



MARKYT

Community Scorecard

2026

*Empowering Local Government leaders
to make informed choices to enhance
quality of life in local communities*

Prepared for



Prepared by



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Strategic Overview

Strategic overview

Liveability



68

Performance Index Score

6 points below Industry Average
and up 3 points from 2024

Governance



44

Performance Index Score

6 points below Industry Average
and down 6 points from 2024

Top performing areas within the LGA



Library services



Surf Life Saving services



Festivals, markets and community events

Most improved areas



Broome Community Civic Centre



Youth services and facilities



Beaches and foreshores

Top performing areas relative to other LGAs



Town centre (Chinatown) development/ activation



Tourism and destination marketing



Main roads

Main priorities



Safety and crime prevention



Housing



State marine facilities



Footpaths, trails and cycleways



Lighting of streets / public places



Health and community services



Local roads



Streetscapes, trees and verges



Mosquito control

MARKYT Community Scorecard Summary

▼ Down by more than 3 points
= Steady (within +/- 3 points)
▲ Up by more than 3 points

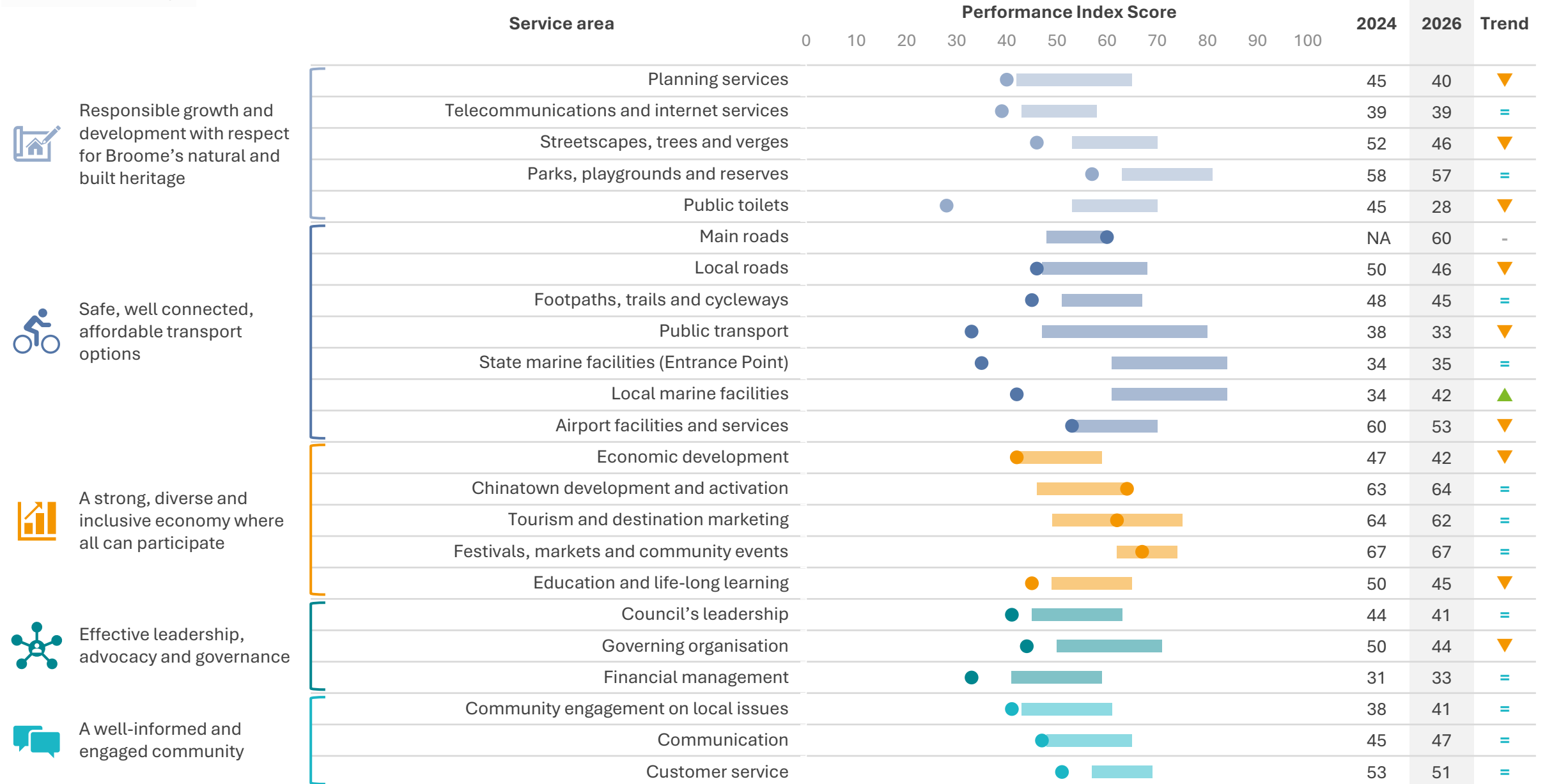


● LGA performance score (Performance Index Score)

■ Target zone. Shading shows the industry average to industry high

MARKYT Community Scorecard Summary

▼ Down by more than 3 points
= Steady (within +/- 3 points)
▲ Up by more than 3 points



● LGA performance score (Performance Index Score)

■ Target zone. Shading shows the industry average to industry high

Approach

Purpose

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

- Support a review of the Shire of Broome Council Plan
- Assess community needs, priorities and aspirations
- Evaluate perceived performance across 40+ services
- Monitor changes in community sentiment over time
- Participate in a national benchmarking program to compare performance to other local councils



The study

Shire of Broome commissioned CATALYSE® to conduct an independent MARKYT® Community Scorecard to assess community perceptions of service levels, community priorities and aspirations.

Shire of Broome arranged delivery of scorecards to all PO Boxes and provided supporting promotions through Shire channels. CATALYSE® emailed invitations to all contacts in the Shire’s customer databases and followed up with one reminder email to non-responders.

1,406 community members participated from 27 April to 15 May 2026.

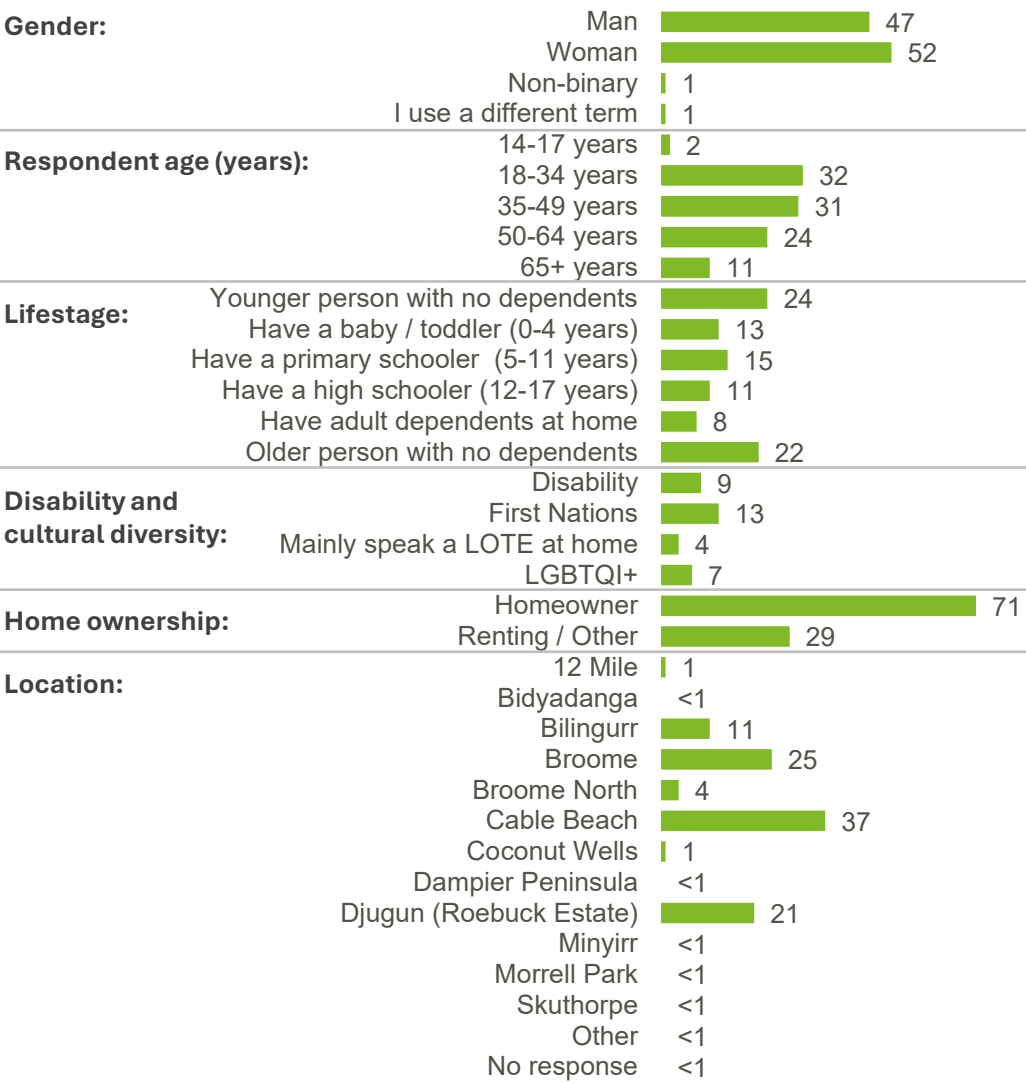
1,261	76	291	332	71
Residents	Non-residents (out-of-area ratepayers / visitors)	Local business owners or operators	Manager/committee member of local club, group or organisation	Shire affiliates*

The main body of the report presents results from residents. Results from other community groups are reported at the end of this report.

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

Resident profile

% of respondents (weighted)



* Shire of Broome Councillors, employees and household members

Outcomes-based reporting

In this report, service performance has been aligned with 10 desired outcomes in the Shire of Broome Council Plan.

By connecting service performance to outcomes, this framework helps Local Government leaders to identify service gaps and make informed choices to better meet community needs and enhance overall quality of life.



A safe community



Everyone has a place to call home



A healthy, active community



An inclusive community that celebrates culture, equality and diversity



Responsible management of natural resources



Responsible growth and development with respect for Broome's natural and built heritage



Safe, well connected, affordable transport options



A strong, diverse and inclusive economy where all can participate



Effective leadership, advocacy and governance



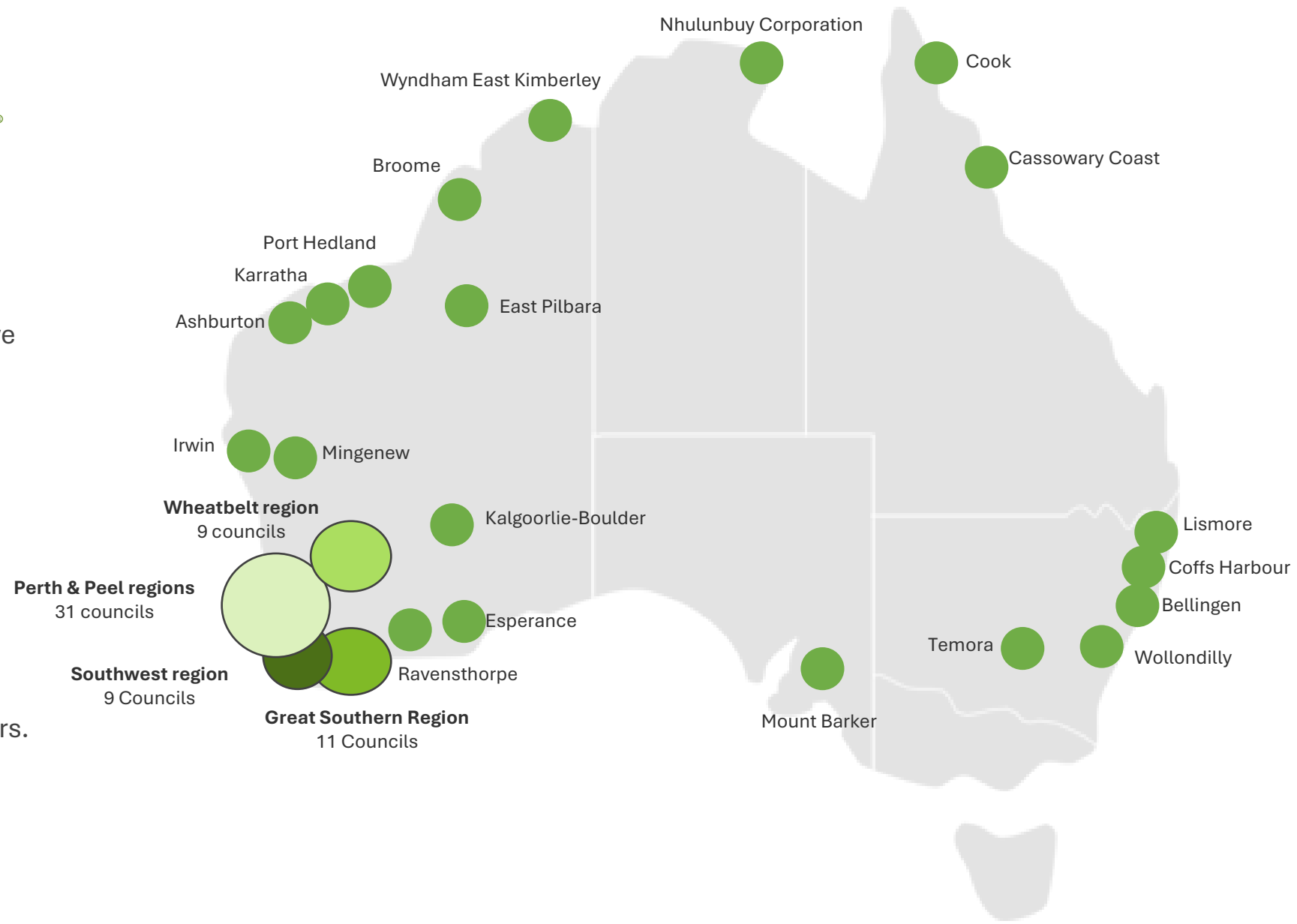
A well-informed and engaged community

For more than 20 years, CATALYSE[®] has conducted community and business perceptions surveys for councils across Australia.

When comparable questions are asked, we publish high and average scores to enable participating councils to recognise and learn from industry leaders.

The image to the right shows all program participants since 2003.

In this report, average and high scores are calculated from a subset of these councils that completed a MARKYT[®] accredited study within the past three years.



How to read MARKYT performance dashboards

1 Performance ratings

Community perceptions of performance on a five-point scale from excellent to terrible.

2 Positive rating

Percentage of respondents who provided a rating of okay, good or excellent.

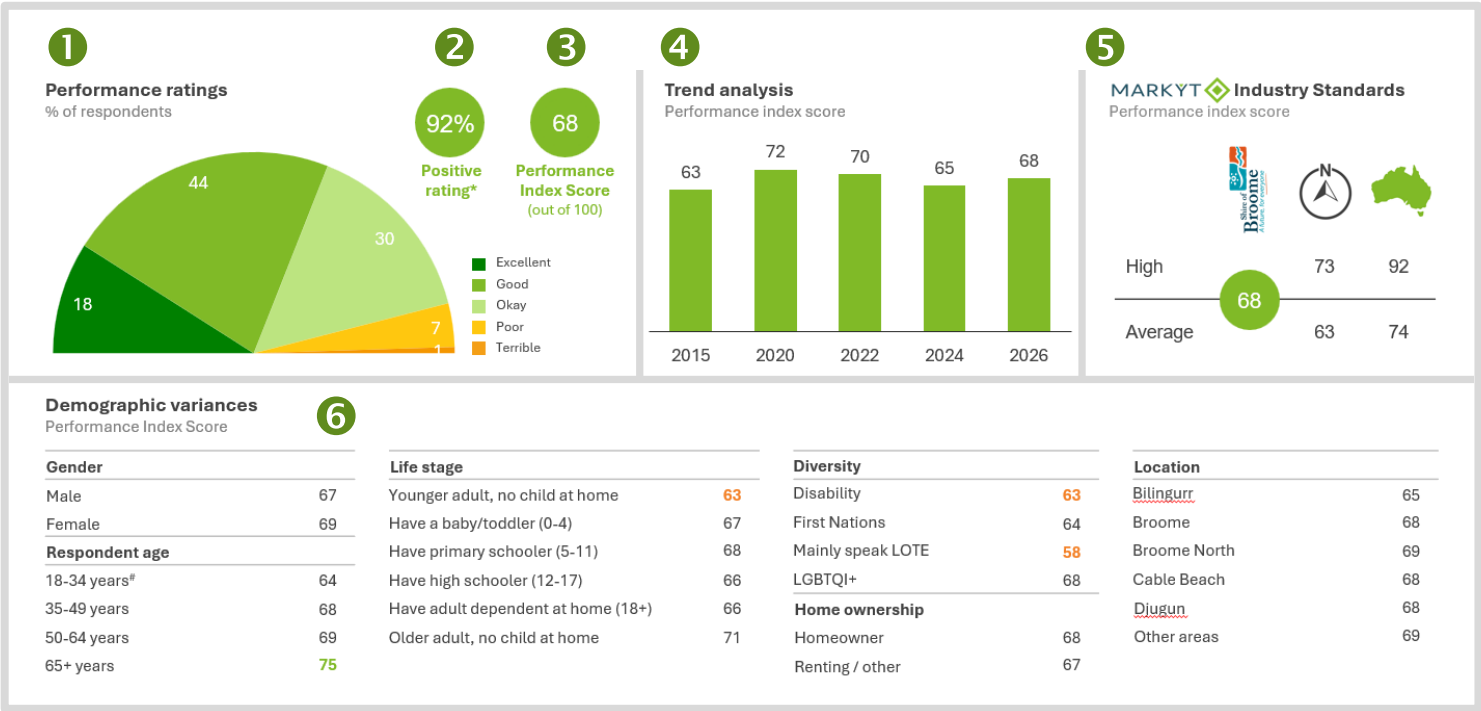
3 Performance index score

Weighted performance score out of 100 points

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

4 Trend analysis

Uses the performance index score to show variances in performance over time.



5 Industry Standards

Shows performance compared to other councils.

- **Council Score** is the Council's performance index score.
- **Industry High** is the highest score achieved by participating councils.
- **Industry Average** is the average score among participating councils.

6 Demographic variances

Shows how performance varies across the community by key demographics.

Overall performance

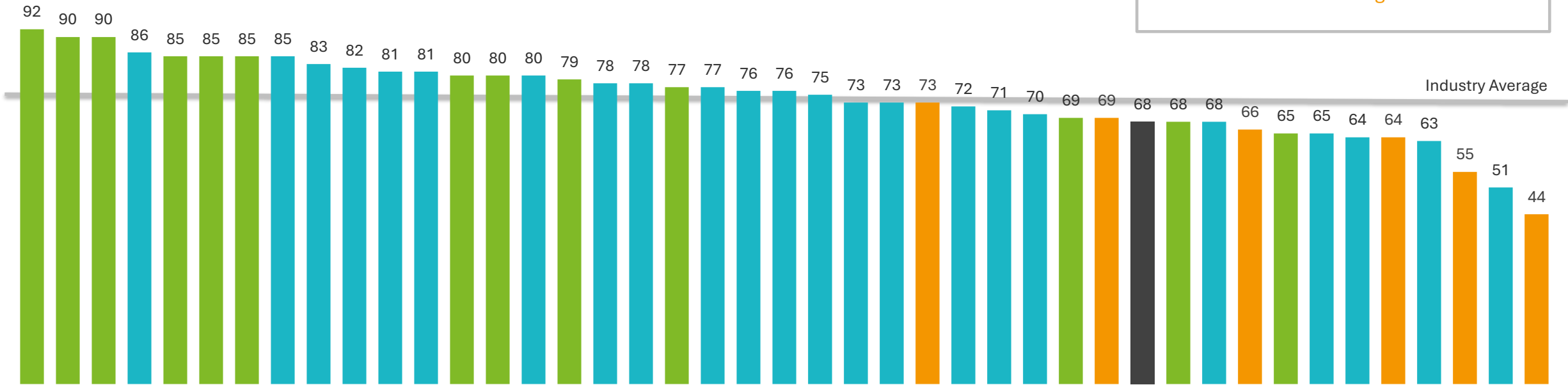
Liveability

Respondents were asked to rate the Shire of Broome overall as a **place to live**.

The overall liveability score is **68 out of 100**, up 3 points and 5 points above industry average for participating local governments in Northern Australia.

Liveability | performance index score

- Shire of Broome
- Metropolitan Councils
- Regional Councils
- Northern Australia Councils



MARKYT  Industry Standards

Performance Index Score



Shire of Broome

68

Industry High

92

Industry Average

74

Northern Australia Average

63

Governance

Respondents were asked to rate the Shire of Broome overall as a **governing organisation**.

The overall governance score is **44 out of 100**, 2 points above industry average for participating local governments in Northern Australia.

Governance | performance index score

- Shire of Broome
- Metropolitan Councils
- Regional Councils
- Northern Australia Councils

MARKYT  Industry Standards

Performance Index Score



Shire of Broome

44

Industry High

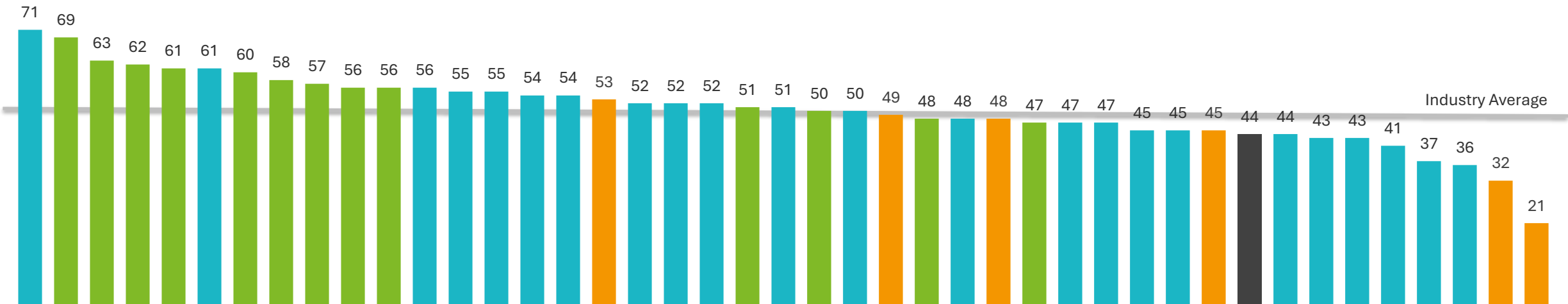
71

Industry Average

50

Northern Australia Average

42

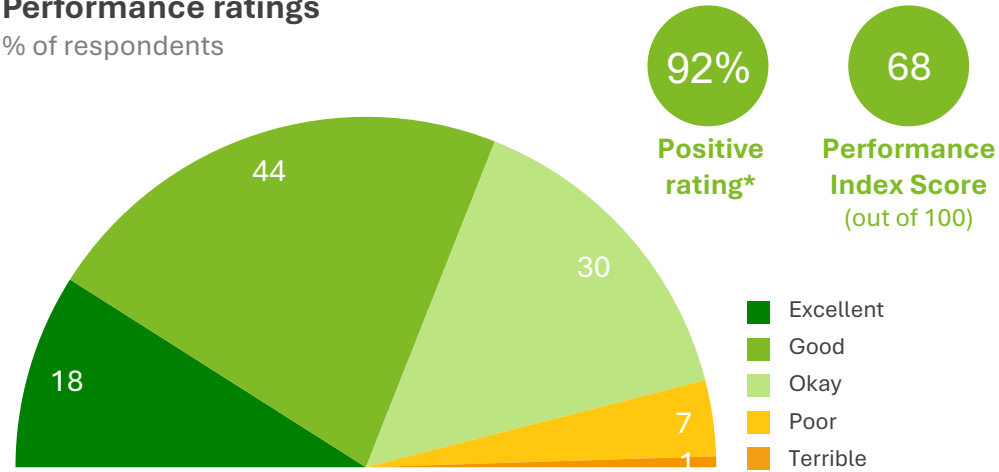


Place scores

Place to live

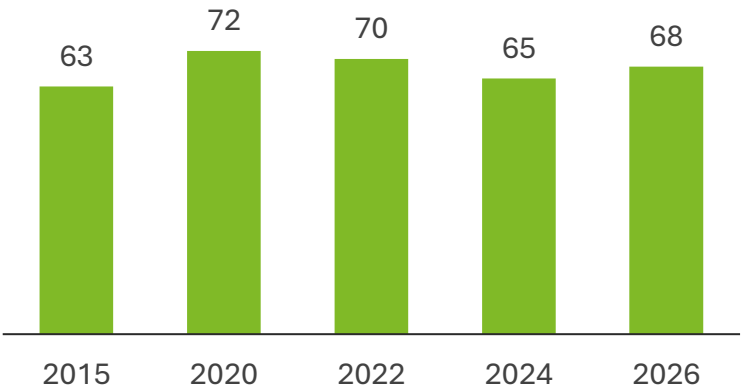
Performance ratings

% of respondents



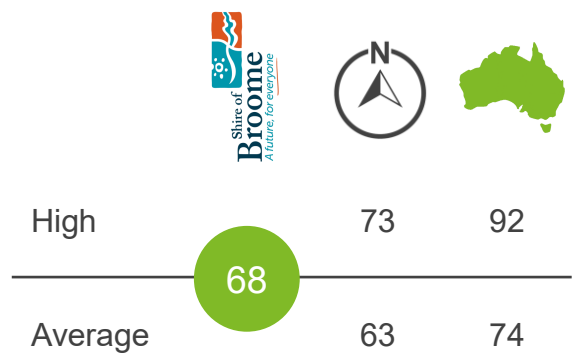
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

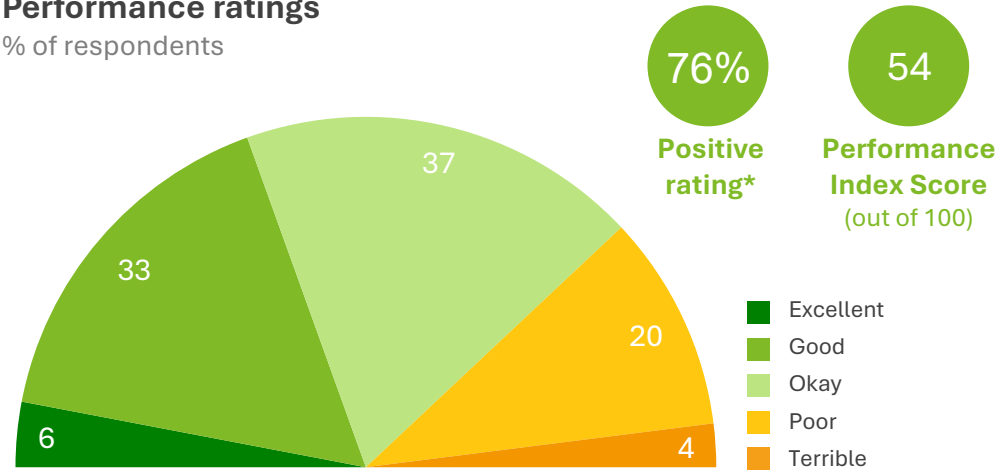
Gender		Life stage		Diversity		Location	
Male	67	Younger adult, no child at home	63	Disability	63	Bilingurr	65
Female	69	Have a baby/toddler (0-4)	67	First Nations	64	Broome	68
Respondent age		Have primary schooler (5-11)	68	Mainly speak LOTE	58	Broome North	69
18-34 years [#]	64	Have high schooler (12-17)	66	LGBTQI+	68	Cable Beach	68
35-49 years	68	Have adult dependent at home (18+)	66	Home ownership		Djugun	68
50-64 years	69	Older adult, no child at home	71	Homeowner	68	Other areas	69
65+ years	75			Renting / other	67		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1257). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Place to own or operate a business

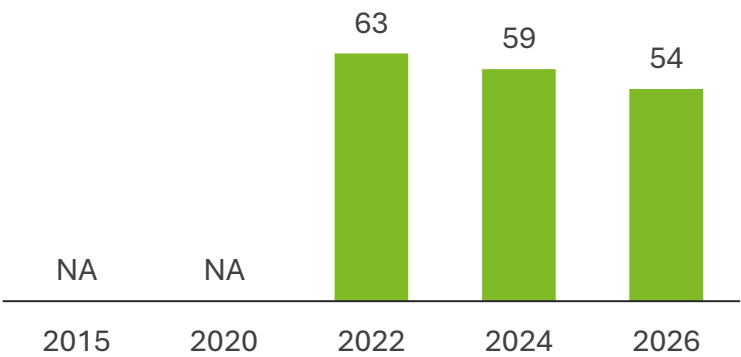
Performance ratings

% of respondents



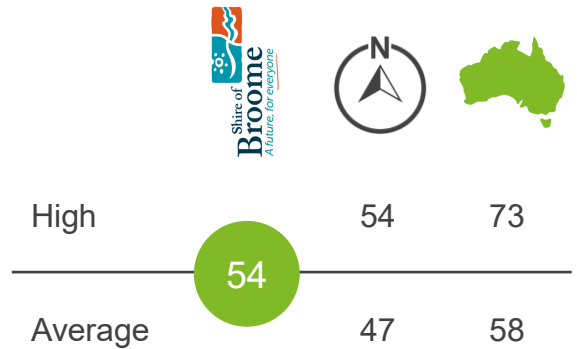
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

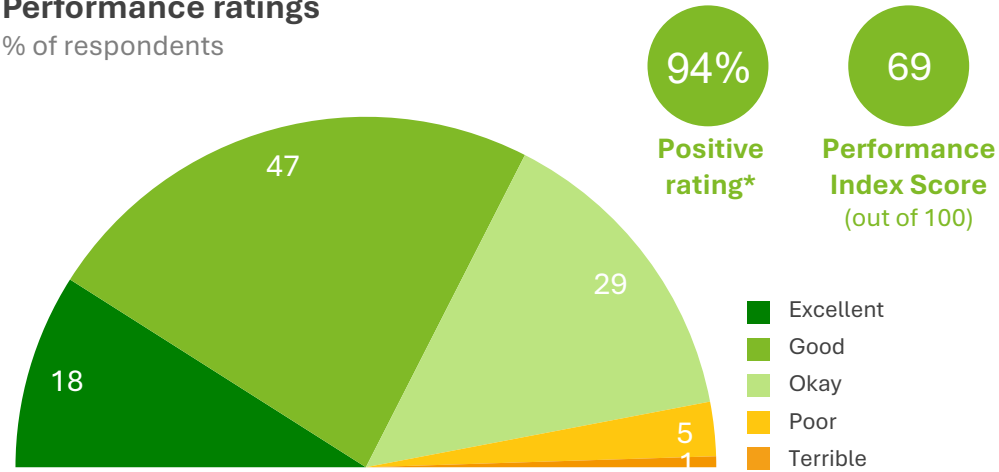
Gender		Life stage		Diversity		Location	
Male	54	Younger adult, no child at home	51	Disability	49	Bilingurr	55
Female	55	Have a baby/toddler (0-4)	56	First Nations	50	Broome	54
Respondent age		Have primary schooler (5-11)	51	Mainly speak LOTE	54	Broome North	45
18-34 years [#]	55	Have high schooler (12-17)	53	LGBTQI+	49	Cable Beach	57
35-49 years	52	Have adult dependent at home (18+)	53	Home ownership		Djugun	54
50-64 years	54	Older adult, no child at home	55	Homeowner	54	Other areas	48
65+ years	59			Renting / other	56		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 878). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Place to work

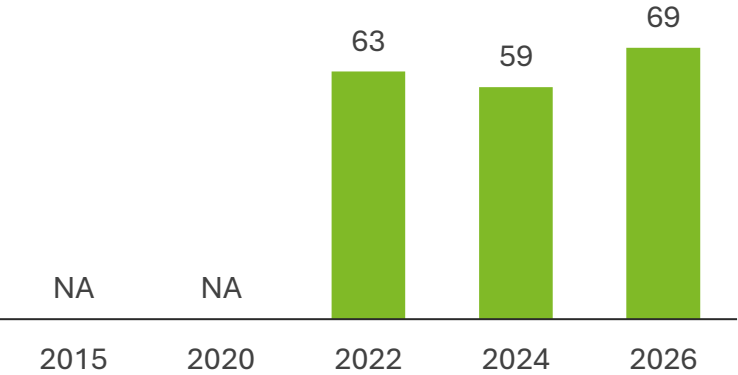
Performance ratings

% of respondents



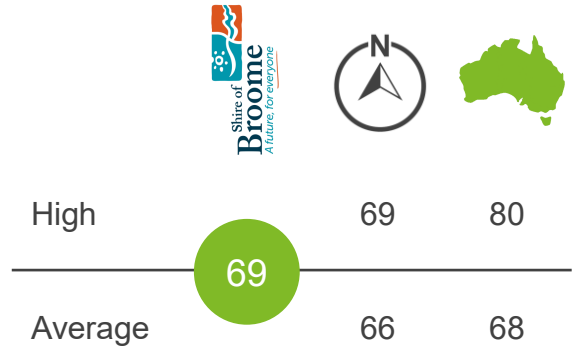
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

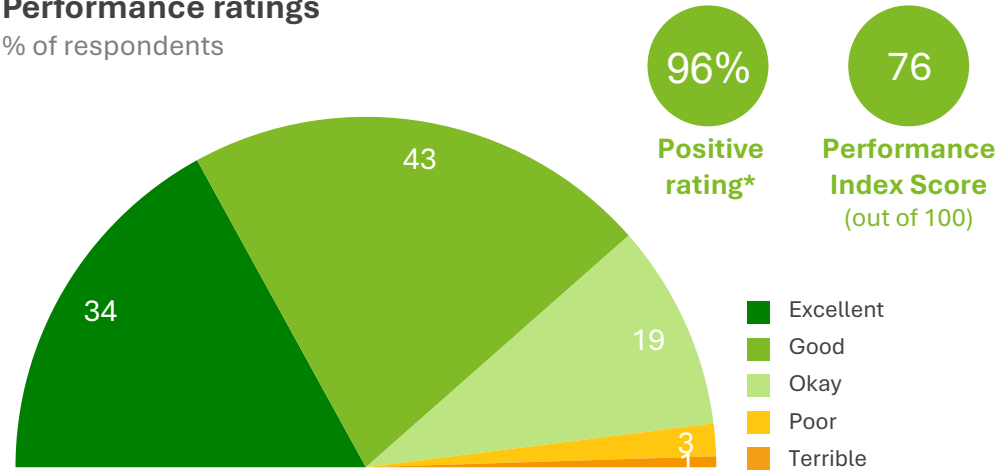
Gender		Life stage		Diversity		Location	
Male	69	Younger adult, no child at home	68	Disability	60	Bilingurr	67
Female	69	Have a baby/toddler (0-4)	68	First Nations	69	Broome	69
Respondent age		Have primary schooler (5-11)	67	Mainly speak LOTE	67	Broome North	69
18-34 years [#]	67	Have high schooler (12-17)	68	LGBTQI+	70	Cable Beach	69
35-49 years	69	Have adult dependent at home (18+)	68	Home ownership		Djugun	70
50-64 years	69	Older adult, no child at home	71	Homeowner	69	Other areas	67
65+ years	74			Renting / other	69		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1197). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Place to visit

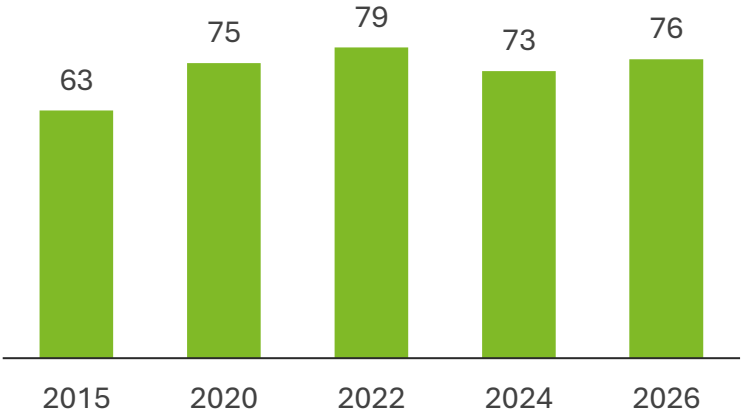
Performance ratings

% of respondents



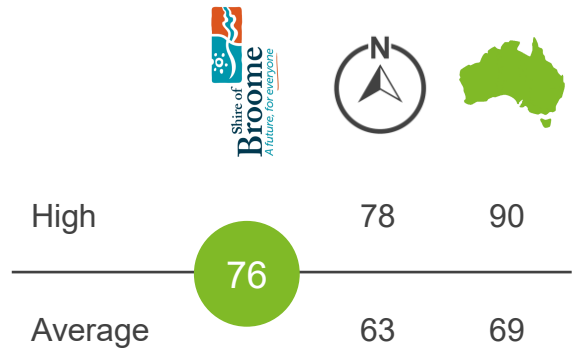
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	76	Younger adult, no child at home	77	Disability	73	Bilingurr	74
Female	77	Have a baby/toddler (0-4)	74	First Nations	75	Broome	79
Respondent age		Have primary schooler (5-11)	75	Mainly speak LOTE	70	Broome North	80
18-34 years [#]	78	Have high schooler (12-17)	73	LGBTQI+	75	Cable Beach	76
35-49 years	74	Have adult dependent at home (18+)	73	Home ownership		Djugun	75
50-64 years	75	Older adult, no child at home	77	Homeowner	75	Other areas	75
65+ years	79			Renting / other	81		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1222). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

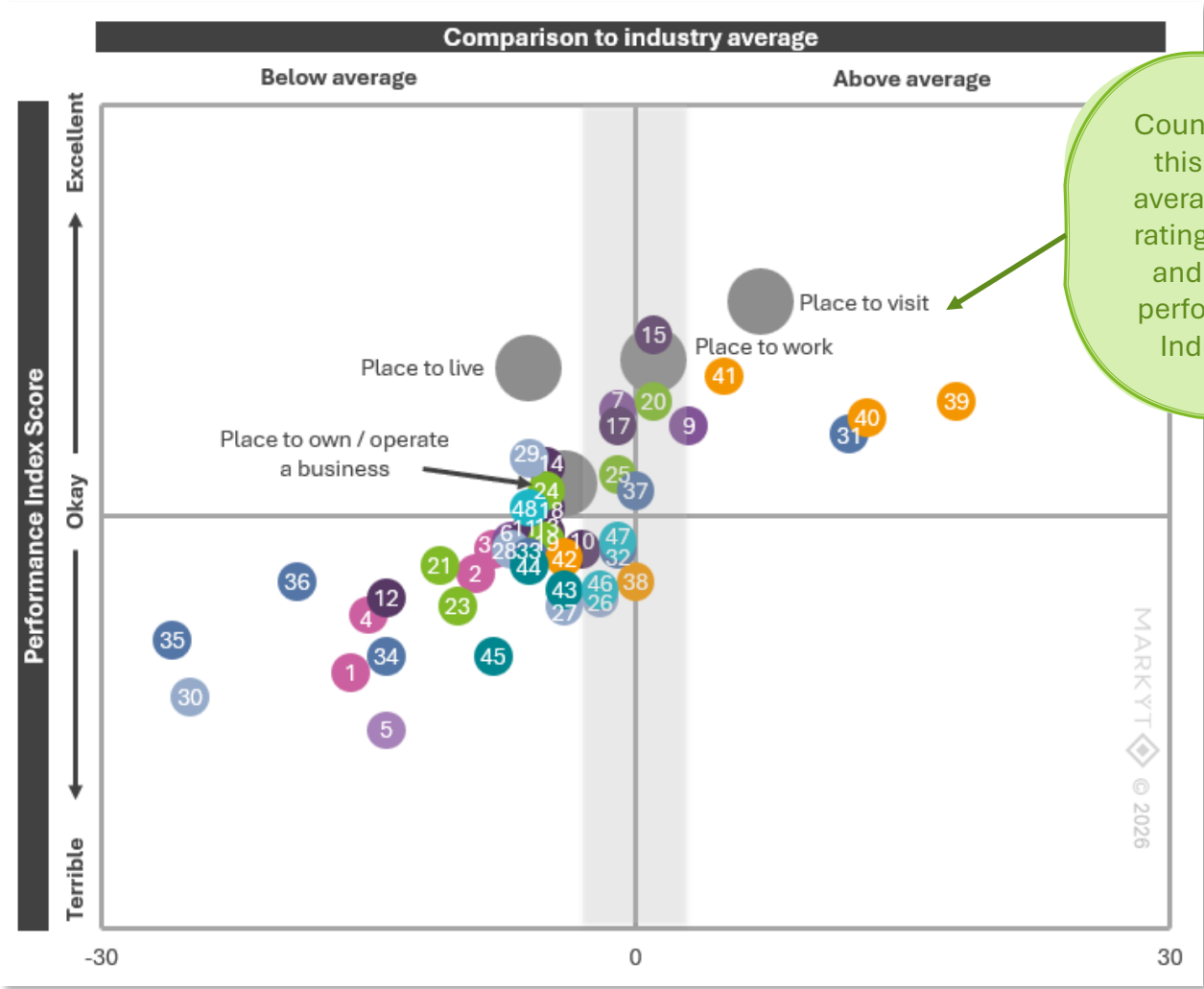
MARKYT Benchmark Matrix

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.

The vertical axis maps community perceptions of performance for individual measures.

The horizontal axis maps performance relative to the MARKYT® Industry Standards.



MARKYT Benchmark Matrix

Comparison to industry average

Below average

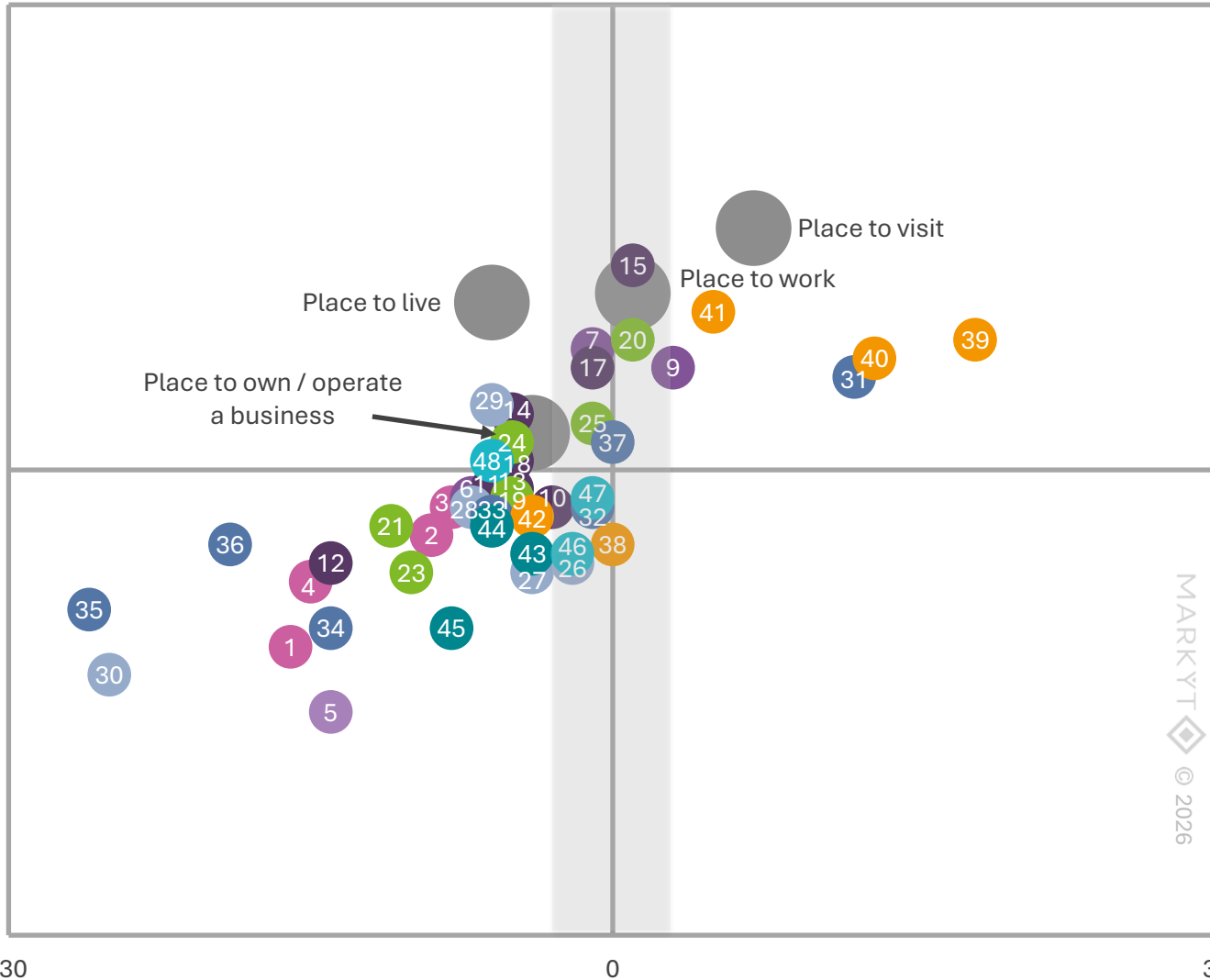
Above average

Performance Index Score

Excellent

Okay

Terrible



- A safe community
 - 1 Safety and crime prevention
 - 2 Lighting of streets and public places
 - 3 Ranger services
 - 4 Animal management (dog and cat)
- Everyone has a place to call home
 - 5 Housing
- A healthy, active community
 - 6 Health and community services
 - 7 Sport and recreation services and facilities
 - 8 Surf Life Saving services
 - 9 Volunteer support services
- An inclusive community that celebrates culture, equality and diversity
 - 10 Youth services and facilities
 - 11 Family and childrens services and facilities
 - 12 Seniors services and facilities
 - 13 Universal access and inclusion
 - 14 Reconciliation action
 - 15 Library services
 - 16 Broome Community Civic Centre
 - 17 Art, culture and creative activities
 - 18 Heritage services
- Responsible management of natural resources
 - 19 Environmental management and conservation
 - 20 Beaches and foreshores
 - 21 Environmental health services
 - 22 Mosquito control
 - 23 Climate action / sustainable practices
 - 24 Waste management
 - 25 Emergency management
- Responsible growth and development with respect for Broome's natural and built heritage
 - 26 Planning services
 - 27 Telecommunications and internet services
 - 28 Streetscapes, trees and verges
 - 29 Parks, playgrounds and reserves
 - 30 Public toilets
- Safe, well connected, affordable transport options
 - 31 Main roads
 - 32 Local roads
 - 33 Footpaths, trails and cycleways
 - 34 Public transport
 - 35 State marine facilities (Entrance Point)
 - 36 Local marine facilities
 - 37 Airport facilities and services
- A strong, diverse and inclusive economy where all can participate
 - 38 Economic development
 - 39 Chinatown development and activation
 - 40 Tourism and destination marketing
 - 41 Festivals, markets and community events
 - 42 Education and life-long learning
- Effective leadership, advocacy and governance
 - 43 Council's leadership
 - 44 Governing organisation
 - 45 Financial management
- A well-informed and engaged community
 - 46 Community engagement on local issues
 - 47 Communication
 - 48 Customer service

MARKYT Community Trends

The MARKYT® Community Trends chart shows changes in performance.

3

Window 3 includes higher performing services in decline, including:

- Heritage services
- Airport facilities and services
- Art, culture and creative activities
- Place to own or operate a business

4

Window 4 includes lower performing areas in decline, including:

- Public toilets
- Housing
- Streetscapes, trees and verges
- Governing organisation
- Mosquito control
- Education and life-long learning
- Economic development
- Planning services
- Public transport



1

Window 1 includes higher performing areas that have improved, including:

- Broome Community Civic Centre
- Place to work
- Beaches and foreshores
- Volunteer support services

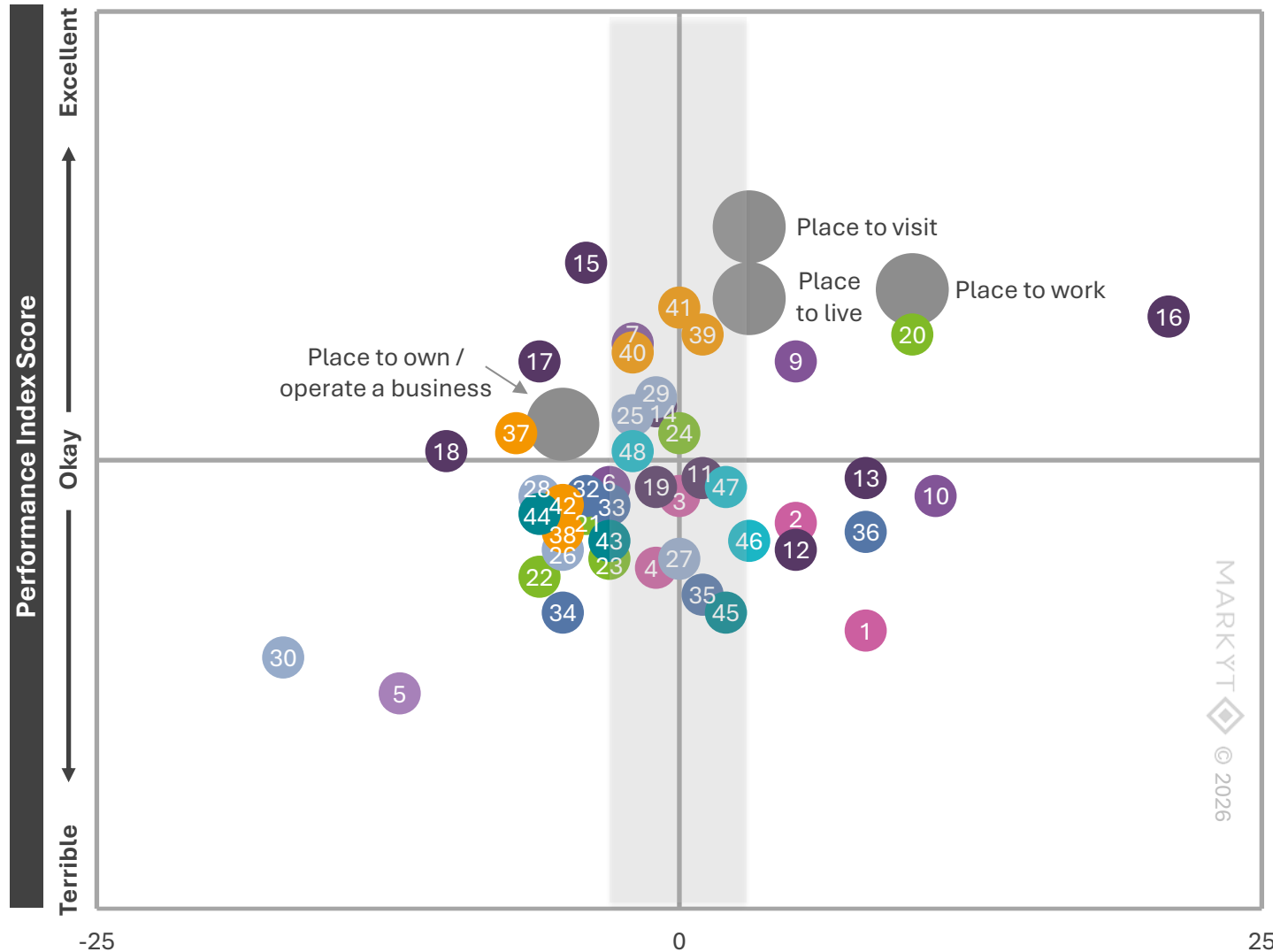
2

Window 2 includes lower performing services that are improving, including:

- Youth services and facilities
- Universal access and inclusion
- Local marine facilities
- Safety and crime prevention
- Lighting of streets and public places
- Seniors services and facilities

MARKYT Community Trends

Comparison to previous study (2024)



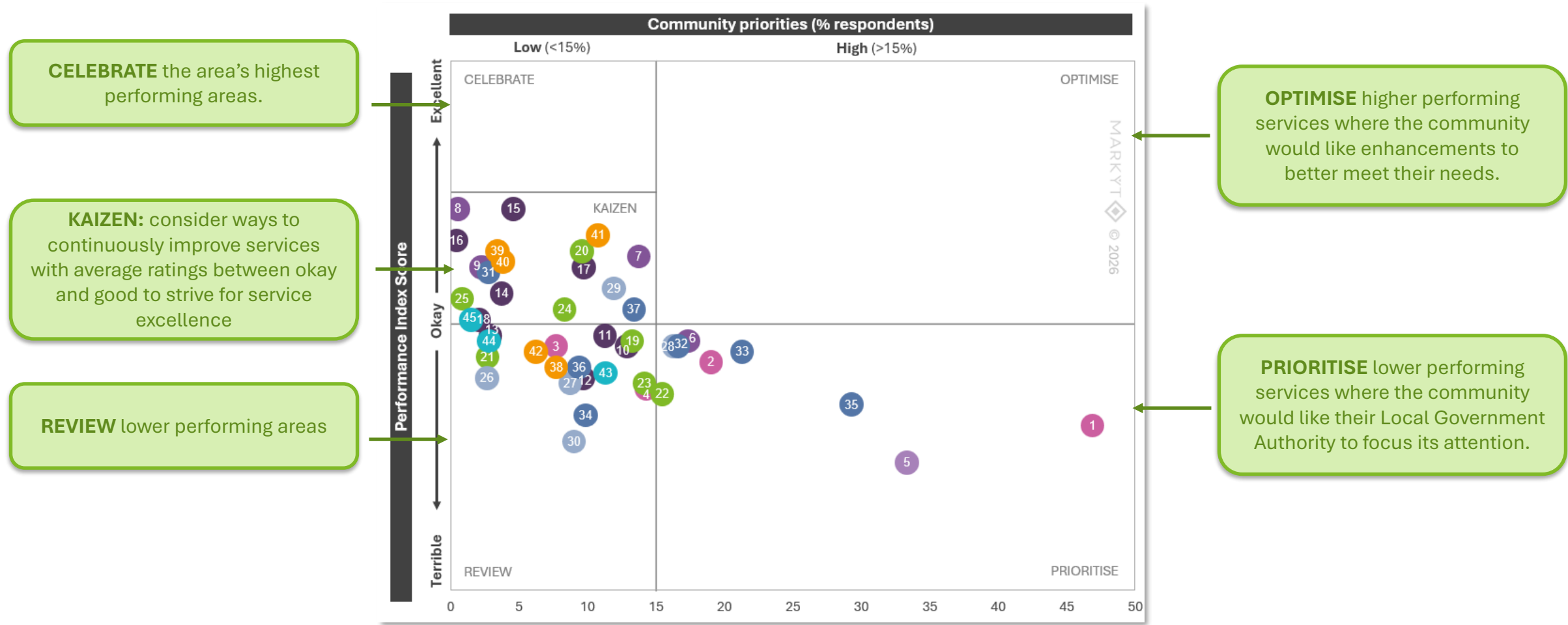
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 - 48 Customer service

Q. How would you rate performance in these areas? Base: All respondents excludes unsure and no response
 Grey service area in the legend indicates this is a new measure with no historical trend data.

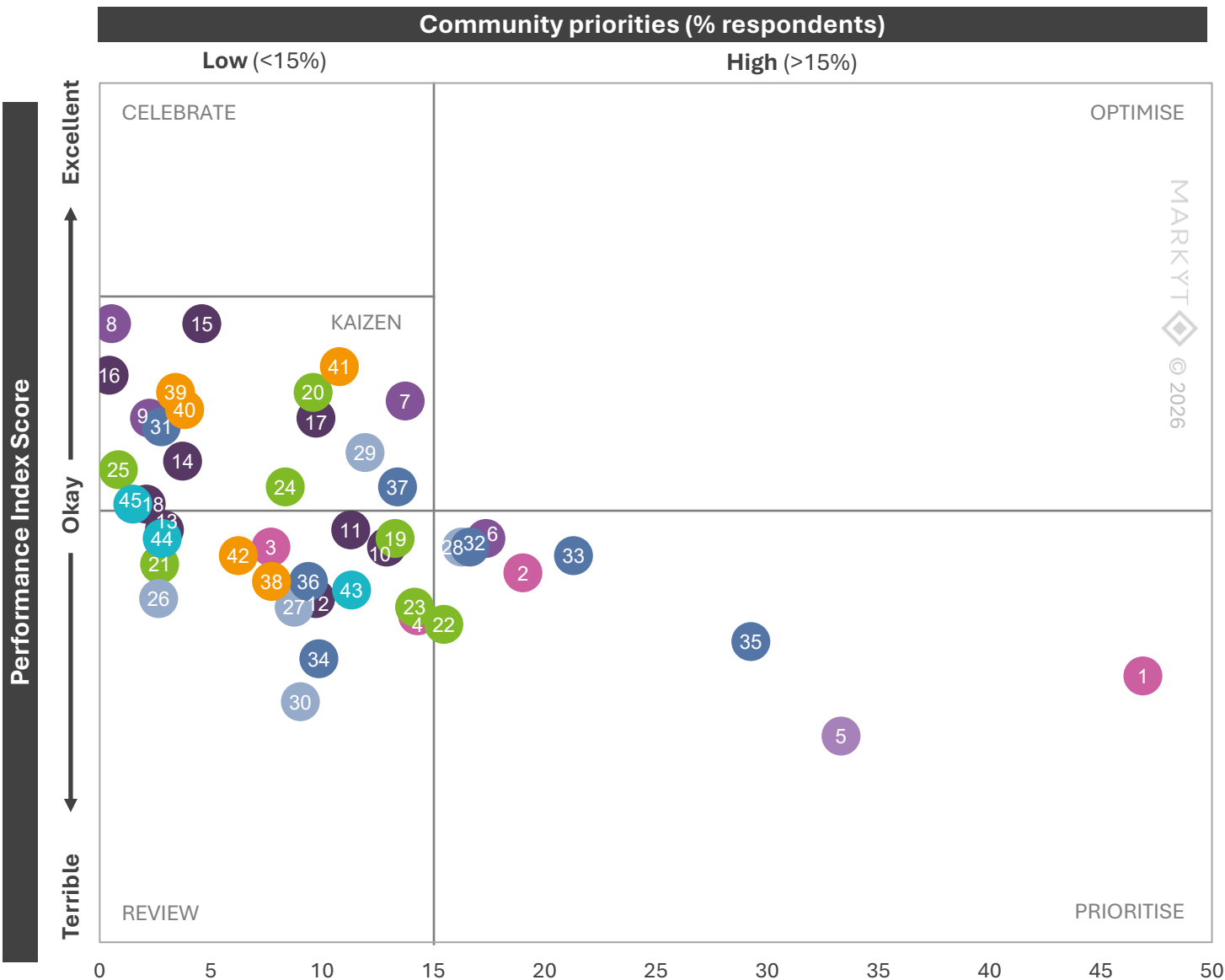
MARKYT Community Priorities

How to read the MARKYT Community Priorities chart

MARKYT® Community Priorities chart maps performance against community priorities to determine strengths and areas to focus on improving the most.



MARKYT Community Priorities



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 - 44 Communication
 - 45 Customer service

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

Q. Over the next 10 years, what would you like the Shire of Broome and key partners to focus on addressing or improving the most?

Base: All respondents, excludes no response (n = 1086)

Community aspirations

The MARKYT® VoiceBank invites community members to share their aspirations and provide suggestions to address their main priorities.

To see all community comments from the MARKYT® Community Scorecard, please see the MARKYT® VoiceBank.

The MARKYT® VoiceBank contains over **81,500** words with ideas and suggestions from community members grouped into more than 40 service areas.

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

Over the following pages, we share community aspirations and suggestions for the main priorities.



MARKYT 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 | 2026

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 2026

Safety and crime prevention

Community driven actions

- Advocate for a stronger and more visible police presence with more patrols, particularly at night and in known hotspot areas.
- Address youth crime with:
 - More support measures including after-hours youth programs, safe spaces and outreach services
 - Stronger enforcement measures including curfews and increased parental accountability
- Advocate for tougher consequences for offending and repeat offending.
- Expand CCTV and monitoring systems, and consider grants and rebates for home security systems.
- Improve street lighting, especially in parks, pathways, laneways, shopping precincts, Old Broome and residential streets.
- Reduce impacts from drugs and alcohol, including domestic violence. Community suggestions include:
 - Limit access to drugs and needles, and clean up discarded needles
 - Reconsider alcohol restrictions / enforce the banned drinks register
 - Provide more addiction support services

Community voices

“Increase policing numbers and visibility of officers around town.”

“Better lighting, police foot patrols at night.”

“Youth overnight hub.”

“More support and funding for Outreach Teams who deploy mobile teams on peak nights, and youth workers / peer mentors (not police-led) who provide de-escalation, transport home, connection to services.”

“Children curfew after 8pm unless accompanied by an adult.”

“People engaging in criminal behaviour must be held accountable no matter their age. Parents also need to be held accountable for underage children’s behaviour.”

“The police do a great job with the resources they have, but the courts need to follow through so repeat offenders are off the streets.”

“Dire need to install more lighting. Rate rebates for installation of crimsafe materials on doors/windows, gates and fences and home security systems such as alarms & CCTV.”

“Broome has a tangible feeling of being unsafe after dark - more so than Kununurra or Derby. Need more lighting and CCTV.”

“Lighting Upgrades: Improve street lighting in known “dark spots” around Old Broome and the residential areas surrounding the high school.”

“Continue needle pick up and reduce drug consumption in the community.”

“Limit access to needles from the hospital as this is prompting more drug use in the area.”

“Alcohol restrictions are a band-aid solution and only transfer alcohol abuse to drug abuse. Shire should advocate for lifting of alcohol restrictions and the proper use of the banned drinkers register.”

“There is little action from the shire to support people who use drugs to quit drugs and become a meaningful community member again.”

State marine facilities

Community driven actions

- Increase advocacy to the state government to accelerate delivery of marine facilities at Entrance Point – a long-promised project.
- Deliver an all-weather / all-tide boat-launching facility with safe launching and retrieval conditions.
- Improve supporting infrastructure including parking, trailer access, washdown bays, fish-cleaning facilities, toilets etc.
- Invest in a marina and protected harbour to support recreational boating, tourism and marine industry growth.

Community voices

“Safe boating facility. Number one issue in Broome.”

“As per the ENTIRE Broome community have been saying for years - PUT IN A SAFE BOAT LAUNCHING FACILITY.”

“How someone has not lost a life here is beyond me. A town of this population should have at least a single ramp that is all weather/tide usable.”

“There are no words to describe how dangerous the boat ramp is. Talked about for 25 years I have lived here and still not resolved. Does someone need to die before its addressed?”

“Boating is such an important part of life in Broome yet there are no safe facilities to do so, we hear there is lobbying to have something built but nothing eventuates.”

“There needs to be stronger advocacy for a safe boating facility - for charter operators/small business and for recreational fishers. Collaboration with RecFishWest.”

“Urgently develop a boat harbor, launching ramps and parking facilities dedicated for trailers at Entrance Point - this has been poorly managed over the last six or more years and shows lack of commitment.”

“Provide adequate launching facilities, fish cleaning facilities, more bins for fish frames, etc.”

“Definitely need to spend some money on Entrance Point... with an undercarriage wash-down bay and grassed BBQ area.”

“Boat ramp, or marina get some good facilities for boating people it will grow the town and help tourism.”

“Requires a protected marine facility to attract larger recreational and commercial vessels and the servicing opportunities they attract, i.e. marina.”

Housing

Community driven actions

- Advocate for more affordable housing for purchase and rent for workers, families, singles and seniors.
- Release more land for development to increase supply and reduce prices.
- Be more flexible with planning and zoning to allow a greater variety of housing including modular, flats, duplexes and subdivision/infill.
- Advocate for better maintenance of public housing and management of problem tenants.
- Regulate short-stay accommodation.
- Prioritise long-term local housing needs.

Community voices

*“Increased focus from the Shire on playing a role addressing access to safe and affordable housing for everyone.
Rental prices are too high and there are too many people who don’t have access to housing at all.”*

“Please keep pressure on the State to address the significant issues we have with service worker housing in Broome Shire.”

“Release more land to build affordable housing.”

“Continue to lobby government to release land, build GROH and social housing.”

“Continue to advocate strongly for the building of affordable homes for small, and/or single income households.”

“Type of workers camp as in Karratha to address the urgent immediate needs for low-income earners who are vital to the town.”

“More availability and simpler access to infill homes for subdividable blocks.”

“Actively promote modular housing factories.”

“More duplexes so there is the option to downsize.”

“Advocate to increase social housing access and for them to be maintained to an acceptable standard.”

“More affordable housing, and also with more stringent care to avoid nuisance tenants.”

“Stop entire houses being listed as AirBnBs that could be rented to local tenants.
Work with public housing to reduce the amount of out-of-town tenants being relocated to Broome by choice.
Remove nuisance tenants from the town & free up housing.”

*“Where is the worker accommodation that was promised? Incentivise building of units;
ban short stay accommodation while there is a housing crisis.”*

Footpaths, trails and cycleways

Community driven actions

- Build a more extensive and better-connected network of footpaths and cycleways across Broome, linking suburbs and key destinations.
- Repair and maintain existing paths so surfaces are even and safe for all users.
- Improve safety through lighting, signage and widening or separation of footpaths from cycleways and e-rideables.
- Develop a plan to manage e-rideables, including speed management and clear rules about where they can be ridden.
- Keep paths clear of overgrown vegetation, weeds, rubbish and other debris.

Community voices

“Make Broome a walkable/rideable - interconnected town.”

“Build more footpaths that connect and make it more accessible for bikes scooters since we have no public transport.”

“Connecting paths and cycle ways - can we get Cable Beach linked up to the Port? It would be amazing to increase lifestyle and physical activity, and increase safety for people using the side of the road.”

“More dedicated cycle/walk trails. Path to Entrance Point and Gantheaume for a start.”

“Our paths, cycleways and trails are good, but they need more maintenance. There are prickles and weeds growing over many of them, trees that impact riders, and block views.”

“There are many with cracks, gaps and trip hazards, I am surprised the Shire has not been sued!! They need to be made wider to accommodate scooter traffic and pedestrians. This is especially valid now with the fuel crisis and hire scooters.”

“Better lighting along walkways that are isolated or low traffic. For example, between Bilingurr to the Beach. Continue to check and have clear signage for paths over the sand dunes. I noticed the signage has improved a lot since I moved 5 years ago.”

“Consider widening or doubling up to delineate cycleways from footpaths.”

“Prevent e-bikes and e-scooters exceeding speed limits.”

“There is no safety from e-scooters and e-bikes on any footpaths. These should be banned from riding both on road and footpaths.”

“Our paths and cycleways need more connections and more maintenance. The cycleways around Roebuck Estate are consistently overgrown with trees and weeds, especially double g's that get stuck in tyres and things.”

Lighting of streets and public places

Community driven actions

- Provide more, brighter lighting in residential areas, parks, public spaces and community facilities to improve visibility and perceived safety.
- Prioritise known “black spots” and high-use areas including Old Broome, Cable Beach, Roebuck Estate, Broome North, and Town Beach.
- Install and upgrade lighting on footpaths, shared paths and key walking and cycle routes to improve safety for pedestrians, cyclists and early morning and evening users.
- Audit and maintain all lighting – repair broken lights, improve placement and remove overgrown vegetation.
- Progressively upgrade to use energy-efficient technology like LEDs and solar lighting where suitable.

Community voices

“Severe lack of street lighting in all residential areas encourages crime & makes it unsafe to walk anywhere at night. Massive investment in street lighting needed.”

“Ensure public areas are adequately lit, particularly Town Beach and jetty development.”

“Lighting in areas of Old Broome and Old Cable Beach problematic and unsafe.”

“More lighting in Roebuck Estate.”

“Extremely poor lighting in Broome North. Crime is especially bad and lighting would assist this. Many people walk late at night to the service station and target dimly lit areas.”

“More street lighting to make walking at night/early morning safer as well as driving at night.”

“Some streets around residential areas could have better lit up areas for people walking home at night to feel safer.”

“Ensure street lighting in ALL area of Broome. Conduct repairs and maintenance. Areas within Cable Beach and Old Broome have very poor lighting.”

“Lighting is poor and not working, need regular checking and reviewed during the night to see if light is adequate.”

“All public spaces should be well lit and maintained, broken lighting repaired immediately.”

“Do a nighttime audit of street lighting to see where it can be improved, across all areas of Broome.”

“Upgrade street lighting to brighter LED lights.”

“Needs to be updated solar lighting.”

Streetscapes, trees and verges

Community driven actions

- Maintain verges across all suburbs more regularly (year-round, not just in tourist season) – remove weeds, mow grass, trim trees, keep clean and tidy.
- Improve the visual appeal of streetscapes including roundabouts, entry corridors, median strips and public gardens with better planting, mulching and design.
- Plant more street trees to improve the shade canopy and improve cooling, walkability and climate resilience.
- Prioritise natives and climate-suitable species.

Community voices

- “Maintain the verges a lot better. Broome North looks atrocious all year round.”*
- “Year-round maintenance, rather than just leading into tourist season. Overgrown verges provide massive safety risk to pedestrians and vehicles.”*
- “More maintenance of verges in areas outside of the town centre. Areas within Cable Beach and Old Broome lack general maintenance. While other areas are meticulously maintained ie Sunset Park and Broome North areas.”*
- “Need regular cleaning and trimming of trees, verges, alleys ways. Noticed in recent years, Shire has been slacking off cleaning these areas particularly in old Broome areas in the main town.”*
- “Cut trees back that obscure lighting and hang over roads and streets, remove mulch from verges as unsightly and when wet season hits becomes muddy and weeds take over due to not being maintained.”*
- “Improve the management of roundabouts and median strips. Make them attractive not covered in weeds.”*
- “The towns verges look horrendous most of the year, Plant out all centre islands down Gubinge and make it feel like paradise when arriving into this town. Most travellers would use Gubinge as first road in towards their accommodation.”*
- “Key streetscapes - Hamersley and Sanctuary are underwhelming and need improvement. Also other key corridors - Broome Road into town, Guy Street could have more consistent streetscape.”*
- “We need more trees. Broome is in a hotspot for climate change and temperatures will increase dramatically in urban areas. we need a street tree canopy policy to ensure microclimate can cope with these increases.”*
- “Reduce the heat of the town by planting many more native trees, or those which are suitable for the hot north.”*
- “More trees everywhere in Broome to reduce heat impacts and improve shade, especially in areas of high-density social housing. Improves the general amenity of streetscapes.”*

Health and community services

Community driven actions

- Advocate for more permanent GPs (especially bulk-billing), nurses and allied health professionals to reduce wait-times and the need to travel to Perth for treatment.
- Attract and retain healthcare workers to stay in Broome with housing, incentives and long-term initiatives.
- Advocate for better access to specialists and specialty equipment including imaging (MRI, CT, mammography, bone density), women’s health, dental, paediatrics, mental health and cancer treatment.
- Support expansion and upgrade of the hospital, including more beds, outpatient services, emergency capacity, parking, accessibility and patient safety.
- Improve access to community health services including child health nurses, vaccinations and school-based health checks.

Community voices

“Two more clinics are needed and 12 more doctors. At present there's a 3 month wait for appointments.”

“Current system is overloaded with not enough doctors. Doctors are also coming in and out of Broome a lot. Need to secure permanent doctors in Broome. Hospital is great but general GP appointments wait times are the longest I've seen anywhere in the country.”

“Lobby government to update our very overcrowded and underfunded hospital, prisons that are in a state of disrepair while trying to provide all services as the hub of the Kimberley.”

“Focus on creating access to services such as MRIs, specialist care - thus we need housing for practitioners.”

“More services so we don’t have to travel and can see a specialist in a reasonable timeframe. When we do, more support. MRI unit. Support with dental treatment when you can’t get it done in Broome – at the moment there is no support at all if you need an oral surgeon.”

“Improved maternity services so mums don't have to give birth in Perth.”

“A focus on mental health services is critically needed in Broome. The issue is increasingly important and will be more so for younger generations. It is near impossible to get into a mental health appointment. Online isn't always the right solution, and people are slipping through the gaps here.”

“Our hospital is at maximum capacity and needs to be better funded for out patient services (such chemo treatment) so we can cater for the growing population. We need more doctors and nurses and more beds and services at the hospital.”

“Better parking at the hospital, improved pedestrian and drop - off facilities at ED, more street doctor services, better lighting and security patrols like in Darwin.”

“There's not enough. It took 3 weeks to book an appointment to get immunisations for a child due to no child health nurses or only available on certain days.”

“Having a mobile ear bus visiting schools. Health nurses in schools checking hearing & vision.”

Local roads

Community driven actions

- Maintain roads to repair potholes quickly and permanently, taking into account local weather conditions.
- Use better quality materials and methods to reduce loose blue metal, repeat failures, vehicle damage and unsafe road conditions.
- Upgrade and resurface local roads in poor condition, including sealing unsealed roads, improving road edges and grading gravel roads.
- Improve drainage to reduce wet season road damage, erosion and flooding.
- Improve road safety with better line marking, signage, speed management and safer intersections.

Community voices

“Addressing wet season potholes in advance, prevention.”

*“Prioritise local road maintenance. Better planning when this maintenance takes place.
Factor in the wet season.”*

“Local roads around Broome are full of potholes. Especially after a wet season. Should be done immediately.”

“Roads are awful stop using that cheap blue metal that travels up my driveway.”

*“Local roads and the "resurfacing" is a joke. Resurfaced roads are unfinished even when they are
with tar covered rocks flicking up, causing damage and sticking to cars, pets and shoes.”*

*“Stop using poor quality bitumen when laying roads that just end up with potholes and eroded sides
near the gutters from the rain. Kids also suffer bad injuries when they fall off, rocks all over driveways.
The quality is horrendous.”*

“Road upgrade to surface of Sandpiper and Jigal Roads, mainly to reduce car / tyre noise.”

“Improve grading of unsealed roads.”

*“Some roads are susceptible to water damage, better materials or strategy that maybe
more expensive short term, can hold up better in wet weather and vessel traffic.”*

“Fix drainage issues, the same areas flood every year.”

*“Improve local roads including fixing potholes and having appropriate signage
and line marking installed to help prevent accidents and improve traffic flow.”*

*“Old Broome roads are unsafe. Anne Street and Herbert Street need speed restrictions. The major works
that the Shire have completed are poorly designed. Big roundabout near Bunnings is a terrible design.”*

Community driven actions

- Increase fogging and spraying programs, especially in the wet season.
- Take preventative action to reduce mosquito-borne diseases such as Ross River Virus and Japanese encephalitis virus (JEV).
- Treat standing water, drains, ponds and wetlands where mosquitoes breed.
- Inform and educate residents, e.g. when and where spraying is occurring, how to reduce breeding sites at home etc.

Community voices

“Fog / spray, I’m being attacked any time of the day.”

“Bring back fogging, something needs to be done about the amount of mosquitos in the area, there are too many diseases associated with them and wearing light loose clothes does nothing if they like your blood.”

"With all the mosquito transmitted diseases which most have no cure and can be deadly the Shire needs to fog in extreme situations. People will die if no action is taken. his is the most essential thing the Shire should do!!!!"

“Regular fogging as there has been increase in Ross River virus and emerging JEV.”

“Spray stagnant water.”

“Spraying during wet season.”

“Treat bodies of water and fog when necessary.”

“The network of open drainage is both dangerous (if a child or person fell in it when they are running with water!) and remains a breeding ground for both mosquitos and weeds. Long term establishment of proper drainage (concrete base and sides or pipes) with some trees and ground cover around them. Might be Water Corporation issue, they do little to keep on top of the current drain systems.”

“Better public communication on mosquito control activities.”

“Publish when / how mossies are being controlled.”

“I am not sure what is actually being done currently but as the consequences of some mosquito bites can be life threatening it seems to me that public awareness and education about this issue should be addressed more. We should all be reminded regularly about what householders can do to help.”

Outcome-based reporting



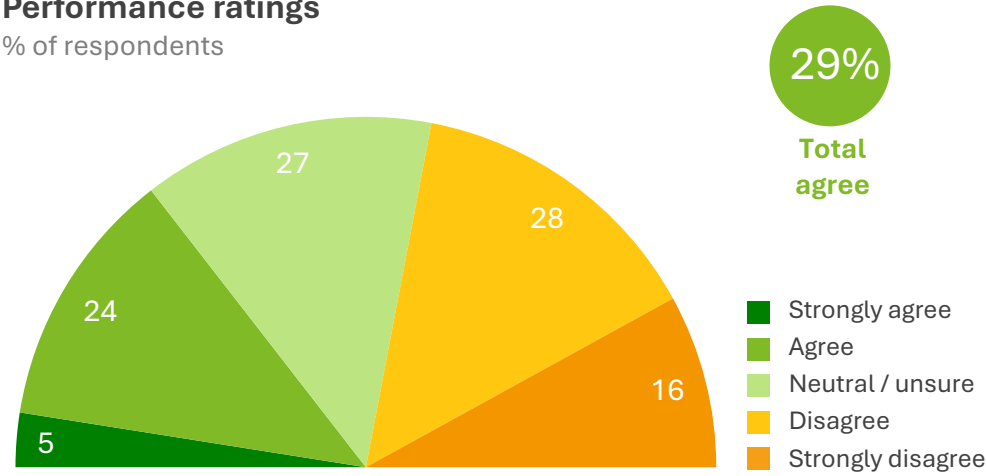
Outcome 1

A safe community

I feel safe in the Shire of Broome

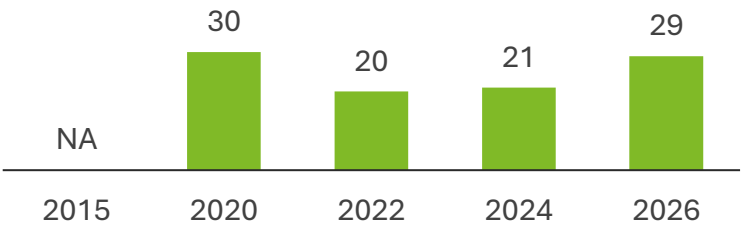
Performance ratings

% of respondents



Trend analysis

% agree



MARKYT Industry Standards

% agree



Demographic variances

% agree

Gender		Life stage		Diversity		Location	
Male	30	Younger adult, no child at home	32	Disability	27	Bilingurr	31
Female	28	Have a baby/toddler (0-4)	27	First Nations	29	Broome	32
Respondent age		Have primary schooler (5-11)	25	Mainly speak LOTE	20	Broome North	24
18-34 years [#]	31	Have high schooler (12-17)	20	LGBTQI+	33	Cable Beach	28
35-49 years	28	Have adult dependent at home (18+)	24	Home ownership		Djugun	28
50-64 years	24	Older adult, no child at home	30	Homeowner	27	Other areas	34
65+ years	37			Renting / other	35		

How strongly do you agree or disagree with these statements?

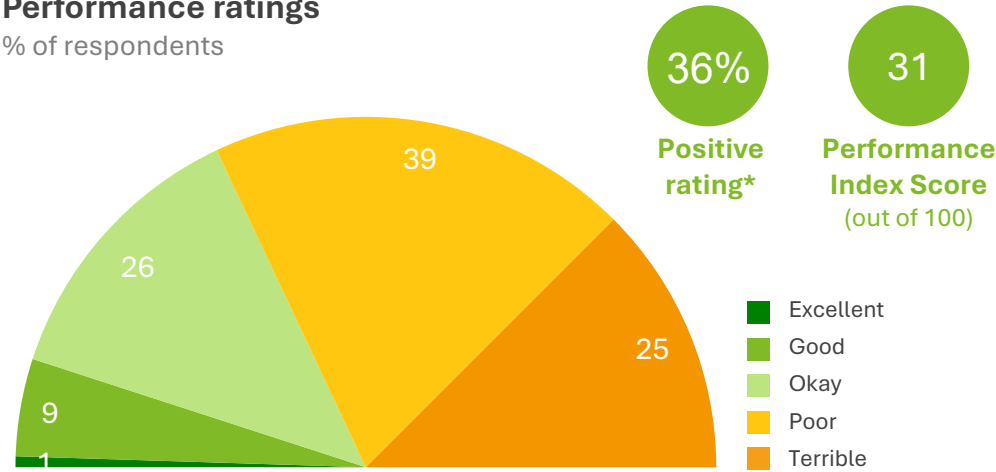
Base: All respondents, excludes 'no response' (n = 1156). [#] Includes a small number of 14-17 year olds

* Positive Rating = excellent, good + okay

Safety and crime prevention

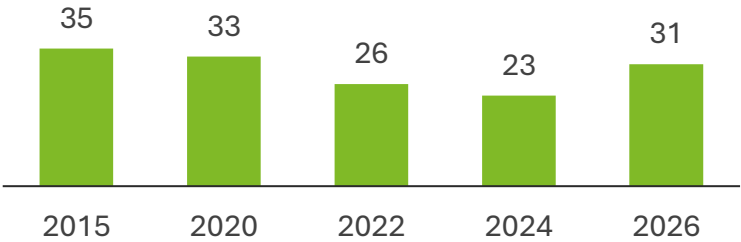
Performance ratings

% of respondents



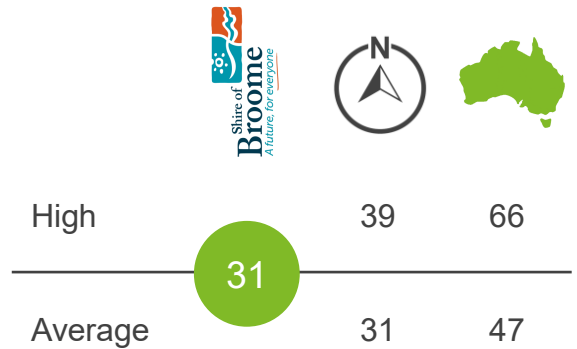
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

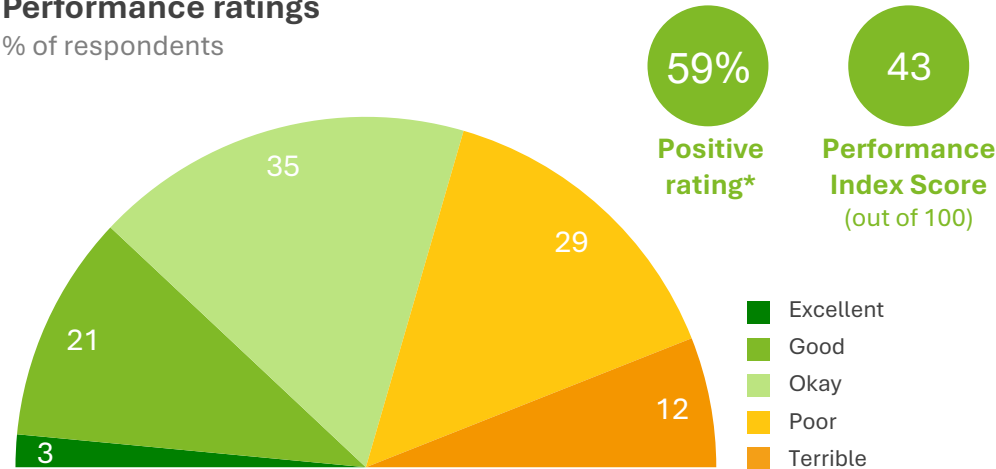
Gender		Life stage		Diversity		Location	
Male	31	Younger adult, no child at home	31	Disability	30	Bilingurr	31
Female	30	Have a baby/toddler (0-4)	29	First Nations	31	Broome	31
Respondent age		Have primary schooler (5-11)	31	Mainly speak LOTE	27	Broome North	36
18-34 years [#]	28	Have high schooler (12-17)	27	LGBTQI+	32	Cable Beach	31
35-49 years	33	Have adult dependent at home (18+)	28	Home ownership		Djugun	29
50-64 years	27	Older adult, no child at home	32	Homeowner	29	Other areas	31
65+ years	39			Renting / other	35		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1063). # Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Lighting of streets and public places

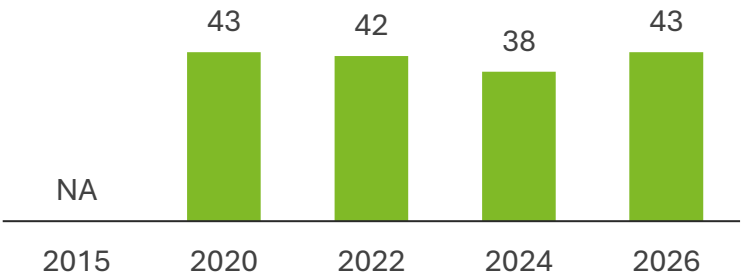
Performance ratings

% of respondents



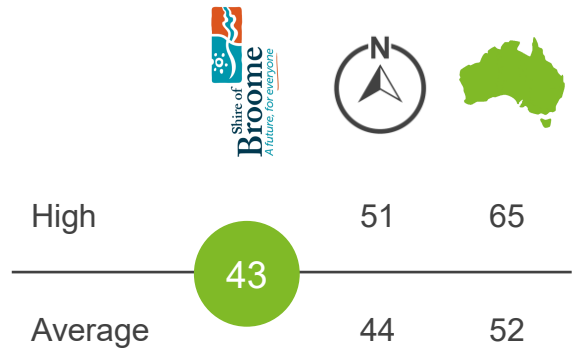
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender

Male	48
Female	39

Respondent age

18-34 years [#]	43
35-49 years	43
50-64 years	42
65+ years	48

Life stage

Younger adult, no child at home	46
Have a baby/toddler (0-4)	41
Have primary schooler (5-11)	38
Have high schooler (12-17)	41
Have adult dependent at home (18+)	40
Older adult, no child at home	44

Diversity

Disability	37
First Nations	37
Mainly speak LOTE	51
LGBTQI+	48

Home ownership

Homeowner	43
Renting / other	44

Location

Bilingurr	47
Broome	39
Broome North	50
Cable Beach	43
Djugun	44
Other areas	46

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

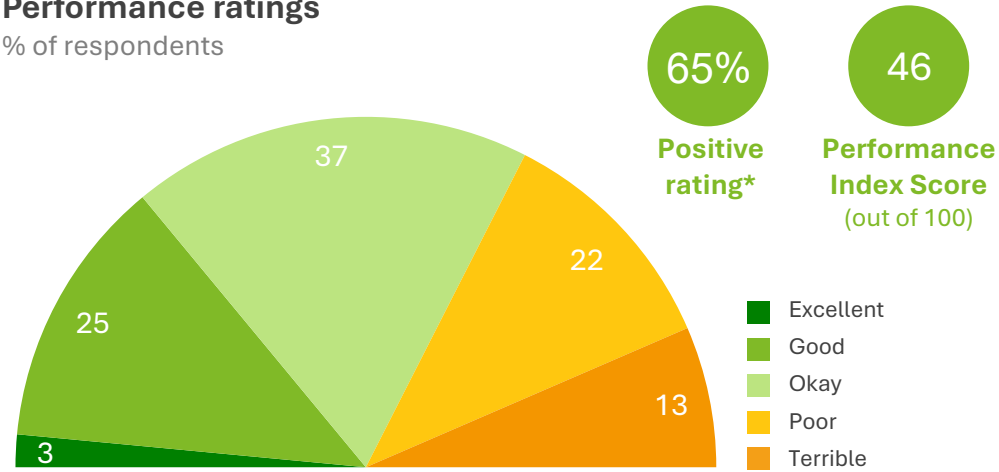
Base: All respondents, excludes 'unsure' and 'no response' (n = 1150). [#] Includes a small number of 14-17 year olds

* Positive Rating = excellent, good + okay

Ranger services (parking, abandoned vehicles, firebreak inspections etc)

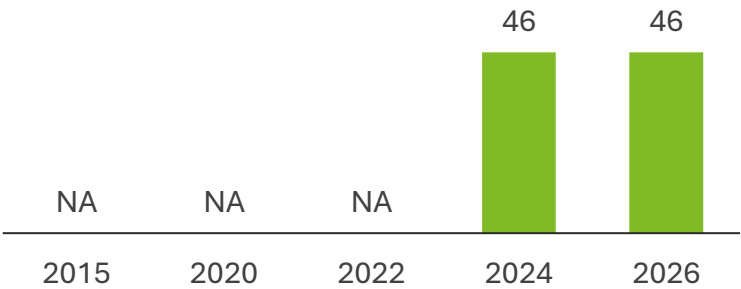
Performance ratings

% of respondents



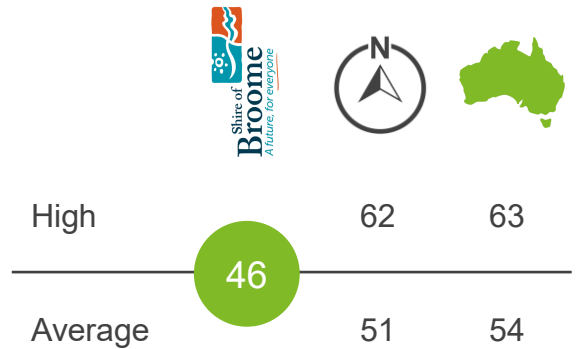
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

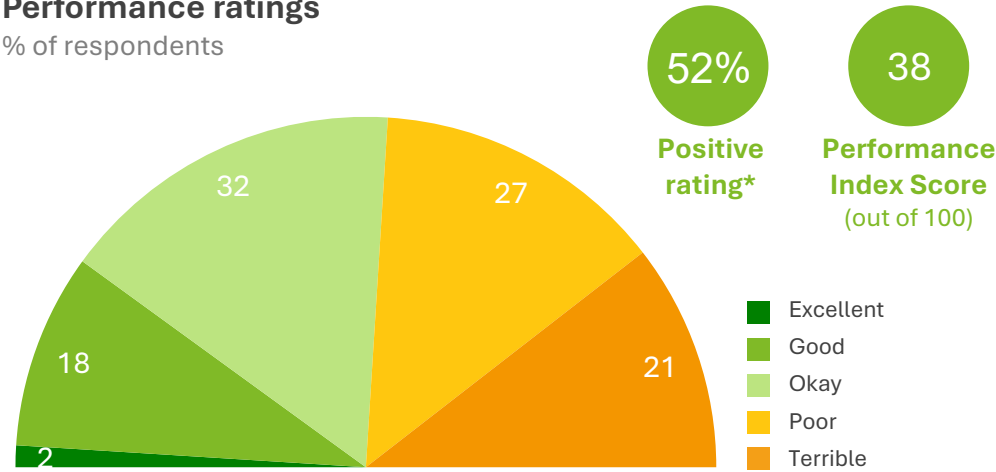
Gender		Life stage		Diversity		Location	
Male	46	Younger adult, no child at home	48	Disability	40	Bilingurr	42
Female	47	Have a baby/toddler (0-4)	49	First Nations	47	Broome	47
Respondent age		Have primary schooler (5-11)	47	Mainly speak LOTE	54	Broome North	57
18-34 years [#]	49	Have high schooler (12-17)	46	LGBTQI+	45	Cable Beach	46
35-49 years	47	Have adult dependent at home (18+)	42	Home ownership		Djugun	45
50-64 years	42	Older adult, no child at home	43	Homeowner	45	Other areas	44
65+ years	46			Renting / other	50		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1028). # Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Animal management (dogs and cats)

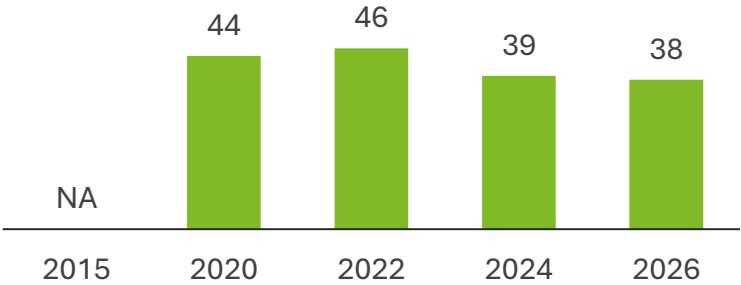
Performance ratings

% of respondents



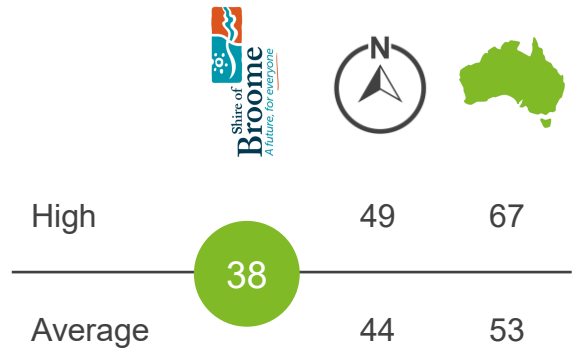
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

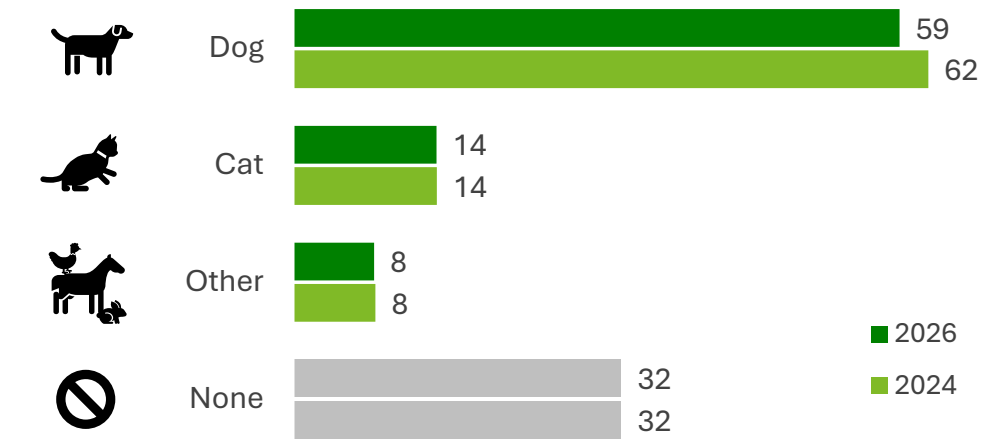
Gender		Life stage		Diversity		Location	
Male	40	Younger adult, no child at home	41	Disability	32	Bilingurr	41
Female	37	Have a baby/toddler (0-4)	38	First Nations	37	Broome	36
Respondent age		Have primary schooler (5-11)	40	Mainly speak LOTE	49	Broome North	46
18-34 years [#]	39	Have high schooler (12-17)	39	LGBTQI+	38	Cable Beach	38
35-49 years	40	Have adult dependent at home (18+)	36	Home ownership		Djugun	38
50-64 years	34	Older adult, no child at home	36	Homeowner	37	Other areas	38
65+ years	42			Renting / other	40		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1058). # Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Pet ownership

What types of animals do you currently own or care for?

% of respondents



59% of respondents own or care for a dog, down from 62% in 2024.

- Dog ownership is higher among homeowners, residents of Bilingurr and residents of other areas (not listed) within the Shire of Broome.
- Ownership is lower among seniors, older adults without children at home and people who mostly speak a language other than English at home.

14% of respondents own or care for a cat, on par with levels in 2024.

- Cat ownership is higher among people living with disability and households with high school and adult aged children at home.
- Ownership is lower among seniors and residents of other areas within the Shire.

32% of respondents do not own or care for any animals.

- The groups most likely to not have any pets are seniors, older adults without children at home, people who mostly speak a language other than English at home and renters.

What types of animals do you currently own or care for? (% of respondents)

	All respondents	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Younger adult, no child	Baby/toddler (0-4)	Primary school (5-11)	High school (12-17)	Adult child at home	Older adult, no child	Disability	First Nations	LOTE	LGBTQI+	Homeowner	Renting / other	Bilingurr	Broome	Broome North	Cable Beach	Djugun	Other areas
Dog	59	56	62	59	69	57	39	57	66	71	74	74	45	72	72	30	70	64	45	68	54	56	57	63	68
Cat	14	13	14	16	13	16	8	13	14	14	21	22	10	25	9	15	22	13	17	11	14	16	13	17	5
Other	8	7	9	6	10	7	9	5	10	10	13	12	6	11	7	14	12	9	4	13	10	7	6	6	16
None	32	35	29	33	25	32	50	35	27	21	15	13	46	17	26	52	24	28	45	22	36	32	34	30	28

Q. What types of animals do you currently own or care for?

Base: All respondents, excludes 'no response' (n = 1035)



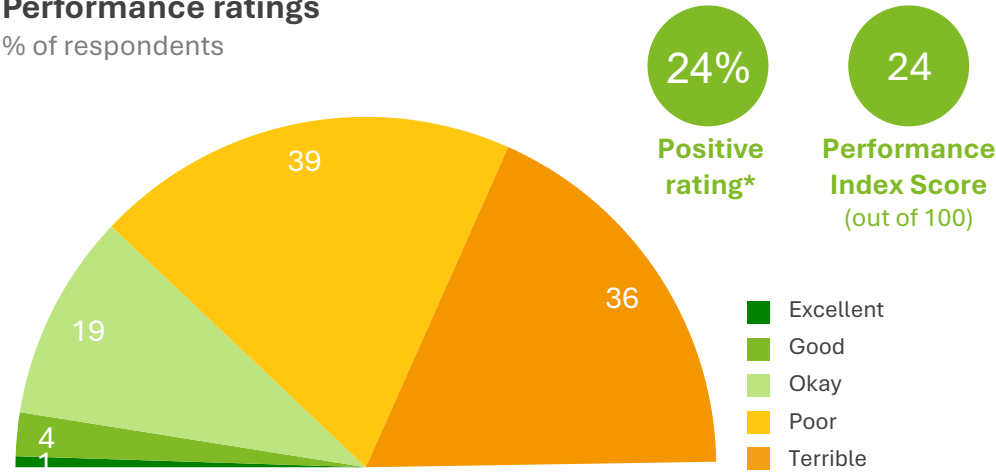
Outcome 2

Everyone has a place to call home

Housing (social & affordable housing, seniors housing, key worker accommodation, etc.)

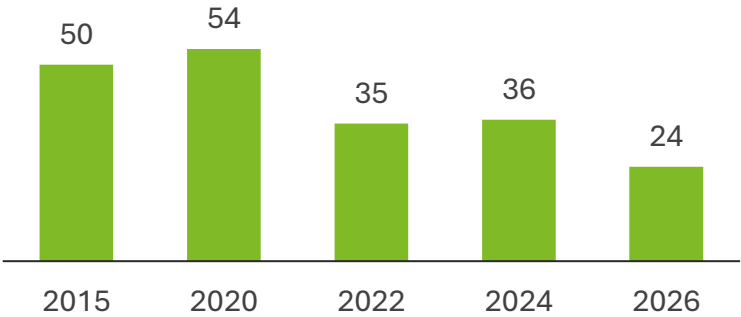
Performance ratings

% of respondents



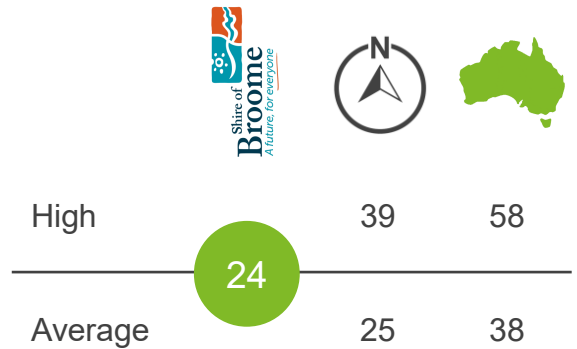
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender	
Male	26
Female	22
Respondent age	
18-34 years [#]	23
35-49 years	23
50-64 years	23
65+ years	29

Life stage	
Younger adult, no child at home	25
Have a baby/toddler (0-4)	18
Have primary schooler (5-11)	21
Have high schooler (12-17)	25
Have adult dependent at home (18+)	24
Older adult, no child at home	25

Diversity	
Disability	19
First Nations	25
Mainly speak LOTE	22
LGBTQI+	18
Home ownership	
Homeowner	25
Renting / other	21

Location	
Bilingurr	22
Broome	24
Broome North	23
Cable Beach	24
Djugun	25
Other areas	17

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 991). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay



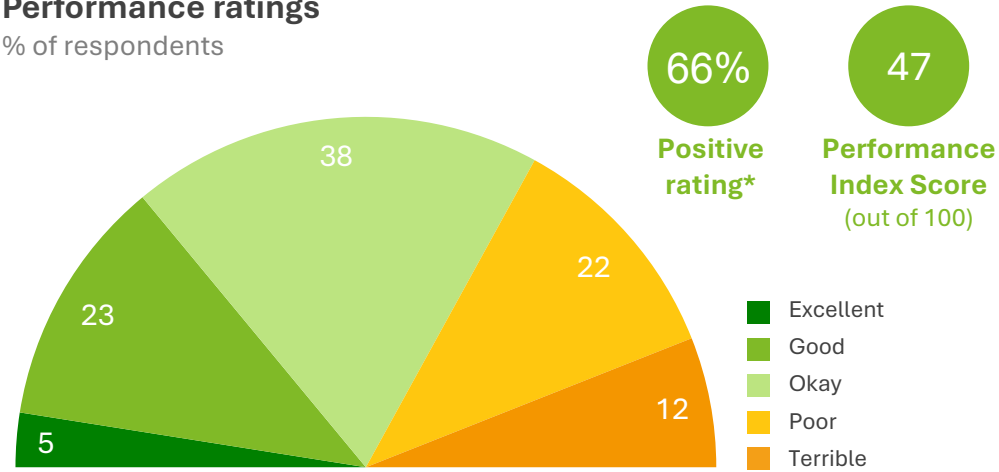
Outcome 3

A healthy, active community

Health and community services

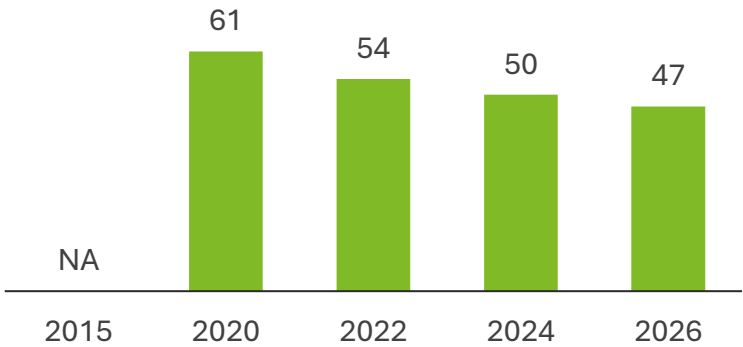
Performance ratings

% of respondents



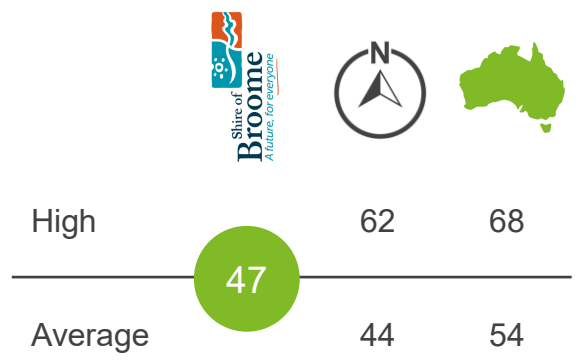
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

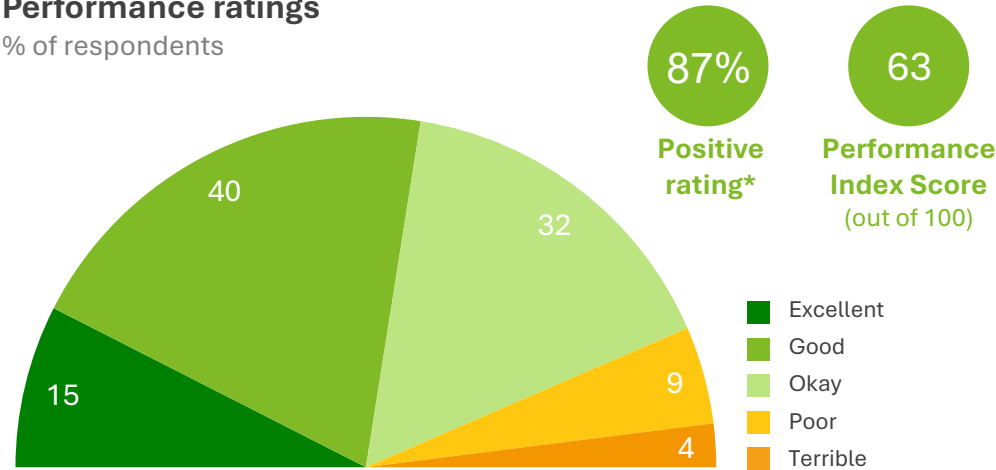
Gender		Life stage		Diversity		Location	
Male	49	Younger adult, no child at home	47	Disability	43	Bilingurr	48
Female	45	Have a baby/toddler (0-4)	46	First Nations	49	Broome	48
Respondent age		Have primary schooler (5-11)	44	Mainly speak LOTE	51	Broome North	50
18-34 years [#]	47	Have high schooler (12-17)	45	LGBTQI+	41	Cable Beach	47
35-49 years	44	Have adult dependent at home (18+)	44	Home ownership		Djugun	45
50-64 years	47	Older adult, no child at home	49	Homeowner	47	Other areas	35
65+ years	54			Renting / other	47		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1036). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Sport and recreation services and facilities (including BRAC)

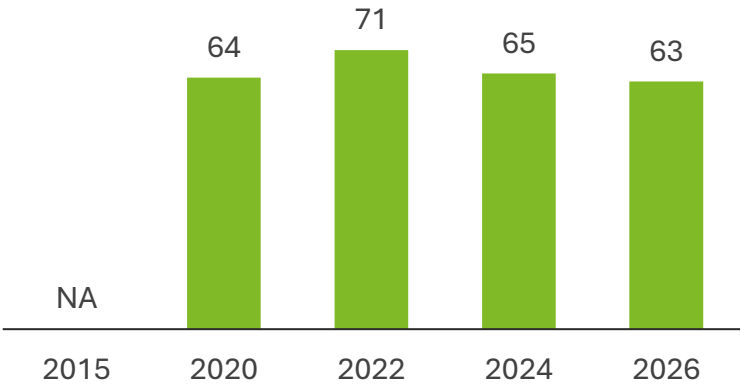
Performance ratings

% of respondents



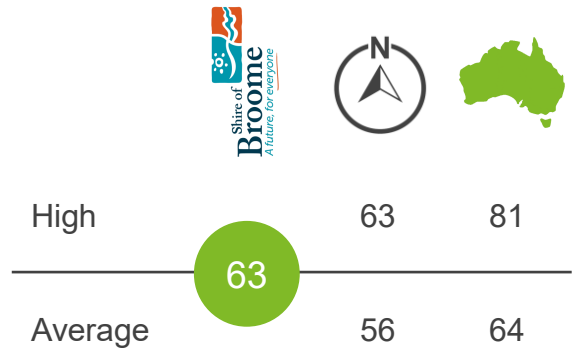
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

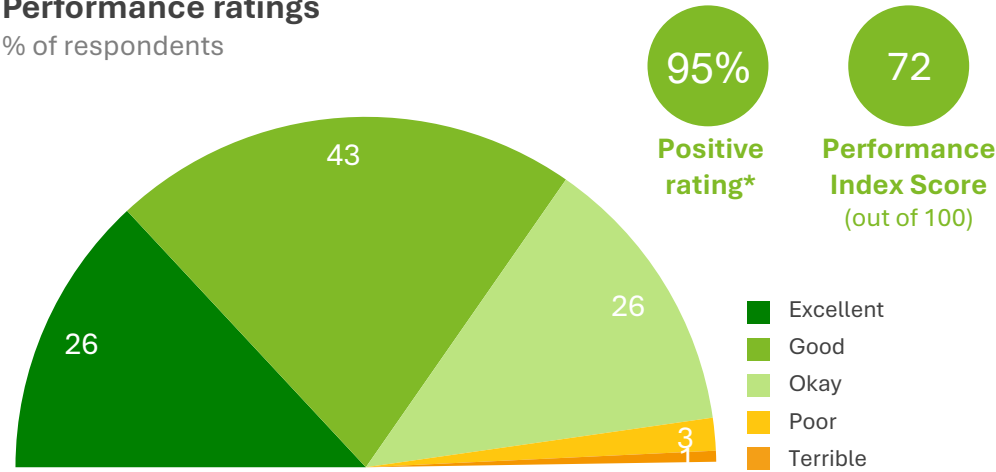
Gender		Life stage		Diversity		Location	
Male	64	Younger adult, no child at home	63	Disability	63	Bilingurr	60
Female	63	Have a baby/toddler (0-4)	59	First Nations	60	Broome	65
Respondent age		Have primary schooler (5-11)	58	Mainly speak LOTE	54	Broome North	69
18-34 years [#]	62	Have high schooler (12-17)	57	LGBTQI+	60	Cable Beach	63
35-49 years	59	Have adult dependent at home (18+)	63	Home ownership		Djugun	61
50-64 years	67	Older adult, no child at home	70	Homeowner	64	Other areas	69
65+ years	72			Renting / other	63		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1076). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Surf Life Saving services (lifeguards, patrols)

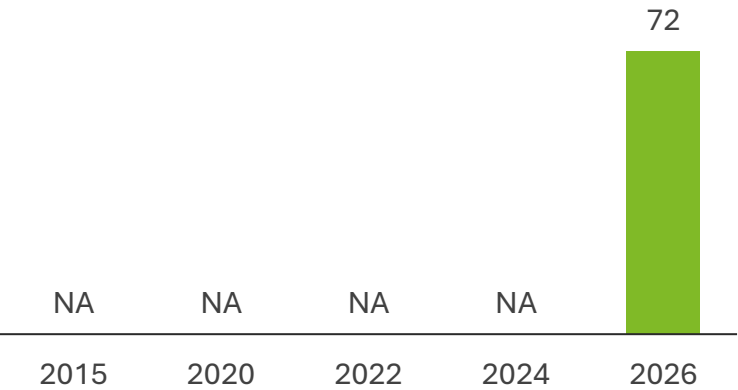
Performance ratings

% of respondents



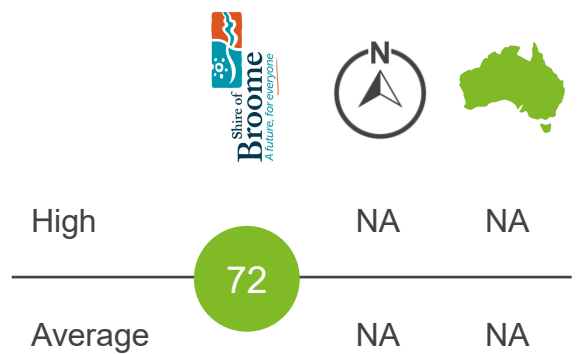
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

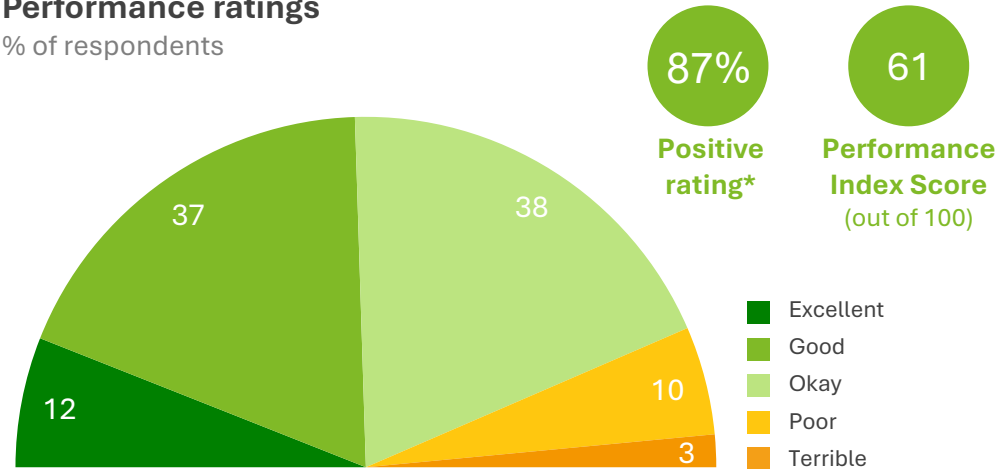
Gender		Life stage		Diversity		Location	
Male	71	Younger adult, no child at home	70	Disability	70	Bilingurr	74
Female	74	Have a baby/toddler (0-4)	74	First Nations	69	Broome	73
Respondent age		Have primary schooler (5-11)	75	Mainly speak LOTE	70	Broome North	74
18-34 years [#]	69	Have high schooler (12-17)	74	LGBTQI+	68	Cable Beach	72
35-49 years	74	Have adult dependent at home (18+)	72	Home ownership		Djugun	72
50-64 years	73	Older adult, no child at home	74	Homeowner	73	Other areas	71
65+ years	74			Renting / other	72		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1009). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Volunteer support services

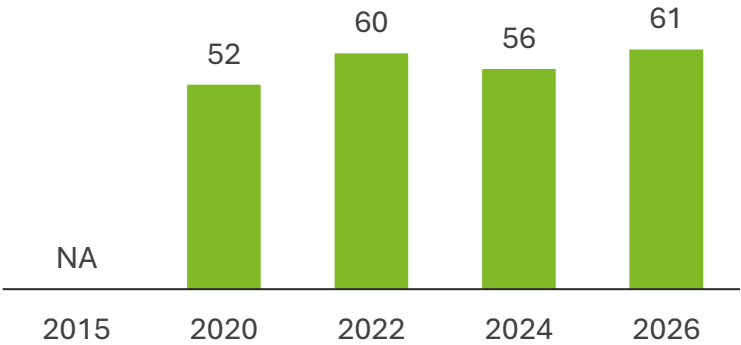
Performance ratings

% of respondents



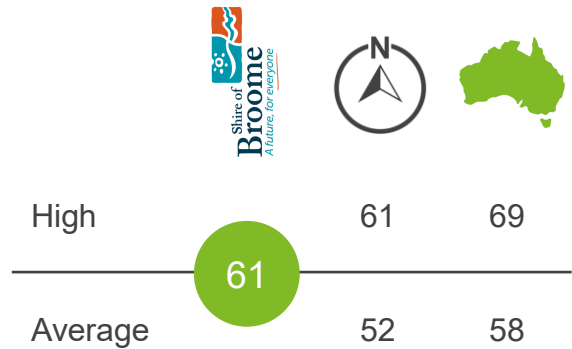
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	62	Younger adult, no child at home	63	Disability	61	Bilingurr	58
Female	61	Have a baby/toddler (0-4)	65	First Nations	58	Broome	63
Respondent age		Have primary schooler (5-11)	61	Mainly speak LOTE	66	Broome North	60
18-34 years [#]	63	Have high schooler (12-17)	59	LGBTQI+	55	Cable Beach	60
35-49 years	61	Have adult dependent at home (18+)	59	Home ownership		Djugun	62
50-64 years	59	Older adult, no child at home	61	Homeowner	61	Other areas	65
65+ years	64			Renting / other	62		

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 827). [#] Includes a small number of 14-17 year olds

* Positive Rating = excellent, good + okay



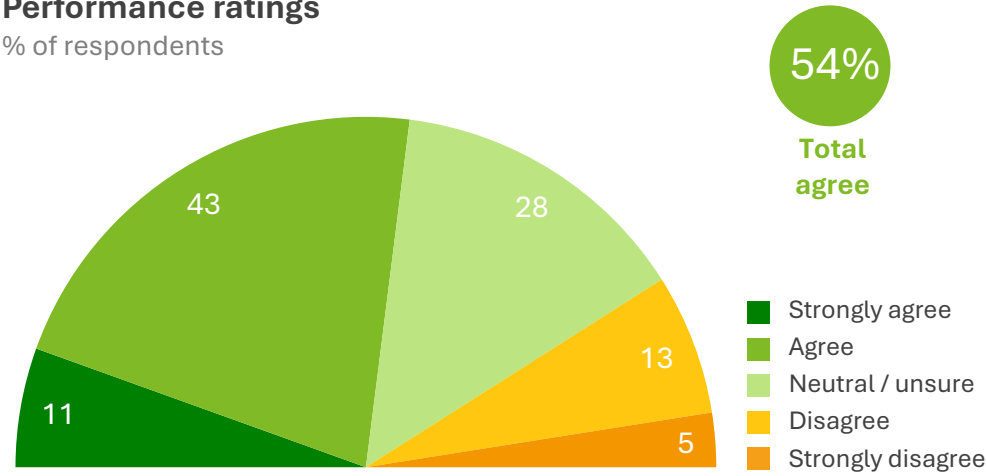
Outcome 4

**An inclusive community that
celebrates culture, equality and
diversity**

I feel like I belong in my local community

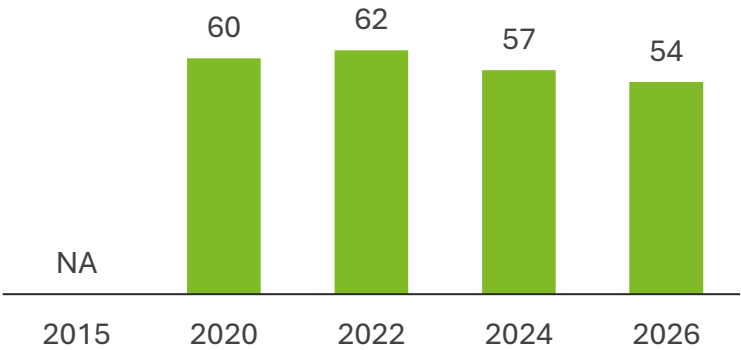
Performance ratings

% of respondents



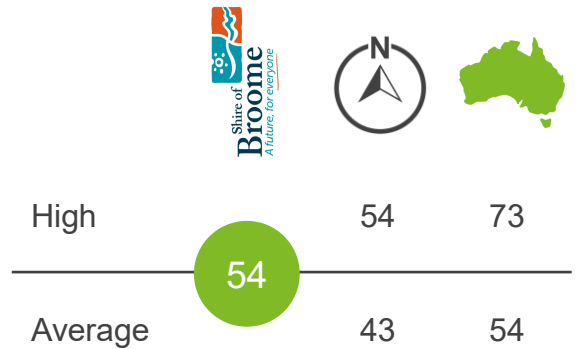
Trend analysis

% agree



MARKYT Industry Standards

% agree



Demographic variances

% agree

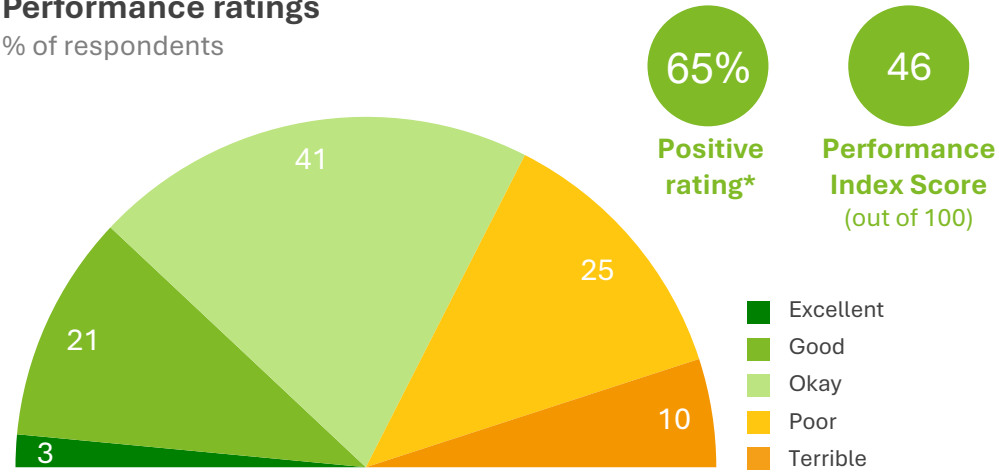
Gender		Life stage		Diversity		Location	
Male	52	Younger adult, no child at home	49	Disability	47	Bilingurr	54
Female	56	Have a baby/toddler (0-4)	50	First Nations	54	Broome	57
Respondent age		Have primary schooler (5-11)	59	Mainly speak LOTE	55	Broome North	62
18-34 years [#]	49	Have high schooler (12-17)	50	LGBTQI+	49	Cable Beach	53
35-49 years	56	Have adult dependent at home (18+)	51	Home ownership		Djugun	49
50-64 years	52	Older adult, no child at home	56	Homeowner	53	Other areas	51
65+ years	65			Renting / other	55		

How strongly do you agree or disagree with these statements?
Base: All respondents, excludes 'no response' (n = 1152). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Youth services and facilities

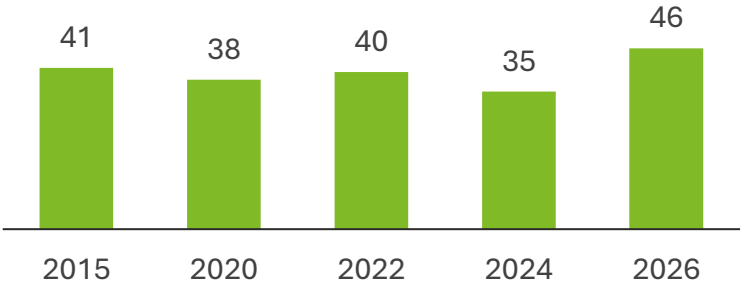
Performance ratings

% of respondents



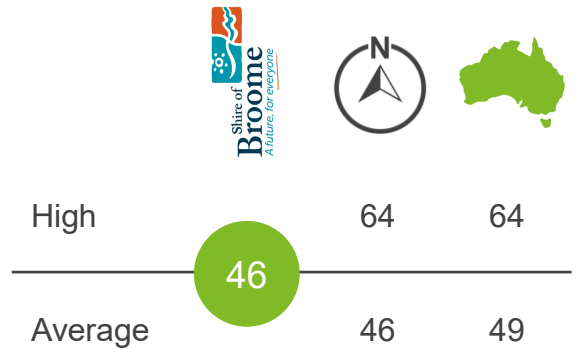
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

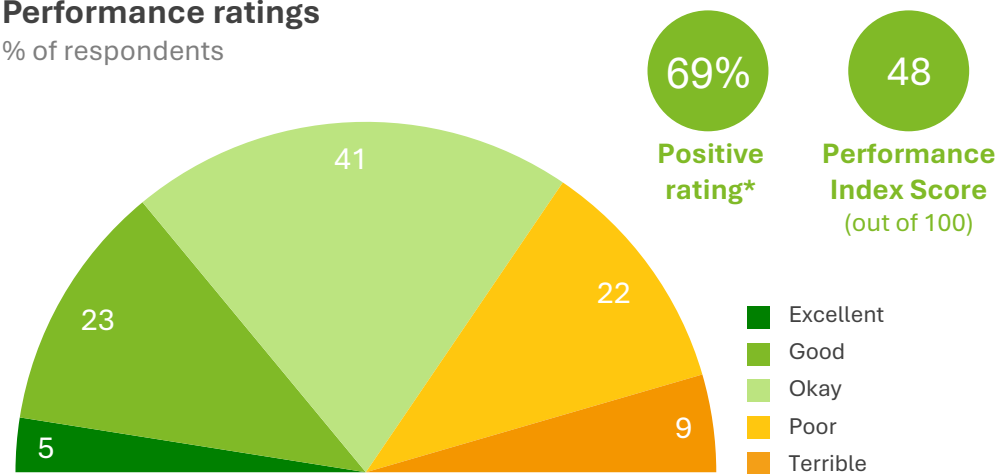
Gender		Life stage		Diversity		Location	
Male	48	Younger adult, no child at home	48	Disability	39	Bilingurr	42
Female	44	Have a baby/toddler (0-4)	42	First Nations	47	Broome	49
Respondent age		Have primary schooler (5-11)	43	Mainly speak LOTE	41	Broome North	52
18-34 years [#]	45	Have high schooler (12-17)	44	LGBTQI+	42	Cable Beach	45
35-49 years	45	Have adult dependent at home (18+)	42	Home ownership		Djugun	44
50-64 years	46	Older adult, no child at home	49	Homeowner	46	Other areas	43
65+ years	52			Renting / other	47		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 888). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Family and children’s services and facilities

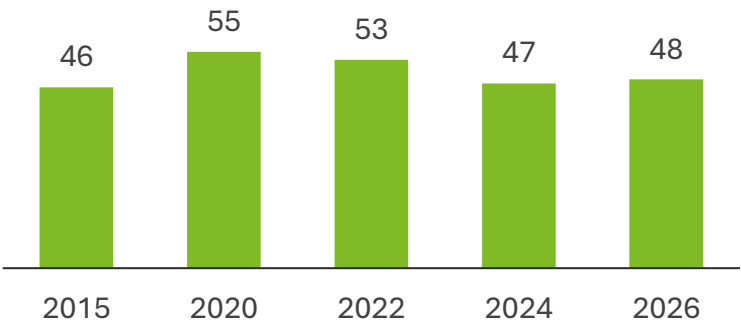
Performance ratings

% of respondents



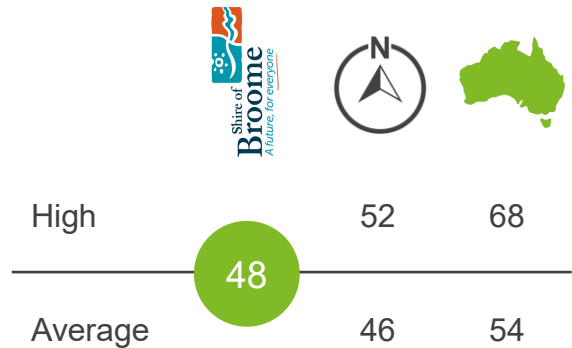
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender	
Male	51
Female	46
Respondent age	
18-34 years [#]	48
35-49 years	48
50-64 years	47
65+ years	53

Life stage	
Younger adult, no child at home	50
Have a baby/toddler (0-4)	44
Have primary schooler (5-11)	45
Have high schooler (12-17)	47
Have adult dependent at home (18+)	46
Older adult, no child at home	51

Diversity	
Disability	40
First Nations	46
Mainly speak LOTE	41
LGBTQI+	42
Home ownership	
Homeowner	48
Renting / other	50

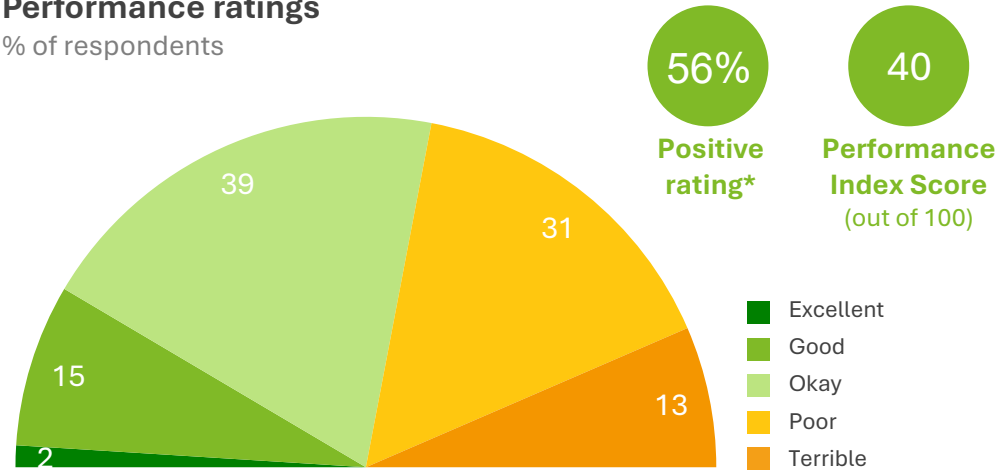
Location	
Bilingurr	45
Broome	50
Broome North	55
Cable Beach	47
Djugun	49
Other areas	44

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘unsure’ and ‘no response’ (n = 861). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Seniors' services and facilities

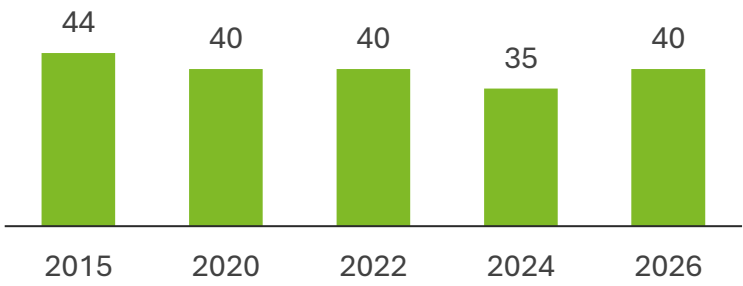
Performance ratings

% of respondents



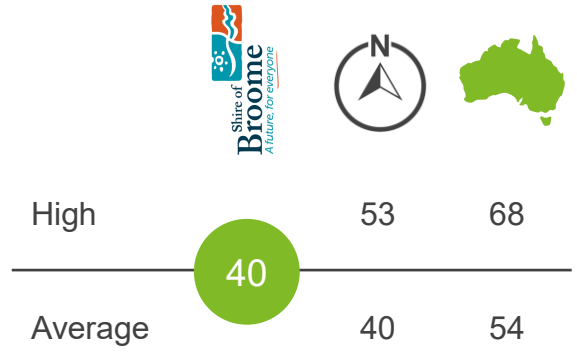
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

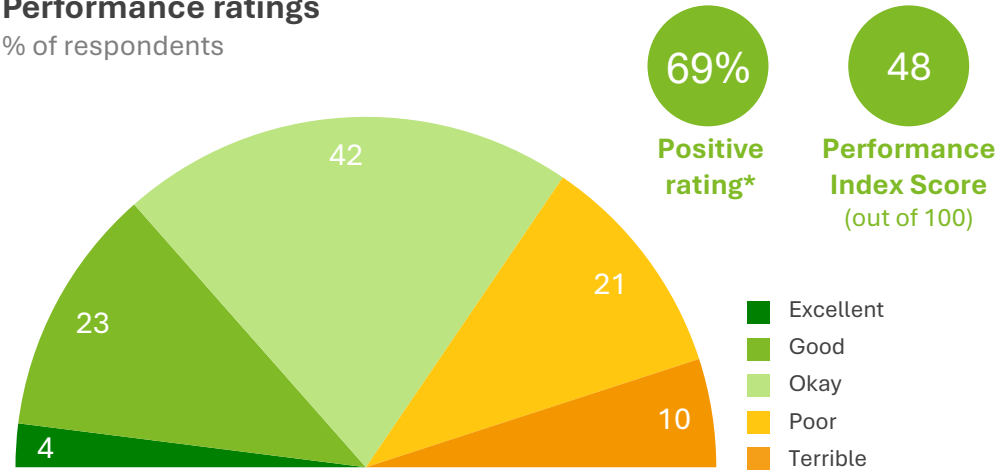
Gender		Life stage		Diversity		Location	
Male	44	Younger adult, no child at home	41	Disability	30	Bilingurr	40
Female	38	Have a baby/toddler (0-4)	44	First Nations	42	Broome	44
Respondent age		Have primary schooler (5-11)	39	Mainly speak LOTE	41	Broome North	46
18-34 years [#]	44	Have high schooler (12-17)	39	LGBTQI+	37	Cable Beach	39
35-49 years	39	Have adult dependent at home (18+)	40	Home ownership		Djugun	37
50-64 years	36	Older adult, no child at home	38	Homeowner	39	Other areas	40
65+ years	43			Renting / other	44		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 727). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Universal access and inclusion (disability, neurodiversity, gender diversity etc.)

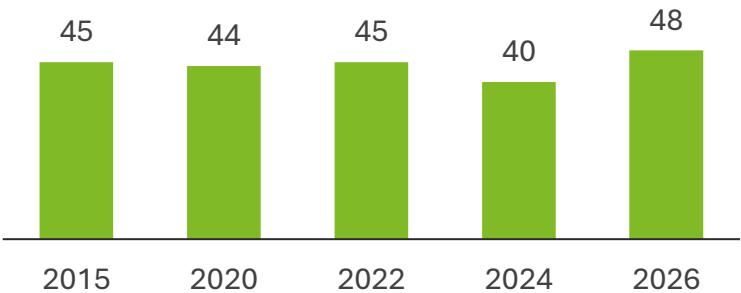
Performance ratings

% of respondents



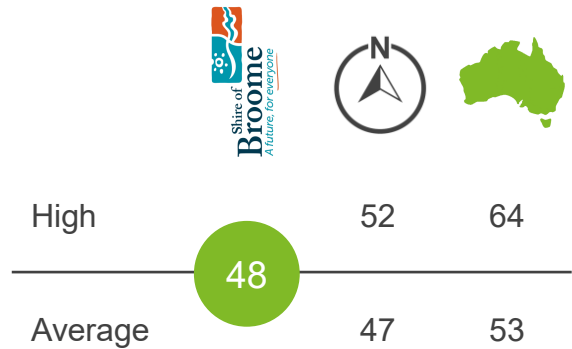
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

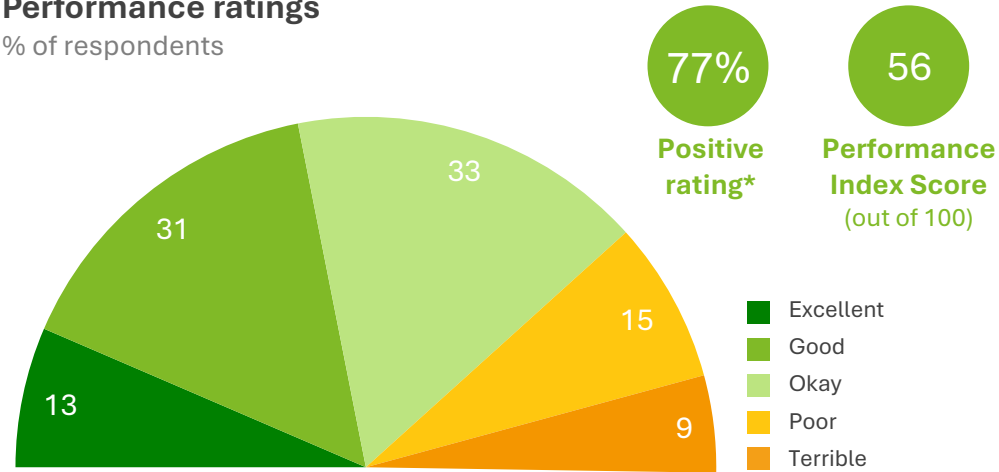
Gender		Life stage		Diversity		Location	
Male	51	Younger adult, no child at home	45	Disability	37	Bilingurr	49
Female	46	Have a baby/toddler (0-4)	45	First Nations	40	Broome	49
Respondent age		Have primary schooler (5-11)	46	Mainly speak LOTE	53	Broome North	49
18-34 years [#]	45	Have high schooler (12-17)	49	LGBTQI+	33	Cable Beach	46
35-49 years	47	Have adult dependent at home (18+)	47	Home ownership		Djugun	49
50-64 years	50	Older adult, no child at home	52	Homeowner	50	Other areas	46
65+ years	54			Renting / other	44		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 897). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Reconciliation action (recognition & respect for First Nations peoples, cultures & heritage)

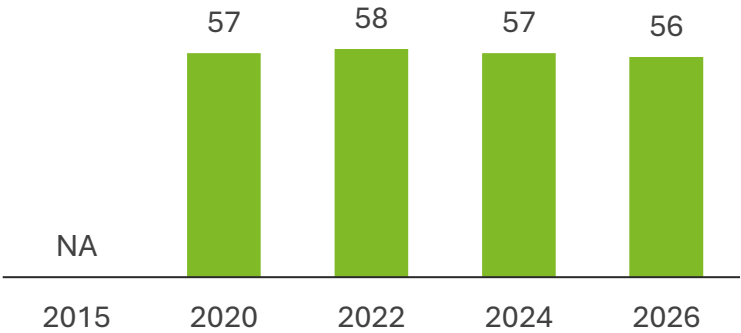
Performance ratings

% of respondents



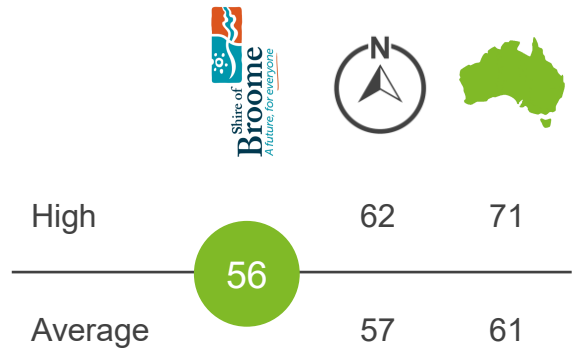
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

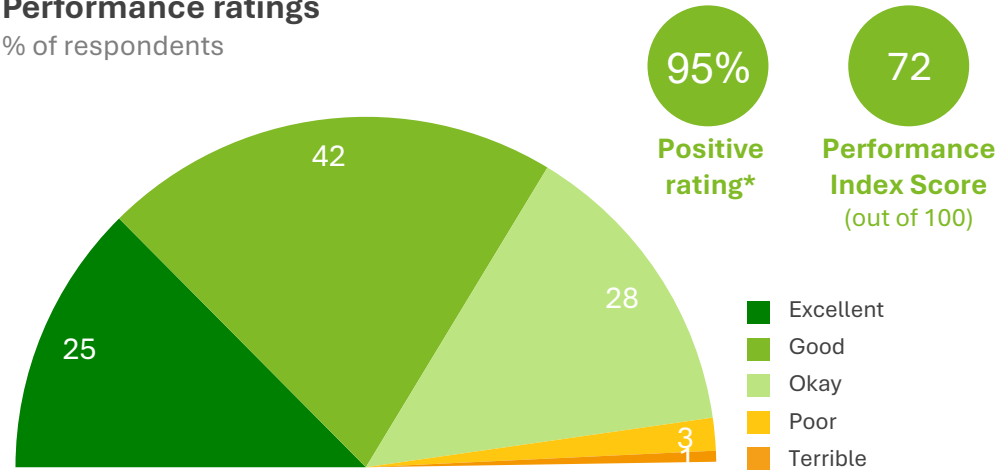
Gender		Life stage		Diversity		Location	
Male	59	Younger adult, no child at home	53	Disability	52	Bilingurr	58
Female	53	Have a baby/toddler (0-4)	55	First Nations	48	Broome	56
Respondent age		Have primary schooler (5-11)	57	Mainly speak LOTE	59	Broome North	64
18-34 years [#]	54	Have high schooler (12-17)	60	LGBTQI+	44	Cable Beach	53
35-49 years	56	Have adult dependent at home (18+)	52	Home ownership		Djugun	59
50-64 years	57	Older adult, no child at home	58	Homeowner	57	Other areas	53
65+ years	57			Renting / other	54		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 864). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Library services

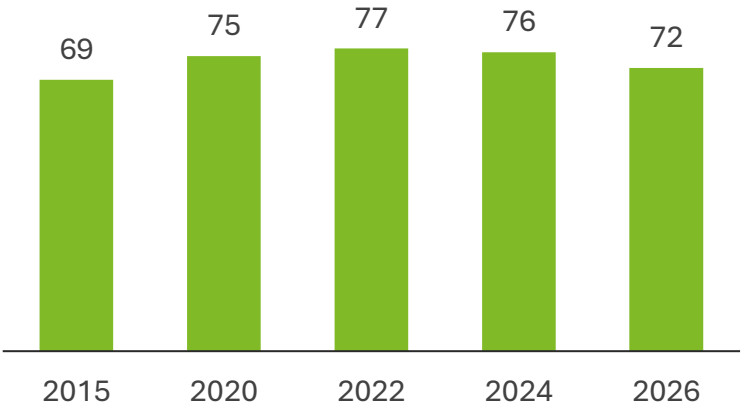
Performance ratings

% of respondents



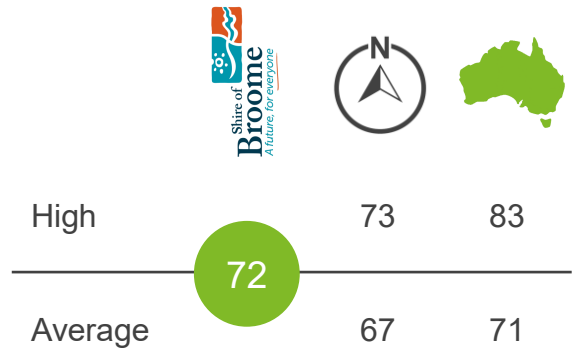
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

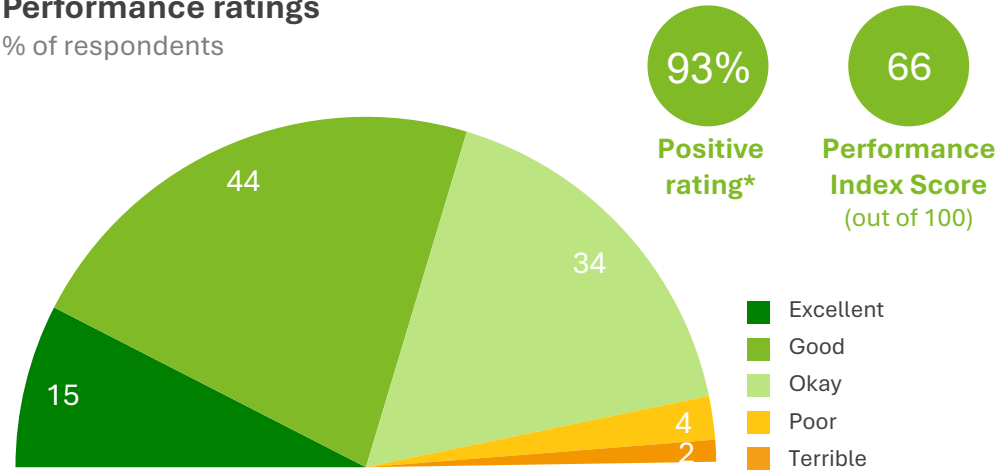
Gender		Life stage		Diversity		Location	
Male	70	Younger adult, no child at home	68	Disability	71	Bilingurr	72
Female	73	Have a baby/toddler (0-4)	70	First Nations	67	Broome	72
Respondent age		Have primary schooler (5-11)	72	Mainly speak LOTE	72	Broome North	79
18-34 years [#]	67	Have high schooler (12-17)	72	LGBTQI+	69	Cable Beach	71
35-49 years	73	Have adult dependent at home (18+)	72	Home ownership		Djugun	71
50-64 years	73	Older adult, no child at home	76	Homeowner	73	Other areas	74
65+ years	78			Renting / other	69		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 996). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Broome Community Civic Centre

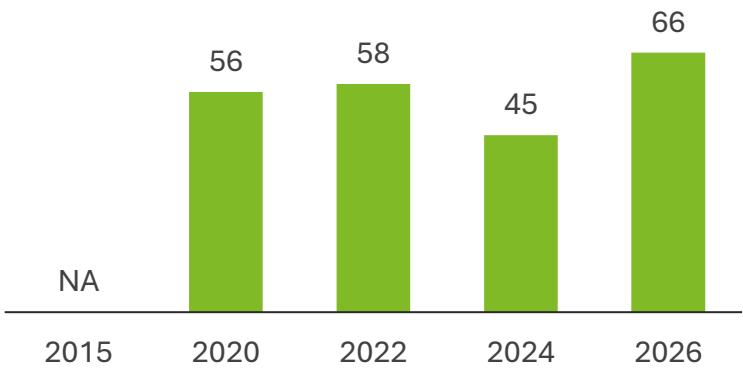
Performance ratings

% of respondents



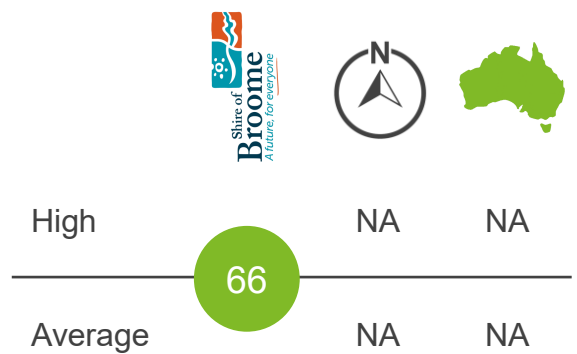
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

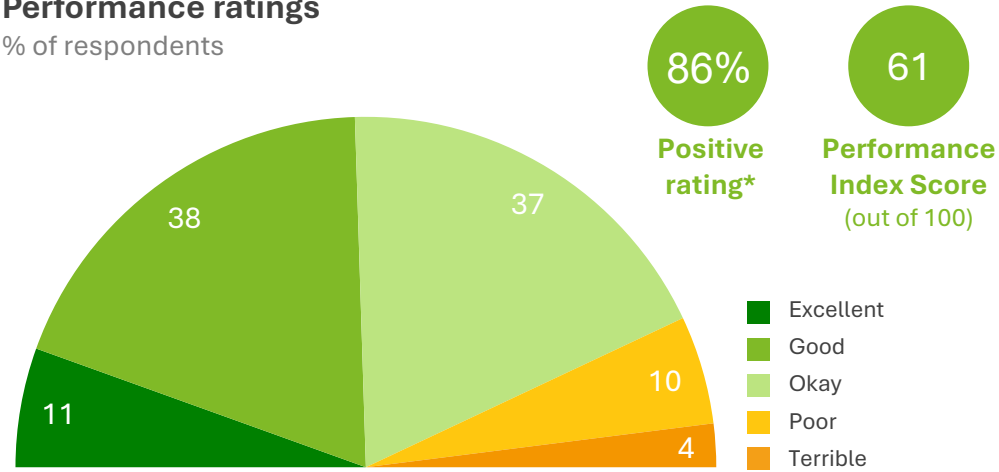
Gender		Life stage		Diversity		Location	
Male	66	Younger adult, no child at home	66	Disability	66	Bilingurr	61
Female	67	Have a baby/toddler (0-4)	63	First Nations	63	Broome	67
Respondent age		Have primary schooler (5-11)	67	Mainly speak LOTE	67	Broome North	71
18-34 years [#]	64	Have high schooler (12-17)	65	LGBTQI+	61	Cable Beach	66
35-49 years	67	Have adult dependent at home (18+)	66	Home ownership		Djugun	68
50-64 years	67	Older adult, no child at home	69	Homeowner	68	Other areas	65
65+ years	70			Renting / other	63		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 995). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Art, culture and creative activities

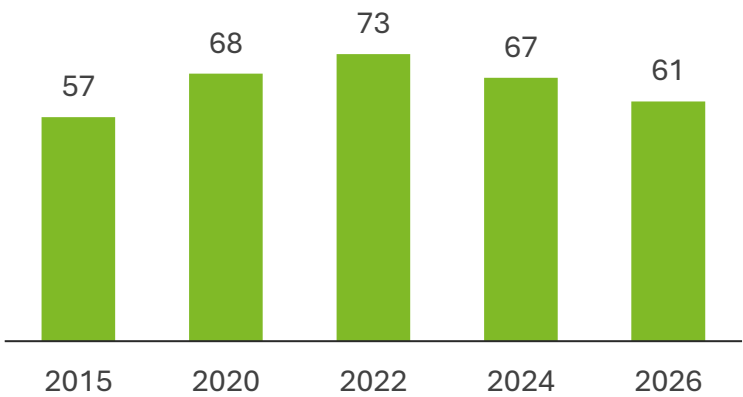
Performance ratings

% of respondents



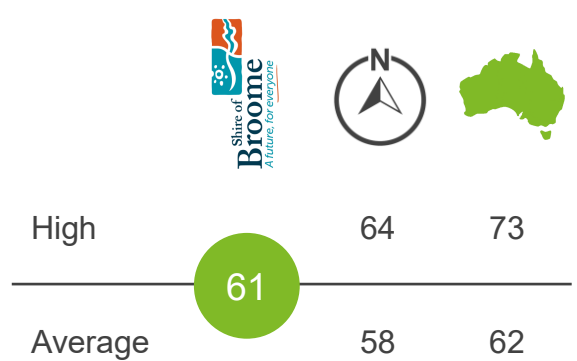
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	60	Younger adult, no child at home	60	Disability	57	Bilingurr	55
Female	61	Have a baby/toddler (0-4)	57	First Nations	54	Broome	63
Respondent age		Have primary schooler (5-11)	59	Mainly speak LOTE	60	Broome North	63
18-34 years [#]	57	Have high schooler (12-17)	59	LGBTQI+	54	Cable Beach	61
35-49 years	61	Have adult dependent at home (18+)	60	Home ownership		Djugun	61
50-64 years	62	Older adult, no child at home	65	Homeowner	62	Other areas	59
65+ years	66			Renting / other	59		

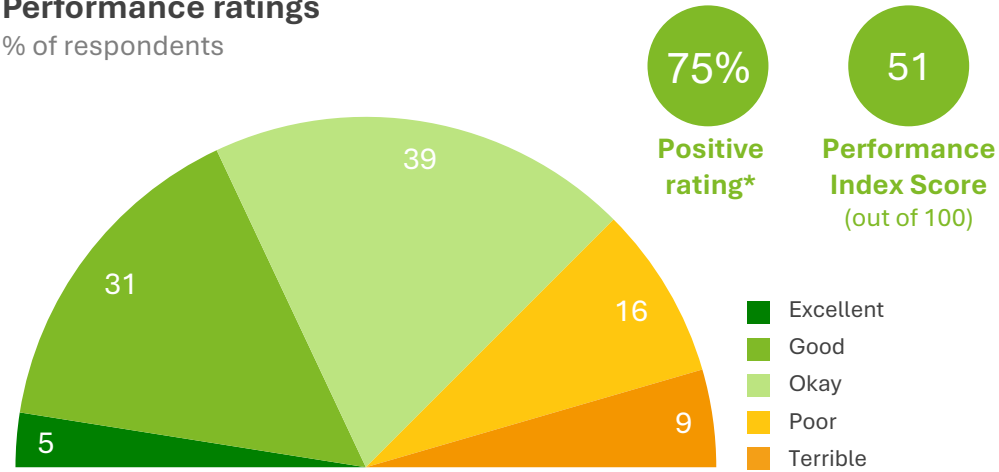
Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 995). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Heritage services

(preserving and promoting heritage sites, artefacts and local history)

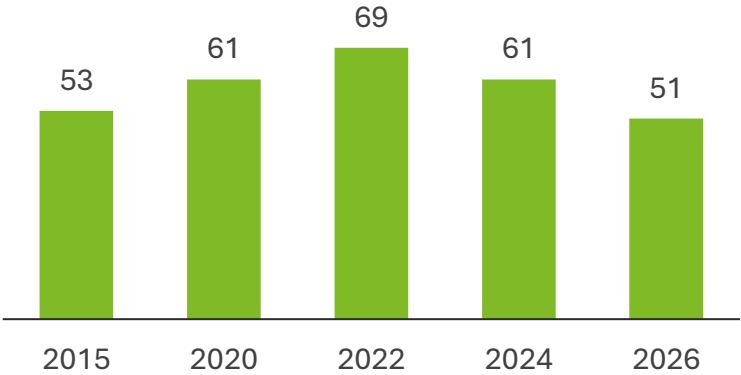
Performance ratings

% of respondents



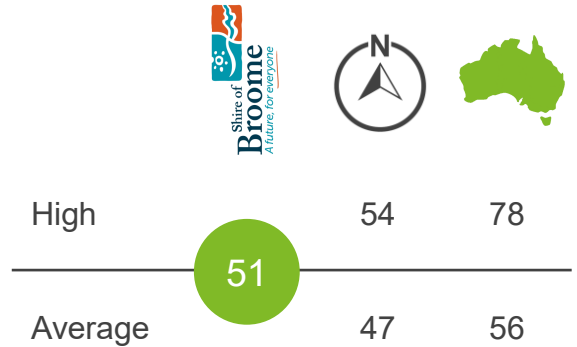
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	53	Younger adult, no child at home	48	Disability	47	Bilingurr	53
Female	50	Have a baby/toddler (0-4)	55	First Nations	47	Broome	49
Respondent age		Have primary schooler (5-11)	54	Mainly speak LOTE	50	Broome North	56
18-34 years [#]	51	Have high schooler (12-17)	51	LGBTQI+	48	Cable Beach	52
35-49 years	53	Have adult dependent at home (18+)	48	Home ownership		Djugun	51
50-64 years	50	Older adult, no child at home	52	Homeowner	52	Other areas	50
65+ years	53			Renting / other	50		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 970). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay



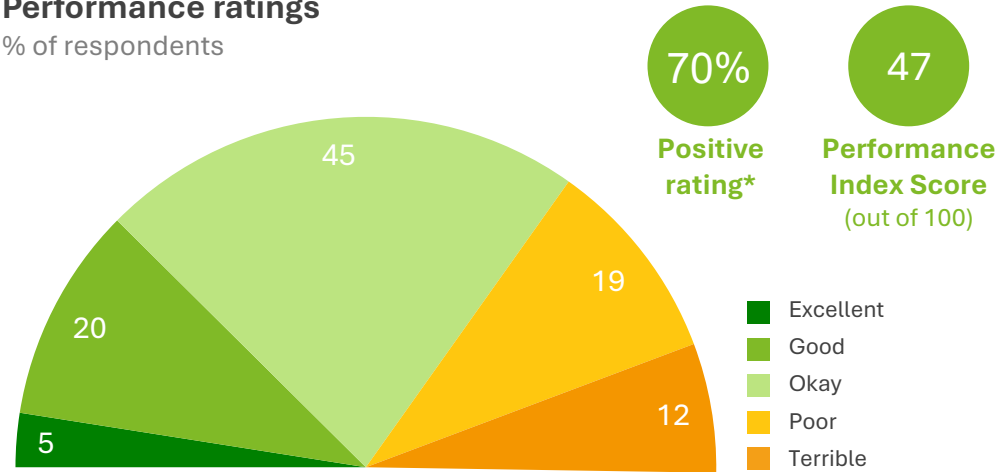
Outcome 5

Responsible management of natural resources

Environmental management and conservation

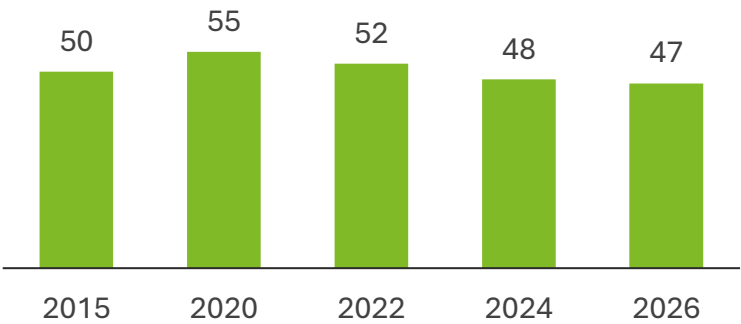
Performance ratings

% of respondents



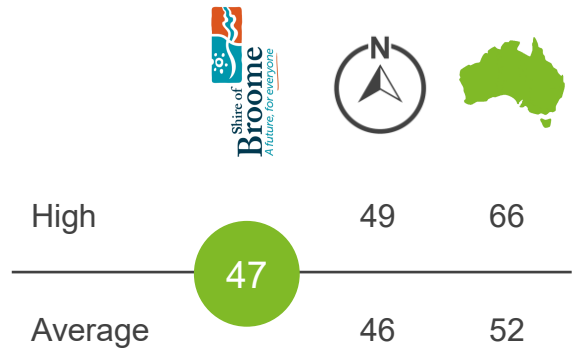
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

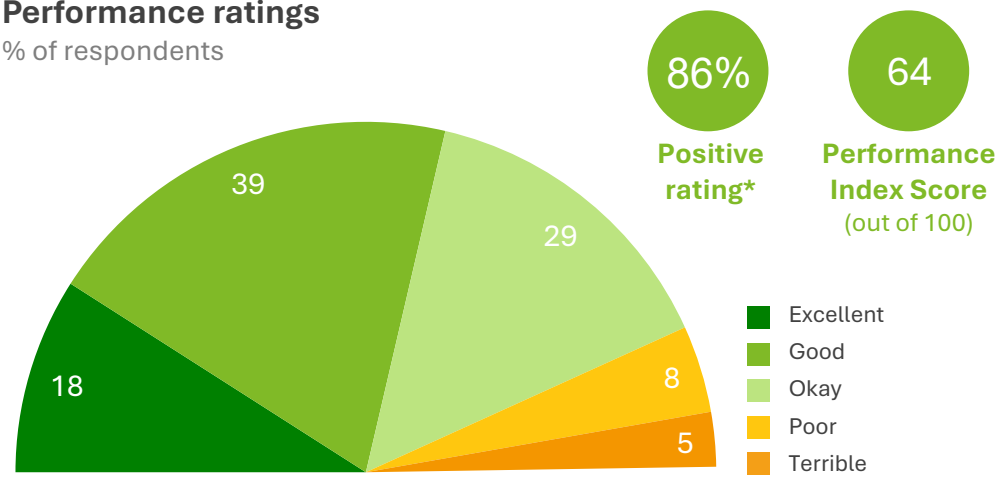
Performance Index Score

Gender		Life stage		Diversity		Location	
Male	50	Younger adult, no child at home	45	Disability	41	Bilingurr	44
Female	44	Have a baby/toddler (0-4)	48	First Nations	45	Broome	47
Respondent age		Have primary schooler (5-11)	48	Mainly speak LOTE	58	Broome North	53
18-34 years [#]	46	Have high schooler (12-17)	50	LGBTQI+	37	Cable Beach	48
35-49 years	48	Have adult dependent at home (18+)	45	Home ownership		Djugun	45
50-64 years	45	Older adult, no child at home	48	Homeowner	46	Other areas	39
65+ years	47			Renting / other	48		

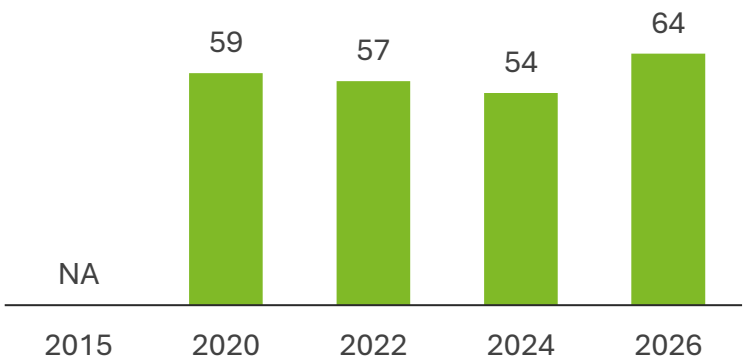
Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 968). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Beaches and foreshores

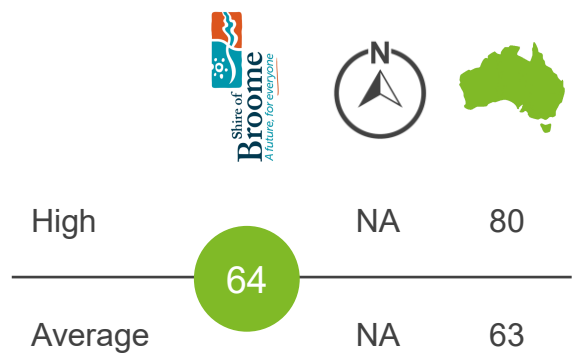
Performance ratings
% of respondents



Trend analysis
Performance index score



MARKYT Industry Standards
Performance index score



Demographic variances
Performance Index Score

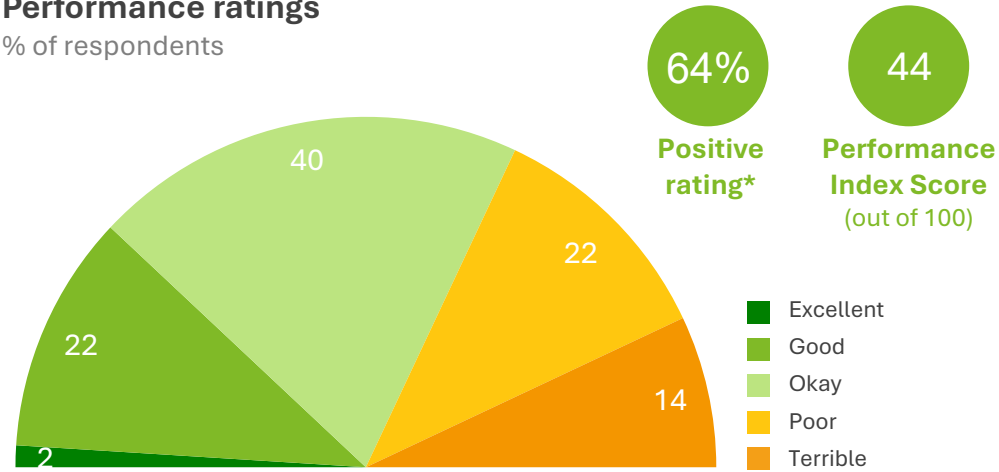
Gender		Life stage		Diversity		Location	
Male	64	Younger adult, no child at home	68	Disability	60	Bilingurr	62
Female	64	Have a baby/toddler (0-4)	65	First Nations	63	Broome	63
Respondent age		Have primary schooler (5-11)	67	Mainly speak LOTE	66	Broome North	76
18-34 years [#]	66	Have high schooler (12-17)	61	LGBTQI+	65	Cable Beach	63
35-49 years	64	Have adult dependent at home (18+)	59	Home ownership		Djugun	65
50-64 years	63	Older adult, no child at home	62	Homeowner	63	Other areas	64
65+ years	60			Renting / other	67		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1141). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Environmental health services (noise, pests, pollution, food inspections etc)

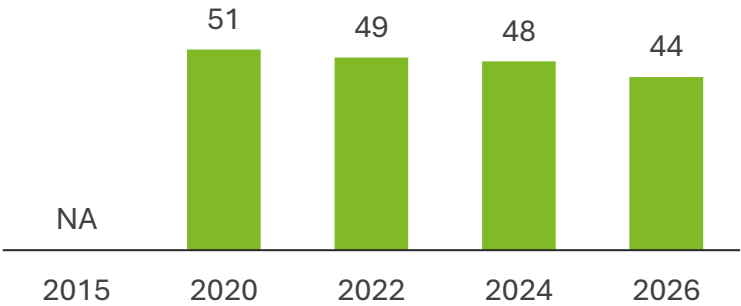
Performance ratings

% of respondents



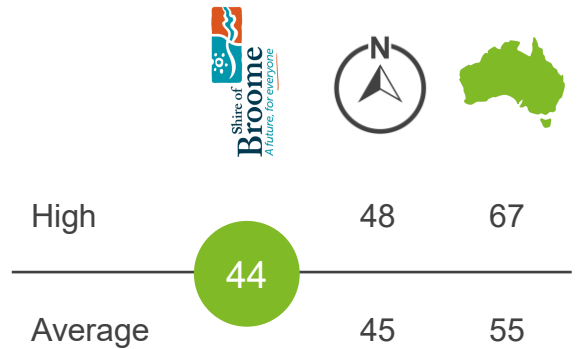
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	44	Younger adult, no child at home	42	Disability	38	Bilingurr	42
Female	44	Have a baby/toddler (0-4)	47	First Nations	41	Broome	41
Respondent age		Have primary schooler (5-11)	47	Mainly speak LOTE	44	Broome North	52
18-34 years [#]	42	Have high schooler (12-17)	43	LGBTQI+	36	Cable Beach	46
35-49 years	46	Have adult dependent at home (18+)	42	Home ownership		Djugun	43
50-64 years	42	Older adult, no child at home	44	Homeowner	44	Other areas	40
65+ years	47			Renting / other	44		

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

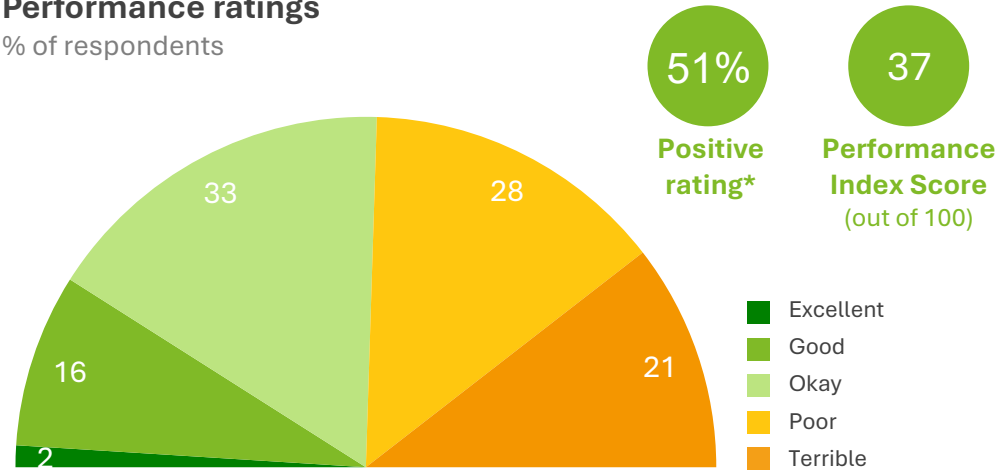
Base: All respondents, excludes 'unsure' and 'no response' (n = 950). [#] Includes a small number of 14-17 year olds

* Positive Rating = excellent, good + okay

Mosquito control

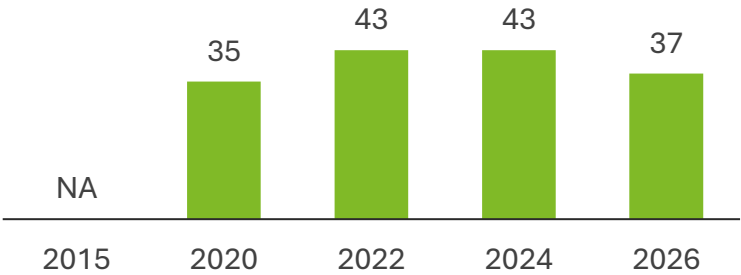
Performance ratings

% of respondents



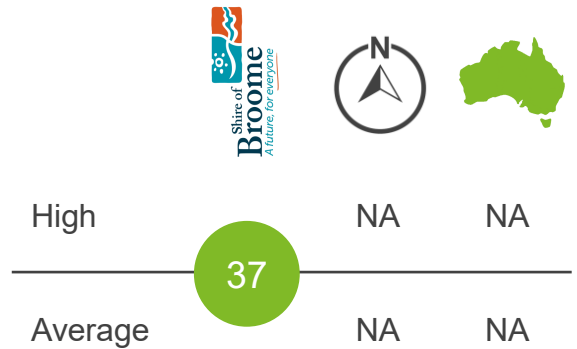
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	38	Younger adult, no child at home	36	Disability	32	Bilingurr	30
Female	37	Have a baby/toddler (0-4)	36	First Nations	35	Broome	38
Respondent age		Have primary schooler (5-11)	41	Mainly speak LOTE	36	Broome North	38
18-34 years [#]	33	Have high schooler (12-17)	38	LGBTQI+	36	Cable Beach	42
35-49 years	40	Have adult dependent at home (18+)	35	Home ownership		Djugun	33
50-64 years	38	Older adult, no child at home	39	Homeowner	38	Other areas	39
65+ years	43			Renting / other	36		

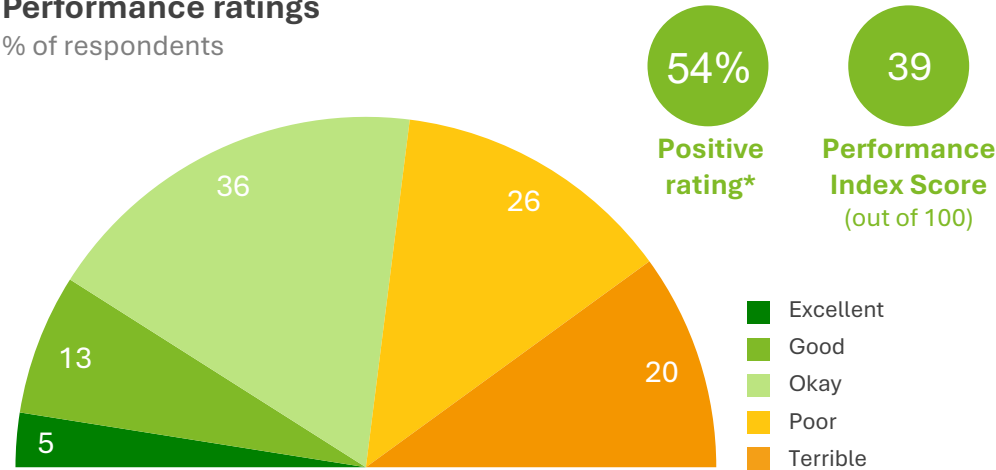
Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1013). # Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Climate action

(promoting sustainable practices to combat climate change and its impacts)

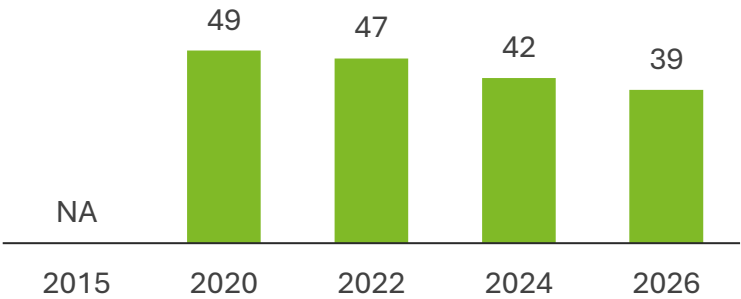
Performance ratings

% of respondents



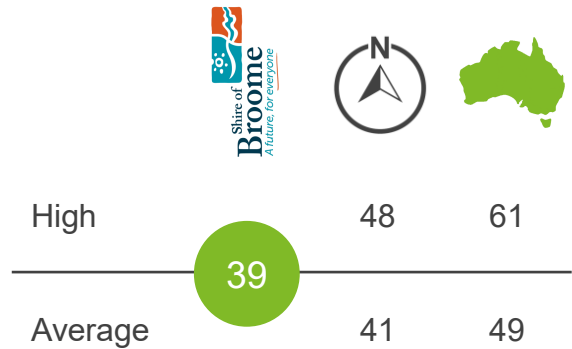
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender

Male	43
Female	35

Respondent age

18-34 years [#]	36
35-49 years	38
50-64 years	42
65+ years	43

Life stage

Younger adult, no child at home	34
Have a baby/toddler (0-4)	40
Have primary schooler (5-11)	38
Have high schooler (12-17)	43
Have adult dependent at home (18+)	40
Older adult, no child at home	44

Diversity

Disability	35
First Nations	35
Mainly speak LOTE	47
LGBTQI+	25

Home ownership

Homeowner	40
Renting / other	35

Location

Bilingurr	39
Broome	39
Broome North	42
Cable Beach	39
Djugun	39
Other areas	32

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

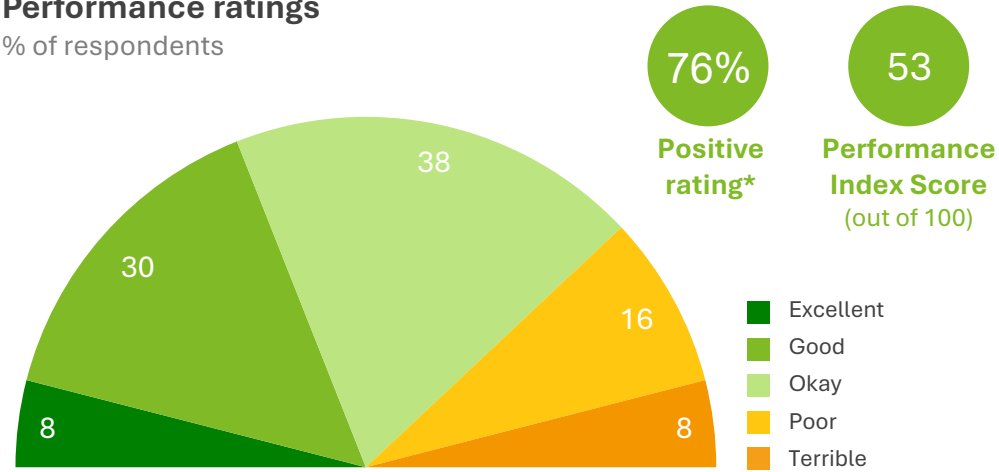
Base: All respondents, excludes 'unsure' and 'no response' (n = 851). [#] Includes a small number of 14-17 year olds

* Positive Rating = excellent, good + okay

Waste management

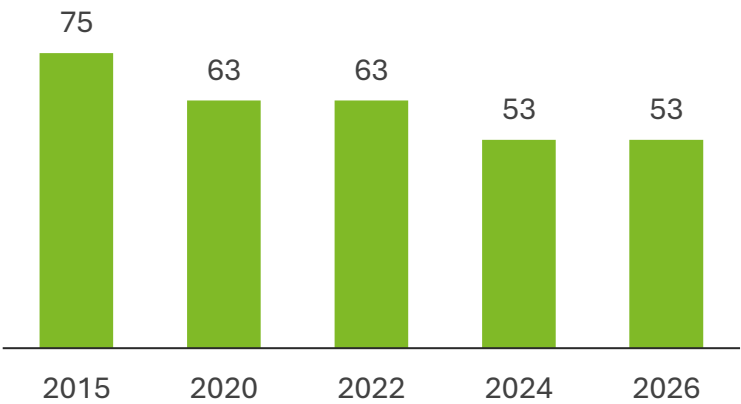
Performance ratings

% of respondents



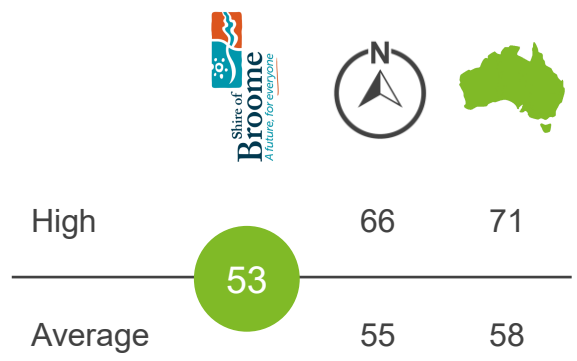
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

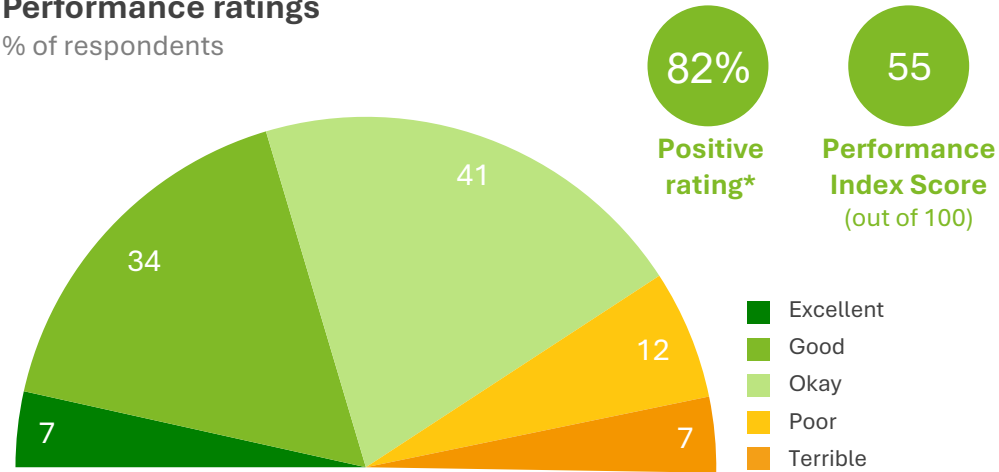
Gender		Life stage		Diversity		Location	
Male	55	Younger adult, no child at home	51	Disability	53	Bilingurr	48
Female	52	Have a baby/toddler (0-4)	51	First Nations	51	Broome	55
Respondent age		Have primary schooler (5-11)	54	Mainly speak LOTE	53	Broome North	63
18-34 years [#]	51	Have high schooler (12-17)	56	LGBTQI+	51	Cable Beach	55
35-49 years	54	Have adult dependent at home (18+)	53	Home ownership		Djugun	50
50-64 years	54	Older adult, no child at home	56	Homeowner	54	Other areas	43
65+ years	58			Renting / other	53		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1101). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Emergency management (natural disaster education, prevention, and recovery)

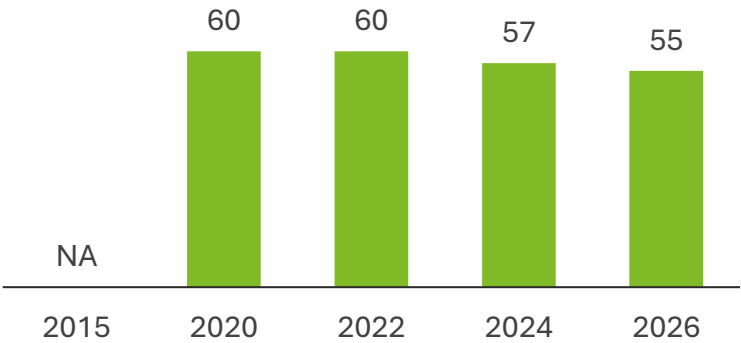
Performance ratings

% of respondents



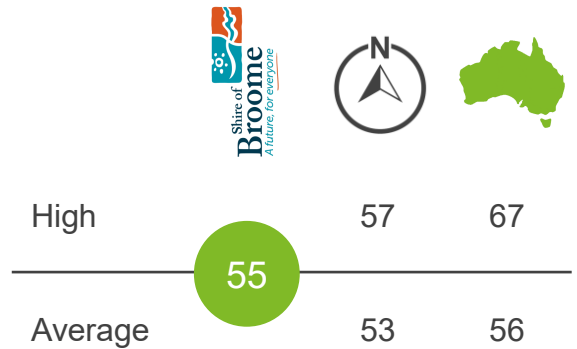
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender

Male	57
Female	54

Respondent age

18-34 years [#]	56
35-49 years	55
50-64 years	55
65+ years	57

Life stage

Younger adult, no child at home	55
Have a baby/toddler (0-4)	60
Have primary schooler (5-11)	56
Have high schooler (12-17)	55
Have adult dependent at home (18+)	52
Older adult, no child at home	57

Diversity

Disability	49
First Nations	52
Mainly speak LOTE	62
LGBTQI+	49

Home ownership

Homeowner	55
Renting / other	56

Location

Bilingurr	54
Broome	54
Broome North	62
Cable Beach	55
Djugun	57
Other areas	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 951). [#] Includes a small number of 14-17 year olds

* Positive Rating = excellent, good + okay



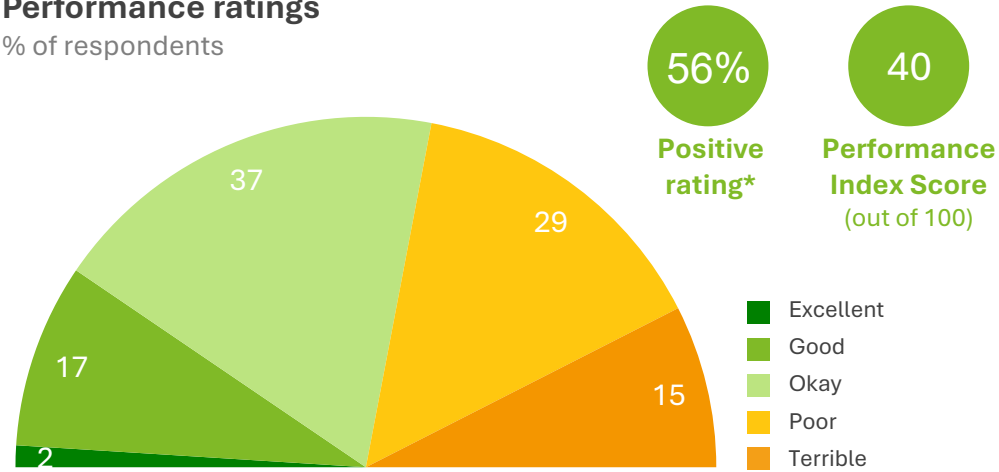
Outcome 6

**Responsible growth and
development with respect for
Broome's natural and built
heritage**

Planning services (responsible growth, land use, development approvals and building permits)

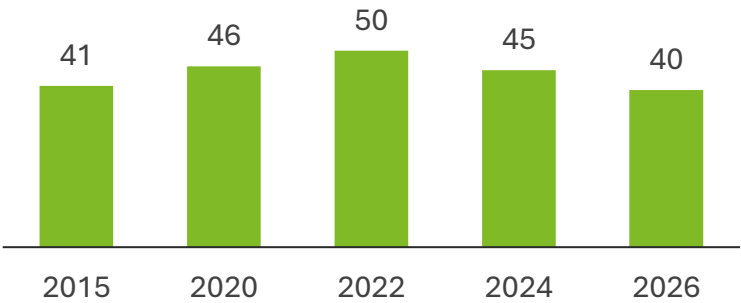
Performance ratings

% of respondents



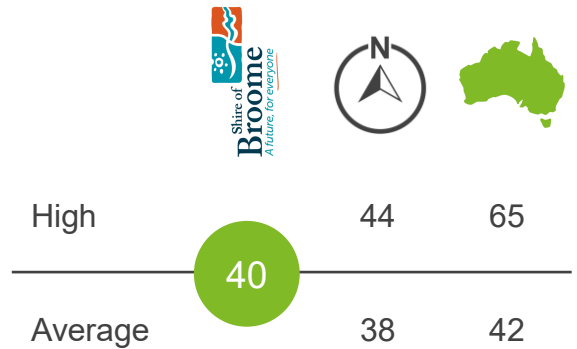
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

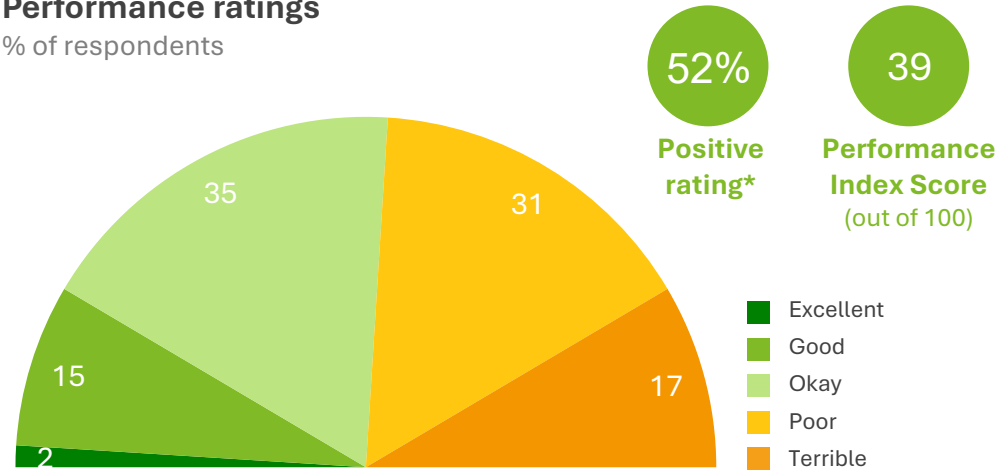
Gender		Life stage		Diversity		Location	
Male	41	Younger adult, no child at home	39	Disability	36	Bilingurr	38
Female	41	Have a baby/toddler (0-4)	42	First Nations	35	Broome	39
Respondent age		Have primary schooler (5-11)	42	Mainly speak LOTE	43	Broome North	49
18-34 years [#]	42	Have high schooler (12-17)	40	LGBTQI+	42	Cable Beach	41
35-49 years	38	Have adult dependent at home (18+)	39	Home ownership		Djugun	40
50-64 years	39	Older adult, no child at home	41	Homeowner	40	Other areas	42
65+ years	44			Renting / other	43		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 950). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Telecommunications and internet service

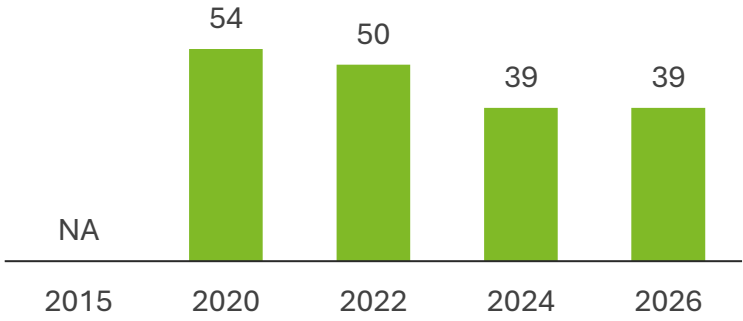
Performance ratings

% of respondents



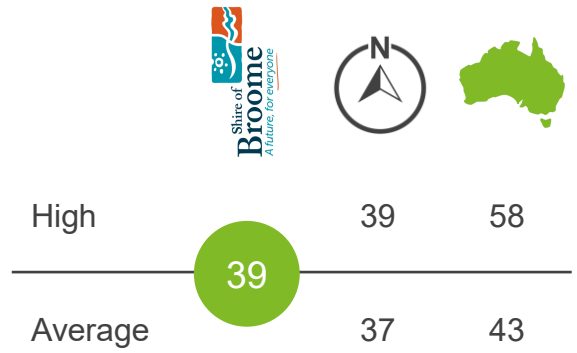
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender	
Male	40
Female	38
Respondent age	
18-34 years [#]	39
35-49 years	38
50-64 years	37
65+ years	44

Life stage	
Younger adult, no child at home	40
Have a baby/toddler (0-4)	39
Have primary schooler (5-11)	40
Have high schooler (12-17)	37
Have adult dependent at home (18+)	34
Older adult, no child at home	41

Diversity	
Disability	31
First Nations	37
Mainly speak LOTE	34
LGBTQI+	37
Home ownership	
Homeowner	38
Renting / other	42

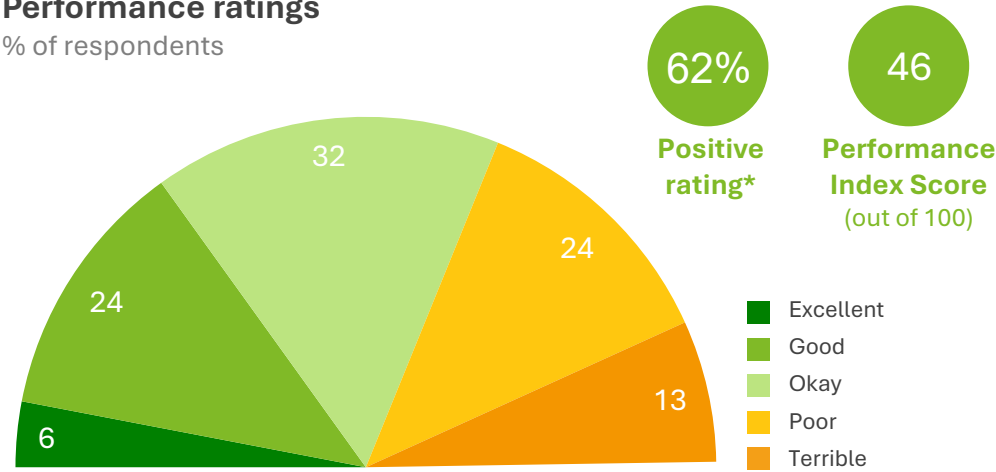
Location	
Bilingurr	36
Broome	40
Broome North	48
Cable Beach	41
Djugun	35
Other areas	33

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1036). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Streetscapes, trees and verges

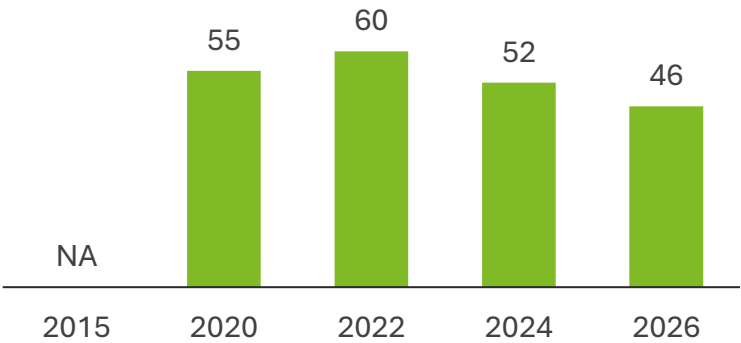
Performance ratings

% of respondents



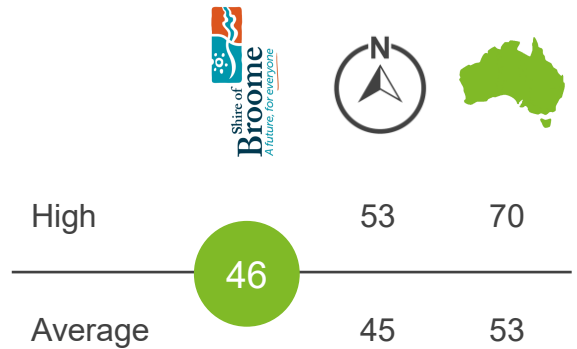
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

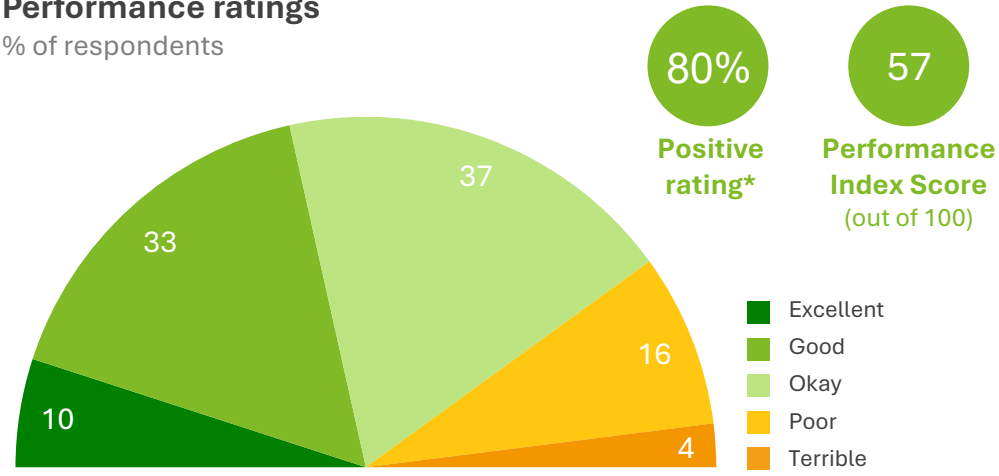
Gender		Life stage		Diversity		Location	
Male	49	Younger adult, no child at home	47	Disability	43	Bilingurr	52
Female	44	Have a baby/toddler (0-4)	47	First Nations	46	Broome	43
Respondent age		Have primary schooler (5-11)	44	Mainly speak LOTE	48	Broome North	52
18-34 years [#]	46	Have high schooler (12-17)	44	LGBTQI+	47	Cable Beach	46
35-49 years	47	Have adult dependent at home (18+)	43	Home ownership		Djugun	47
50-64 years	45	Older adult, no child at home	48	Homeowner	45	Other areas	53
65+ years	51			Renting / other	51		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1142). # Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Parks, playgrounds and reserves

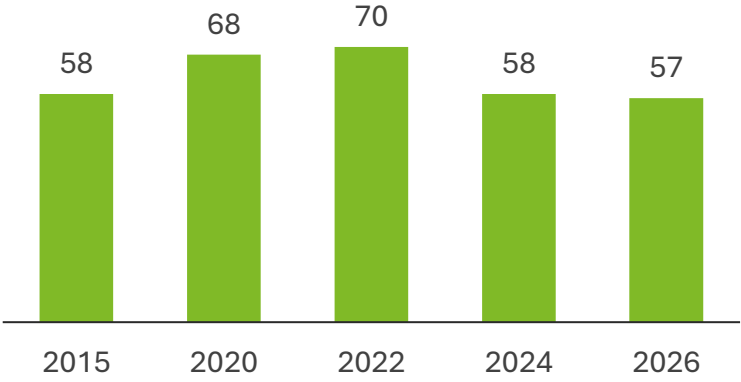
Performance ratings

% of respondents



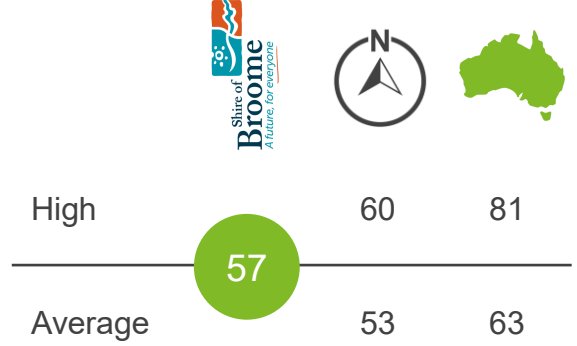
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender	
Male	59
Female	55
Respondent age	
18-34 years [#]	53
35-49 years	57
50-64 years	58
65+ years	64

Life stage	
Younger adult, no child at home	57
Have a baby/toddler (0-4)	52
Have primary schooler (5-11)	53
Have high schooler (12-17)	57
Have adult dependent at home (18+)	56
Older adult, no child at home	61

Diversity	
Disability	52
First Nations	53
Mainly speak LOTE	63
LGBTQI+	53
Home ownership	
Homeowner	57
Renting / other	57

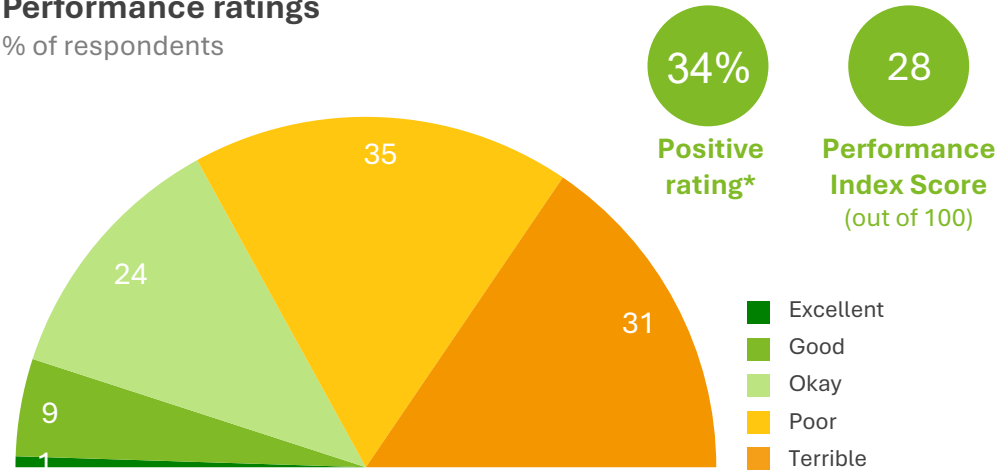
Location	
Bilingurr	59
Broome	56
Broome North	66
Cable Beach	57
Djugun	55
Other areas	61

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1139). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Public toilets

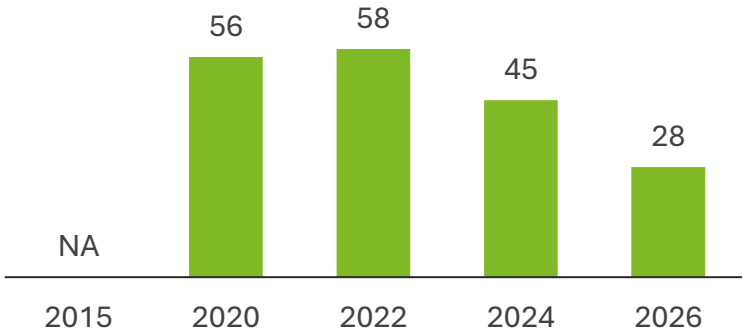
Performance ratings

% of respondents



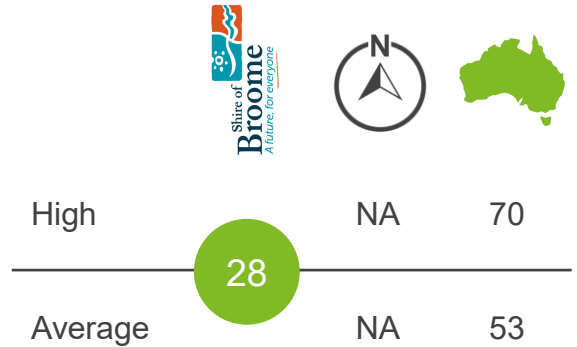
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	32	Younger adult, no child at home	30	Disability	25	Bilingurr	23
Female	25	Have a baby/toddler (0-4)	24	First Nations	26	Broome	29
Respondent age		Have primary schooler (5-11)	27	Mainly speak LOTE	33	Broome North	39
18-34 years [#]	24	Have high schooler (12-17)	28	LGBTQI+	33	Cable Beach	29
35-49 years	30	Have adult dependent at home (18+)	26	Home ownership		Djugun	25
50-64 years	28	Older adult, no child at home	32	Homeowner	28	Other areas	35
65+ years	36			Renting / other	29		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1060). # Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay



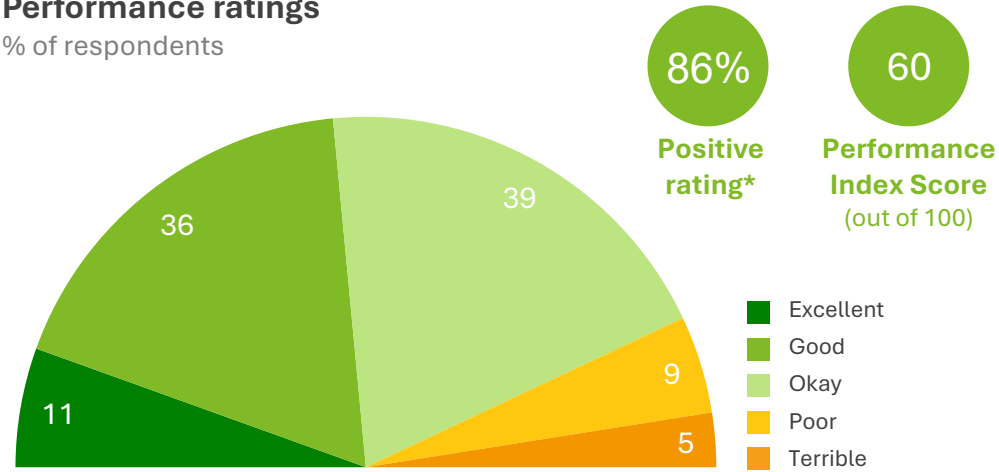
Outcome 7

**Safe, well connected,
affordable transport options**

Main roads (Great Northern Hwy, Broome-Cape Leveque Rd etc)

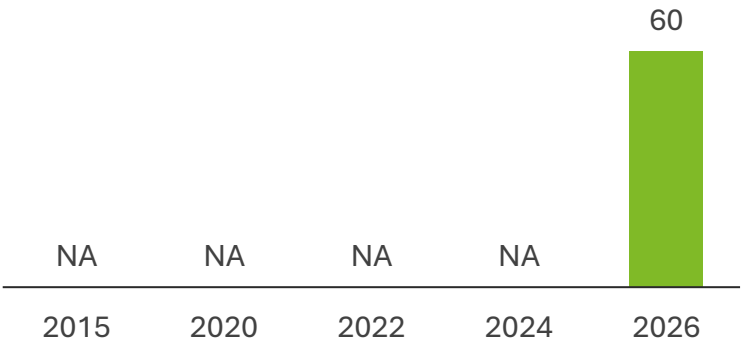
Performance ratings

% of respondents



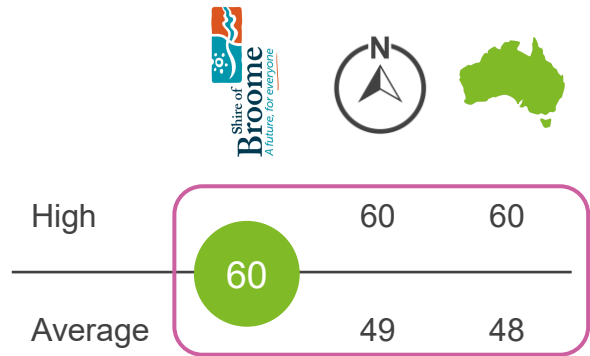
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

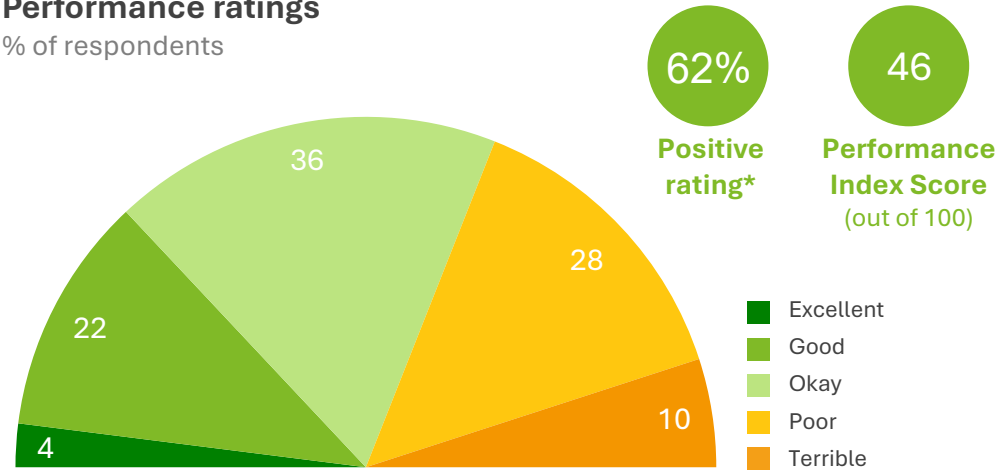
Gender		Life stage		Diversity		Location	
Male	62	Younger adult, no child at home	63	Disability	51	Bilingurr	59
Female	58	Have a baby/toddler (0-4)	58	First Nations	54	Broome	59
Respondent age		Have primary schooler (5-11)	59	Mainly speak LOTE	66	Broome North	67
18-34 years [#]	61	Have high schooler (12-17)	60	LGBTQI+	57	Cable Beach	62
35-49 years	59	Have adult dependent at home (18+)	54	Home ownership		Djugun	59
50-64 years	59	Older adult, no child at home	62	Homeowner	59	Other areas	52
65+ years	62			Renting / other	63		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1076). # Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Local roads

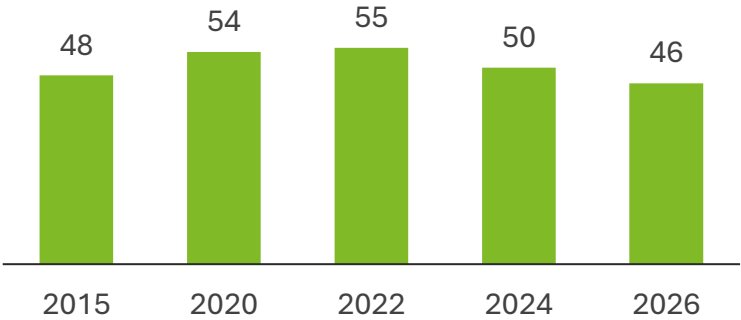
Performance ratings

% of respondents



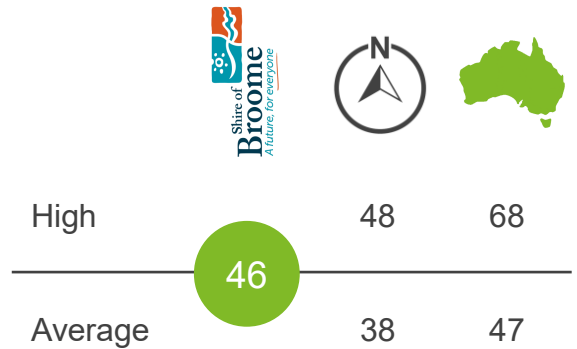
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

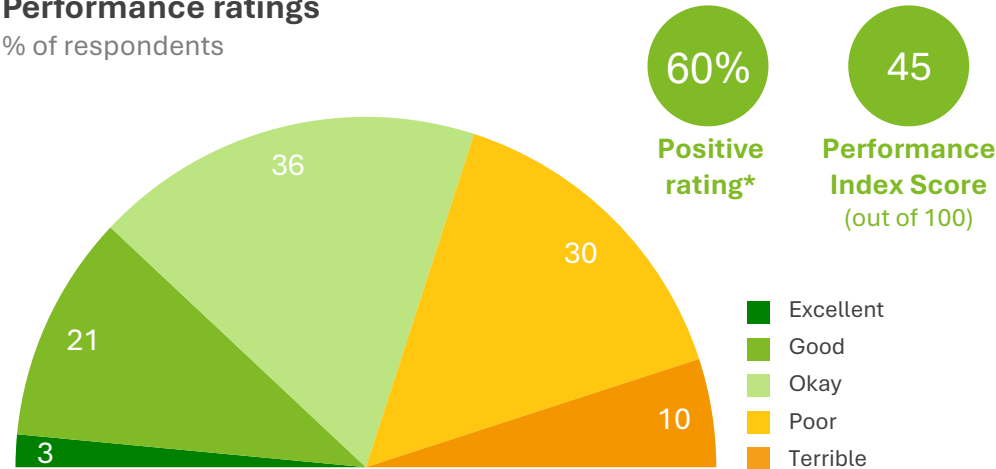
Gender		Life stage		Diversity		Location	
Male	48	Younger adult, no child at home	47	Disability	37	Bilingurr	48
Female	44	Have a baby/toddler (0-4)	43	First Nations	39	Broome	44
Respondent age		Have primary schooler (5-11)	43	Mainly speak LOTE	53	Broome North	56
18-34 years [#]	45	Have high schooler (12-17)	43	LGBTQI+	49	Cable Beach	46
35-49 years	45	Have adult dependent at home (18+)	39	Home ownership		Djugun	43
50-64 years	45	Older adult, no child at home	47	Homeowner	46	Other areas	47
65+ years	51			Renting / other	46		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1153). # Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Footpaths, trails and cycleways

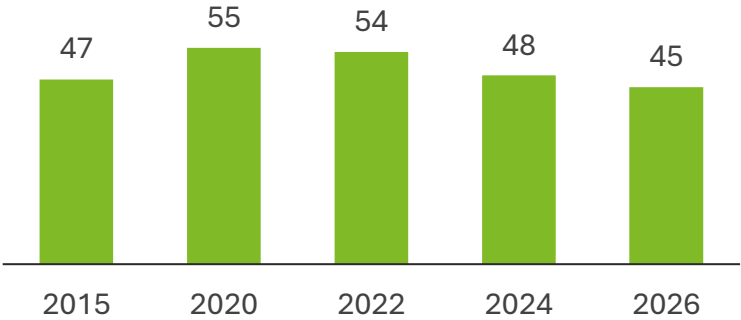
Performance ratings

% of respondents



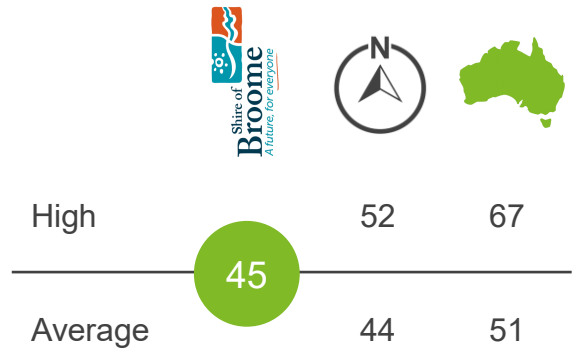
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

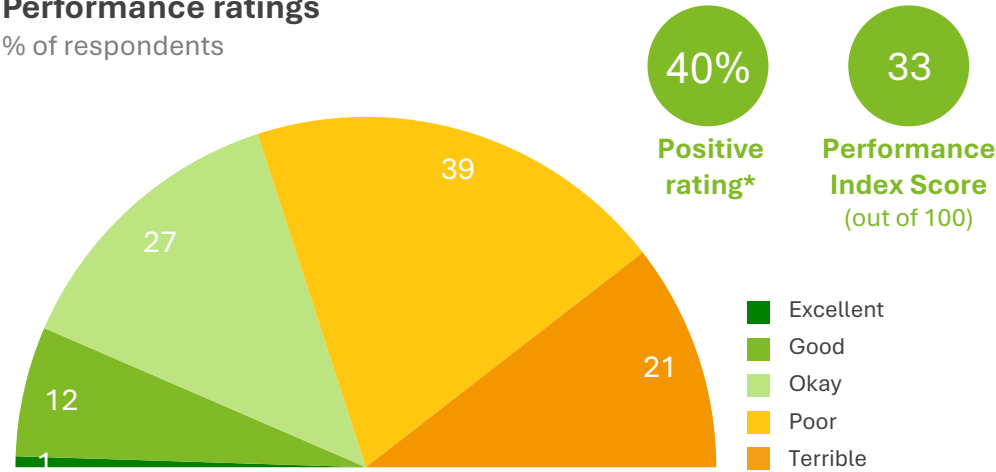
Gender		Life stage		Diversity		Location	
Male	48	Younger adult, no child at home	43	Disability	41	Bilingurr	49
Female	42	Have a baby/toddler (0-4)	43	First Nations	42	Broome	42
Respondent age		Have primary schooler (5-11)	41	Mainly speak LOTE	54	Broome North	53
18-34 years [#]	42	Have high schooler (12-17)	43	LGBTQI+	47	Cable Beach	46
35-49 years	44	Have adult dependent at home (18+)	42	Home ownership		Djugun	42
50-64 years	45	Older adult, no child at home	48	Homeowner	45	Other areas	46
65+ years	52			Renting / other	43		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1149). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Public transport (buses, taxis etc)

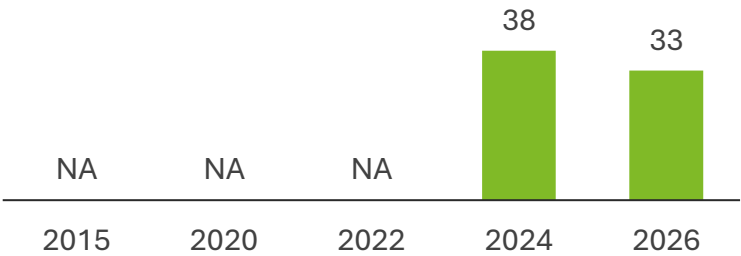
Performance ratings

% of respondents



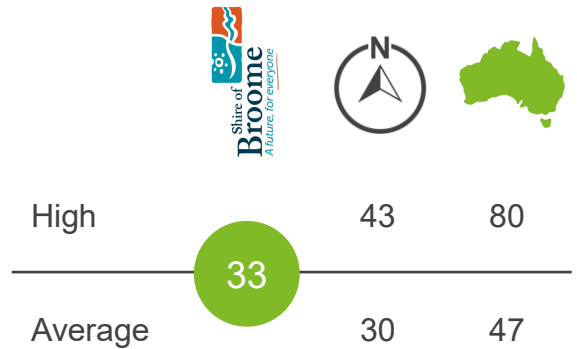
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

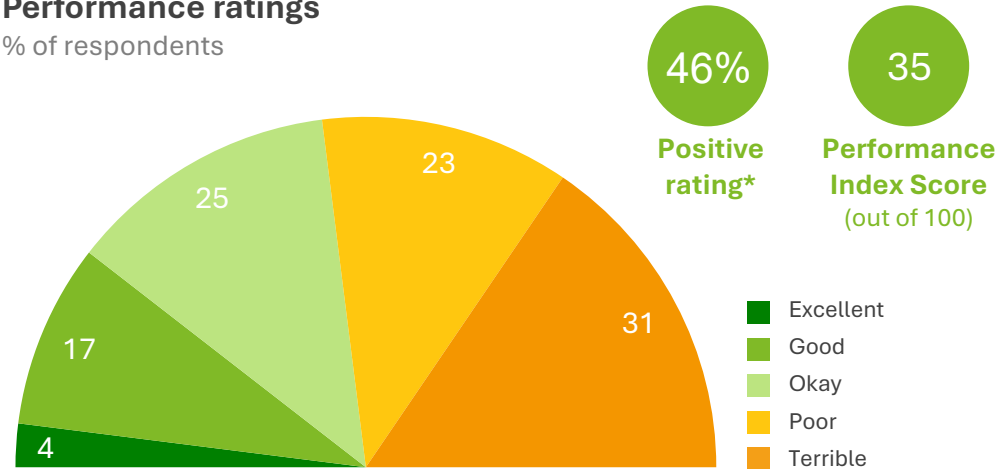
Gender		Life stage		Diversity		Location	
Male	36	Younger adult, no child at home	32	Disability	27	Bilingurr	29
Female	31	Have a baby/toddler (0-4)	30	First Nations	33	Broome	34
Respondent age		Have primary schooler (5-11)	32	Mainly speak LOTE	32	Broome North	38
18-34 years [#]	30	Have high schooler (12-17)	33	LGBTQI+	24	Cable Beach	35
35-49 years	32	Have adult dependent at home (18+)	35	Home ownership		Djugun	31
50-64 years	35	Older adult, no child at home	37	Homeowner	34	Other areas	32
65+ years	42			Renting / other	31		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1007). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

State marine facilities (Entrance Point boat ramp, parking and jetty)

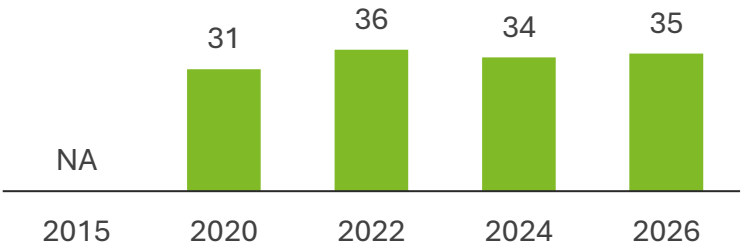
Performance ratings

% of respondents



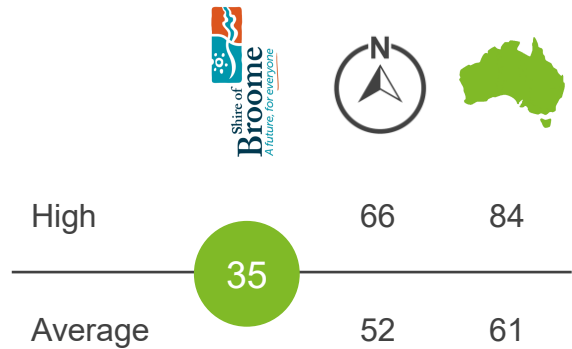
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender	
Male	32
Female	37
Respondent age	
18-34 years [#]	40
35-49 years	31
50-64 years	32
65+ years	38

Life stage	
Younger adult, no child at home	42
Have a baby/toddler (0-4)	35
Have primary schooler (5-11)	28
Have high schooler (12-17)	31
Have adult dependent at home (18+)	31
Older adult, no child at home	34

Diversity	
Disability	35
First Nations	44
Mainly speak LOTE	51
LGBTQI+	51
Home ownership	
Homeowner	29
Renting / other	50

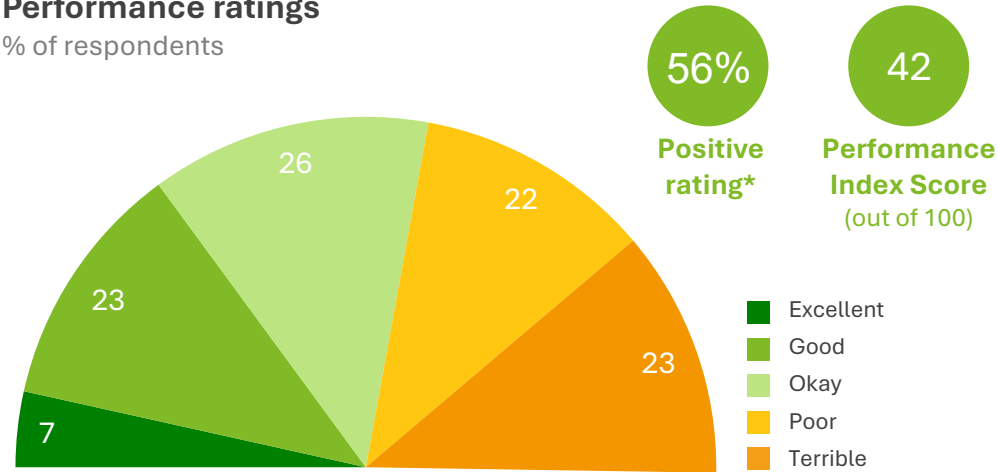
Location	
Bilingurr	28
Broome	39
Broome North	47
Cable Beach	36
Djugun	29
Other areas	38

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1008). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Local marine facilities (Catalinas boat ramp and Town Beach Jetty)

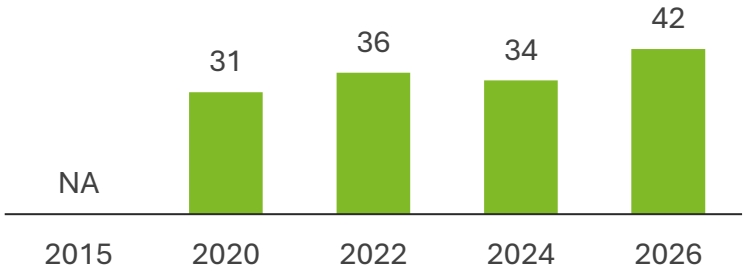
Performance ratings

% of respondents



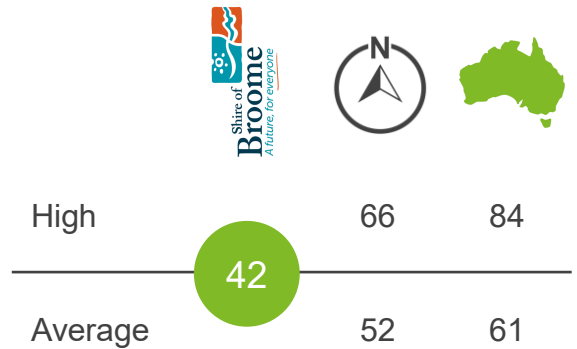
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

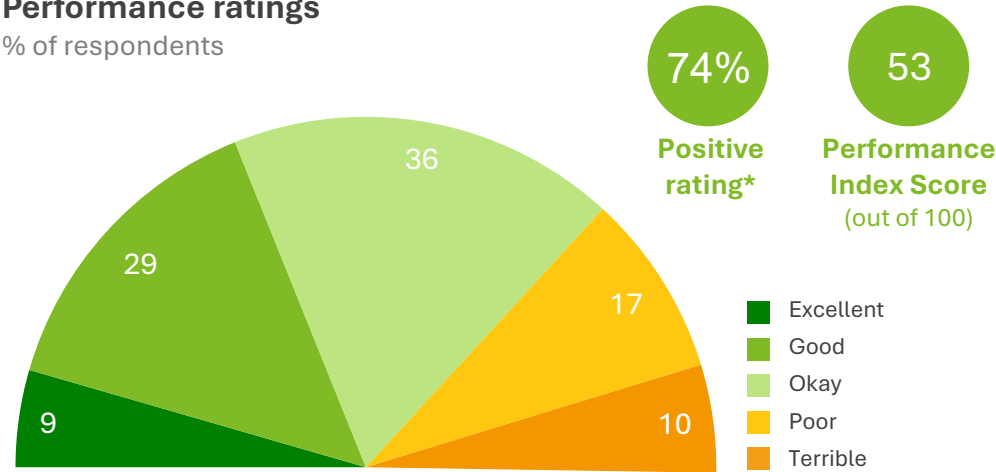
Gender		Life stage		Diversity		Location	
Male	40	Younger adult, no child at home	45	Disability	40	Bilingurr	41
Female	44	Have a baby/toddler (0-4)	44	First Nations	50	Broome	44
Respondent age		Have primary schooler (5-11)	37	Mainly speak LOTE	56	Broome North	55
18-34 years [#]	44	Have high schooler (12-17)	36	LGBTQI+	56	Cable Beach	43
35-49 years	41	Have adult dependent at home (18+)	39	Home ownership		Djugun	37
50-64 years	40	Older adult, no child at home	42	Homeowner	38	Other areas	43
65+ years	45			Renting / other	53		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1080). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Airport facilities and services

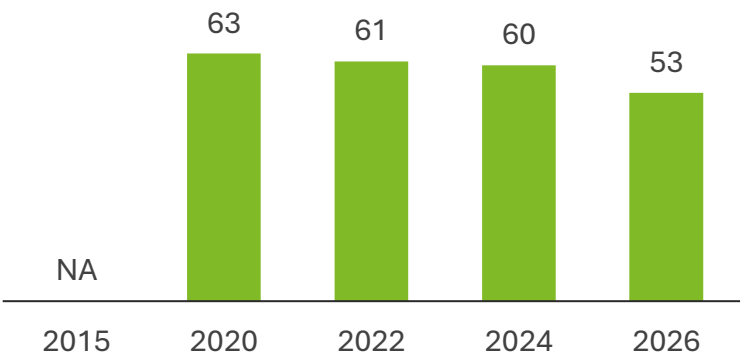
Performance ratings

% of respondents



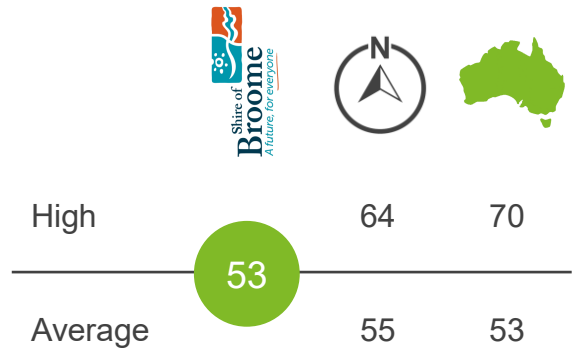
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	51	Younger adult, no child at home	52	Disability	49	Bilingurr	54
Female	54	Have a baby/toddler (0-4)	53	First Nations	50	Broome	53
Respondent age		Have primary schooler (5-11)	51	Mainly speak LOTE	52	Broome North	58
18-34 years [#]	51	Have high schooler (12-17)	50	LGBTQI+	55	Cable Beach	53
35-49 years	51	Have adult dependent at home (18+)	51	Home ownership		Djugun	50
50-64 years	55	Older adult, no child at home	56	Homeowner	53	Other areas	55
65+ years	56			Renting / other	53		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1075). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay



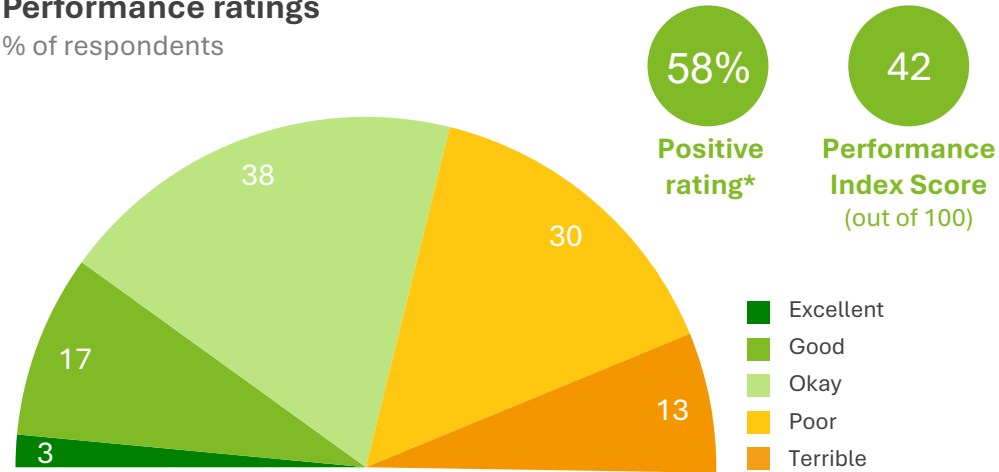
Outcome 8

A strong, diverse and inclusive economy where all can participate

Economic development (attracting and supporting local businesses)

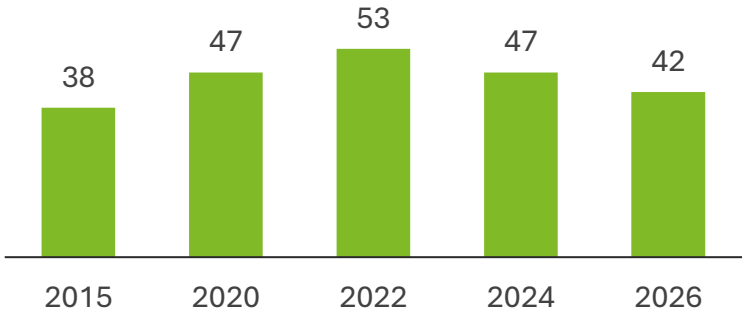
Performance ratings

% of respondents



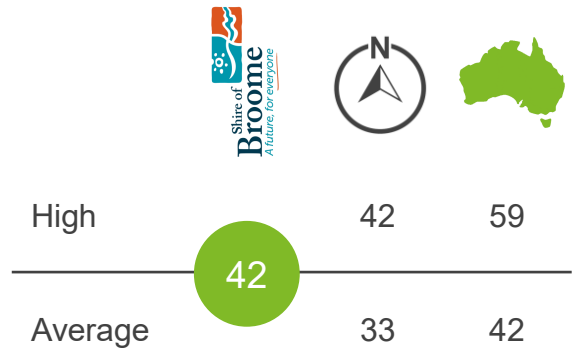
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

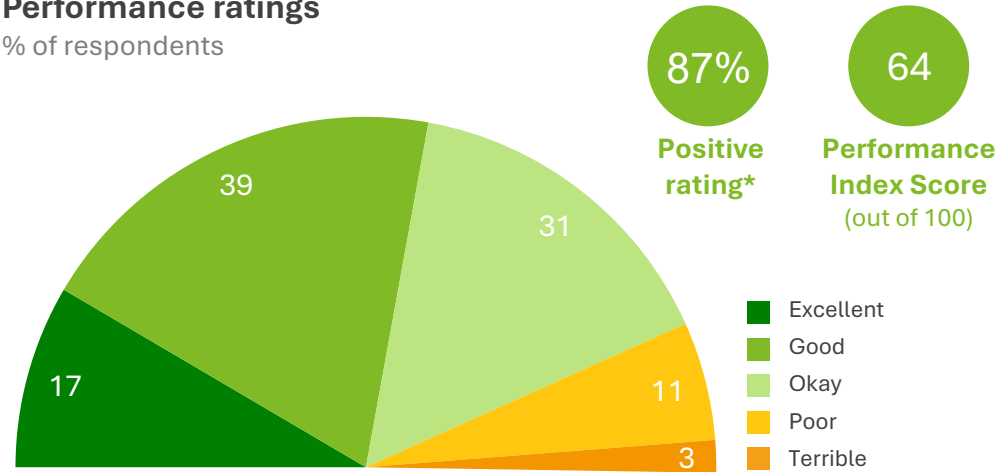
Gender		Life stage		Diversity		Location	
Male	41	Younger adult, no child at home	43	Disability	38	Bilingurr	42
Female	42	Have a baby/toddler (0-4)	41	First Nations	40	Broome	42
Respondent age		Have primary schooler (5-11)	39	Mainly speak LOTE	44	Broome North	50
18-34 years [#]	43	Have high schooler (12-17)	38	LGBTQI+	46	Cable Beach	41
35-49 years	41	Have adult dependent at home (18+)	38	Home ownership		Djugun	41
50-64 years	39	Older adult, no child at home	43	Homeowner	41	Other areas	39
65+ years	47			Renting / other	45		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 924). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Chinatown development and activation

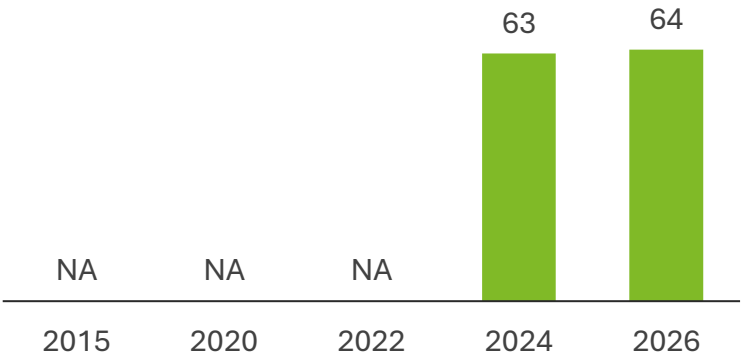
Performance ratings

% of respondents



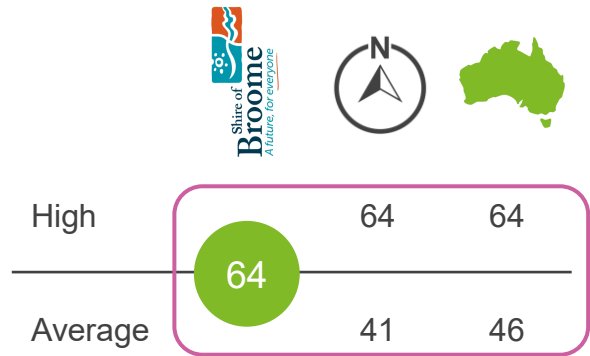
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

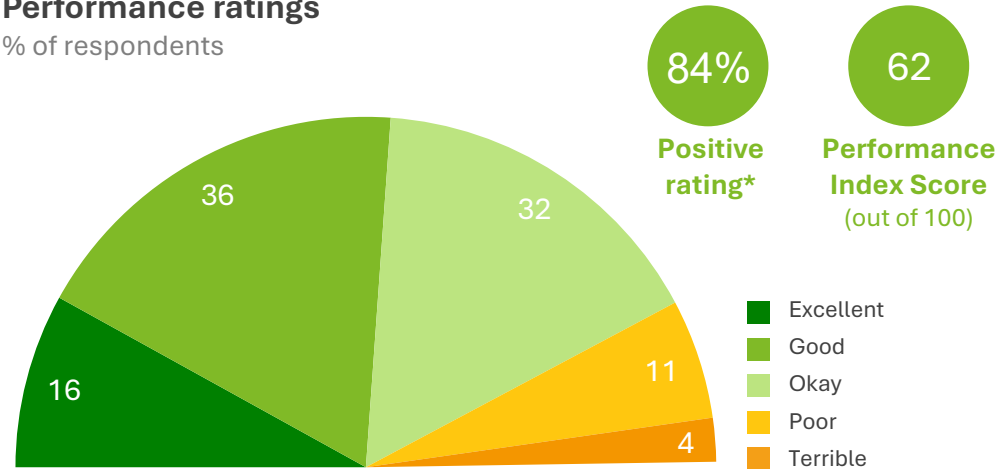
Gender		Life stage		Diversity		Location	
Male	63	Younger adult, no child at home	63	Disability	60	Bilingurr	65
Female	64	Have a baby/toddler (0-4)	64	First Nations	59	Broome	62
Respondent age		Have primary schooler (5-11)	63	Mainly speak LOTE	66	Broome North	77
18-34 years [#]	63	Have high schooler (12-17)	61	LGBTQI+	63	Cable Beach	64
35-49 years	65	Have adult dependent at home (18+)	63	Home ownership		Djugun	64
50-64 years	62	Older adult, no child at home	66	Homeowner	64	Other areas	57
65+ years	68			Renting / other	64		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1080). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Tourism and destination marketing

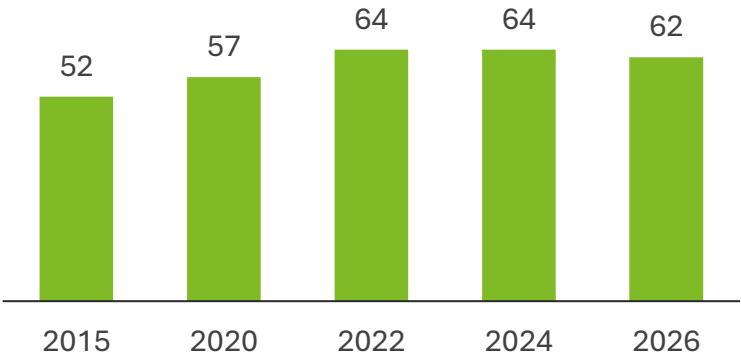
Performance ratings

% of respondents



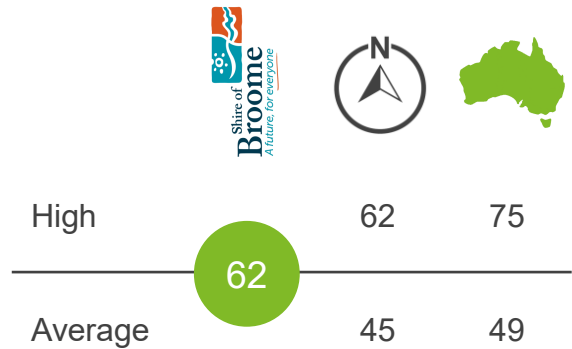
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender	
Male	60
Female	64
Respondent age	
18-34 years [#]	65
35-49 years	61
50-64 years	60
65+ years	63

Life stage	
Younger adult, no child at home	65
Have a baby/toddler (0-4)	63
Have primary schooler (5-11)	60
Have high schooler (12-17)	62
Have adult dependent at home (18+)	56
Older adult, no child at home	62

Diversity	
Disability	65
First Nations	63
Mainly speak LOTE	58
LGBTQI+	62
Home ownership	
Homeowner	61
Renting / other	65

Location	
Bilingurr	63
Broome	62
Broome North	69
Cable Beach	61
Djugun	60
Other areas	69

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

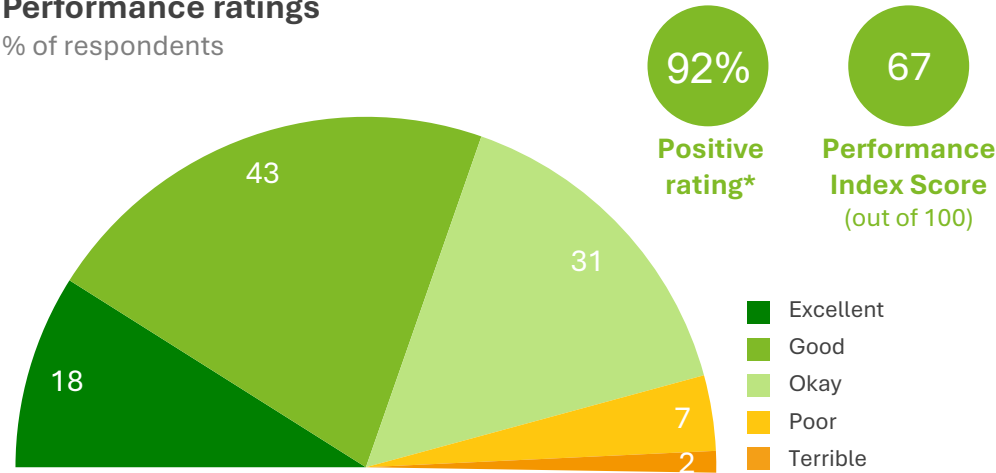
Base: All respondents, excludes 'unsure' and 'no response' (n = 1017). [#] Includes a small number of 14-17 year olds

* Positive Rating = excellent, good + okay

Festivals, markets and community events

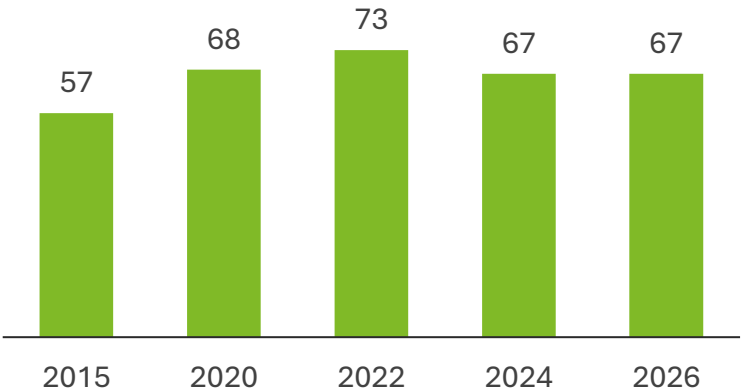
Performance ratings

% of respondents



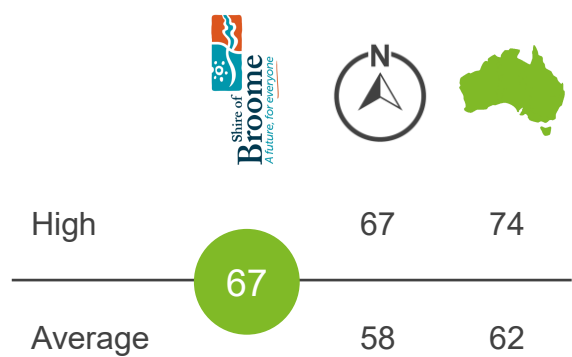
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender	
Male	65
Female	69
Respondent age	
18-34 years [#]	66
35-49 years	67
50-64 years	67
65+ years	69

Life stage	
Younger adult, no child at home	69
Have a baby/toddler (0-4)	65
Have primary schooler (5-11)	66
Have high schooler (12-17)	68
Have adult dependent at home (18+)	65
Older adult, no child at home	68

Diversity	
Disability	66
First Nations	66
Mainly speak LOTE	63
LGBTQI+	66
Home ownership	
Homeowner	67
Renting / other	68

Location	
Bilingurr	63
Broome	69
Broome North	70
Cable Beach	66
Djugun	68
Other areas	67

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

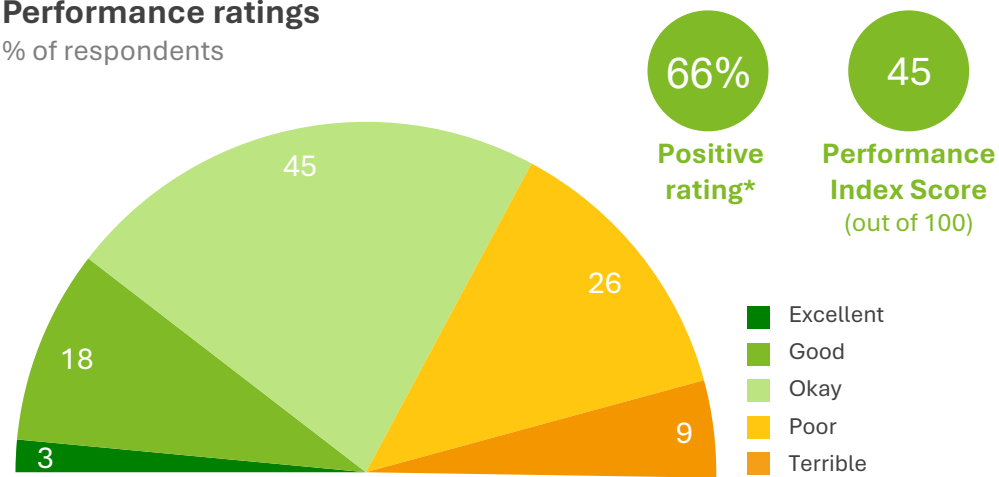
Base: All respondents, excludes 'unsure' and 'no response' (n = 1097). [#] Includes a small number of 14-17 year olds

* Positive Rating = excellent, good + okay

Education and life-long learning opportunities

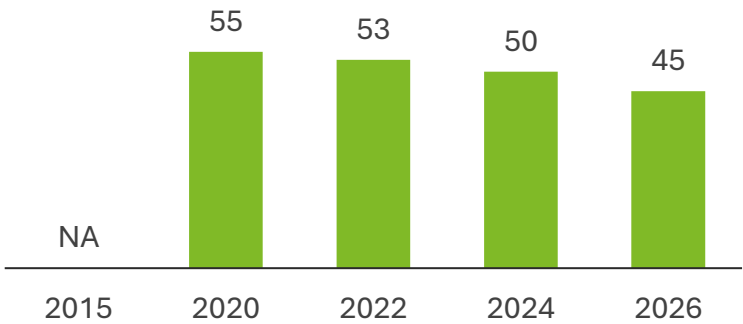
Performance ratings

% of respondents



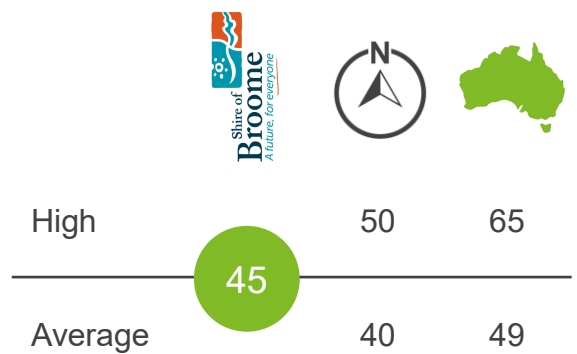
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	48	Younger adult, no child at home	42	Disability	44	Bilingurr	41
Female	42	Have a baby/toddler (0-4)	41	First Nations	45	Broome	45
Respondent age		Have primary schooler (5-11)	43	Mainly speak LOTE	39	Broome North	48
18-34 years [#]	41	Have high schooler (12-17)	46	LGBTQI+	38	Cable Beach	46
35-49 years	44	Have adult dependent at home (18+)	42	Home ownership		Djugun	44
50-64 years	46	Older adult, no child at home	50	Homeowner	45	Other areas	42
65+ years	55			Renting / other	45		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 894). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay



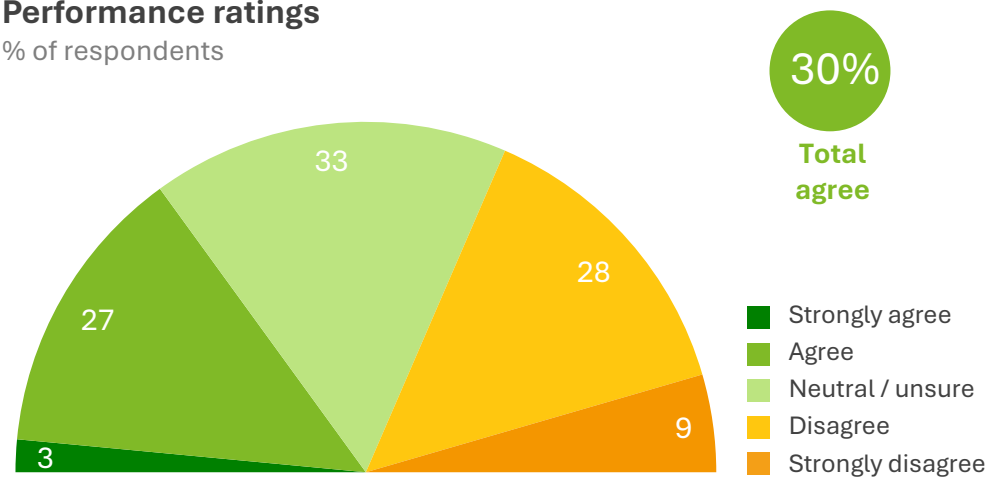
Outcome 9

**Effective leadership,
advocacy and governance**

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

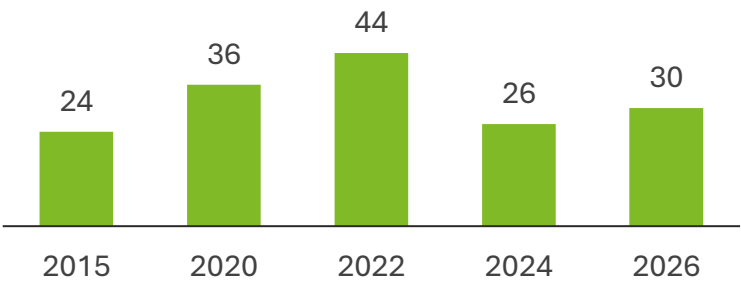
Performance ratings

% of respondents



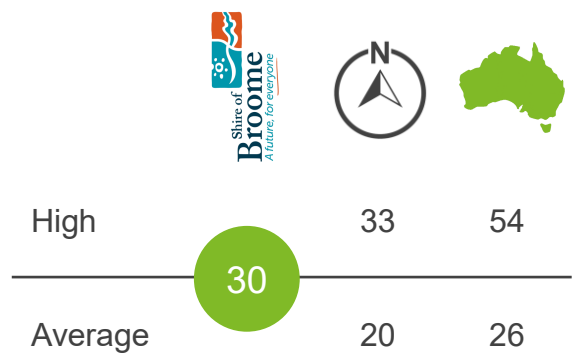
Trend analysis

% agree



MARKYT Industry Standards

% agree



Demographic variances

% agree

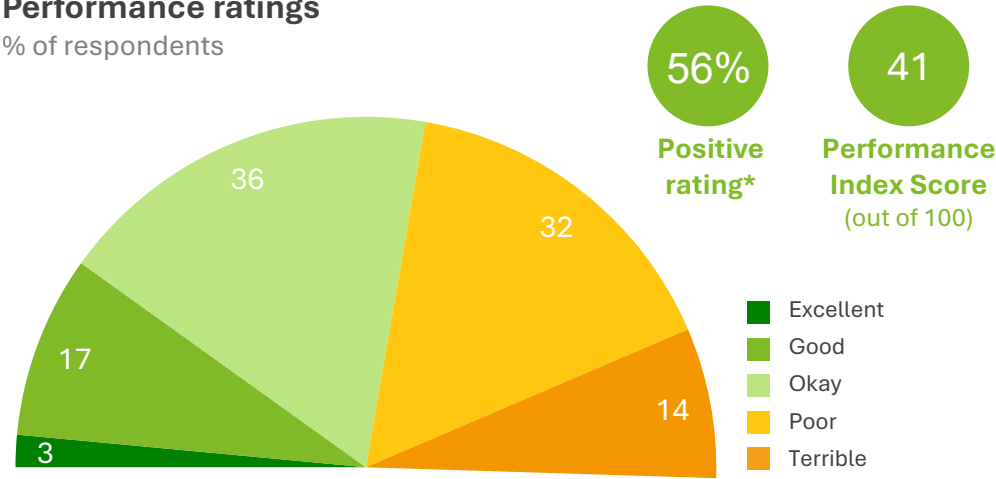
Gender		Life stage		Diversity		Location	
Male	30	Younger adult, no child at home	28	Disability	30	Bilingurr	30
Female	29	Have a baby/toddler (0-4)	29	First Nations	20	Broome	27
Respondent age		Have primary schooler (5-11)	31	Mainly speak LOTE	28	Broome North	48
18-34 years [#]	27	Have high schooler (12-17)	25	LGBTQI+	30	Cable Beach	30
35-49 years	30	Have adult dependent at home (18+)	24	Home ownership		Djugun	29
50-64 years	27	Older adult, no child at home	35	Homeowner	30	Other areas	27
65+ years	45			Renting / other	31		

How strongly do you agree or disagree with these statements?
Base: All respondents, excludes 'no response' (n = 1161). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Council’s leadership (strategic direction, policy-making and advocacy)

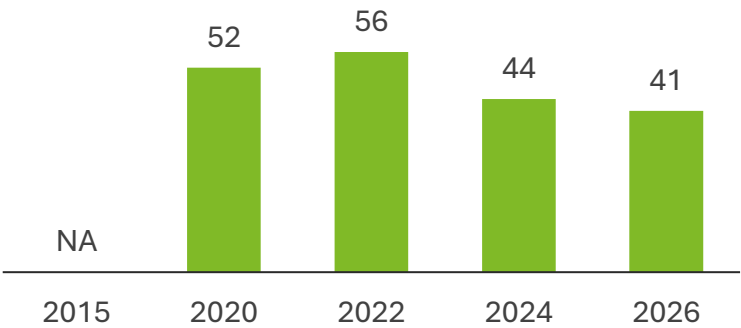
Performance ratings

% of respondents



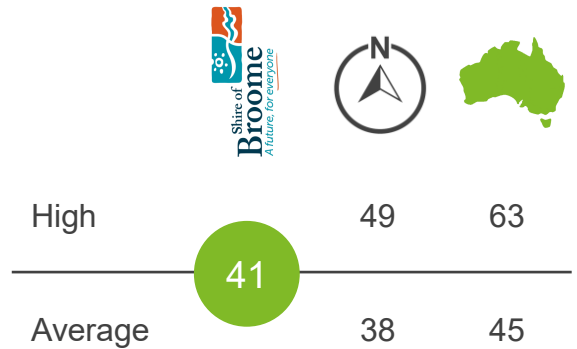
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

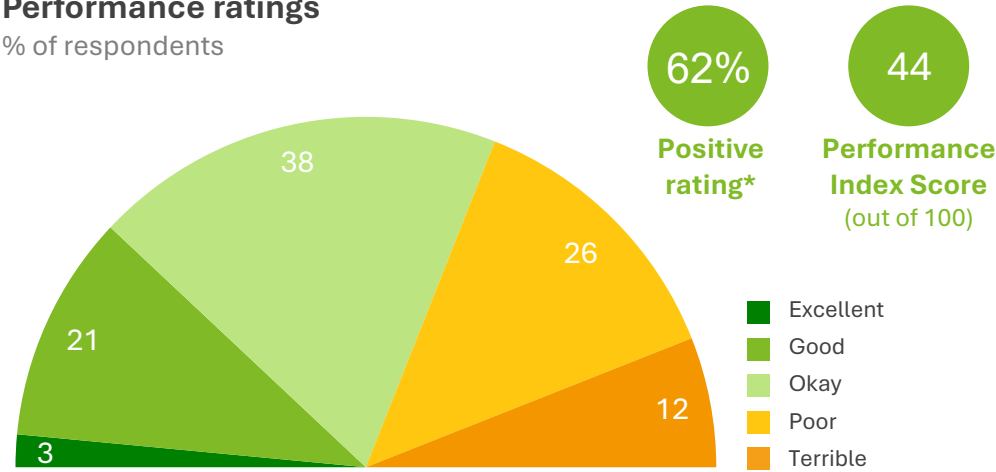
Gender		Life stage		Diversity		Location	
Male	41	Younger adult, no child at home	39	Disability	36	Bilingurr	37
Female	41	Have a baby/toddler (0-4)	36	First Nations	33	Broome	41
Respondent age		Have primary schooler (5-11)	39	Mainly speak LOTE	44	Broome North	51
18-34 years [#]	40	Have high schooler (12-17)	38	LGBTQI+	33	Cable Beach	41
35-49 years	39	Have adult dependent at home (18+)	38	Home ownership		Djugun	39
50-64 years	39	Older adult, no child at home	45	Homeowner	39	Other areas	41
65+ years	51			Renting / other	44		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘unsure’ and ‘no response’ (n = 1088). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Overall, as the governing organisation

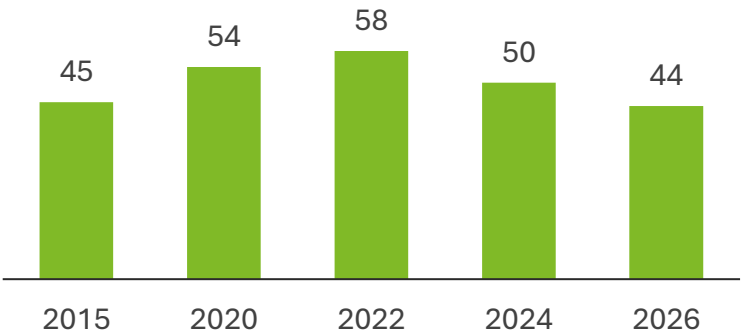
Performance ratings

% of respondents



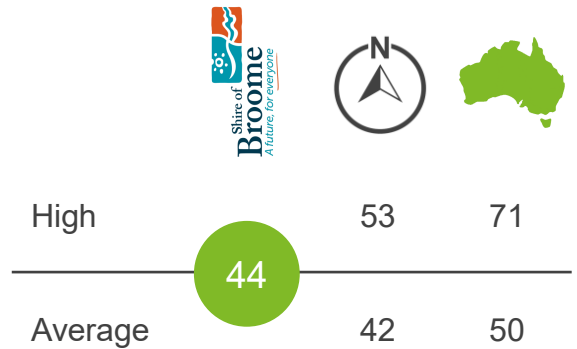
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender	
Male	43
Female	45
Respondent age	
18-34 years [#]	43
35-49 years	42
50-64 years	43
65+ years	53

Life stage	
Younger adult, no child at home	41
Have a baby/toddler (0-4)	38
Have primary schooler (5-11)	42
Have high schooler (12-17)	41
Have adult dependent at home (18+)	39
Older adult, no child at home	48

Diversity	
Disability	40
First Nations	36
Mainly speak LOTE	51
LGBTQI+	38
Home ownership	
Homeowner	42
Renting / other	48

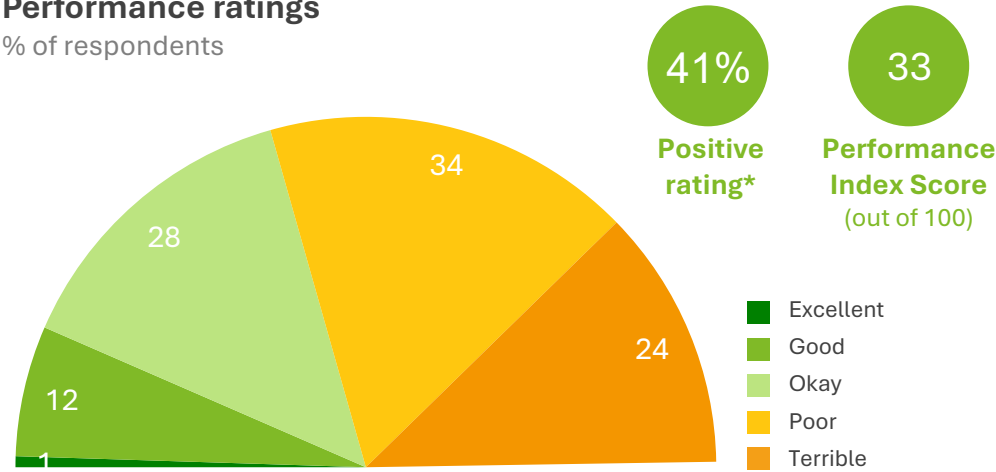
Location	
Bilingurr	39
Broome	45
Broome North	53
Cable Beach	44
Djugun	43
Other areas	43

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1093). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Financial management (allocation of finances and resources, value for money)

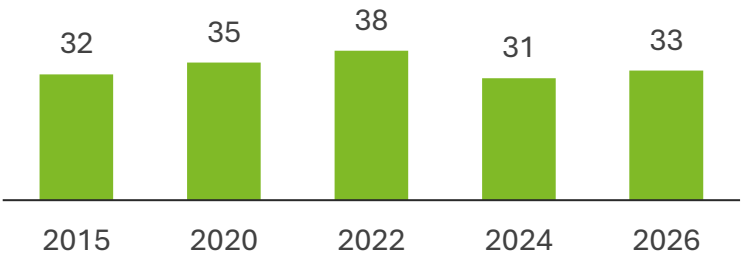
Performance ratings

% of respondents



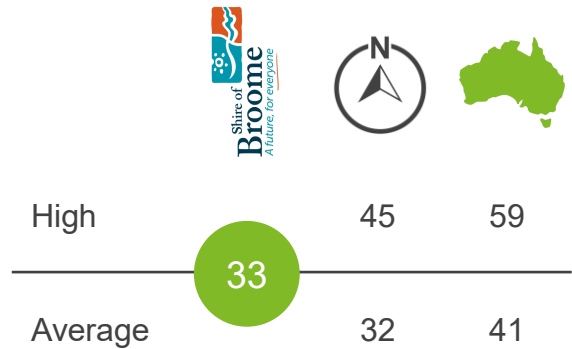
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender	
Male	34
Female	33
Respondent age	
18-34 years [#]	32
35-49 years	31
50-64 years	33
65+ years	46

Life stage	
Younger adult, no child at home	29
Have a baby/toddler (0-4)	28
Have primary schooler (5-11)	31
Have high schooler (12-17)	31
Have adult dependent at home (18+)	33
Older adult, no child at home	38

Diversity	
Disability	29
First Nations	29
Mainly speak LOTE	32
LGBTQI+	27
Home ownership	
Homeowner	31
Renting / other	41

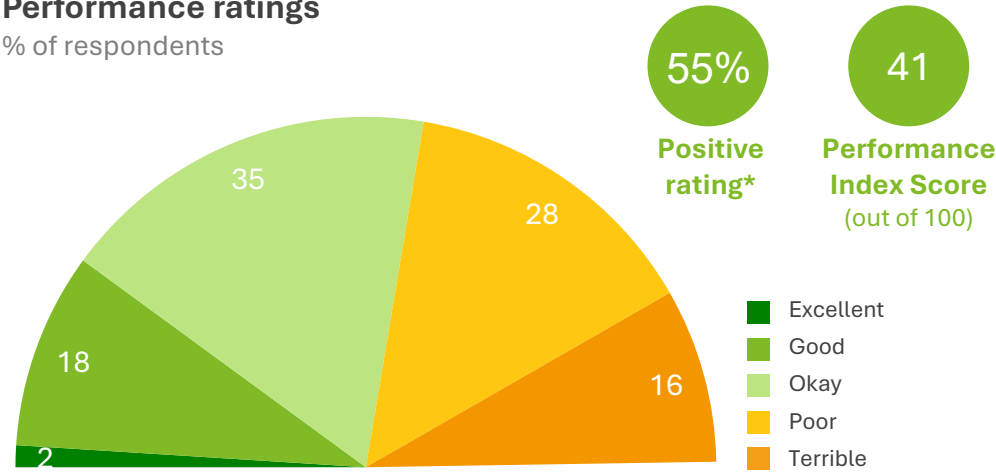
Location	
Bilingurr	32
Broome	36
Broome North	43
Cable Beach	33
Djugun	29
Other areas	34

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1095). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Perceptions of the Shire of Broome as an organisation to work for

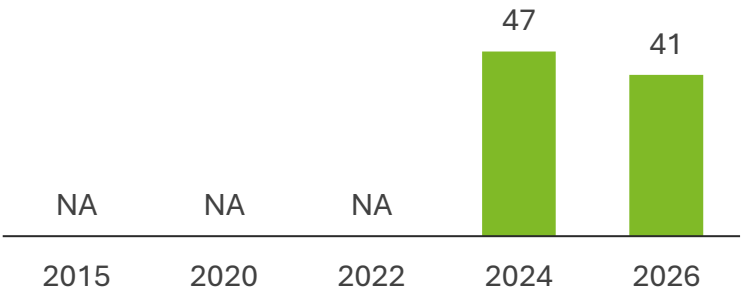
Performance ratings

% of respondents



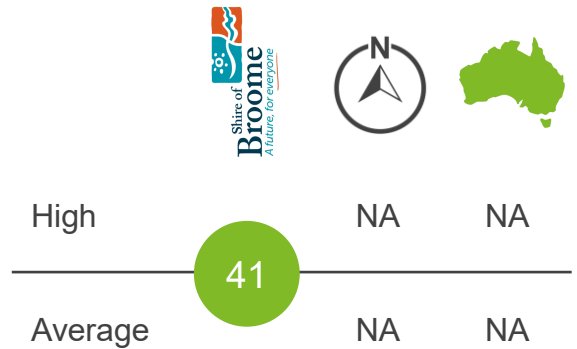
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	41	Younger adult, no child at home	37	Disability	39	Bilingurr	38
Female	40	Have a baby/toddler (0-4)	42	First Nations	38	Broome	42
Respondent age		Have primary schooler (5-11)	40	Mainly speak LOTE	40	Broome North	45
18-34 years [#]	40	Have high schooler (12-17)	39	LGBTQI+	31	Cable Beach	39
35-49 years	40	Have adult dependent at home (18+)	42	Home ownership		Djugun	41
50-64 years	40	Older adult, no child at home	42	Homeowner	39	Other areas	44
65+ years	47			Renting / other	44		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 924). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay



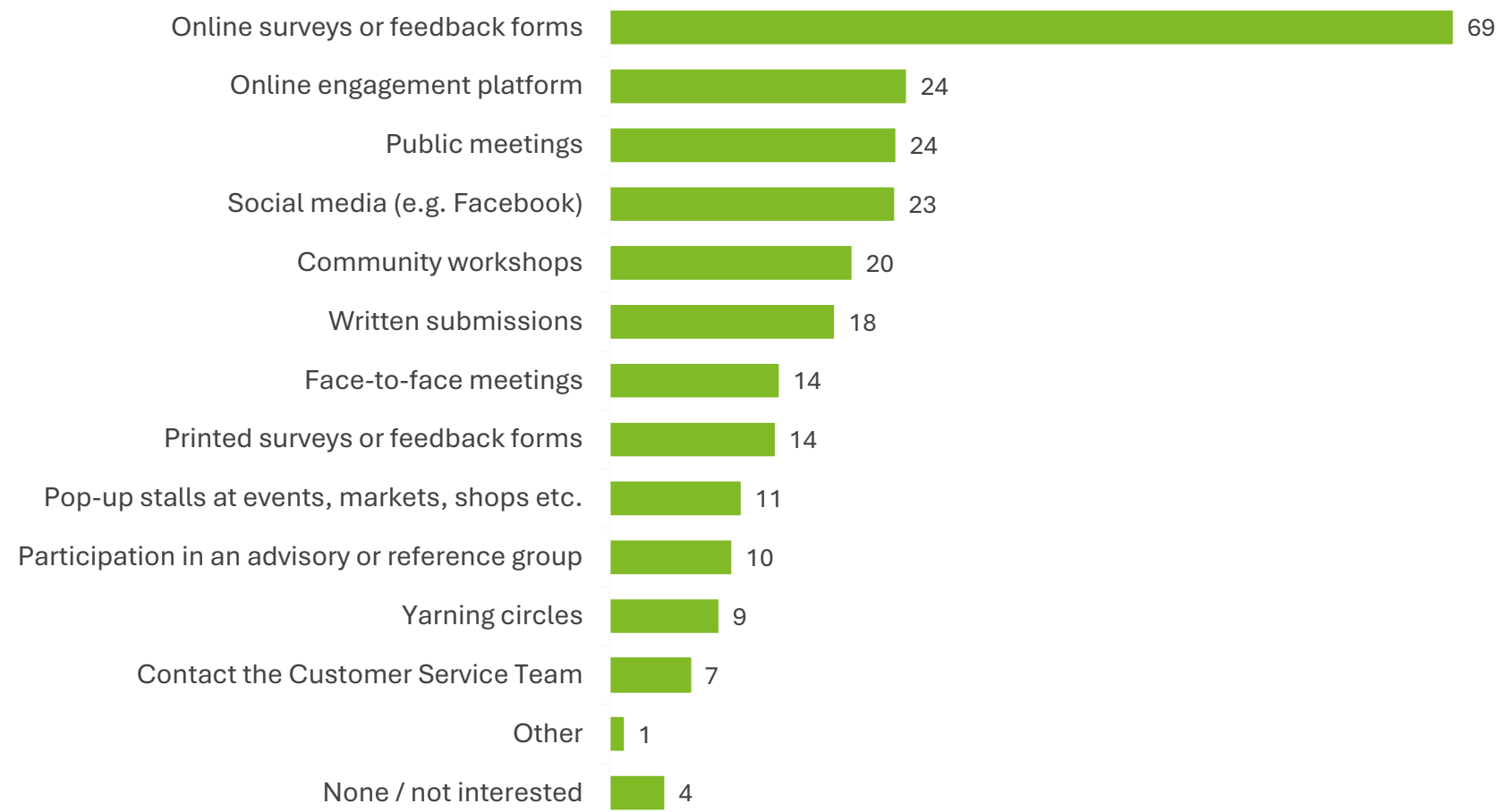
Outcome 10

**A well-informed
and engaged community**

Preferred engagement channels

How would you prefer to engage with the Shire of Broome to give feedback or have your say on local issues and projects?

% of respondents



Preferred engagement channels

Community variances

% of respondents	All respondents	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Younger adult, no child	Baby/toddler (0-4)	Primary school (5-11)	High school (12-17)	Adult child at home	Older adult, no child	Disability	First Nations	LOTE	LGBTQI+	Homeowner	Renting / other	Bilingurr	Broome	Broome North	Cable Beach	Djugun	Other areas
Online surveys or feedback forms	69	65	73	69	78	68	52	71	74	75	78	70	62	70	74	74	65	71	65	65	64	71	72	71	67
Online engagement platform	24	25	23	26	30	23	10	29	30	29	22	20	20	27	26	35	30	26	20	15	25	25	28	21	36
Public meetings	24	23	24	19	23	26	30	19	21	24	27	23	27	32	32	39	22	24	22	20	28	15	24	19	31
Social media (e.g. Facebook)	23	22	24	28	26	20	12	28	20	29	27	19	17	26	25	32	23	21	29	19	24	22	24	25	16
Community workshops	20	16	23	20	22	19	16	23	16	21	21	22	17	26	26	17	34	20	20	17	22	15	24	14	13
Written submissions	18	21	16	21	16	18	21	23	14	14	16	11	20	25	18	27	29	19	16	15	17	25	22	14	30
Face-to-face meetings	14	14	13	10	15	15	18	9	14	14	17	17	16	22	14	14	15	14	13	9	20	11	12	13	27
Printed surveys or feedback forms	14	11	16	14	10	15	19	11	14	11	18	17	16	25	17	13	18	14	13	9	13	16	14	13	23
Pop-up stalls at events, markets, shops etc.	11	8	13	10	10	12	11	9	9	15	15	10	12	14	10	8	19	11	10	14	12	11	11	7	13
Participation in an advisory or reference group	10	8	11	7	10	14	11	8	6	11	10	12	13	16	15	14	18	11	8	4	11	7	13	6	11
Yarning circles	9	5	12	13	10	7	3	13	10	10	9	7	5	13	19	10	14	7	14	7	8	10	10	9	7
Contact the Customer Service Team	7	6	7	5	5	8	12	4	2	7	7	6	9	9	5	17	8	7	6	9	5	23	6	5	6

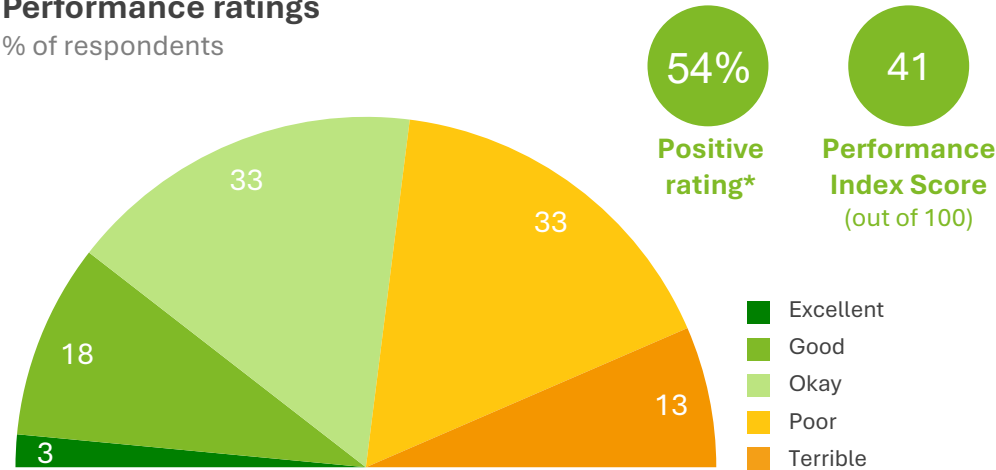
Q. How would you prefer to engage with the Shire of Broome to give feedback or have your say on local issues and projects?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1007)

Community engagement on local issues

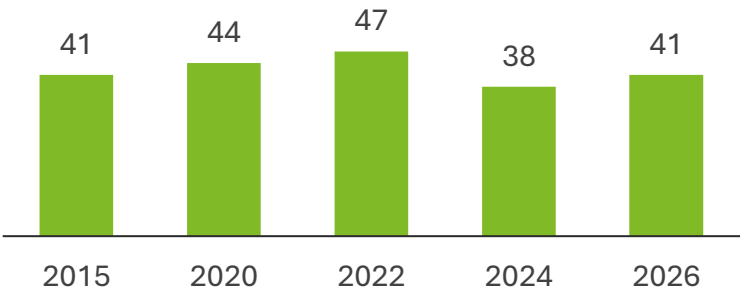
Performance ratings

% of respondents



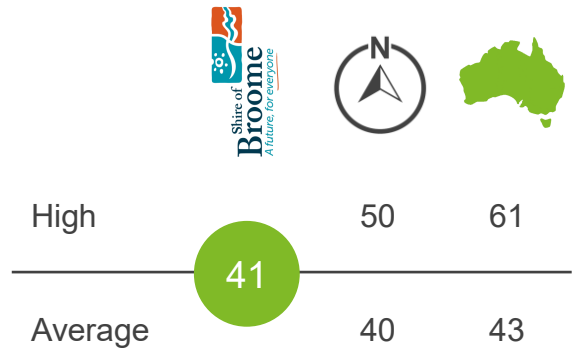
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

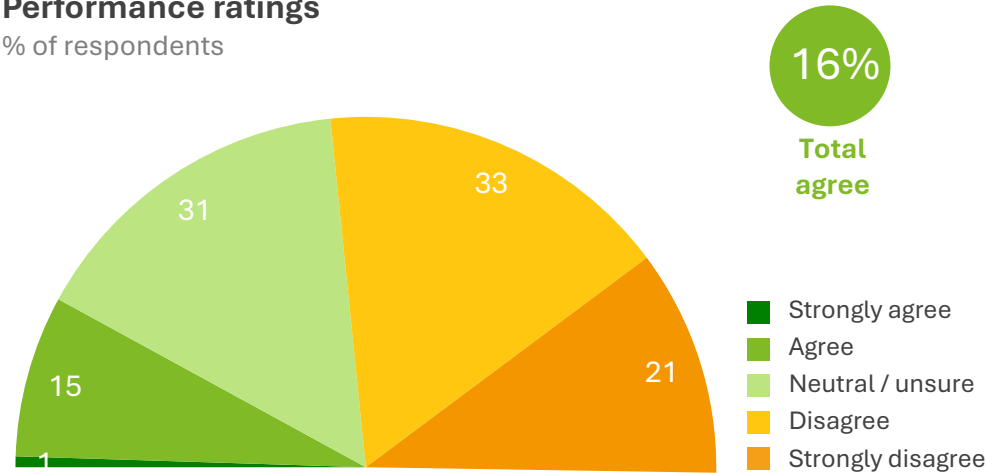
Gender		Life stage		Diversity		Location	
Male	41	Younger adult, no child at home	39	Disability	38	Bilingurr	39
Female	41	Have a baby/toddler (0-4)	40	First Nations	36	Broome	44
Respondent age		Have primary schooler (5-11)	42	Mainly speak LOTE	46	Broome North	49
18-34 years [#]	39	Have high schooler (12-17)	39	LGBTQI+	38	Cable Beach	40
35-49 years	42	Have adult dependent at home (18+)	39	Home ownership		Djugun	40
50-64 years	40	Older adult, no child at home	44	Homeowner	41	Other areas	35
65+ years	50			Renting / other	42		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1150). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

The Shire listens and respects community views

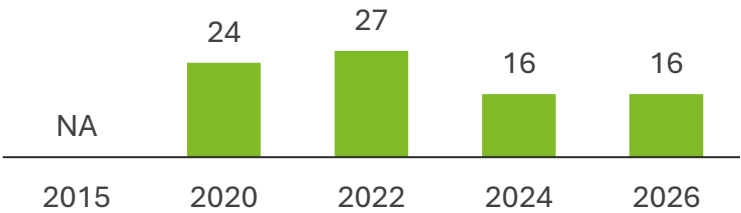
Performance ratings

% of respondents



Trend analysis

% agree



MARKYT Industry Standards

% agree



Demographic variances

% agree

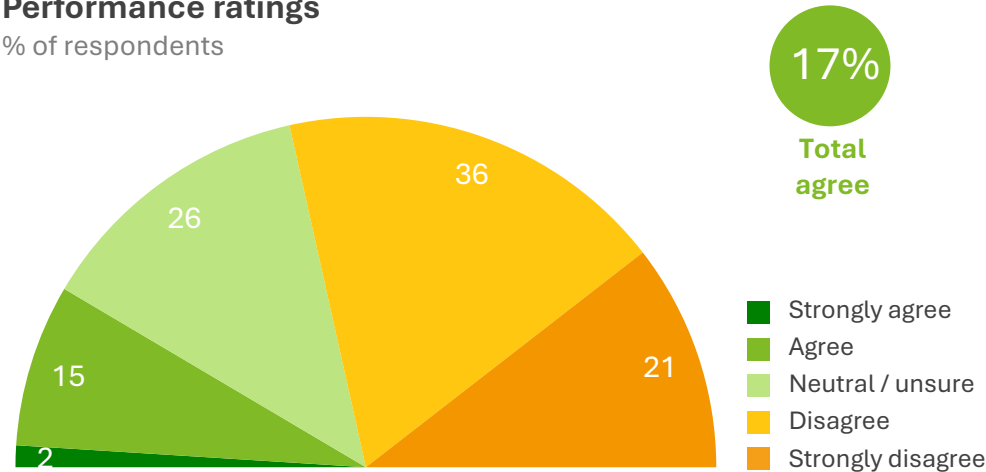
Gender		Life stage		Diversity		Location	
Male	16	Younger adult, no child at home	14	Disability	14	Bilingurr	20
Female	16	Have a baby/toddler (0-4)	14	First Nations	8	Broome	15
Respondent age		Have primary schooler (5-11)	19	Mainly speak LOTE	31	Broome North	24
18-34 years [#]	15	Have high schooler (12-17)	12	LGBTQI+	8	Cable Beach	15
35-49 years	17	Have adult dependent at home (18+)	9	Home ownership		Djugun	12
50-64 years	12	Older adult, no child at home	18	Homeowner	15	Other areas	20
65+ years	24			Renting / other	17		

How strongly do you agree or disagree with these statements?
Base: All respondents, excludes 'no response' (n = 1164). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

The Shire has a good understanding of community needs

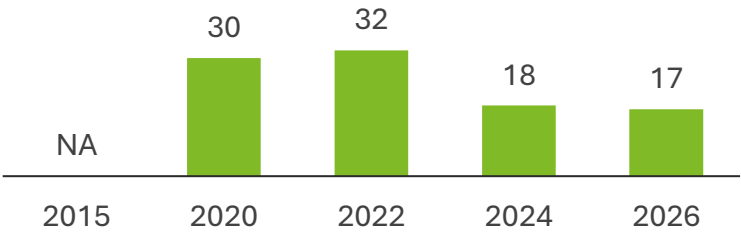
Performance ratings

% of respondents



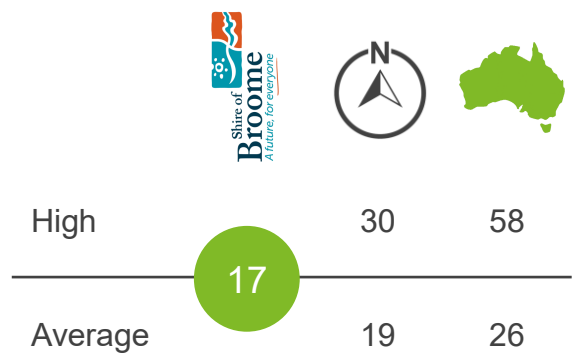
Trend analysis

% agree



MARKYT Industry Standards

% agree



Demographic variances

% agree

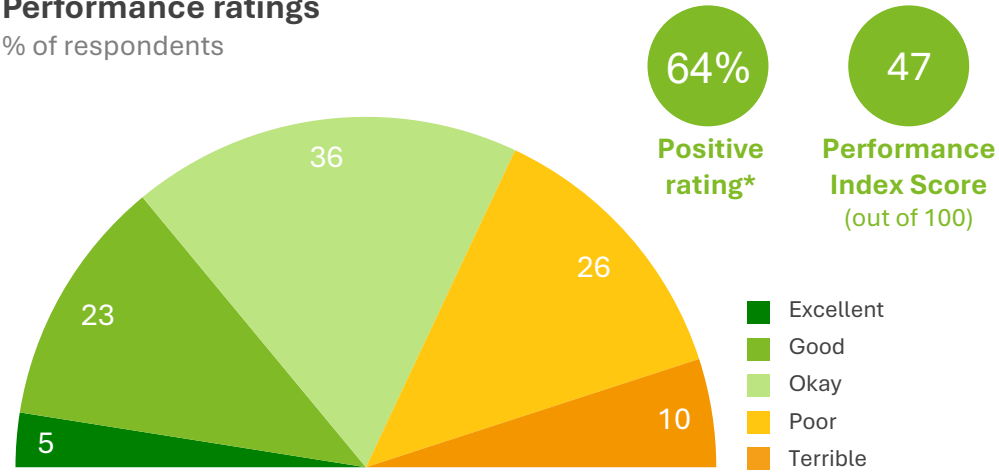
Gender		Life stage		Diversity		Location	
Male	18	Younger adult, no child at home	16	Disability	14	Bilingurr	15
Female	16	Have a baby/toddler (0-4)	12	First Nations	14	Broome	16
Respondent age		Have primary schooler (5-11)	21	Mainly speak LOTE	20	Broome North	30
18-34 years [#]	14	Have high schooler (12-17)	14	LGBTQI+	8	Cable Beach	17
35-49 years	18	Have adult dependent at home (18+)	12	Home ownership		Djugun	14
50-64 years	14	Older adult, no child at home	21	Homeowner	16	Other areas	28
65+ years	28			Renting / other	20		

How strongly do you agree or disagree with these statements?
Base: All respondents, excludes 'no response' (n = 1165). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Communication (about local issues, projects, services, events etc)

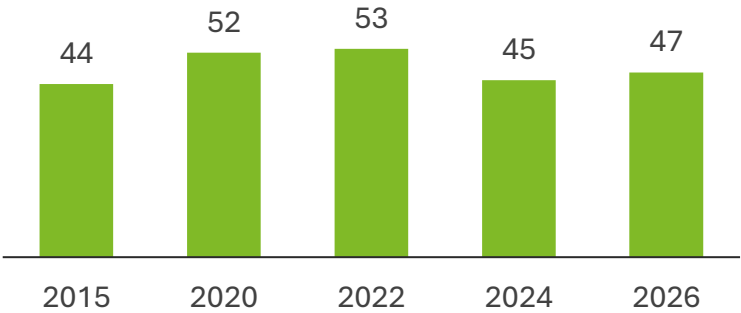
Performance ratings

% of respondents



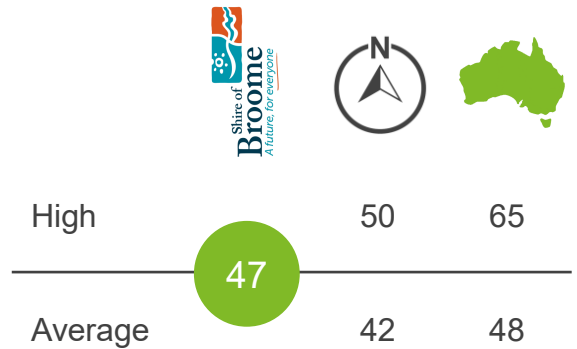
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

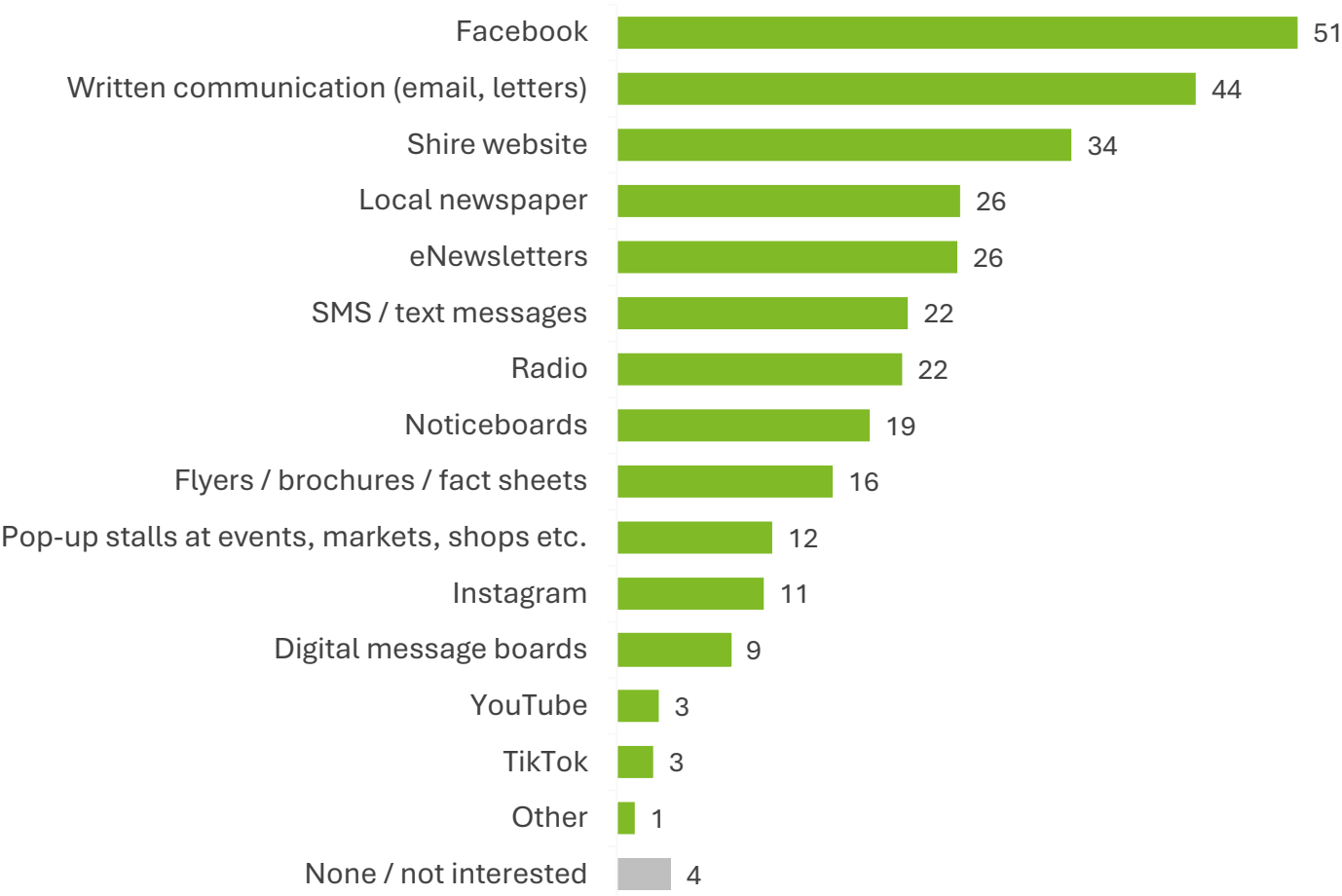
Gender		Life stage		Diversity		Location	
Male	48	Younger adult, no child at home	45	Disability	41	Bilingurr	46
Female	46	Have a baby/toddler (0-4)	44	First Nations	44	Broome	49
Respondent age		Have primary schooler (5-11)	48	Mainly speak LOTE	52	Broome North	54
18-34 years [#]	42	Have high schooler (12-17)	46	LGBTQI+	42	Cable Beach	46
35-49 years	48	Have adult dependent at home (18+)	44	Home ownership		Djugun	44
50-64 years	47	Older adult, no child at home	51	Homeowner	46	Other areas	45
65+ years	54			Renting / other	49		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1179). # Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Preferred communication channels

How would you prefer to receive information, news and updates from the Shire of Broome?

% of respondents



Q. How would you prefer to receive information, news and updates from the Shire of Broome?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1017)

Preferred communication channels

Community variances

% respondents who selected the communication channel	All respondents	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Younger adult, no child	Baby/toddler (0-4)	Primary school (5-11)	High school (12-17)	Adult child at home	Older adult, no child	Disability	First Nations	LOTE	LGBTQI+	Homeowner	Renting / other	Bilingurr	Broome	Broome North	Cable Beach	Djugun	Other areas
Facebook	51	45	58	57	55	48	34	55	56	60	54	51	42	50	57	58	53	48	61	40	49	64	54	53	45
Written communication (email, letters)	44	40	47	42	45	43	45	39	46	43	49	51	46	51	46	50	49	48	33	44	47	34	41	46	49
Shire website	34	35	34	29	33	40	38	29	32	31	40	38	38	38	38	34	32	33	39	23	37	38	37	29	48
Local newspaper	26	23	28	19	23	32	37	25	18	23	28	28	33	34	26	19	26	28	20	22	30	18	26	24	32
eNewsletters	26	24	28	20	28	28	28	24	21	26	32	24	28	25	25	14	34	29	17	17	29	20	27	26	31
SMS / text messages	22	19	25	32	21	17	13	29	25	29	20	15	16	24	27	27	30	22	21	24	20	27	21	25	21
Radio	22	19	23	17	22	24	26	18	17	27	26	23	24	33	32	12	26	21	24	13	25	27	22	20	28
Noticeboards	19	13	24	28	16	17	10	23	25	18	19	11	16	27	27	24	30	17	23	15	25	24	17	19	11
Flyers / brochures / fact sheets	16	13	19	19	12	18	17	18	14	13	17	30	16	20	17	13	18	15	18	11	19	10	15	18	22
Pop-up stalls at events, markets, shops etc.	12	9	14	16	10	10	9	14	12	14	13	10	10	21	17	11	27	11	14	10	16	9	11	9	12
Instagram	11	10	12	18	10	7	4	19	8	14	10	6	6	13	18	6	21	8	18	8	17	13	8	12	13
Digital message boards	9	7	10	8	11	8	6	8	10	7	13	6	8	11	12	9	14	9	8	9	8	7	8	9	18
YouTube	3	5	1	6	1	3	1	6	1	3	4	4	1	8	6	5	10	3	3	5	5	0	4	0	0
TikTok	3	3	2	5	3	1	1	5	1	4	3	2	1	7	6	5	9	2	4	4	5	0	2	1	0

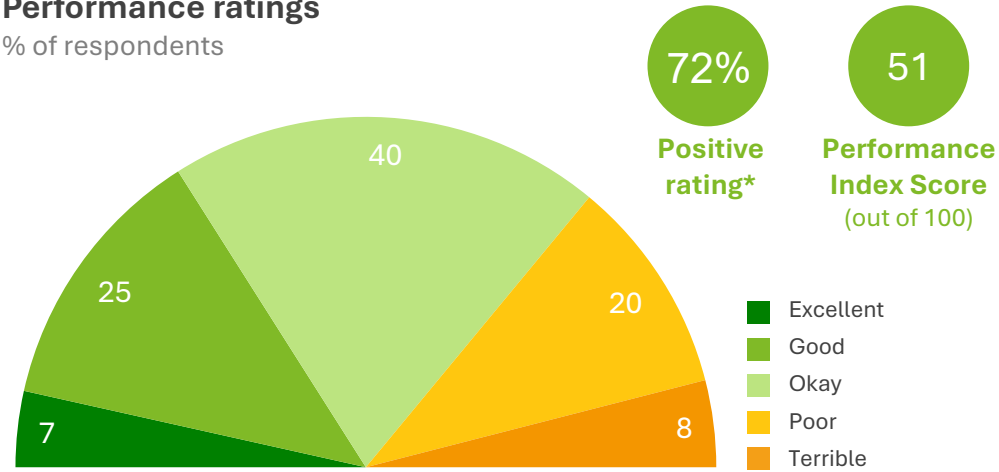
Q. How would you prefer to receive information, news and updates from the Shire of Broome?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1017)

Customer service

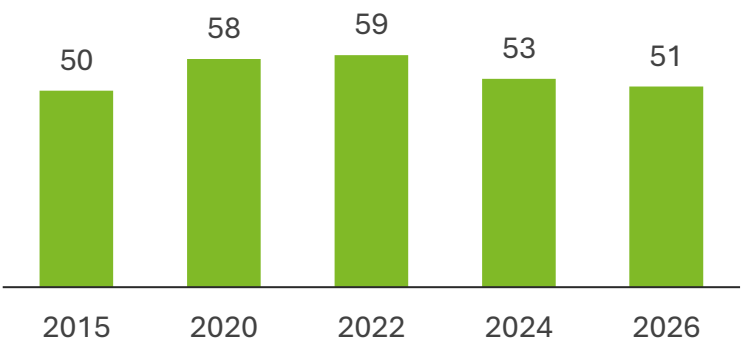
Performance ratings

% of respondents



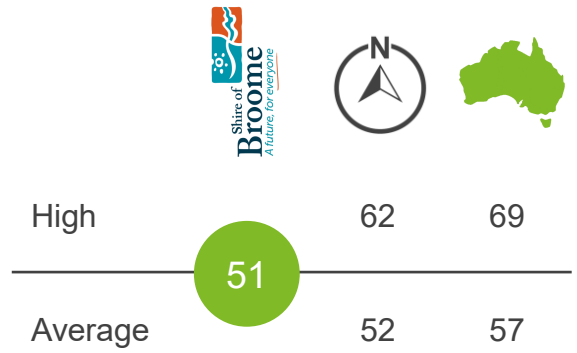
Trend analysis

Performance index score



MARKYT Industry Standards

Performance index score



Demographic variances

Performance Index Score

Gender		Life stage		Diversity		Location	
Male	49	Younger adult, no child at home	49	Disability	51	Bilingurr	47
Female	53	Have a baby/toddler (0-4)	45	First Nations	49	Broome	52
Respondent age		Have primary schooler (5-11)	51	Mainly speak LOTE	54	Broome North	66
18-34 years [#]	47	Have high schooler (12-17)	51	LGBTQI+	51	Cable Beach	51
35-49 years	52	Have adult dependent at home (18+)	50	Home ownership		Djugun	47
50-64 years	51	Older adult, no child at home	55	Homeowner	50	Other areas	50
65+ years	59			Renting / other	53		

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 1058). [#] Includes a small number of 14-17 year olds
* Positive Rating = excellent, good + okay

Overview of community variances

Summary of community variances

	Total	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Younger adult, no child at home	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	Older adult, no child at home	Disability	First Nations	LOTE	LGBTQIA+	Homeowner	Renting / other	Bilingurr	Broome	Broome North	Cable Beach	Djugun	Other areas
PLACE SCORES																									
Place to live	68	67	69	64	68	69	75	63	67	68	66	66	71	63	64	58	68	68	67	65	68	69	68	68	69
Place to work	69	69	69	67	69	69	74	68	68	67	68	68	71	60	69	67	70	69	69	67	69	69	69	70	67
Place to own or operate a business	54	54	55	55	52	54	59	51	56	51	53	53	55	49	50	54	49	54	56	55	54	45	57	54	48
Place to visit	76	76	77	78	74	75	79	77	74	75	73	73	77	73	75	70	75	75	81	74	79	80	76	75	75
A SAFE COMMUNITY																									
Safety and crime prevention	31	31	30	28	33	27	39	31	29	31	27	28	32	30	31	27	32	29	35	31	31	36	31	29	31
Lighting of streets and public places	43	48	39	43	43	42	48	46	41	38	41	40	44	37	37	51	48	43	44	47	39	50	43	44	46
Ranger services	46	46	47	49	47	42	46	48	49	47	46	42	43	40	47	54	45	45	50	42	47	57	46	45	44
Animal management (dog and cat)	38	40	37	39	40	34	42	41	38	40	39	36	36	32	37	49	38	37	40	41	36	46	38	38	38
EVERYONE HAS A PLACE TO CALL HOME																									
Housing	24	26	22	23	23	23	29	25	18	21	25	24	25	19	25	22	18	25	21	22	24	23	24	25	17
A HEALTHY, ACTIVE COMMUNITY																									
Health and community services	47	49	45	47	44	47	54	47	46	44	45	44	49	43	49	51	41	47	47	48	48	50	47	45	35
Sport and recreation services and facilities	63	64	63	62	59	67	72	63	59	58	57	63	70	63	60	54	60	64	63	60	65	69	63	61	69
Surf Life Saving services	72	71	74	69	74	73	74	70	74	75	74	72	74	70	69	70	68	73	72	74	73	74	72	72	71
Volunteer support services	61	62	61	63	61	59	64	63	65	61	59	59	61	61	58	66	55	61	62	58	63	60	60	62	65

Summary of community variances

	Total	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Younger adult, no child at home	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	Older adult, no child at home	Disability	First Nations	LOTE	LGBTQIA+	Homeowner	Renting / other	Bilingurr	Broome	Broome North	Cable Beach	Djugun	Other areas
AN INCLUSIVE COMMUNITY THAT CELEBRATES CULTURE, EQUALITY AND DIVERSITY																									
Youth services and facilities	46	48	44	45	45	46	52	48	42	43	44	42	49	39	47	41	42	46	47	42	49	52	45	44	43
Family and children's services and facilities	48	51	46	48	48	47	53	50	44	45	47	46	51	40	46	41	42	48	50	45	50	55	47	49	44
Seniors' services and facilities	40	44	38	44	39	36	43	41	44	39	39	40	38	30	42	41	37	39	44	40	44	46	39	37	40
Universal access and inclusion	48	51	46	45	47	50	54	45	45	46	49	47	52	37	40	53	33	50	44	49	49	49	46	49	46
Reconciliation action	56	59	53	54	56	57	57	53	55	57	60	52	58	52	48	59	44	57	54	58	56	64	53	59	53
Library services	72	70	73	67	73	73	78	68	70	72	72	72	76	71	67	72	69	73	69	72	72	79	71	71	74
Broome Community Civic Centre	66	66	67	64	67	67	70	66	63	67	65	66	69	66	63	67	61	68	63	61	67	71	66	68	65
Art, culture and creative activities	61	60	61	57	61	62	66	60	57	59	59	60	65	57	54	60	54	62	59	55	63	63	61	61	59
Heritage services	51	53	50	51	53	50	53	48	55	54	51	48	52	47	47	50	48	52	50	53	49	56	52	51	50
RESPONSIBLE MANAGEMENT OF NATURAL RESOURCES																									
Environmental management and conservation	47	50	44	46	48	45	47	45	48	48	50	45	48	41	45	58	37	46	48	44	47	53	48	45	39
Beaches and foreshores	64	64	64	66	64	63	60	68	65	67	61	59	62	60	63	66	65	63	67	62	63	76	63	65	64
Environmental health services	44	44	44	42	46	42	47	42	47	47	43	42	44	38	41	44	36	44	44	42	41	52	46	43	40
Mosquito control	37	38	37	33	40	38	43	36	36	41	38	35	39	32	35	36	36	38	36	30	38	38	42	33	39
Climate action / sustainable practices	39	43	35	36	38	42	43	34	40	38	43	40	44	35	35	47	25	40	35	39	39	42	39	39	32
Waste management	53	55	52	51	54	54	58	51	51	54	56	53	56	53	51	53	51	54	53	48	55	63	55	50	43
Emergency management	55	57	54	56	55	55	57	55	60	56	55	52	57	49	52	62	49	55	56	54	54	62	55	57	49

Summary of community variances

	Total	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Younger adult, no child at home	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	Older adult, no child at home	Disability	First Nations	LOTE	LGBTQIA+	Homeowner	Renting / other	Bilingurr	Broome	Broome North	Cable Beach	Djugun	Other areas
RESPONSIBLE URBAN DESIGN & HOUSING DIVERSITY																									
Planning services	40	41	41	42	38	39	44	39	42	42	40	39	41	36	35	43	42	40	43	38	39	49	41	40	42
Telecommunications and internet services	39	40	38	39	38	37	44	40	39	40	37	34	41	31	37	34	37	38	42	36	40	48	41	35	33
Streetscapes, trees and verges	46	49	44	46	47	45	51	47	47	44	44	43	48	43	46	48	47	45	51	52	43	52	46	47	53
Parks, playgrounds and reserves	57	59	55	53	57	58	64	57	52	53	57	56	61	52	53	63	53	57	57	59	56	66	57	55	61
Public toilets	28	32	25	24	30	28	36	30	24	27	28	26	32	25	26	33	33	28	29	23	29	39	29	25	35
SAFE, WELL CONNECTED, AFFORDABLE TRANSPORT OPTIONS																									
Main roads	60	62	58	61	59	59	62	63	58	59	60	54	62	51	54	66	57	59	63	59	59	67	62	59	52
Local roads	46	48	44	45	45	45	51	47	43	43	43	39	47	37	39	53	49	46	46	48	44	56	46	43	47
Footpaths, trails and cycleways	45	48	42	42	44	45	52	43	43	41	43	42	48	41	42	54	47	45	43	49	42	53	46	42	46
Public transport	33	36	31	30	32	35	42	32	30	32	33	35	37	27	33	32	24	34	31	29	34	38	35	31	32
State marine facilities (Entrance Point)	35	32	37	40	31	32	38	42	35	28	31	31	34	35	44	51	51	29	50	28	39	47	36	29	38
Local marine facilities	42	40	44	44	41	40	45	45	44	37	36	39	42	40	50	56	56	38	53	41	44	55	43	37	43
Airport facilities and services	53	51	54	51	51	55	56	52	53	51	50	51	56	49	50	52	55	53	53	54	53	58	53	50	55

Summary of community variances

	Total	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Younger adult, no child at home	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	Older adult, no child at home	Disability	First Nations	LOTE	LGBTQIA+	Homeowner	Renting / other	Bilingurr	Broome	Broome North	Cable Beach	Djugun	Other areas
A STRONG, DIVERSE AND INCLUSIVE ECONOMY WHERE ALL CAN PARTICIPATE																									
Economic development	42	41	42	43	41	39	47	43	41	39	38	38	43	38	40	44	46	41	45	42	42	50	41	41	39
Chinatown development and activation	64	63	64	63	65	62	68	63	64	63	61	63	66	60	59	66	63	64	64	65	62	77	64	64	57
Tourism and destination marketing	62	60	64	65	61	60	63	65	63	60	62	56	62	65	63	58	62	61	65	63	62	69	61	60	69
Festivals, markets and community events	67	65	69	66	67	67	69	69	65	66	68	65	68	66	66	63	66	67	68	63	69	70	66	68	67
Education and life-long learning	45	48	42	41	44	46	55	42	41	43	46	42	50	44	45	39	38	45	45	41	45	48	46	44	42
EFFECTIVE LEADERSHIP, ADVOCACY AND GOVERNANCE																									
Council’s leadership	41	41	41	40	39	39	51	39	36	39	38	38	45	36	33	44	33	39	44	37	41	51	41	39	41
Governing organisation	44	43	45	43	42	43	53	41	38	42	41	39	48	40	36	51	38	42	48	39	45	53	44	43	43
Financial management	33	34	33	32	31	33	46	29	28	31	31	33	38	29	29	32	27	31	41	32	36	43	33	29	34
AN ENGAGED COMMUNITY																									
Community engagement on local issues	41	41	41	39	42	40	50	39	40	42	39	39	44	38	36	46	38	41	42	39	44	49	40	40	35
Communication	47	48	46	42	48	47	54	45	44	48	46	44	51	41	44	52	42	46	49	46	49	54	46	44	45
Customer service	51	49	53	47	52	51	59	49	45	51	51	50	55	51	49	54	51	50	53	47	52	66	51	47	50

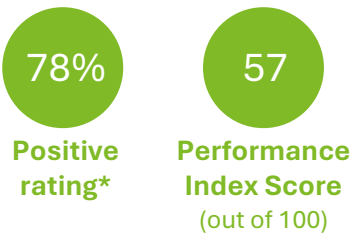
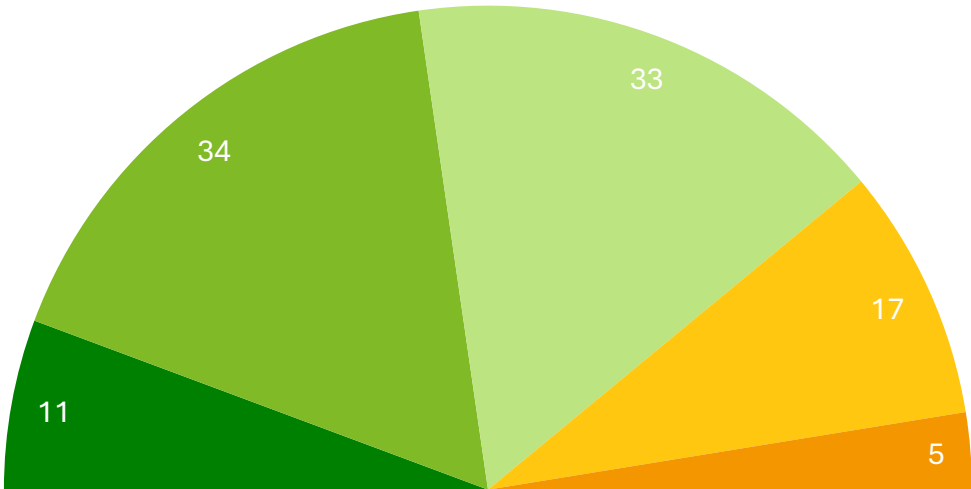
Local business views

Place to own or operate a business

Among local business owners and operators

Performance ratings

% of respondents



- Excellent
- Good
- Okay
- Poor
- Terrible

MARKYT Industry Standards

Performance Index Score

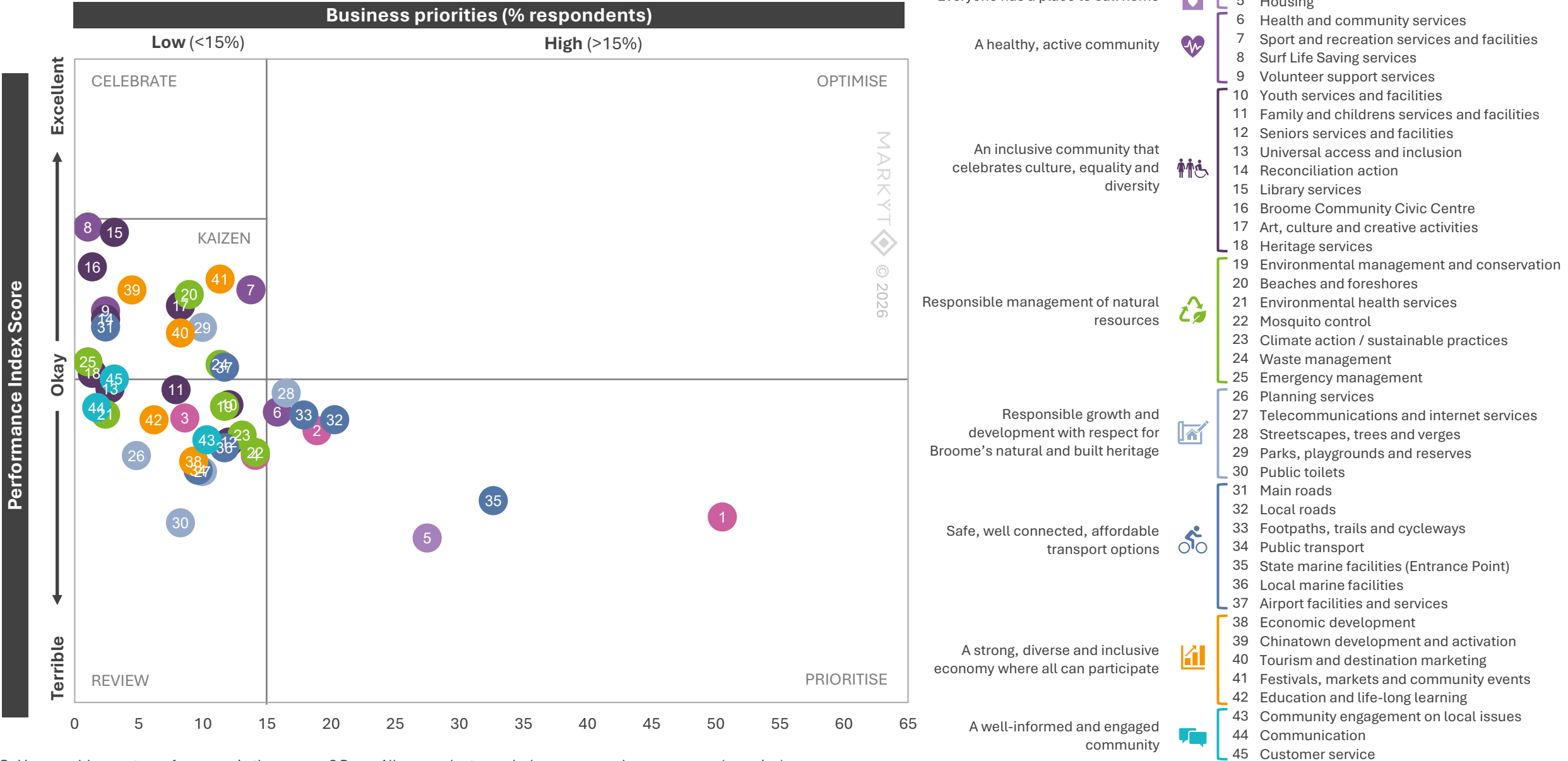


Shire of Broome	57
Industry High	75
Industry Average	62



Q. How would you rate performance in the following areas?
Base: Business owners and operators, excludes 'unsure' and 'no response' (n = 273).

Local business priorities



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

Q. Over the next 10 years, what would you like the Shire of Broome and key partners to focus on addressing or improving the most?

Base: Business owners and operators, excludes 'unsure' and 'no response' (n = 291)

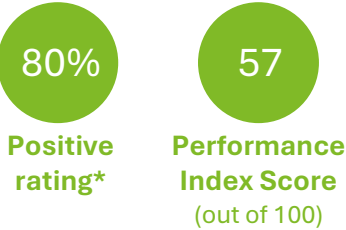
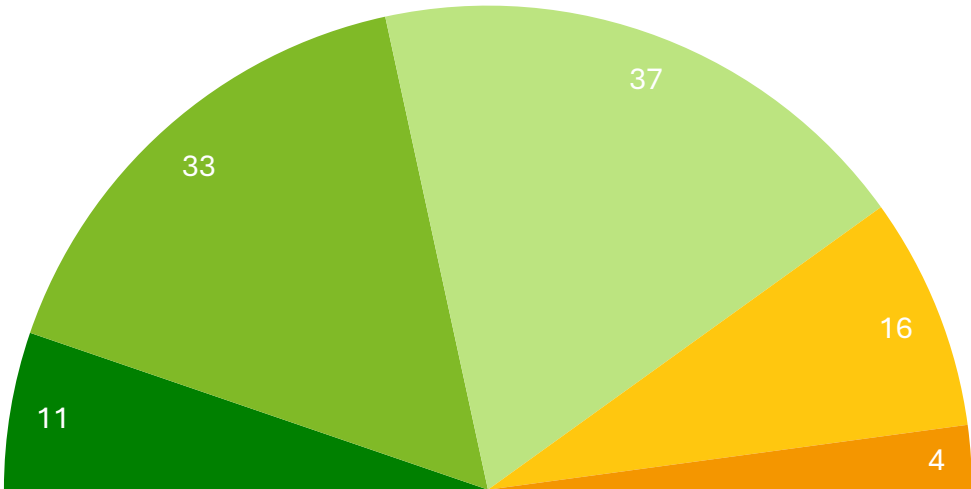
Non-government organisation (NGO) views (includes local sporting clubs and community groups)

Volunteer support services

Among NGO representatives

Performance ratings

% of respondents



- Excellent
- Good
- Okay
- Poor
- Terrible

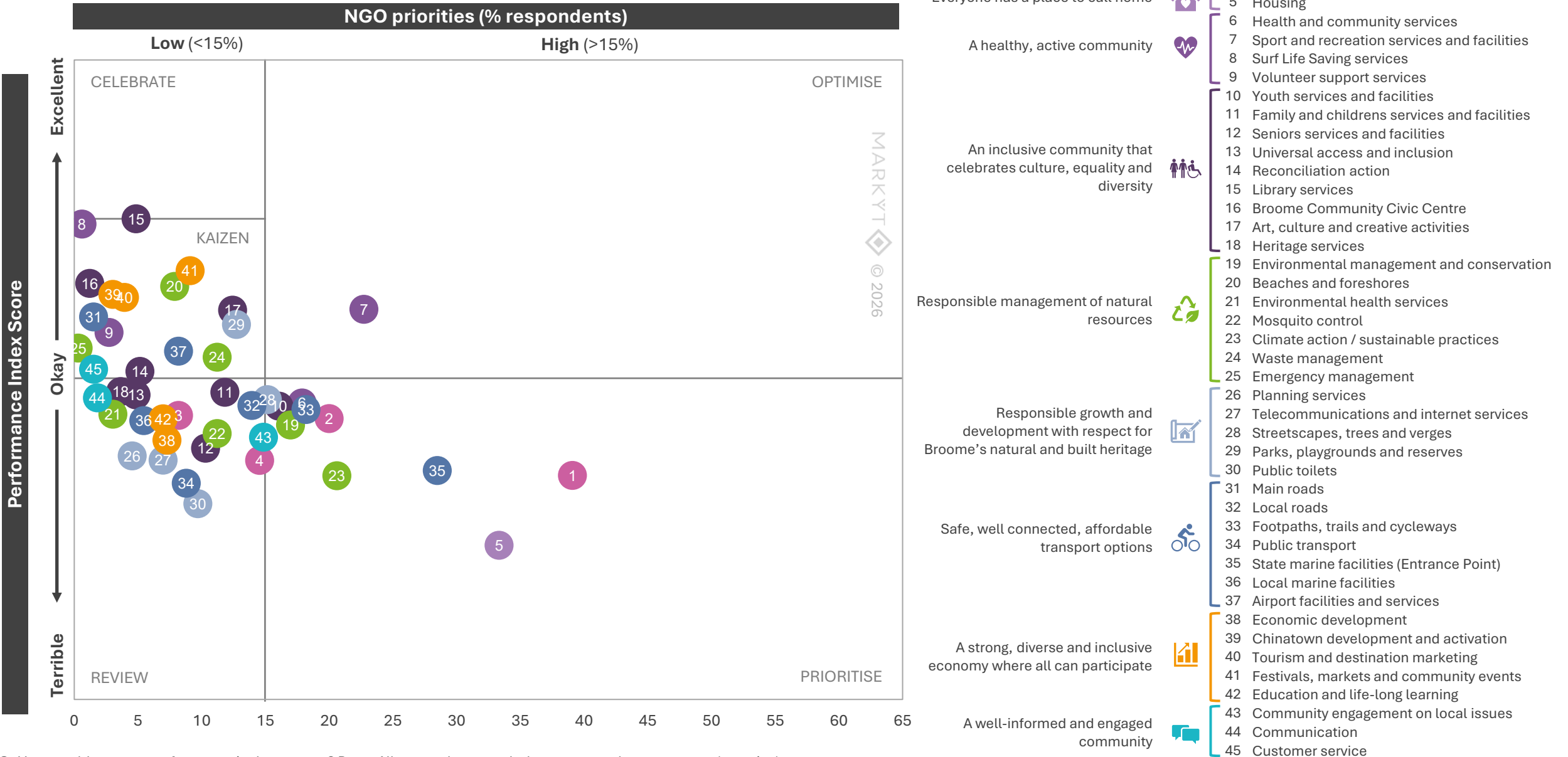


NGO representatives	57
Residents	61



Q. How would you rate performance in the following areas?
Base: NGO representatives, excludes 'unsure' and 'no response' (n = 257).

Non-government organisation priorities



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

Q. Over the next 10 years, what would you like the Shire of Broome and key partners to focus on addressing or improving the most?

Base: NGO representatives, excludes 'unsure' and 'no response' (n = 330)

Non-resident views

Place to visit

Among non-residents

Performance ratings

% of respondents



Positive rating*



Performance Index Score (out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

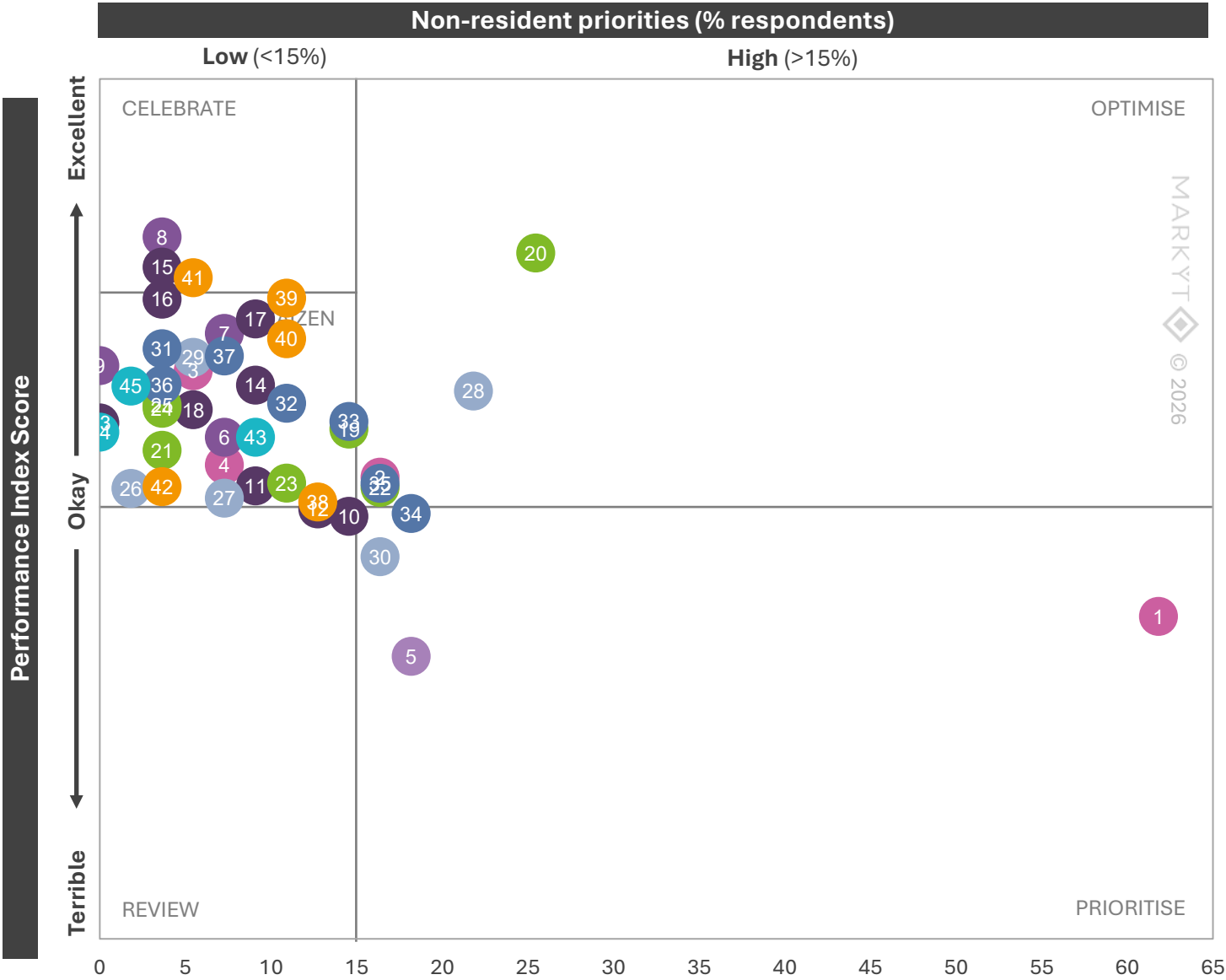


Non-residents	86
Residents	76



Q. How would you rate performance in the following areas?
Base: Out of area ratepayers and visitors, excludes 'unsure' and 'no response' (n = 72).

Non-resident priorities



- A safe community
 - 1 Safety and crime prevention
 - 2 Lighting of streets and public places
 - 3 Ranger services
- Everyone has a place to call home
 - 4 Animal management (dog and cat)
 - 5 Housing
 - 6 Health and community services
- A healthy, active community
 - 7 Sport and recreation services and facilities
 - 8 Surf Life Saving services
 - 9 Volunteer support services
- An inclusive community that celebrates culture, equality and diversity
 - 10 Youth services and facilities
 - 11 Family and childrens services and facilities
 - 12 Seniors services and facilities
 - 13 Universal access and inclusion
 - 14 Reconciliation action
 - 15 Library services
 - 16 Broome Community Civic Centre
 - 17 Art, culture and creative activities
 - 18 Heritage services
- Responsible management of natural resources
 - 19 Environmental management and conservation
 - 20 Beaches and foreshores
 - 21 Environmental health services
 - 22 Mosquito control
 - 23 Climate action / sustainable practices
 - 24 Waste management
 - 25 Emergency management
- Responsible growth and development with respect for Broome's natural and built heritage
 - 26 Planning services
 - 27 Telecommunications and internet services
 - 28 Streetscapes, trees and verges
 - 29 Parks, playgrounds and reserves
 - 30 Public toilets
- Safe, well connected, affordable transport options
 - 31 Main roads
 - 32 Local roads
 - 33 Footpaths, trails and cycleways
 - 34 Public transport
 - 35 State marine facilities (Entrance Point)
 - 36 Local marine facilities
 - 37 Airport facilities and services
- A strong, diverse and inclusive economy where all can participate
 - 38 Economic development
 - 39 Chinatown development and activation
 - 40 Tourism and destination marketing
 - 41 Festivals, markets and community events
 - 42 Education and life-long learning
- A well-informed and engaged community
 - 43 Community engagement on local issues
 - 44 Communication
 - 45 Customer service

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

Q. Over the next 10 years, what would you like the Shire of Broome and key partners to focus on addressing or improving the most?

Base: Out of area ratepayers and visitors, excludes 'unsure' and 'no response' (n = 55)

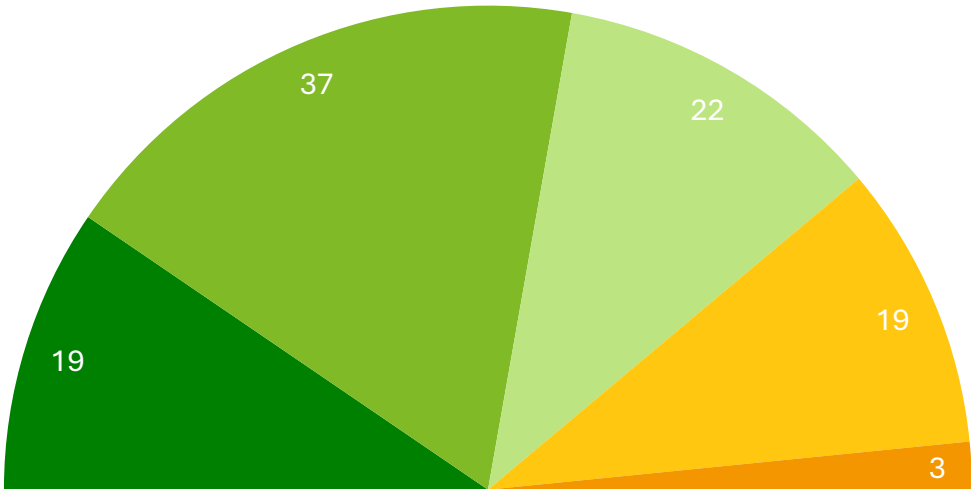
Shire affiliate views

Perceptions of the Shire of Broome as an organisation to work for

Among Shire of Broome employees and elected members

Performance ratings

% of respondents



Positive rating*



Performance Index Score (out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

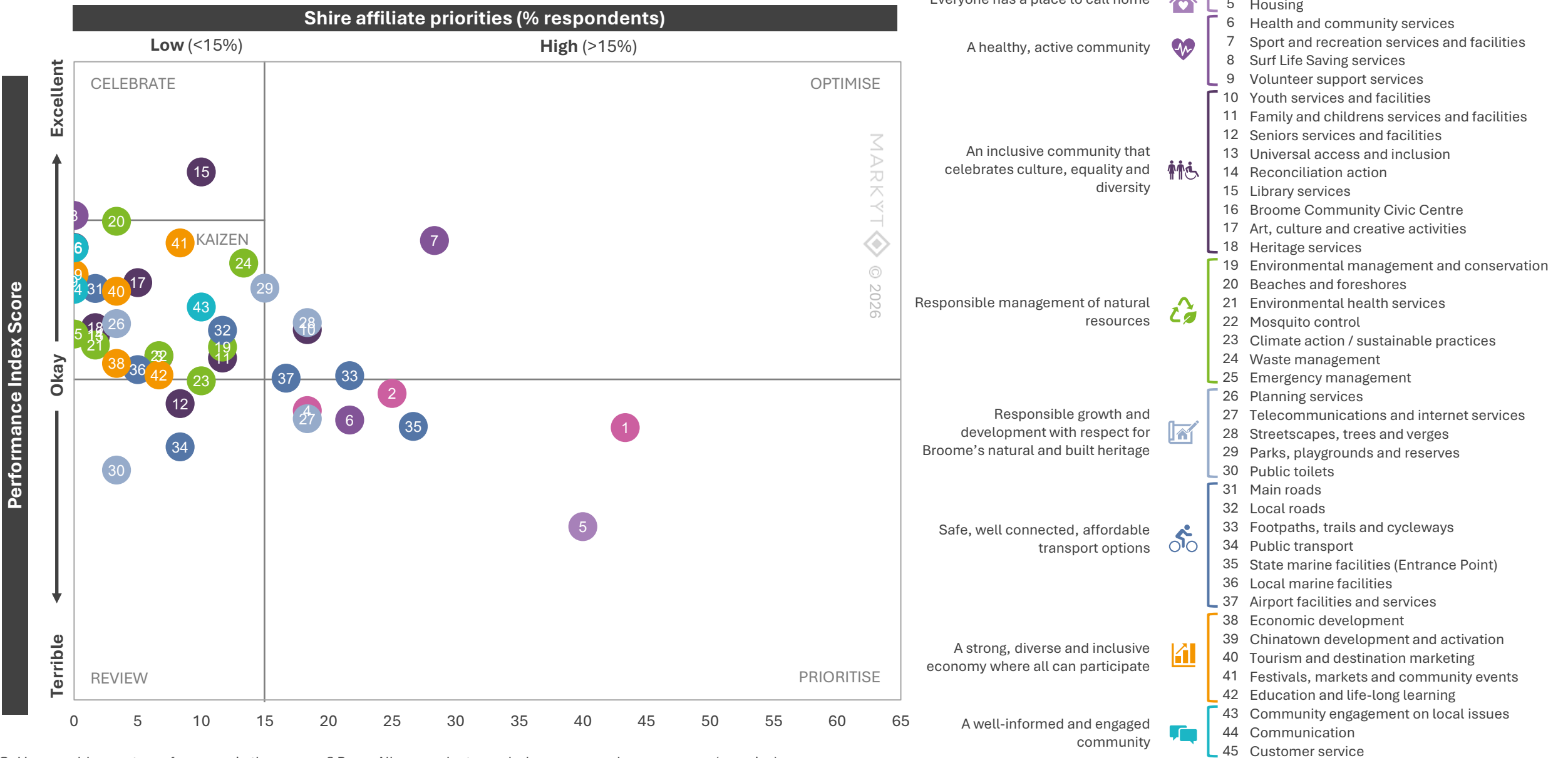


Elected members	67
Shire employees	62
Non-government organisations (sporting clubs, community groups etc)	39
Local businesses	37
Residents	41



Q. How would you rate the Shire of Broome as an organisation to work for, based on your own experiences or what you’ve heard from others?
Base: Elected Members and employees, excludes ‘unsure’ and ‘no response’ (n = 63).

Shire of Broome employee and elected member priorities



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

Q. Over the next 10 years, what would you like the Shire of Broome and key partners to focus on addressing or improving the most?

Base: Elected Members and employees, excludes 'unsure' and 'no response' (n = 60)

CATALYSE® has been a long-term supporter of State and Local Government, delivering strategic planning and research services to build community and organisation value since 2003.

Our vision:

We believe in the power of working together to achieve greatness. Through our benchmarking services, we enable organisations and communities to learn from each other to continuously improve and create pathways to success.

Our flagship services have been embraced by councils across Australia. They include the FUTYR® Council Plan, MARKYT® Community Scorecard, MARKYT® Wellbeing Scorecard and CULTYR® Employee Scorecard.

We also develop bespoke, customised projects, plans and strategies relating to KPI reporting, project evaluations, workforce planning, communication and engagement, community safety, animal management, climate change and sustainable practices, youth services, seniors' services, art and culture, social impact assessments and lots more.

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