



MARKYT 

Community Scorecard

December 2024
PULSE

Prepared for



Prepared by



CATALYSE
FUTYR | MARKYT | CULTYR

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Strategic Overview

There has been an excellent response to the Shire's new Council Plan and approach to leadership and advocacy with community perceptions improving across all key performance areas tested.

The biggest improvements were:

- Understanding community needs (up 14% points)
- Clearly explaining reasons for decisions and how community views are considered (up 12% points)
- Listening to and respecting community views (up 9% points)

Results are even more positive among respondents who were aware of the new Council Plan.

Among these respondents:

- Council's leadership **improved** by 16 index points
- Advocacy and lobbying **improved** by 15 index points
- Community consultation **improved** by 19 index points
- Understanding community needs **improved** by 20% points
- Listening to and respecting community views **improved** by 17% points
- Communication **improved** by 21 index points
- Clearly explaining reasons for decisions and how views are considered **improved** by 21% points
- Customer service **improved** by 19 index points

The Shire's performance is now above industry average in these areas.

Approach

The Study

CATALYSE® was commissioned to conduct a MARKYT® Community Scorecard PULSE with 300 residents on a six-monthly basis to track community views on key issues.

The aim of this pulse was to assess how well the Shire of Mundaring has been listening and responding to community needs following adoption of a new Council Plan, and to assess the effectiveness of Council's new approaches in leadership and advocacy.

Email invitations were delivered to a random sample of 4,436 community members in the Shire's customer databases and the Shire provided supporting promotions through its communication channels.

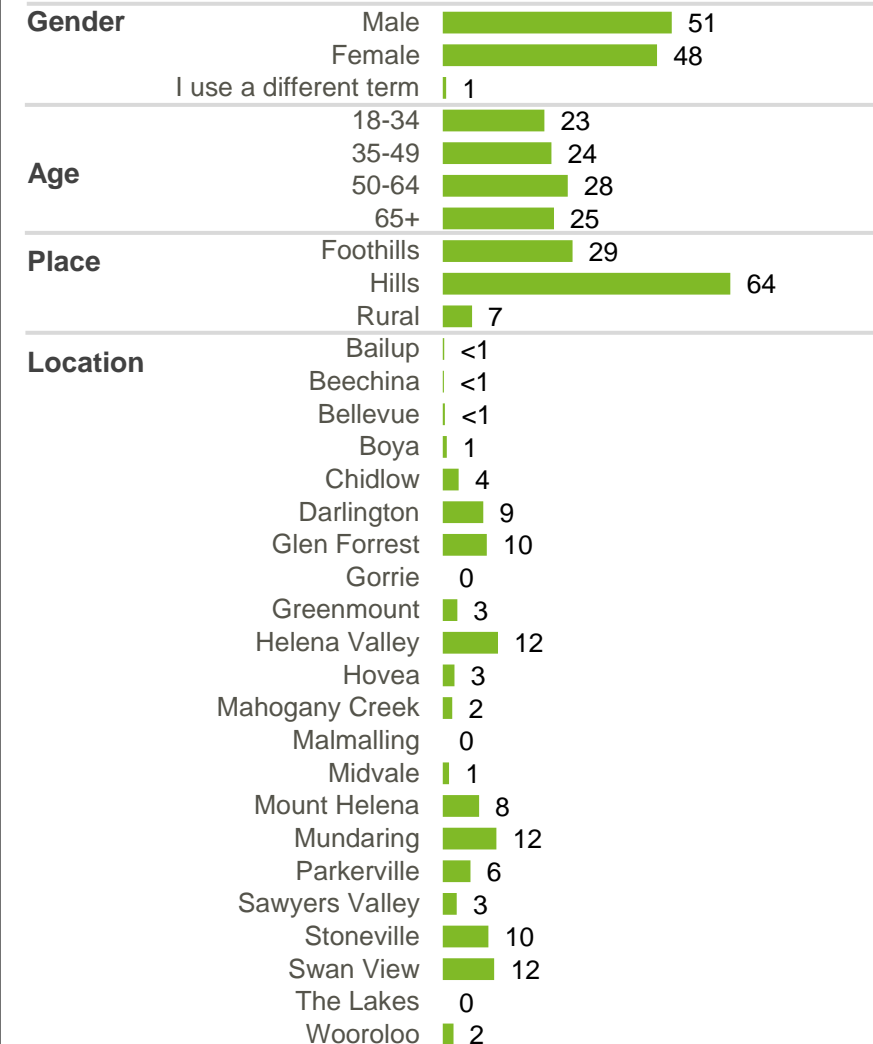
The scorecard was open from 18 November to 2 December 2024.

363 residents participated in this pulse.

Responses were weighted by age and gender to match the ABS Census population profile.

Where sub-totals add to $\pm 1\%$ of the parts, this is due to rounding errors to zero decimal places.

% of resident respondents (weighted)



Over the past 21 years, CATALYSE® has conducted community 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.

Perth Region

- City of Armadale
- Town of Bassendean
- City of Bayswater
- City of Belmont
- Town of Cambridge
- City of Canning
- Town of Claremont
- City of Cockburn
- Town of Cottesloe
- Town of East Fremantle
- City of Fremantle
- City of Joondalup
- City of Kalamunda
- City of Kwinana
- City of Melville
- Town of Mosman Park
- Shire of Mundaring
- City of Nedlands
- Shire of Peppermint Grove
- City of Perth
- Serpentine–Jarrahdale Shire
- City of South Perth
- City of Subiaco
- City of Swan
- Town of Victoria Park
- City of Vincent
- City of Wanneroo

Peel Region

- Shire of Boddington
- City of Mandurah
- Shire of Murray
- Serpentine–Jarrahdale Shire

Wheatbelt Region

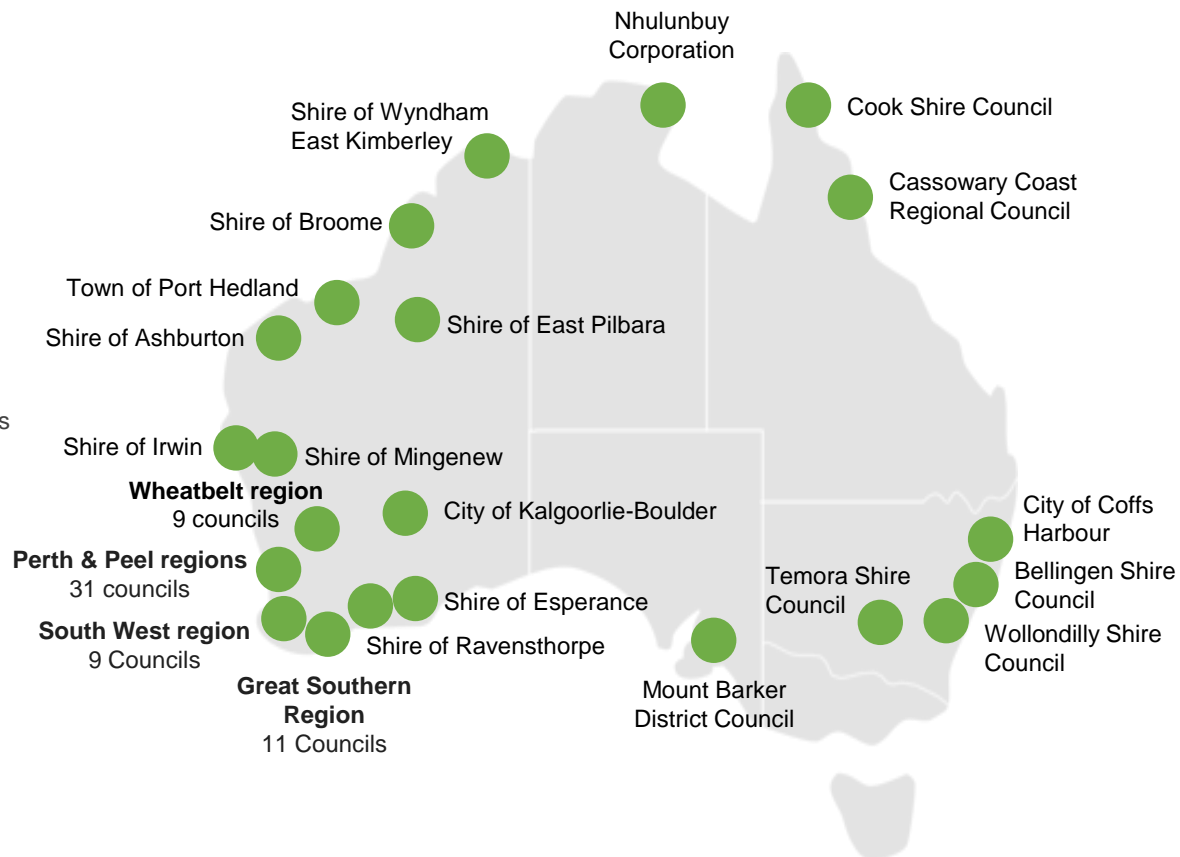
- Shire of Chittering
- Shire of Dandaragan
- Shire of Gingin
- Shire of Merredin
- Shire of Narrogin
- Shire of Northam
- Shire of Pingelly
- Shire of Toodyay
- Shire of York

South West Region

- Shire of Augusta-Margaret River
- Shire of Bridgetown-Greenbushes
- City of Bunbury
- City of Busselton
- Shire of Capel
- Shire of Collie
- Shire of Dardanup
- Shire of Donnybrook-Balingup
- Shire of Harvey

Great Southern Region

- City of Albany
- Shire of Broomehill-Tambellup
- Shire of Cranbrook
- Shire of Denmark
- Shire of Gnowangerup
- Shire of Jerramungup
- Shire of Katanning
- Shire of Kent
- Shire of Kojonup
- Shire of Plantagenet
- Shire of Woodanilling



Note: in this report, average and high scores are calculated from councils that have completed a MARKYT® accredited study within the past three years.

How to read MARKYT® performance dashboards

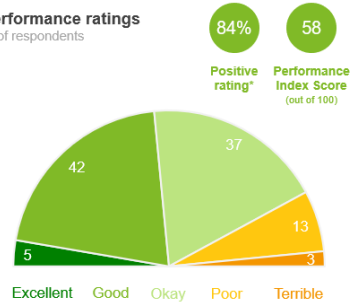
Performance Ratings

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

Positive rating

Is the percentage of respondents who provided a rating of okay, good or excellent.

Performance ratings
% of respondents



84%
Positive rating*
58
Performance Index Score
(out of 100)

The Performance Index Score is a weighted score out of 100.

Score

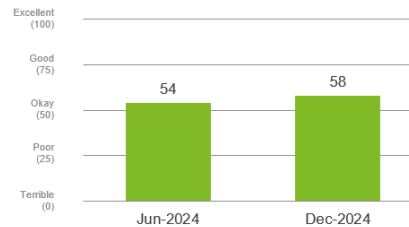
100
75
50
25
0

Average Rating

Excellent
Good
Okay
Poor
Terrible

Trend Analysis

Performance Index Score



Trend Analysis

Shows how results change over time.

MARKYT® Industry Standards

Show Council performance compared to other councils.

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.

MARKYT Industry Standards
Performance Index Score



Shire of Mundaring	58
Industry High	71
Industry Average	53

Community variances

Performance Index Score

Gender	Age	Location
Male	56	18-34 years 62
Female	61	35-49 years 56
		50-64 years 57
		65+ years 60
		Hills 61
		Rural 54
		Foothills 54

Community variances

Shows how performance ratings vary across the community by key demographics.

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 358). * Positive Rating = excellent, good + okay

Awareness of the new Council Plan

Awareness of the Shire's new Council Plan

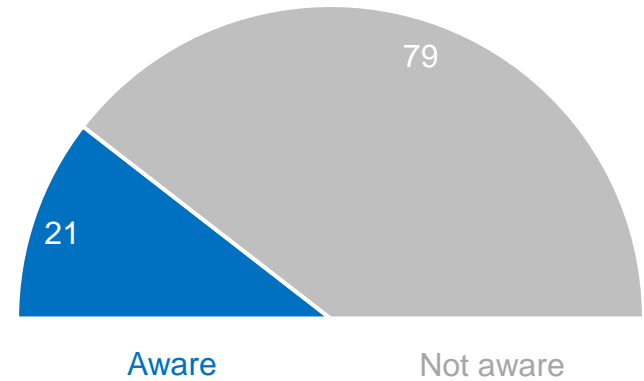


Heart of the Perth Hills



Were you aware of the Shire's new plan called "Our Plan for the Future – Council Plan 2024-2034"?

% of respondents



Variations across the community

% aware

All respondents	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Foothills	Hills	Rural
21	22	20	11	19	29	22	15	23	33

Q. Were you aware of the Shire's new plan called "Our Plan for the Future – Council Plan 2024-2034"?

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

Community variances between residents who were aware vs unaware of the Council Plan

Community members who were aware of the Shire's new Council Plan provided more positive ratings. They were more likely to agree that Council understands community needs, listens to and respect their views, and clearly explains reasons for decisions. They also provided higher performance ratings for Council's leadership, governance, advocacy, consultation, communication and customer service, and were more likely to have heard about the Shire's efforts to advocate for key projects.

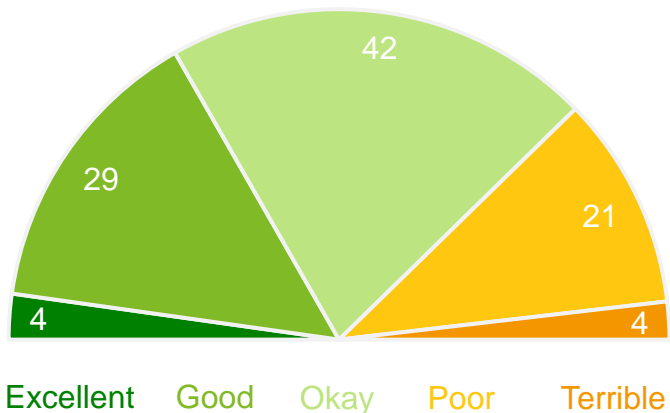
	All respondents	AWARE of Council Plan	NOT aware of Council Plan
SENTIMENT - % agree			
Understanding of community needs	39%	45%	36%
Listens to and respects community views	32%	40%	29%
Clearly explains reasons for decisions	29%	38%	28%
PERFORMANCE – Performance Index Score			
Council's leadership	52	62	50
Governing organisation	58	63	56
Advocacy and lobbying	50	61	47
Consultation	44	58	40
Communication	48	63	44
Customer service	61	75	57
ADVOCACY - % aware			
Advocating for funding to complete Mundaring Cultural Hub	41%	65	35
Advocating for funding to complete Brown Park Precinct upgrade	30%	57	24
Advocating for funding to upgrade volunteer bushfire brigade stations	27%	46	22
Advocating for Main Roads WA to upgrade Great Eastern Hwy intersections	21%	41	16

Performance scores

Council's leadership

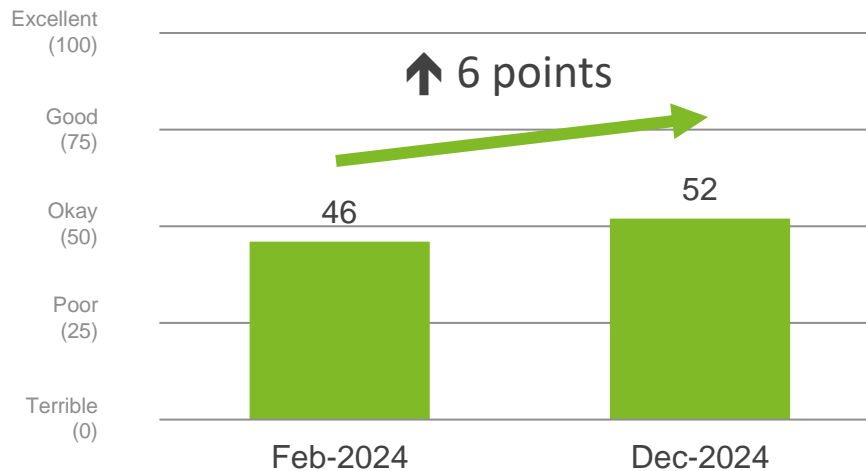
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Mundaring	52
Industry High	63
Industry Average	45

Community variances

Performance Index Score

Gender	Age	Location
Male	18-34 years	Foothills
Female	35-49 years	Hills
	50-64 years	Rural
	65+ years	

Male: 48, Female: 58, 18-34 years: 50, 35-49 years: 50, 50-64 years: 51, 65+ years: 58, Foothills: 46, Hills: 56, Rural: 49

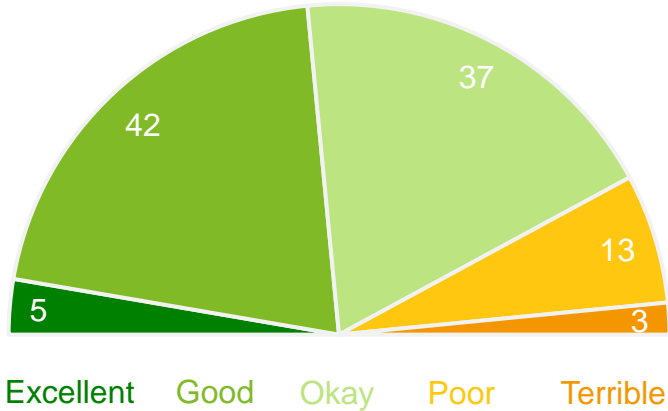
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 258). * Positive Rating = excellent, good + okay

Governing organisation

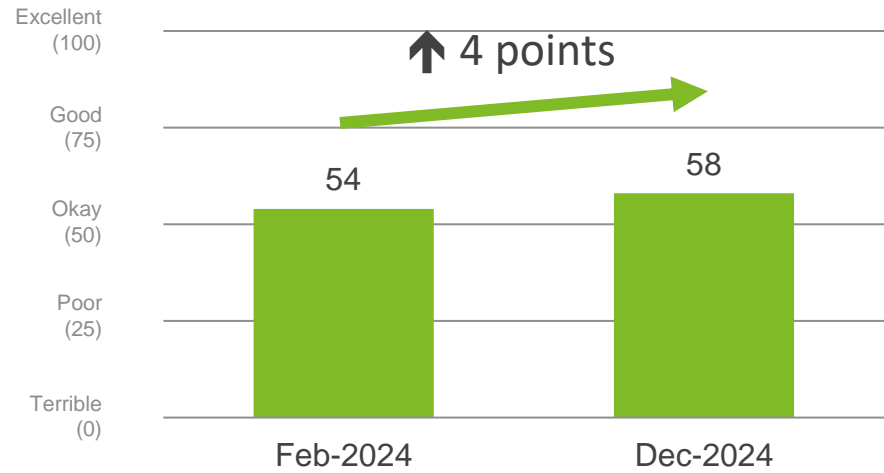
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Mundaring	58
Industry High	71
Industry Average	53

Community variances

Performance Index Score

Gender	Age	Location	Performance Index Score
Male	18-34 years	Foothills	54
Female	35-49 years	Hills	61
	50-64 years	Rural	54
	65+ years		60

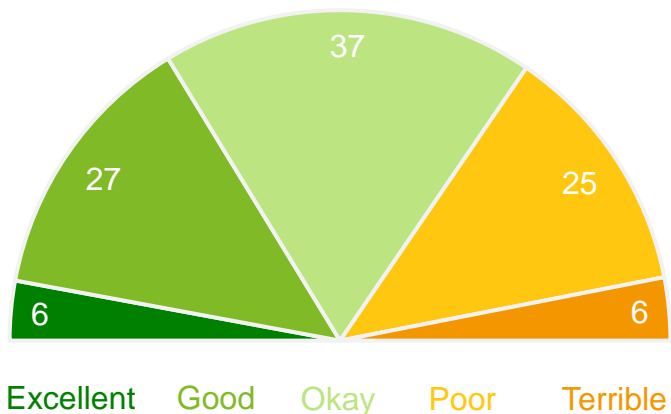
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 358). * Positive Rating = excellent, good + okay

Advocacy and lobbying on community's behalf to influence decisions and support local causes

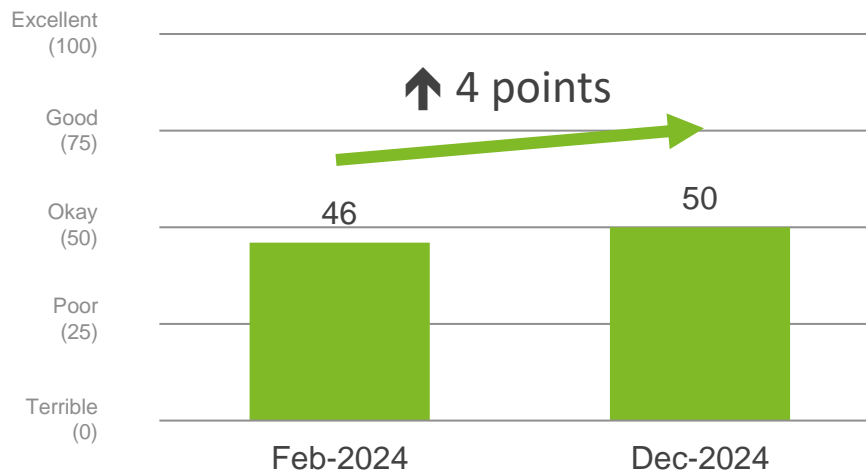
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Mundaring	50
Industry High	62
Industry Average	42

Community variances

Performance Index Score

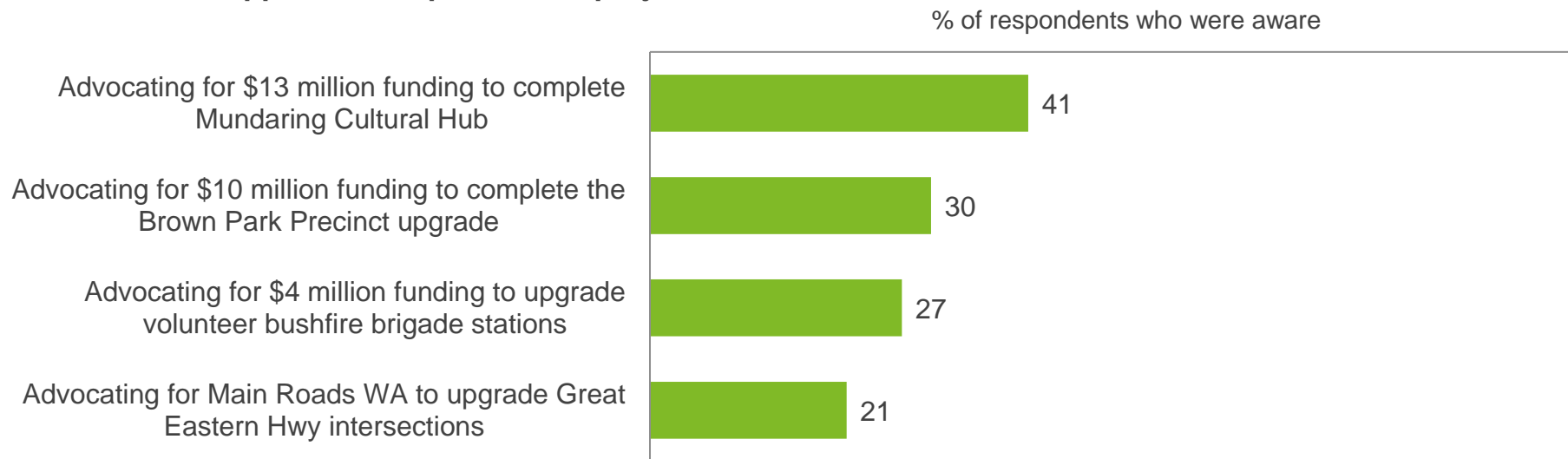
Gender	Age	Location	Performance Index Score
Male	18-34 years	Foothills	43
Female	35-49 years	Hills	54
	50-64 years	Rural	48
	65+ years		58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 261). * Positive Rating = excellent, good + okay

Awareness of the Shire's advocacy

Were you aware that the Shire of Mundaring has been advocating for Government support to complete these projects?



Community Variances

% of respondents

Aware of Shire advocacy for:	All respondents	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Foothills	Hills	Rural
\$13 million funding to complete Mundaring Cultural Hub	41	39	43	41	42	42	39	23	47	56
\$10 million funding to complete the Brown Park Precinct upgrade	30	33	27	28	35	30	29	40	26	33
\$4 million funding to upgrade volunteer bushfire brigade stations	27	30	24	26	28	25	31	27	27	30
Main Roads WA to upgrade Great Eastern Hwy intersections	21	21	21	22	19	17	27	18	23	19

Q. Were you aware that the Shire of Mundaring has been advocating for Government support to complete these projects?

Base: All respondents, excludes no response (n = 322 to 327)

How the community is consulted on local issues

Performance ratings

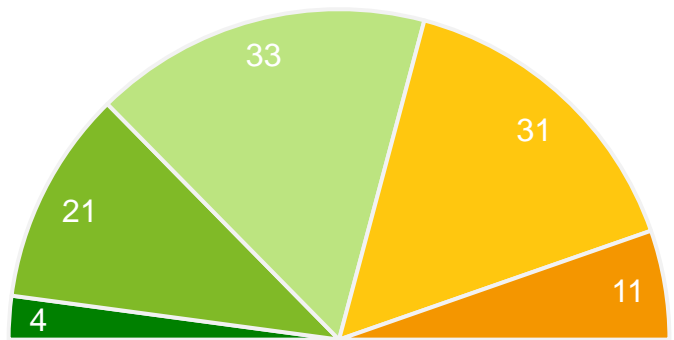
% of respondents

58%

44

Positive rating*

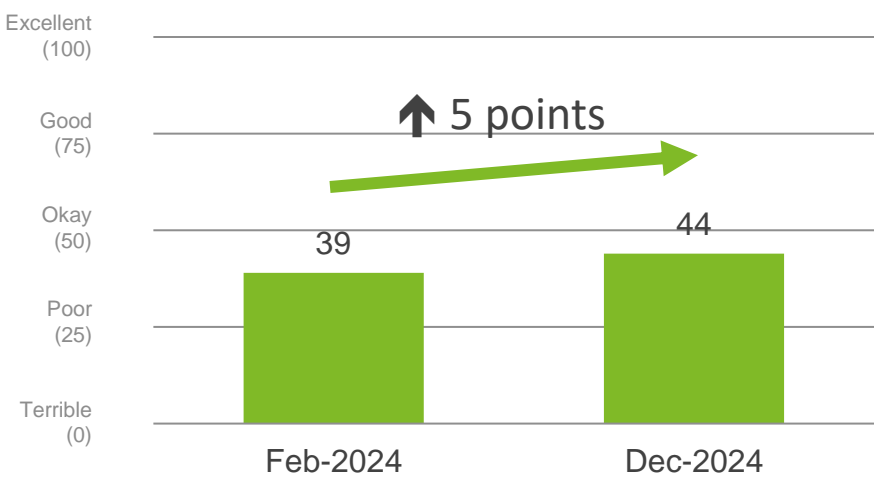
Performance Index Score (out of 100)



Excellent Good Okay Poor Terrible

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Mundaring	44
Industry High	60
Industry Average	41

Community variances

Performance Index Score

Gender	Age	Location
Male	18-34 years	44
Female	35-49 years	41
	50-64 years	45
	65+ years	47
		43
		46
		41

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 289). * Positive Rating = excellent, good + okay

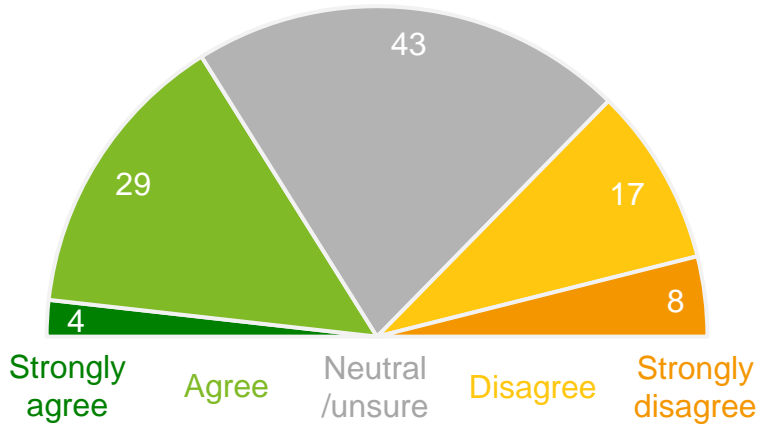
Shire of Mundaring listens to and respects community views

Performance ratings

% of respondents

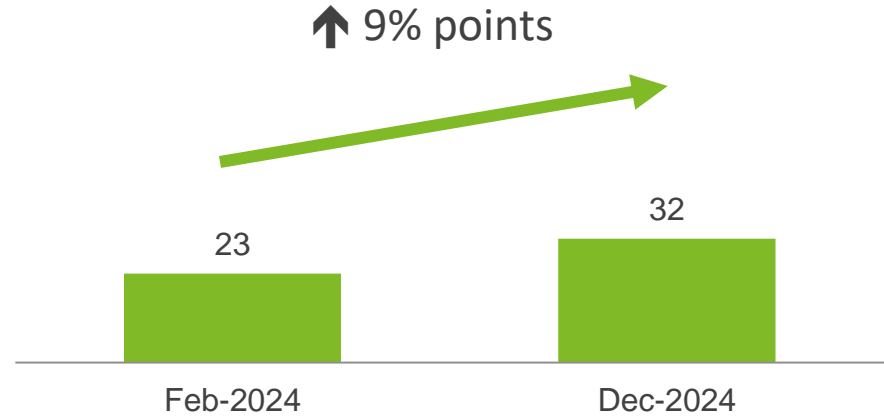
32%*

Total agree



Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Mundaring	32
Industry High	47
Industry Average	25

Community variances

% agree

Gender	Age	Location
Male	28	18-34 years
Female	37	35-49 years
		50-64 years
		65+ years
		Foothills
		Hills
		Rural

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 345).

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

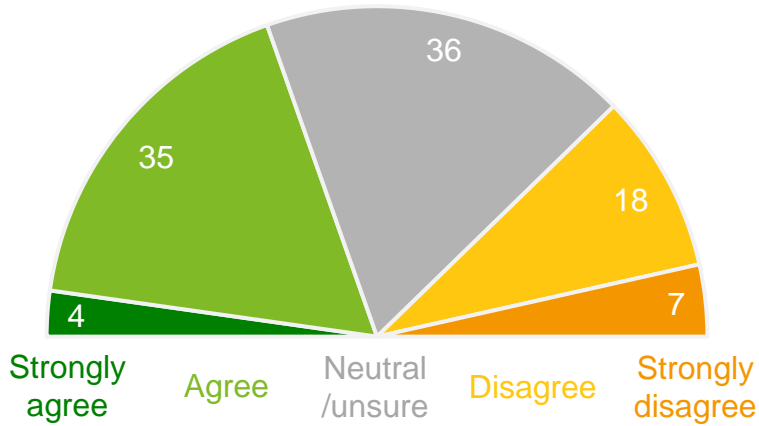
Shire of Mundaring has a good understanding of community needs

Performance ratings

% of respondents

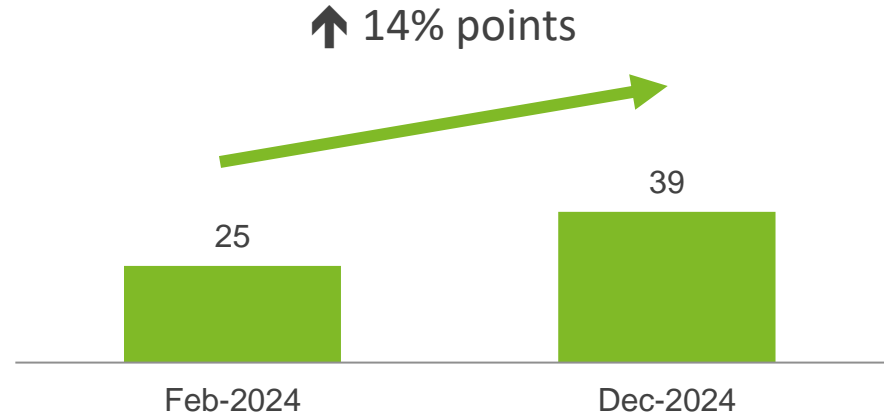
39%

Total agree



Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Mundaring	39
Industry High	58
Industry Average	28

Community variances

% agree

Gender	Age	Location
Male	18-34 years	Foothills
Female	35-49 years	Hills
	50-64 years	Rural
	65+ years	

Male: 36, 18-34 years: 49, Foothills: 34
 Female: 43, 35-49 years: 24, Hills: 43
 50-64 years: 43, Rural: 27
 65+ years: 42

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

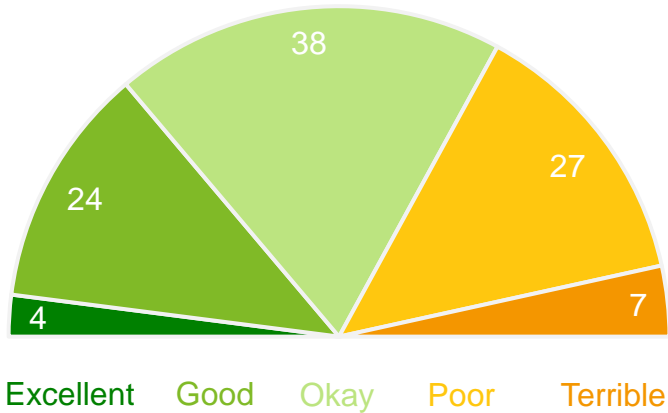
Base: All respondents, excludes 'unsure' and 'no response' (n = 348).

How the community is informed about what's happening in the local area

Performance ratings

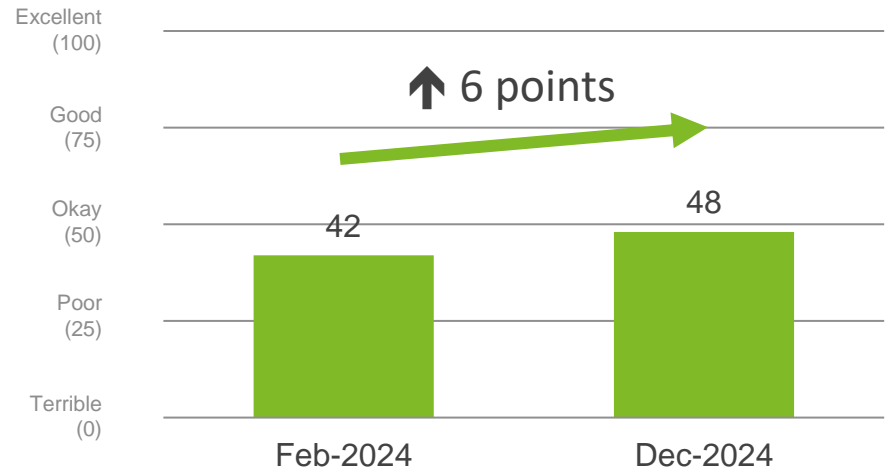
% of respondents

66% Positive rating*
48 Performance Index Score (out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Mundaring	48
Industry High	62
Industry Average	45

Community variances

Performance Index Score

Gender	Age	Location	Performance Index Score
Male	18-34 years	Foothills	43
Female	35-49 years	Hills	50
	50-64 years	Rural	47
	65+ years		50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 299). * Positive Rating = excellent, good + okay

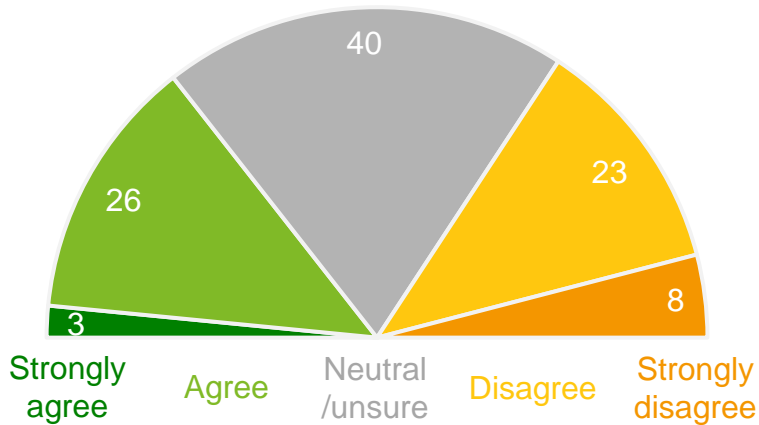
Shire of Mundaring clearly explains reasons for decisions and how community views are considered

Performance ratings

% of respondents

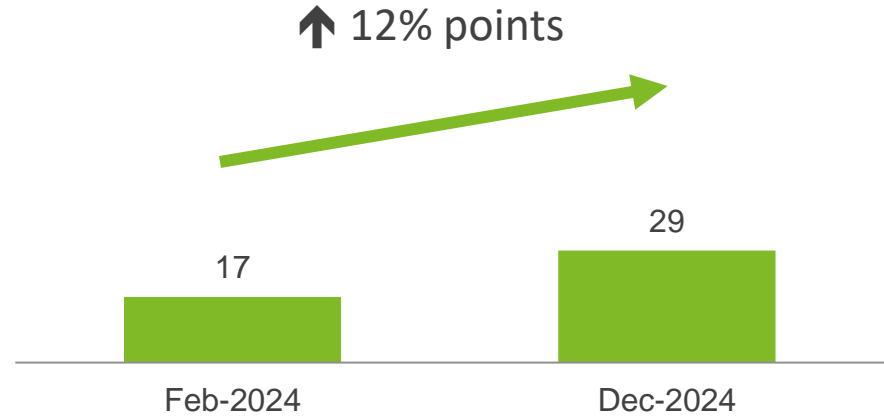
29%

Total agree



Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Mundaring	29
Industry High	39
Industry Average	22

Community variances

% agree

Gender	Age	Location
Male	27	18-34 years
Female	31	35-49 years
		50-64 years
		65+ years
		Hills
		Rural

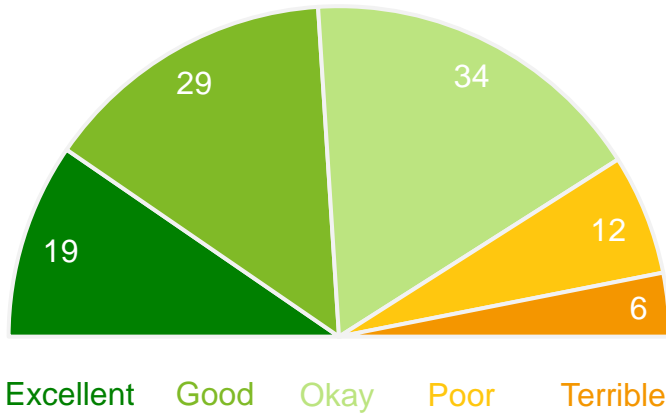
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'unsure' and 'no response' (n = 345).

Customer service

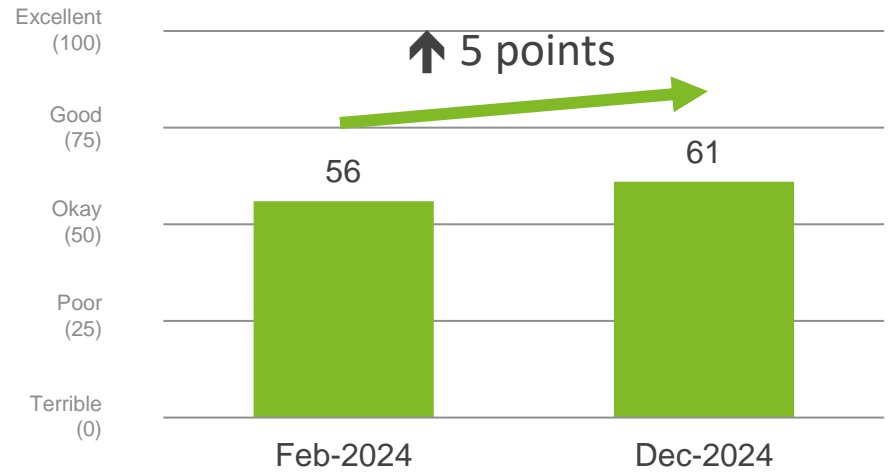
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Mundaring	61
Industry High	69
Industry Average	57

Community variances

Performance Index Score

Gender	Age	Location
Male	18-34 years	Foothills
Female	35-49 years	Hills
	50-64 years	Rural
	65+ years	

Performance Index Scores: Male (58), Female (64), 18-34 years (61), 35-49 years (57), 50-64 years (59), 65+ years (66)

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 289). * Positive Rating = excellent, good + okay

Summary of community variances

Summary of community variances

	Total	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	Foothills	Hills	Rural
SENTIMENT - % agree										
Understanding of community needs	39	36	43	49	24	43	42	34	43	27
Listens to and respects community views	32	28	37	35	22	30	41	29	35	21
Clearly explains reasons for decisions	29	27	31	28	22	31	33	28	31	14
PERFORMANCE – Performance Index Score										
Governing organisation	58	56	61	62	56	57	60	54	61	54
Council's leadership	52	48	58	50	50	51	58	46	56	49
Advocacy and lobbying	50	47	55	46	44	51	58	43	54	48
Consultation	44	41	48	44	41	45	47	41	46	43
Communication	48	45	50	40	49	50	50	43	50	47
Customer service	61	58	64	61	57	59	66	57	63	56
AWARENESS - % aware										
Advocating for funding to complete Mundaring Cultural Hub	41	39	43	41	42	42	39	23	47	56
Advocating for funding to complete Brown Park Precinct upgrade	30	33	27	28	35	30	29	40	26	33
Advocating for funding to upgrade volunteer bushfire brigade stations	27	30	24	26	28	25	31	27	27	30
Advocating for Main Roads WA to upgrade Great Eastern Hwy intersections	21	21	21	22	19	17	27	18	23	19
Our Plan for the Future – Council Plan 2024-2034	21	22	20	11	19	29	22	15	23	33



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