MARKYT ◆ Community Resilience Scorecard

COVID-19 concern
33%
% high/very high

Personal impact
23%
% high/very high

Top 5 concerns with COVID-19

48%	46%	30%	29%	27%
Family and friends getting sick	Recovery of the local economy	Personal financial situation	Staying connected with others	Work or employment opportunities

Reach and impact of key messages

99% Aware of COVID-19 symptoms

100% Aware need to physically distance

61% Always physically distance

58% downloaded COVIDSafe App

100% Aware need to practice good hygiene
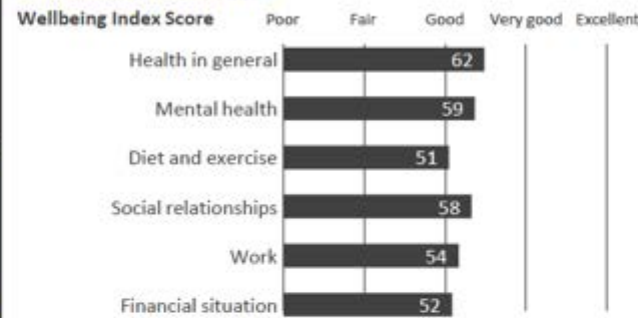
89% Always practice good hygiene

Top 3 LG sources

49%	30%	27%
Social media	Local government website	Email

COVID-19 content

33%	63%	4%
Not enough	Just right	Too much

Community Wellbeing

Wellbeing Index Score	Poor	Fair	Good	Very good	Excellent
Health in general			62		
Mental health			59		
Diet and exercise		51			
Social relationships			58		
Work			54		
Financial situation		52			

LG performance in response to COVID-19

Performance Index Score	Terrible	Poor	Okay	Good	Excellent
Overall response to COVID-19			68		

Agreement Index Score	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Trust and confidence in LG			61		
Clear thinking and decisions			63		
Showed empathy			64		
Good practices to manage risk			73		
Open to try new innovations			61		

69% feel hopeful
and enthusiastic about the future

Main recovery priorities for local government

48% Economic recovery and local employment opportunities

37% Community health and wellbeing sport and recreation, library, community development, etc

35% Local infrastructure to improve roads, footpaths, cycleways, facilities, internet, etc

35% Recovery Plan in collaboration with local business and community

27% Support services for people most vulnerable to COVID-19

26% Community safety and crime prevention

Channel preferences

47%	44%	30%	26%	24%
Social media	Email	Local government website	enewsletters	Local community newspaper

Communication channels | current v preferred

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Community members mainly received COVID-19 news and information from their local government through social media, followed by their local government's website, email messages and local community newspapers.

In future, **social media** continues to be the preferred way to receive information, followed by much greater use of **email**.

Community members would also like greater use of enewsletters, direct mail and SMS alerts. These areas represent communication gaps, where preferences exceed current activity.
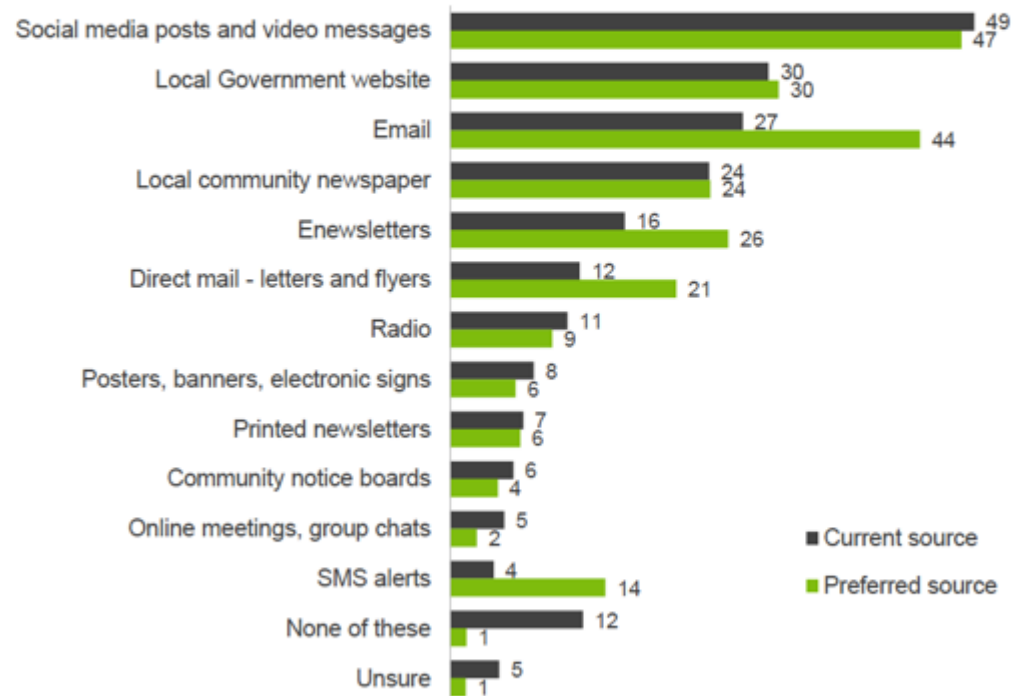
Generally, people are seeking targeted, customised communication solutions.

There is low demand for community notice boards, printed newsletters and posters, banners and electronic signs. There is also low interest in online forums for meetings and group chats.

However, preferences do vary across cohorts.

News and information sources from local government

% of respondents

Source	Current source	Preferred source
Social media posts and video messages	49	47
Local Government website	30	30
Email	27	44
Local community newspaper	24	24
Enewsletters	16	26
Direct mail - letters and flyers	12	21
Radio	11	9
Posters, banners, electronic signs	8	6
Printed newsletters	7	6
Community notice boards	6	4
Online meetings, group chats	5	2
SMS alerts	4	14
None of these	12	1
Unsure	5	1

■ Current source
■ Preferred source

Q. How have you received news and information about COVID-19 from your Local Government? Base: all respondents, excludes no response (n = 7,204).
Q. How would you <u>prefer</u> to receive information and updates from your Local Government about what's happening in your local area? Base: all respondents, excludes no response (n = 7,153).

Sources of information about COVID-19 from local government

Top 3 sources by region

Gascoyne
Social media posts and video messages	66%
Local Government website	31%
Community notice boards	20%

Wheatbelt
Social media posts and video messages	61%
Local community newspaper	31%
Local Government website	28%

Perth Metro
Social media posts and video messages	45%
Email	29%
Local Government website	28%

Peel
Social media posts and video messages	48%
Local community newspaper	42%
Local Government website	35%

South West
Social media posts and video messages	53%
Local community newspaper	37%
Local Government website	31%

Kimberley
Social media posts and video messages	69%
Local Government website	45%
Email	30%

Pilbara
Social media posts and video messages	76%
Local Government website	42%
Email	31%

Mid West
Social media posts and video messages	63%
Local Government website	35%
Local community newspaper	29%

Goldfields-Esperance
Social media posts and video messages	72%
Local Government website	37%
Radio	24%

Great Southern
Social media posts and video messages	57%
Local community newspaper	46%
Local Government website	36%

Kimberley
Pilbara
Gascoyne
Mid West
Goldfields-Esperance
Perth
Wheatbelt
Peel
South West
Great Southern

Q. How have you received news and information about COVID-19 from your Local Government?
Base: all respondents, excludes no response (n = 7,204)

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

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

A majority of community members:

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