



MARKYT 

Community Scorecard

2024

Prepared for



Prepared by



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Community driven actions

- Clean up and beautify Kununurra town centre, especially around the main shopping centre. Suggestions include:
 - removing graffiti;
 - encouraging landlords to clean and maintain shopfronts;
 - planting trees and gardens;
 - providing more parking;
 - cleaning and maintaining public toilets.
- Develop a town centre precinct with alfresco dining, cafés and restaurants, pedestrian access and associated amenities.
- Reduce red tape for new business and provide incentives to attract a range of small businesses to the town.

Community Voices

"Kununurra town centre is the same as it has been for 30 years. It needs cleaning up, streetscaping, plants, gardens and maintenance. It is untidy, dirty and shabby and a very bad look for visitors to our town and region."

"Town is covered in graffiti, glass everywhere and rubbish too. Town centre and especially Coles area is not a nice place to go to on a regular basis. Visitors to our area must find it very confronting to visit our town centre."

"The shop owners need to be pressurised to keep on top of the graffiti. I used to work at a shop in the centre and we cleaned up the outside of the shop every day so there's no excuse."

"Pressure owner of Coles shopping complex to upgrade facilities, car park."

"Have a better shopping complex, better parking, increase livability, clean up town, make it presentable compared to other towns."

"The Shire needs lobby state government for significantly increased financial support for the town and region. Broome has been so much more successful in attracting state government funds for infrastructure improvements."

"A designated town centre between the PO and Visitors Centre on both sides of the road with cafes, restaurants, and an undercover meeting area and decent maintained toilets + cameras and lighting, maybe block off a section. Footpaths, trees, seats."

"Town centre needs a focus. Imaginative plan and vision is needed, along with a commitment from business. Broome provided a case study where a single vision embraced by business has resulted in town centre revitalisation. It's what Kununurra needs."

"I feel like the town is to spread out. A better layout would be a single main street/area with the cafes restaurants/takeaways and small shops etc. Would make it more friendly for walking and exploring and making it easier for people to know their options."

"Kununurra town centre. How about more progressive outlooks / approaches on revitalising our town centre, shire. Lots of potential. Let's see the 'Legacy' mentality mothballed with regards to the excessively hard to please food and planning applications. More markets. More night life. More fresh businesses, hospitality style. It's hard to set up a business here."

"Incentives for businesses or pop-up businesses to open in the centre of town. Tidy Town initiative as above."

Kununurra town centre development and activation

Performance ratings

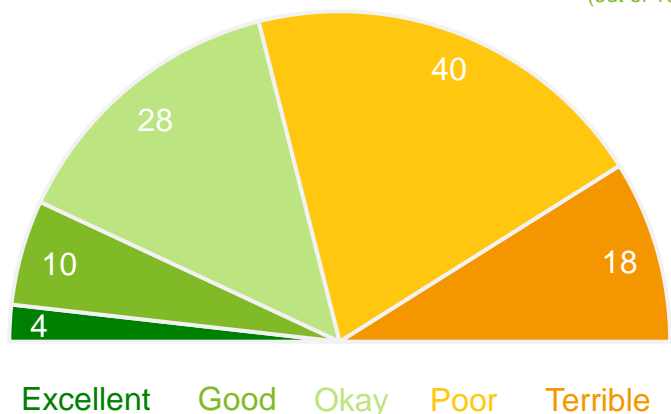
% of respondents

42%

35

Positive
rating*

Performance
Index Score
(out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Shire of Wyndham
East Kimberley

35

Industry High

64

Industry Average

45

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	18-34 years	35-54 years	55-64 years	65+ years	Disability	First Nations	Kununurra Town	Kununurra Lakeside	Kununurra Other	Wyndham
35	33	42	34	36	37	37	31	34	32	39	30	35	42	35	46	37	27	36	59

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 401). * Positive Rating = excellent, good + okay