



MARKYT Community Scorecard ©

Prepared for: Shire of York

Prepared by: CATALYSE Pty Ltd ©

17 December 2018

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MARKYT 

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Strategic Insights

Overall, the **Shire of York is improving** according to an independent tracking survey among 404 residents and ratepayers.

- The Shire's overall performance score is 60; moving **up 5 index points**.
- 46% of respondents agree that the Shire is moving in the right direction, another 29% feel neutral or unsure.
- As a **place to live**, the performance index score is 72 out of 100; **up 5 index points**.
- As a **governing organisation**, the performance index score is 48; **up 5 index points**.

Residents are happiest with library services, waste service and the Community Update in the local newspaper.

Relative to the MARKYT® Industry Standards the City is performing **above average** in 4 measures:

- The Community Update in the local newspaper
- Safety and security
- Multiculturalism and racial harmony
- The area's character and identity

The **biggest improvers** were:

- Festivals, events, art and cultural activities (up 18% points)
- The area's character and identity
- How the community is informed about what's happening in the local area
- Economic development
- How York town centre is being developed



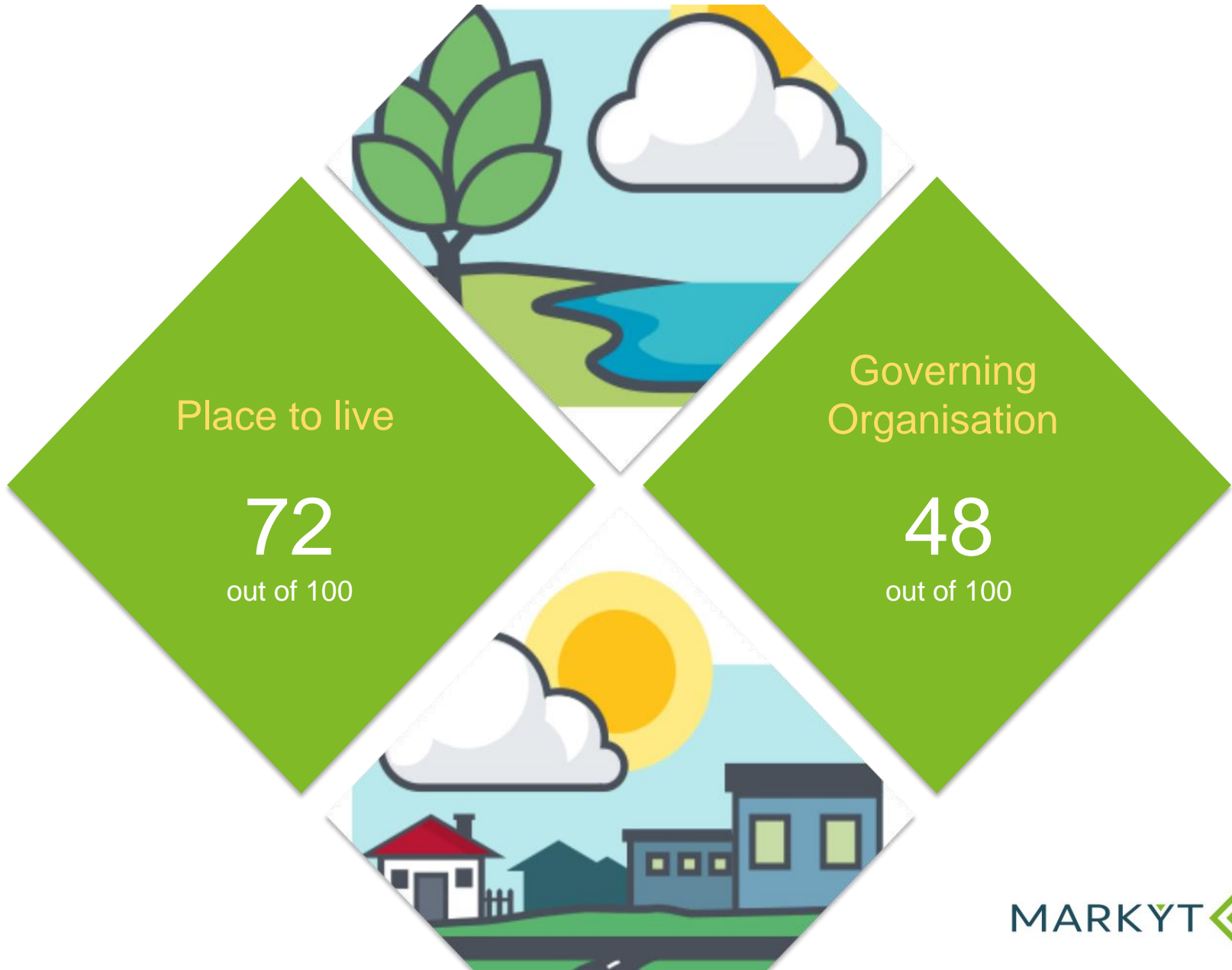
Moving forward, residents would like the Shire of York to focus on **5 key priorities:**

1. Maintaining local roads
2. Footpaths and cycleways
3. Streetscapes
4. Economic development
5. Value for money from rates



The Shire may benefit from a strategy to **grow resident advocacy** levels. The Shire's Net Promoter Score is -21 on a scale from -100 to +100; 14 points below the industry standard.

The Shire may also benefit from having **a stronger and clearer vision** for the future. Only 27% agree that the Shire has a clear vision; 10% points below the industry average.



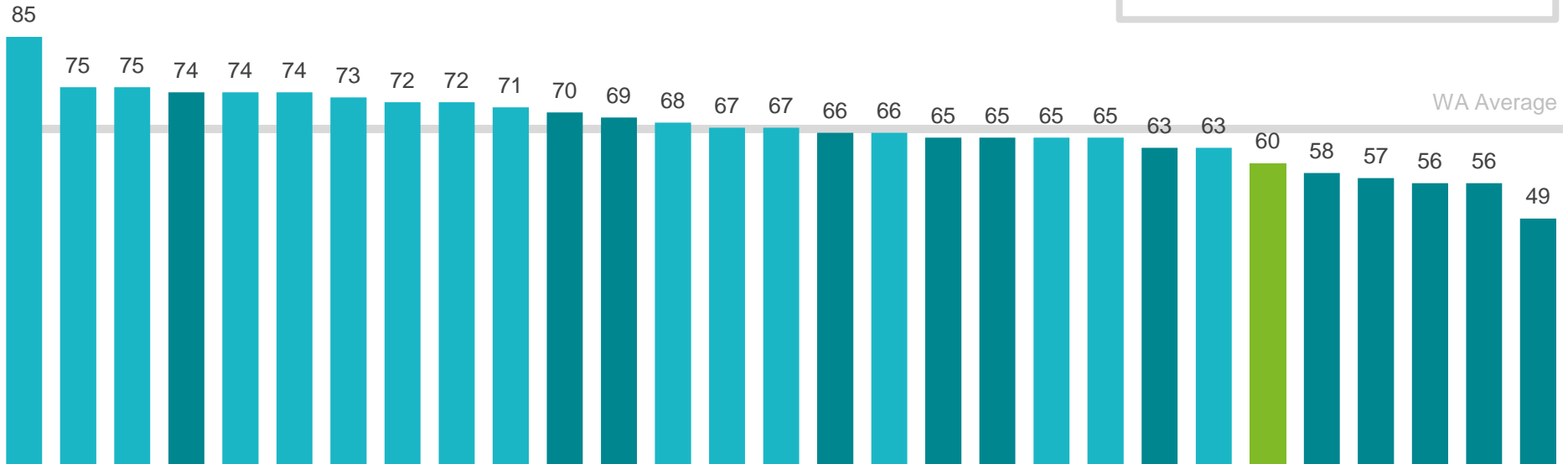
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Shire of York as a 'place to live' and as a 'governing organisation'. The Shire of York's overall performance index score is 60 out of 100; moving up 5 index points and now sitting in 8th position among 13 regional councils.

Overall Performance Index Score

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

- Shire of York
- Metropolitan Councils
- Regional Councils



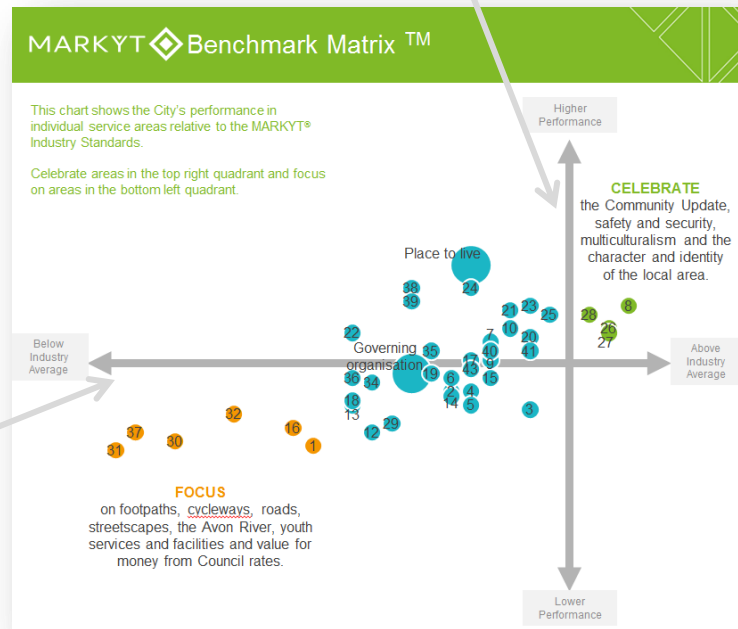
How to read the MARKYT Benchmark Matrix TM

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

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

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

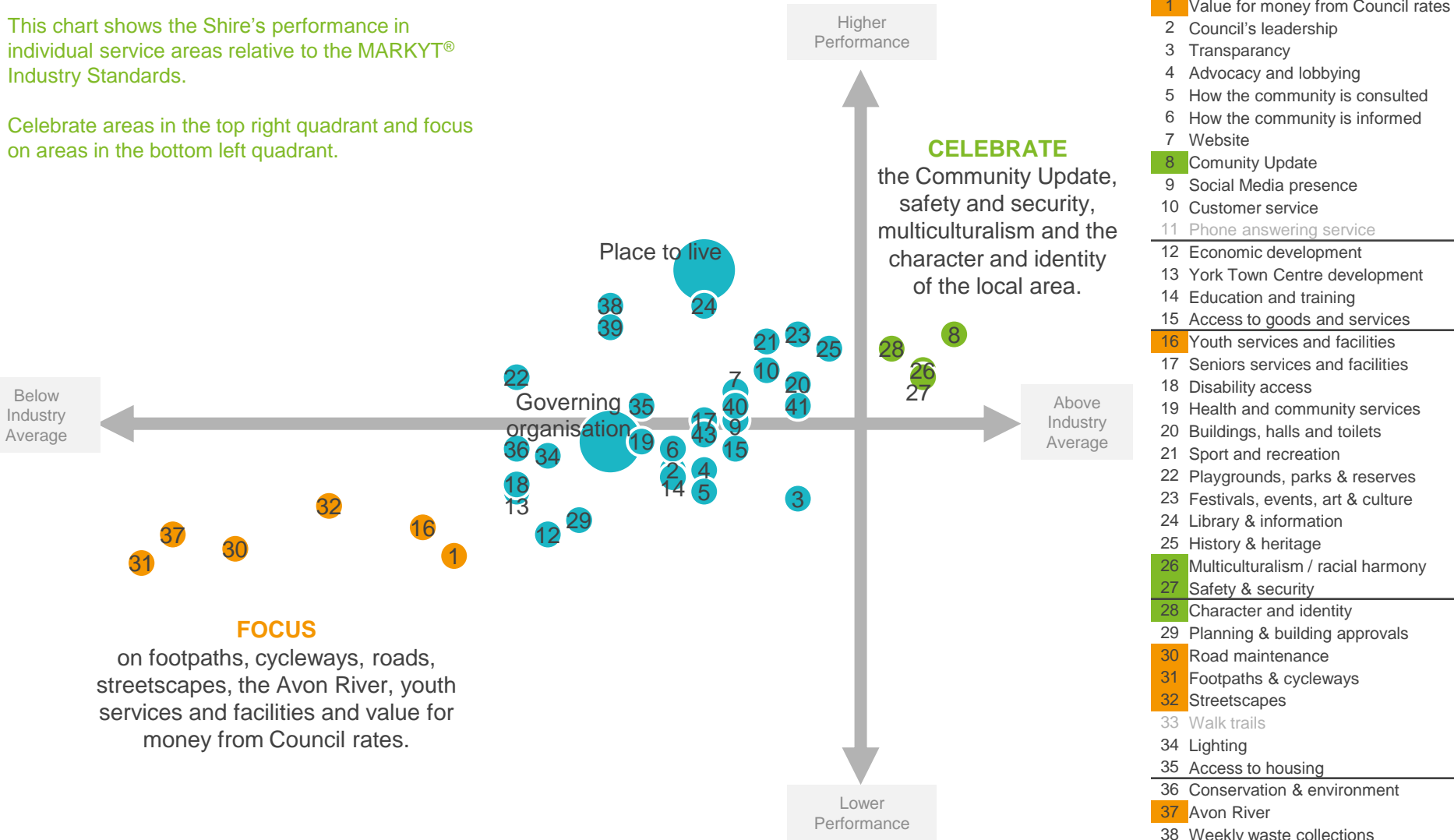
This line represents Council's average performance for all individual measure. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.



MARKYT Benchmark Matrix™

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

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



- 1 Value for money from Council rates
- 2 Council's leadership
- 3 Transparency
- 4 Advocacy and lobbying
- 5 How the community is consulted
- 6 How the community is informed
- 7 Website
- 8 Community Update
- 9 Social Media presence
- 10 Customer service
- 11 Phone answering service
- 12 Economic development
- 13 York Town Centre development
- 14 Education and training
- 15 Access to goods and services
- 16 Youth services and facilities
- 17 Seniors services and facilities
- 18 Disability access
- 19 Health and community services
- 20 Buildings, halls and toilets
- 21 Sport and recreation
- 22 Playgrounds, parks & reserves
- 23 Festivals, events, art & culture
- 24 Library & information
- 25 History & heritage
- 26 Multiculturalism / racial harmony
- 27 Safety & security
- 28 Character and identity
- 29 Planning & building approvals
- 30 Road maintenance
- 31 Footpaths & cycleways
- 32 Streetscapes
- 33 Walk trails
- 34 Lighting
- 35 Access to housing
- 36 Conservation & environment
- 37 Avon River
- 38 Weekly waste collections
- 39 Recycling services
- 40 Food, health, noise & pollution
- 41 Animal & pest control
- 42 Management of corellas
- 43 Natural disaster prevention

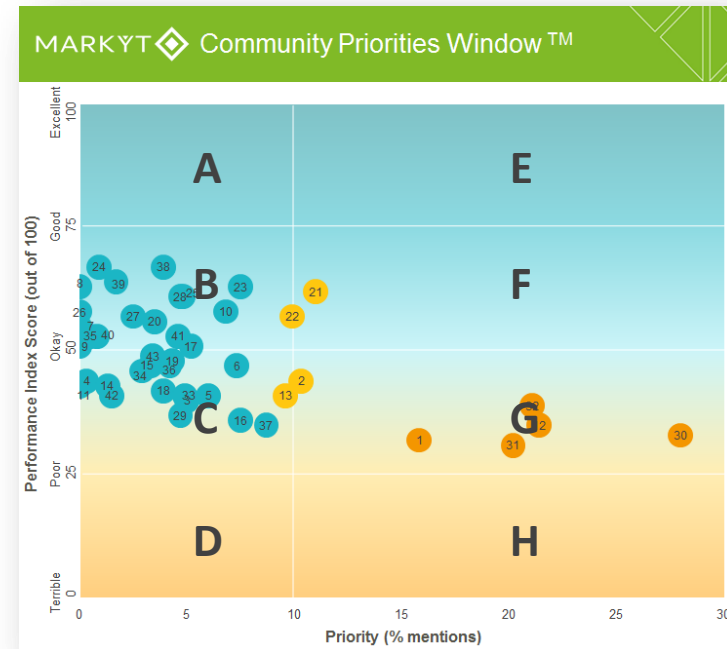
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. Service areas are included when MARKYT® Industry Standards are available.

In the Shire of York's Community Priorities Window, detailed overleaf, many services are well located in Window B; receiving average ratings between okay and good.

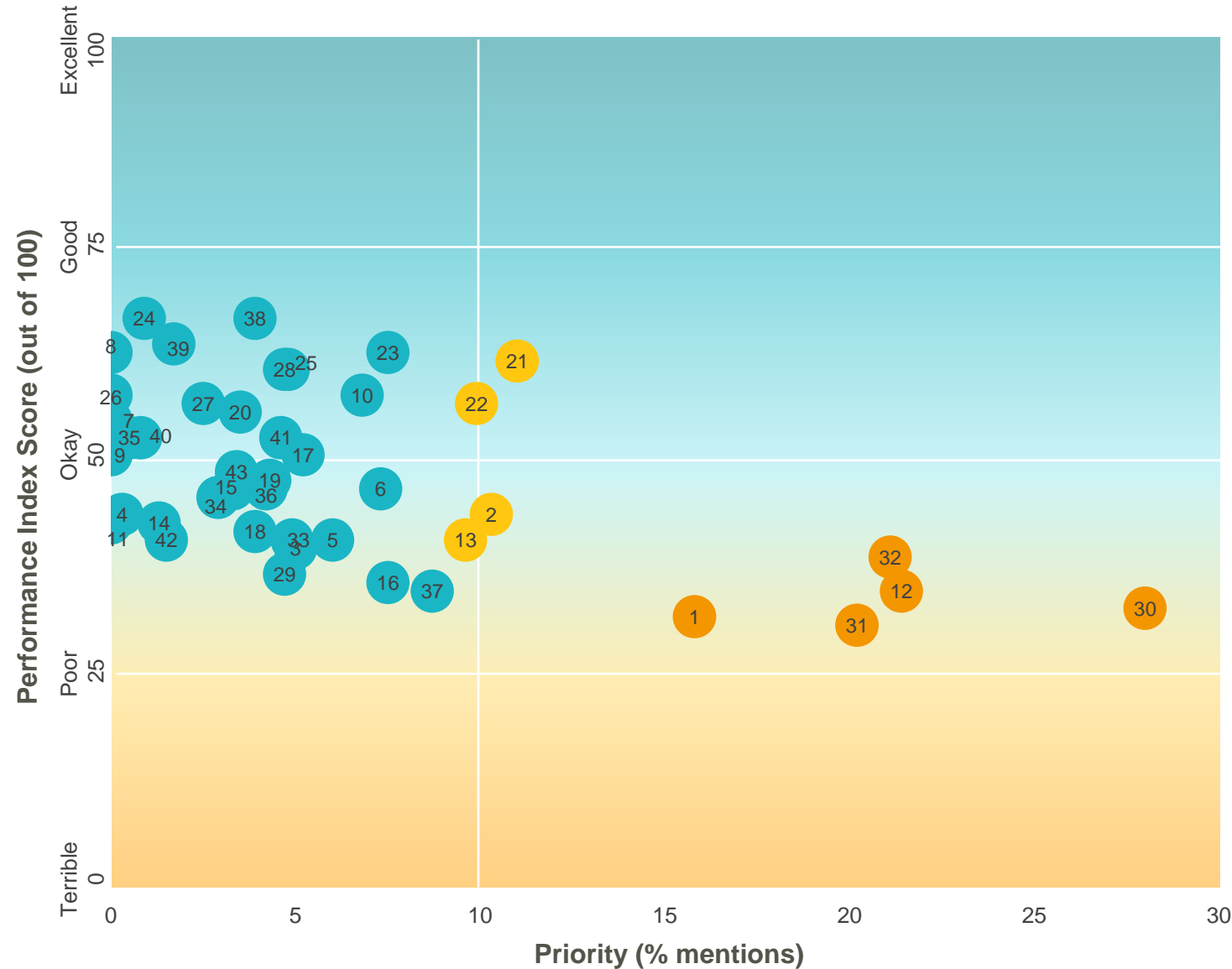
Perceived strengths include library services, waste services and the Community Update (the Shire's regular page in the local newspaper).

Moving forward, the community would like Council to prioritise roads, paths, cycleways, streetscapes, economic development and better value for money from rates (Window G).

Other areas to address include how York town centre is being developed, sport and recreation facilities, playgrounds, parks and reserves, and Council's leadership (borderline in Windows F & G).



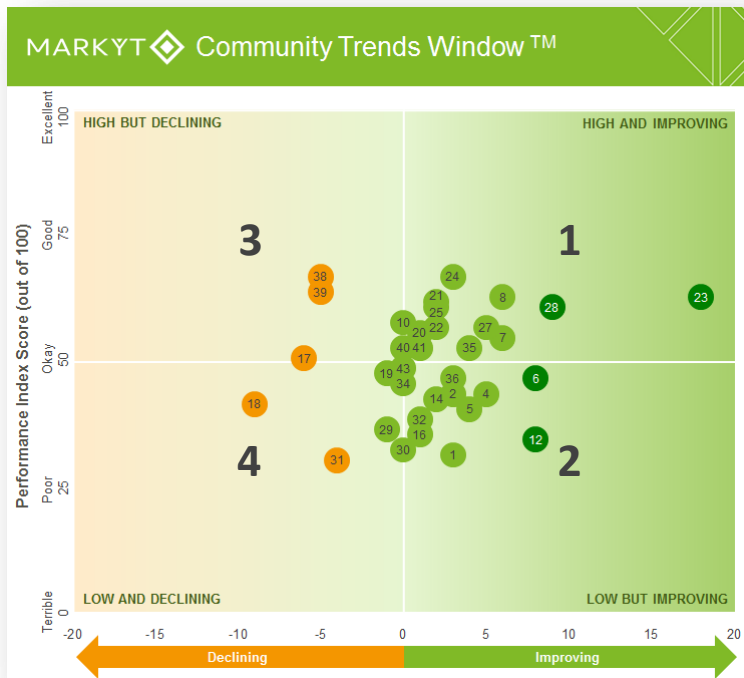
MARKYT Community Priorities Window™



- 1 Value for money from Council rates
- 2 Council's leadership
- 3 Transparency
- 4 Advocacy and lobbying
- 5 How the community is consulted
- 6 How the community is informed
- 7 Website
- 8 Community Update
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- 25 History & heritage
- 26 Multiculturalism / racial harmony
- 27 Safety & security
- 28 Character and identity
- 29 Planning & building approvals
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- 36 Conservation & environment
- 37 Avon River
- 38 Weekly waste collections
- 39 Recycling services
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- 41 Animal & pest control
- 42 Management of corellas
- 43 Natural disaster prevention

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 York to focus on improving? Base: All respondents, excludes no response (n = 404)
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The MARKYT[®] Community Trends Window TM maps performance over time. There are two dimensions. The vertical axis maps performance and the horizontal axis maps trend data, indicating whether performance has improved, declined or remained the same.



In the Shire of York's Community Trends Window, detailed overleaf, most services are ideally located in Windows 1 and 2 indicating that **community happiness is growing**.

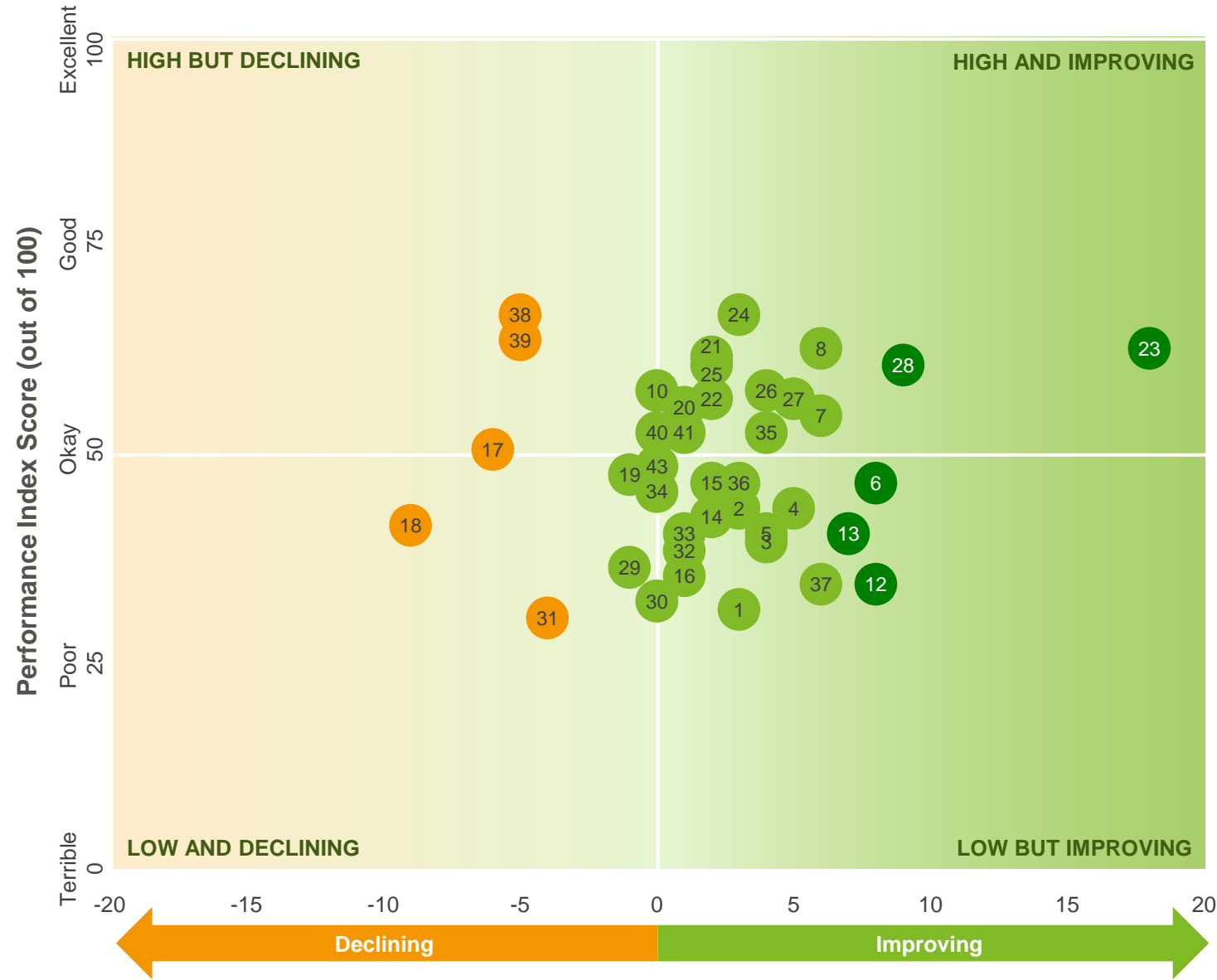
The biggest improvers were:

- Festivals, events, art and cultural activities (up 18% points)
- The area's character and identity
- How the community is informed about what's happening in the local area
- Economic development
- Development of York town centre

Ratings declined for:

- Disability access
- Seniors services, facilities and care
- Waste services
- Footpaths and cycleways

MARKYT Community Trends Window™



- 1 Value for money from Council rates
- 2 Council's leadership
- 3 Transparency
- 4 Advocacy and lobbying
- 5 How the community is consulted
- 6** How the community is informed
- 7 Website
- 8 Community Update
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- 42 Management of corellas
- 43 Natural disaster prevention

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

The Study

The Study

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

Scorecards invitations were delivered to all households and residential PO Boxes using Australia Post unaddressed mail services.

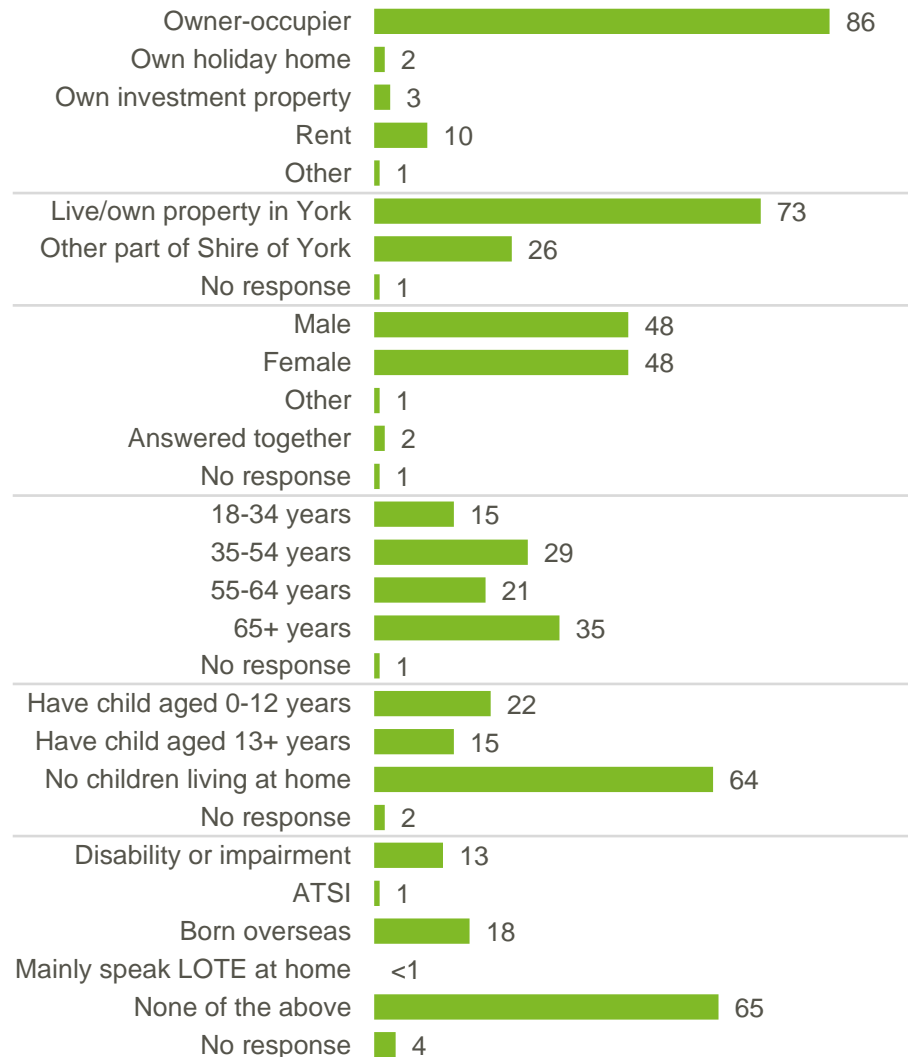
The Shire supported the survey with supporting promotions through its communication channels, including the website, newsletters and social media.

In total, **404 residents/ratepayers** submitted a response.

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 ±1% of the parts, this is due to rounding errors to zero decimal places.

% of respondents (weighted)



CATALYSE® has conducted MARKYT® Community Scorecards or Community Perceptions Surveys for close to 50 councils across WA. When three or more councils have asked a comparable question, we publish the high score to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from **WA councils** that have completed an accredited study with CATALYSE® **within the past two years**. Participating councils are listed below.

Metropolitan

Regional



How to read this report

Performance Ratings

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

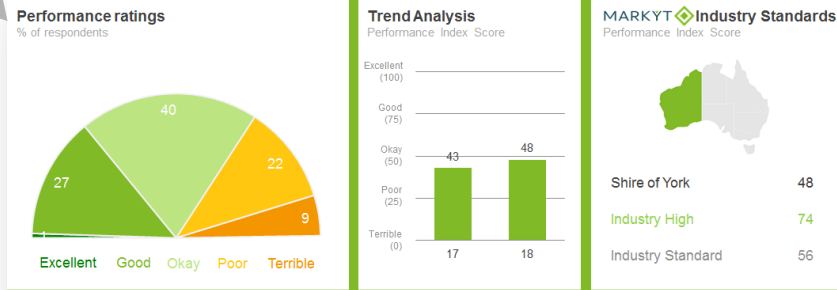
The **Performance Index Score** is a score out of 100 using the following formula:

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

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

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

Trend analysis shows how performance varies over time.



Variances across the community

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
48	47	55	50	44	52	49	46	42	43	44	51	46	52	47	51

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

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

Council Score is the Council's performance index score.

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

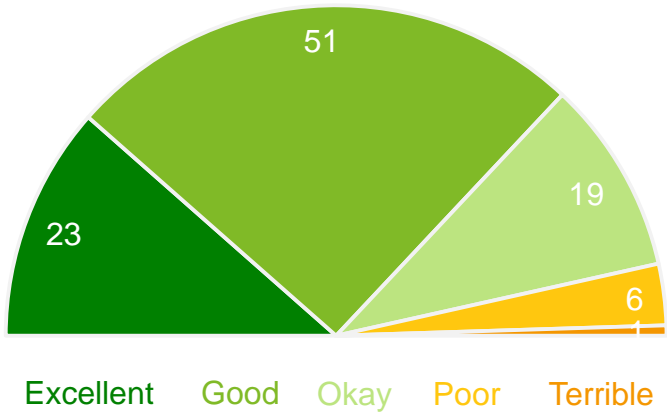
Industry Standard is the average score among WA councils that have completed a comparable study with CATALYSE® over the past two years.

Overall Performance

The Shire of York as a place to live

Performance ratings

% of respondents



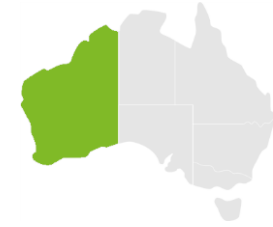
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	72
Industry High	95
Industry Standard	77

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
72	73	67	73	71	73	73	71	69	71	70	74	70	73	71	76

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

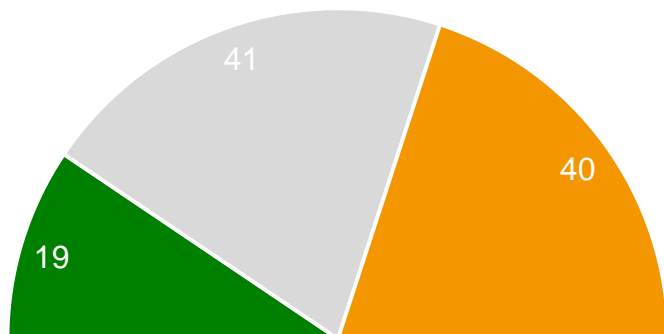
Base: All respondents, excludes 'unsure' and 'no response' (n = 401).

Community Advocacy

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

Community Advocacy

% of respondents



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

Net Promoter Score

Promoters

less

Detractors

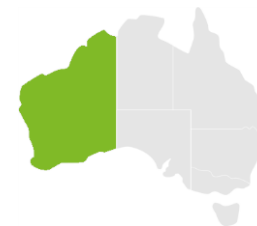
equals

NPS
-21

NPS can range from
-100 to +100

MARKYT Industry Standards

Net Promoter Score



Shire of York -21

Industry High 68

Industry Standard -7

Variations across the community

Net Promoter Score

Total	Owner-occupier	Holiday home / investment	Renting	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
-21	-22	-32	0	-21	-20	-19	-23	-29	-40	-24	-14	-26	-18	-25	-10

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

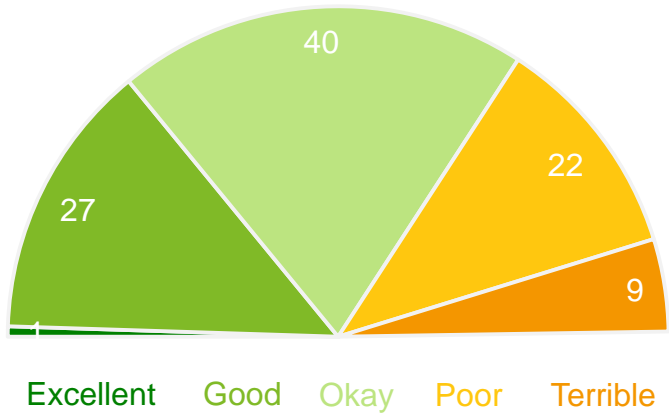
Please give a rating out of 10, where 0 is not at all likely and 10 is extremely likely.

Base: All respondents, excludes 'unsure' and 'no response' (n = 376).

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

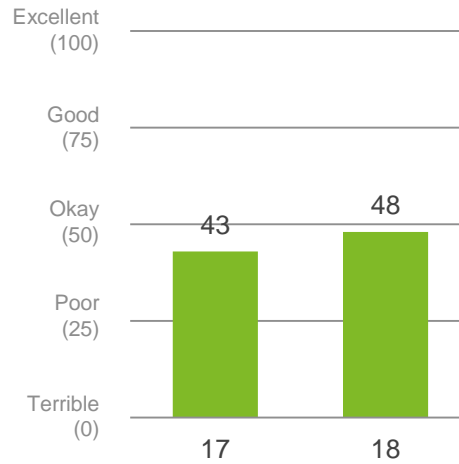
Performance ratings

% of respondents



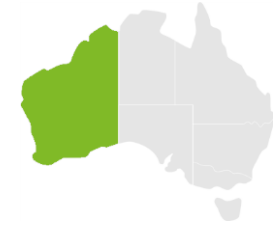
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	48
Industry High	74
Industry Standard	56

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
48	47	55	50	44	52	49	46	42	43	44	51	46	52	47	51

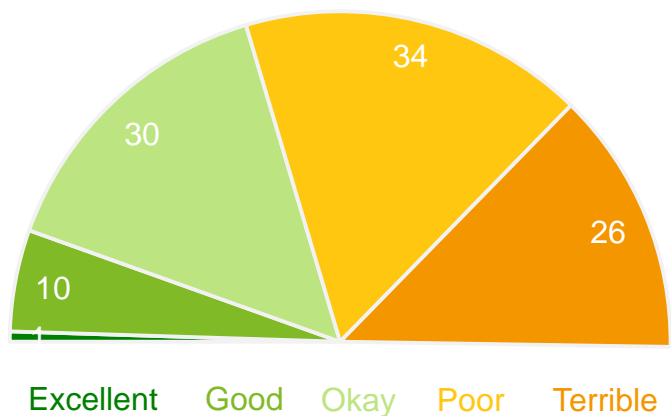
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 391).

Value for money from Council rates

Performance ratings

% of respondents



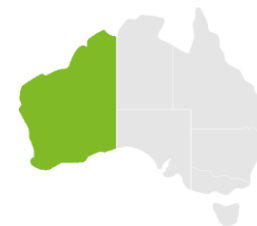
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	32
Industry High	64
Industry Standard	45

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
32	31	33	32	27	36	35	25	28	17	29	37	30	37	32	30

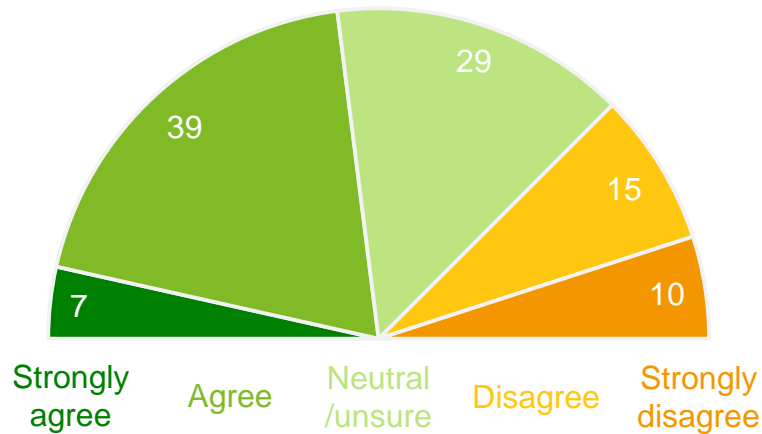
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 378).

Over the past 12 months, the Shire of York has been moving in the right direction

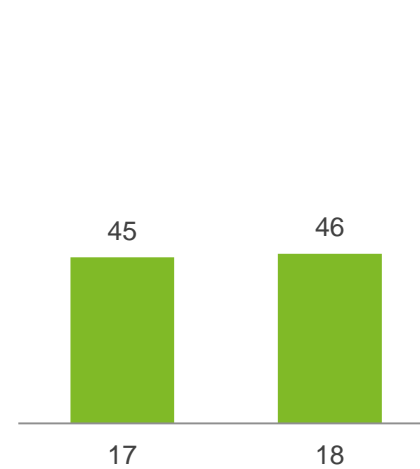
Level of agreement

% of respondents



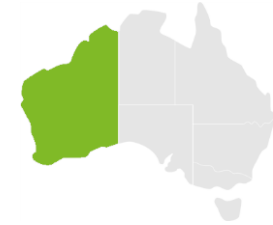
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of York	46
Industry High	NA
Industry Standard	NA

Variations across the community

% agree

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
46	46	75	41	41	50	47	43	44	22	46	52	38	50	42	55

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

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

Familiarity with local services and facilities

Familiarity with local services and facilities

% of respondents who were familiar with service area



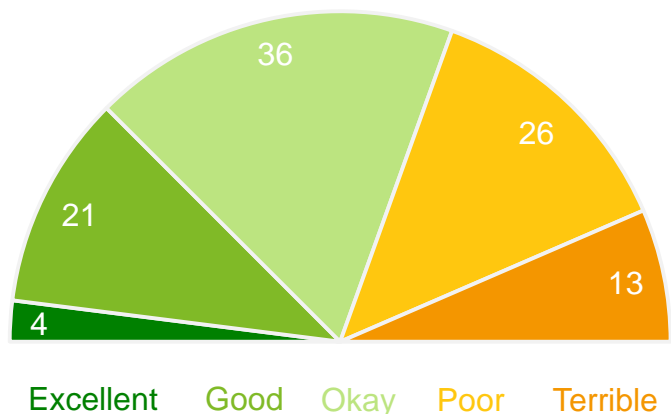
Chart shows proportion of respondents who were familiar enough with the service area to rate performance.

Governance and Communications

Council's leadership within the community

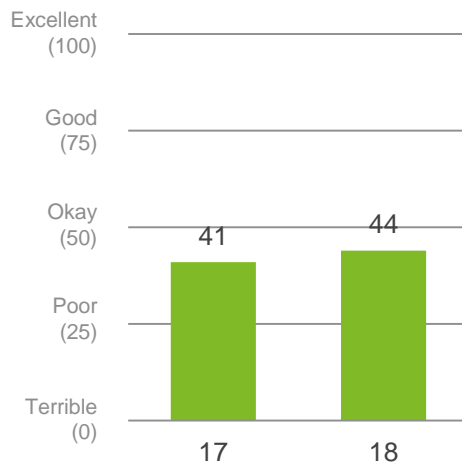
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	44
Industry High	67
Industry Standard	50

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
44	45	57	35	41	48	47	37	41	29	42	49	40	50	43	49

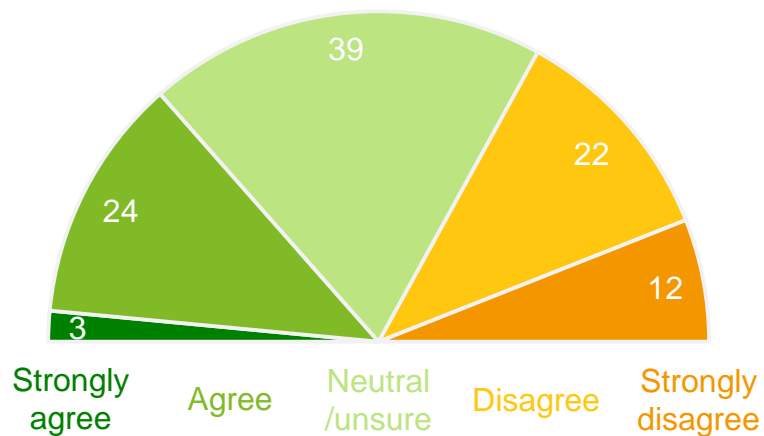
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 333).

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

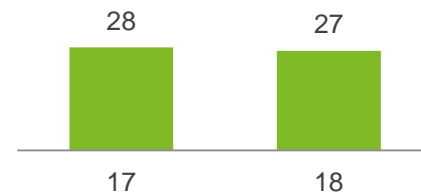
Level of agreement

% of respondents



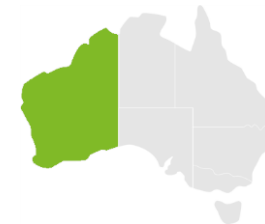
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of York	27
Industry High	61
Industry Standard	37

Variations across the community

% agree

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
27	28	26	21	24	29	32	16	25	11	21	34	22	30	29	20

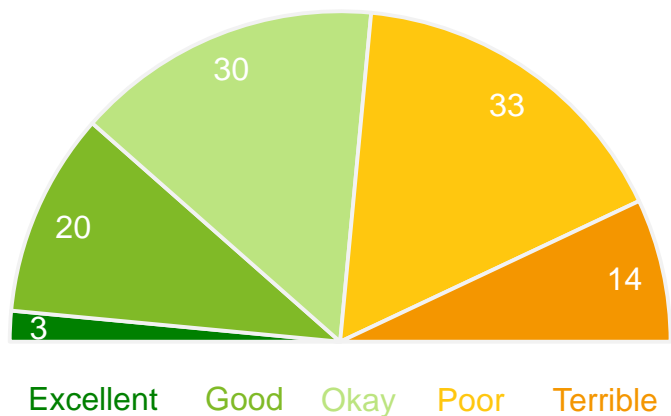
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 401).

How the community is consulted about local issues

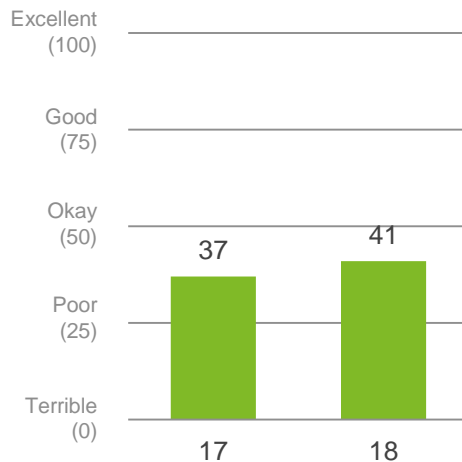
Performance ratings

% of respondents



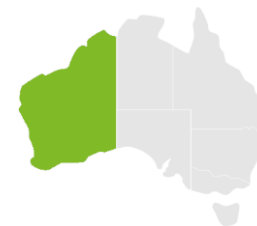
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	41
Industry High	63
Industry Standard	46

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
41	41	50	36	38	44	44	38	36	32	39	45	35	45	40	44

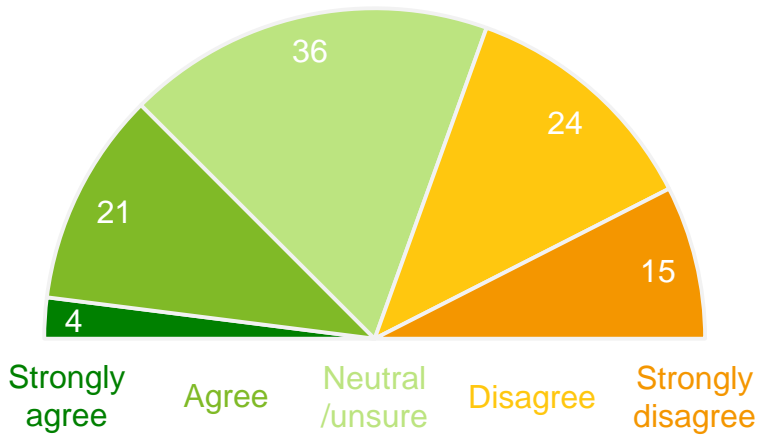
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 368).

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

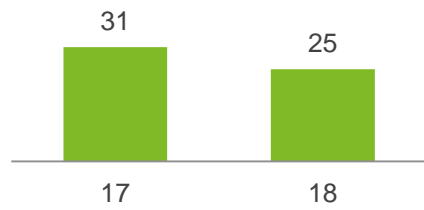
Level of agreement

% of respondents



Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of York	25
Industry High	50
Industry Standard	32

Variations across the community

% agree

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
25	24	45	28	23	26	29	18	24	11	22	31	15	29	25	26

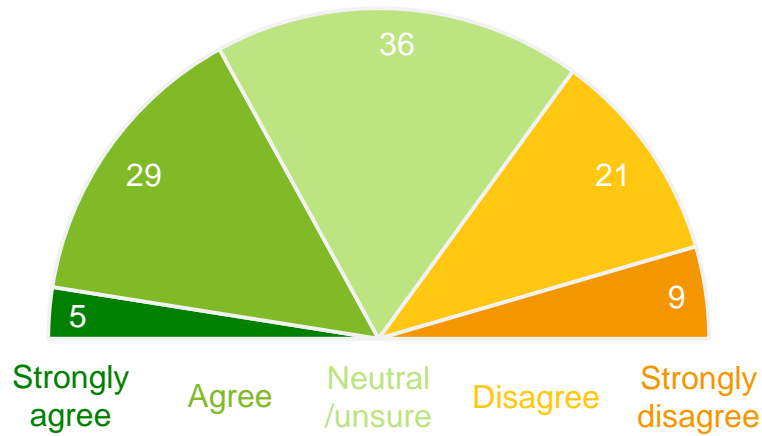
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 398).

Staff at the Shire of York have a good understanding of community needs

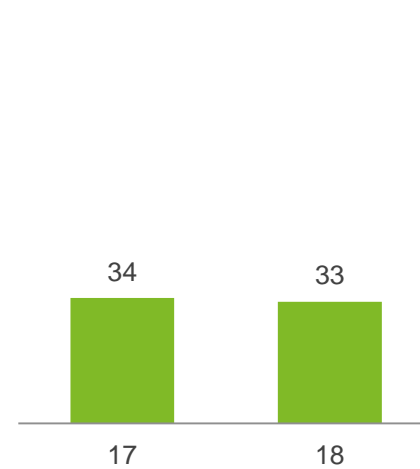
Level of agreement

% of respondents



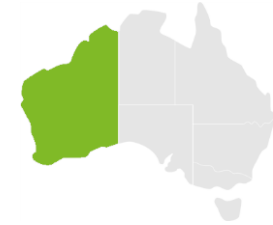
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of York	33
Industry High	53
Industry Standard	35

Variations across the community

% agree

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
33	34	32	30	31	35	37	24	32	36	40	35	41	34	34	

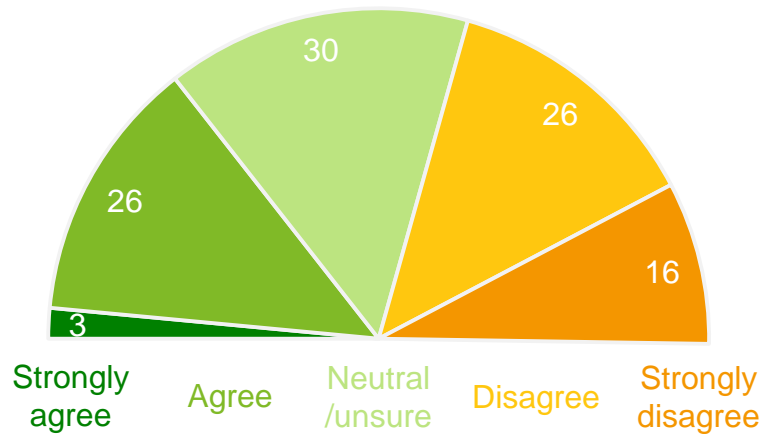
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 398).

The Shire listens to and respects residents' views

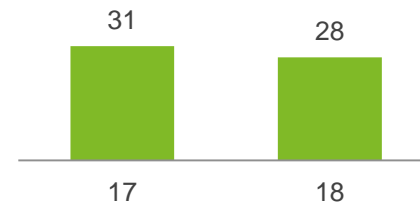
Level of agreement

% of respondents



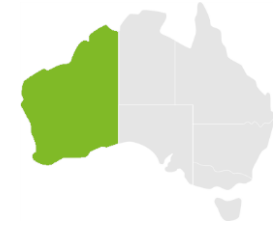
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of York	28
Industry High	39
Industry Standard	33

Variations across the community

% agree

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
28	28	39	32	22	34	30	26	27	13	31	31	21	38	27	32

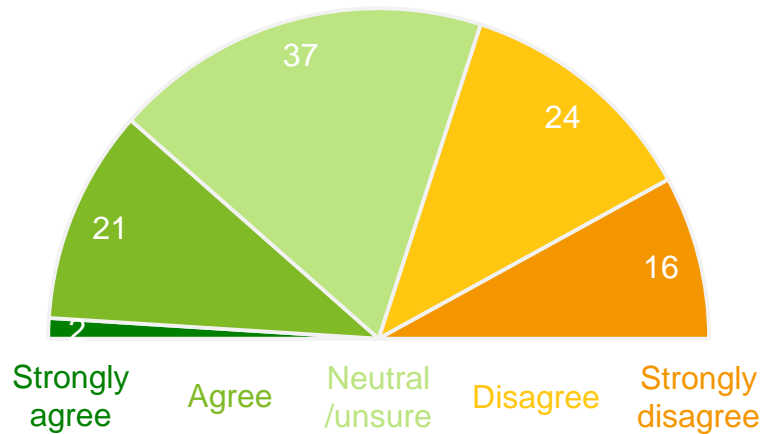
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 397).

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

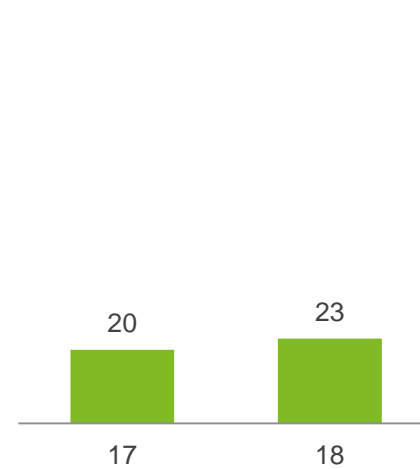
Level of agreement

% of respondents



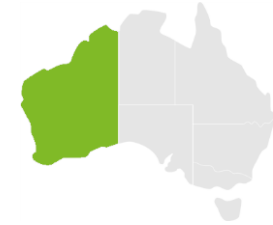
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of York	23
Industry High	49
Industry Standard	29

Variations across the community

% agree

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
23	23	29	26	19	27	24	22	17	20	17	27	12	22	21	28

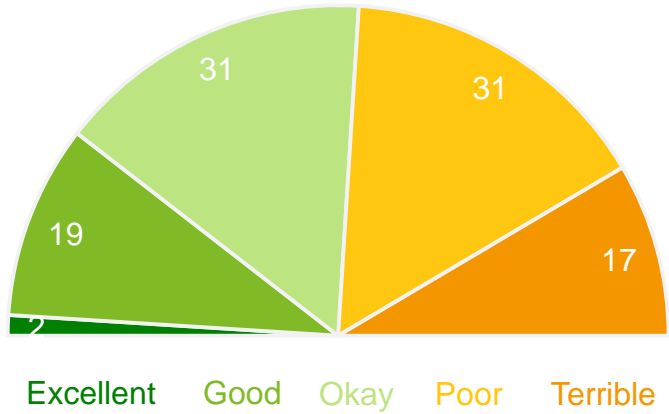
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 397).

How open and transparent Council processes are

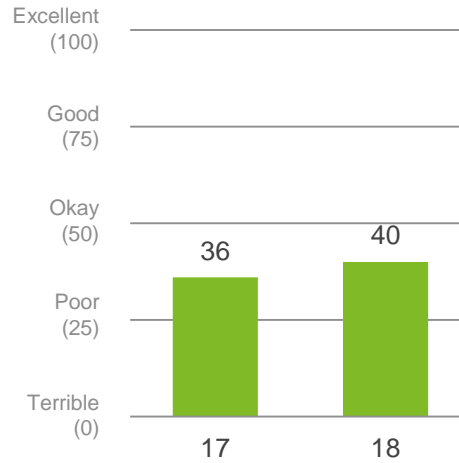
Performance ratings

% of respondents



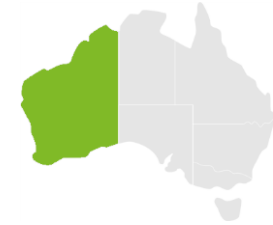
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	40
Industry High	54
Industry Standard	42

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
40	40	47	38	36	45	43	34	35	37	35	43	36	43	38	44

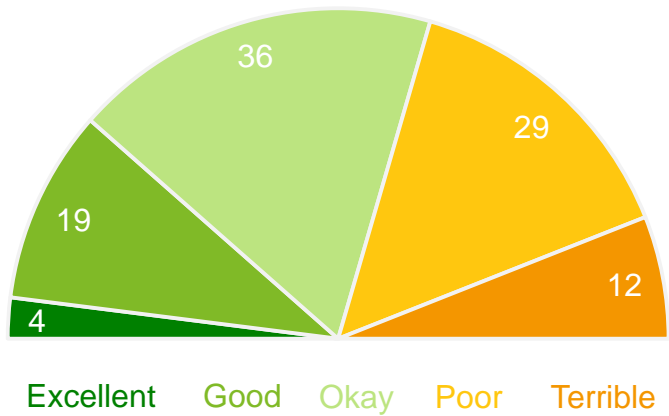
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 341).

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

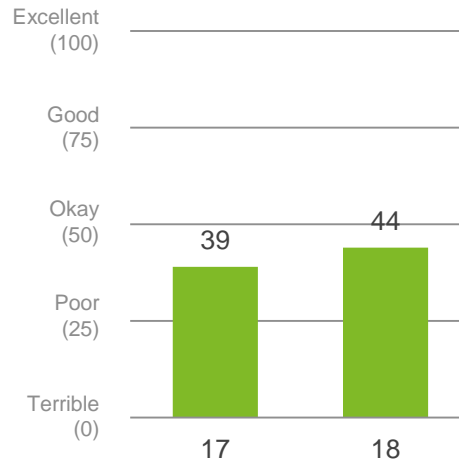
Performance ratings

% of respondents



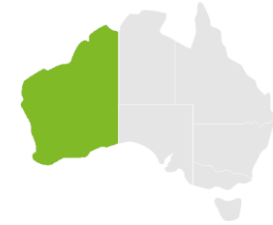
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	44
Industry High	68
Industry Standard	49

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
44	44	48	40	41	48	47	38	39	35	40	48	39	50	43	46

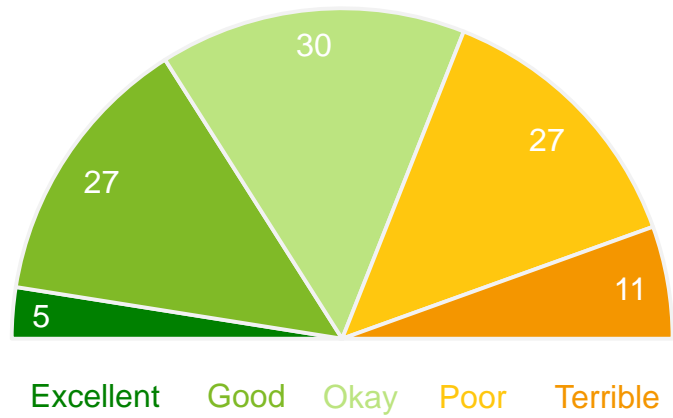
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 324).

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

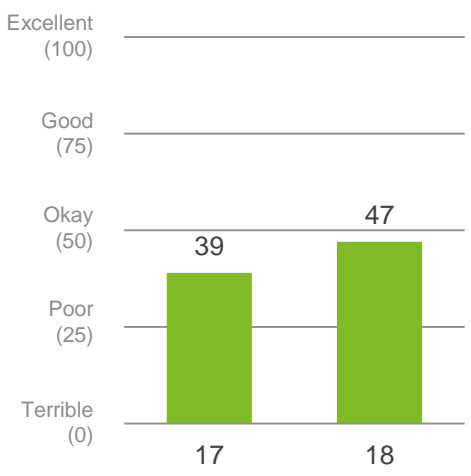
Performance ratings

% of respondents



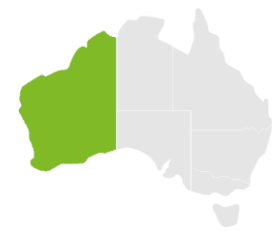
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	47
Industry High	66
Industry Standard	53

Variations across the community

Performance Index Score

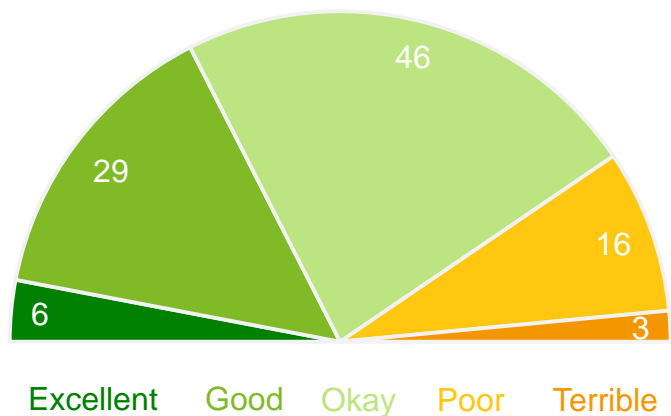
Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
47	48	56	42	46	49	49	45	45	43	45	50	40	52	45	54

Q. How would you rate performance in the following areas?
 Base: All respondents, excludes 'unsure' and 'no response' (n = 386).

Shire's website

Performance ratings

% of respondents



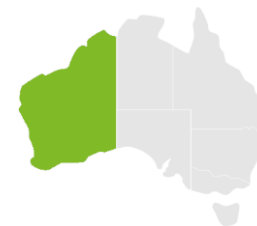
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	55
Industry High	68
Industry Standard	59

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
55	55	59	55	52	58	57	53	52	56	55	55	48	56	55	55

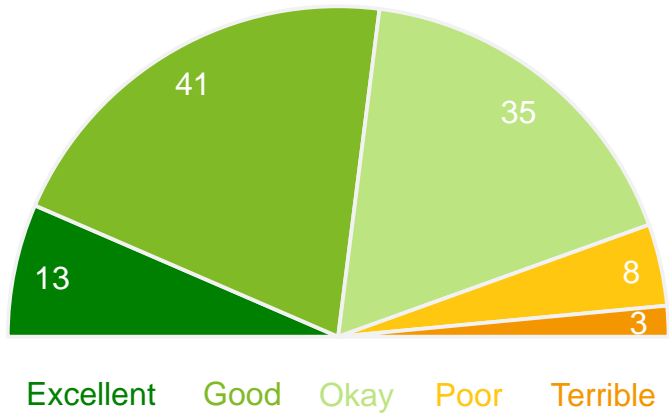
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 306).

Community Update the Shire's regular page in the community newspaper

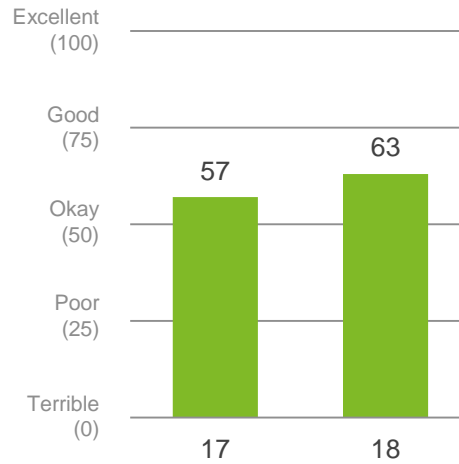
Performance ratings

% of respondents



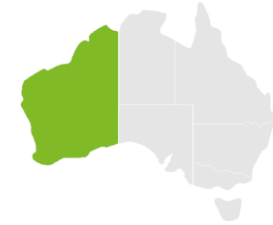
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	63
Industry High	67
Industry Standard	60

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
63	64	66	60	63	65	67	58	57	62	60	66	62	66	62	68

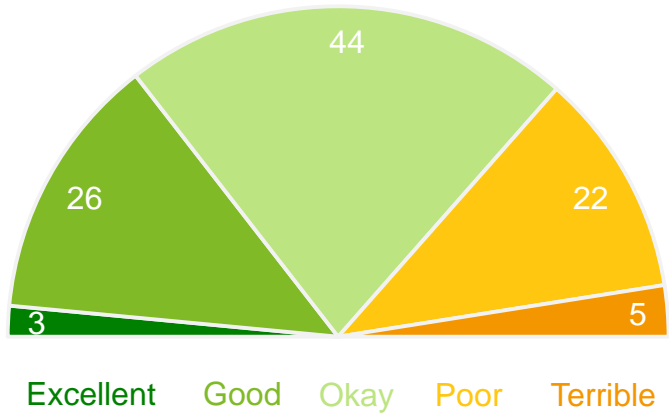
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 364).

Social media presence (Facebook, etc)

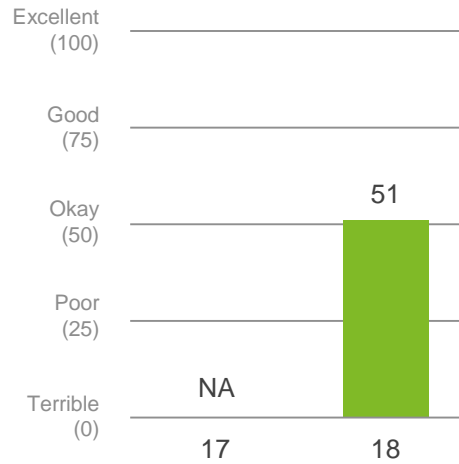
Performance ratings

% of respondents



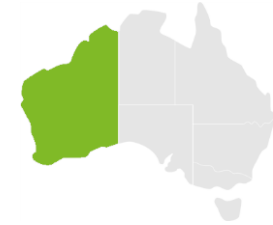
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	51
Industry High	65
Industry Standard	55

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
51	50	67	52	51	51	51	52	48	49	49	53	42	52	51	49

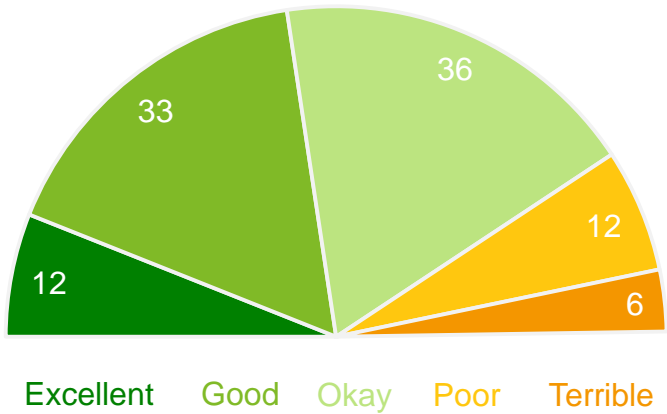
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 214).

Customer service

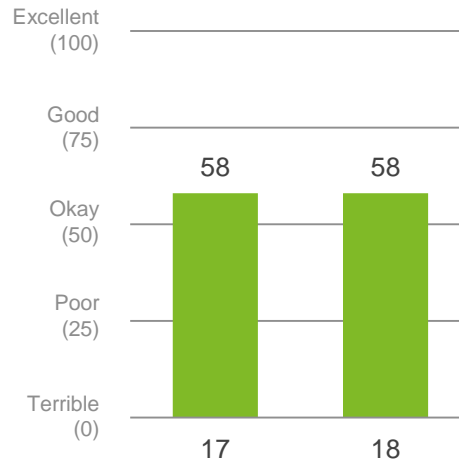
Performance ratings

% of respondents



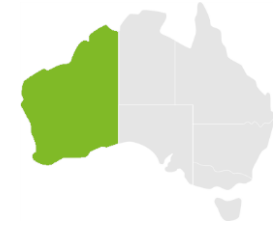
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	58
Industry High	79
Industry Standard	61

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
58	58	66	59	57	59	62	49	54	45	55	63	59	57	58	58

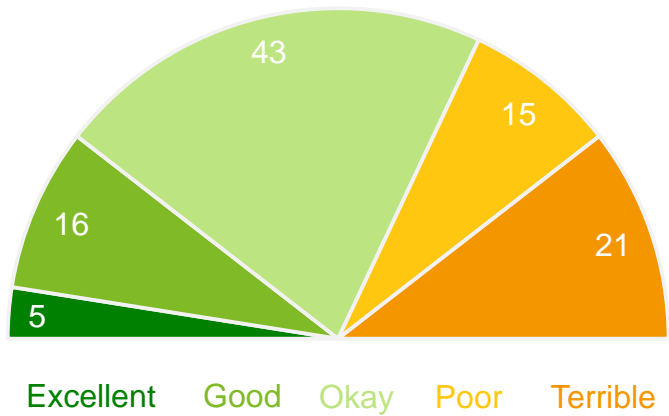
Q. How would you rate performance in the following areas?

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

The Shire of York's new automated phone answering service

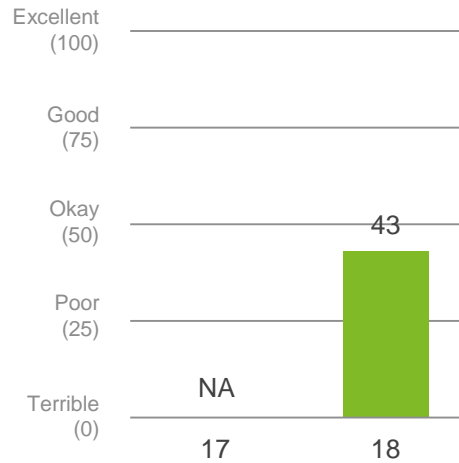
Performance ratings

% of respondents



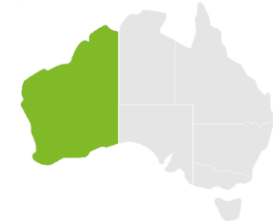
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	43
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
43	44	27	36	41	46	45	41	36	39	38	48	47	43	42	47

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

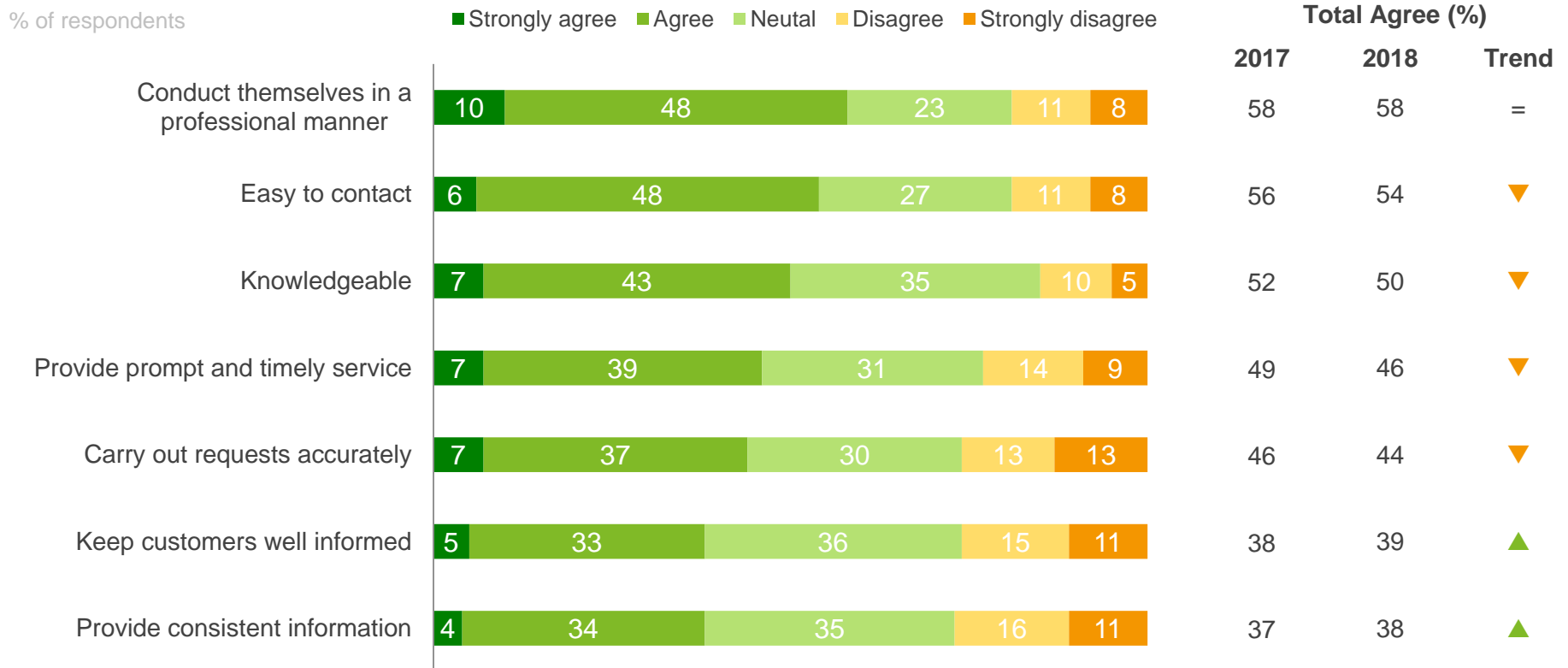
Base: All respondents, excludes 'unsure' and 'no response' (n = 192).

Customer service quality dimensions

In relation to customer service, staff continue to receive the highest ratings for professional conduct. Service levels have remained steady over the past year.

Other higher performing dimensions of customer service are ease of being contacted, followed by being knowledgeable, being prompt and timely, and carrying out requests accurately. Ratings have dropped marginally this year.

There is most room to improve **how customers are kept informed** and the provision of **consistent information**. The Shire has been making progress in these areas with both receiving slightly higher ratings this year.



Q. How strongly do you agree or disagree with these statements about current staff at the Shire of York?

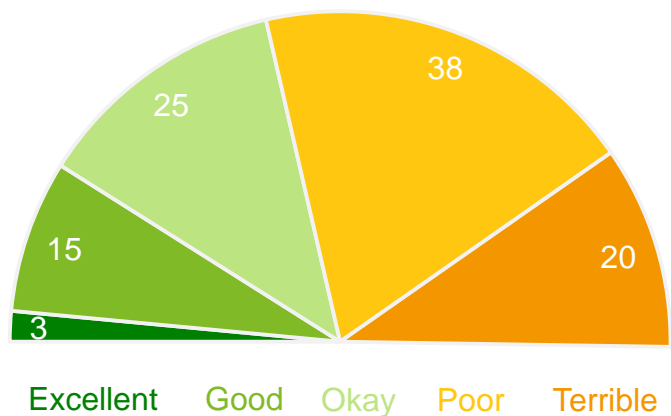
Base: All respondents, excludes 'unsure' and 'no response' (n = ranges from 346 to 370).

Economic Development

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

Performance ratings

% of respondents



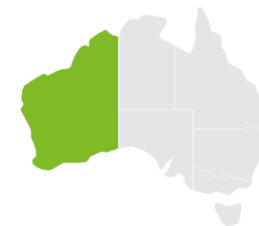
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	35
Industry High	63
Industry Standard	45

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
35	35	46	34	31	40	38	32	36	17	39	40	35	41	37	33

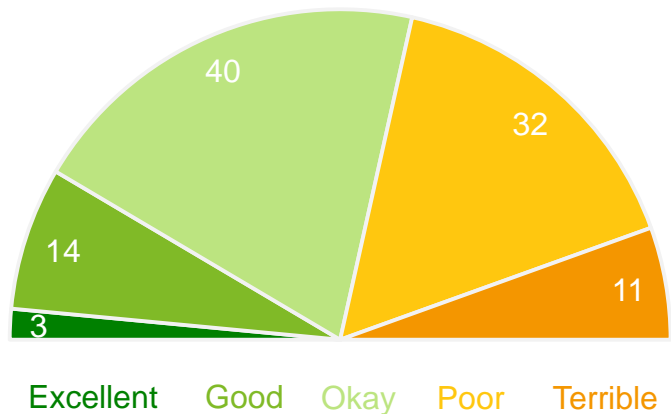
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 344).

How York Town Centre is being developed

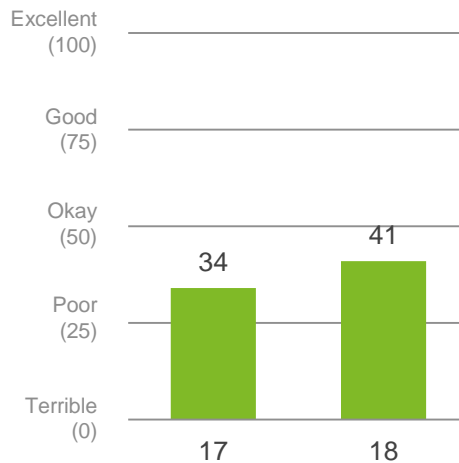
Performance ratings

% of respondents



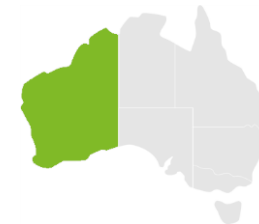
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	41
Industry High	69
Industry Standard	52

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
41	40	46	49	40	43	42	40	42	38	41	43	40	43	41	43

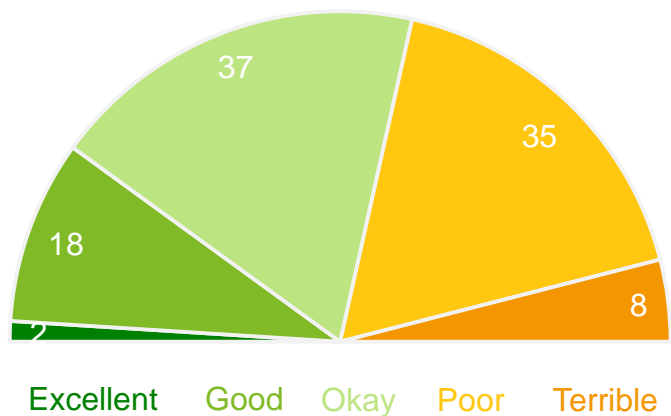
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 374).

Access to education and training opportunities

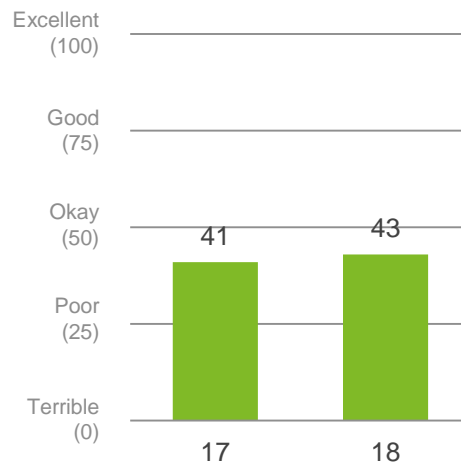
Performance ratings

% of respondents



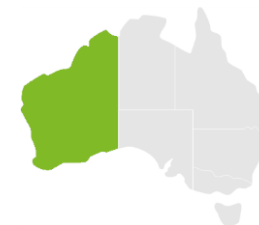
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	43
Industry High	63
Industry Standard	49

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
43	44	41	39	40	46	46	38	38	37	37	49	39	51	42	44

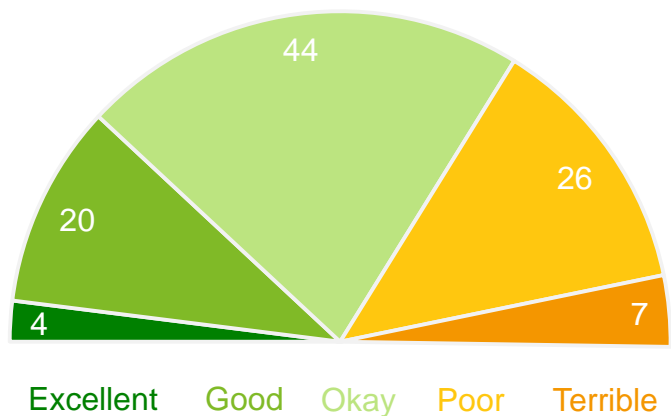
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 289).

Access to goods and services in the area

Performance ratings

% of respondents



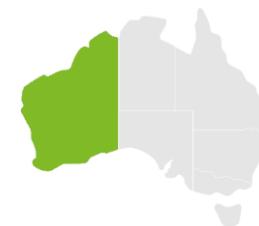
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	47
Industry High	61
Industry Standard	51

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
47	47	50	47	45	49	49	41	45	39	43	51	45	50	46	49

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

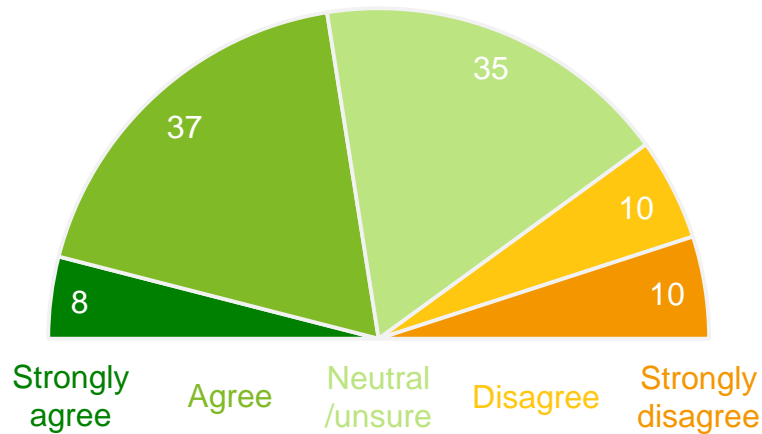
Base: All respondents, excludes 'unsure' and 'no response' (n = 367).

Community Development

I feel valued and appreciated by people in my local community

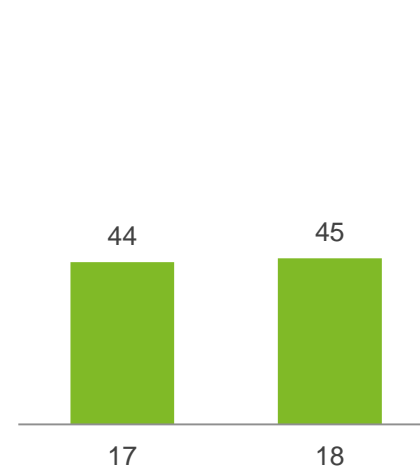
Level of agreement

% of respondents



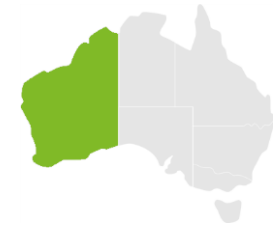
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of York	45
Industry High	80
Industry Standard	69

Variations across the community

% agree

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
45	44	33	68	45	46	49	39	36	37	41	50	38	46	46	42

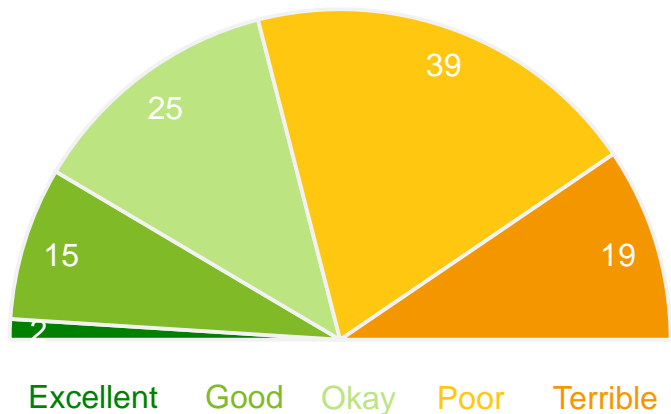
Q. How strongly do you agree or disagree with the following statements?

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

Services and facilities for youth

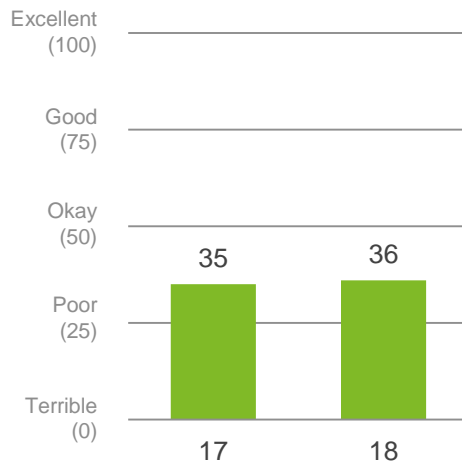
Performance ratings

% of respondents



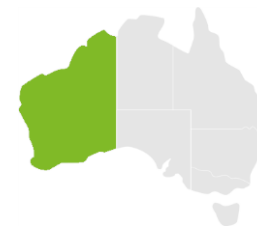
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	36
Industry High	70
Industry Standard	50

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
36	37	37	28	35	36	39	29	33	23	33	43	37	44	36	35

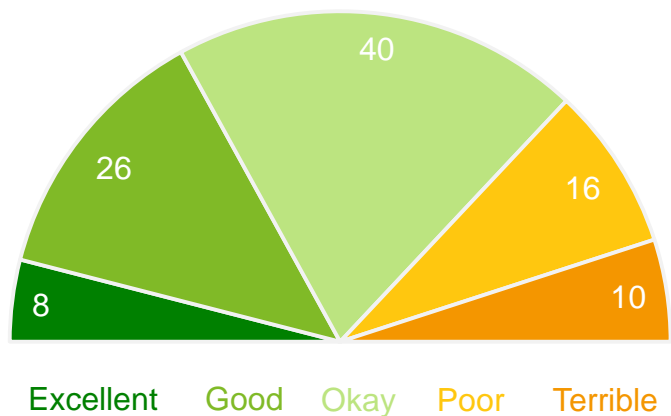
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 289).

Facilities, services and care available for seniors

Performance ratings

% of respondents



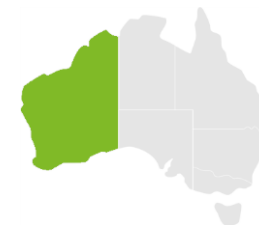
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	51
Industry High	67
Industry Standard	56

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
51	52	57	49	51	52	52	50	52	41	49	55	47	56	50	55

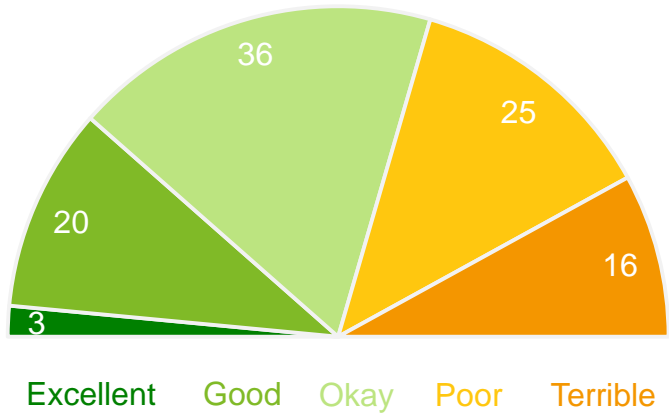
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 338).

Access to services and facilities for people with a disability

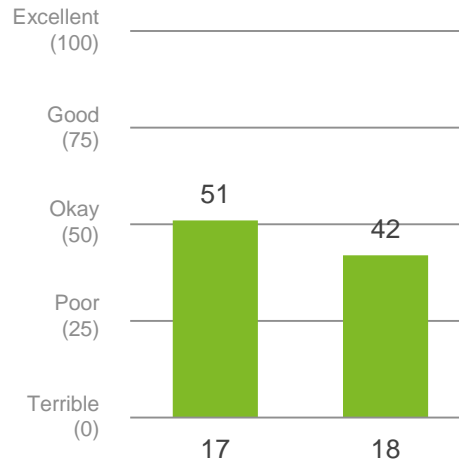
Performance ratings

% of respondents



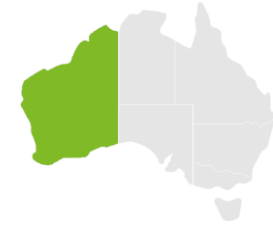
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	42
Industry High	66
Industry Standard	53

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
42	43	44	40	42	43	44	37	45	30	42	46	39	52	42	45

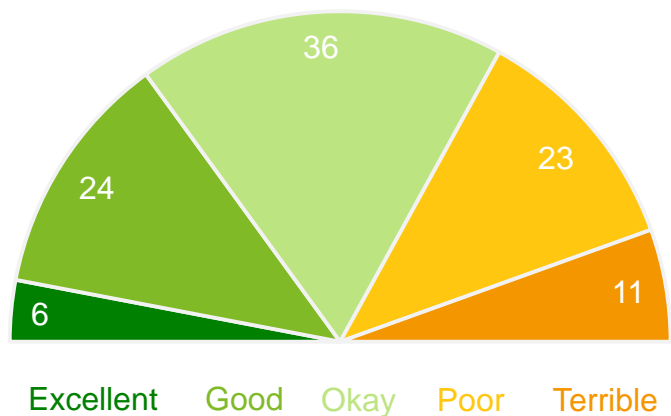
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 293).

Access to health and community services

Performance ratings

% of respondents



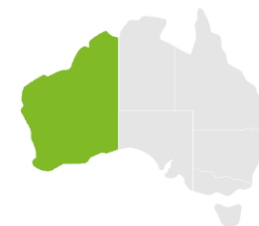
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	48
Industry High	69
Industry Standard	55

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
48	48	52	43	44	52	51	40	46	34	45	54	44	54	48	48

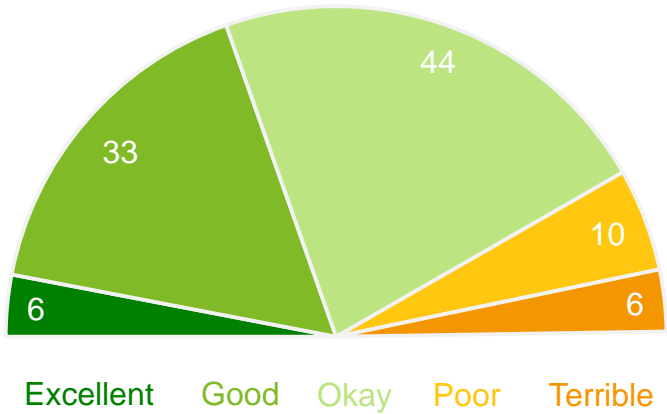
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 374).

Community buildings, halls and toilets

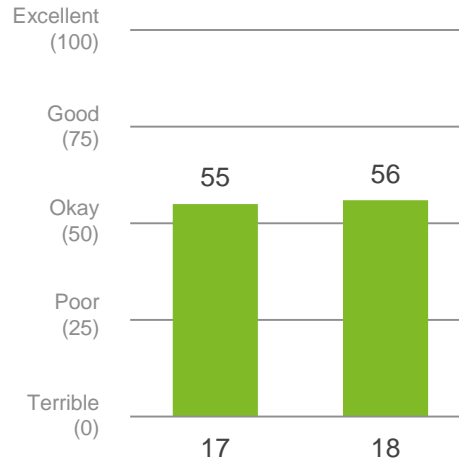
Performance ratings

% of respondents



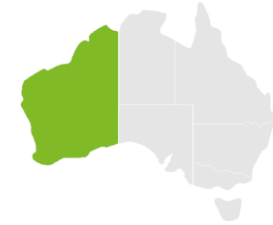
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	56
Industry High	77
Industry Standard	58

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
56	55	61	57	56	56	57	55	55	49	54	58	55	60	56	56

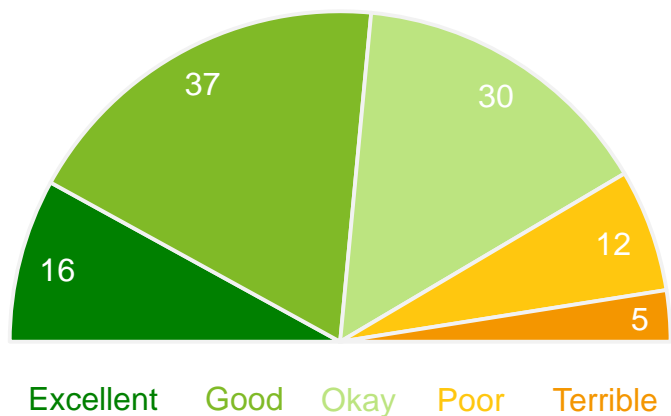
Q. How would you rate performance in the following areas?

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

Sport and recreation facilities

Performance ratings

% of respondents



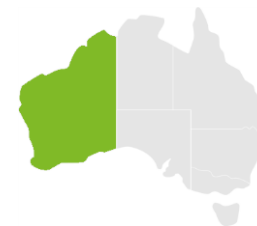
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	62
Industry High	76
Industry Standard	65

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
62	62	62	62	62	62	62	63	60	59	60	63	57	68	61	63

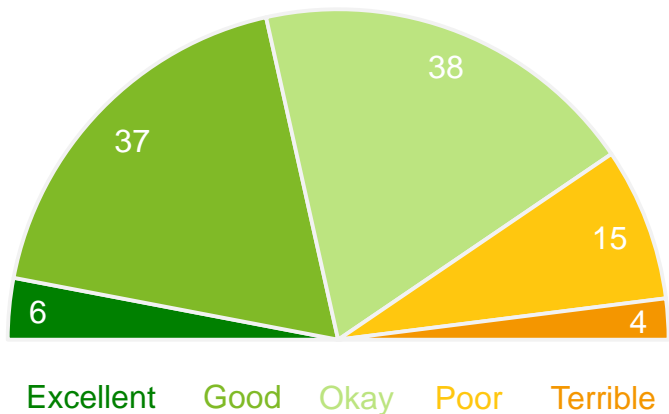
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 373).

Playgrounds, parks and reserves

Performance ratings

% of respondents



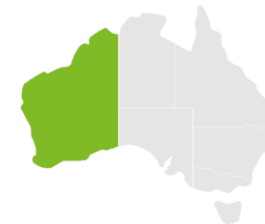
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	57
Industry High	85
Industry Standard	68

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
57	57	58	59	58	56	59	51	59	48	56	60	60	60	57	57

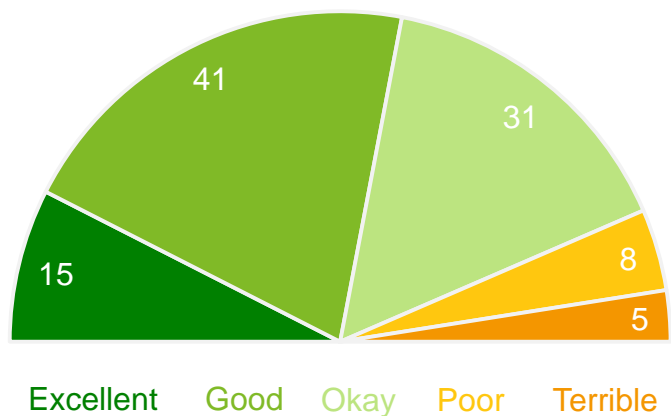
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 391).

Festivals, events and cultural activities

Performance ratings

% of respondents



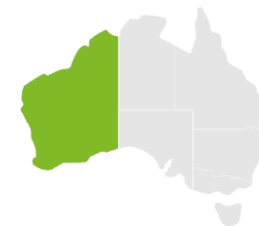
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	63
Industry High	78
Industry Standard	65

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
63	63	70	65	61	66	63	65	61	63	62	64	61	67	63	66

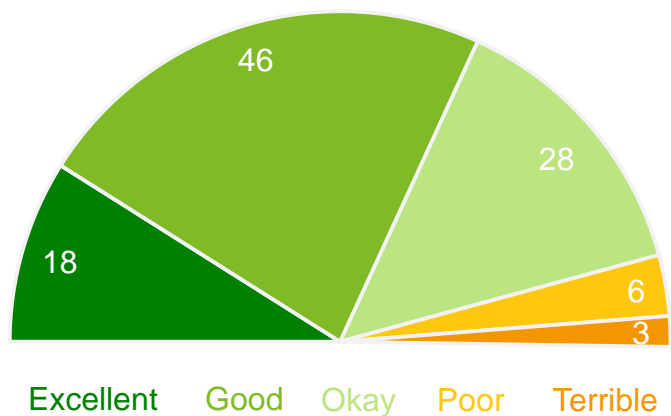
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 385).

Library and information services

Performance ratings

% of respondents



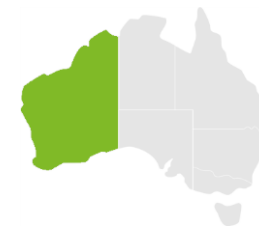
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	67
Industry High	89
Industry Standard	72

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
67	68	58	69	67	69	69	66	64	62	65	71	65	68	68	68

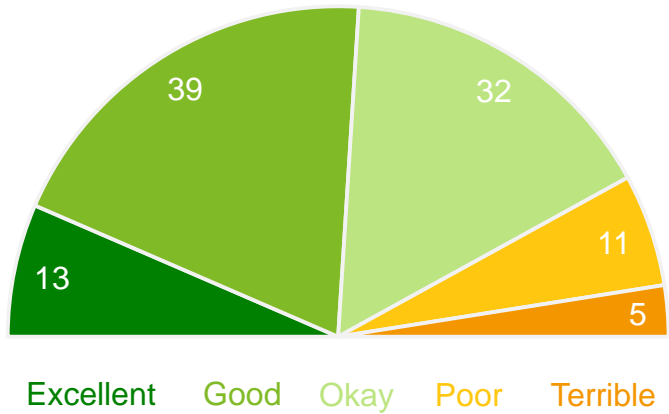
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 346).

How local history and heritage is preserved and promoted

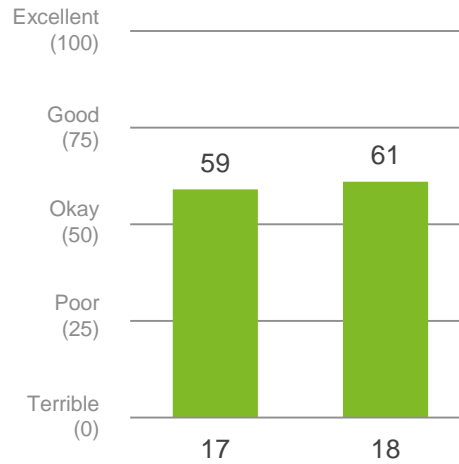
Performance ratings

% of respondents



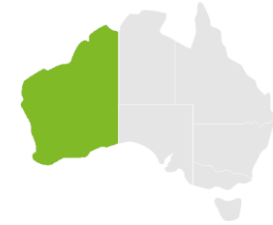
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	61
Industry High	79
Industry Standard	62

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
61	60	65	65	59	63	61	62	61	65	60	61	58	61	61	63

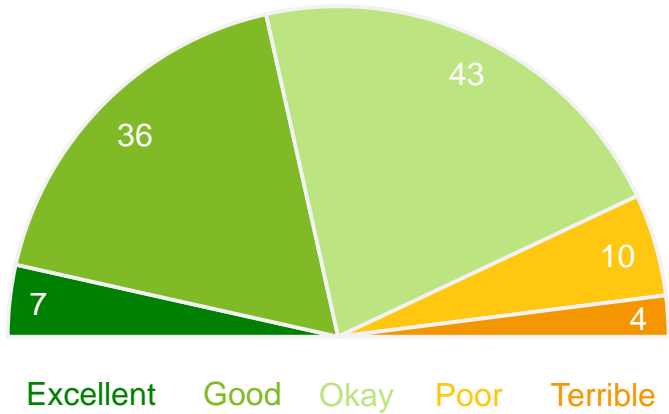
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 372).

Multiculturalism and racial harmony

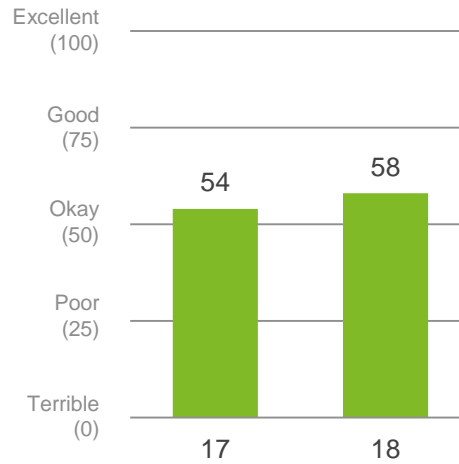
Performance ratings

% of respondents



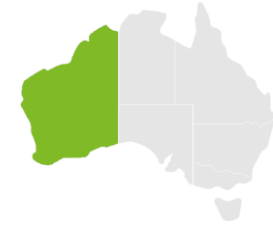
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	58
Industry High	66
Industry Standard	56

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
58	57	60	70	57	61	59	59	56	65	56	58	55	58	58	57

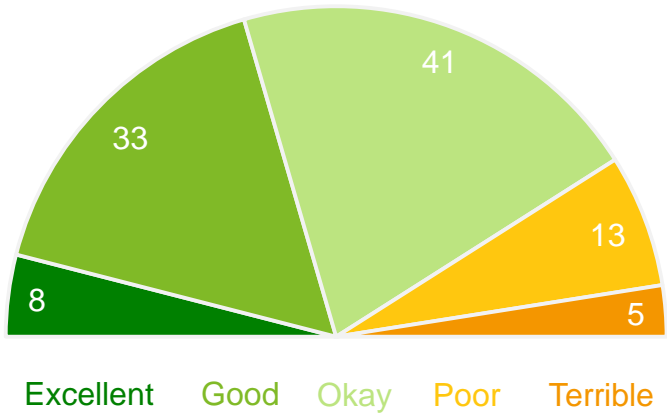
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 306).

Safety and security

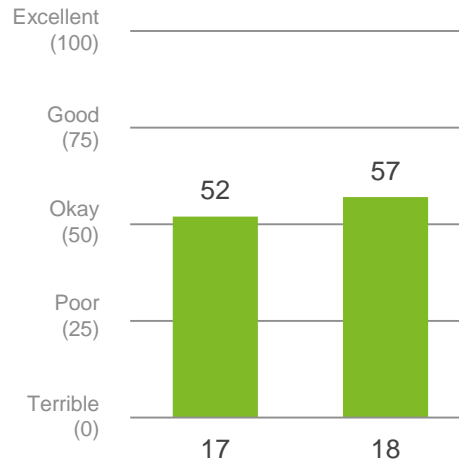
Performance ratings

% of respondents



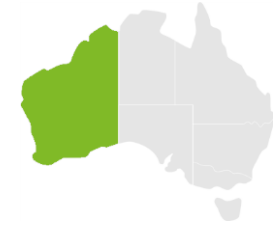
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	57
Industry High	75
Industry Standard	55

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
57	58	55	56	56	58	58	56	53	59	54	58	56	57	56	60

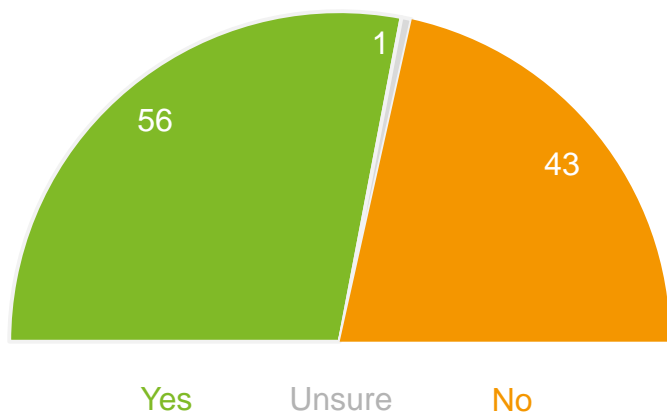
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 366).

Participation in volunteering

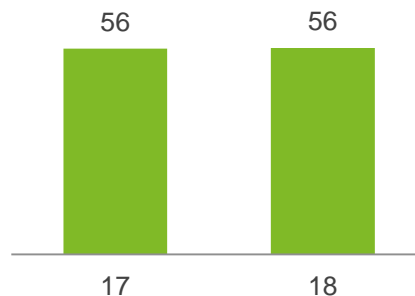
Volunteered in the last 12 months

% of respondents



Trend Analysis

% yes



MARKYT Industry Standards

% yes



Shire of York	56
Industry High	67
Industry Standard	52

Variations across the community

% volunteered in the last 12 months

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
56	56	55	64	59	53	50	72	62	70	54	54	55	52	56	59

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.

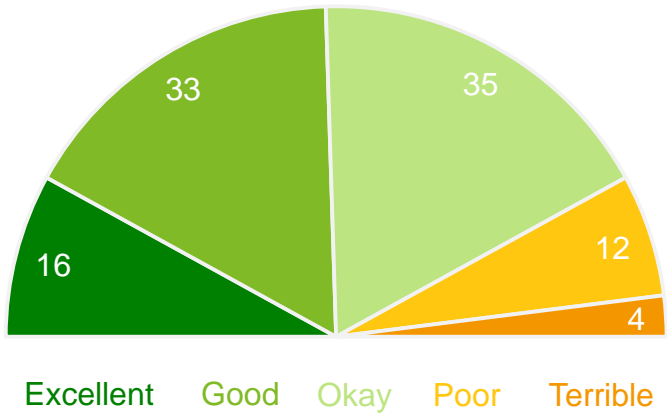
Base: All respondents, excludes 'no response' (n = 386).

Built Environment

The area's character and identity

Performance ratings

% of respondents



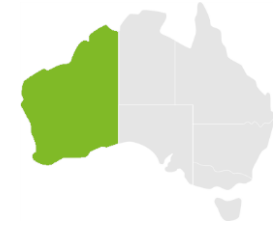
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	61
Industry High	85
Industry Standard	60

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
61	61	65	61	60	63	62	61	59	66	61	60	54	62	60	66

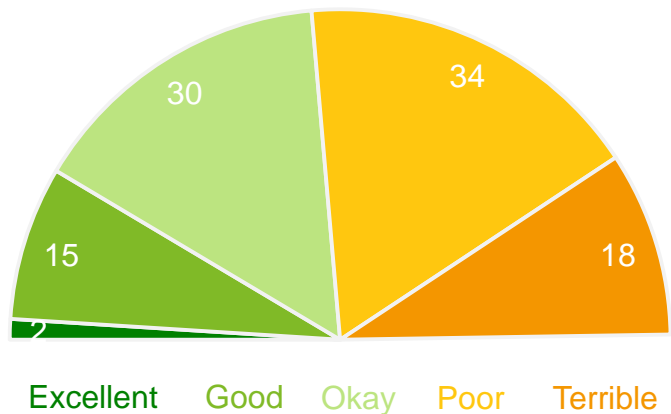
Q. How would you rate performance in the following areas?

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

Planning and building approvals

Performance ratings

% of respondents



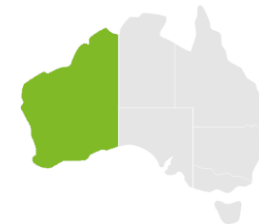
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	37
Industry High	65
Industry Standard	46

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
37	37	48	31	34	40	38	36	35	24	37	41	38	41	38	36

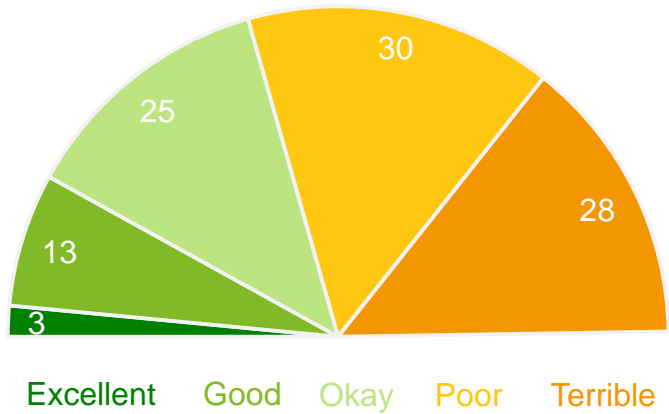
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 278).

Road maintenance

Performance ratings

% of respondents



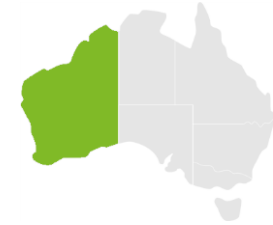
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	33
Industry High	80
Industry Standard	53

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
33	31	40	43	29	37	35	31	27	24	31	37	33	39	33	33

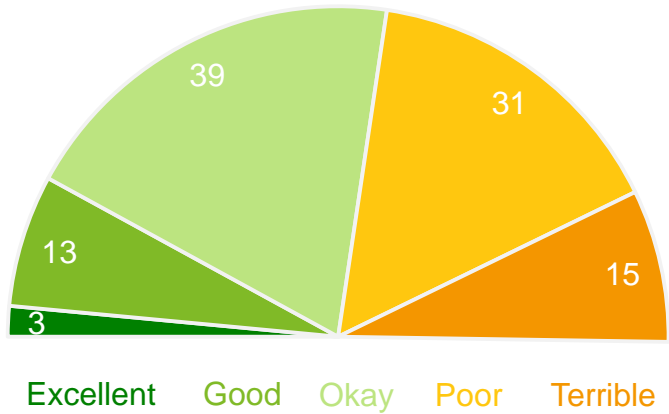
Q. How would you rate performance in the following areas?

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

Streetscapes

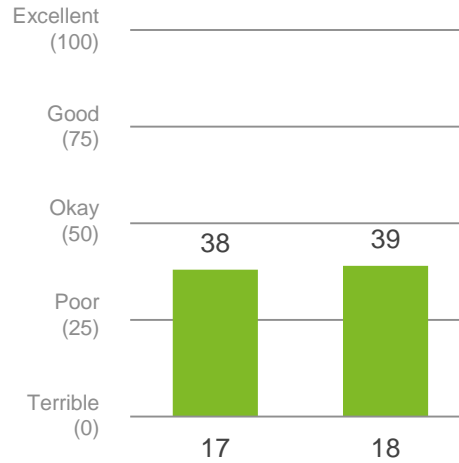
Performance ratings

% of respondents



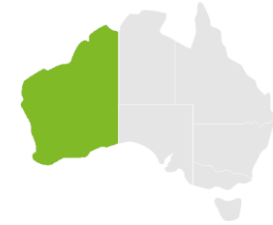
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	39
Industry High	83
Industry Standard	56

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
39	39	43	40	41	38	41	36	39	37	38	41	38	40	36	49

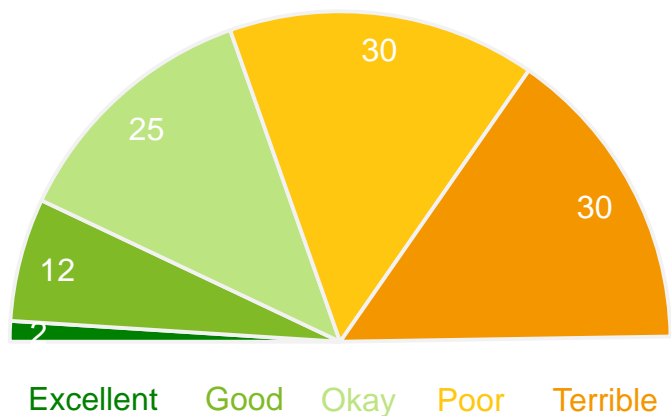
Q. How would you rate performance in the following areas?

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

Footpaths and cycleways

Performance ratings

% of respondents



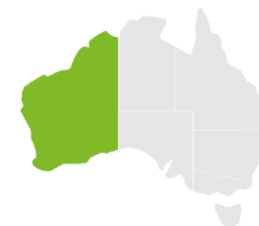
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	31
Industry High	71
Industry Standard	54

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
31	32	40	25	32	31	35	20	28	23	28	35	27	30	28	42

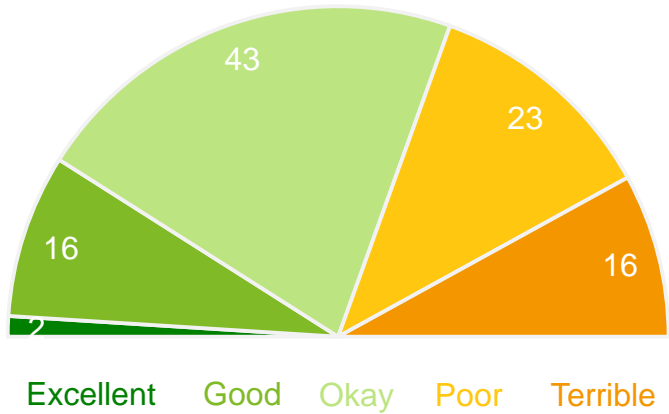
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 379).

Walk trails

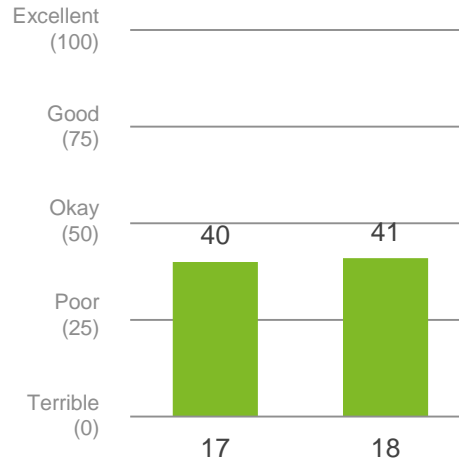
Performance ratings

% of respondents



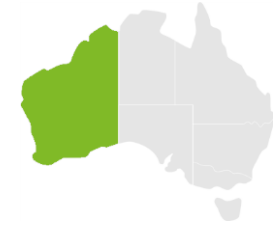
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	41
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
41	42	43	37	42	41	42	38	45	34	41	43	44	39	39	48

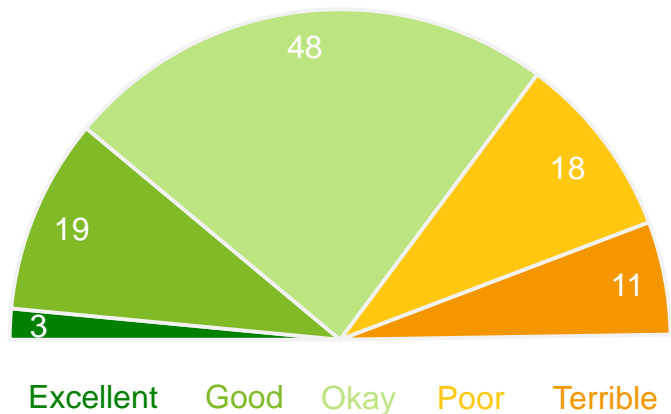
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 332).

Lighting of streets and public places

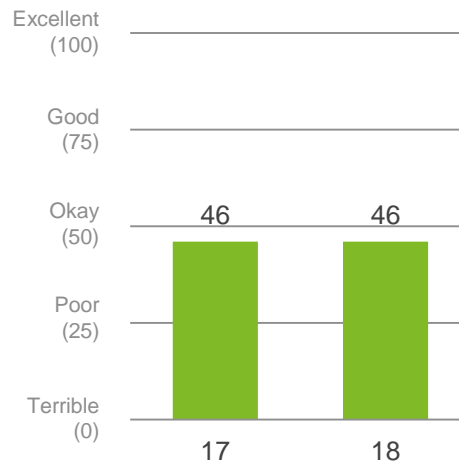
Performance ratings

% of respondents



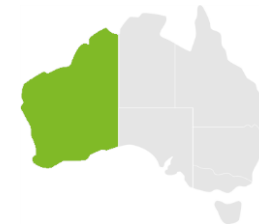
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	46
Industry High	65
Industry Standard	56

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
46	45	65	44	46	46	49	38	46	39	45	49	43	47	44	54

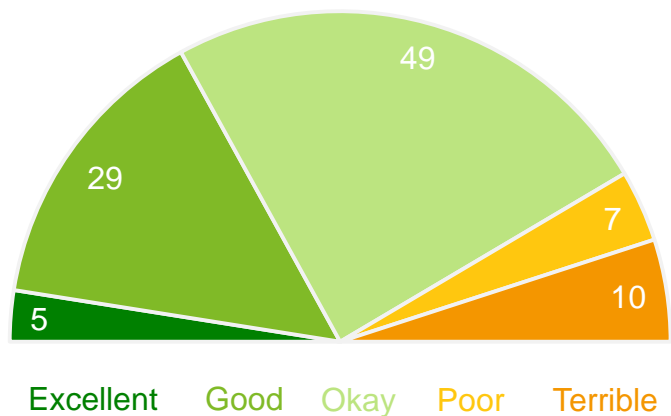
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 362).

Access to housing that meets your needs

Performance ratings

% of respondents



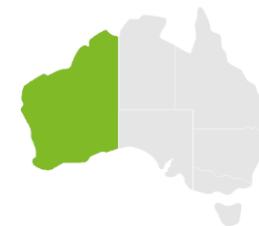
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	53
Industry High	68
Industry Standard	60

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
53	53	61	51	52	55	53	55	55	49	56	53	43	51	53	55

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

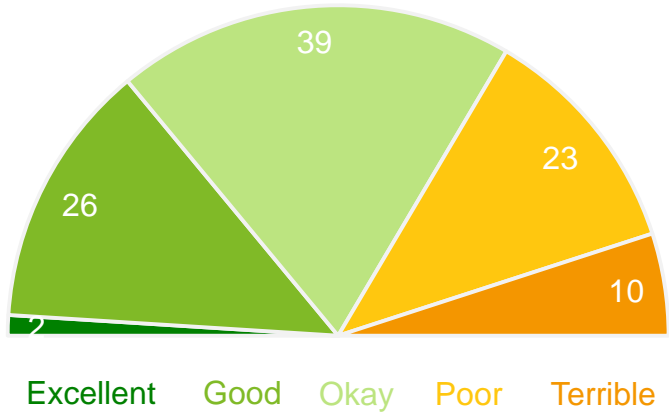
Base: All respondents, excludes 'unsure' and 'no response' (n = 285).

Natural Environment

Conservation and environmental management

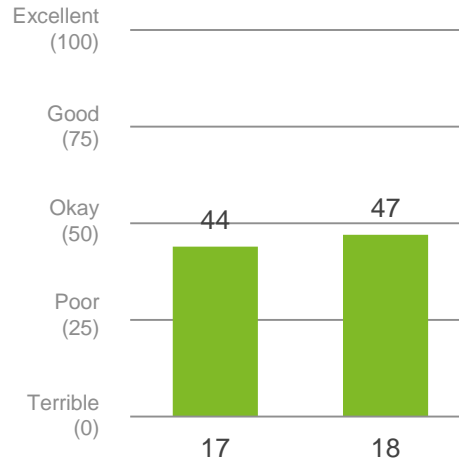
Performance ratings

% of respondents



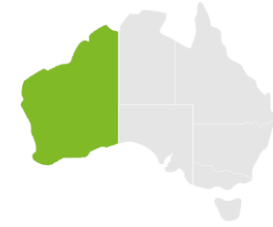
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	47
Industry High	76
Industry Standard	58

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
47	46	52	50	46	48	46	49	51	43	45	49	47	48	45	53

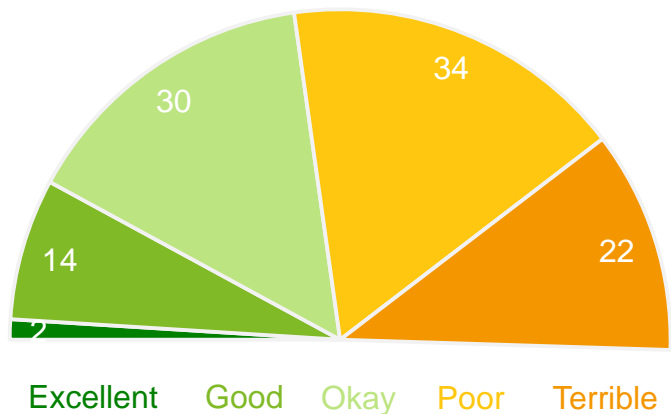
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 335).

Efforts to maintain and enhance the Avon River

Performance ratings

% of respondents



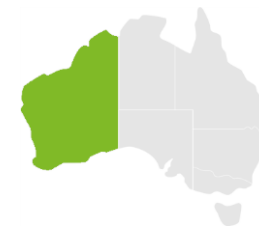
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	35
Industry High	76
Industry Standard	57

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
35	35	31	32	32	37	35	35	35	32	31	38	31	35	32	45

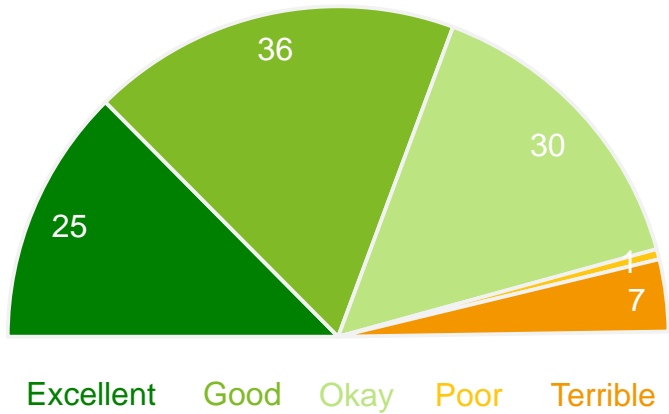
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 353).

Weekly waste collections

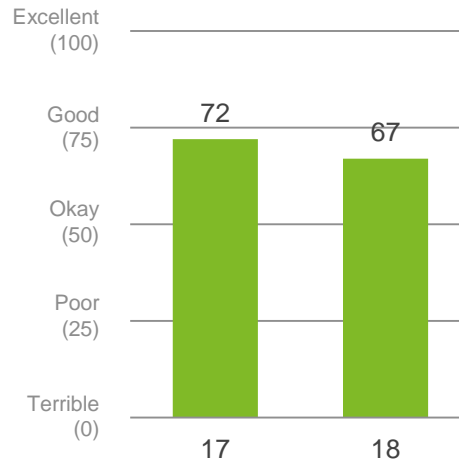
Performance ratings

% of respondents



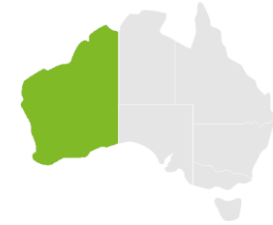
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	67
Industry High	86
Industry Standard	75

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
67	68	67	64	66	69	68	64	68	62	63	71	65	70	70	59

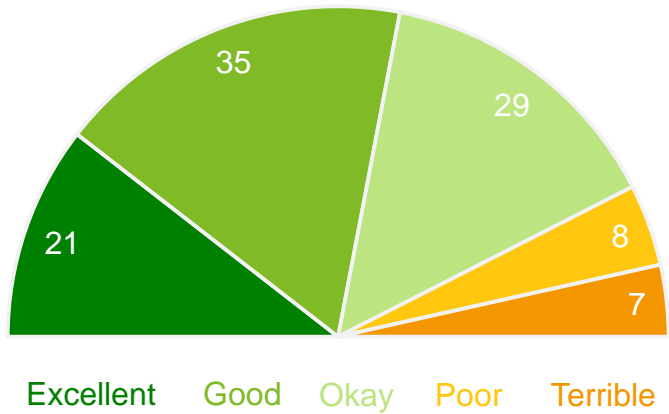
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 365).

Recycling services

Performance ratings

% of respondents



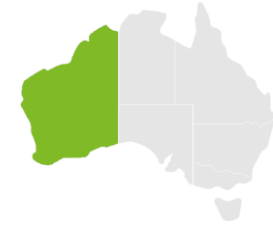
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	64
Industry High	84
Industry Standard	72

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
64	64	58	63	62	65	64	65	63	71	57	66	60	64	64	62

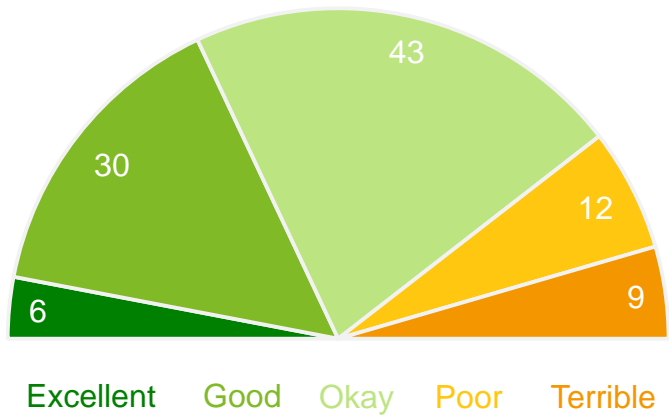
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 363).

Management of food, health, noise and pollution issues

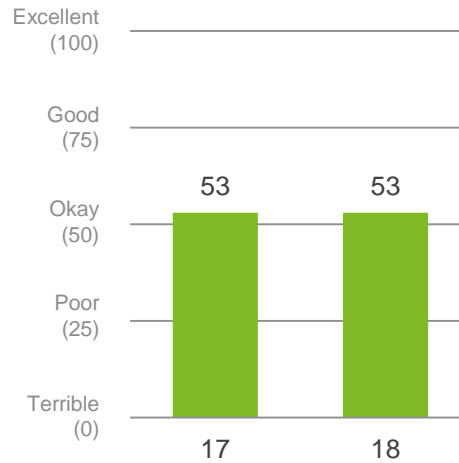
Performance ratings

% of respondents



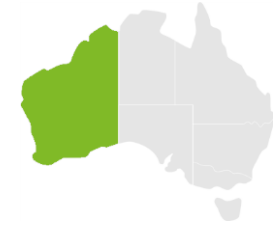
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	53
Industry High	74
Industry Standard	57

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
53	53	49	65	53	55	52	57	55	48	56	54	54	52	52	58

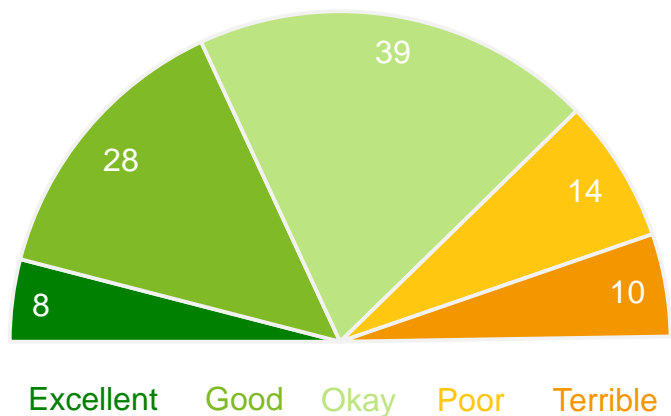
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 311).

Animal and pest control

Performance ratings

% of respondents



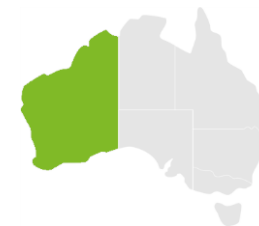
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	53
Industry High	69
Industry Standard	55

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
53	55	50	42	55	52	53	50	57	40	55	55	54	54	51	59

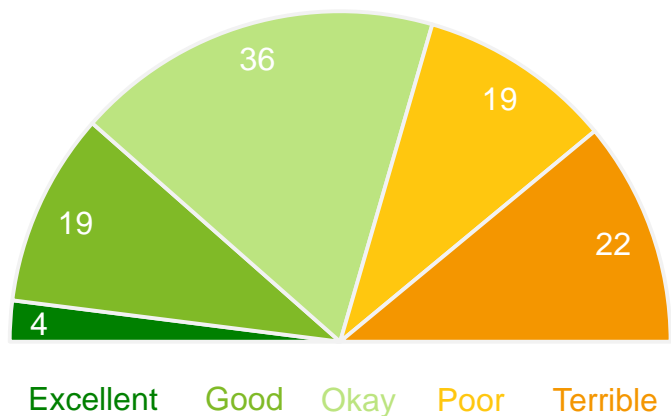
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 319).

Management of corellas in town

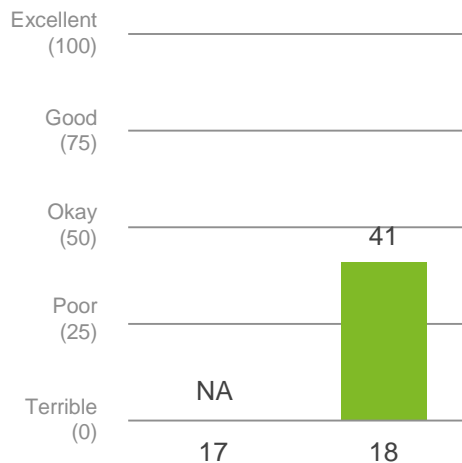
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	41
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
41	40	44	48	39	43	42	38	43	41	42	40	45	45	41	39

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 307).

Community suggestions to manage corellas in town

% of respondents



Among suggested methods for better managing corellas in town, culling programs and shooting were the most popular strategies. These respondents were concerned about the destruction and noise caused by this species. 10% of respondents felt that the corellas should be left alone.

“Better culling programs put in place. They are destroying the trees and crops.”

“Working with Government to ensure there is an adequate culling program. They are destroying not enhancing the environment.”

“Unfortunately a regular cull programme is probably the only option.”

“They need to appeal to the State Government to be allowed to shoot much greater numbers of them, they clearly have no problems maintaining a high population.”

“They need to be shot to reduce numbers. I’m sure local farmers would allow access so it isn’t done publically within town. In the past there have been clubs to assist in the process.”

“Provide licenses for people to shoot corellas on their own properties for a set period of time.”

“I like the corellas so I think leave them. They were here before us.”

“No wish to “manage” corellas. Accepted as part of area.”

“I love the sight and sound of corellas, so best management, leave them be!”

A full list of anonymous comments is provided in the Community Voices database.

Q. Which strategies or treatments would you suggest to better manage corellas in town?

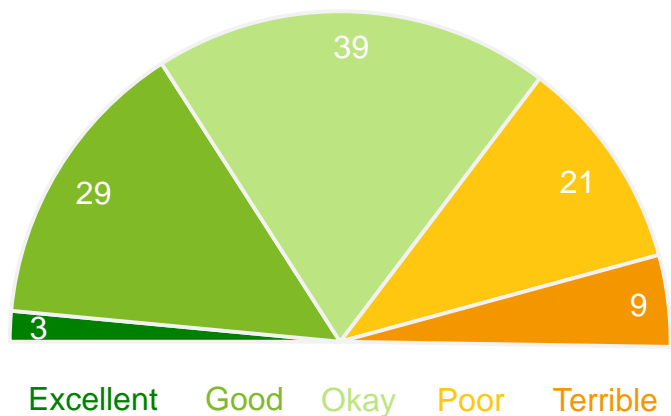
Base: all respondents who provided a valid response, excluded ‘no response’ (n = 223)

Natural disaster education, prevention and relief

(for bushfires, flooding, cyclones, etc)

Performance ratings

% of respondents



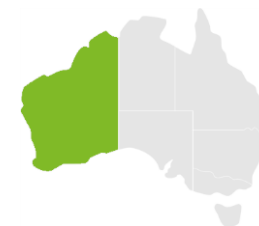
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of York	49
Industry High	63
Industry Standard	54

Variations across the community

Performance Index Score

Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
49	48	59	52	48	51	53	39	50	47	49	50	52	46	49	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 307).

Overview of Community Variances

Summary of community variances

Governance, communication and economic development

	Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
Place to live	72	73	67	73	71	73	73	71	69	71	70	74	70	73	71	76
Governing organisation	48	47	55	50	44	52	49	46	42	43	44	51	46	52	47	51
Value for money from Council rates	32	31	33	32	27	36	35	25	28	17	29	37	30	37	32	30
Council's leadership	44	45	57	35	41	48	47	37	41	29	42	49	40	50	43	49
Transparency	40	40	47	38	36	45	43	34	35	37	35	43	36	43	38	44
Advocacy and lobbying	44	44	48	40	41	48	47	38	39	35	40	48	39	50	43	46
How the community is consulted	41	41	50	36	38	44	44	38	36	32	39	45	35	45	40	44
How the community is informed	47	48	56	42	46	49	49	45	45	43	45	50	40	52	45	54
Website	55	55	59	55	52	58	57	53	52	56	55	55	48	56	55	55
Comunity Update	63	64	66	60	63	65	67	58	57	62	60	66	62	66	62	68
Social Media presence	51	50	67	52	51	51	51	52	48	49	49	53	42	52	51	49
Customer service	58	58	66	59	57	59	62	49	54	45	55	63	59	57	58	58
Phone answering service	43	44	27	36	41	46	45	41	36	39	38	48	47	43	42	47
Economic development	35	35	46	34	31	40	38	32	36	17	39	40	35	41	37	33
York Town Centre development	41	40	46	49	40	43	42	40	42	38	41	43	40	43	41	43
Education and training	43	44	41	39	40	46	46	38	38	37	37	49	39	51	42	44
Access to goods and services	47	47	50	47	45	49	49	41	45	39	43	51	45	50	46	49

Summary of community variances

Community development

	Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
Youth services and facilities	36	37	37	28	35	36	39	29	33	23	33	43	37	44	36	35
Seniors services, facilities and care	51	52	57	49	51	52	52	50	52	41	49	55	47	56	50	55
Disability access	42	43	44	40	42	43	44	37	45	30	42	46	39	52	42	45
Health and community services	48	48	52	43	44	52	51	40	46	34	45	54	44	54	48	48
Buildings, halls and toilets	56	55	61	57	56	56	57	55	55	49	54	58	55	60	56	56
Sport and recreation	62	62	62	62	62	62	62	63	60	59	60	63	57	68	61	63
Playgrounds, parks & reserves	57	57	58	59	58	56	59	51	59	48	56	60	60	60	57	57
Festivals, events, art & culture	63	63	70	65	61	66	63	65	61	63	62	64	61	67	63	66
Library & information	67	68	58	69	67	69	69	66	64	62	65	71	65	68	68	68
History & heritage	61	60	65	65	59	63	61	62	61	65	60	61	58	61	61	63
Multiculturalism / racial harmony	58	57	60	70	57	61	59	59	56	65	56	58	55	58	58	57
Safety & security	57	58	55	56	56	58	58	56	53	59	54	58	56	57	56	60

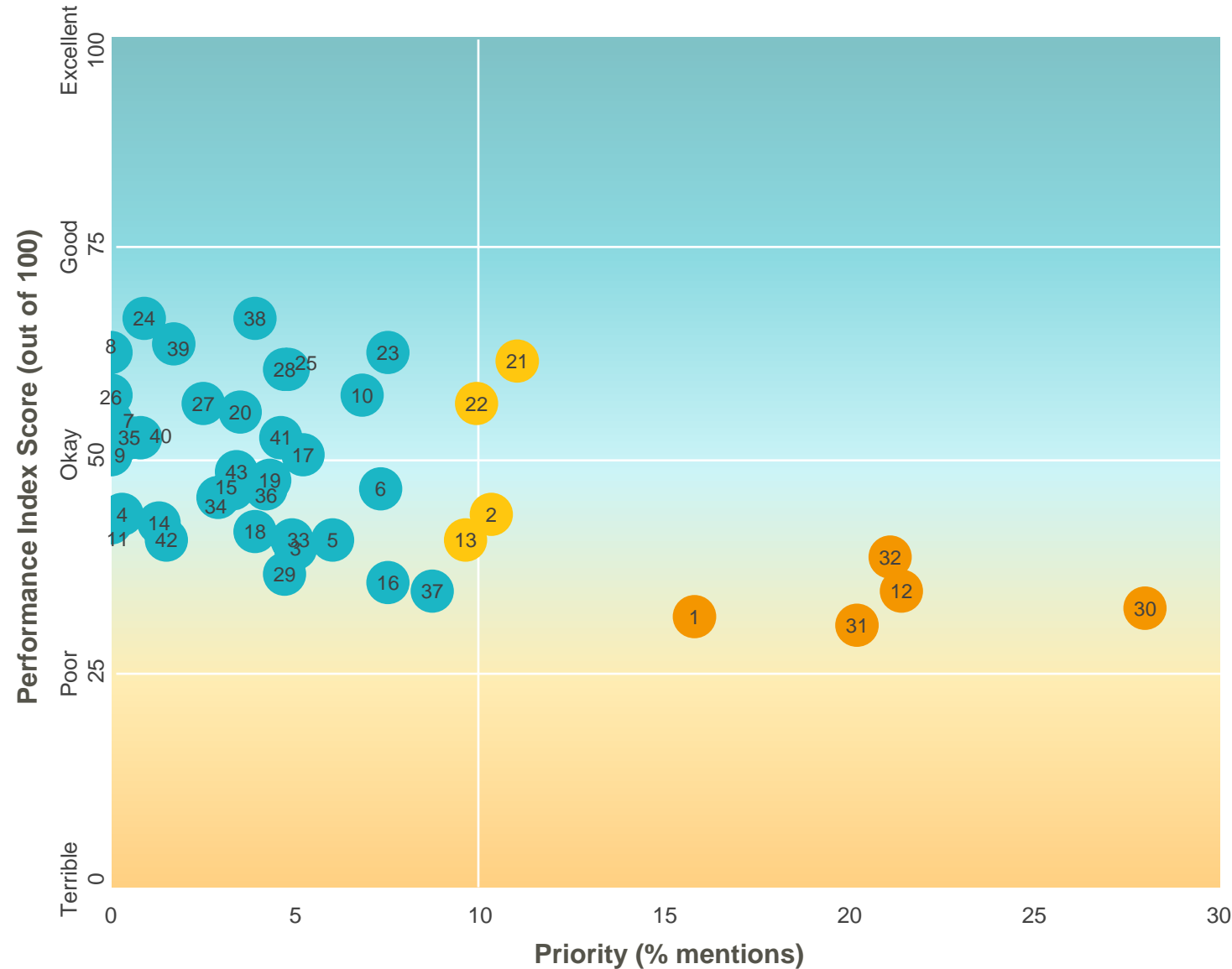
Summary of community variances

Built and natural environments

	Total	Owner-occupier	Holiday home / Investor	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	York	Other
Character and identity	61	61	65	61	60	63	62	61	59	66	61	60	54	62	60	66
Planning & building approvals	37	37	48	31	34	40	38	36	35	24	37	41	38	41	38	36
Road maintenance	33	31	40	43	29	37	35	31	27	24	31	37	33	39	33	33
Footpaths & cycleways	31	32	40	25	32	31	35	20	28	23	28	35	27	30	28	42
Streetscapes	39	39	43	40	41	38	41	36	39	37	38	41	38	40	36	49
Walk trails	41	42	43	37	42	41	42	38	45	34	41	43	44	39	39	48
Lighting	46	45	65	44	46	46	49	38	46	39	45	49	43	47	44	54
Access to housing	53	53	61	51	52	55	53	55	55	49	56	53	43	51	53	55
Conservation & environment	47	46	52	50	46	48	46	49	51	43	45	49	47	48	45	53
Avon River	35	35	31	32	32	37	35	35	35	32	31	38	31	35	32	45
Weekly waste collections	67	68	67	64	66	69	68	64	68	62	63	71	65	70	70	59
Recycling services	64	64	58	63	62	65	64	65	63	71	57	66	60	64	64	62
Food, health, noise & pollution	53	53	49	65	53	55	52	57	55	48	56	54	54	52	52	58
Animal & pest control	53	55	50	42	55	52	53	50	57	40	55	55	54	54	51	59
Management of corellas	41	40	44	48	39	43	42	38	43	41	42	40	45	45	41	39
Natural disaster prevention	49	48	59	52	48	51	53	39	50	47	49	50	52	46	49	50

Addressing Community Priorities

MARKYT Community Priorities Window™



- 1 Value for money from Council rates
- 2 Council's leadership
- 3 Transparency
- 4 Advocacy and lobbying
- 5 How the community is consulted
- 6 How the community is informed
- 7 Website
- 8 Community Update
- 9 Social Media presence
- 10 Customer service
- 11 Phone answering service
- 12 Economic development
- 13 York Town Centre development
- 14 Education and training
- 15 Access to goods and services
- 16 Youth services and facilities
- 17 Seniors services and facilities
- 18 Disability access
- 19 Health and community services
- 20 Buildings, halls and toilets
- 21 Sport and recreation
- 22 Playgrounds, parks & reserves
- 23 Festivals, events, art & culture
- 24 Library & information
- 25 History & heritage
- 26 Multiculturalism
- 27 Safety & security
- 28 Character and identity
- 29 Planning & building approvals
- 30 Road maintenance
- 31 Footpaths & cycleways
- 32 Streetscapes
- 33 Walk trails
- 34 Lighting
- 35 Access to housing
- 36 Conservation & environment
- 37 Avon River
- 38 Weekly waste collections
- 39 Recycling services
- 40 Food, health, noise & pollution
- 41 Animal & pest control
- 42 Management of corellas
- 43 Natural disaster prevention

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 York to focus on improving? Base: All respondents, excludes no response (n = 404)

Challenges | identified by the community

- Unsafe road conditions.
- Insufficient grading of unsealed rural roads.
- Lack of road maintenance across the Shire.
- Overhanging branches.
- Poor drainage.
- Pot holes and poor quality road repairs.
- Unsafe curbing and road shoulders.

Actions | suggested by the community

1. Regular grading of unsealed roads.
2. Seal rural roads that are frequently used by heavy vehicles.
3. Improve road maintenance across the Shire.
4. Fill pot holes and ensure road upgrades are carried out to provide lasting results
5. Prune overhanging trees and make shoulders safer for vehicles and pedestrians.
6. Improve drainage along roads.

Community Voices

“Road maintenance needs to be kept up - several roads which provide access into town have issues with deterioration.”

“There is a major road condition issue in this town, which not only makes the town appear run-down visually, but more importantly is a safety issue, especially when weather conditions are an added issue.”

“The outer gravel roads of the shire, we pay a lot of money on rates and only get our roads graded once or twice a year. Very very poor standard for the York Shire.”

“Rural roads...Graders need to be out on rural roads all year.”

“Roads in the Shire which are pretty heavily used by trucks at certain times of the year but are still graveled. Wambyn and Boyercutty Roads should be sealed!!!...”

“Maintenance of roads especially rural (shoulder grading) and more tree pruning along roadways.”

“Roads are in a state of disrepair and should be councils number one focus. Trees need to be pruned on rural roads because it is not safe at the moment.”

“Better maintenance on roads, drainage and culverts etc.”

“Drainage - street curbing and culverts.”

“The roads within the Shire of York need to be improved. This work needs to be undertaken by trained, experienced staff/contractors who are able to do the job competently...”

“Road maintenance within town. Tenth Rd a disgrace and a danger to pedestrians.”

“Bottom half of Knotts Road, from Emins Farm down to Avon Terrace. Always got pot holes.”

Challenges | identified by the community

- Unappealing and unkempt town entrances.
- Lack of maintenance along Avon Terrace.
- Long grasses and weeds.
- Litter.
- Unkempt residential properties.
- Reflects a lack of pride in York and creates a poor impression for tourists.

Actions | suggested by the community

1. Develop plan to improve and enhance streetscapes, especially at town entrances.
2. Seek inspiration from other towns.
3. Revitalise Avon Terrace and encourage local businesses to enhance their shop fronts.
4. Mow verges and remove weeds.
5. Target littering.
6. Plant and protect more street trees.

Community Voices

“York town streetscape and entry points to town to create a better impression. Also from a tourism and visitor point of view, developing a clear AND ATTRACTIVE branding that is more attractive to visitation and overnight stays.”

“All entrances to town need to be welcoming and attractive to visitors and residents alike. Footpaths throughout town could be much more attractive. Follow the examples of other Wheatbelt towns e.g. Quarading, Bruce Rock. On entering these and other like place one gets the immediate impression that this town is proud of itself and believes in itself.”

“I would like to see the verges on the main road into town made presentable. It looks like we have no pride. It looks unloved. No pavements on the houses side and weeds on the other. What a terrible entrance.”

“Encouraging the building owners to take more pride in the shop frontage.”

“Streetscape of Avon Terrace. Needs trees and fairy lights at night.”

“Showing some interest in mowing and maintaining street verges. Long grass everywhere.”

“I'd like to see more trees in town. More pots of colour and businesses taking care of the frontages. Less litter.”

“Rubbish and litter - streets and roadside. Maintain grass and weeds, roadside and streets.”

“I would like to see more trees planted, particularly along streetscapes and laws introduced to protect older trees as there has been unwarranted removal of many proper road works, as opposed to "band-aid" repairs.”

“Need to adopt a road/verge cleaning policy and an Environmental Centre.”

Challenges | identified by the community

- Not enough footpaths means pedestrians have to walk on the road.
- Limited footpath connectivity.
- Trip hazards caused by uneven and rough surfaces.
- Weeds and overhanging branches.
- Poor access for people with wheelchairs, zimmer frames, prams etc.

Actions | suggested by the community

1. Build more footpaths, especially along popular pedestrian streets.
2. Increase footpath and cycleway connectivity throughout the Shire.
3. Greater consideration for disability access.
4. Improve footpath surfaces and maintenance.

Community Voices

“Footpaths and cycleways for residents and tourists to use for getting around the town.”

“Footpaths need fixing, a lot of the footpaths are uneven with tree roots lifting paths and are a trip hazard and also not easy to walk on especially if pushing a pram or on a bike or wheelchair etc. More paths to walk along instead of walking on gravel.”

“Poor condition of paths and roads appears to be one of the most-discussed issues in social circles and affects the overall look of the town with regard to tourism. Let's get these roads and paths fixed up! I love York, moving here is the best thing I've done.”

“Footpaths along main roads to walk on – a lot of the popular walking roads for that matter have no footpaths.”

“Footpaths that follow the whole road (i.e. Ford St, Grey St)...There are not that many pathways for people to walk on. Most of the time I have to walk on the road which is a BIG safety concern. The few that there are should be usable, and free from hazards.”

“Better footpaths, so that the elderly can walk or push their zimmer frames into town. Better connection of those paths already there.”

“Footpaths, with an aging population reliant on gophers the elderly and infirm are at risk of serious injury with either no footpath or poorly maintained paths. Ramps too are in the wrong places and at a dangerous angle.”

“I would really like to see cycleways installed or increase pathways to reduce car transport.”

“Upgrading footpaths or at least keeping them weed free. Some are an absolute disgrace.”

Challenges | identified by the community

- Lack of focus on economic development.
- Too much red tape discourages business and investment.
- Not enough promotion of the town.
- High rents and empty shops.

Actions | suggested by the community

1. Focus on economic development.
2. Encourage business investment.
3. Develop a tourism plan and promote the Shire to tourists and potential investors.
4. Reduce red tape to encourage existing and new businesses to grow.
5. Increase support for festivals and events to bring more people to the area.

Community Voices

“Helping businesses to move forward without the usual red tape, making sure we welcome visitors by training shop staff & making shops upgrade their properties to look nice some are very in need of a coat of paint, maybe some things to occupy children visiting York, not increasing rates on private housing as they are very high now.”

“Encouraging new business, if existing landlords charging exorbitant rates then penalise them as they are either stopping encouraging business or discouraging existing tenants.”

“Encouraging new business/trades in town.”

“Focus on improving and putting York on the map.”

“It is vital the Shire of York adopt a more practical common sense approach and get behind those individuals with entrepreneurial ideas in the areas of Development in general and particularly tourism. York needs to be the town that APPROVES, NOT DISAPPROVES applications to grow our town in these areas. Too much RED tape.”

“Focus on improving its competitive advantages such as close proximity to Perth, and its picturesque locality. So encourage tourist ventures and make it streamlined for people to set up ventures. Also encourage festivals etc. (as already being done as a start).”

“Probably economic development - more festivals etc. to draw tourists and potential residents to the town.”

“Tourism opportunities, coordination of community events/festivals, with simplified approval processes particularly road closure format!!”

“Investment by the Council in business, this can be clearly seen by the number of buildings for lease and number of houses for sale, it is only when you have bigger businesses in the area will this be overcome. Tourism is the number one draw card, so you need to invest in that!! e.g. enhancing the river foreshore more user friendly and usable for tourist. Get the work done, overcome delays in infrastructure projects...”

Challenges | identified by the community

- Perceived lack of value for money from Council rates, especially in rural areas.
- Rates are considered too high when compared to other local government areas.
- Concerns regarding how rates are being spent.

Actions | suggested by the community

1. Develop strategies to improve resident perceptions regarding value for money as well as spending efficiency.
2. Consider rate reductions and/or limit rate increases.

Community Voices

“Give us better value for our rates. Comparing to Northam (yes, I know they're a bigger town and overall Northam has a greater overall return on their rates due to their dwelling numbers) we're paying on average 10%-15% higher with much lower "value-for-money".”

“We are paying extremely high rates for which we receive nothing. The road we are situated on is serviced by Main Roads, we have no mail service, no water service, no rubbish service, but still are rates are excessive. With no services provided by the Shire and living a distance from York we receive no benefit from rate expenditure. Financially and service wise we would be better living elsewhere.”

“To reduce land rates a little would be greatly appreciated.”

“Reducing costs to ratepayers. There is absolutely no justification for increases each year in the present economic climate.”

“Lower rates. Rates are too high. Stop raising rates.”

“Rates use efficiency.”

““Everything”. Town hasn't shifted in 10 years we have been here. Gone down hill. Only thing on the up is our rates. More expensive than house in city.”

“Reduce the rates. Stop increasing staff in the administration.”

“Money keeps being spent on upgrades to roads which are already bituminised while other important roads remain unsealed....seems a bit parochial and unfair.”

“Get the rates down!! The cents per grv paid is ridiculously high. It ought be no more than 7 cents for the services provided. Not 12 cents.”

Council's leadership within the community

Challenges | identified by the community

- Perceived disconnect and lack of understanding between the council and the community.
- Concerns that the Shire demonstrates restrictive and reactive leadership.
- Perceived secrecy and limited transparency during decision-making.

Actions | suggested by the community

1. Develop strategies to improve communication and collaboration between the Shire and the community.
2. Improve visibility.
3. Work to improve perceptions of inclusivity, transparency, leadership and vision.

Community Voices

“The Shire of York needs to improve the connection to the people. If a survey is done, listen to what people say and communicate the results instead of going ahead regardless to satisfy own opinions.”

“York has many aspects - location, history, agriculture, tourism, population, community and community organization, natural environment, town, etc. etc. and needs leadership to gel.”

“Getting its act together and working positively in the community to provide leadership and services.”

“Leadership from the CEO and Shire President in a way that demonstrates that they are aware of local community needs and have a positive approach to inclusion and using local business as supplies.”

“Being known as a "Can do" Shire and not a "Cannot Do" Shire. Find ways to support people who want to build their dream here in York. Not find ways to obstruct!!”

“Communication from elected members...Stop secrecy by Councillors - debate agenda items at council meetings.”

“Communication, care about the community, answer letters and emails, my observations of the Administration office is that it is over staffed and inefficient.”

“York has lots of potential as a tourism hot spot maybe we need people in charge with more experience in this area. With new better ideas. Too many old heads and old locals down at the shire.”

How York Town Centre is being developed

Challenges | identified by the community

- Lack of vibrancy in York Town Centre.
- Limited attractions for tourists and services for locals.
- Unappealing streetscaping and maintenance along Avon Terrace.

Actions | suggested by the community

1. Enhance and improve the town centre's vibrancy and appeal.
2. Consider local markets or making Avon Terrace a pedestrian mall.
3. Encourage more business and investment.
4. Improve the Avon Terrace streetscape and assist businesses to improve shop fronts.
5. Enhance and promote the main street's heritage.

Community Voices

"The Main Street needs to be improved. Toodyay is a great example of what York could become. It is very inviting and is uniform in its look."

"Greater vibrancy in Avon Terrace to attract tourism."

"Main street needs life in it. Remove traffic."

"Need to focus on upgrading Avon Terrace and surrounds. Enhance the CBD area - underground power, trees, better footpaths and streetscape plan and offer assistance. Avon river enhancement. Cut red tape, quicker planning and building approvals - make it easier to do things."

"York needs more shops for visitors and local people to use. Lower the cost of rental shops for businesses e.g. Need more food shops, retail shopping, clothing, footwear etc. We need regular public transport buses/trains in York. In need of a Farmer Jacks or Coles/Woolworths as IGA needs competition. We need more work employment for people in York."

"Main streetscape. Encourage shop owners to keep frontages tidy. Sweep door steps, clean windows, brush cobwebs. Buildings need painting, balls on top replaced etc. to promote heritage town. Keep bins in Avon Tce CLEAN. All old notices need to be removed once event is over."

"Main St - as we are very hot in summer suitable trees should be planted both sides CBD. Verandahs re-installed front of shops as has been done in many Victorian towns tourists love them with the old timber support posts (ornate) and shade."

"Appearance of streetscape in main street. Revamp of all old buildings in main street with a focus on heritage it is what tourists come here to see."

Challenges | identified by the community

- The local swimming pool is considered too cold and not open long enough during Summer.
- Expensive gym membership fees.
- Concern regarding changes to the YRCC including change in ownership and the resulting impact on local sports.

Actions | suggested by the community

1. Heat the local swimming pool and improve pool facilities.
2. Increase sporting and recreation options such as a local skate park.
3. Reduce gym membership fees for residents.
4. Further investigate community views regarding changes to the YRCC.

Community Voices

“The local swimming pool. Needs improving and if heating is too costly a blanket to keep the pool warmer would be ideal. The swimming pool if freezing, if it was warmer probably more people would go there to swim. A decent skate park for the youth. There needs to be more available for teenagers in the town.”

“Pool needs heating. Sporting needs to be more accessible, i.e. tennis courts open, gym too high a cost. Rates too high for what Community gets.”

“Keep sporting venues in good order to keep kids from getting bored and troublesome.”

“The hours the swimming pool is open is a huge disappointment, York is so hot in the summer months that it should be open all day and also later in the evenings, especially school holidays.”

“Avon Park - visiting friends and family complain that there is little for children to do. There should be a skate park built at the South St bridge end. It doesn't need to be huge. ...There is plenty of room for a small water-play area as well which would be great to have operating in the summer months.”

“Making York more appealing for people to live here making services cheaper i.e. swimming, gym rates are more expensive than surrounding towns even Northam's are cheaper and they have more facilities.”

“The proper use of recreational facilities especially the YRCC.”

“Maintain the recreation centre in its present form exactly. It is an extremely well run. Facility that caters for almost all sports and especially for kids training. Recreation centre also caters for many other events such as meetings conferences and wakes.”

“Sport and rec centre by leaving it in the hands of the council. By taking it...they are fracturing the sporting groups.”

“Leave the recreation centre as is – it's what most people want - especially for children's sport!”

Challenges | identified by the community

- Not enough park facilities for families and visitors.
- Deteriorating playground equipment and park facilities.

Actions | suggested by the community

1. Enhance Avon Park and reserve areas along the river foreshore.
2. Improve Mt Brown to encourage use by locals and visitors.
3. Upgrade park facilities across the Shire including playgrounds, drink fountains, more shade etc.
4. Provide more dog exercise areas.

Community Voices

“Public spaces around the river at Avon Park and north and south of there. We should make better use of our river as an attraction for locals and visitors. Creation of public recreation spaces around the river north and south of town.”

“Improvement of river reserve between road bridges. Removal of memorial plaques on Mt Brown (no one wants to picnic in what seems like a cemetery!)”

“Tourism is the number one draw card, so you need to invest in that!! e.g. enhancing the river foreshore more user friendly and usable for tourists.”

“Direct funding to improve the river area and developing Mt Brown, places where locals and visitors can all equally visit and enjoy with their families and friends.”

“Keeping the old feeling of the town and enhancing the main street like more parks and gardens, bike trails.”

“Avon Park with a leading playground.”

“Playground needs upgrading.”

“Shade and play equipment at parks other than Avon park.”

“...And one little thing - can the drink fountain that used to be in the Pioneer Avon Park please be replaced?”

“Fenced and maintained dog exercise areas (i.e. grassed, watered and fencing).”

“Dog park - proper one.”



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