



# MARKYT Community Scorecard ©

Prepared for: Shire of Denmark

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

September 2022

© Copyright CATALYSE<sup>®</sup> Pty Ltd 2022

MARKYT 

# Contents

Strategic overview	3
Approach	5
Overall performance	10
MARKYT® industry comparisons	13
MARKYT® community trends	17
MARKYT® community priorities	20
Community Action Plans   top 7 priorities	23
Performance against key pillars in the Community Plan:	
Leadership and Communication	31
Community	46
Built Environment	62
Natural Environment	75
Economic Development	81
Overview of community variances	88
MARKYT® community priorities   other stakeholder groups	92

# Strategic overview

## Vision



22

% agree

9% points below Industry Average and down 11% points from 2020

## Liveability

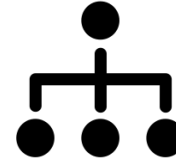


83

Performance Index Score

7 points above Industry Average and down 4 points from 2020

## Governance



46

Performance Index Score

8 points below Industry Average and down 12 points from 2020

## Rates Value



35

Performance Index Score

9 points below Industry Average and down 10 points from 2020

## Strengths

### Highest performing service areas

- Library services
- Festivals, events, art and culture

### Most improved service areas

- Aboriginal recognition and respect
- Tourism attractions and marketing

### Stronger relative to other councils

- Place to live and visit
- Community safety and crime prevention
- Festivals, events, art and culture

## Priorities



Local roads



Conservation and environmental management



Youth services and facilities



Sustainable practices / climate change



Sport and recreation facilities and services



Seniors' services, facilities and care



Responsible growth and development

# Approach

# Purpose



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

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

## MARKYT Community Scorecard

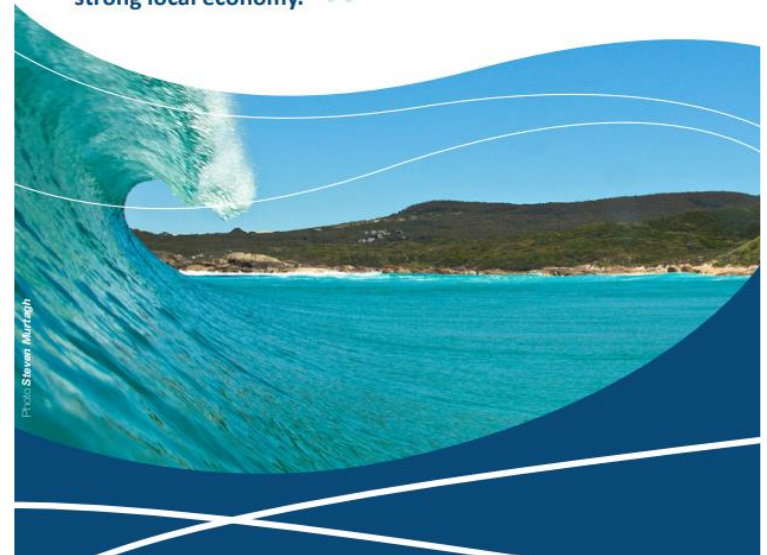
The Shire of Denmark commissioned a MARKYT® Community Scorecard to:

- 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



DENMARK  
**2027**

A happy, healthy and eclectic community that embraces creativity, values the natural environment and is invested in a strong local economy. »»



# The Study

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

All members of the community were invited to take part.



**We're Listening...**  
TELL US HOW WE CAN IMPROVE

MARKYT Community Scorecard



Scorecard invitations were mailed to a random sample of residents and ratepayers. They could complete the scorecard in hard copy or online. CATALYSE® also emailed invitations to the Shire's customer contacts, and the Shire provided supporting promotions through various communication channels.

The scorecard was open from 1 August to 2 September 2022.

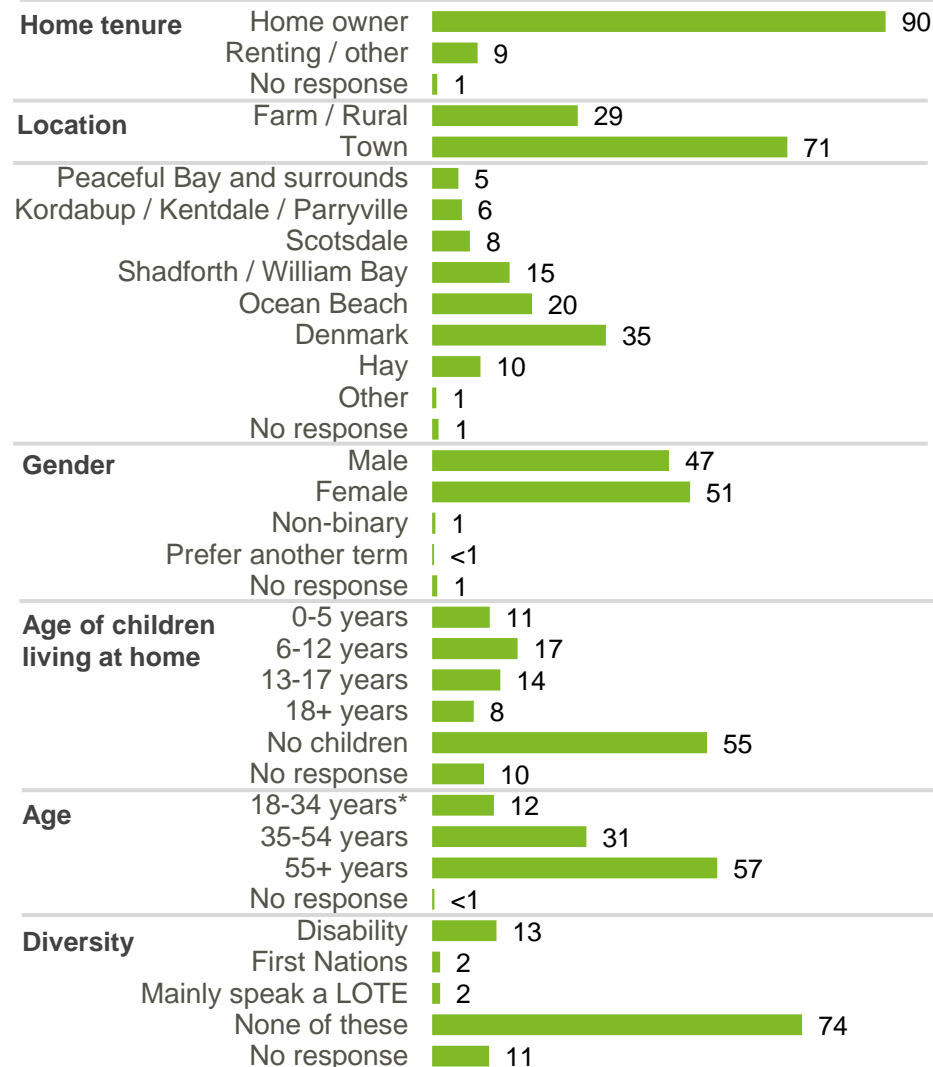
The scorecard was completed by **1,191 community members** with various connections to the Shire:

Local resident	Out of area ratepayer	Visitor	Councillor / Shire employee
1,191	71	26	43

For comparative benchmarking the main body of this report shows responses from local residents who are not affiliated with the Shire as an employee or Councillor. Responses were weighted by age and gender to match the ABS Census population profile. Responses from other groups are provided at the end of the report.

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

% of local resident respondents (weighted)



\* Includes a small number of respondents aged 14-17 years  
LOTE: Language other than English

# MARKYT Benchmarks | participating councils

CATALYSE® has conducted studies for close to 70 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 average and high scores are calculated from councils that have completed a MARKYT® accredited study within the past three years.



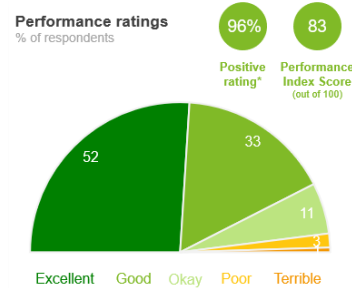


# How to read performance dashboard charts

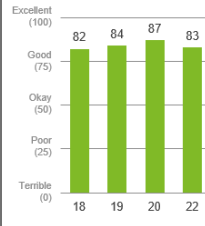
Trend analysis shows how performance varies over time.

## Performance Ratings

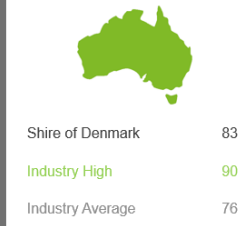
The chart shows community perceptions of performance on a five point scale from excellent to terrible.



## Trend Analysis



## MARKYT Industry Standards



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

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

## 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	Farm / rural	Town	Peaceful Bay and surrounds	Korribur/Kendal/Perville	Scottsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
83	83	85	84	83	84	79	80	79	83	77	83	85	78	84	83	78	84	86	88	85	83	74

**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 that have completed a comparable study with CATALYSE®.

**Industry Average** is the average score among councils that have completed a comparable study with CATALYSE®.

# Overall Performance

# Place to live

## Performance ratings

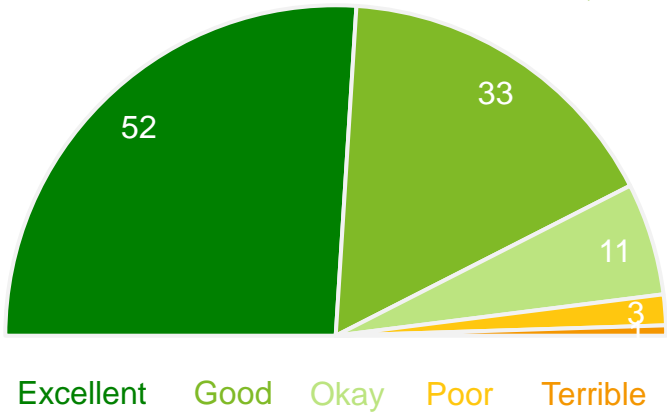
% of respondents

96%

Positive rating\*

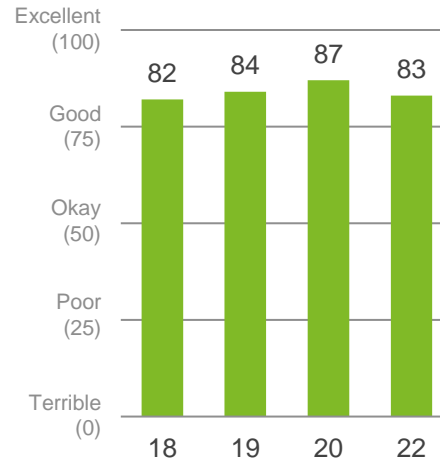
83

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	83
Industry High	90
Industry Average	76

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
83	83	85	84	83	84	79	80	79	83	77	83	85	78	84	83	78	84	86	88	85	83	74

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1044). \* Positive Rating = excellent, good + okay

# Governing organisation

## Performance ratings

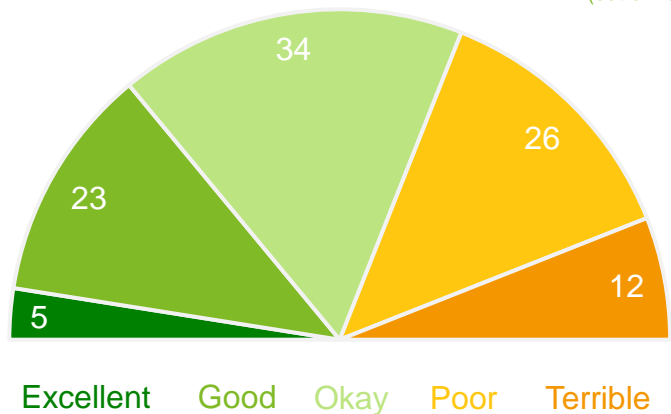
% of respondents

62%

46

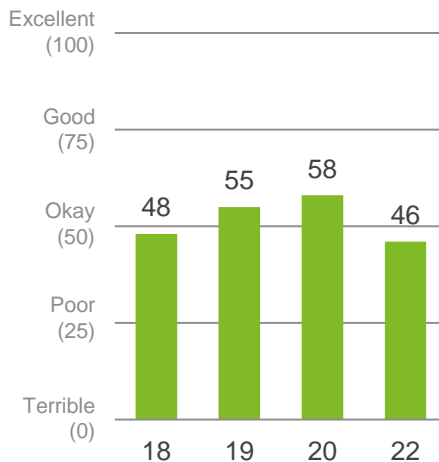
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	46
Industry High	68
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
46	45	52	42	49	47	36	40	45	48	35	47	48	43	46	46	49	43	48	50	47	44	41

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1008). \* Positive Rating = excellent, good + okay

MARKYT  industry comparisons

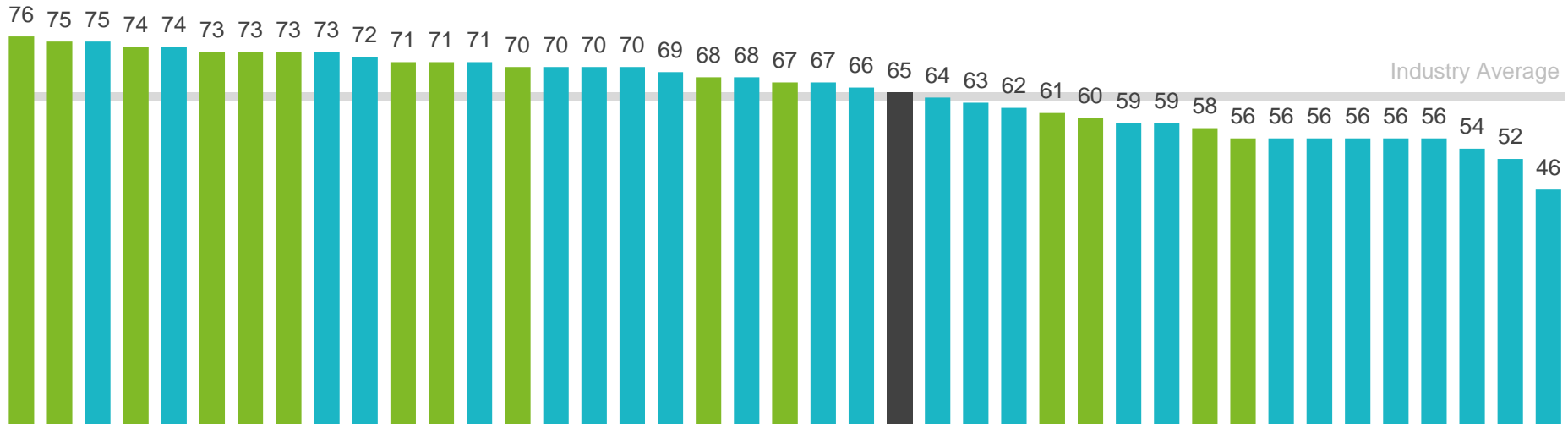
# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of Shire of Denmark as a 'place to live' and as a 'governing organisation'. The Shire of Denmark's overall performance index score is 65 out of 100, on par with the industry average.

## Overall Performance Index Score

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

- Shire of Denmark
- Metropolitan Councils
- Regional Councils



**MARKYT** **Industry Standards**  
Performance Index Score

Shire of Denmark	65
Industry High	76
Industry Average	65

# How to read the MARKYT Benchmark Matrix

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

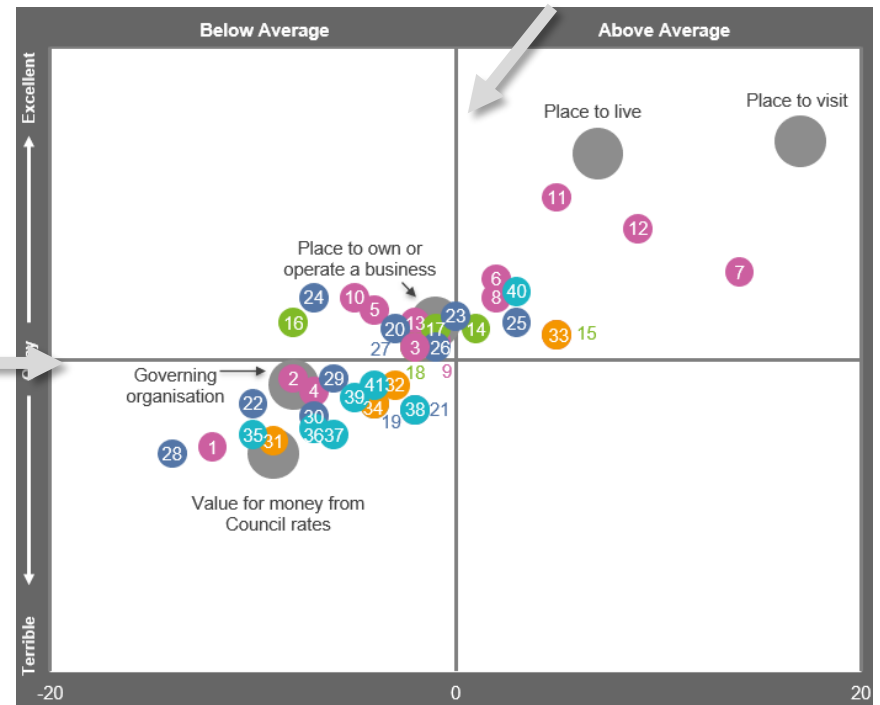
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

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

Services are grouped in five areas:

- Community
- Built Environment
- Natural Environment
- Economic Development
- Leadership and Communication

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



# MARKYT Benchmark Matrix

## COMPARISON TO INDUSTRY AVERAGE

Below Average

On par

Above Average



- 1 Youth services and facilities
- 2 Family and children services
- 3 Seniors' services
- 4 Disability access
- 5 Aboriginal recognition
- 6 Volunteer support
- 7 Community safety
- 8 Health and community
- 9 Public health and wellbeing
- 10 Sport and recreation
- 11 Library services
- 12 Festivals, events, art & culture
- 13 Local history and heritage
- 14 Conservation
- 15 Sustainable practices
- 16 Waste collection services
- 17 Natural disaster management
- 18 Animal management
- 19 Growth and development
- 20 Character and identity
- 21 Planning & building approvals
- 22 Access to housing
- 23 Community buildings
- 24 Playgrounds, parks & reserves
- 25 Streetscapes
- 26 Footpaths, trails and cycleways
- 27 Lighting
- 28 Local roads
- 29 Traffic management
- 30 Storm water drainage
- 31 Economic development
- 32 Agriculture
- 33 Tourism attractions & marketing
- 34 Denmark town centre
- 35 Council's leadership
- 36 Advocacy and lobbying
- 37 Openness and transparency
- 38 Consultation
- 39 Communication
- 40 Customer service
- 41 Change, innovation & technology

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

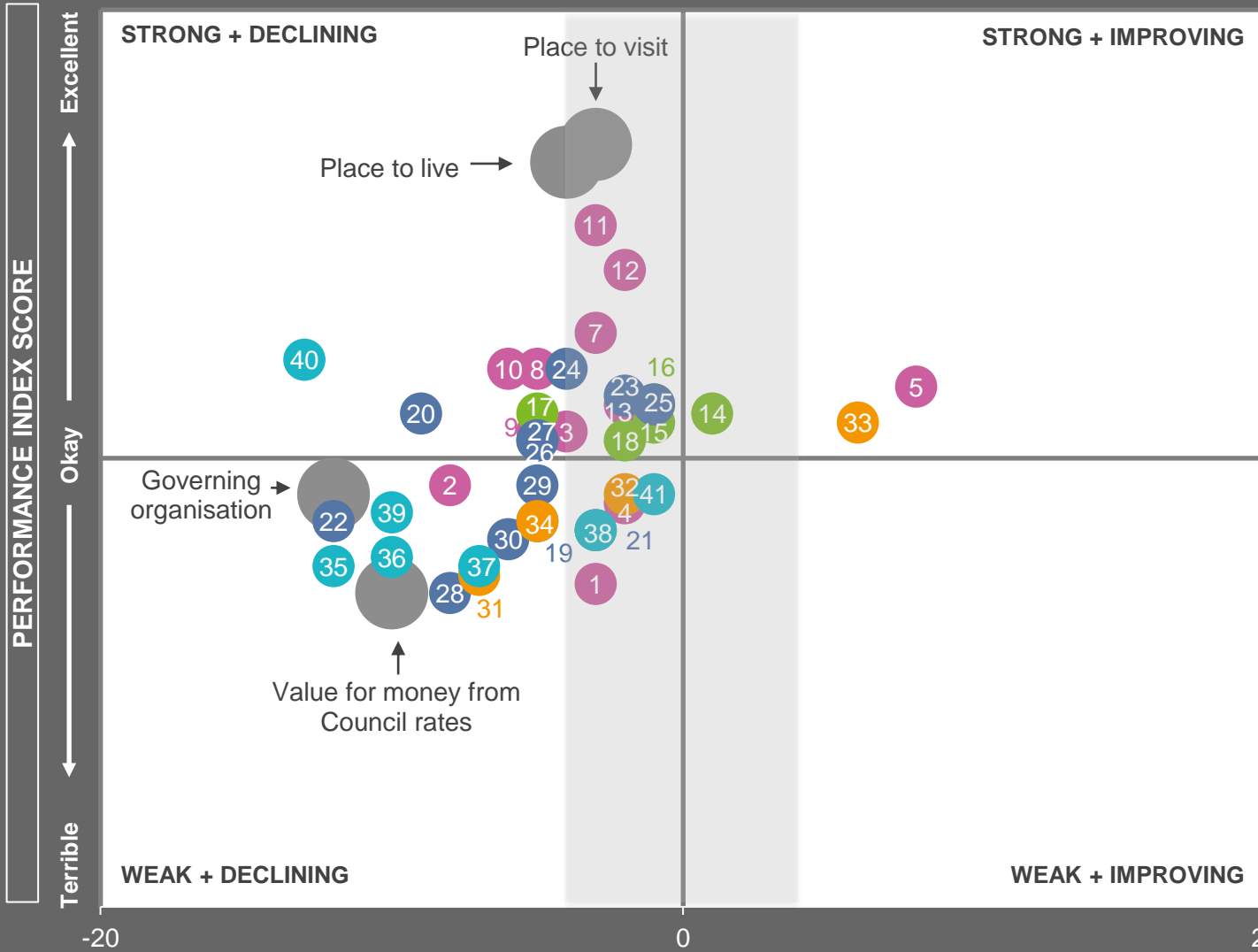


MARKYT  community trends



# MARKYT Community Trends Window

## COMPARISON TO PREVIOUS STUDY (2020)



- 1 Youth services and facilities
- 2 Family and children services
- 3 Seniors' services
- 4 Disability access
- 5 Aboriginal recognition
- 6 Volunteer support
- 7 Community safety
- 8 Health and community
- 9 Public health and wellbeing
- 10 Sport and recreation
- 11 Library services
- 12 Festivals, events, art & culture
- 13 Local history and heritage
- 14 Conservation
- 15 Sustainable practices
- 16 Waste collection services
- 17 Natural disaster management
- 18 Animal management
- 19 Growth and development
- 20 Character and identity
- 21 Planning & building approvals
- 22 Access to housing
- 23 Community buildings
- 24 Playgrounds, parks & reserves
- 25 Streetscapes
- 26 Footpaths, trails and cycleways
- 27 Lighting
- 28 Local roads
- 29 Traffic management
- 30 Storm water drainage
- 31 Economic development
- 32 Agriculture
- 33 Tourism attractions & marketing
- 34 Denmark town centre
- 35 Council's leadership
- 36 Advocacy and lobbying
- 37 Openness and transparency
- 38 Consultation
- 39 Communication
- 40 Customer service
- 41 Change, innovation & technology

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

MARKYT  community priorities

# How to read the MARKYT Community Priorities

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

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

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

**REVIEW** lower performing areas.

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

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



Services are grouped in five areas:

- Community
- Built Environment
- Natural Environment
- Economic Development
- Leadership and Communication

# MARKYT Community Priorities

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

REVIEW

PRIORITISE

0 5 10 15 20 25

- 1 Youth services and facilities
- 2 Family and children services
- 3 Seniors' services
- 4 Disability access
- 5 Aboriginal recognition
- 6 Volunteer support
- 7 Community safety
- 8 Health and community
- 9 Public health and wellbeing
- 10 Sport and recreation
- 11 Library services
- 12 Festivals, events, art & culture
- 13 Local history and heritage
- 14 Conservation
- 15 Sustainable practices
- 16 Waste collection services
- 17 Natural disaster management
- 18 Animal management
- 19 Growth and development
- 20 Character and identity
- 21 Planning & building approvals
- 22 Access to housing
- 23 Community buildings
- 24 Playgrounds, parks & reserves
- 25 Streetscapes
- 26 Footpaths, trails and cycleways
- 27 Lighting
- 28 Local roads
- 29 Traffic management
- 30 Storm water drainage
- 31 Economic development
- 32 Agriculture
- 33 Tourism attractions & marketing
- 34 Denmark town centre
- 35 Council's leadership
- 36 Advocacy and lobbying
- 37 Openness and transparency
- 38 Consultation
- 39 Communication
- 40 Customer service
- 41 Change, innovation & technology

PERFORMANCE INDEX SCORE

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

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

# Community Action Plans

*Top 7 priorities*

### Community Driven Actions

1. Maintain **gravel roads** to a higher standard:
  - grade more frequently
  - repair potholes and edges
  - provide longer-term repairs, not short-term patches
2. For **all roads**:
  - keep roads clear of trees and vegetation
  - keep gutters and drains clear and in good repair
3. More **gravel roads to be sealed**, particularly those that carry high volumes of local traffic, trucks and heavy vehicles, and tourists.
4. Employ **highly skilled** road maintenance workers and contractors.
5. Complete **works in a timely manner**, in particular the Ocean Beach Road works, with more consideration for holidays periods.

### Sample of community voices

*"Many gravel roads are poorly maintained resulting in local residents wearing the cost of damage to vehicles and safety issues. Work on sealed roads is of a low standard with potholes appearing a couple of months after repair."*

*"So many potholes, and roads with "repaired" potholes making very rough roads. Poor quality assurance of work carried out, especially by contractors."*

*"Review and implement an improved maintenance grading program."*

*"Fix problem areas properly instead of patching and patching until someone has an accident."*

*"The roads in general are in poor condition along with the drainage and verges are overgrown. The quality of build doesn't seem to last and patching / maintenance is always required."*

*"Clearing and maintenance of verges to improve visibility and mitigate fire risk."*

*"Sealed roads to all tourist sites eg Ocean Beach, wind farm etc. Storm drains are virtually non-existent. Pavements are half finished. There has been no money spent in this town compared with other coastal towns in WA."*

*"Some heavy traffic roads are in poor shape, such as Walter and Turner roads. Potholes everywhere. They are a disgrace. They need to be bitumenised."*

*"Shire needs to have more maintenance workers and less office workers."*

*"More maintenance by qualified workmen. When major works are done it should be done by professional contractors, not Shire workers who don't know what they are doing."*

*"Embarking on road programs when it is not holiday season. If a road maintenance project is commenced, then complete it. At present Ocean Beach Road roadworks are an embarrassment and a cause for concern."*

*"Ocean Beach Road works have been ongoing and ceased for many many months. The road is a danger at least and a major inconvenience at most for drivers, pedestrians and especially school children."*



## Community Driven Actions

1. Introduce **tighter development controls** to protect natural bushland, native vegetation and Class A reserves.
2. Some concern over the development of **mountain bike trails at Mt Hallowell.**
3. Improve **Wilson Inlet** management and protection.
4. Review prescribed **burn off practices.**
5. Implement a **weed management** strategy.

## Sample of community voices

*"I'm concerned about the proposed bike tracks on Mt Hallowell and would like to see this A-Class reserve preserved and protected."*

*"Cease the concept plan for the downhill mountain bike trails in Mt Hallowell."*

*"Avoid development of Mt Hallowell as a mountain bike downhill and skills trail. Find a local alternative that is not an A-Class reserve."*

*"Do not undermine conservation efforts for A-Class reserves for tourism."*

*"Conserve A-Class Reserves and manage weeds/erosion etc."*

*"Continue to be proactive in the need to review prescribed burning practices."*

*"Act to change the WA Government prescribed burning practices."*

*"Council to have a policy to protect and preserve the natural environment at all costs and to choose other developed or degraded areas to develop."*

*"Stop prioritising tourism and development activities over environmental protection by ensuring all new businesses/buildings etc, meet sustainability practices."*

*"Not allowing developers to clear and leave a barren landscape so they can save money."*

*"Preservation of natural bush and nature reserves with attention given to native wildlife and their habitat."*

*"Stop polluting the Wilson inlet."*

*"Manage the Wilson Inlet and foreshores."*

*"Strive for continuous improvement of conversation practices without restricting public recreational use. Just one aspect is the Wilson Inlet... much effort is made to improve its condition, so how is it that commercial fishing is still allowed in the inlet?"*

### Community Driven Actions

1. Advocate for a **youth centre**.
2. Provide more and improved **youth activities**, such as:
  - Skate parks
  - Basketball courts
  - BMX / pump tracks
  - Pizza / movie nights
  - Music / art projects
  - Frisby golf

### Sample of community voices

*“Skate park precinct, like Margaret River - current skate park is in a terrible position, low visibility - doesn't encourage family and children.”*

*“Until a new park is offered, the existing skate park needs maintenance.”*

*“The youth need a better quality skate park and basketball court. Somewhere larger, more open and communal.”*

*“Youth need a skate park that is new. Most towns now have new parks with family-friendly areas.”*

*“The skate park is dismal compared to other towns facilities -skateboarders are not antisocial 'naughty' kids to be kept out of sight - as with the current positioning of the park.”*

*“Reinstate a youth hangout/drop-in centre (e.g. Tha House).”*

*“A facility in the centre of town where school kids can gather after school and [on the] weekend.”*

*“Provide the youth of Denmark with a place to gather. A place which they can feel is their own where they can meet with friends, socialise, take part in activities such as cooking, playing music, skateboarding, movies etc.”*

*“The Shire began failing young people when it closed its purpose-built youth centre Tha House. This needs to be re-established to meet the needs of young people by giving them a safe place to hang out, access referrals to supporting services and take part in a range of creative, fun and meaningful activities.”*

*“There is no youth centre or area for the youth in town. There are no programs run outside of school hours to interest the youth. Need more infrastructure around the skate park and oval precinct. A new youth centre should be established.”*

*“Access to more outdoor-based areas/activities like other country towns have done to engage youth and keep them occupied so they don't get bored and end up causing trouble. BMX tracks, skate park, frisbee golf, mountain bike areas, playgrounds etc.”*

### Community Driven Actions

1. Provide **leadership in sustainability** – leading by example, through community education and encouraging the adoption of sustainable practices.
2. Advocate for greater production and consumption of **renewable energy** with wind turbines, community battery storage and solar power.
3. Facilitate greater adoption and use of electric vehicles with more **EV charging points**.
4. Develop and promote the adoption of **sustainable housing** development guidelines.
5. Promote **sustainable waste management** with FOGO (stop burning green waste), more recycling options and encouraging people to reduce and reuse waste.
6. Promote greater use of **public transport**.

### Sample of community voices

*“Education and implementation at all levels.”*

*“Educating people in the best ways to be sustainable. Setting an example. Explore providing regular buses to top tourist places - beaches etc to reduce number of vehicles”*

*“Power is not the only problem with climate change and there are so many sustainable practices to even start to talk of before improvement is impossible. So please as our Shire do your best to keep up with the latest information to make a change for the better of our environment.”*

*“Incentives to reduce the number of commuters driving ICE vehicles to Albany, either through improved public transport or support for private EVs.”*

*“Change to electric vehicles, strongly promote policies in the community, move away from gas use, publicly reject development of gas in WA.”*

*“Actively pursue large scale battery storage for the CBD area and as suggested by Western Power for best local grid outcomes.”*

*“Power our Shire with renewable energy. Two wind turbines aren't near enough.”*

*“Include solar passive, north facing orientation for public and private buildings.”*

*“Support more sustainable building practices on new buildings (eaves on buildings, no black roofs, all houses to face north).”*

*“Create a local composting FOGO program to reduce methane emissions in landfill.”*

*“Don't burn off green matter at tip but mulch and give to residents.”*

*“Collection of recyclable waste should be easier. Collection points for glass, plastics etc available around town for residents.”*

*“Offer more options to recycle. Discourage waste in retail.”*

### Community Driven Actions

1. Provide more sporting and recreation facilities in Denmark so community members don't need to drive to Albany.
2. Build a local **swimming pool** to provide swimming lessons, exercise classes, and rehabilitation services.
3. **Upgrade existing sports facilities** with an additional oval, and better lighting, club rooms, change rooms, function rooms, toilets etc.
4. Provide a network of **mountain bike trails**.
5. Provide a new and improved **skate park**.

### Sample of community voices

*"Provide more hard courts, a pool and more oval space for everyone in the community to be able to access recreation without travelling to Albany."*

*"Denmark needs a swimming pool. A lap pool would assist the wellbeing of the people - aging population. Children can learn to swim - as they are often afraid of the ocean!"*

*"A swimming pool would benefit all sectors of the community, so this crosses a lot of areas. Currently, kids are bussed to Albany for swimming lessons!"*

*"Town Aquatic centre. Hydrotherapy for seniors, rehab and a centre for school-aged children much needed. Why drive to Albany and back."*

*"Mountain biking trail development within easy cycling distance from the town."*

*"I think the town needs the new proposed mountain bike trails on Mt. Halliwell. It is vital for young people to have a healthy, positive outlet for their energies, and Denmark has a pretty huge amount of young people that ride mountain bikes, not to mention the value to tourism and local business."*

*"Consolidate, expand, enhance and improve community sporting and recreation facilities at McLean Park, i.e. a second playing field."*

*"The oval is needed by the community because McLean Oval is not enough. I can't believe that there are still no toilets or change rooms at the High School oval."*

*"The football club facility needs to be upgraded. Need to keep up with the times. All other towns, including ones way smaller than us, have great sporting facilities to go to."*

*"More ovals, more facilities at existing ovals, i.e. toilets, change rooms, weather protection, better upkeep of existing oval, better management of the use of this oval, better lights at this oval."*

*"Need more than one oval. Denmark is a big sporting town, and using the High School oval, which is poorly maintained, is NOT the answer. Build a wonderful skate park facility like Margaret River that serves as a pivotal exercise social hub."*

### Community Driven Actions

1. Advocate for more **seniors housing, aged care facilities, and assisted, living-at-home services**.
2. Encourage **seniors to be active and engaged** in the community by providing more activities and places to meet up.
3. Reinstate **physiotherapist-led classes** for seniors at the Recreation Centre.
4. Make shopping and commercial areas **more accessible for seniors** with improved parking, wheelchair accessibility, footpaths and lighting.
5. Facilitate **free or subsidised community transport** services for seniors.

### Sample of community voices

*"More aged care accommodation. There is a lack of affordable, independent living accommodation for the elderly. People who have lived their whole lives in Denmark are forced to move out of the area."*

*"More lifestyle accommodation and aged/frail care facility."*

*"With aged persons living in their own homes longer these days as much help they can get in and out of the home is essential."*

*"My desire is to have someone come out perhaps once a fortnight to help me clean areas that we can no longer manage."*

*"More activities are needed for seniors i.e. social and wellbeing courses, outings, clubs and events."*

*"A seniors' facility of their own would be an improvement for the many seniors in the district."*

*"Disgusted at how we were thrown out of our gym morning sessions ably run for almost 30 years by a competent physiotherapist, a service which was accessed only through a doctor referral. Despite strong support from the medical community the service was forcibly disbanded by the Denmark Council."*

*"We need more access to facilities for health care, eg the physio health circuit which for some ridiculous reason, has recently been denied"*

*"Community bus service to Albany for health and recreation."*

*"Full time Taxi. Transport to Albany ie medical appointments"*

*"Better access to CBD such as parking and improved lighting and footpaths."*

*"Improved entry into shops and businesses etc in Denmark could be done for people in wheelchairs."*

## Community Driven Actions

1. Adopt a **balanced approach** with growth and development by listening to and considering everyone's point of view.
2. Set targets, and measure and report on environmental impacts from growth and development to encourage the protection and conservation of the **natural environment**.
3. Foster more **housing choices** to support a growing population. Suggestions include:
  - Release more land for development
  - Permit higher density housing in town
  - Facilitate more affordable housing options
  - Restrict the number of holiday rentals

## Sample of community voices

*"Denmark's environment is truly beautiful and is the main reason that people visit - and those visitors are the lifeblood of the town and Shire. It's imperative that future development respects and preserves that environment. Conservative decisions must be made in terms of scale, location, and impact to ensure that Denmark remains the place that we, and future generations of residents and visitors, can enjoy and be proud of."*

*"Ensuring future growth planning allows for minimal environmental impact and aligns with environment as the first concern with economics second."*

*"Development is important but must address the value of the natural environment, which has to be protected."*

*"Focus on environmental stewardship in any planning application. Demand firm calculations and KPIs, not vague statements like the recently approved "We are carbon conscious."*

*"Avoid making decisions with too much emphasis on the small, loud vocal portion of the community. There are plenty of people who don't feel comfortable doing as this portion of the community does but who often have opposing opinions and don't want to get into the arguments that eventually happen."*

*"Spend money wisely. Avoid sinking so much taxpayer's money into developments that benefit few."*

*"Make it affordable for all kinds of people to live in the Shire, more dense housing options, for more people to live closer to town."*

*"More land needs to be released so that housing can keep up with population growth. Many people [are] homeless or couch surfing."*

*"Limit the number of Air BnB properties which are destroying the community. They add nothing to the Denmark community while many people are homeless and workers are unable to find accommodation, impacting local businesses and services."*

# Leadership and Communication

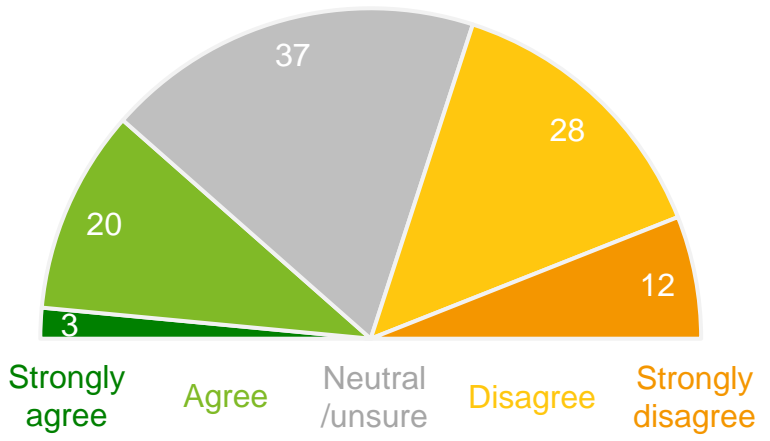
# The Shire has developed and communicated a clear vision for the area

## Level of agreement

% of respondents

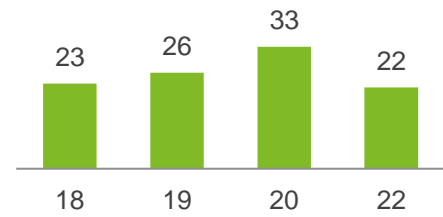
22%\*

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Denmark	22
Industry High	50
Industry Average	31

## Variances 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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
22	22	27	21	23	23	18	15	25	25	19	23	23	27	21	23	19	17	28	26	27	21	10

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

Base: All respondents, excludes 'no response' (n = 1027).

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



# Council's leadership

## Performance ratings

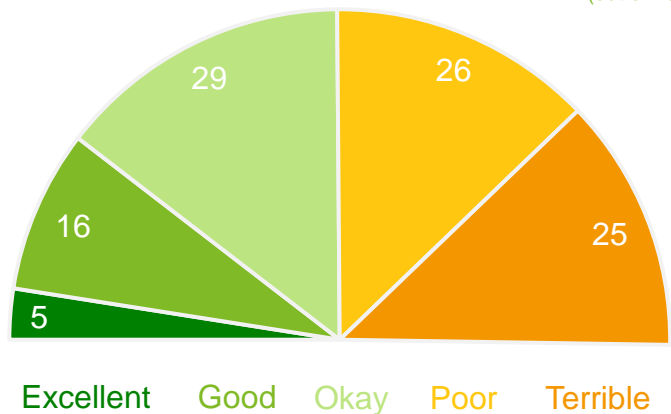
% of respondents

50%

Positive rating\*

38

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	38
Industry High	60
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
38	37	40	35	40	38	27	34	39	39	19	40	41	33	35	39	42	34	33	42	43	36	29

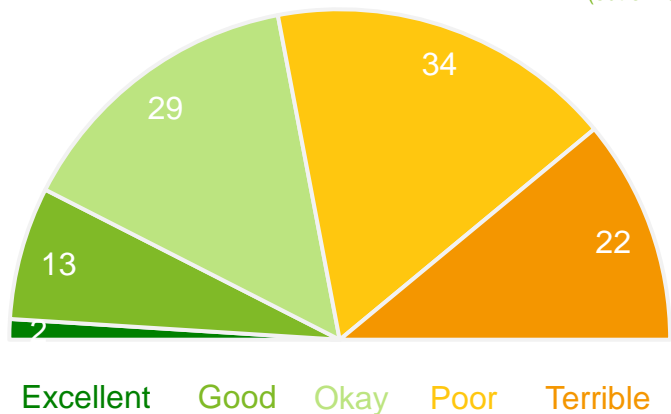
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 725). \* Positive Rating = excellent, good + okay

# Value for money from Council rates

## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	35
Industry High	61
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
35	35	34	32	37	37	25	29	33	34	23	33	38	33	32	36	36	32	30	39	38	34	28

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 996). \* Positive Rating = excellent, good + okay

# Openness and transparency of Council processes

## Performance ratings

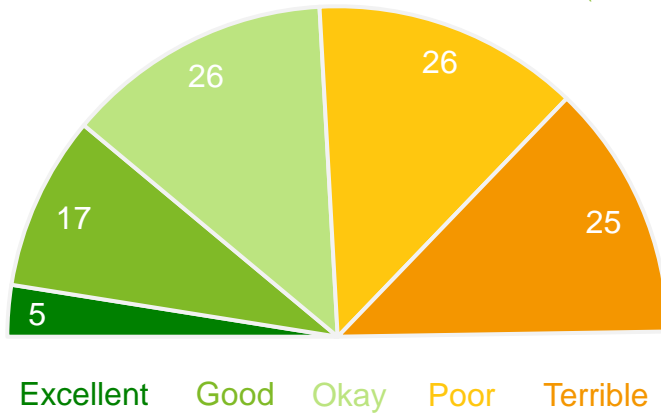
% of respondents

48%

38

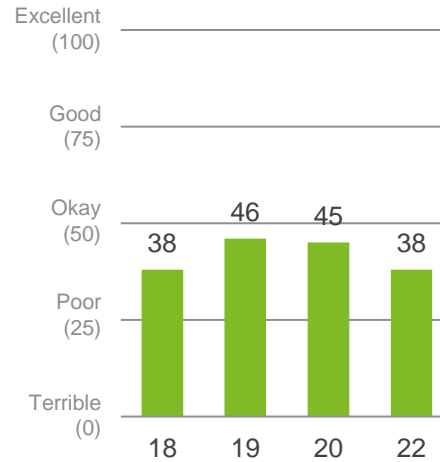
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	38
Industry High	50
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
38	38	38	37	39	39	30	35	39	40	26	38	40	37	37	38	44	32	44	43	39	36	29

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 751). \* Positive Rating = excellent, good + okay

# Advocacy and lobbying

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

## Performance ratings

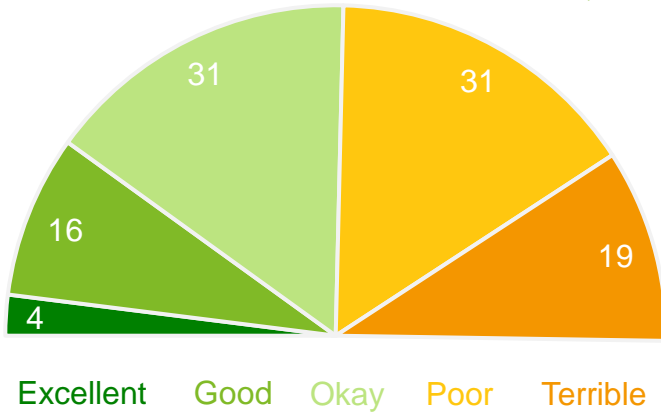
% of respondents

51%

Positive rating\*

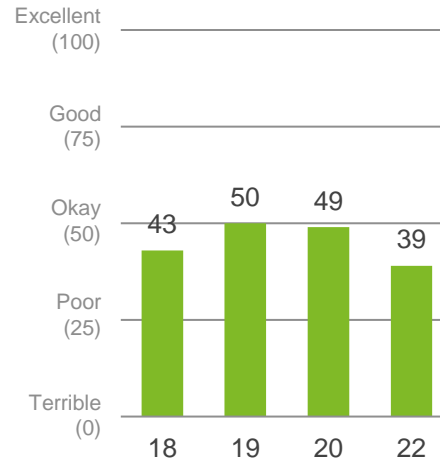
39

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	39
Industry High	59
Industry Average	46

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
39	39	39	37	40	39	33	37	40	39	27	41	40	36	39	39	45	38	40	44	39	38	32

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 689). \* Positive Rating = excellent, good + okay

# How the community is consulted about local issues

## Performance ratings

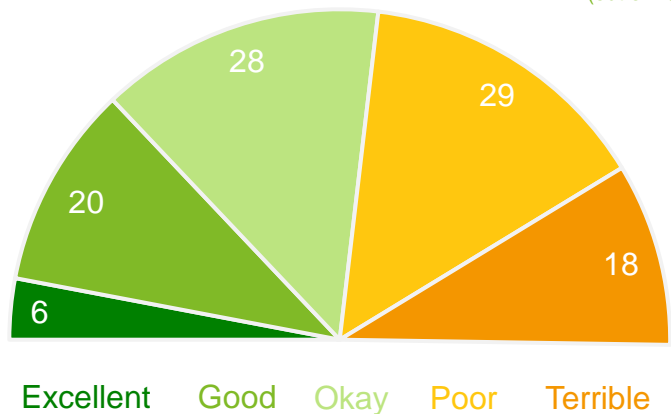
% of respondents

54%

Positive rating\*

42

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	42
Industry High	60
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
42	42	39	41	42	42	37	39	43	42	35	41	43	37	39	43	41	36	45	47	45	41	32

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 817). \* Positive Rating = excellent, good + okay

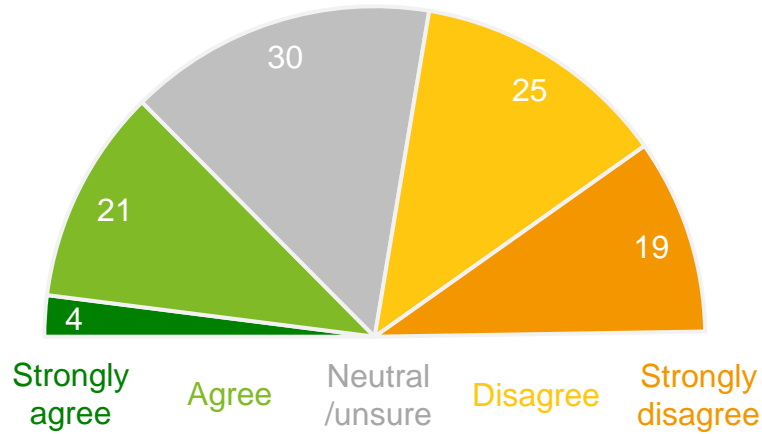
# The Shire listens to and respects residents' views

## Level of agreement

% of respondents

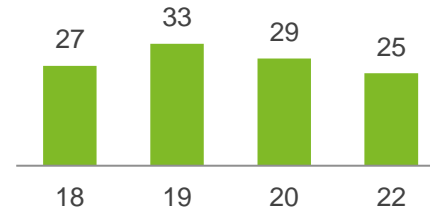
25%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Denmark	25
Industry High	53
Industry Average	29

## Variances 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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
25	24	35	24	26	25	23	22	25	23	21	27	25	30	23	26	24	18	29	30	28	25	14

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

Base: All respondents, excludes 'no response' (n = 1031).

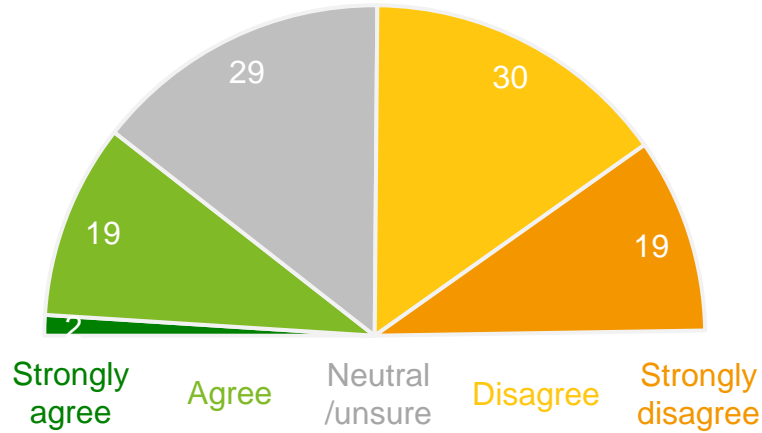
# The Shire has a good understanding of community needs

## Level of agreement

% of respondents

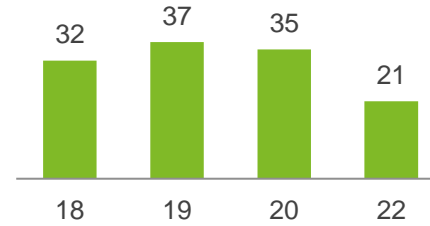
21%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Denmark	21
Industry High	58
Industry Average	31

## 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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
21	21	21	19	22	21	19	17	22	24	17	22	21	23	19	21	19	12	26	23	21	23	11

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

Base: All respondents, excludes 'no response' (n = 1030).

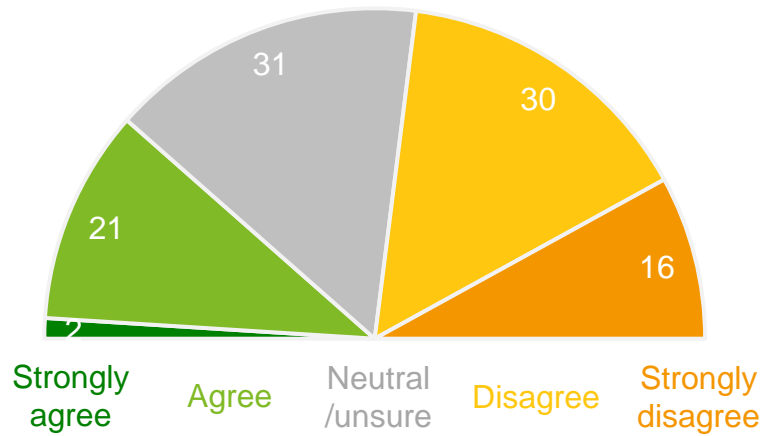
# The Shire clearly explains reasons for its decisions and how residents' views have been taken into account

## Level of agreement

% of respondents

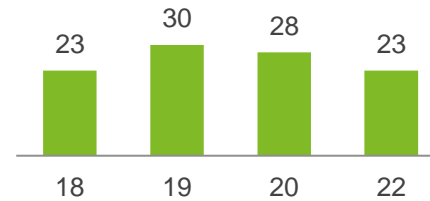
23%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Denmark	23
Industry High	39
Industry Average	25

## Variances 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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
23	22	30	22	24	25	20	20	23	19	19	23	24	25	22	23	23	20	28	27	26	21	16

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

Base: All respondents, excludes 'no response' (n = 1033).



# How the community is informed about what's happening in the local area

## Performance ratings

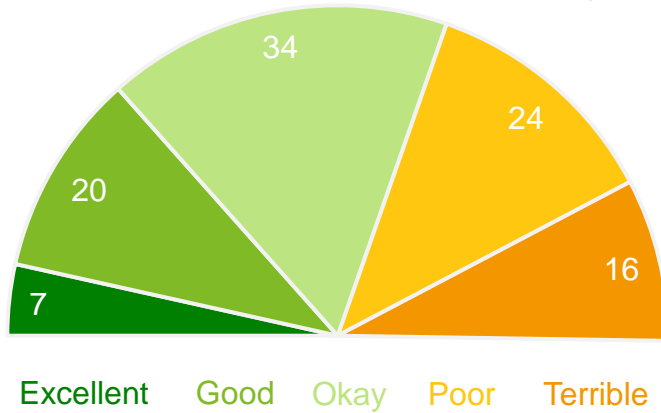
% of respondents

61%

Positive rating\*

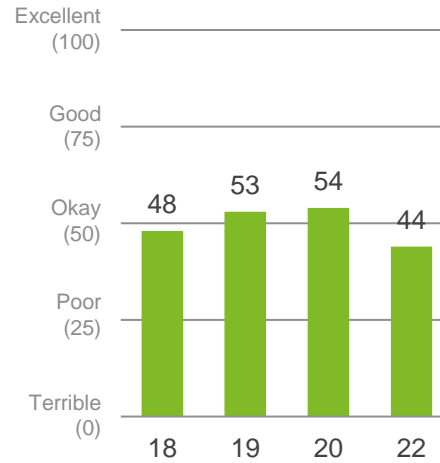
44

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	44
Industry High	62
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
44	45	42	44	45	45	41	42	44	46	39	44	46	41	42	46	45	36	49	50	47	44	37

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 827). \* Positive Rating = excellent, good + okay

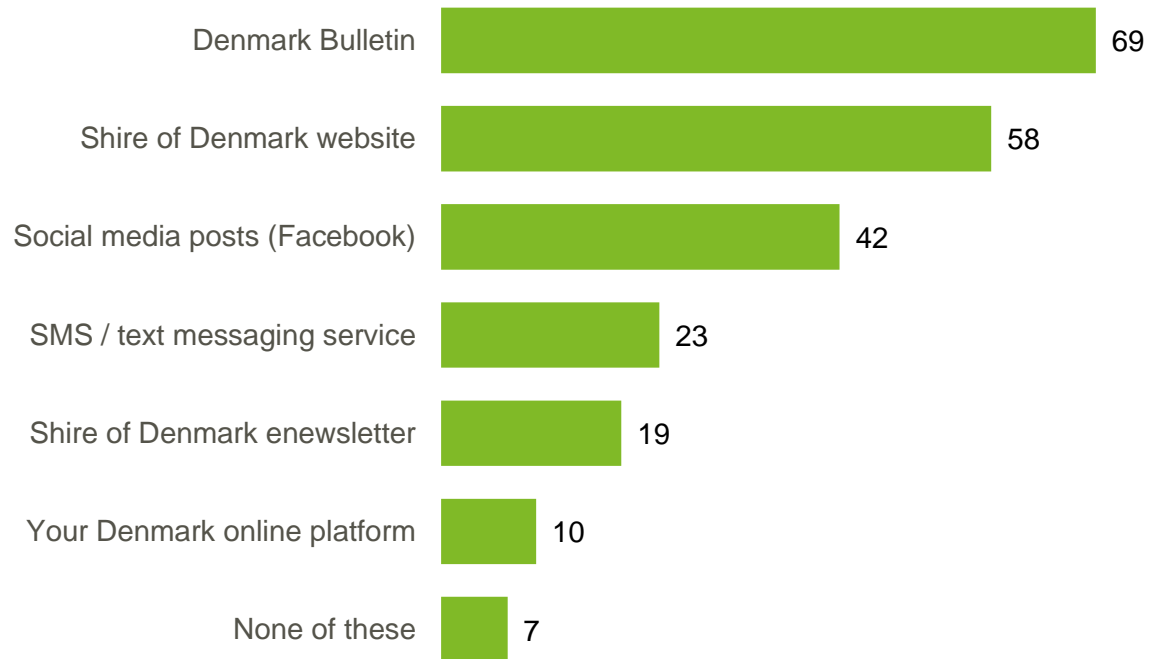
# Current sources of information

Denmark Bulletin, Shire of Denmark website and social media posts are the main ways that residents receive information and updates from the Shire about what's happening in the local area, followed by SMS / text messaging services, and the Shire of Denmark e-newsletter.

Only 10% of respondents receive information and updates via 'Your Denmark online platform'.

## Current sources of information | from the Shire about what's happening in the local area

% of respondents



Q. In the last 12 months, which channels have you used to get information on Shire news and activities?

Base: All respondents, excludes no response (n = 957)

# Current sources of information

## Audience variances

The Denmark Bulletin appears to be most effective at reaching renters, seniors, those with no children, and those in Shadforth / William Bay.

The Shire website appears to be most effective at reaching those aged 35-54 and those in Kordabup / Kentdale / Parryville and Shadforth / William Bay.

Social media posts are the most effective at reaching renters, those with children under 12 and those under the age of 54.

Young people prefer to receive communication via social media posts, whilst seniors mostly receive information from the Denmark Bulletin.

## Community Variances

% of respondents

	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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
Denmark Bulletin	69	68	78	65	72	77	48	57	59	69	44	61	78	65	60	72	42	56	60	76	83	71	45
Shire Website	58	58	56	54	61	56	60	60	62	60	49	66	55	50	59	57	50	70	55	69	59	58	40
Social media	42	41	60	33	51	38	52	54	49	36	52	53	35	36	41	42	33	37	44	43	47	42	37
SMS / Text	23	23	21	19	26	25	26	22	17	22	19	25	23	18	21	24	12	19	21	22	25	25	25
Shire newsletter	19	19	17	19	18	22	8	17	16	15	17	19	19	16	15	20	15	11	13	27	19	17	17
Your Denmark online platform	10	10	14	10	10	12	8	9	9	9	15	10	9	11	8	11	10	14	6	9	15	9	10
None of these	7	7	7	9	4	6	8	8	12	5	15	6	5	13	8	6	20	7	5	6	3	4	19

Q. In the last 12 months, which channels have you used to get information on Shire news and activities?

Base: All respondents, excludes no response (n = 957)

# How the Shire embraces change, innovation and technology

## Performance ratings

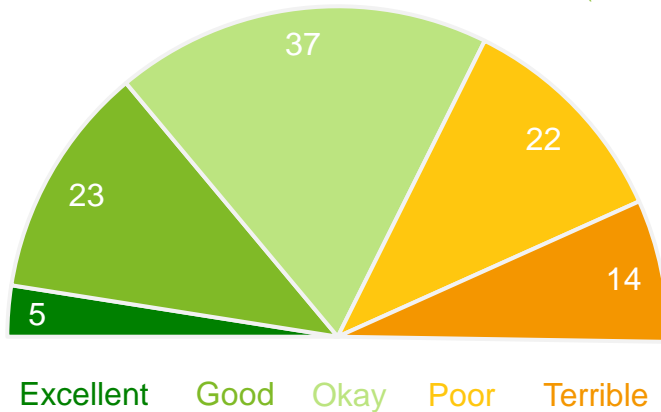
% of respondents

65%

Positive rating\*

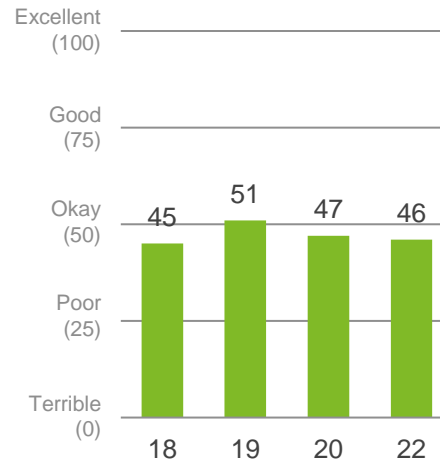
46

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	46
Industry High	61
Industry Average	50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
46	46	45	44	47	48	33	41	45	52	29	47	50	43	47	45	59	44	49	52	47	43	37

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 644). \* Positive Rating = excellent, good + okay

# Customer service

## Performance ratings

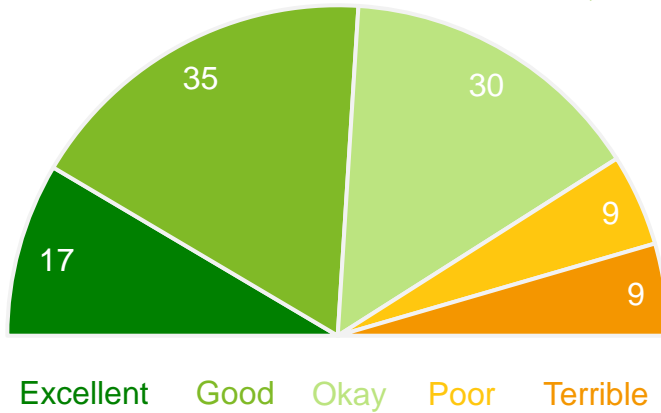
% of respondents

82%

Positive rating\*

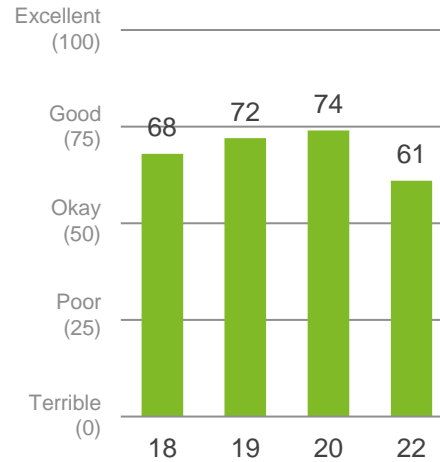
61

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	61
Industry High	69
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
61	60	64	59	62	62	47	58	60	64	43	62	63	54	60	61	61	56	60	68	66	58	52

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

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

Community

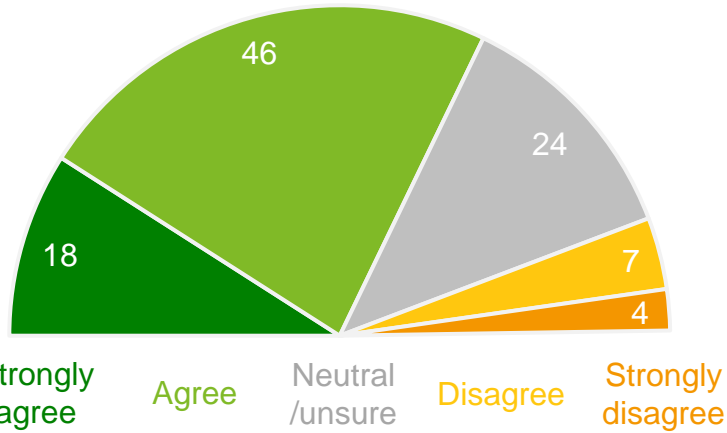
# I feel like I belong in my local community

## Level of agreement

% of respondents

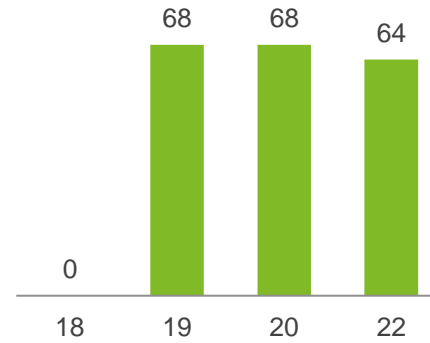
64%

Total Agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Denmark	64
Industry High	67
Industry Average	60

## 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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
64	64	65	62	66	63	65	69	59	63	64	67	63	62	61	65	50	62	64	75	71	62	49

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

Base: All respondents, excludes 'no response' (n = 1032).

# Services and facilities for youth

## Performance ratings

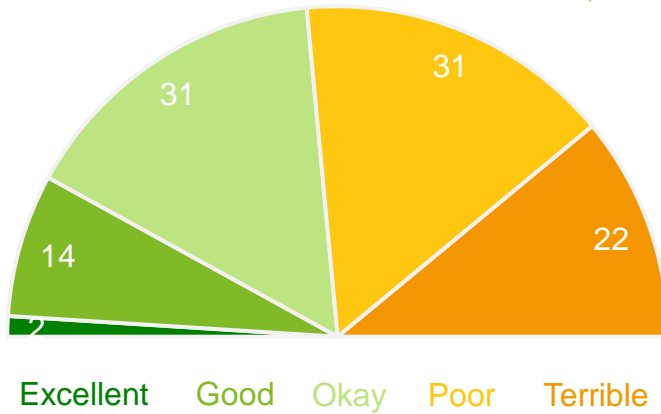
% of respondents

47%

36

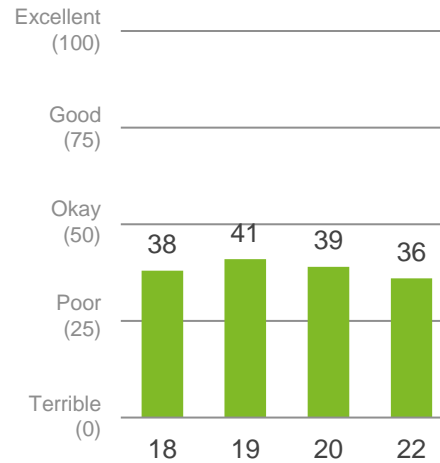
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	36
Industry High	66
Industry Average	48

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
36	36	34	39	33	44	25	25	27	35	22	28	47	35	40	34	45	39	34	39	38	34	27

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

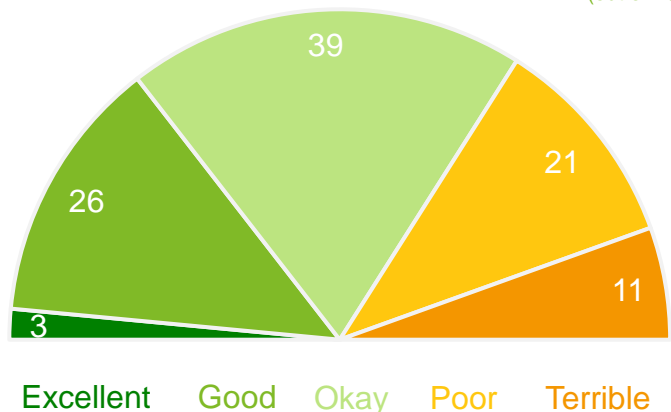
Base: All respondents, excludes 'unsure' and 'no response' (n = 703). \* Positive Rating = excellent, good + okay



# Services and facilities for families and children

## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	47
Industry High	70
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
47	47	51	47	47	53	31	38	44	53	33	43	54	43	50	46	53	51	44	52	52	45	36

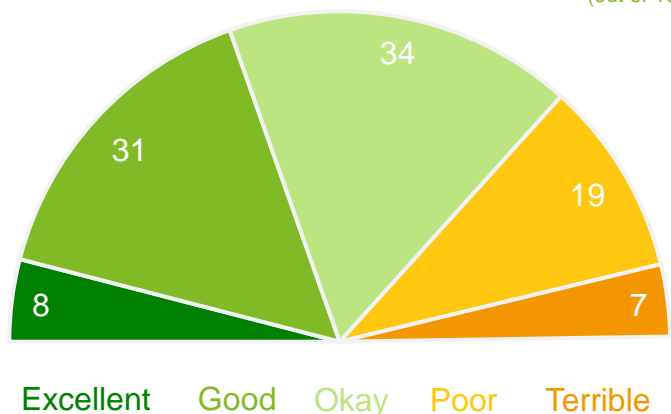
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 754). \* Positive Rating = excellent, good + okay

# Facilities, services and care available for seniors

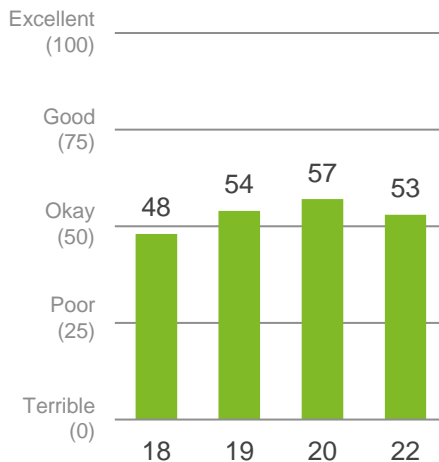
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	53
Industry High	67
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
53	53	56	53	54	52	48	58	57	56	52	56	53	50	53	54	49	56	48	57	55	53	50

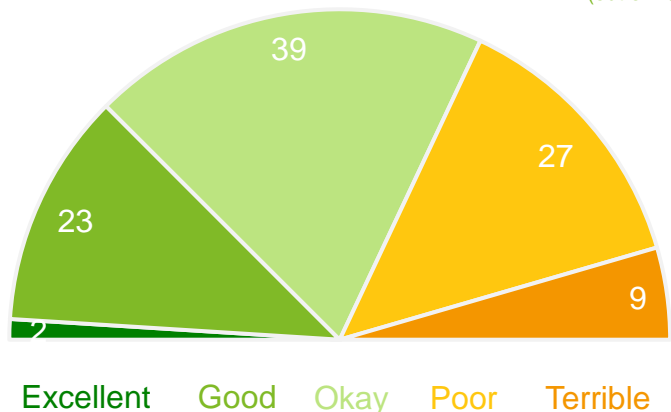
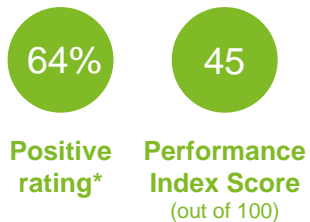
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 790). \* Positive Rating = excellent, good + okay

# Disability access and inclusion

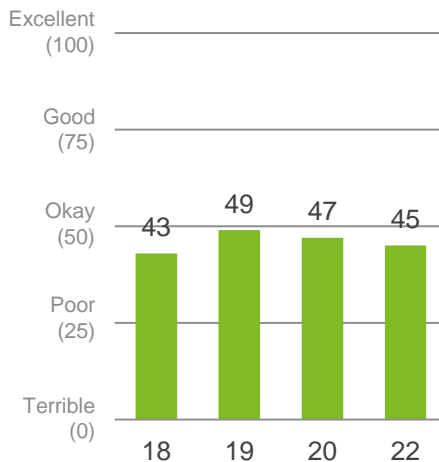
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	45
Industry High	65
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
45	45	46	48	43	45	38	48	49	43	38	47	46	37	45	45	44	48	40	48	43	46	43

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

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

# Recognition and respect for Aboriginal people, history and heritage

## Performance ratings

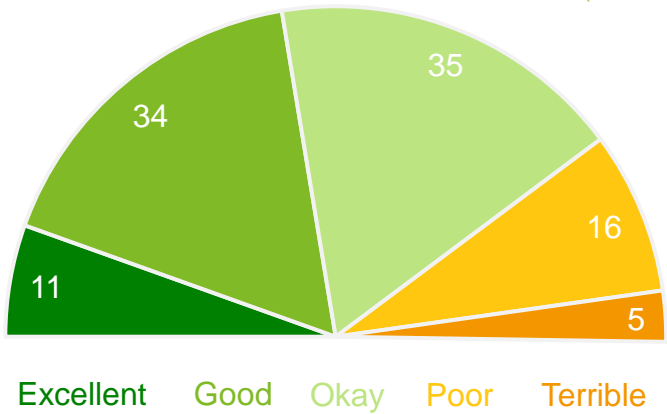
% of respondents

80%

58

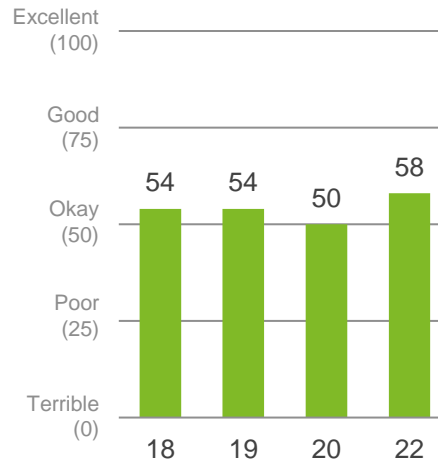
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	58
Industry High	72
Industry Average	62

## 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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
58	58	56	60	55	58	47	57	63	60	52	59	58	61	59	57	63	60	63	61	56	56	55

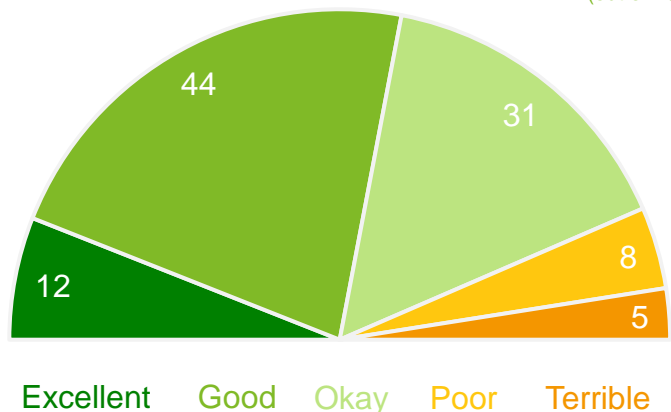
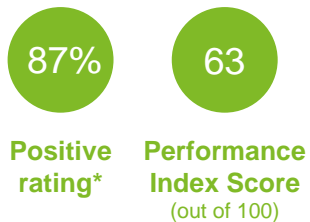
Q. How would you rate performance in the following areas?

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

# Volunteer support and recognition

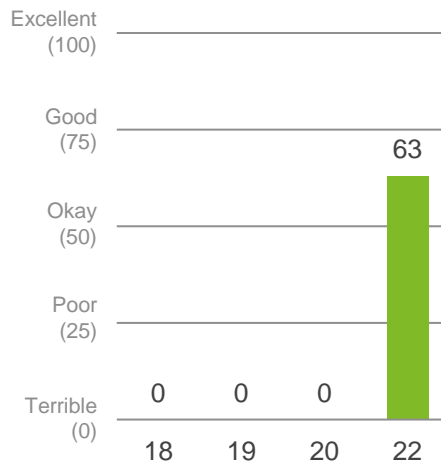
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	63
Industry High	70
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
63	63	65	60	66	64	53	61	63	69	49	63	66	58	63	63	62	58	61	66	67	62	55

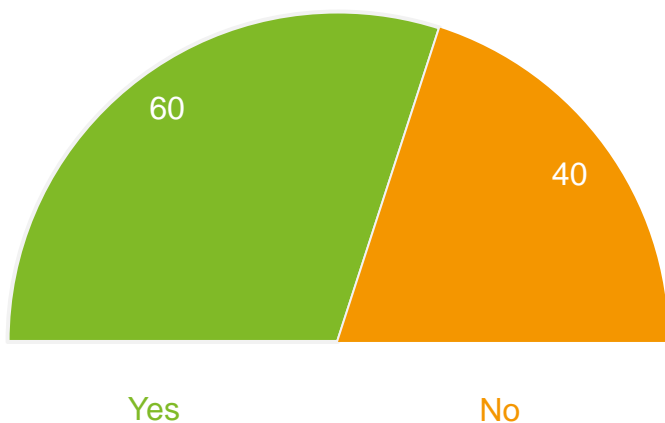
Q. How would you rate performance in the following areas?

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

# Participation in unpaid voluntary work

## Participated in any unpaid voluntary work over the past 12 months

% of respondents



60% of participants have participated in unpaid work over the past 12 months, including bushfire and emergency services, coaching or welfare work.

Participation in unpaid voluntary work is greater among people who are renting, those with a child aged 6-17 years of age, and those living in Ocean Beach.

Participation is lowest among young people, those with a child under the age of 5, and people living in Scotsdale and Hay.

## 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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
60	59	70	60	60	57	49	74	74	62	53	64	59	60	54	62	55	56	48	63	68	60	47

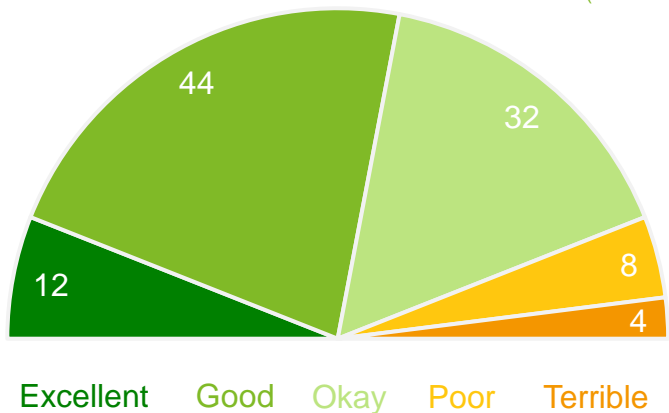
Q. Over the past 12 months, have you done any unpaid voluntary work? For example, bushfire and emergency services, welfare work, being on committees, coaching a sporting team, canteen duties, school P&C activities, etc.

Base: All respondents, excludes no response (n = 952)

# Community safety and crime prevention

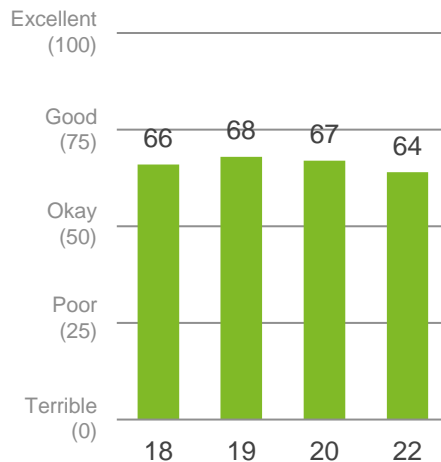
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	64
Industry High	65
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
64	63	67	61	67	64	60	63	63	62	59	64	65	59	64	63	56	60	70	67	65	63	54

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

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

# Access to health and community services

## Performance ratings

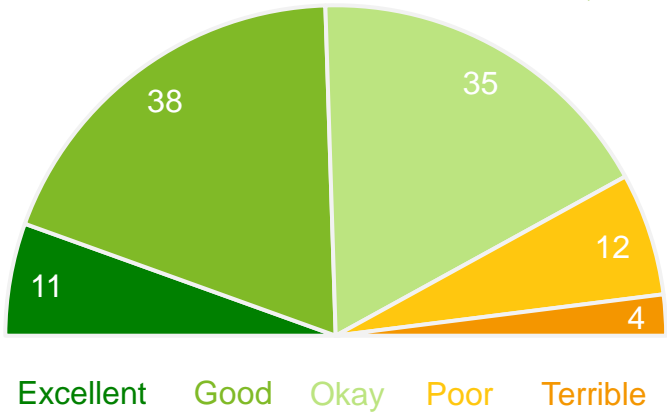
% of respondents

84%

Positive rating\*

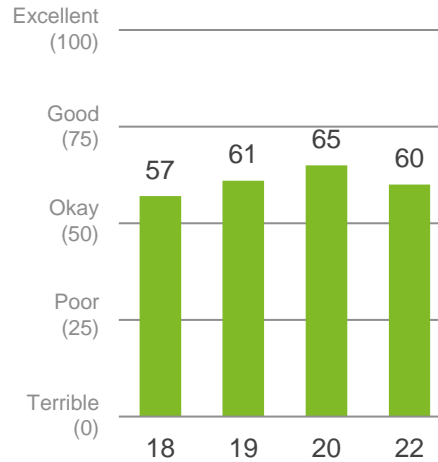
60

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	60
Industry High	74
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
60	60	59	61	59	61	53	58	59	62	56	58	62	53	58	61	58	57	57	64	61	59	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 949). \* Positive Rating = excellent, good + okay



# Public health and wellbeing programs and education

## Performance ratings

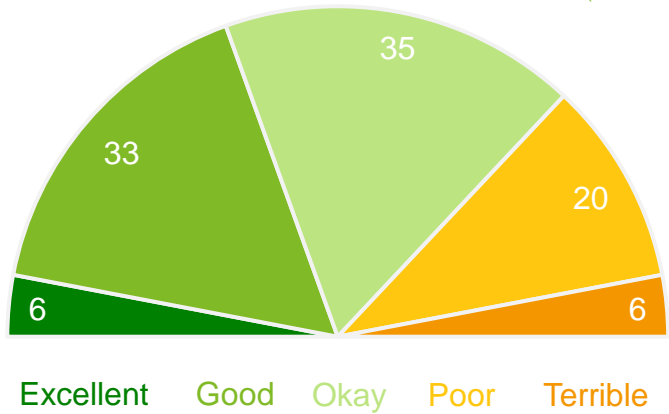
% of respondents

74%

Positive rating\*

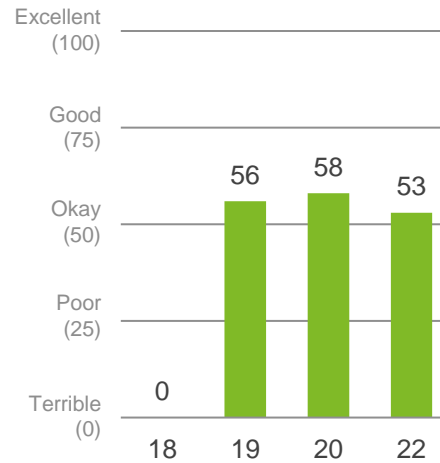
53

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	53
Industry High	65
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
53	53	51	54	53	55	43	49	47	54	46	51	56	46	54	53	50	53	53	58	56	52	47

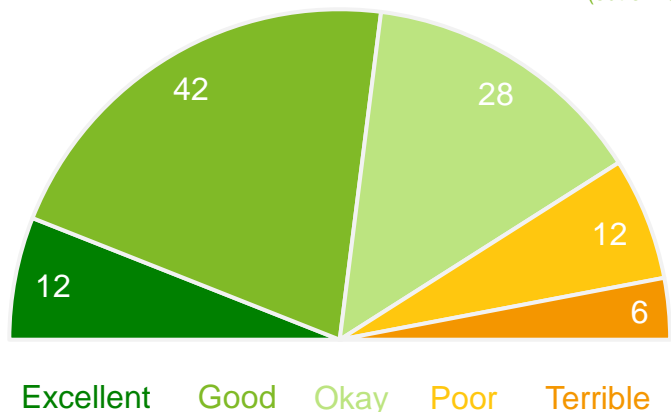
Q. How would you rate performance in the following areas?

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

# Sport and recreation facilities and services

## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	60
Industry High	81
Industry Average	65

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
60	60	58	58	62	64	45	52	55	67	49	55	65	54	61	60	59	67	56	64	64	58	53

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

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

# Library services

## Performance ratings

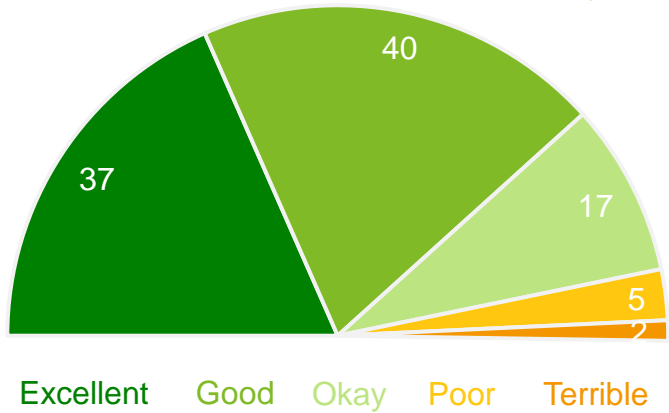
% of respondents

94%

Positive rating\*

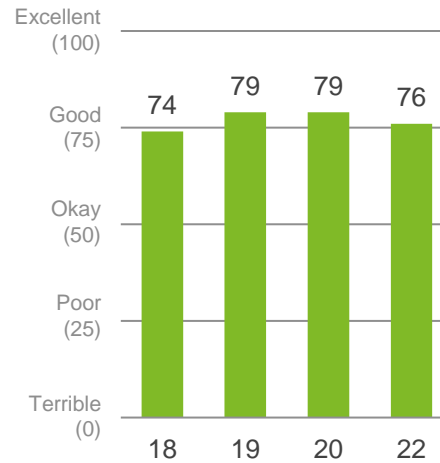
76

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	76
Industry High	82
Industry Average	71

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
76	76	80	73	80	80	62	69	72	78	59	72	82	73	75	77	68	75	78	79	80	77	63

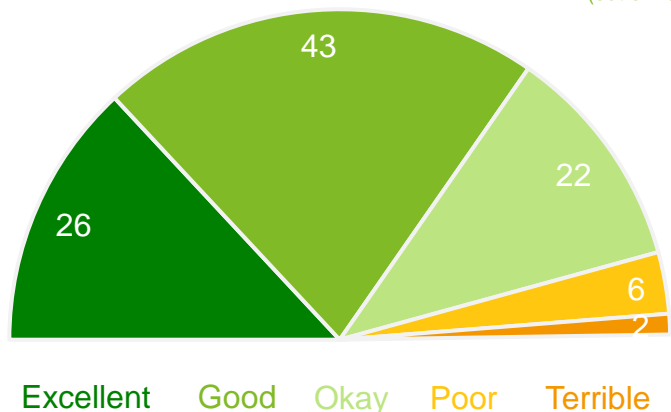
Q. How would you rate performance in the following areas?

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

# Festivals, events, art and cultural activities

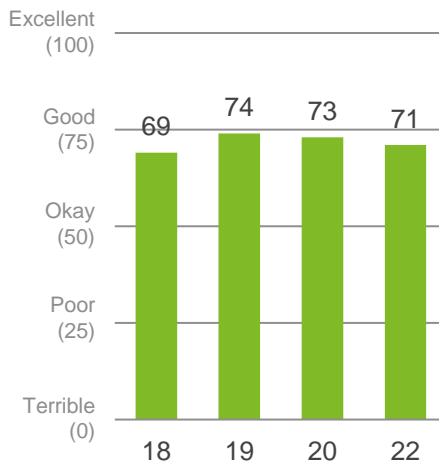
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	71
Industry High	75
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
71	71	74	68	74	73	62	69	70	77	65	69	74	70	74	70	65	76	73	75	75	70	61

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 983). \* Positive Rating = excellent, good + okay

# How local history and heritage is preserved and promoted

## Performance ratings

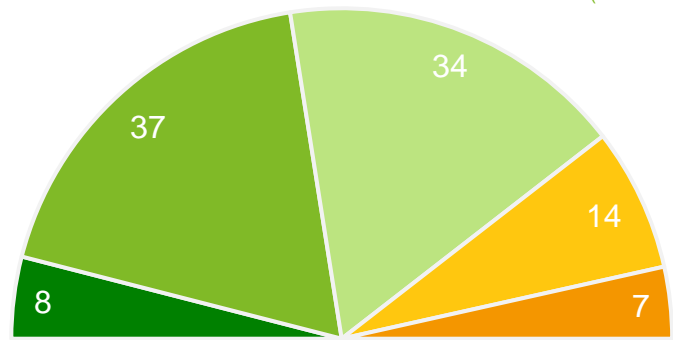
% of respondents

79%

56

Positive rating\*

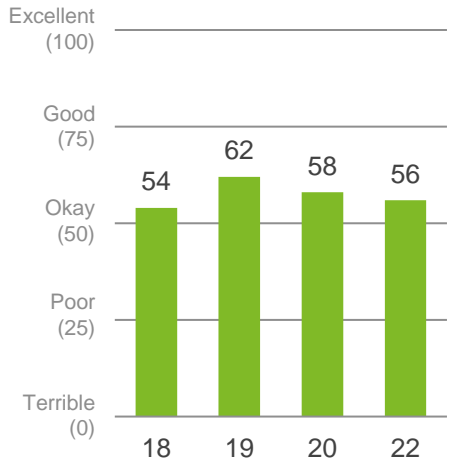
Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	56
Industry High	73
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
56	56	58	54	58	57	49	54	55	55	48	56	58	55	54	57	56	47	57	59	57	57	49

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

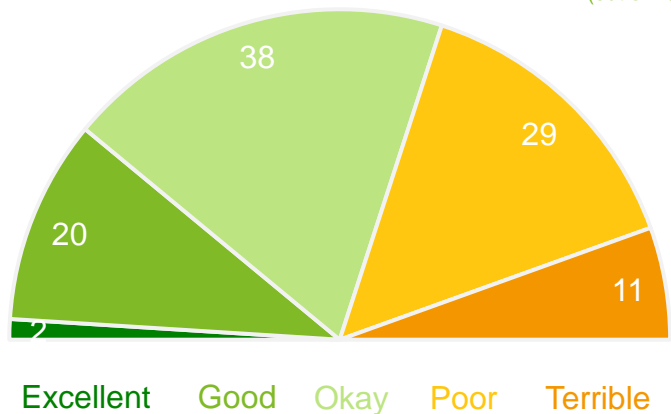
Base: All respondents, excludes 'unsure' and 'no response' (n = 899). \* Positive Rating = excellent, good + okay

# Built Environment

# Managing responsible growth and development

## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	43
Industry High	58
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
43	43	42	43	43	44	35	39	42	47	36	43	45	37	43	43	45	46	48	44	44	41	36

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

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

# Area's character and identity

## Performance ratings

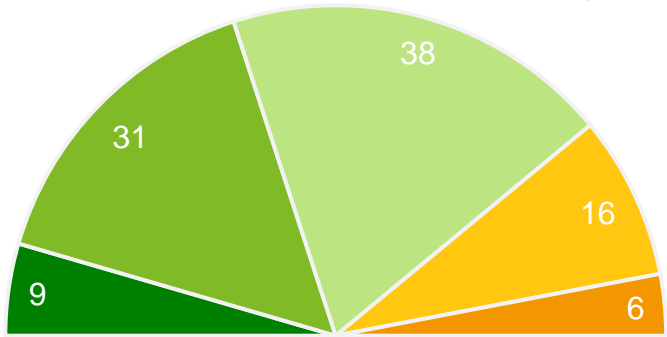
% of respondents

78%

Positive rating\*

55

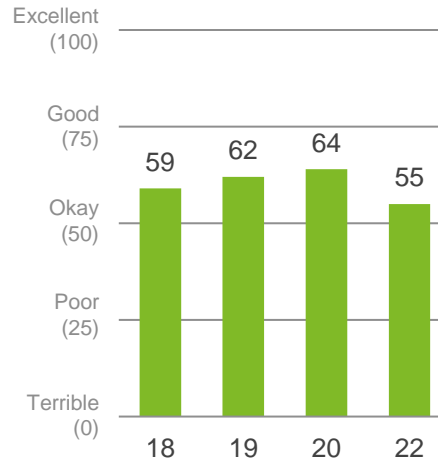
Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	55
Industry High	65
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
55	55	60	55	56	56	51	49	55	59	52	56	56	53	56	55	56	56	60	59	56	54	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 954). \* Positive Rating = excellent, good + okay



# Planning and building approvals

## Performance ratings

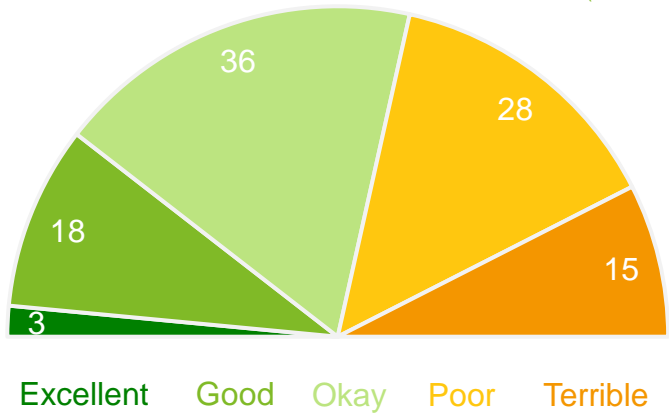
% of respondents

57%

Positive rating\*

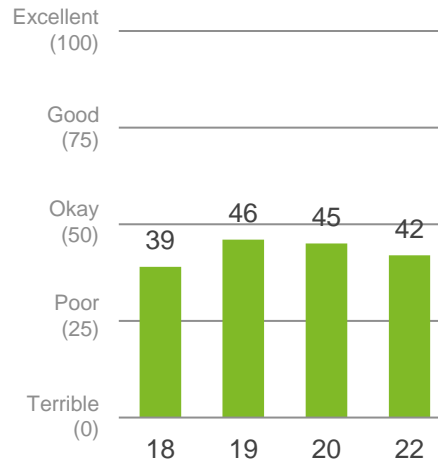
42

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	42
Industry High	59
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
42	42	39	41	43	42	40	45	36	42	39	41	43	37	41	42	41	40	45	46	43	40	37

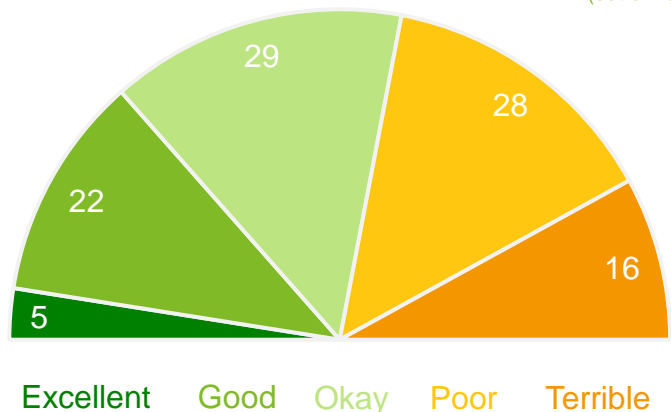
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 775). \* Positive Rating = excellent, good + okay

# Access to housing that meets your needs

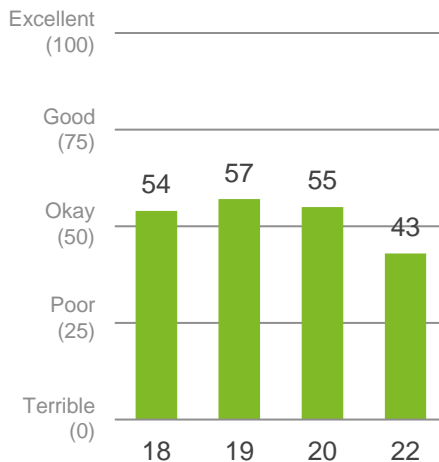
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	43
Industry High	68
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
43	46	25	46	41	46	37	38	40	37	29	39	49	36	46	42	47	45	50	46	43	42	38

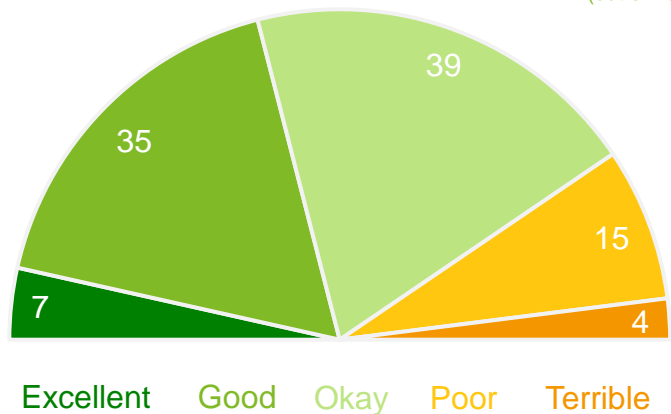
Q. How would you rate performance in the following areas?

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

# Community buildings, halls and toilets

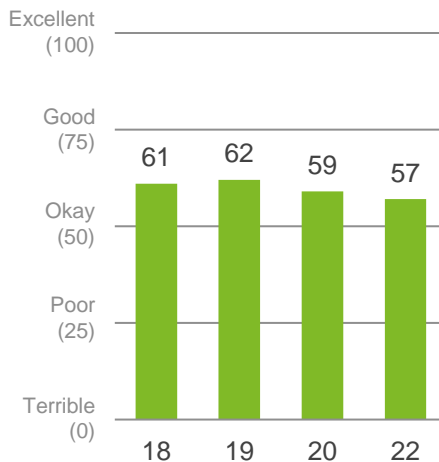
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	57
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
57	56	58	56	57	59	47	53	54	57	48	56	58	52	58	56	62	60	57	61	58	54	48

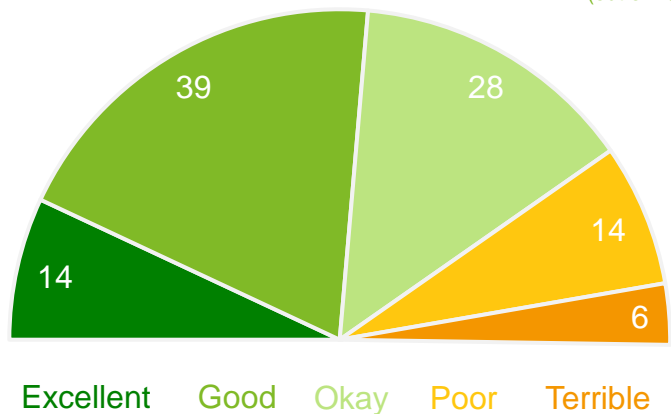
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 991). \* Positive Rating = excellent, good + okay

# Playgrounds, parks and reserves

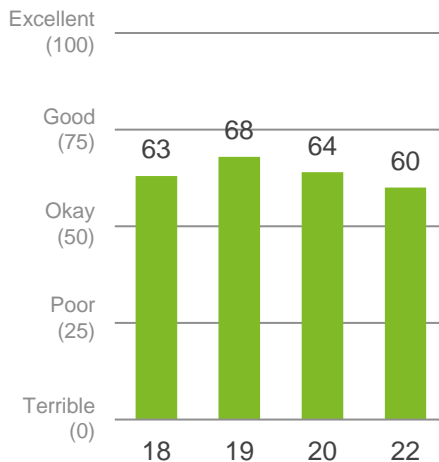
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	60
Industry High	81
Industry Average	67

## 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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
60	60	63	59	62	66	39	46	58	65	43	57	66	61	63	59	64	59	66	65	61	57	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 999). \* Positive Rating = excellent, good + okay

# Streetscapes

## Performance ratings

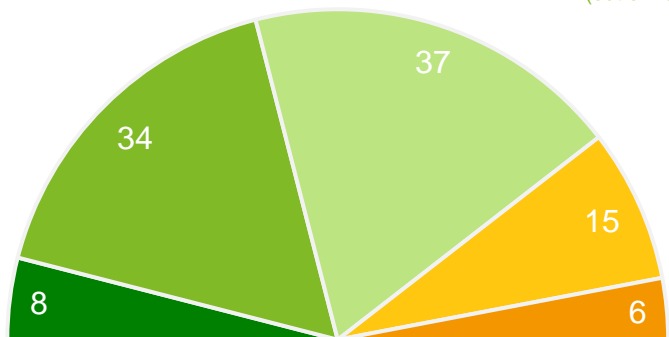
% of respondents

79%

Positive rating\*

56

Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark 56

Industry High 64

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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
56	56	56	52	59	58	49	53	53	58	49	55	58	52	61	54	60	66	62	61	56	52	47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 997). \* Positive Rating = excellent, good + okay

# Footpaths, trails and cycleways

## Performance ratings

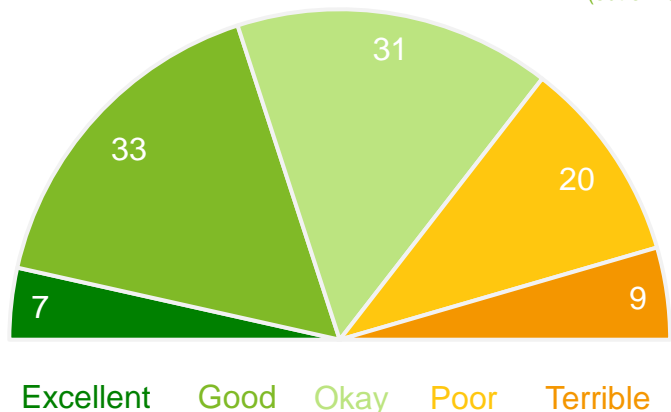
% of respondents

71%

Positive rating\*

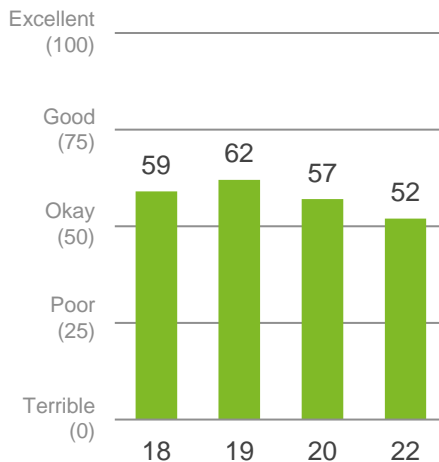
52

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	52
Industry High	68
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
52	52	54	49	55	55	39	44	48	57	41	50	56	44	55	51	59	63	50	52	54	50	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1000). \* Positive Rating = excellent, good + okay

# Lighting of streets and public places

## Performance ratings

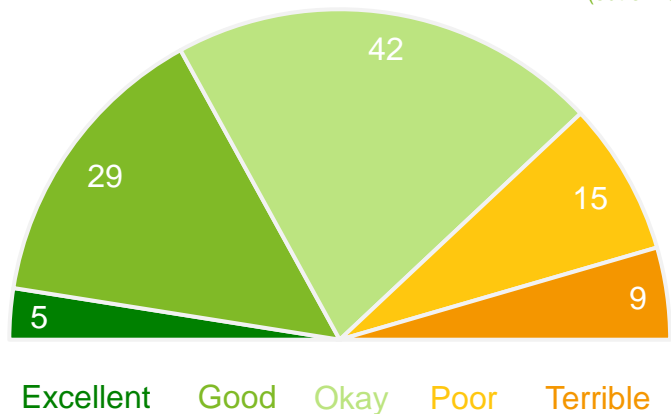
% of respondents

76%

Positive rating\*

52

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	52
Industry High	64
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
52	51	56	51	53	53	48	48	46	53	45	51	54	46	56	50	54	60	56	56	52	49	44

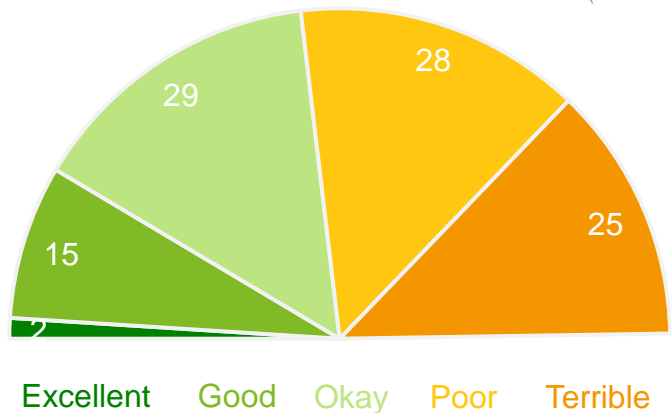
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 941). \* Positive Rating = excellent, good + okay

# Building and maintaining local roads

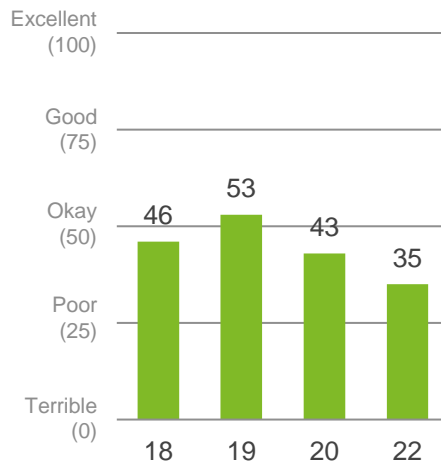
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	35
Industry High	67
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
35	35	39	32	38	36	27	35	35	32	27	36	36	31	32	36	35	32	34	41	35	34	31

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1005). \* Positive Rating = excellent, good + okay



# Traffic management on local roads

## Performance ratings

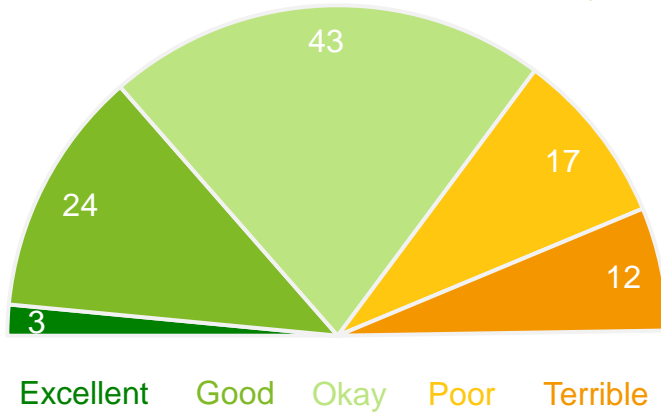
% of respondents

70%

47

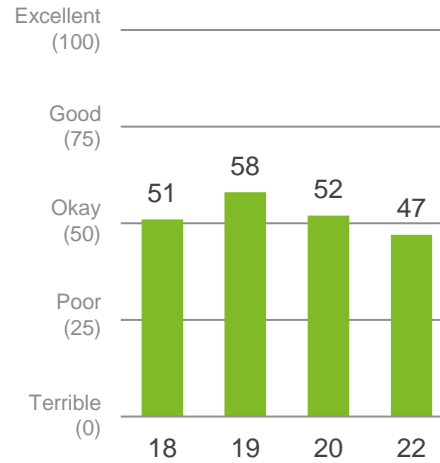
Positive rating\*

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	47
Industry High	64
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
47	47	50	44	50	48	40	45	44	48	37	49	49	42	49	47	47	54	45	52	50	45	40

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 969). \* Positive Rating = excellent, good + okay

# Storm water drainage

## Performance ratings

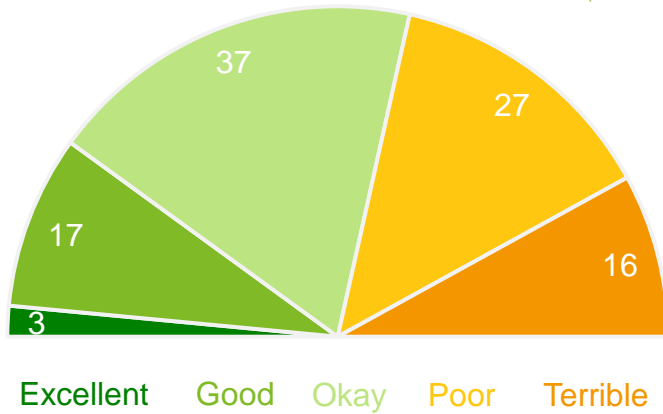
% of respondents

57%

Positive rating\*

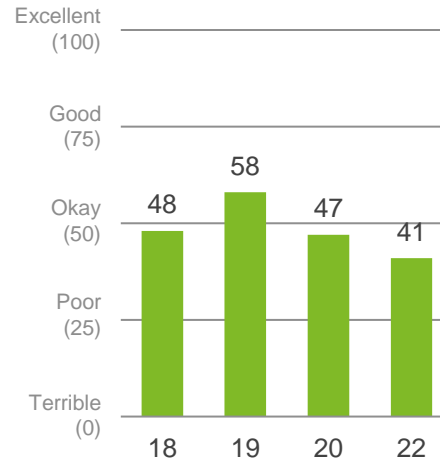
41

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	41
Industry High	65
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
41	41	36	39	43	41	38	44	38	41	32	43	42	38	39	42	43	39	38	47	41	41	35

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 924). \* Positive Rating = excellent, good + okay

# Natural Environment

# Conservation and environmental management

(including land, bush, rivers, inlets and the coast)

## Performance ratings

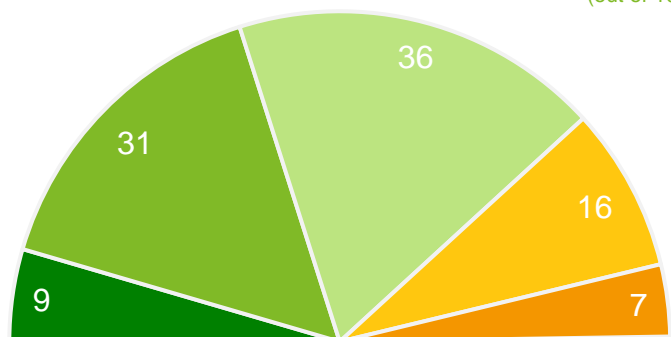
% of respondents

76%

Positive rating\*

55

Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	55
Industry High	68
Industry Average	54

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
55	55	59	53	57	53	55	56	58	55	53	58	54	51	55	55	52	56	65	56	54	55	46

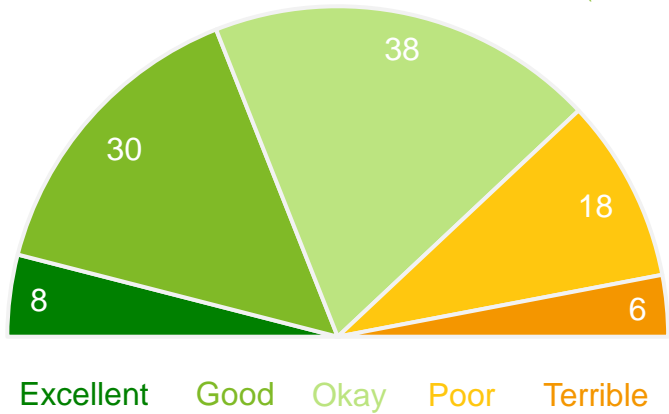
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 978). \* Positive Rating = excellent, good + okay

# Efforts to promote and adopt sustainable practices to manage climate change

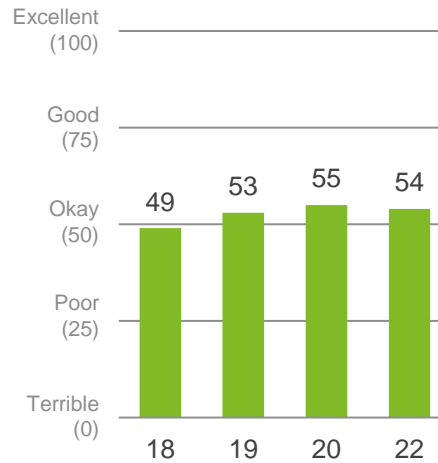
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
Industry High	68
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
54	54	56	53	55	55	51	54	56	55	53	54	55	47	55	54	53	61	59	55	56	53	44

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 930). \* Positive Rating = excellent, good + okay

# Waste collection services

## Performance ratings

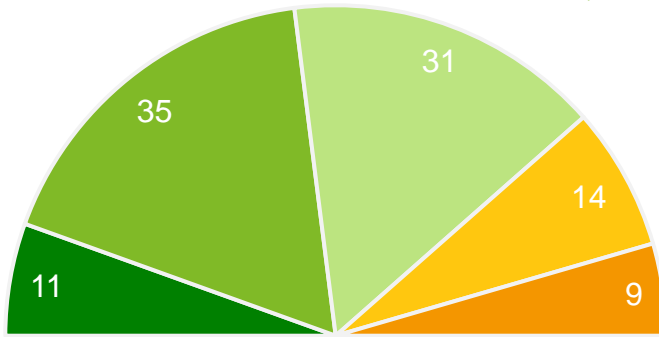
% of respondents

77%

56

Positive rating\*

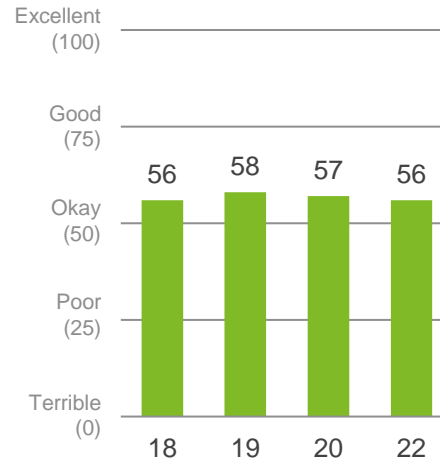
Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark 56

Industry High 77

Industry Average 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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
56	55	61	53	58	59	44	53	55	54	41	54	60	52	44	60	46	38	43	59	62	60	46

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

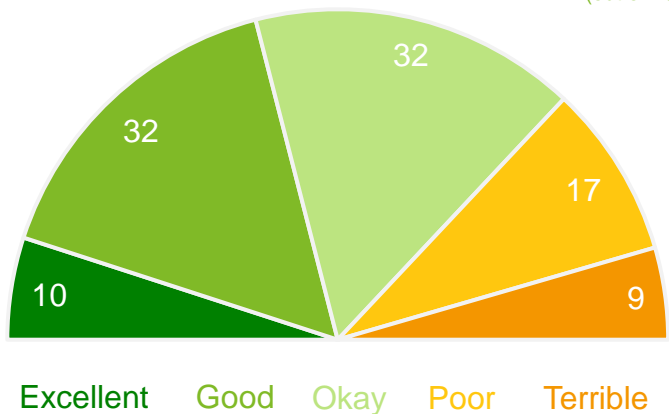
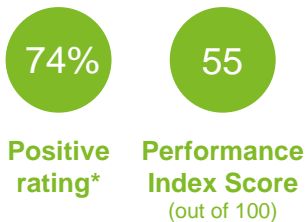
Base: All respondents, excludes 'unsure' and 'no response' (n = 964). \* Positive Rating = excellent, good + okay

# Natural disaster management

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

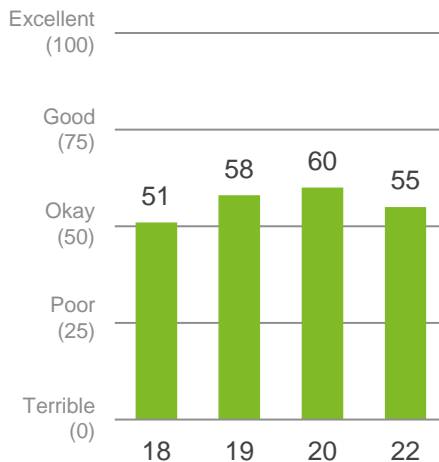
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	55
Industry High	69
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
55	54	58	53	57	55	52	57	54	54	48	55	56	50	51	56	44	55	53	61	58	55	42

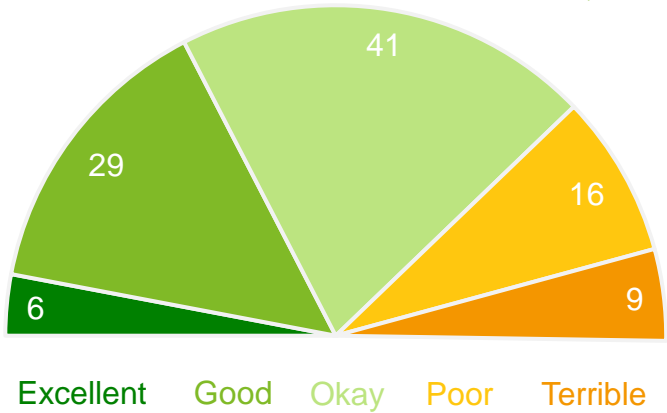
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 922). \* Positive Rating = excellent, good + okay

# Animal management (dogs and cats)

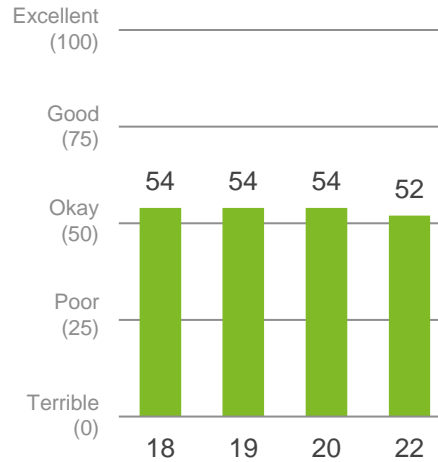
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	52
Industry High	67
Industry Average	54

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
52	52	55	49	55	50	52	56	56	49	49	55	51	43	54	51	55	51	54	58	52	50	45

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

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



# Economic Development

# Place to own or operate a business

(compared to other regional towns)

## Performance ratings

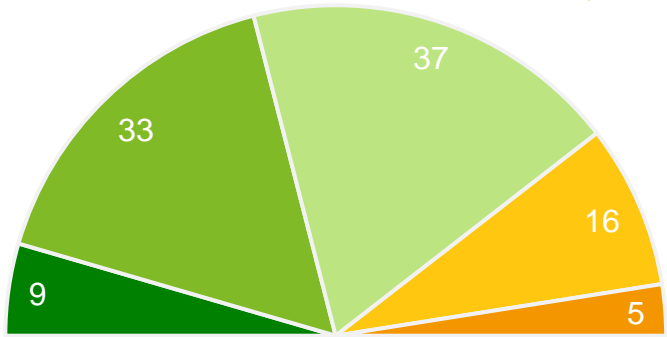
% of respondents

79%

Positive rating\*

56

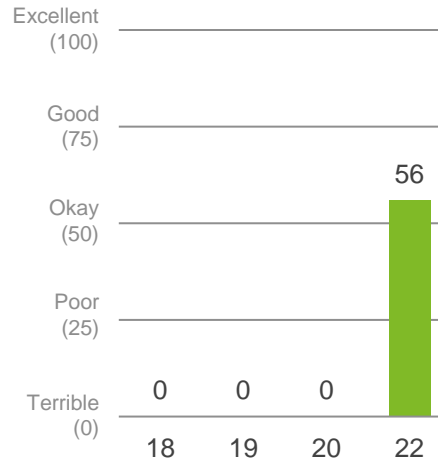
Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark 56

Industry High 71

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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
56	56	64	53	60	58	55	49	50	56	55	55	58	50	56	57	56	56	58	59	59	57	48

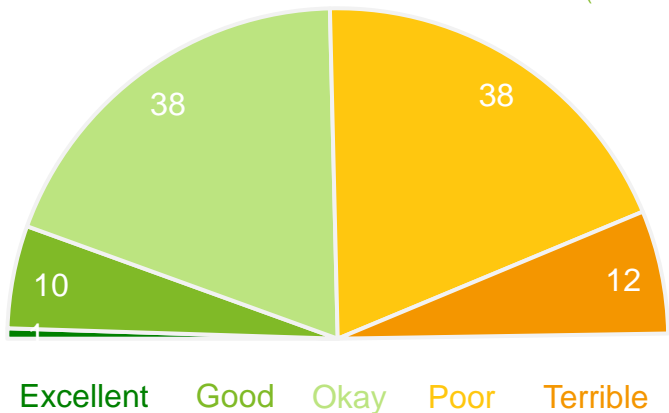
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 754). \* Positive Rating = excellent, good + okay

# Economic development and job creation

## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	37
Industry High	57
Industry Average	46

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
37	37	39	37	38	38	32	36	36	36	31	39	38	33	38	37	38	35	40	43	40	36	29

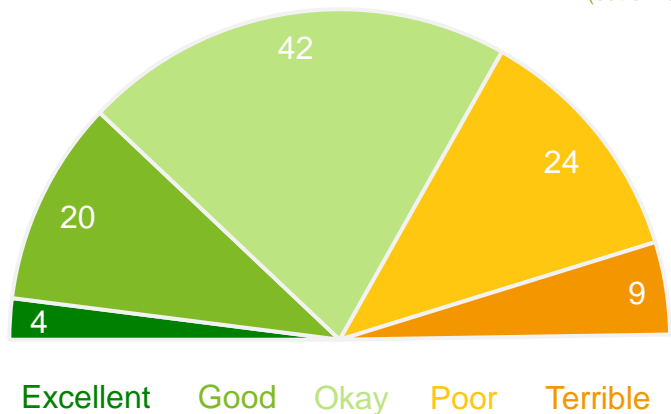
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 667). \* Positive Rating = excellent, good + okay

# Developing and supporting agriculture

## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	46
Industry High	57
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
46	45	59	44	50	47	43	47	48	48	41	49	47	42	38	51	46	33	38	46	52	51	45

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 553). \* Positive Rating = excellent, good + okay

# Place to visit

## Performance ratings

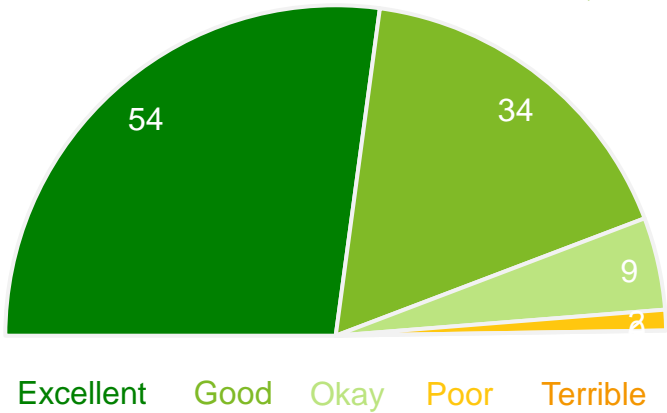
% of respondents

97%

Positive rating\*

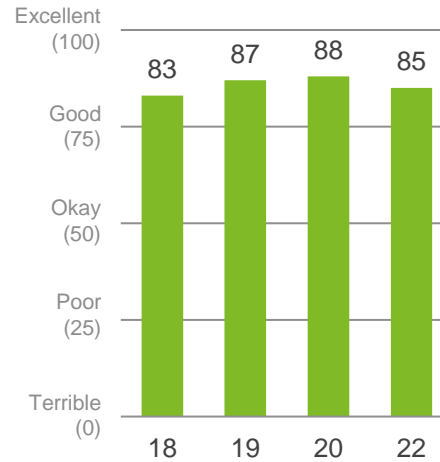
85

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	85
Industry High	87
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
85	85	87	83	87	86	78	81	84	90	79	84	87	84	85	85	80	88	88	88	86	84	80

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1037). \* Positive Rating = excellent, good + okay

# Tourism attractions and marketing

## Performance ratings

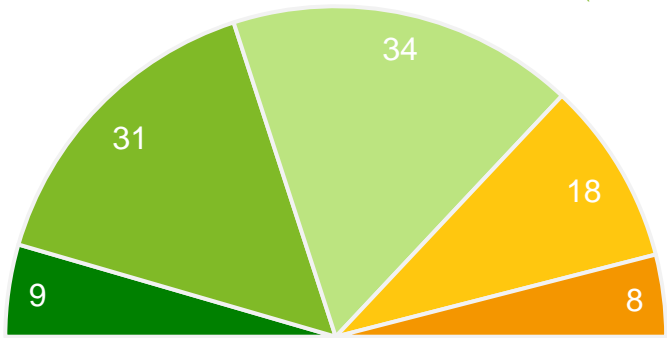
% of respondents

74%

Positive rating\*

54

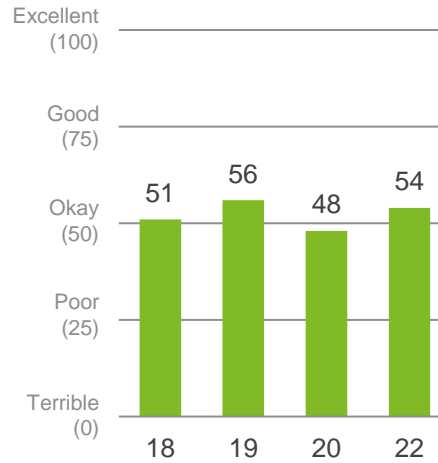
Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
Industry High	65
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
54	53	58	50	57	52	50	51	57	63	51	56	53	53	55	53	62	61	54	54	56	52	44

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 832). \* Positive Rating = excellent, good + okay

# How Denmark town centre is being developed

## Performance ratings

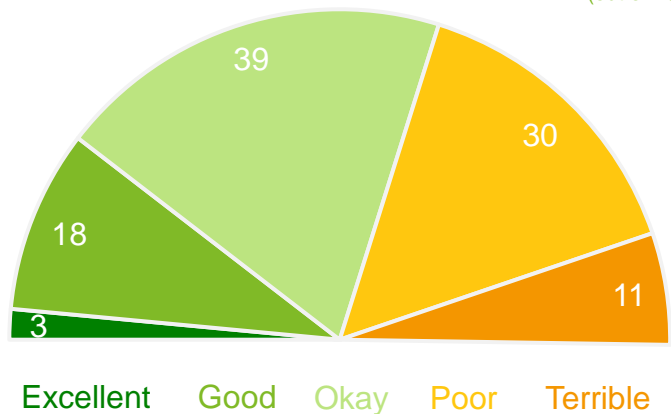
% of respondents

60%

Positive rating\*

43

Performance Index Score (out of 100)



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Denmark	43
Industry High	64
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	Farm / rural	Town	Peaceful Bay and surrounds	Kordabup/Kentdale/P'ville	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay
43	43	47	42	45	44	35	42	42	45	41	43	44	38	45	43	53	45	47	47	45	40	35

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 837). \* Positive Rating = excellent, good + okay

# Overview of Community Variances



# Summary of community variances

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town / other	Peaceful Bay and surrounds Kordabup/ Kentdale/P <sup>e</sup> vill	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay	
<b>Overall place to live</b>	83	83	85	84	83	84	79	80	79	83	<b>77</b>	83	85	<b>78</b>	84	83	<b>78</b>	84	86	<b>88</b>	85	83	<b>74</b>
<b>LEADERSHIP &amp; COMMUNICATION</b>																							
Place to own or operate a business	56	56	<b>64</b>	53	60	58	55	<b>49</b>	<b>50</b>	56	55	55	58	<b>50</b>	56	57	56	56	58	59	59	57	<b>48</b>
Place to visit	85	85	87	83	87	86	<b>78</b>	81	84	<b>90</b>	<b>79</b>	84	87	84	85	85	<b>80</b>	88	88	88	86	84	<b>80</b>
Governing organisation	46	45	<b>52</b>	42	49	47	<b>36</b>	<b>40</b>	45	48	<b>35</b>	47	48	43	46	46	49	43	48	50	47	44	<b>41</b>
Value for money from Council rates	35	35	34	32	37	37	<b>25</b>	<b>29</b>	33	34	<b>23</b>	33	38	33	32	36	36	32	<b>30</b>	39	38	34	<b>28</b>
Council's leadership	38	37	40	35	40	38	<b>27</b>	34	39	39	<b>19</b>	40	41	<b>33</b>	35	39	42	34	<b>33</b>	42	<b>43</b>	36	<b>29</b>
Advocacy and lobbying	39	39	39	37	40	39	<b>33</b>	37	40	39	<b>27</b>	41	40	36	39	39	<b>45</b>	38	40	<b>44</b>	39	38	<b>32</b>
Openness and transparency	38	38	38	37	39	39	<b>30</b>	35	39	40	<b>26</b>	38	40	37	37	38	<b>44</b>	<b>32</b>	<b>44</b>	<b>43</b>	39	36	<b>29</b>
Consultation	42	42	39	41	42	42	<b>37</b>	39	43	42	<b>35</b>	41	43	<b>37</b>	39	43	41	<b>36</b>	45	<b>47</b>	45	41	<b>32</b>
Communication	44	45	42	44	45	45	41	42	44	46	<b>39</b>	44	46	41	42	46	45	<b>36</b>	<b>49</b>	<b>50</b>	47	44	<b>37</b>
Customer service	61	60	64	59	62	62	<b>47</b>	58	60	64	<b>43</b>	62	63	<b>54</b>	60	61	61	<b>56</b>	60	<b>68</b>	<b>66</b>	58	<b>52</b>
Embracing change, innovation and technology	46	46	45	44	47	48	<b>33</b>	<b>41</b>	45	<b>52</b>	<b>29</b>	47	50	43	47	45	<b>59</b>	44	49	<b>52</b>	47	43	<b>37</b>
<b>NATURAL ENVIRONMENT</b>																							
Conservation and environmental management	55	55	59	53	57	53	55	56	58	55	53	58	54	51	55	55	52	56	<b>65</b>	56	54	55	<b>46</b>
Sustainable practices / climate change	54	54	56	53	55	55	51	54	56	55	53	54	55	<b>47</b>	55	54	53	<b>61</b>	<b>59</b>	55	56	53	<b>44</b>
Waste collection services	56	55	<b>61</b>	53	58	59	<b>44</b>	53	55	54	<b>41</b>	54	60	52	<b>44</b>	60	<b>46</b>	<b>38</b>	<b>43</b>	59	<b>62</b>	60	<b>46</b>
Natural disaster management	55	54	58	53	57	55	52	57	54	54	<b>48</b>	55	56	<b>50</b>	51	56	<b>44</b>	55	53	<b>61</b>	58	55	<b>42</b>
Animal management (dogs and cats)	52	52	55	49	55	50	52	56	56	49	49	55	51	<b>43</b>	54	51	55	51	54	<b>58</b>	52	50	<b>45</b>

# 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	Farm / rural	Town / other	Peaceful Bay and surrounds Kordabup/ Kentdale/P <sup>e</sup> vill	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay	
<b>COMMUNITY</b>																							
Youth services and facilities	36	36	34	39	33	44	25	25	27	35	22	28	47	35	40	34	45	39	34	39	38	34	27
Family / children services and facilities	47	47	51	47	47	53	31	38	44	53	33	43	54	43	50	46	53	51	44	52	52	45	36
Seniors' services, facilities and care	53	53	56	53	54	52	48	58	57	56	52	56	53	50	53	54	49	56	48	57	55	53	50
Disability access and inclusion	45	45	46	48	43	45	38	48	49	43	38	47	46	37	45	45	44	48	40	48	43	46	43
Aboriginal recognition and respect	58	58	56	60	55	58	47	57	63	60	52	59	58	61	59	57	63	60	63	61	56	56	55
Volunteer support and recognition	63	63	65	60	66	64	53	61	63	69	49	63	66	58	63	63	62	58	61	66	67	62	55
Community safety & crime prevention	64	63	67	61	67	64	60	63	63	62	59	64	65	59	64	63	56	60	70	67	65	63	54
Health and community services	60	60	59	61	59	61	53	58	59	62	56	58	62	53	58	61	58	57	57	64	61	59	55
Public health and wellbeing programs	53	53	51	54	53	55	43	49	47	54	46	51	56	46	54	53	50	53	53	58	56	52	47
Sport and recreation facilities/services	60	60	58	58	62	64	45	52	55	67	49	55	65	54	61	60	59	67	56	64	64	58	53
Library services	76	76	80	73	80	80	62	69	72	78	59	72	82	73	75	77	68	75	78	79	80	77	63
Festivals, events, art and culture	71	71	74	68	74	73	62	69	70	77	65	69	74	70	74	70	65	76	73	75	75	70	61
Local history and heritage	56	56	58	54	58	57	49	54	55	55	48	56	58	55	54	57	56	47	57	59	57	57	49

# Summary of community variances

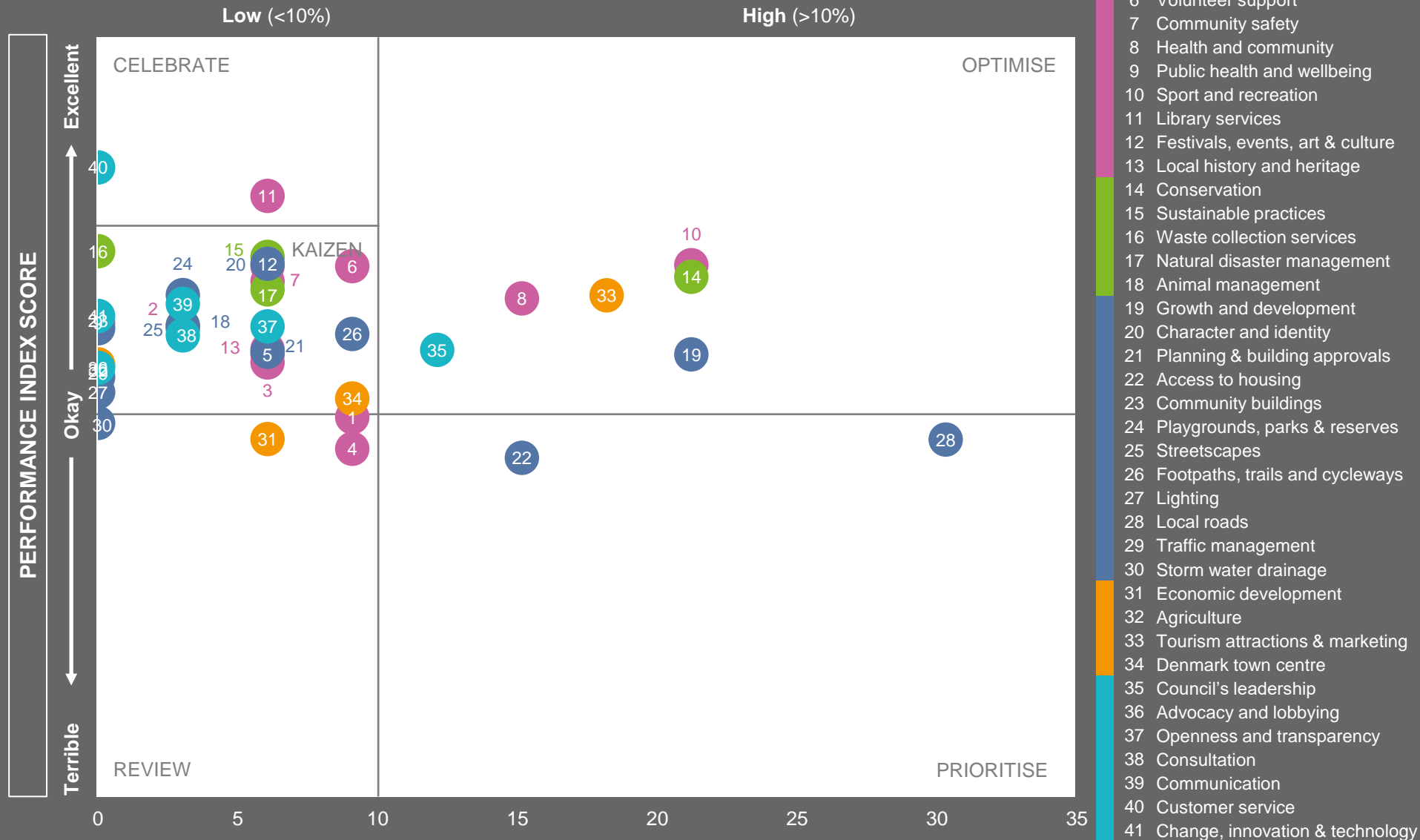
	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Farm / rural	Town / other	Peaceful Bay and surrounds Kordabup/Kentdale/P <sup>v</sup> ill <sup>e</sup>	Scotsdale	Shadforth / William Bay	Ocean Beach	Denmark	Hay	
<b>BUILT ENVIRONEMNT</b>																							
Responsible growth and development	43	43	42	43	43	44	35	39	42	47	36	43	45	37	43	43	45	46	48	44	44	41	36
Character and identity	55	55	60	55	56	56	51	49	55	59	52	56	56	53	56	55	56	56	60	59	56	54	48
Planning and building approvals	42	42	39	41	43	42	40	45	36	42	39	41	43	37	41	42	41	40	45	46	43	40	37
Access to housing	43	46	25	46	41	46	37	38	40	37	29	39	49	36	46	42	47	45	50	46	43	42	38
Community buildings, halls and toilets	57	56	58	56	57	59	47	53	54	57	48	56	58	52	58	56	62	60	57	61	58	54	48
Playgrounds, parks and reserves	60	60	63	59	62	66	39	46	58	65	43	57	66	61	63	59	64	59	66	65	61	57	55
Streetscapes	56	56	56	52	59	58	49	53	53	58	49	55	58	52	61	54	60	66	62	61	56	52	47
Footpaths, trails and cycleways	52	52	54	49	55	55	39	44	48	57	41	50	56	44	55	51	59	63	50	52	54	50	43
Lighting of streets and public places	52	51	56	51	53	53	48	48	46	53	45	51	54	46	56	50	54	60	56	56	52	49	44
Local roads	35	35	39	32	38	36	27	35	35	32	27	36	36	31	32	36	35	32	34	41	35	34	31
Traffic management	47	47	50	44	50	48	40	45	44	48	37	49	49	42	49	47	47	54	45	52	50	45	40
Storm water drainage	41	41	36	39	43	41	38	44	38	41	32	43	42	38	39	42	43	39	38	47	41	41	35
<b>ECONOMIC DEVELOPMENT</b>																							
Economic development	37	37	39	37	38	38	32	36	36	36	31	39	38	33	38	37	38	35	40	43	40	36	29
Developing and supporting agriculture	46	45	59	44	50	47	43	47	48	48	41	49	47	42	38	51	46	33	38	46	52	51	45
Tourism attractions and marketing	54	53	58	50	57	52	50	51	57	63	51	56	53	53	55	53	62	61	54	54	56	52	44
Denmark town centre development	43	43	47	42	45	44	35	42	42	45	41	43	44	38	45	43	53	45	47	47	45	40	35

# MARKYT community priorities

Other stakeholder groups

# MARKYT Community Priorities

## SHIRE AFFILIATE\* PRIORITIES (% of respondents)



- 1 Youth services and facilities
- 2 Family and children services
- 3 Seniors' services
- 4 Disability access
- 5 Aboriginal recognition
- 6 Volunteer support
- 7 Community safety
- 8 Health and community
- 9 Public health and wellbeing
- 10 Sport and recreation
- 11 Library services
- 12 Festivals, events, art & culture
- 13 Local history and heritage
- 14 Conservation
- 15 Sustainable practices
- 16 Waste collection services
- 17 Natural disaster management
- 18 Animal management
- 19 Growth and development
- 20 Character and identity
- 21 Planning & building approvals
- 22 Access to housing
- 23 Community buildings
- 24 Playgrounds, parks & reserves
- 25 Streetscapes
- 26 Footpaths, trails and cycleways
- 27 Lighting
- 28 Local roads
- 29 Traffic management
- 30 Storm water drainage
- 31 Economic development
- 32 Agriculture
- 33 Tourism attractions & marketing
- 34 Denmark town centre
- 35 Council's leadership
- 36 Advocacy and lobbying
- 37 Openness and transparency
- 38 Consultation
- 39 Communication
- 40 Customer service
- 41 Change, innovation & technology

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

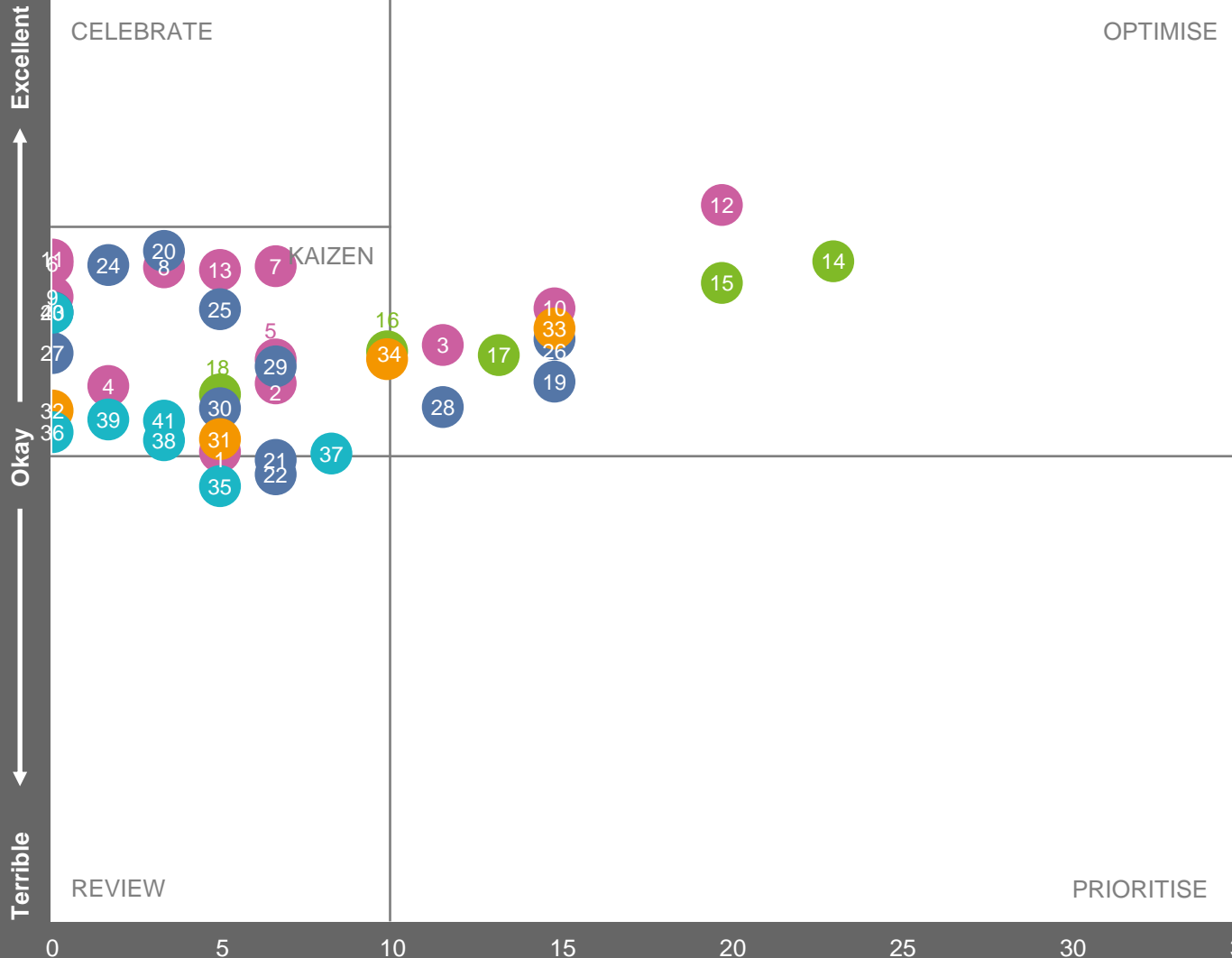
Q. Over the next 10 years, which areas would you mostly like the Shire of Denmark to focus on improving? Base: All respondents, excludes no response

# MARKYT Community Priorities

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

Low (<10%)

High (>10%)



- 1 Youth services and facilities
- 2 Family and children services
- 3 Seniors' services
- 4 Disability access
- 5 Aboriginal recognition
- 6 Volunteer support
- 7 Community safety
- 8 Health and community
- 9 Public health and wellbeing
- 10 Sport and recreation
- 11 Library services
- 12 Festivals, events, art & culture
- 13 Local history and heritage
- 14 Conservation
- 15 Sustainable practices
- 16 Waste collection services
- 17 Natural disaster management
- 18 Animal management
- 19 Growth and development
- 20 Character and identity
- 21 Planning & building approvals
- 22 Access to housing
- 23 Community buildings
- 24 Playgrounds, parks & reserves
- 25 Streetscapes
- 26 Footpaths, trails and cycleways
- 27 Lighting
- 28 Local roads
- 29 Traffic management
- 30 Storm water drainage
- 31 Economic development
- 32 Agriculture
- 33 Tourism attractions & marketing
- 34 Denmark town centre
- 35 Council's leadership
- 36 Advocacy and lobbying
- 37 Openness and transparency
- 38 Consultation
- 39 Communication
- 40 Customer service
- 41 Change, innovation & technology

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

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

# MARKYT Community Priorities

## VISITOR PRIORITIES (% of respondents)

Low (<10%)

High (>10%)



- 1 Youth services and facilities
- 2 Family and children services
- 3 Seniors' services
- 4 Disability access
- 5 Aboriginal recognition
- 6 Volunteer support
- 7 Community safety
- 8 Health and community
- 9 Public health and wellbeing
- 10 Sport and recreation
- 11 Library services
- 12 Festivals, events, art & culture
- 13 Local history and heritage
- 14 Conservation
- 15 Sustainable practices
- 16 Waste collection services
- 17 Natural disaster management
- 18 Animal management
- 19 Growth and development
- 20 Character and identity
- 21 Planning & building approvals
- 22 Access to housing
- 23 Community buildings
- 24 Playgrounds, parks & reserves
- 25 Streetscapes
- 26 Footpaths, trails and cycleways
- 27 Lighting
- 28 Local roads
- 29 Traffic management
- 30 Storm water drainage
- 31 Economic development
- 32 Agriculture
- 33 Tourism attractions & marketing
- 34 Denmark town centre
- 35 Council's leadership
- 36 Advocacy and lobbying
- 37 Openness and transparency
- 38 Consultation
- 39 Communication
- 40 Customer service
- 41 Change, innovation & technology

Please note: small sample size

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

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



[www.catalyse.com.au](http://www.catalyse.com.au)

Office 3, 996 Hay Street, Perth WA 6000

PO Box 8007, Cloisters Square WA 6850

Phone +618 9226 5674

Email: [info@catalyse.com.au](mailto:info@catalyse.com.au)

ABN 20 108 620 855

MARKYT 