



# MARKYT Community Scorecard ©

Prepared for: City of Busselton

Prepared by: Catalyse Pty Ltd

June 2017

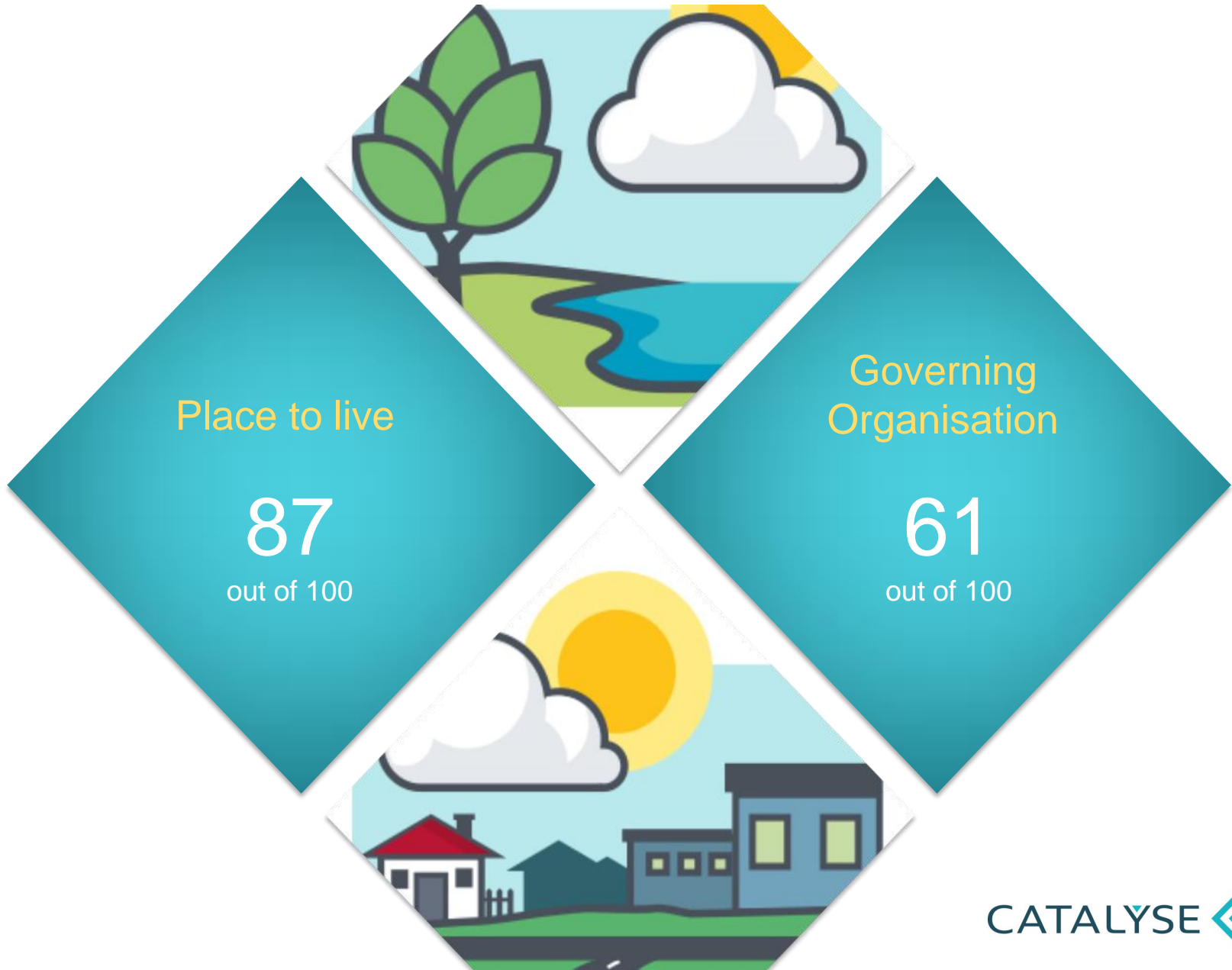
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# Strategic Insights



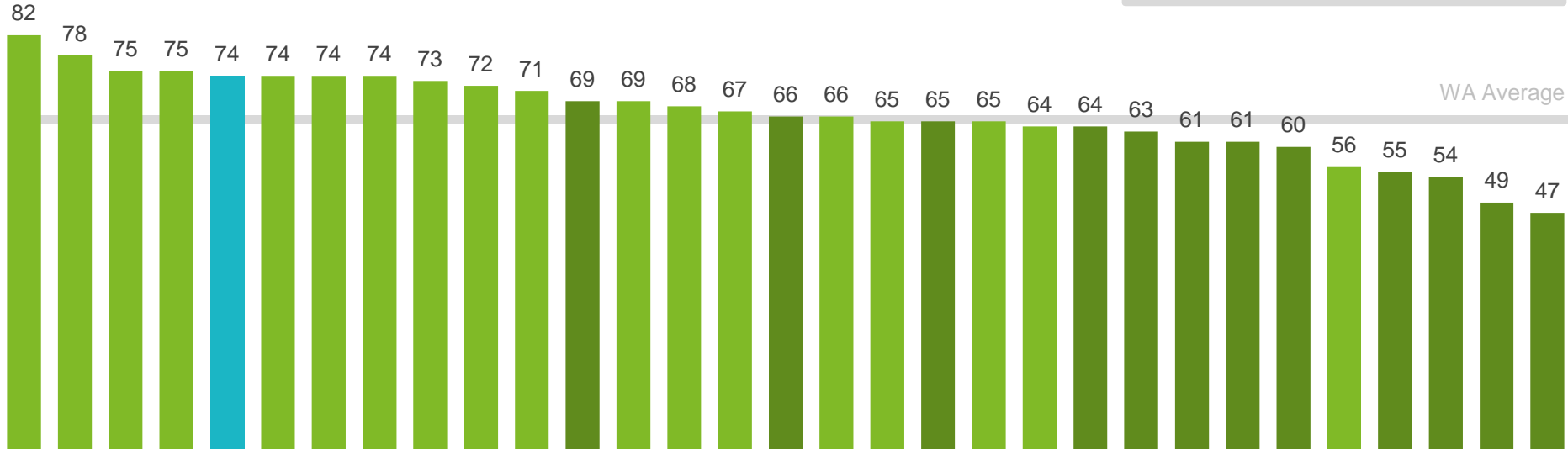
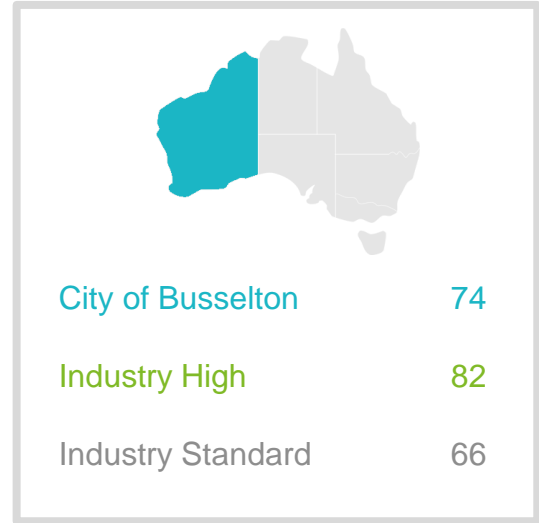
# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the City of Busselton as a 'place to live' and as a 'governing organisation'. The City of Busselton's overall performance index score is 74 out of 100, in equal 5<sup>th</sup> place and 8 index points above the industry standard for Western Australia. The City of Busselton is the **leading regional council**, ahead of the next best by 5 index points.

## Overall Performance Index Score

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

- City of Busselton
- Metropolitan Councils
- Regional Councils



The City of Busselton is leading WA councils in six areas.

- **Access to Mayor and Councillors**
- **Economic development**
- **Access to goods and services in the local area**
- **Sense of community in the local area**
- **Lighting of streets and public places**
- **Tree management**

Compared to a subset of councils of interest\*, the City is leading in 17 areas:

- Areas listed above plus...
- Setting a clear vision
- Advocacy and lobbying
- Access to education and training
- Festivals, events and cultural activities
- Art Centre
- Street artwork and public art
- Footpaths, trails and cycleways
- Streetscapes
- Lighting of streets and public places
- Weekly rubbish collections
- Fortnightly recycling collections



\* Councils selected by the City of Busselton for subset benchmarking include the cities of Bunbury, Albany, Esperance, Kalgoorlie-Boulder, Kalamunda, Kwinana, Mandurah and South Perth,

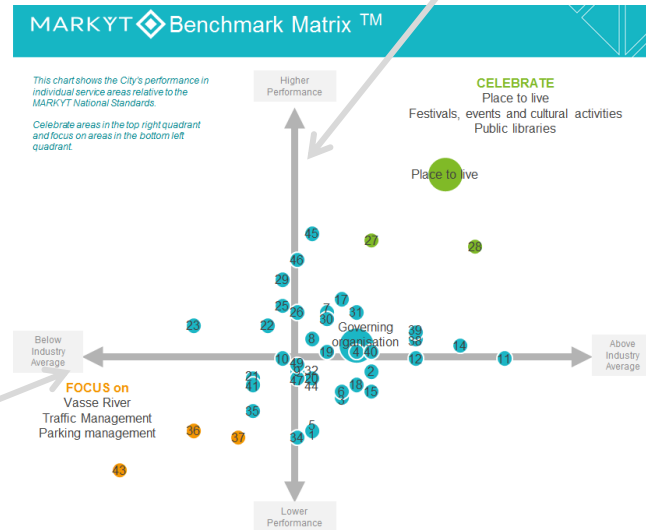
# How to read the MARKYT Benchmark Matrix™

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 MARKYT Industry Standards.

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

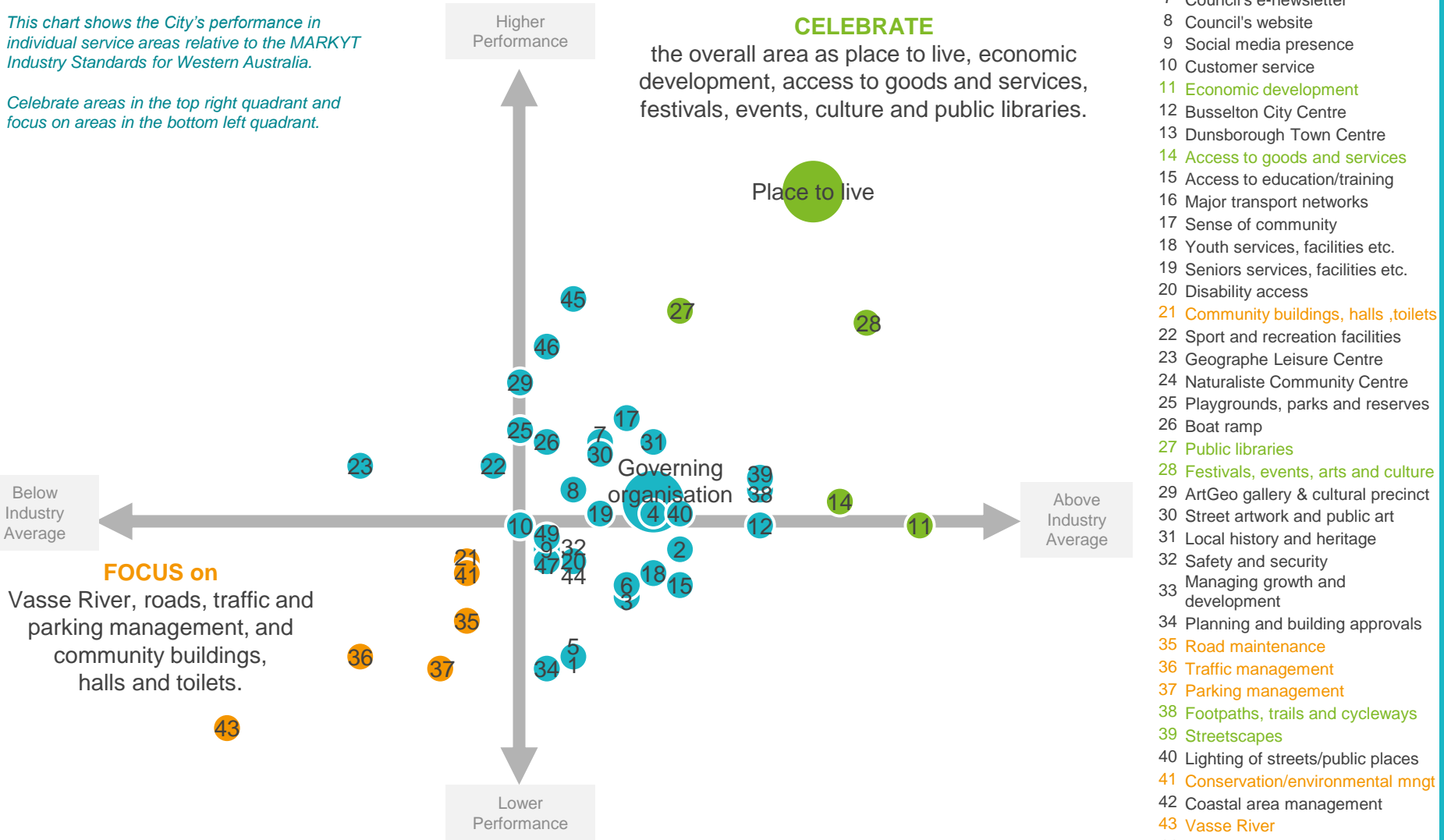
This line represents Council's average performance for all individual measure. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.



# MARKYT Benchmark Matrix™

This chart shows the City's performance in individual service areas relative to the MARKYT Industry Standards for Western Australia.

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



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

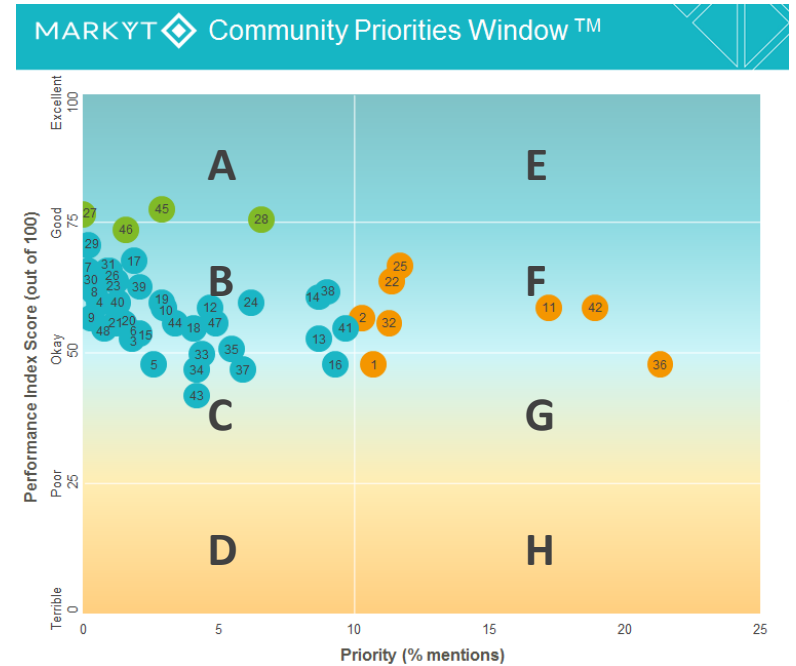


In the City of Busselton's Community Priorities Window, detailed overleaf, most services are ideally located in windows A + B. They are high performing areas, receiving average ratings between okay and excellent.

Perceived strengths include waste services, festivals, events and cultural activities, and public libraries.

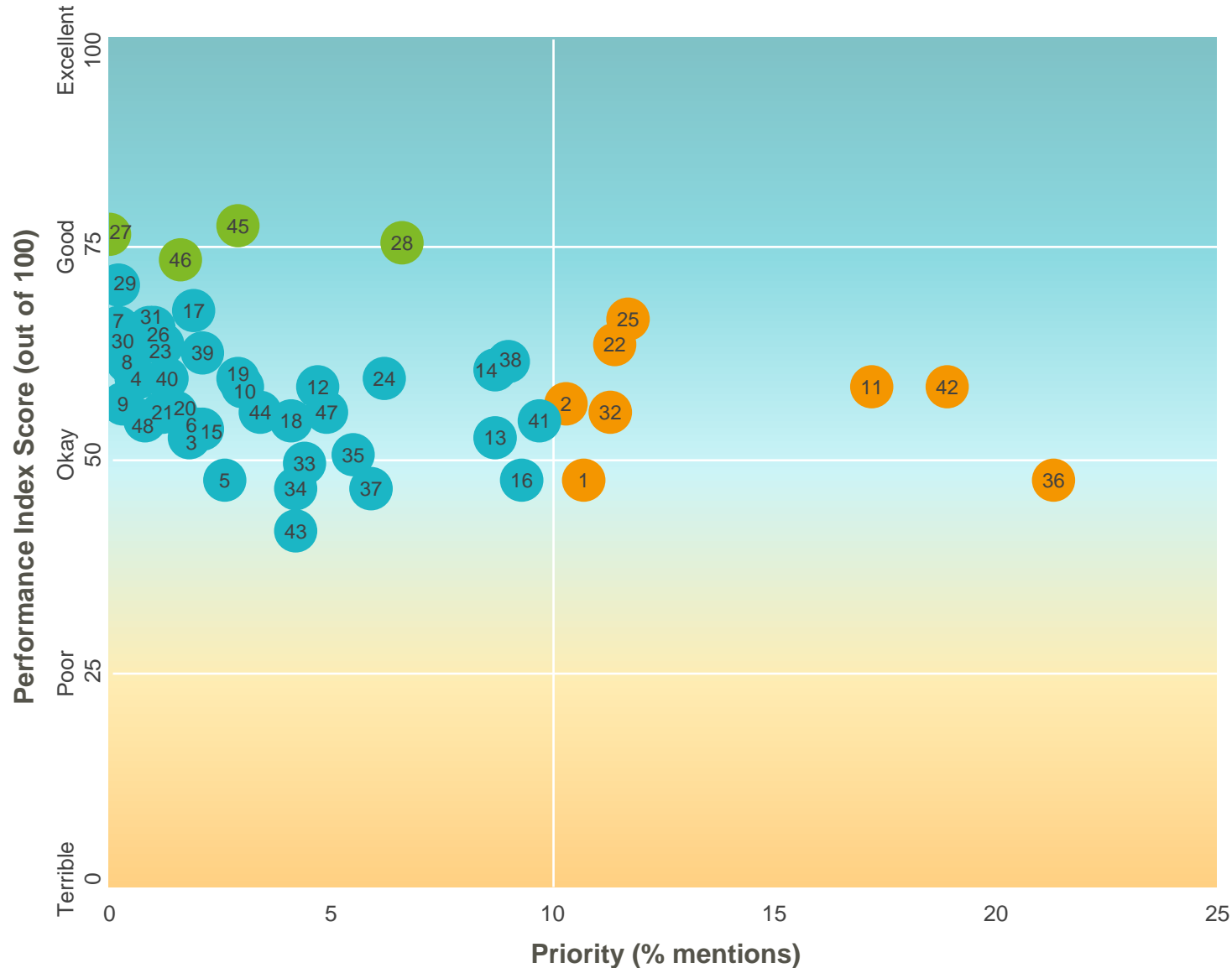
Moving forward, the community would like Council to prioritise traffic management, planning, development and management of the coastal area and economic development, followed by sport and recreation facilities, playgrounds, parks and reserves, safety and security, leadership and value for money from rates (windows F + G).

Other areas to address, where the average performance is below okay, include major transport networks, maintaining and enhancing the Vasse River, parking management, planning and building approvals and community consultation (window C).



# MARKYT Community Priorities Window™

- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Access to Mayor/Councillors
- 5 Consulted about local issues
- 6 Informed about local issues
- 7 Council's e-newsletter
- 8 Council's website
- 9 Social media presence
- 10 Customer service
- 11 Economic development
- 12 Busselton City Centre
- 13 Dunsborough Town Centre
- 14 Access to goods and services
- 15 Access to education/training
- 16 Major transport networks
- 17 Sense of community
- 18 Youth services, facilities etc.
- 19 Seniors services, facilities etc.
- 20 Disability access
- 21 Community buildings, halls ,toilets
- 22 Sport and recreation facilities
- 23 Geographe Leisure Centre
- 24 Naturaliste Community Centre
- 25 Playgrounds, parks and reserves
- 26 Boat ramp
- 27 Public libraries
- 28 Festivals, events, arts and culture
- 29 ArtGeo gallery & cultural precinct
- 30 Street artwork and public art
- 31 Local history and heritage
- 32 Safety and security
- 33 Managing growth & development
- 34 Planning and building approvals
- 35 Road maintenance
- 36 Traffic management
- 37 Parking management
- 38 Footpaths, trails and cycleways
- 39 Streetscapes
- 40 Lighting of streets/public places
- 41 Conservation/environmental mngt
- 42 Coastal area management
- 43 Vasse River
- 44 Tree management
- 45 Weekly rubbish collections
- 46 Fortnightly recycling collections
- 47 Animal and pest control
- 48 Mosquito control
- 49 Natural disaster management



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

Q. Which areas would you most like the City of Busselton to focus on improving? Base: All respondents, excludes no response (n = 396)

# The Study

# The Study

During May and June, the City of Busselton administered a MARKYT® Community Scorecard © to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

The study was conducted using a MARKYT® accredited, multi-channel approach for data collection. Invitations were issued to 4,000 randomly selected residents (2,000 by mail and 2,000 by email). To ensure everyone in the community had an opportunity to comment, the City ran supporting promotions through various communication channels.

495 randomly selected residents submitted a response reducing the sampling error to ±4.4% at the 95% confidence interval. The final dataset was weighted by age and gender to match the ABS Census population profile.

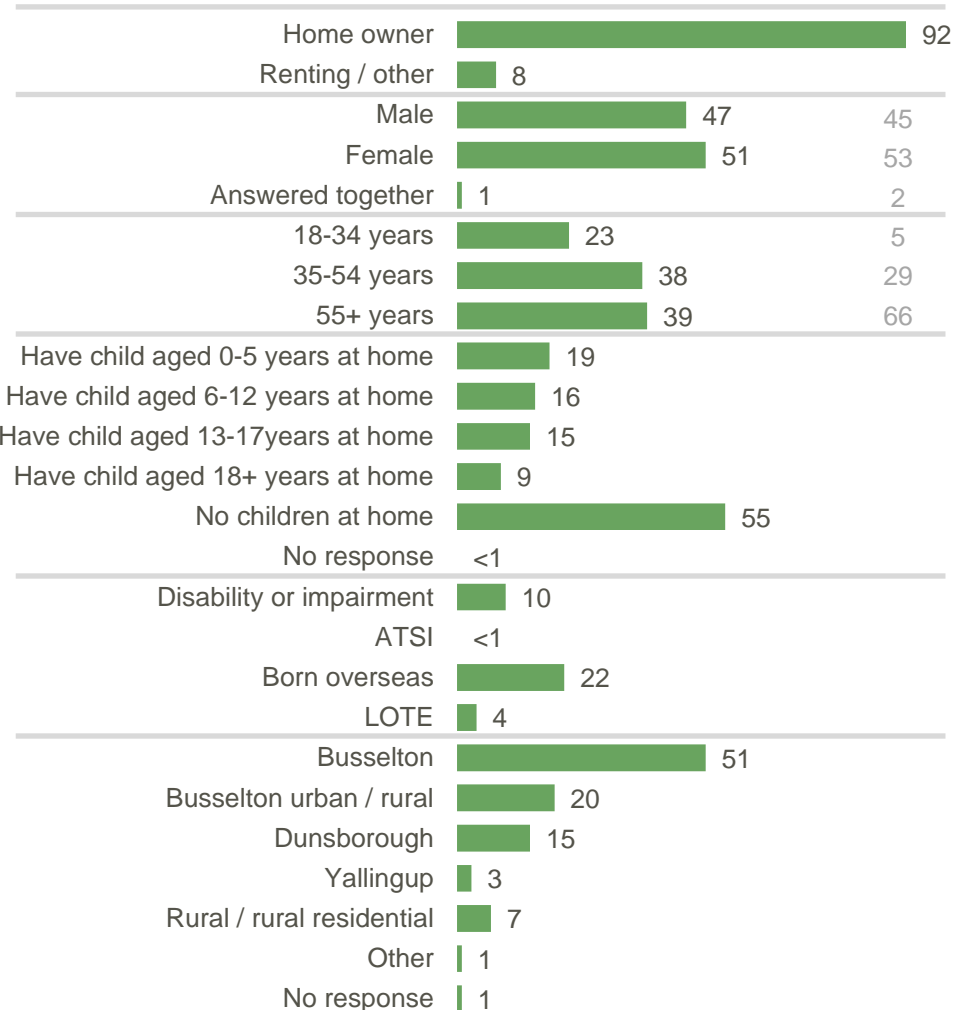
A further 402 residents opted in to complete a scorecard. These respondents were more likely to be female, younger, to have children and live in Busselton. Results from this cohort are reported separately as responses varied to the random sample.

Similarly, results from 39 respondents who are associated with the City of Busselton (i.e. they are a City employee or Councillor or live with someone who is) are reported separately as responses varied to the random sample.

Data has been analysed using SPSS. Where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.

% of respondents (weighted)

Unweighted



ATSI = Aboriginal and Torres Strait Islander

LOTE = Mainly speak Language Other Than English

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

## Metropolitan



## Regional

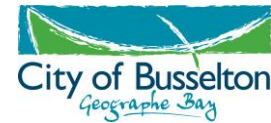


The City of Busselton has selected a subset of councils of interest to benchmark performance. When three or more of these selected councils have asked a comparable question over the past two years, we publish the 'subset' high score and industry standard. Councils selected by the City of Busselton are shown below.

## Metropolitan



## Regional



# How to read this report

**MARKYT Industry Standards** show how Council is performing compared to other councils across WA.

**Council Score** is the Council's performance index score.

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

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

**Subset High** is the highest score achieved by a selected group of councils that are of interest for the City of Busselton – including the cities of Albany, Bunbury, Esperance, Kalamunda, Kalgoorlie-Boulder, Kwinana, Mandurah and South Perth.

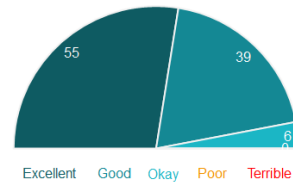
**Subset Standard** is the average score of selected councils (see list above).

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

## The City of Busselton as a place to live

### Performance ratings

% of respondents



### MARKYT Industry Standards

Performance Index Score



City of Busselton	87
WA High	90
WA Standard	76
Subset High	88
Subset Standard	77

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

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

### Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunborough	Yallingup	Rural / rural residential
87	87	87	86	88	87	89	84	87	91	85	89	87	88	88	88	85	89	91	82

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

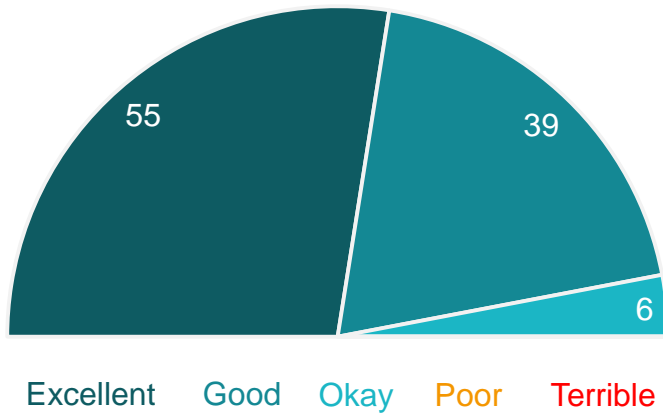
Overall Performance



# The City of Busselton as a place to live

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



	City of Busselton	87	
WA High	90	Subset High	88
WA Standard	76	Subset Standard	77

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
87	87	87	86	88	87	89	84	87	91	85	89	87	88	88	88	85	89	91	<b>82</b>

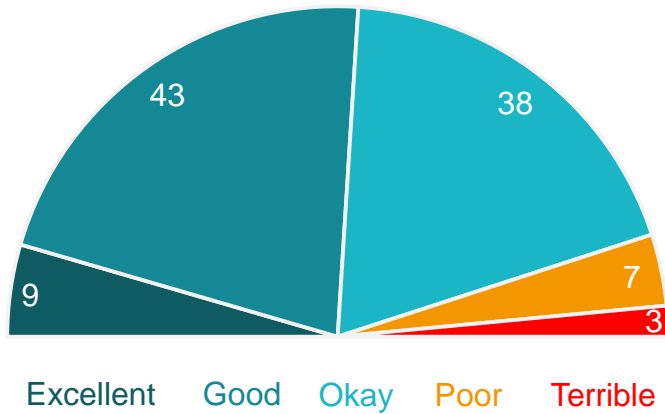
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 490).

# The City of Busselton as the organisation that governs the local area

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



	City of Busselton	61	
WA High	74	Subset High	63
WA Standard	56	Subset Standard	57

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
61	61	68	59	64	63	60	62	59	62	63	60	62	63	62	64	63	53	60	60

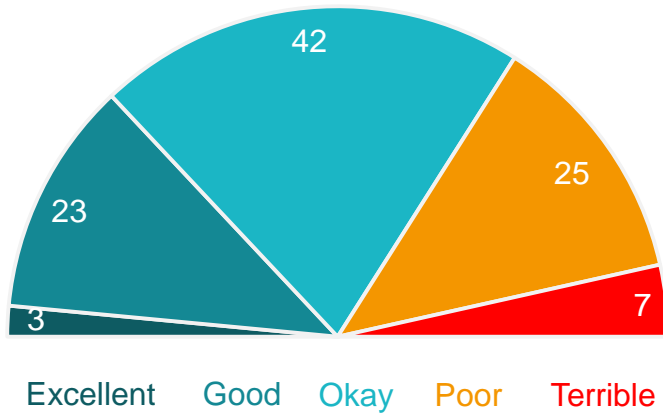
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 489).

# Value for money from Council rates

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	48
WA High	65	Subset High	57
WA Standard	46	Subset Standard	47

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
48	47	51	45	50	49	43	46	48	49	41	47	51	44	49	50	39	49	50	48

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

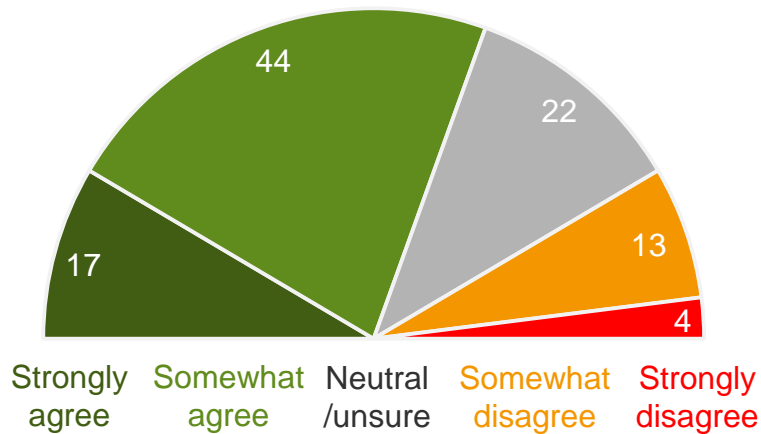
Base: All respondents, excludes 'unsure' and 'no response' (n = 458).

# Leadership and Communications

# The City has developed and communicated a clear vision for the area

## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



WA High	70	City of Busselton	61
WA Standard	40	Subset High	61
		Subset Standard	45

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
61	60	75	64	59	66	57	53	53	64	61	62	60	63	58	69	56	44	63	56

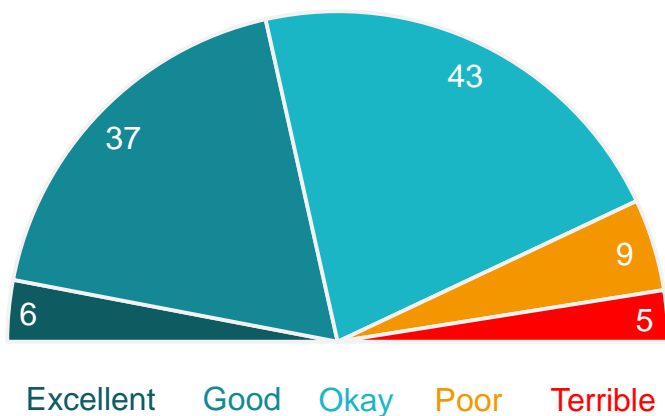
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 494).

# Council's leadership

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



Category	Score	Category	Score
WA High	74	City of Busselton	57
WA Standard	51	Subset High	60
		Subset Standard	52

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
57	57	60	55	60	60	55	58	57	58	58	55	59	54	60	59	60	49	61	53

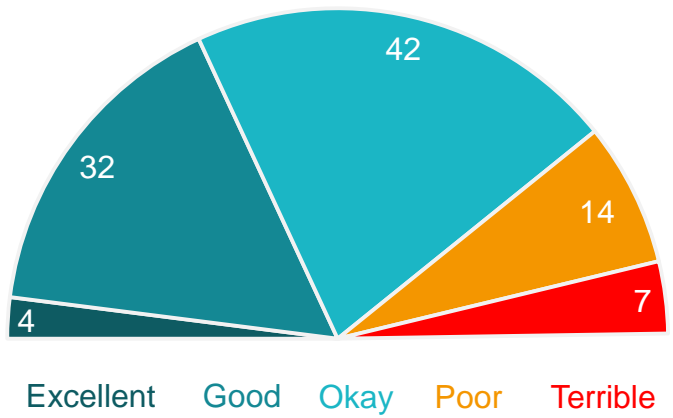
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 396).

# 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



WA High	57	City of Busselton	53
WA Standard	49	Subset High	53
		Subset Standard	52

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
53	54	47	52	54	53	52	54	56	57	51	54	53	56	55	54	58	42	54	60

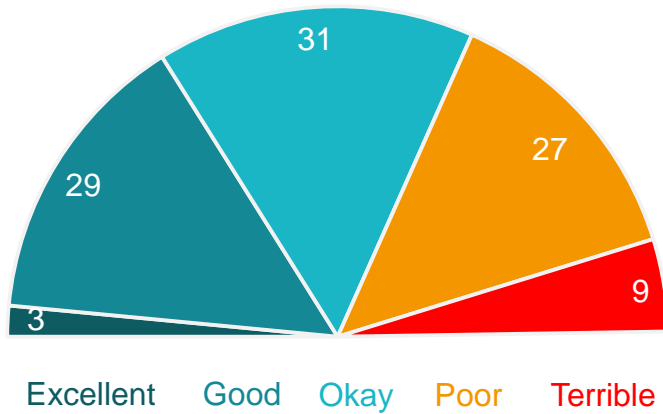
Q. How would you rate performance in the following areas?

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

# How the community is consulted about local issues

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



Category	Score	Category	Score
WA High	64	City of Busselton	48
WA Standard	46	Subset High	51
		Subset Standard	47

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
48	48	48	47	49	50	48	42	43	46	50	46	49	46	46	51	47	40	48	46

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

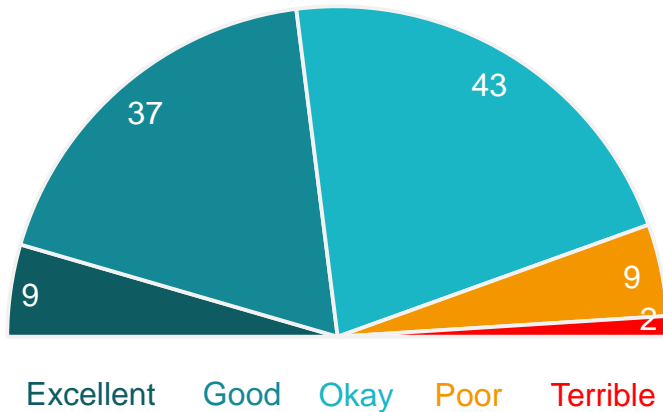
Base: All respondents, excludes 'unsure' and 'no response' (n = 441).



# Access to Mayor and Councillors

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	60
WA High	60	Subset High	NA
WA Standard	55	Subset Standard	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
60	60	64	60	61	62	53	60	63	62	60	59	61	59	55	62	61	55	56	57

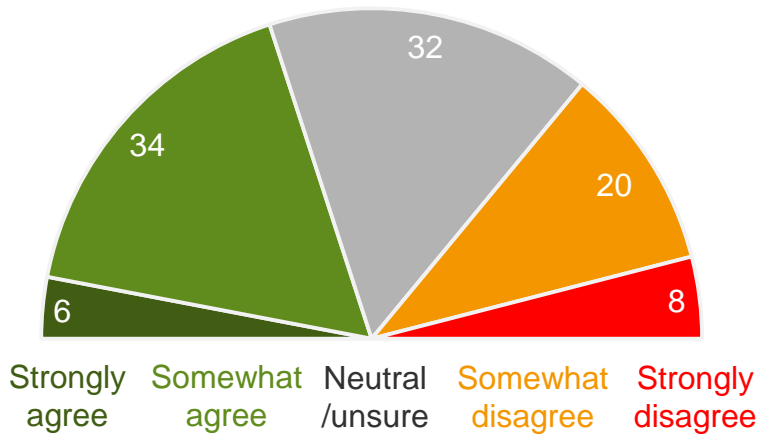
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 360).

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

## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



WA High	WA Standard	City of Busselton	Subset High	Subset Standard
60	38	40	49	38

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
40	40	35	39	41	41	30	43	50	44	28	45	42	28	41	47	32	36	23	29

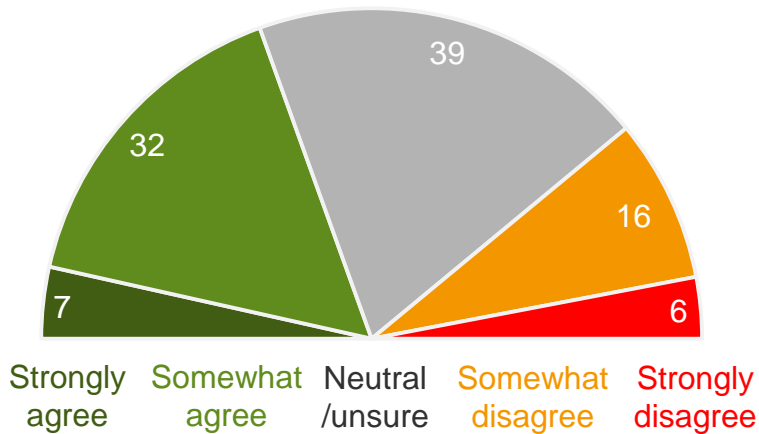
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 492).

# Staff have a good understanding of community needs

## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



	WA High	City of Busselton
High	62	39
Standard	41	41

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
39	39	43	38	41	41	30	44	44	37	34	42	39	32	44	45	31	32	52	34

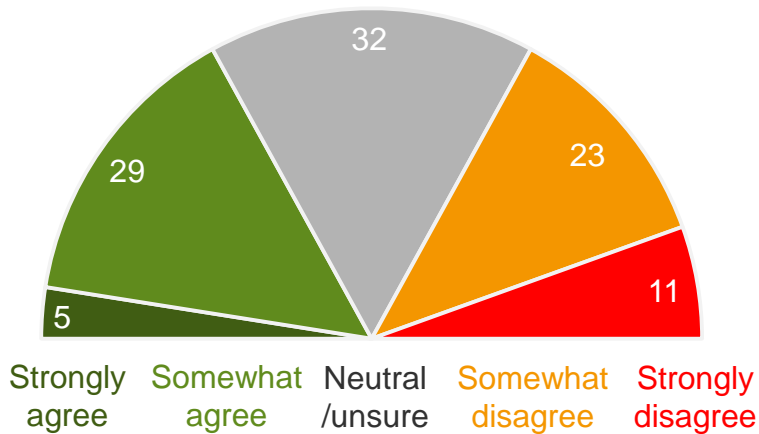
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 494).

# The City clearly explains reasons for decisions and how residents views have been taken into account

## Level of agreement

% of respondents



## MARKYT Industry Standards

% agree



	WA High	WA Standard	City of Busselton	Subset High	Subset Standard
	62	33	34	42	32

## Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
34	33	51	32	37	37	32	29	35	32	37	30	37	36	31	36	40	29	39	17

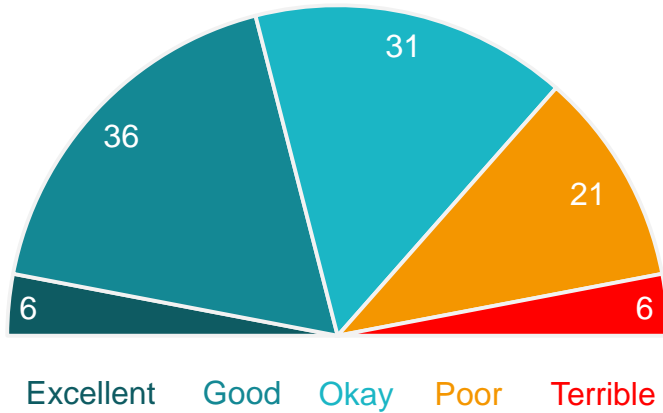
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 494).

# How the community is informed about local issues

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	54
WA High	68	Subset High	55
WA Standard	50	Subset Standard	50

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
54	53	71	55	54	58	51	47	51	53	61	51	54	52	49	60	52	43	52	49

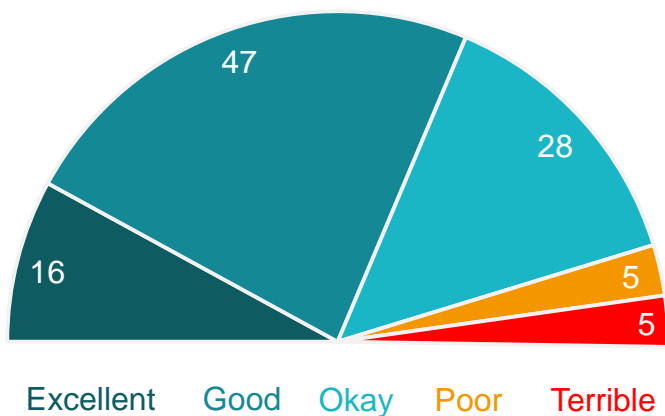
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 459).

# Council's e-newsletter

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High		City of Busselton	
69	66	Subset High	NA
WA Standard		Subset Standard	
63	66	Subset Standard	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
66	66	72	65	68	68	64	64	65	66	64	67	66	63	63	70	67	57	67	67

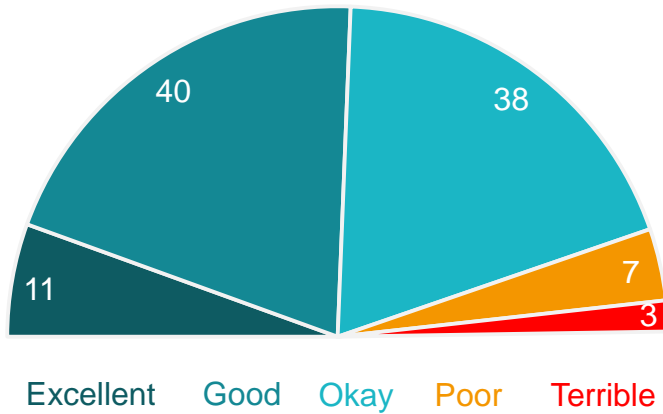
Q. How would you rate performance in the following areas?

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

# Council's website

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



Category	Score	Category	Score
WA High	69	City of Busselton	62
WA Standard	60	Subset High	65
		Subset Standard	58

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
62	61	68	59	65	63	59	63	61	65	59	64	62	61	60	66	63	51	58	59

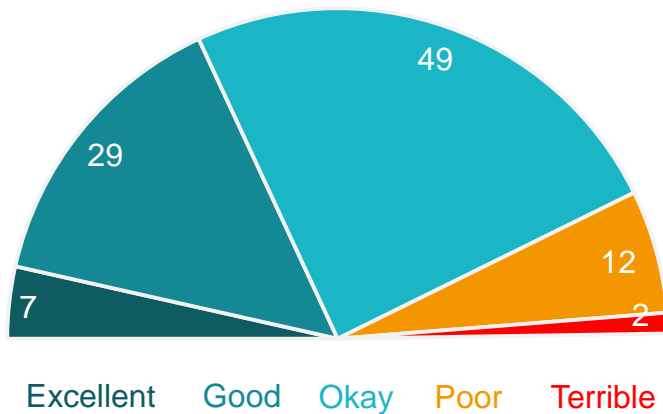
Q. How would you rate performance in the following areas?

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

# Social media presence (such as Facebook, Twitter and Instagram)

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	57
WA High	73	Subset High	60
WA Standard	56	Subset Standard	55

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
57	56	65	53	60	56	57	62	60	55	61	56	53	54	53	58	61	48	63	51

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

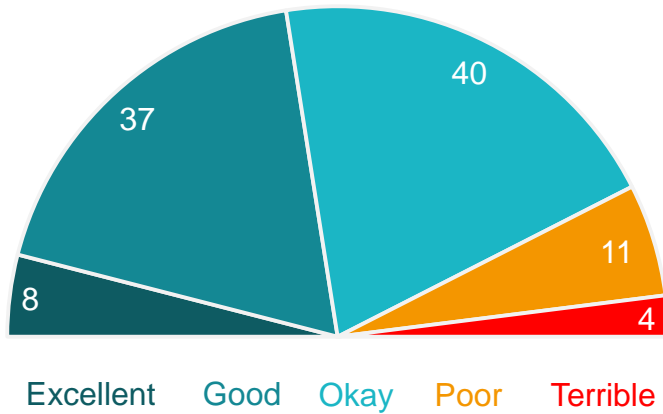
Base: All respondents, excludes 'unsure' and 'no response' (n = 236).



# Customer service

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



Category	Score	Category	Score
WA High	68	City of Busselton	59
WA Standard	59	Subset High	63
		Subset Standard	58

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
59	58	61	58	60	62	54	57	56	56	57	57	62	61	58	61	60	48	52	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 442).

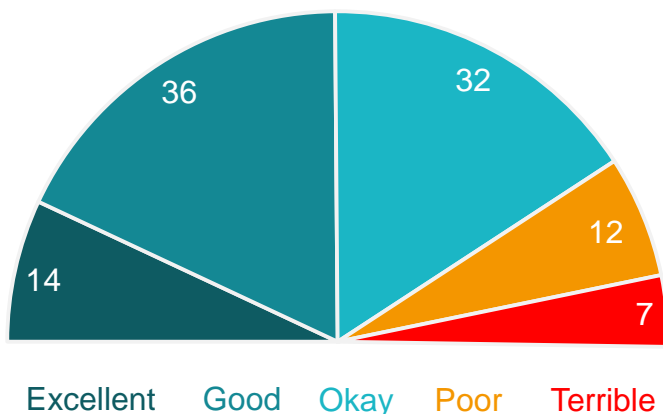
# Economic Development

# Economic development

(what the City 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



		City of Busselton	59
WA High	59	Subset High	59
WA Standard	44	Subset Standard	47

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
59	60	53	56	63	61	57	64	59	56	58	59	61	59	64	61	58	52	68	57

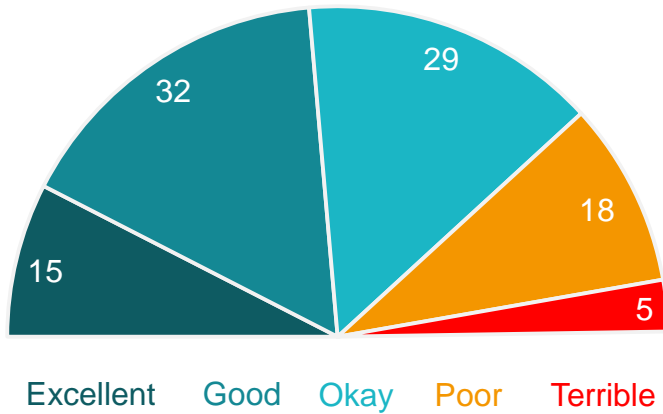
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 458).

# How Busselton City Centre is being developed

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



	City of Busselton	Score
WA High	65	62
WA Standard	50	54
	City of Busselton	59
	Subset High	62
	Subset Standard	54

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
59	59	49	57	61	55	68	62	62	60	61	59	57	53	58	57	62	58	66	55

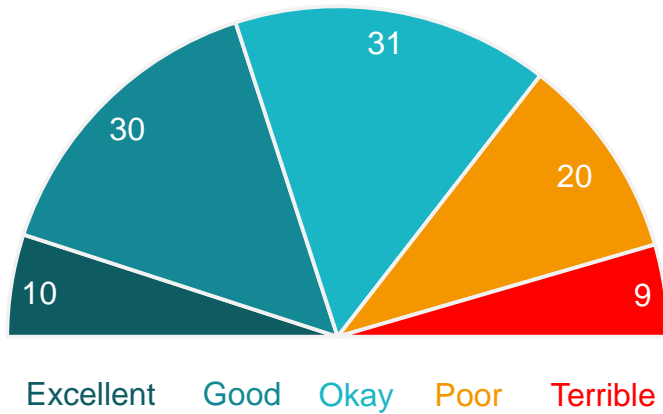
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 477).

# How Dunsborough Town Centre is being developed

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	WA Standard	City of Busselton	Subset High	Subset Standard
NA	NA	53	NA	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
53	51	74	50	56	55	50	50	50	55	61	52	48	43	52	58	53	39	55	55

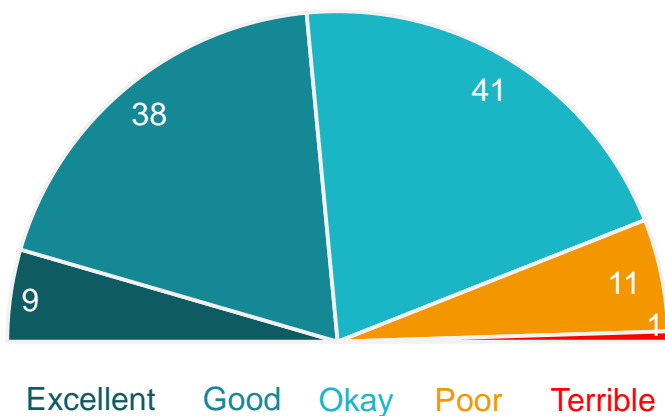
Q. How would you rate performance in the following areas?

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

# Access to goods and services in the local area

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	61
WA High	61	Subset High	61
WA Standard	49	Subset Standard	55

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
61	61	61	60	61	62	60	58	58	60	61	59	62	62	59	61	60	56	61	61

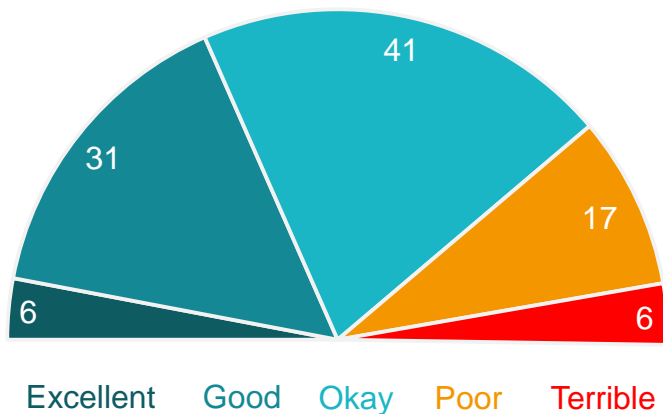
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 475).

# Access to education and training opportunities

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High 63

WA Standard 48

City of Busselton 54

Subset High 54

Subset Standard 50

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
54	54	51	51	56	58	47	49	51	52	53	51	58	53	51	56	55	42	42	56

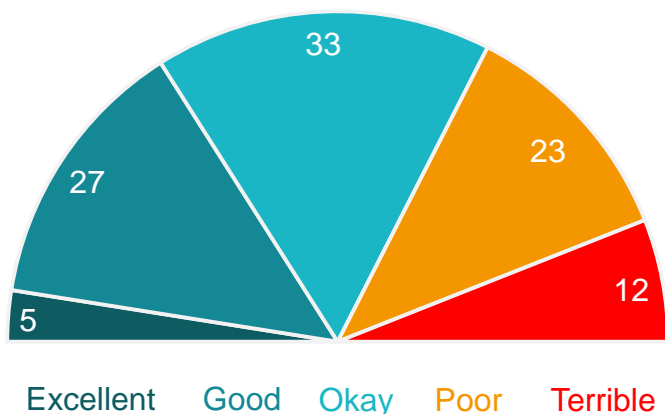
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 394).

# Connectivity with Perth and regional towns via major transport networks

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	WA Standard	Subset High	Subset Standard
NA	NA	City of Busselton	48
NA	NA	NA	NA
NA	NA	NA	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
48	47	57	47	48	50	42	40	48	48	46	45	51	51	44	50	42	42	53	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 467).

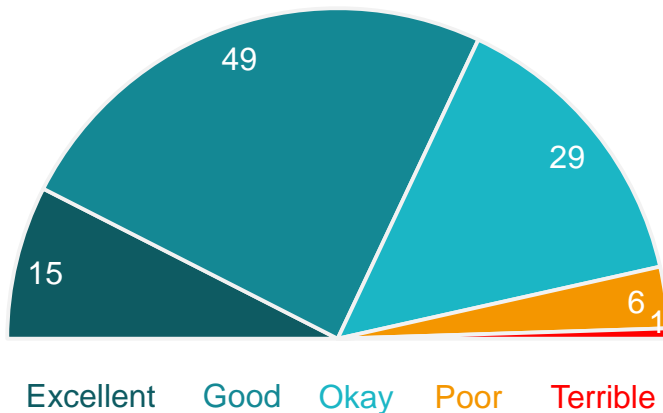


# Community Services

# Sense of community in your local area

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	68
WA High	68	Subset High	NA
WA Standard	64	Subset Standard	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
68	67	74	65	70	68	69	67	66	65	74	67	64	59	67	68	64	70	69	66

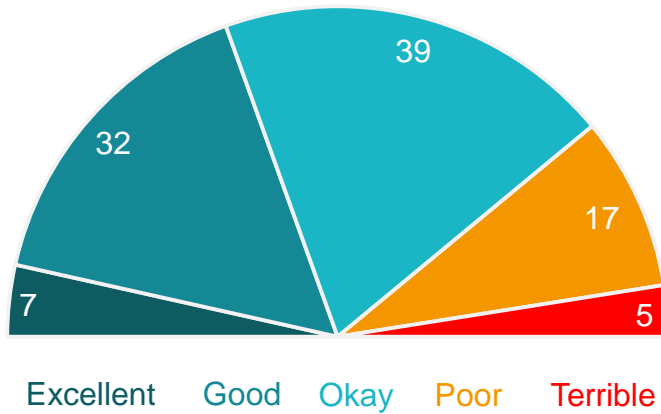
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 481).

# Services, facilities and events for youth

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	55
WA High	69	Subset High	58
WA Standard	50	Subset Standard	51

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
55	55	49	56	53	55	60	56	49	50	50	55	57	56	55	55	54	56	48	52

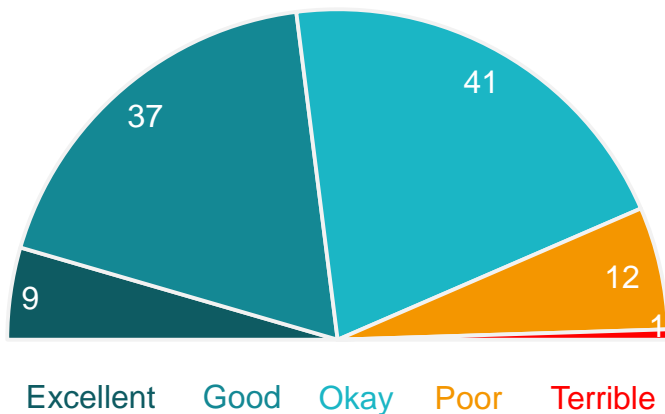
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 413).

# Services, facilities and events for seniors

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



Category	Score	Category	Score
WA High	74	City of Busselton	60
WA Standard	57	Subset High	64
		Subset Standard	59

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
60	59	68	60	61	60	54	66	66	63	56	65	58	54	61	64	59	46	55	60

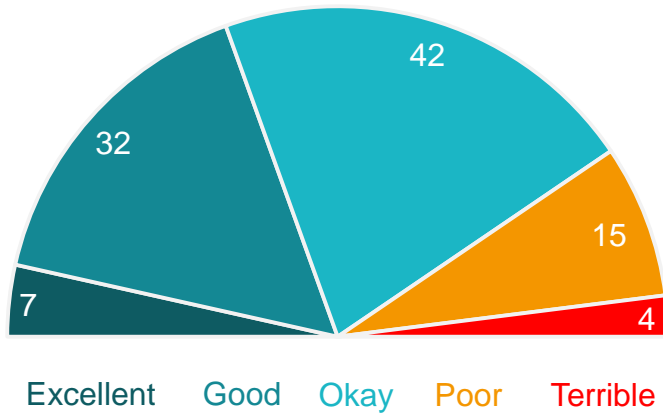
Q. How would you rate performance in the following areas?

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

# Access to services and facilities for people with a disability

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	56
WA High	69	Subset High	61
WA Standard	54	Subset Standard	55

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
56	57	43	59	54	54	59	64	61	56	50	61	54	50	58	56	55	52	46	60

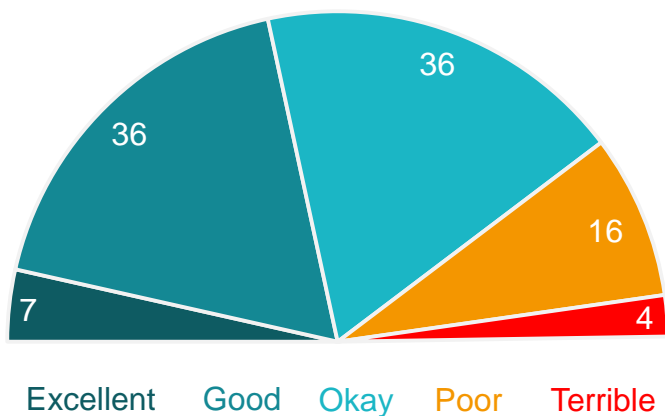
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 268).

# Community buildings, halls and toilets

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	56
WA High	71	Subset High	65
WA Standard	58	Subset Standard	56

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
56	57	44	55	58	55	58	54	57	60	52	58	57	60	54	57	55	53	53	57

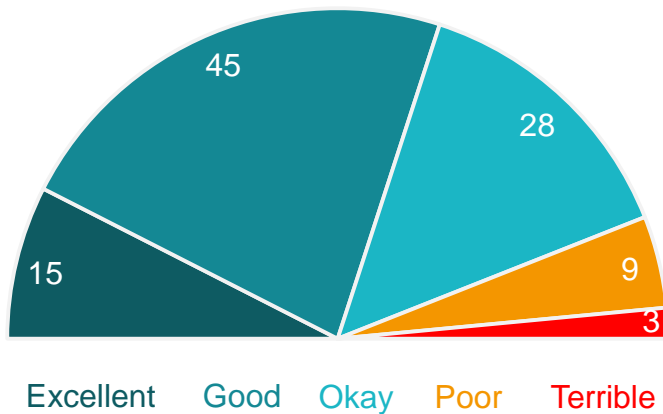
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 469).

# Sport and recreation facilities

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



Category	Score	Category	Score
WA High	81	City of Busselton	64
WA Standard	65	Subset High	75
		Subset Standard	64

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
64	64	64	62	67	66	65	58	61	64	62	65	66	66	58	68	62	60	44	68

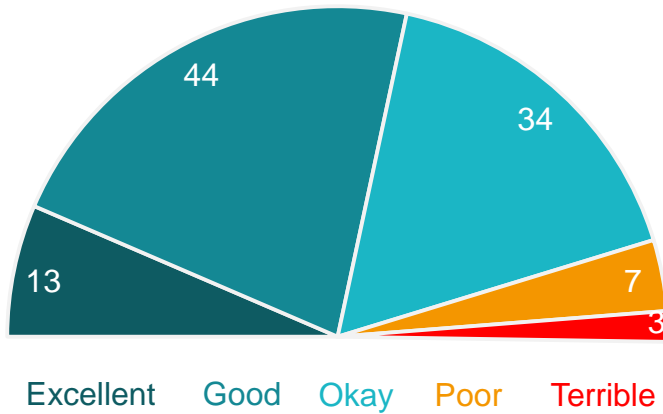
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 463).

# Geographe Leisure Centre

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	64
WA High	82	Subset High	73
WA Standard	70	Subset Standard	70

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
64	64	66	63	65	66	64	60	62	70	63	64	67	61	62	64	65	63	56	65

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

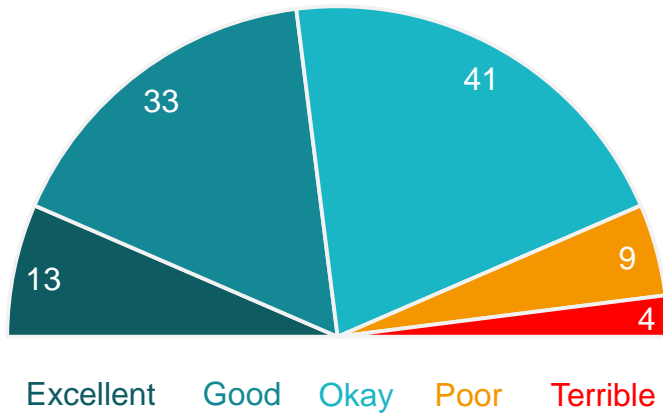
Base: All respondents, excludes 'unsure' and 'no response' (n = 397).



# Naturaliste Community Centre

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	WA Standard	City of Busselton	Subset High	Subset Standard
NA	NA	60	NA	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
60	60	67	58	63	64	56	49	59	61	56	60	65	55	52	63	58	55	55	68

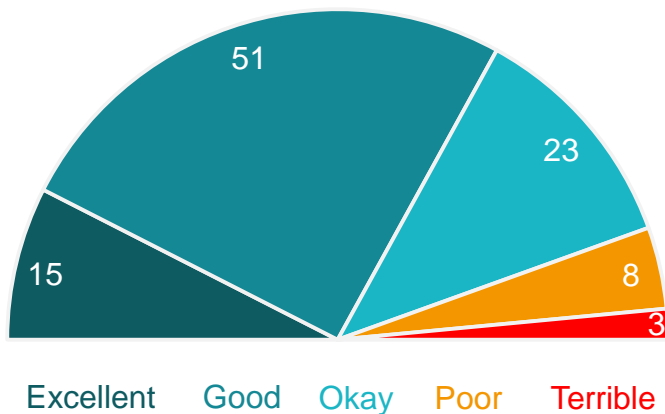
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 259).

# Playgrounds, parks and reserves

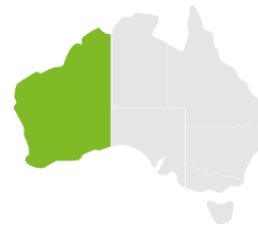
## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



Category	Score	Category	Score
WA High	84	City of Busselton	67
WA Standard	67	Subset High	77
		Subset Standard	66

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
67	66	78	65	68	68	60	67	70	67	59	69	69	68	66	68	63	65	67	73

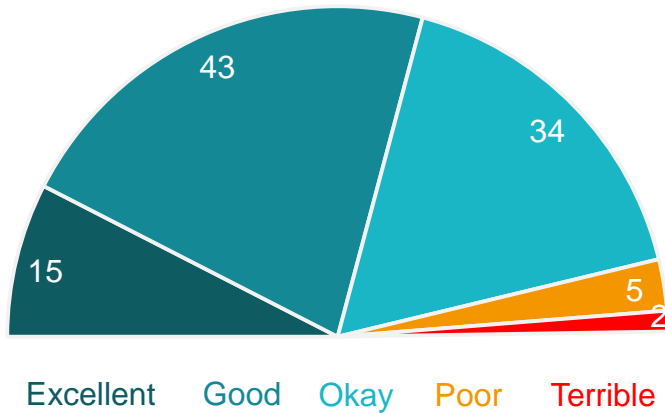
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 477).

# Boat ramp and launching facilities

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	66
WA High	70	Subset High	NA
WA Standard	65	Subset Standard	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
66	66	67	63	69	66	69	64	66	64	70	66	64	62	66	67	66	65	55	68

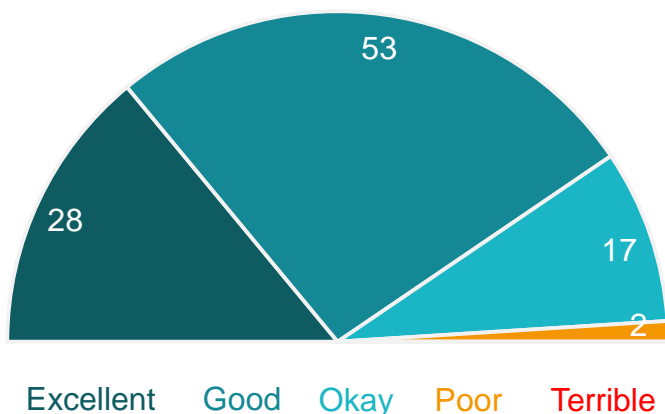
Q. How would you rate performance in the following areas?

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

# Public libraries

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	77
WA High	83	Subset High	79
WA Standard	71	Subset Standard	73

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
77	76	85	76	77	76	79	77	76	76	78	76	76	82	72	78	75	71	79	80

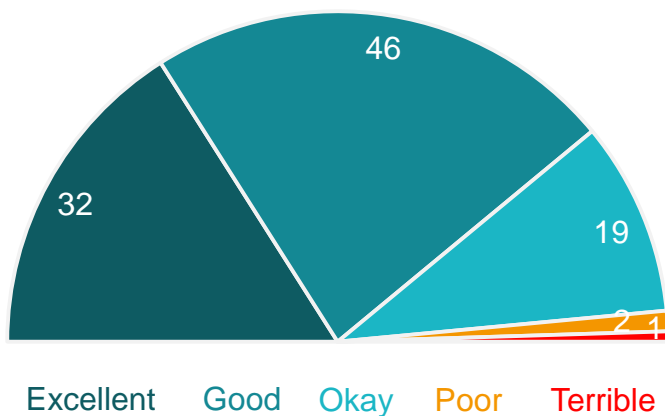
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 435).

# Festivals, events, arts and cultural activities

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High 83

WA Standard 63

City of Busselton 76

Subset High 76

Subset Standard 66

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
76	76	76	74	78	76	76	76	81	77	74	79	75	77	75	79	71	71	76	80

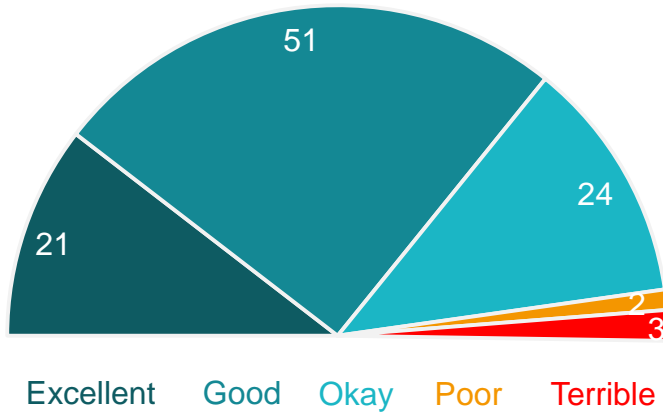
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 469).

# ArtGeo gallery and cultural precinct

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	82	City of Busselton	71
WA Standard	71	Subset High	71
		Subset Standard	69

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
71	73	57	66	75	71	71	74	73	74	63	74	73	69	72	72	70	68	68	76

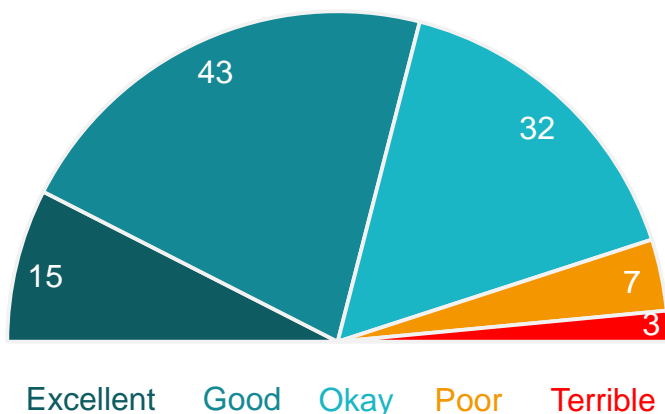
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 369).

# Street artwork and public art

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High 78

WA Standard 62

City of Busselton 65

Subset High 65

Subset Standard 56

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
65	65	61	60	70	66	62	64	67	66	57	68	67	68	65	67	61	59	50	75

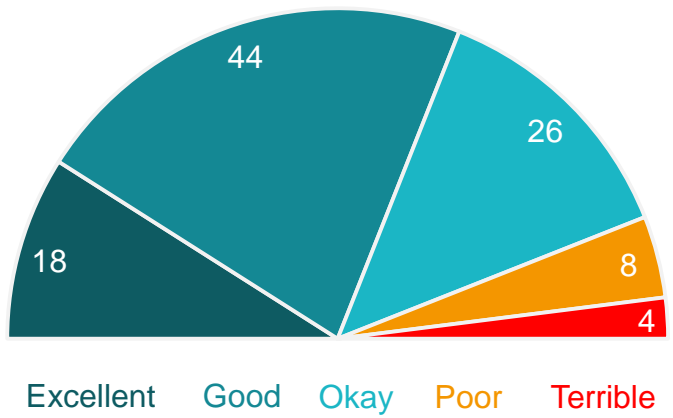
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 437).

# How local history and heritage is preserved and promoted

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	66
WA High	76	Subset High	68
WA Standard	61	Subset Standard	62

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
66	67	54	64	68	65	70	68	65	70	64	67	67	73	65	67	71	56	58	72

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

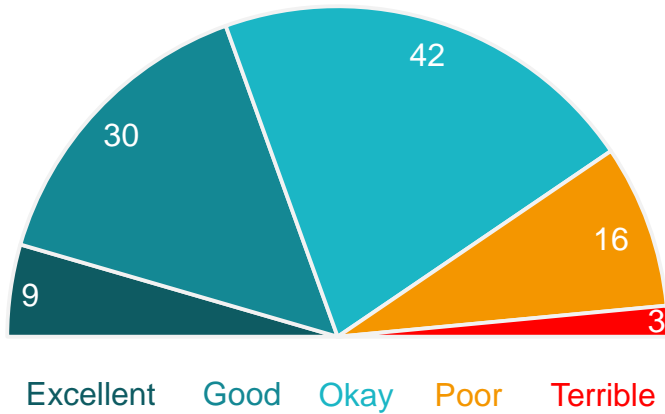
Base: All respondents, excludes 'unsure' and 'no response' (n = 441).



# Safety and security

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	56
WA High	74	Subset High	62
WA Standard	54	Subset Standard	52

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
56	56	59	58	55	58	59	50	51	56	56	56	57	50	56	56	56	58	61	54

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

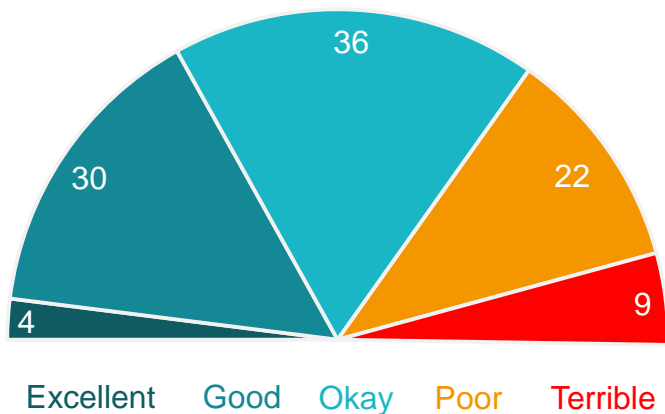
Base: All respondents, excludes 'unsure' and 'no response' (n = 464).

# Built Environment

# Managing growth and development

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High		City of Busselton	
NA	NA	50	NA
WA Standard		Subset Standard	
NA	NA	NA	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
50	50	39	47	52	51	48	50	49	52	46	49	53	52	54	52	52	41	44	45

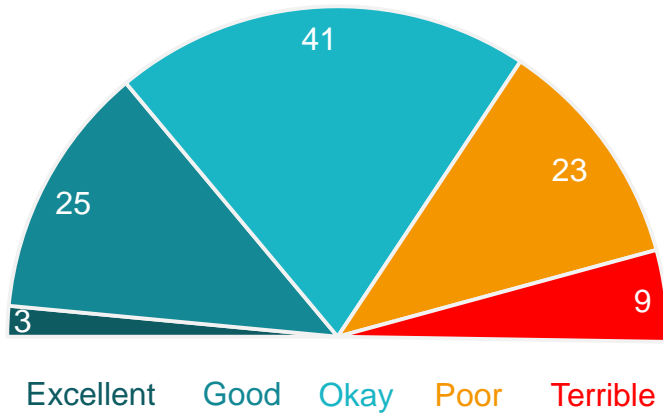
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 450).

# Planning and building approvals

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	47
WA High	57	Subset High	57
WA Standard	46	Subset Standard	44

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
47	47	48	46	49	49	46	53	48	43	49	47	47	42	55	49	51	38	47	47

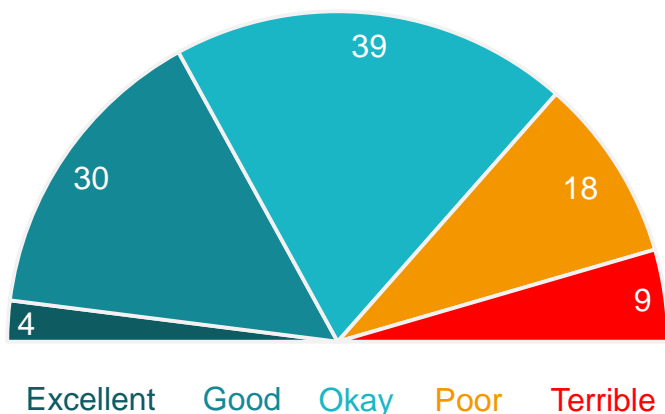
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 371).

# Road maintenance

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	51
WA High	75	Subset High	56
WA Standard	53	Subset Standard	50

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
51	51	41	52	50	48	59	53	53	51	50	52	50	49	55	50	51	52	60	47

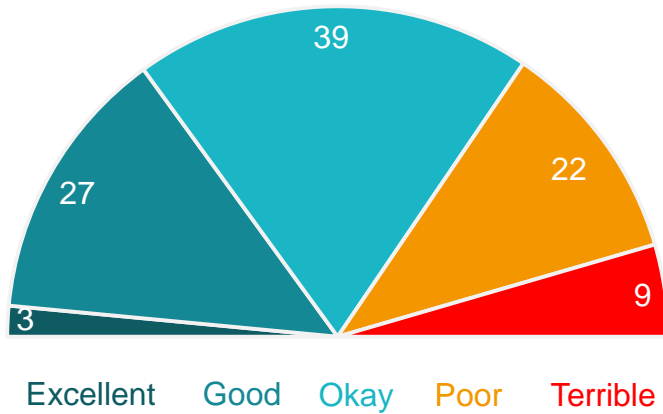
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 486).

# Traffic management on local roads

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	48
WA High	65	Subset High	57
WA Standard	54	Subset Standard	53

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
48	49	40	48	49	47	54	49	51	48	47	49	48	49	52	46	48	52	56	52

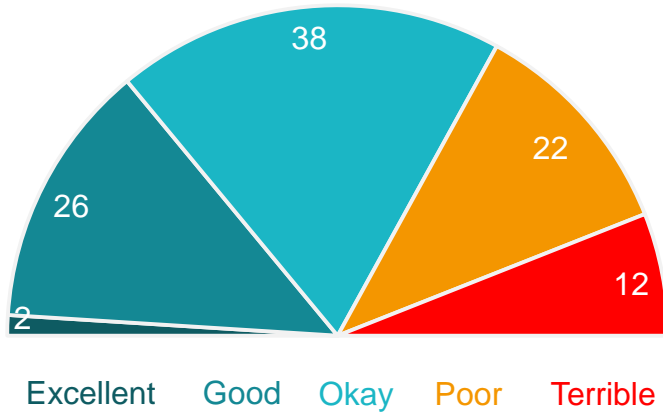
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 475).

# Parking management

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	47
WA High	68	Subset High	52
WA Standard	50	Subset Standard	48

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
47	48	32	48	46	47	47	49	49	44	43	49	46	45	50	49	47	37	37	50

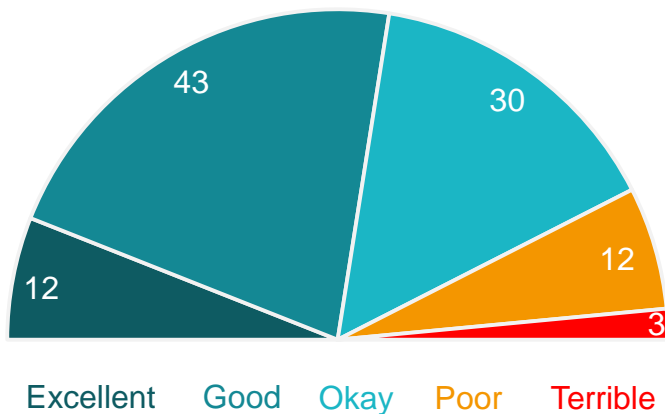
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 476).

# Footpaths, trails and cycleways

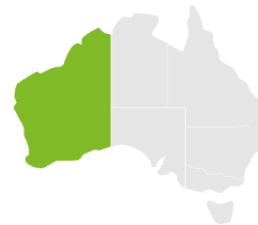
## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High 71

WA Standard 53

City of Busselton 62

Subset High 62

Subset Standard 55

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
62	63	57	63	62	64	60	62	62	61	63	62	62	62	62	64	61	58	59	63

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

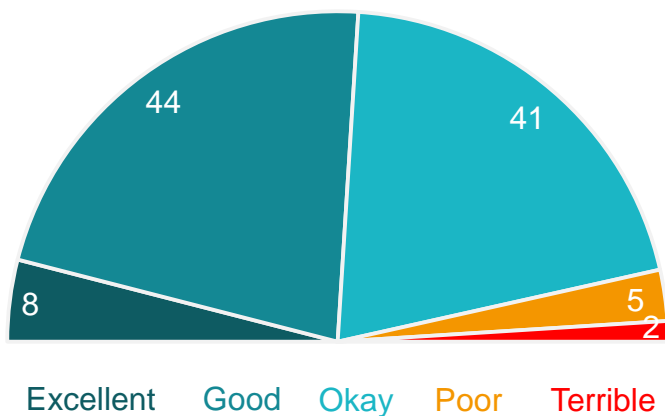
Base: All respondents, excludes 'unsure' and 'no response' (n = 481).



# Streetscapes

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	72	City of Busselton	63
WA Standard	54	Subset High	63
		Subset Standard	56

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
63	62	70	62	64	63	65	67	63	57	63	64	61	60	62	63	63	59	62	67

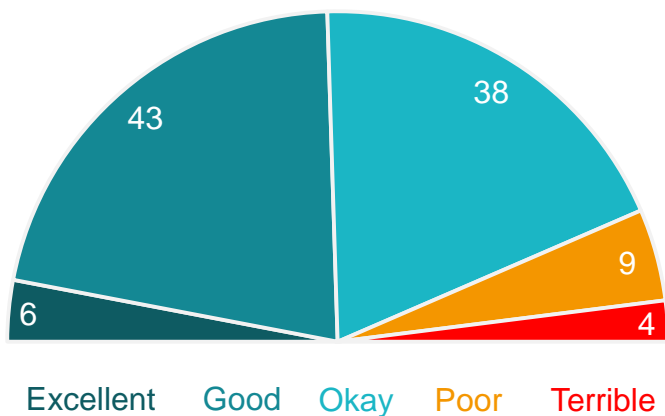
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 475).

# Lighting of streets and public places

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	60	City of Busselton	60
WA Standard	54	Subset High	60
		Subset Standard	58

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
60	60	46	60	59	59	63	61	58	60	60	60	59	59	61	58	64	60	48	62

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

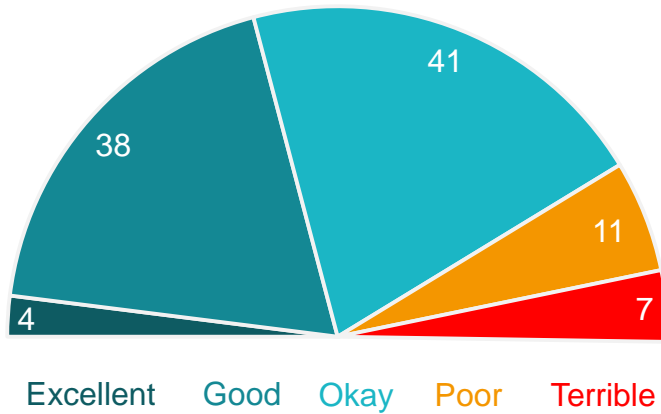
Base: All respondents, excludes 'unsure' and 'no response' (n = 473).

# Natural Environment

# Conservation and environmental management

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	68	City of Busselton	55
WA Standard	57	Subset High	59
		Subset Standard	56

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
55	56	52	54	57	57	53	52	57	59	51	56	57	48	57	56	58	49	61	52

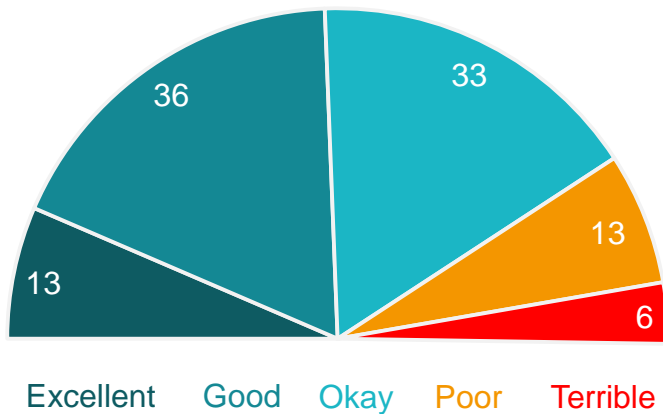
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 433).

# How the coastal area is being planned, developed and managed

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High		City of Busselton	
NA	NA	59	59
WA Standard		Subset Standard	
NA	NA	NA	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
59	60	57	57	62	59	62	64	59	54	63	58	59	58	64	59	65	52	66	62

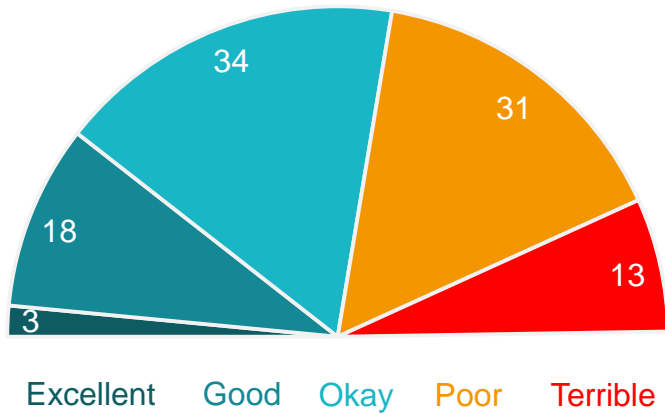
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 455).

# Efforts to maintain and enhance the Vasse River

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	42
WA High	68	Subset High	NA
WA Standard	53	Subset Standard	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
42	42	39	42	42	41	46	41	43	39	44	42	41	32	42	40	42	45	39	47

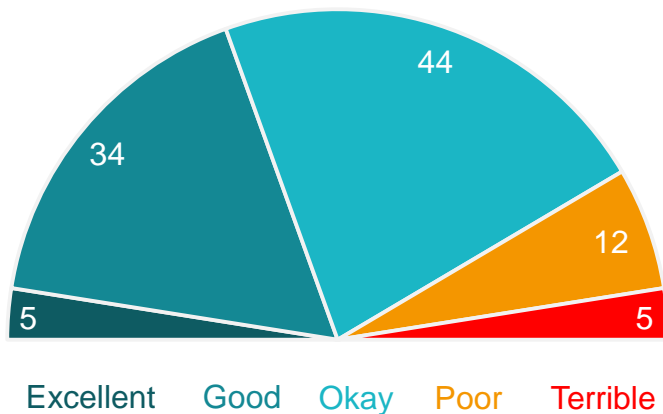
Q. How would you rate performance in the following areas?

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

# Tree management (protection, planting and maintenance)

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	56	City of Busselton	56
WA Standard	54	Subset High	NA
		Subset Standard	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
56	56	52	54	57	55	56	57	55	58	58	54	55	58	56	55	61	49	59	56

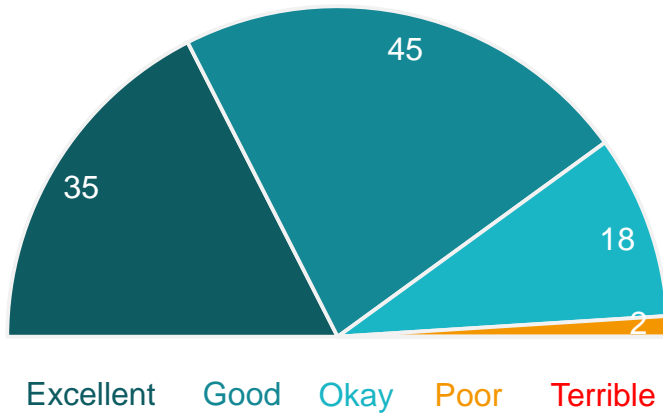
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 437).

# Weekly rubbish collections

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High 88

WA Standard 76

City of Busselton 78

Subset High 78

Subset Standard 74

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
78	78	82	78	78	79	78	76	75	73	82	76	78	81	79	79	77	79	64	76

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

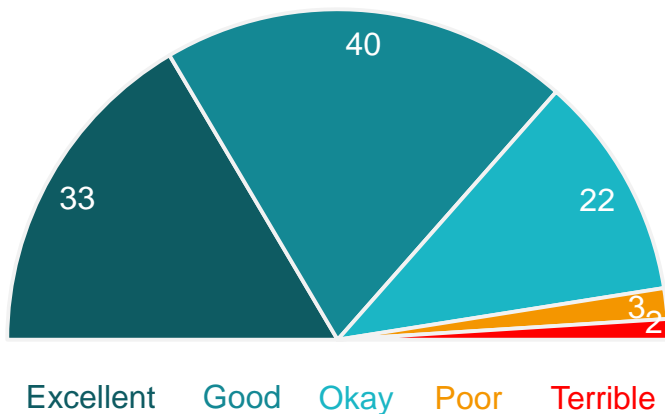
Base: All respondents, excludes 'unsure' and 'no response' (n = 475).



# Fortnightly recycling collections

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	89	City of Busselton	74
WA Standard	73	Subset High	74
		Subset Standard	71

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
74	74	78	74	75	77	71	72	70	69	77	71	76	74	76	76	72	78	66	66

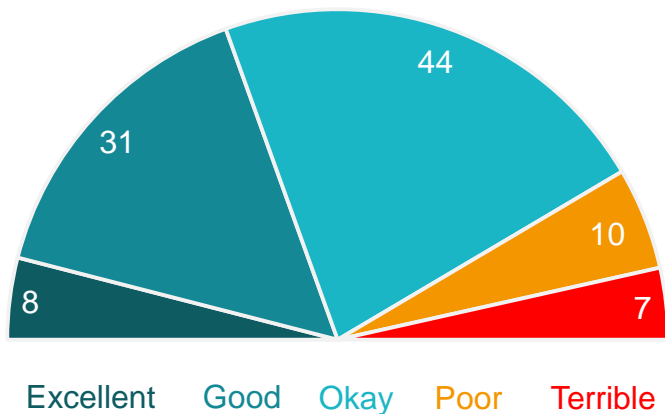
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 471).

# Animal and pest control

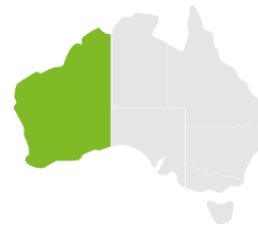
## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



		City of Busselton	56
WA High	72	Subset High	60
WA Standard	55	Subset Standard	56

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
56	56	57	56	57	55	59	58	62	58	58	58	52	60	56	57	57	50	61	52

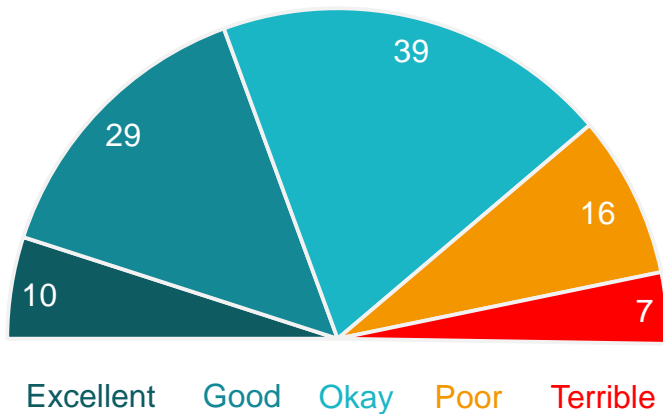
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 406).

# Mosquito control

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	WA Standard	City of Busselton	Subset High	Subset Standard
NA	NA	55	NA	NA

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
55	55	51	57	53	53	63	54	54	50	58	52	55	62	52	55	55	57	48	44

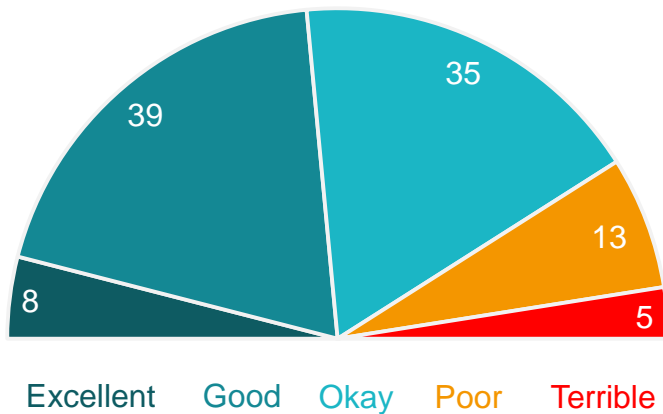
Q. How would you rate performance in the following areas?

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

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

## Performance ratings

% of respondents



## MARKYT Industry Standards

Performance Index Score



WA High	70	City of Busselton	58
WA Standard	57	Subset High	63
		Subset Standard	59

## Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
58	58	62	57	60	61	50	58	61	58	60	58	57	53	61	62	53	54	63	53

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

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

# Overview of Community Variances

# Summary of community variances

## Leadership, communication, and economic development

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
Place to live	87	87	87	86	88	87	89	84	87	91	85	89	87	88	88	88	85	89	91	<b>82</b>
Governing organisation	61	61	<b>68</b>	59	64	63	60	62	59	62	63	60	62	63	62	64	63	<b>53</b>	60	60
Value for money from rates	48	47	51	45	50	49	<b>43</b>	46	48	49	<b>41</b>	47	51	44	49	50	<b>39</b>	49	50	48
Council's leadership	57	57	60	55	60	60	55	58	57	58	58	55	59	54	60	59	60	<b>49</b>	61	53
Advocacy and lobbying	53	54	<b>47</b>	52	54	53	52	54	56	57	51	54	53	56	55	54	<b>58</b>	<b>42</b>	54	<b>60</b>
Access to Mayor/Councillors	60	60	64	60	61	62	<b>53</b>	60	63	62	60	59	61	59	<b>55</b>	62	61	<b>55</b>	56	57
Consulted about local issues	48	48	48	47	49	50	48	<b>42</b>	<b>43</b>	46	50	46	49	46	46	51	47	<b>40</b>	48	46
Informed about local issues	54	53	<b>71</b>	55	54	58	51	<b>47</b>	51	53	<b>61</b>	51	54	52	<b>49</b>	<b>60</b>	52	<b>43</b>	52	<b>49</b>
Council's e-newsletter	66	66	<b>72</b>	65	68	68	64	64	65	66	64	67	66	63	63	70	67	<b>57</b>	67	67
Council's website	62	61	<b>68</b>	59	65	63	59	63	61	65	59	64	62	61	60	66	63	<b>51</b>	58	59
Social media presence	57	56	<b>65</b>	53	60	56	57	<b>62</b>	60	55	61	56	53	54	53	58	61	<b>48</b>	<b>63</b>	<b>51</b>
Customer service	59	58	61	58	60	62	<b>54</b>	57	56	56	57	57	62	61	58	61	60	<b>48</b>	<b>52</b>	57
Economic development	59	60	<b>53</b>	56	63	61	57	<b>64</b>	59	56	58	59	61	59	<b>64</b>	61	58	<b>52</b>	<b>68</b>	57
Busselton City Centre	59	59	<b>49</b>	57	61	55	<b>68</b>	62	62	60	61	59	57	<b>53</b>	58	57	62	58	<b>66</b>	55
Dunsborough Town Centre	53	51	<b>74</b>	50	56	55	50	50	50	55	<b>61</b>	52	<b>48</b>	<b>43</b>	52	<b>58</b>	53	<b>39</b>	55	55
Access to goods and services	61	61	61	60	61	62	60	58	58	60	61	59	62	62	59	61	60	<b>56</b>	61	61
Access to education/training	54	54	51	51	56	58	<b>47</b>	<b>49</b>	51	52	53	51	58	53	51	56	55	<b>42</b>	<b>42</b>	56
Major transport networks	48	47	<b>57</b>	47	48	50	<b>42</b>	<b>40</b>	48	48	46	45	51	51	44	50	<b>42</b>	<b>42</b>	<b>53</b>	<b>53</b>

# Summary of community variances

## Community services

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
Sense of community	68	67	74	65	70	68	69	67	66	65	74	67	64	59	67	68	64	70	69	66
Youth services, facilities and events	55	55	49	56	53	55	60	56	49	50	50	55	57	56	55	55	54	56	48	52
Seniors services, facilities and events	60	59	68	60	61	60	54	66	66	63	56	65	58	54	61	64	59	46	55	60
Disability access	56	57	43	59	54	54	59	64	61	56	50	61	54	50	58	56	55	52	46	60
Community buildings, halls & toilets	56	57	44	55	58	55	58	54	57	60	52	58	57	60	54	57	55	53	53	57
Sport and recreation facilities	64	64	64	62	67	66	65	58	61	64	62	65	66	66	58	68	62	60	44	68
Geographe Leisure Centre	64	64	66	63	65	66	64	60	62	70	63	64	67	61	62	64	65	63	56	65
Naturaliste Community Centre	60	60	67	58	63	64	56	49	59	61	56	60	65	55	52	63	58	55	55	68
Playgrounds, parks and reserves	67	66	78	65	68	68	60	67	70	67	59	69	69	68	66	68	63	65	67	73
Boat ramp	66	66	67	63	69	66	69	64	66	64	70	66	64	62	66	67	66	65	55	68
Public libraries	77	76	85	76	77	76	79	77	76	76	78	76	76	82	72	78	75	71	79	80
Festivals, events, arts and culture	76	76	76	74	78	76	76	76	81	77	74	79	75	77	75	79	71	71	76	80
ArtGeo gallery & cultural precinct	71	73	57	66	75	71	71	74	73	74	63	74	73	69	72	72	70	68	68	76
Street artwork and public art	65	65	61	60	70	66	62	64	67	66	57	68	67	68	65	67	61	59	50	75
Local history and heritage	66	67	54	64	68	65	70	68	65	70	64	67	67	73	65	67	71	56	58	72
Safety and security	56	56	59	58	55	58	59	50	51	56	56	56	57	50	56	56	56	58	61	54

# Summary of community variances

## Built and natural environment

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	Busselton	Busselton urban/rural	Dunsborough	Yallingup	Rural / rural residential
Managing growth and development	50	50	39	47	52	51	48	50	49	52	46	49	53	52	54	52	52	41	44	45
Planning and building approvals	47	47	48	46	49	49	46	53	48	43	49	47	47	42	55	49	51	38	47	47
Road maintenance	51	51	41	52	50	48	59	53	53	51	50	52	50	49	55	50	51	52	60	47
Traffic management	48	49	40	48	49	47	54	49	51	48	47	49	48	49	52	46	48	52	56	52
Parking management	47	48	32	48	46	47	47	49	49	44	43	49	46	45	50	49	47	37	37	50
Footpaths, trails and cycleways	62	63	57	63	62	64	60	62	62	61	63	62	62	62	62	64	61	58	59	63
Streetscapes	63	62	70	62	64	63	65	67	63	57	63	64	61	60	62	63	63	59	62	67
Lighting of streets/public places	60	60	46	60	59	59	63	61	58	60	60	60	59	59	61	58	64	60	48	62
Conservation/environmental mngt	55	56	52	54	57	57	53	52	57	59	51	56	57	48	57	56	58	49	61	52
Coastal area management	59	60	57	57	62	59	62	64	59	54	63	58	59	58	64	59	65	52	66	62
Vasse River	42	42	39	42	42	41	46	41	43	39	44	42	41	32	42	40	42	45	39	47
Tree management	56	56	52	54	57	55	56	57	55	58	58	54	55	58	56	55	61	49	59	56
Weekly rubbish collections	78	78	82	78	78	79	78	76	75	73	82	76	78	81	79	79	77	79	64	76
Fortnightly recycling collections	74	74	78	74	75	77	71	72	70	69	77	71	76	74	76	76	72	78	66	66
Animal and pest control	56	56	57	56	57	55	59	58	62	58	58	58	52	60	56	57	57	50	61	52
Mosquito control	55	55	51	57	53	53	63	54	54	50	58	52	55	62	52	55	55	57	48	44
Natural disaster mngt	58	58	62	57	60	61	50	58	61	58	60	58	57	53	61	62	53	54	63	53



# Community Priorities Window:

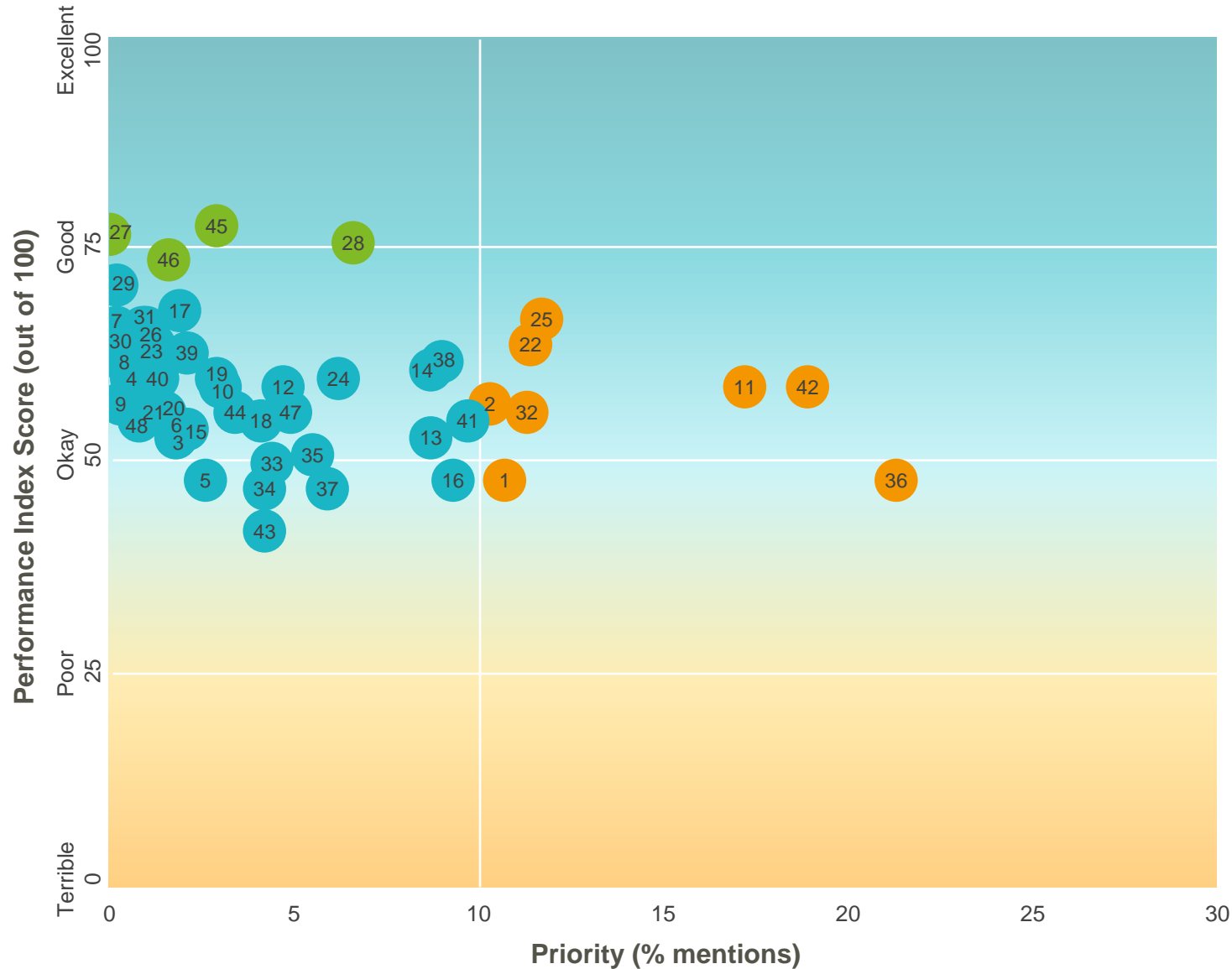
Random vs Opt-In vs Associated Responses



# Community Priorities Window™

Random sample

- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Access to Mayor/Councillors
- 5 Consulted about local issues
- 6 Informed about local issues
- 7 Council's e-newsletter
- 8 Council's website
- 9 Social media presence
- 10 Customer service
- 11 Economic development
- 12 Busselton City Centre
- 13 Dunsborough Town Centre
- 14 Access to goods and services
- 15 Access to education/training
- 16 Major transport networks
- 17 Sense of community
- 18 Youth services, facilities etc.
- 19 Seniors services, facilities etc.
- 20 Disability access
- 21 Community buildings, halls ,toilets
- 22 Sport and recreation facilities
- 23 Geographe Leisure Centre
- 24 Naturaliste Community Centre
- 25 Playgrounds, parks and reserves
- 26 Boat ramp
- 27 Public libraries
- 28 Festivals, events, arts and culture
- 29 ArtGeo gallery & cultural precinct
- 30 Street artwork and public art
- 31 Local history and heritage
- 32 Safety and security
- 33 Managing growth & development
- 34 Planning and building approvals
- 35 Road maintenance
- 36 Traffic management
- 37 Parking management
- 38 Footpaths, trails and cycleways
- 39 Streetscapes
- 40 Lighting of streets/public places
- 41 Conservation/environmental mngt
- 42 Coastal area management
- 43 Vasse River
- 44 Tree management
- 45 Weekly rubbish collections
- 46 Fortnightly recycling collections
- 47 Animal and pest control
- 48 Mosquito control
- 49 Natural disaster management



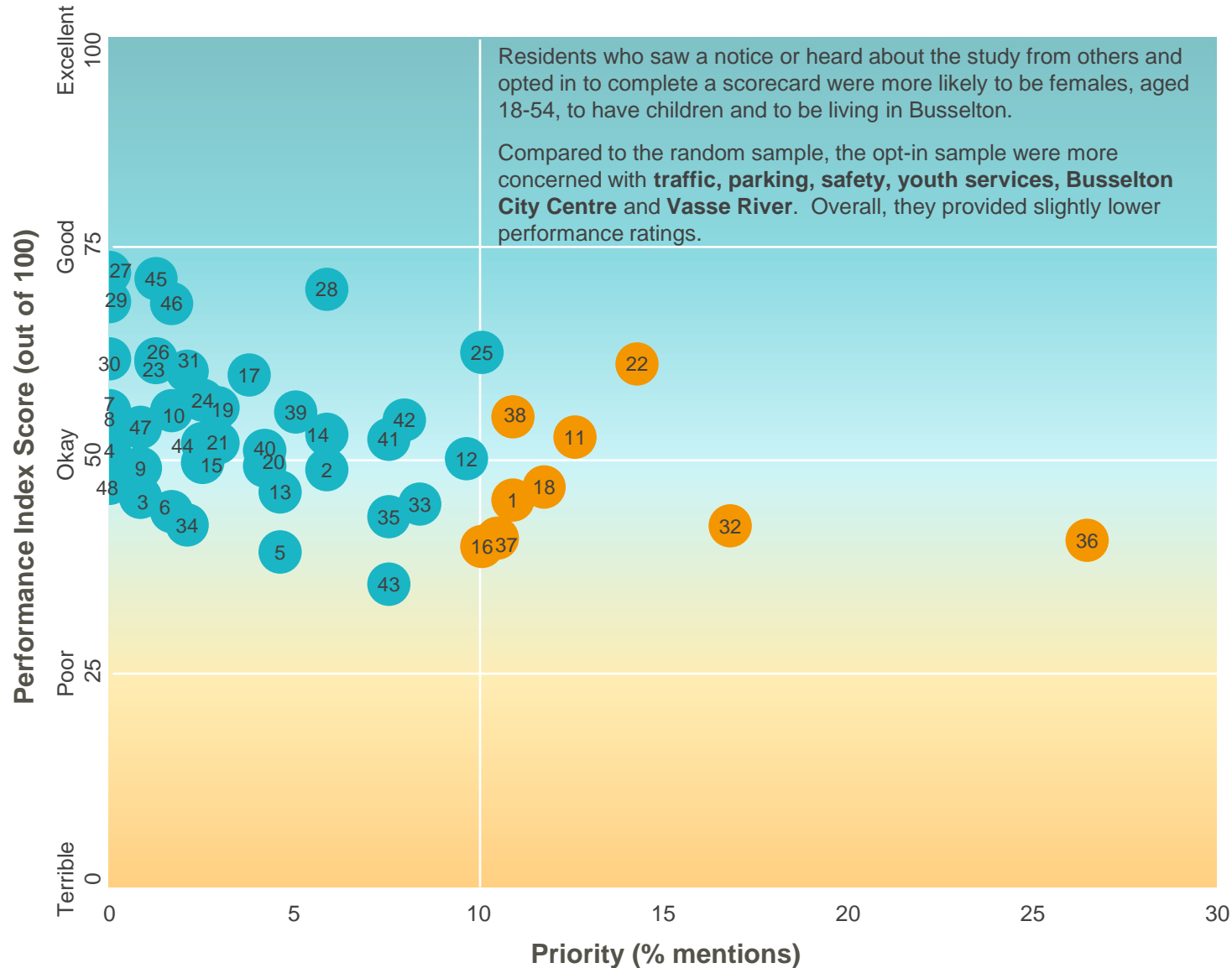
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Which areas would you most like the City of Busselton to focus on improving? Base: All respondents, excludes no response (n = 396)

- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Access to Mayor/Councillors
- 5 Consulted about local issues
- 6 Informed about local issues
- 7 Council's e-newsletter
- 8 Council's website
- 9 Social media presence
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- 11 Economic development
- 12 Busselton City Centre
- 13 Dunsborough Town Centre
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- 33 Managing growth & development
- 34 Planning and building approvals
- 35 Road maintenance
- 36 Traffic management
- 37 Parking management
- 38 Footpaths, trails and cycleways
- 39 Streetscapes
- 40 Lighting of streets/public places
- 41 Conservation/environmental mngt
- 42 Coastal area management
- 43 Vasse River
- 44 Tree management
- 45 Weekly rubbish collections
- 46 Fortnightly recycling collections
- 47 Animal and pest control
- 48 Mosquito control
- 49 Natural disaster management

Residents who saw a notice or heard about the study from others and opted in to complete a scorecard were more likely to be females, aged 18-54, to have children and to be living in Busselton.

Compared to the random sample, the opt-in sample were more concerned with **traffic, parking, safety, youth services, Busselton City Centre** and **Vasse River**. Overall, they provided slightly lower performance ratings.



Q. How would you rate performance in the following areas? Base: Respondents who opted in, excludes unsure and no response. (n=varies) Q. Which areas would you most like the City of Busselton to focus on improving? Base: Respondents who opted in, excludes no response (n = 238)

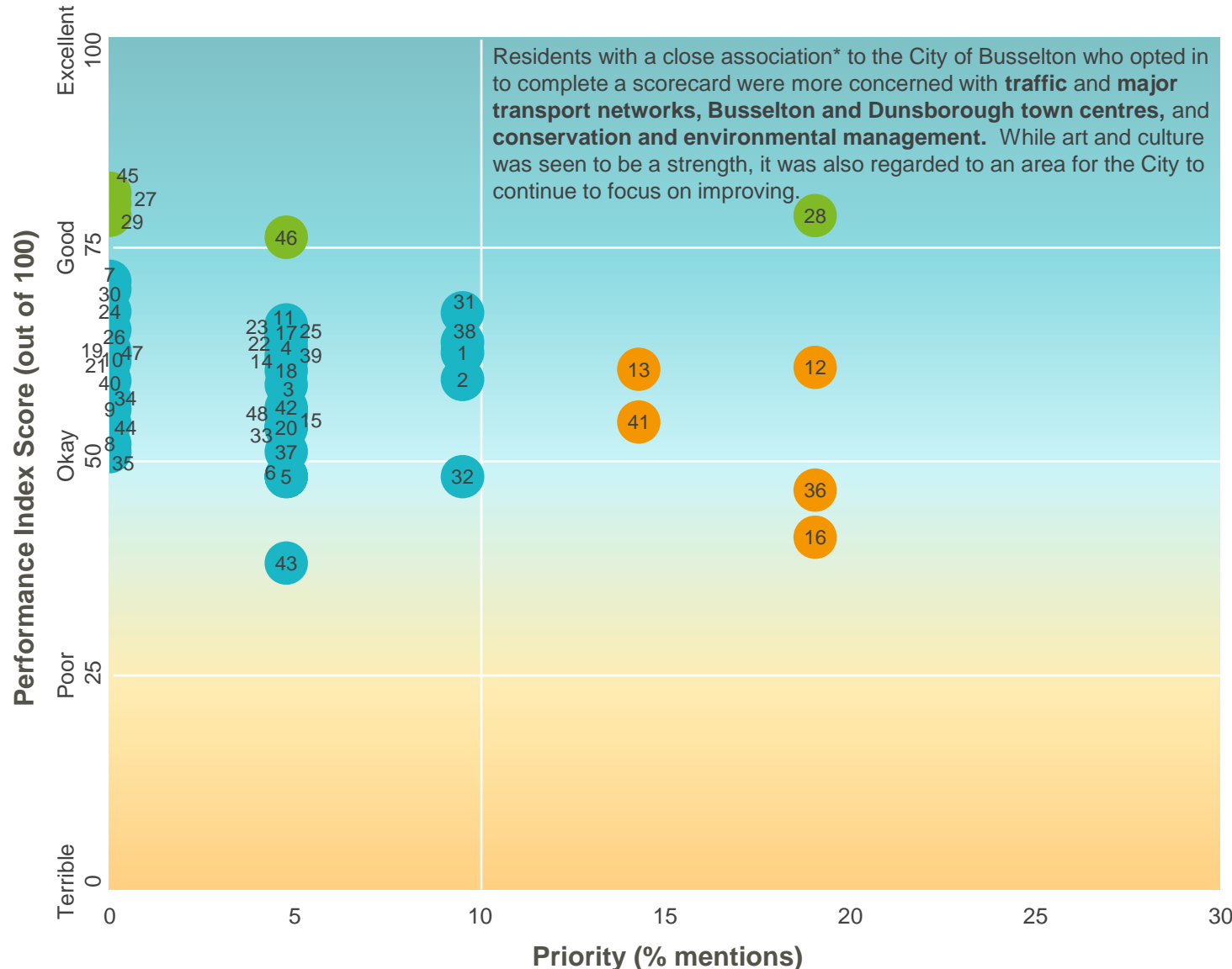


# Community Priorities Window™

Associated sample\*

- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Access to Mayor/Councillors
- 5 Consulted about local issues
- 6 Informed about local issues
- 7 Council's e-newsletter
- 8 Council's website
- 9 Social media presence
- 10 Customer service
- 11 Economic development
- 12 **Busselton City Centre**
- 13 **Dunsborough Town Centre**
- 14 Access to goods and services
- 15 Access to education/training
- 16 **Major transport networks**
- 17 Sense of community
- 18 Youth services, facilities etc.
- 19 Seniors services, facilities etc.
- 20 Disability access
- 21 Community buildings, halls ,toilets
- 22 Sport and recreation facilities
- 23 Geographe Leisure Centre
- 24 Naturaliste Community Centre
- 25 Playgrounds, parks and reserves
- 26 Boat ramp
- 27 **Public libraries**
- 28 **Festivals, events, arts and culture**
- 29 **ArtGeo gallery & cultural precinct**
- 30 Street artwork and public art
- 31 Local history and heritage
- 32 Safety and security
- 33 Managing growth & development
- 34 Planning and building approvals
- 35 Road maintenance
- 36 **Traffic management**
- 37 Parking management
- 38 Footpaths, trails and cycleways
- 39 Streetscapes
- 40 Lighting of streets/public places
- 41 **Conservation/environmental mngt**
- 42 Coastal area management
- 43 Vasse River
- 44 Tree management
- 45 **Weekly rubbish collections**
- 46 **Fortnightly recycling collections**
- 47 Animal and pest control
- 48 Mosquito control
- 49 Natural disaster management

Residents with a close association\* to the City of Busselton who opted in to complete a scorecard were more concerned with **traffic and major transport networks, Busselton and Dunsborough town centres, and conservation and environmental management**. While art and culture was seen to be a strength, it was also regarded to an area for the City to continue to focus on improving.



Q. How would you rate performance in the following areas? Base: Associated respondents\*, excludes unsure and no response. (n=varies) Q. Which areas would you most like the City of Busselton to focus on improving? Base: Associated respondents\*, excludes no response (n = 21)

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# Addressing Community Priorities

# Traffic management on local roads

Traffic management is the highest priority among residents. There is most concern with traffic coming into and out of Busselton City Centre, especially during large events and peak tourist periods. Residents request that the Ford Road extension goes ahead to help alleviate this congestion.

*“Improve traffic congestion into the City Centre. Should have been addressed before expanding the airport. Traffic snares will impede tourism.”*

*“Managing town centre traffic during peak times please. It is a nightmare for locals.”*

*“The town centre is a nightmare with roundabouts and congestion when we are in the busy times and parking is limited then also.”*

*“Better road management including coming into town and also around the area near the volunteer fire station on Peel Terrace.”*

*“The congestion at the roundabout on Peel Terrace and Causeway Road needs a rethink as in holiday times and major events it's horrendous.”*

*“The extension of Ford Rd to Busselton Bypass (or near to) is essential to help improve CBD traffic flow.”*

*“Traffic congestion and the grid-lock problem happening during peak periods. I would personally like to see 'Ford Rd' opened and made good.”*

*“More than one access road coming into town. Causeway Rd is just not good enough to be able to handle heavy traffic load. Building a raised roadway over the wetlands at Ford Road should be looked into.”*

*“The development of Ford Road out to the bypass to line up with the Vasse Highway to ease traffic congestion and provide a road direct from East Busselton to the main highway.”*



# Coastal area planning, development and management

The community has opposing views on coastal management. On the one hand, residents would like the coastal area maintained in its natural state and plans put in place to manage erosion and rising sea levels. On the other hand, residents want continued development of shorefront areas in order to assist growth and inject energy into the area.

*“Remove the weed from our beaches after the winter blow has ended as per the management plan, requiring some maintenance until the beach grows out to the end of Port Geo groynes and the weed is able to again move freely.”*

*“Coastal maintenance with rising sea levels.”*

*“Coastal erosion and sea rising.”*

*“Protecting the beach and bushscapes of the area. I understand development occurs but push back to protect natural areas and corridors rather than a coast from Busselton to Dunsborough that is completely built out.”*

*“I feel Busselton has enough accommodation options without taking away so much open space on our foreshore.”*

*“Complete foreshore development and provide more family events on the foreshore.”*

*“More bars/restaurants/parks, BBQs on the foreshore north of Goose.”*

*“Higher density living on the coast.”*

*“I think instead of building a hotel on the Busselton foreshore the City should put in a concert hall/theatre to attract performing artists who come to Perth to also perform in Busselton.”*

*“Improving the use of foreshore in Dunsborough. Boardwalk at the end of Dunn Bay Road, cafes, food trucks, weekly local produce markets, public tai chi etc.”*



# Economic development | what the City is doing to attract investors, attract and retain businesses, grow tourism and create more job opportunities

Residents would like an increase in sustainable and diverse job opportunities (broader than tourism), greater support for local business, and continued encouragement of tourism with particular promotion of Busselton itself rather than as a section of the Margaret River region.

*“Economic sustainability and job growth in our region. The airport is a must/game changer. This is imperative to our long term sustainability - keep up the good fight.”*

*“No industry, no jobs. A need to make a city is to make jobs and not just short term.”*

*“Expansion of thinking beyond tourism as the only employment growth opportunity.”*

*“Economic development, jobs and education that provide opportunities for a broad range of employment options for the growing population.”*

*“Please focus on bringing sustainable industry to the area to provide jobs for our kids. Need to not just rely on tourism.”*

*“Keep farmers and small businesses going. They are our life blood.”*

*“Whilst being a member of Margaret River region Busselton still needs to promote itself as being the City with 75% of wineries and 66% of micro breweries in the region.”*

*“We are Busselton not Margaret River! Take back our tourist bureau. Take back OUR wineries and chocolate factories and cheese factories and all our events.”*

*“Providing incentives for 'off season' visitors to come here. Hospitality and tourism are our major employers but for 6 months of the year these sections struggle. This will improve business and employment.”*





# Safety and security

Crime, vandalism and drug use are issues that residents would like to see reduced. In order to lower crime and improve perceptions of safety, respondents suggest greater police presence and responsive, as well as the installation of more CCTV in problem areas.

*“Keeping Busselton a safe place to be, especially for our children. I'm 33 and used to feel safe walking around Busselton but not any more.”*

*“Safety, drug use prevention and eradication.”*

*“There is a sense that personal security in the town is being compromised and there is a lot on social media of people being quite alarmist. Maybe something could be done to push the positive stories and council actions to support a safer community.”*

*“More security guards patrolling in the evening in local supermarket areas, seeing as they trade until 9pm, so customers and staff feel more secure.”*

*“I'd like to see the Police improve and being able to ride at the skate park and not be scared of being harassed or beaten by one of the people who don't even ride.”*

*“More policing to drop the drug use, crime rate and vandalism around all areas.”*

*“Police availability in the city... Not on call after the problem occurred! E.g. New York crime was rife until they realised the Police presence in the area where offences occurred prevented the offence in the 1st instance.”*

*“CCTV is needed in many areas. Also street lighting needs to be updated.”*

*“CCTV in CBD or fund business owners for security cameras to deter crime and violence in the CBD as well as assist the police to capture the people responsible”*

*“CCTV standard in and around all community projects. Huge money being spent on the foreshore it must be protected from vandals and unsociable behaviour.”*



# Sport and recreation facilities

Indoor courts suitable for basketball and Olympic sized swimming pools in Busselton and Dunsborough are priorities for the community. Other recreation facilities are also topical. Residents in Dunsborough would like to see more sport and recreation infrastructure in their locale.

*“More indoor courts for basketball (and other indoor court sports). Better sports and recreation facilities in Dunsborough.”*

*“Roller skating rink. Youth dancers. Anything for those who don't like football, soccer, etc. For those who aren't into sport.”*

*More activities for Youth/Families. 10 Pin Bowling would be fantastic. Skate Park is great, but need something indoors.”*

*“Improve local sporting grounds.”*

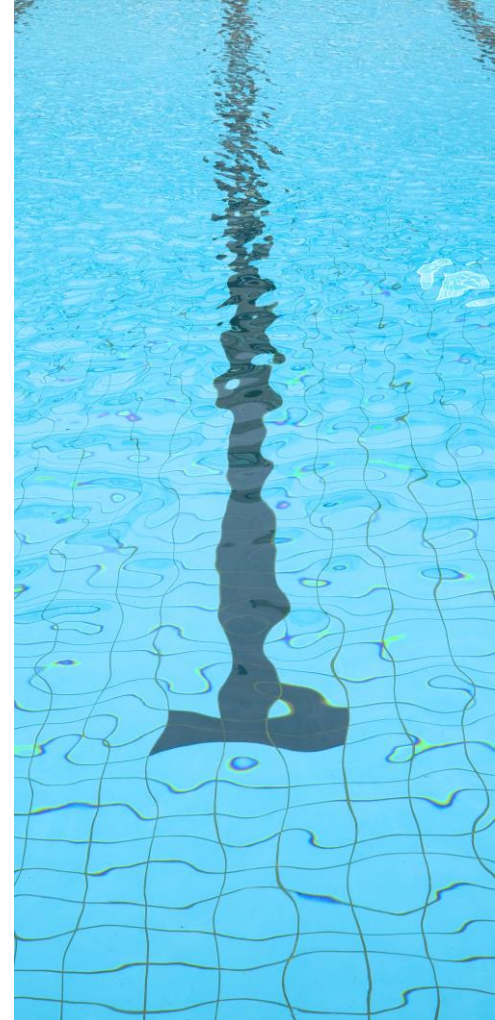
*“Olympic size swimming pool.”*

*Better Sporting Facilities, especially a 50mtr Swimming Pool with a Grandstand.*

*“Do more for Dunsborough! Always at the bottom of the priority list to get anything done, particularly with regards to sporting facilities.”*

*“Better sporting facilities for the town of Dunsborough.”*

*“Busselton needs more indoor basketball courts so many kids love this sport. A couple of football ovals would be good to. Need to keep cricket off the football ovals.”*



# Playgrounds, parks and reserves

Residents are keen to have well maintained parks and playgrounds that can be accessed and utilised by kids of all ages and capabilities in the community. Nature, adventure and water playgrounds are topical. Play spaces in Manjimup, Dalyellup and Donnybrook are offered as examples to follow. Residents also desire adequate and safe areas for dogs to exercise and play off lead.

*“Nature playgrounds.”*

*“Waterfront children's playground for small children.”*

*“Better playgrounds for younger children - like the apple fun park in Donnybrook .”*

*“More areas where dogs can run free. Moved from Perth 2 years ago. Very few places in Dunsborough where dogs can be off the lead. Only on the beach and very few of those. This is way too restricting for a dog-loving society. Very disappointing.”*

*“An adventure playground similar to the one in Manjimup. We need more than just the skate park for young teenagers.”*

*“I would love to see more effort put into the playgrounds and public spaces. A lot of what we have in the area are the same sets of play equipment repeated. It would be great to see more 'nature playgrounds'.”*

*“More well maintained parks with amenities for children of all ages, more activities, community events for people with a disability.”*

*“Better maintenance of parks.”*



# Footpaths, trails and cycleways

Residents request safe pedestrian and cycle access, improved connectivity within and between towns from Busselton to Bunker Bay, and pedestrian-only precincts to encourage foot traffic in town centres.

*“There are NO footpaths on any of the roads leading into town from Ford Road, apart from one in Kent Street. Outrageous! I have seen mothers with pushchairs and prams struggling to stay safe as they walk these routes.”*

*“DESPERATELY needing footpaths around Busselton. I live on Fairbairn Rd, we have 2 young children and a dog. I can't walk the dog with my 2 children as it's not safe!!!... This is appalling considering we live so close to town and the beach, yet we can't actually walk safely to either of them!!”*

*“Improve and add footpaths suitable for residents using wheelchairs. There are many footpaths that have areas that are rough and uneven that...can result in injury from a fall.”*

*“Bicycle paths for safety of school access, need to be of good quality.”*

*“I would like to see Dunsborough become more of a walking friendly town.”*

*“Pedestrian only precincts in Dunsborough and Busselton town centers.”*

*“Shared cycleway & walking paths from Busselton to Yallingup & Bunker Bay.”*

*“Improve Cycleways from Busselton to Dunsborough to Yallingup.”*

*“Lead by creating a network of bike paths / cycle ways that start from the middle of the Dunsborough CBD as such and extend out to it's extremities, including all the rural residential areas.”*



# Connectivity with Perth and regional towns via major transport networks

A dual carriageway from Busselton to Bunbury is the main priority for residents to improve connectivity, followed by a rail link to Perth via Bunbury. Residents also highlight the potential airport as an important transport opportunity.

*“Petition for dual lane upgrade to Capel.”*

*“Dual lanes in both directions as far as the city can go heading towards Bunbury to alleviate congestion and accidents.”*

*“Turning the road between Busselton & Capel into a dual carriage way.”*

*“Try to speed up and fix the bottleneck of the highway on the stretch between Capel and Busselton. It has stopped many family and friends from coming down.”*

*“Access to Busselton by completing dual carriageway between Capel and Busselton and restoring a train line to Bunbury and Perth.”*

*“Upgrading the road between Bunbury and Busselton.  
Light rail between Busselton and Bunbury.”*

*“Better services to Perth via (1) Railway (2) Buses  
(3) Dual lane bypass from City Centre to Bunbury.”*

*“Public transport to other major towns and cities.”*

*“A train that connects through to Bunbury, Mandurah and into Elizabeth Quay Perth City.”*

*“Travel to and from Perth via light rail/air travel.”*

*“Definitely airport to support interstate and international travel.”*



# Conservation and environmental management

Residents believe the natural environment is what attracts people to live in, and tourists to visit, the City of Busselton. Therefore, residents feel it is a priority that this environment is protected and conserved to preserve their way of life. They feel that natural areas must be conserved and any development must be sustainable in order to protect precious local wildlife and maintain essential biodiversity.

*“Natural environment. We live here for the bush/beach & people visit for the same reason.”*

*“More focus on environmental management - looking after the assets that our lifestyle, tourism and biodiversity depends [upon].”*

*“Control of development to ensure rural setting of Busselton, including 'mobs of kangaroos' and other wildlife are maintained and protected for the future generations.”*

*“Conservation and management of natural areas for biodiversity and retaining existing wildlife corridors by decreasing roadside vegetation removal.”*

*“I would like the City to improve their weed management, protection of local fauna and flora including the western ringtail possum, and making it a lot harder for people to clear peppermint trees.”*

*“No thought put into fencing done around turtles-bandicoots, etc. Fence into the ground traps turtles when they enter dry ground to lay eggs. Turtles eggs are being destroyed by foxes or cats.”*

*“Better positive awareness of the natural environment (especially targeting littering), more put in place to educate people of our fragile ecosystem and helping native animals in need (especially our reptile species, snakes in particular need a more positive reputation).”*

*“Improved management of ‘dieback’ in reserves.”*



# Council's leadership

Residents are seeking leadership and accountability from the Council. More transparency, better communication, engagement and fair and equal treatment for all, are priorities raised.

*“Less self interest of councillors.”*

*“Stop wasting ratepayers money. Listen to what people have to say. Be more open on what ratepayers money is being spent on. [I] would suggest that an independent review of city operations be implemented.”*

*“Create a better rapport between the Council and the community. Become more transparent in the way decisions are made.”*

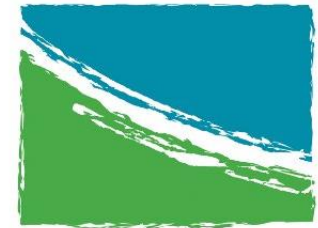
*“The council is so bias and self serving some would say possibly corrupt in their approvals and decisions. Frankly I don't trust any of them or feel they listen to or remotely consider what the people want. They only seem to care about money and looking after the few that have it.”*

*“Better engagement with the businesses to ensure a fair representation when making decisions.”*

*“The 'local' knowledge in the City of Busselton employees has diminished considerably, to a point where no-one is game enough to make a decision on its merit.”*

*“Good financial management. Keep debt to a manageable level.”*

*“More consideration for Dunsborough town and residents. Most Council efforts seem to be for Busselton town and residents.”*



City of  
**Busselton**  
*Geographe Bay*

# Value for money from rates

Residents are questioning whether the value they receive is proportionate to recent rate increases. There is concern about where Council is spending its money and it is suggested that cut-backs might be beneficial to assist saving and postpone rate rises.

*“Rates can only go so far and a 50% rise over 10 years is going to affect the elderly.”*

*“Do not see the value for money in relation to the doubling of rates over the past 6 years.”*

*“The rates are too high for farmers to stay viable as we get nothing in return. Country roads need to be kept in high standard. At the moment there is very little upkeep on these roads.”*

*“As a rate payer living in Geographe I would like to see the same attention put in as has been on the west side of the foreshore.”*

*“Rates - I live in Vasse where the developers still take care of the area etc. yet I am paying high rates. Whilst I understand that I am still a contributing member to Busselton...It needs more of a cost balance.”*

*“Better management of ratepayers money, less wastage.”*

*“Stop wasting money. Put it where you should be. Roads and traffic management are disgraceful. To borrow 18 million dollars for that new building is outrageous.”*

*“I would like the City to make a better effort to balance the annual budget. Currently there is far too much waste in most areas especially in the office areas.”*

*“I would like the City to provide a little less and scale back its size of amenities. I realise that this is not a popular view as everyone is clamouring for far more, but someone has to pay for it. And I am one of those paying.”*

*“To understand that while growth is important, not all residents can afford to have rates continually increased to cover this growth.”*





Most important projects

# Most important projects

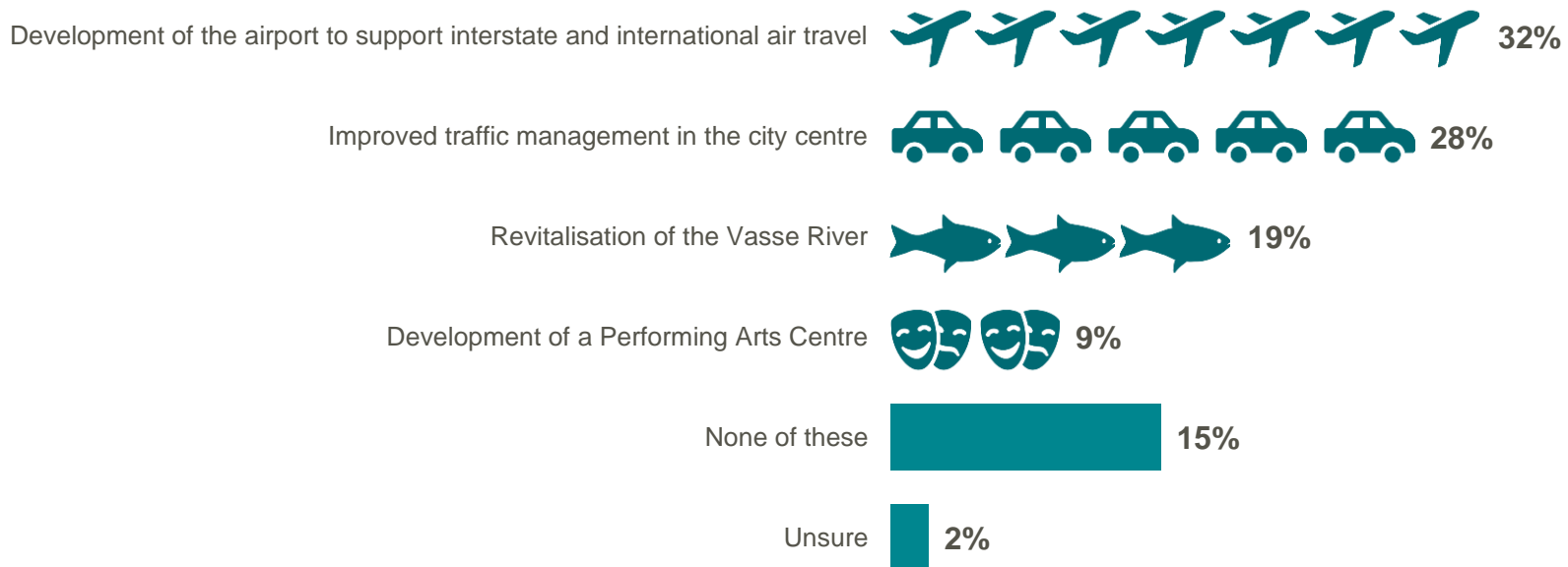
Residents would mostly like the City of Busselton to **develop the airport** (32% of mentions). Support was highest among families with primary school aged children (mentioned by 49% of residents in this cohort) and residents who were born overseas (39%).

Introducing initiatives to **improve traffic management in the city centre** came a close second overall, with 28% of mentions. However, it was the top priority among residents in Busselton urban (mentioned by 42% of residents in this cohort).

19% rated revitalisation of Vasse River as their most project and 9% prioritised development of a Performing Arts Centre. 15% believe other projects are more important.

## Most important project

% of respondents



Q. Which of the following projects is the MOST important for you?

Base: All respondents, excludes 'no response' (n = 490).

Moving Forward

# Moving Forward

Overall, the City of Busselton is a strong performer.

- The City of Busselton is in 5<sup>th</sup> place overall in WA and the **leading regional council**.
- As a **place to live**, the performance index score is 87 **out of 100**, 11 index points above the MARKYT Industry Standard for WA.
- As a **governing organisation**, the performance index score is 61; 5 index points above the MARKYT Industry Standard for WA.

The City of Busselton has perceived **strengths** in waste services, festivals, events, arts and cultural activities, and public libraries.

Relative to other councils in WA, the City is the **industry leader** in economic development, access to goods and services, sense of community, lighting of streets and public places, tree management and accessibility of the Mayor and Councillors.

Moving forward, residents would mostly like the City to focus on **3 priorities** :

1. Alleviate **traffic** concerns, especially in and around Busselton City Centre.
2. Develop a robust, sustainable and diverse **economy**. This includes the development and promotion of a strong place brand for “Busselton” to compete more effectively for tourism dollars, and developing the airport to support interstate and international travel.
3. Sound planning, development and management of the **coastal area**.





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