



21 August 2018 - Attachment 8.4.2a

MARKYT  Community Scorecard ©

Prepared for: Shire of Denmark

Prepared by: Catalyse Pty Ltd

June 2018

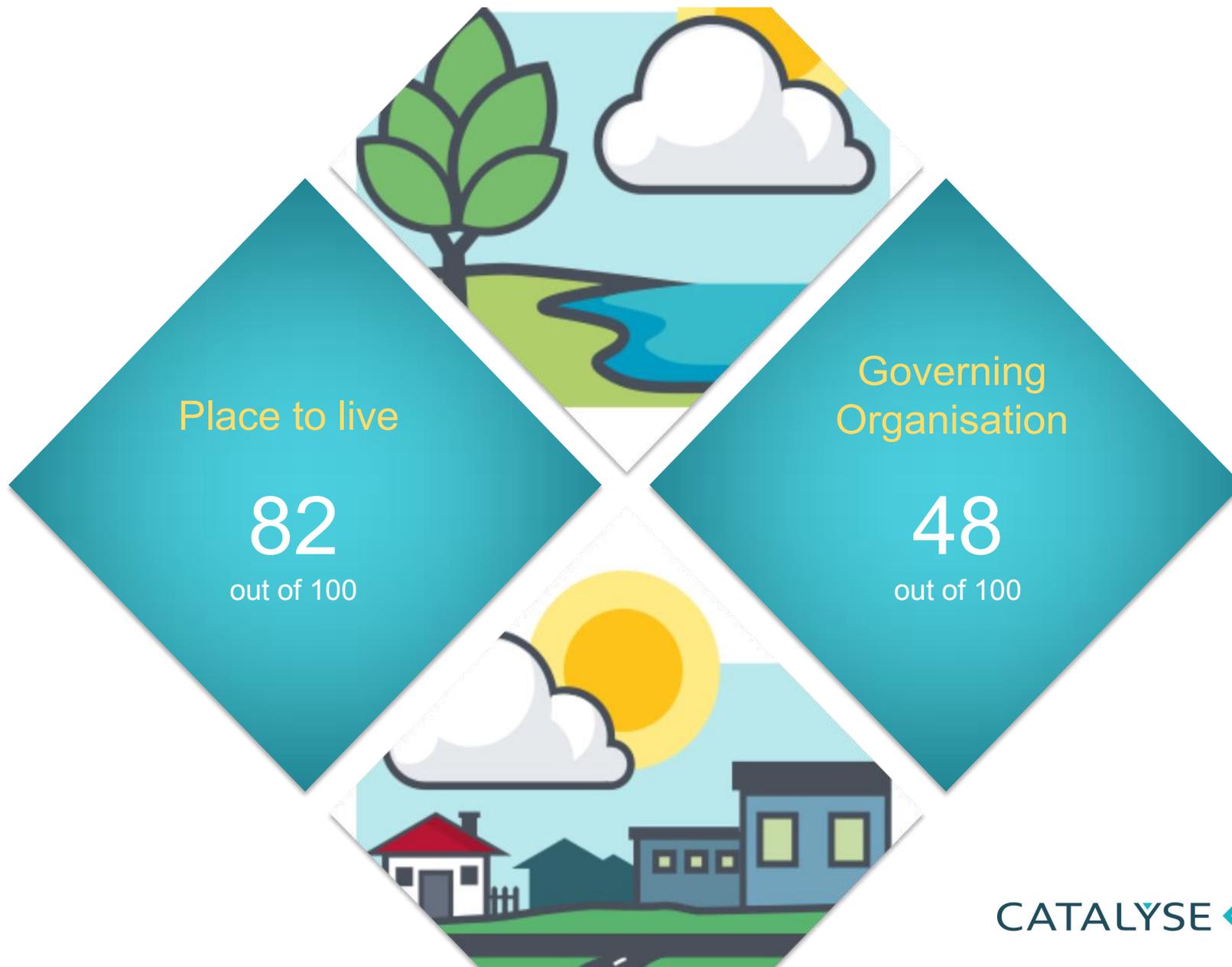
© Copyright CATALYSE® Pty Ltd 2018



Contents

Strategic Insights	3
The study	8
Overall performance	12
Familiarity with local services and facilities	18
Our Economy	20
Our Natural environment	29
Our Built environment	41
Our Community	54
Our Local Government	67
Overview of community variances	84
Random vs referred responses	90
Moving forward	93

Strategic Insights



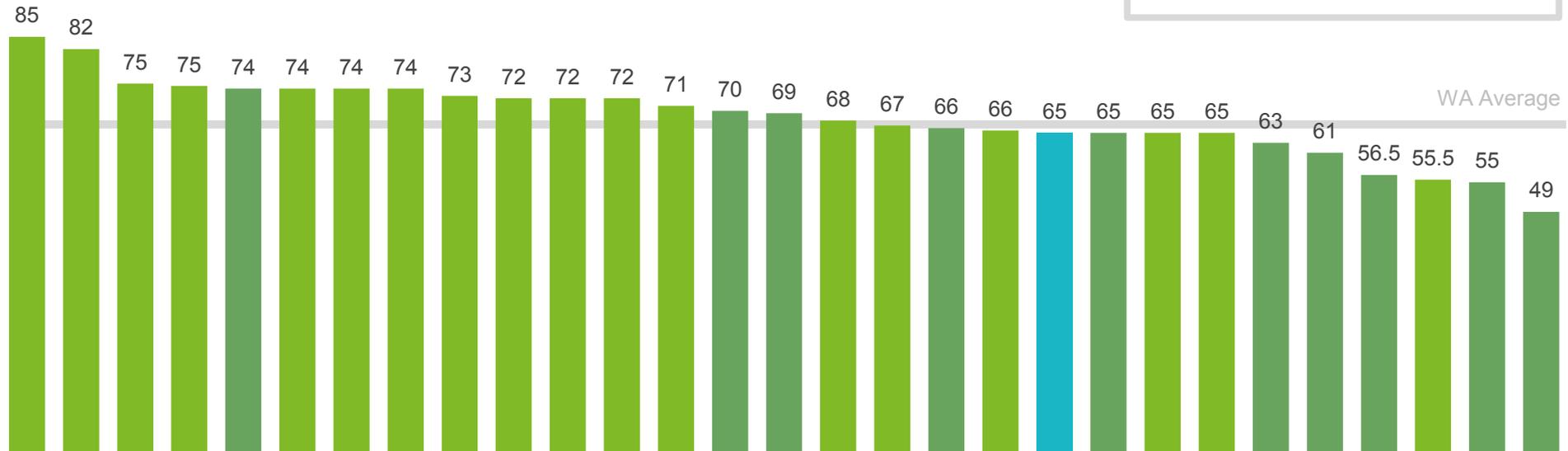
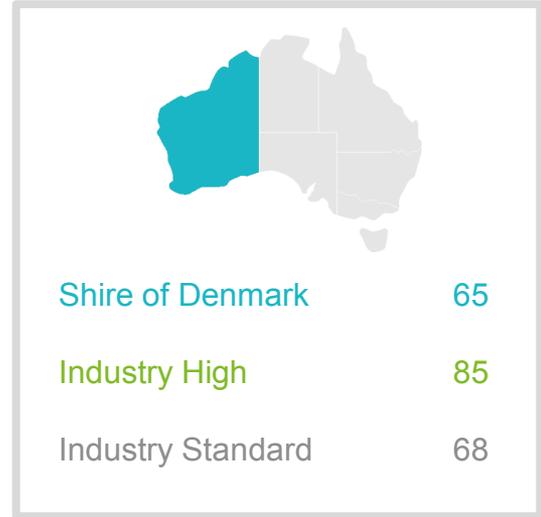
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the 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, 3 index points below the industry standard for Western Australia.

Overall Performance Index Score

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

- Shire of Denmark
- Metropolitan Councils
- Regional Councils



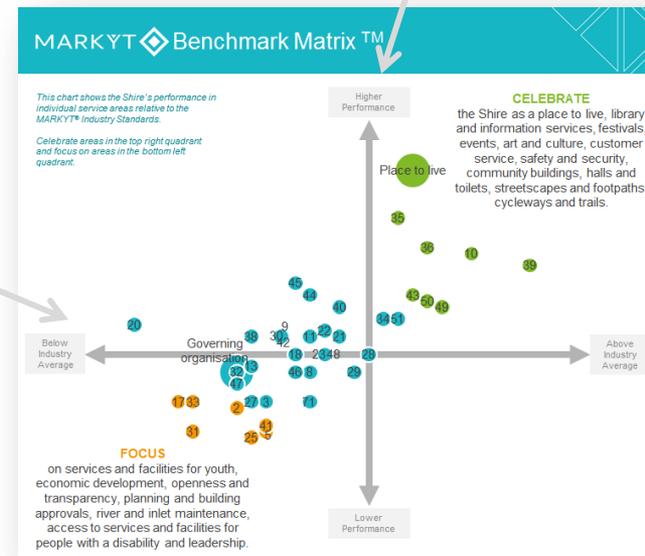
How to read the MARKYT Benchmark Matrix TM

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

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

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

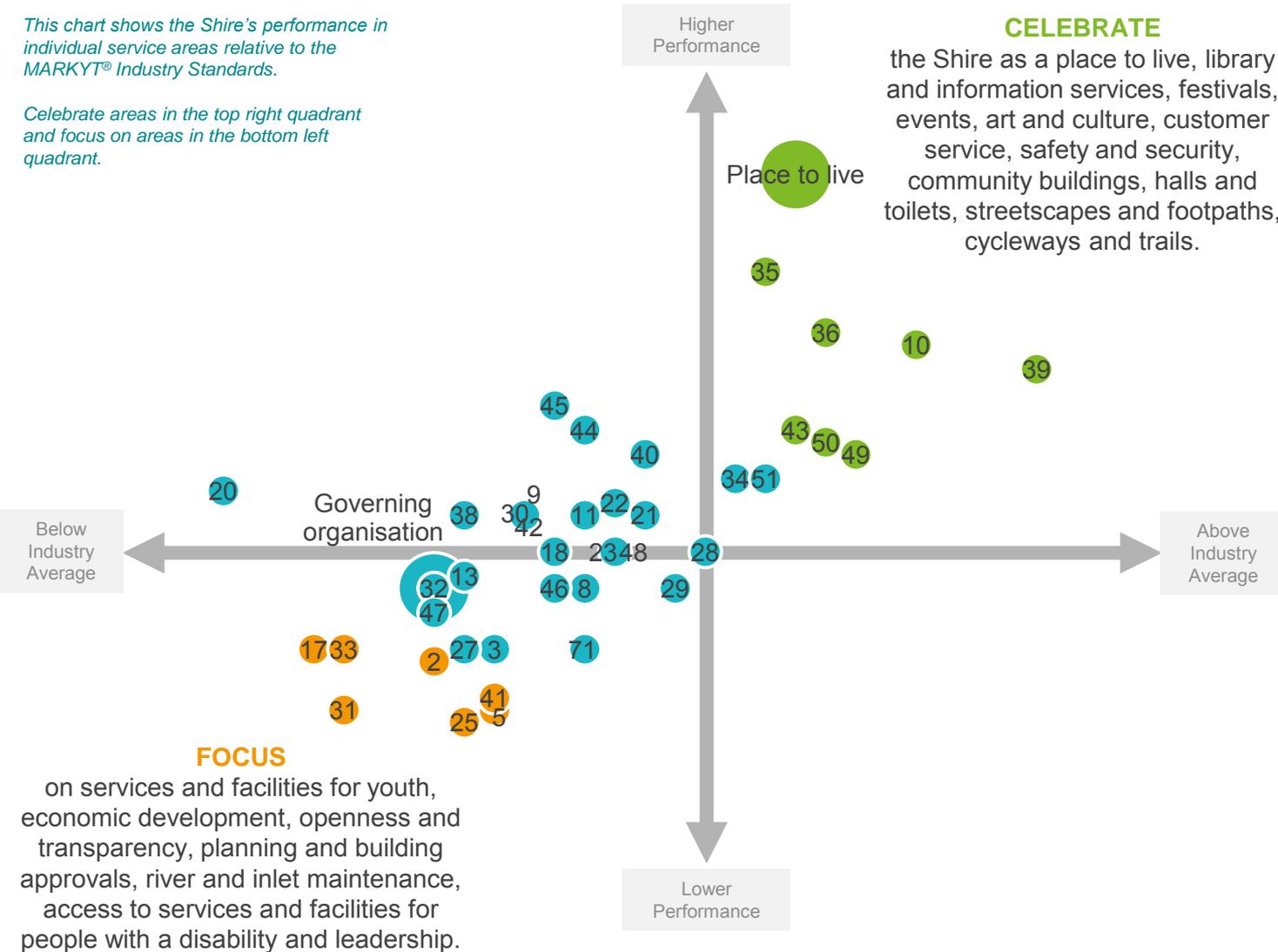
This line represents Council's average performance for all individual measure. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.



MARKYT Benchmark Matrix™

This chart shows the Shire's performance in individual service areas relative to the MARKYT® Industry Standards.

Celebrate areas in the top right quadrant and focus on areas in the bottom left quadrant.



CELEBRATE
the Shire as a place to live, library and information services, festivals, events, art and culture, customer service, safety and security, community buildings, halls and toilets, streetscapes and footpaths, cycleways and trails.

FOCUS
on services and facilities for youth, economic development, openness and transparency, planning and building approvals, river and inlet maintenance, access to services and facilities for people with a disability and leadership.

- 1 Value for money
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Regional partners
- 5 Open and transparent
- 6 Change, innovation & technology
- 7 Consultation
- 8 Informing
- 9 Website
- 10 Customer service
- 11 Conservation & environment
- 12 Growth and development
- 13 Sustainable practices
- 14 Adapt to climate change
- 15 Reducing waste
- 16 Renewable energy
- 17 River & inlet maintenance
- 18 Beach & coastline management
- 19 Bushland & forest management
- 20 Waste collection
- 21 Animal and pest control
- 22 Food, health, noise & pollution
- 23 Natural disaster prevention
- 24 Agricultural development
- 25 Economic development
- 26 Tourism
- 27 Denmark town centre
- 28 Access to goods & services
- 29 Education & training
- 30 Families
- 31 Youth
- 32 Seniors
- 33 Disability
- 34 Health services
- 35 Library & information
- 36 Festivals, events, art & culture
- 37 Aboriginal history and heritage
- 38 Local history and heritage
- 39 Safety and security
- 40 Character and identity
- 41 Planning and building
- 42 Access to housing
- 43 Buildings, halls & toilets
- 44 Sport & recreation
- 45 Playgrounds, parks & reserves
- 46 Storm water drainage
- 47 Roads
- 48 Traffic management
- 49 Footpaths, cycleways & trails
- 50 Streetscapes
- 51 Lighting

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

The Study

The Study

In May, the Shire of Denmark administered a MARKYT® Community Scorecard to evaluate community priorities and measure Council’s performance against key indicators in the Strategic Community Plan.

Scorecards invitations were sent to 3,000 randomly selected households (1,000 by mail and 2,000 by email).

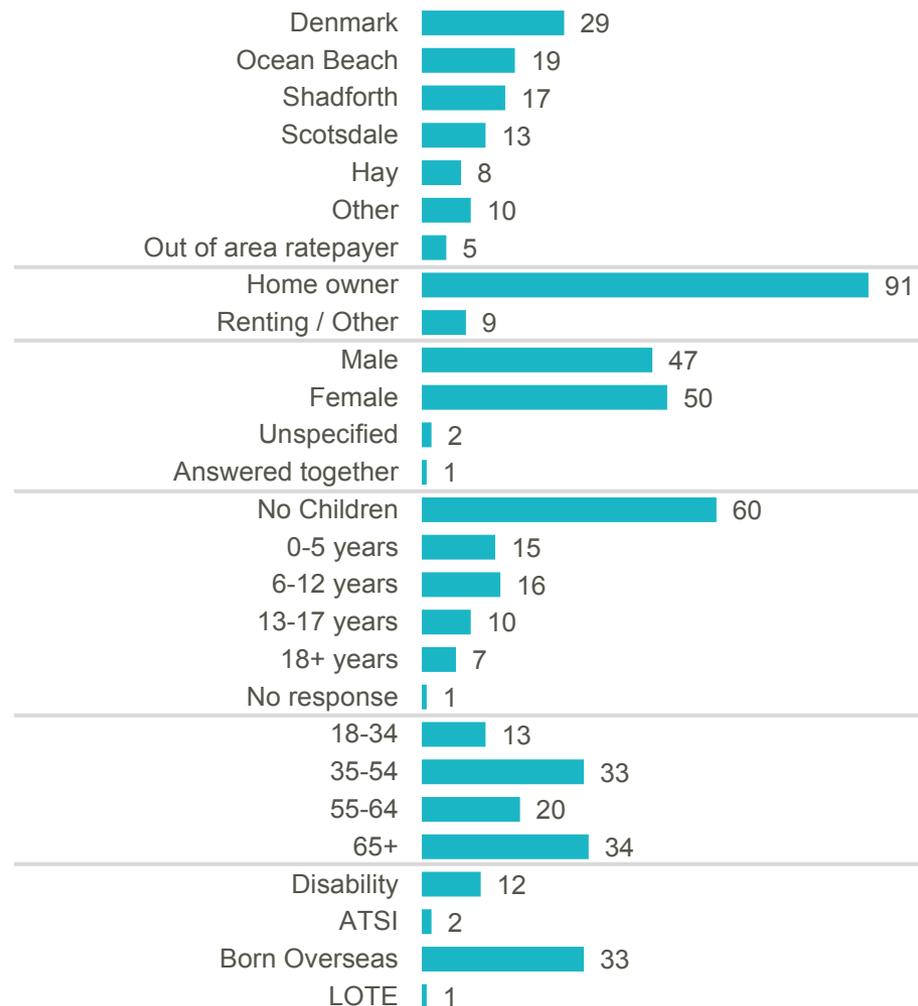
In total, **563 residents** submitted a response reducing the sampling error to $\pm 4.26\%$ at the 95% confidence interval.

Of these respondents, 529 respondents were randomly selected and a further 34 opted in to take part through a referral from a community group, family or friend. As analysis of responses from the random and referred sample showed significant differences, results have been reported separately. The main body of the report presents responses from the random sample. The referred sample is referred to in a separate section with a comparison to the random sample.

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

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

% of respondents (weighted)



CATALYSE® has conducted MARKYT® Community Scorecards and Community Perceptions Surveys for more than 40 councils across WA. When three or more councils have asked a comparable question, we publish the high score to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from **WA councils** that have completed an accredited study with CATALYSE® **within the past two years**. Participating councils are listed below.

Metropolitan



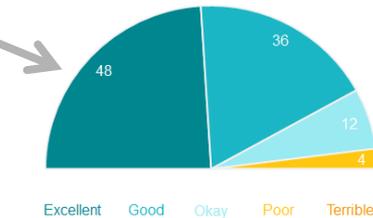
Regional



How to read this report

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

Performance ratings
% of respondents



96%

Excellent + Good + Okay ratings

82

Performance Index Score out of 100

MARKYT® Industry Standards
Performance Index Score



Shire of Denmark	82
Industry High	95
Industry Standard	79

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

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

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

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark ¹ Townsville	Other
82	84	64	81	82	75	82	85	63	82	87	86	79	87	83	64

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

Council Score is the Council's performance index score.

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

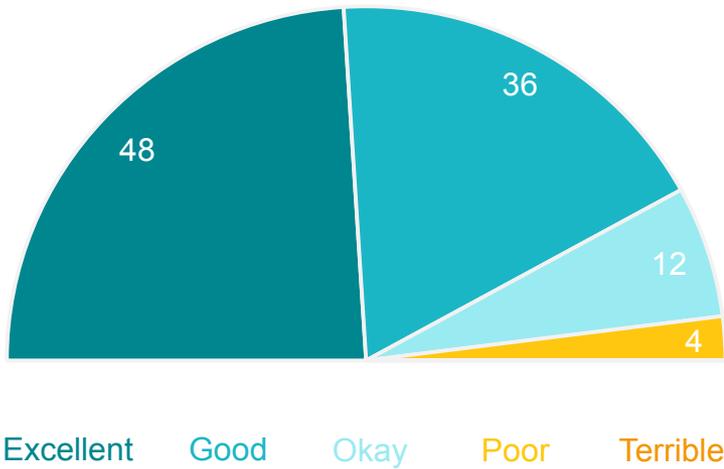
Industry Standard is the average score among WA councils that have completed a comparable study with CATALYSE® over the past two years.

Overall Performance

The Shire of Denmark as a place to live

Performance ratings

% of respondents



96%

Excellent + Good + Okay ratings

82

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	82
Industry High	95
Industry Standard	79

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
82	84	64	81	82	75	82	85	63	82	87	86	79	87	83	64

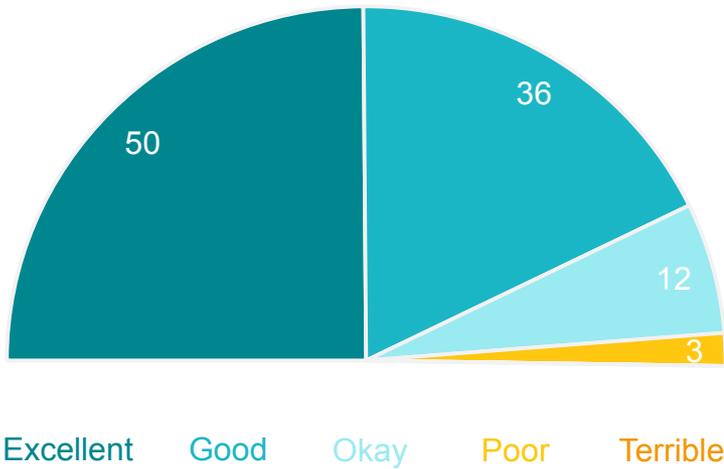
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 526).

The Shire of Denmark as a place to visit

Performance ratings

% of respondents



98%

Excellent + Good + Okay ratings

83

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	83
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
83	84	73	81	85	79	85	84	68	85	87	84	81	88	83	73

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

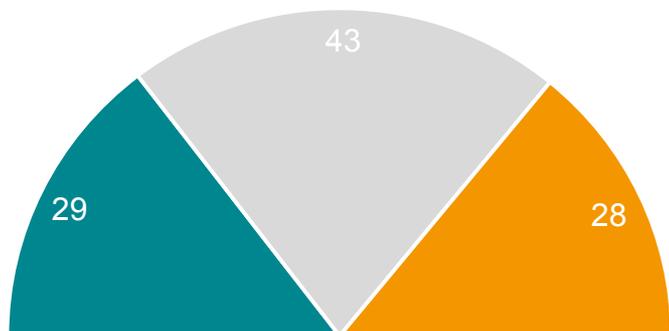
Base: All respondents, excludes 'unsure' and 'no response' (n = 520).

Community Advocacy

Likelihood of recommending the Shire of Denmark as a place to live

Community Advocacy

% of respondents



Promoters (9-10) Passives (7-8) Detractors (0-6)

Net Promoter Score

Promoters

less

Detractors

equals

NPS

1

NPS can range from -100 to +100

MARKYT Industry Standards

Net Promoter Score



Shire of Denmark

1

Industry High

68

Industry Standard

13

Variances across the community

Net Promoter Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
1	4	-25	-8	8	-11	-10	9	-32	-1	15	8	2	18	6	0

Q. How likely are you to recommend the Shire of Denmark as a place to live?

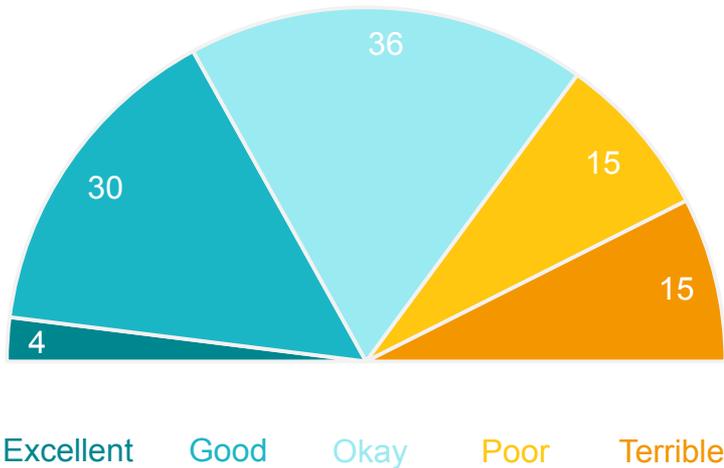
Please give a rating out of 10, where 0 is not at all likely and 10 is extremely likely.

Base: All respondents, excludes 'unsure' and 'no response' (n = 521).

The Shire of Denmark as the organisation that governs the local area

Performance ratings

% of respondents



70%

Excellent + Good + Okay ratings

48

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	48
Industry High	74
Industry Standard	57

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
48	50	35	47	51	39	47	53	28	49	49	55	47	58	53	35

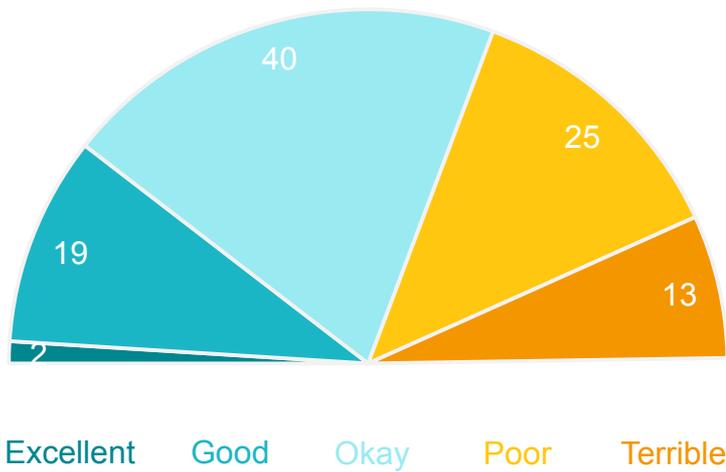
Q. How would you rate performance in the following areas?

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

Value for money from Council rates

Performance ratings

% of respondents



61%

Excellent + Good + Okay ratings

43

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	43
Industry High	64
Industry Standard	47

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
43	43	36	42	44	32	42	48	24	43	42	50	38	49	49	36

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

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

Familiarity with local services and facilities

Familiarity with local services and facilities

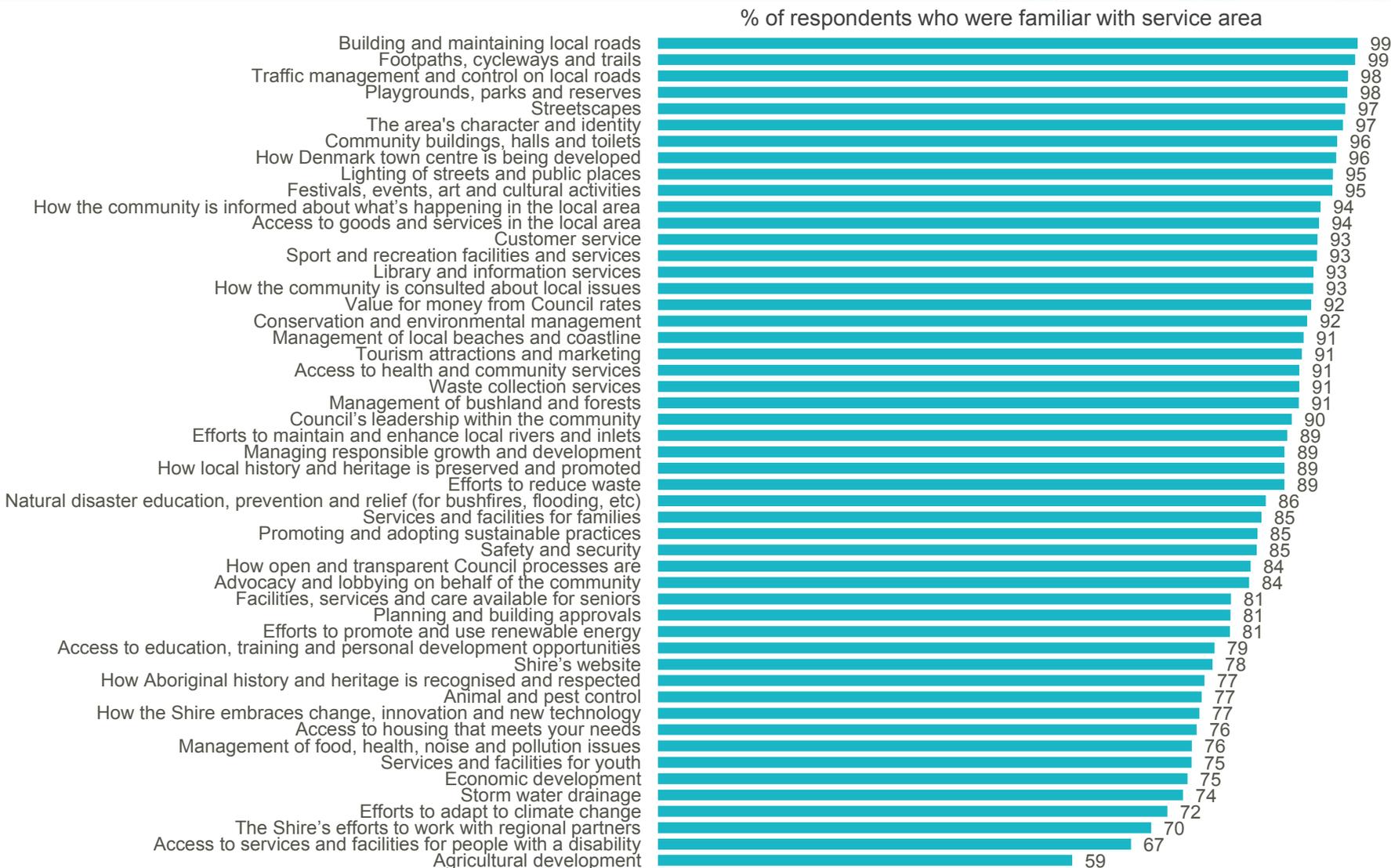


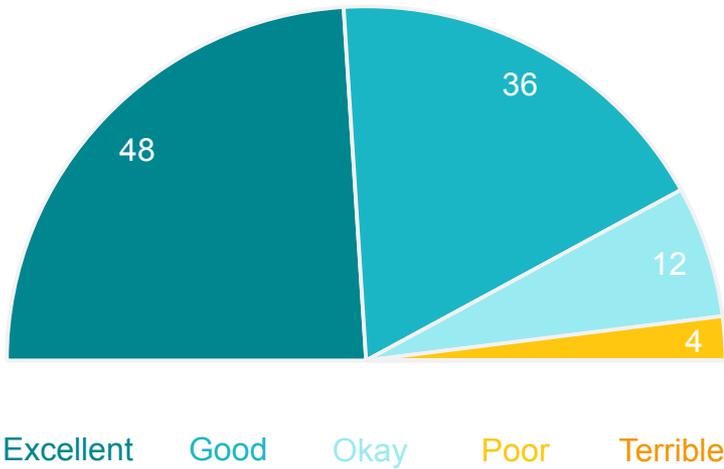
Chart shows proportion of respondents who were familiar enough with the service area to rate performance.

Our Economy

The Shire of Denmark as a place to live

Performance ratings

% of respondents



96%

Excellent + Good + Okay ratings

82

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	82
Industry High	95
Industry Standard	79

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
82	84	64	81	82	75	82	85	63	82	87	86	79	87	83	64

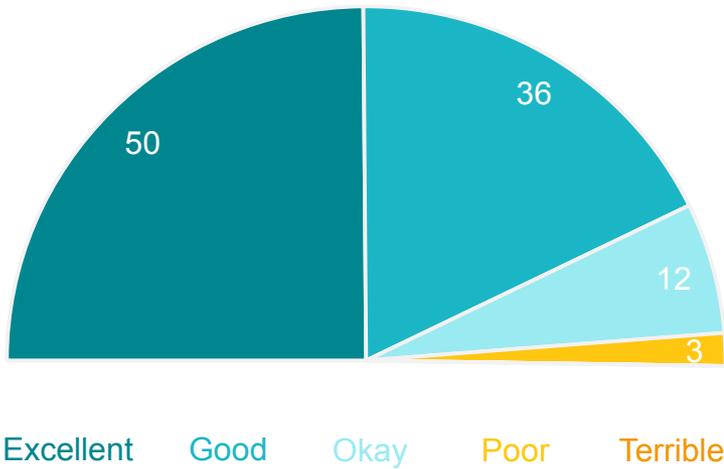
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 526).

The Shire of Denmark as a place to visit

Performance ratings

% of respondents



98%

Excellent + Good + Okay ratings

83

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

83

Industry High

NA

Industry Standard

NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
83	84	73	81	85	79	85	84	68	85	87	84	81	88	83	73

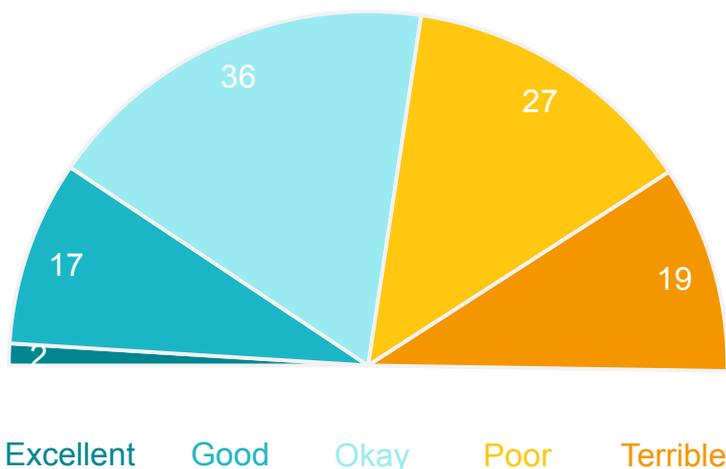
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 520).

Agricultural development - what the Shire is doing to grow and develop agriculture and protect prime agricultural land

Performance ratings

% of respondents



55%

Excellent + Good + Okay ratings

39

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

39

Industry High

NA

Industry Standard

NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
39	41	25	39	40	32	35	44	26	40	37	47	44	45	43	25

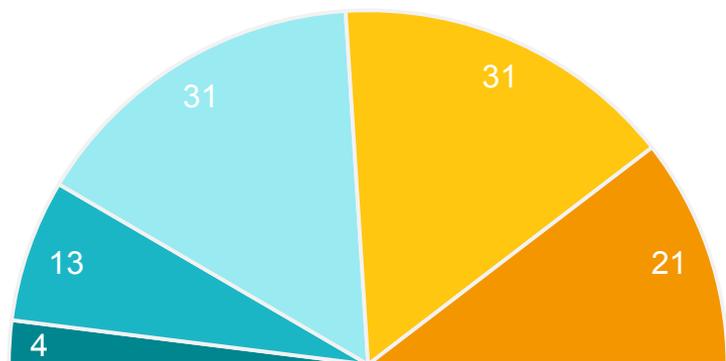
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 310).

Economic development - what the Shire is doing to attract investors, attract and retain businesses, grow tourism and create more job opportunities

Performance ratings

% of respondents



Excellent Good Okay Poor Terrible

48%

Excellent + Good
+ Okay ratings

37

Performance Index
Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	37
Industry High	63
Industry Standard	45

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
37	38	29	37	37	28	37	42	21	37	36	45	45	44	41	29

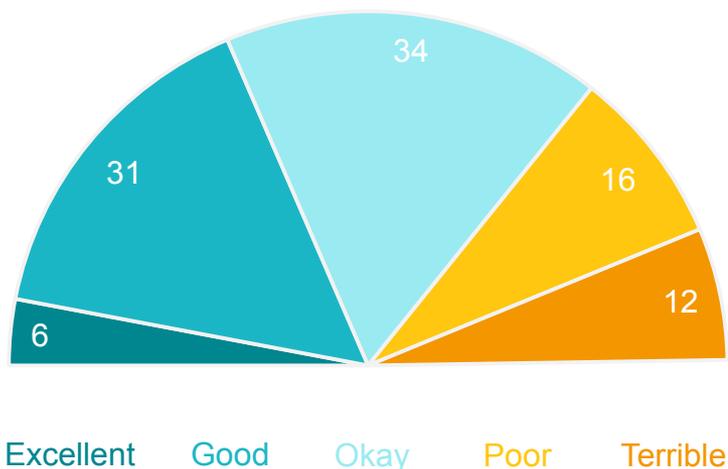
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 396).

Tourism attractions and marketing

Performance ratings

% of respondents



71%

Excellent + Good + Okay ratings

51

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

51

Industry High

NA

Industry Standard

NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
51	52	37	48	53	42	52	54	30	52	52	57	56	55	54	37

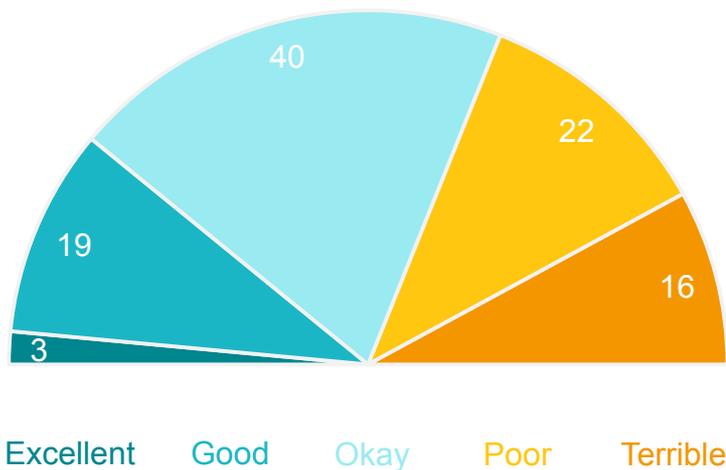
Q. How would you rate performance in the following areas?

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

How Denmark town centre is being developed

Performance ratings

% of respondents



62%

Excellent + Good + Okay ratings

43

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

43

Industry High

69

Industry Standard

51

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
43	44	30	41	44	34	40	47	21	44	43	50	44	48	45	30

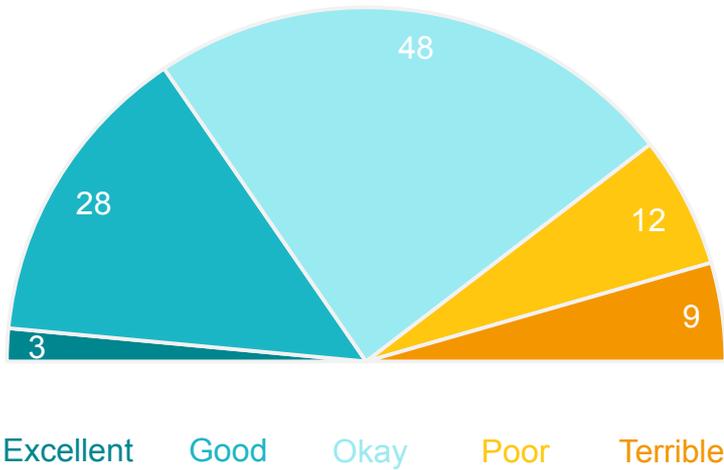
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 508).

Access to goods and services in the local area

Performance ratings

% of respondents



79%

Excellent + Good + Okay ratings

51

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	51
Industry High	61
Industry Standard	51

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
51	52	44	51	51	42	50	55	33	52	50	58	52	56	52	44

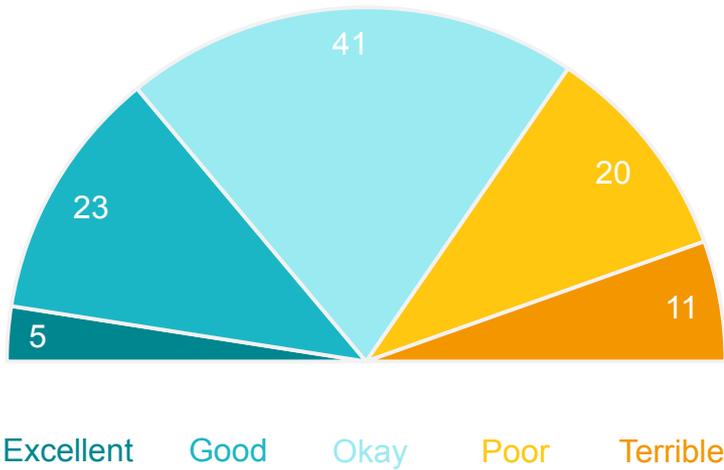
Q. How would you rate performance in the following areas?

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

Access to education, training and personal development opportunities

Performance ratings

% of respondents



69%

Excellent + Good + Okay ratings

48

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

48

Industry High

63

Industry Standard

49

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
48	49	41	48	47	36	45	53	28	45	48	59	48	55	52	41

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 416).



The table below shows **MARKYT  Industry Standards ©** for local government authorities in Western Australia. Standards are calculated when three or more Councils have asked a comparable question over the **past two years** up to 1 June 2018 using MARKYT® accredited methodology.

OUR ECONOMY					
Performance Measure	Measure	Score	Average	High	Overall Average
The Shire of Denmark as a place to live	Index	82	79	95	52
The Shire of Denmark as a place to visit	Index	83	NA	NA	
Agricultural development - what the Shire is doing to grow and develop agriculture and protect prime agricultural land	Index	39	NA	NA	
Economic development - what the Shire is doing to attract investors, attract and retain businesses, grow tourism and create more job opportunities	Index	37	45	63	
Tourism attractions and marketing	Index	51	NA	NA	
How Denmark town centre is being developed	Index	43	51	69	
Access to goods and services in the local area	Index	51	51	61	
Access to education, training and personal development opportunities	Index	48	49	63	
					55

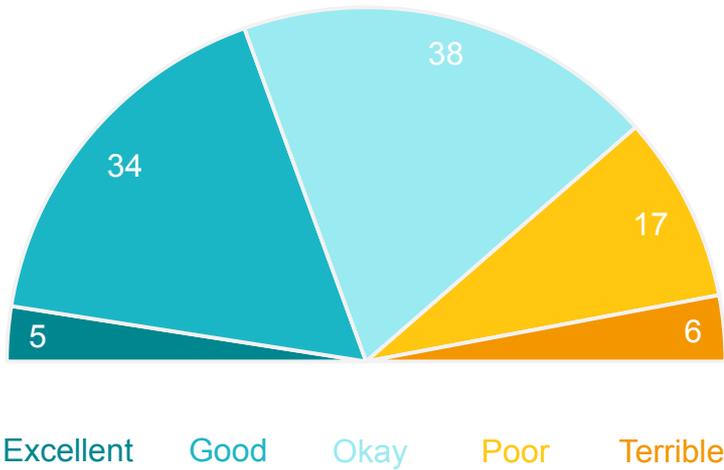
Note: Performance measures in grey are unique to the Shire of Denmark; they are not included in overall averages.

Our Natural Environment

Conservation and environmental management

Performance ratings

% of respondents



77%

Excellent + Good + Okay ratings

54

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark 54

Industry High 76

Industry Standard 58

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
54	54	53	54	54	51	51	55	51	53	53	56	49	57	53	53

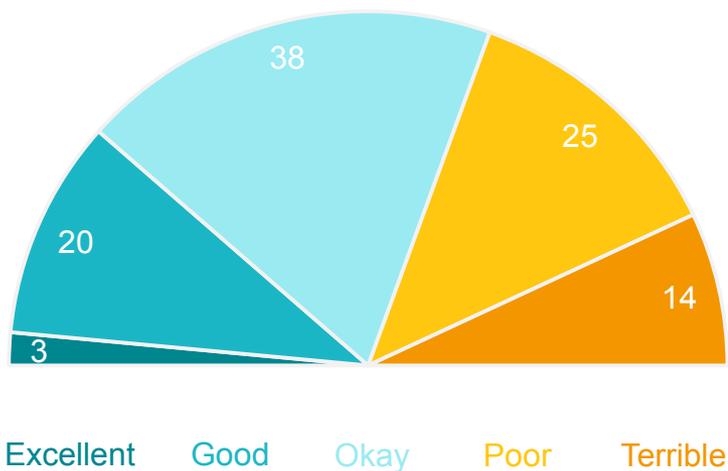
Q. How would you rate performance in the following areas?

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

Managing responsible growth and development

Performance ratings

% of respondents



61%

Excellent + Good + Okay ratings

43

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

43

Industry High

NA

Industry Standard

NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
43	45	29	43	44	34	41	47	24	44	44	50	44	51	46	29

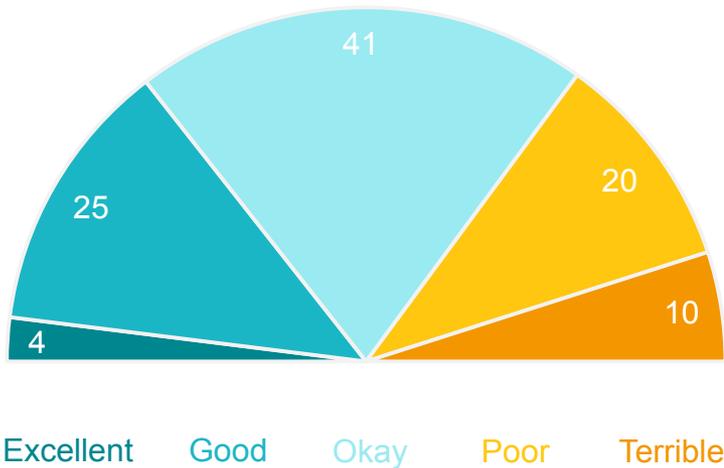
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 469).

Promoting and adopting sustainable practices

Performance ratings

% of respondents



70%

Excellent + Good + Okay ratings

49

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	49
Industry High	75
Industry Standard	57

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
49	50	40	51	48	43	45	52	35	49	49	54	48	51	49	40

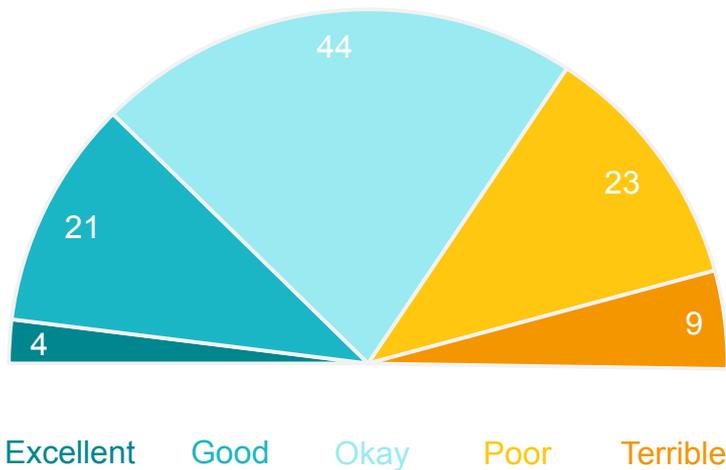
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 449).

Efforts to adapt to climate change

Performance ratings

% of respondents



69%

Excellent + Good + Okay ratings

47

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

47

Industry High

NA

Industry Standard

NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
47	47	48	47	47	42	43	49	40	45	49	52	47	46	45	48

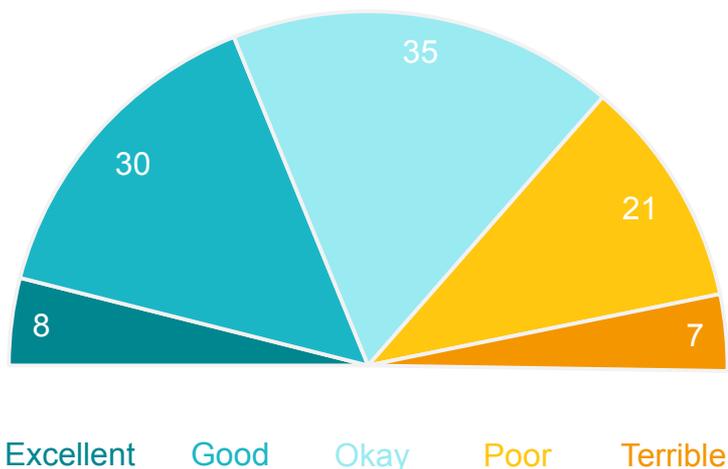
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 381).

Efforts to reduce waste

Performance ratings

% of respondents



73%

Excellent + Good + Okay ratings

53

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

53

Industry High

NA

Industry Standard

NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
53	52	59	53	53	48	51	54	49	51	55	55	53	52	50	59

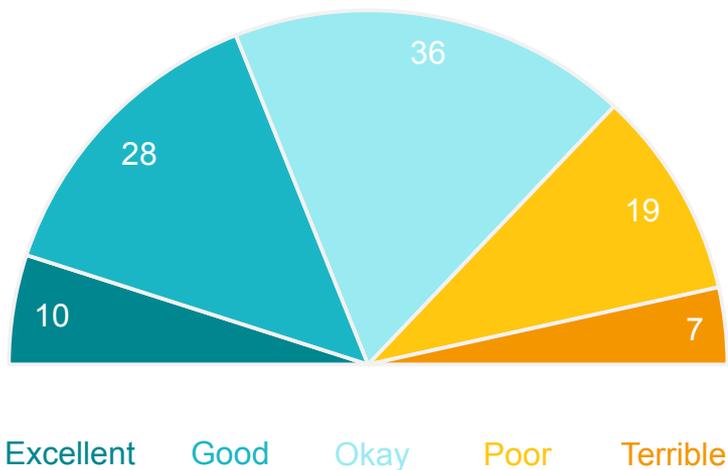
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 469).

Efforts to promote and use renewable energy

Performance ratings

% of respondents



74%

Excellent + Good + Okay ratings

54

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

54

Industry High

NA

Industry Standard

NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
54	54	54	55	53	52	52	54	53	52	56	54	53	54	51	54

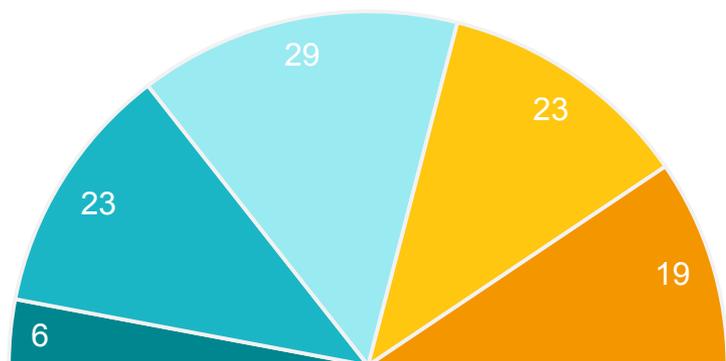
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 428).

Efforts to maintain and enhance local rivers and inlets

Performance ratings

% of respondents



Excellent Good Okay Poor Terrible

58%

Excellent + Good
+ Okay ratings

43

Performance Index
Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	43
Industry High	76
Industry Standard	56

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
43	45	30	42	45	37	42	46	26	44	43	50	45	46	47	30

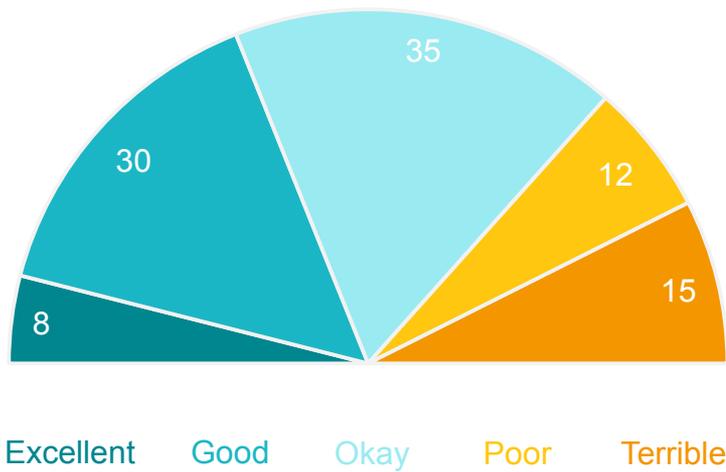
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 471).

Management of local beaches and coastline

Performance ratings

% of respondents



73%

Excellent + Good + Okay ratings

51

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	51
Industry High	66
Industry Standard	56

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
51	53	32	51	51	43	48	55	28	53	51	59	49	58	54	32

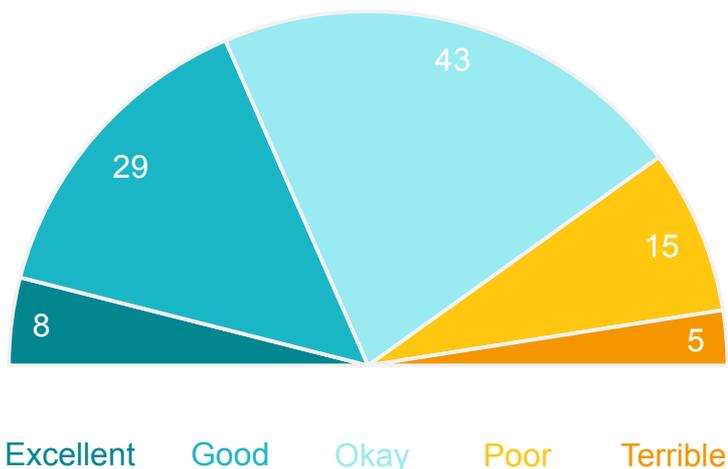
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 483).

Management of bushland and forests

Performance ratings

% of respondents



80%

Excellent + Good + Okay ratings

55

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

55

Industry High

NA

Industry Standard

NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
55	54	56	56	54	53	53	55	53	56	53	55	50	55	53	56

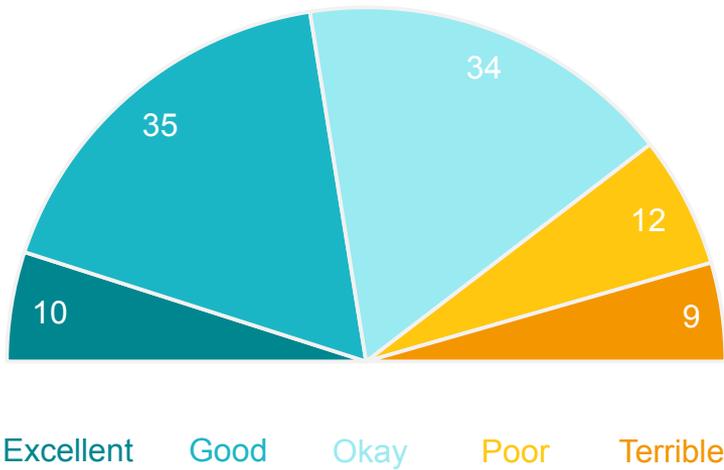
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 480).

Waste collection services

Performance ratings

% of respondents



79%

Excellent + Good + Okay ratings

56

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	56
Industry High	85
Industry Standard	72

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
56	55	64	55	57	53	56	57	53	56	55	59	53	57	60	64

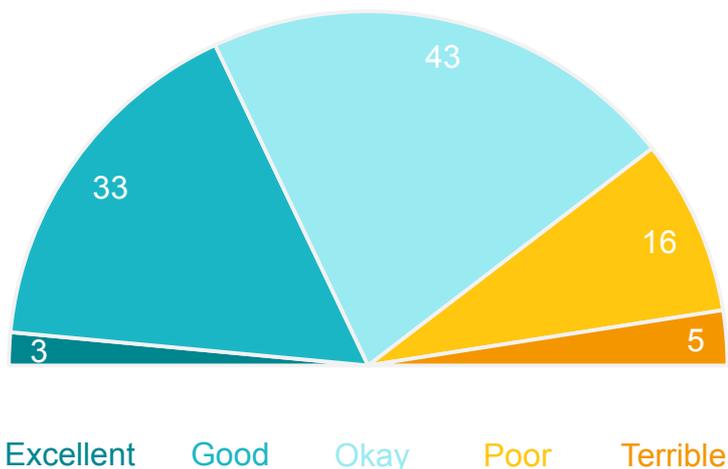
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 480).

Animal and pest control

Performance ratings

% of respondents



79%

Excellent + Good + Okay ratings

54

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
Industry High	69
Industry Standard	56

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
54	52	64	53	54	54	56	53	55	55	52	52	50	55	55	64

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 407).



The table below shows **MARKYT  Industry Standards ©** for local government authorities in Western Australia. Standards are calculated when three or more Councils have asked a comparable question over the **past two years** up to 1 June 2018 using MARKYT® accredited methodology.

OUR NATURAL ENVIRONMENT					
Performance Measure	Measure	Score	Average	High	Overall Average
Conservation and environmental management	Index	54	58	76	51
Managing responsible growth and development	Index	43	NA	NA	
Promoting and adopting sustainable practices	Index	49	57	75	
Efforts to adapt to climate change	Index	47	NA	NA	
Efforts to reduce waste	Index	53	NA	NA	
Efforts to promote and use renewable energy	Index	54	NA	NA	
Efforts to maintain and enhance local rivers and inlets	Index	43	56	76	
Management of local beaches and coastline	Index	51	56	66	
Management of bushland and forests	Index	55	NA	NA	
Waste collection services	Index	56	72	85	
Animal and pest control	Index	54	56	69	

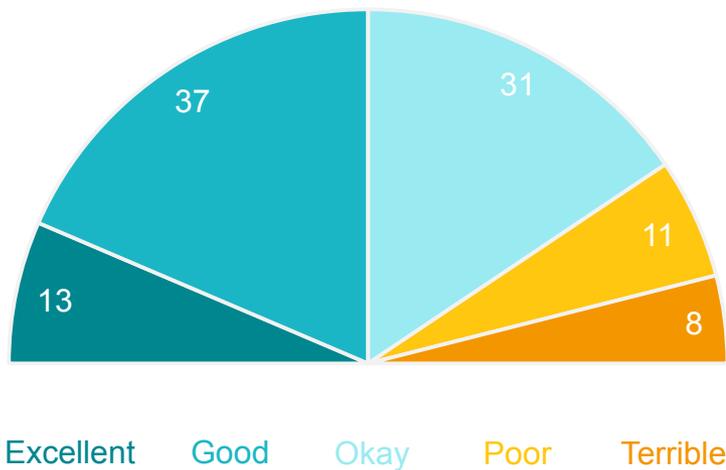
Note: Performance measures in grey are unique to the Shire of Denmark; they are not included in overall averages.

Our Built Environment

The area's character and identity

Performance ratings

% of respondents



81%

Excellent + Good + Okay ratings

59

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	59
Industry High	85
Industry Standard	61

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
59	61	44	58	61	55	58	62	42	63	57	64	62	65	61	44

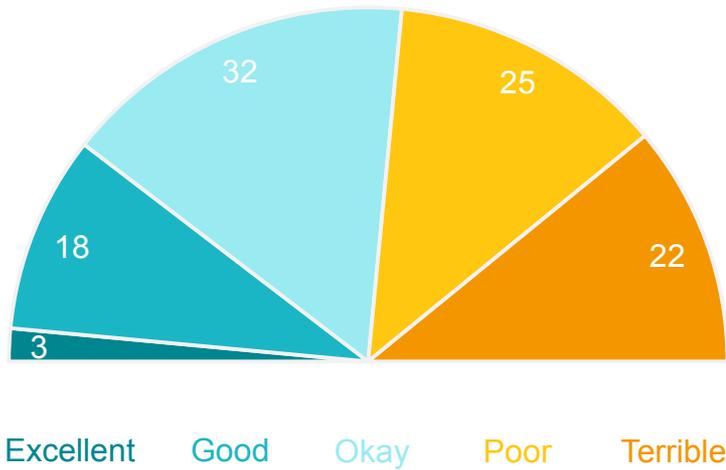
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 513).

Planning and building approvals

Performance ratings

% of respondents



53%

Excellent + Good + Okay ratings

39

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	39
Industry High	65
Industry Standard	46

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
39	39	41	39	38	28	45	43	26	39	41	44	33	43	41	41

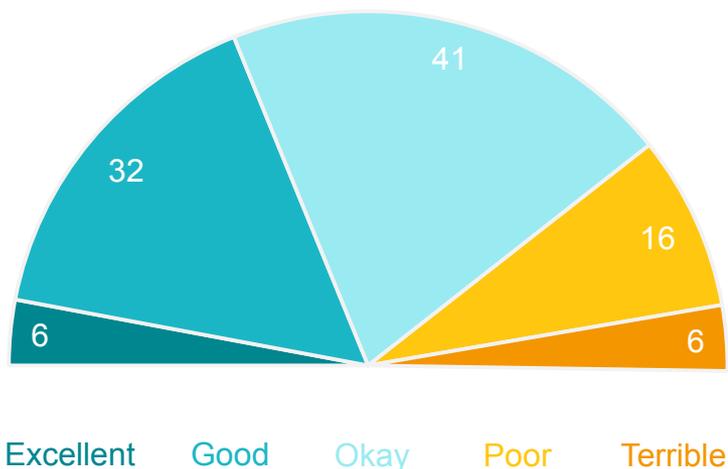
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 428).

Access to housing that meets your needs

Performance ratings

% of respondents



79%

Excellent + Good + Okay ratings

54

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark 54

Industry High 68

Industry Standard 60

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
54	54	52	55	53	51	50	56	54	53	53	56	44	54	51	52

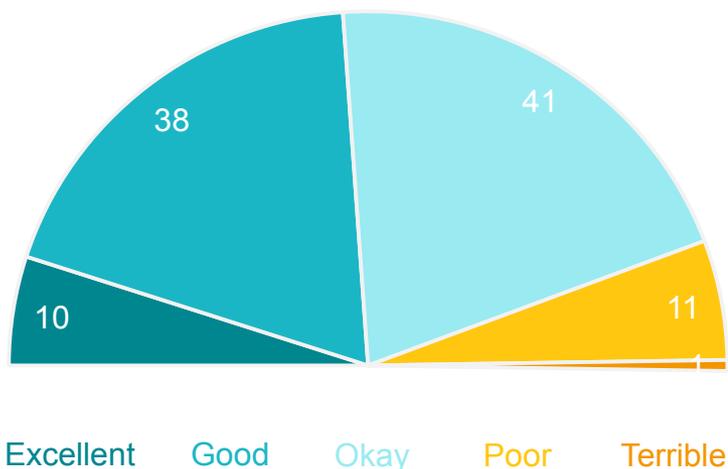
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 403).

Community buildings, halls and toilets

Performance ratings

% of respondents



89%

Excellent + Good + Okay ratings

61

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	61
Industry High	77
Industry Standard	58

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
61	61	63	61	60	61	60	61	58	61	61	62	58	62	61	63

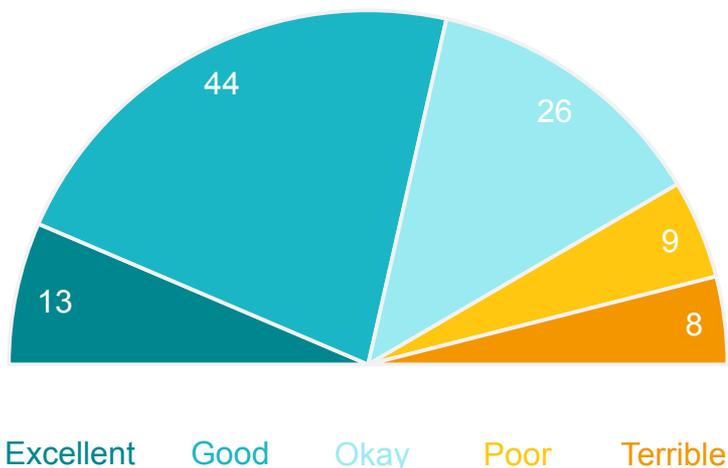
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 508).

Sport and recreation facilities and services

Performance ratings

% of respondents



83%

Excellent + Good + Okay ratings

61

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	61
Industry High	77
Industry Standard	65

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
61	62	53	61	61	49	58	68	39	58	65	72	63	69	64	53

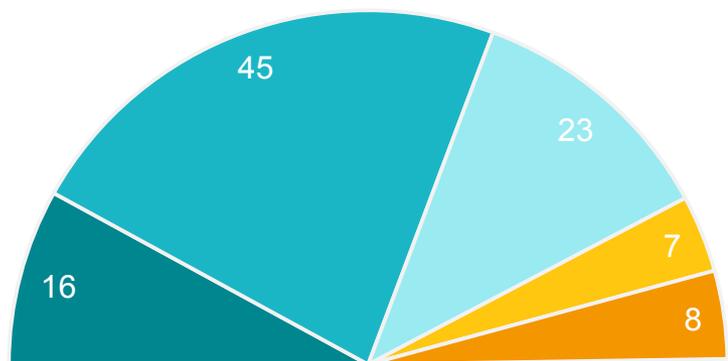
Q. How would you rate performance in the following areas?

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

Playgrounds, parks and reserves

Performance ratings

% of respondents



Excellent Good Okay Poor Terrible

84%

Excellent + Good
+ Okay ratings

63

Performance Index
Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

63

Industry High

85

Industry Standard

68

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
63	65	46	62	64	54	63	68	40	64	66	71	67	72	67	46

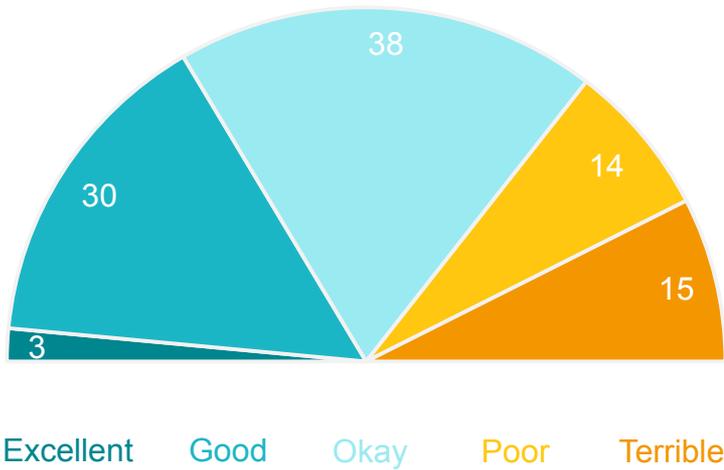
Q. How would you rate performance in the following areas?

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

Storm water drainage

Performance ratings

% of respondents



71%

Excellent + Good + Okay ratings

48

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	48
Industry High	79
Industry Standard	53

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
48	49	36	48	48	40	44	53	28	52	50	52	39	57	50	36

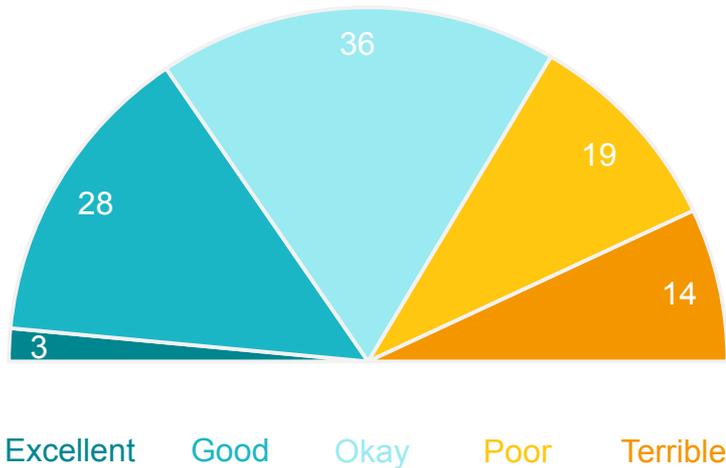
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 393).

Building and maintaining local roads

Performance ratings

% of respondents



67%

Excellent + Good + Okay ratings

46

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	46
Industry High	80
Industry Standard	55

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
46	48	33	46	47	42	49	47	30	50	45	50	42	54	51	33

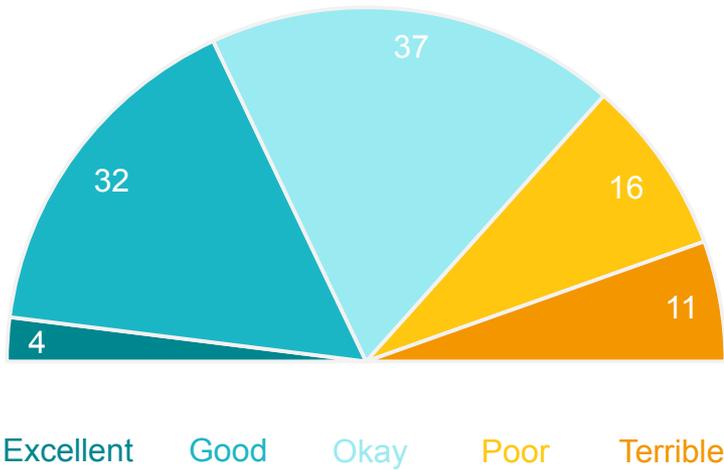
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 524).

Traffic management and control on local roads

Performance ratings

% of respondents



73%

Excellent + Good + Okay ratings

51

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	51
Industry High	67
Industry Standard	54

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
51	52	37	50	51	43	52	53	31	54	51	55	44	59	53	37

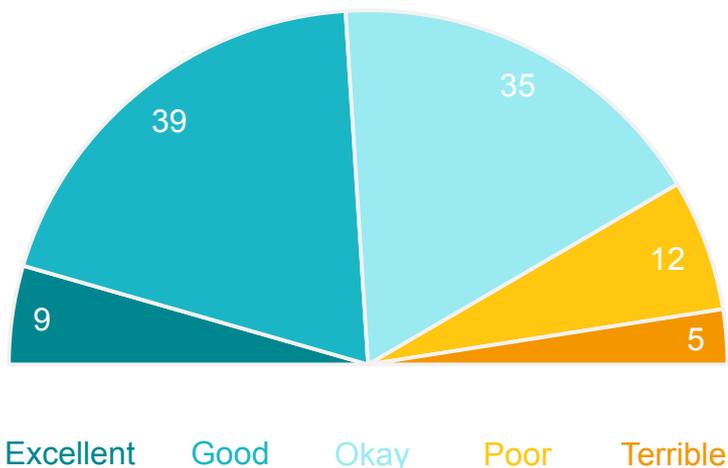
Q. How would you rate performance in the following areas?

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

Footpaths, cycleways and trails

Performance ratings

% of respondents



83%

Excellent + Good + Okay ratings

59

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	59
Industry High	71
Industry Standard	54

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
59	60	53	58	59	53	64	60	49	60	61	61	50	62	60	53

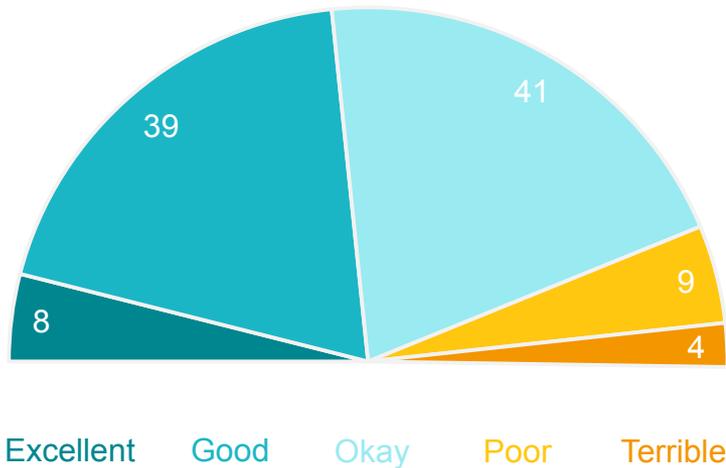
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 522).

Streetscapes

Performance ratings

% of respondents



88%

Excellent + Good + Okay ratings

60

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	60
Industry High	83
Industry Standard	56

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
60	60	60	59	60	57	62	60	53	63	58	61	54	63	58	60

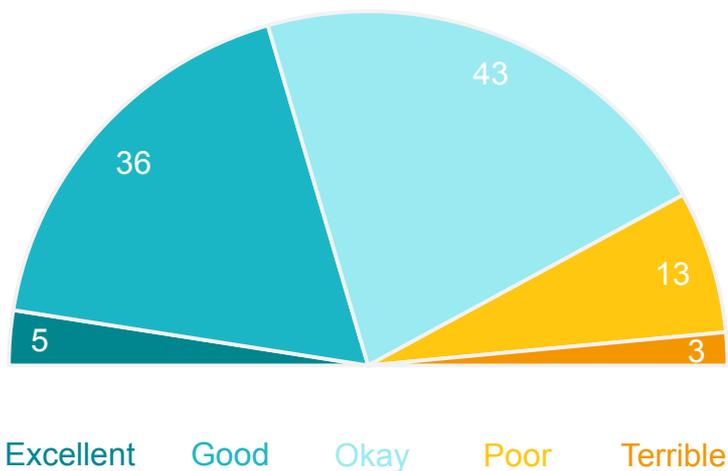
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 514).

Lighting of streets and public places

Performance ratings

% of respondents



84%

Excellent + Good + Okay ratings

57

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark 57

Industry High 65

Industry Standard 55

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
57	57	56	58	56	56	59	56	54	59	54	57	47	58	55	56

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

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



The table below shows **MARKYT  Industry Standards ©** for local government authorities in Western Australia. Standards are calculated when three or more Councils have asked a comparable question over the **past two years** up to 1 June 2018 using MARKYT® accredited methodology.

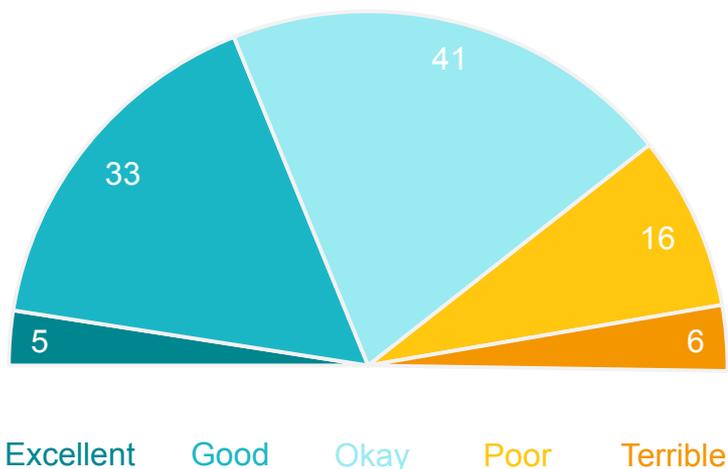
OUR BUILT ENVIRONMENT					
Performance Measure	Measure	Score	Average	High	Overall Average
The area's character and identity	Index	59	61	85	55
Planning and building approvals	Index	39	46	65	
Access to housing that meets your needs	Index	54	60	68	
Community buildings, halls and toilets	Index	61	58	77	
Sport and recreation facilities and services	Index	61	65	77	
Playgrounds, parks and reserves	Index	63	68	85	
Storm water drainage	Index	48	53	79	
Building and maintaining local roads	Index	46	55	80	
Traffic management and control on local roads	Index	51	54	67	
Footpaths, cycleways and trails	Index	59	54	71	
Streetscapes	Index	60	56	83	
Lighting of streets and public places	Index	57	55	65	
					57

Our Community

Services and facilities for families

Performance ratings

% of respondents



79%

Excellent + Good + Okay ratings

54

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
Industry High	74
Industry Standard	60

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
54	55	44	53	54	44	53	58	35	54	57	60	49	59	56	44

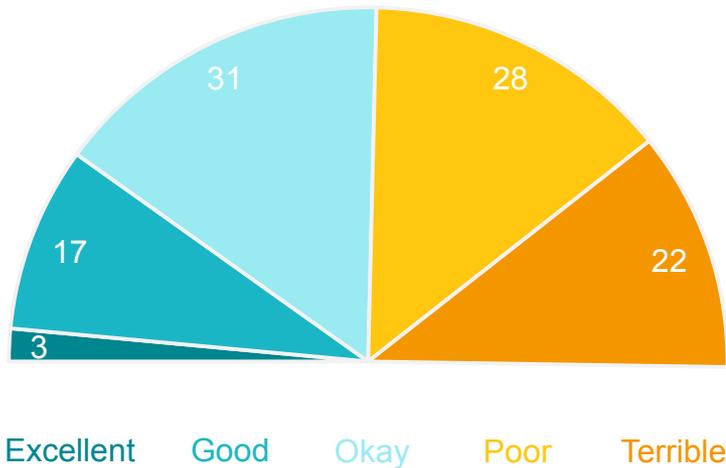
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 452).

Services and facilities for youth

Performance ratings

% of respondents



51%

Excellent + Good + Okay ratings

38

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

38

Industry High

68

Industry Standard

50

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
38	40	18	39	37	22	32	47	11	36	39	53	43	47	42	18

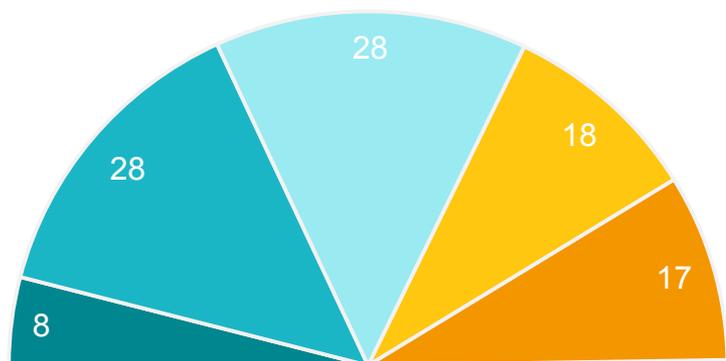
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 399).

Facilities, services and care available for seniors

Performance ratings

% of respondents



Excellent Good Okay Poor Terrible

64%

Excellent + Good
+ Okay ratings

48

Performance Index
Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

48

Industry High

67

Industry Standard

57

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
48	50	28	49	48	38	46	52	23	52	48	55	38	58	53	28

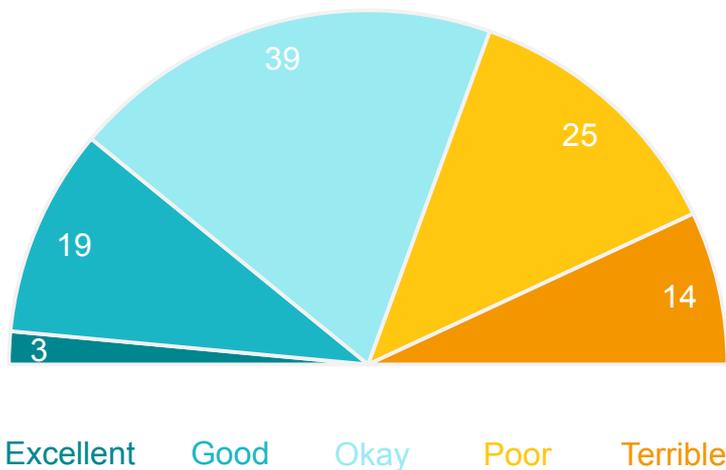
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 429).

Access to services and facilities for people with a disability

Performance ratings

% of respondents



61%

Excellent + Good + Okay ratings

43

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

43

Industry High

66

Industry Standard

55

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
43	43	40	45	41	33	45	46	28	44	41	49	36	48	43	40

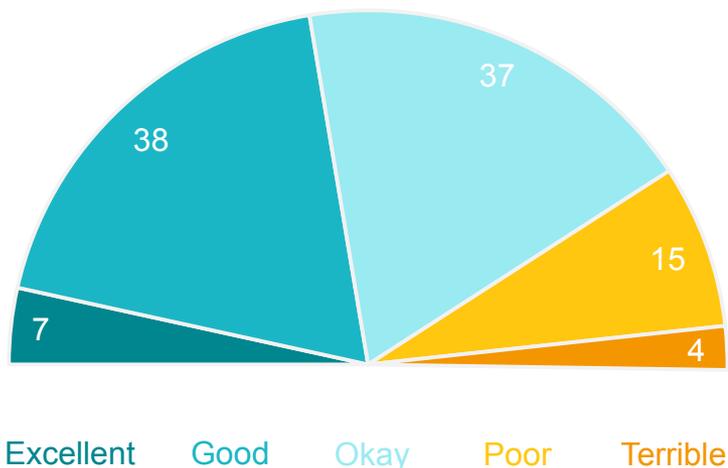
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 354).

Access to health and community services

Performance ratings

% of respondents



82%

Excellent + Good + Okay ratings

57

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	57
Industry High	69
Industry Standard	56

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
57	58	52	58	57	49	54	61	42	57	55	64	49	62	56	52

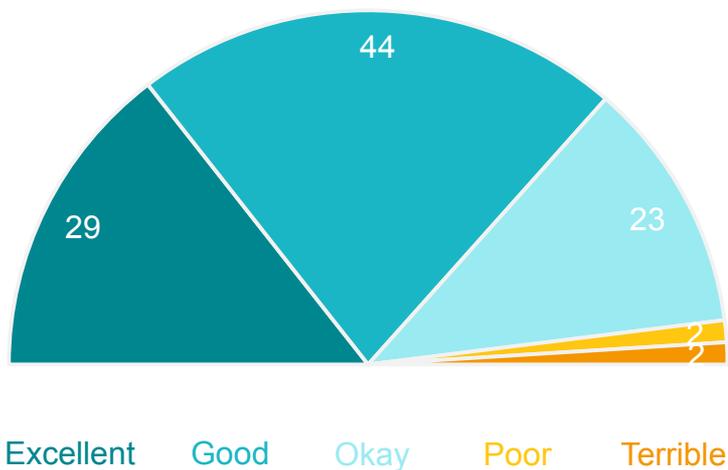
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 480).

Library and information services

Performance ratings

% of respondents



96%

Excellent + Good + Okay ratings

74

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	74
Industry High	89
Industry Standard	72

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
74	74	74	70	77	69	74	76	57	74	75	80	75	78	75	74

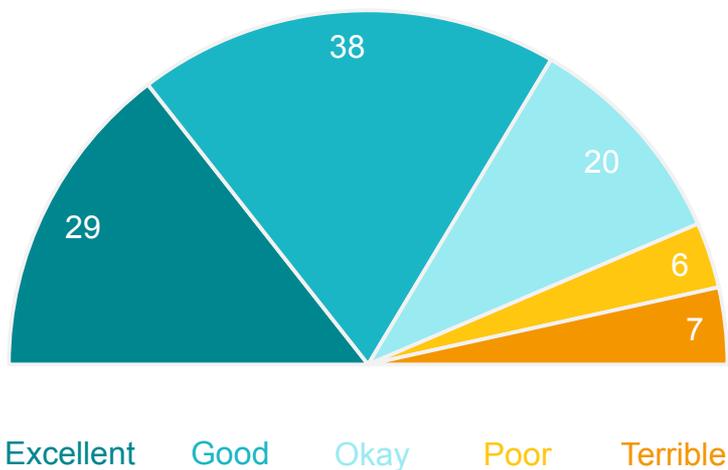
Q. How would you rate performance in the following areas?

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

Festivals, events, art and cultural activities

Performance ratings

% of respondents



87%

Excellent + Good + Okay ratings

69

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

69

Industry High

83

Industry Standard

65

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
69	71	52	66	72	63	69	73	40	74	72	75	72	77	75	52

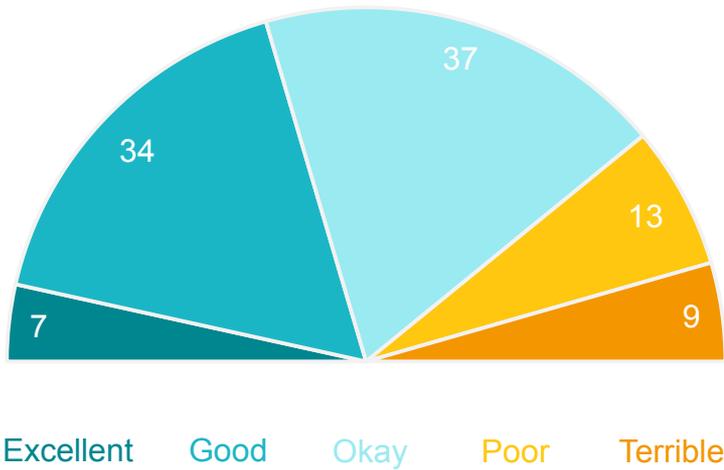
Q. How would you rate performance in the following areas?

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

How Aboriginal history and heritage is recognised and respected

Performance ratings

% of respondents



78%

Excellent + Good + Okay ratings

54

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
54	54	52	54	54	47	50	57	42	54	54	59	53	54	47	52

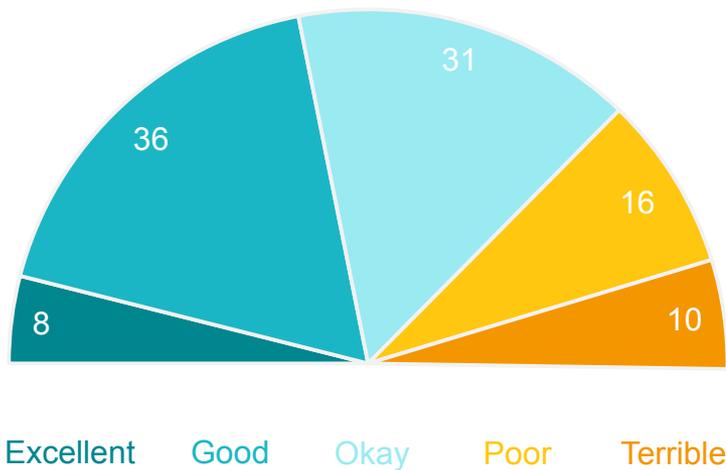
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 409).

How local history and heritage is preserved and promoted

Performance ratings

% of respondents



75%

Excellent + Good + Okay ratings

54

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
Industry High	79
Industry Standard	62

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
54	56	39	52	56	43	52	60	24	57	55	64	55	60	56	39

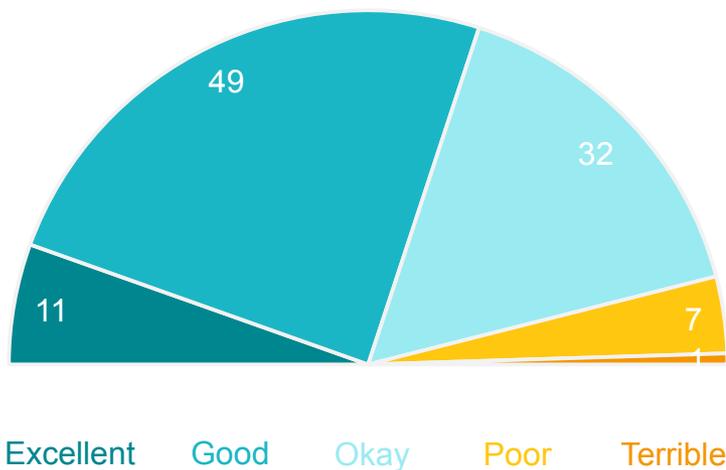
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 469).

Safety and security

Performance ratings

% of respondents



92%

Excellent + Good + Okay ratings

66

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	66
Industry High	75
Industry Standard	55

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
66	66	63	65	66	65	67	66	58	69	63	66	60	67	64	63

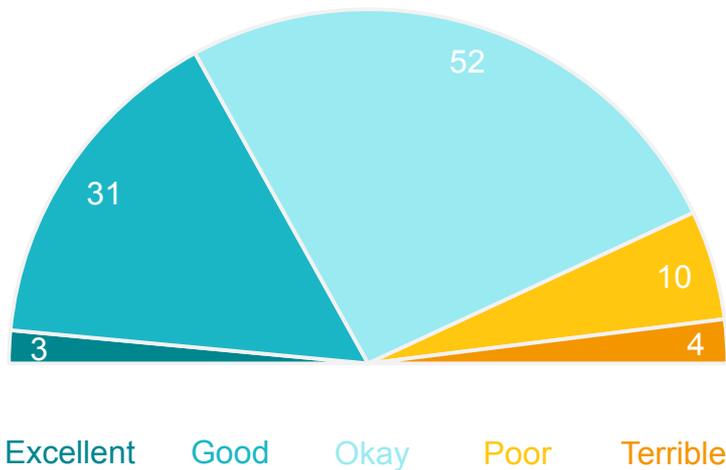
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 448).

Management of food, health, noise and pollution issues

Performance ratings

% of respondents



86%

Excellent + Good + Okay ratings

55

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	55
Industry High	74
Industry Standard	58

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
55	54	60	54	55	52	56	55	55	56	53	55	49	54	54	60

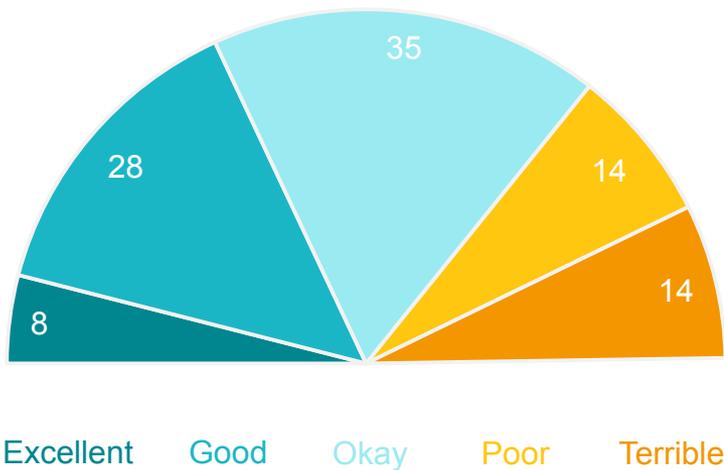
Q. How would you rate performance in the following areas?

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

Natural disaster education, prevention and relief (for bushfires, flooding, etc)

Performance ratings

% of respondents



71%

Excellent + Good + Okay ratings

51

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	51
Industry High	63
Industry Standard	54

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
51	53	32	50	52	44	53	54	31	54	51	57	49	58	53	32

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 455).



The table below shows **MARKYT  Industry Standards ©** for local government authorities in Western Australia. Standards are calculated when three or more Councils have asked a comparable question over the **past two years** up to 1 June 2018 using MARKYT® accredited methodology.

OUR COMMUNITY					
Performance Measure	Measure	Score	Average	High	Overall Average
Services and facilities for families	Index	54	60	74	55
Services and facilities for youth	Index	38	50	68	
Facilities, services and care available for seniors	Index	48	57	67	
Access to services and facilities for people with a disability	Index	43	55	66	
Access to health and community services	Index	57	56	69	
Library and information services	Index	74	72	89	
Festivals, events, art and cultural activities	Index	69	65	83	
How Aboriginal history and heritage is recognised and respected	Index	54	NA	NA	
How local history and heritage is preserved and promoted	Index	54	62	79	
Safety and security	Index	66	55	75	
Management of food, health, noise and pollution issues	Index	55	58	74	
Natural disaster education, prevention and relief (for bushfires, flooding, etc)	Index	51	54	63	
					59

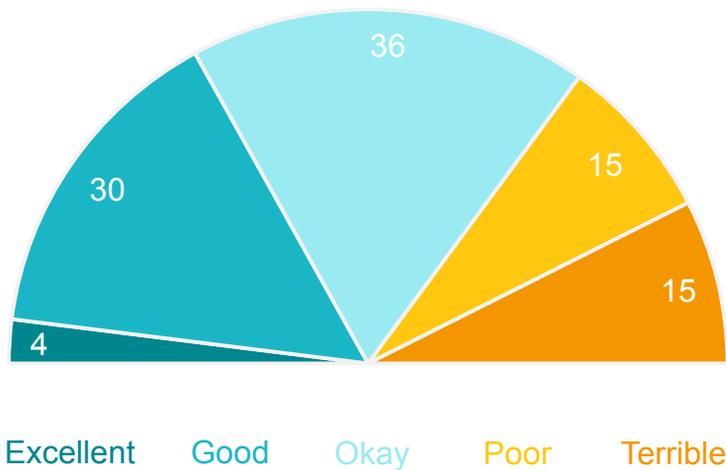
Note: Performance measures in grey are unique to the Shire of Denmark; they are not included in overall averages.

Our Local Government

The Shire of Denmark as the organisation that governs the local area

Performance ratings

% of respondents



70%

Excellent + Good + Okay ratings

48

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	48
Industry High	74
Industry Standard	57

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
48	50	35	47	51	39	47	53	28	49	49	55	47	58	53	35

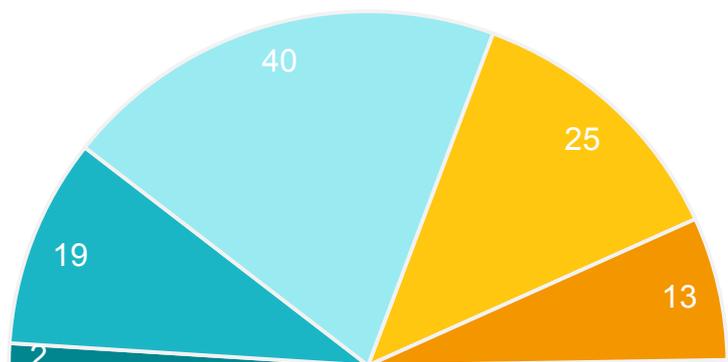
Q. How would you rate performance in the following areas?

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

Value for money from Council rates

Performance ratings

% of respondents



Excellent Good Okay Poor Terrible

61%

Excellent + Good + Okay ratings

43

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	43
Industry High	64
Industry Standard	47

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
43	43	36	42	44	32	42	48	24	43	42	50	38	49	49	36

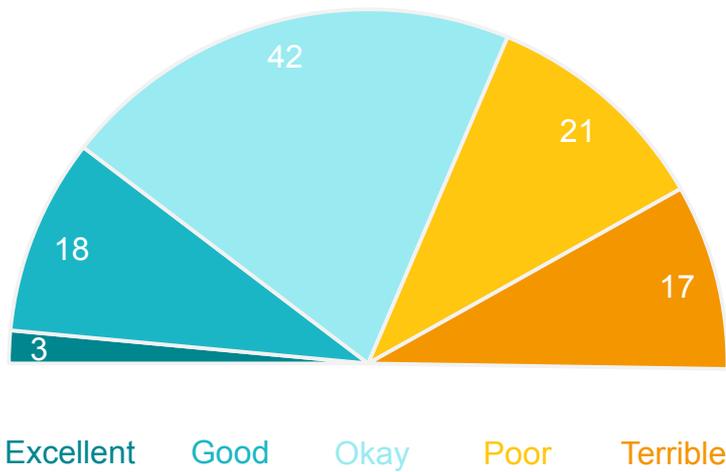
Q. How would you rate performance in the following areas?

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

Council's leadership within the community

Performance ratings

% of respondents



63%

Excellent + Good + Okay ratings

42

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	42
Industry High	74
Industry Standard	51

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
42	44	30	42	44	37	43	46	24	45	41	49	44	50	45	30

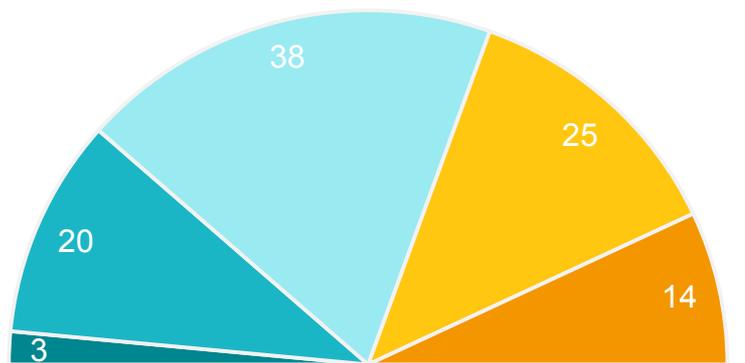
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 474).

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

Level of agreement

% of respondents



Strongly agree Agree Neutral/unsure Disagree Strongly disagree

23%

Total agree

MARKYT Industry Standards

% agree



Shire of Denmark	23
Industry High	70
Industry Standard	40

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
23	24	14	28	20	16	19	27	8	23	24	28	21	28	28	14

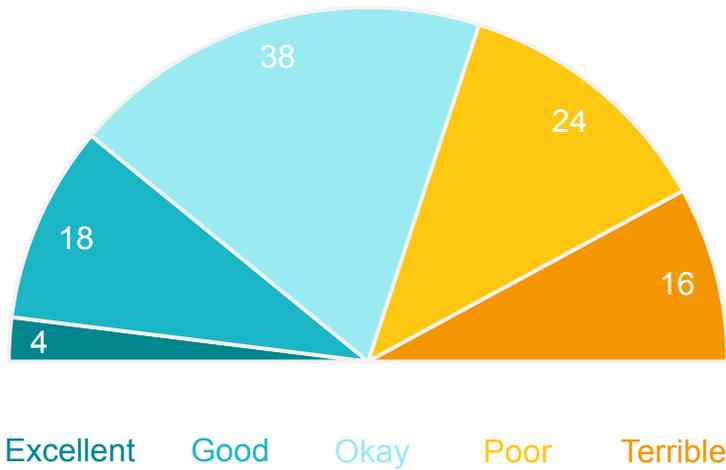
Q. How strongly do you agree or disagree with the following statements?

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

How the community is consulted about local issues

Performance ratings

% of respondents



60%

Excellent + Good + Okay ratings

43

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark 43

Industry High 64

Industry Standard 47

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
43	44	27	44	42	34	44	46	23	44	44	48	41	51	46	27

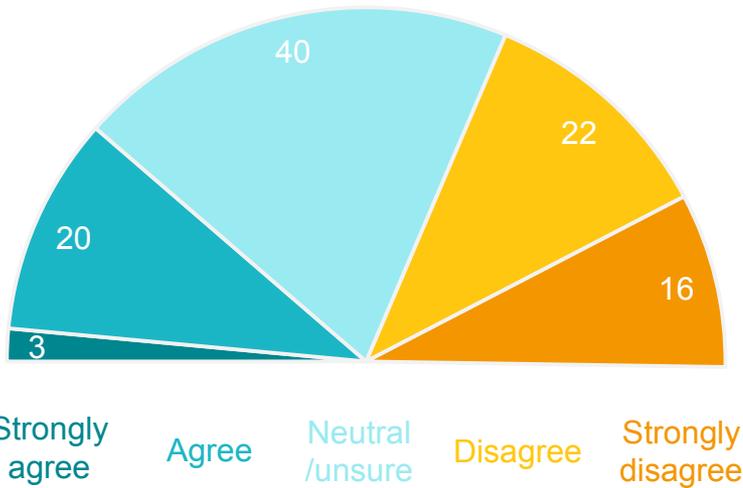
Q. How would you rate performance in the following areas?

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

Elected Members (the Councillors) have a good understanding of community needs

Level of agreement

% of respondents



23%

Total agree

MARKYT Industry Standards

% agree



Shire of Denmark	23
Industry High	60
Industry Standard	34

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
23	24	17	25	20	20	23	25	8	28	22	25	25	27	26	17

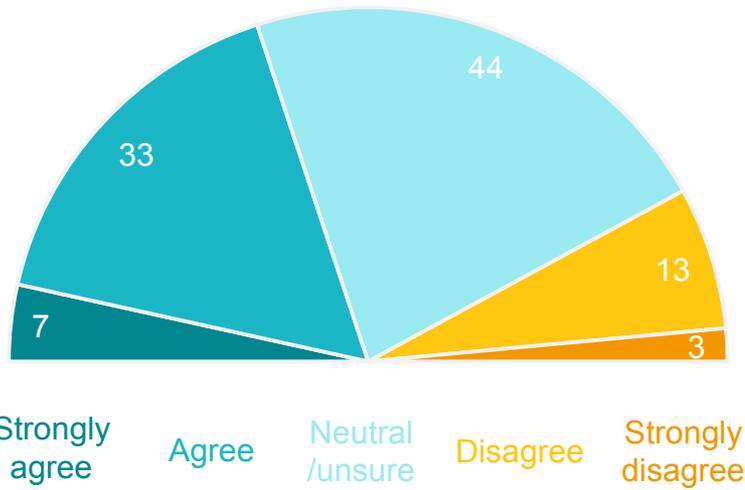
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 528).

Staff have a good understanding of community needs

Level of agreement

% of respondents



40%

Total agree

MARKYT Industry Standards

% agree



Shire of Denmark	40
Industry High	62
Industry Standard	38

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
40	41	26	41	40	29	38	44	18	36	39	54	39	46	46	26

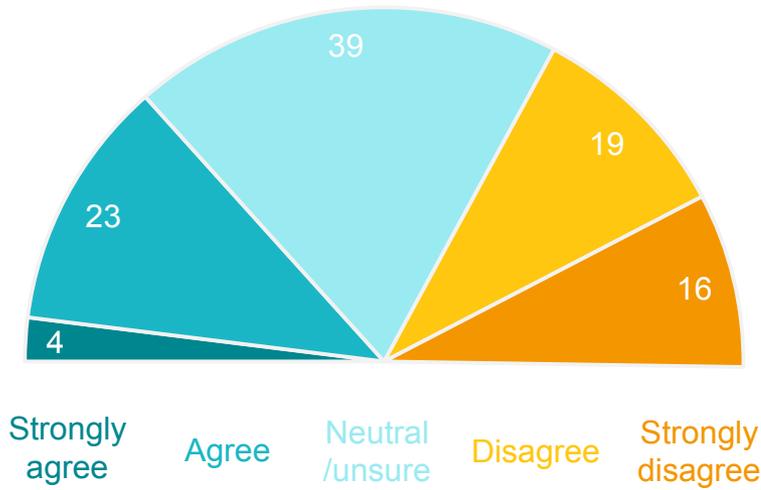
Q. How strongly do you agree or disagree with the following statements?

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

The Shire listens to and respects residents' views

Level of agreement

% of respondents



27%

Total agree

MARKYT Industry Standards

% agree



Shire of Denmark	27
Industry High	39
Industry Standard	34

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
27	27	27	27	27	19	33	29	13	28	25	32	21	41	29	27

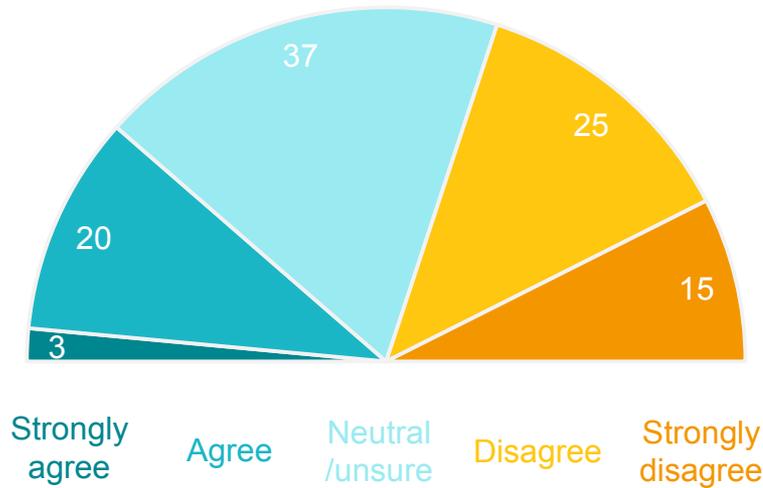
Q. How strongly do you agree or disagree with the following statements?

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

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

Level of agreement

% of respondents



23%

Total agree

MARKYT Industry Standards

% agree



Shire of Denmark	23
Industry High	62
Industry Standard	31

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
23	24	13	25	20	14	23	27	8	23	18	31	23	27	26	13

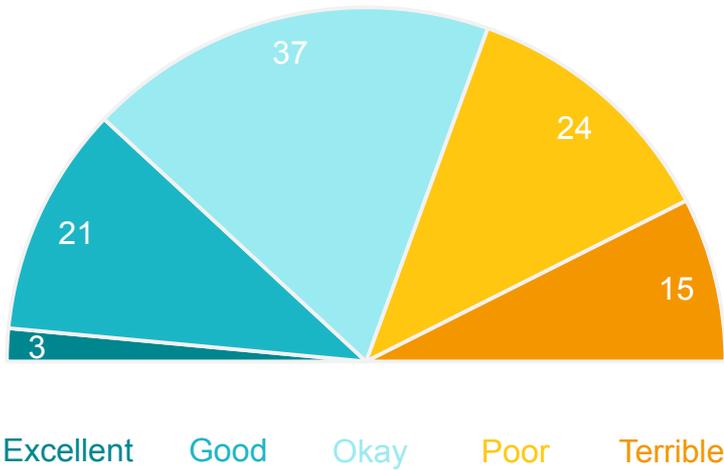
Q. How strongly do you agree or disagree with the following statements?

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

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

Performance ratings

% of respondents



61%

Excellent + Good + Okay ratings

43

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	43
Industry High	68
Industry Standard	50

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
43	45	28	43	43	36	43	46	22	45	42	50	43	50	44	28

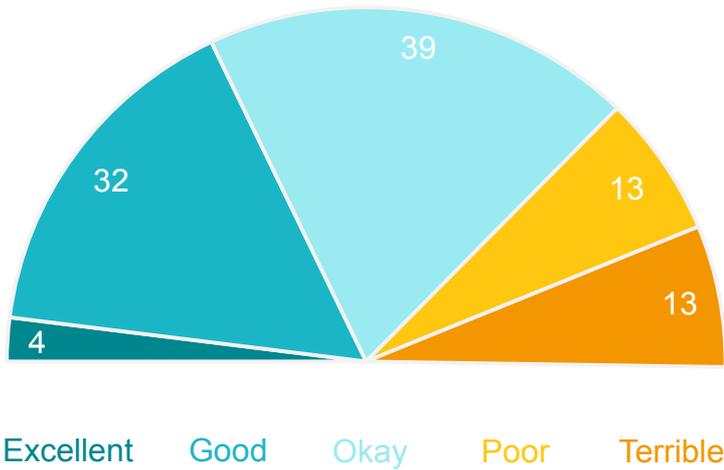
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 442).

The Shire's efforts to work with regional partners

Performance ratings

% of respondents



75%

Excellent + Good + Okay ratings

50

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	50
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
50	52	34	50	49	40	49	55	23	51	53	61	54	60	52	34

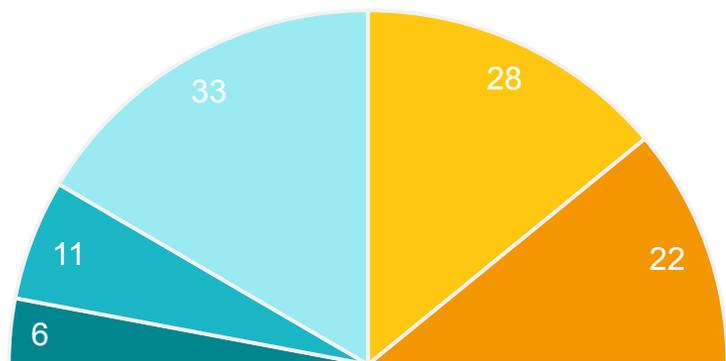
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 369).

How open and transparent Council processes are

Performance ratings

% of respondents



Excellent Good Okay Poor Terrible

50%

Excellent + Good
+ Okay ratings

38

Performance Index
Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

38

Industry High

70

Industry Standard

45

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
38	39	23	37	38	31	41	40	20	38	39	43	39	46	41	23

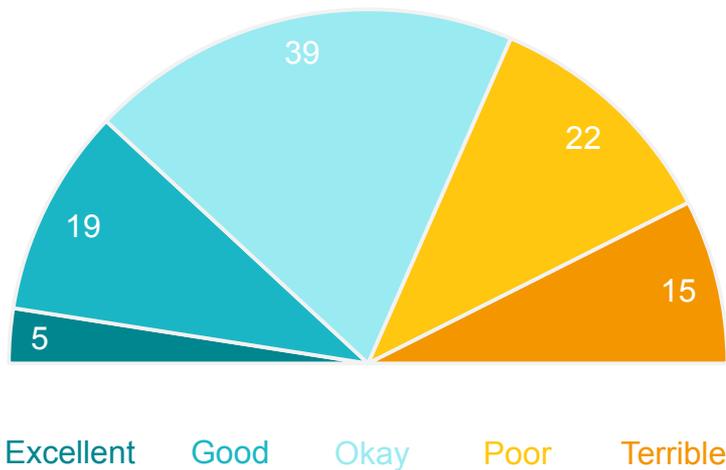
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 444).

How the Shire embraces change, innovation and new technology

Performance ratings

% of respondents



63%

Excellent + Good + Okay ratings

45

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

45

Industry High

NA

Industry Standard

NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
45	44	46	43	46	34	44	49	34	41	47	52	52	49	46	46

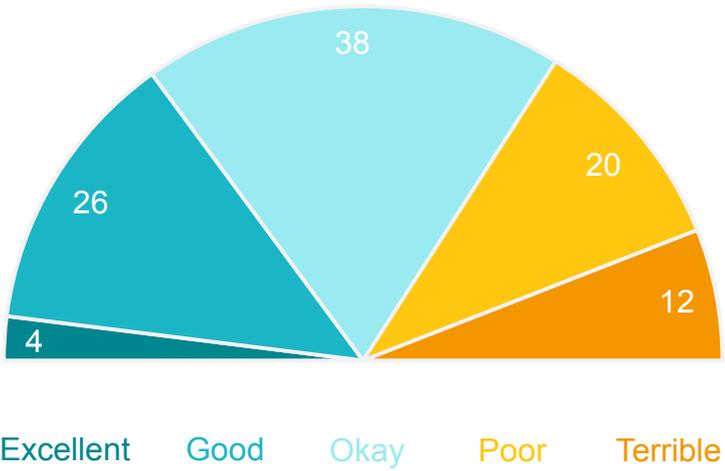
Q. How would you rate performance in the following areas?

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

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

Performance ratings

% of respondents



68%

Excellent + Good + Okay ratings

48

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	48
Industry High	68
Industry Standard	52

Variations across the community

Performance Index Score

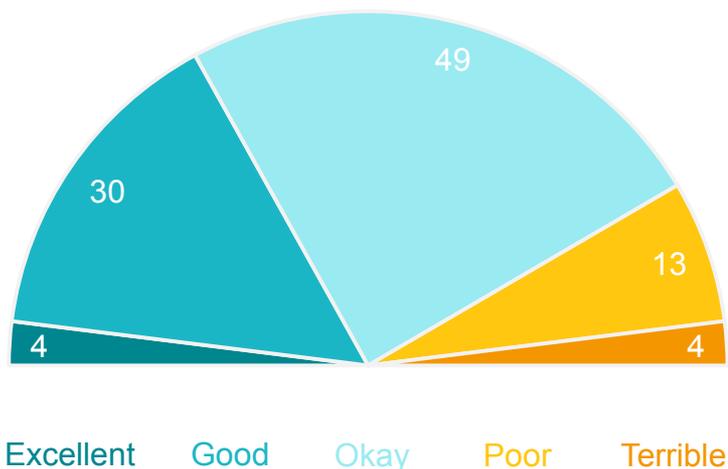
Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
48	49	35	48	48	41	48	50	30	49	48	53	47	55	49	35

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 496).

Shire's website

Performance ratings

% of respondents



83%

Excellent + Good + Okay ratings

54

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
Industry High	69
Industry Standard	60

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
54	55	48	56	52	49	53	57	48	52	55	59	53	58	56	48

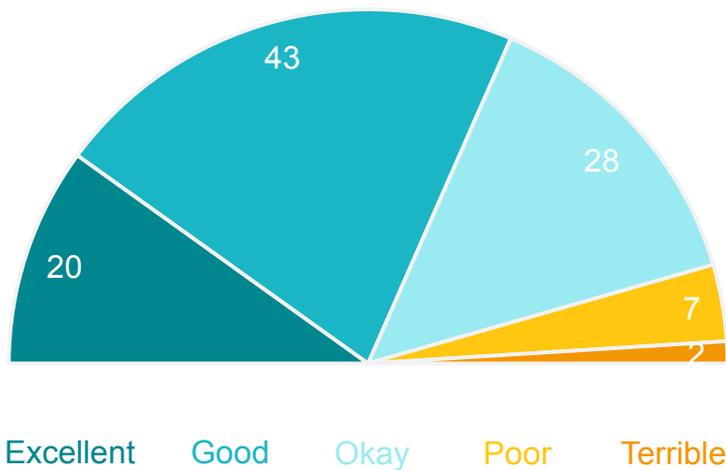
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 415).

Customer service

Performance ratings

% of respondents



91%

Excellent + Good + Okay ratings

68

Performance Index Score out of 100

MARKYT Industry Standards

Performance Index Score



Shire of Denmark

68

Industry High

79

Industry Standard

61

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
68	67	71	67	69	58	70	71	56	68	65	74	69	72	71	71

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

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



The table below shows **MARKYT  Industry Standards ©** for local government authorities in Western Australia. Standards are calculated when three or more Councils have asked a comparable question over the **past two years** up to 1 June 2018 using MARKYT® accredited methodology.

OUR LOCAL GOVERNMENT						
Performance Measure	Measure	Score	Average	High	Overall Average	
The Shire of Denmark as the organisation that governs the local area	Index	48	57	74	47	52
Value for money from Council rates	Index	43	47	64		
Council's leadership within the community	Index	42	51	74		
Advocacy and lobbying on behalf of the community to influence decisions, support local causes, etc	Index	43	50	68		
The Shire's efforts to work with regional partners	Index	50	NA	NA		
How open and transparent Council processes are	Index	38	45	70		
How the Shire embraces change, innovation and new technology	Index	45	NA	NA		
How the community is consulted about local issues	Index	43	47	64		
How the community is informed about what's happening in the local area (including local issues, events, services and facilities)	Index	48	52	68		
Shire's website	Index	54	60	69		
Customer service	Index	68	61	79		
The Shire has developed and communicated a clear vision for the area	% Agree	23	40	70	27	35
Elected Members (the Councillors) have a good understanding of community needs	% Agree	23	34	60		
Staff have a good understanding of community needs	% Agree	40	38	62		
The Shire listens to and respects residents' views	% Agree	27	34	39		
The Shire clearly explains the reasons for its decisions and how residents' views have been taken into account	% Agree	23	31	62		

Note: Performance measures in grey are unique to the Shire of Denmark; they are not included in overall averages.

Overview of Community Variances

Summary of community variances

Our economy

	Total	Home owner	Renting / other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
Place to live	82	84	64	81	82	75	82	85	63	82	87	86	79	87	83	64
Place to visit	83	84	73	81	85	79	85	84	68	85	87	84	81	88	83	73
Agricultural development	39	41	25	39	40	32	35	44	26	40	37	47	44	45	43	25
Economic development	37	38	29	37	37	28	37	42	21	37	36	45	45	44	41	29
Tourism	51	52	37	48	53	42	52	54	30	52	52	57	56	55	54	37
Denmark town centre	43	44	30	41	44	34	40	47	21	44	43	50	44	48	45	30
Access to goods & services	51	52	44	51	51	42	50	55	33	52	50	58	52	56	52	44
Education & training	48	49	41	48	47	36	45	53	28	45	48	59	48	55	52	41

Summary of community variances

Our natural environment

	Total	Home owner	Renting / other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
Conservation & environment	54	54	53	54	54	51	51	55	51	53	53	56	49	57	53	53
Growth and development	43	45	29	43	44	34	41	47	24	44	44	50	44	51	46	29
Sustainable practices	49	50	40	51	48	43	45	52	35	49	49	54	48	51	49	40
Adapt to climate change	47	47	48	47	47	42	43	49	40	45	49	52	47	46	45	48
Reducing waste	53	52	59	53	53	48	51	54	49	51	55	55	53	52	50	59
Renewable energy	54	54	54	55	53	52	52	54	53	52	56	54	53	54	51	54
River & inlet maintenance	43	45	30	42	45	37	42	46	26	44	43	50	45	46	47	30
Beach & coastline management	51	53	32	51	51	43	48	55	28	53	51	59	49	58	54	32
Bushland & forest management	55	54	56	56	54	53	53	55	53	56	53	55	50	55	53	56
Waste collection	56	55	64	55	57	53	56	57	53	56	55	59	53	57	60	64
Animal and pest control	54	52	64	53	54	54	56	53	55	55	52	52	50	55	55	64

Summary of community variances

Our built environment

	Total	Home owner	Renting / other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
Character and identity	59	61	44	58	61	55	58	62	42	63	57	64	62	65	61	44
Planning and building	39	39	41	39	38	28	45	43	26	39	41	44	33	43	41	41
Access to housing	54	54	52	55	53	51	50	56	54	53	53	56	44	54	51	52
Buildings, halls & toilets	61	61	63	61	60	61	60	61	58	61	61	62	58	62	61	63
Sport & recreation	61	62	53	61	61	49	58	68	39	58	65	72	63	69	64	53
Playgrounds, parks & reserves	63	65	46	62	64	54	63	68	40	64	66	71	67	72	67	46
Storm water drainage	48	49	36	48	48	40	44	53	28	52	50	52	39	57	50	36
Roads	46	48	33	46	47	42	49	47	30	50	45	50	42	54	51	33
Traffic management	51	52	37	50	51	43	52	53	31	54	51	55	44	59	53	37
Footpaths, cycleways & trails	59	60	53	58	59	53	64	60	49	60	61	61	50	62	60	53
Streetscapes	60	60	60	59	60	57	62	60	53	63	58	61	54	63	58	60
Lighting	57	57	56	58	56	56	59	56	54	59	54	57	47	58	55	56

Summary of community variances

Our community

	Total	Home owner	Renting / other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
Families	54	55	44	53	54	44	53	58	35	54	57	60	49	59	56	44
Youth	38	40	18	39	37	22	32	47	11	36	39	53	43	47	42	18
Seniors	48	50	28	49	48	38	46	52	23	52	48	55	38	58	53	28
Disability	43	43	40	45	41	33	45	46	28	44	41	49	36	48	43	40
Health services	57	58	52	58	57	49	54	61	42	57	55	64	49	62	56	52
Library & information	74	74	74	70	77	69	74	76	57	74	75	80	75	78	75	74
Festivals, events, art & culture	69	71	52	66	72	63	69	73	40	74	72	75	72	77	75	52
Aboriginal history and heritage	54	54	52	54	54	47	50	57	42	54	54	59	53	54	47	52
Local history and heritage	54	56	39	52	56	43	52	60	24	57	55	64	55	60	56	39
Safety and security	66	66	63	65	66	65	67	66	58	69	63	66	60	67	64	63
Food, health, noise & pollution	55	54	60	54	55	52	56	55	55	56	53	55	49	54	54	60
Natural disaster prevention	51	53	32	50	52	44	53	54	31	54	51	57	49	58	53	32

Summary of community variances

Our Local Government

	Total	Home owner	Renting / other	Male	Female	Have child 0-12	Have child 13+	No children	18-34 years	35-54 years	55-64 years	65+ years	Disability	Born overseas	Denmark Townsite	Other
Governing organisation	48	50	35	47	51	39	47	53	28	49	49	55	47	58	53	35
Value for money	43	43	36	42	44	32	42	48	24	43	42	50	38	49	49	36
Council's leadership	42	44	30	42	44	37	43	46	24	45	41	49	44	50	45	30
Advocacy and lobbying	43	45	28	43	43	36	43	46	22	45	42	50	43	50	44	28
Regional partners	50	52	34	50	49	40	49	55	23	51	53	61	54	60	52	34
Open and transparent	38	39	23	37	38	31	41	40	20	38	39	43	39	46	41	23
Change, innovation & technology	45	44	46	43	46	34	44	49	34	41	47	52	52	49	46	46
Consultation	43	44	27	44	42	34	44	46	23	44	44	48	41	51	46	27
Informing	48	49	35	48	48	41	48	50	30	49	48	53	47	55	49	35
Website	54	55	48	56	52	49	53	57	48	52	55	59	53	58	56	48
Customer service	68	67	71	67	69	58	70	71	56	68	65	74	69	72	71	71

Random vs Referred Responses

Random vs Referred

Our economy, our natural environment and our built environment

Performance Index Score	Random	Referred
The Shire of Denmark as a place to live	82	86
The Shire of Denmark as a place to visit	83	82
Agricultural development - what the Shire is doing to grow and develop agriculture and protect prime agricultural land	39	40
Economic development - what the Shire is doing to attract investors, attract and retain businesses, grow tourism and create more job opportunities	37	37
Tourism attractions and marketing	51	45
How Denmark town centre is being developed	43	40
Access to goods and services in the local area	51	41
Access to education, training and personal development opportunities	48	41
Conservation and environmental management	54	46
Managing responsible growth and development	43	45
Promoting and adopting sustainable practices	49	43
Efforts to adapt to climate change	47	45
Efforts to reduce waste	53	40
Efforts to promote and use renewable energy	54	45
Efforts to maintain and enhance local rivers and inlets	43	37
Management of local beaches and coastline	51	47
Management of bushland and forests	55	45
Waste collection services	56	48
Animal and pest control	54	56
The area's character and identity	59	58
Planning and building approvals	39	34
Access to housing that meets your needs	54	50
Community buildings, halls and toilets	61	53
Sport and recreation facilities and services	61	57
Playgrounds, parks and reserves	63	59
Storm water drainage	48	45
Building and maintaining local roads	46	43
Traffic management and control on local roads	51	47
Footpaths, cycleways and trails	59	49
Streetscapes	60	51
Lighting of streets and public places	57	49

Random vs Referred

Our community services and our Local Government

Performance Index Score	Random	Referred
Services and facilities for families	54	47
Services and facilities for youth	38	32
Facilities, services and care available for seniors	48	48
Access to services and facilities for people with a disability	43	42
Access to health and community services	57	53
Library and information services	74	74
Festivals, events, art and cultural activities	69	68
How Aboriginal history and heritage is recognised and respected	54	48
How local history and heritage is preserved and promoted	54	51
Safety and security	66	58
Management of food, health, noise and pollution issues	55	55
Natural disaster education, prevention and relief (for bushfires, flooding, etc)	51	49
Festivals, events, art and cultural activities	69	68
How Aboriginal history and heritage is recognised and respected	54	48
How local history and heritage is preserved and promoted	54	51
Safety and security	66	58
The area's character and identity	59	58
Planning and building approvals	39	34
The Shire of Denmark as the organisation that governs the local area	48	53
Value for money from Council rates	43	39
Council's leadership within the community	42	44
Advocacy and lobbying on behalf of the community to influence decisions, support local causes, etc	43	45
The Shire's efforts to work with regional partners	50	51
How open and transparent Council processes are	38	38
How the Shire embraces change, innovation and new technology	45	46
How the community is consulted about local issues	43	44
How the community is informed about what's happening in the local area (including local issues, events, services and facilities)	48	44
Shire's website	54	52
Customer service	68	71

Moving Forward

Moving Forward

Overall, residents feel the Shire of Denmark is performing okay:

- As a **place to live**, the performance index score is **82 out of 100**, 6 Index Points above the MARKYT Industry Standard.
- As a **governing organisation**, the performance index score is 48; 9 Index Points below the MARKYT Industry Standard.

Residents are very positive about the Shire of Denmark as a place to live and visit. Higher performing areas include library and information services, festivals, events, art and cultural activities, customer services, safety and security and playgrounds, parks and reserves. Relative to the MARKYT® Industry Standards the Shire of Denmark is performing above average in 10 areas.

The five areas with the **lowest performance scores** are:

- Economic development
- Agricultural development
- How open and transparent Council processes are
- Services and facilities for youth
- Planning and building approvals

Performance scores tend to be higher among seniors and people born overseas.

Performance scores tend to be lower among renters, younger adults, families with young children (0-12 years) and residents who live in outer areas.





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

ABN 20 108 620 855

CATALYSE 

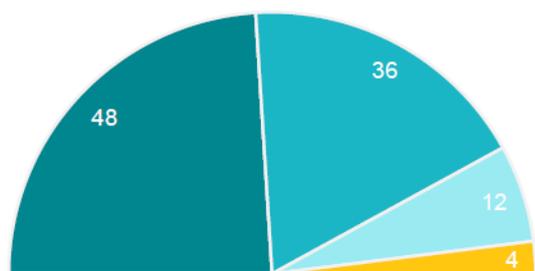
Rating Methods between the MARKYT Community Scorecard and the Biennial Community Needs & Customer Satisfaction Survey

The MARKYT Community Scorecard calculates Performance Index Scores using the following methodology.

The Shire of Denmark as a place to live

Performance ratings

% of respondents



Excellent Good Okay Poor Terrible

96%

Excellent + Good
+ Okay ratings

82

Performance Index
Score out of 100

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

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

The Performance Index score converts the average rating received for the question into a zero-based score out of 100, resulting in a value from the following table:

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

Worked example: The Shire of Denmark as a place to live

Initial Rating	Percentage	Number of responses	Number of responses x Rating (1 – 5)	Average Score
Excellent (5)	48%	48% of 526 = 253	253 x 5 = 1265	2252 / 526 = 4.28
Good (4)	36%	36% of 526 = 189	189 x 4 = 756	
Okay (3)	12%	12% of 526 = 63	63 x 3 = 189	
Poor (2)	4%	4% of 526 = 21	21 x 2 = 42	
Terrible (1)	0%	0% of 526 = 0		
			Sum of results	
			1265 + 756 + 189 + 42 = 2252	

The Performance Index Score calculation:

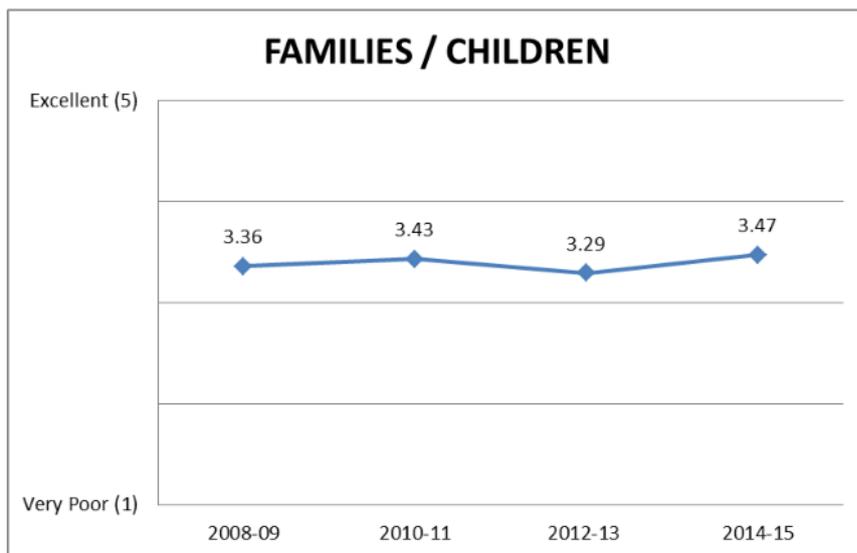
$$\frac{(4.28 - 1)}{4} \times 100 = 82$$

Previous Biennial Community Needs and Customer Satisfaction Surveys calculated an average score for each question, which is possible to convert to a performance index score, using the same formula.

Worked example: Level of facilities/services for families/children

12. Level of: FACILITIES / SERVICES FOR

d) FAMILIES / CHILDREN						
	Very Poor	Poor	Satisfactory	Good	Excellent	Unsure
2014-15	0.49%	4.41%	39.22%	25.98%	7.84%	22.06%
2012-13	3.00%	5.00%	56.70%	30.30%	5.00%	N/A
2010-11	1.30%	6.60%	30.70%	30.90%	5.30%	25.20%
2008-09	0.90%	6.59%	30.84%	27.84%	2.69%	31.14%



2014/15 Performance Index Score:

$$\frac{(3.47 - 1)}{4} \times 100 = 62$$

2012/13 Performance Index Score:

$$\frac{(3.29 - 1)}{4} \times 100 = 57$$

2011/10 Performance Index Score:

$$\frac{(3.43 - 1)}{4} \times 100 = 61$$

2008/09 Performance Index Score:

$$\frac{(3.36 - 1)}{4} \times 100 = 59$$

Note: Whilst the above conversion provides the opportunity to apply the same rating methodology to the Biennial Community Needs & Customer Satisfaction Survey, results from previous surveys are unable to be accurately compared with the MARKYT Community Scorecard results due to the differences in question structures and samples sizes.