



MARKYT Community Scorecard 2017

Prepared for: Shire of York

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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)

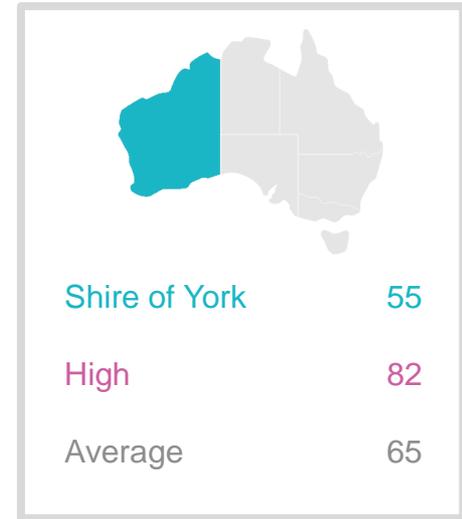
Community variances

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



Overall Performance | industry comparisons

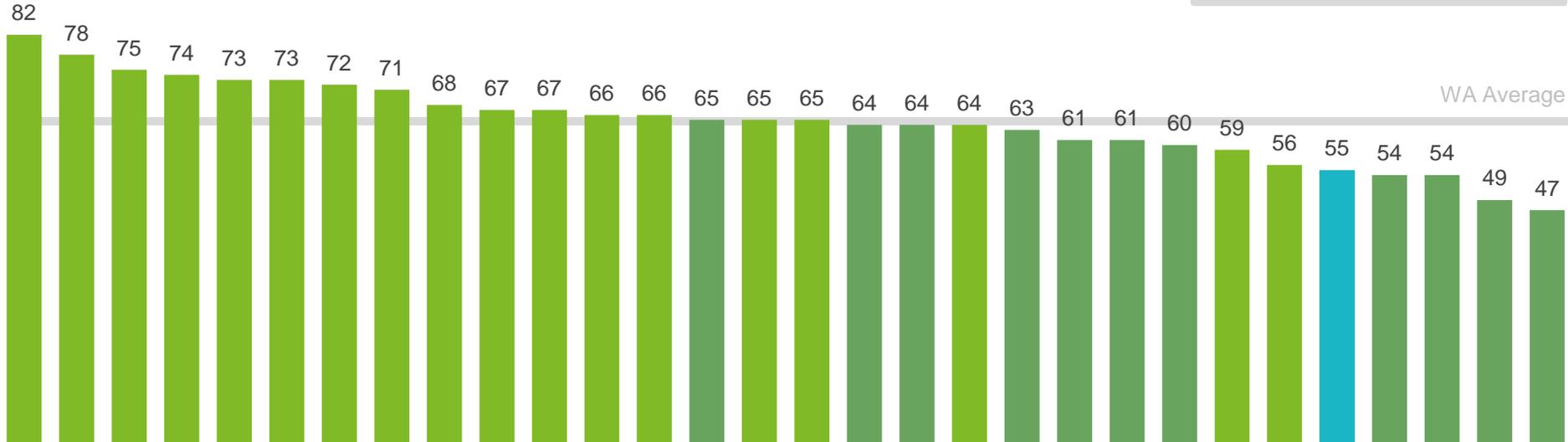
The 'Overall Performance Index Score' is a combined measure of the Shire of York as a 'place to live' and as a 'governing organisation'. The Shire of York's overall performance index score is 55 out of 100, 10 index points below the industry average for Western Australia.



Overall Performance Index Score

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

- Shire of York
- Metropolitan Councils
- Regional Councils



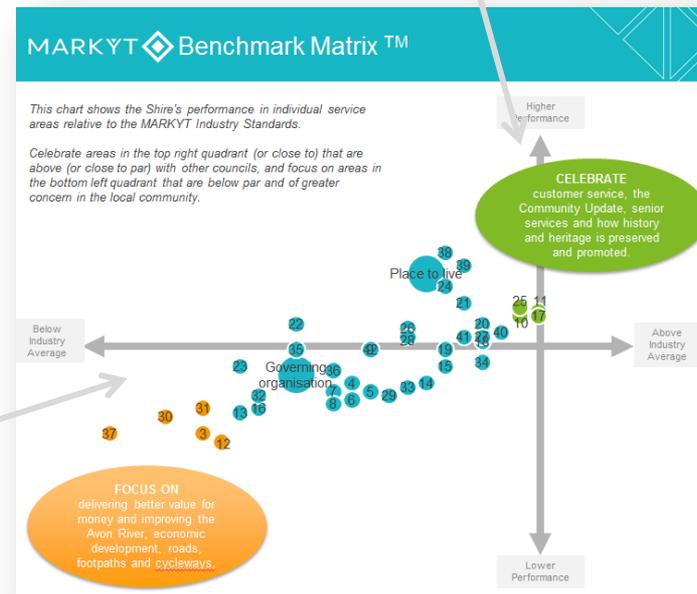
How to read the MARKYT Benchmark Matrix™

The MARKYT Benchmark Matrix™ (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.

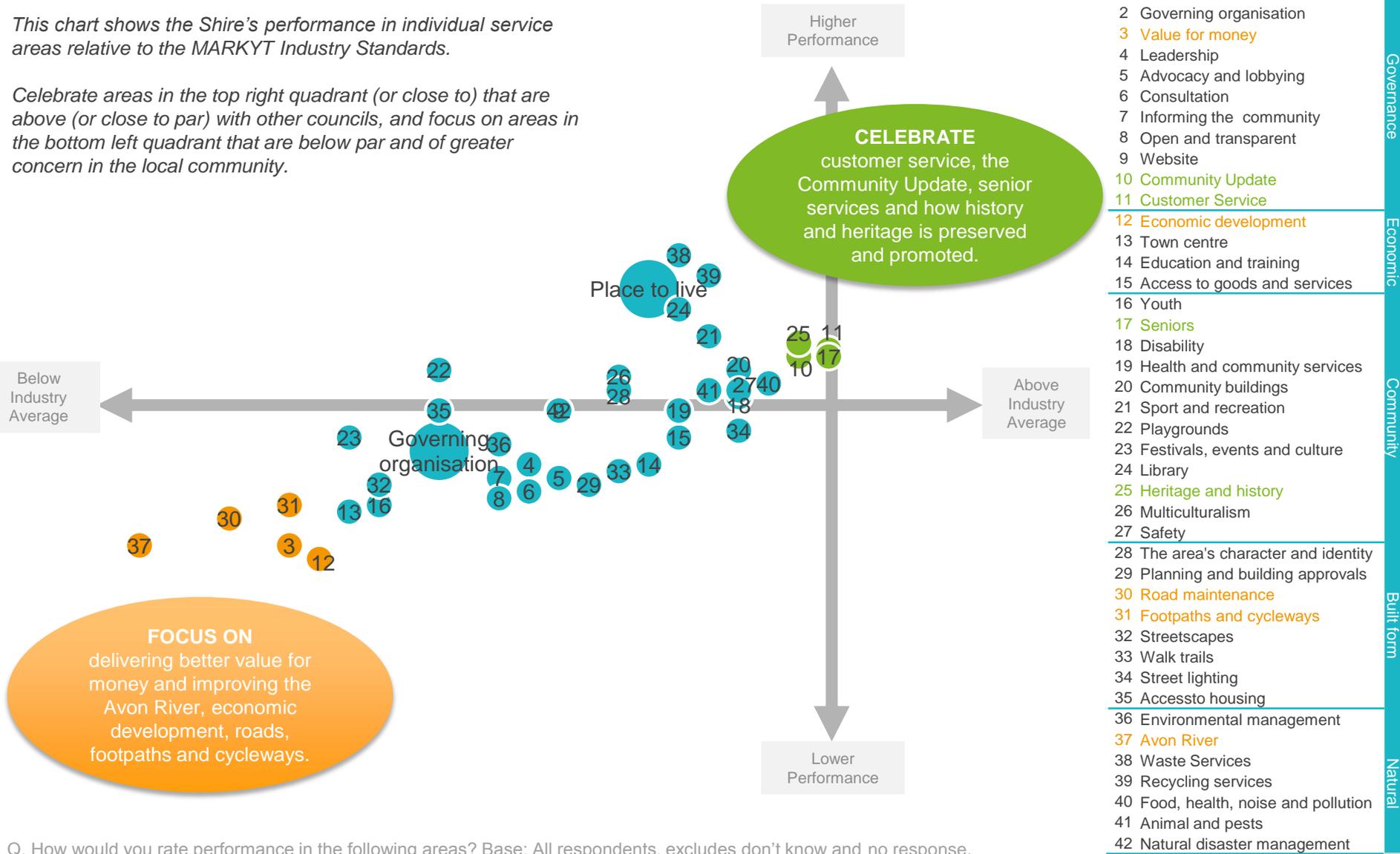
As this line represents Council's average performance for all individual measures, around half of the service areas will be placed above the line (above average), and around half will be positioned below the line (below average).



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 (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.



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

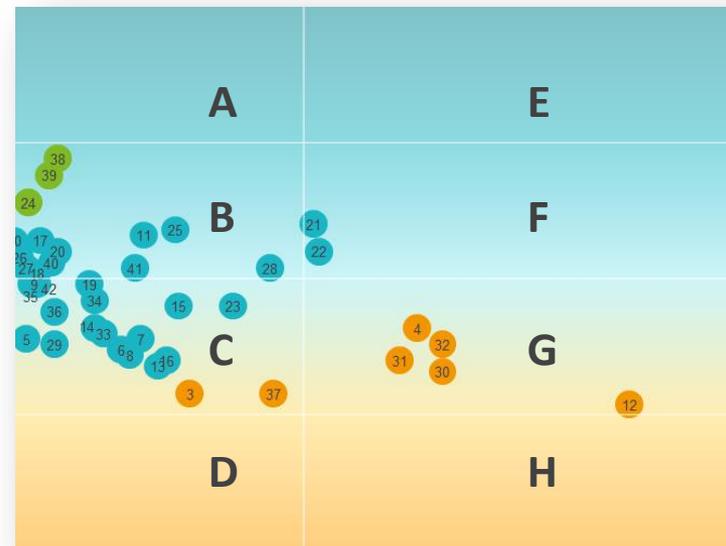
In the Shire of York's Community Priorities Window, detailed overleaf, many services are ideally located in Window B, receiving average ratings between okay and good.

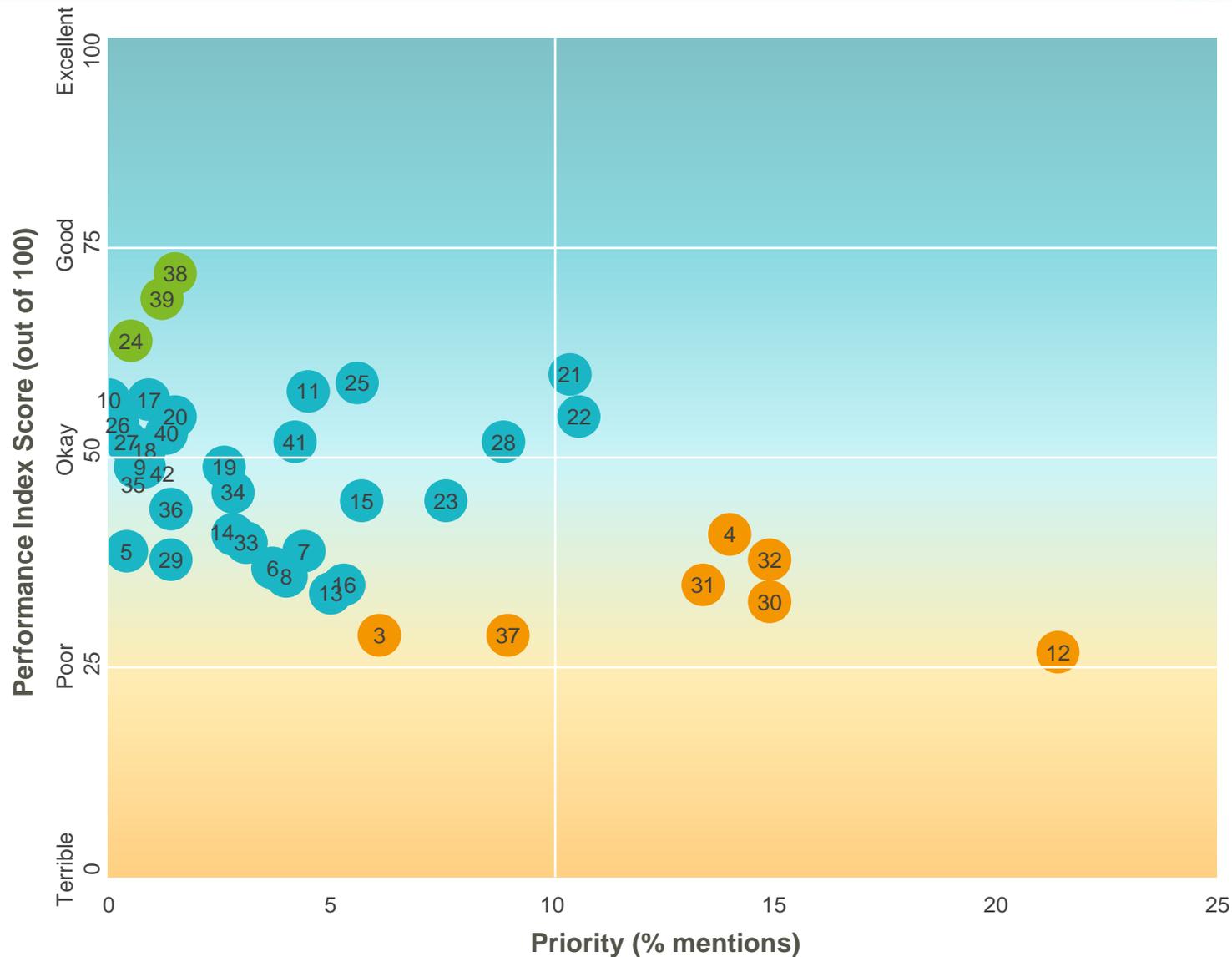
The strongest areas are perceived to be waste services and the library. Other strengths include the Community Update, seniors facilities and services, how heritage and history is preserved and promoted, and the quality of customer service.

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**.





- 3 Value for money
- 4 Leadership
- 5 Advocacy and lobbying
- 6 Consultation
- 7 Informing the community
- 8 Open and transparent
- 9 Website
- 10 Community Update
- 11 Customer Service
- 12 Economic development
- 13 Town centre
- 14 Education and training
- 15 Access to goods and services
- 16 Youth
- 17 Seniors
- 18 Disability
- 19 Health and community services
- 20 Community buildings
- 21 Sport and recreation
- 22 Playgrounds
- 23 Festivals, events and culture
- 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

Governance

Economic

Community

Built form

Natural

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)

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.

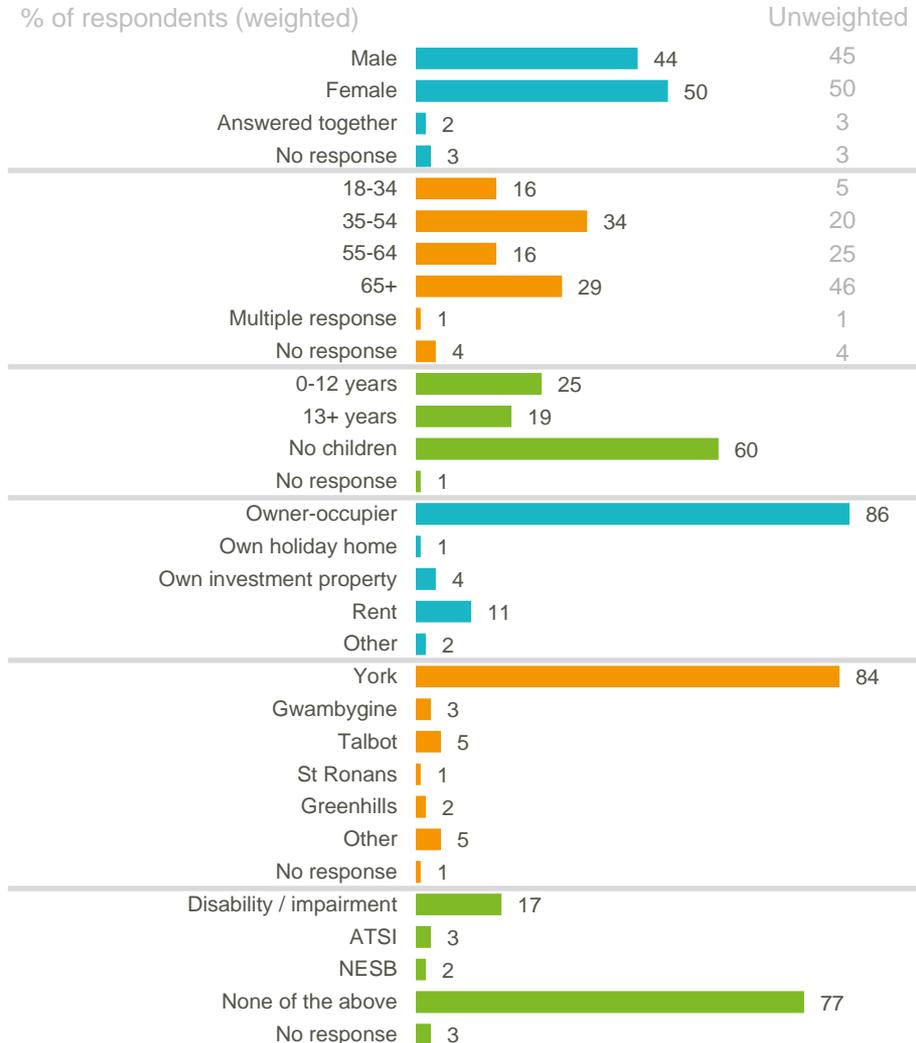
Approach

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

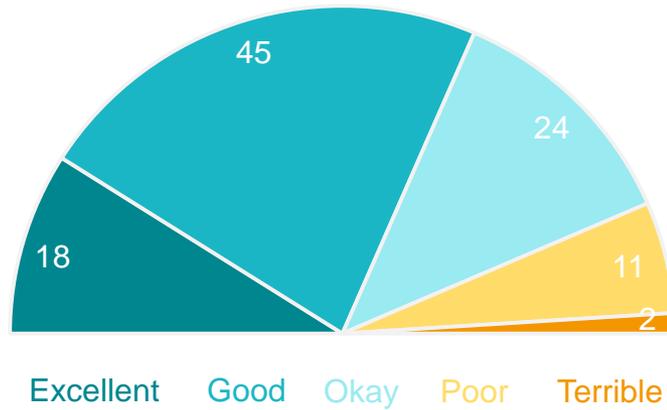


Overall Performance

The Shire of York as a place to live

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	67
Industry High	90
Industry Standard	73

Variations across the community

Performance Index Score

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
67	67	66	63	70	67	70	63	68	63	64	71	67	66	70

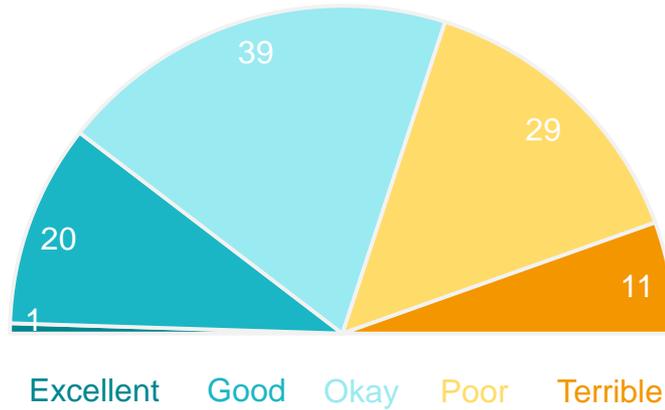
Q. How would you rate performance in the following areas?

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



MARKYT Industry Standards

Performance Index Score



Shire of York	43
Industry High	74
Industry Standard	56

Variations across the community

Performance Index Score

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
43	42	51	41	45	45	41	38	41	39	43	49	43	42	40

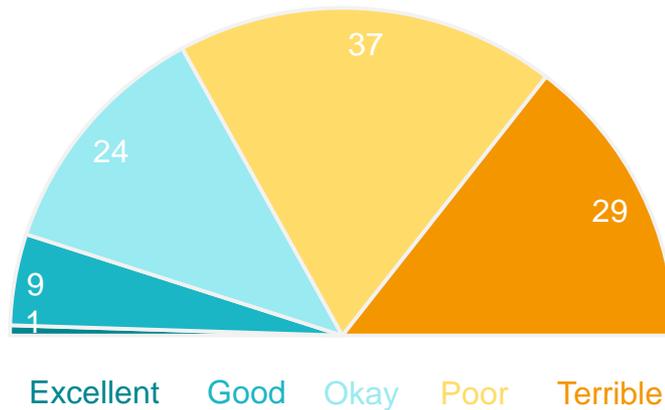
Q. How would you rate performance in the following areas?

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

Value for money from Council rates

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	29
Industry High	65
Industry Standard	47

Variations across the community

Performance Index Score

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
29	29	32	25	32	31	27	25	26	23	31	35	30	25	28

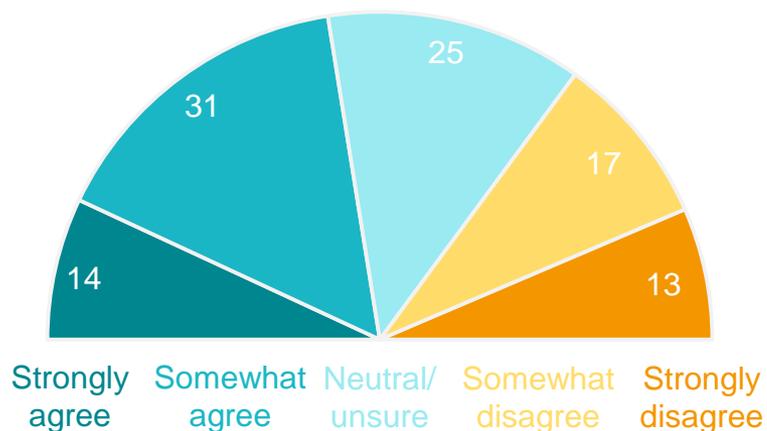
Q. How would you rate performance in the following areas?

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

Variations across the community

5% points above or below council average

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
45	46	37	38	53	48	45	45	36	43	42	53	45	46	46

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

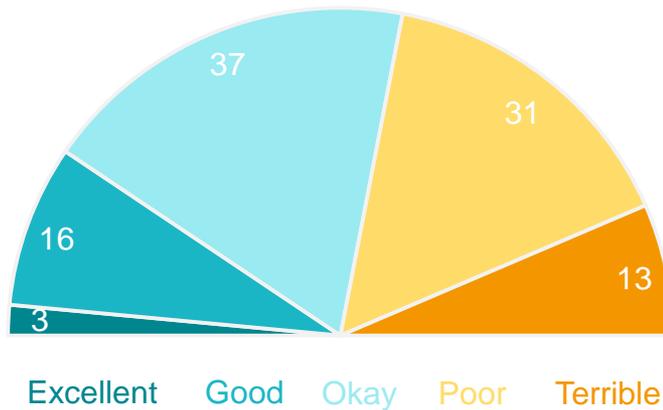
Base: All respondents, excludes 'no response' (n = 336).

Governance and Communication

Council's leadership within the community

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	41
Industry High	74
Industry Standard	51

Variations across the community

Performance Index Score

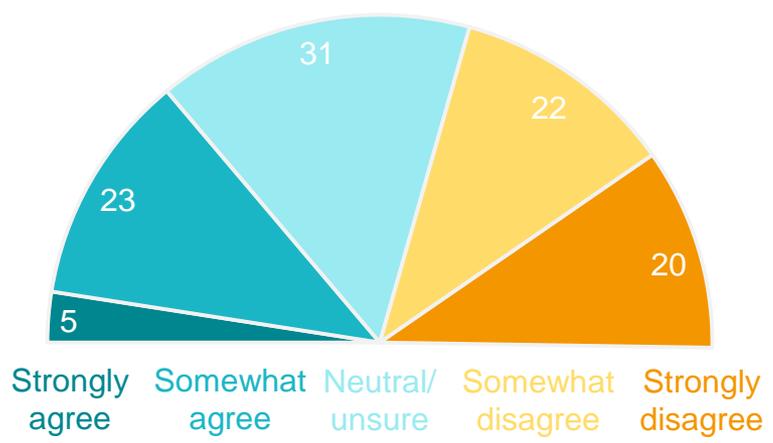
Total	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
41	40	47	39	44	43	40	34	44	35	44	45	41	39	38

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



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

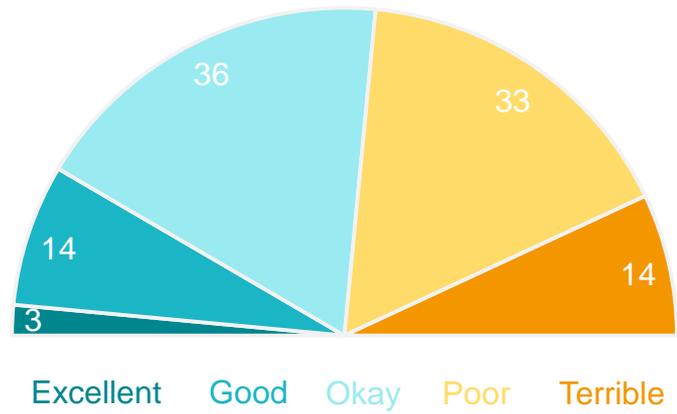
Total	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
28	28	29	30	27	32	25	18	24	21	28	40	28	24	33

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



MARKYT Industry Standards

Performance Index Score



Shire of York	39
Industry High	55
Industry Standard	48

Variations across the community

Performance Index Score

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
39	39	41	38	42	43	36	30	45	29	44	47	40	37	42

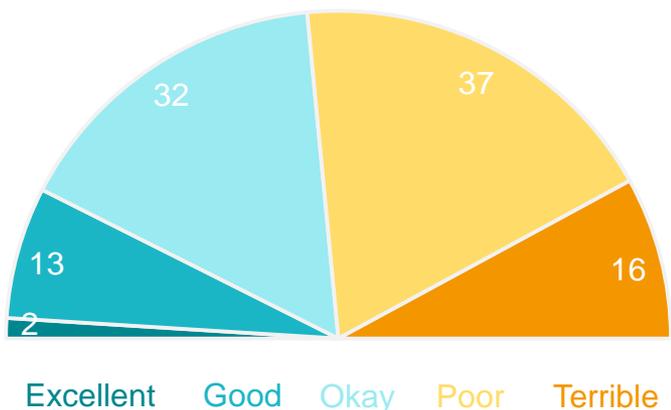
Q. How would you rate performance in the following areas?

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

How the community is consulted on local issues

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	37
Industry High	64
Industry Standard	47

Variations across the community

Performance Index Score

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
37	37	36	38	39	41	34	29	42	29	40	44	38	34	36

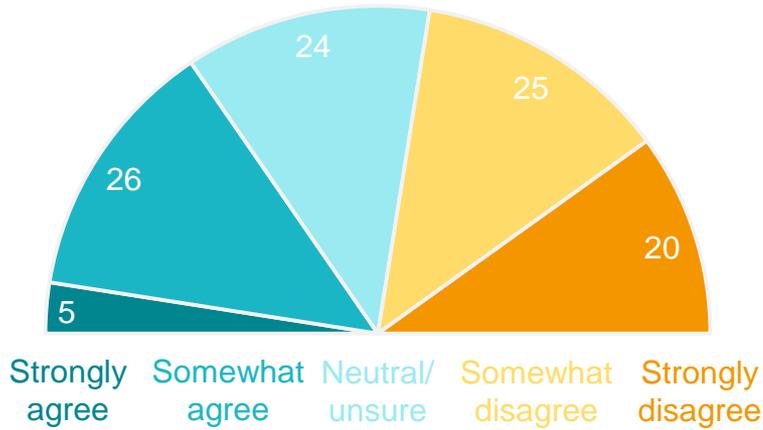
Q. How would you rate performance in the following areas?

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

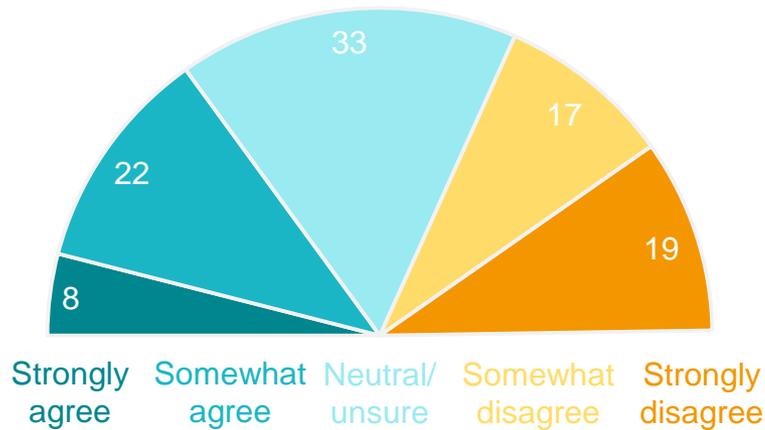
Total	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
31	33	18	29	33	36	28	19	30	22	29	40	30	33	36

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

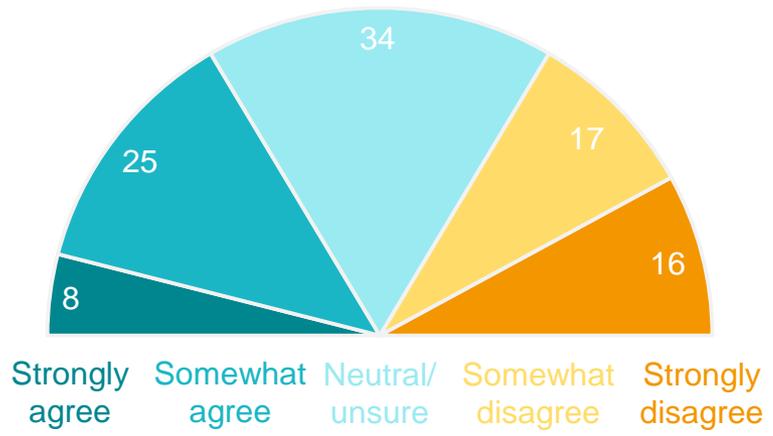
Total	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
31	30	37	20	40	33	29	26	30	22	33	41	30	34	37

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



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

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
34	35	23	31	37	33	44	20	39	24	29	45	34	30	41

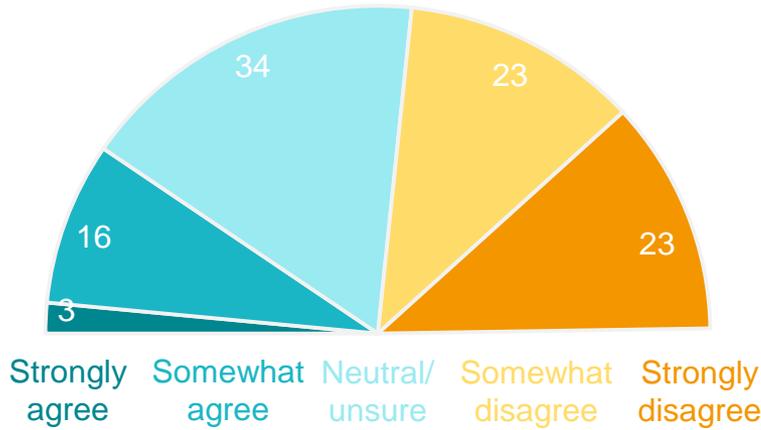
Q. How strongly do you agree or disagree with the following statements?

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

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
20	21	9	16	23	24	19	8	12	12	25	30	21	13	22

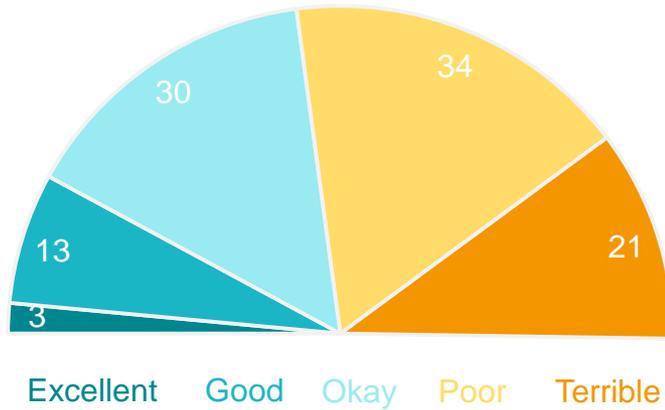
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 339).

How open and transparent Council processes are

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	36
Industry High	70
Industry Standard	47

Variations across the community

Performance Index Score

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
36	36	34	35	39	37	39	27	37	31	34	44	37	32	36

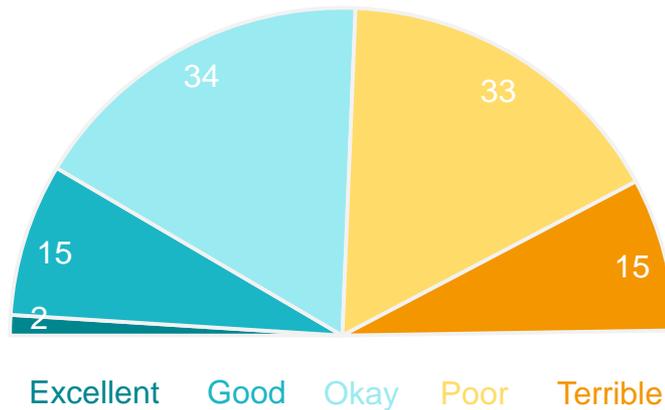
Q. How would you rate performance in the following areas?

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

How the community is informed about local issues

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	39
Industry High	68
Industry Standard	50

Variations across the community

Performance Index Score

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
39	40	36	39	41	43	38	28	43	30	43	47	40	34	39

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

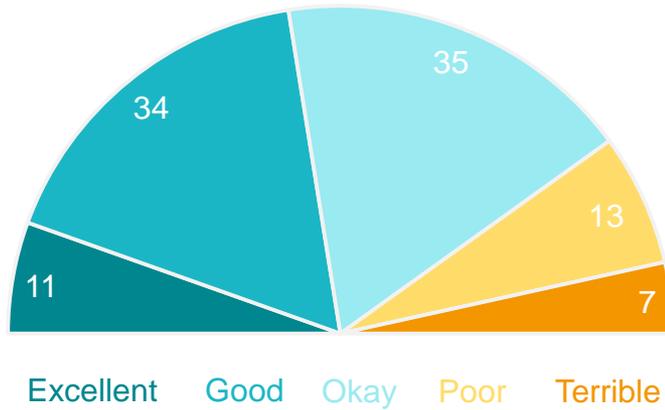
Base: All respondents, excludes 'don't know' and 'no response' (n = 319).

Community Update

the Shire's regular page in the community newspaper

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	57
Industry High	68
Industry Standard	58

Variations across the community

Performance Index Score

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
57	56	62	57	58	61	55	47	62	50	56	63	58	53	55

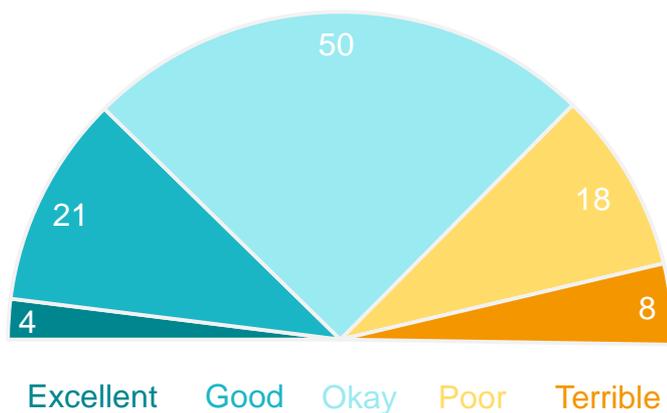
Q. How would you rate performance in the following areas?

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

Shire's website

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	49
Industry High	69
Industry Standard	58

Variations across the community

Performance Index Score

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
49	48	52	48	51	51	51	39	52	45	49	53	50	44	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	33	34	32	34	29	44	35	36	34	32	30	36	18	27
Speak with Councillor / Shire Officer	 32	33	21	40	23	32	33	30	18	34	30	38	30	42	36
Online survey	 24	24	21	24	25	23	30	14	42	22	27	14	22	32	17
Public meeting	 15	16	7	17	15	18	10	12	0	21	19	16	15	11	23
Facebook	 8	7	12	3	13	5	16	5	15	13	5	1	9	4	12
Online forum	 6	6	8	4	8	5	7	6	12	4	5	3	5	11	7
Small group discussion	 5	6	2	7	3	5	4	7	0	4	6	8	5	9	8
None of these	 2	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		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	57	58	52	62	51	60	51	51	61	49	56	66	60	41	69
Email	25	25	25	26	24	28	19	17	18	22	30	27	24	31	25
SMS/text message to mobile phone	16	17	8	12	19	11	27	26	18	22	14	8	15	19	17
Social media (Facebook, etc)	12	11	23	9	16	8	23	9	21	15	13	5	11	21	9
None of these	2	2	2	2	2	2	2	3	0	4	0	1	2	0	1

Q. What is the most effective way for the Council to bring time-sensitive information to your attention?

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

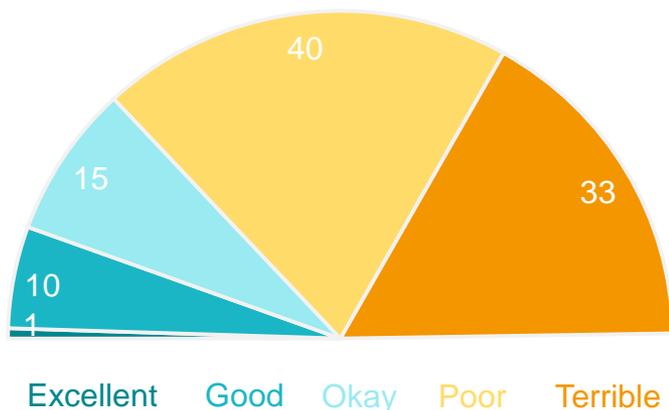
Economic Development

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



MARKYT Industry Standards

Performance Index Score



Shire of York	27
Industry High	58
Industry Standard	44

Variations across the community

Performance Index Score

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
27	26	30	25	29	30	24	17	24	22	27	35	27	24	28

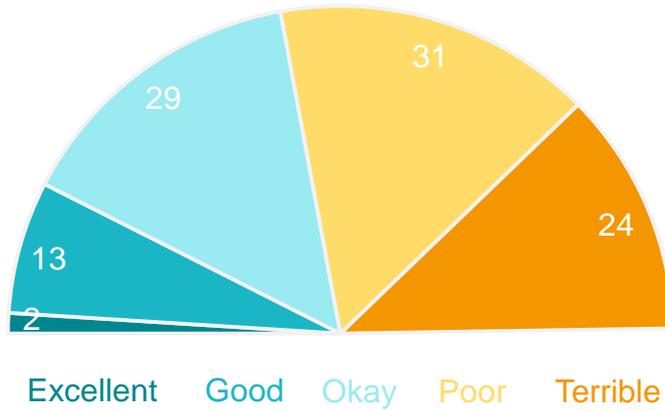
Q. How would you rate performance in the following areas?

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

How York Town Centre is being developed

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	34
Industry High	67
Industry Standard	50

Variations across the community

Performance Index Score

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
34	33	41	33	36	37	34	27	39	29	32	38	34	40	34

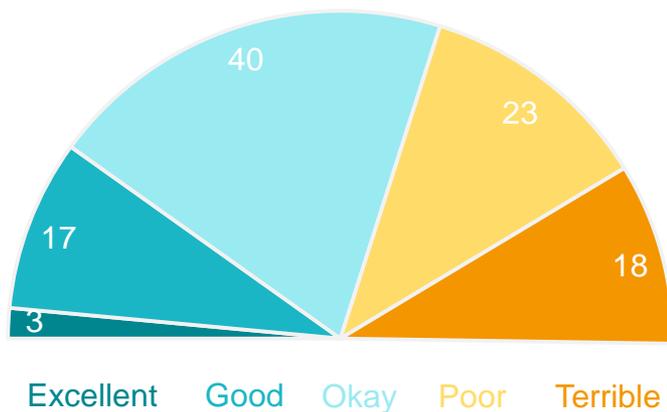
Q. How would you rate performance in the following areas?

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

Access to education and training opportunities

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	41
Industry High	63
Industry Standard	47

Variations across the community

Performance Index Score

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
41	41	39	41	42	46	37	30	45	33	41	51	41	46	39

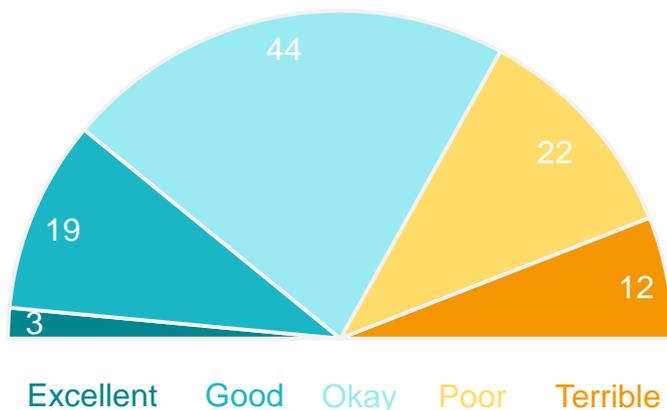
Q. How would you rate performance in the following areas?

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

Access to goods and services in the area

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	45
Industry High	63
Industry Standard	50

Variations across the community

Performance Index Score

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
45	46	40	45	46	50	43	32	46	38	44	53	46	42	47

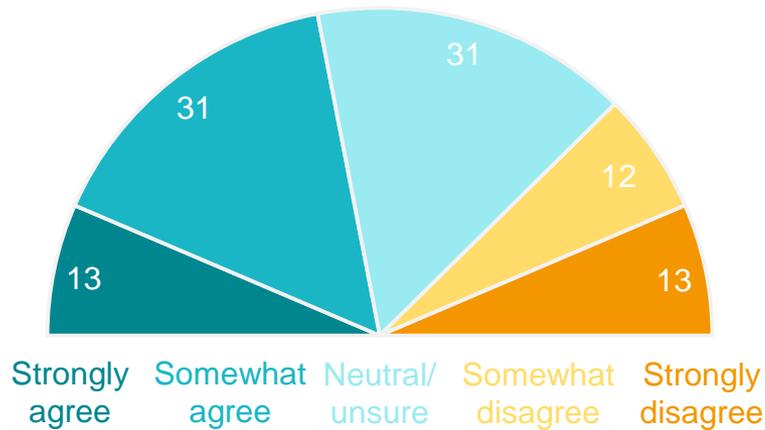
Q. How would you rate performance in the following areas?

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



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

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

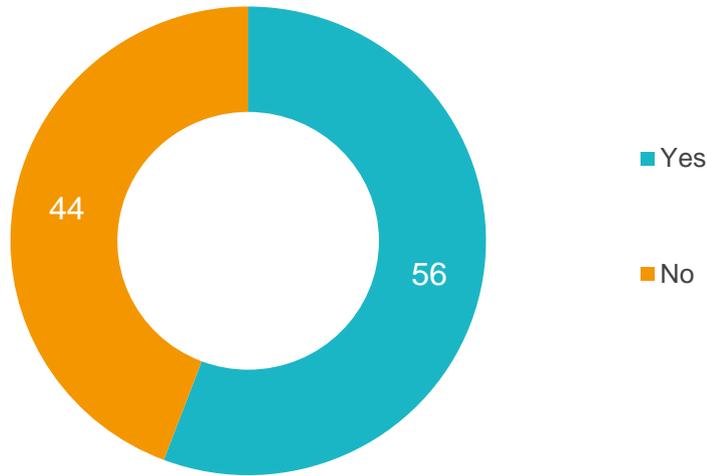
Q. How strongly do you agree or disagree with the following statements?

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

Participation in volunteering

Volunteered in past 12 months

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	56
Industry High	80
Industry Standard	58

Variations across the community

% volunteered in past 12 months

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
56	55	61	58	53	54	59	63	48	61	57	55	53	72	52

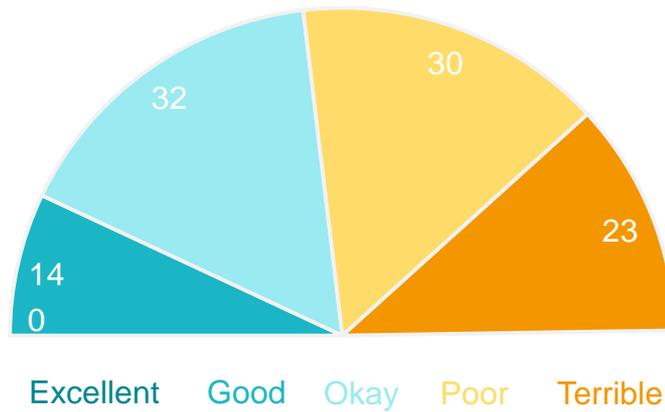
Q. Over the past 12 months, have you done any unpaid voluntary work? For example, welfare work, being on committees, coaching a sporting team, canteen duties, school P&C activities, etc.

Base: All respondents, excludes 'unsure' and 'no response' (n = 318)

Services and facilities for youth

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	35
Industry High	69
Industry Standard	50

Variations across the community

Performance Index Score

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
35	35	29	37	32	41	29	25	35	26	34	46	33	42	32

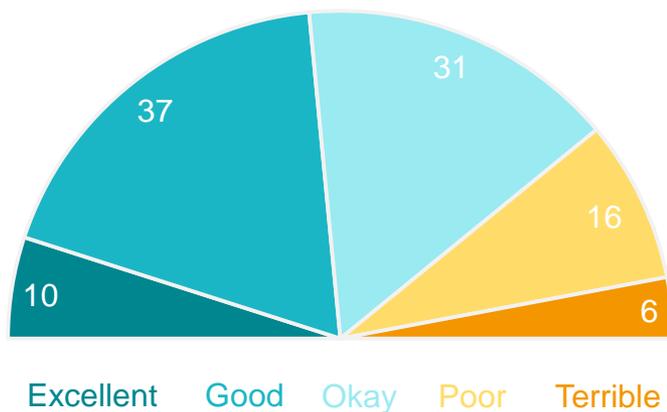
Q. How would you rate performance in the following areas?

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

Facilities, services and care available for seniors

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	57
Industry High	74
Industry Standard	57

Variations across the community

Performance Index Score

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
57	57	54	58	58	59	59	46	68	52	51	60	56	61	59

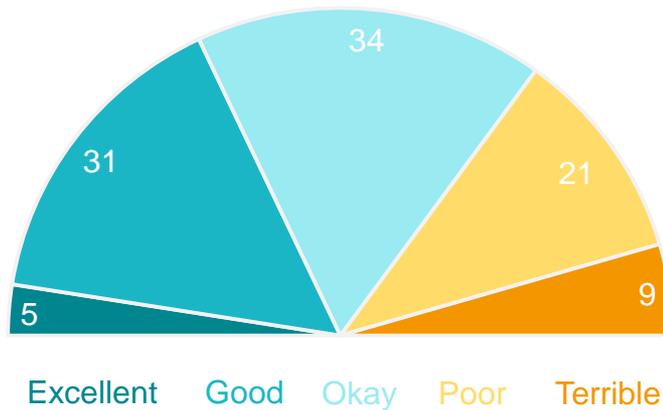
Q. How would you rate performance in the following areas?

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



MARKYT Industry Standards

Performance Index Score



Shire of York	51
Industry High	69
Industry Standard	54

Variations across the community

Performance Index Score

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
51	51	47	52	51	52	52	44	63	47	41	54	51	51	47

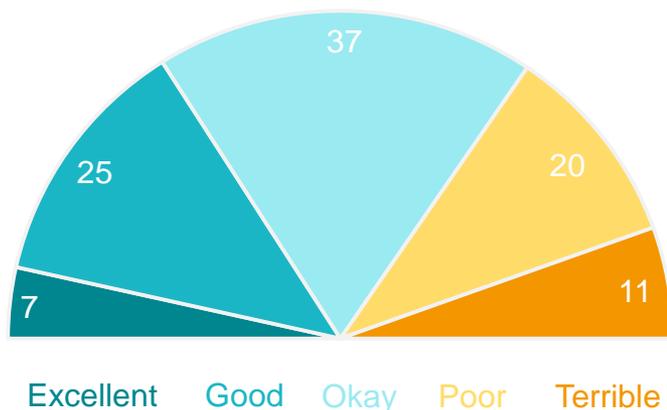
Q. How would you rate performance in the following areas?

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

Access to health and community services

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	49
Industry High	66
Industry Standard	54

Variations across the community

Performance Index Score

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
49	50	45	50	50	53	47	37	50	43	47	55	49	51	52

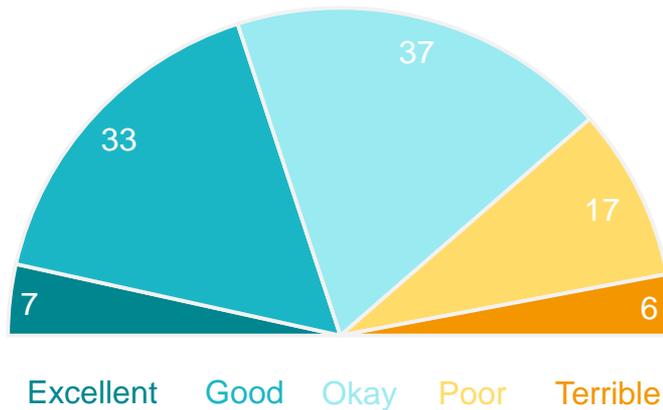
Q. How would you rate performance in the following areas?

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

Community buildings, halls and toilets

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	55
Industry High	71
Industry Standard	58

Variations across the community

Performance Index Score

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
55	55	51	56	55	57	52	49	52	53	54	58	54	60	56

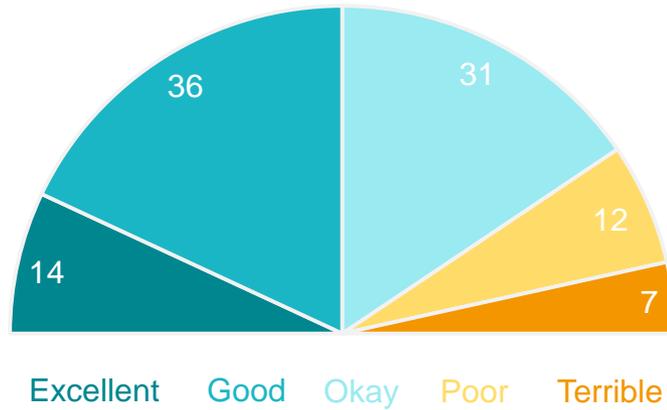
Q. How would you rate performance in the following areas?

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

Sport and recreation facilities

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	60
Industry High	81
Industry Standard	64

Variations across the community

Performance Index Score

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
60	61	53	56	64	60	63	53	55	56	60	66	60	62	61

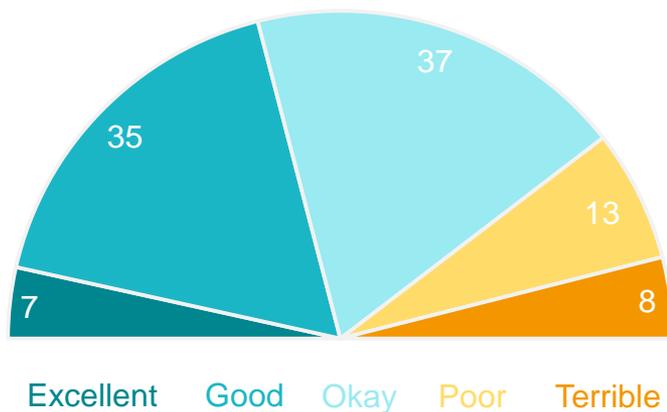
Q. How would you rate performance in the following areas?

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

Playgrounds, parks and reserves

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	55
Industry High	84
Industry Standard	68

Variations across the community

Performance Index Score

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
55	55	49	54	56	58	49	47	55	49	56	61	54	60	55

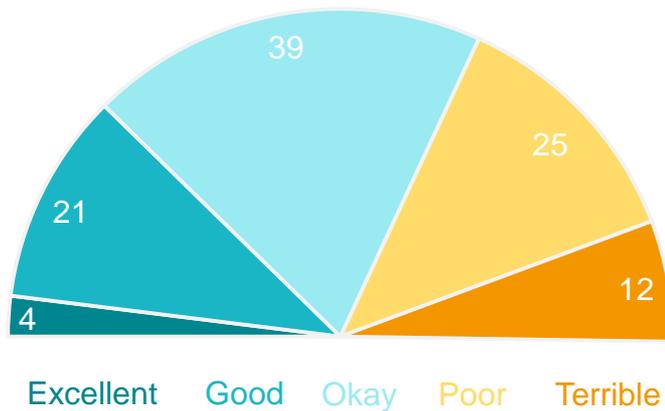
Q. How would you rate performance in the following areas?

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

Festivals, events and cultural activities

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	45
Industry High	83
Industry Standard	61

Variations across the community

Performance Index Score

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
45	45	45	45	46	48	41	39	45	40	41	54	45	44	49

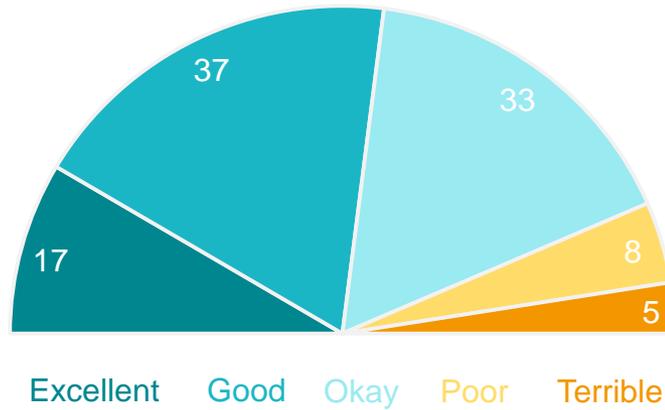
Q. How would you rate performance in the following areas?

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

Library and information services

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	64
Industry High	83
Industry Standard	69

Variations across the community

Performance Index Score

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
64	63	70	61	68	66	67	50	71	56	60	71	64	61	64

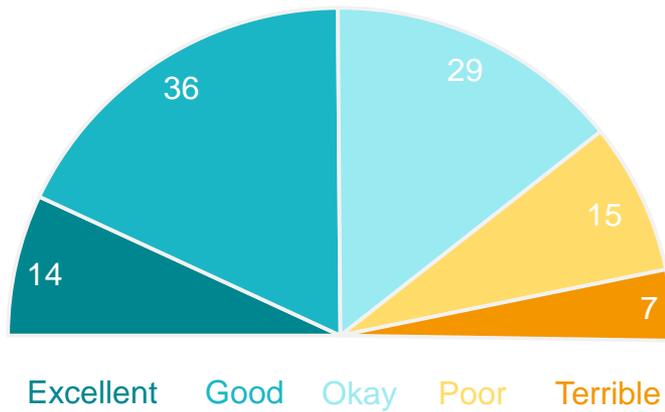
Q. How would you rate performance in the following areas?

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



MARKYT Industry Standards

Performance Index Score



Shire of York	59
Industry High	76
Industry Standard	60

Variations across the community

Performance Index Score

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
59	58	63	55	62	59	65	48	72	54	50	61	59	57	57

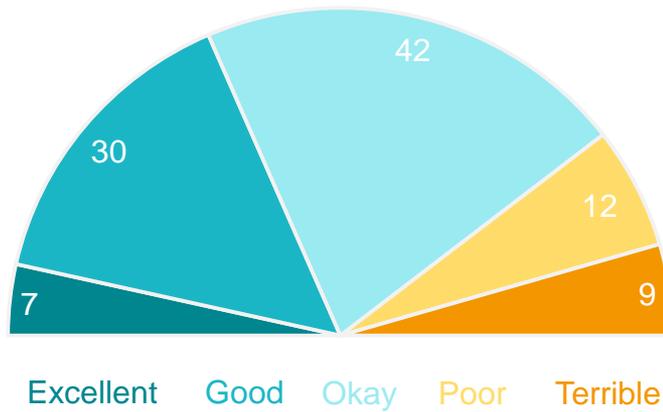
Q. How would you rate performance in the following areas?

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

Multiculturalism and racial harmony

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	54
Industry High	73
Industry Standard	61

Variations across the community

Performance Index Score

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
54	54	48	51	56	54	54	52	46	53	53	59	54	50	51

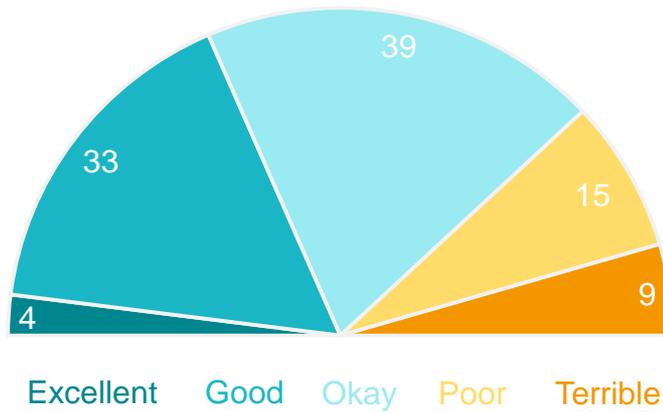
Q. How would you rate performance in the following areas?

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

Safety and security

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	52
Industry High	74
Industry Standard	55

Variations across the community

Performance Index Score

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
52	53	48	48	56	53	53	47	53	46	53	58	53	50	51

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

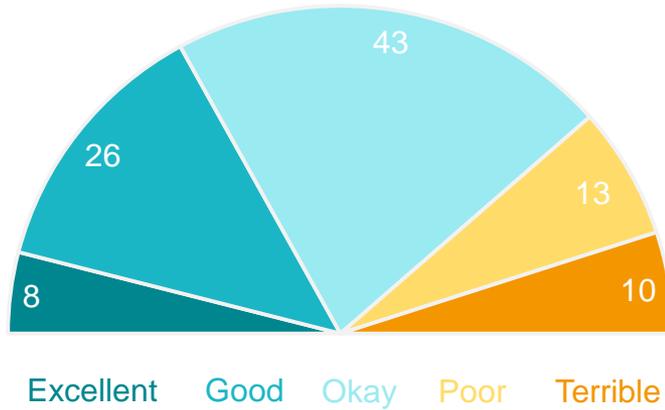
Base: All respondents, excludes 'don't know' and 'no response' (n = 316).

Built Environment

The area's character and identity

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	52
Industry High	77
Industry Standard	59

Variations across the community

Performance Index Score

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
52	52	52	50	56	52	56	50	62	49	48	53	52	54	51

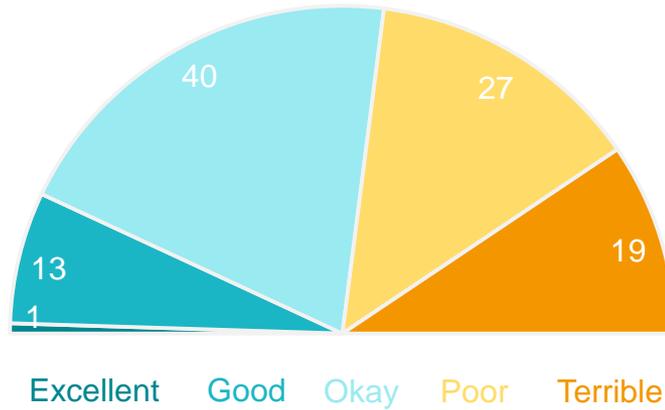
Q. How would you rate performance in the following areas?

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

Planning and building approvals

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	38
Industry High	57
Industry Standard	46

Variations across the community

Performance Index Score

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
38	38	34	35	41	39	38	31	43	32	39	41	38	36	36

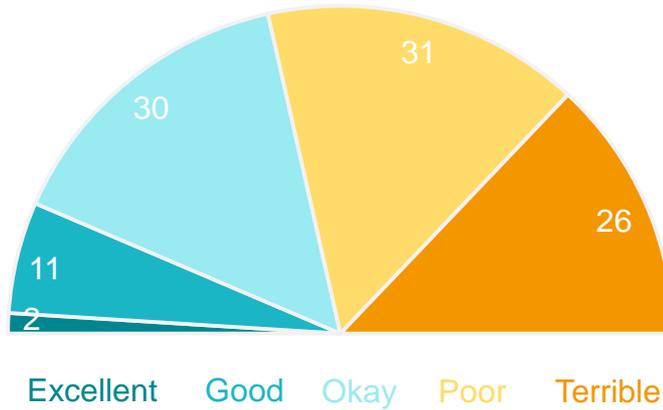
Q. How would you rate performance in the following areas?

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

Road maintenance

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	33
Industry High	75
Industry Standard	53

Variations across the community

Performance Index Score

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
33	32	39	30	36	34	33	26	30	29	34	38	34	25	30

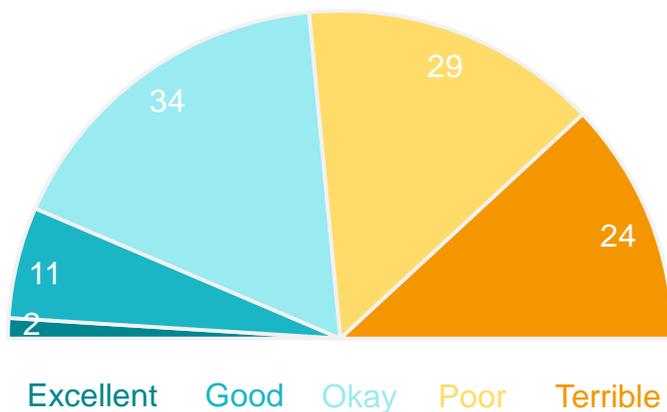
Q. How would you rate performance in the following areas?

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

Footpaths and cycleways

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	35
Industry High	71
Industry Standard	53

Variations across the community

Performance Index Score

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
35	34	41	34	35	36	32	33	36	32	32	39	33	46	30

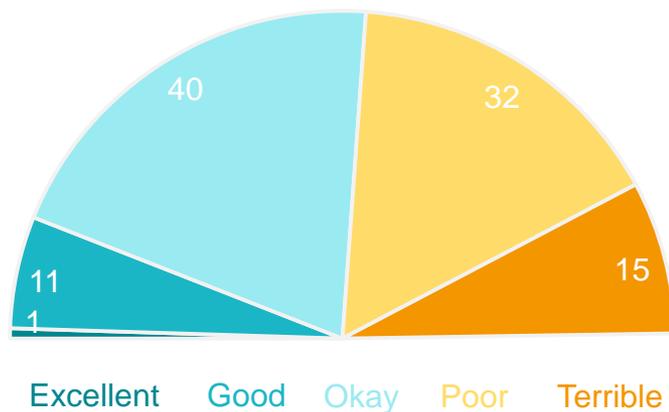
Q. How would you rate performance in the following areas?

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

Streetscapes

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	38
Industry High	72
Industry Standard	53

Variations across the community

Performance Index Score

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
38	37	40	37	38	37	38	38	33	39	37	37	36	43	37

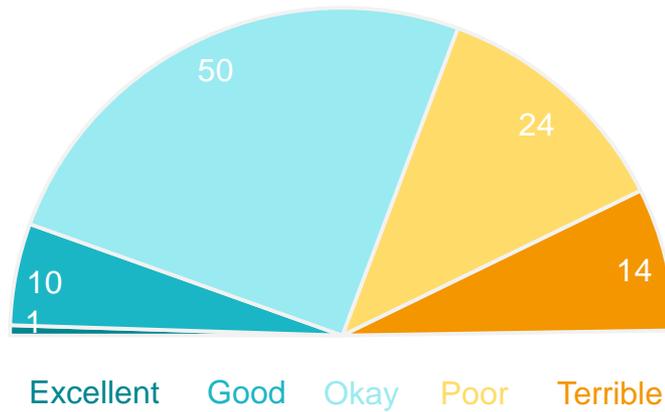
Q. How would you rate performance in the following areas?

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

Walk trails

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	40
Industry High	56
Industry Standard	47

Variations across the community

Performance Index Score

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
40	40	41	41	40	43	36	37	41	37	39	43	39	45	39

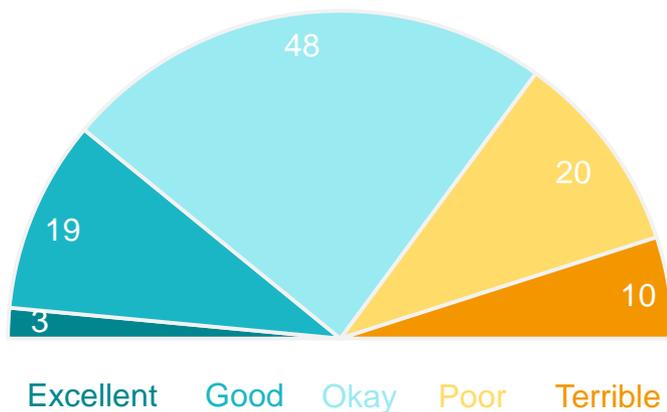
Q. How would you rate performance in the following areas?

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

Lighting of streets and public places

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	46
Industry High	59
Industry Standard	49

Variations across the community

Performance Index Score

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
46	46	48	46	47	49	41	41	43	43	48	50	45	52	42

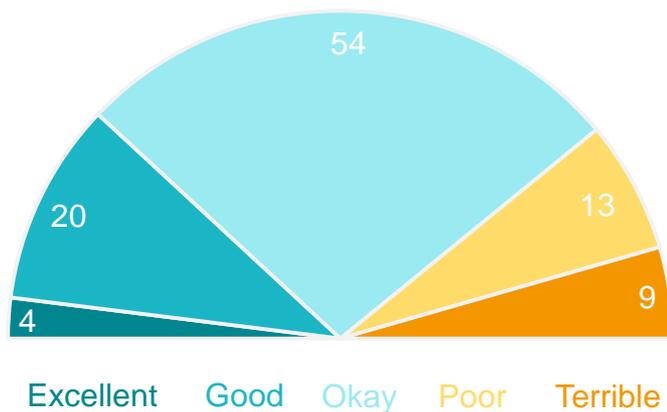
Q. How would you rate performance in the following areas?

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

Access to housing that meets your needs

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	49
Industry High	68
Industry Standard	62

Variations across the community

Performance Index Score

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
49	51	43	50	50	52	48	46	48	49	47	53	50	48	47

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

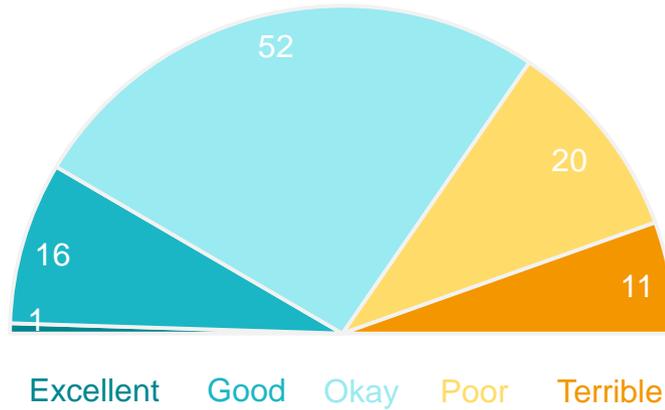
Base: All respondents, excludes 'don't know' and 'no response' (n = 252).

Natural Environment

Conservation and environmental management

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	44
Industry High	68
Industry Standard	55

Variations across the community

Performance Index Score

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	47	46	45	45	47	39	54	39	43	46	44	43	43

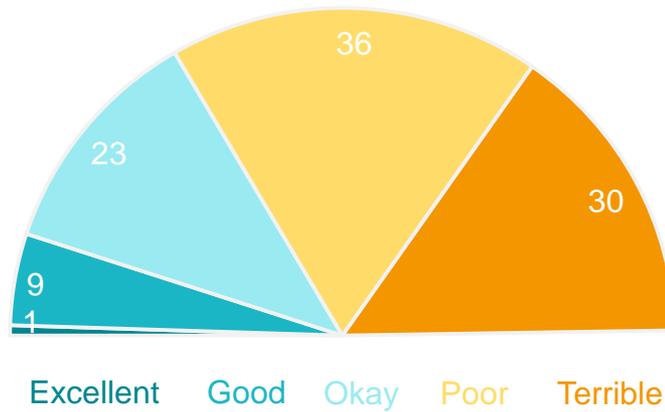
Q. How would you rate performance in the following areas?

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

Efforts to maintain and enhance the Avon River

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	29
Industry High	68
Industry Standard	52

Variations across the community

Performance Index Score

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
29	29	28	28	29	31	28	20	23	25	30	33	28	29	30

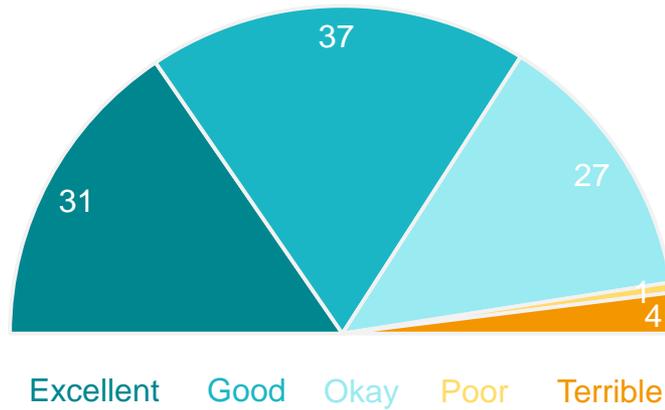
Q. How would you rate performance in the following areas?

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

Weekly waste collections

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	72
Industry High	88
Industry Standard	77

Variations across the community

Performance Index Score

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
72	72	71	72	73	75	70	68	81	66	68	76	75	50	76

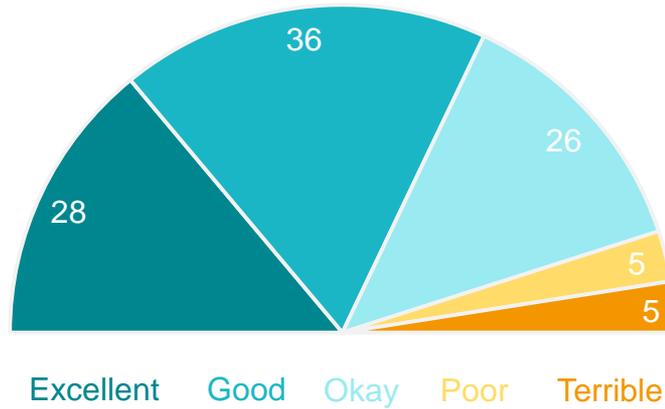
Q. How would you rate performance in the following areas?

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

Recycling services

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	69
Industry High	89
Industry Standard	73

Variations across the community

Performance Index Score

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
69	69	73	68	72	71	69	66	83	60	64	74	71	55	68

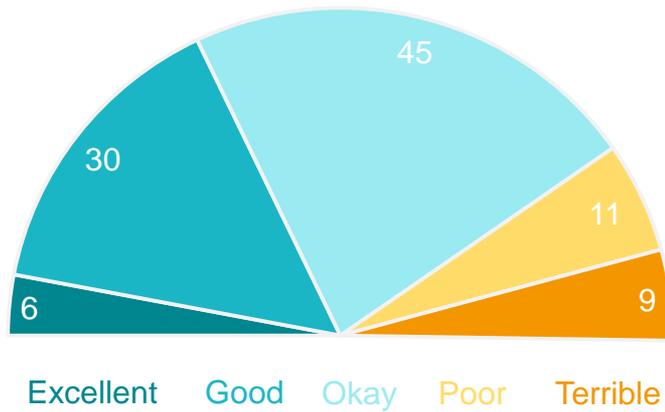
Q. How would you rate performance in the following areas?

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

Management of food, health, noise and pollution issues

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	53
Industry High	70
Industry Standard	55

Variations across the community

Performance Index Score

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
53	53	55	50	56	53	55	48	64	48	45	56	53	53	49

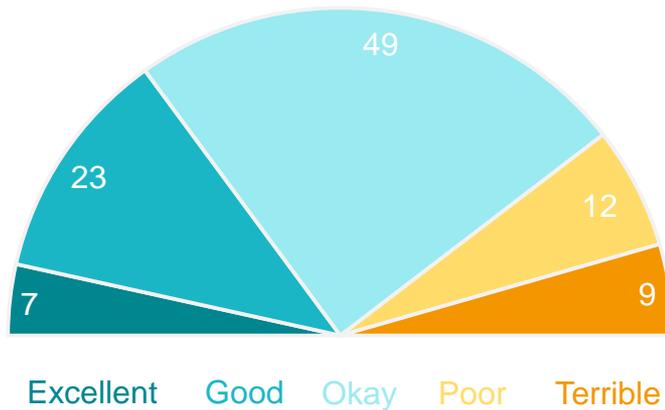
Q. How would you rate performance in the following areas?

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

Animal and pest control

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	52
Industry High	67
Industry Standard	56

Variations across the community

Performance Index Score

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
52	51	56	49	55	56	46	43	58	46	49	56	53	48	47

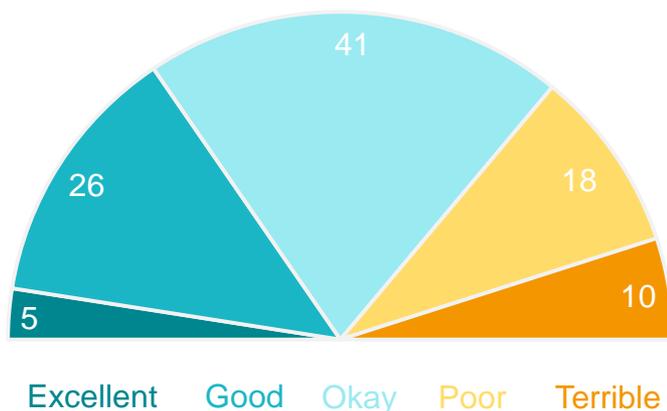
Q. How would you rate performance in the following areas?

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



MARKYT Industry Standards

Performance Index Score



Shire of York	49
Industry High	70
Industry Standard	58

Variations across the community

Performance Index Score

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
49	50	49	49	51	51	49	44	57	42	47	53	50	47	54

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

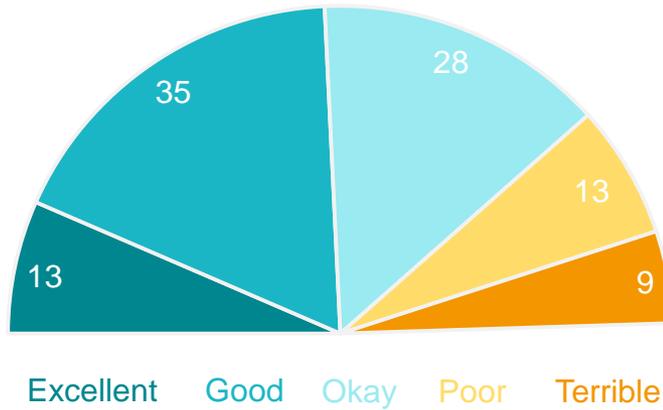
Base: All respondents, excludes 'don't know' and 'no response' (n = 286).

Customer Service Quality

Customer service

Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Shire of York	58
Industry High	68
Industry Standard	58

Variations across the community

Performance Index Score

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
58	58	55	55	61	62	53	42	64	47	54	68	59	52	60

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

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

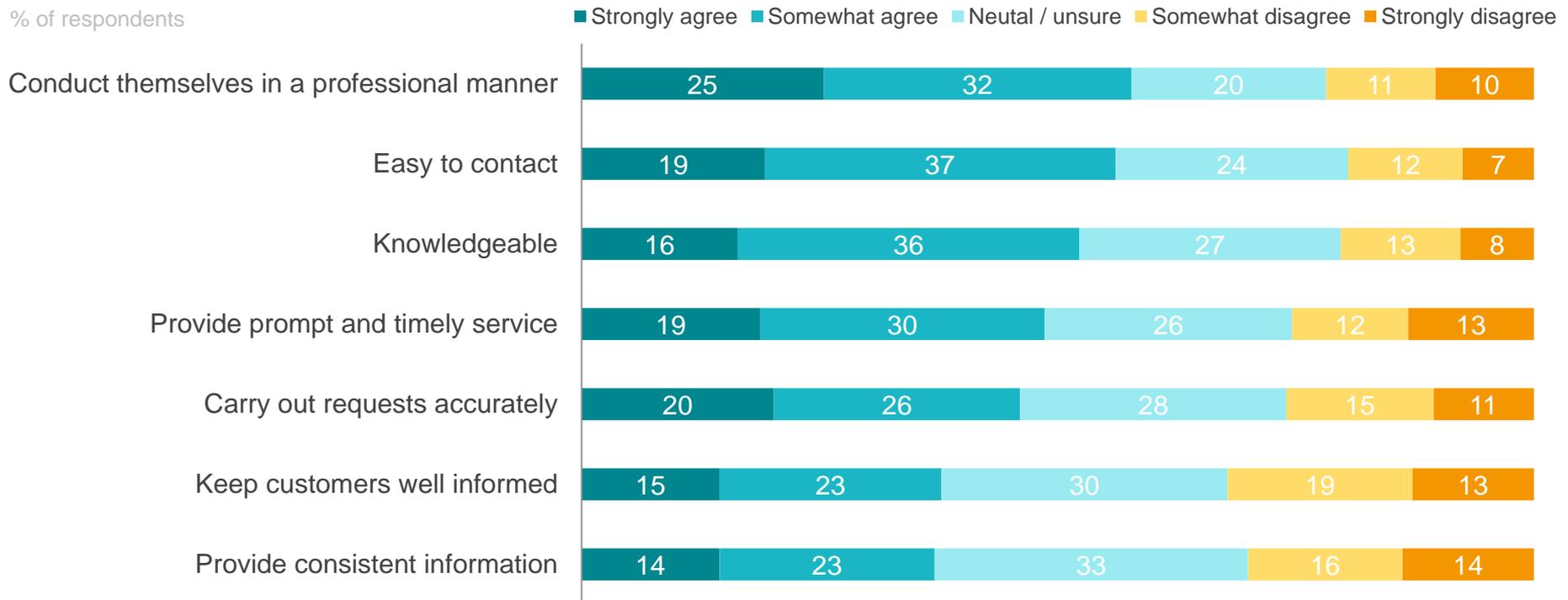
Customer service quality dimensions

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**.

% of respondents



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

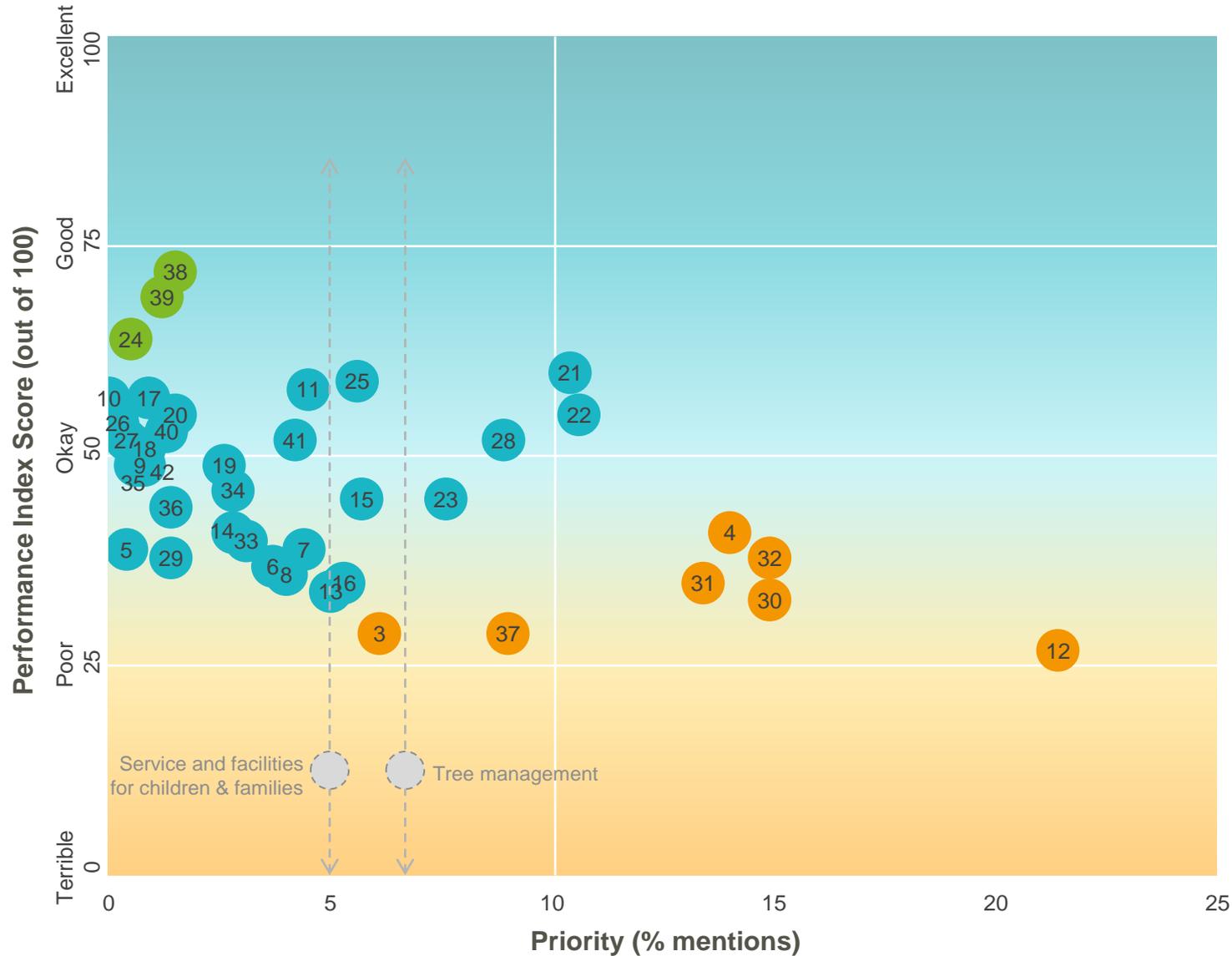
	Total	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55- 64 years	65+ years	York	Other	Disability	
Governance	Place to live	67	67	66	63	70	67	70	63	68	63	64	71	67	66	70
	Governing organisation	43	42	51	41	45	45	41	38	41	39	43	49	43	42	40
	Value for money	29	29	32	25	32	31	27	25	26	23	31	35	30	25	28
	Leadership	41	40	47	39	44	43	40	34	44	35	44	45	41	39	38
	Advocacy and lobbying	39	39	41	38	42	43	36	30	45	29	44	47	40	37	42
	Consultation	37	37	36	38	39	41	34	29	42	29	40	44	38	34	36
	Informing the community	39	40	36	39	41	43	38	28	43	30	43	47	40	34	39
	Open and transparent	36	36	34	35	39	37	39	27	37	31	34	44	37	32	36
	Website	49	48	52	48	51	51	51	39	52	45	49	53	50	44	49
	Community Update	57	56	62	57	58	61	55	47	62	50	56	63	58	53	55
	Customer Service	58	58	55	55	61	62	53	42	64	47	54	68	59	52	60
Economic	Economic development	27	26	30	25	29	30	24	17	24	22	27	35	27	24	28
	Town centre	34	33	41	33	36	37	34	27	39	29	32	38	34	40	34
	Education and training	41	41	39	41	42	46	37	30	45	33	41	51	41	46	39
	Access to goods and services	45	46	40	45	46	50	43	32	46	38	44	53	46	42	47
Community	Youth	35	35	29	37	32	41	29	25	35	26	34	46	33	42	32
	Seniors	57	57	54	58	58	59	59	46	68	52	51	60	56	61	59
	Disability	51	51	47	52	51	52	52	44	63	47	41	54	51	51	47
	Health and community services	49	50	45	50	50	53	47	37	50	43	47	55	49	51	52
	Community buildings	55	55	51	56	55	57	52	49	52	53	54	58	54	60	56
	Sport and recreation	60	61	53	56	64	60	63	53	55	56	60	66	60	62	61
	Playgrounds, parks and reserves	55	55	49	54	56	58	49	47	55	49	56	61	54	60	55
	Festivals, events and culture	45	45	45	45	46	48	41	39	45	40	41	54	45	44	49
	Library	64	63	70	61	68	66	67	50	71	56	60	71	64	61	64
	Heritage	59	58	63	55	62	59	65	48	72	54	50	61	59	57	57
	Multiculturalism	54	54	48	51	56	54	54	52	46	53	53	59	54	50	51
Safety	52	53	48	48	56	53	53	47	53	46	53	58	53	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	52	50	56	52	56	50	62	49	48	53	52	54	51
	Planning and building approvals	38	38	34	35	41	39	38	31	43	32	39	41	38	36	36
	Road maintenance	33	32	39	30	36	34	33	26	30	29	34	38	34	25	30
	Footpaths and cycleways	35	34	41	34	35	36	32	33	36	32	32	39	33	46	30
	Streetscapes	38	37	40	37	38	37	38	38	33	39	37	37	36	43	37
	Walk trails	40	40	41	41	40	43	36	37	41	37	39	43	39	45	39
	Street lighting	46	46	48	46	47	49	41	41	43	43	48	50	45	52	42
	Access to housing	49	51	43	50	50	52	48	46	48	49	47	53	50	48	47
Natural environment	Conservation	44	44	47	46	45	45	47	39	54	39	43	46	44	43	43
	Avon River	29	29	28	28	29	31	28	20	23	25	30	33	28	29	30
	Waste Services	72	72	71	72	73	75	70	68	81	66	68	76	75	50	76
	Recycling services	69	69	73	68	72	71	69	66	83	60	64	74	71	55	68
	Food, health, noise and pollution	53	53	55	50	56	53	55	48	64	48	45	56	53	53	49
	Animal and pests	52	51	56	49	55	56	46	43	58	46	49	56	53	48	47
	Natural disaster management	49	50	49	49	51	51	49	44	57	42	47	53	50	47	54

Community Priorities

MARKYT Community Priorities Window™



- 3 Value for money
- 4 Leadership
- 5 Advocacy and lobbying
- 6 Consultation
- 7 Informing the community
- 8 Open and transparent
- 9 Website
- 10 Community Update
- 11 Customer Service
- 12 Economic development
- 13 Town centre
- 14 Education and training
- 15 Access to goods and services
- 16 Youth
- 17 Seniors
- 18 Disability
- 19 Health and community services
- 20 Community buildings
- 21 Sport and recreation
- 22 Playgrounds
- 23 Festivals, events and culture
- 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

Governance
 Economic
 Community
 Built form
 Natural

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)

● Performance not evaluated 77

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.

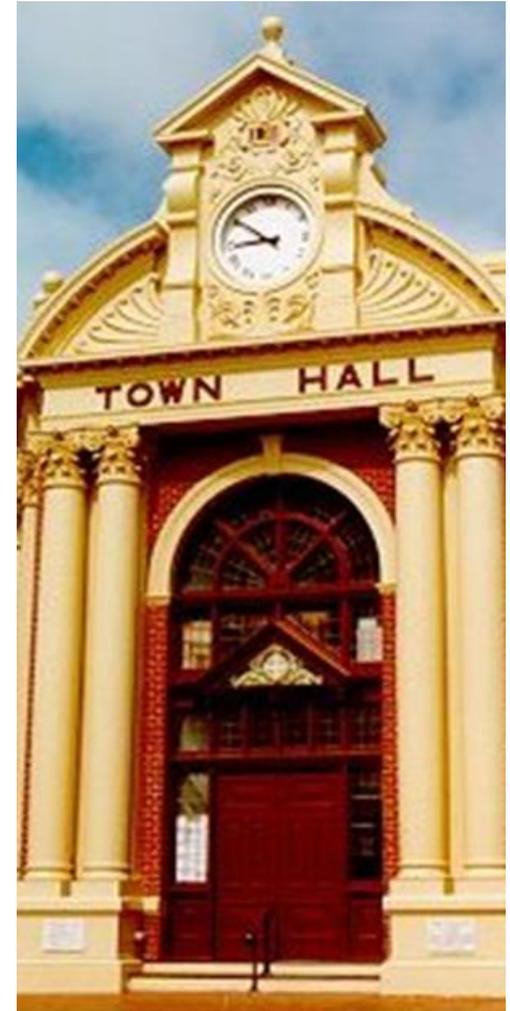
Stop increasing the rates. It is ridiculous the amount we pay and we are finding it so difficult to pay them.

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.



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?



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.

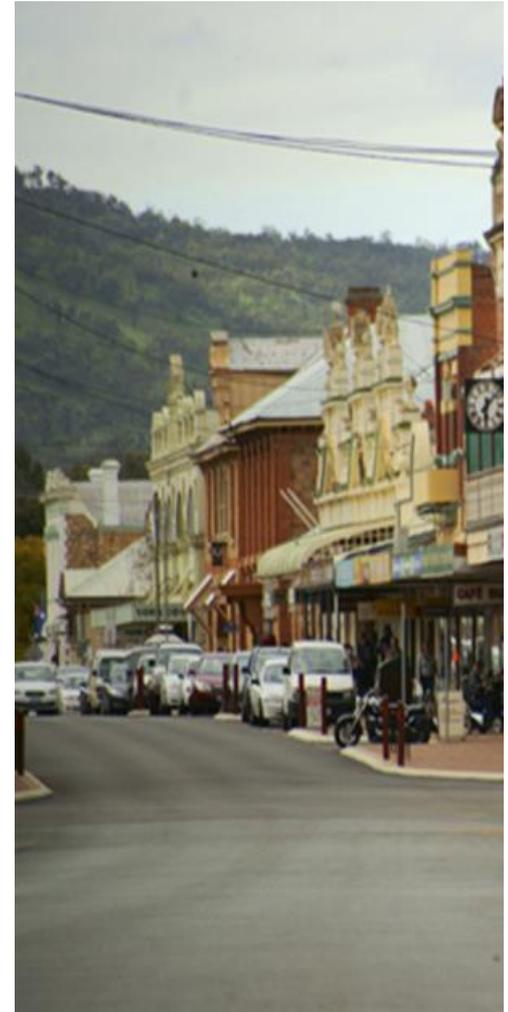
I would like to see the Shire of York improving the main terrace - with many more trees and gardens. The main street is sad, even though we have beautiful old buildings it needs a lift.

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. Quonamining 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.

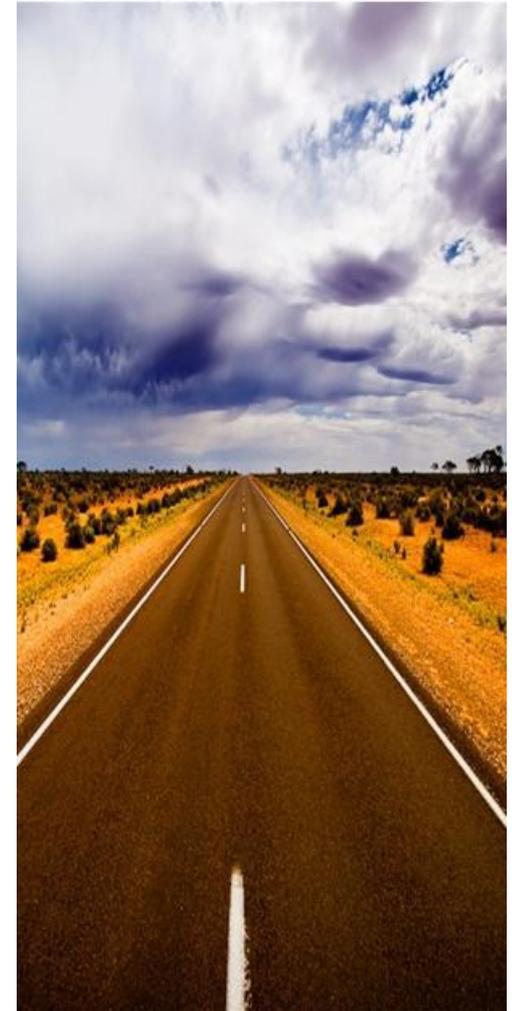
Better drainage on local street. Kerbing on all residential streets.

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.



Avon River

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.

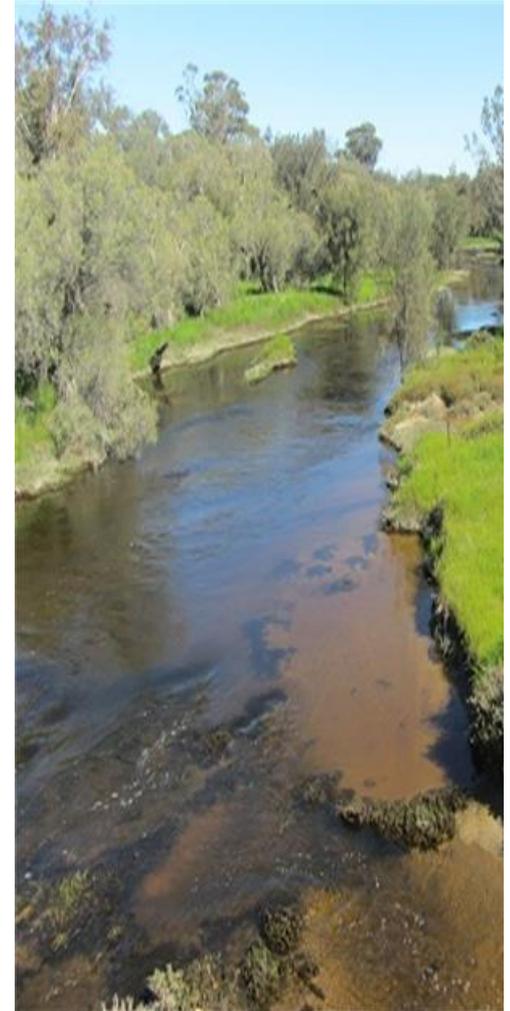
Clean up all the dead trees and debris in the river.

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.

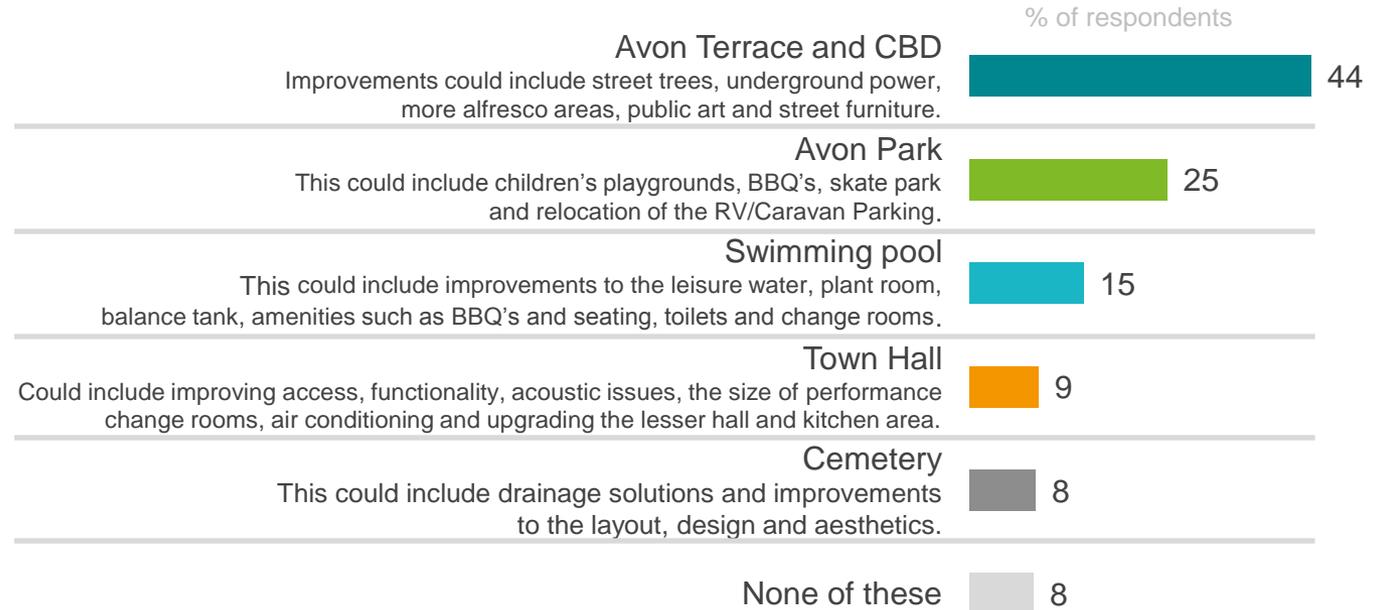


Support for Major Projects

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.



#1 preferences across the community

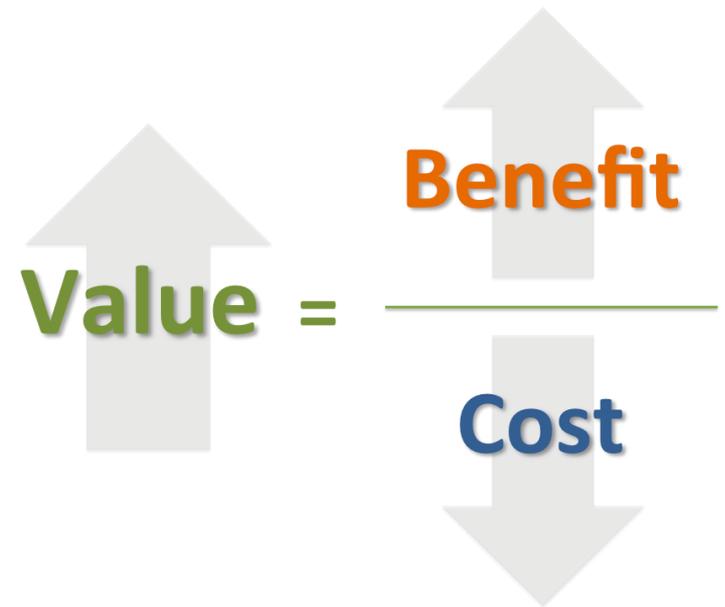
Total	Home owner	Renting / other	Male	Female	No children	Child 0-12	Child 13+	18-34 years	35-54 years	55-64 years	65+ years	York	Other	Disability
CBD	CBD	Avon Park	CBD	CBD	CBD	Avon Park	CBD	Avon Park	= CBD / Avon Park	CBD	CBD	CBD	Avon Park	CBD

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

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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