

Next Generation 
BROOKTON

Book 2. December 2017

Survey Results and
Feedback

Table of Contents

- Background 3
- General Stakeholder Survey Results 4
 - Qualitative 4
 - Quantitative 7
- Youth Survey 9
 - Qualitative 9
 - Quantitative 10

Background

In order to gather further anonymous community feedback about Brookton's Next Generation, online and paper surveys were created. These surveys canvassed stakeholders' views on a variety of topics, including Brookton's future industries, social fabric, environmental concerns, and educational offerings. The use of the online survey ensured a diverse collection of views were being canvassed, including people not currently living in Brookton. Links to the online surveys were distributed through Brookton Shire's social media accounts, website, and email contact list, and paper copies could be collected from, and returned to, the Brookton Shire Office and the Brookton Community Resource Centre. Some people chose to email their views through to the consultant, and these views have been included in this report as well.

When the surveys closed on November 21, 2017, a total of 76 people had completed an electronic or hard copy of the General Stakeholder Survey, while 15 filled in the Youth Survey, and five people emailed their views through.

General Stakeholder Survey Results

Respondents:

Number: 71

Gender:

70% female

30% male

Age:

48% aged 35 to 54 years old

24% aged 21 to 34 years old

24% aged 55 to 74 years old

3% aged 75 and over

1% aged under 20

Reside:

38% – within 2km of the Brookton town

31% – between 5km and 20km of the Brookton town

15% – greater than 20km from Brookton town, but within the Shire

8% – between 2km and 5km of the Brookton town

7% – outside the Shire of Brookton

Qualitative

Is there anything else about Brookton that you are proud of?

“Brookton’s rural lifestyle, hardworking community, proximity to Perth and agricultural regions.”

“Brookton’s ‘can do’ attitude, school, Kalkarni, Motor Show, history and heritage.”

“The tireless volunteers – without them there would not be much in Brookton.”

“Noongar history although sadly as a person growing up in Brookton I did not appreciate the living history of the Noongar that goes back into the mists of history beyond any known European history.”

“The great work done by the farmers in Brookton and their commitment to the town.”

“Everyone is so friendly it’s a nice feeling that a lot of people think of your kids as their own! It’s a nice feeling walking down the street and people stop and chat to you and your kids!”

What are two key issues Brookton residents will face in the next four years?

“Loss of businesses and residents; a more transient population.”

“Amenities: sewerage, public transport, road conditions, power issues, internet services, health facilities.”

“Increased cost of living and rates, aging population, and reduction in government services and funding.”

“Lack of affordable housing and accommodation (rental, permanent, and tourist).”

“Lack of ‘good education facilities’ and ‘dwindling numbers’ at the high school.”

“Increasing drug-related crimes and the disengagement of community groups.”

“The useless shire and its inability to progress the town with its backward thinking.”

“Farmers having to increase land holdings to be viable.”

“Encouraging innovation and capitalising on strengths.”

“Attracting energetic, vibrant people.”

“Poor security.”

“Increased rates for same number of ratepayers to maintain services.”

“Increased rates if less ratepayers to maintain roads and deal with rubbish services.”

What are two key issues businesses will face in Brookton over the next four years?

“Attracting patronage and high quality and qualified employees, given the decreasing population.”

“People doing business online or out of town, especially with the advent of Woolworths Online.”

“Finding suitable premises.”

“The limited trading hours of shops like the IGA and newsagent mean visitors are less inclined to stop.”

“Brookton needs more industry to sustain the population and generate employment options for our younger generations – otherwise we will become an entirely ‘aged community’.”

“There is nothing new to keep locals and travellers interested.”

“The pricing of goods and services in order to be competitive with metro suppliers.”

"Limited local government vision and lack of innovation."

Visitation:

"Maintain nice, clean toilets."

"Have large, clear parking spaces for vans, caravans etc."

"Maintain nice garden in front of railway station."

"Private businesses should provide fresh food, snacks and reasonable prices served with a smile."

"Most tourists want everything for nothing, as do 'grey nomads'. Offer good coffee, small markets and food from pubs and road houses."

"Try to encourage the opening of a t-shirt shop with Brookton on it and a sheep type emblem."

Agriculture:

"Hay plant tours, farm stays, market gardening, nurseries, 'green' agriculture, growing unique fruit, crops or animals that mainstream farmers don't grow."

"Cooperative micro rural industries such as wildflowers, honey, and horticulture, with cooperative marketing structures that allow small landholders to participate in viable economic enterprises."

"An agriculture learning centre/visitors centre – with agriculture based bus tours for tourists."

"Jelcobine Farms is a fantastic example of what should be promoted."

"We are a farming community – it would be shame to try to turn us into something else as I think this is what gives our community its characters."

Education:

"Training for people in cottage industry, trades, solar, organic produce, permaculture; university."

"A safe, respectful school with children that want to learn. Perhaps a private religious school would be fantastic!"

Resources:

"Solar and wind farms, industrial plants, federal or state projects, regional health facilities and government offices."

Service:

"Hospitality, child care, improve on opening hours of businesses, promotion of town through maps or brochures, recreation for youth."

Housing:

"Tiny, off-the-grid, cheap housing lots, boarding facility for students, tree change, small landholder, retirement village."

Waste facility:

"Expand the waste facility to entice Perth metro waste: transported by rail to Brookton then local transport to waste site. Develop methane gas plant at waste site."

"In developing the waste facility, the use of rail should be a prerequisite to improve cost savings. During all phases of development providing employment opportunities through whole process."

Human capital: aboriginal heritage;

"Supporting new businesses, especially ones run by women who marry into town. We have loads of really smart women who are underutilised."

If you were visualising a 'successful Brookton' in 2027, what would you be seeing?

Diversity:

"A diverse Brookton that isn't racist, sexist and ageist."

"Full recognition of the Noongar language, heritage and history."

"Recognition of elders in the community who might not think their input is valued."

"Growth in community spirit."

"Minimise the divide between locals and non-locals."

"Greater friendship and appreciation of indigenous families by non-indigenous families, and greater friendship and appreciation of non-indigenous families by indigenous families."

"To build relationships between the indigenous and non indigenous communities within the town. I think we can gain a lot by working together to highlight the indigenous heritage and culture within Brookton."

"The town needs a point of difference with other rural towns. I think that point of difference could be to develop an indigenous history museum and

also embrace Aboriginal tourism – art centre, music festivals etc. We need to work with the Seabrook Community to plan and achieve this.”

Opportunity:

“A vibrant school with sufficient numbers in high school to provide options other than boarding.”

“The school is the most important thing in town to keep young people. We lose lots of great families because they want to offer a good education. Also day care.”

“A business-friendly environment.”

“A young, safe town with options for youth.”

“Brookton as an option for our professional and qualified adult children to return to – to enjoy the country lifestyle but not having to relinquish their acquired qualifications and skills.”

Brookton on the map:

“More tourist accommodation and things for tourists to do, and a tourist railway line.”

“Create a tourist attraction through Brookton’s history being painted on accessible blank walls in the town and a signed trek from the early through to the present time.”

“A large sign with crops and sheep on it.”

“A lovely, small motel, with about six rooms. Maybe behind the pub.”

Other:

“Agriculture-based industry”.

Please pick just a few words to describe Brookton’s competitive advantage.

“Location: proximity to Perth, en route to Wave Rock, on the Brookton Highway, between Great Southern and Wheatbelt regions, strategic site for CBH.”

“Atmosphere: community spirit, beautiful scenery, cleanliness, has a country feel.”

“Features: 3 corporate businesses based in town (2 hay plants and major CBH hub), railway station.”

“People: Noongar population, perfect for retirees or a tree change.”

“Climate: reliable rainfall and growing conditions for sheep and grain.”

Please state how you would maintain or enhance the social fabric of Brookton.

Community

“Provide a “soup” kitchen for all to create conversations and acceptance.”

“Give new people to town a ‘Welcome to Brookton’ pack with phone numbers of local people and businesses, and encourage everyone to ‘shop local’.”

“More law and order so that people feel secure in their homes.”

“Hold more social events: cheap movie nights.”

“Stop separating locals and non-locals. We all live here and have done for 25 years.”

“More transparency from Shire re decision making.”

“Allow room for all voices and contributions by all people.”

“Overcome discrimination & foster diversity.”

“Value the contributions of volunteers.”

“Equip residents with knowledge to make decisions about social and recreational direction.”

“Commence annual tidy town participation.”

“Maybe use Noongar language in future signing (please don’t redo current signs!!)”

“Encourage participation in local sporting, community, and volunteer groups.”

Engage youth:

“Increase community involvement in the school.”

“Create more hospitality venues – e.g. extend the railway platform for music-related events.”

“I would like to see a really innovative program initiated by the shire (in collaboration with the school) with a community recreation/youth officer to facilitate a Duke of Edinburgh program, children interviewing the elderly in town to submit stories in the paper, leadership opportunities.”

“Use District School students to help in these improvements to give ‘ownership and pride’ at a young age.”

Major events:

“Having participated in Kingston Folklore for 17 years, I like food festivals, cultural festivals. Say 2 successive months. First Peoples in one month, newcomer (anyone since 1788) festival the next month. Story-

telling, food, dance, costuming maybe? Child-friendly, mid-range costs. And a reason for shops to stay open on weekends.”

Put Brookton on the map:

“Raise the profile of Brookton (being more than just a farming community) to attract the right kind of people to relocate and contribute to our community.”

“Promote locally grown produce and experiences.”

“Attract social or private enterprise to help run community services.”

“Improve all ‘Shire’ historical sites.”

When considering any environmental factor, what should Brookton be concentrating on?

“Ecotourism: bush tucker weekends, urban foraging, ‘old homestead cooking’, easy gardening, create nature trails or reserves for public use, Yenyenning Lake.”

“Reject: fracking, waste site (brown waste, PCBs, oils etc.)”

“Address: salinity, amount of rubbish dumped in the bush, weeds around town site.”

“Keep the town tip opened for all rate payers to use for metal, tyres, asbestos and oil disposal in order to stop illegal dumping in the bush.”

“Regeneration: local flora and fauna, plant more shady trees, clean up the Avon.”

“Preserve: agricultural industry, but make it more ‘green.’”

“Maintaining our natural bush reserves.”

“Public spaces that are comfortable to use – native gardens, etc.”

An ‘off grid’ housing development to attract people looking for a sustainable lifestyle.”

“Advancing agriculture procedures to cope with environmental changes (frost & drought resistant crops) while helping to improve and create environmental awareness.”

“Methane gas is being trialled in agricultural machinery. The waste site could produce this product if developed.”

“Smart use of water resources.”

“Sensible rubbish recycling.”

“Assisting farmers with rubbish removal/transport.”

What assets should Brookton focus on retaining and enhancing?

“Improve the old buildings in town in order to retain Brookton’s individuality and history.”

“E.g. Memorial Hall is an iconic and irreplaceable asset that is the hub of community celebration and commemoration.”

“The town hall needs to be maintained; it is a disgrace.”

“Old tennis club needs to be heritage listed.”

“Enhance streetscape with a ‘mural of sorts or some kind of wall with the history and culture of the town.’”

“Engage the Noongar people and Seabrook Community in a true partnership with the Shire.”

“Utilise the school in the evenings for interest classes and demonstrations.”

“The greatest asset (looking from a global perspective) is the Noongar language, heritage and history. However the task is more than just enhancing because much is lost; an urgent rescue mission is required to recover this asset before it is lost forever.”

“Manage and market nature reserves for visitor activities like hiking, mountain biking, and picnicking.”

“Caravan Park – possibly include overnight accommodation (cabins).”

“Various: pool, Country Club, funding for CRC, Old Time Motor Show, sporting facilities, oval amenities.”

Are there any assets Brookton should let go?

“Several buildings in town look abandoned and detract from excellent beautification work thus far.”

“Old Time Motor Show needs to adapt and change to capture the interest of other demographics.”

“Create one large centre which different groups can meet in (Girl Guides, Men’s Shed, RSL), rather than maintaining separate buildings.”

“Trying to deal in real estate.”

“The Shire should not deal in land for housing as the blocks that sit east of Brookton have not succeeded.”

“Let go of manager of Caravan Park. Utilise council employees to visit park at 10am and 5pm to collect fees.”

“Local signage indicating gravel roads have ‘changeable conditions.’”

“Prefer money to be spent on grading our roads! Gravel road users know conditions change!”

"Council employees to oversee caravan park maintenance."

"If community is to grow we need all assets to work."

"Various: fire track, Madison Square Park, Planning Department, Kooyong, the old pub, caravan park."

Do you have any other ideas, comments, or suggestions about the Next Generation of Brookton?

Agriculture:

"Brookton has had 150 years of being based strongly on successful agriculture and while new ideas are welcome we should not forget what has held our community together in the past and present. With the strong agricultural climate today, I think Brookton has the opportunity to capitalise and move forward in this direction."

Indigenous community:

"The first town/region in WA that truly captures its Noongar language, history and heritage. This will have created a goldmine that will not run out of gold."

"The Shire website could include a tab called 'Indigenous Heritage' where people can find out about the indigenous culture, history, and people of the Brookton community. Also under that tab can be information about Seabrook and what that does, their contact details etc."

Visitation:

"Encouraging tourists, especially the older ones, is not always the answer."

"LEAVE the chairs on Brookton Highway. They create interest on what is a dull trip from Perth. It will create interest. Some of the most famous tourist attraction around the world are things people have placed or left behind (locks, thongs, shoes, underwear, rocks, garden ornaments, etc.). People will talk about them after they have finished their trip through the region. It will draw attention to the region and the name of Brookton will come up in more conversations. It will give children something to look for and make the trip more enjoyable for the whole family."

People:

"Keep the "quality families" in Brookton and the "trash" out."

"The current Council needs to sort out the staff issues – [there's] someone new every time you go in there."

"The fact there is more females on council now than ever before is great and will help with shire being more open minded."

"I would like to see more younger people getting involved more with the volunteer services in Brookton."

"It's always the same people that volunteer their time; it would be nice to see some of the younger community become more involved in the community."

"Volunteers keep our town running; we need to support them and encourage the younger generation to get involved."

"Listen to ratepayers and involve them in decision-making processes."

"I strongly feel that Brookton is an ageing society at the moment and if we don't focus very strongly on attracting young people and families to live in the town I fear we won't have a next generation."

"I think there are young people within the Shire with ideas and ambitions, the Shire just needs to find a way to harness/engage them."

"I have concerns about community services that are run by volunteer committees, and the long-term sustainability of these services."

Housing:

"Re-zone land on Bodey Rd for 5 acre blocks."

"Open up a housing estate behind the caravan park."

"More subdivisions should be encouraged on properties under 200 acres to encourage more lifestyle properties."

"More housing needs to be built to encourage people to move here."

"Housing is one of the greatest concerns, and I think that if locals can't find housing, we have very little chance of achieving population growth."

"Make building and dealing with the Shire a pleasant experience. Stop forcing people that have land locked properties to jump through hoops just because you can. The Shire has caused extreme mental and financial anguish by putting ridiculous conditions on improvement of these blocks. In many cases the driveways have to be a better spec than the road."

"Provide free commercial lots to businesses if they build on them in one year. Free housing lots if they

are built on in two years. After they are built on free hold lots will increase in value and the owners will get better prices than they would if status quo is maintained."

Recreation:

"Build a large scale adult friendly challenging playground (akin to Katanning)."

"Take part in Easter festivities that run from Northam to Beverley."

"Take part in the Dryandra Mother's Day activities which run in Pingelly."

"Include Brookton in major events that happen around other towns especially road trip related, such as bike tours, old car tours, etc."

"Economy: We need to create opportunities that will keep our young people here, which in turn keeps our finances here and would create growth."

"Brookton needs to become an all round viable, innovative, technological advanced community that focuses on all ages – not one more than the other or to the exclusion of. We have adult children whom would like to return to the rural area and have families but with the current limited employment options for specific tertiary qualified and highly skilled trade based personnel this is not a consideration. Brookton has focused too much on Aged Care the last 10-15+ years and not enough on our 20 to 35 year olds. If we want growth we need to look at our Gen Ys/ Millennials for the edge."

If you were Shire President, what behaviours would you wish to instil in the next few years for the community, for the staff and for visitors?

"A CEO and staff that listen to the rate payers. No one listened to all the relevant suggestions to the building and planning of the W.B. Eva Pavilion. Who decided to change the logo of Brookton from a vibrant one to a very dull logo? Step up and listen – think of all the people you have put off by starting a business."

"The Shire council needs to start listening to the ratepayers. It is too late for the WB Eva Pavilion. We are stuck with what we have got. If certain Shire employees had listened and adhered to the wishes of the 'users' then the pavilion could have been so much better for the current and next generation of Brookton. A lot of people put a lot of time and effort into attending meetings only to be completely ignored. Council needs to learn from these types of mistakes and do their best not to let the same sort of thing happen again."

"Listen to the needs of your community and support them. As a neighbouring Shire, Beverley has a very progressive Shire council. Perhaps a visit to the Shire of Beverley to exchange ideas might prove worthwhile."

"Councillors need to give correct direction and staff need to listen. The new logo look on plates is dull and boring as compared to the last vibrant, blue logo we used to have. We are an agriculture-based town – show that on the shire forms/letters".

"Shire needs to stop focussing on there being a magic pill – it's about grass roots community building, collaboration and respect. Yet there needs to be one eye on compliance and financial impacts but it seems to be taking priority over working with and for the community."

"I feel Brookton should be celebrating that it is a small, rural community. Let's do that well. Progress and growth will come naturally in families, groups and our businesses if we concentrate on doing the best we can today and each day. Innovation happens all the time as we get smarter and more experienced in our daily tasks."

"Lobbying main roads to repair Brookton-Corrigin Highway."

"There is a lack of enthusiasm in town, and a disconnect from what people request and what the Shire delivers."

"Encourage all council staff to live, buy local. Encourage all council staff to be involved in local sporting and community groups".

"Consistent work ethic, being available to speak with community – out in community so aware of how things work at ground level."

"Need to be attractive for new business to want to move here – set up work places."

"Chamber of Commerce – support this to be set up."

Comments on survey and engagement process:

"A very poor survey! Designed for directed answers."

"Love the idea of doing this survey and I hope that some innovative and positive points are taken from the survey and put into action for the future of the local community. We have some very talented people whom should be encouraged to remain or return to the community to raise the next generation of children and run local businesses. This will benefit the long term sustainability of Brookton and the opportunities on offer."

"Get rid of jargon and down to core issues".

"PLEASE PLEASE PLEASE can we see REAL results from this Strategic Plan, can we see the Shire Council and Staff actually implement the Strategic Plan and not just give lip service to it. Make Brookton a model to aspire to, and a leader in the Wheatbelt. Life is short. Do it now. Get that shit done and let's move forward. That's all."

"I have found this survey to be quite narrow, terribly formatted and not focussed on the actual people. 'None of the above' would have been handy. What do I want from my Shire council and councillors? Do I use a particular amenity and how could that be improved? Is there anything missing from our community that puts us at a disadvantage? Unless Brookton is to become a seven-day-a-week town, tourism is always going to be limited. Admittedly I didn't make it to the community workshops, but getting my head around how questions were asked was difficult. Like a lot of small communities there are a few people doing a lot of things. Getting everybody involved would help."

"This strategic plan should produce and have at least two clear major goals. I would like to see at least three major projects start within two years to help achieve the goals outlined. Establish a time frame for completion milestones. The projects can be completed relatively quickly and can be funded over medium to long term time frames (7 to 20 year time frames) with community/local money and/or grant monies"

"It is wonderful to have great ideas and a bright outlook for the future, but all ideas need money and labour; without this they remain ideas only. Where is all the money coming from and people to bring these ideas to life? If long-time residents of Brookton are not prepared to start at home to progress the growth of Brookton, how can they expect the Shire to help? Yes, we need a slight population increase and we need youth, but this will never change until the locals understand and make it happen themselves."

"I did attend the school session but didn't feel there was much opportunity to share my thoughts. I thought the sessions were to be more of a brainstorming thing to get a particular perspective rather than a quick 'choose one' multi-choice."

"When were the discussions for a juvenile detention centre or waste recycling plant, or was that just an advertising hook?"

"I am curious to know how the council can influence private business to set up in Brookton. And why success is measured in a café strip. Surely a café

in town would affect business for the deli and roadhouses and pub."

"I would like our council to use our rates wisely on the basics and not on innovative, big picture projects just for the sake of saying we are doing innovative projects!"

"Brookton is Brookton. Of course, we can improve some things, but Brookton is not Fremantle, Albany, or Kojonup. All of those places have long-term, natural tourism aspects to sustain their particular industries."

Quantitative

What are you most proud of in Brookton?

35% – Community spirit
25% – Agricultural success
18% – Main Street

The population of Brookton is currently 975. Each year, I would like Brookton's population to increase by:

10% – 71% of respondents
20% – 17% of respondents

What should we do to attract tourists to Brookton?

28% – build a unique recreation-based attraction
15% – create a short stay agri-camp school
13% – focus on food and beverage tourism ideas

If you were visualising a 'successful Brookton' in 2027, what would you be seeing?

24% – A prosperous region with advanced economic development skills.
24% – Jobs growth
17% – Population growth
13% – A financially sustainable region

Which other industry should Brookton focus on growing and developing?

24% – e-change/lifestyle town
18% – agronomy school/camps
13% – aged care
13% – caravan-based tourism

If you were Shire President, which behaviour would you most like to instil in the next few years for the community, staff, and visitors?

27% – Collaborative
25% – Getting things done
21% – Innovative

Youth Survey

Respondents:

Number: 14

Gender:

79% female

21% male

Age:

59% aged 21 to 25 years old

43% aged 17 to 20 years old

Qualitative

When I describe Brookton I say:

"Brookton is a small, quiet, country town, located in the Wheatbelt, 150km from Perth. It's a good place to live, as the countryside is beautiful, there is a great community spirit, and everyone knows everyone."

I'd like Brookton to build:

"An inclusive, supportive community that is accepting of all abilities."

"A water park, skate park, or play centre for kids, that will allow kids to have fun year round."

"A landmark monument that people come to see."

"A redesigned swimming pool that is the standard size and caters for all ages and activities (e.g. infants and elderly)."

"A community centre that serves a range of local groups that do not have their own space, or whose buildings are run down (e.g. Girl Guides, Men's Shed, museum, or library)."

"An industry that can provide job opportunities."

"Anything that attracts tourism! For me personally I'd love to run and own a health retreat."

"Something fun to do for kids of all ages to hang out and meet people and catch [up] with people that they might not have seen for a long time."

"A play centre for children to go on weekends, allowing parents chances to catch up."

"A new, realistic pavilion at the oval."

"Something to attract more people like something with the Old Time Motor Show or sporting facility."

Concerns I have about Brookton include:

"Education – loss of families to boarding schools, causing financial and relationship difficulties."

"We have to send our children to boarding school as the high school doesn't have many opportunities and the financial burden it will have on our family is huge. It may mean I will move to Perth whilst my husband is stuck running the farm. This will cause financial difficulties but relationship issues. If the high school was close we could access financial assistance."

"Recreation – lack of recreational centres for people of all ages to access all through the year."

"Welfare – rates of poverty, not enough acceptance of people with limited abilities."

"Current Shire's attitude. It's not about them; it's about all rate payers."

"There is nothing to attract people to Brookton."

"Declining population: "Lots of people leaving, no one coming."

"Community support, it starts with the shire and workers who are employed to represent the community decisions but don't."

If I was in charge of Brookton I would concentrate my efforts on:

"Supporting young people who want to live, work, and 'play' in the town."

"Fostering a united and safe community."

"Building up local businesses and creating employment, including for e-changers."

"Attracting new people to town, perhaps by promoting the town as 'family friendly'."

"Ensure children are receiving the best education possible."

"Tourism."

"Agriculture."

Please pick just a few words to describe Brookton's competitive advantage:

"Proximity to Perth; tight-knit community; relaxing atmosphere; agriculture; community members' sporting ability; great school; ovals and pavilions; Old Time Motor Show."

Please tell us about other regions or areas that are doing great things:

“York: beautiful town close to Perth that thrives on tourists.”

“Kulin: holds events that put them on the map; has a water slide that attracts people to the town.”

“Narrogin: a bigger town that has the ability for growth with businesses, sport, community.”

“Wagin: Giant Ram and annual ‘Woolorama’”

“Other Wheatbelt towns display their farming identity around the town.”

Other suggestions, ideas, and comments:

“At the moment I can’t see myself returning to Brookton, but if the job opportunities change, I would consider moving back and making it my home to raise a family.”

“Brookton should be a town worth stopping in and living in.”

“Make something exciting that invites people to town on a regular basis but not necessarily using donated money or ‘ratepayers’ money.”

“Build a strong community network so that more people come into the town and can grow as a community.”

Quantitative

In 2027, I will be living in Brookton:

57% – Yes

43% – No

If Brookton was to be known for something in the future, I’d like it to be known as:

1. A place to raise a family.
2. A place to visit, as much as live.
3. A place where I can get a job I enjoy.

In what year should Brookton build a battery recharge centre for battery operated cars?

29% – 2023

29% – 2027

The population of Brookton is currently 975. Each year, I would like Brookton’s population to increase by:

10% – 71% of respondents

20% – 21% of respondents

Brookton’s Community Plan should focus on:

50% – all age groups equally

21% – people aged 20-35

21% – people aged 35-50

My greatest worry about Brookton is that:

50% – there’s nothing for young people to do.

43% – there won’t be any jobs in Brookton in the future.

Pride:

43% - Proud to be from Brookton, but I don’t talk about it.

29% - A little bit proud to be from Brookton.

14% - Really proud to be from Brookton.

7% - Not very proud to be from Brookton.

7% - So proud to be from Brookton that I tell everyone about Brookton and I want it to be even better.

If Brookton was to be known for something in the future, I’d like it to be known as:

36% - A place to raise a family.

21% - A place to visit, as much as live.

21% - A place where I can get a job I enjoy.

If Brookton was to be known for a second thing, I’d like it to be known for:

21% - A place to visit, as much as live.

14% - a once-per-year major events town

14% - a place to raise a family

14% - a place where I can get a job I enjoy.

14% - exactly as it is now, an agricultural town.

If Brookton was to be known for a third thing, I’d like it to be known for:

21% - a place to visit, as much as live.

14% - a once-per-year major events town.

14% - a place to raise a family.

14% - a place where I can get a job I enjoy.

Notes

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