



MARKYT Community Scorecard ©

Prepared for: Shire of Augusta-Margaret River

Prepared by: CATALYSE[®] Pty Ltd ©

December 2019

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Introduction

Purpose



Department of Local Government, Sport and Cultural Industries

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

MARKYT Community Scorecard

The Shire of Augusta-Margaret River commissioned a MARKYT® Community Scorecard to:

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



Community Strategic Plan 2036



Natural | Connected | Prosperous

The Study

The Shire of Augusta-Margaret River commissioned CATALYSE® to conduct a MARKYT® Community Scorecard during October to November 2019.

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

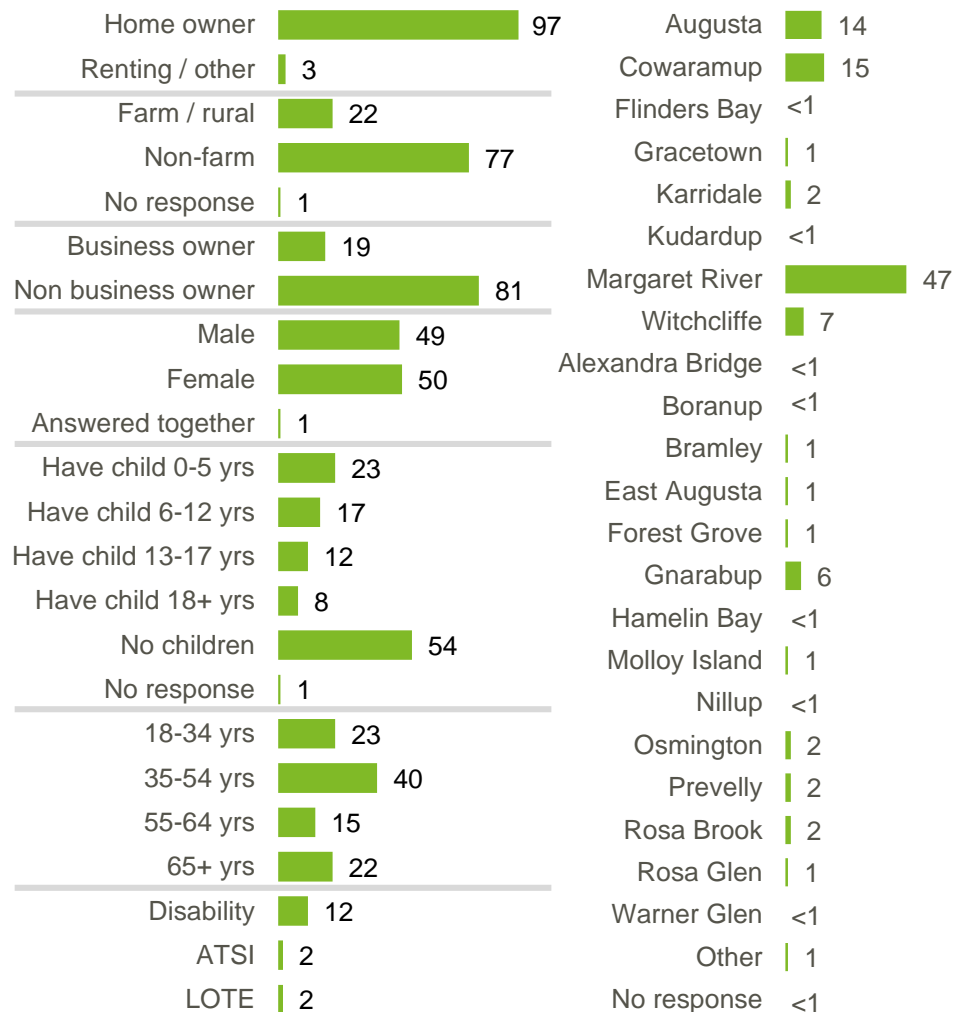
431 randomly selected residents and ratepayers completed a scorecard reducing the sampling error to $\pm 4.65\%$ at the 95% confidence interval.

The Shire provided supporting promotions. A further 85 residents, 138 out of area ratepayers and visitors, and 22 Council affiliated respondents opted in bringing the total to **676 respondents**.

In line with the MARKYT® accredited methodology, results from the non-random sample is presented separately. The main body of this report provides responses from randomly selected residents to be comparable for benchmarking purposes.

The final dataset was weighted by age and gender to match the ABS Census population profile. Data has been analysed using SPSS. Where sub-totals add to $\pm 1\%$ of the parts, this is due to rounding errors to zero decimal places.

% of randomly selected respondents (weighted)



MARKYT Industry Standards

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

Metropolitan



Regional



Strategic Insights

Vision



31

% agree

4% points below
MARKYT® Industry Average

Liveability

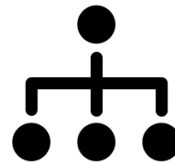


85

Performance Index Score

10 index points above
MARKYT® Industry Average

Governance



53

Performance Index Score

3 index points below
MARKYT® Industry Average

Rates Value



35

Performance Index Score

9 index points below
MARKYT® Industry Average

Highest scores

- Library services
- Festivals, events, markets, art and cultural activities
- Sports and recreation
- Beaches and coastline

Relative to MARKYT® Industry Standards

- Place to live and visit
- Beaches and coastline
- Festivals events, markets and cultural activities
- Safety and security
- Youth services
- Health and community services

Priorities

Value for money



Footpaths,
trails &
cycleways



Waste



Environment



Roads



Playgrounds,
parks &
reserves



Economic development



Animal control



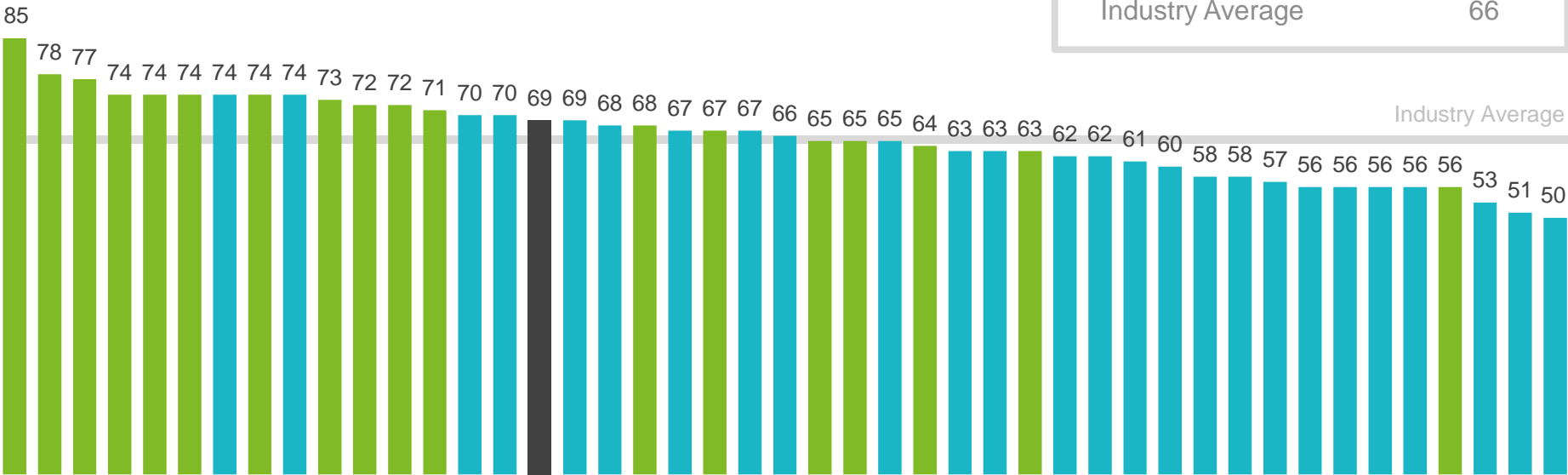
Overall Performance | industry comparisons


The 'Overall Performance Index Score' is a combined measure of the Shire of Augusta-Margaret River as a 'place to live' and as a 'governing organisation'. The Shire of Augusta-Margaret River's overall performance index score is 69 out of 100, 3 index points above the industry standard for Western Australia.

Overall Performance Index Score

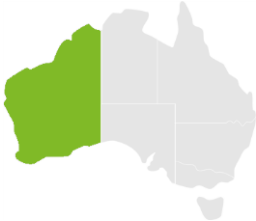
average of 'place to live' and 'governing organisation'

- Shire of Augusta-Margaret River
- Metropolitan Councils
- Regional Councils



MARKYT  Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

69

Industry High

85

Industry Average

66

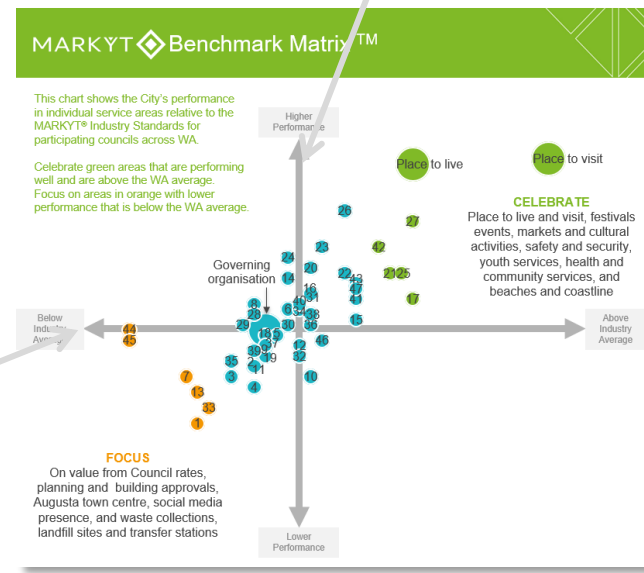
How to read the MARKYT Benchmark Matrix TM

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.

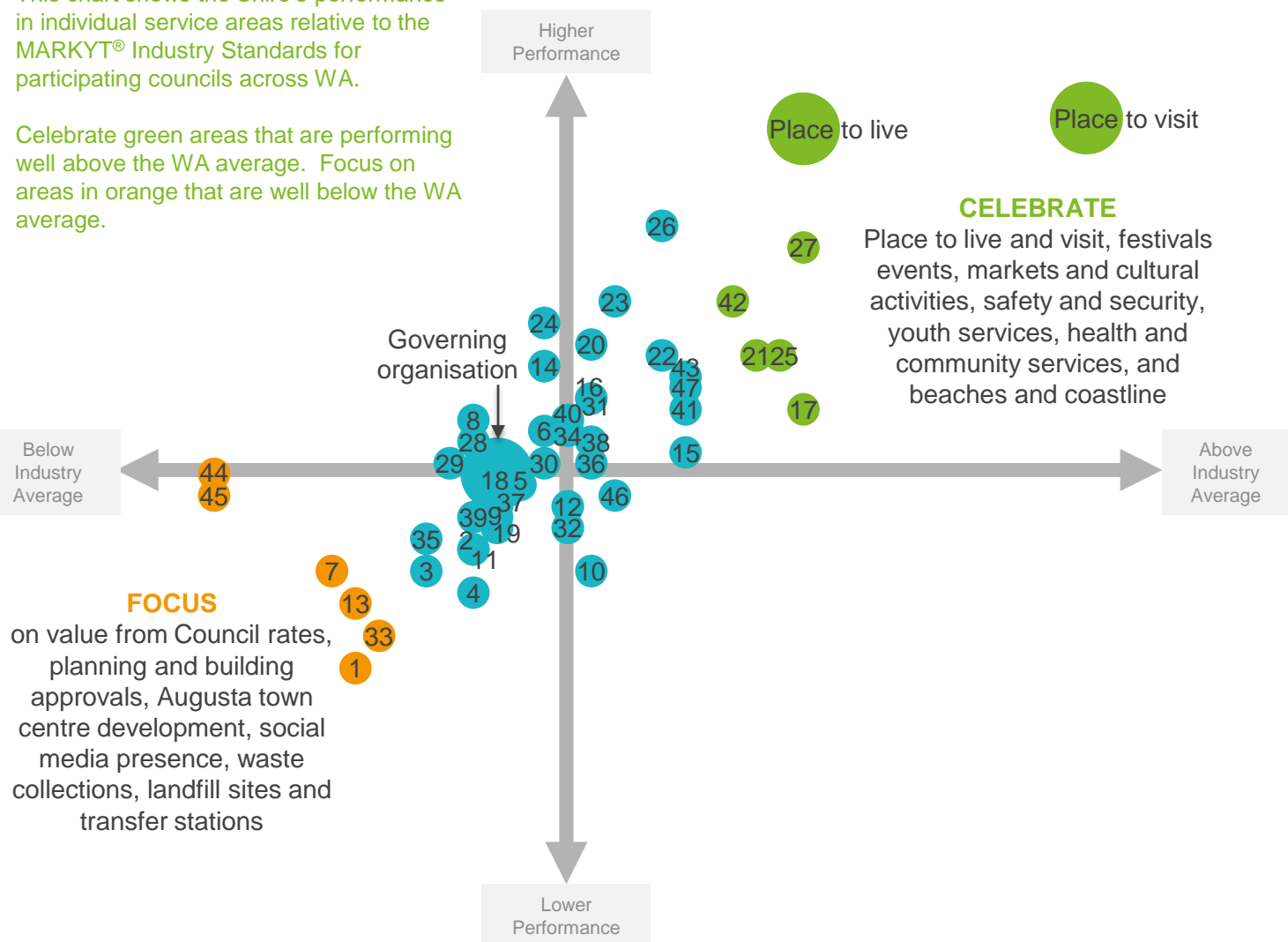
This line represents Council's average performance for all individual measure. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.



MARKYT® Benchmark Matrix™

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

Celebrate green areas that are performing well above the WA average. Focus on areas in orange that are well below the WA average.



- 1 Value from Council rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 How the community is consulted
- 5 How the community is informed
- 6 Website
- 7 Social media
- 8 Customer service
- 9 Embracing change and innovation
- 10 Economic development
- 11 Margaret River town centre
- 12 Cowaramup town centre
- 13 Augusta town centre
- 14 Significant events
- 15 Education, training and personal development
- 16 Family services
- 17 Youth services
- 18 Seniors services
- 19 Disability access
- 20 Volunteer support
- 21 Health and community services
- 22 Community buildings, halls and toilets
- 23 Sport and recreation
- 24 Playgrounds, parks and reserves
- 25 Safety and security
- 26 Library services
- 27 Festivals, events, markets, art and cultural activities
- 28 Street artwork and public art
- 29 History and heritage
- 30 Aboriginal people, history and heritage
- 31 Area's character and identity
- 32 Responsible growth and development
- 33 Planning and building approvals
- 34 Access to housing
- 35 Road maintenance
- 36 Footpaths, trails and cycleways
- 37 Streetscapes
- 38 Lighting of streets and public places
- 39 Storm water drainage
- 40 Conservation and environmental management
- 41 Sustainable practices
- 42 Beaches and coastline
- 43 Margaret and Blackwood rivers
- 44 Waste collections
- 45 Landfill Site and Transfer Stations
- 46 Animal control
- 47 Natural disaster management

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

**The Shire of Augusta-Margaret River
is leading the industry in relation to
local beaches and coastline**



Image source: www.australia.com/en-my/places/perth-and-surrounds/guide-to-margaret-river.html

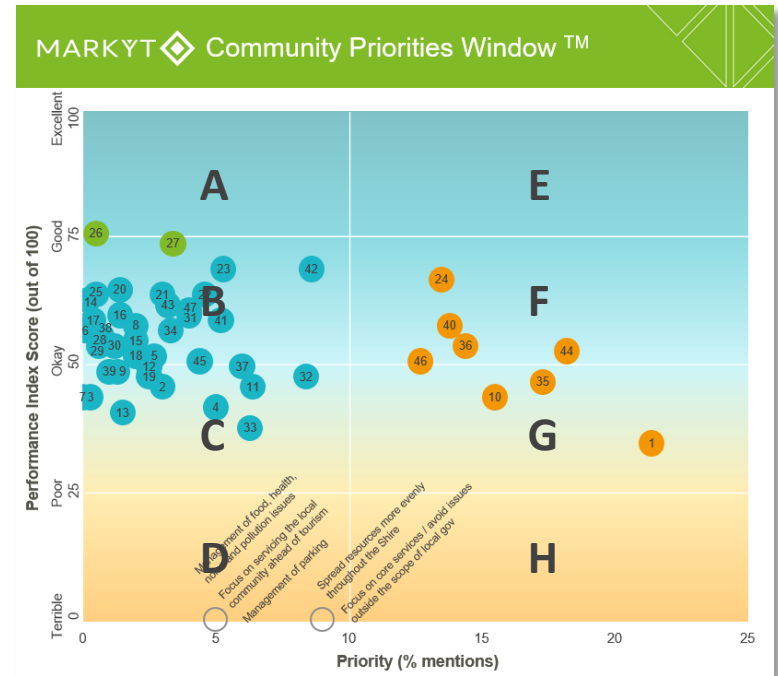
In the Shire's Community Priorities Window, detailed overleaf, many services are ideally located in window B. They are high performing areas, receiving average ratings between okay and good.

Perceived **strengths** (green dots) include:

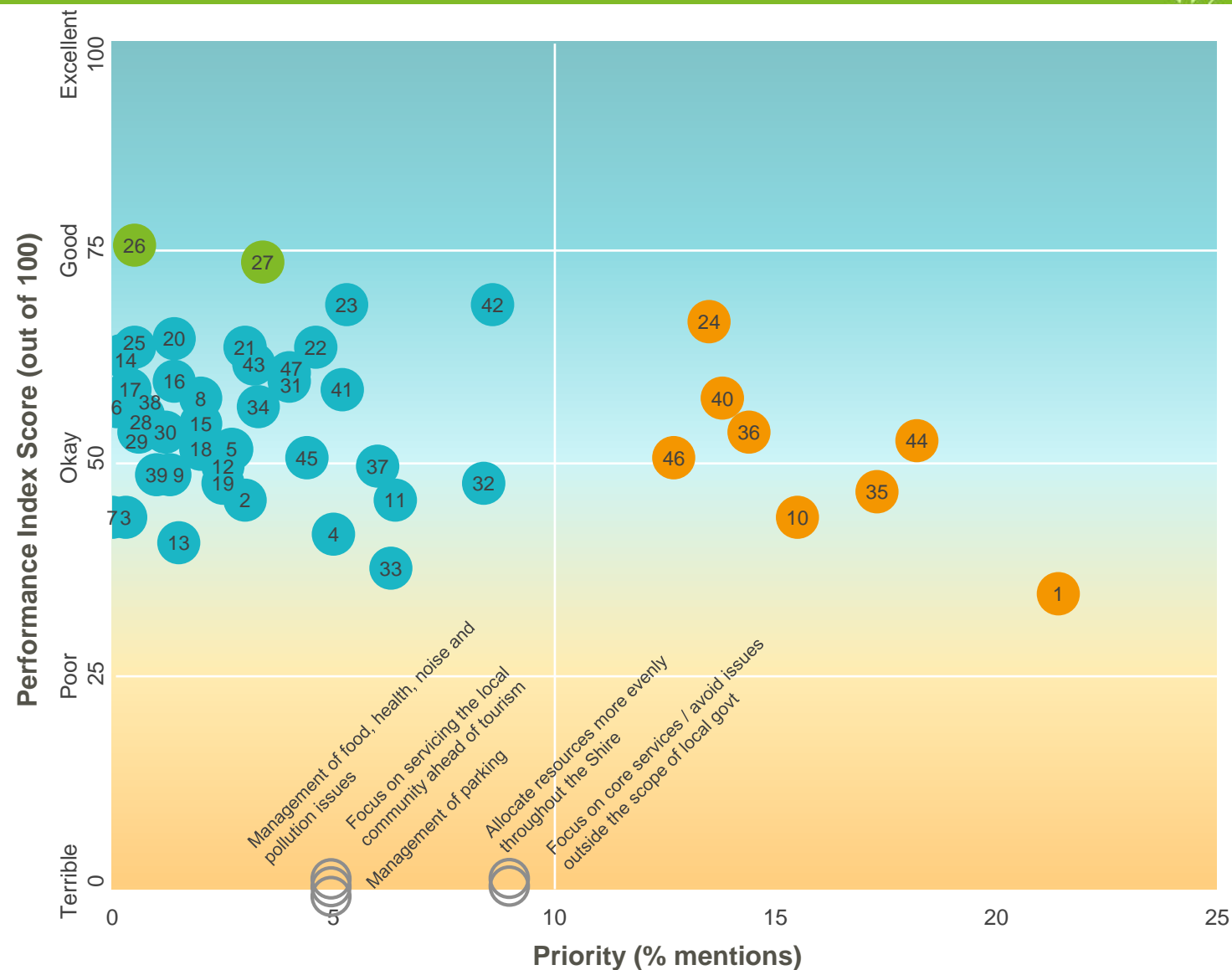
- Library services
- Festivals, events, markets, art and cultural activities

Moving forward, the community would like the Shire to **prioritise** elements in Windows F + G (orange dots)

- Value for money from Council rates
- Waste collections
- Road maintenance, footpaths, trails and cycleways
- Economic development
- Conservation and environmental management
- Playgrounds, parks and reserves
- Feral and domestic animal control



MARKYT Community Priorities Window™



- 1 Value from Council rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 How the community is consulted
- 5 How the community is informed
- 6 Website
- 7 Social media
- 8 Customer service
- 9 Embracing change and innovation
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- 43 Margaret and Blackwood rivers
- 44 Waste collections
- 45 Landfill Site and Transfer Stations
- 46 Animal control
- 47 Natural disaster management

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 Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 339)

Community Action Plan

Value for money from Council rates

Challenges

- Rates are too high and keep going up
- Shire spends too much on things that are outside the scope of local government
- Not enough focus on essential services
- Not enough funding for facilities and services outside the Margaret River townsite
- Shire spends too much on Shire buildings and staffing

Community Driven Actions

1. Be financially sustainable
2. Focus on essential services
3. Fairer allocation of funding across all town sites and rural areas
4. Reduce Shire running costs

Community Voices

“Reduce rates. Narrow their scope of focus. Cut running costs.”

“Roads, rates and rubbish.”

“Keeping rates at reasonable levels, focusing on essential services.”

“Shire funds should be spent on the core business of Council for the benefit of rate payers and focus more on the reasons rates and levies are paid. The Shire should also focus on providing the most cost-effective outcomes for the community.”

“I would like to see Shire rates at a more sustainable level and feel we are really only paying high rates for tourism purposes rather than for the permanent citizens who reside here.”

“Listen to the rate payers. Stop looking at the bottom line and look up to see what’s going on. Invest wisely and sustainably and represent the broader community. You will never make everyone happy, but you are in a position to make more people happier than they are at the moment. Our rates are hefty compared to most places and we are happy to pay them to live in such an amazing place but make them work better for everyone.”

“Less money spent on Shire chambers, staff food and amenities. More money spent on ratepayers in beach access. Beach paths graded more times per year disabled access to beaches. More walk trails. Rubbish clean ups on roads into town and better roads and services.”

“There is a grossly disproportionate focus on Margaret river townsite to the detriment of ALL other towns in the shire. When I look at the ever-increasing rates that we pay and compare to the increase in local infrastructure and services it appears that only those who live within 10 km of Margaret river are benefiting from any Shire spending.”

Challenges

- New general waste bin is too small for many households
- Fortnightly collections for general waste and recycling are insufficient
- Bulk rubbish services are lacking
- Recycling program needs improvement

Community Driven Actions

1. Weekly collections of the general waste and recycling bins
2. Verge collections and free tip passes for residents
3. More effective recycling program

Community Voices

“Waste collection services pick up red top bin weekly.”

“Need bigger general waste bin or needs to be empty every week”

“Weekly pick up for red bin, especially in summer, not healthy, it will encourage flies etc.”

“I think it's almost impossible to half the size of our general rubbish bin and also half the collections, one or the other would have been OK but nearly every person I know cannot go a fortnight and not have the red lid bin overflowing.”

“Also the change to the recycling system with 3 bins instead of 2 is a disaster. The red bin is not nearly big enough when you have more than 1 person living on the premises and to empty each bin once every 2 weeks is a joke. You have asked us to recycle more but did not increase the service to weekly so the bins are always over flowing.”

“Bins - I am actually happy with the bin service and can manage the smaller red bin however we are only a couple, so for those with larger families I think emptying them weekly would solve some of the issues.”

“Providing residents with roadside collections as occurs in the city/providing more than one tip pass per year. Weekly removal of small landfill bin (red) and recycling bins to align with FOGO bin = less waste being blown around from Air BnB places!”

“Improving recycling facilities in the area, providing verge collections or more tip passes.”

“Waste services recycling program improvements.”

Challenges

- Condition and safety of rural and local roads
- Potholes and broken road shoulders
- Busy or difficult intersections

Community Driven Actions

1. Improve road safety and maintenance across the shire
2. Ensure road repairs are conducted properly so they last longer
3. Fairer allocation of funding for road maintenance with greater focus on rural and non-tourist areas
4. Provide roundabouts at busy intersections

Community Voices

“Maintaining our rural roads.”

“Fix roads in and around Augusta”

“The rural roads throughout the Shire are extremely neglected and dangerous.”

“Country road repairs away from the coast and tourist roads”

“Country roads maintenance e.g. trimming of vegetation and grading of roads. As a large vehicle operator I feel Shire not keeping up with what’s needed to cope with larger vehicles (long vehicle and double deck cattle trucks) on our roads.”

“Sealing roads around the shire, specifically those within the town boundaries, or at least maintaining those roads so that they are in a reasonable condition.”

“Fix local roads (potholes/broken edges).”

“Road maintenance is sadly lacking in the area of road shoulder maintenance, this is where most of road breakdown begins. There is no point in resurfacing bitumen if the road shoulder is not fixed and in good condition, road breakdown begins almost immediately.”

“Safer roads in MR i.e. roundabouts.”

“Corner of Bussell Highway and Wallcliff Rd needs a roundabout or something.”

Challenges

- Broken and uneven footpaths
- Townsites are dominated by cars – not pedestrian friendly
- Footpaths are insufficient for elderly people, parents with prams and people with disabilities
- Lack of footpaths and cycleways connecting towns and major attractions

Community Driven Actions

1. Improve safety for pedestrians and cyclists
2. Fix or replace broken / uneven footpaths
3. Upgrade paths to accommodate people with different levels of mobility
4. Make town centres more pedestrian friendly e.g. add in pedestrian crossings
5. Build new paths and cycleways to improve access between towns and major attractions

Community Voices

“Fix or replace broken or uneven footpaths, clean up verges on side streets.”

“Roads and footpaths need a lot of work. Especially when walking into town footpaths are dangerous.”

“Bike paths and a better town planning allowing for more pedestrian paths and friendly town centre with less emphasis on use of car.”

“Pedestrian crossings.”

“Walking friendly towns. Safe road crossing/ bridge in Cowaramup and Margaret River”

“More footpaths to access places like Rotary Park to make it safer for people.”

“Providing safe dual pathway to the Lighthouse”

“Cycle and footpath from Marina to the Light House.”

“More cycle ways, e.g. link Cowaramup to Gracetown to Margaret River to Rosa Brook to Cowaramup”

“Improving footpaths to allow smooth transport on mobility scooters.”

“More footpaths to accommodate prams. Since having a baby it’s made me realise that paths are lacking...”

Community Action Plan

Development of the local economy

Challenges

- Local job opportunities are limited
- Local businesses are struggling
- Augusta and Cowaramup need more development
- Limited facilities for tourists e.g. caravan parking, accommodation, etc.
- Insufficient Shire support for tourist related events and activities

Community Driven Actions

1. Make local towns RV friendly with parking and dump points for caravans and RVs
2. More support and promotion of tourist related events and activities
3. More support and promotion of local business in all towns within the Shire
4. Find a balance between supporting tourism, other local industries, the local community and preserving the environment

Community Voices

“Formulating a vision for a sustainable longer-term development of Margaret River, which is not based on growth of population and tourism”

“Making the town more RV friendly. Find a balance between tourism/money making and community and environment.”

“Lack of caravan parking for tourists in town. Lack of available toilet dump points for caravans R.V friendly sign welcoming visitors to the towns.”

“Attracting tourists and reducing red tape when it comes to holding tourist (and local) orientated events, like markets etc”

“Helping local business survive and thrive. Be more active in the promotion of events, activities and things to do around the shire.”

“Develop policies to increase the diversity of employment opportunities. Apply downward pressure on rent to make Main Street businesses more viable and reduce shop vacancy.”

“Attracting businesses to Cowaramup Town Centre that cater to local people as well as tourists, there has been a steady decline in local service shops and a large increase in shops aimed at tourists in the town centre. A supermarket would be great in Cowaramup.”

“Development for Augusta’s economy, needs tourism growth which will create job opportunities for the local people. The whale season and various annual events, attracts many overseas visitors. There are very few options for food and beverages - compared to Margaret River. The Augusta Marina needs a café/restaurant. The Augusta Hotel & Accommodation is in much need of an upgrade and is a disgrace to all visitors from around the world. Our river mouth/ocean views should be taken advantage of and prospered.”

Challenges

- Loss of native vegetation and natural amenity due to development of the local area
- Weeds e.g. arum lily
- Feral and domestic animals (especially cats) impacting on the local environment
- Climate change and sustainability issues

Community Driven Actions

1. Find a balance between allowing development and preserving the local environment
2. Focus on climate change and sustainability
3. Control of noxious weeds, look at alternatives to glyphosate for removing them
4. Animal control for domestic and feral animals

Community Voices

“Maintaining the natural amenity of the area.”

“Keep Margaret River and surrounding areas as natural and beautiful as they have always been.”

“Eradication of noxious species e.g. arum lilies.”

“More environmentally friendly ways of removing weeds rather than spraying glyphosate”

“Conservation and environmental management, especially weed control and feral animal control.”

“Encouragement of the retention of native bushland along with the control of feral animals and domestic pets especially cats which are devastating to the natural environment.”

“The protection of the natural assets and not allow degradation of the environment by over development.”

“A balance within the Council between allowing business to flourish, improve and move forward, whilst maintaining a focus on maintaining the natural environment and managing climate change issues.”

“I would like the Shire to focus more on our beautiful environment, on climate change and also restricting big developments in our town.”

“Sustainable energy solutions. Knowledgeable conservation practices.”

Challenges

- Not enough off-leash exercise areas for dogs
- Limited family friendly facilities
- Not enough facilities at coastal reserves

Community Driven Actions

1. More dog friendly and off-leash areas at parks and reserves
2. More family friendly areas – playgrounds with shade and protection from weather
3. More facilities at beaches e.g. parking, BBQs, seating and shelter
4. Maintenance of parks and reserves done more consistently across different areas

Community Voices

“More family friendly facilities, playgrounds, parks, fenced dog exercise areas, more like what's happening in Busselton and Dunsborough”

“Dog off-lead areas. We desperately need a safe, FENCED area for exercising dogs off lead that is available all day. Ideally with shade and more than 1 bin.”

“More dog friendly playgrounds so can visit playgrounds with kids while walking with dog- promote more physical activity/ walking rather than driving More public spaces for BBQs/ get together along beach or river”

“Improve parking at beaches (more). Recreational parks/lawns at local beaches and shade shelters.”

“Facilities for families that can be used all year. There are lots of great parks and playgrounds, but not so much to do when the weather is bad.”

“Equality of "surrounds" i.e. parks, public access ways, pathways for all residents. Maintained to a high standard in some areas and not in others. Maintaining the mulching and planting of landscapes around the area e.g. weeding in "Hillier Park". Pointless landscaping to cut down on mowing if weeds are going to get as high as the plants, looks very unattractive and plenty of areas look like that around MR.”

Challenges

- Domestic animals roaming free, causing problems and damaging the environment
- Feral animals damaging the environment
- Lack of dog exercise areas

Community Driven Actions

1. Better control of feral animals
2. Enforcement regarding cats roaming free
3. Enforcement regarding dogs off-leash in areas where this is not allowed
4. Provision of more off-leash dog exercise areas

Community Voices

“Better control of residential pets, cats, rabbits, dogs etc.”

“Pet control, in particular rangers to police dogs on leashes more.”

“Control of cats and dogs, particularly cats free to roam (decimating native fauna).”

“Improved animal (cat) control for fauna protection.”

“Control of feral animals and domestic pets especially cats which are devastating to the natural environment.”

“Management of feral animals e.g. rabbits, foxes, cats as it is impossible for the individual to make any impact.”

“Improved dog exercise area close to town.”

“Better dog parks and more areas you can run dogs off leash.”

“Provide a dedicated oval for dog owners and their dogs - in town, fenced and not shared with a sporting body.”

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.

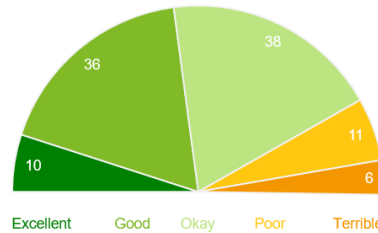
The **Performance Index Score** is a score out of 100 using the following formula:

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

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

Performance ratings
% of respondents



58
Performance Index Score
(out of 100)

84%
Positive rating*

MARKYT Industry Standards
Performance Index Score



Shire of Augusta-Margaret River	58
Industry High	79
Industry Average	62

Variances across the community
Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
58	61	57	53	64	57	58	65	66	59	58	60	57	59	49	57	61	53	59	55

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

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

Council Score is the Council's performance index score.

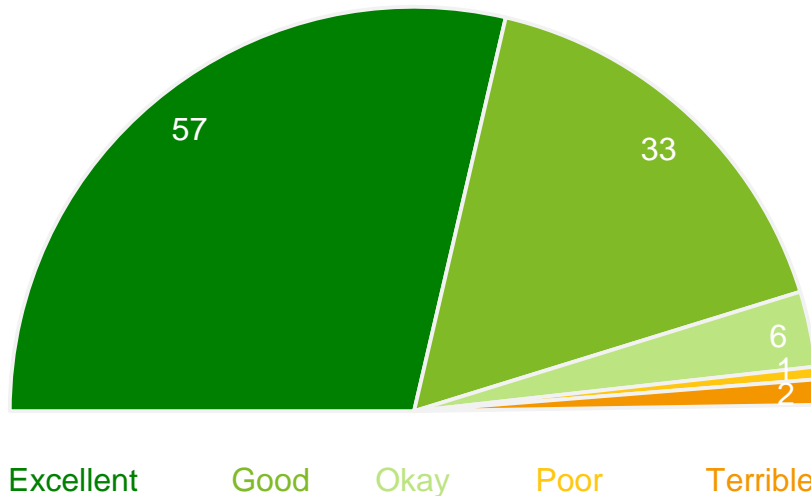
Industry High is the highest score achieved by councils in WA that have completed a comparable study with CATALYSE®.

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

Shire of Augusta Margaret River as a place to visit

Performance ratings

% of respondents



86

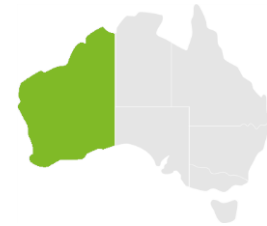
Performance Index Score
(out of 100)

96%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

86

Industry High

87

Industry Average

64

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
86	90	85	83	89	82	91	91	88	88	85	89	83	73	68	91	88	87	86	86

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

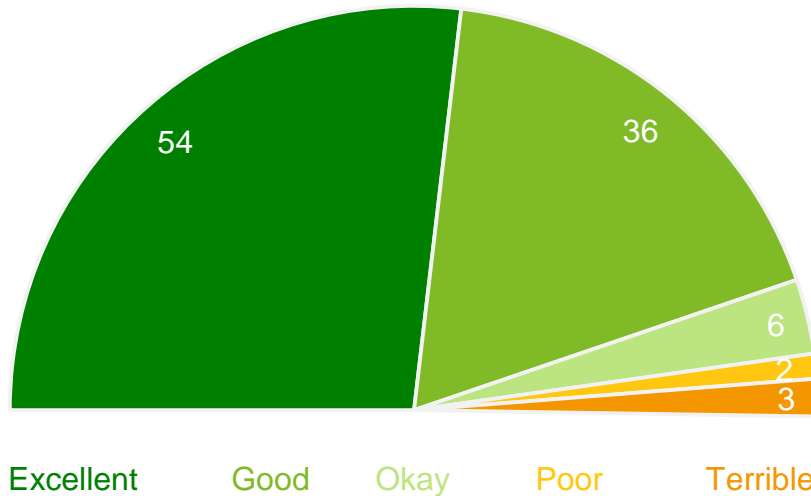
Base: All respondents, excludes 'unsure' and 'no response' (n = 418).

* Positive Rating = excellent, good + okay

Shire of Augusta Margaret River as a place to live

Performance ratings

% of respondents



85

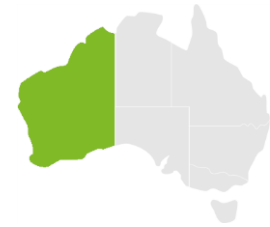
Performance Index Score
(out of 100)

96%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

85

Industry High

95

Industry Average

75

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
85	84	85	82	87	83	88	90	85	86	82	85	85	79	74	83	88	83	85	82

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

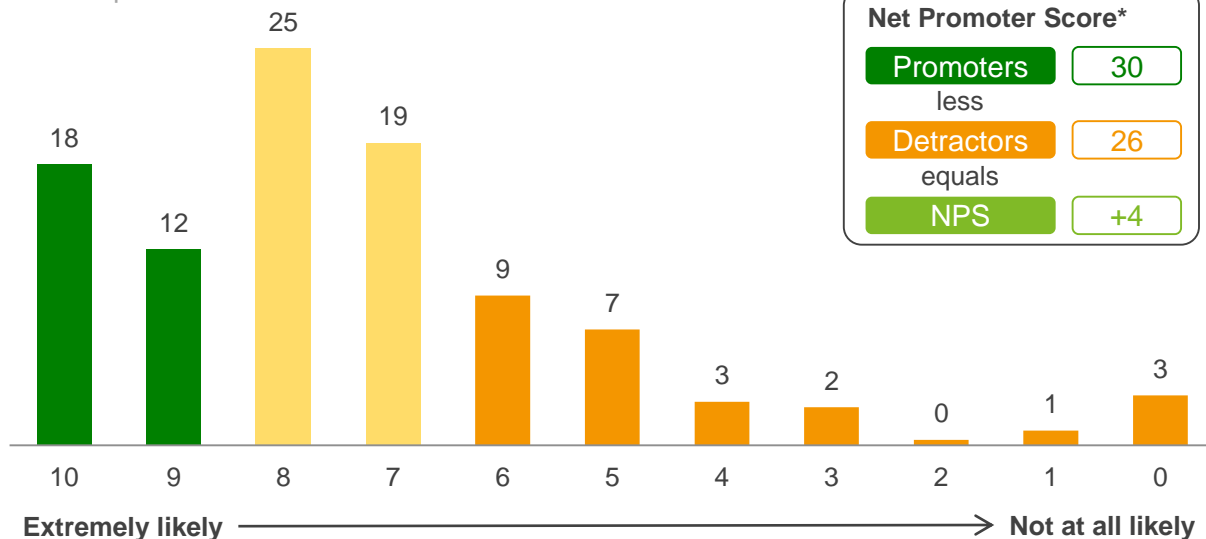
Base: All respondents, excludes 'unsure' and 'no response' (n = 426). * Positive Rating = excellent, good + okay

Net Promoter Score

Likelihood of recommending the Shire of Augusta-Margaret River as a place to live

Likelihood of recommending

% of respondents



Net Promoter Score*

Promoters 30

less

Detractors 26

equals

NPS +4

MARKYT Industry Standards

Net Promoter Score



Shire of Augusta-Margaret River

+4

Industry High

+68

Industry Average

-17

Variances across the community

Net Promoter Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
4	6	3	-5	12	-4	33	25	-2	0	16	2	-2	-1	-16	0	12	-33	9	-11

Q. How likely are you to recommend the Shire of Augusta-Margaret River 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 = 408).

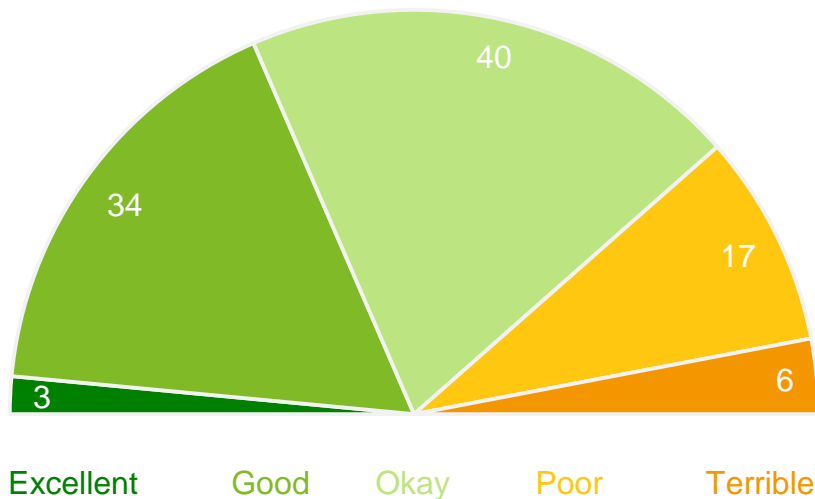
* NPS can range from -100 to +100



Shire of Augusta Margaret River as the organisation that governs the local area

Performance ratings

% of respondents



53

Performance Index Score
(out of 100)

77%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

53

Industry High

74

Industry Average

56

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
53	50	53	49	56	50	58	59	55	54	54	55	49	46	40	55	57	45	54	47

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

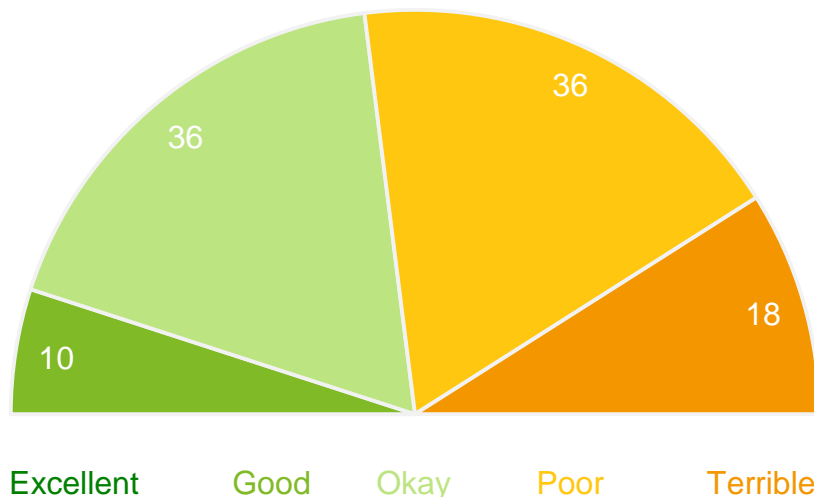
Base: All respondents, excludes 'unsure' and 'no response' (n = 419).

* Positive Rating = excellent, good + okay

Value for money from Council rates

Performance ratings

% of respondents



35

Performance Index Score
(out of 100)

46%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

35

Industry High

63

Industry Average

44

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
35	31	36	34	37	35	34	40	34	36	29	35	38	35	32	39	38	26	37	29

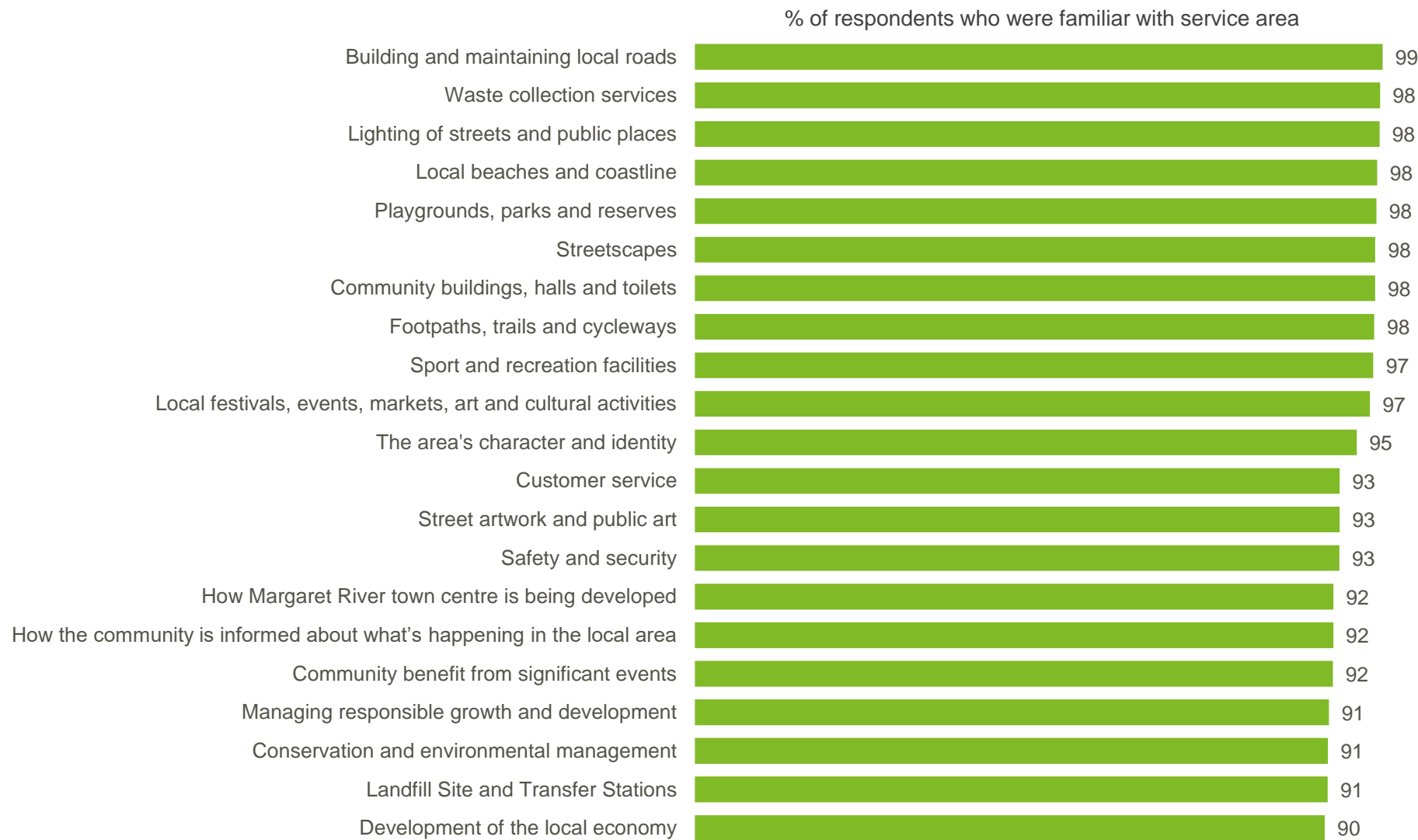
Q. How would you rate performance in the following areas?

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

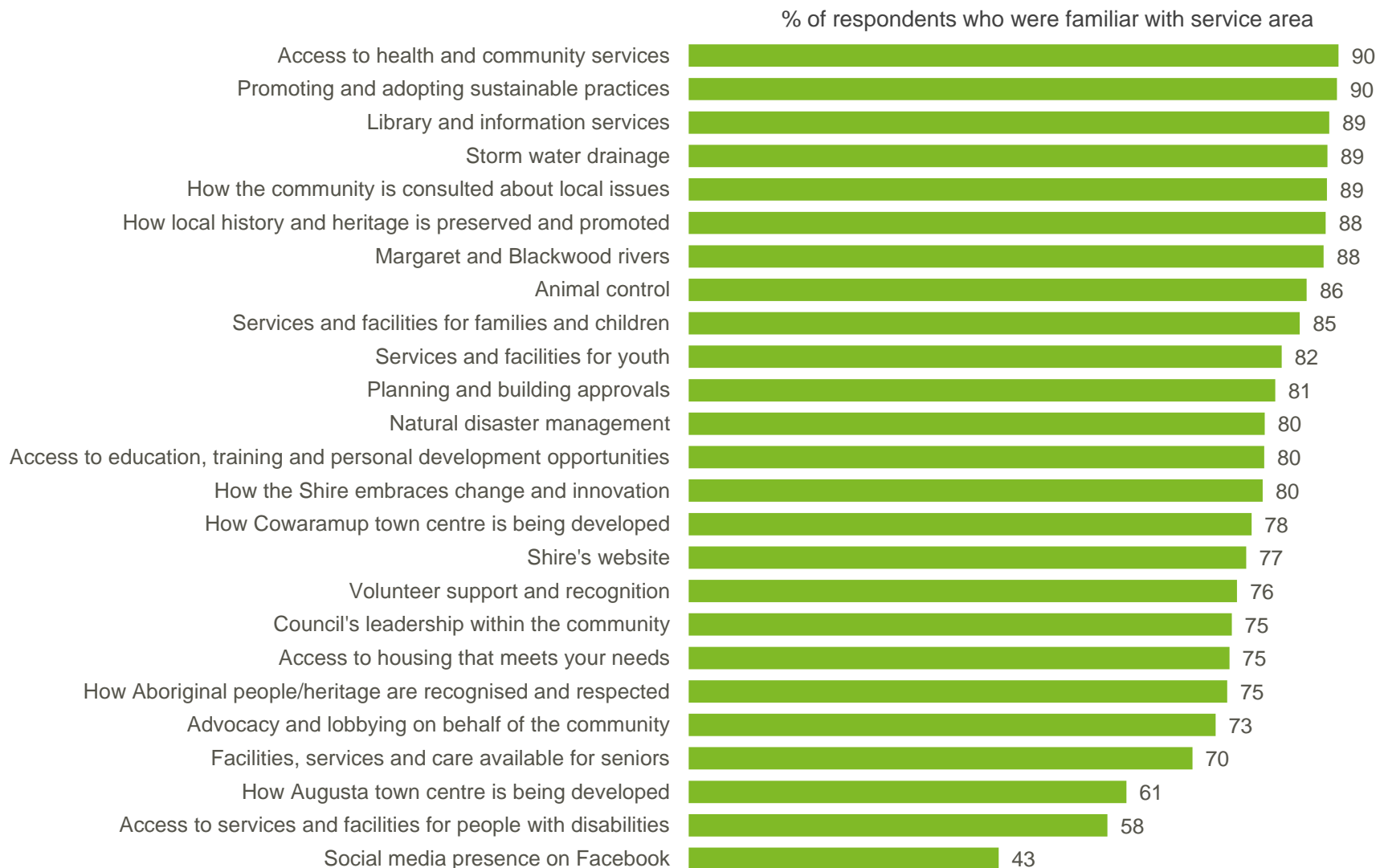
* Positive Rating = excellent, good + okay

Familiarity with local services and facilities

Familiarity with local services and facilities



Familiarity with local services and facilities

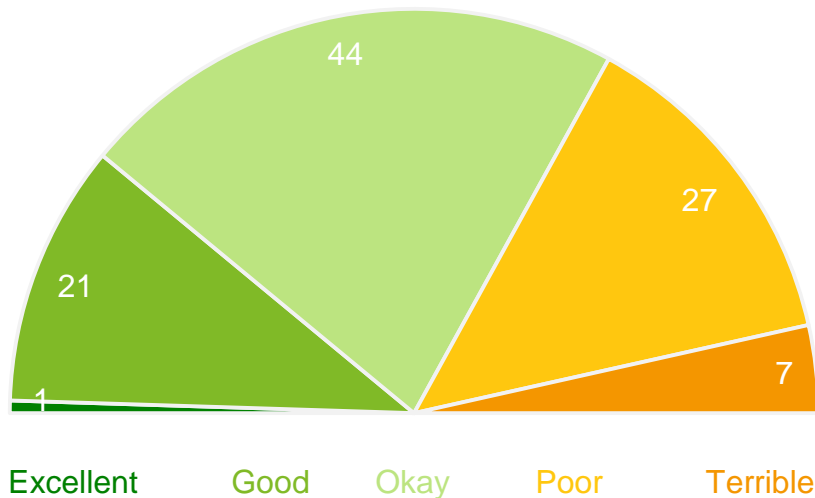


Leadership and Communication

Council's leadership within the community

Performance ratings

% of respondents



46

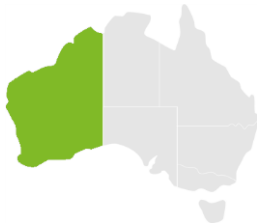
Performance Index Score
(out of 100)

66%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River	46
Industry High	67
Industry Average	50

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
46	42	47	42	50	43	49	50	47	52	46	45	47	38	38	50	48	46	48	40

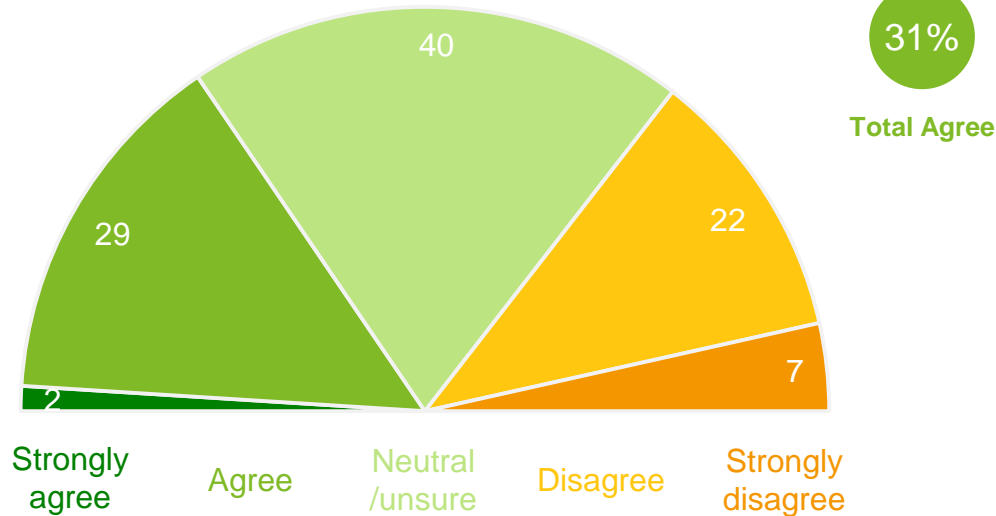
Q. How would you rate performance in the following areas?

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

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

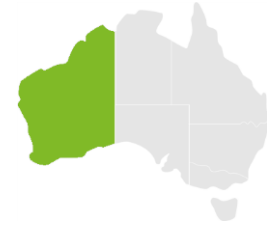
Level of agreement

% of respondents



MARKYT Industry Standards

% agree



Shire of Augusta-Margaret River	31
Industry High	61
Industry Average	35

Variances across the community

% agree

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
31	42	29	27	36	28	44	33	33	27	52	28	22	24	11	42	36	20	35	18

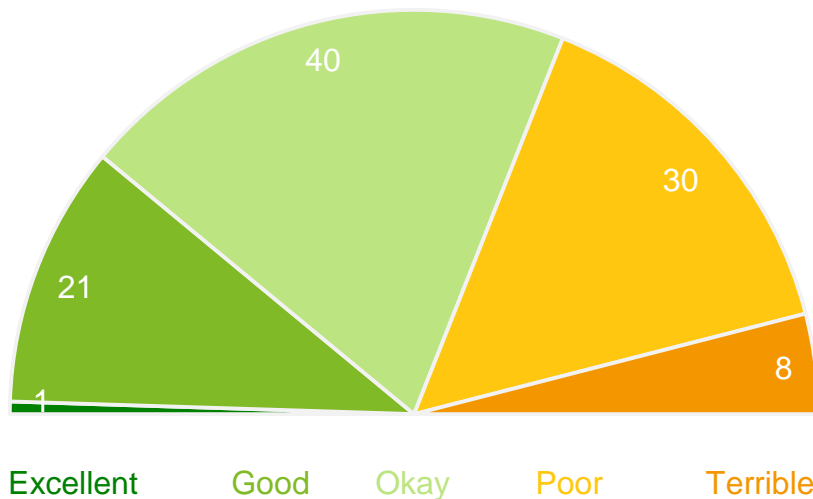
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 430).

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

Performance ratings

% of respondents



44

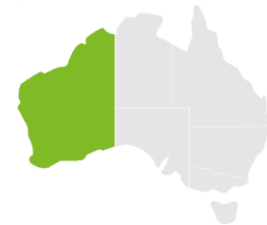
Performance Index Score
(out of 100)

62%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

44

Industry High

68

Industry Average

50

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
44	45	44	40	49	42	49	51	46	47	46	44	44	38	36	49	45	53	45	42

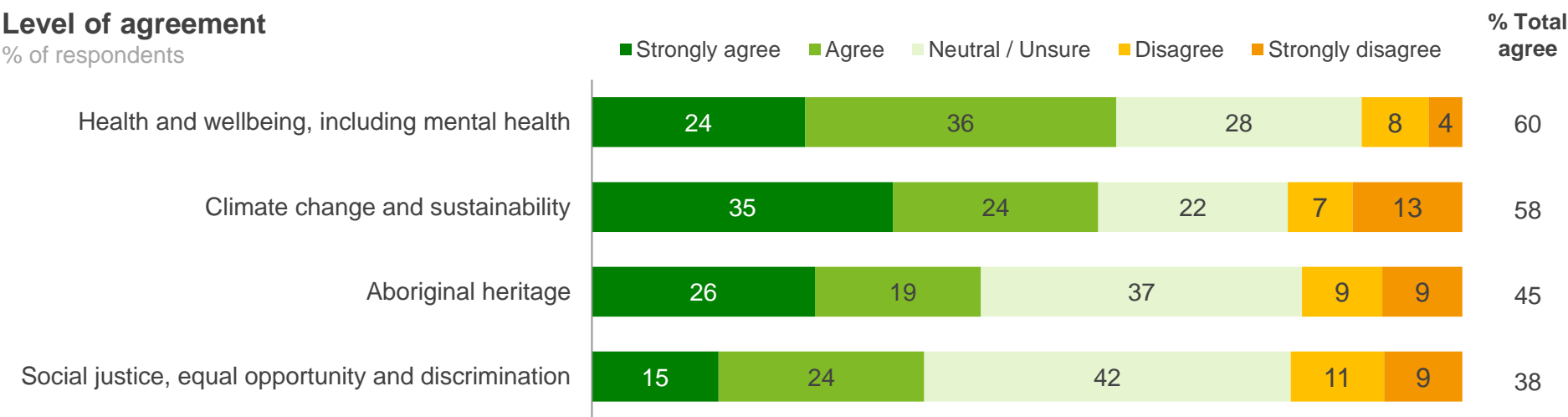
Q. How would you rate performance in the following areas?

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

Community support for more active leadership and advocacy

Level of agreement

% of respondents



Variances across the community % agree	Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarrup	Town	Rural
Health and wellbeing	60	72	58	47	73	58	63	68	61	58	60	65	55	62	44	68	65	41	64	48
Climate change & sustainability	58	62	57	45	72	55	62	70	65	61	60	64	50	60	37	73	64	42	62	46
Aboriginal heritage	45	49	44	31	58	45	39	57	37	53	44	49	41	57	27	55	49	25	47	38
Social justice	38	48	36	29	47	37	40	30	42	37	44	39	33	35	23	47	47	24	42	26

Community support for more active leadership and advocacy | summary findings

Community members who **support** the Shire taking a more active leadership and advocacy role in social issues tend to be **happier** with how the Shire is performing. Support for a more active leadership and advocacy role tends to be greater among females, those with primary school aged children, and living in Margaret River and Cowaramup towns.

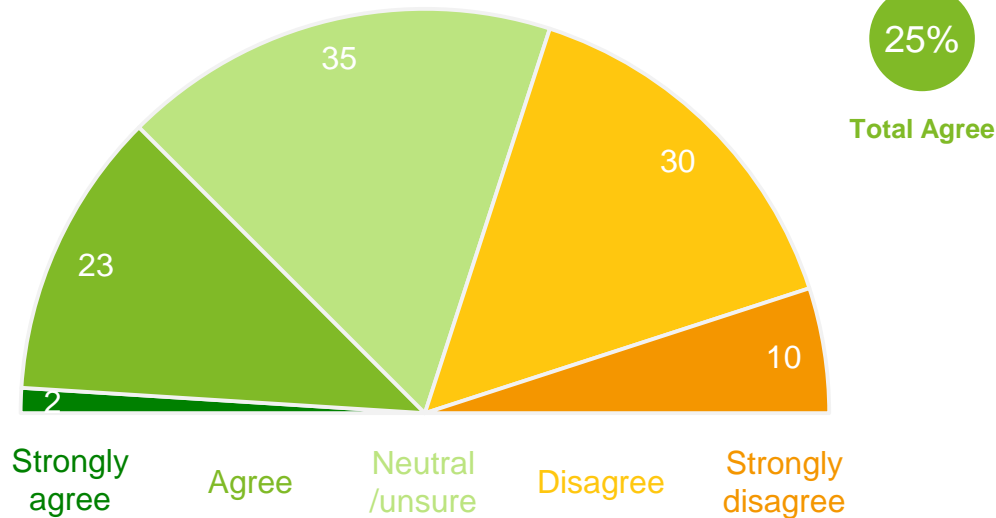
Conversely, community members who **oppose** the Shire taking a more active leadership and advocacy role tend to be less happy with how the Shire is currently performing. They are more likely to be males, seniors, to live in Augusta, Prevelly or Gnarabup, or in rural areas. Their **priorities relate to core council services – roads, rubbish and rates**. They would like the Shire to focus on core services and avoid issues they consider to be outside the scope of local government.

	Average Performance Index Scores		
	Average performance score among those who support greater advocacy role	Average performance score among those who oppose greater advocacy role	Variance
Health and wellbeing, including mental health	59	46	13
Social justice, equal opportunity and discrimination	61	50	11
Climate change and sustainability	59	49	10
Aboriginal heritage	60	51	9

Shire has a good understanding of community needs

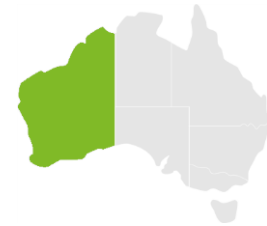
Level of agreement

% of respondents



MARKYT Industry Standards

% agree



Shire of Augusta-Margaret River

25

Industry High

61

Industry Average

34

Variances across the community

% agree

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
25	22	26	17	34	24	35	26	21	12	36	23	21	13	14	27	34	6	28	16

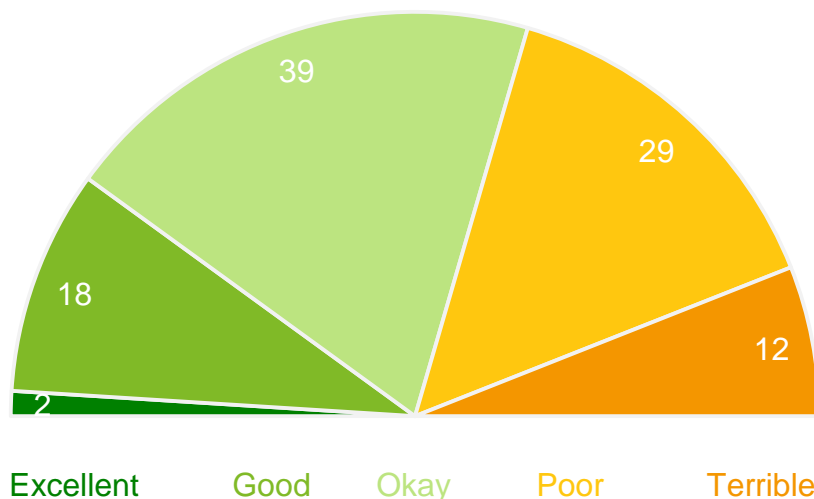
Q. How strongly do you agree or disagree with the following statements?

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

How the community is consulted about local issues

Performance ratings

% of respondents



42

Performance Index Score
(out of 100)

59%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

42

Industry High

63

Industry Average

46

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
42	44	42	39	45	38	49	49	47	39	43	45	38	39	31	49	43	50	45	34

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

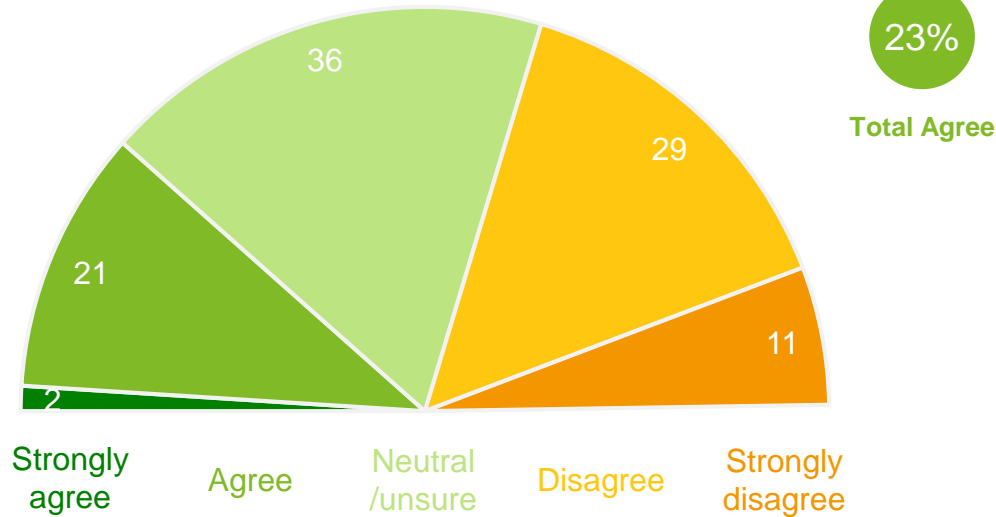
Base: All respondents, excludes 'unsure' and 'no response' (n = 382).

* Positive Rating = excellent, good + okay

Shire listens to and respects residents' views

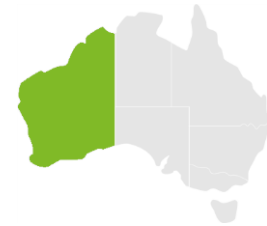
Level of agreement

% of respondents



MARKYT Industry Standards

% agree



Shire of Augusta-Margaret River	23
Industry High	55
Industry Average	33

Variances across the community

% agree

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
23	29	22	17	30	22	29	29	20	26	28	25	19	22	16	24	31	16	27	11

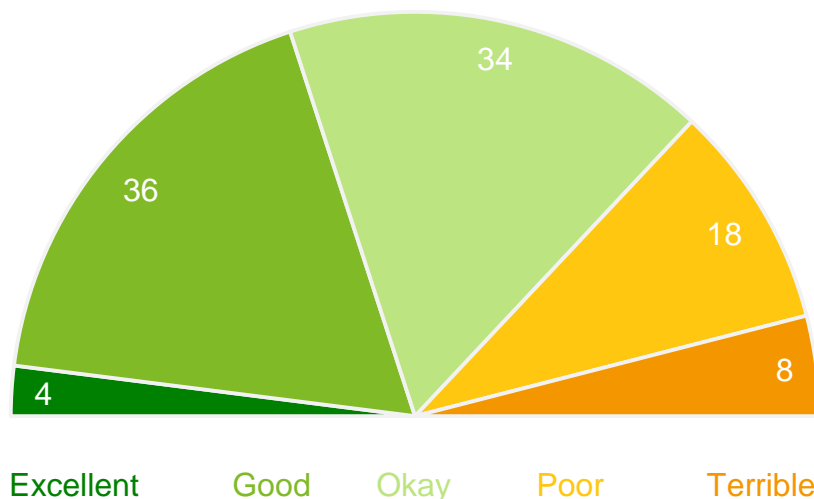
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 430).

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

Performance ratings

% of respondents



52

Performance Index Score
(out of 100)

74%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

52

Industry High

69

Industry Average

54

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
52	51	53	50	55	49	63	55	53	48	61	51	48	43	38	56	56	58	54	47

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

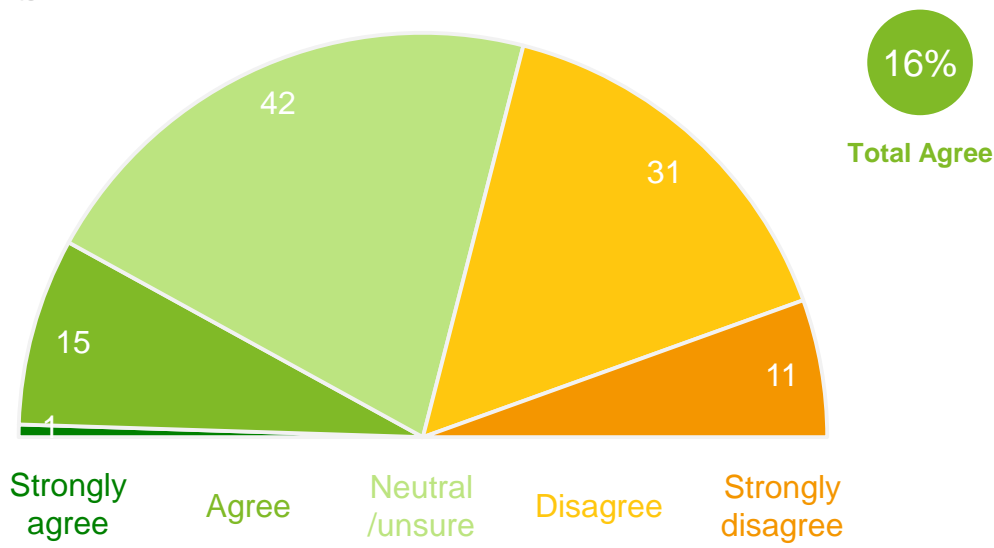
Base: All respondents, excludes 'unsure' and 'no response' (n = 395).

* Positive Rating = excellent, good + okay

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

Level of agreement

% of respondents



MARKYT Industry Standards

% agree



Shire of Augusta-Margaret River	16
Industry High	45
Industry Average	27

Variances across the community

% agree

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
16	19	16	14	18	17	20	18	12	18	20	15	15	13	12	20	13	38	19	7

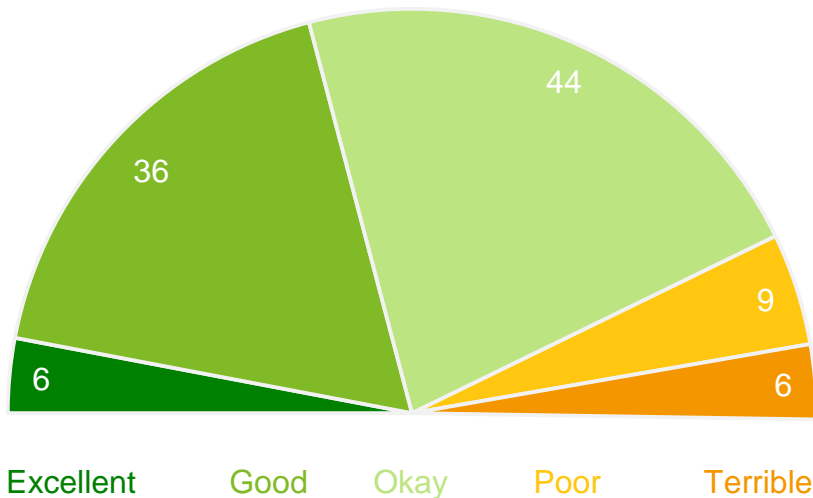
Q. How strongly do you agree or disagree with the following statements?

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

Shire's website

Performance ratings

% of respondents



57

Performance Index Score
(out of 100)

86%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River	57
Industry High	68
Industry Average	58

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
57	52	58	55	59	54	62	64	56	51	59	57	55	51	44	57	59	60	57	55

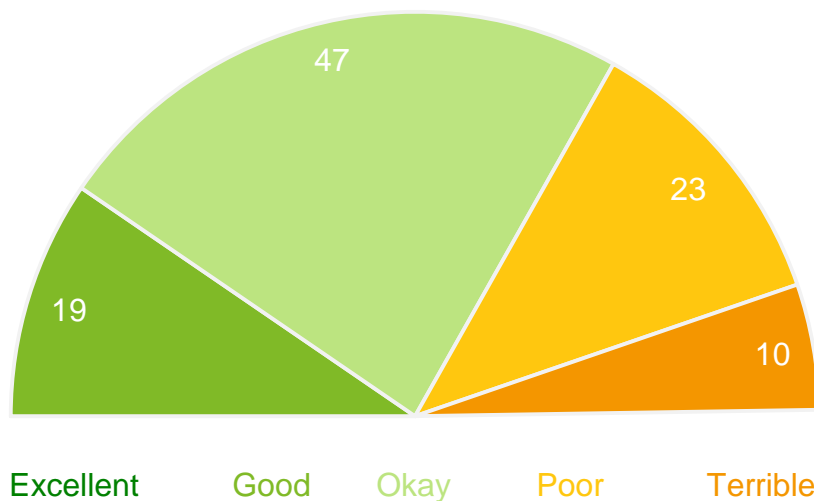
Q. How would you rate performance in the following areas?

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

Social media presence on Facebook

Performance ratings

% of respondents



44

Performance Index Score
(out of 100)

66%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

44

Industry High

66

Industry Average

54

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
44	40	45	42	46	44	45	51	40	39	44	42	48	42	30	46	44	45	45	38

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

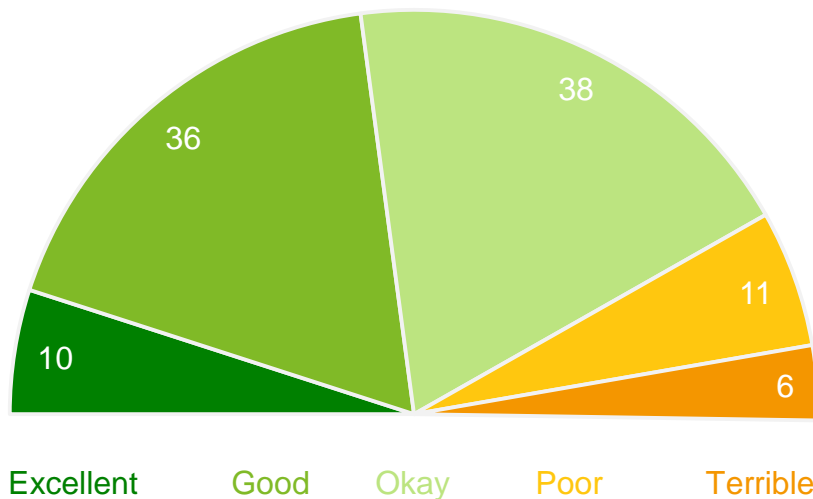
Base: All respondents, excludes 'unsure' and 'no response' (n = 185).

* Positive Rating = excellent, good + okay

Customer service

Performance ratings

% of respondents



58

Performance Index Score
(out of 100)

84%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

58

Industry High

79

Industry Average

62

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
58	61	57	53	64	57	58	65	66	59	58	60	57	59	49	57	61	53	59	55

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

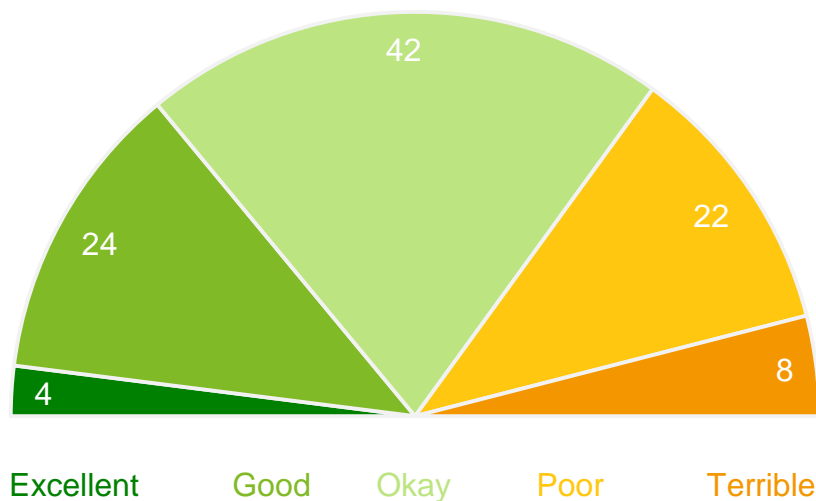
Base: All respondents, excludes 'unsure' and 'no response' (n = 399).

* Positive Rating = excellent, good + okay

How the Shire embraces change and innovation

Performance ratings

% of respondents



49

Performance Index Score
(out of 100)

70%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

49

Industry High

65

Industry Average

52

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
49	45	50	45	52	47	57	57	51	44	53	48	47	47	46	55	48	53	52	40

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 343). * Positive Rating = excellent, good + okay

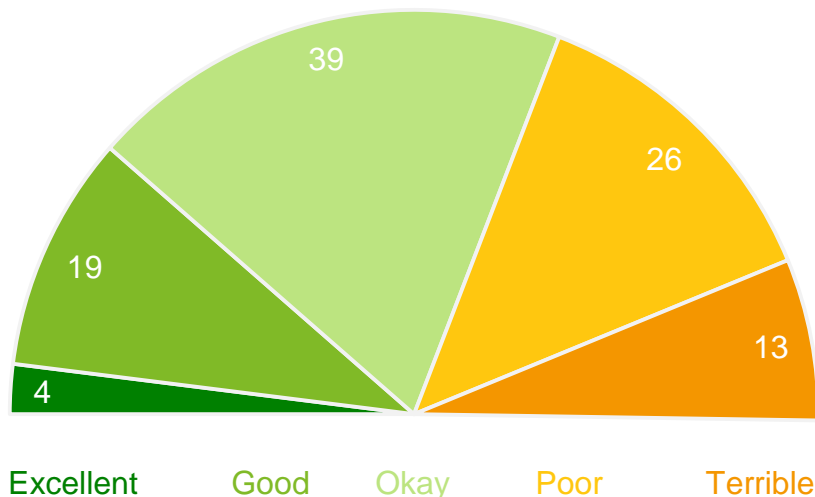
Local Economy

Development of the local economy

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

Performance ratings

% of respondents



44

Performance Index Score
(out of 100)

62%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River	44
Industry High	59
Industry Average	43

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
44	40	45	41	47	42	48	46	41	42	49	43	41	42	33	56	43	48	46	36

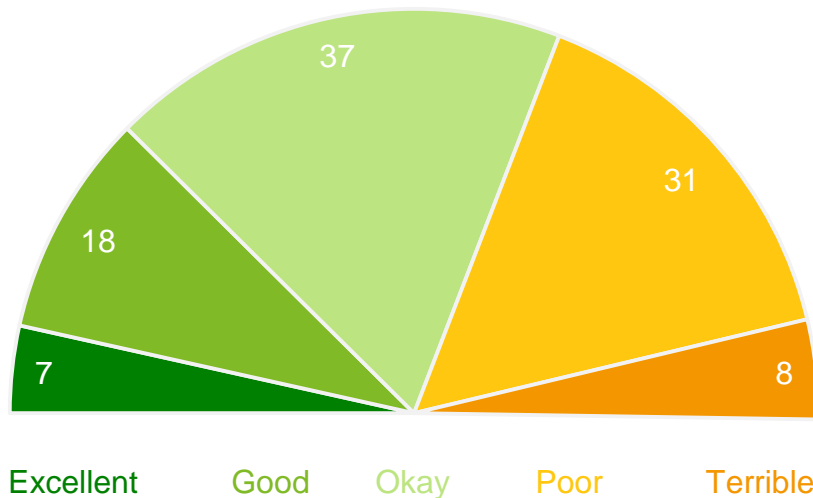
Q. How would you rate performance in the following areas?

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

How Margaret River town centre is being developed

Performance ratings

% of respondents



46

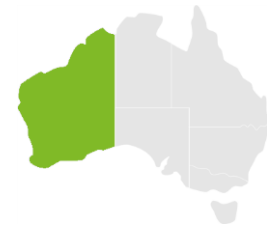
Performance Index Score
(out of 100)

62%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

46

Industry High

71

Industry Average

50

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
46	49	45	44	48	46	53	49	40	37	58	44	41	55	56	51	43	37	47	42

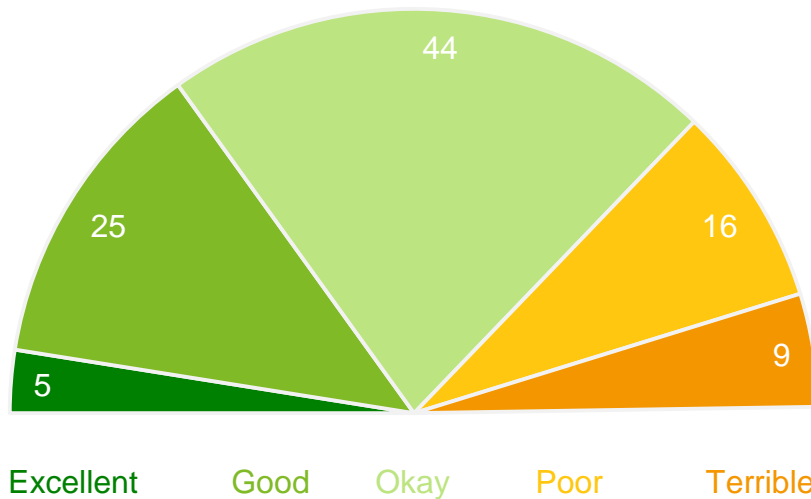
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 395). * Positive Rating = excellent, good + okay

How Cowaramup town centre is being developed

Performance ratings

% of respondents



50

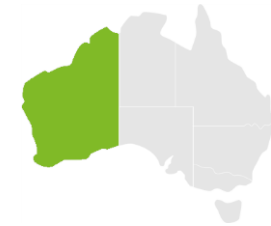
Performance Index Score
(out of 100)

74%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

50

Industry High

71

Industry Average

50

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
50	53	50	46	55	50	54	51	46	47	52	47	54	42	48	45	54	43	51	49

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

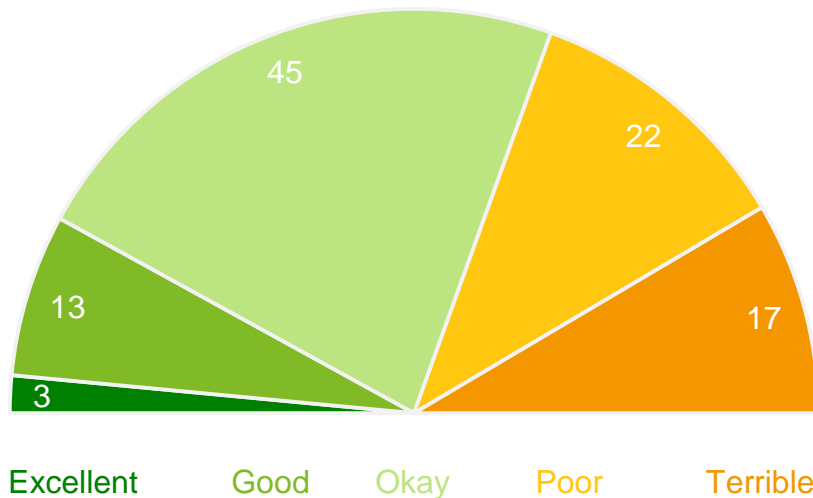
Base: All respondents, excludes 'unsure' and 'no response' (n = 337).

* Positive Rating = excellent, good + okay

How Augusta town centre is being developed

Performance ratings

% of respondents



41

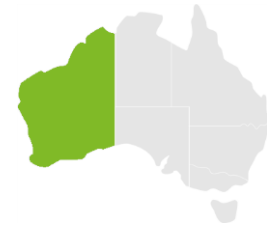
Performance Index Score
(out of 100)

61%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

41

Industry High

71

Industry Average

50

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
41	47	39	39	44	38	52	40	46	40	50	41	38	26	21	46	46	55	42	39

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 262).

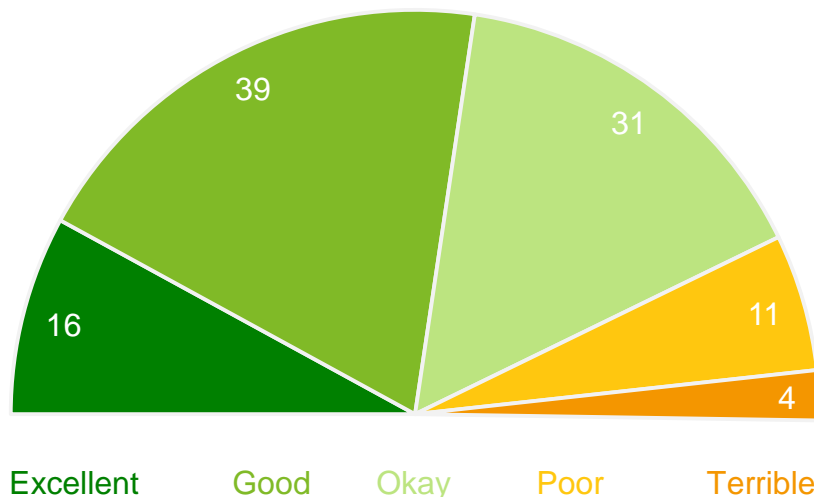
* Positive Rating = excellent, good + okay

Community benefit from significant events

(such as Margaret River Pro surf competition, Cape to Cape MTB mountain bike race, CinefestOZ, etc)

Performance ratings

% of respondents



63

Performance Index Score
(out of 100)

86%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

63

Industry High

72

Industry Average

64

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
63	67	62	61	66	63	68	65	65	61	73	63	58	61	52	65	67	58	66	57

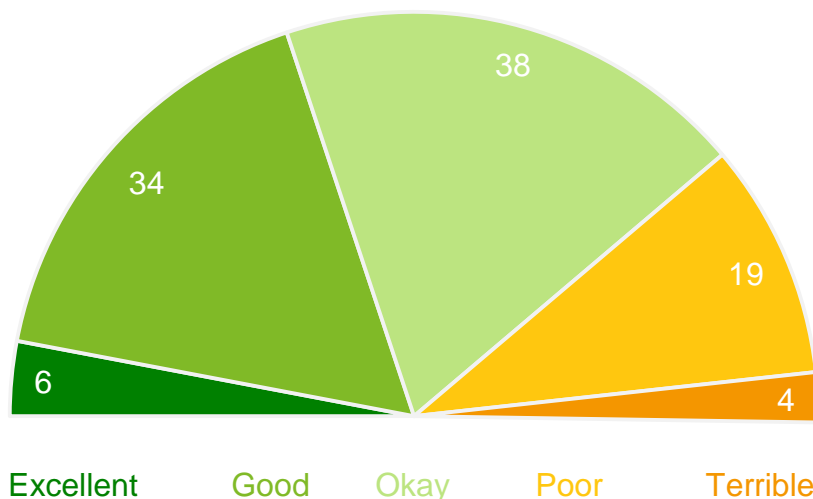
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 395). * Positive Rating = excellent, good + okay

Access to education, training and personal development opportunities

Performance ratings

% of respondents



55

Performance Index Score
(out of 100)

78%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

55

Industry High

63

Industry Average

50

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
55	50	56	55	54	56	56	49	47	51	64	49	55	60	52	61	53	49	55	52

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

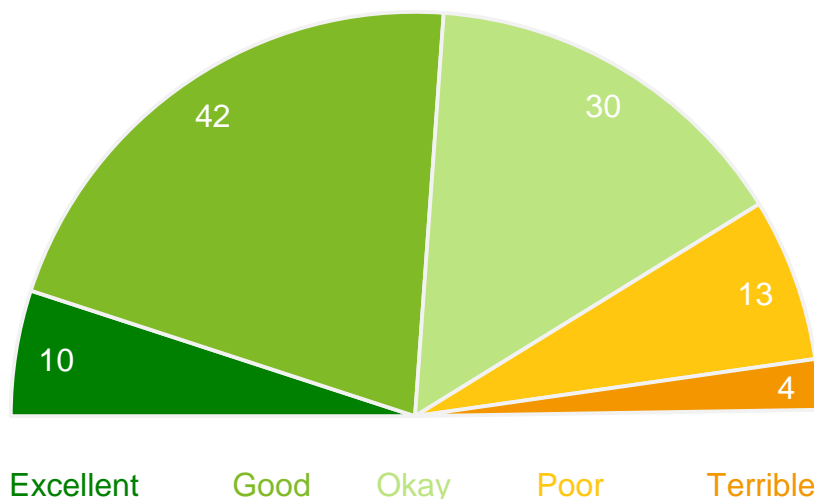
Base: All respondents, excludes 'unsure' and 'no response' (n = 344). * Positive Rating = excellent, good + okay

Community Development

Services and facilities for families and children

Performance ratings

% of respondents



60

Performance Index Score
(out of 100)

82%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

60

Industry High

71

Industry Average

59

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
60	61	60	61	60	63	60	59	55	55	66	58	59	59	51	63	66	53	63	52

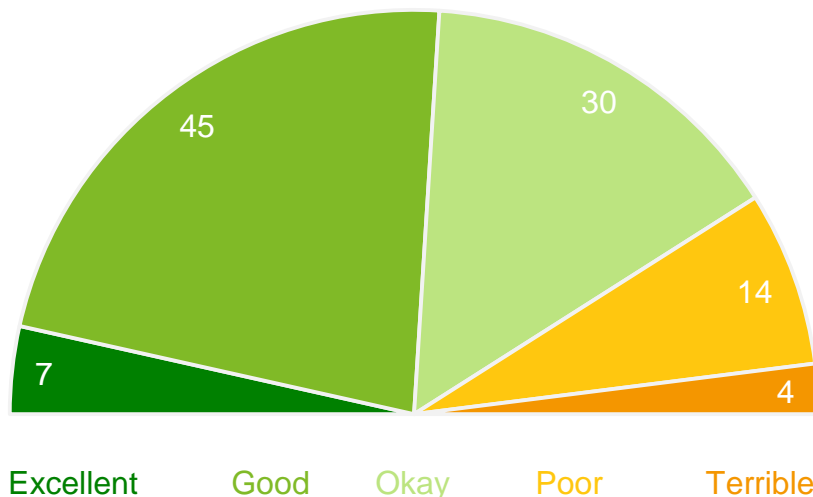
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 366). * Positive Rating = excellent, good + okay

Services and facilities for youth

Performance ratings

% of respondents



59

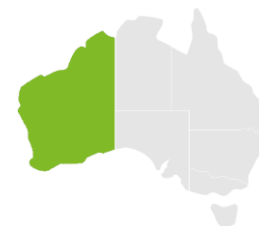
Performance Index Score
(out of 100)

82%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

59

Industry High

70

Industry Average

49

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
59	58	60	60	59	60	66	58	57	52	66	57	58	55	40	62	65	61	62	50

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

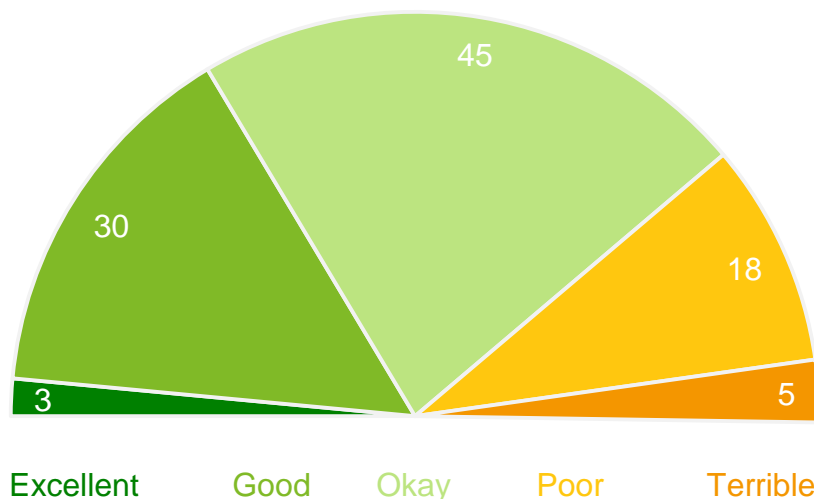
Base: All respondents, excludes 'unsure' and 'no response' (n = 355).

* Positive Rating = excellent, good + okay

Facilities, services and care available for seniors

Performance ratings

% of respondents



52

Performance Index Score
(out of 100)

78%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

52

Industry High

67

Industry Average

55

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
52	51	52	53	51	52	52	52	54	50	57	51	50	49	47	53	56	60	55	41

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

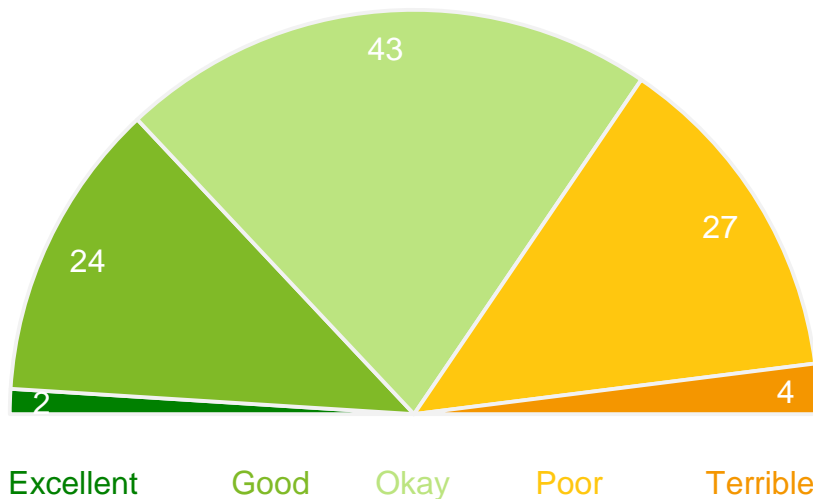
Base: All respondents, excludes 'unsure' and 'no response' (n = 301).

* Positive Rating = excellent, good + okay

Access to services and facilities for people with disabilities

Performance ratings

% of respondents



48

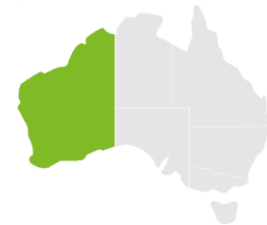
**Performance
Index Score**
(out of 100)

69%

**Positive
rating***

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-
Margaret River

48

Industry High

66

Industry Average

51

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
48	44	49	52	44	50	50	46	49	40	54	45	48	41	45	50	49	59	51	41

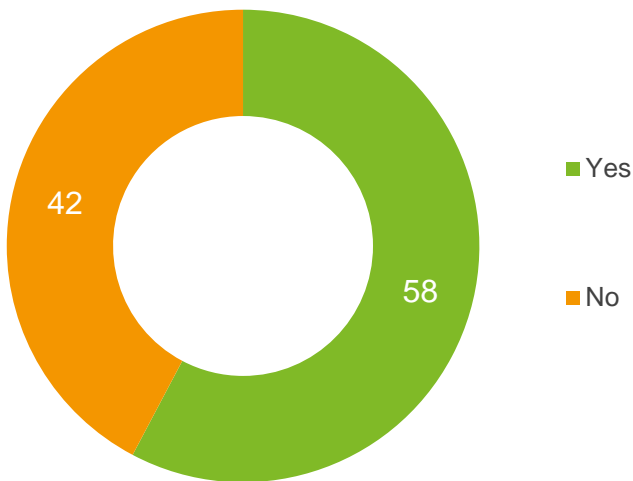
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 251). * Positive Rating = excellent, good + okay

Participation in Volunteering

Volunteered in past 12 months

% of respondents



MARKYT Industry Standards

% Volunteered



Shire of Augusta-Margaret River	58
Industry High	86
Industry Average	60

Variances across the community

% volunteered

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
58	82	52	54	60	57	42	79	85	63	32	64	66	59	59	40	60	77	56	63

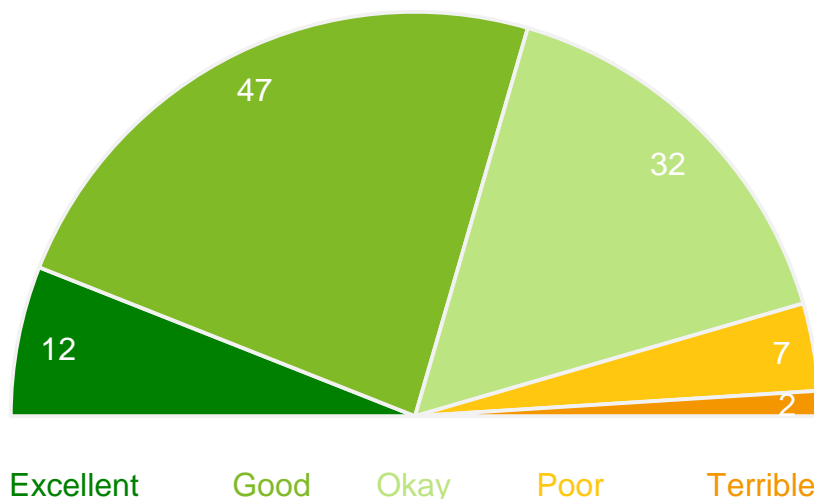
Q. Over the past 12 months, have you done any unpaid voluntary work? For example, welfare work, being on committees, coaching a sporting team, canteen duties, school P&C activities, etc.

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

Volunteer support and recognition

Performance ratings

% of respondents



65

Performance Index Score
(out of 100)

91%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

65

Industry High

69

Industry Average

64

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
65	65	64	64	65	62	70	68	69	60	67	66	62	66	61	67	65	68	66	59

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

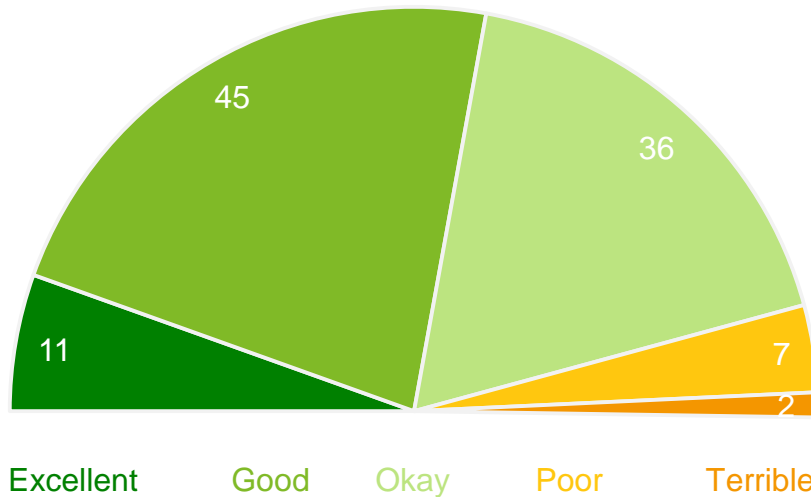
Base: All respondents, excludes 'unsure' and 'no response' (n = 328). * Positive Rating = excellent, good + okay

Community Services

Access to health and community services

Performance ratings

% of respondents



64

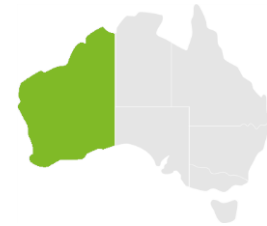
Performance Index Score
(out of 100)

92%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

64

Industry High

69

Industry Average

56

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
64	59	65	64	64	63	71	64	59	61	73	60	63	66	58	64	66	65	66	57

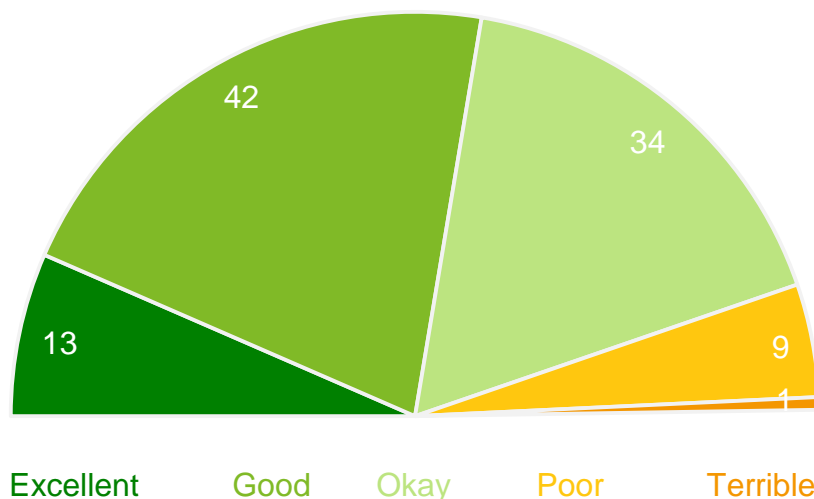
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 389). * Positive Rating = excellent, good + okay

Community buildings, halls and toilets

Performance ratings

% of respondents



64

Performance Index Score
(out of 100)

89%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

64

Industry High

78

Industry Average

60

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
64	62	64	65	62	62	70	65	63	63	69	63	61	66	61	63	65	67	65	60

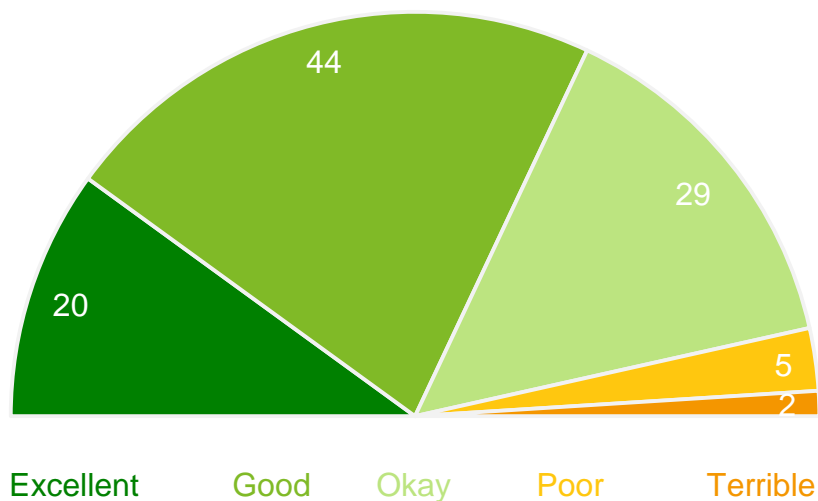
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 421). * Positive Rating = excellent, good + okay

Sport and recreation facilities

Performance ratings

% of respondents



69

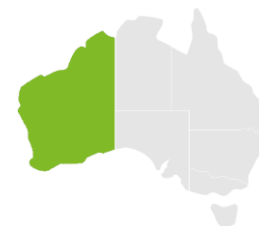
Performance Index Score
(out of 100)

93%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

69

Industry High

85

Industry Average

67

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
69	68	69	69	69	71	70	62	63	69	72	68	68	71	64	71	71	58	70	66

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

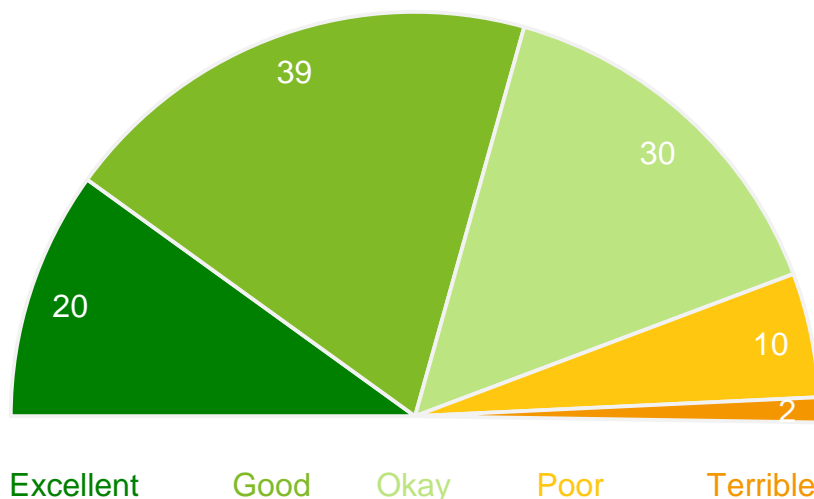
Base: All respondents, excludes 'unsure' and 'no response' (n = 420).

* Positive Rating = excellent, good + okay

Playgrounds, parks and reserves

Performance ratings

% of respondents



67

Performance Index Score
(out of 100)

89%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

67

Industry High

86

Industry Average

68

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
67	65	67	67	66	66	66	67	60	70	65	68	65	67	64	68	69	58	67	68

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

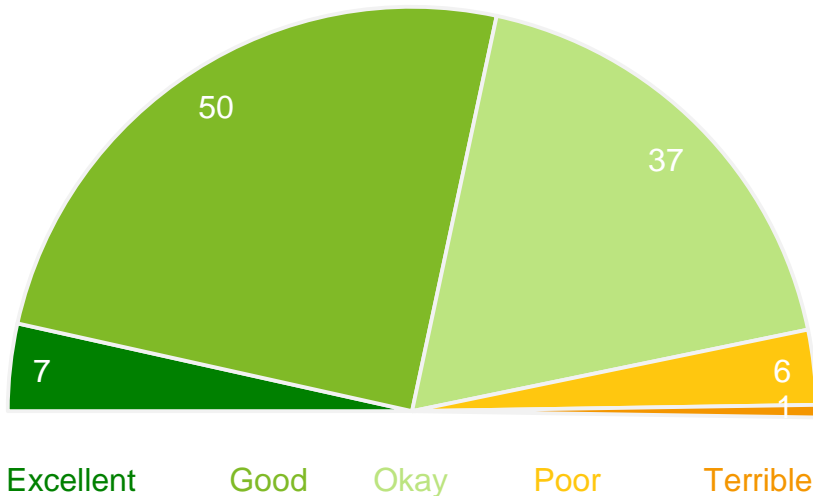
Base: All respondents, excludes 'unsure' and 'no response' (n = 422).

* Positive Rating = excellent, good + okay

Safety and security

Performance ratings

% of respondents



64

Performance Index Score
(out of 100)

94%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River	64
Industry High	76
Industry Average	55

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
64	63	64	65	63	64	65	62	63	60	66	65	61	62	66	66	65	67	66	58

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

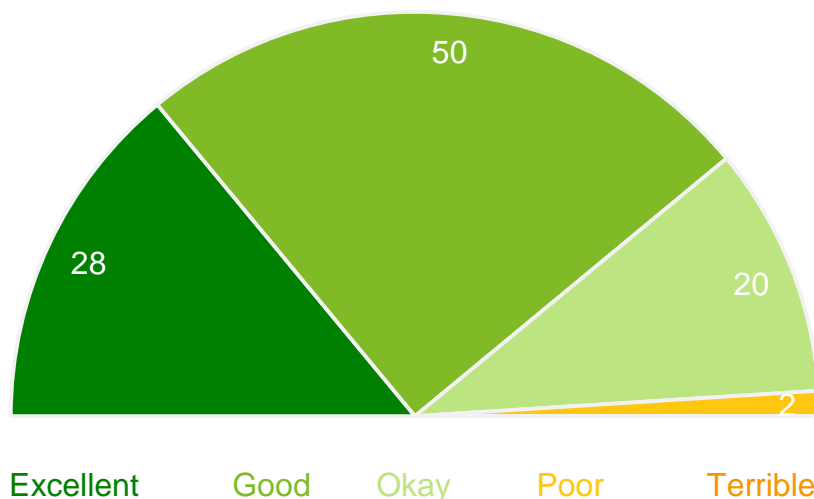
Base: All respondents, excludes 'unsure' and 'no response' (n = 399). * Positive Rating = excellent, good + okay

Art and Culture

Library and information services

Performance ratings

% of respondents



76

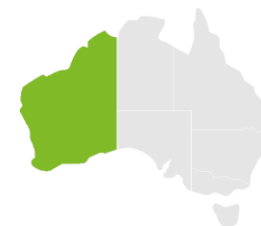
Performance Index Score
(out of 100)

98%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

76

Industry High

89

Industry Average

72

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
76	77	76	71	81	75	80	76	76	74	77	76	75	77	65	76	79	77	77	74

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

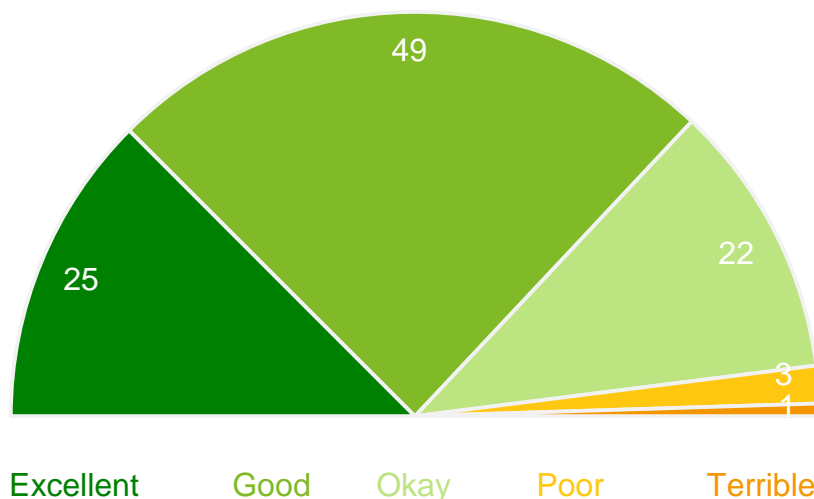
Base: All respondents, excludes 'unsure' and 'no response' (n = 383).

* Positive Rating = excellent, good + okay

Local festivals, events, markets, art and cultural activities

Performance ratings

% of respondents



74

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

96%

**Positive
rating***

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-
Margaret River

74

Industry High

78

Industry Average

64

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
74	73	74	71	77	72	80	72	68	77	78	74	70	72	62	77	76	74	75	70

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

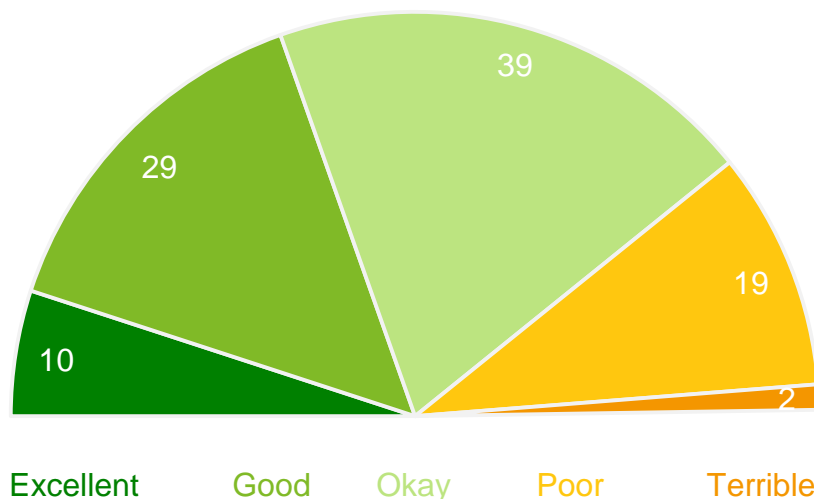
Base: All respondents, excludes 'unsure' and 'no response' (n = 418).

* Positive Rating = excellent, good + okay

Street artwork and public art

Performance ratings

% of respondents



56

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

78%

**Positive
rating***

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-
Margaret River

56

Industry High

65

Industry Average

60

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
56	59	56	53	59	54	59	59	56	58	61	58	50	49	43	62	55	60	56	56

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

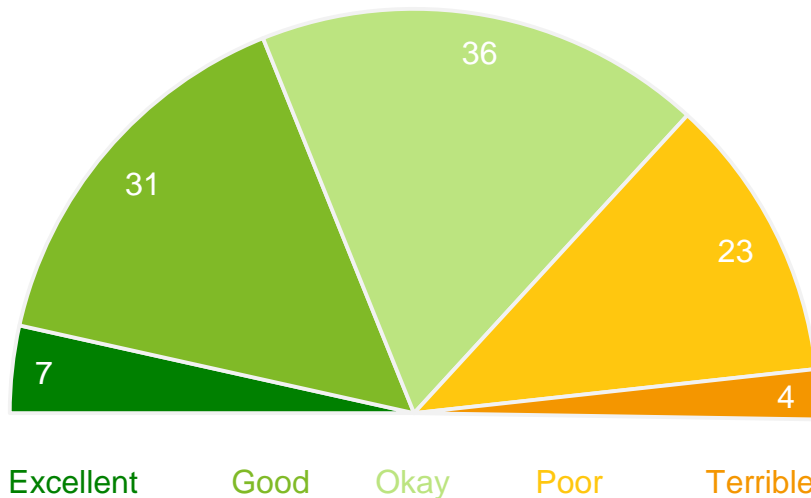
Base: All respondents, excludes 'unsure' and 'no response' (n = 399).

* Positive Rating = excellent, good + okay

How local history and heritage is preserved and promoted

Performance ratings

% of respondents



54

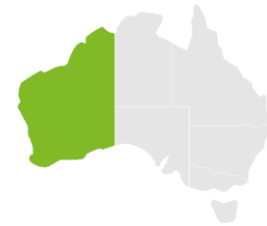
Performance Index Score
(out of 100)

74%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

54

Industry High

79

Industry Average

59

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
54	53	54	52	55	51	61	57	56	53	57	54	51	47	45	58	54	52	53	54

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

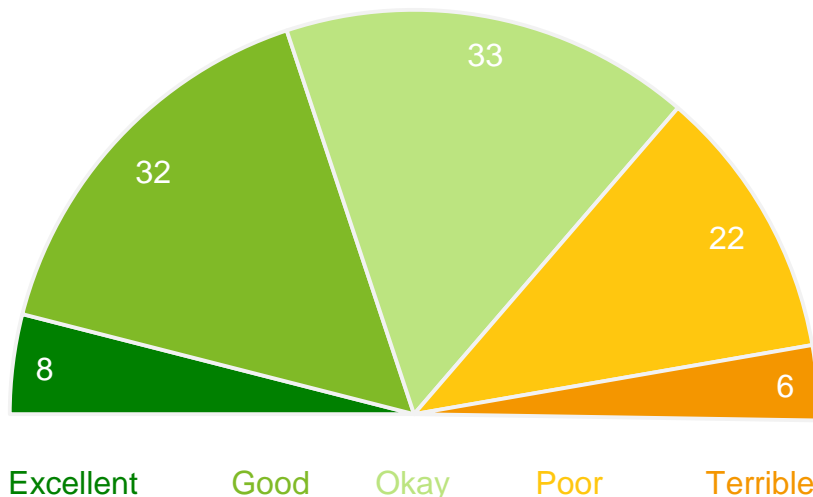
Base: All respondents, excludes 'unsure' and 'no response' (n = 381).

* Positive Rating = excellent, good + okay

How Aboriginal people, history and heritage are recognised and respected

Performance ratings

% of respondents



54

Performance Index Score
(out of 100)

73%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

54

Industry High

67

Industry Average

55

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
54	53	54	56	52	50	62	58	59	58	56	54	51	45	46	53	53	57	53	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 322).

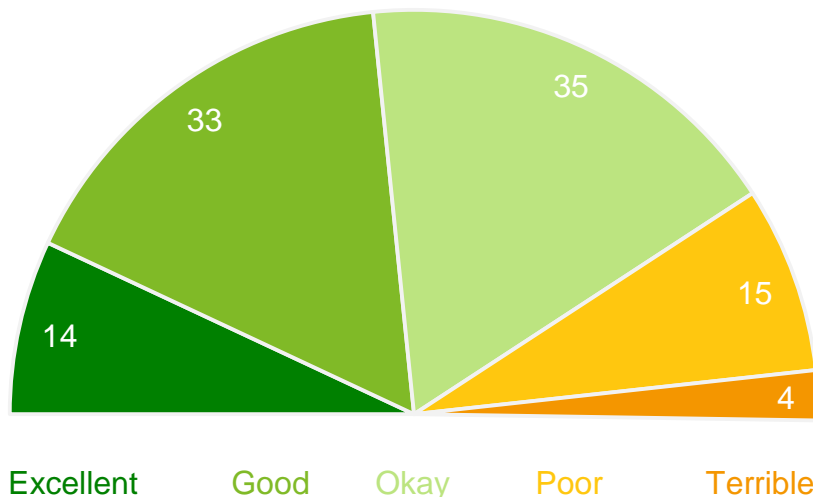
* Positive Rating = excellent, good + okay

Built Environment

The area's character and identity

Performance ratings

% of respondents



60

Performance Index Score
(out of 100)

82%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

60

Industry High

85

Industry Average

59

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
60	59	60	58	62	58	64	62	62	55	67	60	54	56	55	65	62	47	61	56

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

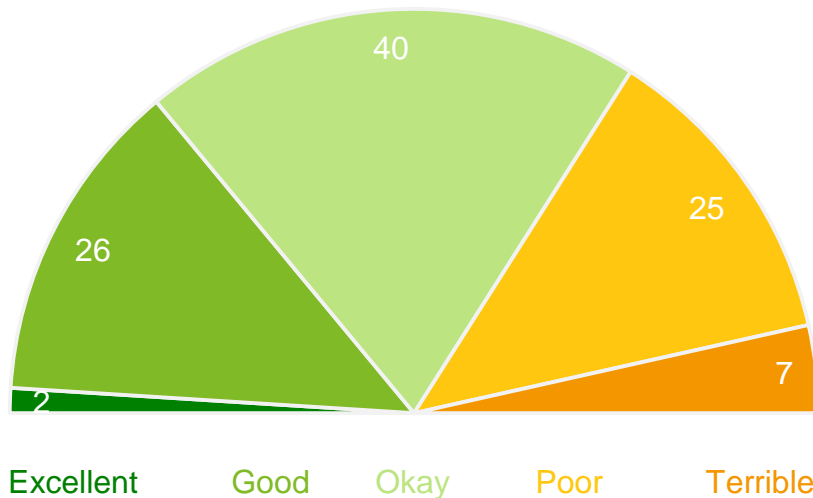
Base: All respondents, excludes 'unsure' and 'no response' (n = 409).

* Positive Rating = excellent, good + okay

Managing responsible growth and development

Performance ratings

% of respondents



48

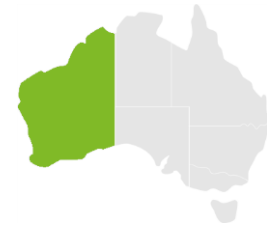
Performance Index Score
(out of 100)

68%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

48

Industry High

59

Industry Average

48

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
48	47	48	45	50	45	56	51	53	42	62	46	41	46	43	50	49	40	50	41

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

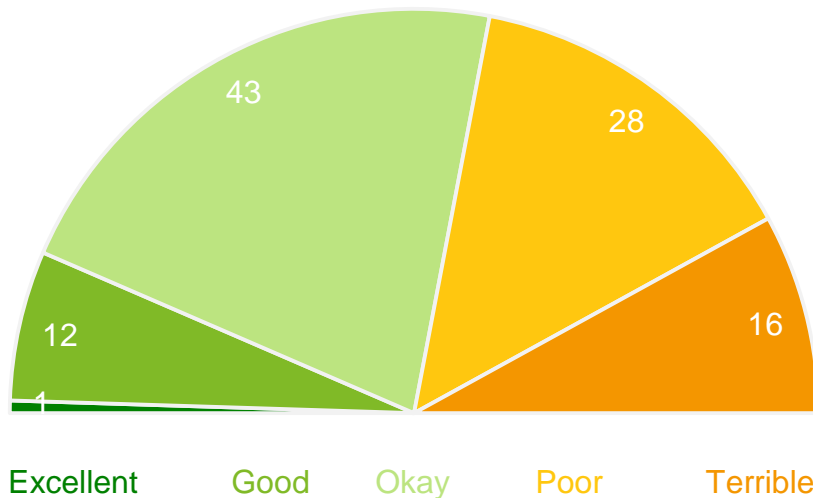
Base: All respondents, excludes 'unsure' and 'no response' (n = 392).

* Positive Rating = excellent, good + okay

Planning and building approvals

Performance ratings

% of respondents



38

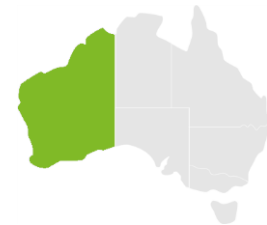
Performance Index Score
(out of 100)

56%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

38

Industry High

65

Industry Average

46

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
38	34	40	38	39	36	48	39	43	36	49	36	34	39	35	37	41	43	42	27

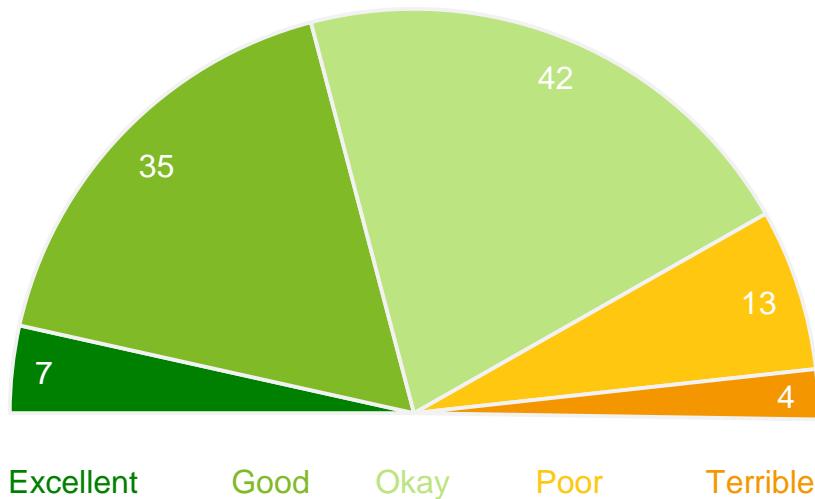
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 351). * Positive Rating = excellent, good + okay

Access to housing that meets your needs

Performance ratings

% of respondents



57

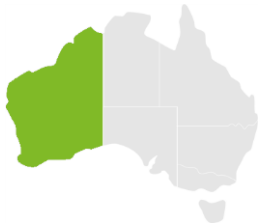
Performance Index Score
(out of 100)

84%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River	57
Industry High	68
Industry Average	57

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
57	51	58	58	56	55	69	55	54	50	68	54	54	44	49	60	59	65	60	47

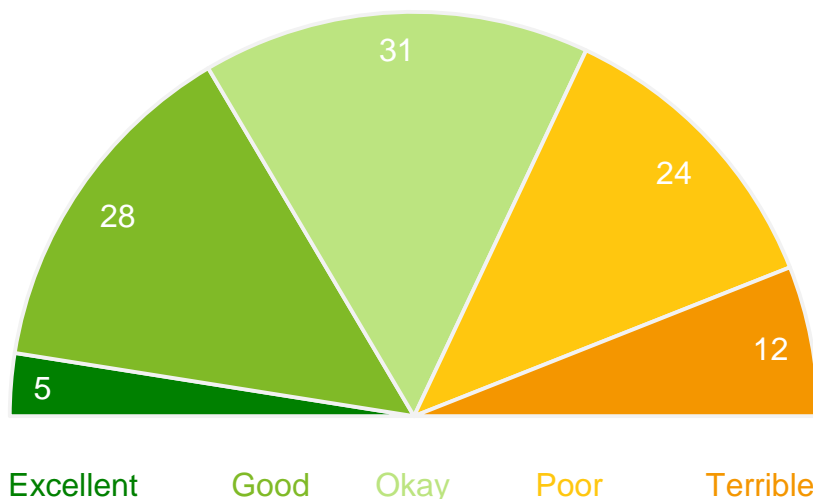
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 324). * Positive Rating = excellent, good + okay

Building and maintaining local roads

Performance ratings

% of respondents



47

Performance Index Score
(out of 100)

64%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

47

Industry High

80

Industry Average

53

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
47	44	48	46	49	44	56	49	49	43	54	48	43	39	42	52	52	56	51	38

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

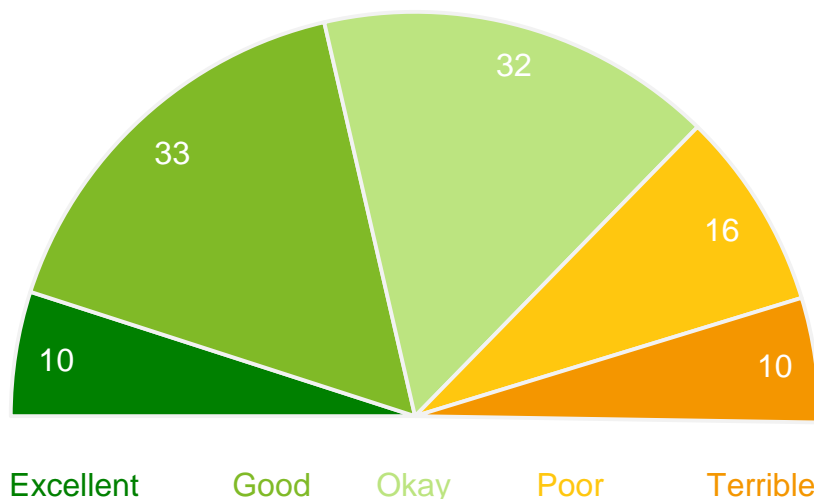
Base: All respondents, excludes 'unsure' and 'no response' (n = 425).

* Positive Rating = excellent, good + okay

Footpaths, trails and cycleways

Performance ratings

% of respondents



54

Performance Index Score
(out of 100)

75%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

54

Industry High

71

Industry Average

53

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
54	49	56	55	54	53	60	58	48	52	59	55	51	52	45	63	55	60	57	47

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

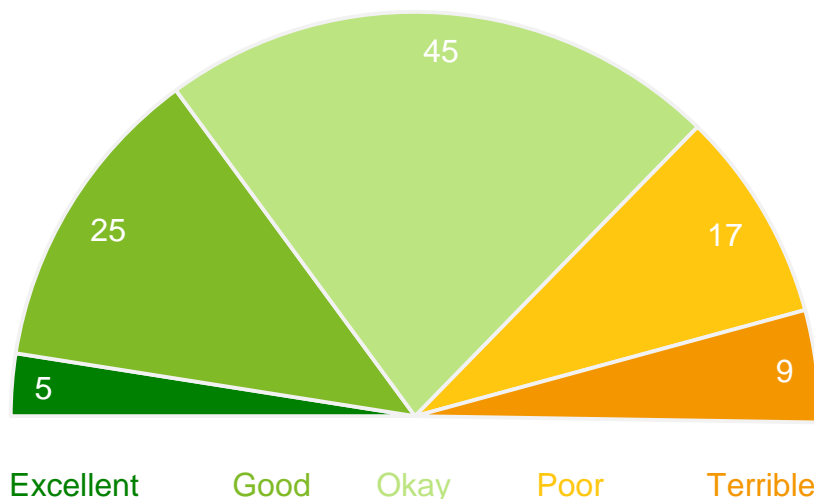
Base: All respondents, excludes 'unsure' and 'no response' (n = 420).

* Positive Rating = excellent, good + okay

Streetscapes

Performance ratings

% of respondents



50

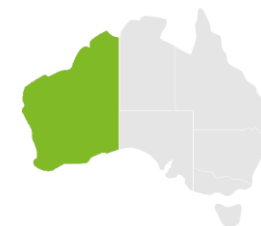
Performance Index Score
(out of 100)

75%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

50

Industry High

83

Industry Average

53

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
50	46	51	51	49	48	57	56	48	49	52	52	47	48	41	53	53	51	51	46

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

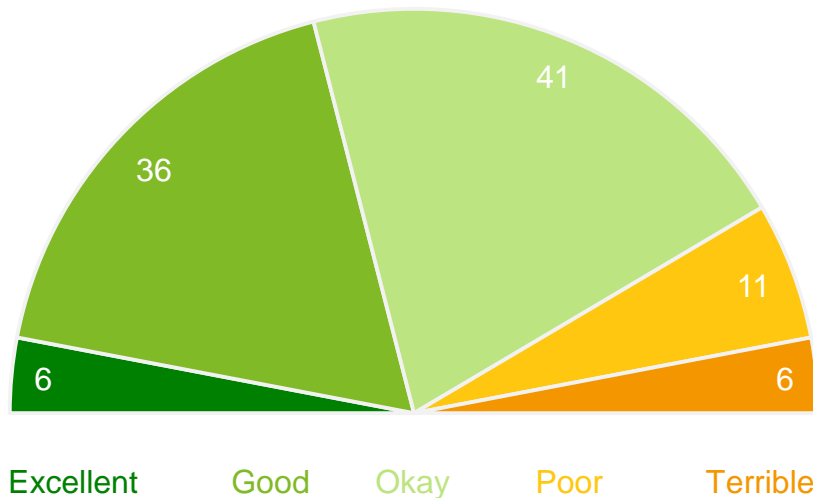
Base: All respondents, excludes 'unsure' and 'no response' (n = 421).

* Positive Rating = excellent, good + okay

Lighting of streets and public places

Performance ratings

% of respondents



56

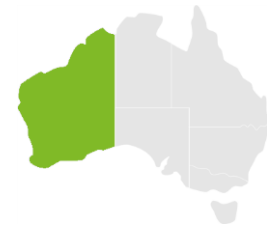
Performance Index Score
(out of 100)

83%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

56

Industry High

66

Industry Average

55

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
56	50	58	57	56	54	63	64	53	53	62	58	51	58	51	57	57	66	58	52

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

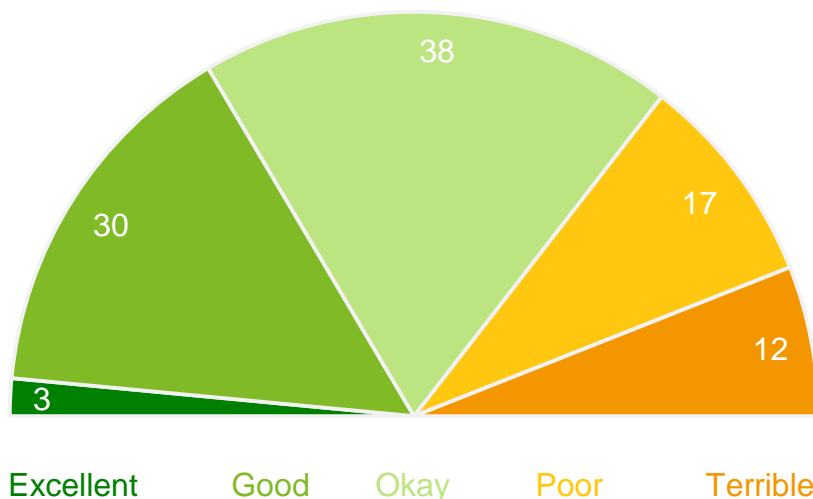
Base: All respondents, excludes 'unsure' and 'no response' (n = 423).

* Positive Rating = excellent, good + okay

Storm water drainage

Performance ratings

% of respondents



49

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

71%

**Positive
rating***

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-
Margaret River

49

Industry High

79

Industry Average

53

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
49	36	52	52	45	46	54	53	48	48	50	52	43	43	45	47	52	59	51	41

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 382).

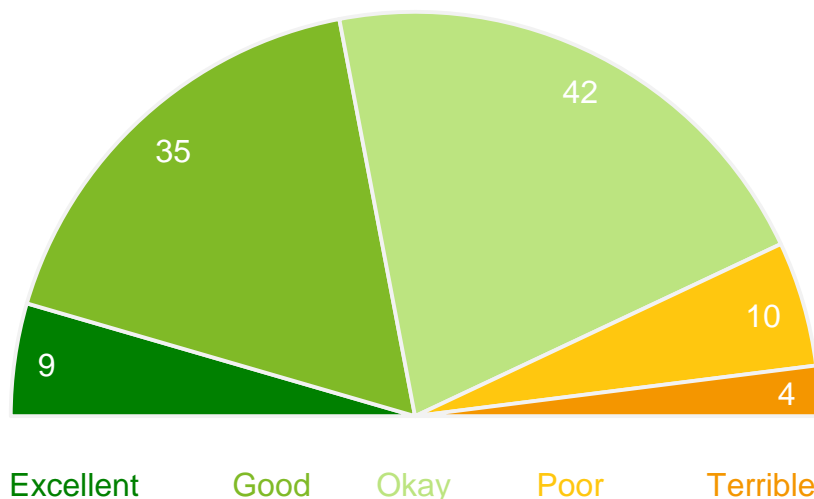
* Positive Rating = excellent, good + okay

Natural Environment

Conservation and environmental management

Performance ratings

% of respondents



58

Performance Index Score
(out of 100)

86%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

58

Industry High

76

Industry Average

58

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
58	60	58	58	59	56	66	62	57	57	64	59	55	60	52	60	58	67	59	57

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

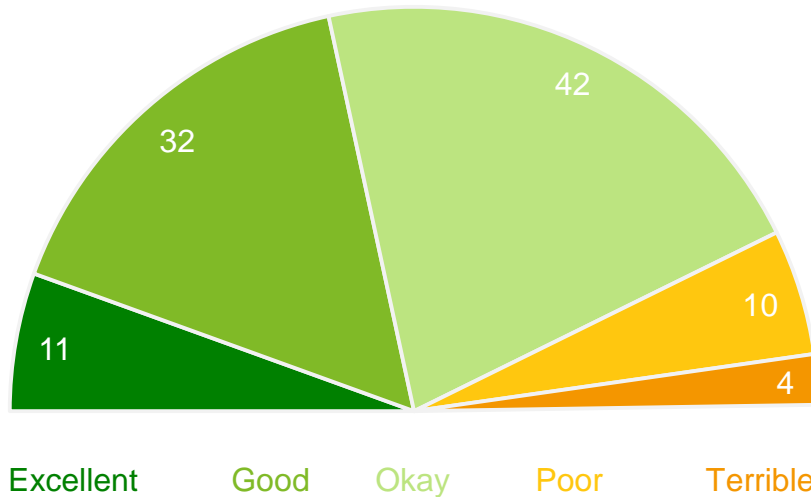
Base: All respondents, excludes 'unsure' and 'no response' (n = 392).

* Positive Rating = excellent, good + okay

Promoting and adopting sustainable practices

Performance ratings

% of respondents



59

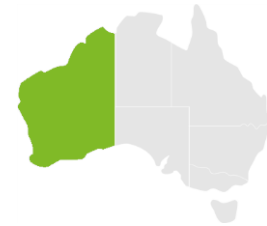
Performance Index Score
(out of 100)

85%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

59

Industry High

66

Industry Average

54

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
59	56	60	60	59	57	67	64	56	55	70	58	54	63	56	57	60	67	61	55

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

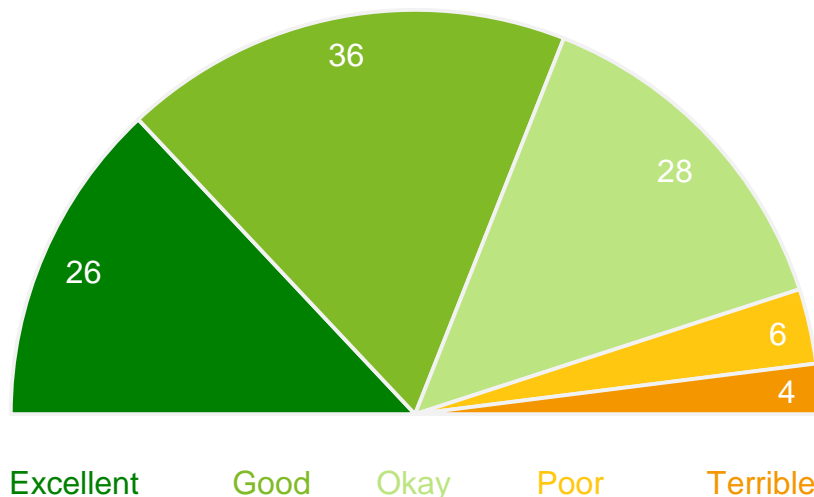
Base: All respondents, excludes 'unsure' and 'no response' (n = 388).

* Positive Rating = excellent, good + okay

Local beaches and coastline

Performance ratings

% of respondents



69

Performance Index Score
(out of 100)

90%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

69

Industry High

69

Industry Average

62

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
69	61	71	67	71	65	79	74	65	68	80	68	63	68	61	75	71	60	70	64

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

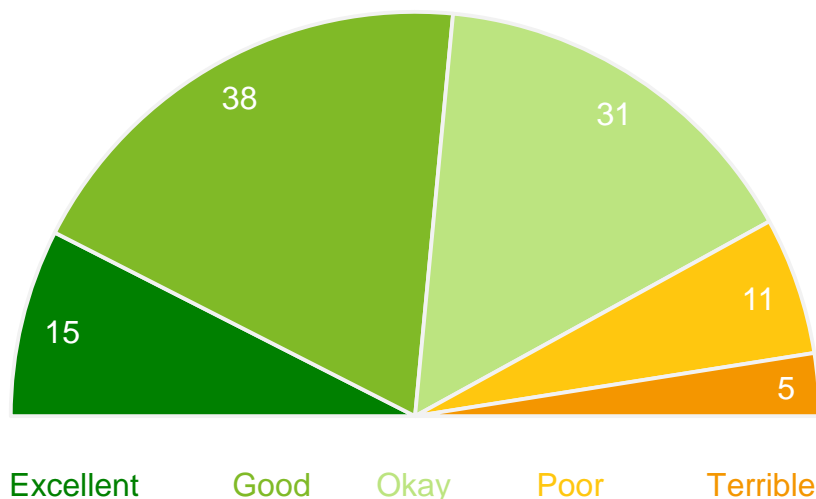
Base: All respondents, excludes 'unsure' and 'no response' (n = 422).

* Positive Rating = excellent, good + okay

Margaret and Blackwood rivers

Performance ratings

% of respondents



62

Performance Index Score
(out of 100)

84%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

62

Industry High

76

Industry Average

57

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
62	60	62	58	66	58	73	61	59	62	76	60	55	53	51	69	62	66	63	57

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

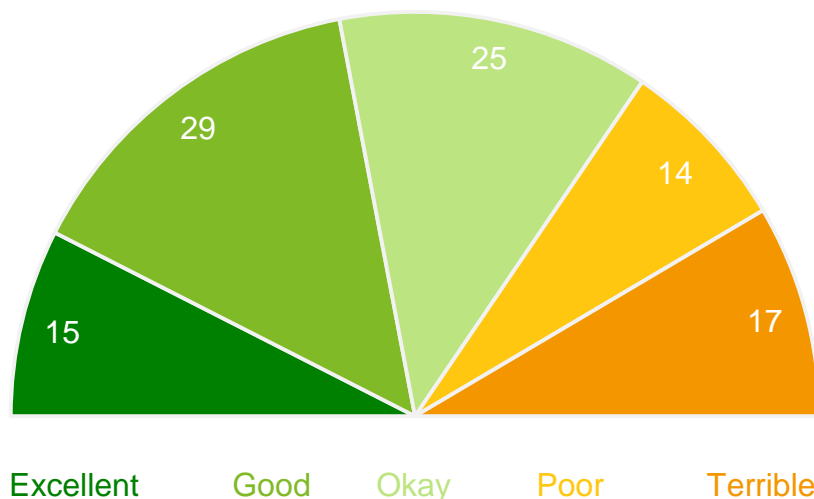
Base: All respondents, excludes 'unsure' and 'no response' (n = 380).

* Positive Rating = excellent, good + okay

Waste collection services

Performance ratings

% of respondents



53

Performance Index Score
(out of 100)

69%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River

53

Industry High

85

Industry Average

68

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
53	51	53	46	59	56	43	58	51	48	39	52	62	55	56	51	55	48	54	47

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

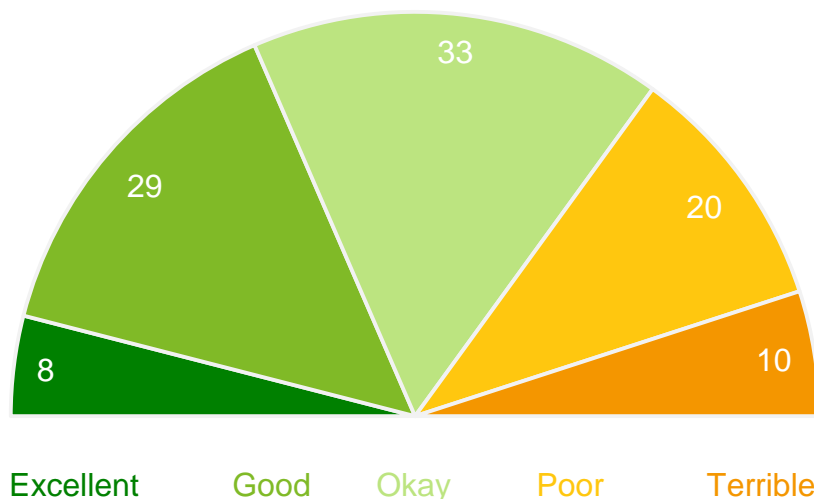
Base: All respondents, excludes 'unsure' and 'no response' (n = 424).

* Positive Rating = excellent, good + okay

Landfill Site and Transfer Stations

Performance ratings

% of respondents



51

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

70%

**Positive
rating***

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-
Margaret River

51

Industry High

76

Industry Average

66

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
51	51	51	47	56	53	48	57	53	48	51	48	55	49	40	52	57	51	54	43

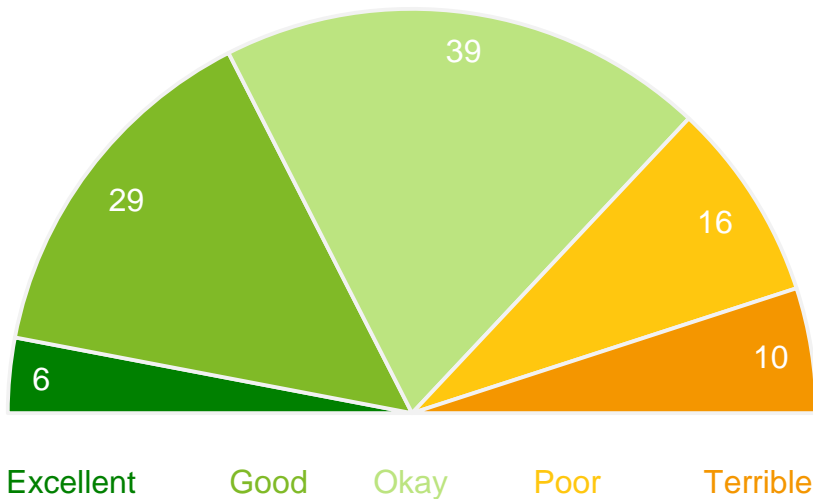
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 391). * Positive Rating = excellent, good + okay

Animal control

Performance ratings

% of respondents



51

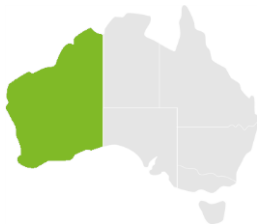
Performance Index Score
(out of 100)

74%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River	51
Industry High	57
Industry Average	49

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
51	50	52	49	54	48	59	54	49	54	52	53	49	41	41	54	55	54	53	47

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

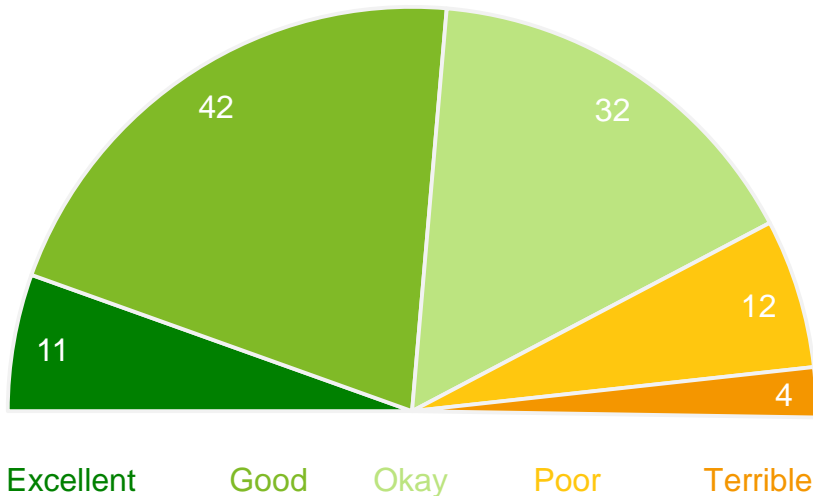
Base: All respondents, excludes 'unsure' and 'no response' (n = 370). * Positive Rating = excellent, good + okay

Natural disaster management

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

Performance ratings

% of respondents



61

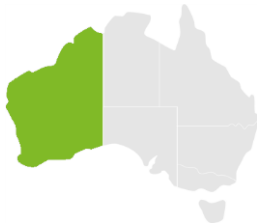
Performance Index Score
(out of 100)

85%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Shire of Augusta-Margaret River	61
Industry High	67
Industry Average	56

Variances across the community

Performance Index Score

Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
61	67	60	59	63	59	71	64	60	56	71	61	56	60	51	62	62	66	61	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 345). * Positive Rating = excellent, good + okay

Overview of Community Variances

Summary of community variances

	Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
Place to live	85	84	85	82	87	83	88	90	85	86	82	85	85	79	74	83	88	83	85	82
Place to visit	86	90	85	83	89	82	91	91	88	88	85	89	83	73	68	91	88	87	86	86
Governing organisation	53	50	53	49	56	50	58	59	55	54	54	55	49	46	40	55	57	45	54	47
Value from Council rates	35	31	36	34	37	35	34	40	34	36	29	35	38	35	32	39	38	26	37	29
Council's leadership	46	42	47	42	50	43	49	50	47	52	46	45	47	38	38	50	48	46	48	40
Advocacy and lobbying	44	45	44	40	49	42	49	51	46	47	46	44	44	38	36	49	45	53	45	42
How the community is consulted	42	44	42	39	45	38	49	49	47	39	43	45	38	39	31	49	43	50	45	34
How the community is informed	52	51	53	50	55	49	63	55	53	48	61	51	48	43	38	56	56	58	54	47
Website	57	52	58	55	59	54	62	64	56	51	59	57	55	51	44	57	59	60	57	55
Social media	44	40	45	42	46	44	45	51	40	39	44	42	48	42	30	46	44	45	45	38
Customer service	58	61	57	53	64	57	58	65	66	59	58	60	57	59	49	57	61	53	59	55
Embracing change and innovation	49	45	50	45	52	47	57	57	51	44	53	48	47	47	46	55	48	53	52	40
Economic development	44	40	45	41	47	42	48	46	41	42	49	43	41	42	33	56	43	48	46	36
Margaret River town centre	46	49	45	44	48	46	53	49	40	37	58	44	41	55	56	51	43	37	47	42
Cowaramup town centre	50	53	50	46	55	50	54	51	46	47	52	47	54	42	48	45	54	43	51	49
Augusta town centre	41	47	39	39	44	38	52	40	46	40	50	41	38	26	21	46	46	55	42	39
Significant events	63	67	62	61	66	63	68	65	65	61	73	63	58	61	52	65	67	58	66	57
Education, training and personal development	55	50	56	55	54	56	56	49	47	51	64	49	55	60	52	61	53	49	55	52
Family services	60	61	60	61	60	63	60	59	55	55	66	58	59	59	51	63	66	53	63	52
Youth services	59	58	60	60	59	60	66	58	57	52	66	57	58	55	40	62	65	61	62	50
Seniors services	52	51	52	53	51	52	52	52	54	50	57	51	50	49	47	53	56	60	55	41
Disability access	48	44	49	52	44	50	50	46	49	40	54	45	48	41	45	50	49	59	51	41
Volunteer support	65	65	64	64	65	62	70	68	69	60	67	66	62	66	61	67	65	68	66	59

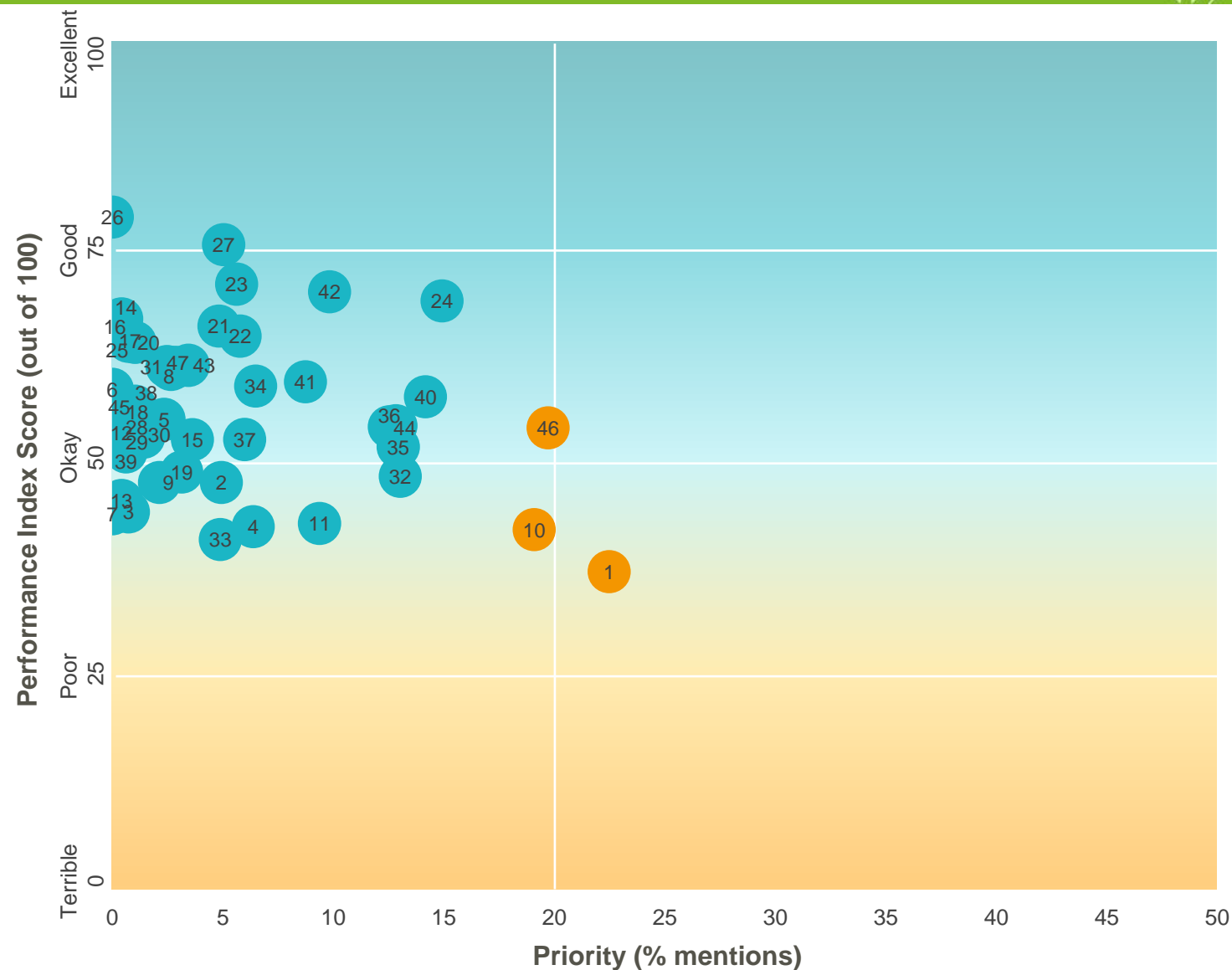
Summary of community variances

	Total	Business owner	Non-business	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	Augusta	Cowaramup	Margaret River	Prevelly / Gnarabup	Town	Rural
Health and community services	64	59	65	64	64	63	71	64	59	61	73	60	63	66	58	64	66	65	66	57
Community buildings, halls and toilets	64	62	64	65	62	62	70	65	63	63	69	63	61	66	61	63	65	67	65	60
Sport and recreation	69	68	69	69	69	71	70	62	63	69	72	68	68	71	64	71	71	58	70	66
Playgrounds, parks and reserves	67	65	67	67	66	66	66	67	60	70	65	68	65	67	64	68	69	58	67	68
Safety and security	64	63	64	65	63	64	65	62	63	60	66	65	61	62	66	66	65	67	66	58
Library services	76	77	76	71	81	75	80	76	76	74	77	76	75	77	65	76	79	77	77	74
Festivals, events, markets, art & cultural activities	74	73	74	71	77	72	80	72	68	77	78	74	70	72	62	77	76	74	75	70
Street artwork and public art	56	59	56	53	59	54	59	59	56	58	61	58	50	49	43	62	55	60	56	56
History and heritage	54	53	54	52	55	51	61	57	56	53	57	54	51	47	45	58	54	52	53	54
Aboriginal people, history and heritage	54	53	54	56	52	50	62	58	59	58	56	54	51	45	46	53	53	57	53	57
Area's character and identity	60	59	60	58	62	58	64	62	62	55	67	60	54	56	55	65	62	47	61	56
Responsible growth and development	48	47	48	45	50	45	56	51	53	42	62	46	41	46	43	50	49	40	50	41
Planning and building	38	34	40	38	39	36	48	39	43	36	49	36	34	39	35	37	41	43	42	27
Access to housing	57	51	58	58	56	55	69	55	54	50	68	54	54	44	49	60	59	65	60	47
Road maintenance	47	44	48	46	49	44	56	49	49	43	54	48	43	39	42	52	52	56	51	38
Footpaths, trails and cycleways	54	49	56	55	54	53	60	58	48	52	59	55	51	52	45	63	55	60	57	47
Streetscapes	50	46	51	51	49	48	57	56	48	49	52	52	47	48	41	53	53	51	51	46
Lighting of streets and public places	56	50	58	57	56	54	63	64	53	53	62	58	51	58	51	57	57	66	58	52
Storm water drainage	49	36	52	52	45	46	54	53	48	48	50	52	43	43	45	47	52	59	51	41
Conservation and environmental management	58	60	58	58	59	56	66	62	57	57	64	59	55	60	52	60	58	67	59	57
Sustainable practices	59	56	60	60	59	57	67	64	56	55	70	58	54	63	56	57	60	67	61	55
Beaches and coastline	69	61	71	67	71	65	79	74	65	68	80	68	63	68	61	75	71	60	70	64
Margaret and Blackwood rivers	62	60	62	58	66	58	73	61	59	62	76	60	55	53	51	69	62	66	63	57
Waste collections	53	51	53	46	59	56	43	58	51	48	39	52	62	55	56	51	55	48	54	47
Landfill Site and Transfer Stations	51	51	51	47	56	53	48	57	53	48	51	48	55	49	40	52	57	51	54	43
Animal control	51	50	52	49	54	48	59	54	49	54	52	53	49	41	41	54	55	54	53	47
Natural disaster management	61	67	60	59	63	59	71	64	60	56	71	61	56	60	51	62	62	66	61	60

MARKYT® Community Priorities Window

By Location

MARKYT Priorities Window | Margaret River

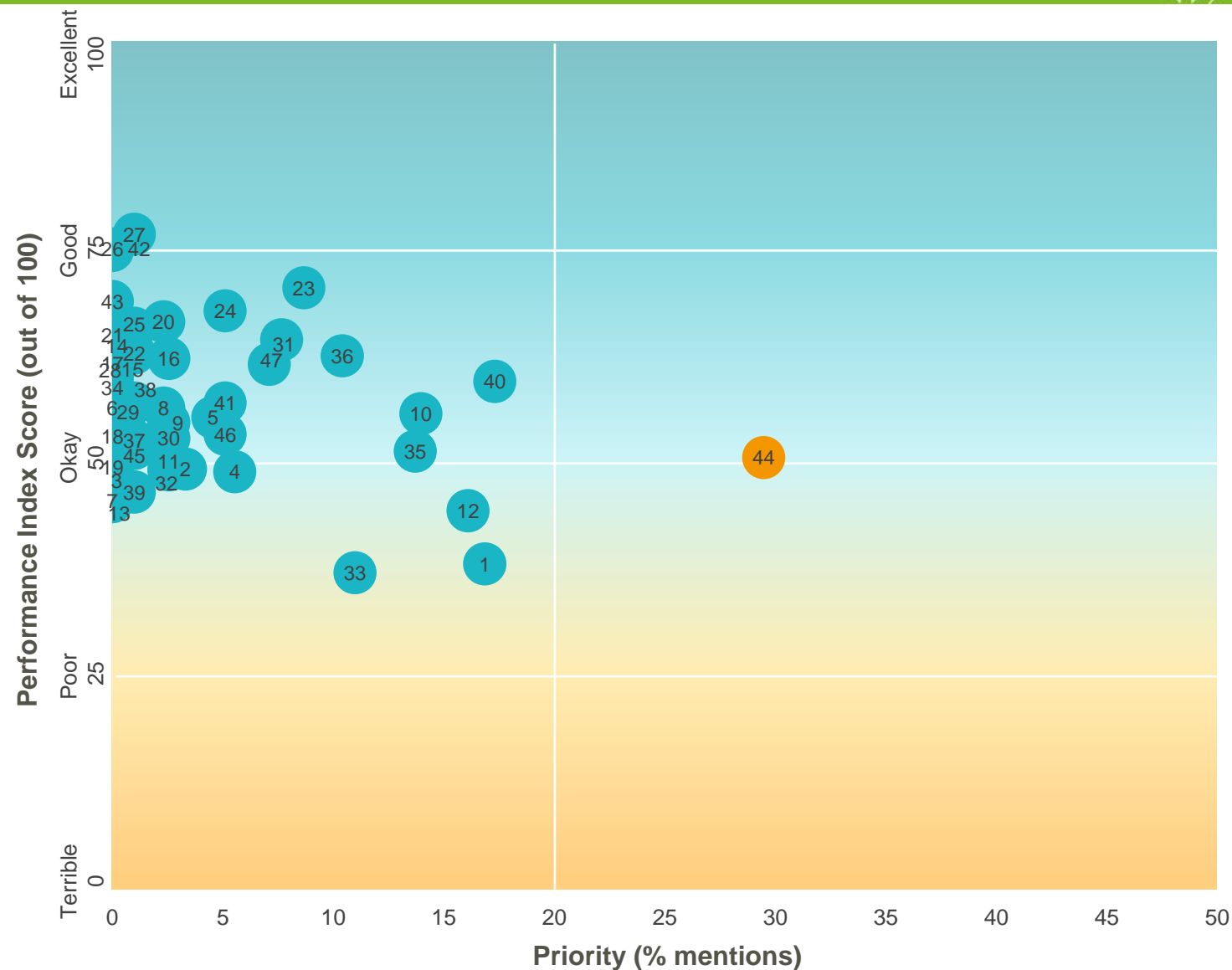


- 1 Value from Council rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 How the community is consulted
- 5 How the community is informed
- 6 Website
- 7 Social media
- 8 Customer service
- 9 Embracing change and innovation
- 10 Economic development
- 11 Margaret River town centre
- 12 Cowaramup town centre
- 13 Augusta town centre
- 14 Significant events
- 15 Education, training and personal development
- 16 Family services
- 17 Youth services
- 18 Seniors services
- 19 Disability access
- 20 Volunteer support
- 21 Health and community services
- 22 Community buildings, halls and toilets
- 23 Sport and recreation
- 24 Playgrounds, parks and reserves
- 25 Safety and security
- 26 Library services
- 27 Festivals, events, markets, art and cultural activities
- 28 Street artwork and public art
- 29 History and heritage
- 30 Aboriginal people, history and heritage
- 31 Area's character and identity
- 32 Responsible growth and development
- 33 Planning and building approvals
- 34 Access to housing
- 35 Road maintenance
- 36 Footpaths, trails and cycleways
- 37 Streetscapes
- 38 Lighting of streets and public places
- 39 Storm water drainage
- 40 Conservation and environmental management
- 41 Sustainable practices
- 42 Beaches and coastline
- 43 Margaret and Blackwood rivers
- 44 Waste collections
- 45 Landfill Site and Transfer Stations
- 46 Animal control
- 47 Natural disaster management

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 Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 156)

MARKYT Priorities Window | Cowaramup

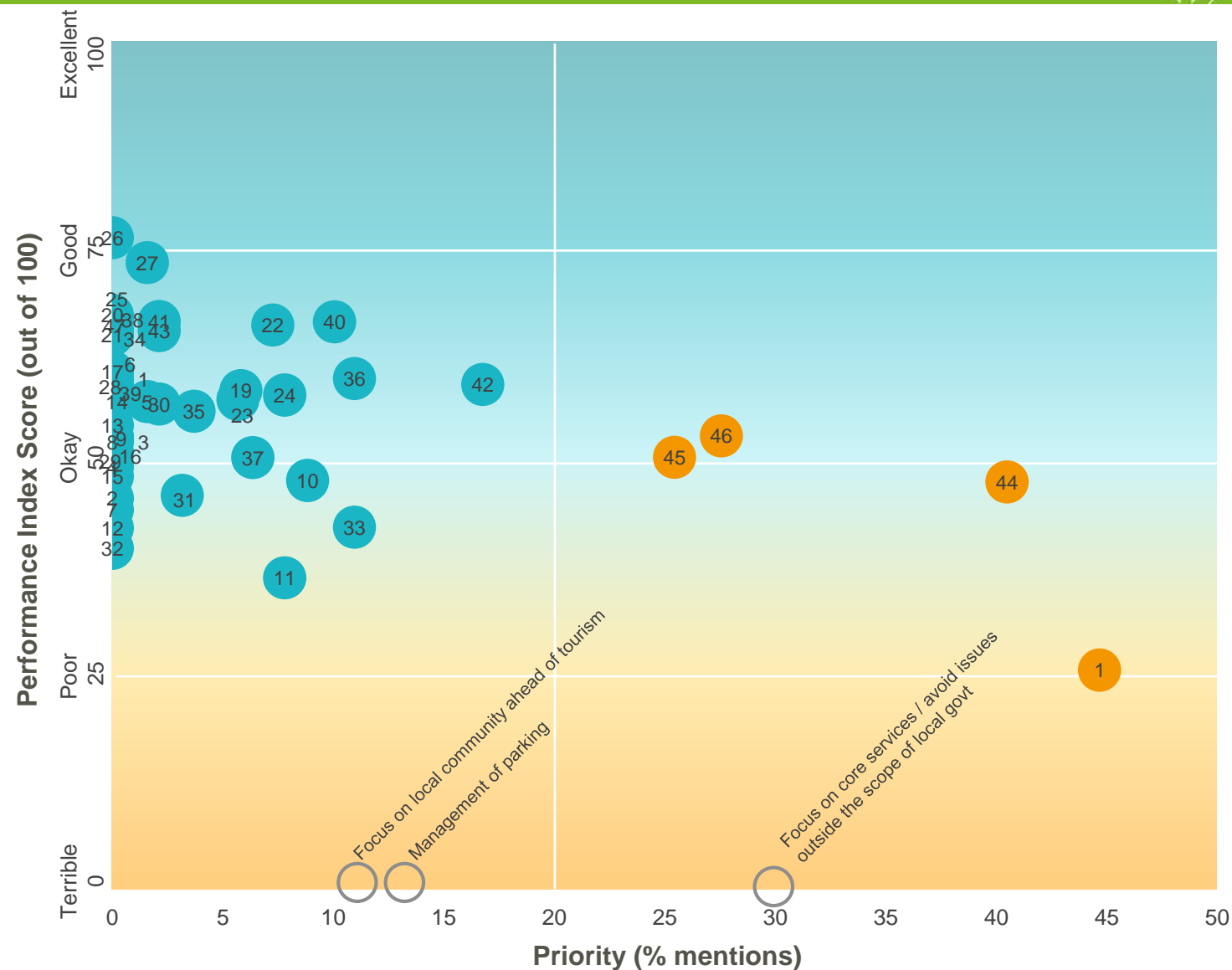


- 1 Value from Council rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 How the community is consulted
- 5 How the community is informed
- 6 Website
- 7 Social media
- 8 Customer service
- 9 Embracing change and innovation
- 10 Economic development
- 11 Margaret River town centre
- 12 Cowaramup town centre
- 13 Augusta town centre
- 14 Significant events
- 15 Education, training and personal development
- 16 Family services
- 17 Youth services
- 18 Seniors services
- 19 Disability access
- 20 Volunteer support
- 21 Health and community services
- 22 Community buildings, halls and toilets
- 23 Sport and recreation
- 24 Playgrounds, parks and reserves
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- 43 Margaret and Blackwood rivers
- 44 Waste collections
- 45 Landfill Site and Transfer Stations
- 46 Animal control
- 47 Natural disaster management

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 Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 48)

MARKYT Priorities Window | Prevelly / Gnarabup

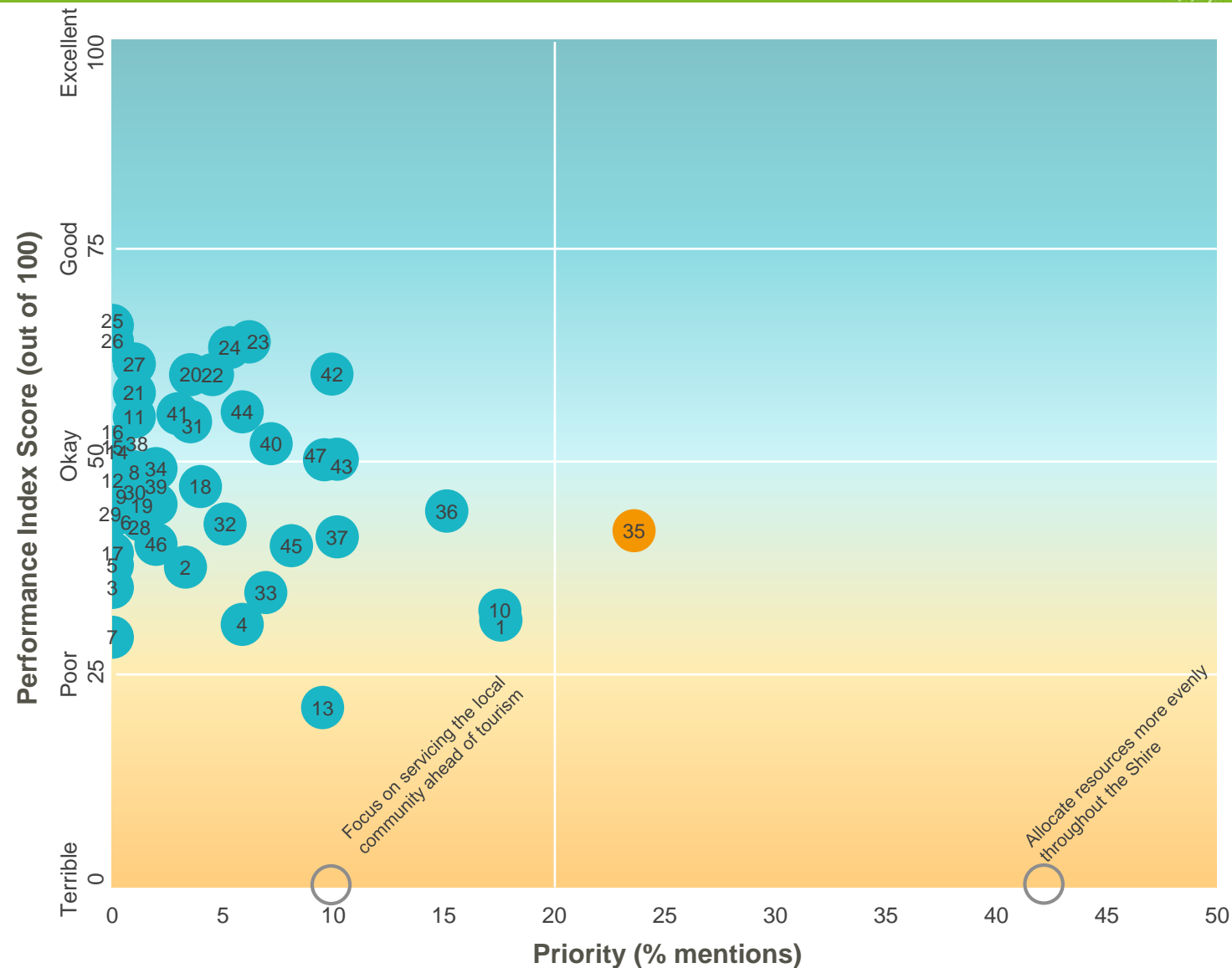


- 1 Value from Council rates
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Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Which areas would you most like the Shire of Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 30)

MARKYT Priorities Window | Augusta



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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 Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 48)



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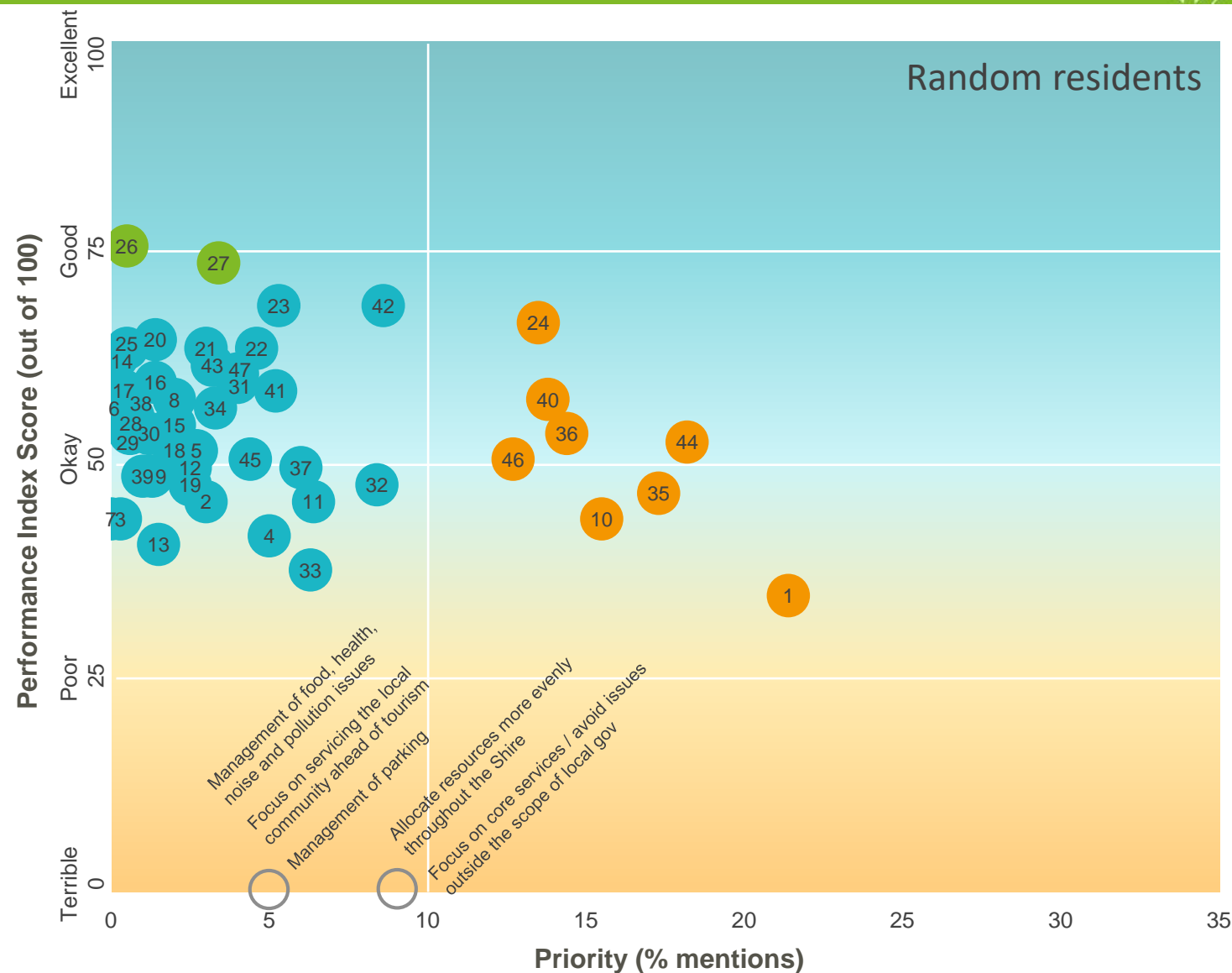
Q. Which areas would you most like the Shire of Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 77)

☐ Priority score only. Performance not measured.

MARKYT® Community Priorities Window

Random vs Other Respondent Groups

MARKYT Community Priorities Window™

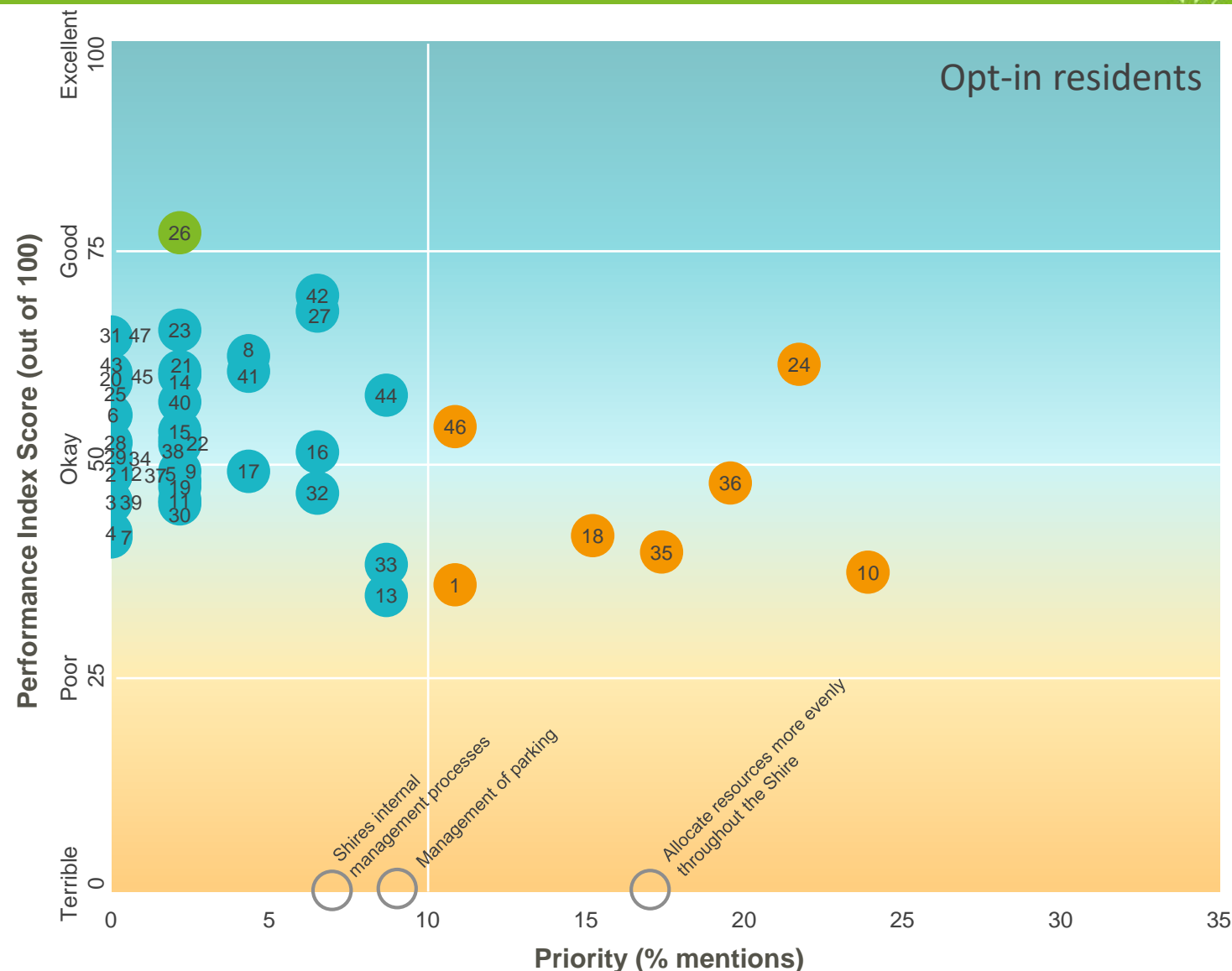


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Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Which areas would you most like the Shire of Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 339)

MARKYT Community Priorities Window™

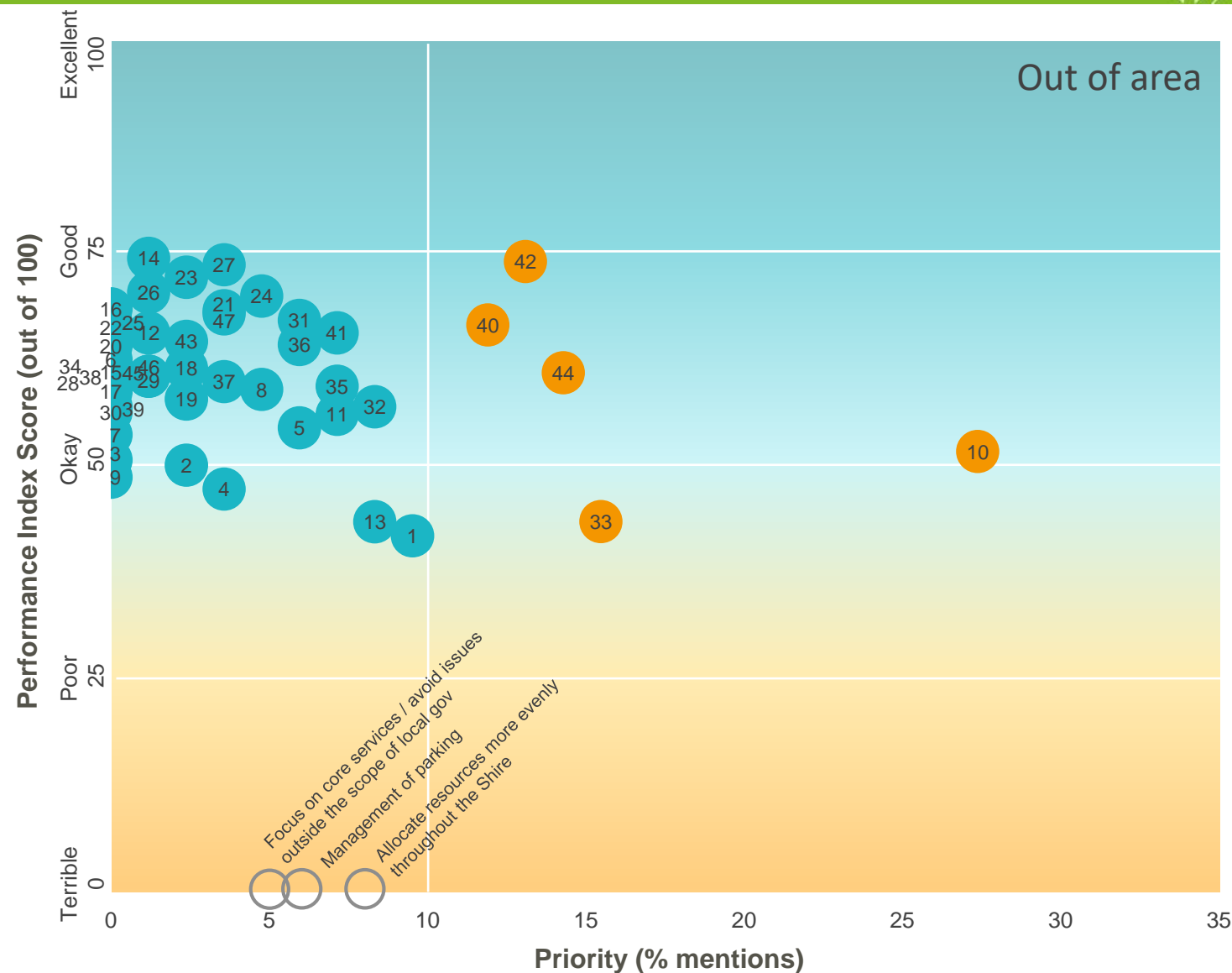


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Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Which areas would you most like the Shire of Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 46)

MARKYT Community Priorities Window™

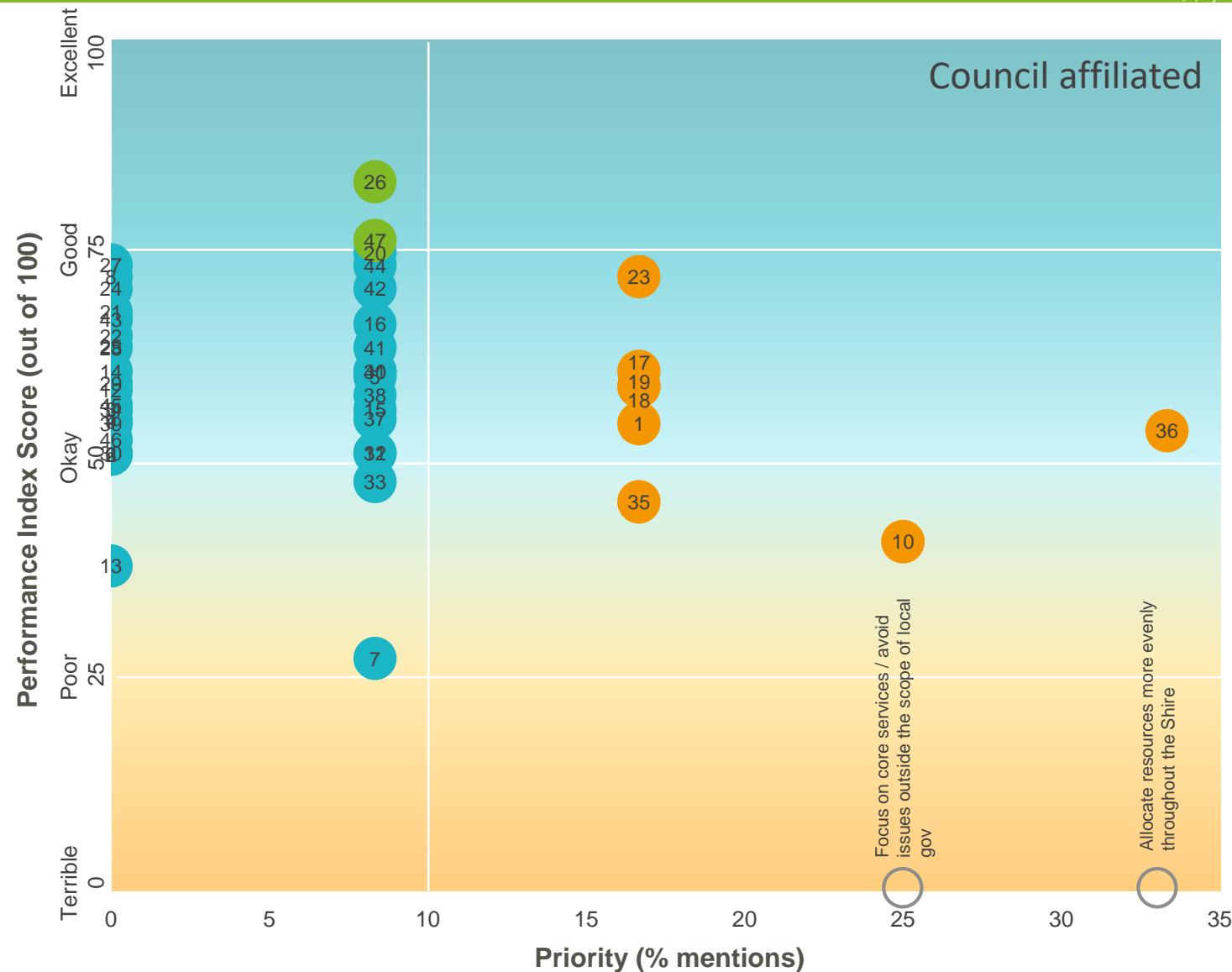


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Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Which areas would you most like the Shire of Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 84)

MARKYT Community Priorities Window™



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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 Augusta-Margaret River to focus on improving? Base: All respondents, excludes no response (n = 12)



www.catalyse.com.au
Office 3, 996 Hay Street, Perth WA 6000
PO Box 8007, Cloisters Square WA 6850
Phone +618 9226 5674
Email: info@catalyse.com.au
ABN 20 108 620 855

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