



18 June 2019 - Attachment 8.3.2a

MARKYT Community Scorecard ©

Prepared for: Shire of Denmark

Prepared by: CATALYSE[®] Pty Ltd ©

May 2019

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Introduction

The study

In March-April, 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.

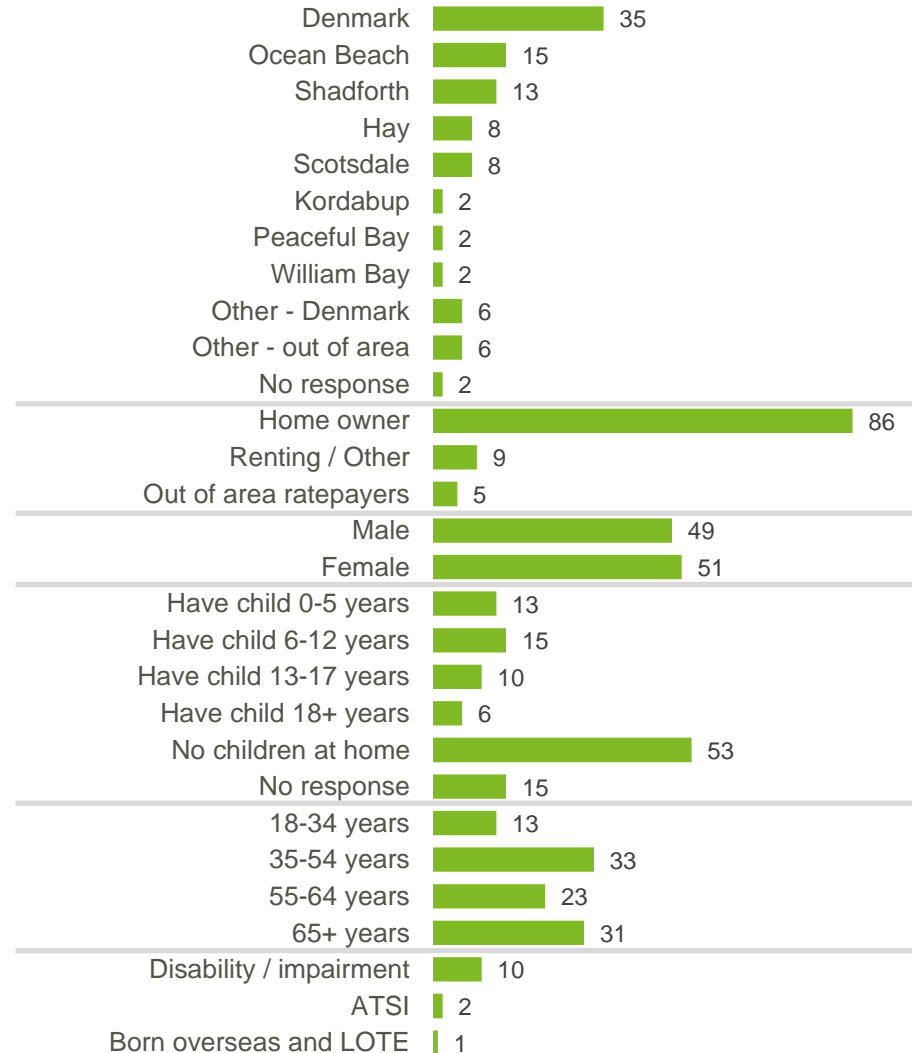
Scorecard invitations were sent to 3,000 randomly selected households (1,000 by mail and 2,000 by email). The Shire offered supporting promotions through its communication channels.

In total, **434 residents** submitted a response reducing the sampling error to $\pm 4.5\%$ at the 95% confidence interval.

The sample included 399 randomly selected respondents, 16 council-affiliated respondents and 19 respondents who opted in to take part through a council promotion or a referral from a community group, family or friend. As analysis of results showed significant differences between these groups, the main body of this report presents responses from the random sample only.

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 studies for close to 60 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



Across the Great Southern Region, 11 councils have partnered with CATALYSE® to conduct a MARKYT® Community Scorecard. Throughout this report, benchmarks have been provided against this group of councils:

Great Southern Group



Strategic Insights

Strategic Overview

Place to Live



84

Performance Index Score

9 index points above the MARKYT® Industry Standard for WA and **Great Southern Region leader**

Place to Visit

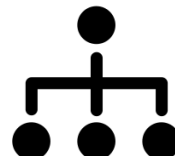


87

Performance Index Score

23 index points above the MARKYT® Industry Standard. **Leading across WA.**

Organisation



55

Performance Index Score

Up 7 index points over past year. On par with the MARKYT® Industry Standards for WA and the Great Southern Region.

Value for Money



45

Performance Index Score

4 points above average in the Great Southern Region and on par with the MARKYT® Industry Standard for WA.

Strengths

Highest scoring

- Library and information services
- Festivals, events, art and cultural activities
- Customer Service

Most improved

- Storm water drainage
- Council's leadership and transparency
- Education and training
- How history and heritage is preserved and promoted

Relative to MARKYT® Industry Standards for WA

- Place to visit
- Safety and security
- Festivals, events, art and cultural activities

Priorities

Sport & Rec (Pool)



Rivers and inlets



Youth services & facilities



Road maintenance



Economic Development

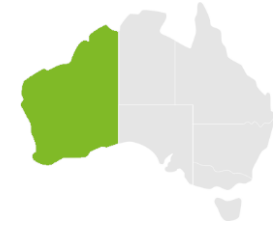


Overall Performance | industry comparisons

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's overall performance index score is 70 out of 100, 5 index points above the average for Western Australia.

MARKYT Industry Standards

Performance Index Score

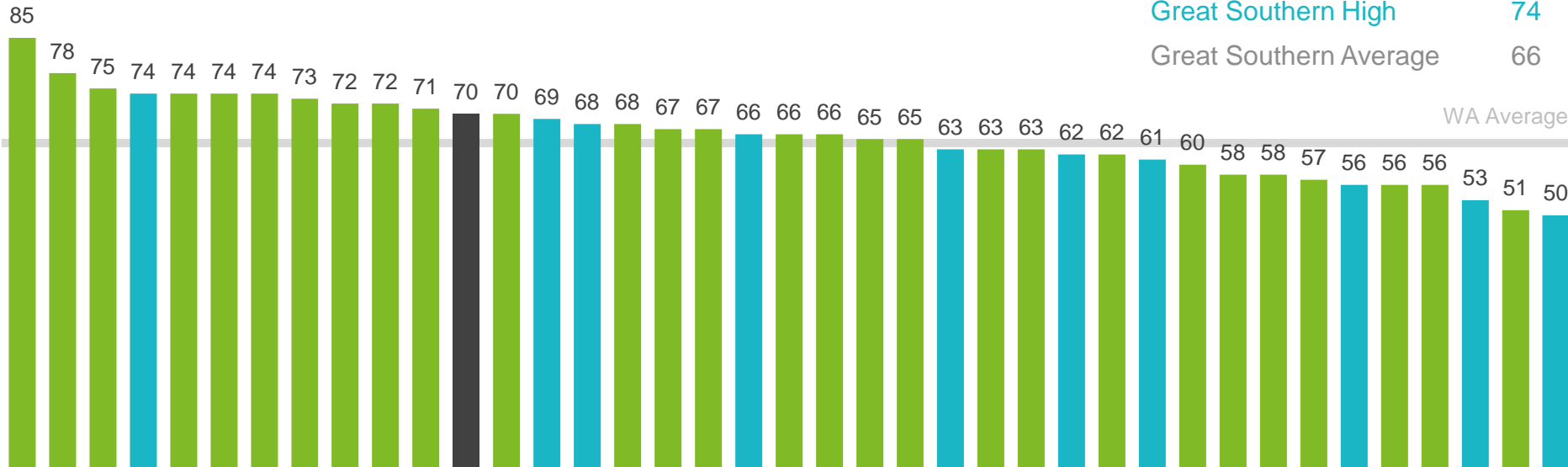


Overall Performance Index Score

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

- Shire of Denmark
- Great Southern Region Councils
- Western Australian Councils

Shire of Denmark	70
WA High	85
WA Average	65
Great Southern High	74
Great Southern Average	66



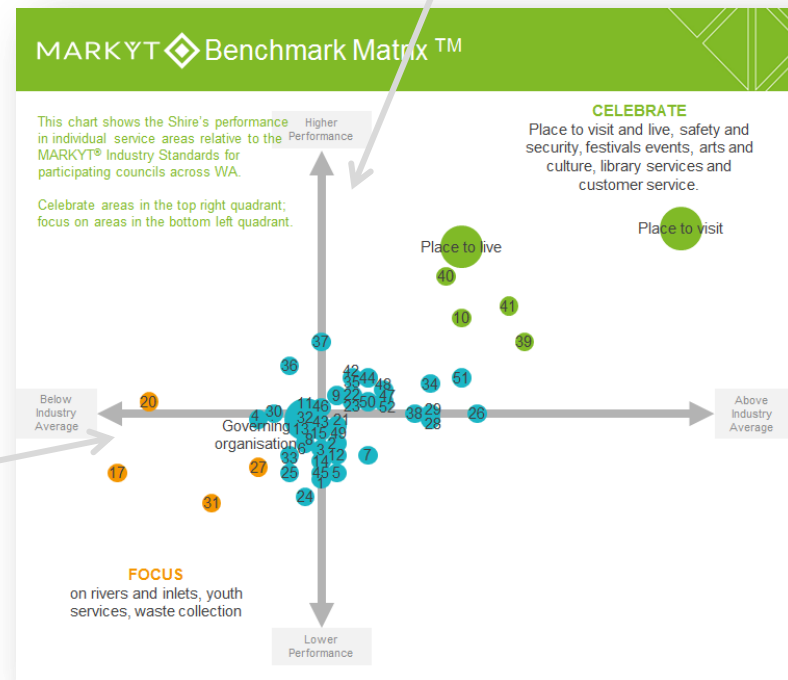
How to read the MARKYT Benchmark Matrix TM

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™

- 1 Value for money
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Working with regional partners
- 5 Transparency
- 6 Change, innovation & technology
- 7 Consultation
- 8 Informed
- 9 Website
- 10 Customer Service
- 11 Conservation and environment
- 12 Growth and development
- 13 Sustainable practices
- 14 Climate change
- 15 Waste reduction
- 16 Renewable energy
- 17 Rivers and inlets
- 18 Beaches & coastline
- 19 Bushland & forests
- 20 Waste collection
- 21 Animal control
- 22 Food, health, noise and pollution
- 23 Natural disaster management
- 24 Economic development
- 25 Agricultural development
- 26 Tourism
- 27 Denmark Centre development
- 28 Goods and services
- 29 Education and training
- 30 Families and children
- 31 Youth
- 32 Seniors
- 33 Disability access
- 34 Health and community services
- 35 Buildings, halls & toilets
- 36 Sport and recreation
- 37 Playgrounds, parks and reserves
- 38 Health and wellbeing
- 39 Safety and security
- 40 Library and information
- 41 Festivals, events, arts & culture
- 42 History and heritage
- 43 Aboriginal heritage
- 44 Character and identity
- 45 Planning and building
- 46 Access to housing
- 47 Streetscapes
- 48 Lighting
- 49 Roads
- 50 Traffic management
- 51 Footpaths, trails and cycleways
- 52 Storm water drainage

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

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

CELEBRATE
Place to visit and live, safety and security, festivals events, arts and culture, library services and customer service.

Place to visit

Place to live

Below WA Average

Above WA Average



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

Within the **Great Southern Region**, the Shire of Denmark is leading in 8 areas.

1. Place to live
2. Place to visit
3. Sense of belonging
4. Community advocacy (Net Promoter Score)
5. Customer service
6. Library and information services
7. Festivals, events, art and cultural activities
8. Footpaths, trails and cycleways



In the Shire of Denmark's Community Trends Window, detailed overleaf, most services are ideally located in Window 1. They are higher performing areas that continue to improve.

The stand out performers include Council's leadership, education and training, how history and heritage is preserved and promoted, and storm water drainage.

Window 2 includes lower performing areas that are improving. Celebrate progress and continue to work on areas such as transparency, agricultural development and planning and building approvals.

It is pleasing to see there are no services in Window 4; no low performing areas in decline.

There were only two areas that have declined by a small margin over the past 12 months. They were streetscapes and renewable energy.



MARKYT Community Trends Window™

- 1 Place to live
- 2 Place to visit
- 3 Governing organisation
- 4 Value for money
- 5 Council's leadership
- 6 Advocacy and lobbying
- 7 Working with regional partners
- 8 Transparency
- 9 Change, innovation & technology
- 10 Consultation
- 11 Informed
- 12 Website
- 13 Customer Service
- 14 Conservation and environment
- 15 Growth and development
- 16 Sustainable practices
- 17 Climate change
- 18 Waste reduction
- 19 Renewable energy
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- 40 Playgrounds, parks and reserves
- 41 Health and wellbeing
- 42 Safety and security
- 43 Library and information
- 44 Festivals, events, arts & culture
- 45 History and heritage
- 46 Aboriginal heritage
- 47 Character and identity
- 48 Planning and building
- 49 Access to housing
- 50 Streetscapes
- 51 Lighting
- 52 Roads
- 53 Traffic management
- 54 Footpaths, trails and cycleways
- 55 Storm water drainage



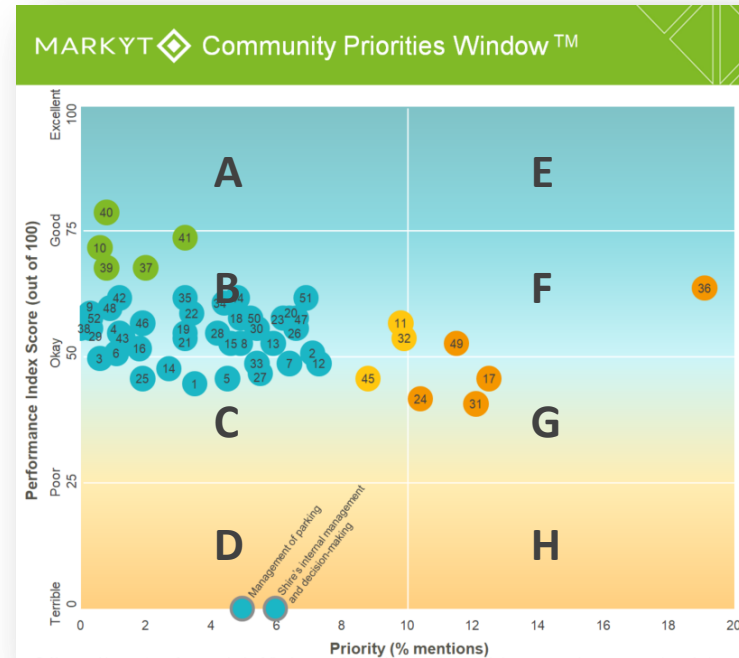
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response (n = varies)

In the Shire of Denmark's Community Priorities Window, detailed overleaf, most services are ideally located in windows A + B. They are high performing areas, receiving average ratings between okay and excellent.

Perceived strengths include the library, festivals, events, arts and cultural activities, playgrounds, parks and reserves, safety and security, and customer service.

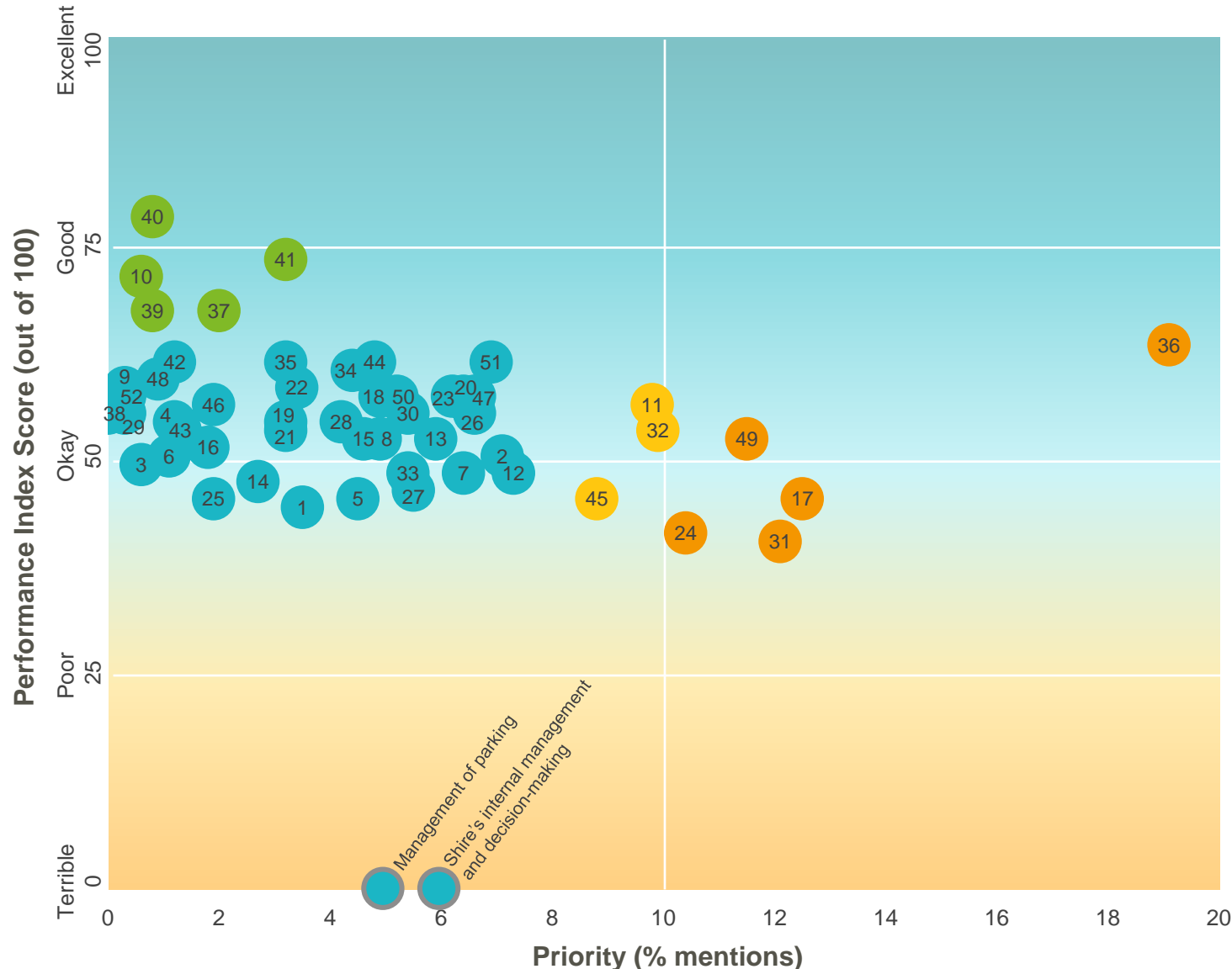
Moving forward, the community would like Council to prioritise sport and recreation (with a pool), caring for rivers and inlets, youth services and facilities, economic development and road maintenance (windows F + G).

Secondary priorities include conservation and environmental management, services and care for seniors, and planning and building approvals (windows C + F).



MARKYT Community Priorities Window™

- 1 Value for money
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Working with regional partners
- 5 Transparency
- 6 Change, innovation & technology
- 7 Consultation
- 8 Informed
- 9 Website
- 10 Customer Service
- 11 Conservation and environment
- 12 Growth and development
- 13 Sustainable practices
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- 38 Health and wellbeing
- 39 Safety and security
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- 41 Festivals, events, arts & culture
- 42 History and heritage
- 43 Aboriginal heritage
- 44 Character and identity
- 45 Planning and building
- 46 Access to housing
- 47 Streetscapes
- 48 Lighting
- 49 Roads
- 50 Traffic management
- 51 Footpaths, trails and cycleways
- 52 Storm water drainage



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

Q. Which areas would you most like the Shire of Denmark to focus on improving? Base: All respondents, excludes no response (n = 434)

Challenges | identified by the community

- The lack of a local pool.
- Families must travel to Albany for swimming lessons.
- Ageing population do not have access to a preferred form of exercise and rehabilitation.

Actions | suggested by the community

1. Build a local heated pool.

Community Voices

“Build a decent sized public swimming pool for the whole community (including the local schools) to use.”

“I know the issue of a swimming pool has been rehashed several times but it is a serious gap in facilities for both recreation and health benefits.”

“Swimming pool PLEASE!!!! We spend a substantial amount of money in Albany due to being there every week for swimming lessons for our children. If we didn't drive to Albany weekly we would do the bulk of our shopping here.”

“Provide a swimming pool for children to learn to swim , for the general community and for seniors. It would be well patronised by the community- all the people I know want a pool.”

“I would love to see an indoor swimming pool, I think this would be a good investment for encouraging activities among all residents from young to old.”

“Swimming Pool for children, families the elderly and disabled residents.”

“Given the high median age of the population there is a need for age appropriate facilities including a heated aquatic centre with a minimum 25 metre pool and hydrotherapy pool to address the prevalence of musculoskeletal conditions in the elder citizens.”

“A state of the art swimming pool, aquatic centre with play grounds and rock climbing facilities for kids and familys and also rehabilitation.”

“Heated pool especially for aging population.”

“Build an aquatic centre.”

Challenges | identified by the community

- Pollution risks to the Wilson Inlet and Denmark River.

Actions | suggested by the community

1. Active protection and management of water flow in the Wilson Inlet.
2. Ensure waste water does not enter the Inlet.
3. Maintenance of the Denmark River.
4. Protection and enhancement of water recreation facilities and areas, including Greens Pool.

Community Voices

“Health of the inlet. Our greatest asset needs urgent attention as the inlet is no longer something to be proud of.”

“The health of Wilsons inlet. Stop treated waste water entering inlet.”

“Water quality and management of Wilson inlet, it is a disgrace.”

“Protect the Wilson inlet from harmful run off and commercial gill netting.”

“Environmental issues (waste water management, keeping rivers and inlet clean etc).”

“Open inlet correctly.”

“Waterways, i.e. inlet needs to be open both ends to allow constant sea water flow, so we don't end up with smelly, lowlands from lack of rain. Also, a decent boat ramp. People we know won't buy in Denmark because there is no boat ramp.”

“Management of Wilson inlet, permanent opening of cut, improve boating facilities.”

“River health maintained or improved...Manage waste water without polluting river or inlet.”

“A focus on environmental management of the Denmark river.”

“Access, parking and facilities such as toilets and rubbish removal at tourist hotspots such as Greens Pool.”

“Preserving and protection of the natural environment particularly during tourist high season. Some sort of protection of Greens Pool during those times. Denmark and it's surrounding natural environment is a big drawing card for tourism and should be considered its biggest asset.”

Challenges | identified by the community

- Not enough for youth to do outside of school.
- Limited activities, events and facilities, especially non-sporting options.
- Closing down of the youth centre.

Actions | suggested by the community

1. Engage youth through regular and diverse activities, such as movie nights and cultural events.
2. Reopen the youth centre or consider an alternative.
3. Help to increase access to educational opportunities.
4. Improve recreation and sporting facilities, including the skate park.

Community Voices

“Improving opportunities for youth, outside of just sporting options. Offering sustained options for youth to have meaningful input into culture, locations and dynamics of the town.”

“Services for youth - we have a high school...but nothing on for weekends!”

“Education and development of facilities for our youth.”

“Doing more for our youth. Closing the youth Centre ('Tha House') was in my opinion a poor decision. It had given our young people a place to meet under the guidance of some dedicated leaders. They learnt skills and became involved in creative activities. No alternative, (cheaper), options can match what our Youth Centre provided.”

“The youth in the town need somewhere to go, something to do. The Shire needs to look at reopening the house or have some similar set up to allow the youth of our town somewhere that's theirs.”

“Services for youth - places where they can have fun and gather (not tucked away out of sight like the current skate park). Maybe a weekly movie night at the civic centre?”

“More for youth who may not be into sport.”

“Improvements and creating new facilities and programmes for the youth. For instance a new skatepark/basketball courts etc.”

“Better skate park - in a safer, more open position. More Activities for teenagers.”

Challenges | identified by the community

- Poor maintenance of unsealed roads.
- Creates safety concerns.
- Limits access for tourism and industry.

Actions | suggested by the community

1. Consider sealing gravel roads or increasing regular grading.
2. Improved maintenance of sealed roads including overhanging vegetation, tree branches, blind spots and pot holes.
3. Advocate for overtaking lane between Denmark and Albany.
4. Consider the second bridge project.

Community Voices

“Unsealed main roads need to be resheeted with gravel and maintained with/by appropriate people and equipment, especially Parker Road.”

“Road maintenance is not done well especially on gravel roads.”

“Improving unsealed major roads.”

“Improvement of all local roads.”

“Roads should be sealed to enable tourists and locals to access all wineries and tourist destinations in a safe manner. Gravel roads should be a priority to be sealed to promote and ensure more visitors can access tourist destinations.”

“I would like the Shire to try and pick 1 road a year starting close to town to be sealed so tourists and industry can expand through the whole shire.”

“Maintaining gravel roads, some are overgrown and dangerous. Not graded properly and a lot of blind spots. We only have one exit point to the highway and it is blocked every year by fallen Karri trees. We have to move them ourselves (with great difficulty) because the Shire just don't come out and the trees are not maintained in any way.”

“Upgrading gravel roads to bitumen or at least more regular maintenance on gravel roads close to town. Denmark - Mt Barker road needs upgrading urgently. South Coast Highway Denmark - Albany requires passing lanes.”

“The roads especially Denbarker Road and an overtaking lane on South Coast Hwy between Denmark and Albany.”

“A second bridge, as promised, for fire safety.”

Challenges | identified by the community

- Perceived to be limited support for local businesses.
- Lack of diverse employment opportunities.
- Reduction in tourism promotion.

Actions | suggested by the community

1. Encourage new business investment.
2. Embrace innovative ideas for the area.
3. Boost tourism promotion.
4. Help to increase job opportunities in the area.

Community Voices

“More encouragement and support for local business especially start up businesses.
More support for innovative ideas.”

“Improving employment opportunities for all...Be supportive and assist new local businesses to be set up and grow. Currently some Depts of the Shire are obstructing this process. i.e. making compliance too costly.”

“Supporting local business (a dismal record). Attracting more tourism (e.g. Parking facilities for caravans in the centre of town).”

“Employment opportunities, tourism - which will help people with jobs etc. Help to improve small business be able to stay open.”

“Attracting more investment and opportunities for employment to change the population mix.”

“Encouraging investment in the town.”

“Encouraging new business. Thinking further ahead and not for the now.”

“Become a more progressive, dynamic Shire that encourages small business to provide services and facilities for local people and tourists - e.g. Dining experiences, entertainment.”

“The Shire of Denmark has allowed the promotion of Denmark as a tourist destination to be almost abolished. This is by allowing the Denmark Visitor Centre to be downgraded and marketing funds to be managed through Albany. There is no longer any real Denmark marketing occurring. It is all under the umbrella of the amazing south coast.”

Challenges | identified by the community

- Not enough aged care facilities in the area.
- Elderly having to travel away from Denmark to access medical and health services.
- Ageing population.

Actions | suggested by the community

1. Increase aged care facilities in Denmark.
2. Lobby for greater medical and health provision.
3. Recreation facilities including a local pool for hydrotherapy.

Community Voices

“With a big percentage of the community being over 60 - needing aged care facilities instead of having to move away.”

“Facilities for an aging population eg hydrotherapy pool, accommodation for aging population wishing to downsize. Older people seem to be moving to Albany or back to Perth to access medical/health facilities.”

“Provision of care for the elderly - joined up facilities for medical and welfare including care in the home and care home.”

“Aged care facilities and services.”

“Facilities for Nursing Home places for the elderly who need them. Blue Wren Lodge is really excellent. My husband was there. But there needs to be MANY more beds for people who need them instead of having to go to Albany or Mount Barker. This is terrible for those in need and for their Carers. Please lobby for more beds here.”

“Improve services and care facilities for the elderly.”

“Facilities for low income & aged care. Particularly affordable housing for low income people & aged care places.”

“A salt water heated swimming pool for the elderly.”

Challenges | identified by the community

- Perceived to be not enough emphasis on protecting the natural environment.
- Bushland and beaches damaged by tourists and visitors.
- Glyphosate spraying.
- Prescribed burning.
- Domestic animals.
- Climate change.

Actions | suggested by the community

1. Improve protection of the natural environment, especially during tourist season.
2. Protect reserves and vegetation along verges.
3. Consider decreasing the use of glyphosate and burning off.
4. Consider sustainable initiative including green waste collections.
5. Develop strategies against climate change.

Community Voices

“Sustainability of natural heritage and environment.”

“Protection and appreciation of our natural environment.”

“Protection of natural environment from development & tourists. Including protection of trees on road verges & beaches from human derived pollution.”

“I would like to see less prescribed burning of bushland in the Shire, from a perspective of Climate warming, and I think the natural environment is adversely affected by burning. The other thing I would like to see is the complete stop to the use of glyphosate in the Shire, following in the footsteps of the European countries who have adopted this.”

“Conservation of reserves. Much better management of local beaches.”

“Environment. Better management of Road verges re remnant vegetation and better practices around fire breaks, not using that ripping machine as it destroys the landscape. Focus on invasive weeds. Better waste service with food waste bin to be available. More focus on protecting bird and wildlife.”

“Environmental issues, including waste management and recycling.”

“Denmark is a very beautiful and environmentally sensitive area. People visiting need some reminders of how to respect this. Demark area may well become a refuge from climate change. The Shire will need to be ready for this.(NB Tasmania).”

“Renewable energy, preserving the natural environment, control of cats.”

Overall Performance

How to read the following charts

Performance Ratings

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

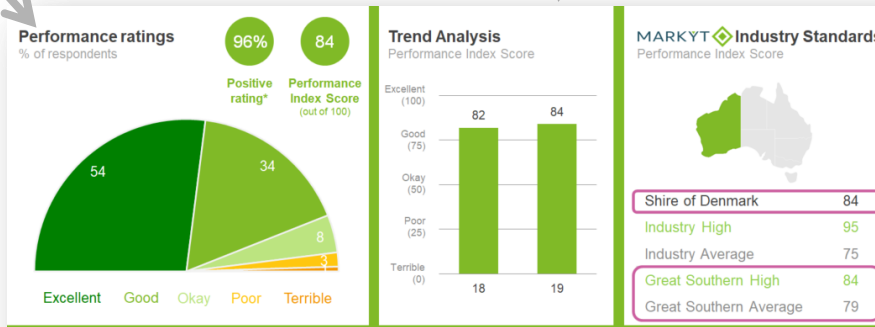
The **Performance Index Score** is a score out of 100 using the following formula:

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

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

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

Trend analysis shows how performance varies over time.



Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	16-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
84	85	79	81	87	86	77	86	84	75	73	84	87	87	88	83

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 across Western Australia.

Council Score is the Council's performance index score.

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

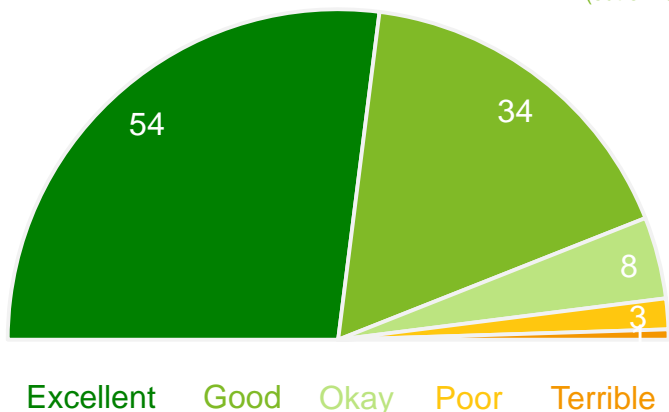
WA Average is the average score among WA councils that have completed a comparable study with CATALYSE® over the past two years.

Shire of Denmark as a place to live

Performance ratings

% of respondents

96% Positive rating*
84 Performance Index Score (out of 100)



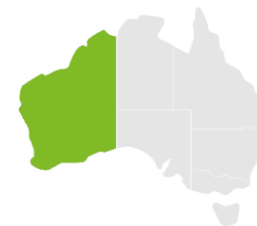
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	84
WA High	95
WA Average	75
Great Southern High	84
Great Southern Average	79

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	Denmark Townsite	Other
84	85	79	81	87	86	77	86	84	75	73	84	87	87	88	83

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

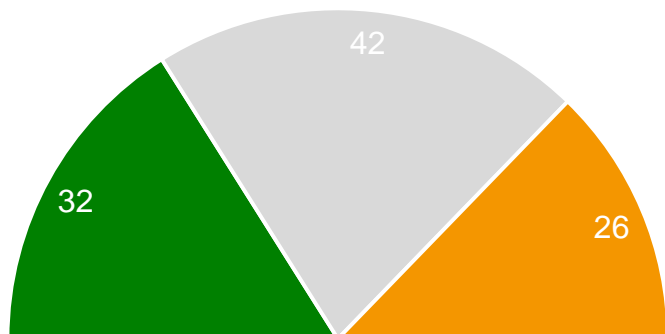
Base: All respondents, excludes 'unsure' and 'no response' (n = 396). * Positive rating = okay + good + excellent

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
7

NPS can range from -100 to +100

MARKYT Industry Standards

Net Promoter Score



Shire of Denmark 7

WA High 68

WA Average -16

Great Southern High 7

Great Southern Average -7

Variances across the community

Net Promoter 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	Denmark Townsite	Other
7	10	-6	-1	14	16	-18	12	4	-10	-21	0	18	27	16	4

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.

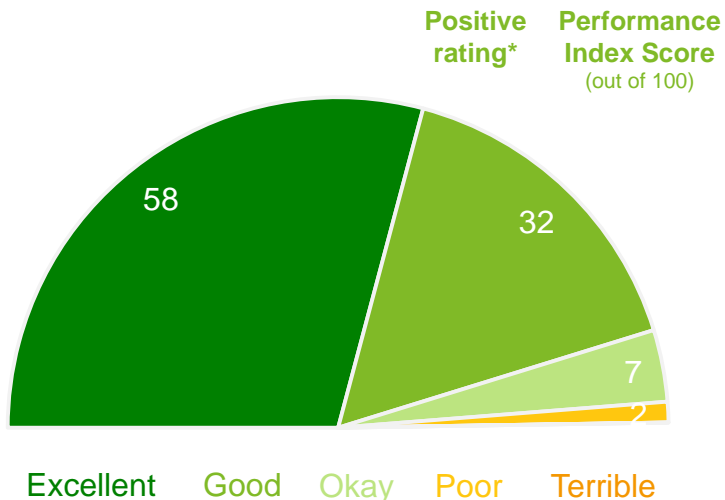
Base: All respondents, excludes 'unsure' and 'no response' (n = 392).

Shire of Denmark as a place to visit

Performance ratings

% of respondents

97% Positive rating*
87 Performance Index Score (out of 100)



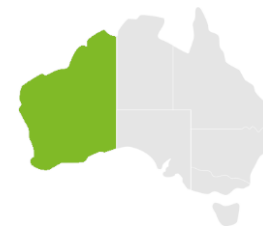
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	87
WA High	87
WA Average	64
Great Southern High	87
Great Southern 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	Denmark Townsite	Other
87	86	88	86	87	86	86	89	90	82	81	89	86	88	89	86

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 390). * Positive rating = okay + good + excellent

Shire of Denmark as the organisation that governs the local area

Performance ratings

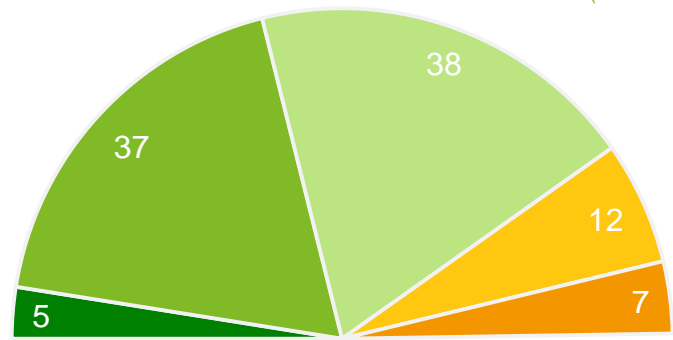
% of respondents

80%

Positive rating*

55

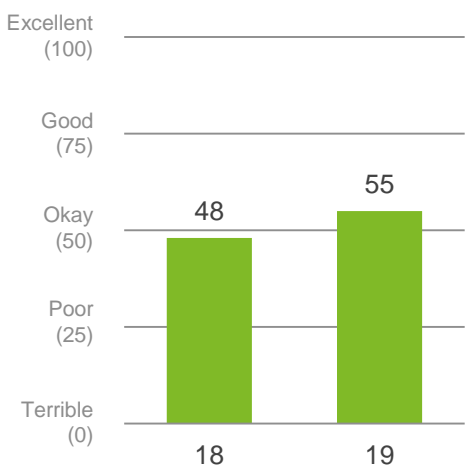
Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

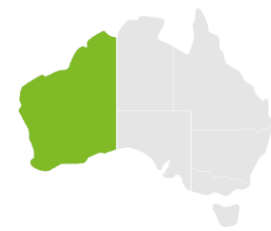
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	55
WA High	74
WA Average	56
Great Southern High	68
Great Southern 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	Denmark Townsite	Other
55	55	52	53	57	58	46	54	54	43	45	57	57	55	59	53

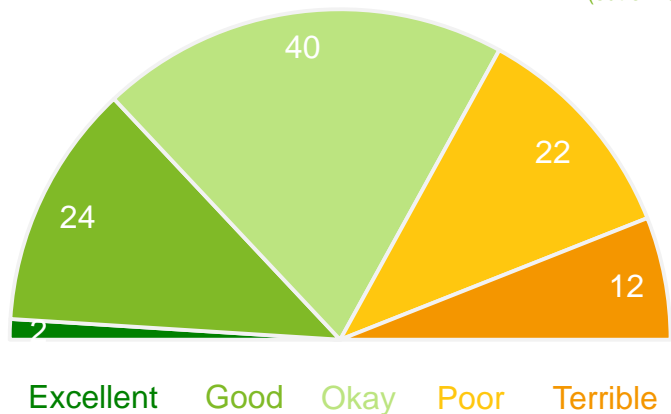
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 383). * Positive rating = okay + good + excellent

Value for money from Council rates

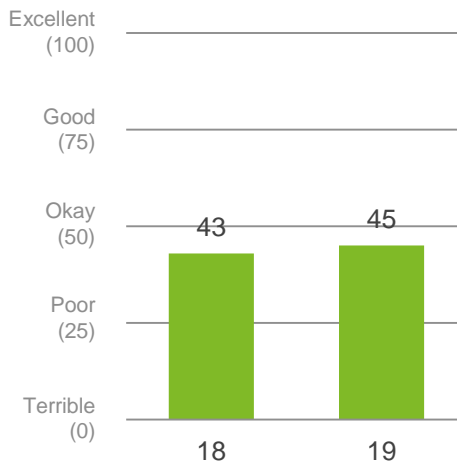
Performance ratings

% of respondents



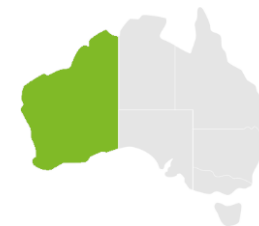
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	45
WA High	64
WA Average	45
Great Southern High	57
Great Southern Average	41

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	Denmark Townsite	Other
45	46	40	43	47	49	33	40	50	35	24	46	49	44	49	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 370). * Positive rating = okay + good + excellent

Familiarity with local services and facilities

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.

Leadership and Communication

Council's leadership within the community

Performance ratings

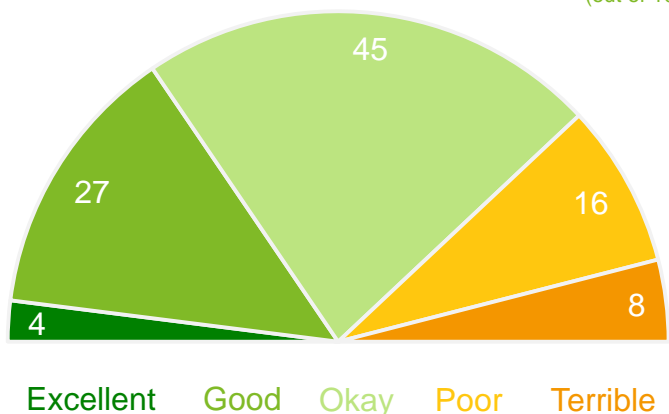
% of respondents

76%

Positive rating*

51

Performance Index Score (out of 100)



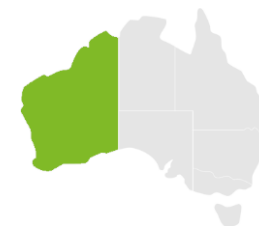
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	51
WA High	67
WA Average	50
Great Southern High	60
Great Southern 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	Denmark Townsite	Other
51	51	47	51	51	50	48	54	58	44	40	56	51	53	55	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 298). * Positive rating = okay + good + excellent

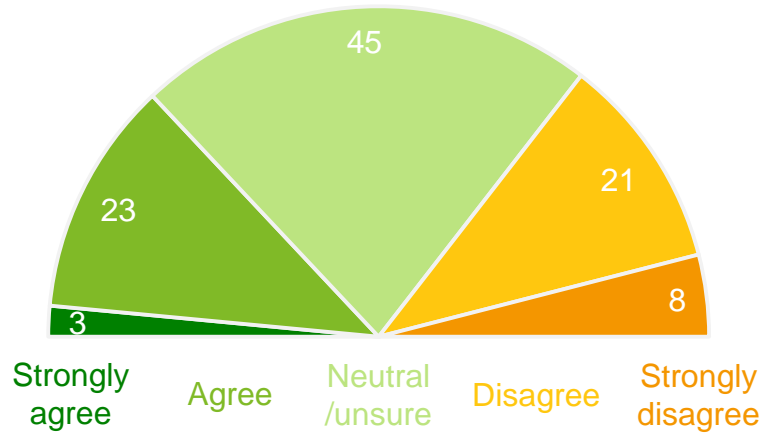
Shire has developed and communicated a clear vision for the area

Level of agreement

% of respondents

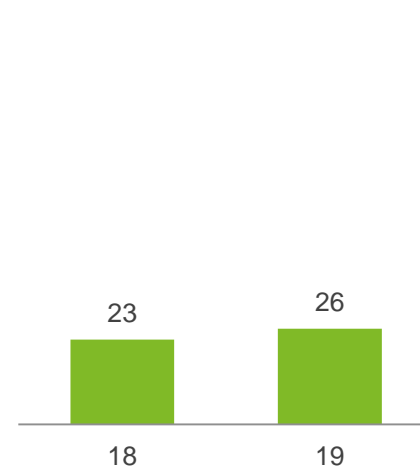
26

Total Agree



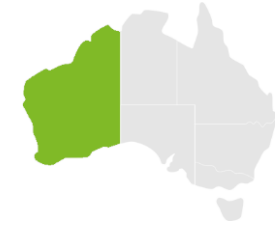
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Denmark	26
WA High	61
WA Average	35
Great Southern High	52
Great Southern 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	Denmark Townsite	Other
26	28	14	25	28	29	16	26	35	15	6	27	31	33	32	23

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

Base: All respondents, excludes 'no response' (n = 382). * Total agree = strongly agree + agree

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

Performance ratings

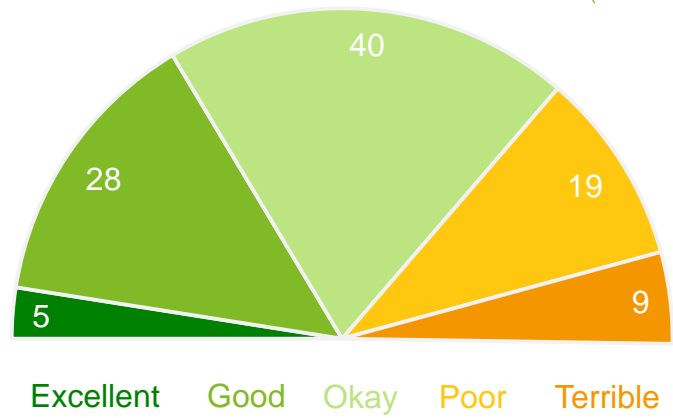
% of respondents

73%

Positive rating*

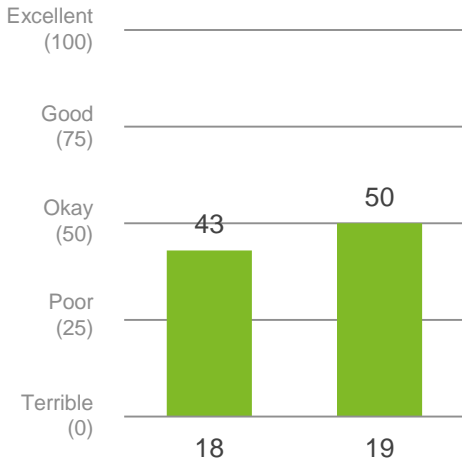
50

Performance Index Score (out of 100)



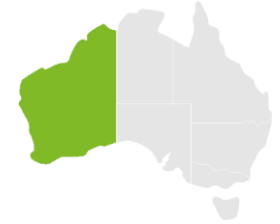
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	50
WA High	68
WA Average	50
Great Southern High	64
Great Southern 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	Denmark Townsite	Other
50	50	46	49	51	52	41	52	54	41	37	55	51	46	53	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 270). * Positive rating = okay + good + excellent

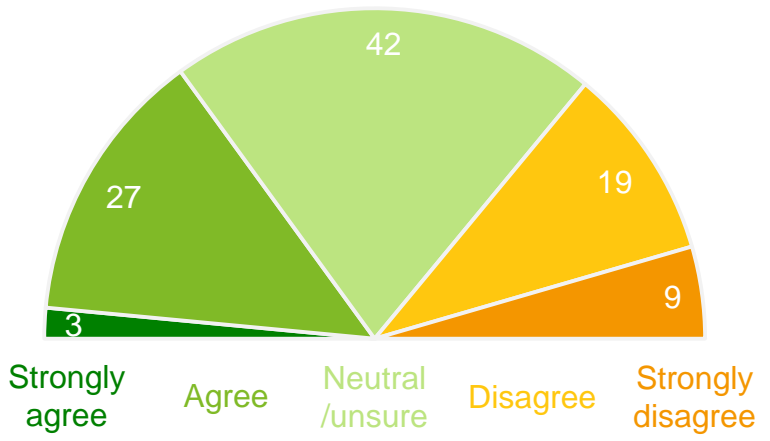
Elected Members (the Councillors) have a good understanding of community needs

Level of agreement

% of respondents

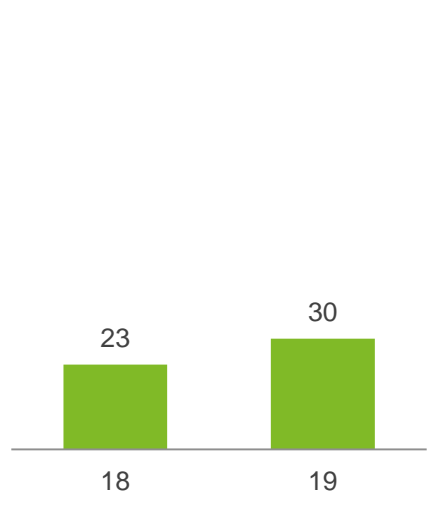
30

Total Agree



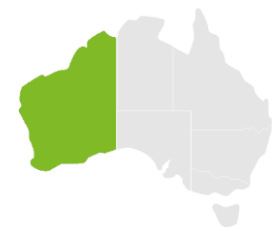
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Denmark	30
WA High	50
WA Average	31
Great Southern High	NA
Great Southern Average	NA

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	Denmark Townsite	Other
30	32	25	29	32	29	26	36	47	26	26	32	30	45	36	29

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

Base: All respondents, excludes 'no response' (n = 382). * Total agree = strongly agree + agree

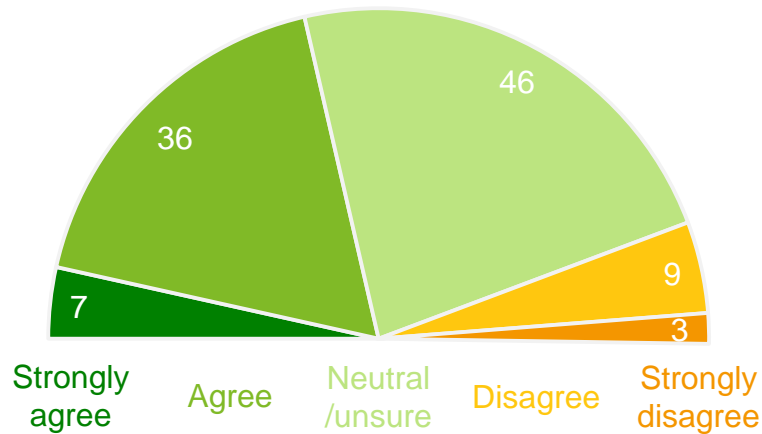
Staff have a good understanding of community needs

Level of agreement

% of respondents

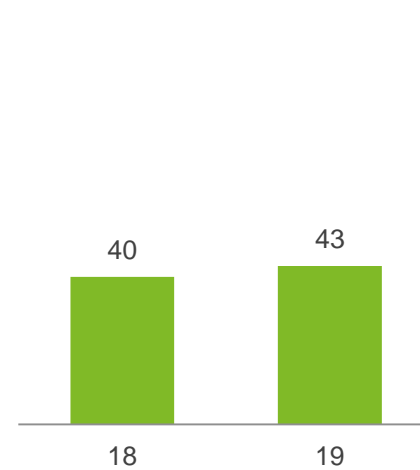
43

Total Agree



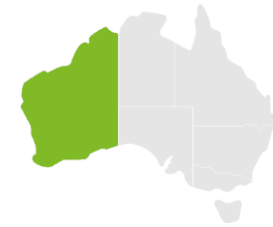
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Denmark	43
WA High	53
WA Average	35
Great Southern High	NA
Great Southern Average	NA

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	Denmark Townsite	Other
43	43	32	40	45	45	39	46	47	55	32	41	47	41	41	42

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

Base: All respondents, excludes 'no response' (n = 382). * Total agree = strongly agree + agree

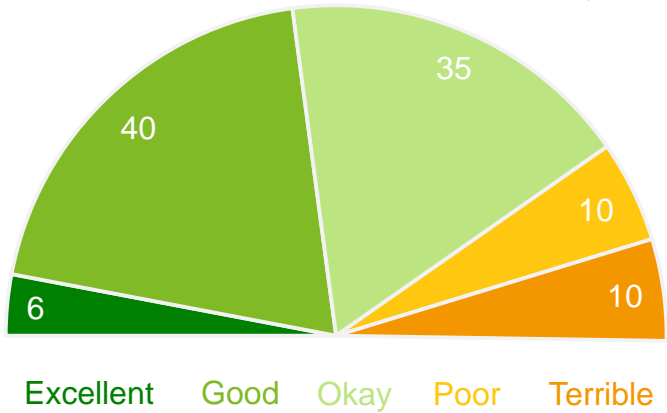
Shire's efforts to work with regional partners

Performance ratings

% of respondents

81%
Positive rating*

55
Performance Index Score
(out of 100)



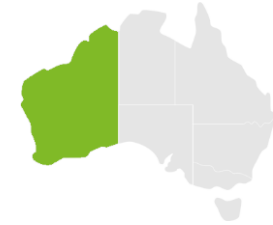
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	55
WA High	79
WA Average	59
Great Southern High	79
Great Southern 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	Denmark Townsite	Other
55	56	38	53	58	60	49	52	48	40	35	56	60	57	60	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 217). * Positive rating = okay + good + excellent

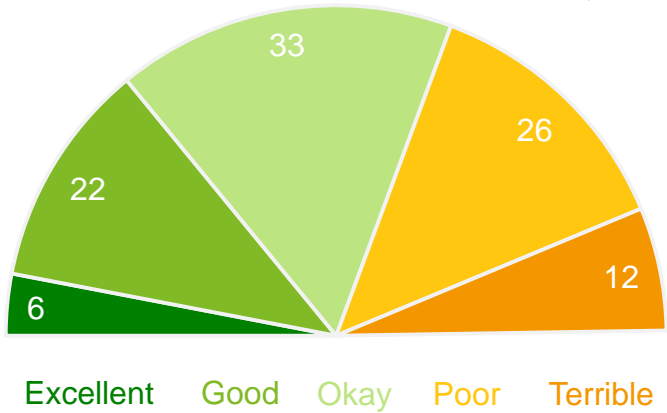
Openness and transparency of Council processes

Performance ratings

% of respondents

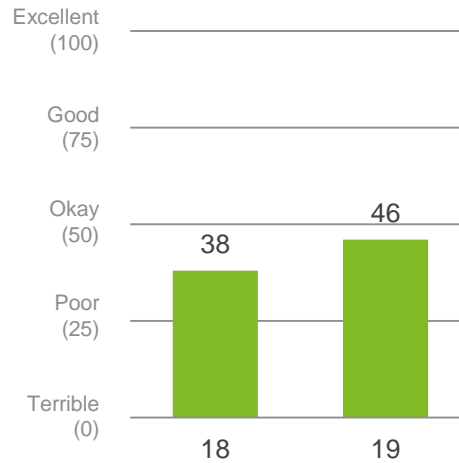
61%
Positive rating*

46
Performance Index Score
(out of 100)



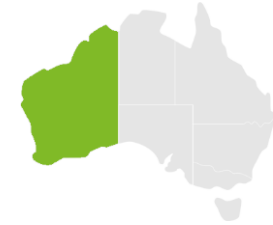
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	46
WA High	61
WA Average	45
Great Southern High	61
Great Southern 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	Denmark Townsite	Other
46	47	35	45	47	47	39	46	52	37	31	50	47	48	52	42

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 290). * Positive rating = okay + good + excellent

How the Shire embraces change, innovation and new technology

Performance ratings

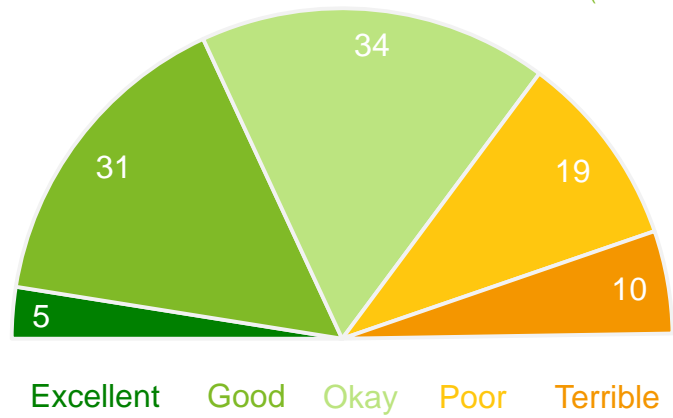
% of respondents

70%

Positive rating*

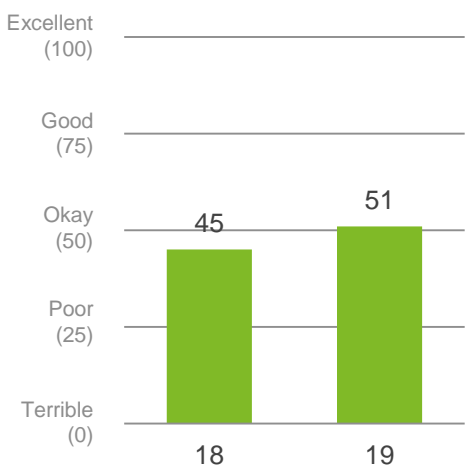
51

Performance Index Score (out of 100)



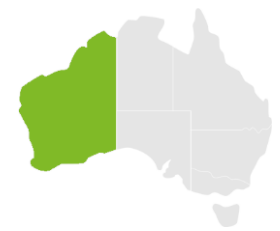
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	51
WA High	65
WA Average	52
Great Southern High	65
Great Southern Average	51

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
51	51	45	51	50	56	37	45	51	37	33	53	55	49	52	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 263). * Positive rating = okay + good + excellent

How the community is consulted about local issues

Performance ratings

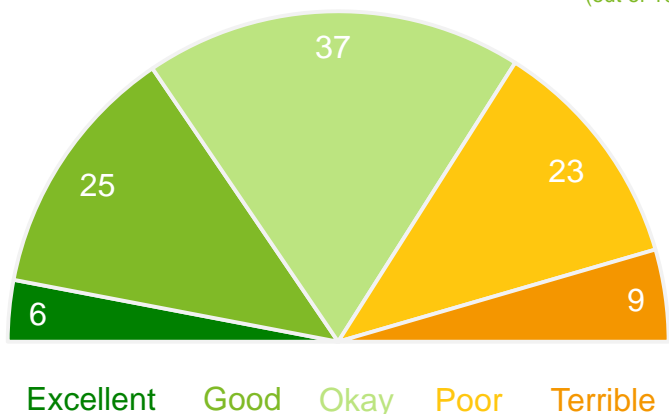
% of respondents

68%

49

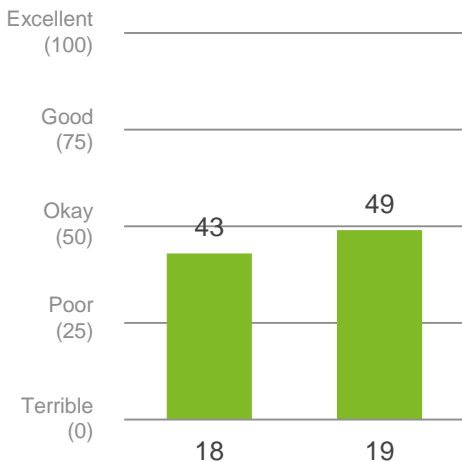
Positive rating*

Performance Index Score (out of 100)



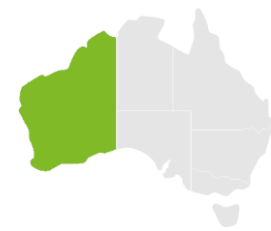
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	49
WA High	63
WA Average	46
Great Southern High	58
Great Southern 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	Denmark Townsite	Other
49	48	50	50	48	50	38	50	54	36	36	53	50	49	54	45

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 322). * Positive rating = okay + good + excellent

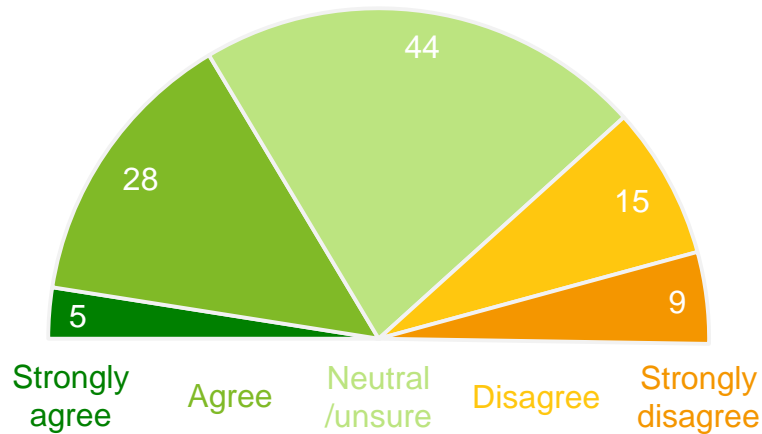
Shire listens to and respects residents' views

Level of agreement

% of respondents

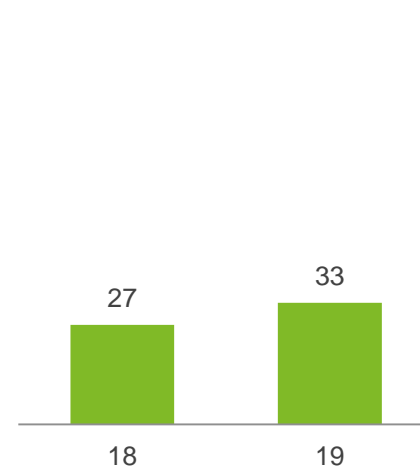
33

Total Agree



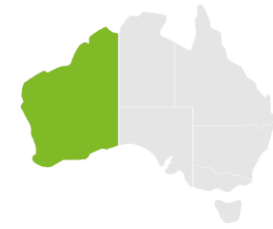
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Denmark	33
WA High	52
WA Average	33
Great Southern High	52
Great Southern 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	Denmark Townsite	Other
33	33	45	30	35	37	23	30	43	19	25	32	35	40	36	33

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

Base: All respondents, excludes 'no response' (n = 382). * Total agree = strongly agree + agree

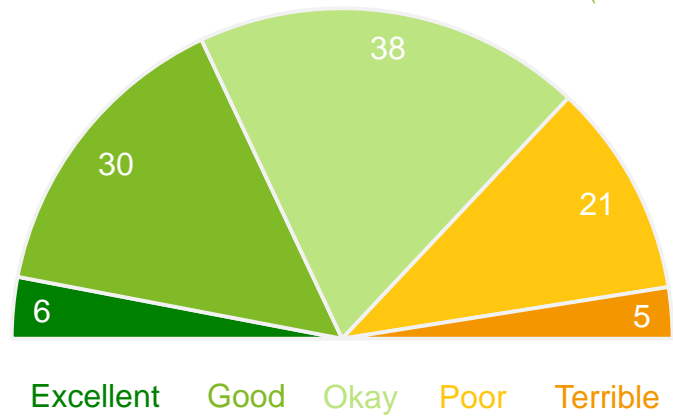
How the community is informed about what's happening in the local area (including local issues, events, services and facilities)

Performance ratings

% of respondents

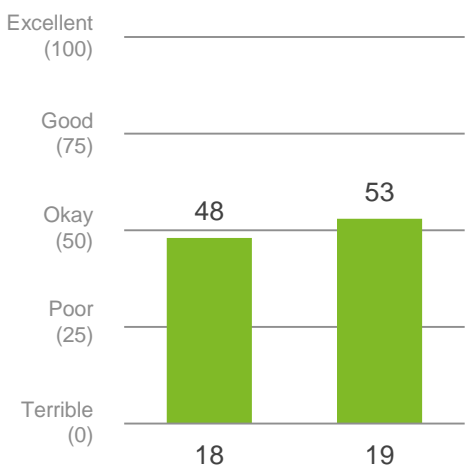
74%
Positive rating*

53
Performance Index Score (out of 100)



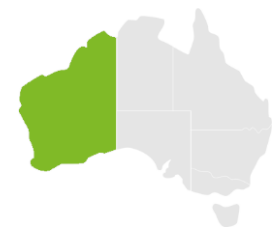
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	53
WA High	66
WA Average	54
Great Southern High	64
Great Southern 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	Denmark Townsite	Other
53	53	52	52	54	55	40	54	57	40	40	56	54	54	56	51

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 330). * Positive rating = okay + good + excellent

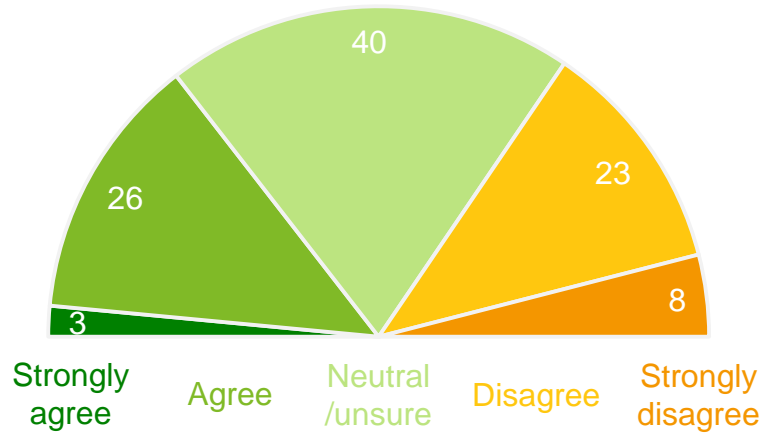
Shire clearly explains the reasons for its decisions and how residents' views have been taken into account

Level of agreement

% of respondents

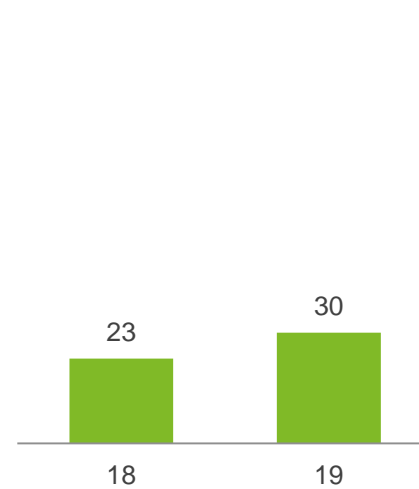
30

Total Agree



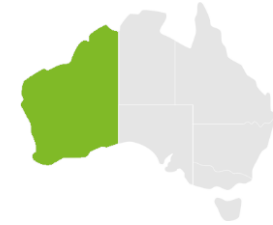
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Denmark	30
WA High	49
WA Average	29
Great Southern High	NA
Great Southern Average	NA

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	Denmark Townsite	Other
30	30	34	27	32	33	20	29	35	26	12	33	31	33	33	29

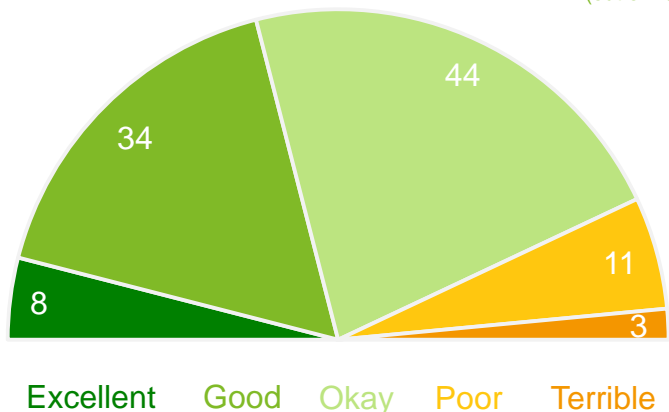
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 380). * Total agree = strongly agree + agree

Shire of Denmark's website

Performance ratings

% of respondents



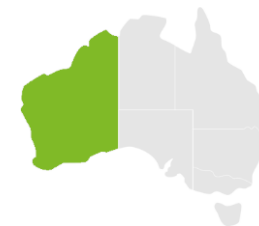
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	59
WA High	68
WA Average	58
Great Southern High	63
Great Southern 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	Denmark Townsite	Other
59	58	57	57	60	59	57	54	57	54	57	58	59	56	61	56

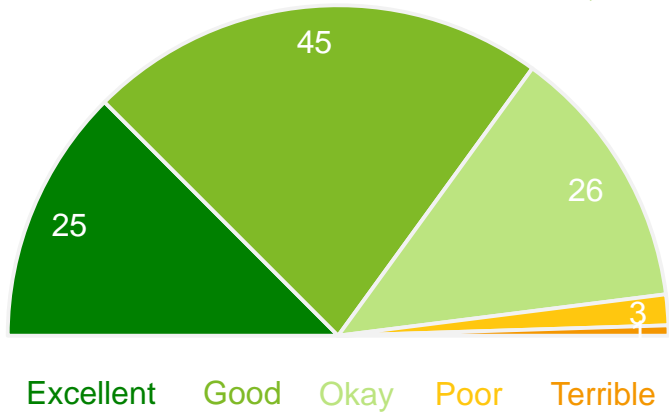
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 290). * Positive rating = okay + good + excellent

Customer service

Performance ratings

% of respondents



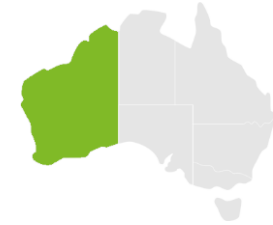
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	72
WA High	79
WA Average	63
Great Southern High	72
Great Southern 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	Denmark Townsite	Other
72	72	77	72	73	74	68	72	72	75	73	72	73	70	72	73

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 344). * Positive rating = okay + good + excellent

Natural Environment

Conservation and environmental management

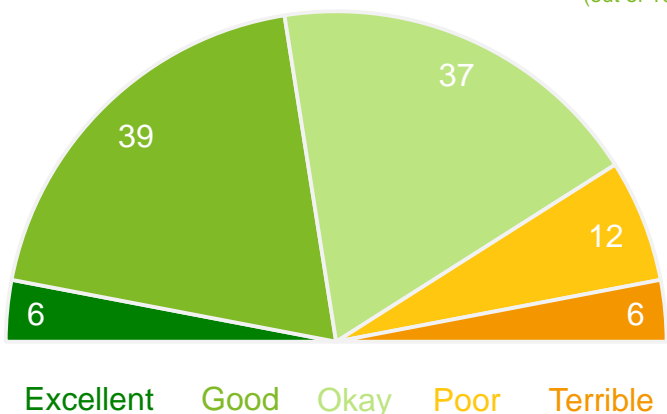
(including Landcare activities)

Performance ratings

% of respondents

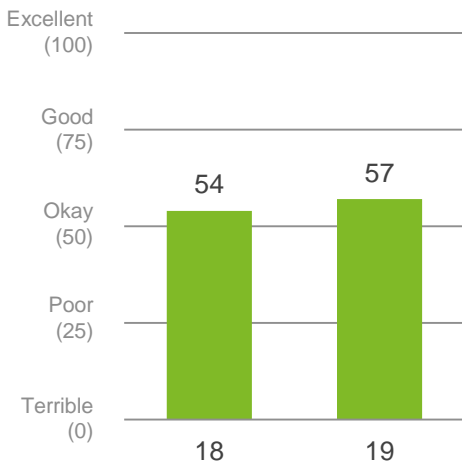
82%
Positive rating*

57
Performance Index Score
(out of 100)



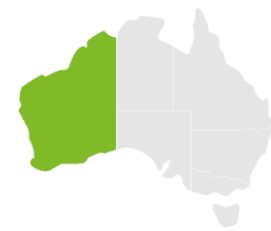
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	57
WA High	76
WA Average	58
Great Southern High	73
Great Southern 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	Denmark Townsite	Other
57	56	56	57	56	56	55	59	60	38	49	59	57	54	61	54

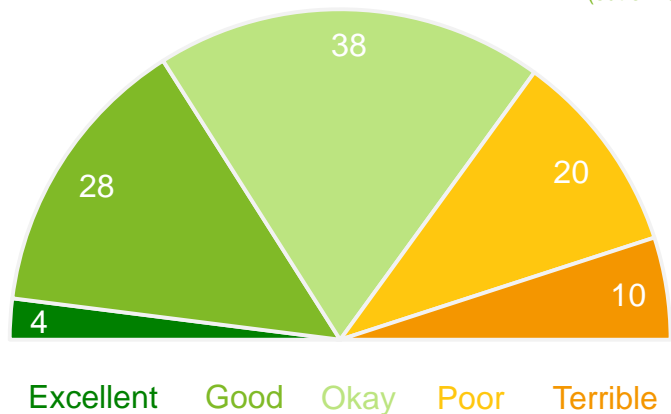
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 318). * Positive rating = okay + good + excellent

Managing responsible growth and development

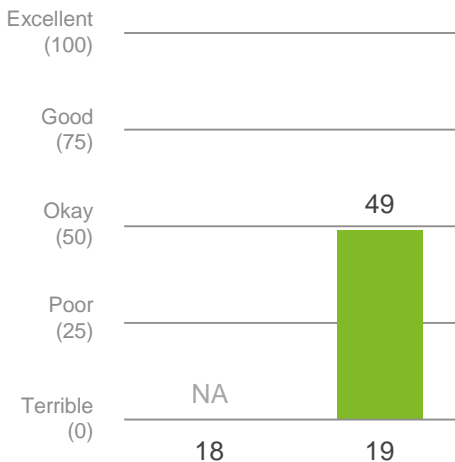
Performance ratings

% of respondents



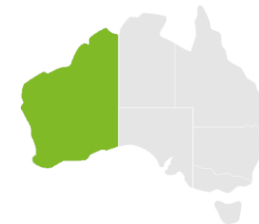
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	49
WA High	58
WA Average	48
Great Southern High	58
Great Southern 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	Denmark Townsite	Other
49	50	41	48	51	50	42	52	53	35	35	53	51	49	54	46

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 310). * Positive rating = okay + good + excellent

Promoting and adopting sustainable practices

Performance ratings

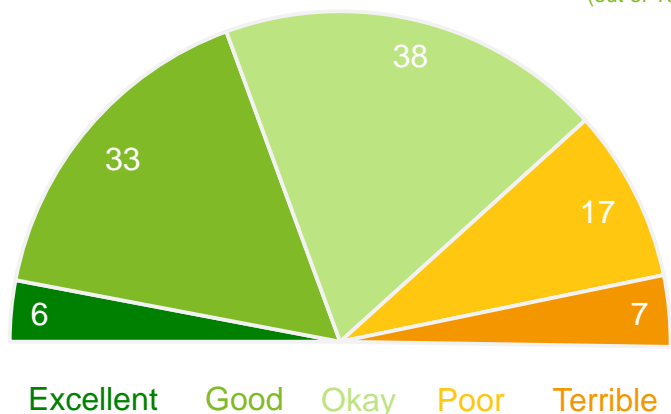
% of respondents

77%

53

Positive rating*

Performance Index Score (out of 100)



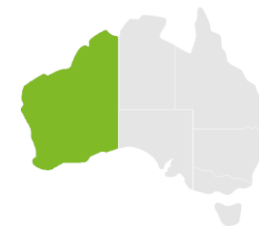
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	53
WA High	68
WA Average	54
Great Southern High	62
Great Southern 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	Denmark Townsite	Other
53	54	42	51	55	55	48	53	56	32	36	57	56	53	56	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 304). * Positive rating = okay + good + excellent

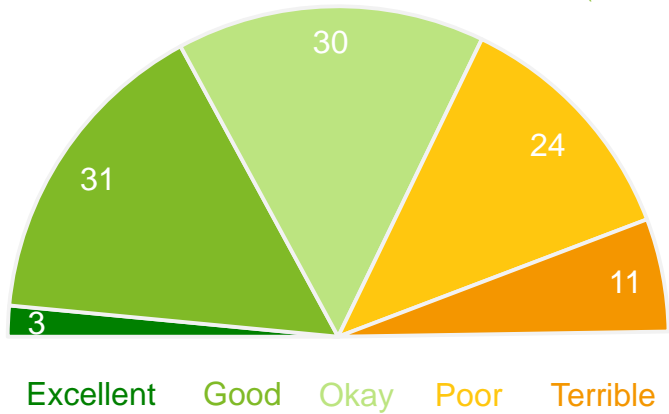
Efforts to adapt to climate change

Performance ratings

% of respondents

64%
Positive rating*

48
Performance Index Score
(out of 100)



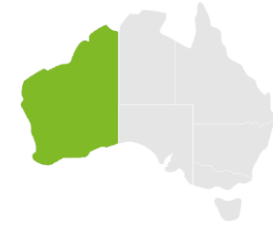
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	48
WA High	54
WA Average	48
Great Southern High	54
Great Southern 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	Denmark Townsite	Other
48	49	33	46	50	50	46	45	50	35	26	52	52	45	50	44

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 245). * Positive rating = okay + good + excellent

Efforts to reduce waste

Performance ratings

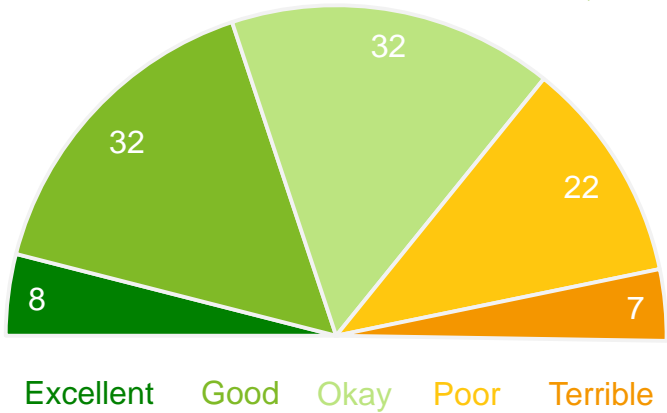
% of respondents

72%

Positive rating*

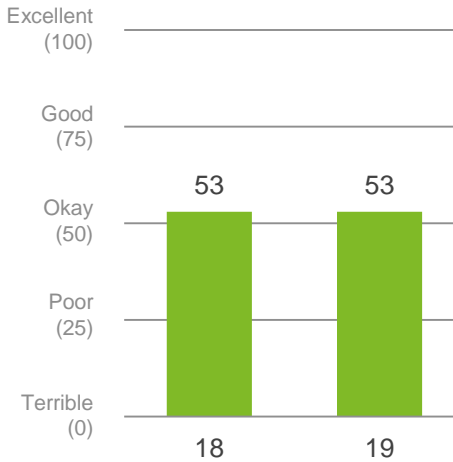
53

Performance Index Score (out of 100)



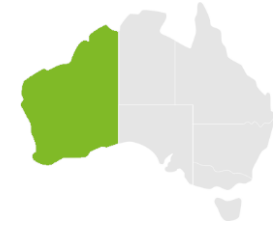
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	53
WA High	66
WA Average	53
Great Southern High	66
Great Southern Average	56

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	Denmark Townsite	Other
53	53	47	52	54	55	44	53	56	41	42	54	55	47	54	51

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 317). * Positive rating = okay + good + excellent

Efforts to promote and use renewable energy

Performance ratings

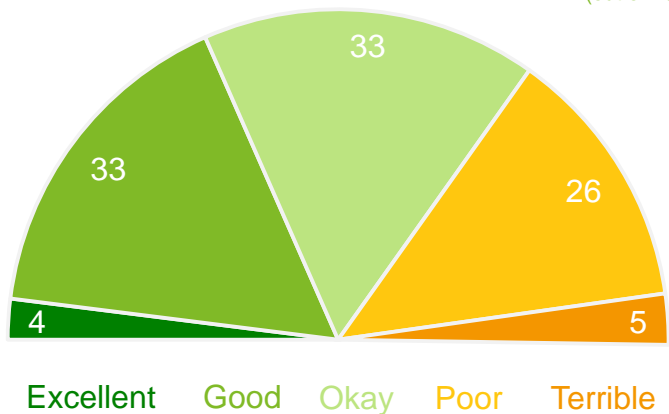
% of respondents

70%

Positive rating*

52

Performance Index Score (out of 100)



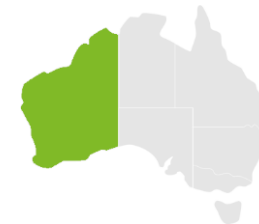
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	52
WA High	NA
WA Average	NA
Great Southern High	NA
Great Southern Average	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
52	53	39	52	51	54	48	49	51	38	38	52	54	45	52	51

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

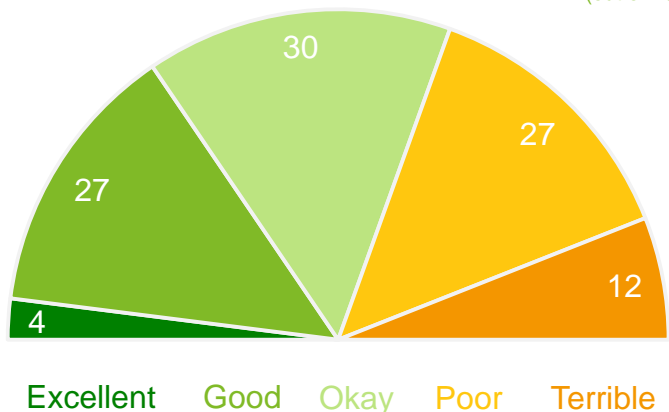
Base: All respondents, excludes 'unsure' and 'no response' (n = 279). * Positive rating = okay + good + excellent

Efforts to maintain and enhance local rivers and inlets

Performance ratings

% of respondents

61% Positive rating*
46 Performance Index Score (out of 100)



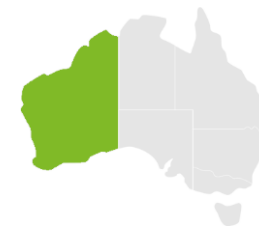
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	46
WA High	76
WA Average	59
Great Southern High	NA
Great Southern Average	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
46	46	40	44	48	48	41	38	43	34	34	46	49	46	47	45

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 296). * Positive rating = okay + good + excellent

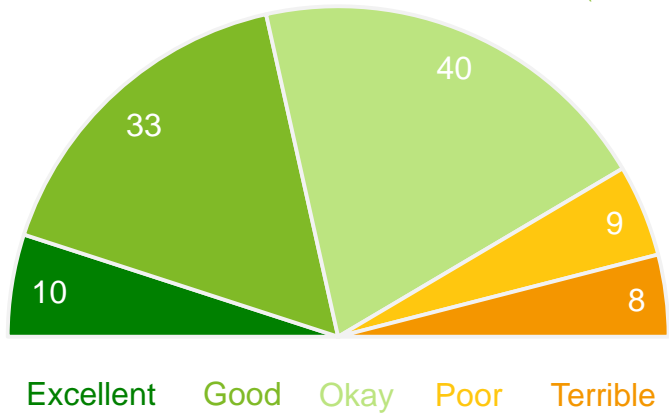
Management of local beaches and coastline

Performance ratings

% of respondents

83%
Positive rating*

58
Performance Index Score
(out of 100)



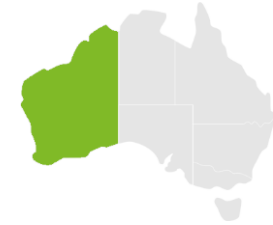
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	58
WA High	NA
WA Average	NA
Great Southern High	NA
Great Southern Average	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
58	57	58	59	56	58	60	54	57	45	55	59	57	55	62	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 320). * Positive rating = okay + good + excellent

Management of bushland and forests

Performance ratings

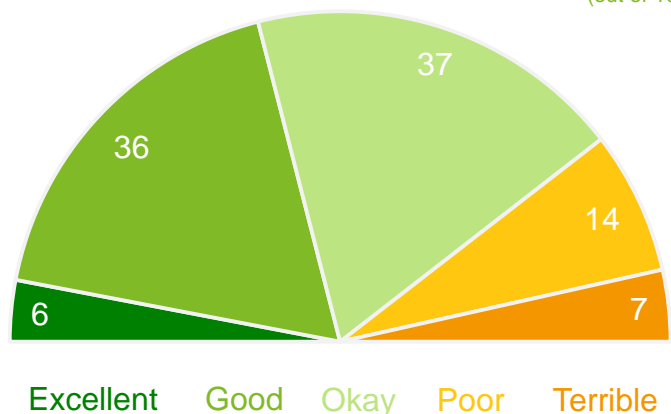
% of respondents

79%

Positive rating*

55

Performance Index Score (out of 100)



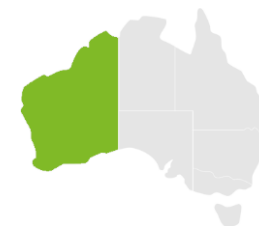
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	55
WA High	NA
WA Average	NA
Great Southern High	NA
Great Southern Average	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
55	54	57	55	56	55	58	54	57	40	47	60	54	48	61	51

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 309). * Positive rating = okay + good + excellent

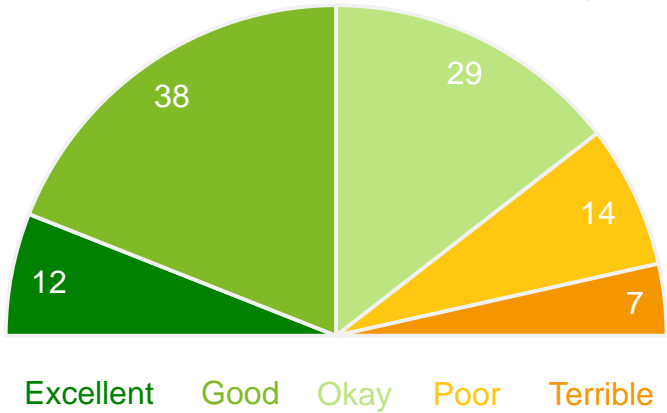
Waste collection services

Performance ratings

% of respondents

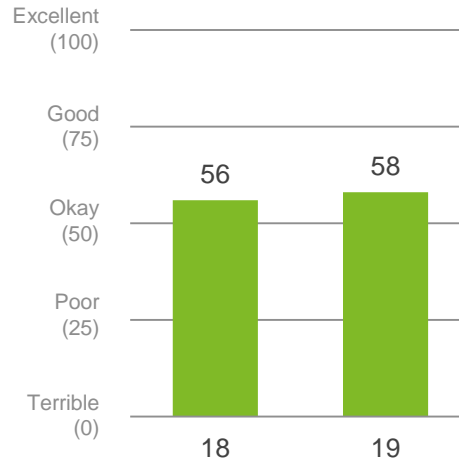
79%
Positive rating*

58
Performance Index Score
(out of 100)



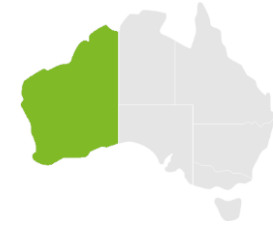
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	58
WA High	85
WA Average	69
Great Southern High	76
Great Southern Average	63

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	Denmark Townsite	Other
58	58	54	57	59	61	50	54	58	53	45	58	61	60	65	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 318). * Positive rating = okay + good + excellent

Animal and pest control

Performance ratings

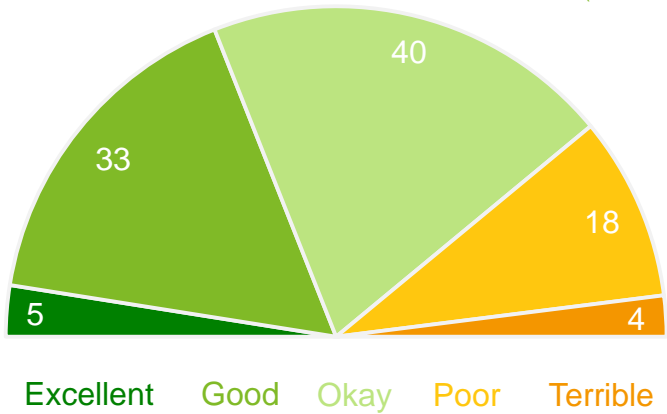
% of respondents

78%

Positive rating*

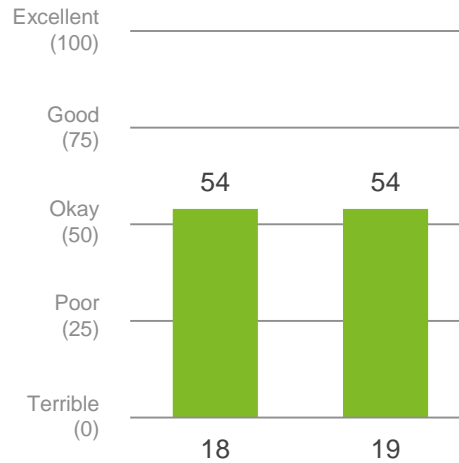
54

Performance Index Score (out of 100)



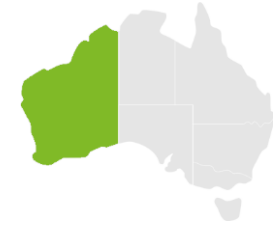
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
WA High	69
WA Average	53
Great Southern High	55
Great Southern 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	Denmark Townsite	Other
54	52	69	53	56	55	53	51	53	51	59	55	53	49	56	53

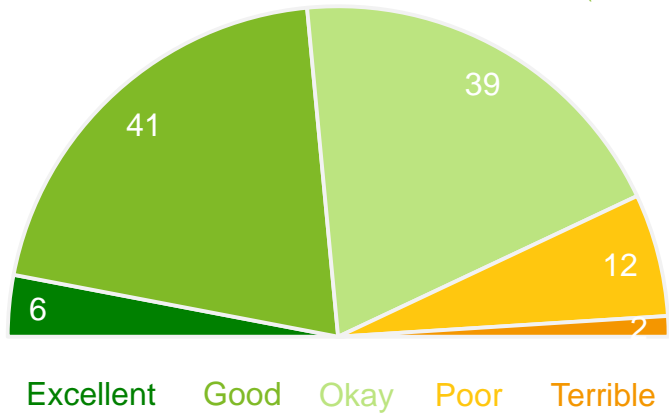
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 262). * Positive rating = okay + good + excellent

Management of food, health, noise and pollution issues

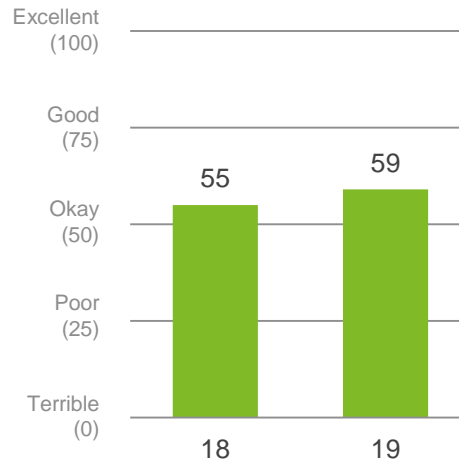
Performance ratings

% of respondents



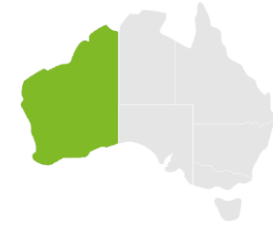
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	59
WA High	74
WA Average	57
Great Southern High	NA
Great Southern Average	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
59	58	67	57	60	58	61	57	60	53	62	61	57	56	58	59

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

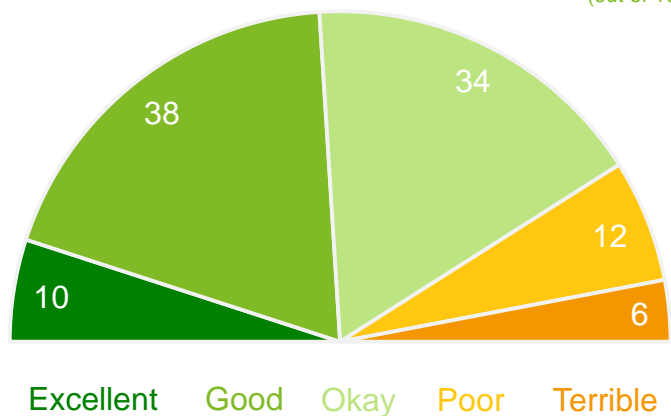
Base: All respondents, excludes 'unsure' and 'no response' (n = 254). * Positive rating = okay + good + excellent

Natural disaster management

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

Performance ratings

% of respondents



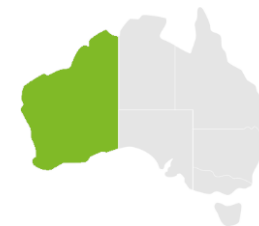
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	58
WA High	66
WA Average	56
Great Southern High	66
Great Southern 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	Denmark Townsite	Other
58	58	62	60	57	62	58	57	54	36	52	57	61	58	59	57

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

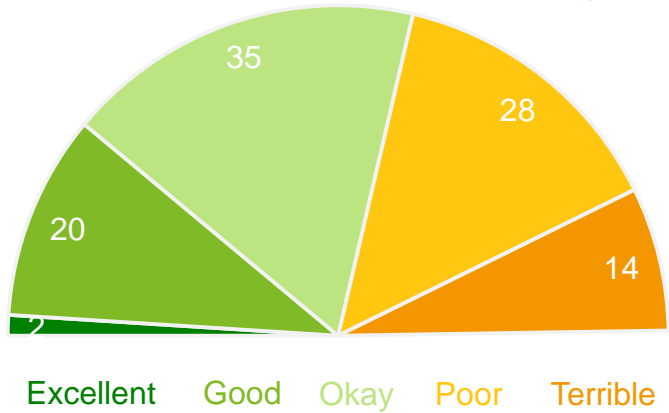
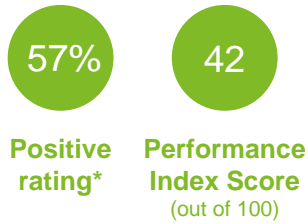
Base: All respondents, excludes 'unsure' and 'no response' (n = 275). * Positive rating = okay + good + excellent

Economic Development

Economic development (efforts to attract investors, attract and retain businesses, grow tourism and create job opportunities)

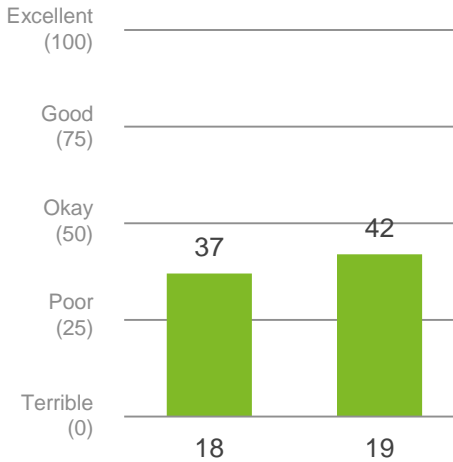
Performance ratings

% of respondents



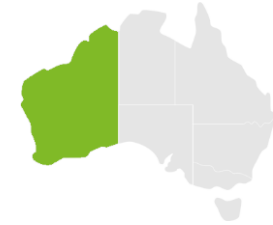
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	42
WA High	63
WA Average	43
Great Southern High	43
Great Southern Average	40

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	Denmark Townsite	Other
42	42	45	41	43	45	35	43	42	30	32	46	43	44	45	40

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 268). * Positive rating = okay + good + excellent

Agricultural development

(efforts to grow and develop agriculture and protect prime agricultural land)

Performance ratings

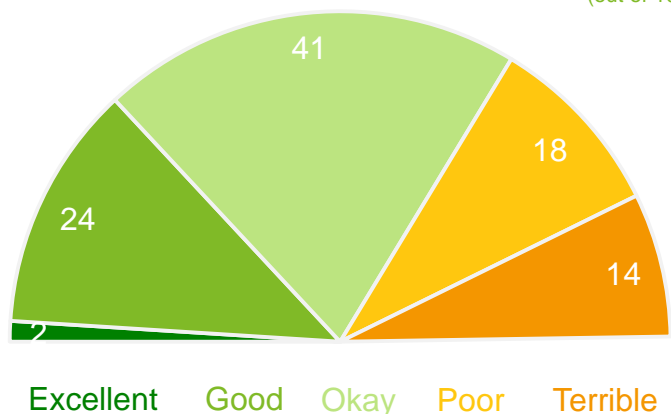
% of respondents

67%

46

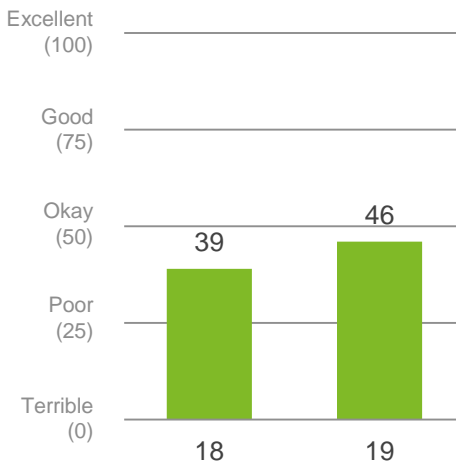
Positive rating*

Performance Index Score (out of 100)



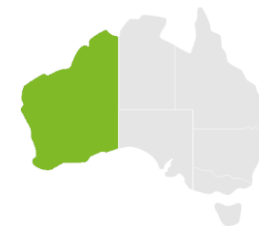
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	46
WA High	64
WA Average	48
Great Southern High	64
Great Southern 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	Denmark Townsite	Other
46	45	50	46	45	48	44	45	44	31	35	49	46	44	49	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 226). * Positive rating = okay + good + excellent

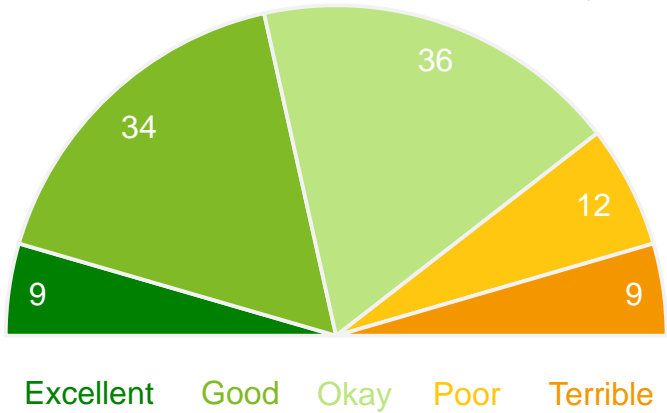
Tourism attractions and marketing

Performance ratings

% of respondents

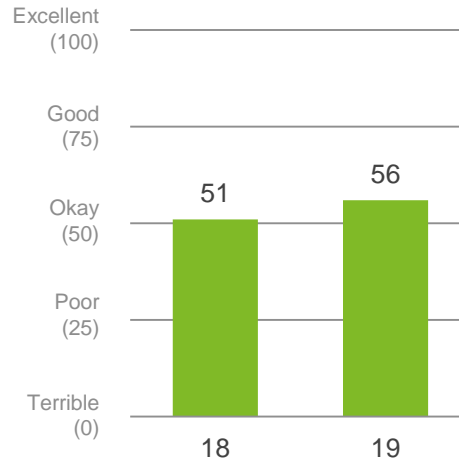
79%
Positive rating*

56
Performance Index Score
(out of 100)



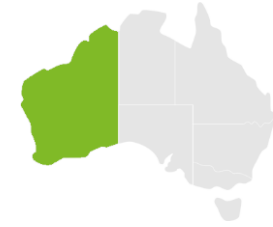
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	56
WA High	60
WA Average	46
Great Southern High	60
Great Southern Average	55

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	Denmark Townsite	Other
56	56	52	56	56	58	52	59	55	42	41	61	56	60	58	54

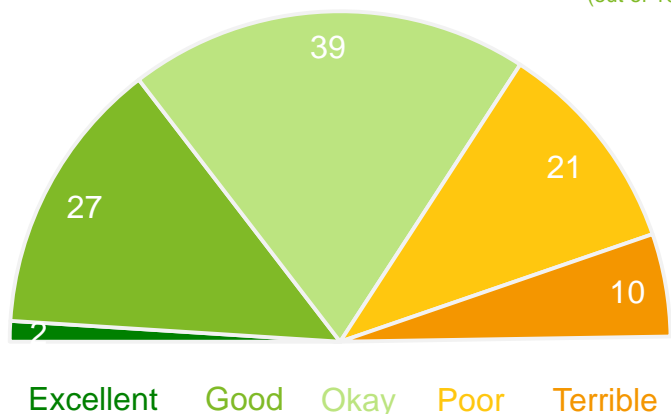
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 325). * Positive rating = okay + good + excellent

How Denmark town centre is being developed

Performance ratings

% of respondents



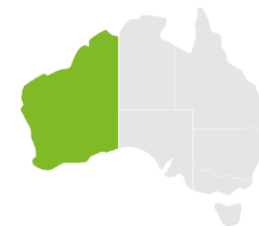
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	47
WA High	69
WA Average	51
Great Southern High	54
Great Southern 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	Denmark Townsite	Other
47	48	42	48	47	49	42	43	48	33	37	49	49	47	49	46

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 342). * Positive rating = okay + good + excellent

Access to goods and services in the local area

Performance ratings

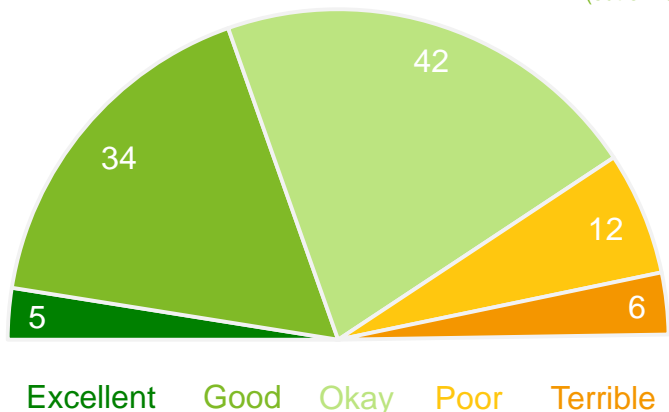
% of respondents

81%

Positive rating*

55

Performance Index Score (out of 100)



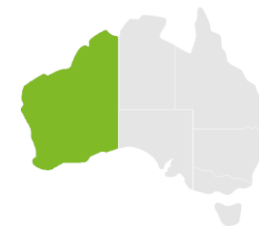
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	55
WA High	61
WA Average	48
Great Southern High	56
Great Southern 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	Denmark Townsite	Other
55	55	56	55	55	56	53	54	56	45	45	58	56	56	56	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 335). * Positive rating = okay + good + excellent

Access to education, training and personal development opportunities

Performance ratings

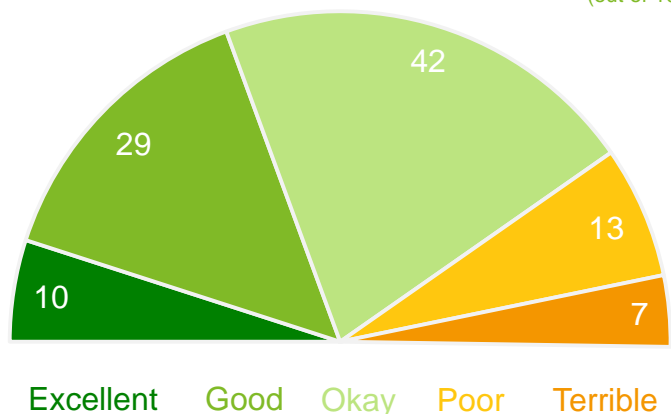
% of respondents

81%

Positive rating*

56

Performance Index Score (out of 100)



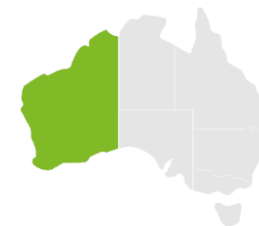
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	56
WA High	63
WA Average	49
Great Southern High	59
Great Southern 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	Denmark Townsite	Other
56	55	60	55	56	58	56	52	51	38	52	53	58	49	57	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 295). * Positive rating = okay + good + excellent

Community Development

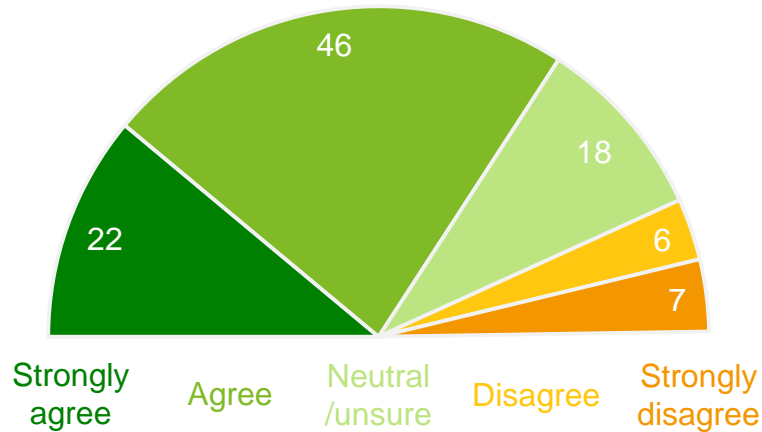
I feel like I belong in my local community

Level of agreement

% of respondents

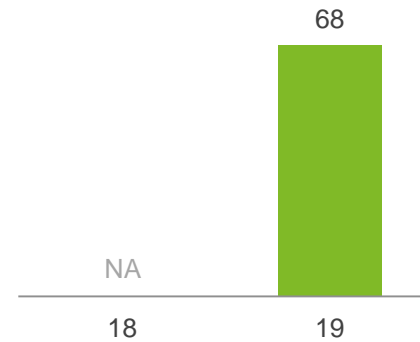
68

Total Agree



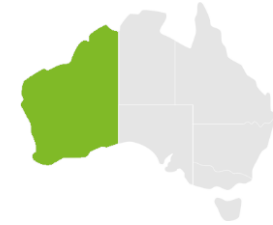
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Denmark	68
WA High	75
WA Average	59
Great Southern High	68
Great Southern Average	60

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	Denmark Townsite	Other
68	70	68	65	72	72	64	78	69	48	66	67	70	80	67	72

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

Base: All respondents, excludes 'no response' (n = 381). * Total agree = strongly agree + agree

Services and facilities for families and children

Performance ratings

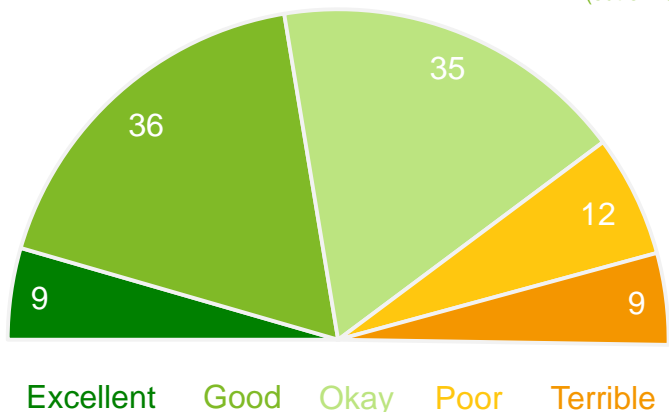
% of respondents

80%

Positive rating*

56

Performance Index Score (out of 100)



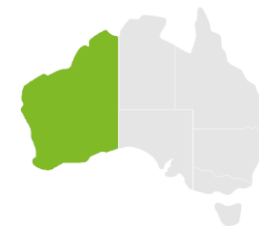
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	56
WA High	71
WA Average	59
Great Southern High	66
Great Southern Average	60

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	Denmark Townsite	Other
56	56	56	56	56	61	45	54	57	40	38	58	60	57	57	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 277). * Positive rating = okay + good + excellent

Services and facilities for youth

Performance ratings

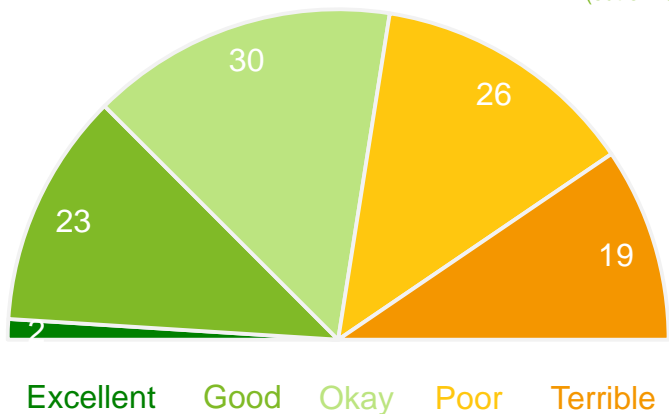
% of respondents

55%

41

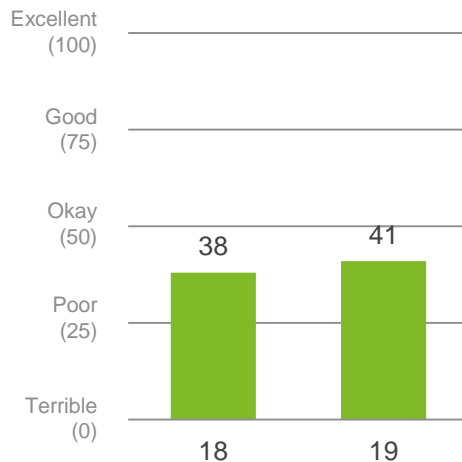
Positive rating*

Performance Index Score (out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	41
WA High	70
WA Average	48
Great Southern High	52
Great Southern 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	Denmark Townsite	Other
41	41	33	43	38	49	27	34	32	28	23	38	49	37	43	38

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 247). * Positive rating = okay + good + excellent

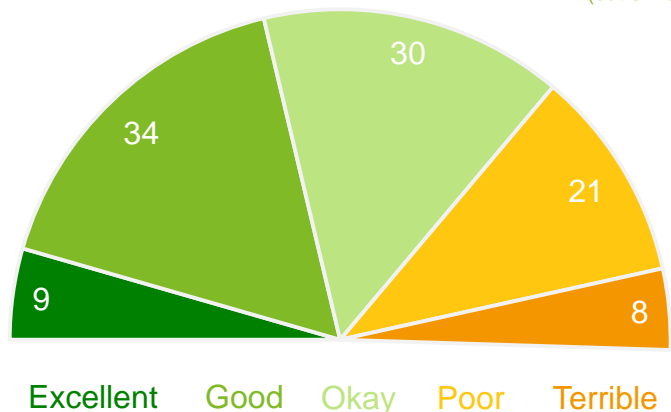
Facilities, services and care available for seniors

Performance ratings

% of respondents

73%
Positive rating*

54
Performance Index Score
(out of 100)



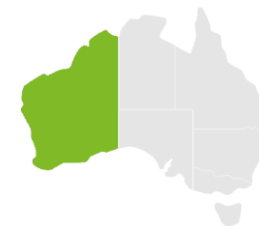
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
WA High	67
WA Average	55
Great Southern High	61
Great Southern Average	58

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	Denmark Townsite	Other
54	53	55	55	53	56	45	56	56	45	42	60	54	51	56	52

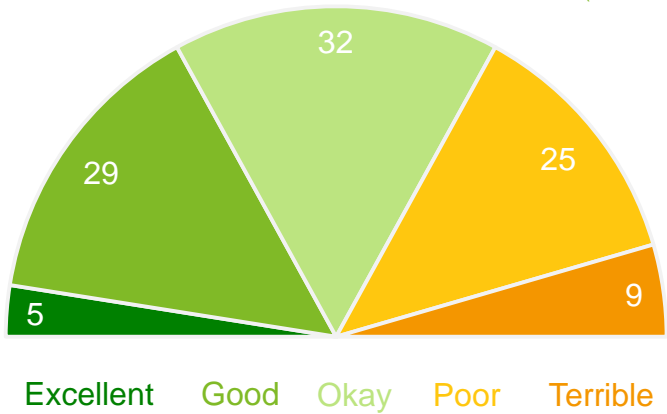
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 286). * Positive rating = okay + good + excellent

Access to services and facilities for people with disabilities

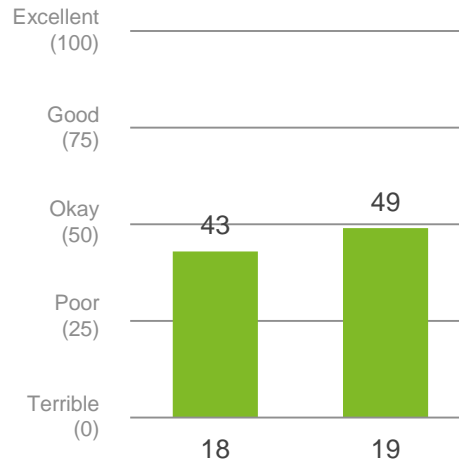
Performance ratings

% of respondents



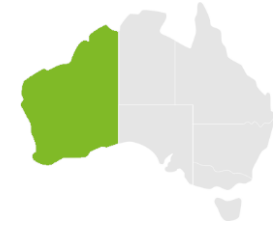
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	49
WA High	66
WA Average	51
Great Southern High	56
Great Southern 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	Denmark Townsite	Other
49	49	35	52	45	54	37	43	52	26	32	51	52	41	51	47

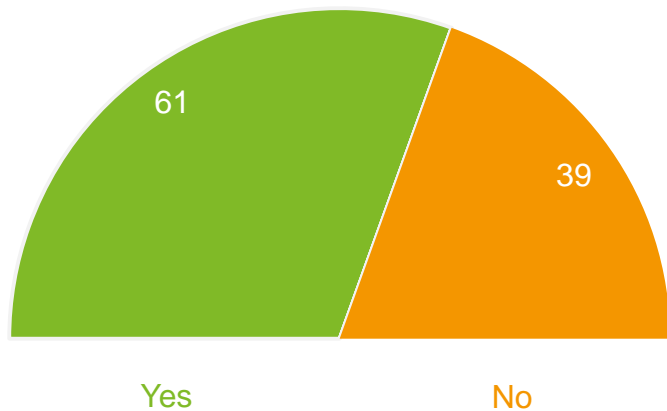
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 222). * Positive rating = okay + good + excellent

Participation in volunteering

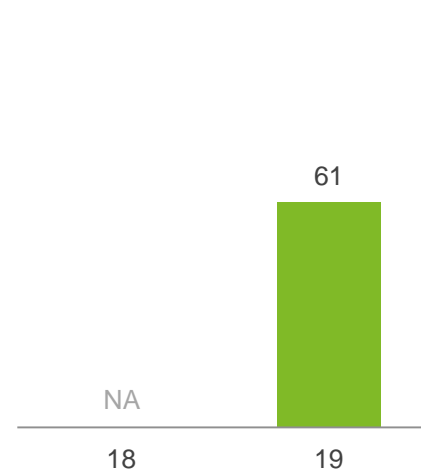
Volunteered in the last 12 months

% of respondents



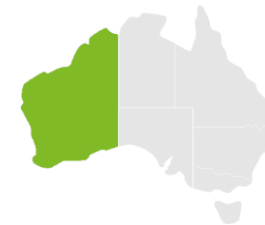
Trend Analysis

% yes



MARKYT Industry Standards

% yes



Shire of Denmark	61
WA High	86
WA Average	61
Great Southern High	86
Great Southern Average	59

Variations across the community

% volunteered in the last 12 months

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	Denmark Townsite	Other
61	61	71	60	62	59	65	73	83	69	77	63	56	67	58	66

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

Base: All respondents, excludes 'no response' (n = 345).

Community Services

Access to health and community services

Performance ratings

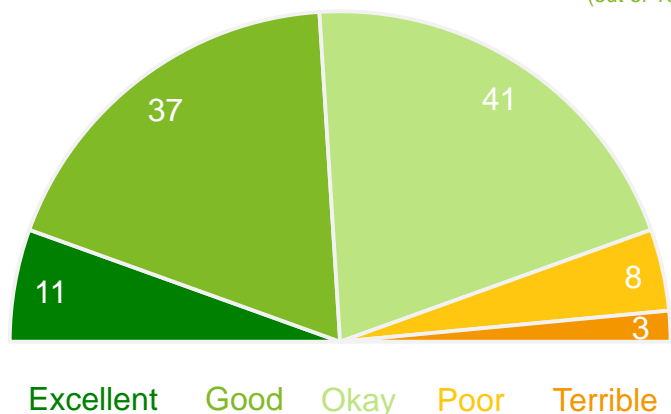
% of respondents

89%

Positive rating*

61

Performance Index Score (out of 100)



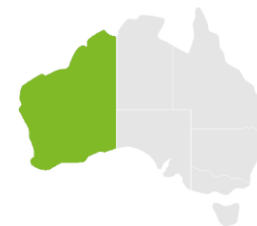
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	61
WA High	69
WA Average	54
Great Southern High	63
Great Southern Average	59

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
61	62	54	62	61	64	57	57	58	52	47	62	64	61	66	58

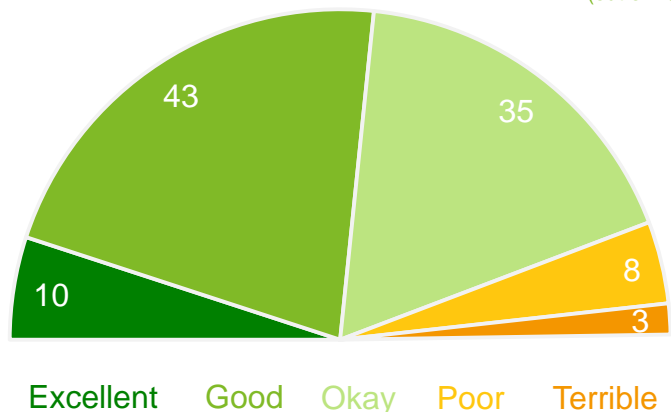
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 310). * Positive rating = okay + good + excellent

Community buildings, halls and toilets

Performance ratings

% of respondents



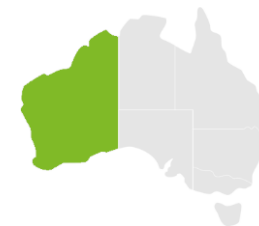
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	62
WA High	78
WA Average	60
Great Southern High	78
Great Southern Average	60

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
62	63	60	60	64	62	58	63	70	60	54	65	62	59	66	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 334). * Positive rating = okay + good + excellent

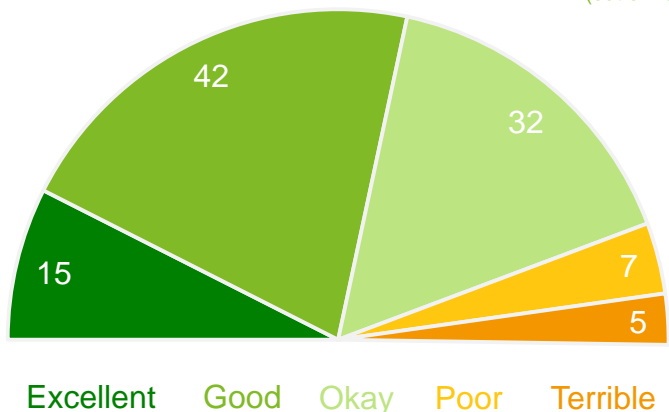
Sport and recreation facilities and services

Performance ratings

% of respondents

89%
Positive rating*

64
Performance Index Score
(out of 100)



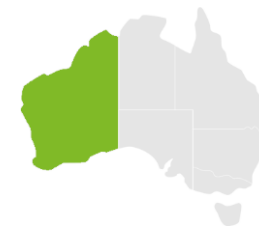
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	64
WA High	85
WA Average	66
Great Southern High	85
Great Southern Average	73

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	Denmark Townsite	Other
64	64	59	64	63	68	57	55	59	51	51	61	68	62	67	61

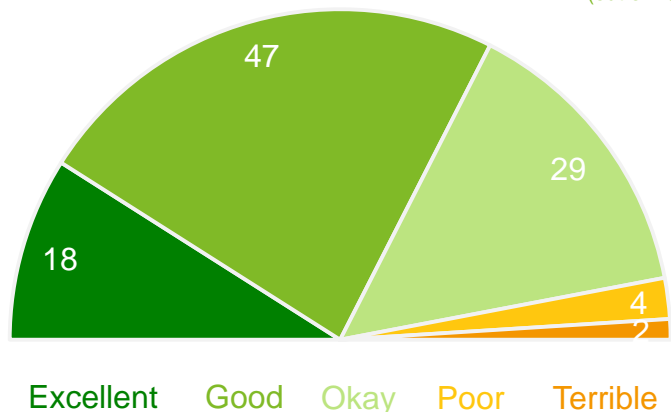
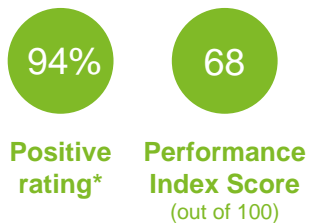
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 323). * Positive rating = okay + good + excellent

Playgrounds, parks and reserves

Performance ratings

% of respondents



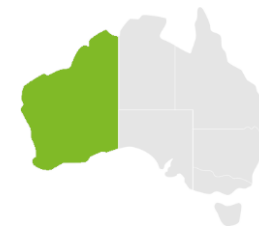
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	68
WA High	86
WA Average	68
Great Southern High	86
Great Southern Average	69

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	Denmark Townsite	Other
68	69	62	69	68	71	65	64	69	59	53	69	71	69	71	67

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 337). * Positive rating = okay + good + excellent

Public health and wellbeing programs and education

Performance ratings

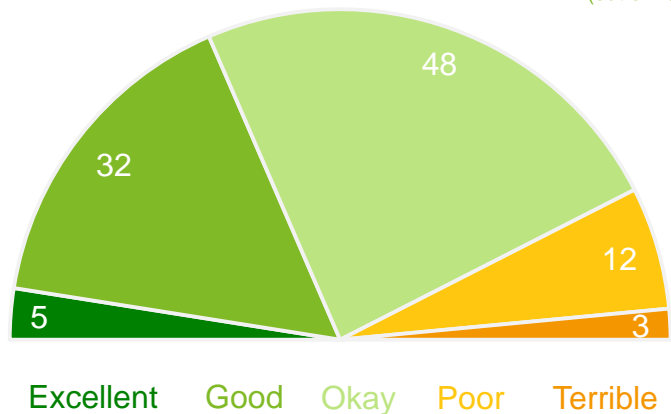
% of respondents

85%

56

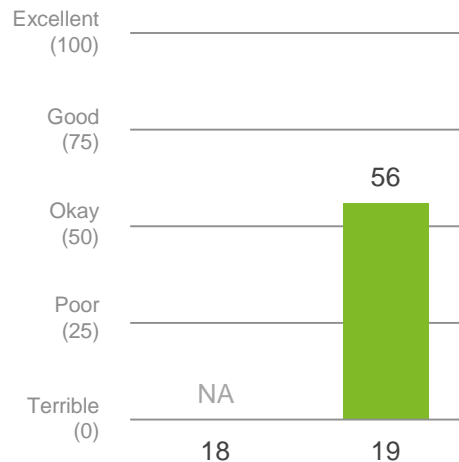
Positive rating*

Performance Index Score (out of 100)



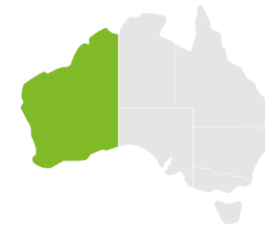
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	56
WA High	61
WA Average	50
Great Southern High	61
Great Southern 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	Denmark Townsite	Other
56	57	46	58	54	58	51	54	55	46	43	58	59	52	56	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 243). * Positive rating = okay + good + excellent

Safety and security

Performance ratings

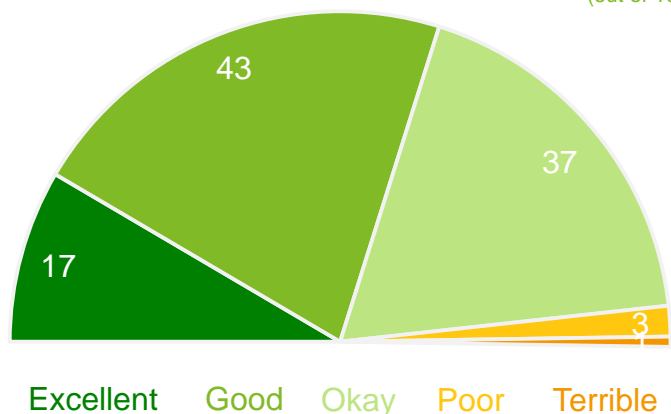
% of respondents

97%

Positive rating*

68

Performance Index Score (out of 100)



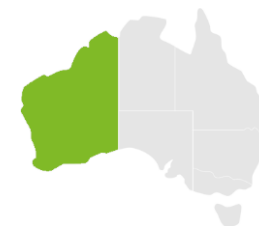
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	68
WA High	76
WA Average	55
Great Southern High	76
Great Southern Average	59

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
68	68	70	66	70	68	64	70	76	71	63	72	67	63	67	69

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 288). * Positive rating = okay + good + excellent

Art and Culture

Library and information services

Performance ratings

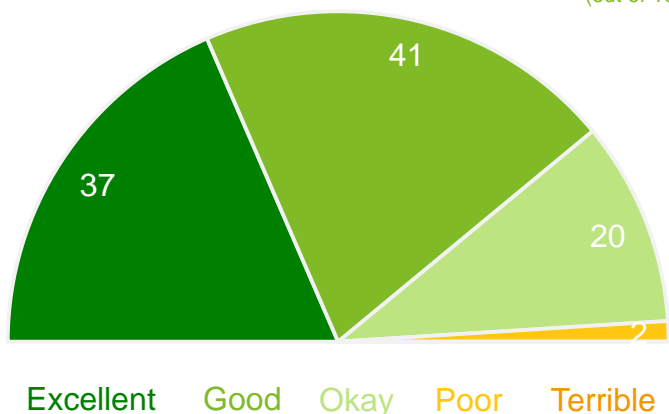
% of respondents

98%

Positive rating*

79

Performance Index Score (out of 100)



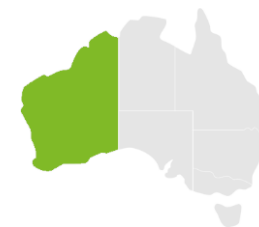
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	79
WA High	89
WA Average	71
Great Southern High	79
Great Southern Average	74

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	Denmark Townsite	Other
79	79	85	74	83	78	73	82	83	84	74	80	79	83	81	79

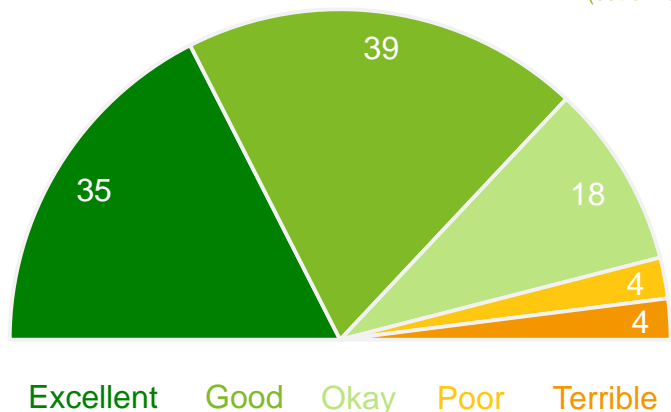
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 316). * Positive rating = okay + good + excellent

Festivals, events, art and cultural activities

Performance ratings

% of respondents



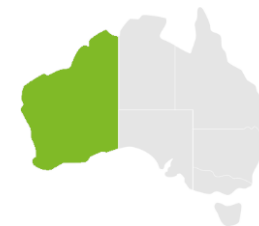
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	74
WA High	78
WA Average	62
Great Southern High	74
Great Southern Average	66

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
74	75	70	72	77	75	69	80	81	63	56	78	76	74	79	72

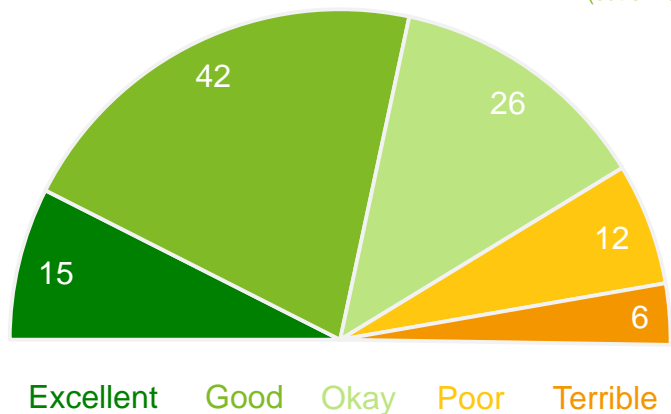
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 337). * Positive rating = okay + good + excellent

How local history and heritage is preserved and promoted

Performance ratings

% of respondents



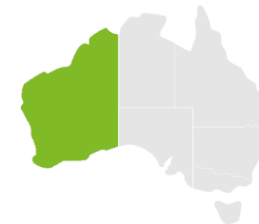
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	62
WA High	79
WA Average	60
Great Southern High	75
Great Southern Average	66

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
62	62	59	59	65	62	63	68	64	50	50	68	62	58	67	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 315). * Positive rating = okay + good + excellent

How Aboriginal people, history and heritage are recognised and respected

Performance ratings

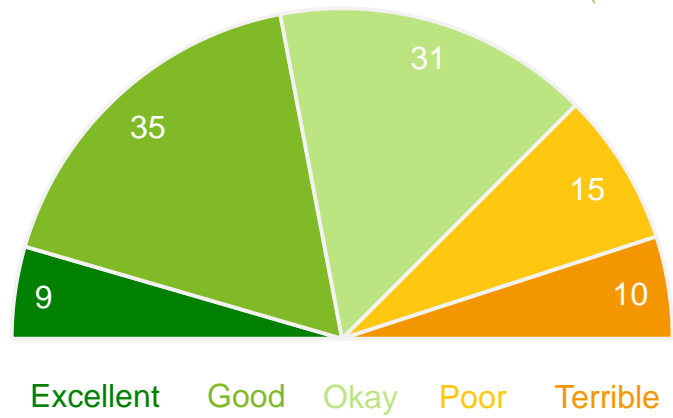
% of respondents

75%

54

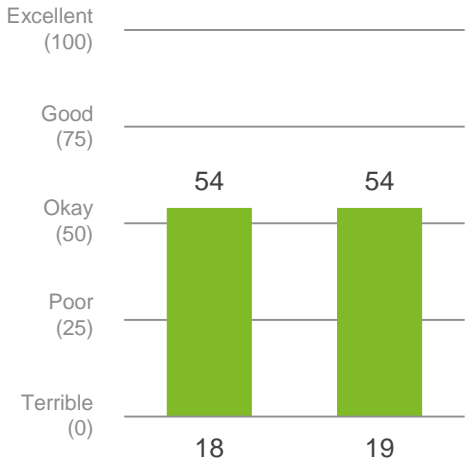
Positive rating*

Performance Index Score (out of 100)



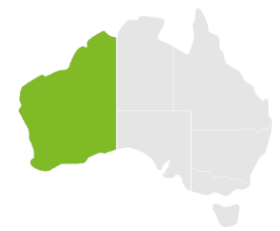
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	54
WA High	67
WA Average	54
Great Southern High	67
Great Southern 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	Denmark Townsite	Other
54	54	53	52	56	54	55	56	56	52	51	56	54	50	57	51

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

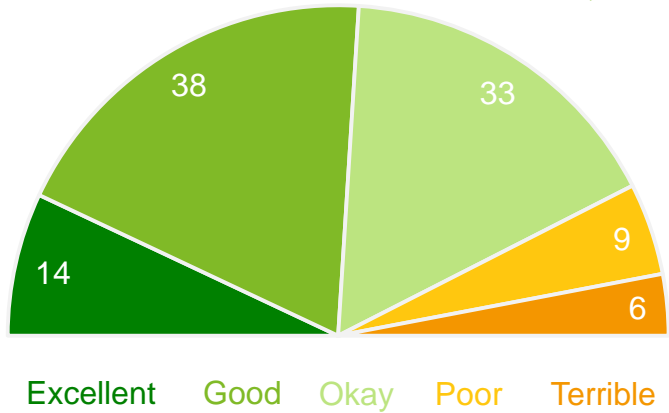
Base: All respondents, excludes 'unsure' and 'no response' (n = 271). * Positive rating = okay + good + excellent

Built Environment

The area's character and identity

Performance ratings

% of respondents



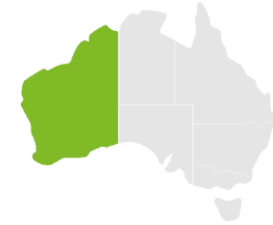
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	62
WA High	85
WA Average	59
Great Southern High	67
Great Southern Average	63

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	Denmark Townsite	Other
62	62	56	62	61	63	60	64	60	49	49	66	62	66	67	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 331). * Positive rating = okay + good + excellent

Planning and building approvals

Performance ratings

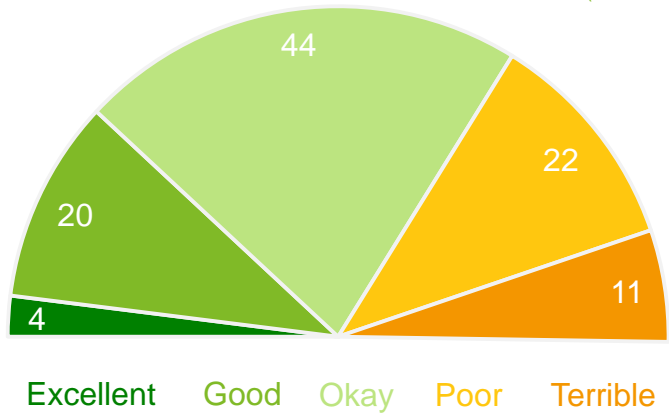
% of respondents

68%

Positive rating*

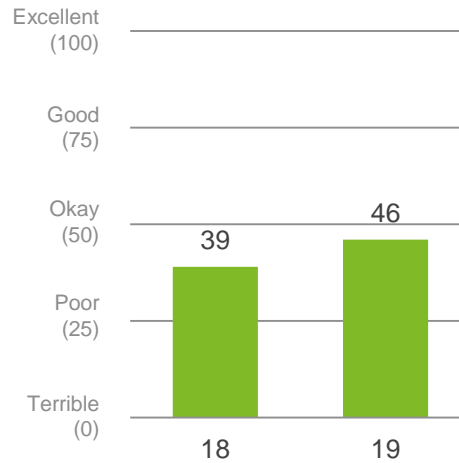
46

Performance Index Score (out of 100)



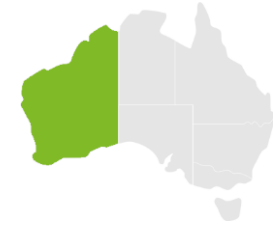
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	46
WA High	65
WA Average	46
Great Southern High	60
Great Southern 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	Denmark Townsite	Other
46	47	34	45	47	47	48	45	46	36	40	49	46	44	48	46

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 273). * Positive rating = okay + good + excellent

Access to housing that meets your needs

Performance ratings

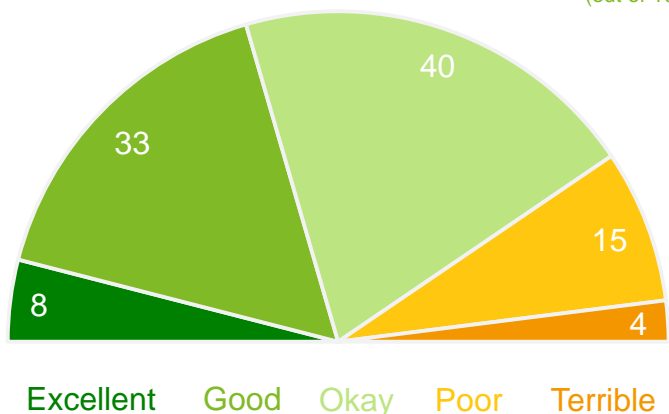
% of respondents

81%

Positive rating*

57

Performance Index Score (out of 100)



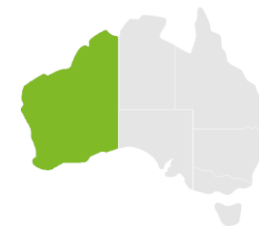
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	57
WA High	68
WA Average	57
Great Southern High	66
Great Southern 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	Denmark Townsite	Other
57	57	52	55	58	59	59	52	50	50	59	53	59	52	55	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 277). * Positive rating = okay + good + excellent

Streetscapes

Performance ratings

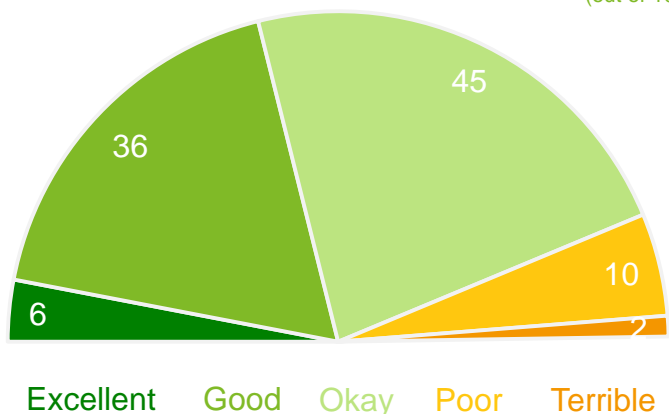
% of respondents

87%

Positive rating*

58

Performance Index Score (out of 100)



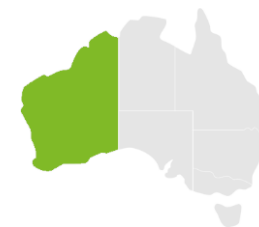
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	58
WA High	83
WA Average	54
Great Southern High	62
Great Southern Average	53

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
58	58	57	58	59	58	59	56	57	56	63	59	57	53	61	57

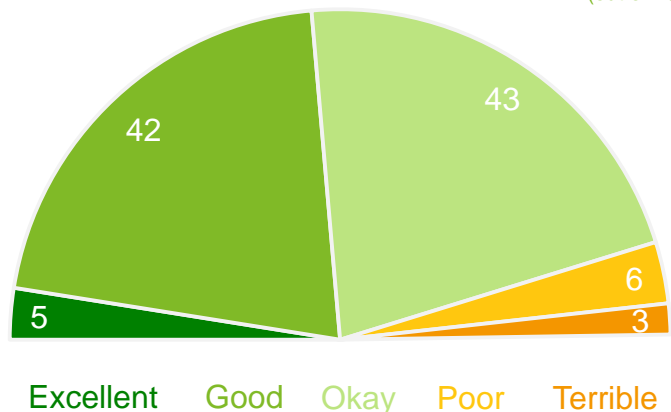
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 336). * Positive rating = okay + good + excellent

Lighting of streets and public places

Performance ratings

% of respondents



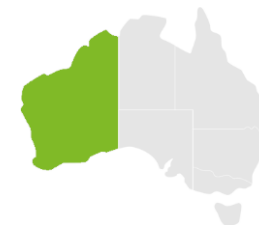
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	60
WA High	65
WA Average	56
Great Southern High	64
Great Southern 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	Denmark Townsite	Other
60	60	61	60	60	61	64	62	58	57	66	60	59	55	61	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 320). * Positive rating = okay + good + excellent

Building and maintaining local roads

Performance ratings

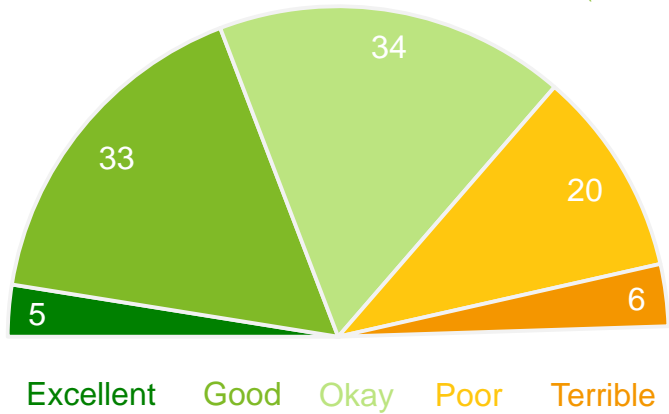
% of respondents

72%

Positive rating*

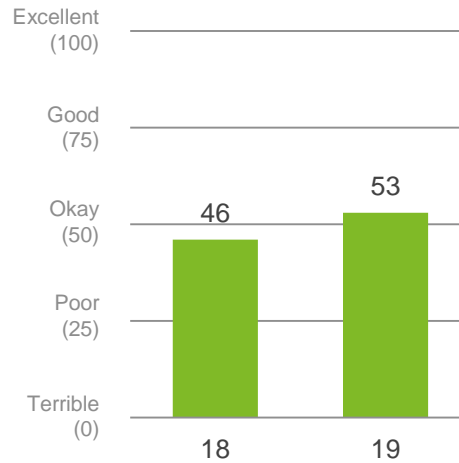
53

Performance Index Score (out of 100)



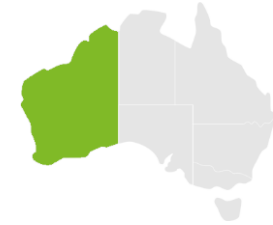
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	53
WA High	80
WA Average	53
Great Southern High	62
Great Southern 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	Denmark Townsite	Other
53	52	58	52	54	53	55	51	56	51	61	52	51	47	56	51

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 337). * Positive rating = okay + good + excellent

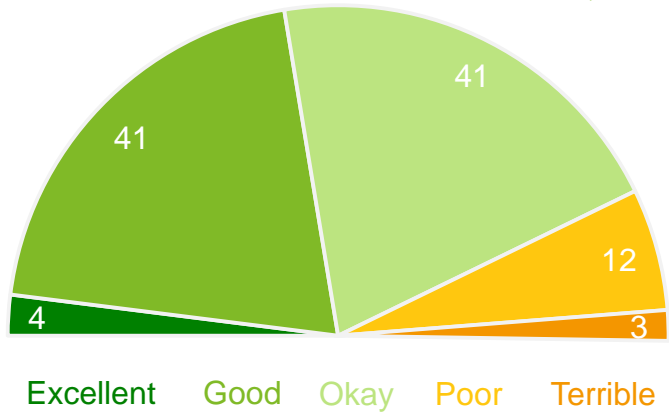
Traffic management on local roads

Performance ratings

% of respondents

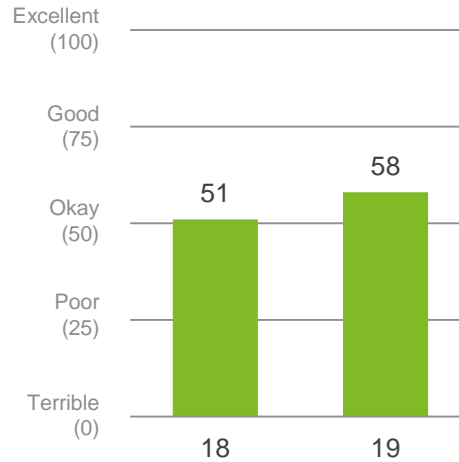
86%
Positive rating*

58
Performance Index Score
(out of 100)



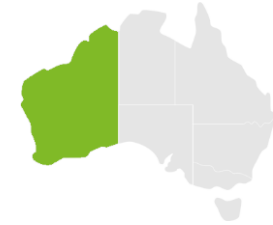
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	58
WA High	67
WA Average	55
Great Southern High	64
Great Southern 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	Denmark Townsite	Other
58	58	54	57	59	59	58	54	63	57	57	58	58	57	59	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 326). * Positive rating = okay + good + excellent

Footpaths, trails and cycleways

Performance ratings

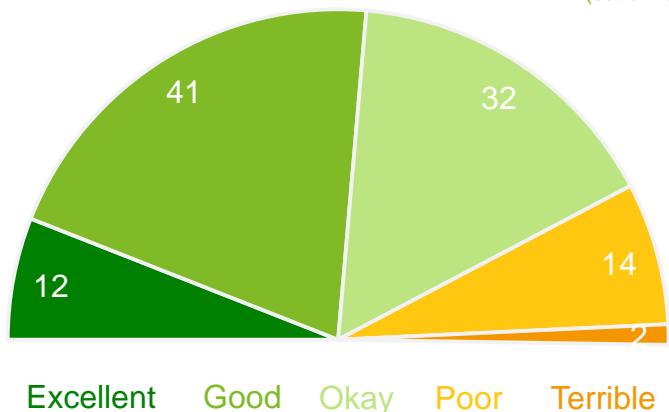
% of respondents

85%

Positive rating*

62

Performance Index Score (out of 100)



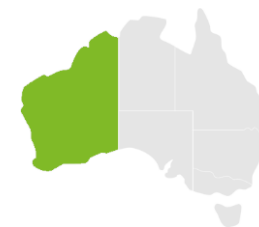
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark 62

WA High 71

WA Average 53

Great Southern High 62

Great Southern 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	Denmark Townsite	Other
62	61	63	63	60	62	54	61	68	64	59	64	61	52	65	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 337). * Positive rating = okay + good + excellent

Storm water drainage

Performance ratings

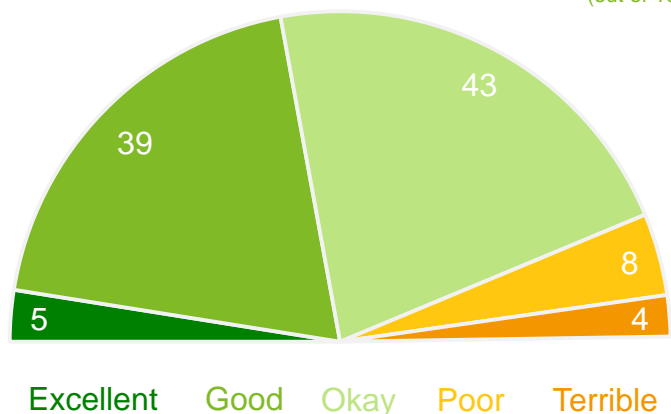
% of respondents

87%

Positive rating*

58

Performance Index Score (out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Denmark	58
WA High	79
WA Average	54
Great Southern High	NA
Great Southern Average	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Denmark Townsite	Other
58	58	59	58	58	58	60	57	61	61	60	58	58	53	59	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 271). * Positive rating = okay + good + excellent

Overview of Community Variances

Summary of community variances

Leadership, communication and natural environment

	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	Denmark Townsite	Other
Place to live	84	85	79	81	87	86	77	86	84	75	73	84	87	87	88	83
Place to visit	87	86	88	86	87	86	86	89	90	82	81	89	86	88	89	86
Governing organisation	55	55	52	53	57	58	46	54	54	43	45	57	57	55	59	53
Value for money	45	46	40	43	47	49	33	40	50	35	24	46	49	44	49	43
Council's leadership	51	51	47	51	51	50	48	54	58	44	40	56	51	53	55	49
Advocacy and lobbying	50	50	46	49	51	52	41	52	54	41	37	55	51	46	53	48
Working with regional partners	55	56	38	53	58	60	49	52	48	40	35	56	60	57	60	52
Transparency	46	47	35	45	47	47	39	46	52	37	31	50	47	48	52	42
Change, innovation & technology	51	51	45	51	50	56	37	45	51	37	33	53	55	49	52	48
Consultation	49	48	50	50	48	50	38	50	54	36	36	53	50	49	54	45
Informed	53	53	52	52	54	55	40	54	57	40	40	56	54	54	56	51
Website	59	58	57	57	60	59	57	54	57	54	57	58	59	56	61	56
Customer Service	72	72	77	72	73	74	68	72	72	75	73	72	73	70	72	73
Conservation and environment	57	56	56	57	56	56	55	59	60	38	49	59	57	54	61	54
Growth and development	49	50	41	48	51	50	42	52	53	35	35	53	51	49	54	46
Sustainable practices	53	54	42	51	55	55	48	53	56	32	36	57	56	53	56	50
Climate change	48	49	33	46	50	50	46	45	50	35	26	52	52	45	50	44
Waste reduction	53	53	47	52	54	55	44	53	56	41	42	54	55	47	54	51
Renewable energy	52	53	39	52	51	54	48	49	51	38	38	52	54	45	52	51
Rivers and inlets	46	46	40	44	48	48	41	38	43	34	34	46	49	46	47	45
Beaches & coastline	58	57	58	59	56	58	60	54	57	45	55	59	57	55	62	54
Bushland & forests	55	54	57	55	56	55	58	54	57	40	47	60	54	48	61	51
Waste collection	58	58	54	57	59	61	50	54	58	53	45	58	61	60	65	52
Animal control	54	52	69	53	56	55	53	51	53	51	59	55	53	49	56	53
Food, health, noise and pollution	59	58	67	57	60	58	61	57	60	53	62	61	57	56	58	59
Natural disaster management	58	58	62	60	57	62	58	57	54	36	52	57	61	58	59	57

Summary of community variances

Economic and community development, community services, art and culture and built environment

	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	Denmark Townsite	Other
Economic development	42	42	45	41	43	45	35	43	42	30	32	46	43	44	45	40
Agricultural development	46	45	50	46	45	48	44	45	44	31	35	49	46	44	49	43
Tourism	56	56	52	56	56	58	52	59	55	42	41	61	56	60	58	54
Denmark Centre development	47	48	42	48	47	49	42	43	48	33	37	49	49	47	49	46
Goods and services	55	55	56	55	55	56	53	54	56	45	45	58	56	56	56	54
Education and training	56	55	60	55	56	58	56	52	51	38	52	53	58	49	57	54
Families and children	56	56	56	56	56	61	45	54	57	40	38	58	60	57	57	55
Youth	41	41	33	43	38	49	27	34	32	28	23	38	49	37	43	38
Seniors	54	53	55	55	53	56	45	56	56	45	42	60	54	51	56	52
Disability access	49	49	35	52	45	54	37	43	52	26	32	51	52	41	51	47
Health and community services	61	62	54	62	61	64	57	57	58	52	47	62	64	61	66	58
Buildings, halls & toilets	62	63	60	60	64	62	58	63	70	60	54	65	62	59	66	60
Sport and recreation	64	64	59	64	63	68	57	55	59	51	51	61	68	62	67	61
Playgrounds, parks and reserves	68	69	62	69	68	71	65	64	69	59	53	69	71	69	71	67
Health and wellbeing	56	57	46	58	54	58	51	54	55	46	43	58	59	52	56	55
Safety and security	68	68	70	66	70	68	64	70	76	71	63	72	67	63	67	69
Library and information	79	79	85	74	83	78	73	82	83	84	74	80	79	83	81	79
Festivals, events, arts & culture	74	75	70	72	77	75	69	80	81	63	56	78	76	74	79	72
History and heritage	62	62	59	59	65	62	63	68	64	50	50	68	62	58	67	58
Aboriginal heritage	54	54	53	52	56	54	55	56	56	52	51	56	54	50	57	51
Character and identity	62	62	56	62	61	63	60	64	60	49	49	66	62	66	67	57
Planning and building	46	47	34	45	47	47	48	45	46	36	40	49	46	44	48	46
Access to housing	57	57	52	55	58	59	59	52	50	50	59	53	59	52	55	57
Streetscapes	58	58	57	58	59	58	59	56	57	56	63	59	57	53	61	57
Lighting	60	60	61	60	60	61	64	62	58	57	66	60	59	55	61	60
Roads	53	52	58	52	54	53	55	51	56	51	61	52	51	47	56	51
Traffic management	58	58	54	57	59	59	58	54	63	57	57	58	58	57	59	57
Footpaths, trails and cycleways	62	61	63	63	60	62	54	61	68	64	59	64	61	52	65	60
Storm water drainage	58	58	59	58	58	58	60	57	61	61	60	58	58	53	59	58



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MARKYT 

Existing Policy:

P040130 BIENNIAL COMMUNITY NEEDS & CUSTOMER SATISFACTION SURVEY

1. Every uneven numbered year, Council is to conduct an in house prepared Community Needs & Customer Satisfaction survey.
2. The Survey is to be sent to 1000 randomly selected Residents & Ratepayers of the Shire, drawn from the most recent Shire of Denmark consolidated Electoral Roll and Ratepayers combined database.
3. The principal method of completing the survey is to be by online means, with a hard copy only available for those who do not wish to or are unable to complete it in this manner.

ADDED by Res: 530808 / 26 August 2008

AMENDED by Res: 130415 / 14 April 2015

AMENDED by Res: 110217 / 21 February 2017

Replace with Officer Recommendation:

P040130 COMMUNITY SATISFACTION SURVEY

1. The Shire will conduct an annual Community Satisfaction Survey to understand community priorities and to provide key performance indicators that measure progress against the Shire's Strategic Community Plan and Corporate Business Plan.
2. The Survey will target community members over the age of 18.
3. The Survey will be sent to community members listed across any Shire database, including the Rates, Library and Recreation Centre databases.
4. The Survey will aim to achieve a target sample size that reduces the sampling error to a minimum of +/-10% at the 95% confidence interval.
5. In an effort to reduce waste and minimise cost, at least two thirds of the random sample will be contacted via email, with this percentage reducing as the Shire continues to build its email database.