



MARKYT Community Scorecard ©

Prepared for: Town of Cambridge

Prepared by: CATALYSE[®] Pty Ltd ©

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MARKYT 

Contents

Strategic overview	3
Approach	5
Overall performance	10
MARKYT® industry comparisons	14
MARKYT® Community Priorities	18
Performance ratings aligned with key pillars and objectives in the Strategic Community Plan:	
People	26
Planet	40
Place	47
Prosperity	60
Performance	68
Effectiveness of communication channels	80
Overview of community variances	89
Community priority windows among out of area ratepayers, business owners and Town affiliates	94

Strategic overview

Vision



19

% agree

11% points below
Industry Average

Liveability

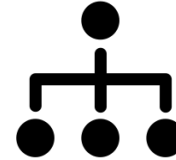


87

Performance Index Score

11 index points above
Industry Average

Governance



45

Performance Index Score

8 index points below
Industry Average

Rates Value



46

Performance Index Score

3 index points above
Industry Average

Highest scores

- Library services
- Playgrounds, parks and reserves
- Local beaches and coastline
- Sport and recreation facilities and services

Relative to MARKYT® Industry Standards

- Access to public transport
- Local beaches and coastline [**★ the Industry Leader**]
- Services and facilities for families and children
- Lighting of streets and public places
- Animal management (dogs and cats)

Key Priorities



Council's leadership



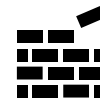
Sustainability/
climate change



Community safety
and crime prevention



Local roads



Planning and
building approvals

Approach



Department of
**Local Government, Sport
and Cultural Industries**

DLGSC's Integrated Planning and Reporting Framework requires local councils to review the **Strategic Community Plan** at least once every two years.

MARKYT Community Scorecard

The Town of Cambridge commissioned a MARKYT® Community Scorecard to:

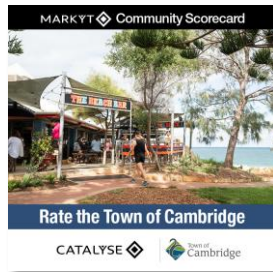
- Support a review of the Strategic Community Plan (SCP)
- Assess performance against objectives and key performance indicators (KPIs) in the SCP
- Determine community priorities
- Benchmark performance



The Study

The Town of Cambridge commissioned CATALYSE® to conduct an independent MARKYT® Community Scorecard.

Scorecard invitations were sent to 5,000 randomly selected households; 2,000 by mail and 3,000 by email. The Town provided supporting promotions through various communication channels.



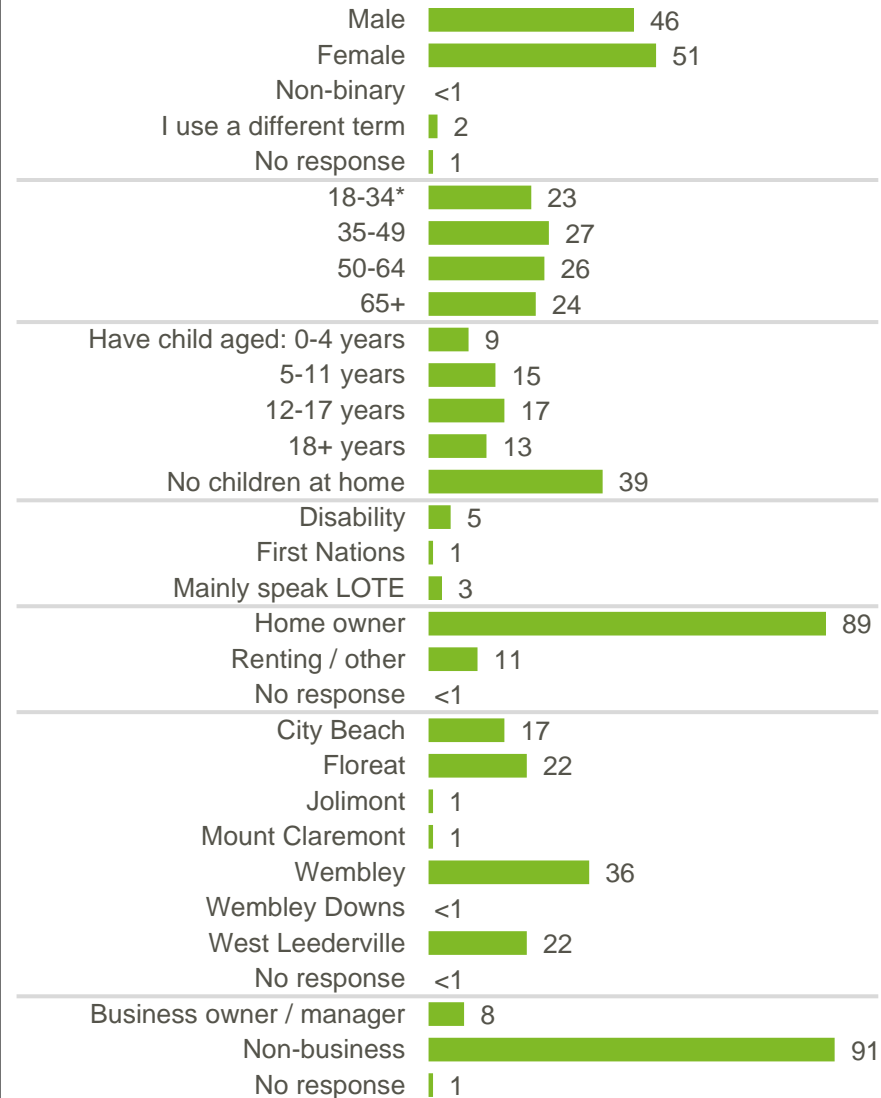
The scorecard was open from 14 November to 2 December 2022 and was completed by **850 community members** with various connections to the Town:

Local resident	Local business owner / manager	Out of area ratepayer / visitor	Elected Member / Town employee
784	58	53	18

The main body of this report shows responses from local residents. As responses from the random sample (n=465) and opt-in sample (n=319) were similar, results have been combined in this report. Resident responses were weighted by age and gender to match the ABS Census population profile.

Where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.

% of resident respondents (weighted)



LOTE: Language other than English

* Includes a small number of 14-17 year olds

MARKYT Benchmarks | participating councils

CATALYSE® has conducted studies for close to 70 councils. When councils ask comparable questions, we publish the high and average scores to enable participating councils to recognise and learn from the industry leaders. In this report, the average and high scores are calculated from councils that have completed a MARKYT® accredited study within the past three years.



How to read MARKYT® performance dashboards

Positive rating

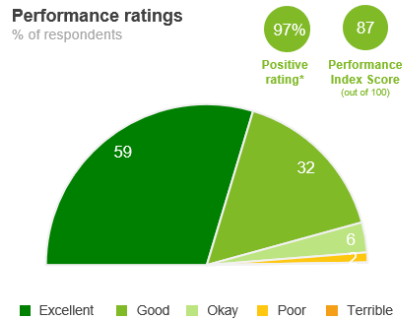
Is the percentage of respondents who provided a rating of okay, good or excellent.

The **Performance Index Score** is a weighted score out of 100.

Score	Average Rating
100	Excellent
75	Good
50	Okay
25	Poor
0	Terrible

Performance Ratings

The chart shows community perceptions of performance on a five point scale from excellent to terrible.



MARKYT® Industry Standards

Show Council performance compared to other councils.

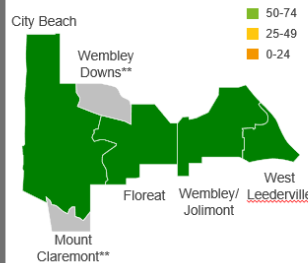
Council Score is the Council's performance index score.

Industry High is the highest score achieved by participating councils.
Industry Average is the average score among participating.



Geographical variances

Performance Index Score



Location

City Beach	91
Floreat	89
Wembley / Jolimont	86
West Leederville	83

Geographical variances

Maps variances across the region by location.

Community variances

Performance Index Score

Category	Score
Gender	
Male	88
Female	86
Age	
18-34 years	83
35-49 years	86
50-64 years	89
65+ years	89
Age of children	
0-4 years	81
5-11 years	86
12-17 years	89
18+ years	88
No children	88
Disability & culture	
Disability	81
Mainly speak LOTE	79
Home ownership	
Home owner	87
Renting / other	84

Community variances

Shows how performance ratings vary across the community by key demographics.

Overall Performance

Place to live

Performance ratings

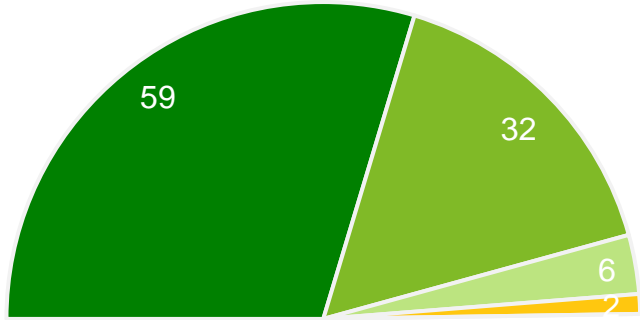
% of respondents

97%

Positive rating*

87

Performance Index Score (out of 100)

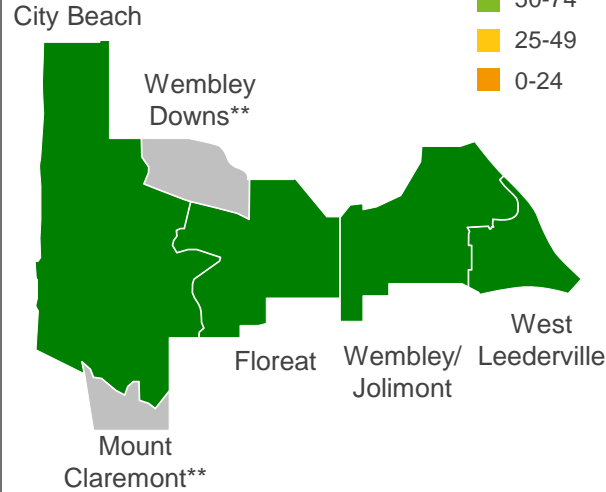


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	91
Floreat	89
Wembley / Jolimont	86
West Leederville	83

Community variances

Performance Index Score

Gender

Male	88
Female	86

Age of children

0-4 years	81
5-11 years	86
12-17 years	89
18+ years	88
No children	88

Disability & culture

Disability	81
Mainly speak LOTE	79

Age

18-34 years	83
35-49 years	86
50-64 years	89
65+ years	89

Home ownership

Home owner	87
Renting / other	84

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	87
Industry High	90
Industry Average	76

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 781).

* Positive Rating = excellent, good + okay ** Small sample size

Governing organisation

Performance ratings

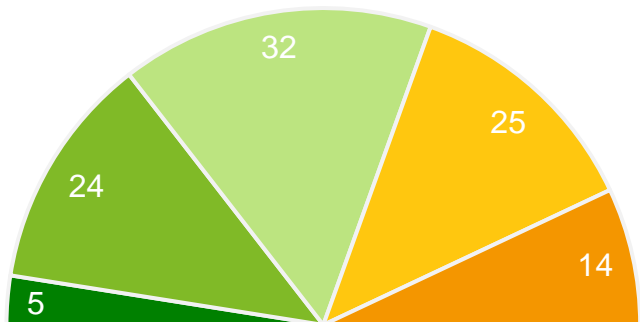
% of respondents

61%

Positive rating*

45

Performance Index Score (out of 100)

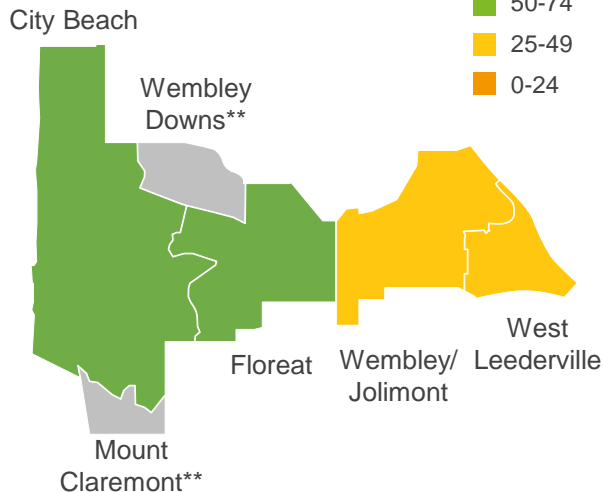


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	50
Floreat	50
Wembley / Jolimont	44
West Leederville	36

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	45
Industry High	67
Industry Average	53

Community variances

Performance Index Score

Gender

Male	47
Female	45

Age of children

0-4 years	34
5-11 years	44
12-17 years	43
18+ years	47
No children	46

Disability & culture

Disability	36
Mainly speak LOTE	37

Age

18-34 years	37
35-49 years	43
50-64 years	44
65+ years	56

Home ownership

Home owner	45
Renting / other	45

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 752).

* Positive Rating = excellent, good + okay ** Small sample size

Value for money from Council rates

Performance ratings

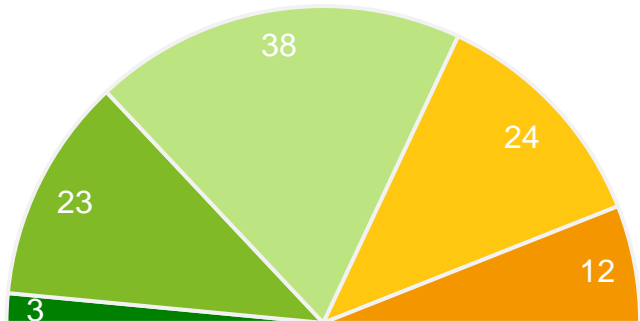
% of respondents

64%

Positive rating*

46

Performance Index Score (out of 100)

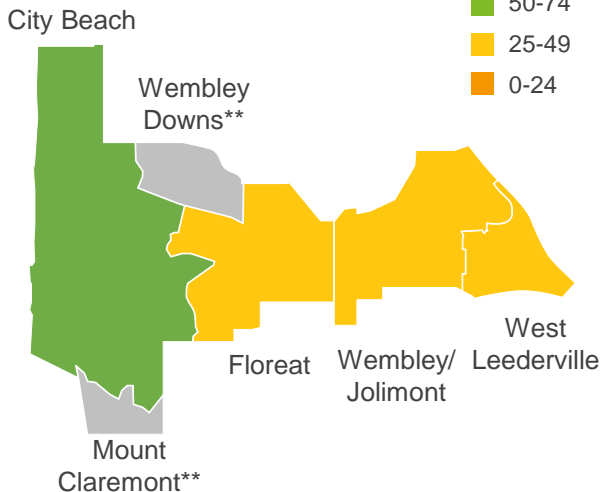


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	52
Floreat	47
Wembley / Jolimont	46
West Leederville	38

Community variances

Performance Index Score

Gender

Male	46
Female	46

Age of children

0-4 years	43
5-11 years	44
12-17 years	44
18+ years	46
No children	47

Disability & culture

Disability	36
Mainly speak LOTE	32

Age

18-34 years	41
35-49 years	43
50-64 years	44
65+ years	55

Home ownership

Home owner	46
Renting / other	46

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	46
Industry High	62
Industry Average	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 717).

* Positive Rating = excellent, good + okay ** Small sample size

MARKYT industry comparisons

Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Town of Cambridge as a 'place to live' and as a 'governing organisation'. The Town of Cambridge's overall performance index score is 66 out of 100, 1 index point above the industry standard.

Overall Performance Index Score

average of 'place to live' and 'governing organisation'

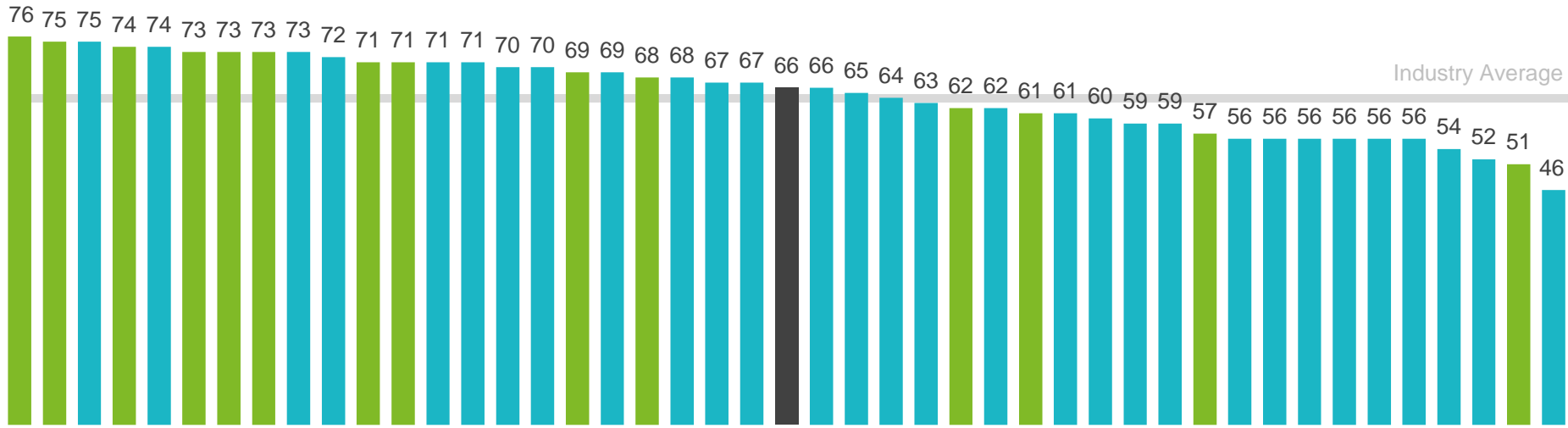
- Town of Cambridge
- Metropolitan Councils
- Regional Councils

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	66
Industry High	76
Industry Average	65



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.

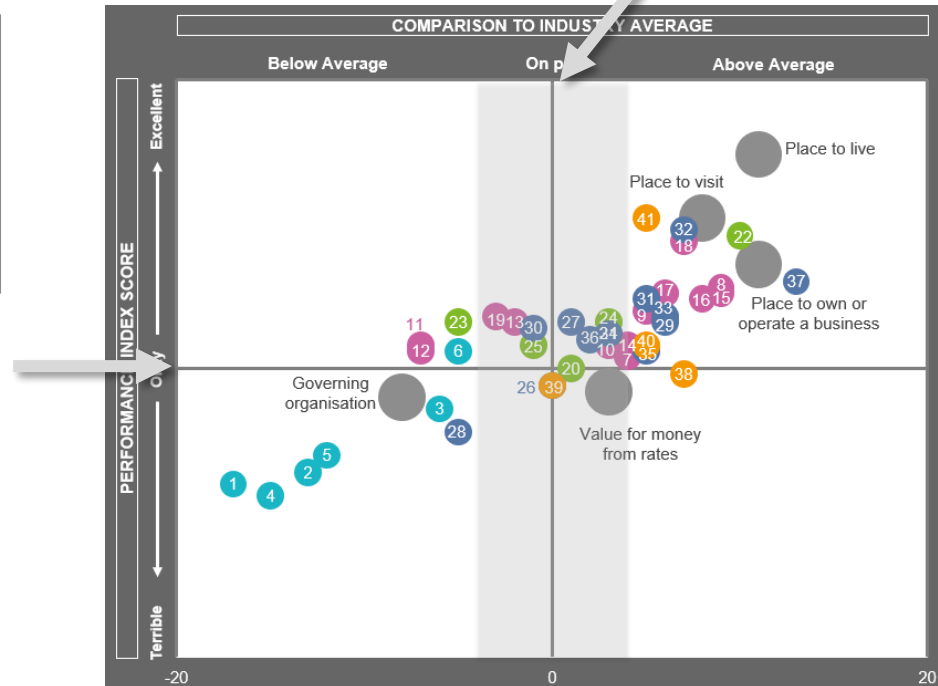
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

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

Services are grouped in five areas:

- Performance
- People
- Planet
- Place
- Prosperity

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.



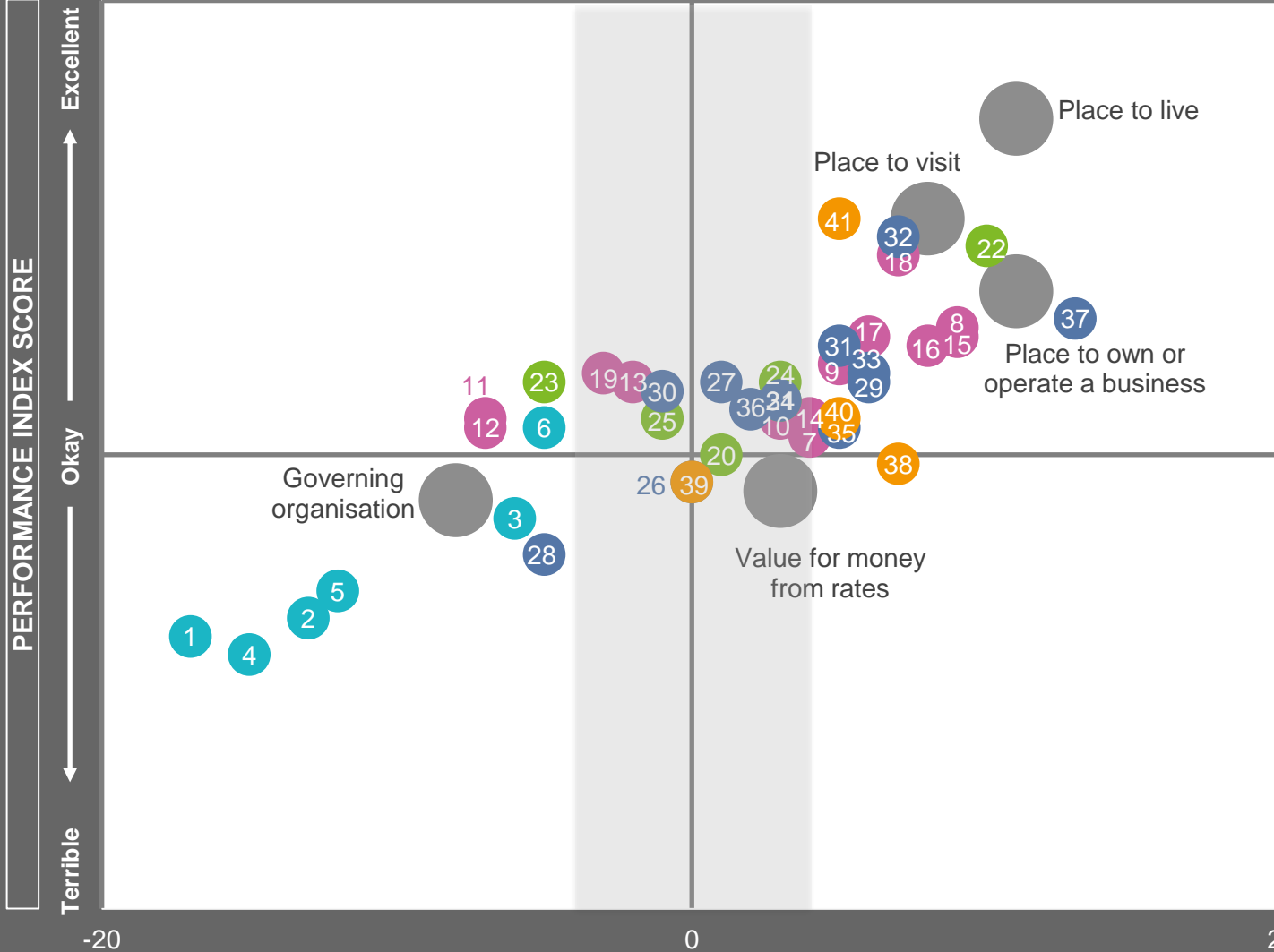
MARKYT Benchmark Matrix

COMPARISON TO INDUSTRY AVERAGE

Below Average

On par

Above Average



- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 Change, innovation and technology
- 4 Consultation
- 5 Communication
- 6 Customer service
- 7 Youth services and facilities
- 8 Families and children services
- 9 Seniors' services and facilities
- 10 Disability access and inclusion
- 11 Aboriginal people and heritage
- 12 Multiculturalism / cultural diversity
- 13 Volunteer recognition and support
- 14 Community safety and crime prevention
- 15 Lighting of streets and public places
- 16 Animal management
- 17 Health and community services
- 18 Sport and recreation facilities / services
- 19 Festivals, events, art and culture
- 20 Sustainable practices / climate change
- 21 Conservation and environment
- 22 Local beaches and coastline
- 23 Waste management
- 24 Noise, pollution, food inspections, etc
- 25 Natural disaster management
- 26 Responsible growth and development
- 27 Area's character and identity
- 28 Planning and building approvals
- 29 Housing that meets your needs
- 30 History and heritage
- 31 Community buildings, halls and toilets
- 32 Playgrounds, parks and reserves
- 33 Streetscapes, trees and verges
- 34 Footpaths, trails and cycleways
- 35 Building and maintaining local roads
- 36 Parking
- 37 Access to public transport
- 38 Economic development and job creation
- 39 Town centres
- 40 Education and training
- 41 Library services

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

MARKYT  community priorities

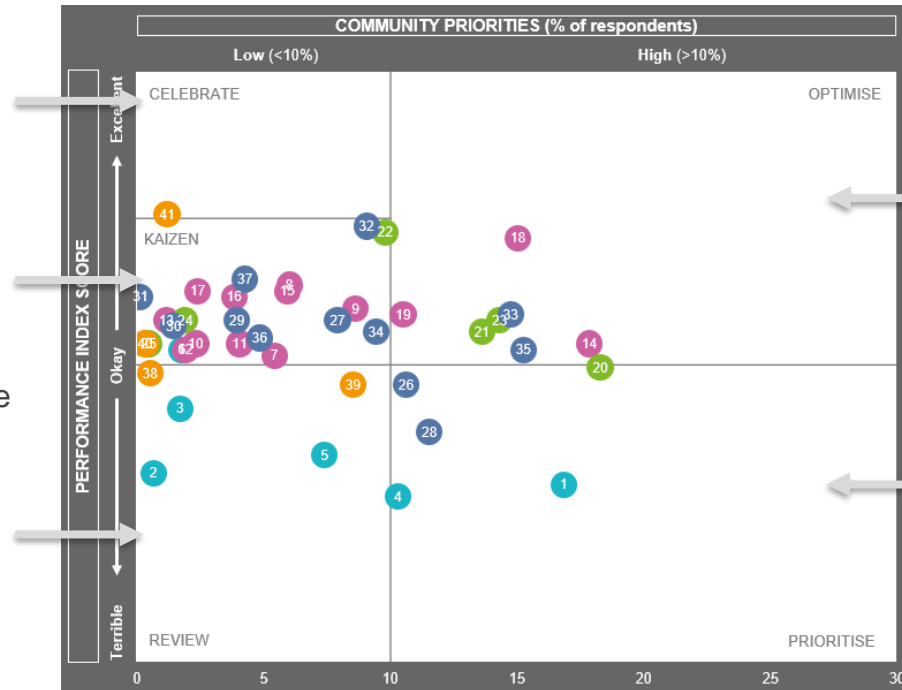
How to read the MARKYT Community Priorities

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

CELEBRATE the Shire'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 five areas:

- Performance
- People
- Planet
- Place
- Prosperity

MARKYT Community Priorities

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

OPTIMISE

CELEBRATE

Okay

KAIZEN

Terrible

REVIEW

PRIORITISE

0 5 10 15 20 25 30

- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 Change, innovation and technology
- 4 Consultation
- 5 Communication
- 6 Customer service
- 7 Youth services and facilities
- 8 Families and children services
- 9 Seniors' services and facilities
- 10 Disability access and inclusion
- 11 Aboriginal people and heritage
- 12 Multiculturalism / cultural diversity
- 13 Volunteer recognition and support
- 14 Community safety and crime prevention
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- 17 Health and community services
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- 36 Parking
- 37 Access to public transport
- 38 Economic development and job creation
- 39 Town centres
- 40 Education and training
- 41 Library 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 Council to focus on improving? Base: All respondents, excludes no response (n = 658)

Community driven actions

- Review and improve **Council culture** to address concerns with reported internal disputes and litigation, a perceived lack of strategic leadership and direction, and a sense in the community that Councillors are acting in their own self-interests.
- Improved **transparency, accountability and integrity**.
- Improve **community engagement** to better inform the community about what is happening, and involve the community in local decision making.
- Address concerns with the **election** process.

Community Voices

"Need to get unity in Council and a common strategic leadership. All we hear about is squabbles, legal issues and other negativity."

"Council's leadership is not collegiate for the common good of the community. Always fighting."

"Clearly, strong leadership is needed and a cohesive team of councillors. With so much divisiveness it doesn't leave you with confidence in the Council."

"There seems to be in-fighting and internal politics at ToC council. Over the next ten years, I hope the elected members are not guided by their own self interests but by the actual community they represent."

"More accountability from Mayor and Council and an open and transparent approach from senior staff eg Mayor and CEO on all matters affecting our quality of life."

"Taking community needs into account and transparency."

"Need leaders and council members who operate with integrity, transparency and better consultation with ratepayers."

"I believe the Council's leadership should place a larger emphasis on communicating its plans with the residents who pay their rates. Instead residents were blindsided by unannounced changes to Ruislip St putting lives and time in jeopardy."

"Not enough consultation with ratepayers on projects directly affecting them, before embarking on local projects. Works begin around us without any notice. It's a fait de compli!"

"Listening to the community instead of just blindly continuing with projects that not only waste money but do not benefit the community in any way. Proper consultation done within an appropriate timeframe is needed."

"Have proper elections run by the AEC, instead of the corrupt parody you mockingly call 'elections!'"

"The poor handling of the past few local elections ended up with turnout as low as only 4%."

Community driven actions

- **Encourage more recycling** with incentives, education and improved recycling facilities.
- Introduce a **3-bin system** for the separation of green and organic waste.
- Provide **stricter sustainability requirements in new developments** re removal of trees, double glazing, no dark roofs, solar panels etc.
- Encourage greater adoption of sustainable practices with **education, financial incentives, rebates** etc.
- Encourage greater adoption of **renewable energy technology** including solar panels, community batteries and electric vehicles.
- **Discourage reliance on petrol-fuelled cars** with more EV charging stations and improved public transport and active transport options
- **Lead by example** – Council to adopt sustainable practices in its own operations, eg electric vehicle fleet, solar panels on Council-owned buildings, etc.

Community Voices

“Improve recycling in public parks. Have two bins - one for general waste - the other for recycling.”

‘I’d love to see Cambridge become a leader in waste management - recyclables, soft plastics etc. Give the local community confidence in Council’s approach to dealing with waste.’

“FOGO bins are a no brainer. The Town posted something recently about it and all people that responded said the same thing, why can’t we adopt this simple way of waste management?”

“Protecting large trees especially from redevelopment/subdividing eg incentivise keeping trees on subdivided/renovated blocks (eg a “cutting down tree tax”).”

“Make it compulsory for all new builds to have solar panels and battery systems; ban black roofs; increase setbacks so there is space between houses for plants to grow.”

“More awareness-building of environmental sustainability, more options to support rate payers to reduce waste-FOGO, free education workshops, clear recycling guidelines.”

“Grants for businesses doing the right thing or to promote energy efficiency and waste reduction.”

“Community batteries for those who can’t/prefer not to have batteries in garages (houses with solar panels).”

“Do not build more roads or spend money on new road research. Modify existing roads to better enable bicycle usage: use a citizens’ assembly including cyclists to determine the best way to do this.”

“More electric chargers, the town itself adopting electric cars and leading as an example in how to adopt new technologies.”

“Aim for 100% electrification from renewable energy for all council activities. Solar PV on all council facilities, electrify all transport and equipment. More EV charging infrastructure eg in car parks, public facilities, shopping areas (see PCC actions on this). Food waste collection (See Vincent).”

Community driven actions

- Advocate for a **greater police presence** to address issues including petty crime, theft, dangerous driving and vandalism.
- Provide **more ranger patrols** to support the police.
- Provide a **greater security presence** with more community security patrols, especially at night and on weekends.
- Install more **CCTV cameras and lighting** in the streets and well-known hot spots such as the beach, train stations and car parks.
- Promote and facilitate a community program like **Neighbourhood Watch**.
- Provide **incentives for homeowners** to install security measures.

Community Voices

“More of a presence of community police to deter petty crime and theft.”

“More police to slow down traffic in residential streets during peak traffic times.”

“We have many ranger staff but they are never seen at night on patrol keeping the town and its residents safe, supporting the local police in the area.”

“Perhaps more rangers appointed to police vandalism, breaking and entering to support police.”

“A dedicated safety patrolling like other councils. Crime is increasing in area. Wish we had a patrol to call to investigate issues, help with noise complaints and help people feel safer.”

“Most councils have security staff that patrol with vehicles. This should be a standard service offered by all councils to protect ratepayers.”

“I think CCTV should be installed at all major street entrances.”

“Better lighting in areas where certain individuals may loiter. More security cameras in public spaces and near the train line. A local security patrol vehicle would be good for night time.”

“CCTV in the beach car parks to help prevent hoon driving.”

“We need more surveillance, cameras, lighting, even more subsidised cameras for households.”

“Implement and support Neighbourhood Watch. Rangers with eyes on the street.”

“Better set up of active Neighbourhood Watch groups and better reimbursement for security systems with less stringent guidelines to access funding.”

“Better street lighting, security patrols, incentives to set up CCTV systems and home security to discourage crime and anti-social behaviour.”

Community driven actions

- Urgently address safety concerns with **Ruislip Street** with consideration for reverting to the original road design and removing the chicanes.
- Urgently address safety concerns at the intersection of **Jersey and Grantham** streets with consideration for traffic lights and left turn only.
- Improve traffic management along **Cambridge Street** with consideration for traffic lights at the McCourt Street intersection and more light controlled pedestrian crossings.

Community Voices

“Removal of SAS devices from Ruislip St which have resulted in congestion. Confusion and frustration of drivers on what is designed as a neighbourhood thoroughfare. Reject ideological planning.”

“The chicanes on Ruislip St are absolute death traps - I cannot comprehend the rationale for their locations. The changes here demonstrate a complete disregard for community needs and wants.”

“The recent unannounced changes on Ruislip Street have dramatically changed the car flows in my area. The other streets are busier and Ruislip Street is more busy to cars, bikes and pedestrians. As a regular cyclist going down the street I now feel more unsafe.”

“Removal of the newly added chicanes to Ruislip Street which have made the street more dangerous during school pick up and drop off“

“The roadworks on Ruislip have pushed MORE traffic to this intersection. It needs either to be a roundabout or traffic lights. It's a serious risk to pedestrians, drivers and people eating on the corner (as well as the school, although I guess that has the brick wall cars would hit first ... not really a safety innovation.”

“The intersection of Jersey and Grantham streets needs action NOW! It is incredibly dangerous as identifying by the terrifying number of accidents there. Dangerous for Wembley primary school kids, pedestrians, patrons of Monsterella, drivers. Urgent action is required NOW, not next [year] the year after. Get your heads out of the sand council on this one.”

“The intersection of Jersey and Grantham streets needs traffic lights or left turn only. There are motor vehicle accidents there every week, sometimes more often. It is distressing and traumatic to residents and business owners to hear the dreaded thud and know that people are injured and lives are disrupted. It baffles me that nothing has been done about it in the 12 years that I have lived here. It's like the Council don't care.”

“Urgent attention is needed at the Jersey / Grantham St intersection in Wembley due to number of accidents near the school. Suggest making it left turn only onto Grantham St.”

Community driven actions

- Improve the **ease, efficiency and timeliness** of the approvals process.
- Provide greater **clarity** on the process.
- Provide more rigorous requirements for **sustainable building practices**.
- Demonstrate **greater consistency and transparency** when interpreting the guidelines and considering building and development applications.
- Recruit **experienced and empathetic planners**.
- Provide more **consultation** with local residents and show greater consideration for their needs.

Community Voices

“More consideration should be given to existing residents and the amenity of their properties when new developments are being considered for approval which don't meet the town's building guidelines.”

“I'd like to see transparency with approvals to ensure that residents are considered above developers.”

“Better clarify use of building approvals in website, it's verbose, cloudy.”

“The planning process is slow, clunky and inconsistent.”

“Employ knowledgeable empathetic employees who work with the residents of Cambridge not against them. Recent experiences have been appalling.”

“Make the whole process clearer. Too many people spend considerable amounts of money following the Town's guidelines, and then Council over-rule their planning team on a regular basis, with no logic or reason. The Council seem to decide development on a case by case bespoke basis with limited (or no) regard for precedent.”

“I would also like to have clearer/stricter rules on high rise developments so there is no chance we can see what is happening around Perth with high rise apartments being approved and built well past what would be common sense height (Applecross, Cottesloe etc).”

“Stick to building codes (past cases of relaxing rules such as 'set-backs' and 'height restrictions' which increases impacts on neighbours). Provide scope for residents to downsize whilst staying in area (but restrict multi-level accommodation apartments type buildings).”

“Stand firm when considering building/development applications. Do not be subject to fear or favour, particularly from pushy developers/builders/owners.”

“Too many allowances given for individual house developments. Favouritism is rife.”

“Facilitate early engagement with home owners/developers so that time and money is not wasted on preparing design drawings that run into issues with Council once the plans get lodged into the system. It is expensive and time consuming to work through a planning approval process and Council should be looking for ways to make it more streamlined to navigate their systems.”

People

Youth services and facilities

Performance ratings

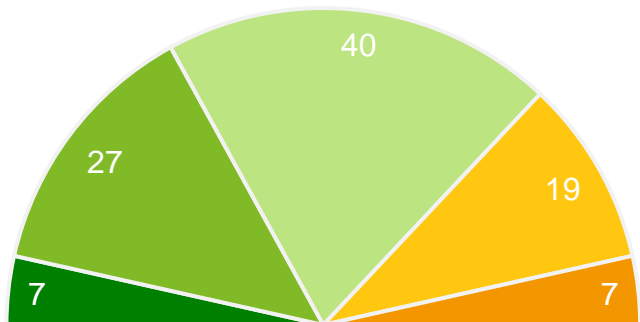
% of respondents

74%

Positive rating*

52

Performance Index Score (out of 100)

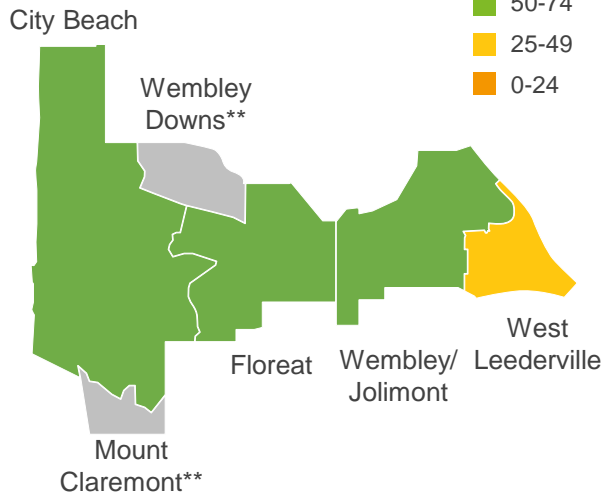


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	53
Floreat	55
Wembley / Jolimont	53
West Leederville	47

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	52
Industry High	65
Industry Average	48

Community variances

Performance Index Score

Gender

Male	54
Female	49

Age of children

0-4 years	47
5-11 years	45
12-17 years	48
18+ years	50
No children	59

Disability & culture

Disability	53
Mainly speak LOTE	50

Age

18-34 years	55
35-49 years	48
50-64 years	50
65+ years	59

Home ownership

Home owner	52
Renting / other	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 324).

* Positive Rating = excellent, good + okay ** Small sample size

Services and facilities for families and children

Performance ratings

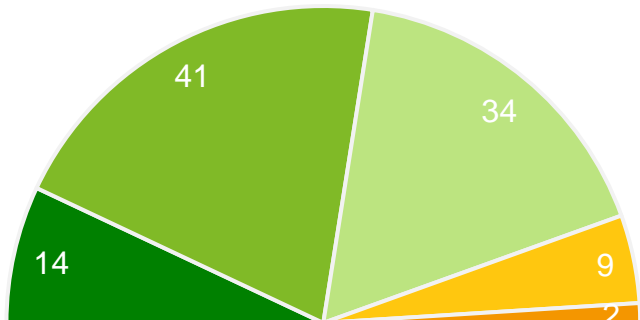
% of respondents

89%

Positive rating*

64

Performance Index Score (out of 100)

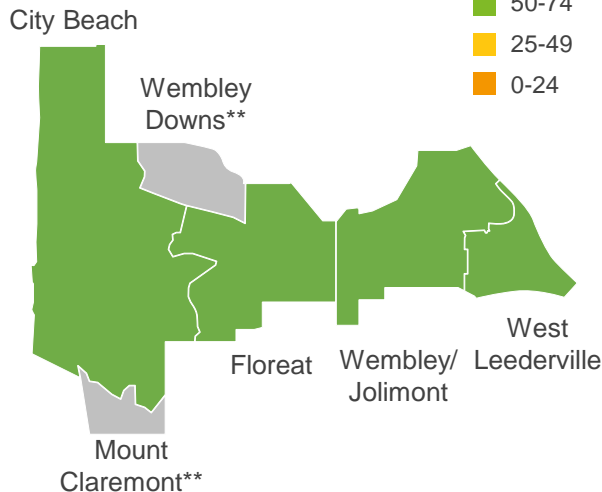


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	65
Floreat	63
Wembley / Jolimont	65
West Leederville	62

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	64
Industry High	68
Industry Average	55

Community variances

Performance Index Score

Gender

Male	65
Female	62

Age

18-34 years	63
35-49 years	61
50-64 years	63
65+ years	69

Age of children

0-4 years	56
5-11 years	58
12-17 years	62
18+ years	64
No children	69

Disability & culture

Disability	56
Mainly speak LOTE	52

Home ownership

Home owner	64
Renting / other	62

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 522).

* Positive Rating = excellent, good + okay ** Small sample size

Seniors' services and facilities

Performance ratings

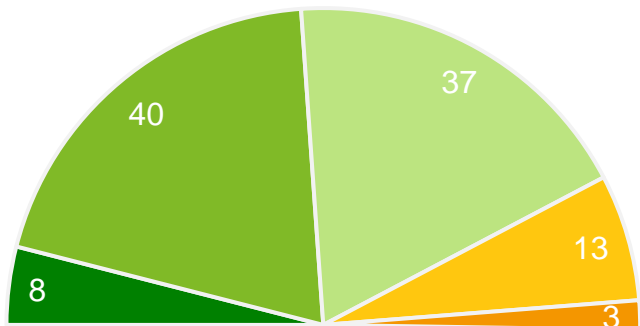
% of respondents

85%

Positive rating*

60

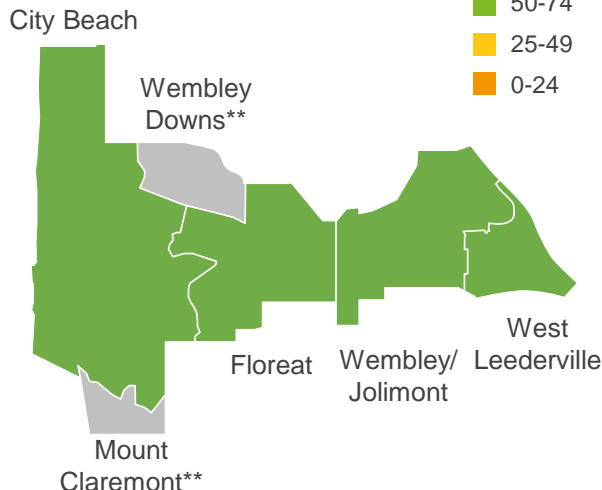
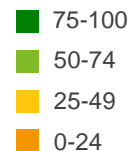
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	63
Floreat	61
Wembley / Jolimont	59
West Leederville	55

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	60
Industry High	67
Industry Average	55

Community variances

Performance Index Score

Gender

Male	61
Female	59

Age of children

0-4 years	52
5-11 years	61
12-17 years	62
18+ years	59
No children	62

Disability & culture

Disability	53
Mainly speak LOTE	44

Age

18-34 years	64
35-49 years	62
50-64 years	55
65+ years	60

Home ownership

Home owner	59
Renting / other	61

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 345).

* Positive Rating = excellent, good + okay ** Small sample size

Disability access and inclusion

Performance ratings

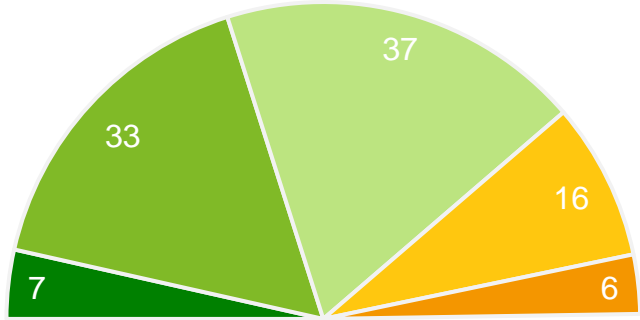
% of respondents

77%

Positive rating*

54

Performance Index Score (out of 100)

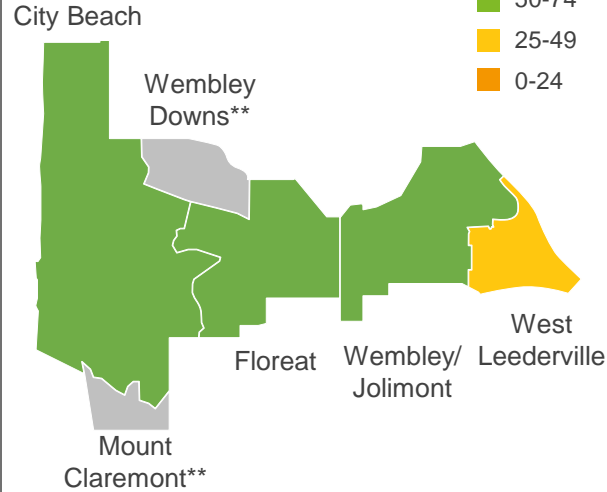


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	63
Floreat	55
Wembley / Jolimont	53
West Leederville	47

Community variances

Performance Index Score

Gender

Male	57
Female	52

Age of children

0-4 years	39
5-11 years	51
12-17 years	57
18+ years	50
No children	58

Disability & culture

Disability	37
Mainly speak LOTE	44

Age

18-34 years	55
35-49 years	53
50-64 years	53
65+ years	57

Home ownership

Home owner	54
Renting / other	59

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	54
Industry High	64
Industry Average	51

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 278).

* Positive Rating = excellent, good + okay ** Small sample size

Recognition and respect for Aboriginal people, cultures and heritage

Performance ratings

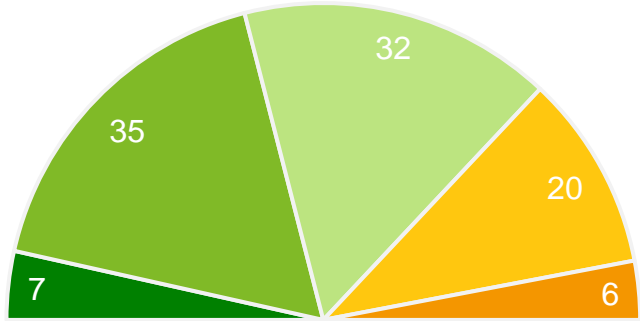
% of respondents

74%

Positive rating*

54

Performance Index Score (out of 100)

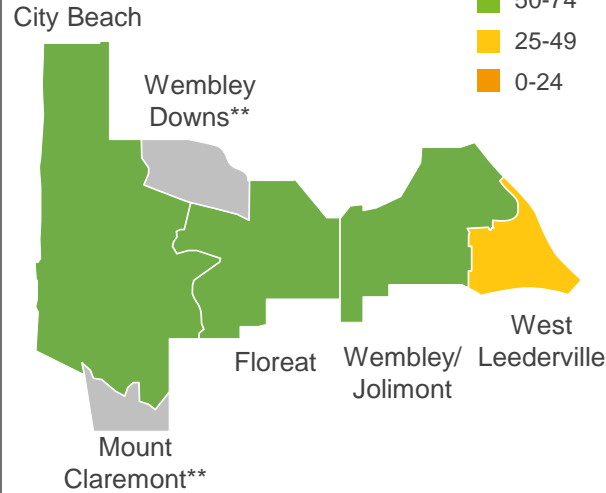


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	63
Floreat	56
Wembley / Jolimont	54
West Leederville	46

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	54
Industry High	72
Industry Average	61

Community variances

Performance Index Score

Gender

Male	58
Female	51

Age of children

0-4 years	42
5-11 years	50
12-17 years	52
18+ years	54
No children	59

Disability & culture

Disability	58
Mainly speak LOTE	54

Age

18-34 years	51
35-49 years	53
50-64 years	53
65+ years	62

Home ownership

Home owner	54
Renting / other	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 296).

* Positive Rating = excellent, good + okay ** Small sample size

Multiculturalism: recognition of cultural diversity

Performance ratings

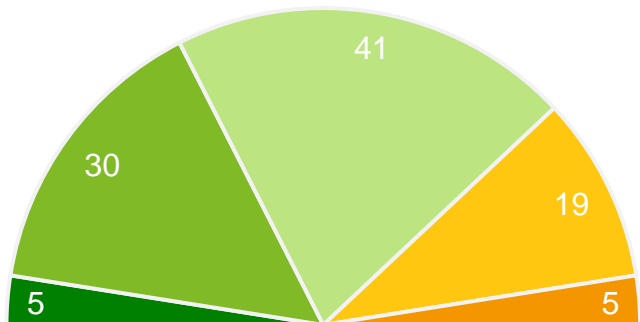
% of respondents

76%

Positive rating*

53

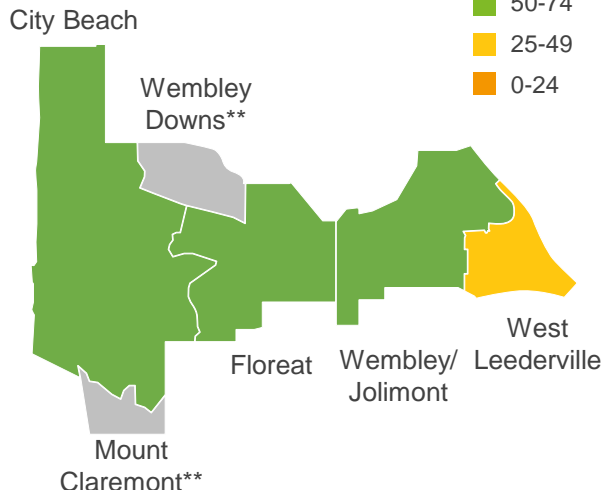
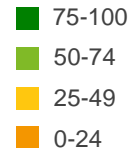
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	59
Floreat	54
Wembley / Jolimont	55
West Leederville	45

Community variances

Performance Index Score

Gender

Male	56
Female	50

Age of children

0-4 years	41
5-11 years	52
12-17 years	50
18+ years	55
No children	58

Disability & culture

Disability	51
Mainly speak LOTE	41

Age

18-34 years	50
35-49 years	52
50-64 years	51
65+ years	59

Home ownership

Home owner	53
Renting / other	52

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	53
Industry High	68
Industry Average	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 356).

* Positive Rating = excellent, good + okay ** Small sample size

Volunteer recognition and support

Performance ratings

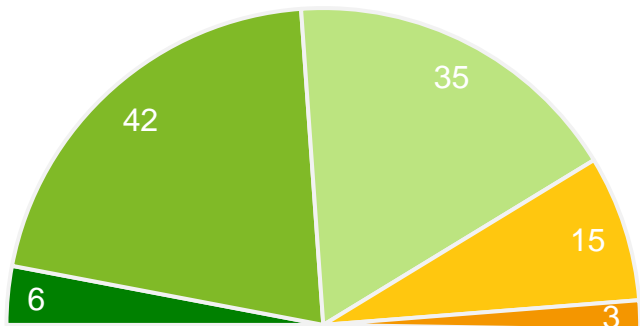
% of respondents

83%

Positive rating*

58

Performance Index Score (out of 100)

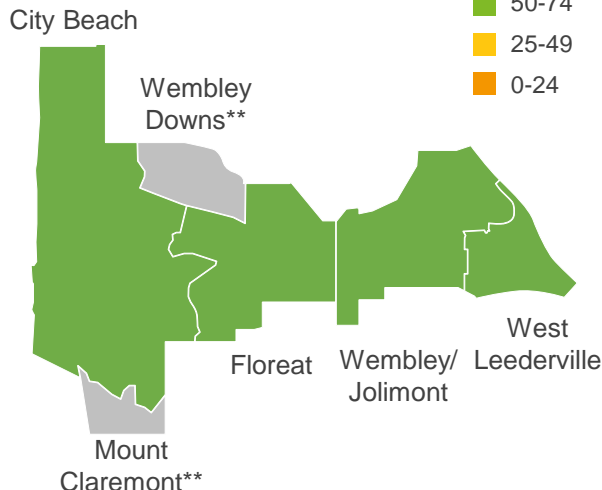


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	63
Floreat	58
Wembley / Jolimont	57
West Leederville	55

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	58
Industry High	68
Industry Average	60

Community variances

Performance Index Score

Gender

Male	59
Female	57

Age of children

0-4 years	43
5-11 years	58
12-17 years	59
18+ years	62
No children	61

Disability & culture

Disability	52
Mainly speak LOTE	45

Age

18-34 years	57
35-49 years	56
50-64 years	57
65+ years	61

Home ownership

Home owner	57
Renting / other	65

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 338).

* Positive Rating = excellent, good + okay ** Small sample size

Access to health and community services

Performance ratings

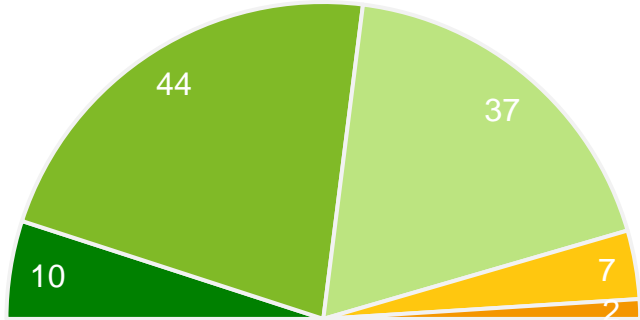
% of respondents

91%

Positive rating*

63

Performance Index Score (out of 100)

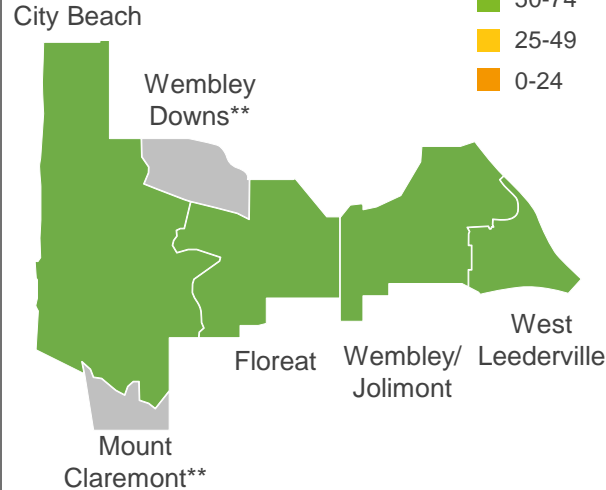


■ Excellent ■ Good ■ Okay ■ Poor ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	63
Floreat	65
Wembley / Jolimont	65
West Leederville	59

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	63
Industry High	74
Industry Average	57

Community variances

Performance Index Score

Gender

Male	64
Female	63

Age of children

0-4 years	65
5-11 years	64
12-17 years	63
18+ years	62
No children	65

Disability & culture

Disability	57
Mainly speak LOTE	64

Age

18-34 years	66
35-49 years	62
50-64 years	62
65+ years	65

Home ownership

Home owner	63
Renting / other	65

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 510).

* Positive Rating = excellent, good + okay ** Small sample size

Sport and recreation facilities and services

Performance ratings

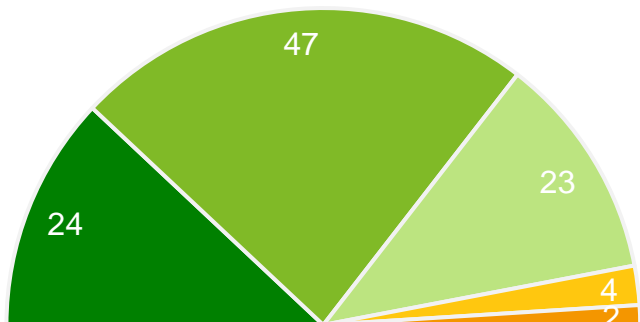
% of respondents

94%

Positive rating*

72

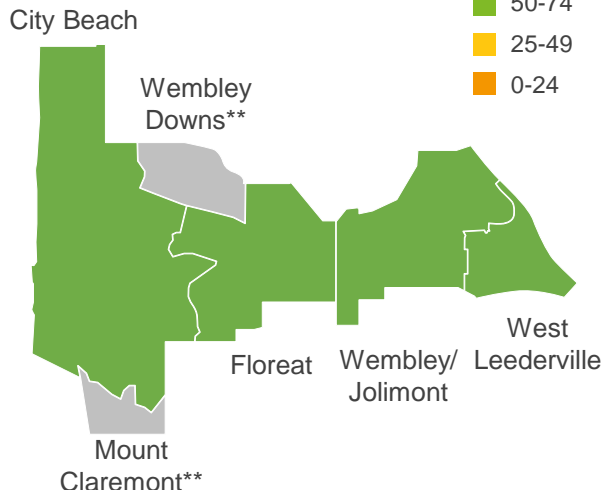
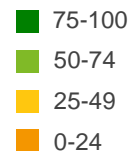
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	73
Floreat	74
Wembley / Jolimont	72
West Leederville	67

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	72
Industry High	81
Industry Average	65

Community variances

Performance Index Score

Gender

Male	73
Female	70

Age of children

0-4 years	69
5-11 years	69
12-17 years	69
18+ years	74
No children	74

Disability & culture

Disability	70
Mainly speak LOTE	68

Age

18-34 years	71
35-49 years	68
50-64 years	73
65+ years	75

Home ownership

Home owner	72
Renting / other	67

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 672).

* Positive Rating = excellent, good + okay ** Small sample size

Festivals, events, art and cultural activities

Performance ratings

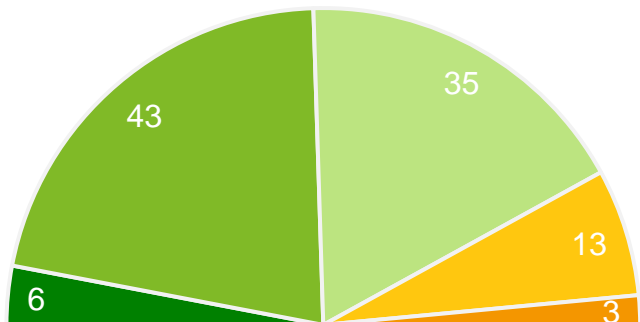
% of respondents

84%

Positive rating*

59

Performance Index Score (out of 100)

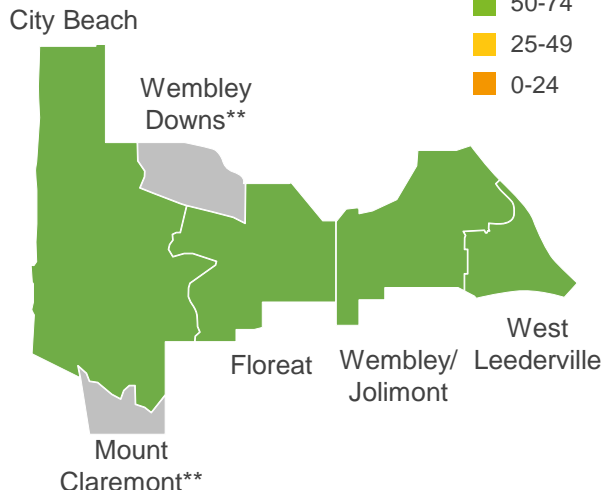


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	60
Floreat	58
Wembley / Jolimont	61
West Leederville	56

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	59
Industry High	74
Industry Average	62

Community variances

Performance Index Score

Gender

Male	60
Female	57

Age of children

0-4 years	61
5-11 years	60
12-17 years	58
18+ years	60
No children	61

Disability & culture

Disability	61
Mainly speak LOTE	56

Age

18-34 years	61
35-49 years	57
50-64 years	57
65+ years	61

Home ownership

Home owner	59
Renting / other	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 640).

* Positive Rating = excellent, good + okay ** Small sample size

Community safety and crime prevention

Performance ratings

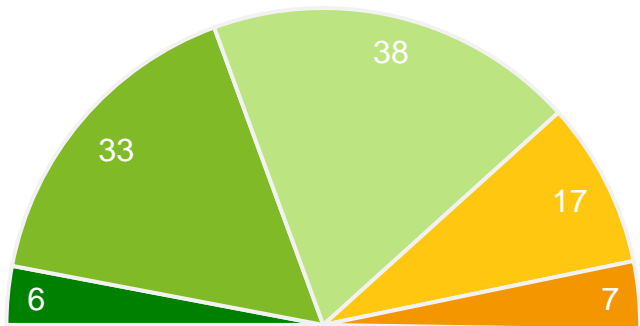
% of respondents

77%

Positive rating*

54

Performance Index Score (out of 100)

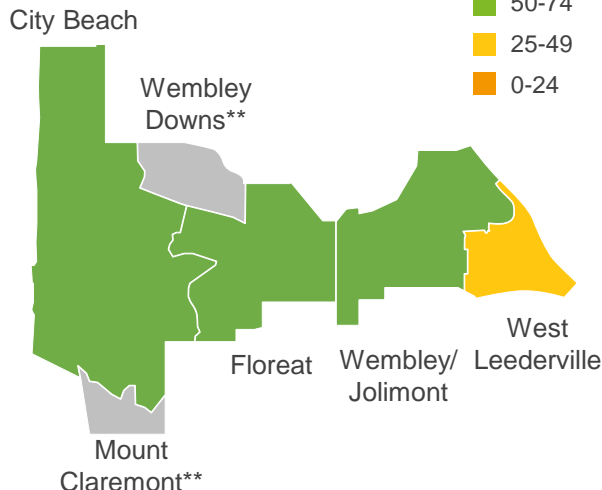


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	56
Floreat	60
Wembley / Jolimont	53
West Leederville	47

Community variances

Performance Index Score

Gender

Male	57
Female	51

Age of children

0-4 years	44
5-11 years	53
12-17 years	55
18+ years	56
No children	56

Disability & culture

Disability	39
Mainly speak LOTE	42

Age

18-34 years	56
35-49 years	52
50-64 years	54
65+ years	54

Home ownership

Home owner	53
Renting / other	60

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	54
Industry High	64
Industry Average	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 551).

* Positive Rating = excellent, good + okay ** Small sample size

Lighting of streets and public places

Performance ratings

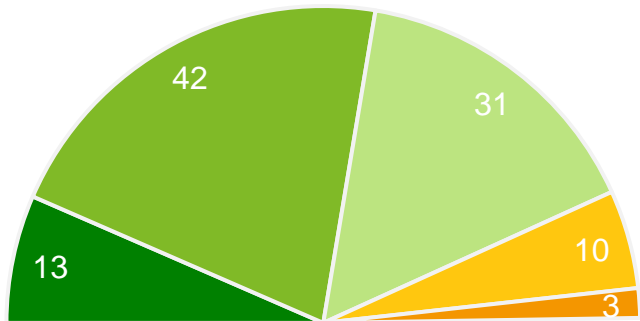
% of respondents

86%

Positive rating*

63

Performance Index Score (out of 100)

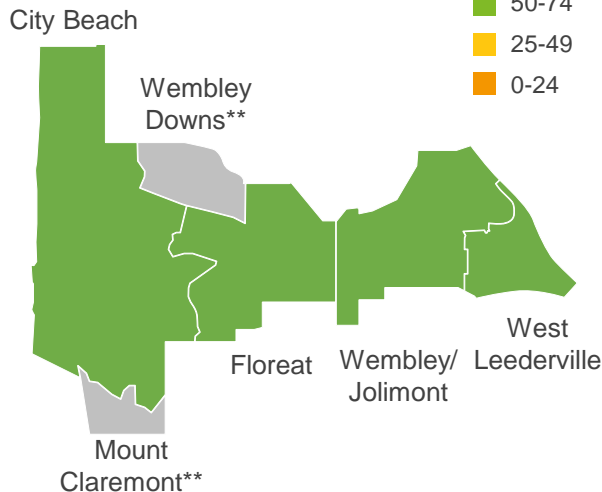


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	65
Floreat	64
Wembley / Jolimont	60
West Leederville	64

Community variances

Performance Index Score

Gender

Male	65
Female	61

Age of children

0-4 years	53
5-11 years	57
12-17 years	61
18+ years	63
No children	68

Disability & culture

Disability	51
Mainly speak LOTE	52

Age

18-34 years	68
35-49 years	57
50-64 years	61
65+ years	67

Home ownership

Home owner	63
Renting / other	64

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	63
Industry High	64
Industry Average	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 690).

* Positive Rating = excellent, good + okay ** Small sample size

Animal management (dogs and cats)

Performance ratings

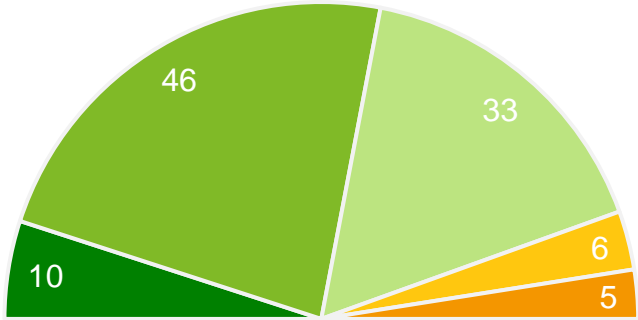
% of respondents

89%

Positive rating*

62

Performance Index Score (out of 100)

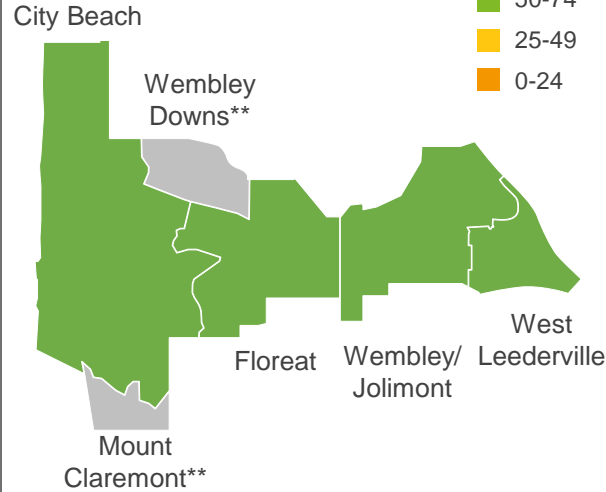


■ Excellent ■ Good ■ Okay ■ Poor ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	61
Floreat	61
Wembley / Jolimont	63
West Leederville	64

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	62
Industry High	67
Industry Average	54

Community variances

Performance Index Score

Gender

Male	63
Female	63

Age of children

0-4 years	55
5-11 years	59
12-17 years	62
18+ years	62
No children	64

Disability & culture

Disability	55
Mainly speak LOTE	61

Age

18-34 years	67
35-49 years	62
50-64 years	60
65+ years	62

Home ownership

Home owner	62
Renting / other	68

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 552).

* Positive Rating = excellent, good + okay ** Small sample size

Planet

Efforts to promote and adopt sustainable practices to manage climate change

Performance ratings

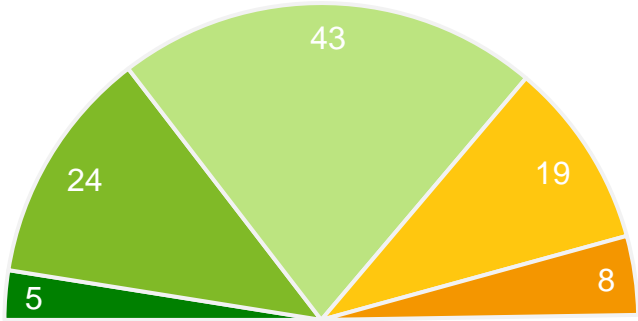
% of respondents

72%

Positive rating*

50

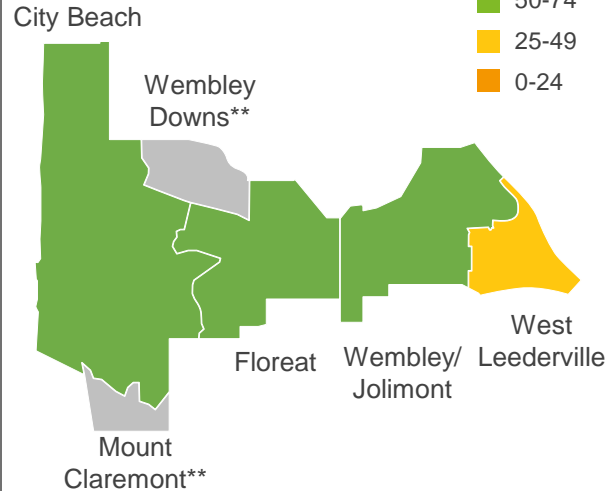
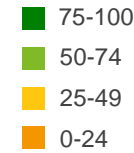
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	53
Floreat	54
Wembley / Jolimont	51
West Leederville	43

Community variances

Performance Index Score

Gender

Male	51
Female	50

Age of children

0-4 years	44
5-11 years	48
12-17 years	47
18+ years	51
No children	52

Disability & culture

Disability	46
Mainly speak LOTE	40

Age

18-34 years	47
35-49 years	48
50-64 years	49
65+ years	57

Home ownership

Home owner	50
Renting / other	49

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	50
Industry High	68
Industry Average	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 498).

* Positive Rating = excellent, good + okay ** Small sample size

Conservation and environmental management

Performance ratings

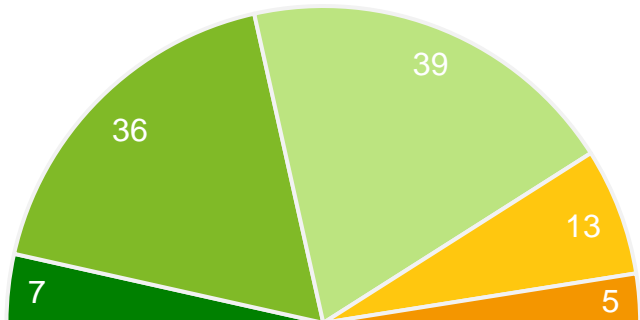
% of respondents

82%

Positive rating*

56

Performance Index Score (out of 100)

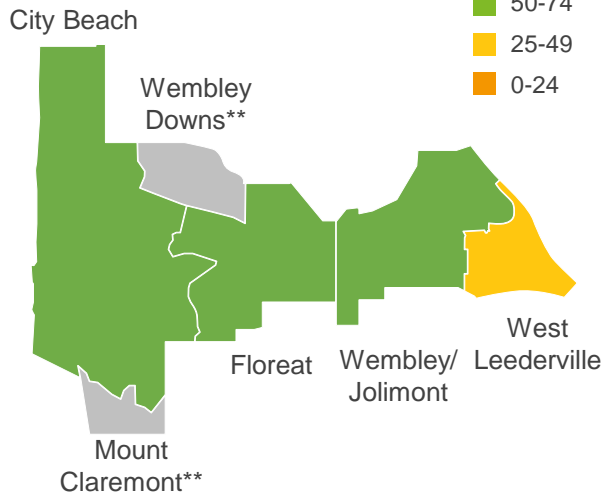


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	59
Floreat	60
Wembley / Jolimont	56
West Leederville	49

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	56
Industry High	68
Industry Average	53

Community variances

Performance Index Score

Gender

Male	57
Female	55

Age

18-34 years	56
35-49 years	52
50-64 years	55
65+ years	62

Age of children

0-4 years	49
5-11 years	54
12-17 years	54
18+ years	58
No children	60

Disability & culture

Disability	52
Mainly speak LOTE	47

Home ownership

Home owner	56
Renting / other	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 560).

* Positive Rating = excellent, good + okay ** Small sample size

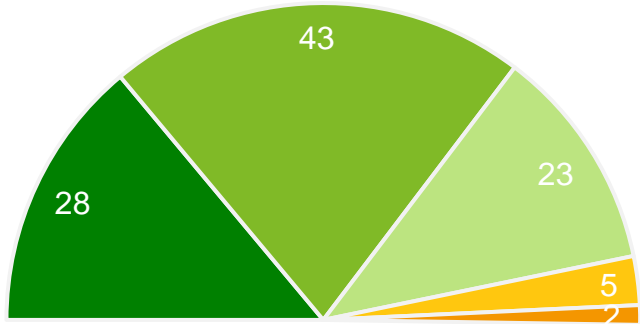
Local beaches and coastline

Performance ratings

% of respondents

94%
Positive rating*

73
Performance Index Score
(out of 100)

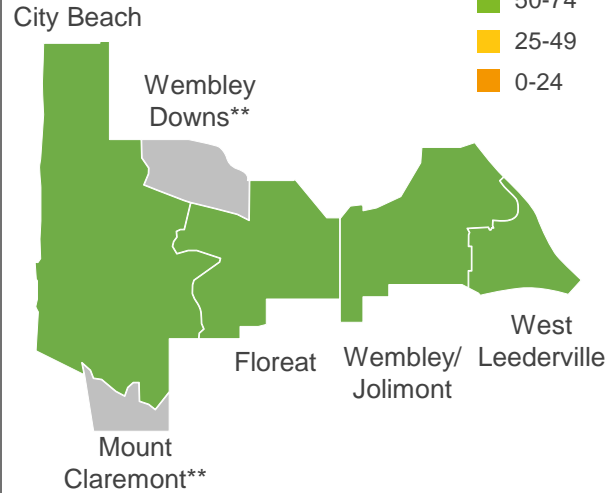


■ Excellent ■ Good ■ Okay ■ Poor ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	72
Floreat	73
Wembley / Jolimont	74
West Leederville	70

Community variances

Performance Index Score

Gender

Male	74
Female	72

Age of children

0-4 years	74
5-11 years	71
12-17 years	71
18+ years	73
No children	74

Disability & culture

Disability	60
Mainly speak LOTE	55

Age

18-34 years	75
35-49 years	71
50-64 years	70
65+ years	75

Home ownership

Home owner	72
Renting / other	74

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	73
Industry High	73
Industry Average	63

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 618).

* Positive Rating = excellent, good + okay ** Small sample size

Waste management

Performance ratings

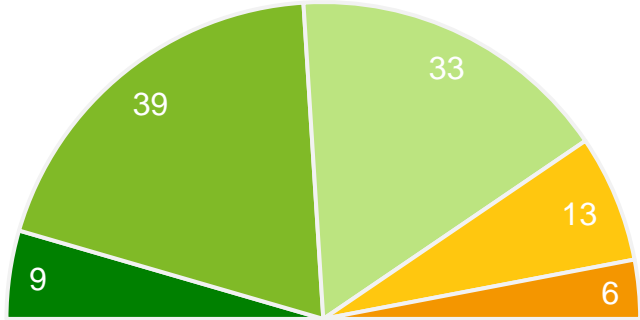
% of respondents

81%

Positive rating*

58

Performance Index Score (out of 100)

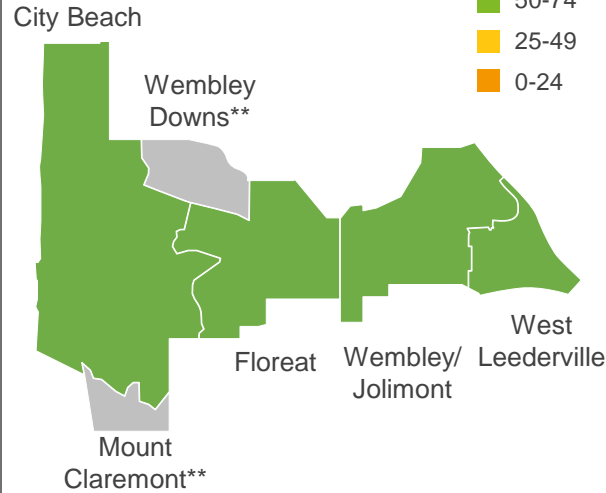


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	62
Floreat	61
Wembley / Jolimont	58
West Leederville	50

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	58
Industry High	77
Industry Average	63

Community variances

Performance Index Score

Gender

Male	61
Female	56

Age of children

0-4 years	54
5-11 years	57
12-17 years	56
18+ years	57
No children	61

Disability & culture

Disability	51
Mainly speak LOTE	43

Age

18-34 years	52
35-49 years	56
50-64 years	57
65+ years	65

Home ownership

Home owner	58
Renting / other	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 667).

* Positive Rating = excellent, good + okay ** Small sample size

Environmental health management

(noise, pollution, food inspections, etc)

Performance ratings

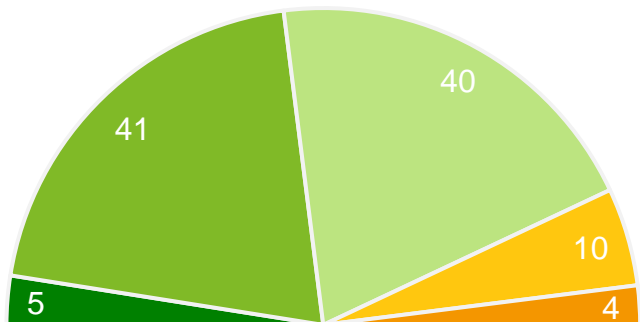
% of respondents

86%

Positive rating*

58

Performance Index Score (out of 100)

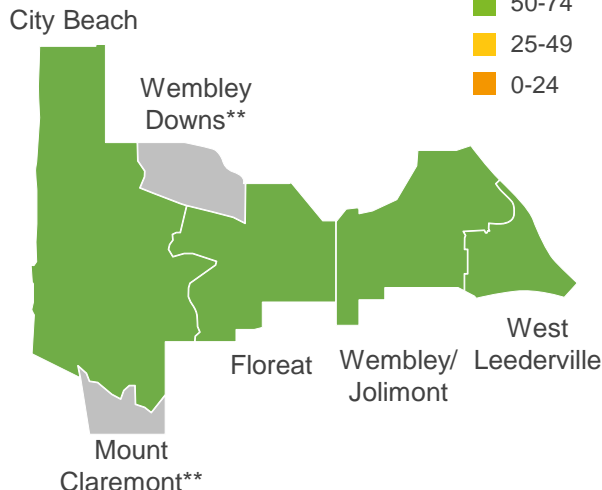


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	57
Floreat	59
Wembley / Jolimont	58
West Leederville	60

Community variances

Performance Index Score

Gender

Male	60
Female	58

Age of children

0-4 years	56
5-11 years	56
12-17 years	59
18+ years	60
No children	60

Disability & culture

Disability	52
Mainly speak LOTE	42

Age

18-34 years	61
35-49 years	56
50-64 years	57
65+ years	59

Home ownership

Home owner	58
Renting / other	58

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	58
Industry High	64
Industry Average	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 446).

* Positive Rating = excellent, good + okay ** Small sample size

Natural disaster management

(education, prevention and relief for fires, flooding, etc)

Performance ratings

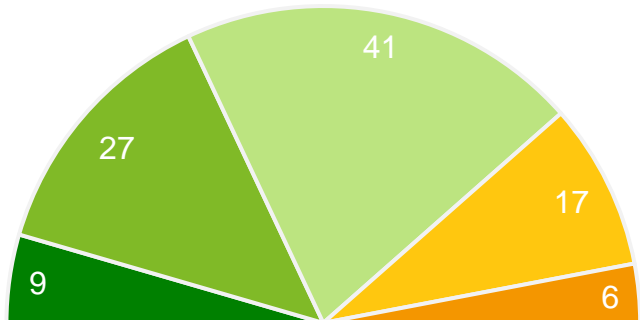
% of respondents

77%

Positive rating*

54

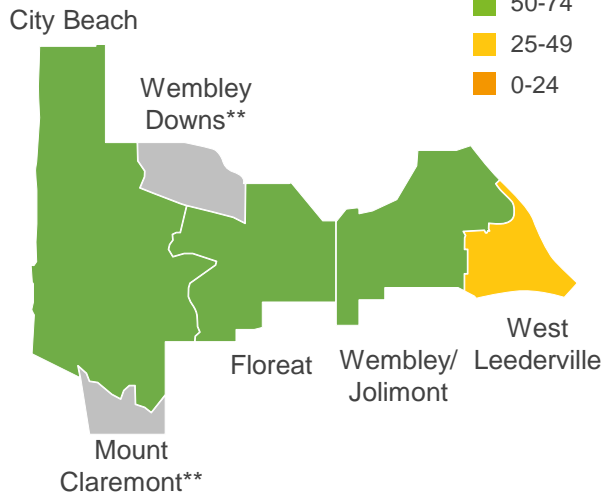
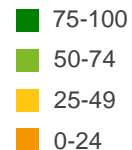
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	58
Floreat	58
Wembley / Jolimont	54
West Leederville	41

Community variances

Performance Index Score

Gender

Male	58
Female	50

Age of children

0-4 years	53
5-11 years	55
12-17 years	53
18+ years	54
No children	56

Disability & culture

Disability	39
Mainly speak LOTE	52

Age

18-34 years	57
35-49 years	53
50-64 years	49
65+ years	55

Home ownership

Home owner	51
Renting / other	70

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	54
Industry High	69
Industry Average	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 270).

* Positive Rating = excellent, good + okay ** Small sample size

Place

Managing responsible growth and development

Performance ratings

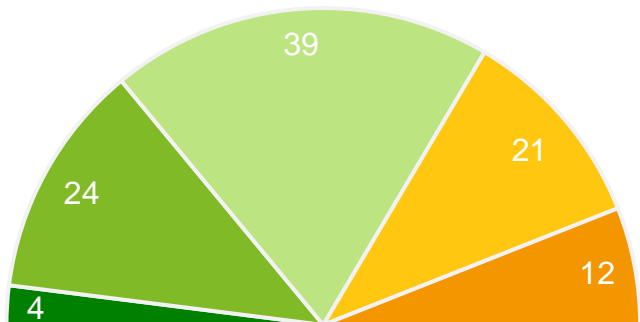
% of respondents

67%

Positive rating*

47

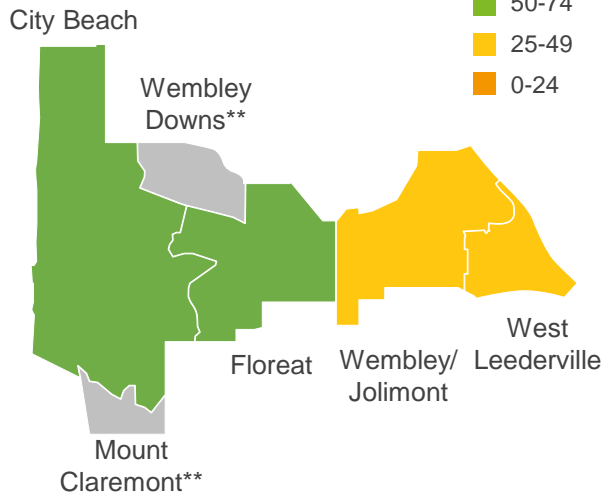
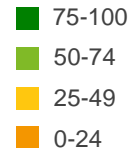
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	54
Floreat	52
Wembley / Jolimont	47
West Leederville	34

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	47
Industry High	58
Industry Average	47

Community variances

Performance Index Score

Gender

Male	50
Female	44

Age

18-34 years	46
35-49 years	43
50-64 years	46
65+ years	53

Age of children

0-4 years	40
5-11 years	42
12-17 years	46
18+ years	47
No children	50

Disability & culture

Disability	41
Mainly speak LOTE	45

Home ownership

Home owner	46
Renting / other	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 533).

* Positive Rating = excellent, good + okay ** Small sample size

Area's character and identity

Performance ratings

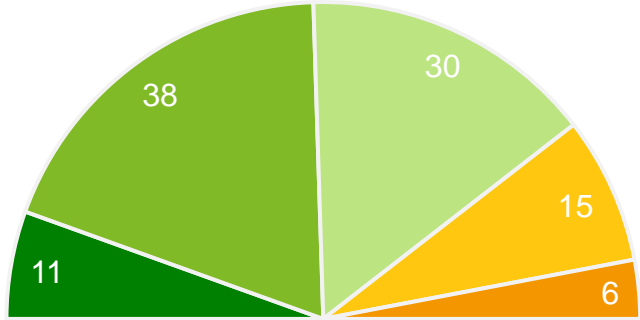
% of respondents

79%

Positive rating*

58

Performance Index Score (out of 100)

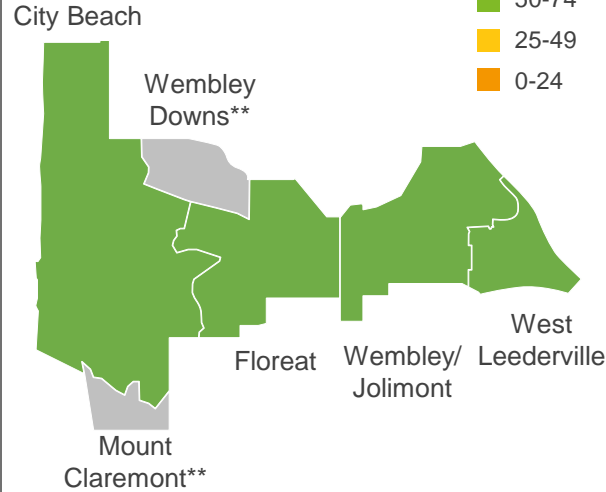


■ Excellent ■ Good ■ Okay ■ Poor ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	65
Floreat	62
Wembley / Jolimont	55
West Leederville	53

Community variances

Performance Index Score

Gender

Male	60
Female	57

Age of children

0-4 years	55
5-11 years	56
12-17 years	55
18+ years	59
No children	61

Disability & culture

Disability	53
Mainly speak LOTE	58

Age

18-34 years	65
35-49 years	55
50-64 years	54
65+ years	61

Home ownership

Home owner	58
Renting / other	63

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	58
Industry High	65
Industry Average	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 609).

* Positive Rating = excellent, good + okay ** Small sample size

Planning and building approvals

Performance ratings

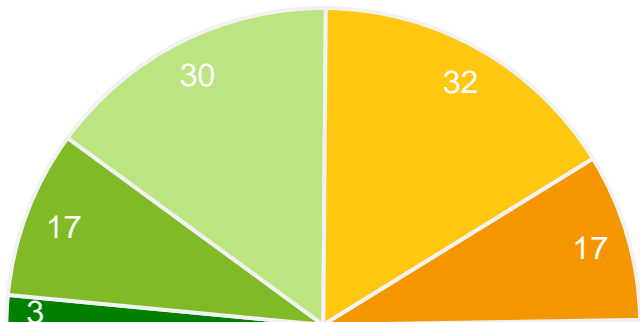
% of respondents

50%

Positive rating*

39

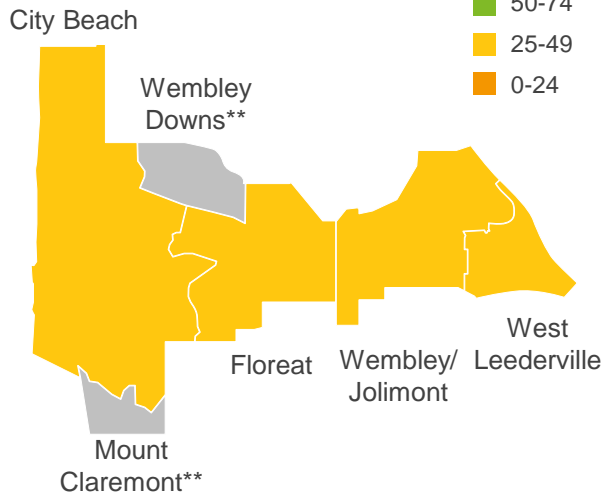
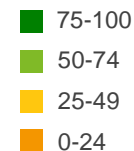
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	41
Floreat	42
Wembley / Jolimont	40
West Leederville	34

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	39
Industry High	59
Industry Average	44

Community variances

Performance Index Score

Gender

Male	41
Female	38

Age of children

0-4 years	31
5-11 years	36
12-17 years	35
18+ years	42
No children	43

Disability & culture

Disability	32
Mainly speak LOTE	31

Age

18-34 years	42
35-49 years	37
50-64 years	38
65+ years	42

Home ownership

Home owner	39
Renting / other	44

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 492).

* Positive Rating = excellent, good + okay ** Small sample size

Access to housing that meets your needs

Performance ratings

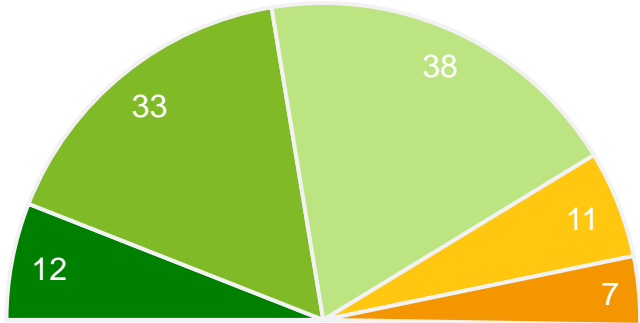
% of respondents

83%

Positive rating*

58

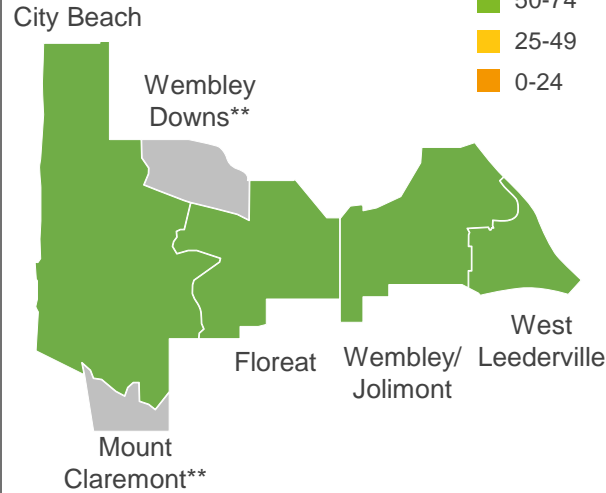
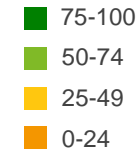
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	61
Floreat	59
Wembley / Jolimont	60
West Leederville	52

Community variances

Performance Index Score

Gender

Male	60
Female	56

Age of children

0-4 years	51
5-11 years	56
12-17 years	57
18+ years	59
No children	61

Disability & culture

Disability	46
Mainly speak LOTE	28

Age

18-34 years	61
35-49 years	56
50-64 years	60
65+ years	58

Home ownership

Home owner	59
Renting / other	51

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	58
Industry High	68
Industry Average	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 484).

* Positive Rating = excellent, good + okay ** Small sample size

Preserving & promoting local history & heritage

Performance ratings

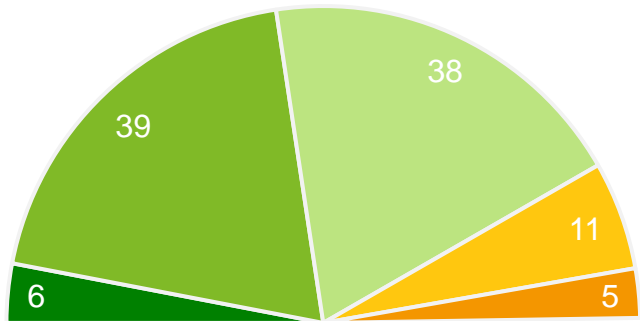
% of respondents

83%

Positive rating*

57

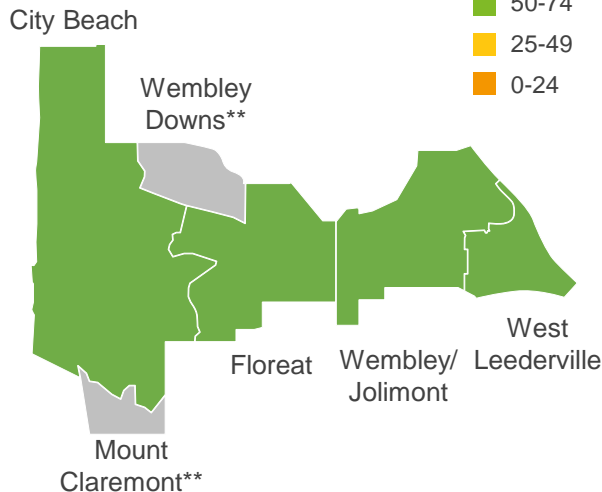
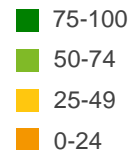
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	60
Floreat	59
Wembley / Jolimont	56
West Leederville	55

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	57
Industry High	73
Industry Average	58

Community variances

Performance Index Score

Gender

Male	58
Female	56

Age of children

0-4 years	60
5-11 years	58
12-17 years	54
18+ years	56
No children	58

Disability & culture

Disability	52
Mainly speak LOTE	55

Age

18-34 years	65
35-49 years	54
50-64 years	54
65+ years	60

Home ownership

Home owner	57
Renting / other	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 500).

* Positive Rating = excellent, good + okay ** Small sample size

Community buildings, halls and toilets

Performance ratings

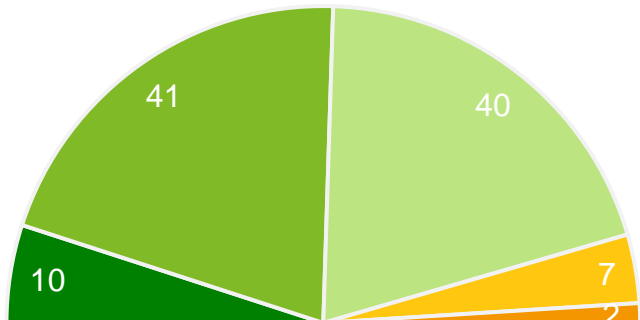
% of respondents

91%

Positive rating*

62

Performance Index Score (out of 100)

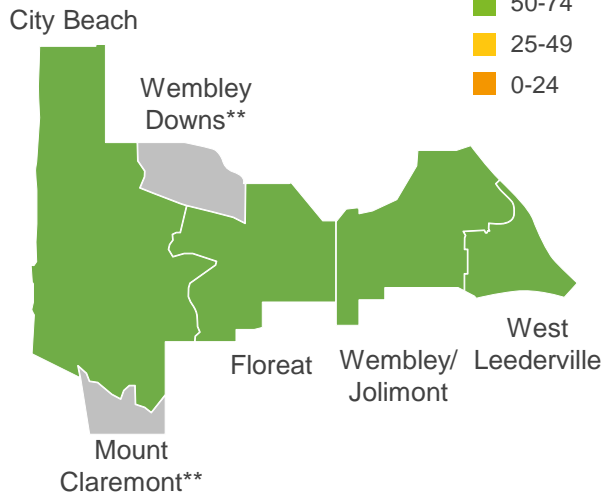


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	66
Floreat	62
Wembley / Jolimont	62
West Leederville	60

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	62
Industry High	66
Industry Average	57

Community variances

Performance Index Score

Gender

Male	62
Female	63

Age of children

0-4 years	59
5-11 years	62
12-17 years	62
18+ years	62
No children	65

Disability & culture

Disability	54
Mainly speak LOTE	54

Age

18-34 years	65
35-49 years	61
50-64 years	59
65+ years	66

Home ownership

Home owner	62
Renting / other	67

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 584).

* Positive Rating = excellent, good + okay ** Small sample size

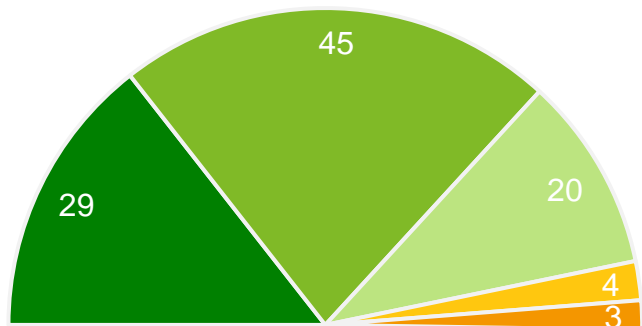
Playgrounds, parks and reserves

Performance ratings

% of respondents

94%
Positive rating*

74
Performance Index Score
(out of 100)

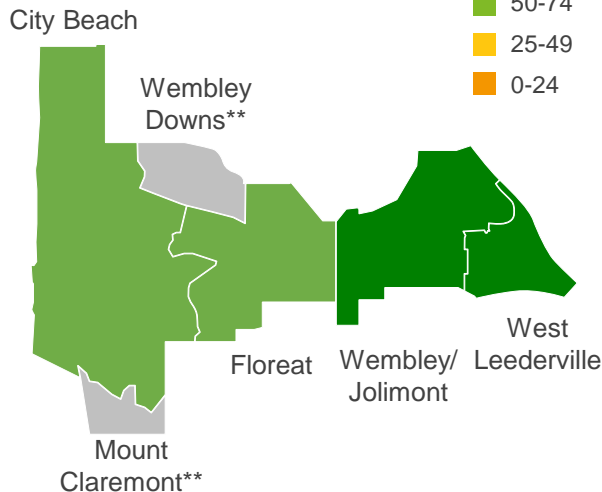


■ Excellent ■ Good ■ Okay ■ Poor ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	74
Floreat	69
Wembley / Jolimont	76
West Leederville	75

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	74
Industry High	81
Industry Average	67

Community variances

Performance Index Score

Gender

Male	73
Female	74

Age of children

0-4 years	70
5-11 years	68
12-17 years	71
18+ years	74
No children	77

Disability & culture

Disability	61
Mainly speak LOTE	56

Age

18-34 years	80
35-49 years	68
50-64 years	72
65+ years	76

Home ownership

Home owner	73
Renting / other	77

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 654).

* Positive Rating = excellent, good + okay ** Small sample size

Streetscapes, trees and verges

Performance ratings

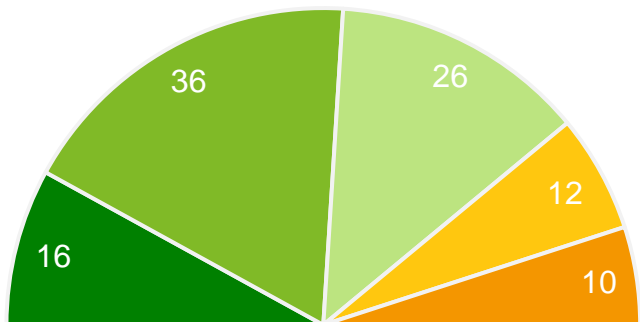
% of respondents

78%

Positive rating*

59

Performance Index Score (out of 100)

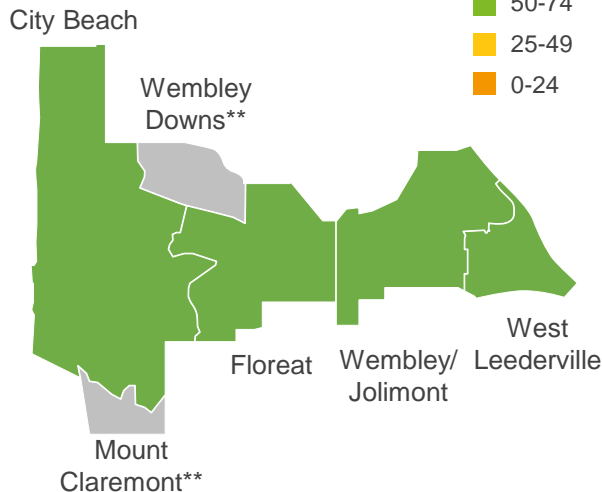


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	66
Floreat	60
Wembley / Jolimont	57
West Leederville	56

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	59
Industry High	64
Industry Average	53

Community variances

Performance Index Score

Gender

Male	61
Female	58

Age

18-34 years	69
35-49 years	56
50-64 years	54
65+ years	61

Age of children

0-4 years	57
5-11 years	59
12-17 years	57
18+ years	59
No children	62

Disability & culture

Disability	49
Mainly speak LOTE	48

Home ownership

Home owner	58
Renting / other	70

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 655).

* Positive Rating = excellent, good + okay ** Small sample size

Footpaths, trails and cycleways

Performance ratings

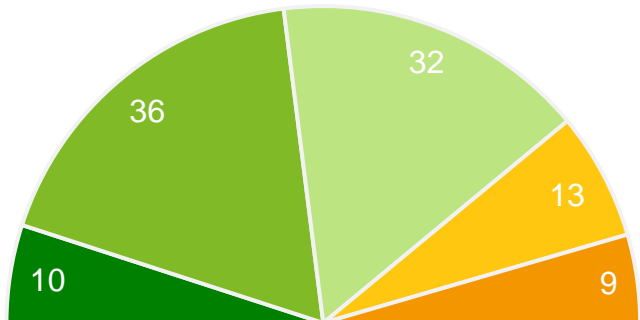
% of respondents

78%

Positive rating*

56

Performance Index Score (out of 100)

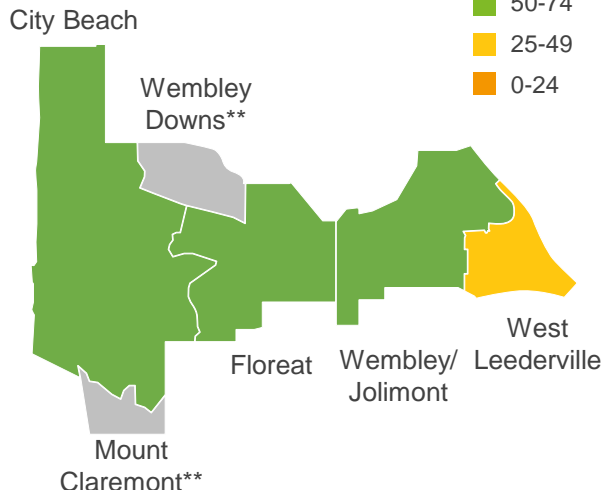


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	65
Floreat	60
Wembley / Jolimont	55
West Leederville	46

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	56
Industry High	68
Industry Average	53

Community variances

Performance Index Score

Gender

Male	59
Female	54

Age of children

0-4 years	48
5-11 years	54
12-17 years	54
18+ years	55
No children	59

Disability & culture

Disability	48
Mainly speak LOTE	46

Age

18-34 years	58
35-49 years	53
50-64 years	52
65+ years	61

Home ownership

Home owner	56
Renting / other	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 654).

* Positive Rating = excellent, good + okay ** Small sample size

Building and maintaining local roads

Performance ratings

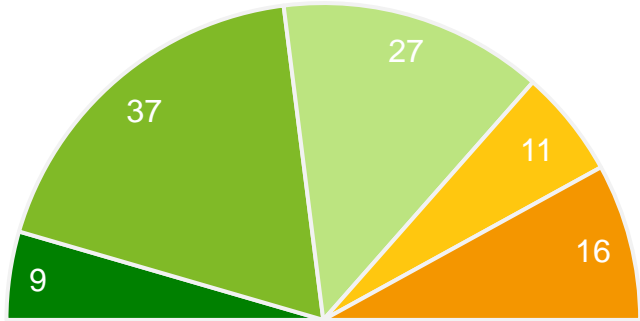
% of respondents

73%

Positive rating*

53

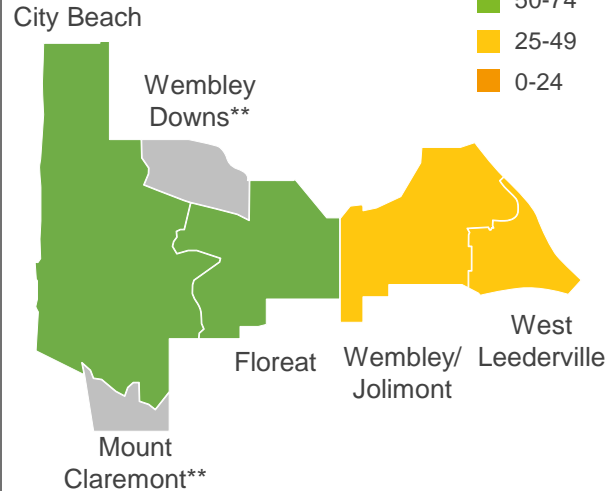
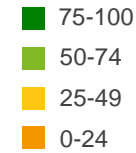
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	67
Floreat	63
Wembley / Jolimont	48
West Leederville	41

Community variances

Performance Index Score

Gender

Male	58
Female	50

Age of children

0-4 years	47
5-11 years	51
12-17 years	53
18+ years	59
No children	55

Disability & culture

Disability	48
Mainly speak LOTE	57

Age

18-34 years	44
35-49 years	50
50-64 years	55
65+ years	62

Home ownership

Home owner	54
Renting / other	51

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	53
Industry High	67
Industry Average	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 650).

* Positive Rating = excellent, good + okay ** Small sample size

Parking

(availability and management)

Performance ratings

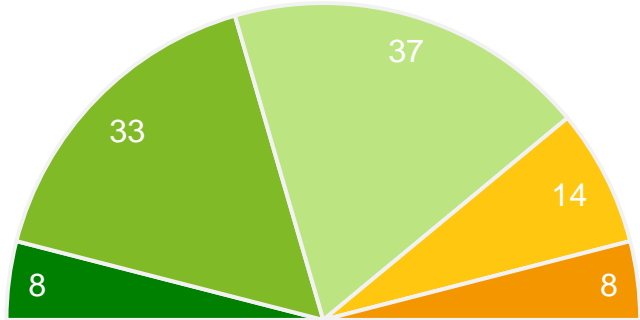
% of respondents

78%

Positive rating*

55

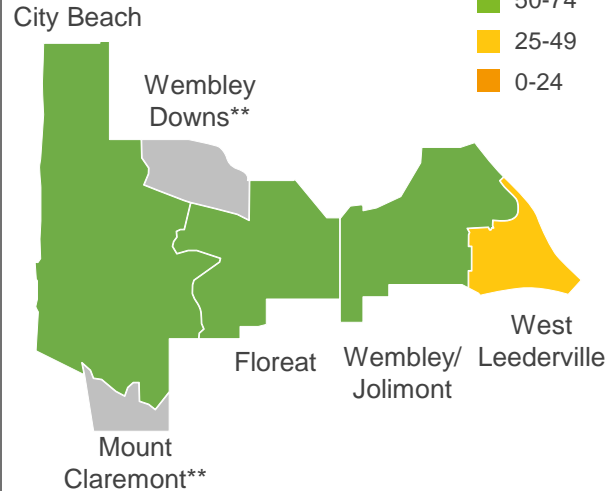
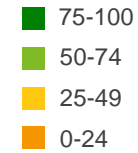
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	62
Floreat	60
Wembley / Jolimont	53
West Leederville	46

Community variances

Performance Index Score

Gender

Male	56
Female	54

Age of children

0-4 years	54
5-11 years	55
12-17 years	55
18+ years	57
No children	56

Disability & culture

Disability	47
Mainly speak LOTE	60

Age

18-34 years	57
35-49 years	54
50-64 years	53
65+ years	57

Home ownership

Home owner	55
Renting / other	55

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	55
Industry High	60
Industry Average	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 622).

* Positive Rating = excellent, good + okay ** Small sample size

Access to public transport

Performance ratings

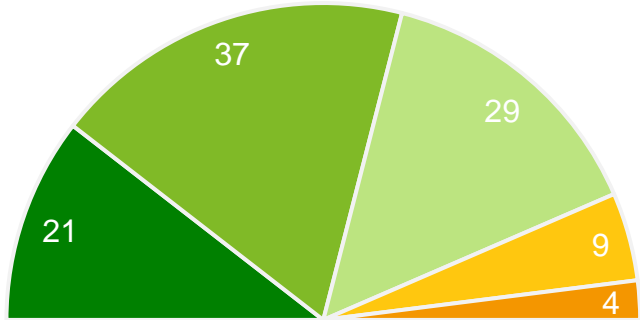
% of respondents

87%

Positive rating*

65

Performance Index Score (out of 100)

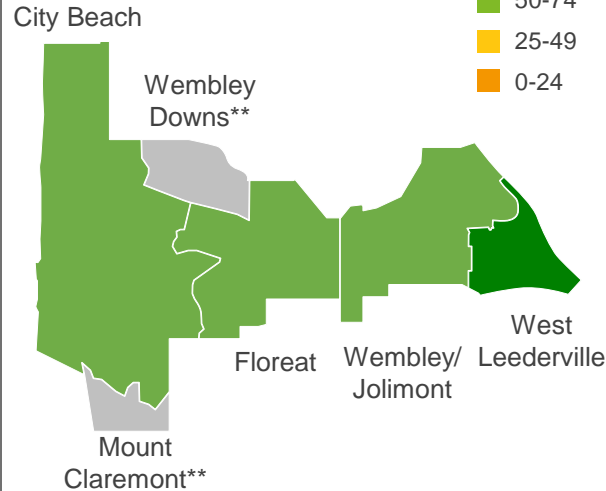


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	54
Floreat	62
Wembley / Jolimont	67
West Leederville	77

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	65
Industry High	81
Industry Average	52

Community variances

Performance Index Score

Gender

Male	66
Female	65

Age of children

0-4 years	62
5-11 years	64
12-17 years	61
18+ years	64
No children	68

Disability & culture

Disability	60
Mainly speak LOTE	55

Age

18-34 years	67
35-49 years	64
50-64 years	62
65+ years	70

Home ownership

Home owner	66
Renting / other	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 629).

* Positive Rating = excellent, good + okay ** Small sample size

Prosperity

Place to own or operate a business

Performance ratings

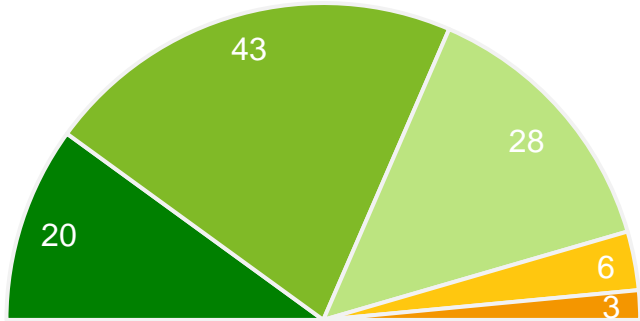
% of respondents

91%

Positive rating*

68

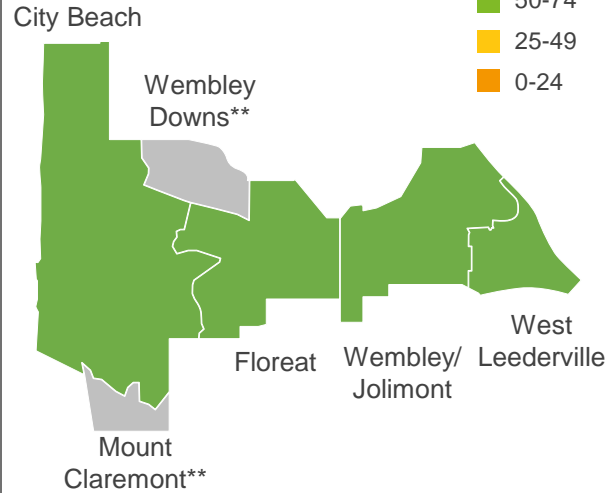
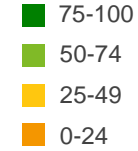
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	68
Floreat	65
Wembley / Jolimont	69
West Leederville	69

Community variances

Performance Index Score

Gender

Male	68
Female	69

Age of children

0-4 years	65
5-11 years	68
12-17 years	67
18+ years	67
No children	70

Disability & culture

Disability	64
Mainly speak LOTE	51

Age

18-34 years	71
35-49 years	65
50-64 years	66
65+ years	71

Home ownership

Home owner	67
Renting / other	75

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	68
Industry High	71
Industry Average	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 303).

* Positive Rating = excellent, good + okay ** Small sample size

Place to own or operate a business

Among local business owners and managers

Performance ratings

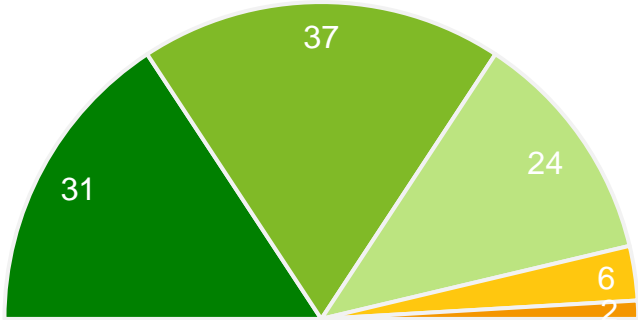
% of respondents

92%

Positive rating*

73

Performance Index Score
(out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

Not available

Community variances

Performance Index Score

Not available

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	73
Industry High	79
Industry Average	68

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 54).

* Positive Rating = excellent, good + okay

Economic development and job creation

Performance ratings

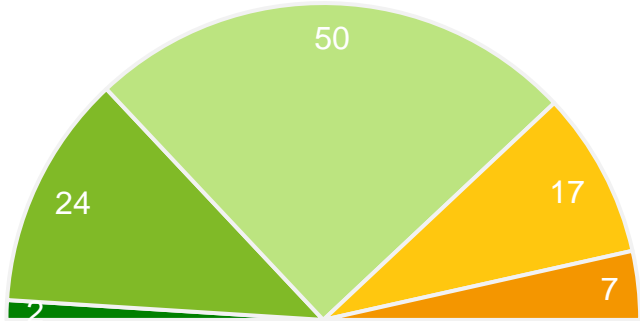
% of respondents

76%

Positive rating*

49

Performance Index Score (out of 100)

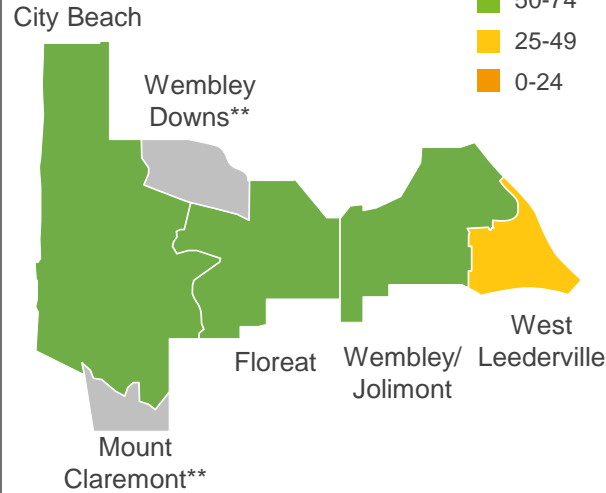


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	50
Floreat	51
Wembley / Jolimont	50
West Leederville	46

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	49
Industry High	57
Industry Average	42

Community variances

Performance Index Score

Gender

Male	52
Female	47

Age of children

0-4 years	49
5-11 years	48
12-17 years	46
18+ years	50
No children	51

Disability & culture

Disability	40
Mainly speak LOTE	44

Age

18-34 years	52
35-49 years	46
50-64 years	48
65+ years	51

Home ownership

Home owner	49
Renting / other	50

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 254).

* Positive Rating = excellent, good + okay ** Small sample size

Development and activation of town centres

Performance ratings

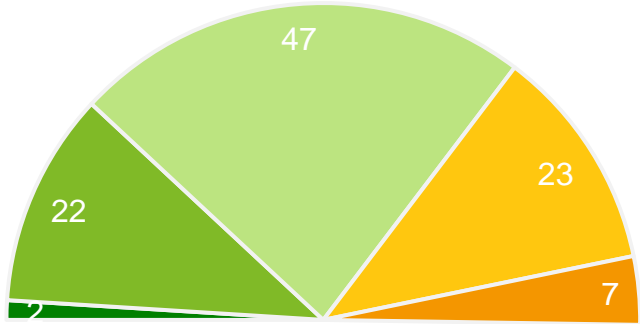
% of respondents

71%

Positive rating*

47

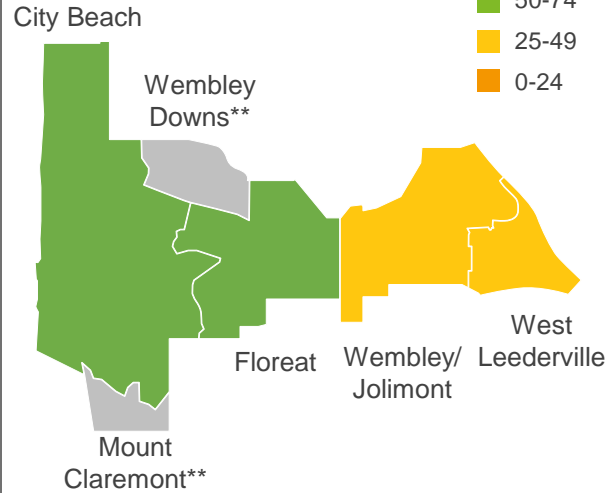
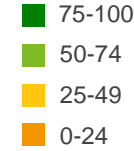
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	50
Floreat	50
Wembley / Jolimont	49
West Leederville	40

Community variances

Performance Index Score

Gender

Male	49
Female	46

Age of children

0-4 years	43
5-11 years	47
12-17 years	46
18+ years	48
No children	50

Disability & culture

Disability	46
Mainly speak LOTE	47

Age

18-34 years	50
35-49 years	45
50-64 years	46
65+ years	51

Home ownership

Home owner	47
Renting / other	53

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	47
Industry High	65
Industry Average	47

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

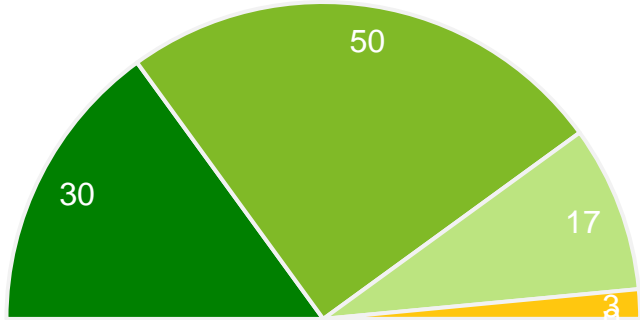
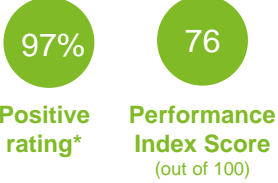
Base: All respondents, excludes 'unsure' and 'no response' (n = 481).

* Positive Rating = excellent, good + okay ** Small sample size

Place to visit

Performance ratings

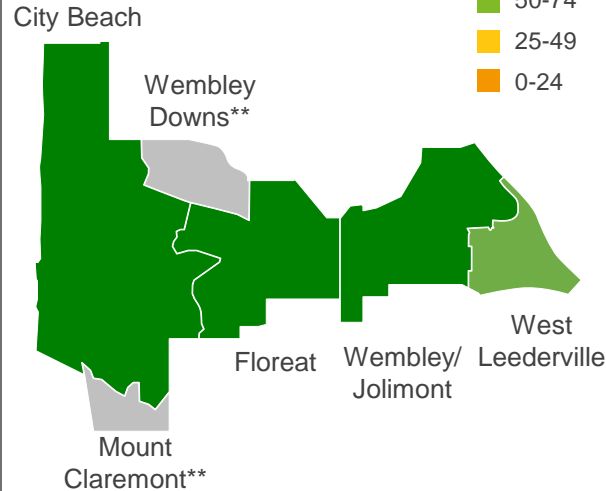
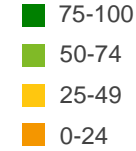
% of respondents



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	79
Floreat	80
Wembley / Jolimont	77
West Leederville	70

Community variances

Performance Index Score

Gender

Male	76
Female	77

Age of children

0-4 years	76
5-11 years	75
12-17 years	79
18+ years	75
No children	77

Disability & culture

Disability	72
Mainly speak LOTE	75

Age

18-34 years	74
35-49 years	77
50-64 years	77
65+ years	79

Home ownership

Home owner	77
Renting / other	72

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	76
Industry High	87
Industry Average	68

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 745).

* Positive Rating = excellent, good + okay ** Small sample size

Access to education, training and personal development opportunities

Performance ratings

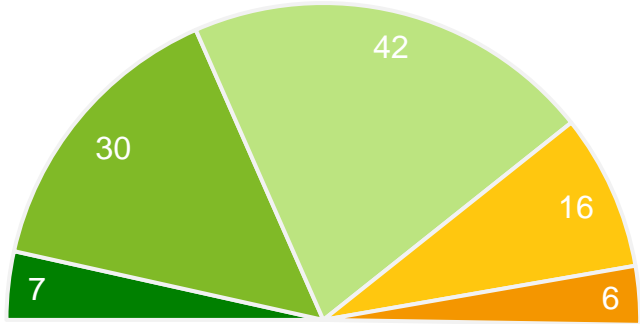
% of respondents

79%

Positive rating*

54

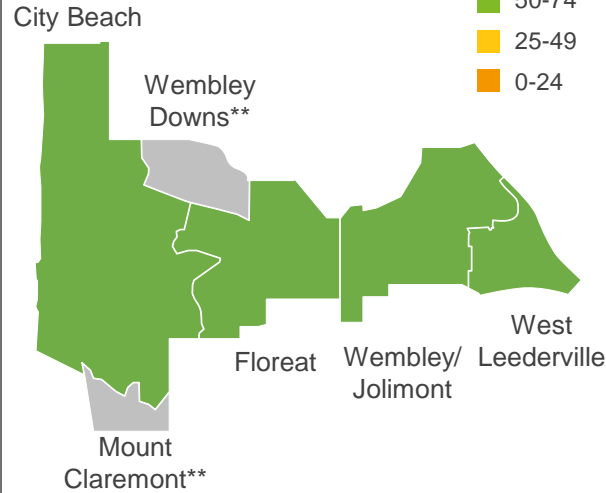
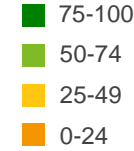
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	55
Floreat	60
Wembley / Jolimont	53
West Leederville	50

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	54
Industry High	64
Industry Average	49

Community variances

Performance Index Score

Gender

Male	56
Female	53

Age of children

0-4 years	51
5-11 years	51
12-17 years	54
18+ years	54
No children	56

Disability & culture

Disability	46
Mainly speak LOTE	52

Age

18-34 years	61
35-49 years	50
50-64 years	52
65+ years	55

Home ownership

Home owner	53
Renting / other	60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 310).

* Positive Rating = excellent, good + okay ** Small sample size

Library services

Performance ratings

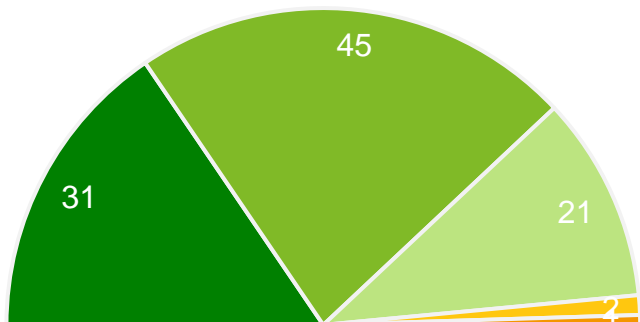
% of respondents

97%

Positive rating*

76

Performance Index Score (out of 100)

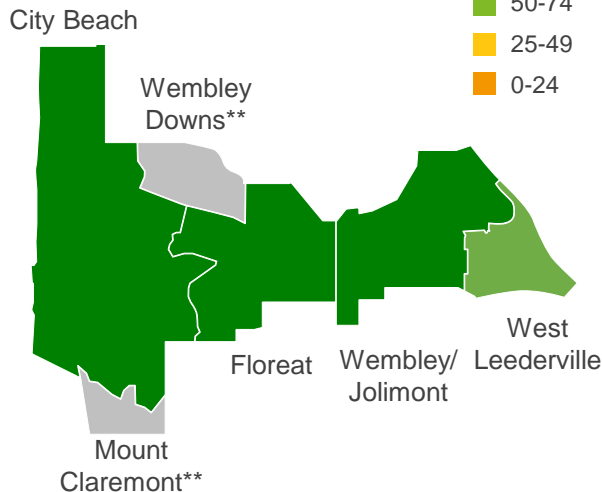


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	76
Floreat	77
Wembley / Jolimont	76
West Leederville	72

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	76
Industry High	82
Industry Average	71

Community variances

Performance Index Score

Gender

Male	76
Female	76

Age of children

0-4 years	76
5-11 years	75
12-17 years	76
18+ years	77
No children	76

Disability & culture

Disability	66
Mainly speak LOTE	68

Age

18-34 years	71
35-49 years	75
50-64 years	74
65+ years	80

Home ownership

Home owner	76
Renting / other	69

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 576).

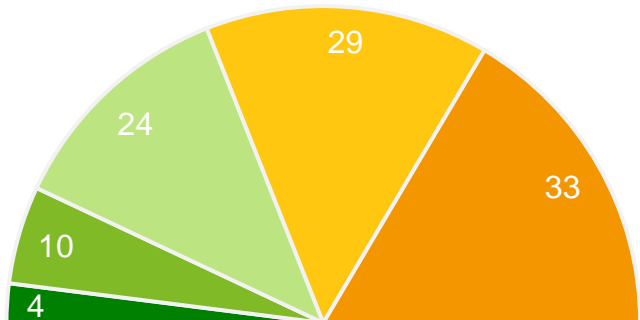
* Positive Rating = excellent, good + okay ** Small sample size

Performance

Council's leadership

Performance ratings

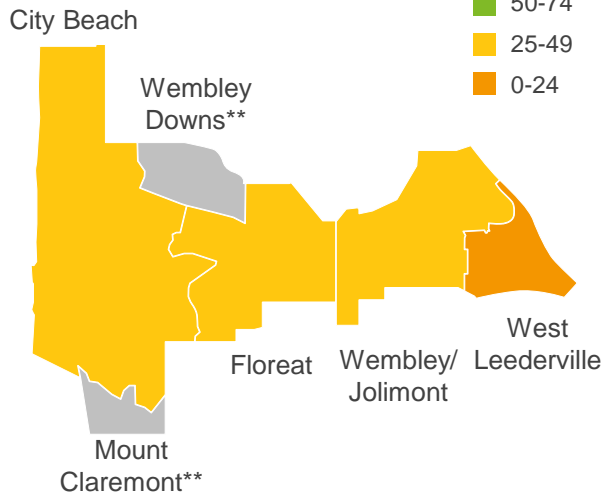
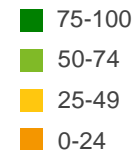
% of respondents



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	38
Floreat	34
Wembley / Jolimont	27
West Leederville	23

Community variances

Performance Index Score

Gender

Male	30
Female	31

Age of children

0-4 years	20
5-11 years	27
12-17 years	28
18+ years	33
No children	34

Disability & culture

Disability	24
Mainly speak LOTE	24

Age

18-34 years	22
35-49 years	25
50-64 years	31
65+ years	40

Home ownership

Home owner	31
Renting / other	23

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	30
Industry High	60
Industry Average	47

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 516).

* Positive Rating = excellent, good + okay ** Small sample size

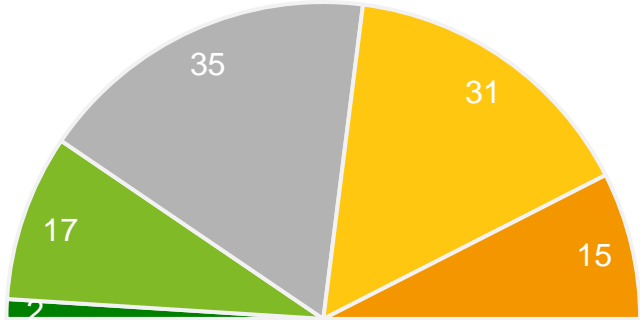
The Town has developed and communicated a clear vision for the area

Performance ratings

% of respondents

19%

Total Agree

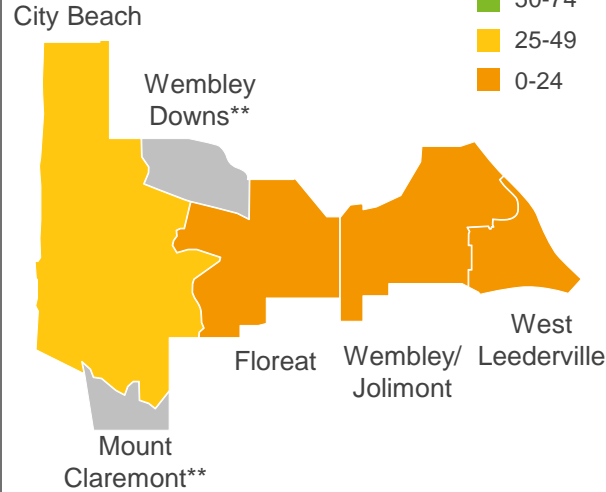


■ Strongly agree
 ■ Agree
 ■ Neutral/unsure
 ■ Disagree
 ■ Strongly disagree

Geographical variances

% agree

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	29
Floreat	23
Wembley / Jolimont	16
West Leederville	11

MARKYT Industry Standards

% agree



Town of Cambridge	19
Industry High	50
Industry Average	30

Community variances

% agree

Gender

Male	20
Female	18

Age of children

0-4 years	13
5-11 years	16
12-17 years	18
18+ years	19
No children	22

Disability & culture

Disability	11
Mainly speak LOTE	11

Age

18-34 years	20
35-49 years	16
50-64 years	14
65+ years	27

Home ownership

Home owner	19
Renting / other	21

Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 753). ** Small sample size

Strategic Community Plan

Performance ratings

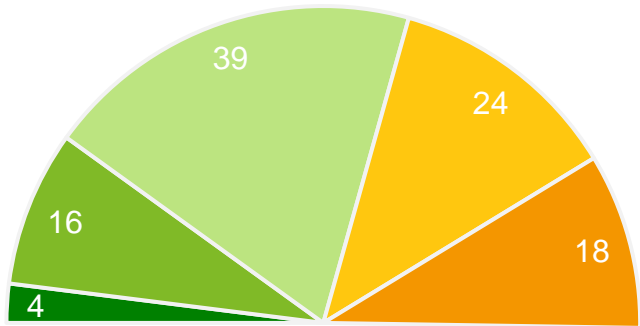
% of respondents

59%

Positive rating*

41

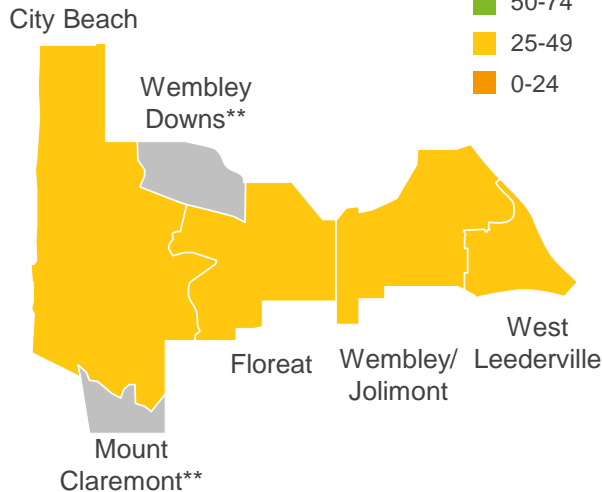
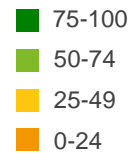
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	47
Floreat	42
Wembley / Jolimont	42
West Leederville	32

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	41
Industry High	49
Industry Average	43

Community variances

Performance Index Score

Gender

Male	44
Female	37

Age of children

0-4 years	33
5-11 years	36
12-17 years	38
18+ years	38
No children	46

Disability & culture

Disability	30
Mainly speak LOTE	25

Age

18-34 years	42
35-49 years	38
50-64 years	40
65+ years	47

Home ownership

Home owner	42
Renting / other	37

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 325).

* Positive Rating = excellent, good + okay ** Small sample size

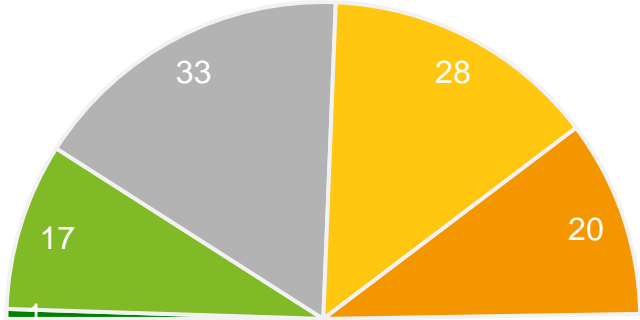
The Town has a good understanding of community needs

Performance ratings

% of respondents

18%

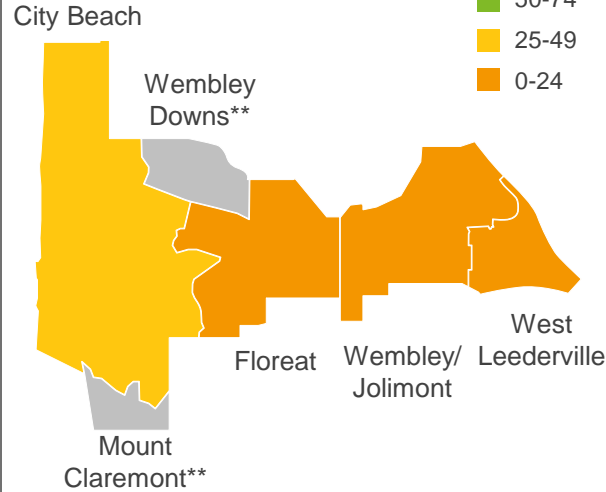
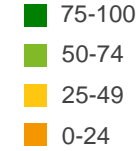
Total Agree



■ Strongly agree
 ■ Agree
 ■ Neutral/unsure
 ■ Disagree
 ■ Strongly disagree

Geographical variances

% agree



Location

City Beach	30
Floreat	23
Wembley / Jolimont	13
West Leederville	10

Community variances

% agree

Gender

Male	20
Female	17

Age of children

0-4 years	9
5-11 years	14
12-17 years	16
18+ years	21
No children	22

Disability & culture

Disability	11
Mainly speak LOTE	9

Age

18-34 years	15
35-49 years	13
50-64 years	16
65+ years	29

Home ownership

Home owner	18
Renting / other	21

MARKYT Industry Standards

% agree



Town of Cambridge	18
Industry High	58
Industry Average	30

Q. How strongly do you agree or disagree with the following statements?

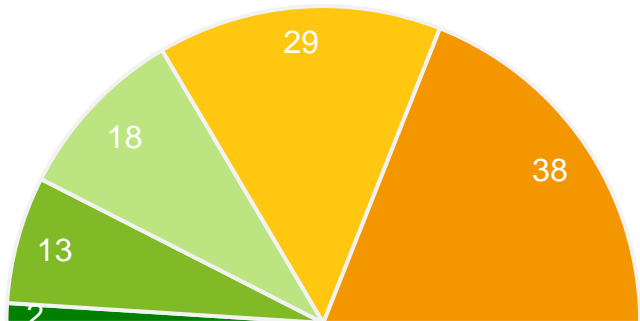
Base: All respondents, excludes 'no response' (n = 756). ** Small sample size

How the community is consulted on local issues

Performance ratings

% of respondents

33% Positive rating*
28 Performance Index Score (out of 100)

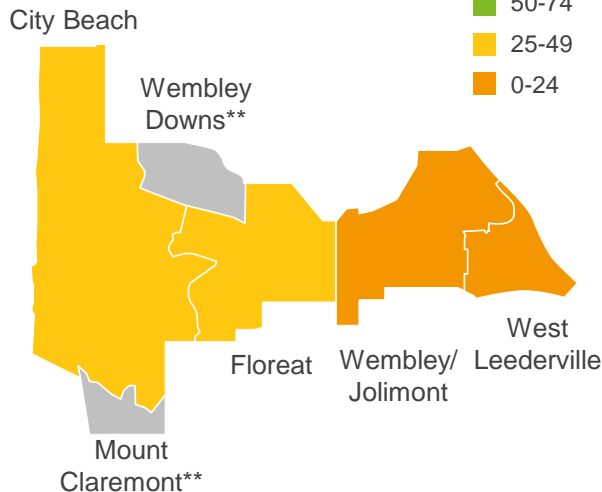


■ Excellent ■ Good ■ Okay ■ Poor ■ Terrible

Geographical variances

Performance Index Score

75-100
50-74
25-49
0-24



Location

City Beach	41
Floreat	36
Wembley / Jolimont	23
West Leederville	16

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	28
Industry High	60
Industry Average	43

Community variances

Performance Index Score

Gender

Male	30
Female	27

Age of children

0-4 years	18
5-11 years	23
12-17 years	23
18+ years	27
No children	33

Disability & culture

Disability	21
Mainly speak LOTE	25

Age

18-34 years	21
35-49 years	23
50-64 years	28
65+ years	38

Home ownership

Home owner	28
Renting / other	27

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 593).

* Positive Rating = excellent, good + okay ** Small sample size

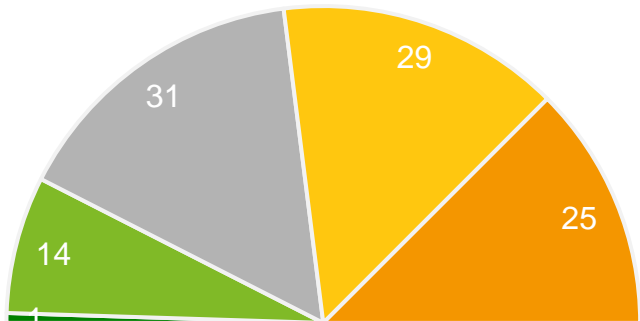
The Town listens to and respects residents' views

Performance ratings

% of respondents

15%

Total Agree

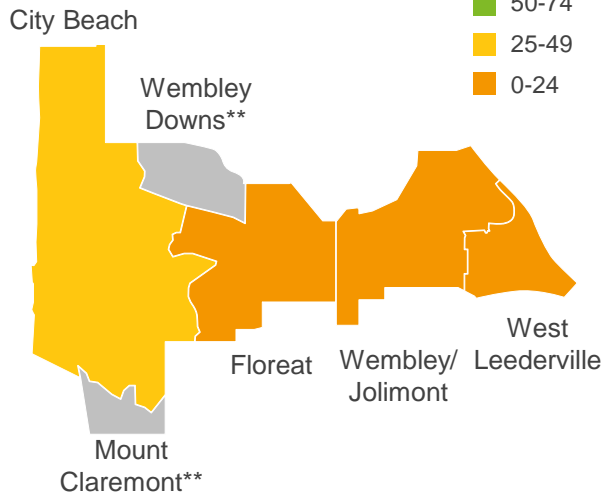


Strongly agree Agree Neutral/unsure Disagree Strongly disagree

Geographical variances

% agree

75-100
50-74
25-49
0-24



Location

City Beach	25
Floreat	18
Wembley / Jolimont	11
West Leederville	11

MARKYT Industry Standards

% agree



Town of Cambridge	15
Industry High	53
Industry Average	28

Community variances

% agree

Gender

Male	18
Female	14

Age of children

0-4 years	7
5-11 years	13
12-17 years	15
18+ years	17
No children	17

Disability & culture

Disability	15
Mainly speak LOTE	6

Age

18-34 years	17
35-49 years	12
50-64 years	14
65+ years	20

Home ownership

Home owner	14
Renting / other	26

Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 759). ** Small sample size

Advocacy & lobbying

on community's behalf to influence decisions and support local causes

Performance ratings

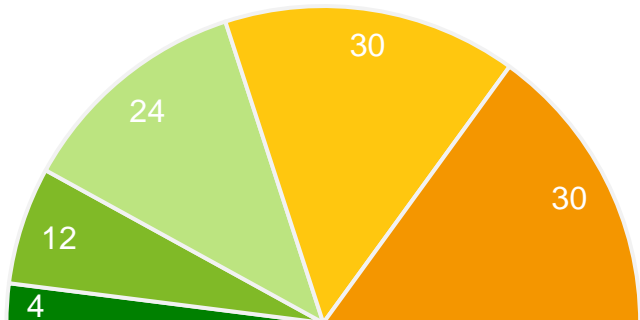
% of respondents

40%

Positive rating*

32

Performance Index Score (out of 100)

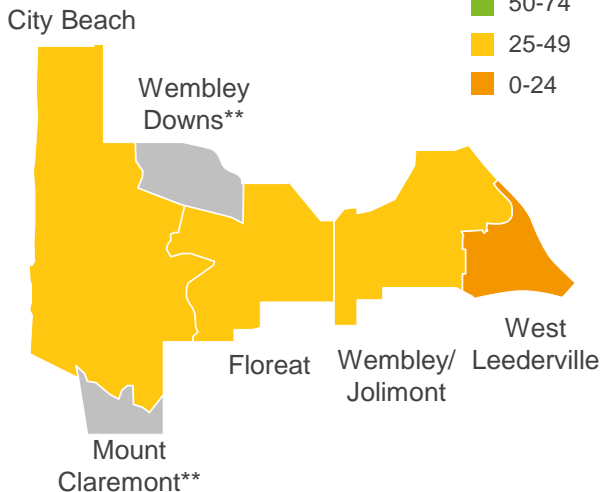


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	43
Floreat	41
Wembley / Jolimont	28
West Leederville	19

Community variances

Performance Index Score

Gender

Male	35
Female	31

Age of children

0-4 years	20
5-11 years	27
12-17 years	29
18+ years	34
No children	37

Disability & culture

Disability	29
Mainly speak LOTE	29

Age

18-34 years	22
35-49 years	27
50-64 years	33
65+ years	45

Home ownership

Home owner	32
Renting / other	35

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	32
Industry High	59
Industry Average	45

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 468).

* Positive Rating = excellent, good + okay ** Small sample size

How the community is informed about what's happening in the local area

Performance ratings

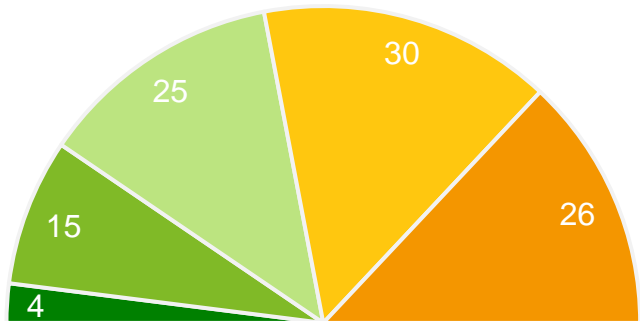
% of respondents

44%

Positive rating*

35

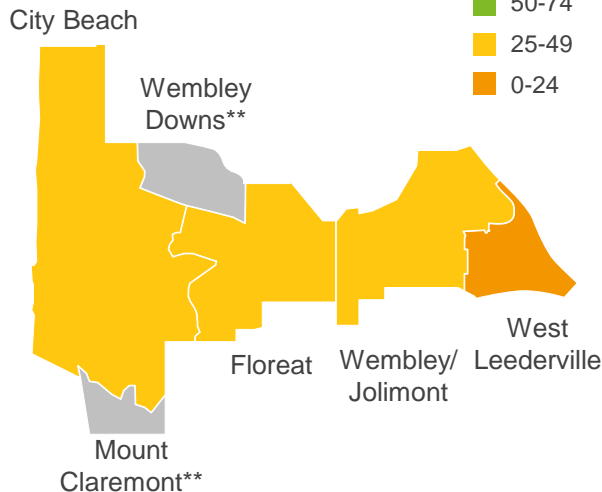
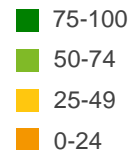
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	45
Floreat	43
Wembley / Jolimont	31
West Leederville	21

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	35
Industry High	62
Industry Average	47

Community variances

Performance Index Score

Gender

Male	36
Female	34

Age of children

0-4 years	25
5-11 years	32
12-17 years	32
18+ years	32
No children	39

Disability & culture

Disability	28
Mainly speak LOTE	31

Age

18-34 years	28
35-49 years	33
50-64 years	33
65+ years	43

Home ownership

Home owner	35
Renting / other	36

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 610).

* Positive Rating = excellent, good + okay ** Small sample size

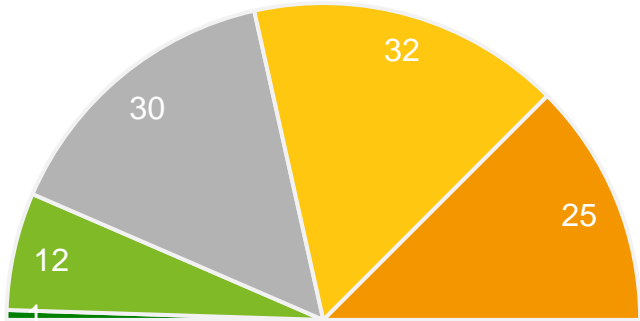
The Town clearly explains reasons for decisions and how residents' views are taken into account

Performance ratings

% of respondents

13%

Total Agree

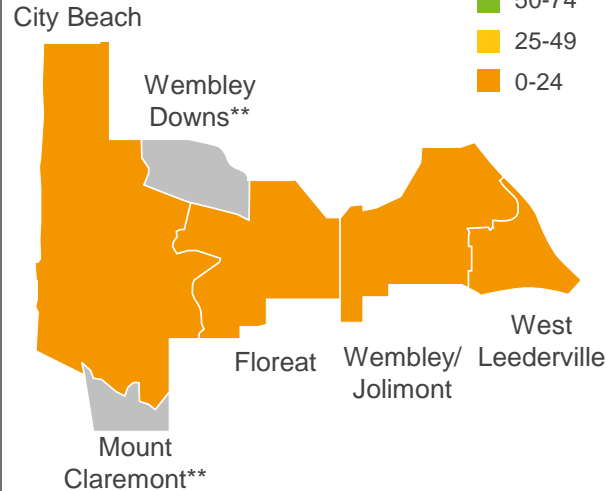


Strongly agree Agree Neutral/unsure Disagree Strongly disagree

Geographical variances

% agree

75-100
50-74
25-49
0-24



Location

City Beach	18
Floreat	12
Wembley / Jolimont	10
West Leederville	13

MARKYT Industry Standards

% agree



Town of Cambridge	13
Industry High	39
Industry Average	24

Community variances

% agree

Gender

Male	15
Female	11

Age of children

0-4 years	7
5-11 years	10
12-17 years	9
18+ years	12
No children	15

Disability & culture

Disability	9
Mainly speak LOTE	10

Age

18-34 years	21
35-49 years	9
50-64 years	11
65+ years	13

Home ownership

Home owner	12
Renting / other	20

Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 758). ** Small sample size

Customer service

Performance ratings

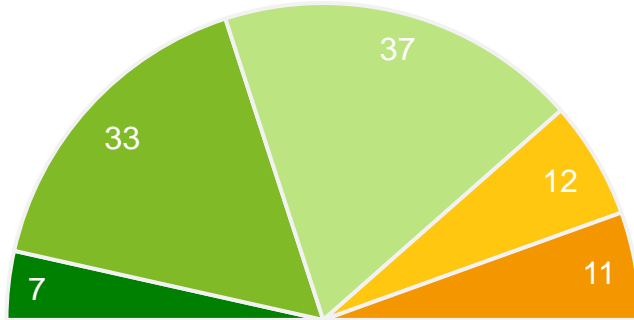
% of respondents

77%

Positive rating*

53

Performance Index Score (out of 100)

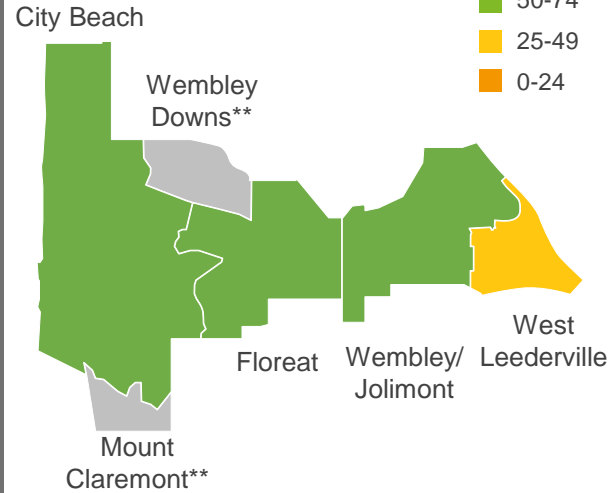


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	60
Floreat	53
Wembley / Jolimont	51
West Leederville	49

Community variances

Performance Index Score

Gender

Male	54
Female	52

Age of children

0-4 years	47
5-11 years	48
12-17 years	49
18+ years	56
No children	56

Disability & culture

Disability	42
Mainly speak LOTE	49

Age

18-34 years	49
35-49 years	50
50-64 years	51
65+ years	61

Home ownership

Home owner	53
Renting / other	57

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	53
Industry High	68
Industry Average	58

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

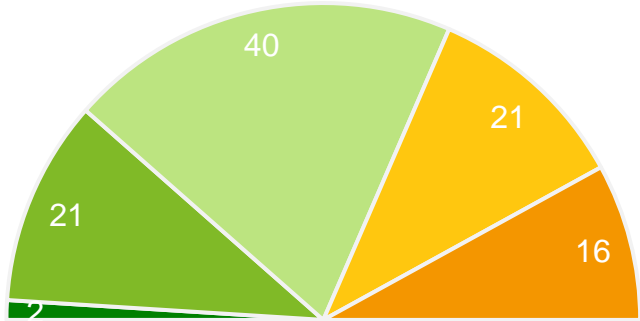
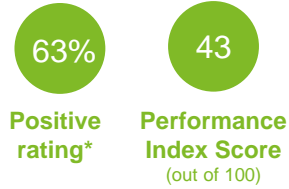
Base: All respondents, excludes 'unsure' and 'no response' (n = 548).

* Positive Rating = excellent, good + okay ** Small sample size

Embracing change, innovation and technology

Performance ratings

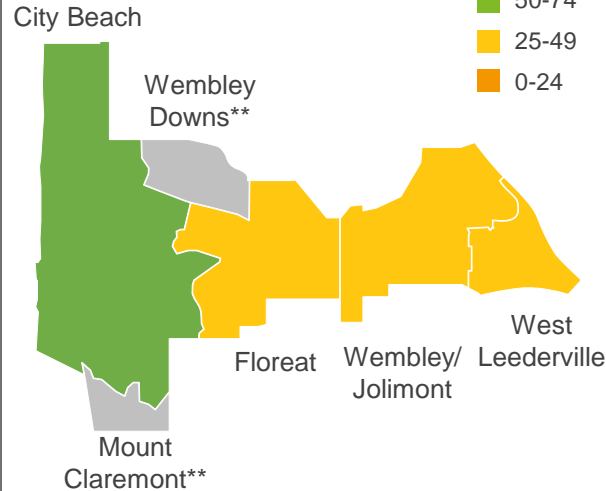
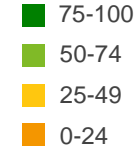
% of respondents



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	50
Floreat	47
Wembley / Jolimont	42
West Leederville	32

Community variances

Performance Index Score

Gender

Male	45
Female	41

Age of children

0-4 years	27
5-11 years	33
12-17 years	41
18+ years	43
No children	48

Disability & culture

Disability	32
Mainly speak LOTE	27

Age

18-34 years	39
35-49 years	38
50-64 years	42
65+ years	52

Home ownership

Home owner	43
Renting / other	40

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	43
Industry High	61
Industry Average	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 434).

* Positive Rating = excellent, good + okay ** Small sample size

Effectiveness of communication channels

Effectiveness of communication tools

REACH (% of respondents familiar with communication channel)

Low (<50%)

High (>50%)

Excellent

Okay

Terrible

Low reach; high performance

High reach; high performance

Cambridge News in
The Post

Town's website

Cambridge News
e-newsletter

Targeted e-newsletters

Social media posts

Have Your Say

Strategic
Community
Plan

Low reach; low performance

High reach; low performance

0 10 20 30 40 50 60 70 80 90 100

The Town's website and Cambridge News notice in the Post are the most effective channels of communication, with greatest reach and performance scores.

Consider how to increase reach and effectiveness of e-newsletters, social media posts, the Town's online engagement platform, and the Town's plan for the future, the Strategic Community Plan.

Q. How would you rate the Town's key documents and communication channels? If you are not familiar with any of these options, please select unsure.

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

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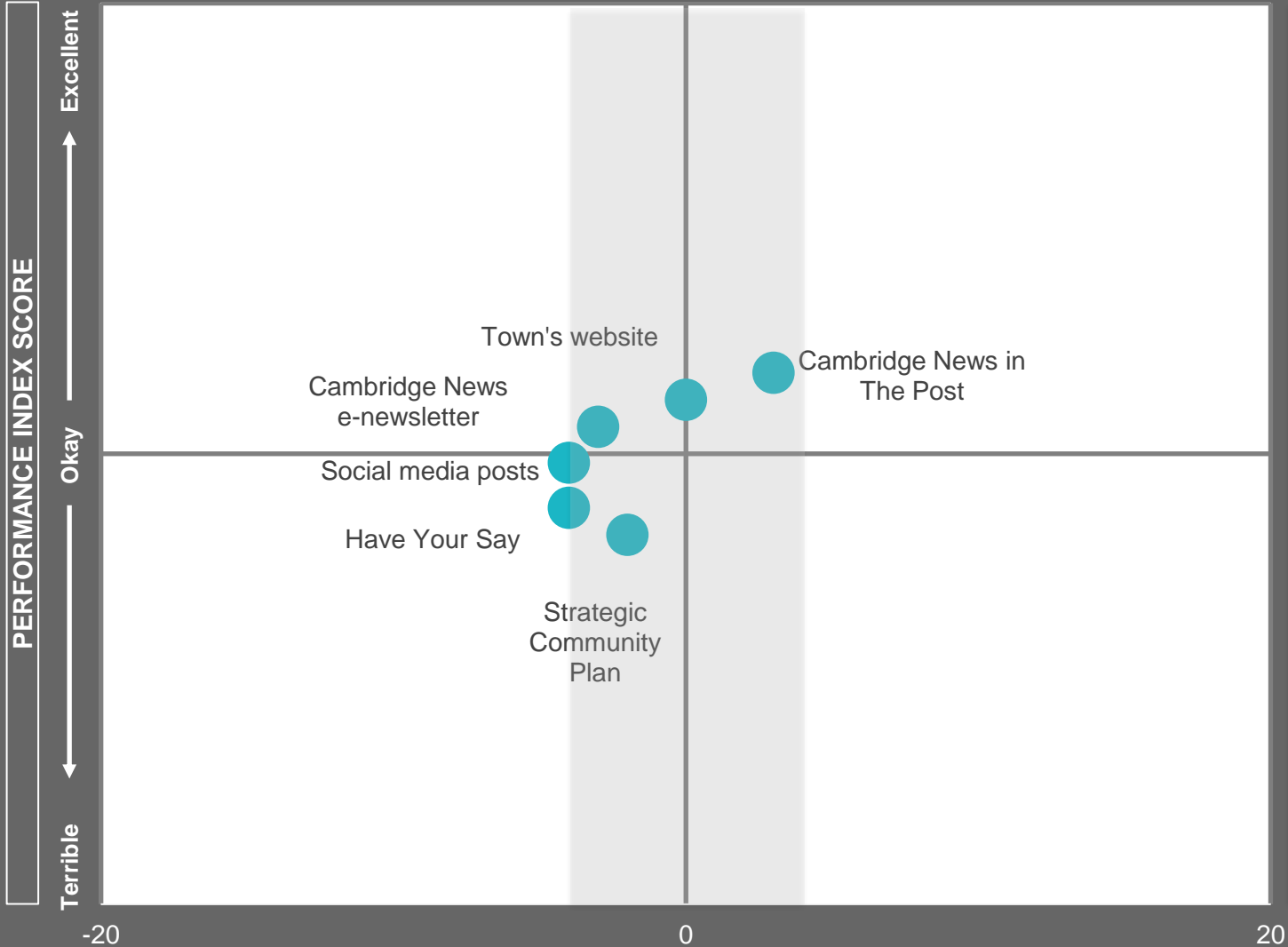
MARKYT Benchmark Matrix

COMPARISON TO INDUSTRY AVERAGE

Below Average

On par

Above Average



The Town's notice in the local newspaper is performing slightly above the industry average, and the website is on par.

Other channels are performing slightly below average.

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

Town's website

Performance ratings

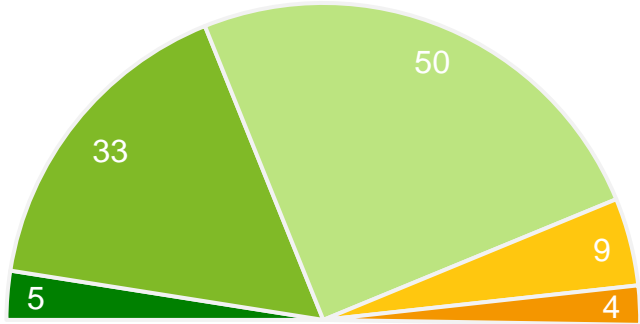
% of respondents

88%

Positive rating*

56

Performance Index Score (out of 100)

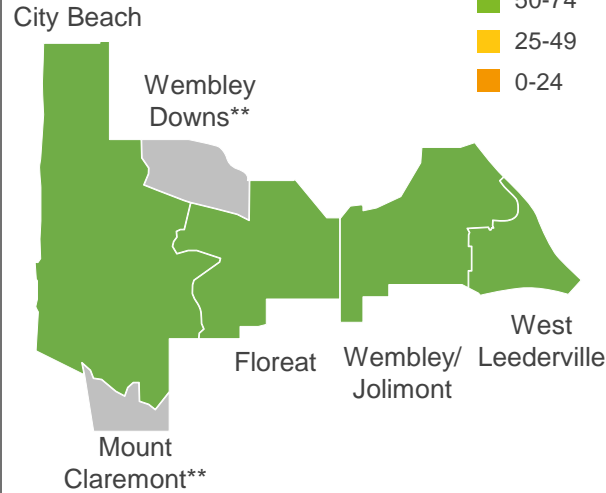


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	61
Floreat	55
Wembley / Jolimont	57
West Leederville	52

Community variances

Performance Index Score

Gender

Male	57
Female	55

Age of children

0-4 years	49
5-11 years	53
12-17 years	55
18+ years	56
No children	59

Disability & culture

Disability	48
Mainly speak LOTE	49

Age

18-34 years	49
35-49 years	55
50-64 years	55
65+ years	65

Home ownership

Home owner	57
Renting / other	52

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	56
Industry High	65
Industry Average	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 520).

* Positive Rating = excellent, good + okay ** Small sample size

Cambridge News

in The Post newspaper, fortnightly

Performance ratings

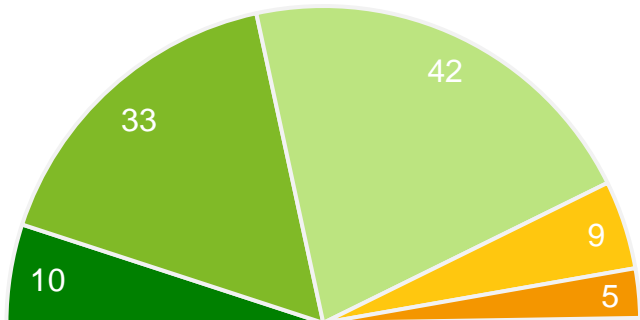
% of respondents

85%

Positive rating*

59

Performance Index Score (out of 100)

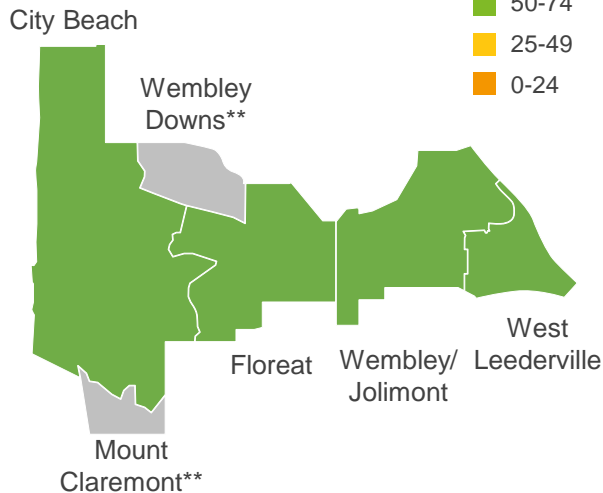


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	61
Floreat	59
Wembley / Jolimont	59
West Leederville	56

Community variances

Performance Index Score

Gender

Male	57
Female	61

Age of children

0-4 years	58
5-11 years	53
12-17 years	57
18+ years	58
No children	62

Disability & culture

Disability	49
Mainly speak LOTE	42

Age

18-34 years	60
35-49 years	51
50-64 years	58
65+ years	66

Home ownership

Home owner	59
Renting / other	60

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	59
Industry High	62
Industry Average	56

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 483).

* Positive Rating = excellent, good + okay ** Small sample size

Cambridge News

Town's main e-newsletter, distributed fortnightly

Performance ratings

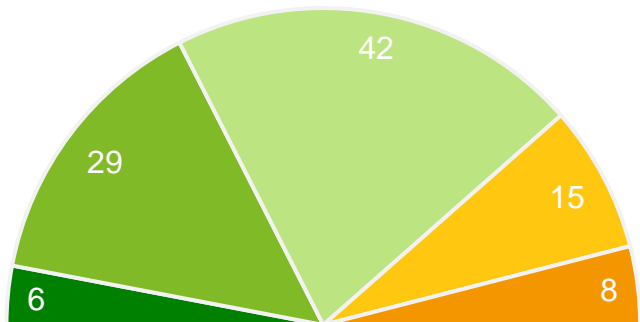
% of respondents

77%

Positive rating*

53

Performance Index Score (out of 100)

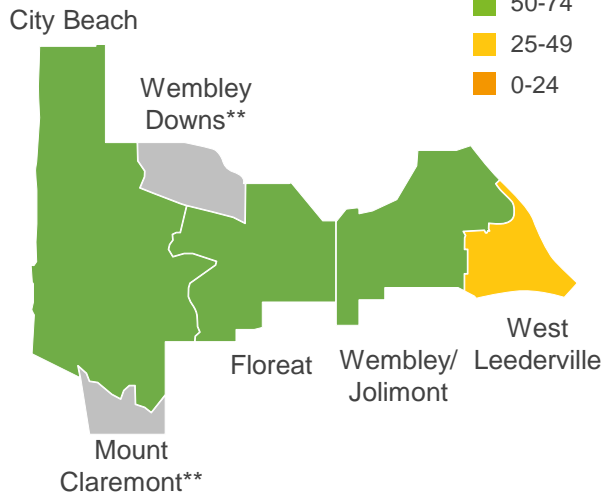


■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	57
Floreat	52
Wembley / Jolimont	53
West Leederville	48

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	53
Industry High	67
Industry Average	56

Community variances

Performance Index Score

Gender

Male	52
Female	54

Age of children

0-4 years	45
5-11 years	49
12-17 years	51
18+ years	51
No children	57

Disability & culture

Disability	41
Mainly speak LOTE	48

Age

18-34 years	56
35-49 years	48
50-64 years	51
65+ years	58

Home ownership

Home owner	52
Renting / other	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 341).

* Positive Rating = excellent, good + okay ** Small sample size

Targeted newsletters

Pool News, Business News, Eco News, Quarry News, etc

Performance ratings

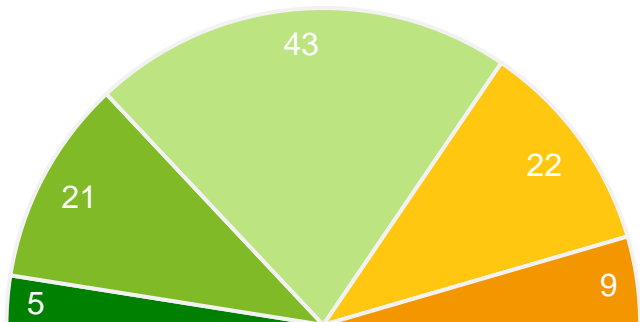
% of respondents

69%

Positive rating*

47

Performance Index Score (out of 100)

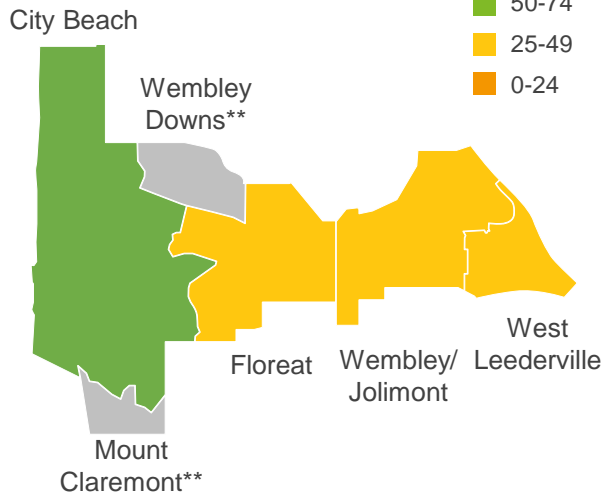


■ Excellent ■ Good ■ Okay ■ Poor ■ Terrible

Geographical variances

Performance Index Score

■ 75-100
■ 50-74
■ 25-49
■ 0-24



Location

City Beach	51
Floreat	47
Wembley / Jolimont	48
West Leederville	40

Community variances

Performance Index Score

Gender

Male	47
Female	48

Age of children

0-4 years	41
5-11 years	39
12-17 years	49
18+ years	49
No children	53

Disability & culture

Disability	39
Mainly speak LOTE	34

Age

18-34 years	46
35-49 years	43
50-64 years	47
65+ years	55

Home ownership

Home owner	47
Renting / other	52

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	47
Industry High	NA
Industry Average	NA

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 246).

* Positive Rating = excellent, good + okay ** Small sample size

Town's social media posts

Performance ratings

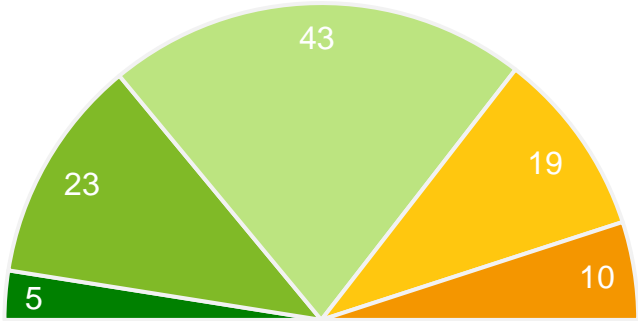
% of respondents

71%

Positive rating*

49

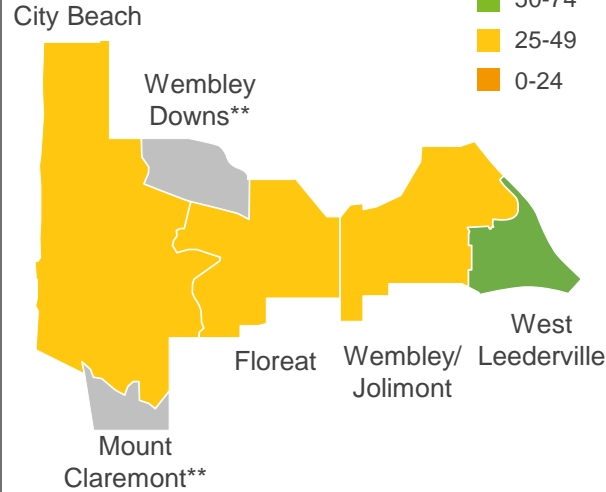
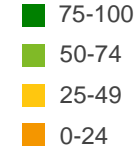
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	46
Floreat	47
Wembley / Jolimont	49
West Leederville	51

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	49
Industry High	64
Industry Average	53

Community variances

Performance Index Score

Gender

Male	44
Female	52

Age of children

0-4 years	45
5-11 years	48
12-17 years	49
18+ years	45
No children	51

Disability & culture

Disability	40
Mainly speak LOTE	38

Age

18-34 years	49
35-49 years	50
50-64 years	45
65+ years	52

Home ownership

Home owner	48
Renting / other	51

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 315).

* Positive Rating = excellent, good + okay ** Small sample size

Have Your Say: online consultation platform

Performance ratings

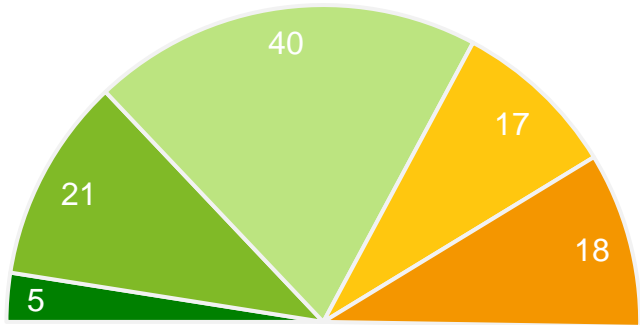
% of respondents

66%

Positive rating*

44

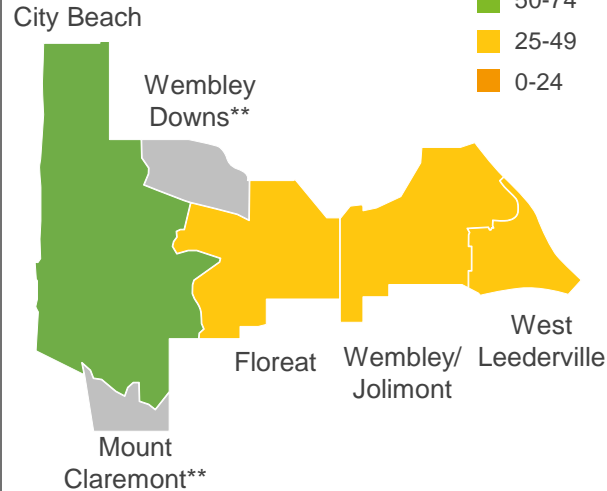
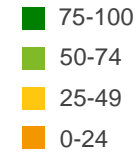
Performance Index Score (out of 100)



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ Terrible

Geographical variances

Performance Index Score



Location

City Beach	53
Floreat	44
Wembley / Jolimont	44
West Leederville	37

Community variances

Performance Index Score

Gender

Male	45
Female	42

Age of children

0-4 years	43
5-11 years	39
12-17 years	39
18+ years	45
No children	49

Disability & culture

Disability	33
Mainly speak LOTE	40

Age

18-34 years	54
35-49 years	38
50-64 years	38
65+ years	50

Home ownership

Home owner	43
Renting / other	50

MARKYT Industry Standards

Performance Index Score



Town of Cambridge	44
Industry High	57
Industry Average	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 283).

* Positive Rating = excellent, good + okay ** Small sample size

Overview of Community Variances

Summary of community variances

	Total	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	Disability	LOTE	Home owner	Renting / other	City Beach	Floreat	Wembley / Jolimont	West Leederville	Business owner / manager
Overall place to live	87	88	86	83	86	89	89	88	81	86	89	88	81	79	87	84	91	89	86	83	88
PERFORMANCE																					
Governing organisation	45	47	45	37	43	44	56	46	34	44	43	47	36	37	45	45	50	50	44	36	47
Value for money from rates	46	46	46	41	43	44	55	47	43	44	44	46	36	32	46	46	52	47	46	38	44
Council's leadership	30	30	31	22	25	31	40	34	20	27	28	33	24	24	31	23	38	34	27	23	23
Advocacy and lobbying	32	35	31	22	27	33	45	37	20	27	29	34	29	29	32	35	43	41	28	19	31
Embracing change, innovation and technology	43	45	41	39	38	42	52	48	27	33	41	43	32	27	43	40	50	47	42	32	40
Consultation	28	30	27	21	23	28	38	33	18	23	23	27	21	25	28	27	41	36	23	16	32
Communication	35	36	34	28	33	33	43	39	25	32	32	32	28	31	35	36	45	43	31	21	38
Customer service	53	54	52	49	50	51	61	56	47	48	49	56	42	49	53	57	60	53	51	49	53
Strategic Community Plan	41	44	37	42	38	40	47	46	33	36	38	38	30	25	42	37	47	42	42	32	41
Website	56	57	55	49	55	55	65	59	49	53	55	56	48	49	57	52	61	55	57	52	57
Cambridge News in The Post	59	57	61	60	51	58	66	62	58	53	57	58	49	42	59	60	61	59	59	56	62
Cambridge News e-newsletter	53	52	54	56	48	51	58	57	45	49	51	51	41	48	52	55	57	52	53	48	58
Targeted enewsletters	47	47	48	46	43	47	55	53	41	39	49	49	39	34	47	52	51	47	48	40	51
Social media posts	49	44	52	49	50	45	52	51	45	48	49	45	40	38	48	51	46	47	49	51	46
Online consultation platform	44	45	42	54	38	38	50	49	43	39	39	45	33	40	43	50	53	44	44	37	48

Summary of community variances

	Total	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	Disability	LOTE	Home owner	Renting / other	City Beach	Floreat	Wembley / Jolimont	West Leederville	Business owner / manager
PEOPLE																					
Youth services and facilities	52	54	49	55	48	50	59	59	47	45	48	50	53	50	52	52	53	55	53	47	53
Services and facilities for families and children	64	65	62	63	61	63	69	69	56	58	62	64	56	52	64	62	65	63	65	62	63
Seniors' services and facilities	60	61	59	64	62	55	60	62	52	61	62	59	53	44	59	61	63	61	59	55	64
Disability access and inclusion	54	57	52	55	53	53	57	58	39	51	57	50	37	44	54	59	63	55	53	47	57
Respect for Aboriginal people and heritage	54	58	51	51	53	53	62	59	42	50	52	54	58	54	54	54	63	56	54	46	59
Multiculturalism / cultural diversity	53	56	50	50	52	51	59	58	41	52	50	55	51	41	53	52	59	54	55	45	53
Volunteer recognition and support	58	59	57	57	56	57	61	61	43	58	59	62	52	45	57	65	63	58	57	55	55
Community safety and crime prevention	54	57	51	56	52	54	54	56	44	53	55	56	39	42	53	60	56	60	53	47	55
Lighting of streets and public places	63	65	61	68	57	61	67	68	53	57	61	63	51	52	63	64	65	64	60	64	67
Animal management (dogs and cats)	62	63	63	67	62	60	62	64	55	59	62	62	55	61	62	68	61	61	63	64	71
Access to health and community services	63	64	63	66	62	62	65	65	65	64	63	62	57	64	63	65	63	65	65	59	57
Sport and recreation facilities and services	72	73	70	71	68	73	75	74	69	69	69	74	70	68	72	67	73	74	72	67	71
Festivals, events, art and cultural activities	59	60	57	61	57	57	61	61	61	60	58	60	61	56	59	60	60	58	61	56	55

Summary of community variances

	Total	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	Disability	LOTE	Home owner	Renting / other	City Beach	Floreat	Wembley / Jolimont	West Leederville	Business owner / manager
PLANET																					
Sustainable practices / climate change	50	51	50	47	48	49	57	52	44	48	47	51	46	40	50	49	53	54	51	43	48
Conservation and environmental management	56	57	55	56	52	55	62	60	49	54	54	58	52	47	56	56	59	60	56	49	54
Local beaches and coastline	73	74	72	75	71	70	75	74	74	71	71	73	60	55	72	74	72	73	74	70	69
Waste management	58	61	56	52	56	57	65	61	54	57	56	57	51	43	58	56	62	61	58	50	60
Noise, pollution, food inspections, etc	58	60	58	61	56	57	59	60	56	56	59	60	52	42	58	58	57	59	58	60	58
Natural disaster management	54	58	50	57	53	49	55	56	53	55	53	54	39	52	51	70	58	58	54	41	55
PLACE																					
Responsible growth and development	47	50	44	46	43	46	53	50	40	42	46	47	41	45	46	50	54	52	47	34	45
Area's character and identity	58	60	57	65	55	54	61	61	55	56	55	59	53	58	58	63	65	62	55	53	51
Planning and building approvals	39	41	38	42	37	38	42	43	31	36	35	42	32	31	39	44	41	42	40	34	44
Access to housing that meets your needs	58	60	56	61	56	60	58	61	51	56	57	59	46	28	59	51	61	59	60	52	52
History and heritage	57	58	56	65	54	54	60	58	60	58	54	56	52	55	57	60	60	59	56	55	55
Community buildings, halls and toilets	62	62	63	65	61	59	66	65	59	62	62	62	54	54	62	67	66	62	62	60	62
Playgrounds, parks and reserves	74	73	74	80	68	72	76	77	70	68	71	74	61	56	73	77	74	69	76	75	73
Streetscapes, trees and verges	59	61	58	69	56	54	61	62	57	59	57	59	49	48	58	70	66	60	57	56	59
Footpaths, trails and cycleways	56	59	54	58	53	52	61	59	48	54	54	55	48	46	56	57	65	60	55	46	59
Building and maintaining local roads	53	58	50	44	50	55	62	55	47	51	53	59	48	57	54	51	67	63	48	41	51
Parking (availability and management)	55	56	54	57	54	53	57	56	54	55	55	57	47	60	55	55	62	60	53	46	54
Access to public transport	65	66	65	67	64	62	70	68	62	64	61	64	60	55	66	60	54	62	67	77	69

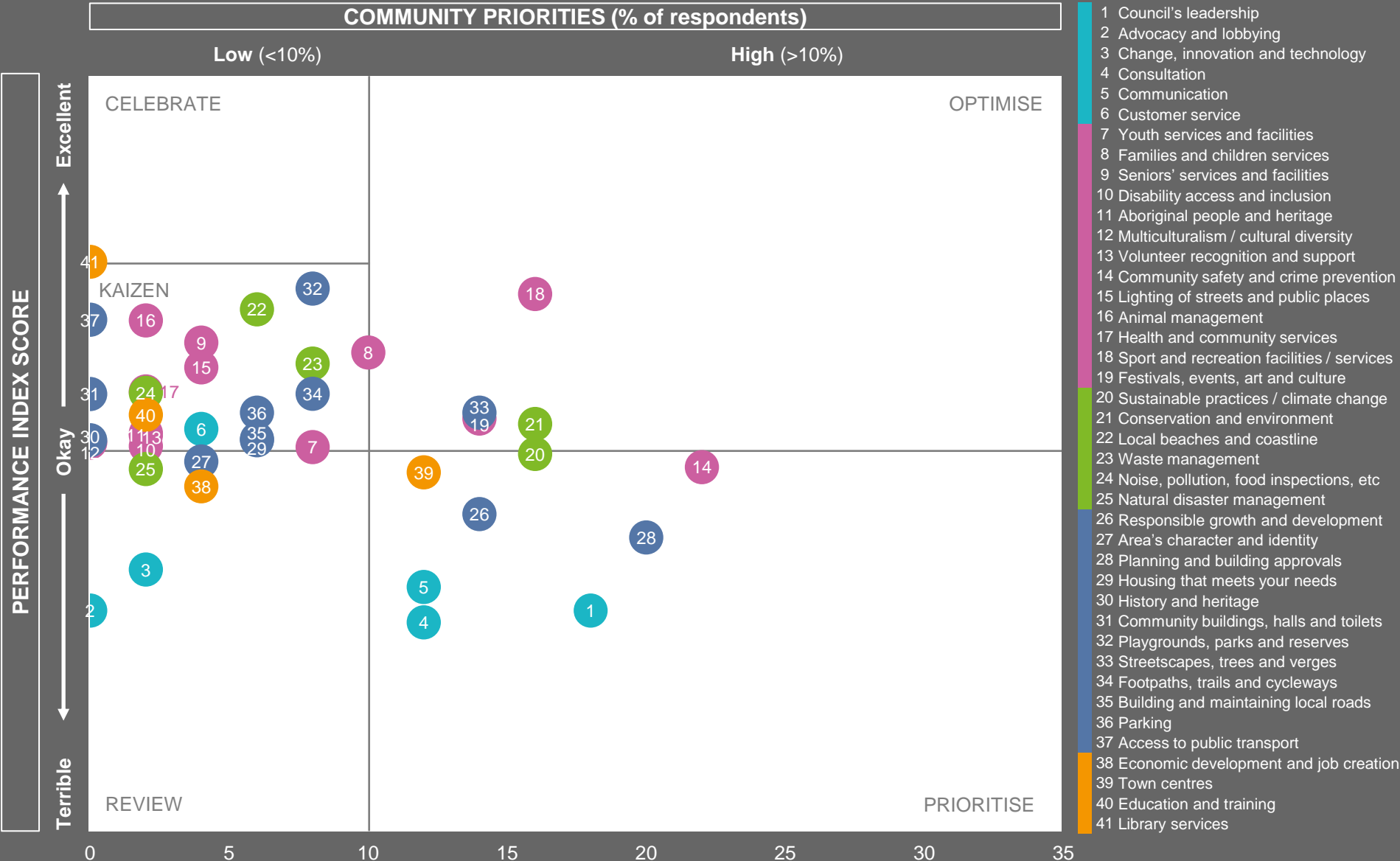
Summary of community variances

	Total	Male	Female	18-34 years	35-49 years	50-64 years	65+ years	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	Disability	LOTE	Home owner	Renting / other	City Beach	Floreat	Wembley / Jolimont	West Leederville	Business owner / manager
PROSPERITY																					
Place to own or operate a business	68	68	69	71	65	66	71	70	65	68	67	67	64	51	67	75	68	65	69	69	75
Economic development and job creation	49	52	47	52	46	48	51	51	49	48	46	50	40	44	49	50	50	51	50	46	50
Place to visit	76	76	77	74	77	77	79	77	76	75	79	75	72	75	77	72	79	80	77	70	76
Town centres (development and activation)	47	49	46	50	45	46	51	50	43	47	46	48	46	47	47	53	50	50	49	40	50
Education and training	54	56	53	61	50	52	55	56	51	51	54	54	46	52	53	60	55	60	53	50	60
Library services	76	76	76	71	75	74	80	76	76	75	76	77	66	68	76	69	76	77	76	72	72

Community priority windows among
out of area ratepayers, business owners
and Town affiliates

MARKYT Community Priorities

Residents who own or manage a local business*



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 Council to focus on improving? Base: All respondents, excludes no response (n = 50)

Copyright CATALYSE® Pty Ltd. © 2022 * includes a small number of business owners who do not live in the area (n=4)

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

PERFORMANCE INDEX SCORE

Okay

Terrible

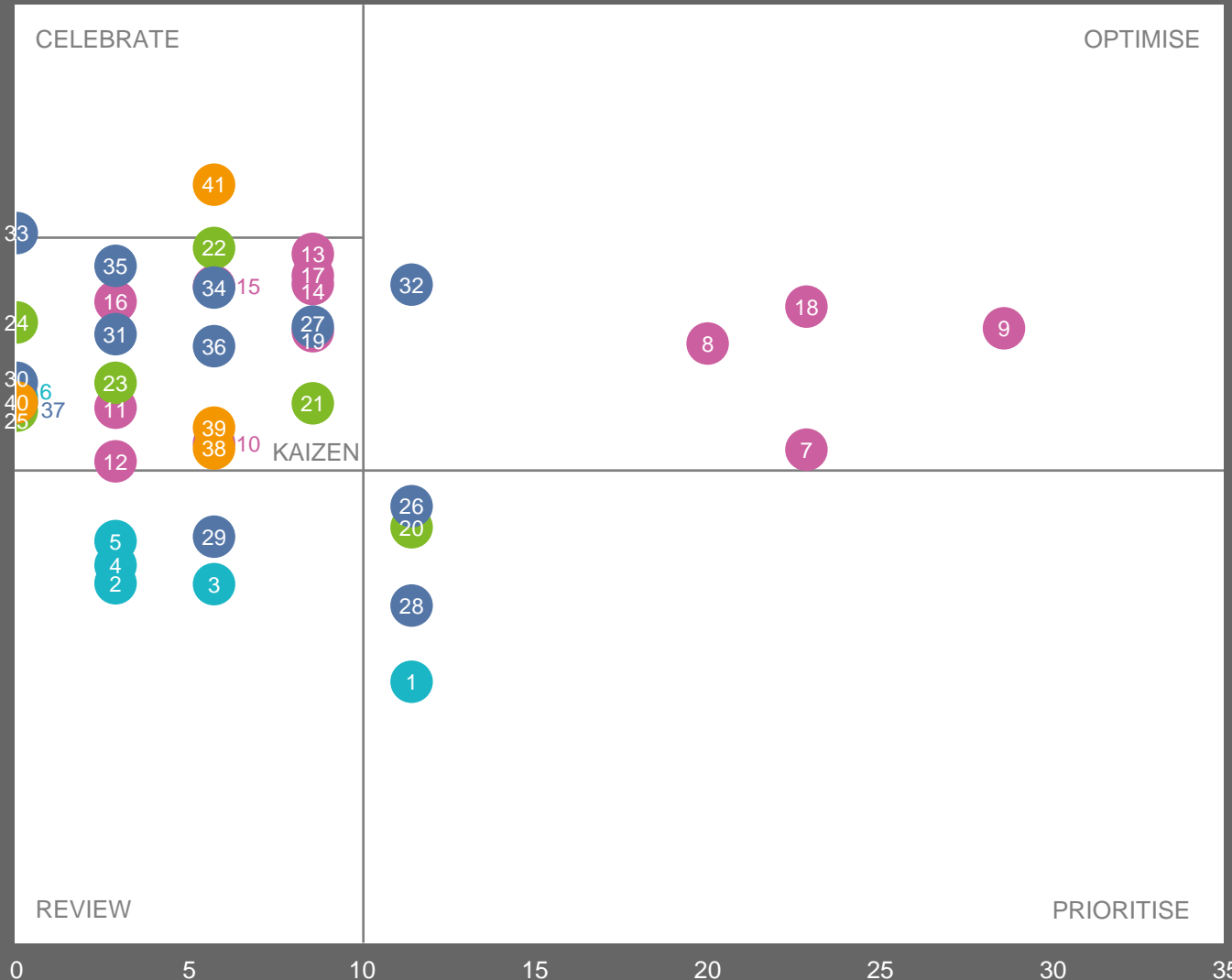
CELEBRATE

OPTIMISE

REVIEW

PRIORITISE

KAIZEN



- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 Change, innovation and technology
- 4 Consultation
- 5 Communication
- 6 Customer service
- 7 Youth services and facilities
- 8 Families and children services
- 9 Seniors' services and facilities
- 10 Disability access and inclusion
- 11 Aboriginal people and heritage
- 12 Multiculturalism / cultural diversity
- 13 Volunteer recognition and support
- 14 Community safety and crime prevention
- 15 Lighting of streets and public places
- 16 Animal management
- 17 Health and community services
- 18 Sport and recreation facilities / services
- 19 Festivals, events, art and culture
- 20 Sustainable practices / climate change
- 21 Conservation and environment
- 22 Local beaches and coastline
- 23 Waste management
- 24 Noise, pollution, food inspections, etc
- 25 Natural disaster management
- 26 Responsible growth and development
- 27 Area's character and identity
- 28 Planning and building approvals
- 29 Housing that meets your needs
- 30 History and heritage
- 31 Community buildings, halls and toilets
- 32 Playgrounds, parks and reserves
- 33 Streetscapes, trees and verges
- 34 Footpaths, trails and cycleways
- 35 Building and maintaining local roads
- 36 Parking
- 37 Access to public transport
- 38 Economic development and job creation
- 39 Town centres
- 40 Education and training
- 41 Library 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 Council to focus on improving? Base: All respondents, excludes no response (n = 35)

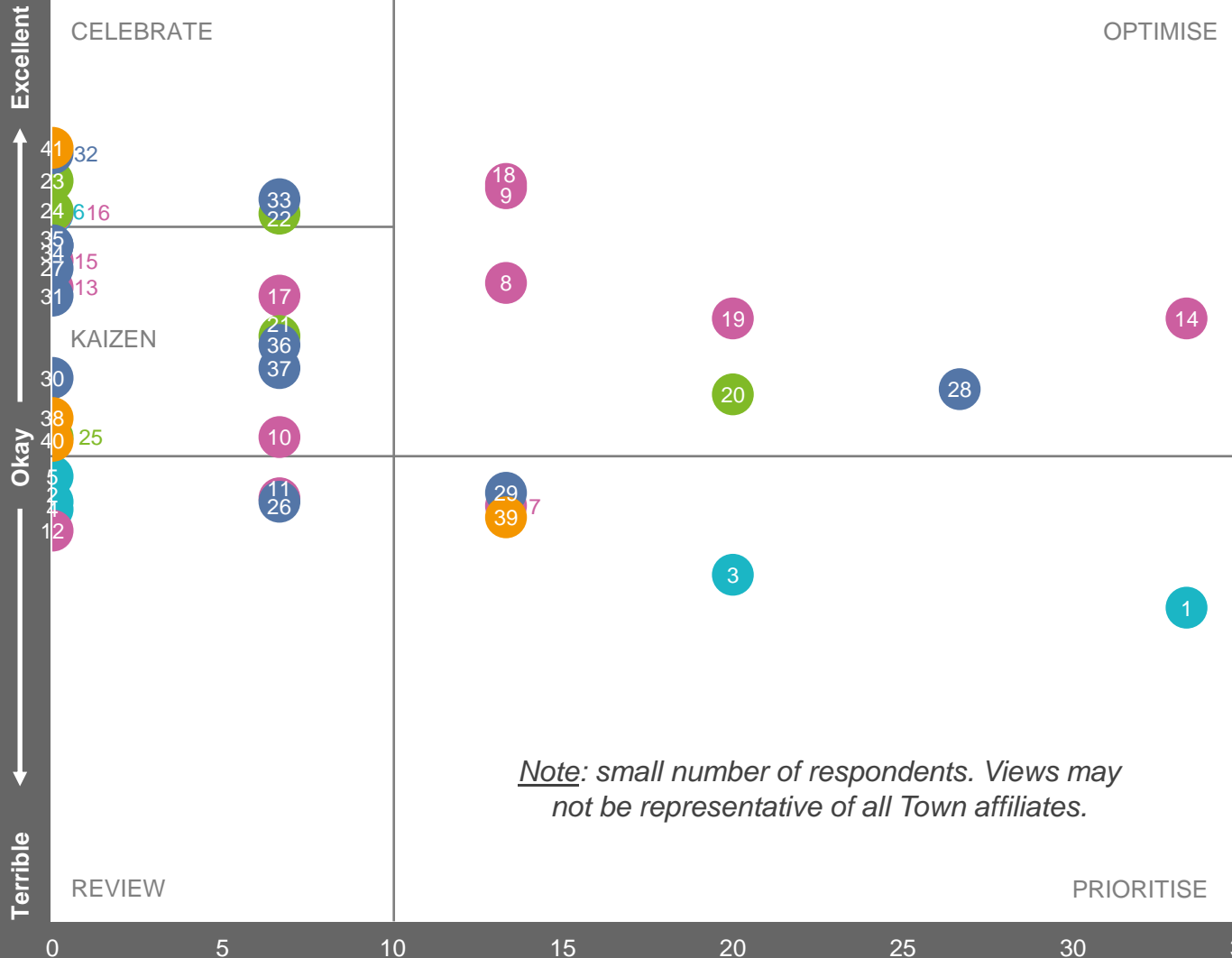
MARKYT Community Priorities

Elected Members and Town employees

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)



Note: small number of respondents. Views may not be representative of all Town affiliates.

- 1 Council's leadership
- 2 Advocacy and lobbying
- 3 Change, innovation and technology
- 4 Consultation
- 5 Communication
- 6 Customer service
- 7 Youth services and facilities
- 8 Families and children services
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- 36 Parking
- 37 Access to public transport
- 38 Economic development and job creation
- 39 Town centres
- 40 Education and training
- 41 Library 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 Council to focus on improving? Base: All respondents, excludes no response (n = 15)



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