



# MARKYT Community Scorecard ©

Prepared for: Shire of Broome

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

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MARKYT 

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# Strategic overview

## Vision



44

% agree

11% points above Industry Average and up 8 index points from 2020

## Liveability

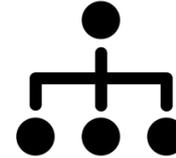


70

Performance Index Score

6 points below Industry Average and down 2 index points from 2020

## Governance



58

Performance Index Score

2 points above Industry Average and up 4 index points from 2020

## Rates Value



38

Performance Index Score

7 points below Industry Average but up 3 index points from 2020

## Strengths

### Highest scores

- Library and information services
- Festivals, events, art and cultural activities
- Sport and recreation facilities

### Most improved

- Local history and heritage
- Volunteer support and recognition
- Mosquito control
- Sport and recreation facilities

### Relative to MARKYT® Industry Standards

- Tourism attractions and marketing (industry leader)
- Place to visit
- Local history and heritage
- Festivals, events, art and cultural activities

## Priorities



Community safety and crime prevention



Housing



Marine facilities, including boat ramps



Youth services and facilities



Conservation and environmental management



Lighting of streets and public places

# 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:

- Review achievement against aspirations and objectives in the Strategic Community Plan (SCP) and Corporate Business Plan (CBP)
- Monitor and benchmark performance measures in the SCP and CBP
- Evaluate community priorities



# The Study

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

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

CATALYSE® sent email invitations to the Shire of Broome’s customer contacts, and the Shire provided supporting promotions through various communication channels. The scorecard was open from 9 to 27 May 2022.



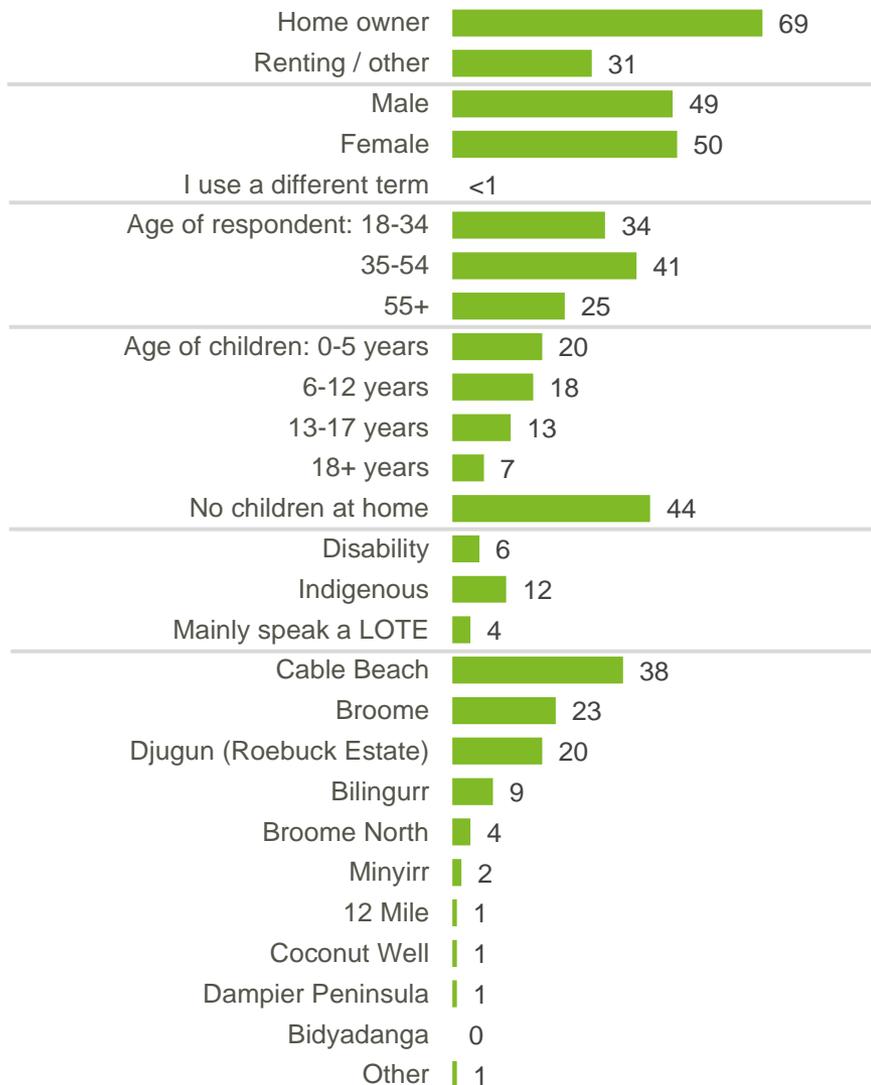
The scorecard was completed by **1,056 community members** with various connections to the Shire:

Local resident	Local business	Out of area ratepayer	Visitor	Elected Member / Employee
928	314	52	7	70

The main body of this report shows responses from local residents and ratepayers. Responses were weighted by age and gender to match the ABS Census population profile.

Where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.

## % of resident respondents (weighted)



# MARKYT Industry Standards

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

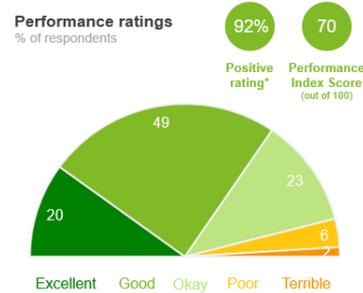


# How to read performance dashboard charts

Trend analysis shows how performance varies over time.

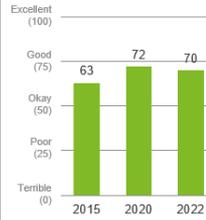
## Performance Ratings

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



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Biliqueer	Broome	Broome North	Cable Beach	Dugun (Roebuck Estate)	Other areas
70	71	69	71	70	70	73	70	68	64	69	70	72	59	68	70	73	68	65	70	72	74

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

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

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

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

Council Score is the Council's performance index score.

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

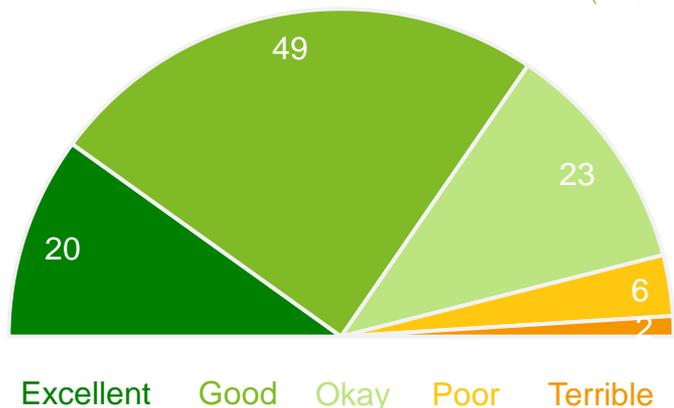
Industry Average is the average score among councils that have completed a comparable study with CATALYSE® over the past three years.

# Overall Performance

# Place to live

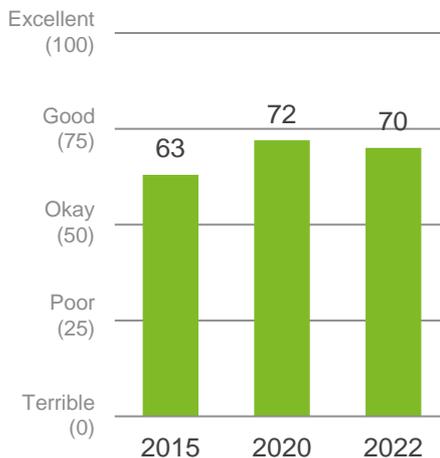
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	70
Industry High	90
Industry Average	76

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
70	71	69	71	70	70	73	70	68	64	69	70	72	59	68	70	73	68	65	70	72	74

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 923). \* Positive Rating = excellent, good + okay

# Governing organisation

## Performance ratings

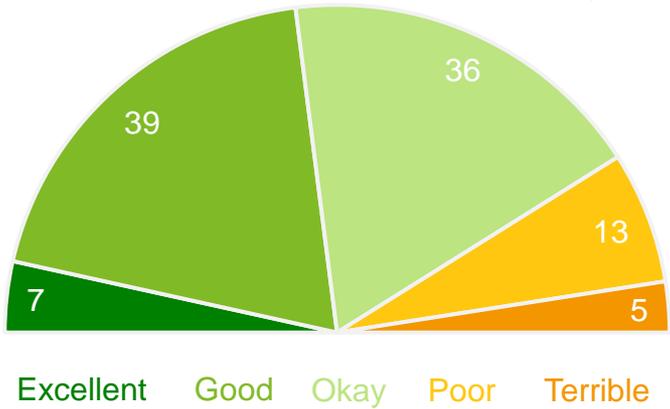
% of respondents

82%

58

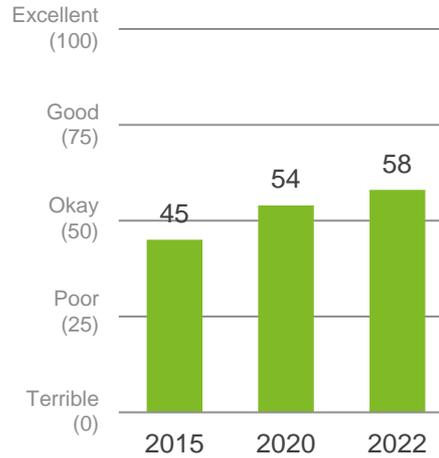
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	58
Industry High	68
Industry Average	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
58	56	63	59	56	59	57	57	58	50	58	57	59	47	53	54	61	57	47	58	58	62

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 891). \* Positive Rating = excellent, good + okay

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 64 out of 100, 2 index points below the industry standard.

## Overall Performance Index Score

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

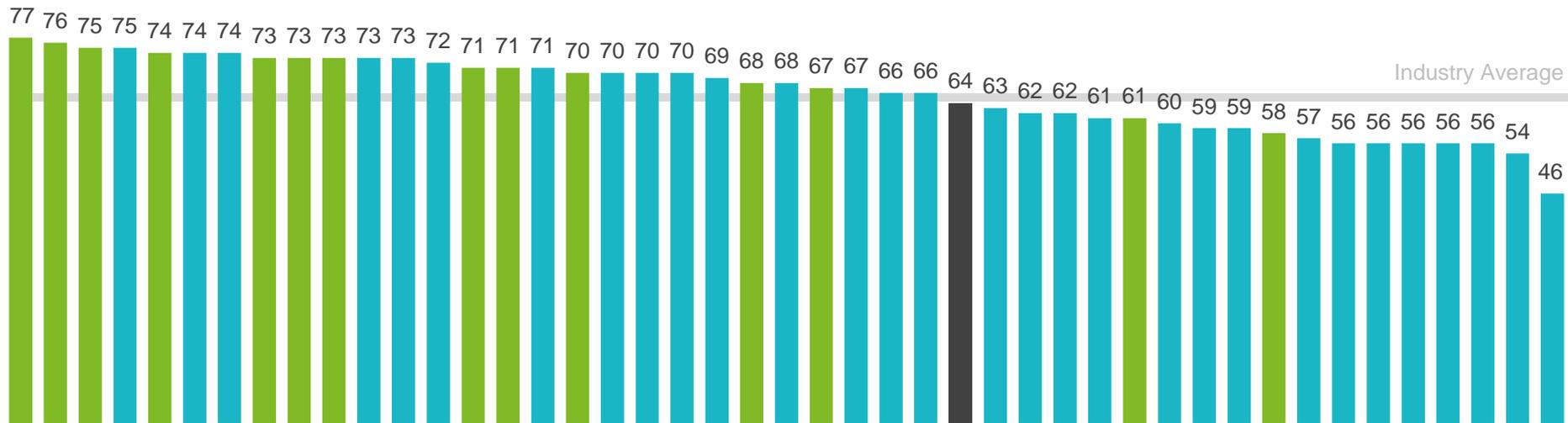
- Shire of Broome
- Metropolitan Councils
- Regional Councils

## MARKYT Industry Standards

Performance Index Score



Shire of Broome	64
Industry High	77
Industry Average	66



# How to read the MARKYT Benchmark Matrix

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

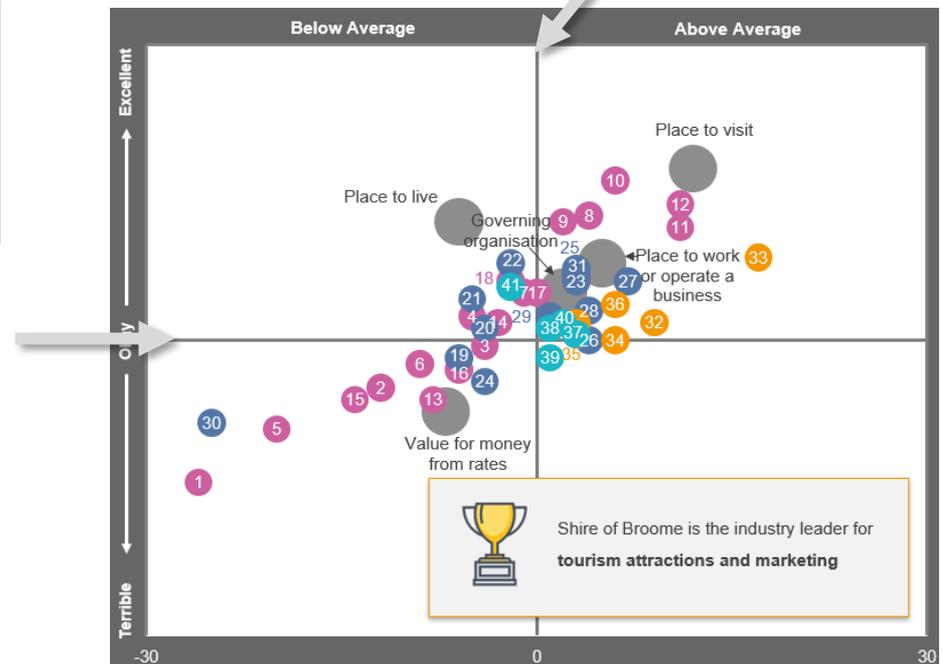
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

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

Services are grouped in four areas:

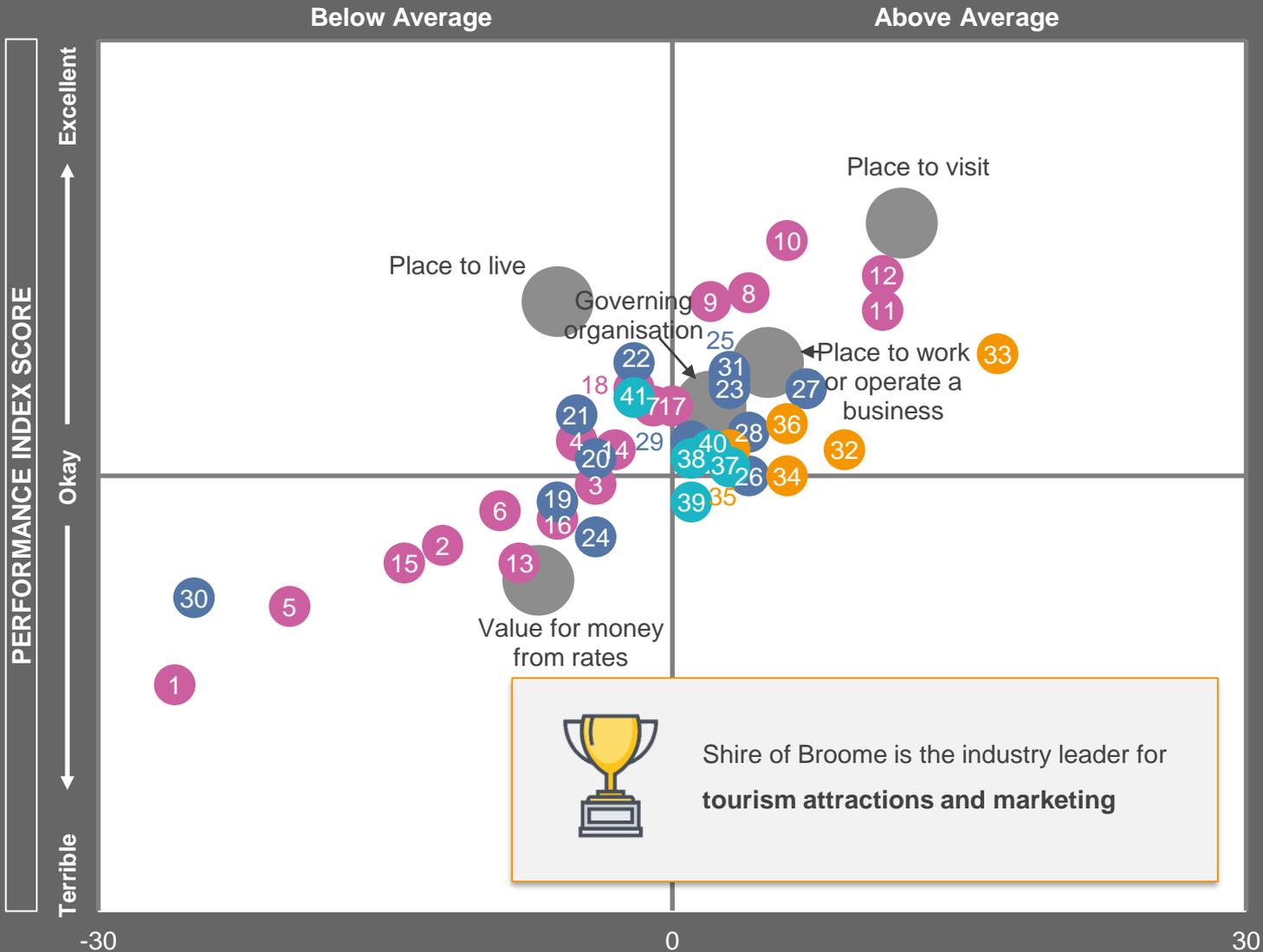
- People
- Place
- Prosperity
- Performance

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



# MARKYT Benchmark Matrix

## COMPARISON TO INDUSTRY AVERAGE



- 1 Safety and crime prevention
- 2 Lighting
- 3 Health and wellbeing programs
- 4 Health and community services
- 5 Housing
- 6 Animal management
- 7 Community buildings
- 8 Sport and recreation facilities
- 9 Playgrounds, parks and reserves
- 10 Library and information services
- 11 Local history and heritage
- 12 Festivals and events
- 13 Youth services and facilities
- 14 Family and children services
- 15 Seniors services and care
- 16 Disability access and inclusion
- 17 Aboriginal respect
- 18 Volunteer recognition
- 19 Sustainable practices
- 20 Conservation
- 21 Beaches and foreshores
- 22 Waste collection services
- 23 Natural disaster management
- 24 Mosquito control
- 25 The area's character and identity
- 26 Planning and building approvals
- 27 Streetscapes
- 28 Local roads
- 29 Footpaths, cycleways and trails
- 30 Marine facilities
- 31 Airport facilities and services
- 32 Economic development
- 33 Tourism attractions
- 34 Telecommunications
- 35 Education
- 36 Council's leadership
- 37 Advocacy and lobbying
- 38 Change, innovation & technology
- 39 Community consultation
- 40 Communication
- 41 Customer service

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

MARKYT  community trends

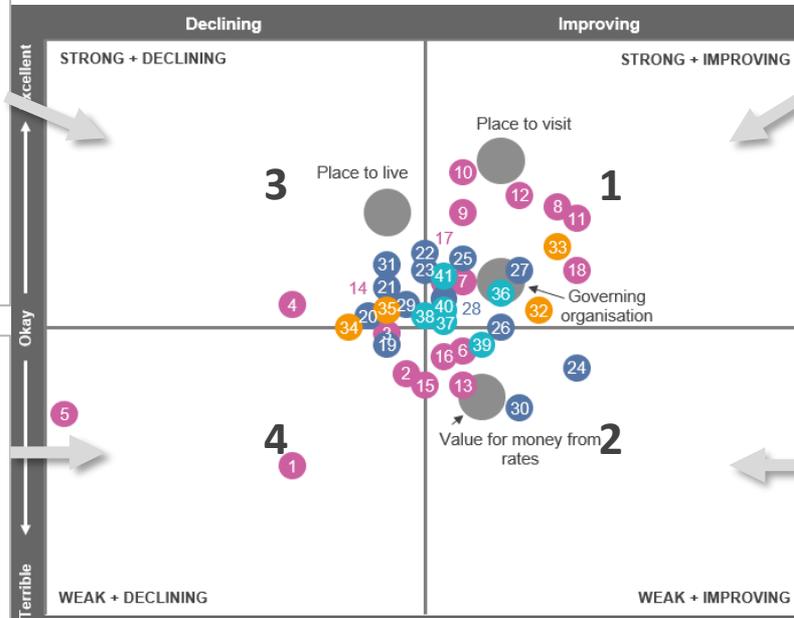
The MARKYT® Community Trends Window shows trends in performance over the past 2 years.

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

- Health and community services

**Window 4** includes lower performing areas in decline. The **main concerns** include:

- Housing
- Community safety and crime prevention



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

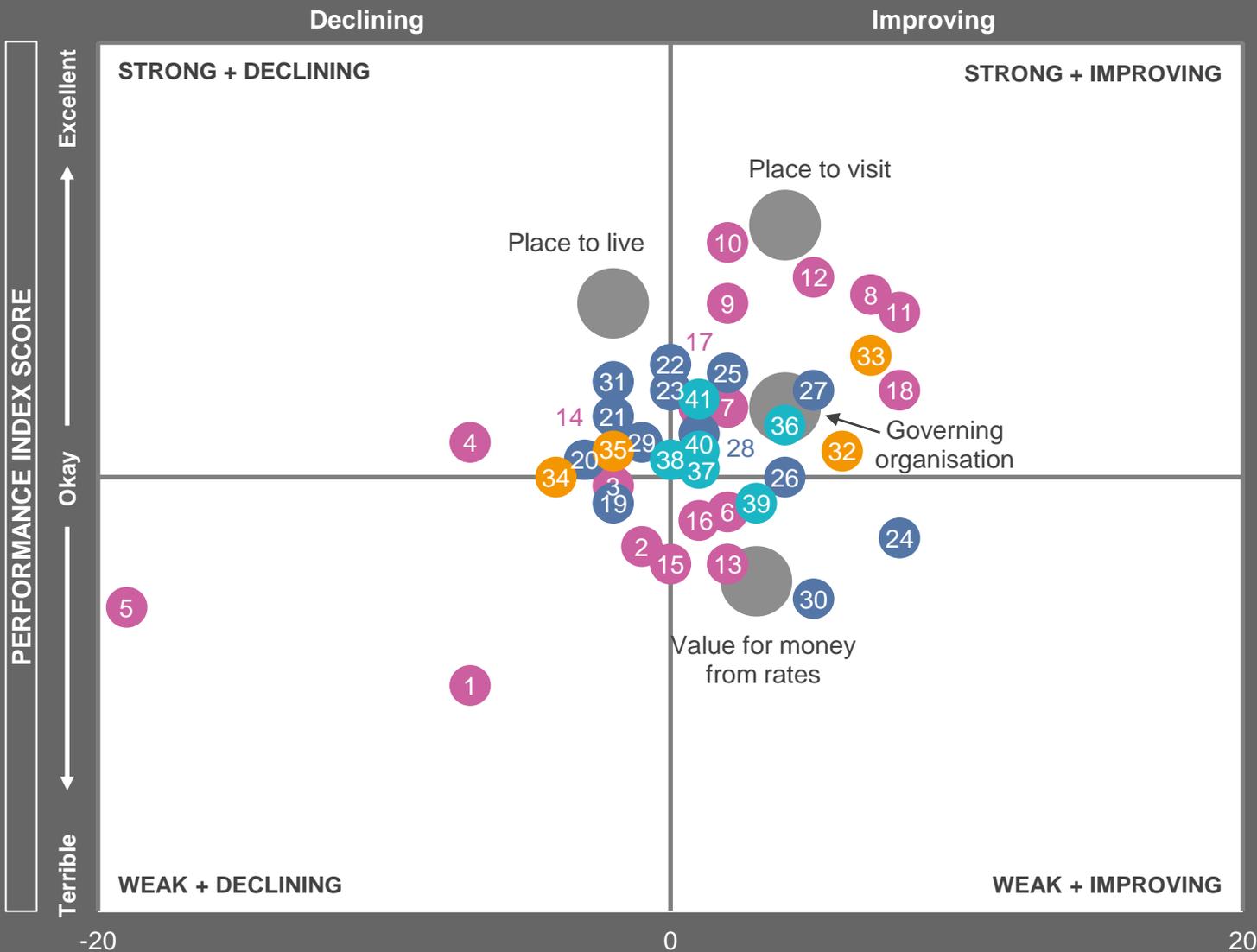
- Volunteer support and recognition
- Local history and heritage
- Tourism attractions and marketing
- Sport and recreation facilities

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

- Marine facilities, including boat ramps
- Mosquito control
- Value for money from rates

# MARKYT Community Trends Window

## COMPARISON TO PREVIOUS STUDY (2020)



- 1 Safety and crime prevention
- 2 Lighting
- 3 Health and wellbeing programs
- 4 Health and community services
- 5 Housing
- 6 Animal management
- 7 Community buildings
- 8 Sport and recreation facilities
- 9 Playgrounds, parks and reserves
- 10 Library and information services
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- 40 Communication
- 41 Customer service

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

MARKYT  community priorities

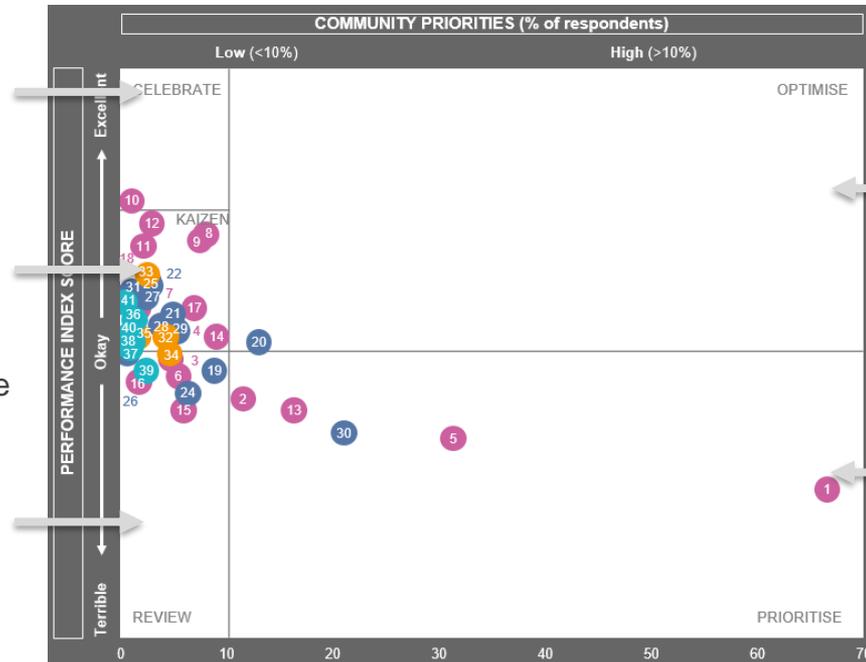
# How to read the MARKYT Community Priorities

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

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

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

**REVIEW** lower performing areas.



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

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

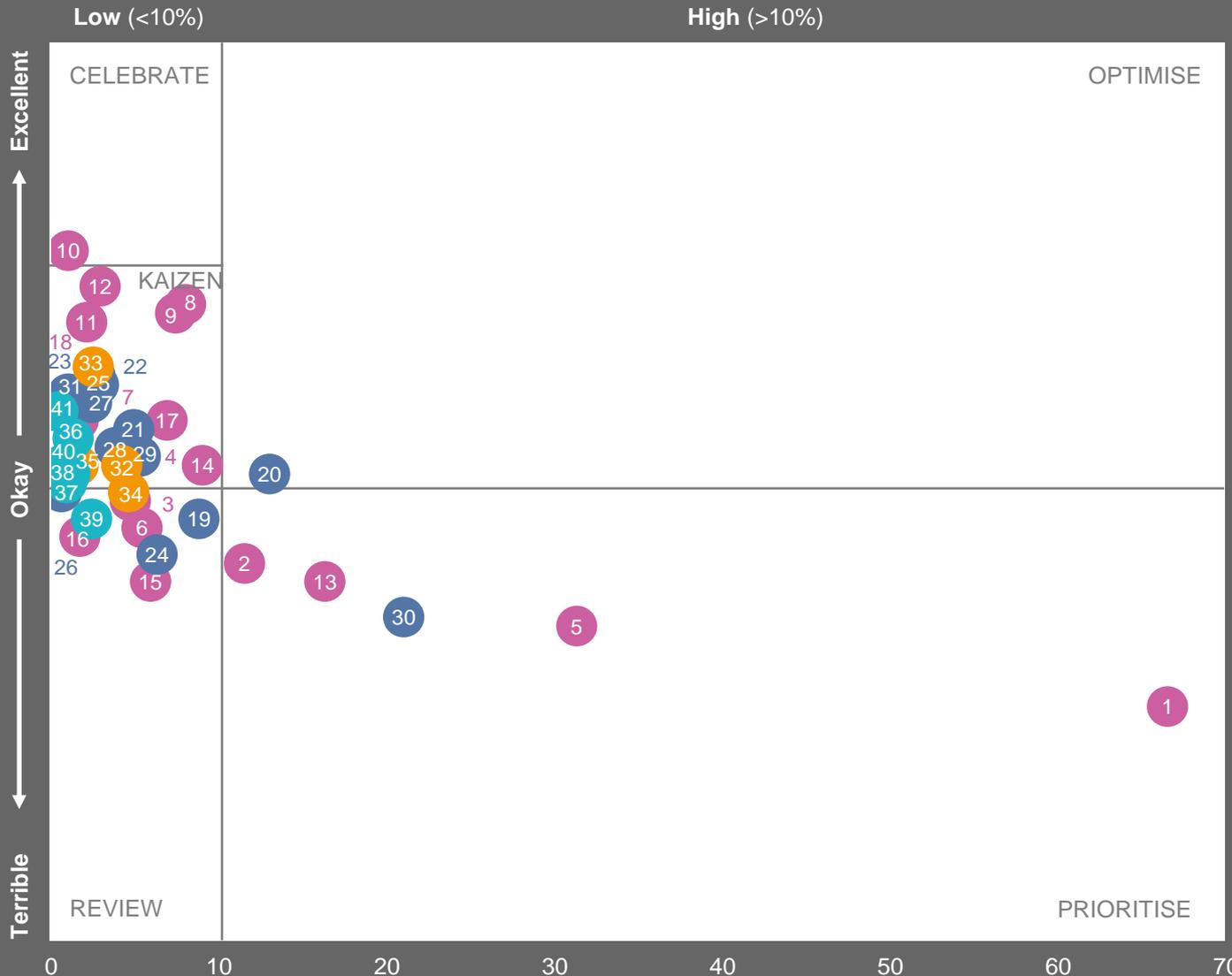
Services are grouped in four areas:

- People
- Place
- Prosperity
- Performance

# MARKYT Community Priorities

## COMMUNITY PRIORITIES (% of respondents)

- 1 Safety and crime prevention
- 2 Lighting
- 3 Health and wellbeing programs
- 4 Health and community services
- 5 Housing
- 6 Animal management
- 7 Community buildings
- 8 Sport and recreation facilities
- 9 Playgrounds, parks and reserves
- 10 Library and information services
- 11 Local history and heritage
- 12 Festivals and events
- 13 Youth services and facilities
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- 34 Telecommunications
- 35 Education
- 36 Council's leadership
- 37 Advocacy and lobbying
- 38 Change, innovation & technology
- 39 Community consultation
- 40 Communication
- 41 Customer service



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

Q. Over the next 10 years, which areas would you mostly like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n = 868)

## Community Driven Actions

1. Advocate for greater support from **State Government, State Housing and Police WA**.
2. Work with Indigenous leaders and organisations to develop a **unified approach** for youth crime.
3. Advocate for a **youth detention, training and rehabilitation facility** on country.
4. Advocate for the extension of **Operation Regional Shield** with night patrols, safe houses and facilities for at-risk youth.
5. Seek greater **police** visibility and faster response times.
6. Install more **CCTV cameras** and surveillance in well known hot spots.
7. Provide a **24/7 security patrol**.
8. Introduce measures such as **liquor restrictions, cashless cards and curfews** to reduce crime and antisocial behaviour.
9. Prevent **itinerants** camping on Male oval and address the violence, littering and alcohol abuse that takes place around the area.
10. Advocate for **harsher punishments** for repeat offenders.
11. Provide **parent support and education**.

## Community Voices

“I believe local crime prevention or improvement falls heavily under state government; however, the Shire can assist with more CCTV, lighting, night patrols and community engagement. Lobby for more police on the ground.”

“There need to be huge efforts not just from the Shire but the State Government (and justice departments)... Stop the short-term fixes and look at the long-term and how we can make generational change.”

“Collaborate with Indigenous leaders to determine an effective pathway that starts the journey to addressing the causes of youth crime.”

“Youth crime - getting kids off the street by providing safe houses and having a facility for the offenders to learn respect, life skills and education.”

“Everyone needs to feel safe and be safe in their community. The Shire needs to advocate for more suitable programs for youth, a suitable detention centre in the Kimberley that teaches kids trades that will make them employable.”

“More CCTV and ensuring both new and existing equipment is in working order. Incentives for crime/security initiatives such as deadlocks, window locks, alarm systems etc., for all ratepayers.”

“If I had the funds and the time, I would set up a halfway house of some sort, where after a certain time each night (9:00 pm sounds fair), these youth would be picked up off the streets, taken to the halfway house for a shower, clean clothes, hot meal and a bed with clean sheets.”

“Remove unacceptable behaviour from Male oval ... it reflects poorly to all and no sense of pride in our community.”

“Compulsory holistic education programs for offenders, as well as parents.”

## Community Driven Actions

1. Lobby State and Federal Government to address a **lack of appropriate and affordable housing** in Broome.
2. Develop a strategy to provide improved access to **safe, affordable** accommodation to meet all needs, including itinerants, homeless people, those at risk, youth and the elderly.
3. Encourage **private developers** to build houses in Broome.
4. Advocate for more **social and public housing**.
5. Advocate for a **price cap** on rental properties.
6. Provide accommodation for **seasonal workers**.
7. Provide restrictions on the number of **holiday rentals**.

## Community Voices

“I think the council should lobby the State and Federal Government to address the lack of appropriate and affordable housing.”

“Lobby State Government (Dept of Communities) to build low-cost housing for those that need it. Needs to be more restrictions on Airbnbs. Empty houses sitting there while people [are] out on the streets or forced to leave town.”

“Housing affordability and home ownership to be achievable in the community.”

“We need more affordable housing for long-term residents and seasonal workers. There are too many Airbnbs taking up residential accommodation.”

“More affordable housing for younger people to be able to afford their first home.”

“We need more land released, faster building approvals, and zoning changes to allow higher-density structures for better land use.”

“Work with other relevant housing bodies to ensure safe and affordable housing for those in need. E.g. safe and affordable housing blocks for seniors and appropriate housing for single-parent families.”

“Businesses find it almost impossible to house workers so the Shire needs to encourage private builders to build more affordable housing for workers...Public housing is grossly lacking people are sleeping in parks and the sandhills.”

“Not enough housing in Broome. Businesses are suffering staff shortages. People want to move to Broome for work, but are unable to find accommodation.”

“Facilitate a community-wide discussion with all interested to promote a shared understanding of the housing situation and challenges facing the town and region, including the problems of overcrowding and homelessness and the options available to overcome this, long-term and short.”

# Marine facilities, including boat ramps

## Community Driven Actions

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

## Community Voices

“Broome is a boating community in dire need of safe boat ramps and a marina. Focus is needed to ensure these things happen.”

“Marine facilities that are suitable for safe launching. Fish cleaning stations, fresh water wash down area.”

“Boat ramps. No brainer, this has been on the agenda since I moved here 17 years ago, and still, nothing has been done.”

“WHEN is the new boat ramp happening? We need action, [we] have been hearing about it for too long. Fishing is the heart of the town.”

“The boating facilities in Broome are a disgrace. So dangerous. Huge amount of money brought to town from boating, and only dangerous, inadequate facilities provided.”

“After being in a boat accident myself, I really hope for improvements for our boat ramps to allow for safe access and launching. Anything will be an improvement on our current facilities.”

“WE NEED A BOAT RAMP desperately! Safe boat launching facilities have always been a huge issue in Broome, with so many people losing cars, and it's ridiculously dangerous in certain conditions. Someone is going to be injured or killed soon between a boat and a trailer; I've seen many close calls already.”

“The marine facilities here in Broome are the worst in the North West! They are dangerous to use, damaging to cars and boats and just outright an embarrassment to our town.”

“Provide adequate boating facilities that are safe and able to be used all tides all year round. Currently very unsafe.”

“A good boat ramp facility for high tidal areas. Protection from waves and steep enough, so you don't need to drown your car.”

## Community Driven Actions

1. Provide **youth engagement workshops** to understand their needs and develop a shared plan to address these needs.
2. Advocate for improved access to **mental health services** for youth.
3. Facilitate improved access to **youth engagement, training and mentoring programs**.
4. Invest in more **safe places, facilities, programs and events** for youth, such as a movie theatre, festivals and events, arcades, water recreation area, wave pool, bowling alley, go kart track, BMX tracks, skate parks, basketball courts, midnight basketball, playgrounds, graffiti workshops, etc.
5. Provide **free access** to sport and recreation facilities and activities for youth at risk.
6. Provide a **youth hub** where youth can do homework, meet friends, watch TV in a safe space etc.
7. Provide **parent education** and support programs.

## Community Voices

“By getting the youth involved in putting ideas forward with what is needed to help youths of the future.”

“More youth programs to encourage a self worth etc.”

“Something for the youth of Broome to do. Somewhere to go, engagement programs.”

“Engagement programs, training pathways, realistic job creation, local justice initiatives and recreation all needed to address bigger issues such as youth crime.”

“Safe houses and residences for children at risk. Parenting support seminars to complement children at risk programs.”

“The youth need more services and programs in order to help keep them off the street...They need more programs run by local elders to assist the youth.”

“Somewhere safe for children, getting more into school and sport and off the street and making all sporting for kids under 15 free.”

“Stop charging kids to play basketball and use recreation facilities in town. Kids can not afford it, parents can't afford it. Some kids will never have the money to interact and feel socially accepted within the community.”

“There needs to be a new drop-in centre, the current one is a dilapidated shed and hasn't changed since I was a kid... There needs to be a place young people can go to stay entertained instead of turning to the streets and crime.”

“There is very little for teenagers to do out of school and sporting hours. No indoor cinema, games arcade, cafe, central meeting location, arts venue, anything for this age group to get involved in to socialise and enjoy.”

“We need the indoor cinema back. Youth have access to 24/7 drop-in centres to escape violence at home. More after-school activities and events based around video games, sports and community/history.”

## Community Driven Actions

1. Prioritise conservation and management of the **natural environment and eco system** when considering new developments.
2. Preserve local beaches and sand dunes by **limiting the vehicle access**.
3. Facilitate **turtle conservation** by protecting turtles during breeding, nesting and hatching season, including prohibiting vehicle beach access on Cable Beach during this time.
4. Plant and retain **native vegetation** and limit the use of exotic plants.
5. Implement a **weed management** strategy.
6. Encourage the adoption of **sustainable practices**, such as recycling, renewable energy, litter management, etc.

## Community Voices

“Additional consultation needs to be done with environmental agencies and Aboriginal custodians of the land. There are numerous technologies available that could be used to address energy production, affordable housing, and job creation while also protecting the environment for future generations.”

“Although the towns cultural heritage, festivals and facilities are important for residents and visitors, it is the marine, coastal and inland environs that are the most precious and attractive elements of Broome and the Kimberley. Conservation and management of the natural environment is paramount.”

“No driving north of rocks in turtle nesting season. Continue land protection and sustainable practices. Use of indigenous rangers of land management.”

“It is crazy that cars can drive so close to turtle nests. Exmouth have large conservation areas which is great for the environment and eco tourism.”

“Finalise the weed management strategy and adequately resource the parks and gardens team. Stop planting non-native plants.”

“Retain native vegetation. Retain coastline and stop building sea walls and bulldozing cliffs. Get rid of serious weeds, esp. Calrop (double-gees) and Neem trees.”

“Prioritise the natural environment and ecosystems over profit-driven development.”

“Vigilance always when decisions are being made re any development that could harm our unique environment, flora & fauna.”

“Recognition of climate change in all projects. Support local community resilience - solar power - food production.”

“Transition to renewable energy, install EV charging stations, reduce overall carbon footprint.”

## Community Driven Actions

1. Provide more and brighter lighting across Broome for improved **safety and crime prevention**.
2. Convert existing lights to **LED lights**.
3. Introduce **solar** lighting.

## Community Voices

“Street lighting needs improvement in all areas. Even just changing existing to LED would help. This will reduce crime and make people feel safer at night.”

“More lighting with brighter lights. In old Broome the lighting is too far from the road because of the wide verges and is a real safety and security concern.”

“LED or blue/white brighten lights. Need some researching as the old old yellow basic standards are dangerous at night, it is so hard to see pedestrians walking at night (I am amazed there has not been more fatalities).”

“Better lighting around old Broome up to Dora, Pembroke through to Town Beach.”

“Improve lighting in dangerous areas. Prune trees/shrub obstructing light and providing places for criminals to hide.”

“Many roads in the Broome area have exceptionally poor lighting are may as well not have any at all which in some cases is shown just by the strength of the lights in place and the fact they are too far spaced. Old Broome is probably one of the worst areas. Improving lighting reduces the opportunity for crime.”

“More street lights, especially in residential areas.”

“Improved street lighting, especially near the hospital.”

“Improve the lighting in surf club car park, improve streetlight by upgrading to led lighting and moving poles closer to the road.”

“When you are unable to walk a dog after 5pm in the dry season because there are too many dark areas, we have a problem. Not just a personal safety issue, but a health issue if you should fall.”

To see all community comments from the MARKYT® Community Scorecard, please see the Shire of Broome's MARKYT® Community VoiceBank.

The MARKYT® Community VoiceBank contains over **74,000** words with ideas and suggestions from community members.

Ideas are classified in five key areas: People, Planet, Place, Prosperity and Performance.

Ideas are grouped into more than 40 service areas.

Councillors and Shire officers draw on specific suggestions in the MARKYT® Community VoiceBank to support the development of supporting strategies and action plans to address community needs.



## MARKYT Community VoiceBank

**Question: Over the next 10 years, which areas would you most like the Shire of Broome to focus on improving?**

Source: MARKYT® Community Scorecard | **Shire of Broome**

*All responses are presented verbatim. Identifying information, and offensive or defamatory language, has been removed. Views expressed are solely those of respondents.*

Prepared by:  
**CATALYSE® Pty Ltd**

On behalf of:  
Shire of Broome

June 2022

# Community support for major infrastructure projects

# Community support for major infrastructure projects



## Broome Recreation and Aquatic Centre

Community members would mostly like the Shire to focus on upgrading BRAC with a new indoor children's playground, creche, gym, multipurpose room, cafe, reception and squash courts.



## Jetty to Jetty walk extension

1 in 3 respondents would prefer the Shire focused on linking Chinatown and Town Beach.

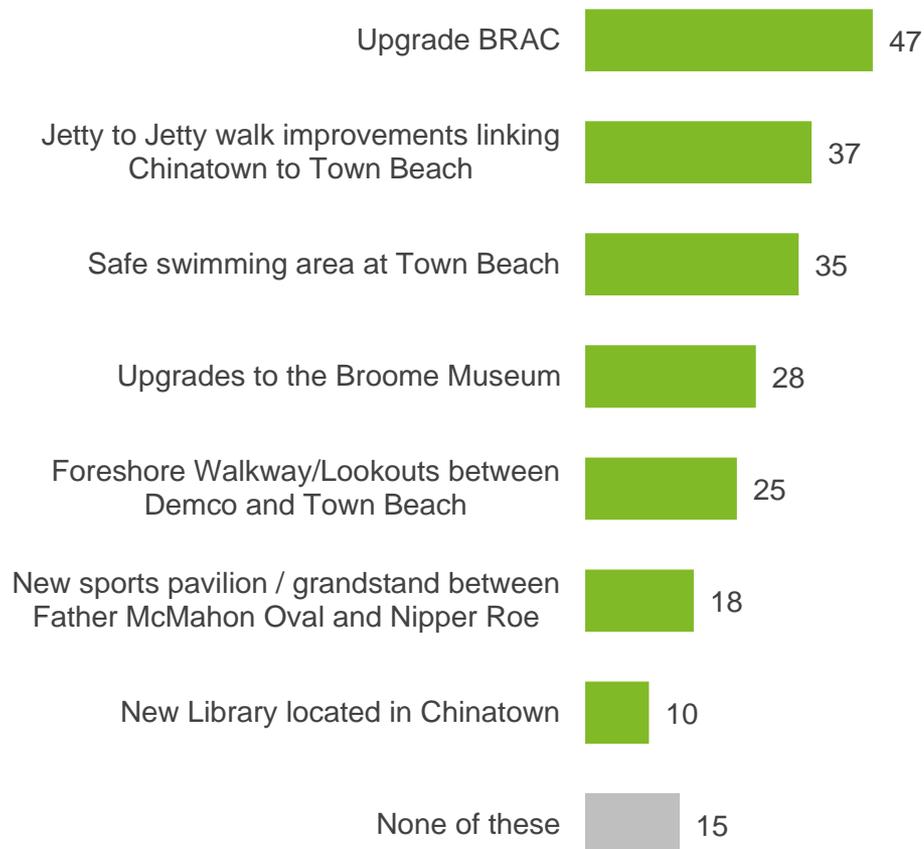


## Town Beach swimming area

1 in 3 respondents would prefer a safe swimming area was built at Town Beach.

## What major projects or infrastructure would you like the Shire to focus on in future?

% of respondents



# Community support for major infrastructure projects

## Community variances

Support for **upgrading BRAC** is highest among adults aged 18-34 years, families with children aged 0-12 years and people who mainly speak a language other than English. There is less support among seniors and people with disability.

Support for extending the **Jetty to Jetty Walk** is highest among residents in Broome, males and those aged 35+ years.

Support for a **safe swimming area** at Town Beach is slightly higher among families with 6-12 year old children and renters.

Support for a **new sports pavilion and grandstand** is highest among families with 6-12 year old children.

% of respondents	All respondents		Home owner		Renting/other		Male		Female		No children		Have child 0-5		Have child 6-12		Have child 13-17		Have child 18+		18-34 years		35-54 years		55+ years		Disability		Indigenous		LOTE		Bilingurr		Broome		Broome North		Cable Beach		Djugun (Roebuck Estate)		Other areas					
Upgrade BRAC	47	46	47	46	47	35	69	61	50	40	63	46	26	28	53	70	55	39	49	47	51	39																										
Jetty to Jetty walk improvements	37	38	33	43	30	39	33	31	35	36	29	40	42	26	34	59	33	49	30	33	37	21																										
Safe swimming area at Town Beach	35	31	42	33	36	31	39	44	37	26	39	33	32	35	36	48	30	39	35	33	30	47																										
Upgrades to the Broome Museum	28	29	25	28	27	28	22	27	29	31	17	31	36	29	26	34	17	34	29	28	20	37																										
Foreshore Walkway/Lookouts	25	25	23	28	21	28	20	23	25	18	20	27	26	23	21	21	27	32	20	21	27	8																										
New sports pavilion / grandstand	18	18	16	18	17	10	26	35	29	14	17	21	12	11	25	16	19	18	25	18	17	8																										
New Library located in Chinatown	10	8	14	10	10	11	9	11	14	11	12	10	9	11	5	13	12	9	19	9	13	4																										
None of these	15	15	16	16	14	18	8	8	15	31	12	14	21	31	11	13	7	16	12	16	14	23																										

Q. What other major projects or infrastructure would you like the Shire to focus on in future?

Base: All respondents, excludes no response (n = 805)

# People

*We will continue to enjoy Broome-time, our special way of life. It's laid-back but bursting with energy, inclusive, safe and healthy, for everyone.*

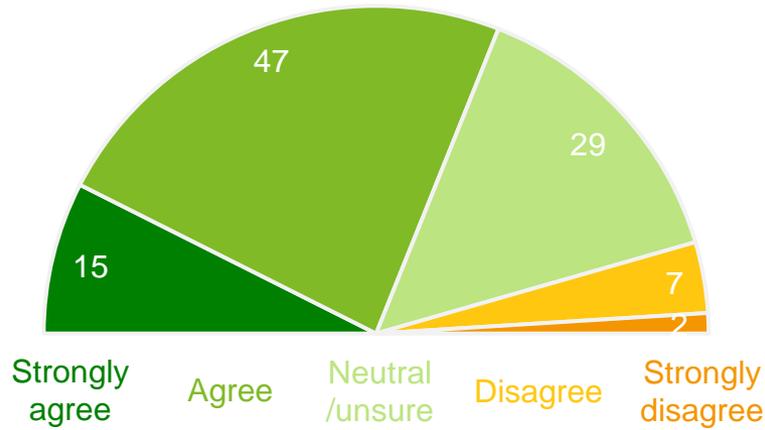
# I feel like I belong in my local community

## Level of agreement

% of respondents

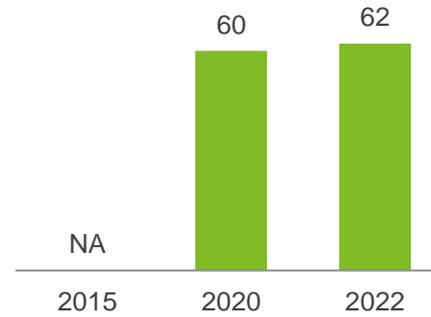
62%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broome	62
Industry High	68
Industry Average	59

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
62	63	60	65	59	60	68	63	71	52	62	59	66	52	49	66	64	60	57	64	59	64

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

Base: All respondents, excludes 'no response' (n = 913).

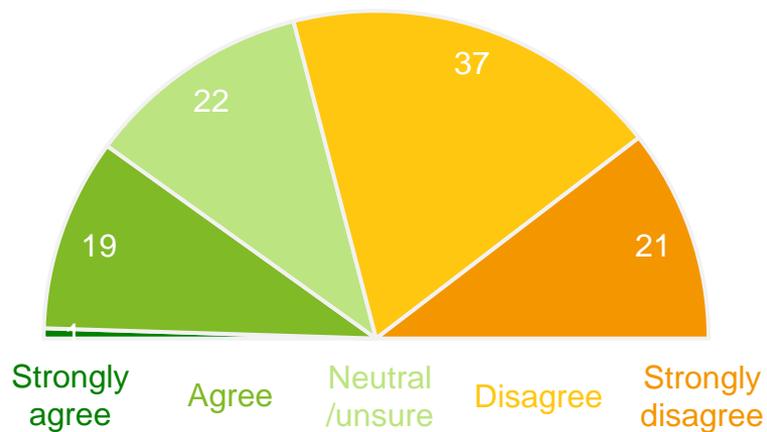
# I feel safe in the Shire of Broome

## Level of agreement

% of respondents

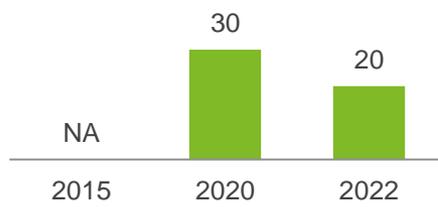
20%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broome	20
Industry High	94
Industry Average	71

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
20	20	21	24	17	21	23	24	19	19	17	21	24	28	19	8	21	19	29	22	20	15

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

Base: All respondents, excludes 'no response' (n = 913).

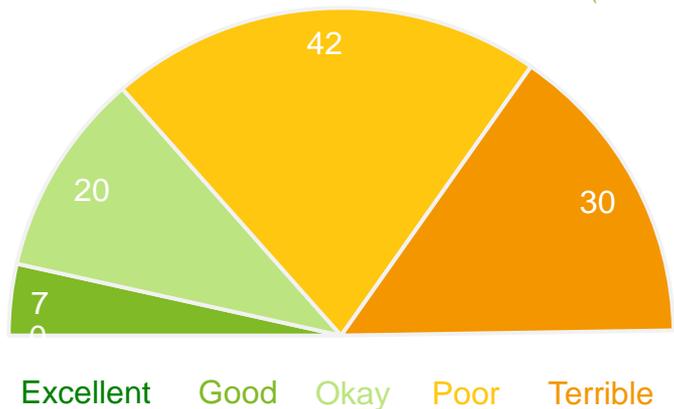
# Community safety and crime prevention

## Performance ratings

% of respondents

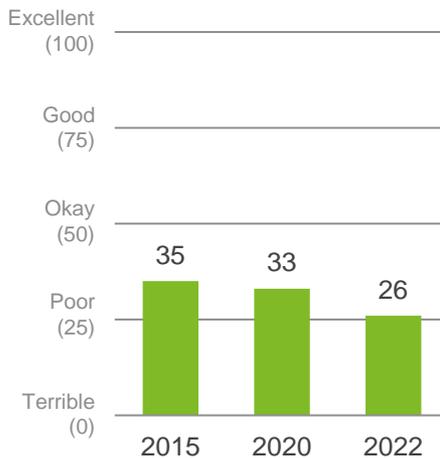
27%  
Positive rating\*

26  
Performance Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	26
Industry High	76
Industry Average	52

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
26	25	30	29	24	26	28	24	24	23	27	25	28	21	23	16	34	27	21	24	28	30

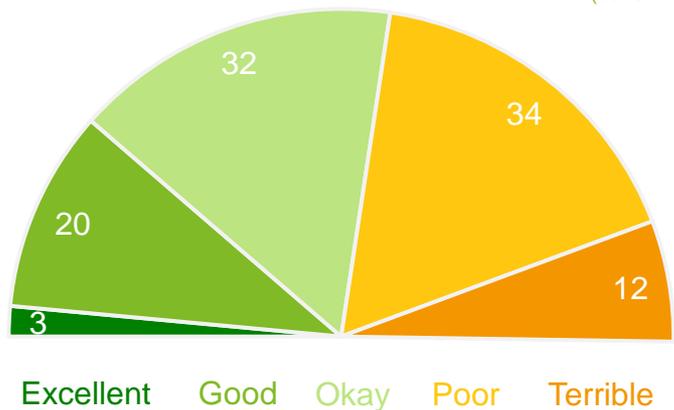
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 871). \* Positive Rating = excellent, good + okay

# Lighting of streets and public places

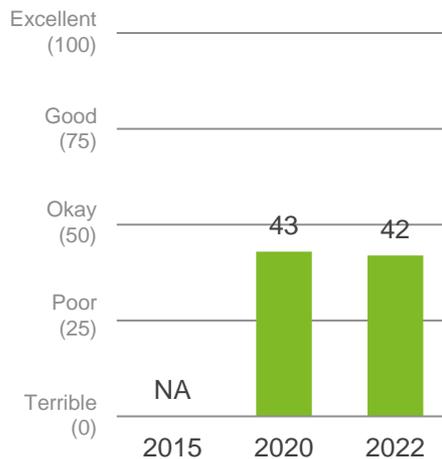
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	42
Industry High	64
Industry Average	54

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
42	42	44	46	39	44	42	41	38	37	42	42	44	36	36	44	46	38	47	41	45	50

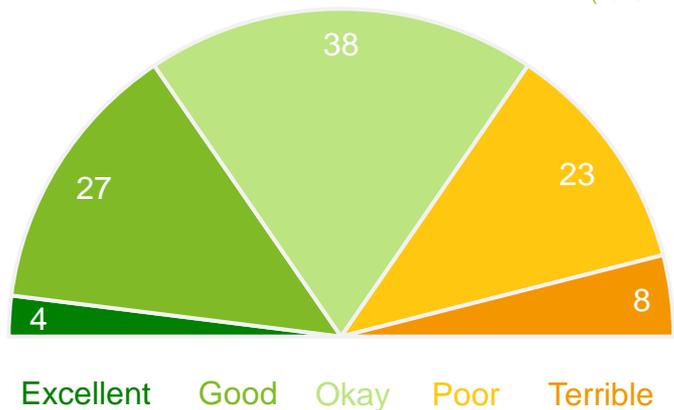
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 885). \* Positive Rating = excellent, good + okay

# Public health and wellbeing programs and education

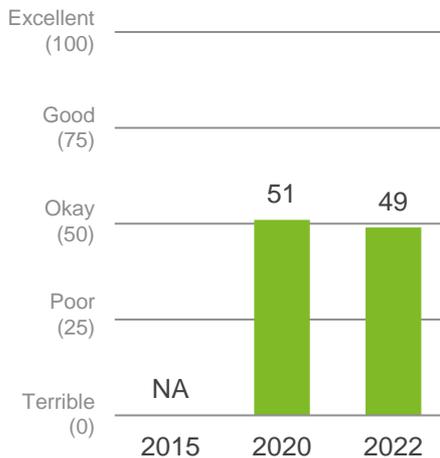
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	49
Industry High	65
Industry Average	53

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
49	47	53	53	45	49	51	45	47	43	49	48	51	42	44	46	57	48	37	47	52	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 782). \* Positive Rating = excellent, good + okay

# Access to health and community services

## Performance ratings

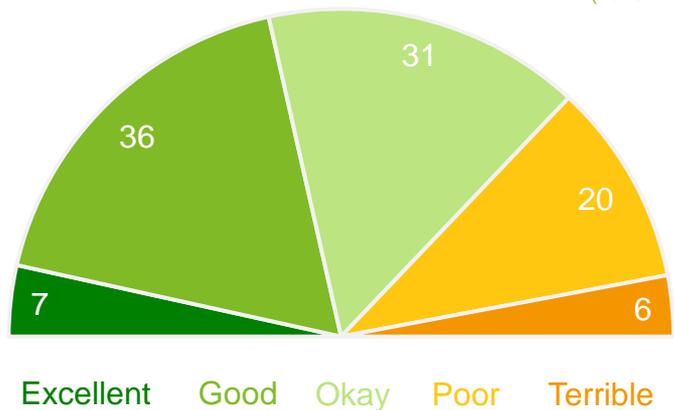
% of respondents

74%

54

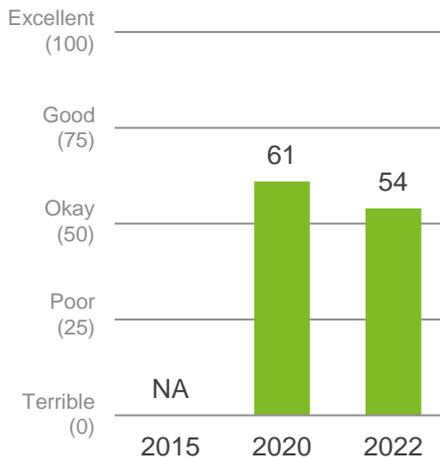
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	54
Industry High	74
Industry Average	59

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
54	53	58	58	50	56	54	50	52	49	53	54	56	44	53	46	59	54	40	54	55	59

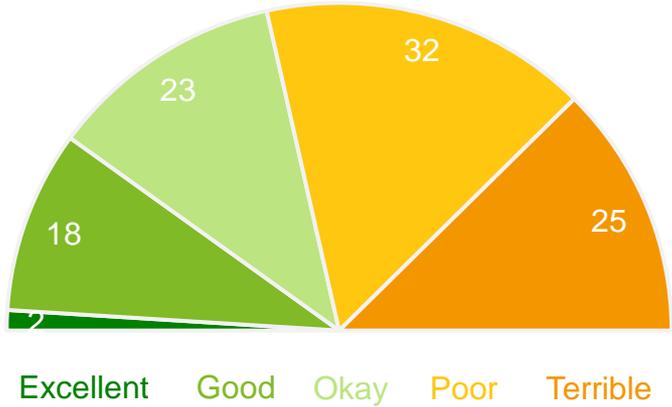
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 841). \* Positive Rating = excellent, good + okay

# Access to housing that meets your needs

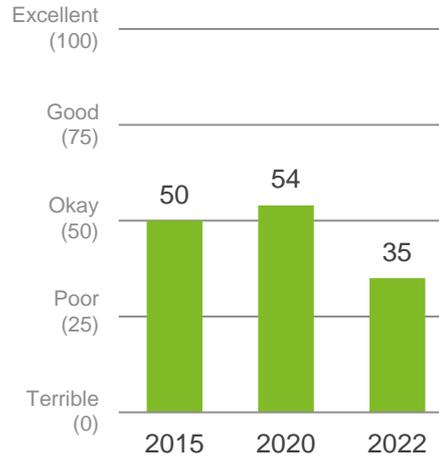
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	35
Industry High	68
Industry Average	55

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
35	39	28	39	32	36	35	37	37	36	27	38	43	29	31	29	34	32	28	36	39	41

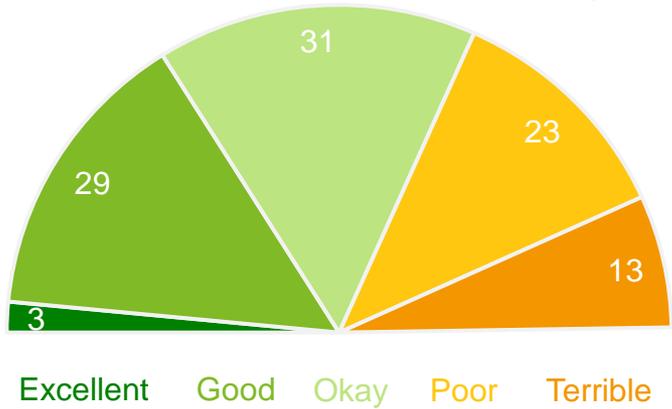
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 756). \* Positive Rating = excellent, good + okay

# Animal management (dogs and cats)

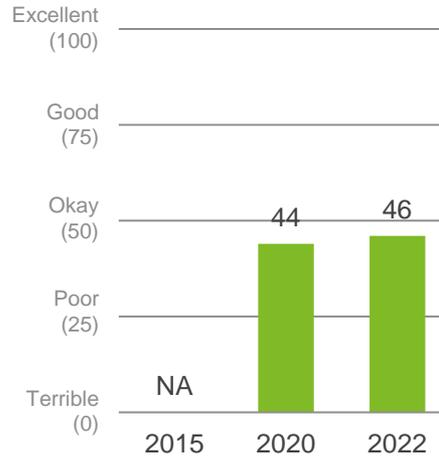
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	46
Industry High	67
Industry Average	55

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
46	45	50	47	45	45	51	47	48	43	45	47	47	34	42	43	47	42	32	48	48	57

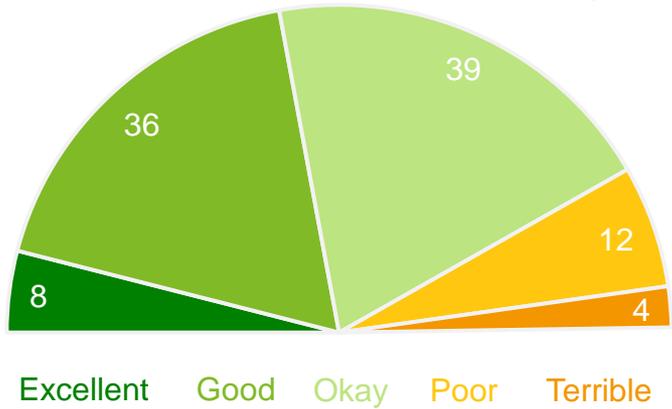
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 828). \* Positive Rating = excellent, good + okay

# Community buildings, halls and toilets

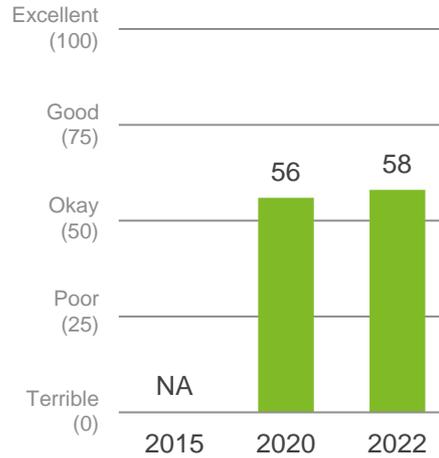
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	58
Industry High	78
Industry Average	59

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
58	56	61	61	55	61	54	55	56	51	57	58	59	48	53	52	57	58	56	58	57	63

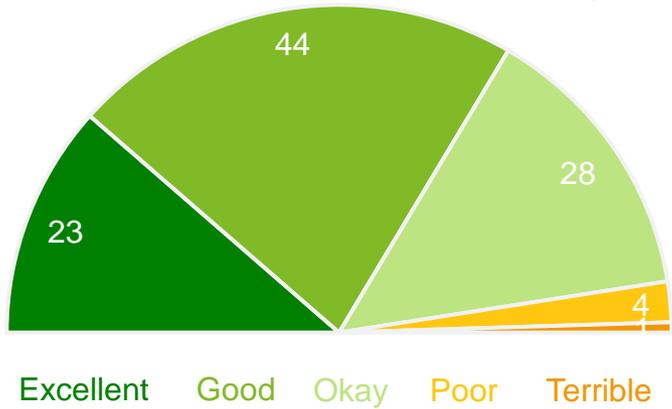
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 870). \* Positive Rating = excellent, good + okay

# Sport and recreation facilities

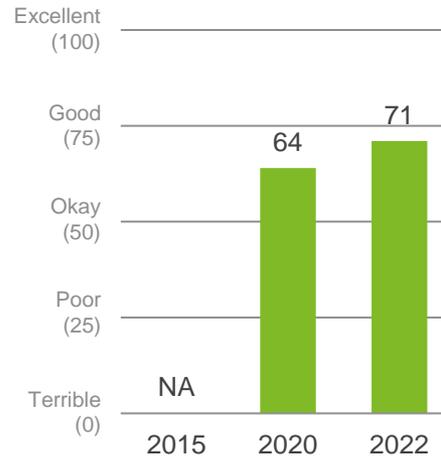
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	71
Industry High	85
Industry Average	67

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
71	70	72	72	70	73	71	66	65	62	73	69	71	61	67	64	77	70	74	71	66	77

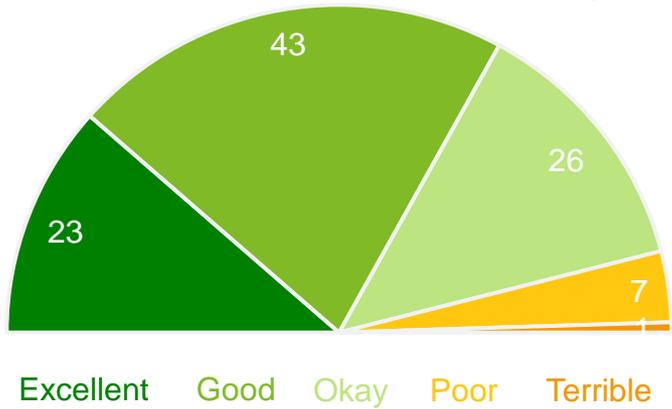
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 863). \* Positive Rating = excellent, good + okay

# Playgrounds, parks and reserves

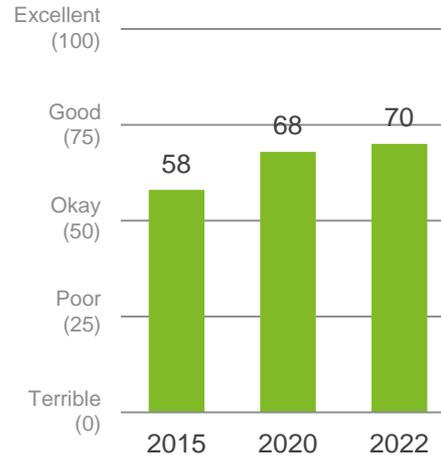
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	70
Industry High	86
Industry Average	68

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
70	69	72	74	67	74	66	63	68	62	69	70	72	65	65	69	72	73	69	69	67	77

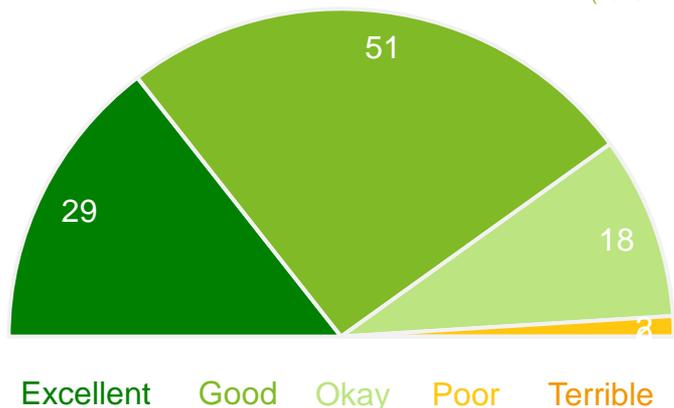
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 894). \* Positive Rating = excellent, good + okay

# Library and information services

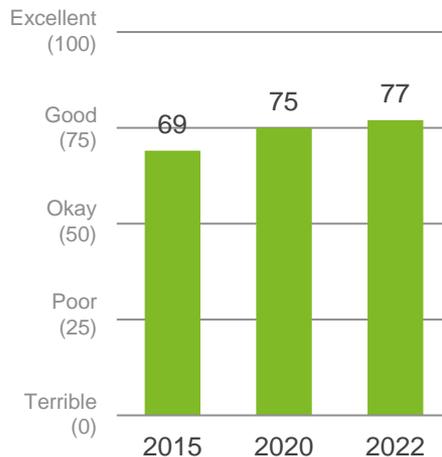
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	77
Industry High	82
Industry Average	71

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
77	76	79	76	77	78	78	78	73	68	75	77	79	73	74	78	78	78	73	76	73	83

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

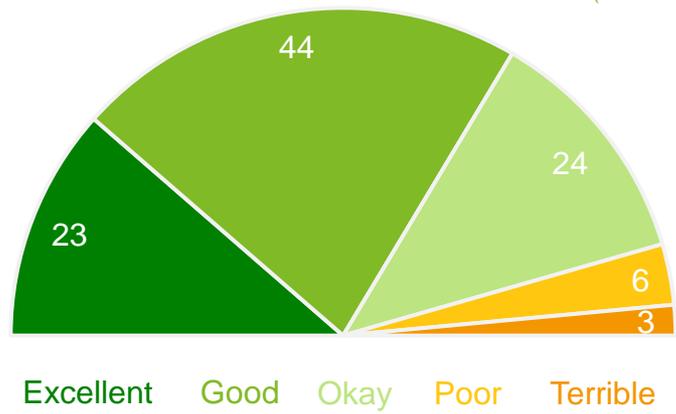
Base: All respondents, excludes 'unsure' and 'no response' (n = 818). \* Positive Rating = excellent, good + okay

# How local history and heritage is preserved and promoted

## Performance ratings

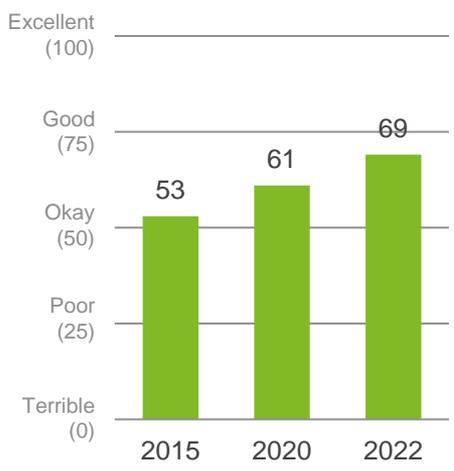
% of respondents

91% Positive rating\*  
69 Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	69
Industry High	75
Industry Average	58

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
69	68	72	71	67	71	71	67	68	58	71	68	68	60	61	65	80	65	65	70	69	68

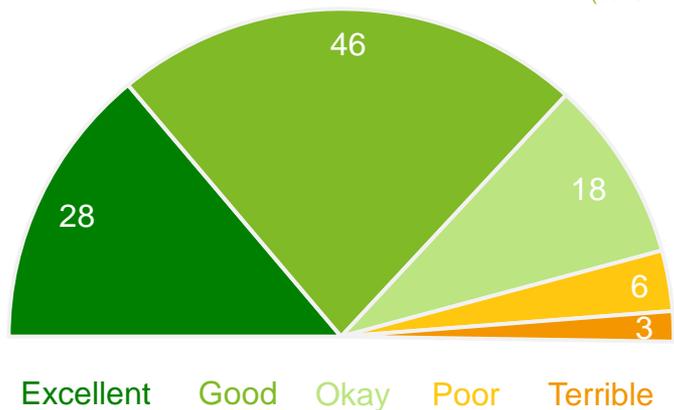
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 850). \* Positive Rating = excellent, good + okay

# Festivals, events, art and cultural activities

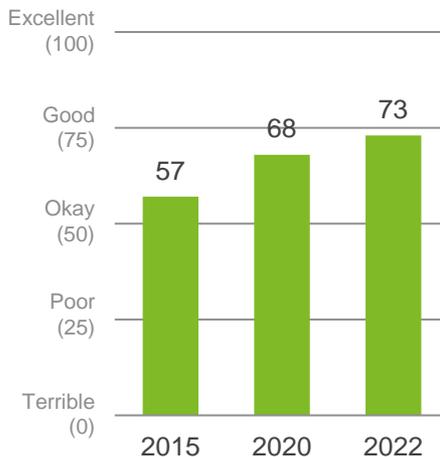
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	73
Industry High	77
Industry Average	62

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
73	71	76	74	71	73	74	70	73	67	75	71	72	64	65	70	78	69	62	72	78	71

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 889). \* Positive Rating = excellent, good + okay

# Services and facilities for young people

(15-24 years)

## Performance ratings

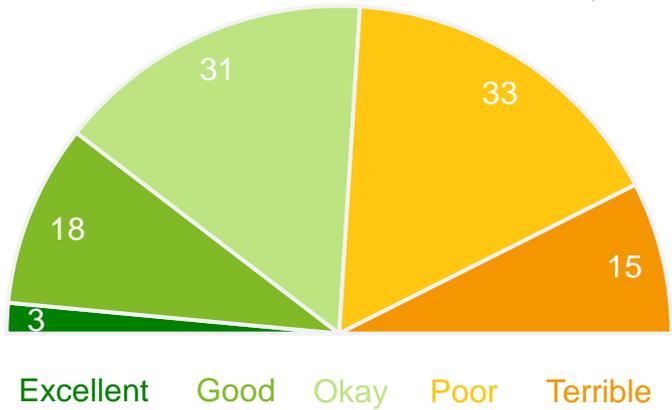
% of respondents

52%

Positive rating\*

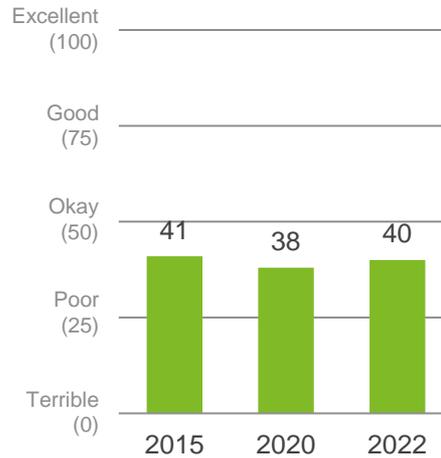
40

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	40
Industry High	66
Industry Average	48

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
40	39	43	44	36	45	40	35	32	31	42	37	43	32	31	36	40	42	33	36	44	45

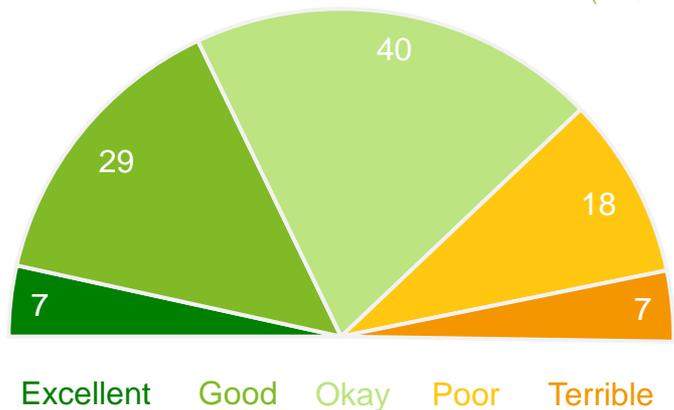
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 657). \* Positive Rating = excellent, good + okay

# Services and facilities for families & children

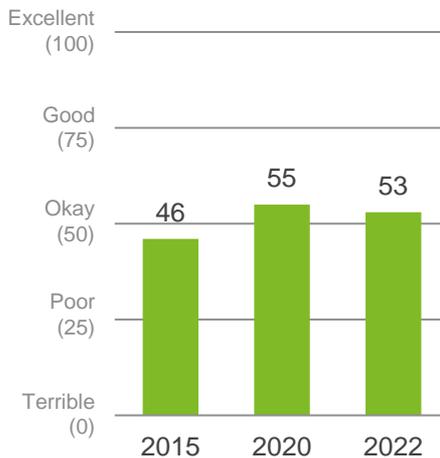
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	53
Industry High	70
Industry Average	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
53	53	52	55	51	58	49	46	52	48	51	53	56	43	44	51	52	54	35	52	56	54

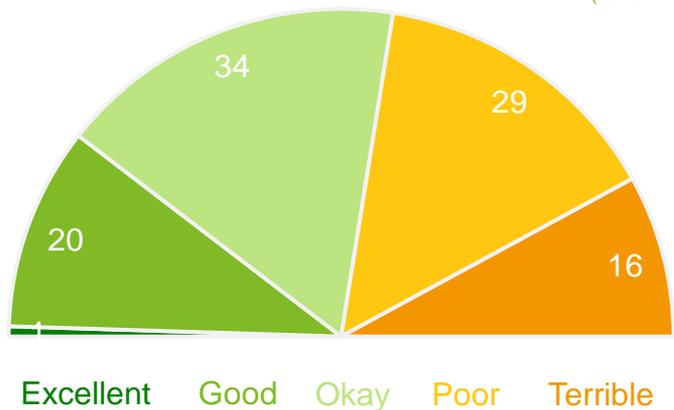
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 747). \* Positive Rating = excellent, good + okay

# Services and care available for seniors

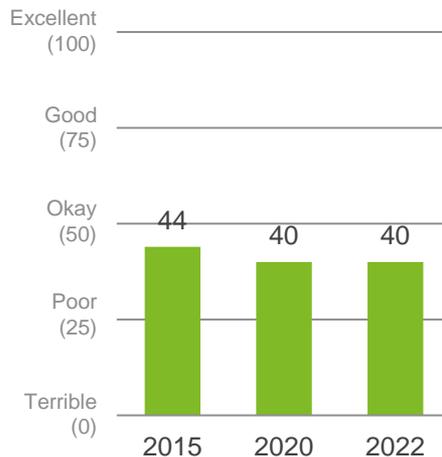
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	40
Industry High	67
Industry Average	54

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
40	39	44	46	35	43	33	36	39	36	41	38	43	29	37	31	40	40	28	40	43	47

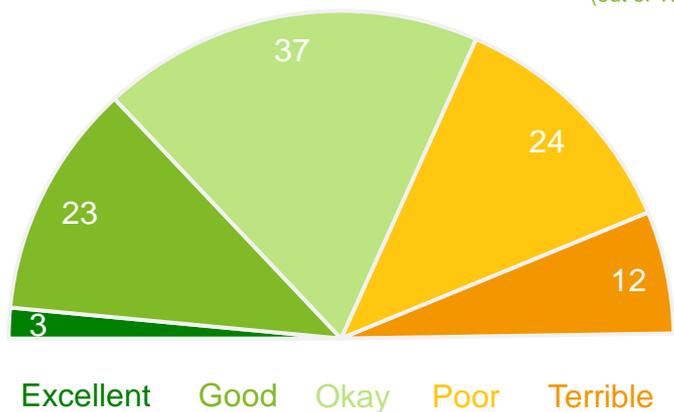
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 549). \* Positive Rating = excellent, good + okay

# Disability access and inclusion

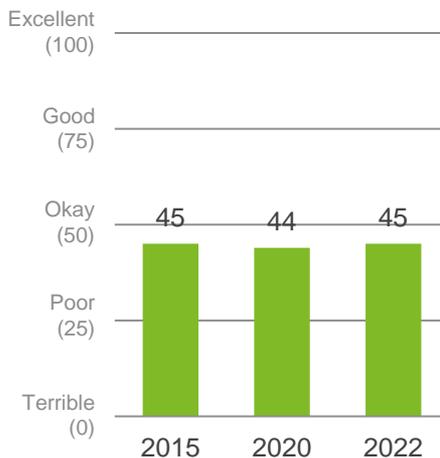
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	45
Industry High	65
Industry Average	51

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
45	43	50	50	41	48	40	42	42	38	43	45	48	33	41	36	48	45	26	45	47	52

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

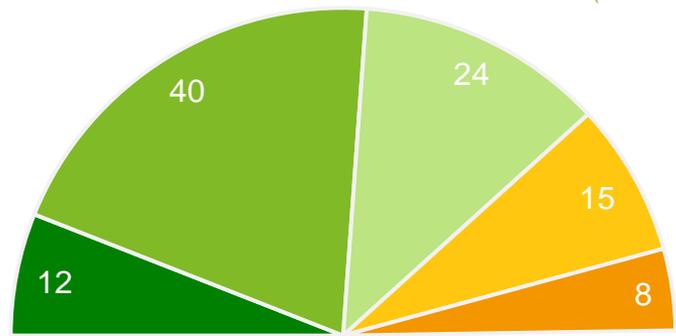
Base: All respondents, excludes 'unsure' and 'no response' (n = 569). \* Positive Rating = excellent, good + okay

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

## Performance ratings

% of respondents

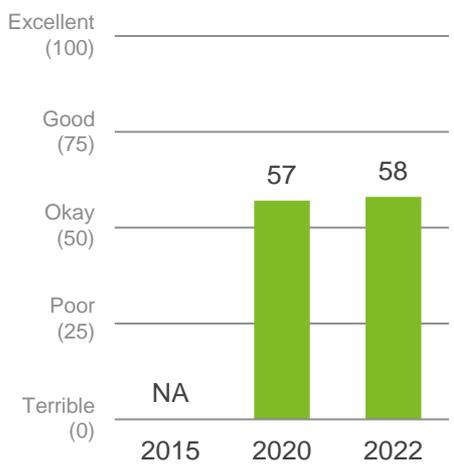
76% Positive rating\*  
58 Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	58
Industry High	70
Industry Average	58

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
58	57	60	61	55	60	59	57	55	53	58	59	57	50	45	43	62	55	52	59	61	55

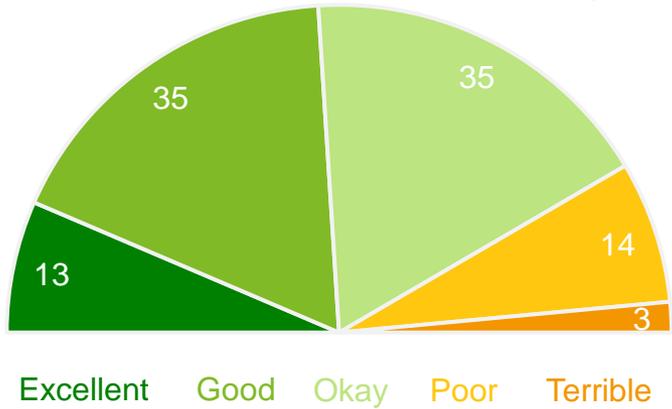
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 821). \* Positive Rating = excellent, good + okay

# Volunteer support and recognition

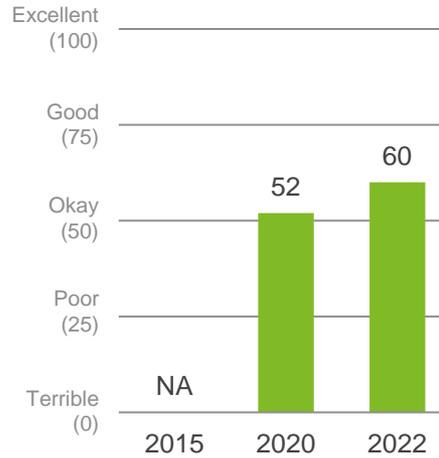
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	60
Industry High	70
Industry Average	62

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
60	59	63	63	58	60	63	60	56	52	61	59	60	49	53	47	69	56	57	60	59	65

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 714). \* Positive Rating = excellent, good + okay

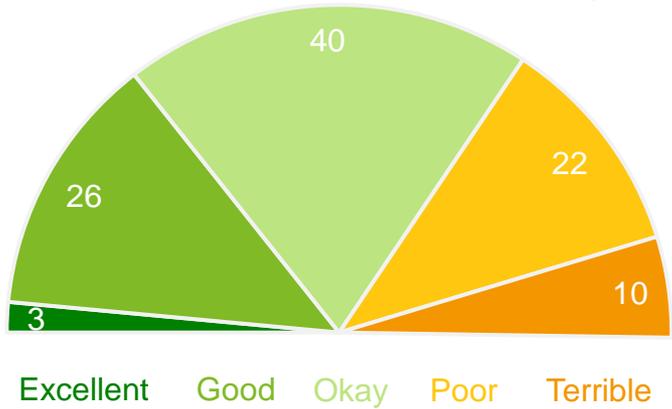
# Place

*We will grow and develop responsibly, caring for our natural, cultural and built heritage, for everyone.*

# Efforts to promote and adopt sustainable practices

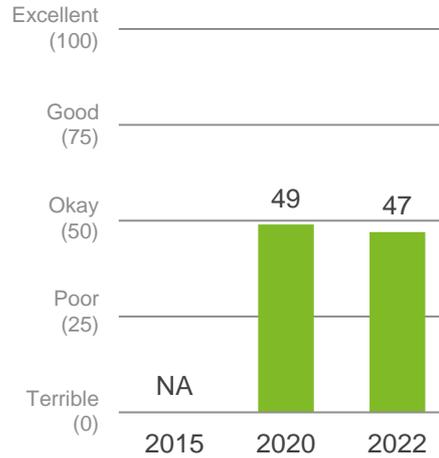
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	47
Industry High	62
Industry Average	53

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
47	46	51	51	44	47	48	47	45	43	46	47	50	39	44	46	55	46	29	46	50	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 781). \* Positive Rating = excellent, good + okay

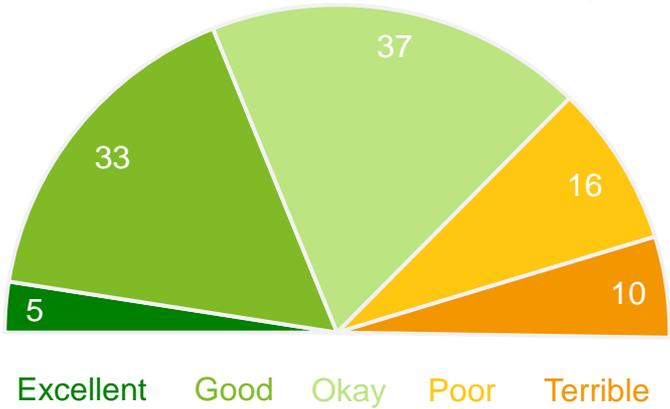
# Conservation & environmental management

## Performance ratings

% of respondents

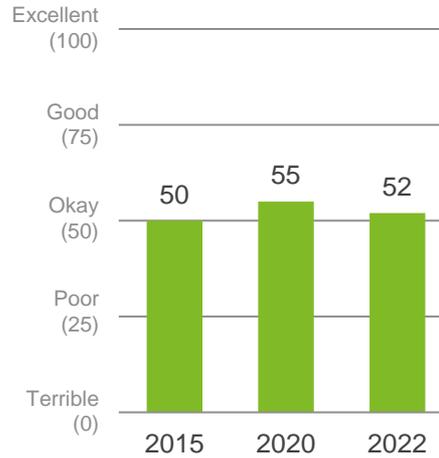
**75%**  
Positive rating\*

**52**  
Performance Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	52
Industry High	73
Industry Average	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
52	50	56	54	49	51	54	52	51	49	52	52	52	43	48	53	56	48	32	53	54	55

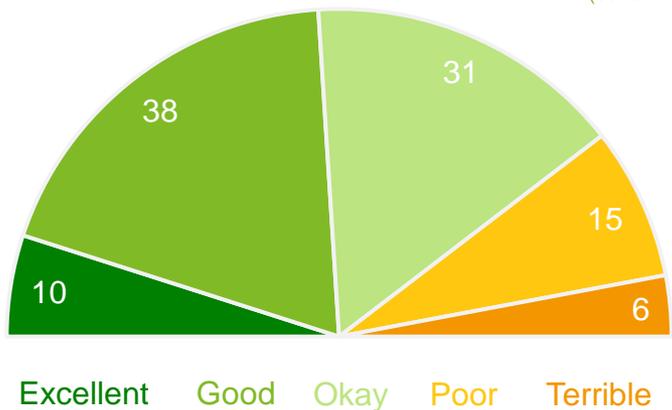
Q. How would you rate performance in the following areas?

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

# Management of beaches and the foreshore

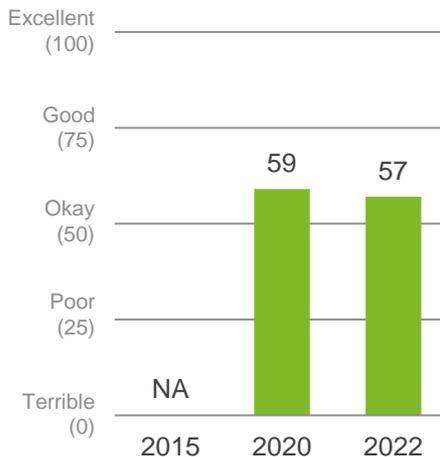
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	57
Industry High	69
Industry Average	62

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
57	56	60	60	55	58	56	58	55	50	57	57	58	48	53	53	63	55	43	58	59	61

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 875). \* Positive Rating = excellent, good + okay

# Waste collection services

## Performance ratings

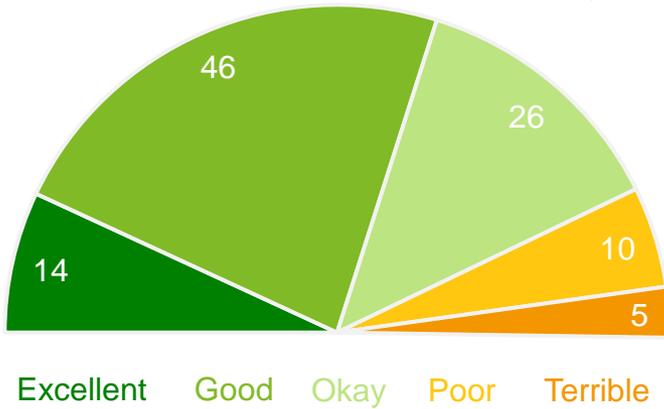
% of respondents

86%

Positive rating\*

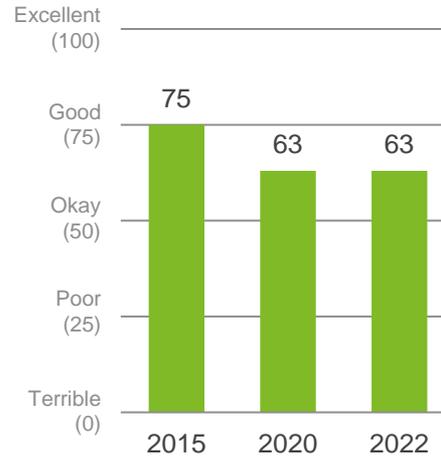
63

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	63
Industry High	77
Industry Average	65

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
63	63	66	65	62	65	62	63	61	56	62	62	67	51	55	63	67	60	58	64	65	65

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

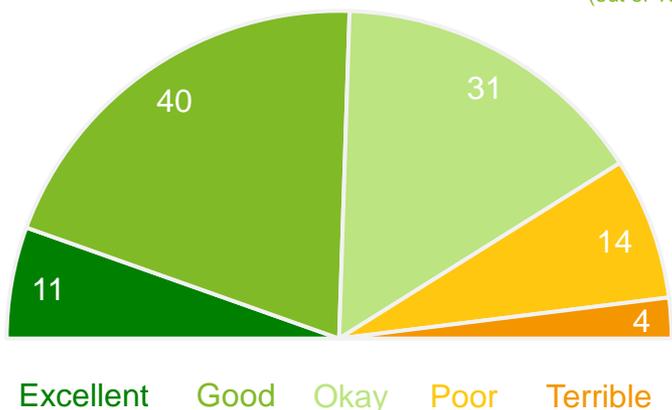
Base: All respondents, excludes 'unsure' and 'no response' (n = 866). \* Positive Rating = excellent, good + okay

# Natural disaster management

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

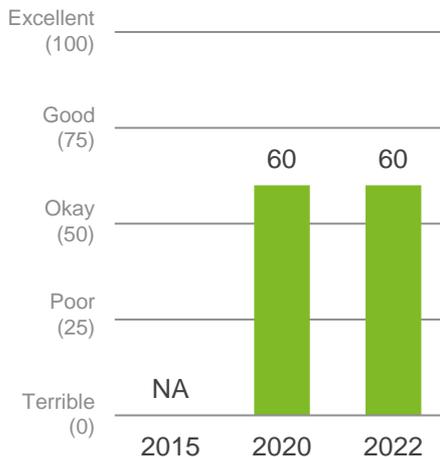
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	60
Industry High	69
Industry Average	57

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
60	58	64	61	59	61	63	60	58	56	60	59	62	53	52	59	60	62	54	62	55	62

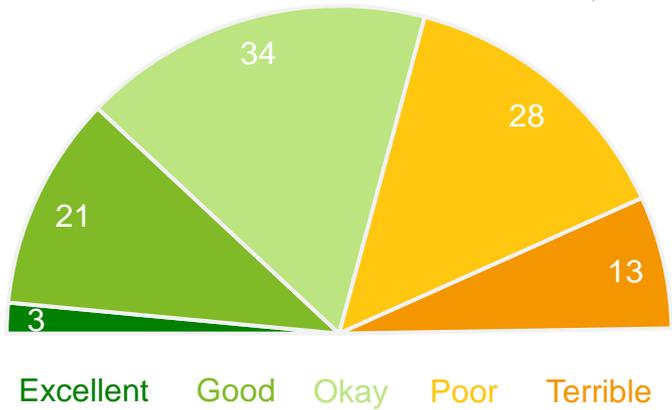
Q. How would you rate performance in the following areas?

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

# Mosquito control

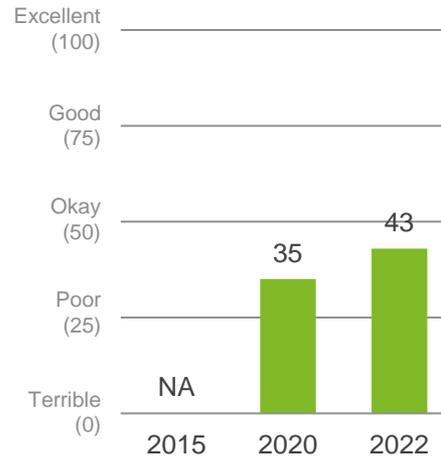
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	43
Industry High	57
Industry Average	47

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
43	43	43	44	42	44	42	43	40	39	42	43	43	34	45	33	37	42	44	45	40	47

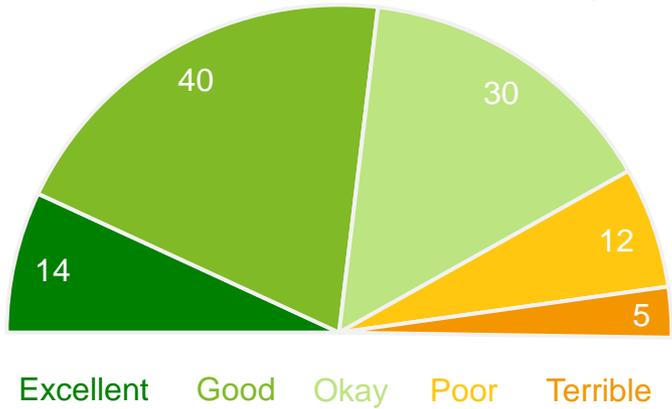
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 813). \* Positive Rating = excellent, good + okay

# The area's character and identity

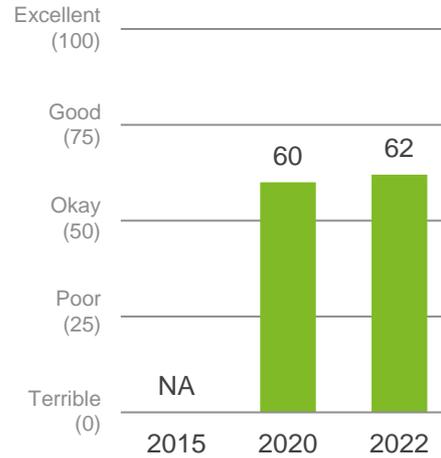
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	62
Industry High	69
Industry Average	59

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
62	61	64	64	60	62	63	59	63	56	63	62	60	53	51	52	67	59	47	64	62	60

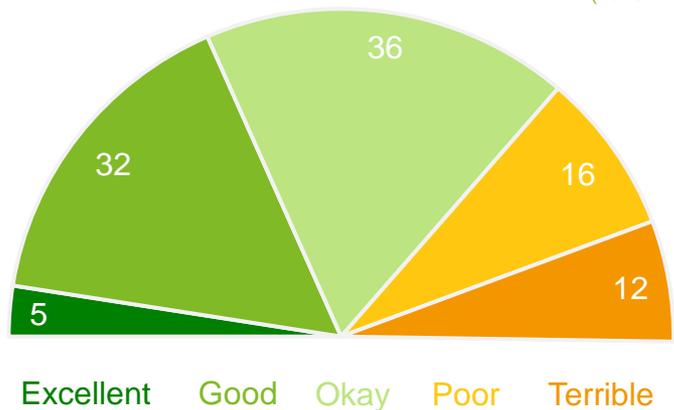
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 852). \* Positive Rating = excellent, good + okay

# Planning and building approvals

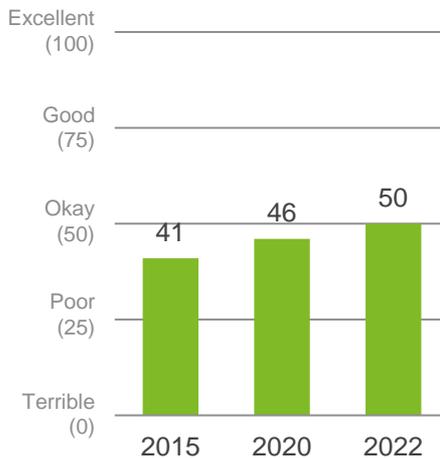
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	50
Industry High	60
Industry Average	46

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
50	48	57	53	47	51	50	46	49	43	55	48	49	35	43	47	58	45	43	50	53	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 563). \* Positive Rating = excellent, good + okay

# Streetscapes

## Performance ratings

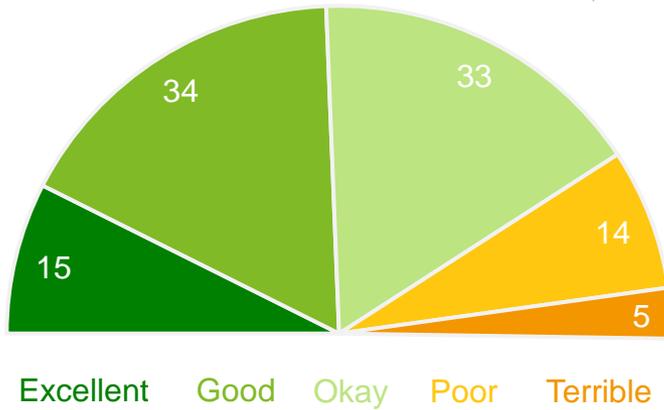
% of respondents

82%

60

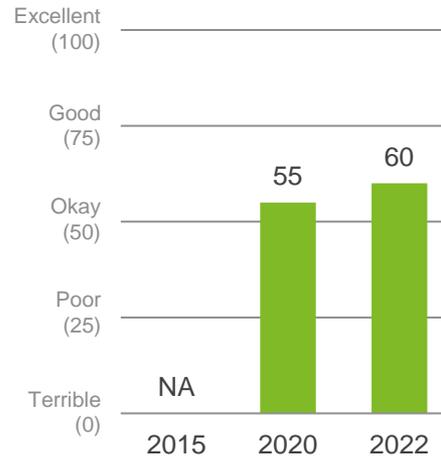
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	60
Industry High	63
Industry Average	53

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
60	59	62	62	57	60	60	57	59	53	60	60	58	47	49	51	62	59	60	60	60	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 826). \* Positive Rating = excellent, good + okay

# Building and maintaining local roads

## Performance ratings

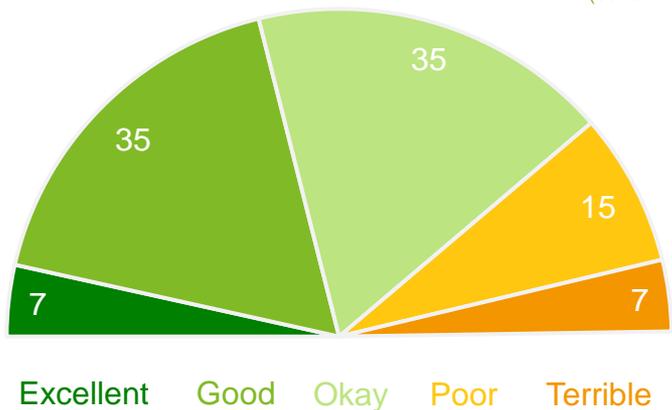
% of respondents

77%

55

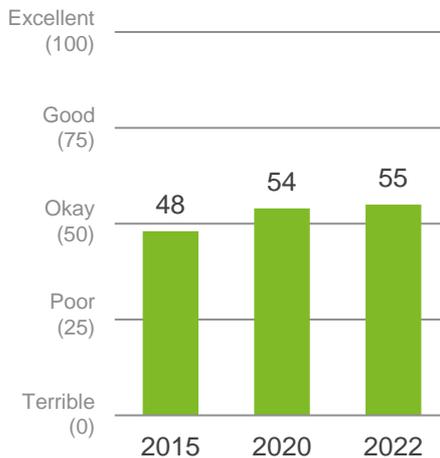
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	55
Industry High	67
Industry Average	51

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
55	55	56	57	54	58	56	51	49	43	56	53	57	42	47	61	54	54	48	57	53	62

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 864). \* Positive Rating = excellent, good + okay

# Footpaths, cycleways and trails

## Performance ratings

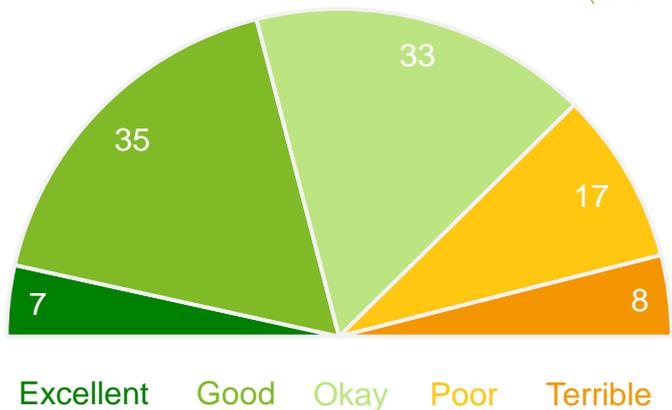
% of respondents

75%

54

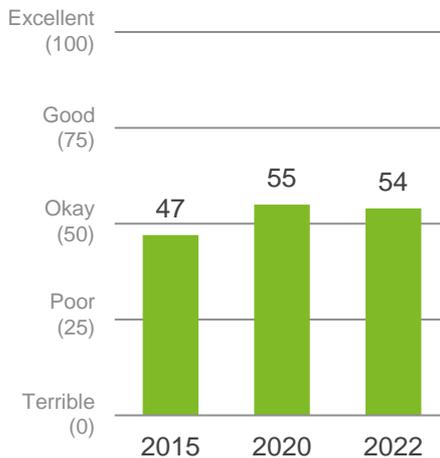
Positive rating\*

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	53

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
54	53	56	55	53	57	51	54	49	45	55	52	57	41	50	55	58	50	43	56	54	64

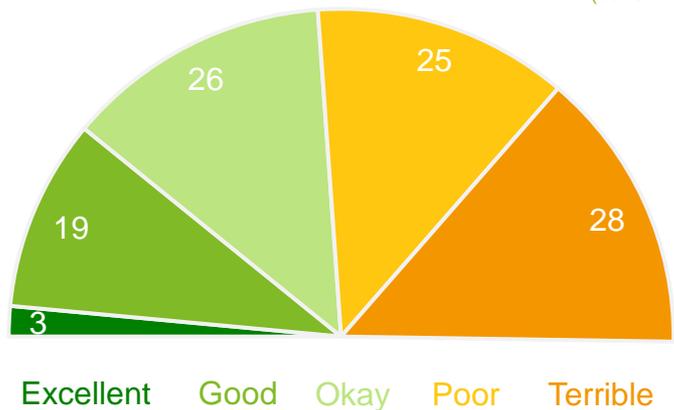
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 873). \* Positive Rating = excellent, good + okay

# Marine facilities, including boat ramps

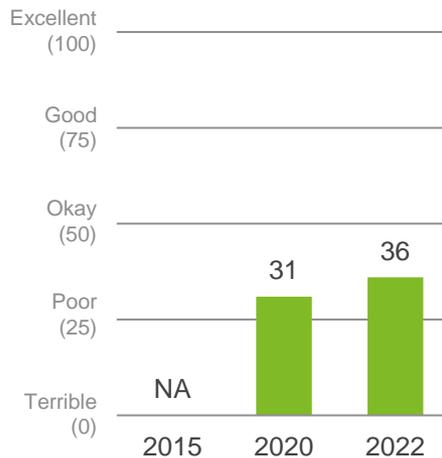
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	36
Industry High	71
Industry Average	61

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
36	31	50	33	39	40	32	27	34	31	38	32	41	36	38	41	31	43	20	36	29	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 757). \* Positive Rating = excellent, good + okay

# Airport facilities and services

## Performance ratings

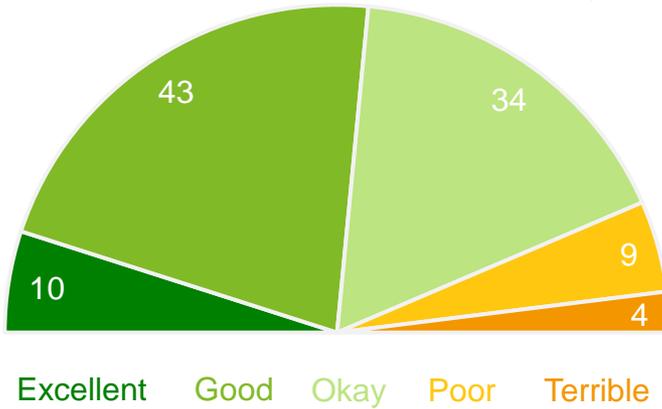
% of respondents

87%

61

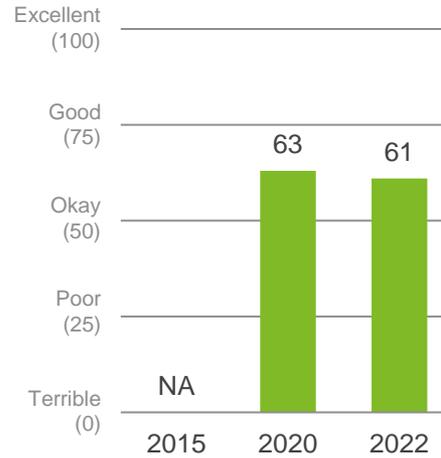
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	61
Industry High	70
Industry Average	58

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
61	61	63	63	59	62	62	57	62	57	60	61	64	52	59	62	62	59	52	62	63	64

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 844). \* Positive Rating = excellent, good + okay

# Prosperity

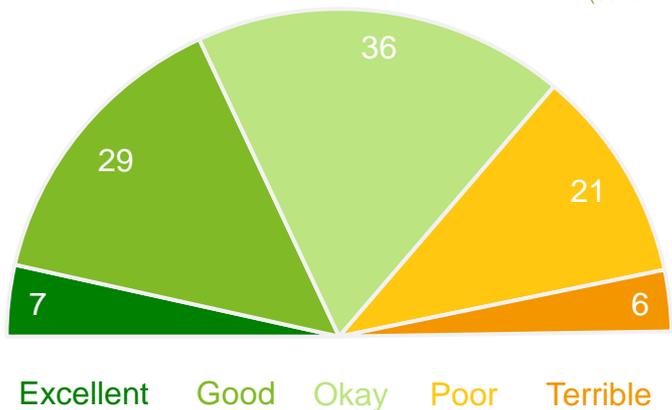
*Together, we will build a strong, diversified and growing economy with work opportunities for everyone.*

# Economic development

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

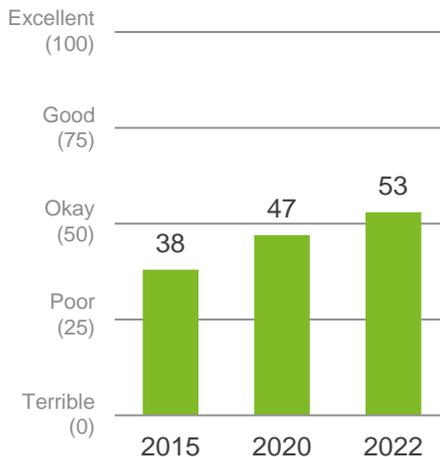
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	53
Industry High	57
Industry Average	44

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
53	51	57	55	50	53	53	47	48	45	57	50	51	43	48	61	58	51	56	52	50	59

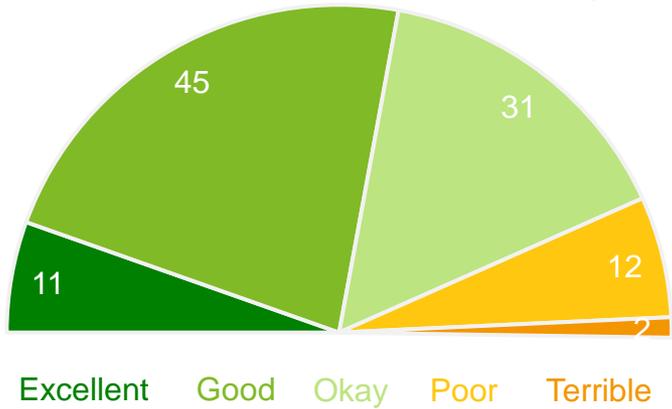
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 795). \* Positive Rating = excellent, good + okay

# Place to work or operate a business

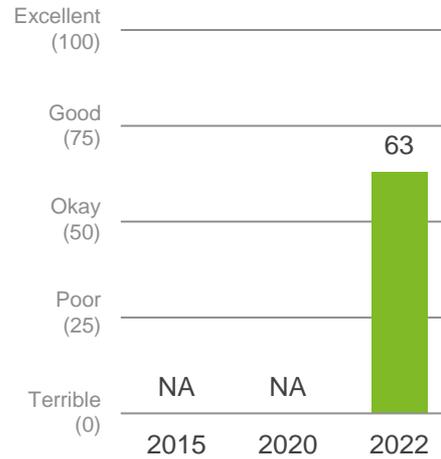
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	63
Industry High	71
Industry Average	58

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
63	63	62	63	63	62	65	61	62	56	63	64	61	50	63	65	64	62	62	63	62	66

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 834). \* Positive Rating = excellent, good + okay

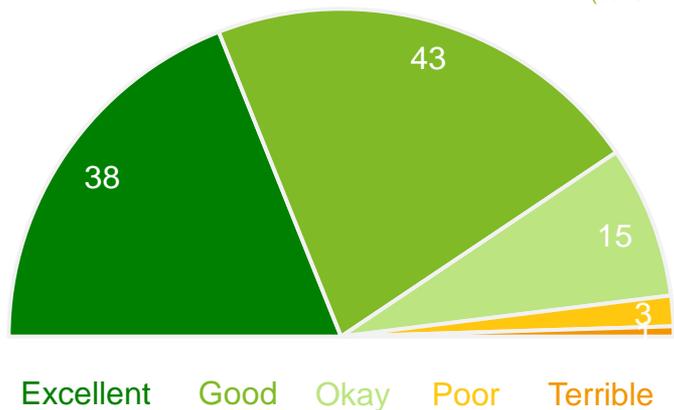
# Place to visit

## Performance ratings

% of respondents

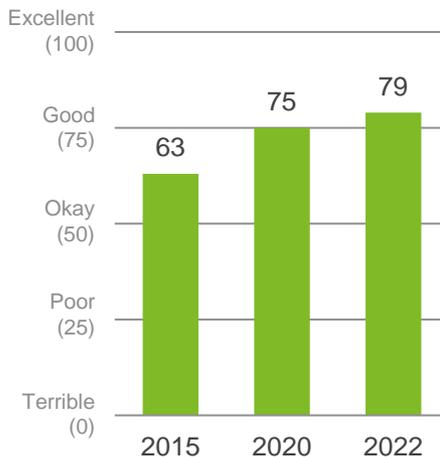


**96%** Positive rating\*  
**79** Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	79
Industry High	88
Industry Average	67

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
79	77	83	79	79	79	81	77	75	70	81	78	77	74	76	81	84	78	76	78	79	79

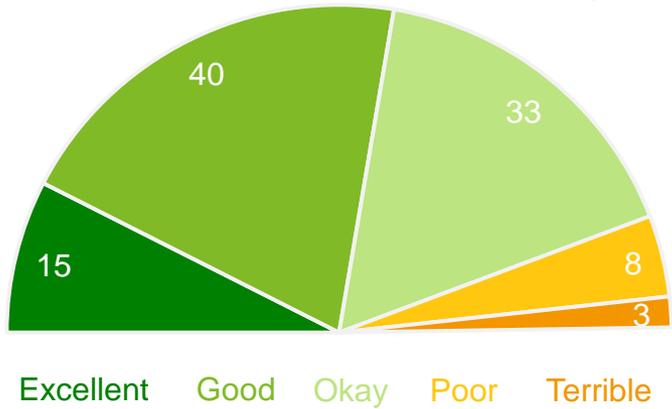
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 906). \* Positive Rating = excellent, good + okay

# Tourism attractions and marketing

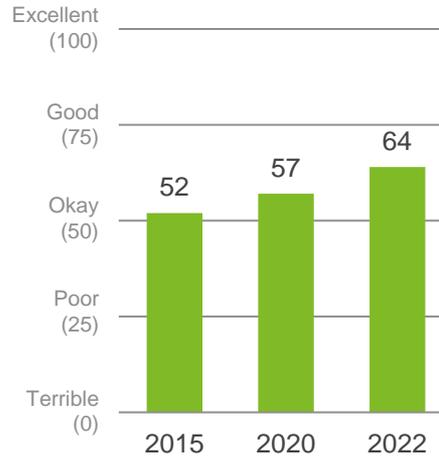
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	64
Industry High	64
Industry Average	47

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
64	63	67	63	65	64	68	62	60	53	67	62	62	62	60	68	66	61	68	66	62	65

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 845). \* Positive Rating = excellent, good + okay

# Access to telecommunications and internet services

## Performance ratings

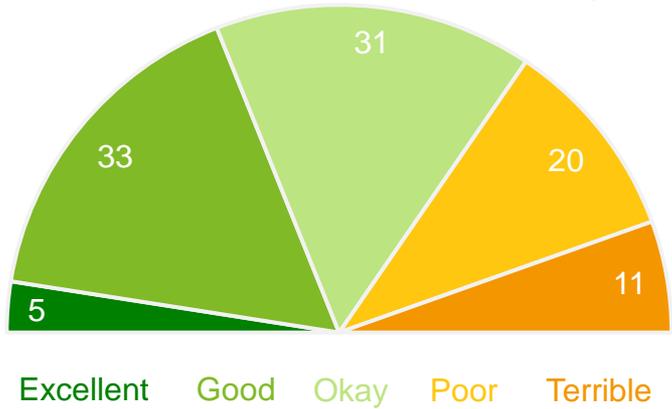
% of respondents

69%

Positive rating\*

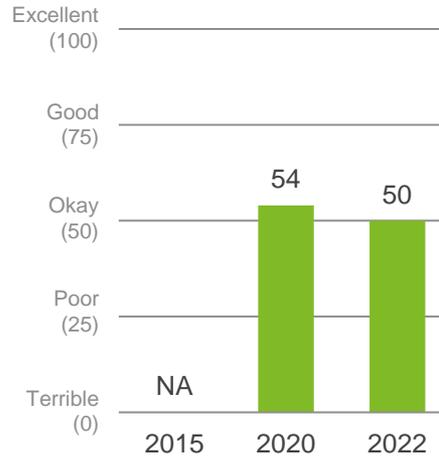
50

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	50
Industry High	59
Industry Average	44

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
50	51	49	50	50	50	51	53	47	46	49	51	51	39	49	43	48	50	56	50	50	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 835). \* Positive Rating = excellent, good + okay

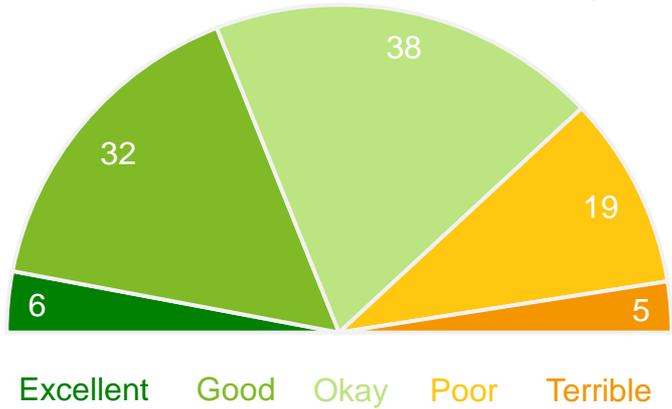
# Access to education, training and personal development opportunities

## Performance ratings

% of respondents

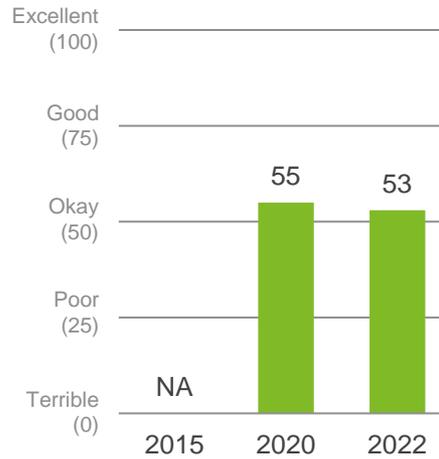
**76%**  
Positive rating\*

**53**  
Performance Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	53
Industry High	64
Industry Average	50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
53	52	56	55	52	55	54	48	50	51	53	52	57	43	50	53	57	53	51	54	52	59

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 771). \* Positive Rating = excellent, good + okay

# Performance

*We will deliver excellent governance,  
service and value, for everyone.*

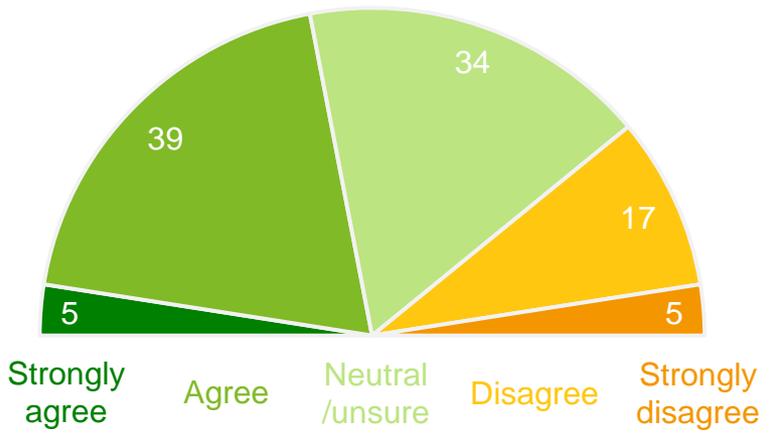
# The Shire has developed and communicated a clear vision for the area

## Level of agreement

% of respondents

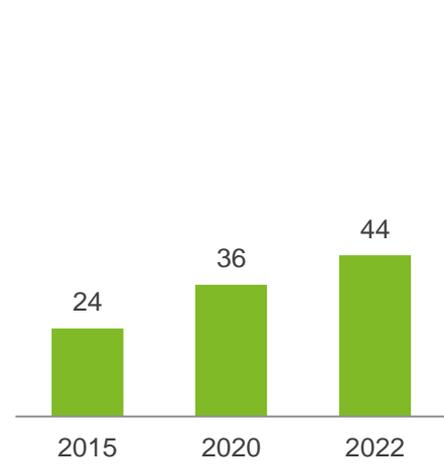
44%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broome	44
Industry High	57
Industry Average	33

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
44	42	49	46	43	47	47	47	37	35	48	41	44	32	25	39	44	37	45	46	47	47

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

Base: All respondents, excludes 'no response' (n = 924).

# Council's leadership

## Performance ratings

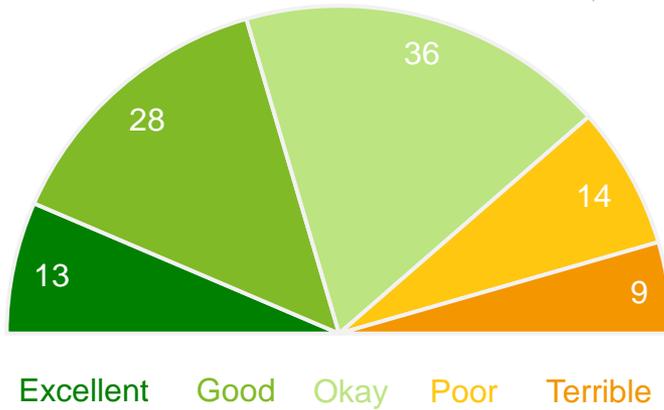
% of respondents

77%

56

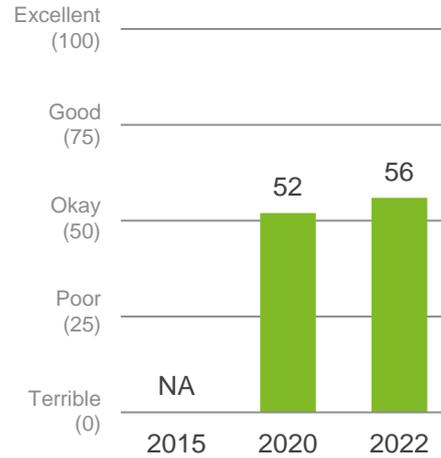
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	56
Industry High	67
Industry Average	50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
56	54	59	58	53	56	57	56	56	49	55	56	56	43	48	58	62	50	45	57	55	65

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

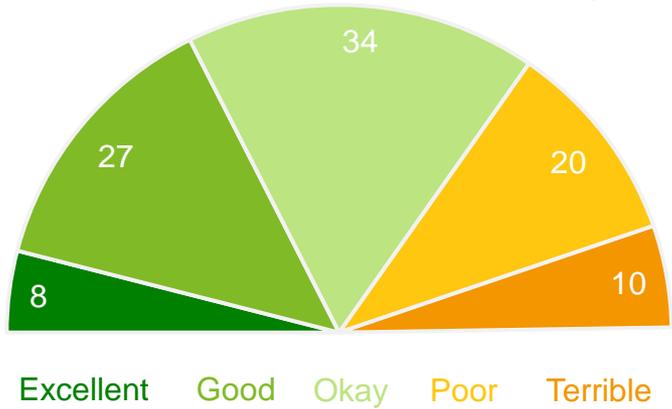
Base: All respondents, excludes 'unsure' and 'no response' (n = 712). \* Positive Rating = excellent, good + okay

# Advocacy and lobbying

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

## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	51
Industry High	64
Industry Average	48

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
51	49	54	56	45	51	52	50	52	43	50	50	52	38	41	44	58	47	38	51	50	59

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 672). \* Positive Rating = excellent, good + okay

# Value for money from Council rates

## Performance ratings

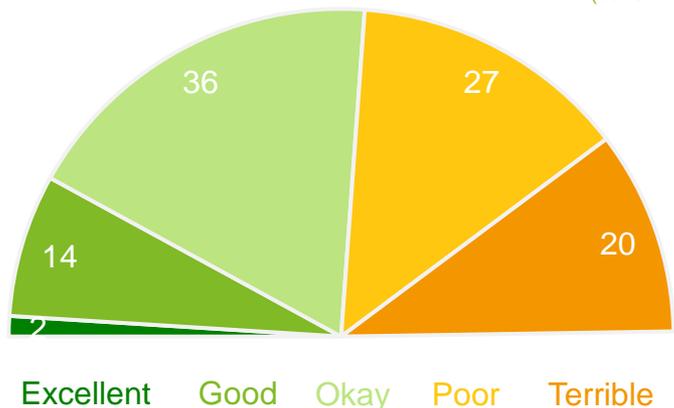
% of respondents

52%

38

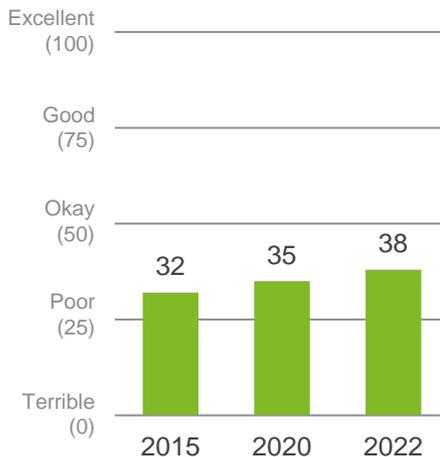
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	38
Industry High	61
Industry Average	45

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
38	36	45	40	36	40	37	36	39	32	35	36	44	30	34	38	44	39	30	38	34	39

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 781). \* Positive Rating = excellent, good + okay

# How the Shire embraces change, innovation and new technology

## Performance ratings

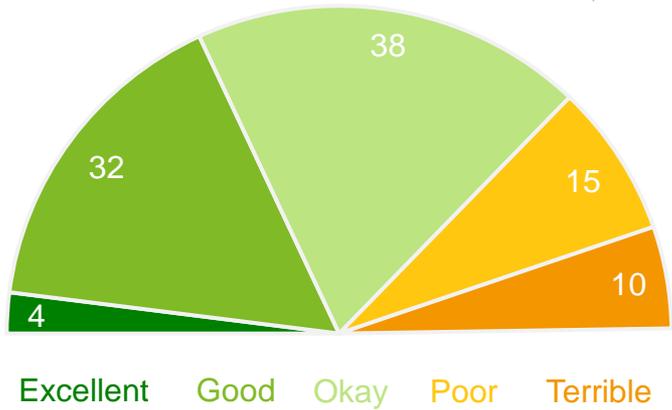
% of respondents

74%

Positive rating\*

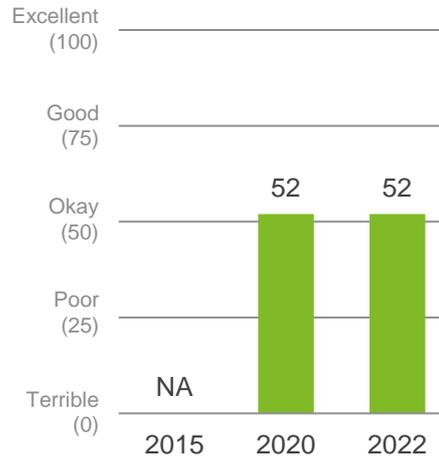
52

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	52
Industry High	65
Industry Average	51

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
52	50	54	53	49	53	51	53	53	46	48	52	54	41	50	51	51	49	44	53	52	58

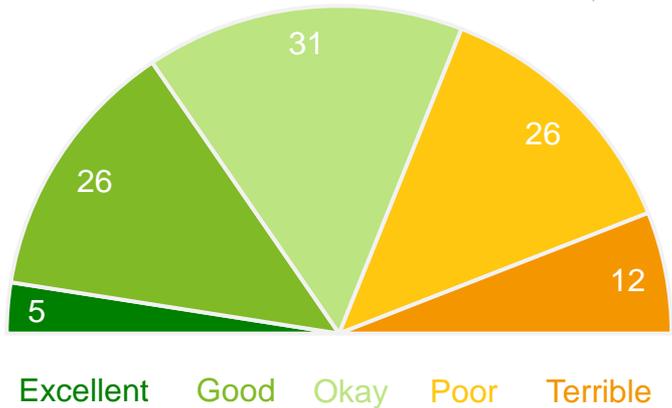
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 651). \* Positive Rating = excellent, good + okay

# How the community is consulted about local issues

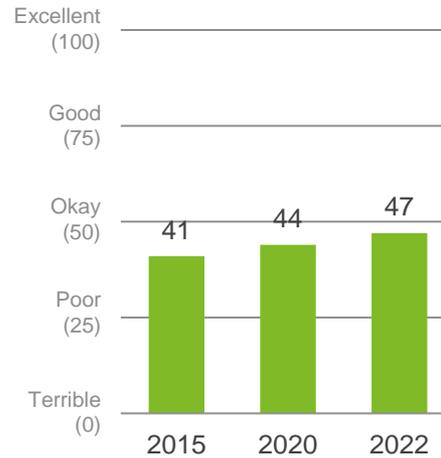
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	47
Industry High	62
Industry Average	46

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
47	46	50	50	43	47	50	47	46	43	46	46	48	35	37	43	48	42	29	48	50	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 779). \* Positive Rating = excellent, good + okay

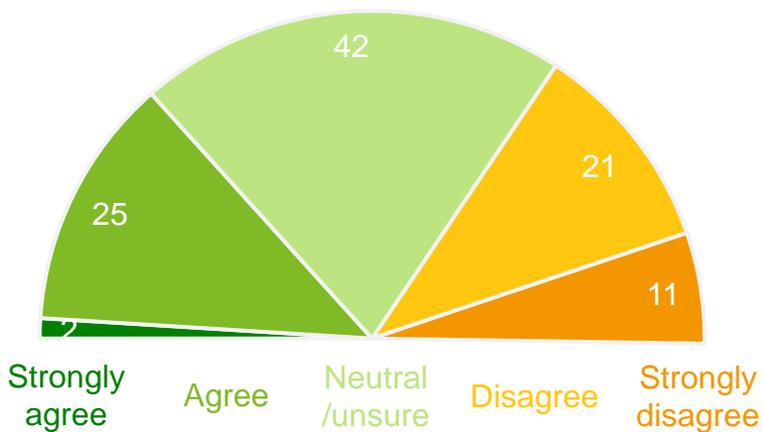
# The Shire listens to and respects residents' views

## Level of agreement

% of respondents

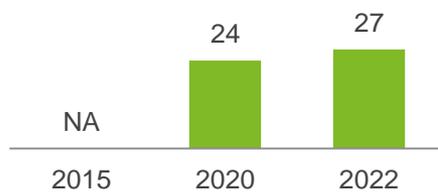
27%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broome	27
Industry High	55
Industry Average	32

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
27	23	36	32	22	26	24	29	33	26	26	27	28	21	21	13	20	27	10	26	27	49

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

Base: All respondents, excludes 'no response' (n = 923).

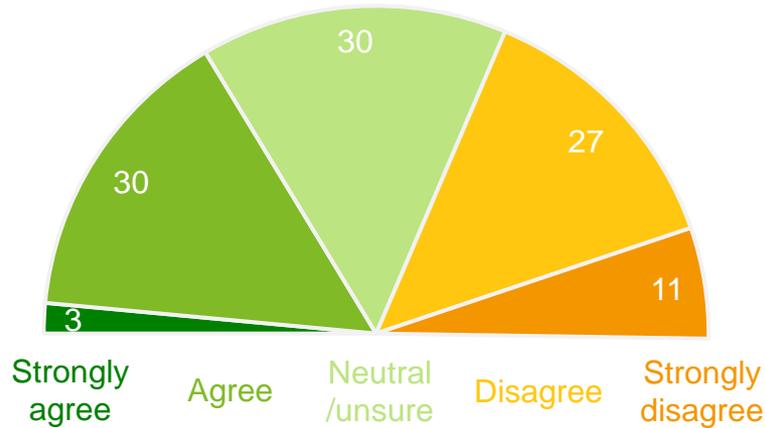
# The Shire has a good understanding of community needs

## Level of agreement

% of respondents

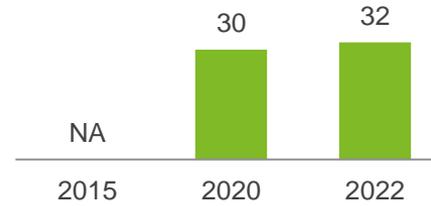
32%<sup>^</sup>

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broome	32
Industry High	61
Industry Average	34

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
32	28	43	36	29	31	34	31	39	35	33	31	33	21	22	25	31	32	14	37	28	33

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

Base: All respondents, excludes 'no response' (n = 924).

<sup>^</sup> A variance of +/- 1% is attributed to rounding to 0 decimal places

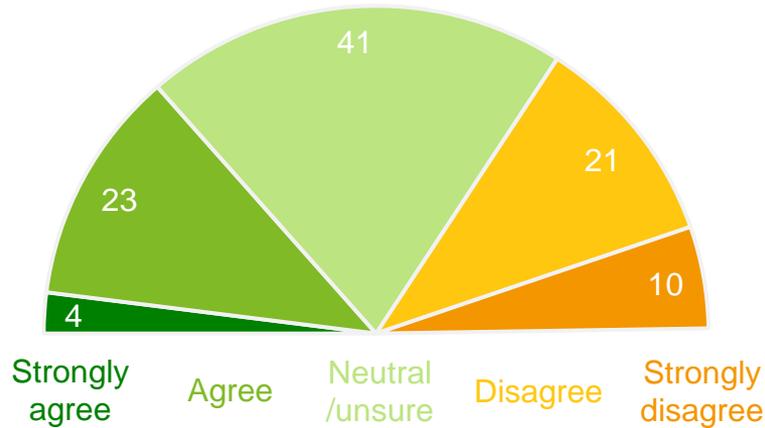
# The Shire clearly explains reasons for decisions and how residents' views have been taken into account

## Level of agreement

% of respondents

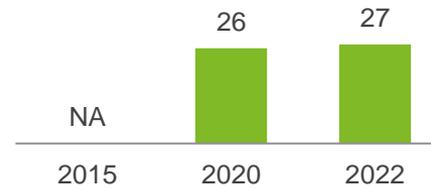
27%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broome	27
Industry High	45
Industry Average	27

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
27	26	29	31	23	25	33	28	19	24	27	25	29	18	15	26	30	27	10	27	28	32

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

Base: All respondents, excludes 'no response' (n = 923).

# How the community is informed

about local issues, events, services and facilities

## Performance ratings

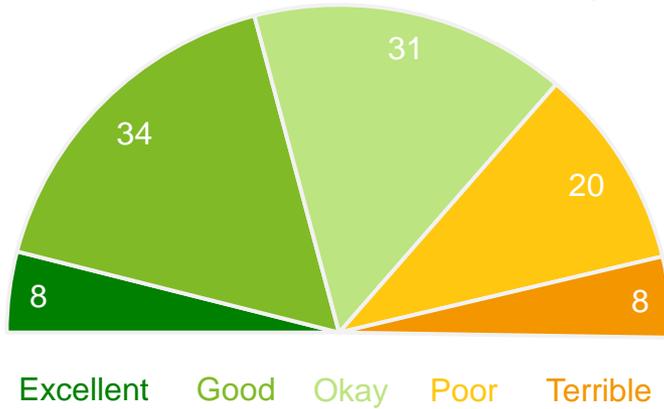
% of respondents

73%

53

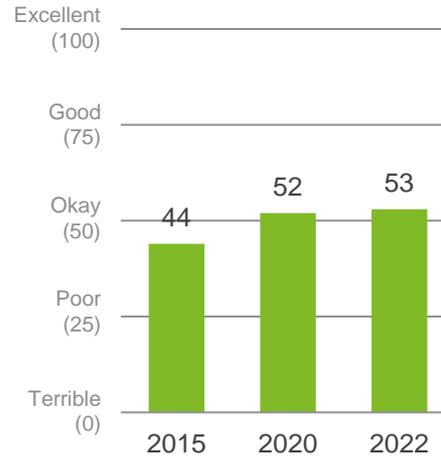
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	53
Industry High	68
Industry Average	51

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
53	51	58	56	51	54	55	51	53	45	54	52	55	41	43	47	53	50	36	55	56	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 812). \* Positive Rating = excellent, good + okay

# Customer service

## Performance ratings

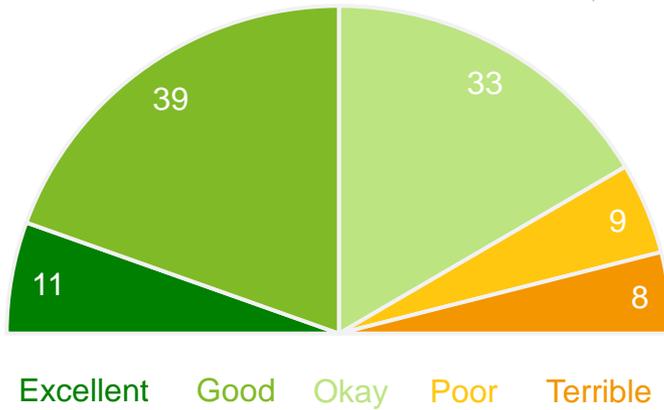
% of respondents

83%

59

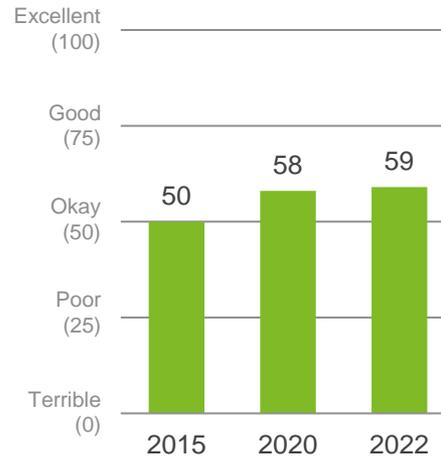
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	59
Industry High	74
Industry Average	61

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
59	57	65	62	57	61	57	62	58	56	58	59	62	48	57	50	59	56	52	63	58	57

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

# Overview of Community Variances

# Summary of community variances

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
<b>Place to live</b>	70	71	69	71	70	70	73	70	68	64	69	70	72	59	68	70	73	68	65	70	72	74
<b>PERFORMANCE</b>																						
Council's leadership	56	54	59	58	53	56	57	56	56	49	55	56	56	43	48	58	62	50	45	57	55	65
Advocacy and lobbying	51	49	54	56	45	51	52	50	52	43	50	50	52	38	41	44	58	47	38	51	50	59
Embracing change, innovation and technology	52	50	54	53	49	53	51	53	53	46	48	52	54	41	50	51	51	49	44	53	52	58
Community consultation	47	46	50	50	43	47	50	47	46	43	46	46	48	35	37	43	48	42	29	48	50	50
Communication	53	51	58	56	51	54	55	51	53	45	54	52	55	41	43	47	53	50	36	55	56	56
Customer service	59	57	65	62	57	61	57	62	58	56	58	59	62	48	57	50	59	56	52	63	58	57
Place to work or operate a business	63	63	62	63	63	62	65	61	62	56	63	64	61	50	63	65	64	62	62	63	62	66
Place to visit	79	77	83	79	79	79	81	77	75	70	81	78	77	74	76	81	84	78	76	78	79	79
Governing organisation	58	56	63	59	56	59	57	57	58	50	58	57	59	47	53	54	61	57	47	58	58	62
Value for money from rates	38	36	45	40	36	40	37	36	39	32	35	36	44	30	34	38	44	39	30	38	34	39
<b>PROSPERITY</b>																						
Economic development and job creation	53	51	57	55	50	53	53	47	48	45	57	50	51	43	48	61	58	51	56	52	50	59
Marine facilities, including boat ramps	36	31	50	33	39	40	32	27	34	31	38	32	41	36	38	41	31	43	20	36	29	49
Telecommunications and internet services	50	51	49	50	50	50	51	53	47	46	49	51	51	39	49	43	48	50	56	50	50	53
Education, training and personal development	53	52	56	55	52	55	54	48	50	51	53	52	57	43	50	53	57	53	51	54	52	59

# Summary of community variances

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
<b>PEOPLE</b>																						
Community safety and crime prevention	26	25	30	29	24	26	28	24	24	23	27	25	28	21	23	16	34	27	21	24	28	30
Lighting of streets and public places	42	42	44	46	39	44	42	41	38	37	42	42	44	36	36	44	46	38	47	41	45	50
Health and wellbeing programs and education	49	47	53	53	45	49	51	45	47	43	49	48	51	42	44	46	57	48	37	47	52	56
Health and community services	54	53	58	58	50	56	54	50	52	49	53	54	56	44	53	46	59	54	40	54	55	59
Housing	35	39	28	39	32	36	35	37	37	36	27	38	43	29	31	29	34	32	28	36	39	41
Animal management (dogs and cats)	46	45	50	47	45	45	51	47	48	43	45	47	47	34	42	43	47	42	32	48	48	57
Community buildings, halls and toilets	58	56	61	61	55	61	54	55	56	51	57	58	59	48	53	52	57	58	56	58	57	63
Sport and recreation facilities	71	70	72	72	70	73	71	66	65	62	73	69	71	61	67	64	77	70	74	71	66	77
Playgrounds, parks and reserves	70	69	72	74	67	74	66	63	68	62	69	70	72	65	65	69	72	73	69	69	67	77
Library and information services	77	76	79	76	77	78	78	78	73	68	75	77	79	73	74	78	78	78	73	76	73	83
Local history and heritage	69	68	72	71	67	71	71	67	68	58	71	68	68	60	61	65	80	65	65	70	69	68
Festivals, events, art and cultural activities	73	71	76	74	71	73	74	70	73	67	75	71	72	64	65	70	78	69	62	72	78	71
Youth services and facilities	40	39	43	44	36	45	40	35	32	31	42	37	43	32	31	36	40	42	33	36	44	45
Family and children services and facilities	53	53	52	55	51	58	49	46	52	48	51	53	56	43	44	51	52	54	35	52	56	54
Seniors services and care	40	39	44	46	35	43	33	36	39	36	41	38	43	29	37	31	40	40	28	40	43	47
Disability access and inclusion	45	43	50	50	41	48	40	42	42	38	43	45	48	33	41	36	48	45	26	45	47	52
Respect for Aboriginal people and heritage	58	57	60	61	55	60	59	57	55	53	58	59	57	50	45	43	62	55	52	59	61	55
Volunteer support and recognition	60	59	63	63	58	60	63	60	56	52	61	59	60	49	53	47	69	56	57	60	59	65

# Summary of community variances

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Bilingurr	Broome	Broome North	Cable Beach	Djugun (Roebuck Estate)	Other areas
<b>PLACE</b>																						
Sustainable practices	47	46	51	51	44	47	48	47	45	43	46	47	50	39	44	46	55	46	29	46	50	57
Conservation and environmental management	52	50	56	54	49	51	54	52	51	49	52	52	52	43	48	53	56	48	32	53	54	55
Management of beaches and foreshores	57	56	60	60	55	58	56	58	55	50	57	57	58	48	53	53	63	55	43	58	59	61
Waste collection services	63	63	66	65	62	65	62	63	61	56	62	62	67	51	55	63	67	60	58	64	65	65
Natural disaster management	60	58	64	61	59	61	63	60	58	56	60	59	62	53	52	59	60	62	54	62	55	62
Mosquito control	43	43	43	44	42	44	42	43	40	39	42	43	43	34	45	33	37	42	44	45	40	47
The area's character and identity	62	61	64	64	60	62	63	59	63	56	63	62	60	53	51	52	67	59	47	64	62	60
Planning and building approvals	50	48	57	53	47	51	50	46	49	43	55	48	49	35	43	47	58	45	43	50	53	57
Streetscapes	60	59	62	62	57	60	60	57	59	53	60	60	58	47	49	51	62	59	60	60	60	60
Local roads	55	55	56	57	54	58	56	51	49	43	56	53	57	42	47	61	54	54	48	57	53	62
Footpaths, cycleways and trails	54	53	56	55	53	57	51	54	49	45	55	52	57	41	50	55	58	50	43	56	54	64
Marine facilities, including boat ramps	36	31	50	33	39	40	32	27	34	31	38	32	41	36	38	41	31	43	20	36	29	49
Airport facilities and services	61	61	63	63	59	62	62	57	62	57	60	61	64	52	59	62	62	59	52	62	63	64

Familiarity with local services and facilities

# Familiarity with local services and facilities

% of respondents who were familiar with service area

**LEGEND**

- **People**
- **Place**
- **Prosperity**
- **Performance**



# Familiarity with local services and facilities (continued)



**LEGEND**

- **People**
- **Place**
- **Prosperity**
- **Performance**

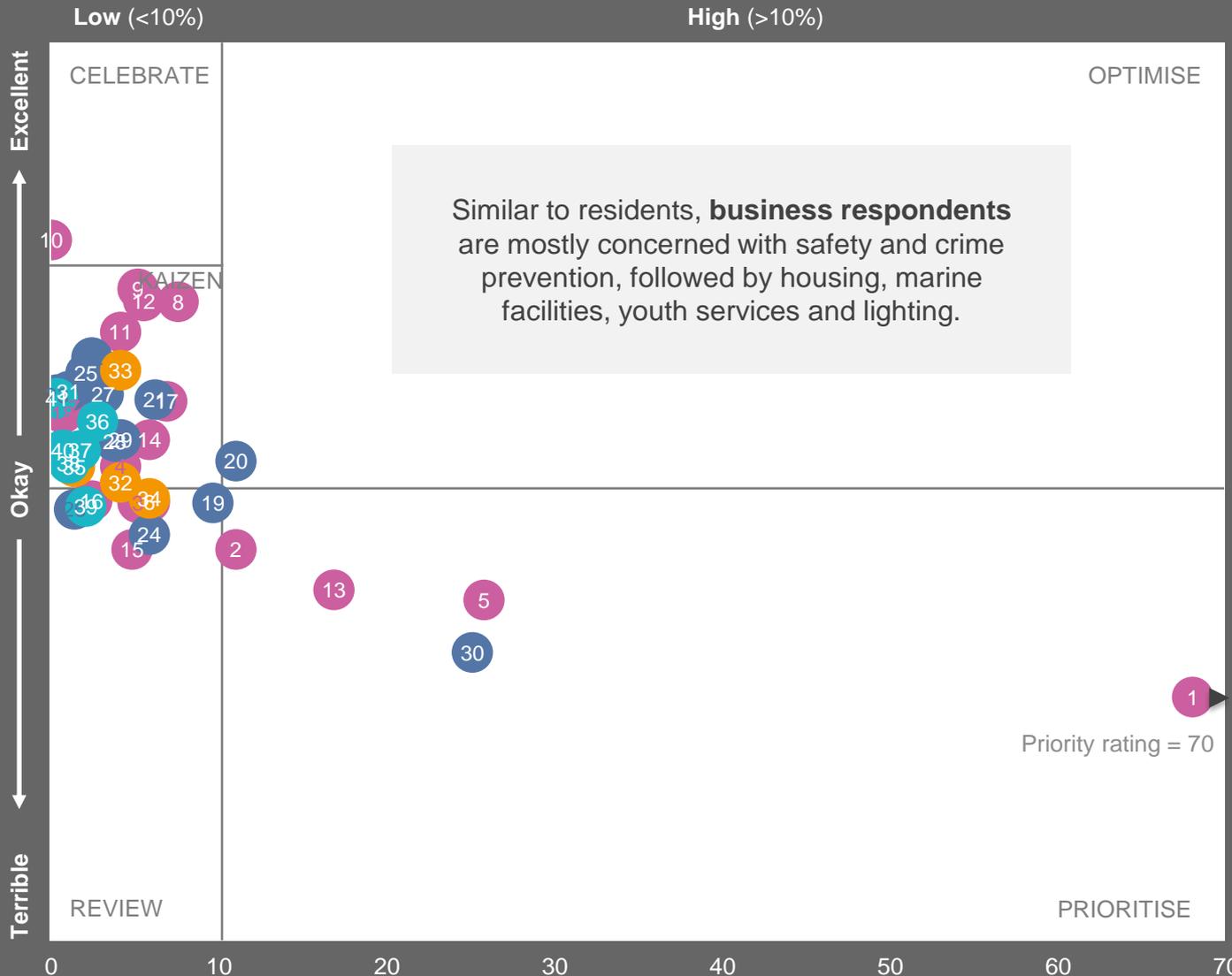
Chart shows proportion of respondents who were familiar enough with the service area to rate performance.

Local priorities among businesses,  
out of area ratepayers and Shire affiliates

# MARKYT Business Priorities

## BUSINESS PRIORITIES (% of respondents)

- 1 Safety and crime prevention
- 2 Lighting
- 3 Health and wellbeing programs
- 4 Health and community services
- 5 Housing
- 6 Animal management
- 7 Community buildings
- 8 Sport and recreation facilities
- 9 Playgrounds, parks and reserves
- 10 Library and information services
- 11 Local history and heritage
- 12 Festivals and events
- 13 Youth services and facilities
- 14 Family and children services
- 15 Seniors services and care
- 16 Disability access and inclusion
- 17 Aboriginal respect
- 18 Volunteer recognition
- 19 Sustainable practices
- 20 Conservation
- 21 Beaches and foreshores
- 22 Waste collection services
- 23 Natural disaster management
- 24 Mosquito control
- 25 The area's character and identity
- 26 Planning and building approvals
- 27 Streetscapes
- 28 Local roads
- 29 Footpaths, cycleways and trails
- 30 Marine facilities
- 31 Airport facilities and services
- 32 Economic development
- 33 Tourism attractions
- 34 Telecommunications
- 35 Education
- 36 Council's leadership
- 37 Advocacy and lobbying
- 38 Change, innovation & technology
- 39 Community consultation
- 40 Communication
- 41 Customer service



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

Q. Over the next 10 years, which areas would you mostly like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n = 314)

# MARKYT Out of Area Ratepayer Priorities

## OUT OF AREA RATEPAYER PRIORITIES (% of respondents)

- 1 Safety and crime prevention
- 2 Lighting
- 3 Health and wellbeing programs
- 4 Health and community services
- 5 Housing
- 6 Animal management
- 7 Community buildings
- 8 Sport and recreation facilities
- 9 Playgrounds, parks and reserves
- 10 Library and information services
- 11 Local history and heritage
- 12 Festivals and events
- 13 Youth services and facilities
- 14 Family and children services
- 15 Seniors services and care
- 16 Disability access and inclusion
- 17 Aboriginal respect
- 18 Volunteer recognition
- 19 Sustainable practices
- 20 Conservation
- 21 Beaches and foreshores
- 22 Waste collection services
- 23 Natural disaster management
- 24 Mosquito control
- 25 The area's character and identity
- 26 Planning and building approvals
- 27 Streetscapes
- 28 Local roads
- 29 Footpaths, cycleways and trails
- 30 Marine facilities
- 31 Airport facilities and services
- 32 Economic development
- 33 Tourism attractions
- 34 Telecommunications
- 35 Education
- 36 Council's leadership
- 37 Advocacy and lobbying
- 38 Change, innovation & technology
- 39 Community consultation
- 40 Communication
- 41 Customer service

Low (<10%)

High (>10%)

CELEBRATE

OPTIMISE

REVIEW

PRIORITISE

Similar to residents, **out of area ratepayers** are mostly concerned with safety and crime prevention, followed by housing and youth services. Although they rate festivals and events well, they would like the Shire to focus on enhancing this offer further.

Priority rating = 78

PERFORMANCE INDEX SCORE

Excellent  
Okay  
Terrible



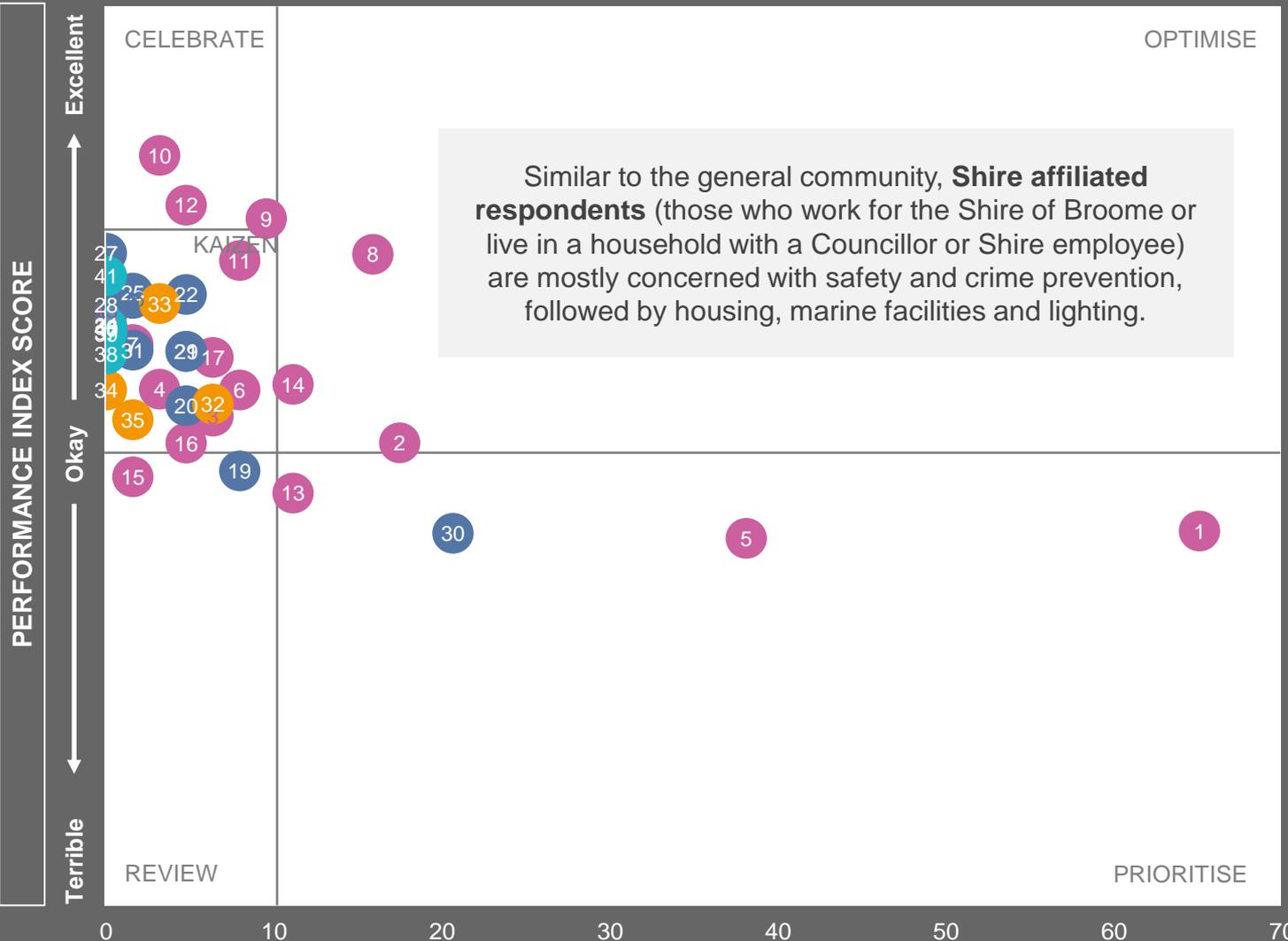
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Over the next 10 years, which areas would you mostly like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n = 52)

# MARKYT Shire Affiliated Priorities

## SHIRE AFFILITATED PRIORITIES (% of respondents)

- 1 Safety and crime prevention
- 2 Lighting
- 3 Health and wellbeing programs
- 4 Health and community services
- 5 Housing
- 6 Animal management
- 7 Community buildings
- 8 Sport and recreation facilities
- 9 Playgrounds, parks and reserves
- 10 Library and information services
- 11 Local history and heritage
- 12 Festivals and events
- 13 Youth services and facilities
- 14 Family and children services
- 15 Seniors services and care
- 16 Disability access and inclusion
- 17 Aboriginal respect
- 18 Volunteer recognition
- 19 Sustainable practices
- 20 Conservation
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- 32 Economic development
- 33 Tourism attractions
- 34 Telecommunications
- 35 Education
- 36 Council's leadership
- 37 Advocacy and lobbying
- 38 Change, innovation & technology
- 39 Community consultation
- 40 Communication
- 41 Customer service



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

Q. Over the next 10 years, which areas would you mostly like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n = 70)



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