



MARKYT 

# Community Scorecard

## 2025

*Empowering Local Government leaders  
to make informed choices to enhance  
quality of life in local communities*

Prepared for



Prepared by



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# Strategic Overview

# Strategic overview

## Liveability



44

Performance Index Score

30 points below Industry Average  
and down 4 points from 2023

## Governance



21

Performance Index Score

30 points below Industry Average  
and down 11 points from 2023

### Top performing areas within the LGA



Marine facilities



Library services



Waste management

### Most improved areas



Marine facilities



Lighting of streets and public places



Universal access and inclusion

### Areas above or on par with the Industry Average

- Marine facilities
- Local roads
- Main roads
- Footpaths, trails and cycleways
- Youth services and facilities

## Main priorities



Housing



Safety and crime prevention



Town centre development and activation



Economic development



Airport facilities and services



Streetscapes, trees and verges



Festivals, markets and community events



Family and children's services and facilities

OVERALL



Overall place scores

PEOPLE



A sense of identity and belonging through culture, heritage and the arts



Community health and wellbeing



Community safety and resilience

PLANET



A healthy and sustainable natural environment

Service area

Performance Index Score

0 10 20 30 40 50 60 70 80 90 100

2023

2025

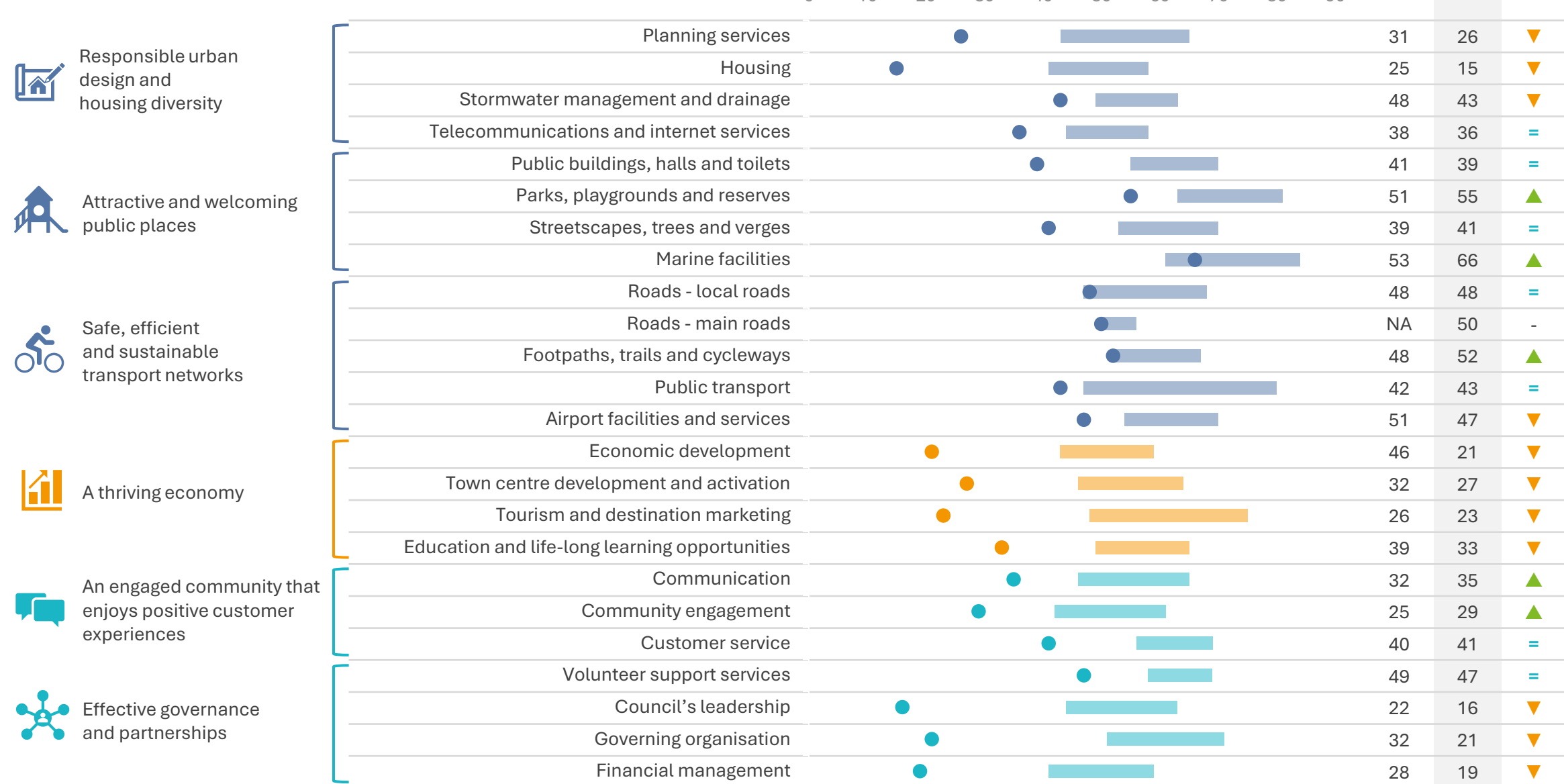
Trend



● LGA performance score (Performance Index Score)

■ Target zone. Shading shows the industry average to industry high

PLACE  
PROSPERITY  
PERFORMANCE



# Approach

# Purpose

The Town of Port Hedland commissioned a MARKYT® Community Scorecard to:

- Support a major review of the Strategic Community Plan and Corporate Business Plan
- Assess community needs, priorities and aspirations
- Evaluate perceived performance across 40+ services
- Monitor changes in community sentiment over time
- Participate in a national benchmarking program to compare performance to other local councils

## Strategic Community Plan

2022 - 2032



# The study

The Town of Port Hedland commissioned CATALYSE® to conduct an independent MARKYT® Community Scorecard to assess community perceptions of service levels, community priorities and aspirations.

CATALYSE® mailed scorecards to all households and residential PO Boxes in the local area via Australia Post unaddressed mail, and hosted the scorecard online. The Town of Port Hedland provided supporting promotions through its communication channels, including a direct email campaign.

695 community members participated in the scorecard between 25 August to 12 September 2025.

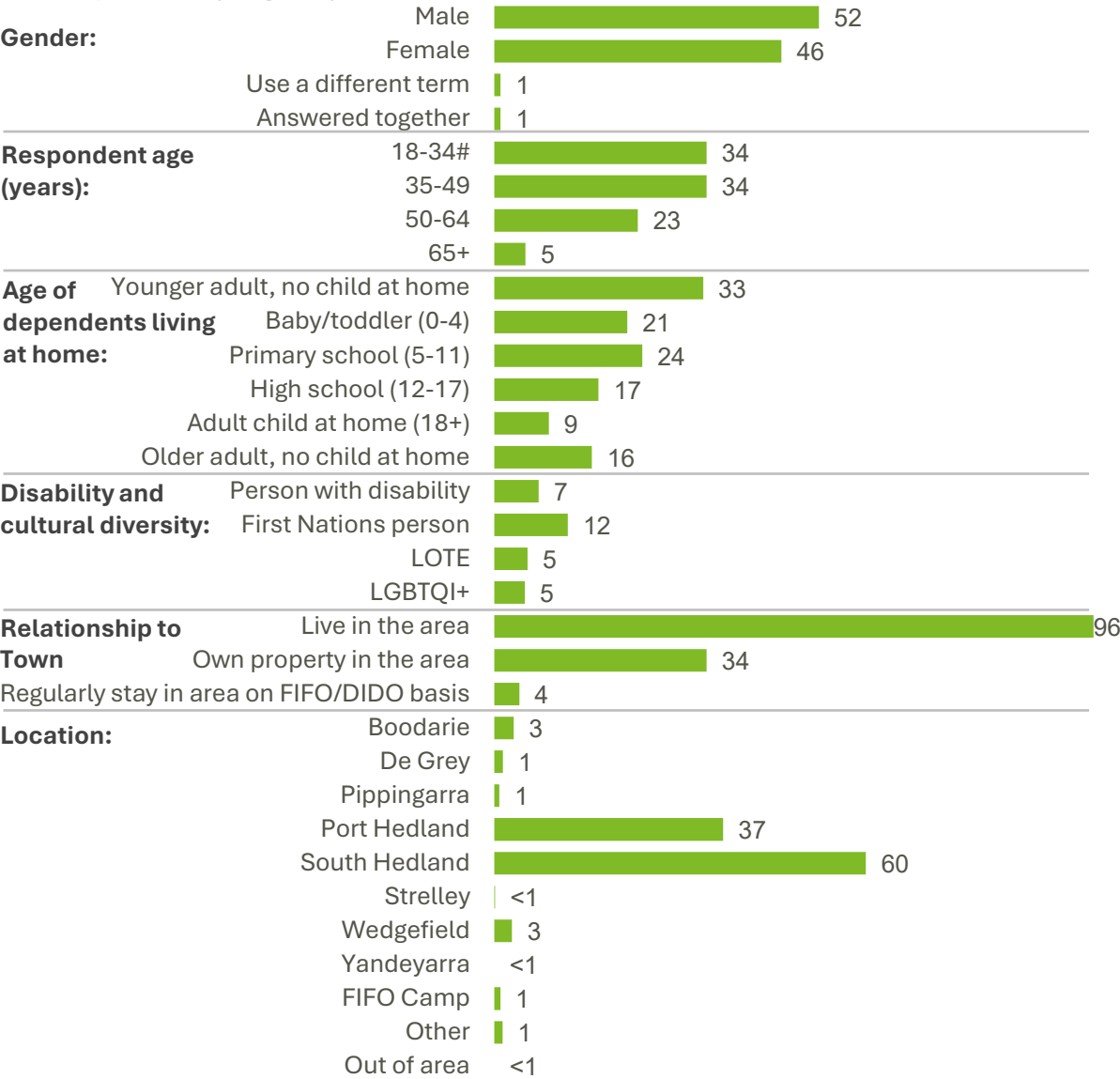
|           |                                |                      |                                                               |                                |
|-----------|--------------------------------|----------------------|---------------------------------------------------------------|--------------------------------|
| 604       | 100                            | 20                   | 89                                                            | 63                             |
| Residents | Local business owner/operators | FIFO or DIDO workers | Manager/committee member of local club, group or organisation | Town of Port Hedland employee* |

The main body of the report presents results from permanent and temporary residents, including FIFO and DIDO workers. 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.

## Resident profile

% of respondents (weighted)



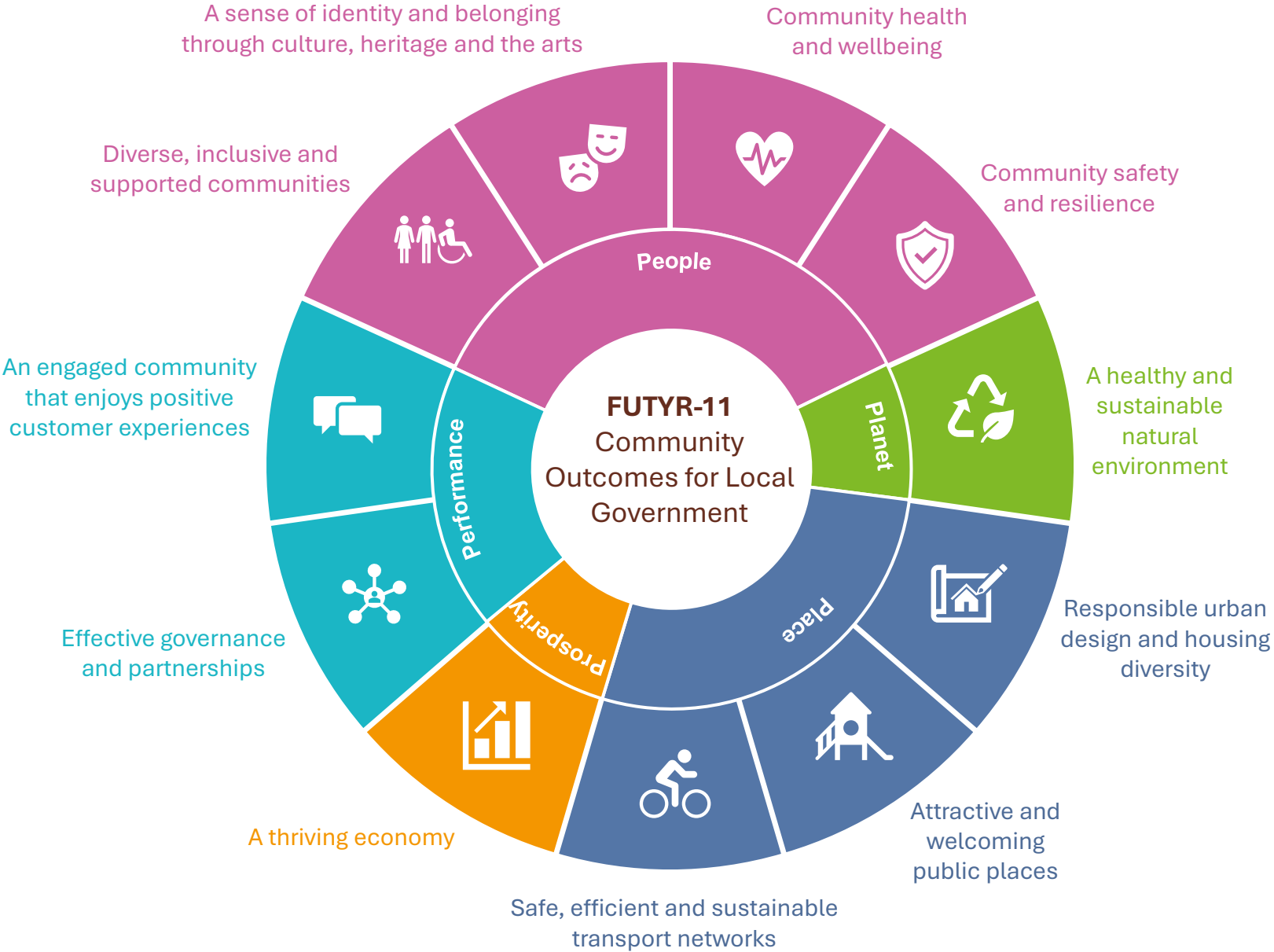
\* Includes household members # Includes a small number of 14–17 year-olds

# Outcomes based reporting

Throughout this report, service areas are aligned with 11 core outcomes that are universally desired in communities.

By connecting performance to outcomes, this framework helps Local Government leaders to identify service gaps and make informed choices to better meet community needs and enhance overall quality of life.

*The FUTYR-11 Community Outcomes for Local Government framework remains the intellectual property of CATALYSE® Pty Ltd and may not be reused or republished without permission.*

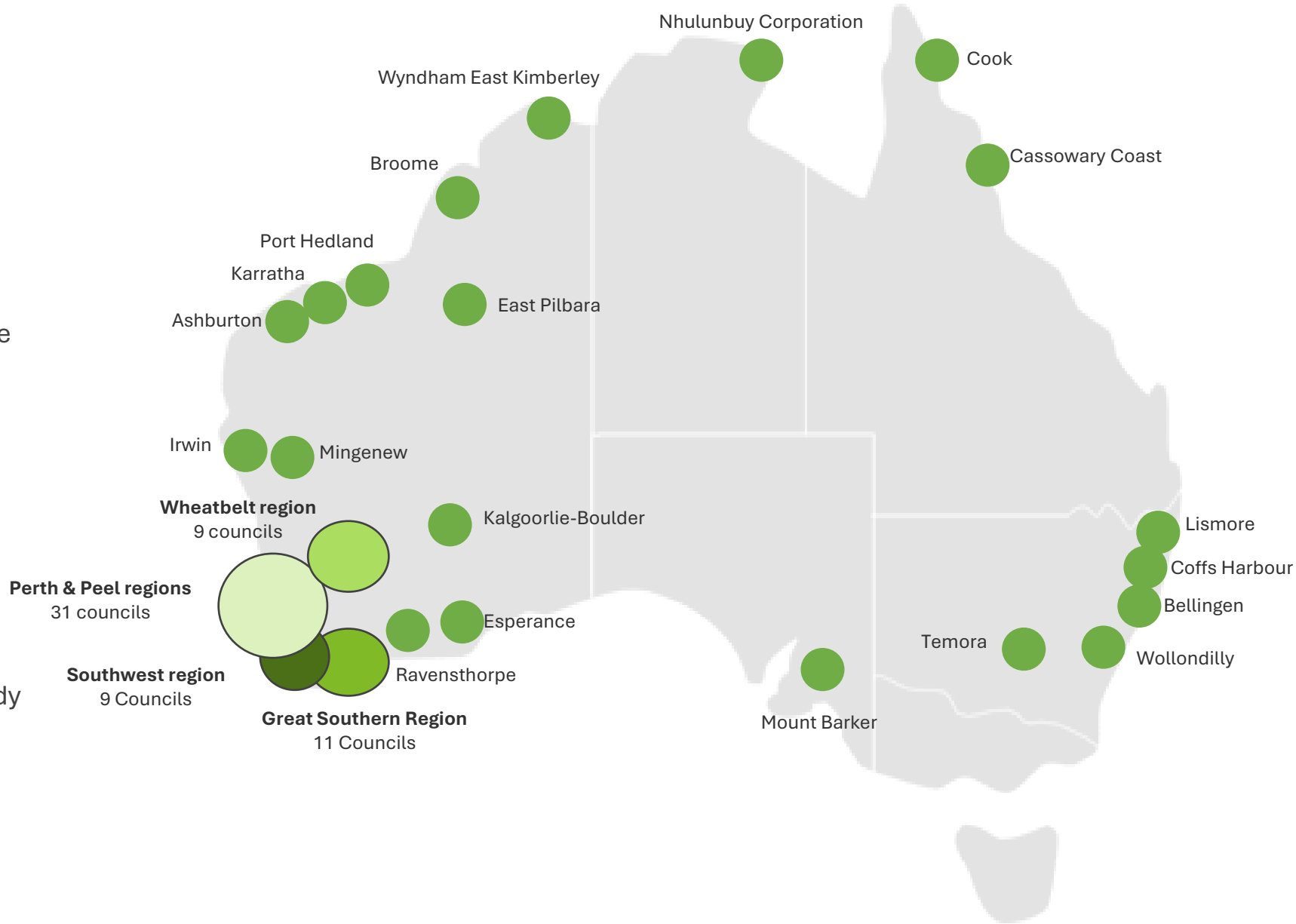


For more than 20 years, CATALYSE<sup>®</sup> has conducted community and business perceptions surveys for councils across Australia.

When comparable questions are asked, we publish high and average scores to enable participating councils to recognise and learn from industry leaders.

The image to the right shows all program participants since 2003.

In this report, average and high scores are calculated from a subset of councils that completed a MARKYT<sup>®</sup> accredited study within the past three years.



# How to read MARKYT performance dashboards

## 1 Performance ratings

Community perceptions of performance on a five-point scale from excellent to terrible.

## 2 Positive rating

Percentage of respondents who provided a rating of okay, good or excellent.

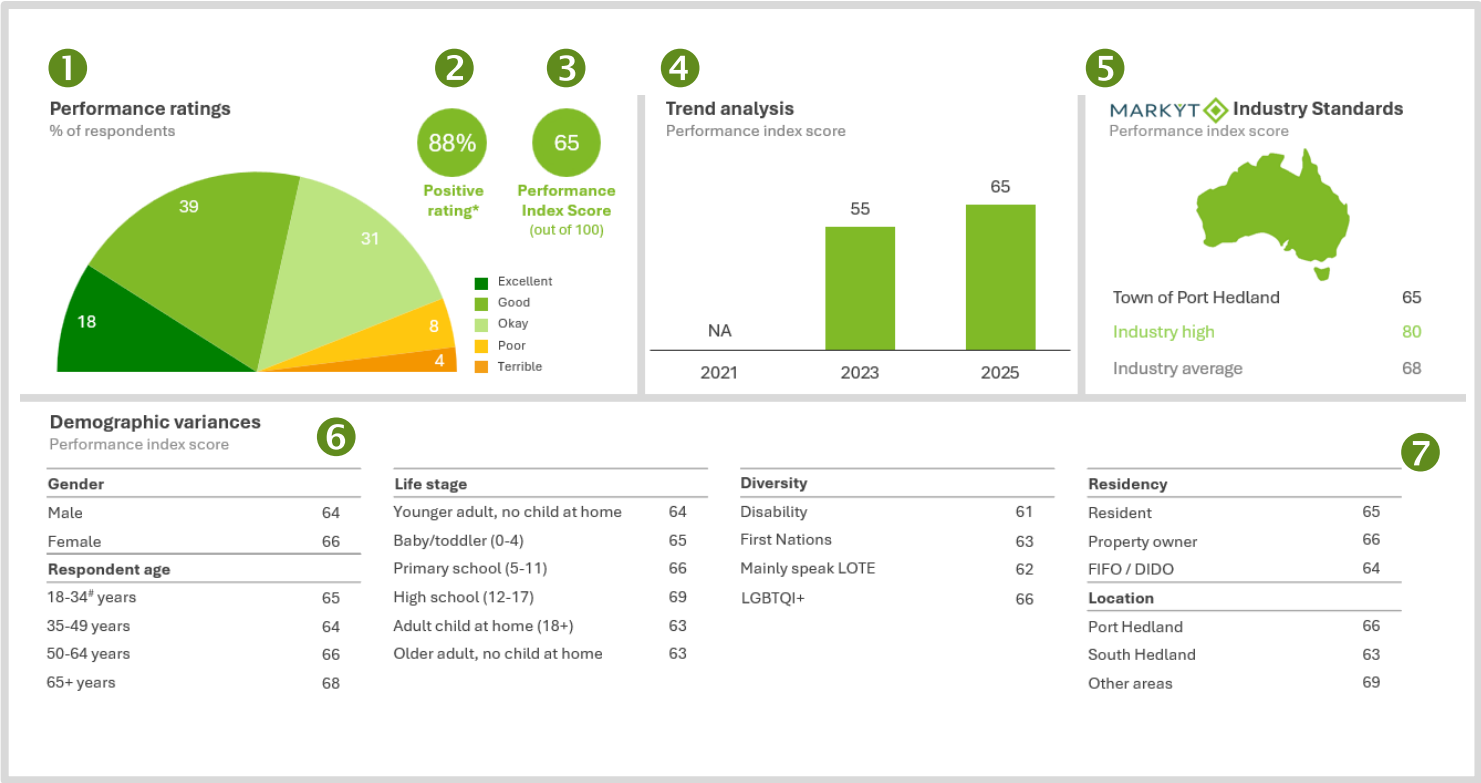
## 3 Performance index score

Weighted performance score out of 100 points

| Score | Average rating |
|-------|----------------|
| 100   | Excellent      |
| 75    | Good           |
| 50    | Okay           |
| 25    | Poor           |
| 0     | Terrible       |

## 4 Trend analysis

Uses the performance index score to show variances in performance over time.



## 5 Industry Standards

Shows 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 councils.

## 6 Demographic variances

Shows how performance varies across the community by key demographics.

## 7 Community map

Maps variances by location.

# Overall performance

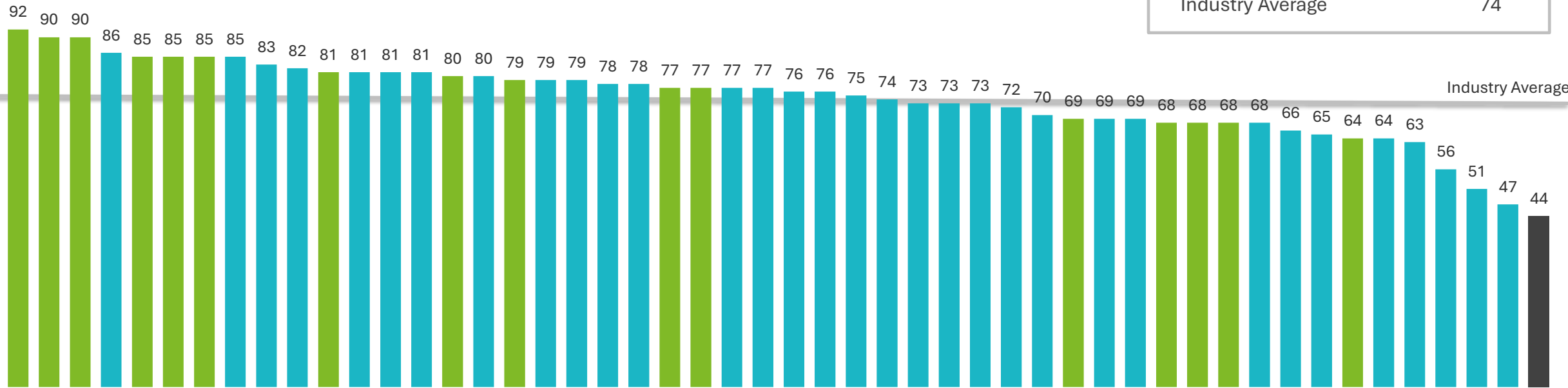
# Liveability

Respondents were asked to rate the Town of Port Hedland overall as a **place to live**.

The overall liveability score is **44 out of 100**, 30 points below the industry average.

## Liveability | performance index score

- Town of Port Hedland
- Metropolitan Councils
- Regional Councils



MARKYT  Industry Standards  
Performance Index Score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 44 |
| Industry High        | 92 |
| Industry Average     | 74 |

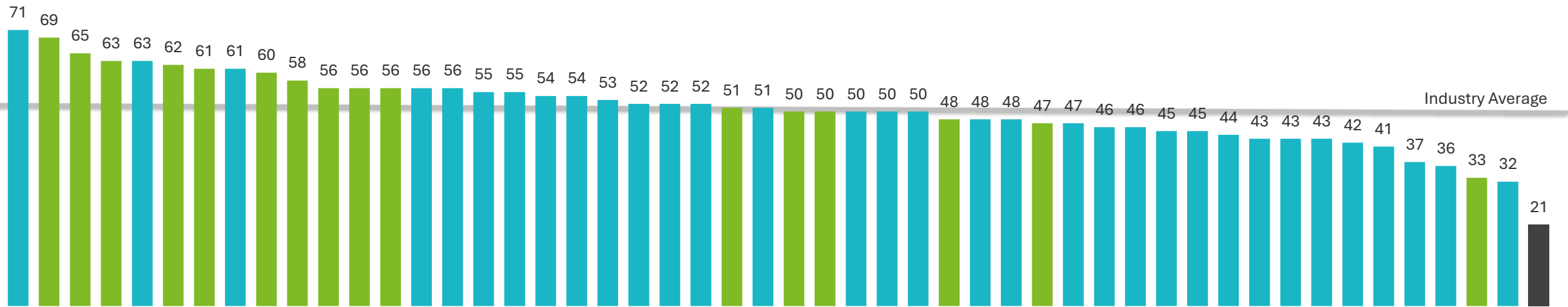
# Overall, as a governing organisation

Respondents were asked to rate the Town of Port Hedland overall as a **governing organisation**.

The overall performance score is **21 out of 100**, 30 points below the industry average.

## Overall performance | performance index score

- Town of Port Hedland
- Metropolitan Councils
- Regional Councils



MARKYT  Industry Standards  
Performance Index Score



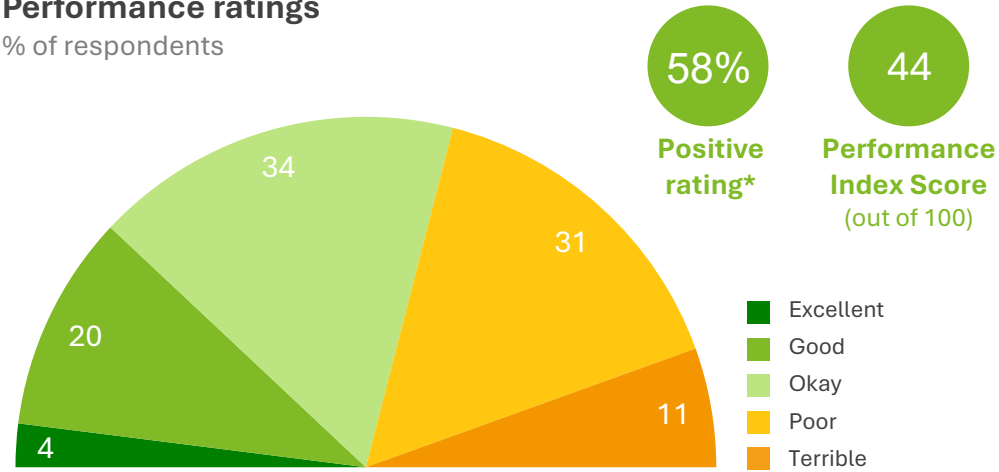
|                      |    |
|----------------------|----|
| Town of Port Hedland | 21 |
| Industry High        | 71 |
| Industry Average     | 51 |

# Place scores

# Place to live

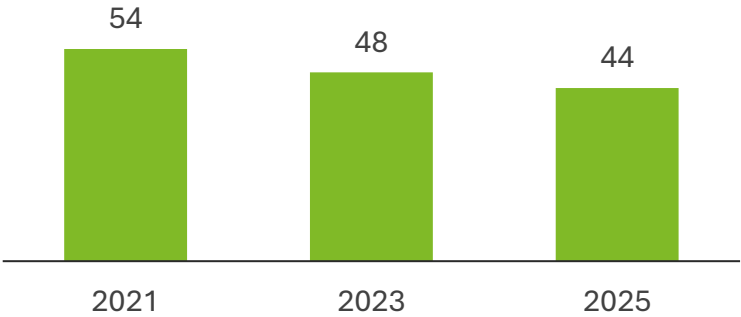
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

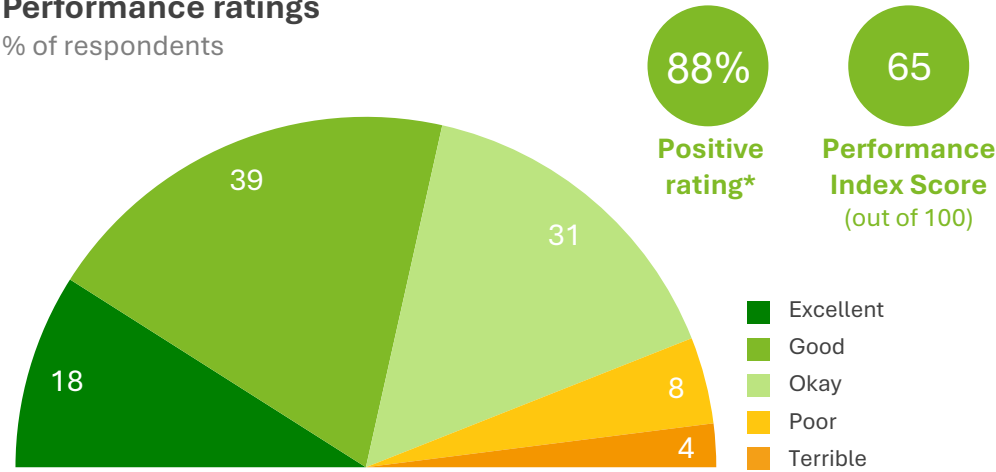
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 41 | Younger adult, no child at home | 43 | Disability        | 47 | Resident       | 44 |
| Female         | 48 | Baby/toddler (0-4)              | 38 | First Nations     | 48 | Property owner | 45 |
| Respondent age |    | Primary school (5-11)           | 42 | Mainly speak LOTE | 45 | FIFO / DIDO    | 45 |
| 18-34# years   | 40 | High school (12-17)             | 46 | LGBTQI+           | 50 | Location       |    |
| 35-49 years    | 44 | Adult child at home (18+)       | 44 |                   |    | Port Hedland   | 47 |
| 50-64 years    | 49 | Older adult, no child at home   | 49 |                   |    | South Hedland  | 41 |
| 65+ years      | 57 |                                 |    |                   |    | Other areas    | 47 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 620). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Place to work

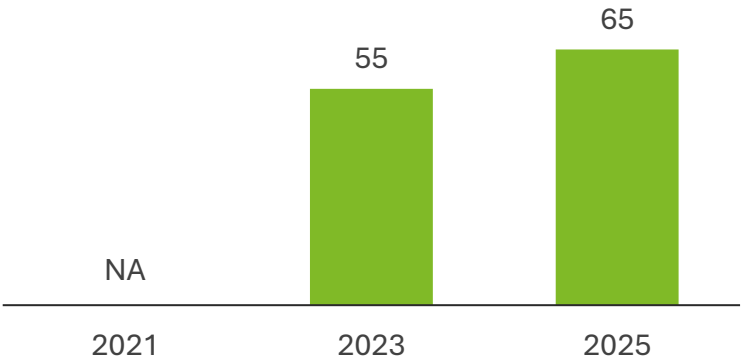
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

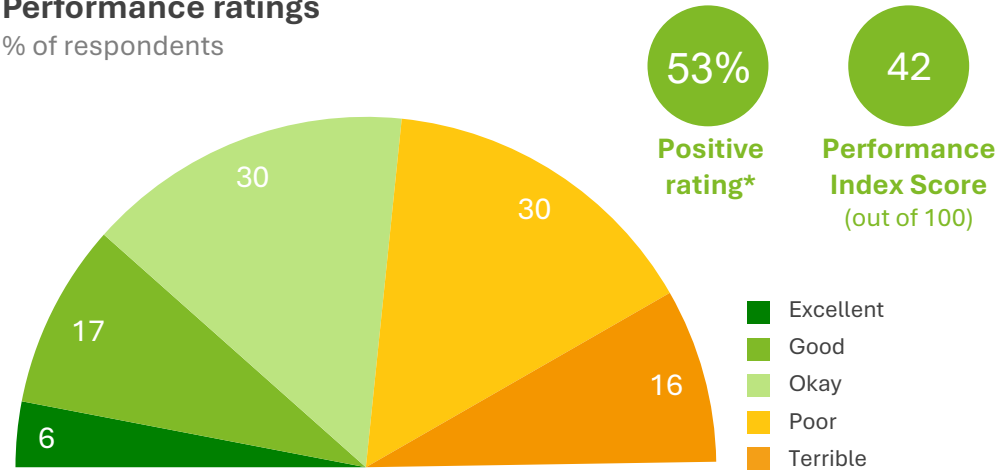
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 64 | Younger adult, no child at home | 64 | Disability        | 61 | Resident       | 65 |
| Female         | 66 | Baby/toddler (0-4)              | 65 | First Nations     | 63 | Property owner | 66 |
| Respondent age |    | Primary school (5-11)           | 66 | Mainly speak LOTE | 62 | FIFO / DIDO    | 64 |
| 18-34# years   | 65 | High school (12-17)             | 69 | LGBTQI+           | 66 | Location       |    |
| 35-49 years    | 64 | Adult child at home (18+)       | 63 |                   |    | Port Hedland   | 66 |
| 50-64 years    | 66 | Older adult, no child at home   | 63 |                   |    | South Hedland  | 63 |
| 65+ years      | 68 |                                 |    |                   |    | Other areas    | 69 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 616). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Place to own or operate a business

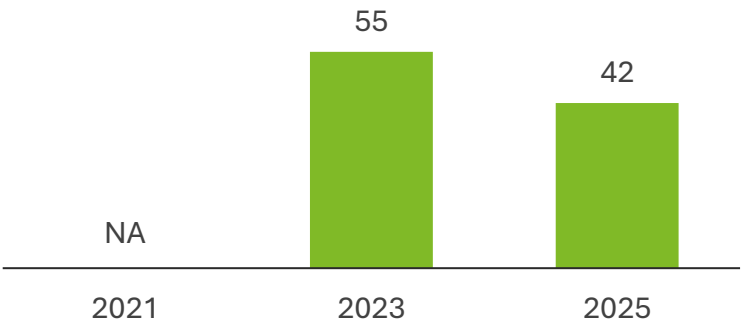
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

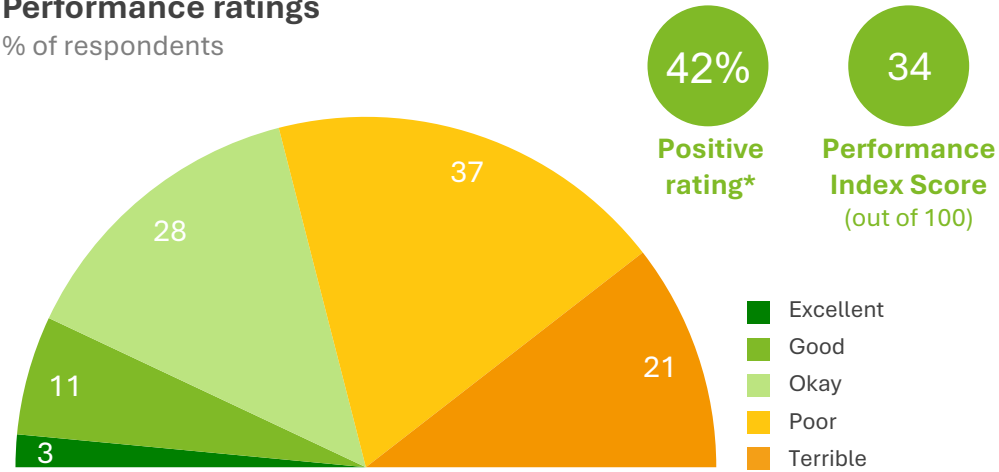
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 41 | Younger adult, no child at home | 37 | Disability        | 37 | Resident       | 42 |
| Female         | 43 | Baby/toddler (0-4)              | 40 | First Nations     | 40 | Property owner | 49 |
| Respondent age |    | Primary school (5-11)           | 43 | Mainly speak LOTE | 44 | FIFO / DIDO    | 44 |
| 18-34# years   | 39 | High school (12-17)             | 45 | LGBTQI+           | 38 | Location       |    |
| 35-49 years    | 42 | Adult child at home (18+)       | 42 |                   |    | Port Hedland   | 42 |
| 50-64 years    | 44 | Older adult, no child at home   | 42 |                   |    | South Hedland  | 40 |
| 65+ years      | 49 |                                 |    |                   |    | Other areas    | 49 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 497). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Place to visit

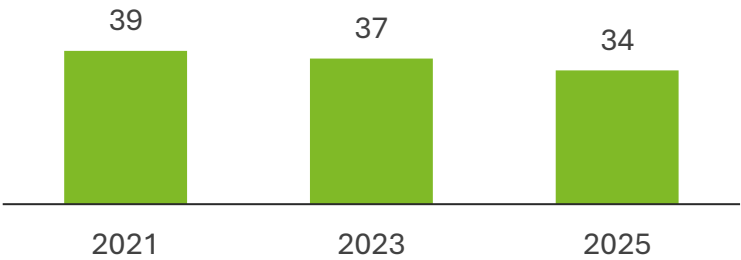
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 34 |
| Industry high        | 90 |
| Industry average     | 69 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 31 | Younger adult, no child at home | 30 | Disability        | 34 | Resident       | 34 |
| Female         | 39 | Baby/toddler (0-4)              | 31 | First Nations     | 41 | Property owner | 36 |
| Respondent age |    | Primary school (5-11)           | 32 | Mainly speak LOTE | 33 | FIFO / DIDO    | 45 |
| 18-34# years   | 28 | High school (12-17)             | 35 | LGBTQI+           | 35 | Location       |    |
| 35-49 years    | 35 | Adult child at home (18+)       | 34 |                   |    | Port Hedland   | 36 |
| 50-64 years    | 42 | Older adult, no child at home   | 41 |                   |    | South Hedland  | 34 |
| 65+ years      | 46 |                                 |    |                   |    | Other areas    | 30 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 611). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# MARKYT Benchmark Matrix

# How to read the MARKYT Benchmark Matrix

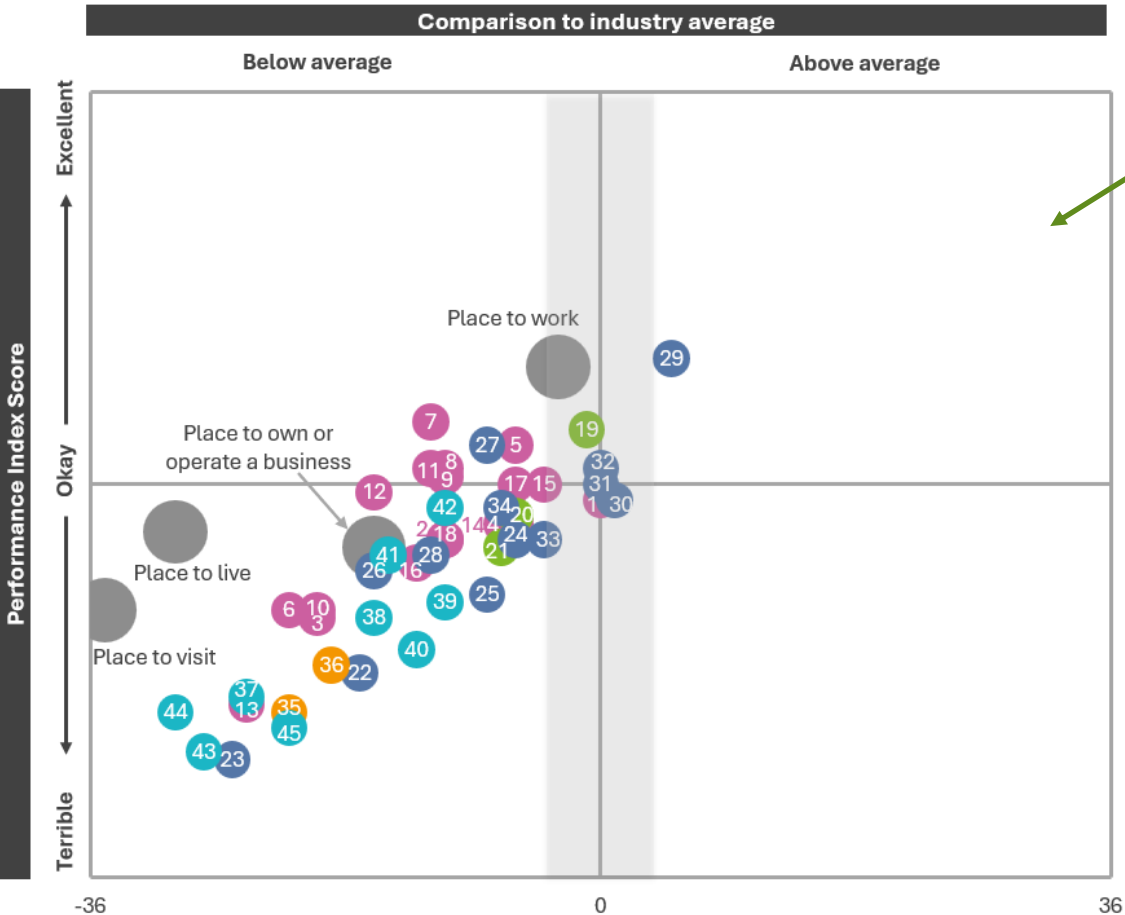
The MARKYT® Benchmark Matrix (shown in detail overleaf) illustrates how the community rates performance on individual measures, compared to how other councils are being rated by their communities.

The vertical axis maps community perceptions of performance for individual measures.

The horizontal axis maps performance relative to the MARKYT® Industry Standards.

Services are grouped in five areas:

- People
- Planet
- Place
- Prosperity
- Performance



Councils aim to be in this quadrant with average performance ratings between okay and excellent, and performance ABOVE Industry Average.

# MARKYT Benchmark Matrix



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

# MARKYT Community Trends

MARKYT® Community Trends shows trends in performance.

3

**Window 3** includes higher performing services in decline, including:

- Reconciliation action
- Emergency management

4

**Window 4** includes lower performing areas in decline, including:

- Economic development
- Heritage services
- Housing
- Leadership, governance and financial management



1

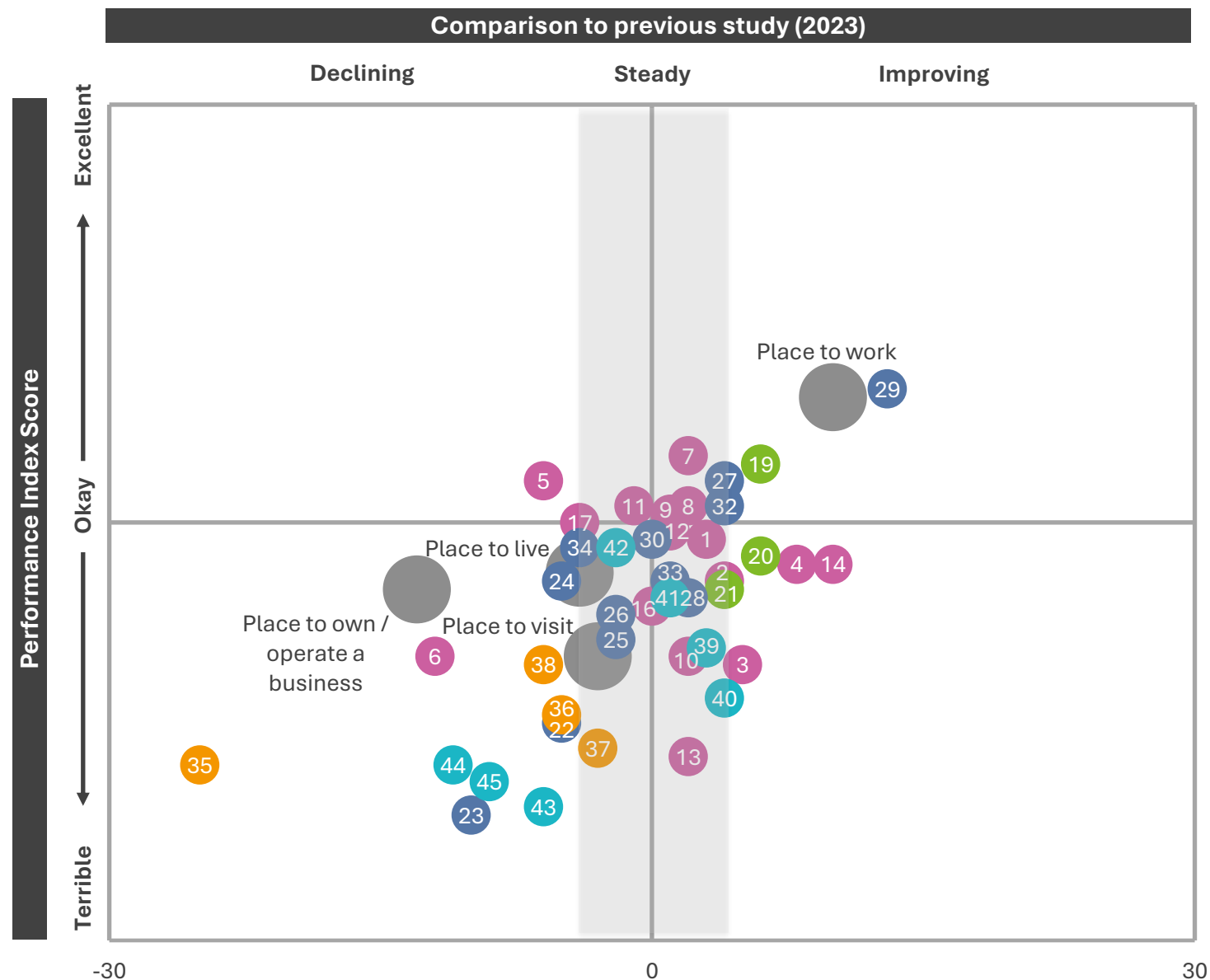
**Window 1** includes higher performing areas that have improved, including:

- Marine facilities (boat ramps, jetties etc)
- Place to work
- Waste management
- Parks, playgrounds and reserves
- Footpaths, trails and cycleways

2

**Window 2** includes lower performing that are improving, including:

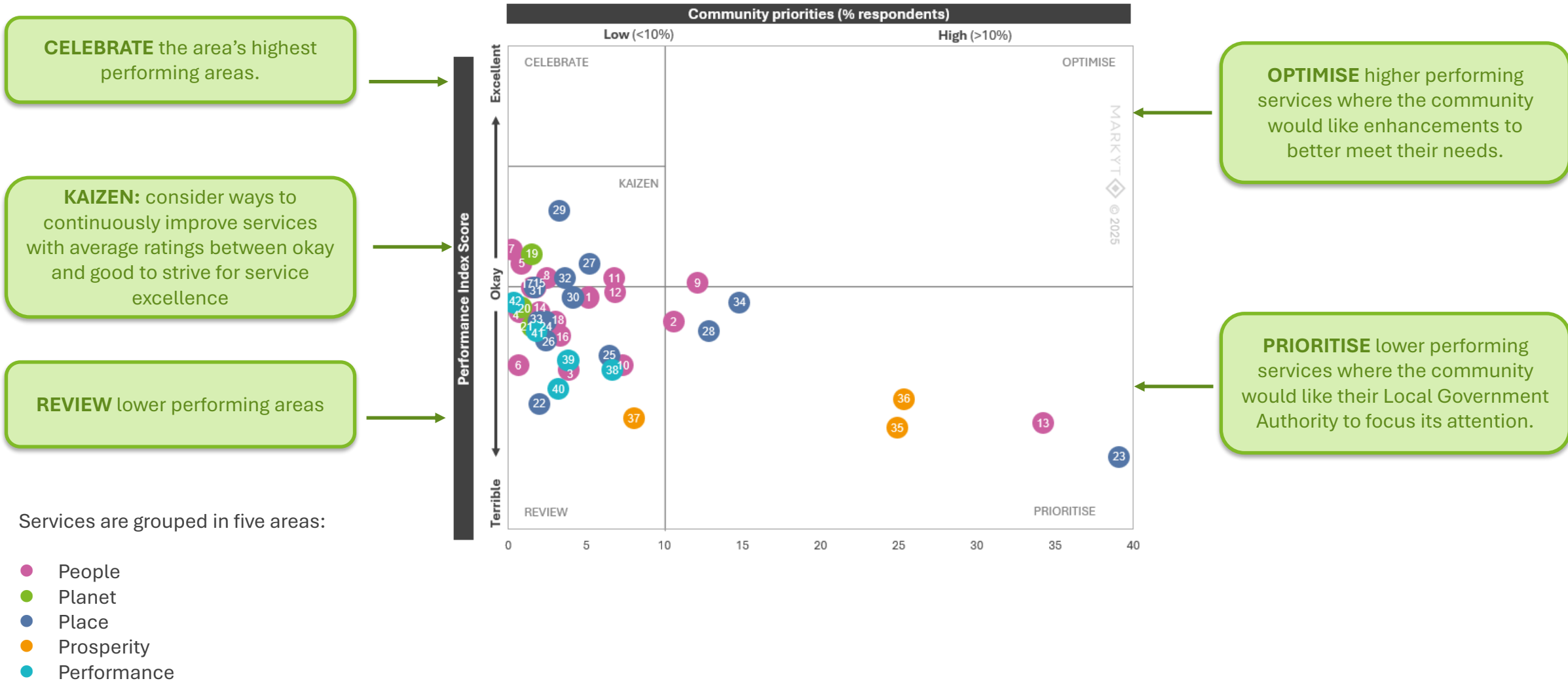
- Lighting of streets and public places
- Universal access and inclusion
- Environmental management and conservation, and climate action
- Children, family and seniors' services
- Community engagement



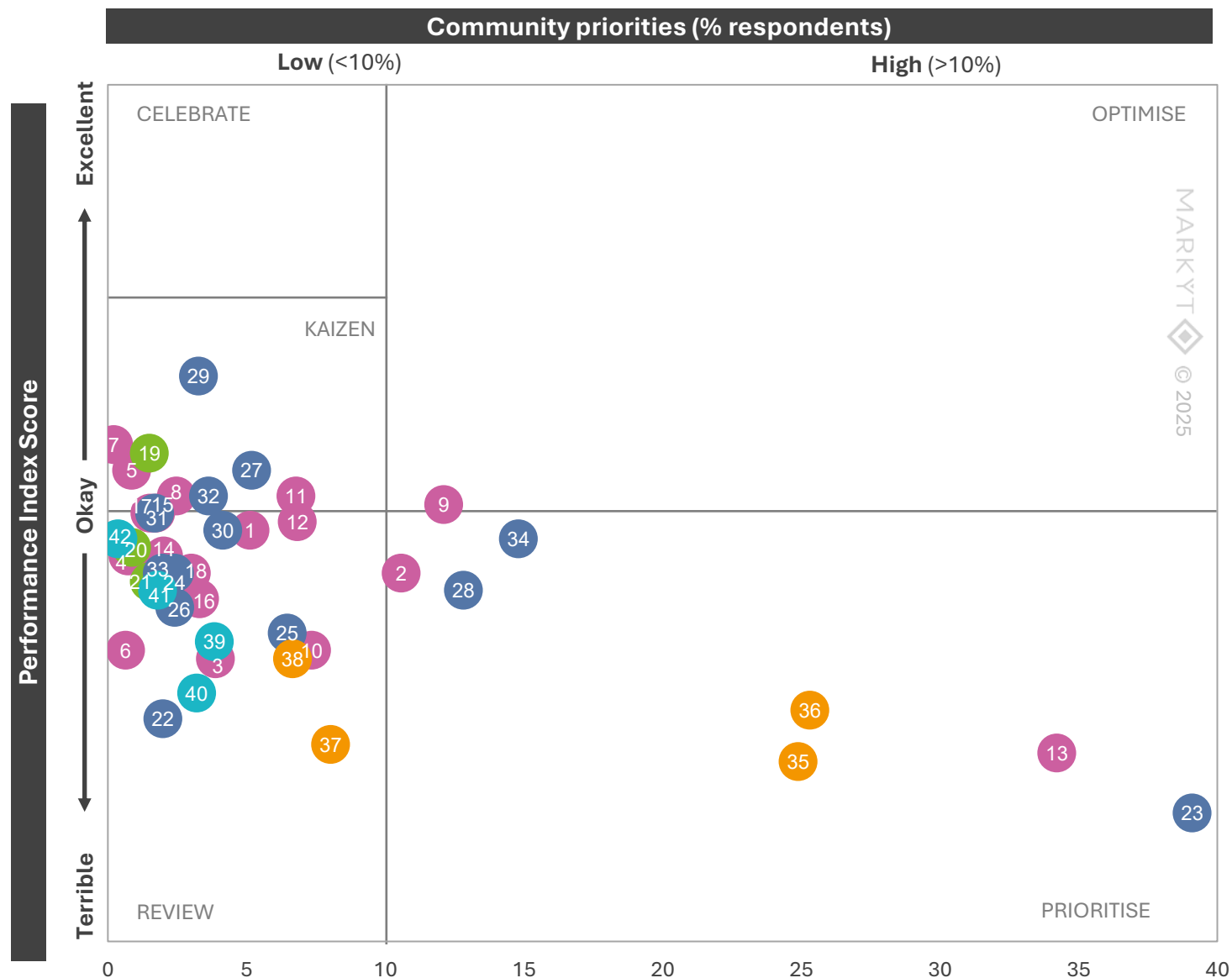
# MARKYT Community Priorities

# How to read the MARKYT Community Priorities chart

MARKYT® Community Trends shows trends in performance since the previous study.



# MARKYT 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 Town of Port Hedland to focus on improving? Base: All respondents, excludes no response (n = 560)

# Community aspirations

The MARKYT® VoiceBank invited community members to provide ideas and suggestions to address their main priorities.

Councillors and officers draw on suggestions in the MARKYT® VoiceBank to support the development of strategies and actions to address community needs.

This section provides an overview of community aspirations and recommendations to address the main priorities.

To see all community comments, please see the full MARKYT® VoiceBank with more than **50,000 words** with ideas and suggestions to address more than 40 service areas.



MARKYT  Voicebank

Question: **Over the next 10 years, which areas would you most like the Town of Port Hedland 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® Pty Ltd**

On behalf of:  
Town of Port Hedland

October 2025

# Housing

Community aspirations

- Develop an Housing Strategy to improve access to inclusive, affordable and sustainable housing for everyone – including families, young people, seniors, small business owners, essential workers, low-income earners and vulnerable community members.
- Lobby government to release more land.
- Collaborate with State Government, investors, developers, mining companies and others to fast-track the development of more social, community and key-worker housing, such as more Osprey-style villages.
- Encourage mining companies to build more quality housing for staff and to encourage their employees and families to live locally.
- Streamline council processes - simplifying planning approvals to attract private investment and speed up housing construction.
- Maintain, upgrade or repurpose existing housing stock.
- Hold the Department of Housing responsible to care for their properties.
- Encourage landowners to build and maintain solid, attractive, and climate-suited homes to create neighbourhoods people are proud of and want to live in long-term.

Sample of community voices

*“Apply for land release, approve more development for housing that will last in the local environment. Support opportunities for sustainable housing availability and affordability. Partner to develop short to medium term social housing project needs for various groups.”*

*“Better housing access for non-mining income singles and families. Even Osprey is almost \$1k a week rent.”*

*“Affordable housing is something the town needs - without it forget anyone opening a business.”*

*“Create opportunities and incentives for new home buyers purchasing a house to live in such as reduced rates or home ownership grants.”*

*“None of the businesses nor services can thrive without affordable, safe and liveable housing....Create several more Osprey type villages and make incentives for developers and investors.”*

*“Supply more affordable housing, Osprey Village did start out as affordable living but is not now with majority of the houses occupied by truck drivers and others that are FIFO for companies that pay good money.”*

*“Work with State Government and developers to fast-track new housing developments ... Encourage more community and social housing options so single parents and lower-income earners aren’t priced out. Provide incentives for builders and investors to increase the supply of housing quickly. Upgrade existing housing stock so more properties are liveable and available. Explore temporary housing solutions while longer-term developments are being built.”*

*“Make state government build more houses for government staff leaving Osprey for the low income earners in town.”*

*“Encourage mining companies to build housing.”*

*“Lose the red tape! no one wants to invest here due to TOPH reputation for disfunction and red tape.”*

*“Too many houses in Port Hedland look temporary or neglected. By building solid, attractive, and climate-suited homes, we can create neighbourhoods people want to live in long-term....when housing is well-designed, attractive, and spacious, people stay. Communities thrive, schools grow, businesses boom, and the town’s identity strengthens. Port Hedland has the land and the potential—now it’s about turning that into real, tangible improvements in housing that reflect the pride we want to feel in our town.”*

# Safety and crime prevention

Community aspirations

- Residents are concerned about escalating youth crime, home and vehicle break-ins, vandalism, loitering, public drunkenness and drug use, antisocial behaviour around shopping centres and unregistered motorbikes.
- Advocate for increased police presence, tougher penalties, faster court action, and real consequences for repeat and youth offenders.
- Expand CCTV coverage and street lighting.
- Promote Neighbourhood Watch programs, apps or hotlines for residents to report crime and antisocial behaviour.
- Address youth crime with curfews for unsupervised minors, after-hours drop-in centres and structured activities, and partnering with schools, Aboriginal organisations and service providers to tackle root causes like housing instability, substance abuse and youth disengagement.
- Enforce rules for antisocial behaviour in public and social housing.
- Clean up unsafe public areas (parks, footpaths, shopping precincts etc.) and crack down on loitering, vandalism and public drinking.
- Improve access to crisis accommodation.

Sample of community voices

*“Safety and crime prevention. Loitering, drinking, smoking in public areas. Public housing noise, disruptions, behavioural changes. Needles left laying around. Address crime rates, stealing.”*

*“Safety and crime prevention. Ensure all CCTV cameras are operating at all times.”*

*“Advocate for increased policing resources. Invest in preventative measures. Spend more \$ to increase people resources. Monitor and increase CCTV areas. Create a safer, more welcoming environment that encourages investment, tourism and population growth.”*

*“Crack down on anti-social behaviour in all areas of town. Drive the drug dealers out of town. Employ more police and security and resume night patrols, respond to police assistance quickly.”*

*“The police are doing their job, the judiciary are failing. There needs to be harsher penalties especially for youth crime. Vandalism is rampant but nothing gets done.”*

*“Better street lighting, street CCTV, security at venues and events, move people on from loitering at public parks and shopping centre. Fine people for public drinking outside shopping centre. Provide emergency accommodation (safe shelter) for vulnerable members of public so it unblocks the hospital beds.”*

*“Safety and crime prevention. This is closely aligned to lack of proper housing and youth activities. Police in Port Hedland should have a development approach and be involved in youth activities. This is done all over the world.”*

*“Kids need a safe place. Drop in centre 24hrs a day that has food, counsellors and homework assistance. Who is wandering the streets and why? It’s usually the youth who aren’t safe at home – we could give them an alternative.”*

*“Put in night curfews that youth can’t be out after 9:00pm or before 5:00am, to try and lower the crime rate.”*

# Town centre development and activation

Community aspirations

- Revitalise and modernise Port Hedland and South Hedland’s town centres to foster pride, safety, and a sense of place.
- Improve the overall appearance, appeal and inclusiveness of town centres, making them welcoming meeting places for First Nations peoples, residents and visitors.
- Advocate for local shopping centres to be upgraded or redesigned.
- Support the growth of a night-time economy by retaining and attracting more restaurants, cafés, pubs and leisure venues.
- Celebrate and enhance the town’s unique coastal and cultural identity by developing the waterfront and supporting the Yacht Club and Esplanade Hotel to reopen.
- Learn from what is happening in Karratha and Broome.

Sample of community voices

*“As the largest export rare earth mineral port in the world the town should be thriving but it looks like a FIFO town. It should be a thriving residential hub where families stay for years...”*

*“Better planning and more options for business and places to work and grow.”*

*“A well-designed, inclusive town centre will not only enhance safety and livability but also reflect the unique identity of South Hedland.”*

*“Port Hedland lacks a defined Town centre. The Town of Port Hedland should define a single Town centre and work to promote investment in this area to create a lively business and civic hub.”*

*“Make the most of our coastline in Port with alternative restaurants and shopping facilities along the coastal frontages.”*

*“Change perception of South Hedland. Make it feel like a regional centre by taking a leadership role in developing a hub in the town centre area like Karratha did. Build the civic centre in the centre not the TAFE site.”*

*“Revitalisation of buildings, upgrades to existing infrastructure, stop closing all the pubs and restaurants, upgraded shopping facilities in both Port and South Hedland, West End revitalisation.”*

*“Completely redesign the South Hedland Shopping Centre. It's a disgrace. Update and modernise the Port Shopping Centre.”*

*“Plant some plants do something about the shocking condition of the town centre. It's unsafe on so many levels. It is a miserable unappealing place for our First Nations people to meet. Terrible first impression to the large population of grey nomads who come to town.”*

*“Currently both Port Hedland and South Hedland are dead spots at night. There is no life or vibrancy to them. You go to other major towns or cities, and they are a hot spot of people, restaurants, bars, shopping.”*

*“We need more development in Port, restaurants, and bars. Broome and Karratha have managed this very well and Hedland is so far behind.”*

*“Reopening things like the yacht club. Making sure the Esplanade Hotel reopens on schedule.”*

# Economic development

Community aspirations

- Establish the Town of Port Hedland as a sustainable economic hub for the Pilbara region.
- Invest in economic development, key worker housing and community infrastructure to make the Town of Port Hedland more liveable and competitive with towns like Karratha.
- Diversify and strengthen the local economy by complimenting the focus on FIFO-driven operations.
- Attract new businesses, shops, major retail chains, pubs, restaurants and bars, and facilitate the re-opening of places like the Yacht Club.
- Support small business growth by simplifying council procedures, promoting access to start-up grants and business support services, and collaborating with key partners (mining companies, landlords etc) to offer affordable commercial and retail spaces.
- Commit to revitalisation plans to beautify, clean up and modernise streetscapes and public areas, including enforcing the renovation or demolition of derelict building.

Sample of community voices

*“No new facilities/shops/growth have come to town where Karratha has grown and forged ahead. With the largest port in the world our town has nothing to show for it.”*

*“Simple question is Hedland Vs Karratha. We have more money than them and yet we live in a dump and they have so much more....Why isn’t the money that is earnt here spent here?”*

*“The town appears to have prioritised the FIFO workforce & mining companies. Small businesses cannot afford to exist here, between the cost of rent for a shop front & the cost of housing we've seen many shops close.”*

*“Planning ahead to make the town more liveable. Restaurants, better shopping, places to go & do things. There’s so much room for improvement on tourism also. Engaging with businesses and large franchises to bring things to town that would make it more liveable.”*

*“What happened to the Yacht Club, IGA, Bunnings etc?”*

*“So many things close down and don't re-open. ie. Rec Club, Yacht Club, Bowl Club, Pier now Esplanade.”*

*“Encourage business growth and development through a robust and clear strategy supporting start ups and providing incentives to come to Port Hedland - Economic hub for the Pilbara.”*

*“Investment in community infrastructure to make the town more attractive to families.”*

*“With the amount of money that Hedland generates, it is very sad to see the state of the streets and shops. Try beautifying the areas to encourage people to stay.”*

*“Copy Karratha’s example! Open up more land for residential development. Force owners of run down dilapidated buildings to demolish or renovate/rebuild their eyesore properties eg the Rec Club in Port Hedland...Most importantly invite companies such as Bunnings to set up in town to facilitate national price settings so people can afford to renovate their homes and together we will all take pride in our town.”*

*“Bring private enterprise to town! A nightlife, places and spaces for people to meet and socialise is important to wellbeing.”*

*“Small business opportunities and supports, marketing and start-up grants, affordable retail space and rent.”*

*“Improved access to commercial real estate, grants and other ease of start up for business development.”*

# Airport facilities and services

Community aspirations

- Advocate for flights a wider range of international destinations, such as Bali, Singapore, Kuala Lumpur, Ho Chi Minh City, Manila and New Zealand.
- Advocate for greater domestic connectivity and frequency to places like Brisbane, Melbourne, Sydney and Darwin so trips don't require transiting via Perth.
- Advocate for lower airfares and improved reliability (less delays and cancellations).
- Improve airport facilities with a larger drop-off and pick-up zones, better parking improved security processing, adding border control services to enable international travel, more parking and a lounge.

Sample of community voices

*“Bring back international flights from Port Hedland airport. Trying to get out of this town even for a short break adds unnecessary costs and time to fly to Perth. Bring back flights to other major cities direct from Port Hedland airport.”*

*“International flight service to Singapore or Bali or any other close destinations.”*

*“International flights. This has been talked about for too long now. We need some action. Time to listen to the locals and give us international flights.”*

*“This is more of gripe than a priority. Which heavily involves State Gov support. The cost of flights in and out of the Pilbara. I do not understand how an airline can fly from Melbourne to Brisbane for \$79 at times but a flight from Perth to Hedland is always \$300 plus and that's with the regional offer. Please make a push for more affordable airfares.”*

*“Greater range of flights please - try travelling on a weekend! This makes it hard for tourism and business when there are no late flights on a weekday and scare flights on a weekend. Don't get me started on our international flights ...”*

*“More destinations available to fly from Port Hedland. Pricing to be made reasonable.”*

*“More affordable flights to a wider range of destinations directly from Port Hedland. Rather than having to transition via Perth, effectively doubling cost and time of all trips taken.”*

*“The drop off and pick up zone is ridiculous for the amount of people that come in. The FIFO buses have huge unnecessary area - but the drop of zone barely fits 5 cars. This needs to change. The upgrade of the airport looks great its the drop off zones that lets the airport down.”*

*“The drop off zone is a mental and physical health hazard. Too small to turn into, too small for the amount of traffic dropping off”*

*“We should have more flight options and frequent flyer lounge. Why can't we have more choice in destinations and international flights”*

# Streetscapes, trees and verges

Community aspirations

- Conduct more regular cleaning and maintenance of streetscapes, trees and verges.
- Implement tree planting and urban greening initiatives.
- Beautify the Town, such as through landscaping and greenery, with particular emphasis on Town entrances to make them more attractive and welcoming.
- Encourage community involvement in Town beautification, particularly by incentivising home verge maintenance.

Sample of community voices

*“Clean up the streets and verges, they are very overgrown, the place looks so neglected.”*

*“Frequent cleanups/maintaining of shire areas/road verges etc. Theres a big lag in the whole thing.  
Paying contractors to clean verges instead of employing staff to run the crews, cleaning up  
of shire verges once every 2 years and only in selective areas.”*

*“Needs a good clean up.”*

*“Streetscapes. Need to double the teams for weed control, street sweeping, rubbish collection, shopping  
trolley abandonment.”*

*“Continue planting and managing the green belts including trees. Green is good.”*

*“Just make our town beautiful - When you first dive into Port Hedland from North or South –  
we don't have a lovely welcoming and clean look about our town???  
No nice greenery of trees/plants at the entries of town.”*

*“Get rid of the absolutely ugly grey/brown rocks on the verges in Port Hedland...”*

*“Planting trees and making South Hedland more green.”*

*“Beautifying the town i.e. when you first drive in. Make Hedland a beautiful place - you care for it  
and the town will follow. However, when you drive around now there is a lack of care of property.”*

*“Beautify the town with native trees and grassed areas.”*

*“Clean up South Hedland. Bring in some standards for front yards.”*

*“Clean up the areas properly. Ensure homeowners actually look after their gardens. Driving around the suburbs  
- pretty pool, Cooke Point, south especially - overgrown, rubbish messy looking houses.”*

# Festivals, markets and community events

Community aspirations

- Provide more community events for the local community and to bring in tourism to support local businesses.
- Design events that cater for diverse age groups and interests, with a mix of family-friendly and adult-only events.
- Suggestions included:
  - Signature events - like Broome’s Shinju Matsuri or Dark Mofo in Tasmania.
  - More festivals – North West Fest, Beef & Beer, Oktoberfest, fringe festivals, film festivals etc.
  - More events - big-name concerts, regular live bands, comedy shows, silent discos, family fun days, multicultural celebrations such as Diwali etc.
  - A range of markets - sunset/twilight markets, farmers markets, car-boot markets etc.
- Improve the promotion of events, including a yearly calendar of events to help community members and visitors to plan ahead.

Sample of community voices

*“What we have is wonderful but few and far between. Fresh food/farmers markets, film festivals, festivals likes Shinju Matsuri in Broome or the Mofo in Tassie... an agricultural show etc would be fantastic.”*

*“Bring back North West to its former glory. Swapping it for a food truck event... was a terrible idea.”*

*“More events! Bring back the old festival weekends and beef and beer festival, Oktoberfest just something.”*

*“More fairs, concerts and bring back something like the beef and beer festival.”*

*“More live music & events to engage community.”*

*“Ensure events are inclusive and family-friendly, with free or low-cost entry so everyone can participate.”*

*“Things / events for families to do besides the races which is mostly all about adults getting intoxicated it's not really a family event but when there are none kids go.”*

*“More events on for different age ranges - not just ones that are based around drinking. Better advertising of what is happening.”*

*“More community events for adults to attend to. For example, silent discos, bring back Northwest Fest. Any events where it is strictly adults to widen to the community spirit, this allows for adult to meet new people/ friends especially if they are new to town.”*

*“Bring a festival style, big name events to Hedland. Use our outdoor environment i.e Symphony Orchestra on country.”*

*“Provide funding, spaces, and infrastructure (shade, seating, accessible facilities) so events are easier to run.”*

*“More notification on when events are on.”*

*“Create a yearly calendar of events so the community can plan ahead and visitors are encouraged to come.”*

*“Support local festivals and / or markets with more advertisement. Stop relying solely on big companies to support / promote events.”*

# Family and children’s services and facilities

Community aspirations

- Invest in indoor recreation spaces and entertainment facilities for families, such as bowling alleys, indoor play centres, trampolines and cinemas.
- Repair, upgrade and expand aquatic play facilities, particularly the Splash Park.
- Improve the availability and affordability of childcare and early learning facilities.
- Improve availability of doctors and local health services.

Sample of community voices

*“Enhance family and children’s services by investing in accessible, inclusive facilities and programs that support children’s early learning, health, and social development. This includes upgrading play spaces, expanding access to childcare, and increasing allied health and wellbeing services for families. Prioritising family-friendly initiatives will strengthen community connection and improve long-term outcomes for children.”*

*“Families don’t have much to do here, other than fishing and camping at some times of the year. Maybe a cinema, bowling, new aquatic park, indoor adventure parks. So many things that could give locals a better life with families.”*

*“Large indoor air-conditioned playgrounds with café. Full time movie theatre, indoor mini golf, bowling alley. More restaurants - places to eat.”*

*“Improve current facilities to make them more inviting for family to utilise. Creation of more indoor recreation spaces, more multi user courts, indoor cricket, indoor soccer. Cafe/ kiosk options at community centres.”*

*“Develop family-friendly water-based facilities such as a water park or splash pad to offer safe and accessible relief in the extreme heat.”*

*“Splash pad that works or more staff to have waterslides open all the time at south pool, more kids facilities at port pool, an indoor play centre for kids such as tenpin bowling, rock climbing wall, trampolines.”*

*“Services for children between the ages of 6-11. There’s lack of funding and resources for children of this age range.”*

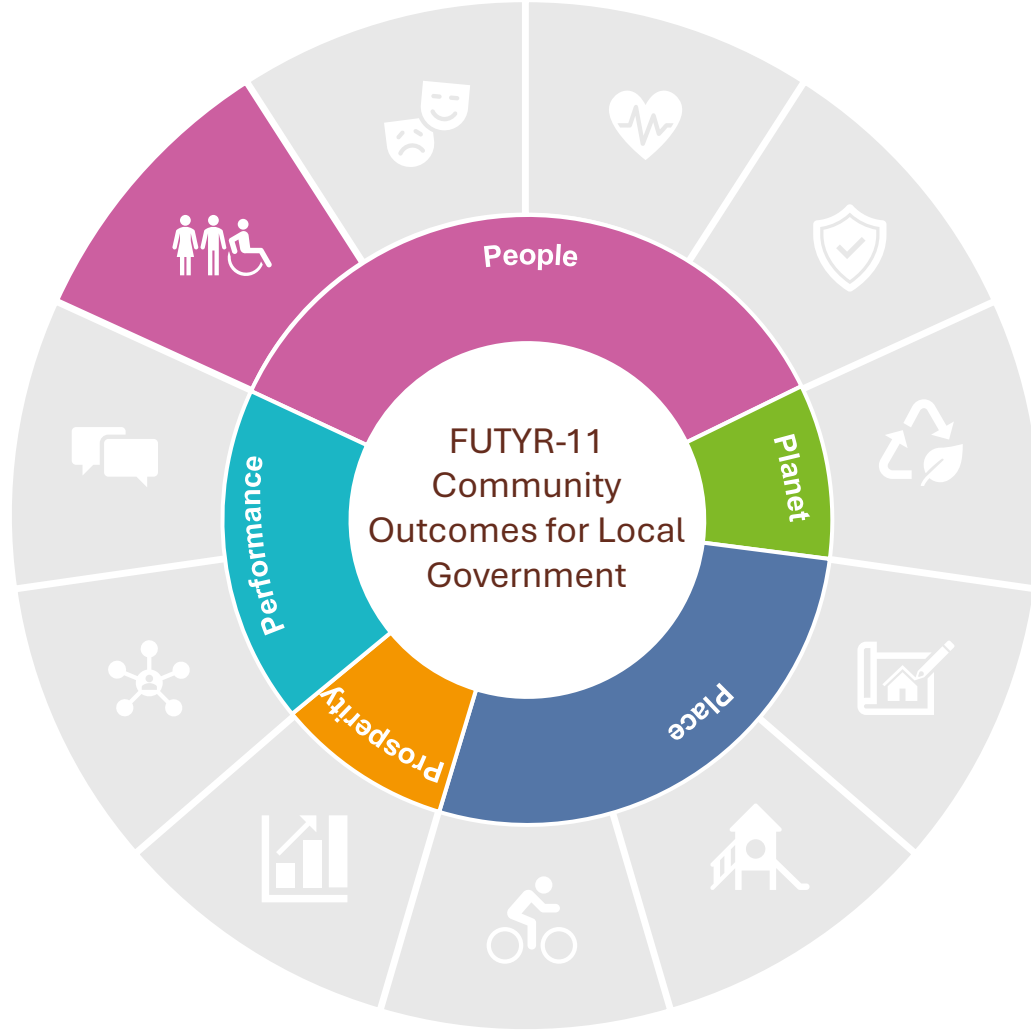
*“Expand access to childcare and early learning programs to support working families.”*

*“Daycare is ridiculous. There are not enough spaces and the fees are extortionate.”*

*“Availability of daycares - I have been on the waiting list since I was 12 weeks pregnant. I will more than likely get a full time spot when our son is 15 months.”*

*“Improve children’s health services locally (including mental health and developmental support).”*

# Outcomes based reporting



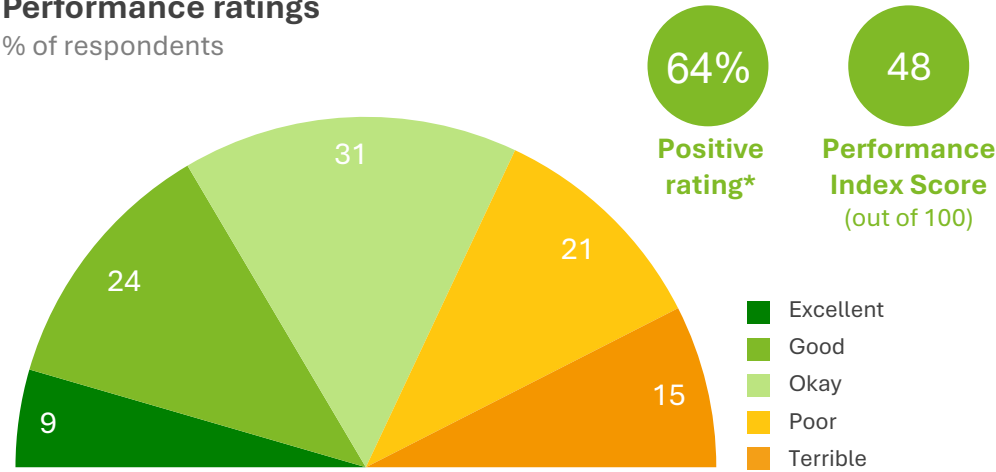
Outcome 1

**Diverse, inclusive and supported communities**

# Youth services and facilities

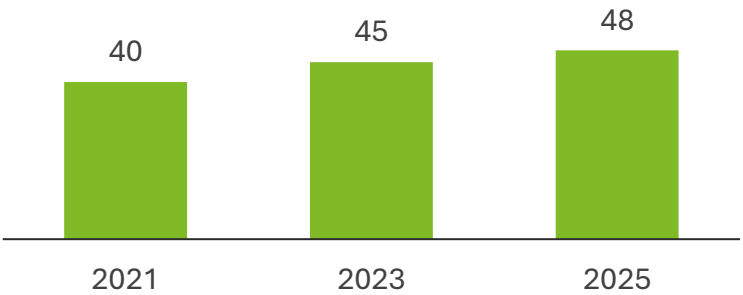
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 44 | Younger adult, no child at home | 48 | Disability        | 49 | Resident       | 48 |
| Female         | 51 | Baby/toddler (0-4)              | 47 | First Nations     | 42 | Property owner | 48 |
| Respondent age |    | Primary school (5-11)           | 47 | Mainly speak LOTE | 45 | FIFO / DIDO    | 45 |
| 18-34# years   | 48 | High school (12-17)             | 47 | LGBTQI+           | 54 | Location       |    |
| 35-49 years    | 48 | Adult child at home (18+)       | 44 |                   |    | Port Hedland   | 45 |
| 50-64 years    | 45 | Older adult, no child at home   | 43 |                   |    | South Hedland  | 48 |
| 65+ years      | 52 |                                 |    |                   |    | Other areas    | 46 |

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

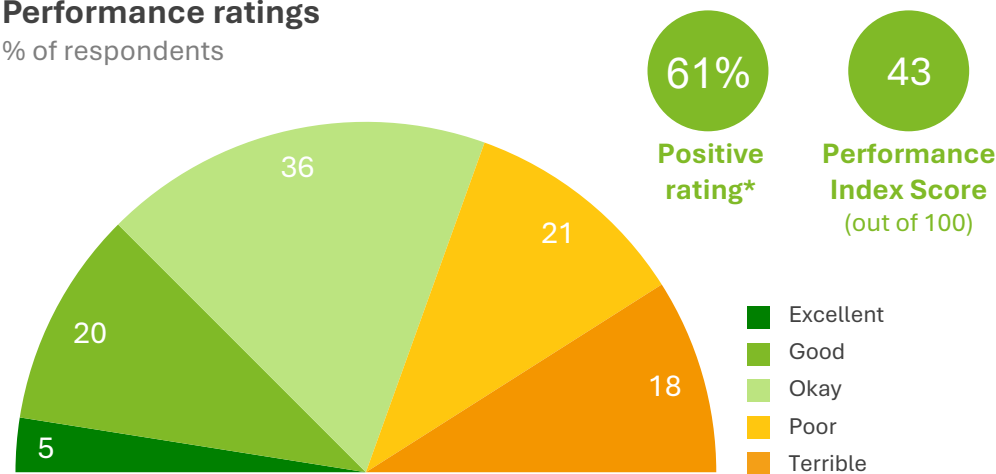
Base: All respondents, excludes 'unsure' and 'no response' (n = 516). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay

# Family and children’s services and facilities

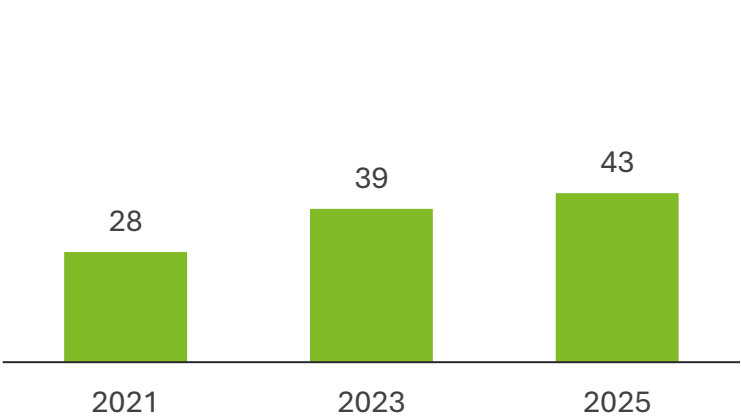
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

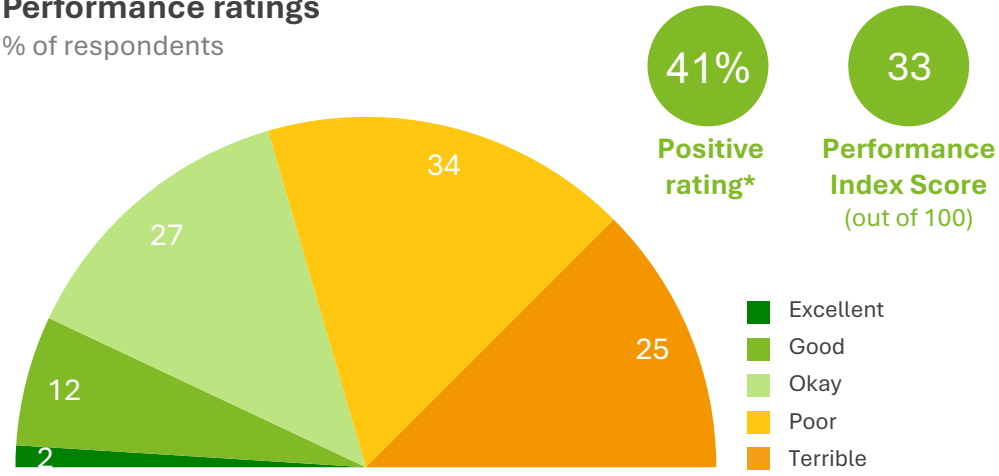
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 38 | Younger adult, no child at home | 45 | Disability        | 45 | Resident       | 43 |
| Female         | 49 | Baby/toddler (0-4)              | 41 | First Nations     | 40 | Property owner | 42 |
| Respondent age |    | Primary school (5-11)           | 42 | Mainly speak LOTE | 34 | FIFO / DIDO    | 46 |
| 18-34# years   | 44 | High school (12-17)             | 41 | LGBTQI+           | 48 | Location       |    |
| 35-49 years    | 42 | Adult child at home (18+)       | 38 |                   |    | Port Hedland   | 41 |
| 50-64 years    | 41 | Older adult, no child at home   | 40 |                   |    | South Hedland  | 43 |
| 65+ years      | 49 |                                 |    |                   |    | Other areas    | 43 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes ‘unsure’ and ‘no response’ (n = 493). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Seniors' services and facilities

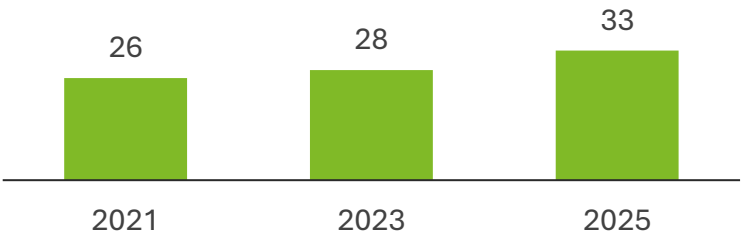
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 33 |
| Industry high        | 68 |
| Industry average     | 53 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 32 | Younger adult, no child at home | 35 | Disability        | 35 | Resident       | 33 |
| Female         | 35 | Baby/toddler (0-4)              | 33 | First Nations     | 31 | Property owner | 32 |
| Respondent age |    | Primary school (5-11)           | 34 | Mainly speak LOTE | 37 | FIFO / DIDO    | 42 |
| 18-34# years   | 34 | High school (12-17)             | 32 | LGBTQI+           | 35 | Location       |    |
| 35-49 years    | 34 | Adult child at home (18+)       | 30 |                   |    | Port Hedland   | 32 |
| 50-64 years    | 31 | Older adult, no child at home   | 26 |                   |    | South Hedland  | 33 |
| 65+ years      | 30 |                                 |    |                   |    | Other areas    | 35 |

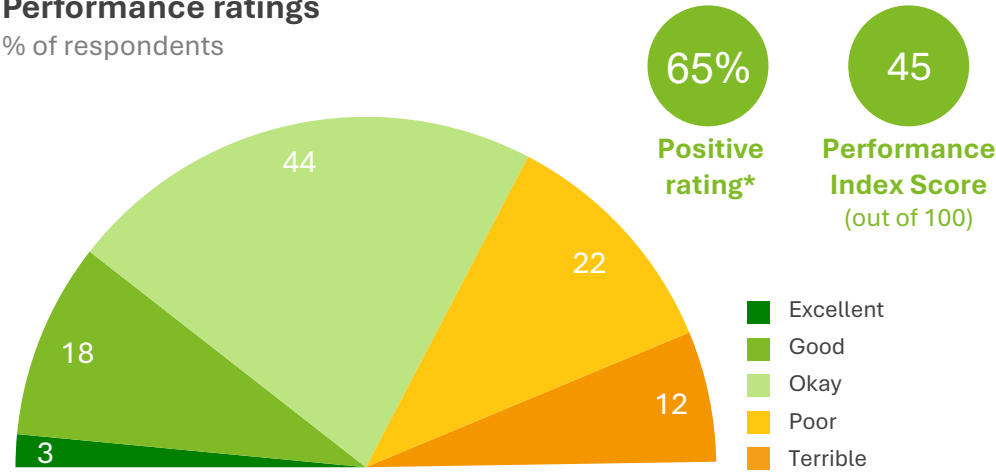
Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 416). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Universal access and inclusion

disability, neurodiversity, gender diversity etc.

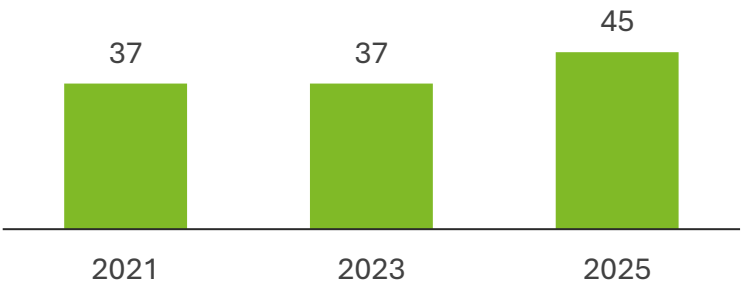
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score

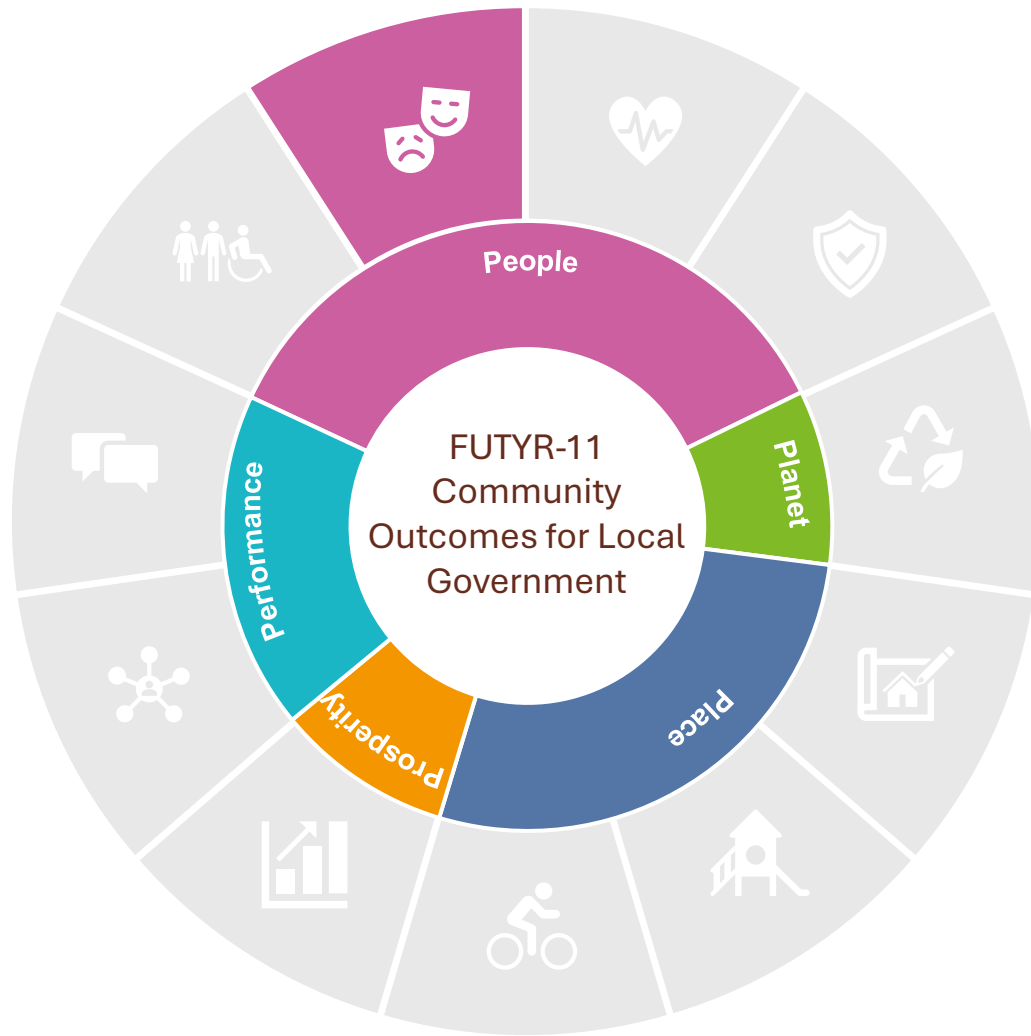


## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 45 | Younger adult, no child at home | 47 | Disability        | 37 | Resident       | 44 |
| Female         | 45 | Baby/toddler (0-4)              | 43 | First Nations     | 41 | Property owner | 47 |
| Respondent age |    | Primary school (5-11)           | 43 | Mainly speak LOTE | 52 | FIFO / DIDO    | 58 |
| 18-34# years   | 44 | High school (12-17)             | 46 | LGBTQI+           | 47 | Location       |    |
| 35-49 years    | 47 | Adult child at home (18+)       | 51 |                   |    | Port Hedland   | 44 |
| 50-64 years    | 45 | Older adult, no child at home   | 40 |                   |    | South Hedland  | 44 |
| 65+ years      | 39 |                                 |    |                   |    | Other areas    | 46 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 470). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay



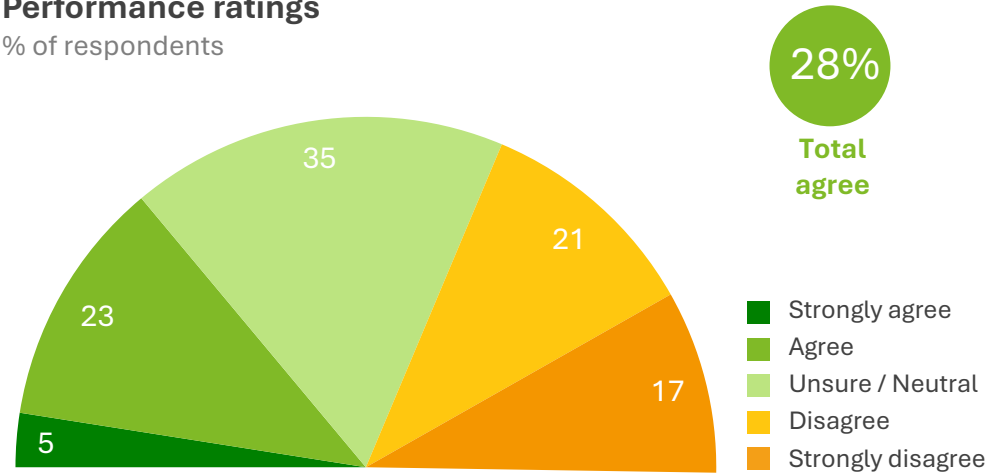
Outcome 2

**A sense of identity and  
belonging through culture,  
heritage and the arts**

# I feel like I belong in my local community

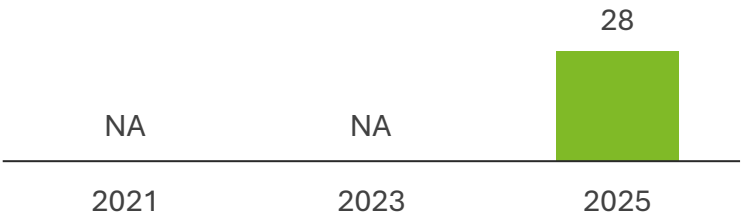
## Performance ratings

% of respondents



## Trend analysis

% agree



## MARKYT Industry Standards

% agree



|                      |    |
|----------------------|----|
| Town of Port Hedland | 28 |
| Industry high        | 73 |
| Industry average     | 55 |

## Demographic variances

% agree

| Gender         | Life stage                      | Diversity         | Residency      |
|----------------|---------------------------------|-------------------|----------------|
| Male           | Younger adult, no child at home | Disability        | Resident       |
| Female         | Baby/toddler (0-4)              | First Nations     | Property owner |
| Respondent age | Primary school (5-11)           | Mainly speak LOTE | FIFO / DIDO    |
| 18-34# years   | High school (12-17)             | LGBTQI+           | Location       |
| 35-49 years    | Adult child at home (18+)       |                   | Port Hedland   |
| 50-64 years    | Older adult, no child at home   |                   | South Hedland  |
| 65+ years      |                                 |                   | Other areas    |

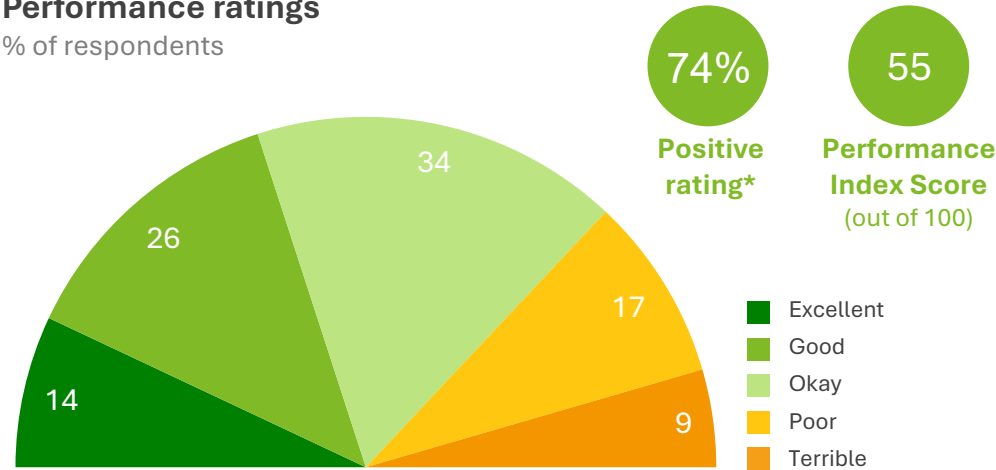
How strongly do you agree or disagree with these statements?  
Base: All respondents, excludes 'no response' (n = 602). # Includes a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Reconciliation action

recognition and respect for First Nations peoples, cultures & heritage

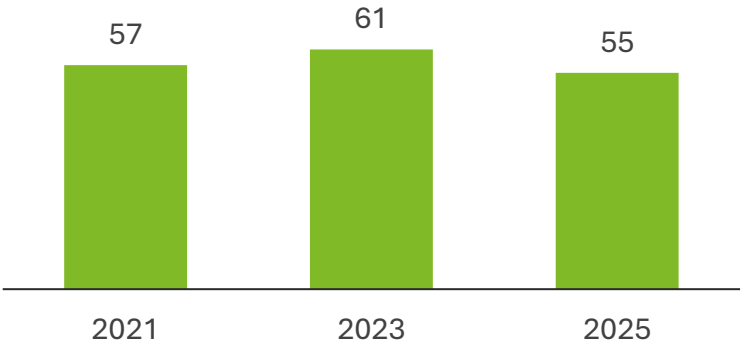
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 54 | Younger adult, no child at home | 59 | Disability        | 53 | Resident       | 55 |
| Female         | 56 | Baby/toddler (0-4)              | 55 | First Nations     | 42 | Property owner | 56 |
| Respondent age |    | Primary school (5-11)           | 53 | Mainly speak LOTE | 59 | FIFO / DIDO    | 51 |
| 18-34# years   | 55 | High school (12-17)             | 52 | LGBTQI+           | 43 | Location       |    |
| 35-49 years    | 58 | Adult child at home (18+)       | 56 |                   |    | Port Hedland   | 54 |
| 50-64 years    | 51 | Older adult, no child at home   | 49 |                   |    | South Hedland  | 54 |
| 65+ years      | 46 |                                 |    |                   |    | Other areas    | 57 |

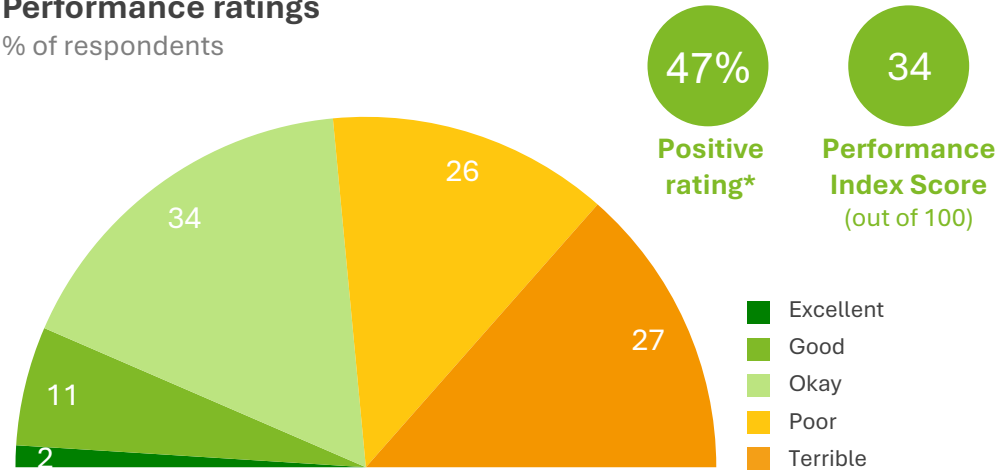
Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 429). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Heritage services

preserving and promoting heritage sites, artefacts and local history

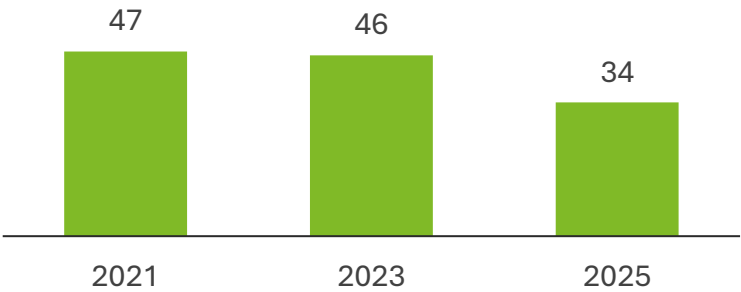
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 34 |
| Industry high        | 78 |
| Industry average     | 56 |

## Demographic variances

Performance index score

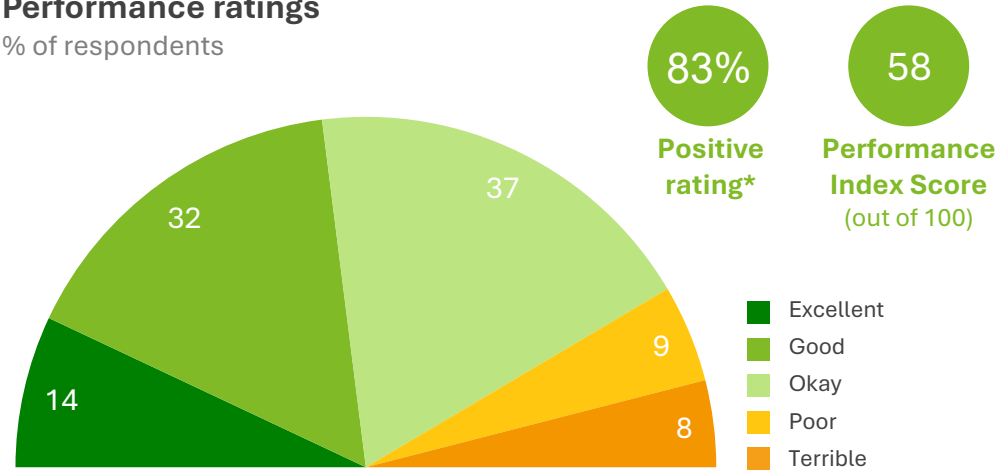
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 34 | Younger adult, no child at home | 36 | Disability        | 26 | Resident       | 33 |
| Female         | 34 | Baby/toddler (0-4)              | 32 | First Nations     | 27 | Property owner | 36 |
| Respondent age |    | Primary school (5-11)           | 33 | Mainly speak LOTE | 46 | FIFO / DIDO    | 56 |
| 18-34# years   | 34 | High school (12-17)             | 34 | LGBTQI+           | 30 | Location       |    |
| 35-49 years    | 33 | Adult child at home (18+)       | 31 |                   |    | Port Hedland   | 33 |
| 50-64 years    | 35 | Older adult, no child at home   | 31 |                   |    | South Hedland  | 35 |
| 65+ years      | 36 |                                 |    |                   |    | Other areas    | 32 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 507). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Library services

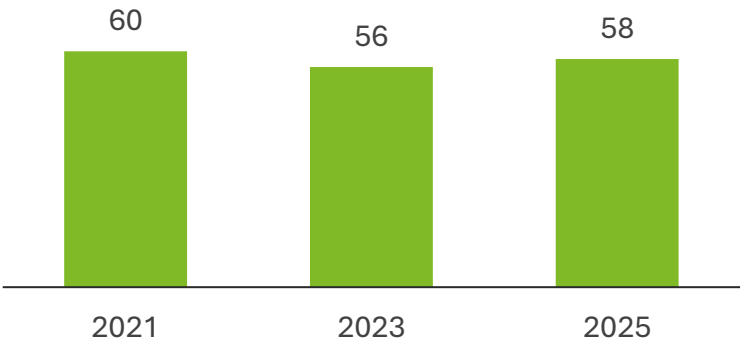
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 54 | Younger adult, no child at home | 55 | Disability        | 61 | Resident       | 58 |
| Female         | 63 | Baby/toddler (0-4)              | 59 | First Nations     | 58 | Property owner | 60 |
| Respondent age |    | Primary school (5-11)           | 58 | Mainly speak LOTE | 56 | FIFO / DIDO    | 58 |
| 18-34# years   | 56 | High school (12-17)             | 57 | LGBTQI+           | 62 | Location       |    |
| 35-49 years    | 61 | Adult child at home (18+)       | 55 |                   |    | Port Hedland   | 55 |
| 50-64 years    | 58 | Older adult, no child at home   | 58 |                   |    | South Hedland  | 59 |
| 65+ years      | 60 |                                 |    |                   |    | Other areas    | 58 |

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

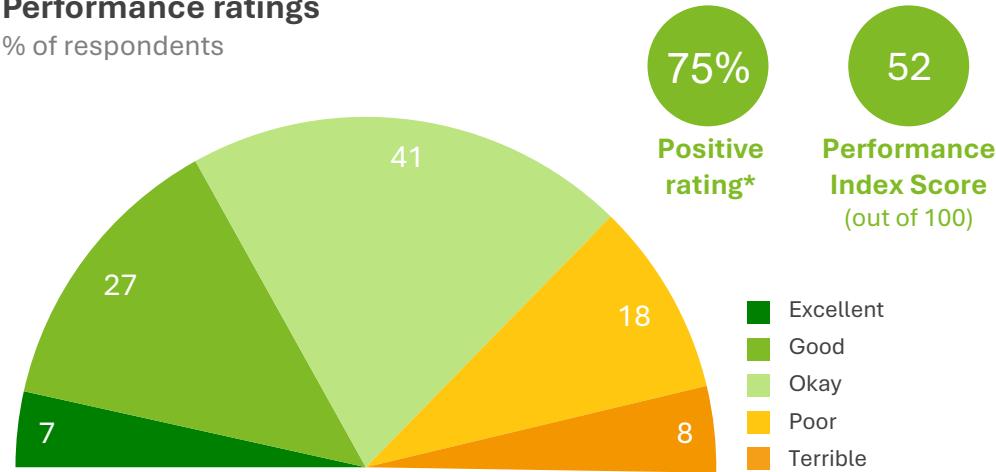
Base: All respondents, excludes 'unsure' and 'no response' (n = 516). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay

# Art, culture and creative activities

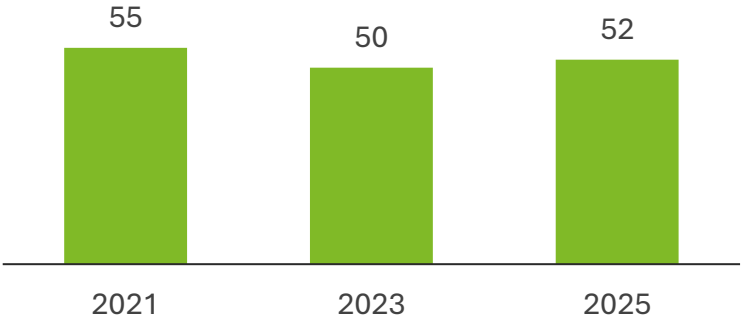
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 52 |
| Industry high        | 73 |
| Industry average     | 63 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 51 | Younger adult, no child at home | 52 | Disability        | 56 | Resident       | 52 |
| Female         | 53 | Baby/toddler (0-4)              | 46 | First Nations     | 47 | Property owner | 52 |
| Respondent age |    | Primary school (5-11)           | 52 | Mainly speak LOTE | 53 | FIFO / DIDO    | 49 |
| 18-34# years   | 49 | High school (12-17)             | 53 | LGBTQI+           | 54 | Location       |    |
| 35-49 years    | 54 | Adult child at home (18+)       | 57 |                   |    | Port Hedland   | 51 |
| 50-64 years    | 53 | Older adult, no child at home   | 52 |                   |    | South Hedland  | 52 |
| 65+ years      | 56 |                                 |    |                   |    | Other areas    | 50 |

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

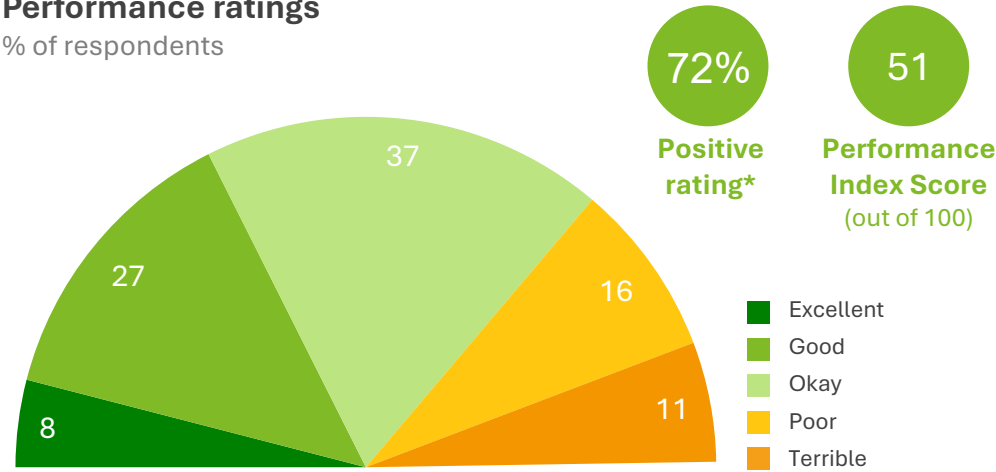
Base: All respondents, excludes 'unsure' and 'no response' (n = 497). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay

# Festivals, markets and community events

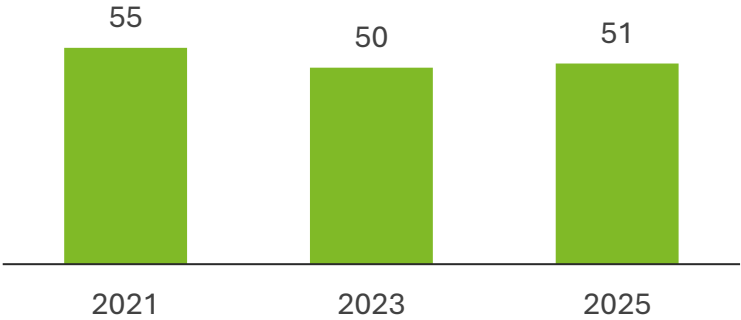
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 51 |
| Industry high        | 74 |
| Industry average     | 62 |

## Demographic variances

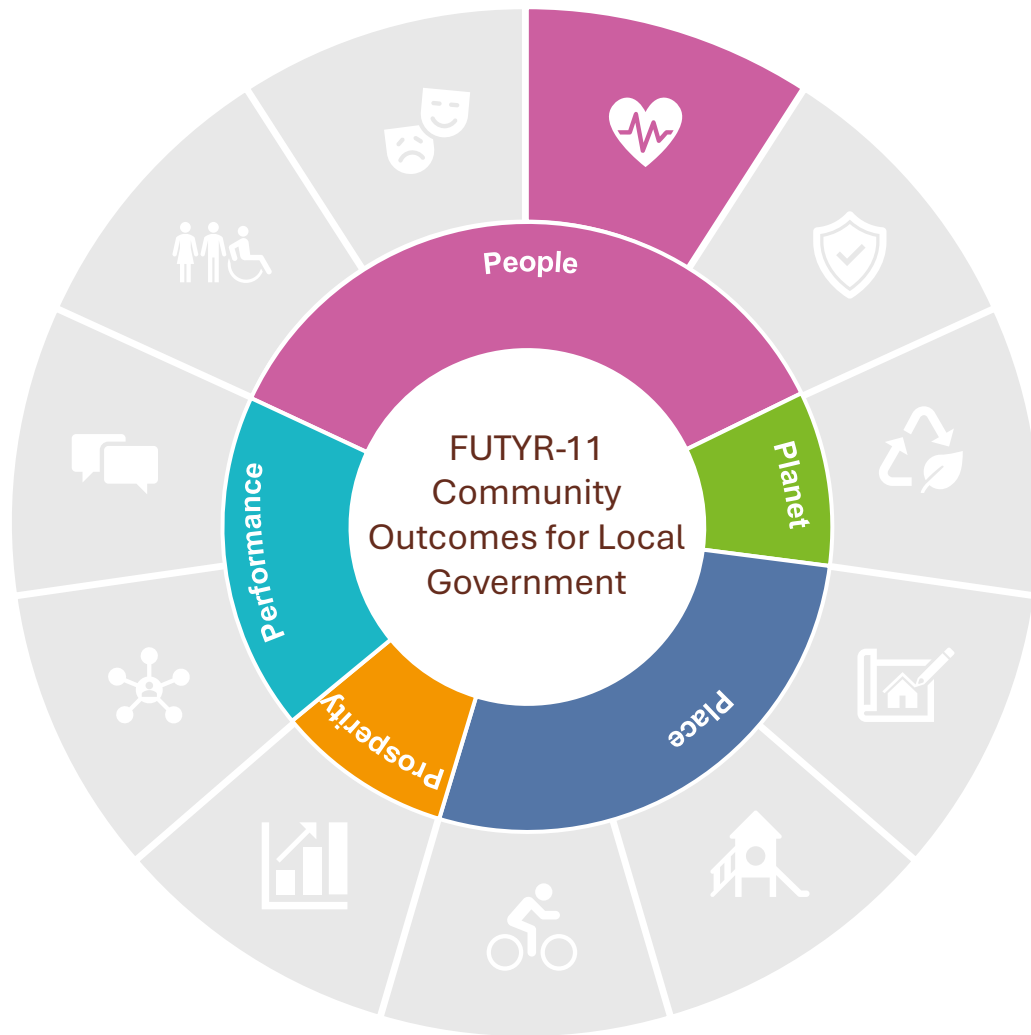
Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 47 | Younger adult, no child at home | 49 | Disability        | 53 | Resident       | 51 |
| Female         | 56 | Baby/toddler (0-4)              | 50 | First Nations     | 52 | Property owner | 51 |
| Respondent age |    | Primary school (5-11)           | 49 | Mainly speak LOTE | 45 | FIFO / DIDO    | 59 |
| 18-34# years   | 50 | High school (12-17)             | 50 | LGBTQI+           | 54 | Location       |    |
| 35-49 years    | 50 | Adult child at home (18+)       | 53 |                   |    | Port Hedland   | 49 |
| 50-64 years    | 54 | Older adult, no child at home   | 54 |                   |    | South Hedland  | 50 |
| 65+ years      | 58 |                                 |    |                   |    | Other areas    | 55 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 565). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay



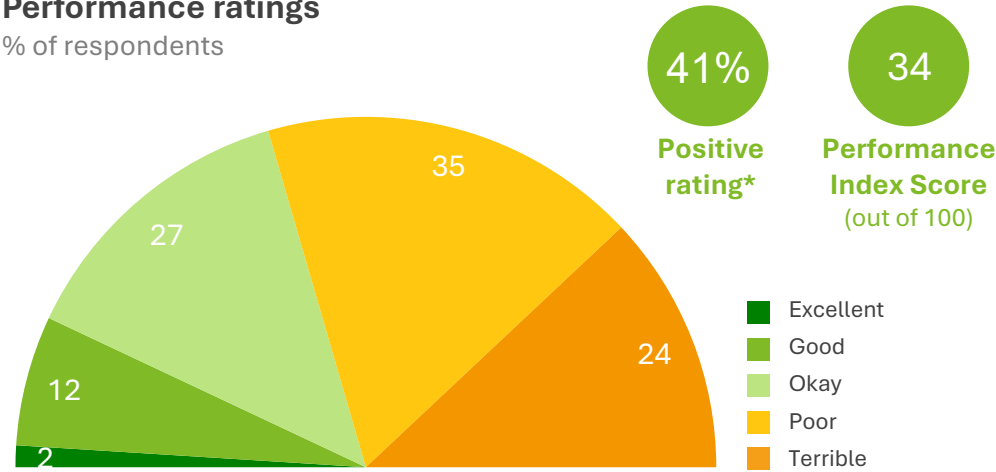
Outcome 3

## Community health and wellbeing

# Health and community services

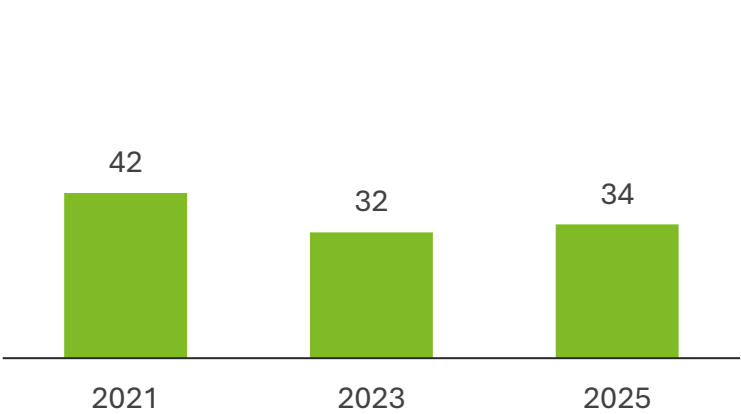
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

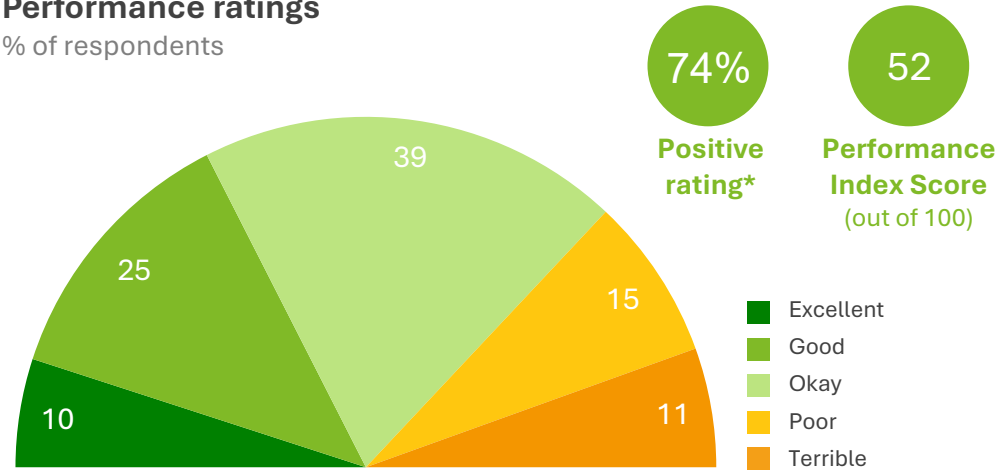
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 35 | Younger adult, no child at home | 33 | Disability        | 27 | Resident       | 33 |
| Female         | 32 | Baby/toddler (0-4)              | 34 | First Nations     | 32 | Property owner | 36 |
| Respondent age |    | Primary school (5-11)           | 30 | Mainly speak LOTE | 31 | FIFO / DIDO    | 42 |
| 18-34# years   | 33 | High school (12-17)             | 31 | LGBTQI+           | 33 | Location       |    |
| 35-49 years    | 32 | Adult child at home (18+)       | 34 |                   |    | Port Hedland   | 31 |
| 50-64 years    | 34 | Older adult, no child at home   | 32 |                   |    | South Hedland  | 34 |
| 65+ years      | 40 |                                 |    |                   |    | Other areas    | 33 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 557). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Sport and recreation services and facilities

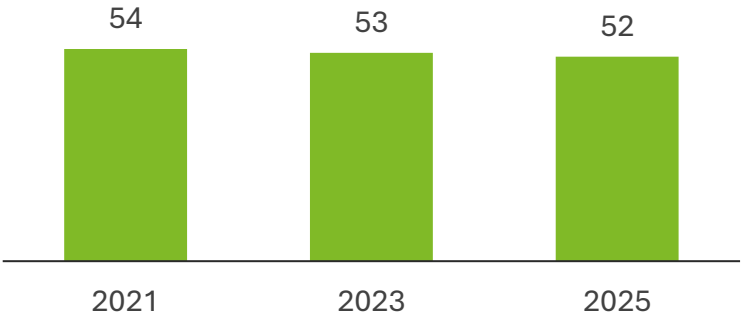
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

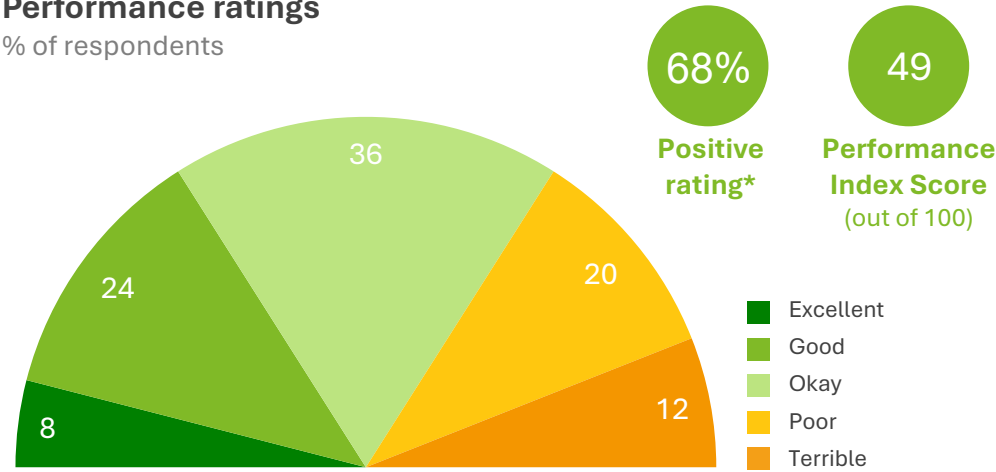
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 50 | Younger adult, no child at home | 54 | Disability        | 54 | Resident       | 52 |
| Female         | 54 | Baby/toddler (0-4)              | 50 | First Nations     | 50 | Property owner | 51 |
| Respondent age |    | Primary school (5-11)           | 49 | Mainly speak LOTE | 48 | FIFO / DIDO    | 61 |
| 18-34# years   | 53 | High school (12-17)             | 46 | LGBTQI+           | 61 | Location       |    |
| 35-49 years    | 50 | Adult child at home (18+)       | 44 |                   |    | Port Hedland   | 53 |
| 50-64 years    | 52 | Older adult, no child at home   | 51 |                   |    | South Hedland  | 50 |
| 65+ years      | 57 |                                 |    |                   |    | Other areas    | 62 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 559). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Aquatic centres

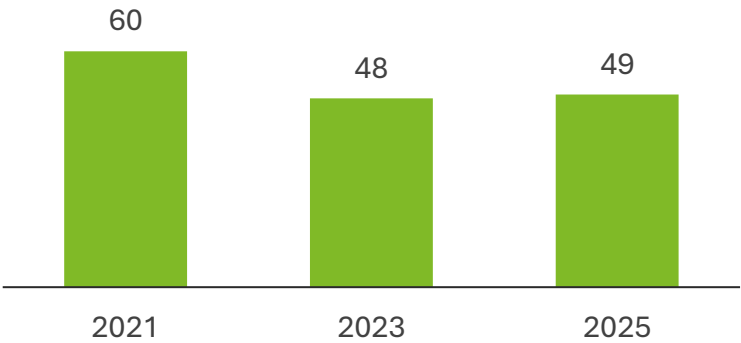
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



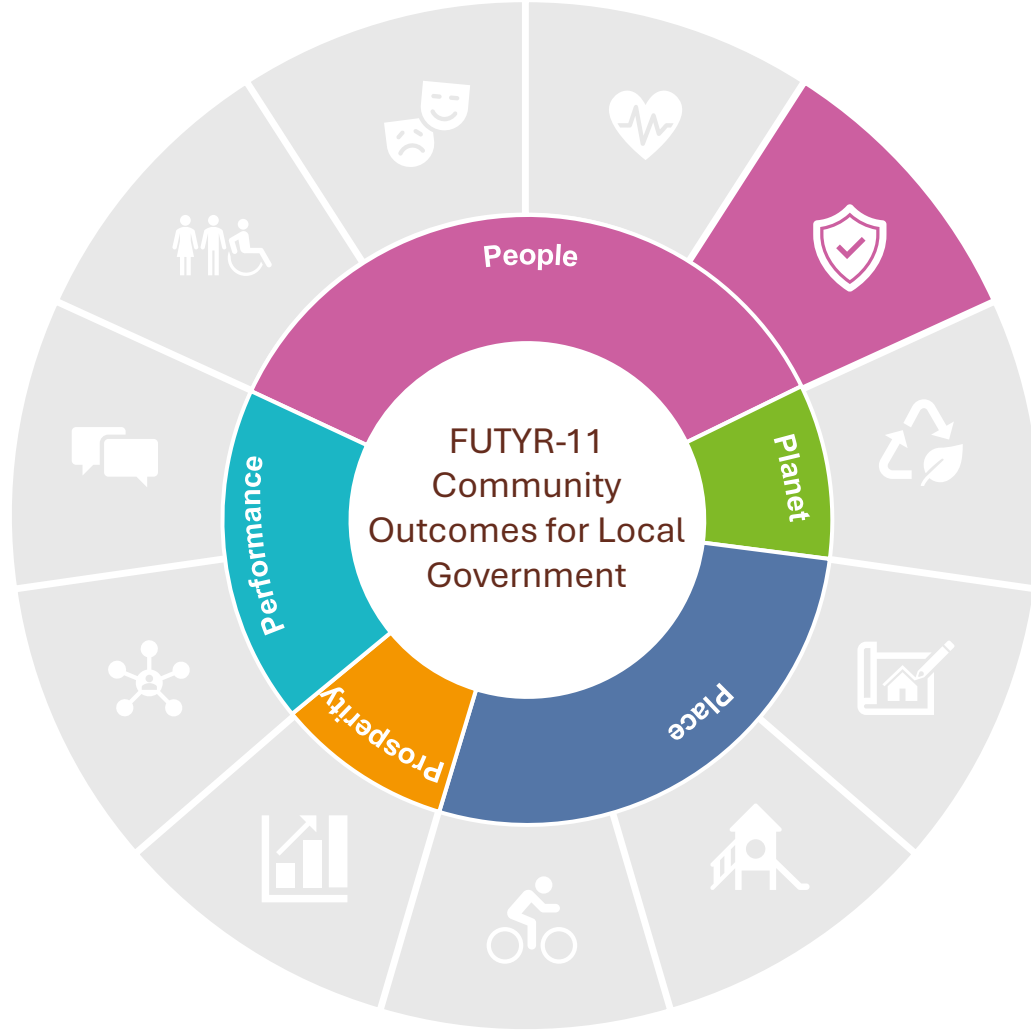
|                      |    |
|----------------------|----|
| Town of Port Hedland | 49 |
| Industry high        | 81 |
| Industry average     | 65 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 48 | Younger adult, no child at home | 53 | Disability        | 55 | Resident       | 49 |
| Female         | 50 | Baby/toddler (0-4)              | 48 | First Nations     | 48 | Property owner | 49 |
| Respondent age |    | Primary school (5-11)           | 46 | Mainly speak LOTE | 45 | FIFO / DIDO    | 48 |
| 18-34# years   | 51 | High school (12-17)             | 43 | LGBTQI+           | 55 | Location       |    |
| 35-49 years    | 48 | Adult child at home (18+)       | 42 |                   |    | Port Hedland   | 48 |
| 50-64 years    | 47 | Older adult, no child at home   | 49 |                   |    | South Hedland  | 49 |
| 65+ years      | 51 |                                 |    |                   |    | Other areas    | 57 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 556). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay



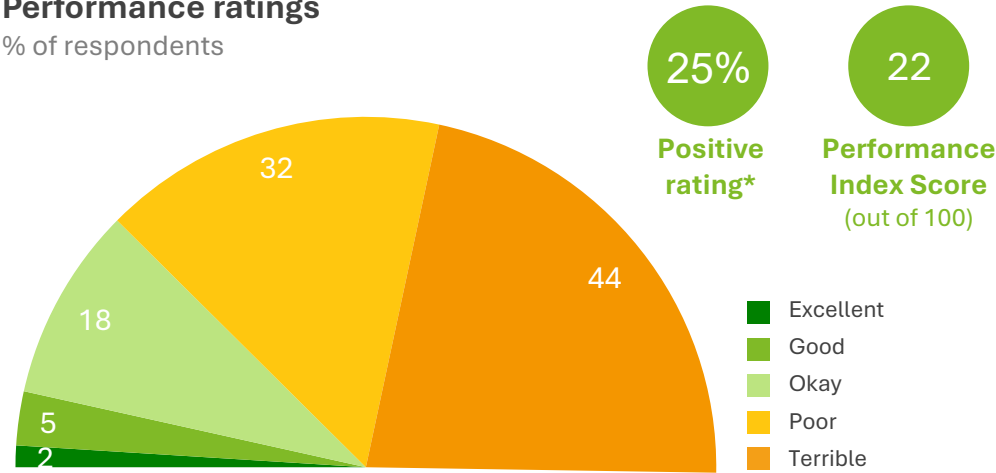
Outcome 4

## Community safety and resilience

# Safety and crime prevention

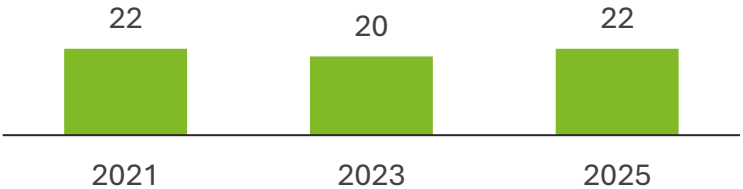
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 22 |
| Industry high        | 66 |
| Industry average     | 47 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 21 | Younger adult, no child at home | 22 | Disability        | 20 | Resident       | 22 |
| Female         | 23 | Baby/toddler (0-4)              | 20 | First Nations     | 23 | Property owner | 24 |
| Respondent age |    | Primary school (5-11)           | 21 | Mainly speak LOTE | 15 | FIFO / DIDO    | 26 |
| 18-34# years   | 20 | High school (12-17)             | 21 | LGBTQI+           | 24 | Location       |    |
| 35-49 years    | 22 | Adult child at home (18+)       | 24 |                   |    | Port Hedland   | 24 |
| 50-64 years    | 24 | Older adult, no child at home   | 24 |                   |    | South Hedland  | 21 |
| 65+ years      | 25 |                                 |    |                   |    | Other areas    | 29 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 557). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Community impact from safety issues

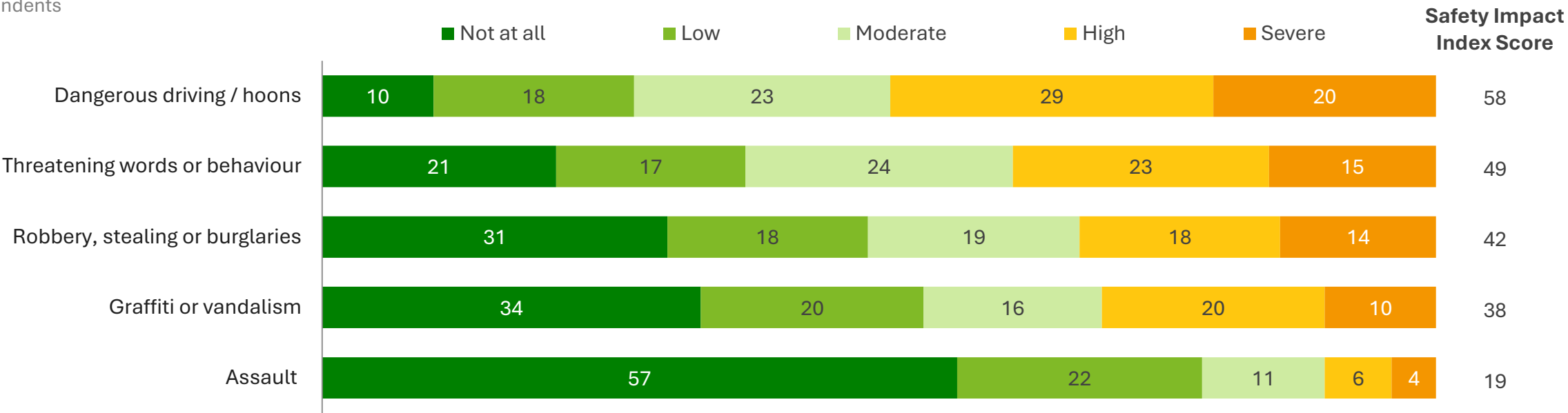
Over the last 12 months, dangerous driving and hoons had the most impact on community members, with Safety Impact Index Score of 58 out of 100. This was followed by threatening words or behavior and robbery, stealing or burglaries.

Across the community, higher Safety Impact Index Scores were more likely to be reported by respondents who mainly speak a language other than English, members of the LGBTQI+ community or respondents living in South Hedland. Respondents living in Port Hedland or who regularly stay in the area on a FIFO or DIDO basis generally reported lower impact scores, as well as older respondents with no children living at home.

Community variances are shown at the end of the report.

## Performance Ratings

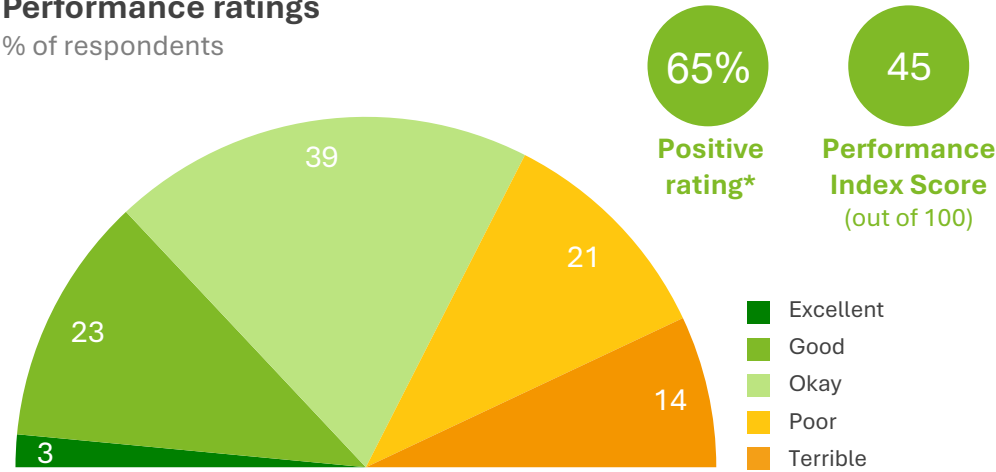
% of respondents



# Lighting of streets and public places

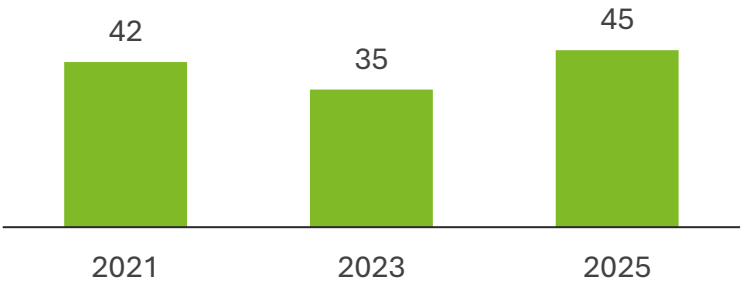
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

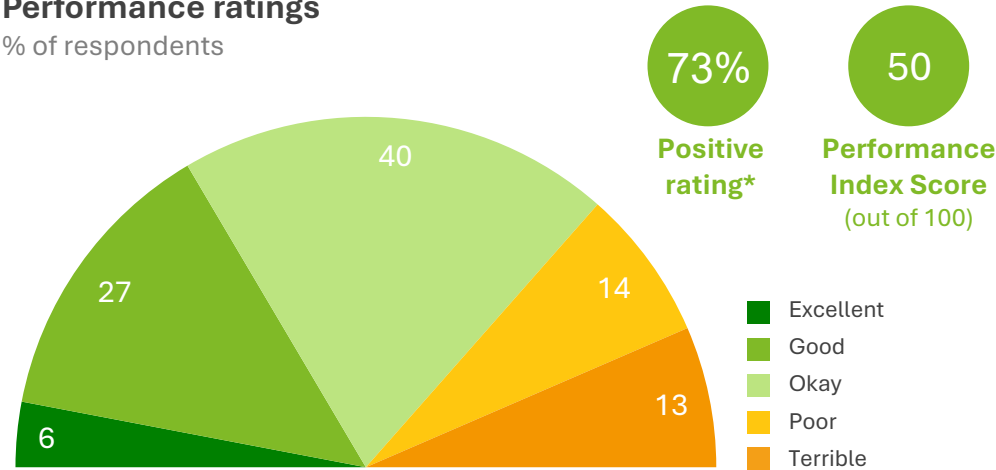
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 48 | Younger adult, no child at home | 44 | Disability        | 37 | Resident       | 45 |
| Female         | 42 | Baby/toddler (0-4)              | 48 | First Nations     | 40 | Property owner | 47 |
| Respondent age |    | Primary school (5-11)           | 44 | Mainly speak LOTE | 47 | FIFO / DIDO    | 51 |
| 18-34# years   | 44 | High school (12-17)             | 42 | LGBTQI+           | 41 | Location       |    |
| 35-49 years    | 44 | Adult child at home (18+)       | 42 |                   |    | Port Hedland   | 47 |
| 50-64 years    | 45 | Older adult, no child at home   | 42 |                   |    | South Hedland  | 42 |
| 65+ years      | 48 |                                 |    |                   |    | Other areas    | 45 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 594). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Ranger services

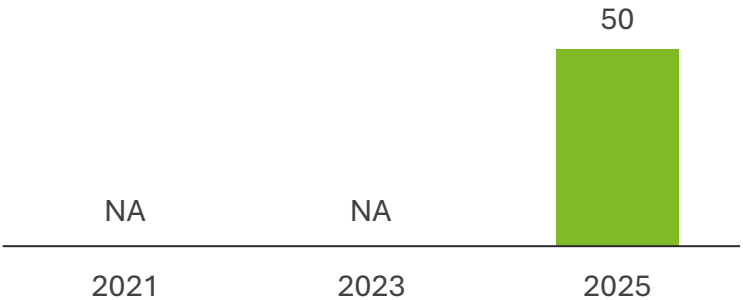
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 50 | Younger adult, no child at home | 51 | Disability        | 51 | Resident       | 50 |
| Female         | 50 | Baby/toddler (0-4)              | 45 | First Nations     | 37 | Property owner | 51 |
| Respondent age |    | Primary school (5-11)           | 51 | Mainly speak LOTE | 49 | FIFO / DIDO    | 54 |
| 18-34# years   | 50 | High school (12-17)             | 49 | LGBTQI+           | 58 | Location       |    |
| 35-49 years    | 50 | Adult child at home (18+)       | 52 |                   |    | Port Hedland   | 55 |
| 50-64 years    | 49 | Older adult, no child at home   | 45 |                   |    | South Hedland  | 46 |
| 65+ years      | 44 |                                 |    |                   |    | Other areas    | 49 |

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

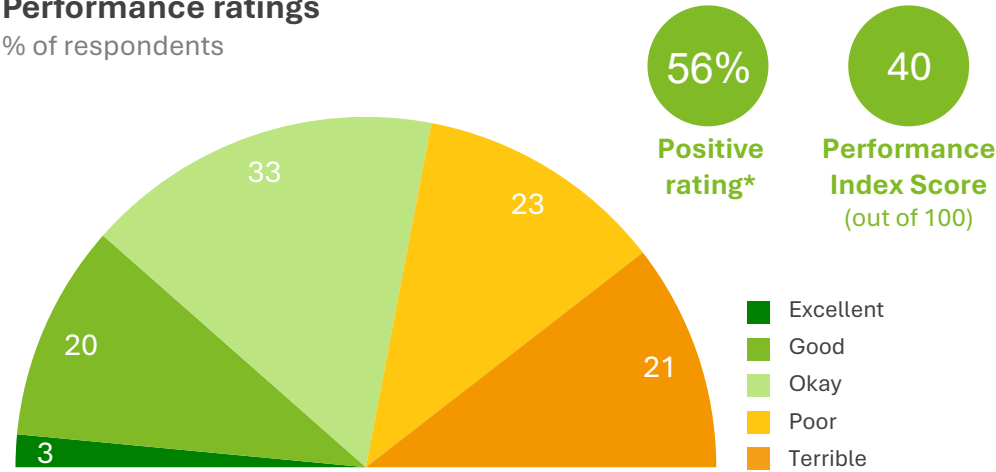
Base: All respondents, excludes 'unsure' and 'no response' (n = 523). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay

# Animal management

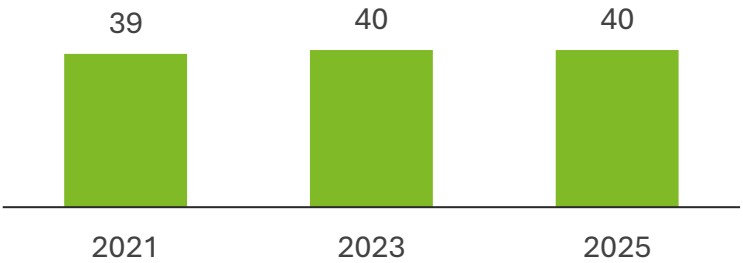
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 40 |
| Industry high        | 67 |
| Industry average     | 53 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 41 | Younger adult, no child at home | 41 | Disability        | 40 | Resident       | 40 |
| Female         | 40 | Baby/toddler (0-4)              | 37 | First Nations     | 31 | Property owner | 40 |
| Respondent age |    | Primary school (5-11)           | 38 | Mainly speak LOTE | 40 | FIFO / DIDO    | 45 |
| 18-34# years   | 40 | High school (12-17)             | 37 | LGBTQI+           | 44 | Location       |    |
| 35-49 years    | 40 | Adult child at home (18+)       | 36 |                   |    | Port Hedland   | 46 |
| 50-64 years    | 41 | Older adult, no child at home   | 39 |                   |    | South Hedland  | 36 |
| 65+ years      | 39 |                                 |    |                   |    | Other areas    | 41 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 524). # Contains a small number of 14-17 year olds

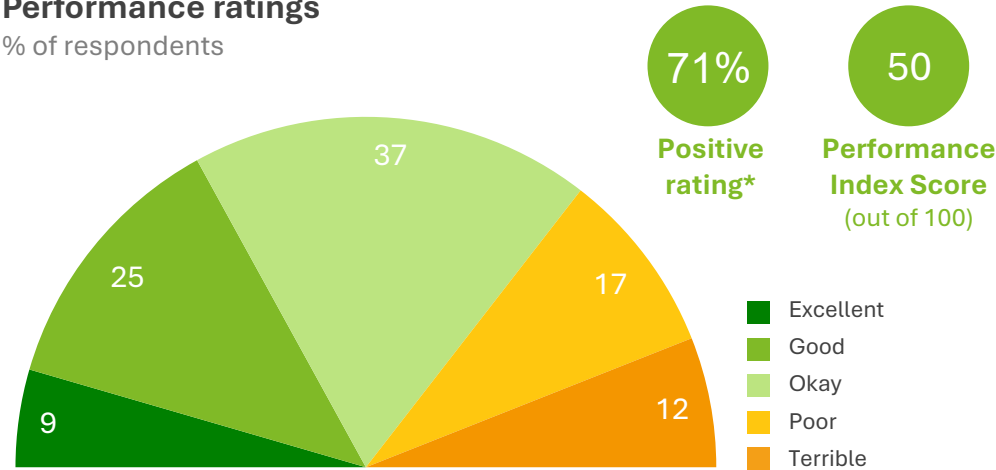
\* Positive Rating = excellent, good + okay

# Emergency management

natural disaster education, prevention, and recovery

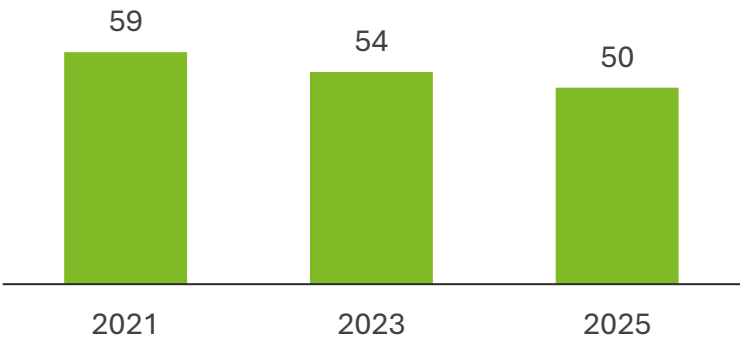
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 50 | Younger adult, no child at home | 52 | Disability        | 47 | Resident       | 50 |
| Female         | 51 | Baby/toddler (0-4)              | 49 | First Nations     | 42 | Property owner | 49 |
| Respondent age |    | Primary school (5-11)           | 47 | Mainly speak LOTE | 52 | FIFO / DIDO    | 62 |
| 18-34# years   | 50 | High school (12-17)             | 53 | LGBTQI+           | 58 | Location       |    |
| 35-49 years    | 51 | Adult child at home (18+)       | 54 |                   |    | Port Hedland   | 50 |
| 50-64 years    | 51 | Older adult, no child at home   | 46 |                   |    | South Hedland  | 50 |
| 65+ years      | 46 |                                 |    |                   |    | Other areas    | 53 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 516). # Contains a small number of 14-17 year olds

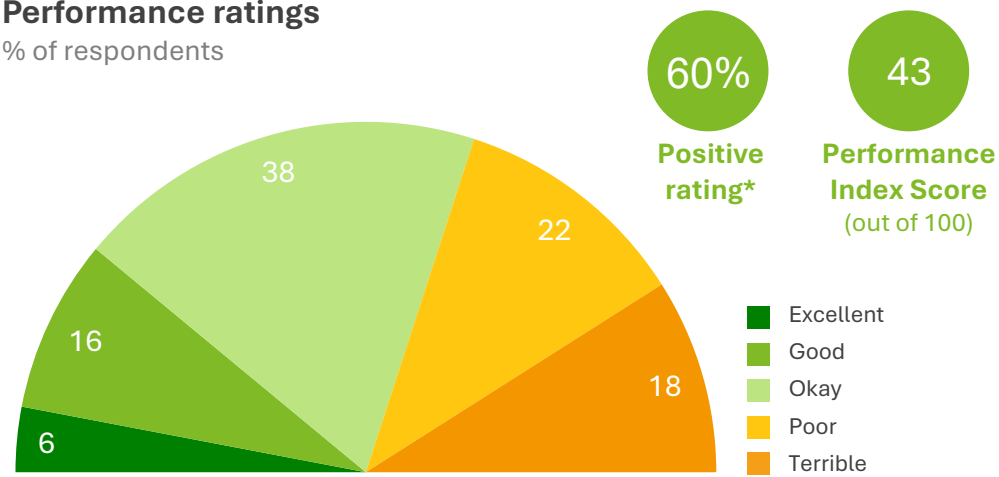
\* Positive Rating = excellent, good + okay

# Environmental health services

noise, pollution, food inspections etc.

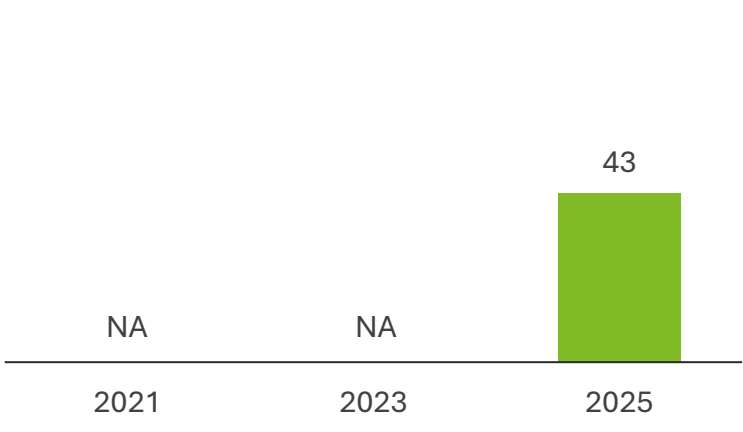
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 42 | Younger adult, no child at home | 46 | Disability        | 39 | Resident       | 42 |
| Female         | 43 | Baby/toddler (0-4)              | 39 | First Nations     | 41 | Property owner | 42 |
| Respondent age |    | Primary school (5-11)           | 43 | Mainly speak LOTE | 40 | FIFO / DIDO    | 48 |
| 18-34# years   | 43 | High school (12-17)             | 39 | LGBTQI+           | 41 | Location       |    |
| 35-49 years    | 42 | Adult child at home (18+)       | 41 |                   |    | Port Hedland   | 41 |
| 50-64 years    | 43 | Older adult, no child at home   | 41 |                   |    | South Hedland  | 43 |
| 65+ years      | 41 |                                 |    |                   |    | Other areas    | 39 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 509). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay



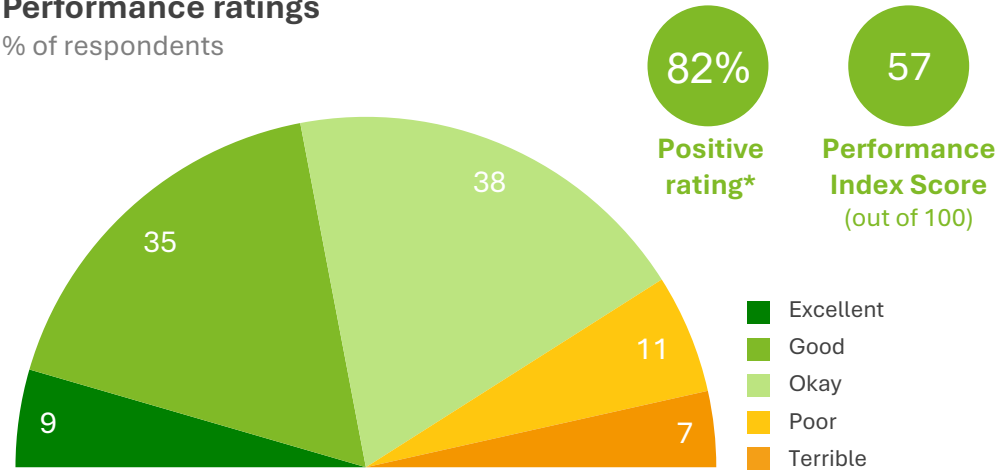
Outcome 5

**A healthy and sustainable  
natural environment**

# Waste management

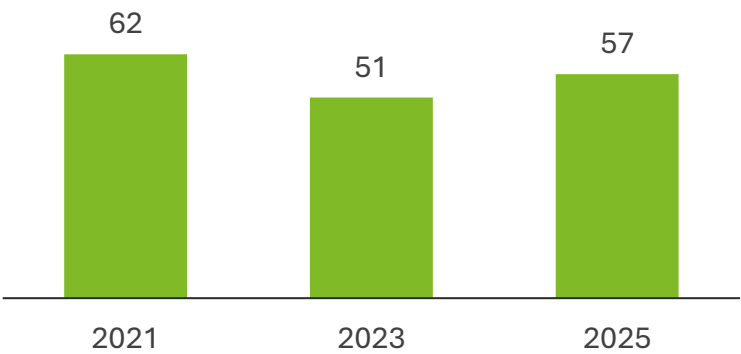
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

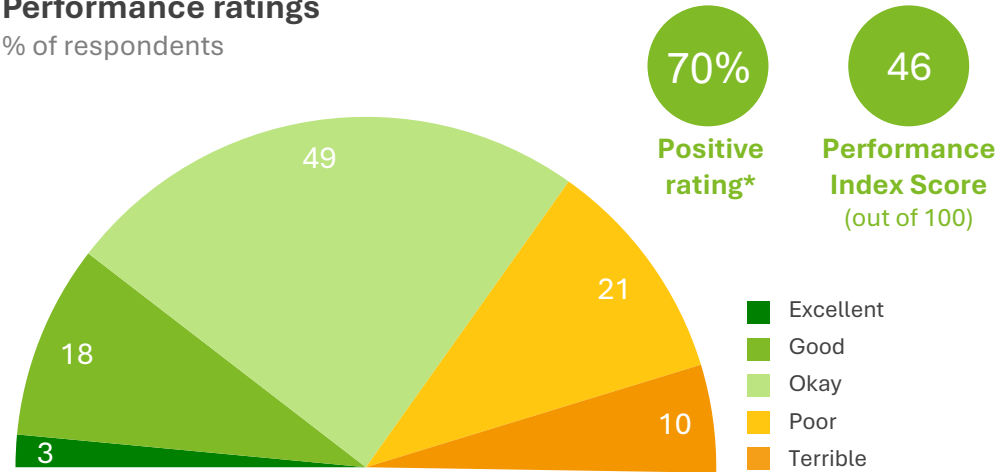
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 56 | Younger adult, no child at home | 56 | Disability        | 57 | Resident       | 57 |
| Female         | 57 | Baby/toddler (0-4)              | 58 | First Nations     | 53 | Property owner | 60 |
| Respondent age |    | Primary school (5-11)           | 61 | Mainly speak LOTE | 53 | FIFO / DIDO    | 50 |
| 18-34# years   | 54 | High school (12-17)             | 56 | LGBTQI+           | 48 | Location       |    |
| 35-49 years    | 60 | Adult child at home (18+)       | 54 |                   |    | Port Hedland   | 57 |
| 50-64 years    | 56 | Older adult, no child at home   | 57 |                   |    | South Hedland  | 55 |
| 65+ years      | 58 |                                 |    |                   |    | Other areas    | 60 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 560). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Environmental management and conservation

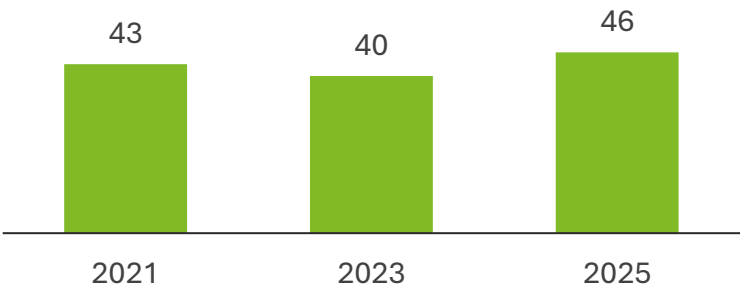
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 46 | Younger adult, no child at home | 46 | Disability        | 36 | Resident       | 46 |
| Female         | 46 | Baby/toddler (0-4)              | 44 | First Nations     | 43 | Property owner | 48 |
| Respondent age |    | Primary school (5-11)           | 47 | Mainly speak LOTE | 53 | FIFO / DIDO    | 54 |
| 18-34# years   | 43 | High school (12-17)             | 46 | LGBTQI+           | 45 | Location       |    |
| 35-49 years    | 49 | Adult child at home (18+)       | 47 |                   |    | Port Hedland   | 46 |
| 50-64 years    | 47 | Older adult, no child at home   | 42 |                   |    | South Hedland  | 45 |
| 65+ years      | 41 |                                 |    |                   |    | Other areas    | 50 |

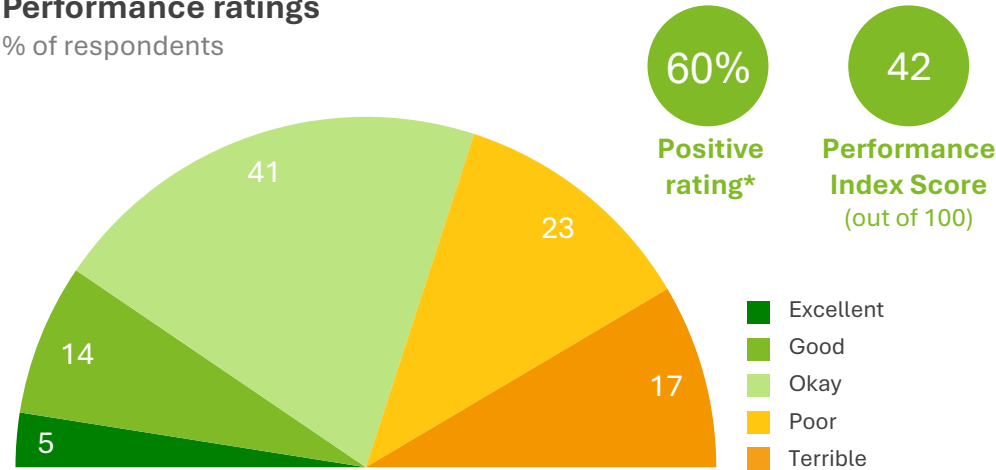
Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 494). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Climate action

promoting sustainable practices to combat climate change and its impacts

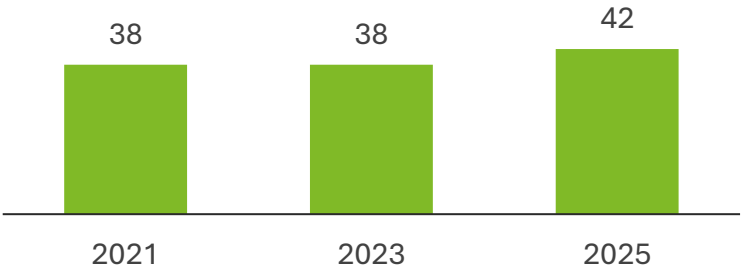
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

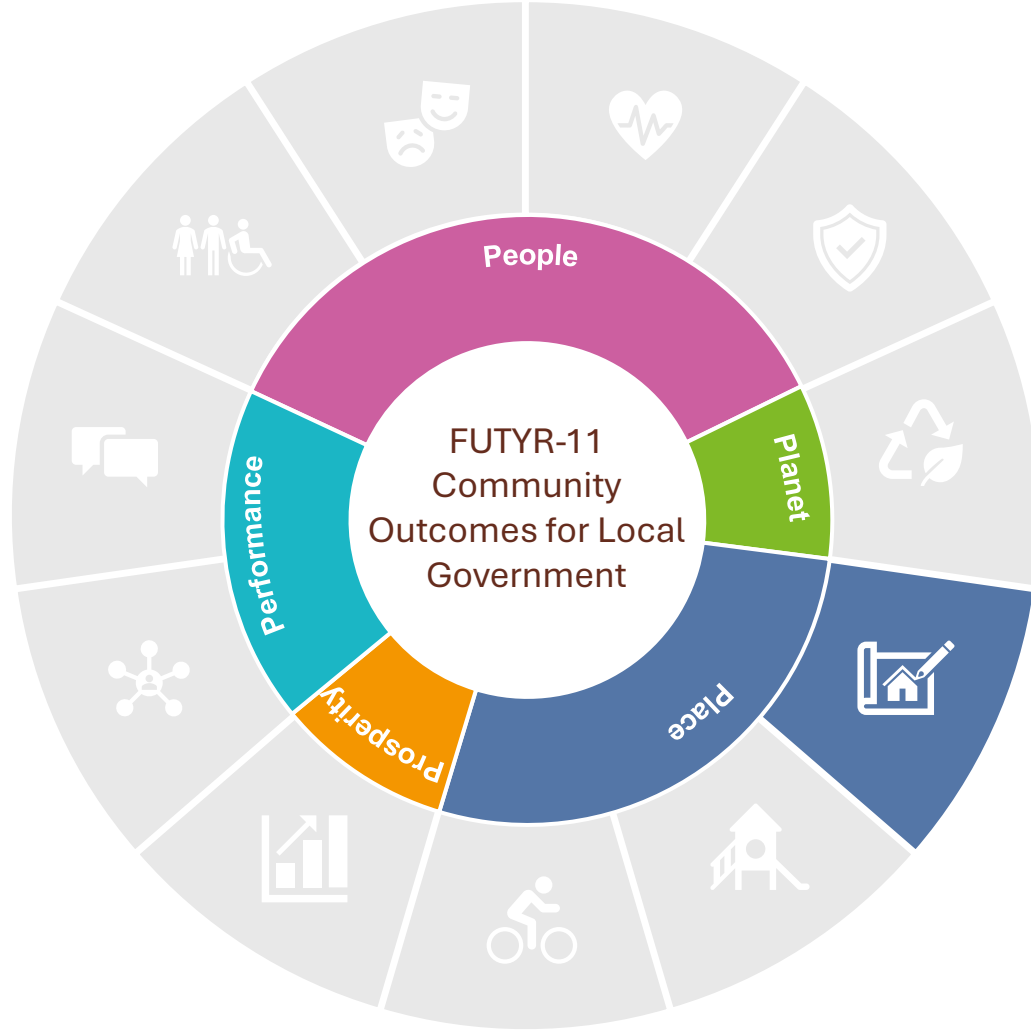
Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 44 | Younger adult, no child at home | 43 | Disability        | 31 | Resident       | 41 |
| Female         | 39 | Baby/toddler (0-4)              | 41 | First Nations     | 35 | Property owner | 45 |
| Respondent age |    | Primary school (5-11)           | 41 | Mainly speak LOTE | 49 | FIFO / DIDO    | 48 |
| 18-34# years   | 40 | High school (12-17)             | 44 | LGBTQI+           | 29 | Location       |    |
| 35-49 years    | 44 | Adult child at home (18+)       | 43 |                   |    | Port Hedland   | 39 |
| 50-64 years    | 42 | Older adult, no child at home   | 40 |                   |    | South Hedland  | 42 |
| 65+ years      | 39 |                                 |    |                   |    | Other areas    | 39 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 421). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay



Outcome 6

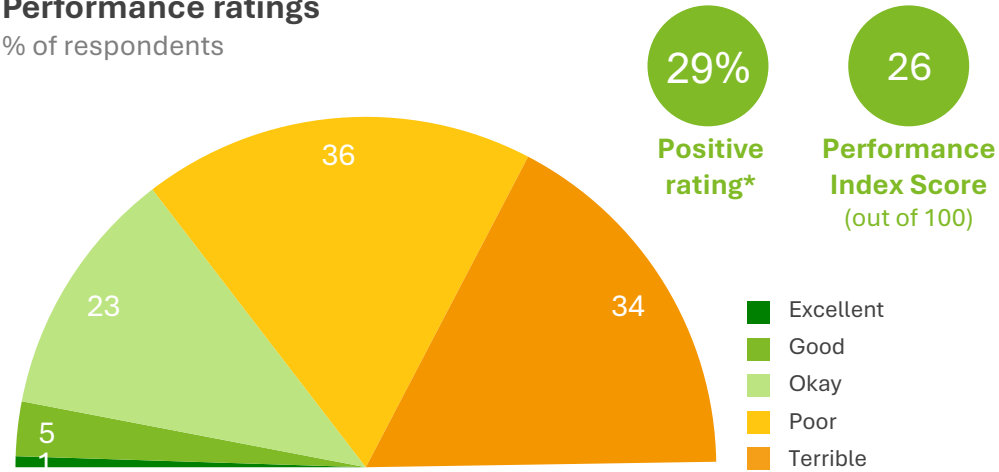
## Responsible urban design and housing diversity

# Planning services

responsible growth, land use, development and building approvals

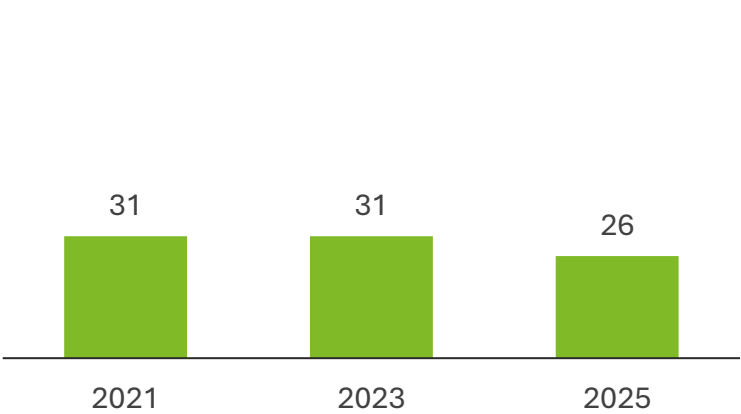
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 27 | Younger adult, no child at home | 30 | Disability        | 26 | Resident       | 26 |
| Female         | 26 | Baby/toddler (0-4)              | 19 | First Nations     | 27 | Property owner | 26 |
| Respondent age |    | Primary school (5-11)           | 22 | Mainly speak LOTE | 31 | FIFO / DIDO    | 41 |
| 18-34# years   | 27 | High school (12-17)             | 23 | LGBTQI+           | 29 | Location       |    |
| 35-49 years    | 23 | Adult child at home (18+)       | 22 |                   |    | Port Hedland   | 23 |
| 50-64 years    | 29 | Older adult, no child at home   | 29 |                   |    | South Hedland  | 27 |
| 65+ years      | 31 |                                 |    |                   |    | Other areas    | 28 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 535). # Contains a small number of 14-17 year olds

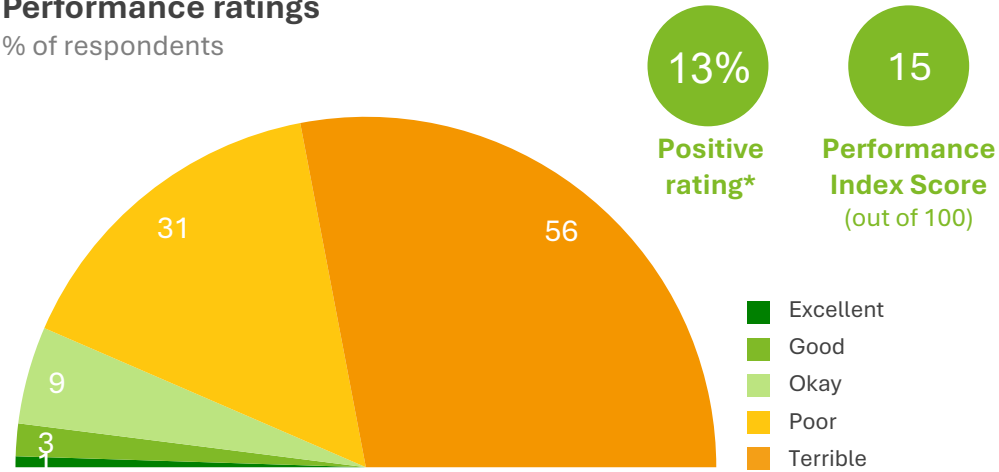
\* Positive Rating = excellent, good + okay

# Housing

access to affordable housing, social housing, crisis accommodation etc.

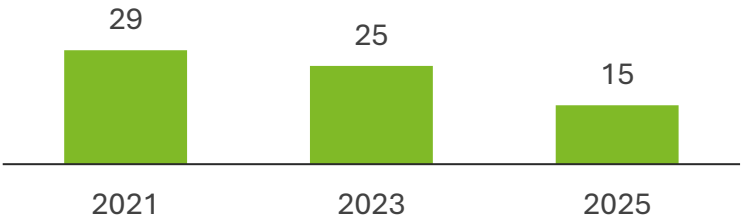
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

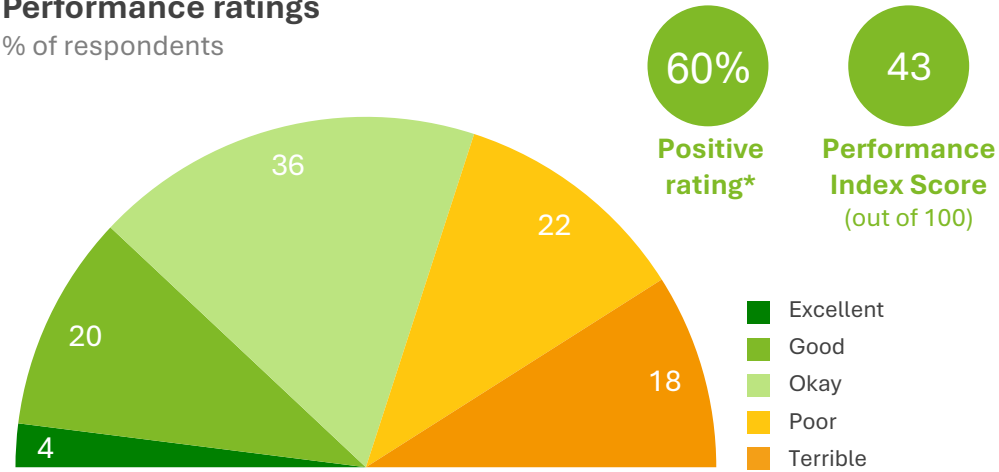
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 16 | Younger adult, no child at home | 17 | Disability        | 13 | Resident       | 15 |
| Female         | 15 | Baby/toddler (0-4)              | 16 | First Nations     | 11 | Property owner | 20 |
| Respondent age |    | Primary school (5-11)           | 12 | Mainly speak LOTE | 17 | FIFO / DIDO    | 23 |
| 18-34# years   | 16 | High school (12-17)             | 12 | LGBTQI+           | 15 | Location       |    |
| 35-49 years    | 14 | Adult child at home (18+)       | 13 |                   |    | Port Hedland   | 12 |
| 50-64 years    | 16 | Older adult, no child at home   | 16 |                   |    | South Hedland  | 16 |
| 65+ years      | 17 |                                 |    |                   |    | Other areas    | 17 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 531). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Stormwater management and drainage

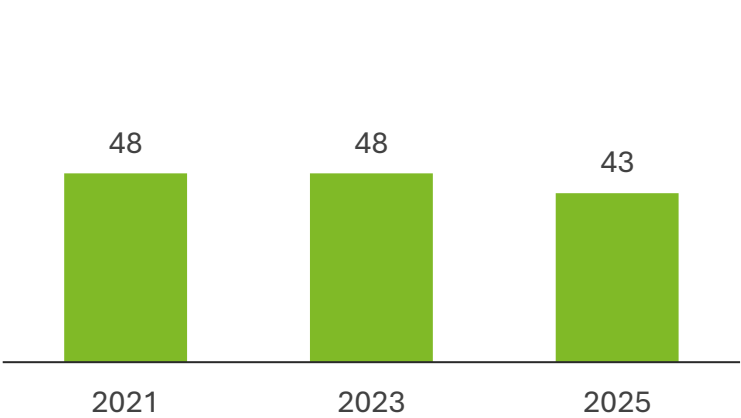
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

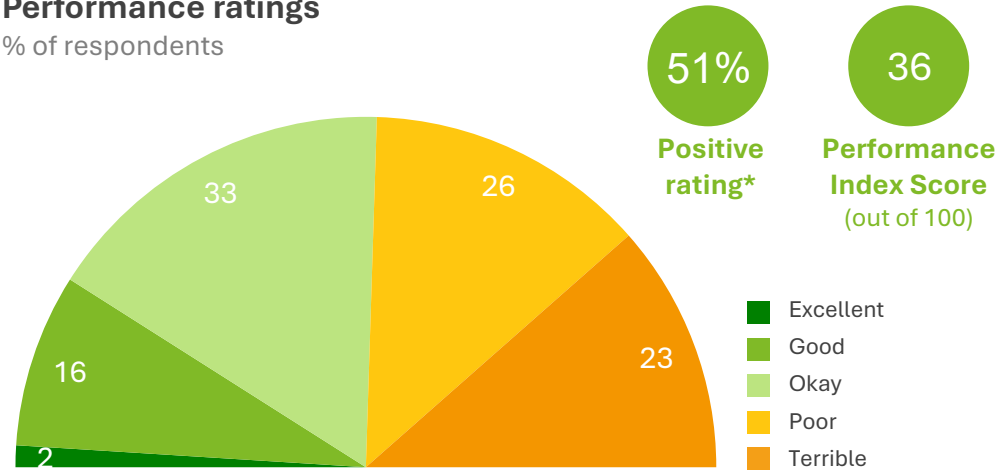
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 43 | Younger adult, no child at home | 45 | Disability        | 38 | Resident       | 43 |
| Female         | 43 | Baby/toddler (0-4)              | 40 | First Nations     | 46 | Property owner | 43 |
| Respondent age |    | Primary school (5-11)           | 41 | Mainly speak LOTE | 49 | FIFO / DIDO    | 49 |
| 18-34# years   | 43 | High school (12-17)             | 43 | LGBTQI+           | 50 | Location       |    |
| 35-49 years    | 44 | Adult child at home (18+)       | 43 |                   |    | Port Hedland   | 45 |
| 50-64 years    | 42 | Older adult, no child at home   | 40 |                   |    | South Hedland  | 42 |
| 65+ years      | 39 |                                 |    |                   |    | Other areas    | 45 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 568). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Telecommunications and internet services

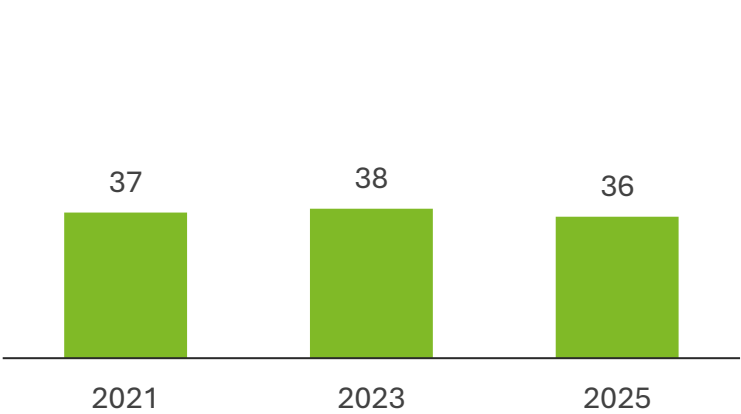
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score

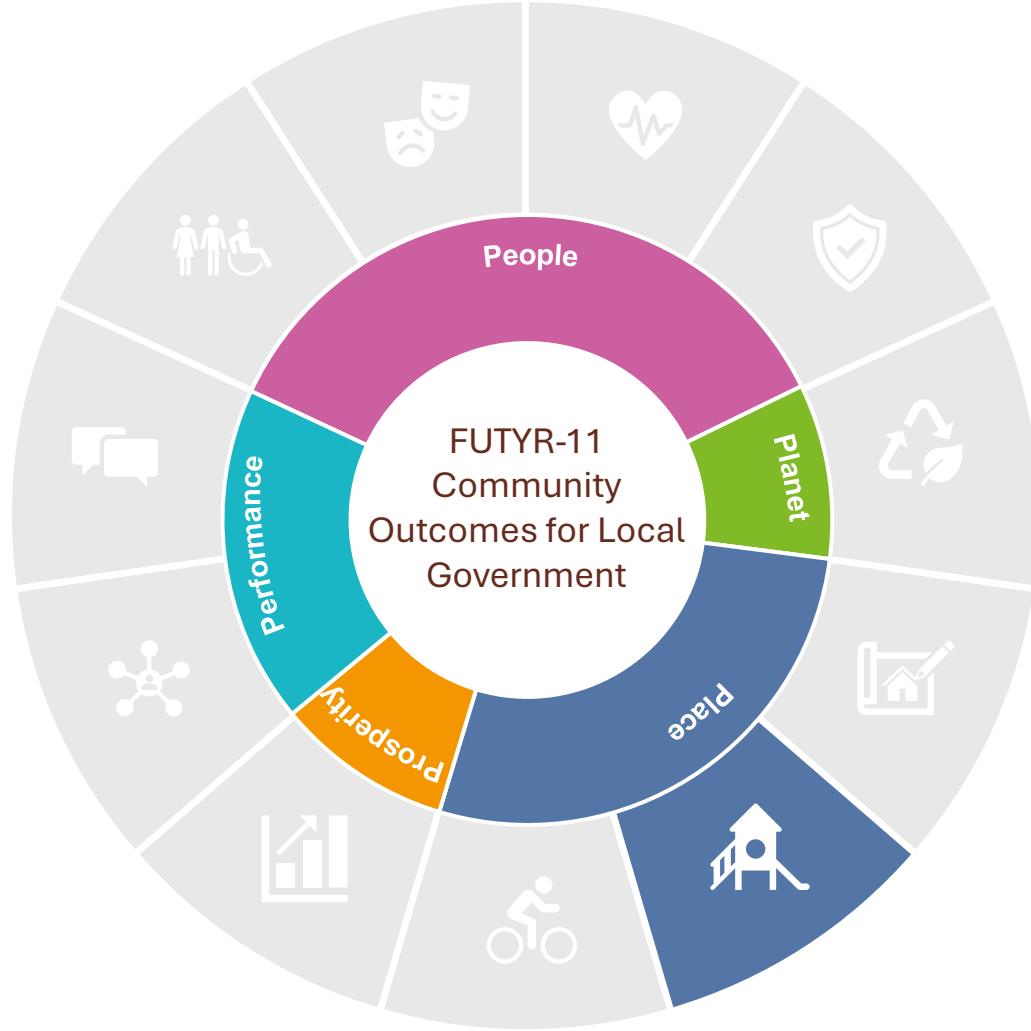


## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 35 | Younger adult, no child at home | 38 | Disability        | 29 | Resident       | 37 |
| Female         | 39 | Baby/toddler (0-4)              | 39 | First Nations     | 33 | Property owner | 36 |
| Respondent age |    | Primary school (5-11)           | 38 | Mainly speak LOTE | 32 | FIFO / DIDO    | 34 |
| 18-34# years   | 39 | High school (12-17)             | 29 | LGBTQI+           | 33 | Location       |    |
| 35-49 years    | 36 | Adult child at home (18+)       | 32 |                   |    | Port Hedland   | 37 |
| 50-64 years    | 33 | Older adult, no child at home   | 33 |                   |    | South Hedland  | 36 |
| 65+ years      | 40 |                                 |    |                   |    | Other areas    | 34 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 544). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay



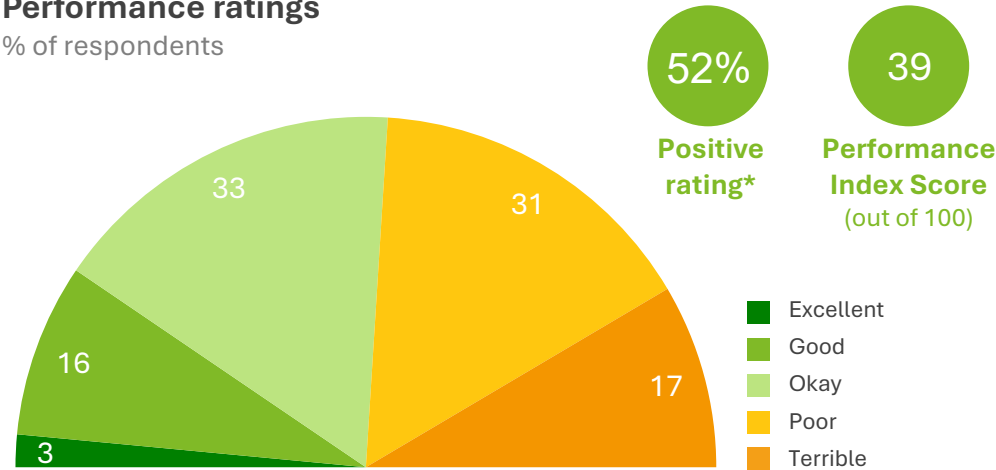
Outcome 7

## Attractive and welcoming public places

# Public buildings, halls and toilets

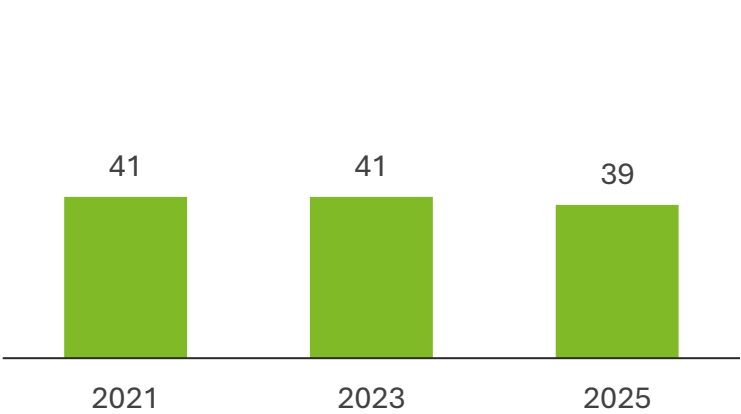
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 41 | Younger adult, no child at home | 43 | Disability        | 34 | Resident       | 39 |
| Female         | 38 | Baby/toddler (0-4)              | 36 | First Nations     | 37 | Property owner | 40 |
| Respondent age |    | Primary school (5-11)           | 36 | Mainly speak LOTE | 43 | FIFO / DIDO    | 53 |
| 18-34# years   | 38 | High school (12-17)             | 36 | LGBTQI+           | 36 | Location       |    |
| 35-49 years    | 40 | Adult child at home (18+)       | 40 |                   |    | Port Hedland   | 40 |
| 50-64 years    | 41 | Older adult, no child at home   | 39 |                   |    | South Hedland  | 38 |
| 65+ years      | 42 |                                 |    |                   |    | Other areas    | 43 |

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

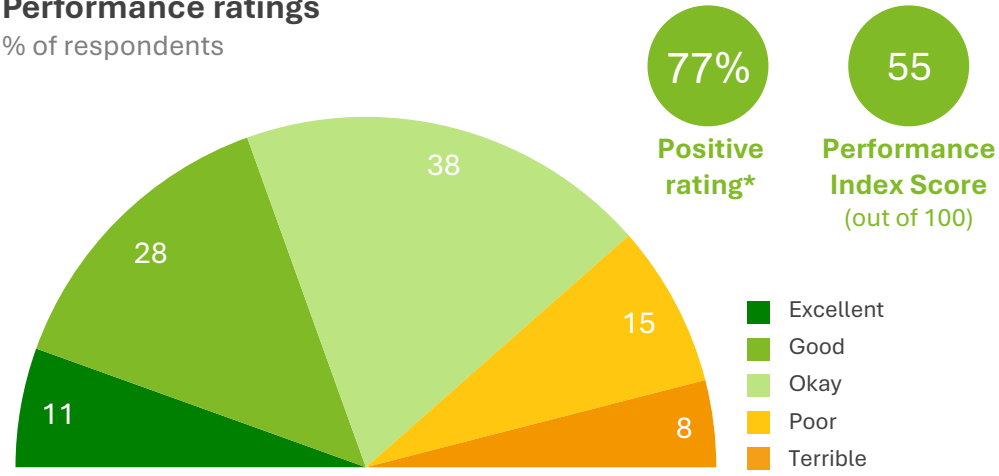
Base: All respondents, excludes 'unsure' and 'no response' (n = 585). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay

# Parks, playgrounds and reserves

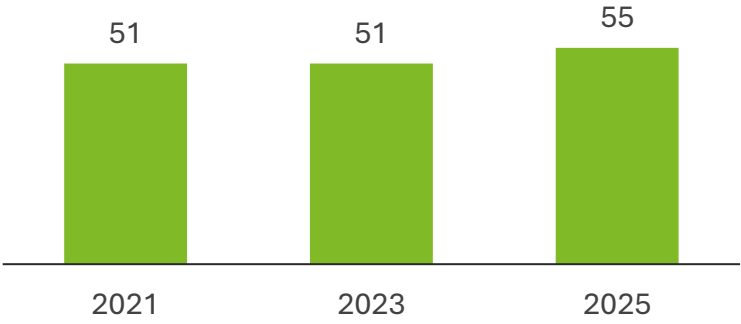
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 55 |
| Industry high        | 81 |
| Industry average     | 63 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 54 | Younger adult, no child at home | 60 | Disability        | 49 | Resident       | 54 |
| Female         | 55 | Baby/toddler (0-4)              | 52 | First Nations     | 51 | Property owner | 54 |
| Respondent age |    | Primary school (5-11)           | 51 | Mainly speak LOTE | 55 | FIFO / DIDO    | 63 |
| 18-34# years   | 56 | High school (12-17)             | 50 | LGBTQI+           | 56 | Location       |    |
| 35-49 years    | 53 | Adult child at home (18+)       | 50 |                   |    | Port Hedland   | 58 |
| 50-64 years    | 55 | Older adult, no child at home   | 53 |                   |    | South Hedland  | 52 |
| 65+ years      | 55 |                                 |    |                   |    | Other areas    | 55 |

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

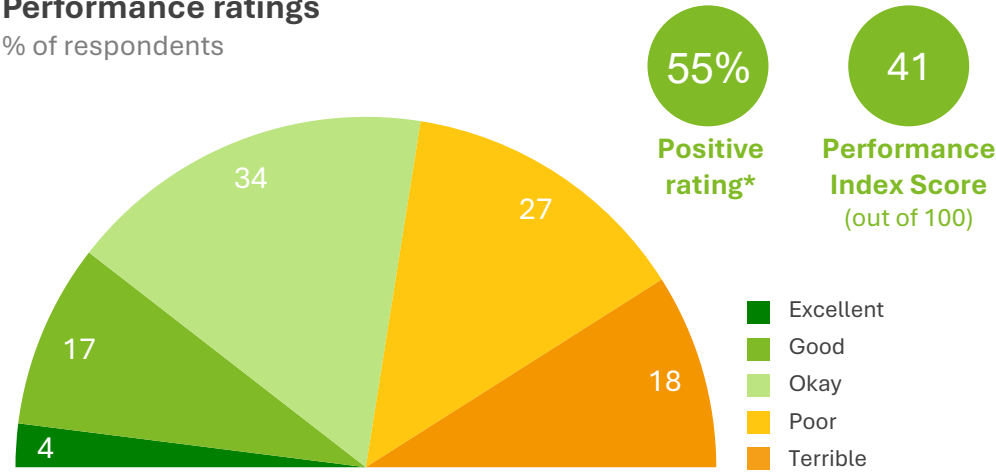
Base: All respondents, excludes 'unsure' and 'no response' (n = 584). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay

# Streetscapes, trees and verges

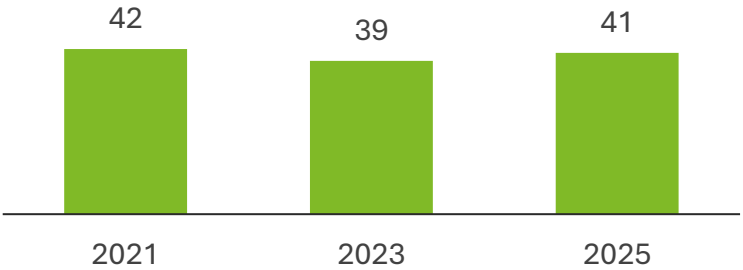
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 41 |
| Industry high        | 70 |
| Industry average     | 53 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 38 | Younger adult, no child at home | 43 | Disability        | 37 | Resident       | 40 |
| Female         | 44 | Baby/toddler (0-4)              | 37 | First Nations     | 42 | Property owner | 40 |
| Respondent age |    | Primary school (5-11)           | 38 | Mainly speak LOTE | 47 | FIFO / DIDO    | 51 |
| 18-34# years   | 39 | High school (12-17)             | 41 | LGBTQI+           | 49 | Location       |    |
| 35-49 years    | 41 | Adult child at home (18+)       | 36 |                   |    | Port Hedland   | 44 |
| 50-64 years    | 43 | Older adult, no child at home   | 40 |                   |    | South Hedland  | 38 |
| 65+ years      | 40 |                                 |    |                   |    | Other areas    | 40 |

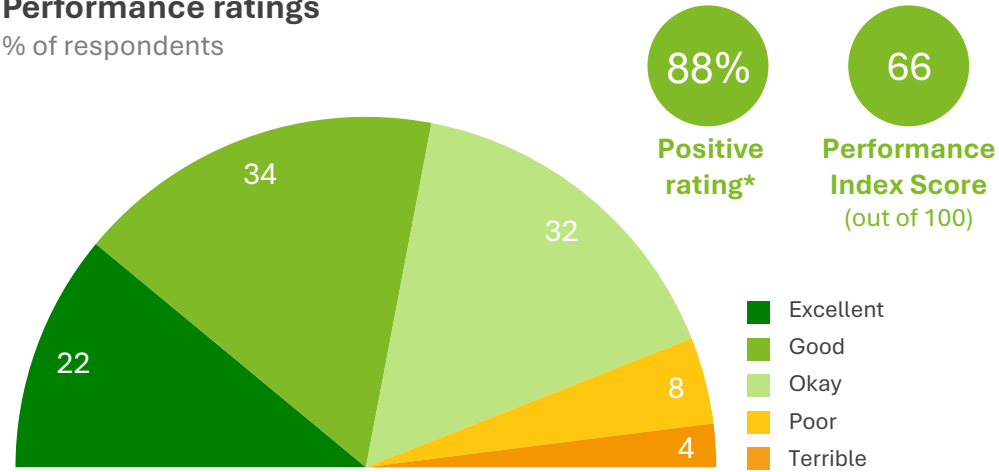
Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 595). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Marine facilities

boat ramps, jetties etc

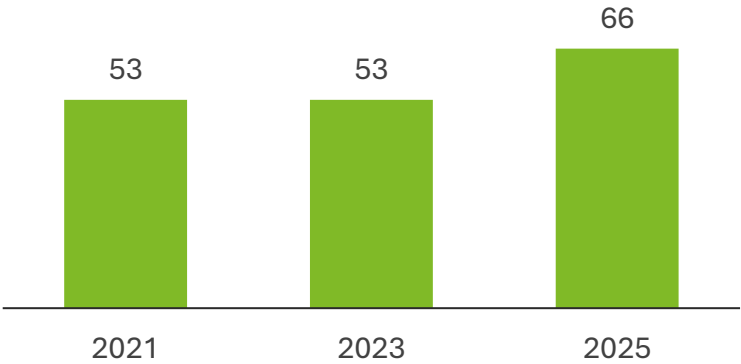
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

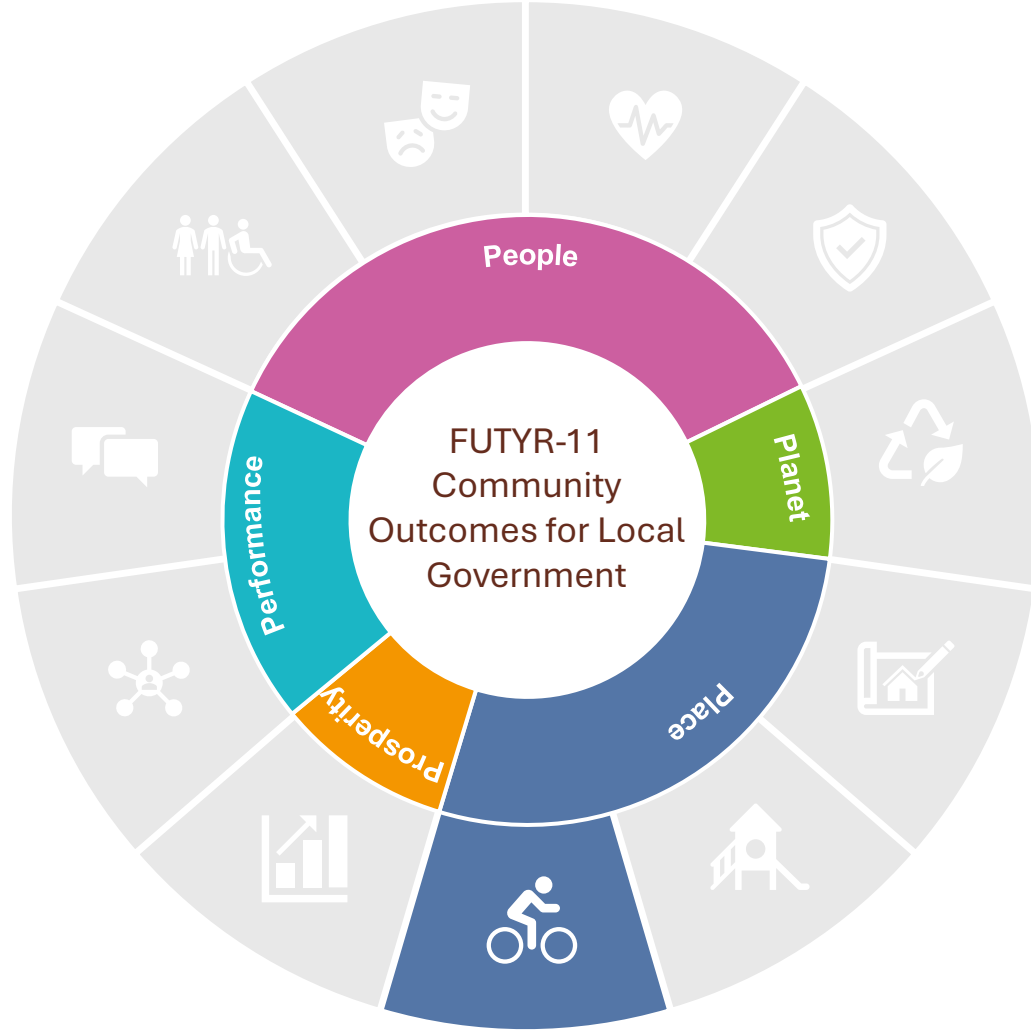
Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 67 | Younger adult, no child at home | 69 | Disability        | 59 | Resident       | 66 |
| Female         | 64 | Baby/toddler (0-4)              | 67 | First Nations     | 62 | Property owner | 67 |
| Respondent age |    | Primary school (5-11)           | 69 | Mainly speak LOTE | 61 | FIFO / DIDO    | 66 |
| 18-34# years   | 70 | High school (12-17)             | 61 | LGBTQI+           | 68 | Location       |    |
| 35-49 years    | 64 | Adult child at home (18+)       | 64 |                   |    | Port Hedland   | 68 |
| 50-64 years    | 63 | Older adult, no child at home   | 60 |                   |    | South Hedland  | 64 |
| 65+ years      | 62 |                                 |    |                   |    | Other areas    | 67 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 547). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay



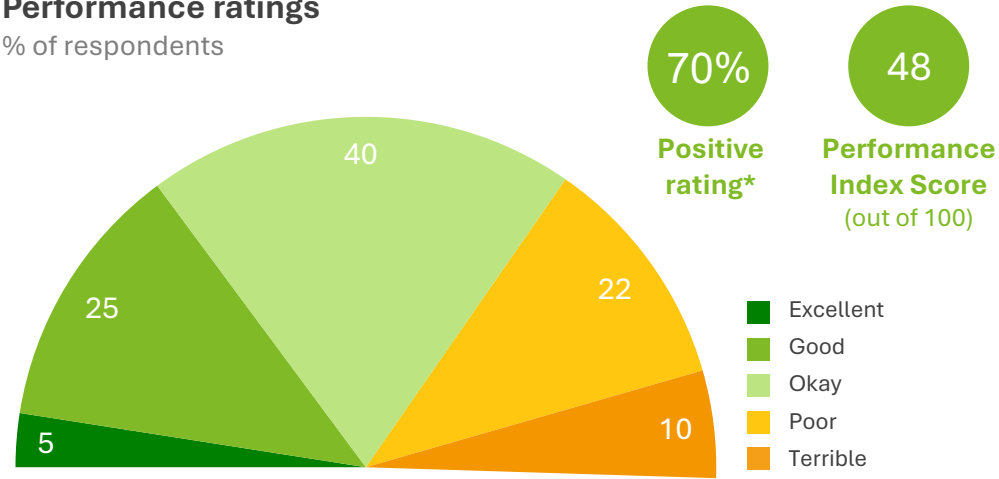
Outcome 8

## Safe, efficient and sustainable transport networks

# Local roads

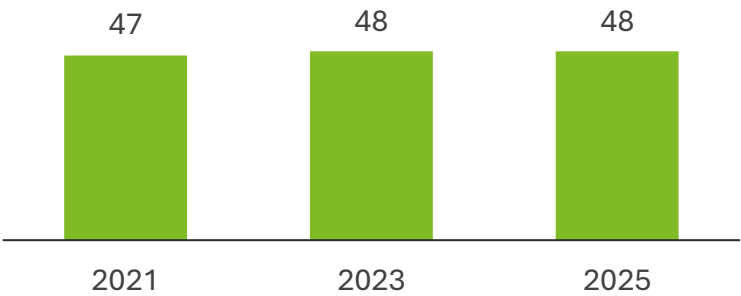
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

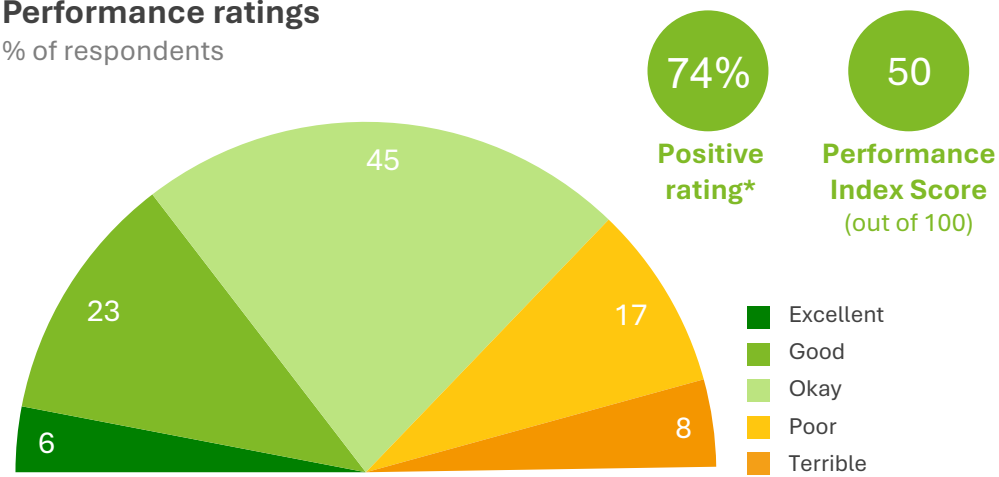
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 49 | Younger adult, no child at home | 49 | Disability        | 50 | Resident       | 48 |
| Female         | 48 | Baby/toddler (0-4)              | 51 | First Nations     | 43 | Property owner | 47 |
| Respondent age |    | Primary school (5-11)           | 47 | Mainly speak LOTE | 50 | FIFO / DIDO    | 48 |
| 18-34# years   | 49 | High school (12-17)             | 43 | LGBTQI+           | 42 | Location       |    |
| 35-49 years    | 47 | Adult child at home (18+)       | 45 |                   |    | Port Hedland   | 49 |
| 50-64 years    | 49 | Older adult, no child at home   | 47 |                   |    | South Hedland  | 48 |
| 65+ years      | 47 |                                 |    |                   |    | Other areas    | 38 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 595). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Main roads

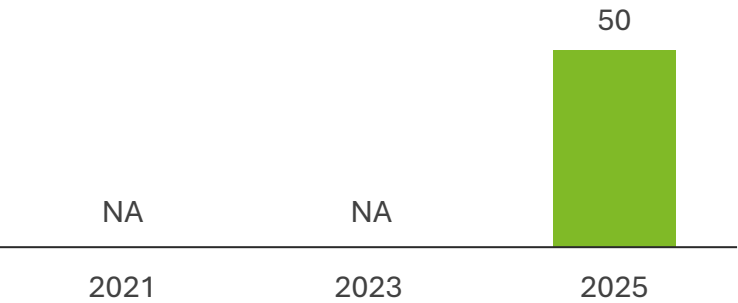
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    |
|----------------|----|
| Male           | 51 |
| Female         | 51 |
| Respondent age |    |
| 18-34# years   | 50 |
| 35-49 years    | 49 |
| 50-64 years    | 52 |
| 65+ years      | 51 |

| Life stage                      |    |
|---------------------------------|----|
| Younger adult, no child at home | 49 |
| Baby/toddler (0-4)              | 51 |
| Primary school (5-11)           | 52 |
| High school (12-17)             | 48 |
| Adult child at home (18+)       | 51 |
| Older adult, no child at home   | 50 |

| Diversity         |    |
|-------------------|----|
| Disability        | 49 |
| First Nations     | 47 |
| Mainly speak LOTE | 50 |
| LGBTQI+           | 45 |

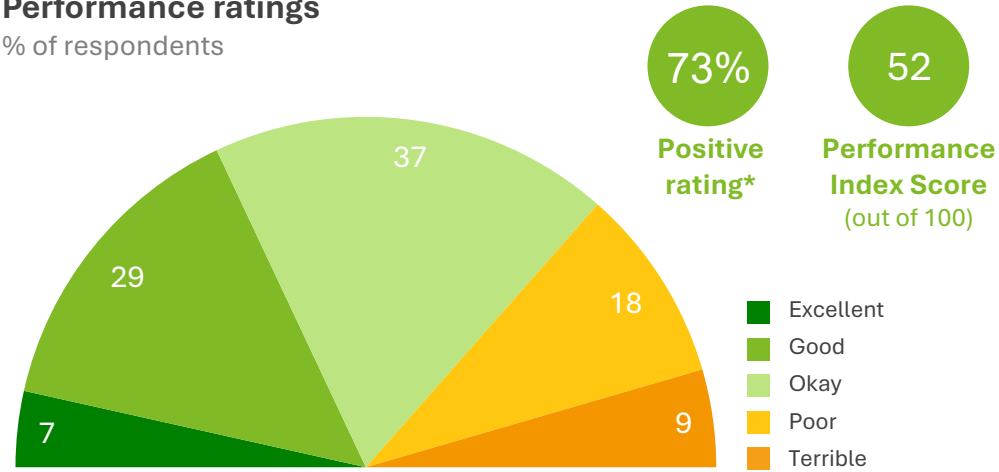
| Residency      |    |
|----------------|----|
| Resident       | 50 |
| Property owner | 53 |
| FIFO / DIDO    | 58 |
| Location       |    |
| Port Hedland   | 52 |
| South Hedland  | 49 |
| Other areas    | 47 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 560). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Footpaths, trails and cycleways

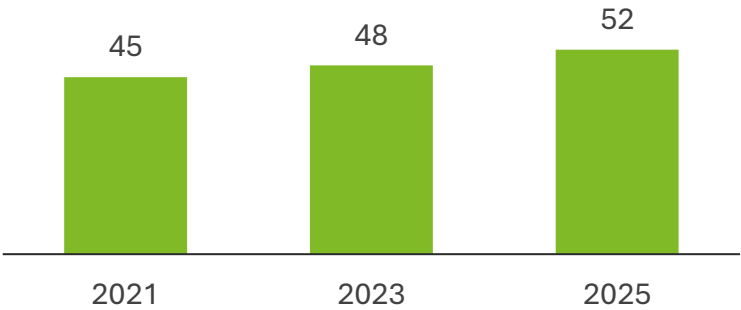
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

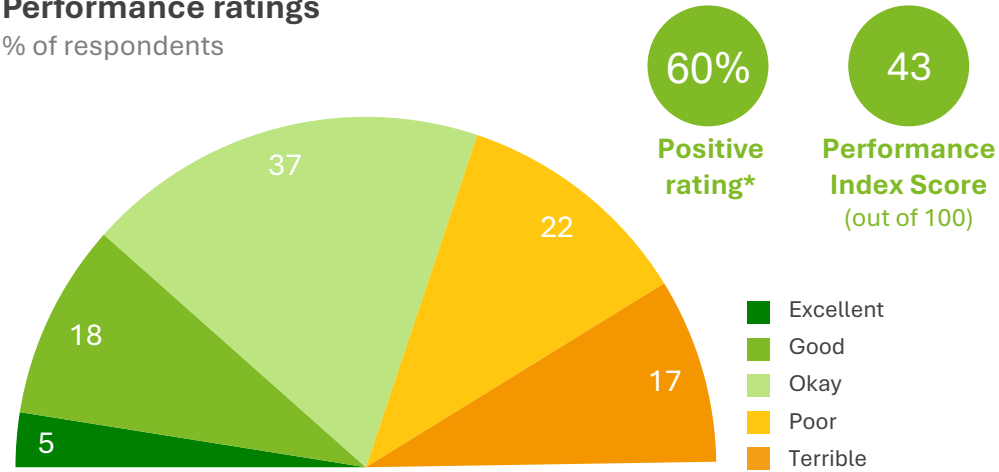
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 52 | Younger adult, no child at home | 53 | Disability        | 52 | Resident       | 52 |
| Female         | 52 | Baby/toddler (0-4)              | 50 | First Nations     | 50 | Property owner | 53 |
| Respondent age |    | Primary school (5-11)           | 51 | Mainly speak LOTE | 56 | FIFO / DIDO    | 58 |
| 18-34# years   | 51 | High school (12-17)             | 51 | LGBTQI+           | 53 | Location       |    |
| 35-49 years    | 51 | Adult child at home (18+)       | 51 |                   |    | Port Hedland   | 56 |
| 50-64 years    | 54 | Older adult, no child at home   | 51 |                   |    | South Hedland  | 48 |
| 65+ years      | 54 |                                 |    |                   |    | Other areas    | 49 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 596). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Public transport

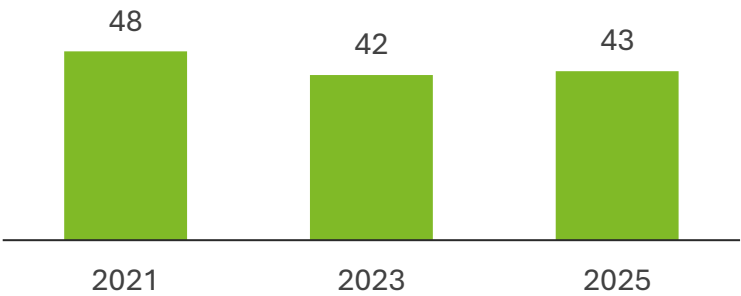
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

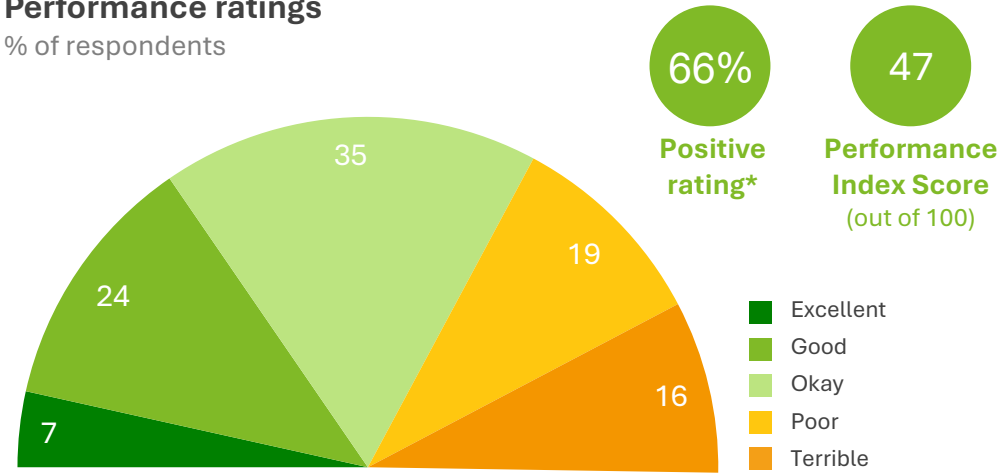
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 44 | Younger adult, no child at home | 42 | Disability        | 35 | Resident       | 43 |
| Female         | 42 | Baby/toddler (0-4)              | 38 | First Nations     | 43 | Property owner | 52 |
| Respondent age |    | Primary school (5-11)           | 47 | Mainly speak LOTE | 41 | FIFO / DIDO    | 42 |
| 18-34# years   | 42 | High school (12-17)             | 42 | LGBTQI+           | 32 | Location       |    |
| 35-49 years    | 44 | Adult child at home (18+)       | 49 |                   |    | Port Hedland   | 43 |
| 50-64 years    | 43 | Older adult, no child at home   | 41 |                   |    | South Hedland  | 42 |
| 65+ years      | 45 |                                 |    |                   |    | Other areas    | 47 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 457). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Airport facilities and services

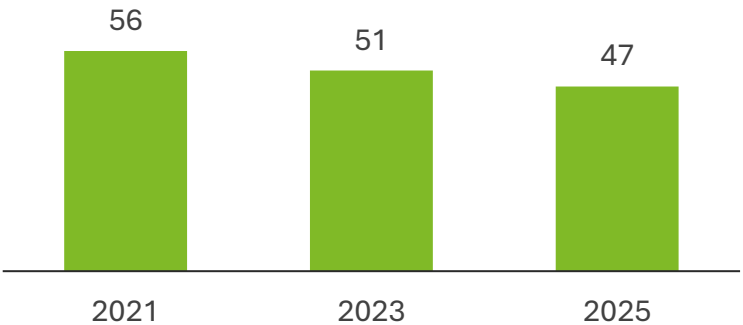
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 46 | Younger adult, no child at home | 48 | Disability        | 41 | Resident       | 47 |
| Female         | 48 | Baby/toddler (0-4)              | 45 | First Nations     | 41 | Property owner | 48 |
| Respondent age |    | Primary school (5-11)           | 48 | Mainly speak LOTE | 47 | FIFO / DIDO    | 53 |
| 18-34# years   | 46 | High school (12-17)             | 44 | LGBTQI+           | 50 | Location       |    |
| 35-49 years    | 47 | Adult child at home (18+)       | 42 |                   |    | Port Hedland   | 45 |
| 50-64 years    | 47 | Older adult, no child at home   | 47 |                   |    | South Hedland  | 48 |
| 65+ years      | 50 |                                 |    |                   |    | Other areas    | 45 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 565). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay



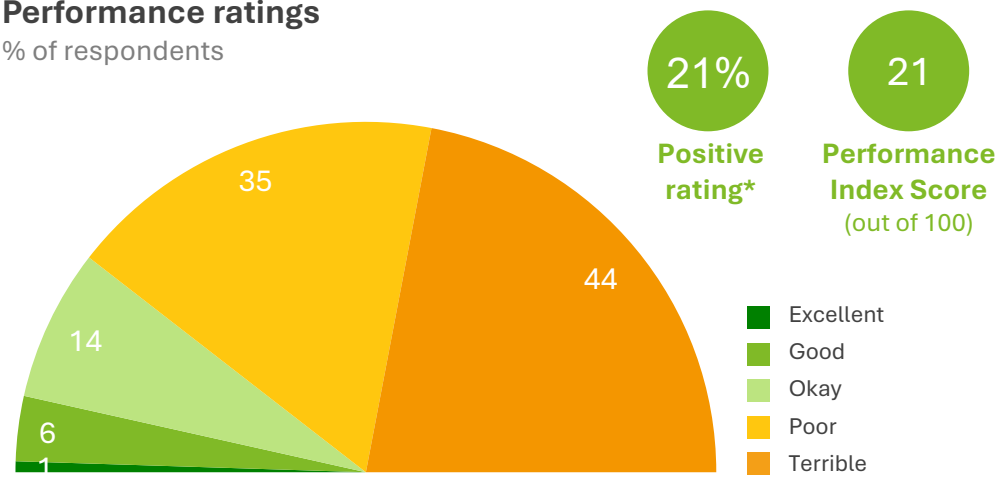
Outcome 9

**A thriving economy**

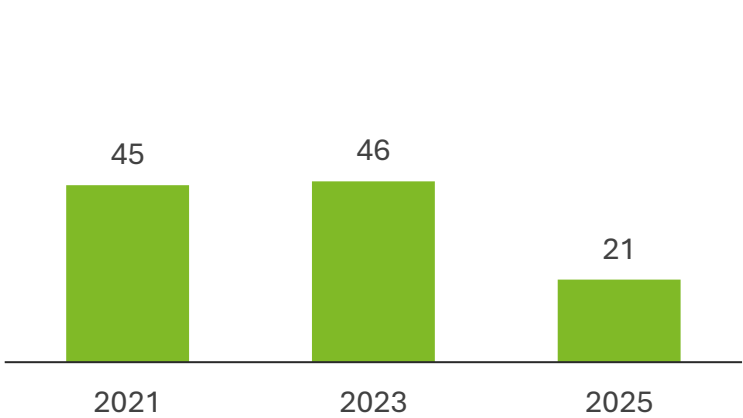
# Economic development

attracting and supporting local businesses

Performance ratings  
% of respondents



Trend analysis  
Performance index score



MARKYT Industry Standards  
Performance index score



Demographic variances  
Performance index score

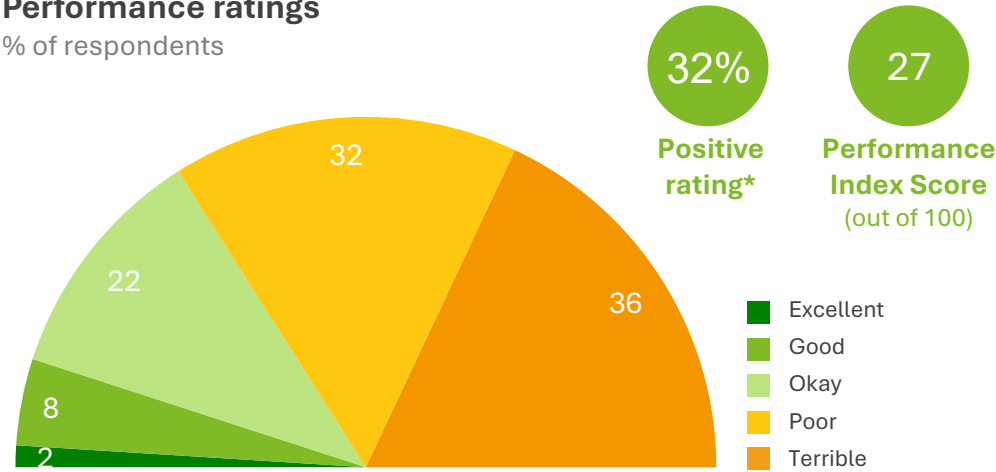
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 20 | Younger adult, no child at home | 21 | Disability        | 23 | Resident       | 21 |
| Female         | 23 | Baby/toddler (0-4)              | 21 | First Nations     | 21 | Property owner | 24 |
| Respondent age |    | Primary school (5-11)           | 19 | Mainly speak LOTE | 26 | FIFO / DIDO    | 19 |
| 18-34# years   | 21 | High school (12-17)             | 19 | LGBTQI+           | 23 | Location       |    |
| 35-49 years    | 20 | Adult child at home (18+)       | 20 |                   |    | Port Hedland   | 18 |
| 50-64 years    | 22 | Older adult, no child at home   | 24 |                   |    | South Hedland  | 24 |
| 65+ years      | 29 |                                 |    |                   |    | Other areas    | 20 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 530). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Town centre development and activation

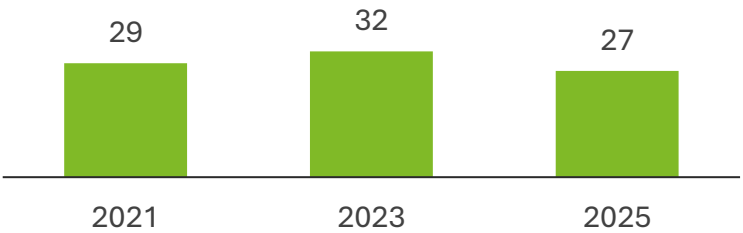
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 27 |
| Industry high        | 64 |
| Industry average     | 46 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 24 | Younger adult, no child at home | 31 | Disability        | 35 | Resident       | 26 |
| Female         | 30 | Baby/toddler (0-4)              | 21 | First Nations     | 33 | Property owner | 27 |
| Respondent age |    | Primary school (5-11)           | 23 | Mainly speak LOTE | 25 | FIFO / DIDO    | 34 |
| 18-34# years   | 25 | High school (12-17)             | 25 | LGBTQI+           | 28 | Location       |    |
| 35-49 years    | 28 | Adult child at home (18+)       | 23 |                   |    | Port Hedland   | 25 |
| 50-64 years    | 26 | Older adult, no child at home   | 29 |                   |    | South Hedland  | 26 |
| 65+ years      | 32 |                                 |    |                   |    | Other areas    | 34 |

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

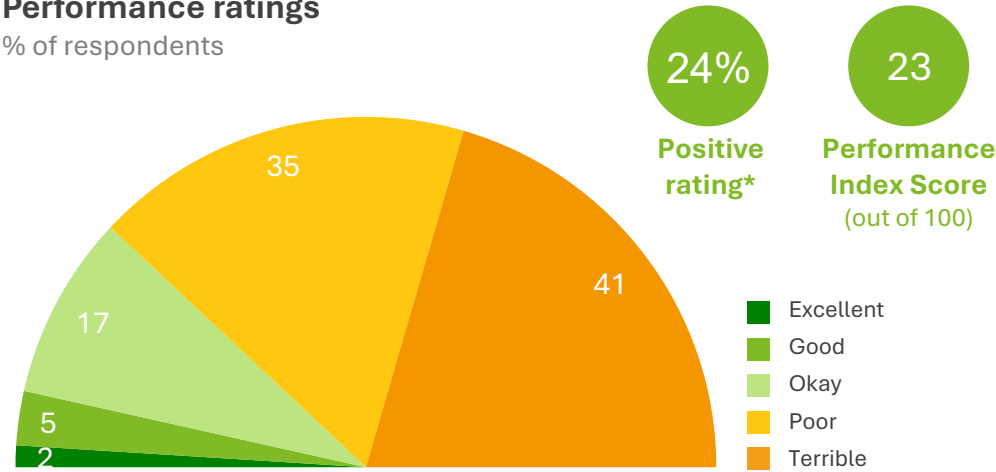
Base: All respondents, excludes 'unsure' and 'no response' (n = 544). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay

# Tourism and destination marketing

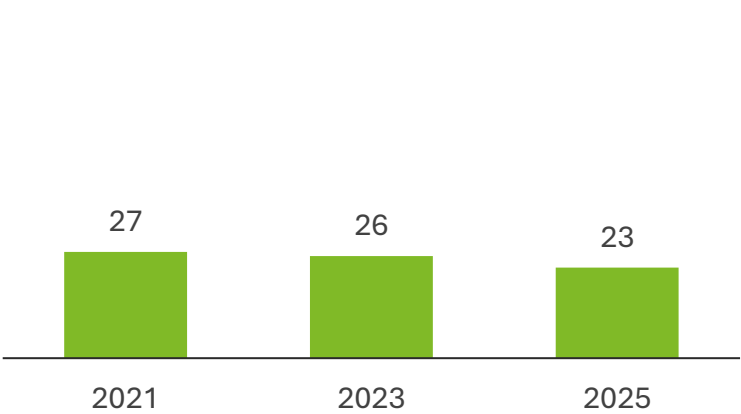
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

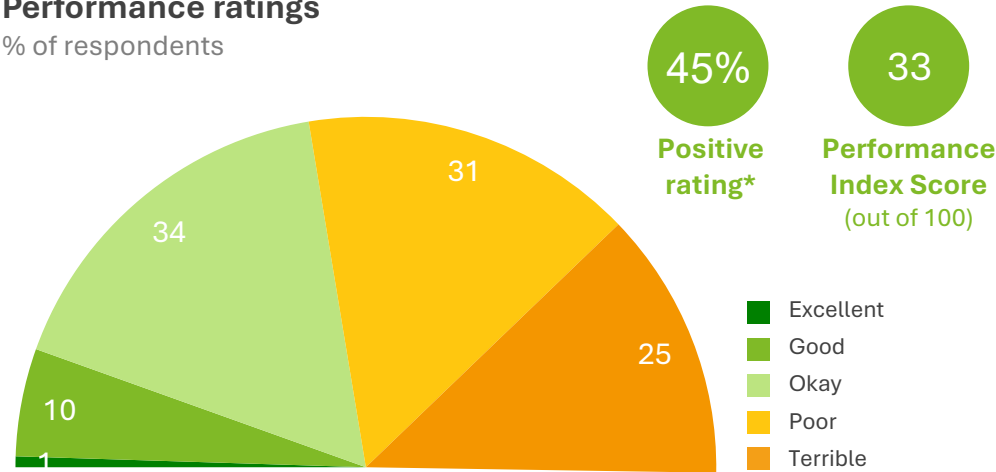
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 21 | Younger adult, no child at home | 23 | Disability        | 23 | Resident       | 22 |
| Female         | 25 | Baby/toddler (0-4)              | 20 | First Nations     | 29 | Property owner | 26 |
| Respondent age |    | Primary school (5-11)           | 20 | Mainly speak LOTE | 21 | FIFO / DIDO    | 36 |
| 18-34# years   | 20 | High school (12-17)             | 21 | LGBTQI+           | 24 | Location       |    |
| 35-49 years    | 22 | Adult child at home (18+)       | 20 |                   |    | Port Hedland   | 20 |
| 50-64 years    | 27 | Older adult, no child at home   | 29 |                   |    | South Hedland  | 23 |
| 65+ years      | 31 |                                 |    |                   |    | Other areas    | 27 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 545). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Education and life-long learning opportunities

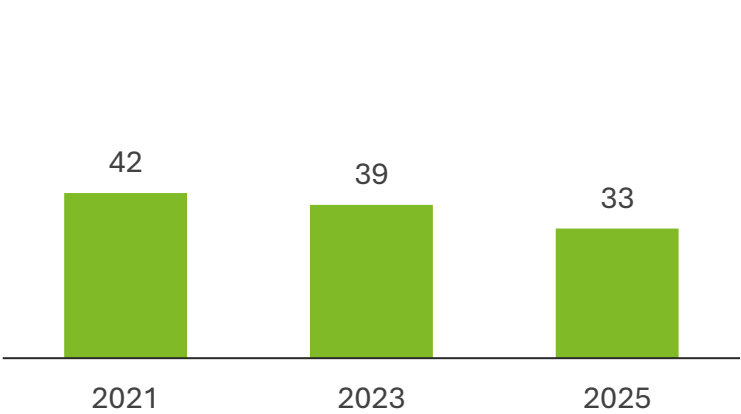
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score

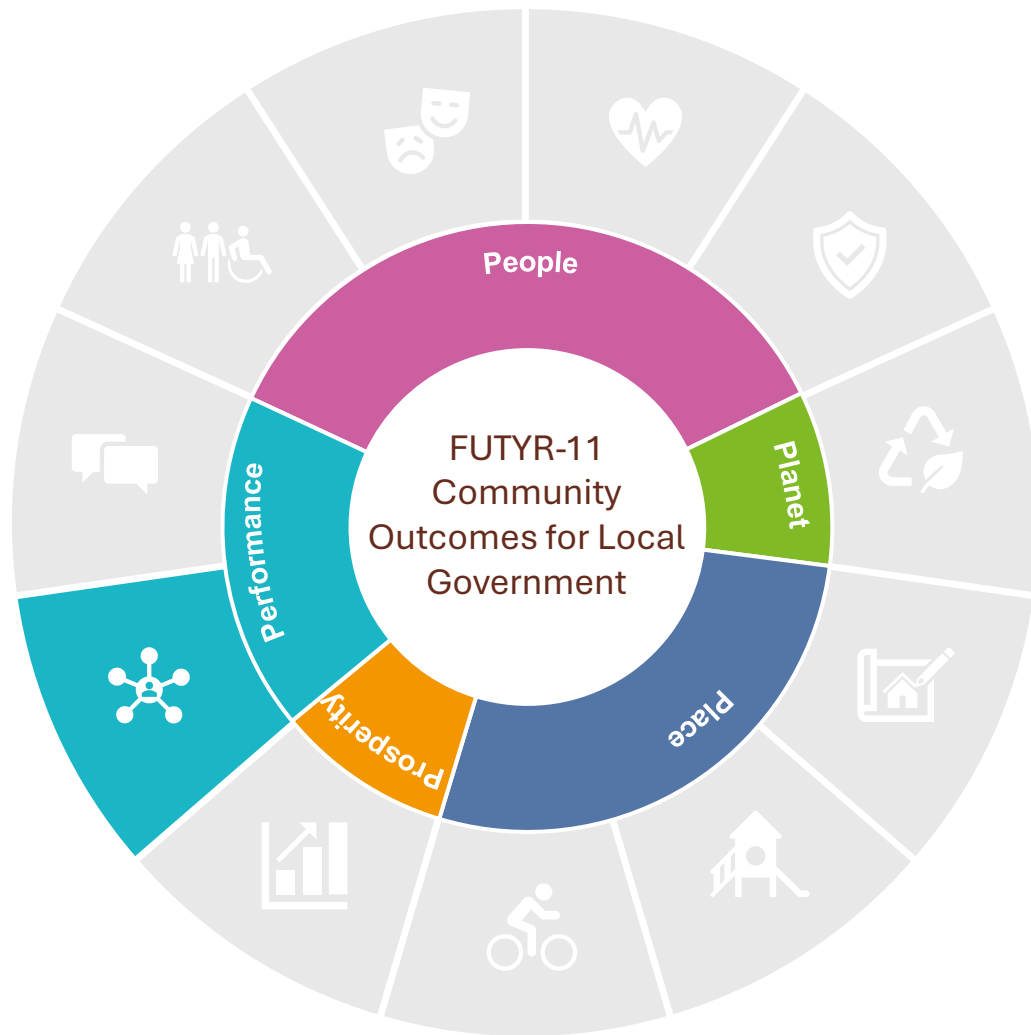


## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 33 | Younger adult, no child at home | 35 | Disability        | 30 | Resident       | 33 |
| Female         | 33 | Baby/toddler (0-4)              | 32 | First Nations     | 31 | Property owner | 35 |
| Respondent age |    | Primary school (5-11)           | 30 | Mainly speak LOTE | 30 | FIFO / DIDO    | 45 |
| 18-34# years   | 34 | High school (12-17)             | 32 | LGBTQI+           | 34 | Location       |    |
| 35-49 years    | 31 | Adult child at home (18+)       | 32 |                   |    | Port Hedland   | 32 |
| 50-64 years    | 33 | Older adult, no child at home   | 31 |                   |    | South Hedland  | 34 |
| 65+ years      | 36 |                                 |    |                   |    | Other areas    | 37 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 516). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay



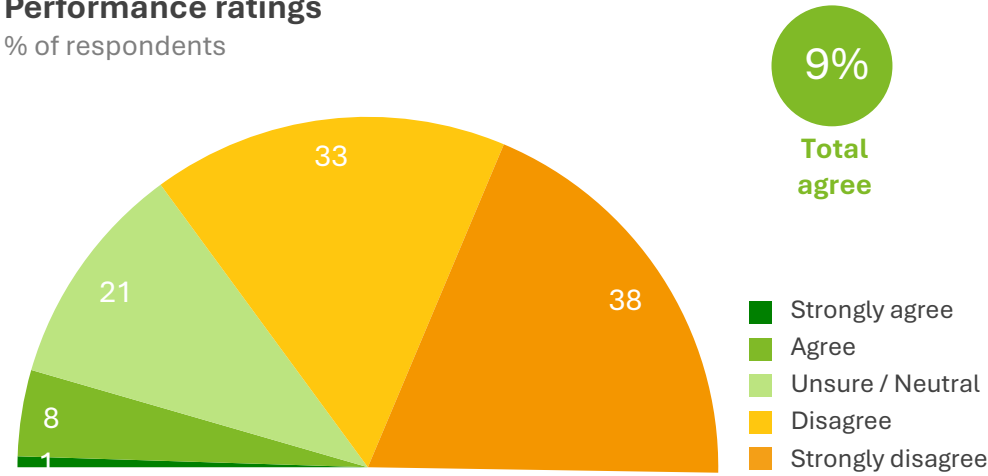
Outcome 10

## Effective governance and partnerships

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

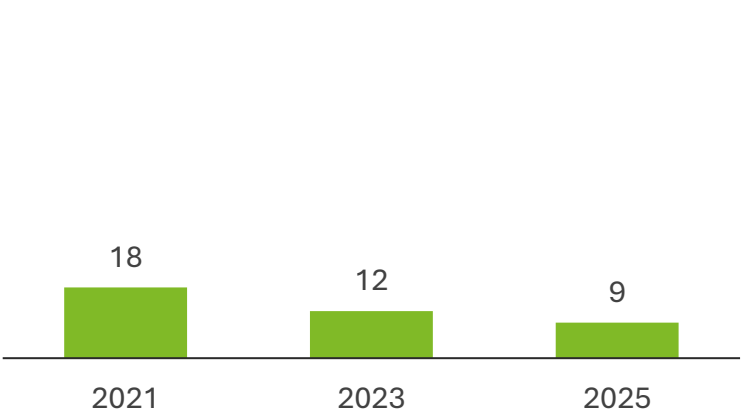
## Performance ratings

% of respondents



## Trend analysis

% agree



## MARKYT Industry Standards

% agree



|                      |    |
|----------------------|----|
| Town of Port Hedland | 9  |
| Industry high        | 54 |
| Industry average     | 26 |

## Demographic variances

% agree

| Gender         |    | Life stage                      |    | Diversity         |   | Residency      |   |
|----------------|----|---------------------------------|----|-------------------|---|----------------|---|
| Male           | 8  | Younger adult, no child at home | 12 | Disability        | 8 | Resident       | 9 |
| Female         | 9  | Baby/toddler (0-4)              | 7  | First Nations     | 6 | Property owner | 7 |
| Respondent age |    | Primary school (5-11)           | 7  | Mainly speak LOTE | 2 | FIFO / DIDO    | 3 |
| 18-34# years   | 9  | High school (12-17)             | 1  | LGBTQI+           | 5 | Location       |   |
| 35-49 years    | 6  | Adult child at home (18+)       | 8  |                   |   | Port Hedland   | 7 |
| 50-64 years    | 10 | Older adult, no child at home   | 8  |                   |   | South Hedland  | 9 |
| 65+ years      | 16 |                                 |    |                   |   | Other areas    | 8 |

### How strongly do you agree or disagree with these statements?

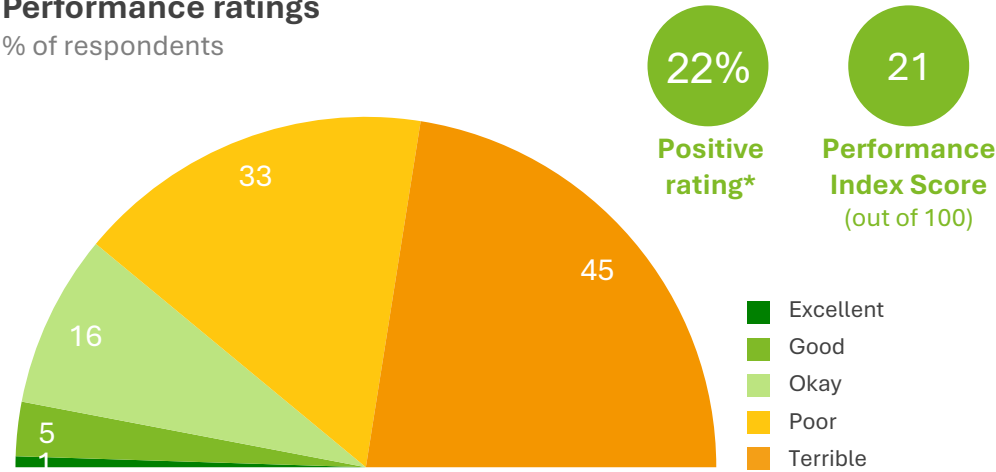
Base: All respondents, excludes 'no response' (n = 595). # Includes a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay

# Overall, as the governing organisation

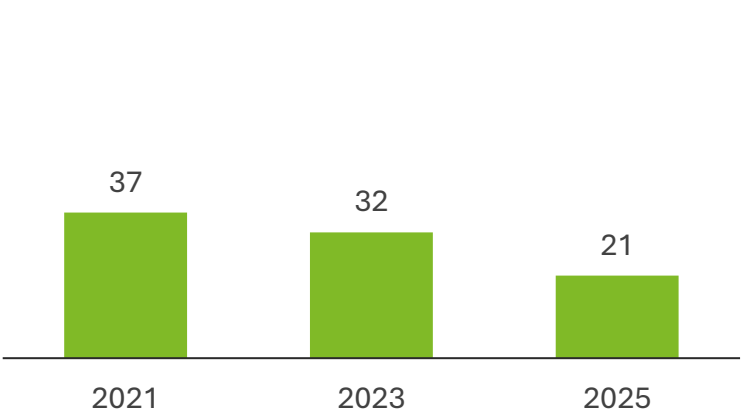
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 20 | Younger adult, no child at home | 23 | Disability        | 25 | Resident       | 21 |
| Female         | 22 | Baby/toddler (0-4)              | 18 | First Nations     | 19 | Property owner | 20 |
| Respondent age |    | Primary school (5-11)           | 16 | Mainly speak LOTE | 22 | FIFO / DIDO    | 25 |
| 18-34# years   | 21 | High school (12-17)             | 18 | LGBTQI+           | 22 | Location       |    |
| 35-49 years    | 20 | Adult child at home (18+)       | 19 |                   |    | Port Hedland   | 20 |
| 50-64 years    | 22 | Older adult, no child at home   | 21 |                   |    | South Hedland  | 21 |
| 65+ years      | 24 |                                 |    |                   |    | Other areas    | 22 |

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

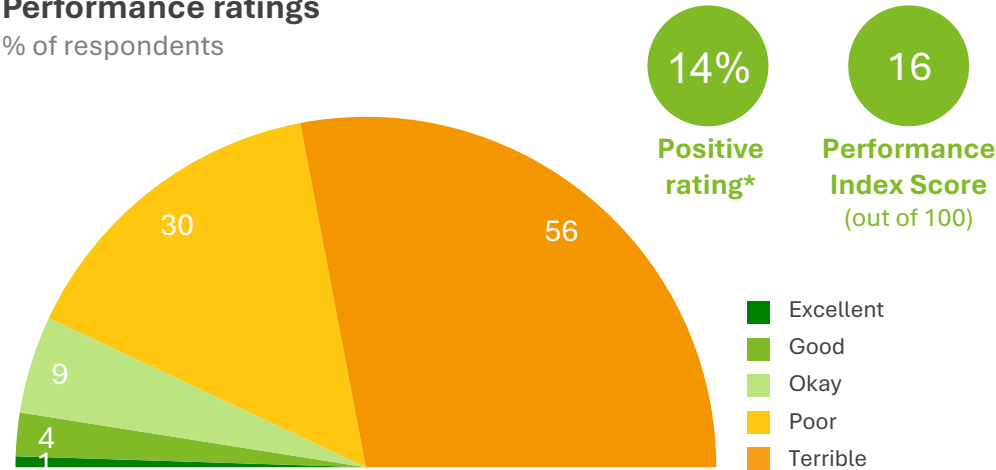
Base: All respondents, excludes 'unsure' and 'no response' (n = 581). # Contains a small number of 14-17 year olds

\* Positive Rating = excellent, good + okay

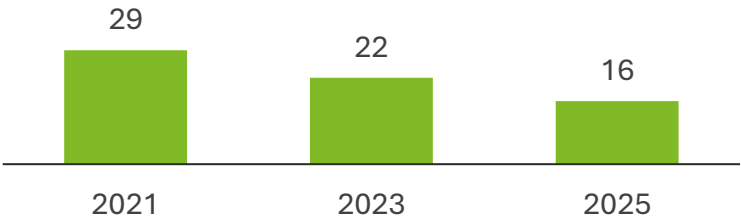
# Council’s leadership

strategic direction, policy-making, advocacy and lobbying

Performance ratings  
% of respondents



Trend analysis  
Performance index score



MARKYT Industry Standards  
Performance index score



Demographic variances  
Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 14 | Younger adult, no child at home | 16 | Disability        | 21 | Resident       | 15 |
| Female         | 17 | Baby/toddler (0-4)              | 12 | First Nations     | 15 | Property owner | 15 |
| Respondent age |    | Primary school (5-11)           | 13 | Mainly speak LOTE | 17 | FIFO / DIDO    | 28 |
| 18-34# years   | 14 | High school (12-17)             | 14 | LGBTQI+           | 15 | Location       |    |
| 35-49 years    | 15 | Adult child at home (18+)       | 12 |                   |    | Port Hedland   | 15 |
| 50-64 years    | 19 | Older adult, no child at home   | 16 |                   |    | South Hedland  | 16 |
| 65+ years      | 17 |                                 |    |                   |    | Other areas    | 17 |

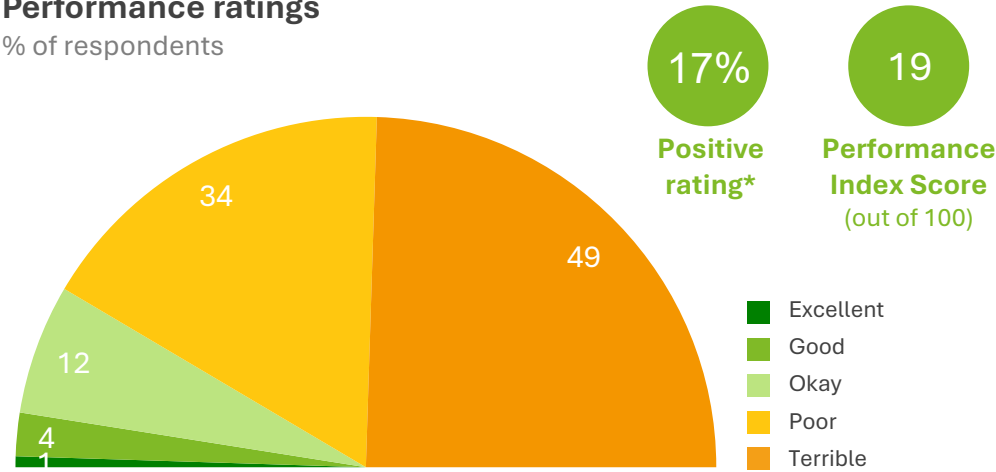
Q. How would you rate performance in the following areas?  
Base: All respondents, excludes ‘unsure’ and ‘no response’ (n = 585). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Financial management

allocation of finances and resources, value for money from rates

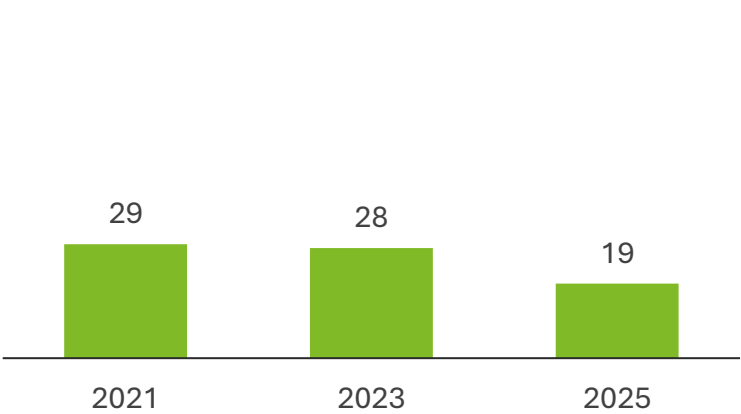
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

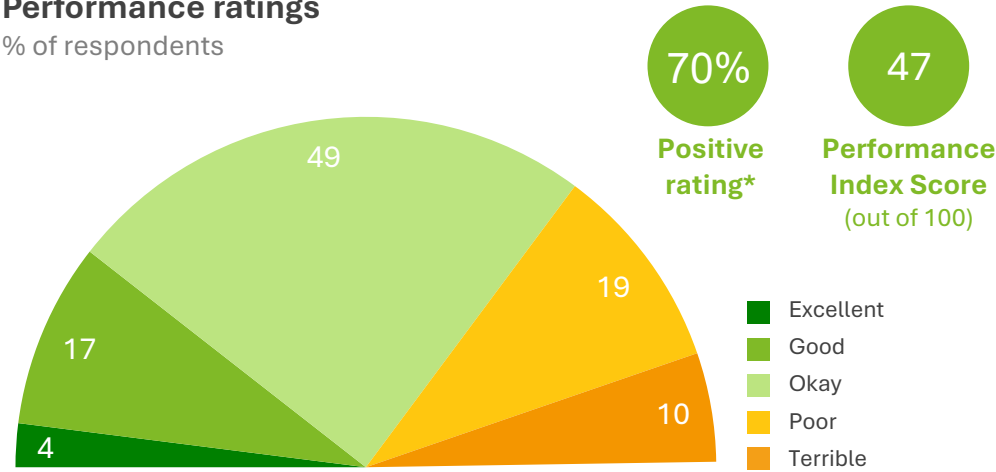
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 17 | Younger adult, no child at home | 20 | Disability        | 18 | Resident       | 18 |
| Female         | 20 | Baby/toddler (0-4)              | 14 | First Nations     | 16 | Property owner | 18 |
| Respondent age |    | Primary school (5-11)           | 13 | Mainly speak LOTE | 21 | FIFO / DIDO    | 33 |
| 18-34# years   | 16 | High school (12-17)             | 16 | LGBTQI+           | 18 | Location       |    |
| 35-49 years    | 18 | Adult child at home (18+)       | 16 |                   |    | Port Hedland   | 20 |
| 50-64 years    | 22 | Older adult, no child at home   | 22 |                   |    | South Hedland  | 18 |
| 65+ years      | 31 |                                 |    |                   |    | Other areas    | 20 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 569). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Volunteer support services

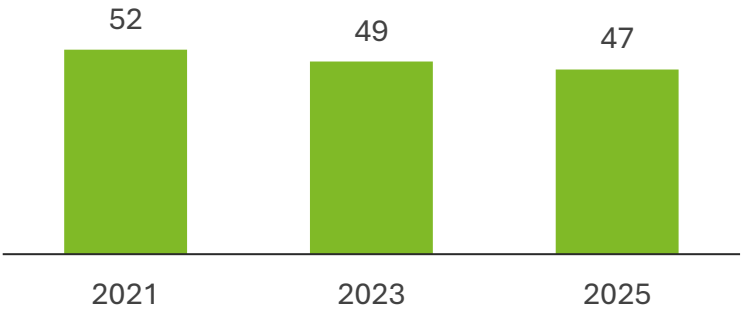
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score

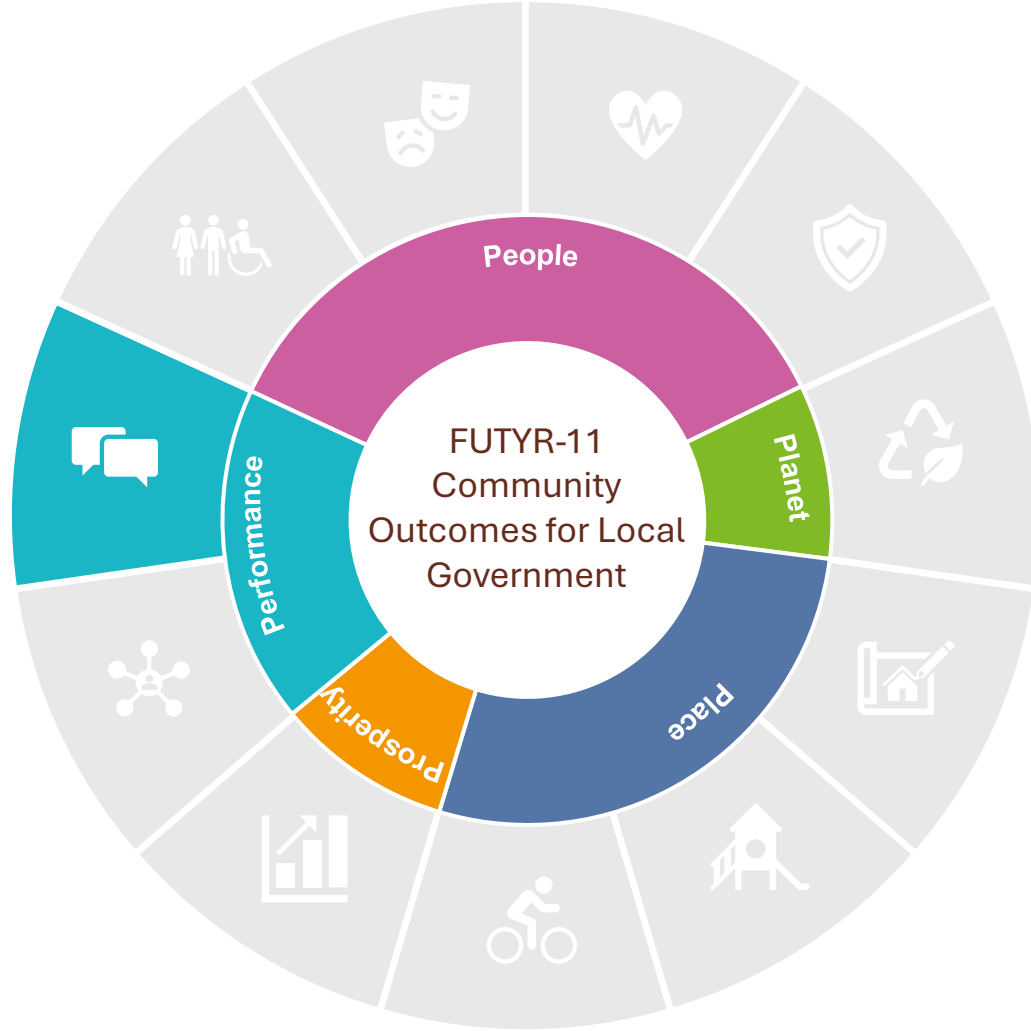


## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 46 | Younger adult, no child at home | 47 | Disability        | 45 | Resident       | 46 |
| Female         | 48 | Baby/toddler (0-4)              | 47 | First Nations     | 46 | Property owner | 46 |
| Respondent age |    | Primary school (5-11)           | 44 | Mainly speak LOTE | 57 | FIFO / DIDO    | 59 |
| 18-34# years   | 46 | High school (12-17)             | 44 | LGBTQI+           | 45 | Location       |    |
| 35-49 years    | 45 | Adult child at home (18+)       | 51 |                   |    | Port Hedland   | 46 |
| 50-64 years    | 50 | Older adult, no child at home   | 46 |                   |    | South Hedland  | 46 |
| 65+ years      | 51 |                                 |    |                   |    | Other areas    | 46 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 456). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay



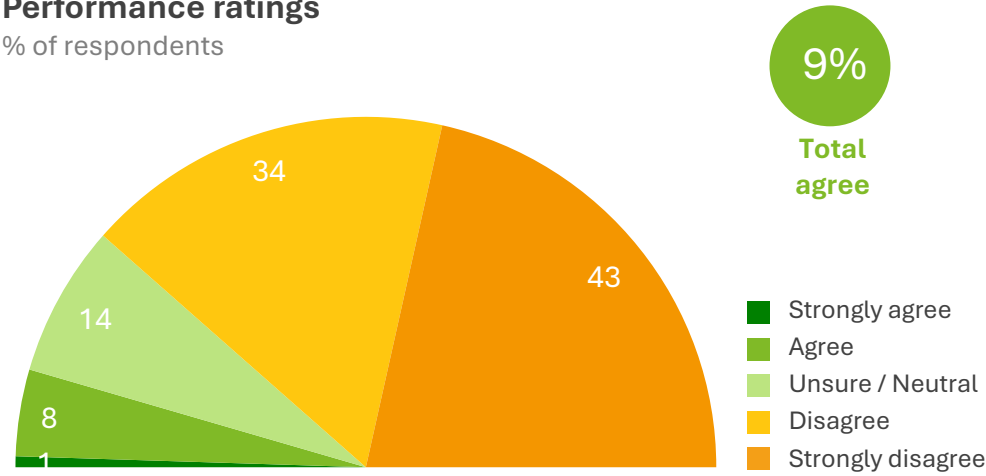
Outcome 11

**An engaged community that  
enjoys positive customer  
experiences**

# The Town has a good understanding of community needs

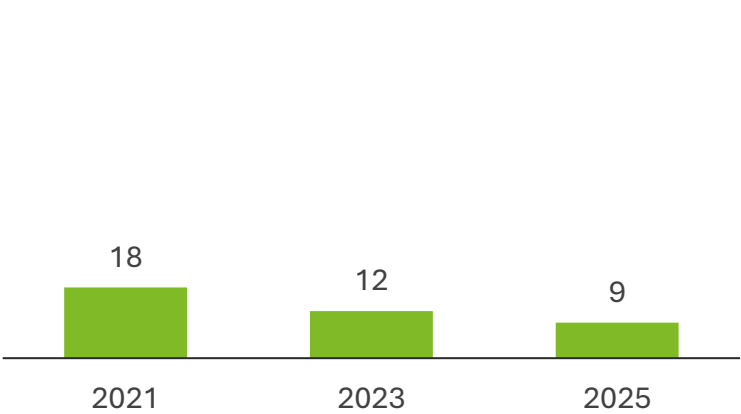
## Performance ratings

% of respondents



## Trend analysis

% agree



## MARKYT Industry Standards

% agree



|                      |    |
|----------------------|----|
| Town of Port Hedland | 9  |
| Industry high        | 58 |
| Industry average     | 26 |

## Demographic variances

% agree

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 7  | Younger adult, no child at home | 9  | Disability        | 10 | Resident       | 9  |
| Female         | 11 | Baby/toddler (0-4)              | 11 | First Nations     | 9  | Property owner | 9  |
| Respondent age |    | Primary school (5-11)           | 6  | Mainly speak LOTE | 0  | FIFO / DIDO    | 6  |
| 18-34# years   | 9  | High school (12-17)             | 6  | LGBTQI+           | 7  | Location       |    |
| 35-49 years    | 7  | Adult child at home (18+)       | 7  |                   |    | Port Hedland   | 8  |
| 50-64 years    | 11 | Older adult, no child at home   | 10 |                   |    | South Hedland  | 9  |
| 65+ years      | 12 |                                 |    |                   |    | Other areas    | 10 |

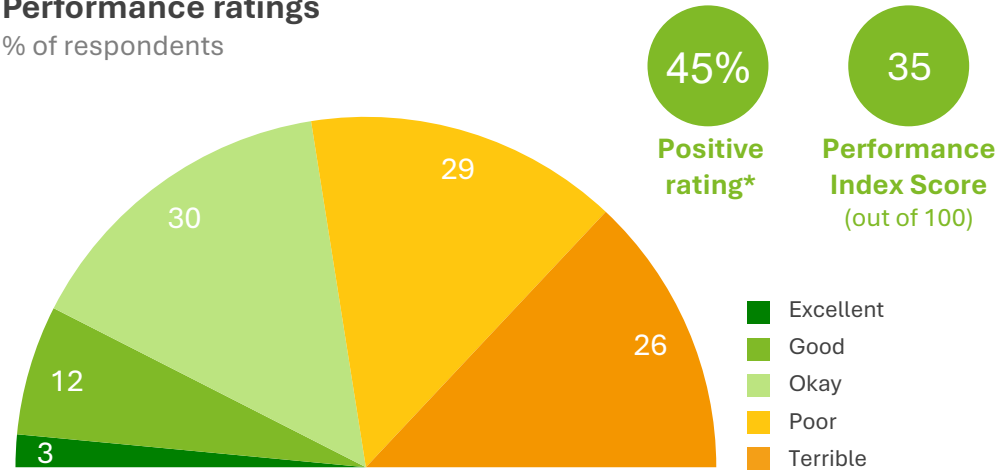
How strongly do you agree or disagree with these statements?  
Base: All respondents, excludes 'no response' (n = 600). # Includes a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Communication

about local issues, projects, services and events

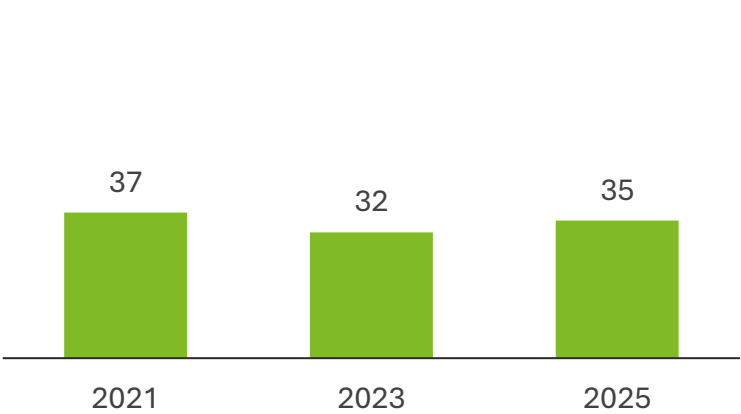
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



## Demographic variances

Performance index score

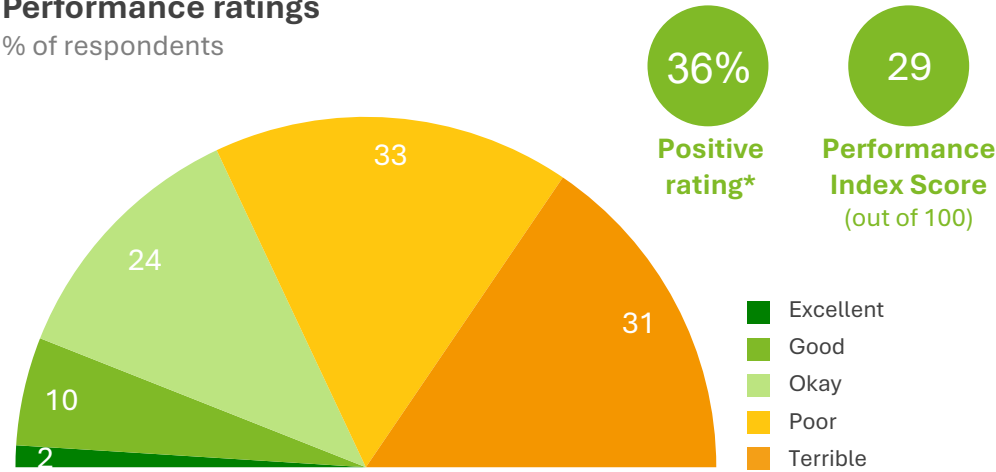
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 33 | Younger adult, no child at home | 36 | Disability        | 38 | Resident       | 34 |
| Female         | 37 | Baby/toddler (0-4)              | 30 | First Nations     | 30 | Property owner | 35 |
| Respondent age |    | Primary school (5-11)           | 32 | Mainly speak LOTE | 30 | FIFO / DIDO    | 46 |
| 18-34# years   | 34 | High school (12-17)             | 29 | LGBTQI+           | 36 | Location       |    |
| 35-49 years    | 33 | Adult child at home (18+)       | 33 |                   |    | Port Hedland   | 34 |
| 50-64 years    | 38 | Older adult, no child at home   | 38 |                   |    | South Hedland  | 34 |
| 65+ years      | 40 |                                 |    |                   |    | Other areas    | 37 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 595). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Community engagement on local issues

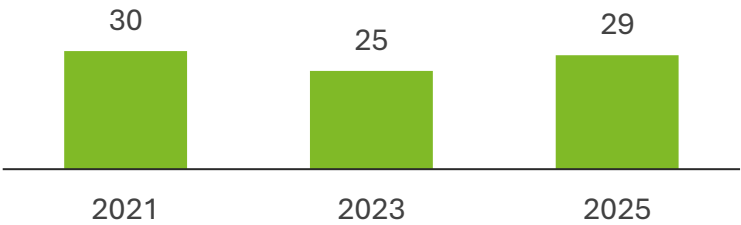
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 29 |
| Industry high        | 61 |
| Industry average     | 42 |

## Demographic variances

Performance index score

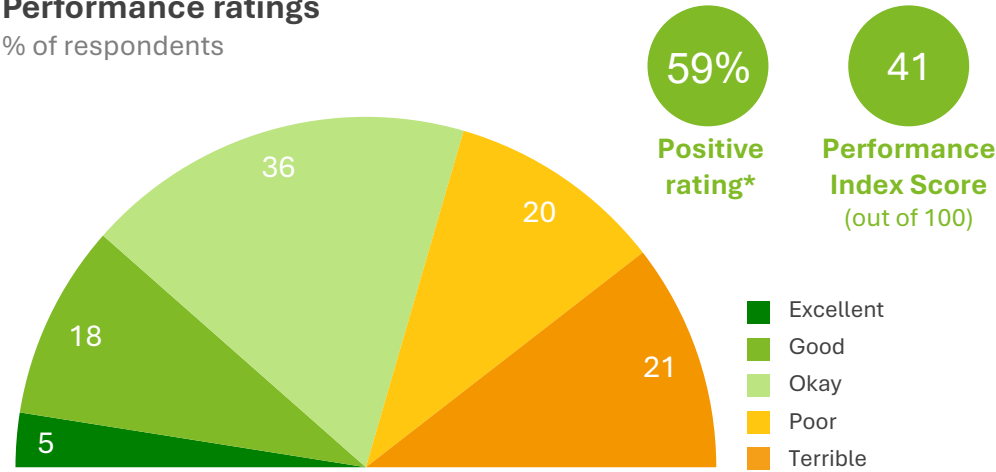
| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 27 | Younger adult, no child at home | 32 | Disability        | 34 | Resident       | 29 |
| Female         | 32 | Baby/toddler (0-4)              | 24 | First Nations     | 27 | Property owner | 28 |
| Respondent age |    | Primary school (5-11)           | 25 | Mainly speak LOTE | 30 | FIFO / DIDO    | 42 |
| 18-34# years   | 29 | High school (12-17)             | 25 | LGBTQI+           | 26 | Location       |    |
| 35-49 years    | 28 | Adult child at home (18+)       | 27 |                   |    | Port Hedland   | 29 |
| 50-64 years    | 32 | Older adult, no child at home   | 31 |                   |    | South Hedland  | 29 |
| 65+ years      | 33 |                                 |    |                   |    | Other areas    | 30 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 588). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Customer service

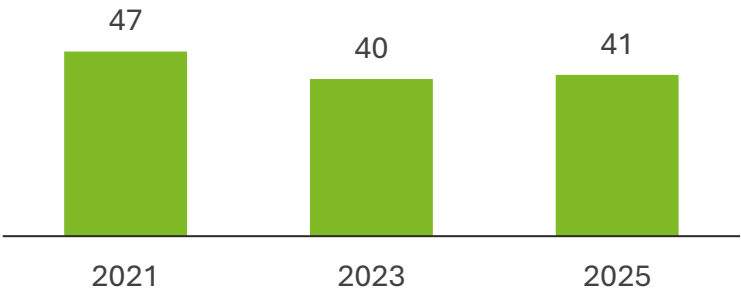
## Performance ratings

% of respondents



## Trend analysis

Performance index score



## MARKYT Industry Standards

Performance index score



|                      |    |
|----------------------|----|
| Town of Port Hedland | 41 |
| Industry high        | 69 |
| Industry average     | 56 |

## Demographic variances

Performance index score

| Gender         |    | Life stage                      |    | Diversity         |    | Residency      |    |
|----------------|----|---------------------------------|----|-------------------|----|----------------|----|
| Male           | 39 | Younger adult, no child at home | 44 | Disability        | 41 | Resident       | 41 |
| Female         | 44 | Baby/toddler (0-4)              | 39 | First Nations     | 34 | Property owner | 41 |
| Respondent age |    | Primary school (5-11)           | 34 | Mainly speak LOTE | 39 | FIFO / DIDO    | 46 |
| 18-34# years   | 41 | High school (12-17)             | 35 | LGBTQI+           | 48 | Location       |    |
| 35-49 years    | 42 | Adult child at home (18+)       | 36 |                   |    | Port Hedland   | 40 |
| 50-64 years    | 40 | Older adult, no child at home   | 41 |                   |    | South Hedland  | 41 |
| 65+ years      | 44 |                                 |    |                   |    | Other areas    | 39 |

Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 548). # Contains a small number of 14-17 year olds  
\* Positive Rating = excellent, good + okay

# Overview of community variances

# Summary of community variances

MARKYT® Community Scorecard

|                                                               | Total | Male | Male | 18-34 years | 35-49 years | 50-64 years | 65+ years | Younger adult,<br>no child at home | Have child 0-4 | Have child 5-11 | Have child 12-17 | Have child 18+ | Older adult, no<br>child at home | Disability | First Nations | LOTE | LGBTQI+ | Resident | Property owner | FIFO / DIDO | Port Hedland | South Hedland | Other areas |
|---------------------------------------------------------------|-------|------|------|-------------|-------------|-------------|-----------|------------------------------------|----------------|-----------------|------------------|----------------|----------------------------------|------------|---------------|------|---------|----------|----------------|-------------|--------------|---------------|-------------|
| PLACE SCORES                                                  |       |      |      |             |             |             |           |                                    |                |                 |                  |                |                                  |            |               |      |         |          |                |             |              |               |             |
| Area to live                                                  | 44    | 41   | 41   | 40          | 44          | 49          | 57        | 43                                 | 38             | 42              | 46               | 44             | 49                               | 47         | 48            | 45   | 50      | 44       | 45             | 45          | 47           | 41            | 47          |
| Area to work                                                  | 65    | 64   | 64   | 65          | 64          | 66          | 68        | 64                                 | 65             | 66              | 69               | 63             | 63                               | 61         | 63            | 62   | 66      | 65       | 66             | 64          | 66           | 63            | 69          |
| Area to own or operate a business                             | 42    | 41   | 41   | 39          | 42          | 44          | 49        | 37                                 | 40             | 43              | 45               | 42             | 42                               | 37         | 40            | 44   | 38      | 42       | 49             | 44          | 42           | 40            | 49          |
| Area to visit                                                 | 34    | 31   | 31   | 28          | 35          | 42          | 46        | 30                                 | 31             | 32              | 35               | 34             | 41                               | 34         | 41            | 33   | 35      | 34       | 36             | 45          | 36           | 34            | 30          |
| SENTIMENT (% agree)                                           |       |      |      |             |             |             |           |                                    |                |                 |                  |                |                                  |            |               |      |         |          |                |             |              |               |             |
| Town has developed & communicated a clear vision for the area | 9     | 8    | 9    | 9           | 6           | 10          | 16        | 12                                 | 7              | 7               | 1                | 8              | 8                                | 8          | 6             | 2    | 5       | 9        | 7              | 3           | 7            | 9             | 8           |
| Town has a good understanding of community needs              | 9     | 7    | 11   | 9           | 7           | 11          | 12        | 9                                  | 11             | 6               | 6                | 7              | 10                               | 10         | 9             | 0    | 7       | 9        | 9              | 6           | 8            | 9             | 10          |
| I feel like I belong in my local community                    | 28    | 23   | 33   | 23          | 30          | 31          | 38        | 23                                 | 29             | 29              | 34               | 32             | 31                               | 43         | 24            | 25   | 29      | 28       | 32             | 23          | 31           | 26            | 35          |
| PEOPLE                                                        |       |      |      |             |             |             |           |                                    |                |                 |                  |                |                                  |            |               |      |         |          |                |             |              |               |             |
| Youth services and facilities                                 | 48    | 44   | 44   | 48          | 48          | 45          | 52        | 48                                 | 47             | 47              | 47               | 44             | 43                               | 49         | 42            | 45   | 54      | 48       | 48             | 45          | 45           | 48            | 46          |
| Family and children’s services and facilities                 | 43    | 38   | 38   | 44          | 42          | 41          | 49        | 45                                 | 41             | 42              | 41               | 38             | 40                               | 45         | 40            | 34   | 48      | 43       | 42             | 46          | 41           | 43            | 43          |
| Seniors’ services and facilities                              | 33    | 32   | 32   | 34          | 34          | 31          | 30        | 35                                 | 33             | 34              | 32               | 30             | 26                               | 35         | 31            | 37   | 35      | 33       | 32             | 42          | 32           | 33            | 35          |
| Universal access and inclusion                                | 45    | 45   | 45   | 44          | 47          | 45          | 39        | 47                                 | 43             | 43              | 46               | 51             | 40                               | 37         | 41            | 52   | 47      | 44       | 47             | 58          | 44           | 44            | 46          |
| Reconciliation action                                         | 55    | 54   | 54   | 55          | 58          | 51          | 46        | 59                                 | 55             | 53              | 52               | 56             | 49                               | 53         | 42            | 59   | 43      | 55       | 56             | 51          | 54           | 54            | 57          |
| Heritage services                                             | 34    | 34   | 34   | 34          | 33          | 35          | 36        | 36                                 | 32             | 33              | 34               | 31             | 31                               | 26         | 27            | 46   | 30      | 33       | 36             | 56          | 33           | 35            | 32          |
| Library services                                              | 58    | 54   | 54   | 56          | 61          | 58          | 60        | 55                                 | 59             | 58              | 57               | 55             | 58                               | 61         | 58            | 56   | 62      | 58       | 60             | 58          | 55           | 59            | 58          |
| Art, culture and creative activities                          | 52    | 51   | 51   | 49          | 54          | 53          | 56        | 52                                 | 46             | 52              | 53               | 57             | 52                               | 56         | 47            | 53   | 54      | 52       | 52             | 49          | 51           | 52            | 50          |
| Festivals, markets and community events                       | 51    | 47   | 47   | 50          | 50          | 54          | 58        | 49                                 | 50             | 49              | 50               | 53             | 54                               | 53         | 52            | 45   | 54      | 51       | 51             | 59          | 49           | 50            | 55          |
| Health and community services                                 | 34    | 35   | 35   | 33          | 32          | 34          | 40        | 33                                 | 34             | 30              | 31               | 34             | 32                               | 27         | 32            | 31   | 33      | 33       | 36             | 42          | 31           | 34            | 33          |
| Sport and recreation services and facilities                  | 52    | 50   | 50   | 53          | 50          | 52          | 57        | 54                                 | 50             | 49              | 46               | 44             | 51                               | 54         | 50            | 48   | 61      | 52       | 51             | 61          | 53           | 50            | 62          |
| Aquatic centres                                               | 49    | 48   | 48   | 51          | 48          | 47          | 51        | 53                                 | 48             | 46              | 43               | 42             | 49                               | 55         | 48            | 45   | 55      | 49       | 49             | 48          | 48           | 49            | 57          |
| Safety and crime prevention                                   | 22    | 21   | 21   | 20          | 22          | 24          | 25        | 22                                 | 20             | 21              | 21               | 24             | 24                               | 20         | 23            | 15   | 24      | 22       | 24             | 26          | 24           | 21            | 29          |
| Lighting of streets and public places                         | 45    | 48   | 48   | 44          | 44          | 45          | 48        | 44                                 | 48             | 44              | 42               | 42             | 42                               | 37         | 40            | 47   | 41      | 45       | 47             | 51          | 47           | 42            | 45          |
| Ranger services                                               | 50    | 50   | 50   | 50          | 50          | 49          | 44        | 51                                 | 45             | 51              | 49               | 52             | 45                               | 51         | 37            | 49   | 58      | 50       | 51             | 54          | 55           | 46            | 49          |
| Animal management                                             | 40    | 41   | 41   | 40          | 40          | 41          | 39        | 41                                 | 37             | 38              | 37               | 36             | 39                               | 40         | 31            | 40   | 44      | 40       | 40             | 45          | 46           | 36            | 41          |
| Emergency management                                          | 50    | 50   | 50   | 50          | 51          | 51          | 46        | 52                                 | 49             | 47              | 53               | 54             | 46                               | 47         | 42            | 52   | 58      | 50       | 49             | 62          | 50           | 50            | 53          |
| Environmental health services                                 | 43    | 42   | 42   | 43          | 42          | 43          | 41        | 46                                 | 39             | 43              | 39               | 41             | 41                               | 39         | 41            | 40   | 41      | 42       | 42             | 48          | 41           | 43            | 39          |
| SAFETY – Safety Impact Index Score                            |       |      |      |             |             |             |           |                                    |                |                 |                  |                |                                  |            |               |      |         |          |                |             |              |               |             |
| Dangerous driving / hoons                                     | 58    | 61   | 54   | 62          | 55          | 54          | 54        | 56                                 | 61             | 61              | 57               | 60             | 52                               | 58         | 59            | 70   | 49      | 58       | 55             | 38          | 51           | 63            | 54          |
| Threatening words or behaviour                                | 49    | 50   | 46   | 52          | 49          | 43          | 45        | 49                                 | 54             | 50              | 56               | 50             | 39                               | 52         | 49            | 55   | 55      | 49       | 45             | 19          | 38           | 55            | 49          |
| Robbery, stealing or burglaries                               | 42    | 48   | 33   | 46          | 40          | 37          | 36        | 41                                 | 42             | 45              | 44               | 40             | 37                               | 45         | 37            | 40   | 40      | 42       | 38             | 28          | 33           | 48            | 39          |
| Graffiti or vandalism                                         | 38    | 44   | 32   | 42          | 39          | 32          | 36        | 38                                 | 40             | 40              | 42               | 45             | 30                               | 44         | 39            | 47   | 43      | 39       | 39             | 22          | 27           | 46            | 35          |
| Assault                                                       | 19    | 23   | 15   | 17          | 23          | 17          | 19        | 19                                 | 16             | 20              | 25               | 20             | 16                               | 28         | 19            | 26   | 24      | 20       | 17             | 6           | 16           | 22            | 24          |

# Summary of community variances

MARKYT® Community Scorecard

|                                                | Total | Male | Male | 18-34 years | 35-49 years | 50-64 years | 65+ years | Younger adult,<br>no child at home | Have child 0-4 | Have child 5-11 | Have child 12-17 | Have child 18+ | Older adult, no<br>child at home | Disability | First Nations | LOTE | LGBTQI+ | Resident | Property owner | FIFO / DIDO | Port Hedland | South Hedland | Other areas |
|------------------------------------------------|-------|------|------|-------------|-------------|-------------|-----------|------------------------------------|----------------|-----------------|------------------|----------------|----------------------------------|------------|---------------|------|---------|----------|----------------|-------------|--------------|---------------|-------------|
| PLANET                                         |       |      |      |             |             |             |           |                                    |                |                 |                  |                |                                  |            |               |      |         |          |                |             |              |               |             |
| Waste management                               | 57    | 56   | 56   | 54          | 60          | 56          | 58        | 56                                 | 58             | 61              | 56               | 54             | 57                               | 57         | 53            | 53   | 48      | 57       | 60             | 50          | 57           | 55            | 60          |
| Environmental management and conservation      | 46    | 46   | 46   | 43          | 49          | 47          | 41        | 46                                 | 44             | 47              | 46               | 47             | 42                               | 36         | 43            | 53   | 45      | 46       | 48             | 54          | 46           | 45            | 50          |
| Climate action / sustainable practices         | 42    | 44   | 44   | 40          | 44          | 42          | 39        | 43                                 | 41             | 41              | 44               | 43             | 40                               | 31         | 35            | 49   | 29      | 41       | 45             | 48          | 39           | 42            | 39          |
| PLACE                                          |       |      |      |             |             |             |           |                                    |                |                 |                  |                |                                  |            |               |      |         |          |                |             |              |               |             |
| Planning services                              | 26    | 27   | 27   | 27          | 23          | 29          | 31        | 30                                 | 19             | 22              | 23               | 22             | 29                               | 26         | 27            | 31   | 29      | 26       | 26             | 41          | 23           | 27            | 28          |
| Housing                                        | 15    | 16   | 16   | 16          | 14          | 16          | 17        | 17                                 | 16             | 12              | 12               | 13             | 16                               | 13         | 11            | 17   | 15      | 15       | 20             | 23          | 12           | 16            | 17          |
| Stormwater management and drainage             | 43    | 43   | 43   | 43          | 44          | 42          | 39        | 45                                 | 40             | 41              | 43               | 43             | 40                               | 38         | 46            | 49   | 50      | 43       | 43             | 49          | 45           | 42            | 45          |
| Telecommunications and internet services       | 36    | 35   | 35   | 39          | 36          | 33          | 40        | 38                                 | 39             | 38              | 29               | 32             | 33                               | 29         | 33            | 32   | 33      | 37       | 36             | 34          | 37           | 36            | 34          |
| Public buildings, halls and toilets            | 39    | 41   | 41   | 38          | 40          | 41          | 42        | 43                                 | 36             | 36              | 36               | 40             | 39                               | 34         | 37            | 43   | 36      | 39       | 40             | 53          | 40           | 38            | 43          |
| Parks, playgrounds and reserves                | 55    | 54   | 54   | 56          | 53          | 55          | 55        | 60                                 | 52             | 51              | 50               | 50             | 53                               | 49         | 51            | 55   | 56      | 54       | 54             | 63          | 58           | 52            | 55          |
| Streetscapes, trees and verges                 | 41    | 38   | 38   | 39          | 41          | 43          | 40        | 43                                 | 37             | 38              | 41               | 36             | 40                               | 37         | 42            | 47   | 49      | 40       | 40             | 51          | 44           | 38            | 40          |
| Marine facilities                              | 66    | 67   | 67   | 70          | 64          | 63          | 62        | 69                                 | 67             | 69              | 61               | 64             | 60                               | 59         | 62            | 61   | 68      | 66       | 67             | 66          | 68           | 64            | 67          |
| Local roads                                    | 48    | 49   | 49   | 49          | 47          | 49          | 47        | 49                                 | 51             | 47              | 43               | 45             | 47                               | 50         | 43            | 50   | 42      | 48       | 47             | 48          | 49           | 48            | 38          |
| Main roads                                     | 50    | 51   | 51   | 50          | 49          | 52          | 51        | 49                                 | 51             | 52              | 48               | 51             | 50                               | 49         | 47            | 50   | 45      | 50       | 53             | 58          | 52           | 49            | 47          |
| Footpaths, trails and cycleways                | 52    | 52   | 52   | 51          | 51          | 54          | 54        | 53                                 | 50             | 51              | 51               | 51             | 51                               | 52         | 50            | 56   | 53      | 52       | 53             | 58          | 56           | 48            | 49          |
| Public transport                               | 43    | 44   | 44   | 42          | 44          | 43          | 45        | 42                                 | 38             | 47              | 42               | 49             | 41                               | 35         | 43            | 41   | 32      | 43       | 52             | 42          | 43           | 42            | 47          |
| Airport facilities and services                | 47    | 46   | 46   | 46          | 47          | 47          | 50        | 48                                 | 45             | 48              | 44               | 42             | 47                               | 41         | 41            | 47   | 50      | 47       | 48             | 53          | 45           | 48            | 45          |
| PROSPERITY                                     |       |      |      |             |             |             |           |                                    |                |                 |                  |                |                                  |            |               |      |         |          |                |             |              |               |             |
| Economic development                           | 21    | 20   | 20   | 21          | 20          | 22          | 29        | 21                                 | 21             | 19              | 19               | 20             | 24                               | 23         | 21            | 26   | 23      | 21       | 24             | 19          | 18           | 24            | 20          |
| Town centre development and activation         | 27    | 24   | 24   | 25          | 28          | 26          | 32        | 31                                 | 21             | 23              | 25               | 23             | 29                               | 35         | 33            | 25   | 28      | 26       | 27             | 34          | 25           | 26            | 34          |
| Tourism and destination marketing              | 23    | 21   | 21   | 20          | 22          | 27          | 31        | 23                                 | 20             | 20              | 21               | 20             | 29                               | 23         | 29            | 21   | 24      | 22       | 26             | 36          | 20           | 23            | 27          |
| Education and life-long learning opportunities | 33    | 33   | 33   | 34          | 31          | 33          | 36        | 35                                 | 32             | 30              | 32               | 32             | 31                               | 30         | 31            | 30   | 34      | 33       | 35             | 45          | 32           | 34            | 37          |
| PERFORMANCE                                    |       |      |      |             |             |             |           |                                    |                |                 |                  |                |                                  |            |               |      |         |          |                |             |              |               |             |
| Communication                                  | 35    | 33   | 33   | 34          | 33          | 38          | 40        | 36                                 | 30             | 32              | 29               | 33             | 38                               | 38         | 30            | 30   | 36      | 34       | 35             | 46          | 34           | 34            | 37          |
| Community engagement                           | 29    | 27   | 27   | 29          | 28          | 32          | 33        | 32                                 | 24             | 25              | 25               | 27             | 31                               | 34         | 27            | 30   | 26      | 29       | 28             | 42          | 29           | 29            | 30          |
| Customer service                               | 41    | 39   | 39   | 41          | 42          | 40          | 44        | 44                                 | 39             | 34              | 35               | 36             | 41                               | 41         | 34            | 39   | 48      | 41       | 41             | 46          | 40           | 41            | 39          |
| Volunteer support services                     | 47    | 46   | 46   | 46          | 45          | 50          | 51        | 47                                 | 47             | 44              | 44               | 51             | 46                               | 45         | 46            | 57   | 45      | 46       | 46             | 59          | 46           | 46            | 46          |
| Governing organisation                         | 21    | 20   | 20   | 21          | 20          | 22          | 24        | 23                                 | 18             | 16              | 18               | 19             | 21                               | 25         | 19            | 22   | 22      | 21       | 20             | 25          | 20           | 21            | 22          |
| Council's leadership                           | 16    | 14   | 14   | 14          | 15          | 19          | 17        | 16                                 | 12             | 13              | 14               | 12             | 16                               | 21         | 15            | 17   | 15      | 15       | 15             | 28          | 15           | 16            | 17          |
| Financial management                           | 19    | 17   | 17   | 16          | 18          | 22          | 31        | 20                                 | 14             | 13              | 16               | 16             | 22                               | 18         | 16            | 21   | 18      | 18       | 18             | 33          | 20           | 18            | 20          |

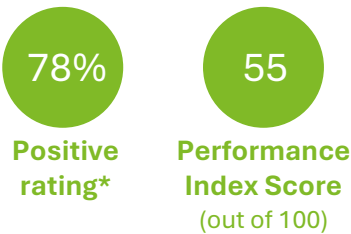
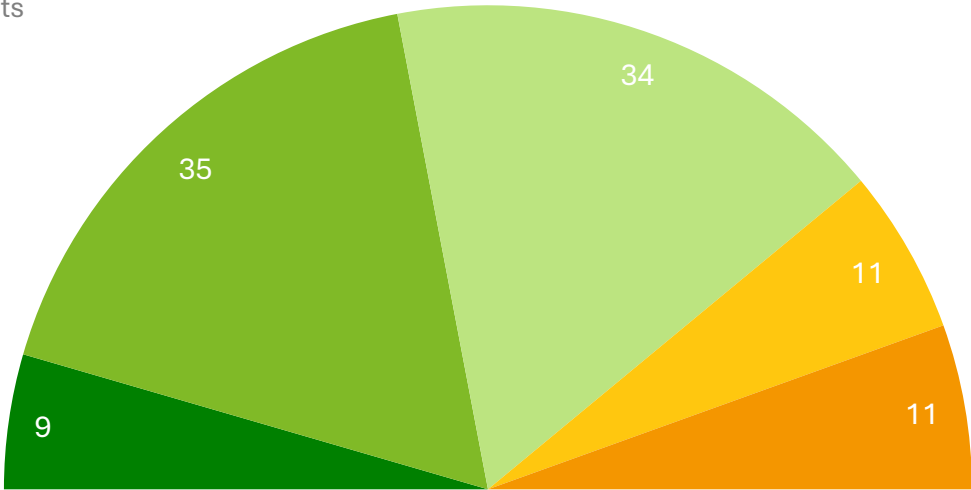
# Local business views

# Place to own or operate a business

among local business owners and operators

## Performance ratings

% of respondents



- Excellent
- Good
- Okay
- Poor
- Terrible

## MARKYT Industry Standards

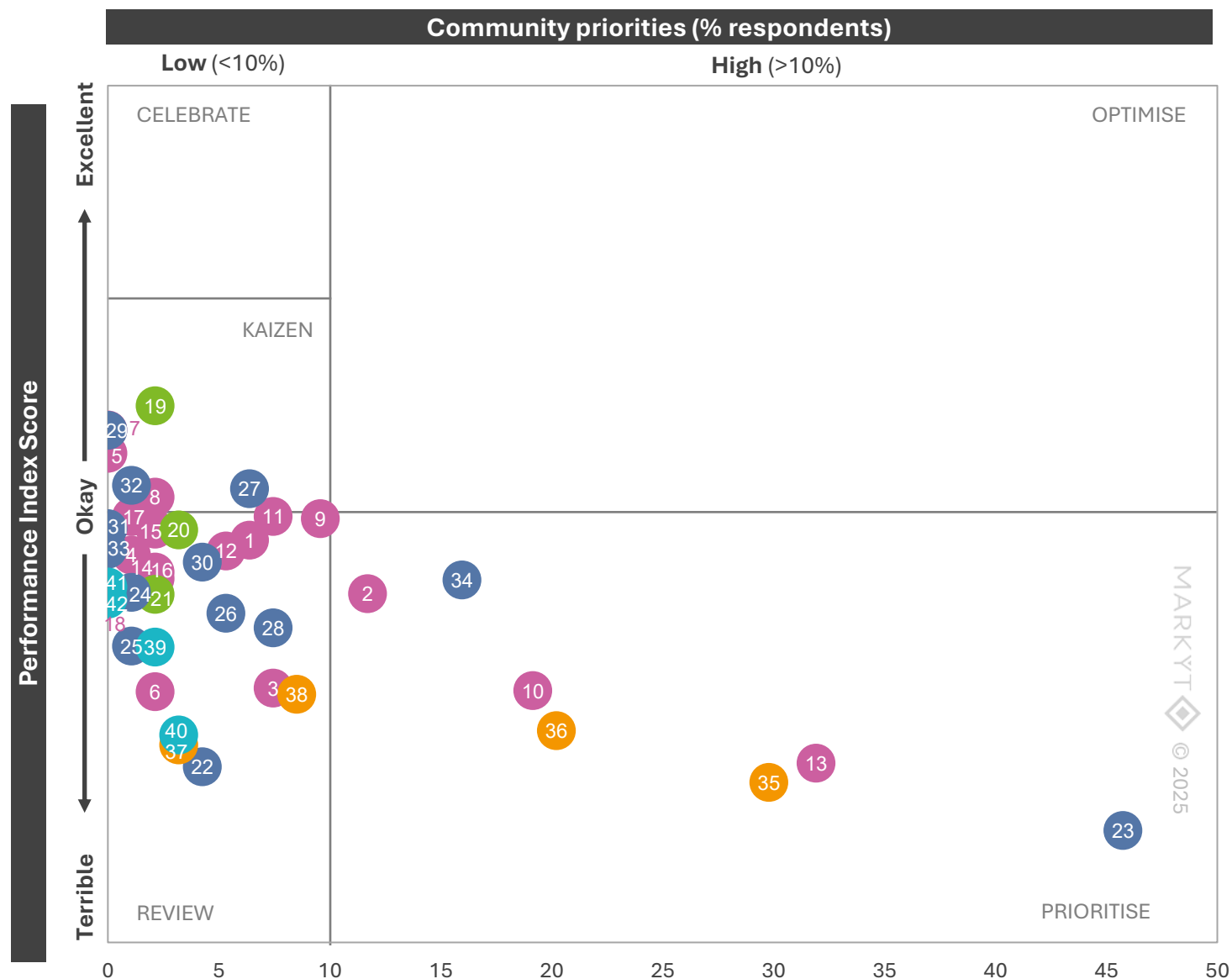
Performance Index Score



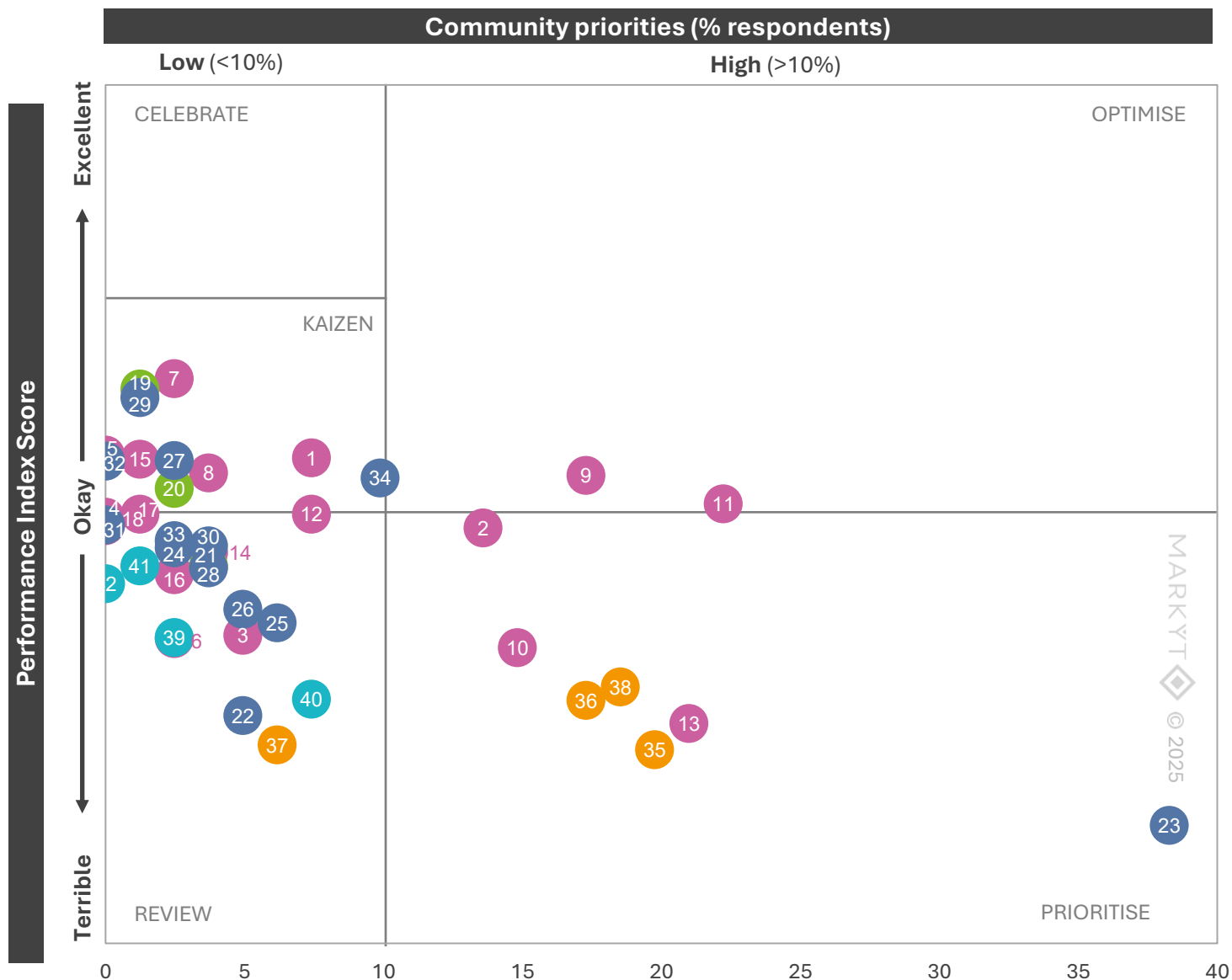
|                      |    |
|----------------------|----|
| Town of Port Hedland | 55 |
| Industry High        | 75 |
| Industry Average     | 63 |



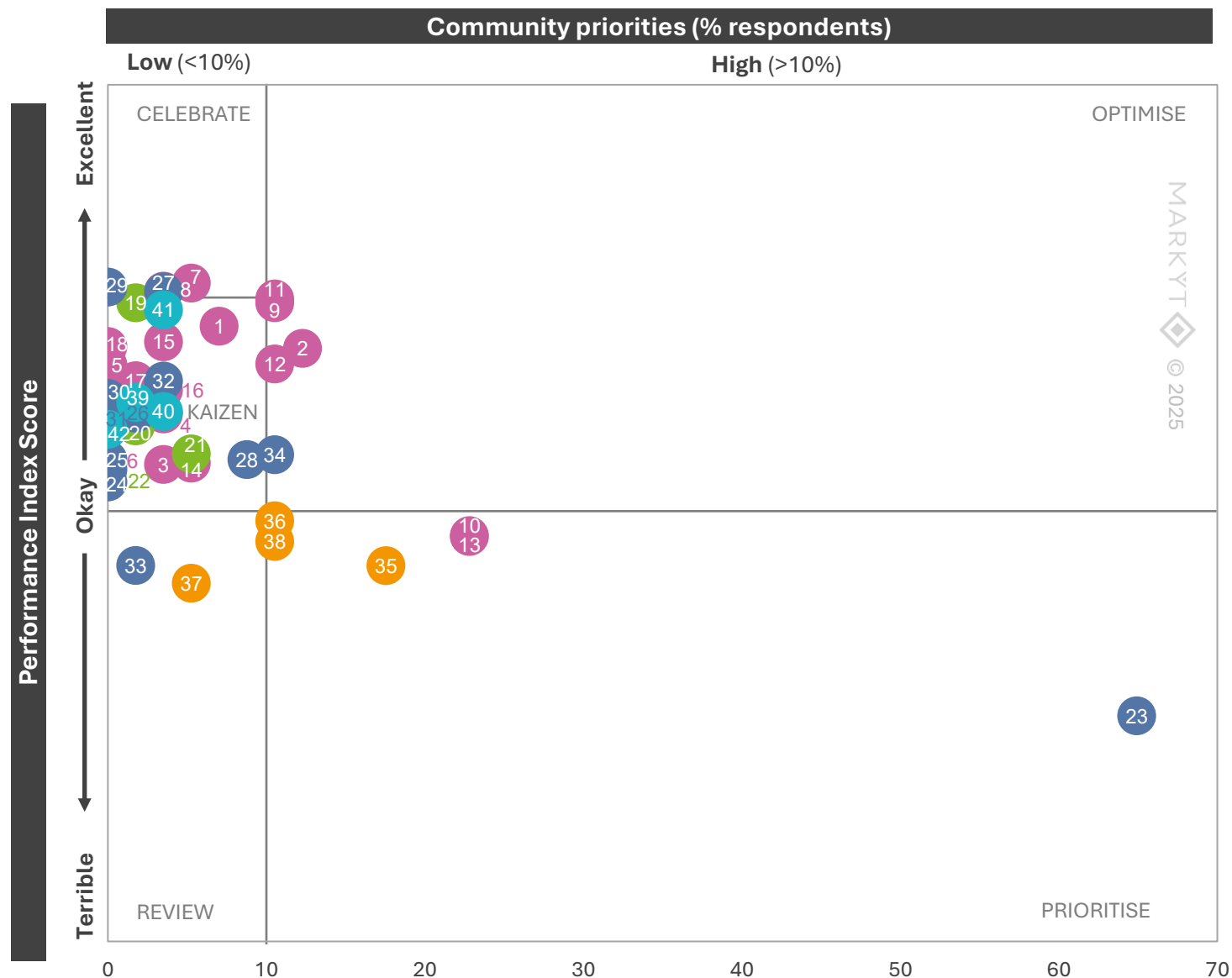
Q. How would you rate performance in the following areas?  
Base: All respondents, excludes 'unsure' and 'no response' (n = 100).



# Other stakeholder views



# MARKYT Community Priorities | Town employees



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 Town of Port Hedland to focus on improving? Base: All respondents, excludes no response (n = 57)

CATALYSE® has been a long-term supporter of State and Local Government, delivering strategic planning and research services to build community and organisation value since 2003.

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We believe in the power of working together to achieve greatness. Through our benchmarking services, we enable organisations and communities to learn from each other to continuously improve and create pathways to success.

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