



MARKYT Community Scorecard ©

Prepared for: Shire of Merredin

Prepared by: Catalyse Pty Ltd

September 2017

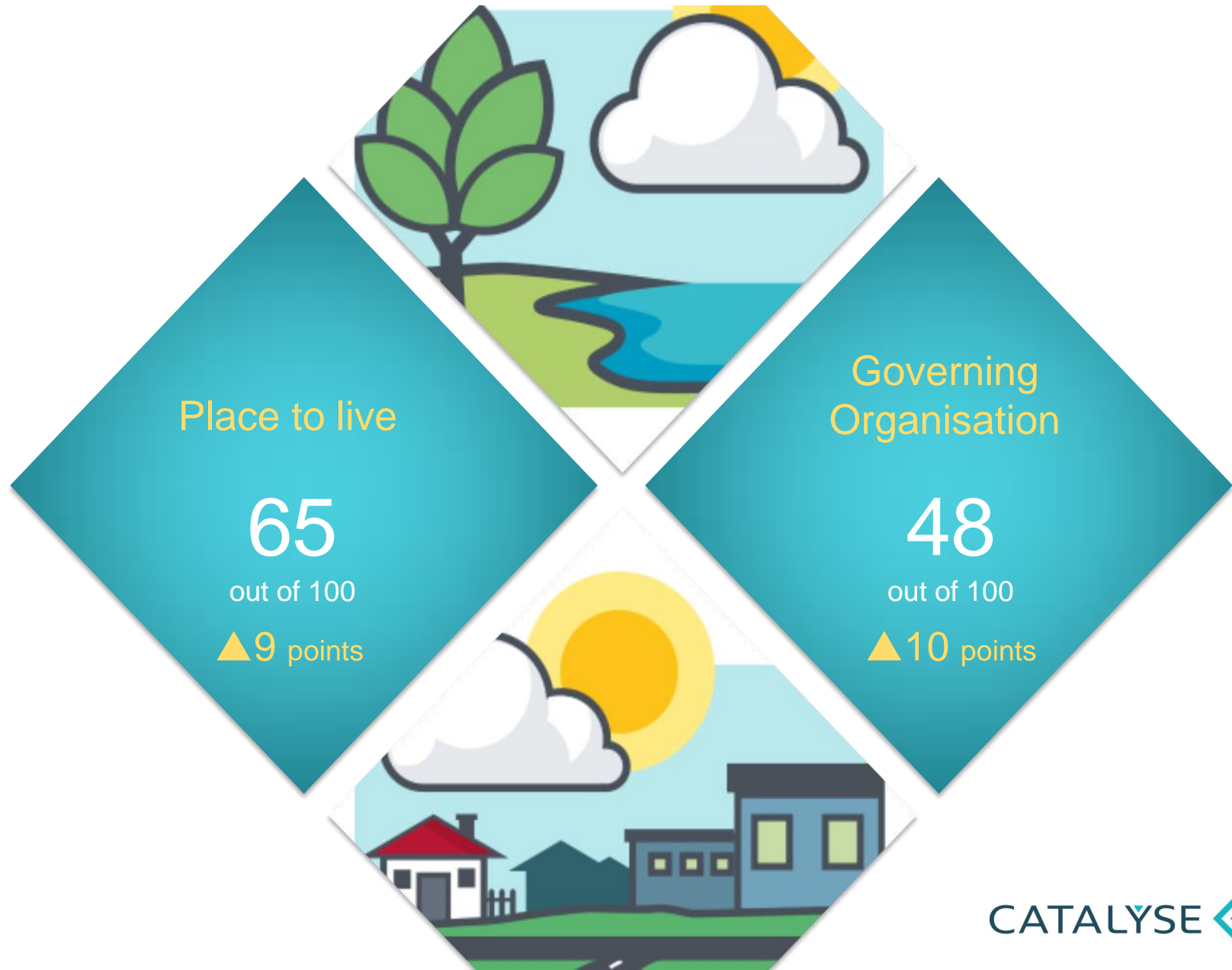
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CATALYSE 

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Strategic Insights



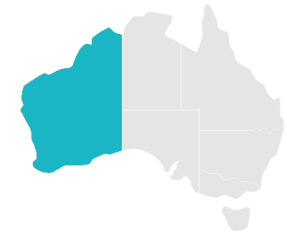
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Shire of Merredin as a 'place to live' and as a 'governing organisation'. The Shire of Merredin's overall performance index score is 57 out of 100, 10 index points below the industry standard for Western Australia.

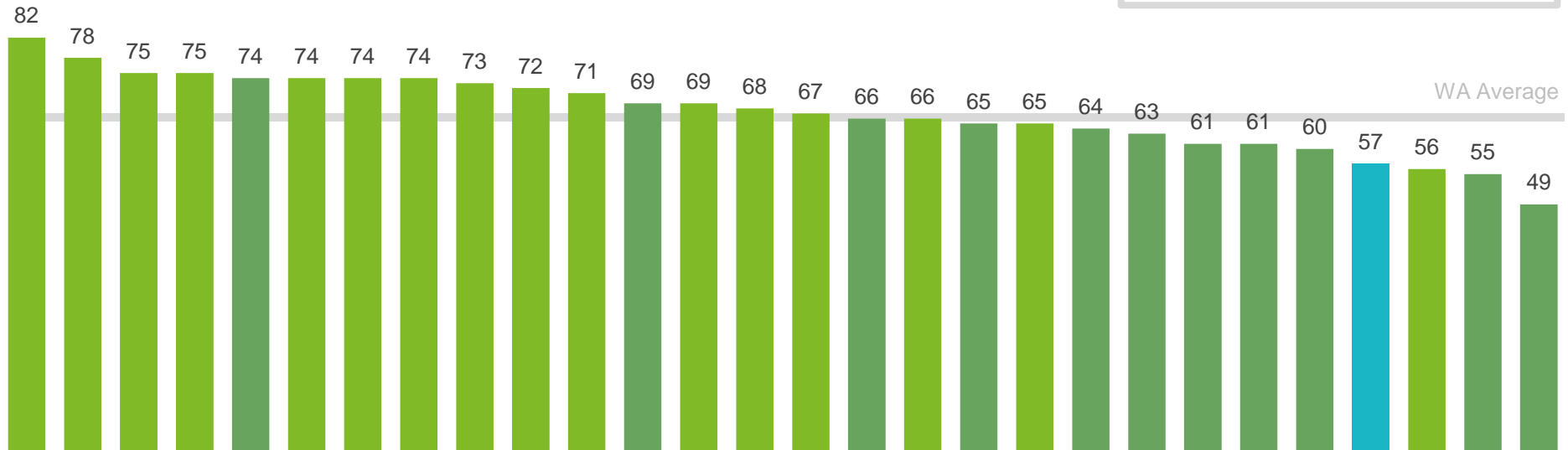
Overall Performance Index Score

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

- Shire of Merredin
- Metropolitan Council's
- Regional Council's



Shire of Merredin	57
Industry High	82
Industry Standard	67



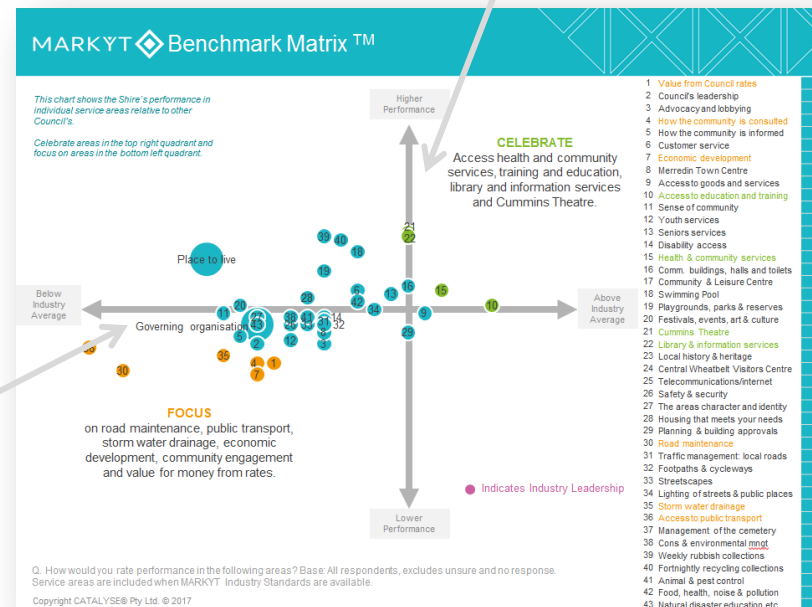
How to read the MARKYT Benchmark Matrix TM

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

There are two dimensions. The vertical axis maps community perceptions of performance for individual measures relative to the average score for all measures. The horizontal axis maps performance relative to the MARKYT Industry Standards.

Council's aim to be on the right side of this line, with performance ABOVE the MARKYT Industry Standard.

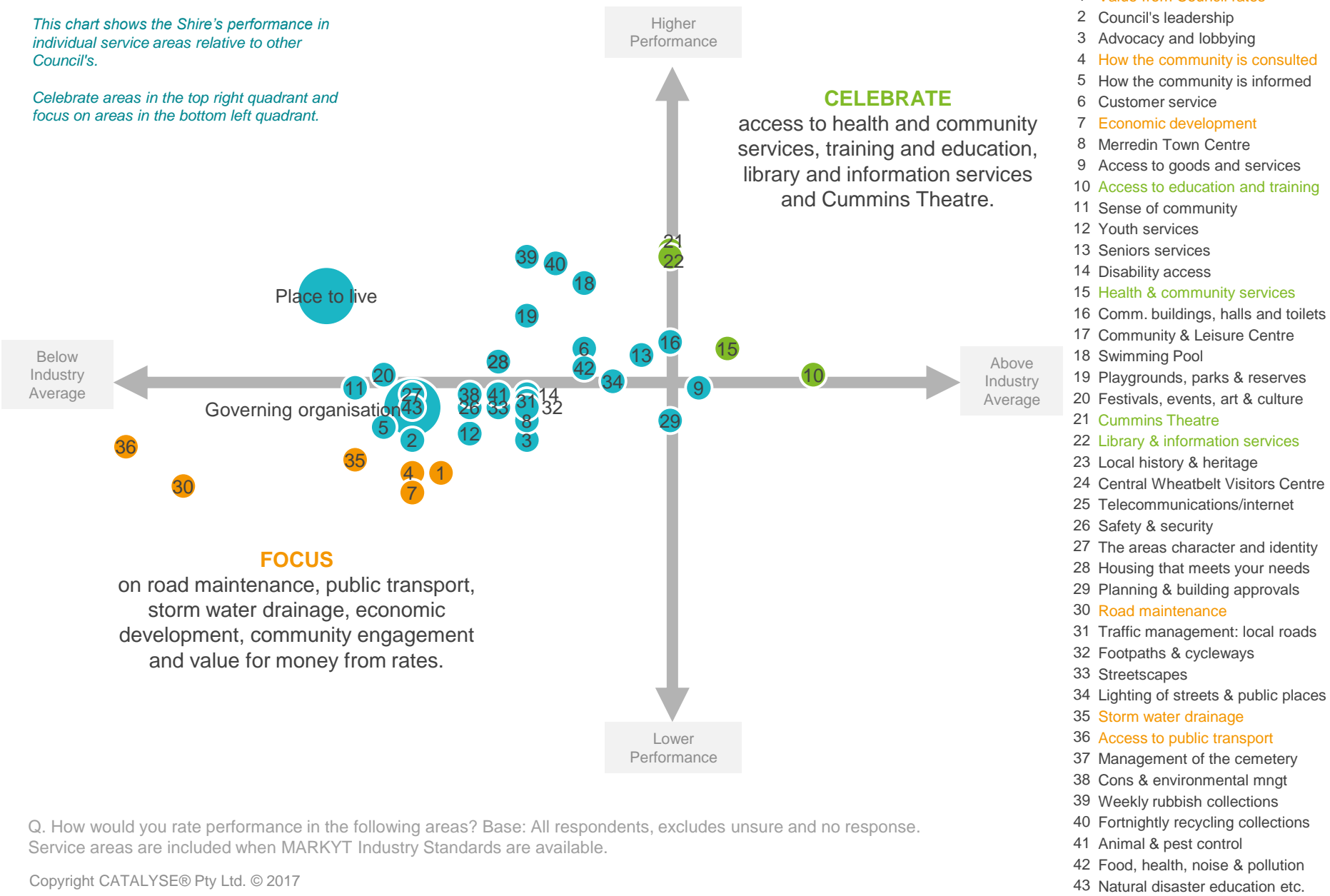
This line represents Council's average performance for all individual measure. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.



MARKYT Benchmark Matrix™

This chart shows the Shire's performance in individual service areas relative to other Council's.

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



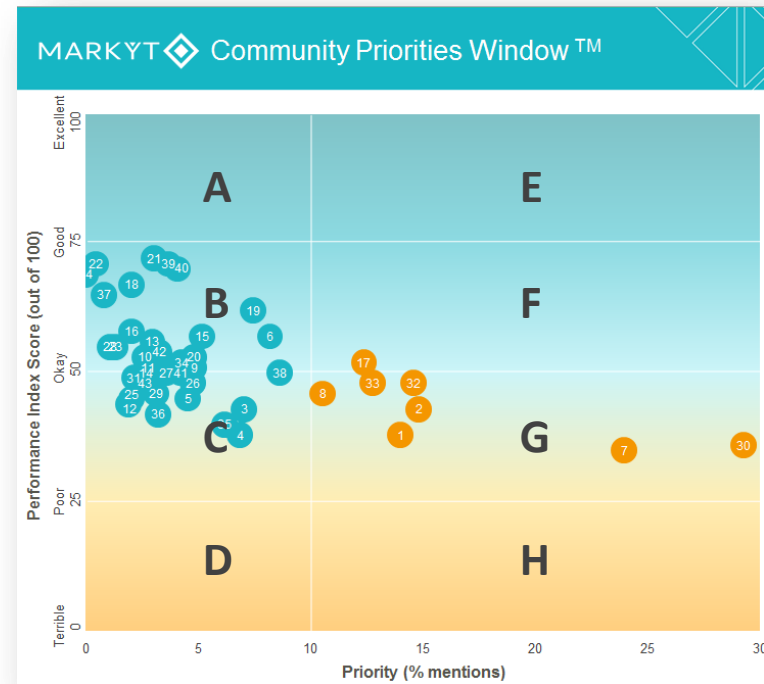
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response.
Service areas are included when MARKYT Industry Standards are available.

In the Shire of Merredin's Community Priorities Window, detailed overleaf, many services are located in Windows B. They are higher performing areas, receiving average ratings between okay and good.

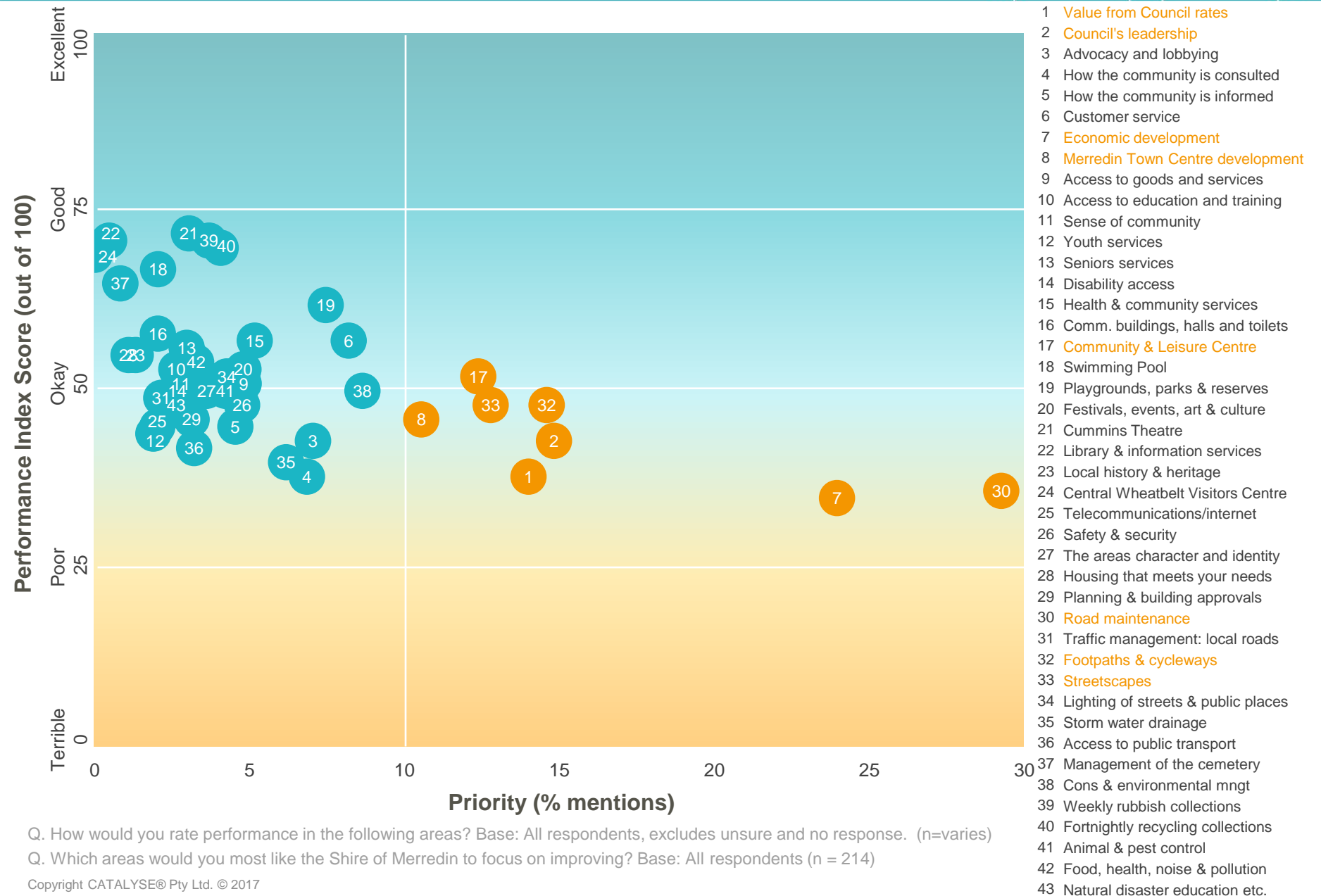
Relative strengths include Cummins Theatre, library, visitor centre, cemetery and waste and recycling services.

Moving forward, the community would like Council to prioritise roads, economic development, the development of Merredin Town Centre, footpaths and cycleways, streetscapes, the Community and Leisure Centre, Council's leadership and value for money from rates (windows F + G).

Other areas to address include how the community is consulted about local issues, advocacy and lobbying, storm water drainage and other areas in Window C (where average performance ratings are below okay).



MARKYT Community Priorities Window™



The Study

The Study

In August, the Shire of Merredin administered a MARKYT® Community Scorecard to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

Printed scorecards were distributed to all listed residential properties and PO Boxes using Australia Post unaddressed mail services (n=1,681).

234 residents submitted a response reducing the sampling error to $\pm 5.95\%$ at the 95% confidence interval.

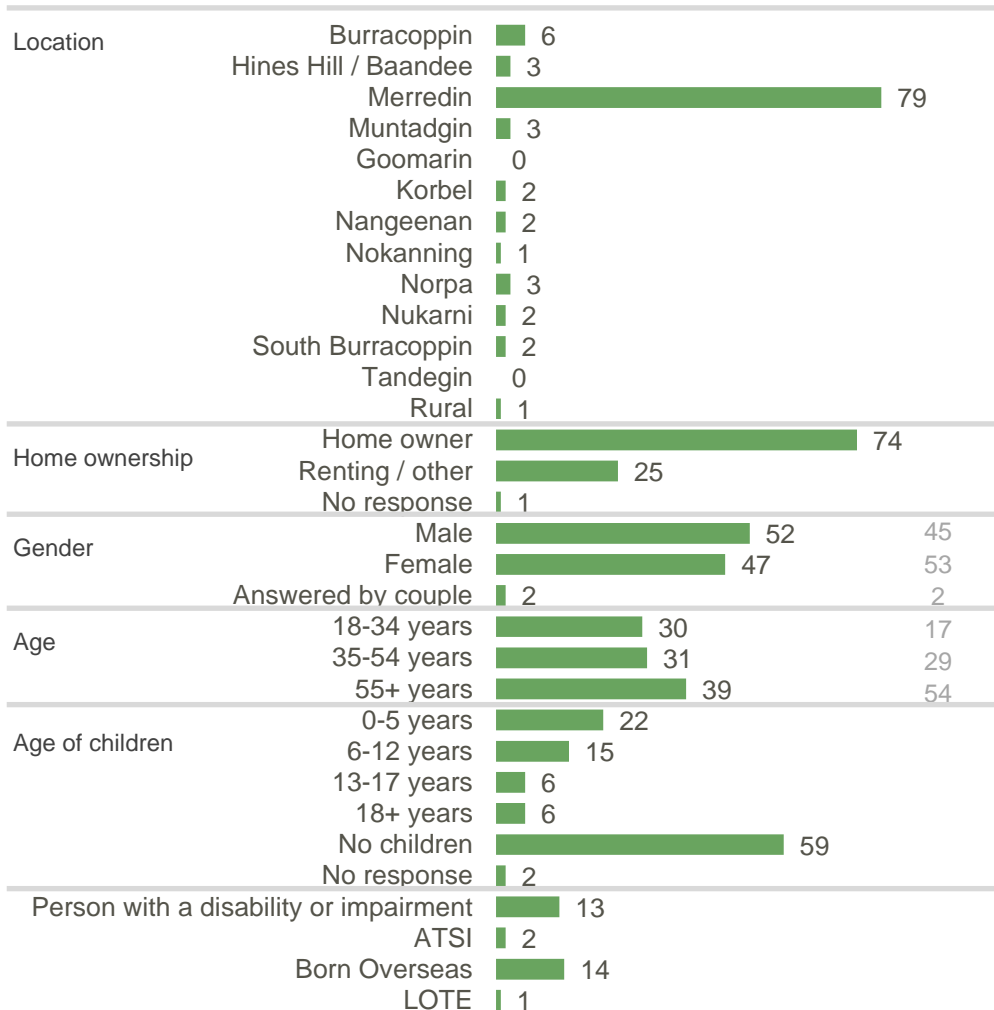
20 respondents indicated they were associated with the Shire of Merredin (i.e. they were a Shire employee or Councillor or live with someone who is). Results from this cohort have been reported separately as their views varied significantly to the general community.

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

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

% of respondents (weighted)

Unweighted



ATSI = Aboriginal and Torres Strait Islander

LOTE = Mainly speak a language other than English

CATALYSE has conducted Community Perceptions Surveys and Community and Wellbeing Scorecards for close to 50 councils across WA. When three or more councils have asked a comparable question, we publish the high score to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from **WA councils** that have completed an accredited study with CATALYSE **within the past two years**. Participating councils are listed below.

Metropolitan



Regional



How to read this report

Trend analysis shows how performance varies over time.

Please note: 2015 performance results are based on an 11 point satisfaction scale. 2017 results use a MARKYT accredited 5 point performance scale. This is a best practice approach that enables comparison with other Council's. Scores and over time.

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

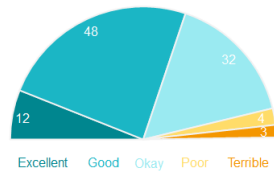
The chart shows community perceptions of performance on a five point scale from excellent to terrible.

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

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

The Shire of Merredin as a place to live

Performance ratings % of respondents



Trend Analysis Performance Index Score



MARKYT Industry Standards Performance Index Score



Shire of Merredin	65
Industry High	90
Industry Standard	77

Variances across the community Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
65	65	64	62	69	66	64	60	62	64	69	61	60	65	64

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 212).

CATALYSE 21

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

The table highlights variances in different population groups that are 5 points above (+) or below (-) the Council's overall Performance Index Score for that measure.

MARKYT Industry Standards show how Council is performing compared to other Council's across Western Australia.

Council Score is the Council's performance index score.

Industry High is the highest score achieved by Council's in WA that have completed a comparable study with CATALYSE over the past two years.

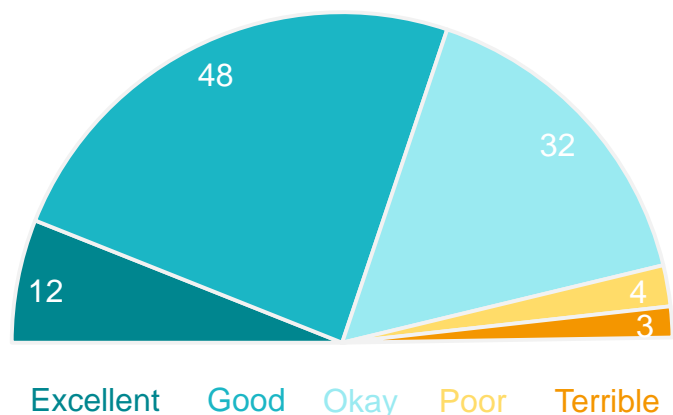
Industry Standard is the average score among WA Council's that have completed a comparable study with CATALYSE over the past two years.

Overall Performance

The Shire of Merredin as a place to live

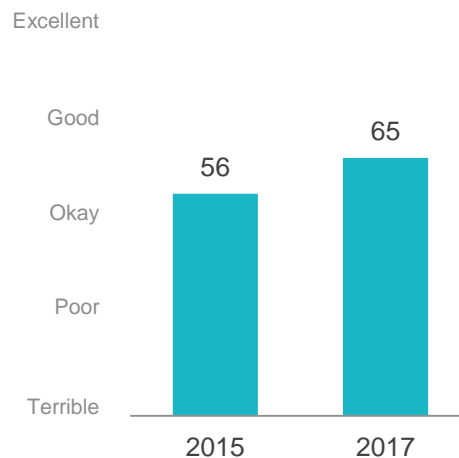
Performance ratings

% of respondents



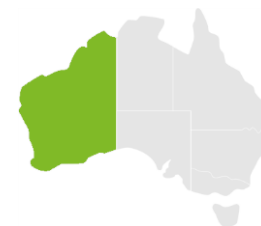
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	65
Industry High	90
Industry Standard	77

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
65	65	64	62	69	66	64	60	62	64	69	61	60	65	64

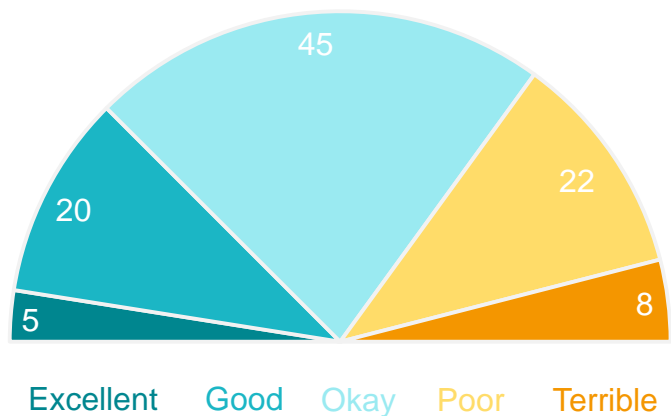
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 212).

The Shire of Merredin as the governing organisation

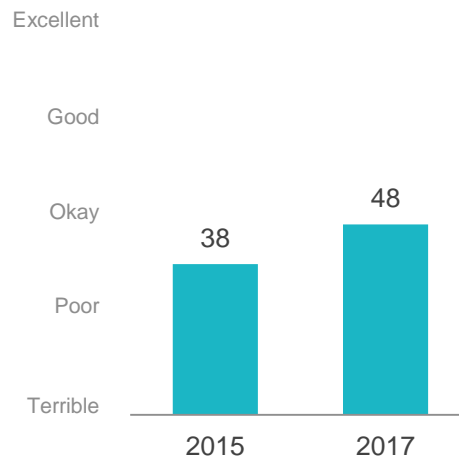
Performance ratings

% of respondents



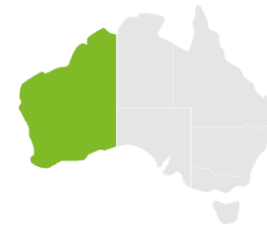
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	48
Industry High	74
Industry Standard	57

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
48	47	51	46	49	49	46	42	50	46	47	42	45	48	51

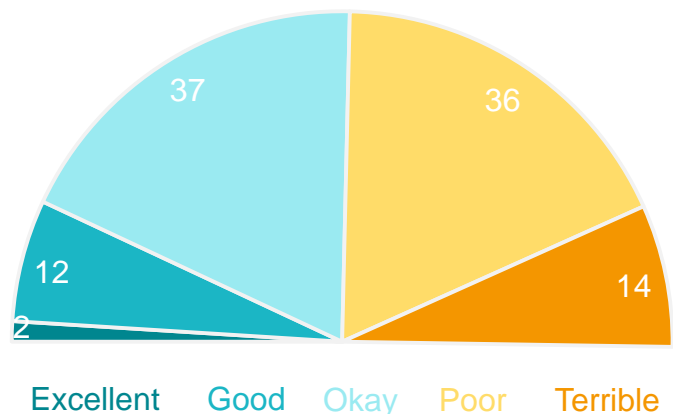
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 208).

Value for money from Council rates

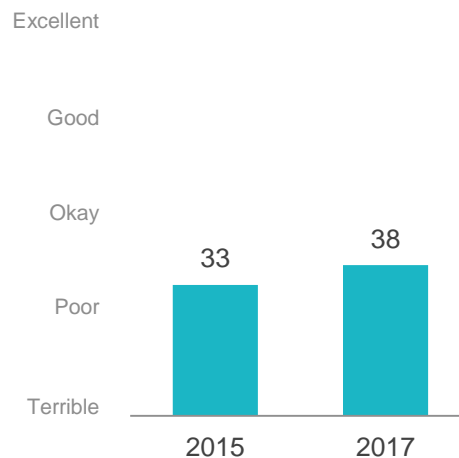
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	38
Industry High	65
Industry Standard	46

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
38	37	41	34	41	40	35	26	34	34	43	36	34	39	41

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

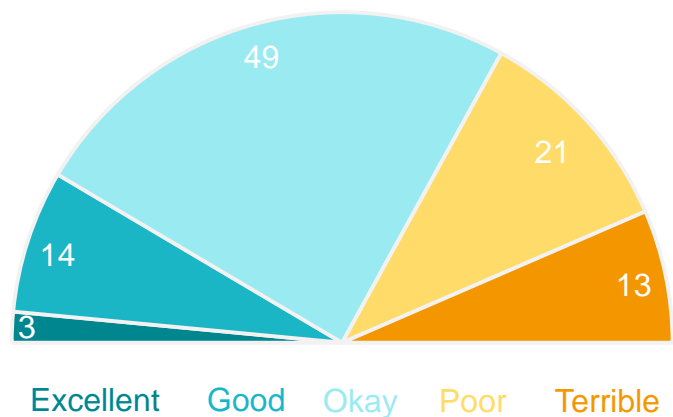
Base: All respondents, excludes 'unsure' and 'no response' (n = 186).

Governance and Communications

Council's leadership

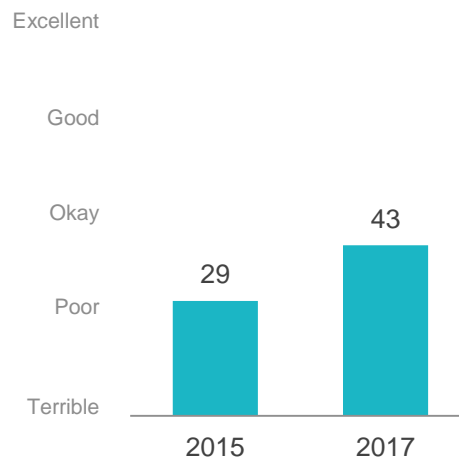
Performance ratings

% of respondents



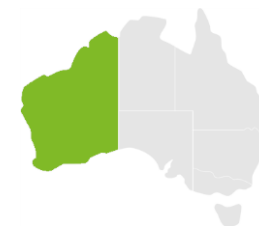
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	43
Industry High	74
Industry Standard	52

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
43	43	45	44	42	44	40	39	44	41	44	39	39	43	45

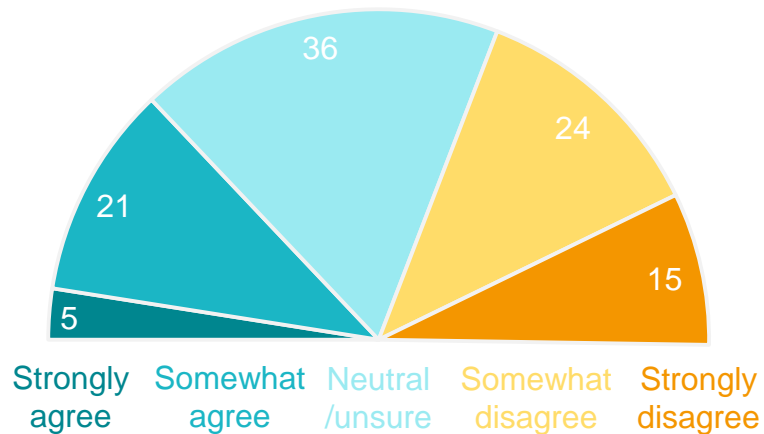
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 190).

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

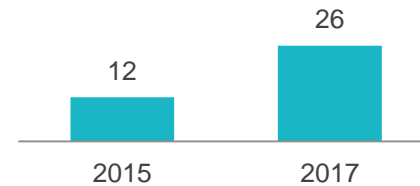
Level of agreement

% of respondents



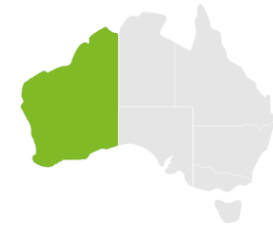
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Merredin	26
Industry High	70
Industry Standard	41

Variances across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
26	29	18	20	32	29	28	6	17	25	35	16	23	26	18

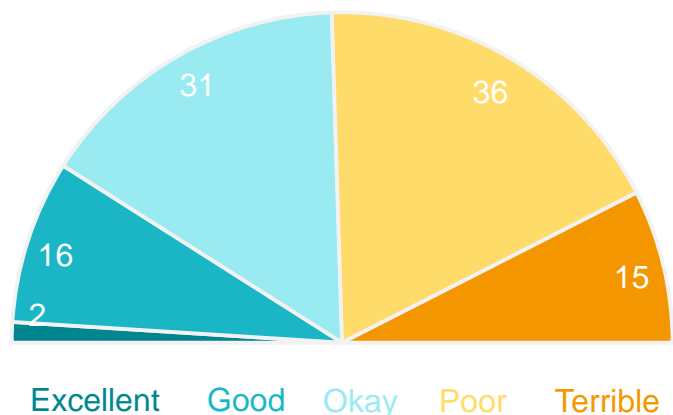
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 212).

How the community is consulted about local issues

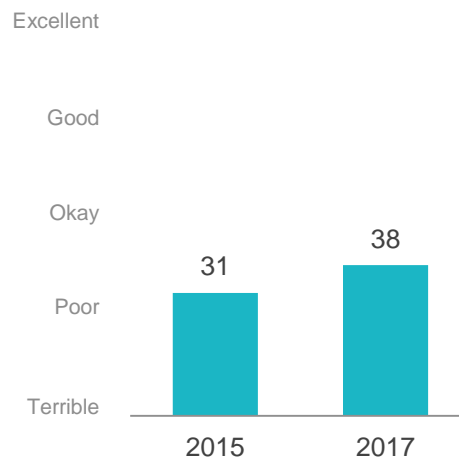
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	38
Industry High	64
Industry Standard	47

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
38	38	39	35	42	39	37	30	38	36	39	35	33	38	39

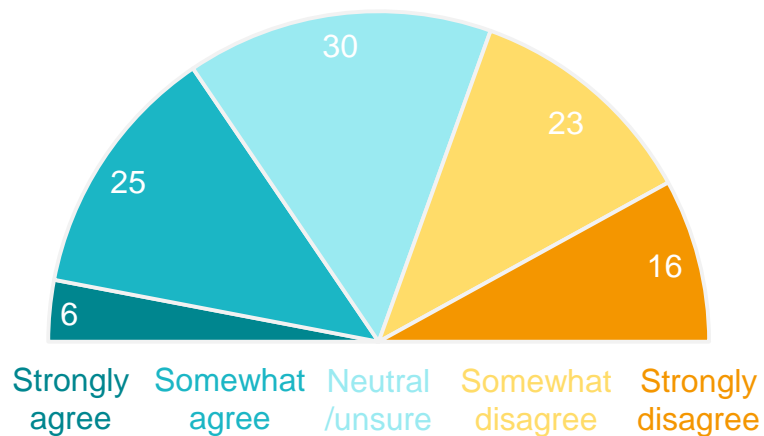
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 200).

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

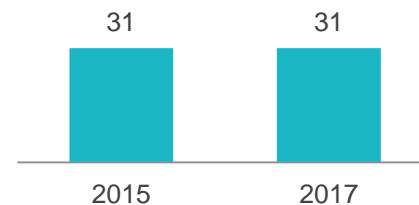
Level of agreement

% of respondents



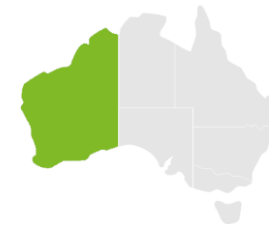
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Merredin	31
Industry High	60
Industry Standard	39

Variances across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
31	31	28	29	31	35	24	14	35	25	31	15	29	31	28

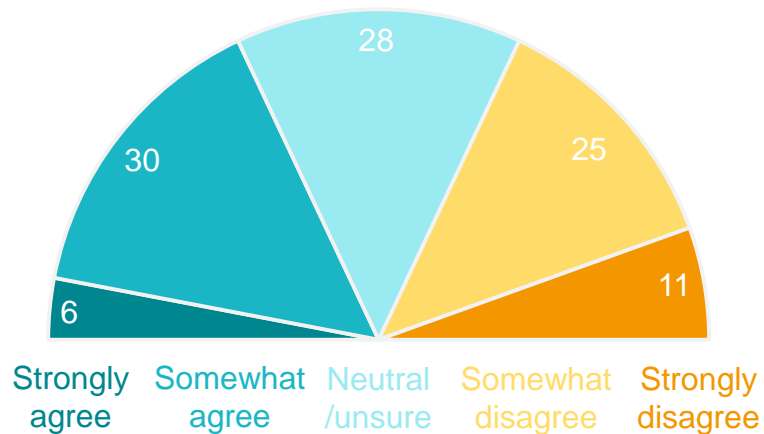
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 212).

Staff have a good understanding of community needs

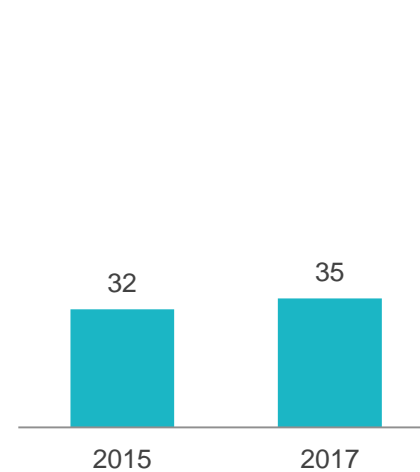
Level of agreement

% of respondents



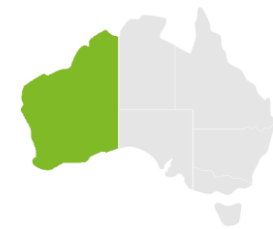
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Merredin	35
Industry High	62
Industry Standard	42

Variances across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
35	33	43	33	37	41	31	12	43	27	35	30	28	38	43

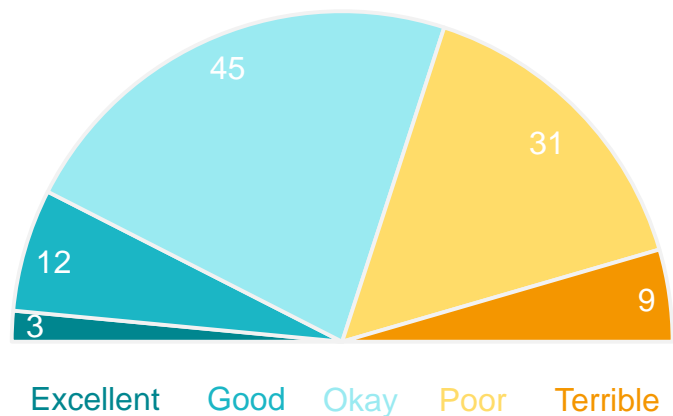
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 211).

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

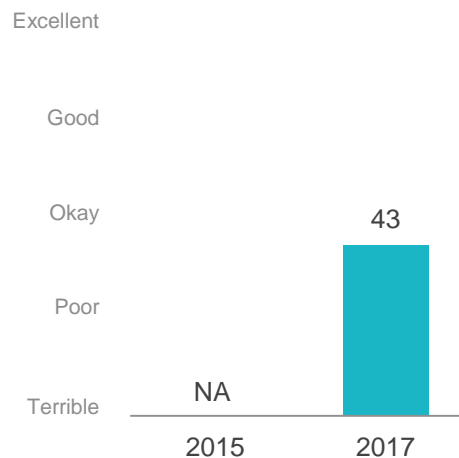
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	43
Industry High	57
Industry Standard	48

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
43	43	40	43	40	43	42	36	47	36	43	38	33	42	40

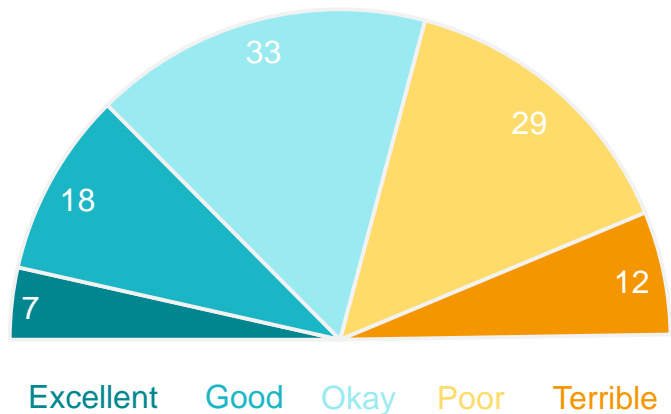
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 185).

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

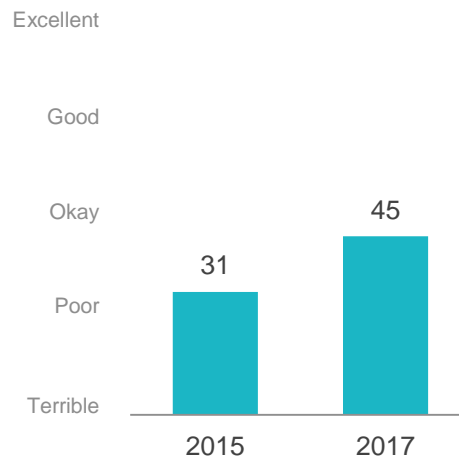
Performance ratings

% of respondents



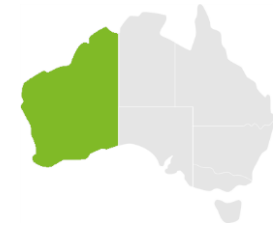
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	45
Industry High	64
Industry Standard	55

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
45	43	49	40	49	45	46	41	45	43	46	41	39	45	49

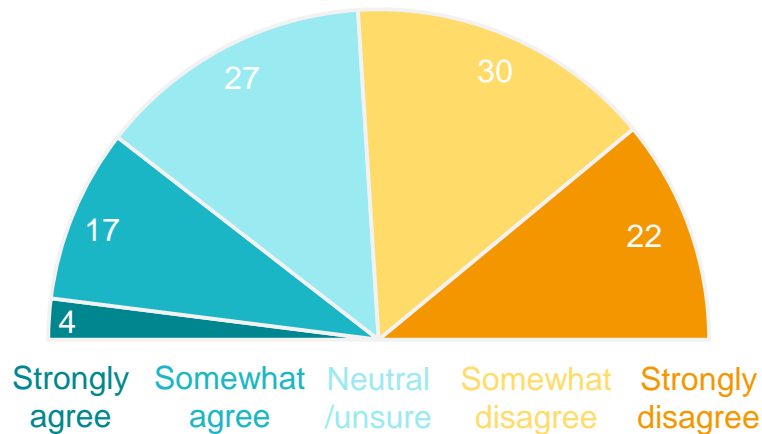
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 202).

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

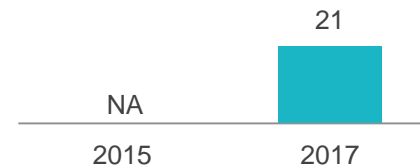
Level of agreement

% of respondents



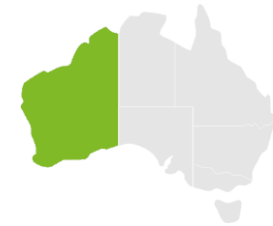
Trend Analysis

% agree



MARKYT Industry Standards

% agree



Shire of Merredin	21
Industry High	62
Industry Standard	33

Variances across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
21	23	15	16	26	23	21	8	26	12	24	19	15	22	15

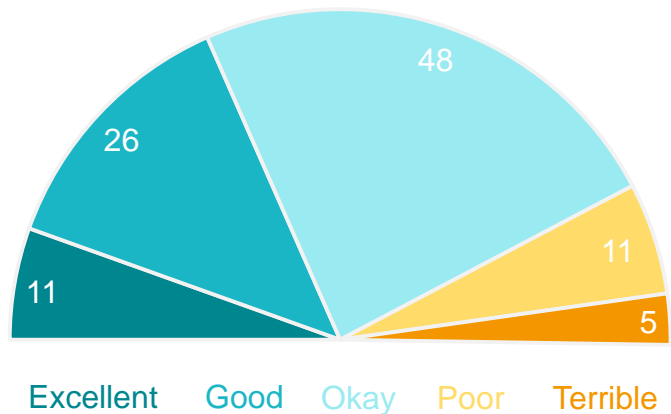
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 211).

Customer service

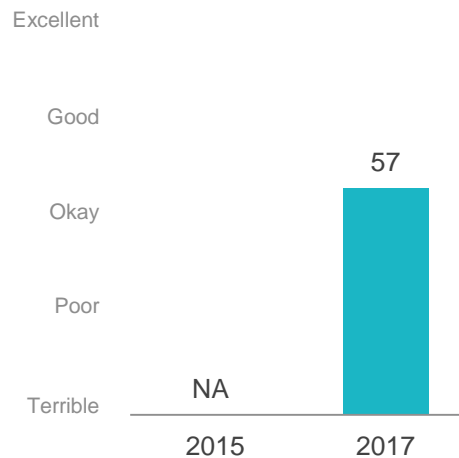
Performance ratings

% of respondents



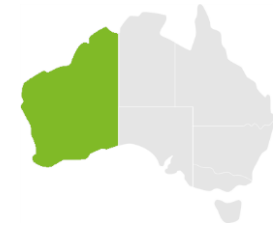
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	57
Industry High	68
Industry Standard	60

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
57	56	60	54	59	57	58	51	60	54	57	53	59	58	60

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

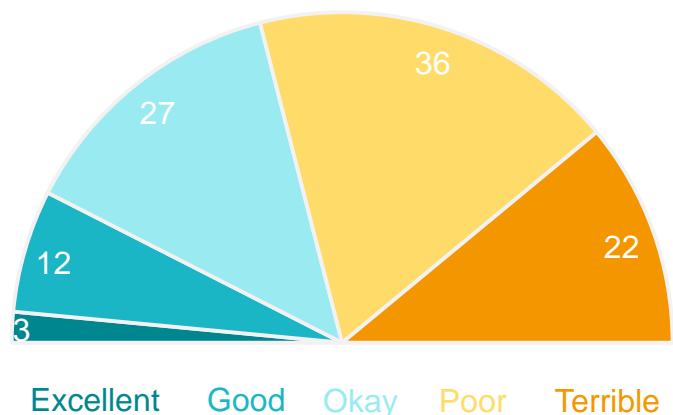
Base: All respondents, excludes 'unsure' and 'no response' (n = 204).

Economic Development

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

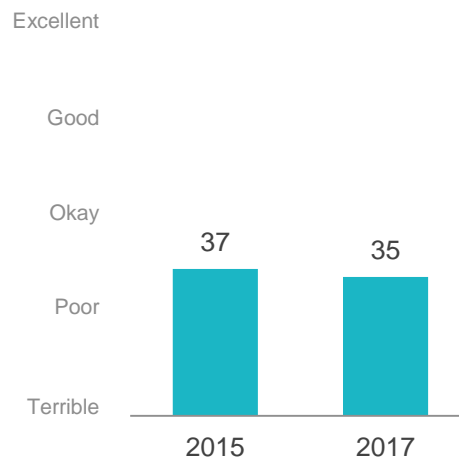
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	35
Industry High	59
Industry Standard	44

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
35	35	34	33	36	35	35	26	35	35	34	32	27	35	34

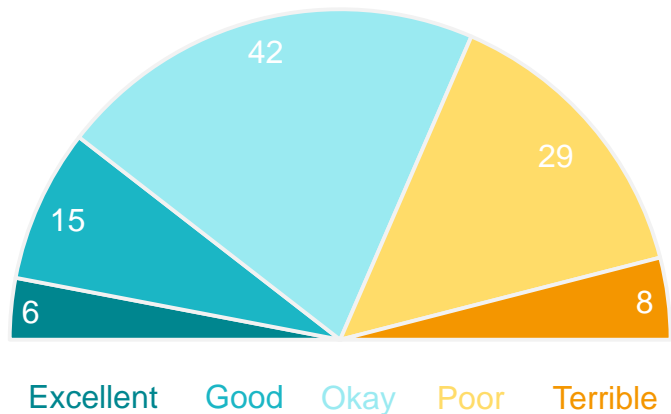
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 196).

How Merredin Town Centre is being developed

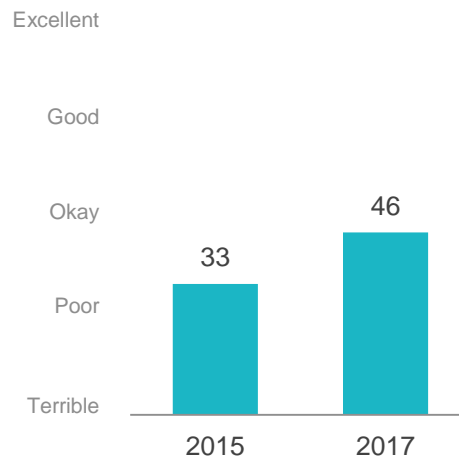
Performance ratings

% of respondents



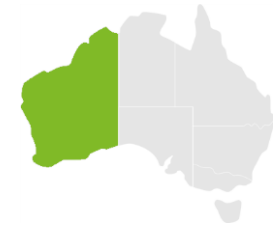
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	46
Industry High	65
Industry Standard	51

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
46	45	46	42	49	46	44	44	48	42	46	43	44	46	46

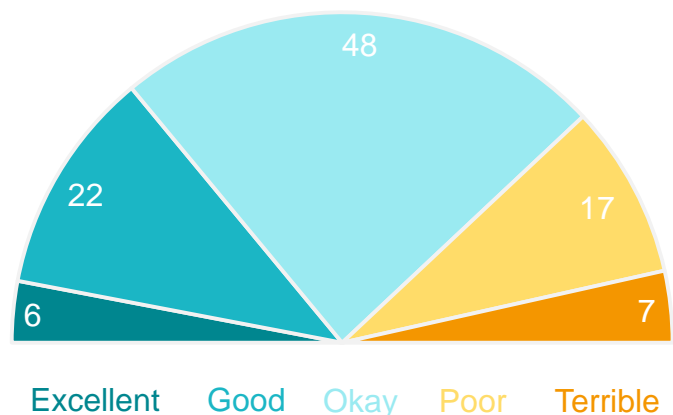
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 204).

Access to goods and services in the local area

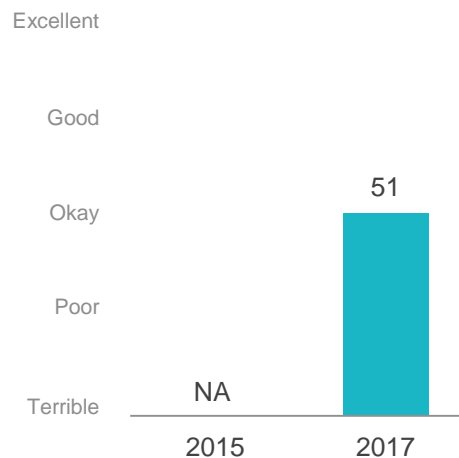
Performance ratings

% of respondents



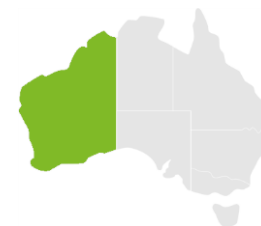
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	51
Industry High	61
Industry Standard	50

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
51	50	53	49	52	52	49	44	51	49	51	49	47	51	53

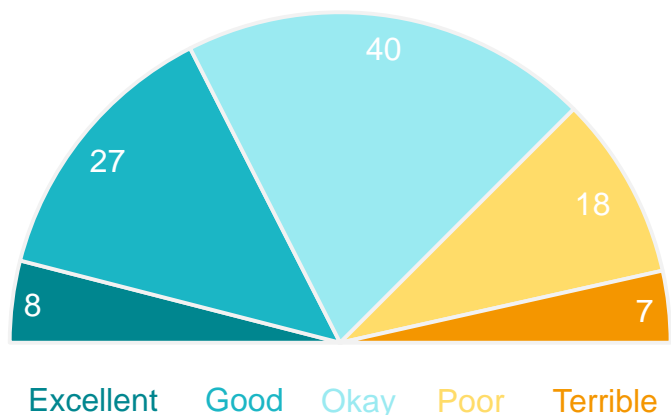
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 209).

Access to education and training opportunities

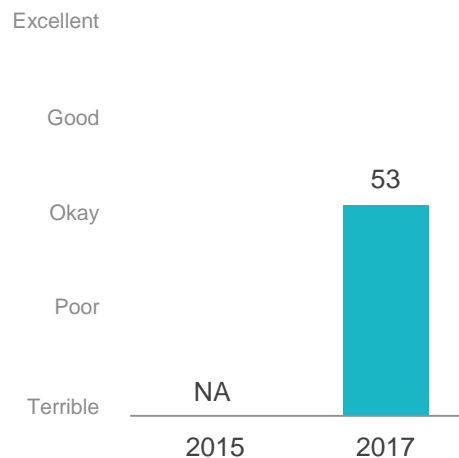
Performance ratings

% of respondents



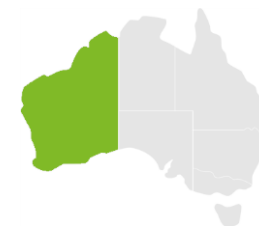
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	53
Industry High	63
Industry Standard	48

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
53	52	56	50	56	55	50	44	53	50	56	52	51	52	56

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

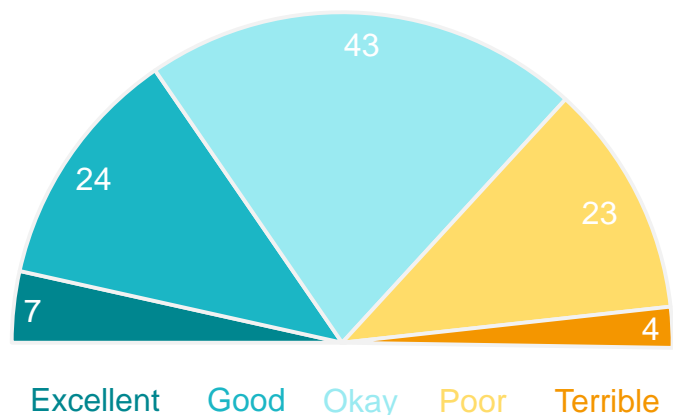
Base: All respondents, excludes 'unsure' and 'no response' (n = 198).

Community Development

Sense of community in your local area

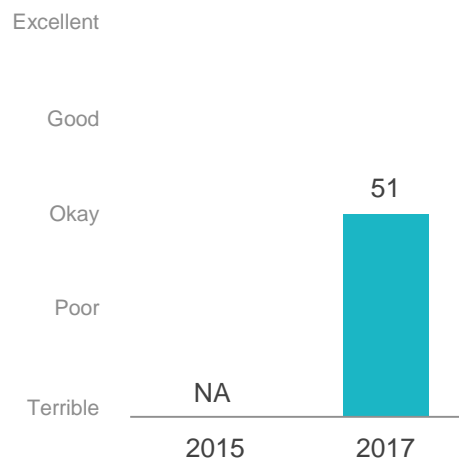
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	51
Industry High	68
Industry Standard	62

Variances across the community

Performance Index Score

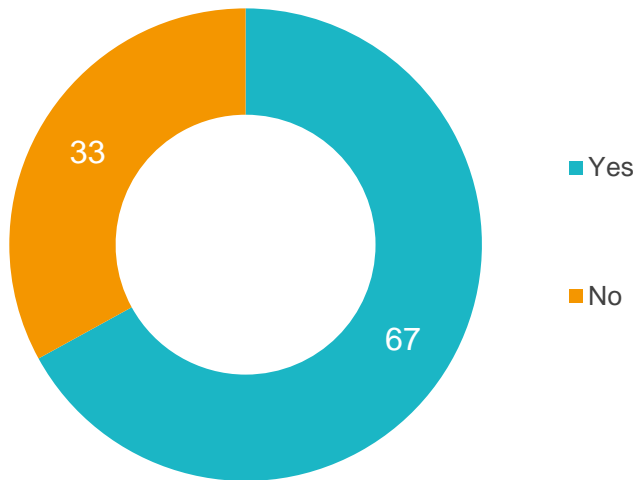
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
51	49	56	47	55	53	50	44	56	46	52	53	52	52	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 209).

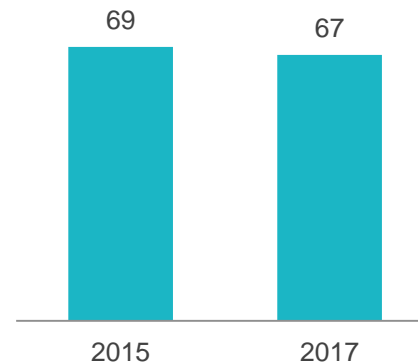
Volunteering

Volunteered in past 12 months % of respondents



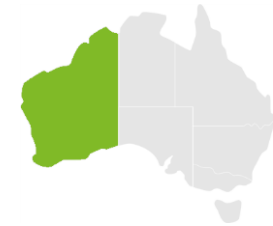
Trend Analysis

% volunteered



MARKYT Industry Standards

% volunteered



Shire of Merredin	67
Industry High	80
Industry Standard	52

Variances across the community

% volunteered

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
67	66	70	61	73	57	86	63	81	70	53	45	47	63	77

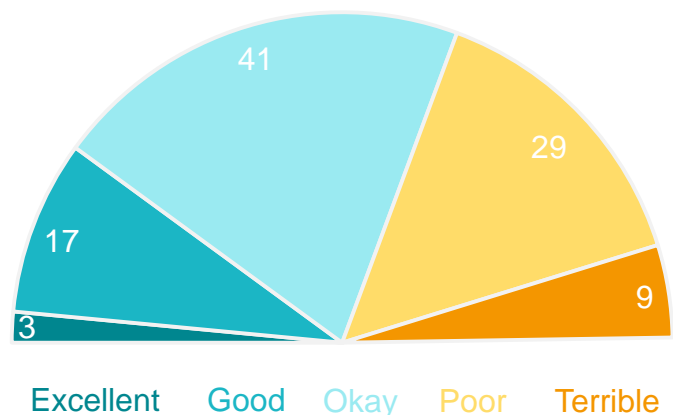
Q. Over the past 12 months, have you done any unpaid voluntary work? For example, welfare work, being on committees, coaching a sporting team, canteen duties, school P&C activities, etc.

Base: All respondents, excludes 'no response' (n = 202)

Services, facilities and events for youth

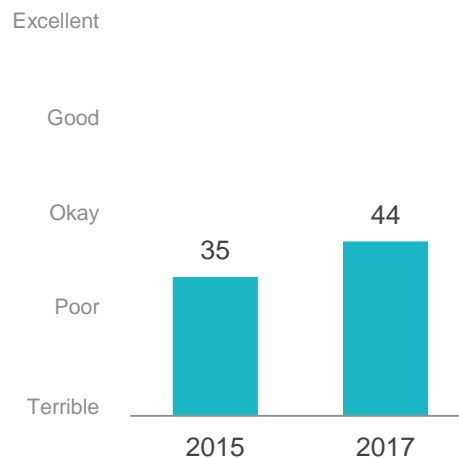
Performance ratings

% of respondents



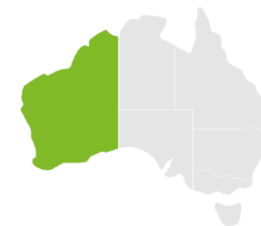
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	44
Industry High	69
Industry Standard	51

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
44	43	44	42	46	43	45	37	44	40	46	37	36	43	44

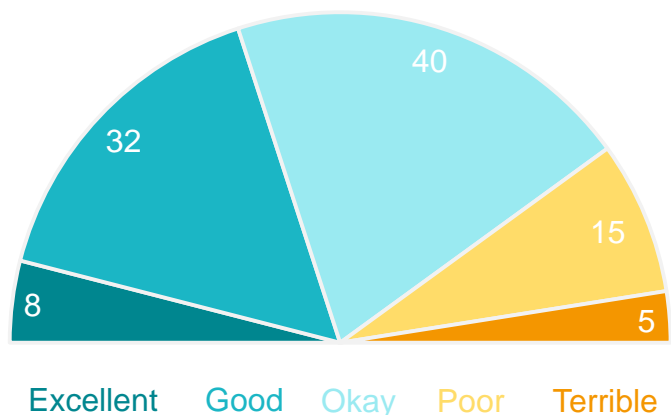
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 190).

Services, facilities and events for seniors

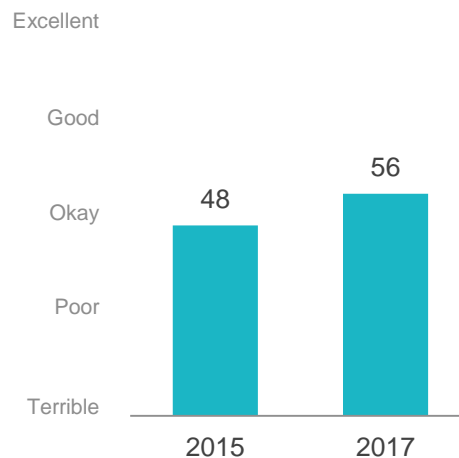
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	56
Industry High	74
Industry Standard	57

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
56	54	61	55	56	60	49	45	63	47	56	47	47	57	61

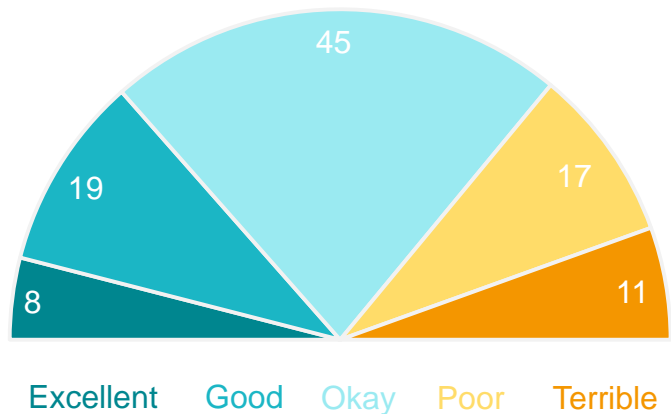
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 177).

Access to services and facilities for people with a disability

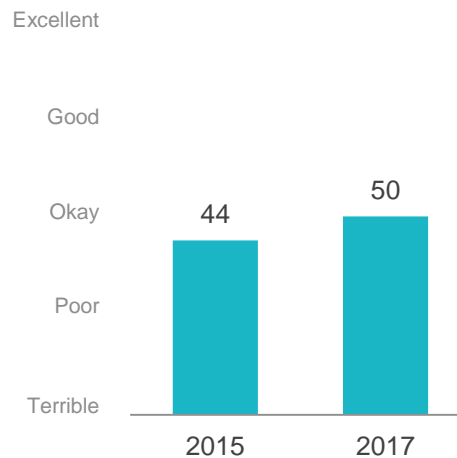
Performance ratings

% of respondents



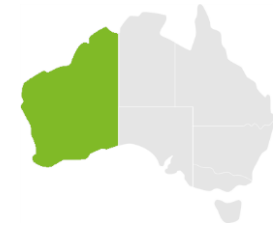
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	50
Industry High	69
Industry Standard	55

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
50	52	43	49	49	50	51	42	53	45	50	43	33	49	43

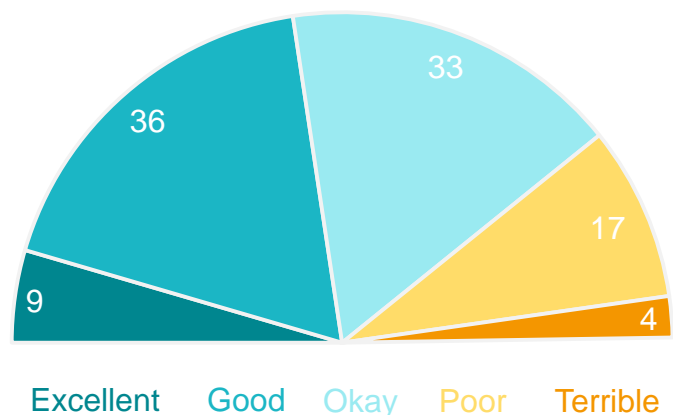
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 157).

Access to health and community services

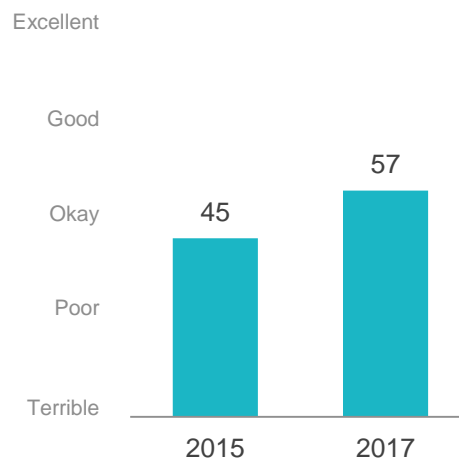
Performance ratings

% of respondents



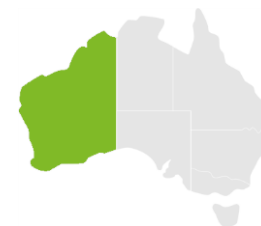
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	57
Industry High	66
Industry Standard	55

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
57	56	61	57	57	58	56	54	58	54	59	50	56	58	61

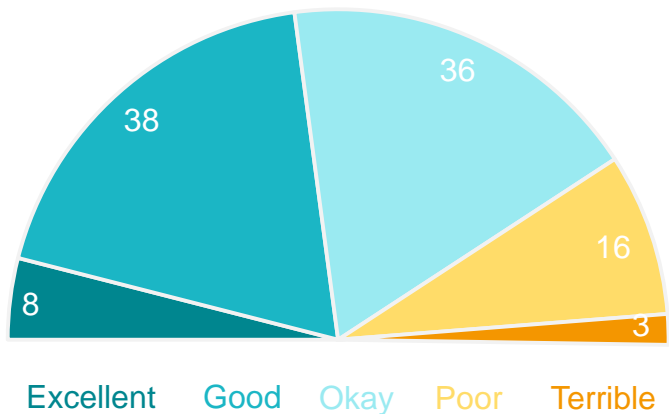
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 208).

Community buildings, halls and toilets

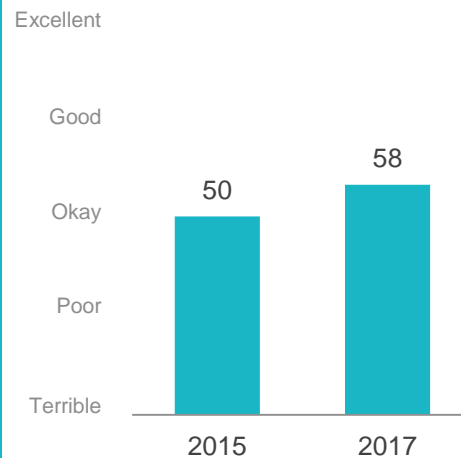
Performance ratings

% of respondents



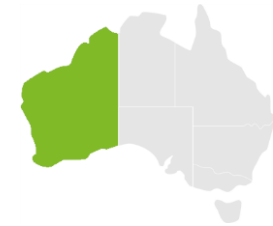
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	58
Industry High	71
Industry Standard	58

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
58	58	57	58	56	58	58	50	60	55	57	55	57	58	57

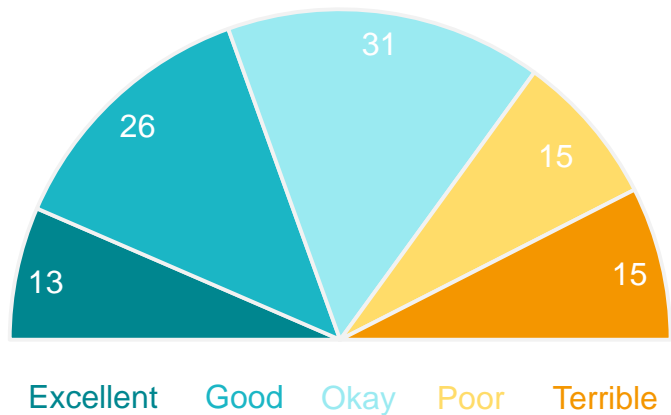
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 208).

Merredin Regional Community and Leisure Centre

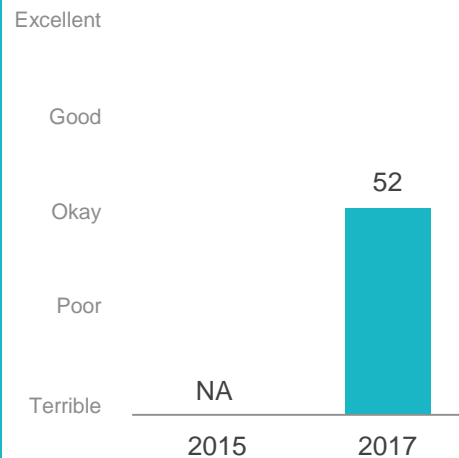
Performance ratings

% of respondents



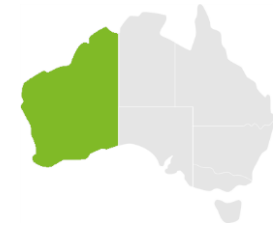
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	52
Industry High	NA
Industry Standard	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
52	51	54	49	55	53	47	53	44	51	58	54	61	52	54

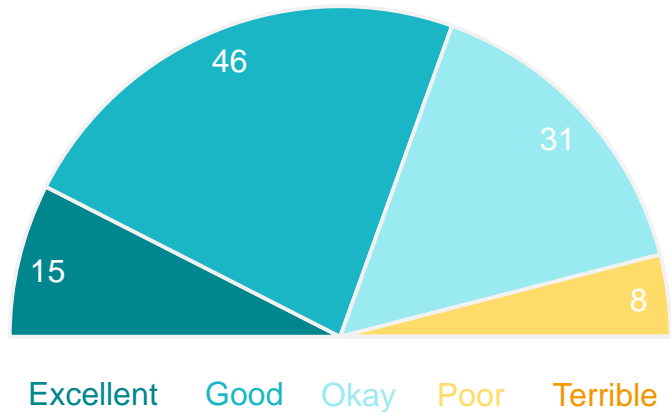
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 202).

Merredin District Olympic Swimming Pool

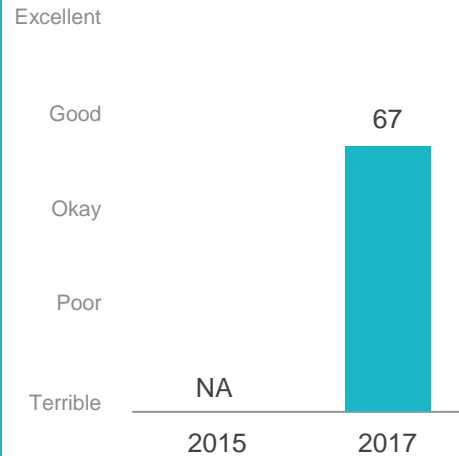
Performance ratings

% of respondents



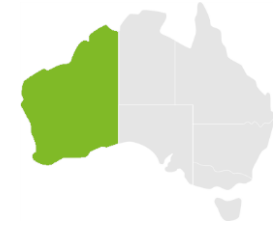
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	67
Industry High	82
Industry Standard	70

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
67	66	67	64	70	67	67	63	67	66	67	65	68	67	67

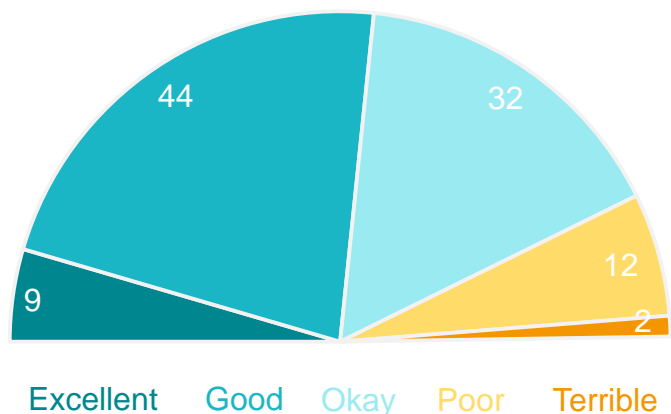
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 181).

Playgrounds, parks and reserves

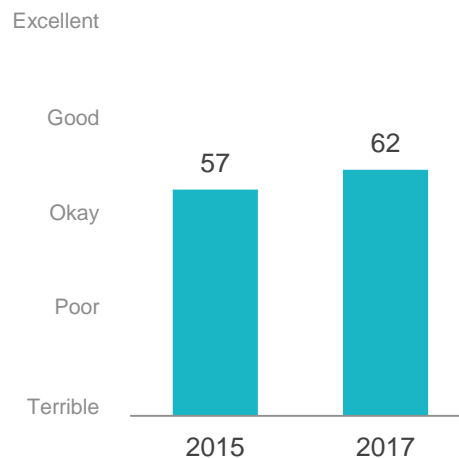
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	62
Industry High	84
Industry Standard	67

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
62	62	60	59	63	64	56	61	60	58	65	58	50	62	60

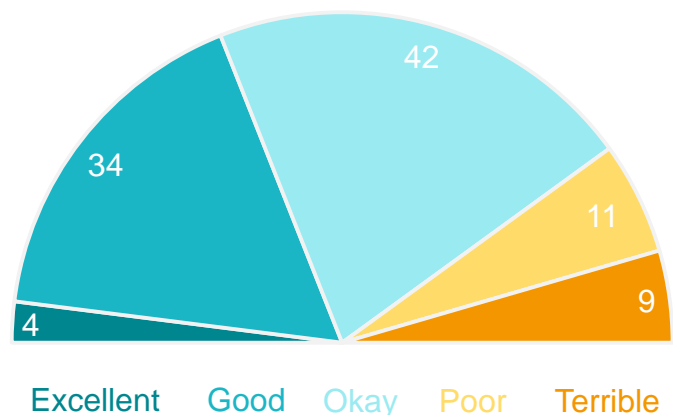
Q. How would you rate performance in the following areas?

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

Festivals, events, art and cultural activities

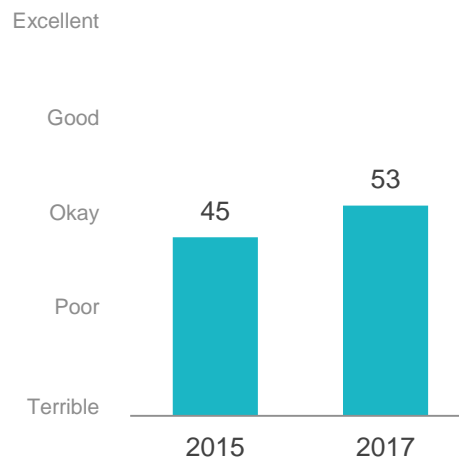
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	53
Industry High	83
Industry Standard	63

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
53	53	54	49	58	53	53	53	51	53	55	51	47	52	54

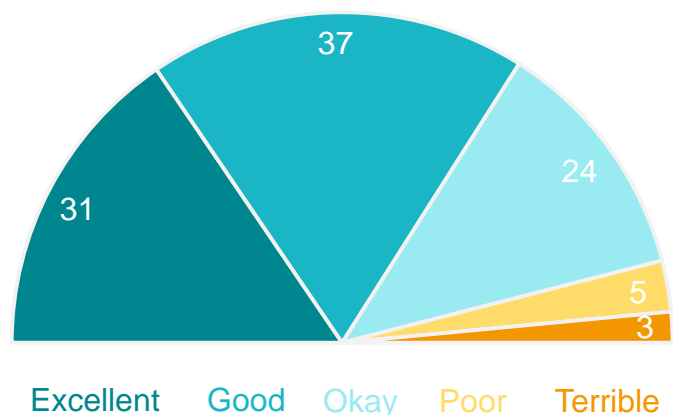
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 202).

Cummins Theatre

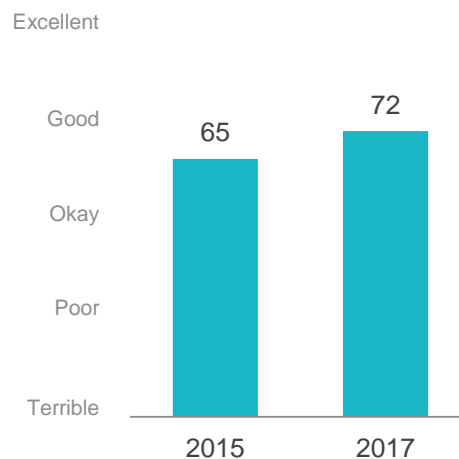
Performance ratings

% of respondents



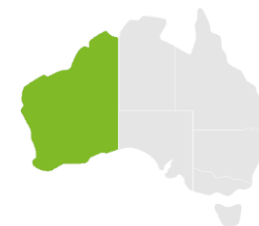
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	72
Industry High	82
Industry Standard	72

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
72	72	73	67	77	72	71	73	68	74	73	68	71	73	73

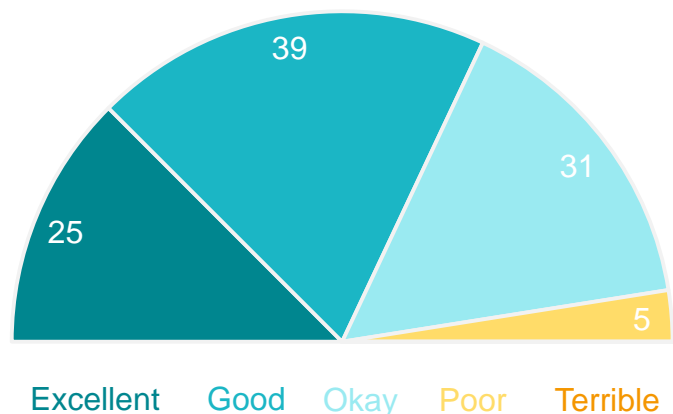
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 202).

Library and information services

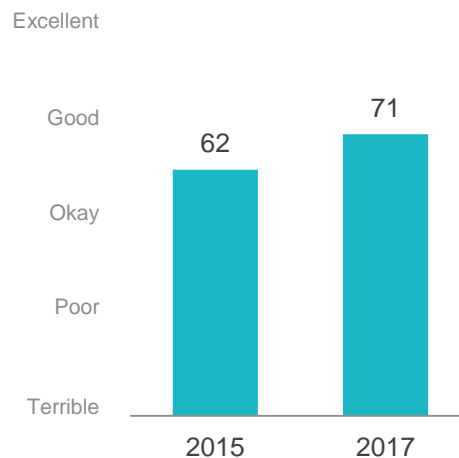
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	71
Industry High	83
Industry Standard	71

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
71	73	65	68	74	72	68	73	64	72	76	70	67	71	65

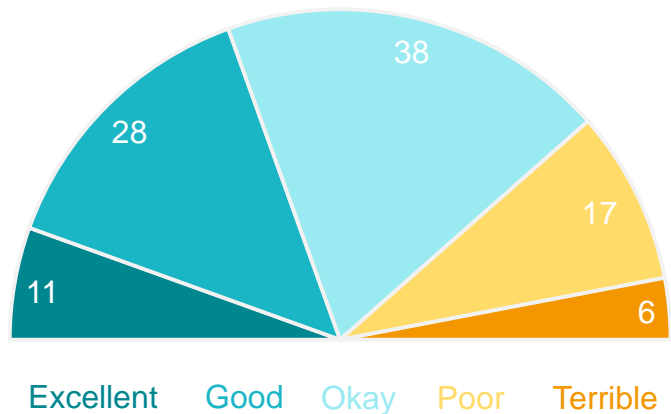
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 187).

How local history and heritage is preserved and promoted

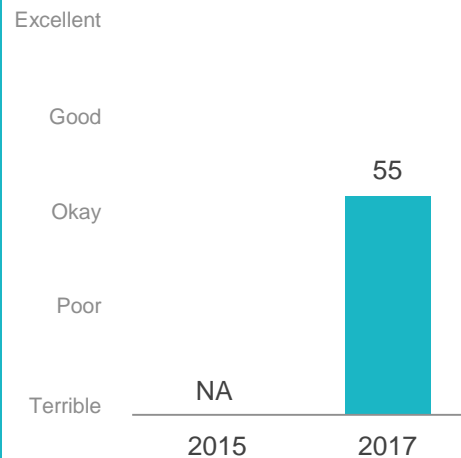
Performance ratings

% of respondents



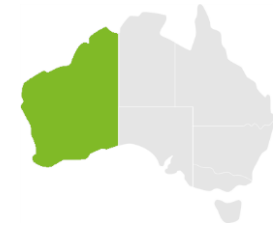
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	55
Industry High	76
Industry Standard	61

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
55	56	55	52	59	55	59	44	61	52	54	51	51	55	55

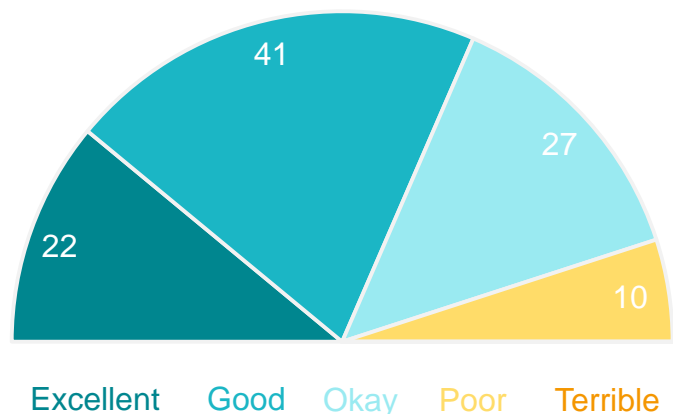
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 199).

Central Wheatbelt Visitors Centre

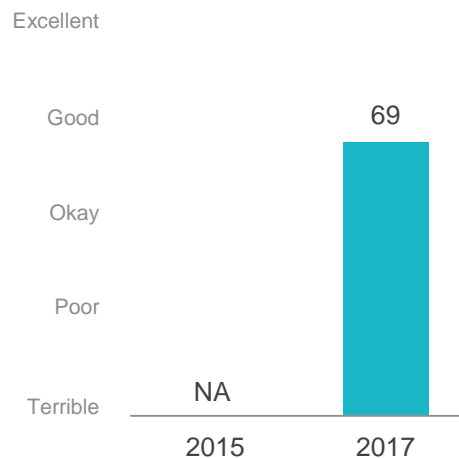
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	69
Industry High	NA
Industry Standard	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
69	69	67	65	73	69	67	70	68	66	72	62	66	69	67

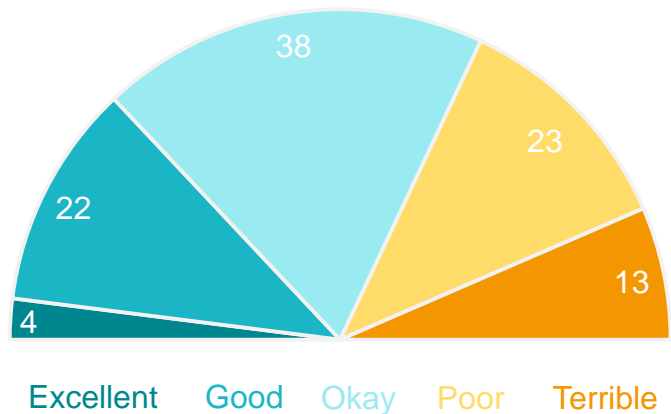
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 189).

Access to telecommunications and internet services

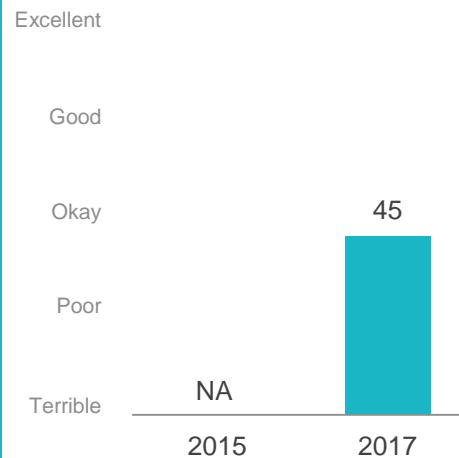
Performance ratings

% of respondents



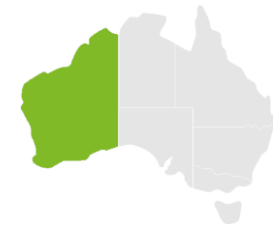
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	45
Industry High	NA
Industry Standard	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
45	46	43	41	49	50	39	30	48	38	49	39	39	49	43

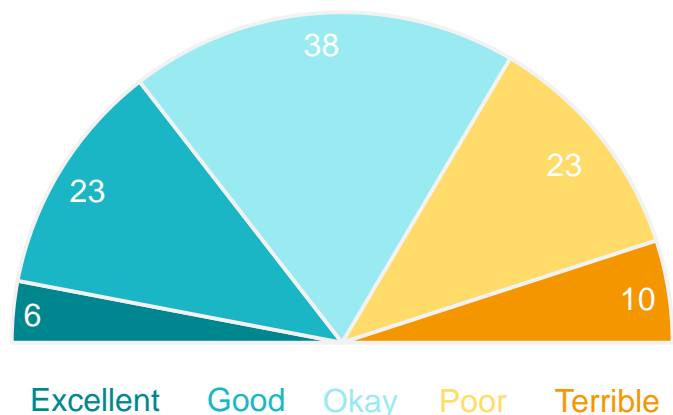
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 197).

Safety and security

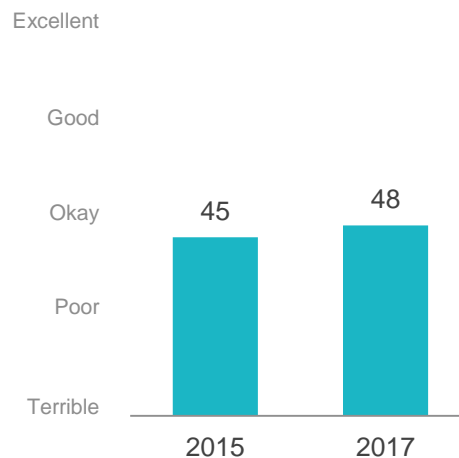
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	48
Industry High	74
Industry Standard	55

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
48	46	51	46	48	49	45	45	45	45	52	51	44	49	51

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

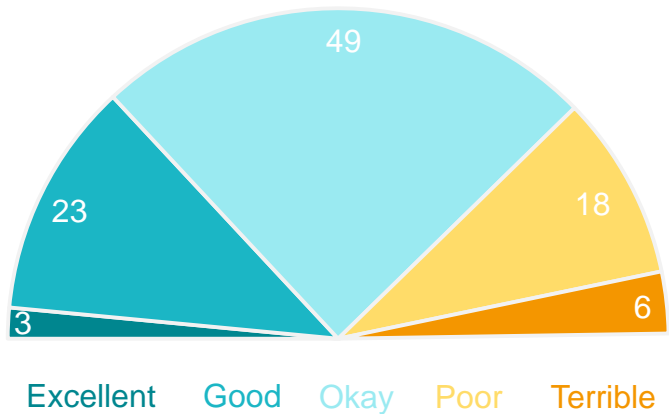
Base: All respondents, excludes 'unsure' and 'no response' (n = 205).

Built Environment

The area's character and identity

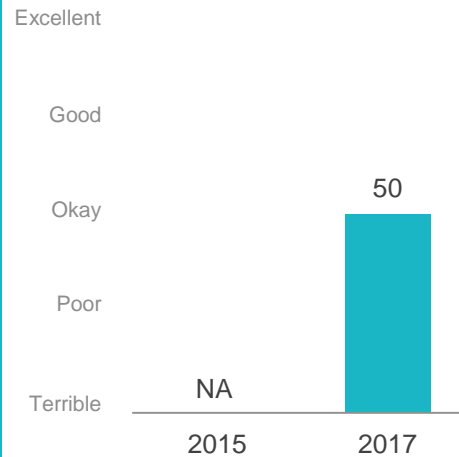
Performance ratings

% of respondents



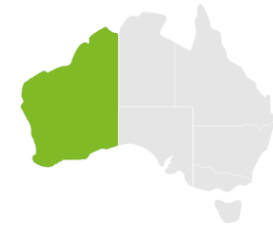
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	50
Industry High	77
Industry Standard	59

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
50	49	53	49	51	51	50	42	52	47	51	46	51	50	53

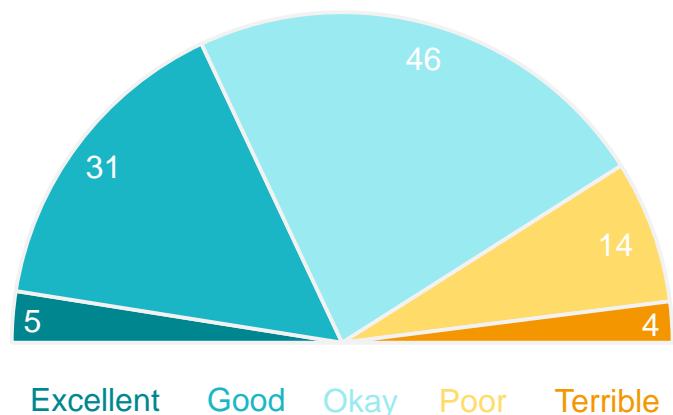
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 206).

Access to housing that meets your needs

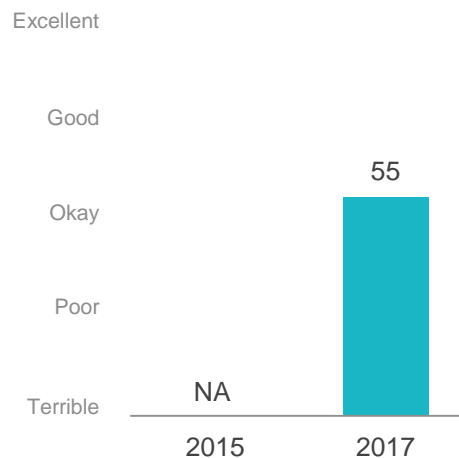
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	55
Industry High	68
Industry Standard	61

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
55	56	54	51	59	55	55	54	52	56	57	53	50	55	54

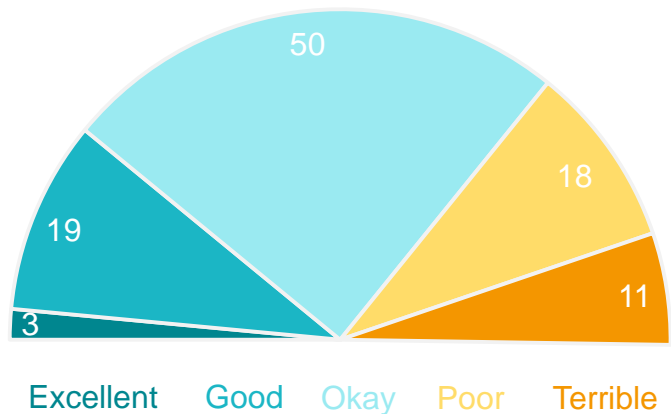
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 166).

Planning and building approvals

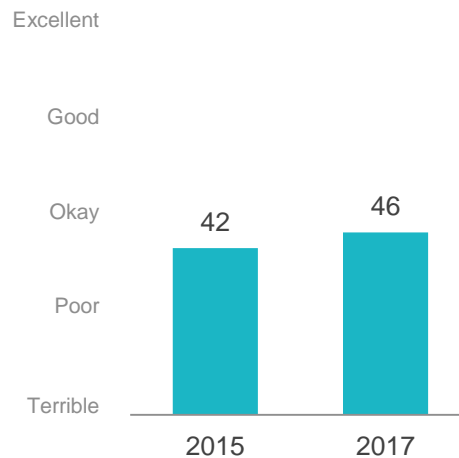
Performance ratings

% of respondents



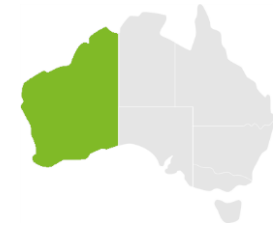
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	46
Industry High	57
Industry Standard	46

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
46	48	35	43	48	43	47	54	44	50	43	41	36	46	35

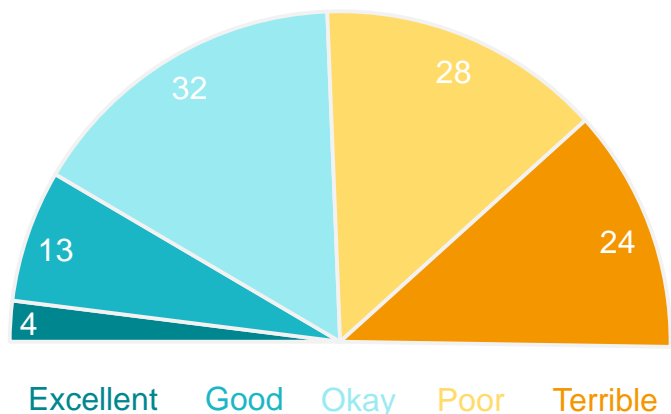
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 143).

Road maintenance

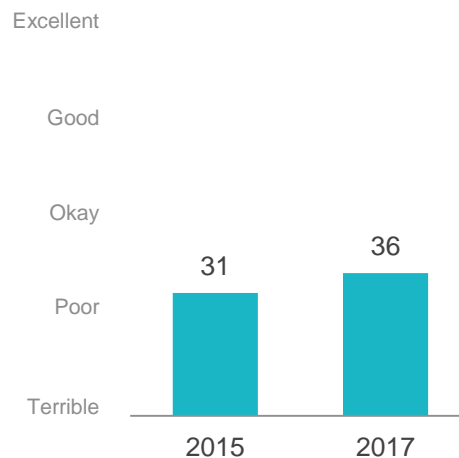
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	36
Industry High	75
Industry Standard	53

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
36	34	42	31	41	39	32	30	38	29	39	37	36	39	42

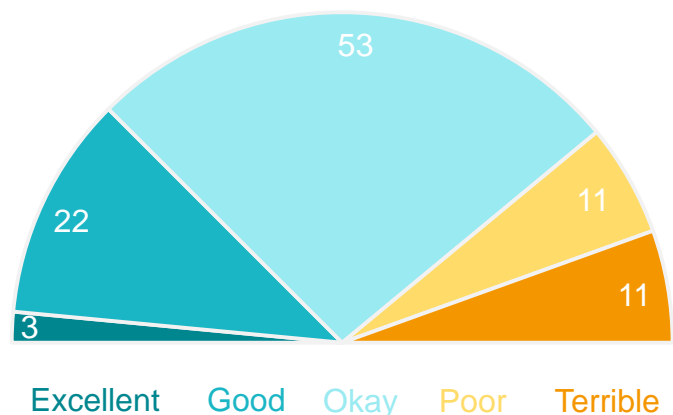
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 209).

Traffic management on local roads

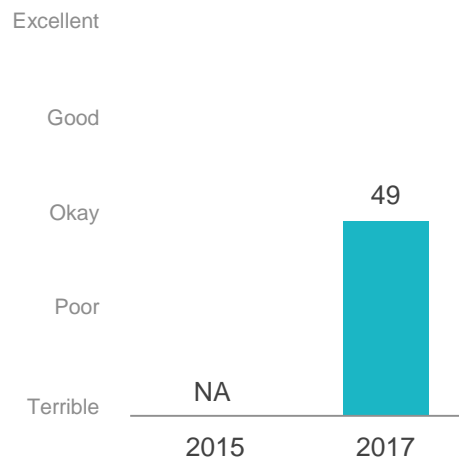
Performance ratings

% of respondents



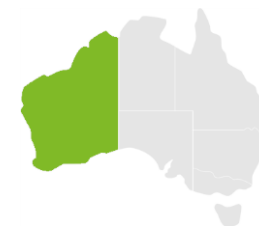
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	49
Industry High	65
Industry Standard	54

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
49	48	50	45	52	47	52	51	47	49	49	46	44	48	50

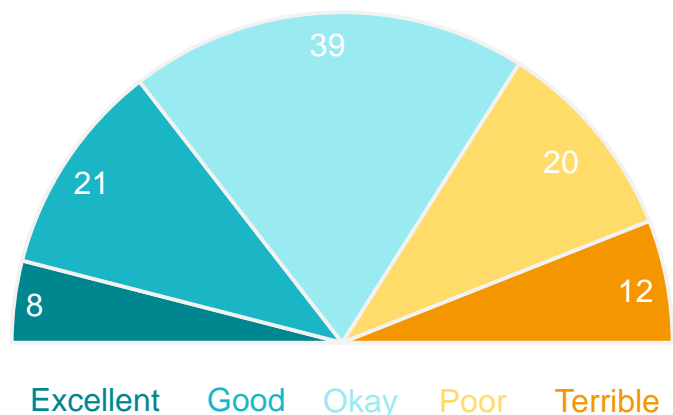
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 193).

Footpaths and cycleways

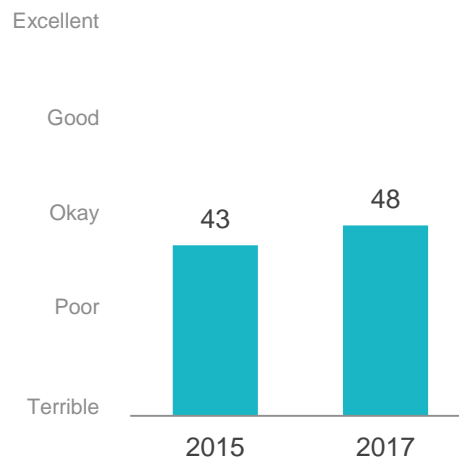
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	48
Industry High	71
Industry Standard	53

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
48	51	41	47	49	45	53	56	45	53	46	45	47	46	41

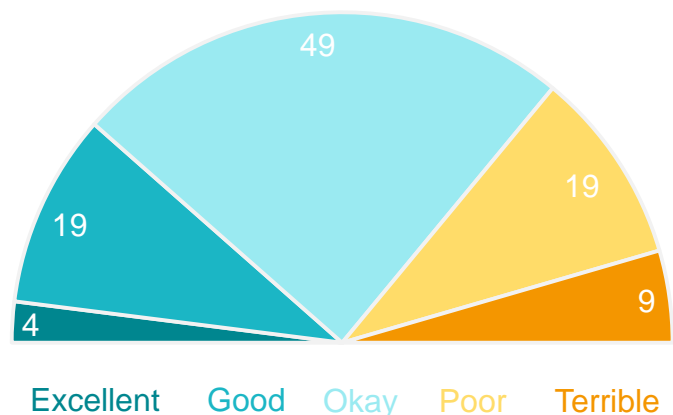
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 206).

Streetscapes

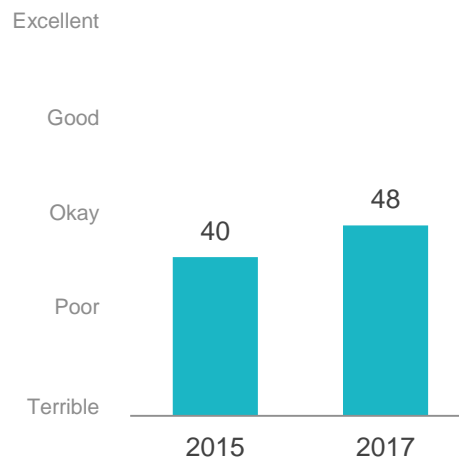
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	48
Industry High	72
Industry Standard	54

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
48	48	45	46	49	45	53	48	49	46	48	46	45	45	45

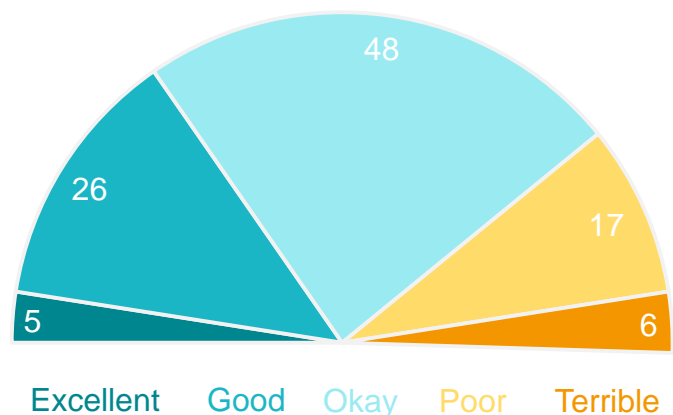
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 201).

Lighting of streets and public places

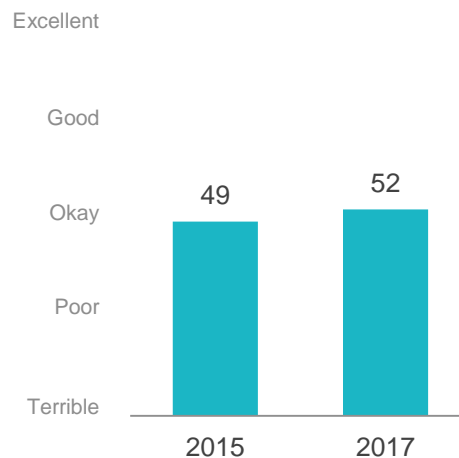
Performance ratings

% of respondents



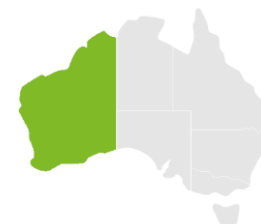
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	52
Industry High	60
Industry Standard	54

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
52	53	47	50	53	50	53	54	47	52	56	54	45	50	47

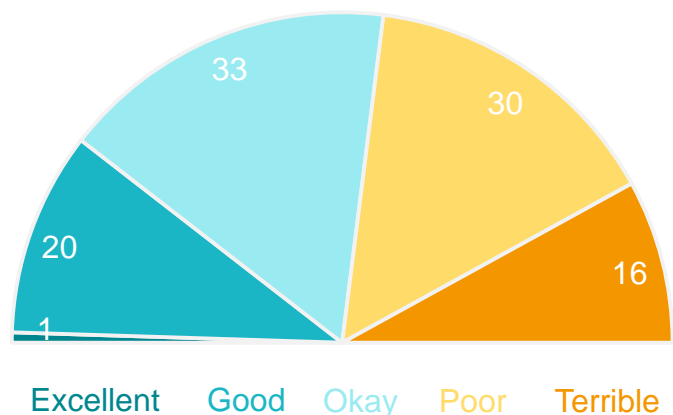
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 206).

Storm water drainage

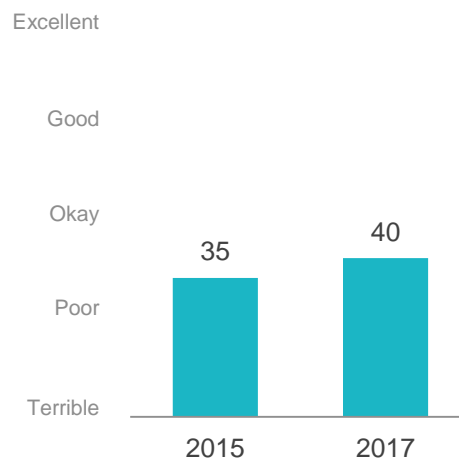
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	40
Industry High	76
Industry Standard	51

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
40	39	43	41	39	42	37	36	38	40	42	43	38	40	43

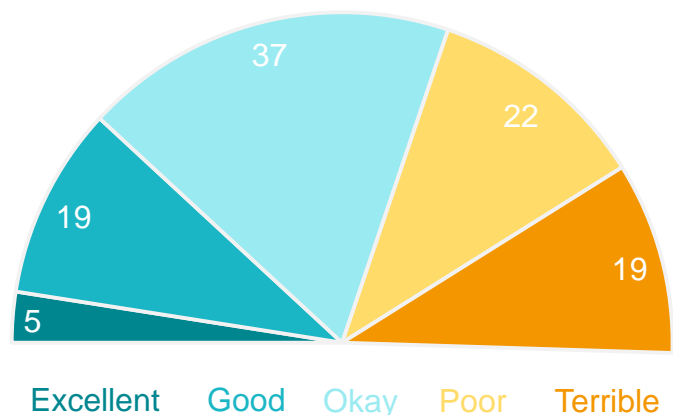
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 203).

Access to public transport

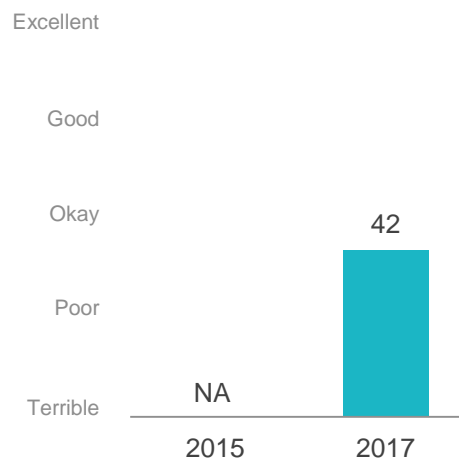
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	42
Industry High	81
Industry Standard	61

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
42	44	37	41	43	42	42	43	41	40	45	48	34	42	37

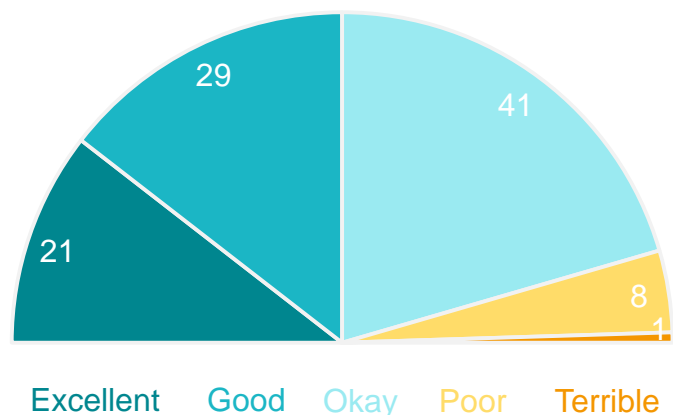
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 173).

Management of the cemetery

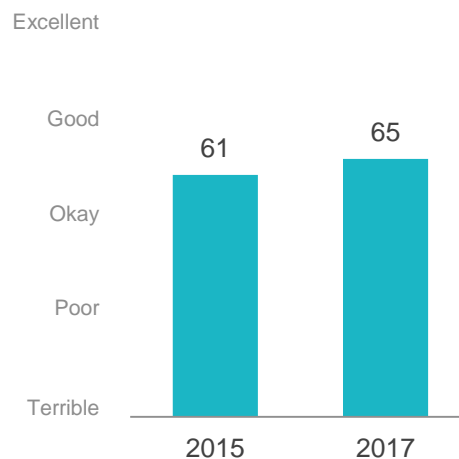
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	65
Industry High	NA
Industry Standard	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
65	65	61	62	68	66	61	59	66	60	67	60	54	64	61

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

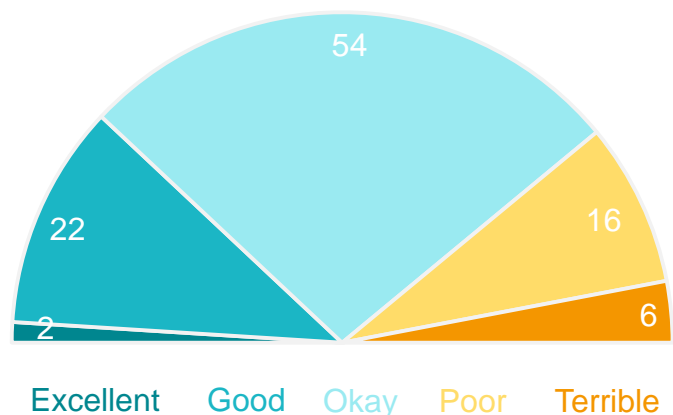
Base: All respondents, excludes 'unsure' and 'no response' (n = 152).

Natural Environment

Conservation and environmental management

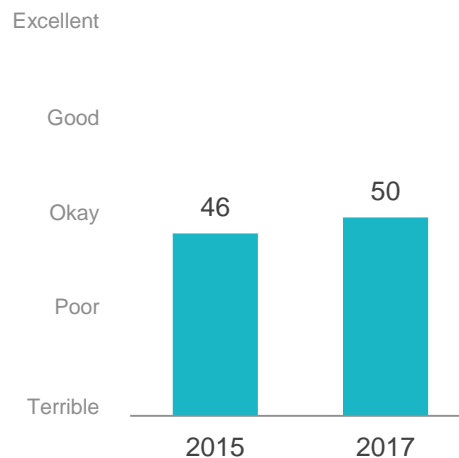
Performance ratings

% of respondents



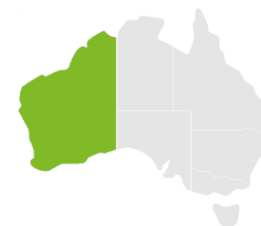
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	50
Industry High	68
Industry Standard	57

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
50	50	48	48	51	50	53	41	51	47	50	42	47	50	48

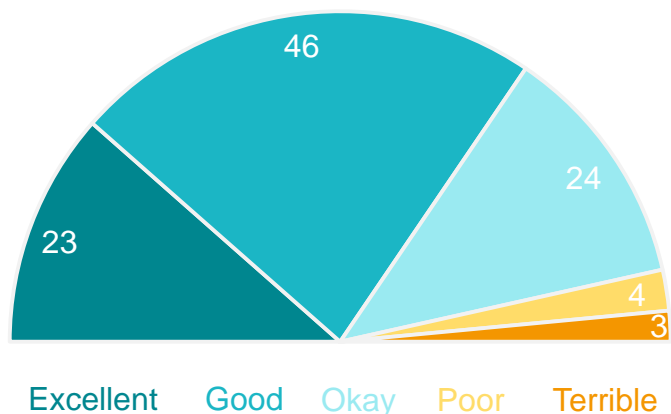
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 180).

Weekly rubbish collections

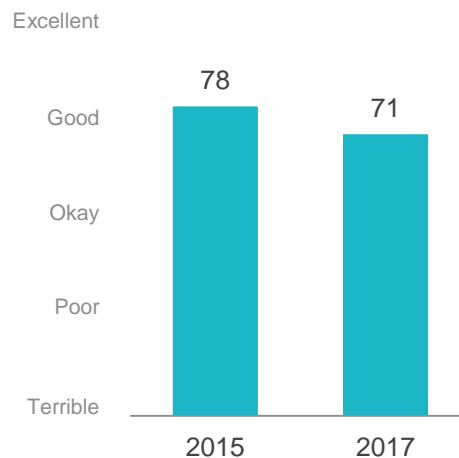
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	71
Industry High	88
Industry Standard	76

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
71	69	74	70	70	71	72	63	74	68	70	63	72	73	74

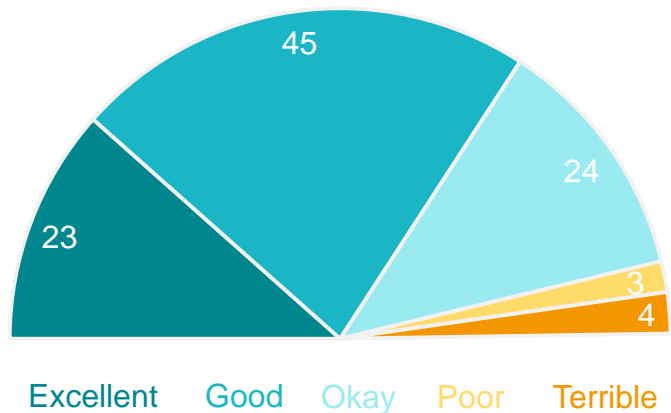
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 191).

Fortnightly recycling collections

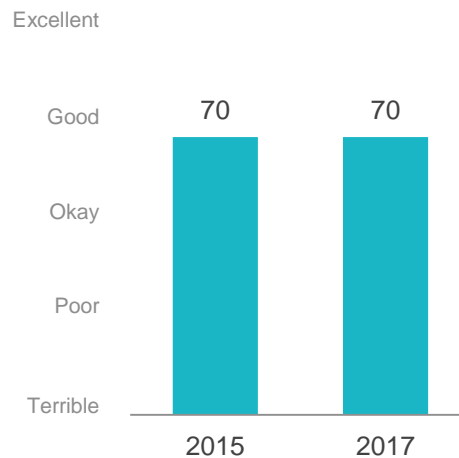
Performance ratings

% of respondents



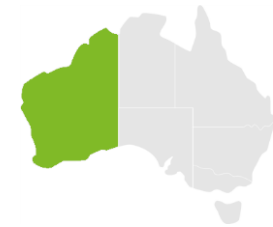
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	70
Industry High	89
Industry Standard	74

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
70	69	71	70	68	70	70	62	74	66	69	60	68	71	71

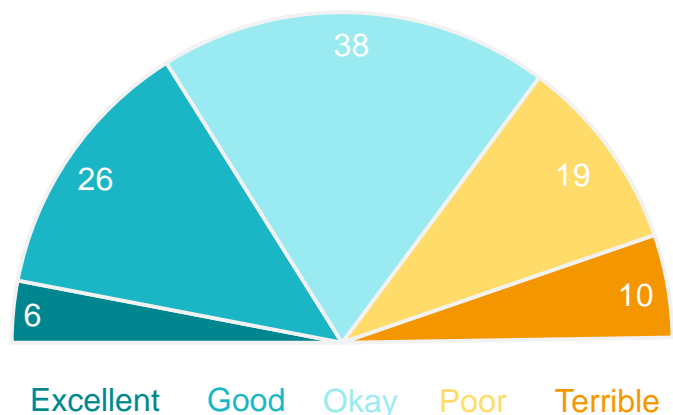
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 188).

Animal and pest control

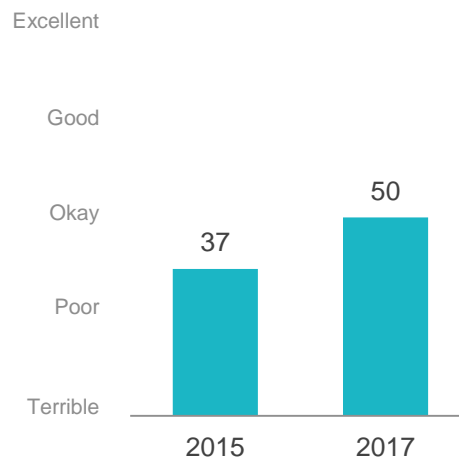
Performance ratings

% of respondents



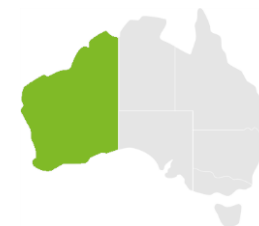
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	50
Industry High	72
Industry Standard	56

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
50	49	50	48	51	48	52	48	47	52	49	43	43	49	50

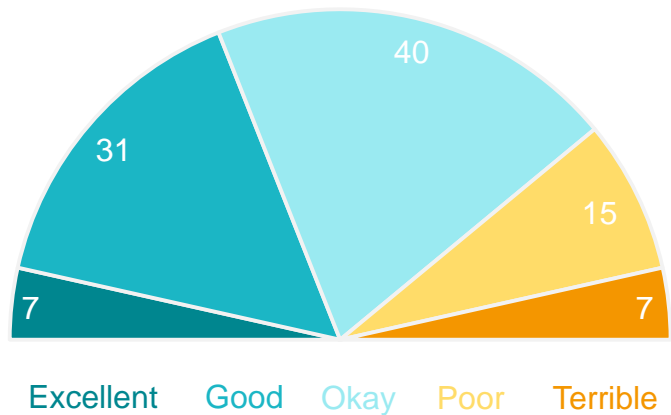
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 180).

Management of food, health, noise and pollution issues

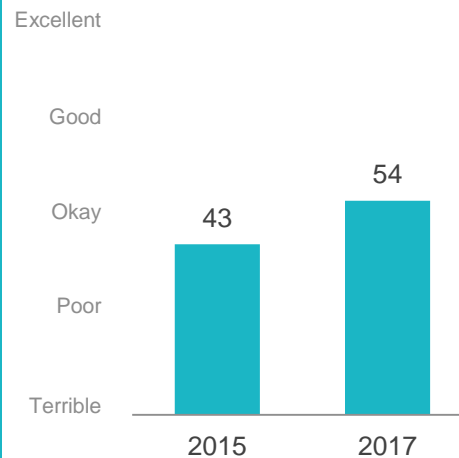
Performance ratings

% of respondents



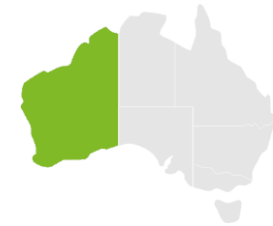
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	54
Industry High	70
Industry Standard	57

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
54	55	51	52	57	53	57	55	51	57	54	53	46	53	51

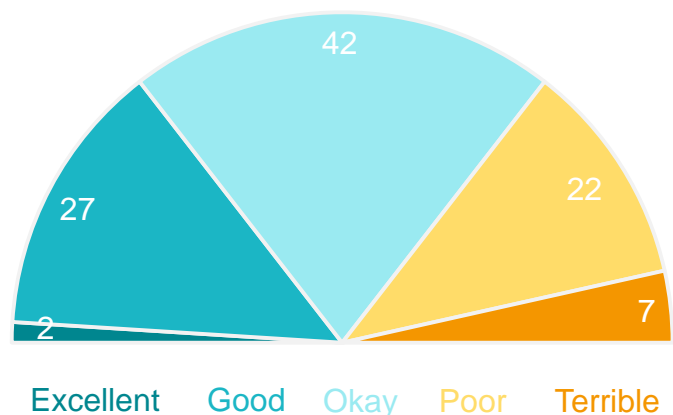
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 171).

Natural disaster education, prevention and relief (for bushfires, flooding, etc)

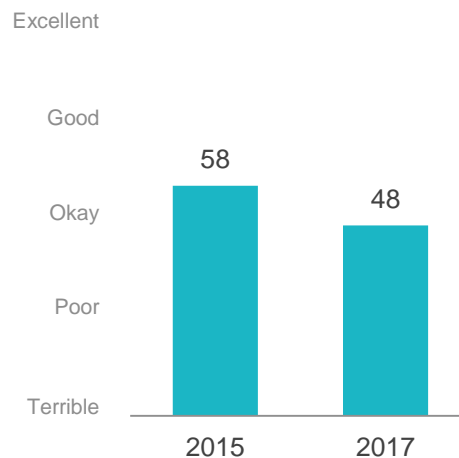
Performance ratings

% of respondents



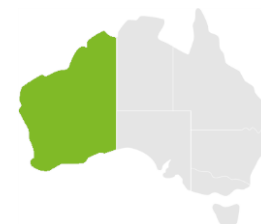
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Merredin	48
Industry High	70
Industry Standard	57

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
48	46	52	49	46	49	48	39	48	48	47	39	45	50	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 151).

Overview of Community Variances

Summary of community variances

Leadership and communication, economic development

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
Place to live	65	65	64	62	69	66	64	60	62	64	69	61	60	65	64
Governing organisation	48	47	51	46	49	49	46	42	50	46	47	42	45	48	51
Value from Council rates	38	37	41	34	41	40	35	26	34	34	43	36	34	39	41
Council's leadership	43	43	45	44	42	44	40	39	44	41	44	39	39	43	45
Advocacy and lobbying	43	43	40	43	40	43	42	36	47	36	43	38	33	42	40
How the community is consulted	38	38	39	35	42	39	37	30	38	36	39	35	33	38	39
How the community is informed	45	43	49	40	49	45	46	41	45	43	46	41	39	45	49
Customer service	57	56	60	54	59	57	58	51	60	54	57	53	59	58	60
Economic development	35	35	34	33	36	35	35	26	35	35	34	32	27	35	34
Merredin Town Centre development	46	45	46	42	49	46	44	44	48	42	46	43	44	46	46
Access to goods and services	51	50	53	49	52	52	49	44	51	49	51	49	47	51	53
Access to education and training	53	52	56	50	56	55	50	44	53	50	56	52	51	52	56
Sense of community	51	49	56	47	55	53	50	44	56	46	52	53	52	52	56

Summary of community variances

Community Services

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
Sense of community	51	49	56	47	55	53	50	44	56	46	52	53	52	52	56
Youth services etc.	44	43	44	42	46	43	45	37	44	40	46	37	36	43	44
Seniors services etc.	56	54	61	55	56	60	49	45	63	47	56	47	47	57	61
Access for people with a disability	50	52	43	49	49	50	51	42	53	45	50	43	33	49	43
Access to health & community services	57	56	61	57	57	58	56	54	58	54	59	50	56	58	61
Community buildings, halls and toilets	58	58	57	58	56	58	58	50	60	55	57	55	57	58	57
Merredin Community & Leisure Centre	52	51	54	49	55	53	47	53	44	51	58	54	61	52	54
Merredin Olympic Swimming Pool	67	66	67	64	70	67	67	63	67	66	67	65	68	67	67
Playgrounds, parks & reserves	62	62	60	59	63	64	56	61	60	58	65	58	50	62	60
Festivals, events, art & culture	53	53	54	49	58	53	53	53	51	53	55	51	47	52	54
Cummins Theatre	72	72	73	67	77	72	71	73	68	74	73	68	71	73	73
Library & information services	71	73	65	68	74	72	68	73	64	72	76	70	67	71	65
Local history & heritage	55	56	55	52	59	55	59	44	61	52	54	51	51	55	55
Central Wheatbelt Visitors Centre	69	69	67	65	73	69	67	70	68	66	72	62	66	69	67
Access to telecom & internet services	45	46	43	41	49	50	39	30	48	38	49	39	39	49	43
Safety & security	48	46	51	46	48	49	45	45	45	45	52	51	44	49	51

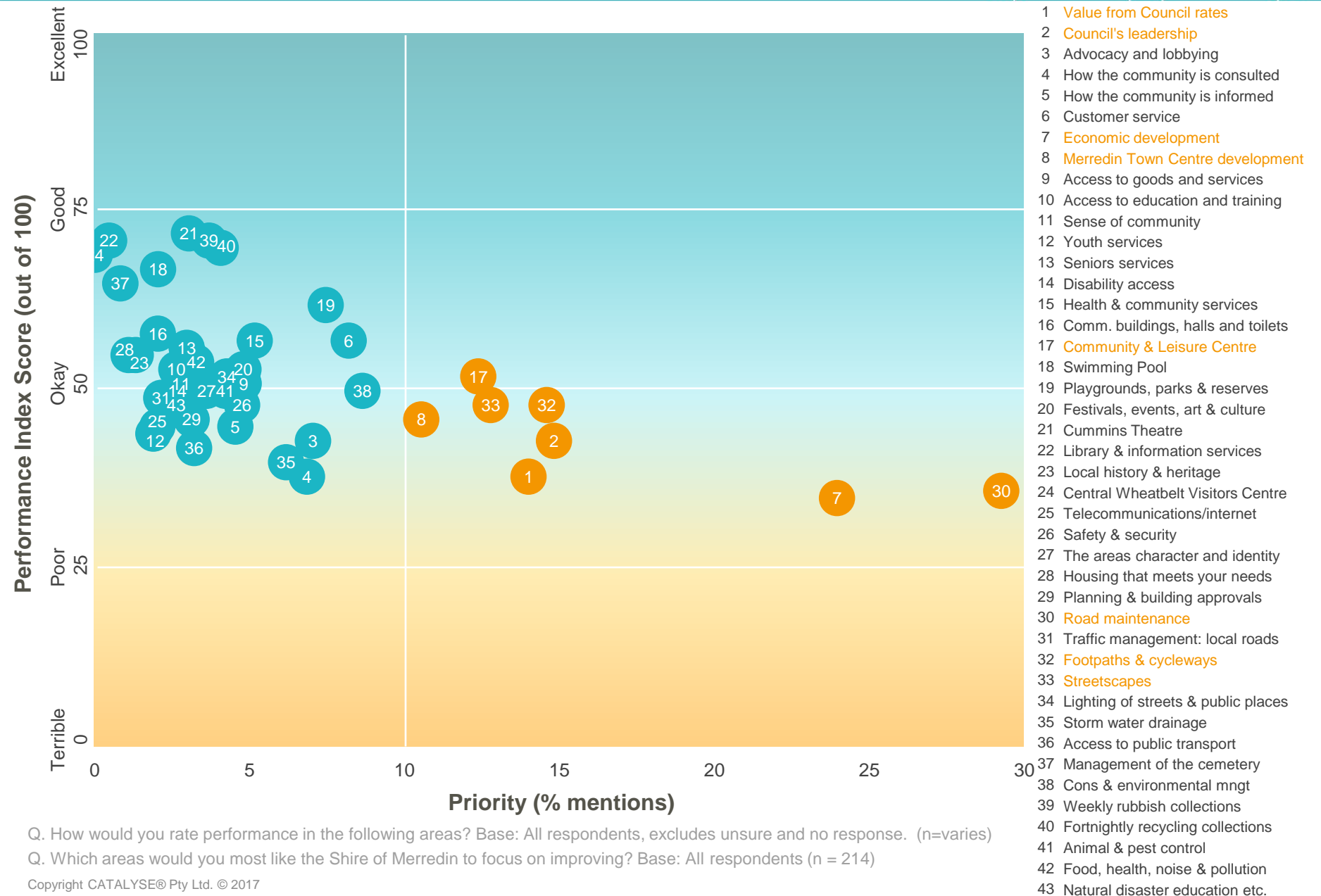
Summary of community variances

Built and natural environment

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-12	Have child 13+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Merredin	Other
The area's character and identity	50	49	53	49	51	51	50	42	52	47	51	46	51	50	53
Housing that meets your needs	55	56	54	51	59	55	55	54	52	56	57	53	50	55	54
Planning & building approvals	46	48	35	43	48	43	47	54	44	50	43	41	36	46	35
Road maintenance	36	34	42	31	41	39	32	30	38	29	39	37	36	39	42
Traffic management on local roads	49	48	50	45	52	47	52	51	47	49	49	46	44	48	50
Footpaths & cycleways	48	51	41	47	49	45	53	56	45	53	46	45	47	46	41
Streetscapes	48	48	45	46	49	45	53	48	49	46	48	46	45	45	45
Lighting of streets & public places	52	53	47	50	53	50	53	54	47	52	56	54	45	50	47
Storm water drainage	40	39	43	41	39	42	37	36	38	40	42	43	38	40	43
Access to public transport	42	44	37	41	43	42	42	43	41	40	45	48	34	42	37
Management of the cemetery	65	65	61	62	68	66	61	59	66	60	67	60	54	64	61
Conservation & environmental mgmt	50	50	48	48	51	50	53	41	51	47	50	42	47	50	48
Weekly rubbish collections	71	69	74	70	70	71	72	63	74	68	70	63	72	73	74
Fortnightly recycling collections	70	69	71	70	68	70	70	62	74	66	69	60	68	71	71
Animal & pest control	50	49	50	48	51	48	52	48	47	52	49	43	43	49	50
Management of food, health, noise etc.	54	55	51	52	57	53	57	55	51	57	54	53	46	53	51
Natural disaster education etc.	48	46	52	49	46	49	48	39	48	48	47	39	45	50	52

Community Priorities

MARKYT Community Priorities Window™



Road maintenance

Road maintenance is the top priority among residents. Residents request repairs and improved upkeep of sealed roads that connect Merredin to neighbouring towns, along with wider and improved grading of unsealed roads leading to rural areas.

“More work on local roads (pot holes in bitumen and maintain drainage systems, road shoulders).”

“Pushing for repair of state roads, Merredin to Bruce Rock Road.”

“Merredin-Narembeen Roads - a disgusting state. Needs more guide posts coming from Narembeen to Merredin side. It needs urgent repair. One has to drive on the wrong side of the road, extremely dangerous, especially when fog is in. Also, no white line.”

“Roads - I understand funding has been hit again in recent news reports, however, several of our roads are in dire need of funds being spent - Bruce Rock/Merredin Rd in particular.”

“Reseal South Ave. It's in terrible shape considering it is the main road in/out of town to the south.”

“Less money spent around the town site and more money spent on fixing our gravel roads in the Shire. Especially ones that our school buses drive on.”

“Better road maintenance in rural areas, especially in the wetter months - bit more gravel on the surfaces.”

“The grading of gravel roads needs to happen more often. Also, sometimes the job done is excellent and sometimes poor - must depend on the person doing it.”

“Widen gravel roads. Buy a couple of graders and employ people who know how to drive them.”

“Upgrading rural roads: grader drivers that understand water flow patterns.”



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

The community would like to see the Shire supporting existing local businesses, encouraging new small businesses to start-up and attracting diverse business investment to the area. In addition, residents feel more could be done to make the area more tourist-friendly, both in its appearance and in the services and facilities it offers.

“Get behind local business better to stop more shops from closing.”

“Focus on empowering more local businesses to start up. Having funding available for locals to be able to bring more things into Merredin.”

“Attraction of new business, particularly business that is not directly associated with agriculture so that the town can ride out periods of weather uncertainty, which would then give the community a better chance of sustainability.”

“Economic development - bringing new businesses to the Shire (Lithium Processing Plant).”

“The Shire should use our assets, such as the main railway line, to attract industry and hence people to work in the Shire.”

“RV stopover facilities, i.e. free water outlet and RV dump point station. Cash in on the tourist dollars - sell itself to travellers.”

“Spend some money to make a free or cheap caravan stop within walking distance to town so caravaners will stop and spend money in town.”

“Getting visitors into town, make them feel welcome instead of chasing them away. We can no longer be just a farming focused town.”

“The Shire needs to promote Merredin outside Merredin. We need some events to bring people into Merredin, but this won't happen if the businesses in Merredin do not cater to the visiting/travelling public e.g. having the eateries open on a weekend and public holidays.”



How Merredin Town Centre is being developed

Residents are concerned about the state of the Town Centre and how it appears to visitors and tourists. They would like to see a focus on improving the streetscape and attracting new businesses to fill empty commercial spaces.

“How the town looks - weeding, rubbish, shopfronts, etc. Spend some \$\$ on things tourists use, for example, the next stage of the skate park - what happened there.”

“The Main Street area needs a revamp/redevelopment.”

“Street appeal of the main street and attracting new business to the area so it attracts visitors and passers-by to shop and enjoy/spend more money in the area e.g. Woolies, KFC, etc.”

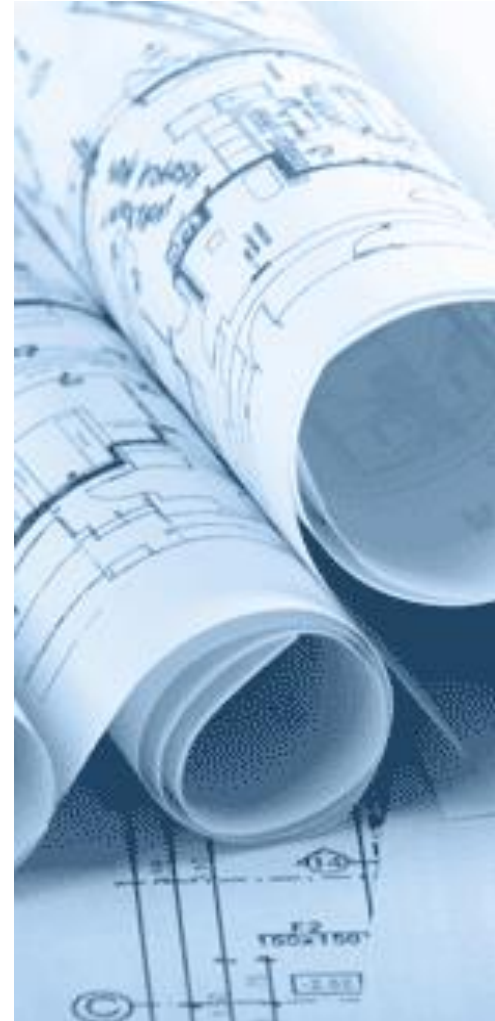
“Upgrade the CBD, I have been to so many meetings where this is rehashed and still it hasn't happened. Upgrade facilities for visitors e.g. Toilets in Main Street, re-do the roadway and kerbing behind visitors centre, it does not need the paved area and is dangerous with vehicles passing each other.”

“Get shops open, not empty. This will do wonders. Cheap rates will help and a bit of colour in Maw St. Boxes to Main St are a waste of time if no flowers in them and not looked after, e.g. watered.”

“At the moment this town seems to be going downhill fast. Shops are closing, IGA over priced. Spend money where it's needed.”

“Merredin has a lot to offer - but people from other country towns have commented on how uninviting Merredin is to visit. Too many empty shops, no events to bring people to visit - not a pretty town.”

“Widening goods and services offerings in Merredin, i.e., increased shops, supermarkets, specialty food store, attracting tourists, more takeaway food options.”



Streetscapes

Residents would like Merredin to be beautified by tidying streets, reducing rubbish and making entrances more attractive and welcoming. This would increase their pride in the area and they feel it would encourage more tourists to stop in.

“The townscape. The entry into and out of town tidied up.”

*“The town entrance (must be the worst in WA). Tidy up the streets and verges.
Keep weeds sprayed and clear up vacant blocks.”*

- “1. Street scraping with use of local native plants planted [in] communities (trees, shrubs, ground covers)*
- 2. Improve appearance of CBD - share costs with businesses to have shop front upgrades and more seating on street.”*

“Gardens around town would make our town look more welcoming. Entrances to town need upgrading as they are quite ordinary.”

“Entrance to town from the west, verge of Olympic Hotel/Motel is a disgrace, could be made a lot more presentable for visitors coming into the town.”

“As a walker I would like to see noxious weeds, like Caltrop, better controlled. Some efforts have been made to make the streets more tidy. This is appreciated but much more needs to be done... I would like to be proud of the appearance of our town.”

“Pick up the hundreds of roadworks signs left laying everywhere.”

“There is a lot of dumped rubbish around Merredin. I think it would be a good idea if we had an annual green waste and household waste roadside collection. They have these in Perth and we found they kept the suburbs clean and reduced unlawful dumping.”

“Old hospital site and dam are a disgrace, rubbish everywhere along the walks. Old railway houses on Great Eastern Highway (charge extra rates for people who live there and don't present a clean and tidy front yard).”



Footpaths and cycleways

Upgrading and increasing the number of footpaths across the Shire would encourage greater pedestrian access. This is particularly important for seniors and people with disabilities who find the existing footpaths difficult to negotiate. In addition, more cycleways would allow more people to feel safe while riding.

"More footpaths. Have so appreciated the new ones that have been put in e.g. Dobson Ave, keen to see even more. Like taking kids for walks in the pram and nice to be off the road. Would be good to have a better crossing point over the highway at the western end of Barrack St."

"Footpath upgrading to be a priority. Many street footpaths still to be done, i.e. west end Endeesbee St."

"A footpath is required down Camm St, off Crossland St, to the south side, in the township of Muntadgin."

"Concentrate on providing footpaths where there aren't any at all."

"Footpaths so elderly (which includes me) can get around without falling."

"Pathways and wheelchair ramps to access pathways need repair. Kerbs need a ramp to access and decline for shopriders - entire town."

"They need better footpaths, kerbing so people with prams or disabilities can get up off the road and onto the footpath. The roads need to be swept more often so you can cycle on the roads without crashing your bike."

"Cycleways, as we ride on the road and cars don't care. We ride on the footpath and the Police tell us we have to ride on the road because we are over 12 years of age, or get a \$50 fine."



Merredin Regional Community and Leisure Centre

For some, centralisation of sporting facilities to the MRCLC has led to higher costs and lesser facilities. These respondents are concerned about the tension and financial strain caused by this initiative and request that the Council takes steps towards assisting sporting clubs to stay afloat.

“Help sporting teams to survive. MRCLC needs improving to help teams survive, e.g. (Bar) takings.”

“The centralisation of all sporting facilities to the Rec Centre is a major disaster. The sporting clubs, except the Merredin Club, have lost their sense of ownership and with it their feeling of care and responsibility as well demonstrated by having to charge \$7 for a can of beer.”

“Rec Centre communication and budget \$. Clubs cannot afford the user fees and surface/court replacement fees. It's putting membership at risk.”

“Merredin Regional Community and Leisure Centre and have this returned to the sporting groups who utilise the facility so that the groups are able to benefit from frequenting it, instead of being shafted and having to pay and receive nothing in return. It will become a white elephant if not managed effectively.”

“The Shire forced our tennis club to relocate to the Rec Centre without provision of basic facilities comparable to what we were forced to leave behind... Our club has been crippled by Rec Centre fees, paying for infrastructure, fighting with other sporting clubs who now use our shared facilities without fair contribution.”

“Merredin is faced with a problem of too many sporting clubs and not enough people. This has been exacerbated by the Shire forcing clubs to cohabit without any provision for facilities.... This is a very unhealthy environment for sport in the town, and will begin to drive people to surrounding towns to play sport just to get away from the politics and uncomfortable air in the town.”



Council's leadership

Residents request positive action by Council to assist the Shire to grow and improve. Respondents hope that Council will become more engaged in the community and do more to assist local businesses.

"The Shire entirely (i.e. Councillors and employees) needs to focus on the needs of the community to ensure the survival of Merredin as a vibrant and inviting country town."

"Leadership - We need a CEO who has a passion for our town/community. Who is proactive, dedicated and is community orientated. We also need Councillors who have a clear vision for the future of our town, working together with all community sectors/groups (as one)."

"Leadership and the need to change their Councillors if they have been there too long. They are not productive and create a "boys club" so to speak. The town has gone backwards in a number of ways...Teamwork needs to be first and foremost under a great leadership/team."

"The way that the Shire engages with the community is totally wrong...The failure to properly engage with the community is the root cause of this, with a failure to learn from mistakes of the past...When feedback is given to suggest a better way of doing things the feedback is completely brushed aside."

"Current Shire do nothing for the town, makes it tough for local businesses to keep the doors open. Drives people away."

"The red tape that is involved with Shire is so disheartening it drives people away. Empty shops everywhere, no Councillors or CEO ever walks the street to find out how people are feeling."

"Adopt a "can do" attitude, support the local community in making Merredin a positive place to live, work and conduct existing and new business."



Value for money from rates

There is concern among residents that they do not receive value for money from their rates and that their rates are particularly high compared with other Local Councils. They request that Council lowers its rates or provides more services and facilities to all areas.

“Either reduced Shire rates on residential or better value for money. NOTE: I pay more for my house in Merredin than I do for my house in a coastal northern Perth suburb.”

“Dramatically reduce rates. There is no value for money in Merredin for the rates paid and charged. It is outrageous.”

“Try to keep the rates down, as they have doubled since 2008-2009.”

“Lowering land rates. They are ridiculously high.”

“Spending of rate money wisely not wasteful.”

“Rates on rural land are far too high. In fact, the highest in Australia's 'marginal farming'.”

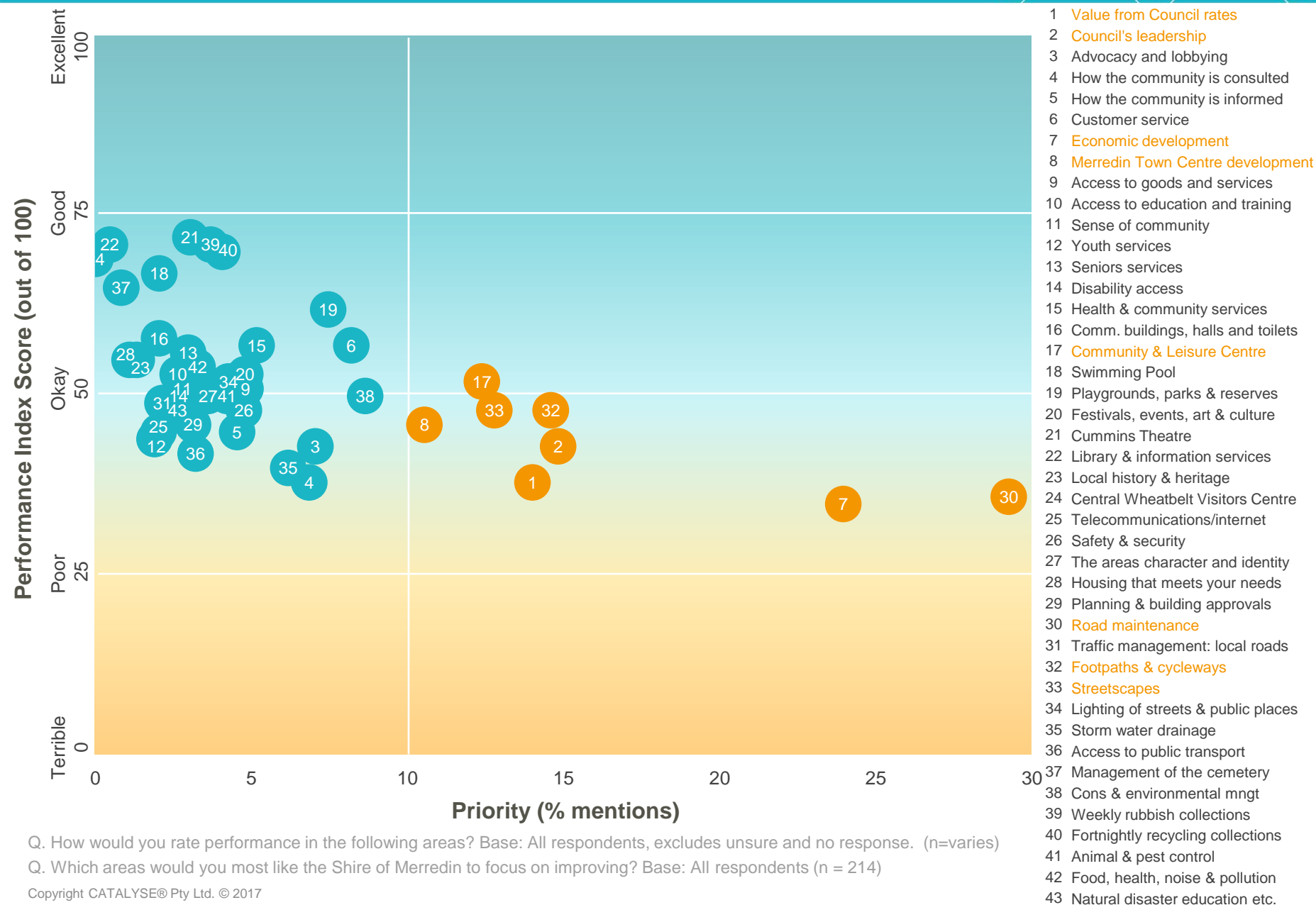
“Need to focus on outlying towns in the Merredin Shire, not just the Town of Merredin. The outlying towns do not get looked after at all. They are the poor relations and forgotten townships. Everything is in disrepair and requests are only paid lip service to and not actually addressed.”

“A 'refuse maintenance charge' is charged on our rates but we don't have a weekly rubbish collection, or any facilities for recycling.”

“Introduction of a rating classification that affords property owners a reduction in rates where whole lots of natural vegetation is kept as such rather than being cleared.”



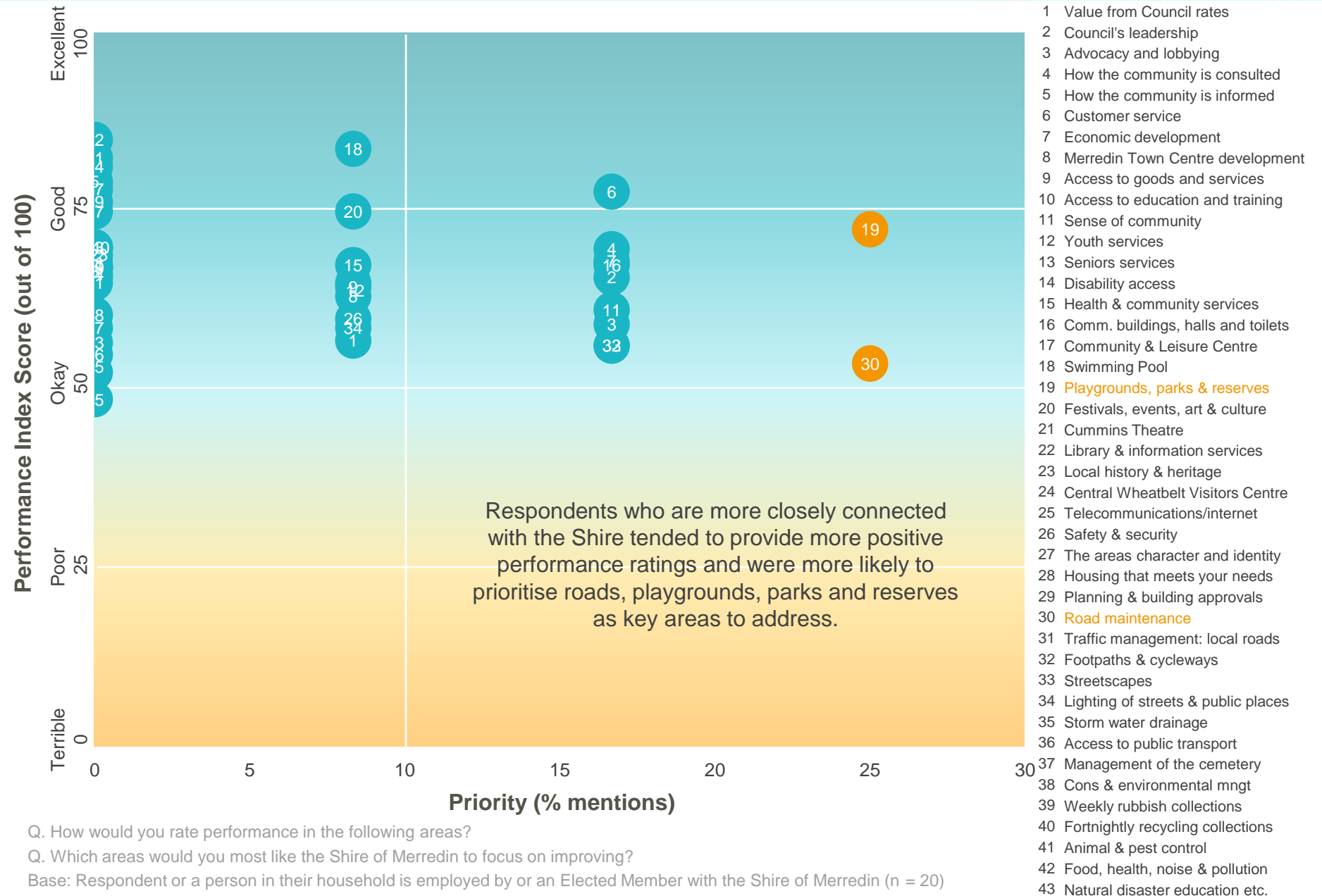
General Community vs Shire Connected





Community Priorities Window™

Among respondents who are connected with the Shire



Moving Forward

Moving Forward

The Shire of Merredin's performance has **improved significantly** over the past two years:

- As a **place to live**, the performance index score is 65 out of 100, **up 9 index points**.
- As a **governing organisation**, the performance index score is 48, **up 10 index points**.
- The Shire has **moved up 3 places** in the overall performance leader board.

Over the past two years, the Shire's performance **improved across a large number of areas**. The biggest improvements were in Council's leadership (+14 index pts), having a clear vision (+ 14% pts), how the community is informed (+14 index pts), how Merredin Town Centre is being developed (+13 index pts) and animal and pest control (+13 index pts).

The Shire's **strongest performing areas** were Cummins Theatre, the library, visitor centre, cemetery and waste and recycling services.

Relative to the MARKYT Industry Standards the Shire of Merredin is performing **above average** with access to health and community services, training and education, and goods and services.

Moving forward the community would like the Shire to focus on **5 key priorities**:

1. Road maintenance
2. Economic development, including further development of Merredin Town Centre
3. Streetscapes, footpaths and cycleways
4. Merredin Regional Community and Leisure Centre
5. Council's leadership and value for money from rates





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