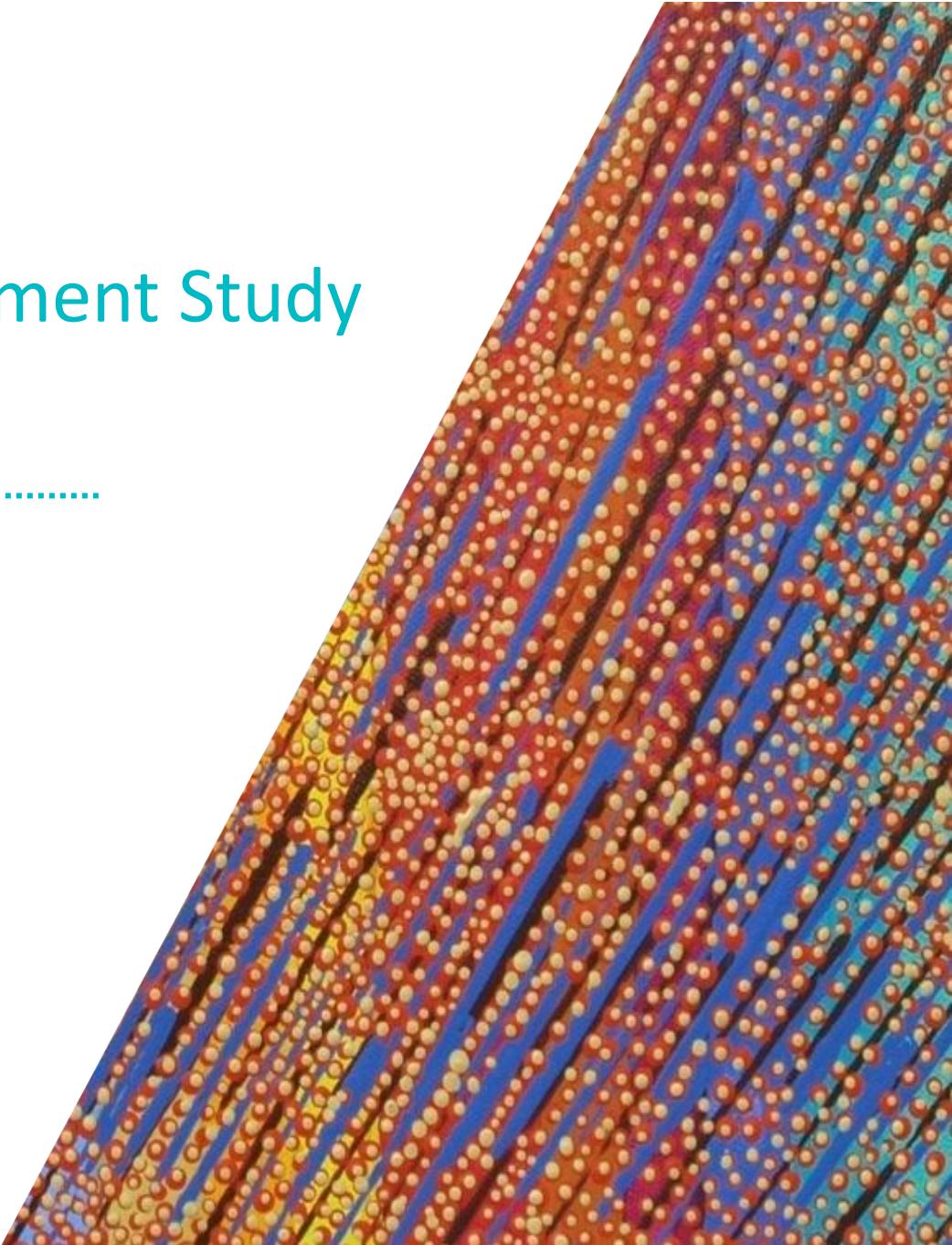


Community Engagement Study

February 2013



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Strategic insights

Proximity is key for people in the Town of Cambridge

.....

9 in 10 are 'delighted' (rating satisfaction 8+ out of 10) with the suburb they live in.

Access to local beaches and Perth city are the best things about living in the area.



As to be expected, those living in City Beach are more likely to say they like being close to the beach, while those in West Leederville are more likely to say they like living close to Perth city and having good access to public transport. Residents in Floreat and Wembley enjoy being in the middle with easy access to the beach and Perth city.

Other aspects residents like about living in the local area are the good quality shops, access to 'everything you need', convenient location and a good sense of community.

Improved transport will enrich local lifestyles

.....

While most are satisfied with their local areas, lifestyles may be enriched with improved maintenance of the area and better traffic management. City Beach residents were also more likely to ask for better public transport, while underground power received more mentions in Floreat.

To improve quality of life in the local area for...

Children aged 0 to 12

...improve footpaths and cycleways, safety around roads and crossings, and provide more and improved parks and playgrounds



Children aged 13 to 18

...provide more sport and recreation services and facilities, activities and events aimed at teenagers, and better public transport



Seniors

...make it easier for seniors to get around with better public transport, roads and traffic management, and footpaths and cycleways



Community minded, beach lovers

.....

Locals are beach lovers. 60% visit City Beach or Floreat Beach weekly over summer.

There is fragmented use of parks and reserves among local residents. Generally, it seems one third use them frequently, one third used them less often and one third never use them.

People living in Wembley appear to be the least frequent users of local parks and reserves, while those in City Beach are the most frequent users.

40% participate in structured sport and recreation in the local area

The most popular Council facility to visit is Cambridge Library, followed by the Boulevard Centre, Bold Park Aquatic Centre and Wembley Golf Course. Over the past 12 months, about 1 in 2 respondents said someone in their household had visited these premises.

Local are fairly community minded with 44% volunteering over the past 12 months

Floreat Forum and other local shopping areas play a key role in connecting people in the community. They were the #1 mention as the place they bump into people they know from the local area.

Art and food lovers

.....

The most popular community event attended over the past year was 'local primary schools art exhibitions', followed by the Christmas Festival at Lake Monger, Music in the Park and Australia Day Celebrations at Perry Lakes.

The most appealing 'new' event was 'monthly farmers markets', followed by a wine and food fair, twilight movies at the Quarry and free music concerts at the Quarry.

The Quarry Amphitheatre appears to be a well liked venue, but just 1 in 3 had visited it over the past 12 months suggesting scope for more local events in future.



Earth carers

.....

Locals care about sustainability, however many (2 in 5) were unable to offer any suggestions about ways to improve sustainability in the local area. Among those who could, suggestions were scattered. The most popular suggestion was to provide more or better trees (suggested by 1 in 10).

When prompted, the biggest environmental concern was 'reducing water usage' followed by 'reducing waste', and locals appear to be fairly TravelSmart. Walking is the most popular alternative transport method with 69% walking on a weekly basis instead of driving, 43% using public transport frequently, and 27% being frequent cyclers.

About 4 in 10 would like to use alternative transport more often. More frequent buses and better bus routes would encourage them to use public transport more often, while more and improved cycleways and safer traffic management, particularly around crossings, would entice them to walk or ride more often.

Sustainability appears to be a specialist area. Locals care about it, and will respond positively to education and communications (evidenced by higher adoption of TravelSmart behaviour and recognition of the importance of reducing water usage and waste), however, they may not have enough knowledge or understanding to create or suggest sustainability solutions. The Town of Cambridge will benefit from demonstrating ongoing leadership in this area and making a continued investment in education and communications.

Downsizing demand

.....

Among those who live on a large to medium sized block in a stand-alone home, 27% would like to downsize over the next 5 to 10 years.

Most would prefer to downsize to a standalone home on a smaller block and to stay in the local area.

Just over half are not attracted to any downsizing options in the area. The most frequently mentioned reasons were that they don't want to live in high density developments or that current downsizing options are still too large.

The results suggest there is housing gap coupled with low awareness of downsizing options.



The study

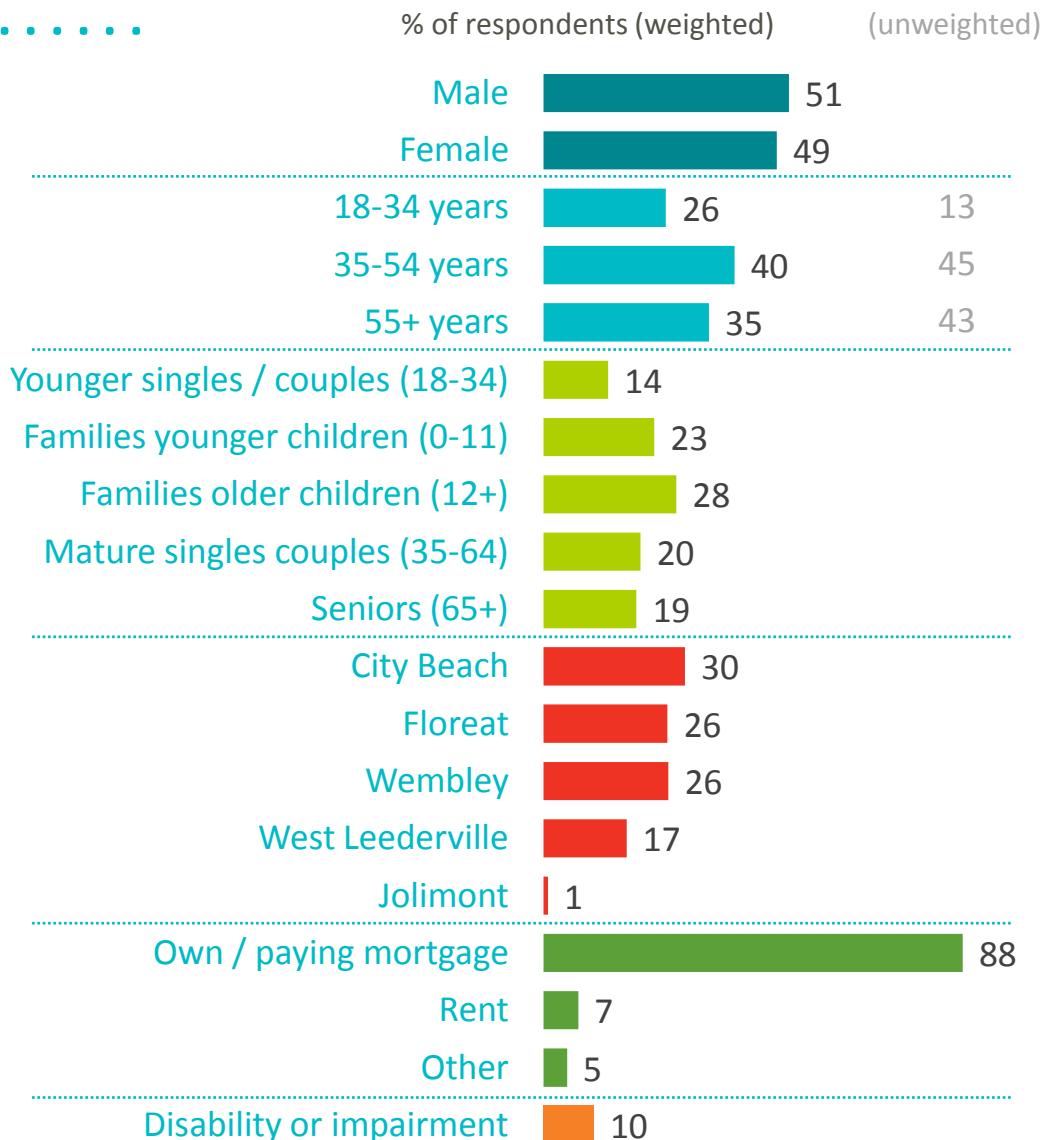
The study

In January 2013, CATALYSE® conducted a community survey with residents to assist with the development of a Community Plan.

As the Town had completed recent studies into community values, attitudes and satisfaction, the study sought to complement this understanding by reviewing overall community needs and aspirations, and exploring key issues (such as transport, housing and community development) in more detail.

402 residents completed a survey

- Surveys were administered by Edith Cowan University's Survey Research Centre using computer assisted telephone interviews
- Quotas were set by location, age and gender to obtain a representative sample
- As older respondents were slightly over represented in the final sample, and younger respondents were slightly under represented, responses were weighted accordingly
- Sampling precision is +/- 5% at the 95% confidence interval

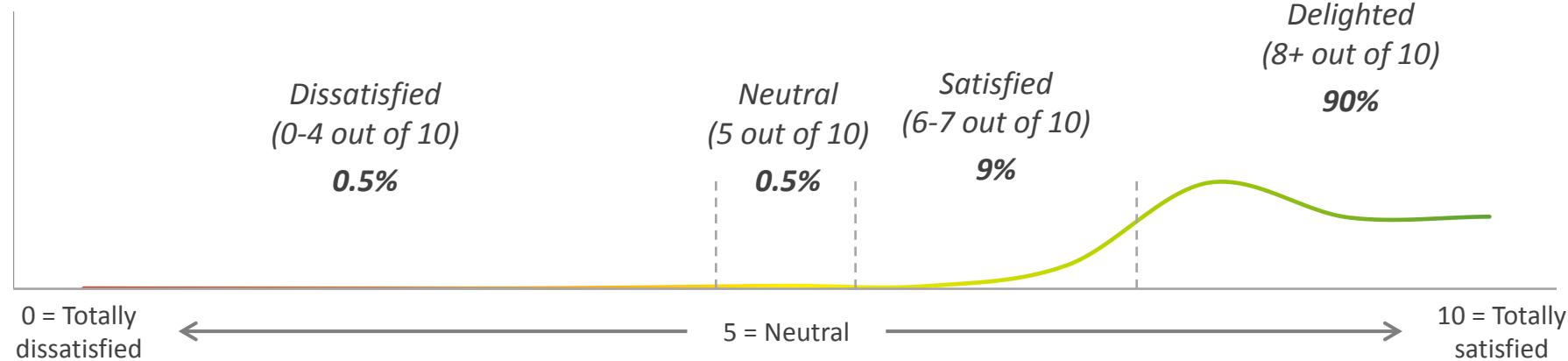


Overall satisfaction

9 in 10 are 'delighted' with their suburb

Overall satisfaction with suburb as a place to live...

(% of respondents)



90% are delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live.

Within the Town of Cambridge, Floreat is the most satisfying suburb to live in.

Satisfaction is also higher among families with younger children, while there is most room to improve among those with a disability or impairment.

	% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	89%	0%	
Families younger children (0-11)	96% ▲	0%	
Families older children (12+)	86%	1%	
Mature singles / couples (35-64)	88%	0%	
Seniors (65+)	92%	1%	
City Beach	86%	1%	
Floreat	94% ▲	0%	
Wembley	91%	1%	
West Leederville	86%	0%	
Disability or impairment	77% ▼	2%	

▲ ▼ = significant variance

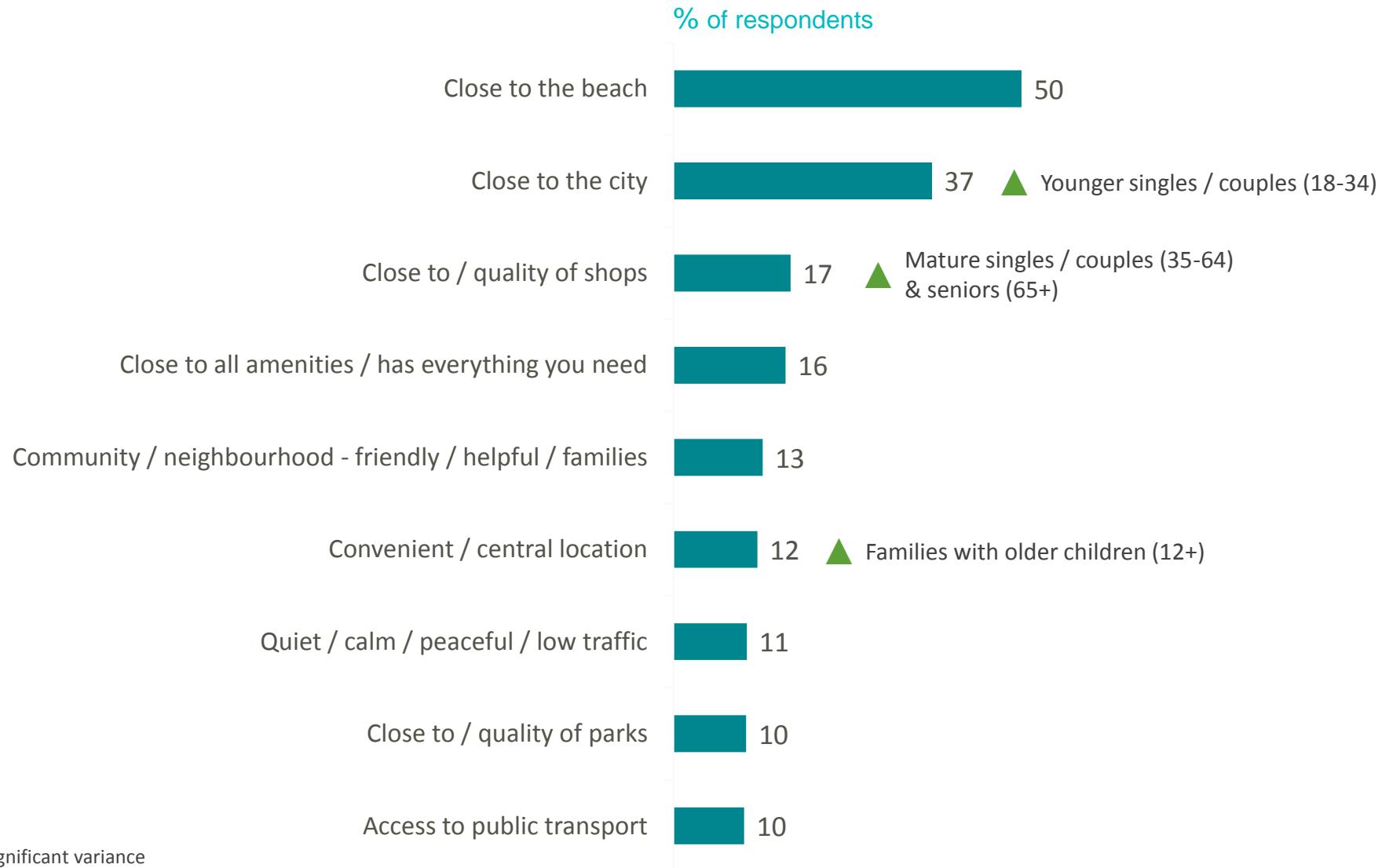
Q. Overall, how satisfied are you with [INSERT SUBURB] as a place to live?

Base: All respondents (n = 402)

What residents like about Town of Cambridge suburbs

Residents like being close to the beach and the city

.....

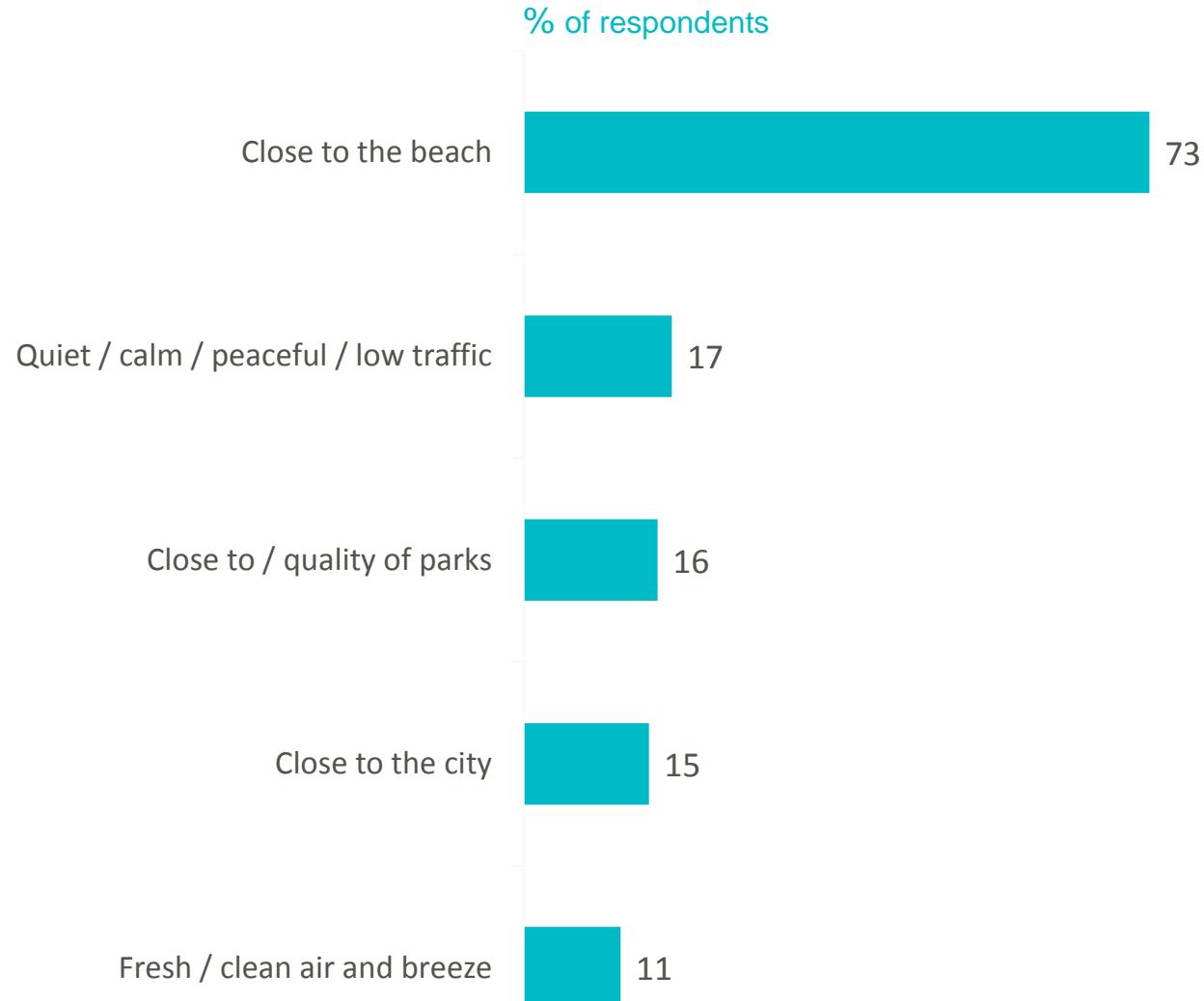


Q. What is the best thing about living in [INSERT SUBURB]?

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 361)

City Beach residents value the close proximity to the beach

.....



Q. What is the best thing about living in City Beach?

Base: Those living in City Beach who are delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 102)

The best things about living in City Beach

.....

Close to the beach

- *"The location, we live right on the water so nice to be here."*
- *"I love how the beach is so close to me."*
- *"I guess the lifestyle, we enjoy the beach and the space around."*
- *"Close to the beach and we like swimming."*
- *"Being close to coast. Good for walking."*

Quiet, calm, peaceful and low traffic

- *"I like that it is a quiet suburb, which is close to the ocean and is close to public transport."*
- *"The peacefulness, we don't have people coming through the place, no burglars it's very quiet."*
- *"I like the laidback lifestyle that you get living near the ocean."*
- *"It's quiet, peaceful, cooling and calm. It doesn't have hoons driving around or noisy parties. The people are nice and gentle and you don't feel threatened."*

Close to and quality of parks

- *"The parkland, I like the open spaces."*
- *"Number of parklands, there's a lot of council maintained parks good for walking dogs, playing with kids."*
- *"Close to parks, children come round and are able to take pets to the park or the beach, which is also close, there is fresh air, and the location is good to get to places."*

Q. *What is the best thing about living in City Beach?*

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 102)

The best things about living in City Beach

.....

Close to the city

- *"Close to beach, city, it is very central."*
- *"Proximity to the city and next to the ocean. Everything we need is here."*
- *"The location is not too far from the city, not too far from the beach and not too far from the shopping."*

Fresh, clean air and breeze

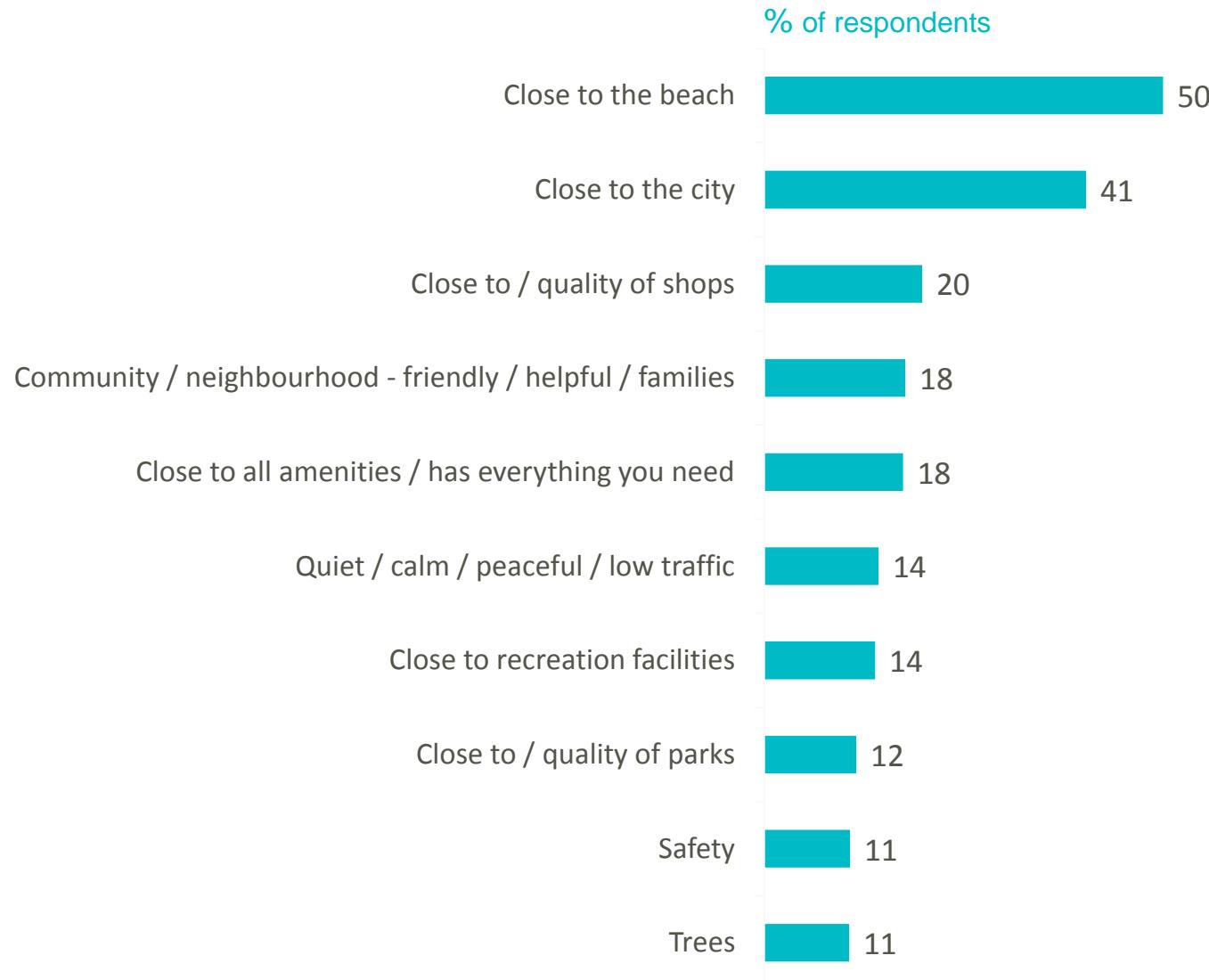
- *"The freshness of the air, the sea breeze on a hot day."*
- *"The weather, in summer it's a bit cooler because of the sea breeze."*

Q. What is the best thing about living in City Beach?

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 102)

Floreat residents like being close to the beach, and also the city

.....



Q. What is the best thing about living in Floreat?

Base: Those living in Floreat who are delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 98)

The best things about living in Floreat

.....

Close to both the beach and city

- *"The proximity to the beach and the city."*
- *"That it's central to the beach and to the city."*
- *"Love the location because it is close to the beach, river and town."*
- *"Proximity to the city, beach and local shopping therefore more handy to me."*
- *"Location, it's easy to get to the city, the beach and the park."*

Close to and quality of shops

- *"Nice atmosphere and good shopping facilities."*
- *"Proximity to Floreat Forum, beach and city."*
- *"Easy access to the shops and city."*

Community and neighbourhood – friendly, helpful and family orientated

- *"I think it's got a good community atmosphere, good family friendly suburb."*
- *"I love the neighbourhood full of friendly people, closer to the beach for relaxation."*
- *"The people are friendly and community minded. Location close to the city and beach."*

Close to all amenities – 'has everything you need'

- *"Access to all of the things I need, shopping, doctors, hospitals and bowling."*
- *"Location is close enough to the beach, or catch a bus to the city, schools are close along with tennis clubs, and we love the theatre."*
- *"Everything is close. Like the shopping centre and the hospital and the city."*

Q. What is the best thing about living in Floreat?

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 98)

The best things about living in Floreat

.....

Quiet, calm, peaceful and low traffic

- *“Quiet where kids can ride their scooters and other activities.”*
- *“It’s a peaceful place to live, you never get any trouble, nice people.”*
- *“The neighbourhood is quiet and family orientated.”*

Close to recreation facilities

- *“It has great sporting facilities.”*
- *“Is close to everything. Schools, playing fields, sporting complexes.”*

Close to and quality of parks

- *“I enjoy the parks and gardens and location - it’s convenient to everything.”*
- *“Park just at the back of our house, feels like an extension of our garden.”*

Safety

- *“Very low crime rate which makes it very safe to stay here.”*
- *“I think it’s a safe area and it’s close to other places.”*

Trees

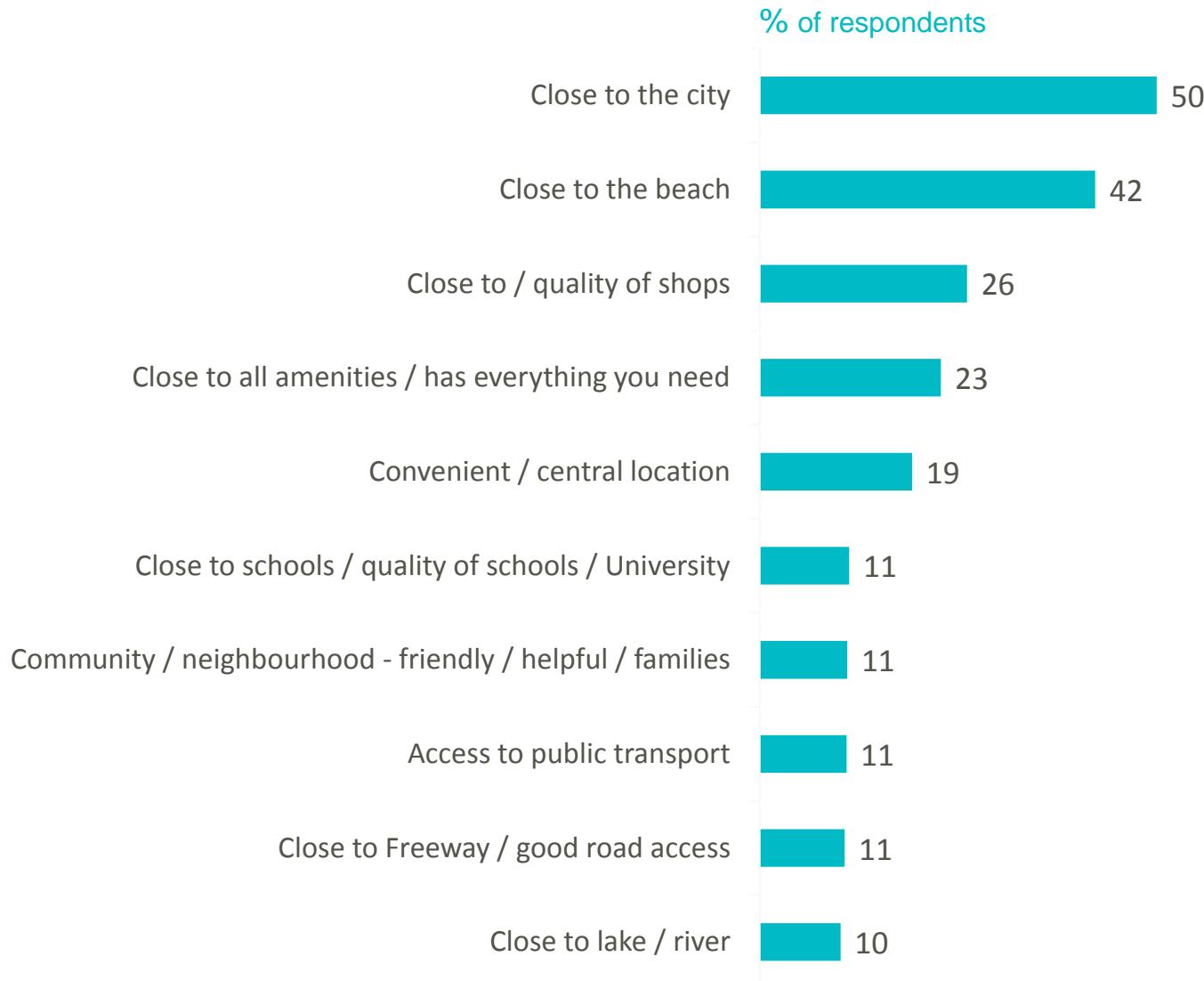
- *“Trees and bush land, such as Perry Lakes, Bold Park.”*
- *“I like the trees, it’s got a lot of treed areas such as Perry Lakes.”*

Q. What is the best thing about living in Floreat?

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 98)

Wembley residents like being close to the city, and also the beach

.....



Q. What is the best thing about living in Wembley?

Base: Those living in Wembley who are delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 96)

The best things about living in Wembley

.....

Close to both the city and beach

- *"Location. It's close to both the city and the beach."*
- *"The area is close to Perth and the ocean, I really enjoy that."*
- *"Proximity to the city and beach, it's very cosmopolitan with nice cafe, restaurants and nice places to walk - near Floreat boarders and the streets are nice, attractive and well maintained. I feel safe walking in the area."*
- *"I like that the suburb is central to the CBD, the beach and has easy access to infrastructure like the railway and the freeway."*

Close to and quality of shops

- *"Close to shops and supermarkets."*
- *"All the shops are very close by for us."*
- *"Close to everything, close to the train station and the shops."*
- *"Infrastructure is fantastic and shopping is great close to all shopping centres."*

Close to all amenities – ‘has everything you need’

- *"It's got the shops and banks and dry cleaners and everything I need, I don't have to go into the city to do anything."*
- *"Proximity to hospital, transport and shops. Very convenient."*
- *"It's got all of the amenities that we need. Close to city, Subiaco and the beach. It is a nice suburb in itself."*
- *"It's convenient to most required things like shopping, doctors, dentist etc and not to far from entertainment places such as movies."*

Convenient and central location

- *"It has good services and it is close to the city and the port, so it is very central."*
- *"Proximity to everything else, close the city, beach, to west Perth, restaurants, work, good traffic access to work in Burswood."*
- *"I like the location, I love that it is central to everything."*
- *"Everything is handy as in easy to go anywhere, such as shops, beach, city, walking, cycling."*

Q. What is the best thing about living in Wembley?

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 96)

The best things about living in Wembley

.....

Close to and quality of schools and university

- *"We haven't used the primary school yet but I heard it is very good. My children attend playgroup on jersey street and happy with their program and facilities."*
- *"Wembley primary won the leading primary school of the year, great for my children."*
- *"It is close to university, beach and city."*

Neighbourhood and community – friendly, helpful and family orientated

- *"The atmosphere. I like how quiet it is and the neighbours are very friendly people."*
- *"The community is a nice, a good community feel."*

Access to public transport

- *"Easier to get to the city using public transport."*
- *"Close to everything, close to the train station and the shops."*

Close to Freeway - good road access

- *"Close to most things such as the freeway, its convenient, we live opposite to lake monger."*

Close to lake and river

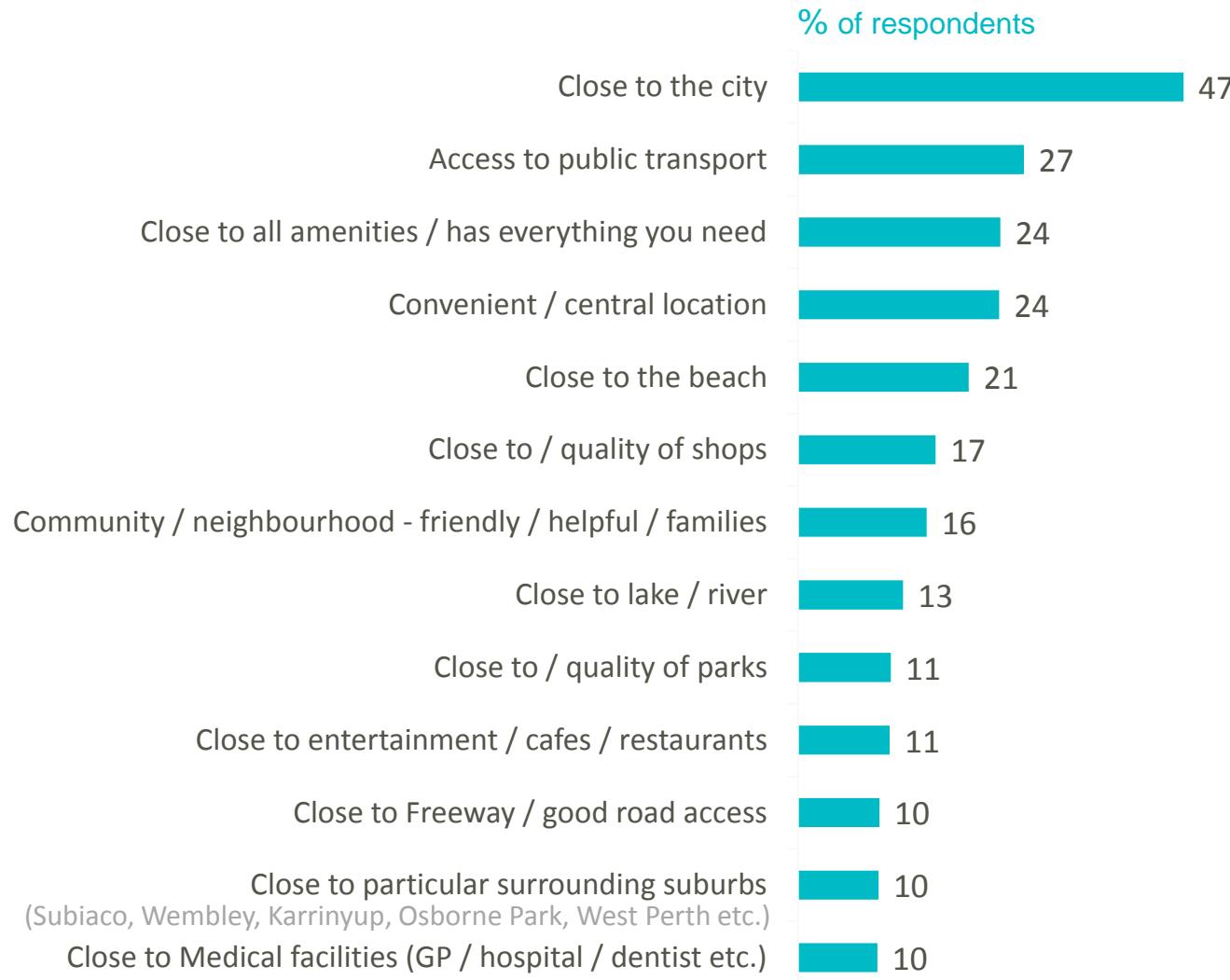
- *"I'm really close to Lake Monger, which I use to exercise and relax."*

Q. What is the best thing about living in Wembley?

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 96)

West Leederville residents like being close to the city

.....



Q. What is the best thing about living in West Leederville?

Base: Those living in West Leederville who are delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 60)

The best things about living in West Leederville

.....

Close to the city

- *"It's convenience to the city, while also being quiet."*
- *"The proximity to the city is really great."*
- *"It's close to the city and beach. Very easy to get public transport."*
- *"The proximity to the city and all the services, it's convenient to everything such as for recreational purposes, such as Lake Monger and the beach."*

Access to public transport

- *"You can walk everywhere and there will be transport, very centralised."*
- *"Well connected community in terms of public transport and amenities such as parklands."*
- *"It's central to so much, your close to Fremantle, Perth, the train line to both ends north and south."*
- *"Very easy to get public transport."*

Close to all amenities – 'has everything you need'

- *"The proximity to facilities. The City, Lake Monger and the freeway and the beach are all close."*
- *"The location such as the proximity to the city, Subiaco and public transport and the schools are great."*
- *"Handy to all doctors, super mart and transports."*
- *"Location, it's close to everything such as shops, lake for recreation, community events."*

Q. *What is the best thing about living in West Leederville?*

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 60)

The best things about living in West Leederville

.....

Convenient and central location

- *"Central to most of the things I enjoy doing such as going to the beach."*
- *"It's central to so much, you're close to Fremantle, Perth, the train line to both ends north and south, Subiaco isn't far away. It is very central. Perth is two stops down the line."*
- *"Central to everything and I lived here for 54 years and have covered many generations it has everything I need from hospitals to playgrounds."*

Close to the beach

- *"Close to beach, city, freeway. Easy to get to places."*
- *"The proximity to the beach and the city."*

Close to and quality of shops

- *"We are in walking distance to shops, restaurants, medical facilities. Convenient to every area."*
- *"It's easy to everything, close proximity to shops."*

Community and neighbourhood – friendly, helpful and family orientated

- *"My neighbours, we know one another and party together, it's just very friendly."*
- *"The people around are fine and happy, a nice school community."*

Close to lake and river

- *"I like that it is close to the lake."*
- *"It's convenient to everything such as for recreational purposes, such as Lake Monger and the beach."*

Q. What is the best thing about living in West Leederville?

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 60)

The best things about living in West Leederville

.....

Close to and quality of parks

- *"The parks and open spaces."*
- *"Lots of leafy green trees, lots of parks around where I live."*

Close to entertainment, cafes and restaurants

- *"Probably the convenience to everything such as music gigs, theatre, movies, CBD, good shopping."*
- *"The proximity to cafes, restaurants and shops, city, parks and public transport."*

Close to Freeway – good road access

- *"Convenience, location to freeway and to city."*
- *"The central locality and ease access to major arterial routes. Proximity to my work and cafes."*

Close to particular surrounding suburbs

- *"There is a mixed community there is all sorts of age groups, it's close proximity to shopping areas such as Leederville and Subiaco. Close to the hospitals and medical facilities. Also we are near Lake Monger."*

Close to medical facilities – GP, hospital, dentist etc.

- *"The location is close to lots of things and well serviced. Good hospitals etc."*

Q. What is the best thing about living in West Leederville?

Base: Those delighted (rating satisfaction 8+ out of 10) with their suburb as a place to live (n = 60)

Suggestions for improving the local area

Suggestions to improve City Beach

.....

Better access to public transport

- *"Better bus transport to the city. It is all very isolated here and if you don't have a car you are stuck. We need more bus services that go down Cargen Crescent to the city."*
- *"Public transport is not very good, and general availability of the shops. If you want to go to hard wear or petrol stations, restaurants and public transport it's a long drive to get there."*
- *"I would like to see a better public transportation system, more regular buses, and for them to be on time more often, right now the buses are often about 20 minutes late."*
- *"Transport, needs more buses, it's a bit isolated needs more coffee shops. Good to have some in the suburbs so mixed in with the houses, in the more residential areas."*
- *"The Boulevard shops need improving and public transport, there needs to be more of it, to be heading more to the north and south, not just east and west."*

Improvements to planning and building

- *"There is too much sub division. It used to be peaceful and now it's too noisy."*
- *"The administration of how new housing approvals get approved, there is no recognition of peoples rights."*
- *"The zoning to our property in Games Village area, we would like to be subdivided and we can't."*

Strengthening the community

- *"I like a bit more work on the community, sorts of things like shops, community centres. Work towards a more cohesive community."*
- *"More sense of community. More local places to get together."*
- *"Closer deli in south City Beach, cul de sac on Challenger Parade at the corner of Falmouth St."*

Other suggestions

- *"We need the sewerage system working, we are still on septic tanks."*
- *"I don't like the architecture of the houses. A lot of 60's-70's houses in the area and they're pretty ugly."*
- *"As it is close to the city and close to the beach so need more traffic control and more security patrols in area."*

Q. What changes or improvements would you like to see in City Beach?

Base: Those who rated satisfaction 0-7 out of 10

Suggestions to improve Floreat

.....

Installation of underground power

- *"I would like to see underground power."*
- *"Underground power. More parking in Floreat Forum."*
- *"Underground power in the areas that haven't got it. The netball centre has gone ahead and developed their own precinct and I would have liked the netball centre to be at Challenge Stadium because that's where all the sports are."*

More efficient and cost effective Council

- *"Probably more efficient council."*
- *"Council is very expensive in coastal ward."*

Other

- *"I would like to see them doing a bit more about the trees as in cleaning the pathways after cutting the trees for more safety precautions."*
- *"I would like to see less infill housing, I don't want them to be sub divided, it would make traffic and everything busier. Blocks need to maintain a reasonable size."*

Q. What changes or improvements would you like to see in Floreat?

Base: Those who rated satisfaction 0-7 out of 10

Suggestions to improve Wembley

.....

Better traffic management

- *"I live on Cambridge Street and the traffic is appalling. I have a garage that opens out to Cambridge street and I am always being blocked by people parking there, I am opposite shops and people park there and I just can't get out sometimes. I have complained to the council but to no avail. It's so bad that I am thinking of moving."*
- *"Selby Street to be sorted out. There is too many trucks and buses going through. It's unsafe."*

Improve and maintain the local area

- *"Recycling every week for bins. Tree trimming on curbs. Drains to stop flooding, near corner of Salvado Road and Jersey Street."*
- *"The response with the graffiti team, reported 6 weeks ago but no actions taken so far."*
- *"More improvements at Bold Park like upgrading the pool. The parking around West Leederville is a big issue."*

Other

- *"I think that safety has become bad recently, I got broken into and there seems to be more dodgy things happening in the area. Not sure what they should do to fix it."*
- *"Shops open a bit later. I wish there was more nightclub and more nightlife."*

Q. What changes or improvements would you like to see in Wembley?

Base: Those who rated satisfaction 0-7 out of 10

Suggestions to improve West Leederville

Greater Council action

- *"Greater consideration by the development panel and the Town of Cambridge administration panel. Some consistency with the project for the high street."*
- *"I would like to see the Town of Cambridge plan for the West Leederville precinct as proposed by the town council proceed as proposed."*

Improvements to trees

- *"There is the street trees - the choice of gums (Queensland box) is unsuitable as they drop leaves and because of their oily nature they don't breakdown easily. So many of the roads between Holyrood Street and St John of Gods that don't allow you to turn right."*
- *"Trees to be planted more closely together so there will be shade for hot days in summer."*

Other

- *"More control of traffic. High street developed. More parks being dog-friendly."*
- *"More public transport near Harborne St. The Floreat beach are could be better maintained."*
- *"I would like to see more security patrols around the area, there have been a lot of break ins recently."*
- *"Underground power between Cambridge street and railway parade."*
- *"I think that they need to recognise with the subdivisions and the two ramifications of that you are getting more people living in the same street and they are getting quite full with all the cars, so parking is a major issue, the sizes of the blocks need to take more responsibility for noise as the block sizes are smaller and have a greater responsibility."*

Q. What changes or improvements would you like to see in West Leederville?

Base: Those who rated satisfaction 0-7 out of 10

Improving the local area for
families with younger children

Suggestions to improve the area for children

among those living in City Beach

Provide places for children to ride bikes and improve cycleways

- *"To keep finishing the bike paths so that they all link up so that the kids can ride safely."*
- *"It would be nice to have a drinking fountain in Bent Street Park. Introduce more parks for bike riding because in some places they have to ride on the road."*

Provide more and improve maintenance of areas for children to play

- *"Playground at Bold Park more for kids, play area itself. It's good they're doing up the surf area."*
- *"Keeping parks leafy and less anti social behaviour at public events."*

Other suggestions

- *"Perhaps there could be more support of the local schools."*
- *"There's too many road speed humps that are totally unnecessary. If they were wanting to spend money, they could remove the speed bumps instead of putting them there. There is no need for them and it's a waste of time and money. Specifically the two off Empire Avenue and Cromarty Rd in Churchlands. It would be good to have no skate boarding rinks, you don't need to spend money to provide those facilities, they can do other sports. Keep the beaches clean of rubbish and keep the patrols running along the beach. Paid car parking shouldn't be allowed. They raise enough through rates and taxes and anyone should be able to use the beaches. Simplified and more flexible planning procedures and controls for developments."*

Spontaneous positive feedback

- *"For children around here it is excellent, the school is great and the library is great."*

Q. How could services and facilities be improved to better meet the needs of children aged 0 to 12?

Base: families with young children living in City Beach

Suggestions to improve the area for children among those living in Floreat

Provide more and improve maintenance of footpaths

- *"You really need more footpaths it's hard when you're a mum with a pram, you don't want to be walking on the road. Also the roundabout on Dumfries Road can have a few cars on it making it dangerous for children. Natural bush land is also lacking, the kids need natural bushland to explore."*
- *"The footpaths aren't very good, there is none at Crieff St and Cargen Crs. They are very busy roads. It makes it very dangerous. I would like the Wembley golf course to have some kind of family friendly eating available."*
- *"One of our problems is there isn't any pathways, there is hassle crossing roads because there are people speeding down Kenmore. It's in between two school zones. We don't want to walk on this road."*
- *"Footpaths should be built in for prams."*
- *"More footpaths."*

Provide more cycleways

- *"More cycle paths around parks should be made. Also better traffic management should be controlled during peak hours so that it is easy to pick up the kids."*
- *"More cycle paths should be built."*
- *"More cycle paths."*

Suggestions to improve the area for children cont.

among those living in Floreat

.....

More places for children to play with better equipment

- *"Adding a bit for play equipment in the park, next to pre-primary on Birkdale Road."*
- *"Have another skate board ramp so that the younger children can play while the older children play too."*
- *"Maybe more grass in some of the parks instead of the mulch."*

Other suggestions

- *"Facilities at school are very basic - classroom resources are limited compared to other schools."*
- *"Probably more organized activities for them in school holidays. Sporting activities while parents are working. To keep kids busy for the day while parents are at work."*

*Q. How could services and facilities be improved to better meet the needs of children aged 0 to 12?
Base: families with young children living in Floreat*

Suggestions to improve the area for children

among those living in Wembley

Provide more and better maintenance of parks and playgrounds

- *"A few more play grounds in the neighborhood."*
- *"Bigger playgrounds should be built around the area."*
- *"More parkland, sporting facilities, football goals posts and basketball rings."*
- *"The parks can be improved a little, like playground to provide more play equipment."*
- *"The playground maintenance can be improved a little at the park near Wembley community centre, sometimes there are broken glasses may from people coming out from the pub."*
- *"Updating playground equipment."*
- *"It would be nice to place public toilets at Ratter Park, the community centre and childcare centre do not let the public use their toilets. Also a roundabout at the intersection of Grantham and Jersey Street would be beneficial for the safety of school grounds and slow the traffic down also allow traffic to flow."*

Provide more activities and attractions for children

- *"The Bold Park Pool, they have facilities only for toddlers but not so much for children of my age group. Some of the parks- Ratter Park has changed to a dog park and sometimes dogs are not on a lead which causes concern for me. Also there are no toilets at the park and it would be nice to have facilities placed there."*
- *"They need to keep Bold Park open whole day."*
- *"More playgrounds, more community things like a blue light disco that's on every month just more things for them to do."*
- *"Need to cater for upper end age bracket from 12 onwards, for example more skate parks."*
- *"The council could organize more children and family events. More exciting and challenging play equipment for older children. Put a waterslide in Bold Park aquatic centre and keep it open."*

Suggestions to improve the area for children cont.

among those living in Wembley

.....

Improve safety around roads and crossings

- *"I think there needs to be a crash barrier at Wembley primary, to protect it from cars."*
- *"More facilities Grantham St and Jersey Rd need traffic lights for the safety of drivers and children crossing the road. Traffic issue on Holland sty and Ruislip the stop sign needs to be more visible. Wembley traffic management needs to be upgraded."*
- *"The road crossings on Cambridge St needs to be green for longer, it's not very safe and also Jersey St intersection also."*

Provide more cycleways

- *"Bike paths. I don't think we have any bike paths from what I can see. More playground facilities as well for the children."*
- *"More cycle ways and safer roads in regards to children walking to school."*
- *"More cycle ways. The ones around Lake Monger are good but I guess heading towards the city there needs to be more. Also the link where the train station is. When the bridge is all joined and it's easier to get into, the sooner the train station is done up and the connection is finished it will be better."*

Provide more and improve schools and learning facilities

- *"Another school has to be built in Wembley."*
- *"I think we could have better libraries, the libraries are great but they could be resourced more, they should keep up with the times in terms of things like electronic books."*

Suggestions to improve the area for children

among those living in West Leederville

Improve safety around roads and crossings

- *"For there to be a walkway across Lake Monger for kids to pass."*
- *"I would like to see more traffic management specifically crossing into lake monger Norwood street onto lake monger drive. There should be something there to make the crossing there safer."*
- *"It would be good to have access underneath Lake Monger Drive, or a better crossing to get across to the lake. Make it safer to cross. Cross walk to the West Leederville primary, for kids who walk by themselves to school who can walk safely across the roundabout on the Woolwich and Northwood Street. It would good to have a skate park."*

More open green open spaces and places for children to play

- *"Maintain the current green space instead of high-rise office space to be used in that area. Maybe less safe for children."*
- *"More greenery and open space for children to play. Better access to lake monger, hard to cross over to lake monger at the moment. More development in lake monger."*

Improvements to schools

- *"The local kindergarten (West Leederville primary) needs to have consistency in attendance days available."*
- *"The school is pretty packed, not sure what to do about that."*

Q. How could services and facilities be improved to better meet the needs of children aged 0 to 12?

Base: families with young children living in West Leederville

Improving the area for teenagers

Improving services and facilities for teenagers

.....

Provide more sport and recreation services and facilities

- *"I think that there should be a skateboard park and a meeting area for the kids that age to gather and meet up."*
- *"I think there needs to be more places like Adventure World, Hillarys Marina, where they can go and hang out."*
- *"More shopping facilities for youths." (Wembley)*
- *"More sporting facilities in the parks, such as basketball hoops and chin up bars, so you can have a work out in the park without needing to go to the gym."*
- *"Need something closer than Bold Park aquatic centre." (Floreat)*
- *"Play area, skate park and sport facilities, more comprehensive transport system so that they can get around easier. Bus routes can be more direct."*
- *"Skate board ramp would really be appreciated in the area." (City Beach)*
- *"Some more basketball hoops at the park." (Floreat)*
- *"There should be a skateboard ramp." (West Leederville)*
- *"They need more skate parks, playgrounds that are relevant for older kids."*
- *"They need to do something more for teenagers, somewhere they can go, have more to do, such as skate parks, more outdoor things to do."*
- *"Could do with more reserves. Also I think some of the transport connections are pretty awkward, public transport in City Beach needs to be improved."*

Q. How could services and facilities be improved to better meet the needs of youth, aged 13 to 18?

Base: families with older children

Improving services and facilities for teenagers

.....

More organised events and activities

- *"A non-alcoholic monthly event should be organised for youth."*
- *"Activity wise, promote workshops like skating, library, festivals. Advertise festivals in Leederville more often, more communication."*
- *"More educational recreational activities to be supplied."*
- *"More recreational activities to be organised at the beach."*
- *"The blue light disco they do on a Friday once a month, there is only two age group, once they hit 13 they stop going because there are a lot of 10 year old. It would be good if they had another age group such as 14-16. At Wembley community centres. So that age group can socialise. It's quite a large age gap when kids hit high school and there's a lot of kids from primary school going."*
- *"The main thing would be getting the new surf club up and running soon." (City Beach)*
- *"They should have more organised activities at the parks."*
- *"Things like street festivals or more weekend activities like concerts."*
- *"They need more to do, but I don't know what that could be."*

Improving services and facilities for teenagers

.....

Better access to public transport

- *"More regular night time bus and train services."*
- *"More transport more frequently. Better lighting in the streets for example in Crosby and more cycle paths around the main arteries so they can safely get around on a bike."*
- *"Public transport, no trains nearby, the buses are not regular. Especially on Friday and Saturday nights. It seems taxis are the only option."*
- *"Public transport, there is a distinct lack. An extended bus line and more frequent buses. The whole of City Beach needs to improve."*
- *"Public transport. In my area there is only really one bus route so it takes forever to get anywhere and you have to hope where you want to go is along that bus route. They need more bus routes and a more regular bus."*
- *"Some decent public transport."*
- *"Maintain good public transport. Using City Beach foreshore to have concerts or even parks and Perry Lakes."*

Provide more and safer cycleways

- *"Bike tracks - more of and more continuity"*
- *"More cycle paths to get across West Coast Hwy or a fly over. And local grocery shops. Need more artificial banks for surfing."*
- *"There is nowhere safe for a child to pass by Perry Lakes drive to cross Stevenson Drive while cycling."*

Q. How could services and facilities be improved to better meet the needs of youth, aged 13 to 18?

Base: families with older children

Improving services and facilities for teenagers

.....

Other suggestions

- *"The council could help the local school - more investment in roads, parking around the schools." (Floreat)*
- *"More jobs basically. I think the government shouldn't spend as much money, because the government wastes money that could be better used for productive purposes, so if the government wasn't taking as much money, there would be more jobs."*
- *"Everything is easy access. More parking in the street - more flexibility with residents parking. We are 8 people living in this house and have the need for more street parking."*

Q. How could services and facilities be improved to better meet the needs of youth, aged 13 to 18?
Base: families with older children

Improving the local area for seniors

Suggestions to improve services and facilities for seniors

Among those aged 55+

When those aged 55 years or older were asked to provide suggestions about how to improve services and facilities for seniors, it is noteworthy that 3 in 5 respondents were happy as is or unable to offer any suggestions.

The most popular suggestion was to **improve public transport**, mentioned by 1 in 8 seniors

- *"Transport is the biggest issue, the stop is close but not often enough, you could have light rail. If we want to catch a train we have to drive or catch a bus to get one because they are so far away."*
- *"The public transport system needs to be injected with more frequency of services and accessibility of the services needs to be expanded upon the whole City Beach area."*
- *"Bus services to and from the city. There are not enough services. The buses that go down Cargen Crescent, there are only 3 a day that go down there. We need more that to go down that street. The oldies can't walk down to The Boulevard for the other buses. We need more buses to detour down Cargen Drive otherwise we are stuck."*
- *"Public transport can be improved particularly at weekends."*
- *"The transport isn't good at the moment, I only see kids catching the bus and there is a long way to walk to the buses."*
- *"Buses services can be improved, Department of Transport is reviewing the route of buses and if they make any changes, it would make it difficult for me to travel by bus to Innaloo. I use bus 401."*

Q. How could services and facilities be improved to better meet seniors' needs?

Base: Those aged 55+ (n = 139)

Suggestions to improve services and facilities for seniors

Among those aged 55+

Improvements to roads and traffic

- *"Traffic is an issue. I notice it is difficult to cross Cambridge St. I see people struggling to cross near medical centres. 60 kms is too fast. Old people and women with prams struggle to get across the road safely. If I were to move it would be because of the ferocity of the traffic. Railway Parade is equally as bad. Council needs to think hard about reducing the problem."*
- *"The Boulevard needs to have white iridescent strips of paint on the road to let people know they have to slow down and that there is a roundabout ahead."*
- *"I think they need more crosswalks and another set of lights over O'Reillys and Coles on Cambridge Street as it is dangerous"*
- *"Some street signs at intersections could be improved by not be obstructed by parked cars on streets close to corners or intersections, e.g. Ruislip St, Gregory Street, or Lake Monger Drive. Some people can't see clearly at these intersections. There should be a distance away from them where there is no parking."*
- *"It's the traffic that's the problem. Managing the traffic better would be great."*

Improvements to footpaths and cycleways

- *"There should be more accessibility for seniors who ride on the mini scooters as not all the footpaths link up and that makes it hard for us to travel on."*
- *"One or two extra footpaths would be nice so I don't have to walk on the road."*
- *"More cleaning facilities, rubbish around footpaths, to have clean paths for seniors to walk on."*
- *"There should be an underpass on Cambridge Street near the lights."*
- *"I think that what has to be done would be to make sure footpaths and crossings over busy streets is more compatible with slow movers."*

Q. How could services and facilities be improved to better meet seniors' needs?

Base: Those aged 55+ (n = 139)

Suggestions to improve services and facilities for seniors

Among those aged 55+

Improved activities / outlets / facilities for seniors

- *"They should include more cultural festivals for senior people in community halls."*
- *"They could probably have more outings organised by the Cambridge council for seniors like a bus picking them up and taking to them to group outings."*
- *"They could look to councils in South Australia, particularly Norwood, and offer similar services to seniors. For example, Norwood offers shopping for seniors when seniors are incapacitated, you can have someone do your shopping for you."*
- *"It would be good if there was a shed for men, building where men can go and engage with other men, make things, work with tools, network for senior men."*
- *"A bit more senior activities. If we have anything I'm not aware of it because it's not advertised. For examples senior exercise group, dancing or craft."*

Improve Council communication with residents

- *"We could be informed a bit more about what's available to do everyday, I live in a retirement village in Subiaco."*
- *"I think Cambridge office is far to isolated from the community."*
- *"If there was somebody we could refer things to instead of dealing with the shire ourselves and being put through to this person and that person. Someone like a liaison officer for seniors that can pass things on. There needs to be more communication about what is available and what events are on. I don't know anything about the community centre and what is available and who is entitled to use it. It needs to be put out there. We always hear about things too late either by word of mouth or in the paper saying, last weeks event was held at blah blah, and by then we have missed it."*

Q. How could services and facilities be improved to better meet seniors' needs?

Base: Those aged 55+ (n = 139)

Suggestions to improve services and facilities for seniors

Among those aged 55+

Provide more and better amenities

- *"The shopping centre near The Boulevard needs to be refurbished, new air con, new carpets etc there are two or three vacant shops, should be some good shops put into them. It would be nice to have a nice deli, fresh bread, meats, healthy food."*
- *"It would be nice to have a shop closer than The Boulevard, it would be lovely to even just have a kiosk where you can get milk and the papers, near Clancy's fish bar."*
- *"The beaches - City Beach. I used to swim a lot but now hesitant because of sharks. A swimming pool or a netted pool would be a good idea. This is the first year I haven't been swimming."*

Concerns with planning / building / development

- *"When building plans are put forward, we have neighbours violating the guidelines regarding the height, set back etc. The bottom line is the council doesn't want to enforce the guidelines causing people to complain."*
- *"Too much infill occurring in the whole council area of Cambridge. Council is getting too greedy. We need open space, open bushland."*
- *"For a start they could allow corner blocks to be sub divided, they could restrict the height of the blocks if they wanted but I think the houses they build are right up to the edge with no gardens and it's supposed to be a leafy area with gardens suburb."*

Q. How could services and facilities be improved to better meet seniors' needs?

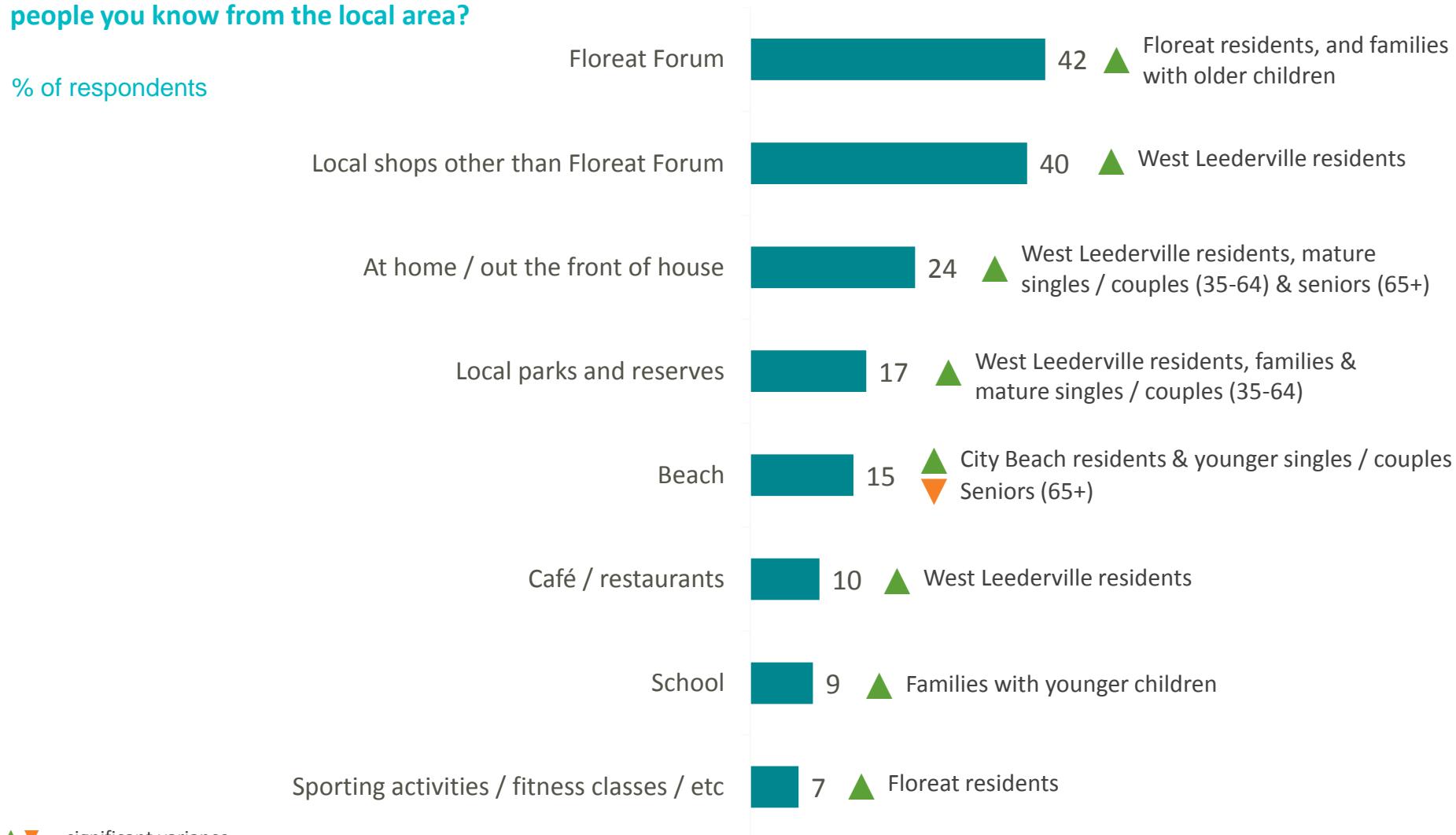
Base: Those aged 55+ (n = 139)

Local places

Shopping centres offer a good community connection point

.....

Q. Where do you mostly see or bump into people you know from the local area?

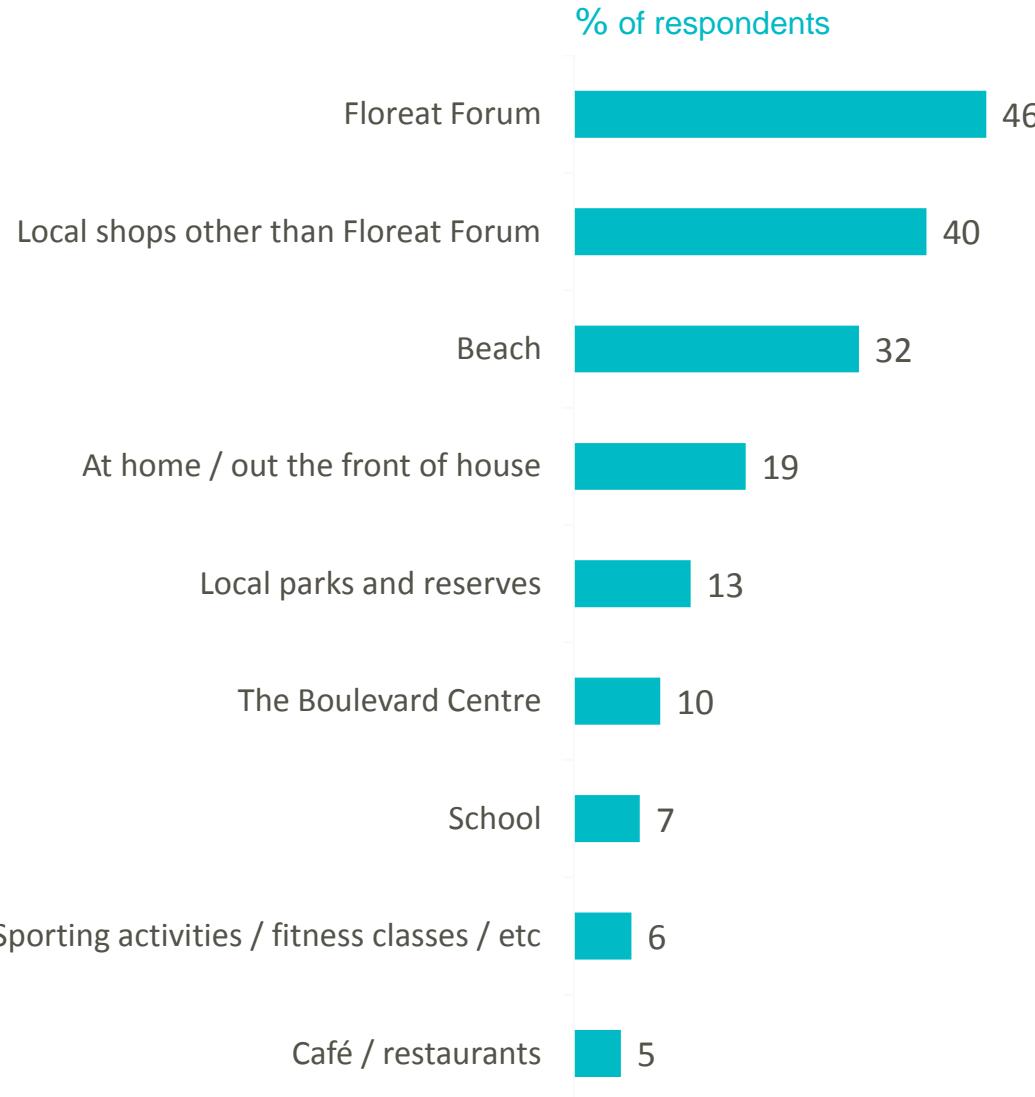


▲▼ = significant variance

Q. Where do you mostly see or bump into people you know from the local area?

Base: All respondents (n = 402)

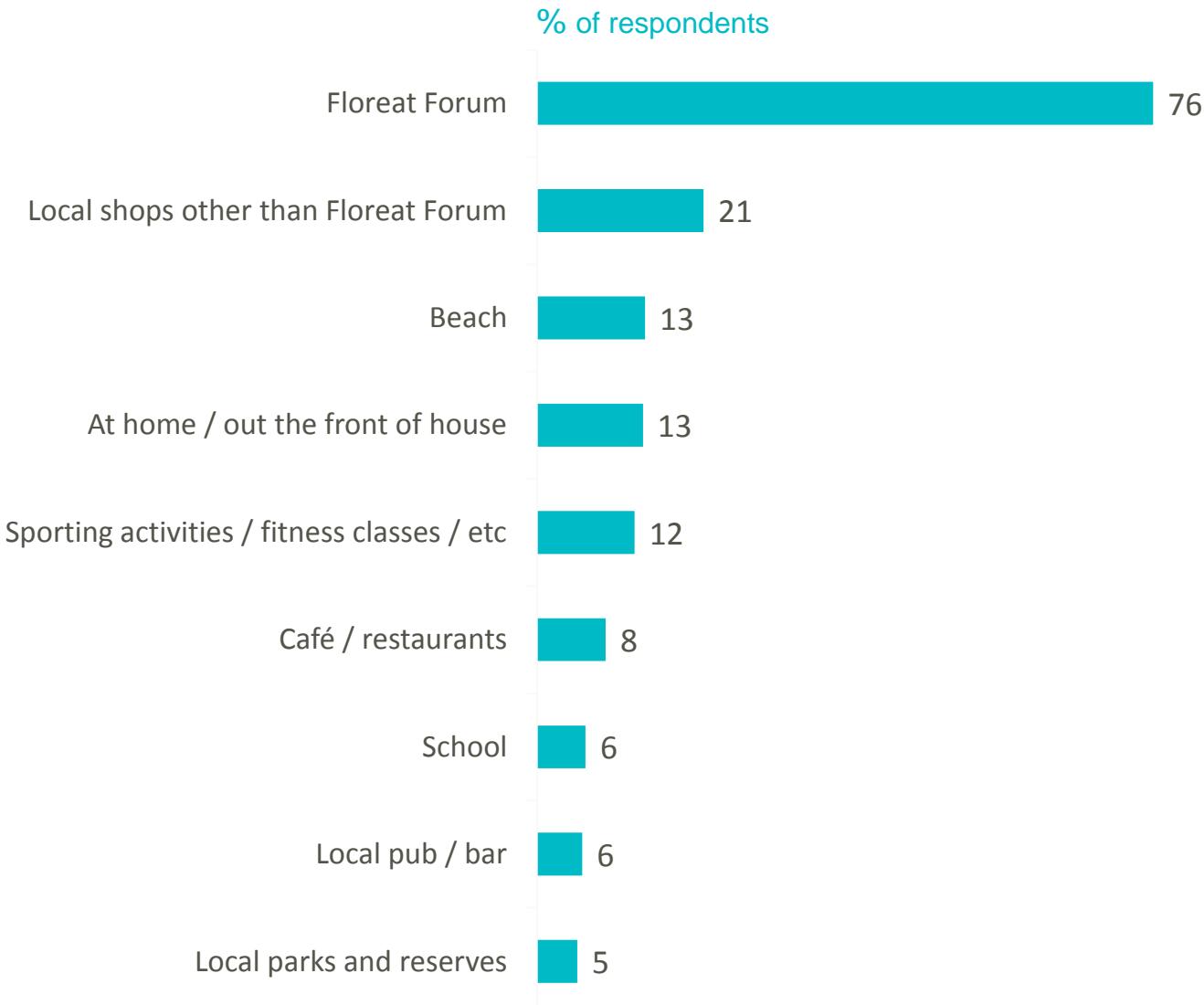
Residents in City Beach are more likely to connect at the shops or the beach



Q. Where do you mostly see or bump into people you know from the local area?
Base: Those living in City Beach (n = 119)

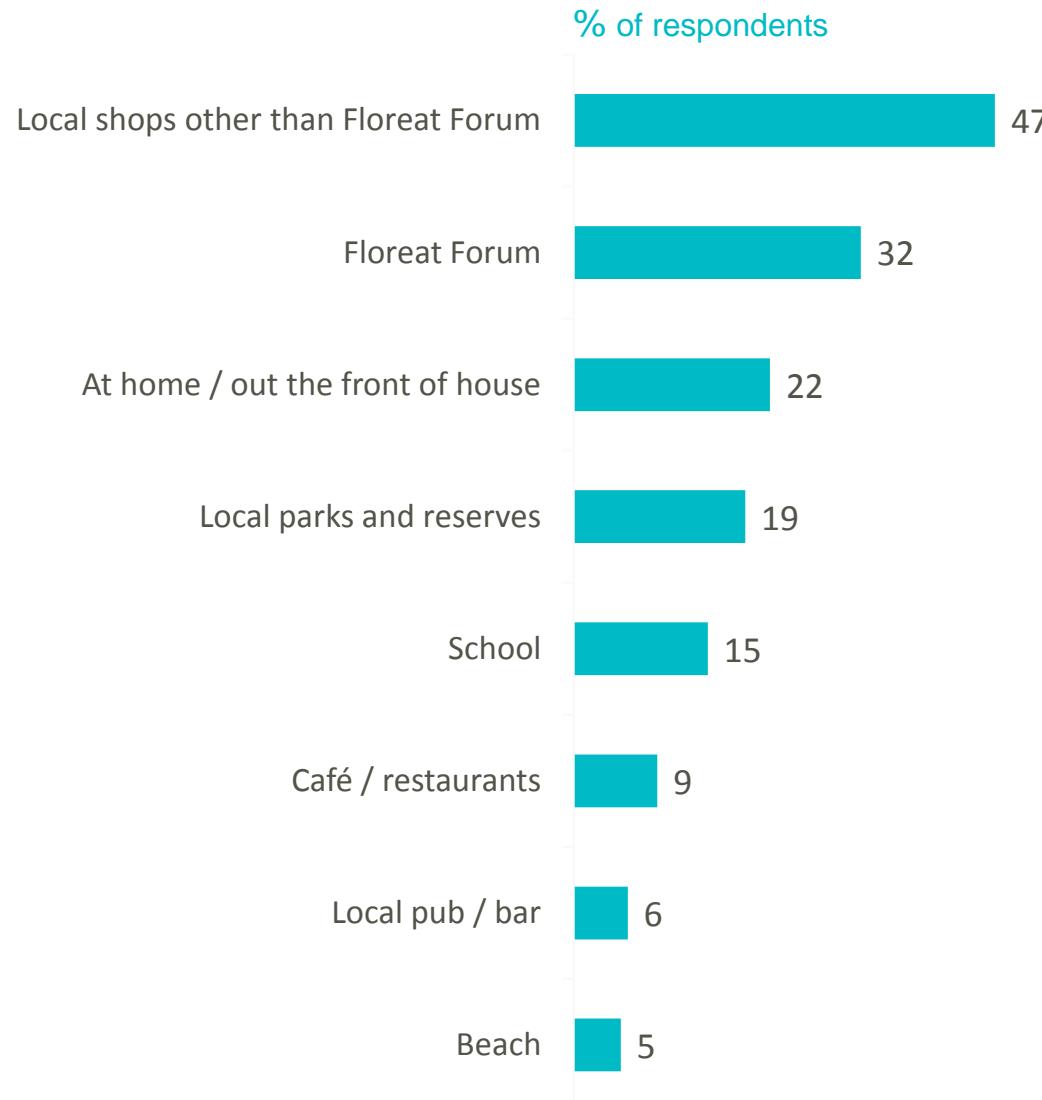
The Forum provides a central meeting space for residents in Floreat

.....



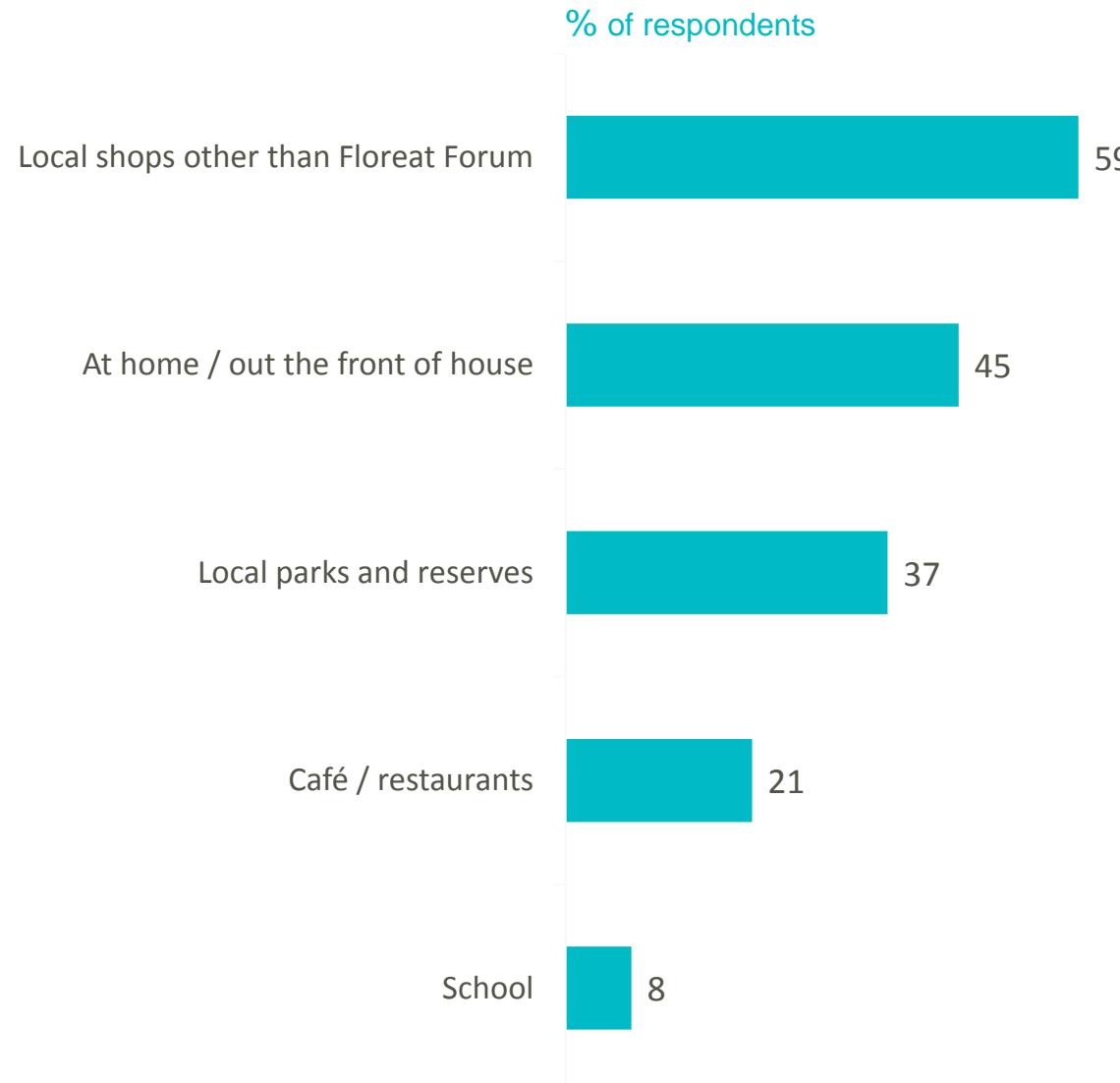
Q. Where do you mostly see or bump into people you know from the local area?
Base: Those living in Floreat (n = 104)

Residents in Wembley are more likely to see each other at their local shops



Q. Where do you mostly see or bump into people you know from the local area?
Base: Those living in Wembley (n = 105)

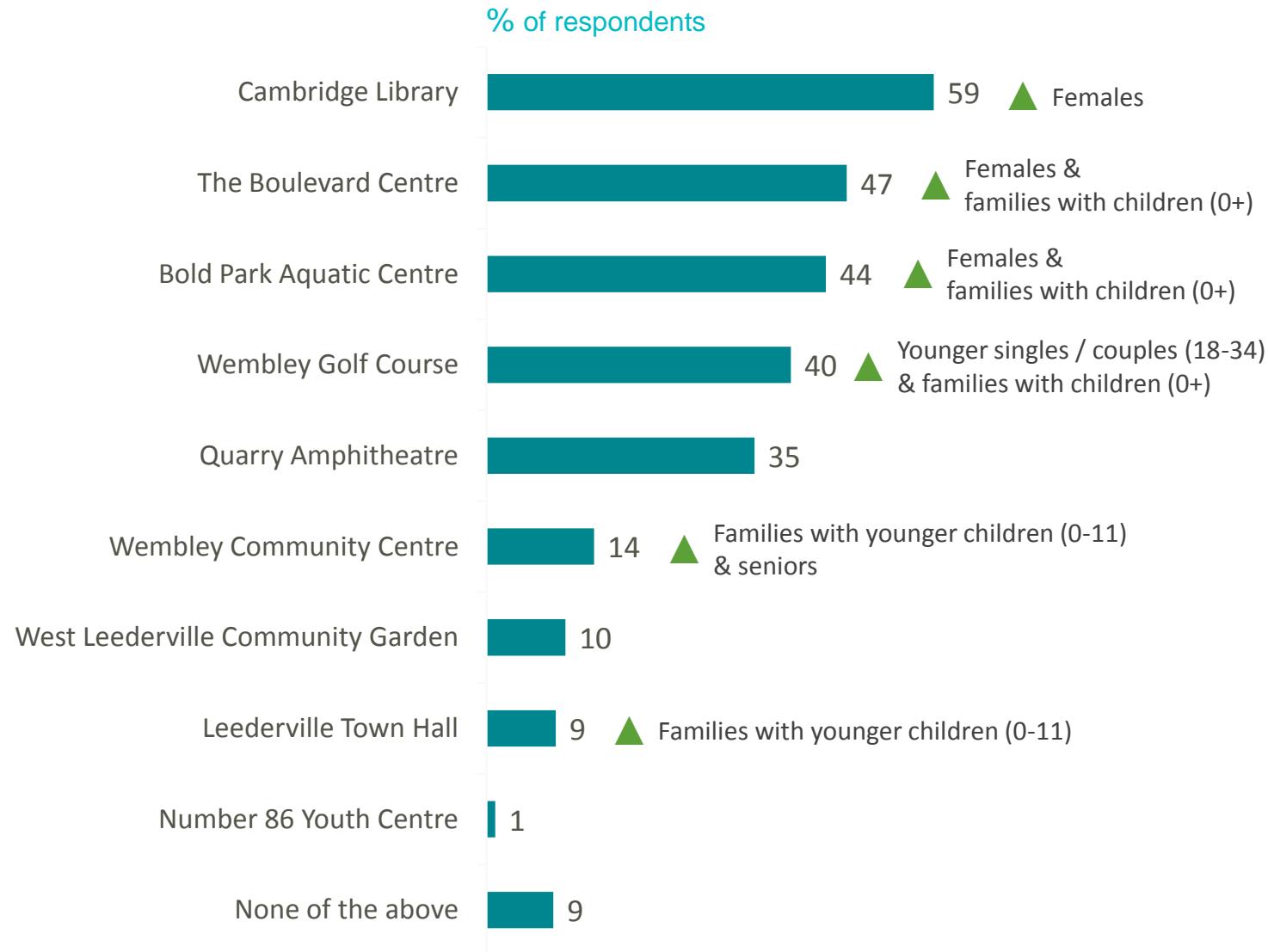
West Leederville appears to be the most connected community with well designed homes, well appointed parks and popular cafes



*Q. Where do you mostly see or bump into people you know from the local area?
Base: Those living in West Leederville (n = 70)*

Cambridge Library is the most popular local place

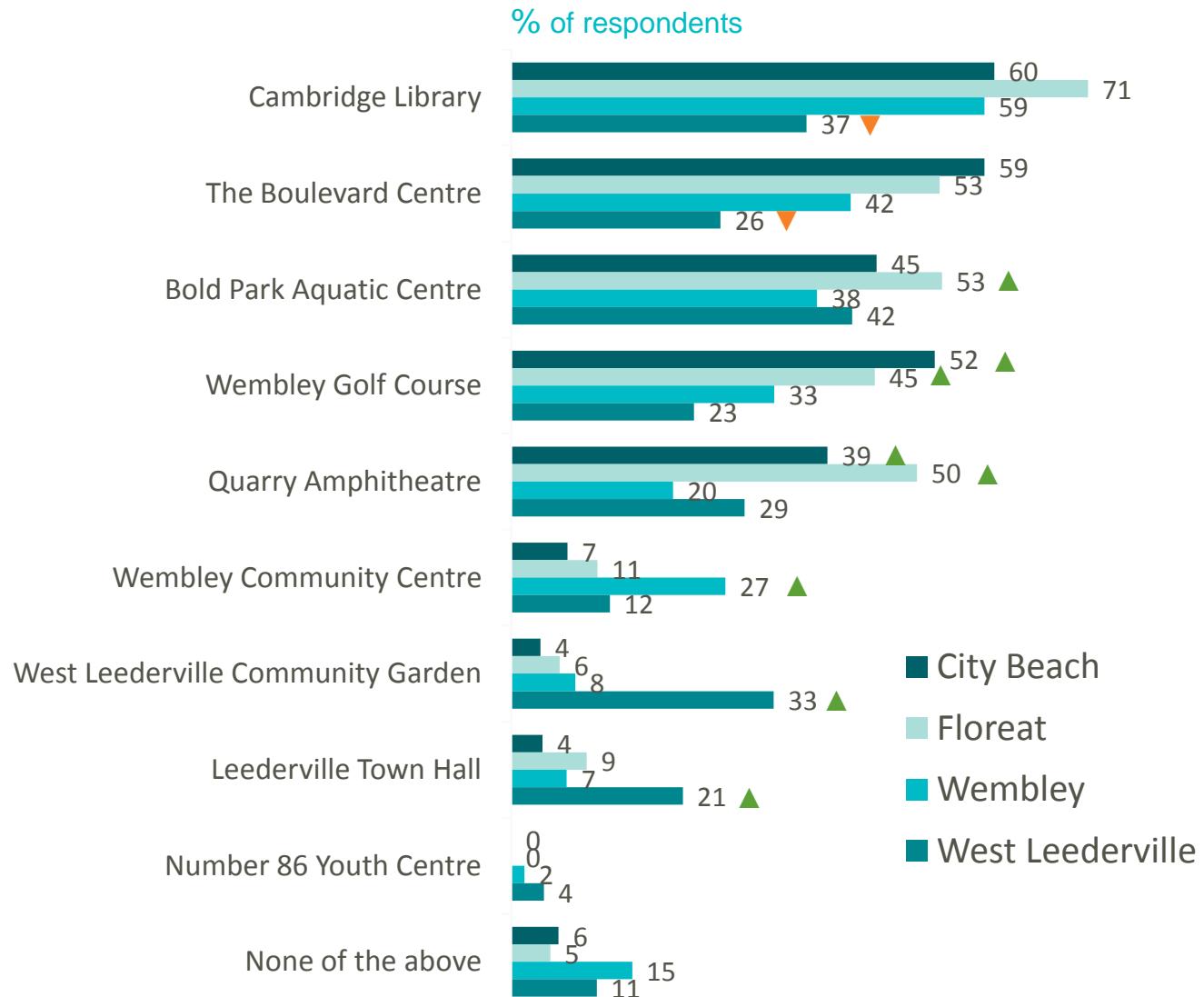
followed by the Boulevard Centre, Bold Park Aquatic Centre and Wembley Golf Course



▲▼ = significant variance

Q. Over the past 12 months, have you, or others in your household, been to any of the following places?
Base: All respondents (n = 402)

Residents are more likely to use facilities in closer proximity



Q. Over the past 12 months, have you, or others in your household, been to any of the following places?
Base: All respondents (n = 402)

Beaches are the most popular places to visit

.....

Frequency visiting local places...

(% of respondents)

Weekly

Less often

Never

Local beaches such as City Beach or Floreat Beach



Lake Monger



Perry Lakes park and reserve area



Frequency of visiting local parks and reserves...

City Beach residents are visiting...
Beecroft, Helston and Jubilee parks



Floreat residents are visiting...
Birkdale, Brantham, Kilkenny and McLean parks



Wembley residents are visiting...
Harbourne playground and Cowden, Henderson
and Rutter parks



West Leederville residents are visiting...
Holyrood Park



Q. For each of the following attractions, please let me know if people in your household typically visit these places weekly, less often or never? Q. And, over summer, how often do people in your household visit local beaches, such as City Beach or Floreat Beach? Would you say weekly, less often or never? Base: All respondents (n = 402)

Younger people are visiting beaches and local parks more frequently

Frequency visiting local places on a weekly basis...

(% of respondents)

	Beaches	Lake Monger	Perry Lakes park and reserve area	Beecroft, Helston and Jubilee parks in CITY BEACH	Birkdale, Brantham, Kilkenny and McLean parks in FLOREAT	Harboune playground & Cowden, Henderson and Rutter parks in WEMBLEY	Holyrood Park in WEST LEEDERVILLE
Male	60%	32%	30% 	40%	24%	18%	29%
Female	60%	34%	21%	31%	22%	14%	22%
Younger singles / couples (18-34)	70% 	41%	37% 	50% [^] 	13% [^]	NA*	NA*
Families younger children (0-11)	62%	41%	32%	59% [^] 	35% [^] 	36% 	29%
Families older children (12+)	76% 	31%	30%	40%	30%	12% [^]	30%
Mature singles / couples (35-64)	53%	32%	18%	20% [^]	21% [^]	14% [^]	17%
Seniors (65+)	36% 	18% 	14%	26% [^]	10% [^]	5% [^]	NA*
Own / paying mortgage	59%	33%	24%	30%	24%	18%	23%
Rent [^]	55%	34%	32%	NA*	NA*	NA*	NA*
City Beach	72% 	10%	25%	36% 			
Floreat	71% 	15%	48% 		23%		
Wembley	41%	50% 	11%			16%	
West Leederville	48%	77% 	12%				25%
Disability or impairment	32% 	24%	10% 	NA*	NA*	NA*	NA*

  = significant variance

*Insufficient sample (n < 15)

Q. For each of the following attractions, please let me know if people in your household typically visit these places weekly, less often or never? Q. And, over summer, how often do people in your household visit local beaches, such as City Beach or Floreat Beach? Would you say weekly, less often or never? Base: All respondents (n = 402)

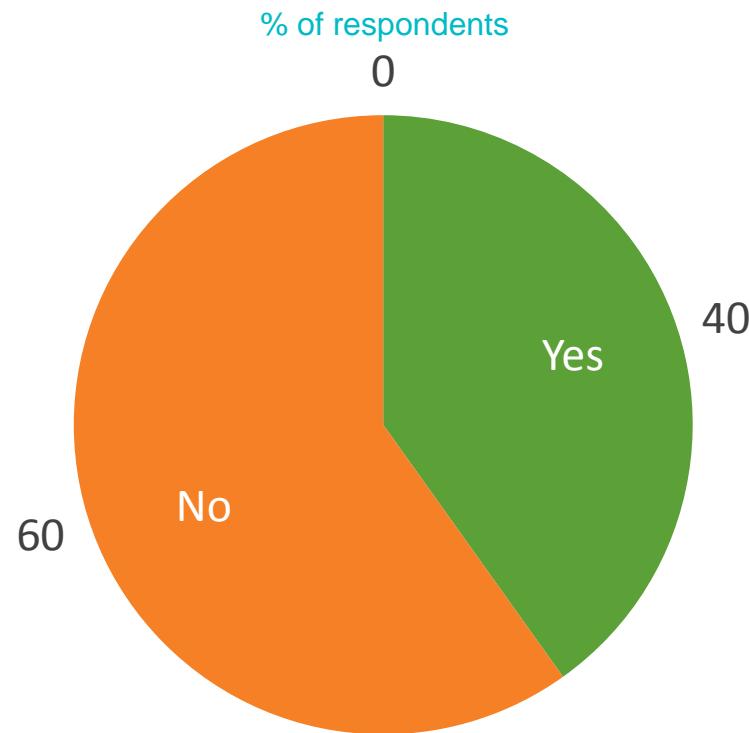
2 in 5 participate in structured outdoor sport and recreation locally

2 in 5 households use local parks, reserves or beaches to participate in team sports, surf club activities, outdoor fitness classes, or other types of structured sport and recreation.

Participation is higher among younger singles and couples, families and those in Floreat, with less participation among those in West Leederville.



Do people in your household use local parks, reserves or beaches to participate in team sports, surf club activities, outdoor fitness classes, or any other types of structured sport and recreation?

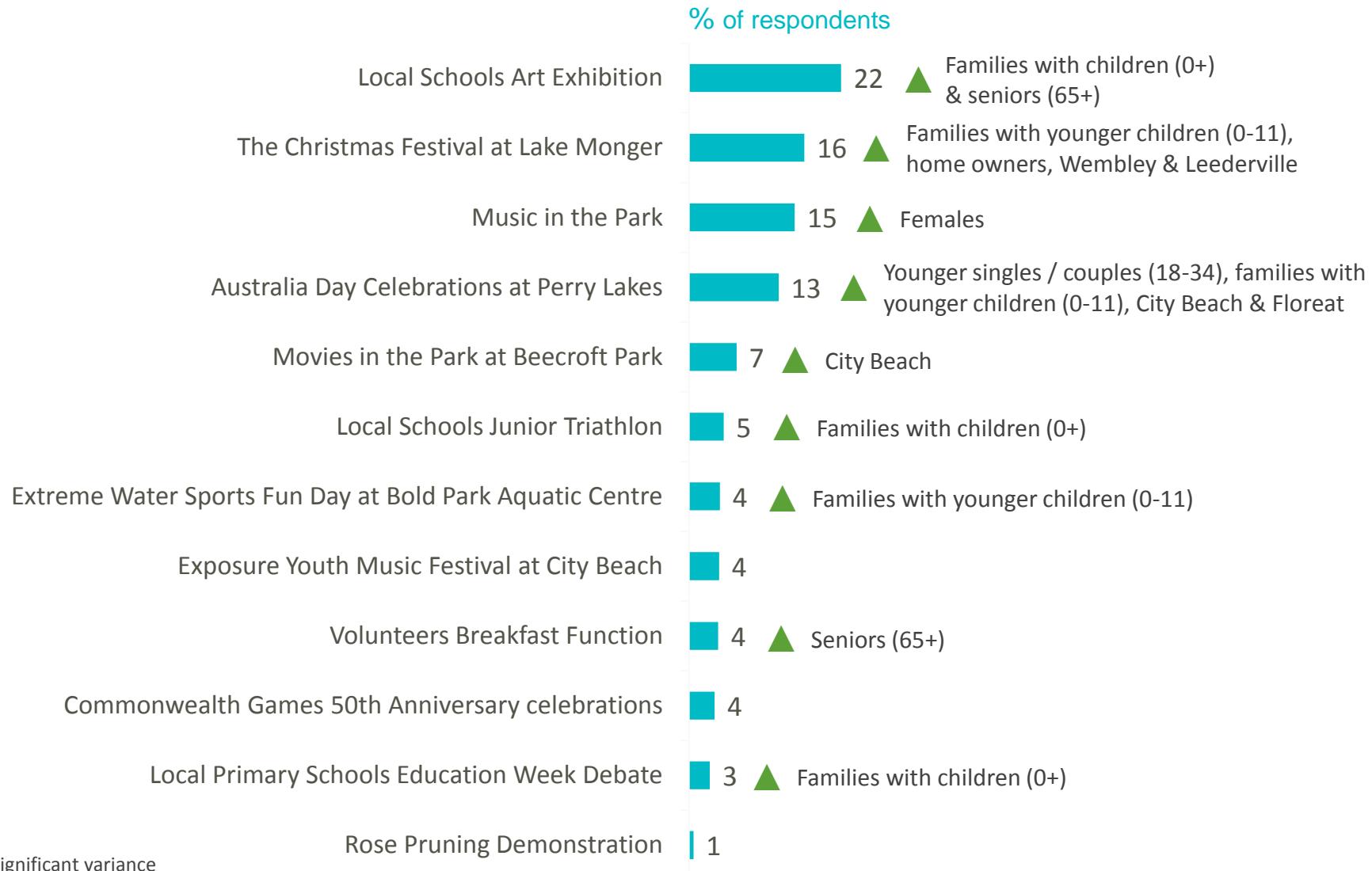


Q. Do people in your household use local parks, reserves or beaches to participate in team sports, surf club activities, outdoor fitness classes, or any other types of structured sport and recreation?
Base: All respondents (n = 402)

Community events

Families with younger children take part in more community events

.....



▲ = significant variance

Q. Have you taken part in any of the following community events over the past 12 months?
Base: All respondents (n = 402)

Most interest in a farmers market, and food and wine fair

Likelihood of attending future community events...

(% of respondents)

■ Definitely would ■ Probably would ■ May or may not ■ Probably would not ■ Definitely would not

A monthly farmers market in the local area 39 33 10 11 7

A wine and food fair in the local area 28 37 14 8 13

Twilight movies at the Quarry 25 31 17 11 15

Free music concerts at the Quarry 22 34 18 12 14

A sandcastle sculptures exhibition at City Beach 19 33 15 17 16

A street festival in Wembley Town Centre 18 32 12 20 19

A beach festival at City Beach 16 31 16 18 19

A Chinese new year event in the local area 12 21 18 27 22

A Halloween event at the Quarry 5 8 10 30 47

A skate competition at Perry Lakes 4 8 8 29 51

Q. In future, how likely would you be to attend the following types of community events?

Base: All respondents (n = 402)

Likelihood of attending community events

Definitely / probably would attend...

(% of respondents)

	A monthly farmers market in the local area	A wine and food fair in the local area	Twilight movies at the Quarry	Free music concerts at the Quarry	A sandcastle sculptures exhibition at City Beach
Male	64%	60%	50%	53%	42%
Female	81% 	71% 	63% 	59%	64% 
Younger singles / couples (18-34)	52% 	44%	52%	44%	30% 
Families younger children (0-11)	83%	74% 	61% 	64% 	71% 
Families older children (12+)	73%	72% 	65% 	61% 	60% 
Mature singles / couples (35-64)	72%	67% 	62% 	55%	51%
Seniors (65+)	73%	56%	39%	52%	41%
Own / paying mortgage	76% 	70% 	56% 	57%	54% 
Rent^	51%	34%	38%	50%	24%
City Beach	66%	65%	52%	54%	50%
Floreat	73%	59%	63%	62%	57%
Wembley	75%	65%	54%	54%	52%
West Leederville	78%	74% 	58%	53%	50%
Disability or impairment	58% 	45% 	38% 	45%	35% 

  = significant variance

Q. In future, how likely would you be to attend the following types of community events?

Base: All respondents (n = 402)

Likelihood of attending community events

Definitely / probably would attend...

(% of respondents)

	A street festival in Wembley Town Centre	A beach festival at City Beach	A Chinese new year event in the local area	A Halloween event at the Quarry	A skate competition at Perry Lakes
Male	44%	48%	28%	11%	15%
Female	55% 	45%	37% 	16%	9%
Younger singles / couples (18-34)	44%	59% 	19%	11%	22% 
Families younger children (0-11)	63% 	62% 	41% 	27% 	16%
Families older children (12+)	54% 	51%	38% 	11%	14%
Mature singles / couples (35-64)	49%	39%	35% 	7%	5%
Seniors (65+)	35%	23% 	24%	8%	5%
Own / paying mortgage	53% 	47% 	32%	13%	13%
Rent^	31%	24%	34%	11%	6%
City Beach	32% 	52% 	30%	6%	15%
Floreat	45%	50% 	26%	15%	13%
Wembley	75% 	44%	40% 	20% 	12%
West Leederville	51%	36%	33%	12%	6%
Disability or impairment	37%	21% 	24%	15%	8%

  = significant variance

Q. In future, how likely would you be to attend the following types of community events?

Base: All respondents (n = 402)

Volunteering

Just under half undertake voluntary work

Just under half of households have taken part in unpaid voluntary work in the past 12 months.

This result is on par with other councils.

Families with children and home owners are more likely to volunteer their time.

% of respondents	
Younger singles / couples (18-34)	33%
Families younger children (0-11)	53% ▲
Families older children (12+)	55% ▲
Mature singles / couples (35-64)	33%
Seniors (65+)	43%
Own / paying mortgage	46% ▲
Rent^	28%

▲ ▼ = significant variance

Q. Over the past 12 months, has anyone in your household taken part in any unpaid voluntary work (such as welfare work, coaching, involvement in committees, etc.)?

Base: All respondents (n = 402)

Over the past 12 months, has anyone in your household taken part in any unpaid voluntary work (such as welfare work, coaching, involvement in committees, etc.)?

(% of respondents)



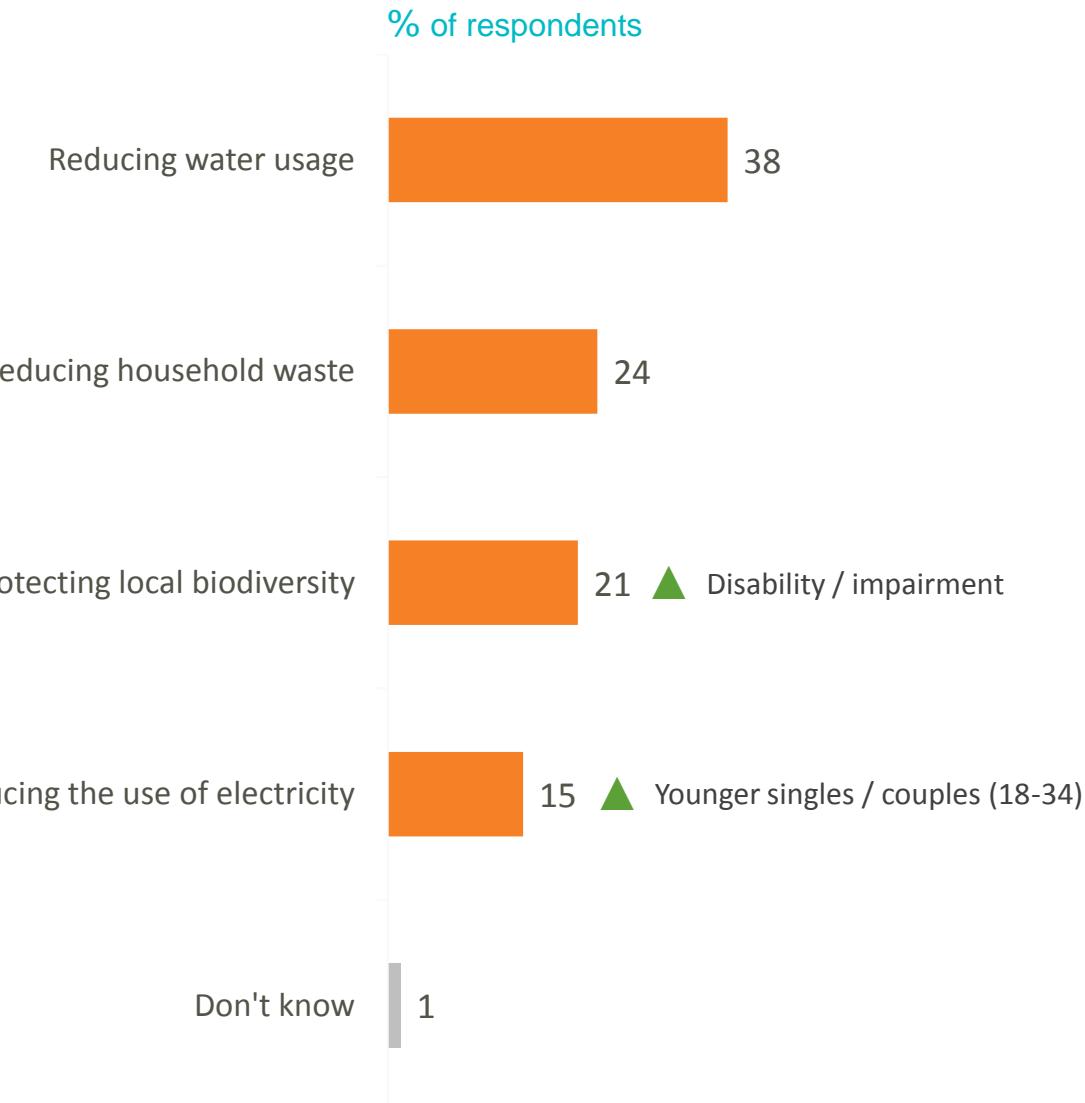
Industry Standards (% 'yes')



Environmental Priorities

Reducing water usage is seen as the key environmental priority

.....

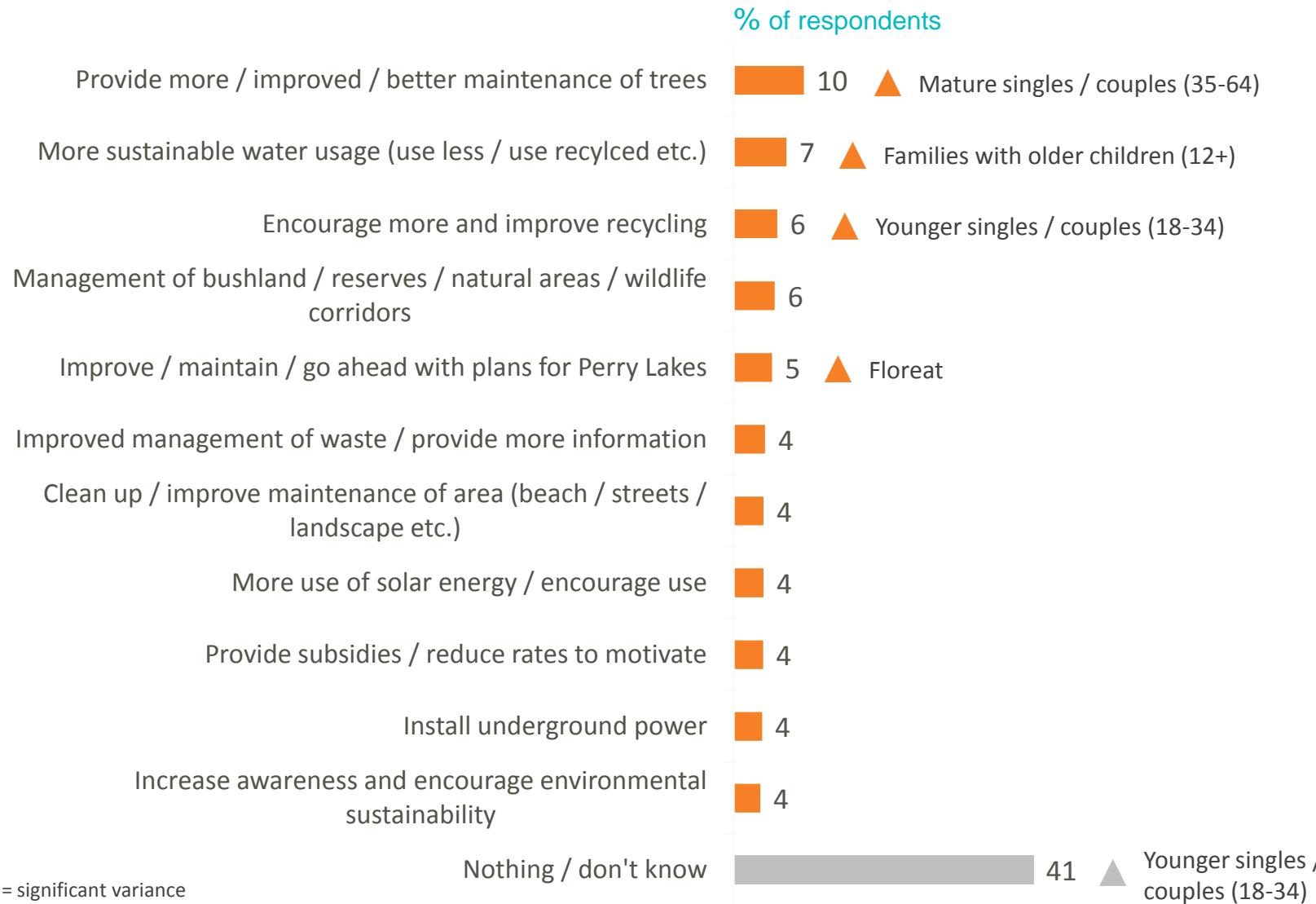


▲ ▼ = significant variance

Q. Which of the following environmental issues do you consider to be the most important to focus on?
Base: All respondents (n = 402)

Broad range of suggestions to improve environmental sustainability

.....



Q. What would you like the Town of Cambridge to do to improve environmental sustainability in the local area?
Base: All respondents (n = 402)

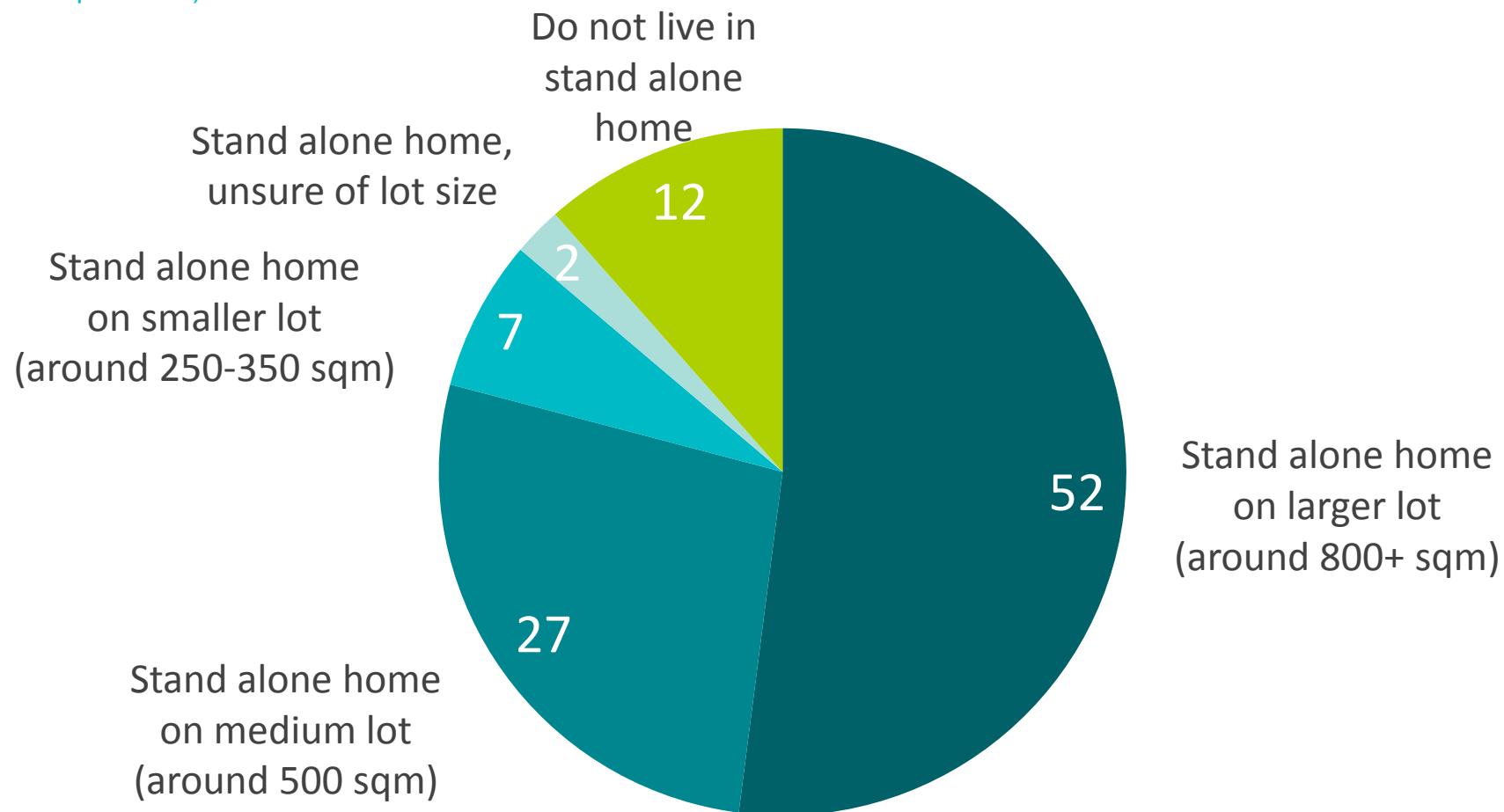
Housing needs

A majority of residents live in a stand alone home on a larger lot

.....

Housing profile in Town of Cambridge...

(% of respondents)



Q. Do you live in a stand-alone home? Q. Is your home on a larger lot (around 800+ square metres), medium lot (around 500 square metres) or a smaller lot (around 250-350 square metres)?

Base: All respondents (n = 402)

Housing profile across the community

Housing profile...

(% of respondents)

	Stand alone home on larger lot (≈800+ sqm)	Stand alone home on medium lot (≈500 sqm)	Stand alone home on smaller lot (≈250-350 sqm)	Stand alone home, unsure of lot size	Do not live in stand alone home
Male	52%	26%	5%	4%	13%
Female	52%	28%	9%	1%	10%
Younger singles / couples (18-34)	52%	30%	4%	4%	11%
Families younger children (0-11)	53%	32%	4%	0%	12%
Families older children (12+)	58%	28%	4%	2%	9%
Mature singles / couples (35-64)	44%	24%	15% 	4%	13%
Seniors (65+)	56%	19% 	8%	2%	15%
Own / paying mortgage	56% 	26%	7%	2%	9%
Rent^	34%	26%	3%	10%	27% 
City Beach	74% 	14%	1%	1%	10%
Floreat	75% 	8%	3%	4%	10%
Wembley	24%	48% 	8%	4%	18%
West Leederville	22%	47% 	22% 	0%	9%
Disability or impairment	38%	29%	2%	7%	23%

  = significant variance

Q. Do you live in a stand-alone home? Q. Is your home on a larger lot (around 800+ square metres), medium lot (around 500 square metres) or a smaller lot (around 250-350 square metres)?

Base: All respondents (n = 402)

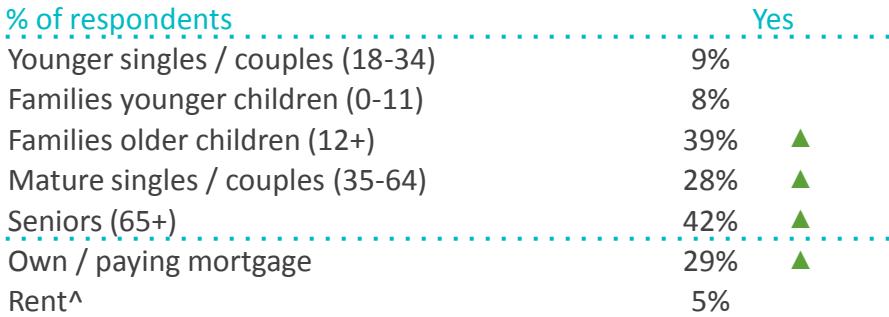
1 in 4 are looking to downsize over the next 5 to 10 years

.....

1 in 4 are looking to downsize to a smaller block or smaller dwelling over the next 5 to 10 years.

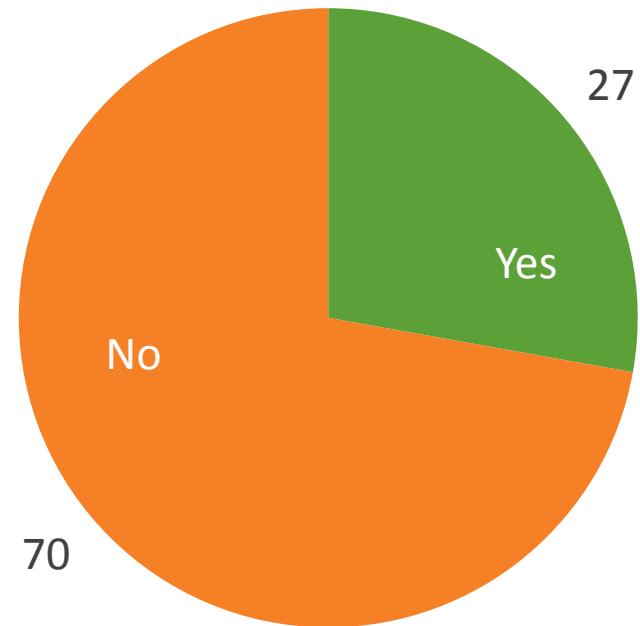
This is higher among seniors and families with older children followed by mature singles and couples with no children living at home.

Home owners are also more likely to be looking to downsize soon.



Would you prefer to downsize to a smaller block or smaller dwelling over the next 5 to 10 years?

(% of respondents)

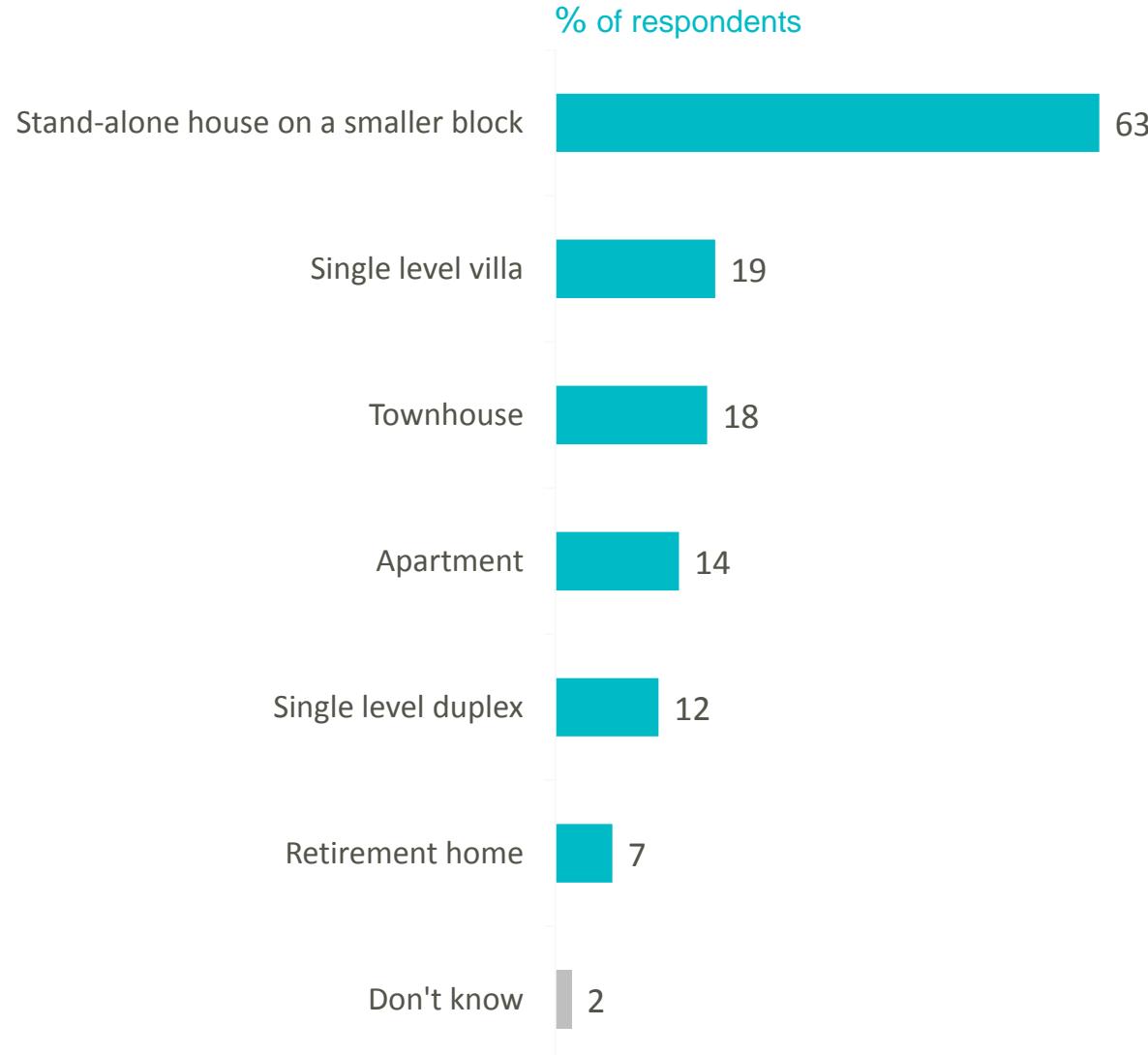


▲ ▼ = significant variance

*Q. Would you prefer to downsize to a smaller block or smaller dwelling over the next 5 to 10 years?
Base: Those living in a stand alone house (n = 317)*

If downsizing, a stand-alone house on a smaller block is preferable

.....



Q. Which of the following types of homes would you prefer to live in? You may provide one or more responses. Would you prefer to live in a stand-alone house on a smaller block, townhouse, single level duplex, single level villa, apartment or retirement home?

Base: Those living in a stand alone house looking to downsize (n = 86)

If downsizing, most would like to remain in the same suburb

% of respondents looking to downsize

Preferred suburb to downsize to		Current suburb (% of respondents looking to downsize, n = 86)							
		Floreat	City Beach	Wembley	West Leederville	Subiaco	Mount Claremont	Daglish	Jolimont
Floreat	32	21%	4%	5%	2%	0%	0%	0%	0%
City Beach	31	0%	30%	1%	0%	0%	0%	0%	0%
Wembley	22	3%	3%	15%	1%	0%	0%	0%	0%
West Leederville	21	1%	3%	6%	11%	0%	0%	0%	0%
Subiaco	9	3%	0%	5%	1%	0%	0%	0%	0%
Mount Claremont	2	0%	0%	0%	1%	0%	1%	0%	0%
Daglish	1	1%	0%	0%	0%	0%	0%	0%	0%
Jolimont	1	0%	0%	0%	0%	0%	0%	0%	1%
Other suburbs outside Town of Cambridge	11	4%	4%	1%	2%	0%	0%	0%	0%
Unsure	1	0%	1%	0%	0%	0%	0%	0%	0%

Q. If you were to downsize, which suburb would you prefer to live in?
Base: Those living in a stand alone house looking to downsize (n = 86)

2 in 5 are attracted to smaller properties in the local area

.....

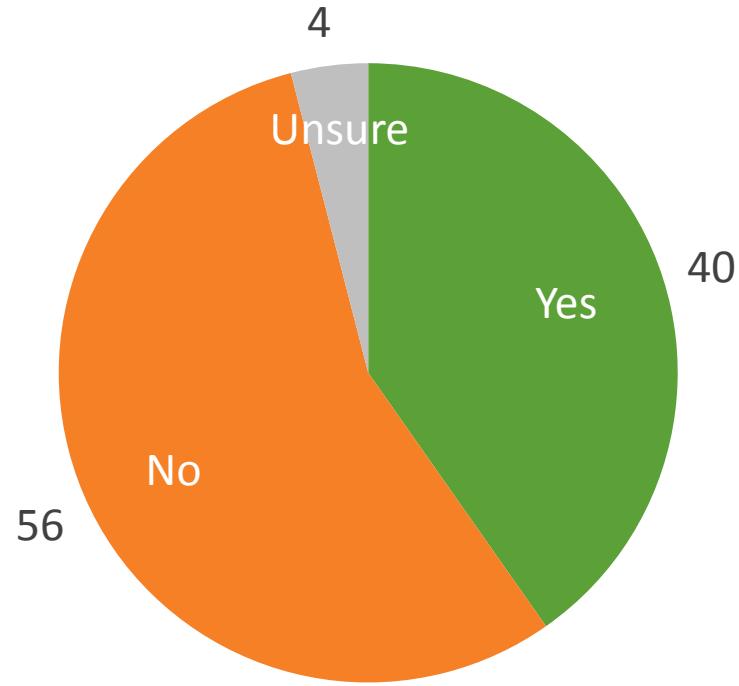
2 in 5 of those looking to downsize in the next 5 to 10 years are attracted to smaller properties they've noticed in the local area.

However, this means that 1 in 2 are not attracted to existing downsizing options.

Perceptions are similar across the community.

Are you attracted to living in any smaller properties that you've noticed in the local area?

(% of respondents)



▲ ▼ = significant variance

Q. Are you attracted to living in any smaller properties that you've noticed in the local area?

Base: Those living in a stand alone house looking to downsize who provided a valid response, excludes non-responses (n = 85)

Why smaller properties in the local area aren't appealing

Among those aged 55+

Haven't been looking or not interested in looking right now

- "Haven't been looking for them. I don't need it right now."
- "Haven't really looked, have only just started to think about it."
- "Haven't looked."
- "I have never really looked."
- "I haven't looked so not sure."
- "Right now not interested."
- "Am not ready to sell my house right now."
- "We just haven't thought about it, we are not in that mode of thinking yet."
- "Because I have a two storey home, like to downsize later but not looking at the moment, not that they don't appeal to me."

Aren't aware of any / many in the area

- "Because there are not to my knowledge any smaller blocks in the area, apart from the ones the council is selling because I wouldn't want to live there, because they are more expensive than what we want to pay, when we downsize we want to buy a cheaper block so we can give some of the money from our house sale to our family."
- "Because there aren't any smaller properties, not that I can think of."
- "Can't actually think of any offhand. Not a lot of units around here."
- "I don't know of any. There really aren't many."
- "I don't think there are many available, haven't seen any smaller blocks in City Beach."
- "I don't think there are many smaller properties around the area."
- "There are not any smaller houses in City Beach. There needs to be smaller blocks that are not so small you have to build up, (such as the ones at Ocean Mere) but have enough back yard space for a small garden."
- "Very few smaller properties in local area."

Q. Why don't any smaller properties in the local area appeal to you?

Why smaller properties in the local area aren't appealing

Among those aged 55+

Issues with high density housing

- "Because you lose a lot of trees when they clear the block. Upsets the environment."
- "High density building doesn't appeal to me. Too big houses on small blocks."
- "No I haven't really seen any, there's a couple of houses up the street but I don't know how big the house is, I want more space like in the garden and backyard and entertainment areas."
- "Because they're putting in high density houses at Perry Lakes development therefore they are putting high storey houses in which makes them look very unattractive."
- "I think looking to the future, you need to be prepared to move into something manageable but still be independent. I'd prefer it not to be joined with other houses."
- "The ones near us are town houses I would prefer a stand alone with a small block."
- "Too close together, like my privacy."
- "There is not enough parking if I were to have guests over."

Properties in the area are too large

- "I just having been looking that carefully and hard. Most of the blocks in the immediate area are either not well developed, the houses on them are not very tasteful, or they are bigger than what I would like."
- "The block sizes are too big and therefore don't appeal to us."
- "There are no smaller properties, they are all large. The blocks are big and we are not allowed to sub divide. Waste of resources."
- "They are all appear to be large blocks there is not many sub divisions in Floreat."
- "They are all too large in the local area."
- "Because I'm getting older, it's harder to maintain a big property."

Q. Why don't any smaller properties in the local area appeal to you?

Why smaller properties in the local area aren't appealing

Among those aged 55+

Price is too high or lack of value for money

- *"Because you don't get much value in this area. It's more expensive for what you get."*
- *"Cost at the moment."*
- *"The price is too expensive in this area."*
- *"The price is too high at the moment."*
- *"We like where we are, also cost of smaller local properties is quite high."*

Unhappy with the quality

- *"Because they are too small."*
- *"Less modern and not well maintained."*
- *"You have to look at what you'd have to 'do up' but I want something finished that I can walk in to."*
- *"We would like to build a one level house with 3 or 4 bedrooms and 2 bathrooms with no stairs and air con to accommodate our age. All the ones we have seen have stairs or they are all too small. If the retirement village is good we may consider City Beach retirement village as an option in 10 years or so."*

Unhappy with the area

- *"I don't love the area and just want a change."*
- *"I want to change suburb due to unreliable public transport."*
- *"Not enough options and when I move it will be out of Floreat."*

Q. Why don't any smaller properties in the local area appeal to you?

Why smaller properties in the local area aren't appealing

Among those aged 55+

Current family commitments

- *"Our family is too big for a smaller property."*
- *"We still have our children living with me. Eventually I will."*
- *"Because of family situation."*
- *"I'd have to maintain them, I'm a single mum and it's hard to maintain."*

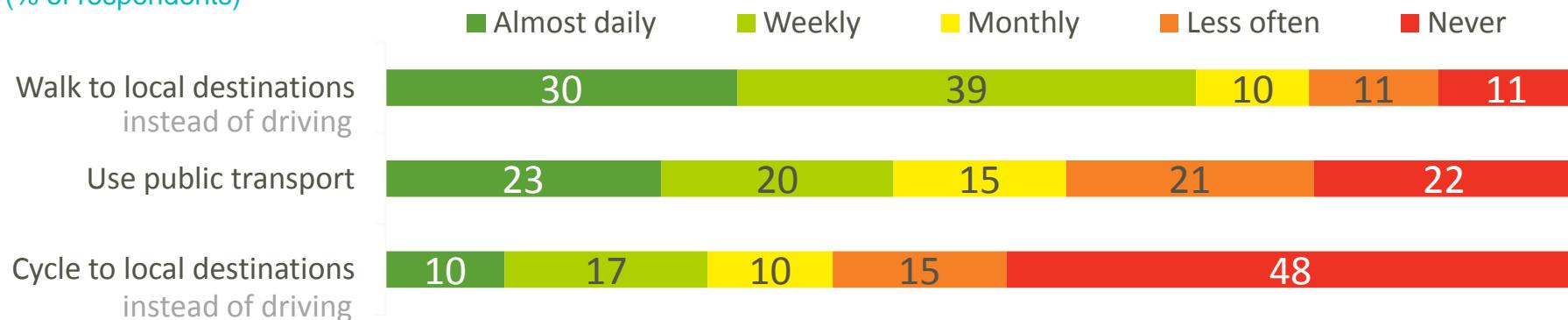
Q. Why don't any smaller properties in the local area appeal to you?

Getting around

Walking is the most popular form of alternative transport

Frequency using alternative transport

(% of respondents)



% of respondents	Walk to local destinations		Public transport		Cycle	
	Daily / weekly	Never	Daily / weekly	Never	Daily / weekly	Never
Younger singles / couples (18-34)	85% ▲	4%	56% ▲	15%	33% ▲	33%
Families younger children (0-11)	69%	5%	36%	25%	39% ▲	24%
Families older children (12+)	78% ▲	6%	64% ▲	10%	39% ▲	37%
Mature singles / couples (35-64)	63%	12%	36%	23%	18%	55% ▲
Seniors (65+)	49% ▼	29% ▲	21% ▼	35% ▲	8%	85% ▲
Own / paying mortgage	67%	12%	42%	23%	26%	50%
Rent^	82% ▲	8%	53%	19%	44%	34%
City Beach	66%	16%	37%	26%	25%	49%
Floreat	69%	10%	40%	22%	26%	47%
Wembley	65%	11%	40%	23%	21%	49%
West Leederville	77%	7%	63% ▲	14%	43% ▲	44%
Disability or impairment	57%	19%	49%	26%	15% ▼	63% ▲

▲ ▼ = significant variance

Q. How often do people in your household:

Base: All respondents (n = 402)

2 in 5 want to be able to use public transport more often

Among those using public transport weekly or less often

2 in 5 households who use public transport weekly or less often would like to be able to use it more often.

There is most desire among mature singles and couples, while those in Floreat are less willing.

% of respondents

Younger singles / couples (18-34)

Yes

47%

Families younger children (0-11)

37%

Families older children (12+)

45%

Mature singles / couples (35-64)

51%



Seniors (65+)

32%

City Beach

47%

Floreat

33%



Wembley

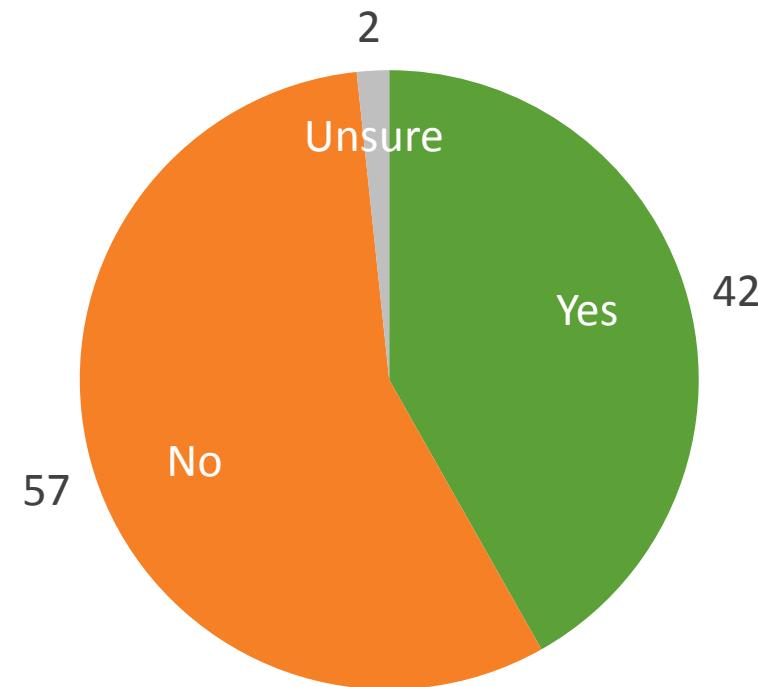
46%

West Leederville

41%

Would you, or others in your household, like to be able to use public transport more often?

(% of respondents)

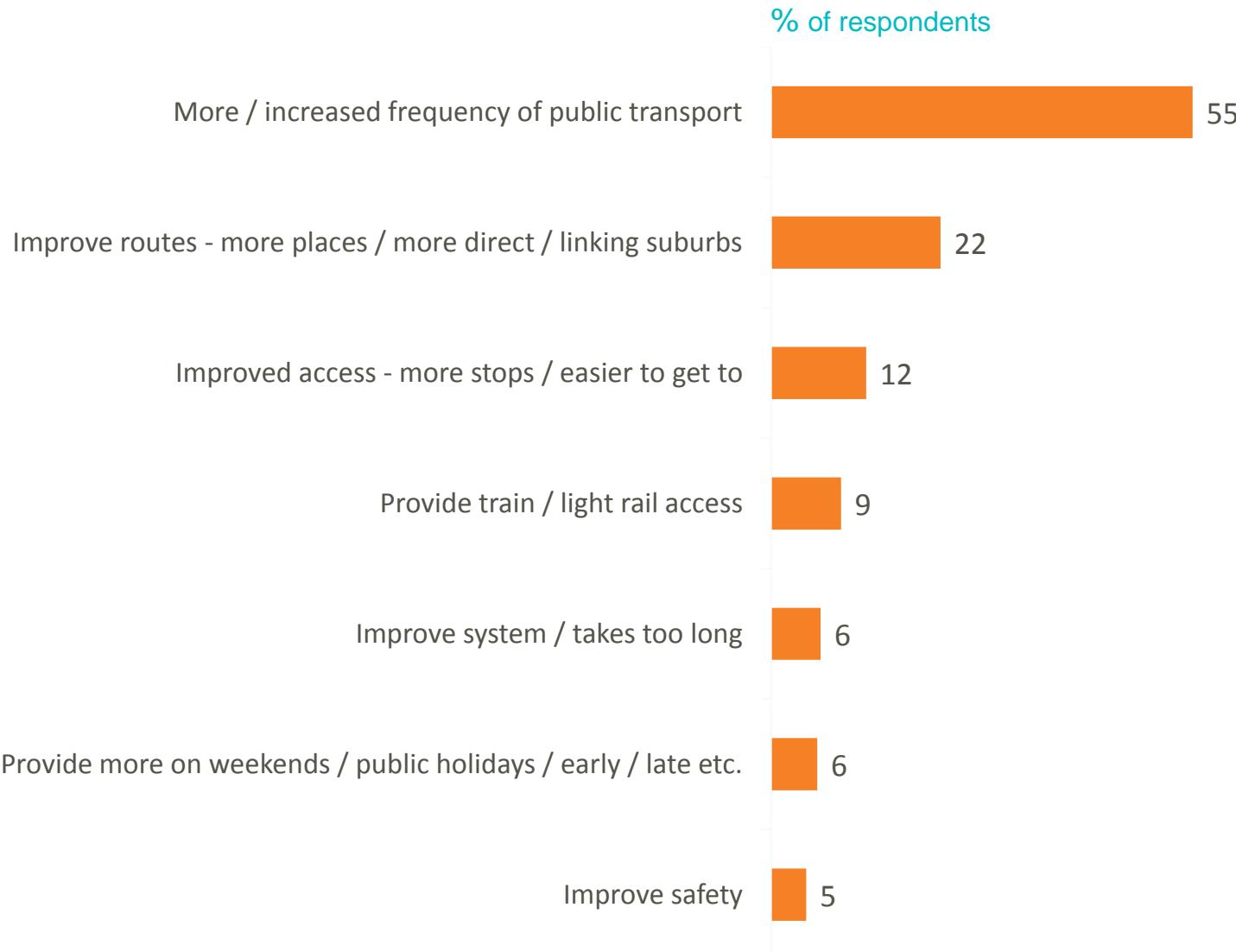


▲ ▼ = significant variance

Q. Would you, or others in your household, like to be able to use public transport more often?

Base: Those who use public transport weekly or less often (n = 309)

Improving the amount and frequency of buses would help people to use public transport more often



Q. What is needed for you to be able to do this [use public transport more frequently]?

Base: Those who use public transport less than 'almost daily' and would like to be able to do this more often (n = 153)

Suggestions to increase the use of public transport

.....

More / increased frequency of public transport

- *“A better service, up the number of busses running and widen the amount of destinations.”*
- *“A bit more regularity, especially the buses.”*
- *“The frequency of the public transport, instead of one bus per hour. Make them every half an hour.”*
- *“Frequency of the buses. There are many buses running on peak hour, but not enough later in the days and weekends. More circle routes (CAT buses) on buses.”*
- *“I think having more regular buses that covers a better area, perhaps some light rail.”*
- *“More frequent bus times because at the moment there's only one bus an hour. Every half an hour would be much better.”*
- *“If you don't have to wait too long because sometimes the buses don't come regularly enough. Would like more frequent bus times.”*
- *“Well we need more buses that go up Cargen Crescent. There is only three a day that go down there and we, as oldies, can't walk down to The Boulevard to get the other buses.”*

Improve routes

- *“Better transport coverage, it's fine to go to the city but if I want to go elsewhere it's not easy or convenient to get there.”*
- *“There should be more bus routes, more inter-suburb routes instead of just ones going from a suburb into Perth, there should be ones going from say City Beach to say Hillarys.”*
- *“Better bus routes, 84 which goes to the city. I would like it if it could go Bentley/Curtin Uni. Or I could easily get to via train.”*
- *“Bus routes is the barrier, having to go to city first then change route to my destination.”*
- *“Newer routes, more routes to Notre Dame uni.”*

Q. What is needed for you to be able to do this [use public transport more frequently]?

Base: Those who use public transport less than 'almost daily' and would like to be able to do this more often (n = 153)

Suggestions to increase the use of public transport

.....

Improved access – more stops / easier to get to

- *“But we don't because there's not enough bus stops, the distance between each bus stops are quite lengthy and you end up walking a lot instead of getting to your destination efficiently.”*
- *“Closer bus stops from Floreat Forum then to the city and they should be more frequent.”*
- *“Have Subiaco station, hard to find transport from Wembley to Subiaco.”*
- *“Have the bus stop closer to my house. It's a bit of a hike to walk to the nearest bus stop or railway station as I overlook Lake Monger.”*

Provide train / light rail access

- *“I'd like to see a light rail going from the city to Floreat beach or Challenge Stadium.”*
- *“Extending the CAT bus service further out of the city westward.”*
- *“I think that the gazetted freeway which runs down Stevenson's Avenue should go ahead and ultimately, if that freeway was put through, there could be a train line on that freeway just like the one on freeway north/south.”*
- *“If we had a railway or light railway that would make it easier to get through town. We would like to be able to go across the country such as City Beach to Claremont. They should have a suburban linked rail. This way you don't have to go into the city and back out again.”*

Improve system / takes too long

- *“Needs to be more convenient, takes too long to get to places and it would be handy if there was a train line nearby and it's not very cheap.”*
- *“Too far to walk to train station and buses take too long to get to city.”*
- *“More direct bus routes. Like the one to get to my work takes an hour by bus but only 10 minutes by car, it's in Innaloo, I would like a bus route that went more directly from Wembley to Innaloo, less of a winding route.”*

Q. What is needed for you to be able to do this this [use public transport more frequently]?

Base: Those who use public transport less than 'almost daily' and would like to be able to do this more often (n = 153)

Suggestions to increase the use of public transport

.....

Provide more on weekends / early / late etc.

- *“Better services late at night after 10pm, more frequent service and more security on the trains.”*
- *“I think it would be nice if they improve the frequency after 7pm and on weekends.”*
- *“We need more buses around Floreat, my brother starts work at 5.30am, and there is no public transport available in Floreat at that hour.”*

Improve safety

- *“To have safer trains at night.”*
- *“To feel safe to travel at night, make sure the street lighting actually works.”*
- *“Probably a change of clientele on public transport - clientele at present is sometime less than savoury.”*

Q. What is needed for you to be able to do this this [use public transport more frequently]?

Base: Those who use public transport less than ‘almost daily’ and would like to be able to do this more often (n = 153)

2 in 5 want to be able to walk or ride to local destinations more often

Among those walking or riding weekly or less often

2 in 5 households who walk or ride a bike to local destinations weekly or less often would like to be able to do it more often.

Seniors show less desire to be able to walk or ride a bike as an alternative means of transport.

% of respondents

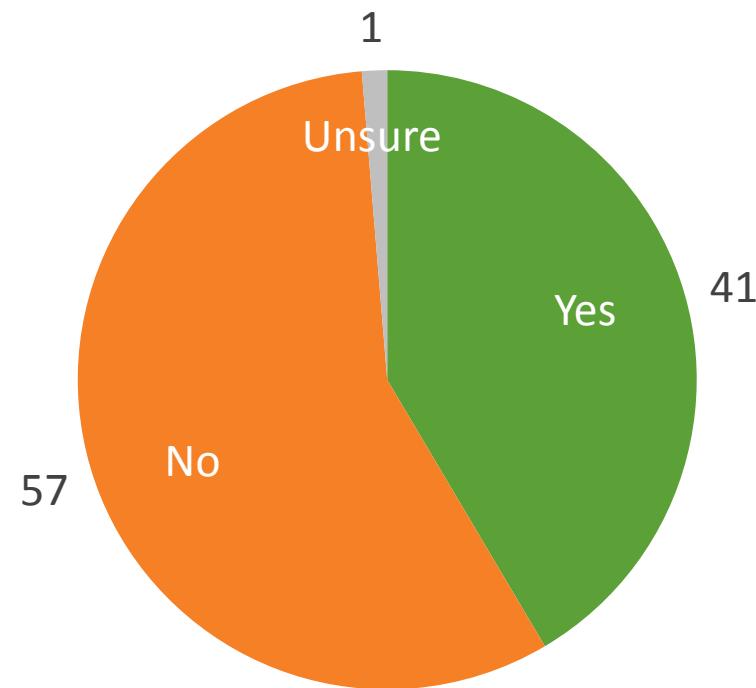
Younger singles / couples (18-34)	52%
Families younger children (0-11)	53%
Families older children (12+)	47%
Mature singles / couples (35-64)	43%
Seniors (65+)	13%

Yes



Would you like to be able to ride or walk to local destinations more often?

(% of respondents)



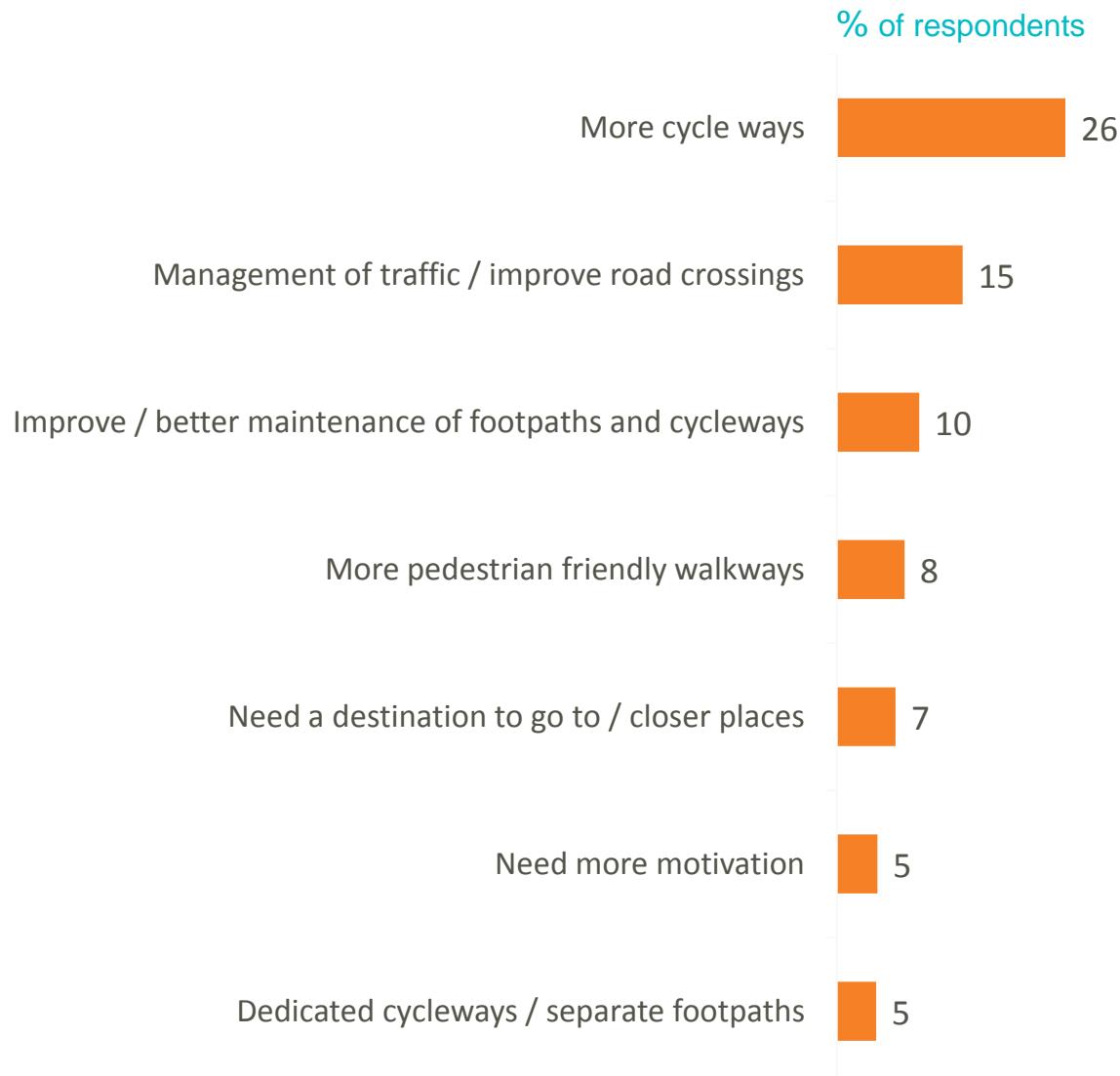
▲ ▼ = significant variance

Q. Would you like to be able to ride or walk to local destinations more often?

Base: Those who ride or walk to local destinations less than 'almost daily' (n = 369)

Providing more cycleways would help people to cycle more

.....



Q. What is needed for you to be able to do this [walk or ride a bike more often]?

Base: Those who ride or walk to local destinations less than 'almost daily' and would like to be able to do this more often (n = 129)

Suggestions to increase walking or cycling to local destinations

.....

More cycleways

- *“More and safer bike paths, well maintained.”*
- *“More bike paths and walk paths in Wembley, and more street lights for when it gets dark.”*
- *“More bike paths around Wembley, so you could ride from Alexander street to Lake Monger.”*
- *“More bike paths further north of city, heading from Floreat past Wembley golf course.”*
- *“More bike paths, especially along the main roads like Cambridge and Grantham Streets, my kids would like to be able to ride, and bike paths are more kid friendly than bumpy footpaths.”*
- *“More cycle paths as the current ones are not accessible to us as you have to go onto main roads to get to them.”*
- *“Possibly need more cycle ways when going from boulevard shopping centre to the city.”*

Management of traffic / improve road crossings

- *“We need better crossings in Floreat for bikes crossing Grantham and The Boulevard.”*
- *“Cambridge St is too busy and dangerous for children because of high volume and speed of traffic. Cycle paths are needed.”*
- *“Crossings on major road, consideration of bike paths and crossing major roads without traffic. Bridges or tunnels would help.”*
- *“Greater safety on the roads - Cambridge and Grantham Streets.”*
- *“Heavy traffic on Harboured Road, Grantham and Jersey. Have a intersection or speed bumps to help slow down the traffic.”*
- *“To get to cycling path we have to cross about 5 to 6 streets. It's difficult with young children. A defined path for cyclist on the road especially Oceanic Drive, Cambridge and Salvado road.”*

Q. *What is needed for you to be able to do this [walk or ride a bike more often]?*

Base: Those who ride or walk to local destinations less than ‘almost daily’ and would like to be able to do this more often (n = 129)

Suggestions to increase walking or cycling to local destinations

.....

Improve / better maintenance of footpaths and cycleways

- *“Better bike paths provided would encourage me to ride more often. Some paths are a bit nearer to the road for my young children to ride, and sometimes we have to use pedestrian path to ride.”*
- *“Better cycleway at Boulevard, Cambridge St, Selby, Grantham Streets. Kids don't do much riding because of poor cycleway.”*
- *“Better footpaths along Birkdale road.”*
- *“The cycle paths near the Wembley golf course needs more upkeep.”*
- *“The slabs of concrete for the footpaths are getting older and more dangerous. You tend to trip and you notice this more when you get older. They need to be more flat.”*

More pedestrian friendly walkways

- *“Better pedestrian access to head to Subiaco Way, along Cambridge Street.”*
- *“Pedestrian friendly initiatives are needed.”*
- *“Oceanic Drive and Brooked Ale intersection should be made more safe for pedestrians.”*
- *“We need more footpaths on the streets, especially those that leads to the primary schools. It would make it safer for children and make it easier for mums with prams.”*

Need a destination to go to / closer places

- *“Having destinations to walk to, to have west Leederville to have more facilities like movies, cafes.”*
- *“We need to have facilities closer to us like food and newspapers, as you need to get in a car just to get some milk.”*
- *“Would be good if along beach front the area to be developed more like North Beach where there are a few restaurants or cafes for peoples entertainment.”*

Q. *What is needed for you to be able to do this [walk or ride a bike more often]?*

Base: Those who ride or walk to local destinations less than 'almost daily' and would like to be able to do this more often (n = 129)

Suggestions to increase walking or cycling to local destinations

.....

Need more motivation

- *"Just need someone to motivate me to do it."*
- *"Motivation and cooler temperatures."*
- *"Nothing, just being lazy, would like more motivation."*

Dedicated cycleways / footpaths

- *"Make the roads more safe for riders. Separating the cycle ways and paths ways from each other."*
- *"More dedicated cycle ways, say the Wembley golf course it was once proposed. And I think it would be a great idea."*
- *"Around lake Monger has a new footpath and is dual usage which is dangerous so they should have a path for walkers and cyclists, or try and have markings to separate the 2."*

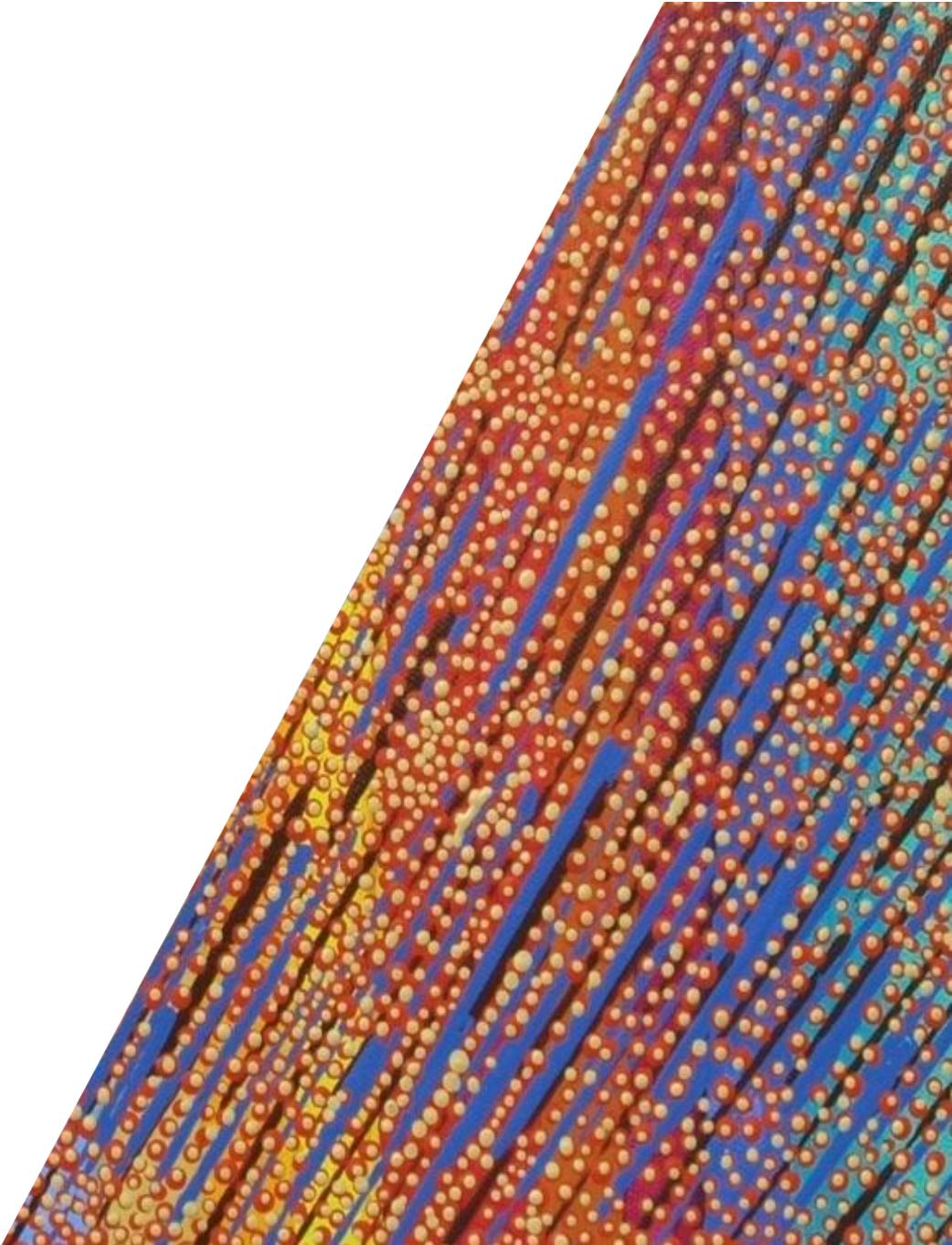
Q. What is needed for you to be able to do this [walk or ride a bike more often]?

Base: Those who ride or walk to local destinations less than 'almost daily' and would like to be able to do this more often (n = 129)



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CATALYSE is proud to support Indigenous artists.

“Fireworks” is the exciting work of Yinjaa-Barni Artist, Maudie Jerrold.

Yinjaa-Barni Artists are traditional owners from the Fortescue River region. Their paintings depict the remarkable country of the Pilbara in Western Australia's north-west. The contrasts of the harsh environment with the hidden gorges of cool water, the seeds and flowers bursting out after rain, are moments that belong to the great Creation stories of the Marrga.

Other works may be viewed at the Japingka Gallery in Fremantle [www.japingka.com.au].