



# MARKYT Community Scorecard ©

Prepared for: Shire of Serpentine Jarrahdale

Prepared by: Catalyse<sup>®</sup> Pty Ltd ©

October 2018

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# Strategic Insights



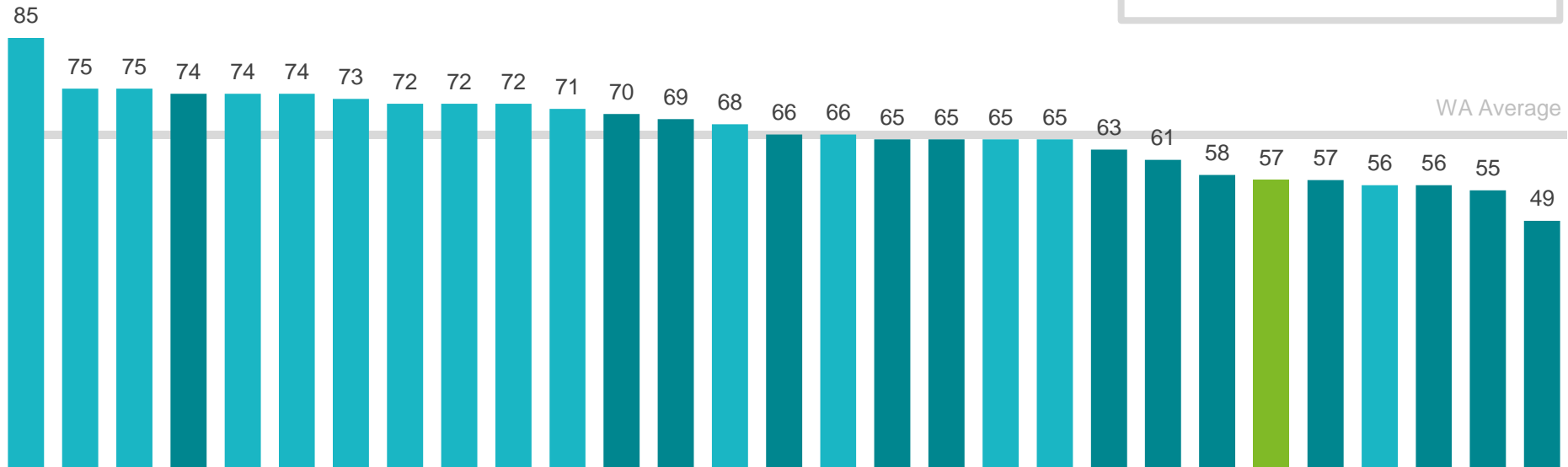
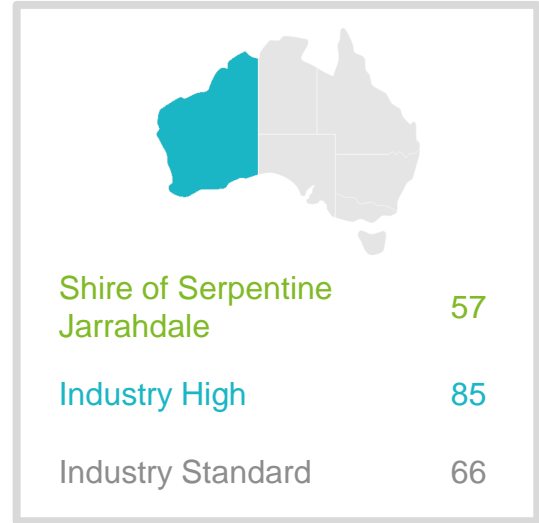
# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Shire of Serpentine Jarrahdale as a 'place to live' and as a 'governing organisation'. The Shire of Serpentine Jarrahdale's overall performance index score is 57 out of 100, 9 index points below the industry standard for Western Australia.

## Overall Performance Index Score

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

- Shire of Serpentine Jarrahdale
- Metropolitan Councils
- Regional Councils

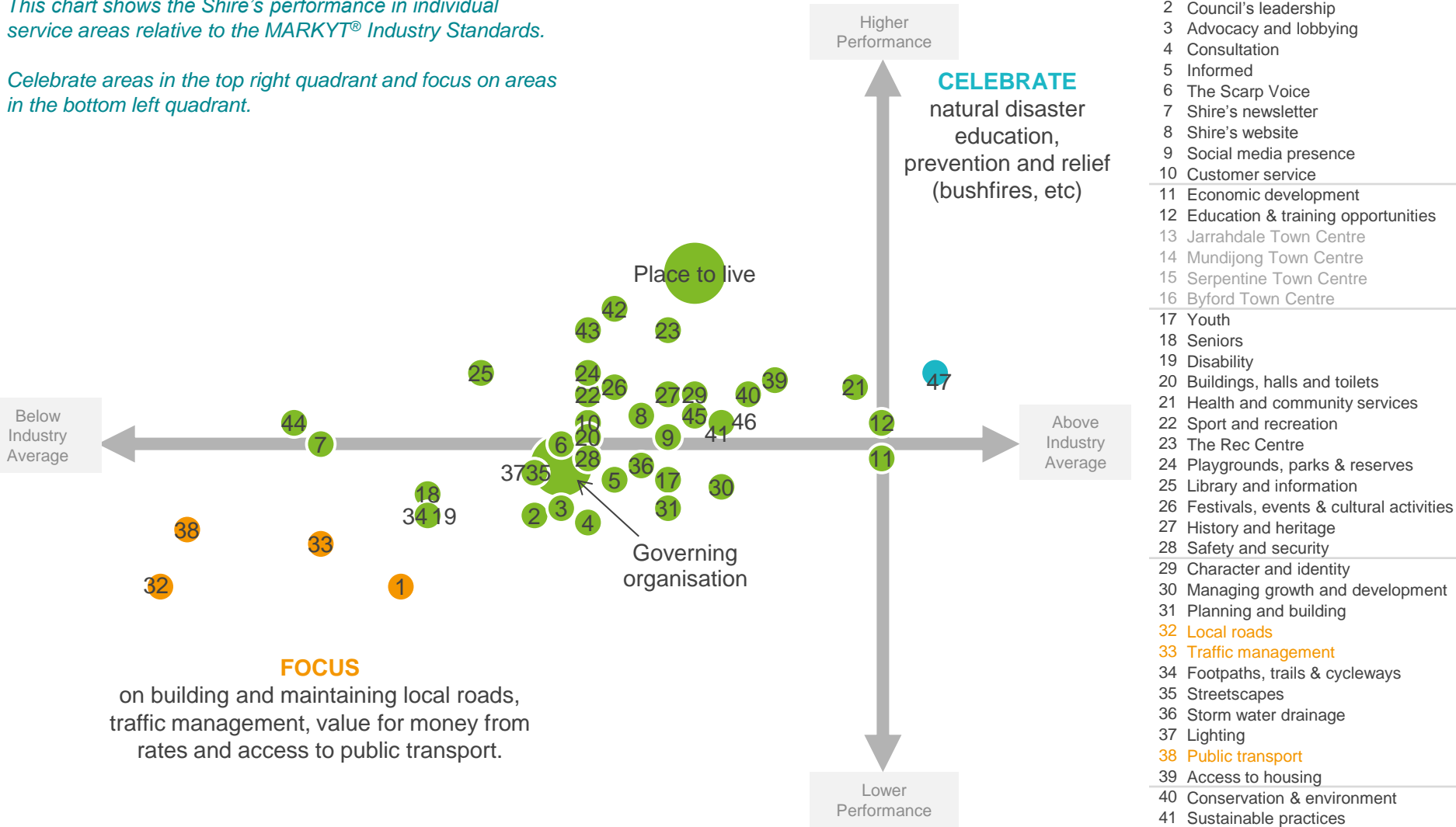




# MARKYT Benchmark Matrix™

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

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



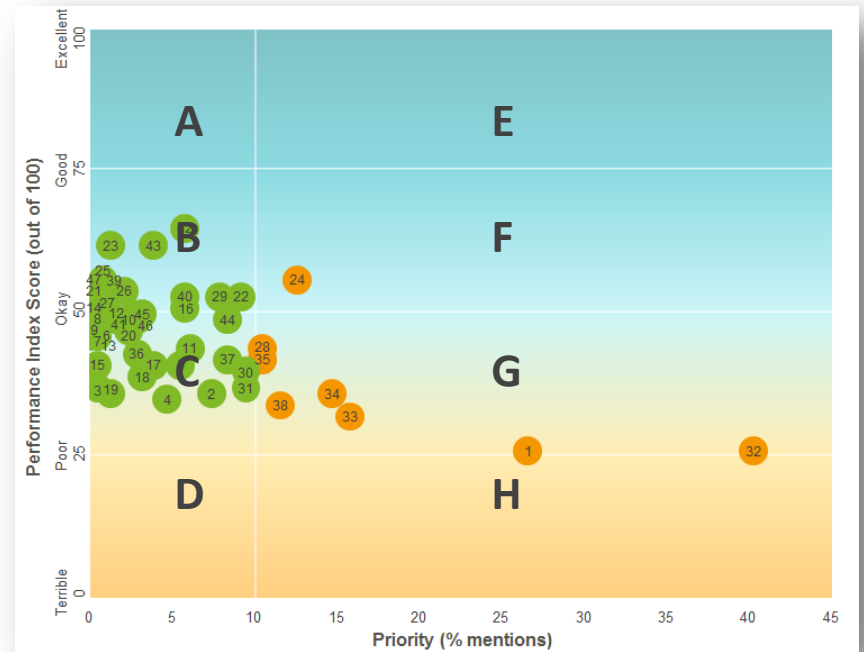
- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Consultation
- 5 Informed
- 6 The Scarp Voice
- 7 Shire's newsletter
- 8 Shire's website
- 9 Social media presence
- 10 Customer service
- 11 Economic development
- 12 Education & training opportunities
- 13 Jarrahdale Town Centre
- 14 Mundijong Town Centre
- 15 Serpentine Town Centre
- 16 Byford Town Centre
- 17 Youth
- 18 Seniors
- 19 Disability
- 20 Buildings, halls and toilets
- 21 Health and community services
- 22 Sport and recreation
- 23 The Rec Centre
- 24 Playgrounds, parks & reserves
- 25 Library and information
- 26 Festivals, events & cultural activities
- 27 History and heritage
- 28 Safety and security
- 29 Character and identity
- 30 Managing growth and development
- 31 Planning and building
- 32 Local roads
- 33 Traffic management
- 34 Footpaths, trails & cycleways
- 35 Streetscapes
- 36 Storm water drainage
- 37 Lighting
- 38 Public transport
- 39 Access to housing
- 40 Conservation & environment
- 41 Sustainable practices
- 42 Weekly rubbish
- 43 Fortnightly recycling
- 44 Verge-side bulk rubbish
- 45 Food, health, noise & pollution
- 46 Animal and pest control
- 47 Natural disaster prevention

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

In the Shire of Serpentine Jarrahdale's Community Priorities Window, detailed overleaf, most services are located in windows B + C. These areas receive ratings around the okay level.

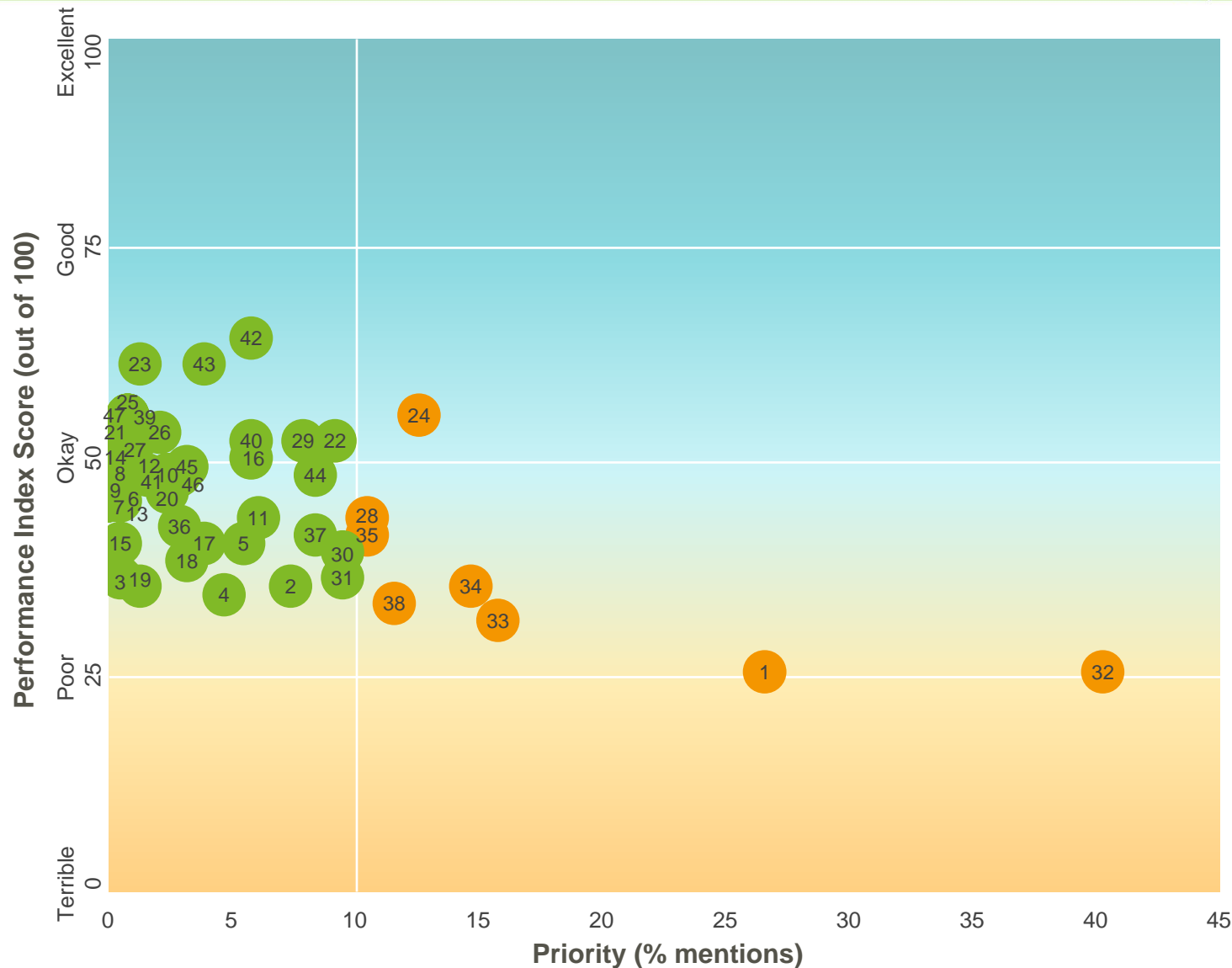
Higher performing areas include weekly rubbish collections, fortnightly recycling collections and The Rec Centre.

Moving forward, the community would mostly like Council to focus on local road maintenance, value for money from rates, traffic management, footpaths, cycleways and trails, playgrounds, parks and reserves, streetscapes, safety and access to public transport (windows F, G + H).





# MARKYT Community Priorities Window™



- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Consultation
- 5 Informed
- 6 The Scarp Voice
- 7 Shire's newsletter
- 8 Shire's website
- 9 Social media presence
- 10 Customer service
- 11 Economic development
- 12 Education & training opportunities
- 13 Jarrahdale Town Centre
- 14 Mundijong Town Centre
- 15 Serpentine Town Centre
- 16 Byford Town Centre
- 17 Youth
- 18 Seniors
- 19 Disability
- 20 Buildings, halls and toilets
- 21 Health and community services
- 22 Sport and recreation
- 23 The Rec Centre
- 24 **Playgrounds, parks & reserves**
- 25 Library and information
- 26 Festivals, events & cultural activities
- 27 History and heritage
- 28 **Safety and security**
- 29 Character and identity
- 30 Managing growth and development
- 31 Planning and building
- 32 **Local roads**
- 33 **Traffic management**
- 34 **Footpaths, trails & cycleways**
- 35 **Streetscapes**
- 36 Storm water drainage
- 37 Lighting
- 38 **Public transport**
- 39 Access to housing
- 40 Conservation & environment
- 41 Sustainable practices
- 42 Weekly rubbish
- 43 Fortnightly recycling
- 44 Verge-side bulk rubbish
- 45 Food, health, noise & pollution
- 46 Animal and pest control
- 47 Natural disaster prevention

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

Q. Which areas would you most like the Shire of Serpentine Jarrahdale to focus on improving? Base: All respondents, excludes no response (n = 380)

# The Study

In September, the Shire administered a MARKYT® Community Scorecard to evaluate community priorities and performance against key indicators in the Strategic Community Plan.

Scorecard invitations were sent to 4,000 randomly selected households (2,000 by mail and 2,000 by email). The Shire supported the survey with promotions through its channels, including the website, newsletters and social media.

In total, **601 residents** submitted a response reducing the sampling error to  $\pm 3.95\%$  at the 95% confidence interval.

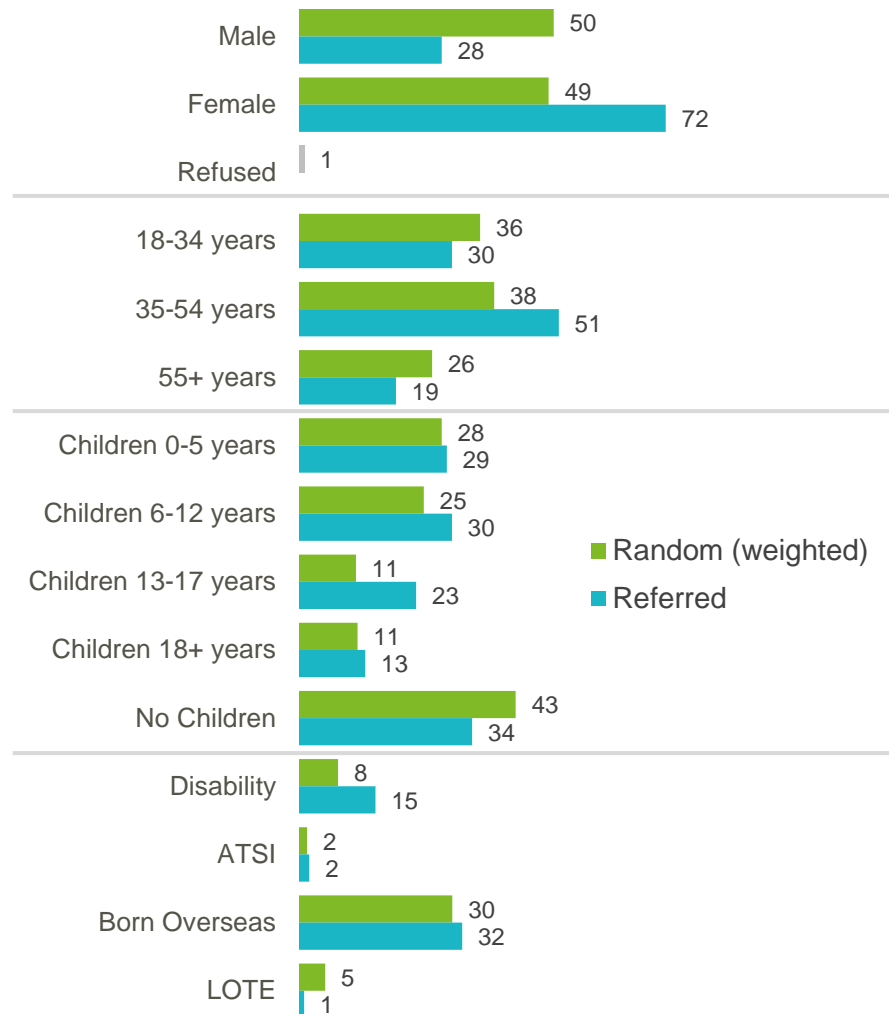
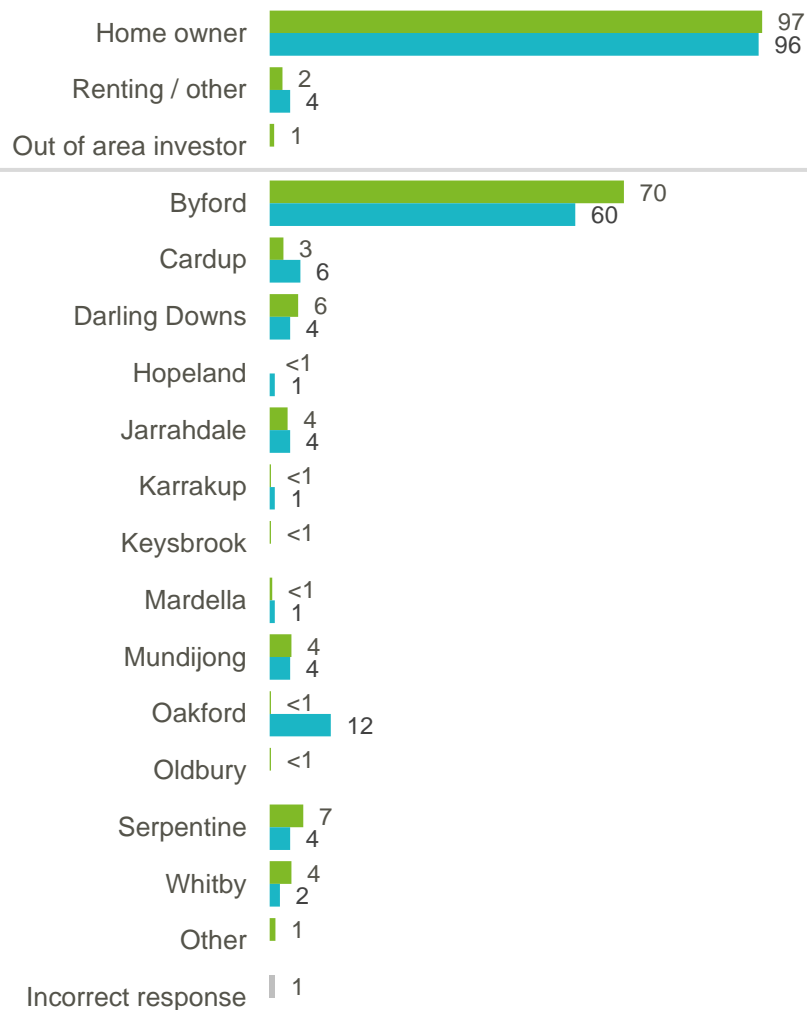
Of these respondents, 435 respondents were randomly selected and a further 166 opted in to take part through a council promotion or a referral from a community group, family or friend. As analysis of responses from the random and referred sample showed significant differences, results have been reported separately. The main body of the report presents responses from the random sample. The referred sample is referred to in a separate section with a comparison to the random sample.

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

# Respondent profile

% of respondents



ATSI = Aboriginal and Torres Strait Islander  
LOTE = Language other than English

# MARKYT Industry Standards

CATALYSE® has conducted MARKYT® Community Scorecards and 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 'high score' is calculated from **WA councils** that have completed an accredited study with CATALYSE® **within the past two years**. Participating councils are listed below.

## Metropolitan



## Regional



# How to read this report

## Performance Ratings

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

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

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

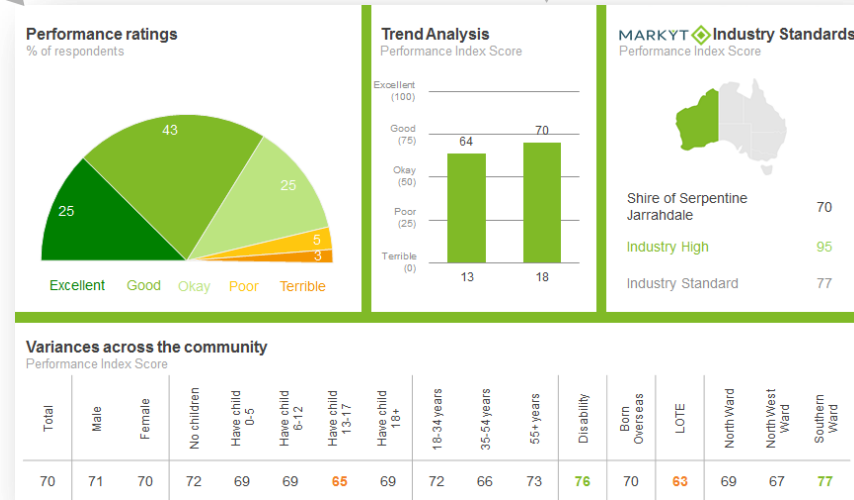
In effect, the Performance Index Score converts the average rating into a zero-based score out of 100.

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

**Trend analysis** shows how performance varies over time.

*Please note: 2013 performance results are from phone surveys using an 11 point satisfaction scale that has been converted using a MARKYT® Conversion Model. 2018 results use a MARKYT® accredited multi-channel approach with a 5 point performance scale. This is a best practice approach that enables comparison with other councils.*

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



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

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

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

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

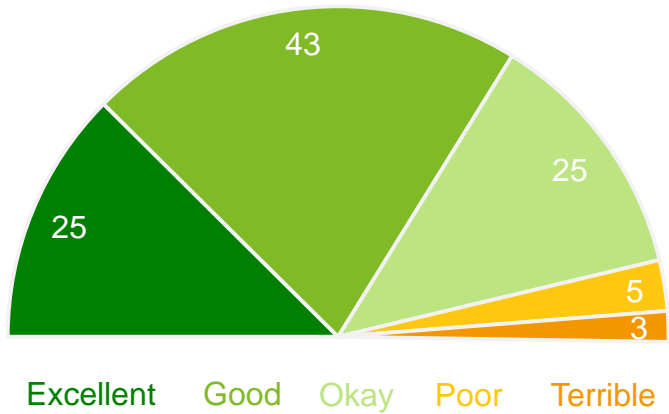
**Industry Standard** is the average score among WA councils that have completed a comparable study with CATALYSE® over the past two years.

Overall Performance

# The Shire of Serpentine Jarrahdale as a place to live

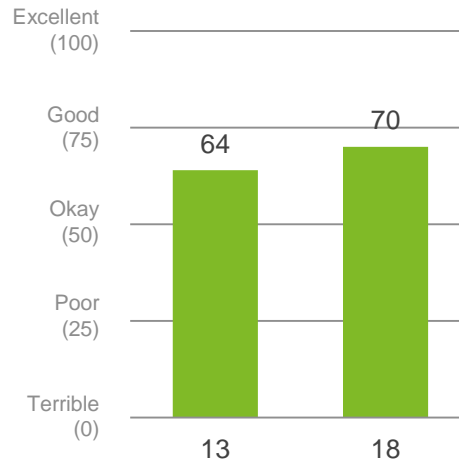
## Performance ratings

% of respondents



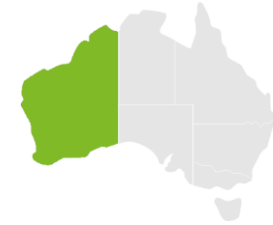
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	70
Industry High	95
Industry Standard	77

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
70	71	70	72	69	69	65	69	72	66	73	76	70	63	69	67	77

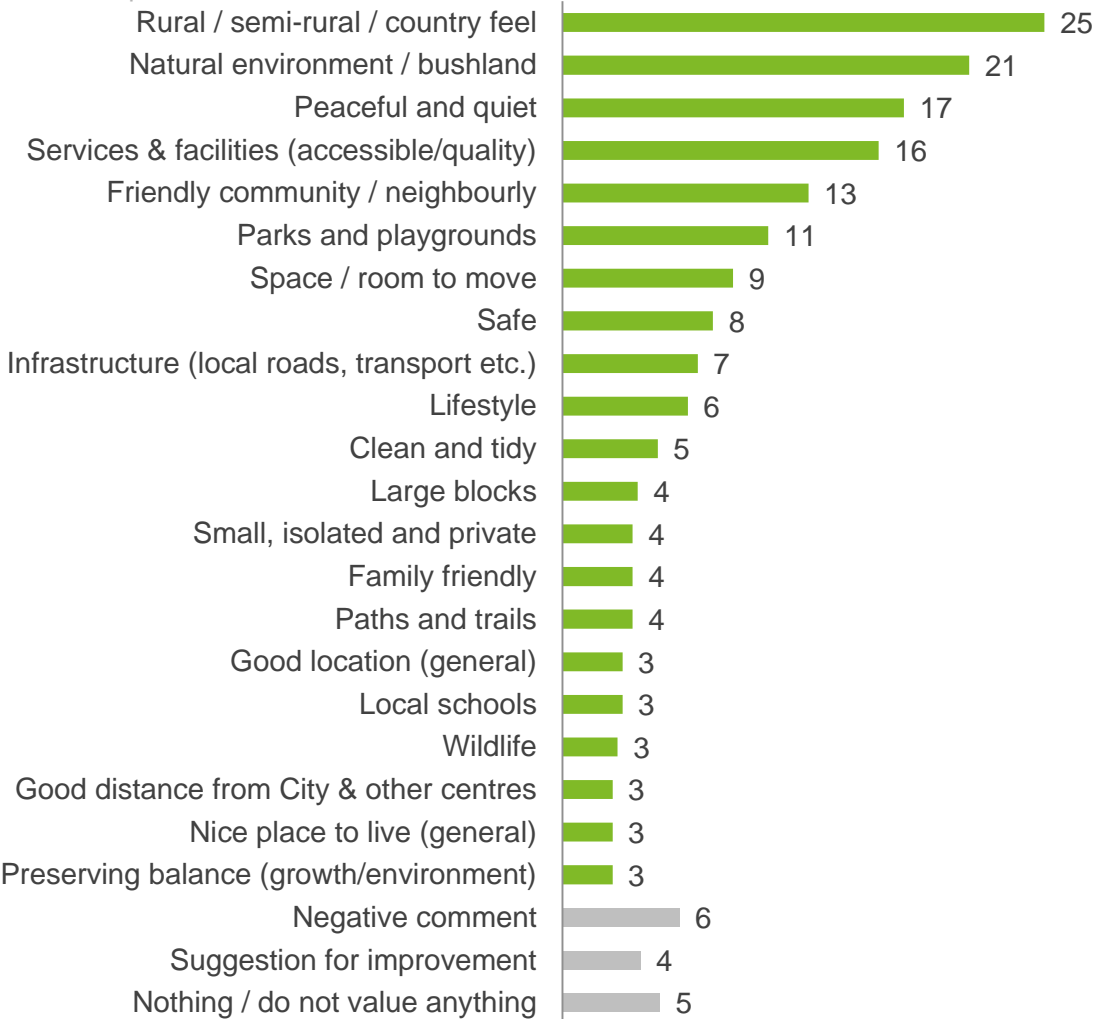
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 432).



# Most valued aspects of the Shire of Serpentine Jarrahdale

% of respondents



Residents love the Shire's semi-rural feel and natural environment. They find it a peaceful and friendly place to live with easy access to good local services and facilities.

*"Semi Rural lifestyle, natural environment, good community and great place to raise a family."*

*"Being close to a rural feel while having good amenities."*

*"The friendliness of people. The Country feel to the area. Lots of parks and walks."*

*"The rural aspect. Plenty of trees and nature. Quiet and peaceful, different sized blocks and close enough to bigger suburbs or Perth."*

*"The environment and opportunities to access nature. So many other places are jealous of what we have."*

*"The natural bush areas, the bird life, National forests."*

*"We love the area we live in it still has the country feel with all the needs of city living, it is quiet with clean air and hopefully a great future."*

*"The ability to have the amenities and services close at hand, but also have the ability to disappear into the natural environment at any time."*

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

Q. As a place to live, what do you value most about your local area?

Base: all respondents who provided a valid response, excluded 'no response' (n = 389)

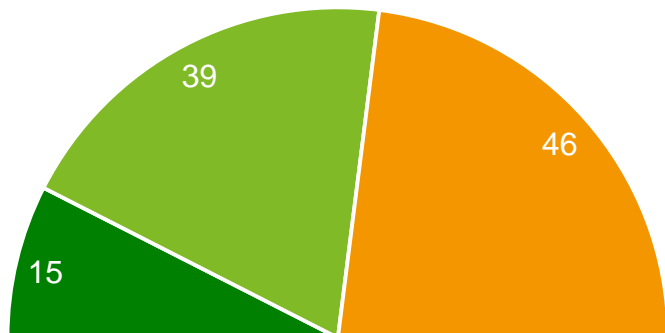
Chart shows responses mentioned spontaneously by 3% or more respondents.

# Community Advocacy

Likelihood of recommending the Shire of Serpentine Jarrahdale as a place to live

## Community Advocacy

% of respondents



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

## Net Promoter Score

Promoters

less

Detractors

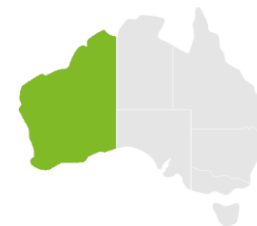
equals

NPS  
**-31**

NPS can range from  
-100 to +100

## MARKYT Industry Standards

Net Promoter Score



Shire of Serpentine Jarrahdale	-31
Industry High	68
Industry Standard	1

## Variations across the community

Net Promoter Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
-31	-28	-35	-34	-42	-19	-24	-37	-53	-34	-30	-36	-19	-19	-36	-50	-10

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

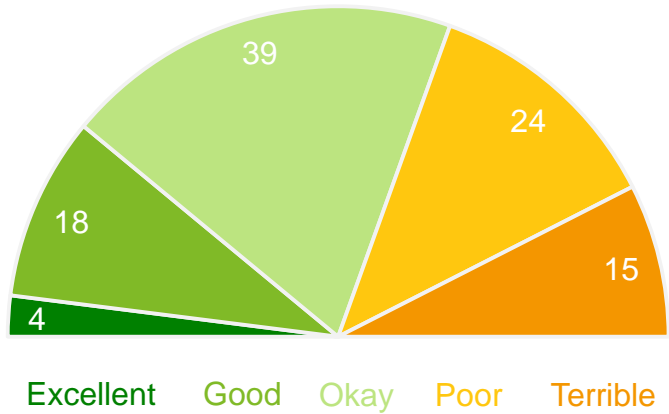
Please give a rating out of 10, where 0 is not at all likely and 10 is extremely likely.

Base: All respondents, excludes 'unsure' and 'no response' (n = 429).

# The Shire of Serpentine Jarrahdale as the organisation that governs the local area

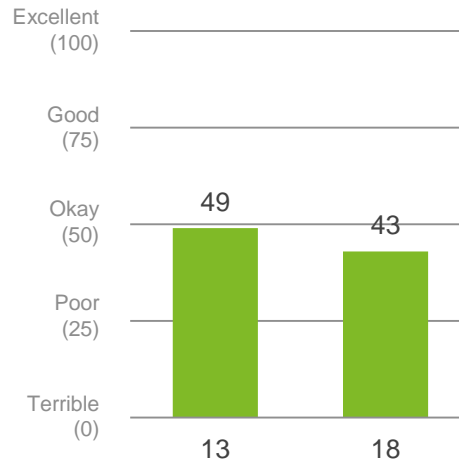
## Performance ratings

% of respondents



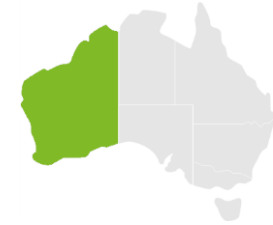
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	43
Industry High	74
Industry Standard	55

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
43	44	42	45	43	37	44	43	44	38	46	42	48	44	43	43	42

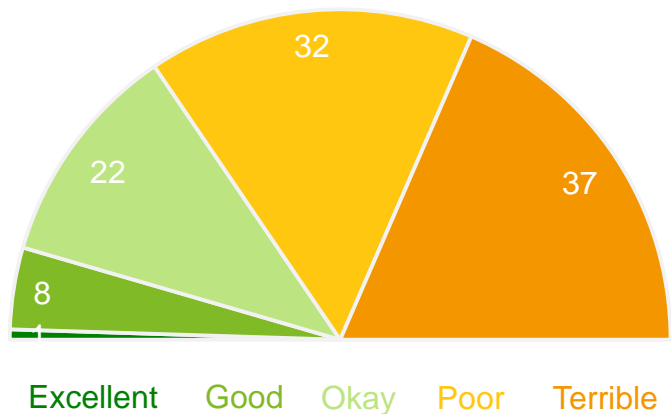
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 423).

# Value for money from Council rates

## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	26
Industry High	64
Industry Standard	44

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
26	28	25	32	21	20	21	26	19	22	36	27	31	39	26	21	31

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 424).

Familiarity with local services and facilities

# Familiarity with local services and facilities

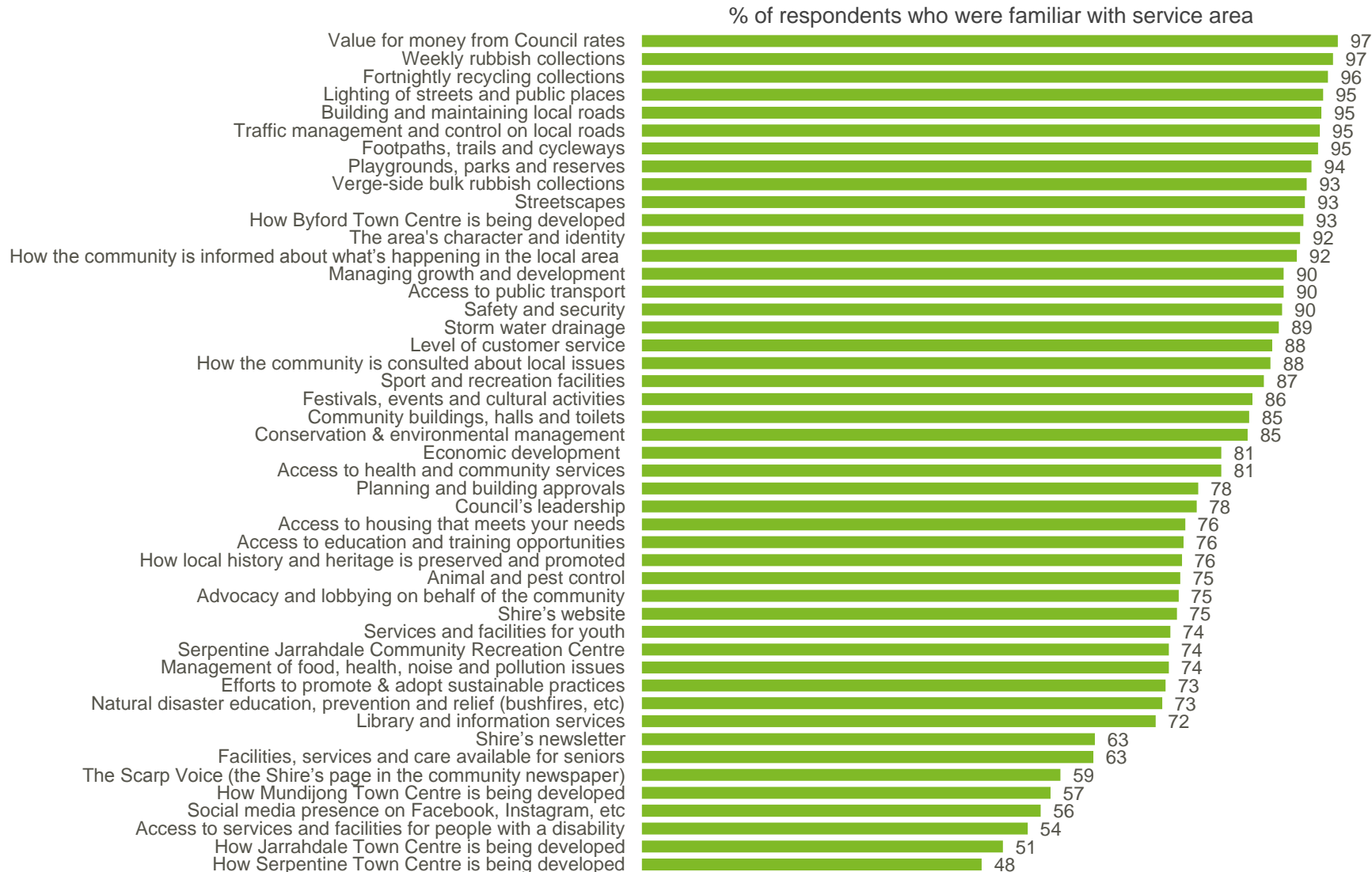


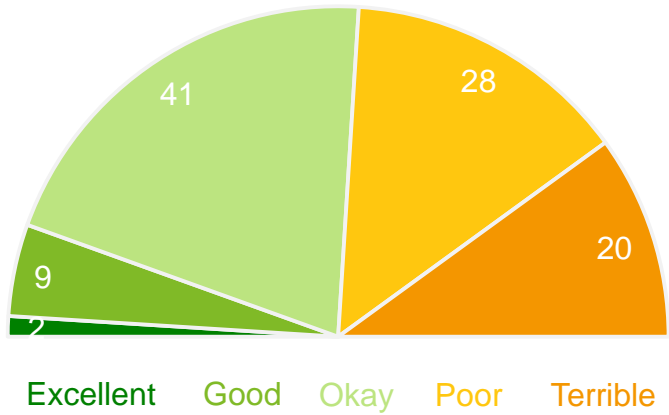
Chart shows proportion of respondents who were familiar enough with the service area to rate performance.

# Leadership and Communications

# Council's leadership

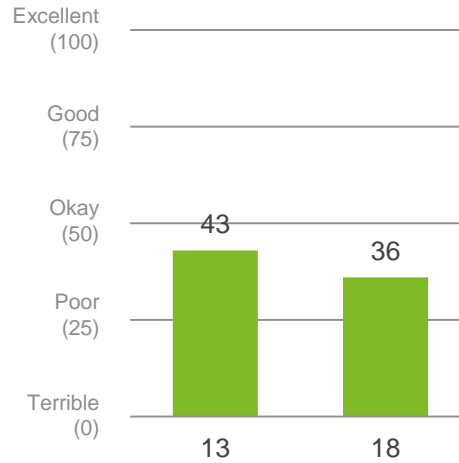
## Performance ratings

% of respondents



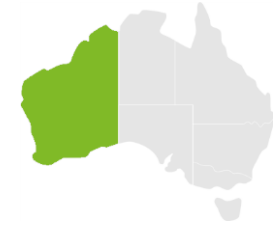
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	36
Industry High	67
Industry Standard	49

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
36	38	34	39	36	33	38	34	37	33	39	34	42	43	35	37	39

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

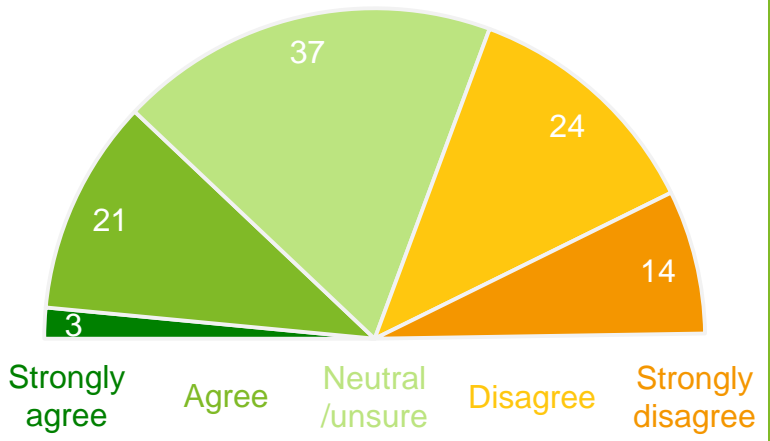
Base: All respondents, excludes 'unsure' and 'no response' (n = 338).



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

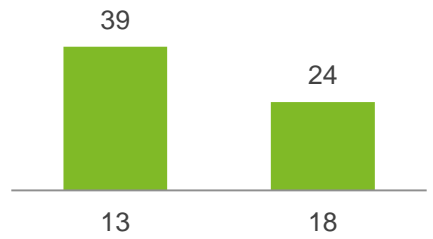
## Level of agreement

% of respondents



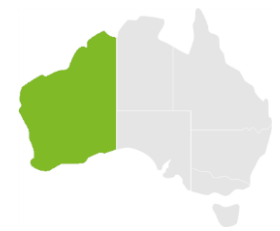
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Serpentine Jarrahdale	24
Industry High	61
Industry Standard	36

## Variations across the community

% agree

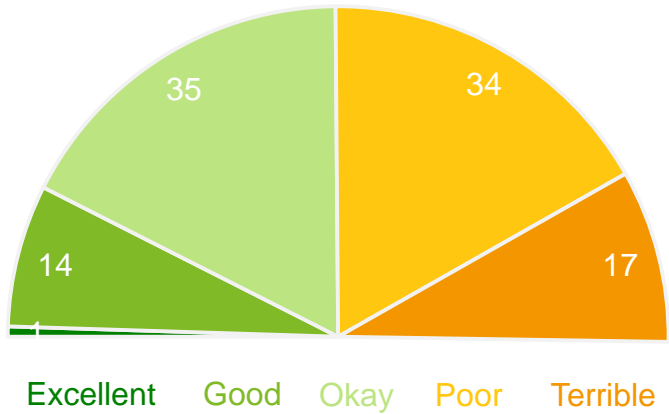
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	North Ward	North West Ward	Southern Ward
24	25	23	26	27	19	27	23	27	20	28	16	27	33	24	13	27

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 429).

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

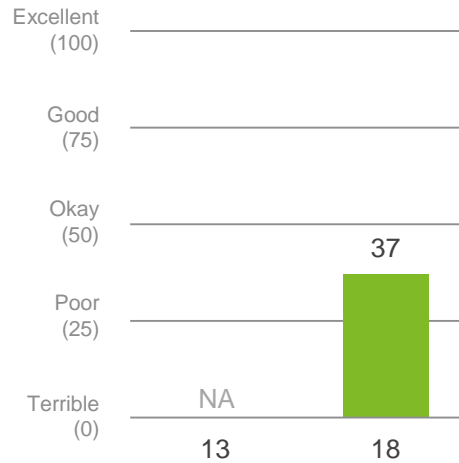
## Performance ratings

% of respondents



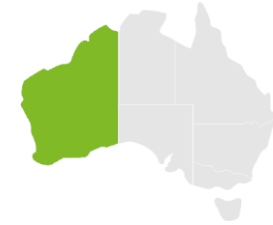
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	37
Industry High	68
Industry Standard	49

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
37	39	36	41	37	35	37	34	35	34	42	36	41	42	38	33	37

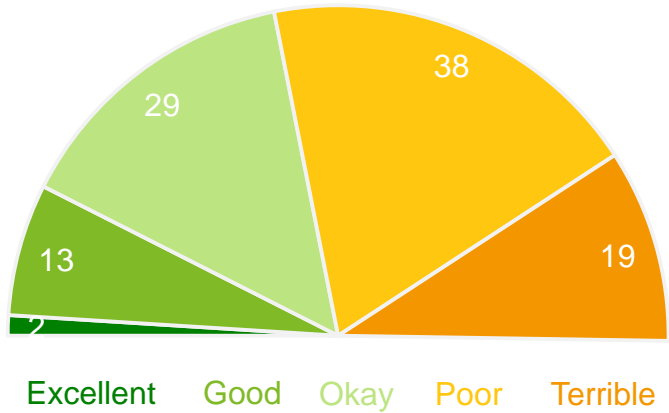
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 327).

# How the community is consulted about local issues

## Performance ratings

% of respondents



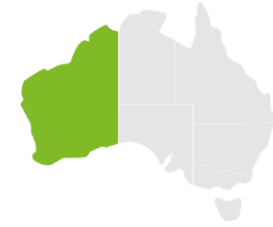
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	35
Industry High	63
Industry Standard	46

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
35	37	34	37	34	33	38	37	35	33	37	34	39	46	35	33	37

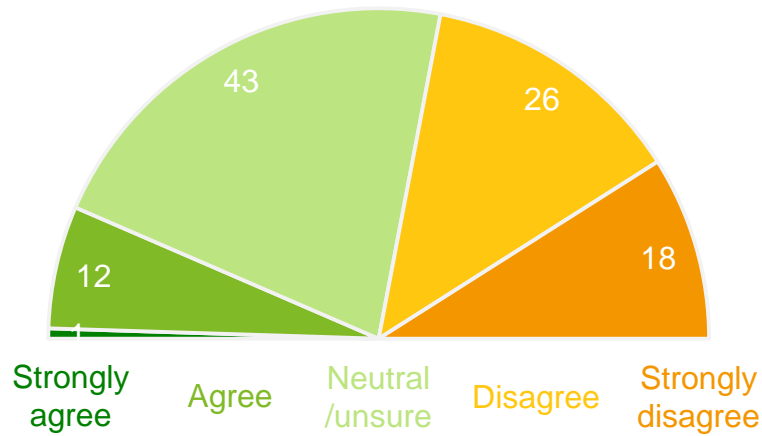
Q. How would you rate performance in the following areas?

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

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

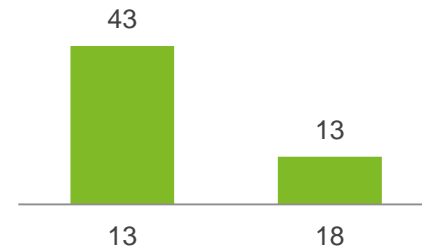
## Level of agreement

% of respondents



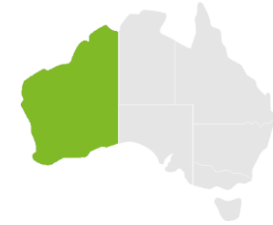
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Serpentine Jarrahdale	13
Industry High	50
Industry Standard	32

## Variations across the community

% agree

Total	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	LOTE	North Ward	North West Ward	Southern Ward
13	13	14	11	18	14	19	20	15	13	12	14	17	24	13	8	18

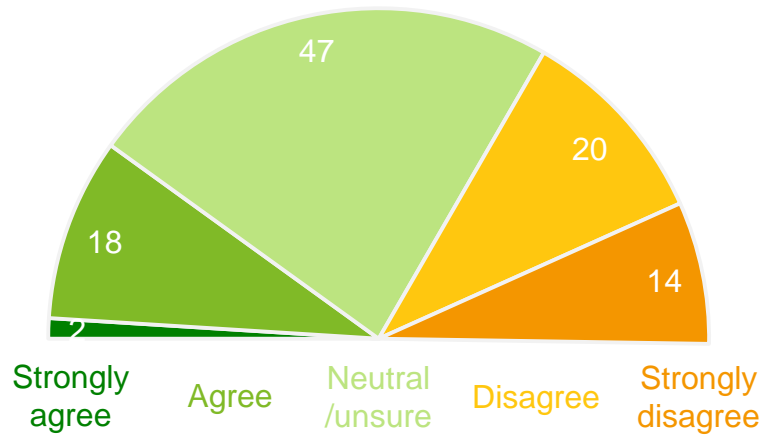
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 430).

# Staff have a good understanding of community needs

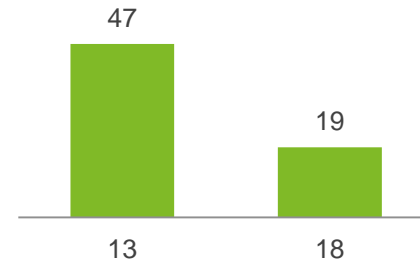
## Level of agreement

% of respondents



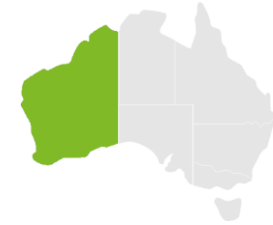
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Serpentine Jarrahdale	19
Industry High	53
Industry Standard	36

## Variations across the community

% agree

Total	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	LOTE	North Ward	North West Ward	Southern Ward
19	18	21	23	14	14	23	23	15	15	28	32	19	29	19	13	25

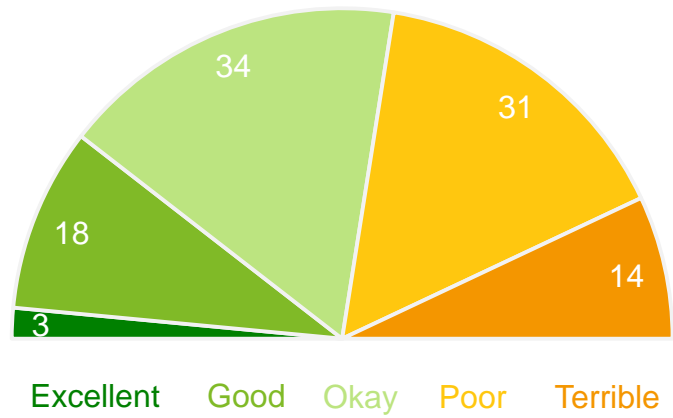
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 428).

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

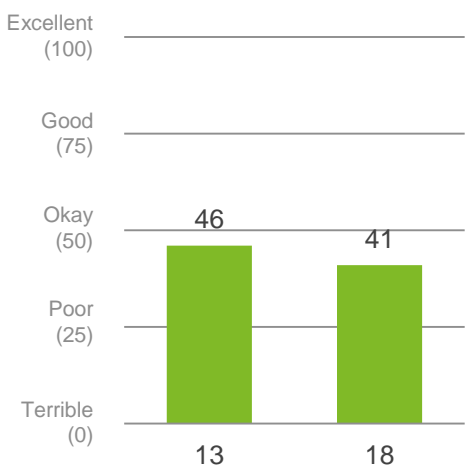
## Performance ratings

% of respondents



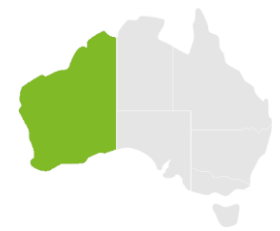
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	41
Industry High	66
Industry Standard	51

## Variations across the community

Performance Index Score

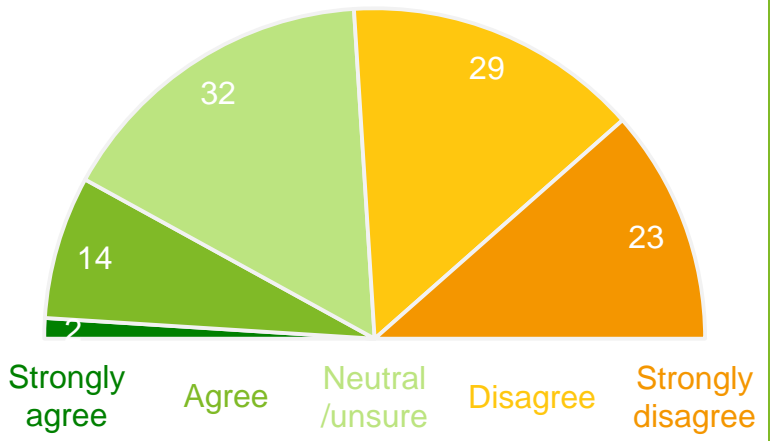
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	North Ward	North West Ward	Southern Ward
41	42	40	41	42	44	43	41	44	39	42	37	45	58	40	32	47

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 399).

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

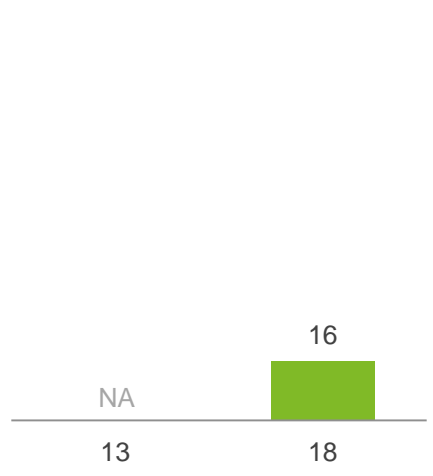
## Level of agreement

% of respondents



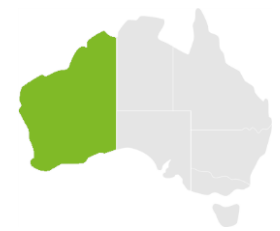
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



Shire of Serpentine Jarrahdale	16
Industry High	49
Industry Standard	28

## Variances across the community

% agree

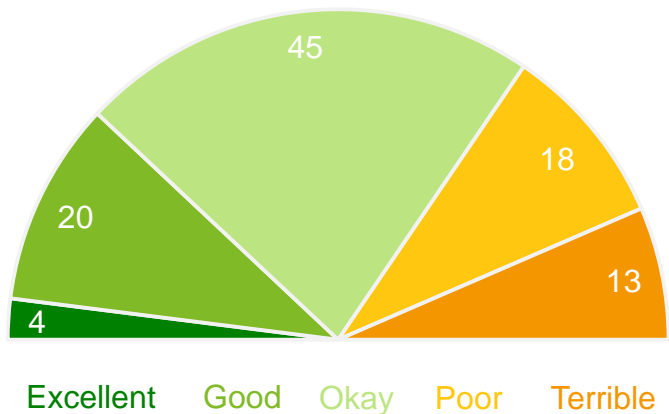
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	North Ward	North West Ward	Southern Ward
16	18	13	19	14	10	23	18	15	13	20	19	18	43	16	15	16

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 428).

# The Scarp Voice (the Shire's page in the community newspaper)

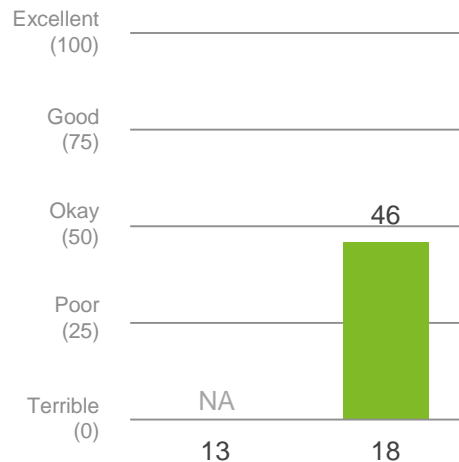
## Performance ratings

% of respondents



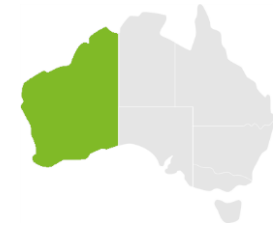
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	46
Industry High	67
Industry Standard	58

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
46	47	45	49	43	44	52	48	41	43	51	48	51	62	46	38	51

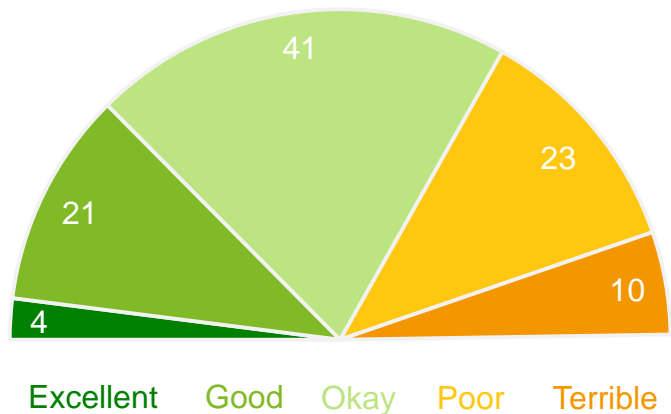
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 255).



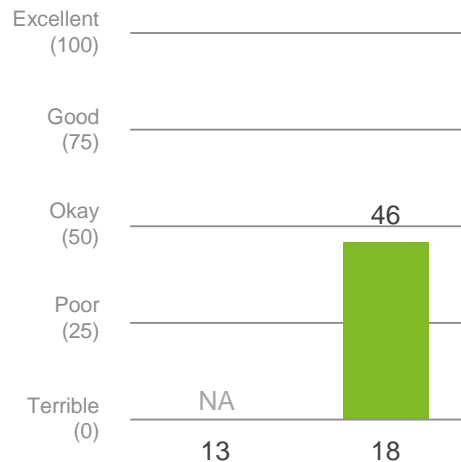
## Performance ratings

% of respondents



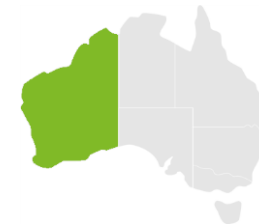
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	46
Industry High	73
Industry Standard	67

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
46	48	45	48	45	47	49	47	44	43	51	45	52	58	46	37	51

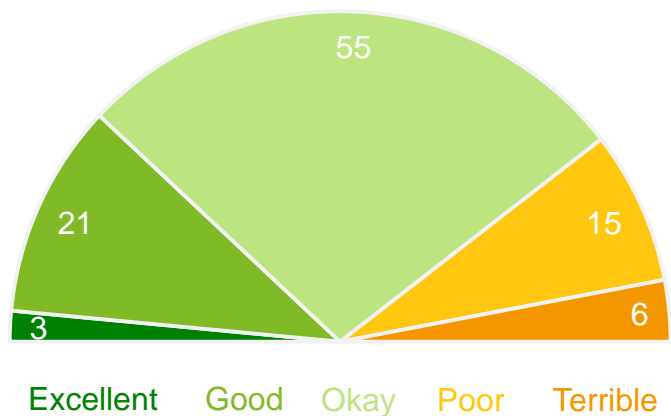
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 276).

# Shire's website

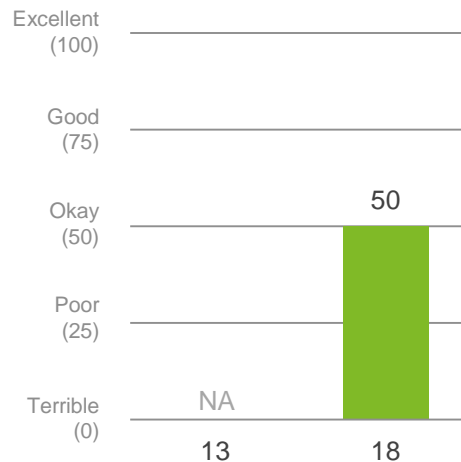
## Performance ratings

% of respondents



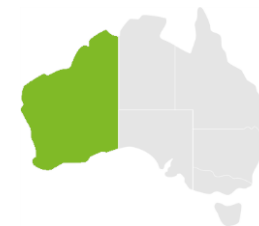
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	50
Industry High	68
Industry Standard	59

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
50	51	48	52	48	48	51	53	49	48	53	49	53	58	50	45	50

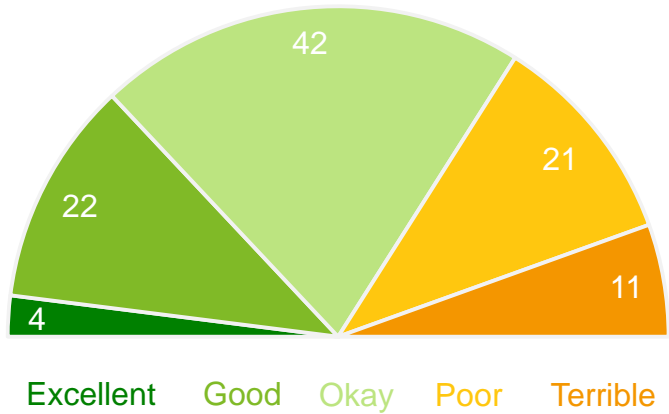
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 326).

# Social media presence on Facebook, Instagram, etc

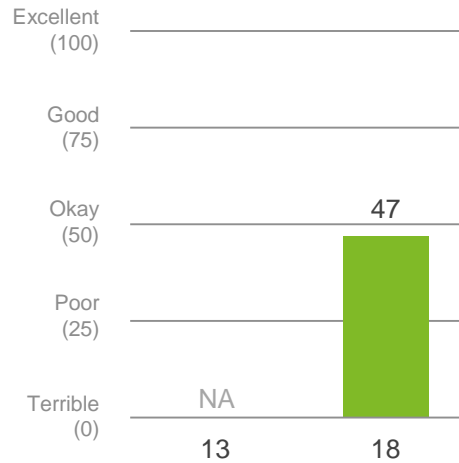
## Performance ratings

% of respondents



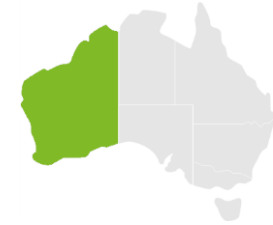
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	47
Industry High	65
Industry Standard	55

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
47	47	46	47	46	48	56	48	49	45	47	43	50	62	46	36	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 243).

# Preferred sources of information

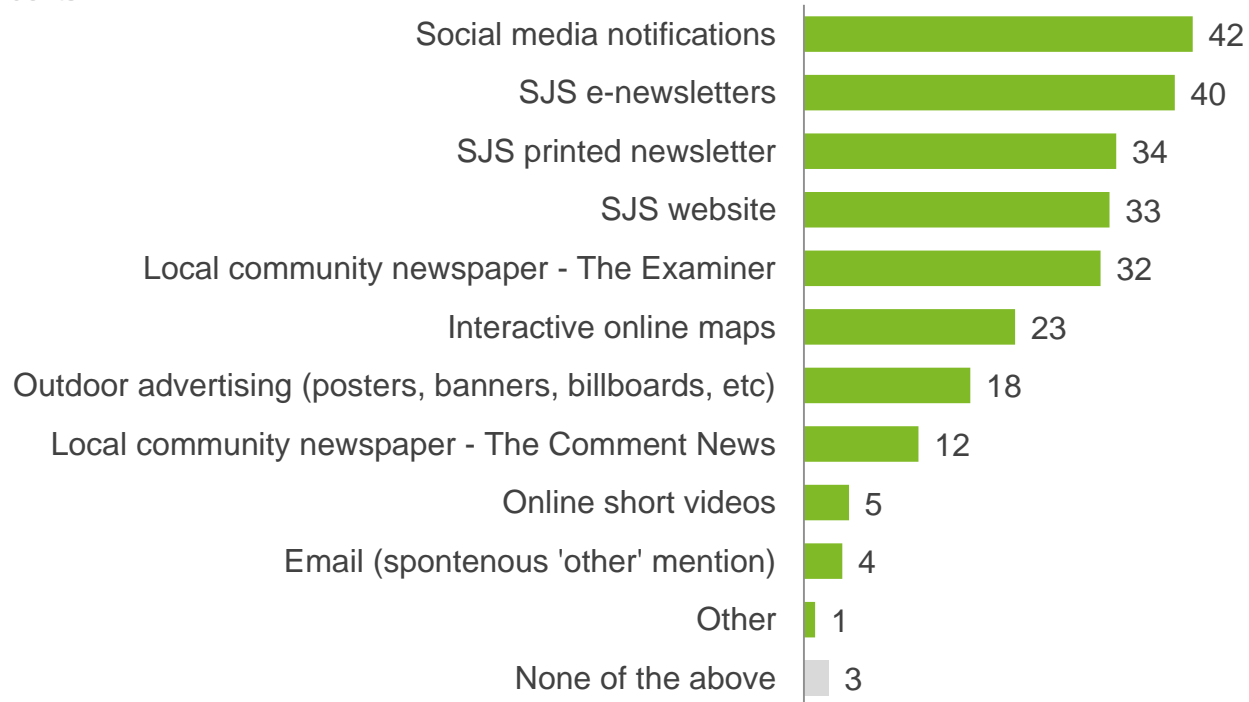
Social media notifications and e-news are the preferred channels for receiving information and updates from the Shire about what's happening in the local area, followed by the Shire's printed newsletter and website.

The Examiner is the preferred local community newspaper for receiving Shire information.

Direct email as an information source was spontaneously mentioned by 4% of respondents.

## Preferred sources of information and updates | about what's happening in the local area

% of respondents



Q. How would you prefer to receive information and updates from the Shire of Serpentine Jarrahdale about what's happening in the local area?

Base: All respondents, excludes no response (n = 412)

# Preferred sources of information

## Community variances

Social media as a source of information is most popular among 18-34 year olds and families with children aged 0-12 years.

Residents aged 55+ years, families with adult children at home and people born overseas tend to prefer hard-copy forms of communication including the printed newsletter, The Examiner and The Comment News.

The Shire's website is more popular as a source of information and updates among families with older children (13+ years) and people who mainly speak a language other than English at home.

Audience Variances % of respondents	All respondents	Gender		Family Structure					Age Groups			Disability	Born Overseas	LOTE	Wards		
		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				North Ward	North West Ward	Southern Ward
Social media notifications	42	39	46	36	54	55	48	35	63	48	23	40	38	43	43	30	42
SJS e-newsletters	40	42	38	37	42	45	43	38	38	43	38	40	37	38	41	43	37
SJS printed newsletter	34	33	34	36	27	25	37	44	28	29	42	37	40	38	33	38	35
SJS website	33	34	32	31	28	35	43	45	32	36	31	29	32	38	33	35	33
The Examiner	32	30	34	37	23	23	35	36	16	25	49	46	39	38	32	27	34
Interactive online maps	23	24	21	25	29	26	9	15	28	19	23	26	20	14	22	22	22
Outdoor advertising	18	15	22	15	23	18	28	16	24	22	10	11	19	14	19	22	15
The Comment News	12	12	13	14	3	11	4	18	2	10	21	20	15	19	15	8	8
Online short videos	5	8	2	3	4	9	9	7	5	6	3	3	6	10	4	8	5
Email (spontaneous 'other' mention)	4	5	3	5	7	2	0	0	3	5	4	0	5	14	4	8	3
Other	1	2	1	2	0	1	0	2	1	1	2	3	0	0	1	0	1
None of the above	3	3	2	2	6	3	2	2	3	3	2	6	1	0	3	3	1

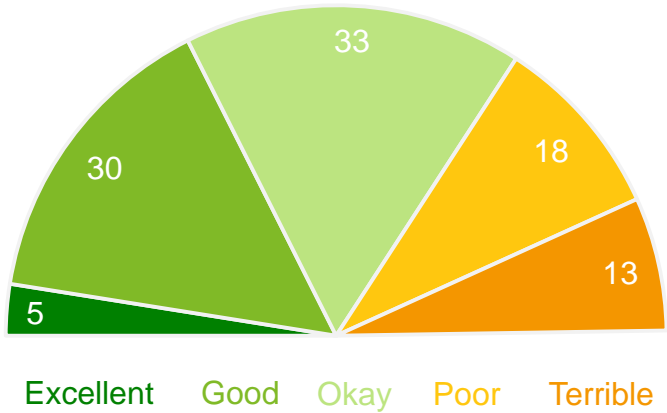
Q. How would you prefer to receive information and updates from the Shire of Serpentine Jarrahdale about what's happening in the local area?

Base: All respondents, excludes no response (n = 412)

# Level of customer service

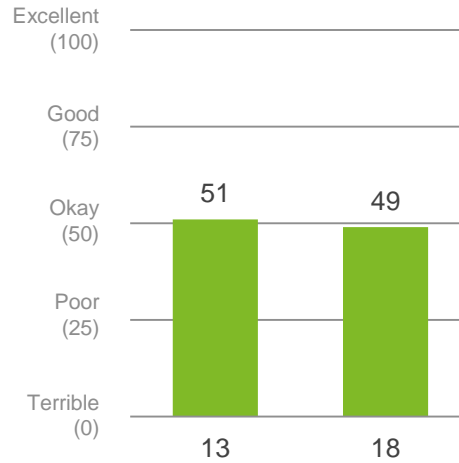
## Performance ratings

% of respondents



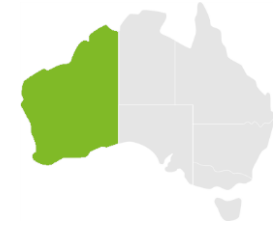
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	49
Industry High	79
Industry Standard	60

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
49	49	49	50	50	46	55	50	53	45	51	50	51	63	50	42	49

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

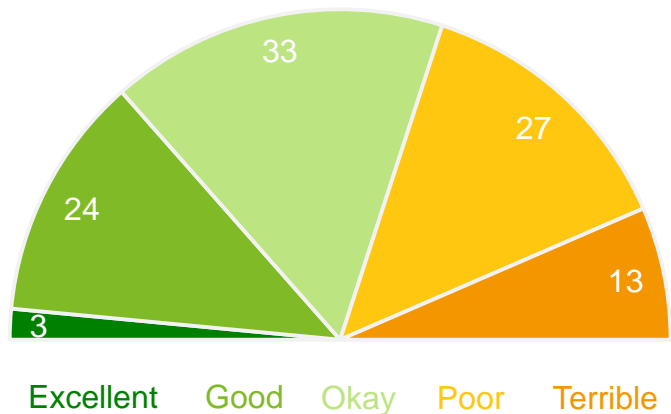
Base: All respondents, excludes 'unsure' and 'no response' (n = 384).

# Economic Development

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

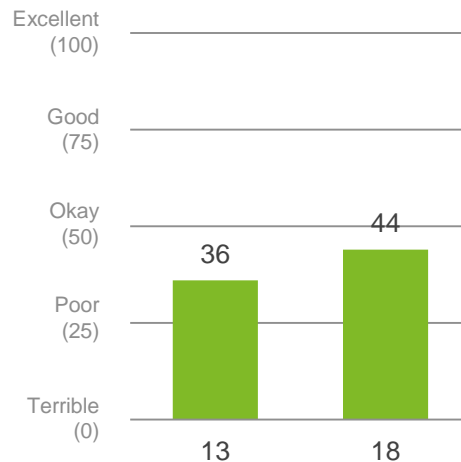
## Performance ratings

% of respondents



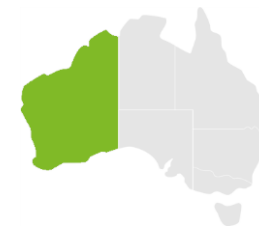
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	44
Industry High	63
Industry Standard	44

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
44	45	45	47	48	39	49	36	48	41	46	41	50	56	48	34	37

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

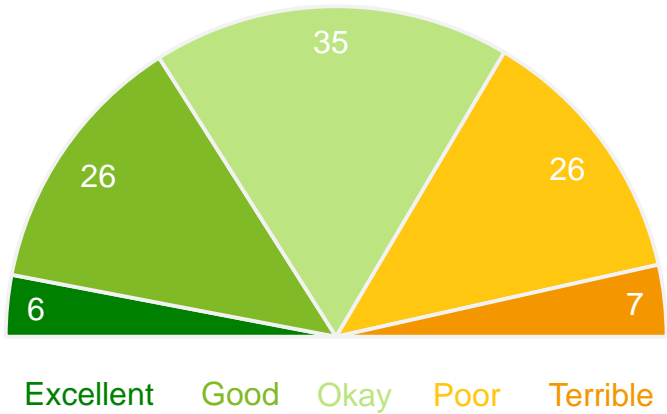
Base: All respondents, excludes 'unsure' and 'no response' (n = 353).



# Access to education and training opportunities

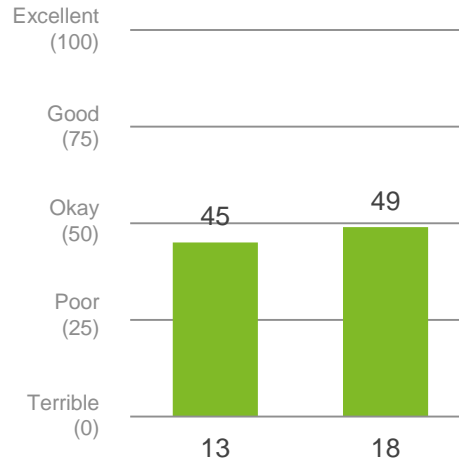
## Performance ratings

% of respondents



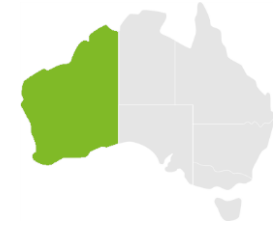
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	49
Industry High	63
Industry Standard	49

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
49	51	48	54	51	40	45	46	49	46	54	48	51	57	51	41	46

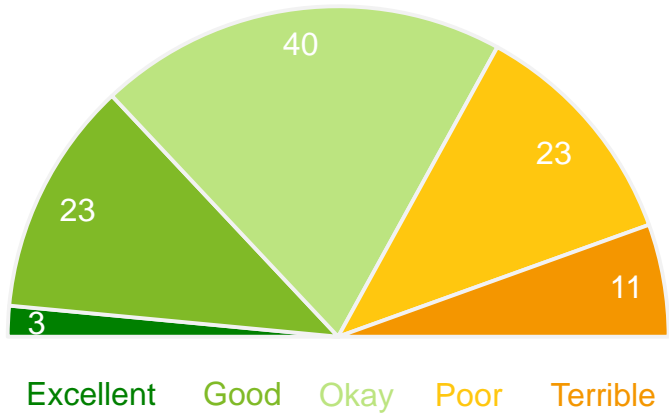
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 330).

# How Jarrahdale Town Centre is being developed

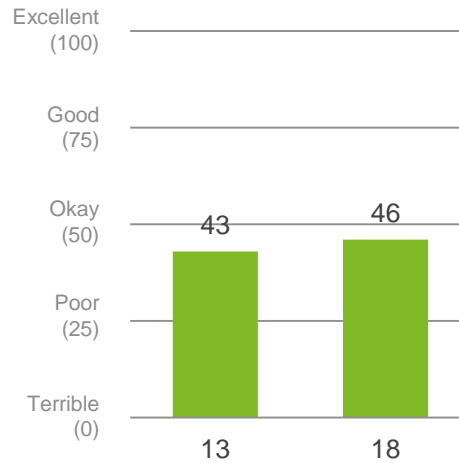
## Performance ratings

% of respondents



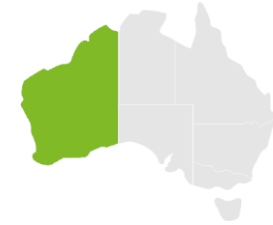
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	46
Industry High	69
Industry Standard	50

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
46	48	43	49	46	40	35	42	44	42	51	47	52	56	49	39	41

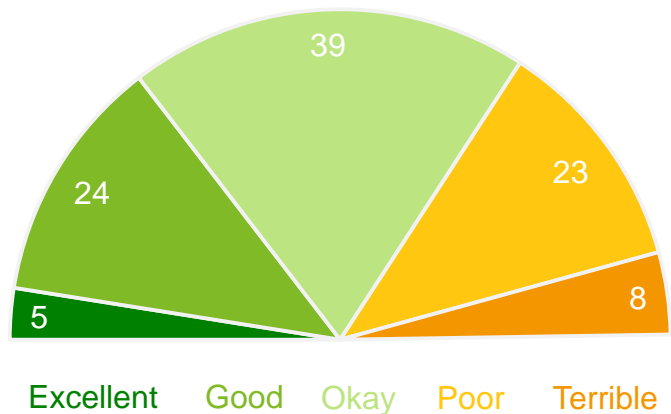
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 220).

# How Mundijong Town Centre is being developed

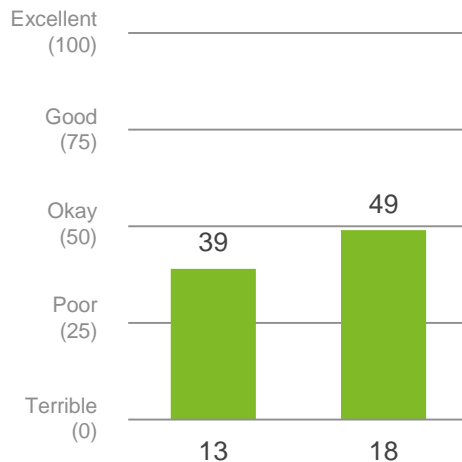
## Performance ratings

% of respondents



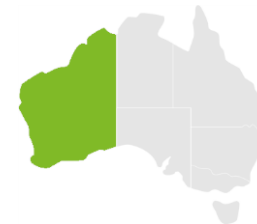
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	49
Industry High	69
Industry Standard	50

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
49	50	47	51	50	45	44	50	46	45	53	53	52	51	52	41	45

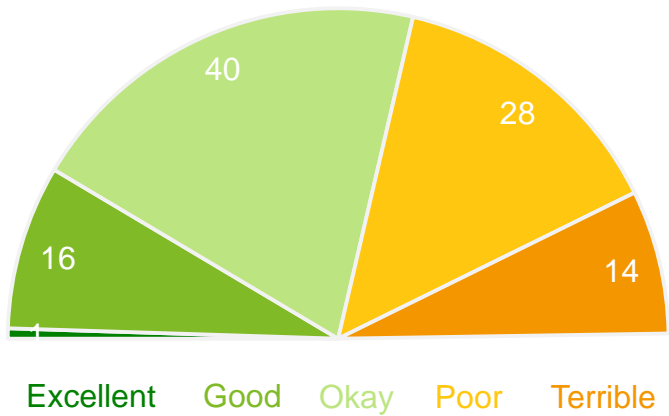
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 249).

# How Serpentine Town Centre is being developed

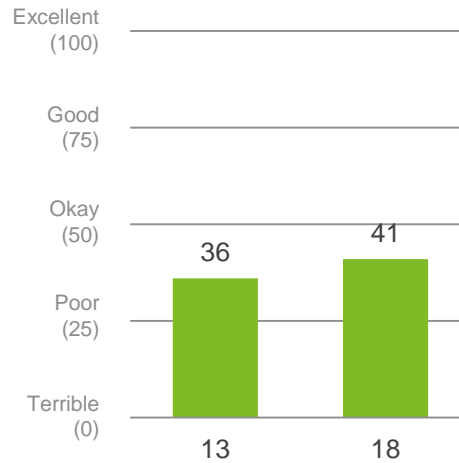
## Performance ratings

% of respondents



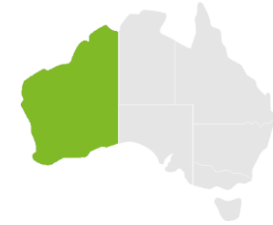
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	41
Industry High	69
Industry Standard	50

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
41	42	38	43	42	36	37	38	40	39	43	35	45	50	46	35	34

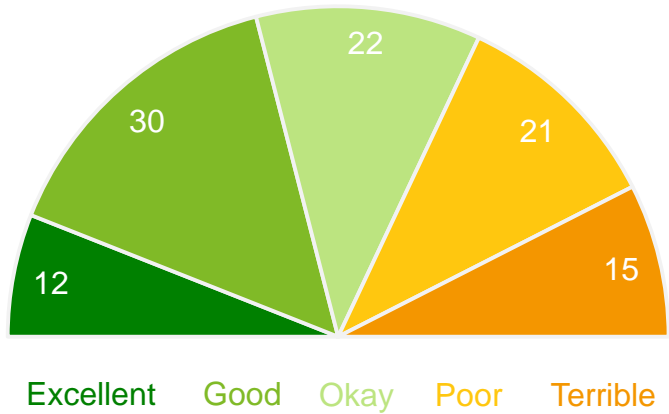
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 207).

# How Byford Town Centre is being developed

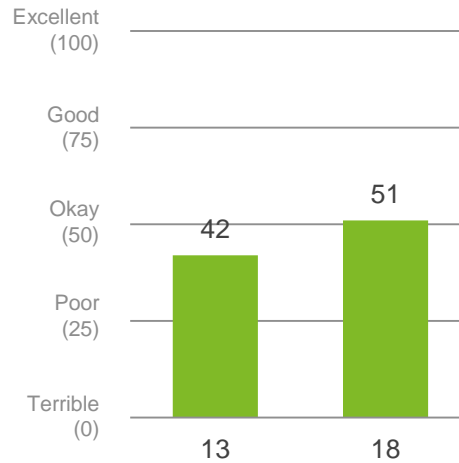
## Performance ratings

% of respondents



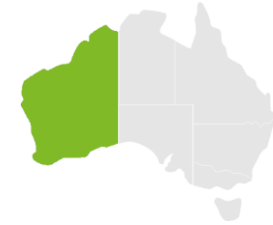
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	51
Industry High	69
Industry Standard	50

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
51	53	48	54	52	44	48	45	56	45	54	51	58	73	52	44	46

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

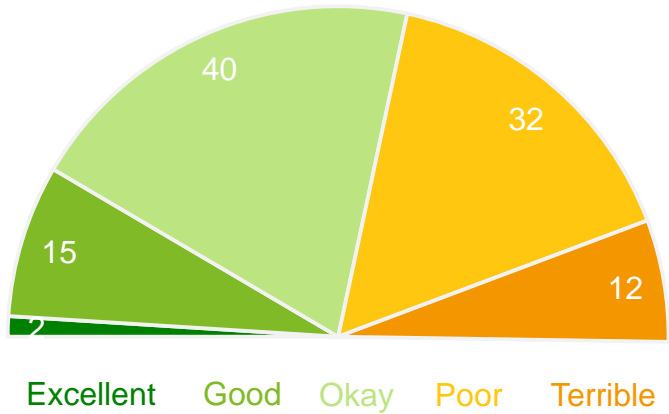
Base: All respondents, excludes 'unsure' and 'no response' (n = 403).

# Community Development

# Services and facilities for youth

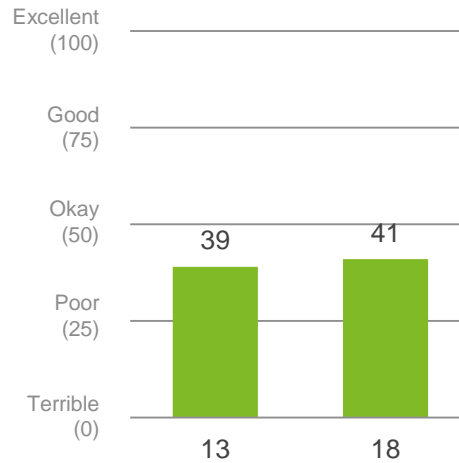
## Performance ratings

% of respondents



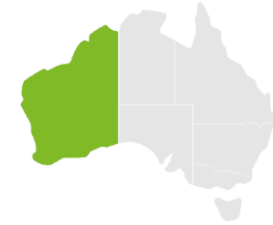
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	41
Industry High	68
Industry Standard	49

## Variences across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
41	43	38	43	44	37	35	39	42	37	44	44	45	57	42	41	37

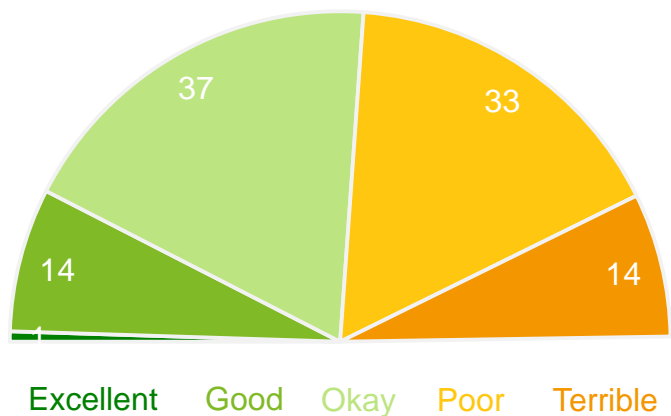
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 322).

# Facilities, services and care available for seniors

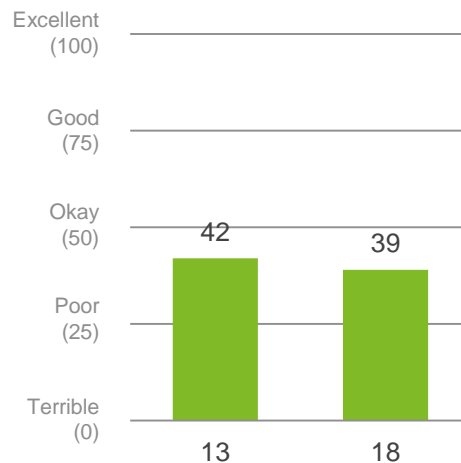
## Performance ratings

% of respondents



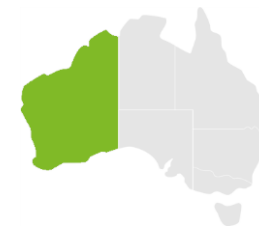
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	39
Industry High	67
Industry Standard	56

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
39	40	37	42	39	37	40	34	43	36	39	35	43	55	39	38	38

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

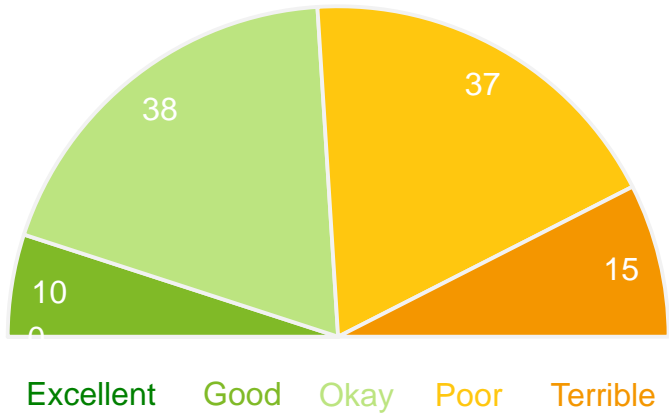
Base: All respondents, excludes 'unsure' and 'no response' (n = 275).



# Access to services and facilities for people with a disability

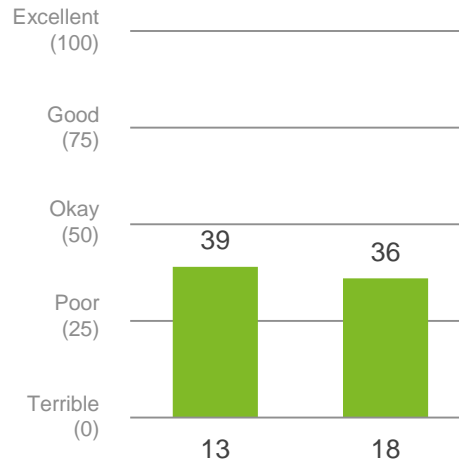
## Performance ratings

% of respondents



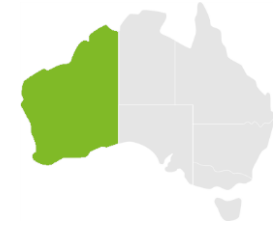
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	36
Industry High	66
Industry Standard	53

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
36	38	33	36	42	37	39	28	42	33	35	35	41	52	38	35	30

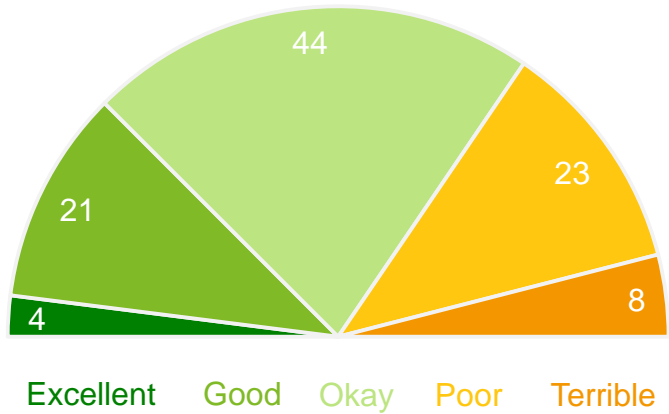
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 235).

# Community buildings, halls and toilets

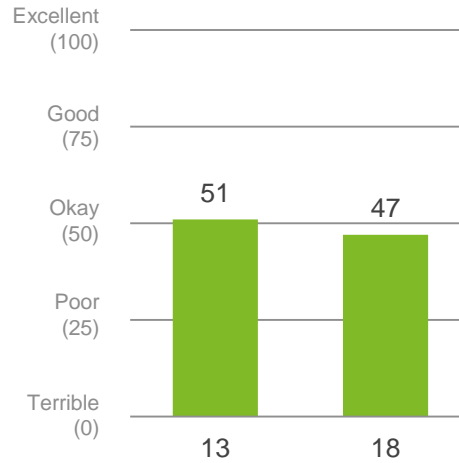
## Performance ratings

% of respondents



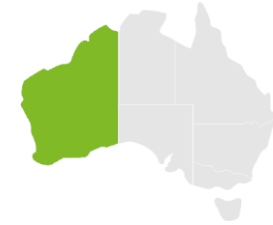
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	47
Industry High	77
Industry Standard	58

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
47	49	45	50	47	44	44	48	51	43	50	45	49	53	49	40	46

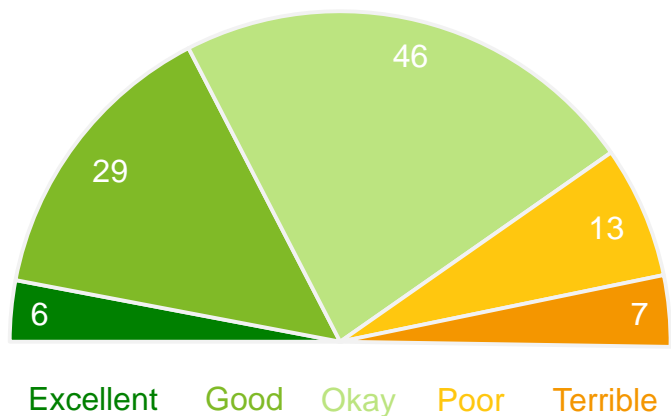
Q. How would you rate performance in the following areas?

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

# Access to health and community services

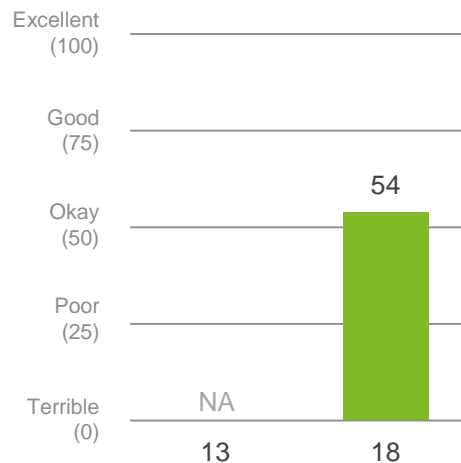
## Performance ratings

% of respondents



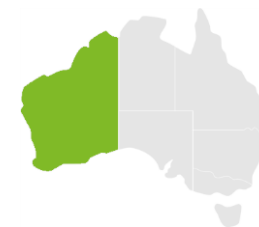
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	54
Industry High	69
Industry Standard	55

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
54	55	53	57	55	52	57	51	58	50	55	52	59	63	56	45	49

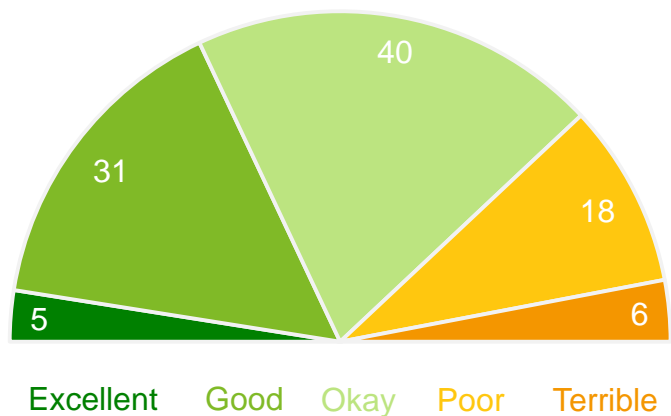
Q. How would you rate performance in the following areas?

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

# Sport and recreation facilities

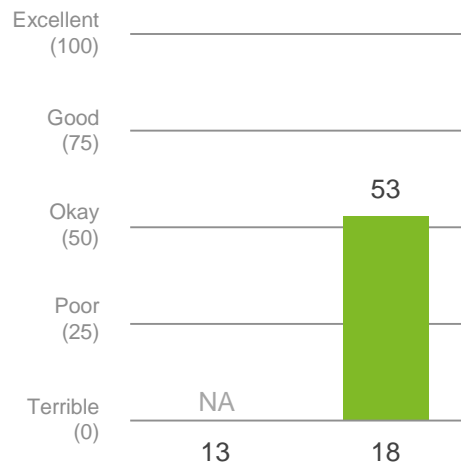
## Performance ratings

% of respondents



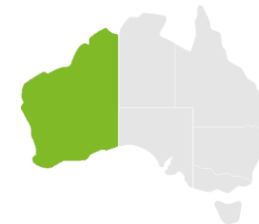
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	53
Industry High	76
Industry Standard	64

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
53	53	52	55	54	50	49	49	53	50	55	53	54	50	54	47	51

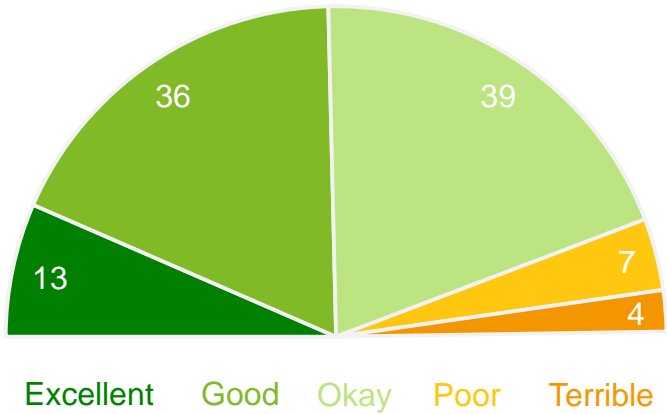
Q. How would you rate performance in the following areas?

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

# Serpentine Jarrahdale Community Recreation Centre (also known as The Rec Centre)

## Performance ratings

% of respondents



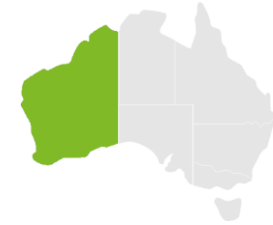
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	62
Industry High	83
Industry Standard	70

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
62	62	62	62	64	63	65	58	61	59	65	68	63	53	64	50	60

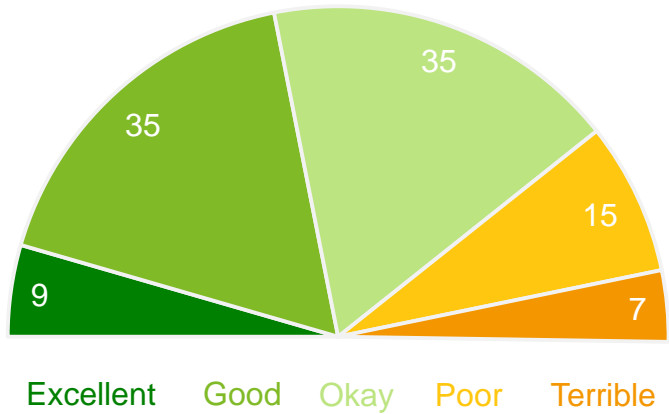
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 321).

# Playgrounds, parks and reserves

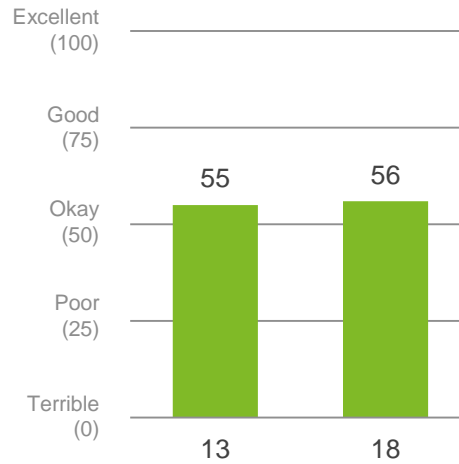
## Performance ratings

% of respondents



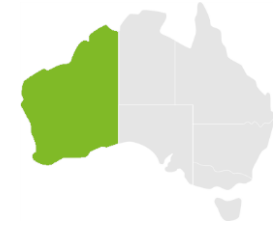
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	56
Industry High	85
Industry Standard	67

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
56	57	55	60	57	51	55	55	57	53	58	53	58	55	58	44	52

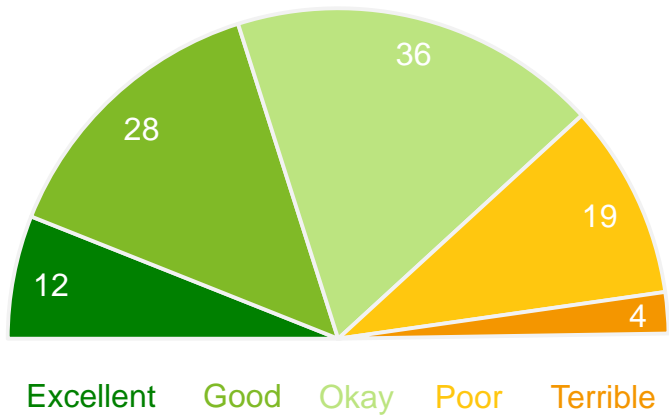
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 408).

# Library and information services

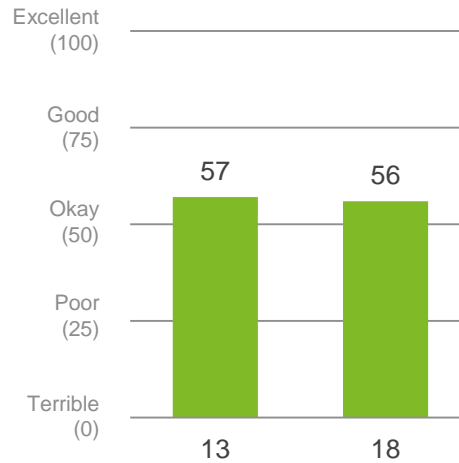
## Performance ratings

% of respondents



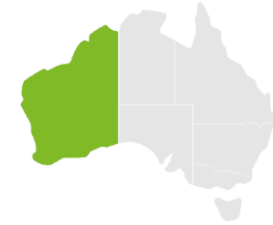
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	56
Industry High	89
Industry Standard	71

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
56	56	57	59	55	57	54	55	53	54	61	63	57	55	54	58	64

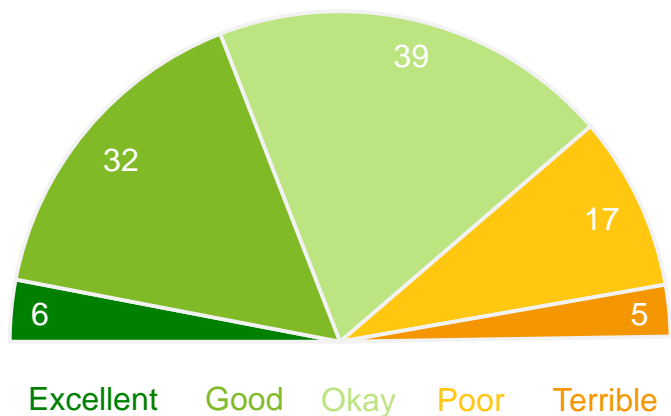
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 313).

# Festivals, events and cultural activities

## Performance ratings

% of respondents



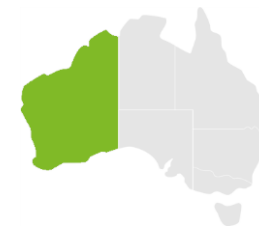
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	54
Industry High	78
Industry Standard	64

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
54	52	56	57	56	53	55	53	55	51	57	56	57	60	54	41	60

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

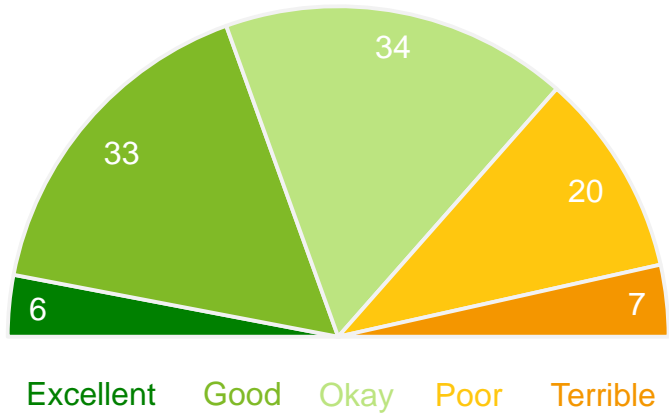
Base: All respondents, excludes 'unsure' and 'no response' (n = 372).



# How local history and heritage is preserved and promoted

## Performance ratings

% of respondents



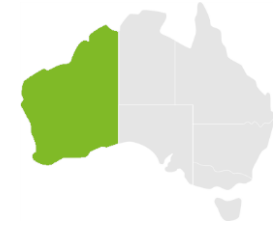
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	53
Industry High	79
Industry Standard	61

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
53	55	50	53	55	52	55	55	55	52	52	53	54	65	53	43	55

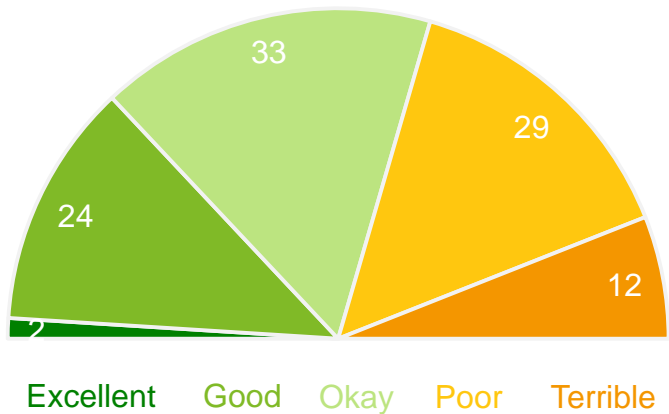
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 329).

# Safety and security

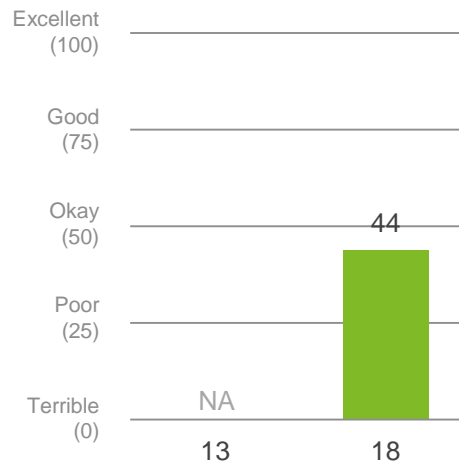
## Performance ratings

% of respondents



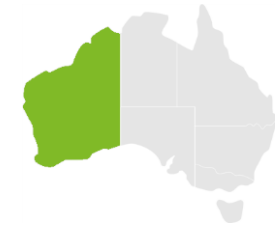
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	44
Industry High	75
Industry Standard	55

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
44	46	42	46	44	44	44	45	47	41	45	40	46	54	42	44	50

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

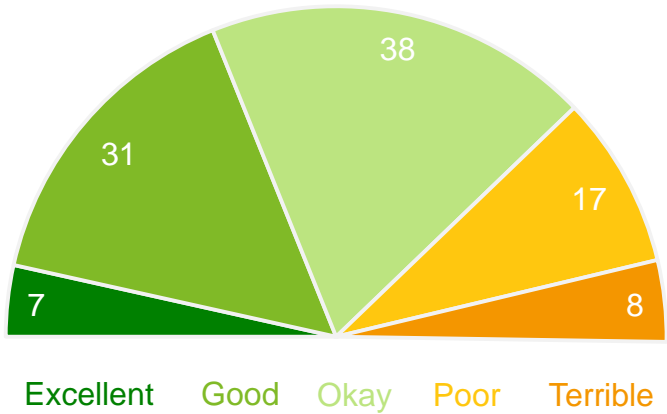
Base: All respondents, excludes 'unsure' and 'no response' (n = 390).

# Built Environment

# The area's character and identity

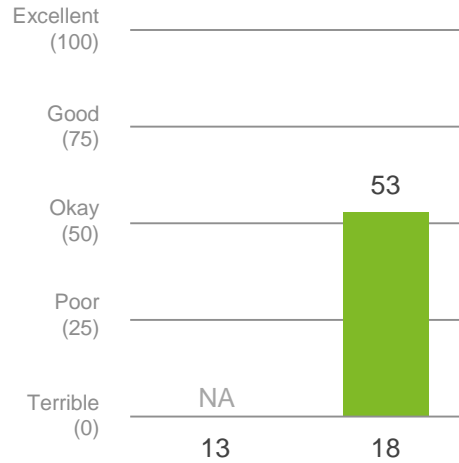
## Performance ratings

% of respondents



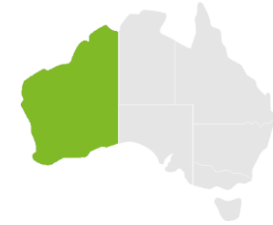
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	53
Industry High	85
Industry Standard	60

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
53	55	51	54	55	51	55	51	57	51	53	50	54	57	53	46	54

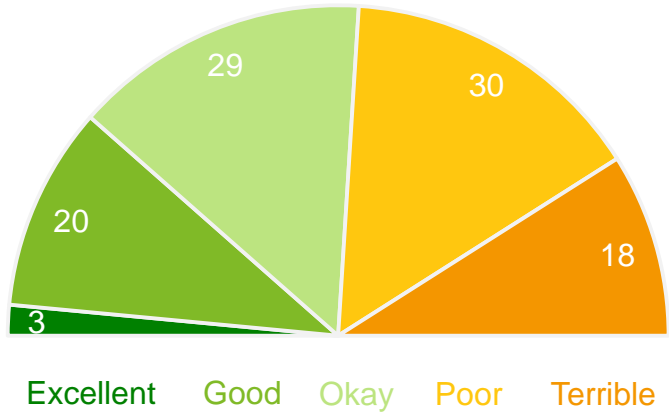
Q. How would you rate performance in the following areas?

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

# Managing growth and development

## Performance ratings

% of respondents



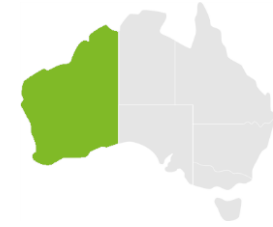
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	40
Industry High	50
Industry Standard	46

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
40	41	38	43	38	36	41	36	44	36	42	39	43	53	42	30	36

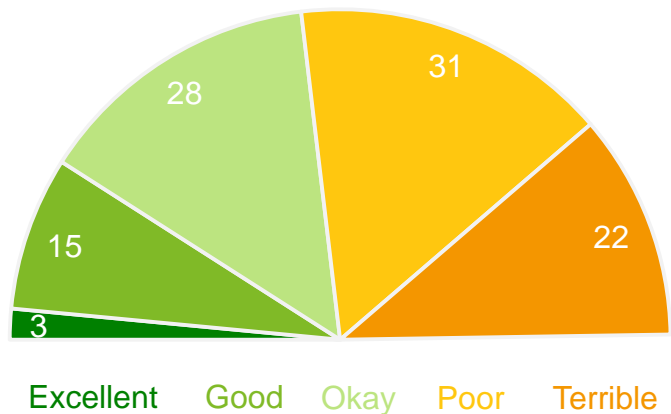
Q. How would you rate performance in the following areas?

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

# Planning and building approvals

## Performance ratings

% of respondents



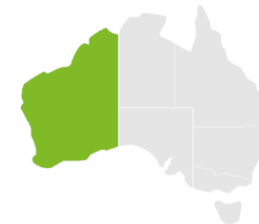
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	37
Industry High	65
Industry Standard	45

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
37	37	36	38	41	35	37	32	41	34	37	36	43	55	39	27	32

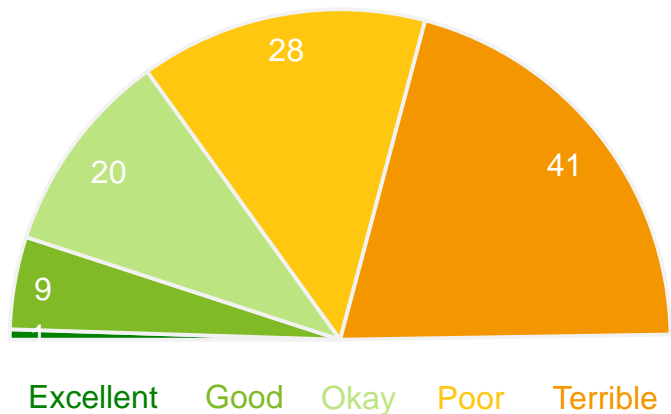
Q. How would you rate performance in the following areas?

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

# Building and maintaining local roads

## Performance ratings

% of respondents



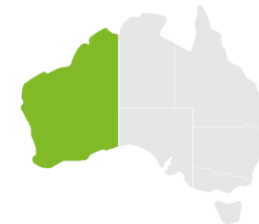
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	26
Industry High	80
Industry Standard	53

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
26	28	22	28	28	21	25	24	22	23	31	26	32	42	25	23	29

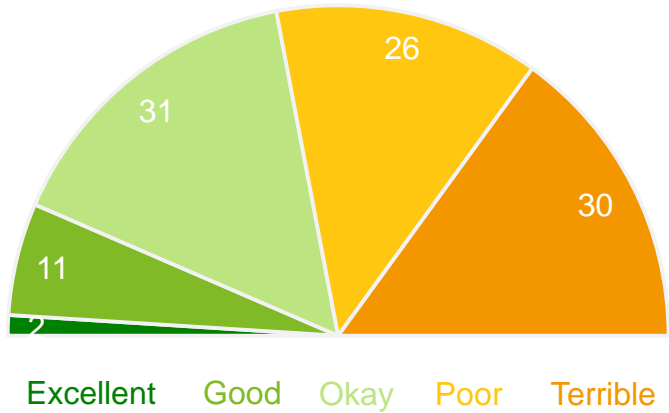
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 414).

# Traffic management and control on local roads

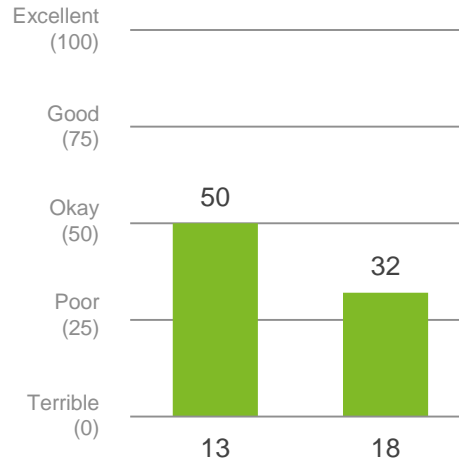
## Performance ratings

% of respondents



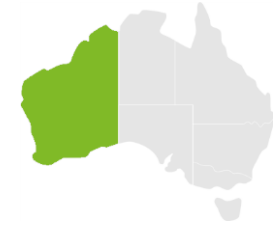
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	32
Industry High	67
Industry Standard	53

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
32	34	30	35	34	27	30	31	31	28	38	35	36	42	31	27	37

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

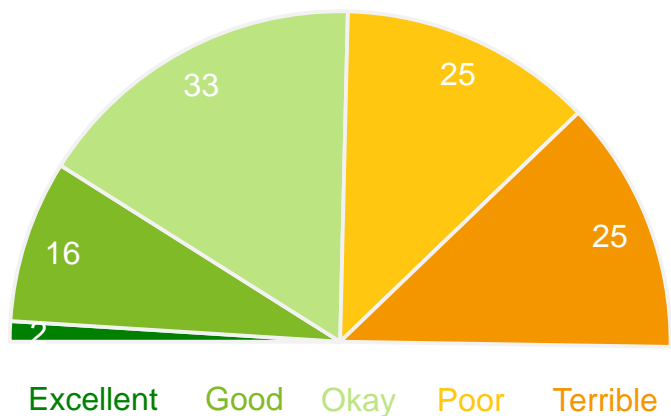
Base: All respondents, excludes 'unsure' and 'no response' (n = 413).



# Footpaths, trails and cycleways

## Performance ratings

% of respondents



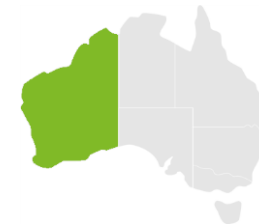
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	36
Industry High	71
Industry Standard	53

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
36	39	33	38	41	32	40	32	38	34	38	39	40	46	37	27	37

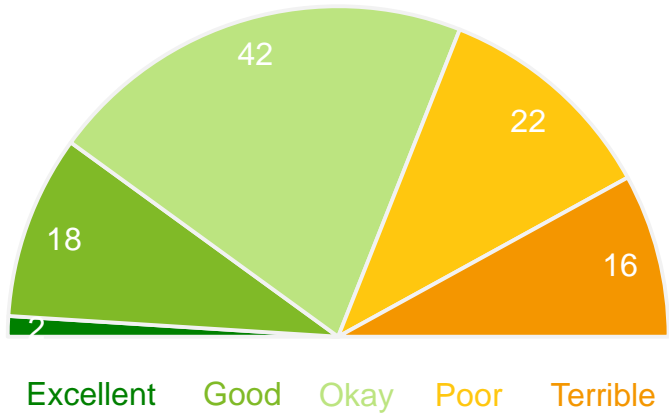
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 412).

# Streetscapes

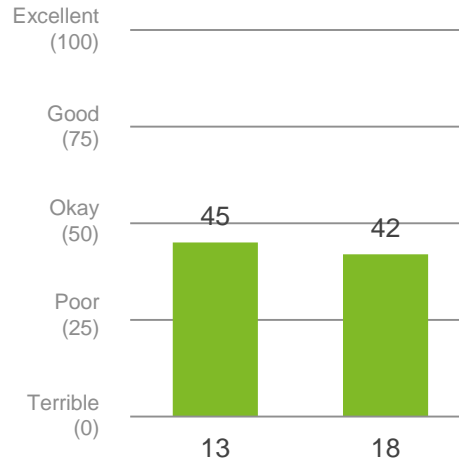
## Performance ratings

% of respondents



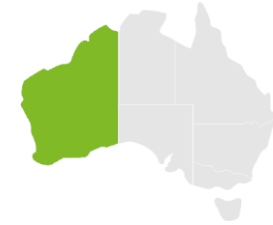
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	42
Industry High	83
Industry Standard	55

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
42	43	42	45	42	41	46	39	39	41	45	44	45	43	42	32	46

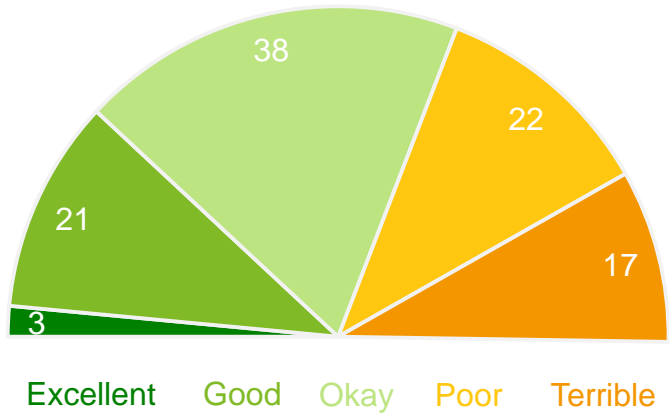
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 404).

# Storm water drainage

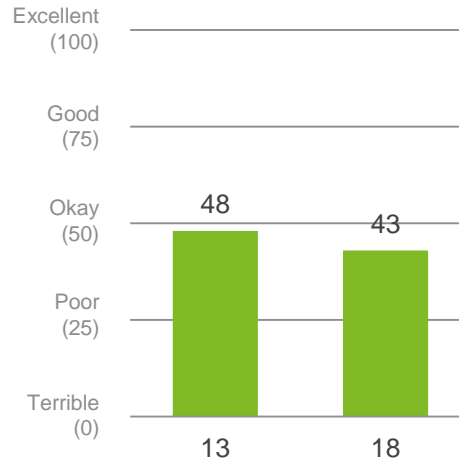
## Performance ratings

% of respondents



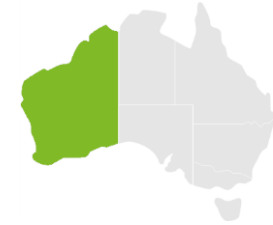
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	43
Industry High	79
Industry Standard	52

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
43	47	38	45	45	43	41	37	46	42	42	42	47	52	45	26	43

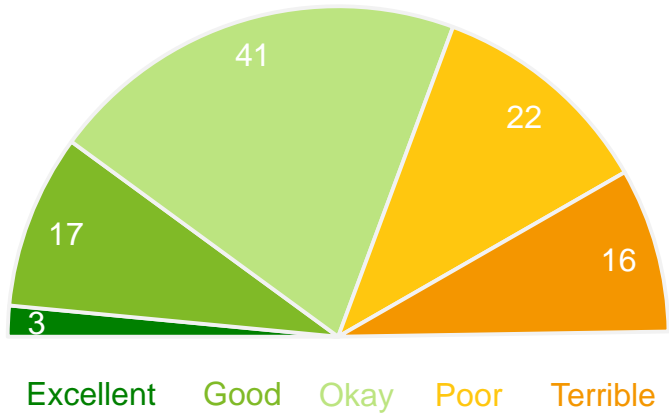
Q. How would you rate performance in the following areas?

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

# Lighting of streets and public places

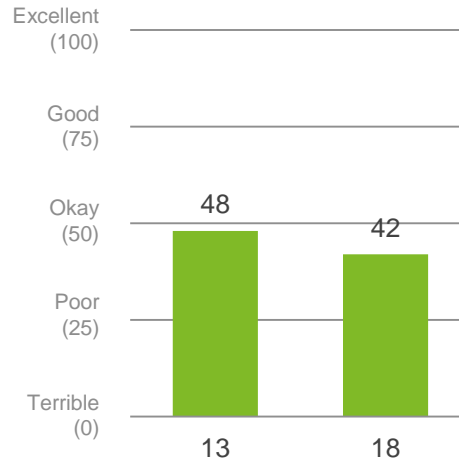
## Performance ratings

% of respondents



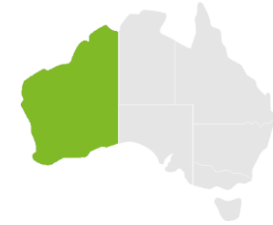
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	42
Industry High	65
Industry Standard	55

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
42	45	39	45	41	40	40	39	40	38	48	44	46	53	42	35	45

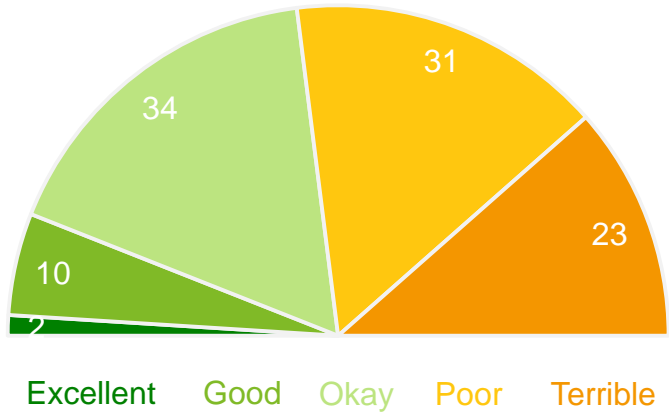
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 415).

# Access to public transport

## Performance ratings

% of respondents



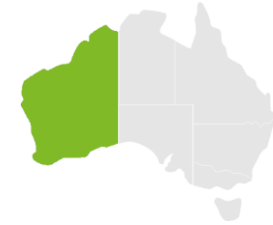
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	34
Industry High	85
Industry Standard	60

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
34	35	33	37	36	35	30	27	34	33	36	35	38	40	38	26	26

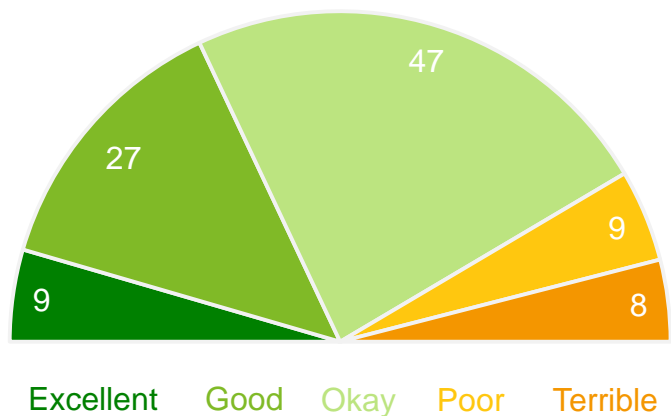
Q. How would you rate performance in the following areas?

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

# Access to housing that meets your needs

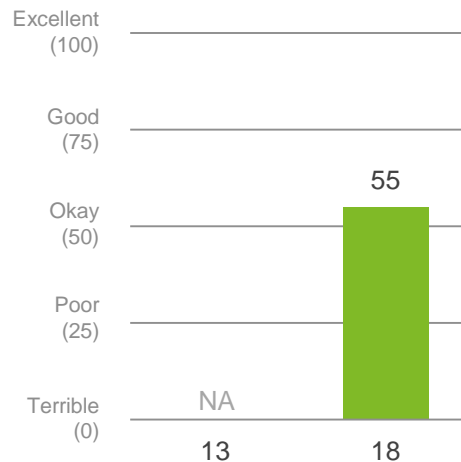
## Performance ratings

% of respondents



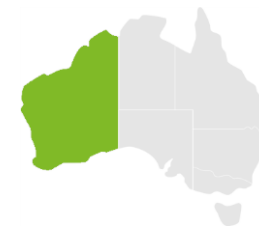
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	55
Industry High	68
Industry Standard	59

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
55	57	53	58	56	53	60	53	58	54	55	52	57	53	56	53	54

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

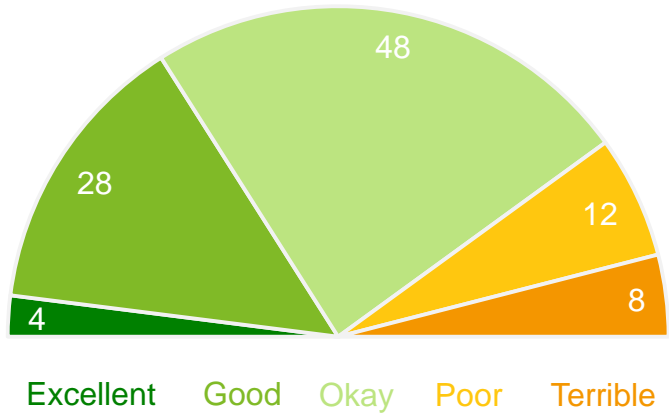
Base: All respondents, excludes 'unsure' and 'no response' (n = 331).

# Natural Environment

# Conservation & environmental management

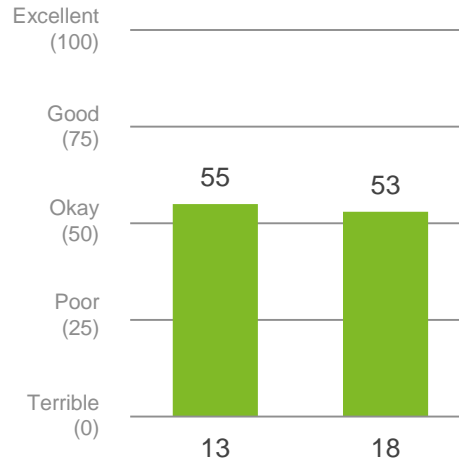
## Performance ratings

% of respondents



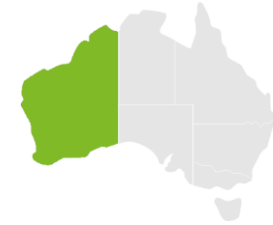
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	53
Industry High	76
Industry Standard	58

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
53	55	49	53	56	54	54	50	60	50	51	51	54	62	53	42	54

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

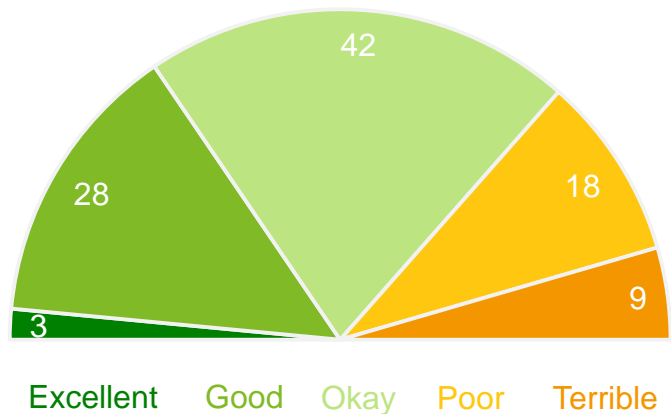
Base: All respondents, excludes 'unsure' and 'no response' (n = 369).



# Efforts to promote & adopt sustainable practices

## Performance ratings

% of respondents



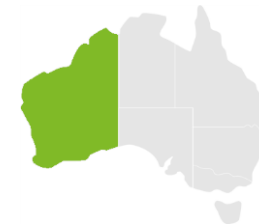
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	49
Industry High	68
Industry Standard	55

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
49	51	47	50	52	50	51	47	54	46	50	49	50	56	50	38	48

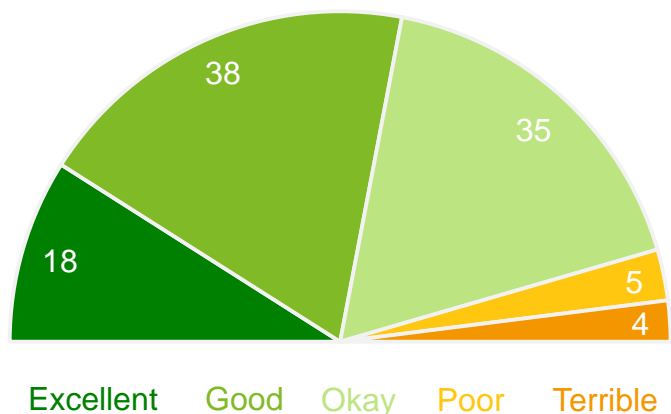
Q. How would you rate performance in the following areas?

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

# Weekly rubbish collections

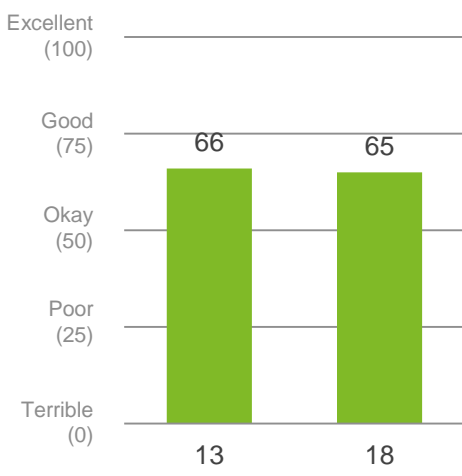
## Performance ratings

% of respondents



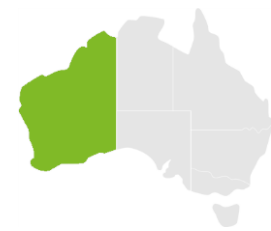
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	65
Industry High	86
Industry Standard	75

## Variances across the community

Performance Index Score

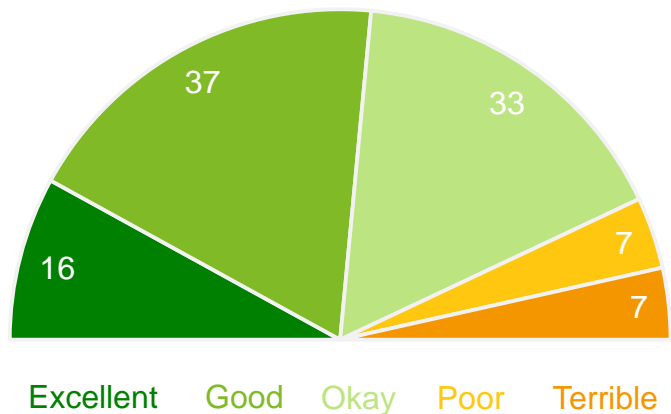
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	North Ward	North West Ward	Southern Ward
65	66	64	68	67	64	63	65	68	62	67	61	67	71	66	63	63

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 421).

# Fortnightly recycling collections

## Performance ratings

% of respondents



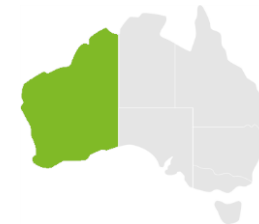
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	62
Industry High	84
Industry Standard	73

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
62	63	60	66	58	58	55	60	66	58	64	57	64	73	62	63	59

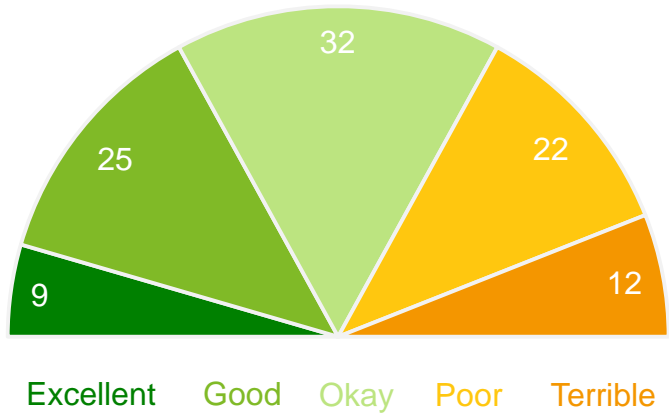
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 418).

# Verge-side bulk rubbish collections

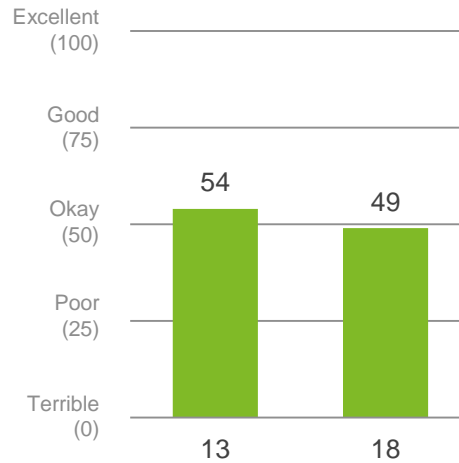
## Performance ratings

% of respondents



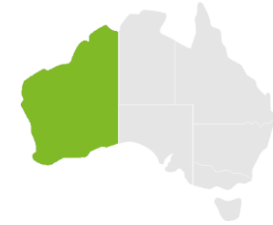
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	49
Industry High	86
Industry Standard	71

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
49	51	47	54	49	44	44	46	47	45	54	49	51	52	48	45	52

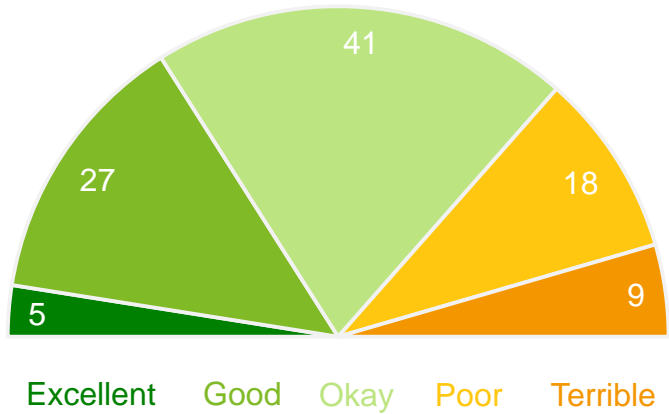
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 405).

# Management of food, health, noise and pollution issues

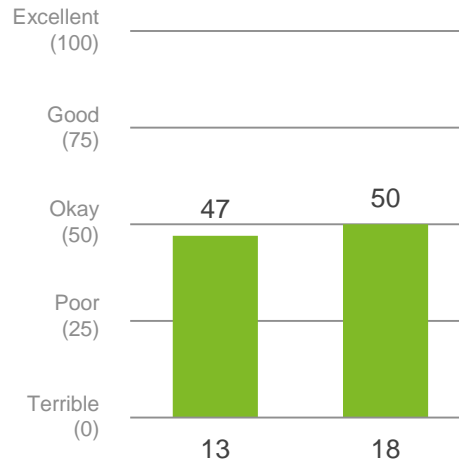
## Performance ratings

% of respondents



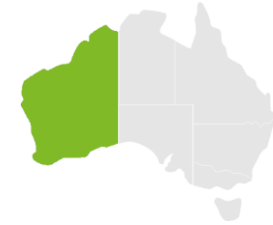
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	50
Industry High	74
Industry Standard	57

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
50	52	49	50	56	52	51	51	57	47	49	56	52	60	51	43	51

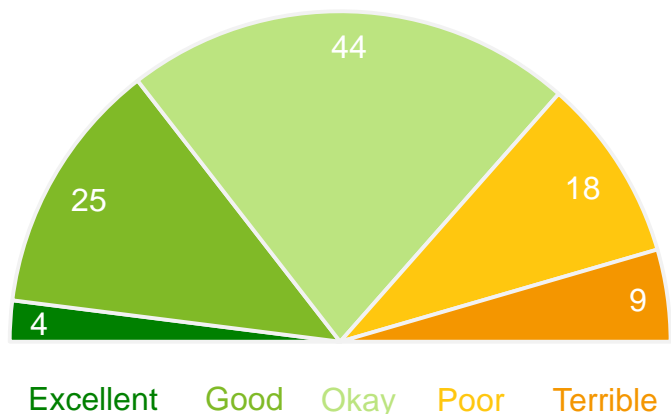
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 321).

# Animal and pest control

## Performance ratings

% of respondents



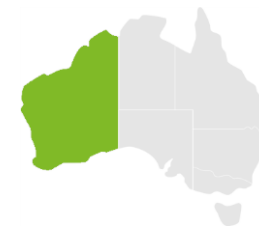
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	49
Industry High	69
Industry Standard	55

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
49	49	50	50	51	49	52	52	53	47	49	51	52	59	50	44	49

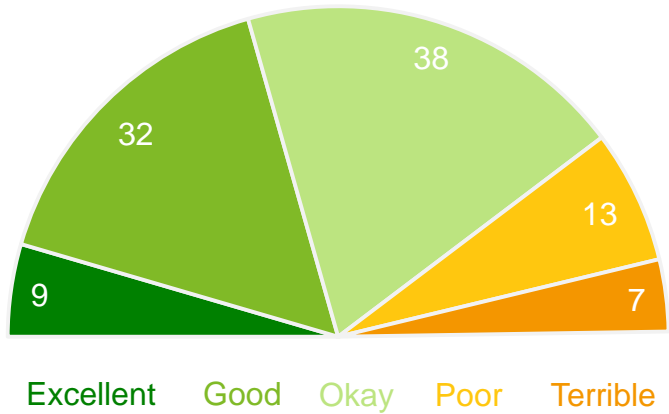
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 328).

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

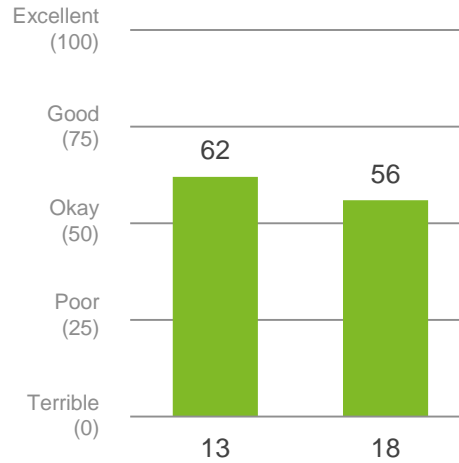
## Performance ratings

% of respondents



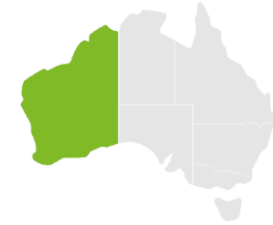
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



Shire of Serpentine Jarrahdale	56
Industry High	63
Industry Standard	54

## Variations across the community

Performance Index Score

Total	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	LOTE	North Ward	North West Ward	Southern Ward
56	57	54	58	57	55	59	55	60	51	59	60	58	56	56	51	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 317).

# Overview of Community Variances



# Summary of community variances

## Leadership, communication and economic development



	Total	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	LOTE	North Ward	North West Ward	Southern Ward
Place to live	70	71	70	72	69	69	65	69	72	66	73	76	70	63	69	67	77
Governing organisation	43	44	42	45	43	37	44	43	44	38	46	42	48	44	43	43	42
Value for money from rates	26	28	25	32	21	20	21	26	19	22	36	27	31	39	26	21	31
Council's leadership	36	38	34	39	36	33	38	34	37	33	39	34	42	43	35	37	39
Advocacy and lobbying	37	39	36	41	37	35	37	34	35	34	42	36	41	42	38	33	37
Consultation	35	37	34	37	34	33	38	37	35	33	37	34	39	46	35	33	37
Informed	41	42	40	41	42	44	43	41	44	39	42	37	45	58	40	32	47
The Scarp Voice	46	47	45	49	43	44	52	48	41	43	51	48	51	62	46	38	51
Shire's newsletter	46	48	45	48	45	47	49	47	44	43	51	45	52	58	46	37	51
Shire's website	50	51	48	52	48	48	51	53	49	48	53	49	53	58	50	45	50
Social media presence	47	47	46	47	46	48	56	48	49	45	47	43	50	62	46	36	52
Customer service	49	49	49	50	50	46	55	50	53	45	51	50	51	63	50	42	49
Economic development	44	45	45	47	48	39	49	36	48	41	46	41	50	56	48	34	37
Education & training opportunities	49	51	48	54	51	40	45	46	49	46	54	48	51	57	51	41	46
Jarrahdale Town Centre	46	48	43	49	46	40	35	42	44	42	51	47	52	56	49	39	41
Mundijong Town Centre	49	50	47	51	50	45	44	50	46	45	53	53	52	51	52	41	45
Serpentine Town Centre	41	42	38	43	42	36	37	38	40	39	43	35	45	50	46	35	34
Byford Town Centre	51	53	48	54	52	44	48	45	56	45	54	51	58	73	52	44	46

# Summary of community variances

## Community development

	Total	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	LOTE	North Ward	North West Ward	Southern Ward
Youth	41	43	38	43	44	37	35	39	42	37	44	44	45	57	42	41	37
Seniors	39	40	37	42	39	37	40	34	43	36	39	35	43	55	39	38	38
Disability	36	38	33	36	42	37	39	28	42	33	35	35	41	52	38	35	30
Buildings, halls and toilets	47	49	45	50	47	44	44	48	51	43	50	45	49	53	49	40	46
Health and community services	54	55	53	57	55	52	57	51	58	50	55	52	59	63	56	45	49
Sport and recreation	53	53	52	55	54	50	49	49	53	50	55	53	54	50	54	47	51
The Rec Centre	62	62	62	62	64	63	65	58	61	59	65	68	63	53	64	50	60
Playgrounds, parks & reserves	56	57	55	60	57	51	55	55	57	53	58	53	58	55	58	44	52
Library and information	56	56	57	59	55	57	54	55	53	54	61	63	57	55	54	58	64
Festivals, events & cultural activities	54	52	56	57	56	53	55	53	55	51	57	56	57	60	54	41	60
History and heritage	53	55	50	53	55	52	55	55	55	52	52	53	54	65	53	43	55
Safety and security	44	46	42	46	44	44	44	45	47	41	45	40	46	54	42	44	50

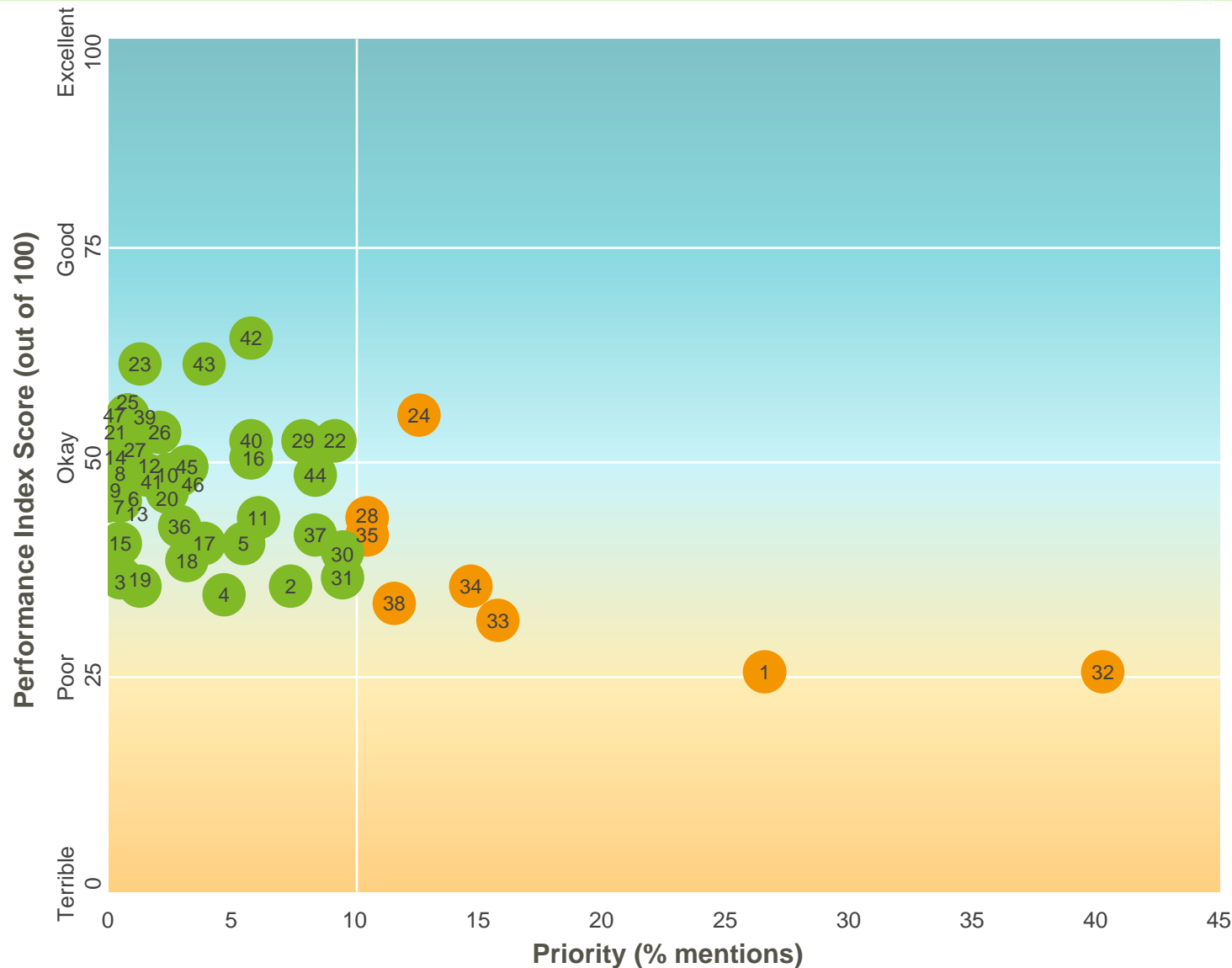
# Summary of community variances

## Built and natural environment

	Total	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	LOTE	North Ward	North West Ward	Southern Ward
Character and identity	53	55	51	54	55	51	55	51	57	51	53	50	54	57	53	46	54
Managing growth and development	40	41	38	43	38	36	41	36	44	36	42	39	43	53	42	30	36
Planning and building	37	37	36	38	41	35	37	32	41	34	37	36	43	55	39	27	32
Local roads	26	28	22	28	28	21	25	24	22	23	31	26	32	42	25	23	29
Traffic management	32	34	30	35	34	27	30	31	31	28	38	35	36	42	31	27	37
Footpaths, trails & cycleways	36	39	33	38	41	32	40	32	38	34	38	39	40	46	37	27	37
Streetscapes	42	43	42	45	42	41	46	39	39	41	45	44	45	43	42	32	46
Storm water drainage	43	47	38	45	45	43	41	37	46	42	42	42	47	52	45	26	43
Lighting	42	45	39	45	41	40	40	39	40	38	48	44	46	53	42	35	45
Public transport	34	35	33	37	36	35	30	27	34	33	36	35	38	40	38	26	26
Access to housing	55	57	53	58	56	53	60	53	58	54	55	52	57	53	56	53	54
Conservation & environment	53	55	49	53	56	54	54	50	60	50	51	51	54	62	53	42	54
Sustainable practices	49	51	47	50	52	50	51	47	54	46	50	49	50	56	50	38	48
Weekly rubbish	65	66	64	68	67	64	63	65	68	62	67	61	67	71	66	63	63
Fortnightly recycling	62	63	60	66	58	58	55	60	66	58	64	57	64	73	62	63	59
Verge-side bulk rubbish	49	51	47	54	49	44	44	46	47	45	54	49	51	52	48	45	52
Food, health, noise & pollution	50	52	49	50	56	52	51	51	57	47	49	56	52	60	51	43	51
Animal and pest control	49	49	50	50	51	49	52	52	53	47	49	51	52	59	50	44	49
Natural disaster prevention	56	57	54	58	57	55	59	55	60	51	59	60	58	56	56	51	56

# Community Priorities

# MARKYT Community Priorities Window™



- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Consultation
- 5 Informed
- 6 The Scarp Voice
- 7 Shire's newsletter
- 8 Shire's website
- 9 Social media presence
- 10 Customer service
- 11 Economic development
- 12 Education & training opportunities
- 13 Jarrahdale Town Centre
- 14 Mundijong Town Centre
- 15 Serpentine Town Centre
- 16 Byford Town Centre
- 17 Youth
- 18 Seniors
- 19 Disability
- 20 Buildings, halls and toilets
- 21 Health and community services
- 22 Sport and recreation
- 23 The Rec Centre
- 24 **Playgrounds, parks & reserves**
- 25 Library and information
- 26 Festivals, events & cultural activities
- 27 History and heritage
- 28 **Safety and security**
- 29 Character and identity
- 30 Managing growth and development
- 31 Planning and building
- 32 **Local roads**
- 33 **Traffic management**
- 34 **Footpaths, trails & cycleways**
- 35 **Streetscapes**
- 36 Storm water drainage
- 37 Lighting
- 38 **Public transport**
- 39 Access to housing
- 40 Conservation & environment
- 41 Sustainable practices
- 42 Weekly rubbish
- 43 Fortnightly recycling
- 44 Verge-side bulk rubbish
- 45 Food, health, noise & pollution
- 46 Animal and pest control
- 47 Natural disaster prevention

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

Q. Which areas would you most like the Shire of Serpentine Jarrahdale to focus on improving? Base: All respondents, excludes no response (n = 380)

# Building and maintaining local roads

## Challenges | identified by the community

- Pot holes and damaged road surfaces across the Shire.
- Poor quality maintenance and upgrades.
- Damage caused to vehicles.
- Existing roads not built to manage current population.
- A priority for 40% of the community.

## Actions | suggested by the community

1. Upgrade local roads.
2. Improve quality and maintenance of road surfaces, ensuring longer-lasting results.
3. Fix and widen main thoroughfares including Abernethy, Thomas and Hopkinson Roads.
4. Build more roads to cater for the growing population.
5. Lobby for Tonkin Highway extension.

## Community Voices

“The road maintenance to be improved. There are a lot of pot holes that seem to be required to be re-patched all the time.”

“Roads, by repairing the numerous potholes and damaged asphalt.”

“Roads! Plan more effectively to save money and establish quality roads and infrastructure. I get a bit sick of pot holes etc. Our poor cars. Just do it properly in the first place.”

“Pot holes on Thomas road and Abernethy road.”

“Tonkin Hwy extension to save lives. Upgrade Hopkinson and Thomas Rd intersection with a roundabout. Extend Rowley Rd.”

“Roads! Some are in a poor state and main roads need upgrading. Great new shops and local businesses that are hard to access because Abernathy Rd is a joke.”

“Road conditions. The roads are in terrible condition in some parts of Byford and the council has neglected them for long enough.”

“The roads are dangerous and badly in need of fixing/widening. The shire is the fastest growing in the country but we are still driving around on small country roads without lines in the Oakford area.”

“Roads and Infrastructure. Our rates are very expensive and the community is forced to use out of date and unsafe roads. Most of the road system was here well before all the new development, with very little done to cope with the huge increase in use. It’s just plain dangerous, and year after year more housing is built with no upgrades.”

“Developing road infrastructure before development and make use of temporary roads. Safety of all road users at critical intersections.”

# Value for money from Council rates

## Challenges | identified by the community

- High rates compared to other local councils.
- Considered expensive compared to property values in the area.
- Perceived lack of value.
- Lack of communication regarding how rates are spent.
- Tip passes no longer included with rates.
- Limited infrastructure.
- A priority for 27% of the community.

## Actions | suggested by the community

1. Reduce Shire rates and limit rate increases.
2. Increase transparency and communicate how rates are spent.
3. Improve local infrastructure.
4. Reintroduce tip passes with rates.
5. Ensure fair distribution of rates across the Shire area.

## Community Voices

“Compared to the rest of Perth our rates are up there with the most expensive, other than rubbish/recycle collection - what does our rates get us?”

“Reducing council rates. They are some of the highest in the state and even the country.”

“We get no value for the ridiculously high rates. Not even a tip pass. Rate price is a rip-off. No footpaths in our area.”

“Reducing the rates. Including tip passes in our rates.”

“Giving ratepayers more bang for buck. I fail to see justification for repeated rate increases when services provided do not increase. I fail to see justification for repeated rate increases when SJ has one of the fastest growing residential areas in the country.”

“The price of the rates!!! Far too expensive!!! It's excessive!! I pay \$2500 to have my bins emptied and to drive on poorly designed and maintained roads. Disgusting.”

“Lowering its rates prices OR providing amenities that make it WORTH paying the thousands of dollars every year. Incredibly profitable shire, what do we as ratepayers get from it?”

“Demonstrating clearly where our rates are being spent. As one of the fastest growing areas the council is raking in the rates, yet little value is being returned.”

“For the amount of rates we pay, better services i.e. three bin policies that other councils use, better planning and infrastructure, better roads, better playgrounds and better maintenance of all our communities across the council.”

“The Shire outside of Byford. We pay the same rates and yet find we get very little development or maintenance.”

# Traffic management and control on local roads

## Challenges | identified by the community

- Major congestion in and around Byford Town Centre.
- Difficult to access local shopping and schools.
- Dangerous intersections along Abernethy Road and Thomas Road.
- Roads unable to cater for increasing traffic.
- A priority for 16% of the community.

## Actions | suggested by the community

1. Make intersections safer in Byford Town Centre.
2. Widen Abernethy Road and other main thoroughfares.
3. Improve traffic flow in and out of local shopping areas.
4. Ensure safe pedestrian access to local schools along Abernethy Road.
5. Improve planning of road infrastructure to handle population growth.

## Community Voices

“Improving traffic congestion due to higher population now here; infrastructure spread over Byford, seems built up on main arterial roads; very congested (at the moment).”

“Various intersections across the Byford area are dangerous with current traffic levels, and they will only get worse as the population increases.”

“In the Byford area the traffic that now has become shocking. South West Hwy onto Abernethy Rd at times is just as bad as Denny Ave in Kelmscott the Shire has learnt nothing, traffic from the shops onto Abernethy and the school all converge at the same time it's a shambles, also at the lights South West Hwy onto Abernethy.”

“Road safety and flow to keep up with population and increase in shops/businesses. Thomas/Kardan, Abernethy widening including footpath for safe school access, roundabouts/improvement Kardan/Toulamarine/Abernethy.”

“Major road crossings need more traffic control e.g. Abernethy and Hopkinson Rd. Kargotich and Thomas Rd.”

“Quality of roads in area, Abernethy Road in particular is disgraceful. Shouldn't have built shops and amenities if you weren't going to upgrade road for traffic flow.”

“Safety of our roads and busy intersections, particularly near schools. Better planning to manage increased traffic with increasing population.”

“Thomas Rd and Hopkinson roads/intersections are extremely dangerous. Talk of the Tonkin being extended can no longer be the excuse for not upgrading these roads and intersections.”

“I would like to see Byford shops along the South Western Highway have better access from the other side of the road, and there is no turning facility (e.g. roundabout or U-turn) if you live south when exiting their driveways.”



## Challenges | identified by the community

- Unsafe footpaths and cycleways.
- Poor connectivity.
- Lack of footpath maintenance including uneven surfaces and overhanging vegetation.
- A priority for 15% of the community.

## Actions | suggested by the community

1. Improve footpath connectivity across the Shire.
2. Build safer footpaths and cycleways, especially along main roads.
3. Regular footpath maintenance.
4. Promote walking and riding for healthy living.

## Community Voices

“More safe pedestrian and bicycle friendly paths across the shire connecting the various main road arteries to promote a healthy and safe walk/ride for adults and kids alike instead of jumping in the car to go just a few kilometres down the road.”

“With the large growth we need better connected bike/pedestrian paths.”

“More footpaths for children and elderly.”

“Promoting sustainable transport options such as walking and cycling by providing the necessary infrastructure beforehand and in a less haphazard way would greatly appreciated.”

“Having footpaths that are safe to walk on so one can walk to the town centre without having to walk on the road sharing it with oncoming traffic. Having a separate cycle way network that is safe to use so one can ride to the town centre without having to share congested roads with vehicles competing for space. There should be a well maintained separate cycle way connecting the four town sites together.”

“Bike paths or larger shoulder required on main thoroughfares.”

“Bike paths - on main roads e.g. Thomas Rd, Abernethy.”

“We definitely need more footpaths along Kardan Boulevard, Byford.”

“Footpaths in suburbs other than Byford. Particularly Serpentine and surrounding areas.”

“I hope the bridle trails are still considered with new estates not only for horses but walkers and keeping the rural aspect.”

“Footpaths and verges maintained better.”

“Footpaths in areas that are still developing are overgrown.”

## Challenges | identified by the community

- Not enough local parks.
- Lack of play equipment.
- Limited upkeep and maintenance.
- A priority for 13% of the community.

## Actions | suggested by the community

1. Increase the number of parks and open spaces.
2. Introduce a designated dog park.
3. Install more playgrounds, barbecues, picnic areas and rubbish bins etc.
4. Ensure regular park and playground maintenance.
5. Protect nature reserves.

## Community Voices

“A decent playground for children the ones already here are awful. Need a big playground like the one in Sienna Wood etc.”

“Parklands and parks for children and access to outdoor activities.”

“Parks are all poorly done. The nicest lake (Byford Glades) has no play equipment or good grassy picnic areas. Please see Baldivis or new Armadale areas (shipwreck park for example) for decent suburb development.”

“Before it's too late - more parks!”

“Providing adequate sporting facilities and modern day parks for kids and family.”

“More Parks/Open Spaces. A dog park would be phenomenal (Glades/Byford West/Kalimna).”

“Some decent dog parks, and not a small piddly thing. A good size dog park where dogs can be off their leads and fetch a "thrown" toy.”

“A dog park as promised - there is nowhere enclosed in Byford we can take our dogs.”

“Please continue to provide open space corridors in all developments...High density housing desperately needs areas for people to walk their dogs and natural areas left for animal habitat. This increases inhabitants wellbeing to retain this link to nature.”

“Parklands upkeep - clearing of rubbish, maintenance of gardens, poop bag dispensers & bins checked weekly, in need of more rubbish bins, more rangers servicing the area.”

“Quality of the environment, in the ten years we have been living here, virtually nothing has been done to the local park.”

## Challenges | identified by the community

- Lack of public transport connectivity.
- Limited bus services.
- A priority for 12% of the community.

## Actions | suggested by the community

1. Lobby for Armadale train line extension.
2. Increase bus services, especially at peak periods and on weekends.
3. Improve public transport access to Kwinana, Rockingham, local schools and universities.

## Community Voices

“Public transport needs to be improved. No bus service at all to Serpentine.”

“Better public transport and bike lanes/footpaths please.”

“Frequent, reliable train services connecting to the Armadale line.”

“Public transport, they must ensure that the railway is extended from Armadale.”

“More public transport through Byford on Sundays and late Saturday night. Kids cannot get to jobs as they do not drive. Train would help been waiting 8 years now.”

“I would love to see the railway line extended to Byford. I feel now the town is growing we really need access instead of having to run to Armadale.”

“The access to public transport. The train to the city extended from Armadale to Byford and nearby Mundijong. A bus connecting from Serpentine to get to Kwinana train line to enhance senior school opportunities from Serpentine.”

“A bus route to Thomas Rd to the Kwinana Train Station for a direct connection to the City (i.e. for uni students to the city, Murdoch, Curtin Unis). Train from Byford to the City (it's supposed to be coming?).”

“Public transport, especially to Rockingham area.”

“The transport needs to be addressed - how do 16 and 17 year olds go to work when there is one bus at 6.30am, one bus at 7.30am, then one at about 8.00 from Mundijong? ...At that time of morning there should be a bus at least every 30 minutes to allow people to connect to other buses and trains and go to school.”

“With the lack of public transport access and the high rates I struggle to see the value in living in Byford.”

## Challenges | identified by the community

- Unkempt verges.
- Unappealing streetscapes.
- Littering.
- A priority for 11% of the community.

## Actions | suggested by the community

1. Increase mowing and maintenance of Council verges.
2. Encourage residents to improve verge maintenance and keep their properties tidy.
3. Improve streetscapes and suburb entrances across the Shire.
4. Target littering and install more public bins.

## Community Voices

“Verges could be a bit tidier in some places.”

“Servicing verges and storm water drains.”

“Mowing verges frequently and more street lights.”

“We LOVE living in this area, PLEASE JUST TIDY UP OUR AREA!!!!”

“Keeping the streets clean, place public bins and use our ridiculous high land rates to pay for that.”

“Services in relation to dog litter and overall litter in the area.”

“Public amenities, including sufficient rubbish collection points around newly built businesses.”

“The property verges in front of properties. Provide greater assistance and encouragement for property owners to take pride in their street scape.”

“Shire owned areas of my area are often left unkempt and require myself or others to call to request these be attended to. It’s disappointing to see new areas maintained with parks and adjacent lawn areas next to properties being well maintained while older areas are a bit more neglected.”

“Providing better street appeal for the amenities in the Darling Downs area!”

“Start improving the look of Byford!!”

“Improve on the landscaping in my home town of Serpentine. Add more features with Nature plants, etc.”

## Challenges | identified by the community

- Perceived increase in crime.
- Hooning and unsafe off-road driving.
- Unruly behaviour.
- Break-ins and theft.
- A priority for 11% of the community.

## Actions | suggested by the community

1. Increase security and police presence.
2. Lobby for 24/7 Police Station.
3. Improve monitoring of off-road and unlicensed vehicles in parks and bush areas.
4. Increase street lighting and CCTV.
5. Address youth crime and drug abuse.
6. Help to provide more opportunities and recreation for youth.

## Community Voices

“More vigilance is needed, as crime is escalating. What happened to the brand new police station being 24/7?”

“Better security. Better lighting and safer intersections for drivers and pedestrians.”

“I’m worried about the increasing number of people moving to the area that will increase the amount of crime in the area. Unfortunately I have noticed many comments on Facebook that is saying that Byford is becoming the new Armadale due to amount of crime that is happening.”

“Street lighting in Glades - CCTV cameras in parks & major facilities to counter unwanted damages & hoon driving and to improve safety to local residents.”

“The police presence in the area is abysmal. For instance trail bike riders in the Byford area make it very hazardous on a daily basis for people taking walks in the area especially with children, yet nothing is done about it.”

“Manage unlicensed trail bikes in Byford - hills and forest areas.”

“Bring back when it felt safe to live here, increase community policing. Crack down on crime!!! Give the kids a hangout space, a decent skate park that is monitored by youth workers, run some evening skate sessions, give the teenagers something to strive for and to keep them busy.”

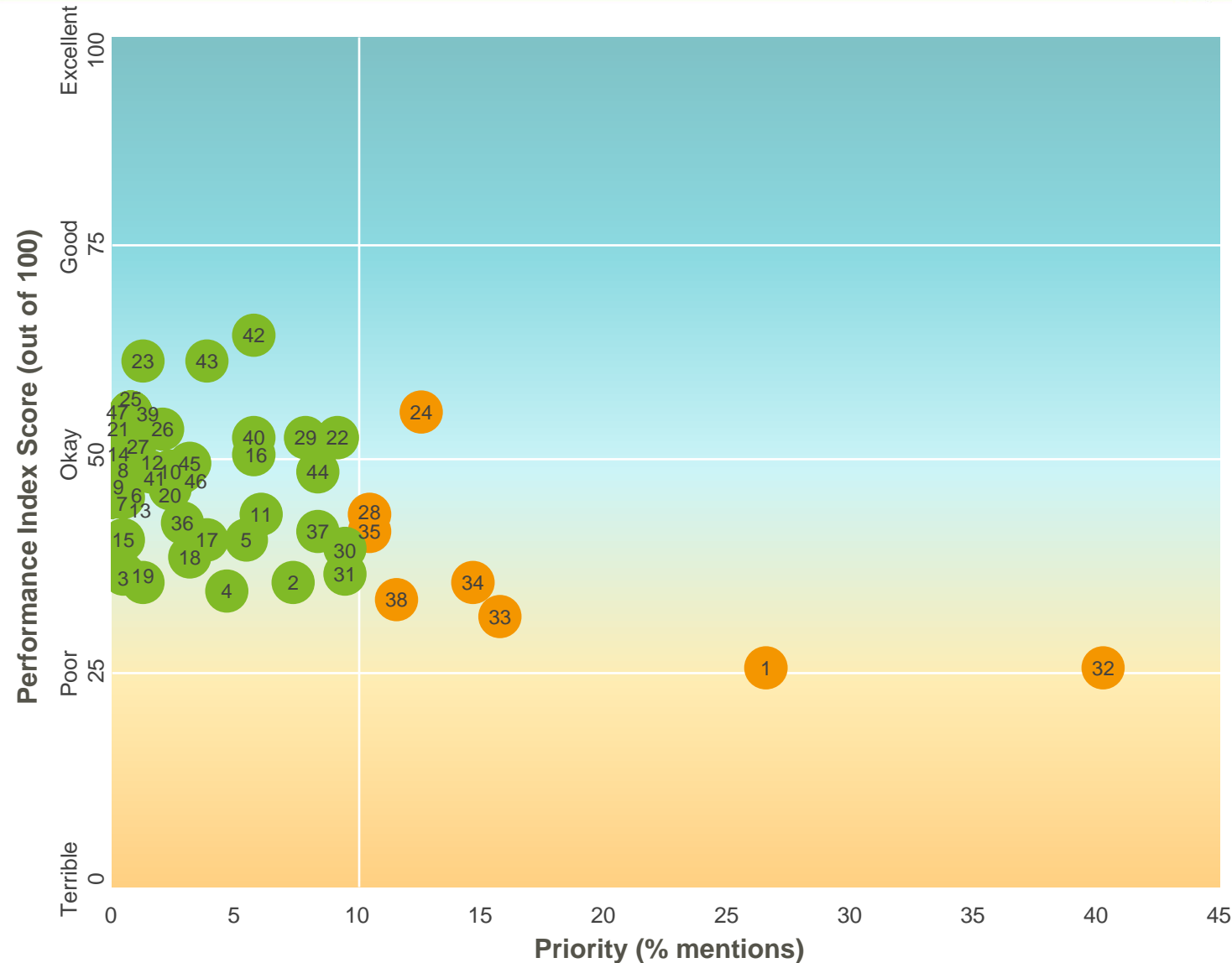
“More crime prevention, more information for teenagers around drug use.”

“Security to stop teenagers fighting at food outlets and shops, security drive-bys through the day and evening.”

Random vs Referred

# MARKYT Community Priorities Window™

Random Sample

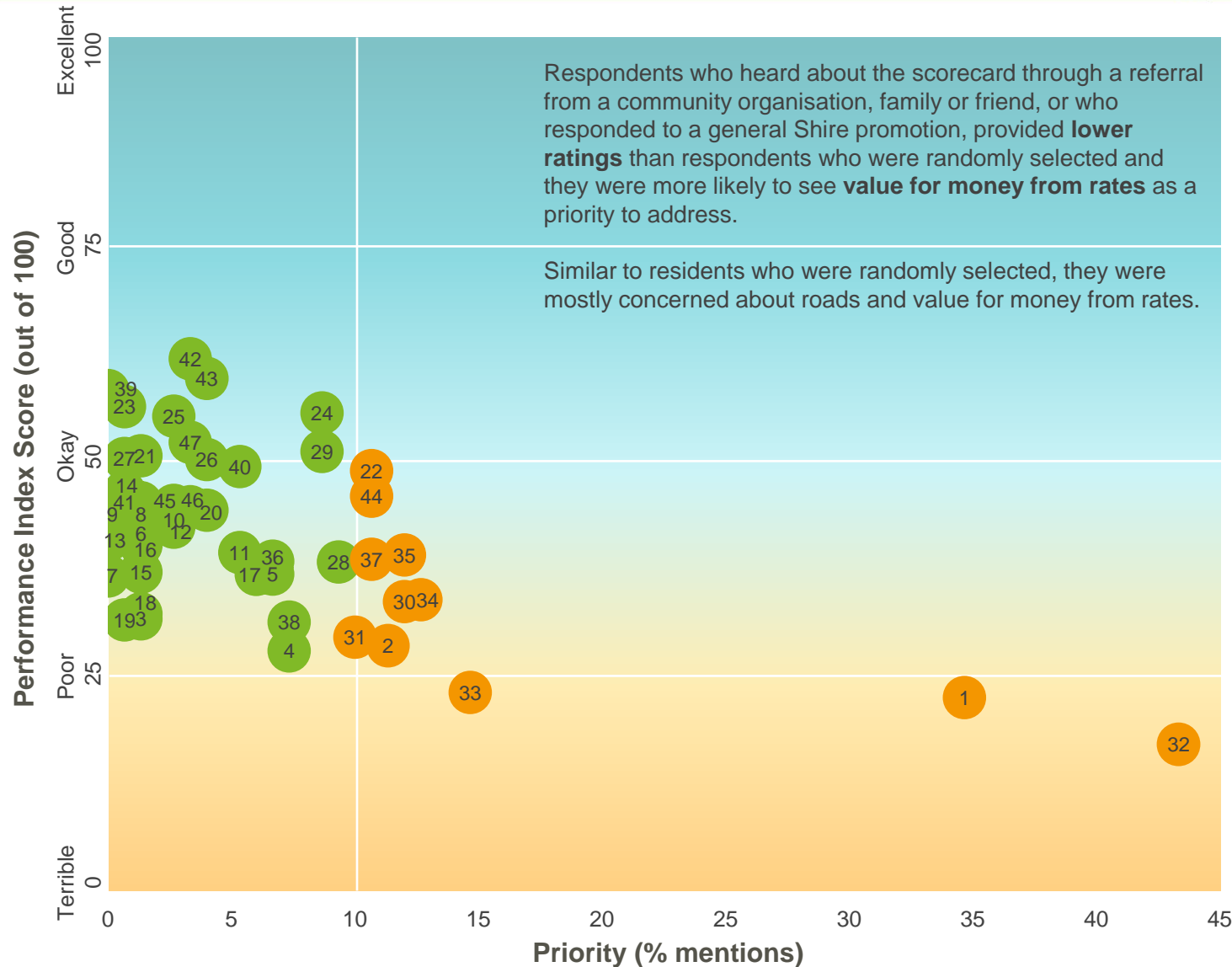


- 1 Value for money from rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Consultation
- 5 Informed
- 6 The Scarp Voice
- 7 Shire's newsletter
- 8 Shire's website
- 9 Social media presence
- 10 Customer service
- 11 Economic development
- 12 Education & training opportunities
- 13 Jarrahdale Town Centre
- 14 Mundijong Town Centre
- 15 Serpentine Town Centre
- 16 Byford Town Centre
- 17 Youth
- 18 Seniors
- 19 Disability
- 20 Buildings, halls and toilets
- 21 Health and community services
- 22 Sport and recreation
- 23 The Rec Centre
- 24 Playgrounds, parks & reserves
- 25 Library and information
- 26 Festivals, events & cultural activities
- 27 History and heritage
- 28 Safety and security
- 29 Character and identity
- 30 Managing growth and development
- 31 Planning and building
- 32 Local roads
- 33 Traffic management
- 34 Footpaths, trails & cycleways
- 35 Streetscapes
- 36 Storm water drainage
- 37 Lighting
- 38 Public transport
- 39 Access to housing
- 40 Conservation & environment
- 41 Sustainable practices
- 42 Weekly rubbish
- 43 Fortnightly recycling
- 44 Verge-side bulk rubbish
- 45 Food, health, noise & pollution
- 46 Animal and pest control
- 47 Natural disaster prevention

Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n = varies)  
 Q. Which areas would you most like the Shire of Serpentine Jarrahdale to focus on improving? Base: All respondents, excludes no response (n = 380)  
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# MARKYT Community Priorities Window™

Referred Sample



- 1 Value for money from rates
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- 46 Animal and pest control
- 47 Natural disaster prevention

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

Q. Which areas would you most like the Shire of Serpentine Jarrahdale to focus on improving? Base: All respondents, excludes no response (n = 150)



Moving Forward

# Moving Forward

Residents like the Shire as a place to live, but feel change and improvement is necessary.

- As a **place to live**, the performance index score is **70 out of 100**, up 6 index points since 2013, but trailing 7 index points behind the MARKYT® Industry Standard.
- As a **governing organisation**, the performance index score is 43; 12 index points below the MARKYT® Industry Standard.

The Shire's **strongest performing areas** were weekly rubbish collections, fortnightly recycling collections and The Rec Centre. Scores for economic development improved the most (up 8 index points), with the increase driven by improved perceptions of Mundijong Town Centre (up 10 index points) and Byford Town Centre (up 9 index points).

Moving forward the community would like the Shire to improve its understanding of community needs and focus on **7 priorities**:

1. **Local roads and traffic** especially improving road surfaces across the Shire and reducing congestion in and around the Byford Town Centre.
2. **Value for money from Council rates.** Residents perceive rates to be too high and would like to see them reduced or to receive better value services and facilities.
3. **Footpaths, trails and cycleways** across the Shire to increase connectivity, improve safety for pedestrians and cyclists, and encourage an active community.
4. **Playgrounds, parks and reserves** by increasing the number of parks, introducing dog exercise areas and installing more play equipment and facilities.
5. **Access to public transport** especially the extension of the Armadale train line and more bus services.
6. **Streetscapes** by beautifying suburb entrances and increasing verge maintenance.
7. **Safety and security** including more police, security patrols and other preventative measures.





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