



**Prepared for** 



Prepared by



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## Contents

Strategic overview	3		
Approach	5		
Overall performance	10		
MARKYT® industry comparisons	16		
MARKYT <sup>®</sup> community trends	20		
MARKYT <sup>®</sup> community priorities	23		
Community aspirations for the main priorities	26		
Performance ratings:			
Governance	33		
Asset management	42		
Compliance	55		
Discretionary services	63		
Advocacy and support for services delivered by the Australian Government, State Government,			
private industry and non-governmental organisations	73		
Overview of community variances	84		
Overview of geographical variances			
Local business views	92		
Other stakeholder views	95		



# Strategic overview

## MARKYT Strategic Overview

			_		
Vision		Liveability	Governance		Finance
					\$
22		81		54	46
% agree		Performance Index Score	Performance Index Score		Performance Index Score
Up 3% points from 2023, now 5% points <u>below</u> Industry Average		7 index points <u>above</u> Industry Average and up 1 point from 2023	3 index points <u>above</u> Industry Average and up 3 points from 2023		5 index points <u>above</u> Industry Average and up 5 points from 2023
	Top performers			<u>A</u> 1	
Strengths	<ul> <li>Library facilities and services</li> <li>Sport and recreation facilities</li> </ul>			Housing	
	Most improved		Health and		community services
	<ul> <li>Community engagement / co</li> <li>Communication</li> <li>Local roads and bridges</li> </ul>	nsultation	Priorities	<b>P</b> Footpaths, tr	rails and cycleways
	Stronger compared to othe	r councils			
	<ul> <li>Place to visit, tourism and destination marketing</li> <li>Sport and recreation facilities and services</li> <li>Town halls and community buildings</li> <li>Education and libraries</li> <li>Marine facilities</li> </ul>		Economic de Local roads		
					MARKŸT� 4

# Approach

#### Purpose



Department of Local Government, Sport and Cultural Industries

GOVERNMENT OF WESTERN AUSTRALIA

The Local Government Act requires local councils develop a **Strategic Community Plan.** IP&R guidelines suggest this plan has a major review every four years, and a minor review every two years.

## MARKYT **O** Community Scorecard

The City of Albany commissioned a MARKYT<sup>®</sup> Community Scorecard to:

- Support a Strategic Community Plan review
- Assess and benchmark community perceptions of service levels
- Determine community priorities and aspirations



# **City of Albany**

STRATEGIC COMMUNITY PLAN 2032





## The Study

City of Albany commissioned CATALYSE® to conduct an independent MARKYT<sup>®</sup> Community Scorecard.

Scorecard invitations were emailed to 8,000 randomly selected customers, and the City of Albany provided supporting promotions through its communication channels.

The scorecard was open from 10 to 28 March 2025 and completed by 2,524 community members with various connections to the City.

Resident	Business owner or operator	Community organisation manager or committee member	Out of area ratepayer or visitor	Elected Member, Shire employee or direct affiliate
2,253	386	597	89	182

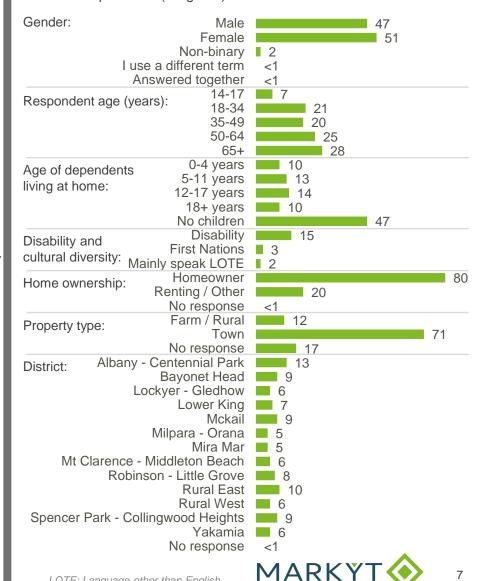
Overall, 1,536 residents had been randomly selected and 717 respondents heard about the study from supporting promotions and referrals from community organisations, family and friends. The latter group is called the "self-selected sample".

As responses were similar between the random and self-selected samples, results were combined. The combined resident sample was weighted by age and gender to match the ABS Census population profile.

The main body of the report presents results from residents, results from other community groups are reported at the end of this report.

Throughout this report, where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.

#### % of respondents (weighted)



LOTE: Language other than English

## MARKYT Senchmarking Excellence

Plantagenet

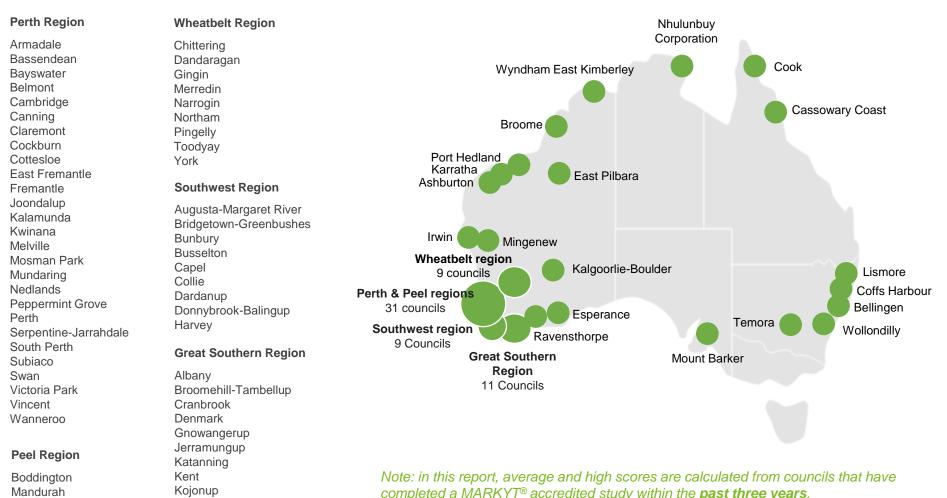
Woodanilling

Murray

Serpentine-Jarrahdale

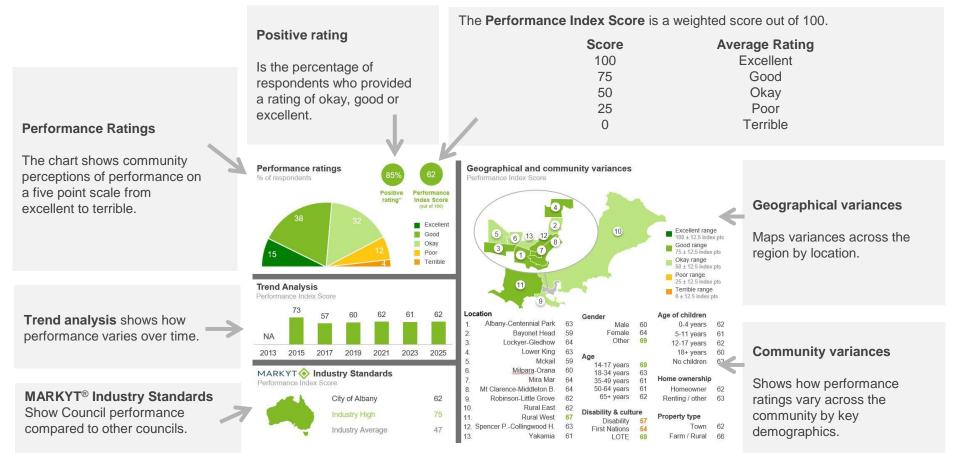
#### Program participants | Since 2003

Over the past 20+ years, CATALYSE<sup>®</sup> has conducted community and business perceptions surveys for more than 70 councils across Australia. When comparable questions are asked, we publish high and average scores to enable participating councils to recognise and learn from industry leaders.



MARKYT

#### How to read MARKYT® performance dashboards



**Council Score** is the Council's performance index score. **Industry High** is the highest score achieved by participating councils. **Industry Average** is the average score among participating.



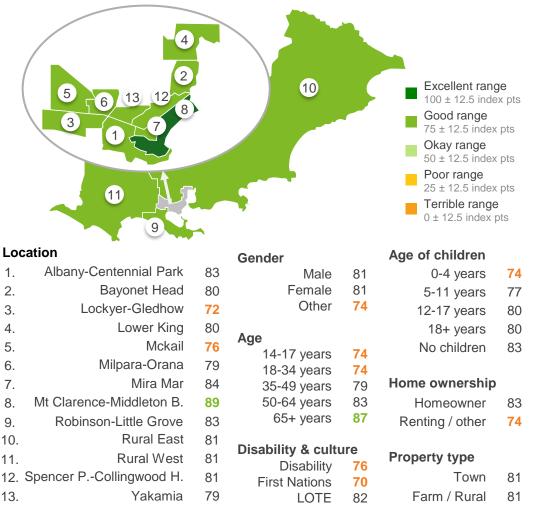
# **Overall Performance**

## City of Albany region as a place to live



Geographical and community variances

Performance Index Score



MARKŸT�

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

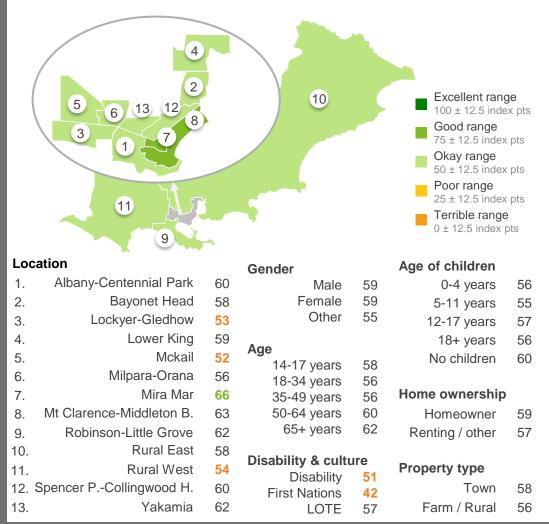
Base: All respondents, excludes 'unsure' and 'no response' (n = 2246).

# City of Albany region as a place to own or operate a business



#### Geographical and community variances

Performance Index Score

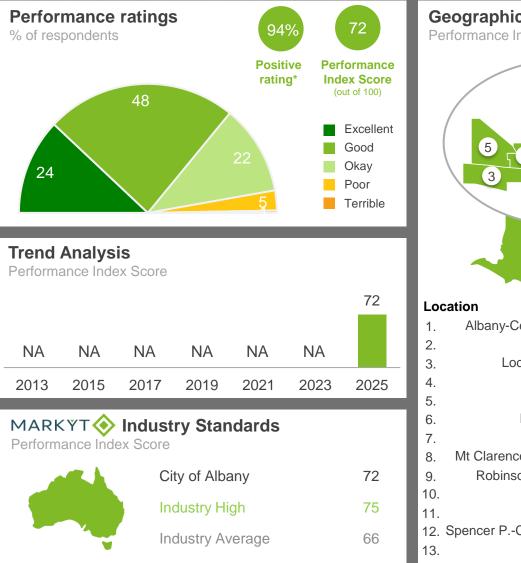


MARKYT

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

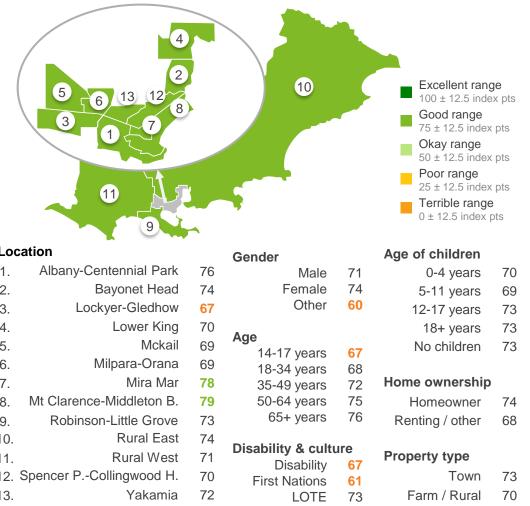
Base: All respondents, excludes 'unsure' and 'no response' (n = 1504).

## City of Albany region as a place to work



Geographical and community variances

Performance Index Score



MARKY

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

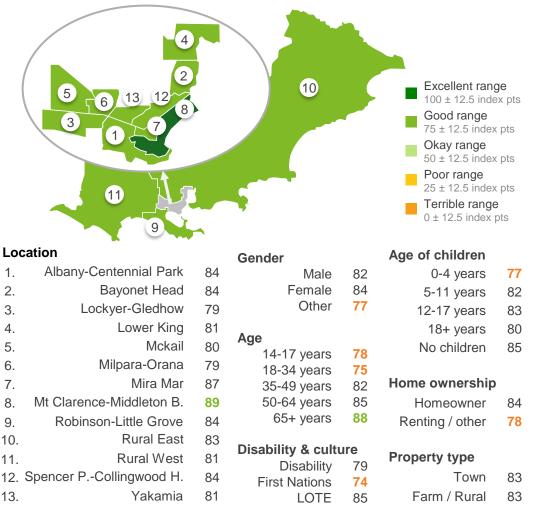
Base: All respondents, excludes 'unsure' and 'no response' (n = 1968).

## City of Albany region as a place to visit



#### Geographical and community variances

Performance Index Score

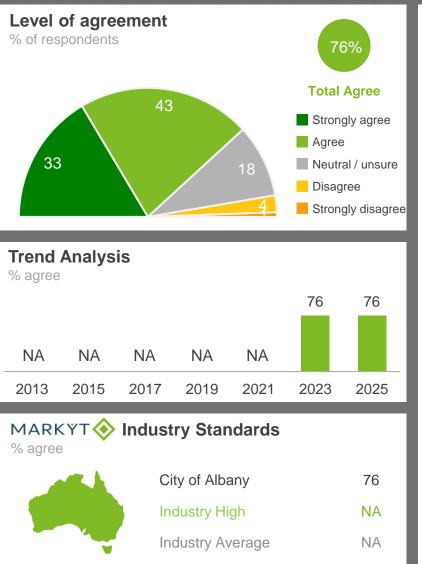


MARKYT

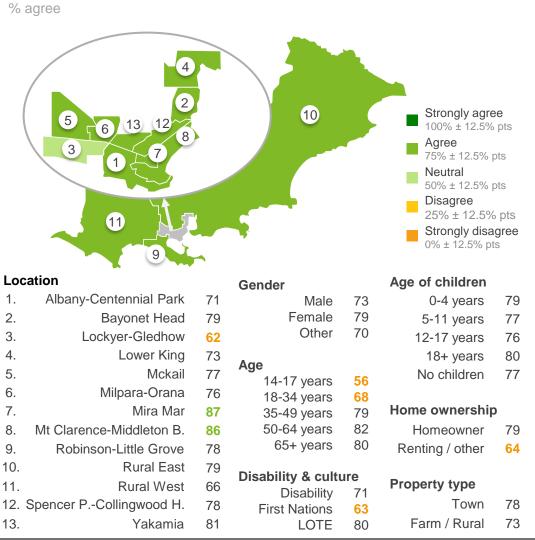
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2164).

## Level of agreement that Albany is amazing



Geographical and community variances





Q. How strongly do you agree or disagree with the following statements?
 Base: All respondents, excludes 'no response' (n = 2126). # small base size (<20 respondents)</li>



## Overall Performance | industry comparisons

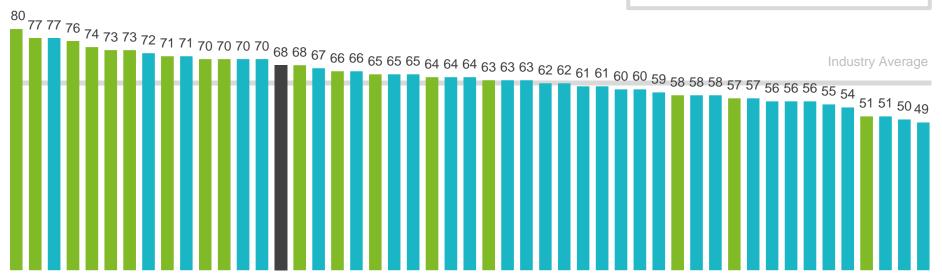
The 'Overall Performance Index Score' is a combined measure of the City of Albany as a 'place to live' and as a 'governing organisation'. The City of Albany's overall performance index score is 68 out of 100, 5 index points above the industry average.



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

- City of Albany
- Metropolitan Councils
- Regional Councils







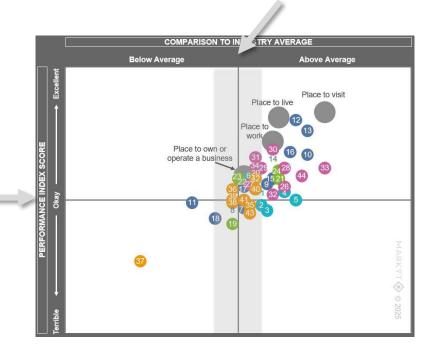
## How to read the MARKYT 📀 Benchmark Matrix

The MARKYT<sup>®</sup> Benchmark Matrix (shown in detail overleaf) illustrates how the community rates performance on individual measures, compared to how other councils are being rated by their communities.

There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT<sup>®</sup> Industry Standards.

# Services are grouped in five areas: Governance Asset management Compliance Discretionary services Advocacy and support services

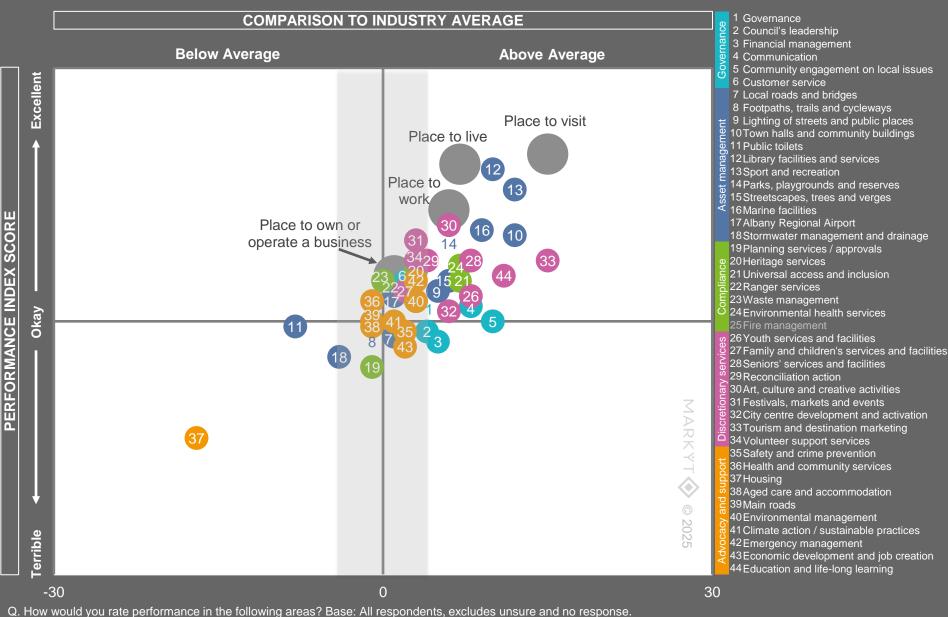
This line represents okay performance based on the MARKYT Performance Index Score. Higher performing service areas are placed above this line while lower performing areas are below it.



## Councils aim to be on the right side of this line, with performance ABOVE the MARKYT $^{\mbox{\tiny B}}$ Industry Average.



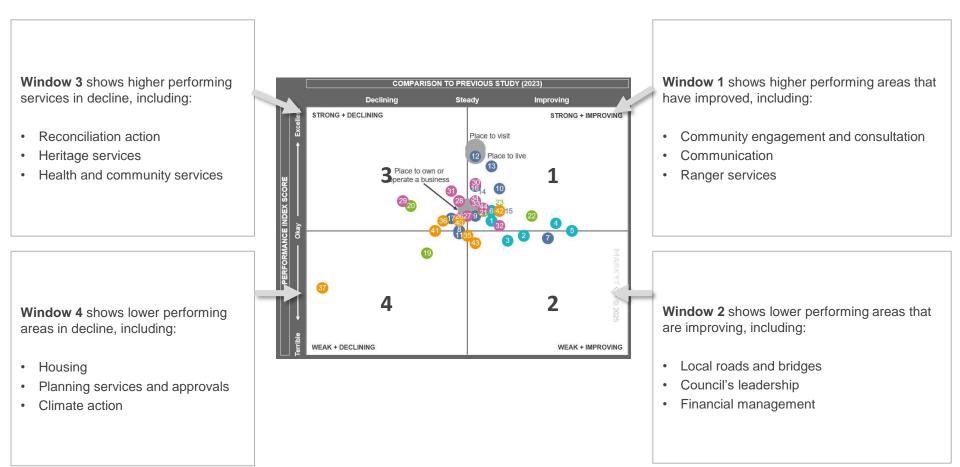
## MARKYT Senchmark Matrix





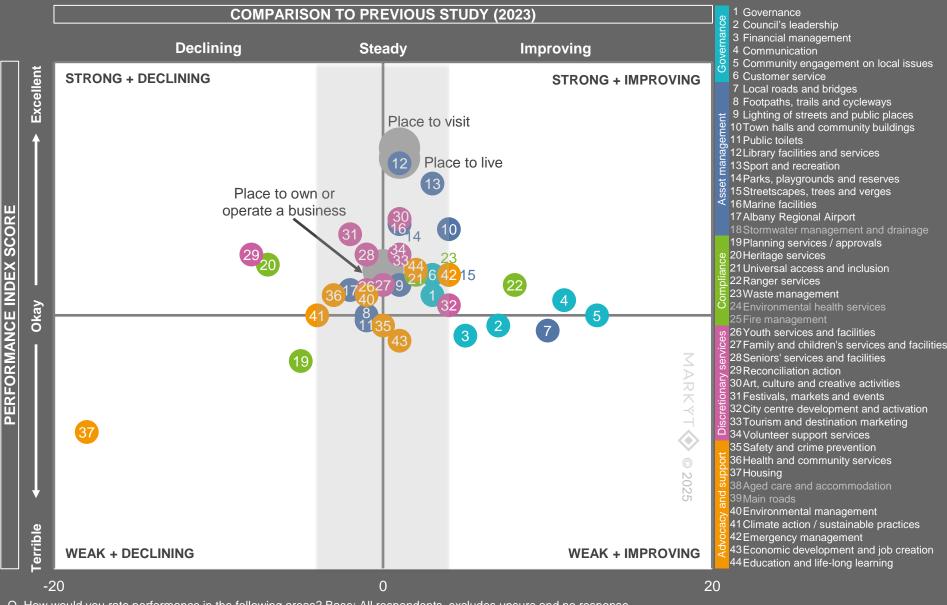
## MARKYT **O** Community Trends Window

The MARKYT<sup>®</sup> Community Trends Window shows trends in performance over the past 2 years.





## MARKYT **O** Community Trends Window



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



## How to read the MARKYT **O** Community Priorities

**CELEBRATE** the City's highest performing areas.

KAIZEN: consider ways to continuously improve services with average ratings between okay and good to strive for service excellence

**REVIEW** lower performing areas.

COMMUNITY PRIORITIES (% of respondents) Low (<10%) High (>10%) CELEBRATE OPTIMISE KAIZEN RMANCE IND REVIEW PRIORITISE

The MARKYT<sup>®</sup> Community Priorities chart maps priorities against performance in all service areas.

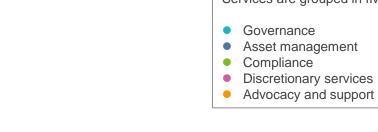
Services are grouped in five areas:

Advocacy and support services

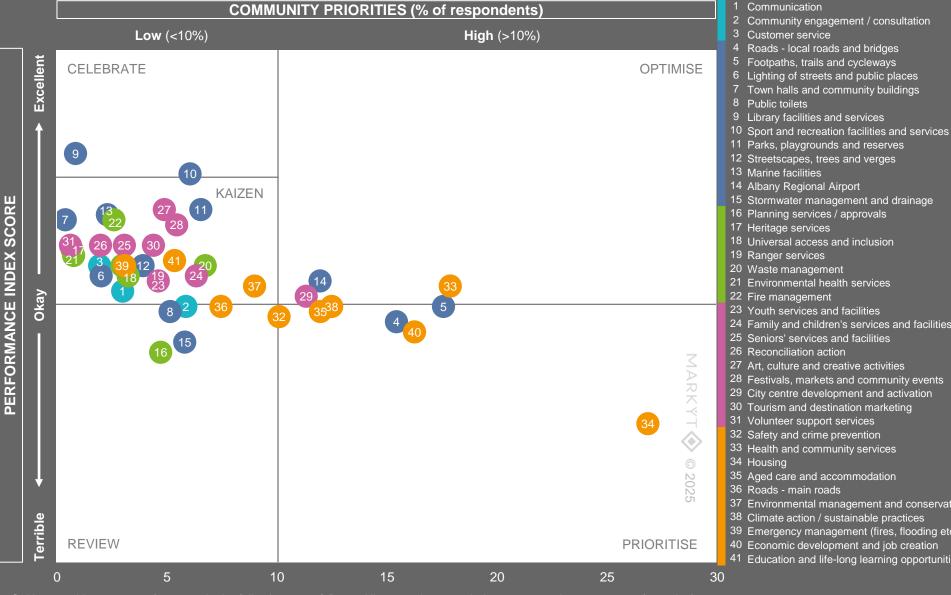
**OPTIMISE** higher performing services where the community would like enhancements to better meet their needs.

#### **PRIORITISE** lower performing services where the community would like the Shire to focus its attention.





## MARKYT **O** Community Priorities



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

Q. Over the next 10 years, which areas would you mostly like the City of Albany to focus on improving? Base: All respondents, excludes no response (n = 1968) Copyright CATALYSE® Pty Ltd. © 2025

Community aspirations for the main priorities

#### Community Action Plan Housing

#### **Community driven actions**

#### **Community Voices**

- Lobby both state and federal government to support the provision of affordable housing
- Increase housing supply, including houses, tiny homes, apartments and units to support both medium and high-density housing
- Support downsizing options for elderly residents
- Unlock housing capacity by repurposing existing buildings and land releases
- Simplify planning and approvals process and change zoning rules to allow for subdivision
- Regulate short-stay holiday accommodation to increase long-term rental availability.
- Increase social housing
- Provide more crisis accommodation for at-risk individuals, such as those experiencing homelessness or domestic violence

- "We have a housing crisis, there are a lot of people that can't afford to buy a home and there are not enough rentals for those living here, it's a huge problem."
  - "Turn around vacated premises quicker, cap rents and build more apartments."
  - "Build a host of 2-bedroom units for seniors wanting to downsize that don't cost \$500,000 or more to purchase. Look at allowing more tiny house situations to develop."
- "Low rise apartment buildings should also be encouraged (large 2–3-bedroom apartments as you would find in Europe)."
  - "More land available & streamlined building approvals."
  - "Higher density zoning within 5km of city centre. Infill don't sprawl."
  - "Increase speed of building approval by cutting back on the paperwork and double handling. Too slow! Faster supply of land."
- "Encourage older residents to downsize by supporting the building of smaller, sustainable homes close to amenities and public transport."
  - "1. Assist Developers to make more residential lots available. 2. Encourage higher density housing. 3. Lobby State Government to make more Crown Land available for residential development."
    - "Require short-term rental hosts to pay a levy, with funds reinvested in affordable housing projects..."
      - "Community housing initiatives."
      - "Build a crisis care facility for homeless and at-risk people."



#### Community Action Plan Health and community services

#### **Community driven actions**

#### **Community Voices**

"Bigger hospital. Option B - have a private hospital."

"Albany Hospital has a shortage of skilled staff. Offer incentives for people to move to Albany."

"To work together in advocating for improved access to bulk-billing GPs, expand mental health services, and support more community health programs. Investing in aged care and disability support services would also make a big difference."

"Not enough aged care beds, hospital beds, long wait times to see a GP or specialist putting a strain on the health system."

"Protect funding to the healthcare sector, Continue to incentivise relocation for healthcare practitioners."

"Facilitate attraction of specialist services (eg: neurology) in Albany along with associated equipment infrastructure, to reduce the need for patients to travel to Perth for treatment."

"A concerted effort to reduce the waiting lists of people needing to see specialists or have operations..."

"Hydrotherapy pool. Hospital expansion and parking. Local specialists."

"More bulk billing."

"Wait lists for help are way too long. Mental health NEEDS more funding and support."

"Invest in a rehabilitation facility."

"More community services such as exercise classes for seniors in particular."

"Expand and promote ALAC healthy living programs."



- Lobby to increase hospital capacity and improve hospital infrastructure
  - Expand the existing hospital or build a private hospital
  - Upgrade emergency department to cope with larger patient volume
  - Increase available parking
- Incentivise doctors, nurses and specialists to relocate to the City of Albany to increase the number of available primary and specialist health services
- Advocate for increased mental health support services, including therapy programs and rehabilitation centres
- Advocate for an increase in aged care facilities and disability support services, which would also free up hospital beds
- Develop and implement preventative health and community wellbeing programs such as education initiatives and exercise programs
- Install a hydrotherapy pool

#### Community Action Plan Footpaths, trails and cycleways

#### **Community driven actions**

#### **Community Voices**

- Build more footpaths in residential areas, particularly in areas where none exist
- Develop a connected network of footpaths and cycleways linking homes, tourist spots, town and foreshore areas, reducing abrupt path endings and encouraging alternatives to car travel
  - A cycleway along Mercer Road was commonly suggested
- Improve safety and accessibility:
  - Add road crossings and widen narrow paths
  - Regular maintenance (i.e., sweeping and resurfacing)
- Provide a map of cycleways and implement better signage for routes and trails
- Provide more walking trails and maintain existing trails
- Create more mountain bike trails, implementing measures to keep walkers and cyclists separate

"Create more footpaths through residential areas, eg. through Little Grove and along Princess Royal Drive."

"More footpaths are needed for safety of pedestrians."

"More cycle paths and walkways or continuity between existing infrastructure so that they all link. Rumble strips on cycle path on major roads so that inattentive drivers are warned when they drift into them. More street sweeping of cycle and walking pathways."

"Their needs to be a big upgrade of cycling network to allow people to ride to work, visit friends and family on a safe cycling network. Mercer road is a critical missing link in this!!"

"Install off road cycleways on key City routes - eg Lower King Road to Oyster Harbour; Port to Frenchman Bay; Port to Elleker..."

"Cycle lane on Mercer Rd, which hasn't got a decent shoulder. Other cycle lanes are very rough which is difficult for controlling a bike. Continuation of cycle way from town towards Little Grove. Many footpaths are uneven with uneven paving or surface breaking up."

"Footpaths are in an appalling state in some areas."

"After moving to Albany from Perth, my wife has struggled with the lack of footpaths, making it difficult to take our newborn for daily walks in a pram as she used to..."

"A map of Albany cycleways."

"More trails to encourage tourism."

"Creating MTB trails to best practice standards and in turn a trails hub worthy of tourism/ visitation, work and financial development."



#### Community Action Plan Economic development and job creation

#### **Community driven actions**

#### **Community Voices**

- Streamline the development approvals
   process
- Support local and small businesses such as through rate and rent concessions, reducing red tape and incentives to revitalize commercial areas
- Diversify and attract new industries, such as manufacturers and large businesses, or expanding into new sectors such as renewable energy
- Build a vibrant and sustainable tourism sector, which could support the provision of local jobs and opportunities
- Invest in education, training and career support programs to prevent young people from leaving the area after school or to support older workers in finding employment

"Streamline the building development process. Make it easy ... and quick. And please make some written guidelines for the counter so every council person gives the same advice. Encourage large and small business start ups employers who pay well..."

> "Get some dead shops full again reduce shop rates & they might want to stay in business."

"Cut the red tape. Limit big corporations pushing out small businesses."

"Encourage and actively seek out businesses, manufacturers etc to come to Albany by offering incentives. This might be offering suitable council held land at a lower price."

"Expanding the renewable energy sector could create jobs in wind, solar, and battery storage..."

"There needs to be a far wider scope of career pathways. We need more manufacturing, more scientific research, education, more Hi-tech industries, Recycling, Marine industries."

"Albany's natural beauty, history, and Noongar culture make it a unique destination. Eco-tourism initiatives like guided nature experiences, Indigenous cultural tourism, and wildlife conservation programs could create jobs while protecting the environment."

"Create the TAFE courses to be minimal cost again, so more trades can entice workers to stay in the district."

"Jobs for older people. Assistance with training to get a job and support to return to/be in the workforce."



#### Community Action Plan Local roads and bridges

#### **Community driven actions**

#### **Community Voices**

"Most local roads are covered in potholes and are being poorly patched up. More resurfacing and drainage works need to be executed."

> "Local roads are generally in poor condition with potholes, bumps and water damage."

> > "Fix the roads so they aren't death pits."

Rural gravel roads need resheeting and sealing

"Fix our roads so they are built to last, not bandaid fixing which then has to be re done in 12mths."

"Develop strategic plans to address the ongoing traffic congestion issues associated with the rise in Albany's growing population."

"To prioritise fixing potholes, improving road maintenance, and upgrading key intersections for better traffic flow. More street lighting and safer pedestrian crossings would also help."

"Please complete one project on roads before starting several others. We end up with part finished work and loads of inconvenience."

"Better communication on road closures."

"Fix potholes ,widen and fix dangerous intersections also erratic speed limits need addressing."

"The 2 main roundabouts to be modified. Motorists crossing centre line in roundabout due poor discipline. Installation of traffic lights are safer and better."

"Having more than two roads from Bayonet Head that lead to the CBD."

"Put kerbing on roads to assist with drainage."



31

 Fix potholes and damaged road surfaces, including regular, high-quality maintenance and re-surfacing

• Improve gravel roads through regular grading, sealing and resheeting

 Improve roadwork planning by limiting concurrent roadworks in multiple locations and avoiding busy periods

 Widen roads and upgrade major thoroughfares and intersections to accommodate for the current traffic volume

Upgrade kerbing to improve drainage

# MARKYT Community VoiceBank

To see all community comments from the MARKYT<sup>®</sup> Community Scorecard, please see the City of Albany's MARKYT<sup>®</sup> VoiceBank.

The MARKYT<sup>®</sup> VoiceBank contains over 182,700 words with ideas and suggestions from community members, grouped into more than 40 service areas.

Councillors and officers draw on suggestions in the MARKYT<sup>®</sup> VoiceBank to support the development of supporting strategies and action plans to address community needs.



Question: Over the next 10 years, which areas would you most like the City of Albany to focus on improving?

Source: MARKYT® Community Scorecard | 2025

All responses are presented verbatim. Identifying information, and offensive or defamatory language, has been removed. Views expressed are solely those of respondents.

Prepared by: CATALYSE<sup>®</sup> Pty Ltd

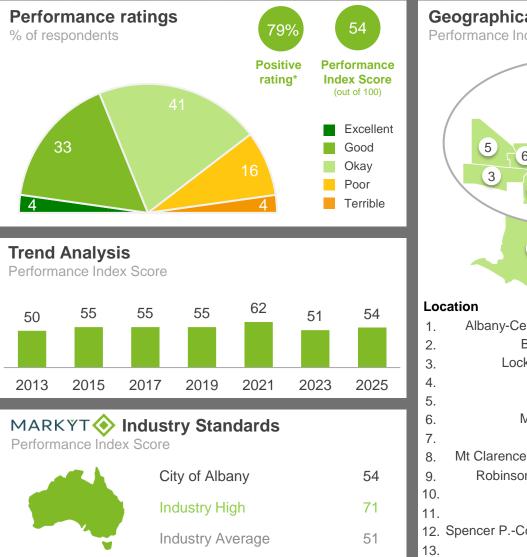
On behalf of: City of Albany

April 2025



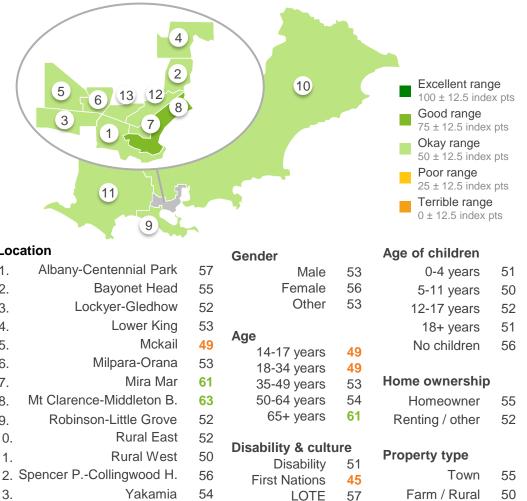
## Governance

## Overall, as the governing organisation



Geographical and community variances

Performance Index Score



MARKY

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 2028).

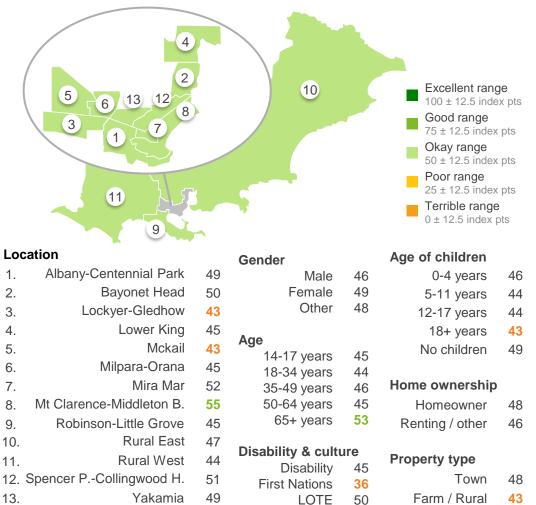
## Council's leadership

strategic planning, decision making, advocacy and lobbying



Geographical and community variances

Performance Index Score

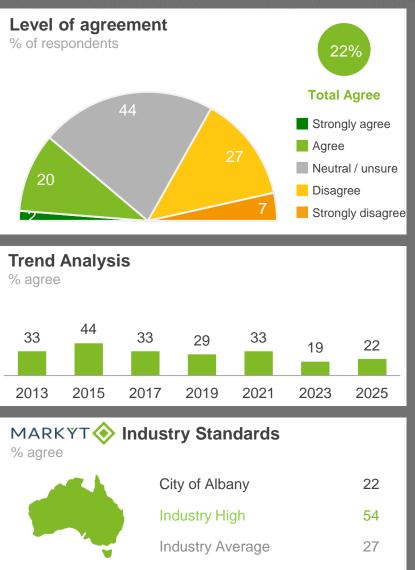


MARKYT

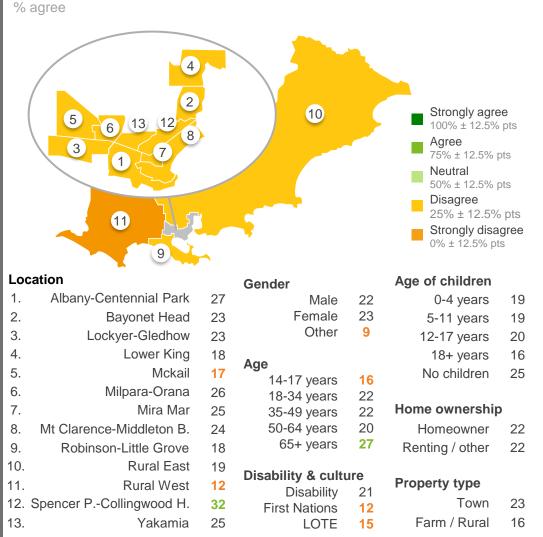
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1988).

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



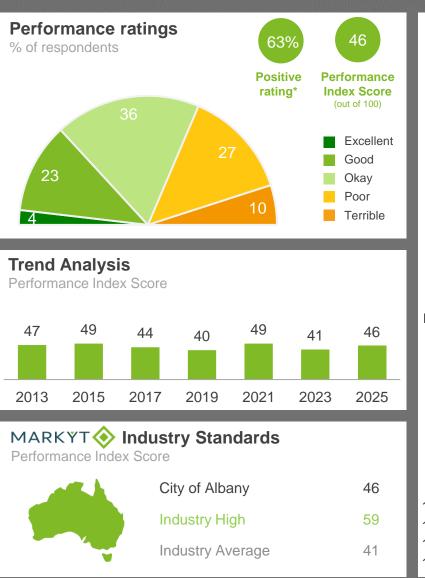
Geographical and community variances





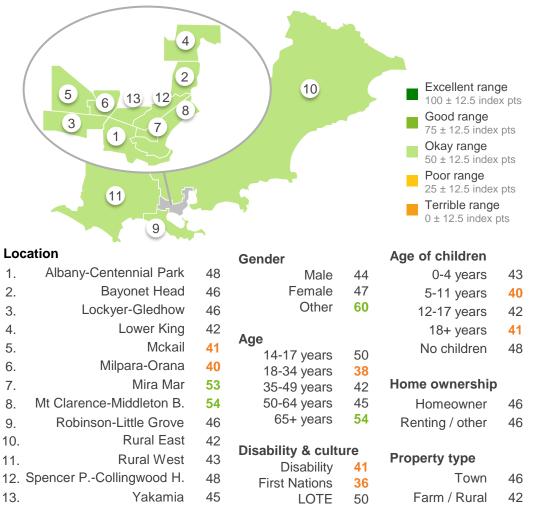
Q. How strongly do you agree or disagree with the following statements? Base: All respondents, excludes 'no response' (n = 2140). <sup>#</sup> small base size (<20 respondents)

#### Financial management responsible spending, value for money from rates



Geographical and community variances

Performance Index Score

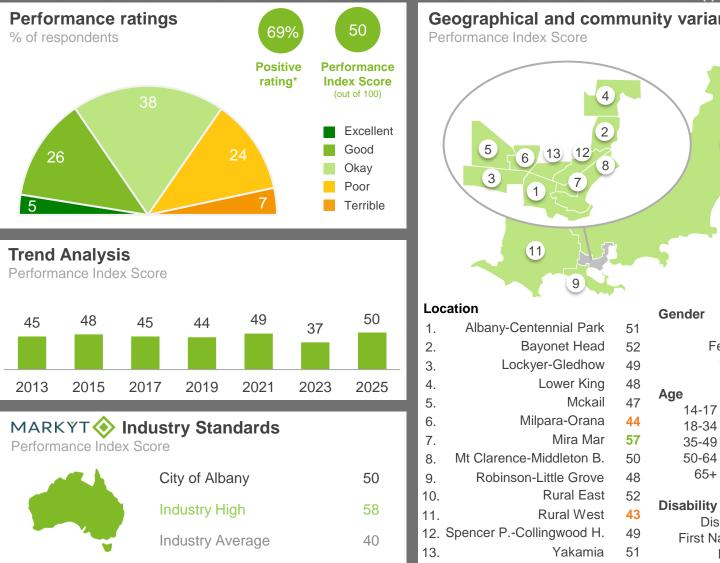




Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1911).

#### Community engagement on local issues

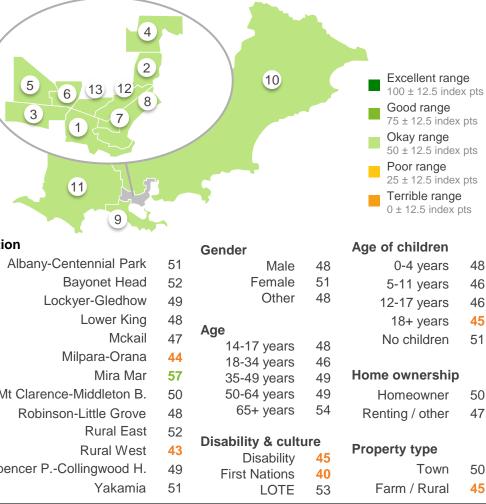


Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 2055).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)

#### Geographical and community variances





38

## City of Albany has a good understanding of community needs



#### **Geographical and community variances** % agree 10 Strongly agree 5 6 13 12 100% ± 12.5% pts Agree 3 75% ± 12.5% pts Neutral 50% ± 12.5% pts Disagree 25% ± 12.5% pts (11) Strongly disagree 0% ± 12.5% pts 9 Location Age of children Gender Albany-Centennial Park 1. 26 Male 23 0-4 years 24 Female 2. **Bayonet Head** 23 5-11 years 11 Other 3. Lockyer-Gledhow 17 12-17 years Lower King 4. 17 18+ years Age 21 5. Mckail No children 14-17 years 19 6. Milpara-Orana 20 18-34 years 17 7. Mira Mar 28 23 Home ownership 35-49 years 23 8. 50-64 years Mt Clarence-Middleton B. 28 Homeowner 30 65+ years 22 9. Robinson-Little Grove Renting / other 10. Rural East 25 **Disability & culture Property type** 11. Rural West 20 Disability 18 12. Spencer P.-Collingwood H. Town 24 **First Nations** 9

29

Yakamia



26

LOTE

Farm / Rural

Q. How strongly do you agree or disagree with the following statements? Base: All respondents, excludes 'no response' (n = 2145). # small base size (<20 respondents)

13.

21

19

23

17

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24

22

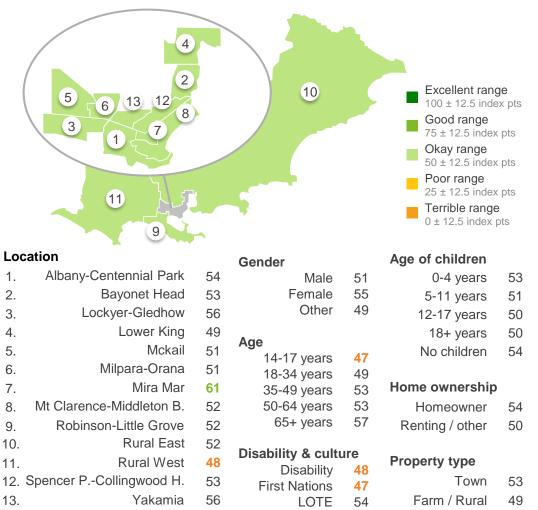
#### Communication

what's happening in the local area, local issues, services etc



#### Geographical and community variances

Performance Index Score



MARKYT

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

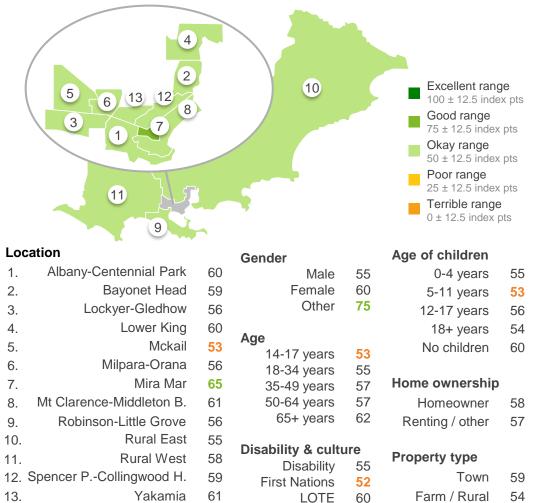
Base: All respondents, excludes 'unsure' and 'no response' (n = 2129).

#### **Customer service**



Geographical and community variances

Performance Index Score



MARKYT

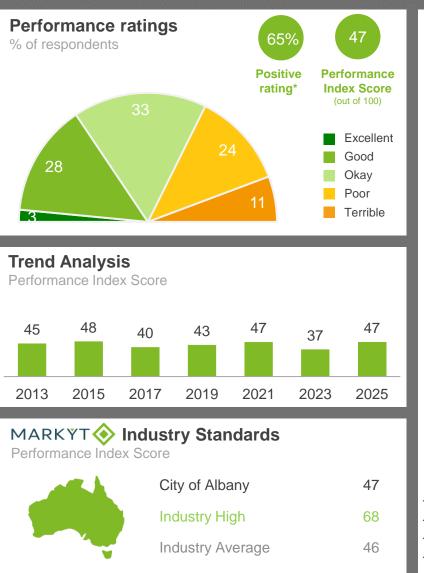
41

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1913).

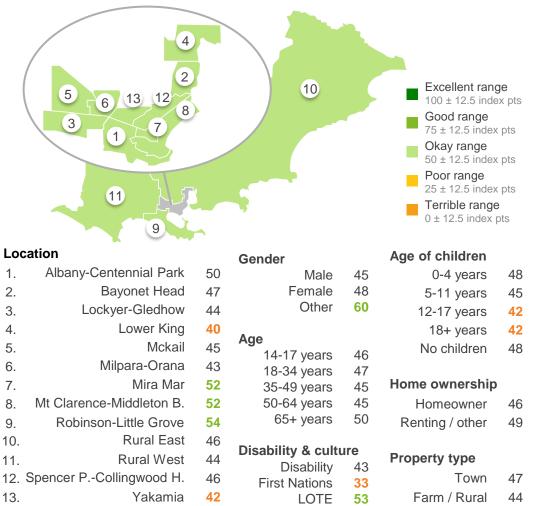
## Asset management

### Local roads and bridges



Geographical and community variances

Performance Index Score



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

Base: All respondents, excludes 'unsure' and 'no response' (n = 2093).

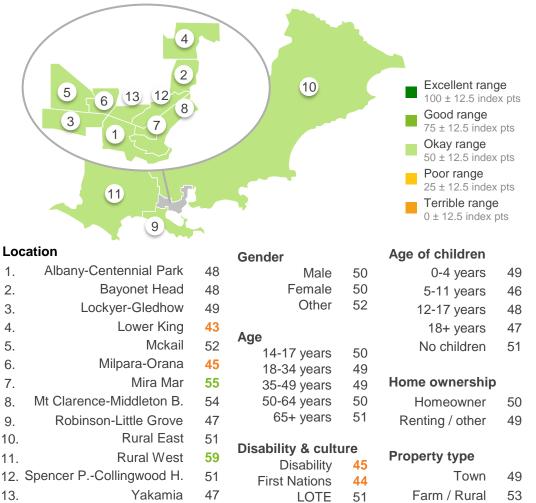


#### Footpaths, trails and cycleways



Geographical and community variances

Performance Index Score

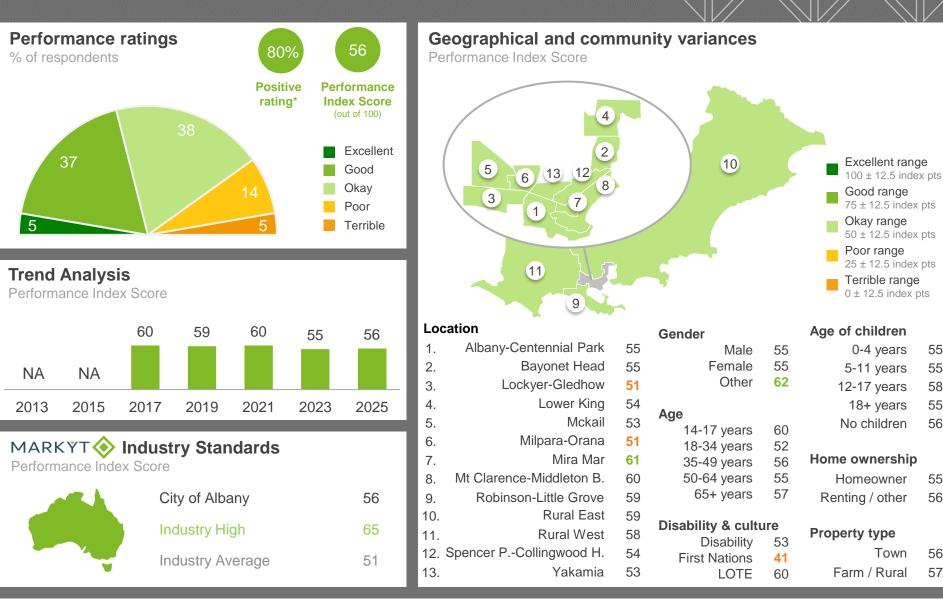


MARKY

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 2084).

### Lighting of streets and public places



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

Base: All respondents, excludes 'unsure' and 'no response' (n = 2070).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)

#### 

MARKY

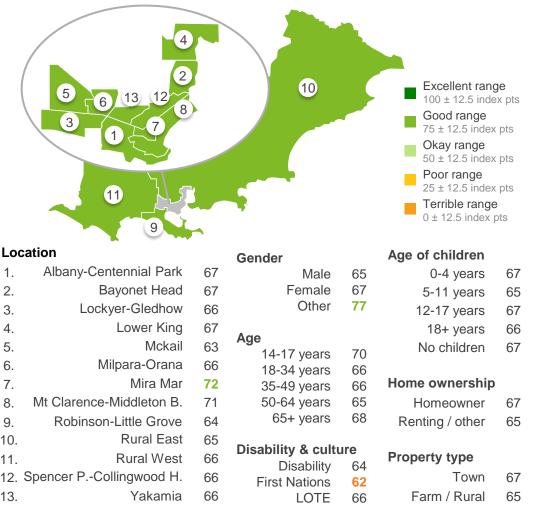
Town

### Town halls and community buildings



Geographical and community variances

Performance Index Score

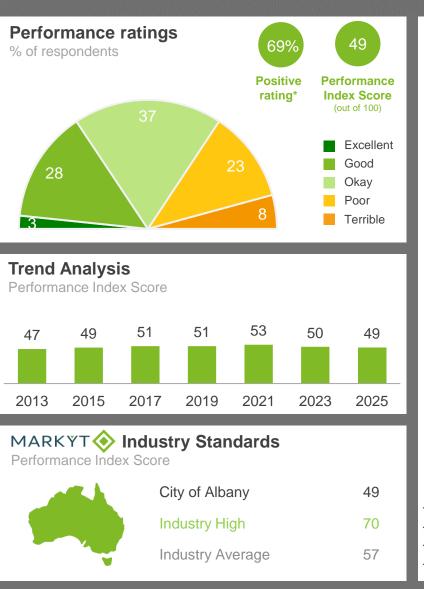


MARKŸT

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

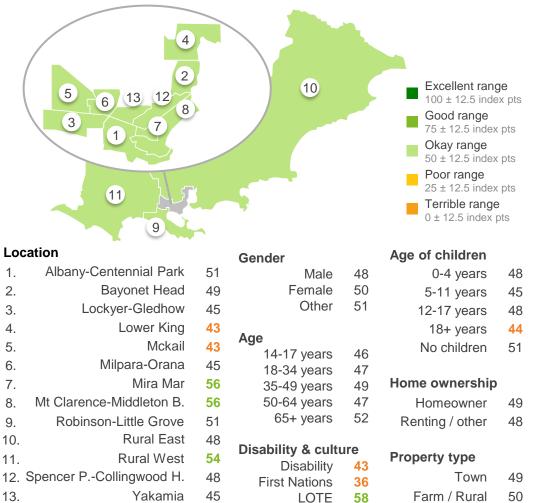
Base: All respondents, excludes 'unsure' and 'no response' (n = 2002).

## **Public toilets**



Geographical and community variances

Performance Index Score



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

Base: All respondents, excludes 'unsure' and 'no response' (n = 2002).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)



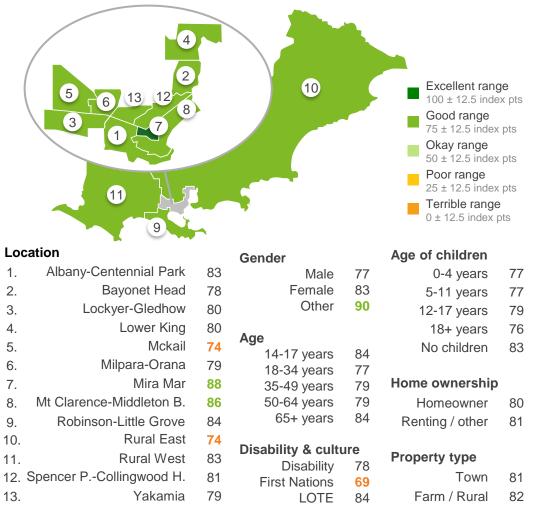
47

### Library facilities and services



#### Geographical and community variances

Performance Index Score

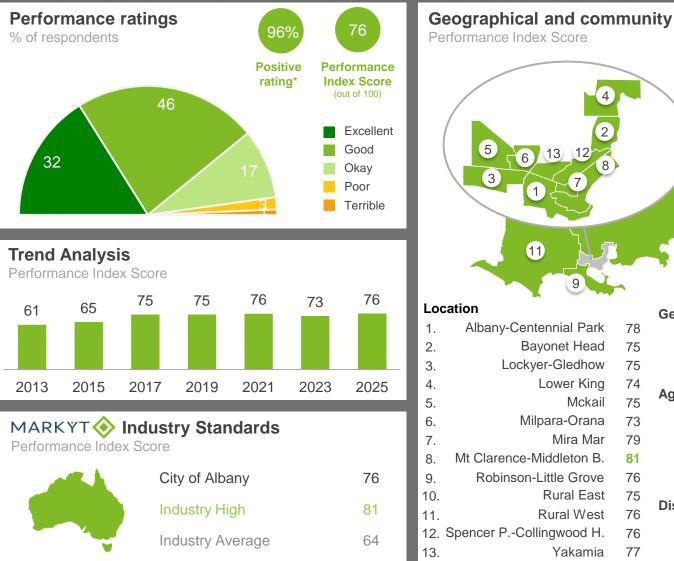




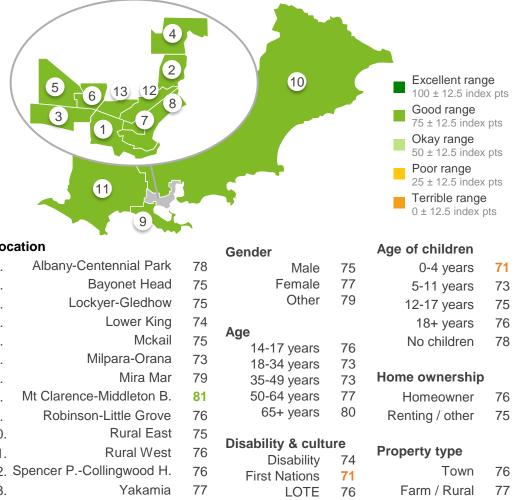
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1982).

### Sport and recreation facilities and services



Geographical and community variances



MARKŸ

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

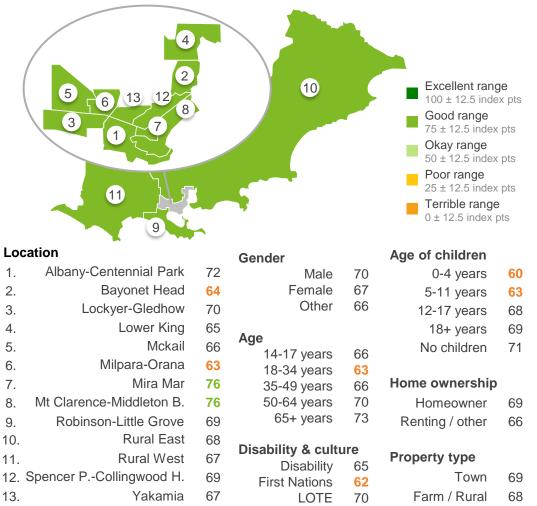
Base: All respondents, excludes 'unsure' and 'no response' (n = 1996).

#### Parks, playgrounds and reserves



Geographical and community variances

Performance Index Score



MARKŸT

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

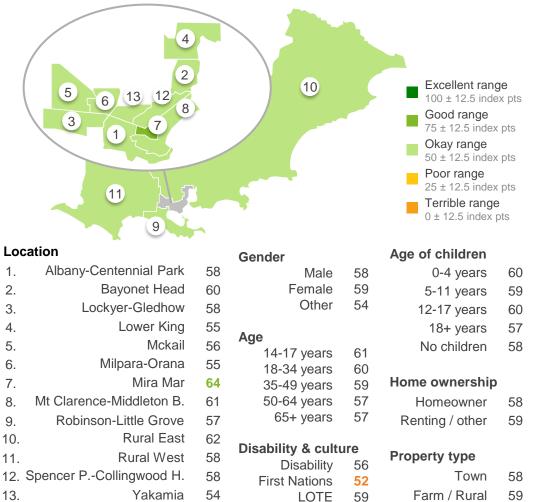
Base: All respondents, excludes 'unsure' and 'no response' (n = 2084).

#### Streetscapes, trees and verges



Geographical and community variances

Performance Index Score





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

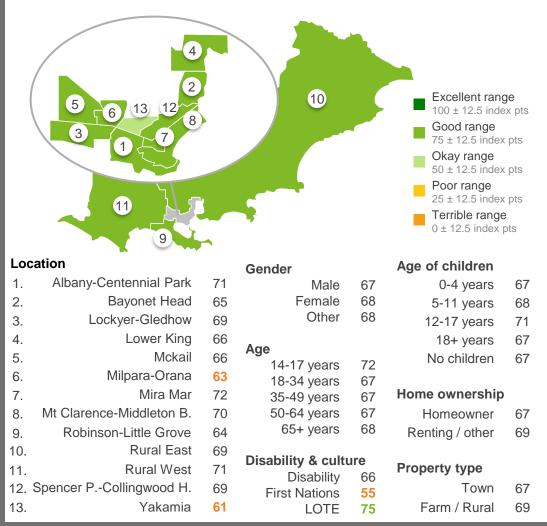
Base: All respondents, excludes 'unsure' and 'no response' (n = 2095).

#### Marine facilities boat ramps, jetties, etc.



Geographical and community variances

Performance Index Score

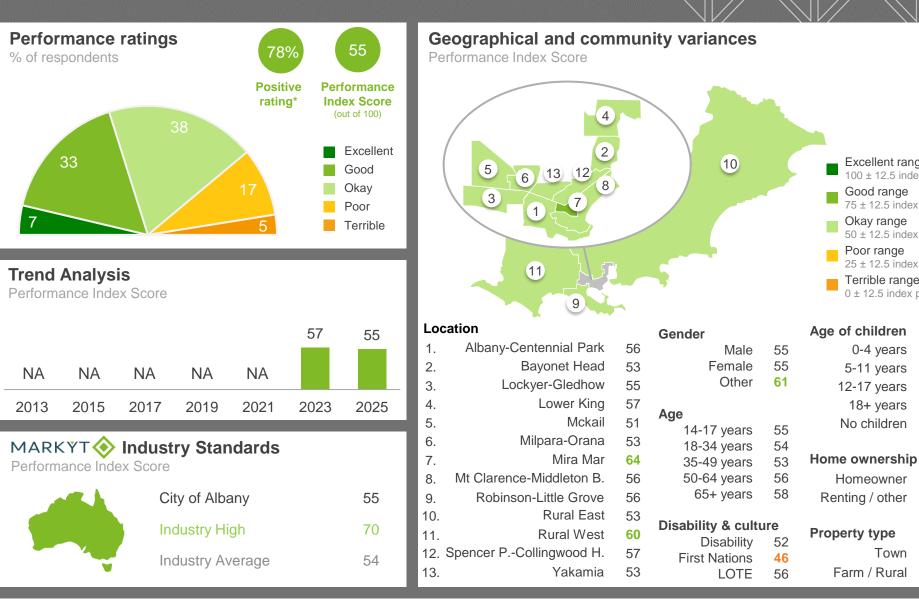


MARKŸT�

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1646).

## Albany (Harry Riggs) Regional Airport



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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1817).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)



53

Excellent range

Good range

Okay range

100 ± 12.5 index pts

75 ± 12.5 index pts

50 ± 12.5 index pts Poor range 25 ± 12.5 index pts

Terrible range

0-4 years

5-11 years

18+ years

Town

**48** 

**49** 

55

57

57

55

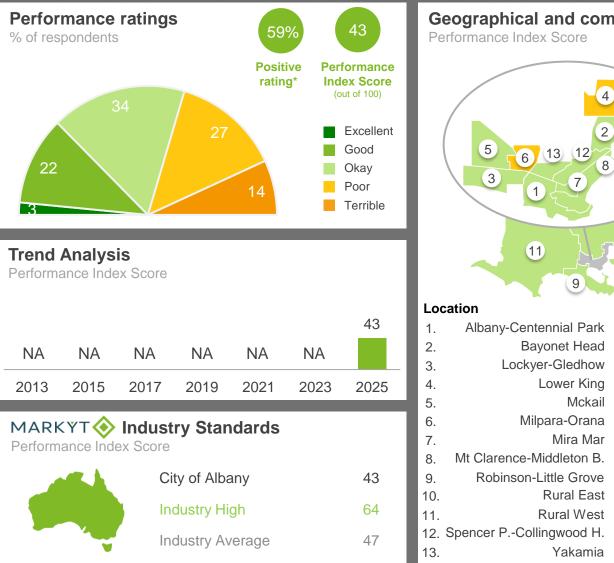
56

55

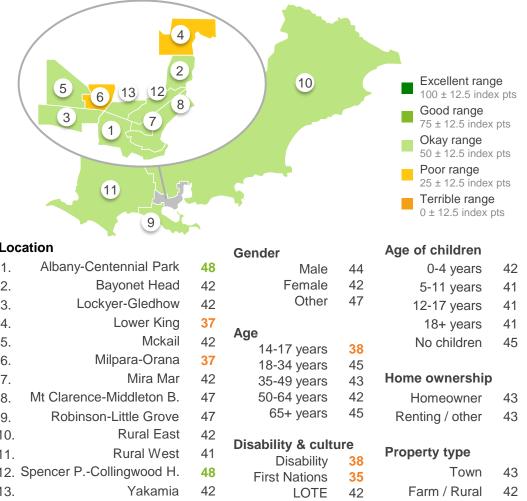
57

0 ± 12.5 index pts

#### Stormwater management and drainage



**Geographical and community variances** 



MARKY

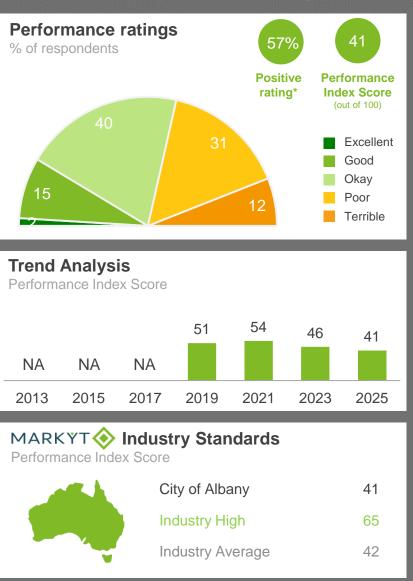
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1942).

## Compliance

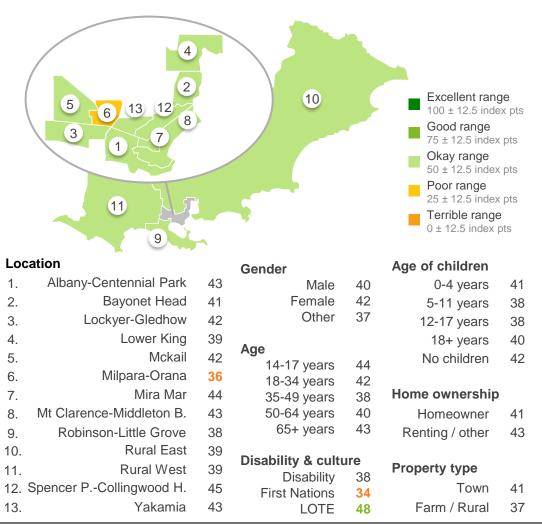
#### Planning services

land use, development and building approvals



Geographical and community variances

Performance Index Score



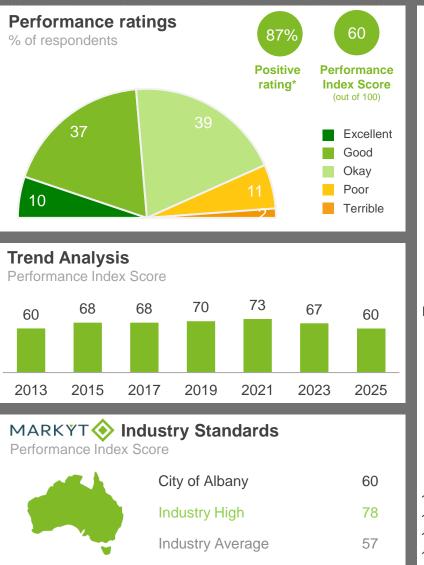
MARKYT

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1617).

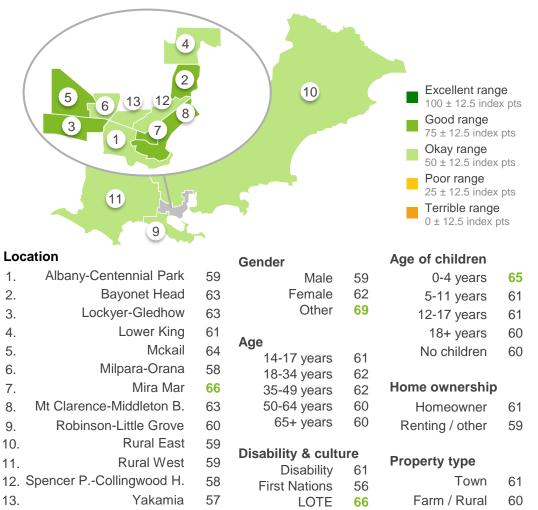
#### Heritage services

preserving and promoting heritage sites and local history



Geographical and community variances

Performance Index Score



MARKŸT�

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1754).

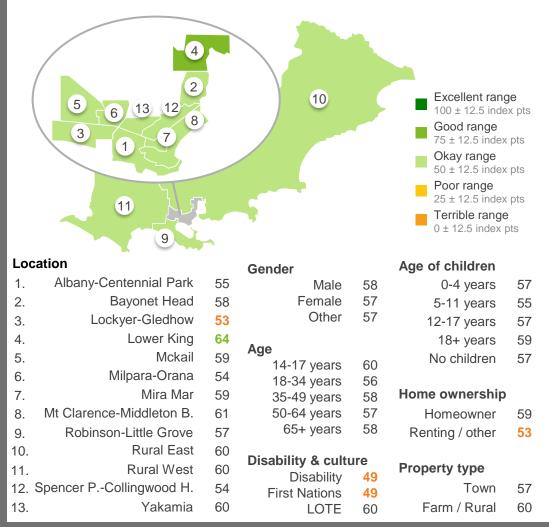
### Universal access and inclusion

disability, gender diversity etc



Geographical and community variances

Performance Index Score





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

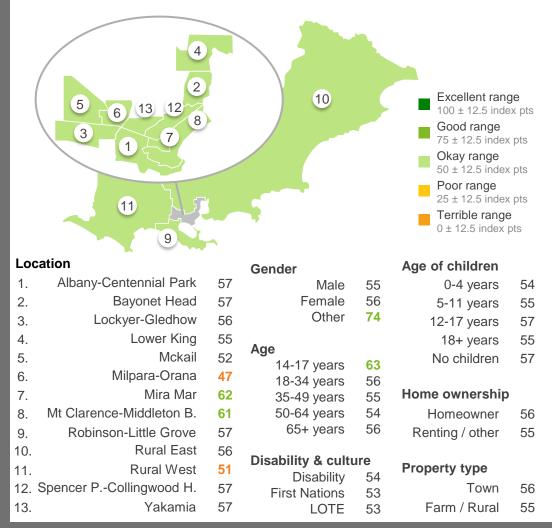
Base: All respondents, excludes 'unsure' and 'no response' (n = 1638).

# Ranger services animal management, parking control, etc.



#### Geographical and community variances

Performance Index Score



MARKYT

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1809).

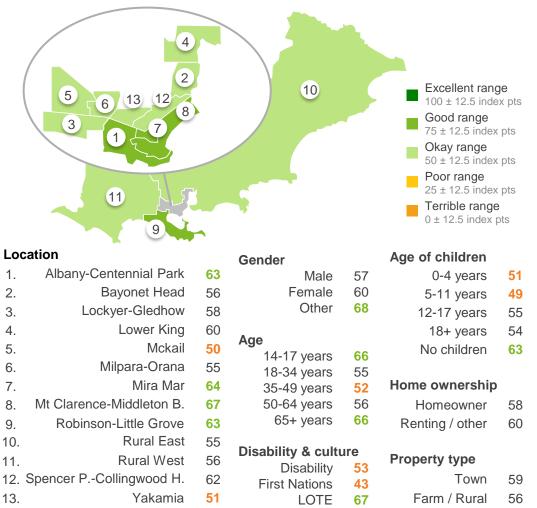
#### Waste management

kerbside collection, waste transfer sites, land fill, recycling etc



#### Geographical and community variances

Performance Index Score





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

Base: All respondents, excludes 'unsure' and 'no response' (n = 2034).

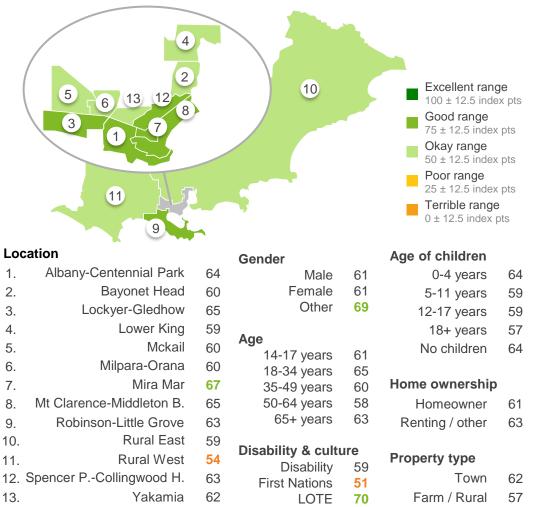
#### Environmental health services

food safety, pollution management, disease control etc.



#### Geographical and community variances

Performance Index Score

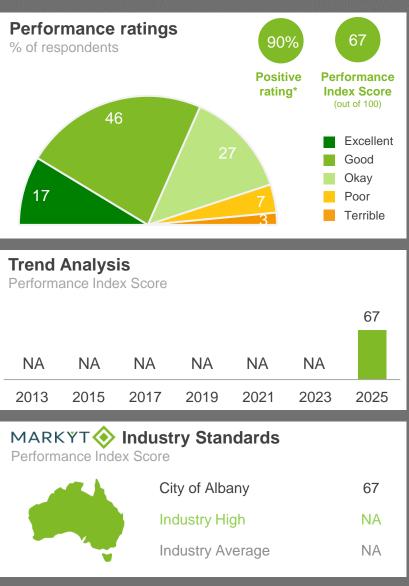




Q. How would you rate performance in the following areas?

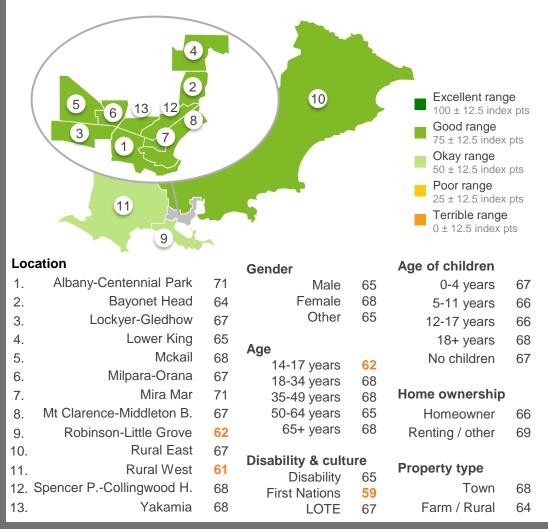
Base: All respondents, excludes 'unsure' and 'no response' (n = 1566).

## Fire management mitigation and response



Geographical and community variances

Performance Index Score



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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1773).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)

MARKY

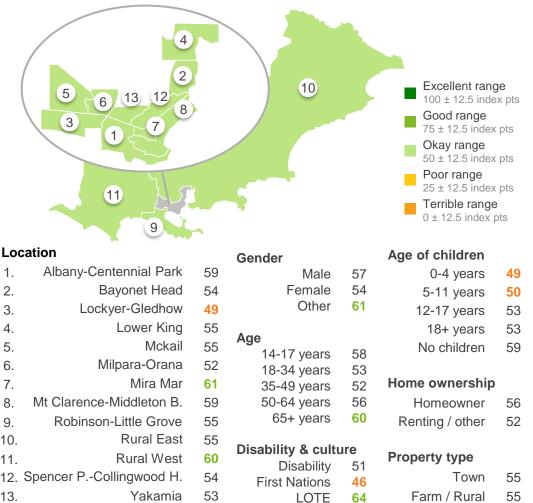
## Discretionary services

## Youth services and facilities



Geographical and community variances

Performance Index Score

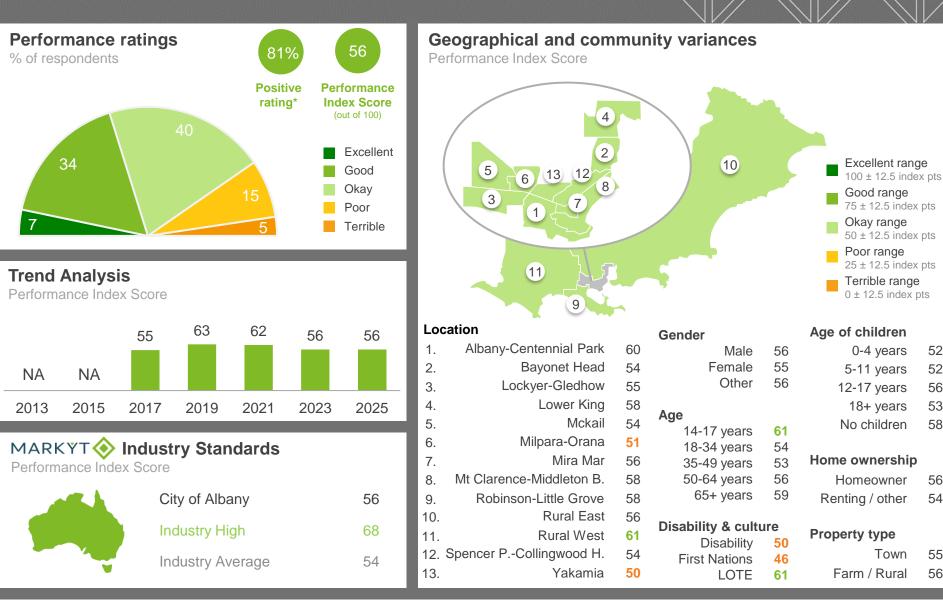


MARKŸT�

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1436).

## Family and children's services and facilities



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

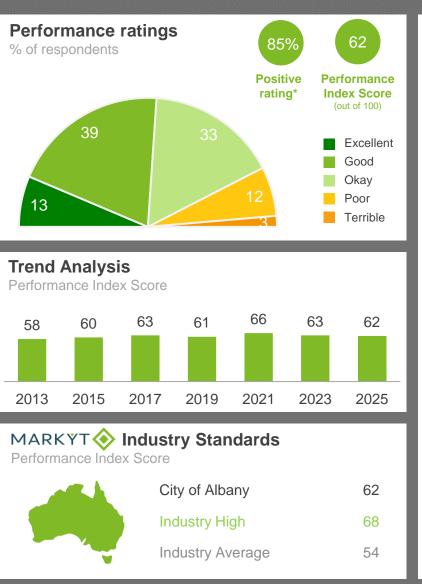
Base: All respondents, excludes 'unsure' and 'no response' (n = 1415).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)



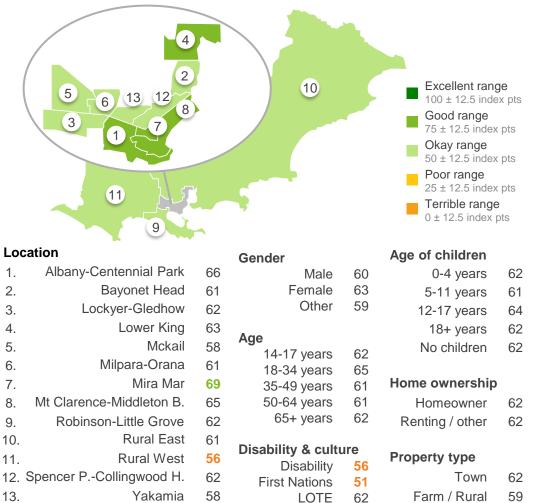
MARKY

#### Seniors' services and facilities



Geographical and community variances

Performance Index Score



MARKŸT

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1520).

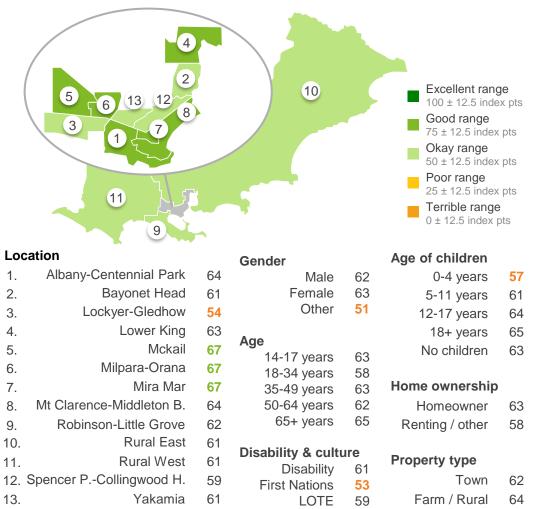
#### **Reconciliation action**

recognition and respect for First Nations peoples, culture and heritage



#### Geographical and community variances

Performance Index Score



MARKŸT�

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

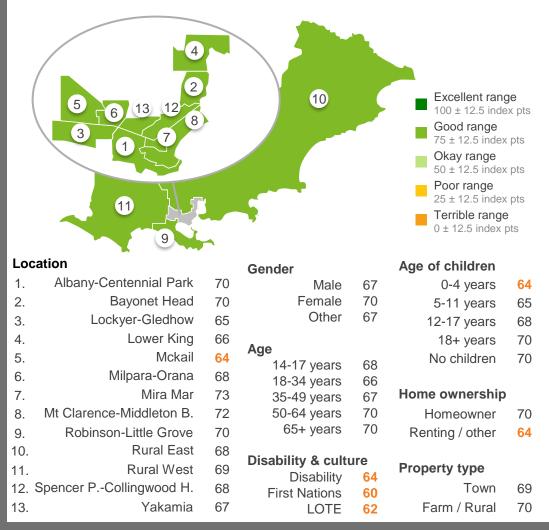
Base: All respondents, excludes 'unsure' and 'no response' (n = 1363).

## Art, culture and creative activities including performing art centres and museums



#### Geographical and community variances

Performance Index Score



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

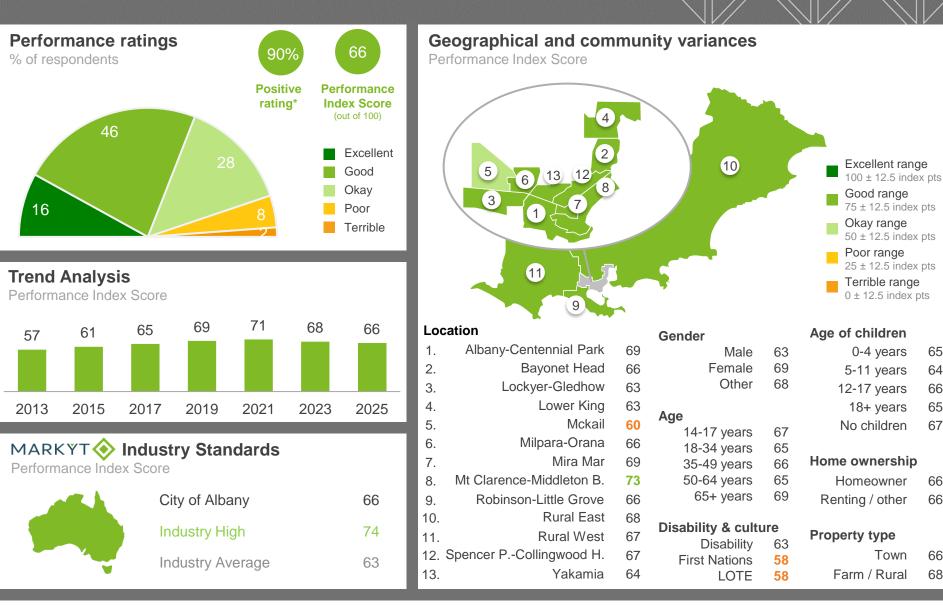
Base: All respondents, excludes 'unsure' and 'no response' (n = 1819).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)

68

MARKY

#### Festivals, markets and community events



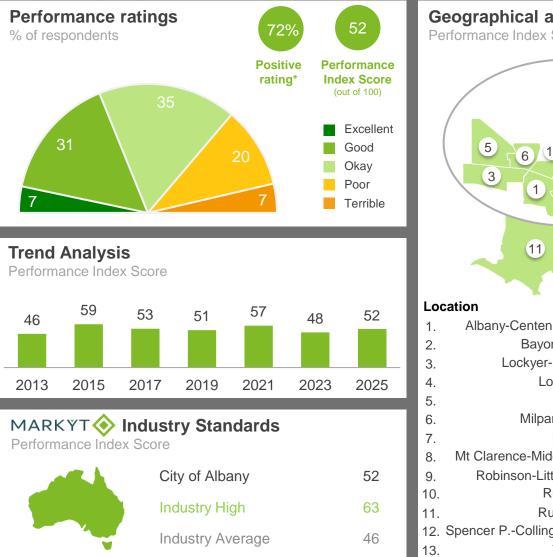
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 1960).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)

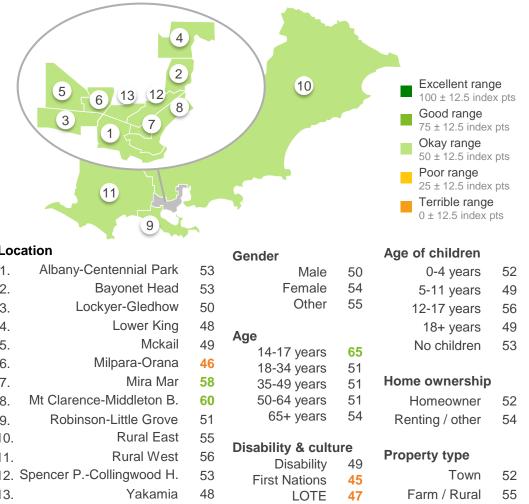
## MARKY

#### City centre development and activation



**Geographical and community variances** 

Performance Index Score



MARKY

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1821).

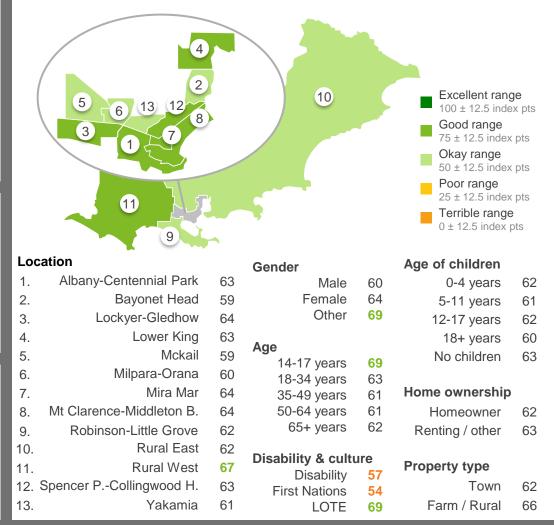
### Tourism and destination marketing

#### including Albany Visitor Centre



#### Geographical and community variances







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

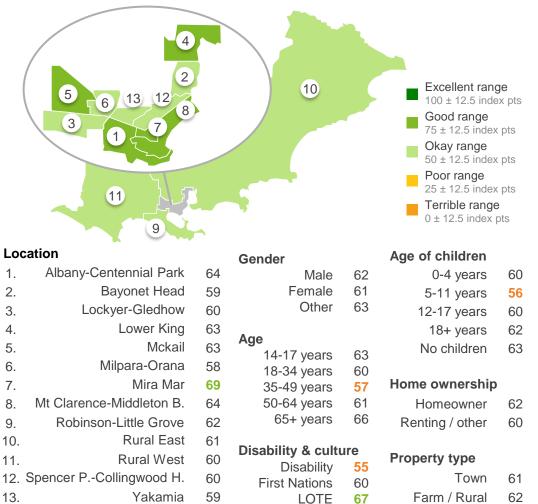
Base: All respondents, excludes 'unsure' and 'no response' (n = 1844).

#### Volunteer support services



Geographical and community variances

Performance Index Score



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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1453).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)

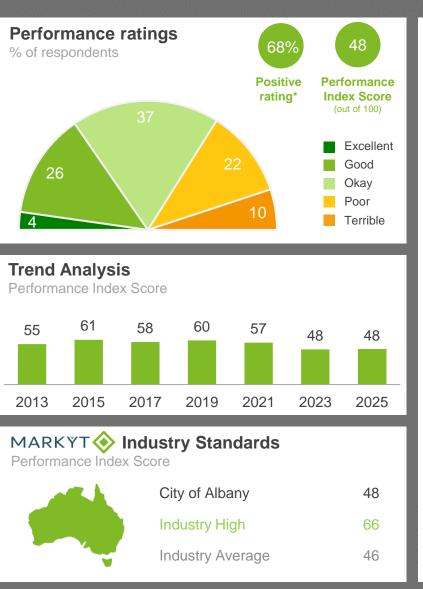


72

## Advocacy and support

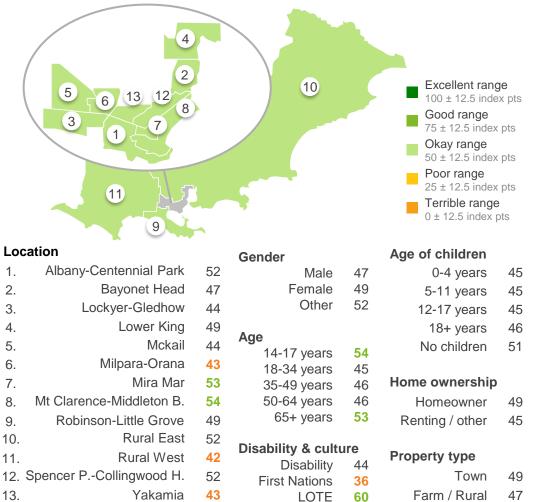
for services delivered by the Australian Government, State Government, private industry and non-governmental organisations

#### Safety and crime prevention



Geographical and community variances

Performance Index Score



MARKYT

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

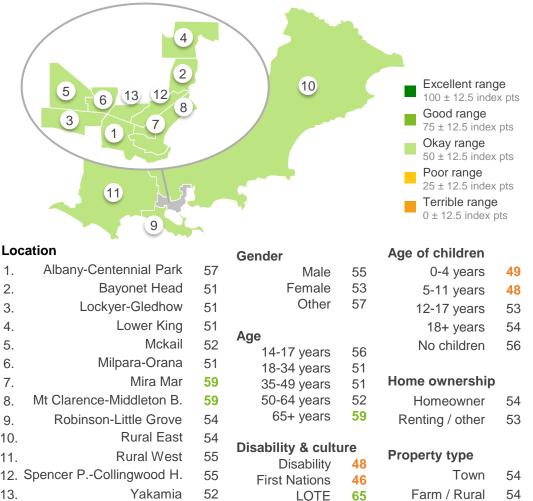
Base: All respondents, excludes 'unsure' and 'no response' (n = 1832).

#### Health and community services



Geographical and community variances

Performance Index Score



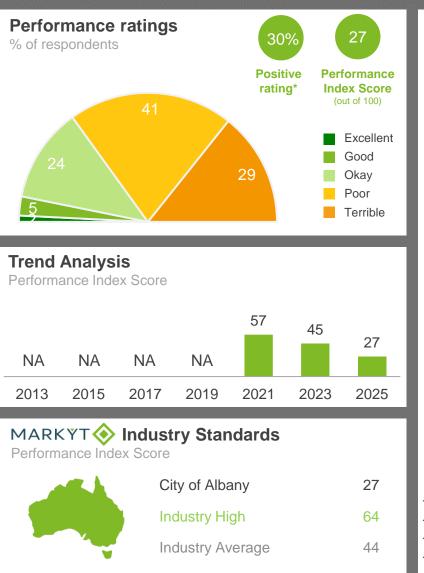
MARKŸT�

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1854).

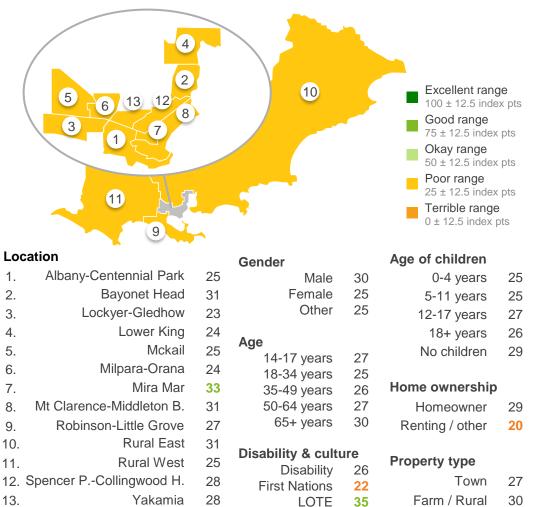
#### Housing

availability of affordable housing, social housing, crisis accommodation etc.



Geographical and community variances

Performance Index Score



MARKYT

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

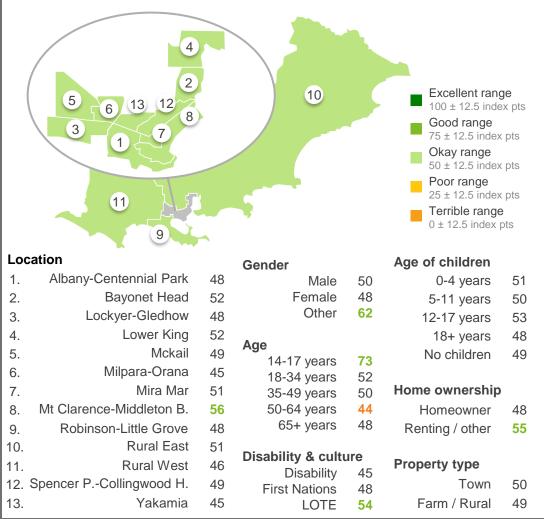
Base: All respondents, excludes 'unsure' and 'no response' (n = 1705).

#### Aged care and accommodation



Geographical and community variances

Performance Index Score



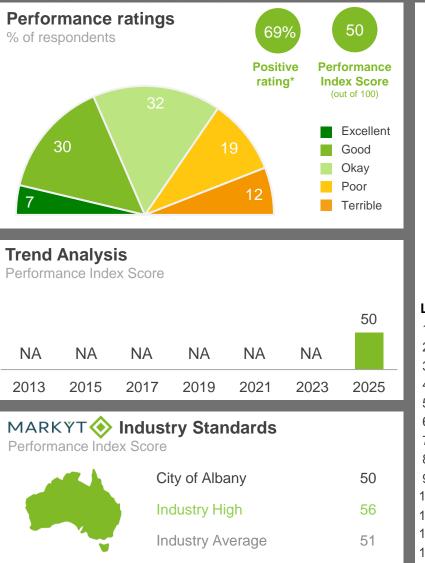
MARKŸT�

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1547).

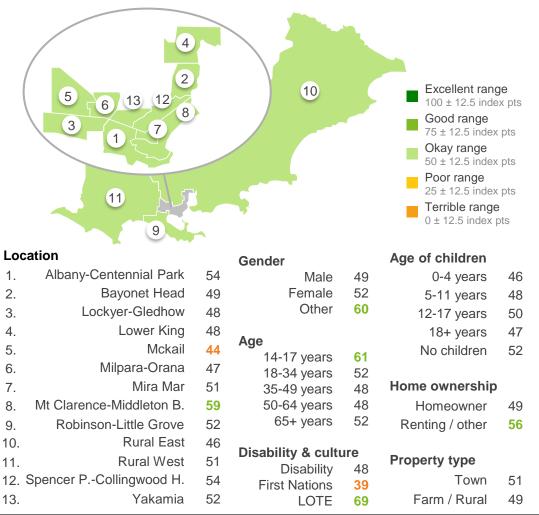
#### Main roads

South Western Highway, Albany Highway, Menang Drive, South Coast Hwy



#### Geographical and community variances

Performance Index Score

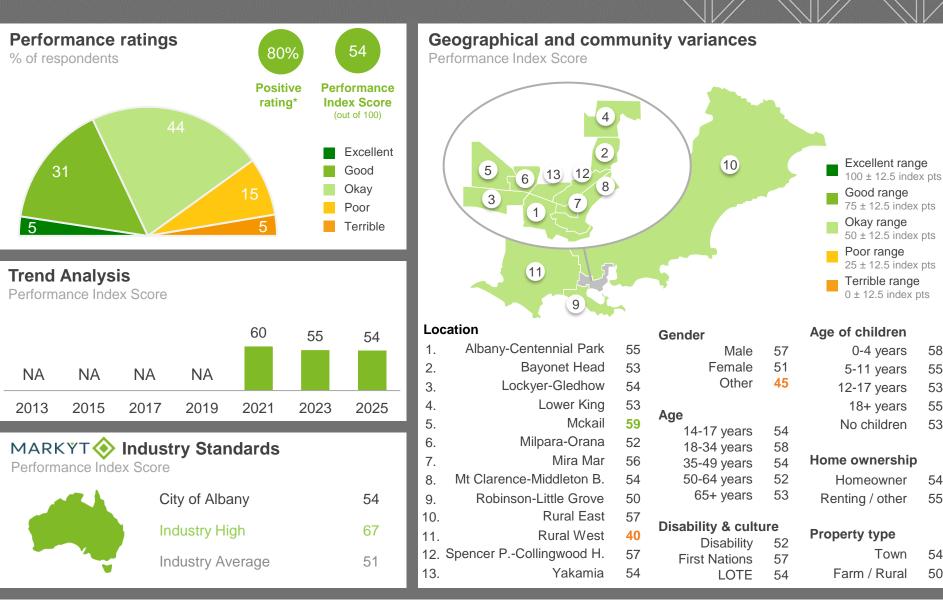


MARKŸT

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1930).

#### Environmental management and conservation



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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1716).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)

MARKY

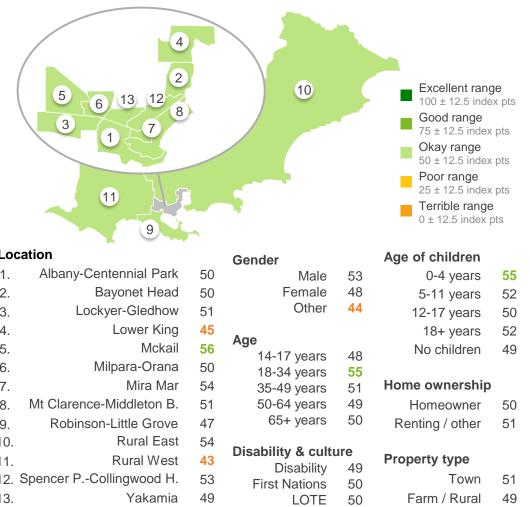
#### **Climate** action

promoting sustainable practices to combat climate change and its impacts



#### Geographical and community variances

Performance Index Score



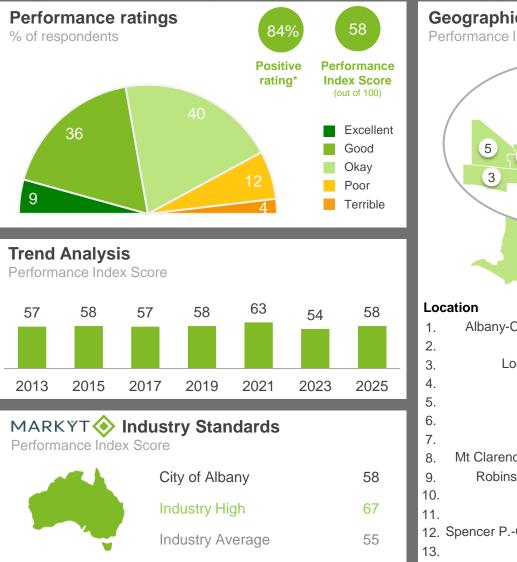
MARKYT

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1496).

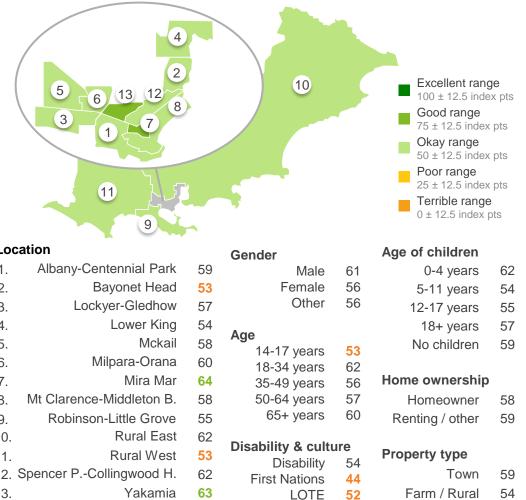
#### Emergency management

education, prevention and recovery for fires, flooding and other natural disasters



#### Geographical and community variances

Performance Index Score



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

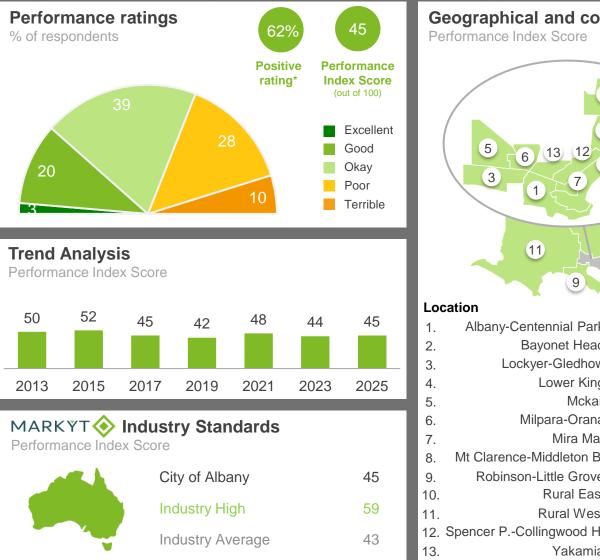
Base: All respondents, excludes 'unsure' and 'no response' (n = 1606).

\* Positive Rating = excellent, good + okay # small base size (<20 respondents)

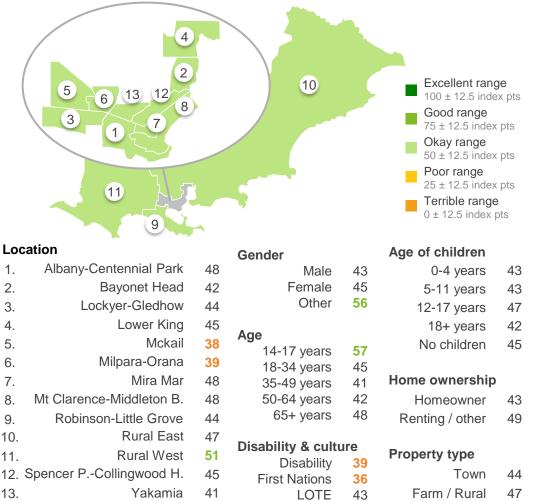


81

#### Economic development and job creation



Geographical and community variances



MARKY

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1522).

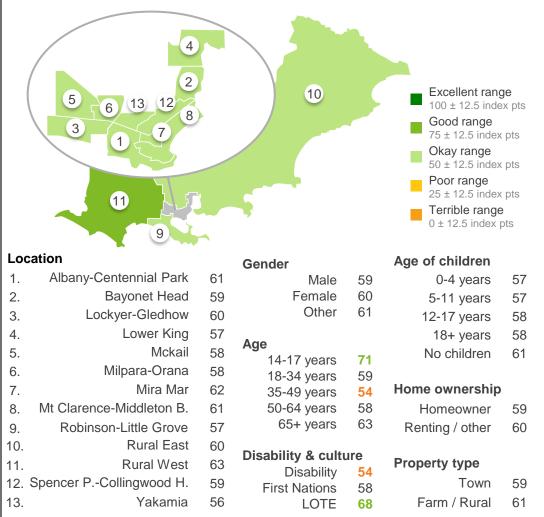
#### Education and life-long learning opportunities

schools, universities, TAFE etc.



Geographical and community variances

Performance Index Score





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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1755).

## **Overview of Community Variances**

#### Summary of community variances

	Total	Male	Female	Other	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	14-17 years	18-34 years	35-49 years	50-64 years	65+ years	Disability	First Nations	LOTE	Homeowner	Renting/other
OVERALL																			
Place to live	81	81	81	74	83	74	77	80	80	74	74	79	83	87	76	70	82	83	74
Place to work	72	71	74	60	73	70	69	73	73	67	68	72	75	76	67	<mark>61</mark>	73	74	68
Place to own or operate a business	59	59	59	55	60	56	55	57	56	58	56	56	60	62	51	42	57	59	57
Place to visit	83	82	84	77	85	77	82	83	80	78	75	82	85	88	79	74	85	84	78
GOVERNANCE																			
Overall, as the governing organisation	54	53	56	53	56	51	50	52	51	49	49	53	54	61	51	45	57	55	52
Council's leadership	48	46	49	48	49	46	44	44	43	45	44	46	45	53	45	36	50	48	46
Financial management	46	44	47	60	48	43	40	42	41	50	38	42	45	54	41	36	50	46	46
Communication	53	51	55	49	54	53	51	50	50	47	49	53	53	57	48	47	54	54	50
Community engagement / consultation	50	48	51	48	51	48	46	46	45	48	46	49	49	54	45	40	53	50	47
Customer service	58	55	60	75	60	55	53	56	54	53	55	57	57	62	55	52	60	58	57
SENTIMENT (% total agree)																			
Albany is amazing	76	73	79	70	77	79	77	76	80	56	68	79	82	80	71	63	80	79	64
Developed and communicated a clear vision	22	22	23	9	25	19	19	20	16	16	22	22	20	27	21	12	15	22	22
Good understanding of community needs	23	23	24	11	25	21	19	23	17	19	17	23	23	30	18	9	26	25	18



#### Summary of community variances

	Total	Male	Female	Other	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	14-17 years	18-34 years	35-49 years	50-64 years	65+ years	Disability	First Nations	LOTE	Homeowner	Renting/other
ASSET MANAGEMENT																			
Roads - local roads and bridges	47	45	48	60	48	48	45	42	42	46	47	45	45	50	43	33	53	46	49
Footpaths, trails and cycleways	50	50	50	52	51	49	46	48	47	50	49	49	50	51	45	44	51	50	49
Lighting of streets and public places	56	55	55	<b>62</b>	56	55	55	58	55	60	52	56	55	57	53	41	60	55	56
Town halls and community buildings	67	65	67	77	67	67	65	67	66	70	66	66	65	68	64	<b>62</b>	66	67	65
Public toilets	49	48	50	51	51	48	45	48	44	46	47	49	47	52	43	36	58	49	48
Library facilities and services	80	77	83	90	83	77	77	79	76	84	77	79	79	84	78	<b>69</b>	84	80	81
Sport and recreation facilities and services	76	75	77	79	78	71	73	75	76	76	73	73	77	80	74	71	76	76	75
Parks, playgrounds and reserves	69	70	67	66	71	<b>60</b>	<b>63</b>	68	69	66	63	66	70	73	65	<b>62</b>	70	69	66
Streetscapes, trees and verges	58	58	59	54	58	60	59	60	57	61	60	59	57	57	56	52	59	58	59
Marine facilities	68	67	68	68	67	67	68	71	67	72	67	67	67	68	66	55	75	67	69
Albany Regional Airport	55	55	55	61	57	<b>48</b>	<b>49</b>	55	57	55	54	53	56	58	52	46	56	55	56
Stormwater management and drainage	43	44	42	47	45	42	41	41	41	38	45	43	42	45	38	35	42	43	43
COMPLIANCE																			
Planning services / approvals	41	40	42	37	42	41	38	38	40	44	42	38	40	43	38	34	48	41	43
Heritage services	60	59	62	69	60	65	61	61	60	61	62	62	60	60	61	56	66	61	59
Universal access and inclusion	58	58	57	57	57	57	55	57	59	60	56	58	57	58	49	49	60	59	53
Ranger services	56	55	56	74	57	54	55	57	55	63	56	55	54	56	54	53	53	56	55
Waste management	58	57	60	68	63	51	<b>49</b>	55	54	66	55	<b>52</b>	56	66	53	43	67	58	60
Environmental health services	61	61	61	69	64	64	59	59	57	61	65	60	58	63	59	51	70	61	63
Fire management	67	65	68	65	67	67	66	66	68	<b>62</b>	68	68	65	68	65	59	67	66	69

MARKŸT

#### Summary of community variances

	Total	Male	Female	Other	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	14-17 years	18-34 years	35-49 years	50-64 years	65+ years	Disability	First Nations	LOTE	Homeowner	Renting/other
DISCRETIONARY SERVICES																			
Youth services and facilities	55	57	54	61	59	<b>49</b>	<b>50</b>	53	53	58	53	52	56	60	51	<b>46</b>	64	56	52
Family and children's services and facilities	56	56	55	56	58	52	52	56	53	61	54	53	56	59	50	<b>46</b>	61	56	54
Seniors' services and facilities	62	60	63	59	62	62	61	64	62	62	65	61	61	62	<b>56</b>	51	62	62	62
Reconciliation action	62	62	63	51	63	57	61	64	65	63	58	63	62	65	61	<b>53</b>	59	63	58
Art, culture and creative activities	69	67	70	67	70	<b>64</b>	65	68	70	68	66	67	70	70	64	60	<b>62</b>	70	64
Festivals, markets and community events	66	63	69	68	67	65	64	66	65	67	65	66	65	69	63	<b>58</b>	<b>58</b>	66	66
City centre development and activation	52	50	54	55	53	52	49	56	49	65	51	51	51	54	49	45	47	52	54
Tourism and destination marketing	62	60	64	69	63	62	61	62	60	69	63	61	61	62	57	54	69	62	63
Volunteer support services	62	62	61	63	63	60	<b>56</b>	60	62	63	60	57	61	66	55	60	67	62	60
ADVOCACY AND SUPPORT																			
Safety and crime prevention	48	47	49	52	51	45	45	45	46	54	45	46	46	53	44	36	60	49	45
Health and community services	54	55	53	57	56	<b>49</b>	<b>48</b>	53	54	56	51	51	52	59	48	<b>46</b>	<b>65</b>	54	53
Housing	27	30	25	25	29	25	25	27	26	27	25	26	27	30	26	22	35	29	20
Aged care and accommodation	49	50	48	62	49	51	50	53	48	73	52	50	44	48	45	48	54	48	55
Roads - main roads	50	49	52	60	52	46	48	50	47	61	52	48	48	52	48	39	69	49	56
Environmental management and conservation	54	57	51	45	53	58	55	53	55	54	58	54	52	53	52	57	54	54	55
Climate action / sustainable practices	50	53	48	44	49	55	52	50	52	48	55	51	49	50	49	50	50	50	51
Emergency management (fires, flooding etc)	58	61	56	56	59	62	54	55	57	53	62	56	57	60	54	44	52	58	59
Economic development and job creation	45	43	45	56	45	43	43	47	42	57	45	41	42	48	39	36	43	43	49
Education and life-long learning opportunities	59	59	60	61	61	57	57	58	58	71	59	54	58	63	54	58	<b>68</b>	59	60

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# Overview of Geographical Variances

#### Summary of geographical variances

	Total	Farm / Rural	Town	Albany - Centennial Park and District	Bayonet Head	Lockyer - Gledhow	Lower King	Mckail	Milpara - Orana	Mira Mar	Mount Clarence - Middleton Beach and District	Robinson - Little Grove and District	Rural East	Rural West	Spencer Park - Collingwood Heights	Yakamia
OVERALL																
Place to live	81	84	89	83	80	72	80	76	79	84	89	83	81	81	81	79
Place to work	72	78	79	76	74	67	70	69	69	78	79	73	74	71	70	72
Place to own or operate a business	59	66	63	60	58	<b>53</b>	59	52	56	66	63	62	58	54	60	62
Place to visit	83	87	89	84	84	79	81	80	79	87	89	84	83	81	84	81
GOVERNANCE																
Overall, as the governing organisation	54	61	63	57	55	52	53	<b>49</b>	53	61	63	52	52	50	56	54
Council's leadership	48	52	55	49	50	43	45	43	45	52	55	45	47	44	51	49
Financial management	46	53	54	48	46	46	42	41	40	53	54	46	42	43	48	45
Communication	53	61	52	54	53	56	49	51	51	61	52	52	52	48	53	56
Community engagement / consultation	50	57	50	51	52	49	48	47	44	57	50	48	52	43	49	51
Customer service	58	65	61	60	59	56	60	53	56	65	61	56	55	58	59	61
SENTIMENT (% total agree)																
Albany is amazing	76	73	78	71	79	<b>62</b>	73	77	76	87	86	78	79	66	78	81
Developed and communicated a clear vision	22	16	23	27	23	23	18	17	26	25	24	18	19	12	32	25



#### Summary of geographical variances

	Total	Farm / Rural	Town	Albany - Centennial Park and District	Bayonet Head	Lockyer - Gledhow	Lower King	Mckail	Milpara - Orana	Mira Mar	Mount Clarence - Middleton Beach and District	Robinson - Little Grove and District	Rural East	Rural West	Spencer Park - Collingwood Heights	Yakamia
LOCAL ASSETS																
Roads - local roads and bridges	47	52	52	50	47	44	<b>40</b>	45	43	52	52	54	46	44	46	42
Footpaths, trails and cycleways	50	55	54	48	48	49	<b>43</b>	52	45	55	54	47	51	<b>59</b>	51	47
Lighting of streets and public places	56	61	60	55	55	51	54	53	51	61	60	59	59	58	54	53
Town halls and community buildings	67	72	71	67	67	66	67	63	66	72	71	64	65	66	66	66
Public toilets	49	56	56	51	49	45	43	43	45	56	56	51	48	54	48	45
Library facilities and services	80	88	86	83	78	80	80	74	79	88	86	84	74	83	81	79
Sport and recreation facilities and services	76	79	81	78	75	75	74	75	73	79	81	76	75	76	76	77
Parks, playgrounds and reserves	69	76	76	72	64	70	65	66	63	76	<b>76</b>	69	68	67	69	67
Streetscapes, trees and verges	58	64	61	58	60	58	55	56	55	64	61	57	62	58	58	54
Marine facilities	68	72	70	71	65	69	66	66	63	72	70	64	69	71	69	61
Albany Regional Airport	55	64	56	56	53	55	57	51	53	64	56	56	53	60	57	53
Stormwater management and drainage	43	42	47	48	42	42	37	42	37	42	47	47	42	41	48	42
COMPLIANCE																
Planning services / approvals	41	44	43	43	41	42	39	42	<b>36</b>	44	43	38	39	39	45	43
Heritage services	60	66	63	59	63	63	61	64	58	66	63	60	59	59	58	57
Universal access and inclusion	58	59	61	55	58	53	<b>64</b>	59	54	59	61	57	60	60	54	60
Ranger services	56	62	61	57	57	56	55	52	47	<b>62</b>	61	57	56	51	57	57
Waste management	58	64	67	63	56	58	60	<b>50</b>	55	64	67	63	55	56	62	51
Environmental health services	61	67	65	64	60	65	59	60	60	67	65	63	59	54	63	62
Fire management	67	71	67	71	64	67	65	68	67	71	67	62	67	61	68	68



#### Summary of geographical variances

	Total	Farm / Rural	Town	Albany - Centennial Park and District	Bayonet Head	Lockyer - Gledhow	Lower King	Mckail	Milpara - Orana	Mira Mar	Mount Clarence - Middleton Beach and District	Robinson - Little Grove and District	Rural East	Rural West	Spencer Park - Collingwood Heights	Yakamia
DISCRETIONARY SERVICES																
Youth services and facilities	55	61	59	59	54	<b>49</b>	55	55	52	61	59	55	55	<b>60</b>	54	53
Family and children's services and facilities	56	56	58	60	54	55	58	54	51	56	58	58	56	61	54	<b>50</b>
Seniors' services and facilities	62	69	65	66	61	62	63	58	61	<b>69</b>	65	62	61	<b>56</b>	62	58
Reconciliation action	62	67	64	64	61	54	63	67	67	67	64	62	61	61	59	61
Art, culture and creative activities	69	73	72	70	70	65	66	64	68	73	72	70	68	69	68	67
Festivals, markets and community events	66	69	73	69	66	63	63	60	66	69	73	66	68	67	67	64
City centre development and activation	52	58	60	53	53	50	48	49	<b>46</b>	58	60	51	55	56	53	48
Tourism and destination marketing	62	64	64	63	59	64	63	59	60	64	64	62	62	67	63	61
Volunteer support services	62	69	64	64	59	60	63	63	58	69	64	62	61	60	60	59
ADVOCACY AND SUPPORT																
Safety and crime prevention	48	53	54	52	47	44	49	44	43	53	54	49	52	42	52	43
Health and community services	54	59	<b>59</b>	57	51	51	51	52	51	<b>59</b>	59	54	54	55	55	52
Housing	27	33	31	25	31	23	24	25	24	33	31	27	31	25	28	28
Aged care and accommodation	49	51	<b>56</b>	48	52	48	52	49	45	51	56	48	51	46	49	45
Roads - main roads	50	51	59	54	49	48	48	44	47	51	59	52	46	51	54	52
Environmental management and conservation	54	56	54	55	53	54	53	59	52	56	54	50	57	<b>40</b>	57	54
Climate action / sustainable practices	50	54	51	50	50	51	45	56	50	54	51	47	54	43	53	49
Emergency management (fires, flooding etc)	58	64	58	59	53	57	54	58	60	64	58	55	62	53	62	63
Economic development and job creation	45	48	48	48	42	44	45	38	39	48	48	44	47	51	45	41
Education and life-long learning opportunities	59	62	61	61	59	60	57	58	58	62	61	57	60	63	59	56



## Local business views

#### Place to own or operate a business

Among local business owners and operators

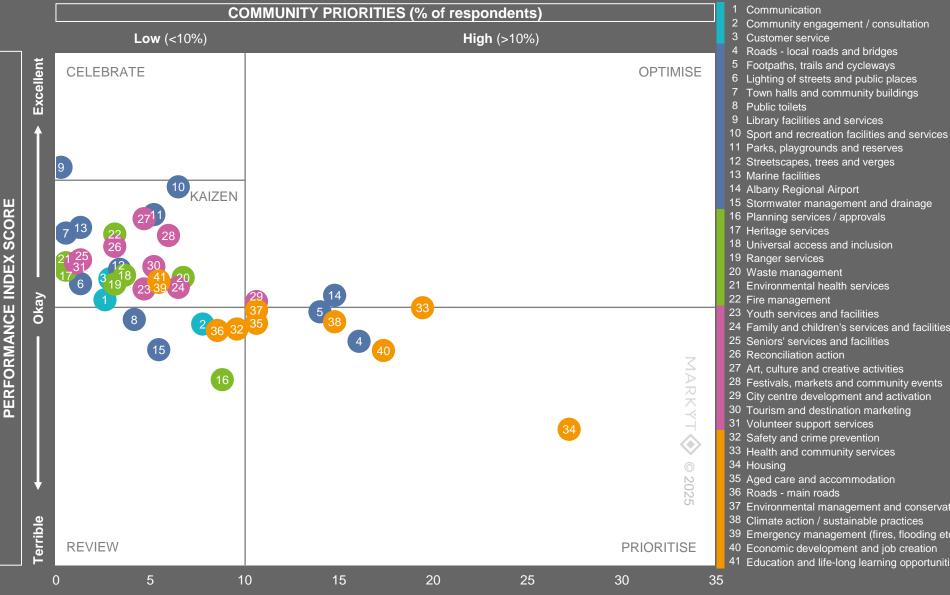




Q. **How would you rate performance in the following areas?** Base: All respondents, excludes 'unsure' and 'no response' (n = 371). \* Positive Rating = excellent, good + okay



## Business owners and operators

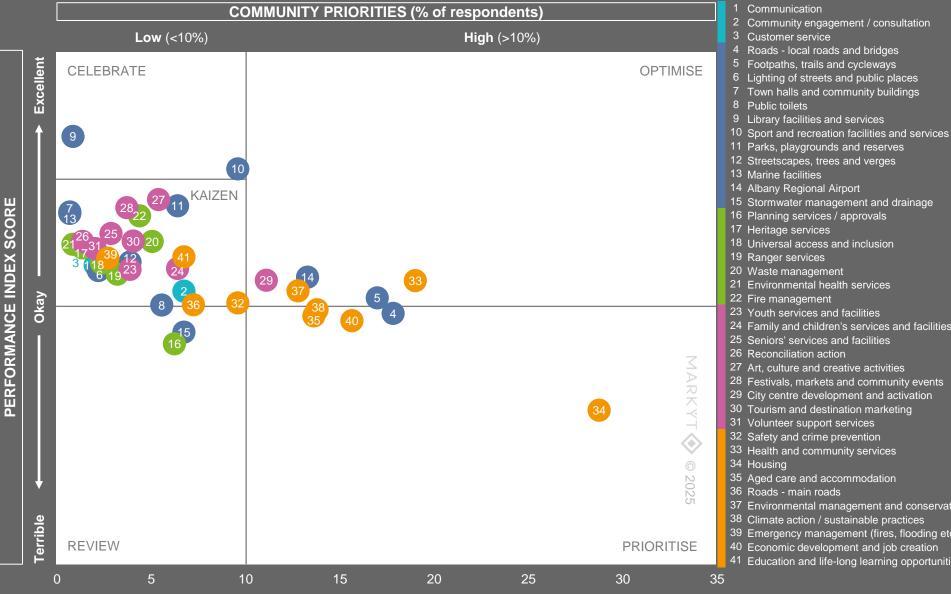


Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Over the next 10 years, which areas would you mostly like the City of Albany to focus on improving? Base: All respondents, excludes no response (n = 386) Copyright CATALYSE® Pty Ltd. © 2025

## Other stakeholder views

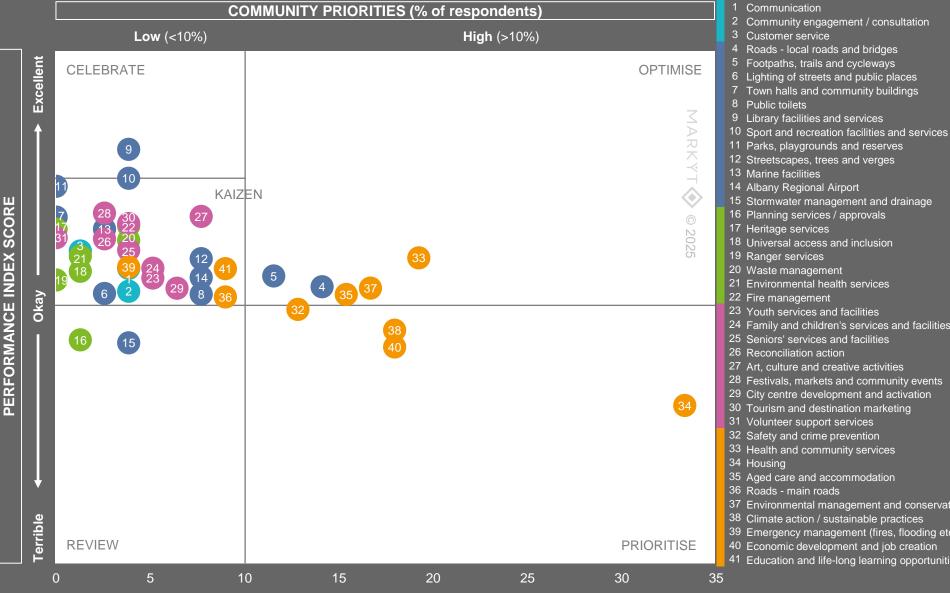
## Community organisation manager / c'ee member



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

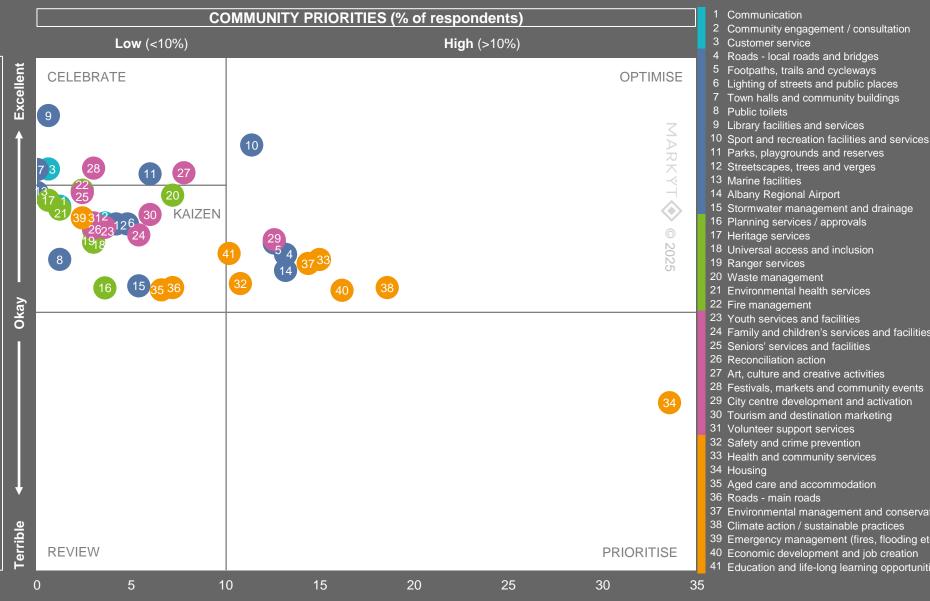
Q. Over the next 10 years, which areas would you mostly like the City of Albany to focus on improving? Base: All respondents, excludes no response (n = 595) Copyright CATALYSE® Pty Ltd. © 2025

## Out-of-area ratepayers and visitors



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

Q. Over the next 10 years, which areas would you mostly like the City of Albany to focus on improving? Base: All respondents, excludes no response (n = 78) Copyright CATALYSE® Pty Ltd. © 2025



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

PERFORMANCE INDEX SCORE

Q. Over the next 10 years, which areas would you mostly like the City of Albany to focus on improving? Base: All respondents, excludes no response (n = 167) Copyright CATALYSE® Pty Ltd. © 2025

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