TOWN OF CAMBRIDGE:
Your Town Our Future - Cambridge 2027
Survey Results January 2017

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Gain the edge for your business

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Contents

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Background

The Town of Cambridge undertook community engagement to inform the major review of its Community Strategic Plan. The Town of Cambridge used an externally hosted online survey and provided hard copy surveys for interested parties to provide feedback on the Challenges, Improvements and Focus areas to inform the Strategic Plan. The process of the review has been branded, 'Your Town Our Future - Cambridge 2027.'

The survey was in field from 17 November 2016 to 16 January 2017. The output data from the survey, along with completed hard copy surveys were provided to Knowledge. The role of Knowledge was to go through the open response questions on Challenges, Improvements and Focus areas and code them. The coded responses would then be grouped under common categories to assist the Town of Cambridge's Strategic Planning discussions. Reference was made, by the researchers, to the previous Strategic Plan. This was done in order to understand the way the community responses could be grouped. This approach ensures there is as much consistency as is possible, given the responses were coded and the changes in the local government area since the previous strategic plan was undertaken.

The scope of the project for Knowledge was to undertake data entry on the completed hard copies of the survey, combing the data with the online survey data, coding the open response questions and reporting the results only. There was no requirement for synthesis, analysis, discussion of meaning or providing recommendations to the Town of Cambridge.

Report Structure

The reporting has two components, the individual codes used to define the responses from the respondents and a category those codes can be grouped by. For example, comments about the character of the area, open spaces, green spaces, streetscaping, maintaining the visual appeal of the area and preserving the character of the area are individual codes but would be grouped under one category, Local Neighbourhoods.

Executive Summary: For ease of reference, the key takeout sections and the Ward differences have been repeated in this section from the main report, along with the topics summary table for each of the Challenges, Improvements and Focus sections.

Section 1: Technical. The Report is structured with the technical information first to provide clarification on methodology of coding and reporting. There is a list of the themes used and examples of the codes used for each theme.

Section 2: Profile of respondents. By age suburb, gender and ratepayer status and relationship to Town of Cambridge.

Section 3: Results. There are three sections in the survey, Challenges, Improvements and Focus. The report structure therefore provides a section on each. Within each section are the following items.

- A summary table of all the topics containing the themes around which the codes have been grouped. The list is in order of the highest to lowest number of coded responses.

- Table of the top 10 codes also showing the theme each was has been grouped with. The list is in order of the highest percentage of respondents to lowest percentage of respondents by code.

- The complete list of codes for each theme. Within each theme the codes are shown in order of highest percentage of respondents to lowest percentage of respondents.

- Appendix containing:

  o Cross tabulated code tables by Ward for Challenges, Improvements and Focus Areas.
  o Report on coded responses differences by age group per suburb for Challenges, Improvements and Focus Areas.

Executive Summary of Key Findings

Challenges

Challenges - Topics Summary Table

Shown from highest to lowest number of coded responses.

n=584

Topic	# coded responses
Local Neighbourhoods	783
Housing	263
Governance	210
Planning/DA/BAs	181
Community	164
Economic	111
The Environment	88
Future Need - schools	76
Utilities	64
Aging Population	47
Activity	35
Population	35
Safety	18
Political	12
Technology	12
Health care - general	6
Housing affordability	6
Positive about Council	6
Climate Change	6

Challenges - Key take outs for Strategic Planning

The main concerns about Local Neighbourhoods related to maintaining the existing character of the 'garden' suburbs. Good management of traffic, parking and noise issues due to increased population was also a concern.

Lake Monger was singled out specifically as requiring more attention to improve the visitor experience and to minimise the impact of neighbouring properties on its natural beauty and its environment.

There was a recognition that population diversity needed to be addressed including age and lifecycle changes occurring in the area.

There is an aging population living on large blocks that do not want to leave the area and want the option to subdivide their land to live in one property and sell the second property. Families are moving to the area because of the 'garden suburbs' identity and now look for more activities, facilities and services to meet their needs.

Local Neighbourhood links to housing challenges that impact on that character such as infill, high rises and the increased population's negative impact on traffic and parking management.

Governance is seen as a challenge for the Council. Focusing on local issues and needs is a challenge and offering ratepayers value for money.

Challenges - Key take outs for Strategic Planning – Differences between Wards

Coast Ward had a higher level of respondents stating the challenges were maintaining the existing character of the suburbs (garden suburb/open spaces/relaxed/village) and building, maintaining social cohesion and a sense of community, and that the Council should provide value for money, compared to Wembley Ward respondents.

Wembley Ward had a higher level of respondents, compared to Coast Ward respondents, state that the challenges were managing traffic & noise issues and the Council should focus in local issues/needs.

Challenges - Key take outs for Strategic Planning – Differences between Age Groups by Suburb

City Beach
Respondents aged under 40 were more likely than the other age groups to mention the following challenges in their responses.

- Economic Development (increase pedestrian traffic, promote area and have more events).
- Focus on local issues and needs.
- Managing the coastline due to increased visitation.

Floreat
Respondents aged 40-59 were more likely to mention the management of traffic and noise issues as a challenge.

Respondents aged 60 or older, were more likely to mention the overcrowding of facilities and the ageing infrastructure as challenges.

West Leederville

Residents aged under 40 were more likely to state that schools were a challenge, compared to those aged 40-59 or aged over 60.

Wembley

Respondents aged under 40 were more likely to mention the following.

- Economic Development (increase pedestrian traffic, promote area and have more events).

- More schools needed (along with respondents aged 40-59).

- Providing adequate transport.

Improvements

Improvements - Topics Summary Table

Shown from highest to lowest number of coded responses.
n=491

Topic	# coded responses
Recreational and Social Activity	177
Housing	172
Local Neighbourhoods	172
Economic Development	83
Environment	34
Governance	34
Planning	25
Education	15
The Environment	10
Heritage	5
Infrastructure	5
Safety	5
Sense of community	5
Strategic Planning	5
Traffic & Parking	5
Public Transport	5
Utilities	5

Improvements - Key take outs for Strategic Planning

Suggested improvements were focused mainly on recreational and social activities, housing and local neighbourhoods.

For recreational and social activities, the focus was on cycling and walk paths, improving recreational facilities, providing opportunities to meet up and socialise in terms of locations and creation of activities and events. Lake Monger was singled out as a place for a Café to be provided.

Housing was concerned with infill, height limits, property use and appropriate locations for housing development including using underutilised areas, and higher density/high rise developments being restricted to be along major transport routes and commercial areas, such as shopping hubs.

Local Neighbourhoods is about the experience of living in the area and it being based on a garden suburbs/village design principle. A high standard for streetscapes is expected, including planting of appropriate species of trees and plants to ensure the areas remain green and liveable. More pathways

interconnecting to parks and bushland and key locations such as shops and schools is also suggested as an improvement.

Improvements - Key take outs for Strategic Planning – Differences between Wards

Coast Ward had a higher level of respondents stating the improvements needed were providing underground power, keeping the local character, and allowing subdivision of blocks so older residents can live in one property and sell the second property, compared to Wembley Ward respondents.

Wembley Ward had a higher level of respondents, compared to Coast Ward respondents, state that the improvements needed were better traffic management and facilitating economic development.

Improvements - Key take outs for Strategic Planning – Differences between Age Groups by Suburb

City Beach

Respondents aged under 40 had a higher level of coded responses for improving public transport and more cycle paths than the other age groups.

Wembley

Respondents aged under 40 were more likely than the other age groups to state improvement was needed for economic development.

Focus Areas

Focus - Topics Summary Table

Shown from highest to lowest number of coded responses.

n=547

Topic	# coded responses
Governance	502
Housing	433
Recreational & Social Activity	215
Education	184
Local Neighbourhoods	143
Community engagement	65
Economic Development	43
Infrastructure	21
Sense of Community	10
Safety	5
Strategic Planning	6
The Environment	6
Utilities	8

Focus - Key take outs for Strategic Planning

A substantial number of comments related to Governance within Council to be a focus. Housing also has a very high level of respondents wanting it as a focus.

Governance covered a broad range of areas within Council, the main ones reducing bureaucratic processes, truly representing residents' views and not the vocal minority, reduction of rates or limiting rate increases to CPI or less, open and transparent processes for decision making and expenditure. On the operational side of Council, efficient and effective financial control and service delivery were suggested as a focus.

Housing comments were around housing design, infill/density and high rise and sustainable infill housing design, whilst retaining the green and open spaces that residents enjoy in their 'garden suburbs'. Coastal developments were specifically mentioned to be low rise, low impact. Amendments 31 and 33 were mentioned by those that are against them occurring.

Recreational and social activities and events are sought by all of the community, segmented into specific age groups, children/teenagers, older persons and ones for adults generally.

Focus - Key take outs for Strategic Planning – Differences between Wards

Coast Ward respondents had a higher level of respondents stating the focus should be on higher quality and increased governance transparency and effectively listening to ratepayers/community.

Wembley Ward respondents had a higher level of respondents, compared to Coast Ward respondents, state that the focus should be on traffic and parking management and economic development.

Focus - Key take outs for Strategic Planning – Differences between Age Groups by Suburb

City Beach
Respondents aged under 40 were more likely than the other age groups to state the focus should be on the environment (climate change and sustainable living) and on cycling.

Floreat
Respondents aged under 40 were more likely than the other age groups to state the focus should be on catering for the age diversity in residents, housing diversity and embracing change. Respondents aged 40-59, more than the other age groups wanted the focus to be on retaining the garden character of the area.

West Leederville
Respondents aged 60 or older wanted the focus to be on protecting and upgrading the open spaces in the area.

Wembley
Respondents aged under 40 were more likely than the other age groups to state the focus should be on schools and on protecting and upgrading the open spaces in the area.

Section 1: Technical Information

Survey Questions

- Contact details such as name, address, email and phone number.

- Demographics collected were, age, suburb, and gender.

- Questions:

  o What are three key challenges facing this community over the next 10 years and beyond?

  o What are the opportunities to improve your local area?

  o What are the three most important things for your Council to focus on over the next 10 years?

Caution

Qualitative information should not be treated the same as quantitative.

It is critical to understand that all three questions were 'qualitative' as they are open response, allowing respondents to write multiple items in response to each question.

Qualitative research gathers information that is **not in numerical form**. Qualitative data is typically descriptive data and as such is harder to analyse than quantitative data.

Each of the **codes** accurately states the percentage of respondents that had the code in their response. Software was used (SPSS) in order to be able to calculate the percentage of respondents. Codes with a similar theme were then manually grouped by researchers, using Excel, into **categories**.

As the research is informing strategic planning, it is important to understand which of the categories had the most codes from the respondents. This is difficult to state, by percentage of respondents, due to the multiple response nature of the questions and that some categories have a substantial list of codes beneath them. Here is an example of the issue.

In the Focus category, Governance, there are 24 codes manually assigned to it. In order to be able to compare Governance to other categories we need a way to measure it to those other categories. If we add up how many respondents there were for each of the 24 codes, it gives a total of n=502.

Initially, it seems logical to state the percentage n=502 out of the total number of respondents. This has the potential for being misunderstood due to the multiple response nature of the open response questions. Meaning that individual respondents could have multiple codes in their responses that fit under the grouped Category of Governance.

To alleviate any misunderstanding, the summed total of each code under a category has been used purely for the convenience of then being able to

compare the strength of the number of codes to allow categories to be ordered from highest number of responses to lowest.

Either method, percentage of respondents or number of coded responses results in the same order of categories for the 'Topics Summary' Tables.

Technical Information

- **Percentage**s are of *respondents* not responses, unless otherwise stated.

- **Totals may add up to over 100%** as the questions are the open response type and could contained multiple responses within one question.

- **Not all respondents answered each question**. The number of respondents that answered each of the three sections (challenges, improvements and focus) are noted next to the n= in the relevant section of the report.

- **Codes** are the views of the respondents. Themes have been developed by the consultants by grouping similar codes into overarching **categories**.

- **Coding**. Where possible the coding has followed the previous strategic planning report's application of categories and their underlying codes. New codes and themes have also been created where no guidance was available from the previous strategic plan. The consultants have extensive local government experience and have worked on a number of projects previously with the Town of Cambridge. This experience was used to develop the new categories.

- **Inference:** The results cannot be inferred to the population of the Town of Cambridge Local Government Area. The survey was open to anyone who wanted to complete it, rather than random selection occurring.

- **Purpose:** The findings of the survey are qualitative and therefore the purpose is to *explore* and *understand* the general themes that emerge.

- **Limitation: Statements.** There were cases where respondents made a statement without any indication of whether it was positive, negative or neutral. In such cases the section of the survey may assist in a general idea of whether it is positive or negative but is subjective to do so.

Coding Process

1. Read every response create a code or codes that cover the nature of the comment. Each response can have more than one code.

2. A list of codes is generated as the data is worked through and each code is reused as needed through the coding process. New codes are created as needed.

3. Data is imported into SPSS along with demographic data to assist calculation of frequency counts on the coded data on the number of respondents per code.

4. Due to the nature of data (multiple response) the output is exported to Excel and the researchers go through each code relating them to other codes in order to group them into categories, example of a category, 'housing.'

5. Constant comparison of the codes helps define, shape and firm the categories used.

6. The data is sorted by category (alphabetical) and then tables created to show each category and the codes underneath it.

7. The number of respondents for each code under a category is summed to provide guidance comparing which categories had the biggest level of response.

Notes on Themes Used

The main themes were as follows:

- **Aging population**. Impacts of the demographic changes now and into the future.

- Climate change.

- **Community.** The intangible aspects of being a community.

- **Community engagement.** Involving the community in decision making, listening to the community.

- **Crime.** Fear of crime and stated criminal activity.

- **Economic**. includes general economic aspects, the economy and economic development.

- **Education.** Need for schools/college/catchment area.

- **Environment.** Includes specific impacts and sustainable living in general.

- **Future need.** A specific identification of a potential need.

- **Governance**. Council strategic and operational aspects based on MAV's definition as outlined below.

    'Good governance in local government requires councils to work towards:
    - participation
    - consensus
    - accountability
    - transparency
    - responsiveness
    - efficiency
    - equitability
    - legal compliance

    Good governance is critical to forming and maintaining both internal and external relationships that are positive for all parties.'

- **Health**. General comments.

- **Heritage.** Built form.

- **Housing.** Diversity of housing needs, infill, high rise, loss of amenity due to developments, compatible style of housing to image of suburb, impact on infrastructure etc.

- **Infrastructure.** Footpaths, cycle paths, roads, physical assets such as facilities.

- **Local Neighbourhoods.** Broad range of aspects of the surroundings the respondent lives in.

- **Planning.** Aspects specific to the Planning Department of the Council in relation to strategic aspects, policy or suggestion.

- **Political.** State Government impact and expectations.

- **Population.** Broader demographic changes, not just aging population.

- **Positive.** Comments were positive about Council.

- **Public Transport.** Integration geographically, travel within local government area and into Perth. Frequency of service.

- **Recreational and Social Activity.** Things the respondents do in the area, places they go and opportunities to interact.

- **Safety.** Broad range of safety concerns about animals and infrastructure.

- **Sense of Community.** Bringing people together/identity.

- **Strategic Planning.** High level, long term focus.

- **Traffic & parking management**. Traffic issues, lack of parking.

- **Technology.** Broad range of technology aspects not just IT related.

- **Utilities.** Power, water, sewerage.

Section 2: Profile of Respondents

Profile of Respondents

All charts, except suburb of residence, show percentages of respondents. They include the combined total of online survey respondents and those that submitted a hard copy survey form. Total number of respondents, n=592.

Relationship to Town of Cambridge

Multiple responses allowed.

Relationship	Percentage
Resident	93
Own property	56
Work	6
Business owner	6
Visitor	1
Study	1

Age

Age	Percentage
Over 80	2
70-79	10
60-69	23
50-59	27
40-49	27
30-39	9
19-29	1
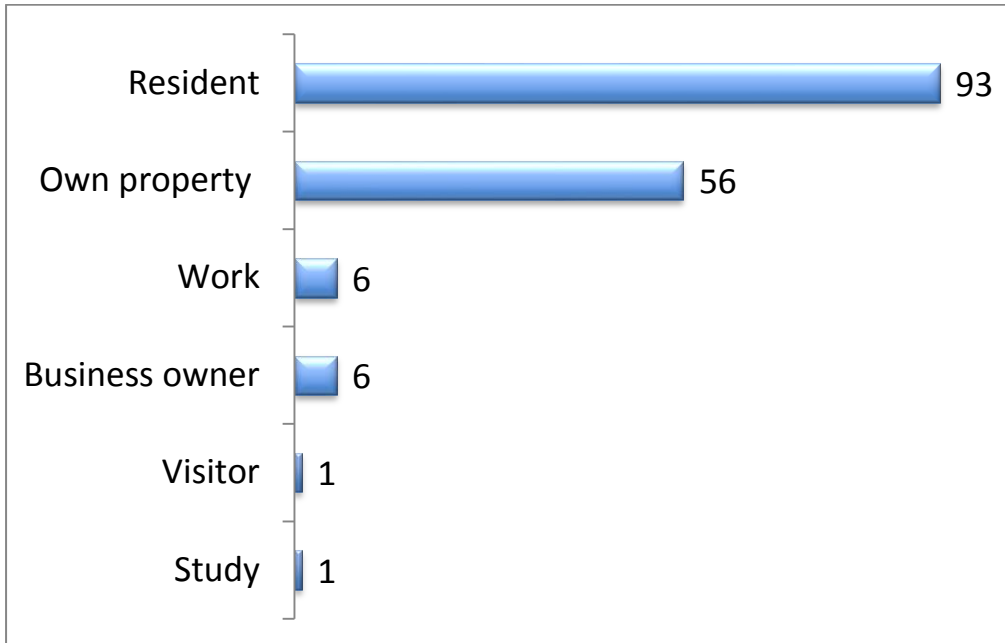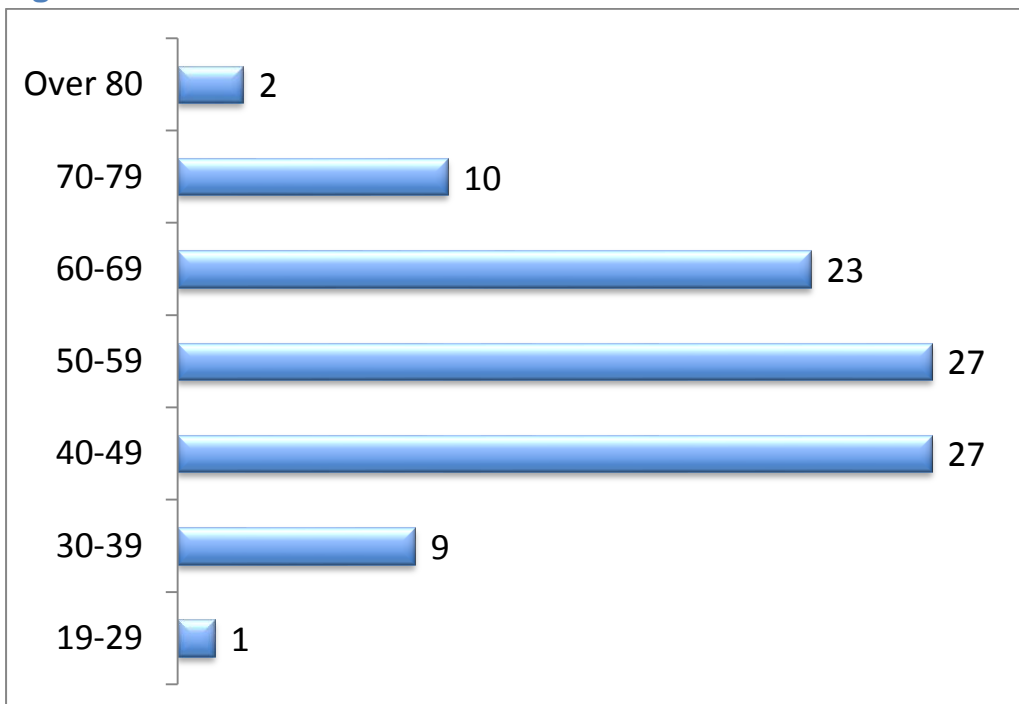
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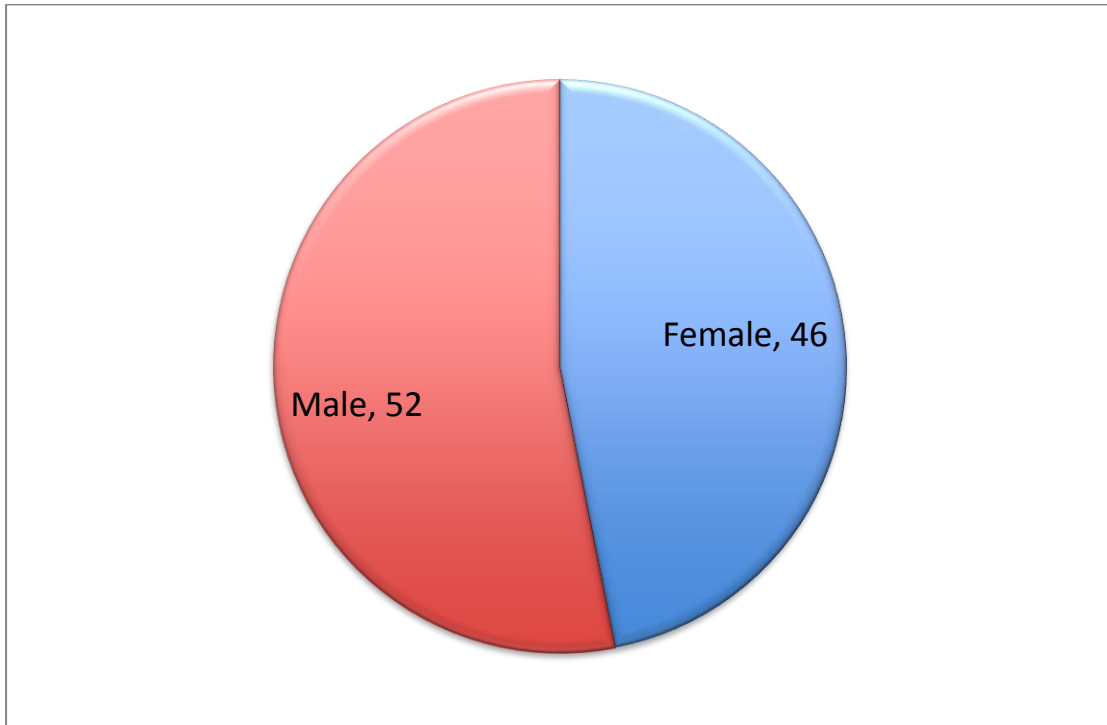
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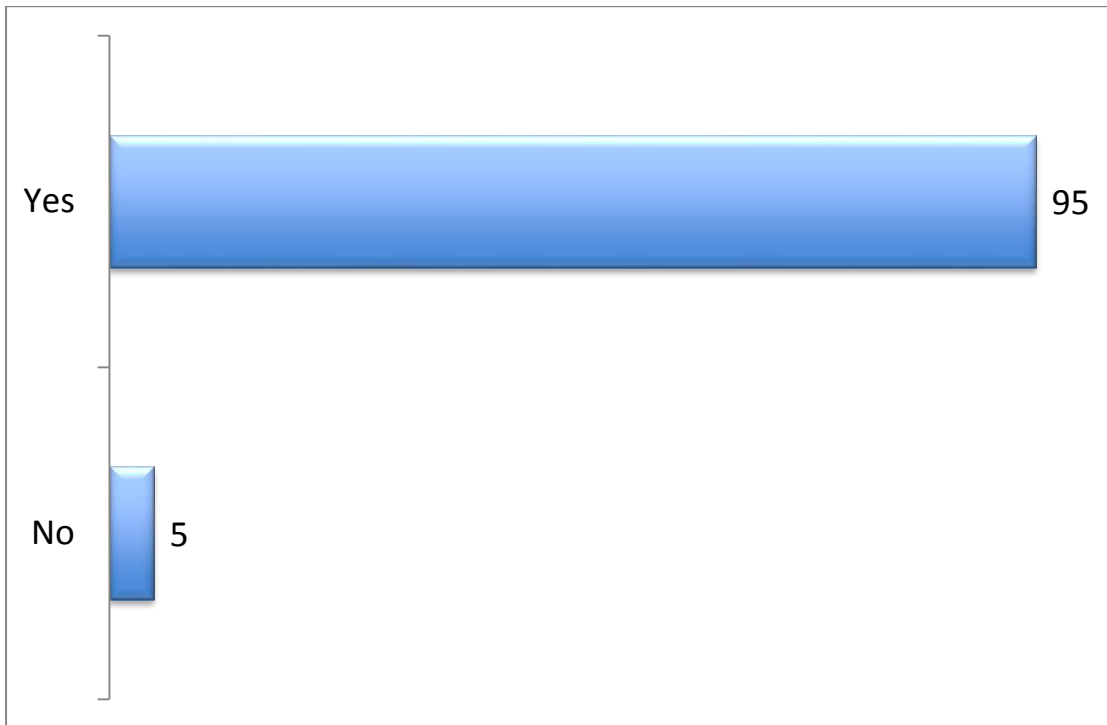
Suburb

Shown by **number of respondents** n= and not percentages.

Suburb	Number of respondents
City Beach	226
Floreat	172
Wembley	108
West Leederville	71
Mount Claremont	5
Woodlands	1
Tuart Hill	1
Subiaco	1
Joondalup	1
Jolimont	1
Fitzroy North, Vic	1
Doubleview	1
Bassendean	1
Balcatta	1
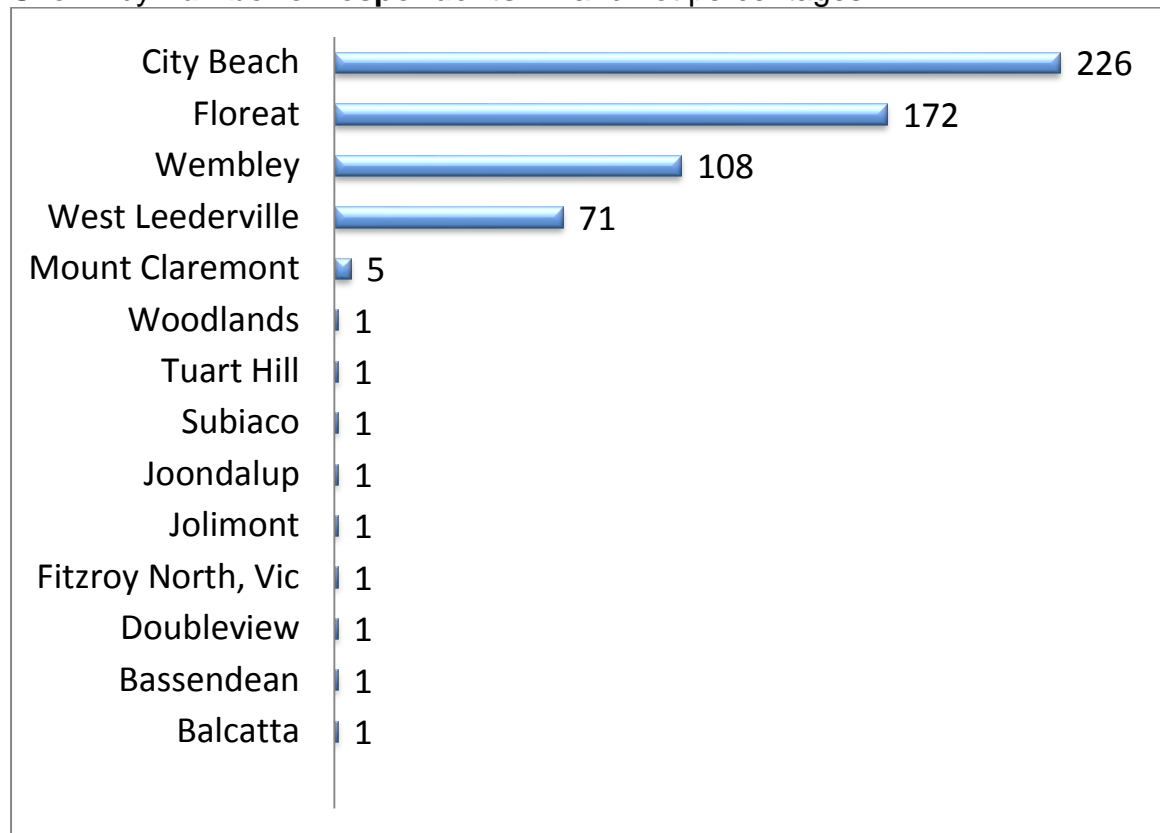
Section 3: Results

Challenges

Challenges - Key take outs for Strategic Planning

The main concerns about Local Neighbourhoods related to maintaining the existing character of the 'garden' suburbs. Good management of traffic, parking and noise issues due to increased population was also a concern.

Lake Monger was singled out specifically as requiring more attention to improve the visitor experience and to minimise the impact of neighbouring properties on its natural beauty and its environment.

There was a recognition that population diversity needed to be addressed including age and lifecycle changes occurring in the area.

There is an aging population living on large blocks that do not want to leave the area and want the option to subdivide their land to live in one property and sell the second property. Families are moving to the area because of the 'garden suburbs' identity and now look for more activities, facilities and services to meet their needs.

Local Neighbourhood links to housing challenges that impact on that character such as infill, high rises and the increased population's negative impact on traffic and parking management.

Governance is seen as a challenge for the Council. Focusing on local issues and needs is a challenge and offering ratepayers value for money.

Total number of respondents n=592.
Number that responded to this survey section: n=584 (99%).
Open Question. Multiple responses allowed.

Challenges - Summary Topics Table

Shown from highest to lowest number of coded responses.

n=584

Topic	# coded responses
Local Neighbourhoods	783
Housing	263
Governance	210
Planning/DA/BAs	181
Community	164
Economic	111
The Environment	88
Future Need - schools	76
Utilities	64
Aging Population	47
Activity	35
Population	35
Safety	18
Political	12
Technology	12
Health care - general	6
Housing affordability	6
Positive about Council	6
Climate Change	6

Top 10 Challenges

Coded	Topic	% Respondents
Maintain existing character of suburbs - garden suburb/open spaces/relaxed/village	Local Neighbourhoods	30%
Managing traffic & noise issues	Local Neighbourhoods	27%
Building and maintaining social cohesion and sense of community	Community	21%
Ensuring diversity of residents (age/gender/lifecycle)	Local Neighbourhoods	15%
Providing adequate public transport	Local Neighbourhoods	14%
More schools needed	Future need	13%
Lake Monger	Local Neighbourhoods	11%
Provide a broad range of housing options (youth/families/older persons)	Housing	10%
Council should focus on local issues/needs	Governance	8%
Value for money for ratepayers	Governance	7%

Challenges - Themes with code detail

Activity - Recreational and Social	% of Respondents
Overcrowding of facilities	2.91%
Demand on public open spaces	1.37%
Floreat needs a community space as a hub	0.51%
Need food markets	0.17%
More community events	0.17%
Mobility	0.17%
Capitalise on Subi Oval	0.17%
Facilities for dogs	0.17%
Protect recreational fishing along our beaches at all costs. Ban the expansion of surfing, swimming at the cost of fishing access.	0.17%

Ageing Population	% of Respondents
Aging community requires more services, facilities	3.60%
Allow for downsizing opportunities for the elderly	1.88%
Aging population with declining incomes - impact for local services	1.54%
Aging population - general	0.51%
Affordable aged housing accommodation	0.51%

Climate change	% of

	Respondents
Climate change/global warming	0.34%

Community	% of Respondents
Building and maintaining social cohesion and sense of community	20.55%
Diversification of community	4.45%
Building/maintaining a sense of community, more community involvement	2.57%

Crime	% of Respondents
Consequences of increased ICE/alcohol use	2.74%
Crime/safety - general	0.51%

Economic	% of Respondents
Limit rate increases	0.34%
Ensuring property values	0.34%

Economic Development	% of Respondents
Increase human traffic to centre, promoting area, have more events	4.11%
Businesses - more diversity, assistance	3.08%
Creating local jobs/employment	1.71%
Equitable social, demographics and urban development	1.20%
Keeping diversity of shopping options	1.03%
Increase to the number of visitors to our beaches / more development	0.17%

Economy	% of Respondents
Costs - general	6.68%
The economy	0.34%

Environment	% of Respondents
Have sufficient facilities for community use	4.28%
Pollution/rubbish/recycling	3.77%
Environmental sustainable/friendly, use renewable energy	2.74%
Negative environmental impacts	1.54%
Waste management	1.03%
Balance needs of residents and impact on environment	0.34%
Maintain trees/plants	0.34%
Shallow aquifer	0.34%

Protection and maintenance of environment/open green space/ increase vegetation	0.17%

Future Need	% of Respondents
More schools needed	12.50%
Ensure City Beach High School is open by 2020	0.17%

Governance	% of Respondents
Council should focus on local issues/needs	7.53%
Value for money for ratepayers	7.36%
Hostile council members from eastern districts	4.79%
Corrupt/lack of quality - Councillors	3.42%
Council not to be amalgamated/eliminated	2.74%
Listen to loud minority of ratepayers who are resistant to change	1.54%
Effective governance/executives. Better planning strategies meeting the needs of all rate payers	1.20%
Reduce council bureaucracy and minimise/control expenditure	1.20%
Amendment 31	1.03%
open transparent governance - Councillors to act in best interest of ratepayers	1.03%
Addressing disconnect with funds and residents from coastal suburbs and Wembley Ward	0.68%
Better Council decision making process needed/consistency	0.51%
Community engagement/more consultation	0.51%
Councillors to support their faction members	0.51%
Public expectations of the provision of greater services with no increase in rates and taxes. Need to take some ownership.	0.51%
Manage change sensibly	0.34%
Represent the whole community not just the vocal minority	0.17%
Council disharmony/red tape stopping progress	0.17%
Meeting needs of residents	0.17%
Council to provide access to building plans	0.17%
Getting voters to be interested and involved	0.17%

Health	% of Respondents
Health care - general	0.51%

Housing	% of Respondents

Provide a broad range of housing options (youth/families/older persons)	9.93%
Developers - keep out, prevent irresponsible development	4.79%
Increased amount of high rise apartments - restrict amount	3.77%
Keeping to building codes and standards/planning legislation	3.60%
Managing housing density - general	3.25%
Manage higher density	3.08%
Control of increased density housing	2.57%
Overdevelopment - negative impact on current residents	1.88%
Residential infill/density	1.88%
No need for increase housing	1.37%
Attempt to force infill policies. Better planning processes with good design.	1.03%
Overdevelopment by corporates	0.86%
With infill, require more outdoor recreational spaces and amenities	0.86%
Limit infill to maintain picturesque surroundings, recreational land and wildlife	0.68%
Residential infill into land endowment areas	0.68%
Stop suburban infill	0.51%
High rise development affecting privacy	0.51%
Shift away from large blocks and gardens	0.51%
Better explanation of infill housing - current inadequate	0.34%
Stop Council destroying beautiful suburbs with its subdivision rules	0.34%
Use vacant land for higher density development	0.34%
Limit infill to keep space and parks	0.34%
More dense house/limit overdevelopment	0.34%
To cater for young families and elderly	0.17%
Nor overcrowding beach space with development	0.17%
Planning. DAP/SAT processes that ignore the community plan. Infill/high rise above Community approved level.	0.17%
Overcoming negative community attitudes to development	0.17%
Wembley is faced with all the infill density problem	0.17%
Developing allotments along transport routes to make travel to the city and other amenities more efficient	0.17%
Concrete bunker style housing	0.17%

Housing affordability	% of Respondents
Housing affordability	1.20%

Local Neighbourhoods	% of Respondents
Maintain existing character of suburbs - garden suburb/open	29.97%

spaces/relaxed/village	
Managing traffic & noise issues	26.88%
Ensuring diversity of residents (age/gender/lifecycle)	15.07%
Providing adequate public transport	13.87%
Lake Monger	10.62%
Population growth/overcrowding - negative impacts on infrastructure	6.16%
Parking	4.97%
Aging infrastructure	3.60%
Maintain heritage aspects	3.25%
Protecting existing neighbourhood character	2.74%
Maintain unique lifestyle	2.57%
Current residential streets - little change as possible to them	1.71%
Managing the coastline due to increase in visitors	1.71%
Streetscapes	1.71%
Improve amenities/facilities to attract new residents/workers/visitors and for residents	1.54%
Promote more cycling and walking through better paths/roads	1.20%
Investment into quality infrastructure	1.03%
Lake Monger - manage adjoining houses to have low impact on natural beauty	0.86%
Meeting infrastructure challenges	0.86%
Lack of cycle paths	0.51%
Maintain visual identity of area - older buildings	0.51%
Better road system/more maintenance	0.51%
Preserving/improving lifestyle	0.34%
Community hubs	0.34%
Family friendly	0.34%
Keep single residential amenity	0.17%
Perry Lakes	0.17%
Towns visual impression	0.17%
Quality of life	0.17%
Maintaining all the redevelopment which has recently been carried out	0.17%

Planning	% of Respondents
Resist temptation to increase population density through sub division of land	6.68%

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Allow sub-division of larger blocks - rezone of blocks	4.11%
Better planning for population growth based on community not developers	3.94%
Infill - manage integration of multi resident complexes amid existing single/duplex homes	2.74%
Balance between garden estate and high density, commercial and land diversity	2.23%
Smaller block sizes	2.23%
Manage need for smaller blocks	1.37%
Density should be dictated by council and ratepayers, not developers	1.37%
Ensure liveability	1.03%
Ensure adequate parking on site for proposed developments	0.86%
Managing change ensuring right opportunities for growth are in the right locations	0.68%
Balance current sense of community with population increase	0.51%
Increase infill/density to major centres/high frequency bus routes/develop mix use centre	0.51%
Building efficient housing for increased population	0.34%
New buildings - restrict height	0.34%
Creating appropriate higher density hubs	0.34%
Easier interaction between commercial and residential areas	0.17%
Development and execution of strategic plans and following through	0.17%
Allow granny flats	0.17%
Maintain large sized blocks	0.17%
Limit impact of Mac Mansions	0.17%
Integrating town into growing Perth	0.17%
Better use of the coastline	0.17%
Relax building codes allowing high rise apartments on main streets	0.17%
Continuing to develop infill housing while maintaining planning application framework	0.17%
Ensuring we don't get stuck in old ways, while also not getting swept up in hype and doing things without evaluating their long term benefits	0.17%

Political	% of Respondents
Zoning changes	0.51%
Political correctness	0.51%

Not to sell of community use assets due to political pressure	0.17%
Increased pressure form State Government on infill	0.17%
Successfully implement government infill strategy in timely manner	0.17%

Population	% of Respondents
Population growth - general	5.99%
Changing demographics	0.17%

Positive about Council	% of Respondents
Embracing change and development	0.51%
Embrace/increase greater housing density	0.34%
Celebrate what the area has	0.17%

Safety	% of Respondents
Safety from sharks	0.86%
Safety from mobile phone towers	0.51%
Road Safety	0.34%
Fire risk preparation	0.34%
Snakes	0.34%
Rodent plague	0.17%
Green spaces - Council to use nontoxic methods of management	0.34%

Specific issue for resident	% of Respondents
Monitoring tradies at building sites - minimise danger to residents	0.17%

Technology	% of Respondents
Upgrade internet/telecommunications	1.71%
Technology - hard to get internet - exchange lines full	0.34%
Encourage alternate technology	0.17%

Utilities	% of Respondents
Sewer upgrade	3.77%
Improve water management (amenity and biodiversity)/availability	3.77%
Underground power provided in all areas	3.60%

Increasing energy options	0.17%

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Improvements

Key take outs for Strategic Planning

Suggested improvements were focused mainly on recreational and social activities, housing and local neighbourhoods.

For recreational and social activities, the focus was on cycling and walk paths, improving recreational facilities, providing opportunities to meet up and socialise in terms of locations and creation of activities and events. Lake Monger was singled out as a place for a Café to be provided.

Housing was concerned with infill, height limits, property use and appropriate locations for housing development including using underutilised areas, and higher density/high rise developments being restricted to be along major transport routes and commercial areas, such as shopping hubs.

Local Neighbourhoods is about the experience of living in the area and it being based on a garden suburbs/village design principle. A high standard for streetscapes is expected, including planting of appropriate species of trees and plants to ensure the areas remain green and liveable. More pathways interconnecting to parks and bushland and key locations such as shops and schools is also suggested as an improvement.

Total number of respondents n=592.
Number that responded to this survey section: n=491 (83%).
Open Question. Multiple responses allowed.

Improvements - Topics Summary Table

Shown from highest to lowest number of coded responses.
n=491

Topic	# coded responses
Recreational and Social Activity	177
Housing	172
Local Neighbourhoods	172
Economic Development	83
Environment	34
Governance	34
Planning	25
Education	15
The Environment	10
Heritage	5
Infrastructure	5
Safety	5
Sense of community	5
Strategic Planning	5
Traffic & Parking	5
Public Transport	5
Utilities	5

Top 10 Improvements

Coded	Topic	% Respondents
More cycle paths	Recreational and Social Activity	16%
Café at Lake Monger	Economic development	12%
Limited infill	Housing	8%
Creative diversity of housing within walking distance of enhanced local shopping villages	Housing	8%
Subdivisions to be freehold not strata	Local Neighbourhoods	7%
Protect birds and wildlife habitats	Environment	5%
Improved communication on community events	Recreational and Social Activity	5%
Allow corner retail to redevelopment in residential areas	Economic development	4%
Limit building height to 2 storeys	Housing	4%
More facilities like Aquatic Centre and Golf Club	Recreational and Social Activity	4%

Improvements - Themes with code detail

Activity - Recreational and Social	% of Respondents
More cycle paths	15.7%
Improved communication on community events	4.9%
More facilities like Aquatic Centre and Golf Club	3.7%
No dual use paths	2.9%
Create Lake Monger recreational facilities - particularly for children aged 8+	1.8%
Improve walk and cycle paths to be safer	1.8%
Community Hub in the Cambridge/High St area	0.8%
More community events	0.8%
Promotion and incentivising cycling.	0.6%
Exercise machines/stations that have been put into some parks as the machines are useless... expensive.	0.6%
More support of arts including street art and murals	0.6%
Shared community areas - cafes, shaded areas, playgrounds, safe for all to enjoy	0.4%
Create more community focused activities	0.2%
Civic Centre - expand diversity of use	0.2%
Improve facilities	0.2%
More community involvement	0.2%
Create fenced off leash dog areas along main routes/Lake Monger	0.2%
Upgrade park equipment for children	0.2%
Ensuring utilisation of sporting assets	0.2%

Economic Development	% of Respondents
Café at Lake Monger	12.2%
Allow corner retail to redevelopment in residential areas	4.5%
Facilitate economic development	0.6%

Education	% of Respondents
Provision of Schools	2.0%
Establishment of new City Beach College	1.0%

Environment	% of Respondents
Protect birds and wildlife habitats	5.5%
Maintain the parks and natural bushland as is - don't lose it.	1.8%

Governance	% of Respondents
Council - control its costs better	2.2%
Review existing facilities and are they satisfactory for rate payers	0.8%
Council - decision making process too slow	0.6%
Council - align coastal and ward councillors to represent all residents	0.6%
Council - Listen to ratepayers	0.6%
Council - Stop using toxic herbicides	0.6%
Council - need Councillors to represent residents	0.4%
Council - focus on maintenance not capital works	0.4%
Council - stick to core business - currently dysfunctional	0.2%
Council - Keep rates affordable	0.2%

Heritage - built form	% of Respondents
Sensitive redevelopment for iconic buildings/old properties not suitable for renovation	1.2%

Housing	% of Respondents
Limited infill	8.4%
Creative diversity of housing within walking distance of enhanced local shopping villages	7.7%
Limit building height to 2 storeys	3.9%
Focus development on existing underused areas	3.3%
Develop main shopping hub Cambridge St with infill apartments	1.6%
Appropriate use of property (not boarding houses)	1.4%
Allow mixed use developments in run down commercial areas	1.0%
Allow subdivision of blocks so older residents live in one house and can sell the other	1.0%
Limit high rise development	1.0%
Development along major transport routes only	1.0%
Encourage retention of older buildings	1.0%
More flexible sub division rules	1.0%
Allow medium density and provide clear guidelines for it	0.8%
City Beach Views - review planning decision that no one owns the view	0.4%
Infill should be adjacent to the shopping centres/ major bus stops	0.4%
Better explanation of positives of increased density	0.2%
Increase housing diversity	0.2%

Sustainability options for development	0.2%
Limit number of units built on subdivided block	0.2%
Better use of current vacant land	0.2%
Increase density in the area	0.2%
Limit height to 3 storeys	0.2%

Infrastructure	% of Respondents
Mobile Phone towers to be located away from residents	1.4%

Local Neighbourhoods	% of Respondents
Subdivisions to be freehold not strata	6.5%
Landscape roads and verges to be the same standard as the Boulevard	3.3%
Increase parking at City Beach	2.4%
Development of old drive in theatre City Beach	1.8%
Preservation of older heritage buildings	1.8%
Design to be based on garden suburb/village principle	1.6%
More footpaths that are cycle and pedestrian friendly	1.4%
More walk and cycle trails in Parks/Bushland	1.4%
Innovative planning ideas that give access to transport, facilities and lifestyle for a variety of age groups within the Town.	1.2%
Ensure trees planted are appropriate for location and climate	1.2%
Construct footpaths in specific areas to access public transport easily	1.2%
Periodically review council verge areas with owners and any amendments required	1.0%
More tree planting - Increase canopy with mature trees	0.8%
Keep local character - green and liveable	0.6%
Beautify laneways that are now like streets due to redevelopment	0.6%
More pathways to key locations (such as schools, shops)	0.6%
Public land - protect large verges and existing vegetation	0.6%
Maintain lovely verges and streetscapes	0.6%
Good as it is - no change	0.4%
Seal laneways	0.4%
Enhance Floreat Forum to be premier centre of the Western Suburbs	0.4%
No to infill	0.4%
Increase number of open spaces/Improve current open spaces	0.4%
Public land - protection through planning scheme overlay for vegetation	0.4%

Allow footpaths across vacant land to allow access to shops and public transport	0.4%
Better management of cats	0.2%
Better community services	0.2%
More services for older residents	0.2%
Improve street maintenance	0.2%
Activate laneways	0.2%
Use regulatory powers to enforce redevelopment of degraded shopping centre	0.2%
Expand green spaces	0.2%
Develop foreshore	0.2%
Separate cycle paths on all main routes	0.2%
Use native trees and plants in landscaping	0.2%
Encourage verge gardens	0.2%
Council to facilitate high speed internet as NBN rollout too slow	0.2%
Tree lopping/removal on private property should be via council approval	0.2%
Link public spaces by walk and cycle paths	0.2%

Miscellaneous	% of Respondents
Query on survey/consulting practices	0.2%

Planning	% of Respondents
Adequate parking on site at proposed new developments	2.4%
Planning decisions based on sustainable and sound land use practices	0.4%
Minimal development of coastline	0.4%
Enforce building height/setbacks/Limit power of developers	0.4%
Zoning of City Beach High School	0.2%
Consistent planning approval guidelines.	0.2%
Ensure compliance on new builds with agreed planning & rubbish removal	0.2%
Proceed with Wembley Activity Plan	0.2%
Retain heritage aspects	0.2%

Safety	% of Respondents

	0.4%
Look to having own security patrols	0.4%
Improved lighting	0.4%
Security and Safety	0.2%
Better bus shelters protection from sun and rain	0.2%

Sense of Community	% of Respondents
Improve sense of community	0.2%

Specific issue for resident	% of Respondents
Reduce noise from Quarry Amphitheatre	1.0%
Prickly weeds on verge causing issues for dogs as pavement is too hot to walk on	0.6%
City Beach tennis club lighting	0.2%

Strategic Planning	% of Respondents
Attract more residents to live in Town of Cambridge area	0.6%
Ensure aging population needs catered for	0.2%
Off shore marina to be developed	0.2%

The Environment	% of Respondents
Protect Lake Monger	1.4%
Activities to engage young people/teenagers	0.2%
Bush including bush forever sites - review to reduce area - fire hazard	0.2%
Revive Perry Lakes	0.2%

Traffic & Parking Management	% of Respondents
Widen Cambridge St so cars can overtake buses at bus stops	0.4%
Better traffic management	0.2%
Stop using parking metres	0.2%

Transport	% of Respondents
Public transport	0.2%
Park and ride scheme for City Beach	0.2%

Utilities	% of Respondents
Provide underground power	0.2%

Better water management	0.2%
Extend sewerage services	0.2%
Getting NBN	0.2%

Focus Areas

Key take outs for Strategic Planning

A substantial number of comments related to Governance within Council to be a focus. Housing also has a very high level of respondents wanting it as a focus, along with recreational and social activity.

Governance covered a broad range of areas within Council, the main ones reducing bureaucratic processes, truly representing residents' views and not the vocal minority, reduction of rates or limiting rate increases to CPI or less, open and transparent processes for decision making and expenditure. On the operational side of Council, efficient and effective financial control and service delivery were suggested as a focus.

Housing comments were around housing design, infill/density and high rise and sustainable infill housing design, whilst retaining the green and open spaces that residents enjoy in their 'garden suburbs'. Coastal developments were specifically mentioned to be low rise, low impact. Amendments 31 and 33 were mentioned by those that are against them occurring.

Recreational and social activities and events are sought by all of the community, segmented into specific age groups, children/teenagers, older persons and ones for adults generally.

Total number of respondents n=592.
Number that responded to this survey section: n=547 (92%).
Open Question. Multiple responses allowed.

Focus - Topics Summary Table

Shown from highest to lowest number of coded responses.

n=547

Topic	# coded responses
Governance	502
Housing	433
Recreational & Social Activity	215
Education	184
Local Neighbourhoods	143
Community engagement	65
Economic Development	43
Infrastructure	21
Sense of Community	10
Safety	5
Strategic Planning	6
The Environment	6
Utilities	8

Top 10 Focus Areas

Coded	Topic	% Respondents
Increase density without high-rise	Housing	25%
City Beach College	Education	23%
Effective Services - cost, quality, timely	Governance	16%
Reduce Bureaucratic Processes	Governance	12%
Representing Residents	Governance	9%
Reduce Rates by reducing unnecessary Capital spend	Governance	9%
Provide cash and non-financial support to local groups	Governance	9%
Consider amalgamation with neighbouring council	Governance	9%
Less planning controls	Housing	9%
Innovative ideas	Recreational and Social Activity	8%

Focus – Themes with code detail

Activity - Recreational and Social	% Respondents
Innovative ideas	8.4%
Public Amenities	6.8%
More places and activities for children/teenagers	6.0%
Community Activities	4.9%
More facilities and activities for aging residents	3.3%
Lake Monger in general	3.1%
Affordable services for the elderly	2.2%
More events/programs	1.8%
Services/events for adults	1.1%
Cycling	0.9%
Dogs	0.4%
Café at Lake Monger	0.2%
Provide more recreational areas for residents	0.2%

Community Engagement	% Respondents
Continue community engagement	6.0%
Increased Community involvement with council	3.5%
Listen to ratepayers/community/residents	2.4%

Economic Development	%

	Respondents
More restaurants shops Cambridge St	7.1%
Economic Development	0.7%

Education	% Respondents
City Beach College	23.0%
Lobbying State Government re City Beach School	6.2%
Open City Beach School ASAP	4.0%
Schools	0.4%

Governance	% Respondents
Effective Services - cost, quality, timely	16.1%
Reduce Bureaucratic Processes	11.5%
Representing Residents	9.3%
Reduce Rates by reducing unnecessary Capital spend	9.0%
Provide cash and non-financial support to local groups	9.0%
Consider amalgamation with neighbouring council	8.6%
Reasonable/affordable rates	4.0%
Positive comment about Council	3.8%
Effective financial/budget Control	2.4%
Attract/Retain Qualified Councillors/ Staff	2.4%
Sustainable delivery of services	2.4%
Higher quality and more transparent governance	2.4%
Council focus on Core business	1.8%
Sufficient council resources to implement plans	1.8%
Do not fund things that parents should be providing for their children	1.6%
Better alignment of Councillors for all residents	1.5%
Consistent Policy	1.1%
Efficiency	0.9%
Council spend to be equitable	0.7%
Review potential for amalgamation	0.4%
Embrace change	0.4%
More consultation with business owners in the area	0.4%
Current Residents needs first	0.2%
Limit tenure as councillor	0.2%

Housing	% Respondents
Enforcement of design rules	4.9%
Resist infill plans	4.2%
Medium Density Housing	2.0%
Powerline safety	1.3%
Planning	1.1%
Endowment Lands Act.	0.5%
Architectural control of new and replacement housing	0.4%
Increase density without high-rise	24.7%
Less planning controls	8.6%
Low rise low impact coast development	5.1%
Limiting Development Density	4.4%
Density to be undertaken at City Beach and Floreat	3.7%
Increased Sub division	3.5%
Increase dwelling density adjacent to shopping and travel nodes	3.5%
Against Amendment 31 and 33	2.4%
Appropriate house designs	1.8%
Sustainable infill housing	1.6%
No development on Green / Bush areas	1.1%
Limit High Rise Development	0.9%
Equitable Housing	0.7%
Removing the DAP from the planning process	0.7%
Management of high rises to negate impacts	0.7%
Housing Diversity	0.5%
Sustainable Planned Development	0.4%
Retention of existing development	0.2%
Revisit rezoning proposal large blocks subdivided into 2 blocks	0.2%

Infrastructure	% Respondents
More Beachside Facilities	1.6%
Redevelopment of Floreat forum as a bigger shopping precinct	1.1%
Developing Ocean Village Shopping Centre	0.5%
Infrastructure	0.4%
Prevent expansion of Floreat Forum	0.2%

Local Neighbourhoods	% Respondents
Maintain facilities - recreational library etc.	3.3%
Green Garden suburb	2.9%
Keep town clean and tidy	2.2%
More trees/plants - Use native plants and trees in streets, parks and bushlands	2.0%
No commercial development of coastline	2.0%
Public Transport	1.5%
Protect/Upgrade Open space	1.5%
Enhance and preserver heritage/historical aspects of area	1.5%
Cohesive streetscape policy on major roads	1.5%
Improved mobility within council areas	1.3%
Selling the golf course	0.9%
No more Beachside Development	0.7%
Maintain "Garden Suburb"	0.7%
Family orientated suburbs	0.7%
Rezone "Bush Forever Sites"	0.5%
Maintain City beach / Wembley/Leederville garden Character, unique features & assets	0.5%
More Green Spaces	0.5%
Make West Leederville more pedestrian friendly	0.4%
Protect Neighbourhood built form	0.2%
Infrastructure new/maintenance	0.2%
Traffic & Parking management	0.2%
Improve access to facilities parks etc.	0.2%
Enclosed dog parks	0.2%
Maintenance of parks/streetscapes to high standard	0.2%
Manage public and private tree canopies	0.2%
Older suburbs need attention not just new developments	0.2%

Safety	% Respondents
Security	0.4%
Local Police Liaison	0.4%
Safety	0.2%

Sense of Community	% Respondents
Financial and physical support for older residents to remain living in the area	0.5%
Sense of Community	0.4%
Make Town of Cambridge the best place to raise a family	0.4%
Developing an inclusive LBGTI framework to support all residents	0.2%
Less suburb comparison envy	0.2%
Bring community together	0.2%

Strategic Planning	% Respondents
Strategic Planning	0.4%
Promote/cater for age diversity in residents	0.2%
Population Growth	0.2%
Provision of Aged Care	0.2%
Develop marina south of City Beach	0.2%

The Environment	% Respondents
Environment	0.2%
Climate Change	0.2%
Sustainable Living	0.2%
Protect Neighbourhood Natural form	0.2%
Revive Perry Lakes limit nearby bores	0.2%
Minimise bushfire risks	0.2%

Utilities	% Respondents
Underground Power	0.4%
Mobile phone towers to be in non-residential location	0.4%
Water Management	0.2%
Deep sewerage	0.2%
Getting NBN	0.2%
Technology	0.2%

Summary

The table below shows the top three categories for each question. Housing appears in all three questions as the second highest category by number of coded responses.

Category	Challenges	Improvements	Focus
Local Neighbourhoods	X	X	
Housing	X	X	X
Governance	X		X
Recreational & Social Activity		X	X

The two Wards have differences in emphasis on where the challenges are, improvements sought and the future focus for Council.

50

APPENDIX:

Results by Ward

Note: The suburb results have been compiled into the relevant Ward classifications as shown below.

Coast Ward (n=403)
City Beach
Floreat *
Mount Claremont *

Wembley Ward (n=175)
Jolimont *
Wembley
West Leederville

* is only partially in Town of Cambridge.

Other Suburbs (n=9)
Balcatta
Bassendean
Doubleview
Fitzroy North, Victoria
Jolimont
Joondalup
Subiaco
Tuart Hill
Woodlands

The Coast Ward respondents dominated the survey with 68% of respondents coming from that Ward. The number of respondents from the Wembley Ward is 30%.

Results are shown in order of highest to lowest **total** of the codes.

Key take outs for Strategic Planning – Differences between Wards

Coast Ward had a higher level of respondents stating the challenges were maintaining the existing character of the suburbs (garden suburb/open spaces/relaxed/village) and building, maintaining social cohesion and a sense of community, and that the Council should provide value for money, compared to Wembley Ward respondents.

Wembley Ward had a higher level of respondents, compared to Coast Ward respondents, state that the challenges were managing traffic & noise issues and the Council should focus in local issues/needs.

Challenges – Codes by Ward

Challenges - codes	Themes	% of Respondents			
		Coast Ward	Wembley Ward	Other suburbs	Total
Maintain existing character of suburbs - garden suburb/open spaces/relaxed/village	Local Neighbourhood	33%	18%	14%	28%
Managing traffic & noise issues	Local Neighbourhood	21%	37%	36%	26%
Building and maintaining social cohesion and sense of community	Community	21%	16%	21%	20%
Ensuring diversity of residents (age/gender/lifecycle)	Local Neighbourhood	15%	14%	7%	15%
Providing adequate public transport	Local Neighbourhood	15%	11%	0%	14%
More schools needed	Future need	12%	15%	0%	13%
Lake Monger	Local Neighbourhood	10%	11%	7%	10%
Provide a broad range of housing options (youth/families/older persons)	Housing	12%	5%	7%	10%
Council should focus on local issues/needs	Governance	5%	12%	7%	7%
Value for money for ratepayers	Governance	11%	0%	0%	7%
Costs - general	Economy	8%	3%	0%	7%
Resist temptation to increase population density through sub division of land	Planning	9%	1%	0%	7%
Population growth/overcrowding - negative impacts on infrastructure	Local Neighbourhood	6%	7%	0%	6%
Population growth - general	Population	6%	7%	7%	6%
Parking	Local Neighbourhood	4%	6%	7%	5%
Developers - keep out, prevent irresponsible development	Housing	5%	4%	0%	5%
Hostile council members from eastern districts	Governance	4%	5%	7%	4%
Diversification of community	Community	3%	6%	14%	4%
Increase human traffic to centre, promoting area, have	Economic Development	4%	6%	0%	4%

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Challenges - codes	Themes	% of Respondents			
		Coast Ward	Wembley Ward	Other suburbs	Total
more events					
Allow sub-division of larger blocks - rezone of blocks	Planning	5%	1%	7%	4%
Better planning for population growth based on community not developers	Planning	4%	3%	21%	4%
Improve water management (amenity and biodiversity)/availability	Water	4%	3%	0%	4%
Increased amount of high rise apartments - restrict amount	Housing	5%	1%	0%	4%
Underground power provided in all areas	Utilities	4%	3%	0%	4%
Aging infrastructure	Local Neighbourhood	4%	2%	7%	4%
Have sufficient facilities for community use	Environment	5%	1%	0%	4%
Sewer upgrade	Utilities	4%	3%	0%	4%
Pollution/rubbish/recycling	Environment	3%	5%	0%	4%
Aging community requires more services, facilities	Ageing Population	5%	0%	0%	4%
Keeping to building codes and standards/planning legislation	Housing	2%	6%	7%	3%
Corrupt/lack of quality - Councillors	Governance	2%	6%	7%	3%
Manage higher density	Housing	4%	2%	0%	3%
Managing housing density - general	Housing	3%	2%	7%	3%
Maintain heritage aspects	Local Neighbourhood	3%	3%	0%	3%
Overcrowding of facilities	Recreational and Social Activity	4%	0%	0%	3%
Businesses - more diversity, assistance	Economic Development	4%	1%	14%	3%
Infill - manage integration of multi resident complexes amid existing single/duplex homes	Planning	2%	4%	7%	3%
Protecting existing neighbourhood character	Local Neighbourhood	3%	2%	0%	3%
Consequences of increased ICE/alcohol use	Crime	3%	3%	0%	3%
Council not to be amalgamated/eliminated	Governance	4%	1%	0%	3%
Environmental sustainable/friendly, use renewable energy	Environment	4%	1%	0%	3%
Control of increased density housing	Housing	2%	5%	0%	3%
Maintain unique lifestyle	Local Neighbourhood	4%	0%	7%	3%
Building/maintaining a sense of community, more community involvement	Community	3%	2%	7%	3%
Balance between garden estate and high density, commercial and land diversity	Planning	3%	2%	0%	2%

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Challenges - codes	Themes	% of Respondents			
		Coast Ward	Wembley Ward	Other suburbs	Total
Smaller block sizes	Planning	2%	2%	7%	2%
Overdevelopment - negative impact on current residents	Housing	1%	4%	7%	2%
Creating local jobs/employment	Economic Development	2%	1%	0%	2%
Current residential streets - little change as possible to them	Local Neighbourhood	1%	4%	7%	2%
Managing the coastline due to increase in visitors	Local Neighbourhood	1%	3%	14%	2%
Residential infill/density	Housing	1%	3%	7%	2%
Allow for downsizing opportunities for the elderly	Ageing Population	2%	1%	0%	2%
Upgrade internet/telecommunications	Technology	2%	1%	0%	2%
Streetscapes	Local Neighbourhood	2%	1%	0%	2%
Aging population with declining incomes - impact for local services	Ageing Population	1%	2%	7%	2%
Improve amenities/facilities to attract new residents/workers/visitors and for residents	Local Neighbourhood	2%	2%	0%	2%
Listen to loud minority of ratepayers who are resistant to change	Governance	2%	1%	0%	2%
Negative environmental impacts	Environment	1%	2%	0%	1%
Manage need for smaller blocks	Planning	2%	1%	7%	1%
Demand on public open spaces	Recreational and Social Activity	2%	1%	0%	1%
No need for increase housing	Housing	1%	2%	0%	1%
Promote more cycling and walking through better paths/roads	local Neighbourhood	2%	1%	0%	1%
Effective governance/executives. Better planning strategies meeting the needs of all rate payers	Governance	1%	2%	0%	1%
Reduce council bureaucracy and minimise/control expenditure	Governance	1%	2%	0%	1%
Density should be dictated by council and ratepayers, not developers	Planning	1%	1%	0%	1%
Equitable social, demographics and urban development	Economic Development	1%	2%	0%	1%
Amendment 31	Governance	1%	1%	7%	1%
Housing affordability	Housing affordability	1%	2%	7%	1%
open transparent governance - Councillors to act in best interest of ratepayers	Governance	1%	2%	0%	1%

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Challenges - codes	Themes	% of Respondents			
		Coast Ward	Wembley Ward	Other suburbs	Total
Attempt to force infill policies. Better planning processes with good design.	Housing	1%	1%	0%	1%
Investment into quality infrastructure	Local Neighbourhood	0%	3%	0%	1%
Waste management	Environment	1%	2%	0%	1%
Ensure adequate parking on site for proposed developments	Planning	1%	2%	0%	1%
Overdevelopment by corporates	Housing	1%	2%	0%	1%
Keeping diversity of shopping options	Economic Development	1%	0%	0%	1%
Lake Monger - manage adjoining houses to have low impact on natural beauty	Local Neighbourhood	1%	1%	0%	1%
With infill, require more outdoor recreational spaces and amenities	Housing	1%	0%	0%	1%
Meeting infrastructure challenges	local Neighbourhood	1%	1%	0%	1%
Ensure liveability	Planning	1%	0%	0%	1%
Managing change ensuring right opportunities for growth are in the right locations	Planning	1%	0%	7%	1%
Limit infill to maintain picturesque surroundings, recreational land and wildlife	Housing	1%	0%	0%	1%
Safety from sharks	Safety	1%	0%	0%	1%
Residential infill into land endowment areas	Housing	1%	1%	0%	1%
Addressing disconnect with funds and residents from coastal suburbs and Wembley Ward	Governance	1%	1%	0%	1%
Stop suburban infill	Housing	1%	0%	0%	1%
Lack of cycle paths	Local Neighbourhood	1%	1%	0%	1%
Ageing population - general	Ageing Population	0%	1%	7%	1%
Crime/safety - general	Crime	1%	0%	0%	1%
Balance current sense of community with population increase	Planning	1%	1%	0%	1%
Health care - general	Health	1%	1%	0%	1%
Maintain visual identity of area - older buildings	Local Neighbourhood	1%	0%	0%	1%
Community engagement/more consultation	Governance	1%	1%	0%	1%
Embracing change and development	Positive	0%	2%	0%	1%
Zoning changes	Political	1%	0%	0%	1%
Affordable aged housing accommodation	Ageing Population	0%	1%	0%	1%

Challenges - codes	Themes	% of Respondents			
		Coast Ward	Wembley Ward	Other suburbs	Total
Safety from mobile phone towers	Safety	0%	2%	0%	1%
Increase infill/density to major centres/high frequency bus routes/develop mix use centre	Planning	1%	0%	0%	1%
Better road system/more maintenance	local Neighbourhood	0%	1%	0%	1%
Councillors to support their faction members	Governance	1%	1%	0%	1%
Shift away from large blocks and gardens	Housing	1%	1%	0%	1%
Political correctness	Political	1%	1%	0%	1%
Public expectations of the provision of greater services with no increase in rates and taxes. Need to take some ownership.	Governance	1%	1%	0%	1%
Building efficient housing for increased population	Planning	0%	1%	0%	0%
Better explanation of infill housing - current inadequate	Housing	0%	1%	0%	0%
Technology - hard to get internet - exchange lines full	Technology	0%	1%	0%	0%
Limit rate increases	Economic	0%	1%	0%	0%
The economy	Economy	0%	1%	0%	0%
Climate change/global warming	Climate Change	0%	1%	0%	0%
New buildings - restrict height	Planning	0%	1%	0%	0%
Green spaces - Council to use non-toxic methods of management	Public Spaces	0%	1%	0%	0%
Floreat needs a community space as a hub	Recreational and Social Activity	1%	0%	0%	0%
Better Council decision making process needed/consistency	Governance	1%	0%	0%	0%
Stop Council destroying beautiful suburbs with its subdivision rules	Housing	1%	0%	0%	0%
Use vacant land for higher density development	Housing	0%	1%	0%	0%
Ensuring property values	Economic	0%	1%	0%	0%
Balance needs of residents and impact on environment	Environment	1%	0%	0%	0%
Embrace/increase greater housing density	Positive	0%	1%	0%	0%
Limit infill to keep space and parks	Housing	1%	0%	0%	0%
Manage change sensibly	Governance	0%	1%	0%	0%
More dense house/limit overdevelopment	Housing	1%	0%	0%	0%
Preserving/improving lifestyle	Local Neighbourhood	0%	1%	0%	0%
High rise development affecting privacy	Housing	0%	1%	0%	0%

Challenges - codes	Themes	% of Respondents			
		Coast Ward	Wembley Ward	Other suburbs	Total
Road Safety	Safety	1%	0%	0%	0%
Maintain trees/plants	Environment	1%	0%	0%	0%
Community hubs	Local Neighbourhood	0%	1%	0%	0%
Creating appropriate higher density hubs	Planning	1%	0%	0%	0%
Shallow aquifer	Environment	0%	1%	0%	0%
Family friendly	Local Neighbourhood	0%	1%	0%	0%
Fire risk preparation	Safety	1%	0%	0%	0%
Snakes	Safety	0%	0%	7%	0%
Not to sell of community use assets due to political pressure	Political	0%	0%	0%	0%
Easier interaction between commercial and residential areas	Planning	0%	1%	0%	0%
Ensure City Beach High School is open by 2020	Future need	0%	0%	0%	0%
Celebrate what the area has	Positive	0%	0%	0%	0%
Housing affordability	Housing affordability	0%	0%	7%	0%
Monitoring tradies at building sites - minimise danger to residents	Specific issue for resident	0%	1%	0%	0%
Represent the whole community not just the vocal minority	Governance	0%	0%	7%	0%
Need food markets	Recreational and Social Activity	0%	0%	0%	0%
Increased pressure form State Government on infill	Political	0%	0%	0%	0%
Keep single residential amenity	Local Neighbourhood	0%	1%	0%	0%
To cater for young families and elderly	Housing	0%	1%	0%	0%
Protection and maintenance of environment/open green space/ increase vegetation	Environment	0%	1%	0%	0%
Planning. DAP/SAT processes that ignore the community plan. Infill/high rise above Community approved level.	Housing	0%	0%	0%	0%
Overcoming negative community attitudes to development	Housing	0%	0%	0%	0%
More community events	Recreational and Social Activity	0%	1%	0%	0%
Changing demographics	Population	0%	0%	0%	0%
Development and execution of strategic plans and following through	Planning	0%	1%	0%	0%
Mobility	Recreational and Social Activity	0%	0%	0%	0%
Allow granny flats	Planning	0%	0%	0%	0%
Council disharmony/red tape stopping progress	Governance	0%	0%	0%	0%

Challenges - codes	Themes	% of Respondents			
		Coast Ward	Wembley Ward	Other suburbs	Total
Maintain large sized blocks	Planning	0%	0%	0%	0%
Perry Lakes	Local Neighbourhood	0%	0%	0%	0%
Meeting needs of residents	Governance	0%	1%	0%	0%
Towns visual impression	Local Neighbourhood	0%	0%	0%	0%
Successfully implement government infill strategy in timely manner	Political	0%	0%	0%	0%
Council to provide access to building plans	Governance	0%	0%	0%	0%
Increasing energy options	Utilities	0%	0%	0%	0%
Limit impact of Mac Mansions	Planning	0%	0%	0%	0%
Not overcrowding beach space with development	Housing	0%	0%	0%	0%
Quality of life	Local Neighbourhood	0%	1%	0%	0%
Capitalise on Subi Oval	Recreational and Social Activity	0%	1%	0%	0%
Getting voters to be interested and involved	Governance	0%	0%	0%	0%
Integrating town into growing Perth	Planning	0%	0%	0%	0%
Facilities for dogs	Recreational and Social Activity	0%	1%	0%	0%
Encourage alternate technology	Technology	0%	1%	0%	0%
Wembley is faced with all the infill density problem	Housing	0%	1%	0%	0%
Rodent plague	Safety	0%	0%	0%	0%
Better use of the coastline	Planning	0%	0%	0%	0%
Increase to the number of visitors to our beaches / more development	Economic Development	0%	0%	0%	0%
Relax building codes allowing high rise apartments on main streets	Planning	0%	1%	0%	0%
Developing allotments along transport routes to make travel to the city and other amenities more efficient	Housing	0%	0%	0%	0%

Improvements – Codes by Ward

Key take outs for Strategic Planning – Differences between Wards

Coast Ward had a higher level of respondents stating the improvements needed were providing underground power, keeping the local character, and allowing subdivision of blocks so older residents can live in one property and sell the second property, compared to Wembley Ward respondents.

Wembley Ward had a higher level of respondents, compared to Coast Ward respondents, state that the improvements needed were better traffic management and facilitating economic development.

Improvements - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
Better traffic management	Traffic	14%	19%	18%	16%
Facilitate economic development	Economic development	10%	18%	9%	12%
Provide underground power	Utilities	10%	5%	0%	8%
Innovative planning ideas that give access to transport, facilities and lifestyle for a variety of age groups within the Town.	Local Neighbourhoods	7%	8%	9%	8%
Keep Local character - green and liveable	Local Neighbourhoods	8%	3%	0%	7%
Allow subdivision of blocks so older residents live in one house and can sell the other	Housing	7%	1%	9%	5%
Public transport	Transport	6%	3%	0%	5%
More cycle paths	Recreational and Social Activity	5%	3%	0%	4%
More tree planting - Increase canopy with mature trees	Local Neighbourhoods	4%	3%	0%	4%
Increase density in the area	Housing	3%	3%	18%	4%
No to infill	Local Neighbourhoods	4%	3%	0%	3%
Good as it is - no change	Local Neighbourhoods	4%	1%	0%	3%
Maintain lovely verges and streetscapes	Local Neighbourhoods	3%	3%	0%	3%
Provision of Schools	Education	2%	3%	0%	2%
Enforce building height/setbacks/Limit power of developers	Planning	3%	1%	0%	2%
Limit high rise development	Housing	1%	3%	18%	2%
Expand green spaces	Local Neighbourhoods	1%	3%	9%	2%
Create more community focused activities	Recreational and Social Activity	2%	1%	0%	2%
More community events	Recreational and Social Activity	1%	3%	0%	2%
Improve facilities	Recreational and Social Activity	1%	3%	0%	2%
Better water management	Utilities	2%	1%	0%	2%
Use native trees and plants in landscaping	Local Neighbourhoods	2%	2%	0%	2%

Improvements - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
More community involvement	Recreational and Social Activity	1%	3%	0%	2%
More services for older residents	Local Neighbourhoods	2%	0%	0%	2%
Planning decisions based on sustainable and sound land use practises	Planning	1%	2%	0%	1%
Increase number of open spaces/Improve current open spaces	Local Neighbourhoods	1%	1%	9%	1%
Revive Perry Lakes	The Environment	2%	0%	0%	1%
More footpaths that are cycle and pedestrian friendly	Local Neighbourhoods	1%	1%	0%	1%
Improve walk and cycle paths to be safer	Recreational and Social Activity	1%	1%	0%	1%
Create Lake Monger recreational facilities - particularly for children aged 8+	Recreational and Social Activity	0%	4%	0%	1%
Ensure trees planted are appropriate for location and climate	Local Neighbourhoods	1%	1%	0%	1%
Appropriate use of property (not boarding houses)	Housing	2%	0%	0%	1%
Activities to engage young people/teenagers	The Environment	1%	2%	0%	1%
Increase housing diversity	Housing	1%	1%	0%	1%
Enhance Floreat Forum to be premier centre of the Western Suburbs	Local Neighbourhoods	1%	0%	0%	1%
Café at Lake Monger	Economic development	0%	3%	0%	1%
Develop foreshore	Local Neighbourhoods	1%	2%	0%	1%
Improve sense of community	Sense of Community	1%	1%	0%	1%
Design to be based on garden suburb/village principle	Local Neighbourhoods	1%	2%	0%	1%
Create fenced off leash dog areas along main routes/Lake Monger	Recreational and Social Activity	1%	1%	0%	1%
Council - need Councillors to represent residents	Governance	1%	0%	0%	1%
Protect birds and wildlife habitats	Environment	1%	0%	0%	1%
Security and Safety	Safety	1%	1%	0%	1%
Sensitive redevelopment for iconic buildings/old properties not suitable for renovation	Heritage	1%	1%	0%	1%
More facilities like Aquatic Centre and Golf Club	Recreational and Social Activity	1%	1%	0%	1%
Upgrade park equipment for children	Recreational and Social Activity	1%	1%	0%	1%
Council - Listen to ratepayers	Governance	0%	2%	0%	1%

Improvements - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
Landscape roads and verges to be the same standard as the Boulevard	Local Neighbourhoods	1%	0%	9%	1%
Public land - protect large verges and existing vegetation	Local Neighbourhoods	1%	1%	0%	1%
Public land - protection through planning scheme overlay for vegetation	Local Neighbourhoods	1%	0%	0%	1%
Allow mixed use developments in run down commercial areas	Housing	1%	1%	0%	1%
Council - Keep rates affordable	Governance	1%	0%	0%	1%
Bush including bush forever sites - review to reduce area - fire hazard	The Environment	1%	0%	0%	1%
Sustainability options for development	Housing	1%	1%	0%	1%
Develop main shopping hub Cambridge St with infill apartments	Housing	1%	1%	0%	1%
Ensure aging population needs catered for	Strategic Planning	0%	1%	0%	1%
Improved lighting	Safety	0%	1%	0%	1%
Protect Lake Monger	The Environment	0%	2%	0%	1%
Infill should be adjacent to the shopping centres/ major bus stops	Housing	1%	0%	0%	1%
Development along major transport routes only	Housing	1%	0%	0%	1%
Mobile Phone towers to be located away from residents	Infrastructure	1%	0%	0%	1%
Getting NBN	Utilities	1%	0%	0%	1%
Civic Centre - expand diversity of use	Recreational and Social Activity	0%	1%	0%	0%
Limit number of units built on subdivided block	Housing	0%	1%	0%	0%
Council - decision making process too slow	Governance	1%	0%	0%	0%
Creative diversity of housing within walking distance of enhanced Local shopping villages	Housing	1%	0%	0%	0%
Zoning of City Beach High School	Planning	0%	1%	0%	0%
More pathways to key locations (such as schools, shops)	Local Neighbourhoods	0%	1%	0%	0%
Increase parking at City Beach	Local Neighbourhoods	0%	1%	0%	0%
Query on survey/consulting practices	Misc.	0%	1%	0%	0%
Attract more residents to live in Town of Cambridge area	Strategic Planning	1%	0%	0%	0%
City Beach tennis club lighting	Specific issue for resident	1%	0%	0%	0%

Improvements - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
Improved communication on community events	Recreational and Social Activity	0%	1%	0%	0%
Separate cycle paths on all main routes	Local Neighbourhoods	0%	1%	0%	0%
Adequate parking on site at proposed new developments	Planning	1%	0%	0%	0%
Improve street maintenance	Local Neighbourhoods	0%	1%	0%	0%
More flexible sub division rules	Housing	1%	0%	0%	0%
Limited infill	Housing	1%	0%	0%	0%
Focus development on existing underused areas	Housing	1%	0%	0%	0%
More support of arts including street art and murals	Recreational and Social Activity	0%	1%	0%	0%
Prickly weeds on verge causing issues for dogs as pavement is too hot to walk on	Specific issue for resident	0%	0%	0%	0%
Reduce noise from Quarry Amphitheatre	Specific issue for resident	0%	0%	0%	0%
Community Hub in the Cambridge/High St area	Recreational and Social Activity	0%	1%	0%	0%
Allow corner retail to redevelopment in residential areas	Economic development	0%	1%	0%	0%
City Beach Views - review planning decision that no one owns the view	Housing	0%	0%	0%	0%
Use regulatory powers to enforce redevelopment of degraded shopping centre	Local Neighbourhoods	0%	0%	0%	0%
Council to facilitate high speed internet as NBN rollout too slow	Local Neighbourhoods	0%	0%	0%	0%
Council - stick to core business - currently dysfunctional	Governance	0%	0%	0%	0%
Council - control its costs better	Governance	0%	0%	0%	0%
Seal laneways	Local Neighbourhoods	0%	1%	0%	0%
Shared community areas - cafes, shaded areas, playgrounds, safe for all to enjoy	Recreational and Social Activity	0%	1%	0%	0%
Development of old drive in theatre City Beach	Local Neighbourhoods	0%	0%	0%	0%
Beautify laneways that are now like streets due to redevelopment	Local Neighbourhoods	0%	1%	0%	0%
Preservation of older heritage buildings	Local Neighbourhoods	0%	1%	0%	0%
Widen Cambridge St so cars can overtake buses at bus stops	Traffic	0%	1%	0%	0%
Activate laneways	Local Neighbourhoods	0%	1%	0%	0%

Improvements - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
Periodically review council verge areas with owners and any amendments required	Local Neighbourhoods	0%	0%	0%	0%
Review existing facilities and are they satisfactory for rate payers	Governance	0%	0%	0%	0%
Better management of cats	Local Neighbourhoods	0%	0%	0%	0%
Better community services	Local Neighbourhoods	0%	1%	0%	0%
Look to having own security patrols	Safety	0%	0%	0%	0%
Council - align coastal and ward councillors to represent all residents	Governance	0%	0%	0%	0%
Off shore marina to be developed	Strategic Planning	0%	0%	0%	0%
Park and ride scheme for City Beach	Transport	0%	0%	0%	0%
Better explanation of positives of increased density	Housing	0%	0%	0%	0%
Better use of current vacant land	Housing	0%	0%	0%	0%
Consistent planning approval guidelines.	Planning	0%	0%	0%	0%
Ensure compliance on new builds with agreed planning & rubbish removal	Planning	0%	0%	0%	0%
Better bus shelters protection from sun and rain	Safety	0%	0%	0%	0%
Proceed with Wembley Activity Plan	Planning	0%	1%	0%	0%
Promotion and incentivising cycling.	Recreational and Social Activity	0%	1%	0%	0%
Establishment of new City Beach College	Education	0%	1%	0%	0%
Minimal development of coastline	Planning	0%	0%	0%	0%
Ensuring utilisation of sporting assets	Recreational and Social Activity	0%	0%	0%	0%
Encourage retention of older buildings	Housing	0%	1%	0%	0%
Council - focus on maintenance not capital works	Governance	0%	0%	0%	0%
Extend sewerage services	Utilities	0%	0%	0%	0%
Limit building height to 2 storeys	Housing	0%	1%	0%	0%
No dual use paths	Recreational and Social Activity	0%	0%	0%	0%
Encourage verge gardens	Local Neighbourhoods	0%	0%	9%	0%
Council - Stop using toxic herbicides	Governance	0%	0%	0%	0%
Subdivisions to be freehold not strata	Local Neighbourhoods	0%	0%	0%	0%
Retain heritage aspects	Planning	0%	0%	0%	0%
Maintain the parks and	Environment	0%	0%	0%	0%

Improvements - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
natural bushland as is - don't lose it.					
Exercise machines/stations that have been put into some parks as the machines are useless... expensive.	Recreational and Social Activity	0%	0%	0%	0%
Stop using parking metres	Traffic	0%	1%	0%	0%
Tree lopping/removal on private property should be via council approval	Local Neighbourhoods	0%	0%	0%	0%
Allow medium density and provide clear guidelines for it	housing	0%	0%	0%	0%
Limit height to 3 storeys	housing	0%	1%	0%	0%
More walk and cycle trails in Parks/Bushland	Local Neighbourhoods	0%	0%	0%	0%
Link public spaces by walk and cycle paths	Local Neighbourhoods	0%	1%	0%	0%
Allow footpaths across vacant land to allow access to shops and public transport	Local Neighbourhoods	0%	0%	0%	0%
Construct footpaths in specific areas to access public transport easily	Local Neighbourhoods	0%	0%	0%	0%

Focus Areas – Codes by Ward

Key take outs for Strategic Planning – Differences between Wards

Coast Ward respondents had a higher level of respondents stating the focus should be on higher quality and increased governance transparency and effectively listening to ratepayers/community.

Wembley Ward respondents had a higher level of respondents, compared to Coast Ward respondents, state that the focus should be on traffic and parking management and economic development.

Focus Areas - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
Planning	Housing	21%	21%	36%	21%
Higher quality and more transparent governance	Governance	26%	7%	9%	20%
Traffic & Parking management	Local Neighbourhood	13%	23%	9%	16%
Maintain City beach / Wembley/Leederville garden Character, unique features & assets	Local Neighbourhood	13%	8%	9%	11%
Underground Power	Utilities	11%	6%	9%	9%
Reasonable/affordable rates	Governance	9%	9%	9%	9%
Economic Development	Economic Development	4%	18%	18%	9%
Listen to ratepayers/community/ residents	Community engagement	11%	4%	9%	8%
Sustainable infill housing	Housing	9%	6%	9%	8%
Effective financial/budget Control	Governance	9%	6%	27%	8%
Public Transport	Local Neighbourhood	6%	10%	9%	7%
Sustainable Living	The Environment	4%	10%	18%	6%
Housing Diversity	Housing	6%	7%	18%	6%
Cycling	Recreational and Social Activity	6%	5%	9%	6%
Schools	Education	5%	9%	0%	6%
Resist infill plans	Housing	6%	2%	9%	5%
Safety	Safety	6%	3%	0%	5%
Environment	The Environment	4%	7%	0%	5%
Continue community engagement	Community engagement	4%	5%	0%	4%
Increase dwelling density adjacent to shopping and travel nodes	Housing	5%	3%	0%	4%
Strategic Planning	Strategic Planning	5%	2%	9%	4%
Better alignment of Councillors for all residents	Governance	6%	0%	0%	4%
Infrastructure new/maintenance	Local Neighbourhood	4%	2%	0%	4%
Protect/Upgrade Open space	Local Neighbourhood	2%	6%	0%	3%
Increased Sub division	Housing	4%	1%	0%	3%
Protect Neighbourhood Natural form	The Environment	4%	2%	0%	3%
Maintain "Garden Suburb"	Local Neighbourhood	5%	0%	0%	3%
Increased Community	Community engagement	3%	5%	0%	3%

Focus Areas - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
involvement with council					
Limiting Development Density	Housing	2%	5%	0%	3%
Maintenance of parks/streetscapes to high standard	Local Neighbourhood	3%	2%	18%	3%
More trees/plants - Use native plants and trees in streets, parks and bushlands	Local Neighbourhood	4%	1%	0%	3%
Protect Neighbourhood built form	Local Neighbourhood	2%	2%	0%	2%
Population Growth	Strategic Planning	3%	2%	0%	2%
Sustainable Planned Development	Housing	3%	1%	0%	2%
More Green Spaces	Local Neighbourhood	1%	4%	9%	2%
Current Residents needs first	Governance	2%	3%	9%	2%
Green Garden suburb	Local Neighbourhood	3%	1%	0%	2%
Community Activities	Recreational and Social Activity	2%	4%	0%	2%
Bring community together	Sense of Community	2%	3%	0%	2%
Infrastructure	Infrastructure	2%	2%	0%	2%
More facilities and activities for aging residents	Recreational and Social Activity	2%	3%	0%	2%
Maintain facilities - recreational library etc.	Local Neighbourhood	3%	1%	0%	2%
Promote/cater for age diversity in residents	Strategic Planning	2%	2%	0%	2%
Water Management	Utilities	2%	1%	9%	2%
Provision of Aged Care	Strategic Planning	2%	1%	0%	2%
Sustainable delivery of services	Governance	1%	4%	0%	2%
Council focus on Core business	Governance	1%	2%	0%	2%
Sense of Community	Sense of Community	1%	4%	0%	2%
Effective Services - cost, quality, timely	Governance	1%	3%	0%	1%
Attract/Retain Qualified Councillors/ Staff	Governance	2%	1%	0%	1%
Embrace change	Governance	1%	2%	0%	1%
Enhance and preserver heritage/historical aspects of area	Local Neighbourhood	1%	3%	0%	1%
More places and activities for children/teenagers	Recreational and Social Activity	1%	3%	0%	1%
More events/programs	Recreational and Social Activity	2%	1%	0%	1%
Public Amenities	Recreational and Social Activity	1%	2%	0%	1%
Lake Monger in general	Recreational and Social Activity	0%	4%	0%	1%
Less planning controls	Housing	1%	2%	0%	1%
Limit High Rise Development	Housing	0%	3%	9%	1%
Security	Safety	1%	2%	0%	1%
Revive Perry Lakes limit nearby bores	The Environment	2%	0%	0%	1%
Improve access to facilities parks etc.	Local Neighbourhood	0%	3%	0%	1%
Climate Change	The Environment	1%	1%	0%	1%

Focus Areas - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
Reduce Rates by reducing unnecessary Capital spend	Governance	1%	1%	0%	1%
More Beachside Facilities	Infrastructure	1%	1%	0%	1%
Revisit rezoning proposal large blocks subdivided into 2 blocks	Housing	1%	0%	0%	1%
Council spend to be equitable	Governance	1%	1%	0%	1%
No more Beachside Development	Local Neighbourhood	1%	0%	0%	1%
No development on Green / Bush areas	Housing	1%	0%	0%	1%
Medium Density Housing	Housing	1%	1%	0%	1%
Review potential for amalgamation	Governance	1%	1%	0%	1%
Endowment Lands Act.	Housing	1%	0%	0%	1%
Mobile phone towers to be in non-residential location	Utilities	1%	0%	0%	1%
Provide cash and non-financial support to local groups	Governance	1%	1%	0%	1%
Efficiency	Governance	1%	0%	0%	1%
Reduce Bureaucratic Processes	Governance	1%	0%	0%	1%
Consistent Policy	Governance	1%	1%	0%	1%
Against Amendment 31 and 33	Housing	1%	1%	0%	1%
Getting NBN	Utilities	1%	0%	0%	1%
Enclosed dog parks	Local Neighbourhood	1%	1%	0%	1%
Appropriate house designs	Housing	0%	2%	0%	1%
Less suburb comparison envy	Sense of Community	1%	0%	0%	0%
Representing Residents	Governance	0%	1%	0%	0%
Architectural control of new and replacement housing	Housing	1%	0%	0%	0%
Deep sewerage	Utilities	1%	0%	0%	0%
Lobbying State Government re City Beach School	Education	1%	0%	0%	0%
Local Police Liaison	Safety	0%	1%	Other	0%
Equitable Housing	Housing	0%	1%	0%	0%
Limit tenure as councillor	Governance	1%	0%	0%	0%
Café at Lake Monger	Recreational and Social Activity	0%	1%	0%	0%
Services/events for adults	Recreational and Social Activity	0%	1%	0%	0%
Consider amalgamation with neighbouring council	Governance	0%	1%	0%	0%
Positive comment about Council	Governance	1%	0%	0%	0%
Keep town clean and tidy	Local Neighbourhood	0%	1%	0%	0%
Dogs	Recreational and Social Activity	1%	0%	0%	0%
Financial and physical support for older residents to remain living in the area	Sense of Community	1%	0%	0%	0%
Affordable services for the elderly	Recreational and Social Activity	1%	0%	0%	0%
Powerline safety	Housing	0%	0%	0%	0%
Open City Beach School ASAP	Education	0%	0%	0%	0%
Rezone "Bush Forever Sites"	Local Neighbourhood	0%	0%	0%	0%

Focus Areas - codes	Themes	Coast Ward	Wembley Ward	Other suburbs	Total
More restaurants shops Cambridge St	Economic Development	0%	1%	0%	0%
Retention of existing development	Housing	0%	1%	0%	0%
Low rise low impact coast development	Housing	0%	0%	0%	0%
City Beach College	Education	0%	1%	0%	0%
Make West Leederville more pedestrian friendly	Local Neighbourhood	0%	1%	0%	0%
Removing the DAP from the planning process	Housing	0%	1%	0%	0%
Improved mobility within council areas	Local Neighbourhood	0%	1%	0%	0%
Cohesive streetscape policy on major roads	Local Neighbourhood	0%	1%	0%	0%
Minimise bushfire risks	The Environment	0%	0%	0%	0%
Family orientated suburbs	Local Neighbourhood	0%	0%	0%	0%
Develop marina south of City Beach	Strategic Planning	0%	0%	0%	0%
Developing Ocean Village Shopping Centre	Infrastructure	0%	0%	0%	0%
Manage public and private tree canopies	Local Neighbourhood	0%	0%	0%	0%
No commercial development of coastline	Local Neighbourhood	0%	0%	0%	0%
Selling the golf course	Local Neighbourhood	0%	0%	0%	0%
Management of high rises to negate impacts	Housing	0%	1%	0%	0%
Older suburbs need attention not just new developments	Local Neighbourhood	0%	0%	0%	0%
Innovative ideas	Recreational and Social Activity	0%	0%	0%	0%
Prevent expansion of Floreat Forum	Infrastructure	0%	0%	0%	0%
Technology	Utilities	0%	1%	0%	0%
Do not fund things that parents should be providing for their children	Governance	0%	0%	0%	0%
Redevelopment of Floreat forum as a bigger shopping precinct	Infrastructure	0%	0%	0%	0%
Density to be undertaken at City Beach and Floreat	Housing	0%	1%	0%	0%
Sufficient council resources to implement plans	Governance	0%	0%	0%	0%
Increase density without high-rise	Housing	0%	0%	0%	0%
More consultation with business owners in the area	Governance	0%	0%	0%	0%
Enforcement of design rules	Housing	0%	0%	0%	0%
Provide more recreational areas for residents	Recreational and Social Activity	0%	0%	0%	0%
Make Town of Cambridge the best place to raise a family	Sense of Community	0%	0%	0%	0%
Developing an inclusive LBGTI framework to support all residents	Sense of Community	0%	1%	0%	0%

Differences by age groups in each suburb

Within a data analysis program, SPSS, the age groups were recoded into three age groups instead of the original eight age bands in the survey. The recoded age groups were as follows.

- Under 40 years of age.

- 40 to 59 years of age.

- Over 60 years of age.

These new age bands were then cross tabulated against the fourteen suburbs to see if there were any differences in the age groups for each Suburb and the coded responses provided for Challenges, Improvements and Focus.

Due to small sample sizes for most suburbs, SPSS was unable to test for differences between the age groups and coded responses in those suburbs. The suburbs with sufficient sample sizes for testing were City Beach, Floreat, West Leederville and Wembley.

The results are reported by exception which means that only those age groups with a difference to the other age groups are reported.

Challenges - Key take outs for Strategic Planning – Differences between Age Groups by Suburb

City Beach
Respondents aged under 40 were more likely than the other age groups to mention the following challenges in their responses.

- Economic Development (increase pedestrian traffic, promote area and have more events).

- Focus on local issues and needs.

- Managing the coastline due to increased visitation.

Floreat
Respondents aged 40-59 were more likely to mention the management of traffic and noise issues as a challenge.

Respondents aged 60 or older, were more likely to mention the overcrowding of facilities and the ageing infrastructure as challenges.

West Leederville
Residents aged under 40 were more likely to state that schools were a challenge, compared to those aged 40-59 or aged over 60.

Wembley

Respondents aged under 40 were more likely to mention the following.

- Economic Development (increase pedestrian traffic, promote area and have more events).

- More schools needed (along with respondents aged 40-59).

- Providing adequate transport.

Improvements - Key take outs for Strategic Planning – Differences between Age Groups by Suburb

City Beach

Respondents aged under 40 had a higher level of coded responses for improving public transport and more cycle paths than the other age groups.

Wembley

Respondents aged under 40 were more likely than the other age groups to state improvement was needed for economic development.

Focus - Key take outs for Strategic Planning – Differences between Age Groups by Suburb

City Beach

Respondents aged under 40 were more likely than the other age groups to state the focus should be on the environment (climate change and sustainable living) and on cycling.

Floreat

Respondents aged under 40 were more likely than the other age groups to state the focus should be on catering for the age diversity in residents, housing diversity and embracing change. Respondents aged 40-59, more than the other age groups wanted the focus to be on retaining the garden character of the area.

West Leederville

Respondents aged 60 or older wanted the focus to be on protecting and upgrading the open spaces in the area.

Wembley

Respondents aged under 40 were more likely than the other age groups to state the focus should be on schools and on protecting and upgrading the open spaces in the area.