



# MARKYT Community Scorecard 2017

Prepared for: Shire of York

Prepared by: Catalyse® Pty Ltd

March 2017

SY024-03/17  
APPENDIX A



# CATALYSE

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# Strategic Insights

341 residents completed a 2017 MARKYT Community Scorecard for the Shire of York.

The Shire of York's overall performance is moderate:

- **Place to live** | **67 index points** (6 points below WA Industry Standard)
- **Governing organisation** | **43 index points** (13 points below WA Industry Standard)

**Relative strengths** | areas where performance is on par with other councils are:

- customer service
- communicating with residents through updates in the local newspaper
- seniors facilities and services
- how history and heritage is preserved and promoted

**Community priorities** | moving forward the community would like the Shire to focus on:

- improving leadership and value for money
- strengthening tourism and economic development
- restoring and enhancing the Avon River
- better streetscapes, roads, footpaths and cycleways

When asked to prioritise 5 major projects, the **top 2 projects** to support are:

1. Developing Avon Terrace and the CBD area
2. Enhancing Avon Park (especially for families with younger children)

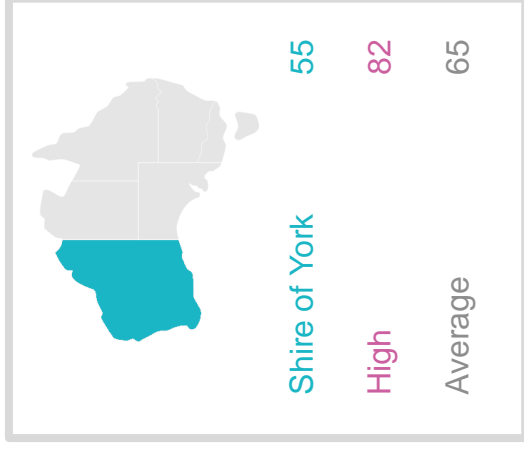
**Community variances**

Generally, performance ratings tend to be lower among 35-54 year olds and among residents with older children (13+ years).



# Overall Performance | industry comparisons

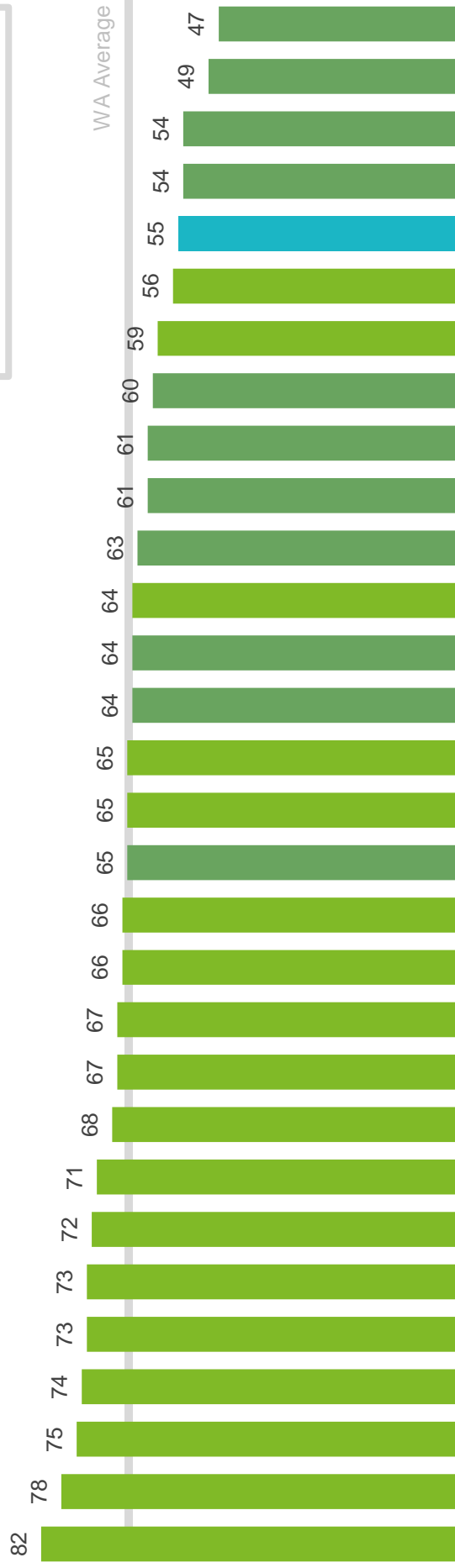
The 'Overall Performance Index Score' is a combined measure of the Shire of York as a 'place to live' and as a 'governing organisation'. The Shire of York's overall performance index score is 55 out of 100, 10 index points below the industry average for Western Australia.



## Overall Performance Index Score

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

- Shire of York
- Metropolitan Councils
- Regional Councils

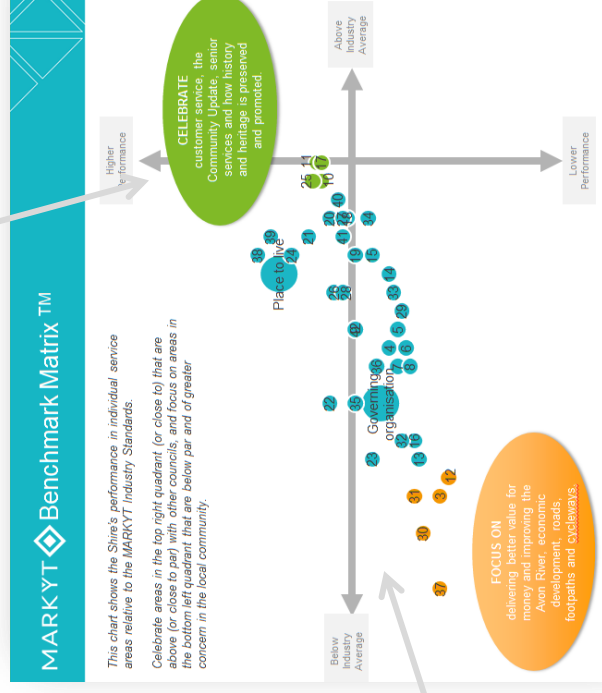


# How to read the MARKYT Benchmark Matrix <sup>TM</sup>

The MARKYT Benchmark Matrix<sup>TM</sup> (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 Index Score for Western Australia.

Councils aim to be on the right side of this line, with performance ABOVE the WA Index Score.



As this line represents Council's average performance for all individual measures, around half of the service areas will be placed above the line (above average), and around half will be positioned below the line (below average).

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

Celebrate areas in the top right quadrant (or close to) that are above (or close to par) with other councils, and focus on areas in the bottom left quadrant that are below par and of greater concern in the local community.

Governance	Economic	Community	Built form	Natural
1 Place to live	12 Economic development	16 Youth	28 The area's character and identity	41 Animal and pests
2 Governing organisation	13 Town centre	17 Seniors	29 Planning and building approvals	42 Natural disaster management
3 Value for money	14 Education and training	18 Disability	30 Road maintenance	
4 Leadership	15 Access to goods and services	19 Health and community services	31 Footpaths and cycleways	
5 Advocacy and lobbying	16 Youth	20 Community buildings	32 Streetscapes	
6 Consultation	17 Seniors	21 Sport and recreation	33 Walk trails	
7 Informing the community	18 Disability	22 Playgrounds	34 Street lighting	
8 Open and transparent	19 Health and community services	23 Festivals, events and culture	35 Access to housing	
9 Website	20 Community buildings	24 Library	36 Environmental management	
10 Community Update	21 Sport and recreation	25 Heritage and history	37 Avon River	
11 Customer Service	22 Playgrounds	26 Multiculturalism		
	23 Festivals, events and culture	27 Safety		
	24 Library			
	25 Heritage and history			
	26 Multiculturalism			
	27 Safety			
	28 The area's character and identity			
	29 Planning and building approvals			
	30 Road maintenance			
	31 Footpaths and cycleways			
	32 Streetscapes			
	33 Walk trails			
	34 Street lighting			
	35 Access to housing			
	36 Environmental management			
	37 Avon River			
	38 Waste Services			
	39 Recycling services			
	40 Food, health, noise and pollution			
	41 Animal and pests			
	42 Natural disaster management			



Q. How would you rate performance in the following areas? Base: All respondents, excludes don't know and no response. Service areas are included when MARKYT Industry Standards are available.



## Strengths

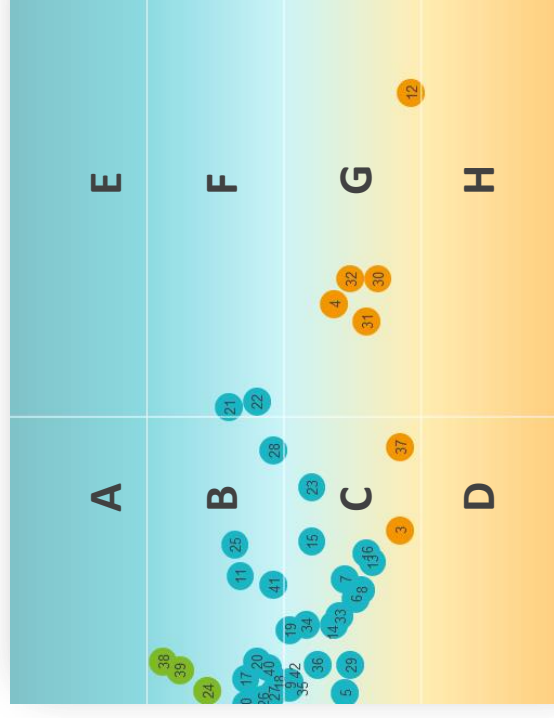
In the Shire of York's Community Priorities Window, detailed overleaf, many services are ideally located in Window B, receiving average ratings between okay and good.

The strongest areas are perceived to be waste services and the library. Other strengths include the Community Update, seniors facilities and services, how heritage and history is preserved and promoted, and the quality of customer service.

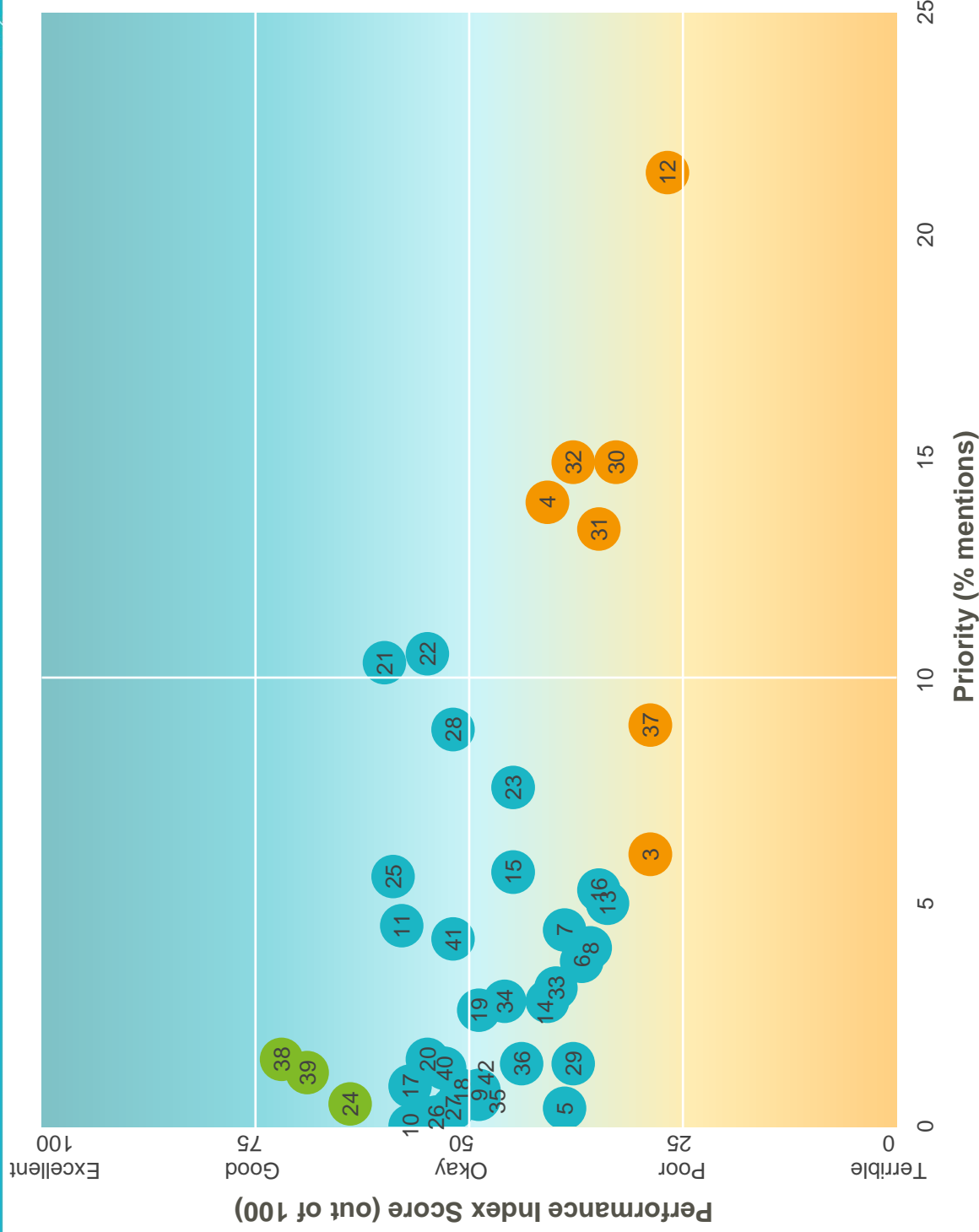
## Priorities

The community would like the Shire to prioritise areas in Windows G and H, and the lower end of C, by:

- strengthening **leadership** and **economic development**,
- restoring and enhancing the **Avon River**
- improving **streetscapes, footpaths, cycleways and roads**.







Q. How would you rate performance in the following areas? Base: All respondents, excludes don't know and no response. (n=varies)

Q. Which areas would you most like the Shire of York to focus on improving? Base: All respondents (n = 341)  
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# The Study

# The Study

In February 2017, the Shire of York appointed CATALYSE, an independent research and strategic planning company, to administer the MARKYT Community Scorecard.

## Purpose

To evaluate and benchmark Council's performance to date and to assess the community's priorities moving forward.

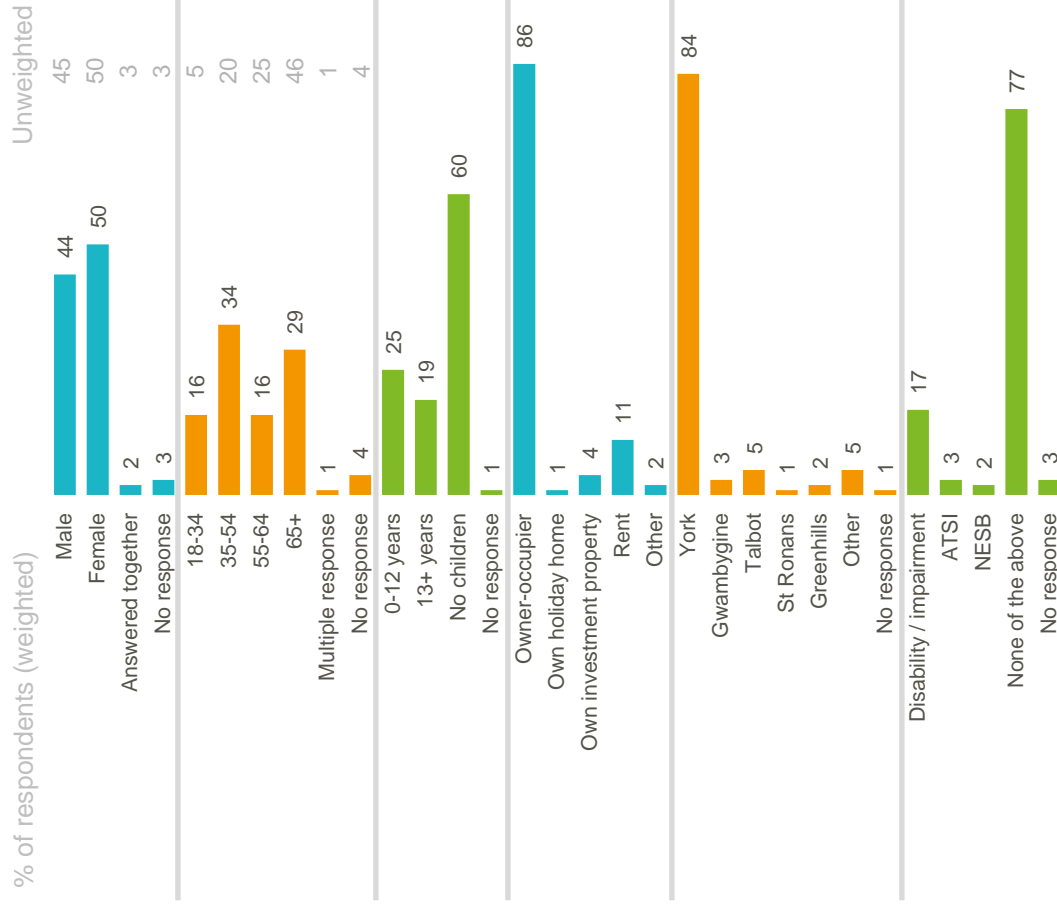
## Approach

To inform ratepayers and residents of the study, invitations were mailed to all residential PO Boxes and properties across the Shire using Australia Post Unaddressed Mail (n=1191 contacts).

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

As there was an age bias in the sample (with older residents more likely to respond), the final dataset was weighted by age and gender to match the ABS Census population profile.

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



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

## Metropolitan



## Regional

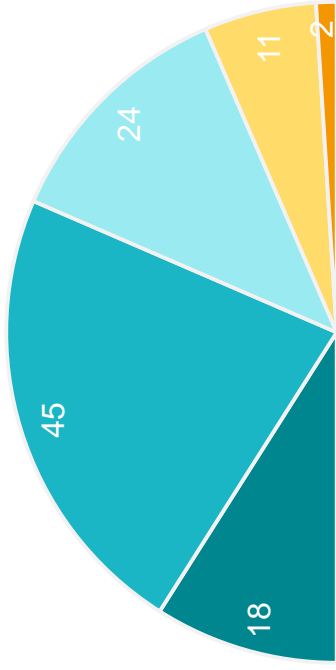


Overall Performance

# The Shire of York as a place to live

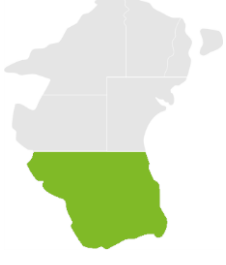
## Performance ratings

% of respondents



Excellent Good Okay Poor Terrible

**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **67**  
Industry High **90**  
Industry Standard **73**

## Variances across the community

Performance Index Score

Demographic	Score	Demographic	Score	Demographic	Score	Demographic	Score																						
Total	67	Home owner	66	Renting / other	67	Male	63	Female	70	No children	67	Child 0-12	70	Child 13+	63	18-34 years	68	35-54 years	63	55-64 years	64	65+ years	71	York	67	Other	66	Disability	70

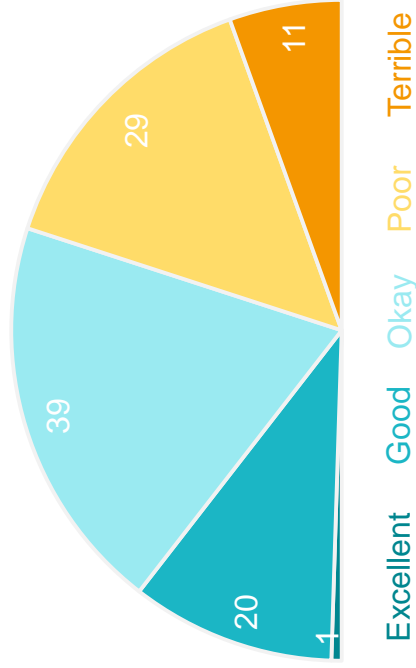
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 336).

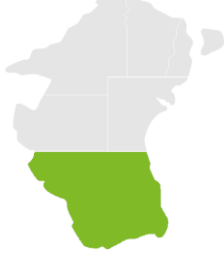
# The Shire of York as the organisation that governs the local area

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York 43  
 Industry High 74  
 Industry Standard 56

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	43	42	51	41	45	41	38	41	39	43	49	43	42	40

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

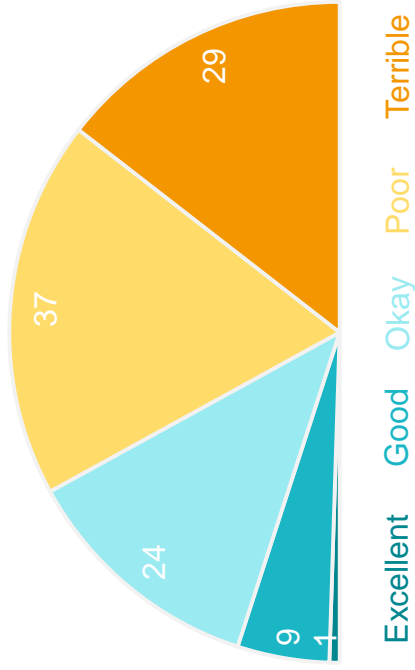
Base: All respondents, excludes 'don't know' and 'no response' (n = 331).



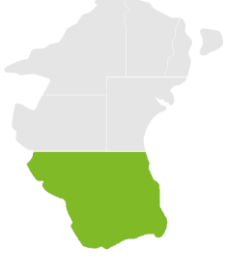
# Value for money from Council rates

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **29**  
Industry High **65**  
Industry Standard **47**

## Variances across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	29	32	25	32	31	27	25	26	<b>23</b>	31	<b>35</b>	30	25	28

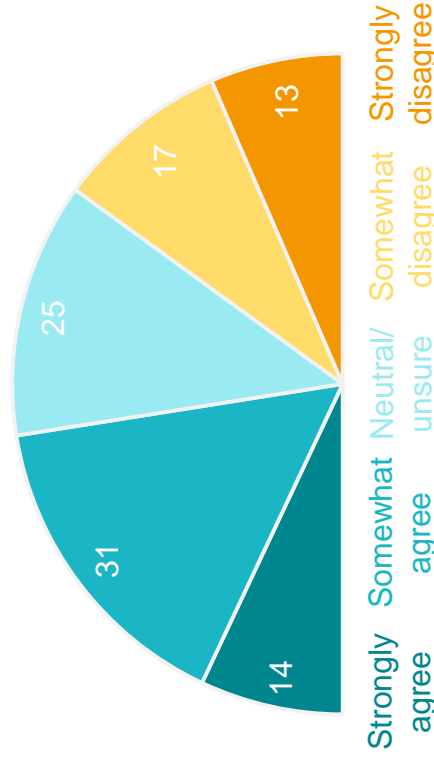
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 317).

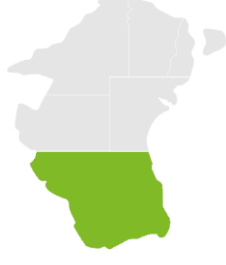
Over the past 12 months, the Shire of York has been moving in the right direction

### Level of agreement

% of respondents



MARKYT  Industry Standards  
% agree



Shire of York

45

Industry High

NA

Industry Standard

NA

### Variances across the community

5% points above or below council average

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	45	46	37	38	53	48	45	36	43	42	53	45	46	46

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

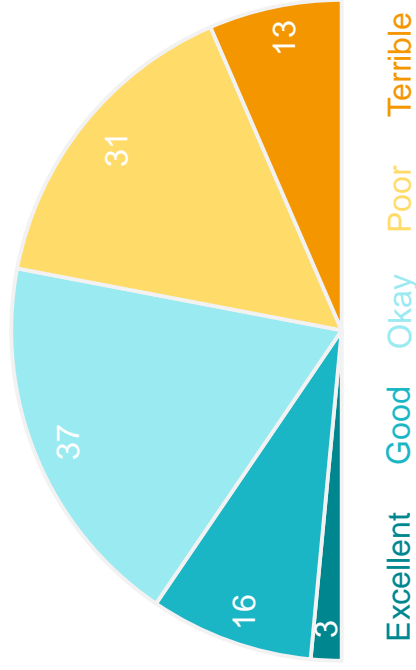
Base: All respondents, excludes 'no response' (n = 336).

# Governance and Communication

# Council's leadership within the community

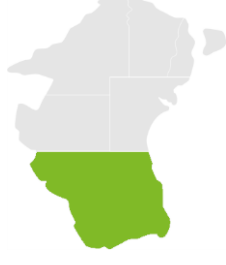
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York 41

Industry High 74

Industry Standard 51

## Variations across the community

Performance Index Score

Category	Score	Score	Score	Score	Score	Score	Score	Score								
Total	41	40	47	39	44	43	40	34	44	35	44	45	41	39	38	
Home owner																
Renting / other																
Male																
Female																
No children																
Child 0-12																
Child 13+																
18-34 years																
35-54 years																
55-64 years																
65+ years																
York																
Other																
Disability																

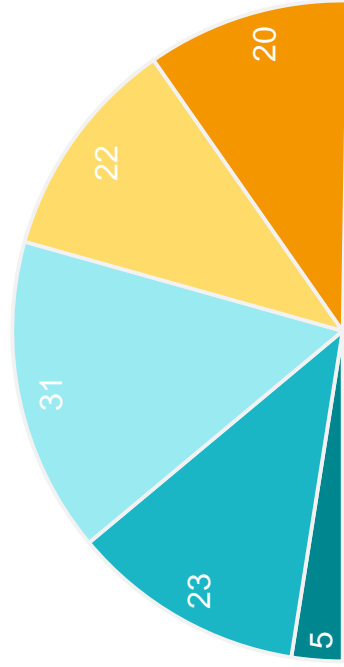
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 316).

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

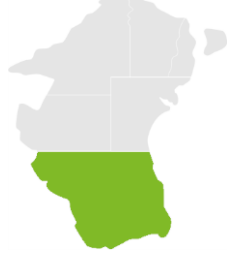
## Level of agreement

% of respondents



Strongly agree   Somewhat agree   Neutral/unsure   Somewhat disagree   Strongly disagree

MARKYT  Industry Standards  
% agree



Shire of York

28

Industry High

70

Industry Standard

39

## Variations across the community

5% points above or below council average

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	28	29	30	27	32	25	18	24	21	28	40	28	24	33

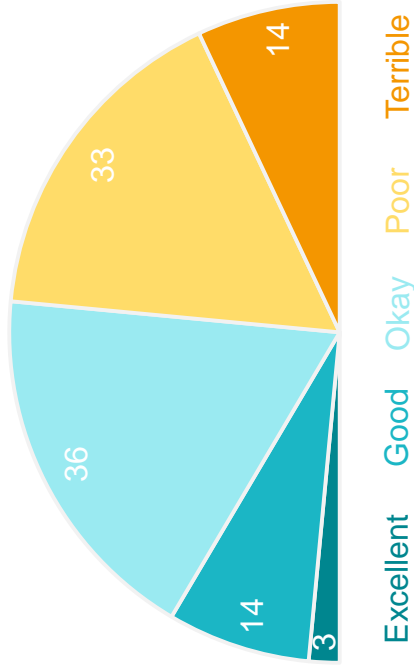
Q. How strongly do you agree or disagree with the following statements?

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

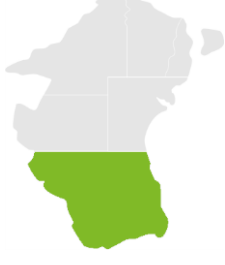
# Advocacy and lobbying on behalf of the community to influence decisions, support local causes, etc

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **39**  
Industry High **55**  
Industry Standard **48**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	39	41	38	42	43	36	30	45	29	44	47	40	37	42

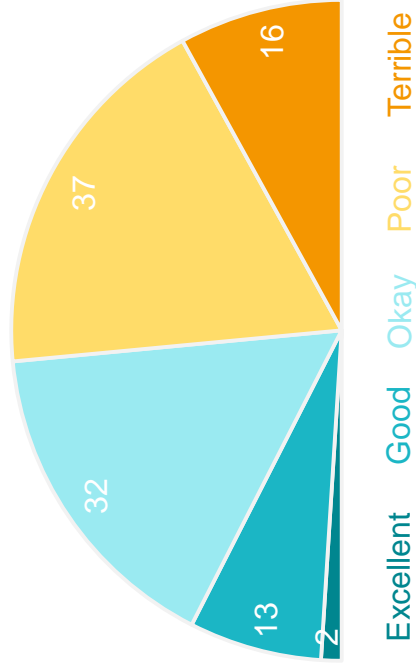
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 297).

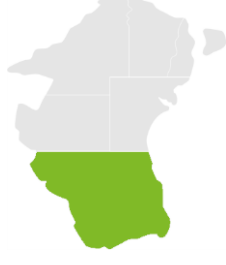
# How the community is consulted on local issues

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **37**  
Industry High **64**  
Industry Standard **47**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	37	36	38	39	41	34	29	42	29	40	44	38	34	36

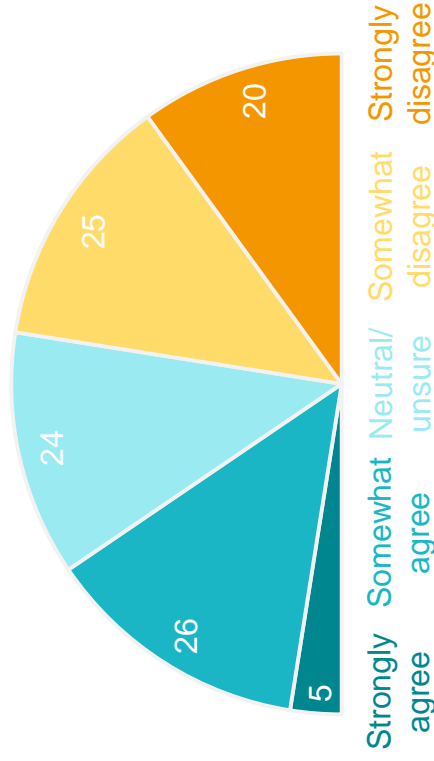
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 311).

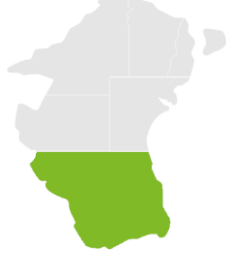


# The Shire listens to and respects residents' views

**Level of agreement**  
% of respondents



**MARKYT**  **Industry Standards**  
% agree



Shire of York **31**  
Industry High **NA**  
Industry Standard **NA**

## Variations across the community

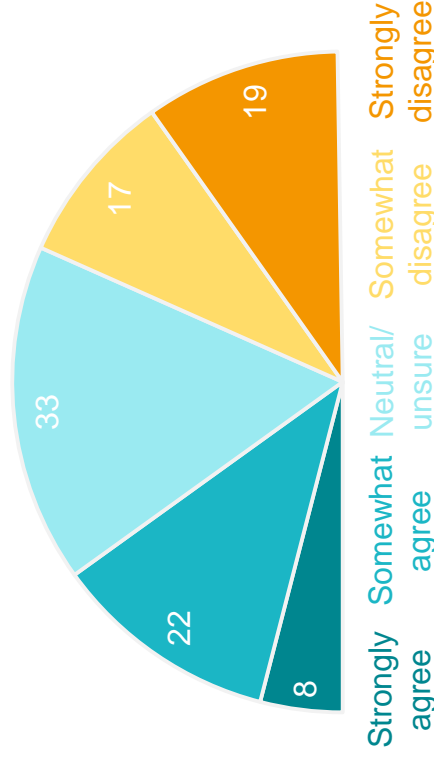
5% points above or below council average

	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	31	33	18	29	33	36	19	30	22	29	40	30	33	36

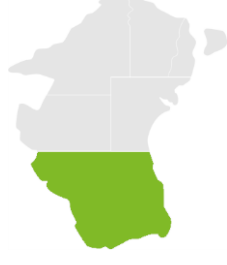
Q. How strongly do you agree or disagree with the following statements?  
Base: All respondents, excludes 'no response' (n = 338).

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

**Level of agreement**  
% of respondents



**MARKYT**  **Industry Standards**  
% agree



Shire of York **31**  
Industry High **60**  
Industry Standard 40

## Variations across the community

5% points above or below council average

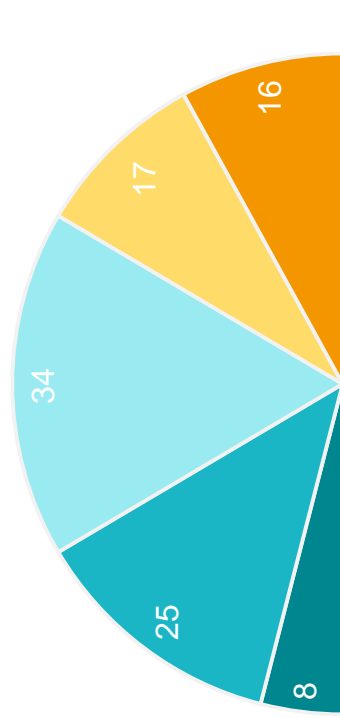
	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	30	37	20	40	33	29	26	30	22	33	41	30	34	37

Q. How strongly do you agree or disagree with the following statements?  
Base: All respondents, excludes 'no response' (n = 338).

# Current staff at the Shire of York have a good understanding of community needs

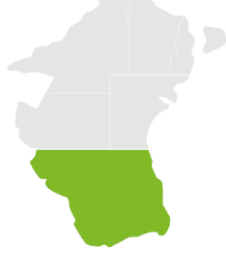
## Level of agreement

% of respondents



Strongly agree   Somewhat agree   Neutral/unsure   Somewhat disagree   Strongly disagree

MARKYT  Industry Standards  
% agree



Shire of York   34  
Industry High   66  
Industry Standard   45

## Variations across the community

5% points above or below council average

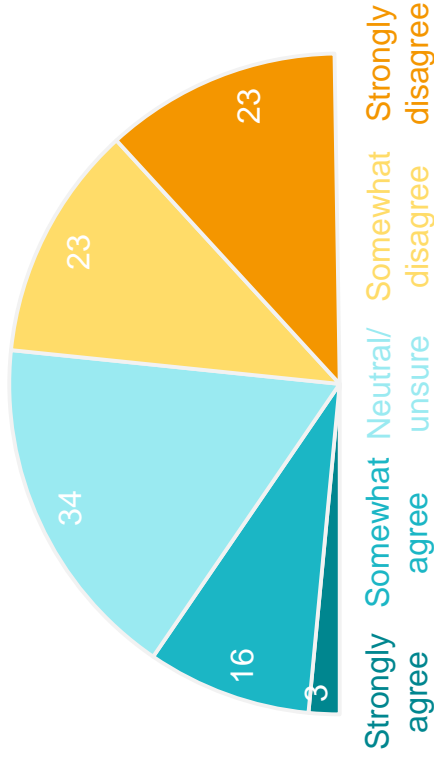
Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability	
Total	34	35	23	31	37	33	44	20	39	24	29	45	34	30	41

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

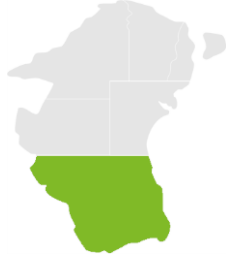
Base: All respondents, excludes 'no response' (n = 335).

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

**Level of agreement**  
% of respondents



**MARKYT**  **Industry Standards**  
% agree



Shire of York **20**  
Industry High **62**  
Industry Standard **34**

## Variations across the community

5% points above or below council average

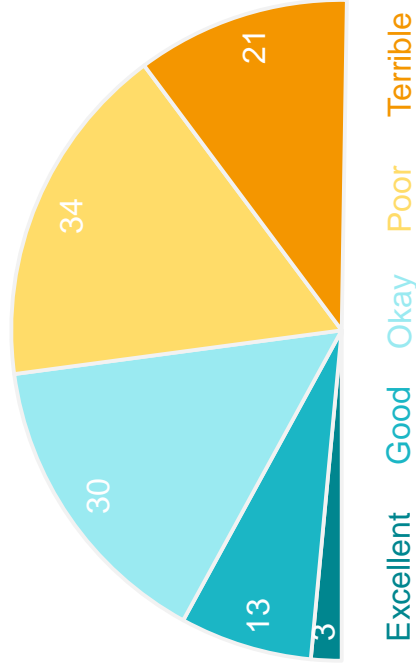
	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	21	9	16	23	24	19	8	12	12	25	30	21	13	22

Q. How strongly do you agree or disagree with the following statements?  
Base: All respondents, excludes 'no response' (n = 339).

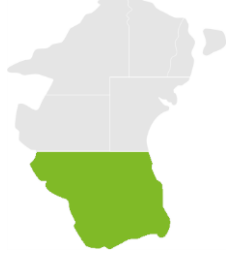
# How open and transparent Council processes are

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **36**  
Industry High **70**  
Industry Standard **47**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	36	34	35	39	37	39	27	37	31	34	44	37	32	36

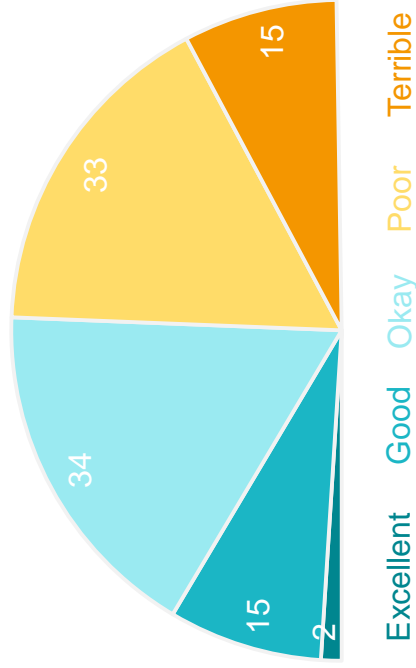
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 292).

# How the community is informed about local issues

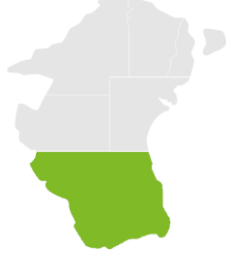
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **39**

Industry High **68**

Industry Standard **50**

## Variances across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	40	36	39	41	43	38	28	43	30	43	47	40	34	39

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

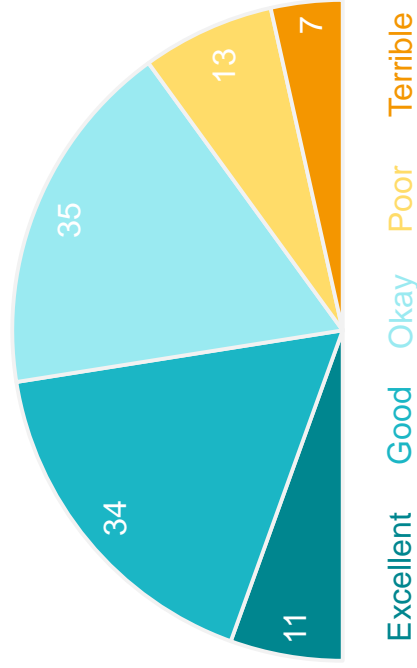
Base: All respondents, excludes 'don't know' and 'no response' (n = 319).

# Community Update

the Shire's regular page in the community newspaper

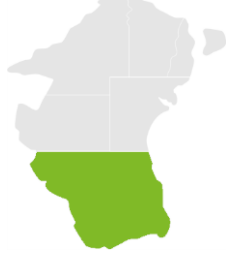
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **57**

Industry High **68**

Industry Standard **58**

## Variations across the community

Performance Index Score

Category	Score	Category	Score	Category	Score	Category	Score																						
Total	57	Home owner	56	Renting / other	62	Male	57	Female	58	No children	61	Child 0-12	55	Child 13+	47	18-34 years	62	35-54 years	50	55-64 years	56	65+ years	63	York	58	Other	53	Disability	55

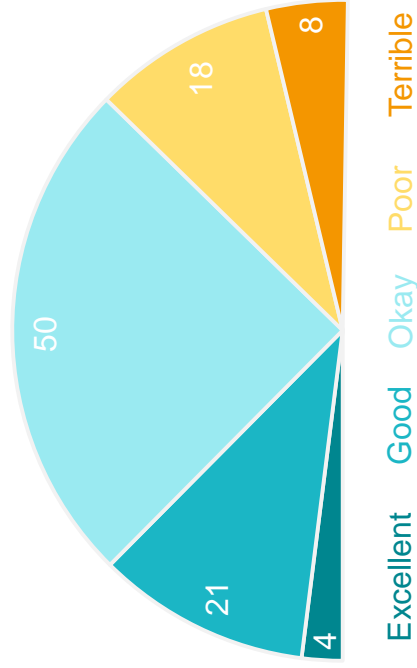
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 333).

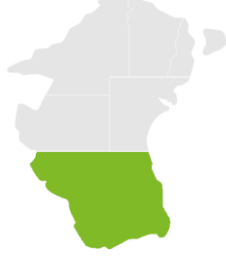


## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **49**  
Industry High **69**  
Industry Standard **58**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	48	52	48	51	51	51	<b>39</b>	52	45	49	53	50	<b>44</b>	49

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

Base: All respondents, excludes 'don't know' and 'no response' (n = 249).

# Community engagement preferences

Residents prefer to have their say on local issues and projects by way of a **postal survey** or **speaking with a Councillor or Shire Officer**, followed by an **online survey**.

- Postal surveys are most popular families with younger children.
- Speaking directly with a Councillor or Shire Officer is preferred by males more than females and younger adults.
- Younger adults prefer to be engaged via online surveys, followed by postal surveys.

	% of respondents													
	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Postal survey	33	34	32	34	29	44	35	36	34	32	30	36	18	27
Speak with Councillor / Shire Officer	33	21	40	23	32	33	30	18	34	30	38	30	42	36
Online survey	24	21	24	25	23	30	14	42	22	27	14	22	32	17
Public meeting	16	7	17	15	18	10	12	0	21	19	16	15	11	23
Facebook	7	12	3	13	5	16	5	15	13	5	1	9	4	12
Online forum	6	8	4	8	5	7	6	12	4	5	3	5	11	7
Small group discussion	6	2	7	3	5	4	7	0	4	6	8	5	9	8
None of these	2	2	2	2	2	0	0	0	3	2	0	1	3	1

Q. How would you prefer to have your say on local issues or projects?

Base: All respondents, excludes 'no response' (n = 336)

# Preferred channels for time-sensitive information

**Direct mail** is the most effective way to bring time-sensitive information to residents' attention.

Although support for SMS is higher among families with children, and Facebook ratings are higher among younger adults and those with younger children, people in these cohorts still prefer direct mail to bring time-sensitive information to their attention.

% of respondents	Q. What is the most effective way for the Council to bring time-sensitive information to your attention?													
	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Direct mail in letterbox	58	52	62	51	60	51	51	61	49	56	66	60	41	69
Email	25	25	26	24	28	19	17	18	22	30	27	24	31	25
SMS/text message to mobile phone	17	8	12	19	11	27	26	18	22	14	8	15	19	17
Social media (Facebook, etc)	11	23	9	16	8	23	9	21	15	13	5	11	21	9
None of these	2	2	2	2	2	2	3	0	4	0	1	2	0	1

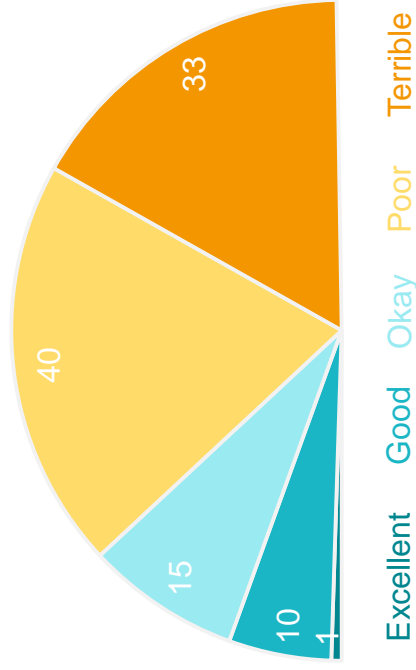
# Economic Development

# Economic development

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

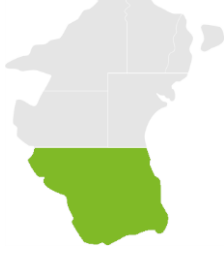
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York 27

Industry High 58

Industry Standard 44

## Variances across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	27	26	30	30	25	29	29	30	24	17	24	27	24	28

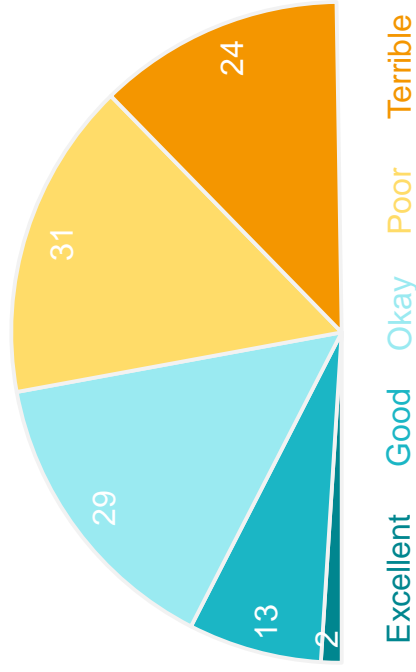
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 304).

# How York Town Centre is being developed

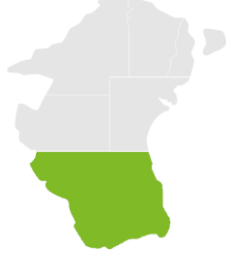
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **34**

Industry High **67**

Industry Standard **50**

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	34	33	41	33	36	37	34	27	39	29	38	34	40	34

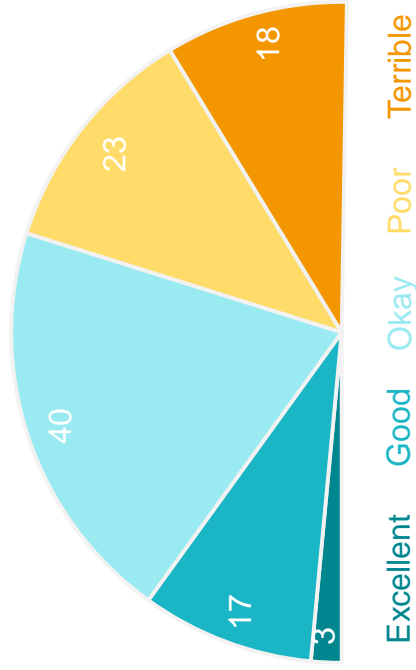
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 318).

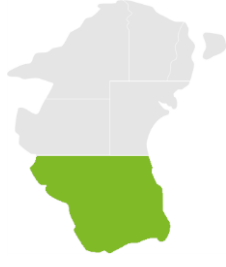
# Access to education and training opportunities

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **41**  
Industry High **63**  
Industry Standard **47**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	41	39	41	42	46	37	30	45	33	41	51	41	46	39

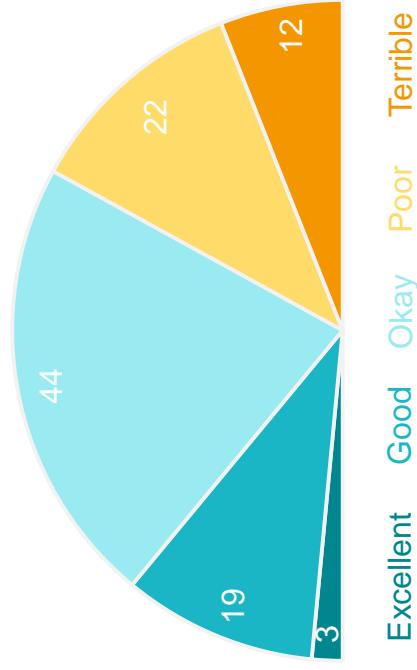
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 259).

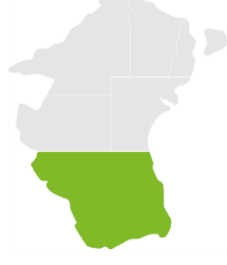
# Access to goods and services in the area

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **45**  
Industry High **63**  
Industry Standard **50**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	45	46	45	46	50	43	32	46	38	44	53	46	42	47

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

Base: All respondents, excludes 'don't know' and 'no response' (n = 324).

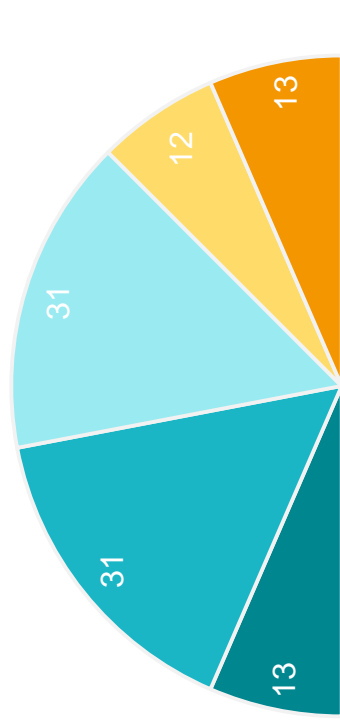


# Community Development

# I feel valued and appreciated by people in my local community

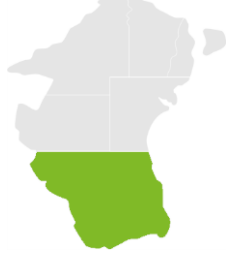
## Level of agreement

% of respondents



Strongly agree   Somewhat agree   Neutral/unsure   Somewhat disagree   Strongly disagree

MARKYT  Industry Standards  
% agree



Shire of York   44  
Industry High   73  
Industry Standard   66

## Variations across the community

5% points above or below council average

Demographic	Total	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
	44	44	44	42	48	48	44	32	48	30	44	60	45	37	41

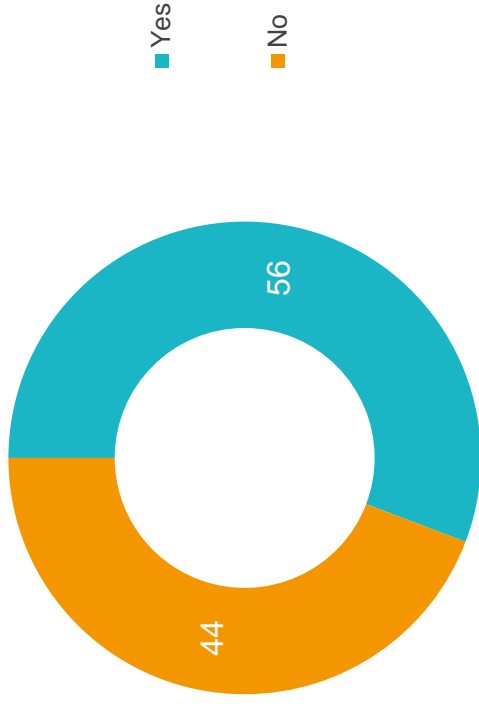
Q. How strongly do you agree or disagree with the following statements?

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

# Participation in volunteering

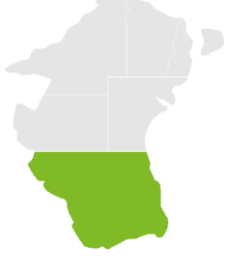
## Volunteered in past 12 months

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **56**

Industry High **80**

Industry Standard **58**

## Variations across the community

% volunteered in past 12 months

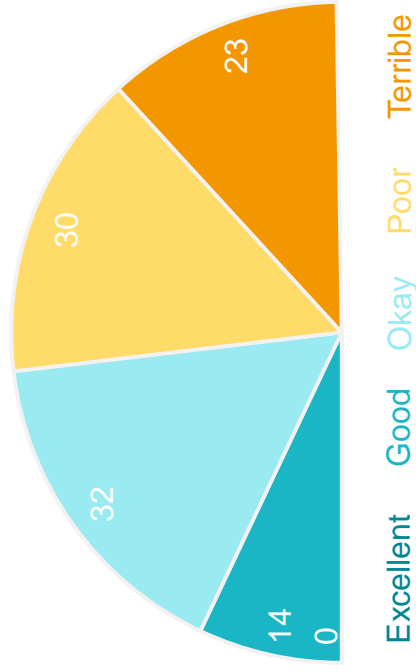
Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	56	55	61	58	53	54	59	63	48	61	57	53	72	52

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 'unsure' and 'no response' (n = 318)

# Services and facilities for youth

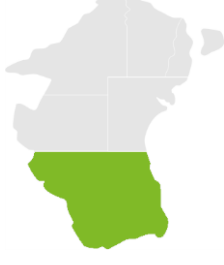
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **35**

Industry High **69**

Industry Standard **50**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	35	29	37	32	41	29	25	35	26	34	46	33	42	32

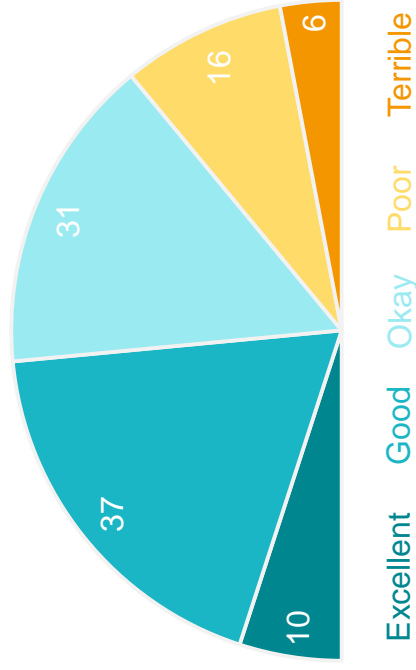
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 258).

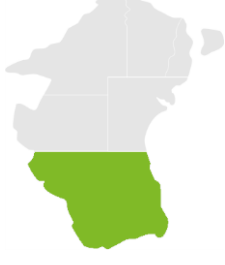
# Facilities, services and care available for seniors

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **57**  
 Industry High **74**  
 Industry Standard **57**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	57	54	58	58	59	59	46	68	52	51	60	56	61	59

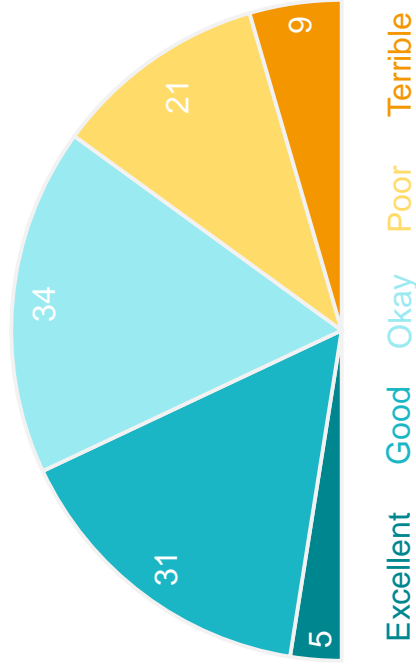
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 300).

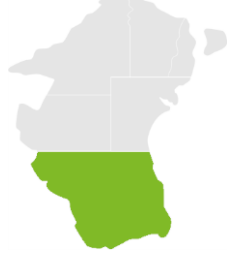
# Access to services and facilities for people with a disability

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **51**

Industry High **69**

Industry Standard **54**

## Variations across the community

Performance Index Score

	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	51	47	52	51	52	52	44	63	47	41	54	51	51	47

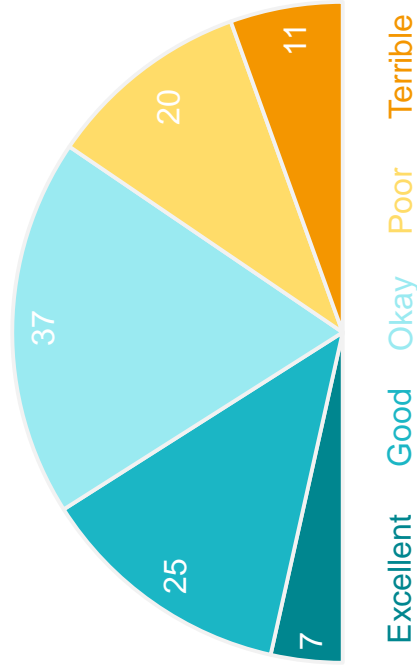
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 263).

# Access to health and community services

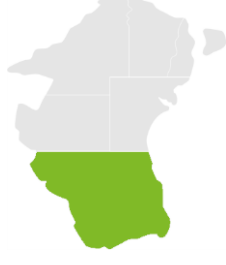
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York 49

Industry High 66

Industry Standard 54

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	49	50	45	50	50	53	47	37	50	43	47	49	51	52

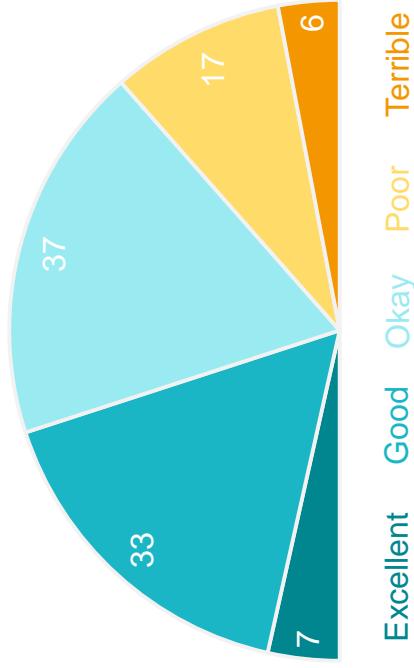
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 328).

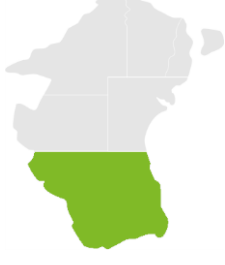
# Community buildings, halls and toilets

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **55**  
Industry High **71**  
Industry Standard **58**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	55	51	56	55	57	52	<b>49</b>	52	53	54	58	54	60	56

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

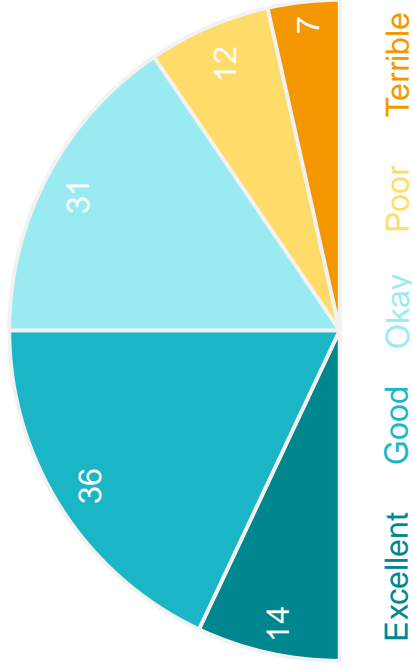
Base: All respondents, excludes 'don't know' and 'no response' (n = 335).



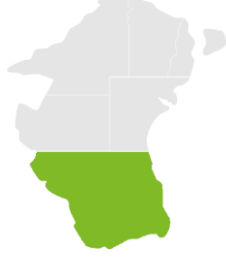
# Sport and recreation facilities

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **60**  
Industry High **81**  
Industry Standard **64**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	60	61	53	61	56	64	60	60	55	56	60	66	60	61

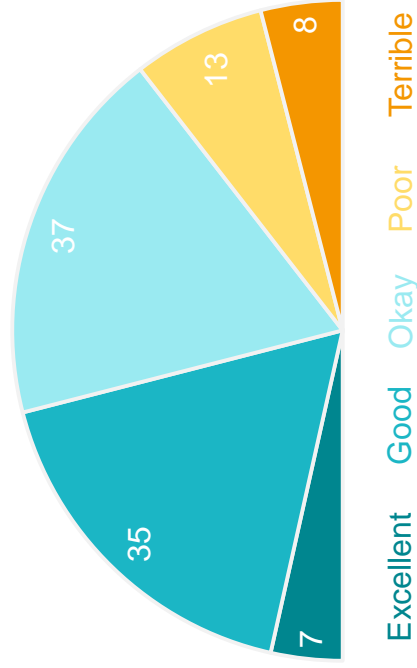
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 322).

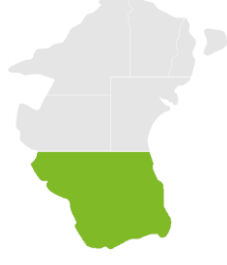
# Playgrounds, parks and reserves

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **55**  
Industry High **84**  
Industry Standard **68**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	55	<b>49</b>	54	56	58	<b>49</b>	<b>47</b>	55	<b>49</b>	56	<b>61</b>	54	<b>60</b>	55

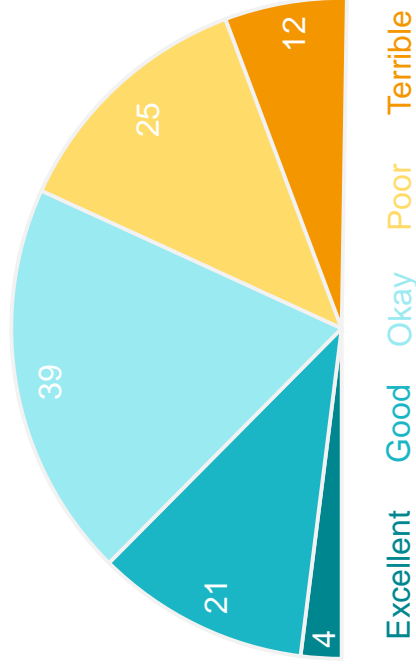
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 335).

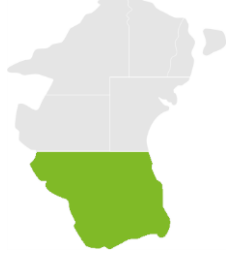
# Festivals, events and cultural activities

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York 45  
 Industry High 83  
 Industry Standard 61

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	45	45	45	46	48	41	39	45	40	41	54	45	44	49

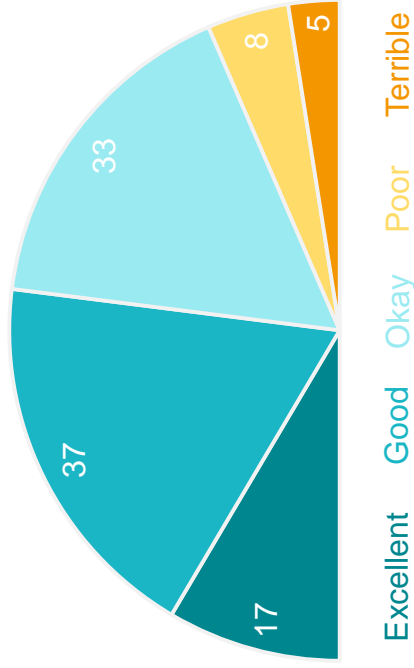
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 326).

# Library and information services

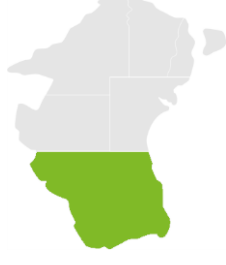
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **64**

Industry High **83**

Industry Standard **69**

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	64	63	70	61	68	66	67	50	71	56	60	64	61	64

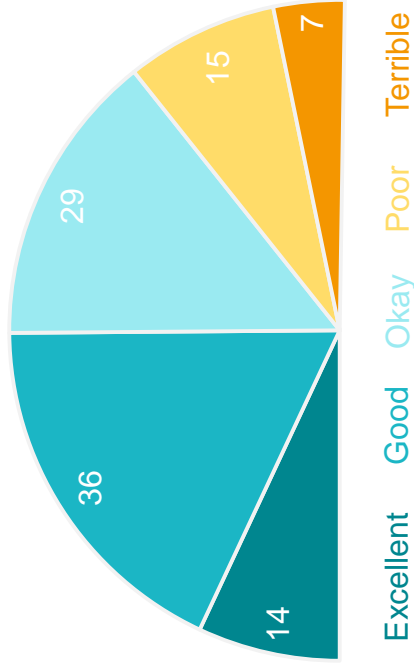
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 313).

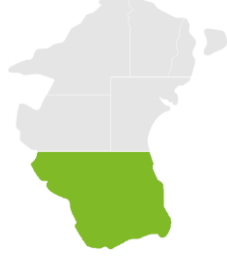
# How local history and heritage is preserved and promoted

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **59**  
Industry High **76**  
Industry Standard **60**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	59	58	63	55	62	59	48	72	54	50	61	59	57	57

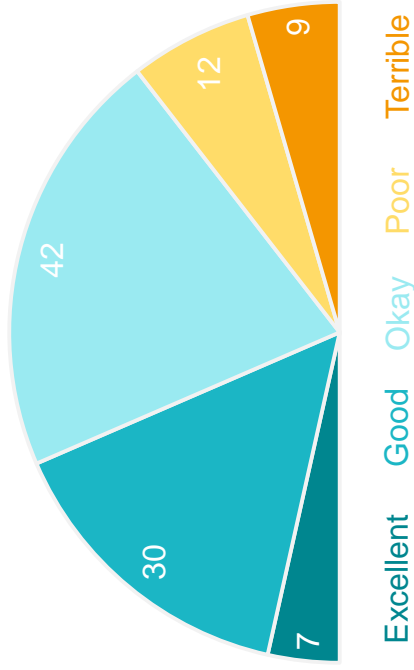
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 323).

# Multiculturalism and racial harmony

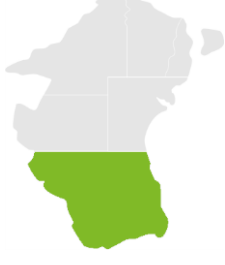
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **54**

Industry High **73**

Industry Standard **61**

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	54	<b>48</b>	51	56	54	54	52	<b>46</b>	53	53	<b>59</b>	54	50	51

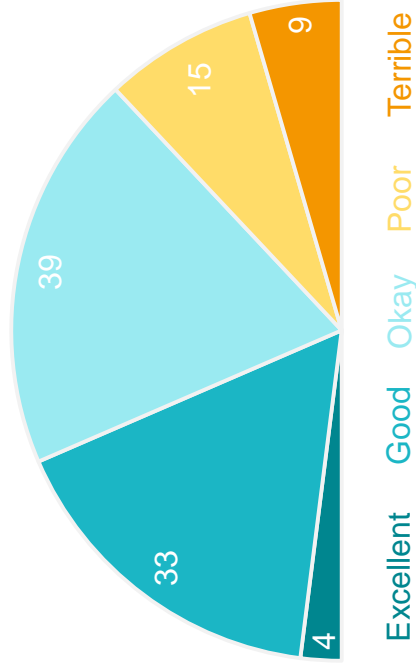
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 274).

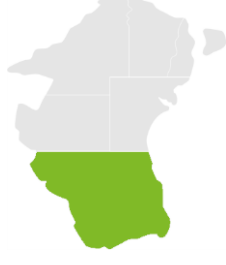
# Safety and security

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **52**

Industry High **74**

Industry Standard **55**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	52	53	48	56	53	53	47	53	46	53	58	53	50	51

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

Base: All respondents, excludes 'don't know' and 'no response' (n = 316).

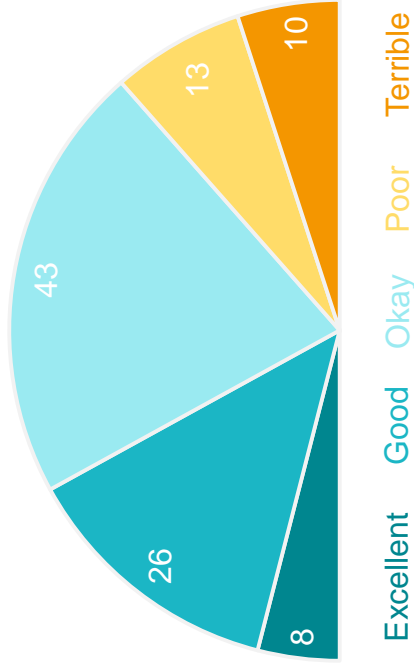
# Built Environment



# The area's character and identity

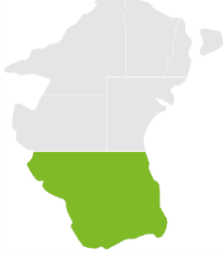
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **52**

Industry High **77**

Industry Standard **59**

## Variances across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	52	52	50	56	52	56	50	62	49	48	53	52	54	51

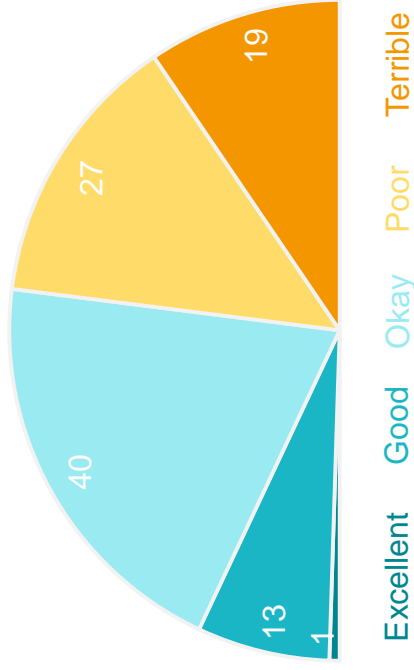
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 325).

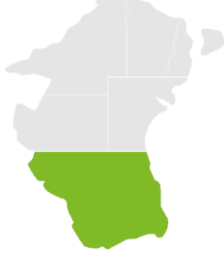
# Planning and building approvals

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **38**  
Industry High **57**  
Industry Standard 46

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	38	34	35	41	39	38	31	43	32	39	41	38	36	36

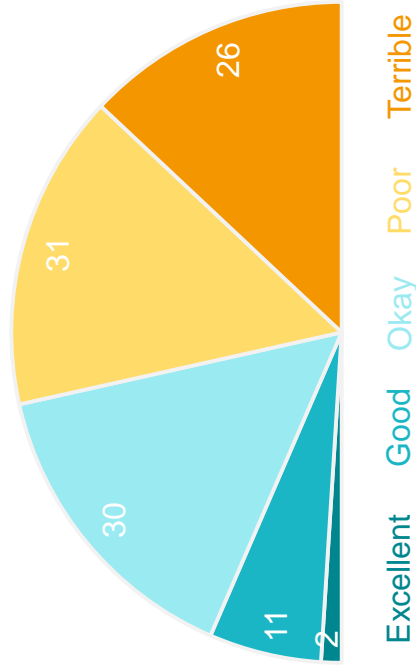
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 255).

# Road maintenance

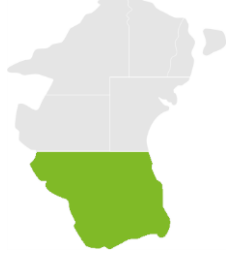
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **33**

Industry High **75**

Industry Standard **53**

## Variances across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	33	32	39	30	36	34	33	26	30	29	38	34	25	30

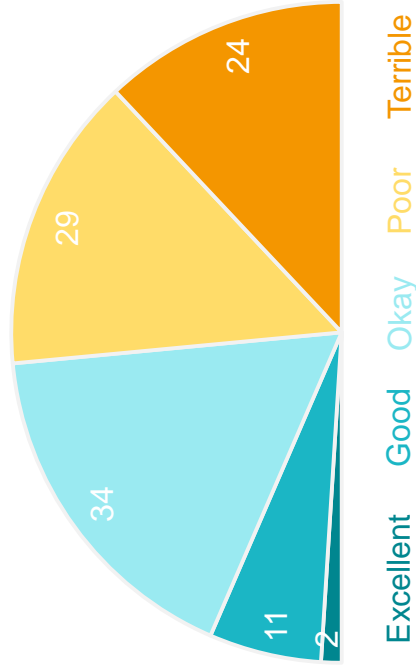
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 335).

# Footpaths and cycleways

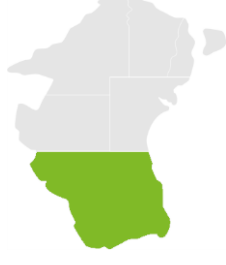
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **35**

Industry High **71**

Industry Standard **53**

## Variations across the community

Performance Index Score

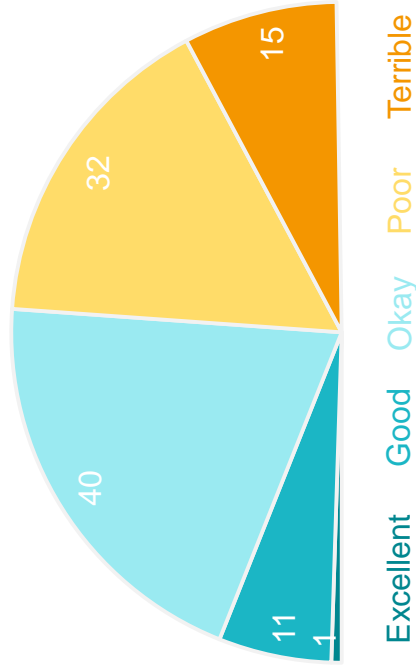
Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	35	34	41	34	35	36	33	36	32	32	39	33	46	30

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

Base: All respondents, excludes 'don't know' and 'no response' (n = 329).

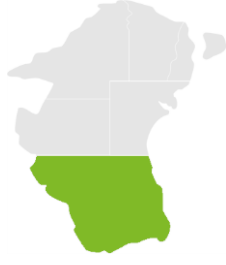
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **38**

Industry High **72**

Industry Standard **53**

## Variations across the community

Performance Index Score

Total	38	37	38	37	38	39	37	36	43	37
Home owner	37	40	37	38	38	39	37	36	43	37
Renting / other	40	37	38	37	38	39	37	36	43	37
Male	37	38	37	38	38	39	37	36	43	37
Female	38	37	38	37	38	39	37	36	43	37
No children	37	38	37	38	38	39	37	36	43	37
Child 0-12	38	37	38	37	38	39	37	36	43	37
Child 13+	38	37	38	37	38	39	37	36	43	37
18-34 years	<b>33</b>	37	38	37	38	39	37	36	43	37
35-54 years	39	40	37	38	38	39	37	36	43	37
55-64 years	37	38	37	38	38	39	37	36	43	37
65+ years	37	38	37	38	38	39	37	36	43	37
York	36	37	38	37	38	39	37	36	43	37
Other	43	37	38	37	38	39	37	36	43	37
Disability	37	38	37	38	38	39	37	36	43	37

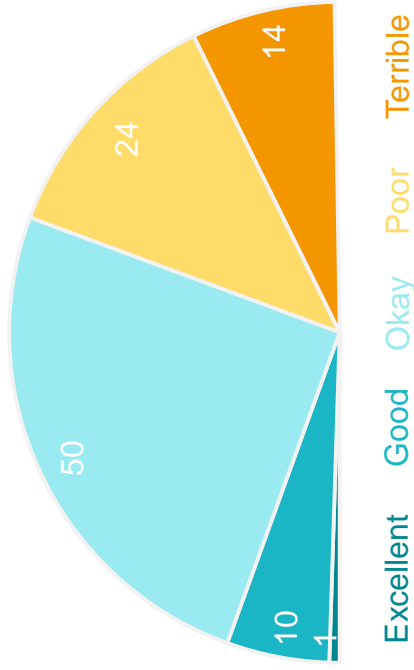
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 329).

# Walk trails

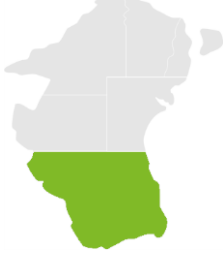
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York 40

Industry High 56

Industry Standard 47

## Variances across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	40	41	41	40	43	36	37	41	37	39	43	39	45	39

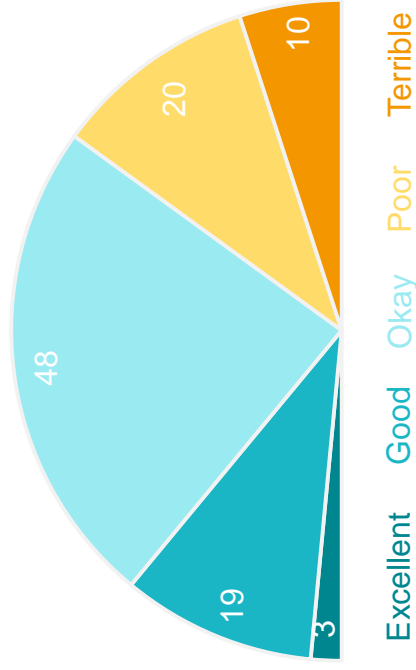
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 302).

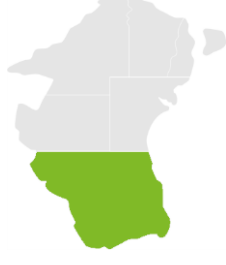
# Lighting of streets and public places

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York 46  
 Industry High 59  
 Industry Standard 49

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	46	48	46	47	49	41	41	43	43	48	50	45	52	42

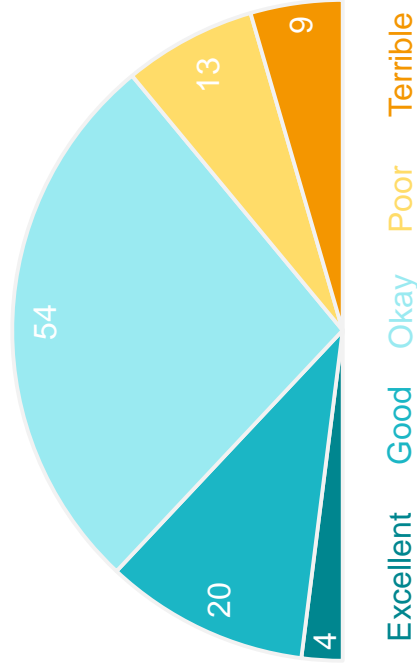
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 324).

# Access to housing that meets your needs

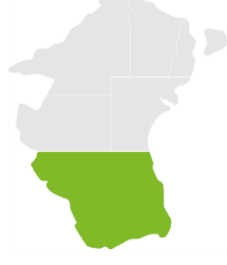
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York 49

Industry High 68

Industry Standard 62

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	49	51	43	50	50	52	48	48	49	47	53	50	48	47

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

Base: All respondents, excludes 'don't know' and 'no response' (n = 252).

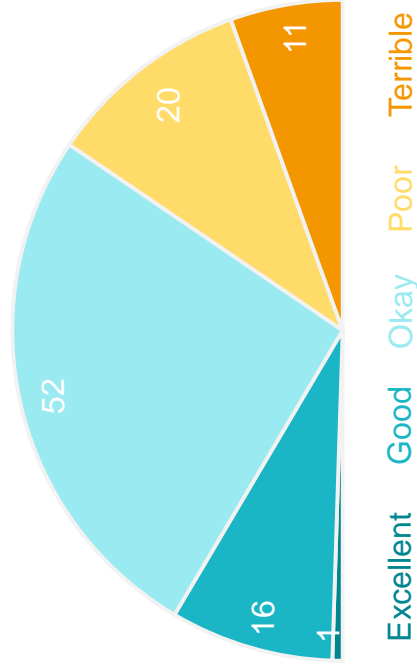


# Natural Environment

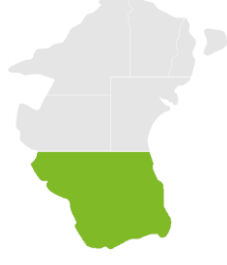
# Conservation and environmental management

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York 44  
 Industry High 68  
 Industry Standard 55

## Variations across the community

Performance Index Score

Total	44	44	44	44	44	44	44	44	44	44	44
Home owner	44	44	44	44	44	44	44	44	44	44	44
Renting / other	47	47	47	47	47	47	47	47	47	47	47
Male	46	46	46	46	46	46	46	46	46	46	46
Female	45	45	45	45	45	45	45	45	45	45	45
No children	45	45	45	45	45	45	45	45	45	45	45
Child 0-12	47	47	47	47	47	47	47	47	47	47	47
Child 13+	39	39	39	39	39	39	39	39	39	39	39
18-34 years	54	54	54	54	54	54	54	54	54	54	54
35-54 years	39	39	39	39	39	39	39	39	39	39	39
55-64 years	43	43	43	43	43	43	43	43	43	43	43
65+ years	46	46	46	46	46	46	46	46	46	46	46
York	44	44	44	44	44	44	44	44	44	44	44
Other	43	43	43	43	43	43	43	43	43	43	43
Disability	43	43	43	43	43	43	43	43	43	43	43

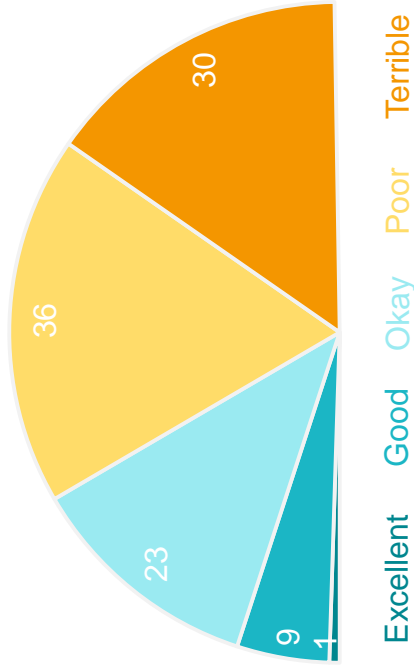
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 293).

# Efforts to maintain and enhance the Avon River

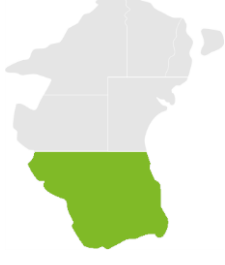
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **29**

Industry High **68**

Industry Standard **52**

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	29	28	28	29	31	28	20	23	25	30	33	28	29	30

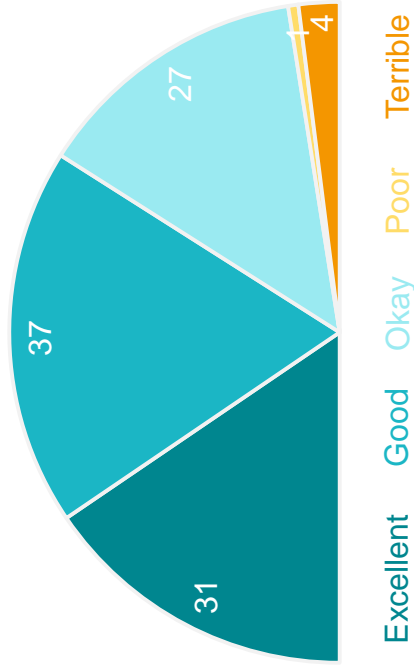
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 310).

# Weekly waste collections

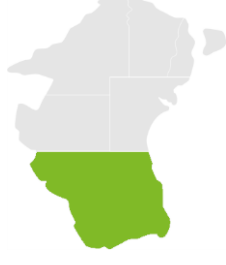
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **72**

Industry High **88**

Industry Standard **77**

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	72	71	72	73	75	70	68	81	66	68	76	75	50	76

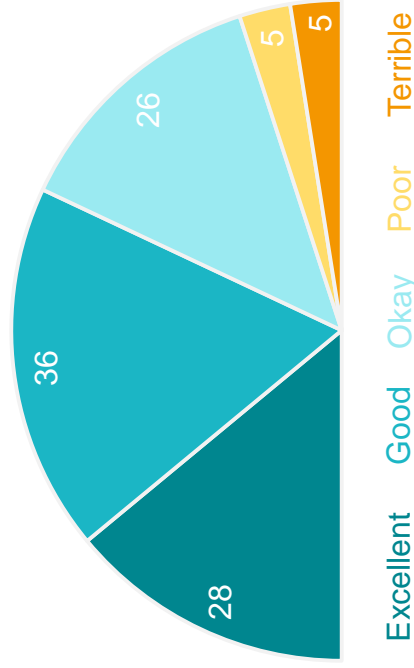
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 320).

# Recycling services

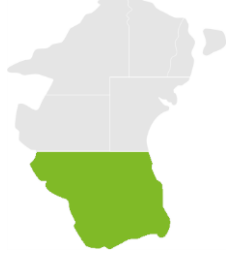
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **69**

Industry High **89**

Industry Standard **73**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	69	73	68	72	71	69	66	83	60	64	74	71	55	68

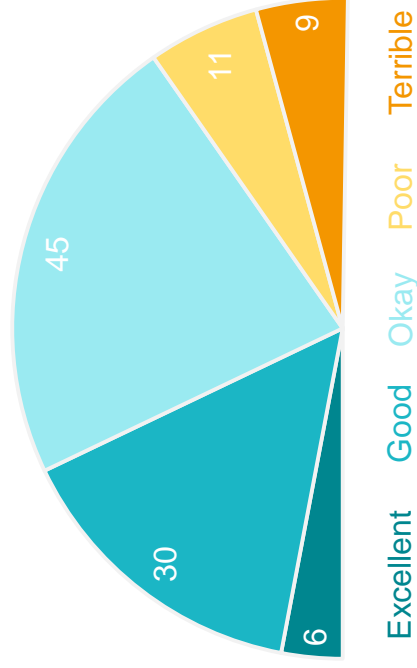
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 317).

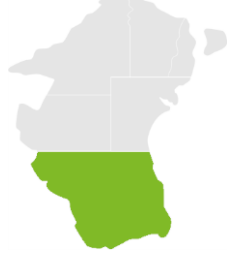
# Management of food, health, noise and pollution issues

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York **53**  
Industry High **70**  
Industry Standard **55**

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	53	55	50	56	53	55	48	64	48	45	56	53	53	49

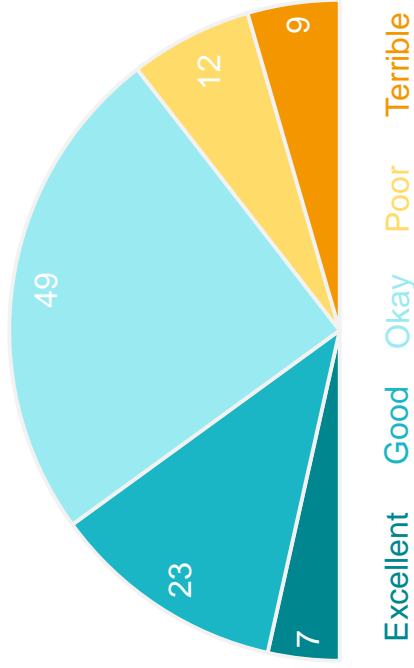
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 291).

# Animal and pest control

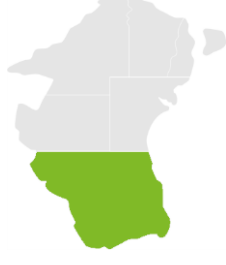
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **52**

Industry High **67**

Industry Standard **56**

## Variations across the community

Performance Index Score

Demographic	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	52	51	56	56	56	46	43	58	46	49	56	53	48	47

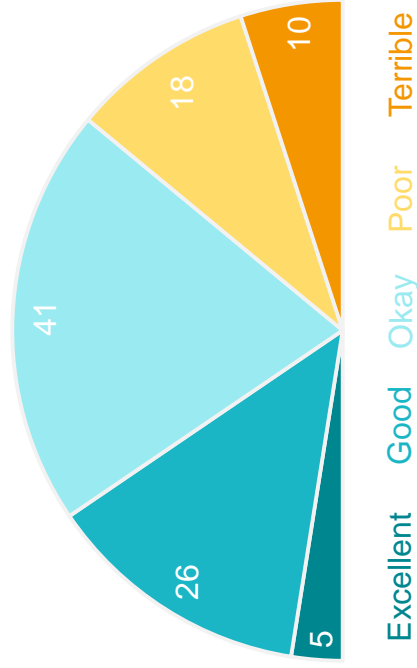
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'don't know' and 'no response' (n = 297).

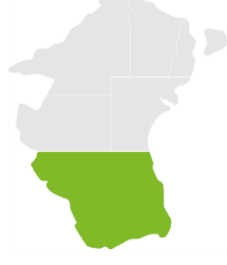
# Natural disaster education, prevention and relief for bushfires, flooding, cyclones, etc

## Performance ratings

% of respondents



**MARK YT**  **Industry Standards**  
Performance Index Score



Shire of York 49  
 Industry High 70  
 Industry Standard 58

## Variations across the community

Performance Index Score

Category	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Total	49	50	49	51	51	49	44	57	42	47	53	50	47	54

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

Base: All respondents, excludes 'don't know' and 'no response' (n = 286).

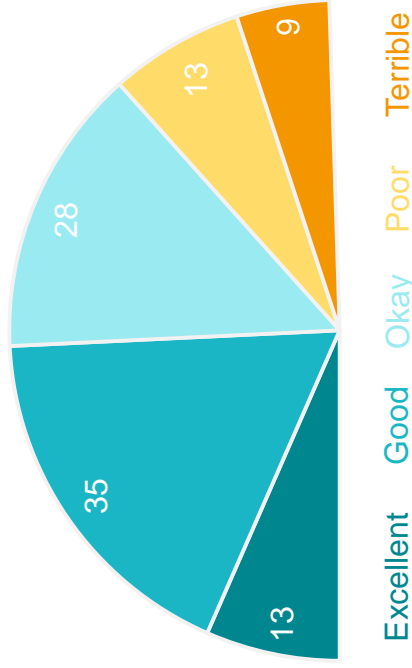


# Customer Service Quality

# Customer service

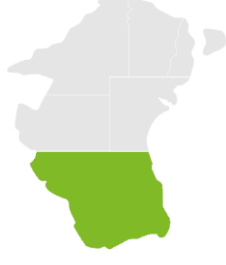
## Performance ratings

% of respondents



## MARK YT Industry Standards

Performance Index Score



Shire of York **58**

Industry High **68**

Industry Standard **58**

## Variations across the community

Performance Index Score

Total	58	58	55	61	62	64	47	54	68	59	52	60
Home owner	58	55	61	62	64	47	54	68	59	52	60	60
Renting / other	55	61	62	64	47	54	68	59	52	60	60	60
Male	55	61	62	64	47	54	68	59	52	60	60	60
Female	61	62	64	47	54	68	59	52	60	60	60	60
No children	62	64	47	54	68	59	52	60	60	60	60	60
Child 0-12	53	64	47	54	68	59	52	60	60	60	60	60
Child 13+	42	64	47	54	68	59	52	60	60	60	60	60
18-34 years	64	47	54	68	59	52	60	60	60	60	60	60
35-54 years	47	54	68	59	52	60	60	60	60	60	60	60
55-64 years	54	68	59	52	60	60	60	60	60	60	60	60
65+ years	68	59	52	60	60	60	60	60	60	60	60	60
York	59	52	60	60	60	60	60	60	60	60	60	60
Other	52	60	60	60	60	60	60	60	60	60	60	60
Disability	60	60	60	60	60	60	60	60	60	60	60	60

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

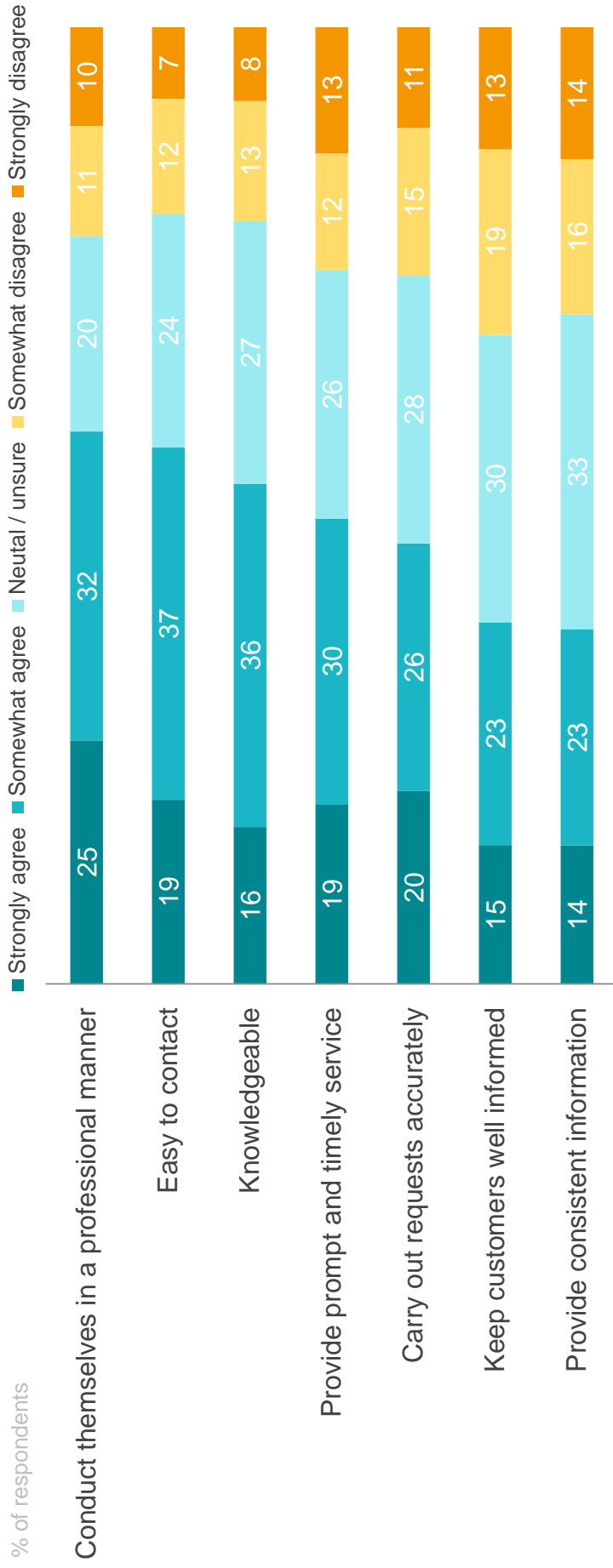
Base: All respondents, excludes 'don't know' and 'no response' (n = 323).

# Customer service quality dimensions

Overall ratings of customer service tend to be positive with more people agreeing than disagreeing with customer service quality dimensions (charted below).

Staff receive net positive ratings for professional conduct, ease of being contacted, being knowledgeable, being prompt and timely, and carrying out requests accurately.

To improve, the community would like to be **better informed** and to receive **more consistent information**.



Q. How strongly do you agree or disagree with these statements about current staff at the Shire of York?  
Base: All respondents, excludes 'no response' (n = ranges from 303 to 322).

# Overview of Community Variances

# Summary of community variances

	Total	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
Governance	Place to live	67	66	63	70	67	70	63	68	63	64	71	67	66	70
	Governing organisation	43	42	41	45	45	41	38	41	39	43	49	43	42	40
	Value for money	29	29	32	25	32	27	25	26	23	31	35	30	25	28
	Leadership	41	40	47	39	44	43	40	34	44	44	45	41	39	38
	Advocacy and lobbying	39	39	41	38	42	43	36	30	45	44	47	40	37	42
	Consultation	37	37	36	38	39	41	34	29	42	40	44	38	34	36
	Informing the community	39	40	36	39	41	43	38	28	43	43	47	40	34	39
	Open and transparent	36	36	34	35	39	37	39	27	37	34	44	37	32	36
	Website	49	48	52	48	51	51	51	39	52	45	49	53	50	44
	Community Update	57	56	62	57	58	61	55	47	62	50	56	63	58	55
Economic	Customer Service	58	58	55	61	62	53	42	64	47	54	68	59	52	60
	Economic development	27	26	30	25	29	24	17	24	22	27	35	27	24	28
	Town centre	34	33	41	33	36	37	34	27	39	32	38	34	40	34
	Education and training	41	41	39	41	42	46	37	30	45	41	51	41	46	39
	Access to goods and services	45	46	40	45	46	50	43	32	46	44	53	46	42	47
	Youth	35	35	29	37	32	41	29	25	35	34	46	33	42	32
	Seniors	57	57	54	58	58	59	59	46	68	52	60	56	61	59
	Disability	51	51	47	52	51	52	52	44	63	47	41	54	51	47
	Health and community services	49	50	45	50	50	53	47	37	50	43	47	55	49	52
	Community	Community buildings	55	55	51	56	57	52	49	52	53	54	58	54	60
Sport and recreation		60	61	53	56	64	63	53	55	56	60	66	60	62	61
Playgrounds, parks and reserves		55	55	49	54	56	58	47	55	49	56	61	54	60	55
Festivals, events and culture		45	45	45	45	46	48	41	45	40	41	54	45	44	49
Library		64	63	70	61	68	66	67	50	71	60	71	64	61	64
Heritage		59	58	63	55	62	59	65	48	72	54	61	59	57	57
Multiculturalism		54	54	48	51	56	54	54	52	46	53	53	54	50	51
Safety		52	53	48	48	56	53	47	47	53	46	53	58	50	51

# Summary of community variances

	Total	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability	
Built form	The area's character and identity	52	52	50	56	52	56	50	62	49	48	53	52	54	51	
	Planning and building approvals	38	38	35	41	39	38	31	43	32	39	41	38	36	36	
	Road maintenance	33	32	30	36	34	33	26	30	29	34	38	34	25	30	
	Footpaths and cycleways	35	34	34	35	36	32	33	36	32	32	39	33	46	30	
	Streetscapes	38	37	40	38	37	38	38	33	33	37	37	36	43	37	
	Walk trails	40	40	41	40	43	36	37	37	41	37	39	39	45	39	
	Street lighting	46	46	48	47	49	41	41	43	43	43	48	45	52	42	
	Accesssto housing	49	51	43	50	52	48	46	48	49	49	47	53	48	47	
	Conservation	44	44	47	46	45	47	39	54	39	39	43	46	44	43	43
	Avon River	29	29	28	29	31	28	20	23	25	25	30	33	28	29	30
Natural environment	Waste Services	72	72	71	73	75	70	68	81	66	68	76	75	50	76	
	Recycling services	69	69	73	72	71	69	66	83	60	64	74	71	55	68	
	Food, health, noise and pollution	53	53	55	56	53	55	48	64	48	45	56	53	53	49	
	Animal and pests	52	51	56	55	56	46	43	58	46	49	56	53	48	47	
	Natural disaster management	49	50	49	51	51	49	44	57	42	47	53	50	47	54	

# Community Priorities



Q. How would you rate performance in the following areas? Base: All respondents, excludes don't know and no response. (n=varies)

Q. Which areas would you most like the Shire of York to focus on improving? Base: All respondents (n = 341)



## Value for money from council rates

Residents are seeking better value for money. They feel rates are increasing at a greater rate than the benefits being returned.

*Rates are much too high in York, ratepayers get VERY poor value for money. Please no rate increase this year.*

*That there be no more ridiculous and unjustified increases to our rates. That we actually start to get proper and fair value for the rates levied.*

*Our rates are way too high for what we receive.*

*Rates are massive - some of the upper suburbs in Perth are not this expensive.*

*Stop increasing the rates. It is ridiculous the amount we pay and we are finding it so difficult to pay them.*

*The cost of the house rates is unacceptable. It will stop the town from growing.*

*Your rates hike is ridiculous. \$3,000 is too % much.*

*Value for money from Council rates - We are \$700 worse off from last year.*

*The way rates are issued, used. The removal of penalties to overdue rates as work in the area is poor and people are having financial issues.*



## Council's leadership in the local community

Residents want the Council to show leadership through their actions. Transparency, honesty and accountability are demanded. Residents yearn to have pride in the Shire and are wanting Council to champion and promote a fair and equitable community for all stakeholders.

*Listening to people generally. It appears the councillors seem to have a problem in allowing people who wish to do something to benefit the town the means in which to proceed.*

*Why they enact local by-laws I don't know. They fail in most cases to abide by them with consistency and fairness, which results in animosity and friction when some residents are allowed to break all laws and get away with it.*

*Work with the whole of the community. Develop business plans to attract business/industry (residents). Decisions need to reflect community needs.*

*The Shire needs to work together to foster a positive community spirit. It needs to encourage and support local businesses and encourage new businesses rather than oppose or make difficult.*

*The Shire needs to put more focus on developing this town into a more attractive and prosperous place for residents to live.*



## Addressing community priorities

# Economic development

Respondents want Council to play a key role in creating an environment where industry can thrive and more jobs can be generated for local residents and youth.

More tourism and an attractive main street with occupied shops are seen to be integral to the future of York.

*We need to think more about how to encourage more business enterprises to develop in York thus improving employment.*

*Attracting industries that would create employment opportunities for young people and the general population.*

*Economic development to attract visitors, jobs, new people and families to the town. Improve the town centre shops which are a disgrace. The town needs life and vitality through business investment. Build and they will come.*

*Provide incentive for businesses in main street to maintain and improve shop fronts. Provide incentive for new businesses to open. Empty shops look bad.*

*York lacks a commercial/visitor focus of any consequence.*

*Need to encourage more tourism to York. Need to encourage more employment.*

*Apparently rents are high for business people. Why doesn't the Shire subsidise some of the rent so we can have 'pop up' shops here and have a variety of business short term to give some options for local shoppers?*





## Addressing community priorities Streetscapes

Residents want clean, well maintained and attractive streetscapes that they can be proud of. They want to live in a town that visitors and tourists will want to come to.

*Clean up and enhance the entrances into York.*

*Would like to see shop owners clean up and paint the very tired shops and bring the town back to... wash windows, clean up and take pride in what they do, as Beverley, Quairading and Northam leave us for dead.*

*I would like to see the Shire of York improving the main terrace - with many more trees and gardens. The main street is sad, even though we have beautiful old buildings it needs a lift.*

*The presentation of York heritage is non existent. The historic precinct is not featured visibly to tourists. The main street has no personality as no emphasis on its historical features are highlighted.*

*I would like to see the main street of York maintained and cleaned. Being a tourist town it needs to be presentable.*

*The look of our town. It has certainly improved since our new CEO was appointed and I think he will continue doing this. Perhaps more trees.*

*I would like to see a vibrant presentation to visitors of a WA jewel.*



## Road maintenance

Residents want better maintained roads with improved grading, sealing, kerbing, gutters and drainage.

*Road maintenance, especially on main arterial roads.*

*Roads. Roads. Roads. Quonaming Rd. Just come and have a look. I have 3 children on the school bus but have to drive them 5 kilometres to catch the bus because it will not travel on this particular shire road.*

*Henry Rd, resurface, kerbing, between Tenth and Eleventh Streets.*

*Better drainage on local street. Kerbing on all residential streets.*

*Improving the gravel/rural roads with regular grading and maintenance.*

*Road maintenance within the town and external shire roads.*

*Fix the road edges (trenches) so that those of us on sloping blocks don't get flooded in heavy rain.*

*Roads (gravel) to be upgraded. Finish the Greenhills South Road to Beverley 3 kms to put bitumen on. Was settled to be done by 2009.*



## Footpaths and cycleways

Maintaining safe footpaths and cycleways and increasing the network is desired by all residents from young families to the aged and mobility challenged.

*The town needs proper pathways throughout the streets.*

*Better footpath/cycleways in and around town for kids (and general public)/mobility scooters to access for the better health (and choice) of the community.*

*Having an active young family I would like to see existing footpaths upgraded or repaired - and areas without footpaths (York Estate) have footpaths laid to make it safer to ride/walk.*

*All footpaths correctly done for wheelchair & buggy access including the kerbs (they are too high, it causes the buggy to jolt & mostly causes elderly to use the road til a kerb is safer to attempt to get back on the footpath, not just in the main street but right up on Avon Terrace).*

*Cycle paths around town/walk paths.*

*Walk and bike trails focused around the river. Extension of footpaths along Avon Terrace to help link walk trail.*

*Footpaths - no footpaths for the old to walk on.. Old people want to walk around the block but they are afraid to walk on the road.*





Having the Avon river become a point of pride for residents and an attraction for tourists is a priority for residents.

Removing dead trees and other debris, aerating to clean the water and control mosquitoes, and placing foot and cycle paths along the river to increase usage are some of the main ideas being offered.

*Avon Park and River needs to be cleaned up. Jetty with rail out into the river and water fountains to aerate the water (like Northam).*

*Clean up of the water and banks of the Avon River .*

*Place two aerators in the river, then you would have a clean water river (and) be rid of mosquitoes.*

*Clean up all the dead trees and debris in the river.*

*Improve the river park, e.g. water fountain to circulate the river water.*

*Definitely the park and river - it can be such a drawcard but is disappointing to say the least.*

*That the river area (and east bank) be redeveloped to once again make it a beautiful place to visit, picnic at, and canoe on, etc.*

*The condition of the river when it is summer time. It looks bad and it stinks.*



# Support for Major Projects



# Major projects | community preferences

The Shire of York tested support for five major projects.

The community expressed greatest support for improving Avon Terrace and CBD area, followed by enhancing Avon Park.



Improvements could include street trees, underground power, more alfresco areas, public art and street furniture.



This could include children's playgrounds, BBQ's, skate park and relocation of the RV/Caravan Parking.



This could include improvements to the leisure water, plant room, balance tank, amenities such as BBQ's and seating, toilets and change rooms.



Could include improving access, functionality, acoustic issues, the size of performance change rooms, air conditioning and upgrading the lesser hall and kitchen area.



This could include drainage solutions and improvements to the layout, design and aesthetics.



## #1 preferences across the community

	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
<b>CBD</b>	<b>CBD</b>	Avon Park	<b>CBD</b>	<b>CBD</b>	<b>CBD</b>	Avon Park	<b>CBD</b>	Avon Park	= CBD / Avon Park	<b>CBD</b>	<b>CBD</b>	<b>CBD</b>	Avon Park	<b>CBD</b>

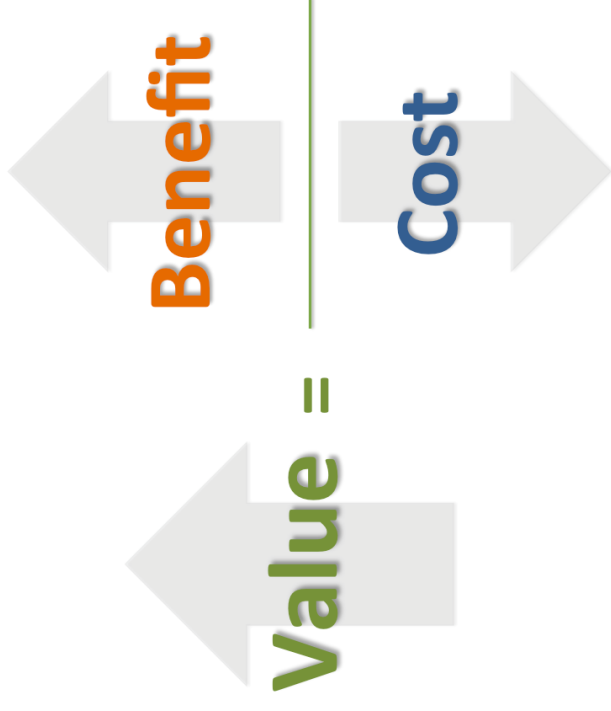
Q. The Shire of York is considering major projects in five locations. Out of the following projects, which ONE do you think is the MOST IMPORTANT?

Base: All respondents, excludes 'no response' (n = 328). Please note: analysis includes a few multiple responses.

# Recommendations

# Recommendations

1. Strengthen perceptions of leadership by being transparent and accountable and rebuilding trust and confidence in the local community.
2. Review and communicate the value equation:
  - How can rates / budgets / costs be decreased?
  - How can benefits be increased and better communicated?
3. Stimulate economic development, tourism and job creation through:
  - Business and industry attraction strategies
  - CBD revitalisation
  - Avon River restoration and Avon Park enhancements
  - Tree planting program and streetscape enhancements
4. Improve connectivity with better roads, footpaths and cycleways.





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