



MARKYT 

Community Scorecard

2024

REPORT

Prepared for

 **Cassowary Coast
REGIONAL COUNCIL**

Prepared by


CATALYSE
FUTYR | MARKYT | CULTYR

Contents

Strategic overview	3
Approach	5
Overall performance	10
MARKYT® industry comparisons	13
MARKYT® community trends	17
MARKYT® community priorities	20
Community action plans for community priorities	23
Key performance areas:	
People	33
Planet	48
Place	57
Prosperity	73
Performance	82
Overview of community variances	94
Overview of geographical variances	97
Business views	100
Out of area ratepayer and visitor views	103
CCRC councillor and employee views	105

Strategic overview

Vision



9

% agree

18% points below Industry Average and down 1% point from 2022

Liveability

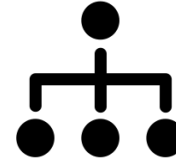


66

Performance Index Score

8 index points below Industry Average and down 2 points from 2022

Governance



32

Performance Index Score

19 index points below Industry Average and down 4 points from 2022

Rates Value



19

Performance Index Score

22 index points below Industry Average and down 6 points from 2022

Strengths

Top performers

- Library and information services
- Quality of drinking water
- Recognition and respect for First Nations peoples

Performance on par with industry average

- Sewerage management
- Recognition and respect for First Nations peoples
- Natural disaster management

Priorities

-  Local roads
-  Community safety and crime prevention
-  Health and community services
-  Council's leadership
-  Economic development and job creation
-  Footpaths, trails and cycleways

Approach

Cassowary Coast Regional Council commissioned a MARKYT® Community Scorecard to:

- Assess performance against objectives and services in the Community Plan and Corporate Plan
- Benchmark performance
- Determine community priorities
- Seek community suggestions



The Study

Cassowary Coast Regional Council (CCRC) commissioned CATALYSE® to conduct an independent MARKYT® Community Scorecard.

All community members were invited to take part. Scorecard invitations were sent to all households and residential PO Boxes in the Cassowary Coast region using Australia Post's unaddressed mail services. Respondents could complete the scorecard in hard copy or online.

CATALYSE® sent email invitations to CCRC's customer contacts, and CCRC provided supporting promotions through various communication channels. The scorecard was open from 6 May to 7 June 2024.



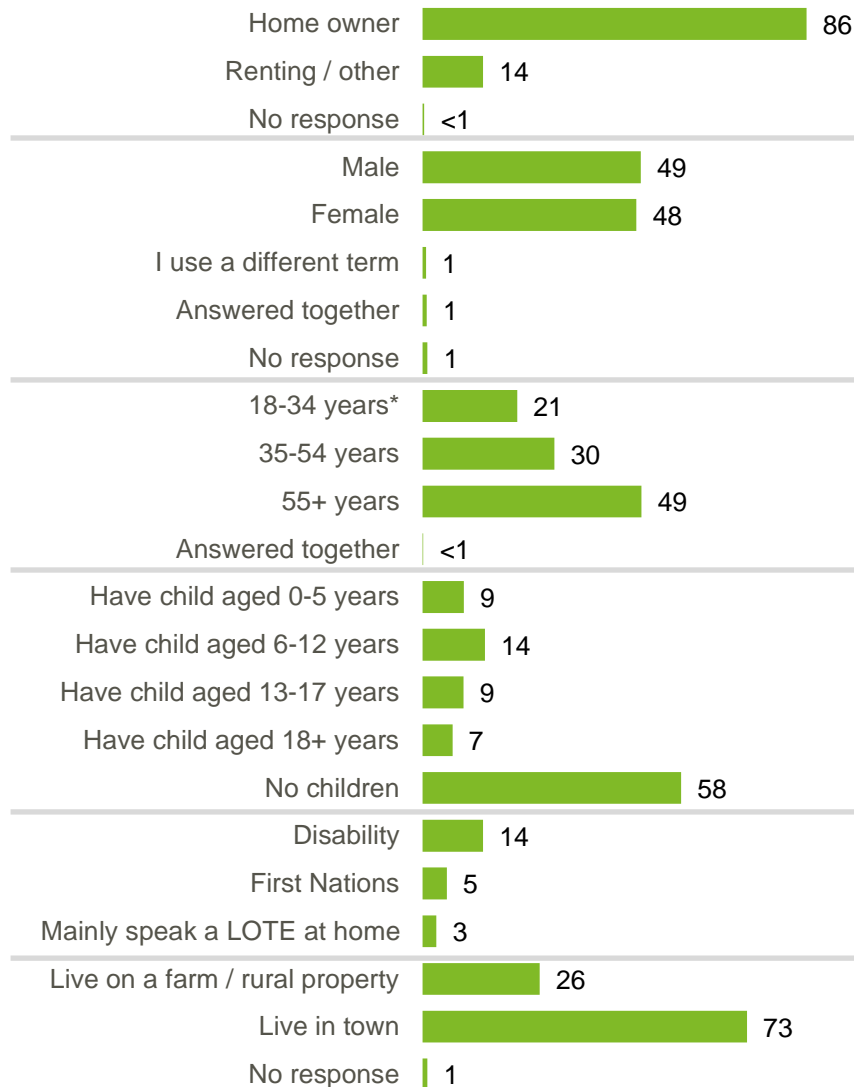
The scorecard was completed by **2,336 community members** with various connections to the Council:

Local resident	Local business	Out of area ratepayer	Visitor	Councillor / Employee
2,140	566	27	28	142

The main body of this report shows responses from local residents and ratepayers. Responses were weighted by age and gender to match the ABS Census population profile.

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

% of respondents (weighted)



* Contains some 14-17 year olds
LOTE: language other than English

Over the past 21 years, CATALYSE® has conducted community perceptions surveys for more than 70 councils across Australia. When comparable questions are asked, we publish high and average scores to enable participating councils to recognise and learn from industry leaders. In this report, average and high scores are calculated from councils that have completed a MARKYT® accredited study within the **past three years**.

Perth Region

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

Peel Region

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

Wheatbelt Region

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

South West Region

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

Great Southern Region

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



How to read MARKYT® performance dashboards

Performance Ratings

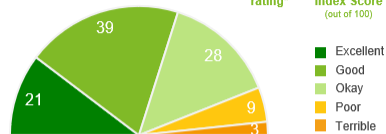
The chart shows community perceptions of performance on a five point scale from excellent to terrible.

Positive rating

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

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT® Industry Standards



MARKYT® Industry Standards

Show Council performance compared to other councils.

Council Score is the Council's performance index score.

Industry High is the highest score achieved by participating councils.

Industry Average is the average score among participating.

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

Score

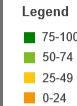
100
75
50
25
0

Average Rating

Excellent
Good
Okay
Poor
Terrible

Geographical variances

Performance Index Score



	Town	Division
Innisfail	59	60
Other	61	
Tully	67	
El Arish	70	67
Other	66	
Mission Beach	77	
Kurrimine Beach	72	75
Other	72	
Cardwell	69	
Other	69	

Geographical variances

Maps variances across the region by location.

Community variances

Performance Index Score

Gender	Male	Female	Age of children	0-5 years	6-11 years	12-17 years	18+ years	No children
	66	66		64	66	63	58	68
Age								

Disability & culture

Disability	56
First Nations	61
LOTE	70
Home ownership	
Home owner	67
Renting / other	60
Town vs rural	
Town	66
Rural	68

Community variances

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

Overall Performance

Place to live

Performance ratings

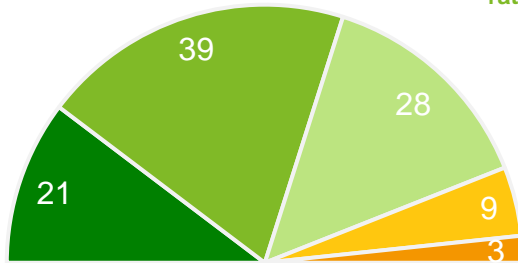
% of respondents

88%

Positive rating*

66

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	59	
Other	61	60
Tully	67	
El Arish	70	67
Other	66	
Mission Beach	77	
Kurrimine Beach	72	75
Other	72	
Cardwell	69	69
Other	69	

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	66
Female	66

Age of children

0-5 years	64
6-11 years	66
12-17 years	63
18+ years	58
No children	68

Age

18-34 years	65
35-54 years	64
55+ years	68

Disability & culture

Disability	56
First Nations	61
LOTE	70

Home ownership

Home owner	67
Renting / other	60

Town vs rural

Town	66
Rural	68

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	66
Industry High	91
Industry Average	74

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 2062).

* Positive Rating = excellent, good + okay

Governing organisation

Performance ratings

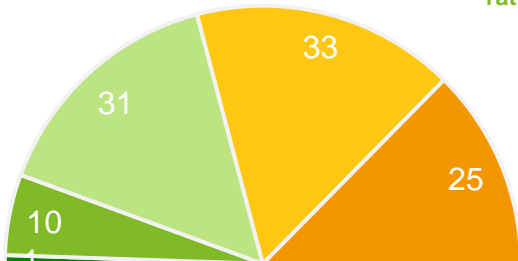
% of respondents

42%

Positive rating*

32

Performance Index Score (out of 100)



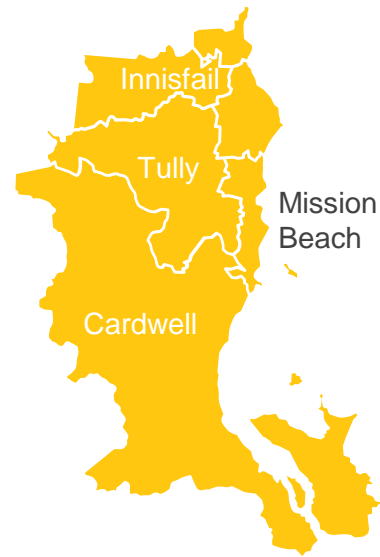
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	32	
	Other	32
Tully	33	
	Other	32
Mission Beach	38	
	Other	35
Cardwell	27	
	Other	29

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male	31
Female	34

Age of children

0-5 years	29
6-11 years	30
12-17 years	27
18+ years	24
No children	33

Age

18-34 years	30
35-54 years	31
55+ years	34

Disability & culture

Disability	27
First Nations	28
LOTE	39

Home ownership

Home owner	31
Renting / other	40

Town vs rural

Town	32
Rural	34

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	32
Industry High	69
Industry Average	51

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 2040).

* Positive Rating = excellent, good + okay

MARKYT  industry comparisons

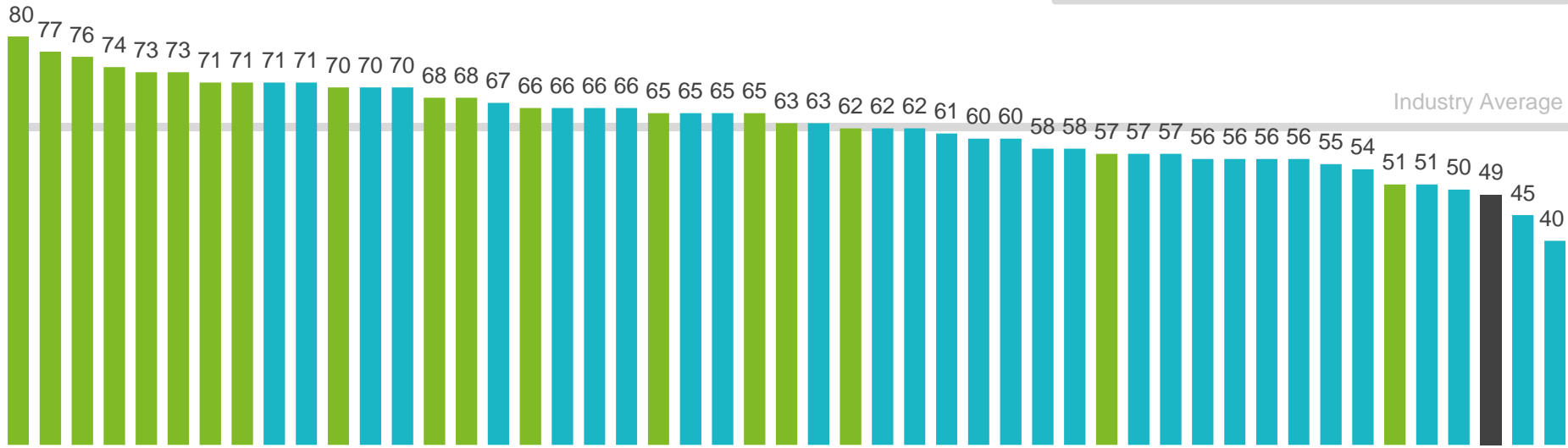
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Cassowary Coast Regional Council as a 'place to live' and as a 'governing organisation'. CCRC's overall performance index score is 49 out of 100, 14 index points below the industry average.

Overall Performance Index Score

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

- Cassowary Coast RC
- Metropolitan Councils
- Regional Councils



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	49
Industry High	80
Industry Average	63

How to read the MARKYT Benchmark Matrix

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

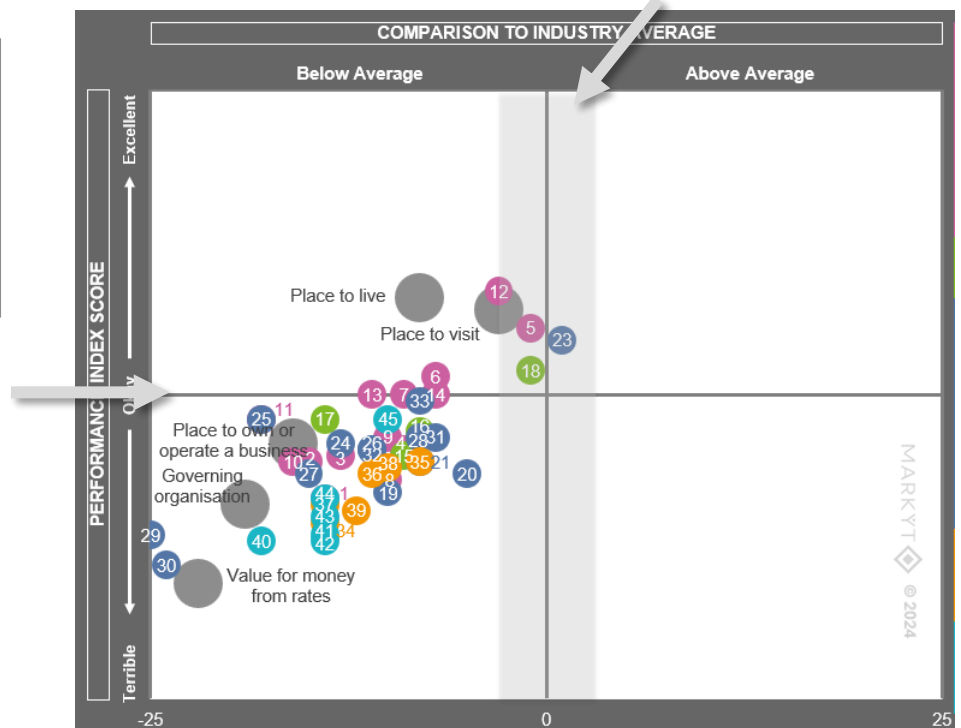
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

Councils aim to be on the right side of this line, with performance ABOVE the MARKYT® Industry Average.

Services are grouped in five areas:

- People
- Place
- Planet
- Prosperity
- Performance

This line represents okay performance based on the MARKYT Performance Index Score. Higher performing service areas are placed above this line while lower performing areas are below it.



MARKYT Benchmark Matrix

COMPARISON TO INDUSTRY AVERAGE



- 1 Youth services and facilities
- 2 Family and children's services
- 3 Seniors' care, services, facilities
- 4 Disability access and inclusion
- 5 First Nations recognition
- 6 Multiculturalism and racial harmony
- 7 Volunteer recognition and support
- 8 Safety and crime prevention
- 9 Animal management
- 10 Health and community services
- 11 Sport and recreation facilities
- 12 Library and information services
- 13 Festivals, events, art and culture
- 14 Local history and heritage
- 15 Sustainable practices
- 16 Conservation and environment
- 17 Waste collection services
- 18 Natural disaster management
- 19 Responsible growth and development
- 20 Planning and building approvals
- 21 Access to housing
- 22 Quality of drinking water
- 23 Sewerage management
- 24 Community buildings, halls and toilets
- 25 Playgrounds, parks and reserves
- 26 Streetscapes, trees and verges
- 27 Footpaths, trails and cycleways
- 28 Lighting of streets and public places
- 29 Access to public transport
- 30 Building and maintaining local roads
- 31 Traffic management
- 32 Parking management
- 33 Marine facilities
- 34 Economic development and job creation
- 35 Development and support of agriculture
- 36 Tourism attractions and marketing
- 37 Town centre development and activation
- 38 Education and training opportunities
- 39 Telecommunications and internet
- 40 Council's leadership
- 41 Advocacy and lobbying
- 42 Consultation
- 43 Communication
- 44 Change, innovation and technology
- 45 Customer Service

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

MARKYT  community trends

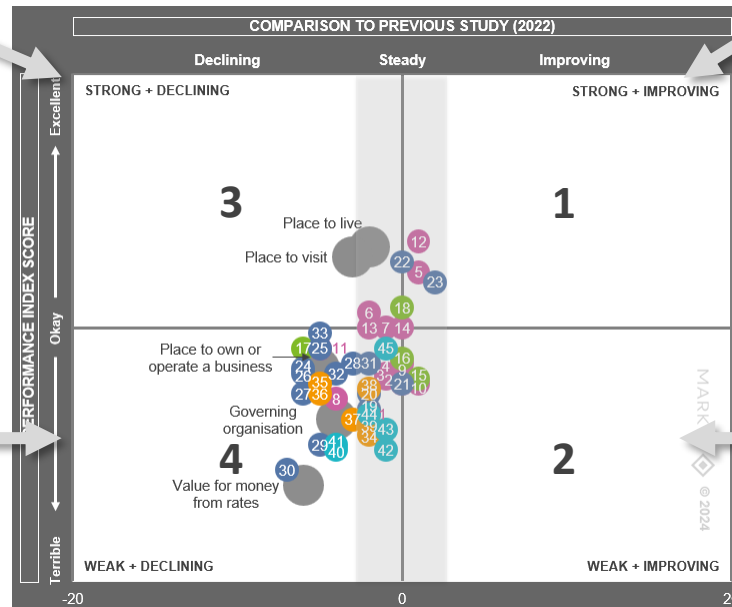
The MARKYT® Community Trends Window shows trends in performance over the past 2 years.

Window 3 includes higher performing services in decline. **Arrest decline** for:

- Overall perceptions of the region as a place to live and visit
- Multiculturalism and racial harmony
- Festivals, events, art and culture

Window 4 includes lower performing areas in decline. The **main concerns** include:

- Value for money from Council rates
- Local roads, paths, trails, cycleways
- Community buildings
- Waste services
- Agricultural development
- Tourism attractions and marketing
- Council's leadership and advocacy



Window 1 includes higher performing areas that have improved. **Marginal improvers** are:

- Sewerage management
- Library services
- Recognition and respect for First Nations peoples

Window 2 includes lower performing areas that are improving. Continue to work on areas making marginal progress such as:

- Sustainable practices
- Health and community services

MARKYT Community Trends Window

COMPARISON TO PREVIOUS STUDY (2022)

PERFORMANCE INDEX SCORE

Excellent

Okay

Terrible

Declining

Steady

Improving

STRONG + DECLINING

STRONG + IMPROVING

WEAK + DECLINING

WEAK + IMPROVING

Place to live
Place to visit

Place to own or
operate a business

Governing
organisation

Value for money
from rates

MARKYT  © 2024

- 1 Youth services and facilities
- 2 Family and children's services
- 3 Seniors' care, services, facilities
- 4 Disability access and inclusion
- 5 First Nations recognition
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-20 0 20

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

MARKYT  community priorities

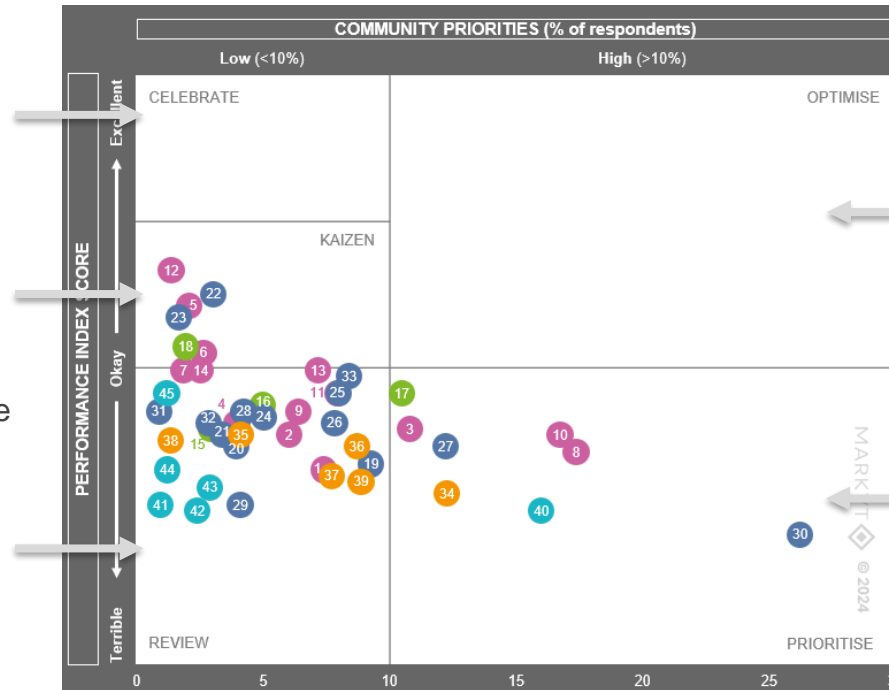
How to read the MARKYT Community Priorities

The MARKYT® Community Priorities chart maps priorities against performance in all service areas.

CELEBRATE CCRC's highest performing areas.

KAIZEN: consider ways to continuously improve services with average ratings between okay and good to strive for service excellence

REVIEW lower performing areas.



OPTIMISE higher performing services where the community would like enhancements to better meet their needs.

PRIORITISE lower performing services where the community would like CCRC to focus its attention.

Services are grouped in five areas:

- People
- Place
- Planet
- Prosperity
- Performance

MARKYT Community Priorities

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

REVIEW

PRIORITISE

0 5 10 15 20 25 30

MARKYT  © 2024

- 1 Youth services and facilities
- 2 Family and children's services
- 3 Seniors' care, services, facilities
- 4 Disability access and inclusion
- 5 First Nations recognition
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- 45 Customer Service

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

Q. Over the next 10 years, which areas would you mostly like the Cassowary Coast RC to focus on improving? Base: All respondents, excludes no response (n=919)

Community action plans for community priorities

Community driven actions

1. Improve the quality of local roads so that they are safe and able to cope with heavy rainfall:
 - grade gravel roads more regularly, especially after storms and heavy rain
 - repair potholes and edges
 - Improve drainage, kerbing, channelling, guttering
 - Paint white lines regularly
2. Carry out repairs promptly and to a high standard. Provide permanent solutions, not temporary fixes.
3. Advocate for funding to seal gravel roads.
4. Advocate for funding to widen high-traffic roads and bridges – particular mention of Tully Mission Beach Rd.

Community Voices

“Dangerous to drive some parts - like Mission to Tully. Council should have a 'duty of care' to provide a safe drive for all.”

“Local roads need regular grading, especially in rural areas, with all this rain we have had recently.”

“Slash and grade the non-sealed roads more often. Not once every twelve months that happens now.”

“Improvements to all road surfaces in the Shire. Many of us have to bounce through massive potholes whilst driving around our region.”

“Widening and installing curb and channeling along the streets on the western side of Cardwell. One street back from the highway and the water pools everywhere and two cars can't pass safely. Rebuilding the road between Cardwell and Tully instead of patching it up.”

“Re-mark the white lines on the roads. Roads are difficult to see safely in the rain.”

“All the roads need the lines to be remarked regularly to maintain road safety.”

“Fix the roads. Bruce Hwy south side is shocking. Bowen St is little more than one lane and very rough. A number of holes in roads left for an extended periods, with low quality repairs lasting only days.”

“Maintenance of local roads. Completely understand weather is an issue. However, so much money is wasted over time by patchwork, instead of repairing the issues correctly the first time.”

“Seal all gravel roads over a long term programme to 2050 from govt grants.”

“Better maintenance of unsealed roads. Have a program to seal unsealed roads.”

“East Feluga Road has 3 one lane bridges. This is the main access to Mission Beach during floods. I would like to see these bridges upgraded to dual lane to ensure safety of everyone using this road.”

“The Tully / Mission Beach Road urgently needs to be widened and upgraded. I work for a caravan park and travel this road regularly. Considering that the 'grey nomads' bring so much business to our region, I think this should be a priority.”

Community safety and crime prevention

Community driven actions

- Advocate for more visible police presence (on foot and vehicle patrols).
- Collaborate with police, community services and government departments to engage with at-risk youth – provide activities, education, training, mentoring and support services.
- Install more CCTV cameras and lighting in well known hot spots (parks, streets and residential areas).
- Provide support services to address homelessness and antisocial behaviour in parks and public places.
- Promote and facilitate a community safety program like Neighbourhood Watch.

Community Voices

“Safety. More police patrolling the main street, on foot, not just driving by.”

“Crime. More police to be on the street or driving around the township.”

“Working closely with QPS and youth services. Have a community centre and activities which engage youth.”

“Work in conjunction with law enforcement and other community service stakeholders to identify ways to educate young offenders and try and engage them in programs and activities to be a more positive member of the community.”

“Activities for families and young teenagers. Support for families struggling with behaviour management and engaging activities. More sports and (may need under cover areas due to the wet weather) Futsal, market nights. If kids have things to do they are less likely to be anti-social. Police beat - Visits to schools. Adopt a cop (Drug rehab support, gambling, alcohol).”

“Crime prevention. Better lighting, more CCTV. Programs to engage people in positive activities to stop them re-offending.”

“More lighting, security cameras and an official safe night precinct as other Qld towns have. Violence is out of hand in this town.”

“Additional CCTV and active monitoring, lighting and security in public areas, work more with police to reduce youth crime and antisocial behaviours from public places.”

“Identifying gaps in family and social support networks where people are vulnerable eg children without quality home life and care, homeless families.”

“Police presence. Foot patrols, walkthrough of hotels and public spaces. Interaction with owners of the stores, and pedestrians. Govt support to enable this to happen. Nighttime lighting. Sleeping options for the homeless. Showers. Soup kitchen. Youth support.”

“Council to be more on board with the community with Neighbourhood Watch, getting the community to work together with prevention and ideas to eradicate crime.”

Community driven actions

1. Advocate for funding to provide more medical facilities throughout the Shire:
 - GP clinics / medical centres (preferably bulk billing)
 - Specialists
 - Allied health professionals
2. Consider ways to attract medical professionals to live and work in the area. Suggestions include subsidised housing, paid relocation expenses, subsidised rates and costs of establishing services.
3. Advocate for funding to upgrade Tully and Innisfail Hospitals with improved parking, well-trained staff, more beds and better equipment.

Community Voices

"Lobby for doctors and health professionals to be established at places like Mission Beach and Cardwell. Lobby State Government for a new hospital at Tully."

"A fully equipped medical centre with full time team of doctors, nurses, pathologist and reception staff to be able to service the needs of ALL Mission Beach residents and visitors."

"More service for health needs to be provided in Innisfail, so many people need to make the big drive to Cairns to access health services, this causes people loss of daily wages and the cost of fuel to make the journey."

"Some waits at the hospital can be up to 6 hours just to see a doctor. Many people also have to travel to Innisfail or Cairns just to see a specialist. We need more specialists coming to Tully."

"Access to specialists is very, very difficult. Speech pathology, OT, child health, senior health - hard to get doctor appointments. Have had to go to Emergency at hospital 3 x times this year as no doctor available."

"Continue to work with the public and private health care sector to further develop opportunities for more health care clinics in the region and ways to encourage health care practitioners to relocate to the region."

"Attract and retain GP services. Currently, to see a GP without a prolonged wait is impossible. Perhaps subsidised housing, relocation expenses paid."

"Health and community services. What can council do to attract more services. Provide buildings? Subsidise rates and costs of establishment?"

"The Tully hospital needs councillors to address health services so an upgrade to hospital can be delivered. This is an area with an aging population. How can we expect good health care workers to want to work here when the hospital is lacking in quality equipment and facilities."

"Upgraded emergency department at Innisfail hospital, upgraded maternity ward, more doctors. More beds available at the hospital, upgraded parking facilities at the hospital."

Community driven actions

1. Lobby State and Federal Governments for funding and incentives to draw a wider range of industries to the Cassowary Coast region.
2. Attract and support small businesses to stay in the area with economic incentives, lower rates and removal of red tape barriers.
3. Be open and supportive of development to create further job opportunities.
4. Facilitate more education, training and job opportunities for young people.

Community Voices

“Advocate, lobby for major investors to invest in the region to bring further services to create jobs, to increase tourism and hospitality sector and more population, to reduce rates.”

“Work with other levels of government to create sustainable industries. Work other than bananas to give more opportunities to locals and backpackers.”

“CCRC needs to bring more industry to the Cassowary Coast so more jobs could be created. Also, this would diversify the economy of the Cassowary Coast.”

“There need to be incentives and support for new small and micro businesses, not only in terms of financial support but also education for small business owners and prospective entrepreneurs. There needs to be education around financial management, employment, and ways of finding grants and instruction on how to write submissions for funding.”

“Encourage, help and promote businesses to start up/move to the area, a strong business district generates financial and population growth ensuring a stronger council through a larger rates payer base. Increasing rates on a smaller population base does the opposite of the above.”

“Council’s rates impede start up for small businesses. We have looked at starting a business though rentals are high and to purchase outright and then meet rates charges with all other costs, makes this opportunity non viable.”

“Welcome business and development into the shire. In the past we have lost so much development - so much red tape and rules - businesses have gone to other shires.”

“Council has a long reputation for being anti-development, and making life hard for business owners . . . If they turned their attention to making it easier for businesses there would be more businesses to share the rates load, and less vacant shops in the main streets. Which in turn creates jobs and generally helps the economy.”

“Encourage and support local businesses to employ apprentices and trainees as there are so many young people out of work.”

“There is a need to attract / keep young people in the area. The CCRC needs to make concessions for parties interested in setting up a business - a need to seek out possible ventures.”

Community driven actions

- Ensure all footpaths are safe and accessible for all users including people in wheelchairs, children on scooters, prams etc.
- Maintain and repair footpaths to a higher standard - repair uneven surfaces, curb and channel for drainage, keep clear of plants and debris, clean and remove mould etc.
- Advocate for a more extensive, connected network of footpaths and cycleways to encourage walking and cycling for health, transport and recreation.
- Provide more lighting on footpaths and cycleways.

Community Voices

"Footpaths. Maintain and make sure they are level as there have been a few falls over the years due to this."

"Great need for improved drainage in Mission Beach. Some of the footpaths have no channelling and kerbing. Also, they are full of black slime and algae for a big part of the year. Also, to help with local flooding problems."

"Walking paths - Kurrimine Beach - unsafe re debris on paths - coconuts."

"The path along the whole foreshore at Cardwell is a wonderful asset but poorly managed. Every year the mould is so thick that it's a real slip hazard and it's only cleaned off in patches. It also needs to be sealed afterwards to prevent the mould coming back."

"Upgrade the paths so that they are wider and safer for pedestrians and bikes/ e-scooters and mobility scooters and parents with prams."

"Plan to improve the local paths as a priority. At South Mission Beach there is only a gravel path along the beach front - that is not wheelchair, pram or suitable for the elderly to use. It is poorly lit and there are no bins."

"Dirt walkways or pathways need to be upgraded to promote South Mission Beach but also give access to people in wheelchairs or who have a disability."

"Footpaths, trails, cycleways outside of main town area, ie. if anyone in South Johnstone or Wangan wanted to cycle or walk / run to town they can't without the risk of being killed by traffic."

"Footpaths to connect the entire villages, from South Mission to Bingil Bay, for health, exercise, mental health, tourism, elderly, people with walking aides - to encourage people to feel safe on the pathways."

"Riding a bike here is dangerous. I have suffered permanent injury on an Innisfail footpath. Enact a strategy to make cycling possible and lobby TMR to put through the Bruce Hwy Bypass to avoid the centre of Innisfail."

"Lighting is poor along streets / footpaths and Esplanade. Early morning is unsafe for pedestrians to go walking."

Community driven actions

- Advocate for a range of housing and care options for seniors, ranging from lifestyle villages to higher care facilities.
- Advocate for improved access to assisted living, health care, home care and services to enable older residents to remain at home.
- Provide a community bus service for seniors.
- Provide spaces for seniors to gather and activities to keep seniors healthy and connected.
- Improve accessibility for people with disability and mobility issues (ramps, rails, seating, parking spaces, public toilets etc).
- Improve communication about services available to seniors – have a central point of contact.

Community Voices

“Look into retirement villages or extra nursing homes, due to the aging population.”

“As an aging population we desperately need more care facilities and an assisted living village for those who don't need 24 hour care“

“More home assistance for the elderly.”

“An aging population needs facilities/services to help keep people in their homes longer. More Community Care Packages, more help services like transportation. More local things so travel isn't required out of region.”

“Senior care is very limited and costly. Most jobs around your home are met with a negative response. We would all love to stay independent but not easy with limited help. Also, neighbours think of you as invisible when you are senior.”

“As our community ages maybe a minibus to take them shopping, appointments or to activities organised here at Mission Beach.”

“We need better help for the elderly in the community and others to have more transport to appointments in Cairns (bring back the Rail Motor).”

“Provide more places for older people to meet.”

“A major factor to maintain health in older locals is keeping fit. Tully has virtually no game type activities seniors can play when it rains, which lately is most of the time. Since we do not have one covered tennis court, tennis has been all but eliminated. We NEED the Igloo for Pickleball.”

“Have a streamlined process for senior services where the different services communicate. It is a nightmare trying to organise help for my parents.”

“There needs to be a central point of contact and more communication around what services are offered. In my experience, if you don't know what to ask for then I have found none of the services are forthcoming with information.”

“More help for the elderly, better parking and more ramps to assist with accessibility.”

“We need more disability parking spaces. We need better access to footpaths for mobility scooters and walkers. Accessible disability toilets, eg. ETTY Bay.”

Community driven actions

- Provide households with recycling bins and kerbside recycling collection services. Ensure recycling waste is recycled.
- Provide more rubbish bins in public places (including recycling bins) and empty public bins more often.
- Provide free tip passes for residents and improve accessibility to the tips (keypad entry, longer opening hours).
- Provide a bulk waste rubbish collection service once or twice a year.
- Provide larger bins for general/wet waste.

Community Voices

"Waste. Proper recycling would be wonderful. We were advised by council that all waste is going into landfill."

"Looking forward to having recycling. Hoping this will also mean an upgrade to the bins in town to include recycling too. Encouraging local businesses to recycle and also provide bins for container for change collection."

"Waste. Recycle bins that do get proper recycling. When this is introduced, fine people who do not comply. Put the bins back around the place please. Absolute necessary, and ridiculous when removed."

"The waste management 'system' is a joke. No actual recycling happens, despite us being asked to separate rubbish. We need to get serious about recycling. Bins in the town area and beyond should require the rubbish to be separated."

"Bring back the bins to public areas that were removed last year. It is totally inappropriate to remove the bins in public places frequented by lots of tourists."

"More rubbish bins around in public places. Such a disgrace to have tourists come through & see overflowing bins everywhere. A lasting memory & word of mouth will do the district much damage. It needs to be addressed for locals' pride in their district too. Bins need to be emptied more often."

"Bring back being able to use the tip for free, for what we all pay in rates it's the least you could do."

"Dump needs to be open at 8am for summer - 10am too hot and too late to join the queue. Bring back key code pad - was heaps easier."

"Have a road side clean up once or twice a year. This helps families who can not access the dump."

"Kerb pickup yearly. And green waste for those who cannot take it to the dump."

"The wet waste bins need to be larger."

"Providing large size wheelie bins for general waste collection. Free dump days. Regular green and hard waste kerbside collection."

Community driven actions

- Improve community engagement - involve the community in decision-making, re-open Council meetings to the public, listen to and act on residents' concerns.
- Act with honesty, transparency and integrity at all times.
- Review the structure of the organisation so it's less top heavy.
- Provide better value for money from rates.

Community Voices

"Listen to the community and give them a chance to put forward ideas, rather than it all being decided by a select few."

"Need to open council meetings back up to the public. Covid is over, no need for the online viewing. More public input to council meetings back to basics."

"CCRC Executive Team need more interaction with community. Consultation. More open public meetings with rate payers. We need to see our councillors out in the community more."

"Transparency and communication with the community - foster a culture of transparency where leaders are open about organisational goals, challenges, and changes. Regular communications can keep the public and employees informed and engaged. Open lines of communication encourage trust and collaboration."

"When approached, councillors need to listen and take on board what is said. Do not go on the defensive. They deserve respect but so does the community."

"Leadership needs to be honest and transparent. There is NO room for own agendas. Must remember ratepayers provide your pay. Do them proud."

"Council leadership. Need to consult people who could be affected, but councillors must be open and honest with the community. Do not lie, do not cover up, be upfront and open."

"Too top heavy. Stop employing directors and start putting more people on the ground. And the people on the ground need to be paid properly for their work."

"The ship is only as good as its captain. Get rid of any unproductive staff. The CC office is top heavy. Costing too much. Money better spent elsewhere."

"Rates. I should get paid for doing your work. I don't have sewerage, I have bore water, no street lights. I maintain the lawns between causeways on my road, the bus shelter. Only service is the bins."

"Value for money. More community engagement for feedback of concerns. Rates are too high."

To see all community comments in the MARKYT® Community Scorecard, please see CCRC's MARKYT® VoiceBank.

The MARKYT® VoiceBank contains more than **138,500** words with ideas and suggestions from community members.

Ideas are grouped into 45 service areas.

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



Question: **How can the Cassowary Coast Regional Council address your top 3 priorities? What major projects, changes or improvements are needed?**

Source: MARKYT® Community Scorecard | 2024

All responses are presented verbatim. Identifying information, and offensive or defamatory language, has been removed. Views expressed are solely those of respondents.

Prepared by:
CATALYSE® Pty Ltd

On behalf of:
Cassowary Coast Regional Council

June 2024

People

Youth services and facilities

Performance ratings

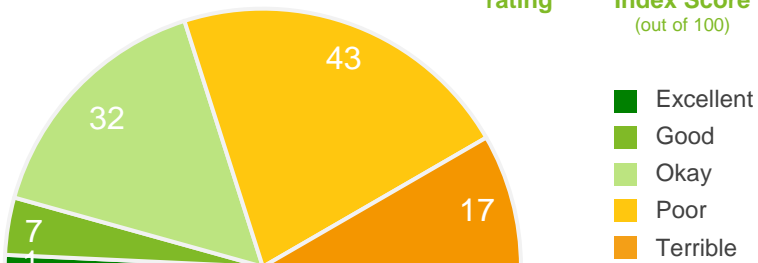
% of respondents

40%

Positive rating*

33

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	33	
Other	35	34
Tully	37	
El Arish	28	37
Other	41	
Mission Beach	32	
Kurrimine Beach	25	31
Other	29	
Cardwell	28	
Other	32	29

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	35
Female	32

Age of children

0-5 years	34
6-11 years	31
12-17 years	30
18+ years	23
No children	35

Age

18-34 years	35
35-54 years	31
55+ years	34

Disability & culture

Disability	26
First Nations	28
LOTE	38

Home ownership

Home owner	34
Renting / other	31

Town vs rural

Town	32
Rural	37

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	33
Industry High	65
Industry Average	47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1457).

* Positive Rating = excellent, good + okay

Family and children's services and facilities

Performance ratings

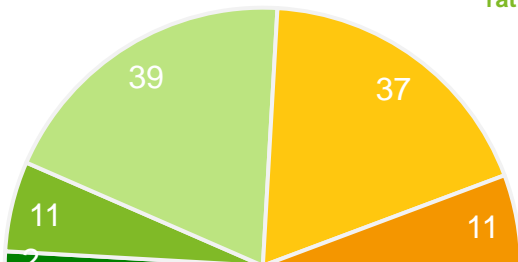
% of respondents

52%

Positive rating*

39

Performance Index Score (out of 100)



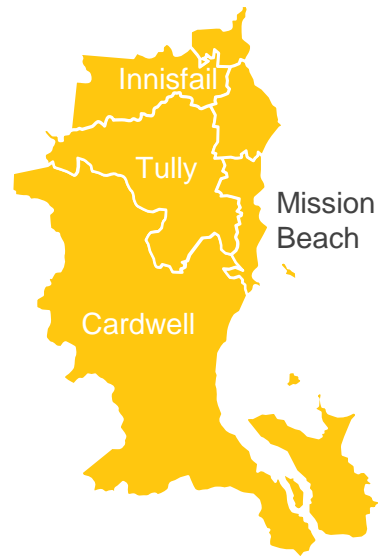
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

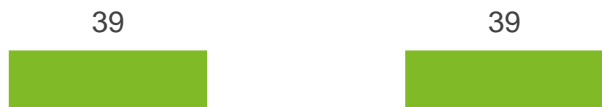
- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
	Innisfail	38
	Other	39
	Tully	43
	El Arish	35
	Other	42
	Mission Beach	40
	Kurrimine Beach	32
	Other	36
	Cardwell	36
	Other	37

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male	41
Female	37

Age

18-34 years	43
35-54 years	36
55+ years	39

Age of children

0-5 years	41
6-11 years	36
12-17 years	33
18+ years	30
No children	40

Disability & culture

Disability	31
First Nations	33
LOTE	48

Home ownership

Home owner	39
Renting / other	39

Town vs rural

Town	37
Rural	43

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 39

Industry High 67

Industry Average 54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1469).

* Positive Rating = excellent, good + okay

Seniors' care, services and facilities

Performance ratings

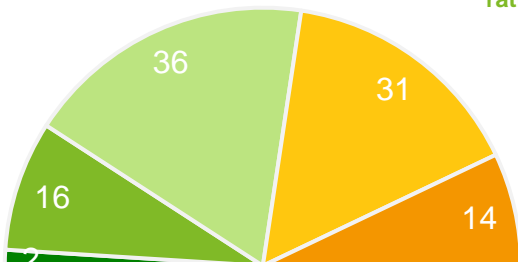
% of respondents

55%

Positive rating*

40

Performance Index Score (out of 100)



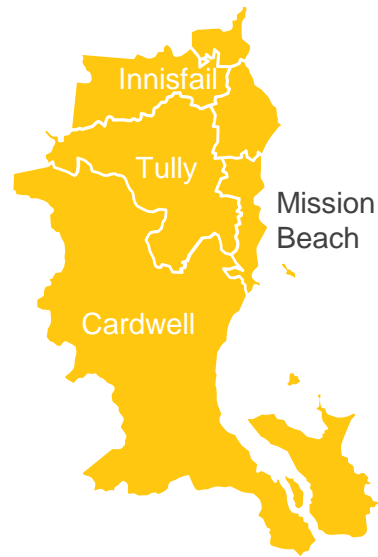
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	45	45
	Other	45
Tully	44	43
	El Arish	37
	Other	43
Mission Beach	34	
Kurrimine Beach	25	32
	Other	30
Cardwell	40	39
	Other	33

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male 40
Female 40

Age of children

0-5 years 49
6-11 years 44
12-17 years 39
18+ years 32
No children 39

Age

18-34 years 50
35-54 years 39
55+ years 38

Disability & culture

Disability 34
First Nations 41
LOTE 53

Home ownership

Home owner 39
Renting / other 47

Town vs rural

Town 39
Rural 43

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 40

Industry High 68

Industry Average 53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1522).

* Positive Rating = excellent, good + okay

Disability access and inclusion

Performance ratings

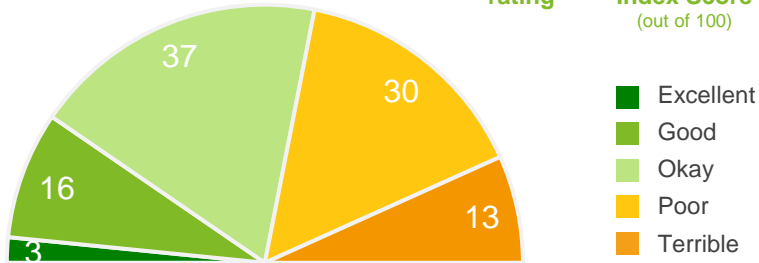
% of respondents

56%

Positive rating*

41

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	45	
	Other	45
Tully	42	
	El Arish	42
	Other	45
Mission Beach	37	
Kurrimine Beach	34	36
	Other	34
Cardwell	38	
	Other	37

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male 43
Female 40

Age of children

0-5 years 49
6-11 years 46
12-17 years 39
18+ years 34
No children 40

Age

18-34 years 50
35-54 years 41
55+ years 38

Disability & culture

Disability 29
First Nations 38
LOTE 46

Home ownership

Home owner 41
Renting / other 42

Town vs rural

Town 41
Rural 44

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 41

Industry High 62

Industry Average 50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1473).

* Positive Rating = excellent, good + okay

Recognition and respect for First Nations cultures and heritage

Performance ratings

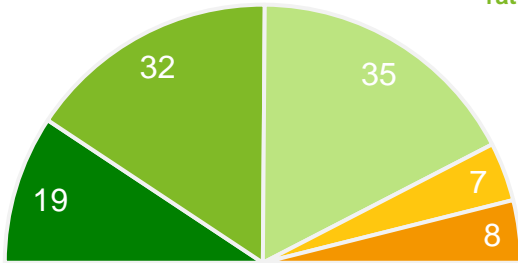
% of respondents

85%

Positive rating*

61

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	64	
	Other	63
Tully	67	
	El Arish	63
	Other	58
Mission Beach	60	
Kurrimine Beach	64	59
	Other	57
Cardwell	61	
	Other	57

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	62
Female	61

Age of children

0-5 years	71
6-11 years	61
12-17 years	63
18+ years	62
No children	62

Age

18-34 years	64
35-54 years	61
55+ years	61

Disability & culture

Disability	60
First Nations	58
LOTE	63

Home ownership

Home owner	62
Renting / other	58

Town vs rural

Town	60
Rural	66

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	61
Industry High	71
Industry Average	62

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1473).

* Positive Rating = excellent, good + okay

Multiculturalism and racial harmony

Performance ratings

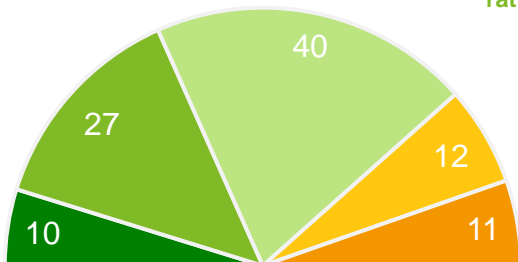
% of respondents

77%

53

Positive rating*

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	Innisfail	54
	Other	51
Tully	Tully	58
	El Arish	41
Mission Beach	Other	52
	Mission Beach	57
Kurrimine Beach	Kurrimine Beach	47
	Other	52
Cardwell	Cardwell	56
	Other	45

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	53
Female	54

Age of children

0-5 years	66
6-11 years	53
12-17 years	50
18+ years	46
No children	54

Age

18-34 years	55
35-54 years	52
55+ years	53

Disability & culture

Disability	50
First Nations	52
LOTE	57

Home ownership

Home owner	54
Renting / other	50

Town vs rural

Town	51
Rural	58

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	53
Industry High	69
Industry Average	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1565).

* Positive Rating = excellent, good + okay

Volunteer recognition and support

Performance ratings

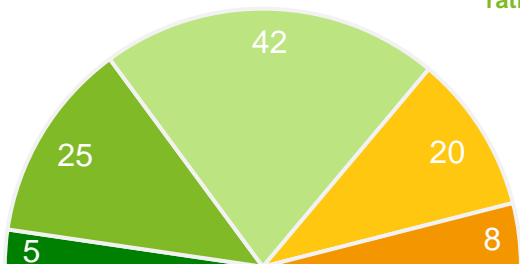
% of respondents

72%

Positive rating*

50

Performance Index Score (out of 100)



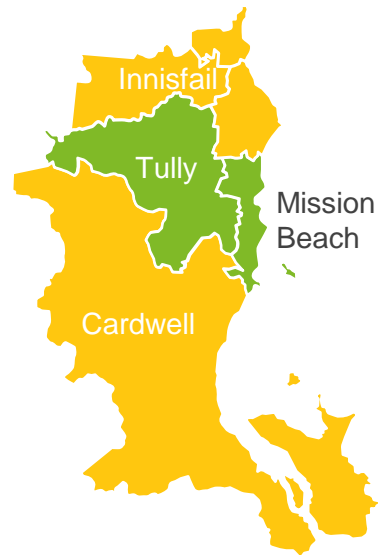
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	48	
Other	51	49
Tully	48	
El Arish	44	50
Other	56	
Mission Beach	55	
Kurrimine Beach	45	52
Other	49	
Cardwell	45	
Other	48	46

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male 49
Female 51

Age of children

0-5 years 56
6-11 years 50
12-17 years 47
18+ years 42
No children 50

Age

18-34 years 50
35-54 years 51
55+ years 48

Disability & culture

Disability 42
First Nations 46
LOTE 57

Home ownership

Home owner 50
Renting / other 47

Town vs rural

Town 49
Rural 52

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 50
Industry High 69
Industry Average 59

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1597).

* Positive Rating = excellent, good + okay

Community safety and crime prevention

Performance ratings

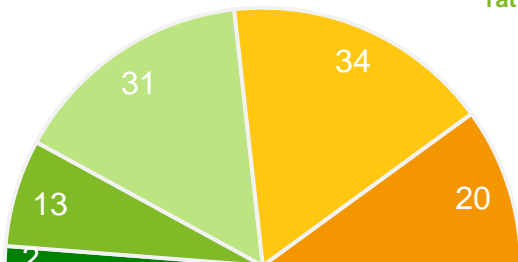
% of respondents

46%

Positive rating*

36

Performance Index Score (out of 100)



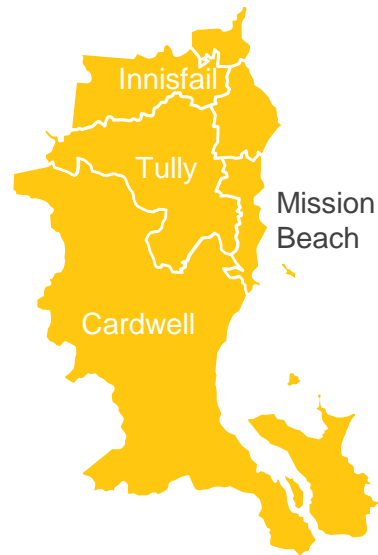
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	28	
	Other	27
Tully	39	
	Other	40
Mission Beach	51	
	Other	47
Cardwell	44	
	Other	43

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male 36
Female 36

Age of children

0-5 years 34
6-11 years 34
12-17 years 31
18+ years 28
No children 38

Age

18-34 years 36
35-54 years 35
55+ years 37

Disability & culture

Disability 30
First Nations 35
LOTE 46

Home ownership

Home owner 36
Renting / other 34

Town vs rural

Town 36
Rural 37

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 36
Industry High 66
Industry Average 46

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1798).

* Positive Rating = excellent, good + okay

Animal management (dogs and cats)

Performance ratings

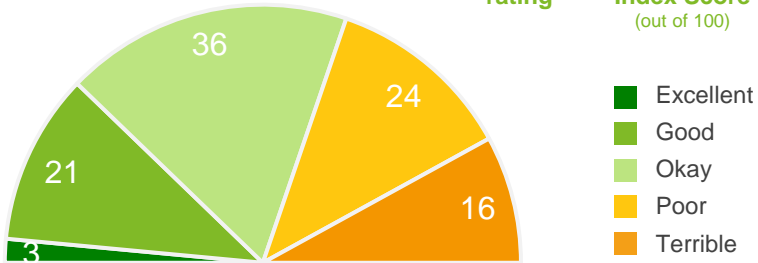
% of respondents

60%

Positive rating*

43

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	43	
Other	43	43
Tully	42	
El Arish	36	41
Other	43	
Mission Beach	46	
Kurrimine Beach	47	44
Other	41	
Cardwell	42	
Other	36	40

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male 43
Female 43

Age of children

0-5 years 48
6-11 years 41
12-17 years 38
18+ years 41
No children 43

Age

18-34 years 46
35-54 years 44
55+ years 41

Disability & culture

Disability 37
First Nations 43
LOTE 48

Home ownership

Home owner 43
Renting / other 45

Town vs rural

Town 43
Rural 44

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 43
Industry High 67
Industry Average 53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1797).

* Positive Rating = excellent, good + okay

Access to health and community services

Performance ratings

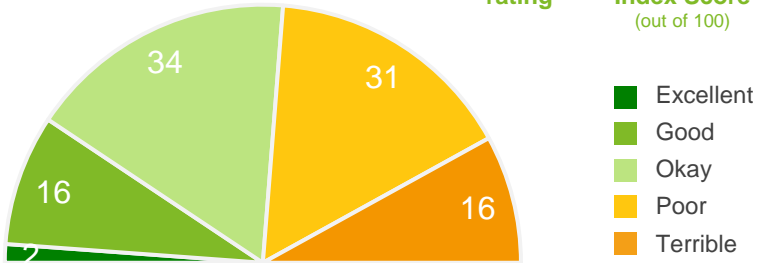
% of respondents

53%

Positive rating*

39

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	46	
Other	44	45
Tully	46	
El Arish	43	43
Other	38	
Mission Beach	30	
Kurrimine Beach	33	30
Other	29	
Cardwell	36	
Other	34	36

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	40
Female	38

Age of children

0-5 years	43
6-11 years	40
12-17 years	37
18+ years	34
No children	39

Age

18-34 years	44
35-54 years	36
55+ years	39

Disability & culture

Disability	34
First Nations	35
LOTE	41

Home ownership

Home owner	39
Renting / other	41

Town vs rural

Town	39
Rural	40

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	39
Industry High	68
Industry Average	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1866).

* Positive Rating = excellent, good + okay

Sport and recreation facilities and services

Performance ratings

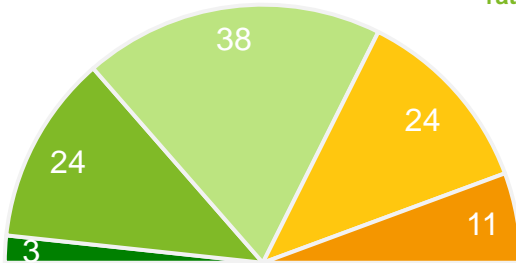
% of respondents

65%

Positive rating*

46

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	47	46
Other	43	
Tully	53	
El Arish	46	50
Other	47	
Mission Beach	50	
Kurrimine Beach	33	46
Other	44	
Cardwell	37	39
Other	43	

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	47
Female	45

Age of children

0-5 years	44
6-11 years	42
12-17 years	39
18+ years	42
No children	48

Age

18-34 years	46
35-54 years	42
55+ years	49

Disability & culture

Disability	40
First Nations	44
LOTE	45

Home ownership

Home owner	46
Renting / other	46

Town vs rural

Town	45
Rural	48

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	46
Industry High	79
Industry Average	64

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1854).

* Positive Rating = excellent, good + okay

Library and information services

Performance ratings

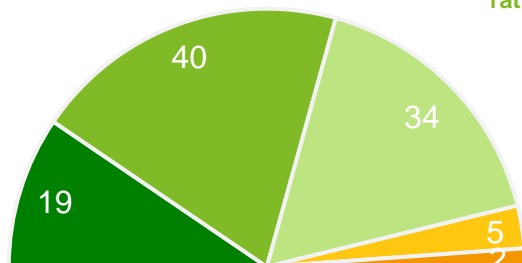
% of respondents

92%

Positive rating*

67

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

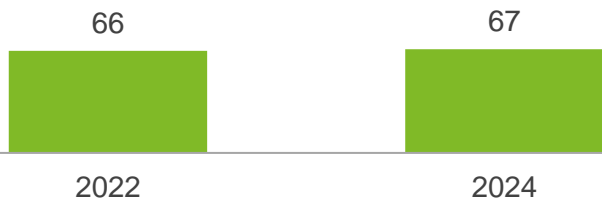
- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	67	
Other	65	66
Tully	68	
El Arish	65	67
Other	65	
Mission Beach	72	
Kurrimine Beach	52	68
Other	68	
Cardwell	66	
Other	66	66

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	65
Female	69

Age of children

0-5 years	70
6-11 years	66
12-17 years	63
18+ years	64
No children	67

Age

18-34 years	67
35-54 years	66
55+ years	67

Disability & culture

Disability	65
First Nations	67
LOTE	69

Home ownership

Home owner	67
Renting / other	66

Town vs rural

Town	66
Rural	69

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	67
Industry High	82
Industry Average	70

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1866).

* Positive Rating = excellent, good + okay

Festivals, events, art and culture

Performance ratings

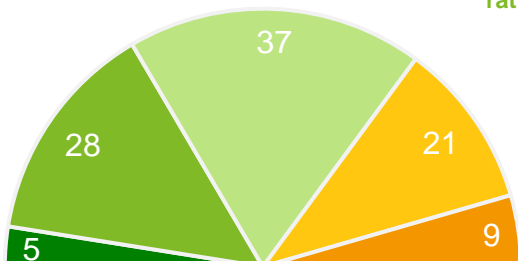
% of respondents

70%

Positive rating*

50

Performance Index Score (out of 100)



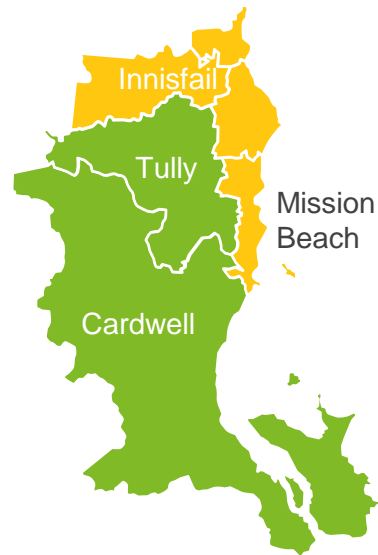
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	49	
Other	49	49
Tully	52	
El Arish	47	50
Other	48	
Mission Beach	51	
Kurrimine Beach	51	49
Other	46	
Cardwell	56	
Other	44	53

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	50
Female	49

Age of children

0-5 years	51
6-11 years	46
12-17 years	46
18+ years	45
No children	51

Age

18-34 years	52
35-54 years	46
55+ years	51

Disability & culture

Disability	47
First Nations	50
LOTE	56

Home ownership

Home owner	50
Renting / other	48

Town vs rural

Town	49
Rural	51

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	50
Industry High	76
Industry Average	61

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1903).

* Positive Rating = excellent, good + okay

How local history and heritage is preserved and promoted

Performance ratings

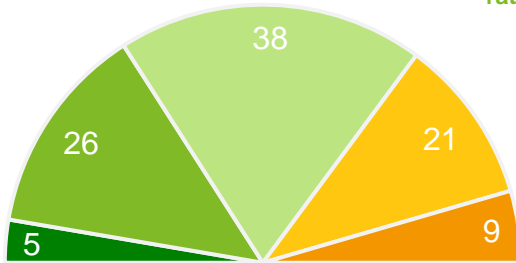
% of respondents

70%

Positive rating*

50

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	47	
Other	49	48
Tully	50	
El Arish	54	50
Other	50	
Mission Beach	52	
Kurrimine Beach	47	49
Other	46	
Cardwell	58	55
Other	46	

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	48
Female	51

Age of children

0-5 years	51
6-11 years	47
12-17 years	50
18+ years	47
No children	50

Age

18-34 years	52
35-54 years	49
55+ years	49

Disability & culture

Disability	47
First Nations	52
LOTE	52

Home ownership

Home owner	49
Renting / other	51

Town vs rural

Town	49
Rural	52

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	50
Industry High	71
Industry Average	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1823).

* Positive Rating = excellent, good + okay

Planet

Efforts to promote and adopt sustainable practices to manage climate change

Performance ratings

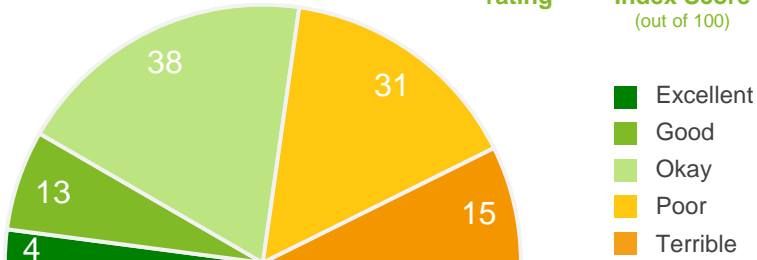
% of respondents

55%

Positive rating*

40

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	40	
Other	42	41
Tully	46	
El Arish	35	43
Other	41	
Mission Beach	42	
Kurrimine Beach	36	40
Other	37	
Cardwell	35	
Other	40	37

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	43
Female	38

Age of children

0-5 years	46
6-11 years	40
12-17 years	38
18+ years	38
No children	40

Age

18-34 years	39
35-54 years	40
55+ years	40

Disability & culture

Disability	33
First Nations	42
LOTE	50

Home ownership

Home owner	40
Renting / other	39

Town vs rural

Town	39
Rural	44

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	40
Industry High	68
Industry Average	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1467).

* Positive Rating = excellent, good + okay

Conservation and environmental management

Performance ratings

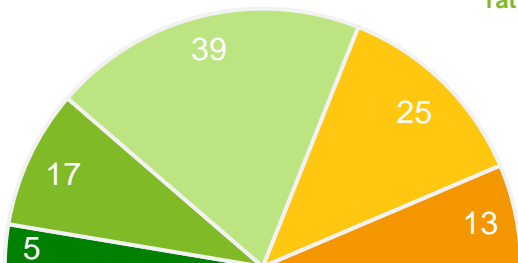
% of respondents

62%

Positive rating*

44

Performance Index Score (out of 100)



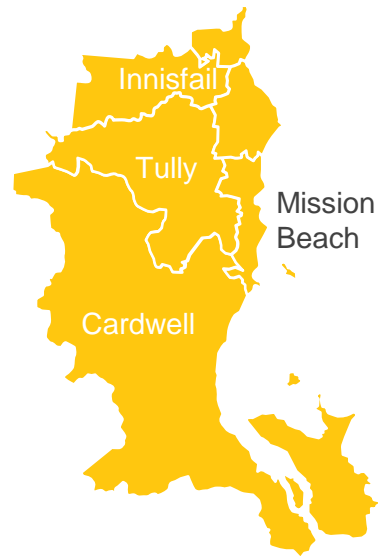
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	43	
	Other	43
Tully	48	
	El Arish	47
	Other	45
Mission Beach	47	
Kurrimine Beach	39	46
	Other	45
Cardwell	38	40
	Other	43

Trend Analysis

Performance Index Score



2022



2024

Community variances

Performance Index Score

Gender

Male 47
Female 42

Age of children

0-5 years 51
6-11 years 44
12-17 years 43
18+ years 41
No children 43

Age

18-34 years 47
35-54 years 45
55+ years 43

Disability & culture

Disability 38
First Nations 44
LOTE 54

Home ownership

Home owner 44
Renting / other 44

Town vs rural

Town 43
Rural 47

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 44

Industry High 67

Industry Average 52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1686).

* Positive Rating = excellent, good + okay

Land management (conserving and managing nature reserves, forests and agricultural land, weed management, etc.)

Performance ratings

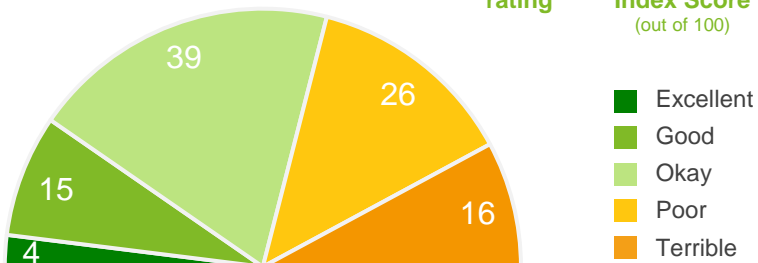
% of respondents

58%

41

Positive rating*

Performance Index Score (out of 100)



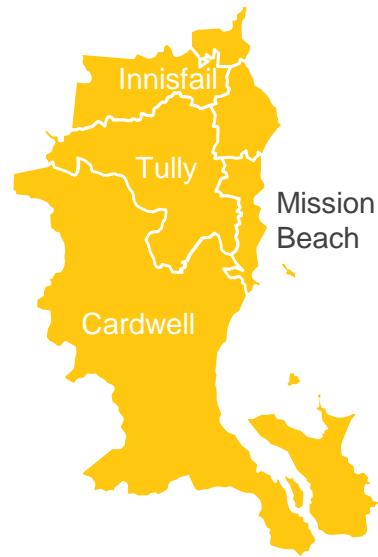
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	41	
	Other	41
Tully	44	
	El Arish	27
Mission Beach	Other	43
	Mission Beach	46
Cardwell	Kurrimine Beach	35
	Other	40
Other	Cardwell	43
	Other	32

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	42
Female	41

Age of children

0-5 years	44
6-11 years	43
12-17 years	41
18+ years	38
No children	41

Age

18-34 years	47
35-54 years	41
55+ years	39

Disability & culture

Disability	36
First Nations	40
LOTE	47

Home ownership

Home owner	40
Renting / other	49

Town vs rural

Town	42
Rural	40

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	41
Industry High	NA
Industry Average	NA

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1648).

* Positive Rating = excellent, good + okay

Water management (water conservation, water recycling, flood management, river and creek management, etc.)

Performance ratings

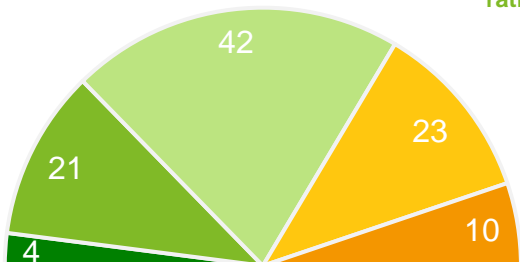
% of respondents

67%

47

Positive rating*

Performance Index Score (out of 100)



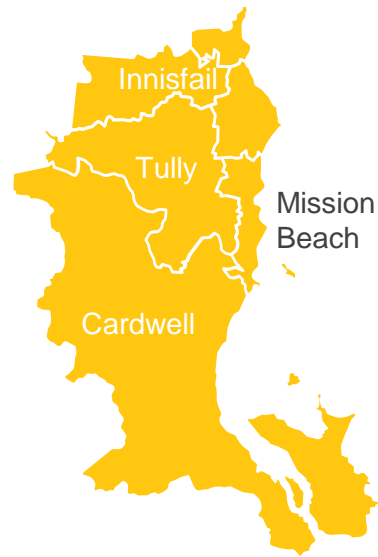
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	47	
	Other	47
Tully	49	
	Other	44
Mission Beach	53	
	Other	49
Cardwell	48	
	Other	45

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male 47
Female 46

Age of children

0-5 years 50
6-11 years 46
12-17 years 42
18+ years 41
No children 47

Age

18-34 years 48
35-54 years 46
55+ years 46

Disability & culture

Disability 40
First Nations 45
LOTE 52

Home ownership

Home owner 46
Renting / other 49

Town vs rural

Town 47
Rural 45

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	47
Industry High	NA
Industry Average	NA

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1662).

* Positive Rating = excellent, good + okay

Energy management (efforts to use and encourage the adoption of renewable energy, electric vehicles, etc.)

Performance ratings

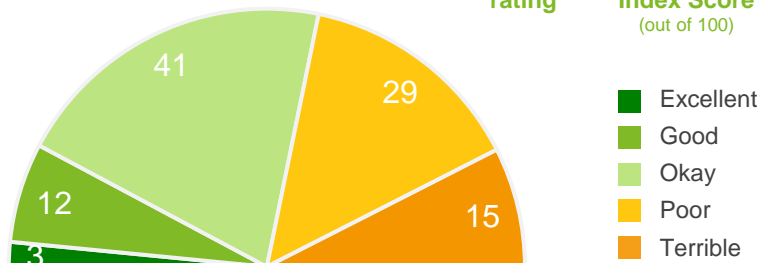
% of respondents

56%

Positive rating*

40

Performance Index Score (out of 100)



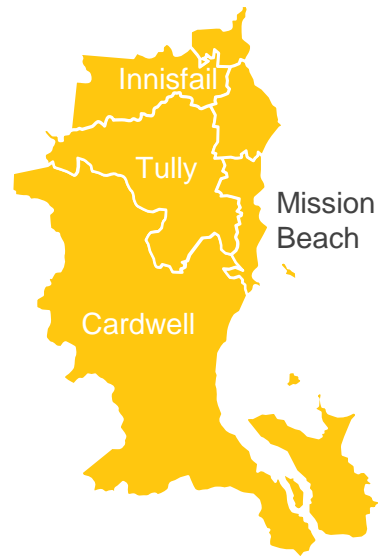
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	41	
	Other	41
Tully	43	
	El Arish	40
	Other	41
Mission Beach	42	
Kurrimine Beach	33	38
	Other	34
Cardwell	37	
	Other	38

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	40
Industry High	NA
Industry Average	NA

Community variances

Performance Index Score

Gender

Male	41
Female	40

Age of children

0-5 years	43
6-11 years	39
12-17 years	39
18+ years	37
No children	41

Age

18-34 years	40
35-54 years	40
55+ years	40

Disability & culture

Disability	34
First Nations	40
LOTE	41

Home ownership

Home owner	40
Renting / other	43

Town vs rural

Town	39
Rural	43

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

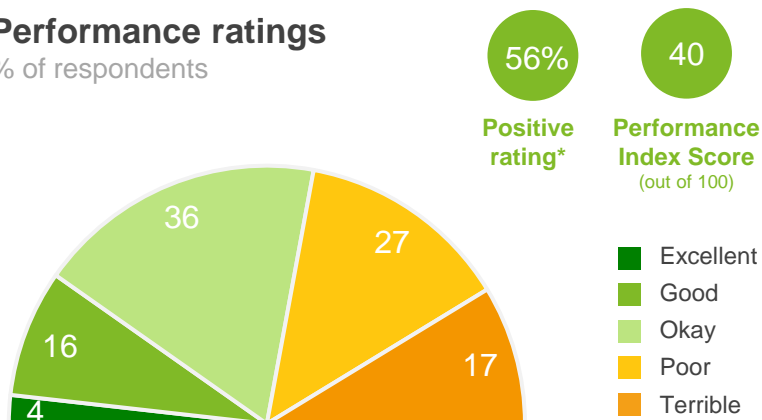
Base: All respondents, excludes 'unsure' and 'no response' (n = 1406).

* Positive Rating = excellent, good + okay

Waste management (efforts to reduce landfill, encourage recycling, responsible consumption and circular economies)

Performance ratings

% of respondents



56%
Positive rating*

40
Performance Index Score (out of 100)

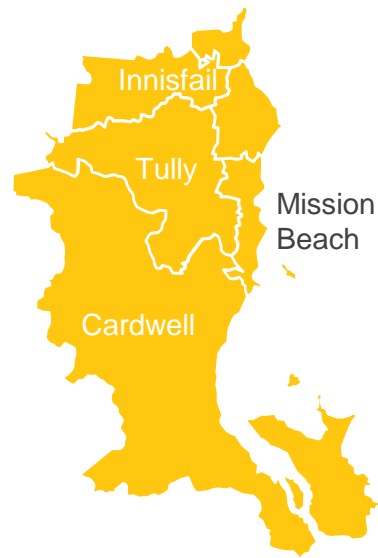
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	42	
Other	43	42
Tully	44	
El Arish	23	38
Other	34	
Mission Beach	47	
Kurrimine Beach	28	40
Other	32	
Cardwell	35	37
Other	42	

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	40
Industry High	77
Industry Average	60

Community variances

Performance Index Score

Gender

Male	42
Female	38

Age of children

0-5 years	37
6-11 years	38
12-17 years	39
18+ years	36
No children	42

Age

18-34 years	39
35-54 years	39
55+ years	41

Disability & culture

Disability	37
First Nations	44
LOTE	50

Home ownership

Home owner	40
Renting / other	44

Town vs rural

Town	40
Rural	42

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1752).

* Positive Rating = excellent, good + okay

Waste collection services

Performance ratings

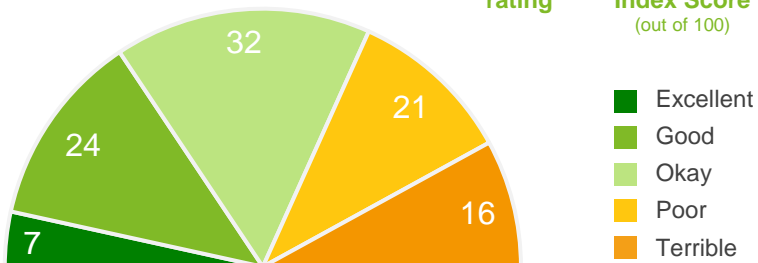
% of respondents

63%

Positive rating*

46

Performance Index Score (out of 100)



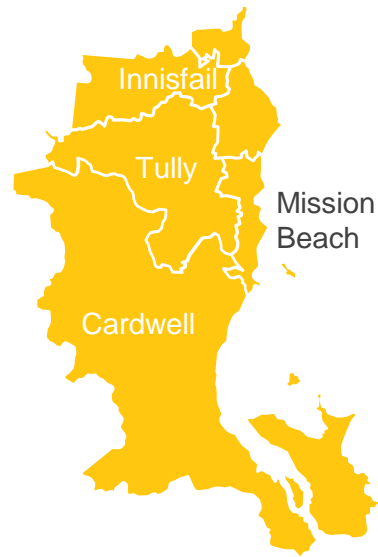
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	47	
	Other	47
Tully	51	
	El Arish	46
	Other	40
Mission Beach	50	
Kurrimine Beach	34	46
	Other	44
Cardwell	47	
	Other	46

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	47
Female	46

Age of children

0-5 years	44
6-11 years	42
12-17 years	40
18+ years	40
No children	48

Age

18-34 years	46
35-54 years	42
55+ years	49

Disability & culture

Disability	43
First Nations	41
LOTE	46

Home ownership

Home owner	46
Renting / other	49

Town vs rural

Town	47
Rural	45

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	46
Industry High ^B	77
Industry Average ^B	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1964).

* Positive Rating = excellent, good + okay B (benchmark): waste management

Natural disaster management

(education, prevention and relief for fire, floods, cyclones etc)

Performance ratings

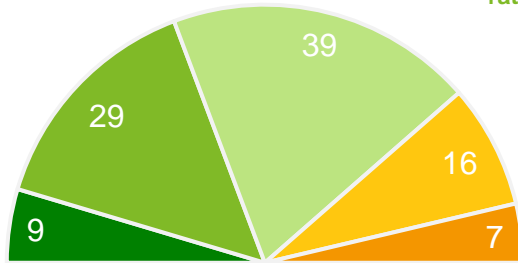
% of respondents

77%

54

Positive rating*

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	56	
Other	54	55
Tully	58	
El Arish	56	54
Other	48	
Mission Beach	58	
Kurrimine Beach	54	56
Other	52	
Cardwell	48	
Other	49	48

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male 56
Female 53

Age of children

0-5 years 57
6-11 years 55
12-17 years 51
18+ years 46
No children 54

Age

18-34 years 59
35-54 years 54
55+ years 53

Disability & culture

Disability 46
First Nations 49
LOTE 58

Home ownership

Home owner 54
Renting / other 59

Town vs rural

Town 55
Rural 54

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 54
Industry High 67
Industry Average 55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1845).

* Positive Rating = excellent, good + okay

Place

Managing responsible growth and development

Performance ratings

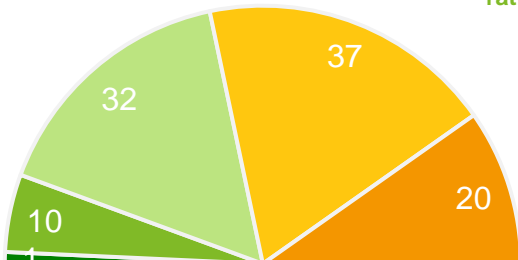
% of respondents

43%

Positive rating*

34

Performance Index Score (out of 100)



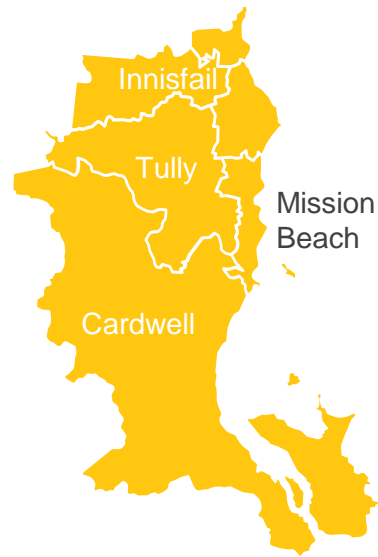
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	31	
Other	34	32
Tully	36	
El Arish	28	37
Other	41	
Mission Beach	41	
Kurrimine Beach	32	37
Other	33	
Cardwell	30	
Other	34	31

Trend Analysis

Performance Index Score



2022



2024

Community variances

Performance Index Score

Gender

Male 34
Female 35

Age of children

0-5 years 36
6-11 years 35
12-17 years 33
18+ years 29
No children 34

Age

18-34 years 37
35-54 years 34
55+ years 33

Disability & culture

Disability 29
First Nations 32
LOTE 35

Home ownership

Home owner 33
Renting / other 39

Town vs rural

Town 33
Rural 36

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 34
Industry High 58
Industry Average 44

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1664).

* Positive Rating = excellent, good + okay

Planning and building approvals

Performance ratings

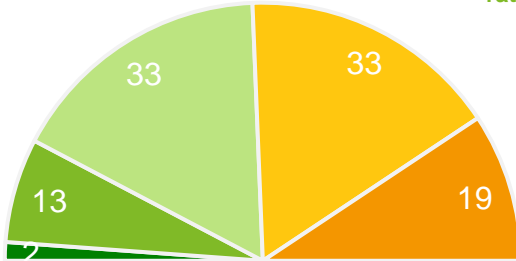
% of respondents

49%

Positive rating*

37

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	34	
	Other	34
Tully	42	
	El Arish	41
	Other	40
Mission Beach	43	
Kurrimine Beach	39	40
	Other	35
Cardwell	39	
	Other	36

Trend Analysis

Performance Index Score

39

37

2022

2024

Community variances

Performance Index Score

Gender

Male 37
Female 37

Age of children

0-5 years 39
6-11 years 37
12-17 years 34
18+ years 31
No children 37

Age

18-34 years 37
35-54 years 38
55+ years 36

Disability & culture

Disability 32
First Nations 33
LOTE 43

Home ownership

Home owner 37
Renting / other 40

Town vs rural

Town 36
Rural 39

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 37

Industry High 55

Industry Average 42

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1463).

* Positive Rating = excellent, good + okay

Access to housing that meets your needs

Performance ratings

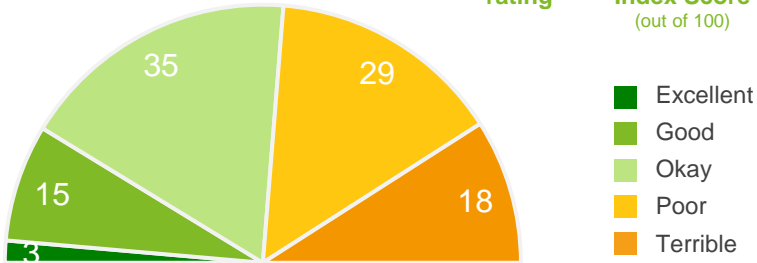
% of respondents

53%

Positive rating*

39

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	37	
	Other	37
Tully	39	
	El Arish	38
	Other	39
Mission Beach	45	
Kurrimine Beach	39	44
	Other	45
Cardwell	37	
	Other	37

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	42
Female	36

Age of children

0-5 years	40
6-11 years	39
12-17 years	36
18+ years	28
No children	40

Age

18-34 years	37
35-54 years	37
55+ years	41

Disability & culture

Disability	31
First Nations	32
LOTE	35

Home ownership

Home owner	41
Renting / other	28

Town vs rural

Town	39
Rural	39

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	39
Industry High	64
Industry Average	47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1380).

* Positive Rating = excellent, good + okay

Sewerage management

Performance ratings

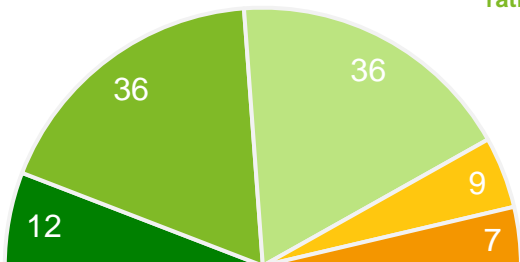
% of respondents

84%

Positive rating*

59

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	62	
Other	60	61
Tully	65	
El Arish	52	61
Other	56	
Mission Beach	65	
Kurrimine Beach	42	60
Other	58	
Cardwell	39	42
Other	50	

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	59
Female	59

Age of children

0-5 years	59
6-11 years	59
12-17 years	58
18+ years	56
No children	59

Age

18-34 years	65
35-54 years	58
55+ years	57

Disability & culture

Disability	54
First Nations	58
LOTE	58

Home ownership

Home owner	59
Renting / other	62

Town vs rural

Town	60
Rural	58

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	59
Industry High	59
Industry Average	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1558).

* Positive Rating = excellent, good + okay

Quality of drinking water

Performance ratings

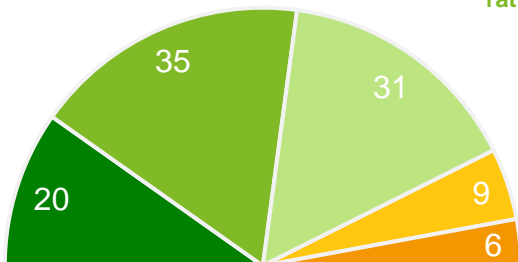
% of respondents

85%

Positive rating*

63

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	Innisfail	65
	Other	66
Tully	Tully	64
	El Arish	65
	Other	53
Mission Beach	Mission Beach	66
	Kurrimine Beach	63
Cardwell	Other	62
	Cardwell	62
Other	Other	52
	Other	59

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	64
Female	62

Age of children

0-5 years	63
6-11 years	60
12-17 years	61
18+ years	58
No children	64

Age

18-34 years	64
35-54 years	62
55+ years	64

Disability & culture

Disability	58
First Nations	65
LOTE	63

Home ownership

Home owner	64
Renting / other	61

Town vs rural

Town	64
Rural	62

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	63
Industry High	NA
Industry Average	NA

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1879).

* Positive Rating = excellent, good + okay

Community buildings, halls and toilets

Performance ratings

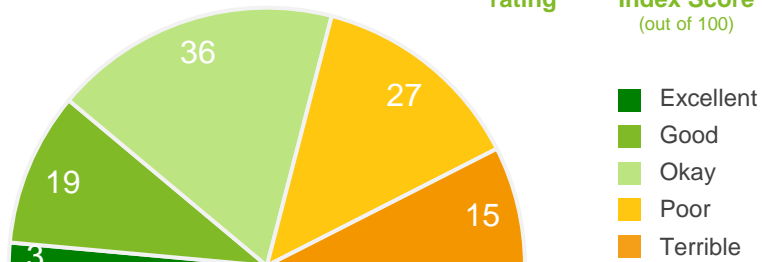
% of respondents

58%

42

Positive rating*

Performance Index Score (out of 100)



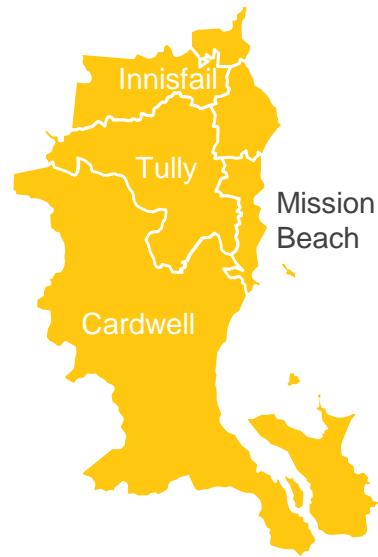
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	38	
Other	36	37
Tully	47	
El Arish	37	44
Other	43	
Mission Beach	48	
Kurrimine Beach	39	46
Other	46	
Cardwell	49	46
Other	39	

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	42
Industry High	65
Industry Average	55

Community variances

Performance Index Score

Gender

Male	45
Female	39

Age of children

0-5 years	38
6-11 years	35
12-17 years	35
18+ years	37
No children	44

Age

18-34 years	42
35-54 years	41
55+ years	43

Disability & culture

Disability	34
First Nations	37
LOTE	49

Home ownership

Home owner	42
Renting / other	41

Town vs rural

Town	42
Rural	42

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1908).

* Positive Rating = excellent, good + okay

Playgrounds, parks and reserves

Performance ratings

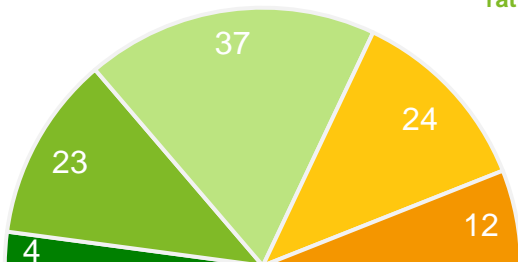
% of respondents

64%

Positive rating*

46

Performance Index Score (out of 100)



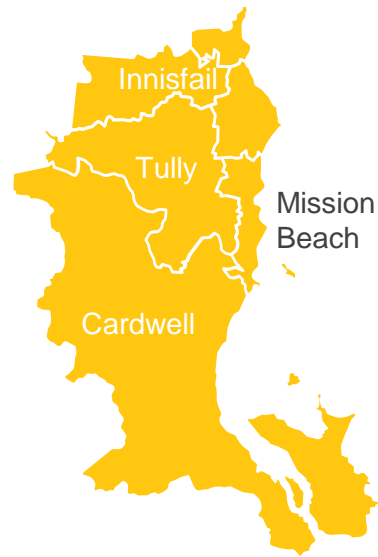
■ Excellent
■ Good
■ Okay
■ Poor
■ Terrible

Geographical variances

Performance Index Score

Legend

■ 75-100
■ 50-74
■ 25-49
■ 0-24



	Town	Division
Innisfail	45	
Other	43	44
Tully	47	
El Arish	51	46
Other	42	
Mission Beach	52	
Kurrimine Beach	41	48
Other	45	
Cardwell	49	
Other	46	48

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male 49
 Female 43

Age

18-34 years 43
 35-54 years 41
 55+ years 50

Age of children

0-5 years 35
 6-11 years 37
 12-17 years 38
 18+ years 39
 No children 50

Disability & culture

Disability 40
 First Nations 40
 LOTE 52

Home ownership

Home owner 46
 Renting / other 43

Town vs rural

Town 45
 Rural 48

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 46
 Industry High 78
 Industry Average 64

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1910).

* Positive Rating = excellent, good + okay

Streetscapes, trees and verges

Performance ratings

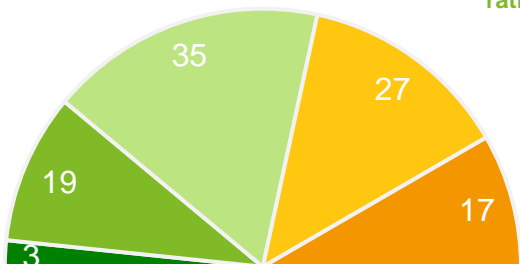
% of respondents

57%

Positive rating*

41

Performance Index Score (out of 100)



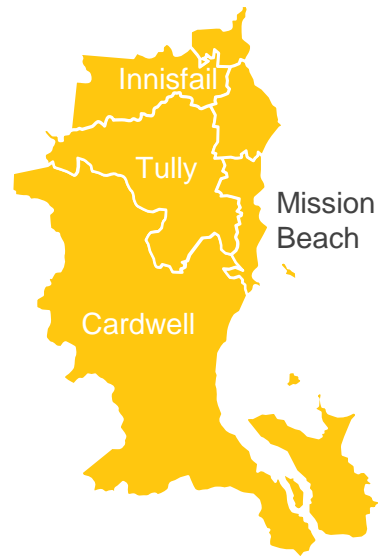
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	40	
Other	42	41
Tully	43	
El Arish	40	42
Other	40	
Mission Beach	41	
Kurrimine Beach	36	39
Other	38	
Cardwell	49	46
Other	40	

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male 42
Female 40

Age of children

0-5 years 42
6-11 years 41
12-17 years 36
18+ years 34
No children 42

Age

18-34 years 44
35-54 years 40
55+ years 41

Disability & culture

Disability 35
First Nations 41
LOTE 54

Home ownership

Home owner 41
Renting / other 44

Town vs rural

Town 41
Rural 43

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 41

Industry High 69

Industry Average 52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1929).

* Positive Rating = excellent, good + okay

Lighting of streets and public places

Performance ratings

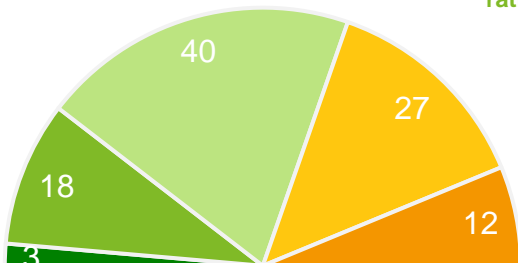
% of respondents

61%

Positive rating*

43

Performance Index Score (out of 100)



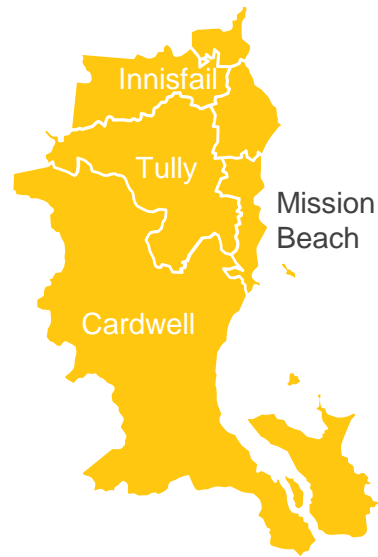
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

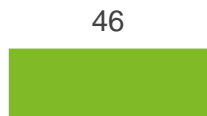
- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	41	
	Other	42
Tully	47	
	El Arish	47
	Other	47
Mission Beach	44	
Kurrimine Beach	42	42
	Other	40
Cardwell	43	
	Other	43

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male 45
Female 41

Age of children

0-5 years 43
6-11 years 43
12-17 years 40
18+ years 37
No children 44

Age

18-34 years 44
35-54 years 41
55+ years 44

Disability & culture

Disability 36
First Nations 41
LOTE 47

Home ownership

Home owner 43
Renting / other 42

Town vs rural

Town 42
Rural 46

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 43

Industry High 65

Industry Average 51

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1903).

* Positive Rating = excellent, good + okay

Footpaths, trails and cycleways

Performance ratings

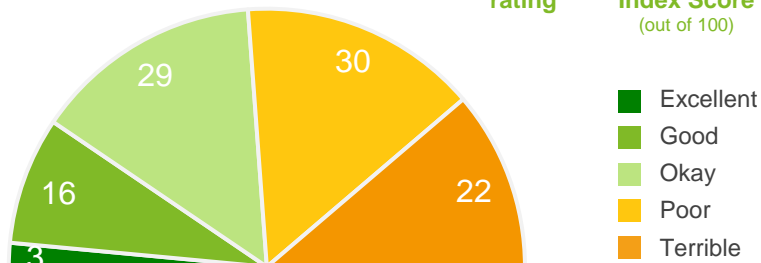
% of respondents

48%

Positive rating*

37

Performance Index Score (out of 100)



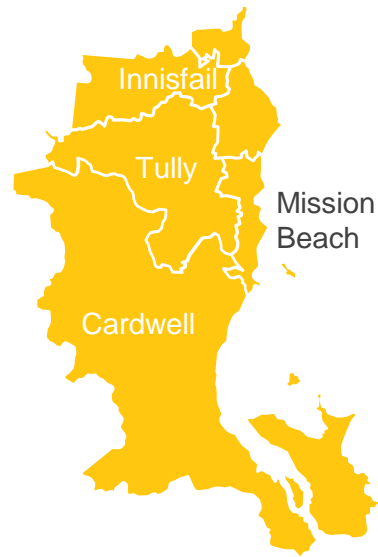
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	33	
Other	36	34
Tully	35	
El Arish	42	37
Other	40	
Mission Beach	36	
Kurrimine Beach	31	35
Other	34	
Cardwell	49	47
Other	43	

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	37
Industry High	67
Industry Average	52

Community variances

Performance Index Score

Gender

Male	39
Female	34

Age

18-34 years	40
35-54 years	34
55+ years	37

Age of children

0-5 years	40
6-11 years	37
12-17 years	33
18+ years	30
No children	37

Disability & culture

Disability	31
First Nations	33
LOTE	46

Home ownership

Home owner	37
Renting / other	38

Town vs rural

Town	36
Rural	40

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

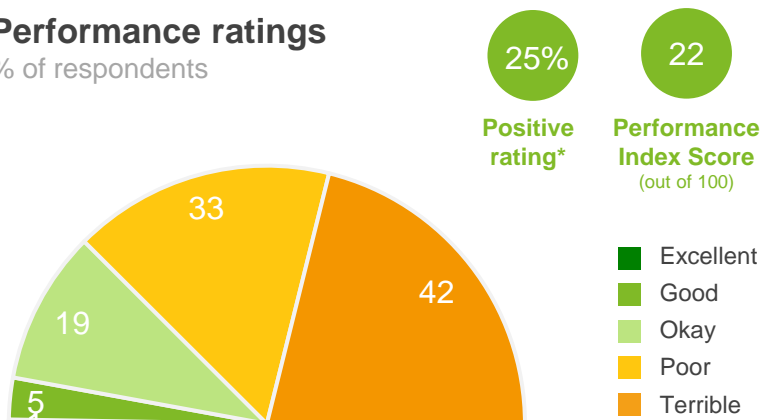
Base: All respondents, excludes 'unsure' and 'no response' (n = 1925).

* Positive Rating = excellent, good + okay

Building and maintaining local roads

Performance ratings

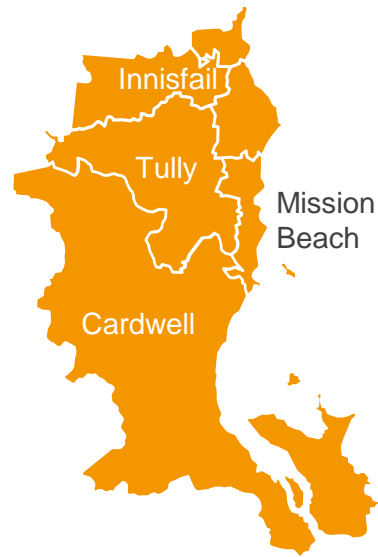
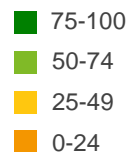
% of respondents



Geographical variances

Performance Index Score

Legend



	Town	Division
Innisfail	24	
Other	21	23
Tully	21	
El Arish	18	18
Other	15	
Mission Beach	26	
Kurrimine Beach	18	23
Other	21	
Cardwell	25	
Other	15	22

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	22
Industry High	68
Industry Average	46

Community variances

Performance Index Score

Gender

Male	23
Female	22

Age of children

0-5 years	17
6-11 years	21
12-17 years	18
18+ years	17
No children	23

Age

18-34 years	21
35-54 years	21
55+ years	23

Disability & culture

Disability	19
First Nations	19
LOTE	30

Home ownership

Home owner	22
Renting / other	26

Town vs rural

Town	24
Rural	18

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1949).

* Positive Rating = excellent, good + okay

Traffic management

Performance ratings

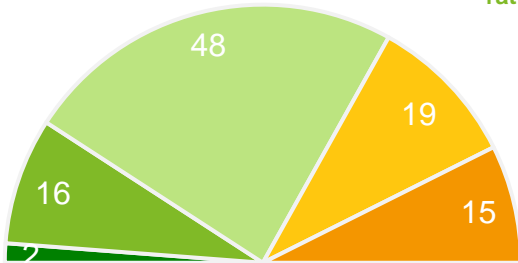
% of respondents

66%

Positive rating*

43

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	43	
	Other	42
Tully	44	
	Other	42
Mission Beach	48	
	Other	46
Cardwell	43	
	Other	41

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male 43
Female 43

Age of children

0-5 years 43
6-11 years 42
12-17 years 42
18+ years 37
No children 43

Age

18-34 years 45
35-54 years 43
55+ years 42

Disability & culture

Disability 37
First Nations 41
LOTE 53

Home ownership

Home owner 43
Renting / other 46

Town vs rural

Town 44
Rural 42

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 43

Industry High 61

Industry Average 50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1826).

* Positive Rating = excellent, good + okay

Parking management

Performance ratings

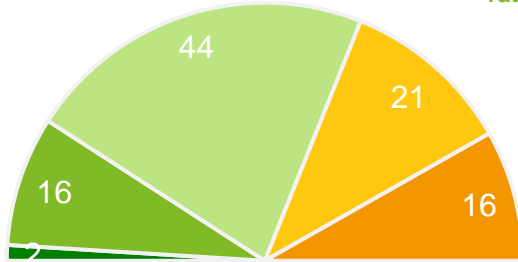
% of respondents

62%

Positive rating*

41

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	38	
	Other	38
Tully	42	
	Other	43
Mission Beach	49	
	Other	46
Cardwell	41	
	Other	41

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	42
Female	41

Age of children

0-5 years	42
6-11 years	40
12-17 years	41
18+ years	37
No children	42

Age

18-34 years	41
35-54 years	43
55+ years	41

Disability & culture

Disability	33
First Nations	38
LOTE	48

Home ownership

Home owner	41
Renting / other	41

Town vs rural

Town	41
Rural	42

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	41
Industry High	60
Industry Average	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1859).

* Positive Rating = excellent, good + okay

Access to public transport

Performance ratings

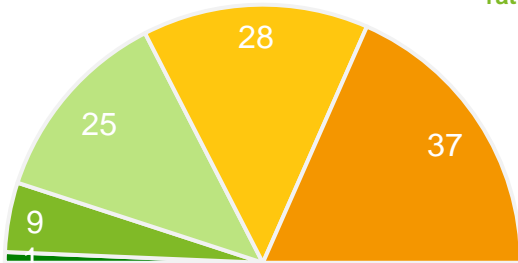
% of respondents

35%

Positive rating*

27

Performance Index Score (out of 100)



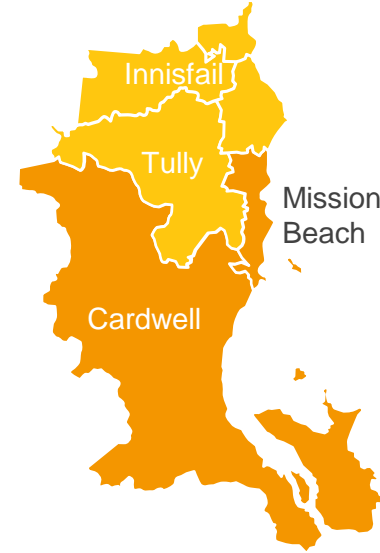
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	38	
Other	33	37
Tully	29	
El Arish	24	26
Other	22	
Mission Beach	20	
Kurrimine Beach	17	18
Other	16	
Cardwell	19	19
Other	18	

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	30
Female	24

Age of children

0-5 years	30
6-11 years	31
12-17 years	26
18+ years	25
No children	27

Age

18-34 years	28
35-54 years	27
55+ years	27

Disability & culture

Disability	22
First Nations	28
LOTE	32

Home ownership

Home owner	28
Renting / other	25

Town vs rural

Town	27
Rural	28

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	27
Industry High	80
Industry Average	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1692).

* Positive Rating = excellent, good + okay

Marine facilities (boat ramps, jetties, etc)

Performance ratings

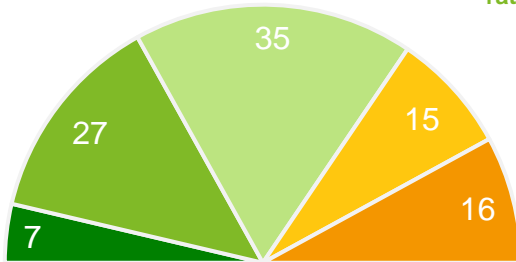
% of respondents

69%

49

Positive rating*

Performance Index Score (out of 100)



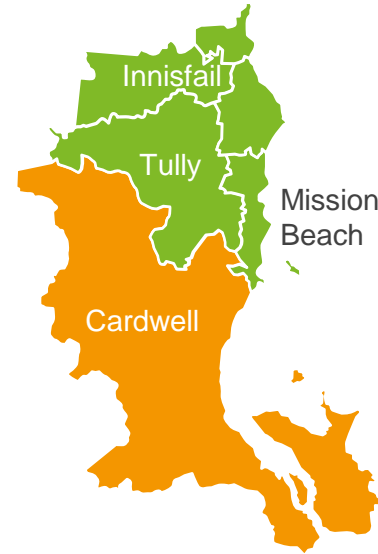
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	53	
Other	51	52
Tully	51	
El Arish	47	53
Other	56	
Mission Beach	60	
Kurrimine Beach	29	54
Other	52	
Cardwell	20	
Other	34	24

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male 48
Female 49

Age of children

0-5 years 48
6-11 years 51
12-17 years 45
18+ years 45
No children 48

Age

18-34 years **55**
35-54 years 49
55+ years 46

Disability & culture

Disability **41**
First Nations **41**
LOTE 49

Home ownership

Home owner 48
Renting / other 51

Town vs rural

Town 48
Rural 51

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	49
Industry High	74
Industry Average	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1672).

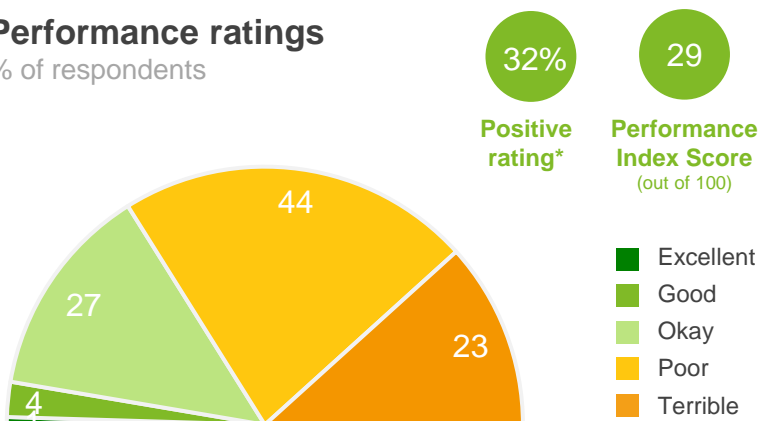
* Positive Rating = excellent, good + okay

Prosperity

Economic development and job creation

Performance ratings

% of respondents

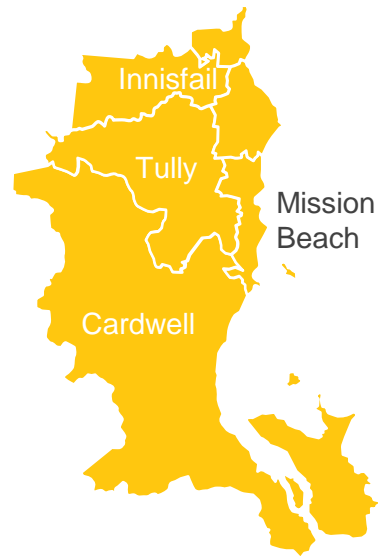


Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
	Innisfail	27
	Other	29
	Tully	33
	El Arish	25
	Other	34
	Mission Beach	34
	Kurrimine Beach	26
	Other	27
	Cardwell	22
	Other	31

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	29
Industry High	56
Industry Average	43

Community variances

Performance Index Score

Gender

Male	28
Female	30

Age of children

0-5 years	32
6-11 years	29
12-17 years	28
18+ years	21
No children	28

Age

18-34 years	32
35-54 years	28
55+ years	28

Disability & culture

Disability	25
First Nations	32
LOTE	26

Home ownership

Home owner	28
Renting / other	34

Town vs rural

Town	28
Rural	30

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1626).

* Positive Rating = excellent, good + okay

Place to own or operate a business

(compared to other regional towns)

Performance ratings

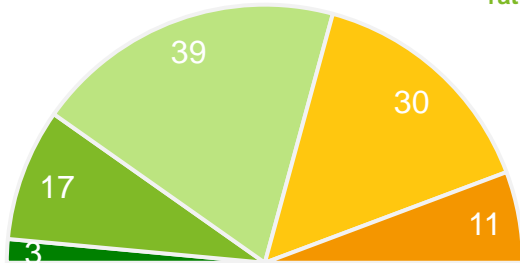
% of respondents

58%

42

Positive rating*

Performance Index Score (out of 100)



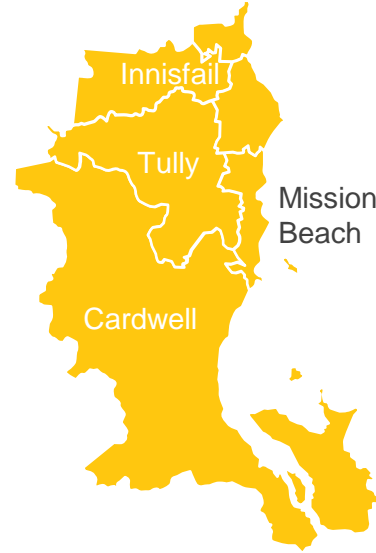
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	38	40
Other	42	
Tully	49	
El Arish	52	48
Other	45	
Mission Beach	45	
Kurrimine Beach	39	45
Other	45	
Cardwell	41	43
Other	47	

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male 41
Female 44

Age of children

0-5 years 46
6-11 years 42
12-17 years 44
18+ years 38
No children 41

Age

18-34 years 44
35-54 years 42
55+ years 42

Disability & culture

Disability 37
First Nations 39
LOTE 44

Home ownership

Home owner 43
Renting / other 40

Town vs rural

Town 42
Rural 44

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 42

Industry High 72

Industry Average 58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1596).

* Positive Rating = excellent, good + okay

Development and support of agriculture

Performance ratings

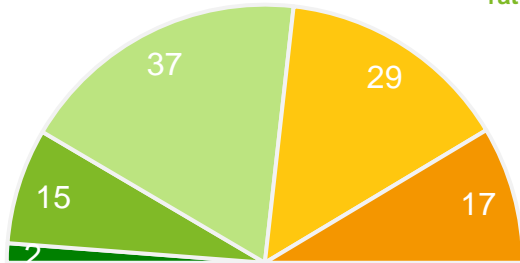
% of respondents

54%

Positive rating*

39

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	37	
	Other	36
Tully	40	
	Other	39
Mission Beach	46	
	Other	45
Cardwell	40	
	Other	37

Trend Analysis

Performance Index Score

44

39

2022

2024

Community variances

Performance Index Score

Gender

Male 38
Female 40

Age of children

0-5 years 40
6-11 years 39
12-17 years 40
18+ years 37
No children 39

Age

18-34 years 42
35-54 years 38
55+ years 38

Disability & culture

Disability 35
First Nations 39
LOTE 39

Home ownership

Home owner 38
Renting / other 46

Town vs rural

Town 41
Rural 35

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 39

Industry High 55

Industry Average 47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1436).

* Positive Rating = excellent, good + okay

Development and activation of your local town centre

Performance ratings

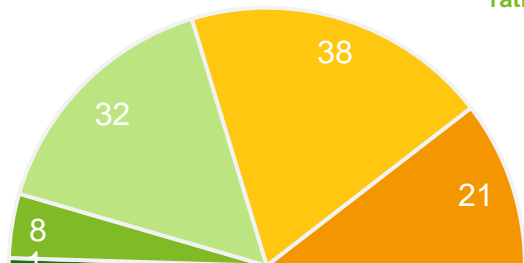
% of respondents

41%

Positive rating*

32

Performance Index Score (out of 100)



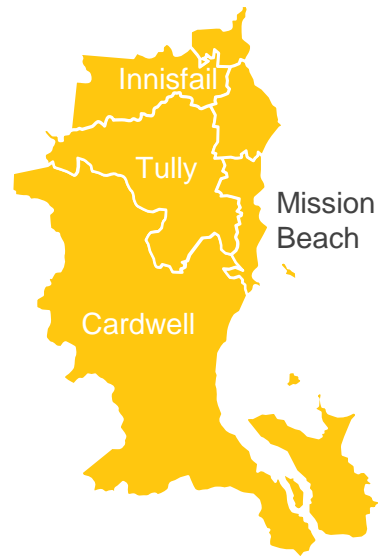
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	30	
Other	30	30
Tully	34	
El Arish	33	34
Other	34	
Mission Beach	37	
Kurrimine Beach	30	36
Other	35	
Cardwell	27	30
Other	35	

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	32
Industry High	64
Industry Average	46

Community variances

Performance Index Score

Gender

Male	33
Female	31

Age

18-34 years	36
35-54 years	30
55+ years	33

Age of children

0-5 years	36
6-11 years	32
12-17 years	29
18+ years	28
No children	33

Disability & culture

Disability	29
First Nations	32
LOTE	34

Home ownership

Home owner	32
Renting / other	33

Town vs rural

Town	32
Rural	34

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1811).

* Positive Rating = excellent, good + okay

Place to visit

Performance ratings

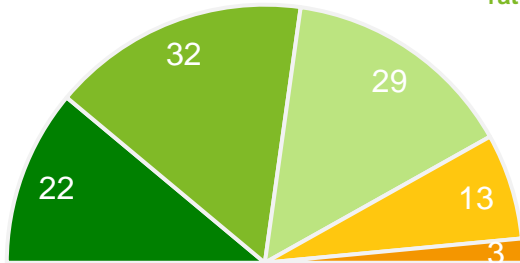
% of respondents

84%

Positive rating*

64

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

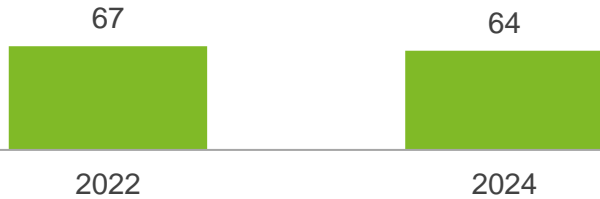
- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	Innisfail	54
	Other	57
		55
Tully	Tully	63
	El Arish	72
	Other	62
Mission Beach	Mission Beach	77
	Kurrimine Beach	71
	Other	75
Cardwell	Cardwell	72
	Other	65
		70

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	65
Female	64

Age

18-34 years	61
35-54 years	61
55+ years	68

Age of children

0-5 years	59
6-11 years	59
12-17 years	59
18+ years	58
No children	67

Disability & culture

Disability	59
First Nations	63
LOTE	67

Home ownership

Home owner	65
Renting / other	61

Town vs rural

Town	64
Rural	65

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	64
Industry High	90
Industry Average	67

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 2029).

* Positive Rating = excellent, good + okay

Tourism attractions and marketing

Performance ratings

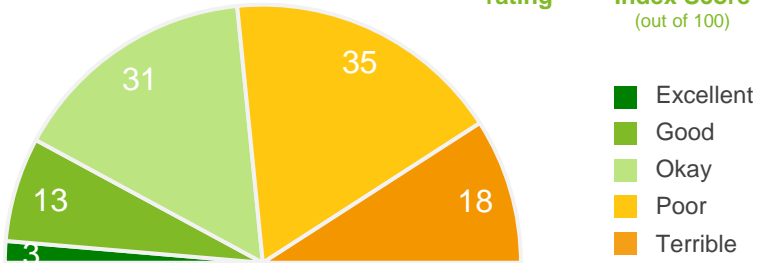
% of respondents

47%

Positive rating*

37

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	33	
	Other	34
Tully	42	
	El Arish	41
	Other	38
Mission Beach	43	
Kurrimine Beach	35	41
	Other	40
Cardwell	31	
	Other	33

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	38
Female	35

Age of children

0-5 years	35
6-11 years	36
12-17 years	34
18+ years	34
No children	37

Age

18-34 years	38
35-54 years	36
55+ years	37

Disability & culture

Disability	34
First Nations	38
LOTE	39

Home ownership

Home owner	36
Renting / other	40

Town vs rural

Town	36
Rural	40

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	37
Industry High	75
Industry Average	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1811).

* Positive Rating = excellent, good + okay

Access to education and training opportunities

Performance ratings

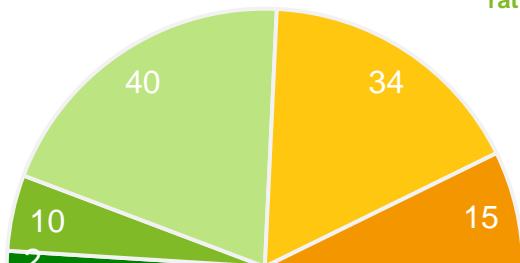
% of respondents

51%

Positive rating*

38

Performance Index Score (out of 100)



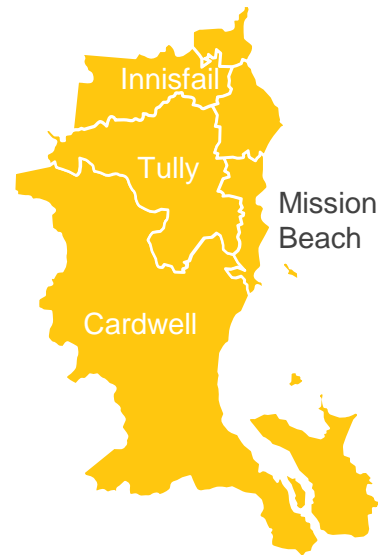
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	41	
Other	41	41
Tully	40	
El Arish	39	39
Other	39	
Mission Beach	36	
Kurrimine Beach	33	34
Other	30	
Cardwell	31	
Other	33	32

Trend Analysis

Performance Index Score

40

38

2022

2024

Community variances

Performance Index Score

Gender

Male 39
Female 37

Age of children

0-5 years 39
6-11 years 38
12-17 years 37
18+ years 34
No children 37

Age

18-34 years 39
35-54 years 35
55+ years 39

Disability & culture

Disability 31
First Nations 35
LOTE 41

Home ownership

Home owner 38
Renting / other 36

Town vs rural

Town 37
Rural 40

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 38

Industry High 64

Industry Average 48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1527).

* Positive Rating = excellent, good + okay

Telecommunications and internet services

Performance ratings

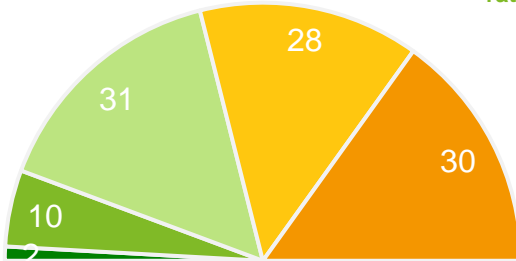
% of respondents

42%

Positive rating*

31

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
	Innisfail	37
	Other	31
	Tully	38
	El Arish	23
	Other	24
	Mission Beach	31
	Kurrimine Beach	19
	Other	25
	Cardwell	27
	Other	22
		35
		32
		28
		26

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	32
Female	30

Age of children

0-5 years	31
6-11 years	30
12-17 years	27
18+ years	30
No children	31

Age

18-34 years	34
35-54 years	28
55+ years	32

Disability & culture

Disability	25
First Nations	35
LOTE	35

Home ownership

Home owner	31
Renting / other	34

Town vs rural

Town	33
Rural	26

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	31
Industry High	54
Industry Average	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1841).

* Positive Rating = excellent, good + okay

Performance

Council's leadership

Performance ratings

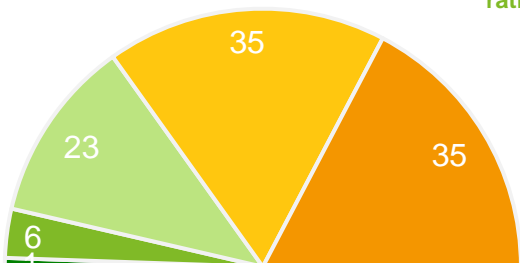
% of respondents

30%

Positive rating*

26

Performance Index Score (out of 100)



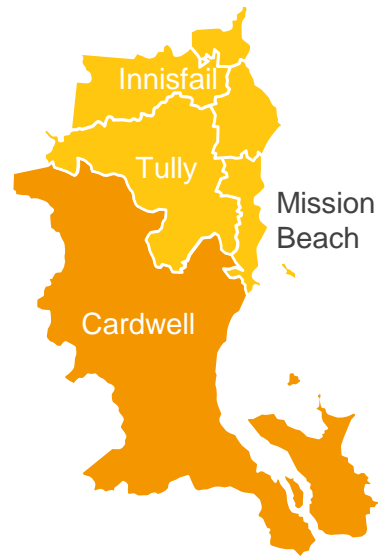
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	26	
Other	27	27
Tully	30	
El Arish	25	28
Other	25	
Mission Beach	30	
Kurrimine Beach	24	27
Other	24	
Cardwell	18	
Other	22	19

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	26
Industry High	61
Industry Average	44

Community variances

Performance Index Score

Gender

Male	24
Female	29

Age of children

0-5 years	24
6-11 years	26
12-17 years	25
18+ years	20
No children	27

Age

18-34 years	24
35-54 years	25
55+ years	27

Disability & culture

Disability	22
First Nations	24
LOTE	29

Home ownership

Home owner	25
Renting / other	32

Town vs rural

Town	25
Rural	28

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

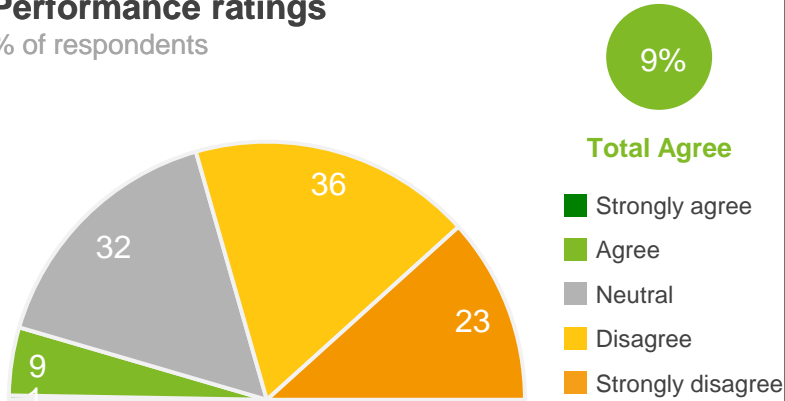
Base: All respondents, excludes 'unsure' and 'no response' (n = 1746).

* Positive Rating = excellent, good + okay

Council has developed and communicated a clear vision for the area

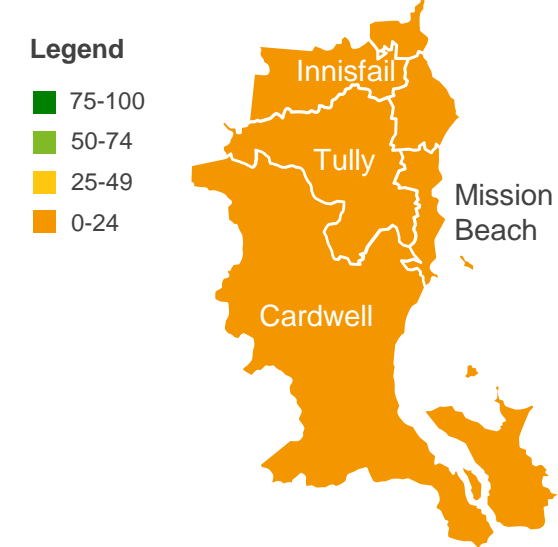
Performance ratings

% of respondents



Geographical variances

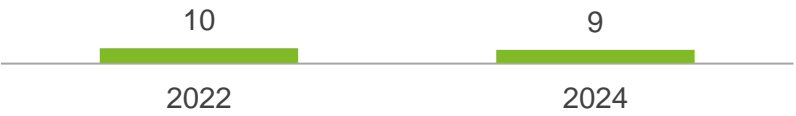
% agree



	Town	Division
Innisfail	8	
Other	10	9
Tully	10	
El Arish	20	12
Other	13	
Mission Beach	13	
Kurrimine Beach	2	10
Other	8	
Cardwell	4	3
Other	2	

Trend Analysis

% agree



Community variances

% agree

Category	Sub-category	% agree
Gender	Male	9
	Female	10
Age	18-34 years	9
	35-54 years	10
	55+ years	8
	Age of children	
	0-5 years	6
	6-11 years	6
	12-17 years	5
	18+ years	5
	No children	9

Disability & culture

Disability	7
First Nations	7
LOTE	11
Home ownership	
Home owner	9
Renting / other	11
Town vs rural	
Town	8
Rural	12

MARKYT Industry Standards

% agree



Cassowary Coast RC	9
Industry High	50
Industry Average	27

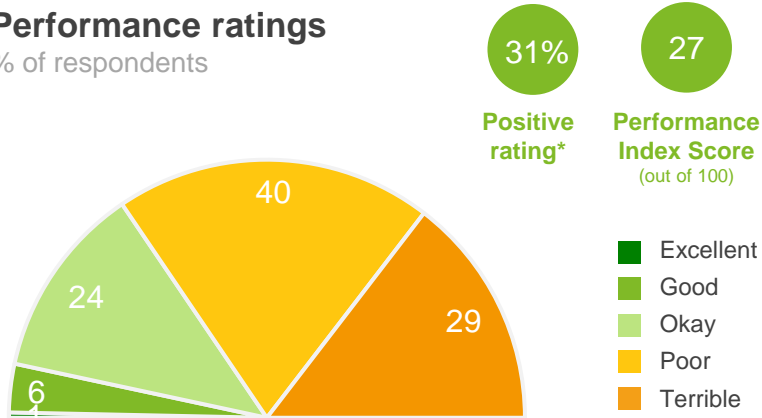
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 2101). # Small sample size (<20 respondents)

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

Performance ratings

% of respondents



31%
Positive rating*

27
Performance Index Score (out of 100)

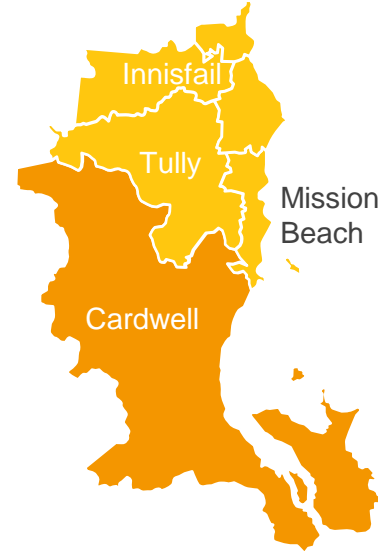
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	28	
Other	28	28
Tully	32	
El Arish	30	30
Other	28	
Mission Beach	31	
Kurrimine Beach	26	28
Other	25	
Cardwell	18	19
Other	24	

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	27
Industry High	56
Industry Average	41

Community variances

Performance Index Score

Gender

Male	26
Female	29

Age of children

0-5 years	29
6-11 years	26
12-17 years	27
18+ years	22
No children	28

Age

18-34 years	28
35-54 years	27
55+ years	27

Disability & culture

Disability	22
First Nations	29
LOTE	33

Home ownership

Home owner	26
Renting / other	33

Town vs rural

Town	27
Rural	29

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1603).

* Positive Rating = excellent, good + okay

How the community is consulted about local issues

Performance ratings

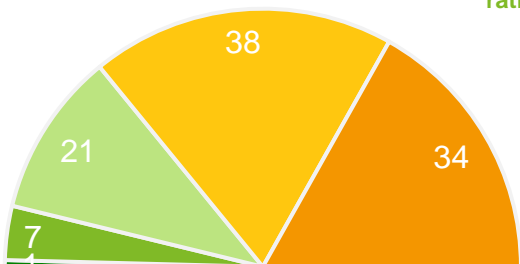
% of respondents

28%

Positive rating*

26

Performance Index Score (out of 100)



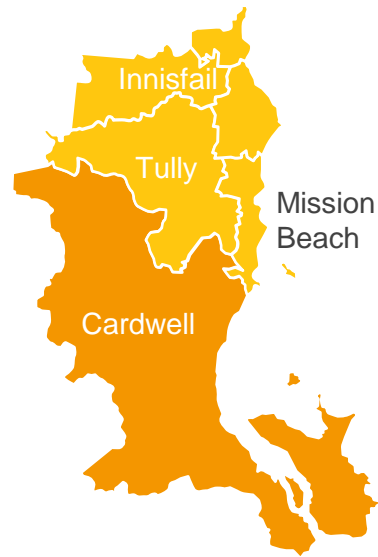
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	24	
Other	28	25
Tully	25	
El Arish	22	26
Other	28	
Mission Beach	32	
Kurrimine Beach	29	30
Other	25	
Cardwell	19	19
Other	22	

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	25
Female	27

Age of children

0-5 years	29
6-11 years	27
12-17 years	24
18+ years	22
No children	25

Age

18-34 years	27
35-54 years	27
55+ years	25

Disability & culture

Disability	20
First Nations	24
LOTE	33

Home ownership

Home owner	25
Renting / other	30

Town vs rural

Town	25
Rural	27

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	26
Industry High	55
Industry Average	40

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

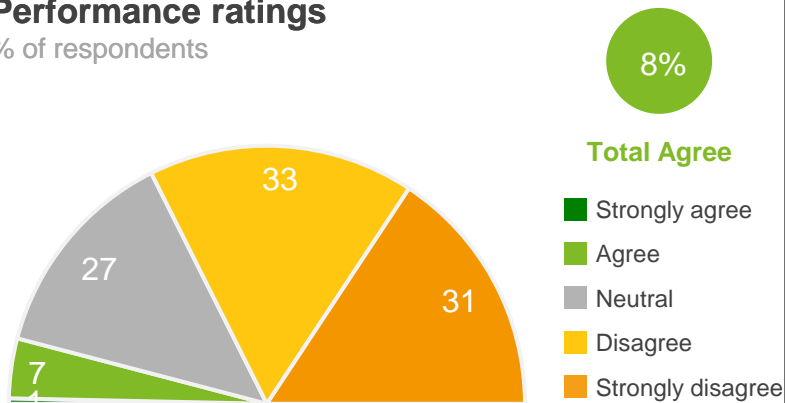
Base: All respondents, excludes 'unsure' and 'no response' (n = 1832).

* Positive Rating = excellent, good + okay

Council listens to and respects community views

Performance ratings

% of respondents



Total Agree

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Geographical variances

% agree

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	7	8
Other	10	
Tully	10	
El Arish	9	11
Other	12	
Mission Beach	9	
Kurrimine Beach	1	8
Other	8	
Cardwell	4	4
Other	5	

Trend Analysis

% agree



MARKYT Industry Standards

% agree



Cassowary Coast RC	8
Industry High	47
Industry Average	25

Community variances

% agree

Gender

Male	8
Female	8

Age of children

0-5 years	7
6-11 years	6
12-17 years	7
18+ years	5
No children	9

Age

18-34 years	10
35-54 years	8
55+ years	8

Disability & culture

Disability	5
First Nations	10
LOTE	12

Home ownership

Home owner	7
Renting / other	15

Town vs rural

Town	8
Rural	10

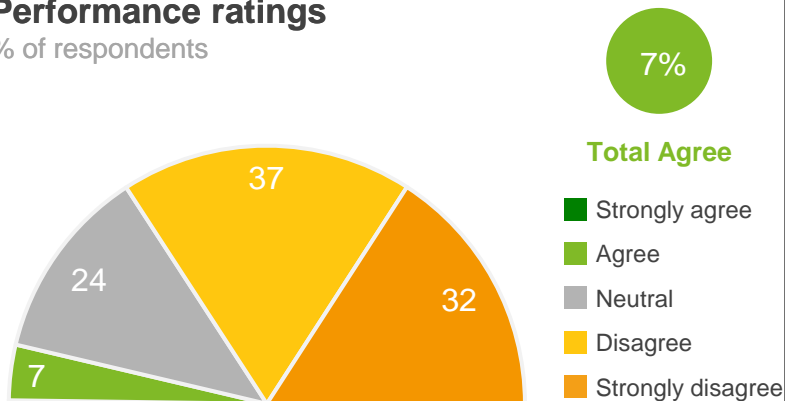
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 2107). # Small sample size (<20 respondents)

Council has a good understanding of community needs

Performance ratings

% of respondents

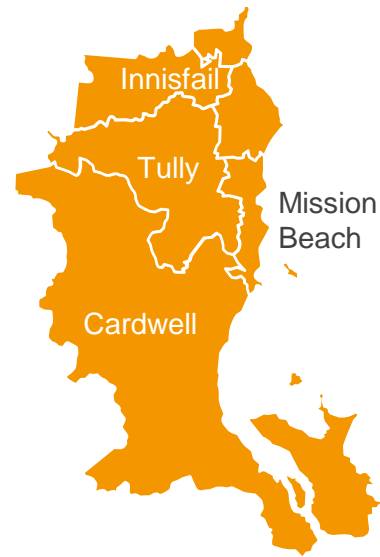


Geographical variances

% agree

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	7	
Other	6	7
Tully	11	
El Arish	14	11
Other	10	
Mission Beach	9	
Kurrimine Beach	4	8
Other	7	
Cardwell	4	
Other	3	4

Trend Analysis

% agree



MARKYT Industry Standards

% agree



Cassowary Coast RC	7
Industry High	51
Industry Average	27

Community variances

% agree

Gender

Male	7
Female	8

Age of children

0-5 years	3
6-11 years	6
12-17 years	6
18+ years	5
No children	9

Age

18-34 years	6
35-54 years	7
55+ years	8

Disability & culture

Disability	6
First Nations	7
LOTE	12

Home ownership

Home owner	7
Renting / other	11

Town vs rural

Town	7
Rural	8

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

Base: All respondents, excludes 'no response' (n = 2104). # Small sample size (<20 respondents)

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

Performance ratings

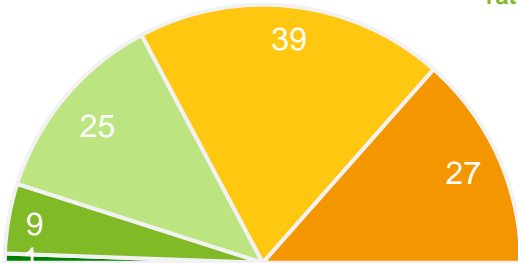
% of respondents

34%

Positive rating*

30

Performance Index Score (out of 100)



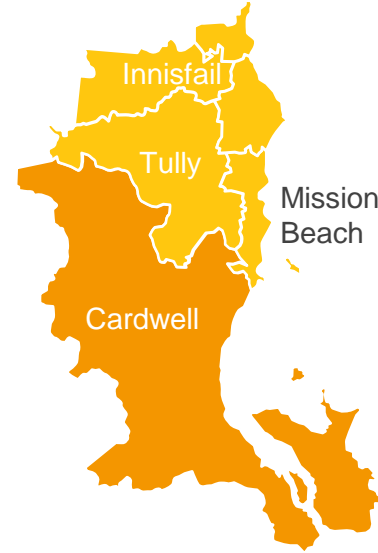
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	28	29
Other	31	
Tully	31	31
El Arish	28	31
Other	31	
Mission Beach	37	
Kurrimine Beach	31	34
Other	30	
Cardwell	23	22
Other	21	

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male 30
Female 30

Age of children

0-5 years 33
6-11 years 32
12-17 years 28
18+ years 23
No children 29

Age

18-34 years 33
35-54 years 30
55+ years 28

Disability & culture

Disability 23
First Nations 29
LOTE 36

Home ownership

Home owner 29
Renting / other 34

Town vs rural

Town 30
Rural 30

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 30
Industry High 62
Industry Average 44

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1862).

* Positive Rating = excellent, good + okay

How Council embraces change, innovation and new technology

Performance ratings

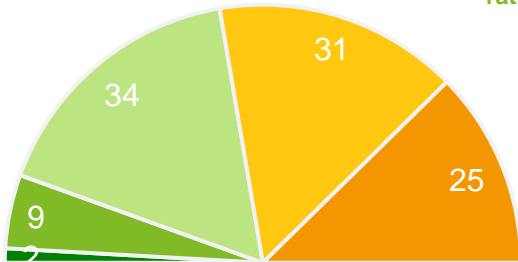
% of respondents

45%

Positive rating*

33

Performance Index Score (out of 100)



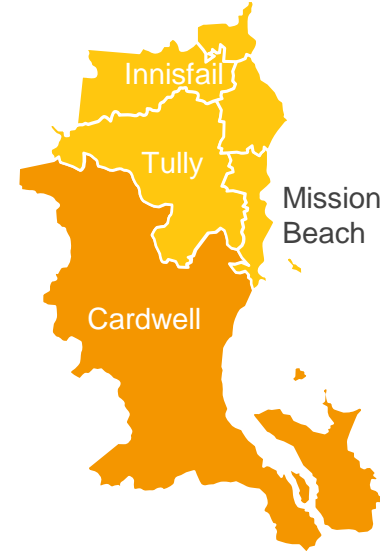
- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	32	
Other	36	33
Tully	36	
El Arish	34	35
Other	35	
Mission Beach	39	
Kurrimine Beach	33	36
Other	31	
Cardwell	22	23
Other	26	

Trend Analysis

Performance Index Score



Community variances

Performance Index Score

Gender

Male	33
Female	34

Age of children

0-5 years	36
6-11 years	34
12-17 years	34
18+ years	27
No children	33

Age

18-34 years	36
35-54 years	33
55+ years	32

Disability & culture

Disability	27
First Nations	31
LOTE	37

Home ownership

Home owner	32
Renting / other	38

Town vs rural

Town	32
Rural	36

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	33
Industry High	59
Industry Average	47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 1504).

* Positive Rating = excellent, good + okay

Customer service

Performance ratings

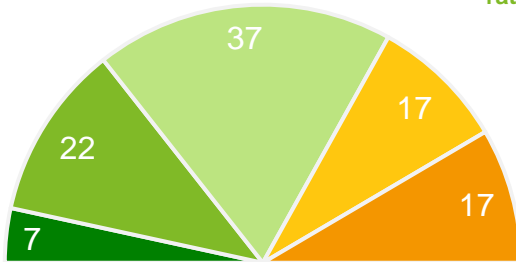
% of respondents

66%

46

Positive rating*

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	47	
	Other	48
Tully	46	
	El Arish	44
	Other	39
Mission Beach	52	
Kurrimine Beach	43	48
	Other	44
Cardwell	40	40
	Other	39

Trend Analysis

Performance Index Score



2022

2024

Community variances

Performance Index Score

Gender

Male 45
Female 48

Age of children

0-5 years 47
6-11 years 46
12-17 years 43
18+ years 41
No children 47

Age

18-34 years 47
35-54 years 46
55+ years 46

Disability & culture

Disability 42
First Nations 47
LOTE 50

Home ownership

Home owner 46
Renting / other 46

Town vs rural

Town 46
Rural 46

MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC 46

Industry High 68

Industry Average 56

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

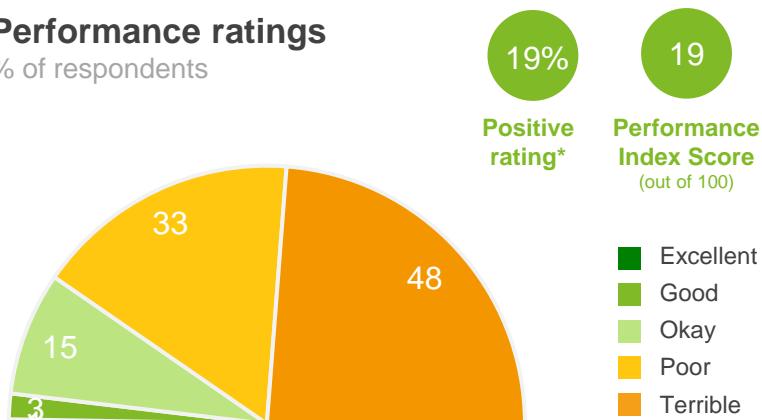
Base: All respondents, excludes 'unsure' and 'no response' (n = 1816).

* Positive Rating = excellent, good + okay

Value for money from Council rates

Performance ratings

% of respondents

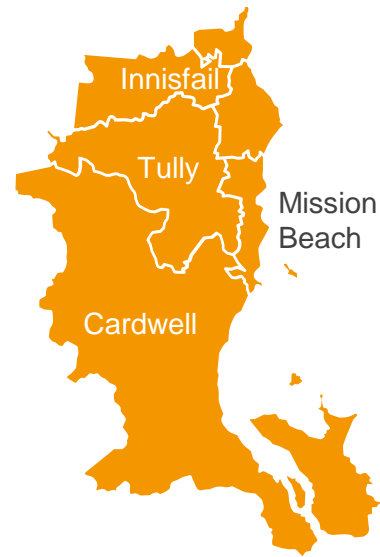


Geographical variances

Performance Index Score

Legend

- 75-100
- 50-74
- 25-49
- 0-24



	Town	Division
Innisfail	17	18
Other	18	
Tully	22	
El Arish	20	20
Other	16	
Mission Beach	22	
Kurrimine Beach	11	20
Other	20	
Cardwell	23	21
Other	16	

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	19
Industry High	58
Industry Average	41

Community variances

Performance Index Score

Gender

Male	18
Female	20

Age of children

0-5 years	13
6-11 years	16
12-17 years	16
18+ years	14
No children	21

Age

18-34 years	14
35-54 years	17
55+ years	22

Disability & culture

Disability	17
First Nations	16
LOTE	21

Home ownership

Home owner	19
Renting / other	23

Town vs rural

Town	19
Rural	19

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

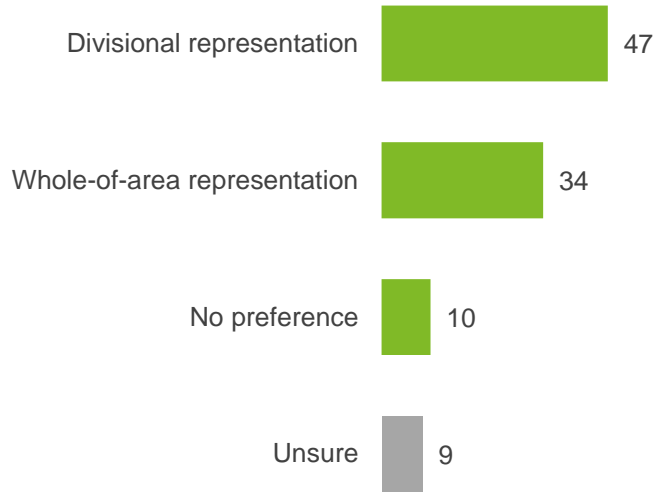
Base: All respondents, excludes 'unsure' and 'no response' (n = 2048).

* Positive Rating = excellent, good + okay

Preferred model for council representation

What is your preferred model for council representation?

% of respondents



	Town			Division		
	Divisional	Whole-of-area	No preference	Divisional	Whole-of-area	No preference
Innisfail	36	44	11	36	45	11
Other	34	46	10			
Tully	54	27	14	49	34	10
El Arish	47	44	7			
Other	42	40	4			
Mission Beach	59	21	11	60	21	10
Kurrimine Beach	48	30	17			
Other	65	21	6			
Cardwell	67	16	8			
Other	49	36	9	61	22	9

Animals owned or cared for	All respondents	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	First Nations	LOTE	Town	Rural
Divisional	47	48	40	50	46	49	53	44	49	43	44	43	51	45	45	53	46	51
Whole-of-area	34	34	36	35	32	34	19	32	29	38	35	35	32	33	35	28	35	31
No preference	10	10	14	10	10	10	13	15	11	9	12	12	9	10	10	6	11	9

Q. What is your preferred model for council representation?

Base: All respondents, excludes no response (n = 1903)

Overview of Community Variances

Summary of community variances

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Town	Rural
Place to live	66	67	60	66	66	68	64	66	63	58	65	64	68	56	61	70	66	68
Governing organisation	32	31	40	31	34	33	29	30	27	24	30	31	34	27	28	39	32	34
Value for money from rates	19	19	23	18	20	21	13	16	16	14	14	17	22	17	16	21	19	19
Youth services and facilities	33	34	31	35	32	35	34	31	30	23	35	31	34	26	28	38	32	37
Family and children's services and facilities	39	39	39	41	37	40	41	36	33	30	43	36	39	31	33	48	37	43
Seniors' care, services and facilities	40	39	47	40	40	39	49	44	39	32	50	39	38	34	41	53	39	43
Disability access and inclusion	41	41	42	43	40	40	49	46	39	34	50	41	38	29	38	46	41	44
Recognition for First Nations cultures	61	62	58	62	61	62	71	61	63	62	64	61	61	60	58	63	60	66
Multiculturalism and racial harmony	53	54	50	53	54	54	66	53	50	46	55	52	53	50	52	57	51	58
Volunteer recognition and support	50	50	47	49	51	50	56	50	47	42	50	51	48	42	46	57	49	52
Community safety and crime prevention	36	36	34	36	36	38	34	34	31	28	36	35	37	30	35	46	36	37
Animal management (dogs and cats)	43	43	45	43	43	43	48	41	38	41	46	44	41	37	43	48	43	44
Access to health and community services	39	39	41	40	38	39	43	40	37	34	44	36	39	34	35	41	39	40
Sport and recreation facilities and services	46	46	46	47	45	48	44	42	39	42	46	42	49	40	44	45	45	48
Library and information services	67	67	66	65	69	67	70	66	63	64	67	66	67	65	67	69	66	69
Festivals, events, art and culture	50	50	48	50	49	51	51	46	46	45	52	46	51	47	50	56	49	51
Local history and heritage	50	49	51	48	51	50	51	47	50	47	52	49	49	47	52	52	49	52
Promotion and adoption of sustainable practices	40	40	39	43	38	40	46	40	38	38	39	40	40	33	42	50	39	44
Conservation and environmental management	44	44	44	47	42	43	51	44	43	41	47	45	43	38	44	54	43	47
Waste collection services	46	46	49	47	46	48	44	42	40	40	46	42	49	43	41	46	47	45
Natural disaster management	54	54	59	56	53	54	57	55	51	46	59	54	53	46	49	58	55	54
Water management	47	46	49	47	46	47	50	46	42	41	48	46	46	40	45	52	47	45
Waste management	40	40	44	42	38	42	37	38	39	36	39	39	41	37	44	50	40	42
Energy management	40	40	43	41	40	41	43	39	39	37	40	40	40	34	40	41	39	43
Land management	41	40	49	42	41	41	44	43	41	38	47	41	39	36	40	47	42	40

Summary of community variances

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Indigenous	LOTE	Town	Rural
Responsible growth and development	34	33	39	34	35	34	36	35	33	29	37	34	33	29	32	35	33	36
Planning and building approvals	37	37	40	37	37	37	39	37	34	31	37	38	36	32	33	43	36	39
Access to housing that meets your needs	39	41	28	42	36	40	40	39	36	28	37	37	41	31	32	35	39	39
Quality of drinking water	63	64	61	64	62	64	63	60	61	58	64	62	64	58	65	63	64	62
Sewerage management	59	59	62	59	59	59	59	59	58	56	65	58	57	54	58	58	60	58
Community buildings, halls and toilets	42	42	41	45	39	44	38	35	35	37	42	41	43	34	37	49	42	42
Playgrounds, parks and reserves	46	46	43	49	43	50	35	37	38	39	43	41	50	40	40	52	45	48
Streetscapes, trees and verges	41	41	44	42	40	42	42	41	36	34	44	40	41	35	41	54	41	43
Footpaths, trails and cycleways	37	37	38	39	34	37	40	37	33	30	40	34	37	31	33	46	36	40
Lighting of streets and public places	43	43	42	45	41	44	43	43	40	37	44	41	44	36	41	47	42	46
Access to public transport	27	28	25	30	24	27	30	31	26	25	28	27	27	22	28	32	27	28
Building and maintaining local roads	22	22	26	23	22	23	17	21	18	17	21	21	23	19	19	30	24	18
Traffic management	43	43	46	43	43	43	43	42	42	37	45	43	42	37	41	53	44	42
Parking management	41	41	41	42	41	42	42	40	41	37	41	43	41	33	38	48	41	42
Marine facilities (boat ramps, jetties, etc)	49	48	51	48	49	48	48	51	45	45	55	49	46	41	41	49	48	51
Economic development and job creation	29	28	34	28	30	28	32	29	28	21	32	28	28	25	32	26	28	30
Place to own or operate a business	42	43	40	41	44	41	46	42	44	38	44	42	42	37	39	44	42	44
Development and support of agriculture	39	38	46	38	40	39	40	39	40	37	42	38	38	35	39	39	41	35
Place to visit	64	65	61	65	64	67	59	59	59	58	61	61	68	59	63	67	64	65
Tourism attractions and marketing	37	36	40	38	35	37	35	36	34	34	38	36	37	34	38	39	36	40
Town centre development and activation	32	32	33	33	31	33	36	32	29	28	36	30	33	29	32	34	32	34
Access to education and training opportunities	38	38	36	39	37	37	39	38	37	34	39	35	39	31	35	41	37	40
Telecommunications and internet services	31	31	34	32	30	31	31	30	27	30	34	28	32	25	35	35	33	26
Council's leadership	26	25	32	24	29	27	24	26	25	20	24	25	27	22	24	29	25	28
Advocacy and lobbying	27	26	33	26	29	28	29	26	27	22	28	27	27	22	29	33	27	29
Consultation	26	25	30	25	27	25	29	27	24	22	27	27	25	20	24	33	25	27
Communication	30	29	34	30	30	29	33	32	28	23	33	30	28	23	29	36	30	30
Embracing change, innovation and technology	33	32	38	33	34	33	36	34	34	27	36	33	32	27	31	37	32	36
Customer Service	46	46	46	45	48	47	47	46	43	41	47	46	46	42	47	50	46	46

Overview of Geographical Variances

Summary of geographical variances

	Total	Innisfail and surrounds	Tully and surrounds	Mission Beach and surrounds	Cardwell and surrounds	Innisfail town	Innisfail other	Tully town	El Arish	Tully other	Mission Beach town	Kurrimine Beach	Mission Beach other	Cardwell town	Cardwell other
Place to live	66	60	67	75	69	59	61	67	70	66	77	72	72	69	69
Governing organisation	32	32	32	35	29	32	32	33	32	29	38	30	33	27	32
Value for money from rates	19	18	20	20	21	17	18	22	20	16	22	11	20	23	16
Youth services and facilities	33	34	37	31	29	33	35	37	28	41	32	25	29	28	32
Family and children's services and facilities	39	39	42	38	36	38	39	43	35	42	40	32	36	36	37
Seniors' care, services and facilities	40	45	43	32	39	45	45	44	37	43	34	25	30	40	33
Disability access and inclusion	41	45	42	36	37	45	46	42	30	45	37	34	34	38	33
Recognition for First Nations cultures	61	63	63	59	57	64	61	67	55	58	60	64	57	61	47
Multiculturalism and racial harmony	53	53	54	54	53	54	51	58	41	52	57	47	52	56	45
Volunteer recognition and support	50	49	50	52	46	48	51	48	44	56	55	45	49	45	48
Community safety and crime prevention	36	27	40	47	43	28	27	39	41	41	51	32	45	44	40
Animal management (dogs and cats)	43	43	41	44	40	43	43	42	36	43	46	47	41	42	36
Access to health and community services	39	45	43	30	36	46	44	46	43	38	30	33	29	36	34
Sport and recreation facilities and services	46	46	50	46	39	47	43	53	46	47	50	33	44	37	43
Library and information services	67	66	67	68	66	67	65	68	65	65	72	52	68	66	66
Festivals, events, art and culture	50	49	50	49	53	49	49	52	47	48	51	51	46	56	44
Local history and heritage	50	48	50	49	55	47	49	50	54	50	52	47	46	58	46
Promotion and adoption of sustainable practices	40	41	43	40	37	40	42	46	35	41	42	36	37	35	40
Conservation and environmental management	44	43	47	46	40	43	44	48	44	45	47	39	45	38	43
Waste collection services	46	47	46	46	47	47	46	51	43	40	50	34	44	47	46
Natural disaster management	54	55	54	56	48	56	54	58	56	48	58	54	52	48	49
Water management	47	47	44	49	45	47	46	49	33	41	53	43	44	48	40
Waste management	40	42	38	40	37	42	43	44	23	34	47	28	32	35	42
Energy management	40	41	40	38	38	41	43	43	29	41	42	33	34	37	38
Land management	41	41	42	43	40	41	41	44	27	43	46	35	40	43	32

Summary of geographical variances

	Total	Innisfail and surrounds	Tully and surrounds	Mission Beach and surrounds	Cardwell and surrounds	Innisfail town	Innisfail other	Tully town	El Arish	Tully other	Mission Beach town	Kurrimine Beach	Mission Beach other	Cardwell town	Cardwell other
Responsible growth and development	34	32	37	37	31	31	34	36	28	41	41	32	33	30	34
Planning and building approvals	37	34	41	40	36	34	35	42	38	40	43	39	35	39	32
Access to housing that meets your needs	39	37	38	44	37	37	37	39	29	39	45	39	45	37	37
Quality of drinking water	63	65	61	64	59	65	66	64	65	53	66	63	62	62	52
Sewerage management	59	61	61	60	42	62	60	65	52	56	65	42	58	39	50
Community buildings, halls and toilets	42	37	44	46	46	38	36	47	37	43	48	39	46	49	39
Playgrounds, parks and reserves	46	44	46	48	48	45	43	47	51	42	52	41	45	49	46
Streetscapes, trees and verges	41	41	42	39	46	40	42	43	40	40	41	36	38	49	40
Footpaths, trails and cycleways	37	34	37	35	47	33	36	35	42	40	36	31	34	49	43
Lighting of streets and public places	43	42	47	42	43	41	43	47	47	47	44	42	40	43	43
Access to public transport	27	37	26	18	19	38	33	29	24	22	20	17	16	19	18
Building and maintaining local roads	22	23	18	23	22	24	21	21	18	15	26	18	21	25	15
Traffic management	43	42	42	46	41	43	42	44	37	40	48	37	45	43	37
Parking management	41	38	43	46	41	38	38	42	39	46	49	40	45	41	41
Marine facilities (boat ramps, jetties, etc)	49	52	53	54	24	53	51	51	47	56	60	29	52	20	34
Economic development and job creation	29	27	32	31	25	27	29	33	25	34	34	26	27	22	31
Place to own or operate a business	42	40	48	45	43	38	42	49	52	45	45	39	45	41	47
Development and support of agriculture	39	36	39	45	37	37	36	40	35	41	46	39	43	40	33
Place to visit	64	55	64	76	70	54	57	63	72	62	77	71	75	72	65
Tourism attractions and marketing	37	34	41	41	33	33	35	42	42	38	43	35	40	31	37
Town centre development and activation	32	30	34	36	30	30	30	34	33	34	37	30	35	27	35
Access to education and training opportunities	38	41	39	34	32	41	41	40	39	39	36	33	30	31	33
Telecommunications and internet services	31	35	32	28	26	37	31	38	23	24	31	19	25	27	22
Council's leadership	26	27	28	27	19	26	27	30	25	25	30	24	24	18	22
Advocacy and lobbying	27	28	30	28	19	28	28	32	30	28	31	26	25	18	24
Consultation	26	25	26	30	19	24	28	25	22	28	32	29	25	19	22
Communication	30	29	31	34	22	28	31	31	28	31	37	31	30	23	21
Embracing change, innovation and technology	33	33	35	36	23	32	36	36	34	35	39	33	31	22	26
Customer Service	46	48	44	48	40	47	50	46	48	39	52	43	44	40	39

Business views

Place to own or operate a business

Among local business owners and operators

Performance ratings

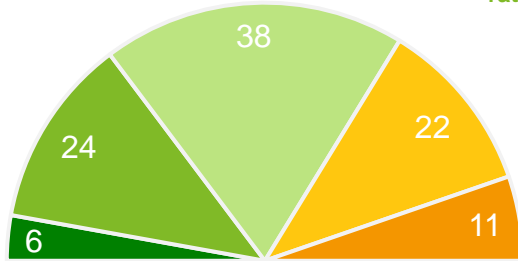
% of respondents

67%

Positive rating*

48

Performance Index Score (out of 100)



- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Cassowary Coast RC	48
Industry High	79
Industry Average	64



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

Base: Local business owners and operators, excludes 'unsure' and 'no response' (n = 529).

* Positive Rating = excellent, good + okay

MARKYT Community Priorities

Business owners and managers

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

REVIEW

PRIORITISE

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- 1 Youth services and facilities
- 2 Family and children's services
- 3 Seniors' care, services, facilities
- 4 Disability access and inclusion
- 5 First Nations recognition
- 6 Multiculturalism and racial harmony
- 7 Volunteer recognition and support
- 8 Safety and crime prevention
- 9 Animal management
- 10 Health and community services
- 11 Sport and recreation facilities
- 12 Library and information services
- 13 Festivals, events, art and culture
- 14 Local history and heritage
- 15 Sustainable practices
- 16 Conservation and environment
- 17 Waste collection services
- 18 Natural disaster management
- 19 Responsible growth and development
- 20 Planning and building approvals
- 21 Access to housing
- 22 Quality of drinking water
- 23 Sewerage management
- 24 Community buildings, halls and toilets
- 25 Playgrounds, parks and reserves
- 26 Streetscapes, trees and verges
- 27 Footpaths, trails and cycleways
- 28 Lighting of streets and public places
- 29 Access to public transport
- 30 Building and maintaining local roads
- 31 Traffic management
- 32 Parking management
- 33 Marine facilities
- 34 Economic development and job creation
- 35 Development and support of agriculture
- 36 Tourism attractions and marketing
- 37 Town centre development and activation
- 38 Education and training opportunities
- 39 Telecommunications and internet
- 40 Council's leadership
- 41 Advocacy and lobbying
- 42 Consultation
- 43 Communication
- 44 Change, innovation and technology
- 45 Customer Service

0 5 10 15 20 25 30

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

Q. Over the next 10 years, which areas would you mostly like the Cassowary Coast RC to focus on improving? Base: All respondents, excludes no response (n=523) 102

Out of area ratepayer and visitor views

MARKYT Community Priorities

Out of area
ratepayers + visitors

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

PERFORMANCE INDEX SCORE

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

REVIEW

PRIORITISE

0 5 10 15 20 25 30

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- 1 Youth services and facilities
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- 39 Telecommunications and internet
- 40 Council's leadership
- 41 Advocacy and lobbying
- 42 Consultation
- 43 Communication
- 44 Change, innovation and technology
- 45 Customer Service

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

Q. Over the next 10 years, which areas would you mostly like the Cassowary Coast RC to focus on improving? Base: All respondents, excludes no response (n=42)

CCRC councillor and employee views

MARKYT Community Priorities

CCRC affiliates:
Councillors, employees
and close contacts

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

REVIEW

PRIORITISE

0 5 10 15 20 25 30

MARKYT © 2024

- 1 Youth services and facilities
- 2 Family and children's services
- 3 Seniors' care, services, facilities
- 4 Disability access and inclusion
- 5 First Nations recognition
- 6 Multiculturalism and racial harmony
- 7 Volunteer recognition and support
- 8 Safety and crime prevention
- 9 Animal management
- 10 Health and community services
- 11 Sport and recreation facilities
- 12 Library and information services
- 13 Festivals, events, art and culture
- 14 Local history and heritage
- 15 Sustainable practices
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- 27 Footpaths, trails and cycleways
- 28 Lighting of streets and public places
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- 32 Parking management
- 33 Marine facilities
- 34 Economic development and job creation
- 35 Development and support of agriculture
- 36 Tourism attractions and marketing
- 37 Town centre development and activation
- 38 Education and training opportunities
- 39 Telecommunications and internet
- 40 Council's leadership
- 41 Advocacy and lobbying
- 42 Consultation
- 43 Communication
- 44 Change, innovation and technology
- 45 Customer Service

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

Q. Over the next 10 years, which areas would you mostly like the Cassowary Coast RC to focus on improving? Base: All respondents, excludes no response (n=140)



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MARKYT 