



# MARKYT Community Scorecard ©

Prepared for: City of Busselton

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

July 2020

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MARKYT 

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# Strategic overview

## Vision



**50**

% agree

16% points above Industry Average, but down 11% points from 2017

## Liveability

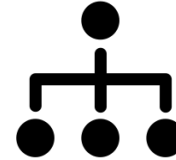


**88**

Performance Index Score

13 index points above Industry Average and up 1 point from 2017

## Governance



**61**

Performance Index Score

5 index points above Industry Average and on par with 2017

## Place to Visit



**87**

Performance Index Score

The industry leader; 21 index points above the Industry Average

## Rates Value



**46**

Performance Index Score

On par with the Industry Average and on par with 2017

## Local strengths

- Playgrounds, parks and reserves
- Festivals and events
- Public libraries

## Most improved

- Playgrounds, parks and reserves
- Natural area conservation
- Safety and security

## High vs other LGs

- Place to visit
- Place to live
- Economic development
- Access to goods/services
- Footpaths, trails, cycleways
- Streetscapes
- Access to internet and online services

# Community priorities

## Value for money from rates



1. Manage finances more effectively, cut back on spending and avoid unnecessary debt.
2. Allocate funding for infrastructure more equitably across the City.
3. Don't commit large amounts of money to major projects (e.g. arts centre).
4. Consult more with ratepayers about where money should be spent.

## Coastal area management



1. Opposing actions are recommended. Continue with the foreshore redevelopment versus stop the foreshore redevelopment.
2. Measures to protect the coastline from erosion e.g. building sea walls.
3. Address seaweed build-up e.g. near Geographe Marina.
4. Develop Dunsborough foreshore e.g. approval for a beachside Café and restaurant.

## Economic development



1. Grow and increase the diversity of job opportunities. Reduce reliance on tourism. Grow industry, high tech jobs, etc.
2. Reduce rent and costs for small business.
3. Improve retail diversity with more unique shops selling exclusive, local products.
4. Improve the appearance and vibrancy of commercial areas.

## Major transport networks



1. Widen Bussell Highway.
2. Upgrade Caves Road.
3. Busselton Margaret River Airport development and promotion of flights.
4. Extend and improve the rail network to improve connections between the South West and Perth.

## Sport and recreation



1. Upgrade Bovell Park.
2. 50m pool in Dunsborough.
3. More / better facilities for various sports - football, rugby, soccer, hockey, cricket, baseball, basketball, netball, gym and fitness centre, BMX / MTB trails, ten-pin bowling, indoor rock climbing, squash courts, wave pool, ice skating rink and an outdoor cycling velodrome.
4. Wider, safer, better connected bike paths.

# Support for continued investment in key projects

Would you like to see continued investment in new and improved infrastructure over the next decade?



Greater support in **Dunsborough** with **85%** yes vote.



20% ranked the continued development and promotion of the Busselton Margaret River Airport as most important

**Airport development**



17% ranked the ongoing upgrade of local and rural roads as most important

**Upgrade roads**



15% ranked managing and protecting the coastline from erosion as most important

**Coastal management**

# Approach

# Purpose



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

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

## MARKYT Community Scorecard

The City of Busselton commissioned a MARKYT® Community Scorecard to:

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

## Strategic Community Plan 2017





# The Study

The City of Busselton commissioned CATALYSE® to conduct a MARKYT® Community Scorecard during June 2020.

Scorecard invitations were sent to 4,000 randomly selected households; 1,000 by mail and 3,000 by email.

**584 randomly selected residents** completed a scorecard reducing the sampling error to  $\pm 4.02\%$  at the 95% confidence interval.

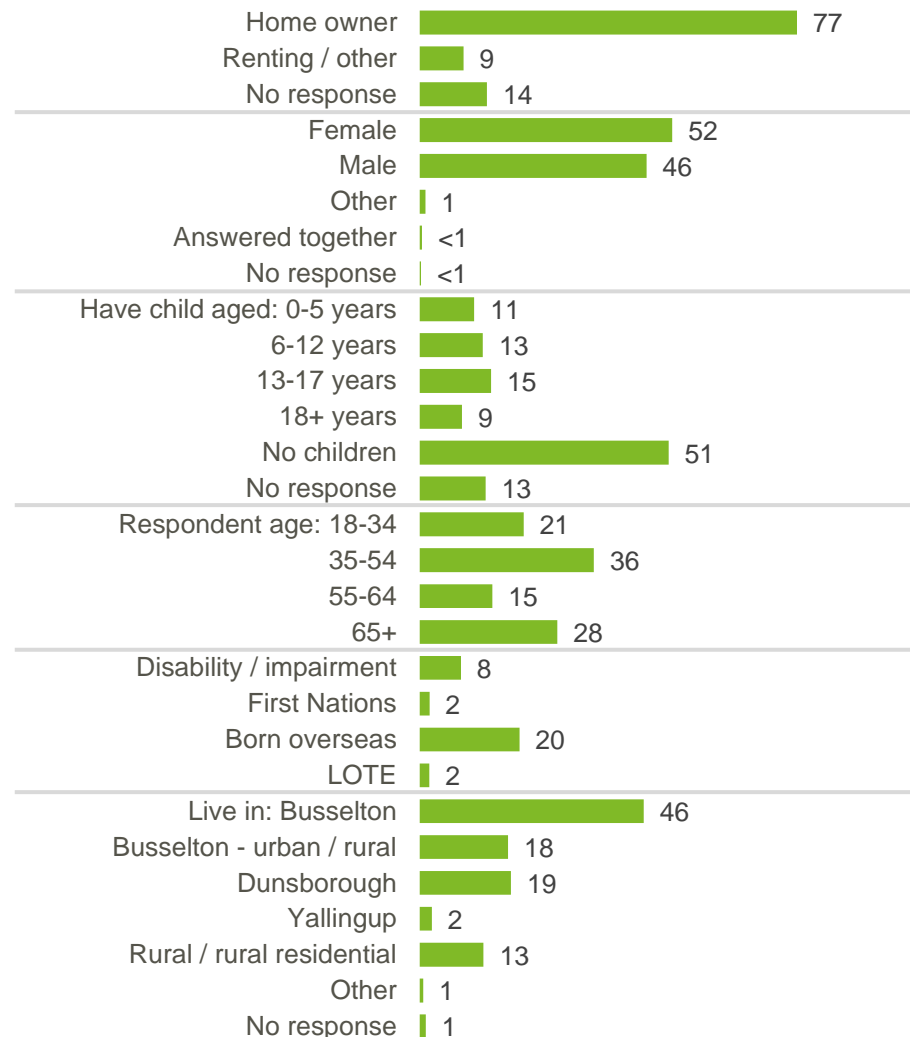
The City of Busselton provided supporting promotions through its communication channels. A further 247 residents, 121 out of area ratepayers and visitors, and 66 Council affiliated respondents participated bringing the total to **1,018 respondents**.

As analysis of results showed significant differences between these groups, the main body of this report presents responses from the random sample of residents only. This is consistent with the approach adopted by other local governments.

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

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

% of randomly selected respondents (weighted)



# MARKYT Industry Standards

CATALYSE® has conducted studies for 60+ councils. When councils ask comparable questions, we publish the high and average scores to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from **WA Councils** that have completed an accredited study with CATALYSE® within the past three years. Participating councils are listed below.

## Metropolitan



## Regional



# How to read the following charts

## Performance Ratings

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

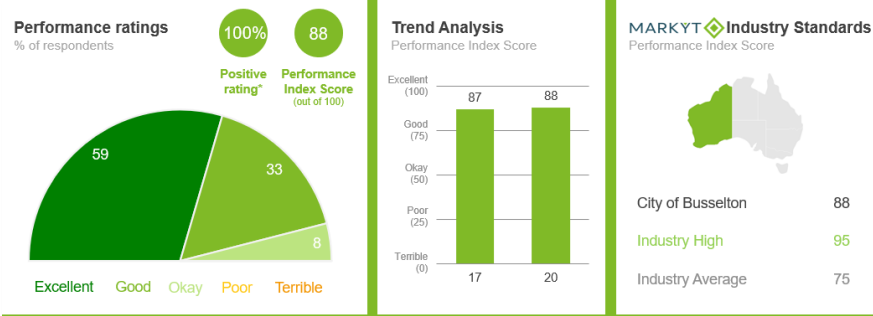
The **Performance Index Score** is a score out of 100 using the following formula:

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

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

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

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



**Variations across the community**  
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations*	Born Overseas	LOTE*	Busselton	Busselton - urban / rural	Dunsborough	Yallinup*	Rural / rural residential
88	89	73	86	89	87	84	91	87	88	82	89	89	84	76	88	88	87	86	90	92	88

**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.

# Community Values

# Busseton 2035

Q. As we head toward 2035, what three words describe your ideal City of Busseton?

Busseton 2035, a safe and friendly community that is clean and environmentally sustainable. It is progressive, offering vibrant experiences within a relaxed, peaceful and beautiful setting.



Q. As we head toward 2035, what three words describe your ideal City of Busseton? Word cloud includes the top 40 spontaneous mentions. Base: All respondents, excludes 'no response' (n = 491).

Overall Performance

# City of Busselton as a place to live

## Performance ratings

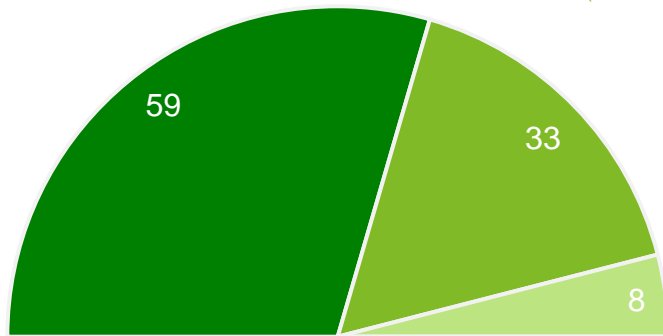
% of respondents

100%

88

Positive rating\*

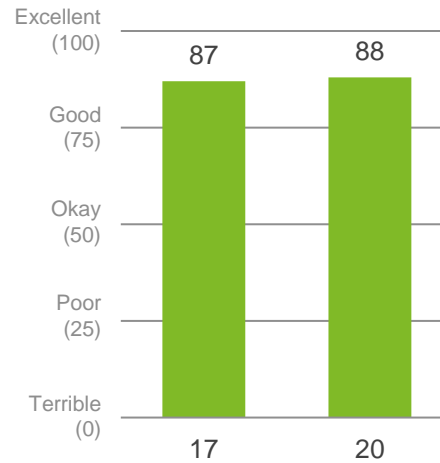
Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

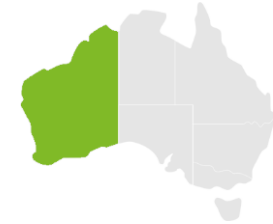
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	88
Industry High	95
Industry Average	75

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
88	89	73	86	89	87	84	91	87	88	82	89	89	84	76	88	88	87	86	90	92	88

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

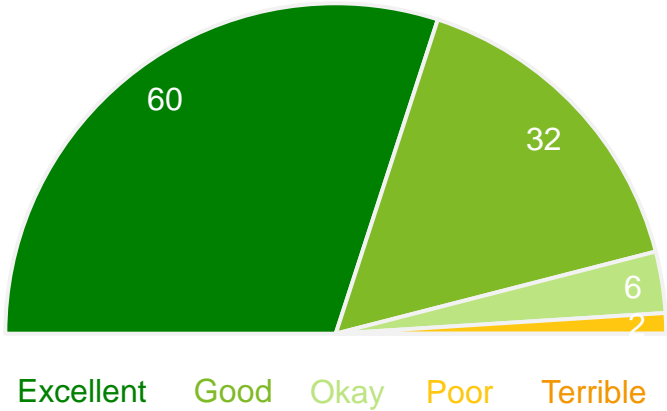
Base: All respondents, excludes 'unsure' and 'no response' (n = 582).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# City of Busselton as a place to visit

## Performance ratings

% of respondents



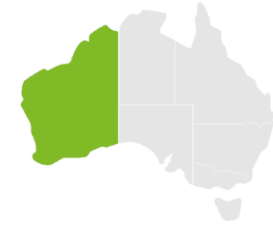
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	87
Industry High	87
Industry Average	66

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
87	88	79	87	88	86	87	90	89	87	84	90	87	87	86	88	96	88	86	91	88	85

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 579).

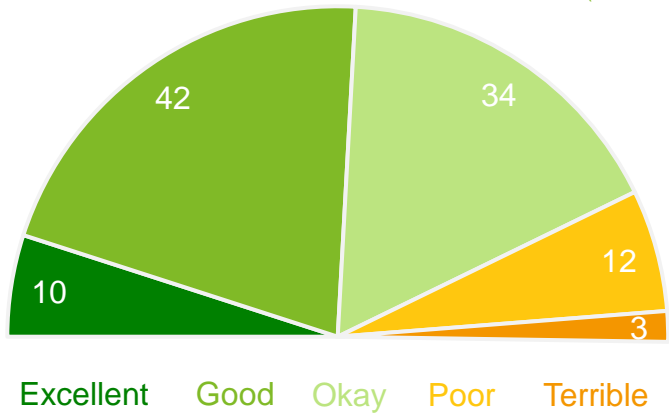
\* Positive Rating = excellent, good + okay # Small base < 20 respondents



# City of Busselton as the organisation that governs the local area

## Performance ratings

% of respondents



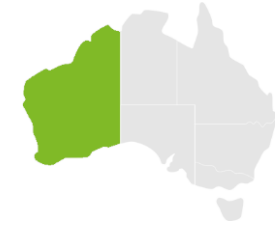
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	61
Industry High	74
Industry Average	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
61	61	54	59	63	61	60	63	61	56	60	61	61	57	53	63	77	61	60	61	58	62

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

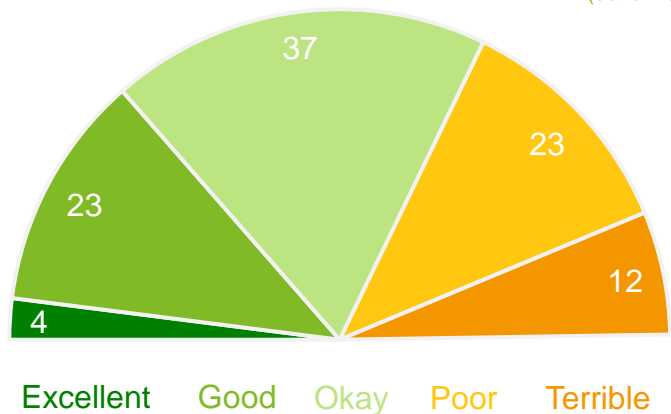
Base: All respondents, excludes 'unsure' and 'no response' (n = 564).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Value for money from Council rates

## Performance ratings

% of respondents



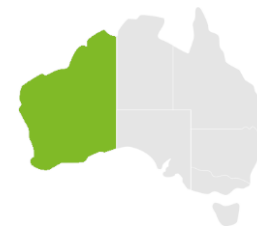
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	46
Industry High	63
Industry Average	44

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
46	46	53	42	49	48	48	48	44	38	35	47	49	47	38	51	68	53	39	43	44	38

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 544).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Community Priorities

In the City of Busselton's Community Priorities Window, detailed overleaf, most services are located in Window B, receiving average ratings between okay and good.

The **highest performing** areas are:

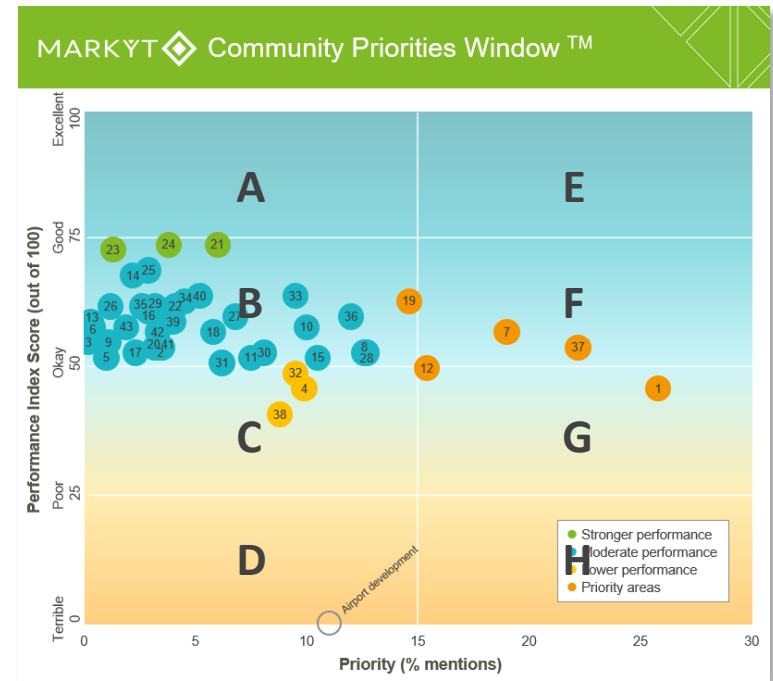
- Playgrounds, parks and reserves
- Public libraries
- Festivals and events

The community would like Council to **prioritise** services and facilities in Windows F + G:

- Value for money from Council rates
- Coastal area planning, development and management
- Economic development
- Connectivity via major transport networks
- Sport and recreation facilities

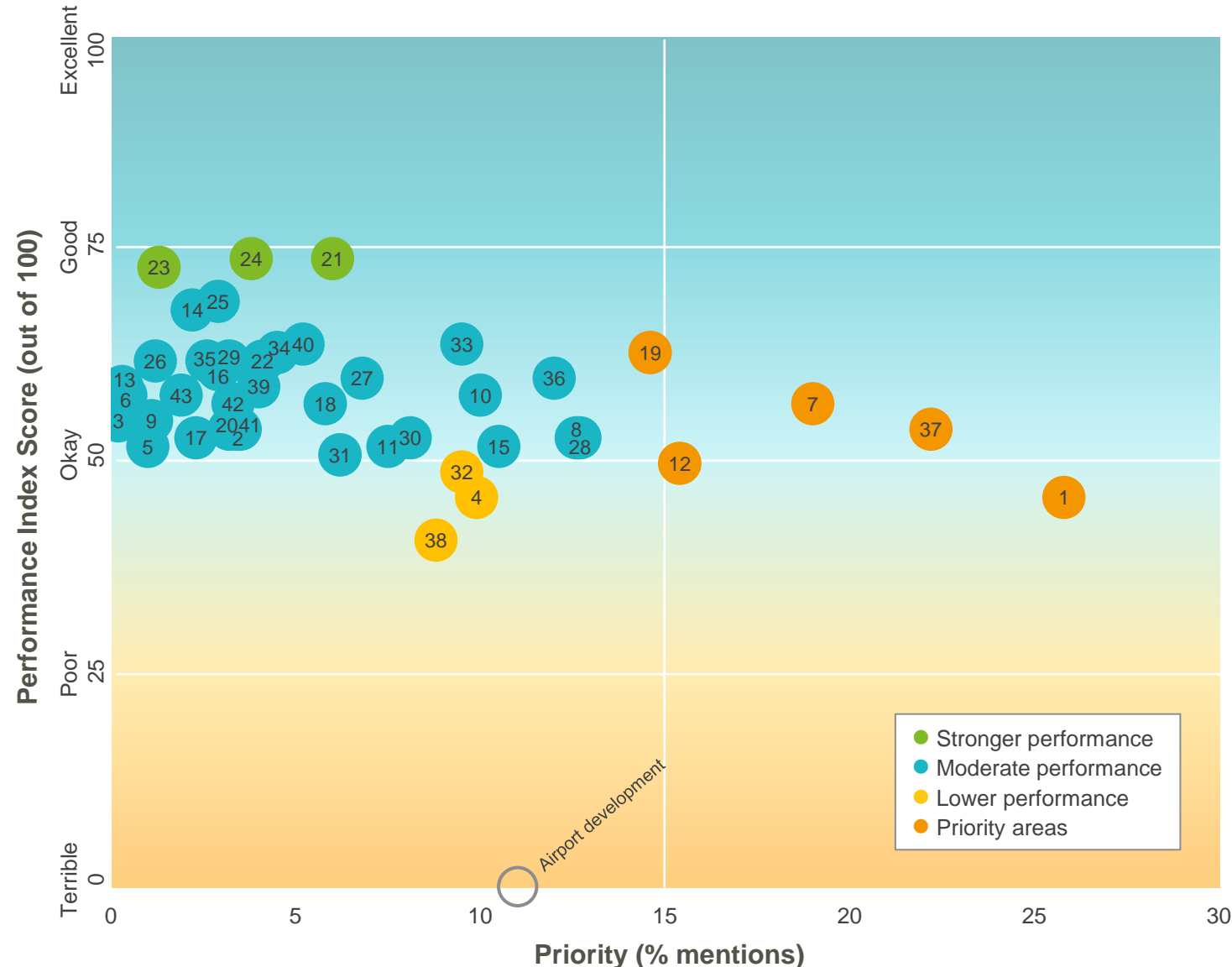
Other lower performing areas to address in Window C are:

- How the community is consulted about local issues
- Parking management
- Maintaining and enhancing the Vasse River and Toby Inlet



# MARKYT Community Priorities Window™

- 1 Value for money from rates
- 2 Council's leadership
- 3 Access to Mayor/Councillors
- 4 Consulted about local issues
- 5 Informed about local issues
- 6 Customer service
- 7 Economic development
- 8 Busselton City Centre
- 9 Dunsborough Town Centre
- 10 Access to goods and services
- 11 Education and training
- 12 Major transport networks
- 13 Internet and online services
- 14 Sense of community
- 15 Youth services
- 16 Seniors services
- 17 Disability access
- 18 Community buildings, halls and toilets
- 19 Sport and recreation facilities
- 20 Specialist health services
- 21 Playgrounds, parks and reserves
- 22 Boat ramp
- 23 Public libraries
- 24 Festivals and events
- 25 Arts and cultural activities
- 26 Local history and heritage
- 27 Safety and security
- 28 Managing growth and development
- 29 Access to housing
- 30 Road maintenance
- 31 Traffic management
- 32 Parking management
- 33 Footpaths, trails and cycleways
- 34 Streetscapes
- 35 Lighting of streets and public places
- 36 Natural area conservation
- 37 Coastal area management
- 38 Vasse River and the Toby Inlet
- 39 Tree management
- 40 Waste services
- 41 Recycling activities
- 42 Animal control
- 43 Natural disaster preparedness



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

Q. Which areas would you most like the City of Busselton to focus on improving? Base: All respondents, excludes no response (n = 384)

### Challenges

- Rates are becoming unaffordable for some residents
- Infrastructure and services are perceived to be insufficient in comparison to the rates being charged
- Ratepayers feel they are subsidising services and facilities for tourists

### Community Driven Actions

1. Manage finances more effectively, cut back on spending and avoid unnecessary debt
2. Allocate funding for infrastructure more equitably across different areas of the City
3. Don't commit large amounts of money to major projects (e.g. arts centre)
4. Consult more with ratepayers about where money should be spent

### Community Voices

“Don't go over the top with rate rises otherwise we can't afford to live here.”

“Taking care of residents - lower rates. Many residents feel their rates are too high and are not being spent most effectively.”

“Keep rates at a reasonable level. Ensure that residents receive priority. Avoid over expenditure on marginal projects.”

“Maintain a balance of service for those that live here and not just cater for the people that visit.”

“Stop making “Busselton” the epi-Centre of the City of Busselton. The CoB rakes in a lot of money from Dunsborough surrounding areas in rates etc. and that money is disproportionately spent in Busselton. And stop targeting so-called improvements that benefit visitors, i.e. “prettying” the town centre of Dunsborough in order to make it appealing for visitors. The local residents deserve more.”

“Please do not always put Busselton first on the list, all parts of the City of Busselton are important. Think about all the residents and facilities all over the Shire and for all the community. We are all important in whatever interests we choose to pursue.”

“More emphasis on the wider city regions, Dunsborough to Wilyabrup. Not just Busselton itself. We don't need a 600 person auditorium when there is a perfect facility in Bunbury that is losing money. We need more sporting facilities in Dunsborough including a pool.”

Discontinue excessive spending on infrastructure such as BEACH (arts and cultural centres, entertainment centres etc.) that will place ratepayers in a huge debt situation, that will result in excessively high rates for future generations. This [is] having [a] negative impact on Busselton being a great place to live and invest. Busselton will become a high cost city and people will not be able to afford living here.”

### Challenges

- Opposing views.
- Some discuss a lack of beachside amenities and attractions
- Others are concerned with over-development of the Busselton foreshore and jetty area and the need to better maintain and protect the natural coastline

### Community Driven Actions

1. Opposing actions are recommended:
  - Continue with the foreshore redevelopment
  - Stop the foreshore redevelopment
2. Measures to protect the coastline from erosion e.g. building sea walls
3. Address build-up of excess seaweed on local beaches e.g. near Geographe Marina
4. Develop Dunsborough foreshore e.g. approval for a beachside Café / restaurant

### Community Voices

“Focusing on the jetty and its vision for the future to be a community hub for locals and visitors.”

“Continue to develop jetty area. Love what is happening. Further restaurants along foreshore.”

“I am keen to see the arts and cultural centre in Busselton go ahead and to encourage pedestrians and tourists to use the foreshore development.”

“Stop spoiling the beachfront in Busselton (Jetty area) with buildings.”

“Limit access to "City Centric" facilities such as breweries on foreshore. This area should be exclusively for families, not just tourist.”

“No further development of the Busselton foreshore. It will make it over commercial and not enhance the lovely family atmosphere.”

“Improve the preservation of beach area that recedes every year in storms.”

“Management of the foreshore against degradation and erosion, and seaweed management. The excess seaweed around the city foreshore and jetty is very off-putting to visitors.”

“Deal once and for all the ongoing seaweed mess near Geographe Marina.”

“I think the City should think a bit more about Dunsborough. Get the café built on the foreshore.”

### Challenges

- Too many empty and closed shops
- High cost of rent and Council rates
- Lack of diversity with industry and shops
- Red tape

### Community Driven Actions

1. Grow and increase the diversity of job opportunities. Reduce reliance on tourism. Grow industry, high tech jobs, etc.
2. Reduce rent and costs for small business.
3. Improve retail diversity with more unique shops selling exclusive, local products.
4. Improve the appearance and vibrancy of commercial areas.

### Community Voices

“Encouraging growth in industries to increase employment opportunities.”

“Better partnerships between City and corporate partners.”

“Look to future industry to keep our younger people here and employed, not just in the tourist sector.”

“...should be fostering more high tech jobs, moving away from reliance on construction and FIFO jobs. It should be a state centre for renewable industry. It should leverage off its world class Busselton Health study.”

“Business needs to be supported...by eliminating all the red tape that goes along with an application. The City needs to be innovative and supportive of local business and the vision that the business wants to go forward with.”

“Encourage private infrastructure and small business initiatives, remove the excess red tape.”

“Try harder to fill up all the vacant shops in town - offer incentives to new & existing businesses to rent shopfronts.”

“The CBD is positively dying with cafes the only place to go. What "specialty shops" we have are few and far between with so many empty shopfronts in town. Lower rents in the city center to encourage new small businesses to start.”

“Aim to provide local artisan and tourist shops that have an outlet for sale [of] local exclusive products.”

“Best business is the fire station by far. I would like to see more like this, a bit sophisticated and cool.”



### Challenges

- Traffic congestion
- Road safety

### Community Driven Actions

1. Bussell Highway widening
2. Upgrade Caves Road
3. Upgrade Busselton Margaret River Airport
4. Extend and improve the rail network to improve connections between the South West and Perth

### Community Voices

“Number one priority is to lobby both state and federal governments to fix the single lane highway between Busselton and Capel.”

“The dual carriage way extension from Capel to Busselton is probably outside the Council’s control, and no doubt it lobbies for its completion, though that and the Bunbury bypass would make a significant difference to the accessibility of the South West, and above all safety.”

“To make more effort in getting the dual carriage way completed between Capel and Busselton, before there is another fatality.”

“Dual lanes from Bunbury to Busselton...need to attract tourists, from overseas and interstate so flights into Busselton and Margaret region a priority.”

“Upgrade of the Busselton Margaret River airport.”

“The pursuit of interstate flights is to be commended, and hopefully starts soon, as well as expanded services.”

“The railway needs to be upgraded urgently to a FASTER RAIL service.”

“Work towards rail from Perth via Bunbury, Busselton, Pemberton to Albany.”

“Train service from Perth, Mandurah, Bunbury, Busselton Dunsborough, Augusta.”

“Outer bypass to other towns eg Dunsborough & Margaret River. Caves Road is getting too clogged during tourist times & weekends.”

“As the ease of reaching the area from Perth has significantly increased tourism (3 hours) the local road systems are totally inadequate ie Caves Road, Busselton to Yallingup.”

“Badly need regular public transport between Dunsborough and Busselton.”

### Challenges

- Growing and aging population
- Sporting facilities are aging and insufficient to meet local demand
- Sewerage issues on playing fields
- Lack of recreation options for youth
- Need to travel to access sporting facilities

### Community Driven Actions

1. Upgrade Bovell Park
2. 50m pool in Dunsborough
3. More / better facilities for various sports - football, rugby, soccer, hockey, cricket, baseball, basketball, netball, gym and fitness centre, BMX / MTB trails, ten-pin bowling, indoor rock climbing, squash courts, wave pool, ice skating rink and an outdoor cycling velodrome.
4. Wider, safer, better connected bike paths

### Community Voices

“Currently much development is occurring that benefits our tourism sector. Funding is required to support the locals in the sport and recreation space. Many grounds/facilities are at capacity as well as being older/run down. Infrastructure for these areas also requires review and work. Lack of space reduces the ability for increased participation.”

“Please have a short-term plan for a Dunsborough recreation park. The existing playing fields are in TERRIBLE condition to the point where there are numerous injuries every weekend because of uneven ground. It is atrocious when we host the WCE and Freo Dockers for training camps. So embarrassing. We NEED more indoor basketball/netball courts and improved facilities for soccer, football, cricket and rugby. We are an incredibly active community that is in desperate need of decent sporting and recreational grounds.”

“Leisure centre including heated pool for Dunsborough,”

“Dunsborough area has a large population of retired and older people. For health and well being purposes it is essential that the Dunsborough area has a warm water pool for exercise and pain relief.”

“Better sporting facilities like more indoor basketball courts, up grade the Bovell 2 football oval so it don't flood out every season. Put basketball courts in parks so that the older kids have something to do. Old Broadwater park is so good there should be one like that in Provence, it has football goals, a wall for practicing squash or tennis and a basketball court.”

“The football club rooms at Bovell are extremely outdated and are clearly getting too small for our growing community. It is at the point where it is an embarrassment to ask other clubs/towns here because of how run down they are.”

“More activities for the youth like bowling alleys, wave pool to develop the young surfing talent in the region, ice skating rink, bush walking / riding trails.”

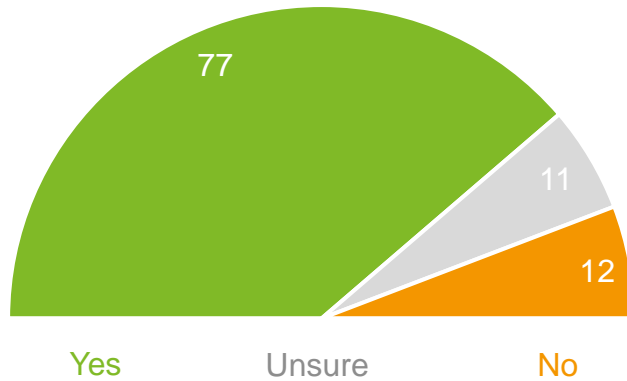
“More facilities and services for youth and disabled. Everything to keep young ones developing and thriving shouldn't cost parents the earth. Not everyone can afford expensive sport and recreation.”

Support for key projects

# Support for new and improved infrastructure

## Would you like to see continued investment in new and improved infrastructure over the next decade?

% of respondents



77% of respondents support continued investment into new and improved infrastructure over the next decade.

This is highest among parents of children aged 6 to 12 years, people aged 35 to 54 years, people who were born overseas, people who speak a language other than English at home, and residents of Dunsborough.

Support is lower among renters, parents of children aged 5 years and under, people aged 18 to 34 years, people with a disability, and First Nations people.

## Variations across the community

% yes

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
77	79	64	79	76	75	71	86	80	81	67	85	76	71	14	83	86	76	75	85	81	77

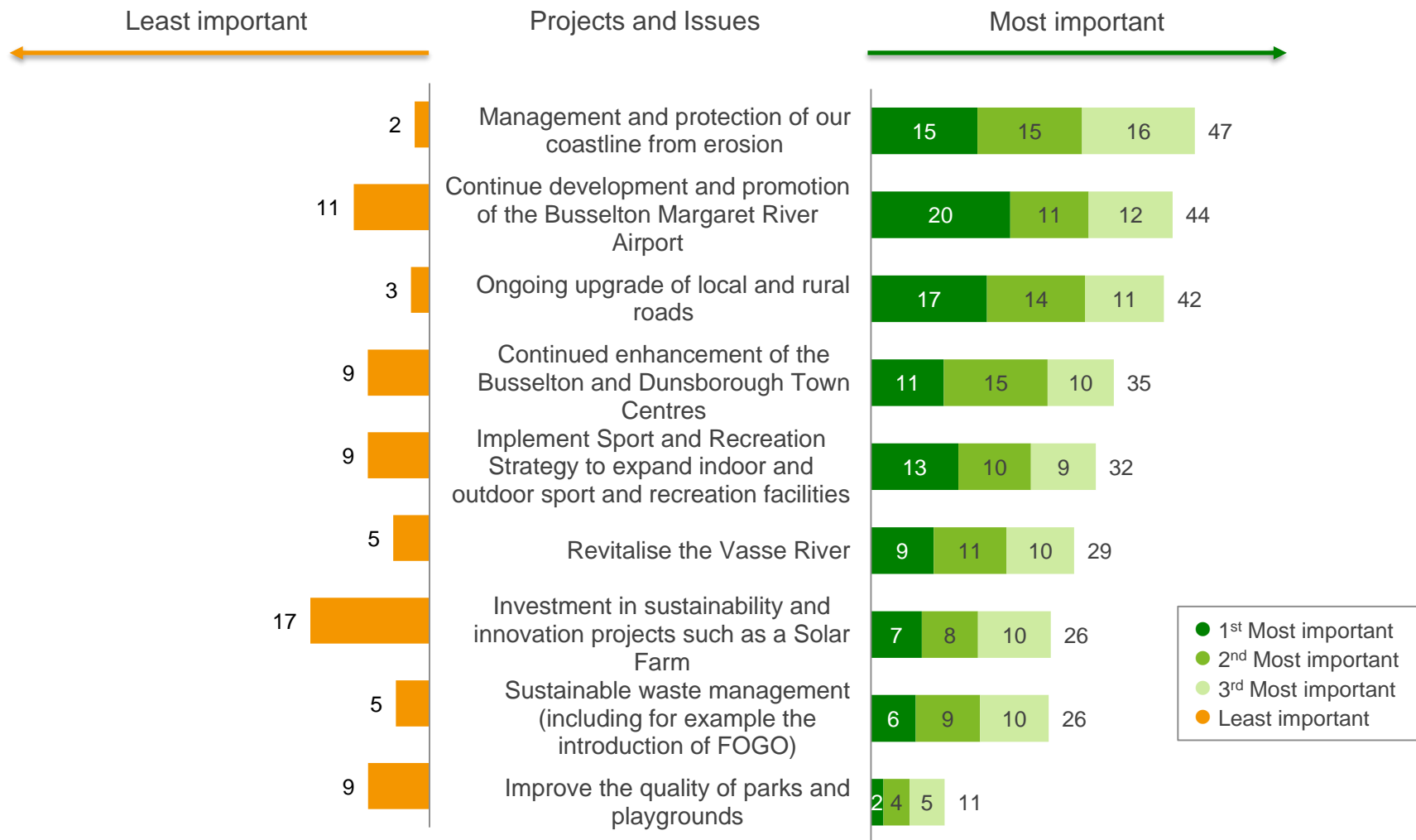
Q. Would you like to see continued investment in new and improved infrastructure over the next decade?

Base: All respondents, excludes 'no response' (n = 500). # Small base < 20 respondents

# Ranked importance of local projects and issues

## Most / least important projects and issues

% of respondents



Q. Which of the following projects or issues do you consider to be MOST (1st, 2nd and 3rd) and LEAST important?  
Please select one project in each column. Base: All respondents, excludes 'no response' (n = 434)

# Ranked importance of local projects and issues

## Community variances

Most important project or issue (#1 ranking) % of respondents	All respondents	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busseton	Busseton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
	Management and protection of our coastline from erosion	15	15	25	15	16	19	3	6	7	24	13	10	21	14	45	13	7	22	13	8	29
Busseton Margaret River Airport	20	17	58	26	15	22	16	18	17	11	26	20	18	25	0	23	33	24	20	17	0	20
Ongoing upgrade of local and rural roads	17	18	3	18	16	16	26	13	25	16	17	18	16	14	37	16	0	12	31	12	22	20
Continued enhancement of the Town Centres	11	10	11	9	12	10	8	10	11	12	9	11	11	16	0	15	28	11	12	9	0	12
Implement Sport and Recreation Strategy	13	13	0	10	15	5	19	28	25	18	13	19	7	6	18	11	24	7	12	22	15	16
Revitalise the Vasse River	9	10	0	9	9	11	5	7	5	4	0	8	14	14	0	7	0	13	10	3	0	5
Investment in sustainability and innovation projects	7	8	0	8	7	8	5	6	7	6	9	7	7	4	0	6	0	7	0	13	18	9
Sustainable waste management	6	7	3	4	8	7	9	8	3	9	9	7	5	5	0	9	8	3	2	15	16	9
Improve the quality of parks and playgrounds	2	2	0	1	2	1	9	4	0	0	4	1	1	2	0	1	0	1	0	1	0	3

Q. Which of the following projects or issues do you consider to be MOST important?

Base: All respondents, excludes 'no response' (n = 434) # Small base < 20 respondents

Familiarity with local services and facilities

# Familiarity with local services and facilities

## Higher levels of familiarity





# Familiarity with local services and facilities

## Lower levels of familiarity



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

# Leadership and Communication

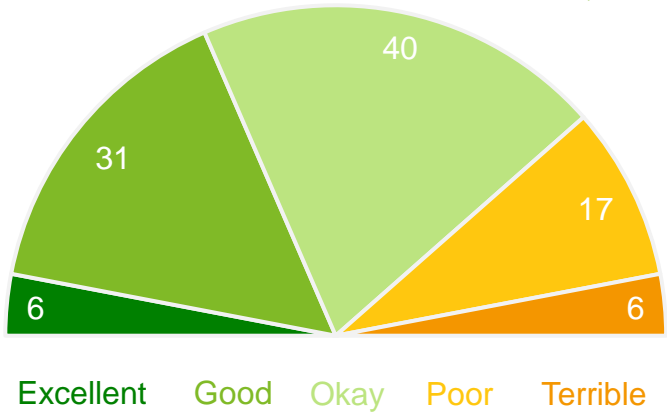
# Council's leadership

## Performance ratings

% of respondents

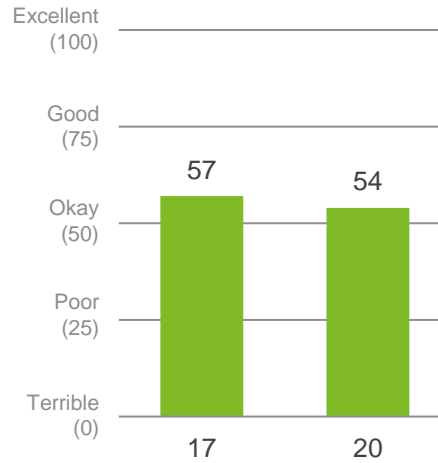
**77%**  
Positive rating\*

**54**  
Performance Index Score (out of 100)



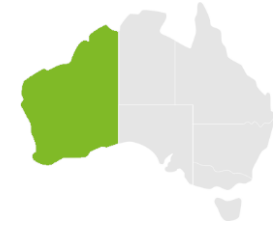
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	54
Industry High	67
Industry Average	50

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
54	54	49	50	57	55	49	59	51	49	42	56	55	53	46	60	73	56	51	54	55	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 467).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

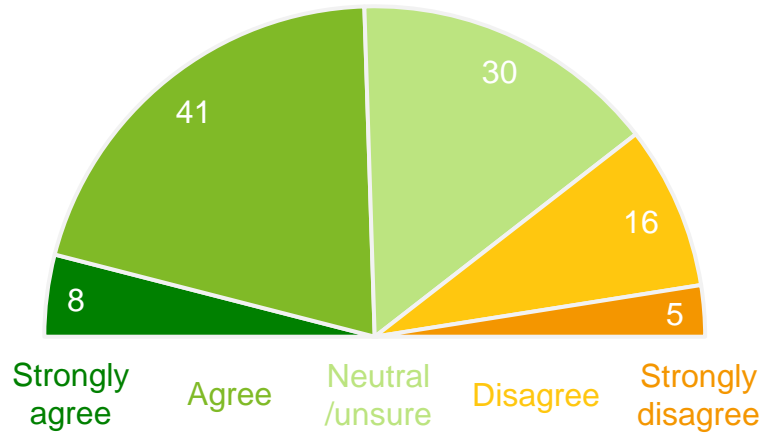
# The City has developed and communicated a clear vision for the area

## Level of agreement

% of respondents

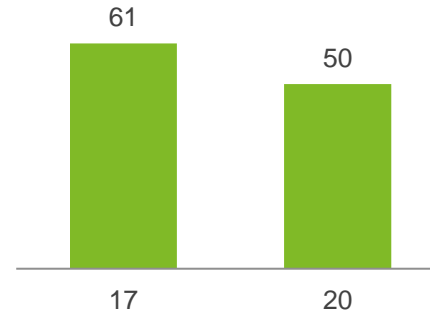
50%

Total Agree



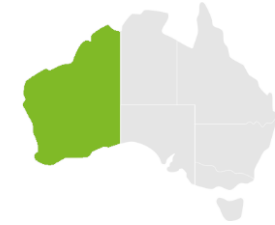
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Busselton	50
Industry High	57
Industry Average	34

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
50	51	37	46	52	49	41	59	53	42	46	54	48	47	12	60	72	54	50	49	56	42

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

Base: All respondents, excludes 'no response' (n = 579). # Small base < 20 respondents

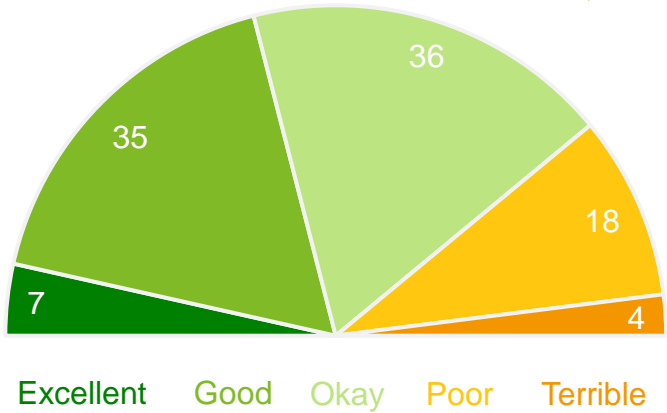
# Access to the Mayor and Councillors

## Performance ratings

% of respondents

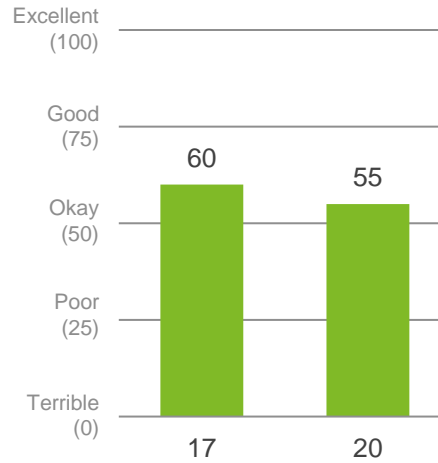
**78%**  
Positive rating\*

**55**  
Performance Index Score  
(out of 100)



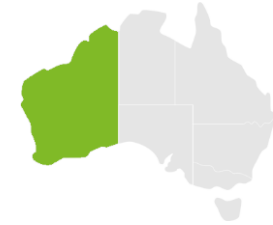
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	55
Industry High	70
Industry Average	60

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
55	56	60	51	59	57	51	62	54	54	49	58	56	53	46	60	68	57	50	54	66	56

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

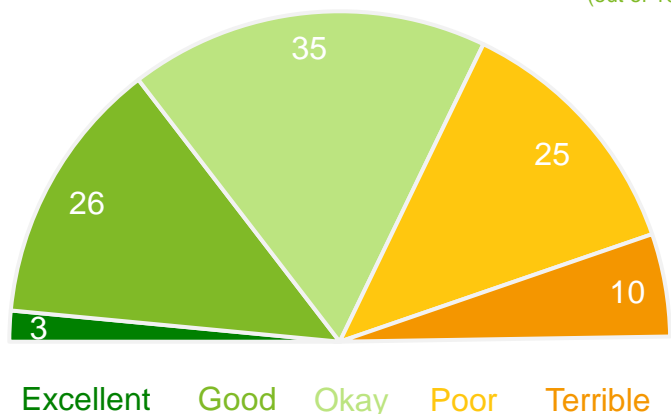
Base: All respondents, excludes 'unsure' and 'no response' (n = 405).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# How the community is consulted about local issues

## Performance ratings

% of respondents



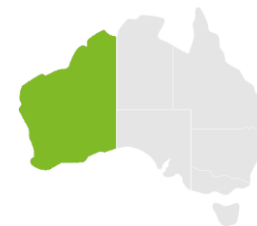
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	46
Industry High	63
Industry Average	47

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
46	47	46	43	49	47	43	53	47	40	43	48	46	43	42	49	50	49	43	48	49	42

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 506).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

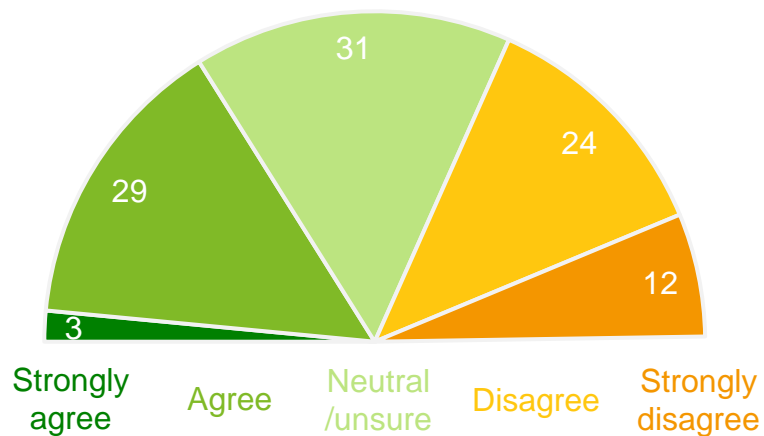
# Council has a good understanding of community needs

## Level of agreement

% of respondents

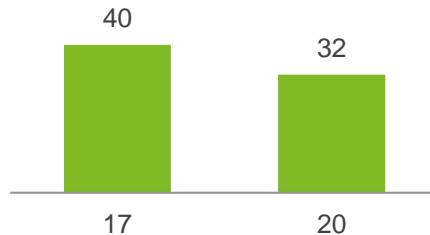
32%

Total Agree



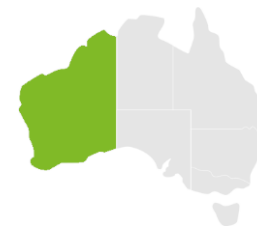
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Busselton	32
Industry High	61
Industry Average	34

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
32	35	15	32	34	34	23	30	33	26	24	34	35	29	12	36	59	35	32	31	36	26

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

Base: All respondents, excludes 'no response' (n = 579). # Small base < 20 respondents

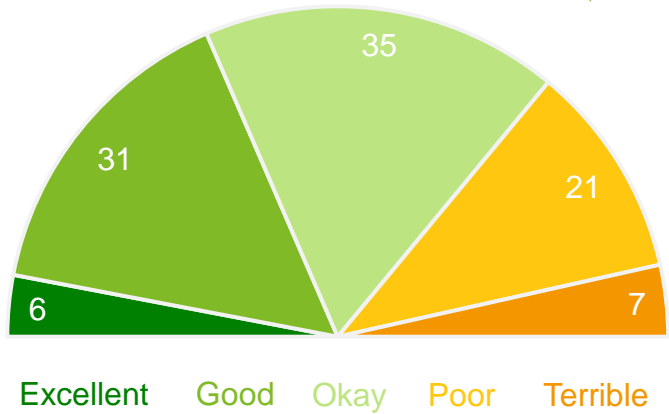
# How the community is informed about local issues

## Performance ratings

% of respondents

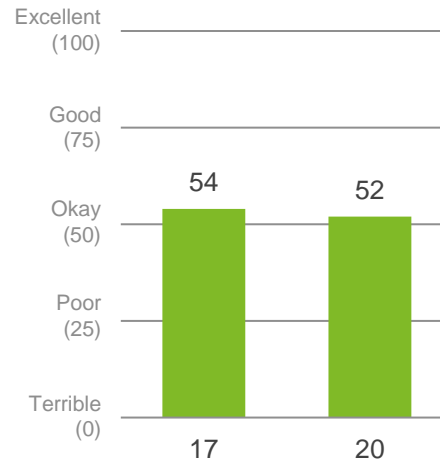
**72%**  
Positive rating\*

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



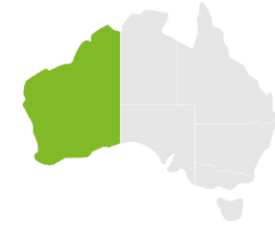
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	52
Industry High	69
Industry Average	54

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
52	53	54	50	55	55	46	56	52	43	52	52	53	48	34	56	60	53	53	52	59	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 525).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents



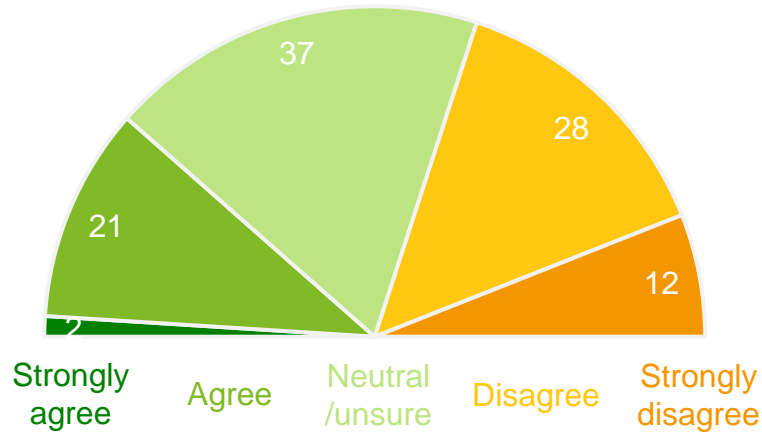
# The City clearly explains reasons for decisions and how residents' views have been taken into account

## Level of agreement

% of respondents

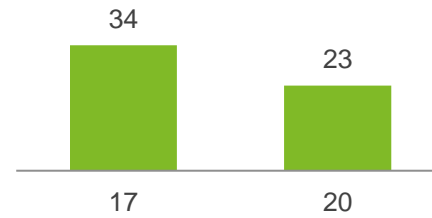
23%

Total Agree



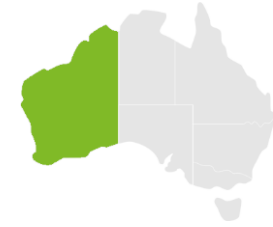
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Busselton	23
Industry High	45
Industry Average	27

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
23	24	20	21	26	24	12	28	29	14	16	26	25	18	6	31	53	26	21	23	11	22

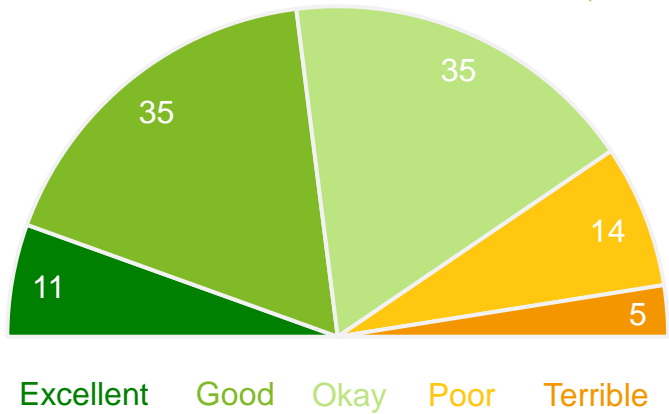
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 579). # Small base < 20 respondents

# Customer service

## Performance ratings

% of respondents



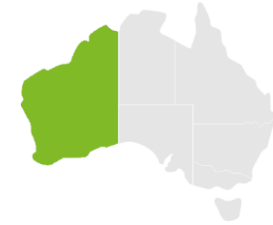
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	58
Industry High	79
Industry Average	62

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
58	59	59	56	60	61	46	60	54	56	52	58	61	53	48	61	71	57	58	61	68	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 495).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

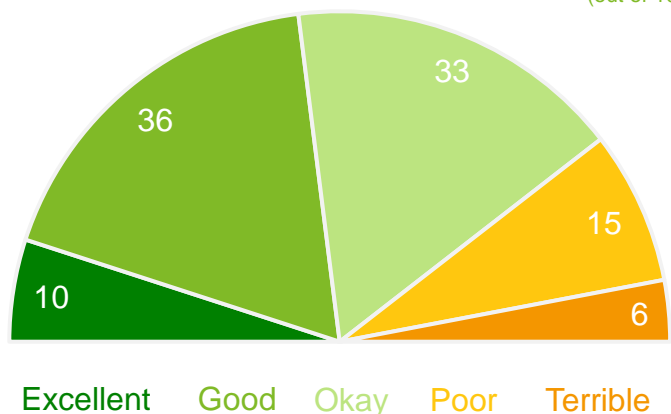
Economy

# Economic development (what the City is doing to attract investors, grow businesses and create job opportunities)

## Performance ratings

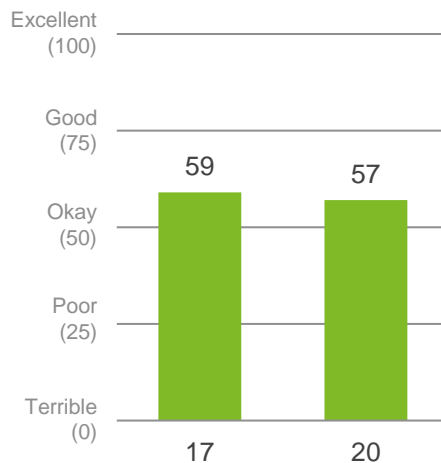
% of respondents

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



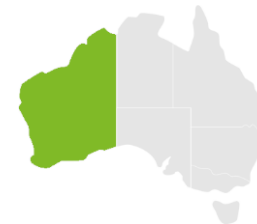
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	57
Industry High	58
Industry Average	43

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
57	58	52	54	59	59	51	58	54	52	53	57	58	61	36	62	75	58	53	58	62	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 486).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

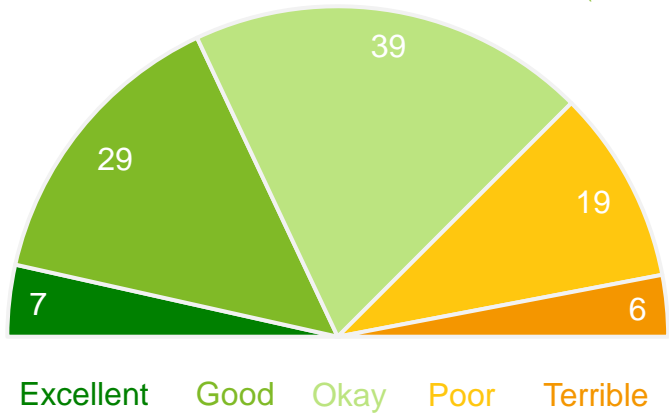
# Efforts to activate Busselton City Centre

## Performance ratings

% of respondents

**75%**  
Positive rating\*

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



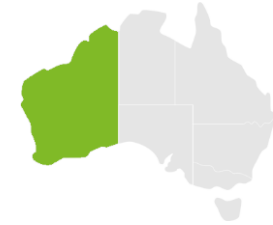
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	53
Industry High	71
Industry Average	49

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
53	54	50	52	55	55	47	50	51	50	48	54	55	51	42	52	69	53	49	61	63	49

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

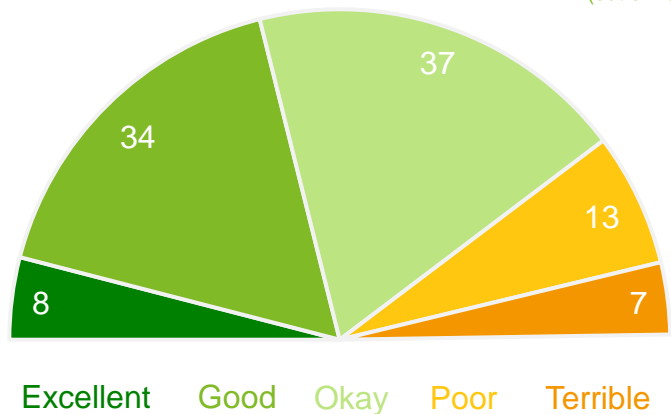
Base: All respondents, excludes 'unsure' and 'no response' (n = 490).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Efforts to activate Dunsborough Town Centre

## Performance ratings

% of respondents



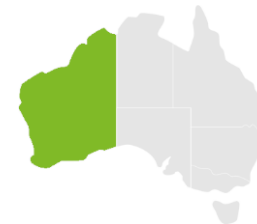
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	55
Industry High	NA
Industry Average	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
55	56	54	53	58	57	54	57	56	46	55	53	58	55	36	57	69	59	57	49	59	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 386).

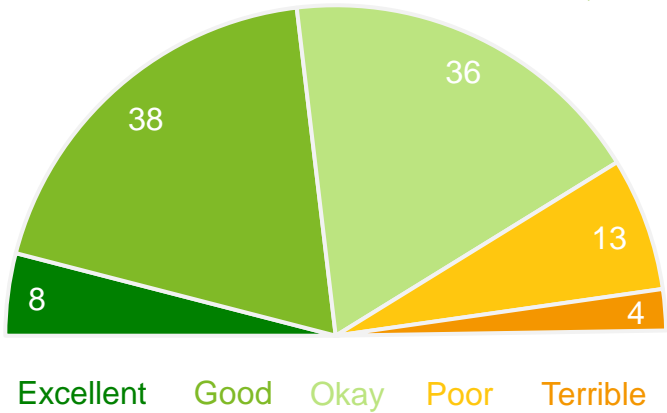
\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Access to a diverse range of goods and services in the local area

## Performance ratings

% of respondents

82% Positive rating\*  
58 Performance Index Score (out of 100)



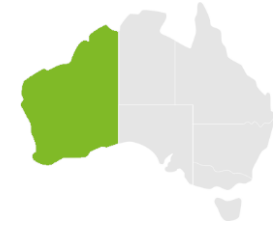
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	58
Industry High	61
Industry Average	48

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
58	58	58	55	60	59	59	56	59	52	58	56	59	58	36	58	72	59	55	58	54	61

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

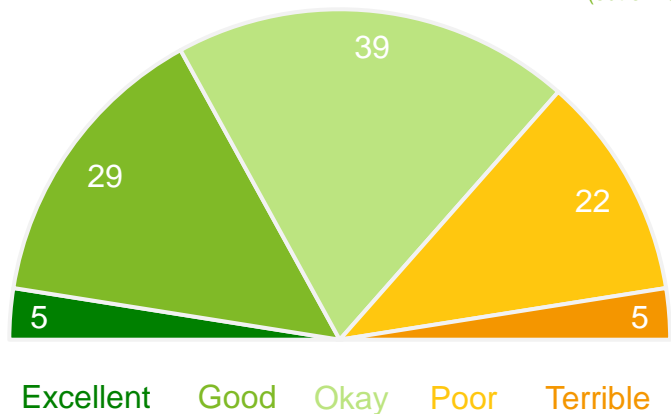
Base: All respondents, excludes 'unsure' and 'no response' (n = 504).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Access to education and training opportunities

## Performance ratings

% of respondents



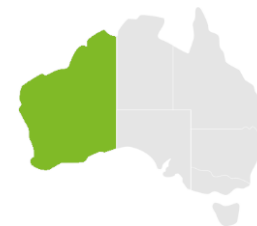
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	52
Industry High	59
Industry Average	50

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
52	54	40	50	54	54	49	49	55	47	44	51	58	53	39	54	53	55	53	51	59	44

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 443).

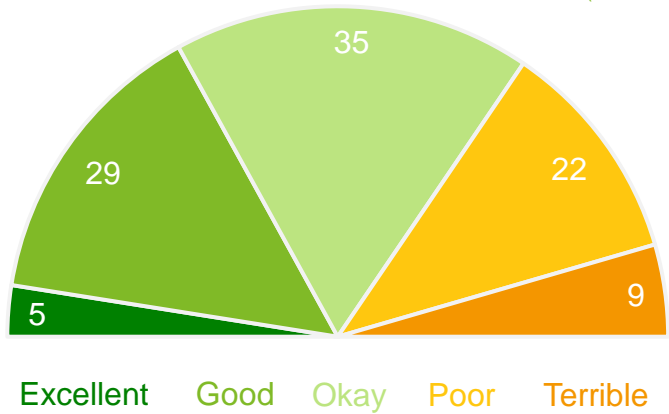
\* Positive Rating = excellent, good + okay # Small base < 20 respondents



# Connectivity with Perth and regional towns via major transport networks

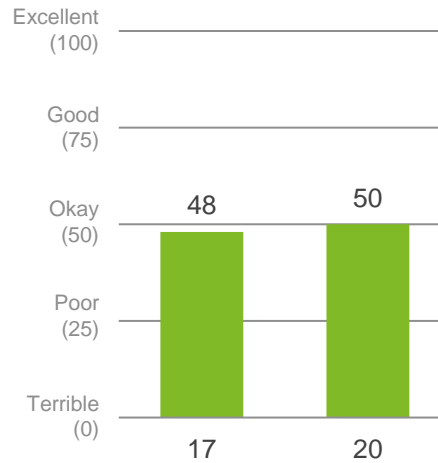
## Performance ratings

% of respondents



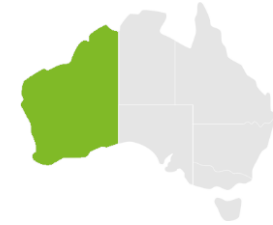
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	50
Industry High	NA
Industry Average	NA

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
50	50	50	48	51	51	49	53	47	41	50	49	51	50	38	44	50	53	41	57	40	43

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

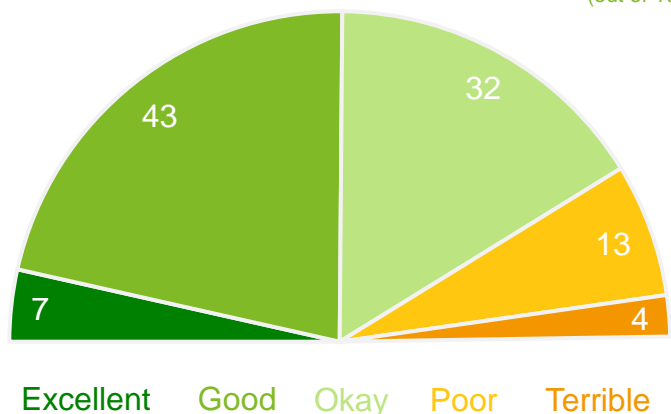
Base: All respondents, excludes 'unsure' and 'no response' (n = 517).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Ease of accessing the internet and online services

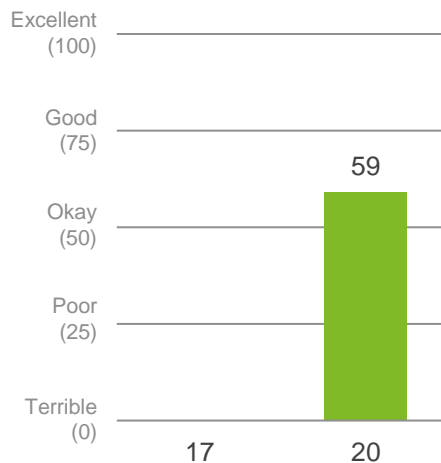
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	59
Industry High	59
Industry Average	52

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
59	59	58	57	60	59	56	63	58	54	57	59	60	55	46	61	63	61	53	61	57	59

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 505).

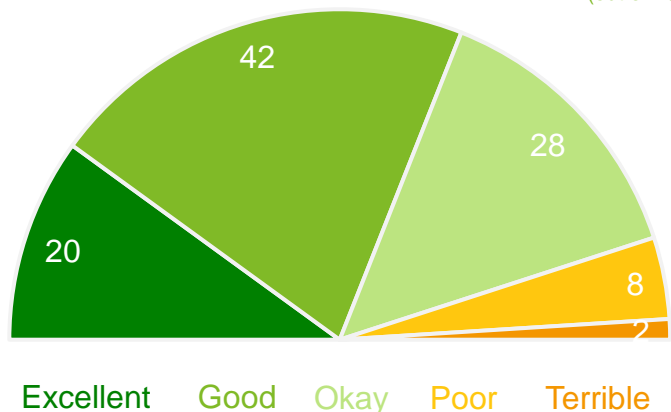
\* Positive Rating = excellent, good + okay # Small base < 20 respondents

Community

# Sense of community in your local area

## Performance ratings

% of respondents



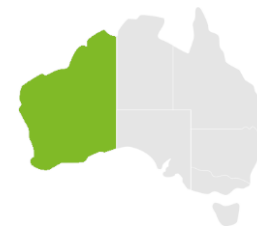
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	68
Industry High	71
Industry Average	64

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
68	69	70	68	67	69	69	73	70	63	70	68	66	65	47	68	78	67	63	75	75	69

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 527).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

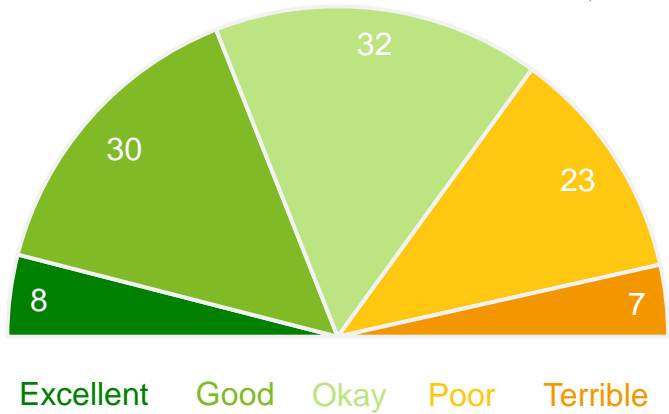
# Services, facilities and events for youth

## Performance ratings

% of respondents

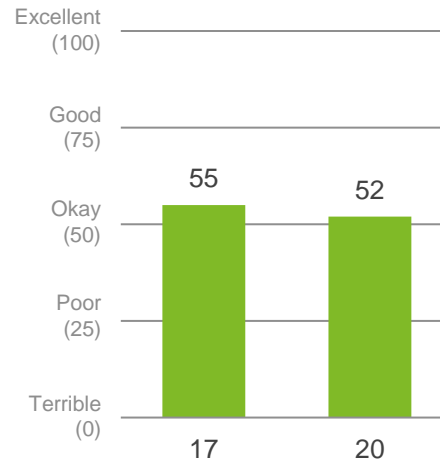
**70%**  
Positive rating\*

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



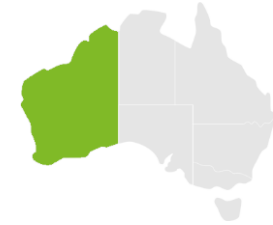
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	52
Industry High	70
Industry Average	49

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
52	54	44	56	51	56	43	47	52	45	41	55	56	48	49	56	54	55	51	51	57	50

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

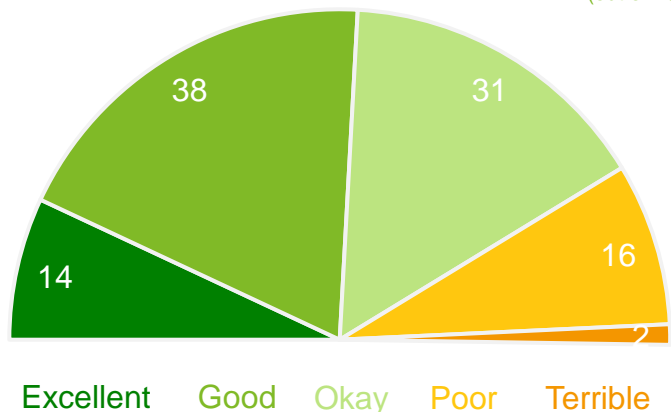
Base: All respondents, excludes 'unsure' and 'no response' (n = 437).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Services, facilities and events for seniors

## Performance ratings

% of respondents



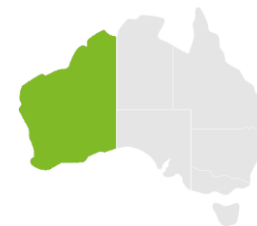
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	61
Industry High	72
Industry Average	55

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
61	61	67	57	64	63	54	66	62	54	62	63	59	63	58	62	54	65	55	61	56	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 419).

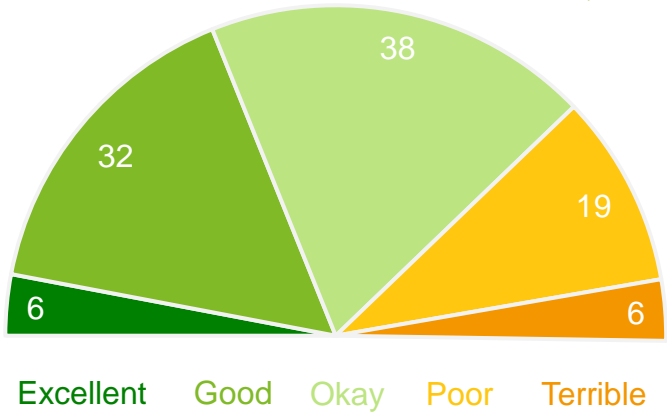
\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Access to services and facilities for people with a disability

## Performance ratings

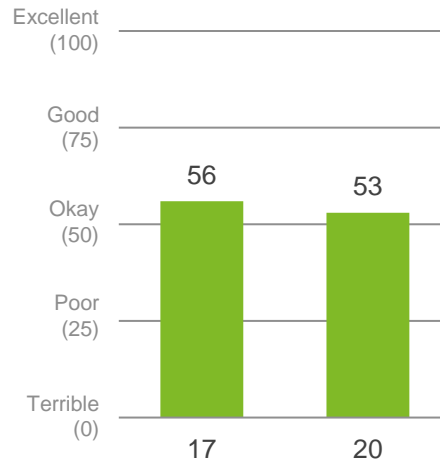
% of respondents

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



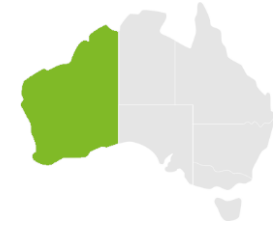
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	53
Industry High	67
Industry Average	51

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
53	54	46	56	51	54	53	57	56	47	53	53	53	38	20	56	57	53	52	54	61	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 317).

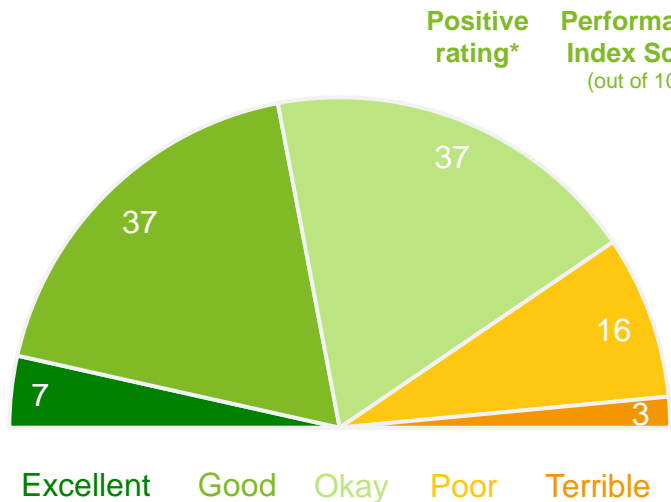
\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Community buildings, halls and toilets

## Performance ratings

% of respondents

81% Positive rating\*  
57 Performance Index Score (out of 100)



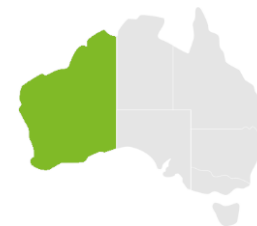
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	57
Industry High	78
Industry Average	60

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
57	58	53	57	58	59	53	61	57	52	52	60	58	53	32	62	68	61	53	54	61	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 516).

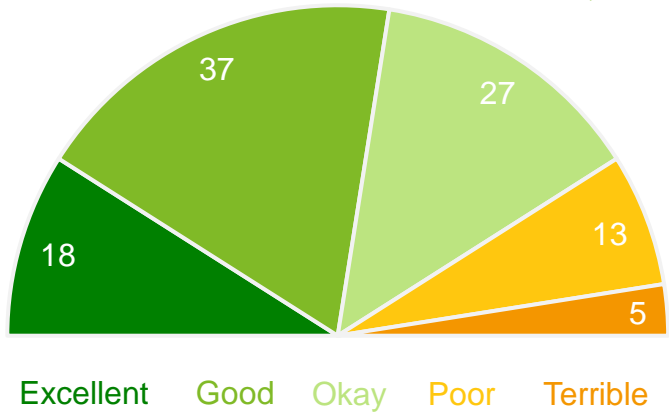
\* Positive Rating = excellent, good + okay # Small base < 20 respondents



# Sport and recreation facilities

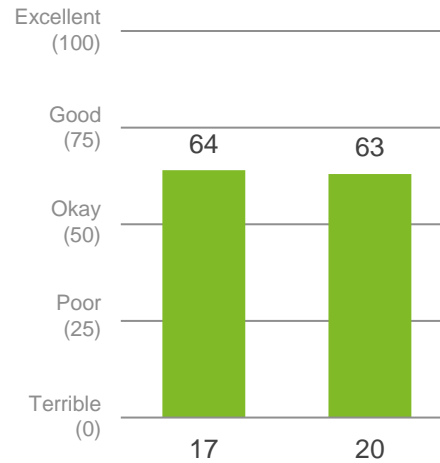
## Performance ratings

% of respondents



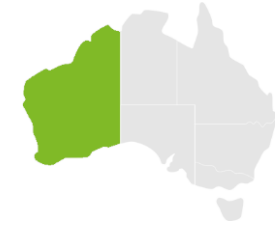
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	63
Industry High	85
Industry Average	67

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
63	62	69	64	61	67	57	55	56	60	54	60	68	70	70	69	64	72	58	51	54	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 511).

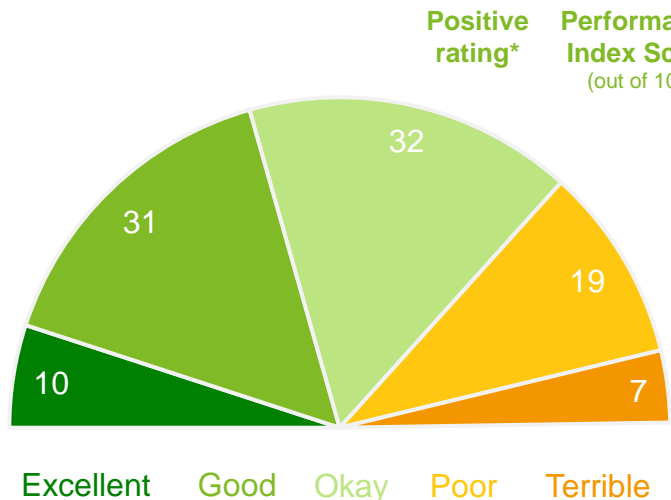
\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Access to specialist health services

## Performance ratings

% of respondents

73% Positive rating\*  
54 Performance Index Score (out of 100)



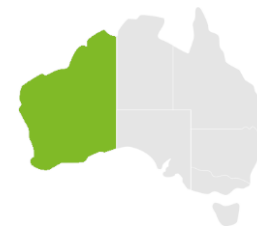
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	54
Industry High	NA
Industry Average	NA

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
54	55	47	55	53	58	48	51	51	47	38	55	61	53	26	59	57	57	53	52	56	50

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

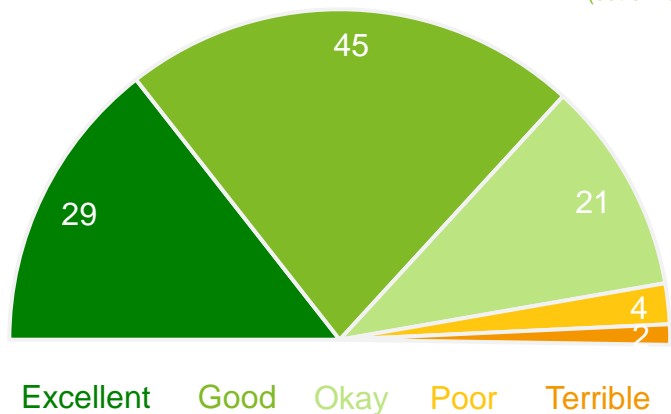
Base: All respondents, excludes 'unsure' and 'no response' (n = 482).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Playgrounds, parks and reserves

## Performance ratings

% of respondents



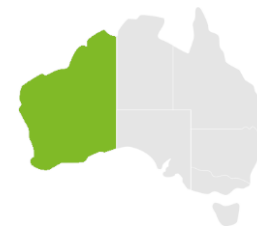
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	74
Industry High	86
Industry Average	68

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
74	75	70	74	74	73	75	76	75	73	72	75	73	66	69	78	76	77	72	74	77	70

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

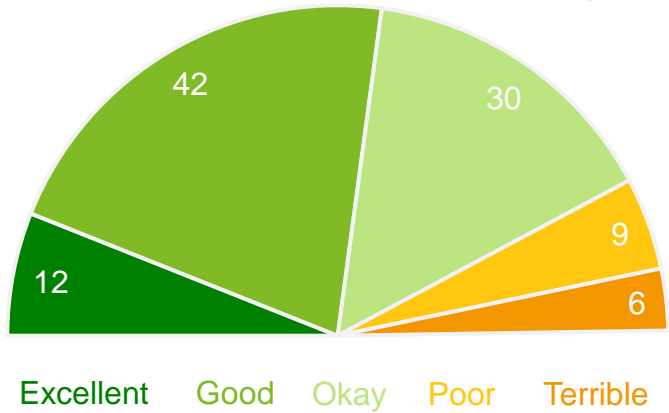
Base: All respondents, excludes 'unsure' and 'no response' (n = 527).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Boat ramp and launching facilities

## Performance ratings

% of respondents



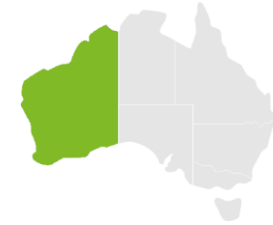
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	62
Industry High	72
Industry Average	57

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
62	63	59	59	63	61	72	71	63	59	57	64	62	72	73	67	66	64	62	54	67	64

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

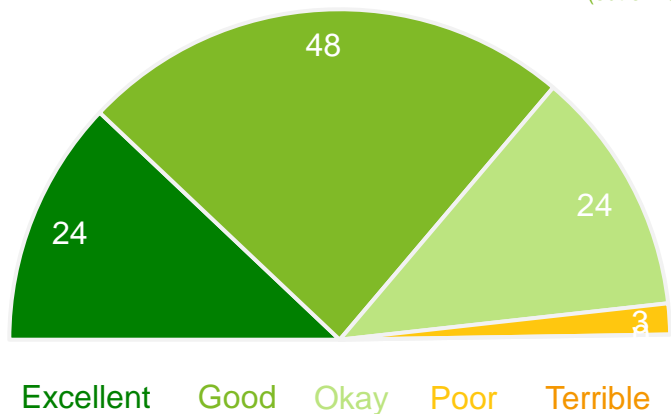
Base: All respondents, excludes 'unsure' and 'no response' (n = 418).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Public libraries

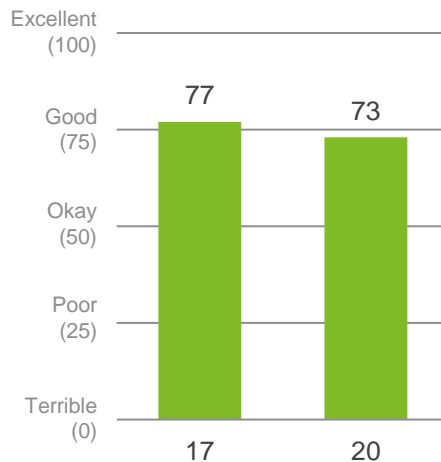
## Performance ratings

% of respondents



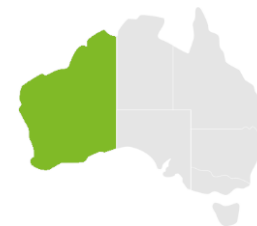
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	73
Industry High	89
Industry Average	72

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
73	75	59	69	76	72	71	77	76	72	66	74	75	68	53	79	87	73	71	72	81	75

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

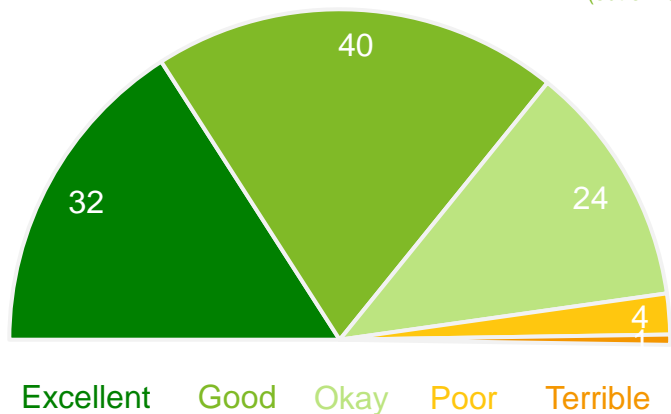
Base: All respondents, excludes 'unsure' and 'no response' (n = 486).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Festivals and events

## Performance ratings

% of respondents



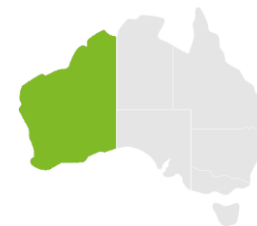
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	74
Industry High <sup>^</sup>	78
Industry Average <sup>^</sup>	64

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations <sup>#</sup>	Born Overseas	LOTE <sup>#</sup>	Busselton	Busselton - urban / rural	Dunsborough	Yallingup <sup>#</sup>	Rural / rural residential
74	76	69	72	77	74	72	79	75	74	67	77	76	73	79	79	83	77	73	70	74	74

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

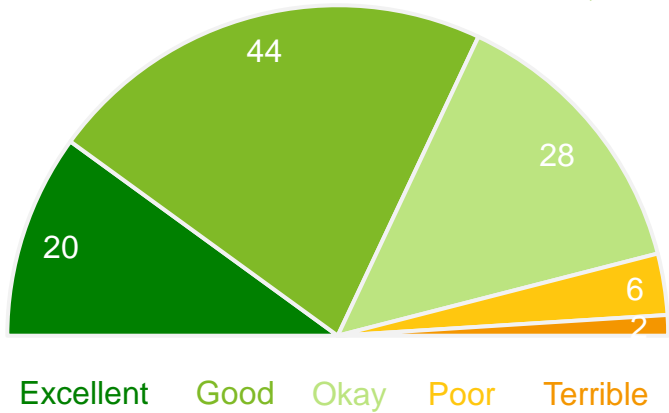
Base: All respondents, excludes 'unsure' and 'no response' (n = 519). \* Positive Rating = excellent, good + okay # Small base < 20 respondents

<sup>^</sup> Festivals, events, arts and cultural activities

# Arts and cultural activities

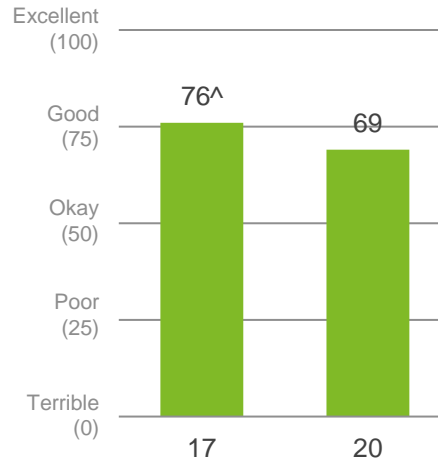
## Performance ratings

% of respondents



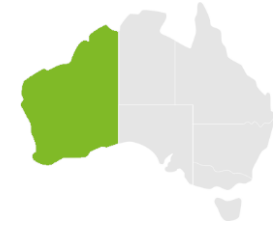
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	69
Industry High <sup>^</sup>	78
Industry Average <sup>^</sup>	64

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations <sup>#</sup>	Born Overseas	LOTE <sup>#</sup>	Busselton	Busselton - urban / rural	Dunsborough	Yallingup <sup>#</sup>	Rural / rural residential
69	71	53	66	70	68	62	74	71	69	55	73	70	66	33	71	75	68	67	68	71	71

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

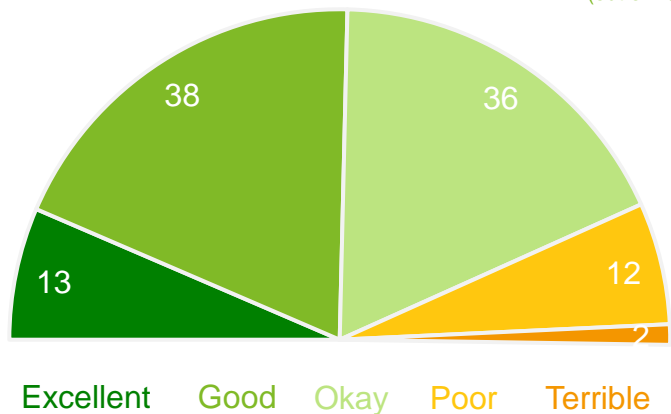
Base: All respondents, excludes 'unsure' and 'no response' (n = 479). \* Positive Rating = excellent, good + okay # Small base < 20 respondents

<sup>^</sup> Festivals, events, arts and cultural activities

# How local history and heritage is preserved and promoted

## Performance ratings

% of respondents



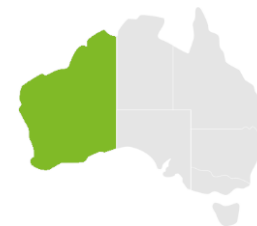
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	62
Industry High	79
Industry Average	59

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
62	62	58	62	62	63	54	61	61	64	54	66	63	61	56	65	74	63	62	61	63	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 493).

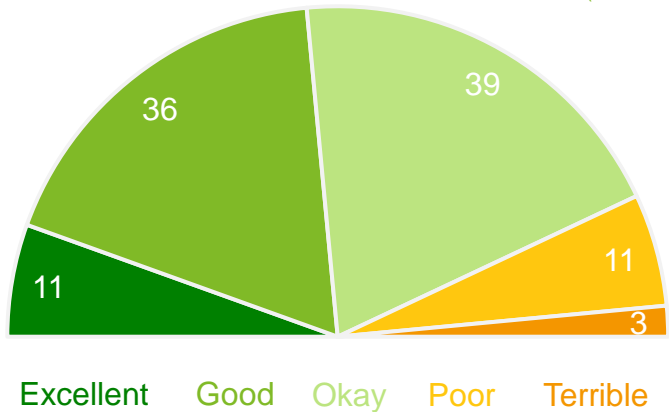
\* Positive Rating = excellent, good + okay # Small base < 20 respondents



# Safety and security

## Performance ratings

% of respondents



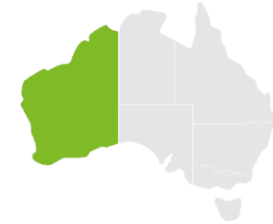
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	60
Industry High	76
Industry Average	55

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
60	60	55	59	61	61	54	67	57	56	54	61	61	52	40	63	77	58	56	67	70	61

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 511).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Built Environment

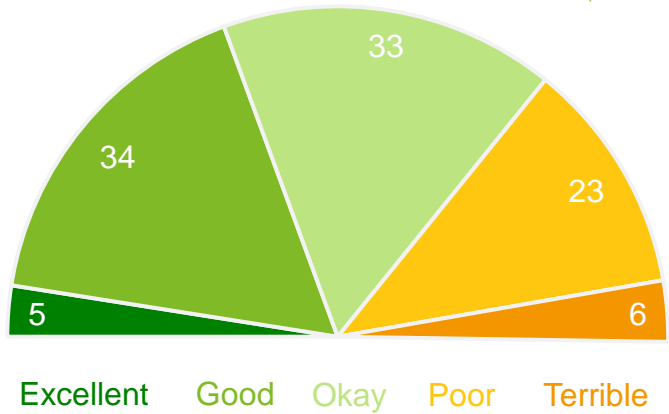
# Managing growth and development

## Performance ratings

% of respondents

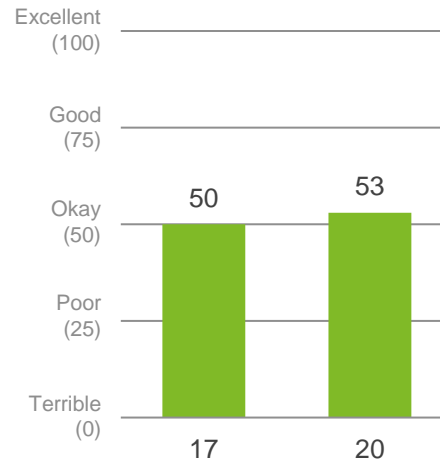
**72%**  
Positive rating\*

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



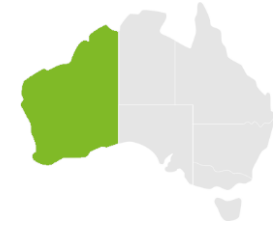
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	53
Industry High	59
Industry Average	48

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
53	52	61	52	53	55	50	53	51	46	56	52	52	54	56	54	53	55	48	48	51	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 489).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

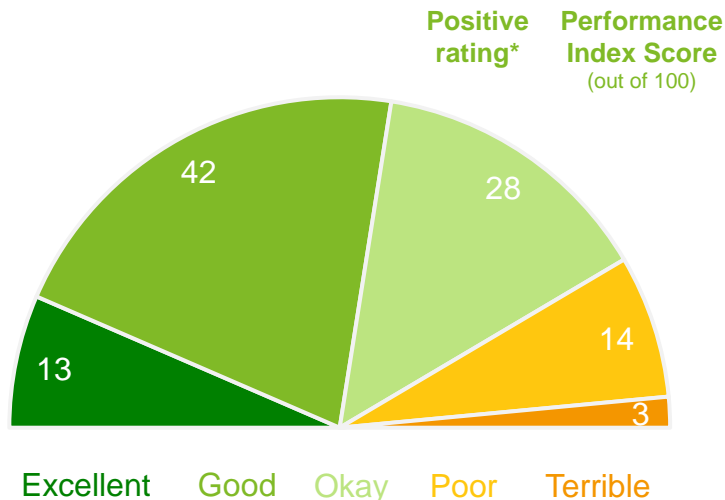
# Access to housing that meets your needs

## Performance ratings

% of respondents

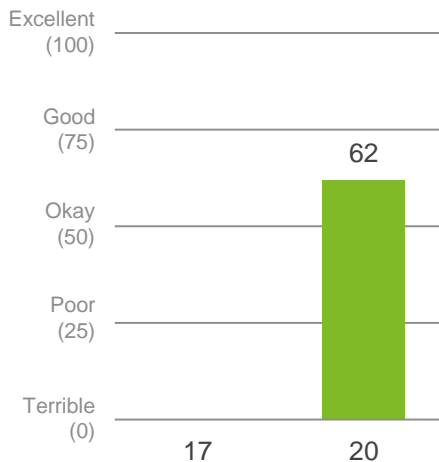
**83%**  
Positive rating\*

**62**  
Performance Index Score (out of 100)



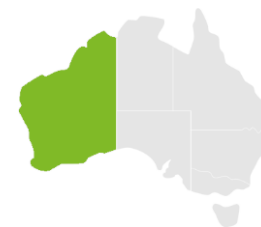
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	62
Industry High	68
Industry Average	57

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
62	65	45	63	61	62	66	63	68	56	56	65	62	60	21	65	79	60	66	63	62	64

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

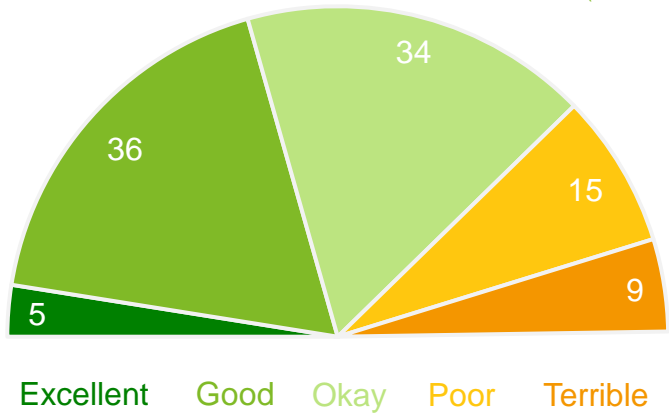
Base: All respondents, excludes 'unsure' and 'no response' (n = 414).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Road maintenance

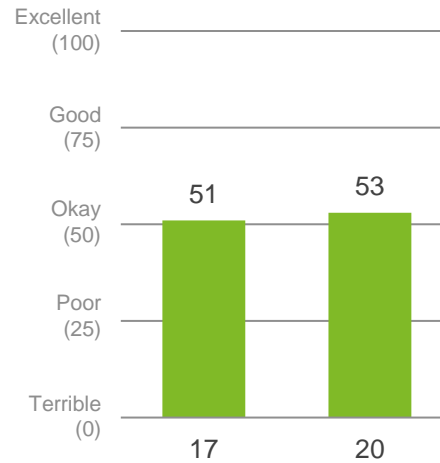
## Performance ratings

% of respondents



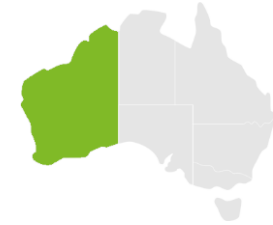
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	53
Industry High	80
Industry Average	53

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
53	54	47	50	57	53	54	53	52	51	51	57	52	49	47	58	71	54	49	60	62	45

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 519).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

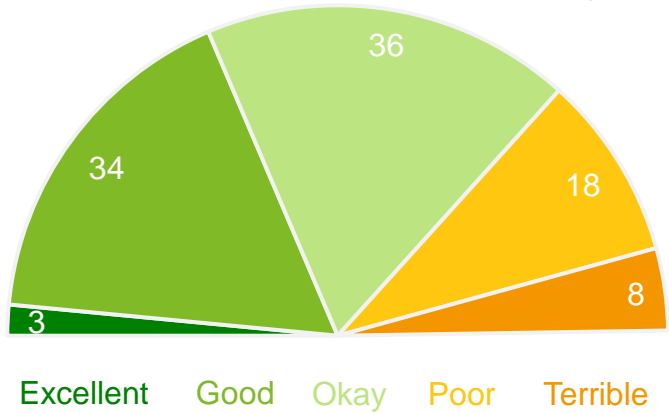
# Traffic management

## Performance ratings

% of respondents

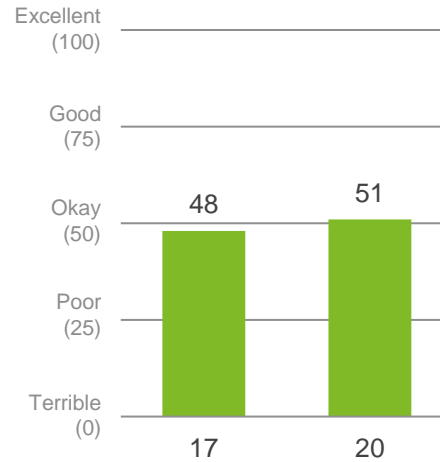
**73%**  
Positive rating\*

**51**  
Performance Index Score  
(out of 100)



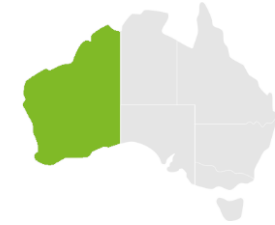
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	51
Industry High	67
Industry Average	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
51	52	45	47	55	51	52	56	52	50	47	54	51	53	49	55	68	52	43	57	63	50

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

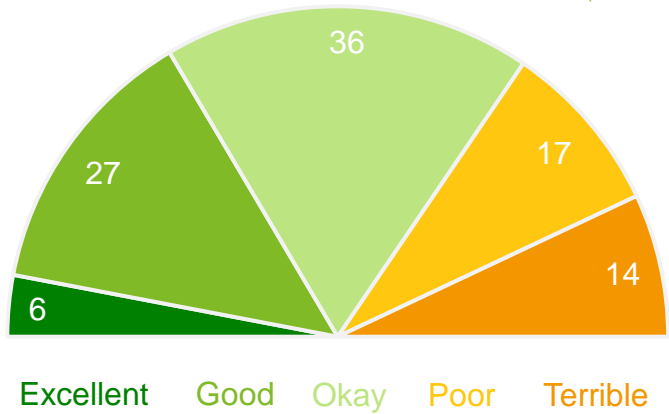
Base: All respondents, excludes 'unsure' and 'no response' (n = 516).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Parking management

## Performance ratings

% of respondents



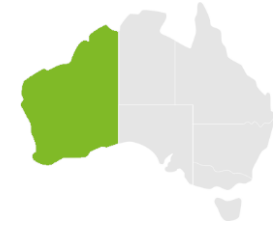
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	49
Industry High	64
Industry Average	53

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
49	50	42	47	50	48	47	56	50	52	36	53	51	51	28	57	68	52	46	47	63	44

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

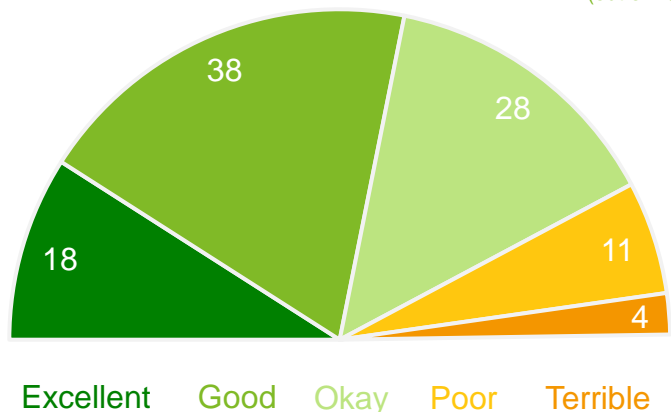
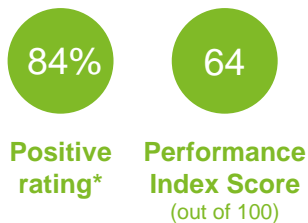
Base: All respondents, excludes 'unsure' and 'no response' (n = 510).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Footpaths, trails and cycleways

## Performance ratings

% of respondents



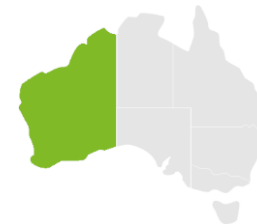
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	64
Industry High	74
Industry Average	53

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
64	65	57	62	65	64	62	68	66	60	60	65	64	59	48	66	60	65	61	65	59	61

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 518).

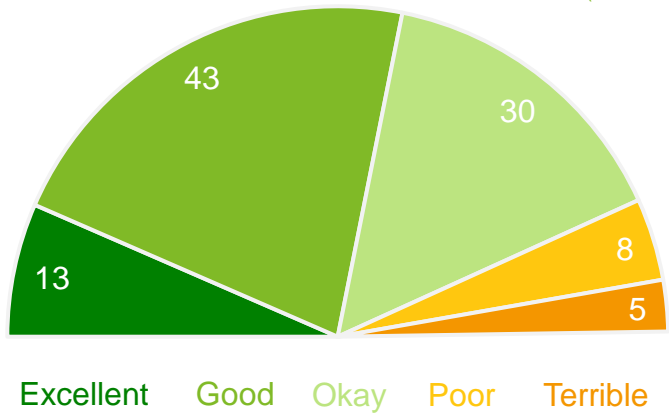
\* Positive Rating = excellent, good + okay # Small base < 20 respondents



# Streetscapes

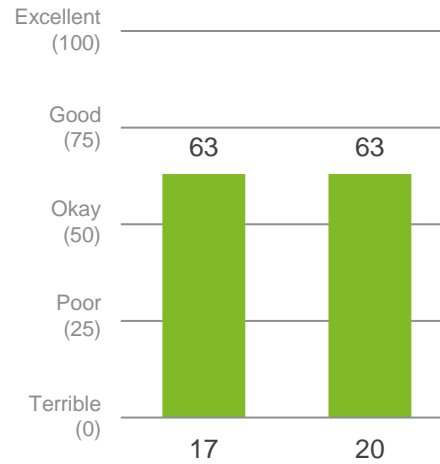
## Performance ratings

% of respondents



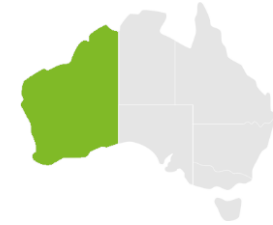
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	63
Industry High	83
Industry Average	53

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
63	63	69	62	63	65	57	65	60	60	60	64	62	61	49	64	61	64	55	66	64	65

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 509).

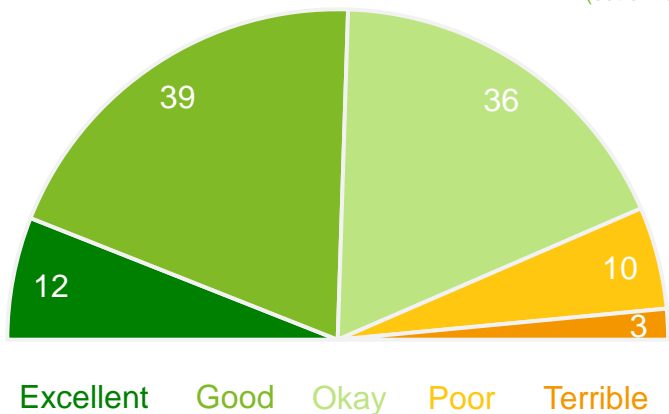
\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Lighting of streets and public places

## Performance ratings

% of respondents

87% Positive rating\*  
62 Performance Index Score (out of 100)



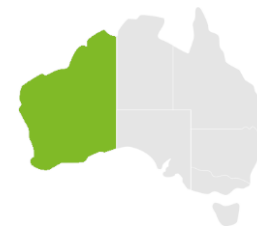
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	62
Industry High	66
Industry Average	55

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
62	62	58	61	62	62	64	64	65	55	65	63	59	60	48	62	66	61	63	66	64	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 510).

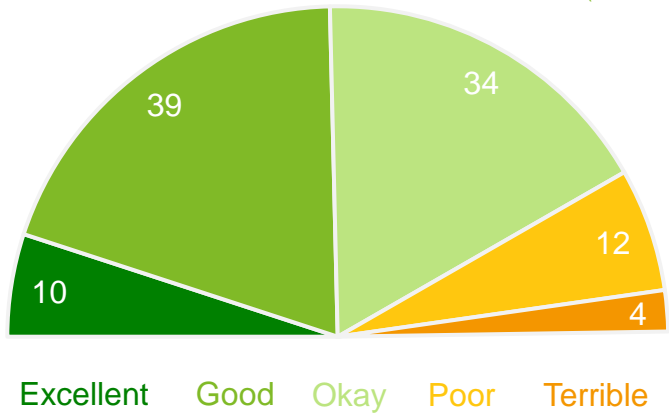
\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Natural Environment

# Natural area conservation

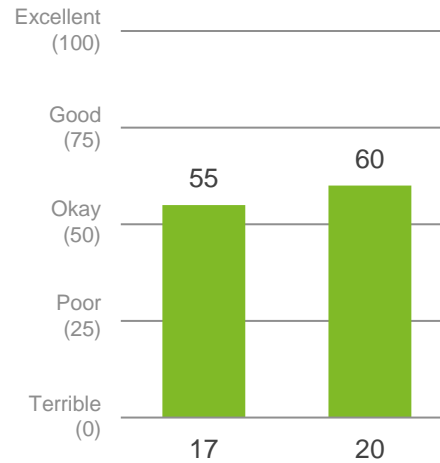
## Performance ratings

% of respondents



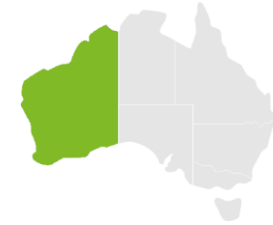
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	60
Industry High	76
Industry Average	58

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
60	61	58	58	61	59	62	67	63	56	61	62	58	57	59	62	65	60	60	62	63	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 498).

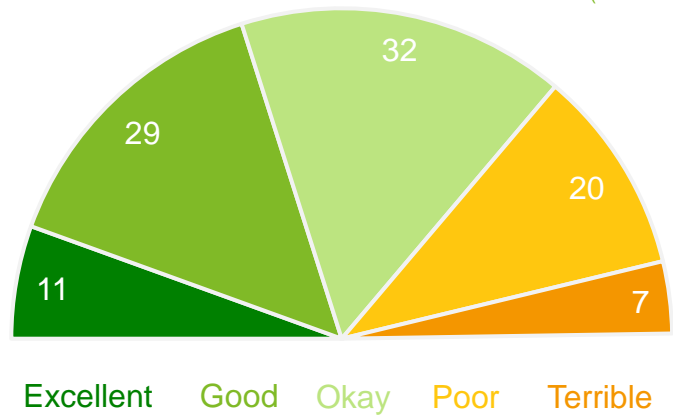
\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# How the coastal area is being planned, developed and managed

## Performance ratings

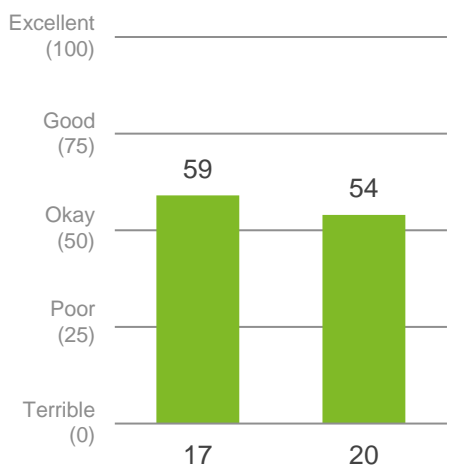
% of respondents

72% Positive rating\*  
54 Performance Index Score (out of 100)



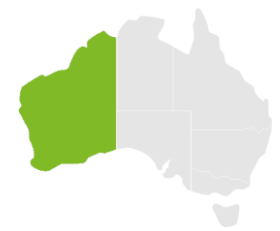
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	54
Industry High	NA
Industry Average	NA

## Variances across the community

Performance Index Score

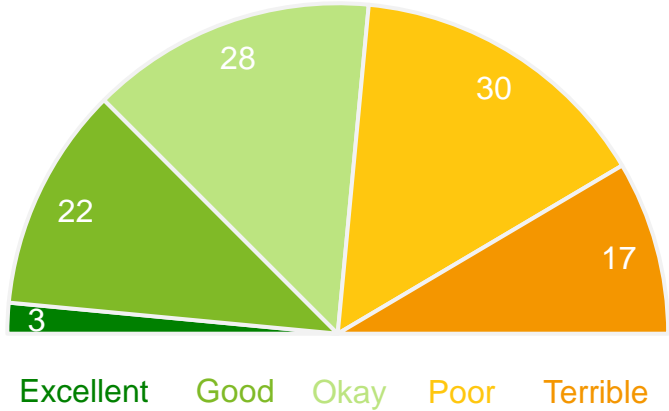
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
54	55	56	53	56	55	53	61	56	48	54	57	52	47	39	60	72	55	56	54	55	50

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 483).  
 \* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Efforts to maintain and enhance the Vasse River and the Toby Inlet

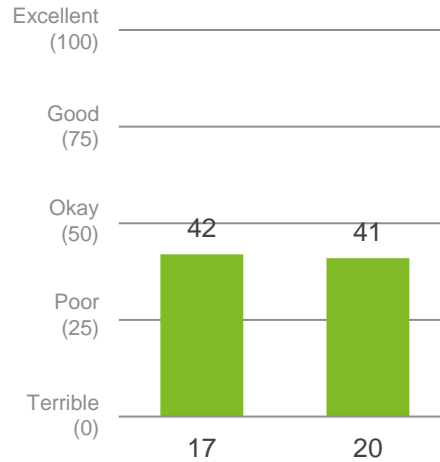
## Performance ratings

% of respondents



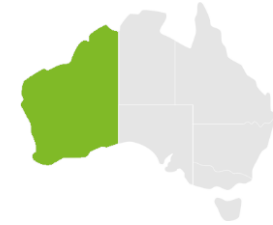
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	41
Industry High	76
Industry Average	57

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
41	40	46	37	43	39	46	48	38	40	42	44	38	42	37	43	59	42	35	53	45	30

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 402).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

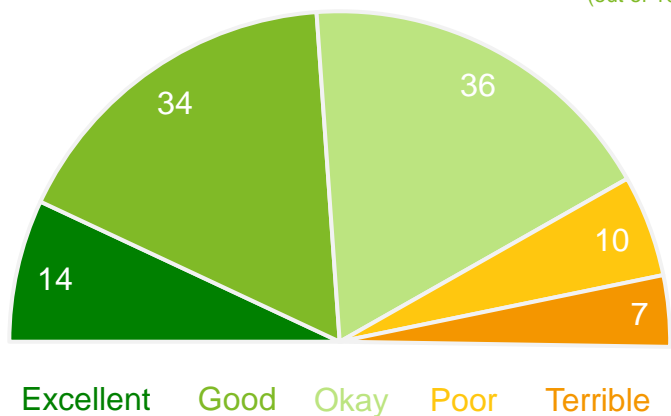
# Tree management in parks and streets

(i.e. protection, planting and maintenance)

## Performance ratings

% of respondents

84% Positive rating\*  
59 Performance Index Score (out of 100)



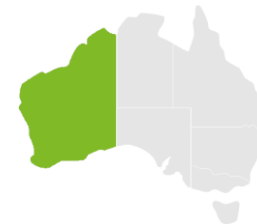
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	59
Industry High	69
Industry Average	61

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
59	59	64	57	60	59	55	67	60	56	63	61	57	64	56	59	54	63	50	65	60	52

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

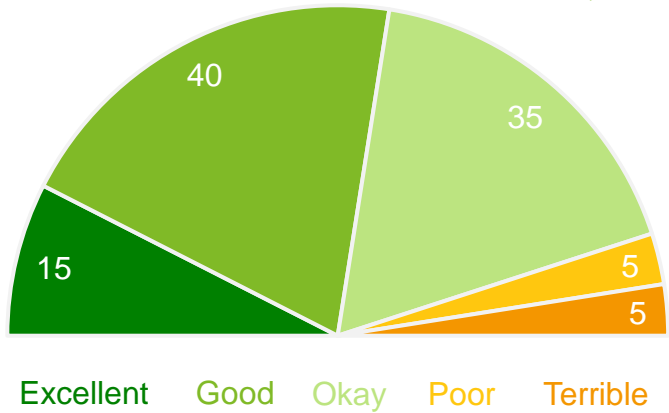
Base: All respondents, excludes 'unsure' and 'no response' (n = 494).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Waste services

## Performance ratings

% of respondents



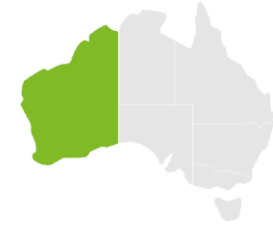
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	64
Industry High	86
Industry Average	73

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
64	65	53	63	64	62	71	68	64	59	59	64	65	62	58	66	75	64	61	68	73	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 498).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents



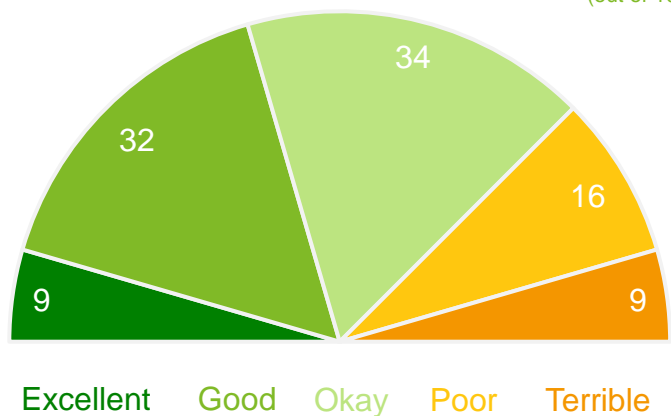
# Recycling activities

## Performance ratings

% of respondents

**75%**  
Positive rating\*

**54**  
Performance Index Score (out of 100)



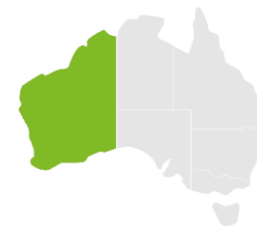
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	54
Industry High	84
Industry Average	70

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
54	55	47	55	52	56	56	51	53	50	46	53	58	54	55	57	57	55	52	53	64	50

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

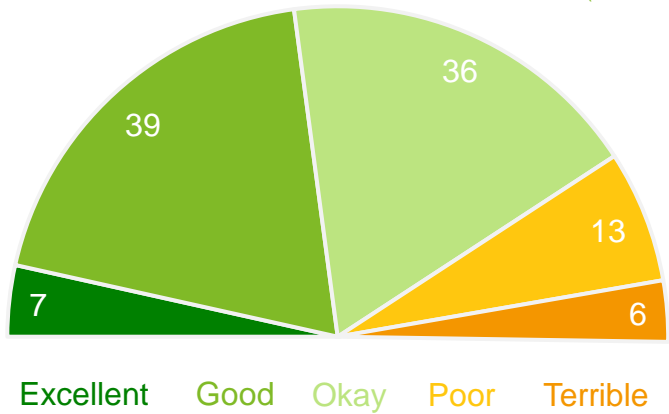
Base: All respondents, excludes 'unsure' and 'no response' (n = 489).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Animal control

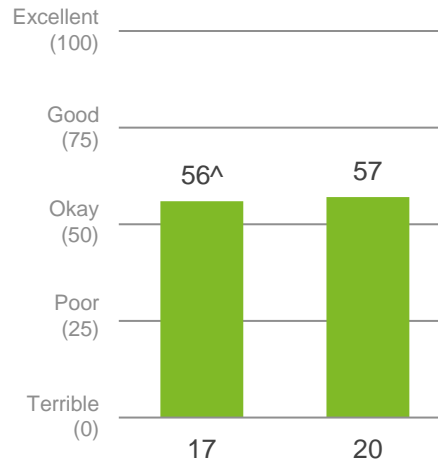
## Performance ratings

% of respondents



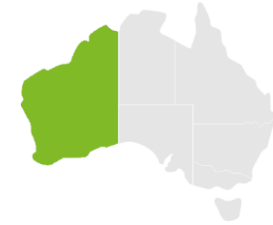
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	57
Industry High	60
Industry Average	52

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
57	56	58	54	59	56	53	60	62	56	64	58	54	47	41	57	57	55	57	61	64	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 440). \* Positive Rating = excellent, good + okay # Small base < 20 respondents

<sup>^</sup> 2017 score is based on "Animal and pest control"

# Natural disaster preparedness

(such as bushfires, floods, storm damage, etc)

## Performance ratings

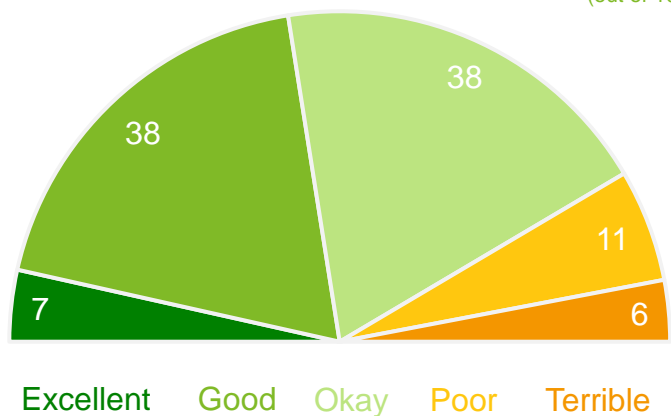
% of respondents

83%

58

Positive rating\*

Performance Index Score (out of 100)



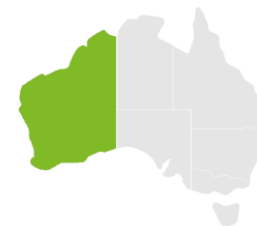
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Busselton	58
Industry High	77
Industry Average	57

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
58	57	56	57	58	55	62	65	66	54	61	61	53	58	55	58	68	59	55	61	48	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 400).

\* Positive Rating = excellent, good + okay # Small base < 20 respondents

# Overview of community trends

The MARKYT® Community Trends Window shows trends in performance over the past 3 years.

In the City's Community Trends Window, detailed overleaf, many services are ideally located in Window 1. They are higher performing areas that continue to improve. The **stand out improvers** are:

- Playgrounds, parks and reserves
- Natural area conservations

The City of Busselton has also maintained high performance for the City as a place to live.

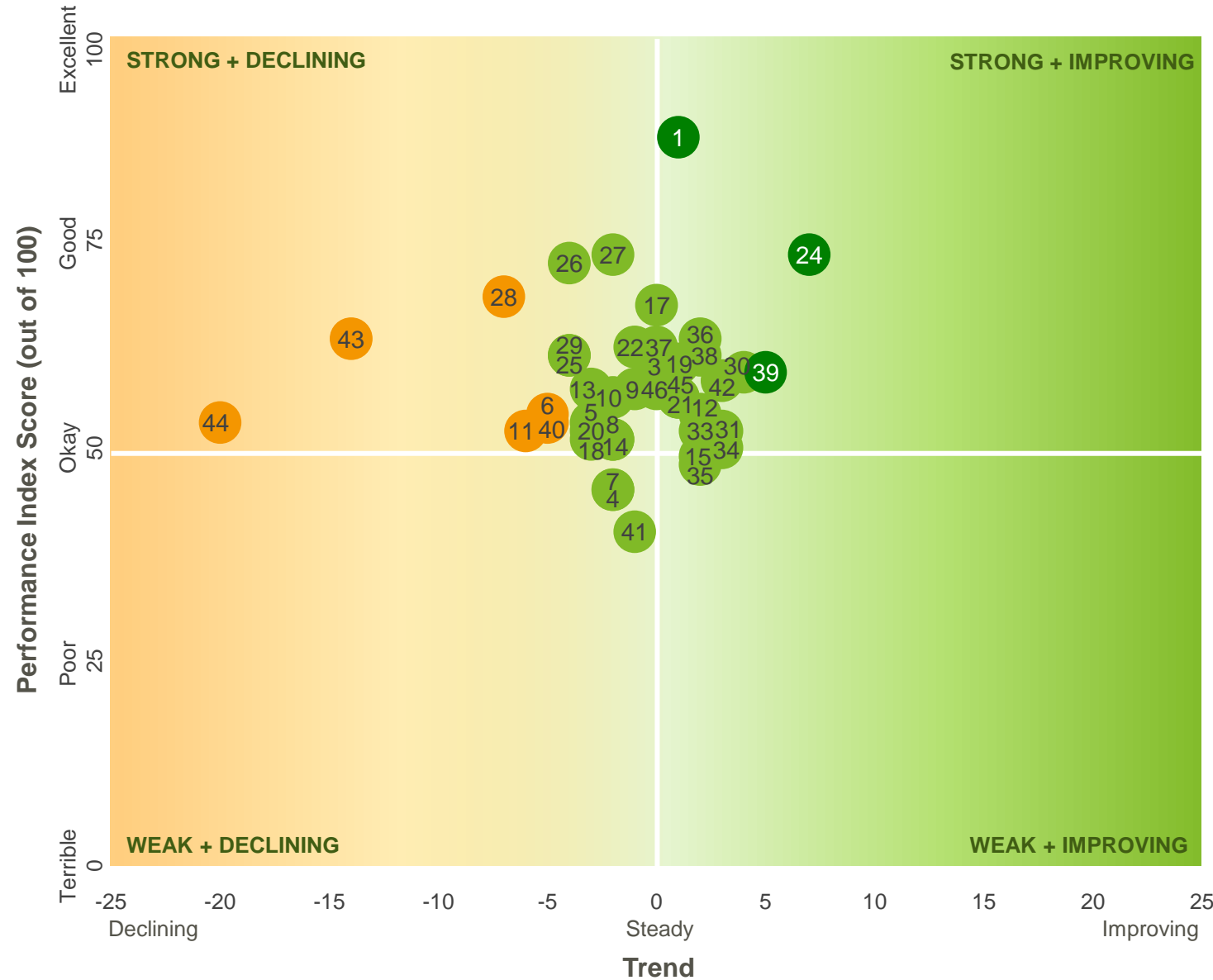
There is need to arrest decline among some higher performing areas in Window 3, such as:

- Waste and recycling services
- Arts and cultural activities
- Activation of the Busselton City Centre
- Access to the Mayor and Councillors
- Coastal area management



# MARKYT Community Trends Window™

- 1 Place to live
- 2 Place to visit
- 3 Governing organisation
- 4 Value for money from rates
- 5 Council's leadership
- 6 Access to Mayor/Councillors
- 7 Consulted about local issues
- 8 Informed about local issues
- 9 Customer service
- 10 Economic development
- 11 Busselton City Centre
- 12 Dunsborough Town Centre
- 13 Access to goods and services
- 14 Education and training
- 15 Major transport networks
- 16 Internet and online services
- 17 Sense of community
- 18 Youth services
- 19 Seniors services
- 20 Disability access
- 21 Community buildings, halls and toilets
- 22 Sport and recreation facilities
- 23 Specialist health services
- 24 Playgrounds, parks and reserves
- 25 Boat ramp
- 26 Public libraries
- 27 Festivals and events
- 28 Arts and cultural activities
- 29 Local history and heritage
- 30 Safety and security
- 31 Managing growth and development
- 32 Access to housing
- 33 Road maintenance
- 34 Traffic management
- 35 Parking management
- 36 Footpaths, trails and cycleways
- 37 Streetscapes
- 38 Lighting of streets and public places
- 39 Natural area conservation
- 40 Coastal area management
- 41 Vasse River and the Toby Inlet
- 42 Tree management
- 43 Waste services
- 44 Recycling activities
- 45 Animal control
- 46 Natural disaster preparedness



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

# Overview of Community Variances

# Summary of community variances

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busselton	Busselton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
Place to live	88	89	73	86	89	87	84	91	87	88	82	89	89	84	76	88	88	87	86	90	92	88
Place to visit	87	88	79	87	88	86	87	90	89	87	84	90	87	87	86	88	96	88	86	91	88	85
Goerning organisation	61	61	54	59	63	61	60	63	61	56	60	61	61	57	53	63	77	61	60	61	58	62
Value for money from rates	46	46	53	42	49	48	48	48	44	38	35	47	49	47	38	51	68	53	39	43	44	38
Council's leadership	54	54	49	50	57	55	49	59	51	49	42	56	55	53	46	60	73	56	51	54	55	48
Access to Mayor/Councillors	55	56	60	51	59	57	51	62	54	54	49	58	56	53	46	60	68	57	50	54	66	56
Consulted about local issues	46	47	46	43	49	47	43	53	47	40	43	48	46	43	42	49	50	49	43	48	49	42
Informed about local issues	52	53	54	50	55	55	46	56	52	43	52	52	53	48	34	56	60	53	53	52	59	49
Customer service	58	59	59	56	60	61	46	60	54	56	52	58	61	53	48	61	71	57	58	61	68	55
Economic development	57	58	52	54	59	59	51	58	54	52	53	57	58	61	36	62	75	58	53	58	62	55
Busselton City Centre	53	54	50	52	55	55	47	50	51	50	48	54	55	51	42	52	69	53	49	61	63	49
Dunsborough Town Centre	55	56	54	53	58	57	54	57	56	46	55	53	58	55	36	57	69	59	57	49	59	54
Access to goods and services	58	58	58	55	60	59	59	56	59	52	58	56	59	58	36	58	72	59	55	58	54	61
Education and training	52	54	40	50	54	54	49	49	55	47	44	51	58	53	39	54	53	55	53	51	59	44
Major transport networks	50	50	50	48	51	51	49	53	47	41	50	49	51	50	38	44	50	53	41	57	40	43
Internet and online services	59	59	58	57	60	59	56	63	58	54	57	59	60	55	46	61	63	61	53	61	57	59
Managing growth and development	53	52	61	52	53	55	50	53	51	46	56	52	52	54	56	54	53	55	48	48	51	54
Access to housing	62	65	45	63	61	62	66	63	68	56	56	65	62	60	21	65	79	60	66	63	62	64
Road maintenance	53	54	47	50	57	53	54	53	52	51	51	57	52	49	47	58	71	54	49	60	62	45
Traffic management	51	52	45	47	55	51	52	56	52	50	47	54	51	53	49	55	68	52	43	57	63	50
Parking management	49	50	42	47	50	48	47	56	50	52	36	53	51	51	28	57	68	52	46	47	63	44
Footpaths, trails and cycleways	64	65	57	62	65	64	62	68	66	60	60	65	64	59	48	66	60	65	61	65	59	61
Streetscapes	63	63	69	62	63	65	57	65	60	60	60	64	62	61	49	64	61	64	55	66	64	65
Lighting of streets/public places	62	62	58	61	62	62	64	64	65	55	65	63	59	60	48	62	66	61	63	66	64	55



# Summary of community variances

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations#	Born Overseas	LOTE#	Busseton	Busseton - urban / rural	Dunsborough	Yallingup#	Rural / rural residential
Sense of community	68	69	70	68	67	69	69	73	70	63	70	68	66	65	47	68	78	67	63	75	75	69
Youth services, facilities and events	52	54	44	56	51	56	43	47	52	45	41	55	56	48	49	56	54	55	51	51	57	50
Seniors services, facilities and events	61	61	67	57	64	63	54	66	62	54	62	63	59	63	58	62	54	65	55	61	56	58
Disability access	53	54	46	56	51	54	53	57	56	47	53	53	53	38	20	56	57	53	52	54	61	53
Community buildings, halls & toilets	57	58	53	57	58	59	53	61	57	52	52	60	58	53	32	62	68	61	53	54	61	57
Sport and recreation facilities	63	62	69	64	61	67	57	55	56	60	54	60	68	70	70	69	64	72	58	51	54	55
Specialist health services	54	55	47	55	53	58	48	51	51	47	38	55	61	53	26	59	57	57	53	52	56	50
Playgrounds, parks and reserves	74	75	70	74	74	73	75	76	75	73	72	75	73	66	69	78	76	77	72	74	77	70
Boat ramp	62	63	59	59	63	61	72	71	63	59	57	64	62	72	73	67	66	64	62	54	67	64
Public libraries	73	75	59	69	76	72	71	77	76	72	66	74	75	68	53	79	87	73	71	72	81	75
Festivals and events	74	76	69	72	77	74	72	79	75	74	67	77	76	73	79	79	83	77	73	70	74	74
Arts and cultural activities	69	71	53	66	70	68	62	74	71	69	55	73	70	66	33	71	75	68	67	68	71	71
Local history and heritage	62	62	58	62	62	63	54	61	61	64	54	66	63	61	56	65	74	63	62	61	63	58
Safety and security	60	60	55	59	61	61	54	67	57	56	54	61	61	52	40	63	77	58	56	67	70	61
Natural area conservation	60	61	58	58	61	59	62	67	63	56	61	62	58	57	59	62	65	60	60	62	63	53
Coastal area management	54	55	56	53	56	55	53	61	56	48	54	57	52	47	39	60	72	55	56	54	55	50
Vasse River and the Toby Inlet	41	40	46	37	43	39	46	48	38	40	42	44	38	42	37	43	59	42	35	53	45	30
Tree management	59	59	64	57	60	59	55	67	60	56	63	61	57	64	56	59	54	63	50	65	60	52
Waste services	64	65	53	63	64	62	71	68	64	59	59	64	65	62	58	66	75	64	61	68	73	58
Recycling activities	54	55	47	55	52	56	56	51	53	50	46	53	58	54	55	57	57	55	52	53	64	50
Animal control	57	56	58	54	59	56	53	60	62	56	64	58	54	47	41	57	57	55	57	61	64	60
Natural disaster preparedness	58	57	56	57	58	55	62	65	66	54	61	61	53	58	55	58	68	59	55	61	48	52

MARKYT  industry comparisons

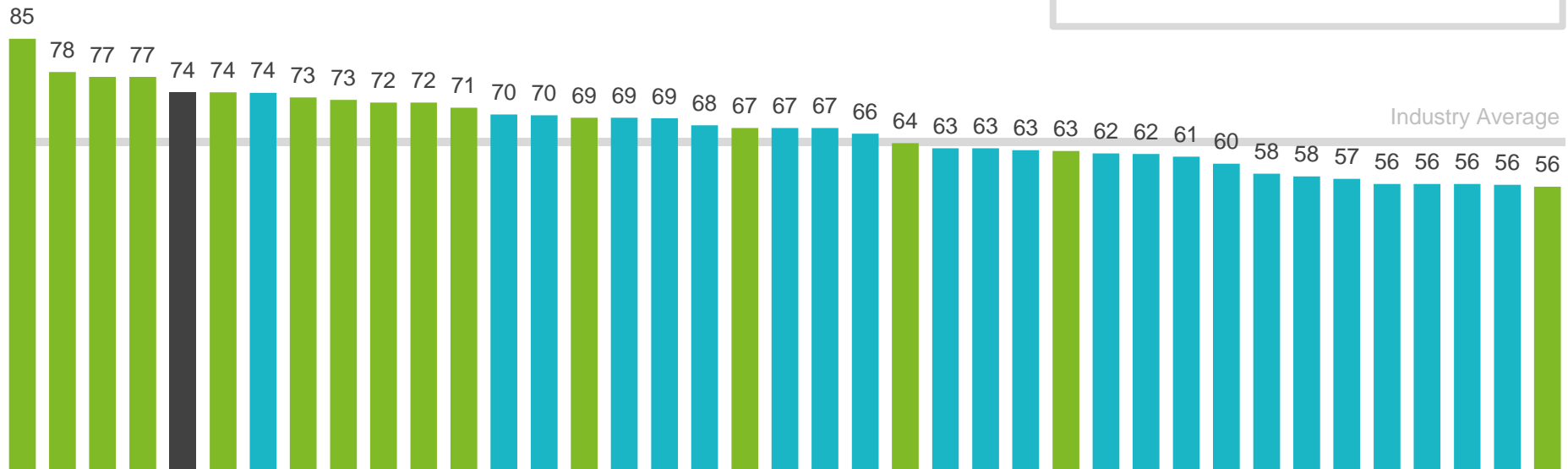
# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the City of Busselton as a 'place to live' and as a 'governing organisation'. The City of Busselton's overall performance index score is 74 out of 100, 9 index points above the industry standard for Western Australia.

## Overall Performance Index Score

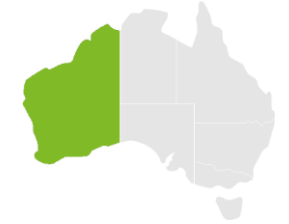
average of 'place to live' and 'governing organisation'

- City of Busselton
- Metropolitan Councils
- Regional Councils



## MARKYT Industry Standards

Performance Index Score



City of Busselton	74
Industry High	85
Industry Average	65

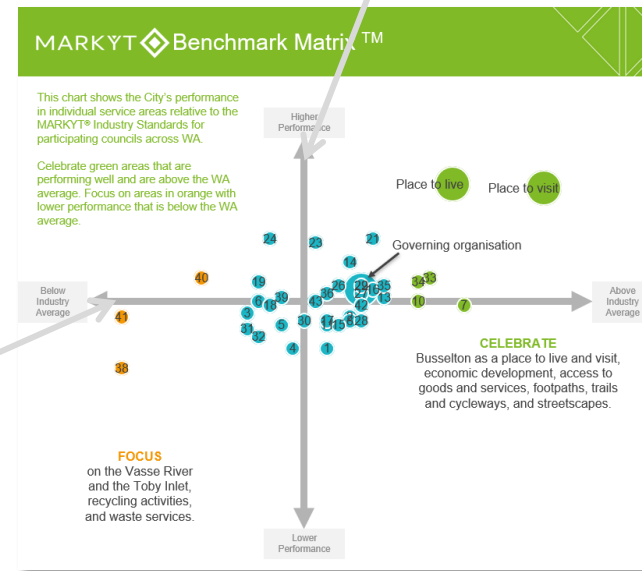
# How to read the MARKYT Benchmark Matrix <sup>TM</sup>

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

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

Councils aim to be on the right side of this line, with performance ABOVE the MARKYT<sup>®</sup> Industry Standard.

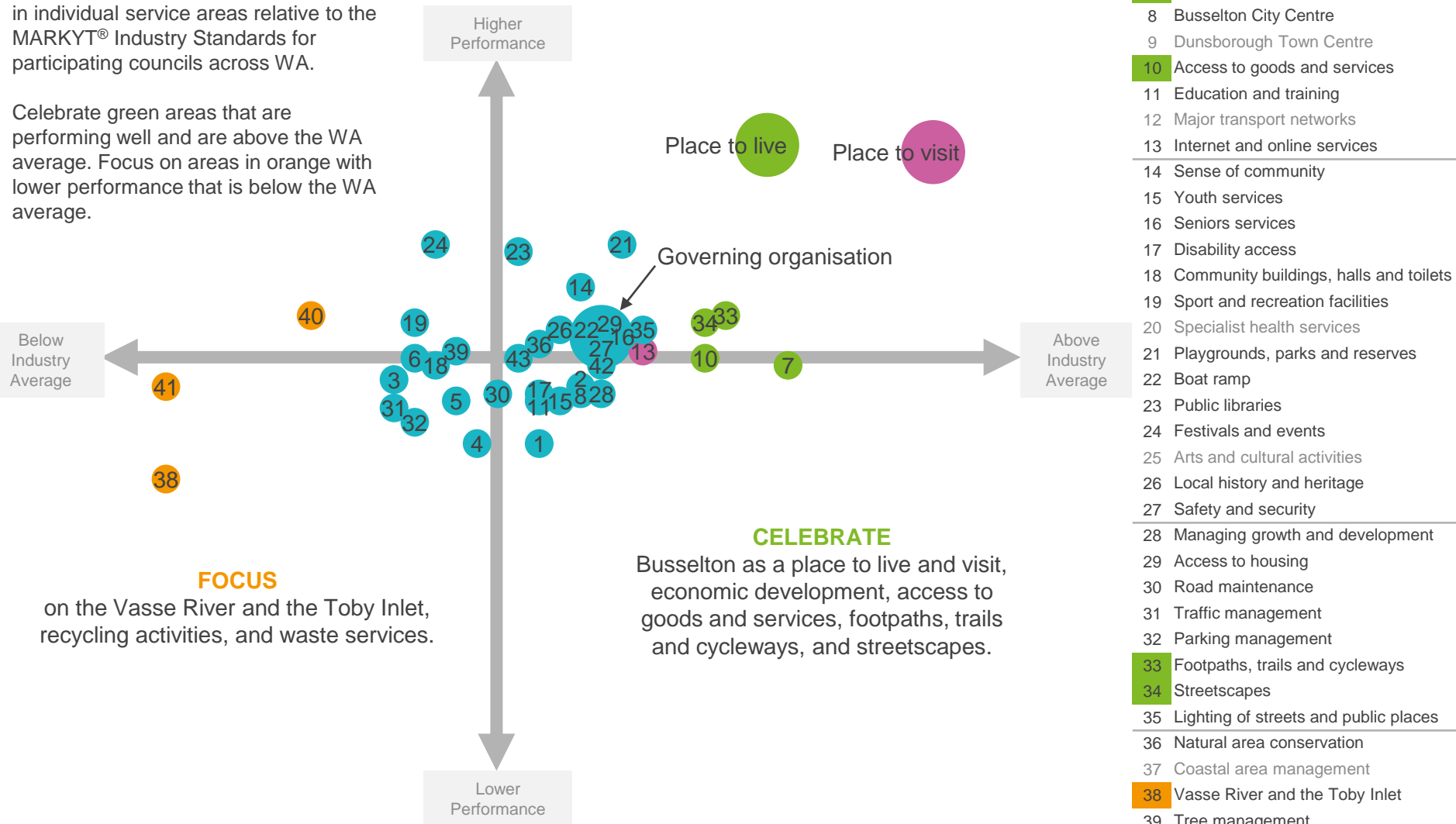
This line represents Council's average performance for all individual measure. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.



# MARKYT Benchmark Matrix™

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

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



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

- 1 Value for money from rates
- 2 Council's leadership
- 3 Access to Mayor/Councillors
- 4 Consulted about local issues
- 5 Informed about local issues
- 6 Customer service
- 7 Economic development
- 8 Busselton City Centre
- 9 Dunsborough Town Centre
- 10 Access to goods and services
- 11 Education and training
- 12 Major transport networks
- 13 Internet and online services
- 14 Sense of community
- 15 Youth services
- 16 Seniors services
- 17 Disability access
- 18 Community buildings, halls and toilets
- 19 Sport and recreation facilities
- 20 Specialist health services
- 21 Playgrounds, parks and reserves
- 22 Boat ramp
- 23 Public libraries
- 24 Festivals and events
- 25 Arts and cultural activities
- 26 Local history and heritage
- 27 Safety and security
- 28 Managing growth and development
- 29 Access to housing
- 30 Road maintenance
- 31 Traffic management
- 32 Parking management
- 33 Footpaths, trails and cycleways
- 34 Streetscapes
- 35 Lighting of streets and public places
- 36 Natural area conservation
- 37 Coastal area management
- 38 Vasse River and the Toby Inlet
- 39 Tree management
- 40 Waste services
- 41 Recycling activities
- 42 Animal control
- 43 Natural disaster preparedness

The City of Busselton is leading the industry in 2 measures:

- As a place to visit
- Access to internet and online services



# MARKYT<sup>®</sup> Community Scorecard

Opt-in residents, non-residents &  
Council affiliated respondents

## Vision



**36**

% agree

14% points below the overall Council score

## Liveability

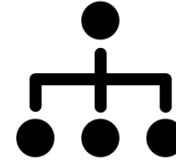


**82**

Performance Index Score

6 index points below the overall Council score

## Governance



**53**

Performance Index Score

8 index points below the overall Council score

## Place to Visit



**83**

Performance Index Score

4 index points below the overall Council score

## Rates Value



**41**

Performance Index Score

5 index points below the overall Council score

### Strengths

- Public libraries
- Art and cultural activities
- Festivals and events
- Playgrounds, parks and reserves

### Priorities

## Value for money from rates



Coastal area management



Economic development

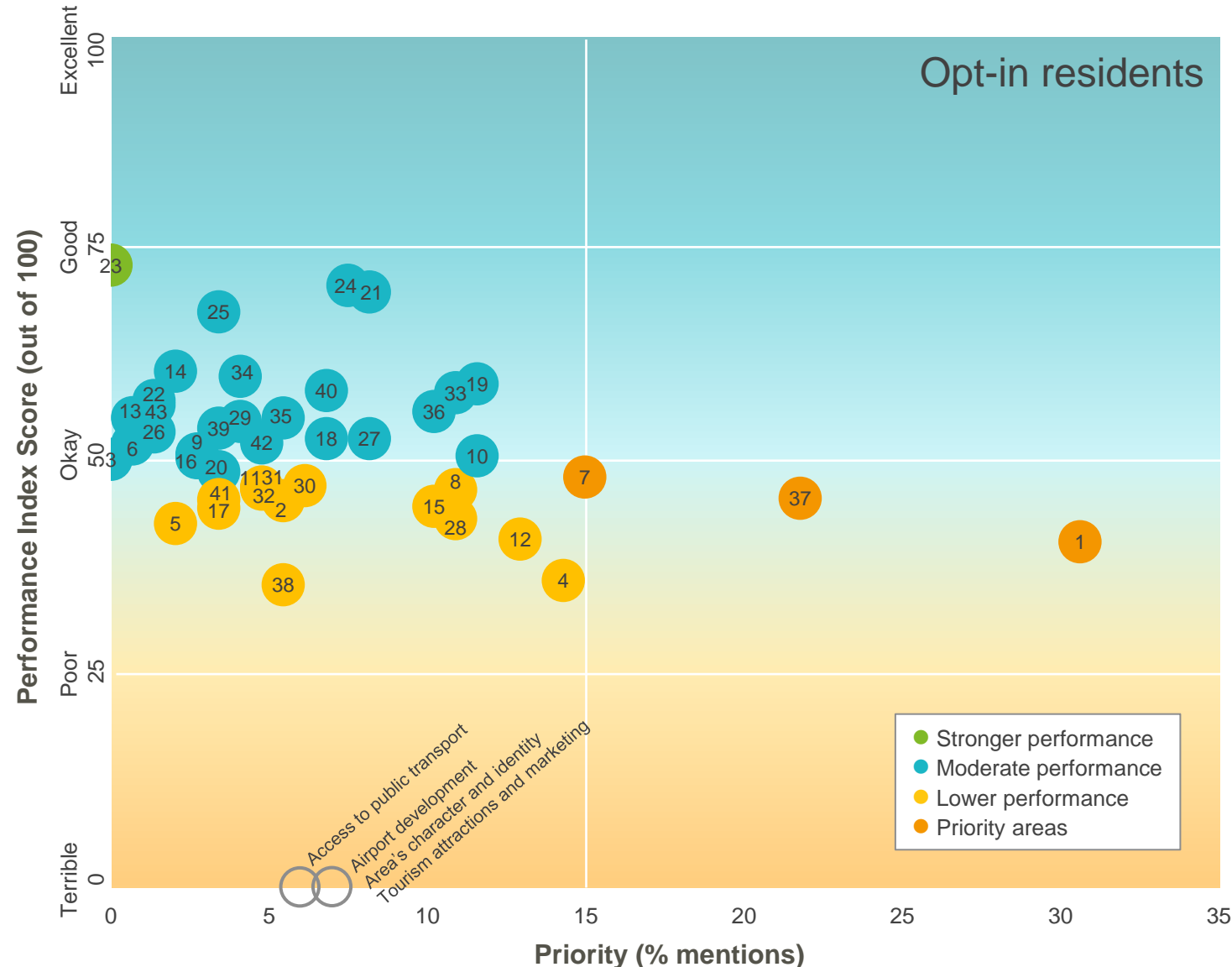


\* Opt-in residents includes residents who heard about the study through a City promotion or a referral from others



# MARKYT Community Priorities Window™

- 1 Value for money from rates
- 2 Council's leadership
- 3 Access to Mayor/Councillors
- 4 Consulted about local issues
- 5 Informed about local issues
- 6 Customer service
- 7 Economic development
- 8 Busselton City Centre
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- 41 Recycling activities
- 42 Animal control
- 43 Natural disaster preparedness



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

Q. Which areas would you most like the City of Busselton to focus on improving? Base: All respondents, excludes no response (n = 147)

## Vision



**53**

% agree

3% points above the overall Council score

## Liveability

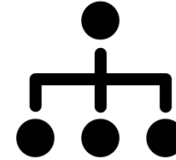


**81**

Performance Index Score

7 index points below the overall Council score

## Governance



**64**

Performance Index Score

3 index points below the overall Council score

## Place to Visit



**85**

Performance Index Score

On par with the overall Council score

## Rates Value



**53**

Performance Index Score

7 index points above the overall Council score

### Strengths

- Festivals and events
- Playgrounds, parks and reserves

### Priorities

#### Major transport networks



#### Economic development



#### Coastal area management



#### Value for money from rates



#### Managing growth and development



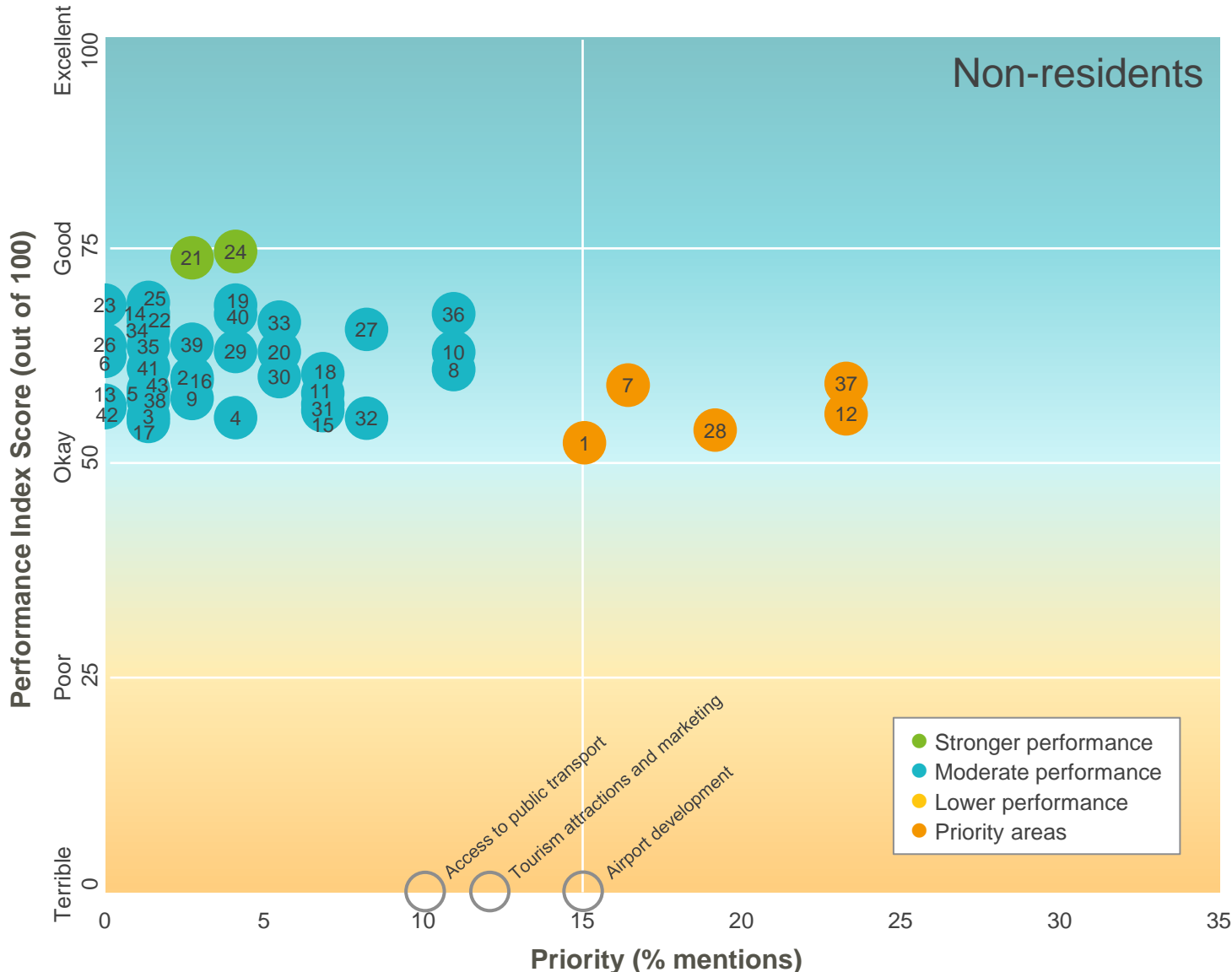
#### Airport development



\* Non residents includes out of area ratepayers, investors, holiday home owners and visitors

# MARKYT Community Priorities Window™

- 1 Value for money from rates
- 2 Council's leadership
- 3 Access to Mayor/Councillors
- 4 Consulted about local issues
- 5 Informed about local issues
- 6 Customer service
- 7 Economic development
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- 41 Recycling activities
- 42 Animal control
- 43 Natural disaster preparedness



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

Q. Which areas would you most like the City of Busselton to focus on improving? Base: All respondents, excludes no response (n = 73)

## Vision



65

% agree

15% points above the overall Council score

## Liveability

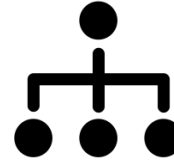


87

Performance Index Score

On par with the overall Council score

## Governance



72

Performance Index Score

9 index points above the overall Council score

## Place to Visit



88

Performance Index Score

On par with the overall Council score

## Rates Value



55

Performance Index Score

9 index points above the overall Council score

### Strengths

- Public libraries
- Festivals and events
- Playgrounds, parks and reserves

### Priorities

#### Economic development



Value for money from rates



#### Busselton City Centre



Natural area conservation



#### Managing growth and development



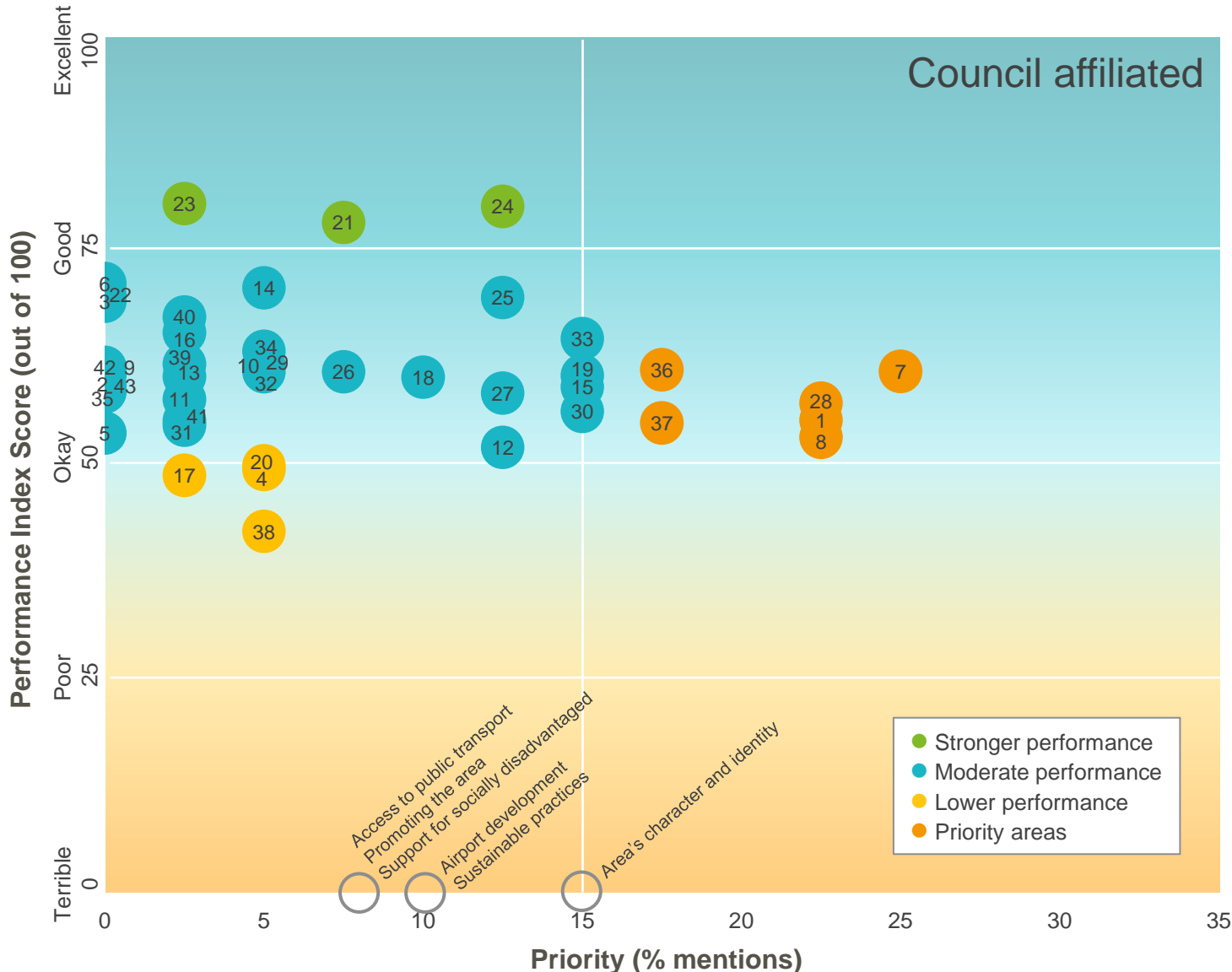
Coastal area management



\* Council affiliated includes respondents where they or someone in their household is employed by or an Elected Member at the City of Busselton

# MARKYT Community Priorities Window™

- 1 Value for money from rates
- 2 Council's leadership
- 3 Access to Mayor/Councillors
- 4 Consulted about local issues
- 5 Informed about local issues
- 6 Customer service
- 7 Economic development
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- 43 Natural disaster preparedness



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

Q. Which areas would you most like the City of Busselton to focus on improving? Base: All respondents, excludes no response (n = 40)



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