



MARKYT Community Scorecard ©

Prepared for: Town of Bassendean

Prepared by: CATALYSE[®] Pty Ltd ©

December 2019

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MARKYT 

Purpose



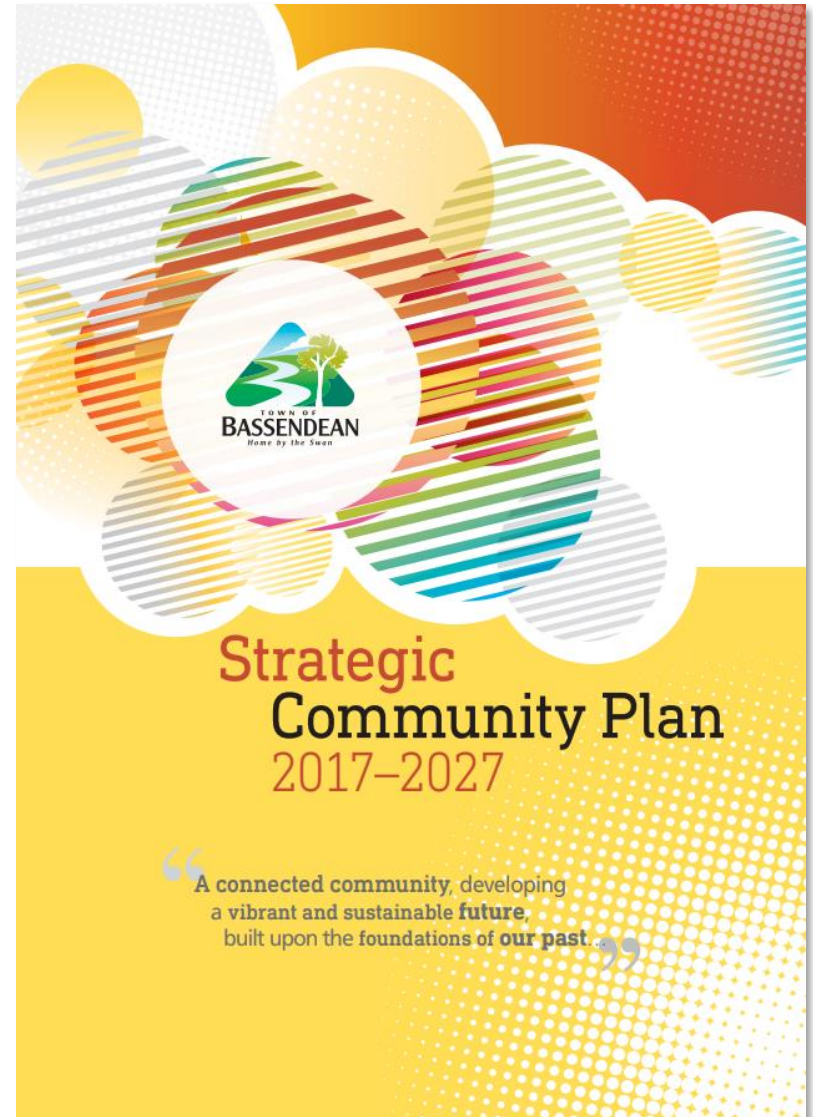
Department of
**Local Government, Sport
and Cultural Industries**

DLGSC's Integrated Planning and Reporting Framework requires local Council's to review the **Strategic Community Plan** at least once every two years.

MARKYT Community Scorecard

The Town of Bassendean commissioned a MARKYT® Community Scorecard to:

- Support a review of the Strategic Community Plan (SCP)
- Assess performance against objectives and key performance indicators (KPIs) in the SCP
- Determine community priorities
- Benchmark performance



The Study

The Town of Bassendean commissioned CATALYSE® to conduct a MARKYT® Community Scorecard in October to November 2019.

Scorecard invitations were sent to all households within the Town of Bassendean; 6,631 by mail and 3,718 by email.

811 residents completed a scorecard representing around 12% of all private dwellings in the area.

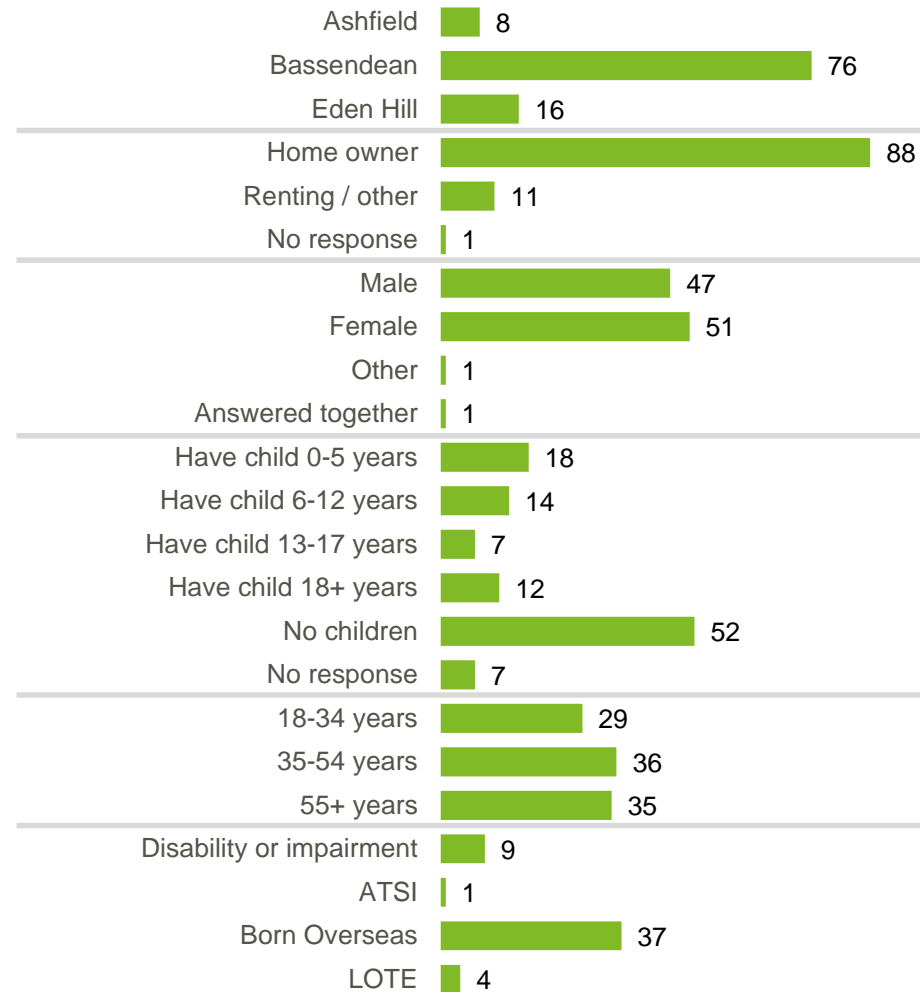
The Town of Bassendean provided supporting promotions through its communication channels to encourage local residents to have their say. A further 13 out of area ratepayers and visitors, and 19 Council affiliated respondents participated bringing the total to **843 respondents**.

In line with the MARKYT accredited methodology, results from local residents, out of area residents and Council affiliated residents are presented separately. The main body of this report provides responses from local residents only to be comparable for benchmarking purposes.

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

Data has been analysed using SPSS. Where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.

% of resident respondents (weighted)



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

MARKYT Industry Standards

CATALYSE® has conducted studies for 60+ Council's across WA. When Council's ask comparable questions, we publish the high and average scores to enable participating Council's to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from **WA Council's** that have completed an accredited study with CATALYSE® within the past three years. Participating Council's are listed below.

Metropolitan



Regional



Vision



57

% agree

22% points above
MARKYT® Industry Average

Liveability

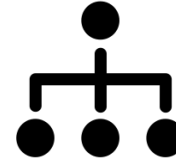


85

Performance Index Score

10 index points above
MARKYT® Industry Average

Governance



68

Performance Index Score

12 index points above
MARKYT® Industry Average

Rates Value



57

Performance Index Score

13 index points above
MARKYT® Industry Average

Strengths

Highest scores

- Library services
- Public transport
- Festivals, events, art and cultural activities

Relative to MARKYT® Industry Standards

- Council's leadership
- Community consultation
- Efforts to adapt to climate change and promote sustainability
- Public transport
- Youth services

Priorities

Town Centre development



Economic development



Safety and security



Playgrounds, parks & reserves



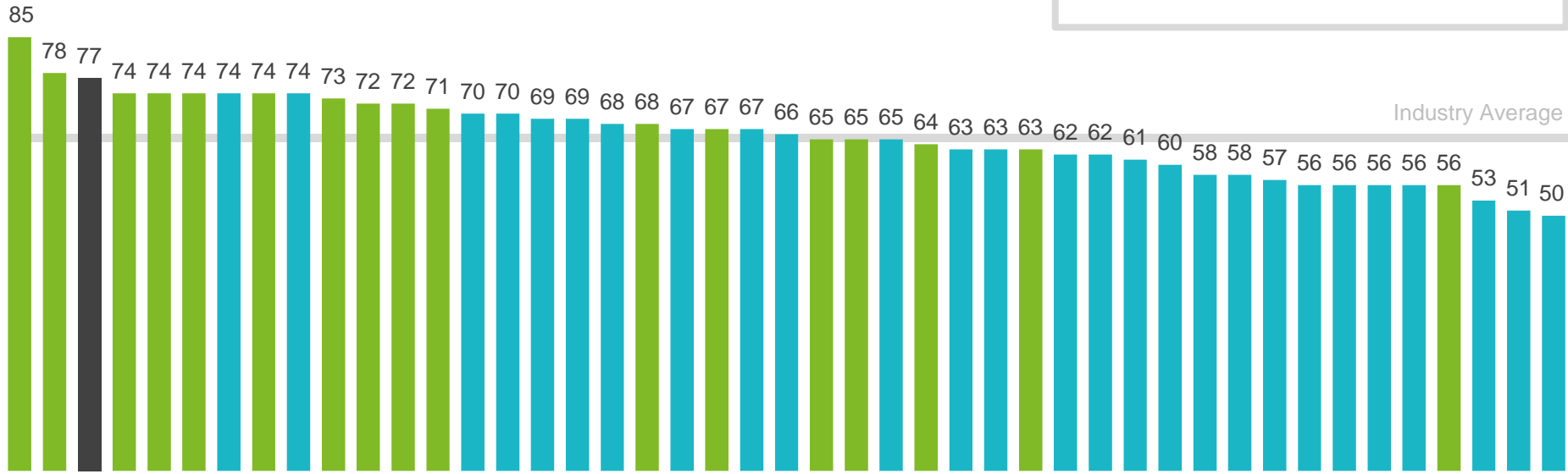
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Town of Bassendean as a 'place to live' and as a 'governing organisation'. The Town of Bassendean's overall performance index score is 77 out of 100, 11 index points above the industry standard for Western Australia.

Overall Performance Index Score

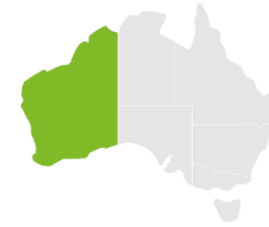
average of 'place to live' and 'governing organisation'

- Town of Bassendean
- Metropolitan Council's
- Regional Council's



MARKYT Industry Standards

Performance Index Score

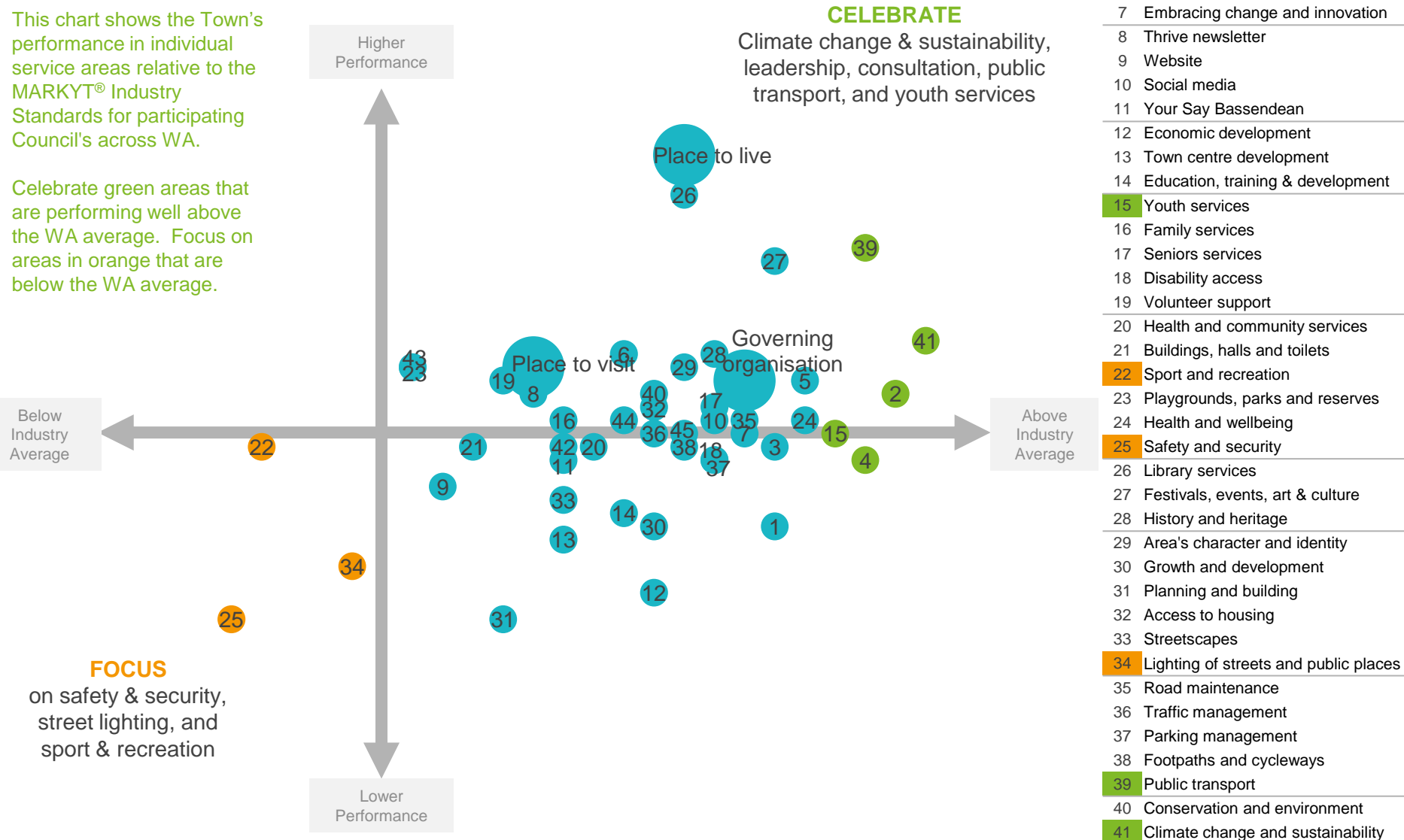


Town of Bassendean	77
Industry High	85
Industry Average	66

MARKYT Benchmark Matrix™

This chart shows the Town's performance in individual service areas relative to the MARKYT® Industry Standards for participating Council's across WA.

Celebrate green areas that are performing well above the WA average. Focus on areas in orange that are below the WA average.



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

The Town of Bassendean is leading the industry in 5 areas:

- Council's leadership within the community
- The Town listens to and respects residents' views
- The Town clearly explains the reasons for its decisions and how residents' views have been taken into account
- Health and wellbeing programs and education
- Efforts to adapt to climate change and promote sustainability



MARKYT Community Priorities Window™

- 1 Value for Council rates
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 How the community is consulted
- 5 How the community is informed
- 6 Customer service
- 7 Embracing change and innovation
- 8 Thrive newsletter
- 9 Website
- 10 Social media
- 11 Your Say Bassendean
- 12 Economic development
- 13 Town centre development
- 14 Education, training & development
- 15 Youth services
- 16 Family services
- 17 Seniors services
- 18 Disability access
- 19 Volunteer support
- 20 Health and community services
- 21 Buildings, halls and toilets
- 22 Sport and recreation
- 23 Playgrounds, parks and reserves
- 24 Health and wellbeing
- 25 Safety and security
- 26 Library services
- 27 Festivals, events, art & culture
- 28 History and heritage
- 29 Area's character and identity
- 30 Growth and development
- 31 Planning and building
- 32 Access to housing
- 33 Streetscapes
- 34 Lighting of streets and public places
- 35 Road maintenance
- 36 Traffic management
- 37 Parking management
- 38 Footpaths and cycleways
- 39 Public transport
- 40 Conservation and environment
- 41 Climate change and sustainability
- 42 Maintain & enhance the Swan River
- 43 Waste management
- 44 Food, health, noise & pollution
- 45 Animal and pest control



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

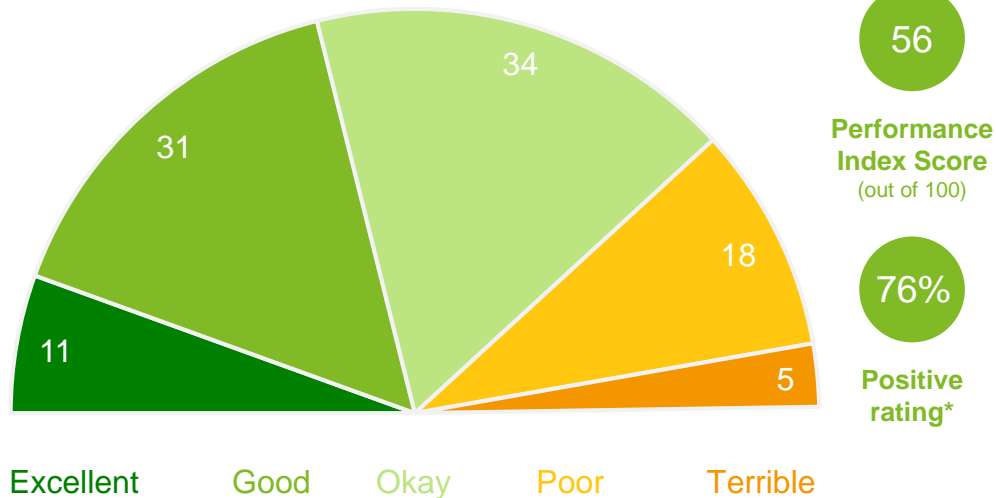
Q. Which areas would you most like the Town of Bassendean to focus on improving? Base: All respondents, excludes no response (n = 551)

Addressing the top 4 community priorities

How Bassendean town centre is being developed

Performance ratings

% of respondents



56

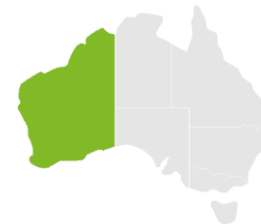
Performance Index Score
(out of 100)

76%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Town of Bassendean	56
Industry High	71
Industry Average	50

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Ashfield	Bassendean	Eden Hill
56	56	56	55	58	56	59	57	53	55	61	55	54	59	61	55	56	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 727). * Positive Rating = excellent, good + okay

Challenges

- Old Perth Road shopping precinct looks run down and lacks vibrancy
- Lack of new businesses, not much variety of businesses in the town centre
- Local businesses are struggling to stay open
- Commercial spaces are too expensive to rent and are not well maintained
- Break-ins of local businesses

Community Driven Actions

1. Redevelop Old Perth Road shopping precinct, turn the town centre into a shopping destination (like Maylands etc.)
2. Work with property owners to offer better, more affordable commercial spaces
3. Support and retain local businesses
4. Attract new businesses to the area
5. Improve security in the town centre and support local businesses to implement their own security measures

Community Voices

“Old Perth Road needs rejuvenating, when you compare the dynamic areas Bayswater and Maylands have developed, Bassendean looks tired and rundown.”

“Improving Old Perth Rd by decreasing shop vacancies. At the moment the strip often seems deserted which is a shame.”

“I’d like to see Old Perth Road commercial area become a more vibrant and attractive, social place.”

“Improve Old Perth Rd business and bring vibe in the town, services, shops, small business that bring life on everyday basis, evenings too.”

“Development of the cafe strip into a lively place that attracts visitors needs the most attention. Right now it’s not the most appealing place to visit. It has great potential which is far from being achieved.”

“I would like to see more businesses in Bassendean and particularly on Old Perth Road. The more people visiting the area generate income to improve services.”

“Development of town centre and promoting heritage. Working with local landlords to fill some of the vacant buildings to bring vibrancy back, even with temporary leases.”

“I’d like the people who own the shops along Old Perth Road to start spending money on the premises and updating security so we can attract (and keep) high quality tenants. Bassendean could be like Maylands; it has the road and public transport links, but the town is being held back by a poorly sustained and developed Main Street.”

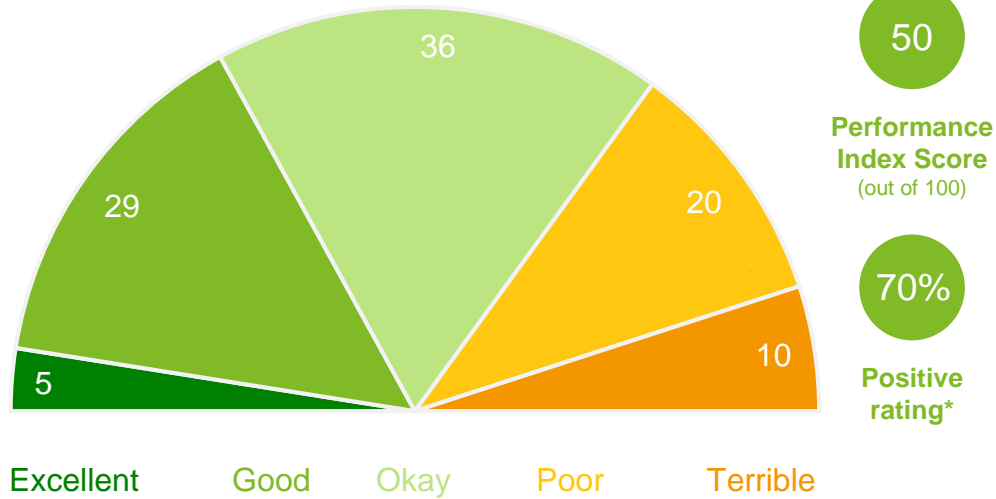
“Continuing to work on Old Perth Rd, improving amount of shops/businesses along the strip. Stronger security/police presence to prevent break-ins and damage to property.”

“Security along Old Perth Road. Small shops which give the area character can’t afford the damage theft & vandalism - especially broken windows. Install CCTV and allow the use of after-hours window protection bars or see thru screens/shields.”

Safety and security

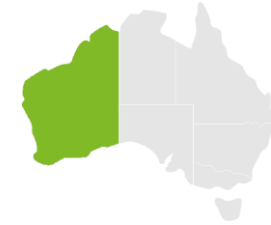
Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Town of Bassendean	50
Industry High	76
Industry Average	55

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Ashfield	Bassendean	Eden Hill
50	50	53	52	49	51	51	48	44	47	52	47	51	50	53	46	50	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 694). * Positive Rating = excellent, good + okay

Challenges

- Frequent break-ins to homes and businesses
- Anti-social behaviour and vandalism
- Community feeling generally unsafe

Community Driven Actions

1. Better street lighting
2. CCTV
3. Increased Police presence and security patrols
4. Allow businesses to install security screens

Community Voices

“Safety of people, homes and our local businesses from crime. It is a constant worry”

“With out a shadow of a doubt all efforts should be put in place around security. Theft and vandalism of local businesses, burglaries from residential areas, and generally the feeling of being unsafe.”

“ToB should actively address crime and anti-social behaviour throughout the town. This is particularly evident around Bassendean Train Station, Old Perth Road and the shopping centre.”

"Community sense of safety - residential streets are not well lit"

“Streetlights, cctv, Security patrols, clean up substance abuse antisocial behaviour...”

“Keep improving the safety of the area with adequate lighting, security cameras and allowing shop owners to install security shutters if they wish to.”

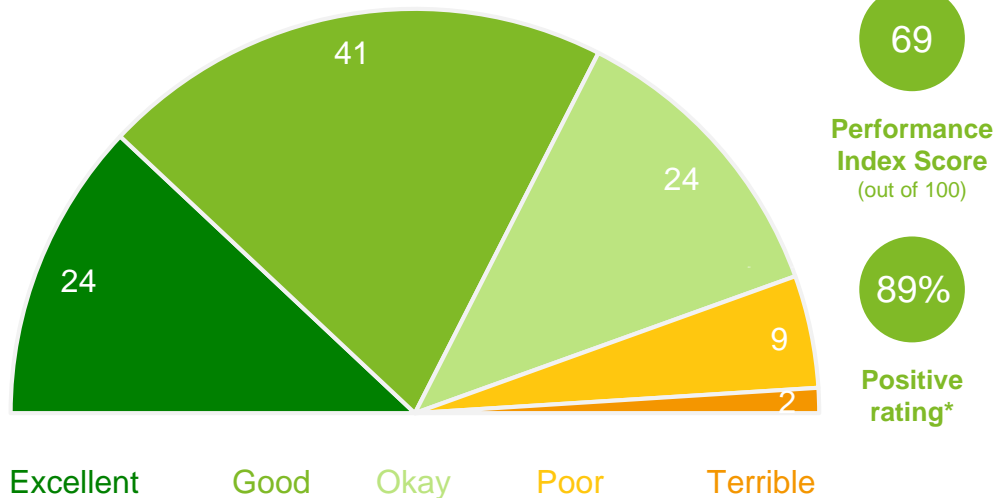
“Trying to somehow reduce crime and antisocial behaviour. Lots of break-ins, damage and theft occurring. Lighting needs improving. Security needs improving. Police presence needs to be requested for more of the problem areas and times..”

“More security for the small business on old Perth road and more security patrols around the whole 6054 area”

Playgrounds, parks and reserves

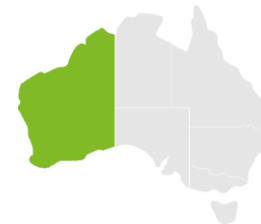
Performance ratings

% of respondents



MARKYT Industry Standards

Performance Index Score



Town of Bassendean	69
Industry High	86
Industry Average	68

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Ashfield	Bassendean	Eden Hill
69	69	73	70	69	73	63	61	66	70	69	68	70	73	70	70	69	72

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 754). * Positive Rating = excellent, good + okay

Challenges

- Playgrounds are run-down, need new equipment and more shade
- Facilities at Sandy Beach are outdated, need improvement
- Lack of areas for dogs to run off-leash
- Lack of general dog facilities at local parks and reserves

Community Driven Actions

1. Update equipment at playgrounds
2. Provide more shade at playgrounds
3. Sandy Beach nature playground to be completed
4. Establish dog exercise areas and facilities for dogs at parks and reserves

Community Voices

“Playgrounds are lacking and the ones we do have are very run down. Need sun shelter over them so they can be used in the summer without them getting too hot to use”

“As I'm a mum with a toddler parks near us (Pickering and Dandy Beach) are in well needed of updating very poor playgrounds and landscaping is horrible, no shade provided for kids to play.”

“Facilities at Sandy Beach are terrible and outdated. This is a fantastic location that is completely underutilized. 30+ year old toilet block, minimal play equipment for children, no cafe, Foot paths in bad condition. Go to Garvey Park and see what can be achieved with much lower council rates.”

“We are still waiting for the nature playground, please move faster on that. There are a lot of tiny pocket playgrounds that could be improved.”

“Children's playground at Sandy Beach and bike boulevard - start these as a priority.”

“I would like to see a fenced dog park that owners can let their dog off the lead without the worry of them running onto a road somewhere. I would also like to see more dog fountains at all local parks.”

“More leash-free dog parks in the area. Especially Jubilee Reserve. The onus should be on the dog owner to control their animal.”

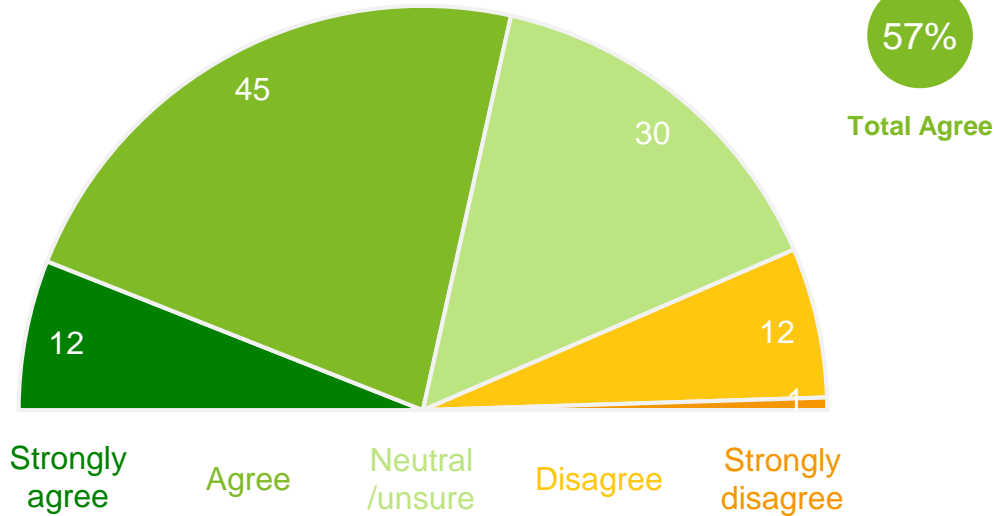
“Upgrading of Palmerston St Park to provide a dedicated and secure dog exercise area and separate playground. This would provide a central space for the community to enjoy as families with dogs/children at any time.”

Lots to celebrate

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

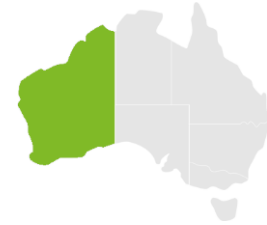
Level of agreement

% of respondents



MARKYT Industry Standards

% agree



Town of Bassendean	57
Industry High	61
Industry Average	35

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Ashfield	Bassendean	Eden Hill
57	58	49	52	63	52	70	69	64	56	54	63	54	55	66	57	57	58

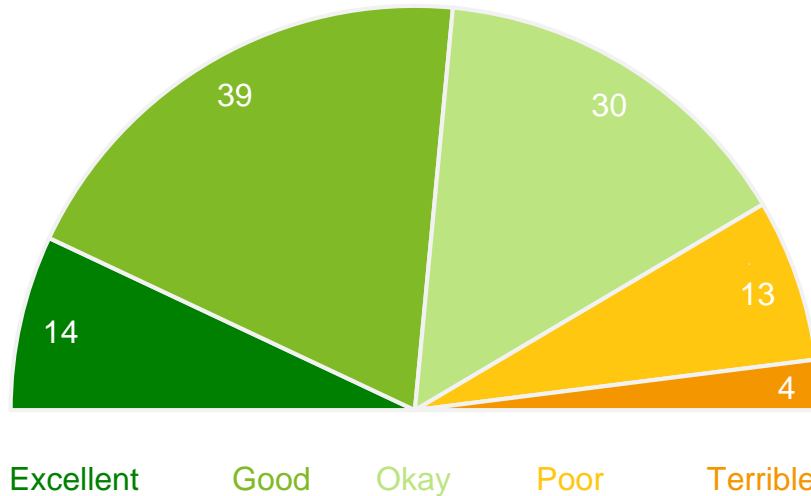
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 803).

How the community is consulted about local issues

Performance ratings

% of respondents



62

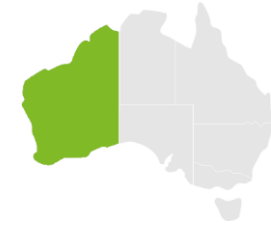
Performance Index Score (out of 100)

83%

Positive rating*

MARKYT Industry Standards

Performance Index Score



Town of Bassendean	62
Industry High	63
Industry Average	46

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Ashfield	Bassendean	Eden Hill
62	62	59	62	62	61	71	67	57	55	67	63	57	62	67	56	62	64

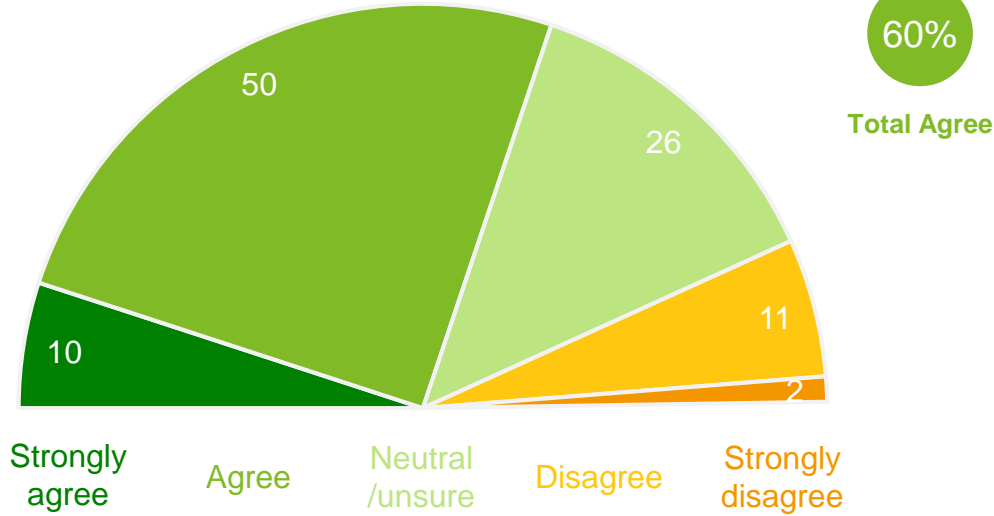
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 688). * Positive Rating = excellent, good + okay

Town has a good understanding of community needs

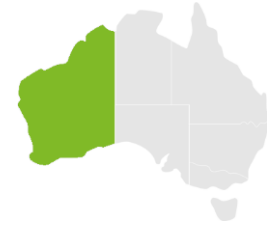
Level of agreement

% of respondents



MARKYT Industry Standards

% agree



Town of Bassendean	60
Industry High	63
Industry Average	34

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Ashfield	Bassendean	Eden Hill
60	60	64	59	63	58	67	63	59	60	69	61	53	64	69	54	62	59

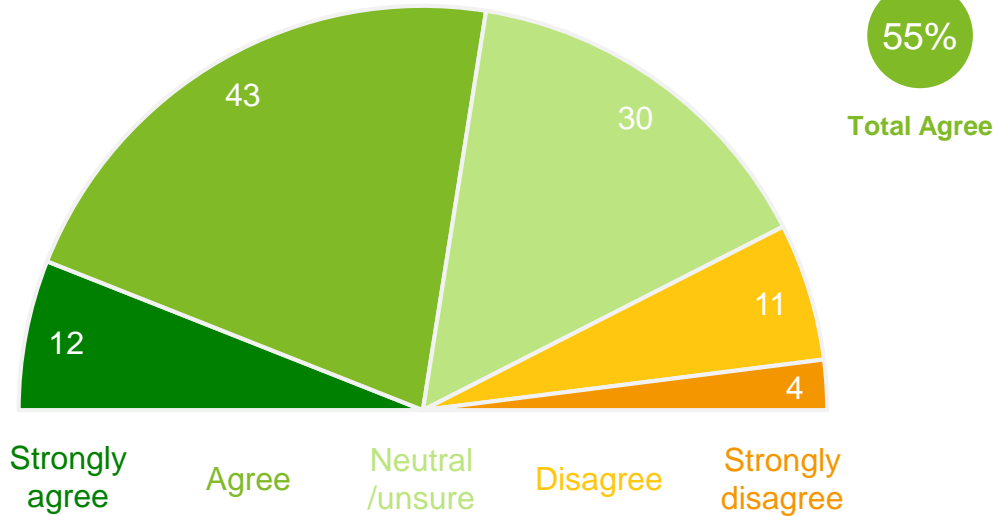
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 803).

Town listens to and respects residents' views

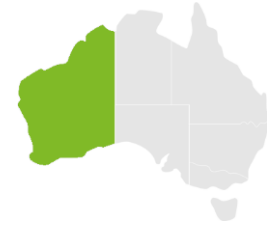
Level of agreement

% of respondents



MARKYT Industry Standards

% agree



Town of Bassendean	55
Industry High	55
Industry Average	33

Variances across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Ashfield	Bassendean	Eden Hill
55	56	52	54	57	52	64	64	55	50	68	54	47	56	63	53	56	54

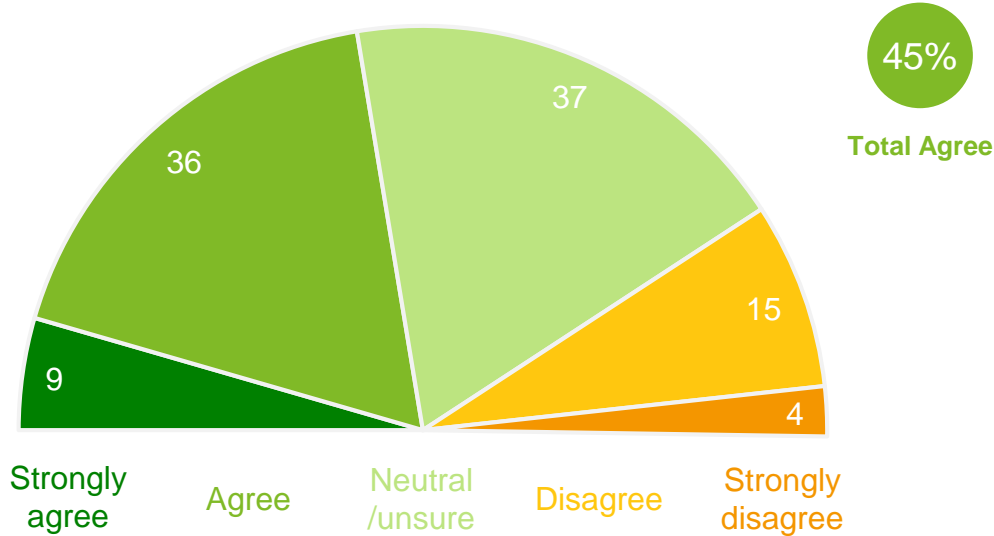
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 800).

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

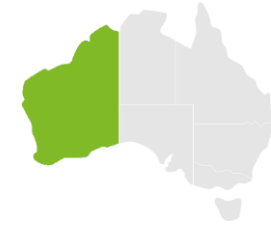
Level of agreement

% of respondents



MARKYT Industry Standards

% agree



Town of Bassendean	45
Industry High	45
Industry Average	27

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Ashfield	Bassendean	Eden Hill
45	45	42	44	45	43	49	52	49	39	51	43	41	51	49	39	44	52

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

Base: All respondents, excludes 'no response' (n = 800).



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