



MARKYT Business Climate Scorecard ©

Prepared for: City of Karratha

Prepared by: CATALYSE[®] Pty Ltd

December 2021

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MARKYT 

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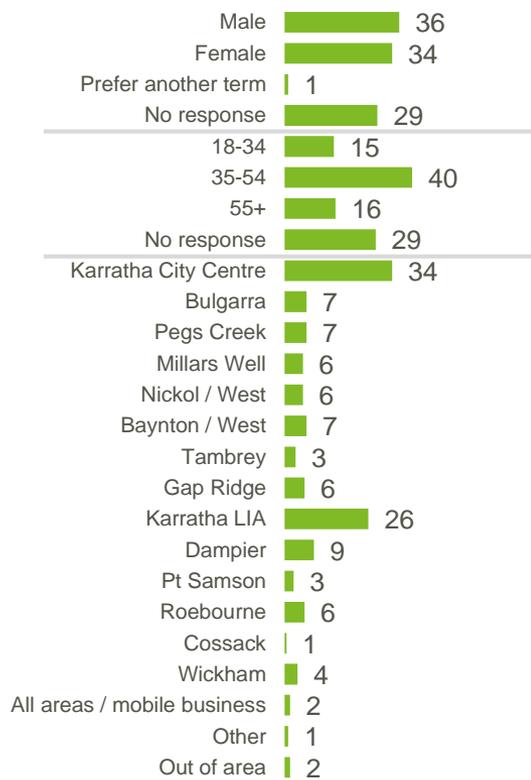
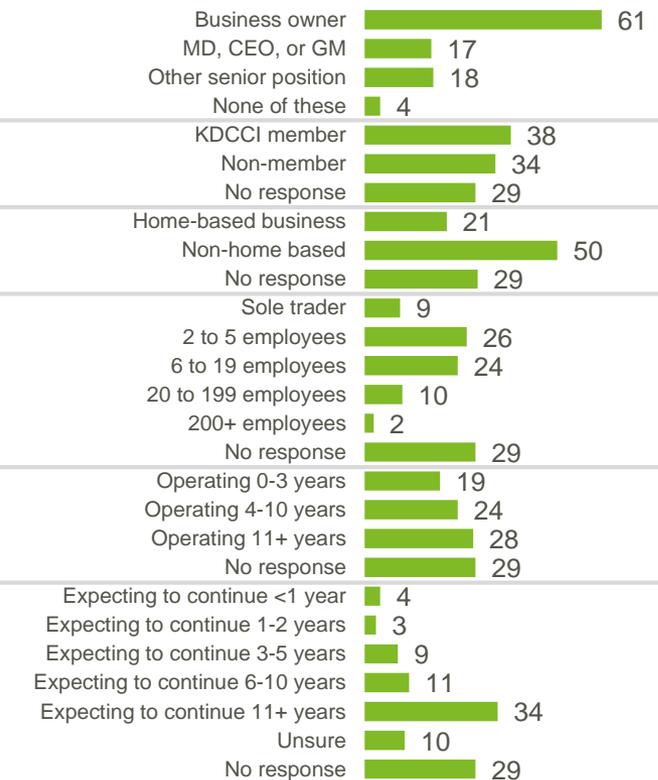
Introduction

The Study

In November 2021, the City of Karratha administered a MARKYT® Business Climate Scorecard to evaluate business priorities and measure Council's performance.

Data was collected using an online scorecard. 175 of 1219 businesses listed on the City's database took part in the study representing a 14% response rate.

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



When three or more councils have asked a comparable question, we publish the high score to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from councils that have completed an accredited study with CATALYSE® **within the past two years**. Participating councils are listed below.

Businesses may have completed a dedicated MARKYT® Business Scorecard or, in some of the smaller or regional councils, they may have completed a MARKYT® Community Scorecard and business responses were reported separately.

Participating councils



Strategic Insights

Vision



55

% agree

23% points above the MARKYT® Industry Average

Place to work or operate a business

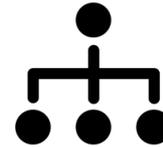


72

Performance Index Score

4 index points above the MARKYT® Industry Average

Governance



65

Performance Index Score

8 index points above the MARKYT® Industry Average

Value



49

Performance Index Score

3 index points above the MARKYT® Industry Average

Strengths

Highest scores

- Quarterly Business Breakfast Briefing
- Access to networking and training events
- Airport facilities and services

Relative to MARKYT® industry standards

- Promoting the area as a desirable place to live and work
- Advocacy and lobbying on behalf of the business community
- How the business community is consulted about local issues

Priorities



Access to affordable housing



Efforts to support and retain existing businesses

Overall Performance | with industry comparisons

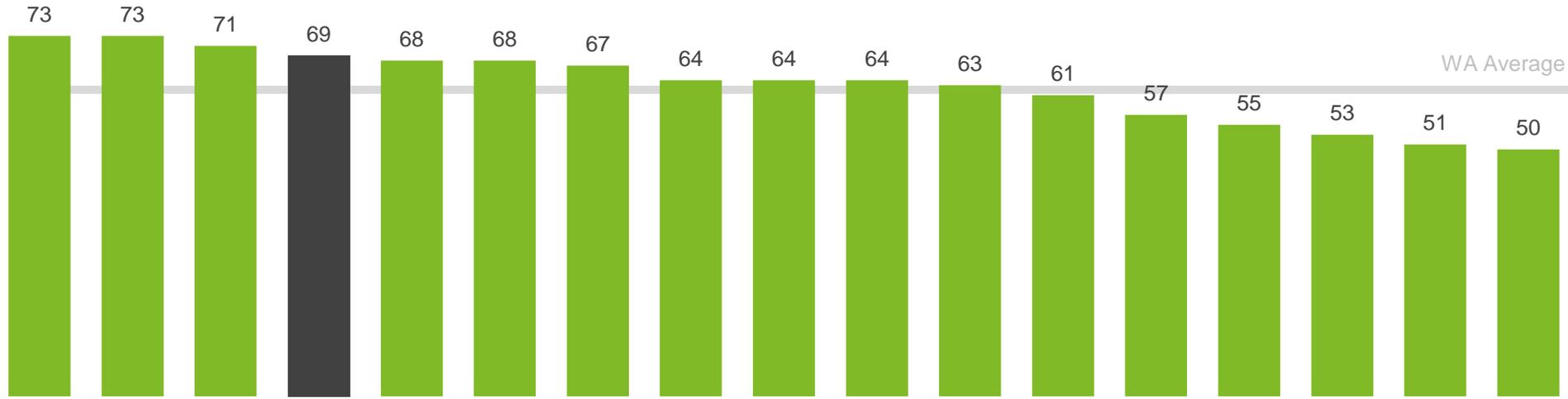
The 'Overall Performance Index Score' is a combined measure of the City of Karratha as a 'place to work or operate a business' and as a 'governing organisation'. The City of Karratha's overall performance index score is 69 out of 100, 6 points above the MARKYT® industry standard.

Overall Performance Index Score

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

■ City of Karratha

■ Participating councils



MARKYT Industry Standards

Performance Index Score



City of Karratha	69
Industry High	73
Industry Average	63

The City of Karratha is leading the industry in the following areas:

- Promoting the area as a desirable place to live and work
- Developing and communicating a clear vision for the region
- Having a good understanding of issues and challenges facing business



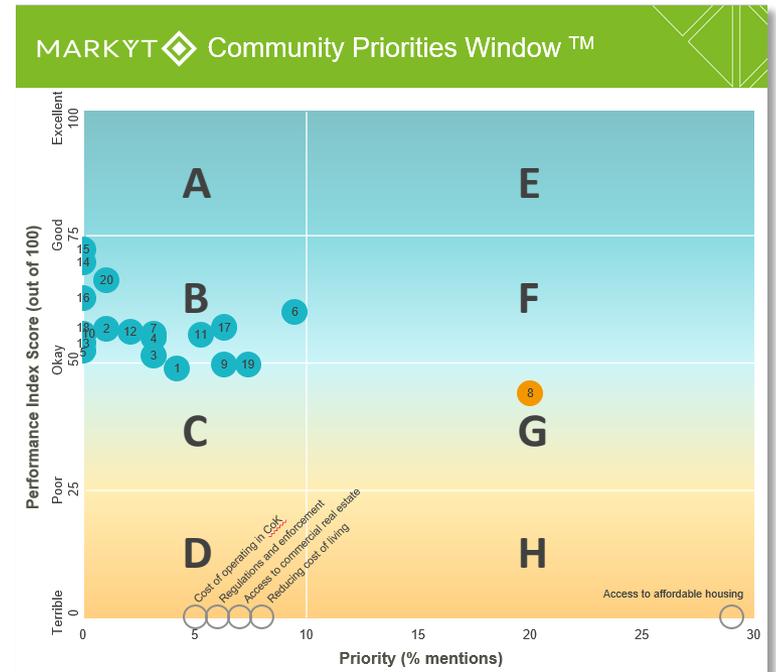
In the City's Community Priorities Window, detailed overleaf, most services are in Window B. They are higher performing areas, receiving average ratings between good and okay, and with less than 10% of business respondents highlighting these areas as a priority to improve.

The top three performing areas were:

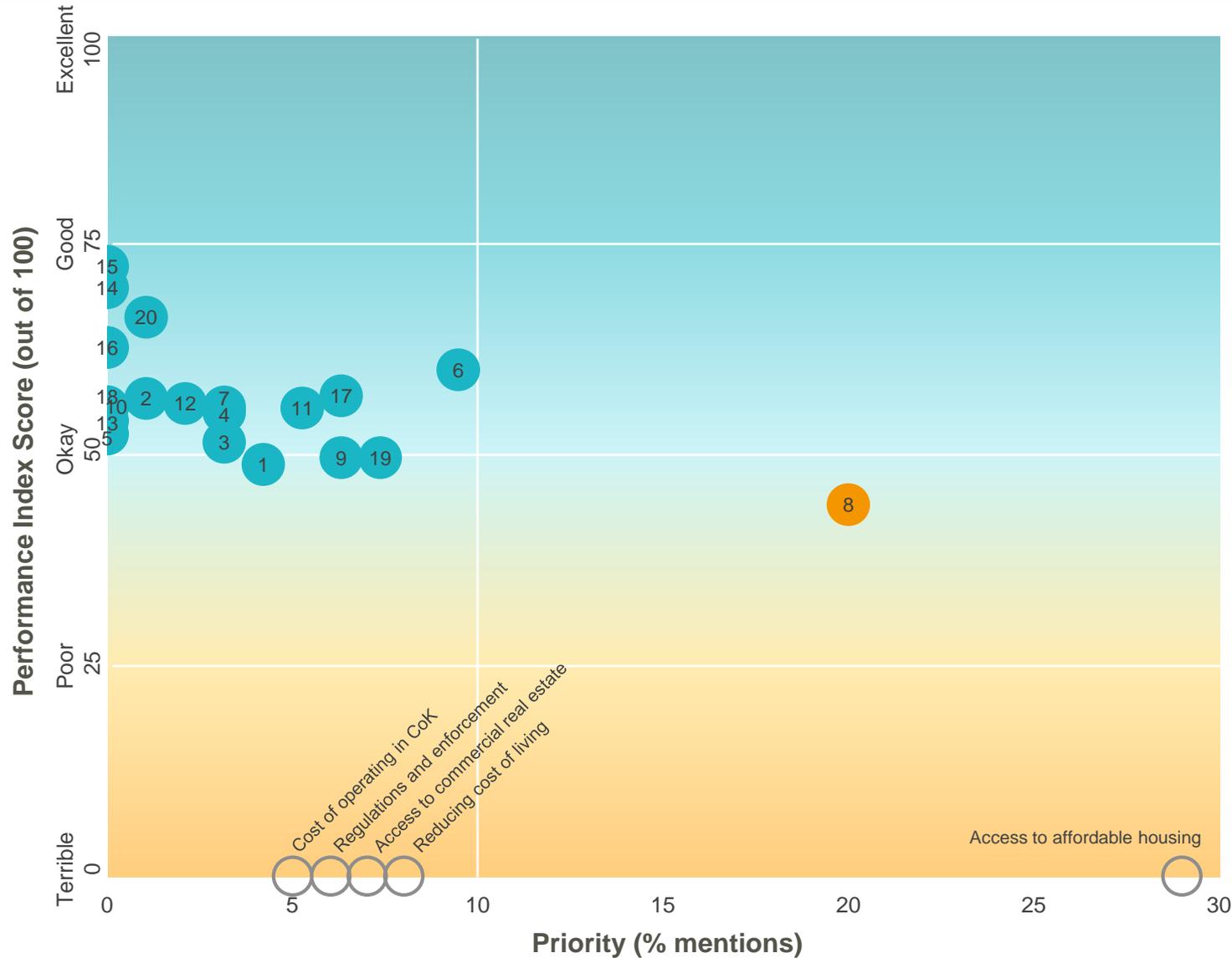
- Quarterly Business Breakfast Briefing
- Access to networking and training events
- Airport facilities and services

Moving forward, the business community would like the City to **prioritise** areas in Window G and H:

- Access to affordable housing
- Efforts to support and retain existing businesses



MARKYT Community Priorities Window™



- 1 Value for money
- 2 Advocacy and lobbying
- 3 Consultation
- 4 Informing the community
- 5 Ease of doing business with CoK
- 6 Desirable place to live and work
- 7 Attracting investors and businesses
- 8 Support and retain existing business
- 9 Support for start-ups
- 10 Diversification
- 11 Tourist destination
- 12 Availability of land for development
- 13 COVID-19 relief and stimulus package
- 14 Networking and training events
- 15 Quarterly Business Breakfast Briefing
- 16 Take Your Business Online Grants
- 17 Business development grants
- 18 Major Events, Sponsorship and Attraction Program
- 19 Sustainable practices
- 20 Airport facilities and services

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

Q. Which areas would you most like the City of Karratha to focus on improving? Base: All respondents, excludes no response (n = 95)

Challenges

- Housing is too expensive and contributes to the high cost of living in the area
- Access to housing is a barrier for businesses to attract and retain good staff

Business Driven Actions

1. Advocate for more affordable housing
2. Facilitate new developments to increase the supply of affordable housing

Sample of Business Voices

“Housing and living costs, especially power and fuel.”

“Assist with staff accommodation.”

“Affordable housing. More families would move here if it was more affordable.”

“Reduce the cost of housing in the City so as not to deter people from re-locating to the area.”

“Attracting people to the region and providing affordable appealing accommodation to retain workers. Lowering cost to businesses to enable them to pay higher wages to retain staff in times of mining construction and booms.”

“In order to attract the skilled workforce required to meet the project needs in the pipeline - we must be able to access affordable housing for our employees. There is an expectation that small businesses provide housing allowances, but this will soon transform to an expectation for houses included in work packages. Although there are many other areas of concern, this issue will make all local business unviable and we will once again be reliant on a FIFO workforce.”

“Housing support. Focus on more than just resource industry.”

“Promote new development in the region. Fast track projects, concentrate on housing fast track housing approval to new housing building.”

Challenges

- Small businesses feel they are not getting enough support from the City.

Community Driven Actions

1. Engage with SMEs more
2. Limit regulation and compliance requirements
3. Assist organisations to access services, affordable premises, advertising opportunities and grants
4. Target training and events for small business
5. Make it easier for local businesses to win City of Karratha tenders
6. Continue to create a stable environment for local business to thrive, where Council and City executives work well together

Sample of Business Voices

“Talking and listening to small/medium business as much as they do to the bigger players.”

“Supporting start up business, supporting small businesses in particular sole traders.”

“Actively support ALL small businesses and not favour a chosen few. Be inclusive of ALL businesses especially those operating in Roebourne whether they are indigenous owned/operated or not, including for profit as well as not for profit. Support start ups and those businesses actively trying to diversify the local economy with niche products or services. Be willing to think outside the box and make the road to compliance, permits and applications a less time consuming and complicated process Assist with communication of possible funding opportunities whether in house or otherwise.”

“Small businesses have little to zero chances of thriving and growth because they can not afford rents in commercial spaces. There is no zero to no support with regards to access to start up, accelerator environments here. Any and most trainings provided are geared towards large industry, rather than small business oriented. Most small businesses are forced into 'market' type situations, with only social media as access to 'awareness' of brand, and diversity in types - along with awareness of different business models is very low. Networking events are geared towards large industry, there is no small business owners forum, with real conversations about how large industry and the City can assist growth of them.”

Support for existing business is vital. Support could include grant funding opportunities, decreased fees to use council run venues, reasonably priced retail facilities. My business is on the edge.... should I continue or should I cut back and only offer limited services.”

“Support local business who have invested in the local area rather than putting excessive pressure on small businesses to meet unrealistic compliance standards in the current environment and with our local infrastructure. Support the good people that are doing great things rather than always looking for a solution elsewhere.”

“Support local businesses more. Rather than sourcing products and services from out of the area. Local products and services are often more expensive but the City of Karratha is directly a cause of this.”

Business Climate

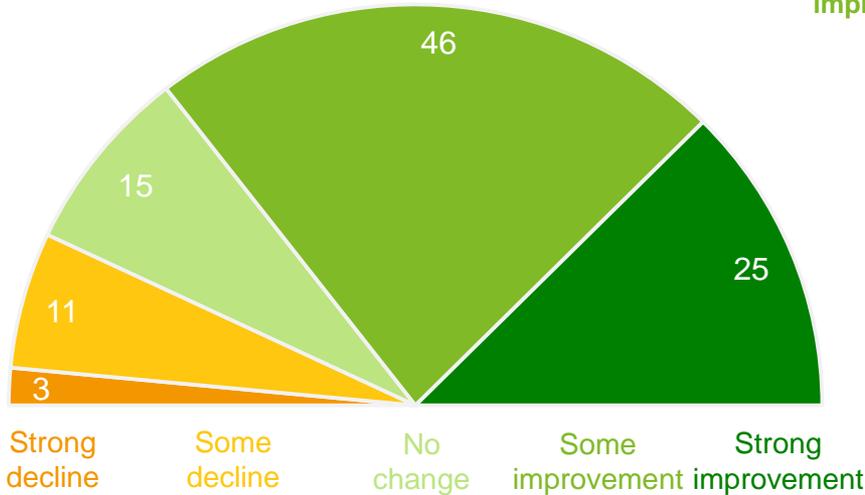
Economic confidence over next 12 months

Economic confidence

% of respondents

71%

Expecting improvement



71% of respondents are expecting some or a strong improvement to their organisation's economic situation over the next 12 months.

Economic confidence appears to be higher among large businesses, younger people (aged 18-34 years) and those in business for 4 to 10 years.

Confidence is lower among business owners, sole traders and newer businesses.

Variances across the community

% expecting improvement

Total	Business Owner	MD/CEO/GM	Other senior management	KDCCI members	Non-members	Home-based	Non home-based	Male	Female	18-34 years	35-54 years	55+ years	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	0 to 3 years	4 to 10 years	11+ years	Karratha CBD	Other Karratha	Karratha LIA	Outside Karratha
71	65	83	88	73	70	64	74	75	70	81	70	67	50	69	74	90	61	80	71	74	69	70	66

Q. Over the next 12 months, what is your expectation for the economic situation for your organisation?

Base: All respondents, excludes 'unsure' and 'no response' (n = 161).

Issues or challenges facing businesses

Issues or challenges facing businesses

% of respondents



Q. What are the main issues or challenges facing your business? Please select up to 3 choices.

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

Issues or challenges | demographic variances

Chart highlights top 3 issues per group

% respondents	Business Owner			Other senior management		KDCCI members		Non-members		Home-based		Non home-based		Male		Female		Age			Employment			Tenure			Region			
	All respondents	Business Owner	MD/CEO/GM	Other senior management	KDCCI members	Non-members	Home-based	Non home-based	Male	Female	18-34 years	35-54 years	55+ years	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	0 to 3 years	4 to 10 years	11+ years	Karratha CBD	Other Karratha	Karratha LIA	Outside Karratha						
Recruiting and retaining workers	64	51	86	85	74	47	24	78	62	61	48	71	50	25	46	83	81	32	64	80	79	52	71	54						
Cost of living	55	50	62	62	62	49	49	59	56	54	52	56	61	38	54	60	67	53	43	69	56	52	55	50						
Housing for workers	48	38	62	69	61	36	24	59	51	47	37	46	68	13	39	60	76	38	43	61	56	45	62	32						
Commercial space	25	31	14	12	17	37	41	21	17	36	41	26	14	44	35	12	24	38	33	12	23	25	21	14						
Supply chain	15	16	14	12	12	15	11	15	16	12	19	10	18	6	13	19	10	12	19	10	13	16	19	18						
Financial management	10	14	3	4	8	15	11	11	14	8	22	11	0	6	13	17	0	12	14	8	13	7	10	11						
Managing risk and uncertainty	10	13	7	4	8	14	22	6	13	8	7	10	14	25	11	10	0	18	7	8	6	11	7	11						
Revenue generation	10	10	7	12	9	14	19	8	11	12	7	13	11	31	11	5	10	18	12	6	10	16	5	7						
Regulations and compliance	8	11	3	4	9	10	14	8	17	2	0	9	21	0	15	10	5	6	7	14	4	11	10	14						
Competition	8	5	17	8	6	7	5	6	6	7	11	4	7	13	4	7	5	6	5	8	4	14	5	4						
Technology	3	1	3	8	3	3	0	5	3	3	0	4	4	0	4	2	5	0	5	4	2	4	2	0						

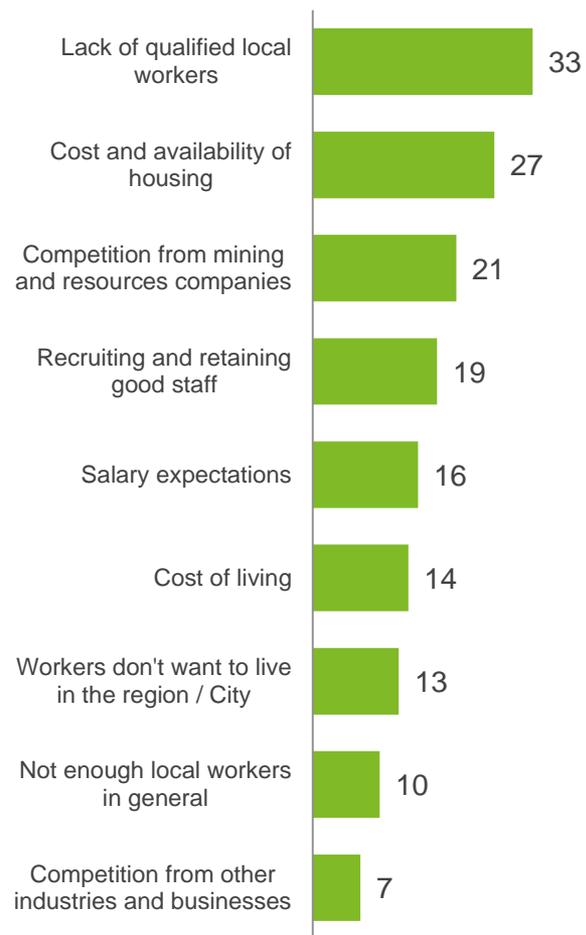
Q. What are the main issues or challenges facing your business? Please select up to 3 choices.

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

Recruiting and retaining the right workers

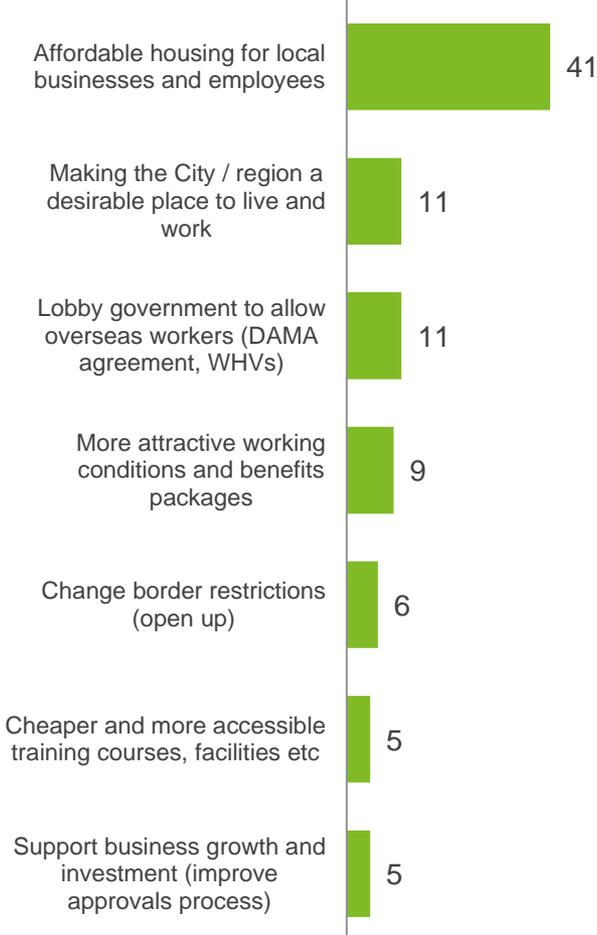
Challenges

% of respondents



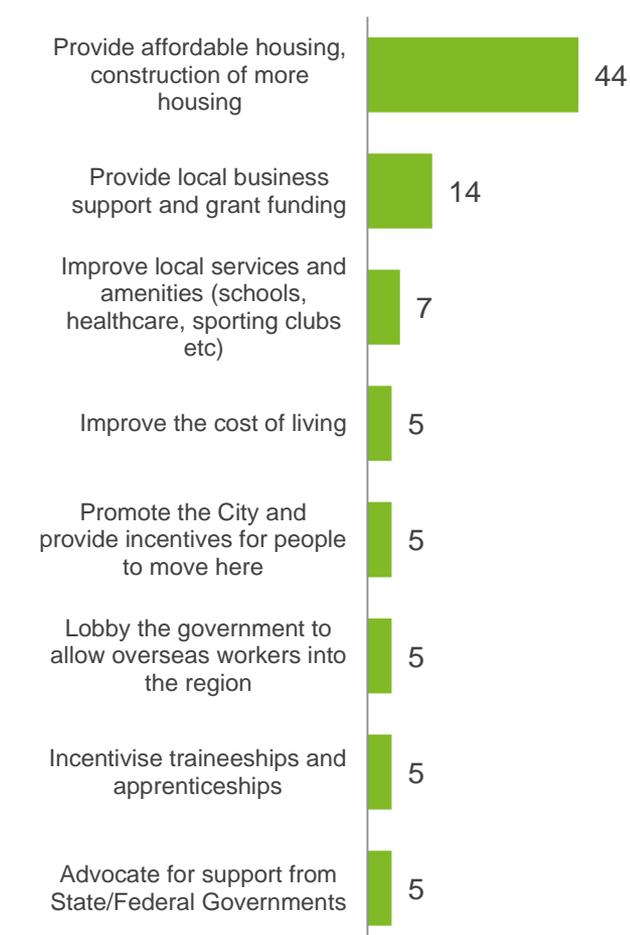
Solutions

% of respondents



How the City can provide support

% of respondents



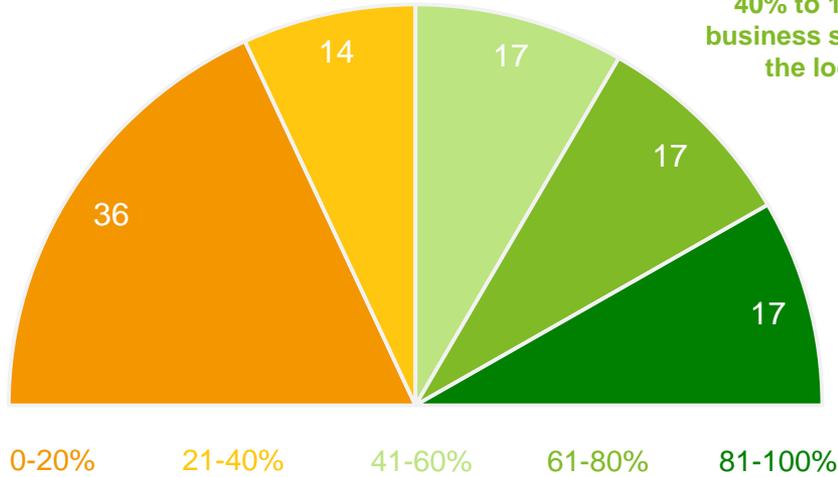
Q. In relation to recruiting and retaining the right workers, please describe your specific challenges, ideal solutions and how the City can support your organisation.

Base: Respondents who consider "Recruiting and retaining the right workers" to be a challenge for their business, excludes 'unsure' and 'no response' (n = varies from 59 to 70). *Charts show responses 5% and higher.

Access to goods and materials within City of Karratha region

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

% of respondents

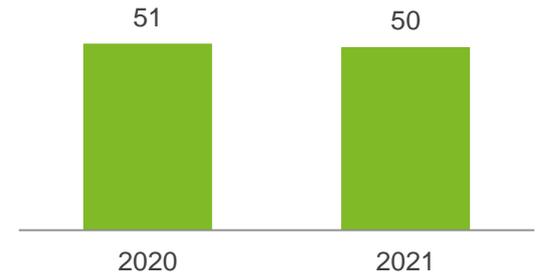


50%

of businesses access 40% to 100% of their business supplies within the local region

Trend Analysis

% of businesses where more than 40% of their goods and materials are supplied within the CoK region



Variations across the community

% of businesses where 40% to 100% of their goods and materials come from within the CoK region

Total	Business Owner	MD/CEO/GM	Other senior management	KDCCI members	Non-members	Home-based	Non home-based	Male	Female	18-34 years	35-54 years	55+ years	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	0 to 3 years	4 to 10 years	11+ years	Karratha CBD	Other Karratha	Karratha LIA	Outside Karratha
50	44	61	55	52	47	51	49	55	42	42	54	43	29	46	63	43	39	46	58	50	52	56	36

Q. Approximately what percentage of your organisation's goods and materials are supplied to you from within the City of Karratha region? Base: All respondents, excludes 'unsure' and 'no response' (n = 138).

Familiarity with local services and facilities

Familiarity with local services and facilities

% of respondents who were familiar with service area and able to comment



Performance

Business Sentiment

Level of agreement

% of respondents

Strongly agree Agree Neutral / Unsure Disagree Strongly disagree

The City of Karratha has developed and communicated a clear vision for the region



The City of Karratha has a good understanding of issues and challenges facing business



The City of Karratha is having a positive impact on our business



MARKYT Industry Standards

% total agree

City of Karratha			Trend	Industry Average	Industry High
2019	2020	2021			
64	65	55	↓	32	55
45	57	43	↓	33	43
46	55	37	↓	NA	NA

% total agree	Total	Business Owner	MD/CEO/GM	Other senior management	KDCCI members	Non-members	Home-based	Non home-based	Male	Female	18-34 years	35-54 years	55+ years	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	0 to 3 years	4 to 10 years	11+ years	Karratha CBD	Other Karratha	Karratha LIA	Outside Karratha
Communicated a clear vision for the region	55	51	59	74	70	44	54	59	62	54	59	56	61	38	52	62	76	65	57	53	68	55	43	48
Good understanding of issues and challenges	43	38	52	56	59	31	41	48	51	42	33	47	54	44	33	52	62	44	40	51	61	36	27	45
Positive impact on our business	37	31	52	44	45	31	30	41	40	39	41	34	46	25	35	48	38	41	40	35	43	34	32	21

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

Base: All respondents, excludes 'no response' (n = 164)

Performance ratings | Overall & Leadership

Performance ratings

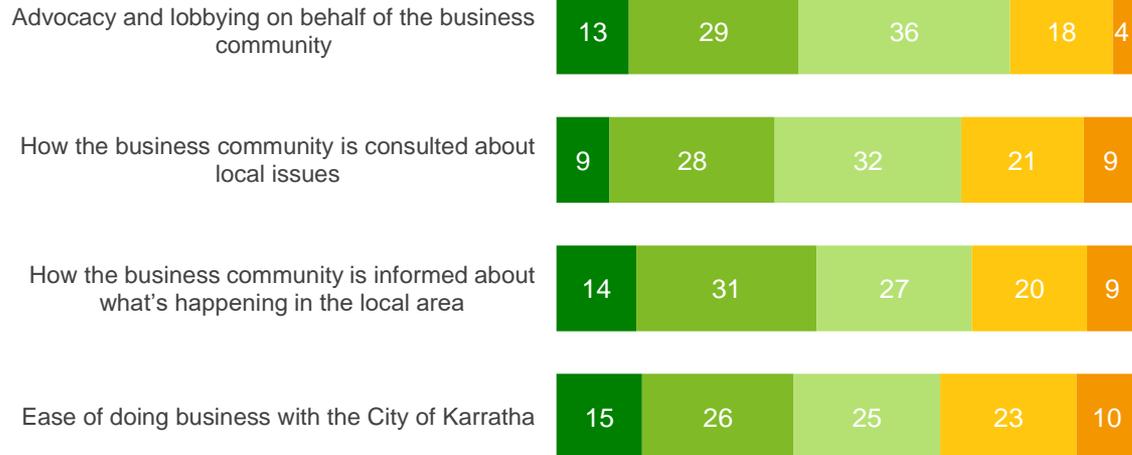
% of respondents



Overall performance



Leadership and engagement



MARKYT Industry Standards

% total agree

City of Karratha			Industry Average	Industry High
2019	2020	2021		
70	77	72	68	77
64	72	65	57	69
48	57	49	46	60
58	64	57	50	60
53	57	52	45	54
59	63	55	49	59
54	62	53	56	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = varies from 96 to 174)

Performance ratings | Economic development

Performance ratings

% of respondents



MARKYT Industry Standards

% total agree

	City of Karratha			Industry Average	Industry High
	2019	2020	2021		
What the City of Karratha is doing to promote the area as a desirable place to live and work	74	73	60	47	60
Efforts to attract investors and new businesses	62	67	56	NA	NA
Efforts to support and retain existing businesses	49	58	44	42	51
Support for start-up businesses	50	60	50	NA	NA
Encouraging diversification of the local economy	62	65	56	NA	NA
Efforts to develop and promote the region as a destination for tourists and visitors	67	66	56	52	63
Availability of land for industrial and commercial development	60	62	56	NA	NA

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

Base: All respondents, excludes 'unsure' and 'no response' (n = varies from 100 to 127)

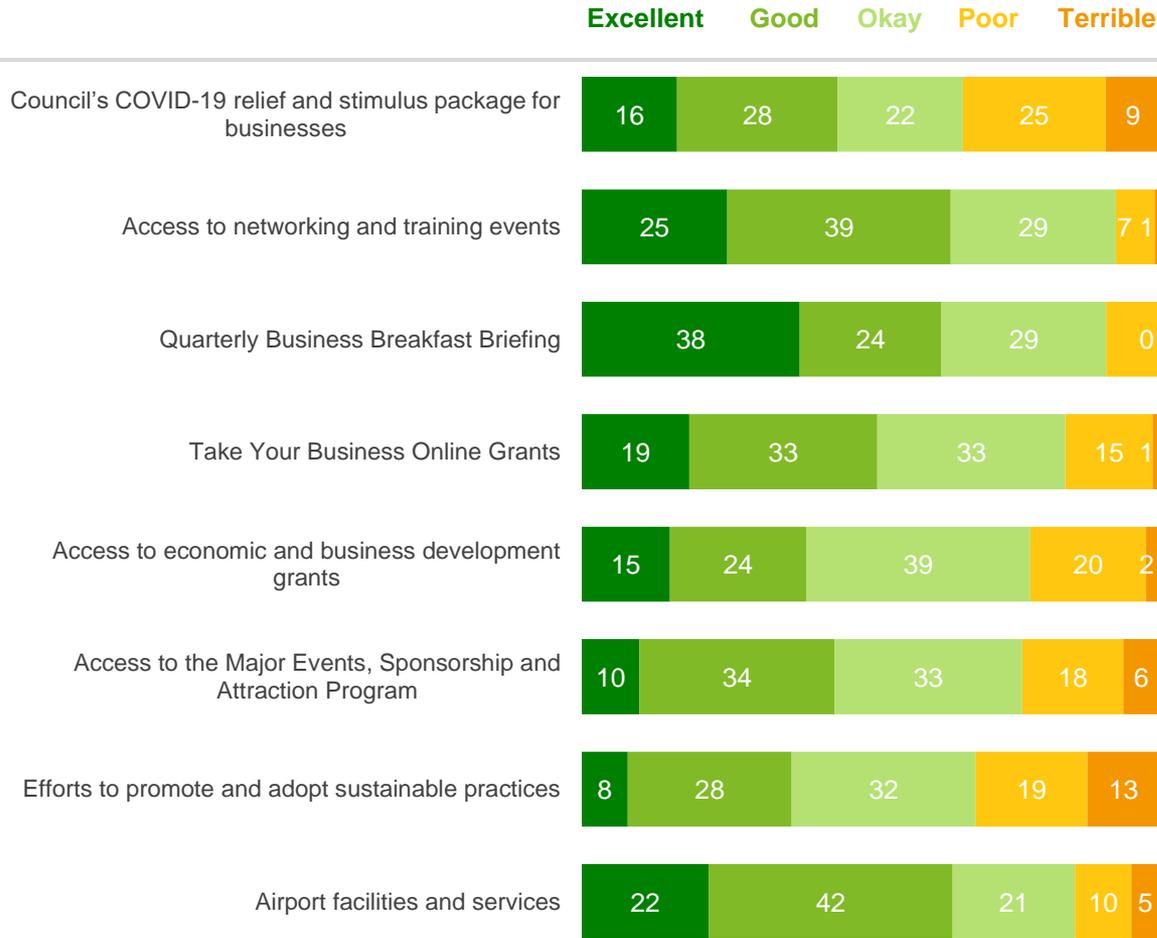
Performance ratings | Business services

Performance ratings

% of respondents



Business services



MARKYT Industry Standards

% total agree

	City of Karratha			Industry Average	Industry High
	2019	2020	2021		
Council's COVID-19 relief and stimulus package for businesses	NA	74	54	63	80
Access to networking and training events	NA	77	70	NA	NA
Quarterly Business Breakfast Briefing	73	79	73	NA	NA
Take Your Business Online Grants	68	69	63	NA	NA
Access to economic and business development grants	57	68	57	NA	NA
Access to the Major Events, Sponsorship and Attraction Program	NA	64	56	NA	NA
Efforts to promote and adopt sustainable practices	60	65	50	50	60
Airport facilities and services	73	73	67	NA	NA

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

Base: All respondents, excludes 'unsure' and 'no response' (n = varies from 80 to 123)

Performance

MARKYT  Community Trends Window

The MARKYT® Community Trends Window shows trends in performance over the past 12 months.

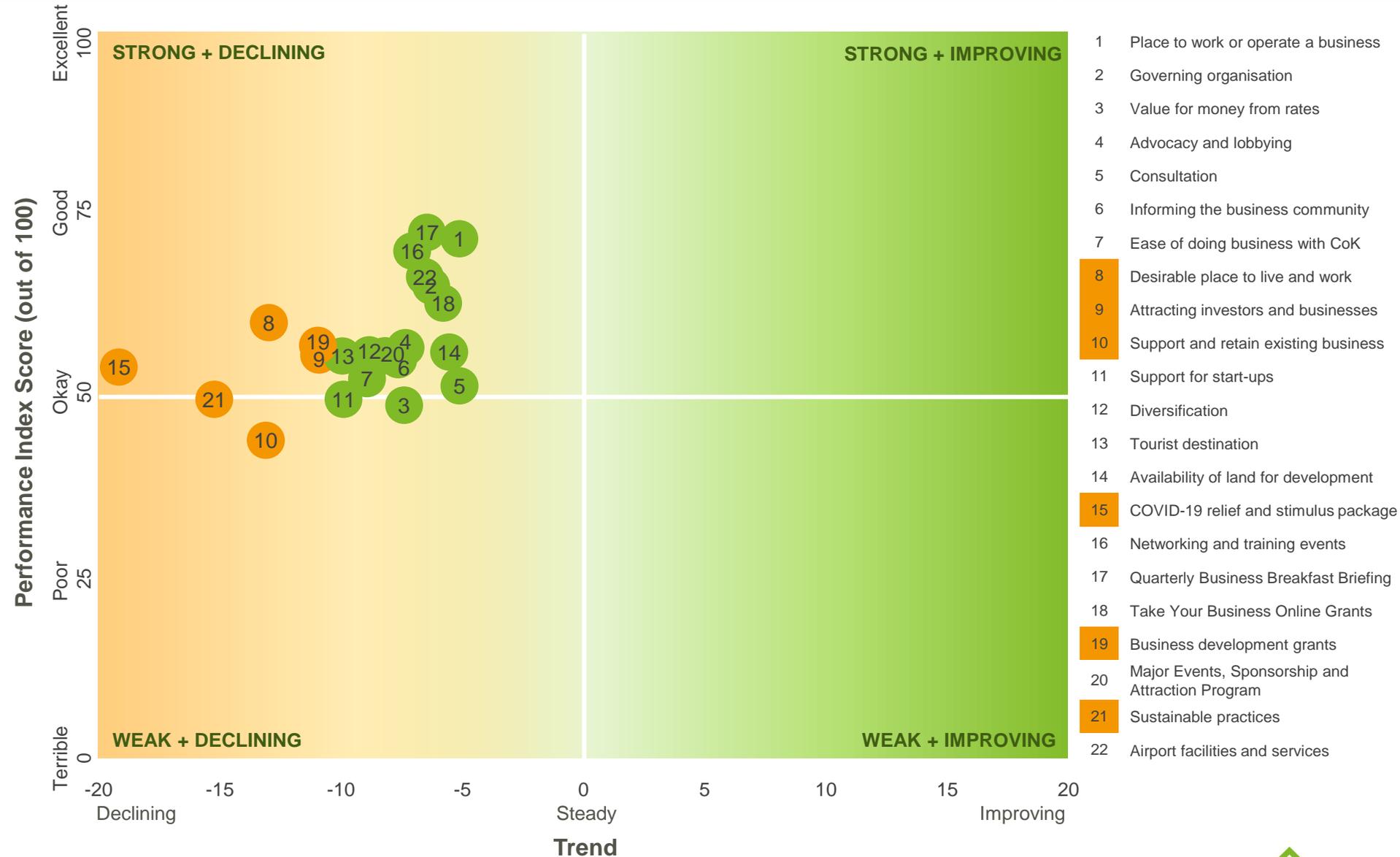
In the City of Karratha’s Community Trends Window, detailed overleaf, most services are located in Window 3. They are higher performing areas with a need to arrest decline. Those with the greatest decline include:

- Council’s COVID-19 relief and stimulus package
- Promoting the area as a desirable place to live and work
- Access to economic and business development grants
- Efforts to attract investors and new businesses

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

- Sustainable practices to combat climate change
- Efforts to support and retain existing businesses





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

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Performance

MARKYT  Benchmark Matrix

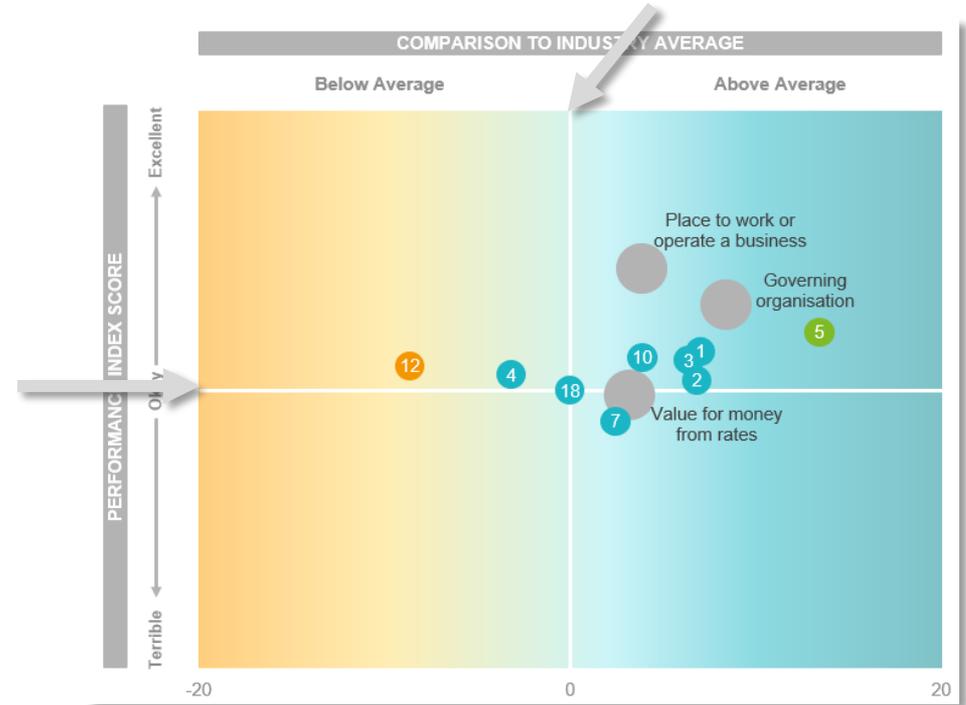
How to read the MARKYT Benchmark Matrix

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.

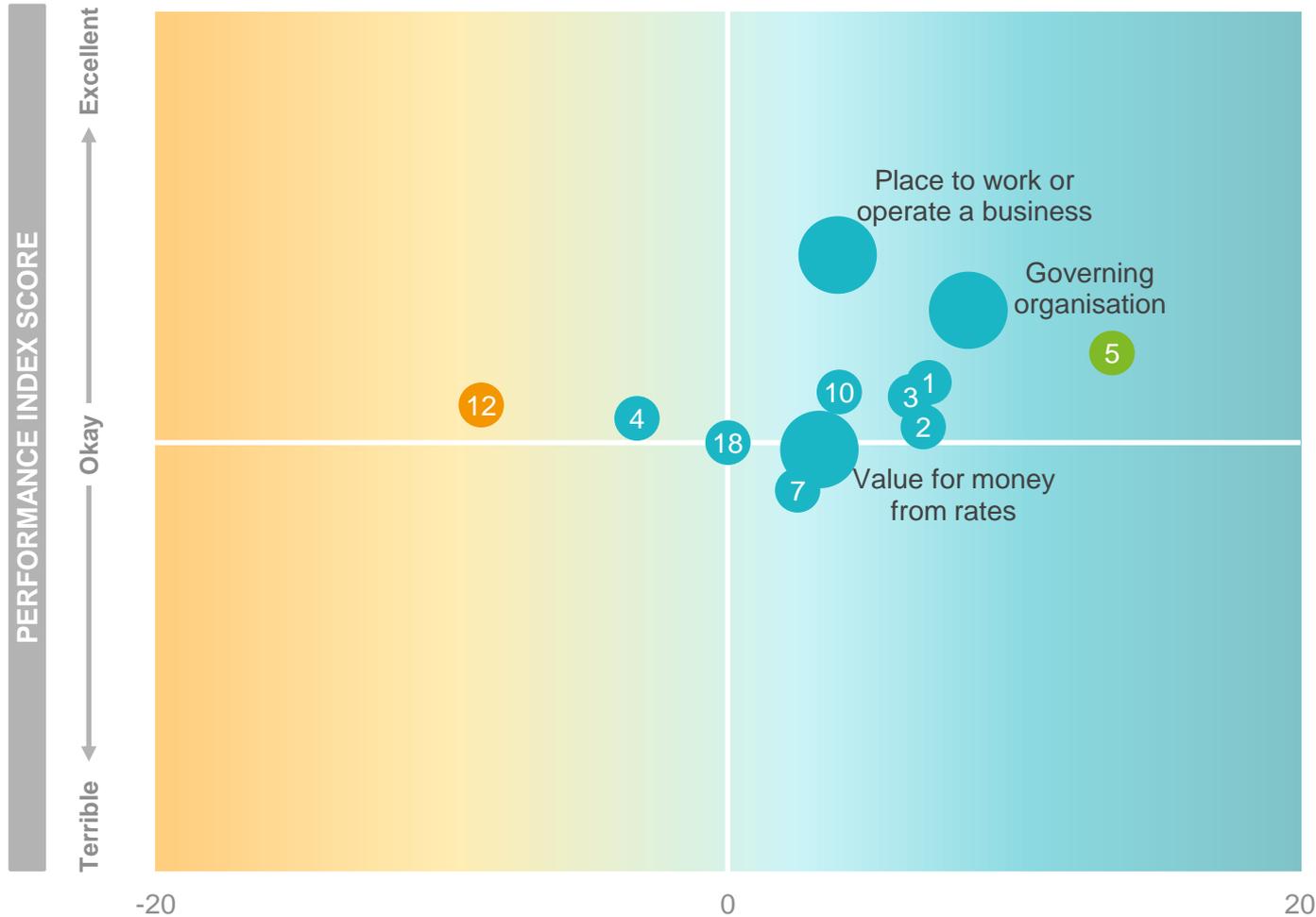
This line represents okay performance based on the MARKYT Performance Index Score. Higher performing service areas are placed above this line while lower performing areas are below it.



COMPARISON TO INDUSTRY AVERAGE

Below Average

Above Average



- 1 Advocacy and lobbying
- 2 Consultation
- 3 Informing the community
- 4 Ease of doing business with CoK
- 5 Desirable place to live and work**
- 6 Attracting investors and businesses
- 7 Support and retain existing business
- 8 Support for start-ups
- 9 Diversification
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- 14 Quarterly Business Breakfast Briefing
- 15 Take Your Business Online Grants
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- 17 Major Events, Sponsorship and Attraction Program
- 18 Sustainable practices
- 19 Airport facilities and services

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

Performance

Overview of Community Variances

Community variances | Overall & Leadership

Index Score / 100	Total	Business Owner	MD/CEO/GM	Other senior management	KDCCI members	Non-members	Home-based	Non home-based	Male	Female	18-34 years	35-54 years	55+ years	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	0 to 3 years	4 to 10 years	11+ years	Karratha CBD	Other Karratha	Karratha LIA	Outside Karratha
Place to work or operate a business	72	69	77	76	73	69	70	71	69	74	71	71	69	70	67	77	68	69	74	69	72	70	69	68
Governing organisation	65	63	69	69	69	60	68	63	66	66	66	65	64	66	62	68	64	73	67	57	71	66	56	58
Value for money	49	46	52	56	56	40	45	50	50	49	50	51	44	42	45	56	48	54	51	45	61	51	41	38
Advocacy and lobbying	57	55	60	68	63	51	56	58	59	58	58	57	60	59	55	57	63	57	56	59	61	59	50	56
Consultation	52	49	62	59	58	46	51	53	54	52	53	52	53	58	48	52	61	56	47	55	57	57	47	49
Informing the community	55	52	63	66	65	46	53	58	57	55	59	55	55	50	49	60	69	55	51	62	59	63	53	44
Ease of doing business	53	52	57	56	53	53	57	52	54	54	61	51	53	62	49	52	58	58	50	52	55	62	44	48

Community variances | Economic development

Index Score / 100	Total	Business Owner	MD/CEO/GM	Other senior management	KDCCI members	Non-members	Home-based	Non home-based	Male	Female	18-34 years	35-54 years	55+ years	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	0 to 3 years	4 to 10 years	11+ years	Karratha CBD	Other Karratha	Karratha LIA	Outside Karratha
Desirable place to live and work	60	61	68	51	65	55	62	60	60	60	58	61	63	63	59	63	56	60	59	62	62	63	57	53
Attracting investors	56	55	64	53	62	51	56	57	57	57	54	59	53	64	52	61	56	56	58	56	59	57	51	56
Support and retain existing business	44	42	52	45	50	38	40	47	47	44	44	44	47	42	41	47	49	45	42	47	47	44	44	39
Support for start-ups	50	49	56	48	55	47	48	52	55	47	45	54	47	48	45	57	57	48	52	52	55	49	46	44
Diversification	56	55	70	52	62	51	53	59	59	56	59	58	53	61	50	63	59	55	54	61	60	56	51	56
Tourist destination	56	54	66	57	62	50	51	58	54	59	56	58	52	55	52	62	55	59	56	55	59	57	56	51
Availability of land	56	55	64	57	61	53	56	58	60	50	56	59	53	60	51	60	64	52	57	61	61	57	52	53

Community variances | Business services

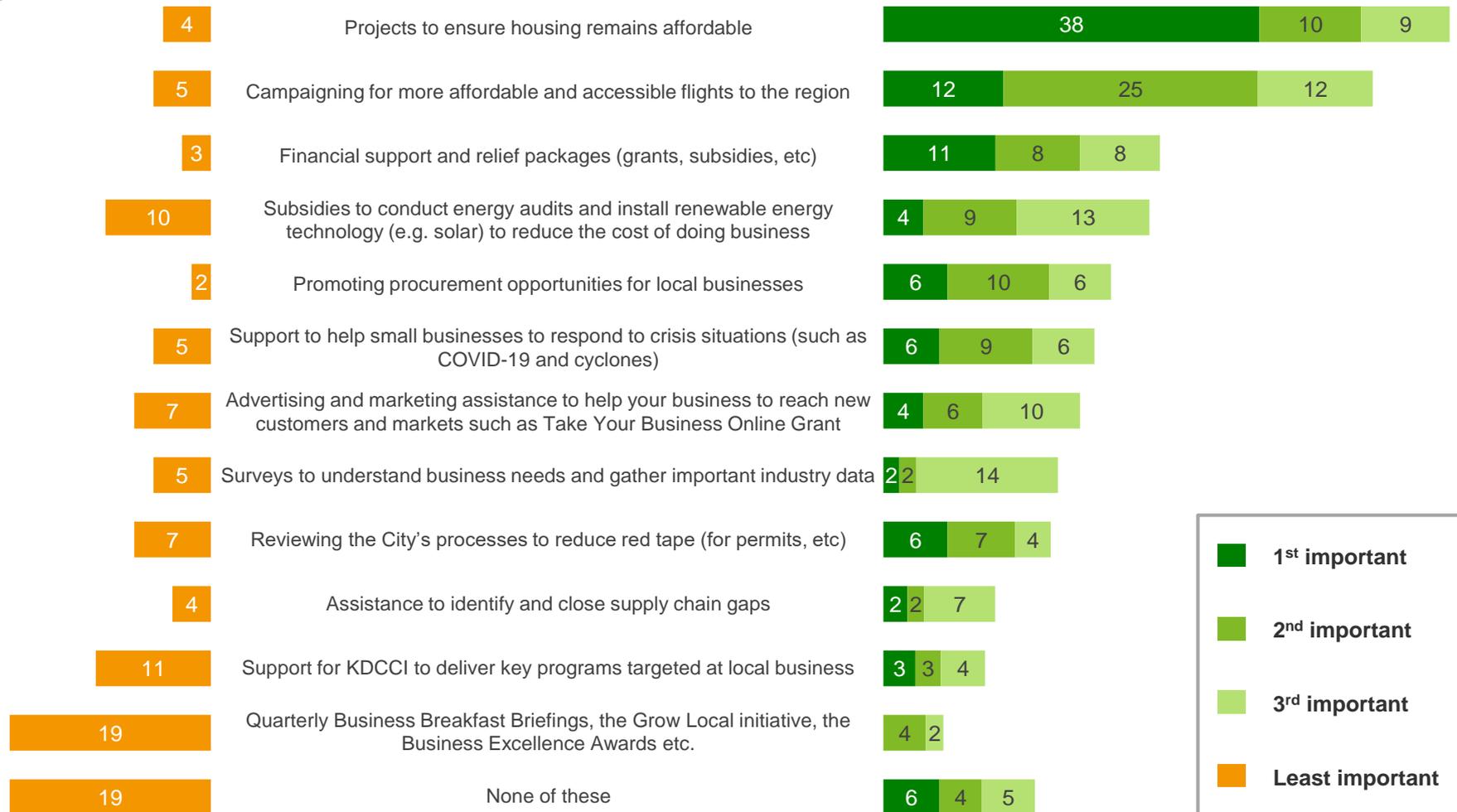
Index Score / 100	Total	Business Owner	MD/CEO/GM	Other senior management	KDCCI members	Non-members	Home-based	Non home-based	Male	Female	18-34 years	35-54 years	55+ years	Sole trader	2 to 5 employees	6 to 19 employees	20+ employees	0 to 3 years	4 to 10 years	11+ years	Karratha CBD	Other Karratha	Karratha LIA	Outside Karratha
COVID-19 relief and stimulus package	54	50	73	58	58	50	52	55	55	54	61	52	54	55	50	55	60	52	52	57	58	56	49	43
Networking and training events	70	68	76	73	77	63	69	71	69	72	73	71	66	71	68	70	78	67	72	72	71	72	63	69
Quarterly Business Breakfast Briefing	73	70	81	77	82	59	68	75	69	78	78	76	63	72	67	74	82	68	72	77	76	73	68	63
Take Your Business Online Grants	63	62	73	58	69	58	65	63	61	68	69	64	58	63	62	66	63	63	68	61	65	65	59	60
Economic and business development grants	57	56	64	58	65	48	56	58	56	59	63	58	50	63	52	60	63	59	56	57	60	59	53	54
Major Events, Sponsorship and Attraction Program	56	55	67	50	66	47	50	60	60	57	58	58	54	63	52	59	61	60	54	59	56	54	55	56
Promote and adopt sustainable practices	50	47	62	57	59	41	44	54	55	47	57	48	51	53	43	54	58	51	50	51	53	58	46	45
Airport facilities and services	67	66	74	63	75	58	64	68	68	67	68	68	63	72	62	71	66	70	67	65	70	72	61	61

Local Business Initiatives

Importance of business initiatives

Perceived importance of business initiatives

% of respondents



Q. The City of Karratha is always considering new initiatives to support local business and strengthen the local economy. To support you to invest in or expand your business, which of the following City initiatives do you consider to be MOST (1st, 2nd and 3rd) and LEAST important? Base: All respondents, excludes no response (n = varies from 113 to 125)

Importance of business initiatives | demographic variances

% most important (1 st mentions) Chart highlights top 2 per segment	All respondents	Business Owner			MD/CEO/GM		Other senior management		KDCCI members		Non-members		Home-based		Non home-based		Male	Female	18-34 years	35-54 years	55+ years	Sole trader	2 to 5 employees			6 to 19 employees			20+ employees			0 to 3 years	4 to 10 years	11+ years	Karratha CBD	Other Karratha	Karratha LIA	Outside Karratha
		MD/CEO/GM	Other senior management	KDCCI members	Non-members	Home-based	Non home-based	2 to 5 employees	6 to 19 employees	20+ employees	0 to 3 years	4 to 10 years	11+ years																									
Projects to ensure housing remains affordable	38	27	59	61	50	24	14	47	38	37	37	33	50	6	24	60	48	32	33	45	45	32	49	21														
Campaigning for more affordable and accessible flights to the region	12	8	23	17	9	15	19	9	11	12	11	13	11	19	13	7	14	12	14	10	10	16	6	4														
Financial support and relief packages	11	13	9	6	5	19	14	10	8	15	19	11	4	19	20	5	0	15	17	4	13	7	9	8														
Subsidies to conduct energy audits and install renewable energy technology	4	4	5	6	3	5	5	3	5	3	4	6	0	13	2	2	5	6	0	6	3	5	3	4														
Promoting procurement opportunities for local businesses	6	10	0	0	6	7	3	8	8	5	7	6	7	0	11	7	0	12	5	4	5	9	9	13														
Support to help small businesses to respond to crisis situations	6	8	0	0	5	7	8	5	5	5	4	4	11	6	7	7	0	9	5	4	5	5	3	8														
Advertising and marketing assistance to help your business to reach new customers and markets	4	6	0	0	0	8	11	1	5	3	7	1	7	13	4	0	5	3	5	4	3	2	3	8														
Surveys to understand business needs and gather important industry data	2	2	0	0	2	2	5	0	0	3	7	0	0	6	2	0	0	6	0	0	3	5	3	4														
Reviewing the City's processes to reduce red tape	6	7	5	0	11	2	5	7	8	5	4	10	0	0	9	2	14	0	14	4	5	7	6	13														
Assistance to identify and close supply chain gaps	2	2	0	6	3	2	5	1	2	3	0	3	4	6	2	0	5	0	5	2	3	7	0	8														
Support for KDCCI to deliver key programs targeted at local business	3	4	0	6	5	2	5	2	5	2	0	4	4	6	0	2	10	3	0	6	3	5	3	4														
Quarterly Business Breakfast Briefings, Grow Local initiative, Business Excellence Awards etc.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0														
None of these	6	8	0	0	3	8	5	6	6	5	0	9	4	6	7	7	0	3	2	10	5	2	9	4														

Q. The City of Karratha is always considering new initiatives to support local business and strengthen the local economy. To support you to invest in or expand your business, which of the following City initiatives do you consider to be MOST (1st, 2nd and 3rd) and LEAST important? Base: All respondents, excludes no response (n = varies from 113 to 125)

Other suggestions for new initiatives I

Governance

“Performance based bonuses might be an idea?”

Procurement

“Buy local yourselves”

“Review into tender selections by COK staff, make them adhere to tender guidelines, transparency in all contracts awarded.”

Sustainability

“A renewable energies push, affordable housing initiatives, reduction of red tape, reinstatement of signage throughout, less corruption, more accountability.”

“FOGO Bins - Information for households and business to better understand correct recycling practices - Initiatives to help businesses recycle better - Grants for one off projects/initiatives so businesses can offer exciting opportunities to customers and employees”

“Recycling Education and sustainability Plant some trees. Naturescapes.”

Cost of living / doing business

“Getting people into jobs in small businesses who can’t afford to pay outrageous wages”

“Grant or incentive for permanent employees of non mining or big business to purchase accommodation”

“Housing rates assistance if you employ people Lower costs of employees property”

“Ease criteria for temporary housing (dongas) in the city centre area to assist in housing workers pending construction of new projects. Put a time limit to have them removed when the affordable housing projects have been completed.”

“Lobby for more affordable housing for business employees”

“Cheaper flights from Karratha”

“Fuel costs”

Do you have any suggestions for new initiatives you would like the City of Karratha to consider?

Other suggestions for new initiatives II

Workforce

“Make it easier for people on visas, who live and work in the City of Karratha to gain permanent residency after residing in Karratha for a set amount of time i.e. 3-4 years.”

“Advertising and incentives to attract skilled workers to the region and to work with small businesses”

Business support and development

“Grant information and processes”

“Business incubator”

“Allow new business to the area to contact council via registration and to then receive assistance, guidance and support.”

“The business briefing breakfasts are great, keep them up! Offer cheaper venue hire for community groups”

“Support all businesses not just Aboriginal corporations”

Engagement and communication

“More engagement with local small businesses, surveys are a way to ask for information, but you get more meaningful responses when discussing a business with the business owner”

“When letting businesses know about the housing, promote this through KDCCI Enterprise Hub on Hedland Place PIBNG - Pilbara Indigenous Business Network Group via KDCCI and any other relevant organisations”

“More collaboration with towns and shores across the Pilbara”

Do you have any suggestions for new initiatives you would like the City of Karratha to consider?

Other suggestions for new initiatives III

Community development

- “Reconciliation Action Plan Focusing on genuine social cohesion Campaigns on inclusion - support and FOSTER regular events for community gathering”*
- “Assist businesses to start up family friendly events and activities”*
- “Seek investors to bring recreational businesses to town, such as Holey Moley/Strike Bowling, a Water Park/Water-ski Park, Laser tag etc, that provides more activities for people to do other than fishing and 4wding, which are great activities but not necessarily something you want to do all the time. If there were more activity options it might also help keep the kids occupied and out of trouble.”*
- “Attract more events, support family investors into Karratha, increase sporting facilities sizes and availability to cater for the huge demand of young athletes in the area, create more family events for the community.”*
- “Additional recreational areas for locals to improve quality of living”*
- “Build an entertainment precinct and zone the area around it non residential. People like to go out and let their hair down after working hard. The place has turned from a free and easy going town, to a wanna be city full of prudes and whiners.”*
- “Invest into the community on a roots level, Create a community where people want to stay and raise their family.”*
- “Clean up the parks Pegs creek park in between Frinderstein and lady Douglas (no water or shade with raw sewage spills into park with no clean up. pathways at varied heights near dilapidated walk bridge) to make for a more family friendly environment.”*
- “The number one goal of the shire should be to attract more people to live here permanently. Building family friendly businesses should be promoted such a bowling alleys, time zones etc. The City of Karratha has enough bars and cafes to satisfy the local community. More family friendly premises and tourism needs to be promoted.”*
- “Utilize the old Hospital space for a dedicated replacement site for the "Dreamers Hill" and include ablutions, lighting, and large shade trees. It has good visual from the hwy and also has safer access and alternative egress. A "back beach" retail facility to cater for beach and boat ramp users and target the teenage market to encourage the outdoor life.”*
- “Improve [facilities] for events, install more power, lighting and toilets. This will reduce the need for ongoing sponsorship.”*
- “Digital transformation of the library”*

Do you have any suggestions for new initiatives you would like the City of Karratha to consider?

Other suggestions for new initiatives IV

Tourism

“Love to see a new marina, feel like we have a amazing opportunity to promote our islands and tourism but with out a marina like Exmouth, we'll for ever struggle to attract the tourist industry we want. With the red dog high way finishing soon, the ports opening up their routes to Singapore, Karratha/ Dampier could really grow into so much more than a town to work. the locals know this but being able to show this would out us on a world map.”

“Yes- more tourism opportunities should be promoted and supported. there are limited options for visitors to the region.”

“Cater for visitors to town with meals and drinks. Maybe an extension/annex of the Dampier Yacht Club. Possible hire equipment - kayaks, tinnies, jet ski operations etc.”

Appearance

“Karratha looks wonderful. Well done. Now put that same energy and funding in to Dampier, the Burrup peninsula and the Dampier archipelago. They are the Jewel in the crown.”

Industrial estates

“Keep promoting the Gap Ridge Industrial Estate; far more practical location than the stinking hot old LIA.”

Transport

“Covered motorcycle parking areas at the shopping, sporting and tourist precincts to cater for the growing motorcycle enthusiasts in town. Especially the younger age groups on their Mopeds. This initiative would encourage more people to use their motorcycles for runs to the shops or the gym etc instead of the family 4WD, making parking a more pleasant experience.”

Safety and security

“Security of our streets to protect our assets from crime and vandalism”

Other

“Reduction in size and frequency of cyclical economic activity”

“Go back to being a town”

Do you have any suggestions for new initiatives you would like the City of Karratha to consider?



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