

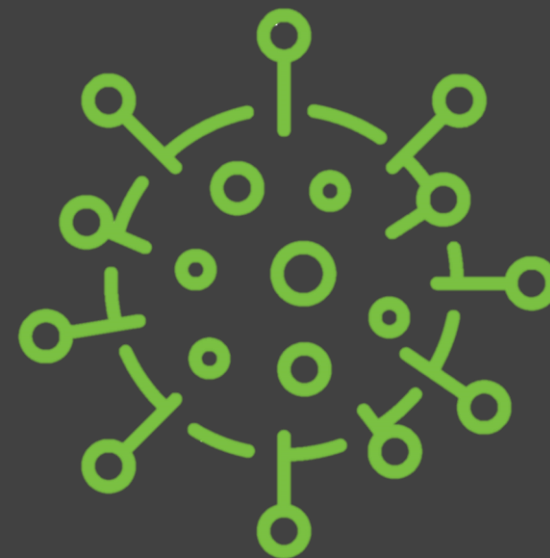
**Key partners:**



**Data collection dates:**  
5 June to 8 July 2020

**Report release date:**  
20 July 2020 – preliminary report

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## Community Resilience Scorecard

*Empowering State and Local Government leaders with  
state-wide, local data to respond, recover and thrive*


We are responding to one of the most sweeping crises in recent memory, calling for both empathy and action by local leaders to guide us through uncertain times.

The **MARKYT® Community Resilience Scorecard** is helping leaders to keep a finger on the pulse of changing needs and priorities in the local government workforce to:

- Cope with short-term disruptions
- Anticipate, prepare and adapt to longer-term changes
- Monitor symbols of recovery - measures that build hope, trust and confidence that Western Australia is on the path to recovery

A collaborative approach is facilitating opportunities to:

- Learn about what's happening across Western Australia
- Understand how challenges are being met by others
- Share success stories



Remarkable times call for  
remarkable collaboration

7,666

Community Voices

128

Local Government Areas

Local communities across Western Australia have shown strength and resilience in response to the COVID-19 pandemic.

- ✓ Overall, **general health** only dropped 2 index points across West Australian communities during the COVID-19 pandemic\*
- ✓ 69% of community members **feel hopeful** and enthusiastic about the future
- ✓ Community members are **happy with Local Government's response** to COVID-19, scoring overall performance 68/100 with a 'good' average rating

A majority of community members:

- ✓ Believe Local Government has demonstrated **clear thinking** and decision making
- ✓ Feel Local Government has shown empathy and **compassion**
- ✓ Have confidence and **trust** in Local Government to make good decisions
- ✓ Agree there are **good health and safety practices** in place at community facilities to manage COVID-19 risks



\* Compared to a health survey conducted by the Department of Health in 2018.

Source: Radomiljac A, Davies C, and Landrigan T. 2019. Health and Wellbeing of Adults in Western Australia 2018, Overview and Trends. Department of Health, Western Australia.

The MARKYT® Community Resilience Scorecard was undertaken with the Department of Local Government, Sport and Cultural Industries (DLGSC) and Local Government Professionals WA from 5 June to 8 July 2020.

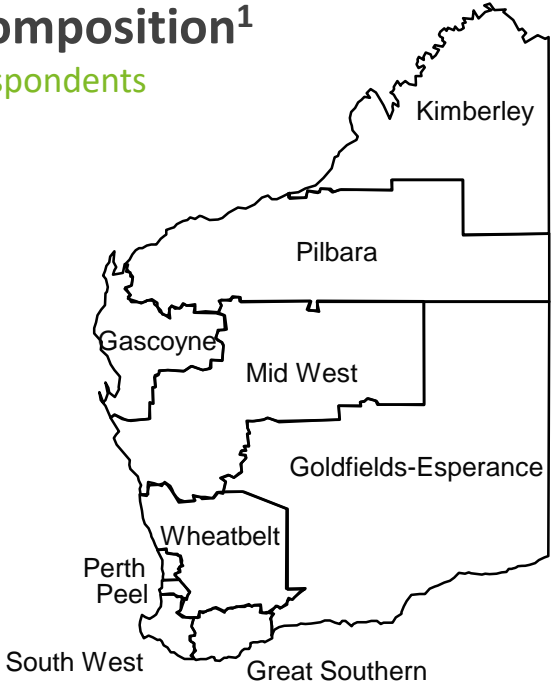
The scorecard was open to all residents aged 18+ across Western Australia. The scorecard was designed and hosted online by CATALYSE®. Hard copies were made available by some smaller and regional local governments.

7,666 community members state-wide from 128 local government areas completed a scorecard.

- ✓ Large, robust sample
- ✓ Good representation across the community
- ✓ Reliable insights

### Sample composition<sup>1</sup>

Number of respondents



| Location                                 |      |     |
|--|------|-----|
| Perth metro                              | 4353 | 57% |
| Regional WA                              | 3313 | 43% |
| Perth Suburbs                            |      |     |
| Western suburbs                          | 480  | 6%  |
| Inner north                              | 589  | 8%  |
| Inner south                              | 601  | 8%  |
| Outer north                              | 1289 | 17% |
| Outer south                              | 1394 | 18% |
| Regional D/Commission                    |      |     |
| Gascoyne                                 | 97   | 1%  |
| Goldfields-Esperance                     | 441  | 6%  |
| Great Southern                           | 326  | 4%  |
| Kimberley                                | 195  | 3%  |
| Mid West                                 | 305  | 4%  |
| Peel                                     | 486  | 6%  |
| Pilbara                                  | 106  | 1%  |
| South West                               | 705  | 9%  |
| Wheatbelt                                | 638  | 8%  |
| Christmas / Cocos Islands                | 14   | 0%  |
| Local government affiliated <sup>2</sup> | 1010 | 13% |

| Health and culture           |      |     |
|------------------------------|------|-----|
| Disability or impairment     | 750  | 10% |
| Chronic health issue         | 1546 | 20% |
| First Nations                | 141  | 2%  |
| Language other than English  | 211  | 3%  |
| Employment status            |      |     |
| Self employed                | 978  | 13% |
| Full-time employee           | 2632 | 34% |
| Part-time or casual employee | 1381 | 18% |
| Contractor                   | 89   | 1%  |
| Furloughed or stood down     | 62   | 1%  |
| Unemployed / seeking work    | 236  | 3%  |
| Home duties / carer          | 550  | 7%  |
| Student                      | 181  | 2%  |
| Retired                      | 1769 | 23% |

| Dwelling type               |      |     |
|-----------------------------|------|-----|
| Standalone, large (>500sqm) | 4444 | 58% |
| Standalone, small (≤500sqm) | 1615 | 21% |
| Townhouse, duplex, villa    | 579  | 8%  |
| Apartment                   | 253  | 3%  |

| Gender                                  |      |     |
|---|------|-----|
| Male                                    | 2443 | 32% |
| Female                                  | 5197 | 68% |
| Other                                   | 26   | 0%  |
| Respondent age                          |      |     |
| 18-24 years                             | 157  | 2%  |
| 25-34 years                             | 825  | 11% |
| 35-44 years                             | 1492 | 19% |
| 45-54 years                             | 1607 | 21% |
| 55-64 years                             | 1627 | 21% |
| 65-74 years                             | 1399 | 18% |
| 75+ years                               | 559  | 7%  |
| Lifestage (age of child living at home) |      |     |
| Younger singles / couples <sup>3</sup>  | 786  | 11% |
| Family, child 0-5 years                 | 907  | 13% |
| Family, child 6-12 years                | 1234 | 17% |
| Family, child 13-17 years               | 920  | 13% |
| Family, child 18+ years                 | 902  | 13% |
| Older singles / couples <sup>4</sup>    | 3236 | 45% |

1) If the sum is less than 100%, the balance of responses were 'none of these' or 'prefer not to answer'. If the sum is greater than 100% it was a multiple response question.  
2) the respondent or someone they live with is an employee or elected members in a local government authority (LGA). It may not be the same LGA in which they live.

3) Younger singles/couples = 18-44 years, no children living at home  
4) Older singles/couples = 45+ years, no children living at home

# Weighting

Responses were weighted by age, gender and location to match the population profile for Western Australia.

## % respondents, weighted

|                |       | Weighting factors |        |        |        |
|----------------|-------|-------------------|--------|--------|--------|
| Location       |       | Perth Metro       |        |        |        |
| Perth Metro    | 73.7% |                   | Male   | Female | Other  |
| Regional WA    | 26.3% | 18-34 yrs         | 5.9077 | 2.3901 | 1.5042 |
| Gender         |       | 35-54 yrs         | 2.1784 | 0.7941 | 0.8538 |
| Male           | 49.5% | 55+ yrs           | 1.0721 | 0.7596 | 1.5775 |
| Female         | 50.2% | Regional WA       |        |        |        |
| Other          | 0.3%  |                   | Male   | Female | Other  |
| Respondent age |       | 18-34 yrs         | 2.9157 | 0.8878 | 1.0745 |
| 18-34 years    | 31.4% | 35-54 yrs         | 1.1734 | 0.3369 | 0.6099 |
| 35-54 years    | 35.7% | 55+ yrs           | 0.5470 | 0.3846 | 0.5635 |
| 55+ years      | 32.9% |                   |        |        |        |

# Index score calculations

Index scores are used throughout this report. They are a single measure that take all respondent ratings into account. They are a zero-based score expressed out of 100 that supports quick, easy comparisons between respondent cohorts.

| Label       | Weight | Example 1       |             | Example 2       |             |
|-------------|--------|-----------------|-------------|-----------------|-------------|
|             |        | Survey Response | Index Score | Survey Response | Index Score |
| Poor        | 0      | 20%             | 0           | 0%              | 0           |
| Fair        | 25     | 20%             | 5           | 0%              | 0           |
| Good        | 50     | 20%             | 10          | 0%              | 0           |
| Very good   | 75     | 20%             | 15          | 100%            | 75          |
| Excellent   | 100    | 20%             | 20          | 0%              | 0           |
| Index Score |        |                 | 50          |                 | 75          |

| Label             | Weight | Example 1       |             | Example 2       |             |
|-------------------|--------|-----------------|-------------|-----------------|-------------|
|                   |        | Survey Response | Index Score | Survey Response | Index Score |
| Strongly disagree | 0      | 20%             | 0           | 0%              | 0           |
| Disagree          | 25     | 20%             | 5           | 100%            | 25          |
| Neutral           | 50     | 20%             | 10          | 0%              | 0           |
| Agree             | 75     | 20%             | 15          | 0%              | 0           |
| Strongly agree    | 100    | 20%             | 20          | 0%              | 0           |
| Index Score       |        |                 | 50          |                 | 25          |

# MARKYT Community Resilience Scorecard

Location: Western Australia

Data collection dates: 5 June to 8 July 2020

Survey sample size: 7,666 community members

## COVID-19 concern

**33%**

% high/very high



## Personal impact

**23%**

% high/very high

### Top 5 concerns with COVID-19

**48%**

Family and friends getting sick

**46%**

Recovery of the local economy

**30%**

Personal financial situation

**29%**

Staying connected with others

**27%**

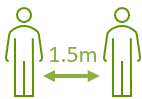
Work or employment opportunities

### Reach and impact of key messages



**99%**

Aware of COVID-19 symptoms



**100%**

Aware need to physically distance

**61%**

Always physically distance



**58%**

downloaded COVIDSafe App



**100%**

Aware need to practice good hygiene

**89%**

Always practice good hygiene

### Top 3 LG sources

**49%**

Social media

**30%**

Local government website

**27%**

Email

### COVID-19 content

**33%**

Not enough

**63%**

Just right

**4%**

Too much

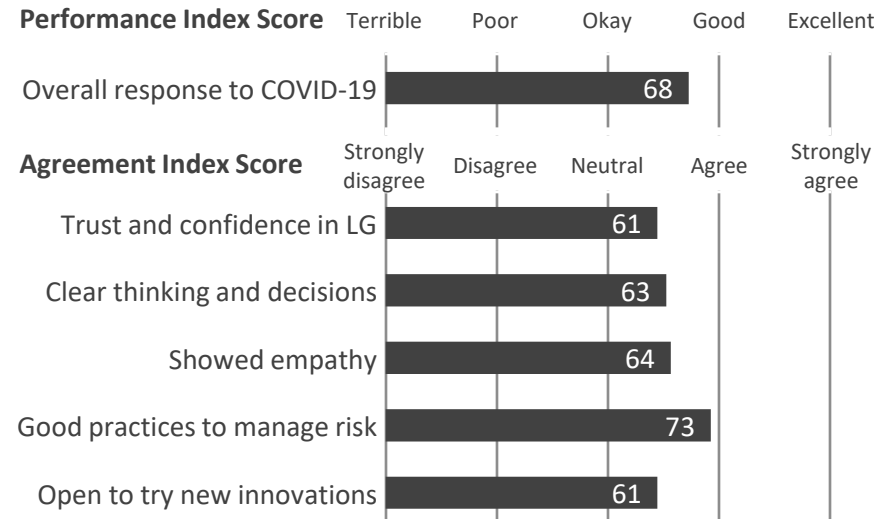
## Community Wellbeing

### Wellbeing Index Score



## LG performance in response to COVID-19

### Performance Index Score



**69% feel hopeful**

and enthusiastic about the future



## Main recovery priorities for local government



**48%**

**Economic recovery**  
and local employment opportunities



**37%**

**Community health and wellbeing**  
sport and recreation, library, community development, etc



**35%**

**Local infrastructure**  
to improve roads, footpaths, cycleways, facilities, internet, etc



**35%**

**Recovery Plan**  
in collaboration with local business and community



**27%**

**Support services**  
for people most vulnerable to COVID-19



**26%**

**Community safety**  
and crime prevention

## Channel preferences

**47%**

Social media

**44%**

Email

**30%**

Local government website

**26%**

enewsletters

**24%**

Local community newspaper

# Local government priorities for COVID-19 recovery

The community would like Local Government to prioritise **economic recovery** and employment opportunities in the short-term (next 6 months).

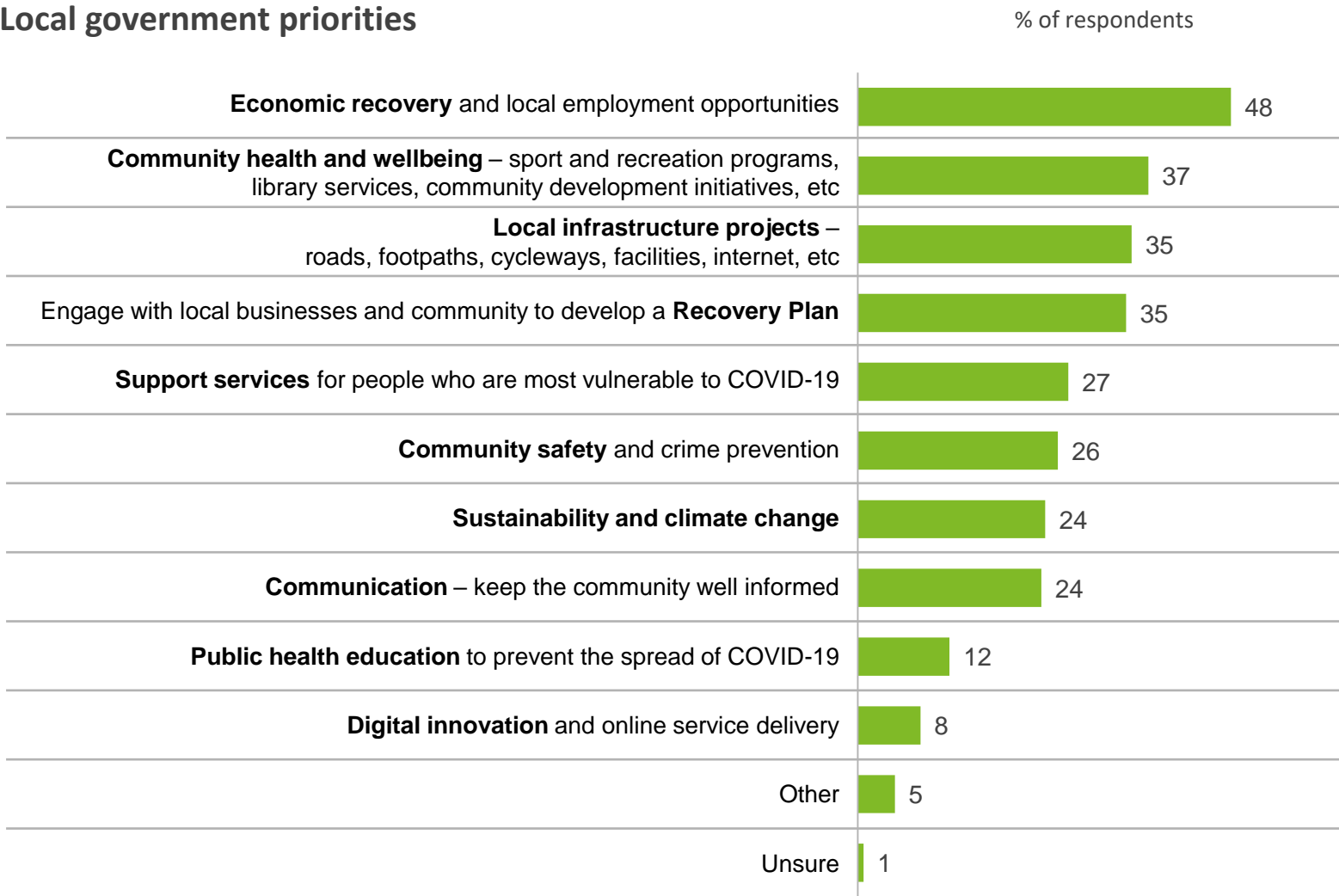
Secondary priorities are community health and wellbeing initiatives, local infrastructure projects and engaging with local businesses and the community to develop a local **Recovery Plan**.

The community does not consider public health education to prevent the spread of COVID-19 to be a high priority role for local government. Instead, the focus for local government should be on providing support services for those most vulnerable to COVID-19.

With digital innovation rated the lowest priority, local governments may need to revise planned investment in Smart Cities initiatives during the COVID-19 pandemic to ensure green-lighted projects are essential, or that these projects are enablers to help address higher priority areas.

Spontaneous mentions under ‘other’ mostly related to freezing or reducing rates (2%), or cutting unnecessary spending to focus on core business (1%).

## Local government priorities



Q. Where would you like your Local Government to prioritise its efforts over the next 6 months? Please select your top priorities – up to 3 choices.  
Base: all respondents, excludes no response (n = 7,243).

# Credentials

CATALYSE® has been a long-term supporter of State and Local Government, delivering strategic planning and research services.

## **Our vision:**

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

Our flagship services, the MARKYT® Community Scorecard and CULTYR® Employee Scorecard have been embraced collectively by over 70 local governments. Australian communities and employees have trusted us to represent their views since 2003.

Corporate Social Responsibility (CSR) is close to our hearts. We have contributed over half a million dollars in funding and pro-bono services to support local governance, community health and wellbeing, art and culture in Western Australia. We are pleased to be giving back and supporting the local government sector with the CULTYR® Employee Resilience Scorecard and MARKYT® Community Resilience Scorecard on a pro bono basis.

**Thank you** to the State Government, Local Government Professionals WA and to all Local Government Authorities that have supported CATALYSE® over the years. If we can assist you further, please call us on 08 9226 5674 or email [franklin@catalyse.com.au](mailto:franklin@catalyse.com.au)

