2016 Community Scorecard

Prepared for: Shire of Irwin
Prepared by: Catalyse Pty Ltd
December 2016
## Contents

Strategic Insights ................................................................. 3
The study ................................................................. 12
Overall performance ....................................................... 16
What residents value most about the Shire of Irwin .................................................. 20
Governance and communications .................................................. 27
Economic development ........................................................... 42
Community development ........................................................... 48
Natural environment .............................................................. 61
Built environment ............................................................... 67
Overview of community variances .................................................. 75
Community Priorities .............................................................. 78
Moving forward ................................................................. 83
Strategic Insights
Overall Performance | Shire of Irwin

Place to live

97%
Excellent+Good+Okay

Governing Organisation

73%
Excellent+Good+Okay
When asked to comment on what residents like or value most about the Shire of Irwin, five key themes emerged:

1. The community places high value on the **Shire’s efforts to maintain the area**. This was the area that received the most comments. They appreciate all the work that goes into keeping the towns, parks, gardens, the foreshore and beaches looking clean, tidy and beautiful.

2. Shire personnel are valued for being **approachable, helpful, capable and efficient**.

3. Residents are encouraged by the Shire’s **focus on future growth and sustainability**.

4. The Shire is seen to be doing a good job in **encouraging tourism** and being **open to run unique and innovative events**.

5. Residents comment on a **range of services and facilities** that are valued, with a larger number of mentions about sport and recreation facilities, and parks and gardens.

6. There is appreciation for the Shire’s efforts to **engage the community** about local issues.

The ‘Overall Performance Index Score’ is a combined measure of the Shire of Irwin as a ‘place to live’ and as a ‘governing organisation’. The Shire of Irwin’s overall performance index score is 65 out of 100, on par with the industry standard in WA. Compared to participating regional councils, the Shire is leading the way.
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 Standard.

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

As this line represents Council’s average performance for all individual measures, around half of the service areas will be placed above the line (above average), and around half will be positioned below the line (below average).
This chart shows the City’s performance in individual service areas relative to the MARKYT Industry Standards.

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

**FOCUS**
on improving value for money, community consultation, economic development, how Dongara Town Centre is being developed, health and community services, services for people with a disability, and how the coast and estuary is being managed.

**CELEBRATE**
the area as a place to live, customer service, sport and recreation facilities, how history and heritage is protected and promoted, and safety.

Q. How would you rate performance in the following areas? Base: All respondents, excludes don’t know and refused. Service areas are included when MARKYT Industry Standards are available.

1. Value for money
2. Leadership
3. Advocacy and lobbying
4. Consultation
5. Informing the community
6. Website
7. Newsletter
8. Social media
9. Customer service
10. Economic development
11. Dongara Town Centre
12. Port Denison Town Centre
13. Education and training
14. Access to goods and services
15. Youth
16. Seniors
17. Disability
18. Health and community services
19. Community buildings
20. Sport and recreation
21. Irwin Rec Centre
22. Playgrounds, parks and reserves
23. Festivals, events and culture
24. Library
25. History and heritage
26. Safety and security
27. Planning and building approvals
28. Road maintenance
29. Traffic
30. Footpaths and cycleways
31. Streetscapes
32. Conservation
33. Coast and estuary management
34. Irwin River
35. Waste services
36. Food, health, noise and pollution
37. Animal and pests
38. Natural disaster management
In the Shire of Irwin’s Community Priorities Window, detailed overleaf, most services are ideally located in window B and stretching up to A. They are moderate performing areas, receiving average ratings between okay and good.

The highest performing areas are sport and recreation facilities, in particular the Irwin Recreation Centre.

The community would like the Council to prioritise economic development and management of the coast and estuary, followed by waste services and road maintenance.
Q. How would you rate performance in the following areas? Base: All respondents, excludes don’t know and refused. (n=varies)

Q. Which areas would you most like the Shire of Irwin to focus on improving? Base: All respondents (n = 323)
1. **Manage the coast and estuary** by rehabilitating local beaches and addressing erosion, repairing and upgrading the boat ramp, and providing better amenities.

2. **Economic growth** and job creation by creating a strong value proposition to attract investors, businesses, visitors and tourists. Other suggestions include industry diversification, revitalising town centres, promoting ‘buy local’, and supporting festivals and other events.

3. **Better care and maintenance of road surfaces** in towns and rural areas.

4. **Improve waste services** by offering recycling services, tip passes, and verge-side bulk waste collections. Residents are concerned with illegal dumping.
The Study
The Study

In Oct-Nov 2016, the Shire of Irwin administered the MARKYT® Community Scorecard to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

A multi-channel approach was used for data collection.

The Shire mailed invitations to all residential properties and out of area ratepayers using addressed mail. Residents and ratepayers were invited to complete a hard copy scorecard and return it directly to CATALYSE using a reply paid envelope, or to complete and submit a response online. The online scorecard was programmed and hosted by CATALYSE using Qualtrics.

323 residents submitted a response reducing the sampling error to ±5% at the 95% confidence interval.

The final dataset was weighted by age and gender to match the ABS Census population profile.

Data has been analysed using SPSS. Where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.
CATALYSE has conducted MARKYT Community Scorecards or Community Perceptions Surveys for more than 40 councils across WA. When three or more councils have asked a comparable question, we publish the high score to enable participating councils to recognise and learn from the industry leaders. In this report, the industry standards are calculated from WA councils that have completed an accredited study with CATALYSE within the past two years. Participating councils are listed below.

**Metropolitan**

- Armadale
- City of Bayswater
- Fremantle
- City of Canning
- City of Mandurah
- City of Melville
- City of Nedlands
- City of South Perth
- City of Subiaco
- City of Vincent
- City of Wanneroo

**Regional**

- Albany
- Shire of Broome
- Shire of Cape
- Shire of Chittering
- Shire of Kalamunda
- City of Kwinana
- Shire of Irwin
- Shire of Kalgoorlie Boulder
- Shire of Murchison
- Shire of Northam
- Shire of Gnowangerup
- Shire of Furneaux
How to read this report

**Trend analysis** shows how the Performance Index Score varies over time. Please note: 2013 performance results used an 11 point satisfaction scale. 2016 results use a MARKYT accredited 5 point performance scale. This is a best practice approach that enables comparison with MARKYT Industry Standards.

For the agree-disagree questions, the scale has remained consistent.

**MARKYT Industry Standards** show the Council’s performance compared to other councils.

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

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

**WA Average** is the average score among WA councils that have completed an accredited study with CATALYSE over the past two years.

**The Shire of Irwin as a place to live**

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

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

The table highlights variances in different population groups that are 5 points above (+) or below (−) the Council’s overall Performance Index Score for that measure.

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

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

- **Excellent**
- **Good**
- **Okay**
- **Poor**
- **Terrible**

**Council Score** is the Council’s performance index score.
Overall Performance
The Shire of Irwin as a place to live

Performance ratings
% of respondents

- Excellent: 38%
- Good: 46%
- Okay: 13%
- Poor: 3%
- Terrible: 1%

Trend Analysis
Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>73</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>80</td>
<td></td>
</tr>
</tbody>
</table>

Industry Standards
Performance Index Score

- Shire of Irwin: 80
- Industry High: 90
- Industry Standard: 73

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>80</td>
<td>80</td>
<td>78</td>
<td>77</td>
<td>81</td>
<td>84</td>
<td>80</td>
<td>80</td>
<td>81</td>
<td>79</td>
<td>79</td>
<td>80</td>
<td>79</td>
<td>78</td>
<td>74</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas? Base: All respondents, excludes 'don’t know' and ‘refused’ (n = 320).
The Shire of Irwin as the organisation that governs the local area

Q. How would you rate performance in the following areas? Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 316).
Variances across the community

<table>
<thead>
<tr>
<th>Category</th>
<th>Performance Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner-occupier</td>
<td>41</td>
</tr>
<tr>
<td>Holiday home/investor</td>
<td>46</td>
</tr>
<tr>
<td>Renting</td>
<td>39</td>
</tr>
<tr>
<td>Male</td>
<td>39</td>
</tr>
<tr>
<td>Female</td>
<td>43</td>
</tr>
<tr>
<td>Child 0-12</td>
<td>46</td>
</tr>
<tr>
<td>Child 13+</td>
<td>39</td>
</tr>
<tr>
<td>18-34 years</td>
<td>44</td>
</tr>
<tr>
<td>35-54 years</td>
<td>37</td>
</tr>
<tr>
<td>55-64 years</td>
<td>39</td>
</tr>
<tr>
<td>65+ years</td>
<td>46</td>
</tr>
<tr>
<td>Dongara</td>
<td>36</td>
</tr>
<tr>
<td>Port Denison</td>
<td>48</td>
</tr>
<tr>
<td>Other</td>
<td>35</td>
</tr>
<tr>
<td>Disability</td>
<td>41</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 286).
What residents value most about the Shire of Irwin

Respondents were asked:

What do you like or value most about the Shire of Irwin?
What does the Shire do well, in your opinion?

The following pages summarise key themes and provide examples of comments provided.
What residents value most about the Shire of Irwin

Efforts to maintain the area

The community places high value on the Shire’s efforts to maintain the area. This was the area that received the most comments. They appreciate all the work that goes into keeping the towns, parks, gardens, the foreshore and beaches looking clean, tidy and beautiful.

Maintains the town in a pristine condition.

The way they are making the town look better. Gardens and roads.

The Shire keeps the town clean and tidy and the gardens are kept lovely.

Maintains the parks and recreational grounds.

Keeps the foreshore clean and maintained. Empties bins regularly.

Active committees such as Tidy Towns Sustainable Committee and Roadwise engage the community and help achieve a greater understanding of environmental, safety and overall wellbeing.

I really like the Marina and also the treed streets with the Morton Bay Figs.

The wonderful improvements to all beach areas in the Shire’s domain, eg. Car parks, walkways, to prevent erosion. Grass areas with shade provided. Barbeques and plenty of rubbish bins provided. Also, the upkeep of all roads in the Shire.

The Shire maintains Dongara/Denison well.

Facilities are clean and the ranger actually patrols with a purpose.

The Shire has not built anything unnecessary in the town, eg. Big random art pieces. The shire is always trying to improve the town, updating the old buildings and fixing the roads.

The town is neat and tidy. Everything, in my humble opinion, seems to function very well.
What residents value most about the Shire of Irwin

The people

Shire personnel are valued for being **approachable, helpful, capable and efficient**.

- The people are wonderful.
- Excellent Shire staff.
- Friendly professional staff.
- Council staff are helpful and capable.
- All who work for the Shire are very pleasant and obliging.
- Staff at council offices are approachable. Offices open early.
- Make themselves available at times away from the Shire offices. Employ nice, helpful staff.
- The Shire workers/gardeners take great pride in their jobs. Well done.
- The ladies in the library - they are pleasant, helpful and fun.
- They are always open to suggestions.
- ...acts on what the people want.
- The Shire appears fair in its decision making.
- Corporate look of Shire workers
- Address issues promptly.
Residents are encouraged by the Shire’s **focus on future growth and sustainability**.

*Strive to improve themselves and the town.*

*Look towards, and seem to plan for, the future.*

*Well planned for the future.*

*It appears the Shire is continuing to look at growth - future planning.*

*The Shire is great at big picture thinking with good personnel and systems in place.*

*We like the forward planning to develop the Marina area and the turn around on the focus of tourism in the Shire. Dongara is a fantastic town and should be promoted more for tourism.*

*Have watched over the years how ALL Shires have battled to improve all resources. Irwin is a good shire and is doing a marvellous job dealing with the influx of residents.*

*The improvements being made around town are great in connecting the two towns and modernising to appeal to the tourism sector.*

*Helps make Dongara a super place to live - visitors love it.*

*The ability to go about our business and feel that we are valued. The Shire has started to focus on issues around the liveability of the region.*

*Promoting the region and maintaining equipment for all to use. Have mostly had good experiences in dealing with Planning, Development & Services.*

Image credit: https://media-cdn.tripadvisor.com/media/photo-s/06/c5/4a/51/dongara-port-denison.jpg
What residents value most about the Shire of Irwin

Event management and tourism

The Shire is seen to be doing a good job in **encouraging tourism** and being **open to run unique and innovative events**.

*The Shire is doing much better at attracting tourism.*

*Becoming a bit more progressive, particularly with regards to being RV friendly and promoting free camping, albeit mostly only 72 hours.*

*Proactive in supporting and promoting events.*

I’m really impressed at the efforts by people like Nicole Nelson in bringing events to the town and not being afraid to try something new. Stuff like the Duyfken, Midwest Sprint, etc.

*Hosting unique events not normally held in larger town/cities - Easter Egg Hunt, Hanging of the Quilts, Drive Inn, Car Rally and Show and Shine.*

*Innovative ideas for public events, e.g. Shown n Shine.*

There are plenty of community events for people of all ages. I like that the Shire put so much effort in keeping Dongara/Port Denison a close community. I love seeing everyone out and about at markets and special events (Midwest Show and Shine). I feel safe here.

*Apart from the cancellation of the Larry Lobster, for reasons, they always put on great family days, i.e. Australia Day.*

*Preservation of heritage culture within the townscape.*

*Oral history project is outstanding.*
Residents comment on a **range of services and facilities** that are valued, with a larger number of mentions about sport and recreation facilities, and parks and gardens.

*Safe, easy lifestyle, with great community facilities and access to services.*

*Great facilities available, for example, Irwin Rec Centre, garden care and maintenance, parks for kids, beaches and beach access. Ovals. Skate Park for the kids.*

*I think the town is in excellent shape. The recreation centre is extravagant.*

*Excellent sporting venues encouraging community involvement.*

*Excellent sporting facilities. Support of local school events, e.g. swim and athletics carnivals.*

*Great support to clubs, both senior and junior.*

*Maintains road well. Foreshore is first class. Sporting is first class, i.e. ovals, rec centre.*

*Roads upkeep. Recent road works. Park maintenance. River walk improvements (and ocean views).*

*Gardeners do a good job. Good footpaths for our exercise walks. Excellent community lifestyle.*

*Maintain the library. The collection is good. New and well presented books as well as pleasant staff, very consistent. Public showers, etc. at South Beach and other facilities are well maintained.*

*Look after the elderly.*
What residents value most about the Shire of Irwin

Community engagement

There is appreciation for the Shire’s efforts to **engage the community** about local issues.

*Seems prepared to ask public opinion on things*

*The Shire has developed a culture of seeking public input, which has made the community more empowered. Also, information on the Shire activities is being released, which has the tendency to keep the community in the loop.*

*Opportunity for community engagement.*

*Opportunity for community feedback.*

*Surveying and polling.*

*Community spirit and co-operation. Consulting and informing residents on important issues.*

*They engage with the community on a continuous level and encourage them to participate in working groups, feedback sessions and surveys.*

*Improving communication with residents.*

*Shire’s report in the local Rag.*

*The family-orientated environment and their use of social media to keep the public updated.*
Governance and Communications
The Shire of Irwin has developed and communicated a clear vision for the area.

**Level of agreement**
% of respondents

- Strongly agree: 31%
- Somewhat agree: 27%
- Neither / don’t know: 10%
- Somewhat disagree: 23%
- Strongly disagree: 9%

**Trend Analysis**
% agree

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>51%</td>
</tr>
<tr>
<td>2016</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Industry Standards**
% agree

- Shire of Irwin: 40%
- Industry High: 70%
- Industry Standard: 40%

**Variances across the community**
% agree

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Rent</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40</td>
<td>38</td>
<td>45</td>
<td>38</td>
<td>32</td>
<td>47</td>
<td>46</td>
<td>43</td>
<td>33</td>
<td>40</td>
<td>41</td>
<td>44</td>
<td>31</td>
<td>46</td>
<td>42</td>
<td>35</td>
</tr>
</tbody>
</table>

Q. How strongly do you agree or disagree with the following statements?
Base: All respondents, excludes ‘refused’ (n = 320)
Council’s leadership within the community

Performance ratings
% of respondents

- Excellent: 25%
- Good: 37%
- Okay: 24%
- Poor: 10%
- Terrible: 3%

Trend Analysis
Performance Index Score

- Excellent: 58 in 2013, 47 in 2016

Industry Standards
Performance Index Score

- Shire of Irwin: 47
- Industry High: 74
- Industry Standard: 51

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>47</td>
<td>45</td>
<td>45</td>
<td>50</td>
<td>44</td>
<td>50</td>
<td>51</td>
<td>42</td>
<td>55</td>
<td>40</td>
<td>50</td>
<td>48</td>
<td>45</td>
<td>49</td>
<td>46</td>
<td>39</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 280).
Advocacy and lobbying on behalf of the community to influence decisions, support local causes, etc

Performance ratings
% of respondents

- Excellent: 38%
- Good: 26%
- Okay: 21%
- Poor: 10%
- Terrible: 5%

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'don't know' and 'refused' (n = 269).

Trend Analysis
Performance Index Score

- Excellent: 0%
- Good: 46%
- Okay: 2013: 0, 2016: 46%
- Poor: 100%
- Terrible: N/A

Shire of Irwin
Industry High: 52
Industry Standard: 49

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>46</td>
<td>44</td>
<td>45</td>
<td>48</td>
<td>46</td>
<td>45</td>
<td>49</td>
<td>41</td>
<td>54</td>
<td>40</td>
<td>43</td>
<td>50</td>
<td>45</td>
<td>49</td>
<td>41</td>
<td>35</td>
</tr>
</tbody>
</table>
Elected Members at the Shire of Irwin have a good understanding of community needs

**Level of agreement**

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither/don’t know</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>24</td>
<td>12</td>
<td>12</td>
<td>7</td>
</tr>
</tbody>
</table>

**Trend Analysis**

<table>
<thead>
<tr>
<th>Year</th>
<th>% agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>64</td>
</tr>
<tr>
<td>2016</td>
<td>38</td>
</tr>
</tbody>
</table>

**Variances across the community**

<table>
<thead>
<tr>
<th>% agree</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Rent</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>38</td>
<td>44</td>
<td>40</td>
<td>38</td>
<td>37</td>
<td>33</td>
<td>34</td>
<td>31</td>
<td>33</td>
<td>45</td>
<td>46</td>
<td>36</td>
<td>44</td>
<td>32</td>
<td>33</td>
</tr>
</tbody>
</table>

Q. How strongly do you agree or disagree with the following statements?
Base: All respondents, excludes ‘refused’ (n = 320)
Shire of Irwin have a good understanding of community needs

Level of agreement
% of respondents

Strongly agree: 32%
Somewhat agree: 27%
Neither/don’t know: 20%
Somewhat disagree: 12%
Strongly disagree: 9%

Trend Analysis
% agree

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>71</td>
</tr>
<tr>
<td>2016</td>
<td>41</td>
</tr>
</tbody>
</table>

Variances across the community
% agree

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Rent</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>41</td>
<td>38</td>
<td>50</td>
<td>47</td>
<td>41</td>
<td>42</td>
<td>40</td>
<td>31</td>
<td>29</td>
<td>39</td>
<td>41</td>
<td>52</td>
<td>37</td>
<td>47</td>
<td>36</td>
<td>38</td>
</tr>
</tbody>
</table>

Q. How strongly do you agree or disagree with the following statements?
Base: All respondents, excludes 'refused' (n = 320)
How the community is consulted on local issues

Performance ratings
% of respondents

- Excellent: 32%
- Good: 30%
- Okay: 20%
- Poor: 15%
- Terrible: 3%

Trend Analysis
Performance Index Score

2013:
- Excellent: 56%
- Good: 20%
- Okay: 15%
- Poor: 3%
- Terrible: 3%

2016:
- Excellent: 41%
- Good: 41%
- Okay: 15%
- Poor: 3%
- Terrible: 3%

Industry Standards
Performance Index Score

- Shire of Irwin: 41
- Industry High: 64
- Industry Standard: 47

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>40</td>
<td>43</td>
<td>41</td>
<td>37</td>
<td>45</td>
<td>47</td>
<td>39</td>
<td>42</td>
<td>38</td>
<td>43</td>
<td>44</td>
<td>38</td>
<td>44</td>
<td>41</td>
<td>37</td>
</tr>
</tbody>
</table>
How the community is informed about local issues

Performance ratings

% of respondents

- Excellent: 34
- Good: 23
- Okay: 27
- Poor: 6
- Terrible: 11

Trend Analysis

Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Okay</th>
<th>Poor</th>
<th>Terrible</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>57</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>47</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Industry Standards

<table>
<thead>
<tr>
<th></th>
<th>Performance Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shire of Irwin</td>
<td>47</td>
</tr>
<tr>
<td>Industry High</td>
<td>68</td>
</tr>
<tr>
<td>Industry Standard</td>
<td>50</td>
</tr>
</tbody>
</table>

Variances across the community

Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>47</td>
<td>44</td>
<td>47</td>
<td>50</td>
<td>44</td>
<td>48</td>
<td>53</td>
<td>41</td>
<td>51</td>
<td>43</td>
<td>47</td>
<td>48</td>
<td>45</td>
<td>47</td>
<td>46</td>
<td>42</td>
</tr>
</tbody>
</table>

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

Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 300).
The Shire clearly explains the reasons for its decisions and how residents’ views have been taken into account.

Level of agreement

- Strongly agree: 24
- Somewhat agree: 19
- Neither/don’t know: 5
- Somewhat disagree: 30
- Strongly disagree: 21

Trend Analysis

<table>
<thead>
<tr>
<th>Year</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>29</td>
</tr>
<tr>
<td>2016</td>
<td>29</td>
</tr>
</tbody>
</table>

Variances across the community

<table>
<thead>
<tr>
<th>Category</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner-occupier</td>
<td>29</td>
</tr>
<tr>
<td>Holiday home / investor</td>
<td>27</td>
</tr>
<tr>
<td>Rent</td>
<td>34</td>
</tr>
<tr>
<td>Male</td>
<td>30</td>
</tr>
<tr>
<td>Female</td>
<td>28</td>
</tr>
<tr>
<td>Child 0-12</td>
<td>22</td>
</tr>
<tr>
<td>Child 13+</td>
<td>19</td>
</tr>
<tr>
<td>18-34 years</td>
<td>21</td>
</tr>
<tr>
<td>35-54 years</td>
<td>33</td>
</tr>
<tr>
<td>55-64 years</td>
<td>23</td>
</tr>
<tr>
<td>65+ years</td>
<td>33</td>
</tr>
<tr>
<td>Dongara</td>
<td>25</td>
</tr>
<tr>
<td>Port Denison</td>
<td>36</td>
</tr>
<tr>
<td>Other</td>
<td>24</td>
</tr>
<tr>
<td>Disability</td>
<td>23</td>
</tr>
</tbody>
</table>

Q. How strongly do you agree or disagree with the following statements?
Base: All respondents, excludes ‘refused’ (n = 320)
Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 227).
Q. How would you rate performance in the following areas?

Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 277).
Performance ratings

% of respondents

Excellent: 30
Good: 43
Okay: 30
Poor: 10
Terrible: 10

Trend Analysis

Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Okay</th>
<th>Poor</th>
<th>Terrible</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td></td>
<td></td>
<td>51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Industry Standards

- Shire of Irwin: 51
- Industry High: 73
- Industry Standard: 57

Variances across the community

Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51</td>
<td>45</td>
<td>56</td>
<td>57</td>
<td>46</td>
<td>54</td>
<td>54</td>
<td>44</td>
<td>59</td>
<td>45</td>
<td>53</td>
<td>47</td>
<td>50</td>
<td>51</td>
<td>44</td>
<td>43</td>
</tr>
</tbody>
</table>

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

Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 160).
Preferred channels for time-sensitive information

Direct mail is generally considered to be the most effective way to bring time-sensitive information to residents’ attention, especially among seniors and those with a disability. Email is favoured among families with younger children, and those with a holiday home or investment property. Social media and SMS are more popular among younger adults, families with younger children and people who are renting.

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Owner-occupier Holiday home / investor</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct mail in your letterbox</td>
<td></td>
<td>60</td>
<td>31</td>
<td>54</td>
<td>59</td>
<td>54</td>
<td>61</td>
<td>39</td>
<td>56</td>
<td>58</td>
<td>74</td>
<td>59</td>
<td>57</td>
</tr>
<tr>
<td>Email</td>
<td></td>
<td>33</td>
<td>58</td>
<td>28</td>
<td>34</td>
<td>33</td>
<td>45</td>
<td>39</td>
<td>34</td>
<td>39</td>
<td>22</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Social media (Facebook, etc)</td>
<td></td>
<td>13</td>
<td>10</td>
<td>30</td>
<td>12</td>
<td>18</td>
<td>27</td>
<td>17</td>
<td>33</td>
<td>16</td>
<td>5</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td>SMS/text message to mobile phone</td>
<td></td>
<td>9</td>
<td>25</td>
<td>25</td>
<td>12</td>
<td>15</td>
<td>26</td>
<td>26</td>
<td>36</td>
<td>12</td>
<td>4</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>None of these</td>
<td></td>
<td>12</td>
<td>11</td>
<td>7</td>
<td>10</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>2</td>
<td>14</td>
<td>11</td>
<td>9</td>
<td>12</td>
</tr>
</tbody>
</table>

Q. What is the most effective way for the Council to bring time-sensitive information to your attention?  
Base: All respondents, excludes ‘refused’ (n = 303)
Community engagement preferences

Respondents prefer to have their say on local issues and projects by way of a postal survey, online survey, public meeting or discussion with councillors or officers. While postal surveys are most popular among males and those who are renting, online surveys are more popular among younger adults, families with younger children, and those with a holiday home or investment property. Seniors, along with holiday home owners and investors, prefer to speak with a councillor or officer. Social media and online forums are more popular among younger adults and those who are renting.

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Rent</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postal survey</td>
<td>34</td>
<td>22</td>
<td>47</td>
<td>39</td>
<td>29</td>
<td>30</td>
<td>28</td>
<td>36</td>
<td>34</td>
<td>32</td>
<td>34</td>
<td>34</td>
<td>33</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td>Online survey</td>
<td>28</td>
<td>44</td>
<td>34</td>
<td>27</td>
<td>31</td>
<td>49</td>
<td>37</td>
<td>49</td>
<td>35</td>
<td>24</td>
<td>9</td>
<td>29</td>
<td>28</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>Speak with Councillor / Shire Officer</td>
<td>25</td>
<td>30</td>
<td>40</td>
<td>11</td>
<td>27</td>
<td>22</td>
<td>15</td>
<td>24</td>
<td>5</td>
<td>24</td>
<td>28</td>
<td>39</td>
<td>27</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>Public meeting</td>
<td>25</td>
<td>26</td>
<td>39</td>
<td>16</td>
<td>23</td>
<td>26</td>
<td>22</td>
<td>19</td>
<td>15</td>
<td>25</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>17</td>
<td>25</td>
</tr>
<tr>
<td>Social media (Facebook,etc)</td>
<td>12</td>
<td>9</td>
<td>3</td>
<td>24</td>
<td>12</td>
<td>12</td>
<td>24</td>
<td>18</td>
<td>36</td>
<td>11</td>
<td>4</td>
<td>3</td>
<td>15</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Online forum</td>
<td>12</td>
<td>8</td>
<td>8</td>
<td>34</td>
<td>12</td>
<td>12</td>
<td>25</td>
<td>20</td>
<td>36</td>
<td>12</td>
<td>3</td>
<td>1</td>
<td>14</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Focus group discussion</td>
<td>10</td>
<td>9</td>
<td>7</td>
<td>18</td>
<td>11</td>
<td>9</td>
<td>17</td>
<td>13</td>
<td>23</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>14</td>
<td>8</td>
<td>9</td>
</tr>
</tbody>
</table>
| None of these    | 7              | 6                     | 3    | 9    | 6      | 8          | 5         | 15    | 7     | 7     | 6 | 6       | 6          | 5     | 9          | 5
Customer service

Performance ratings
% of respondents

- Excellent: 39%
- Good: 30%
- Okay: 18%
- Poor: 8%
- Terrible: 5%

Trend Analysis
Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>64</td>
<td></td>
</tr>
</tbody>
</table>

Industry Standards

- Shire of Irwin: 64
- Industry High: 68
- Industry Standard: 59

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>64</td>
<td>62</td>
<td>74</td>
<td>64</td>
<td>63</td>
<td>65</td>
<td>66</td>
<td>60</td>
<td>71</td>
<td>60</td>
<td>61</td>
<td>67</td>
<td>63</td>
<td>68</td>
<td>61</td>
<td>58</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 303).
Economic Development
Economic development
what the Shire is doing to attract investors, attract and retain businesses, grow tourism and create more job opportunities

Performance ratings
% of respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>27</td>
</tr>
<tr>
<td>Good</td>
<td>31</td>
</tr>
<tr>
<td>Okay</td>
<td>22</td>
</tr>
<tr>
<td>Poor</td>
<td>19</td>
</tr>
<tr>
<td>Terrible</td>
<td>2</td>
</tr>
</tbody>
</table>

Trend Analysis
Performance Index Score

- Excellent: 54 in 2013, 39 in 2016

Industry Standards
- Industry High: 58
- Industry Standard: 45

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39</td>
<td>38</td>
<td>38</td>
<td>40</td>
<td>38</td>
<td>40</td>
<td>41</td>
<td>34</td>
<td>45</td>
<td>33</td>
<td>39</td>
<td>45</td>
<td>33</td>
<td>43</td>
<td>39</td>
<td>35</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 278).
Q. How would you rate performance in the following areas?  
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 295).
How Port Denison Town Centre is being developed

Performance ratings
% of respondents

- Excellent: 35%
- Good: 23%
- Okay: 24%
- Poor: 13%
- Terrible: 5%

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 288).

Trend Analysis
Performance Index Score

- Excellent: 2013: 55, 2016: 45

Industry Standards
Performance Index Score
- Shire of Irwin: 45
- Industry High: 67
- Industry Standard: 50

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>44</td>
<td>47</td>
<td>46</td>
<td>45</td>
<td>46</td>
<td>43</td>
<td>46</td>
<td>49</td>
<td>40</td>
<td>46</td>
<td>49</td>
<td>43</td>
<td>49</td>
<td>45</td>
<td>48</td>
</tr>
</tbody>
</table>
Q. How would you rate performance in the following areas? Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 244).
Access to goods and services in the area

Performance ratings
% of respondents

- Excellent: 39%
- Good: 26%
- Okay: 22%
- Poor: 11%
- Terrible: 4%

Trend Analysis
Performance Index Score

- Excellent: 57% in 2013, 48% in 2016
- Good: 48% in 2013, 48% in 2016

Industry Standards
Performance Index Score

- Shire of Irwin: 48
- Industry High: 63
- Industry Standard: 55

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th></th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>48</td>
<td>46</td>
<td>45</td>
<td>49</td>
<td>44</td>
<td>50</td>
<td>52</td>
<td>43</td>
<td>55</td>
<td>42</td>
<td>46</td>
<td>52</td>
<td>43</td>
<td>51</td>
<td>48</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 300).
Community Development
Services and facilities for youth

Performance ratings
% of respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>36</td>
</tr>
<tr>
<td>Good</td>
<td>24</td>
</tr>
<tr>
<td>Okay</td>
<td>23</td>
</tr>
<tr>
<td>Poor</td>
<td>12</td>
</tr>
<tr>
<td>Terrible</td>
<td>5</td>
</tr>
</tbody>
</table>

Trend Analysis
Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Okay</th>
<th>Poor</th>
<th>Terrible</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>56</td>
<td>47</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Industry Standards
Performance Index Score

<table>
<thead>
<tr>
<th>Location</th>
<th>Industry High</th>
<th>Industry Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shire of Irwin</td>
<td>47</td>
<td></td>
</tr>
</tbody>
</table>

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>47</td>
<td>46</td>
<td>46</td>
<td>44</td>
<td>48</td>
<td>46</td>
<td>44</td>
<td>48</td>
<td>43</td>
<td>41</td>
<td>47</td>
<td>57</td>
<td>42</td>
<td>51</td>
<td>45</td>
<td>42</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 266).
Facilities, services and care available for seniors

Performance ratings
% of respondents

- Excellent: 36%
- Good: 28%
- Okay: 19%
- Poor: 9%
- Terrible: 8%

Trend Analysis
Performance Index Score

- Excellent: 59 in 2013, 54 in 2016

Industry Standards
Performance Index Score

- Shire of Irwin: 54
- Industry High: 74
- Industry Standard: 58

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>54</td>
<td>53</td>
<td>49</td>
<td>57</td>
<td>53</td>
<td>55</td>
<td>60</td>
<td>50</td>
<td>71</td>
<td>48</td>
<td>54</td>
<td>51</td>
<td>53</td>
<td>54</td>
<td>55</td>
<td>43</td>
</tr>
</tbody>
</table>
Access to services and facilities for people with a disability

Performance ratings
% of respondents

- Excellent: 35%
- Good: 22%
- Okay: 25%
- Poor: 14%
- Terrible: 5%

Trend Analysis
Performance Index Score

- Excellent: 56% in 2013, 45% in 2016
- Good: 45% in 2013, 45% in 2016
- Okay: 2013, 2016
- Poor: 2013, 2016
- Terrible: 2013, 2016

Industry Standards
Performance Index Score

- Shire of Irwin: 45
- Industry High: 69
- Industry Standard: 55

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>45</td>
<td>43</td>
<td>41</td>
<td>50</td>
<td>45</td>
<td>44</td>
<td>49</td>
<td>44</td>
<td>56</td>
<td>37</td>
<td>48</td>
<td>46</td>
<td>43</td>
<td>46</td>
<td>44</td>
<td>35</td>
</tr>
<tr>
<td>2016</td>
<td>45</td>
<td>43</td>
<td>41</td>
<td>50</td>
<td>45</td>
<td>44</td>
<td>49</td>
<td>44</td>
<td>46</td>
<td>46</td>
<td>46</td>
<td>46</td>
<td>44</td>
<td>46</td>
<td>44</td>
<td>35</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 225).
Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 298).
Q. How would you rate performance in the following areas?  
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 305).
Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 303).
The Irwin Recreation Centre

Performance ratings
% of respondents

- Excellent: 33%
- Good: 41%
- Okay: 17%
- Poor: 6%
- Terrible: 2%

Trend Analysis
Performance Index Score

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>71</td>
<td>74</td>
</tr>
<tr>
<td>Good</td>
<td>71</td>
<td>74</td>
</tr>
<tr>
<td>Okay</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Terrible</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Industry Standards
Performance Index Score

- Shire of Irwin: 74
- Industry High: 82
- Industry Standard: 68

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>74</td>
<td>73</td>
<td>71</td>
<td>76</td>
<td>73</td>
<td>75</td>
<td>78</td>
<td>77</td>
<td>73</td>
<td>74</td>
<td>74</td>
<td>75</td>
<td>72</td>
<td>75</td>
<td>73</td>
<td>67</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'don’t know' and 'refused' (n = 291).
Playgrounds, parks and reserves

Performance ratings
% of respondents

- Excellent: 47%
- Good: 27%
- Okay: 14%
- Poor: 8%
- Terrible: 4%

Trend Analysis
Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>72</td>
<td>65</td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Industry Standards

- Shire of Irwin: 65
- Industry High: 84
- Industry Standard: 68

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>65</td>
<td>65</td>
<td>61</td>
<td>64</td>
<td>65</td>
<td>65</td>
<td>64</td>
<td>71</td>
<td>62</td>
<td>64</td>
<td>66</td>
<td>67</td>
<td>64</td>
<td>65</td>
<td>68</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 311).
Festivals, events and cultural activities

Performance ratings
% of respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>36%</td>
</tr>
<tr>
<td>Good</td>
<td>30%</td>
</tr>
<tr>
<td>Okay</td>
<td>19%</td>
</tr>
<tr>
<td>Poor</td>
<td>8%</td>
</tr>
<tr>
<td>Terrible</td>
<td>6%</td>
</tr>
</tbody>
</table>

Trend Analysis
Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Okay</th>
<th>Poor</th>
<th>Terrible</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>64</td>
<td>52</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>52</td>
<td></td>
<td>52</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Industry Standards
Performance Index Score

<table>
<thead>
<tr>
<th>Area</th>
<th>Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shire of Irwin</td>
<td>52</td>
</tr>
<tr>
<td>Industry High</td>
<td>83</td>
</tr>
<tr>
<td>Industry Standard</td>
<td>61</td>
</tr>
</tbody>
</table>

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>52</td>
<td>51</td>
<td>54</td>
<td>53</td>
<td>51</td>
<td>52</td>
<td>54</td>
<td>51</td>
<td>49</td>
<td>50</td>
<td>52</td>
<td>57</td>
<td>52</td>
<td>53</td>
<td>50</td>
<td>51</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 305).
Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 279).

Performance ratings
% of respondents

Trend Analysis
Performance Index Score

Variances across the community
Performance Index Score
How local history and heritage is preserved and promoted

Performance ratings
% of respondents

- Excellent: 42%
- Good: 33%
- Okay: 16%
- Poor: 7%
- Terrible: 2%

Trend Analysis
Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Okay</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>64</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>66</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Industry Standards
Performance Index Score

- Shire of Irwin: 66
- Industry High: 76
- Industry Standard: 60

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>66</td>
<td>67</td>
<td>71</td>
<td>61</td>
<td>60</td>
<td>71</td>
<td>69</td>
<td>68</td>
<td>65</td>
<td>64</td>
<td>66</td>
<td>69</td>
<td>66</td>
<td>64</td>
<td>66</td>
<td>59</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas? Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 297).
Safety and security

Performance ratings
% of respondents

Excellent: 43%
Good: 37%
Okay: 10%
Poor: 7%
Terrible: 3%

Trend Analysis
Performance Index Score

Excellent: 70 for 2013, 63 for 2016

Industry Standards
Performance Index Score

Shire of Irwin: 63
Industry High: 74
Industry Standard: 54

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>63</td>
<td>62</td>
<td>67</td>
<td>68</td>
<td>62</td>
<td>64</td>
<td>70</td>
<td>62</td>
<td>66</td>
<td>62</td>
<td>64</td>
<td>61</td>
<td>63</td>
<td>63</td>
<td>62</td>
<td>58</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 292).
Built Environment
Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 235).
Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 305).
Traffic management and control on local roads

Performance ratings
% of respondents

Excellent: 44%
Good: 33%
Okay: 12%
Poor: 6%
Terrible: 6%

Trend Analysis
Performance Index Score

Excellent
Good
Okay
Terrible

Performance Index Score 2013: 65
Performance Index Score 2016: 55

Industry Standards

Shire of Irwin
Industry High
Industry Standard

Variance across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>55</td>
<td>60</td>
<td>51</td>
<td>54</td>
<td>56</td>
<td>60</td>
<td>54</td>
<td>60</td>
<td>51</td>
<td>55</td>
<td>58</td>
<td>53</td>
<td>57</td>
<td>56</td>
<td>52</td>
</tr>
</tbody>
</table>
Q. How would you rate performance in the following areas?

Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 304).

**Performance ratings**

<table>
<thead>
<tr>
<th>Rating</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>35</td>
</tr>
<tr>
<td>Good</td>
<td>32</td>
</tr>
<tr>
<td>Okay</td>
<td>15</td>
</tr>
<tr>
<td>Poor</td>
<td>10</td>
</tr>
<tr>
<td>Terrible</td>
<td>8</td>
</tr>
</tbody>
</table>

**Trend Analysis**

**Performance Index Score**

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Okay</th>
<th>Poor</th>
<th>Terrible</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>62</td>
<td>54</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>54</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Industry Standards**

- Shire of Irwin: 54
- Industry High: 71
- Industry Standard: 54

**Variances across the community**

**Performance Index Score**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>54</td>
<td>53</td>
<td>62</td>
<td>52</td>
<td>54</td>
<td>54</td>
<td>54</td>
<td>56</td>
<td>59</td>
<td>51</td>
<td>56</td>
<td>55</td>
<td>49</td>
<td>58</td>
<td>58</td>
<td>49</td>
</tr>
</tbody>
</table>
Q. How would you rate performance in the following areas?  
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 295).
Natural Environment
**Conservation and environmental management**

**Performance ratings**
% of respondents

- Excellent: 43%
- Good: 26%
- Okay: 18%
- Poor: 9%
- Terrible: 4%

**Trend Analysis**
Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Okay</th>
<th>Poor</th>
<th>Terrible</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>57</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Industry Standards**
Performance Index Score

- Shire of Irwin: 50
- Industry High: 66
- Industry Standard: 56

**Variances across the community**
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50</td>
<td>49</td>
<td>50</td>
<td>51</td>
<td>46</td>
<td>53</td>
<td>49</td>
<td>47</td>
<td>43</td>
<td>48</td>
<td>54</td>
<td>54</td>
<td>47</td>
<td>52</td>
<td>50</td>
<td>46</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 262).
Management of coastal and estuary areas

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 275).

Performance ratings
% of respondents

Trend Analysis
Performance Index Score

Industry Standards

Variances across the community
Performance Index Score
Efforts to maintain and enhance the Irwin River

Performance ratings

% of respondents

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>36</td>
</tr>
<tr>
<td>Good</td>
<td>27</td>
</tr>
<tr>
<td>Okay</td>
<td>8</td>
</tr>
<tr>
<td>Poor</td>
<td>25</td>
</tr>
<tr>
<td>Terrible</td>
<td>3</td>
</tr>
</tbody>
</table>

Trend Analysis
Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
<th>Okay</th>
<th>Poor</th>
<th>Terrible</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>53</td>
<td>47</td>
<td>53</td>
<td>47</td>
<td>53</td>
</tr>
<tr>
<td>2016</td>
<td>47</td>
<td>53</td>
<td>47</td>
<td>53</td>
<td>47</td>
</tr>
</tbody>
</table>

Industry Standards
Performance Index Score

<table>
<thead>
<tr>
<th>Region</th>
<th>Performance Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shire of Irwin</td>
<td>47</td>
</tr>
<tr>
<td>Industry High</td>
<td>61</td>
</tr>
<tr>
<td>Industry Standard</td>
<td>52</td>
</tr>
</tbody>
</table>

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>47</td>
<td>46</td>
<td>54</td>
<td>45</td>
<td>44</td>
<td>50</td>
<td>48</td>
<td>48</td>
<td>50</td>
<td>43</td>
<td>52</td>
<td>47</td>
<td>44</td>
<td>49</td>
<td>49</td>
<td>44</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 280).
Waste collection services

Performance ratings
% of respondents

- Excellent: 39%
- Good: 32%
- Okay: 15%
- Poor: 12%
- Terrible: 3%

Performance ratings

Trend Analysis
Performance Index Score

- Excellent: 75%
- Good: 62%

2013: 75
2016: 62

Industry Standards

- Shire of Irwin: 62
- Industry High: 89
- Industry Standard: 73

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home/investor</th>
<th>Renting</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>65+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>62</td>
<td>68</td>
<td>59</td>
<td>61</td>
<td>64</td>
<td>65</td>
<td>61</td>
<td>61</td>
<td>61</td>
<td>61</td>
<td>65</td>
<td>59</td>
<td>66</td>
<td>64</td>
<td>60</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 294).
Q. How would you rate performance in the following areas?

Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 249).
Q. How would you rate performance in the following areas? Base: All respondents, excludes 'don’t know' and ‘refused’ (n = 272).
Natural disaster education, prevention and relief (for bushfires, flooding, cyclones, etc)

Performance ratings
% of respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>42</td>
</tr>
<tr>
<td>Good</td>
<td>32</td>
</tr>
<tr>
<td>Okay</td>
<td>6</td>
</tr>
<tr>
<td>Poor</td>
<td>15</td>
</tr>
<tr>
<td>Terrible</td>
<td>6</td>
</tr>
</tbody>
</table>

Trend Analysis
Performance Index Score

<table>
<thead>
<tr>
<th>Year</th>
<th>Excellent</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>54</td>
<td></td>
</tr>
</tbody>
</table>

Industry Standards
Performance Index Score

<table>
<thead>
<tr>
<th>Location</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shire of Irwin</td>
<td>54</td>
</tr>
<tr>
<td>Industry High</td>
<td>70</td>
</tr>
<tr>
<td>Industry Standard</td>
<td>59</td>
</tr>
</tbody>
</table>

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>54</td>
</tr>
<tr>
<td>Owner-occupier</td>
<td>55</td>
</tr>
<tr>
<td>Holiday home / investor</td>
<td>48</td>
</tr>
<tr>
<td>Renting</td>
<td>48</td>
</tr>
<tr>
<td>Male</td>
<td>49</td>
</tr>
<tr>
<td>Female</td>
<td>58</td>
</tr>
<tr>
<td>Child 0-12</td>
<td>61</td>
</tr>
<tr>
<td>Child 13+</td>
<td>53</td>
</tr>
<tr>
<td>18-34 years</td>
<td>55</td>
</tr>
<tr>
<td>35-54 years</td>
<td>53</td>
</tr>
<tr>
<td>55-64 years</td>
<td>58</td>
</tr>
<tr>
<td>65+ years</td>
<td>53</td>
</tr>
<tr>
<td>Dongara</td>
<td>49</td>
</tr>
<tr>
<td>Port Denison</td>
<td>54</td>
</tr>
<tr>
<td>Other</td>
<td>59</td>
</tr>
<tr>
<td>Disability</td>
<td>42</td>
</tr>
</tbody>
</table>

Q. How would you rate performance in the following areas?
Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 238).

Industry Standards
Performance Index Score

<table>
<thead>
<tr>
<th>Location</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shire of Irwin</td>
<td>54</td>
</tr>
<tr>
<td>Industry High</td>
<td>70</td>
</tr>
<tr>
<td>Industry Standard</td>
<td>59</td>
</tr>
</tbody>
</table>

Variances across the community
Performance Index Score

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>54</td>
</tr>
<tr>
<td>Owner-occupier</td>
<td>55</td>
</tr>
<tr>
<td>Holiday home / investor</td>
<td>48</td>
</tr>
<tr>
<td>Renting</td>
<td>48</td>
</tr>
<tr>
<td>Male</td>
<td>49</td>
</tr>
<tr>
<td>Female</td>
<td>58</td>
</tr>
<tr>
<td>Child 0-12</td>
<td>61</td>
</tr>
<tr>
<td>Child 13+</td>
<td>53</td>
</tr>
<tr>
<td>18-34 years</td>
<td>55</td>
</tr>
<tr>
<td>35-54 years</td>
<td>53</td>
</tr>
<tr>
<td>55-64 years</td>
<td>58</td>
</tr>
<tr>
<td>65+ years</td>
<td>53</td>
</tr>
<tr>
<td>Dongara</td>
<td>49</td>
</tr>
<tr>
<td>Port Denison</td>
<td>54</td>
</tr>
<tr>
<td>Other</td>
<td>59</td>
</tr>
<tr>
<td>Disability</td>
<td>42</td>
</tr>
</tbody>
</table>
Overview of Community Variances
## Summary of community variances

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home</th>
<th>Rent</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12</th>
<th>Child 13+</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>56+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place to live</td>
<td>80</td>
<td>80</td>
<td>80</td>
<td>78</td>
<td>77</td>
<td>81</td>
<td>84</td>
<td>80</td>
<td>80</td>
<td>81</td>
<td>79</td>
<td>79</td>
<td>80</td>
<td>79</td>
<td>78</td>
<td>74</td>
</tr>
<tr>
<td>Governing organisation</td>
<td>50</td>
<td>49</td>
<td>49</td>
<td>50</td>
<td>48</td>
<td>52</td>
<td>54</td>
<td>45</td>
<td>54</td>
<td>47</td>
<td>51</td>
<td>51</td>
<td>47</td>
<td>52</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>Value for money</td>
<td>41</td>
<td>41</td>
<td>46</td>
<td>39</td>
<td>39</td>
<td>43</td>
<td>46</td>
<td>39</td>
<td>44</td>
<td>37</td>
<td>39</td>
<td>46</td>
<td>46</td>
<td>48</td>
<td>35</td>
<td>41</td>
</tr>
<tr>
<td>Leadership</td>
<td>47</td>
<td>45</td>
<td>45</td>
<td>50</td>
<td>44</td>
<td>50</td>
<td>51</td>
<td>42</td>
<td>55</td>
<td>40</td>
<td>50</td>
<td>48</td>
<td>45</td>
<td>49</td>
<td>46</td>
<td>39</td>
</tr>
<tr>
<td>Advocacy and lobbying</td>
<td>46</td>
<td>44</td>
<td>45</td>
<td>48</td>
<td>46</td>
<td>45</td>
<td>49</td>
<td>41</td>
<td>54</td>
<td>40</td>
<td>43</td>
<td>50</td>
<td>45</td>
<td>49</td>
<td>41</td>
<td>35</td>
</tr>
<tr>
<td>Consultation</td>
<td>41</td>
<td>40</td>
<td>43</td>
<td>41</td>
<td>37</td>
<td>45</td>
<td>47</td>
<td>39</td>
<td>42</td>
<td>38</td>
<td>43</td>
<td>44</td>
<td>38</td>
<td>44</td>
<td>41</td>
<td>37</td>
</tr>
<tr>
<td>Informing the community</td>
<td>47</td>
<td>44</td>
<td>47</td>
<td>50</td>
<td>44</td>
<td>48</td>
<td>53</td>
<td>41</td>
<td>51</td>
<td>43</td>
<td>47</td>
<td>48</td>
<td>45</td>
<td>47</td>
<td>46</td>
<td>42</td>
</tr>
<tr>
<td>Website</td>
<td>60</td>
<td>58</td>
<td>64</td>
<td>61</td>
<td>57</td>
<td>62</td>
<td>65</td>
<td>58</td>
<td>65</td>
<td>58</td>
<td>62</td>
<td>56</td>
<td>60</td>
<td>61</td>
<td>55</td>
<td>56</td>
</tr>
<tr>
<td>Newsletter</td>
<td>55</td>
<td>53</td>
<td>55</td>
<td>59</td>
<td>52</td>
<td>58</td>
<td>58</td>
<td>51</td>
<td>61</td>
<td>51</td>
<td>54</td>
<td>59</td>
<td>54</td>
<td>57</td>
<td>51</td>
<td>54</td>
</tr>
<tr>
<td>Social media</td>
<td>51</td>
<td>45</td>
<td>56</td>
<td>57</td>
<td>46</td>
<td>54</td>
<td>54</td>
<td>44</td>
<td>59</td>
<td>45</td>
<td>53</td>
<td>47</td>
<td>50</td>
<td>51</td>
<td>44</td>
<td>43</td>
</tr>
<tr>
<td>Customer service</td>
<td>64</td>
<td>62</td>
<td>74</td>
<td>64</td>
<td>63</td>
<td>65</td>
<td>66</td>
<td>60</td>
<td>71</td>
<td>60</td>
<td>61</td>
<td>67</td>
<td>63</td>
<td>68</td>
<td>61</td>
<td>58</td>
</tr>
<tr>
<td>Economic development</td>
<td>39</td>
<td>38</td>
<td>38</td>
<td>40</td>
<td>38</td>
<td>40</td>
<td>41</td>
<td>34</td>
<td>45</td>
<td>33</td>
<td>39</td>
<td>45</td>
<td>33</td>
<td>43</td>
<td>39</td>
<td>35</td>
</tr>
<tr>
<td>Dongara Town Centre</td>
<td>42</td>
<td>40</td>
<td>37</td>
<td>46</td>
<td>40</td>
<td>44</td>
<td>44</td>
<td>40</td>
<td>51</td>
<td>35</td>
<td>41</td>
<td>45</td>
<td>38</td>
<td>46</td>
<td>42</td>
<td>37</td>
</tr>
<tr>
<td>Port Denison Town Centre</td>
<td>45</td>
<td>44</td>
<td>47</td>
<td>46</td>
<td>45</td>
<td>46</td>
<td>43</td>
<td>46</td>
<td>49</td>
<td>40</td>
<td>46</td>
<td>49</td>
<td>43</td>
<td>49</td>
<td>45</td>
<td>48</td>
</tr>
<tr>
<td>Education and training</td>
<td>45</td>
<td>43</td>
<td>43</td>
<td>49</td>
<td>43</td>
<td>47</td>
<td>45</td>
<td>38</td>
<td>50</td>
<td>38</td>
<td>48</td>
<td>51</td>
<td>42</td>
<td>48</td>
<td>39</td>
<td>38</td>
</tr>
<tr>
<td>Access to goods and services</td>
<td>48</td>
<td>46</td>
<td>45</td>
<td>49</td>
<td>44</td>
<td>50</td>
<td>52</td>
<td>43</td>
<td>55</td>
<td>42</td>
<td>46</td>
<td>52</td>
<td>43</td>
<td>51</td>
<td>48</td>
<td>45</td>
</tr>
<tr>
<td>Youth</td>
<td>47</td>
<td>46</td>
<td>46</td>
<td>44</td>
<td>48</td>
<td>46</td>
<td>44</td>
<td>48</td>
<td>43</td>
<td>41</td>
<td>47</td>
<td>57</td>
<td>42</td>
<td>51</td>
<td>45</td>
<td>42</td>
</tr>
<tr>
<td>Seniors</td>
<td>54</td>
<td>53</td>
<td>49</td>
<td>57</td>
<td>53</td>
<td>55</td>
<td>60</td>
<td>50</td>
<td>71</td>
<td>48</td>
<td>54</td>
<td>51</td>
<td>53</td>
<td>54</td>
<td>55</td>
<td>43</td>
</tr>
<tr>
<td>Disability</td>
<td>45</td>
<td>43</td>
<td>41</td>
<td>50</td>
<td>45</td>
<td>44</td>
<td>49</td>
<td>44</td>
<td>56</td>
<td>37</td>
<td>48</td>
<td>46</td>
<td>43</td>
<td>46</td>
<td>44</td>
<td>35</td>
</tr>
<tr>
<td>Health and community services</td>
<td>46</td>
<td>45</td>
<td>41</td>
<td>49</td>
<td>47</td>
<td>45</td>
<td>45</td>
<td>39</td>
<td>50</td>
<td>38</td>
<td>49</td>
<td>53</td>
<td>44</td>
<td>48</td>
<td>43</td>
<td>38</td>
</tr>
<tr>
<td>Community buildings</td>
<td>59</td>
<td>59</td>
<td>56</td>
<td>60</td>
<td>61</td>
<td>58</td>
<td>60</td>
<td>60</td>
<td>65</td>
<td>56</td>
<td>61</td>
<td>60</td>
<td>60</td>
<td>59</td>
<td>60</td>
<td>52</td>
</tr>
</tbody>
</table>
## Summary of community variances

<table>
<thead>
<tr>
<th>Community</th>
<th>Total</th>
<th>Owner-occupier</th>
<th>Holiday home / investor</th>
<th>Rent</th>
<th>Male</th>
<th>Female</th>
<th>Child 0-12 years</th>
<th>Child 13+ years</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55-64 years</th>
<th>56+ years</th>
<th>Dongara</th>
<th>Port Denison</th>
<th>Other</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and recreation</td>
<td>72</td>
<td>71</td>
<td>72</td>
<td>76</td>
<td>72</td>
<td>72</td>
<td>75</td>
<td>75</td>
<td>73</td>
<td>71</td>
<td>73</td>
<td>73</td>
<td>70</td>
<td>75</td>
<td>71</td>
<td>68</td>
</tr>
<tr>
<td>Irwin Rec Centre</td>
<td>74</td>
<td>73</td>
<td>71</td>
<td>76</td>
<td>73</td>
<td>75</td>
<td>78</td>
<td>77</td>
<td>73</td>
<td>74</td>
<td>74</td>
<td>75</td>
<td>72</td>
<td>75</td>
<td>73</td>
<td>67</td>
</tr>
<tr>
<td>Playgrounds, parks and reserves</td>
<td>65</td>
<td>65</td>
<td>61</td>
<td>64</td>
<td>65</td>
<td>65</td>
<td>64</td>
<td>71</td>
<td>62</td>
<td>64</td>
<td>66</td>
<td>67</td>
<td>64</td>
<td>65</td>
<td>68</td>
<td>63</td>
</tr>
<tr>
<td>Festivals, events and culture</td>
<td>52</td>
<td>51</td>
<td>54</td>
<td>53</td>
<td>51</td>
<td>52</td>
<td>54</td>
<td>51</td>
<td>49</td>
<td>50</td>
<td>52</td>
<td>57</td>
<td>52</td>
<td>53</td>
<td>50</td>
<td>51</td>
</tr>
<tr>
<td>Library</td>
<td>67</td>
<td>67</td>
<td>73</td>
<td>63</td>
<td>64</td>
<td>68</td>
<td>67</td>
<td>66</td>
<td>59</td>
<td>64</td>
<td>68</td>
<td>73</td>
<td>65</td>
<td>69</td>
<td>66</td>
<td>66</td>
</tr>
<tr>
<td>History and heritage</td>
<td>66</td>
<td>67</td>
<td>71</td>
<td>61</td>
<td>60</td>
<td>71</td>
<td>69</td>
<td>68</td>
<td>65</td>
<td>64</td>
<td>66</td>
<td>69</td>
<td>66</td>
<td>64</td>
<td>66</td>
<td>59</td>
</tr>
<tr>
<td>Safety and security</td>
<td>63</td>
<td>62</td>
<td>67</td>
<td>68</td>
<td>62</td>
<td>64</td>
<td>70</td>
<td>62</td>
<td>66</td>
<td>62</td>
<td>64</td>
<td>61</td>
<td>63</td>
<td>66</td>
<td>62</td>
<td>58</td>
</tr>
<tr>
<td>Planning and building approvals</td>
<td>45</td>
<td>45</td>
<td>39</td>
<td>38</td>
<td>44</td>
<td>46</td>
<td>53</td>
<td>41</td>
<td>46</td>
<td>45</td>
<td>42</td>
<td>45</td>
<td>41</td>
<td>47</td>
<td>48</td>
<td>39</td>
</tr>
<tr>
<td>Road maintenance</td>
<td>47</td>
<td>45</td>
<td>50</td>
<td>48</td>
<td>45</td>
<td>49</td>
<td>51</td>
<td>46</td>
<td>49</td>
<td>44</td>
<td>46</td>
<td>51</td>
<td>43</td>
<td>51</td>
<td>42</td>
<td>41</td>
</tr>
<tr>
<td>Traffic</td>
<td>55</td>
<td>55</td>
<td>60</td>
<td>51</td>
<td>54</td>
<td>56</td>
<td>60</td>
<td>54</td>
<td>60</td>
<td>51</td>
<td>55</td>
<td>58</td>
<td>53</td>
<td>57</td>
<td>56</td>
<td>52</td>
</tr>
<tr>
<td>Footpaths and cycleways</td>
<td>54</td>
<td>53</td>
<td>62</td>
<td>52</td>
<td>54</td>
<td>54</td>
<td>54</td>
<td>56</td>
<td>59</td>
<td>51</td>
<td>56</td>
<td>55</td>
<td>49</td>
<td>58</td>
<td>58</td>
<td>49</td>
</tr>
<tr>
<td>Streetscapes</td>
<td>52</td>
<td>51</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>53</td>
<td>56</td>
<td>52</td>
<td>59</td>
<td>49</td>
<td>51</td>
<td>53</td>
<td>48</td>
<td>52</td>
<td>55</td>
<td>42</td>
</tr>
<tr>
<td>Conservation</td>
<td>50</td>
<td>49</td>
<td>50</td>
<td>51</td>
<td>46</td>
<td>53</td>
<td>49</td>
<td>47</td>
<td>43</td>
<td>48</td>
<td>54</td>
<td>54</td>
<td>47</td>
<td>52</td>
<td>50</td>
<td>46</td>
</tr>
<tr>
<td>Coast and estuary management</td>
<td>46</td>
<td>46</td>
<td>48</td>
<td>45</td>
<td>43</td>
<td>49</td>
<td>41</td>
<td>45</td>
<td>38</td>
<td>43</td>
<td>51</td>
<td>52</td>
<td>42</td>
<td>47</td>
<td>49</td>
<td>43</td>
</tr>
<tr>
<td>Irwin River</td>
<td>47</td>
<td>46</td>
<td>54</td>
<td>45</td>
<td>44</td>
<td>50</td>
<td>48</td>
<td>48</td>
<td>50</td>
<td>43</td>
<td>52</td>
<td>47</td>
<td>44</td>
<td>49</td>
<td>49</td>
<td>44</td>
</tr>
<tr>
<td>Waste services</td>
<td>62</td>
<td>62</td>
<td>68</td>
<td>59</td>
<td>61</td>
<td>64</td>
<td>65</td>
<td>61</td>
<td>61</td>
<td>61</td>
<td>61</td>
<td>65</td>
<td>59</td>
<td>66</td>
<td>64</td>
<td>60</td>
</tr>
<tr>
<td>Food, health, noise and pollution</td>
<td>57</td>
<td>56</td>
<td>62</td>
<td>59</td>
<td>57</td>
<td>57</td>
<td>63</td>
<td>57</td>
<td>63</td>
<td>54</td>
<td>60</td>
<td>55</td>
<td>53</td>
<td>59</td>
<td>58</td>
<td>49</td>
</tr>
<tr>
<td>Animal and pests</td>
<td>56</td>
<td>56</td>
<td>59</td>
<td>55</td>
<td>56</td>
<td>56</td>
<td>61</td>
<td>57</td>
<td>63</td>
<td>56</td>
<td>56</td>
<td>52</td>
<td>54</td>
<td>57</td>
<td>57</td>
<td>47</td>
</tr>
<tr>
<td>Natural disaster management</td>
<td>54</td>
<td>55</td>
<td>48</td>
<td>48</td>
<td>49</td>
<td>58</td>
<td>61</td>
<td>53</td>
<td>55</td>
<td>53</td>
<td>58</td>
<td>53</td>
<td>49</td>
<td>54</td>
<td>59</td>
<td>42</td>
</tr>
</tbody>
</table>
Addressing Community Priorities
Residents are concerned for the health and quality of beaches and the foreshore. They want more effort to arrest the erosion, to rehabilitate Granny’s and Surf Beach, and to remove seaweed from South Beach. Residents would like to see the boat ramp repaired and upgraded, and for better amenities, including seating, toilets, playgrounds and access.

*Boat ramp improvement. Current facility is totally inadequate.*

*Extra boat ramp lane.*

**SURF BEACH! The erosion along Granny’s Beach and Surf Beach is terrible and it needs to be fixed before it gets any worse.**

*The shore line from Granny’s Beach to the mouth of the river. A lot of that has eroded in the 14 years I have lived here.***

*Cleaning seaweed off beaches.*

*A shower and toilet building at Granny’s Beach.*

*I would like to see the town beaches more accessible for those who cannot walk unaided, ie. rely on wheelchairs, walkers or gophers. I am in this category and I’d love to get my feet in the water.*

*More playgrounds, especially at the beach area.*
Residents would like the Shire to encourage economic growth and job creation. Suggestions include the creation of a strong value proposition to attract investors, businesses, visitors and tourists, industry diversification, revitalising town centres to reduce the number of empty shops and buildings, a buy local campaign, and festivals and themes to support local businesses.

Encourage business to the area and create jobs.
Do something to encourage development and investment.

Improve Dongara Town Centre revitalisation. Improve the diversification of the local economy. Understand and encourage SUSTAINABLE ECONOMIC DEVELOPMENT.

Empty shops also detract the tourists and locals council needs to put into action a plan to either buy these buildings or force the owners to sell at a realistic price. Buildings should not remain empty for over 10 years.

We need something to spark interest from tourists to locals.

Employment opportunities for local people. Encourage new business(s) to the area.

To have a long term plan to build and attract new tourism to the area.
Have special events to attract people from around Australia.

Support small business/companies for local employment, not necessarily in tourism industry.
Residents seek better care and maintenance of road surfaces in towns and rural areas.

*Roads.*

*Potholes.*

*More effort on rural roads.*

*Better drainage for roads (Tulloch Dr).*

*Dongara road improvements. Tulloch Drive and Philbey Rd are a disgrace.*

*Improve road surfaces… in and around Port Denison.*

*The roads are terrible to drive on. The gravel along the road verges washes onto the footpaths and roads when it rains and is always a mess.*

*Rural road maintenance - some still gravel/clay. Very dangerous in winter.*

*Main roads in town have poor surfaces.*

*Please bituminise Parker St.*

*Local sealed roads.*
Residents would like recycling services, tip passes, and verge-side bulk waste collections. They believe this will help to alleviate illegal dumping in the dunes, bushland and on roadsides.

**Verge side pick up. 1 or 2 a year. Tip vouchers.**

Need to look at rubbish dumped in our dunes perhaps a 6 monthly verge pickup would help eliminate this.

Ratepayers should receive 2 passes per year to dispose of waste etc. at the recycle centre. This would help curb unnecessary dumping in bush areas. We need to have yearly kerbside pickups, like every other shire in the country.

**Roadside rubbish pick up. Every other town in this state has it. Why not us.**

**Recycling**

Recycling bins

Recycle bins for each household.

A recycle facility would be good also. Even bins for recycled material.

**Need recycling bins for cans, bottles, cardboard, paper etc.**
Moving Forward
Overall, the Shire of Irwin continues to be a strong performer. The Shire is on par with the MARKYT Industry Standard for local councils in Western Australia, and is leading the way among participating regional councils.

- As a place to live, the performance index score is **80 out of 100**. This is up 7 index points over the past few years, and 7 points above the MARKYT Industry Standard.
- As a governing organisation, the performance index score is 50. As this is down 12 index points over the past few years, and 7 points below the MARKYT Industry Standard, it is an area for improvement.

The Shire of Irwin has perceived strengths in sport and recreation, preserving and promoting history and heritage, community safety, and customer service. Relative to the MARKYT Industry Standards the Shire of Irwin is performing above average in all of these areas.

Moving forward the community would like the Shire of Irwin to focus on **4 key priorities**:

1. **Managing the coast and estuary** by rehabilitating local beaches and addressing erosion, repairing and upgrading the boat ramp, and providing better amenities.
2. **Economic growth** and job creation by creating a strong value proposition to attract investors, businesses, visitors and tourists. Other suggestions include industry diversification, revitalising town centres, promoting ‘buy local’, and supporting festivals and other events.
3. Better **care and maintenance of road surfaces** in towns and rural areas.
4. Improving **waste services** by offering recycling services, tip passes, and verge-side bulk waste collections. Residents are concerned with illegal dumping.