



MARKYT 

Business Scorecard

2024

Prepared for



Prepared by



Contents

Introduction	3
Strategic insights	6
Economic impacts and expectations	12
Key issues and challenges	16
Worker accommodation services	19
Buying local	21
City of Karratha performance	23
MARKYT® Business Trends Window	29
MARKYT® Benchmark Matrix	32
MARKYT® Business Priorities	35
Key partner performance	43

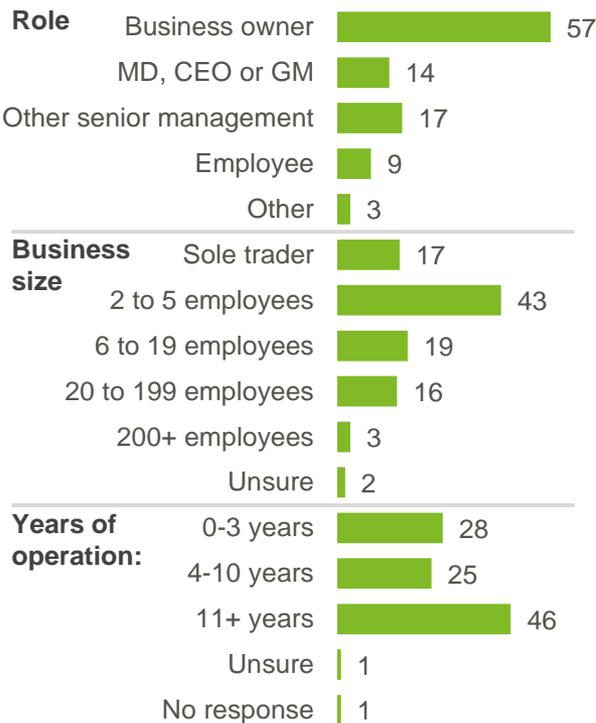
Introduction

The Study

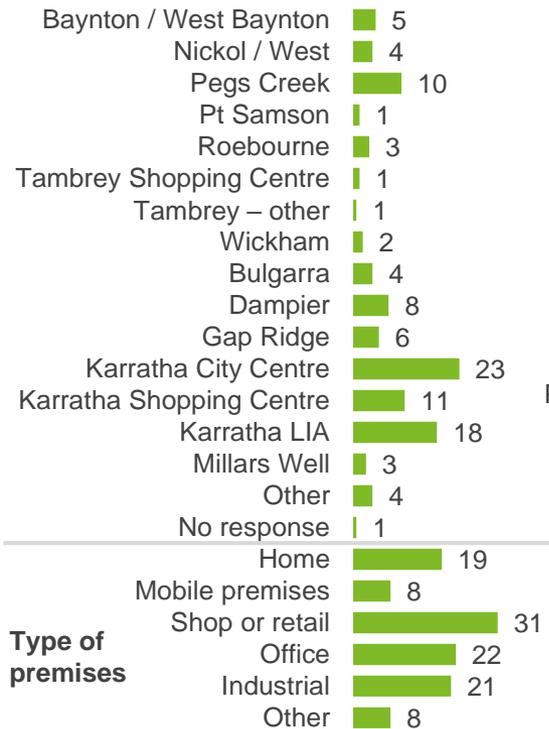
The City of Karratha commissioned a MARKYT® Business Scorecard to stay in touch in business needs. CATALYSE® programmed and hosted an online scorecard and email invitations were sent to all businesses in the City’s customer database. The City provided supporting promotions. **145 local businesses** took part in the study between 21 October to 10 November. There was a good cross-section of business respondents by business size, type and location, and the type of premises they operate from.

Data was analysed using SPSS. Where sub-totals add to ±1% of the parts, this is due to rounding errors to 0 decimal places.

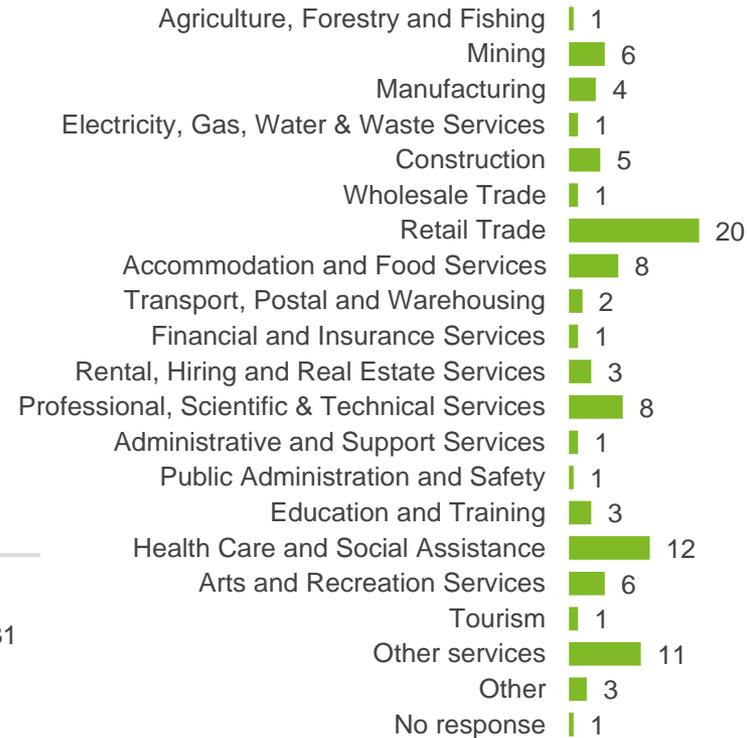
Sample profile, % of respondents



Business location



Business sector:



Over the past 21 years, CATALYSE® has conducted community and/or business 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 learn from industry leaders.

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

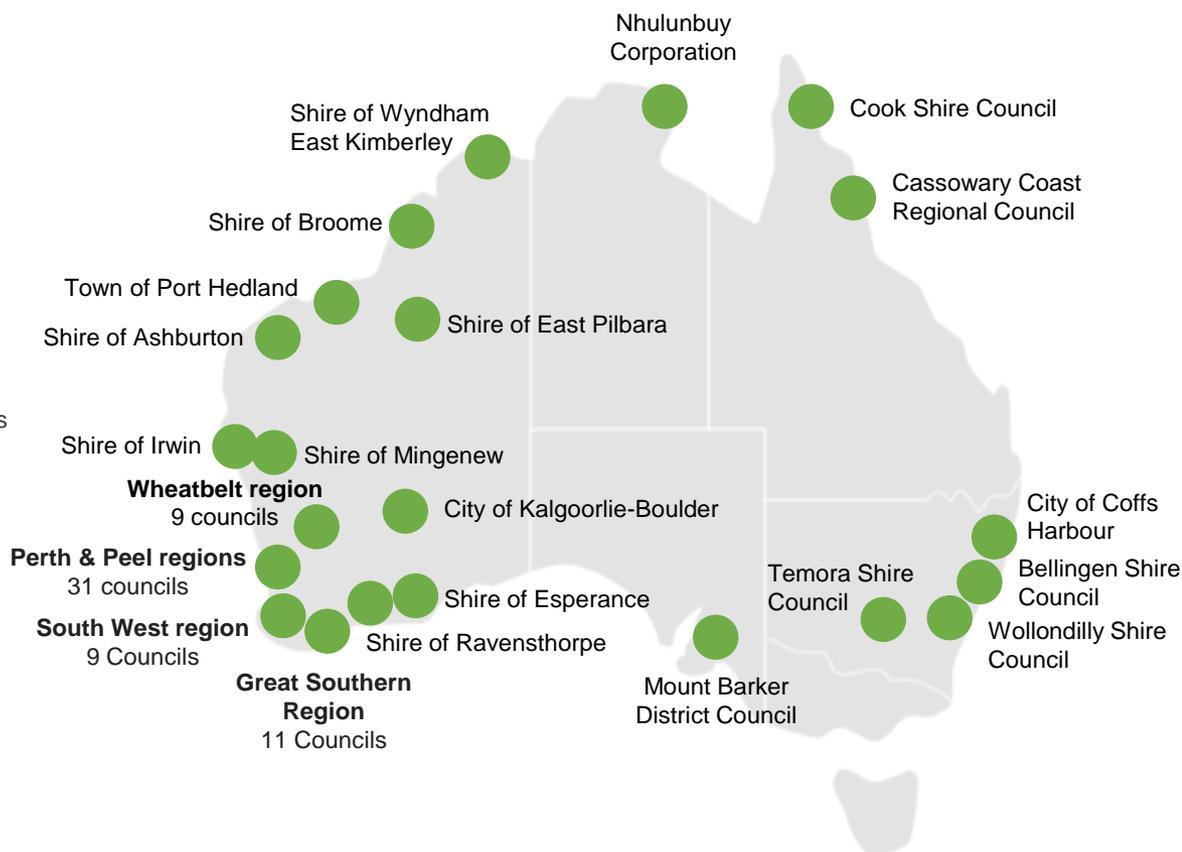
- Shire of Chittering
- Shire of Dandaragan
- Shire of Gingin
- Shire of Merredin
- Shire of Narrogin
- Shire of Northam
- Shire of Pingelly
- Shire of Toodyay
- Shire of York

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



Note: in this report, average and high scores are calculated from councils that have completed a MARKYT® accredited study with business respondents within the past three years.

Strategic Insights

- While 55% of businesses have experienced an increase in market demand and 46% grew their revenue over the past 12 months, there have been challenges with worker attraction and retention and finding suitable commercial premises. Only 24% of business respondents expanded their workforce and 11% increased the size of the property where they operate.
- When asked to spontaneously describe the main issues or challenges facing their business, the top response was worker recruitment and retention, following by accessing affordable worker accommodation and housing. Businesses find it difficult to compete with wages and incentives in the mining and resources sectors and against lower operational and living costs in Perth. They would like the City of Karratha to:
 - advocate for the State Government to release more land and housing to improve housing affordability
 - simplify and streamline the City of Karratha's planning and building approval processes
 - approve different types of accommodation to meet diverse needs.
- When prompted to assess the level of impact these issues are having, 40% of respondents said access worker housing was having a severe impact, 32% said worker attraction and retention was having a severe impact, 25% said cost of living pressures, generally, were having a severe impact, and 16% said access to suitable commercial premises was having a severe impact.
- 10% of business respondents said local access to goods and materials was having a severe impact on their business. There has been a downward trend in the proportion of businesses that source at least 40% of goods and materials locally – dropping from 53% of respondents in 2022 to 37% in 2024.
- Despite these challenges, **many businesses continue to be optimistic** their business will thrive over the next 12 months, with 71% anticipating growth in market demand, 67% expecting higher revenue and 36% expecting employee numbers to grow. 16% anticipate they will upsize commercial premises.
- Many business respondents see a long-term future for their business in the City of Karratha, with 70% expecting to be operating in 3 years time. Only 5% don't see their business in the area, and 25% are unsure.

City of Karratha's overall performance

The Overall Performance Index Score is a combined measure of the City of Karratha as a 'place to work', 'place to own or operate a business' and as a 'governing organisation'. The City of Karratha's overall performance index score is 64 out of 100, 7 points above industry average in the MARKYT® Benchmarking Excellence Program.

Overall Performance Index Score

average of 'place to work or operate a business' and 'governing organisation'

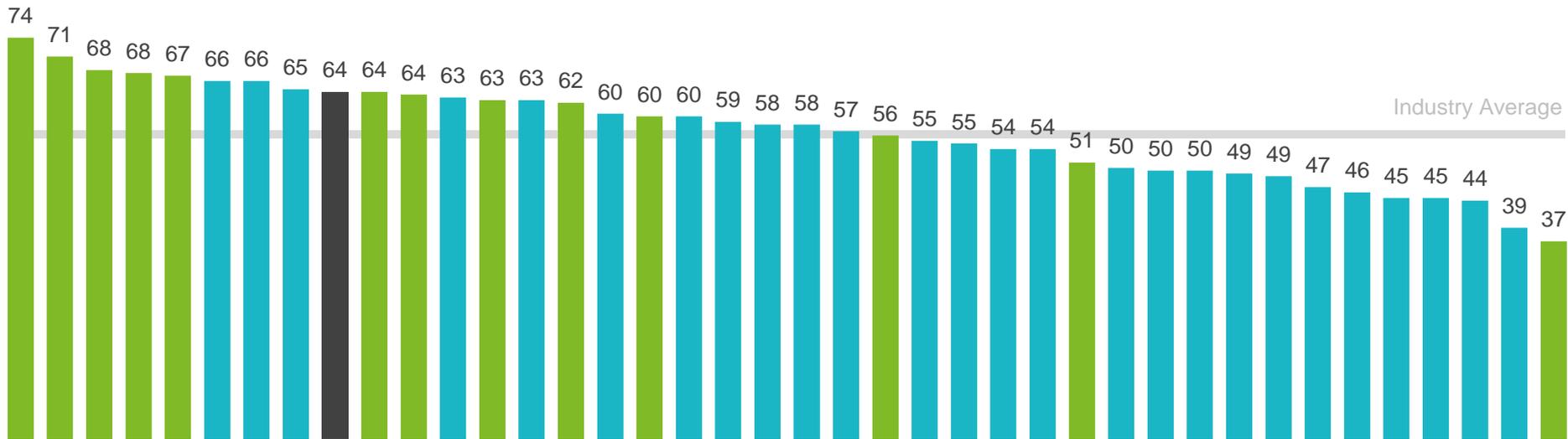
- City of Karratha
- Metropolitan councils
- Regional councils

MARKYT Industry Standards

Performance Index Score



City of Karratha	64
Industry High	74
Industry Average	57



- The City of Karratha is in a relatively good position, with an overall performance score of 64. While this is 7 points ahead of the industry average, the City had previously been the industry leader.
- Fewer businesses now agree that the City has developed and communicated a clear vision for the area.
 - While level of agreement has dropped from 65% in 2020 to 35% in 2024, it is still 8% points above the industry average.
- Fewer businesses think the City has a good understanding of the issues and challenges facing businesses.
 - Level of agreement has dropped from 57% in 2020 to 32% in 2024, now 3% points below the industry average.
- Although overall governance performance scores fell from 72 index points in 2020 to 58 points in 2024, the City of Karratha is still regarded as a relatively good place to work and operate a business, with scores remaining above the industry average.
- Since 2020, perceptions of value for money fell from 57 points to 40 points, now 1 point below industry average.
- But **there's good news too!** Over the past 12 months, the City's performance scores increased for:
 - Consultation – up from 44 points to 52 points, now the highest score and industry leader among participating councils.
 - Ease of doing business with the City of Karratha - up from 53 points to 57 points
 - Availability of land for industrial and commercial development – up from 46 points to 50 points (though still 12 points behind the 2020 score).
 - Airport facilities and services – up from 55 points to 59 points (though still 14 points behind the 2020 score).

Vision



35

% agree

Down 11% points since 2023 but still 8% points above Industry Average

Area to own or operate a business

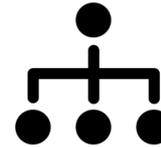


65

Performance Index Score

Down 3 index points since 2023 but still 4 points above Industry Average

Governance



58

Performance Index Score

Down 4 index points since 2023 but still 9 points above Industry Average

Value



40

Performance Index Score

Down 7 index point since 2023; now on par with Industry Average

Strengths

Highest scoring service areas

- Airport facilities and services
- Ease of doing business with the City of Karratha
- Efforts to promote the area as a desirable place to live and work

Most improved service areas

- How the business community is consulted about local issues
- Ease of doing business with the City of Karratha
- Airport facilities and services

Stronger, relative to other councils

- How the business community is consulted about local issues
- How the business community is informed about what's happening in the local area

Priorities



Access to affordable housing



Efforts to support and retain local businesses



Efforts to promote the area as a desirable place to live and work



Availability and affordability of suitable commercial premises



Business grants, subsidies and rebates

Key partner insights

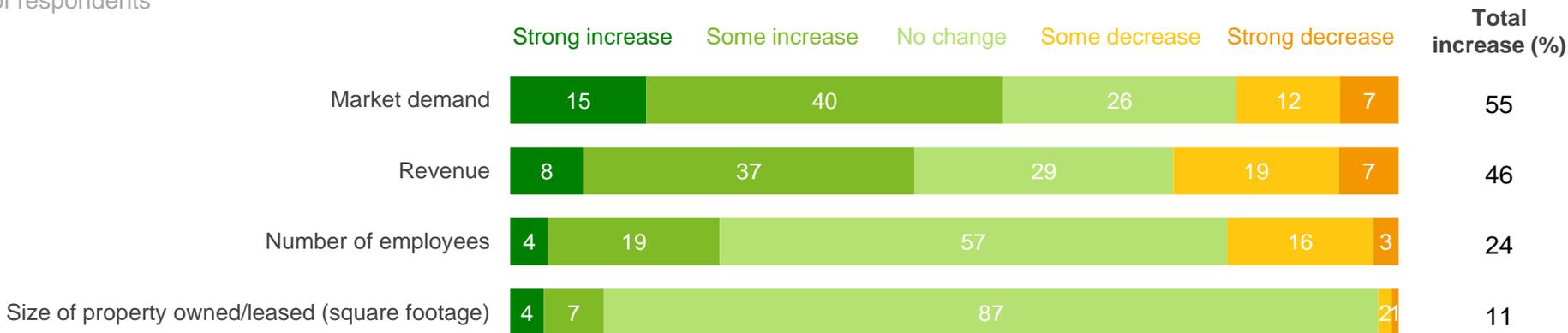
- The City of Karratha's key partners are well regarded, with room for continuous improvement.
- KDCCI achieved an overall performance score of 65 points out of 100 – higher among members (71 points) versus non-members (55 points). KDCCI members scored KDCCI's business and networking events 79 points, the Career Expo 74 points, and the Business Awards 67 points.
- For overall performance, Pilbara Development Commission scored 63 points, Karratha Business Enterprise Centre scored 59 points, the Pilbara Summit scored 59 points and Develop Northern Australia scored 57 points. The score for Venture North was slightly lower at 49 points.

Economic impacts and expectations

Economic impacts experienced in past 12 months

Over the past 12 months, to what extent has your business experienced a change in these areas:

% of respondents



% Total increase	Total	Role				Business size				Premises type				Location			Years of operation			Future intentions			KDCCI m/ship		
		Business Owner	MD/CEO/GM*	Other senior manager*	Employee*	Sole trader*	2 to 5 employees	6 to 19 employees*	20+ employees*	Home*	Mobile premises*	Shop or retail	Office	Industrial	Karratha CBD	Karratha LIA	Karratha suburbs	0 to 3 years	4 to 10 years	11+ years	Stay 0-10 years	Stay 11+ years	Unsure	KDCCI member	Non-member
Market demand	55	50	68	67	55	57	54	54	57	48	50	50	65	55	60	65	52	62	52	55	55	63	50	56	58
Revenue	46	45	56	50	30	43	44	48	46	44	20	46	43	45	42	52	48	49	44	45	49	54	32	44	44
Number of employees	24	24	16	29	25	0	15	35	50	14	0	28	31	31	30	21	20	15	33	25	17	39	7	31	17
Size of property owned / leased	11	13	0	9	18	5	9	13	19	7	0	10	10	21	13	13	6	8	17	10	10	11	14	11	6

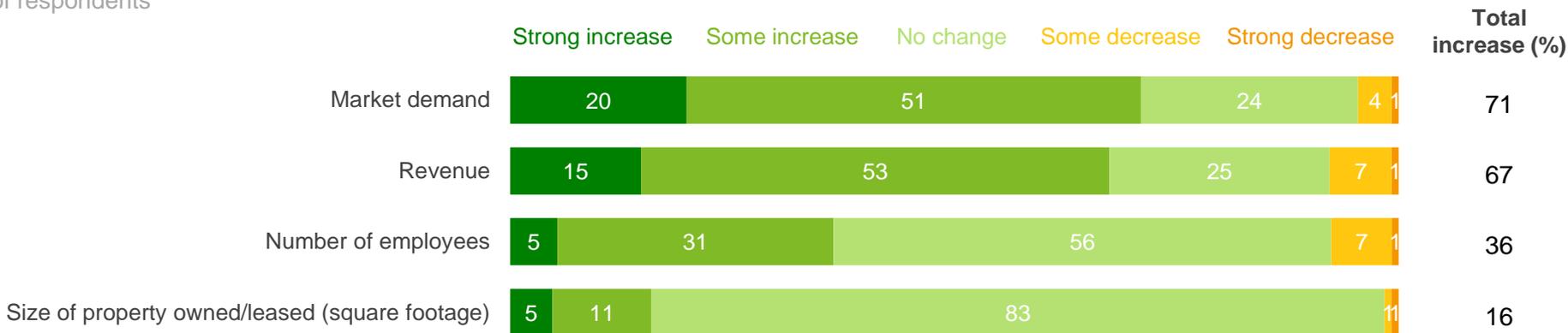
Q. Over the past 12 months, to what extent has your business experienced a change in these areas:

Base: All respondents, excludes 'no response' (n = varies from 133 to 140) *small base size (<30 respondents)

Economic impacts expected over the next 12 months

Over the next 12 months, what changes do you expect your business will experience?

% of respondents



% Total increase	Total	Role				Business size				Premises type				Location			Years of operation			Future intentions			KDCCI m/ship		
		Business Owner	MD/CEO/GM*	Other senior manager*	Employee*	Sole trader*	2 to 5 employees	6 to 19 employees*	20+ employees*	Home*	Mobile premises*	Shop or retail	Office	Industrial	Karratha CBD	Karratha LIA	Karratha suburbs	0 to 3 years	4 to 10 years	11+ years	Stay 0-10 years	Stay 11+ years	Unsure	KDCCI member	Non-member
Market demand	71	81	63	63	30	68	78	80	48	84	67	70	74	52	68	61	75	77	83	62	74	74	62	77	66
Revenue	67	77	53	54	60	67	72	76	48	83	33	63	68	54	68	57	72	71	73	63	71	70	54	68	65
Number of employees	36	43	21	30	30	14	31	64	37	23	22	38	39	38	43	38	32	32	53	31	40	43	26	40	32
Size of property owned / leased	16	15	16	9	40	5	22	13	11	4	25	11	23	17	23	9	12	19	17	14	22	13	20	17	11

Q. Over the next 12 months, what changes do you expect your business will experience?

Base: All respondents, excludes 'no response' (n = varies from 126 to 132) *small base size (<30 respondents)

Business commitment

Many business respondents see a long-term future for their business in the City of Karratha.

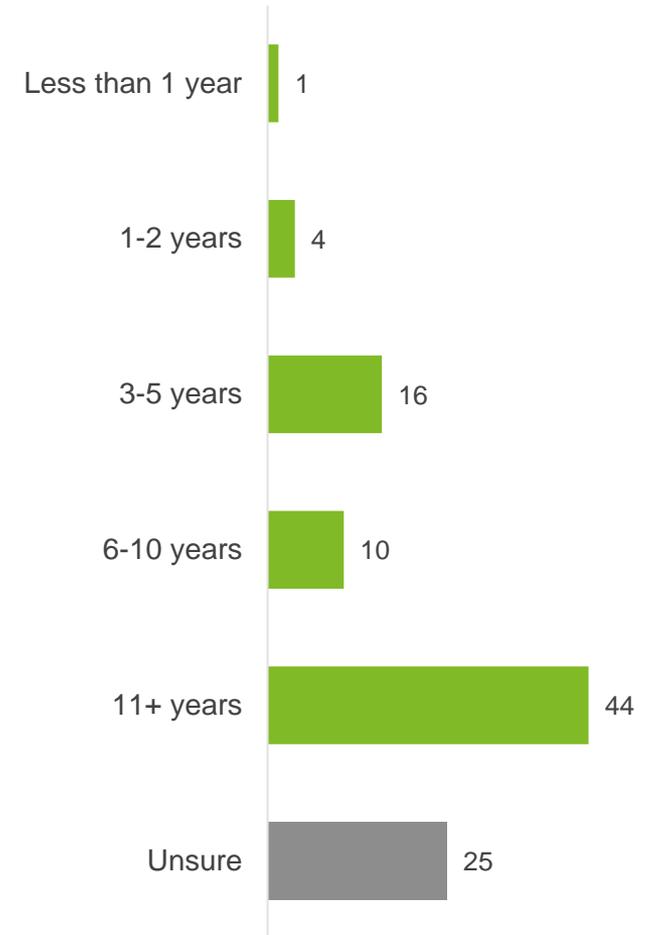
44% think they will still be operating in 11+ years and another 26% think they will still be operating for at least another 3 years.

Only 5% think their business will not be operating in 3 years time.

Another 25% were unsure about prospects for their business.

Intended years of future operation:

% of respondents



Q. How much longer do you intend to operate your business in the City of Karratha??

Base: All respondents, excludes no response (n = 134)

Key issues and challenges

Main issues or challenges facing businesses

Staff recruitment and retention continues to be the main challenge facing businesses, particularly in sectors that cannot match wages and benefits offered in the mining sector. It's felt there is a shortage of qualified local workers, and housing affordability further exacerbates staffing issues.

“Employing local staff, unable to match benefits offered by larger businesses.”

“Retaining staff. Most people don't come to Karratha to work retail so it's very difficult to keep staff for a long period because they often only work here until something better comes along. Also very difficult to keep staff when housing is so expensive here. No one can afford rent or a mortgage and rates when they work retail.”

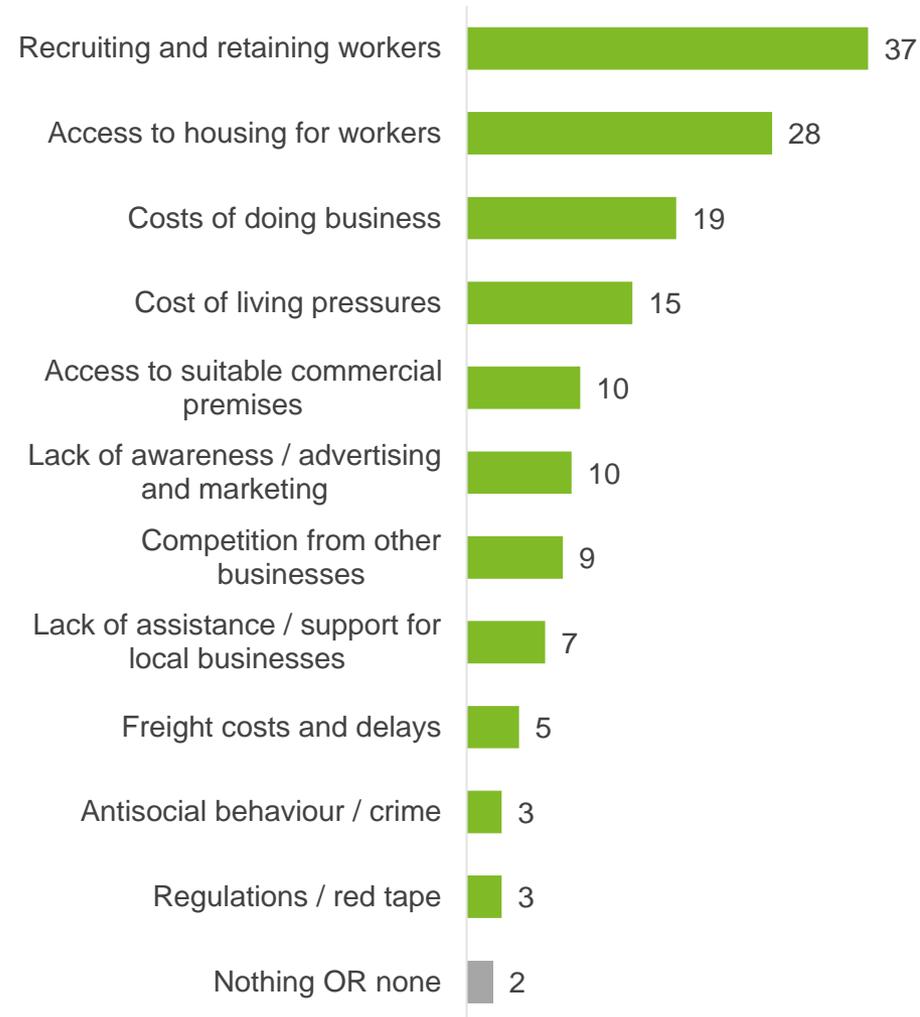
“Unable to get affordable housing for employees. We can't afford to subsidise housing to the level required as rents are so high. We are not a big company and don't pay our employees like the mining companies, but they earn a little more than the threshold for the service worker accommodation. We essentially don't qualify of any housing assistance for our single employees so can't attract high quality skilled workers. Please Help!

“Getting staff and trying to meet the housing demand for staff”.

Businesses are also facing rising operational costs – including high insurance, freight, utilities, and overheads – putting pressure on local businesses to compete with larger, Perth-based companies with lower operating costs.

Issues or challenges facing businesses

% of respondents



Q. What are the main issues or challenges facing your business?

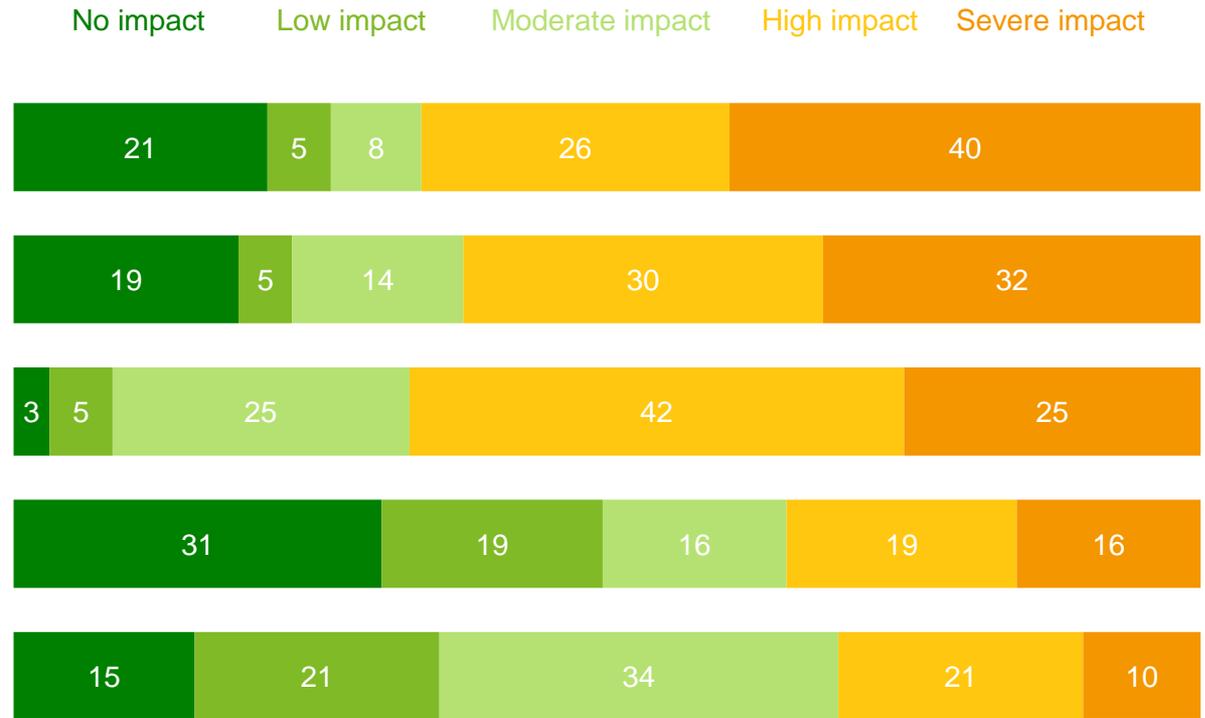
Base: All respondents, excludes 'no response' (n = 126) NB: chart shows issues or challenges mentioned by >3% respondents

Level of impact from issues and challenges

Access to affordable housing and difficulties recruiting and retaining staff are having the most severe impacts on local businesses, followed by escalating costs of living.

To what extent are the following issues or challenges impacting your business?

% of respondents



Q. To what extent are the following issues or challenges impacting your business?

Base: All respondents, excludes 'no response' (n = varies from 129 to 132)

Worker accommodation services

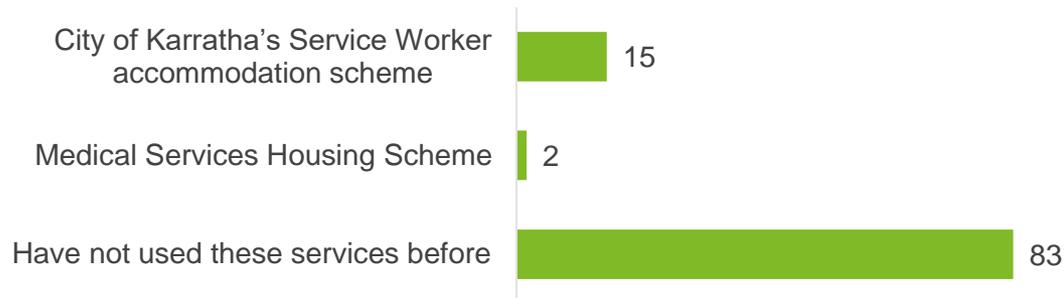
Use of worker accommodation services

17% of respondents had used worker accommodation services – 15% had used the City’s Service Worker accommodation scheme and 2% had used the Medical Services Housing Scheme.

Usage appears to be higher among mid-sized businesses, businesses that operate from a shop or retail space, and among KDCCI members.

Worker accommodation services used by local businesses

% of respondents



% respondents	Total	Role				Business size				Premises type				Location			Years of operation			Future intentions			KDCCI m/ship		
		Business Owner	MD/CEO/GM	Other senior manager	Employee*	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	Home	Mobile premises*	Shop or retail	Office	Industrial	Karratha CBD	Karratha LIA	Karratha suburbs	0 to 3 years	4 to 10 years	11+ years	Stay 0-10 years	Stay 11+ years	Unsure	KDCCI member	Non-member
CoK Service Worker accommodation scheme	15	17	13	19	0	0	12	38	13	0	0	26	10	15	12	22	15	6	24	15	18	19	4	25	8
Medical Services Housing Scheme	2	0	6	5	0	6	0	0	0	0	0	7	0	5	0	0	3	0	2	3	2	0	0	2	
Have not used any of these services before	83	83	81	76	100	94	88	63	88	100	100	74	83	85	83	78	85	91	76	84	79	79	96	75	90

Q. Has your organisation used either of these worker accommodation services?

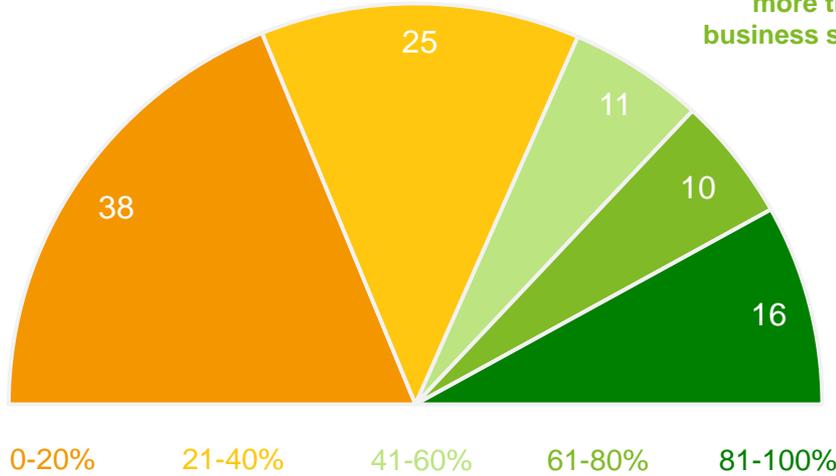
Base: All respondents, excludes 'no response' (n = 119) *small base size (<20 respondents)

Buying local

Buying local

Proportion of goods and materials supplied within the City of Karratha region

% of respondents

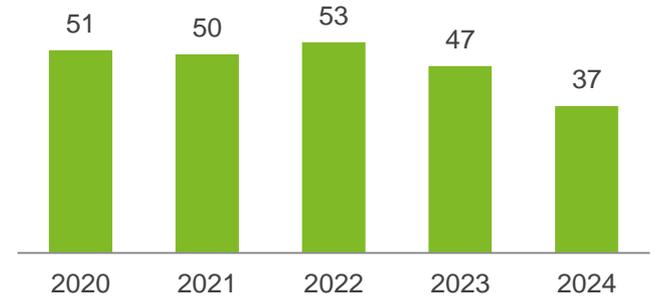


37%

of businesses access more than 40% of business supplies locally

Trend Analysis

% of businesses that access more than 40% of goods and materials within the City of Karratha region



Variations across the community

% of businesses that access more than 40% of goods and materials within the City of Karratha region

Total	Role				Business size			Premises type				Location			Years of operation			Future intentions			KDCCI m/ship			
	Business Owner	MD/CEO/GM	Other senior manager	Employee*	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	Home	Mobile premises*	Shop or retail	Office	Industrial	Karratha CBD	Karratha LIA	Karratha suburbs	0 to 3 years	4 to 10 years	11+ years	Stay 0-10 years	Stay 11+ years	Unsure	KDCCI member	Non-member
37	36	47	22	63	33	38	50	27	32	60	28	43	37	39	42	36	37	43	34	32	39	31	42	34

Q. Over the past 12 months, approximately what percentage of your organisation's goods and materials were sourced from local businesses within the City of Karratha region?

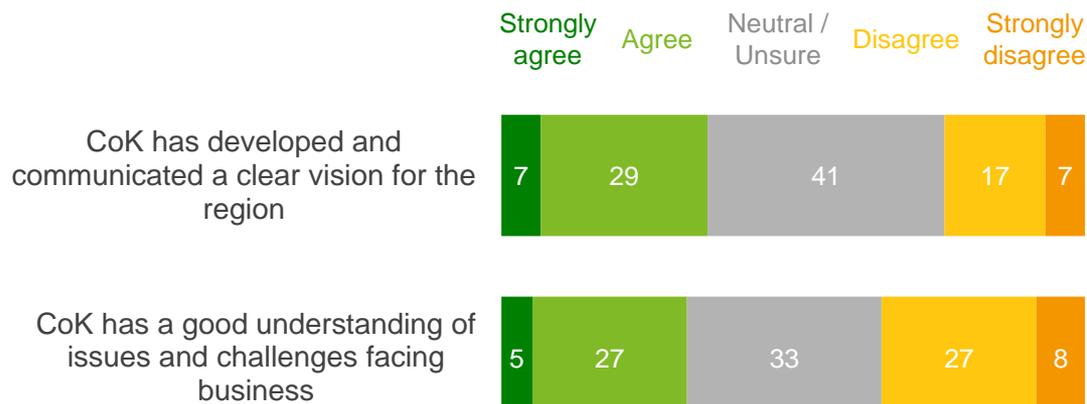
Base: All respondents, excludes 'unsure' and 'no response' (n = 130) *small base size (<20 respondents)

City of Karratha performance

Business sentiment

Level of agreement

% of respondents



Trends and industry standards

% total agree

Year	City of Karratha						Industry Average	Industry High
	2019	2020	2021	2022	2023	2024		
CoK has developed and communicated a clear vision for the region	64	65	55	48	46	35	27	56
CoK has a good understanding of issues and challenges facing business	45	57	43	36	38	32	35	44

% respondents	Role					Business size				Premises type				Location			Years of operation			Future intentions			KDCCI m/ship		
	Total	Business Owner	MD/CEO/GM	Other senior manager	Employee*	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	Home	Mobile premises*	Shop or retail	Office	Industrial	Karratha CBD	Karratha LIA	Karratha suburbs	0 to 3 years	4 to 10 years	11+ years	Stay 0-10 years	Stay 11+ years	Unsure	KDCCI member	Non-member
Clear vision	35	35	41	22	80	29	37	42	35	20	40	37	39	39	47	38	25	41	36	32	49	35	24	44	34
Good understanding	32	30	29	22	80	24	32	35	35	16	30	37	37	39	46	25	25	30	36	31	39	29	31	43	28

Q. How strongly do you agree or disagree with the following statements about the City of Karratha:

Base: All respondents, excludes 'no response' (n = 133; n = 132) *small base size (<20 respondents)

Overall performance, leadership & engagement

Performance ratings

% of respondents



Trends and industry standards

Performance Index Score

Year	City of Karratha						Industry Average	Industry High
	2019	2020	2021	2022	2023	2024		
Area to own or operate a business	70	77	72	70	68	65	61	70
Area to work	70	77	72	70	68	72	69	73
Place to visit	NA	NA	NA	NA	NA	65	68	90
Governing organisation	64	72	65	62	62	58	49	69
Value for money from Council rates and services	48	57	49	48	47	40	39	59
Advocacy and lobbying on behalf of the business community	58	64	57	51	48	45	40	60
How the business community is consulted about local issues	53	57	52	48	44	52	38	52
How the business community is informed about what's happening in the local area	59	63	55	55	48	52	43	61
Ease of doing business with the City of Karratha	54	62	53	51	53	57	53	62

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

Base: All respondents, excludes 'unsure' and 'no response' (n = varies from 120 to 143)

Business variances | Overall & Leadership

Performance Index Score out of 100	Total	Role				Business size				Premises type				Location			Years of operation			Future intentions			KDCCI m/ship		
		Business Owner	MD/CEO/GM	Other senior manager	Employee*	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	Home	Mobile premises*	Shop or retail	Office	Industrial	Karratha CBD	Karratha LIA	Karratha suburbs	0 to 3 years	4 to 10 years	11+ years	Stay 0-10 years	Stay 11+ years	Unsure	KDCCI member	Non-member
As an area to own or operate a business	65	62	70	65	75	61	61	73	69	68	55	67	65	65	69	63	62	65	63	66	62	70	59	62	68
As an area to work	72	71	74	71	77	71	69	74	75	71	68	71	72	77	74	75	69	73	70	72	68	76	69	71	73
As an area to visit	65	63	66	68	67	67	65	66	64	69	45	69	64	63	70	57	64	66	65	64	66	66	62	64	66
Governing organisation	58	55	63	58	73	53	58	64	57	57	45	58	57	63	61	60	55	54	58	60	55	62	54	59	58
Value for money from rates	40	38	44	34	53	35	38	43	45	39	15	45	39	41	42	34	39	37	40	41	37	42	37	43	35
Advocacy and lobbying	45	43	56	39	56	46	42	50	49	44	28	50	46	44	52	41	44	45	47	45	47	48	37	45	45
Consultation	52	51	56	44	69	51	48	59	54	52	39	58	46	52	53	52	51	49	51	54	54	53	42	54	50
Communication	52	51	54	45	64	47	49	57	55	49	39	57	48	54	56	48	50	46	54	54	53	52	49	55	49
Ease of doing business	57	58	57	53	65	53	54	68	58	52	53	59	59	61	58	58	56	54	59	59	59	64	42	59	59

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

Base: All respondents, excludes 'unsure' and 'no response' (n = varies from 120 to 143) *small base size (<20 respondents)

Economic development and business support

Performance ratings

% of respondents



Trends and industry standards

Performance Index Score

2019	City of Karratha						Industry Average	Industry High
	2020	2021	2022	2023	2024			
74	73	60	57	54	57	NA	NA	
62	67	56	48	46	44	45	50	
49	58	44	42	36	39	46	58	
62	65	56	47	45	47	NA	NA	
67	66	56	51	50	49	48	76	
NA	NA	NA	NA	NA	42	NA	NA	
60	62	56	53	46	50	NA	NA	
NA	NA	NA	NA	NA	43	40	57	
NA	NA	NA	NA	NA	53	51	55	
60	65	50	49	48	48	52	60	
73	73	67	57	55	59	56	65	

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

Base: All respondents, excludes 'unsure' and 'no response' (n = varies from 89 to 121)

Business variances | Economic development

Performance Index Score out of 100	Total	Role				Business size				Premises type				Location			Years of operation			Future intentions			KDCCI m/ship		
		Business Owner	MD/CEO/GM	Other senior manager	Employee*	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	Home	Mobile premises*	Shop or retail	Office	Industrial	Karratha CBD	Karratha LIA	Karratha suburbs	0 to 3 years	4 to 10 years	11+ years	Stay 0-10 years	Stay 11+ years	Unsure	KDCCI member	Non-member
Promoting the area	57	56	55	56	72	56	54	65	60	50	40	62	55	61	59	57	56	56	58	57	55	62	54	59	54
Attracting investment	44	42	48	44	54	35	43	50	48	35	43	46	44	54	43	50	41	45	47	43	50	47	32	46	40
Supporting local business	39	38	38	38	59	30	38	47	40	31	25	46	36	39	45	39	33	35	41	40	42	39	34	40	37
Diversification	47	46	48	46	61	42	45	56	49	36	40	52	42	52	49	49	44	46	49	47	50	48	40	49	44
Tourism development	49	49	50	39	66	50	45	55	52	43	28	55	44	56	48	51	48	52	47	49	51	52	43	50	47
Availability of commercial premises	42	38	53	42	63	34	38	48	50	29	28	51	47	45	46	40	39	33	41	48	40	49	32	42	39
Availability of industrial and commercial land	50	45	63	53	66	45	46	57	55	36	53	55	57	55	56	49	44	43	50	53	50	53	45	52	45
Planning, development and building approvals	43	43	48	37	63	43	40	51	43	38	40	47	42	44	47	36	42	36	43	46	42	48	36	47	38
Grants, subsidies and rebates	53	51	59	53	75	51	53	52	55	52	40	54	55	51	56	43	53	52	58	51	57	56	45	55	49
Sustainable practices	48	46	46	48	71	43	46	55	51	42	40	54	45	47	53	35	48	46	50	48	50	51	44	50	44
Airport facilities and services	59	62	53	48	75	55	61	64	56	60	50	63	53	67	63	53	57	57	61	60	63	59	56	63	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = varies from 89 to 121) *small base size (<20 respondents)

MARKYT  Business Trends Window

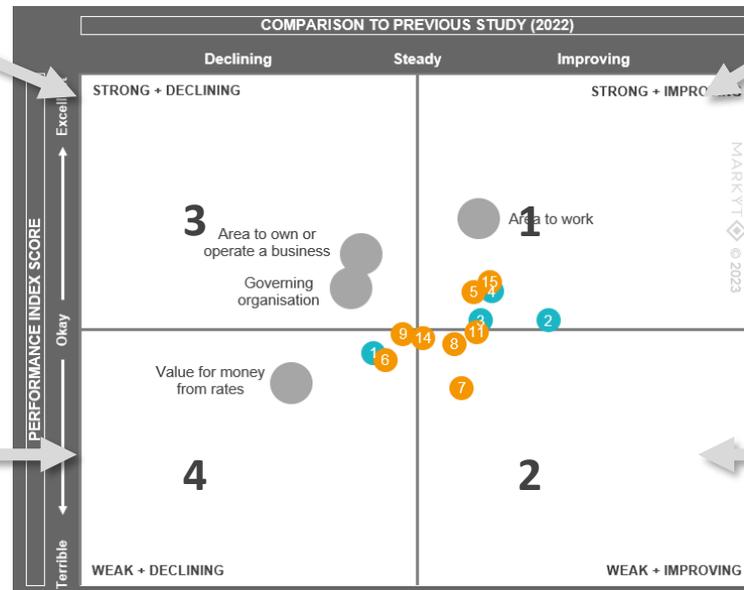
The MARKYT® Business Trends Window shows trends in performance over the past year.

Window 3 has higher performing areas in decline, such as:

- As an area to own or operate a business
- City of Karratha overall, as the governing organisation

Window 4 has lower performing areas in decline. The main concern is:

- Value for money from Council rates and services



Window 1 includes higher performing areas that have improved, such as:

- How the business community is consulted about local issues
- Ease of doing business with the City of Karratha
- Airport services and facilities
- How the area is being promoted

Window 2 includes lower performing areas that are improving, such as:

- Land available for development
- Economic diversification
- Support for local businesses

MARKYT Business Trends Window

COMPARISON TO PREVIOUS STUDY (2022)



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

MARKYT  Benchmark Matrix

How to read the MARKYT Benchmark Matrix

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

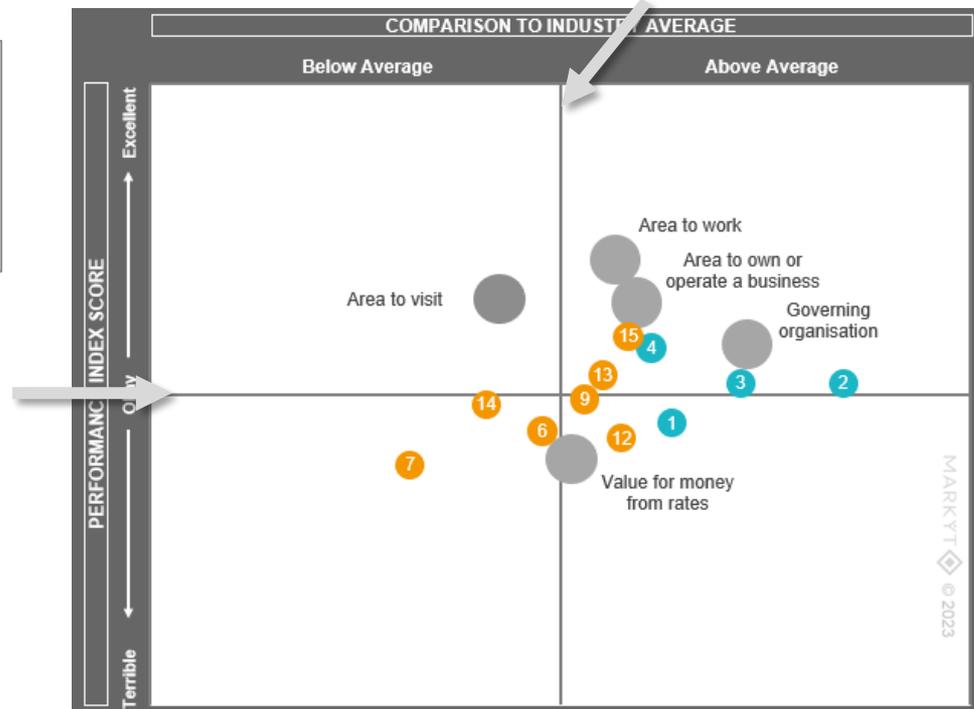
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

Services are grouped in three areas:

- Overall performance measures
- Leadership and engagement
- Economic development and business support

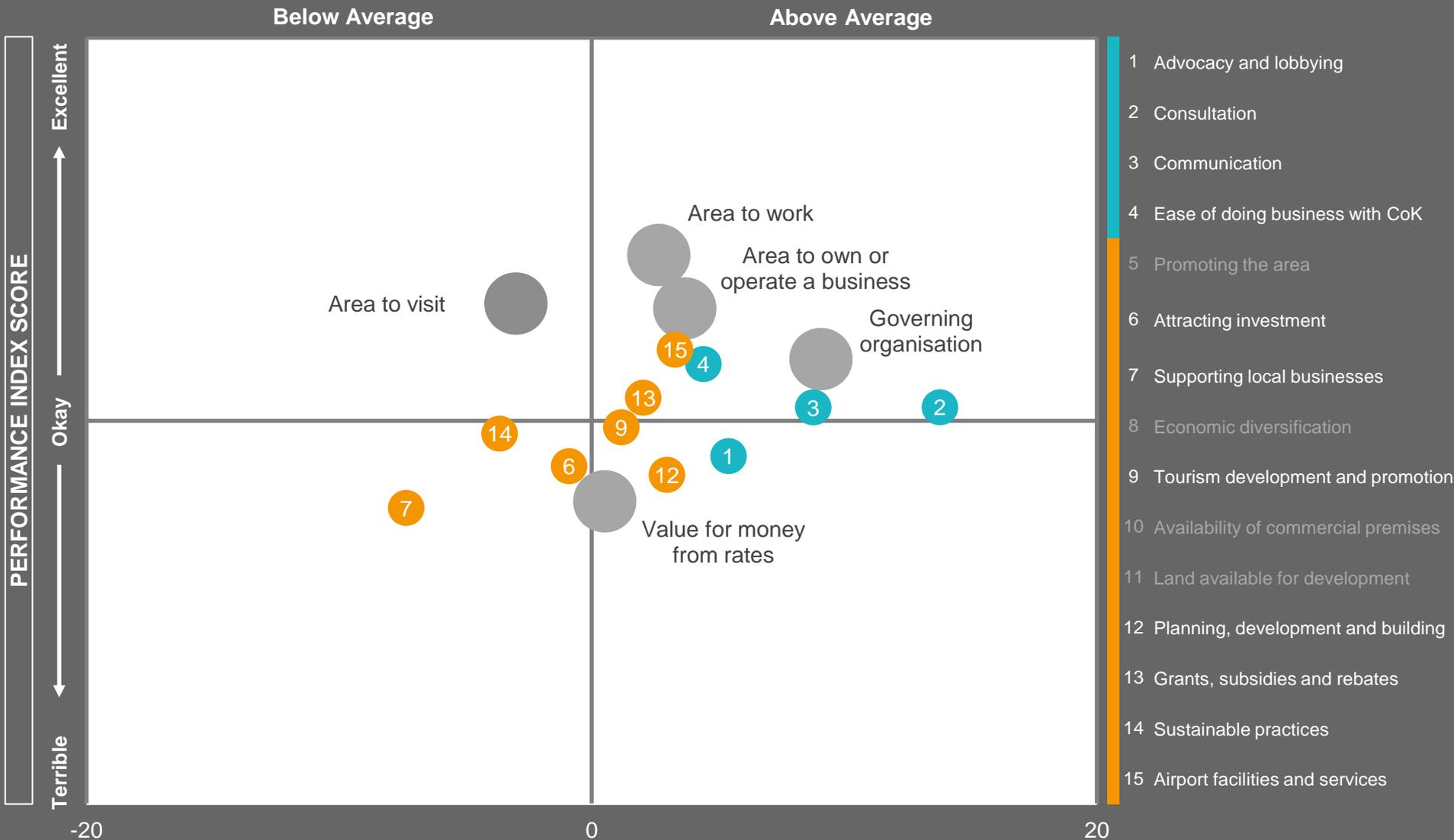
This line represents okay performance based on the MARKYT Performance Index Score. Higher performing service areas are placed above this line while lower performing areas are below it.

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



MARKYT Benchmark Matrix

COMPARISON TO INDUSTRY AVERAGE



Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. Areas in **grey** have no benchmark data available.

MARKYT  business priorities

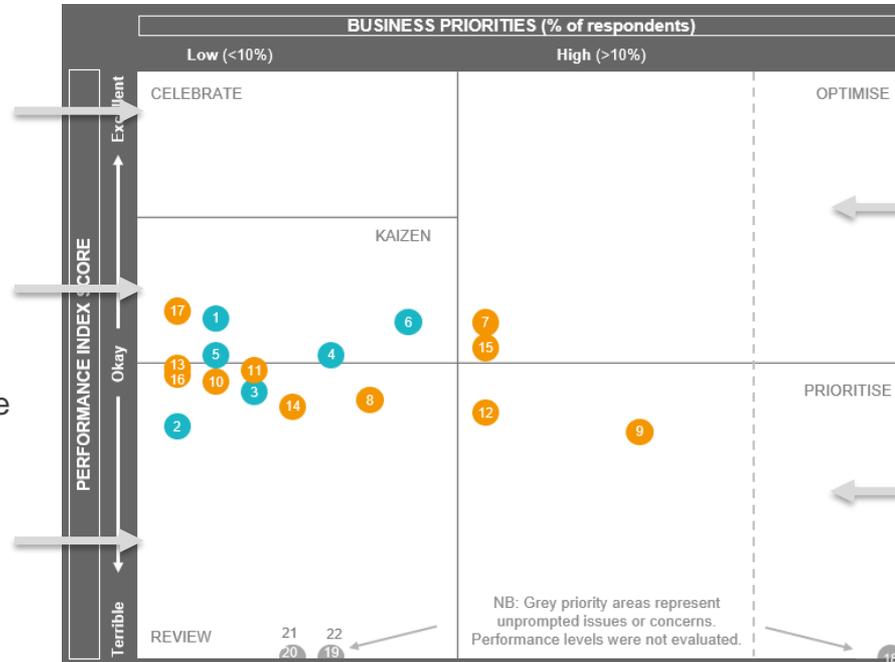
How to read the MARKYT Business Priorities chart

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

CELEBRATE the City'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 the Shire to focus its attention.

Services are grouped in two areas:

- Leadership and engagement
- Economic development and business support
- Grey priority areas were unprompted issues or concerns. Performance levels were not evaluated for these service areas.

MARKYT Business Priorities

BUSINESS PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

PRIORITISE

REVIEW

NB: Grey priority areas represent unprompted issues or concerns. Performance levels were not evaluated.

- 1 Governing organisation
- 2 Value for money from rates
- 3 Advocacy and lobbying
- 4 Consultation
- 5 Communication
- 6 Ease of doing business with CoK
- 7 Promoting the area as a desirable place to live and work
- 8 Attracting investment
- 9 Supporting and retaining local businesses
- 10 Economic diversification
- 11 Tourism development, promotion
- 12 Availability commercial premises
- 13 Land available for development
- 14 Planning, development, building
- 15 Grants, subsidies and rebates
- 16 Sustainable practices
- 17 Airport facilities and services
- 18 Access to affordable housing
- 19 Local shopping areas
- 20 Promote local businesses
- 21 Business development support
- 22 Assistance with cost of living

0

5

10

15

40

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

Q. Overall, what would you mostly like the City of Karratha to focus on doing, changing or improving to support your business and strengthen the local economy?

Base: All respondents, excludes no response (n=83)

Affordable housing

Around 4 in 10 businesses would like the City of Karratha to focus on solutions to improve access to affordable housing. Suggestions include advocating for more housing and the release of more land for residential uses, simplifying and streamlining planning and building approvals, approving different types of accommodation to meet different needs and offer financial incentives.

“Develop a sustainable long term housing plan and fully implement it without fear.”

“Provision of affordable housing for lower paid employees. Provision of affordable housing for retirees to purchase so local families can stay in the same community for three generations.”

“Recognising the struggles of small business owners, advocate for the construction of additional housing, less grant funding for feasibility statements and more for tangible business support similar to TYBO.”

“Just get better affordable housing please, you don't need this survey to tell you that. Also improve the application process for service worker accommodation - you guys take months to review applications where are new residents who are moving at the start of the year supposed to stay while you guys take forever to review applications. Please stop letting the resource industry influence decision making for everything.”

“Provide more service worker accommodation and for the local economy perhaps provide more assistance to seniors and families so that they don't have to leave town when they retire.”

“More access to subsidised staff accommodation, as well as subsidised wages as we have to keep increasing wages to compete with the larger organisations.”

“Reduce cost of housing or provide subsidised housing for trades. There is low income housing but people with trades will not move here based on those incomes. By the time small business rents, pays rates and insurance on a premises and then has to house workers it is very difficult considering workers will not move unless it is financially worth their while. Promote Karratha as a place to live, provide better supports for small businesses.”

“Make it easier to house workers, currently new constructions and worker accommodations are being hindered by red tape that does not serve Karratha's interest.”

“I think Karratha City council needs to work on increasing the amount of accommodation available for not only workers of businesses as well as short term accommodation to allow new buildings to be able to be built.”

Affordable commercial premises

Around 1 in 10 respondents would like Council to develop strategies to support local businesses to access affordable commercial premises.

“There is so much potential for expansion and growth of businesses if we got more support in getting suitable premises or some sort of funding.”

“Communication to businesses about advice and what they do. Side in setting up new business. Improvement in commercial property pricing and availability.”

“Affordable and available commercial office space. Work with the new shopping centre owners for the reality of the high rents and costs of doing business here.”

“Improve affordability for commercial rental properties.”

“Assist with low-cost storage facilities to make it affordable for businesses to keep operating and be able to provide these services to our community. So many vacant buildings or even a house or the Pelago units that we can use a room to store our equipment without the HIGH rents for a simple lock and leave requirement with occasional access.”

“I would like to see more conversations and consultations with current and active small businesses directly. Either individually or small groups. I do understand that there is a small business advisory body but as a business owner and operator I have not had the opportunity, nor invitation, to engage with them. I believe that more flexible and user-friendly commercial leasing options for small business operators may encourage better CBD (or general commercial) engagement and more participation in the local economy.”

Supporting and retaining local businesses

Around 1 in 6 businesses are requesting greater support for small businesses from the City of Karratha and from larger businesses to ensure Karratha remains sustainable and viable. There is a view that the town can't survive if small businesses don't thrive. They want Council and other businesses to buy local and to support them to access more affordable commercial leases and affordable worker accommodation.

“Support small business that have been operating in the city of Karratha or we will lose them.”

“Small business. We are the backbone of the community's business sector. Yet the support from City is not there. Big corporations like [business names removed] are supporting us, but the City is not. Support to help business to work out of vacant commercial space with some seed funding could open opportunities for some. Engage more and listen more.”

“Rather than focusing on making sure [business names removed] are supported in their business and get everything they need, focus on helping small business owners as well, after all I'm fairly sure you also need small business to make a town. Make business development easier - help people trying to expand especially at the building and development approval stage. At the moment your efforts seem to be to halt development unless you spend x amount of millions of dollars, and things must take x amount of days to approve if something can be approved quick do it quick.”

“As a small business owner I feel no support from the shire. Have not heard of many of things listed in previous questions - apart from receiving our rates notice we have not heard from them since opening.”

“Support set-up costs for small to medium enterprises to activate central districts. Fill empty shops and retail areas (ie Dampier Shopping Centre).”

“There is so much potential for expansion and growth of businesses if we got more support in getting suitable premises or some sort of funding.”

“To strengthen the COK need to have meetings for bricks and mortar and food vendors regularly to ensure they don't push everyone away. Without these opportunities people will leave town as they don't get the local support.”

“Give support on advertising, housing and making mines and bigger companies support local first. We are here to support them so they should support us. How would the town run if local business and local people left.”

Place marketing, grants and subsidies.

Around 1 in 10 respondents would like Council to invest in more or better marketing to attract workers to Karratha.

“Hire professional marketing company – whereabouts, local sites, in-town living. Tell world about COK, not only a mining town.”

“More campaigns like the Karratha is calling.”

“Promote local living even if the workforce is for construction projects!”

“Reduce cost of housing or provide subsidised housing for trades. There is low-income housing but people with trades will not move here based on those incomes. By the time small business rents, pays rates and insurance on a premises and then has to house workers it is very difficult considering workers will not move unless it is financially worth their while. Promote Karratha as a place to live, provide better supports for small businesses.”

“It is difficult to encourage young workers to come here when there is only the gym/sports or the pub to socialise.”

“To get workers from overseas.”

Around 1 in 10 respondents would like Council to focus on delivering better grants and financial subsidies.

“Subsidy for microbusiness for things like KDCCI membership.”

“ADHOC initiatives such as co-funding websites etc would be good.”

“Offering rate assistance to small businesses.”

“Assist with cost of transport for goods to be sent to Karratha.”

Better collaboration and engagement

Business respondents provided several suggestions relating to business engagement and collaboration:

“Greater collaboration between business and the City. The intention of being locally based and having a presence in the City should enable a strong sharing of ideas and collaboration on how to facilitate investment. However, approaches to engage and work through issues still appears to be approach in an adversarial manner.

I personally feel that in recent time, the administration has become disconnected from the difficulty of doing things in the Pilbara, and whilst it continues to 'say' it is 'pro-business', there has been a notable shift away from this, which in my view either relates to people in the administration who have lost the energy and desire to be innovative or think differently because of being over worked and under resourced constantly, or new people coming into the organisation who are not committed to the region itself, but rather the pay packet and authority the Councillors place in them.”

“More information on all those things that are available to businesses. (We put unsure for all of the last page because we've heard of a few of them but have no idea what they are for or who they support).

We are part of the KDCCI but don't participate in anything because we don't really know about it. All we get are the generic emails that are sent to everyone but we would like to be more involved in the business community just don't really know how.

We proudly support/donate to many clubs, schools, charities, in the local community and feel it's very important to have this close community that you can't always get with those big companies but it would be great if the City could help bring us together better.

It seems like the business awards are for the same few businesses in town every year. Would love to see it extended to more businesses.”

“After being in our building 3 years this is the 1st time I have seen someone from the city to give out the survey.”

Key partner performance

Performance ratings for key partners

Performance ratings for key partners

% of respondents



Performance Index Score out of 100	Total	Role				Business size				Premises type				Location			Years of operation			Future intentions			KDCCI m/ship		
		Business Owner	MD/CEO/GM	Other senior manager	Employee*	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	Home	Mobile premises*	Shop or retail	Office	Industrial	Karratha CBD	Karratha LIA	Karratha suburbs	0 to 3 years	4 to 10 years	11+ years	Stay 0-10 years	Stay 11+ years	Unsure	KDCCI member	Non-member
KDCCI	65	66	61	62	81	61	64	68	67	69	50	66	68	61	66	61	65	69	64	63	71	67	55	71	55
Pilbara Development Commission	63	63	66	64	67	60	58	76	64	57	39	65	67	65	63	59	63	63	60	66	63	69	56	70	56
Karratha Business Enterprise Centre	59	60	64	50	75	58	60	65	53	60	47	65	52	53	57	53	63	63	58	58	67	58	54	63	54

Q. The City of Karratha partners with entities to deliver business support services and facilities. How would you rate these partners?

Base: All respondents, excludes 'no response' (n = varies from 72 to 104) *small base size (<20 respondents)

Business support services and events

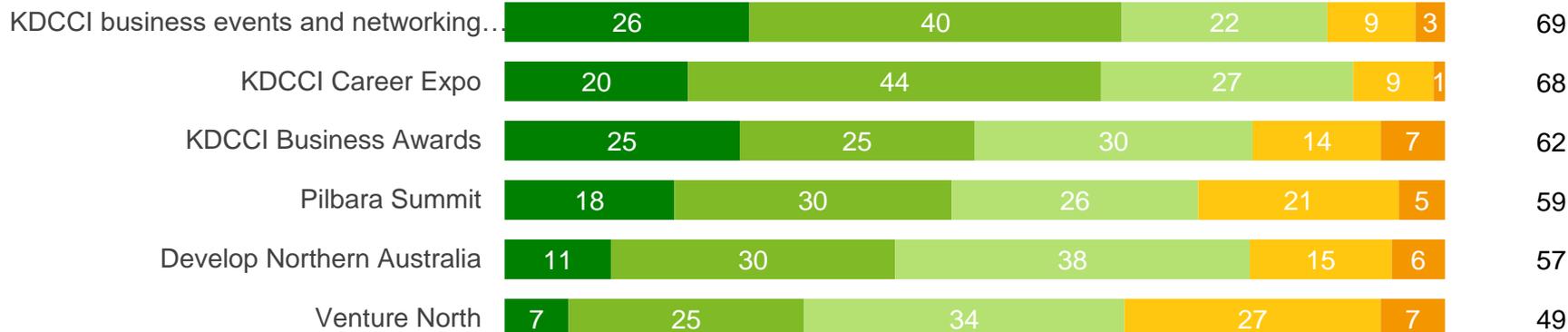
The City of Karratha partners with entities to deliver business support services and facilities.

How would you rate these partners?

% of respondents

Excellent Good Okay Poor Terrible

Performance Index Score



Performance Index Score out of 100	Total	Role				Business size				Premises type				Location			Years of operation			Future intentions			KDCCI m/ship		
		Business Owner	MD/CEO/GM	Other senior manager	Employee*	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	Home	Mobile premises*	Shop or retail	Office	Industrial	Karratha CBD	Karratha LIA	Karratha suburbs	0 to 3 years	4 to 10 years	11+ years	Stay 0-10 years	Stay 11+ years	Unsure	KDCCI member	Non-member
Events and networking	69	69	65	68	79	63	66	74	79	71	63	72	73	65	74	61	66	74	70	66	73	71	63	79	56
KDCCI Career Expo	68	67	68	66	83	60	65	73	76	60	65	74	68	65	75	59	65	70	69	66	71	69	64	74	61
KDCCI Business Awards	62	61	55	60	83	63	60	60	72	62	58	67	64	55	63	57	63	72	53	60	68	64	44	67	56
Pilbara Summit	59	56	50	69	75	58	50	73	65	42	44	60	65	63	63	55	58	61	55	59	59	70	35	64	50
Develop Northern Aus	57	52	56	69	70	56	52	69	57	42	44	64	62	52	63	41	58	55	62	55	55	63	50	62	48
Venture North	49	47	47	50	69	53	46	63	39	42	41	62	41	36	51	34	56	52	57	44	50	50	47	50	46

Q. The City of Karratha partners with entities to deliver business support services and facilities. How would you rate these partners?

Base: All respondents, excludes 'no response' (n = varies from 44 to 96) *small base size (<20 respondents)



www.catalyse.com.au

Office 3, 996 Hay Street, Perth WA 6000

PO Box 8007, Cloisters Square WA 6850

Phone +618 9226 5674

Email: info@catalyse.com.au

ABN 20 108 620 855

