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MARKYT 

# Community Scorecard

## 2024

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Prepared for



Prepared by



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# Strategic overview

## Vision



**26%**

% agree

1% point below  
Industry Average and  
down 18% points from 2022

## Liveability

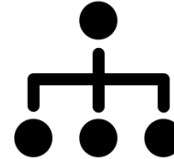


**65**

Performance Index Score

9 index points below  
Industry Average and  
down 5 points from 2022

## Governance



**50**

Performance Index Score

1 index point below  
Industry Average and  
down 8 points from 2022

## Rates Value



**31**

Performance Index Score

10 index points below  
Industry Average and  
down 7 points from 2022

### Top 5 performers

- Library services
- Festivals, events, arts and cultural activities
- Sport and recreation
- Tourism and destination marketing
- Town centre development and activation

### Stronger relative to other councils

- Town centre development and activation
- Tourism and destination marketing
- Airport facilities and services
- Library services
- Festivals, events, arts and cultural activities

### Priorities



Safety and crime prevention



Marine facilities, including boat ramps



Services and facilities for young people



Health and community services



Lighting of streets and public places



Conservation and environmental management



Access to housing that meets your needs



Animal management (dogs and cats)

# Approach



# Purpose



## Department of Local Government, Sport and Cultural Industries

The Local Government Act requires local councils to develop a **Plan for the Future**. The IP&R guidelines suggest the Strategic Community Plan has a major review every four years, and a minor review every two years.

## MARKYT Community Scorecard

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

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



# The Study

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

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

CATALYSE® sent email invitations to the Shire of Broome's customer contacts, and the Shire provided supporting promotions through various communication channels. The scorecard was open from 15 April to 13 May 2024.



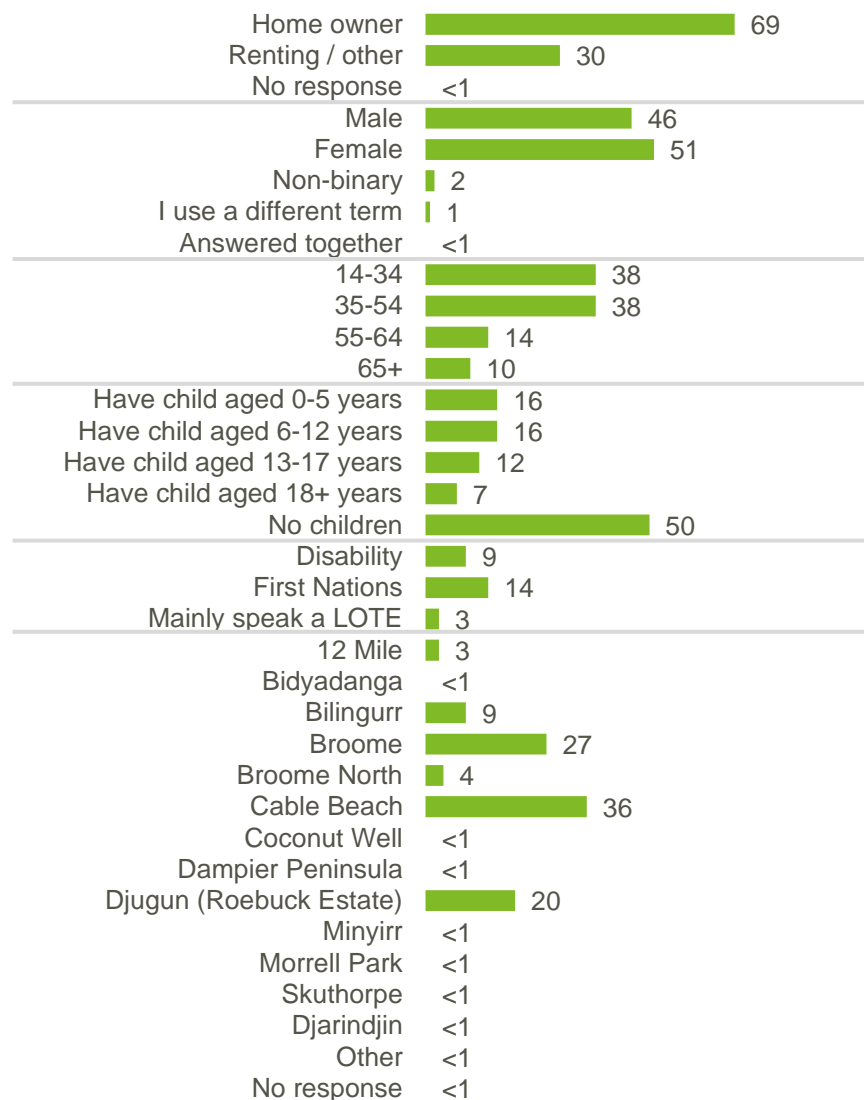
The scorecard was completed by **1,190 community members** with various connections to the Shire:

Local resident	Local business	Out of area ratepayer	Visitor	Elected Member / Employee
1,020	289	63	7	101

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

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

## % of resident respondents (weighted)



LOTE:  
language other than English

Over 20+ years, CATALYSE® has conducted community perceptions surveys for more than 70 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. In this report, average and high scores are calculated from councils that have completed a MARKYT® accredited study within the **past three years**.

### Perth Region

City of Armadale  
Town of Bassendean  
City of Bayswater  
City of Belmont  
Town of Cambridge  
City of Canning  
Town of Claremont  
City of Cockburn  
Town of Cottesloe  
Town of East Fremantle  
City of Fremantle  
City of Joondalup  
City of Kalamunda  
City of Kwinana  
City of Melville  
Town of Mosman Park  
Shire of Mundaring  
City of Nedlands  
Shire of Peppermint Grove  
City of Perth  
Serpentine–Jarrahdale Shire  
City of South Perth  
City of Subiaco  
City of Swan  
Town of Victoria Park  
City of Vincent  
City of Wanneroo

### Wheatbelt Region

Shire of Chittering  
Shire of Dandaragan  
Shire of Gingin  
Shire of Merredin  
Shire of Narrogin  
Shire of Northam  
Shire of Pingelly  
Shire of Toodyay  
Shire of York

### South West Region

Shire of Augusta-Margaret River  
Shire of Bridgetown-Greenbushes  
City of Bunbury  
City of Busselton  
Shire of Capel  
Shire of Collie  
Shire of Dardanup  
Shire of Donnybrook-Balingup  
Shire of Harvey

### Great Southern Region

City of Albany  
Shire of Broomehill-Tambellup  
Shire of Cranbrook  
Shire of Denmark  
Shire of Gnowangerup  
Shire of Jerramungup  
Shire of Katanning  
Shire of Kent  
Shire of Kojonup  
Shire of Plantagenet  
Shire of Woodanilling

### Peel Region

Shire of Boddington  
City of Mandurah  
Shire of Murray  
Serpentine-Jarrahdale Shire

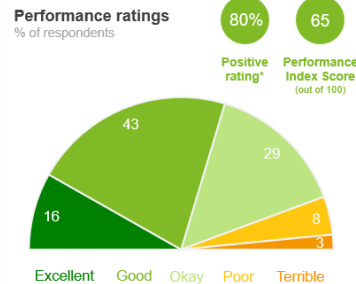




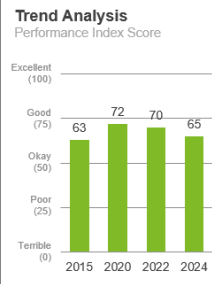
# How to read performance dashboard charts

## Performance Ratings

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



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



## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun (Roebuck Estate)	Other areas
65	66	63	66	65	67	67	63	62	61	64	66	64	68	63	59	53	82	65	62	65	67	69

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

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

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

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

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

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

Overall Performance

# Place to live

## Performance ratings

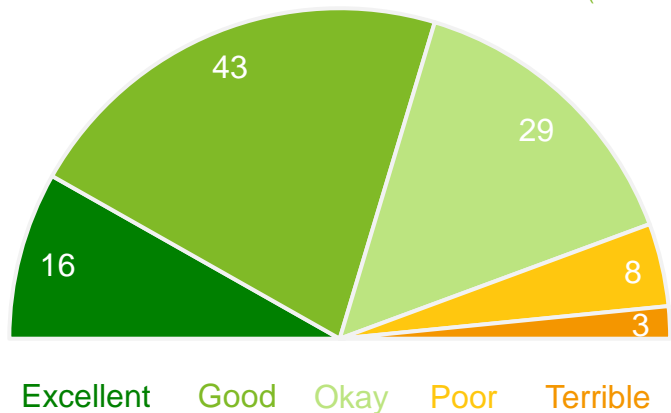
% of respondents

89%

65

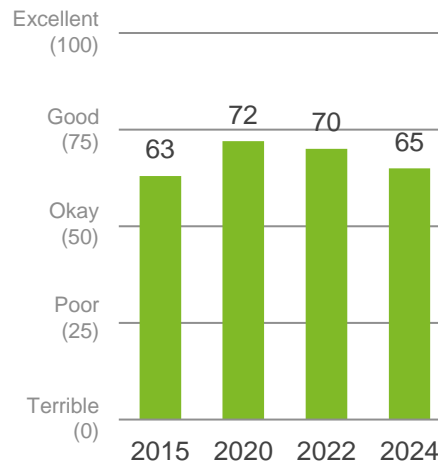
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	65
Industry High	91
Industry Average	74

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
65	66	63	66	65	67	67	63	62	61	64	66	64	68	63	59	53	82	65	62	65	67	69

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1014). \* Positive Rating = excellent, good + okay

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

# Governing organisation

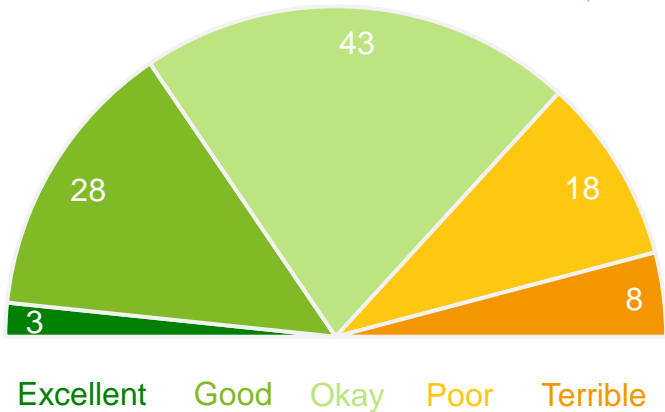
## Performance ratings

% of respondents



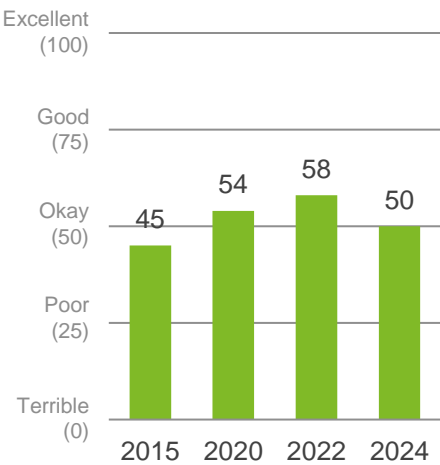
Positive rating\*

Performance Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	50
Industry High	69
Industry Average	51

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
50	50	49	49	51	50	52	49	49	44	50	49	51	55	47	45	42	49	53	47	51	49	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 971). \* Positive Rating = excellent, good + okay



MARKYT  industry comparisons

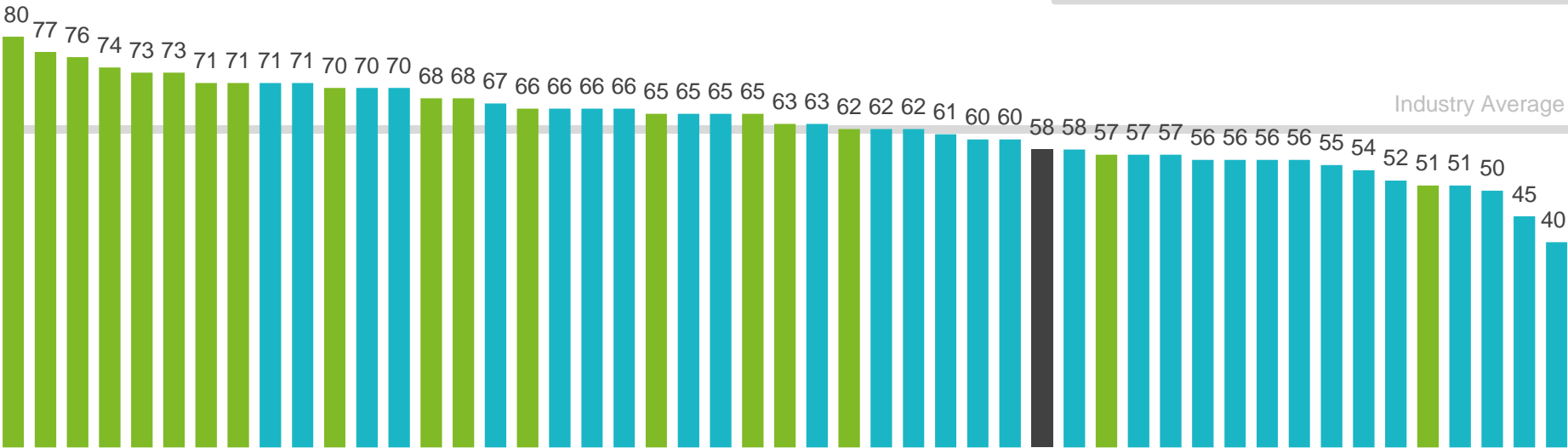
# Overall Performance | industry comparisons


The 'Overall Performance Index Score' is a combined measure of the Shire of Broome as a 'place to live' and as a 'governing organisation'. The Shire of Broome's overall performance index score is 58 out of 100, 5 index points below the industry average.

## Overall Performance Index Score


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

- Shire of Broome
- Metropolitan Councils
- Regional Councils



MARKYT  Industry Standards

Performance Index Score



Shire of Broome

58

Industry High

80

Industry Average

63

# How to read the MARKYT Benchmark Matrix

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

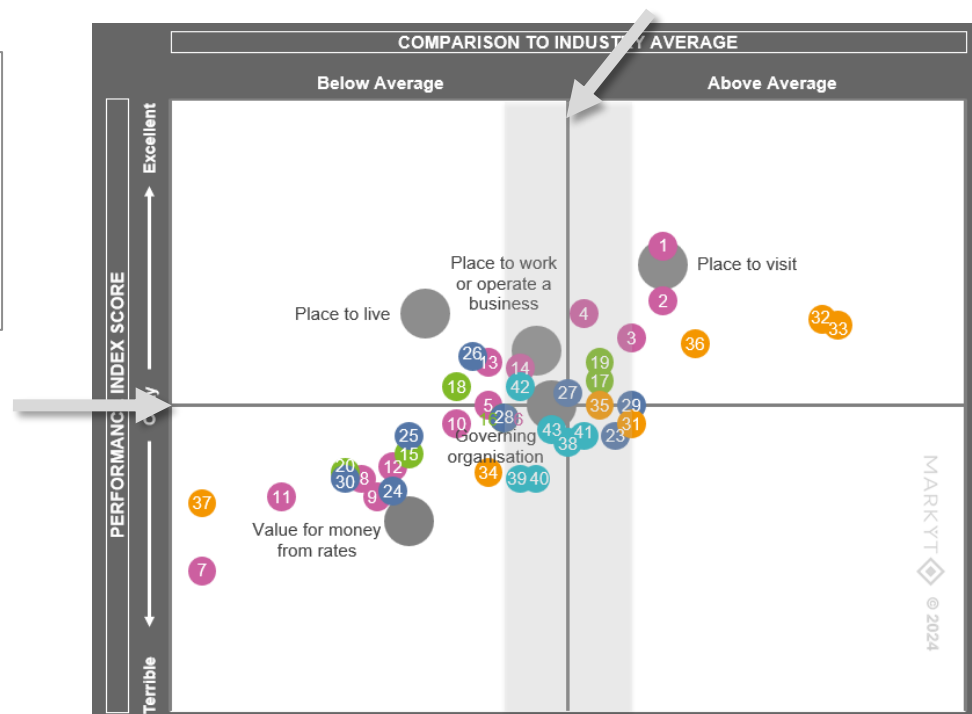
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

Services are grouped in five areas:

- People
- Place
- Planet
- Prosperity
- Performance

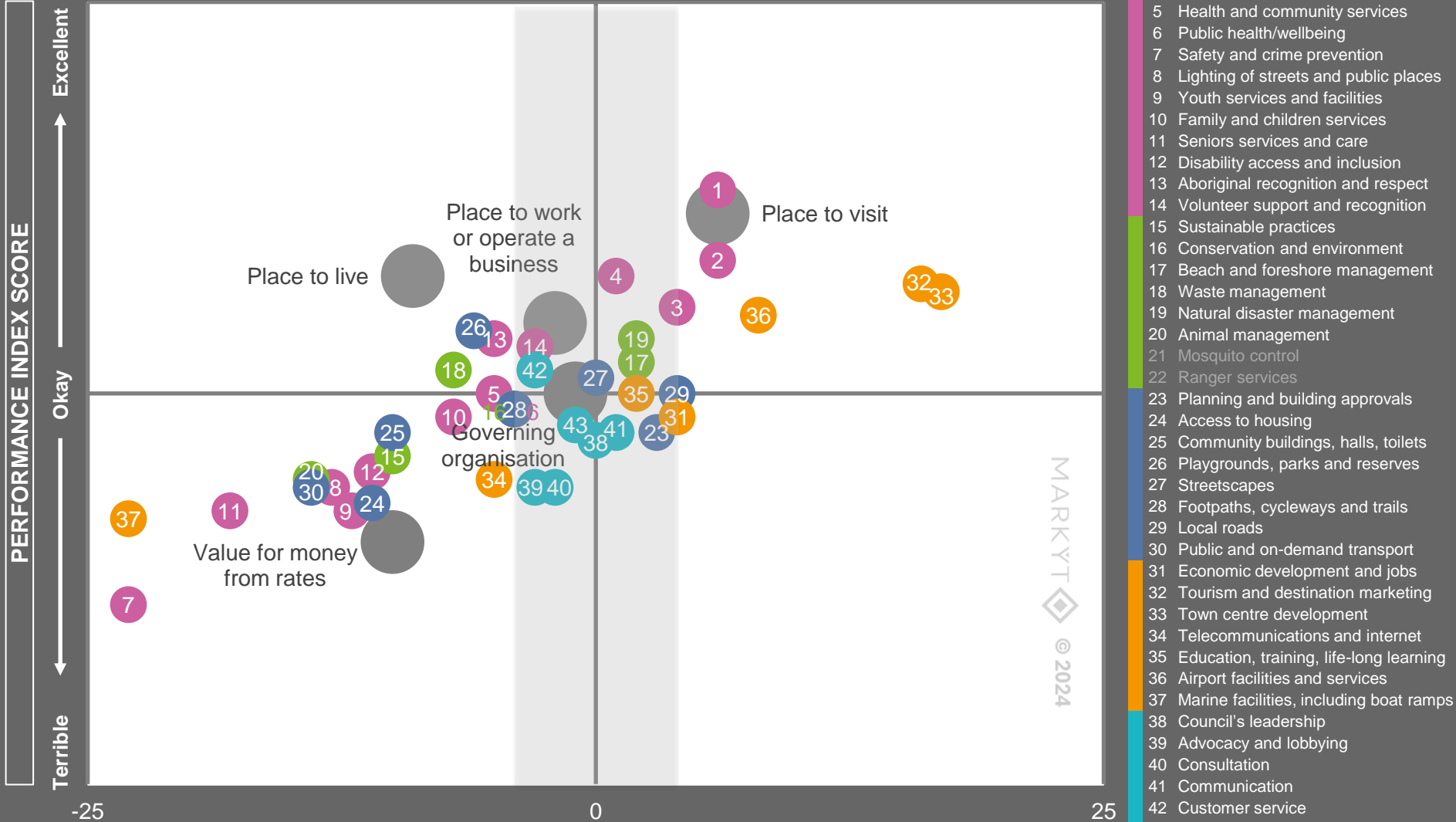
This line represents okay performance based on the MARKYT Performance Index Score. Higher performing service areas are placed above this line while lower performing areas are below it.

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



# MARKYT Benchmark Matrix

## COMPARISON TO INDUSTRY AVERAGE



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



MARKYT  community trends

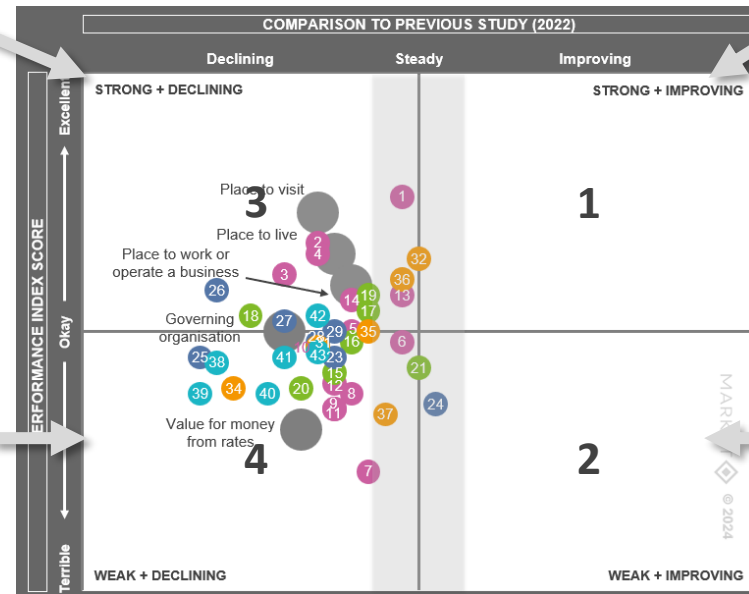
The MARKYT® Community Trends Window shows trends in performance over the past 2 years.

**Window 3** includes higher performing services in decline, including:

- Playgrounds, parks and reserves
- Waste management
- History and heritage
- Streetscapes
- Festivals, events, arts and culture
- Sport and recreation
- Customer service

**Window 4** includes lower performing areas in decline, including:

- Community buildings, halls, toilets
- Advocacy and lobbying
- Council's leadership
- Telecommunications and internet
- Consultation
- Communication
- Animal management



**Window 1** includes higher performing areas that have improved.

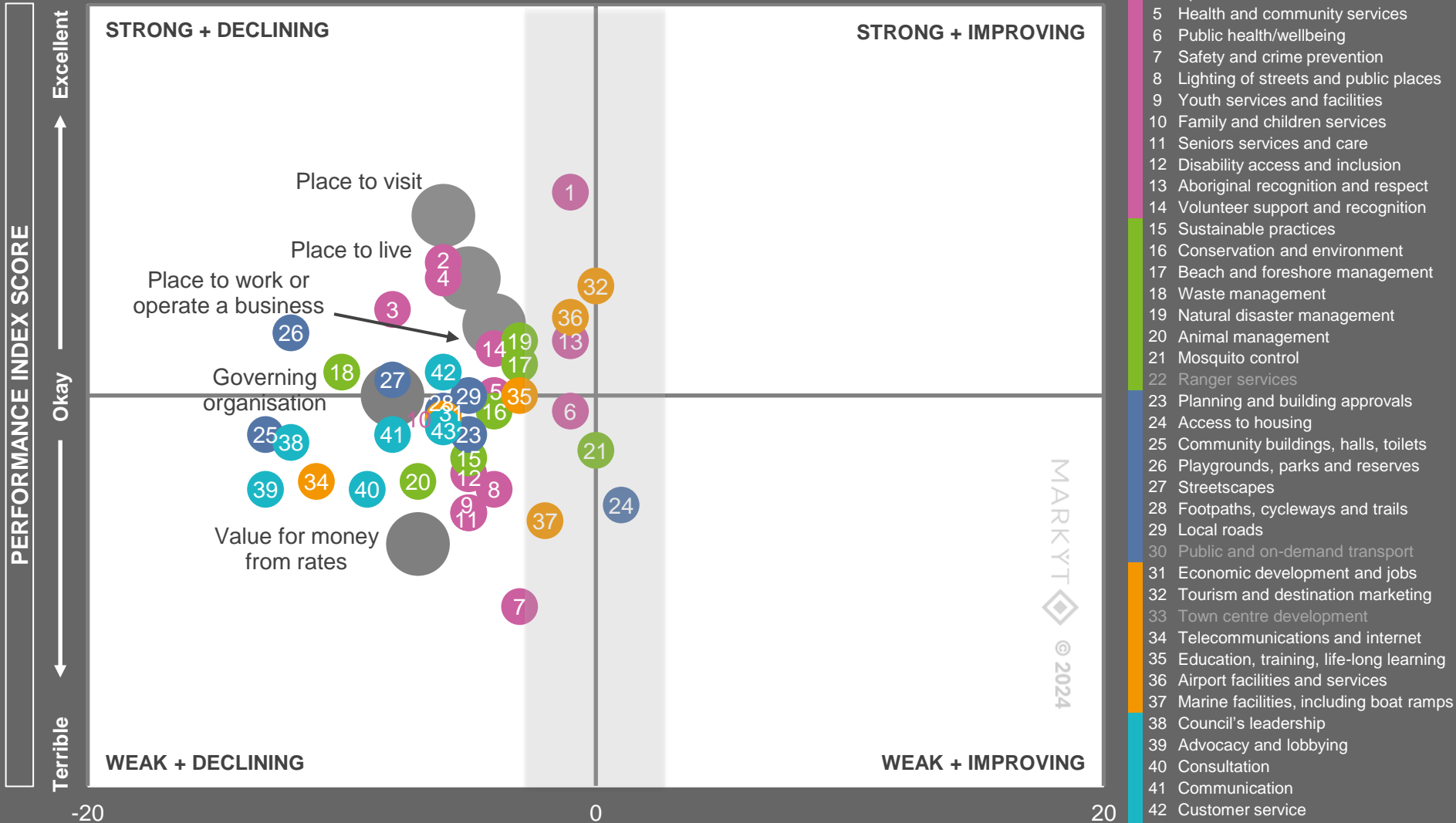
While there were no services in this window this year, tourism and destination marketing remains strong and steady.

**Window 2** includes lower performing areas that are improving.

Access to housing experienced marginal improvement this year.

# MARKYT Community Trends Window

## COMPARISON TO PREVIOUS STUDY (2022)



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

MARKYT  community priorities



**COMMUNITY PRIORITIES (% of respondents)**

Low (<10%)      Moderate (10-50%)      High (>50%)

**PERFORMANCE INDEX SCORE**

Excellent

Okay

Terrible

**CELEBRATE**

**KAIZEN**

**REVIEW**

**OPTIMISE**

**MARKET**      **COMPANY**

© 2024

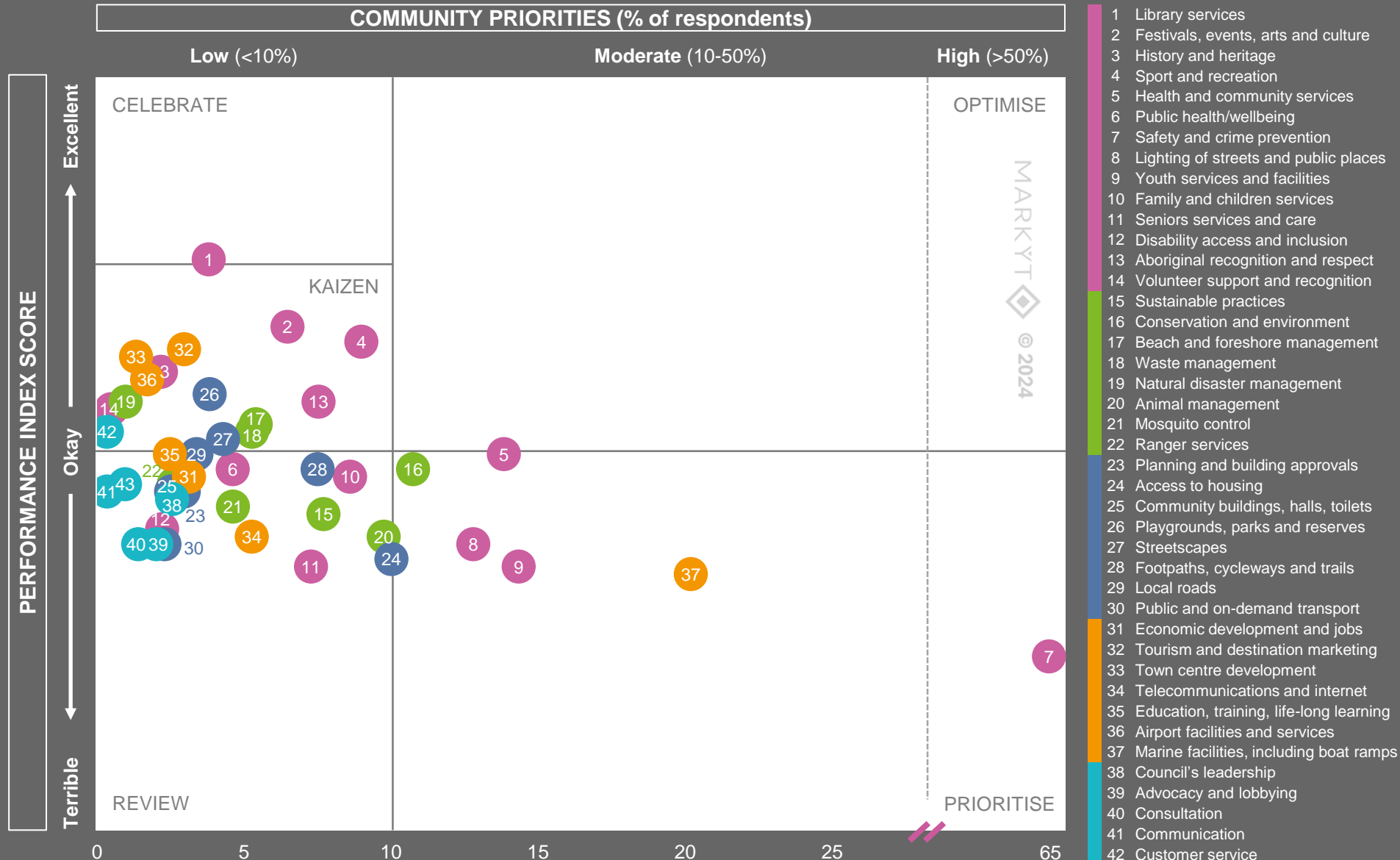
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37

**REVIEW** lower performing areas.

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

- People
- Place
- Planet
- Prosperity
- Performance

# MARKYT Community Priorities



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

Q. Over the next 10 years, which areas would you mostly like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n=919)

Addressing community priorities

### Community driven actions

- Collaborate with Aboriginal and Torres Strait Islander leaders, police, government agencies and community groups to address youth crime with counselling, training programs, safe spaces and crisis accommodation.
- Provide improved support for families including parenting education and support, and drug and alcohol rehabilitation services.
- Provide more security patrols to manage anti-social behaviour, loitering and petty crime.
- Provide improved lighting and CCTV cameras in streets, parks and known hotspots.
- Many residents have called for night curfews for children and alcohol restrictions or bans.

### Community Voices

*"Safety. Bring local government organisations together that deal with children at risk. Schools, police, child protection, drop-in centres etc, to set up a local working group to lobby government and action change."*

*"Like all of Broome's social and community problems, the ONLY way forward is for the leaders of all stakeholders come together to discuss issues. This coming together must include Aboriginal elders as no long term and real solutions will evolve otherwise."*

*"Funding for youth crisis accommodation and meaningful programs to divert youth away from the justice system. Including lobbying to state govt to create a judicial pathway to on-country rehabilitation."*

*"Eliminating drugs in town. Targeted support for families with drug alcohol and violence issues. Trauma informed safe spaces for youth with 24/7 access."*

*"Parents of juvenile offenders need help. The government must provide incentives and mentoring to foster better parenting to those with mental health issues and drug and alcohol addictions."*

*"Improvement of street lighting. (Doesn't feel safe to walk at night). More programs (drug prevention, emotional support, employment opportunities). Rehabilitation instead of juvenile jail."*

*"Security patrols (stronger presence), more engagement, opportunity for youth, faster police call out times, cameras and signage in public spaces."*

*"Crime is out of control. There needs to be more lighting and cameras installed in public areas and someone to manage the cameras and interact with the police."*

*"Bring in after hours curfew for kids under 18."*

*"There needs to be a curfew policed by people other than the local cops for those that are under 18 AND the alcohol restrictions need to be in place ONLY for those that are on the register, as per how Darwin manages it."*

*"Ban public drinking. Ban take-away alcohol."*

### Community driven actions

- Lobby for a new, safe, launch and retrieval boat ramp (all-weather, all-tide) and/or a marina to be provided as soon as possible.
- Include facilities such as adequate parking for cars and trailers, public toilets and fish-cleaning facilities.

### Community Voices

*"We really need a good boat ramp at entrance point. This should be done by the Department of Transport. But we really need the Shire to try and push the issue with the State Government."*

*"Stronger advocacy and demonstrated commitment to achieving a safe boat launching facility for Broome. There has been no communication on this for some time, or any evidence that pressuring the State Government to deliver this infrastructure is on the Shire's radar."*

*"Broome needs a safe launch and retrieval facility. For a town this size, with the main attraction being beaches and fishing for locals, it's absurd this town has no all-tide facility."*

*"Boat ramps. The lack of safe boat launch / retrieval facilities has been the cause of constant injuries and significant damage to vessels. The Shire has talked about fixing the problem for years but nothing changes."*

*"A safe all weather, all tide boat ramp with a small marina like Port Hedland's new facility. Some one is going to die or get seriously hurt if some thing is not done soon."*

*"A safe boat launching facility would be a start. A marina would have huge economical boost to the economy and tourism."*

*"Broome needs a marina. Most major tourist towns in WA have this type of facility. Given the number of people who live or visit Broome that have boats this should be addressed asap."*

*"The boat launching facilities in Broome are a disgrace. Considering the size of the town, the size of the boating community and the opportunity to promote Broome as a boating destination, the facilities are sub standard. Apart from the dangerous ramps, there are no toilets, no fish cleaning facilities and insufficient parking. Go to ANY other seaside town down the coast and see how it's done!"*

### Community driven actions

- Provide safe spaces for young people to gather with a range of activities and opportunities to socialise.
- Provide a range of indoor (air-conditioned for the hot months) and outdoor activities to keep young people occupied and entertained – eg bowling, movie theatres, water parks, parkour.
- Provide accommodation for children from unsafe home environments.
- Provide mentoring, counselling and educational programs to help young people develop life skills.

### Community Voices

*"Support a centre that's a place they can go to feel safe at all times."*

*"A youth centre with social workers would be very much appreciated.  
Table tennis, disco, common room, billiards, etc."*

*"There is no engagement or activities for youth in this town no youth hub, no hang out center, no game centre, no regular consistent activity/get together."*

*"Survey youth to see what they want. Youth Precinct where there is internet access, health services, wellbeing activities and support. Youth accommodation when home is not safe. Employment of mentors. Support activities such as boxing and other programs."*

*"Subsidise / create indoor businesses with fun activities for youth/teenagers (eg indoor bowling, movies, Timezone). Create a proper water park free for residents like Darwin has."*

*"A parkour ninja style playground for older children where kids partaking in risk-taking behaviour can use the playground to get that out of their system in a positive way."*

*"More activity that attracts youth off the streets. Build a combined indoor roller blade/game arcade center. Build a wave pool for kids to swim at during wet season."*

*"Build a facility to house the children caught wandering the streets after dark."*

*"Youth engagement programs, night and day support outside of school. Roaming youth counsellors and mentors to engage with vulnerable youth. Funded after school activities to engage vulnerable youth. Incentives for local business to employ local youth."*

*"More service providers to channel young people towards career pathways that are relevant and sustainable - futuristic."*



### Community driven actions

- Advocate for funding to attract more health professionals to Broome, to reduce wait-times and travel to Perth:
  - GPs (bulk-billing);
  - Dentists;
  - Specialists;
  - Allied health professionals including podiatrists and physiotherapists.
- Provide incentives such as housing to retain medical professionals.
- Advocate for funding to expand and improve Broome Hospital to include a larger emergency department, an MRI machine, more staff, more beds and better parking.
- Advocate for more mental health and drug and alcohol rehabilitation services.

### Community Voices

*"More bulk billed doctor surgeries. More affordable for people"*

*"Specialists, Drs, Physios, Dentists are hard to get into. Would be quicker to go to Perth to get access to those facilities."*

*"Doctor availability and wait time in ED shows a high need for more health professionals to service Broome's growing population. Wait time for specialists is eternal as well. We need more visiting, frequent or permanent specialists."*

*"There is a lack of specialists in Broome. The wait time to get an appointment with a GP is not responsible. People should not have to wait a month to have see their GP. Which in turn contributes to the long wait times in the ED."*

*"Attract more doctors (and health professionals) to the region, providing incentives for families to stay beyond children reaching high school age."*

*"Health care. Introduce incentives in school for medical students to stay and study in the area. Provide housing for essential services... Not just friends of the Shire."*

*"The hospital is operating beyond capacity / existing infrastructure / staffing. Parking there is almost impossible also."*

*"Advocate strongly for better resources in Broome, like an MRI machine for example."*

*"Need to invest in an MRI machine for the region to reduce medical travel to Perth."*

*"Easier access to medical health needs for the community. Especially mental health and drug and alcohol counselling and support services for those who are homeless in this community."*

*"More services to be able to provide easy to access mental health, behaviour change and rehabilitation services. There is a large amount of people that struggle with mental health, alcohol and other drugs and behavioural issues. When they are finally ready to seek support they are asked to jump through 100 hoops or are placed on a wait list, that motivation quickly disappears. We need more services available that can do more proactive work in the community in this space."*



### Community driven actions

- Install better, brighter street lights in dark residential areas (especially Old Broome) so residents feel safer walking and driving at night.
- Ensure street lights are maintained in working order with vegetation cleared, globes replaced etc.
- Provide more lighting in public areas such as foreshore footpaths, parks and trails to allow people to exercise safely after dark.
- Provide more lighting in car parks, ovals and known hotspots to deter loitering and criminal activity.

### Community Voices

*"Hard to walk around at night as dark and unsafe. Nowhere safe to ride bikes and scooters either"*

*"Lighting in the old areas of Broome is terrible at night. Some of the illumination doesn't even reach the ground. Dangerous for those walking or driving."*

*"Better Lighting along Cable Beach Road - and many other streets in Broome. Trimming of trees and bushes that cover street lights and street signs all over Broome."*

*"All parks require more lighting, some of the streets are very dark. The path going along Gubinge Road near Syonara Road where it is covered in bushland between the road and path has no lighting which is very unsafe, either the bush needs to be cleared or lighting added."*

*"Better street lighting. Our beautiful foreshore, Town beach area should be lit till sunrise for safety concerns for people exercising early."*

*"I walk a lot at night and some footpaths are poorly lit with overgrown weeds on the side of the footpath and I still see snakes on them at this time of year, such as Cable Beach Road West. So apart from relying on a torch, I would appreciate if there was better lighting for exercisers."*

*"Still missing a lot of lighting opportunities in Broome where it can be dangerous for solo running/ walking/ biking particularly for women. Eg Cable Beach East road is very dark on the footpath and considering right alongside bush it's a safety risk for solo women. I tend to run on the edge of the road due to this reason, which is not a safe practice."*

*"Any dark areas that are high crime or traffic areas should be well lit or have CCTV monitored 24/7."*

### Community driven actions

- Ensure areas of bushland and natural environments are maintained and preserved when approving new developments.
- Conserve and protect beach and marine environments – particular mentions include Entrance Point and Minyirr Park.
- Impose stricter measures to protect turtles during nesting season.
- Improve management of weeds and invasive species such as neen trees (but limit use of glyphosates).
- Address drainage problems into the bay.
- Plant more trees, particularly natives.

### Community Voices

*"Conservation. People love Broome largely for its incredible environmental values. This must be kept at the forefront of development and business planning, because if these values are diminished so will be the reputation of this special place."*

*"Protection and management of all natural landscapes / habitats such as mangroves, Minyirr Park, Roebuck Bay, coastal dunes etc."*

*"The amazing coral at Entrance Point needs to be fully assessed by the EPA. It is a disgrace that this has not happened. I am not against the proposed floating jetty but we must protect the corals at Entrance Point."*

*"Actually do something effective every season to protect turtles along ALL Broome's beaches especially Cable Beach. Ban vehicles on ALL beaches. Prevent illegal camping."*

*"The turtle season needs to be protected from the general public and vehicles driving over the areas where turtles hatch. Broome is a beautiful area and conservation and environmental management need to be an important part of this unique place."*

*"Parks and garden need to have weeds under control. Neen and leucaena trees need to be actively control and eradicated. If they are not controlled soon they will over run local native vegetation and change the ecology forever.....and continue to spread throughout the Kimberley."*

*"They need to allocate resources towards managing weeds across town, improving drainage so Roebuck Bay and Minyirr Park are not polluted, promoting the use of native trees and shrubs instead of species that need alot of maintenance, mowing before seeds are set instead of afterwards, stopping driving on the beach through the whole turtle nesting period etc etc."*

*"Stop spraying glyphosate round up. It's a poison. Look for alternatives."*

*"Environmental practices. Plant trees. Plant trees. Plant trees. Landscape and grow street trees in old Broome, back of Cable Beach and low socio-economic areas."*

People

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

## Performance ratings

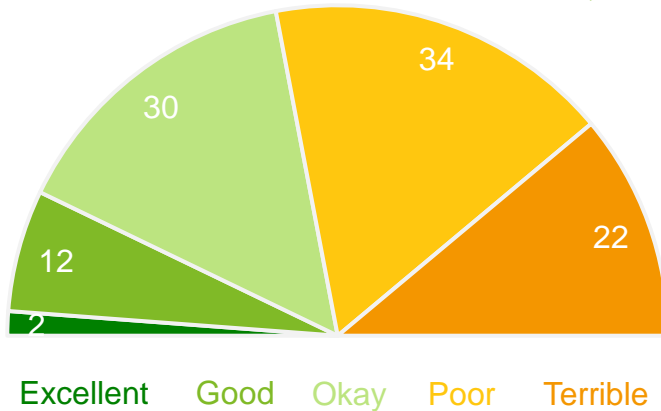
% of respondents

44%

35

Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	35
Industry High	65
Industry Average	47

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
35	35	34	39	32	36	39	32	27	31	34	33	34	44	33	26	25	30	36	36	34	35	16

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 768). \* Positive Rating = excellent, good + okay

# Services and facilities for families and children

## Performance ratings

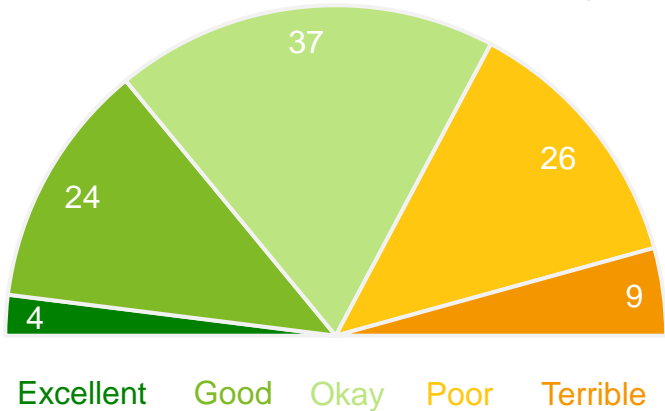
% of respondents

66%

47

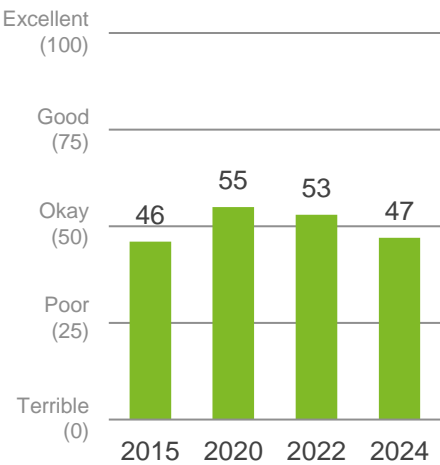
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	47
Industry High	67
Industry Average	54

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
47	48	45	50	46	51	45	44	44	45	47	47	46	51	44	42	34	51	43	48	49	48	34

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 793). \* Positive Rating = excellent, good + okay

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

# Services and care available for seniors

## Performance ratings

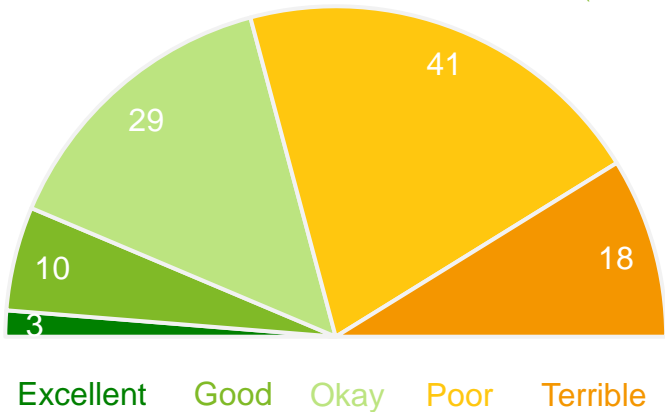
% of respondents

42%

35

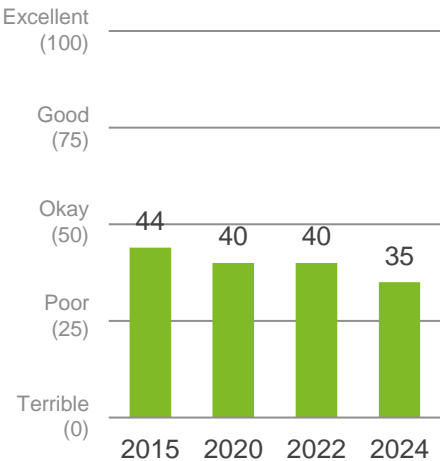
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	35
Industry High	68
Industry Average	53

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
35	35	34	41	31	35	41	39	30	31	37	33	31	39	30	37	29	30	34	36	35	36	25

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 566). \* Positive Rating = excellent, good + okay

# Disability access and inclusion

## Performance ratings

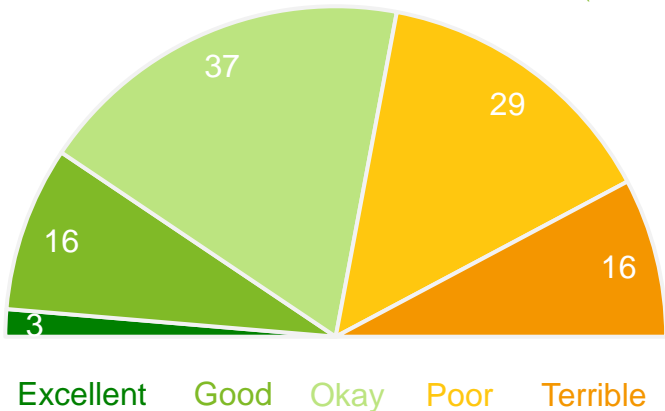
% of respondents

56%

40

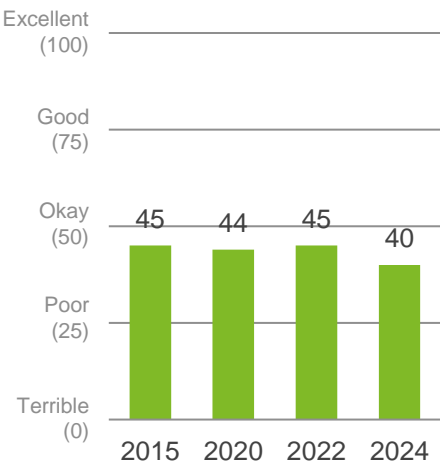
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	40
Industry High	62
Industry Average	51

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
40	41	39	46	37	40	44	43	39	44	38	42	39	44	37	44	32	32	39	38	43	41	28

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

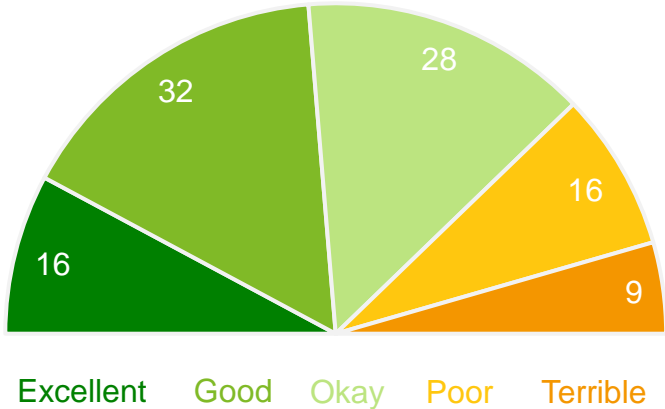
Base: All respondents, excludes 'unsure' and 'no response' (n = 620). \* Positive Rating = excellent, good + okay



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

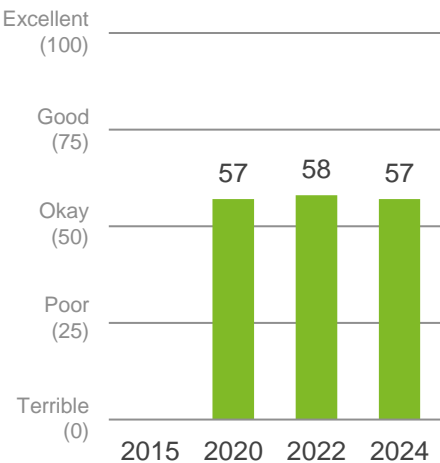
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	57
Industry High	71
Industry Average	62

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
57	59	54	61	56	56	65	54	55	57	56	59	55	60	54	47	40	45	56	56	57	63	42

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 848). \* Positive Rating = excellent, good + okay

# Volunteer support and recognition

## Performance ratings

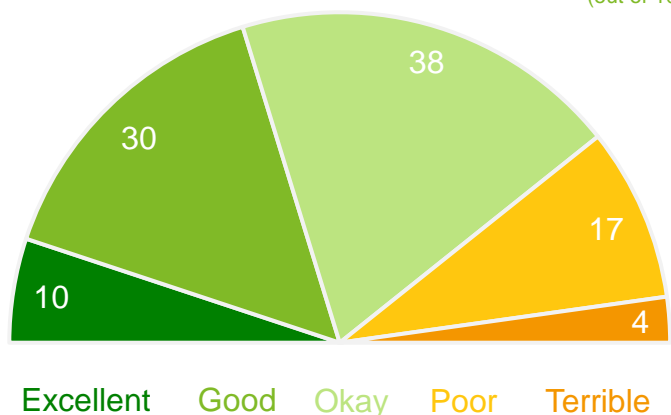
% of respondents

79%

56

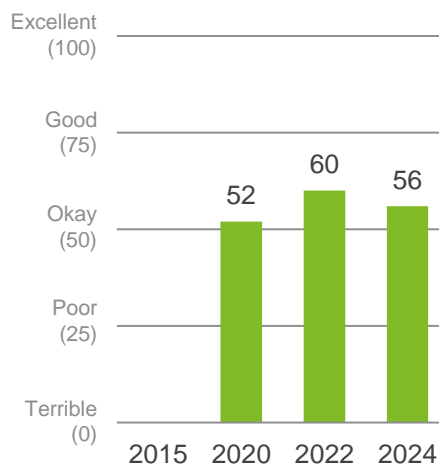
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome 56

Industry High 69

Industry Average 59

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
56	57	54	58	55	56	59	56	55	55	57	56	53	59	50	51	43	55	56	55	59	54	32

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

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

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

# Library services

## Performance ratings

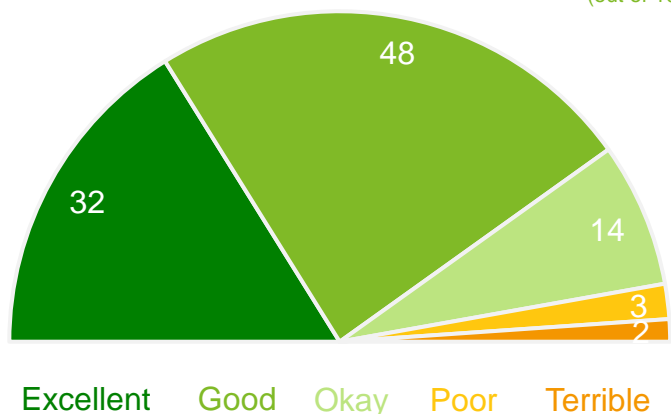
% of respondents

94%

76

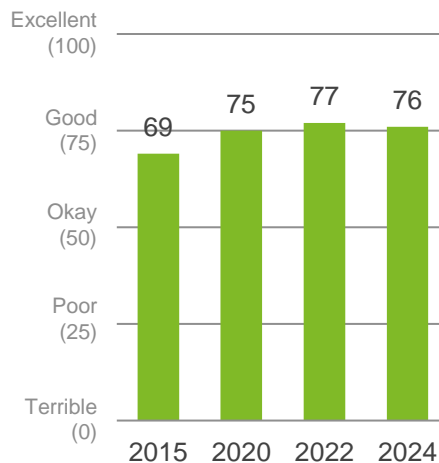
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome 76

Industry High 82

Industry Average 70

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
76	76	76	74	80	77	78	78	70	73	75	77	74	82	79	76	63	75	72	77	78	75	69

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

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

# Festivals, events, arts and cultural activities

## Performance ratings

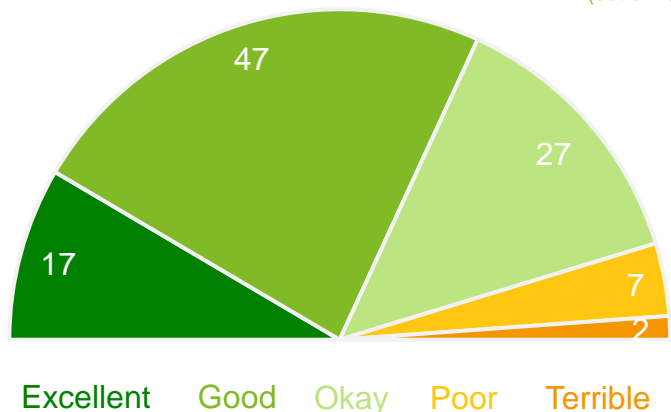
% of respondents

91%

67

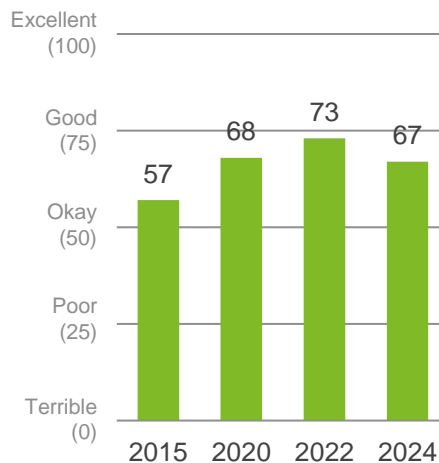
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	67
Industry High	76
Industry Average	61

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
67	67	68	66	69	68	68	65	64	65	66	68	66	71	63	62	60	65	66	65	69	69	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 944). \* Positive Rating = excellent, good + okay

# How local history and heritage is preserved and promoted

## Performance ratings

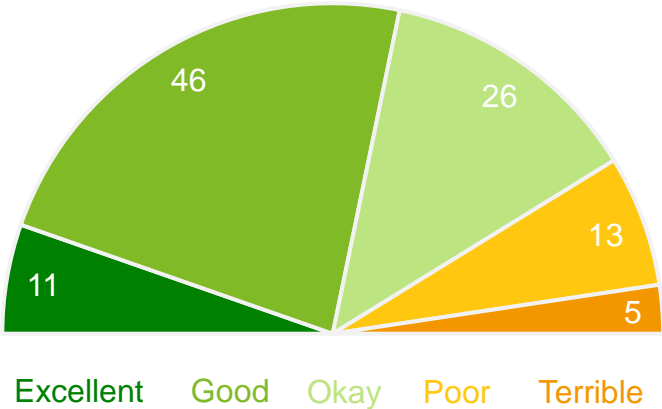
% of respondents

82%

61

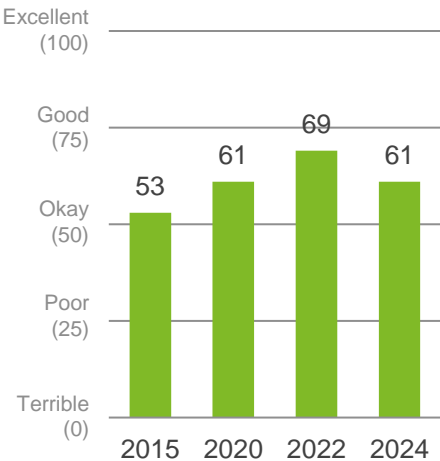
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	61
Industry High	71
Industry Average	57

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
61	62	59	61	63	61	67	59	58	60	60	62	60	64	55	51	52	58	61	59	61	65	54

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

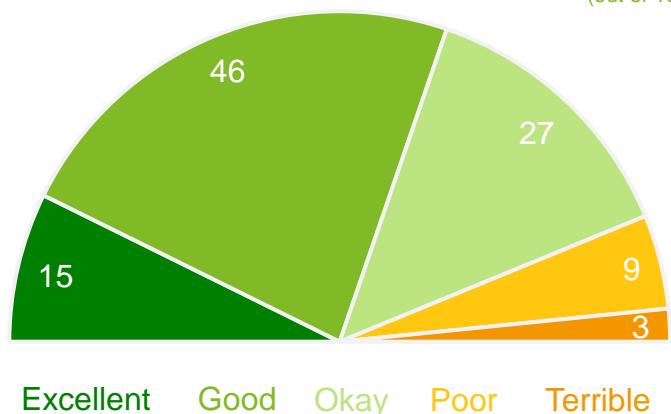
Base: All respondents, excludes 'unsure' and 'no response' (n = 935). \* Positive Rating = excellent, good + okay

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

# Sport and recreation services and facilities

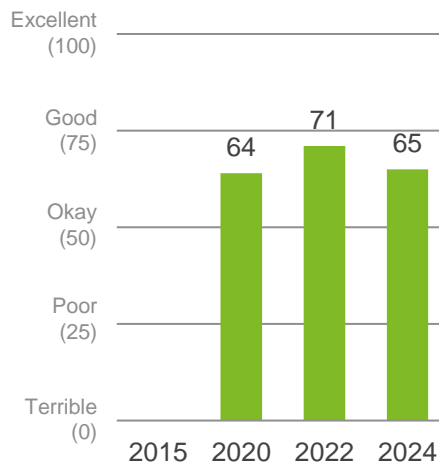
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	65
Industry High	79
Industry Average	64

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
65	65	65	65	65	67	65	60	61	63	65	63	63	72	65	58	55	59	64	67	64	65	64

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 942). \* Positive Rating = excellent, good + okay

# Access to health and community services

## Performance ratings

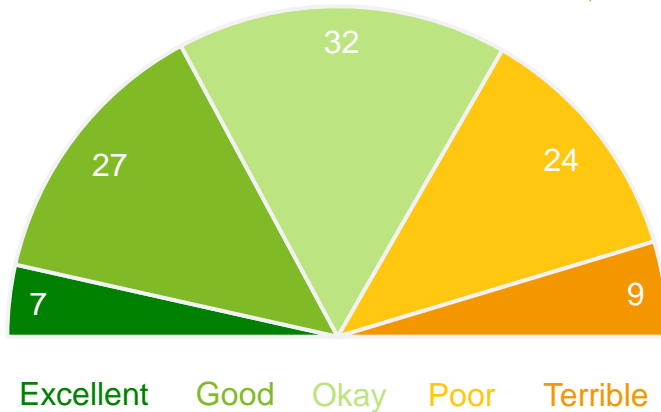
% of respondents

67%

Positive  
rating\*

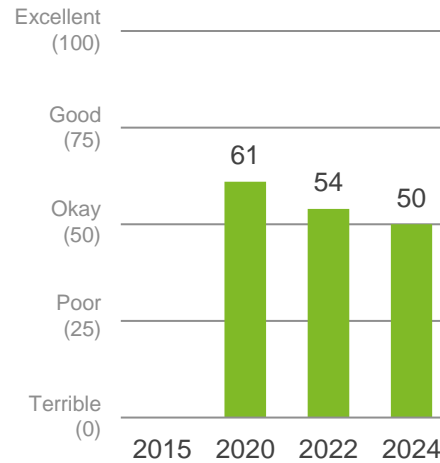
50

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	50
Industry High	68
Industry Average	55

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
50	50	48	51	50	51	48	51	50	41	50	47	48	61	48	47	47	41	46	52	50	49	46

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 927). \* Positive Rating = excellent, good + okay

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



# Public health and wellbeing programs and education

## Performance ratings

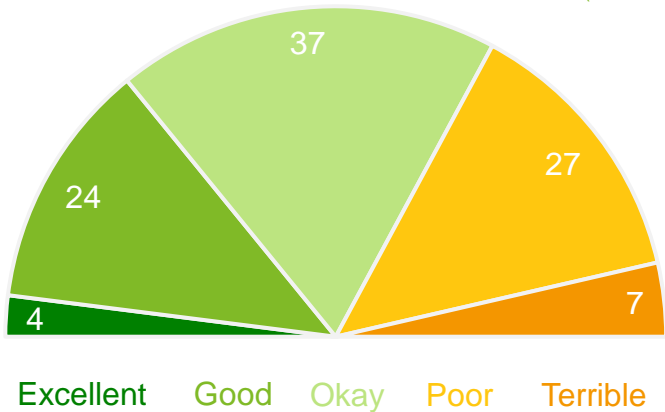
% of respondents

66%

48

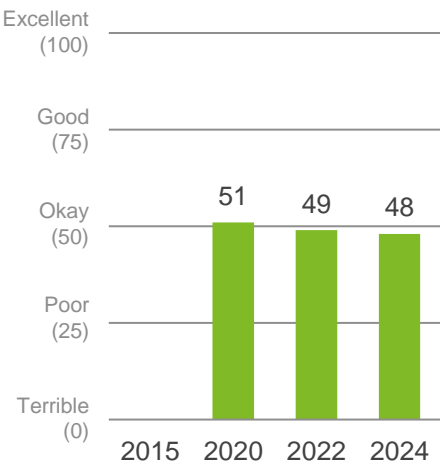
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	48
Industry High	60
Industry Average	52

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
48	48	48	49	48	48	50	47	45	43	48	47	45	56	45	41	40	33	45	50	50	45	36

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

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

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

# Community safety and crime prevention

## Performance ratings

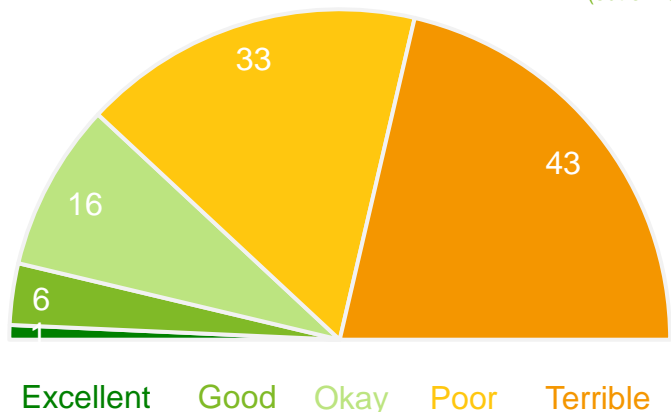
% of respondents

24%

23

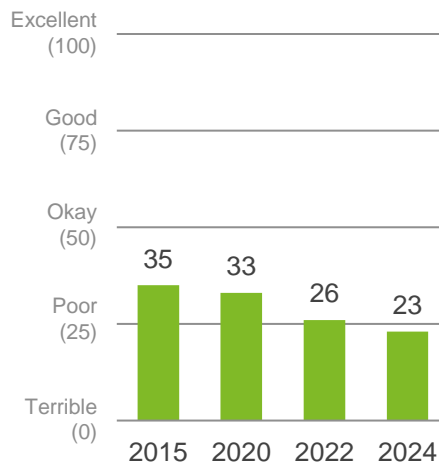
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	23
Industry High	66
Industry Average	46

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
23	22	24	24	21	24	24	23	19	17	26	19	21	25	22	23	17	16	23	22	23	24	24

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 945). \* Positive Rating = excellent, good + okay

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

# Lighting of streets and public places

## Performance ratings

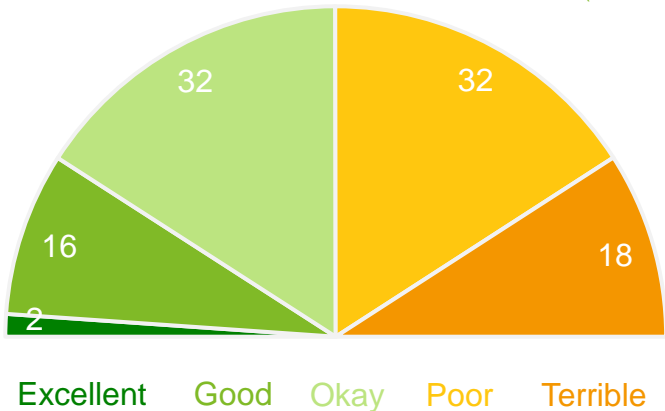
% of respondents

50%

38

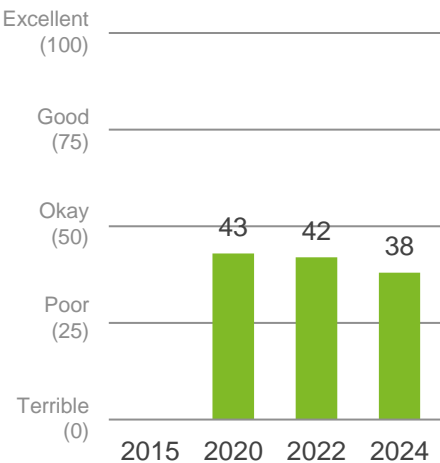
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	38
Industry High	65
Industry Average	51

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
38	39	36	44	34	38	43	38	34	31	41	35	37	41	37	38	24	32	39	36	38	41	29

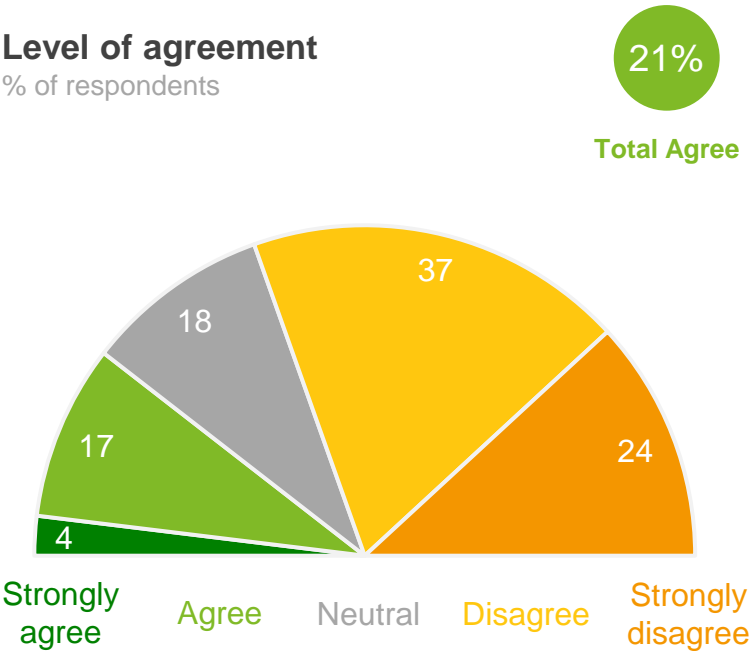
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 959). \* Positive Rating = excellent, good + okay

# I feel safe in the Shire of Broome

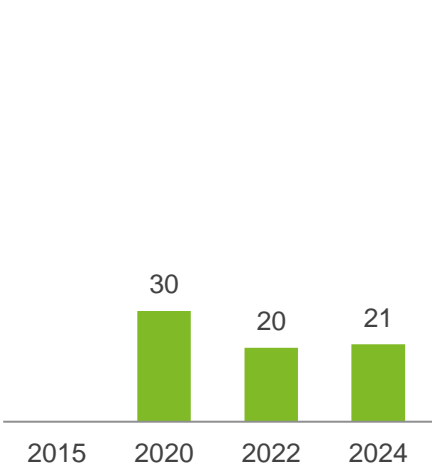
## Level of agreement

% of respondents



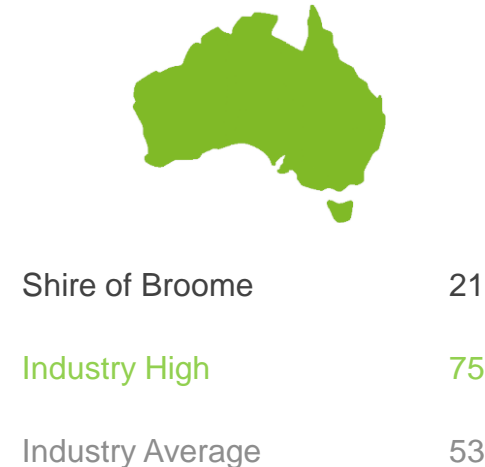
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



## Variances across the community

% agree

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
21	20	23	25	18	20	22	25	18	14	24	20	15	23	21	28	7	26	30	18	20	21	28

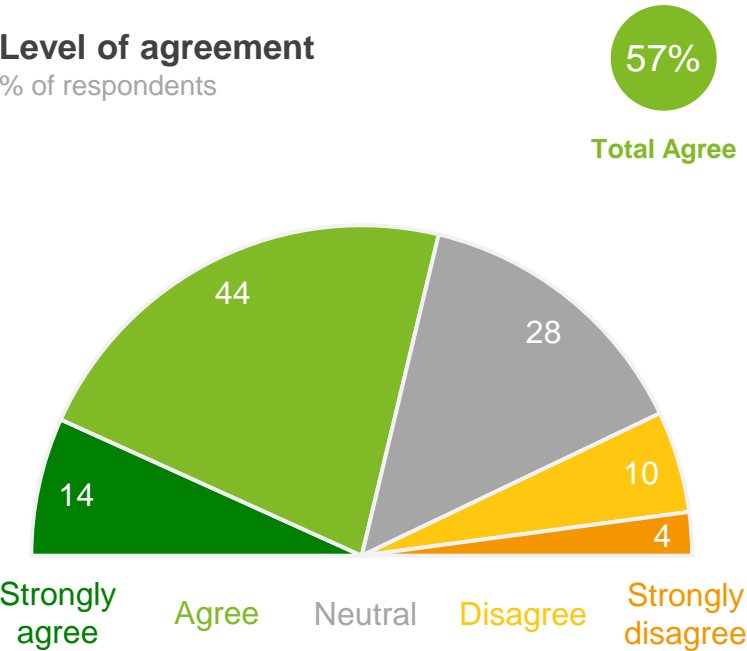
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'unsure' and 'no response' (n = 992).

# I feel like I belong in my local community

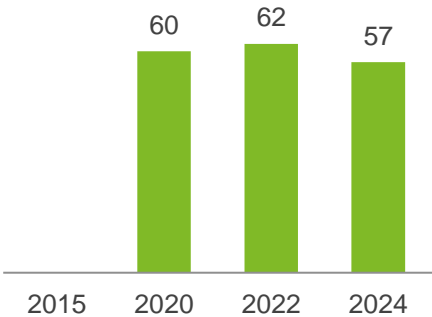
## Level of agreement

% of respondents



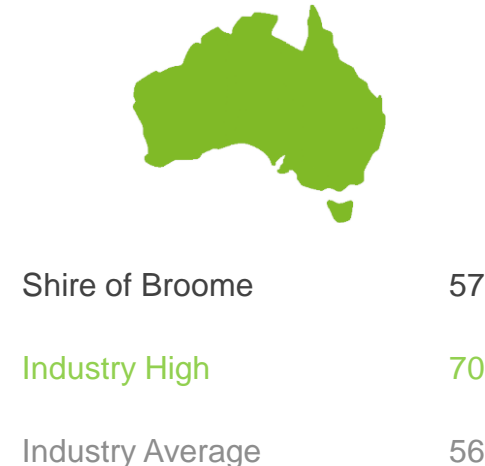
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



## Variances across the community

% agree

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
57	62	47	56	60	56	58	55	61	56	56	59	57	60	54	49	35	74	70	54	57	54	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 977).

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

Planet

# Efforts to promote and adopt sustainable practices

## Performance ratings

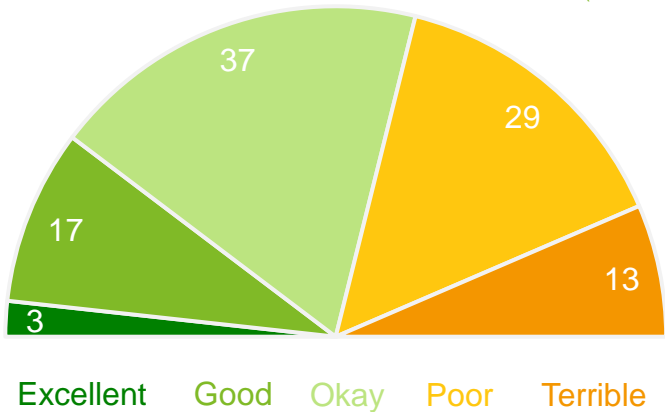
% of respondents

58%

42

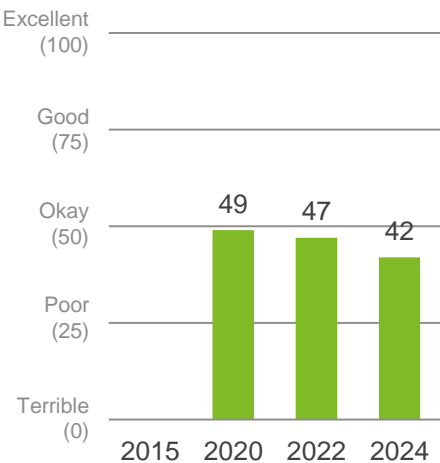
Positive rating\*

Performance Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	42
Industry High	61
Industry Average	52

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
42	44	38	44	41	41	46	41	43	45	41	42	45	46	35	38	30	44	47	39	42	44	34

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 802). \* Positive Rating = excellent, good + okay

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



# Waste management

## Performance ratings

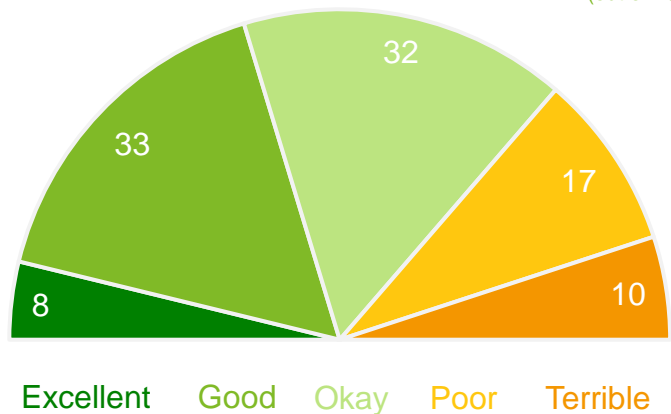
% of respondents

73%

53

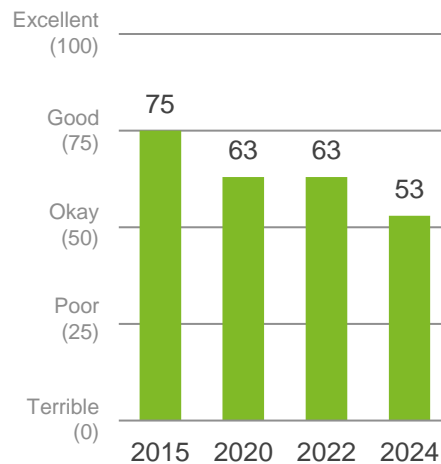
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome 53

Industry High 77

Industry Average 60

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
53	53	51	55	51	53	54	50	55	54	53	52	51	56	53	52	44	40	55	52	51	57	31

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 928). \* Positive Rating = excellent, good + okay

# Conservation and environmental management

## Performance ratings

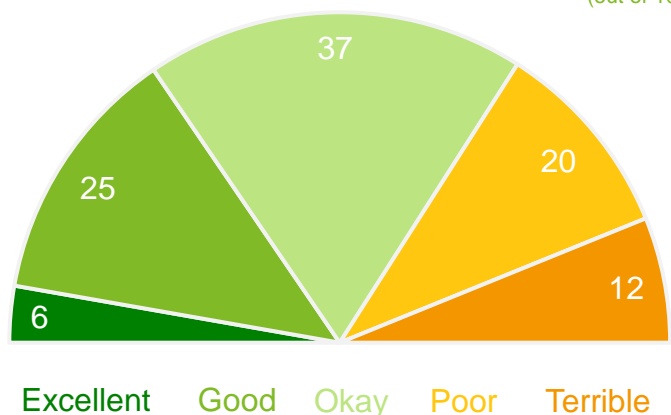
% of respondents

68%

48

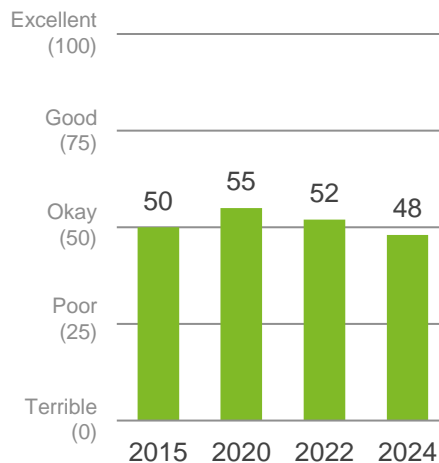
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	48
Industry High	67
Industry Average	52

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
48	50	44	51	48	46	56	48	47	48	49	47	47	49	38	42	34	39	52	45	48	53	33

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 855). \* Positive Rating = excellent, good + okay

# Management of beaches and the foreshore

## Performance ratings

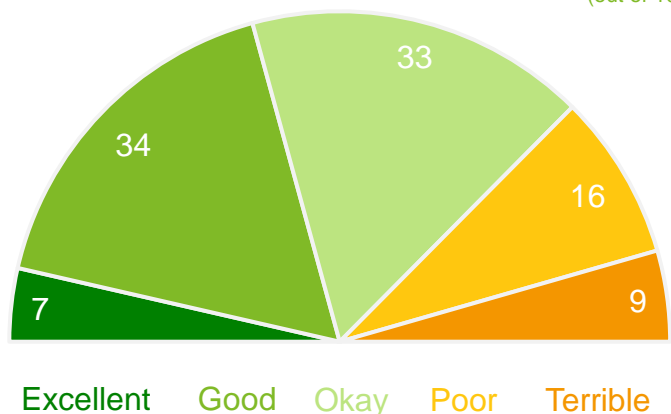
% of respondents

75%

54

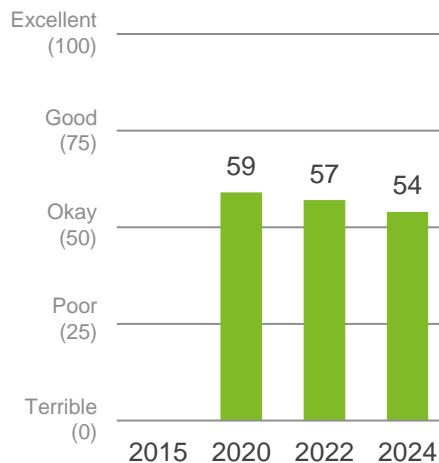
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome 54

Industry High 66

Industry Average 52

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
54	53	55	53	55	53	59	53	53	48	59	51	48	55	46	47	33	64	57	54	52	54	39

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 932). \* Positive Rating = excellent, good + okay

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

# Mosquito control

## Performance ratings

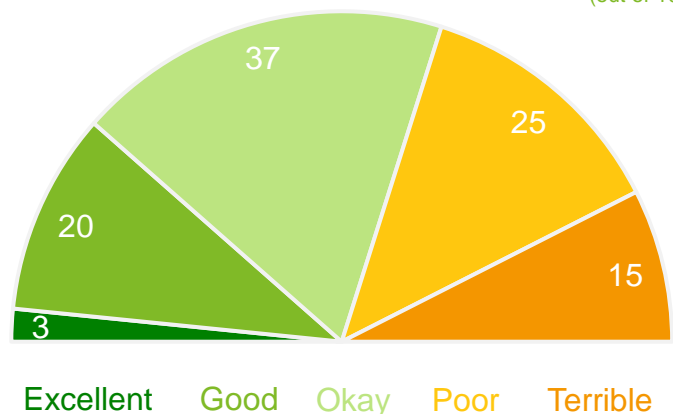
% of respondents

60%

43

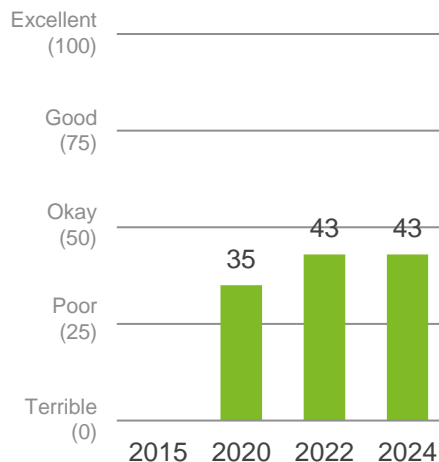
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	43
Industry High	NA
Industry Average	NA

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
43	44	40	43	42	43	44	40	43	35	45	41	41	42	39	36	39	27	44	41	45	43	32

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 829). \* Positive Rating = excellent, good + okay

# Natural disaster management

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

## Performance ratings

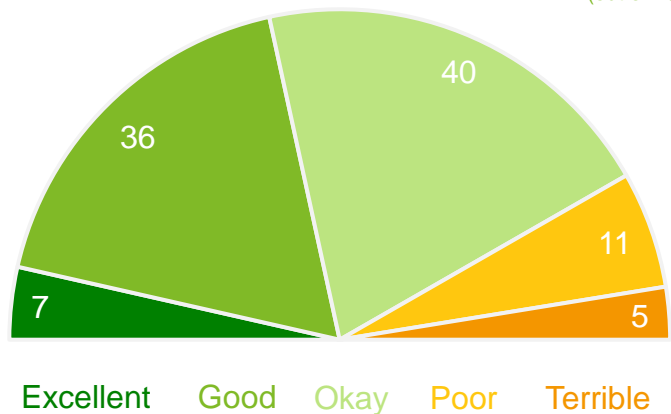
% of respondents

83%

57

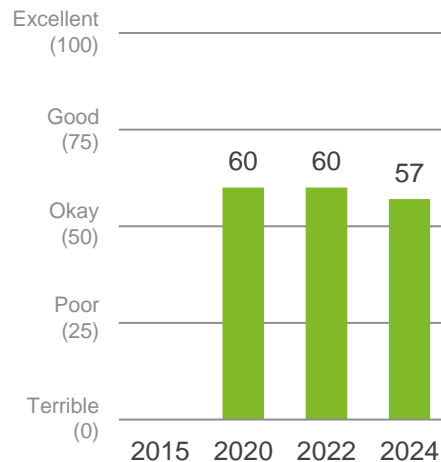
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome 57

Industry High 67

Industry Average 55

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
57	58	55	58	57	58	57	54	56	56	58	56	57	59	52	52	47	59	59	58	57	55	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 784). \* Positive Rating = excellent, good + okay

# Ranger services

## Performance ratings

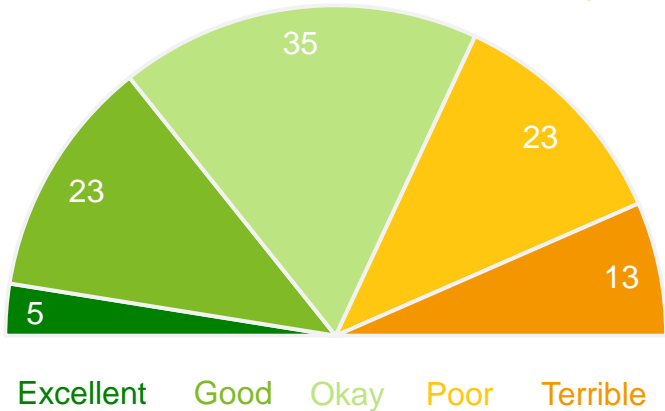
% of respondents

64%

46

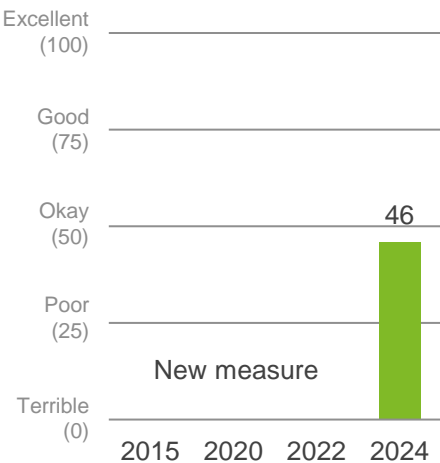
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	46
Industry High	NA
Industry Average	NA

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
46	45	48	45	47	46	48	47	46	39	50	44	43	44	46	44	37	40	51	46	46	44	41

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

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

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

# Animal management (dogs and cats)

## Performance ratings

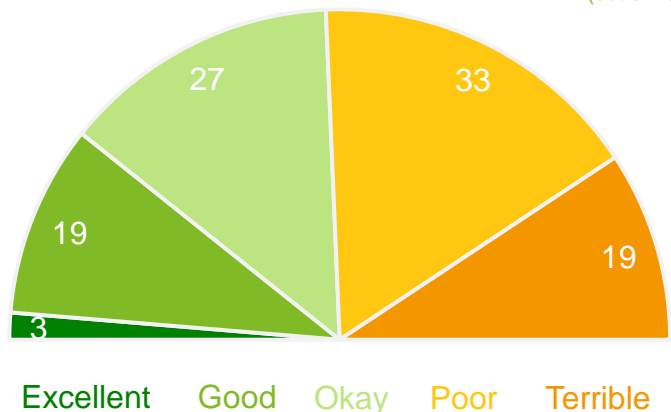
% of respondents

49%

39

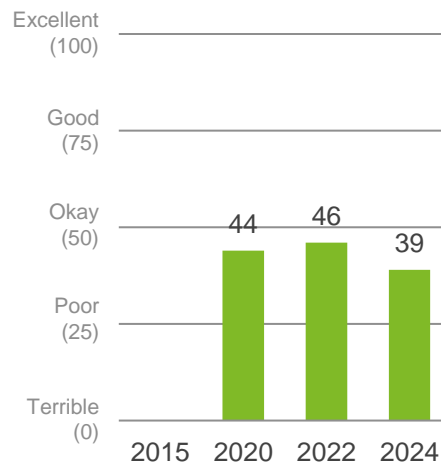
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome 39

Industry High 67

Industry Average 53

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
39	38	39	39	38	38	39	38	41	33	39	38	38	42	34	33	34	30	40	39	37	42	30

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

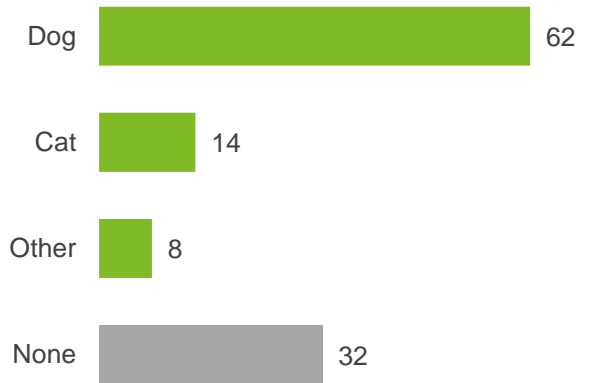
Base: All respondents, excludes 'unsure' and 'no response' (n = 879). \* Positive Rating = excellent, good + okay



# Animal ownership

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

% of respondents



62% of respondents own or care for a dog.

- The proportion of respondents who own or care for a dog is higher among Aboriginal and Torres Strait Islander peoples, in 12 Mile, among people aged 35-54 years, families with children aged 6 years or older, and people with disability.

14% of respondents own or care for a cat.

- The proportion of respondents who own or care for a cat is higher among people with disability.

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

- The proportion of respondents who do not own or care for any animals is higher among people who are renting, males, people aged 55 years or older, and living in Old Broome.

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

	All respondents	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
Dog	62	65	55	59	65	53	68	74	73	74	63	70	48	43	70	73	56	80	67	53	61	68	68
Cat	14	14	14	12	14	14	7	13	17	17	14	16	12	7	23	14	10	15	10	16	15	12	7
Other	8	8	6	7	8	6	4	11	13	8	5	11	6	6	19	4	8	38	4	9	6	6	12
None	32	29	38	37	28	40	29	20	20	21	32	23	44	50	15	25	35	16	27	39	33	28	20

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

Base: All respondents, excludes no response (n = 900)

Place

# Planning and building approvals

## Performance ratings

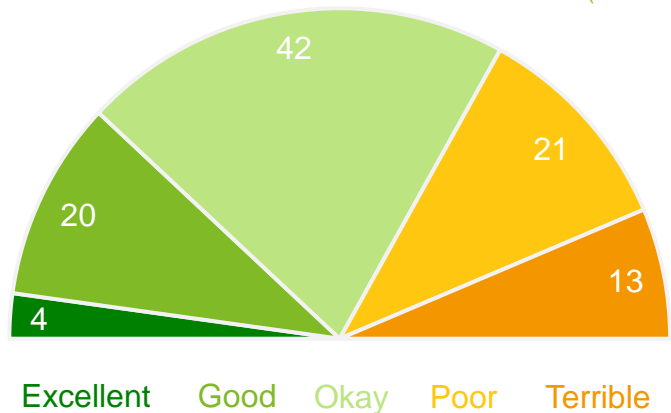
% of respondents

66%

45

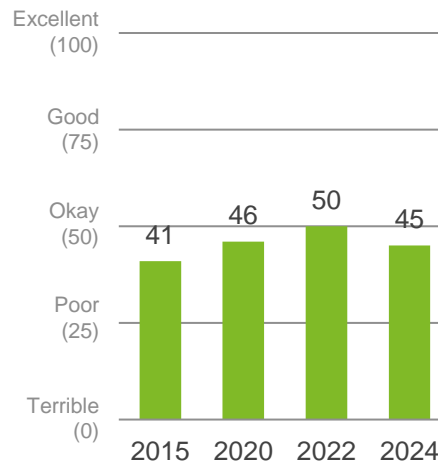
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	45
Industry High	55
Industry Average	42

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
45	47	40	47	46	45	50	51	44	40	46	45	45	47	40	45	38	39	46	40	49	47	36

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 531). \* Positive Rating = excellent, good + okay

# Access to housing that meets your needs

## Performance ratings

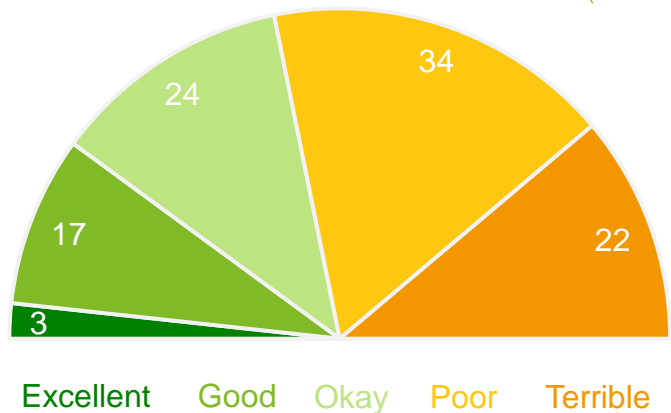
% of respondents

44%

36

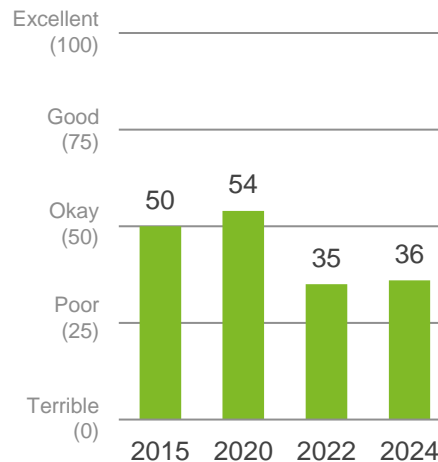
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	36
Industry High	64
Industry Average	47

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
36	42	24	41	33	34	44	37	34	30	35	36	38	38	27	27	26	26	36	32	37	43	19

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 769). \* Positive Rating = excellent, good + okay

# Community buildings, halls and toilets

## Performance ratings

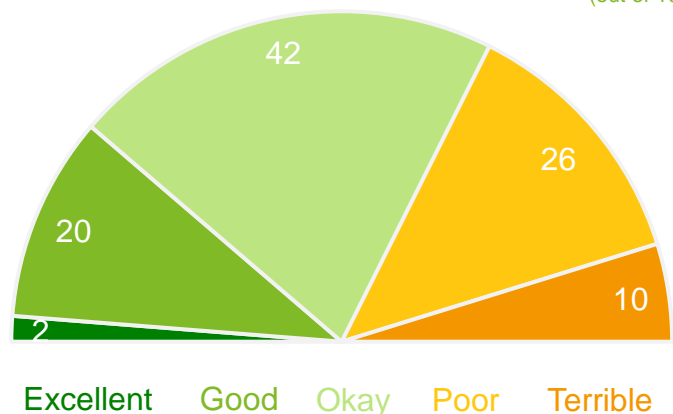
% of respondents

65%

45

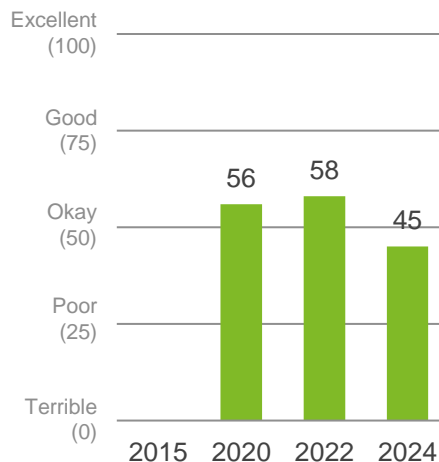
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	45
Industry High	65
Industry Average	55

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
45	45	44	48	44	47	48	41	42	46	45	44	45	50	35	41	34	33	45	42	45	51	38

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 884). \* Positive Rating = excellent, good + okay

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

# Playgrounds, parks and reserves

## Performance ratings

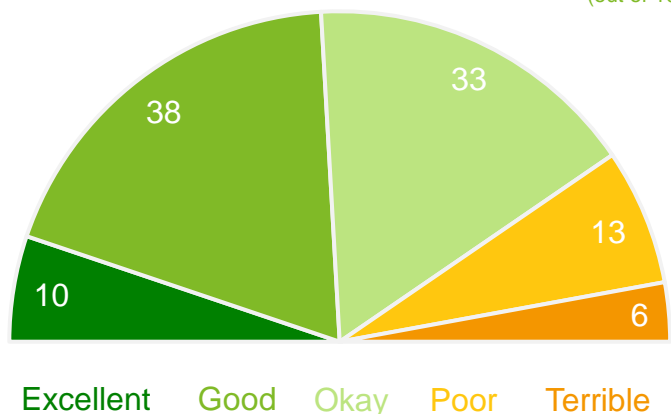
% of respondents

81%

58

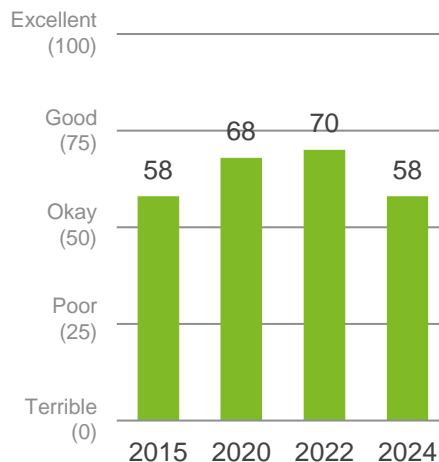
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	58
Industry High	78
Industry Average	64

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
58	59	56	61	56	62	53	53	54	58	58	58	58	63	57	57	51	59	62	55	59	61	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 926). \* Positive Rating = excellent, good + okay

# Streetscapes

## Performance ratings

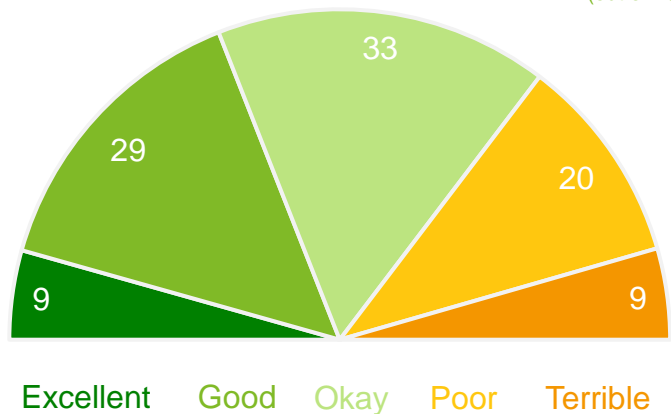
% of respondents

71%

Positive  
rating\*

52

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome 52

Industry High 69

Industry Average 52

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
52	53	51	54	51	55	49	48	47	48	54	49	54	55	48	47	45	58	50	46	53	59	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 909). \* Positive Rating = excellent, good + okay



# Footpaths, cycleways and trails

## Performance ratings

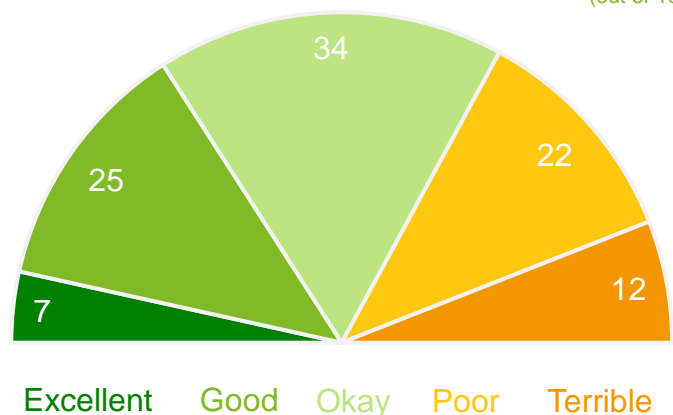
% of respondents

66%

48

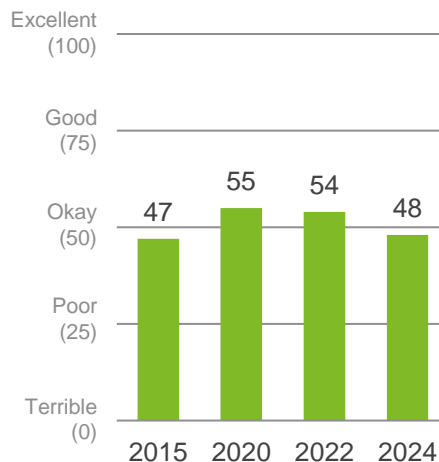
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	48
Industry High	67
Industry Average	52

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
48	49	47	51	46	50	48	45	45	42	49	45	50	53	43	46	36	56	52	43	47	55	45

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 940). \* Positive Rating = excellent, good + okay

# Building and maintaining local roads

## Performance ratings

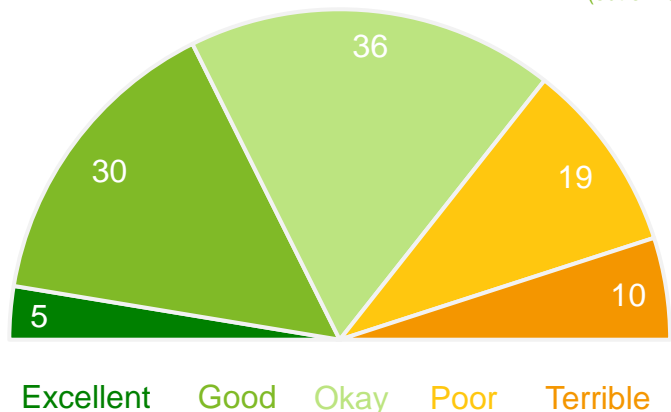
% of respondents

71%

50

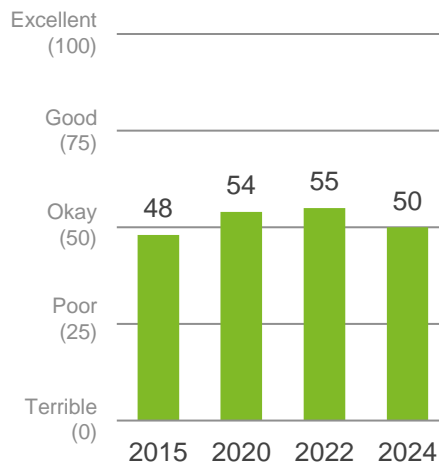
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	50
Industry High	68
Industry Average	46

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
50	50	52	50	50	51	52	50	51	45	52	48	51	53	50	47	35	48	55	48	50	51	47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 932). \* Positive Rating = excellent, good + okay

# Access to public and on-demand transport (local buses, taxis, etc)

## Performance ratings

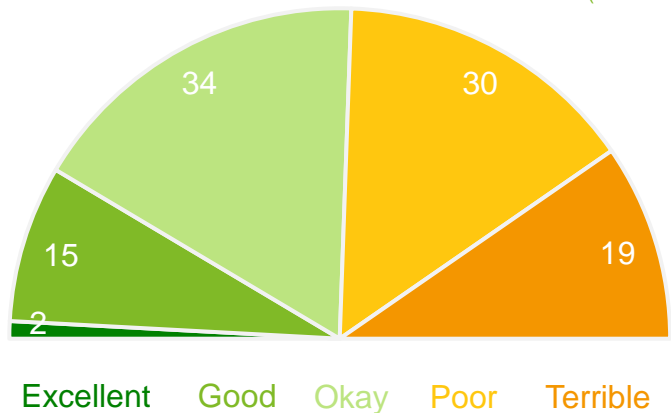
% of respondents

51%

38

Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	38
Industry High	80
Industry Average	52

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
38	37	39	39	37	38	38	40	39	36	38	35	38	46	38	38	28	33	37	38	38	38	30

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 860). \* Positive Rating = excellent, good + okay

Prosperity

# Place to work or operate a business

## Performance ratings

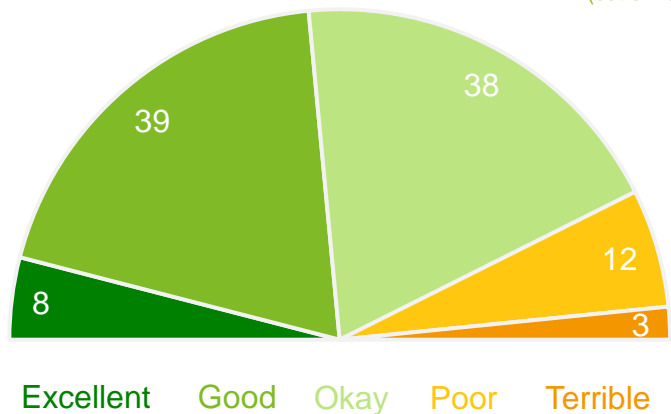
% of respondents

85%

59

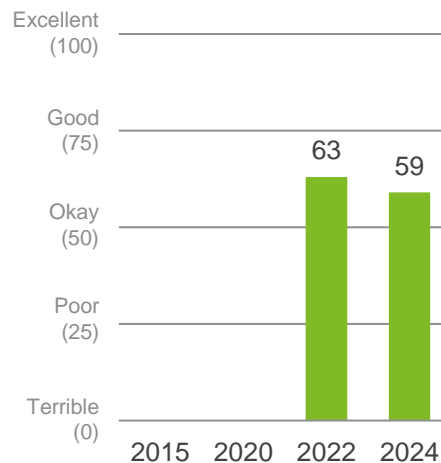
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	59
Industry High	72
Industry Average	61

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
59	59	60	59	60	60	61	56	56	57	61	59	57	59	53	56	47	63	58	59	61	58	57

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

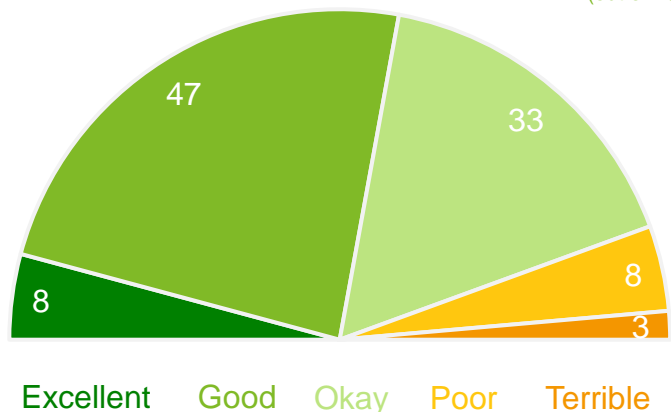
Base: All respondents, excludes 'unsure' and 'no response' (n = 880). \* Positive Rating = excellent, good + okay

# Place to work or operate a business

Among local business owners and operators

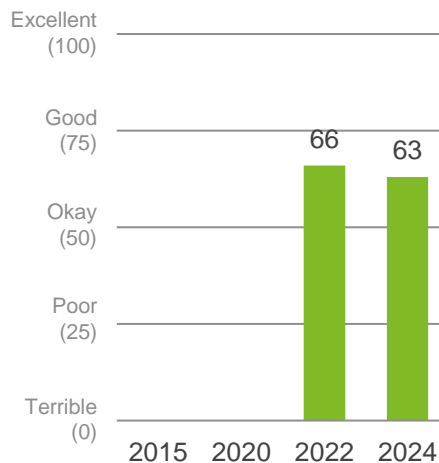
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	63
Industry High	79
Industry Average	64



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

Base: All respondents, excludes 'unsure' and 'no response' (n = 287). \* Positive Rating = excellent, good + okay

NB: Where sub-totals add to  $\pm 1\%$  of the parts, this is due to rounding errors to zero decimal places.



# Economic development and job creation

## Performance ratings

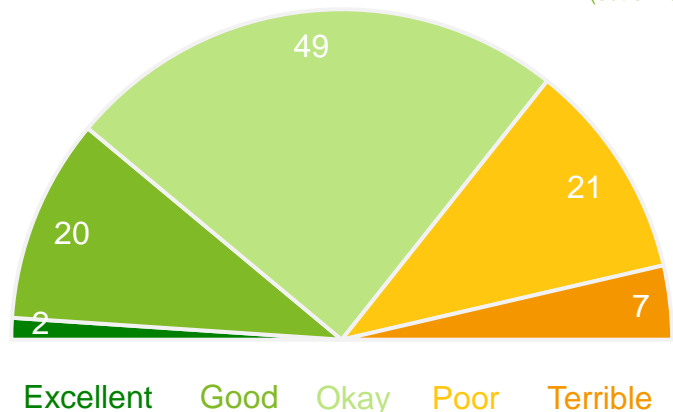
% of respondents

71%

47

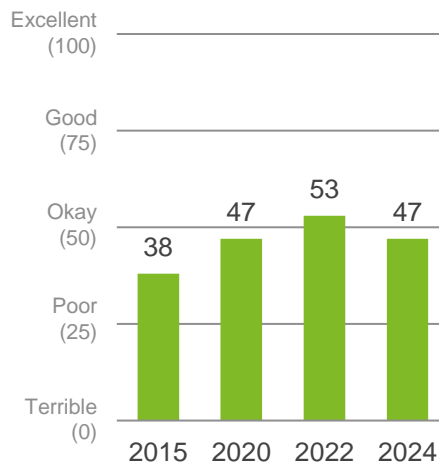
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	47
Industry High	56
Industry Average	43

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
47	48	46	48	47	48	50	46	46	41	50	46	41	48	40	43	33	56	48	46	47	48	38

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 768). \* Positive Rating = excellent, good + okay



# Place to visit

## Performance ratings

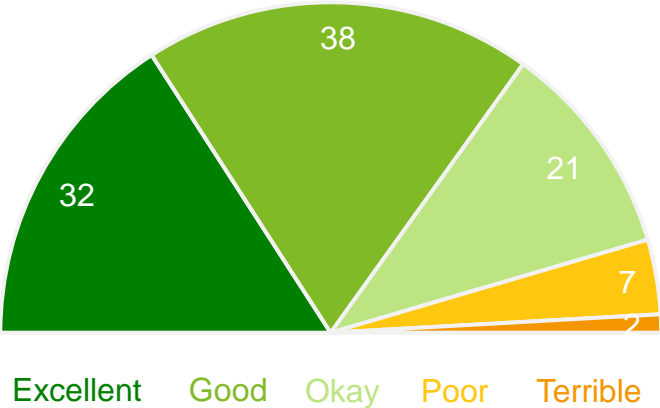
% of respondents

91%

73

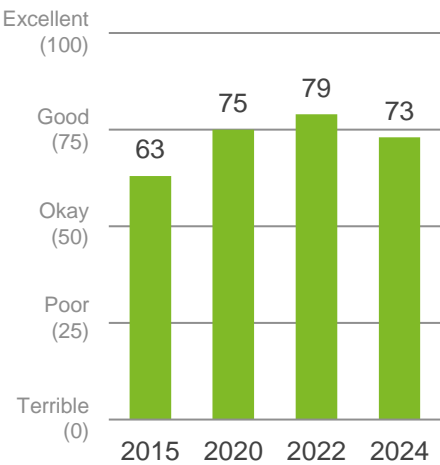
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	73
Industry High	90
Industry Average	67

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
73	72	75	72	74	75	72	68	68	65	75	71	71	71	72	69	63	80	73	72	74	71	66

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 995). \* Positive Rating = excellent, good + okay

# Tourism and destination marketing

## Performance ratings

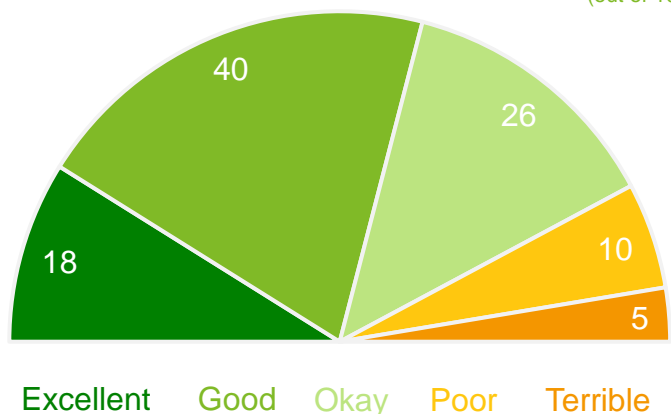
% of respondents

84%

64

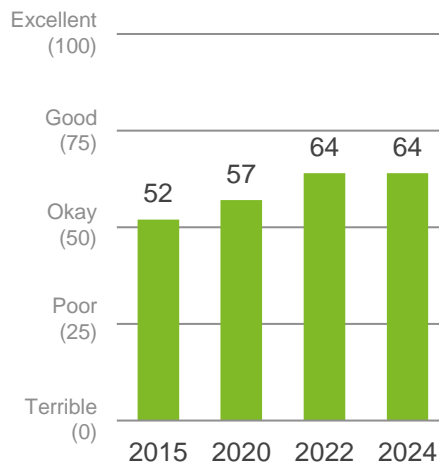
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome 64

Industry High 75

Industry Average 48

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
64	61	70	61	67	65	64	64	63	57	70	62	55	59	63	64	53	71	67	62	62	66	63

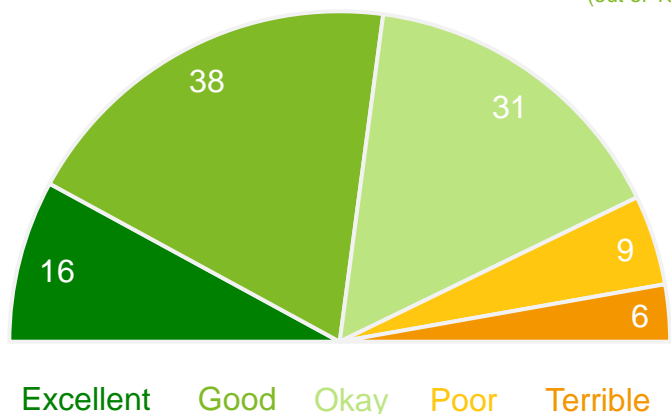
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 874). \* Positive Rating = excellent, good + okay

# Town centre development and activation

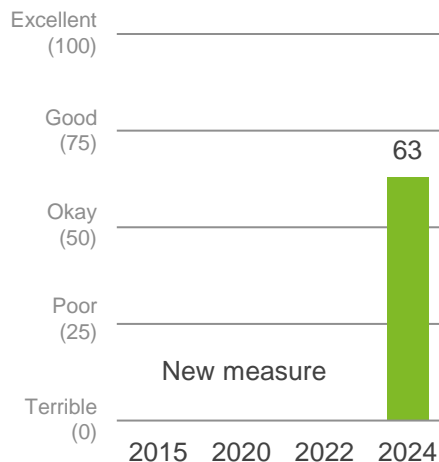
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	63
Industry High	64
Industry Average	46

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
63	63	60	61	65	64	60	61	61	63	61	64	61	65	58	54	50	62	63	61	63	63	49

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

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

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

# Telecommunications and internet services

## Performance ratings

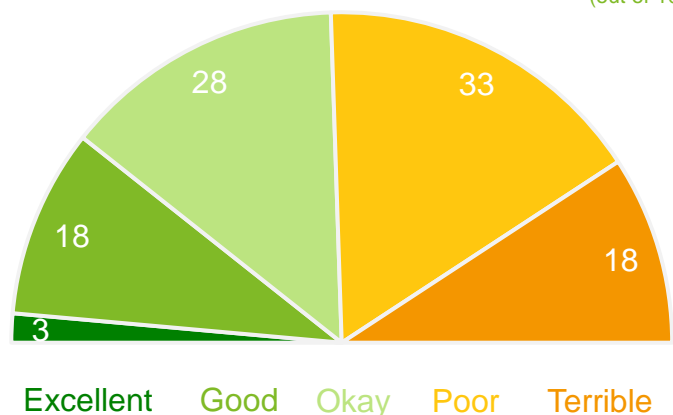
% of respondents

49%

39

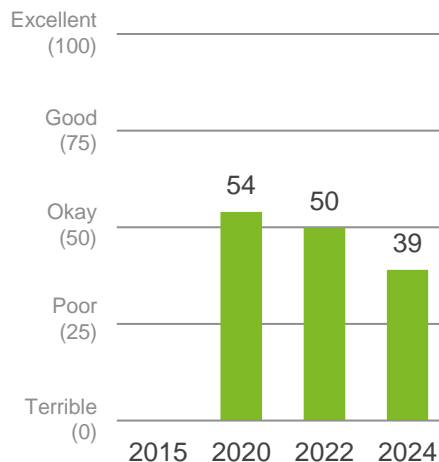
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	39
Industry High	54
Industry Average	44

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
39	40	36	39	39	38	40	41	39	33	37	38	39	44	38	40	34	23	42	39	39	38	31

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 902). \* Positive Rating = excellent, good + okay

# Access to education, training and life-long learning opportunities

## Performance ratings

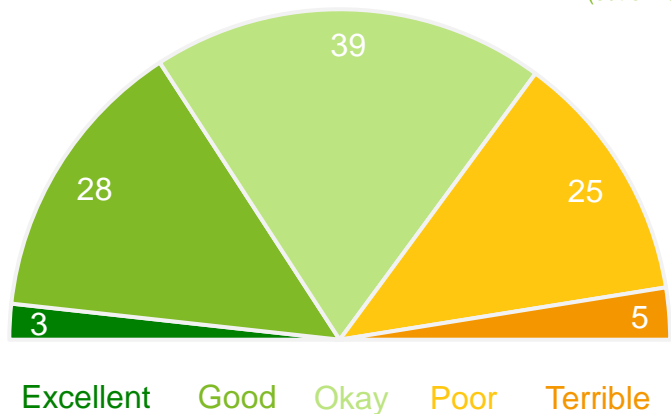
% of respondents

70%

50

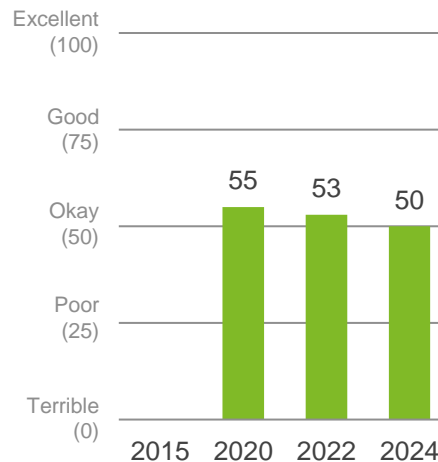
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	50
Industry High	64
Industry Average	48

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
50	51	49	51	51	51	50	52	45	44	50	49	50	57	48	50	44	36	48	48	52	53	44

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

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

# Airport facilities and services

## Performance ratings

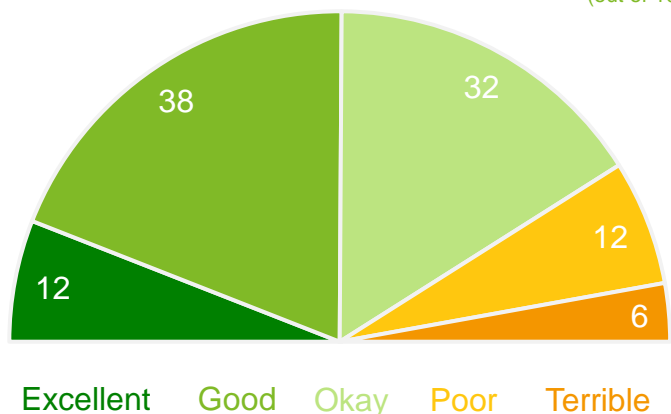
% of respondents

82%

60

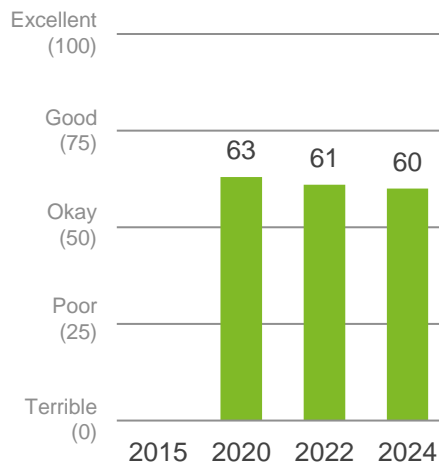
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	60
Industry High	65
Industry Average	52

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
60	59	62	58	62	61	59	58	56	57	62	58	56	61	56	60	49	45	60	58	61	60	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 925). \* Positive Rating = excellent, good + okay

# Marine facilities, including boat ramps

## Performance ratings

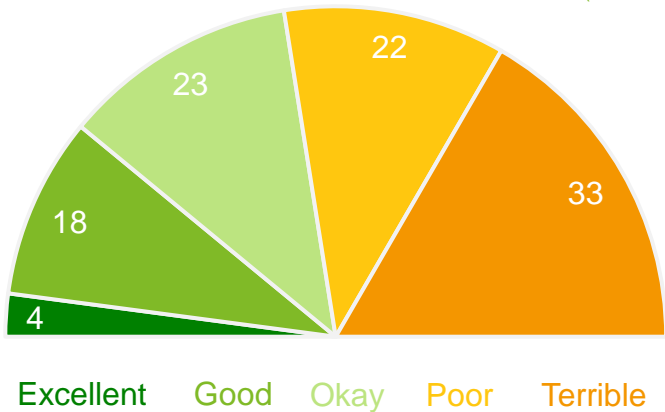
% of respondents

45%

34

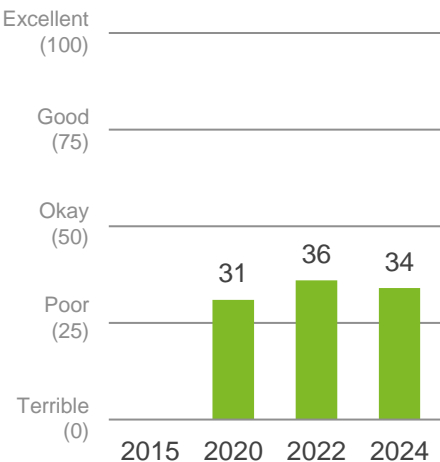
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	34
Industry High	74
Industry Average	57

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
34	30	45	32	37	39	33	35	24	18	46	25	27	37	36	40	26	17	33	38	34	34	30

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

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



Performance

# Council's leadership

## Performance ratings

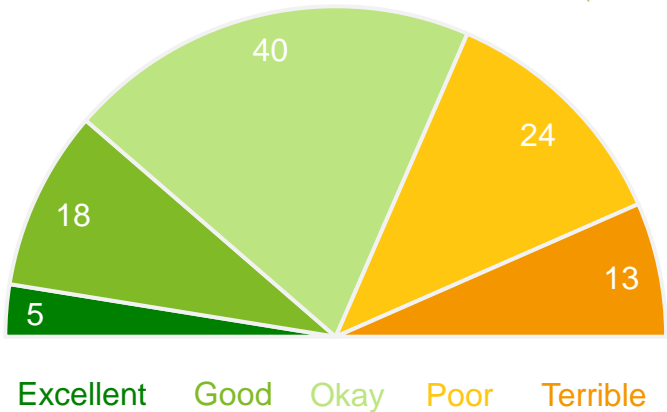
% of respondents

63%

44

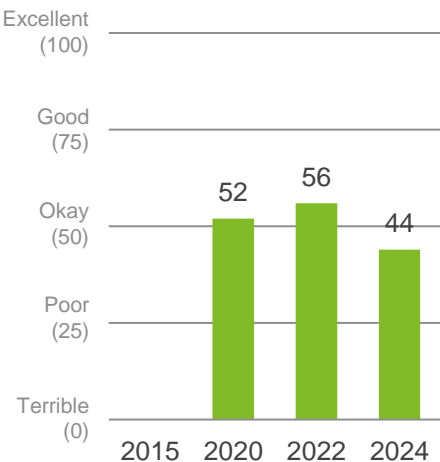
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	44
Industry High	61
Industry Average	44

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
44	46	39	44	46	45	48	45	43	41	40	45	44	54	46	39	32	46	49	42	46	42	38

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

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

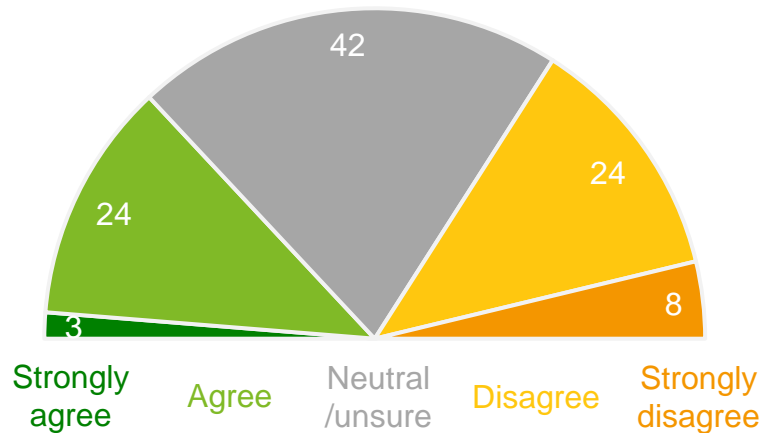
# The Shire has developed and communicated a clear vision for the area

## Level of agreement

% of respondents

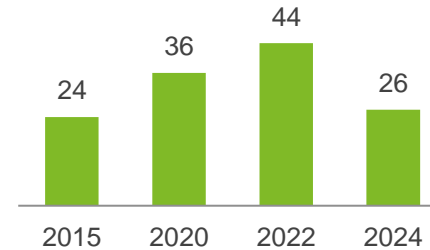
26%\*

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broome	26
Industry High	50
Industry Average	27

## Variances across the community

% agree

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
26	27	24	25	28	26	23	28	24	24	24	25	28	36	25	21	12	22	31	21	26	30	28

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

Base: All respondents, excludes 'no response' (n = 997).

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

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

## Performance ratings

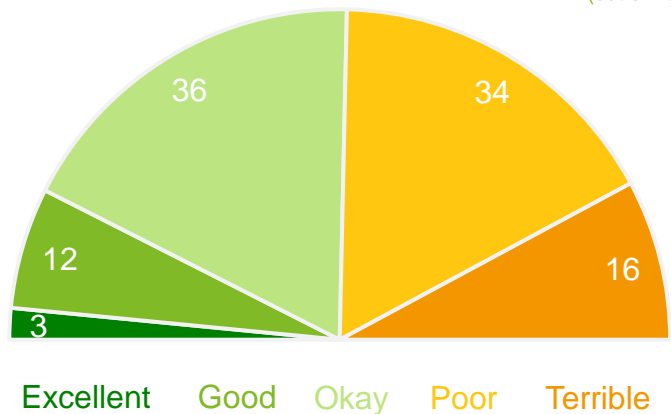
% of respondents

51%

38

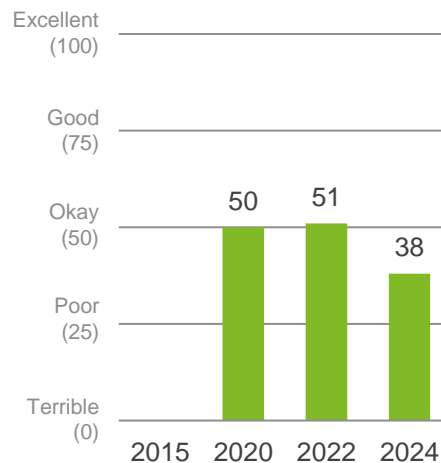
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	38
Industry High	56
Industry Average	41

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
38	40	34	39	39	38	44	41	37	32	38	37	36	45	36	33	28	45	44	37	38	37	25

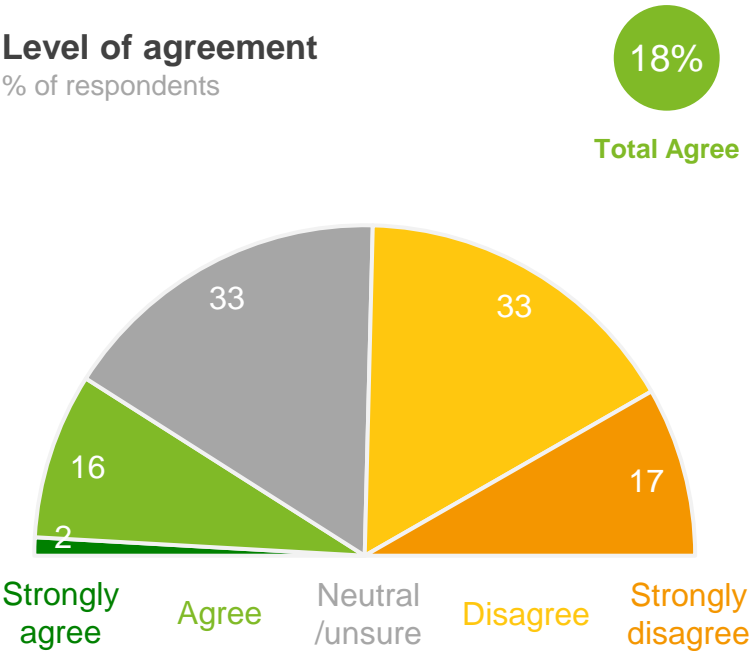
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 695). \* Positive Rating = excellent, good + okay

# Shire has a good understanding of community needs

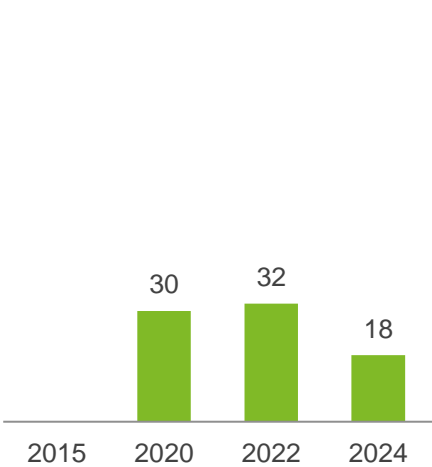
## Level of agreement

% of respondents



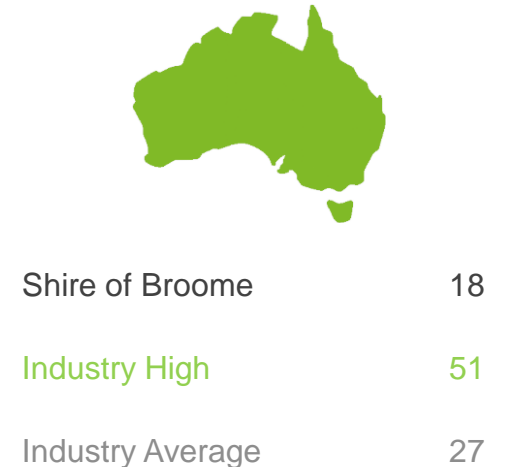
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



## Variances across the community

% agree

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
18	20	15	18	19	19	17	17	23	16	15	18	20	26	13	13	10	13	21	15	17	22	13

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

Base: All respondents, excludes 'no response' (n = 998).

# How the community is consulted about local issues

## Performance ratings

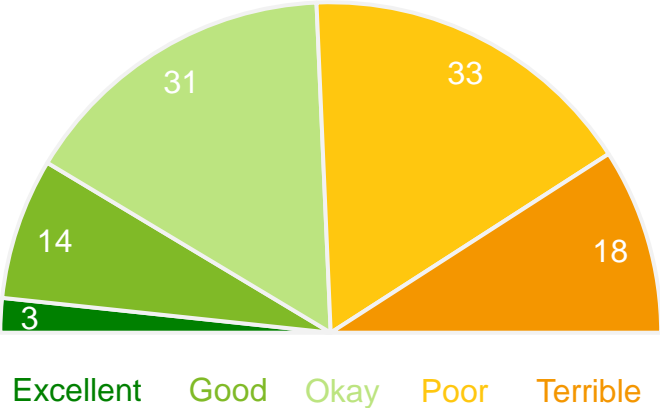
% of respondents

49%

38

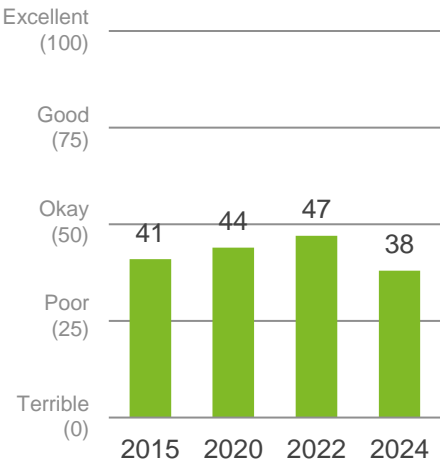
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	38
Industry High	55
Industry Average	40

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
38	39	34	38	39	38	42	37	39	36	36	38	37	43	30	32	26	34	40	38	39	36	24

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 802). \* Positive Rating = excellent, good + okay

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

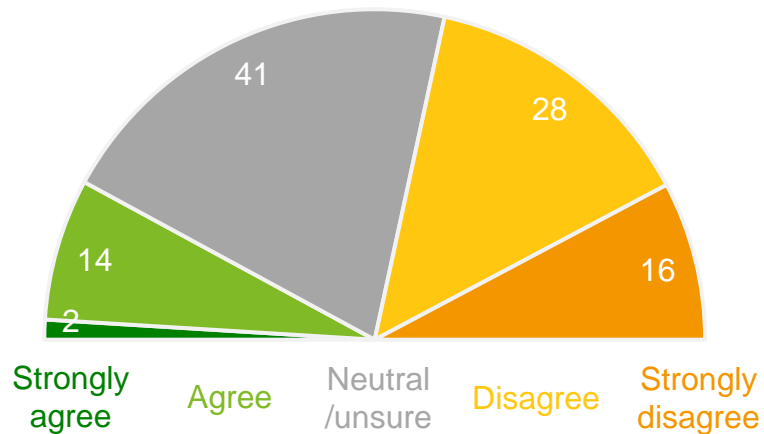
# The Shire listens to and respects community views

## Level of agreement

% of respondents

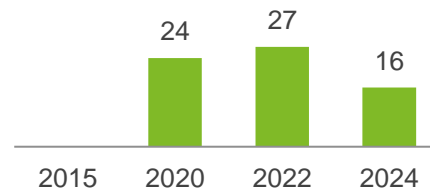
16%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broome	16
Industry High	47
Industry Average	25

## Variances across the community

% agree

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
16	17	12	17	15	15	15	15	20	11	13	17	15	22	10	11	13	39	18	12	16	16	16

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

Base: All respondents, excludes 'no response' (n = 996).



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

## Performance ratings

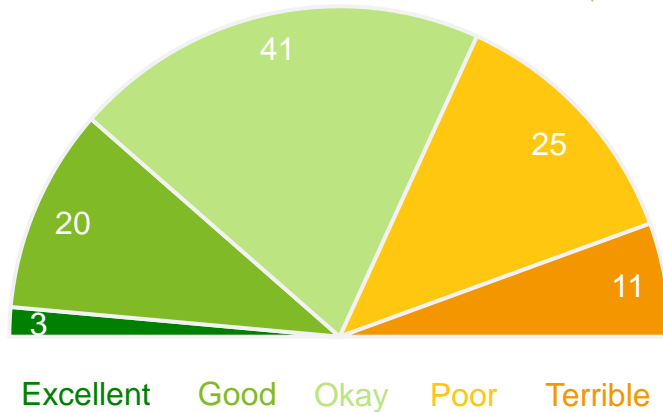
% of respondents

64%

45

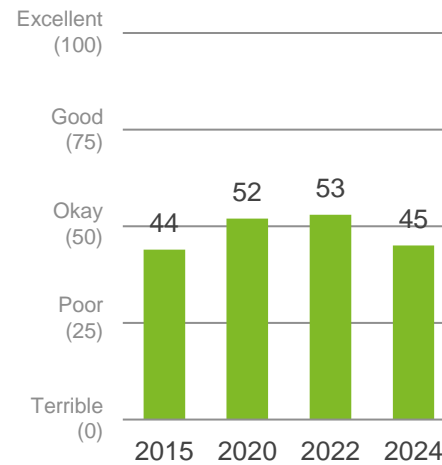
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	45
Industry High	62
Industry Average	44

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
45	45	43	45	45	46	47	44	45	40	44	44	44	49	39	41	35	50	48	43	44	45	32

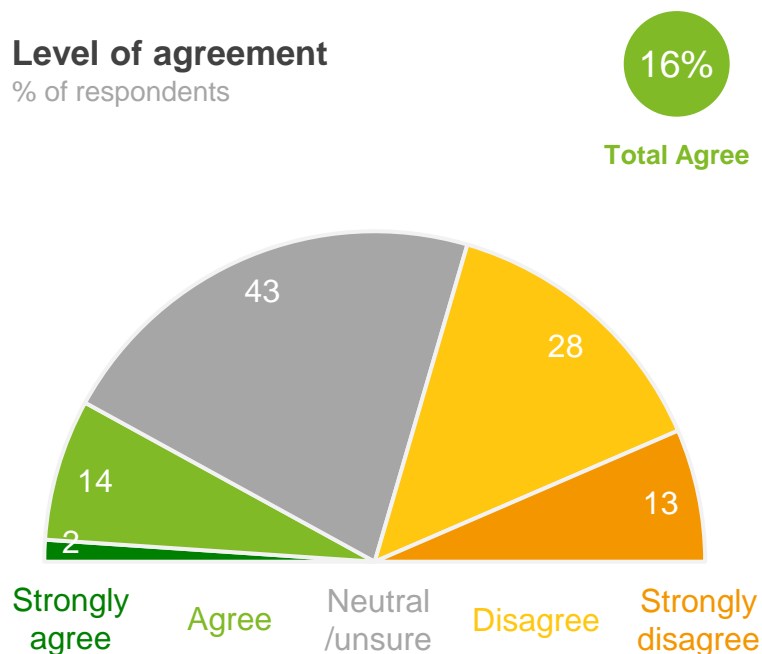
Q. How would you rate performance in the following areas?

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

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

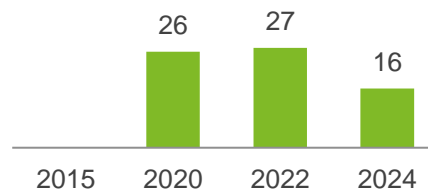
## Level of agreement

% of respondents



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Broome	16
Industry High	39
Industry Average	21

## Variances across the community

% agree

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
16	19	10	17	16	15	16	19	17	20	12	17	17	25	14	11	12	18	16	13	17	17	13

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

Base: All respondents, excludes 'no response' (n = 995).

# Customer service

## Performance ratings

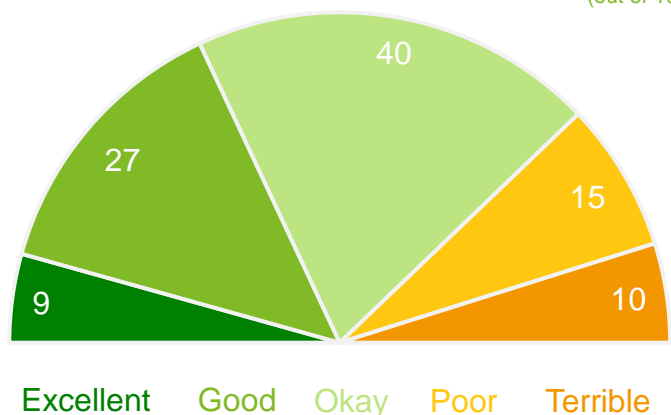
% of respondents

76%

53

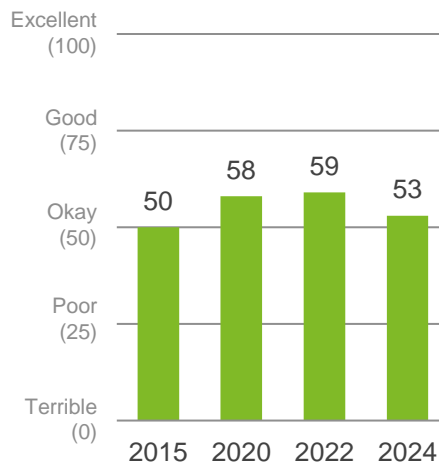
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	53
Industry High	68
Industry Average	56

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
53	55	47	51	56	52	52	54	50	51	48	53	57	60	53	47	45	46	55	52	55	52	32

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 762). \* Positive Rating = excellent, good + okay

# How the Shire embraces change, innovation and new technology

## Performance ratings

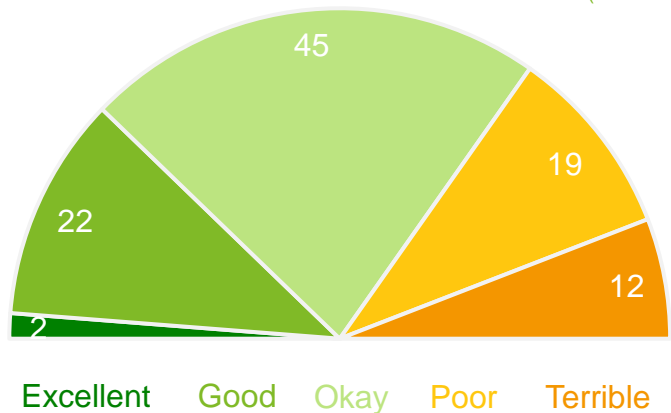
% of respondents

70%

46

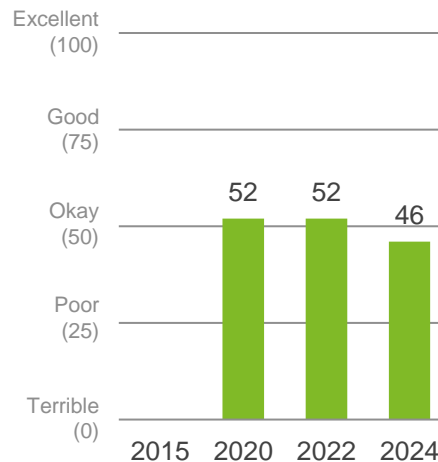
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	46
Industry High	59
Industry Average	47

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
46	47	44	47	47	47	51	44	41	44	47	44	46	53	41	44	35	58	51	45	45	47	29

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 621). \* Positive Rating = excellent, good + okay

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

# Value for money from Council rates

## Performance ratings

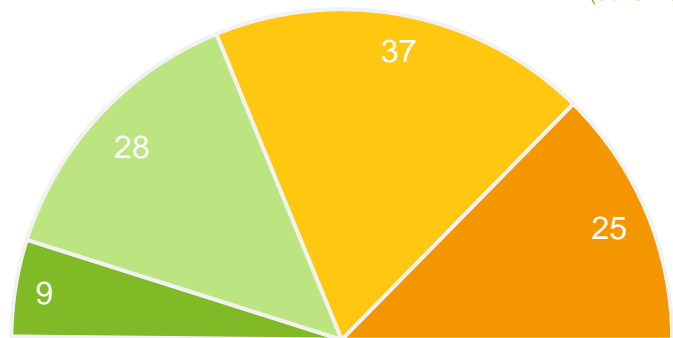
% of respondents

38%

31

Positive  
rating\*

Performance  
Index Score  
(out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	31
Industry High	58
Industry Average	41

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
31	30	33	32	30	33	25	24	28	27	32	27	31	40	29	21	19	34	27	33	31	29	26

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 874). \* Positive Rating = excellent, good + okay

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

## Performance ratings

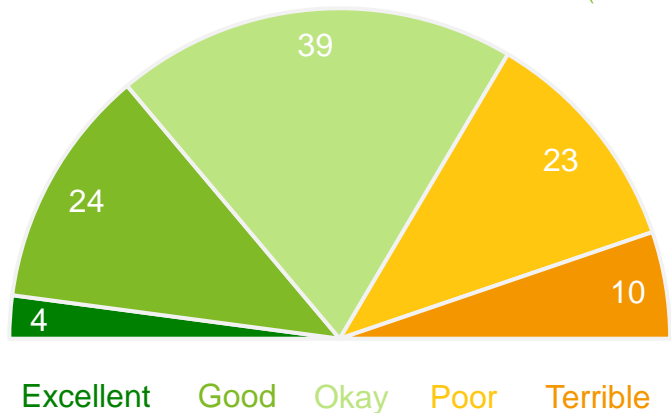
% of respondents

67%

47

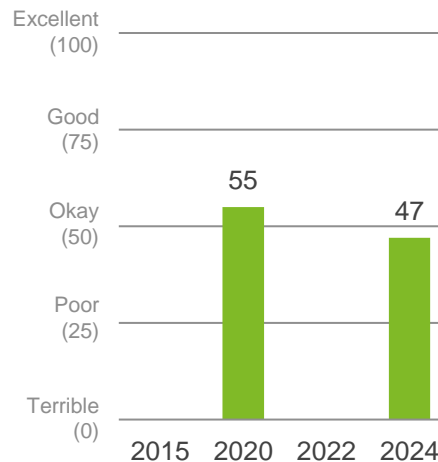
Positive  
rating\*

Performance  
Index Score  
(out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Broome	47
Industry High	NA
Industry Average	NA

## Variances across the community

Performance Index Score

Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
47	49	43	48	48	45	52	46	41	45	50	42	40	60	45	39	28	48	50	49	45	47	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 461). \* Positive Rating = excellent, good + okay

# Overview of Community Variances



# Summary of community variances

	Total		Homeowner Renting/other		Male Female		No children Have child 0-5 Have child 6-12 Have child 13-17 Have child 18+					14-34 years 35-54 years 55-64 years 65+ years				Disability	First Nations	LOTE	12 Mile Bilingurr / Broome North		Broome	Cable Beach	Djugun	Other areas
Overall place to live	65	66	63	66	65	67	67	63	62	61	64	66	64	68	63	59	53	82	65	62	65	67	69	
PEOPLE																								
Library services	76	76	76	74	80	77	78	78	70	73	75	77	74	82	79	76	63	75	72	77	78	75	69	
Festivals, events, arts and cultural activities	67	67	68	66	69	68	68	65	64	65	66	68	66	71	63	62	60	65	66	65	69	69	58	
History and heritage	61	62	59	61	63	61	67	59	58	60	60	62	60	64	55	51	52	58	61	59	61	65	54	
Sport and recreation	65	65	65	65	65	67	65	60	61	63	65	63	63	72	65	58	55	59	64	67	64	65	64	
Health and community services	50	50	48	51	50	51	48	51	50	41	50	47	48	61	48	47	47	41	46	52	50	49	46	
Public health/wellbeing programs/education	48	48	48	49	48	48	50	47	45	43	48	47	45	56	45	41	40	33	45	50	50	45	36	
Safety and crime prevention	23	22	24	24	21	24	24	23	19	17	26	19	21	25	22	23	17	16	23	22	23	24	24	
Lighting of streets and public places	38	39	36	44	34	38	43	38	34	31	41	35	37	41	37	38	24	32	39	36	38	41	29	
Services and facilities for young people	35	35	34	39	32	36	39	32	27	31	34	33	34	44	33	26	25	30	36	36	34	35	16	
Services and facilities for families & children	47	48	45	50	46	51	45	44	44	45	47	47	46	51	44	42	34	51	43	48	49	48	34	
Services and care available for seniors	35	35	34	41	31	35	41	39	30	31	37	33	31	39	30	37	29	30	34	36	35	36	25	
Disability access and inclusion	40	41	39	46	37	40	44	43	39	44	38	42	39	44	37	44	32	32	39	38	43	41	28	
Recognition for Aboriginal peoples / heritage	57	59	54	61	56	56	65	54	55	57	56	59	55	60	54	47	40	45	56	56	57	63	42	
Volunteer support and recognition	56	57	54	58	55	56	59	56	55	55	57	56	53	59	50	51	43	55	56	55	59	54	32	
SENTIMENT (% Total agree)																								
Feel like I belong in my local community	57	62	47	56	60	56	58	55	61	56	56	59	57	60	54	49	35	74	70	54	57	54	43	
Feel safe in the Shire of Broome	21	20	23	25	18	20	22	25	18	14	24	20	15	23	21	28	7	26	30	18	20	21	28	
Shire has developed a clear vision for the area	26	27	24	25	28	26	23	28	24	24	24	25	28	36	25	21	12	22	31	21	26	30	28	
Shire has a good understanding of community needs	18	20	15	18	19	19	17	17	23	16	15	18	20	26	13	13	10	13	21	15	17	22	13	
Shire listens to and respects community views	16	17	12	17	15	15	15	15	20	11	13	17	15	22	10	11	13	39	18	12	16	16	16	
Shire clearly explains reasons for decisions	16	19	10	17	16	15	16	19	17	20	12	17	17	25	14	11	12	18	16	13	17	17	13	

# Summary of community variances

	Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
PLANET																							
Sustainable practices	42	44	38	44	41	41	46	41	43	45	41	42	45	46	35	38	30	44	47	39	42	44	34
Conservation and environmental management	48	50	44	51	48	46	56	48	47	48	49	47	47	49	38	42	34	39	52	45	48	53	33
Management of beaches and the foreshore	54	53	55	53	55	53	59	53	53	48	59	51	48	55	46	47	33	64	57	54	52	54	39
Waste management	53	53	51	55	51	53	54	50	55	54	53	52	51	56	53	52	44	40	55	52	51	57	31
Natural disaster management	57	58	55	58	57	58	57	54	56	56	58	56	57	59	52	52	47	59	59	58	57	55	43
Animal management (dogs and cats)	39	38	39	39	38	38	39	38	41	33	39	38	38	42	34	33	34	30	40	39	37	42	30
Mosquito control	43	44	40	43	42	43	44	40	43	35	45	41	41	42	39	36	39	27	44	41	45	43	32
Ranger services	46	45	48	45	47	46	48	47	46	39	50	44	43	44	46	44	37	40	51	46	46	44	41
PLACE																							
Planning and building approvals	45	47	40	47	46	45	50	51	44	40	46	45	45	47	40	45	38	39	46	40	49	47	36
Access to housing that meets your needs	36	42	24	41	33	34	44	37	34	30	35	36	38	38	27	27	26	26	36	32	37	43	19
Community buildings, halls and toilets	45	45	44	48	44	47	48	41	42	46	45	44	45	50	35	41	34	33	45	42	45	51	38
Playgrounds, parks and reserves	58	59	56	61	56	62	53	53	54	58	58	58	58	63	57	57	51	59	62	55	59	61	53
Streetscapes	52	53	51	54	51	55	49	48	47	48	54	49	54	55	48	47	45	58	50	46	53	59	54
Footpaths, cycleways and trails	48	49	47	51	46	50	48	45	45	42	49	45	50	53	43	46	36	56	52	43	47	55	45
Building and maintaining local roads	50	50	52	50	50	51	52	50	51	45	52	48	51	53	50	47	35	48	55	48	50	51	47
Public and on-demand transport	38	37	39	39	37	38	38	40	39	36	38	35	38	46	38	38	28	33	37	38	38	38	30

# Summary of community variances

	Total	Homeowner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	14-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	LOTE	12 Mile	Bilingurr / Broome North	Broome	Cable Beach	Djugun	Other areas
PROSPERITY																							
Place to work or operate a business	59	59	60	59	60	60	61	56	56	57	61	59	57	59	53	56	47	63	58	59	61	58	57
Economic development and job creation	47	48	46	48	47	48	50	46	46	41	50	46	41	48	40	43	33	56	48	46	47	48	38
Place to visit	73	72	75	72	74	75	72	68	68	65	75	71	71	71	72	69	63	80	73	72	74	71	66
Tourism and destination marketing	64	61	70	61	67	65	64	64	63	57	70	62	55	59	63	64	53	71	67	62	62	66	63
Town centre development and activation	63	63	60	61	65	64	60	61	61	63	61	64	61	65	58	54	50	62	63	61	63	63	49
Telecommunications and internet services	39	40	36	39	39	38	40	41	39	33	37	38	39	44	38	40	34	23	42	39	39	38	31
Education, training, life-long learning	50	51	49	51	51	51	50	52	45	44	50	49	50	57	48	50	44	36	48	48	52	53	44
Airport facilities and services	60	59	62	58	62	61	59	58	56	57	62	58	56	61	56	60	49	45	60	58	61	60	60
Marine facilities, including boat ramps	34	30	45	32	37	39	33	35	24	18	46	25	27	37	36	40	26	17	33	38	34	34	30
PERFORMANCE																							
Governing organisation	50	50	49	49	51	50	52	49	49	44	50	49	51	55	47	45	42	49	53	47	51	49	48
Value for money from rates	31	30	33	32	30	33	25	24	28	27	32	27	31	40	29	21	19	34	27	33	31	29	26
Shire as a place to work	47	49	43	48	48	45	52	46	41	45	50	42	40	60	45	39	28	48	50	49	45	47	43
Council's leadership	44	46	39	44	46	45	48	45	43	41	40	45	44	54	46	39	32	46	49	42	46	42	38
Advocacy and lobbying	38	40	34	39	39	38	44	41	37	32	38	37	36	45	36	33	28	45	44	37	38	37	25
Consultation	38	39	34	38	39	38	42	37	39	36	36	38	37	43	30	32	26	34	40	38	39	36	24
Communication	45	45	43	45	45	46	47	44	45	40	44	44	44	49	39	41	35	50	48	43	44	45	32
Customer service	53	55	47	51	56	52	52	54	50	51	48	53	57	60	53	47	45	46	55	52	55	52	32
Embracing change, innovation, technology	46	47	44	47	47	47	51	44	41	44	47	44	46	53	41	44	35	58	51	45	45	47	29

# MARKYT community priorities

Other stakeholder groups

# MARKYT Community Priorities

Residents

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

Moderate (10-50%)

High (>50%)

CELEBRATE

OPTIMISE

KAIZEN

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REVIEW

PRIORITISE

- 1 Library services
- 2 Festivals, events, arts and culture
- 3 History and heritage
- 4 Sport and recreation
- 5 Health and community services
- 6 Public health/wellbeing
- 7 Safety and crime prevention
- 8 Lighting of streets and public places
- 9 Youth services and facilities
- 10 Family and children services
- 11 Seniors services and care
- 12 Disability access and inclusion
- 13 Aboriginal recognition and respect
- 14 Volunteer support and recognition
- 15 Sustainable practices
- 16 Conservation and environment
- 17 Beach and foreshore management
- 18 Waste management
- 19 Natural disaster management
- 20 Animal management
- 21 Mosquito control
- 22 Ranger services
- 23 Planning and building approvals
- 24 Access to housing
- 25 Community buildings, halls, toilets
- 26 Playgrounds, parks and reserves
- 27 Streetscapes
- 28 Footpaths, cycleways and trails
- 29 Local roads
- 30 Public and on-demand transport
- 31 Economic development and jobs
- 32 Tourism and destination marketing
- 33 Town centre development
- 34 Telecommunications and internet
- 35 Education, training, life-long learning
- 36 Airport facilities and services
- 37 Marine facilities, including boat ramps
- 38 Council's leadership
- 39 Advocacy and lobbying
- 40 Consultation
- 41 Communication
- 42 Customer service
- 43 Embracing change, innovation etc

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

Q. Over the next 10 years, which areas would you mostly like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n=919)

# MARKYT Community Priorities

Out of area ratepayers / visitors

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

Moderate (10-50%)

High (>50%)

Excellent

PERFORMANCE INDEX SCORE

Okay

Terrible

CELEBRATE

KAIZEN

OPTIMISE

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REVIEW

PRIORITISE

0 5 10 15 20 25 60 65 70 75 80

- 1 Library services
- 2 Festivals, events, arts and culture
- 3 History and heritage
- 4 Sport and recreation
- 5 Health and community services
- 6 Public health/wellbeing
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- 36 Airport facilities and services
- 37 Marine facilities, including boat ramps
- 38 Council's leadership
- 39 Advocacy and lobbying
- 40 Consultation
- 41 Communication
- 42 Customer service
- 43 Embracing change, innovation etc

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

Q. Over the next 10 years, which areas would you mostly like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n=60)

# MARKYT Community Priorities

Business owners / operators

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

Moderate (10-50%)

High (>50%)

CELEBRATE

OPTIMISE

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REVIEW

PRIORITISE

- 1 Library services
- 2 Festivals, events, arts and culture
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- 4 Sport and recreation
- 5 Health and community services
- 6 Public health/wellbeing
- 7 Safety and crime prevention
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- 37 Marine facilities, including boat ramps
- 38 Council's leadership
- 39 Advocacy and lobbying
- 40 Consultation
- 41 Communication
- 42 Customer service
- 43 Embracing change, innovation etc

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

Q. Over the next 10 years, which areas would you mostly like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n=269)



# MARKYT Community Priorities

Elected Members /  
Shire employees

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

Moderate (10-50%)

High (>50%)

Excellent

↑

PERFORMANCE INDEX SCORE

Okay

↓

Terrible

OPTIMISE

MARKYT  
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PRIORITISE

- 1 Library services
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- 3 History and heritage
- 4 Sport and recreation
- 5 Health and community services
- 6 Public health/wellbeing
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- 37 Marine facilities, including boat ramps
- 38 Council's leadership
- 39 Advocacy and lobbying
- 40 Consultation
- 41 Communication
- 42 Customer service
- 43 Embracing change, innovation etc

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

Q. Over the next 10 years, which areas would you mostly like the Shire of Broome to focus on improving? Base: All respondents, excludes no response (n=97)



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MARKYT 