



MARKYT

Community Scorecard

2025

Prepared for



Prepared by



CATALYSE
FUTYR | MARKYT | CULTYR

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Strategic overview

Vision



20

% agree

7% points below
Industry Average and
up 1% point from 2022

Liveability

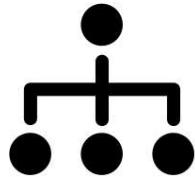


85

Performance Index Score

11 index points above
Industry Average and
down 2 points from 2022

Governance



50

Performance Index Score

1 index points below
Industry Average and
up 5 points from 2022

Finance



47

Performance Index Score

6 index points above
Industry Average and
up 1 point from 2022

Strengths

Top performers

- Beaches (City Beach and Floreat Beach)
- Library services and facilities
- Parks, playgrounds and reserves
- Sport and recreation facilities and services

Most improved

- Community engagement and communication
- Council's leadership

Strongest compared to other councils

- Beaches
- Stormwater management and drainage
- Environmental management and conservation

Priorities



Streetscapes, trees and verges



Character and identity, planning services and housing



Parks, playgrounds and reserves



Roads, footpaths and cycleways



Safety and crime prevention



Climate action and environmental management



Community engagement on local issues



Town centre development and activation

Approach

Purpose



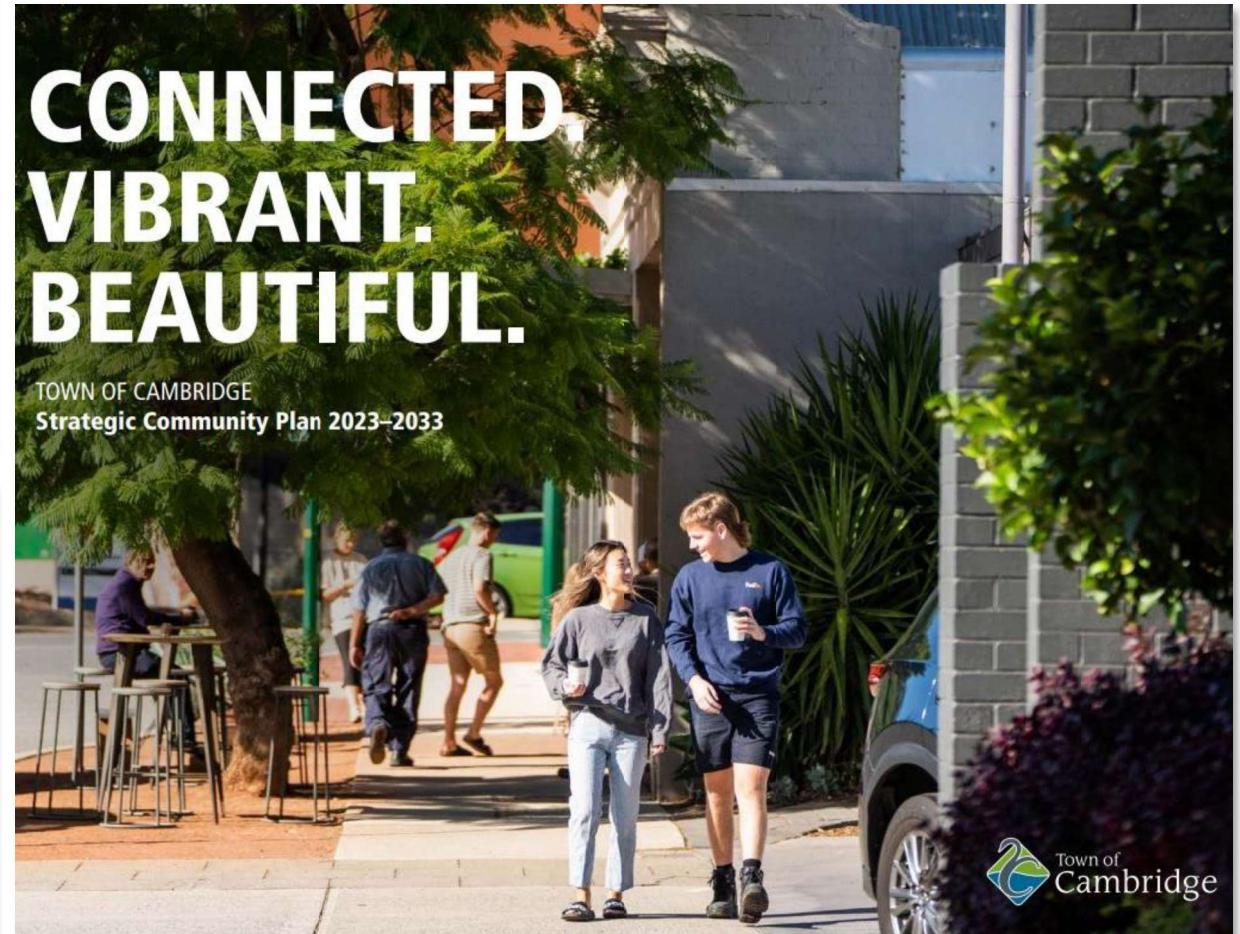
Department of
Local Government, Sport
and Cultural Industries

The Local Government Act requires local councils develop a **Strategic Community Plan**. IP&R guidelines suggest this plan has a major review every four years, and a minor review every two years.

MARKYT ◆ Community Scorecard

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

- Support a Strategic Community Plan review
- Assess and benchmark community perceptions of service levels
- Determine community priorities and aspirations



The Study

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

Scorecard invitations were emailed to 8,000 randomly selected customers and posted to 2,000 randomly selected households. 556 emails bounced, resulting in 7,444 delivered messages. The Town of Cambridge also provided supporting promotions through its communication channels.

The scorecard was open from 17 March to 4 April 2025 and completed by **899 community members** with various connections to the Town.

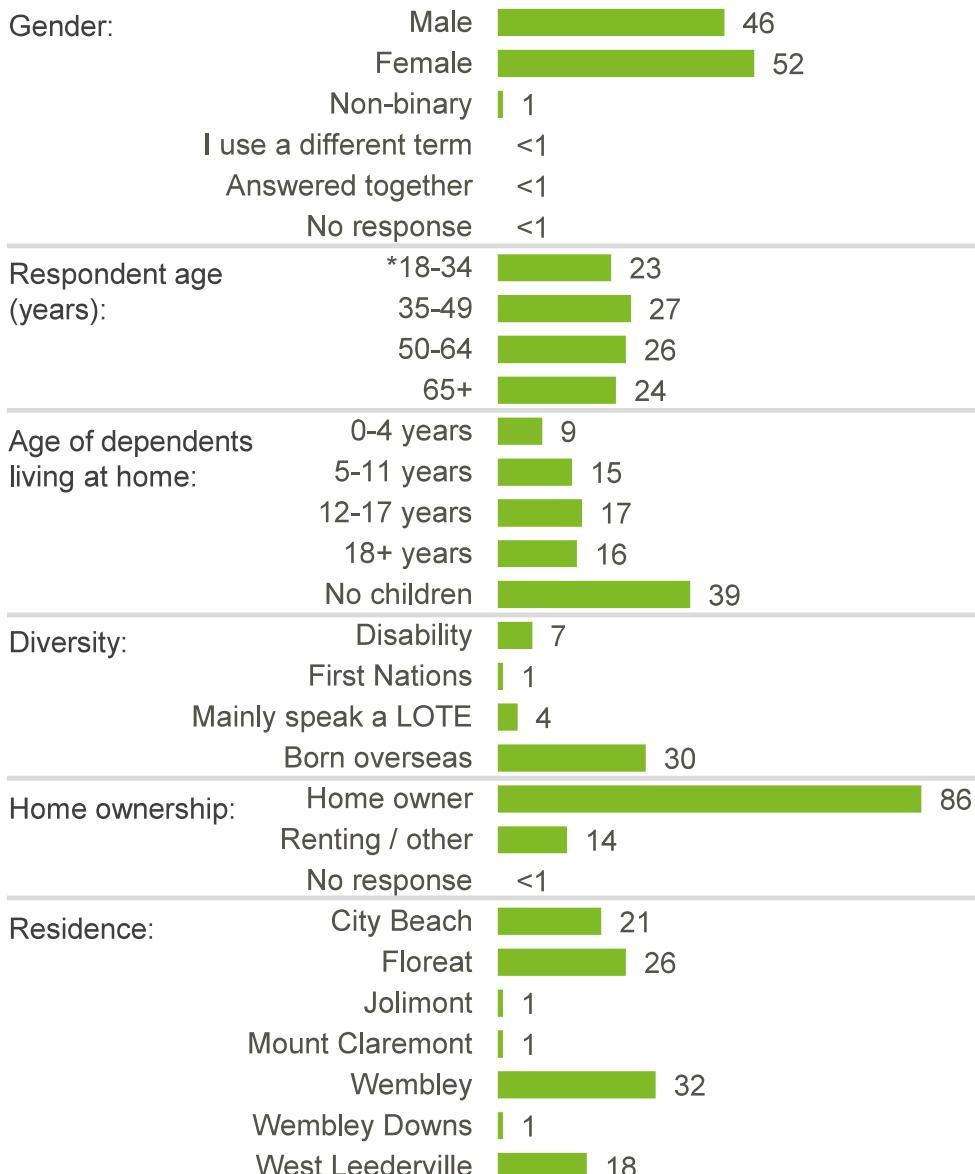
| Resident | Business owner or manager | Out of area ratepayer / visitor | Elected Member / Town employee |
|----------|---------------------------|---------------------------------|--------------------------------|
| 830 | 61 | 54 | 17 |

Overall, 596 residents had been randomly selected and 234 respondents heard about the study from supporting promotions and referrals from community organisations, family and friends. As results were similar in both cohorts, data has been combined in this report. The combined resident sample was weighted by age and gender to match the ABS Census population profile.

The main body of the report presents results from residents. Results from other community groups are reported at the end of this report.

Throughout this report, where sub-totals add to $\pm 1\%$ of the parts, this is due to rounding errors to zero decimal places.

% of respondents (weighted)



LOTE: Language other than English

*Includes several 14 to 17 year olds

Over the past 20+ years, CATALYSE® has conducted community and business perceptions surveys for more than 70 councils across Australia. When comparable questions are asked, we publish high and average scores to enable participating councils to recognise and learn from industry leaders.

Perth Region

Armadale
Bassendean
Bayswater
Belmont
Cambridge
Canning
Claremont
Cockburn
Cottesloe
East Fremantle
Fremantle
Joondalup
Kalamunda
Kwinana
Melville
Mosman Park
Mundaring
Nedlands
Peppermint Grove
Perth
Serpentine-Jarrahdale
South Perth
Subiaco
Swan
Victoria Park
Vincent
Wanneroo

Peel Region

Boddington
Mandurah
Murray
Serpentine-Jarrahdale

Wheatbelt Region

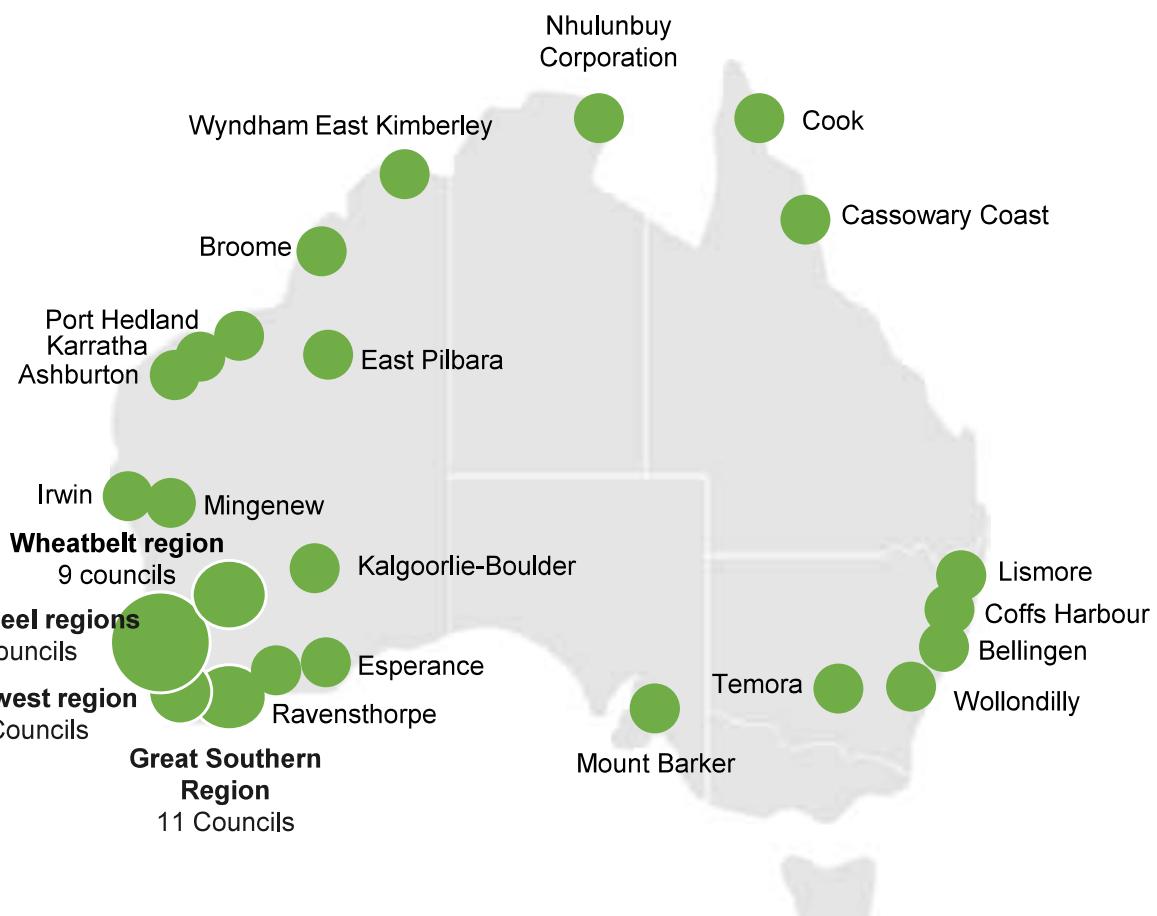
Chittering
Dandaragan
Gingin
Merredin
Narrogin
Northam
Pingelly
Toodyay
York

Southwest Region

Augusta-Margaret River
Bridgetown-Greenbushes
Bunbury
Busselton
Capel
Collie
Dardanup
Donnybrook-Balingup
Harvey

Great Southern Region

Albany
Broomehill-Tambellup
Cranbrook
Denmark
Gnowangerup
Jerramungup
Katanning
Kent
Kojonup
Plantagenet
Woodanilling



*Note: in this report, average and high scores are calculated from councils that have completed a MARKYT® accredited study within the **past three years**.*

How to read MARKYT® performance dashboards

Performance Ratings

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

Positive rating

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

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

| Score |
|-------|
| 100 |
| 75 |
| 50 |
| 25 |
| 0 |

Average Rating

| Excellent |
|-----------|
| Good |
| Okay |
| Poor |
| Terrible |

Geographical and community variances

Performance Index Score

Geographical variances

Maps variances across the region by location.

Trend Analysis

Performance Index Score

| Year | Score |
|------|-------|
| 2022 | 56 |
| 2025 | 65 |

MARKYT® Industry Standards

Show Council performance compared to other councils.

Council Score is the Council's performance index score.

Industry High is the highest score achieved by participating councils.

Industry Average is the average score among participating.

MARKYT® Industry Standards

Performance Index Score

| Category | Score |
|-------------------|-------|
| Town of Cambridge | 65 |
| Industry High | 67 |
| Industry Average | 52 |

Community variances

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

| Location | Gender | Age of children |
|-----------------------|-----------|-----------------|
| 1. City Beach | Male 65 | 0-4 years 69 |
| 2. Floreat | Female 65 | 5-11 years 67 |
| 3. Wembley / Jolimont | | 12-17 years 65 |
| 4. West Leederville | | 18+ years 64 |
| | | No children 65 |

Age

| Age Group | Score |
|-------------|-------|
| 18-34 years | 71 |
| 35-49 years | 65 |
| 50-64 years | 63 |
| 65+ years | 62 |

Home ownership

| Homeowner | Renting / other | Score |
|-----------|-----------------|-------|
| Homeowner | Renting / other | 64 73 |

Disability & culture

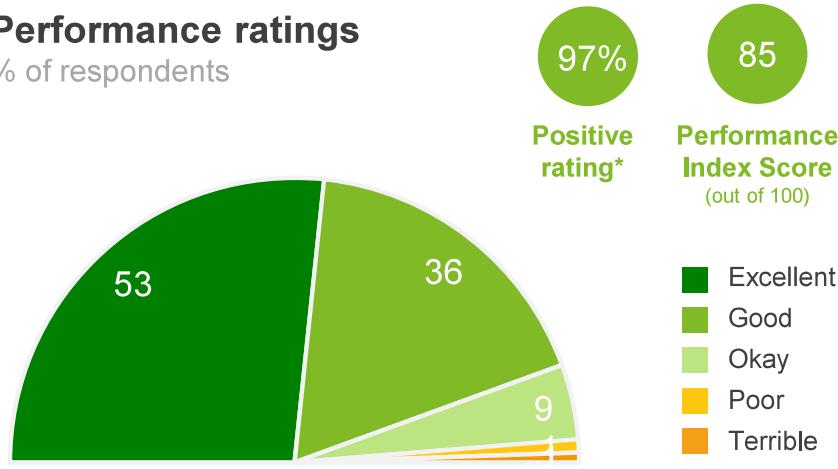
| Disability | LOTE | Score |
|------------|------|-------|
| Disability | LOTE | 64 69 |

Overall Performance

Place to live

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

87

85

2022

2025

MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 85 |
| Industry High | 91 |
| Industry Average | 74 |

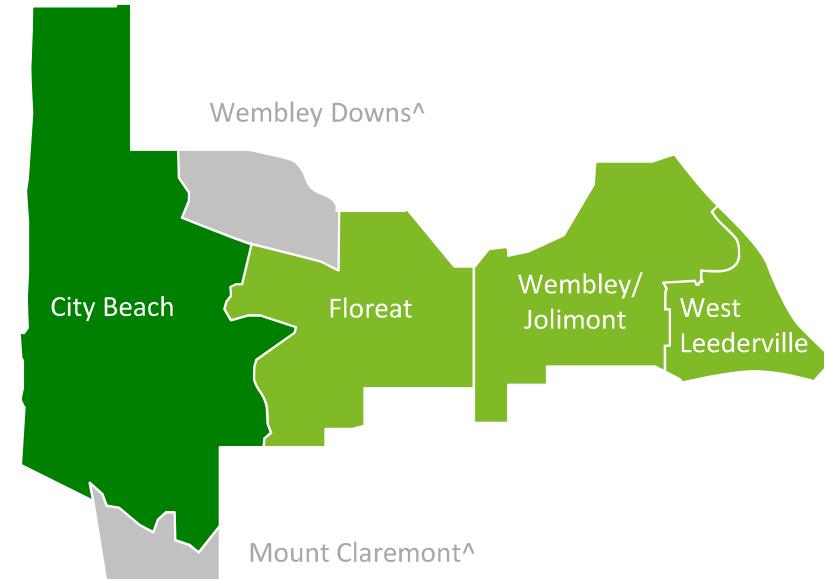
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 821). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



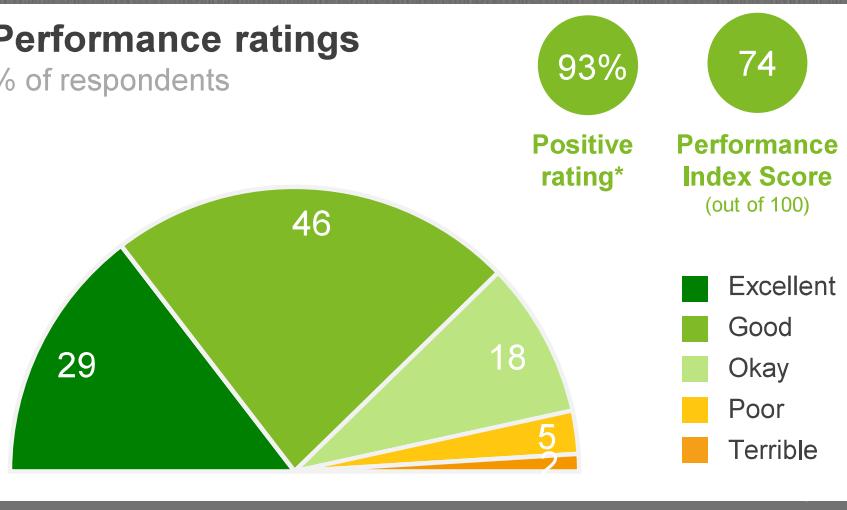
- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | |
|--------------------|-----------------|-----------------|----------------------|
| | | Male | Female |
| City Beach | 88 | 85 | 79 |
| Floreat | 86 | 85 | 85 |
| Wembley / Jolimont | 82 | | 87 |
| West Leederville | 83 | | 87 |
| Age | 18-34 years | | Disability & culture |
| | 35-49 years | 86 | |
| Home ownership | Homeowner | 85 | Disability 84 |
| | Renting / other | 81 | LOTE 82 |
| | | 87 | Born overseas 83 |

Place to work

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 74 |
| Industry High | 75 |
| Industry Average | 67 |

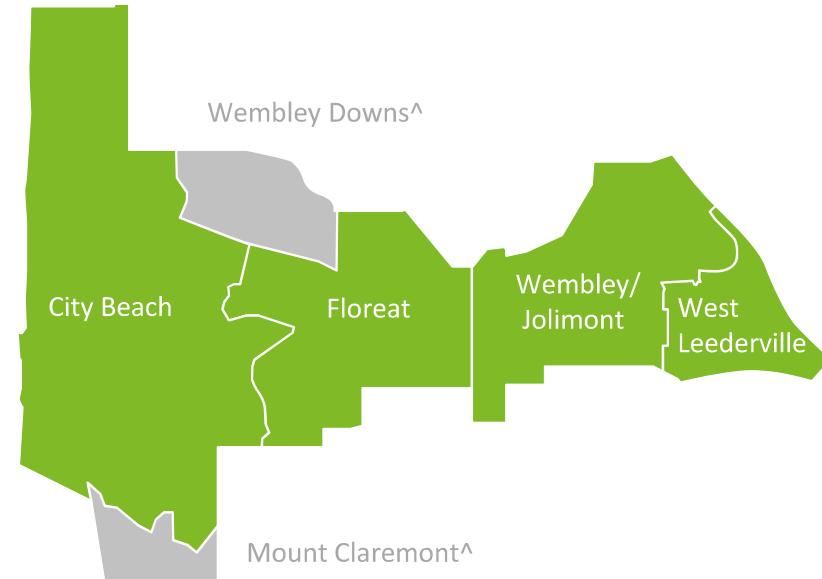
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 424). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score

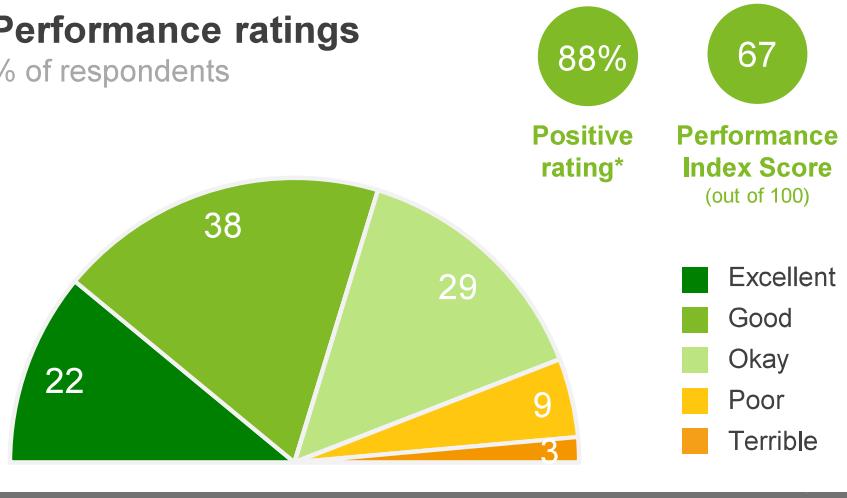


| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|-----------------|-----------------|--------|-------------|----------------------|------------|------------|---------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 76 | 72 | 77 | 18-34 years | 73 | 74 | 72 | 72 |
| Floreat | 73 | 77 | 70 | 35-49 years | 70 | 74 | 72 | 72 |
| Wembley / Jolimont | 71 | 76 | 78 | 50-64 years | 76 | 75 | 72 | 72 |
| West Leederville | 77 | 78 | 75 | 65+ years | 73 | 79 | 72 | 72 |
| Home ownership | | | | Age | | Disability | LOTE | Born overseas |
| | Homeowner | 74 | 76 | 18-34 years | 73 | 75 | 68 | 73 |
| | Renting / other | 71 | 78 | 35-49 years | 70 | 75 | 73 | 73 |

Place to own or operate a business

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

68

67

2022

2025

MARKYT Industry Standards

Performance Index Score



Town of Cambridge

67

Industry High

73

Industry Average

58

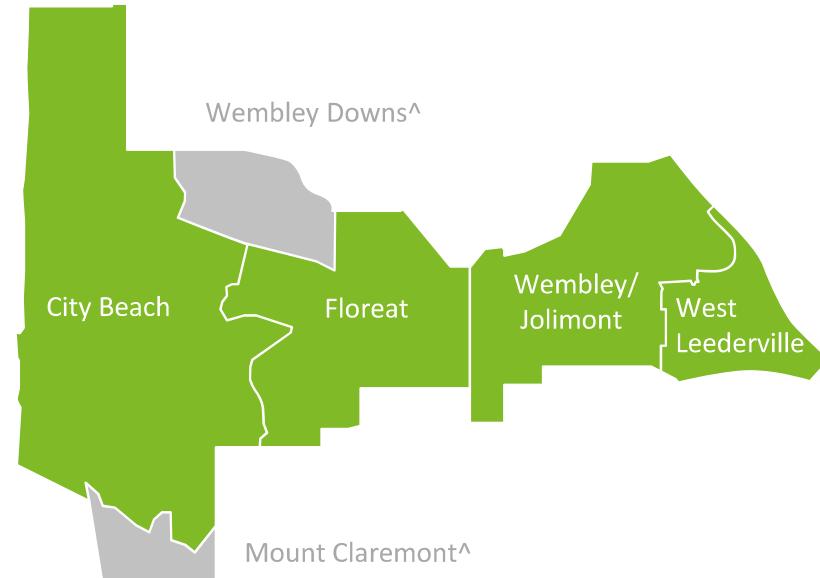
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 377). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

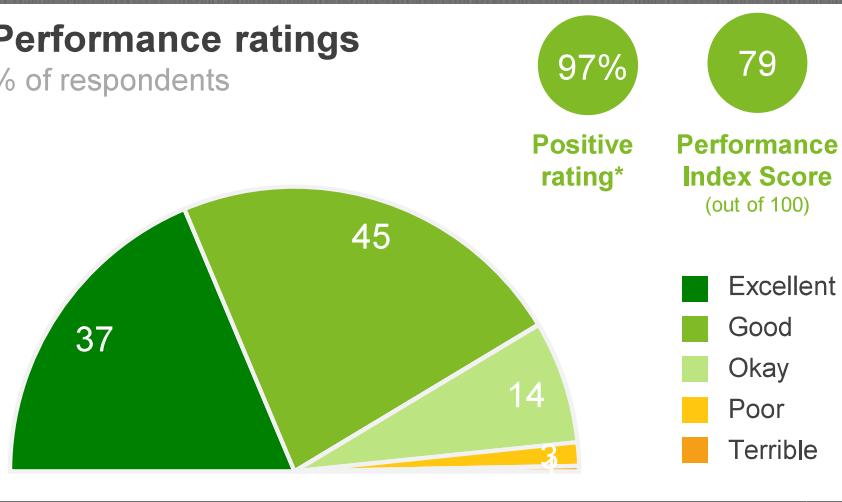
| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 68 |
| Wembley / Jolimont | | |
| West Leederville | | |

Place to visit

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

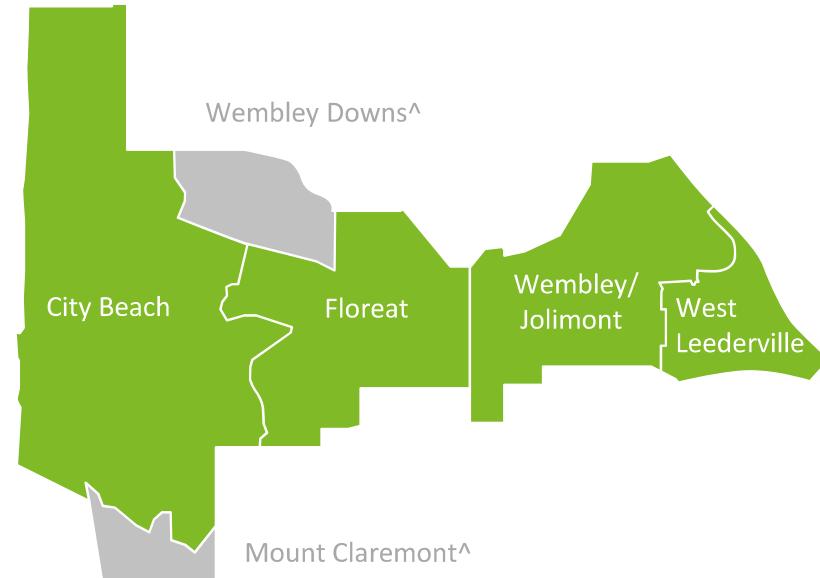
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 79 |
| Industry High | 90 |
| Industry Average | 68 |

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | 84 | Male 78 |
| Floreat | 81 | Female 80 |
| Wembley / Jolimont | 74 | 0-4 years 80 |
| West Leederville | 80 | 5-11 years 81 |
| | | 12-17 years 77 |
| | | 18+ years 79 |
| | | No children 81 |

Home ownership

| Home ownership | Age | Disability & culture |
|-----------------|----------------|----------------------|
| Homeowner | 18-34 years 75 | Disability 77 |
| Renting / other | 35-49 years 79 | LOTE 87 |
| | 50-64 years 81 | |
| | 65+ years 81 | Born overseas 80 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 770). * Positive Rating = excellent, good + okay

^ Small sample size

MARKYT  industry comparisons

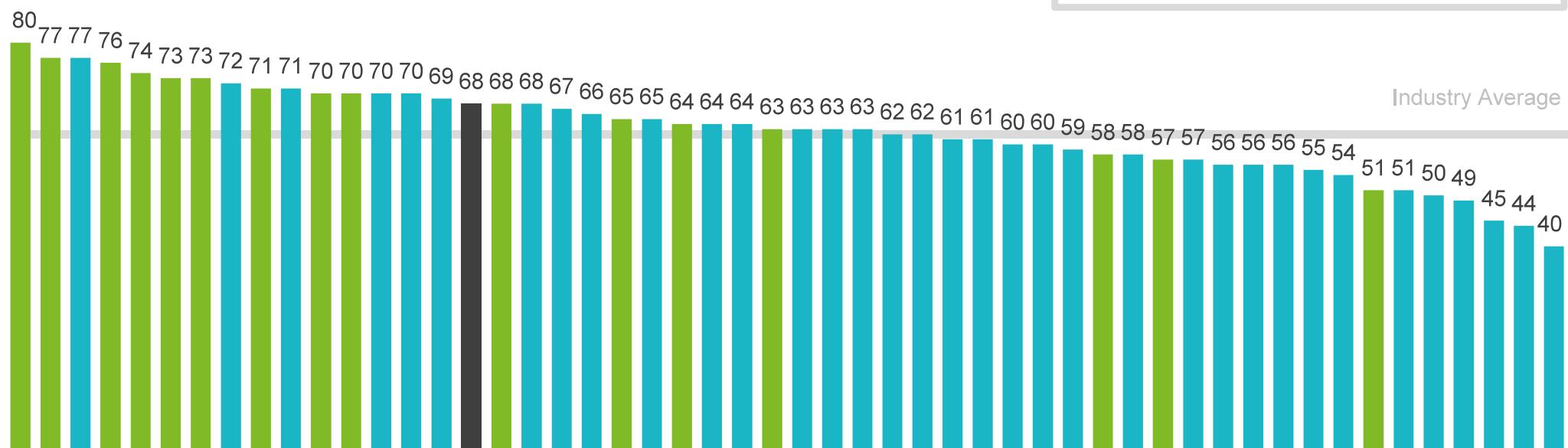
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Town of Cambridge as a 'place to live' and as a 'governing organisation'. The Town of Cambridge's overall performance index score is 68 out of 100, 5 index points above the industry average.

Overall Performance Index Score

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

- Town of Cambridge
- Metropolitan Councils
- Regional Councils



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 68 |
| Industry High | 80 |
| Industry Average | 63 |

How to read the MARKYT Benchmark Matrix

The MARKYT® Benchmark Matrix (shown in detail overleaf) illustrates how the community rates performance on individual measures, compared to how other councils are being rated by their communities.

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

Services are grouped in five areas:

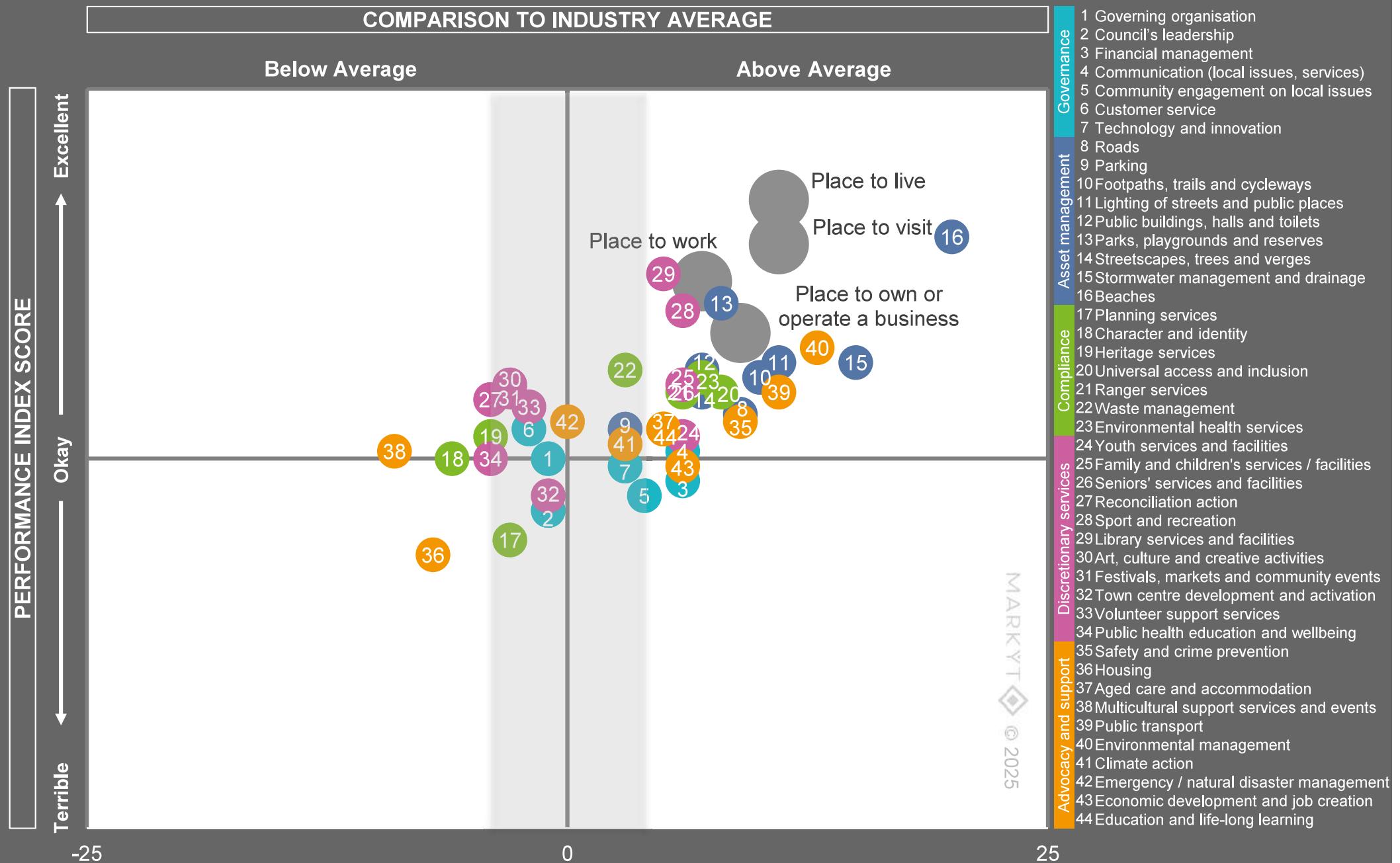
- Governance
- Asset management
- Compliance
- Discretionary services
- Advocacy and support services

This line represents okay performance based on the MARKYT Performance Index Score. Higher performing service areas are placed above this line while lower performing areas are below it.

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



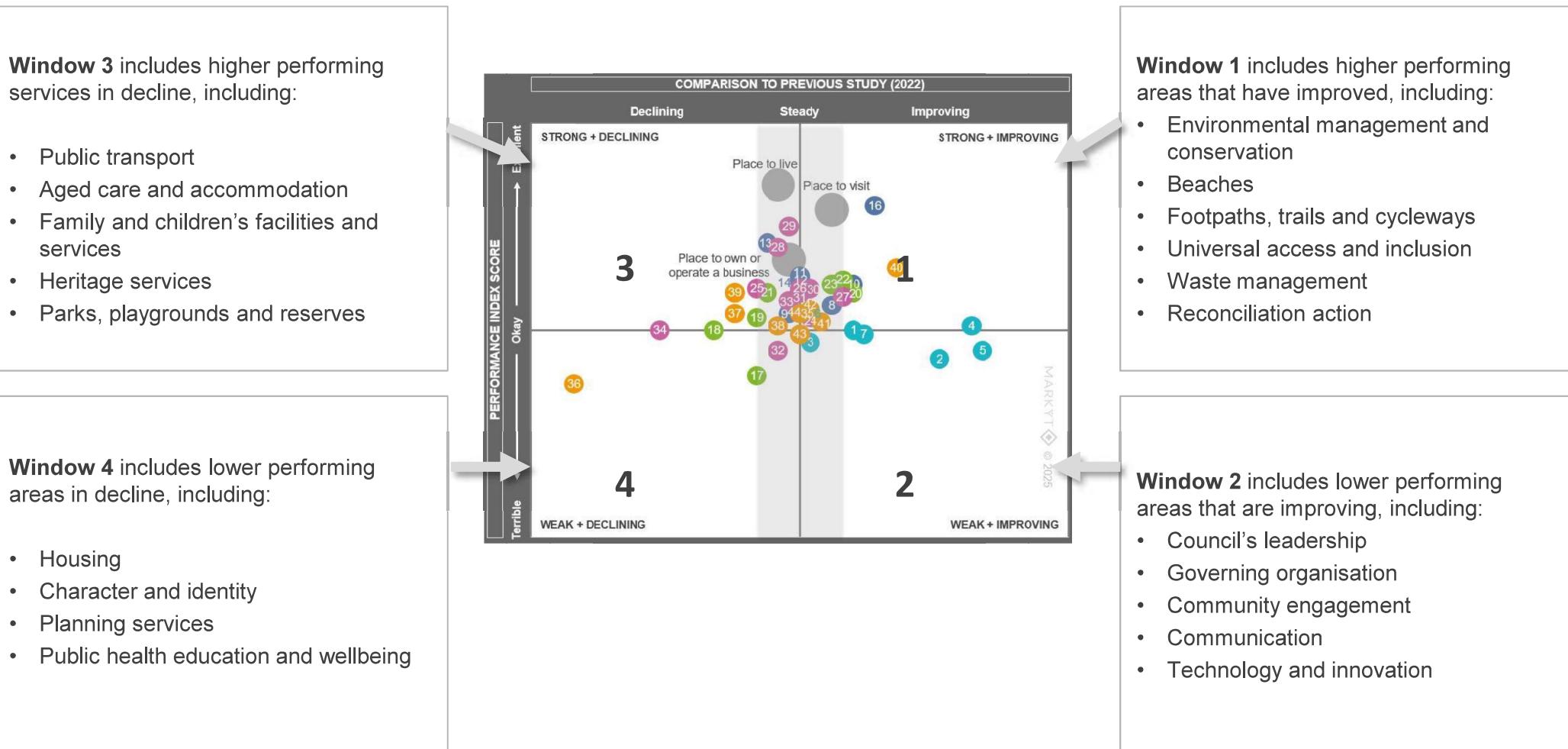
MARKYT Benchmark Matrix



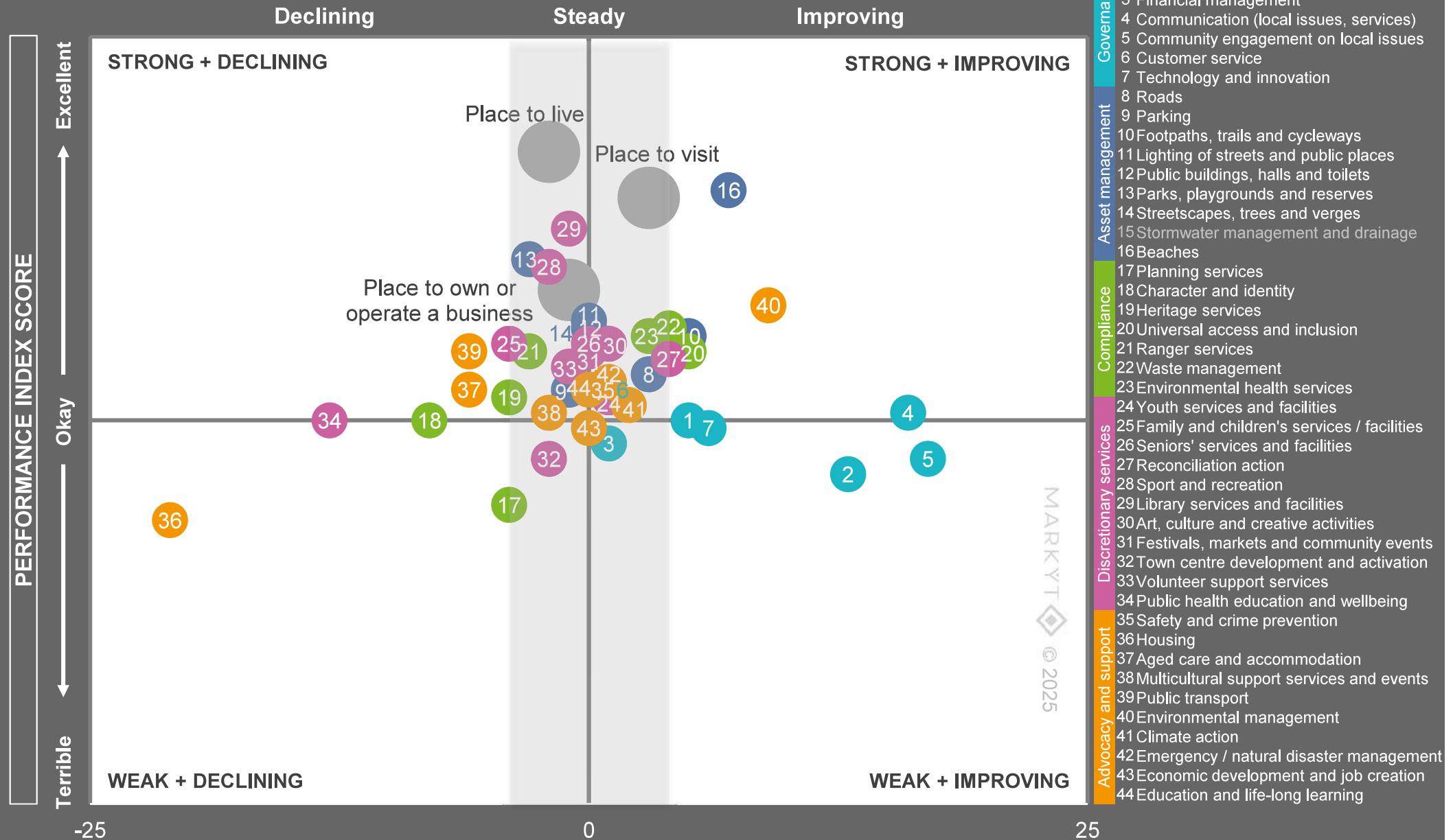
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response.

MARKYT  community trends

The MARKYT® Community Trends Window shows trends in performance over the past 3 years.



COMPARISON TO PREVIOUS STUDY (2022)



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

MARKYT  community priorities

How to read the MARKYT® Community Priorities

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

CELEBRATE the Town's highest performing areas.

KAIZEN: consider ways to continuously improve services with average ratings between okay and good to strive for service excellence

REVIEW lower performing areas.



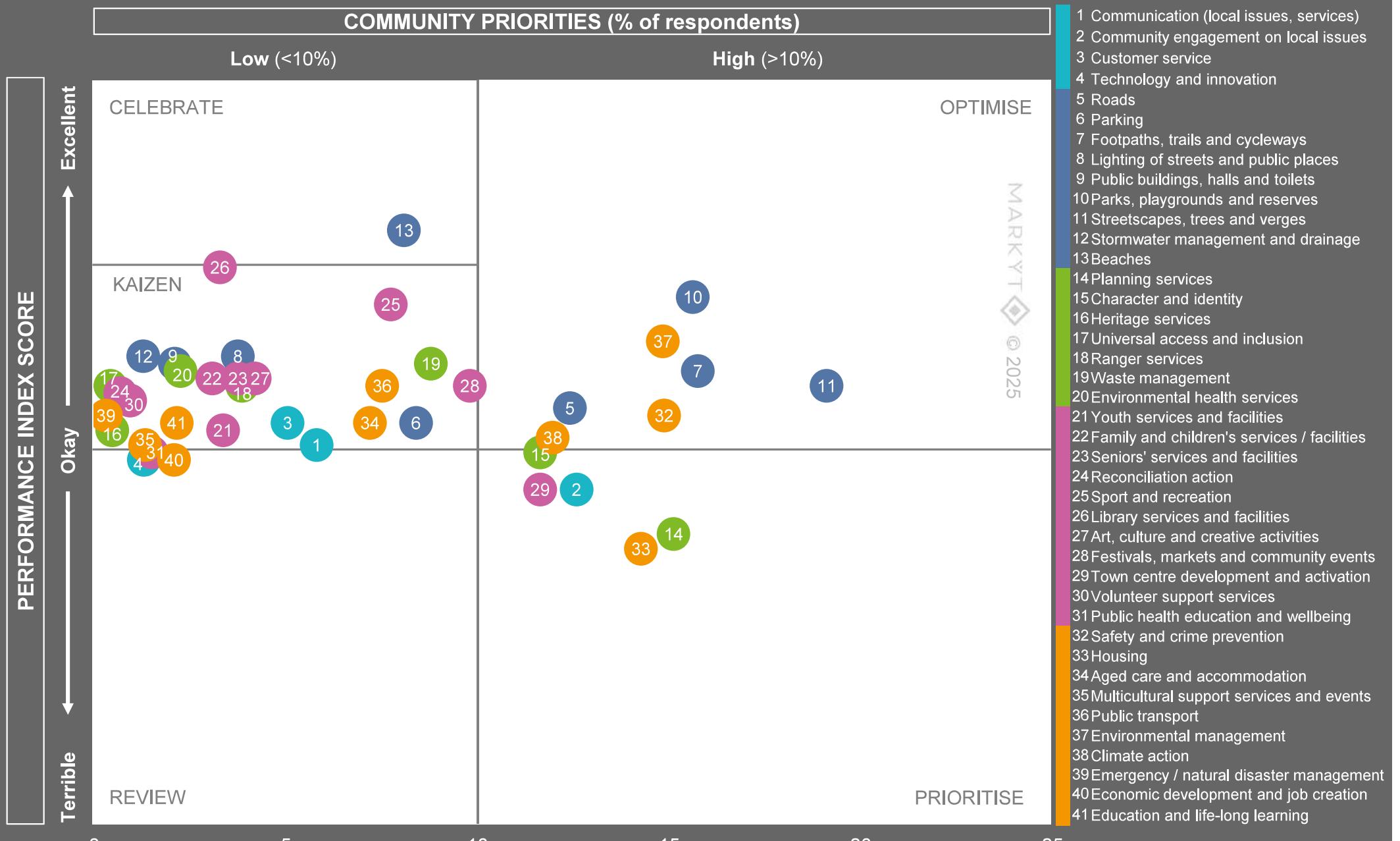
OPTIMISE higher performing services where the community would like enhancements to better meet their needs.

PRIORISE lower performing services where the community would like the Shire to focus its attention.

Services are grouped in five areas:

- Governance
- Asset management
- Compliance
- Discretionary services
- Advocacy and support services

MARKYT Community Priorities



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

Q. Over the next 10 years, which areas would you mostly like the Town of Cambridge to focus on improving?

Base: All respondents, excludes no response (n = 707)

Addressing community priorities

Community Action Plan

Streetscapes, trees and verges

Community driven actions

- Preserve and restore the area's garden-suburb identity through tree protection and green space conservation.
- Incentivise new homeowners and developers to plant and maintain trees on new builds.
- Preserve and expand the urban tree canopy by prioritising the protection of mature trees and increased tree planting.
- Ensure responsible tree selection, prioritising natives.
- Perform regular tree maintenance and safety assessments on public verge trees.
- Improve verge upkeep and encourage residents to maintain their verges.

Community Voices

“Preserve the garden amenity and character at all costs. This is where we live and we live here, in large part, for that reason.”

“Plant more trees, keep them watered.”

“Protection of reserves, trees/canopy, prioritising urban streetscapes over clearance and development.”

“Protect the urban canopy and check on the health of street trees more regularly. Many seem dead or in very poor shape.”

“Streetscapes. Protect all trees on private and public land. Encourage native verges and plant streetscapes to promote habitat for wildlife.”

“More regular assessment and pruning and/or removal of eucalyptus trees in local park areas that regularly drop large branches that pose a threat to safety of children and adults using the facility. Appropriate re-greening program to support this.”

“Regular maintenance of verges and footpaths and planting of more appropriate native trees in verges.”

“Give more consideration to keeping Wembley a tree filled suburb. Too many new houses completely fill the blocks with ugly buildings, rather than keeping to the original style of the suburb. People who don't like trees should buy in suburbs where there are none, rather than cut down the trees here.”

“People should not be able to get exemptions to remove tree, build house on the entire block, and remove tall trees that made the area leafy...”

“Creating incentives for people to look after their streetscapes and not be able to cut down beautiful old trees.”

“Wembley is looking generally shabby Grantham Street needs a facelift. Verges looking shabby in spots...”

Community driven actions

- There were diverse and opposing views across the community concerning urban development and density.
- Some people oppose development, in particular, high-rise developments to retain the character of the area, heritage homes and established garden suburbs.
- Others would like to increase housing density, favoring subdivisions and medium-density options like townhouses and apartments around town centres, and prioritising more affordable and inclusive housing for first-home buyers, young families or seniors looking to downsize.
- Improve transparency of planning processes and increase cooperation and communication with residents.
- Reform planning and zoning by streamlining approvals process and implementing consistent planning rules across suburbs.

Community Voices

“No high-rise apartments!”

“Preserve the garden character of the suburb, no high density living. Apartments only at arterial roads or around shopping centres. Preserve the beautiful nature, parks, beaches, streetscapes.”

“Stop letting people bowl over character homes. Need to retain some heritage.”

“Very concerned about high rise apartments. Do not want them to be too high in Floreat and City Beach. Do build apartments, but kept to, say, 8-10 levels.”

“Ensure low rise-built form for infill developments to compliment existing buildings and houses. Do we have any heritage protected areas? Many character homes are being demolished to make way for larger homes.”

“Continuing with the sensible and well-planned infill while maintaining the character of our garden suburbs and allowing people to sensible downsize in the town.”

“Allow subdivision of large blocks so that couples can remain in Floreat by building a smaller home and also help their adult children.”

“90 days for DA is too long for simple residential applications.”

“Wider range of options for land use for all types of housing options - downsizers, social, emergency, low cost; Grouped housing, tiny house projects, managed low-cost boarding houses, alternative uses for unused spaces- mixing commercial and residential.”

“To stop allowing one large house to be built on a block that could be subdivided and in so houses that are more in keeping with the style and size around the neighbourhood are built instead of massive new builds with huge footprints and little green space.”

“Better communication required re-development. Listening to community and doing more to control development.”

Community Action Plan

Parks, playgrounds and reserves

Community driven actions

- Create more enclosed dog exercise areas.
- Install more and improved playgrounds, with consideration for water and nature play areas and bike and pump tracks.
- Upgrade equipment and facilities in existing parks and playgrounds. Suggestions include better shade from shelters or trees, toilets, seating, fencing and water fountains.
- Improve park maintenance.
- Improve protection of natural parks and reserves, including water restoration at Perry Lakes.

Community Voices

“More fenced dog exercise areas.”

“More dog friendly areas particularly around Mabel Talbot Park and Wembley-need enclosed dog areas.”

“Children's playgrounds are quite dated in many areas.”

“Many of the parks in the area are lacking equipment to attract young children. A swing is a basic requirement for most kids these days. Many of the smaller parks could do with a swing or two.”

“Our local parks for children are very inadequate. No new equipment and when something gets old it's removed with no replacement.”

“Improving on variability of age groups for our parks not just spaces for mums and toddlers.”

“Provide more shaded and seated areas at playgrounds. This is grossly under equipped for the number of families using these areas.”

“Floreat and nearby surrounds requires better park and playground facilities. It would be great to have a new playground at Perry Lakes, similar to the new facilities at Lake Monger (playground / bike track etc.). Also, more fenced parks.”

“Install better play spaces for children - provide a diverse experience for them with junior bike tracks, water parks etc.”

“Do something to fill Perry Lakes with more water or retain more water.”

“Continue to maintain your natural parks, waterways & hiking trails. Perry Lakes, Bold Park & Lake Monger are examples of some of the great places the Town of Cambridge has to offer for visitors.”

Community Action Plan

Roads, footpaths and cycleways

Community driven actions

- Remove chicanes from Ruislip Street.
- Develop and expand cycleways to separate road users, improve connectivity to key destinations and accommodate the increase in e-bike use.
- Improve and maintain footpaths, including lighting upgrades, addressing uneven surfaces and vegetation overgrowth and increasing accessibility for users of prams or mobility aids.
- Improve pedestrian crossings across major intersections and busy roads by installing lights, larger pedestrian islands or constructing under or overpasses.
- Lower speed limits and implement traffic calming measures in residential areas.
- Implement strategies to combat rat running.
- Consult the community when implementing traffic management plans.

Community Voices

“Access across the Town for any road user, whether it is a driver, pedestrian, cyclist or child is an absolute shambles.”

“Remove the awful chicanes along Ruislip. There was no community consultation when these were implemented. Everyone protested and our cries were ignored.”

“Removal of obstructions on Ruislip St and return it to a wide avenue and make it safe for all road users.”

“Diabolical intersections of Cambridge & Harborne and Selby & Grantham. Red light runners and not enough arrow lights.”

“More bikeways, paths for walking and pedestrian crossings with lights for children and elderly people.”

“Bigger pedestrian islands or more crossing paths - islands when they exist are a bit old, you can't fit in a modern-day pram (yes they are big) or squeeze in a bike.”

“More bike and e-scoot lanes please!”

“There needs to be an upgraded cycle route into the CBD and to the Freeway PCP paths from City Beach for commuters. This could go down either Oceanic or Underwood, but Cambridge and Grantham Sts probably not wide enough.”

*“Actually having footpaths in City Beach would be a good start!
Improved cycleways.”*

*“Drop the speed limit and add traffic calming to residential streets.
People use them as a rat run.”*

“Footpaths. Dangerous, uneven surfaces. Overgrown vegetation blocking sight of oncoming bikes / scooters. Leaves and tree seed dropping a safety hazard...”

Community Action Plan

Safety and crime prevention

Community driven actions

- Increase police presence and security patrols.
- Improve street lighting and visibility.
- Expand CCTV coverage.
- Implement traffic calming measures to reduce hooning and increase road safety.
- Implement crime prevention and community safety strategies. Suggestions include Neighbourhood Watch, a mobile app for incident reporting, home security subsidies and youth engagement activities.

Community Voices

“Crime is increasing in a previously quiet neighbourhood.”

“Availability of police at stations and visibility / accessibility.”

“More patrols and visibility of security officers around the streets.”

“Better street lighting on major roads.”

“Too many street trees reduce the effectiveness of existing lighting in Essex Street and make it easier for those with street theft in mind to act illegally.”

“Please install more street security cameras or provide support for domestic use cameras.”

“More street cameras to deter crime.”

“CCTV, police presence, prosecuting offenders, opportunities for youth, holding parents accountable.”

“Everyday where we live the traffic speed compromises the safety of EVERY person trying to cross the road. SAFETY has to be a priority. ALL requests for installation of speed humps that actually work have been dismissed...”

“Tackle late night hooning along our open roads - Boulevard, Oceanic, around Perry Lakes, etc. introduce traffic calming.”

“Safety and crime. More monitoring to prevent breaking into cars. Perhaps a Neighbourhood Watch or Get to Know Your Neighbour Programs.”

“To enhance community engagement, responsiveness, and public safety, the council could introduce a mobile app and/or online reporting platform integrated with the council’s website. This platform would empower residents to easily report non-emergency safety concerns, suspicious activity, or issues related to public infrastructure.”

Community driven actions

- Restore and sustain water levels in Perry Lakes.
- Increase tree planting and canopy cover.
- Preserve and enhance existing green spaces, bushlands, wetlands and coastal dunes.
- Support transition to clean energy by supporting a community battery scheme, increasing solar panel adoption and incentivising electrification.
- Promote sustainable practices such as FOGO, composting, recycling, reducing usage of single-use plastic and expanding use of recycled and rainwater.
- Reduce reliance on cars through investing in public transport and cycleways.
- Improve community engagement and education regarding climate action and environmental management.

Community Voices

“Fulfil on commitment to preserve the Perry Lakes reserve lakes.”

“Protecting tree canopy at all costs - replanting, regenerating, educating, greening, shade supply etc.”

“Managing the natural spaces within the town so that they don’t degrade over time. Conserve old trees. Support the black cockatoo to prevent its extinction.”

“Preservation and enhancement of existing bushland, reserves and green spaces - especially better management of Perry Lakes. More active patrolling of environmental matters, e.g. straying cats at night, dogs off leash, fisheries rangers.”

“Environmental management. Plant some trees and vegetation but water them. Encourage people to plant more (rebates, discounts, gratis). Stop developers having a bare-earth policy by recognising the need for a better canopy.”

“Need to support community batteries to improve power supply and promote solar panels in the town.”

“Encourage more EVs, solar panels and battery systems uptakes in household and public facilities. Encourage Conversion of gas cooktop to electric in households.”

“More trees planted, compulsory solar, water tanks on new builds, subsidised water tanks, more shade, battery energy independence.”

“Climate action and sustainable practices. Continue to help residents and businesses create less trash. Reduce single use plastic and encourage green waste collection at parks / reserves (compostable dog bags and bins for public use).”

“Maximise car alternatives in transport and promote bike and pedestrian traffic. Enhance reuse recycle opportunities.”

“Support educational programs on environment conservation.”

Community driven actions

- Redevelop and revitalise Floreat Forum to include low-rise apartments, retail options, cafes and community spaces.
- Activate Cambridge Street in Wembley and West Leederville to create a high street or café strip and encourage independent retailers and eateries.
- Limit high rise development but support increased housing density around town centres.
- Improve access to town centres, focusing on reducing traffic congestion, expanding parking options and making town centres more pedestrian-friendly.

Community Voices

“Development of the Forum with low rise apartments, community facilities and businesses to create a more lively community central hub.”

“The Floreat Forum needs to be demolished and completely redeveloped, similar to Claremont Quarter, with a mix of shopping, parking and apartments. No higher than 7 stories...”

“The Floreat Forum district is in critical need for development, as well as other activity centres around Wembley and West Leederville. Floreat fundamentally is a suitable place to establish a high-density activity centre of housing and recreation whilst also redeveloping an existing shopping centre which is in dire need for a change...”

“West Leederville town centre should be further developed and activated. Cambridge, Northwood, Railway Pde, West Leederville Station should be a hive of activity.”

“More retail (rather than businesses) and places to eat and drink. Cambridge street should be a high street people want to walk down.”

“We need an area like Leederville or Mount Lawley with multiple dining options, music/theatre venue and independent local shops. A couple of bars under a multistorey building is not the answer!”

“The Town needs more public parking at town centres. As examples, inner city LGAs like Vincent and Victoria Park have many more publicly owned carparks around town centres like Oxford St Mt Hawthorn and along Albany Highway in Vic Park which make these places much easier to visit and bring more people, more business and more excitement to those locations.”

The Town should be focused on coherent plans that appropriately transition development areas to surrounding residential areas. Traffic and parking need to be front of mind, combined with public transport plans that foster transit to and from the centre to surrounding suburbs, not relying on transit services to the city....”

Community engagement on local issues

Community driven actions

- Listen and engage with community members and act on their feedback.
- Consult residents early in planning processes to allow for community input in decision making.
- Improve communication channels. Suggestions included social media, email, newsletters, community forums and engagement sessions.
- Support more community events and increase volunteering opportunities.

Community Voices

“Engage and listen to the community, they are the ones that know their area intimately.”

“Genuinely invite feedback and actually take on board that feedback, don’t simply ignore it!”

“The Town needs to engage more deeply with residents and other stakeholders to earn trust and respect.”

“Increase effort to engage with community on major issues. Opportunity for community to have input into planning, policy making, decision making.”

“Developments should stem from genuine community engagement, prioritising and addressing the community’s needs. They must be guided by input gathered from the community, rather than initiating a project first and seeking feedback afterward to determine its alignment with expectations.”

“Listen to the community before making big changes to amenities.”

“Regular communication via email / Facebook engaging rate payers, i.e.. Floreat Forum - what’s happening.”

“Engage community using a variety of communications - in person workshop, email, letter drop, website, WA community groups.”

“Community engagement. As a rate payer I do not know what the council is doing for the community as a whole, let alone my key interest areas. I appreciate comms with a large population is a challenge but I cannot see any comms about council actions, reform, initiatives, etc.”

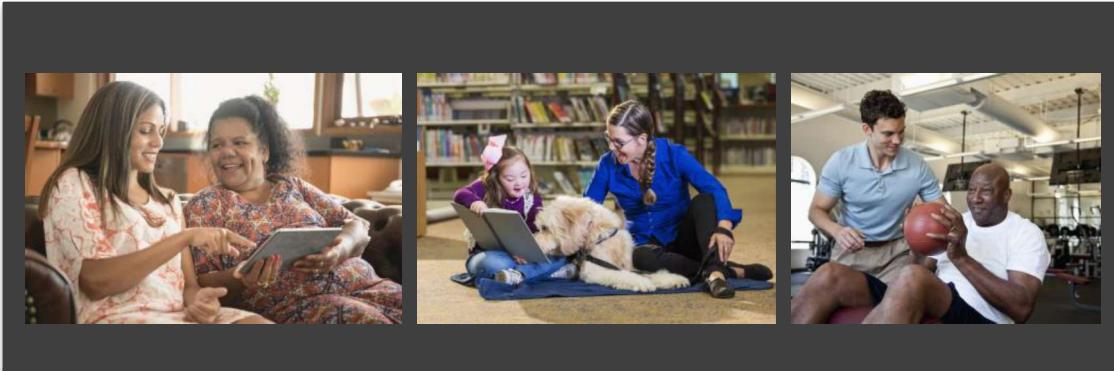
“More inclusive community events and clearer communication.”

“Develop ways to connect like-minded residents who could / would volunteer to help improve our community in specific areas (e.g. planting native gardens, cleaning local beaches, owning/operating/supporting small business locally etc.).”

To see all community comments from the MARKYT® Community Scorecard, please see the Town of Cambridge's MARKYT® VoiceBank.

The MARKYT® VoiceBank contains over 60,300 words with ideas and suggestions from community members grouped into more than 40 service areas.

Councillors and officers draw on suggestions in the MARKYT® VoiceBank to support the development of supporting strategies and action plans to address community needs.



MARKYT VoiceBank

Question: Over the next 10 years, which areas would you most like the Town of Cambridge to focus on improving?

Source: MARKYT® Community Scorecard | 2025

All responses are presented verbatim. Identifying information, and offensive or defamatory language, has been removed. Views expressed are solely those of respondents.

Prepared by:
CATALYSE® Pty Ltd

On behalf of:
Town of Cambridge

May 2025

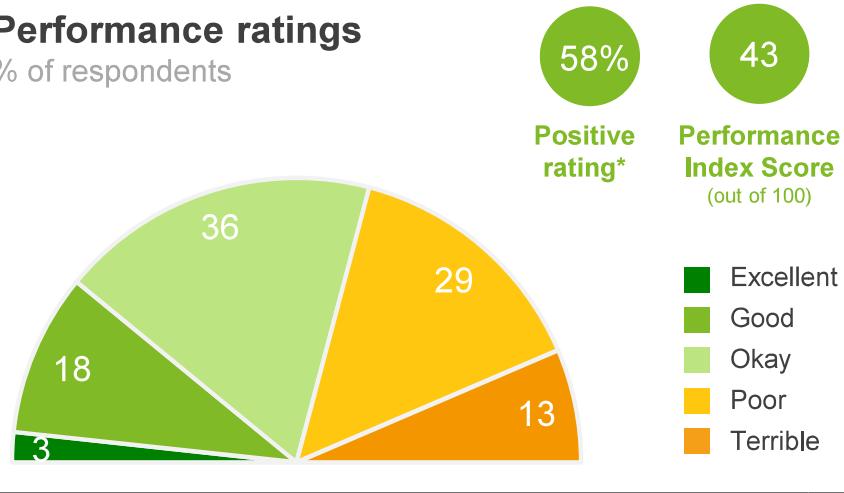
Governance

Council's leadership

strategic direction, policy-making, advocacy and lobbying

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

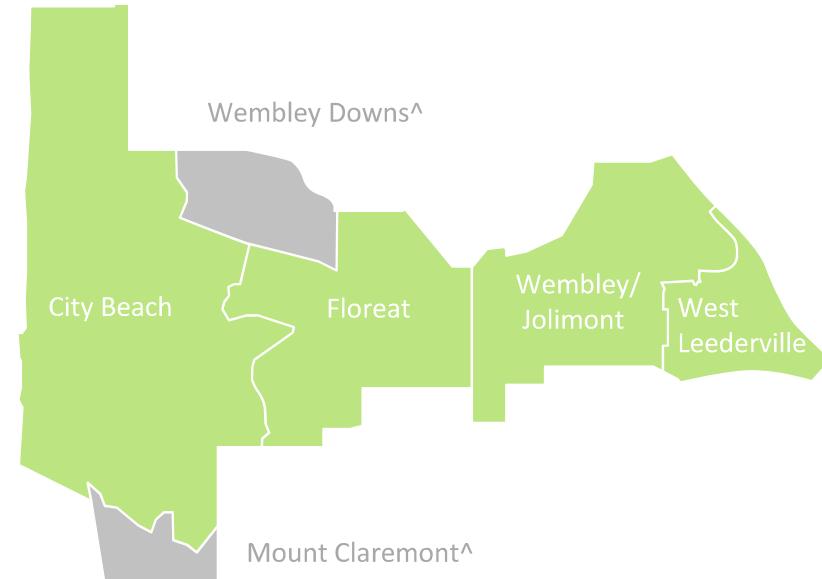
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 43 |
| Industry High | 63 |
| Industry Average | 44 |

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|----------------------|-----------------|--------|------------|----------------------|-------------|-------------|-------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 44 | 41 | 44 | 44 | 44 | 36 | 39 | 43 |
| Floreat | 41 | 41 | 44 | 44 | 44 | 39 | 43 | 43 |
| Wembley / Jolimont | 40 | 40 | 44 | 44 | 44 | 43 | 43 | 43 |
| West Leederville | 47 | 45 | 46 | 46 | 44 | 43 | 43 | 44 |
| Home ownership | Age | 18-34 years | | Disability | Disability | 0-4 years | | 38 |
| | | 35-49 years | 41 | | | 5-11 years | 12-17 years | |
| Homeowner | 41 | 41 | 40 | 40 | 40 | 39 | 43 | 43 |
| Renting / other | 54 | 46 | 46 | 46 | 46 | 44 | 44 | 44 |
| Born overseas | Disability & culture | 18+ years | | Disability | Disability | 5-11 years | | 50 |
| | | 65+ years | 46 | | | 12-17 years | 18+ years | |
| Born overseas | 44 | 46 | 46 | 46 | 46 | 44 | 44 | 44 |

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

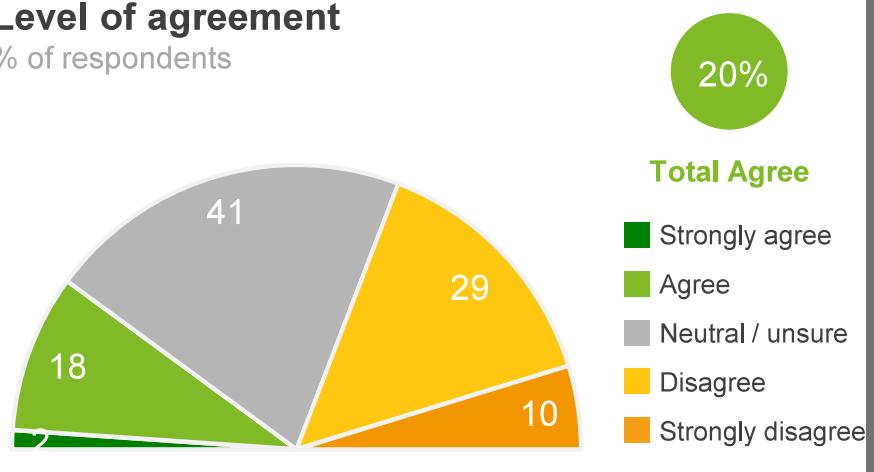
Base: All respondents, excludes 'unsure' and 'no response' (n = 673). * Positive Rating = excellent, good + okay

^ Small sample size

Town of Cambridge has developed and communicated a clear vision for the area

Level of agreement

% of respondents



Trend Analysis

% agree



MARKYT Industry Standards

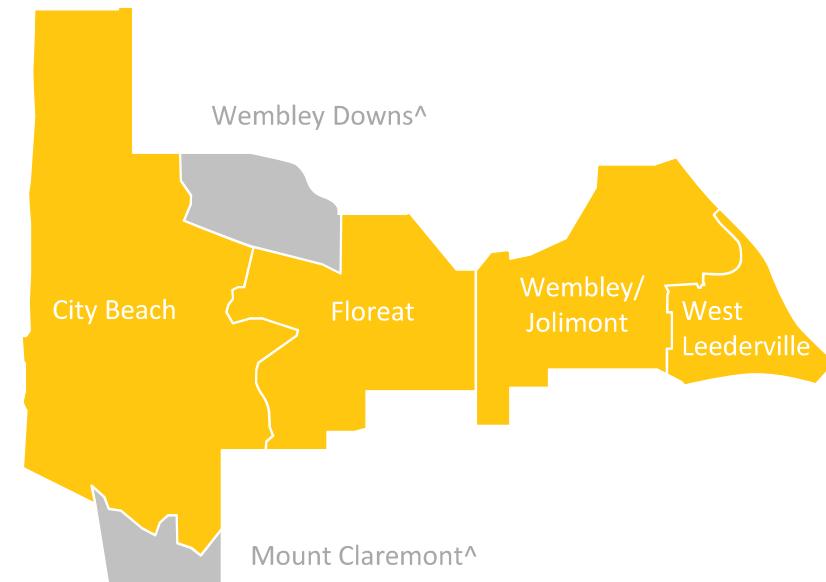
% agree



| | |
|-------------------|----|
| Town of Cambridge | 20 |
| Industry High | 54 |
| Industry Average | 27 |

Geographical and community variances

% agree



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 24 | Male | 23 | 0-4 years | 20 |
| Floreat | 18 | Female | 18 | 5-11 years | 25 |
| Wembley / Jolimont | 17 | | | 12-17 years | 23 |
| West Leederville | 24 | | | 18+ years | 20 |

Gender

| | | | |
|--------|----|-------------|----|
| Male | 23 | 0-4 years | 20 |
| Female | 18 | 5-11 years | 25 |
| | | 12-17 years | 23 |
| | | 18+ years | 20 |

Age of children

| | |
|-------------|----|
| No children | 20 |
| 0-4 years | 20 |
| 5-11 years | 25 |
| 12-17 years | 23 |
| 18+ years | 20 |

Home ownership

| | | | | | |
|-----------------|----|-------------|----|------------|----|
| Homeowner | 20 | 18-34 years | 20 | Disability | 20 |
| Renting / other | 21 | 35-49 years | 20 | LOTE | 31 |

Age

| | | | |
|-------------|----|---------------|----|
| 50-64 years | 20 | Born overseas | 20 |
| 65+ years | 20 | | |

Disability & culture

| | |
|---------------|----|
| Disability | 20 |
| LOTE | 31 |
| Born overseas | 20 |

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

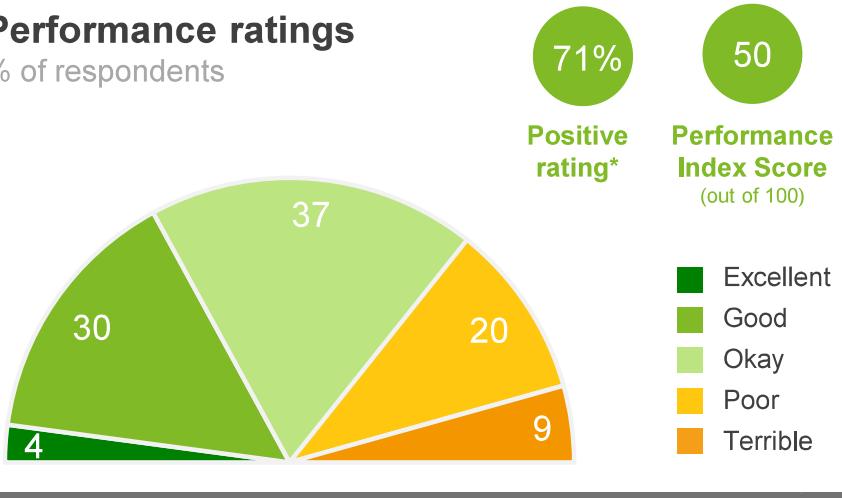
Base: All respondents, excludes 'no response' (n = 763).

[^] Small sample size

Governing organisation

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

45

50

2022

2025

MARKYT Industry Standards

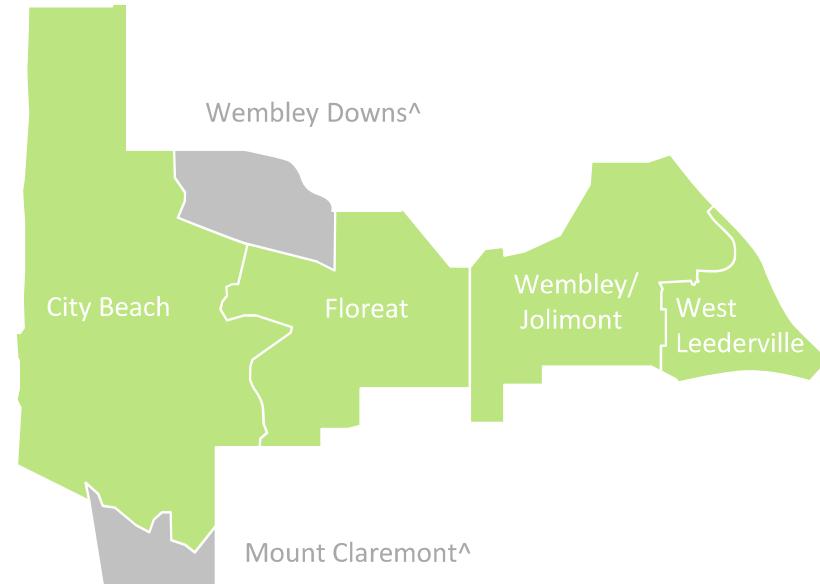
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 50 |
| Industry High | 71 |
| Industry Average | 51 |

Geographical and community variances

Performance Index Score



- Excellent range: 100 ± 12.5 index pts
- Good range: 75 ± 12.5 index pts
- Okay range: 50 ± 12.5 index pts
- Poor range: 25 ± 12.5 index pts
- Terrible range: 0 ± 12.5 index pts

Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 51 | Male | 50 | 0-4 years | 48 |
| Floreat | 50 | Female | 51 | 5-11 years | 46 |
| Wembley / Jolimont | 49 | | | 12-17 years | 47 |
| West Leederville | 50 | | | 18+ years | 49 |

Home ownership

| | | | | | |
|-----------------|----|-------------|----|----------------------|----|
| Homeowner | 49 | 50-64 years | 48 | Disability & culture | |
| Renting / other | 60 | 65+ years | 52 | Disability | 48 |

Gender

| | | | |
|--------|----|-------------|----|
| Male | 50 | 0-4 years | 48 |
| Female | 51 | 5-11 years | 46 |
| | | 12-17 years | 47 |
| | | 18+ years | 49 |
| | | No children | 52 |

Age

| | | | |
|-------------|----|---------------|----|
| 18-34 years | 54 | Disability | 48 |
| 35-49 years | 49 | LOTE | 57 |
| 50-64 years | 48 | Born overseas | 51 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 722). * Positive Rating = excellent, good + okay

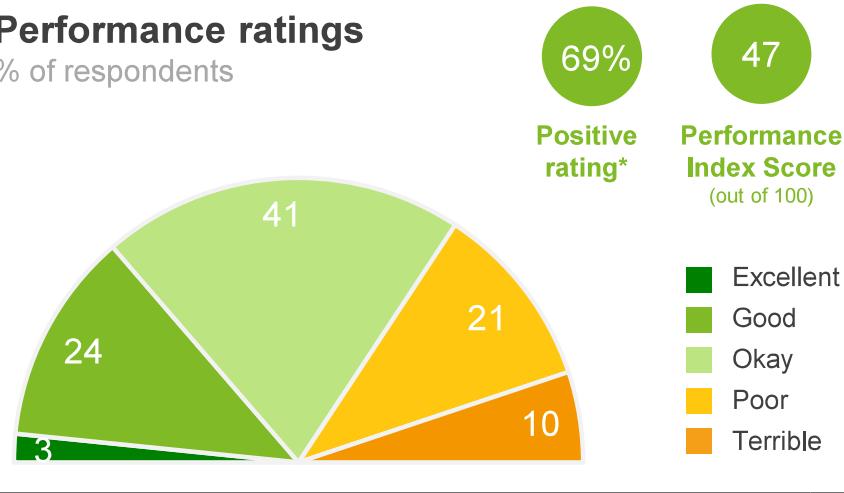
[^] Small sample size

Financial management

allocation of finances and resources, value for money from rates

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

46

47

2022

2025

MARKYT Industry Standards

Performance Index Score



Town of Cambridge

47

Industry High

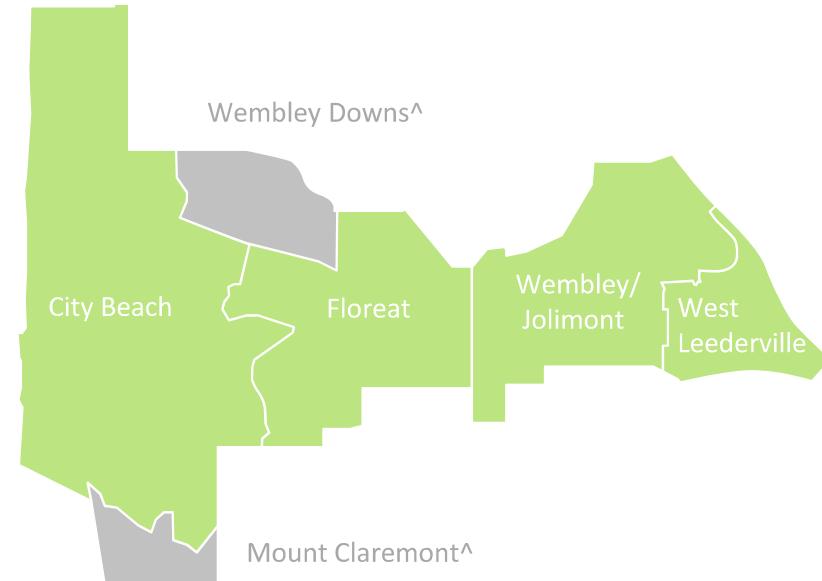
59

Industry Average

41

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | | | | | | | |
|--------------------|-------------|-----------------|--------|----------------------|------------|-------------|-----------|-------------|--|
| | | Male | Female | 0-4 years | 5-11 years | 12-17 years | 18+ years | No children | |
| City Beach | 52 | | | | | | | | |
| Floreat | 47 | | | | | | | | |
| Wembley / Jolimont | 44 | | | | | | | | |
| West Leederville | 47 | | | | | | | | |
| Home ownership | Age | Age | | | | | | | |
| | | 18-34 years | 46 | | | | | | |
| | | 35-49 years | 46 | | | | | | |
| Homeowner | 50-64 years | 50-64 years | 45 | Disability & culture | | | | Disability | |
| | | 65+ years | 51 | | | | | | |
| Renting / other | Disability | Disability | 45 | | | | | | |
| | | LOTE | 61 | | | | | | |
| | | Born overseas | 51 | | | | | | |

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

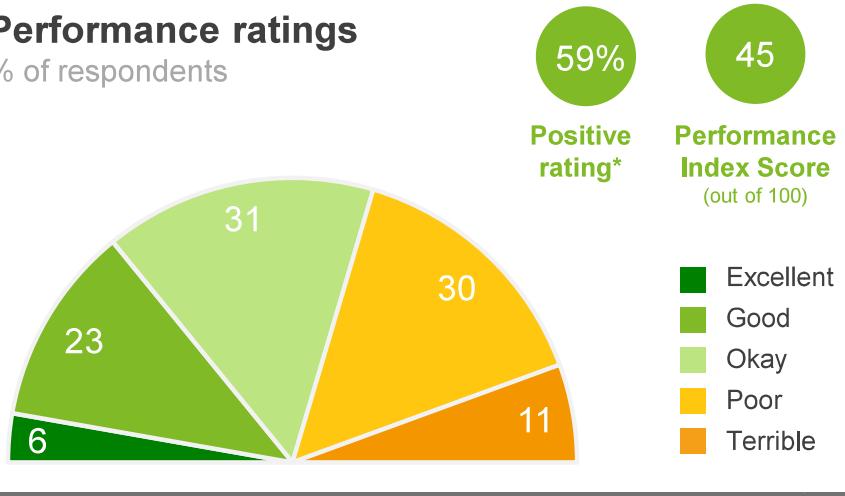
Base: All respondents, excludes 'unsure' and 'no response' (n = 644). * Positive Rating = excellent, good + okay

^ Small sample size

Community engagement on local issues

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

28

45

2022

2025

MARKYT Industry Standards

Performance Index Score



Town of Cambridge

45

Industry High

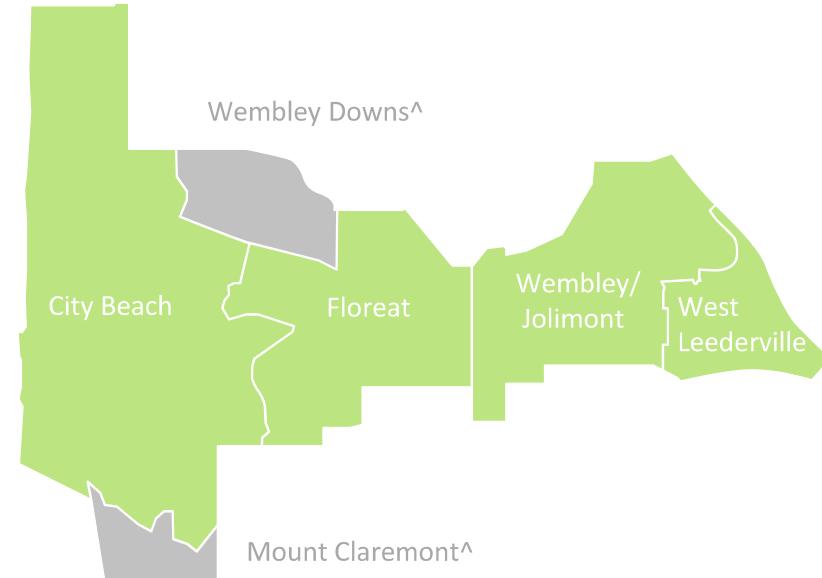
58

Industry Average

41

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children | |
|--------------------|--------|-----------------|----------------|
| City Beach | 50 | Male 45 | 0-4 years 43 |
| Floreat | 47 | Female 46 | 5-11 years 40 |
| Wembley / Jolimont | 42 | | 12-17 years 43 |
| West Leederville | 44 | | 18+ years 45 |

Home ownership

| Home ownership | Age | Disability & culture |
|-----------------|----------------|----------------------|
| Homeowner | 18-34 years 47 | Disability 41 |
| Renting / other | 35-49 years 44 | LOTE 63 |
| | 50-64 years 45 | |
| | 65+ years 46 | Born overseas 47 |

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

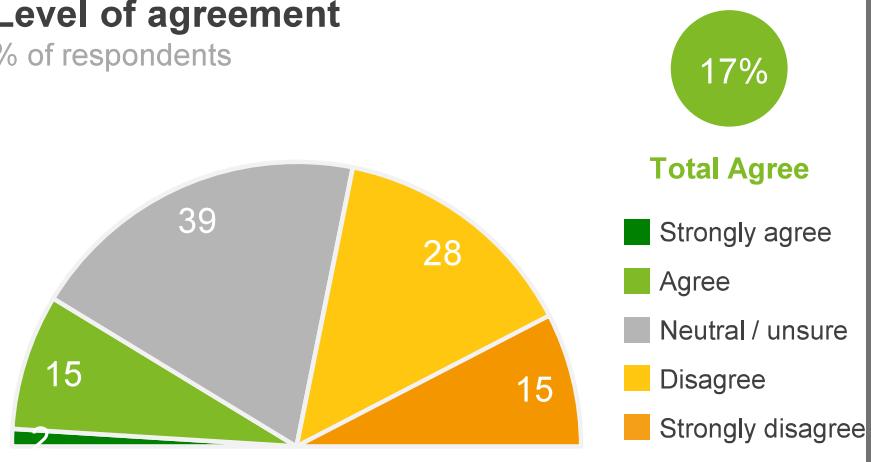
Base: All respondents, excludes 'unsure' and 'no response' (n = 724). * Positive Rating = excellent, good + okay

[^] Small sample size

Town of Cambridge has a good understanding of community needs

Level of agreement

% of respondents



Trend Analysis

% agree



MARKYT Industry Standards

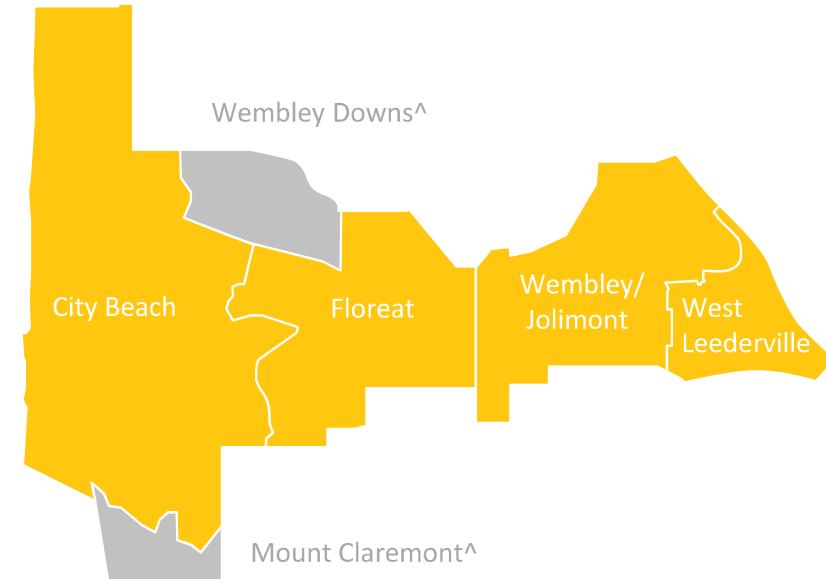
% agree



| | |
|-------------------|----|
| Town of Cambridge | 17 |
| Industry High | 58 |
| Industry Average | 27 |

Geographical and community variances

% agree



| Location | Gender | Age of children | | Age | Home ownership | Disability & culture | |
|--------------------|--------|-----------------|--------|-------------|----------------|----------------------|----|
| | | Male | Female | | | | |
| City Beach | 25 | 18 | 18 | 18-34 years | 10 | Disability | 17 |
| Floreat | 16 | 17 | 17 | 35-49 years | 21 | LOTE | 26 |
| Wembley / Jolimont | 15 | | | 50-64 years | 20 | Born overseas | 17 |
| West Leederville | 16 | | | 65+ years | 17 | | |
| Age | | | | | | | |
| | | | | | | | |
| Home ownership | | | | | | | |
| | | | | | | | |

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

Base: All respondents, excludes 'no response' (n = 764).

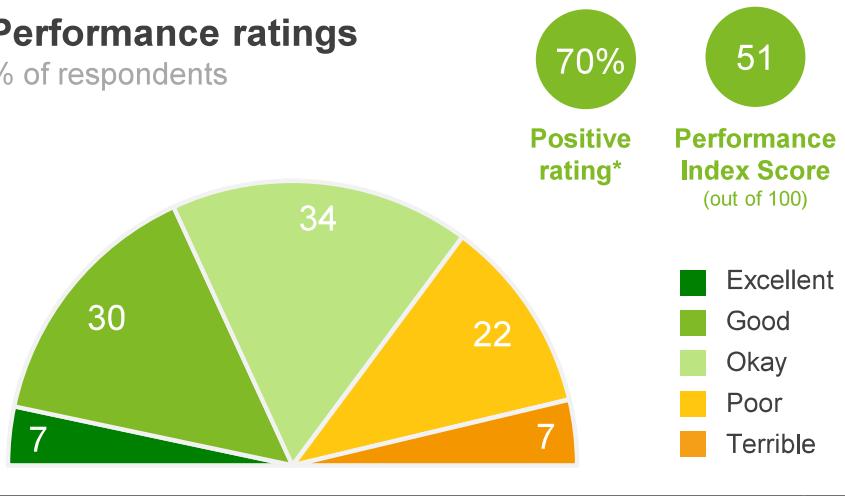
[^] Small sample size

Communication

local issues, services etc

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

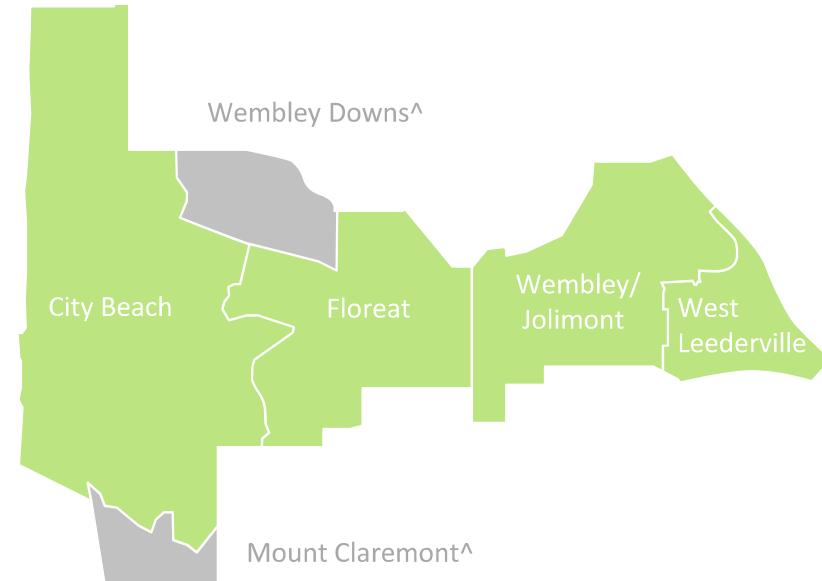
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 51 |
| Industry High | 62 |
| Industry Average | 45 |

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|-----------------|-----------------|--------|-------------|----------------------|------------|------------|---------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 54 | 52 | 51 | 18-34 years | 55 | 46 | 48 | 53 |
| Floreat | 53 | 51 | 53 | 35-49 years | 48 | | | |
| Wembley / Jolimont | 48 | | | 50-64 years | 52 | | | |
| West Leederville | 50 | 51 | 50 | 65+ years | 55 | | | |
| Home ownership | | | | | | Disability | LOTE | Born overseas |
| | Homeowner | 50 | 52 | | | 50 | 67 | 55 |
| | Renting / other | 60 | 51 | | | | | |

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

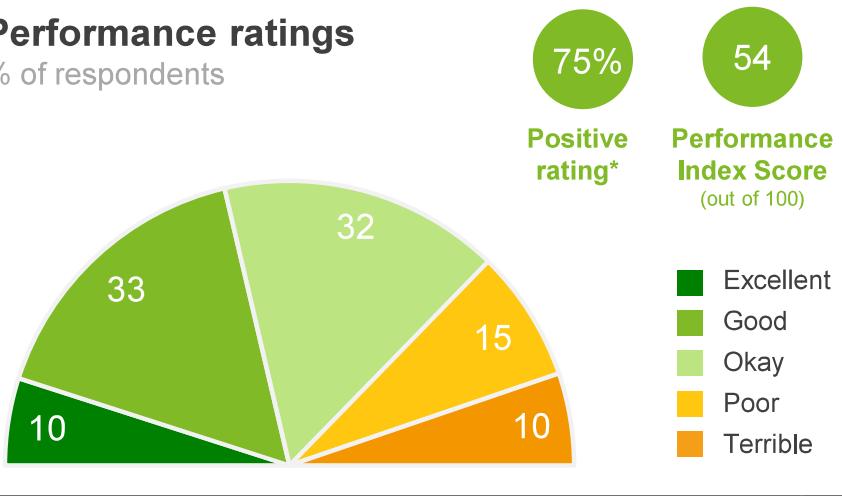
Base: All respondents, excludes 'unsure' and 'no response' (n = 750). * Positive Rating = excellent, good + okay

[^] Small sample size

Customer service

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

53

54

2022

2025

MARKYT Industry Standards

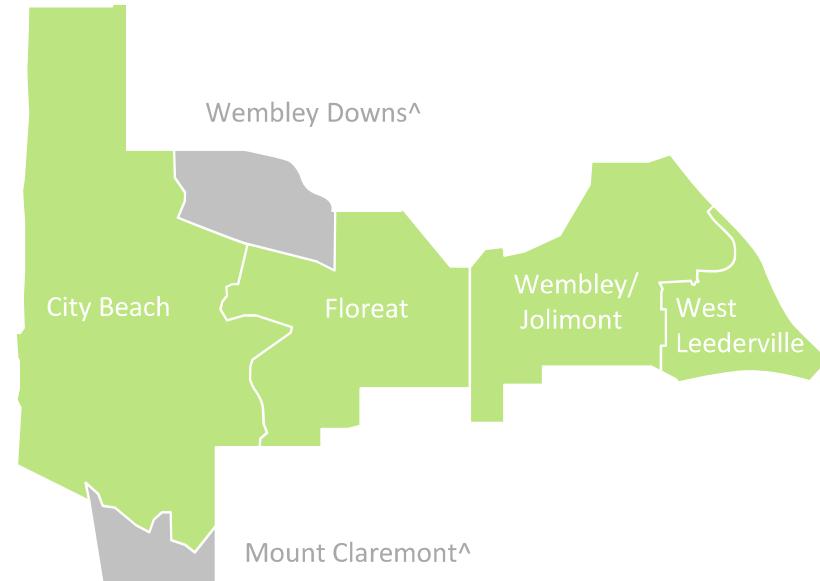
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 54 |
| Industry High | 69 |
| Industry Average | 56 |

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | |
|--------------------|-------------|----------------------|---------------|
| | | Male | Female |
| City Beach | 57 | 56 | 57 |
| Floreat | 59 | 53 | 52 |
| Wembley / Jolimont | 53 | | 53 |
| West Leederville | 46 | | 56 |
| Home ownership | Age | Disability & culture | |
| | | 18-34 years | Disability |
| Homeowner | 54 | 49 | 56 |
| Renting / other | 55 | 55 | 71 |
| | 35-49 years | 56 | Born overseas |
| | 50-64 years | 56 | 59 |
| | 65+ years | 56 | |

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

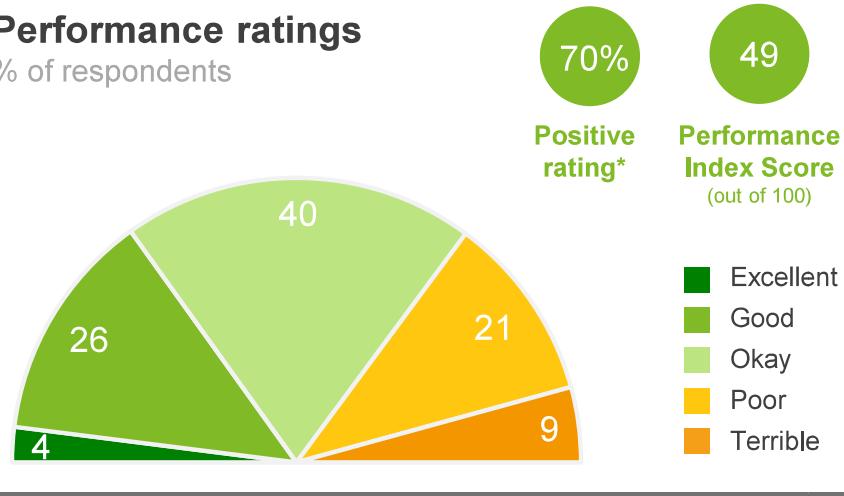
Base: All respondents, excludes 'unsure' and 'no response' (n = 692). * Positive Rating = excellent, good + okay

[^] Small sample size

Embracing change, innovation and technology

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

43

49

2022

2025

MARKYT Industry Standards

Performance Index Score



Town of Cambridge

49

Industry High

59

Industry Average

46

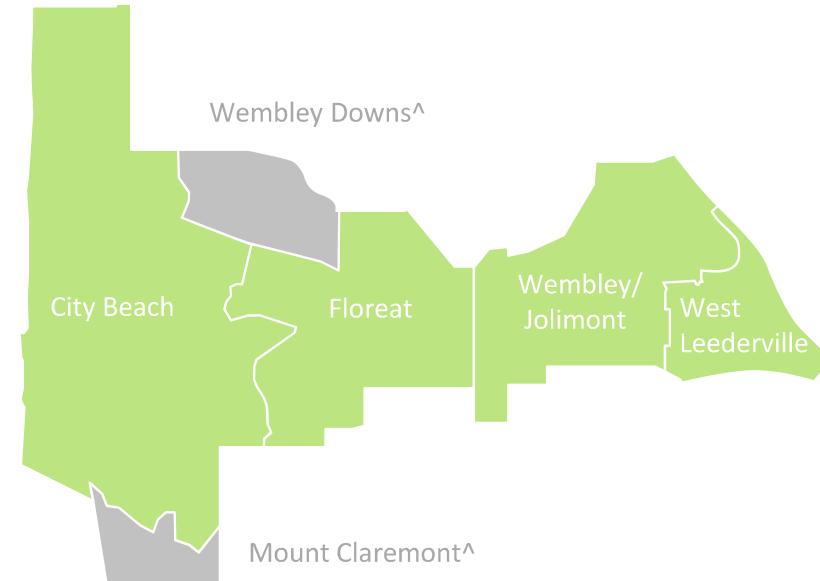
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 531). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 49 |
| Floreat | Female | 49 |
| Wembley / Jolimont | | 0-4 years 46 |
| West Leederville | | 5-11 years 49 |
| | | 12-17 years 47 |
| | | 18+ years 50 |
| | | No children 50 |

Home ownership

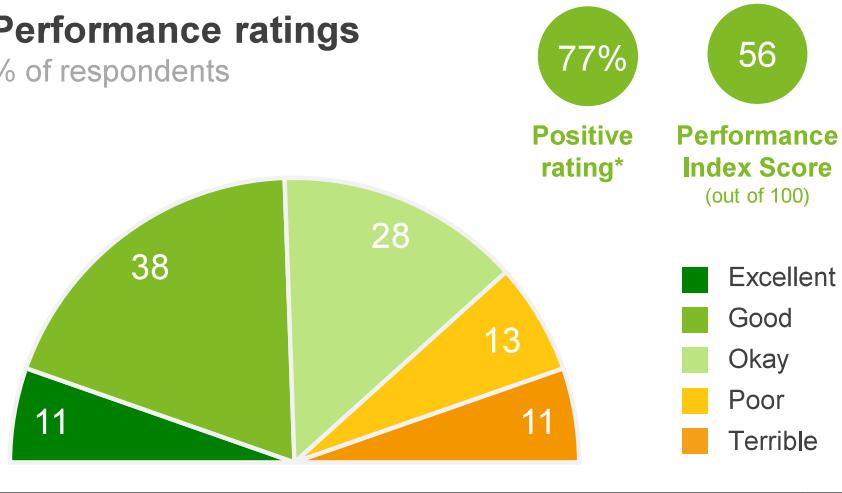
| Home ownership | Age | Disability & culture |
|-----------------|-------------|----------------------|
| Homeowner | 18-34 years | Disability 44 |
| Renting / other | 35-49 years | LOTE 55 |
| | 50-64 years | |
| | 65+ years | Born overseas 47 |

Asset management

Local roads

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

53

56

2022

2025

MARKYT Industry Standards

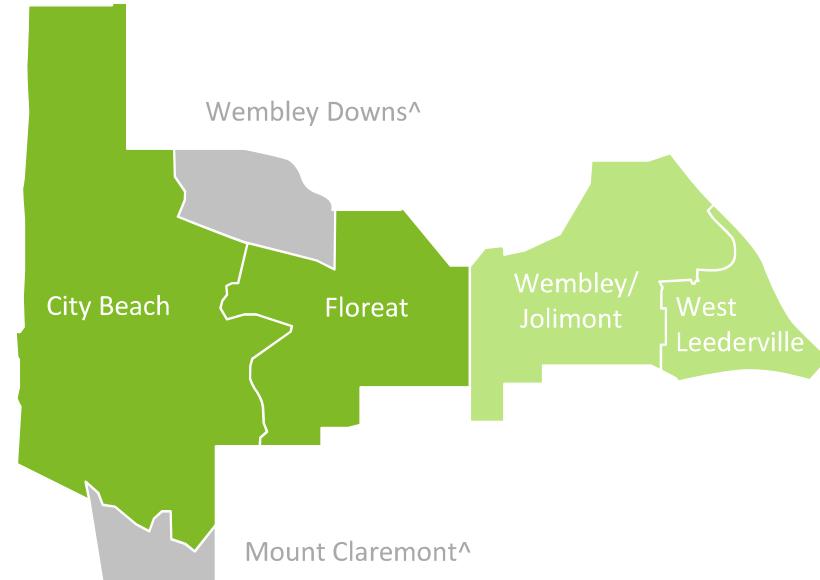
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 56 |
| Industry High | 68 |
| Industry Average | 47 |

Geographical and community variances

Performance Index Score



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 67 | Male | 57 | 0-4 years | 54 |
| Floreat | 67 | Female | 56 | 5-11 years | 50 |
| Wembley / Jolimont | 44 | | | 12-17 years | 59 |
| West Leederville | 53 | | | 18+ years | 58 |

Home ownership

| | | | | |
|-----------------|----|-------------|----|----------------------|
| Homeowner | 57 | 50-64 years | 58 | Disability & culture |
| Renting / other | 55 | 65+ years | 59 | Disability 52 |

Gender

| | | | |
|--------|----|------------|----|
| Male | 57 | 0-4 years | 54 |
| Female | 56 | 5-11 years | 50 |

Age

| | | | |
|-------------|----|-------------|----|
| 18-34 years | 54 | 12-17 years | 59 |
| 35-49 years | 55 | 18+ years | 58 |
| 50-64 years | 58 | No children | 58 |

| | | | |
|-----------|----|---------------|----|
| 65+ years | 59 | Disability | 52 |
| | | LOTE | 63 |
| | | Born overseas | 59 |

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

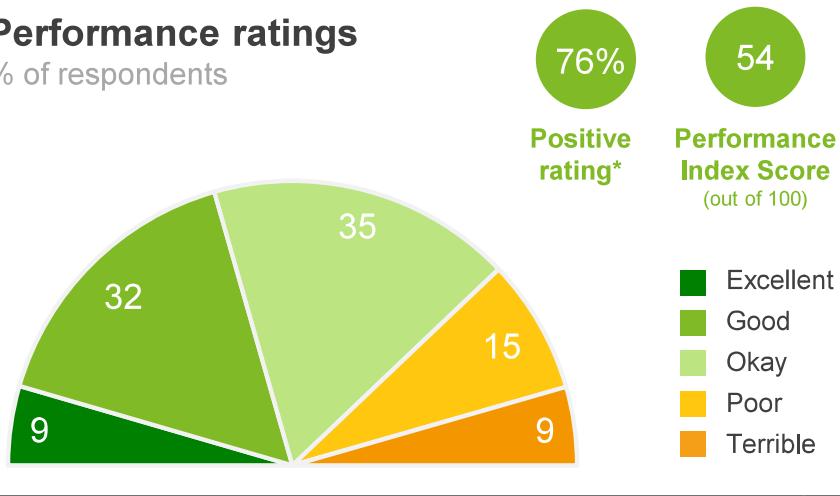
Base: All respondents, excludes 'unsure' and 'no response' (n = 750). * Positive Rating = excellent, good + okay

^ Small sample size

Parking availability and management

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

55

54

2022

2025

MARKYT Industry Standards

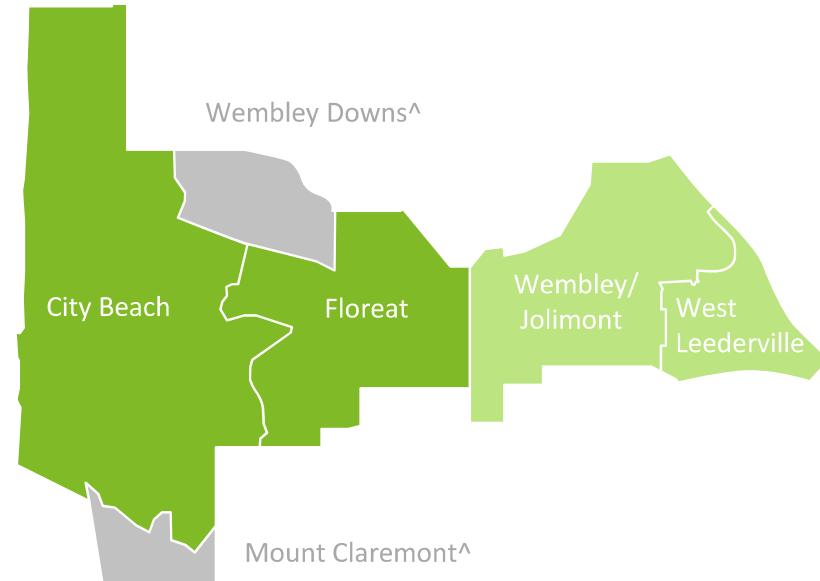
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 54 |
| Industry High | 60 |
| Industry Average | 51 |

Geographical and community variances

Performance Index Score



- Excellent range
100 ± 12.5 index pts
- Good range
75 ± 12.5 index pts
- Okay range
50 ± 12.5 index pts
- Poor range
25 ± 12.5 index pts
- Terrible range
0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|-----------------|-----------------|--------|-------------|----------------------|-----------|------------|-------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 63 | 56 | 53 | 49 | 46 | 50 | 57 | 59 |
| Floreat | 64 | 56 | 58 | 50-64 years | 50-64 years | 56 | 56 | 56 |
| Wembley / Jolimont | 50 | 53 | 52 | 65+ years | 65+ years | 53 | 57 | 53 |
| West Leederville | 40 | 52 | 57 | Disability | LOTE | 46 | 65 | 57 |
| Home ownership | | | | Age | | | | |
| | Homeowner | 54 | 56 | 18-34 years | 18-34 years | 49 | | |
| | Renting / other | 54 | 56 | 35-49 years | 35-49 years | 58 | | |

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

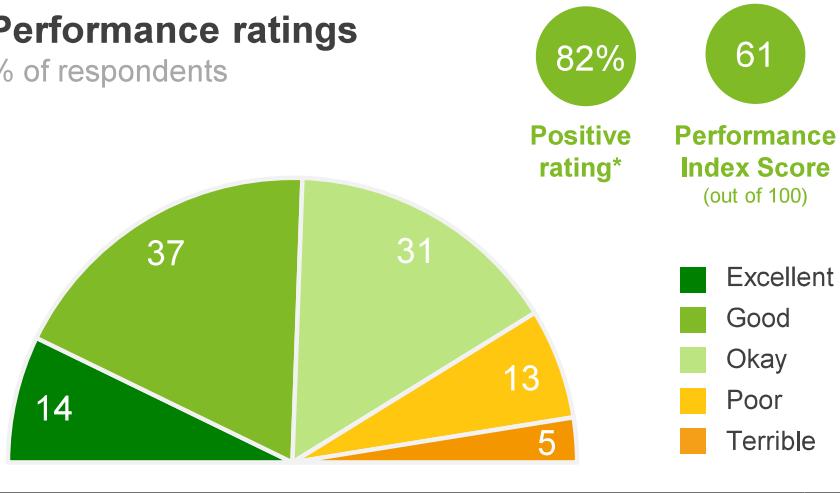
Base: All respondents, excludes 'unsure' and 'no response' (n = 748). * Positive Rating = excellent, good + okay

[^] Small sample size

Footpaths, trails and cycleways

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

56

61

2022

2025

MARKYT Industry Standards

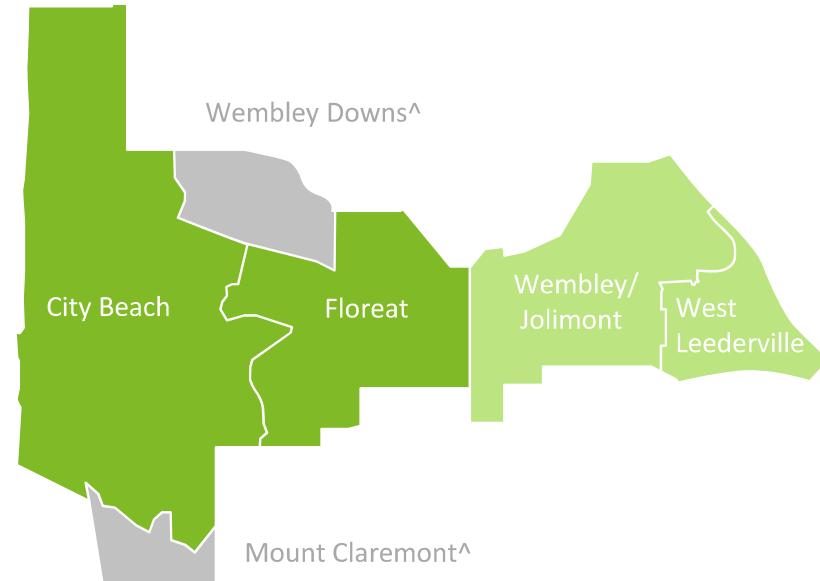
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 61 |
| Industry High | 67 |
| Industry Average | 51 |

Geographical and community variances

Performance Index Score



- Excellent range
100 ± 12.5 index pts
- Good range
75 ± 12.5 index pts
- Okay range
50 ± 12.5 index pts
- Poor range
25 ± 12.5 index pts
- Terrible range
0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|-----------------|-----------------|--------|-------------|----------------------|---------------|------------|-------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 65 | 62 | 60 | 18-34 years | 65 | 54 | 56 | 65 |
| Floreat | 64 | 60 | 58 | 35-49 years | 58 | | | |
| Wembley / Jolimont | 57 | | | 50-64 years | 62 | | | |
| West Leederville | 58 | | | 65+ years | 58 | | | |
| Home ownership | | | | | | 18+ years | 63 | 60 |
| | Homeowner | 60 | | | | | | |
| | Renting / other | 65 | | | | | | |
| Age | | | | | | Disability | 56 | |
| | | | | | | LOTE | 63 | |
| | | | | | | Born overseas | 61 | |

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

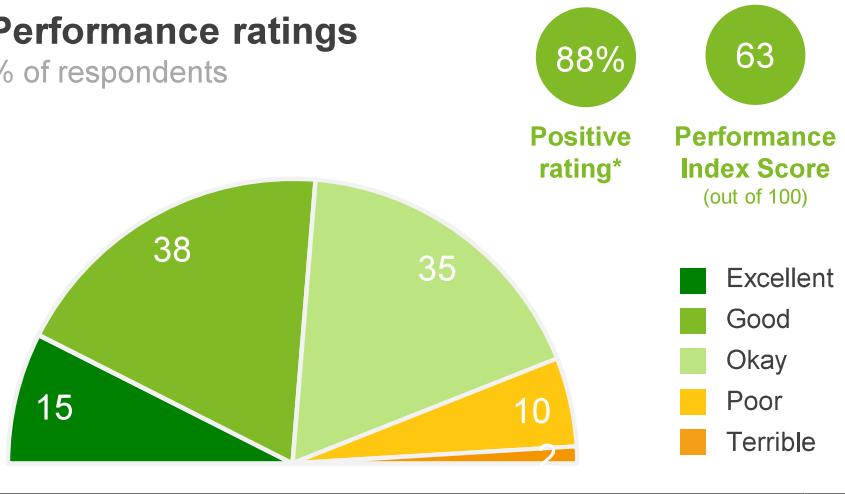
Base: All respondents, excludes 'unsure' and 'no response' (n = 750). * Positive Rating = excellent, good + okay

[^] Small sample size

Lighting of streets and public places

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

63

63

2022

2025

MARKYT Industry Standards

Performance Index Score



Town of Cambridge

63

Industry High

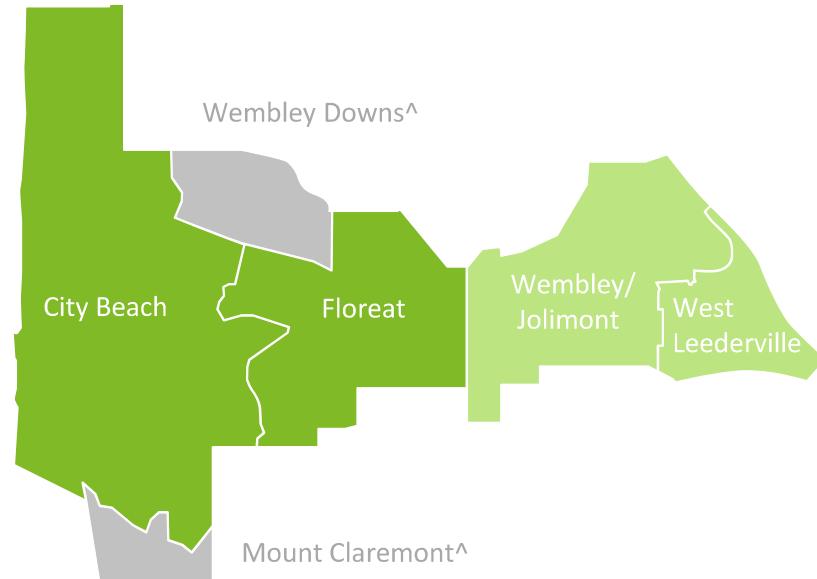
65

Industry Average

52

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 67 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 0-4 years 61 |
| West Leederville | | 5-11 years 63 |
| | | 12-17 years 66 |
| | | 18+ years 63 |
| | | No children 65 |

Home ownership

| Home ownership | Age | Disability & culture |
|-----------------|----------------|----------------------|
| Homeowner | 18-34 years 68 | Disability 58 |
| Renting / other | 35-49 years 62 | LOTE 71 |
| | 50-64 years 62 | |
| | 65+ years 62 | |
| | | Born overseas 65 |

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

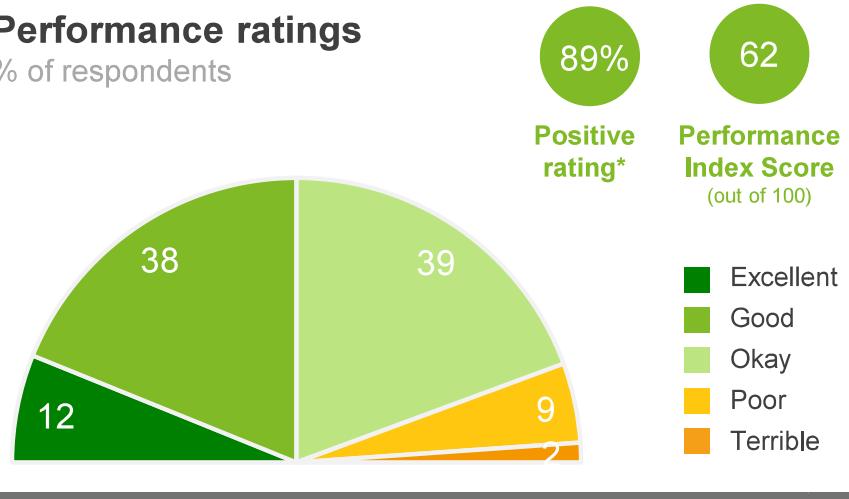
Base: All respondents, excludes 'unsure' and 'no response' (n = 747). * Positive Rating = excellent, good + okay

[^] Small sample size

Public buildings, halls and toilets

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

62

62

2022

2025

MARKYT Industry Standards

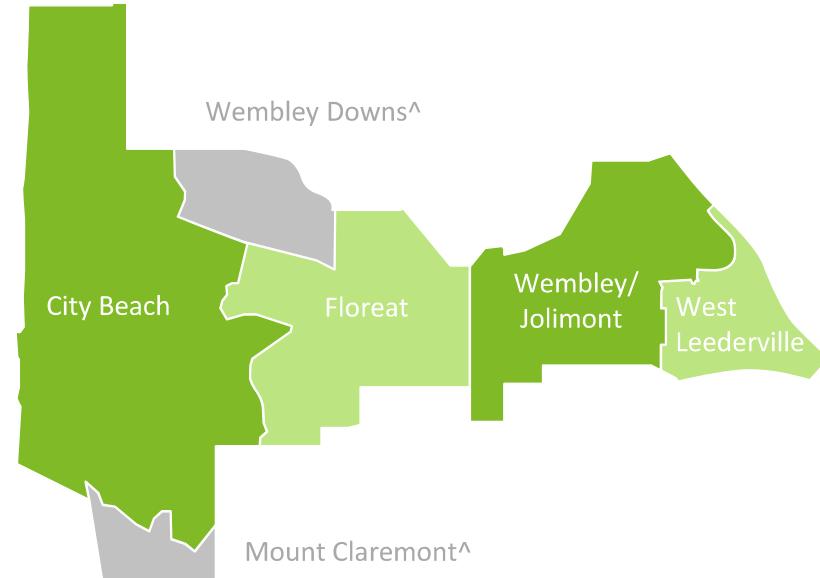
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 62 |
| Industry High | 70 |
| Industry Average | 55 |

Geographical and community variances

Performance Index Score



- Excellent range: 100 ± 12.5 index pts
- Good range: 75 ± 12.5 index pts
- Okay range: 50 ± 12.5 index pts
- Poor range: 25 ± 12.5 index pts
- Terrible range: 0 ± 12.5 index pts

Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 63 | Male | 63 | 0-4 years | 62 |
| Floreat | 60 | Female | 62 | 5-11 years | 63 |
| Wembley / Jolimont | 63 | | | 12-17 years | 63 |
| West Leederville | 62 | | | 18+ years | 63 |

Gender

| | | | |
|--------|----|------------|----|
| Male | 63 | 0-4 years | 62 |
| Female | 62 | 5-11 years | 63 |

Age of children

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

Home ownership

| | | | | | |
|-----------------|----|-------------|----|----------------------|----|
| Homeowner | 62 | 18-34 years | 63 | Disability & culture | |
| Renting / other | 63 | 35-49 years | 63 | Disability | 55 |
| | | 50-64 years | 62 | LOTE | 65 |
| | | 65+ years | 62 | Born overseas | 63 |

Age

| | |
|-------------|----|
| 18-34 years | 63 |
| 35-49 years | 63 |
| 50-64 years | 62 |
| 65+ years | 62 |

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

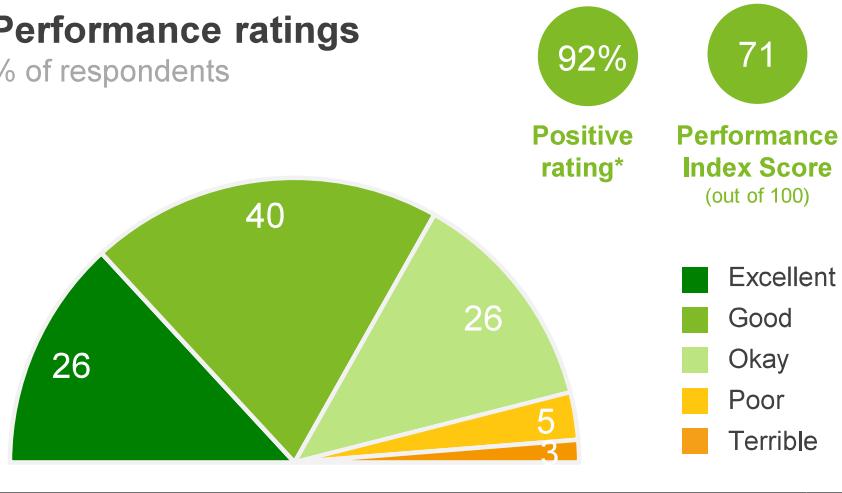
Base: All respondents, excludes 'unsure' and 'no response' (n = 684). * Positive Rating = excellent, good + okay

^ Small sample size

Parks, playgrounds and reserves

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

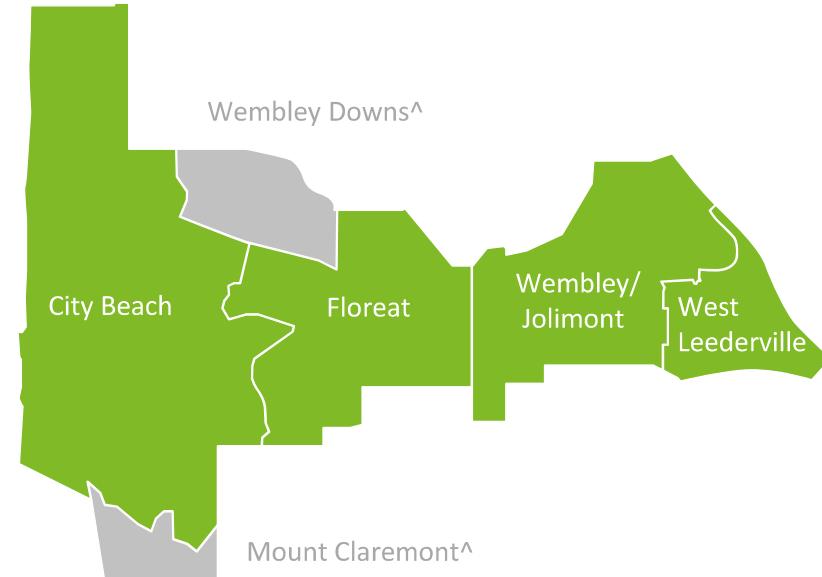
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 71 |
| Industry High | 81 |
| Industry Average | 63 |

Geographical and community variances

Performance Index Score



- Excellent range: 100 ± 12.5 index pts
- Good range: 75 ± 12.5 index pts
- Okay range: 50 ± 12.5 index pts
- Poor range: 25 ± 12.5 index pts
- Terrible range: 0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|-----------------|-----------------|--------|-------------|----------------------|-----------|---------------|-------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 69 | 72 | 69 | 18-34 years | 75 | 69 | 74 | 73 |
| Floreat | 70 | 71 | 68 | 35-49 years | 71 | 68 | 71 | 71 |
| Wembley / Jolimont | 73 | 68 | 68 | 50-64 years | 70 | 70 | 77 | 74 |
| West Leederville | 69 | 68 | 68 | 65+ years | 77 | 77 | 77 | 74 |
| Home ownership | Homeowner | 78 | 78 | Age | Disability | LOTE | Born overseas | Disability |
| | Renting / other | 69 | 69 | 18-34 years | 70 | 77 | 74 | 70 |

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

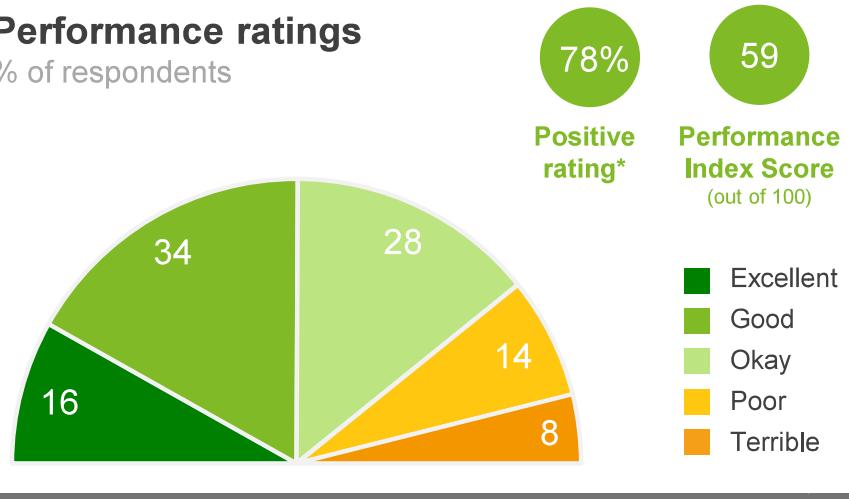
Base: All respondents, excludes 'unsure' and 'no response' (n = 755). * Positive Rating = excellent, good + okay

[^] Small sample size

Streetscapes, trees and verges

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

59

59

2022

2025

MARKYT Industry Standards

Performance Index Score



Town of Cambridge

59

Industry High

70

Industry Average

52

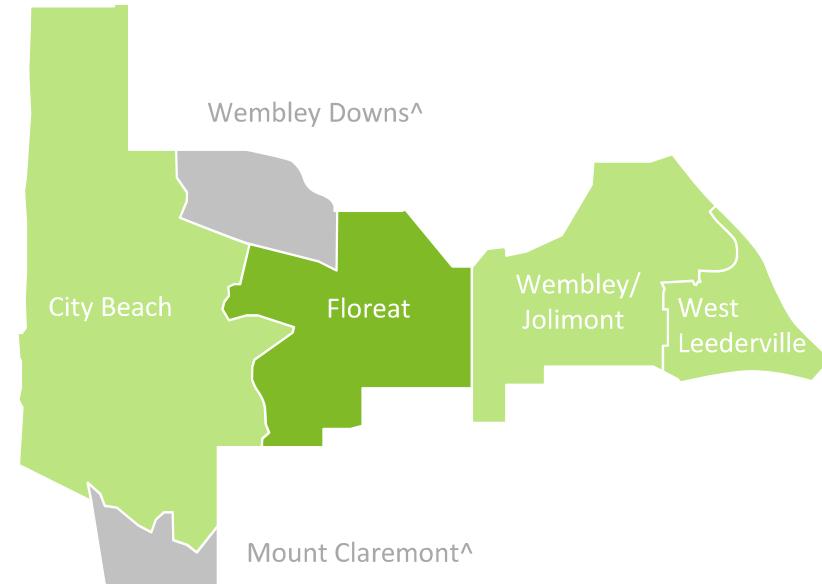
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 755). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 59 |
| Wembley / Jolimont | | 0-4 years 62 |
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| Wembley / Jolimont | | 12-17 years 66 |
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
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| West Leederville | | 18+ years 57 |

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| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
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| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
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| West Leederville | | 12-17 years 66 |

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| West Leederville | | 5-11 years 61 |

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| West Leederville | | 12-17 years 66 |

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| West Leederville | | No children 58 |

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| West Leederville | | 0-4 years 62 |

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| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

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|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

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|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
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| West Leederville | | 12-17 years 66 |

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|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
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| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
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| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
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| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
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| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
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| West Leederville | | No children 58 |

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| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
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| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
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| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 0-4 years 62 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 5-11 years 61 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 12-17 years 66 |

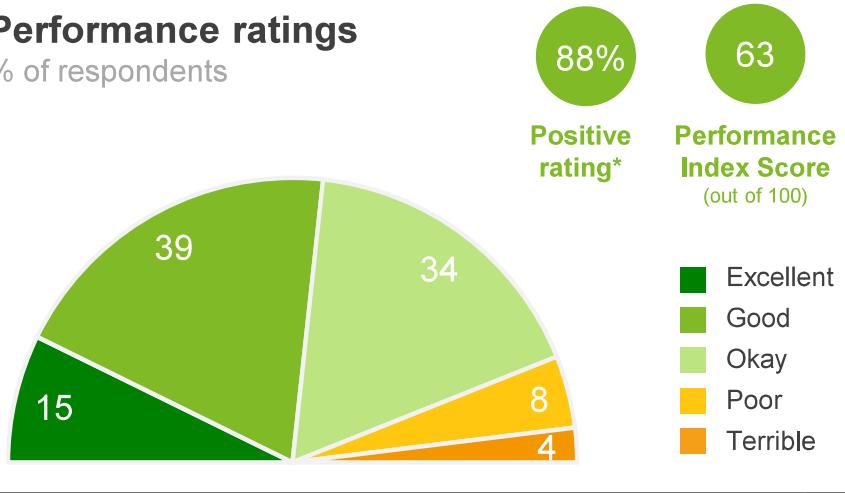
| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | 18+ years 57 |

| Location | Gender | Age of children |
|------------------|--------|-----------------|
| West Leederville | | No children 58 |

Stormwater management and drainage

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 63 |
| Industry High | 64 |
| Industry Average | 48 |

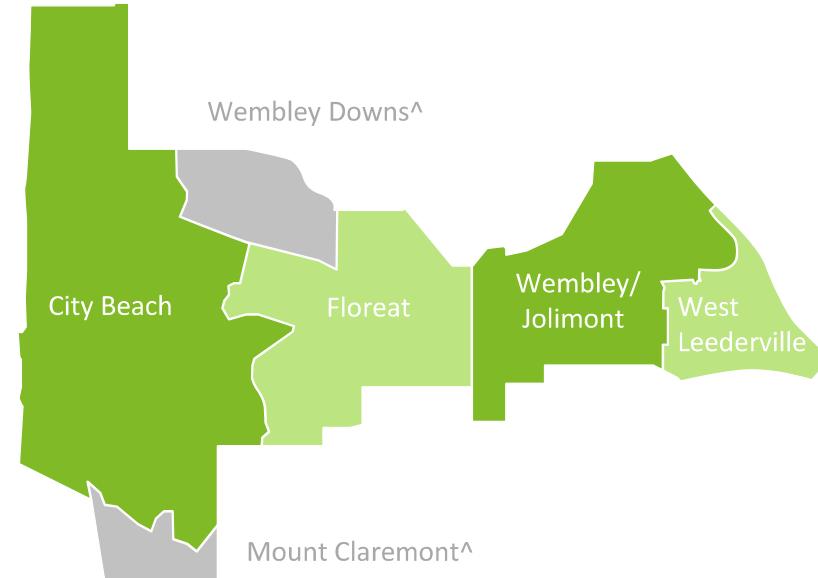
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 649). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 0-4 years 70 |
| West Leederville | | 5-11 years 66 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 12-17 years 64 |
| West Leederville | | 18+ years 59 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | No children 63 |
| West Leederville | | 18+ years 59 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | No children 63 |
| West Leederville | | 18+ years 59 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

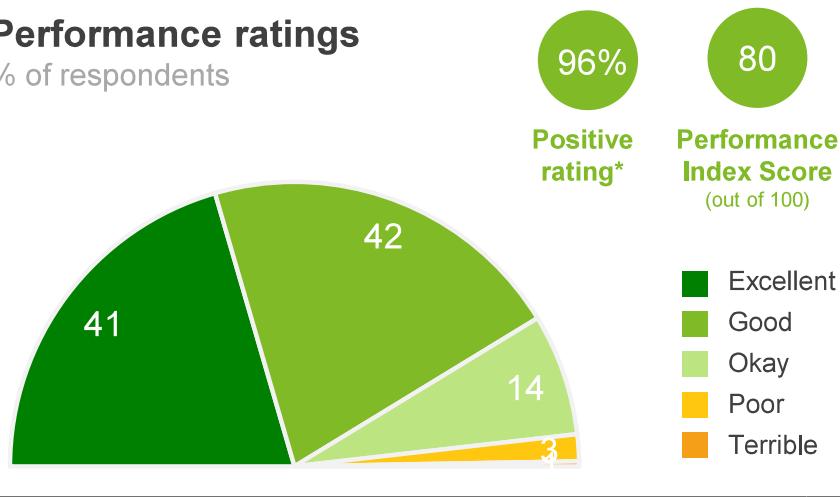
| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 66 |
| Floreat | Female | 60 |
| Wembley / Jolimont | | 18+ years 59 |
| West Leederville | | No children 63 |

Beaches

City Beach and Floreat Beach

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 80 |
| Industry High | 80 |
| Industry Average | 60 |

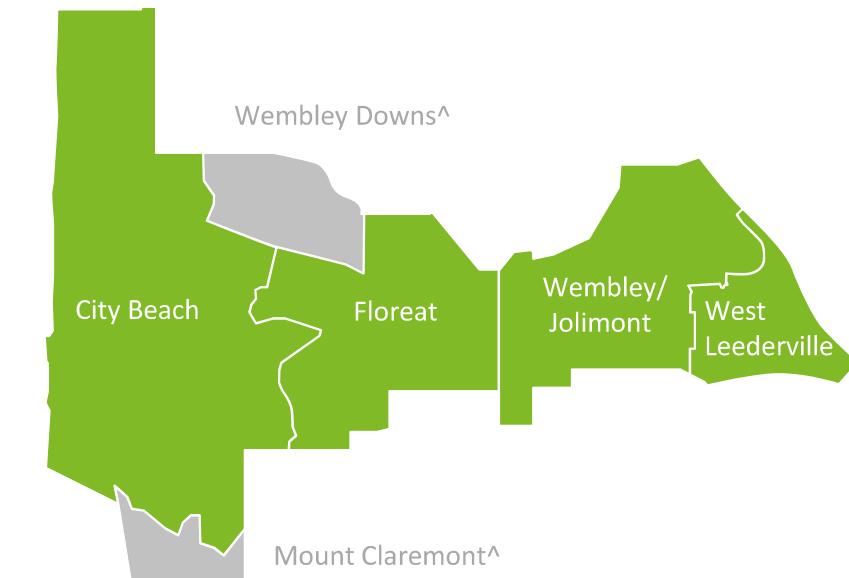
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 746). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 77 | Male | 81 | 0-4 years | 84 |
| Floreat | 80 | Female | 79 | 5-11 years | 82 |
| Wembley / Jolimont | 82 | | | 12-17 years | 83 |
| West Leederville | 79 | | | 18+ years | 78 |

Gender

| | | | |
|--------|----|-------------|----|
| Male | 81 | 0-4 years | 84 |
| Female | 79 | 5-11 years | 82 |
| | | 12-17 years | 83 |
| | | 18+ years | 78 |

Age of children

| | |
|-------------|----|
| 0-4 years | 84 |
| 5-11 years | 82 |
| 12-17 years | 83 |
| 18+ years | 78 |
| No children | 79 |

Home ownership

| | | | | |
|-----------------|----|-------------|----|----------------------|
| Homeowner | 79 | 18-34 years | 86 | Disability & culture |
| Renting / other | 86 | 35-49 years | 82 | Disability |

Age

| | | | |
|-------------|----|------------|----|
| 35-49 years | 82 | Disability | 79 |
| 50-64 years | 76 | LOTE | 84 |

Age

| | | | |
|-----------|----|---------------|----|
| 65+ years | 76 | Born overseas | 84 |
|-----------|----|---------------|----|

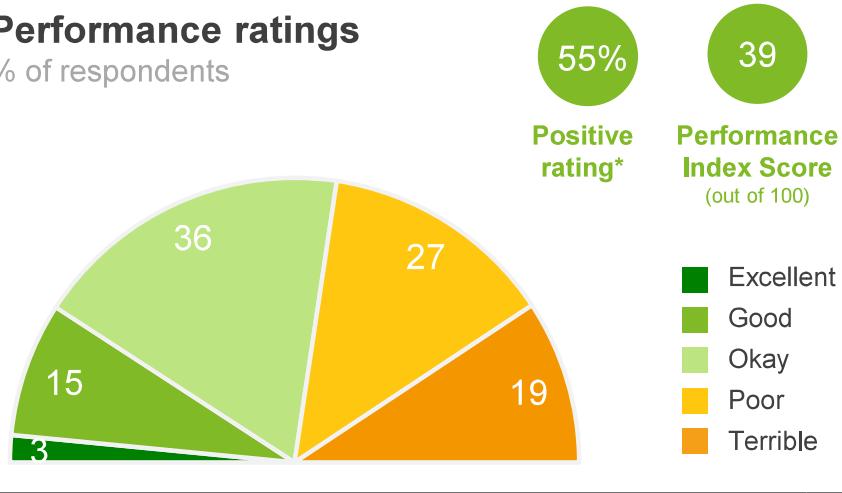
Compliance

Planning services

responsible growth, land use, development and building approvals

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

43

39

2022

2025

MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 39 |
| Industry High | 65 |
| Industry Average | 42 |

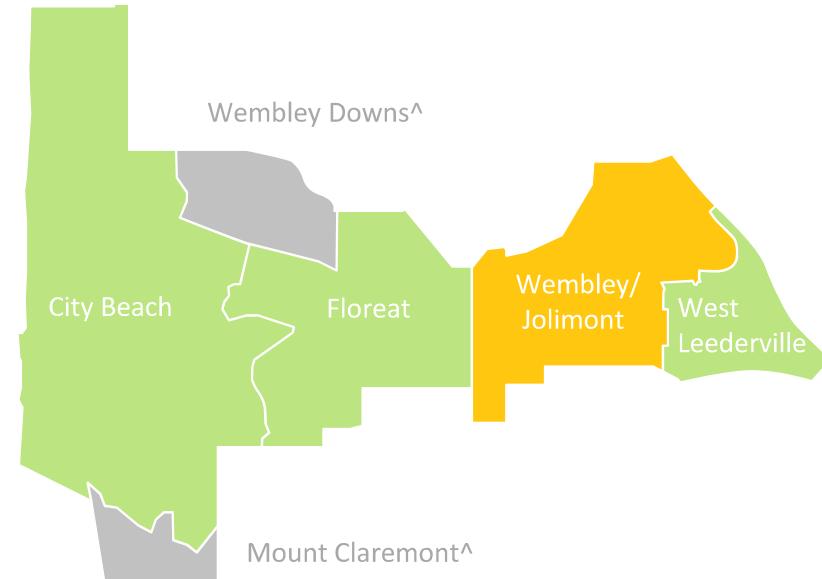
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 603). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score

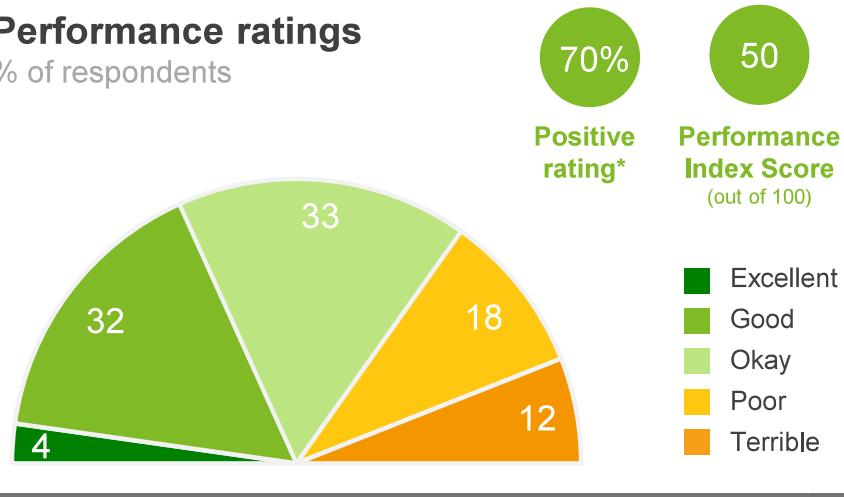


| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|--------|-----------------|-------------|-----------|----------------------|------------|------------|-------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 39 | 40 | 39 | 40 | 33 | 33 | 27 | 39 |
| Floreat | 41 | 39 | 39 | 35 | 47 | 42 | 41 | 41 |
| Wembley / Jolimont | 37 | 39 | 39 | 39 | 35 | 35 | 35 | 35 |
| West Leederville | 41 | 39 | 39 | 48 | 41 | 41 | 41 | 41 |
| Home ownership | Age | 18-34 years | | | | Disability | | |
| | | 35-49 years | 50-64 years | 65+ years | 39 | 35 | 39 | 41 |
| Homeowner | 38 | 39 | 39 | 39 | 35 | 35 | 39 | 41 |
| Renting / other | 48 | 39 | 39 | 39 | 41 | 41 | 41 | 41 |

Preserving and enhancing the area's character and identity

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

58

2022

50

2025

MARKYT Industry Standards

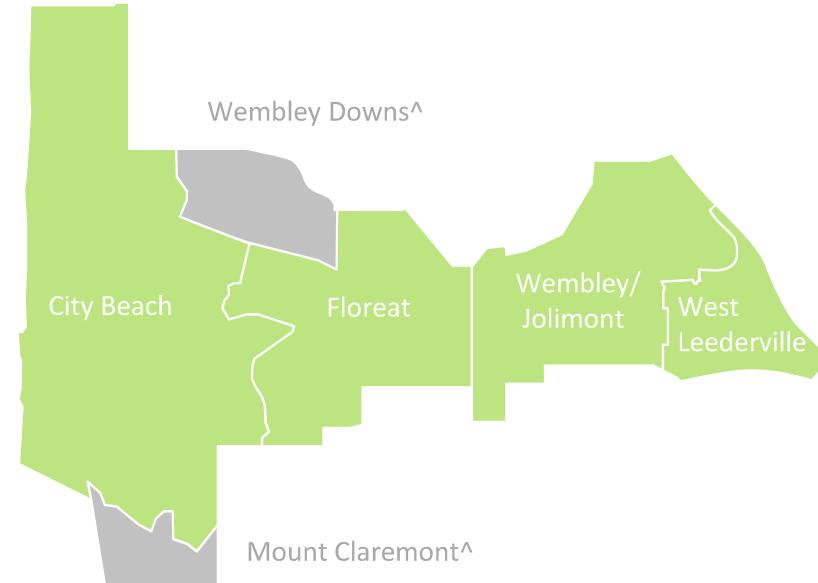
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 50 |
| Industry High | 66 |
| Industry Average | 56 |

Geographical and community variances

Performance Index Score



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 48 | Male | 52 | 0-4 years | 55 |
| Floreat | 50 | Female | 48 | 5-11 years | 47 |
| Wembley / Jolimont | 49 | | | 12-17 years | 50 |
| West Leederville | 54 | | | 18+ years | 45 |

Home ownership

| | | | | | |
|-----------------|----|-------------|----|----------------------|----|
| Homeowner | 49 | 18-34 years | 60 | Disability & culture | |
| Renting / other | 58 | 35-49 years | 49 | Disability | 43 |
| | | 50-64 years | 46 | LOTE | 58 |
| | | 65+ years | 45 | Born overseas | 50 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 677). * Positive Rating = excellent, good + okay

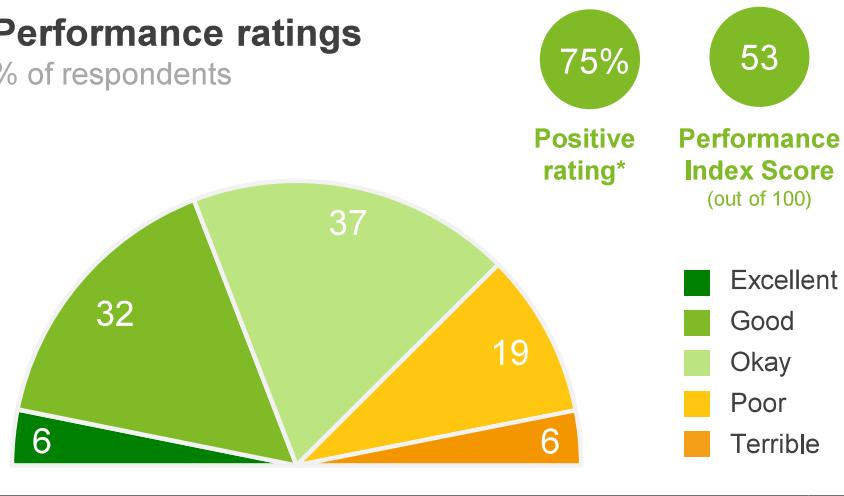
[^] Small sample size

Heritage services

preserving and promoting heritage sites, artefacts and local history

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

57

2022

53

2025

MARKYT Industry Standards

Performance Index Score



Town of Cambridge

53

Industry High

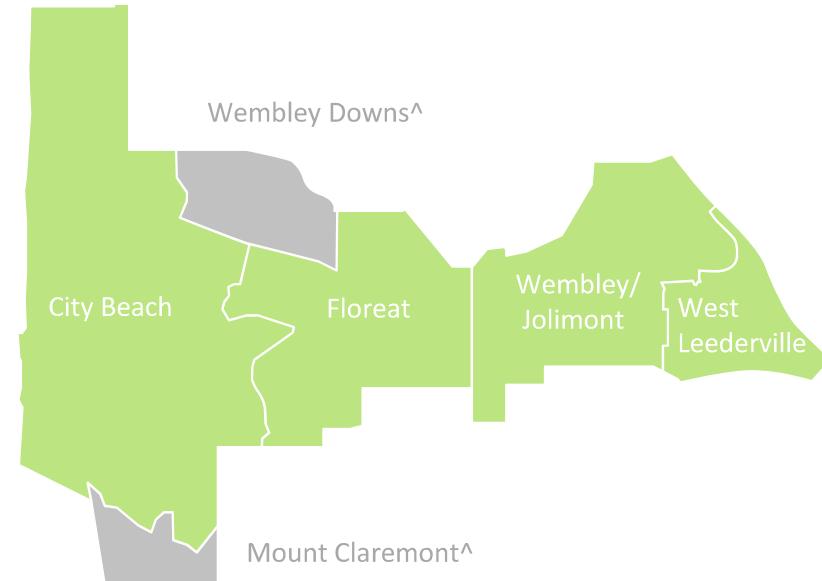
78

Industry Average

57

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 55 |
| Floreat | Female | 52 |
| Wembley / Jolimont | | 59 |
| West Leederville | | 55 |

Home ownership

| Home ownership | Age | Disability & culture |
|-----------------|---------------|----------------------|
| Homeowner | 18-34 years | 53 |
| Renting / other | 35-49 years | 53 |
| | 50-64 years | 50 |
| | 65+ years | 51 |
| | Disability | 53 |
| | LOTE | 64 |
| | Born overseas | 55 |

Age

| Age | Disability & culture |
|-------------|----------------------|
| 18-34 years | 53 |
| 35-49 years | 53 |
| 50-64 years | 50 |
| 65+ years | 51 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 536). * Positive Rating = excellent, good + okay

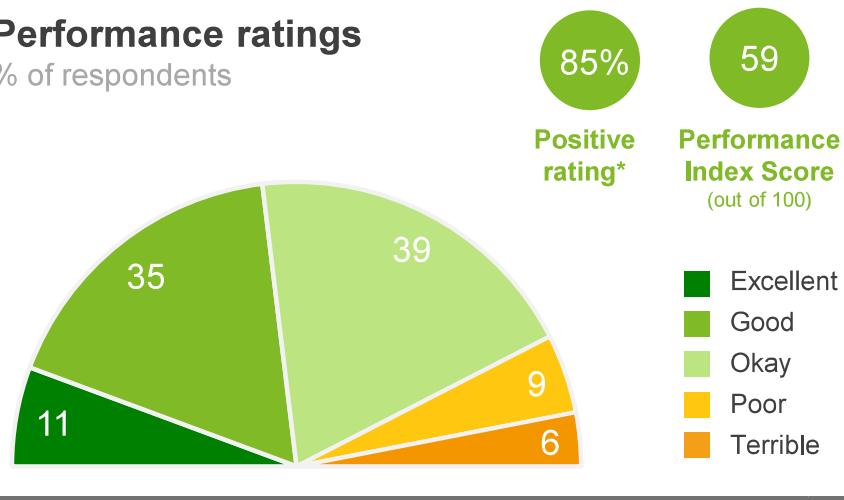
[^] Small sample size

Universal access and inclusion

disability, neurodiversity, gender diversity etc.

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

54

59

2022

2025

MARKYT Industry Standards

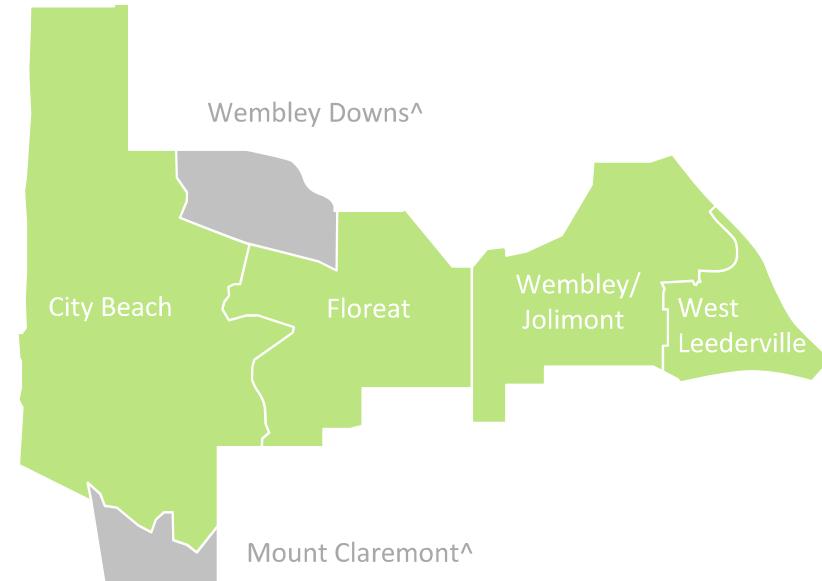
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 59 |
| Industry High | 64 |
| Industry Average | 51 |

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|--------|-----------------|-------------|------------|----------------------|---------------|------------|-------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 62 | | | | | 55 | 61 | 66 |
| Floreat | 61 | | | | | | | 58 |
| Wembley / Jolimont | 57 | | | | | | | 59 |
| West Leederville | 57 | | | | | | | |
| Home ownership | Age | 18-34 years | | Disability | LOTE | Born overseas | 59 | 61 |
| | | 35-49 years | 50-64 years | | | | | |
| Homeowner | 59 | 60 | 57 | | | | | |
| Renting / other | 58 | 56 | | | | | | |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 451). * Positive Rating = excellent, good + okay

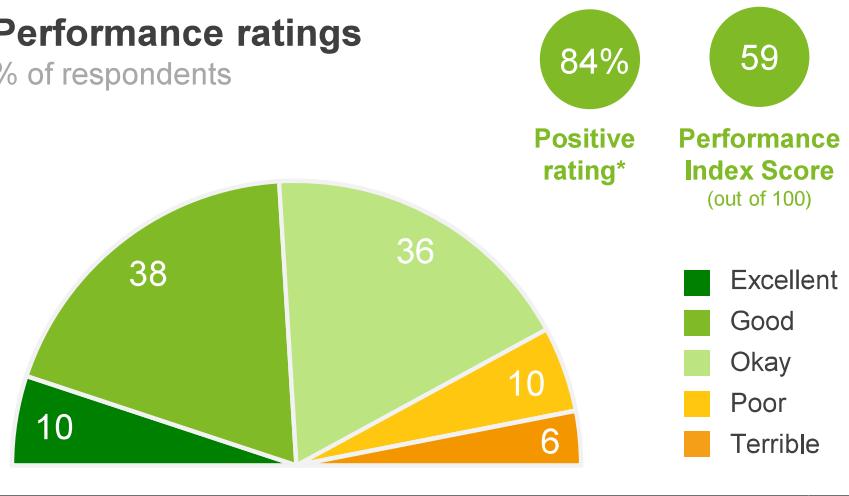
[^] Small sample size

Ranger services

animal management, compliance and enforcement etc.

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

62

59

2022

2025

MARKYT Industry Standards

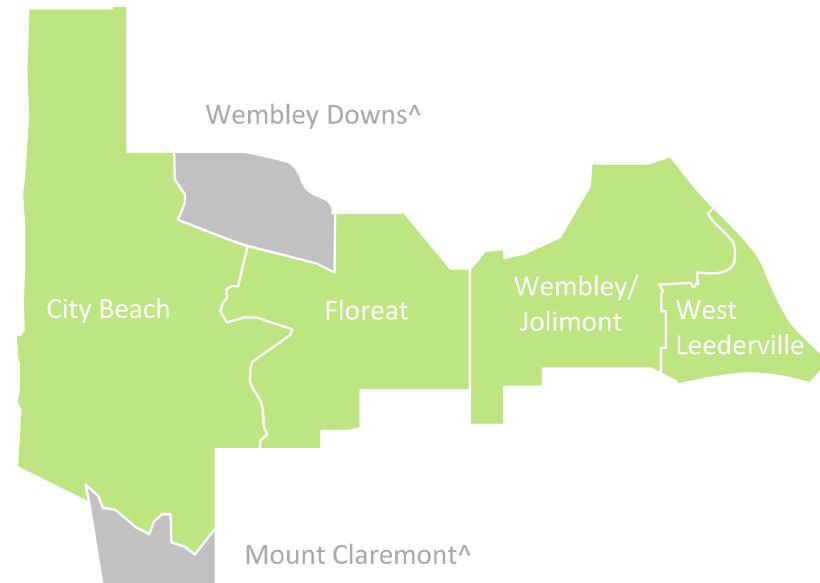
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 59 |
| Industry High | 67 |
| Industry Average | 53 |

Geographical and community variances

Performance Index Score



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 59 | Male | 59 | 0-4 years | 55 |
| Floreat | 62 | Female | 59 | 5-11 years | 55 |
| Wembley / Jolimont | 59 | | | 12-17 years | 60 |
| West Leederville | 57 | | | 18+ years | 59 |

Gender

| | | | |
|--------|----|-------------|----|
| Male | 59 | 0-4 years | 55 |
| Female | 59 | 5-11 years | 55 |
| | | 12-17 years | 60 |
| | | 18+ years | 59 |
| | | No children | 62 |

Age of children

| | |
|-------------|----|
| 0-4 years | 55 |
| 5-11 years | 55 |
| 12-17 years | 60 |
| 18+ years | 59 |
| No children | 62 |

Home ownership

| | | | | |
|-----------------|----|-------------|----|----------------------|
| Homeowner | 58 | 18-34 years | 64 | Disability & culture |
| Renting / other | 69 | 35-49 years | 55 | Disability |
| | | 50-64 years | 60 | LOTE |
| | | 65+ years | 58 | Born overseas |

Age

| | |
|-------------|----|
| 18-34 years | 64 |
| 35-49 years | 55 |
| 50-64 years | 60 |
| 65+ years | 58 |

Disability & culture

| | |
|---------------|----|
| Disability | 53 |
| LOTE | 59 |
| Born overseas | 62 |

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

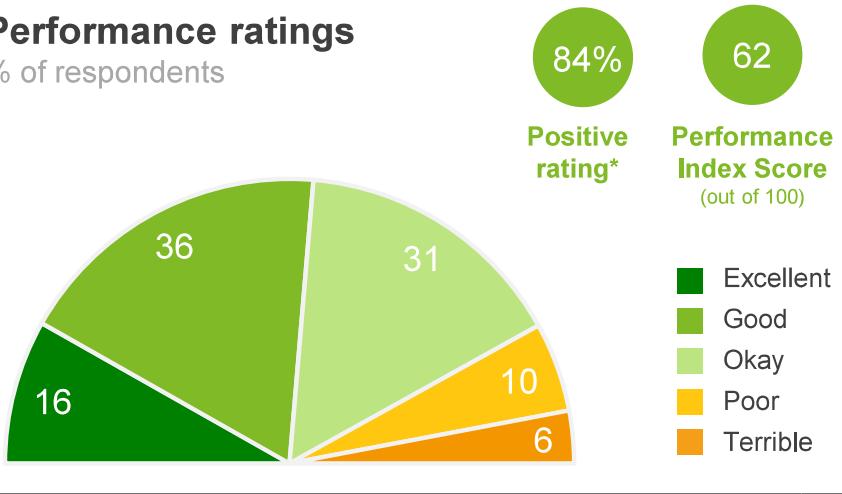
Base: All respondents, excludes 'unsure' and 'no response' (n = 594). * Positive Rating = excellent, good + okay

[^] Small sample size

Waste management

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

58

62

2022

2025

MARKYT Industry Standards

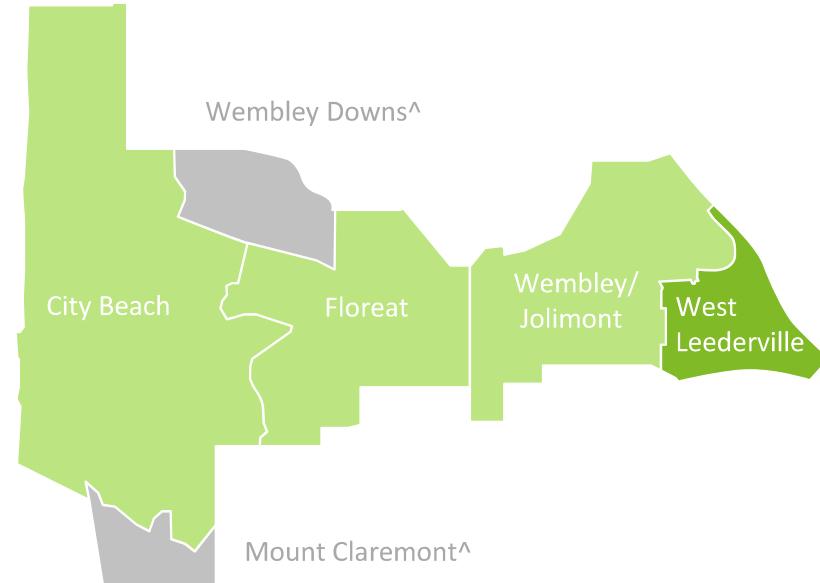
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 62 |
| Industry High | 77 |
| Industry Average | 59 |

Geographical and community variances

Performance Index Score



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 62 | Male | 62 | 0-4 years | 57 |
| Floreat | 60 | Female | 62 | 5-11 years | 62 |
| Wembley / Jolimont | 60 | | | 12-17 years | 61 |
| West Leederville | 65 | | | 18+ years | 59 |

Home ownership

| | | | | |
|-----------------|----|-------------|----|----------------------|
| Homeowner | 61 | 50-64 years | 60 | Disability & culture |
| Renting / other | 68 | 65+ years | 67 | Disability 57 |

| | |
|-----------------|----|
| Homeowner | 61 |
| Renting / other | 68 |

| | | |
|-----------|----|------------------|
| 65+ years | 67 | Disability 57 |
| | | LOTE 64 |
| | | Born overseas 61 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 712). * Positive Rating = excellent, good + okay

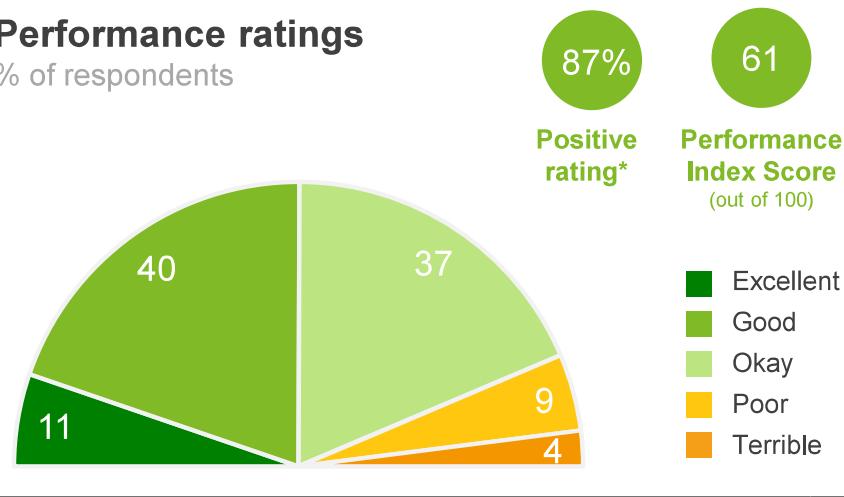
[^] Small sample size

Environmental health services

noise, pollution, food inspections, liquor licensing, smoking in public places etc.

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

58

61

2022

2025

MARKYT Industry Standards

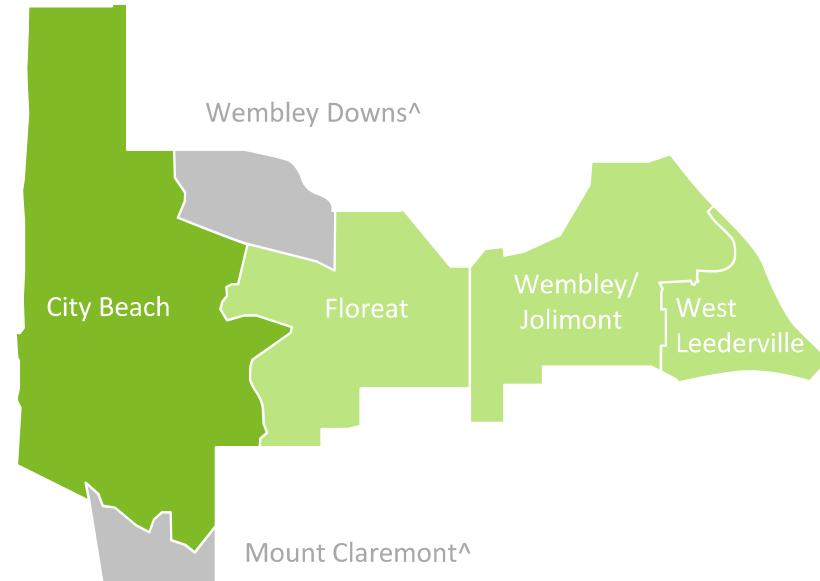
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 61 |
| Industry High | 65 |
| Industry Average | 54 |

Geographical and community variances

Performance Index Score



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 63 | Male | 63 | 0-4 years | 62 |
| Floreat | 60 | Female | 59 | 5-11 years | 60 |
| Wembley / Jolimont | 62 | | | 12-17 years | 61 |
| West Leederville | 58 | | | 18+ years | 57 |

Home ownership

| | | | | | |
|-----------------|----|-------------|----|----------------------|------------|
| Homeowner | 60 | 50-64 years | 58 | Disability & culture | Disability |
| Renting / other | 64 | 65+ years | 59 | | LOTE |

Born overseas 60

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 504). * Positive Rating = excellent, good + okay

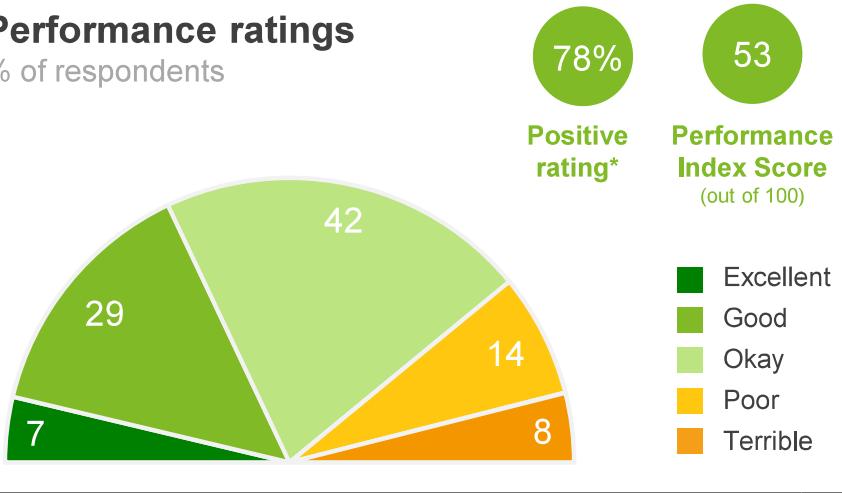
^ Small sample size

Discretionary services

Youth services and facilities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

52

53

2022

2025

MARKYT Industry Standards

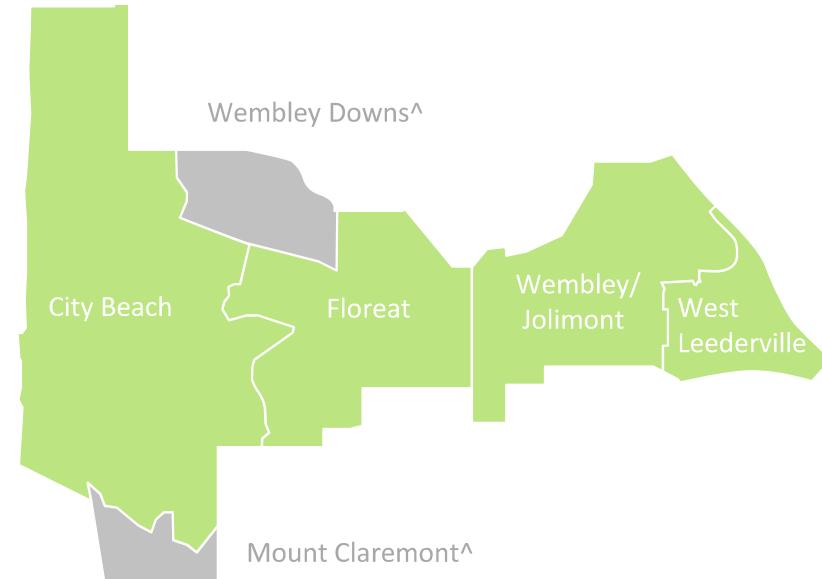
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 53 |
| Industry High | 62 |
| Industry Average | 47 |

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|--------|-----------------|-------------|------------|----------------------|---------------|------------|-------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 55 | | | | | 43 | 54 | 50 |
| Floreat | 57 | | | | | | | |
| Wembley / Jolimont | 51 | | | | | | | |
| West Leederville | 49 | | | | | | | |
| Home ownership | Age | 18-34 years | | Disability | LOTE | Born overseas | 37 | 68 |
| | | 35-49 years | 50-64 years | | | | | |
| Homeowner | 53 | 53 | 53 | | | | | |
| Renting / other | 57 | 56 | 54 | | | | | |

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

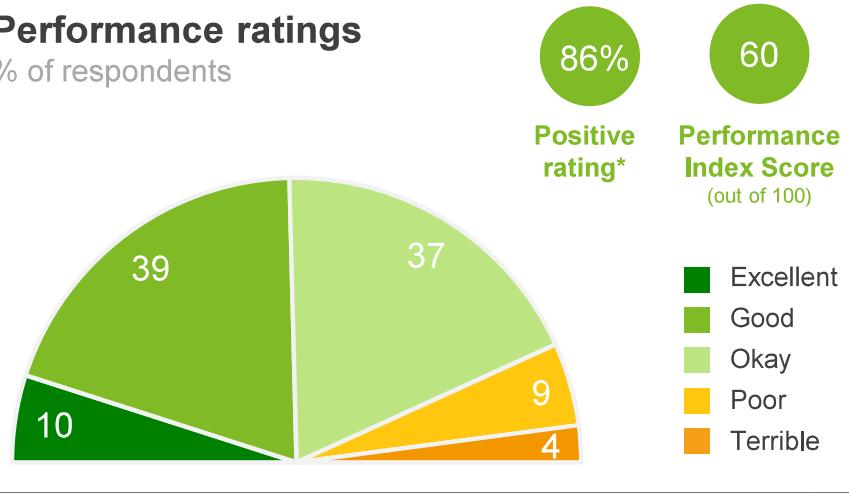
Base: All respondents, excludes 'unsure' and 'no response' (n = 328). * Positive Rating = excellent, good + okay

[^] Small sample size

Family and children's services and facilities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 60 |
| Industry High | 68 |
| Industry Average | 54 |

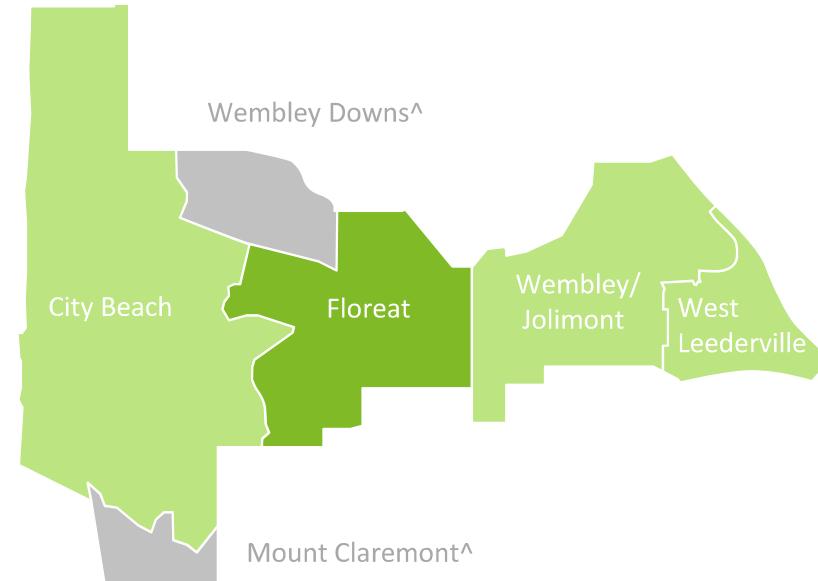
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 388). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| | City Beach | 60 | Male | 64 | 0-4 years | 54 |
|--------------------|------------|----|--------|----|-------------|----|
| Floreat | 63 | | Female | 57 | 5-11 years | 61 |
| Wembley / Jolimont | 60 | | | | 12-17 years | 61 |
| West Leederville | 59 | | | | 18+ years | 60 |

Gender

| | | | |
|--------|----|-------------|----|
| Male | 64 | 0-4 years | 54 |
| Female | 57 | 5-11 years | 61 |
| | | 12-17 years | 61 |
| | | 18+ years | 60 |
| | | No children | 63 |

Age of children

| | |
|-------------|----|
| 0-4 years | 54 |
| 5-11 years | 61 |
| 12-17 years | 61 |
| 18+ years | 60 |
| No children | 63 |

Age

| | |
|-------------|----|
| 18-34 years | 65 |
| 35-49 years | 59 |
| 50-64 years | 59 |
| 65+ years | 59 |

Home ownership

| | | |
|-----------------|----|----------------------|
| Homeowner | 59 | Disability & culture |
| Renting / other | 73 | Disability 47 |

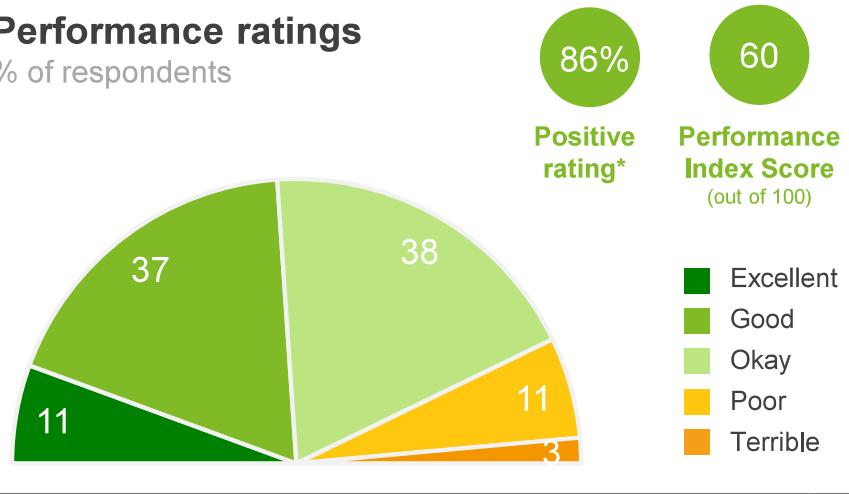
Disability & culture

| | |
|---------------|----|
| Disability | 47 |
| LOTE | 71 |
| Born overseas | 65 |

Seniors' services and facilities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

60

60

2022

2025

MARKYT Industry Standards

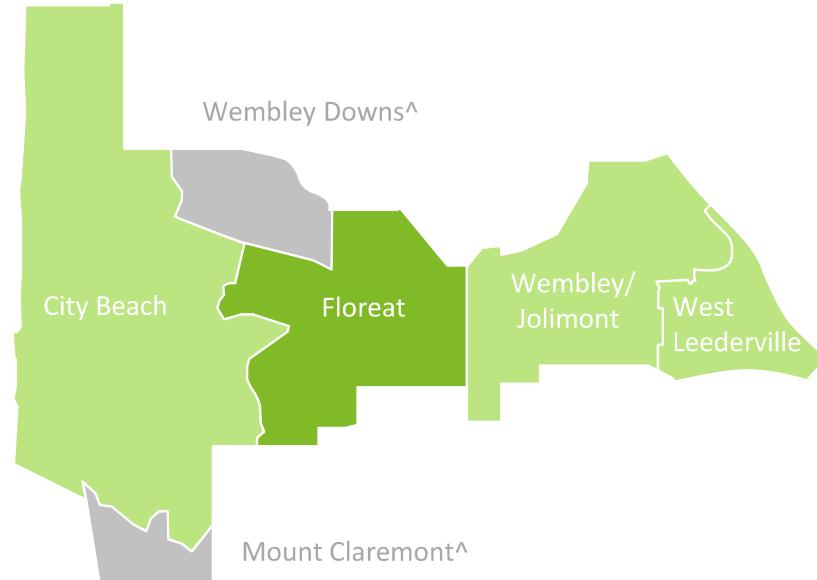
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 60 |
| Industry High | 68 |
| Industry Average | 54 |

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|-----------------|-----------------|--------|-------------|----------------------|------------|------------|---------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 60 | 63 | 58 | 18-34 years | 67 | 63 | 59 | 59 |
| Floreat | 63 | | | 35-49 years | 58 | | | |
| Wembley / Jolimont | 59 | | | 50-64 years | 61 | | | |
| West Leederville | 61 | | | 65+ years | 58 | | | |
| Home ownership | | | | | | Disability | LOTE | Born overseas |
| | Homeowner | 60 | | | | 49 | 69 | 64 |
| | Renting / other | 65 | | | | | | |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 372). * Positive Rating = excellent, good + okay

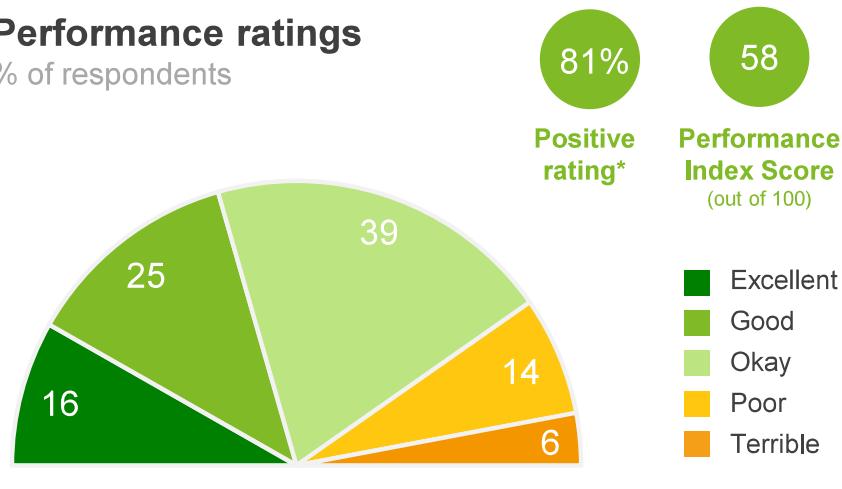
[^] Small sample size

Reconciliation action

(recognition and respect for First Nations peoples, cultures and heritage)

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

54

2022

58

2025

MARKYT Industry Standards

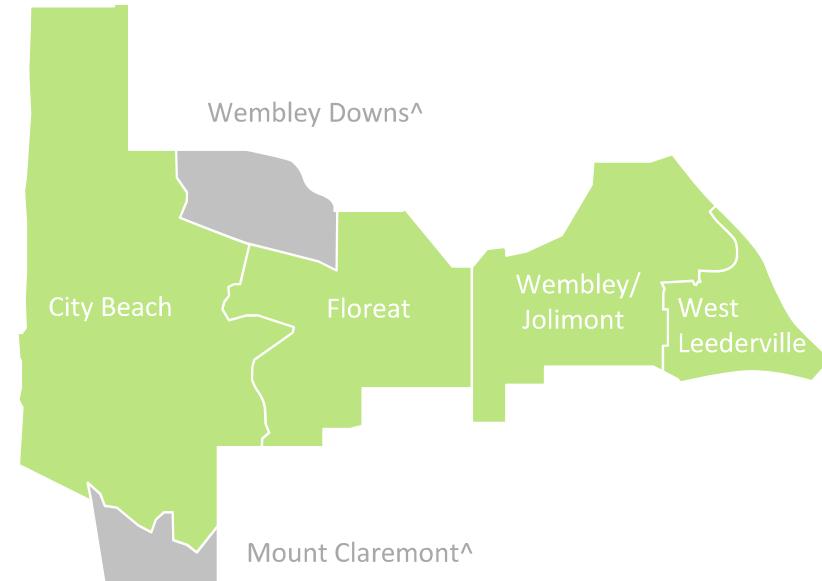
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 58 |
| Industry High | 71 |
| Industry Average | 62 |

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 62 | Male | 61 | 0-4 years | 64 |
| Floreat | 55 | Female | 57 | 5-11 years | 64 |
| Wembley / Jolimont | 57 | | | 12-17 years | 61 |
| West Leederville | 59 | | | 18+ years | 54 |

Home ownership

| | | | | |
|-----------------|----|-------------|----|----------------------|
| Homeowner | 57 | 18-34 years | 66 | Disability & culture |
| Renting / other | 65 | 35-49 years | 54 | Disability |
| | | 50-64 years | 56 | LOTE |
| | | 65+ years | 57 | Born overseas |

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

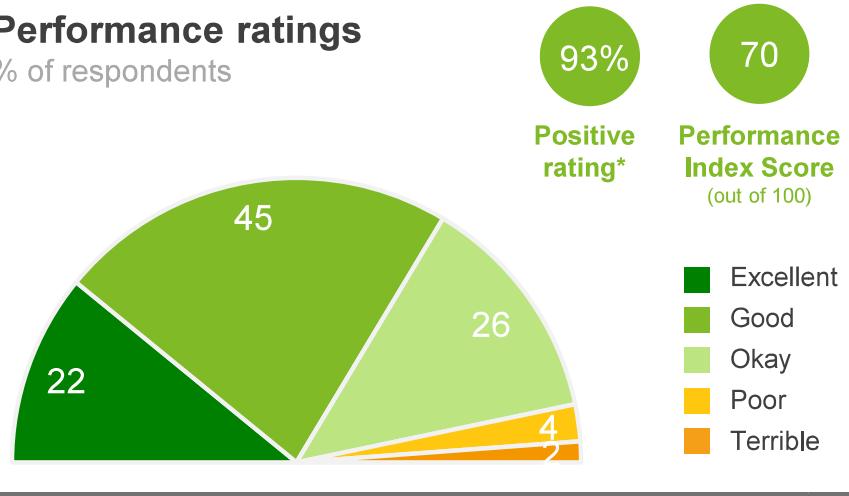
Base: All respondents, excludes 'unsure' and 'no response' (n = 316). * Positive Rating = excellent, good + okay

[^] Small sample size

Sport and recreation services and facilities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 70 |
| Industry High | 81 |
| Industry Average | 64 |

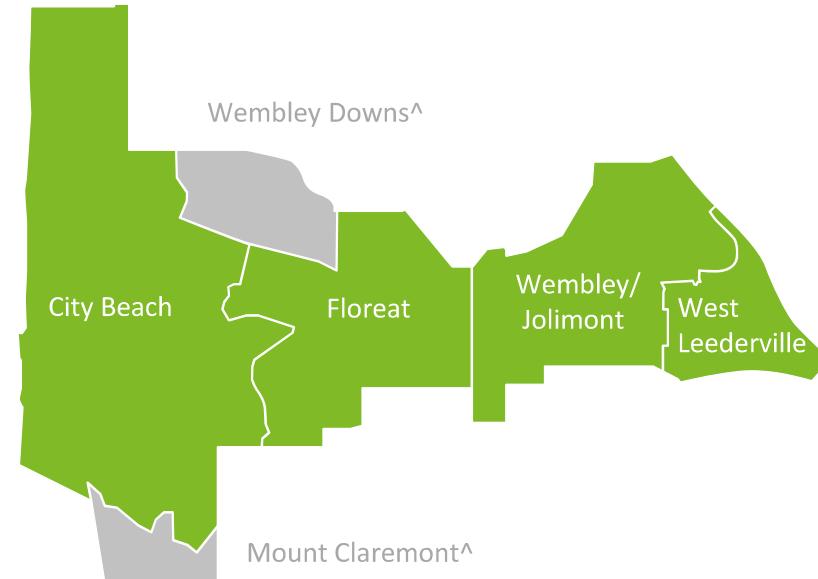
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 670). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 0-4 years |
| Floreat | Female | 5-11 years |
| Wembley / Jolimont | | 12-17 years |
| West Leederville | | 18+ years |
| | | No children |

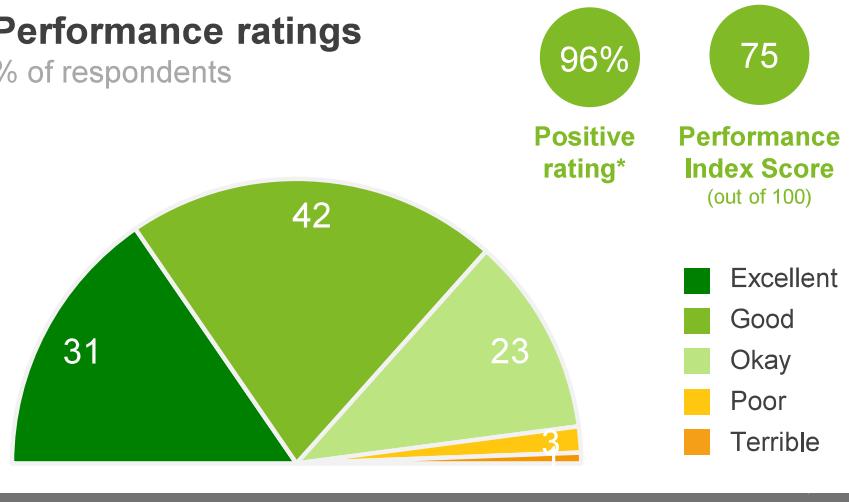
Home ownership

| Home ownership | Age | Disability & culture |
|-----------------|-------------|----------------------|
| Homeowner | 18-34 years | Disability |
| Renting / other | 35-49 years | LOTE |
| | 50-64 years | |
| | 65+ years | Born overseas |

Library services and facilities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 75 |
| Industry High | 82 |
| Industry Average | 70 |

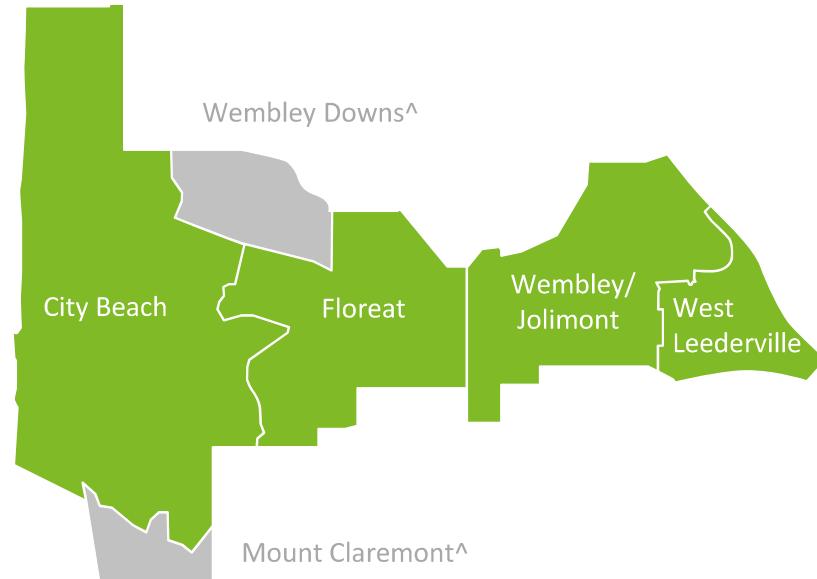
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 666). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 72 |
| Floreat | Female | 76 |
| Wembley / Jolimont | | 0-4 years 76 |
| West Leederville | | 5-11 years 75 |
| | | 12-17 years 73 |
| | | 18+ years 75 |
| | | No children 76 |

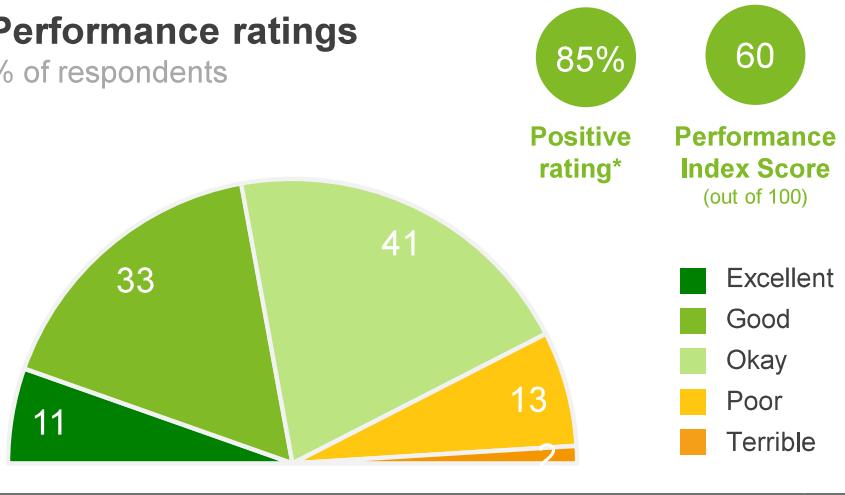
Home ownership

| Home ownership | Age | Disability & culture |
|-----------------|-------------|----------------------|
| Homeowner | 18-34 years | Disability 77 |
| Renting / other | 35-49 years | LOTE 68 |
| | 50-64 years | |
| | 65+ years | Born overseas 76 |

Art, culture and creative activities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

59

60

2022

2025

MARKYT Industry Standards

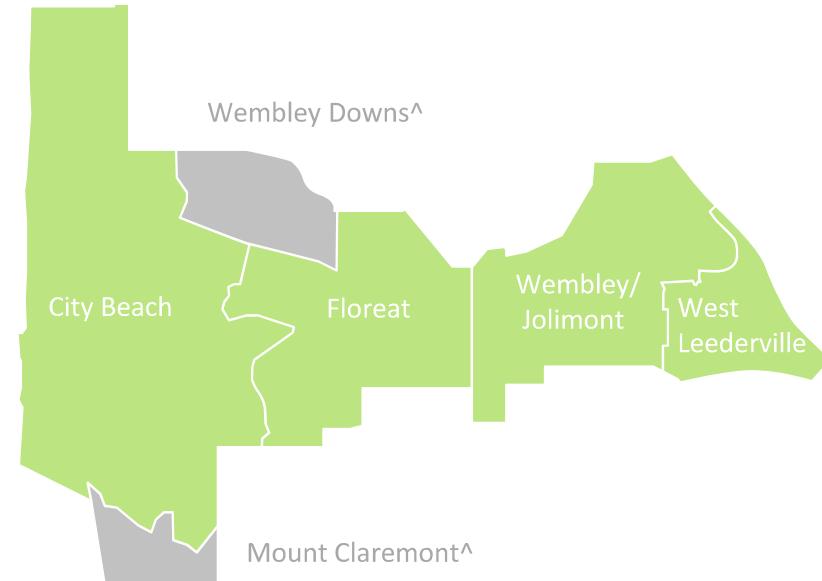
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 60 |
| Industry High | 71 |
| Industry Average | 63 |

Geographical and community variances

Performance Index Score



- Excellent range: 100 ± 12.5 index pts
- Good range: 75 ± 12.5 index pts
- Okay range: 50 ± 12.5 index pts
- Poor range: 25 ± 12.5 index pts
- Terrible range: 0 ± 12.5 index pts

Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 59 | Male | 60 | 0-4 years | 58 |
| Floreat | 62 | Female | 59 | 5-11 years | 61 |
| Wembley / Jolimont | 57 | | | 12-17 years | 60 |
| West Leederville | 60 | | | 18+ years | 59 |

Home ownership

| | | | | | |
|-----------------|----|-------------|----|----------------------|----|
| Homeowner | 59 | 50-64 years | 58 | Disability & culture | |
| Renting / other | 62 | 65+ years | 61 | Disability | 57 |

Age

| | | | |
|-------------|----|---------------|----|
| 18-34 years | 61 | LOTE | 64 |
| 35-49 years | 58 | Born overseas | 61 |
| 50-64 years | 58 | | |

Age

| | | | |
|-------------|----|---------------|----|
| 18-34 years | 61 | Disability | 57 |
| 35-49 years | 58 | LOTE | 64 |
| 50-64 years | 58 | Born overseas | 61 |

Age

| | | | |
|-------------|----|---------------|----|
| 18-34 years | 61 | Disability | 57 |
| 35-49 years | 58 | LOTE | 64 |
| 50-64 years | 58 | Born overseas | 61 |

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

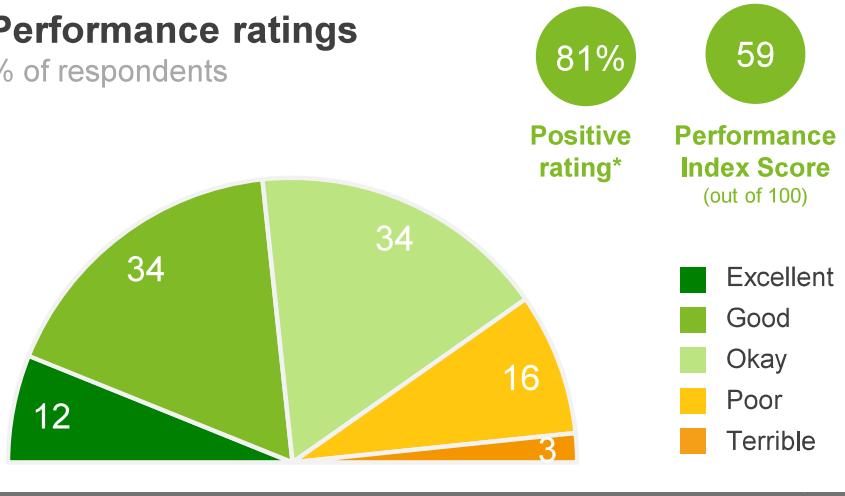
Base: All respondents, excludes 'unsure' and 'no response' (n = 548). * Positive Rating = excellent, good + okay

^ Small sample size

Festivals, markets and community events

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

59

59

2022

2025

MARKYT Industry Standards

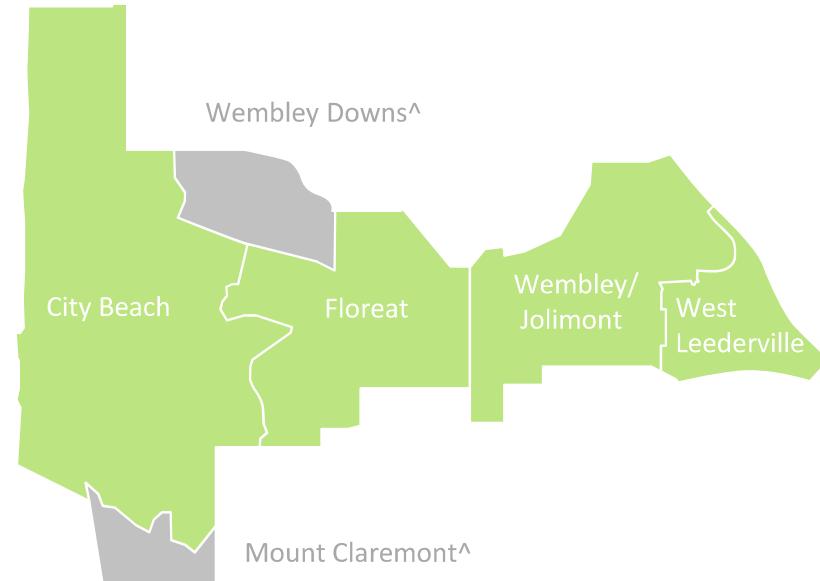
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 59 |
| Industry High | 74 |
| Industry Average | 62 |

Geographical and community variances

Performance Index Score



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 55 | Male | 60 | 0-4 years | 61 |
| Floreat | 58 | Female | 59 | 5-11 years | 62 |
| Wembley / Jolimont | 61 | | | 12-17 years | 59 |
| West Leederville | 60 | | | 18+ years | 59 |

Home ownership

| | | | | | |
|-----------------|----|-------------|----|----------------------|----|
| Homeowner | 58 | 50-64 years | 56 | Disability & culture | |
| Renting / other | 65 | 65+ years | 58 | Disability | 60 |

Age

| | | | |
|-------------|----|---------------|----|
| 18-34 years | 62 | LOTE | 63 |
| 35-49 years | 60 | Born overseas | 60 |
| 50-64 years | 56 | | |
| 65+ years | 58 | | |

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

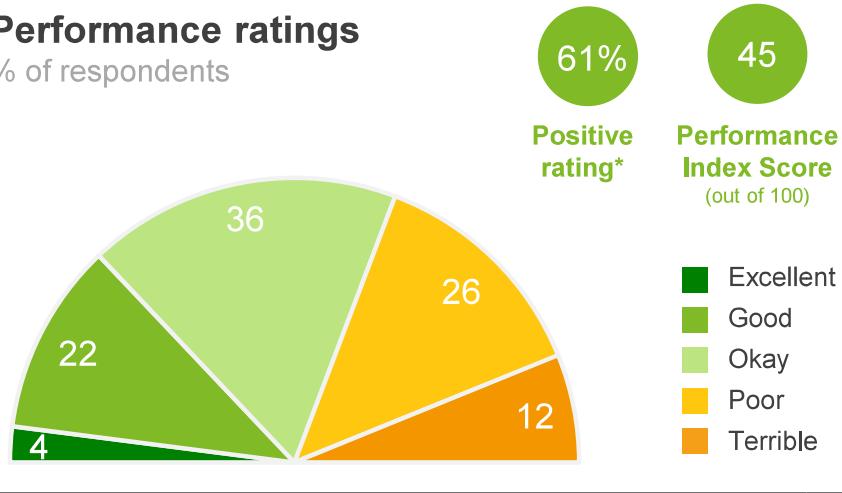
Base: All respondents, excludes 'unsure' and 'no response' (n = 646). * Positive Rating = excellent, good + okay

[^] Small sample size

Development and activation of town centres

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

47

45

2022

2025

MARKYT Industry Standards

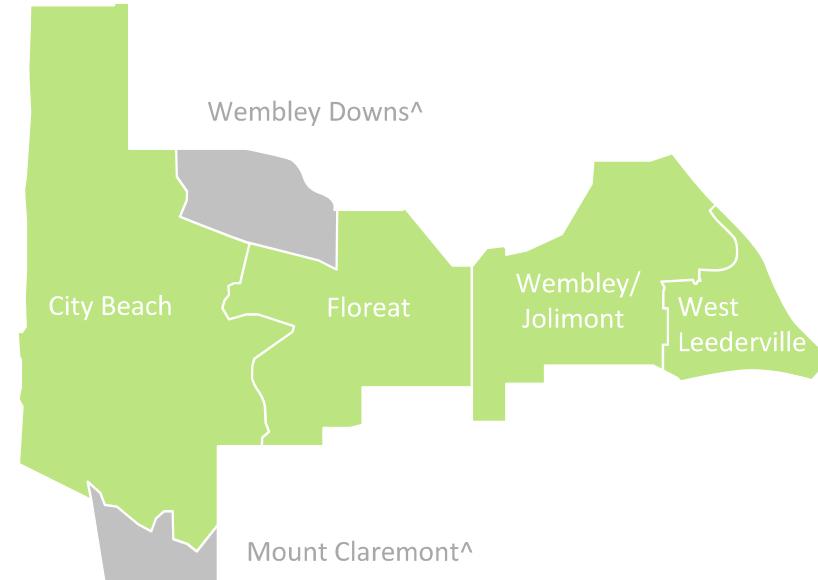
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 45 |
| Industry High | 63 |
| Industry Average | 46 |

Geographical and community variances

Performance Index Score



- Excellent range: 100 ± 12.5 index pts
- Good range: 75 ± 12.5 index pts
- Okay range: 50 ± 12.5 index pts
- Poor range: 25 ± 12.5 index pts
- Terrible range: 0 ± 12.5 index pts

Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 47 | Male | 43 | 0-4 years | 48 |
| Floreat | 42 | Female | 46 | 5-11 years | 43 |
| Wembley / Jolimont | 46 | | | 12-17 years | 41 |
| West Leederville | 44 | | | 18+ years | 47 |

Home ownership

| | | | | | |
|-----------------|----|-------------|----|----------------------|----|
| Homeowner | 44 | 50-64 years | 45 | Disability & culture | |
| Renting / other | 47 | 65+ years | 45 | Disability | 41 |
| | | | | LOTE | 51 |
| | | | | Born overseas | 47 |

Age

| | | | |
|-------------|----|----------------------|----|
| 18-34 years | 45 | Disability & culture | |
| 35-49 years | 44 | Disability | 41 |
| 50-64 years | 45 | LOTE | 51 |
| 65+ years | 45 | Born overseas | 47 |

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

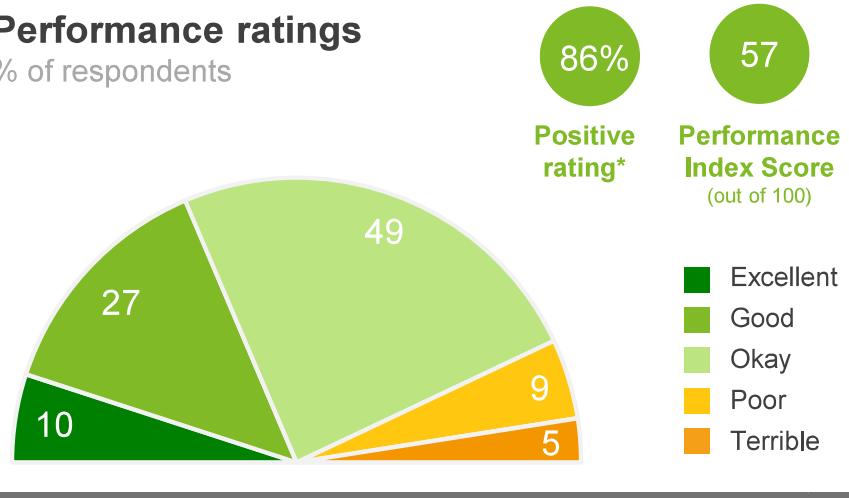
Base: All respondents, excludes 'unsure' and 'no response' (n = 596). * Positive Rating = excellent, good + okay

[^] Small sample size

Volunteer support services

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

58

57

2022

2025

MARKYT Industry Standards

Performance Index Score



Town of Cambridge

57

Industry High

69

Industry Average

59

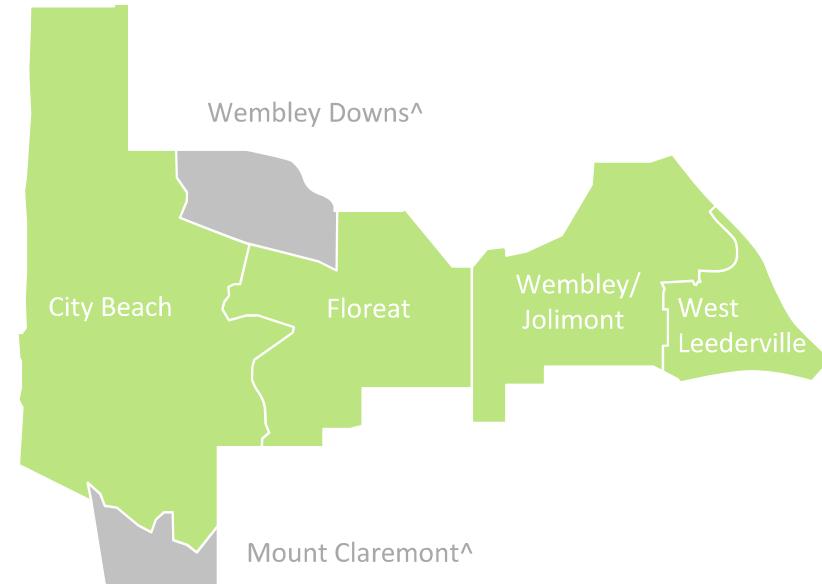
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 299). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

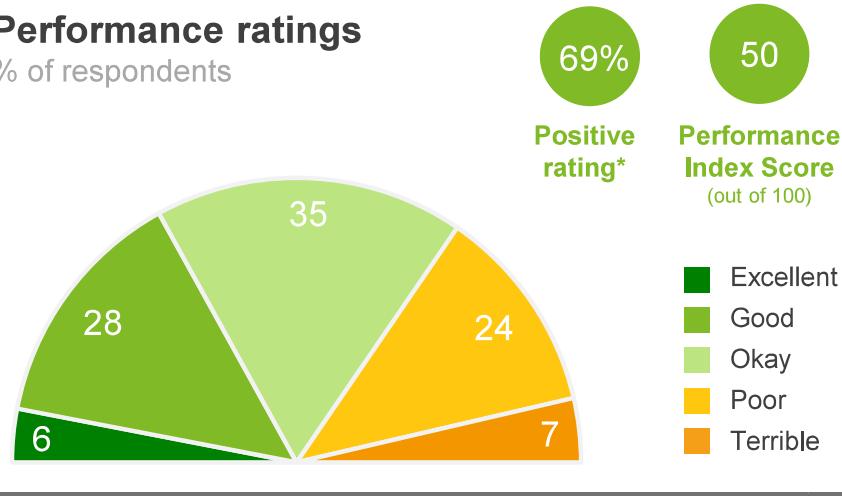
| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 61 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | |
| West Leederville | | |

Public health education and wellbeing programs

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 50 |
| Industry High | 68 |
| Industry Average | 54 |

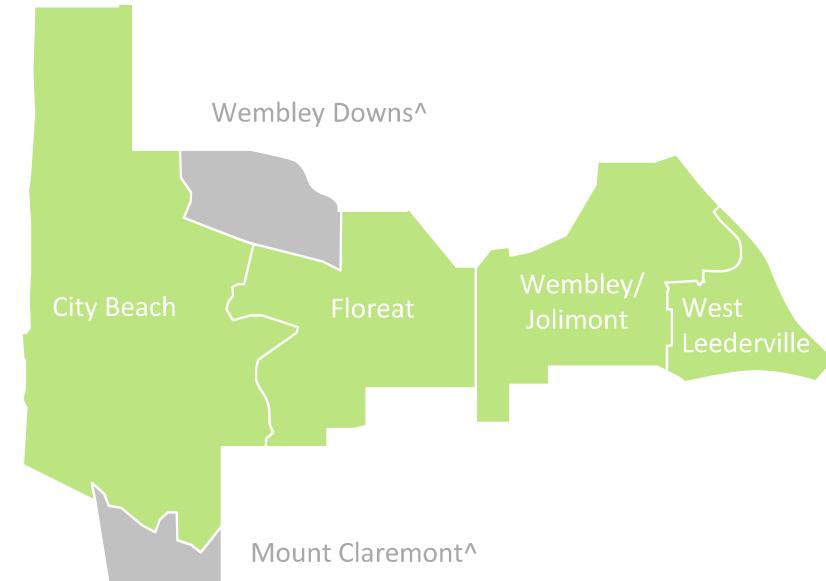
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 358). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| | City Beach | 54 | Male | 54 | 0-4 years | 46 |
|--|--------------------|----|--------|----|-------------|----|
| | Floreat | 53 | Female | 48 | 5-11 years | 49 |
| | Wembley / Jolimont | 51 | | | 12-17 years | 55 |
| | West Leederville | 42 | | | 18+ years | 54 |

Home ownership

| | Homeowner | 50 | 50-64 years | 50 | Disability & culture |
|--|-----------------|----|-------------|----|--|
| | Renting / other | 58 | 65+ years | 54 | Disability 45 LOTE 57 Born overseas 54 |

Age

| | 18-34 years | 51 | Disability & culture |
|--|-------------|----|----------------------|
| | 35-49 years | 47 | Disability 45 |
| | 50-64 years | 50 | LOTE 57 |
| | 65+ years | 54 | Born overseas 54 |

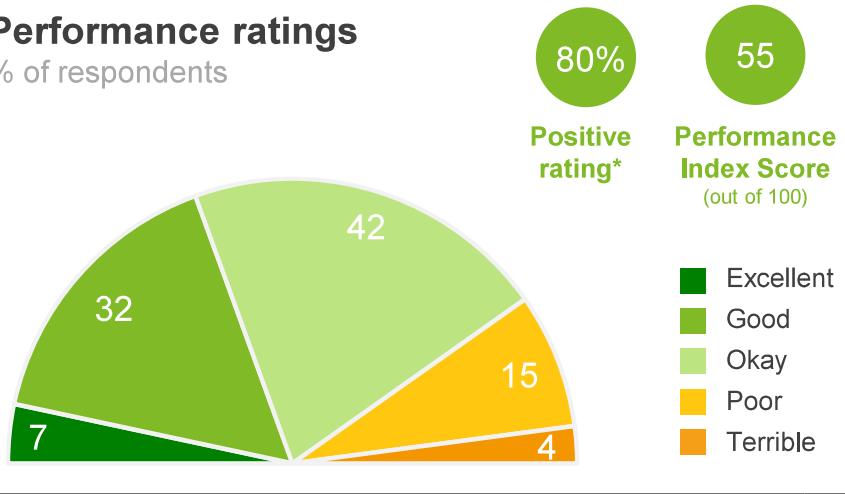
Advocacy and support

for services delivered by the Australian Government, State Government,
private industry and non-governmental organisations

Safety and crime prevention

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

54

55

2022

2025

MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 55 |
| Industry High | 66 |
| Industry Average | 46 |

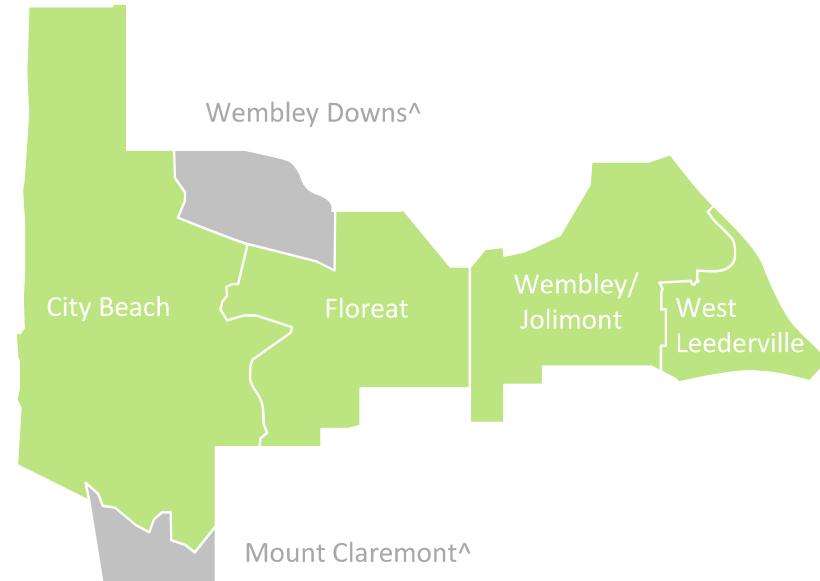
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 609). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

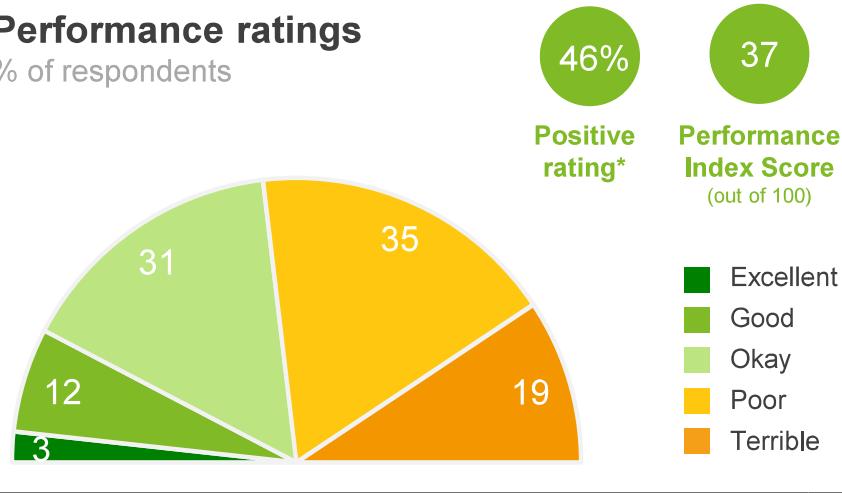
| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|------------|-----------------|--------|------------|----------------------|-----------|------------|-------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 56 | 55 | 56 | 56 | 55 | 63 | 55 | 56 |
| Floreat | 56 | 56 | 56 | 56 | 54 | 55 | 55 | 56 |
| Wembley / Jolimont | 57 | 57 | 57 | 57 | 57 | 56 | 56 | 56 |
| West Leederville | 51 | 51 | 51 | 51 | 51 | 55 | 55 | 55 |
| Home ownership | Age | 18-34 years | | Disability | culture | 18+ years | | |
| | | 54 | 54 | | | 53 | 53 | 53 |
| Homeowner | 54 | 54 | 54 | 54 | 54 | 54 | 54 | 54 |
| Renting / other | 64 | 64 | 64 | 64 | 64 | 60 | 60 | 60 |
| Born overseas | Disability | 52 | 52 | 57 | 57 | 57 | | |
| | | 52 | 52 | 52 | 52 | 57 | 57 | 57 |
| | | 54 | 54 | 54 | 54 | 57 | 57 | 57 |

Housing

affordable and social housing, homelessness, crisis accommodation etc.

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

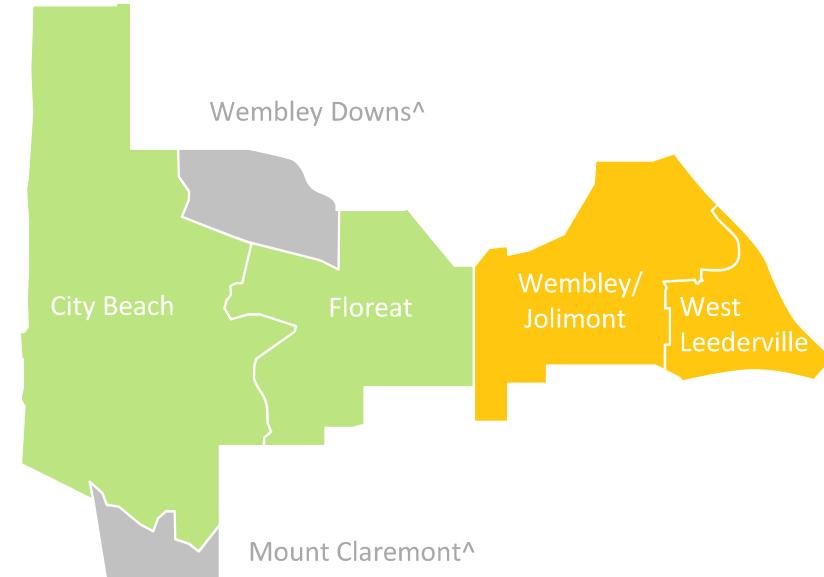
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 37 |
| Industry High | 64 |
| Industry Average | 44 |

Geographical and community variances

Performance Index Score



- Excellent range: 100 ± 12.5 index pts
- Good range: 75 ± 12.5 index pts
- Okay range: 50 ± 12.5 index pts
- Poor range: 25 ± 12.5 index pts
- Terrible range: 0 ± 12.5 index pts

Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 37 |
| Floreat | Female | 36 |
| Wembley / Jolimont | | 0-4 years 37 |
| West Leederville | | 5-11 years 36 |
| | | 12-17 years 37 |
| | | 18+ years 38 |
| | | No children 35 |

Home ownership

| Home ownership | Age | Disability & culture |
|-----------------|-------------|----------------------|
| Homeowner | 18-34 years | 32 |
| Renting / other | 35-49 years | 37 |
| | 50-64 years | 42 |
| | 65+ years | 35 |

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

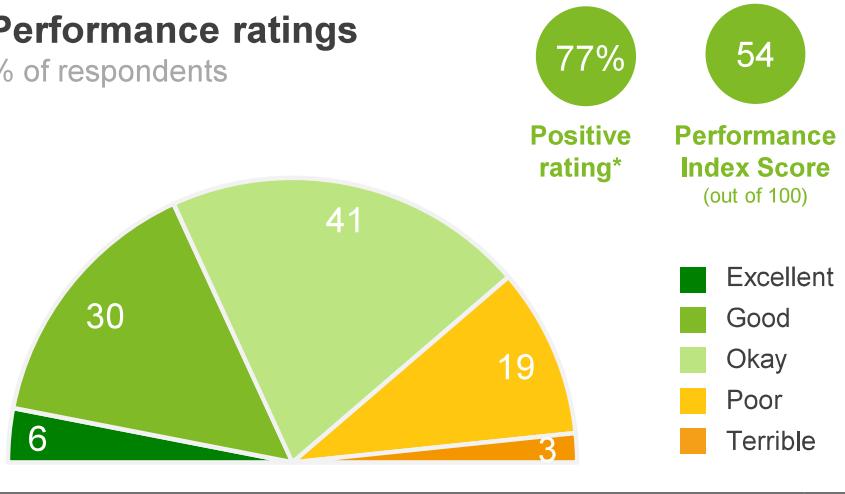
Base: All respondents, excludes 'unsure' and 'no response' (n = 439). * Positive Rating = excellent, good + okay

[^] Small sample size

Aged care and accommodation

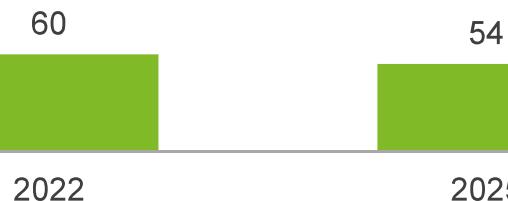
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 54 |
| Industry High | 63 |
| Industry Average | 49 |

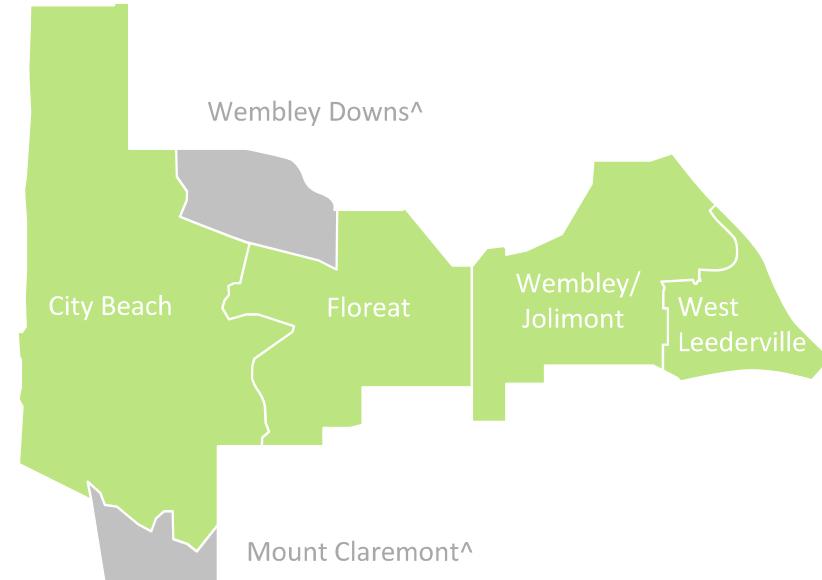
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 364). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



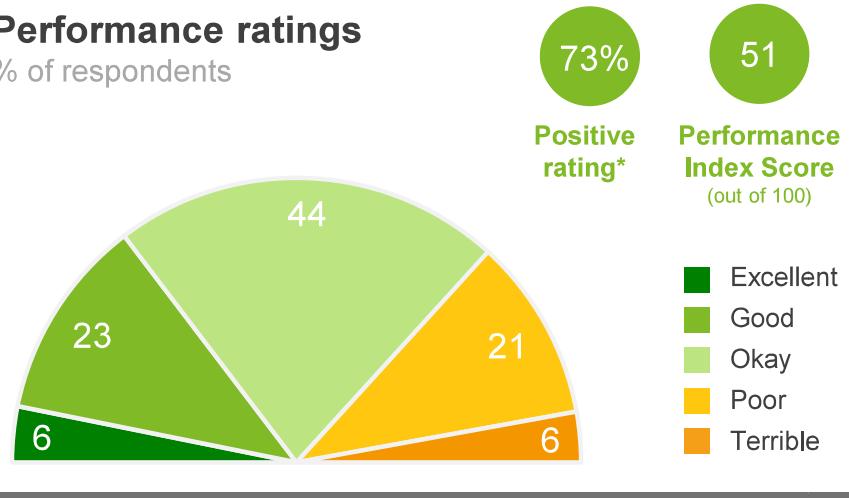
- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Home ownership | Disability & culture | | | |
|--------------------|--------|-----------------|--------|-------------|----------------|----------------------|-----------|------------|-------------|
| | | Male | Female | | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 57 | 55 | 53 | 18-34 years | 60 | Disability | 67 | 58 | 56 |
| Floreat | 52 | 56 | 56 | 35-49 years | 54 | LOTE | 50 | 50 | 52 |
| Wembley / Jolimont | 51 | 55 | 55 | 50-64 years | 59 | Born overseas | 44 | 48 | 56 |
| West Leederville | 56 | 48 | 54 | 65+ years | 54 | Disability | 63 | 54 | 50 |
| | | | | | | LOTE | 54 | | |

Multicultural support services and events

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

53

51

2022

2025

MARKYT Industry Standards

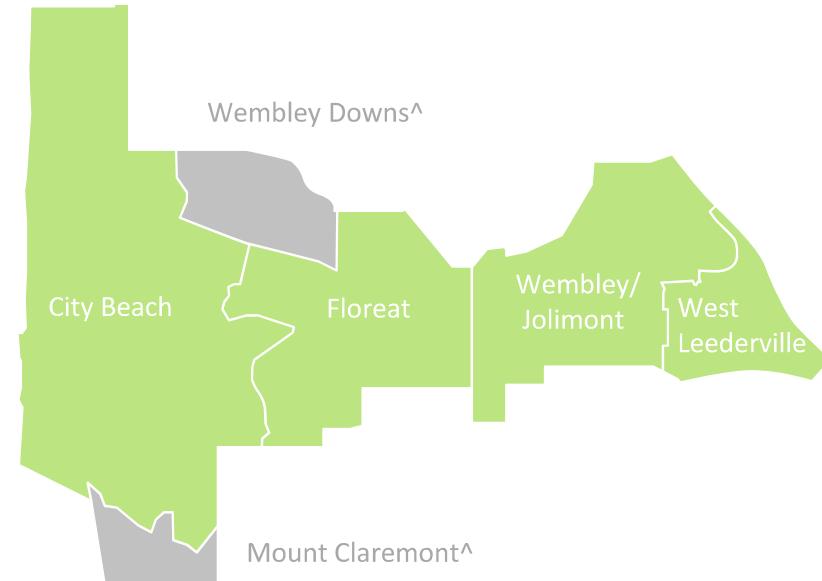
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 51 |
| Industry High | 71 |
| Industry Average | 60 |

Geographical and community variances

Performance Index Score



- Excellent range
100 ± 12.5 index pts
- Good range
75 ± 12.5 index pts
- Okay range
50 ± 12.5 index pts
- Poor range
25 ± 12.5 index pts
- Terrible range
0 ± 12.5 index pts

Location

| Location | Gender | Age of children | | | |
|--------------------|--------|-----------------|----|-------------|----|
| City Beach | 55 | Male | 54 | 0-4 years | 46 |
| Floreat | 49 | Female | 49 | 5-11 years | 53 |
| Wembley / Jolimont | 50 | | | 12-17 years | 57 |
| West Leederville | 50 | | | 18+ years | 54 |

Home ownership

| Home ownership | Age | Disability & culture | |
|-----------------|-------------|----------------------|----|
| Homeowner | 18-34 years | Disability | 41 |
| Renting / other | 35-49 years | LOTE | 50 |
| | 50-64 years | Born overseas | 49 |
| | 65+ years | | |

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

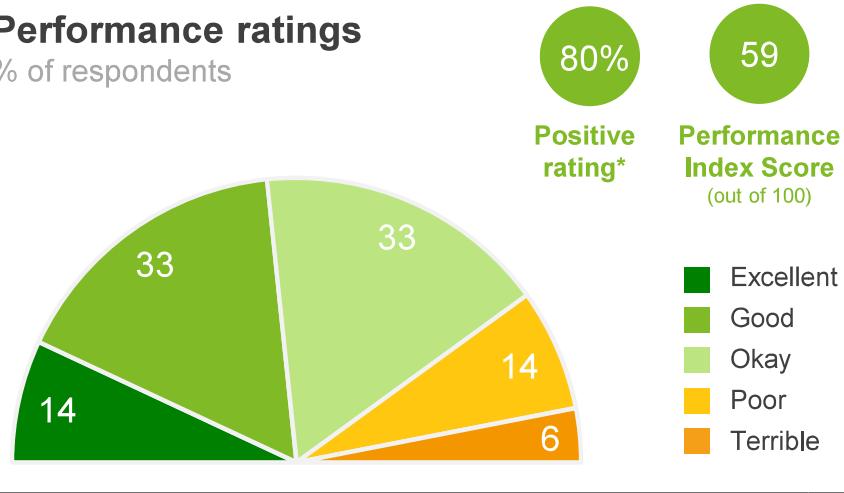
Base: All respondents, excludes 'unsure' and 'no response' (n = 324). * Positive Rating = excellent, good + okay

[^] Small sample size

Public transport

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 59 |
| Industry High | 80 |
| Industry Average | 48 |

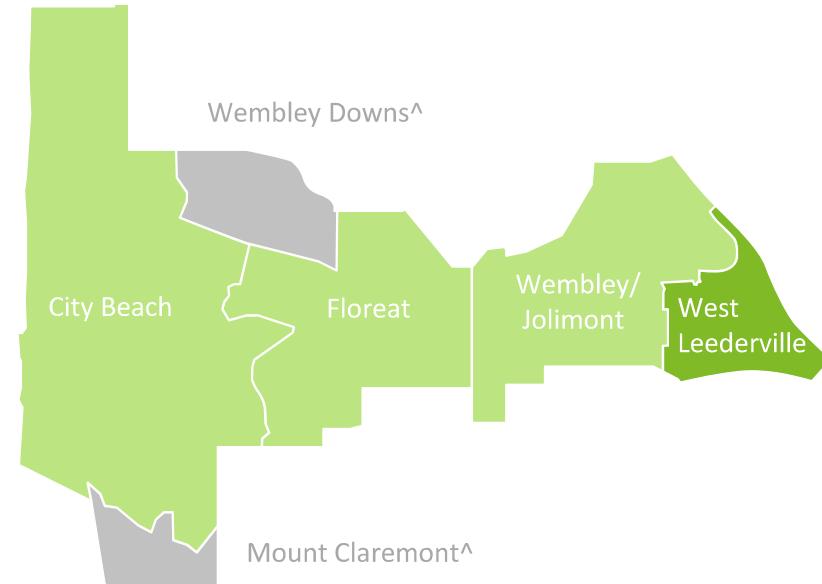
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 660). * Positive Rating = excellent, good + okay

[^] Small sample size

Geographical and community variances

Performance Index Score



Location

| Location | Gender | Age of children | | |
|--------------------|--------|-----------------|----|----------------|
| City Beach | 47 | Male | 61 | 0-4 years 54 |
| Floreat | 57 | Female | 57 | 5-11 years 58 |
| Wembley / Jolimont | 60 | | | 12-17 years 56 |
| West Leederville | 71 | | | 18+ years 57 |

Age

| Age | Disability & culture |
|-------------|----------------------|
| 18-34 years | Disability 54 |
| 35-49 years | LOTE 60 |
| 50-64 years | Born overseas 60 |
| 65+ years | |

Home ownership

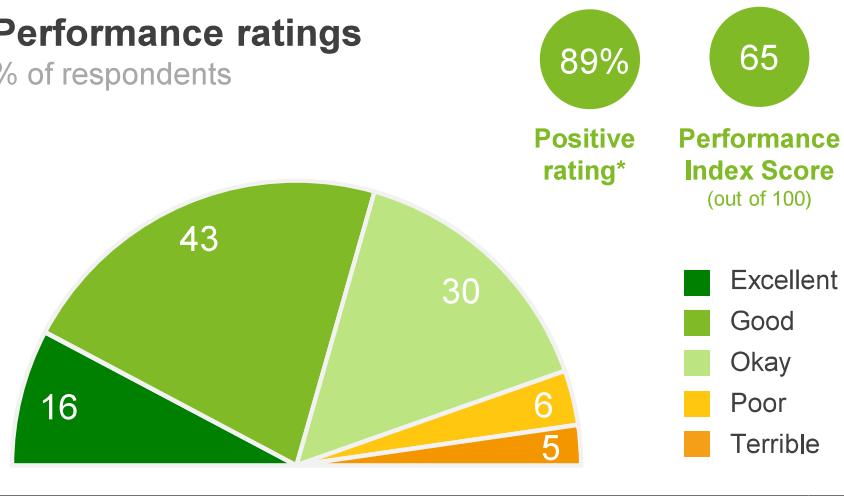
| Home ownership | Disability & culture |
|-----------------|----------------------|
| Homeowner | Disability 54 |
| Renting / other | LOTE 60 |

Environmental management and conservation

nature reserves, coastline etc.

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

56

65

2022

2025

MARKYT Industry Standards

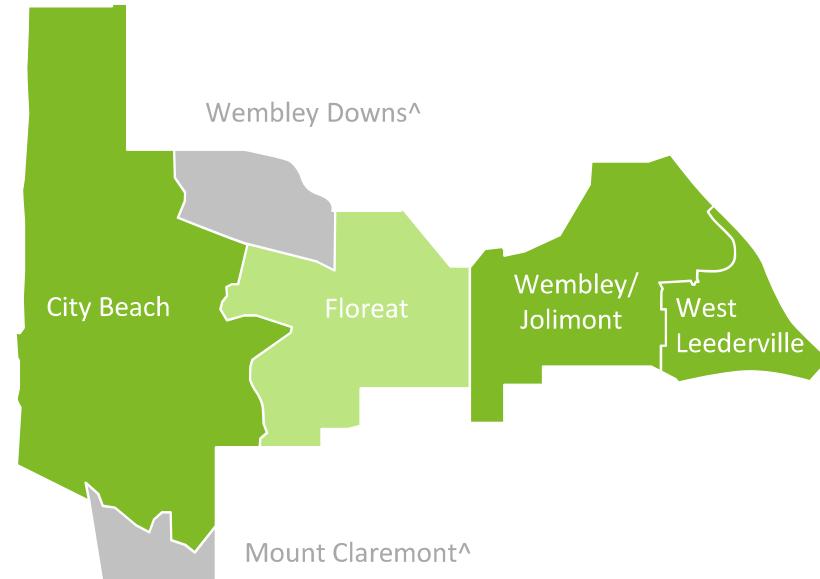
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 65 |
| Industry High | 67 |
| Industry Average | 52 |

Geographical and community variances

Performance Index Score



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 65 | Male | 65 | 0-4 years | 69 |
| Floreat | 62 | Female | 65 | 5-11 years | 67 |
| Wembley / Jolimont | 66 | | | 12-17 years | 65 |
| West Leederville | 65 | | | 18+ years | 64 |

Home ownership

| | | | | | |
|-----------------|----|-------------|----|----------------------|----|
| Homeowner | 64 | 50-64 years | 63 | Disability & culture | |
| Renting / other | 73 | 65+ years | 62 | Disability | 64 |
| | | | | LOTE | 69 |
| | | | | Born overseas | 67 |

| Age | 18-34 years | 71 |
|-----|-------------|----|
| | 35-49 years | 65 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 651). * Positive Rating = excellent, good + okay

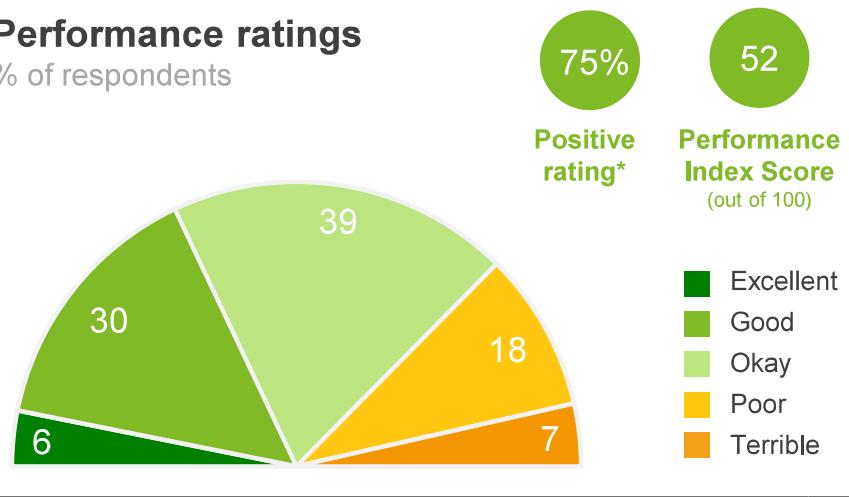
^ Small sample size

Climate action

promoting sustainable practices to combat climate change and its impacts

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

50

2022

52

2025

MARKYT Industry Standards

Performance Index Score



Town of Cambridge

52

Industry High

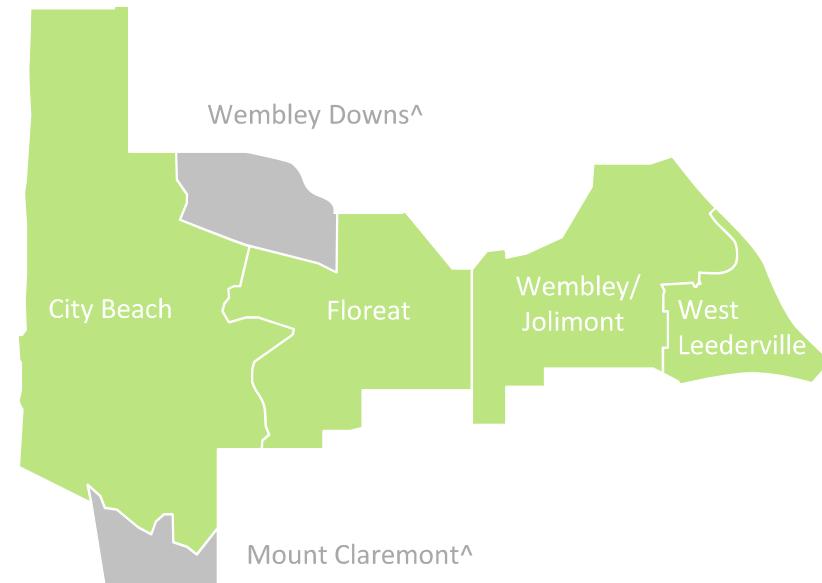
68

Industry Average

49

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

Location

| Location | Gender | Age of children |
|--------------------|--------|-----------------|
| City Beach | Male | 52 |
| Floreat | Female | 53 |
| Wembley / Jolimont | | 56 |
| West Leederville | | 55 |

Home ownership

| Home ownership | Age | Disability & culture |
|-----------------|-------------|----------------------|
| Homeowner | 18-34 years | 55 |
| Renting / other | 35-49 years | 51 |
| | 50-64 years | 53 |
| | 65+ years | 51 |

Age

| Age | Disability & culture |
|-------------|----------------------|
| 18-34 years | 55 |
| 35-49 years | 51 |
| 50-64 years | 53 |
| 65+ years | 51 |

| Disability & culture | |
|----------------------|----|
| Disability | 52 |
| LOTE | 64 |
| Born overseas | 50 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 475). * Positive Rating = excellent, good + okay

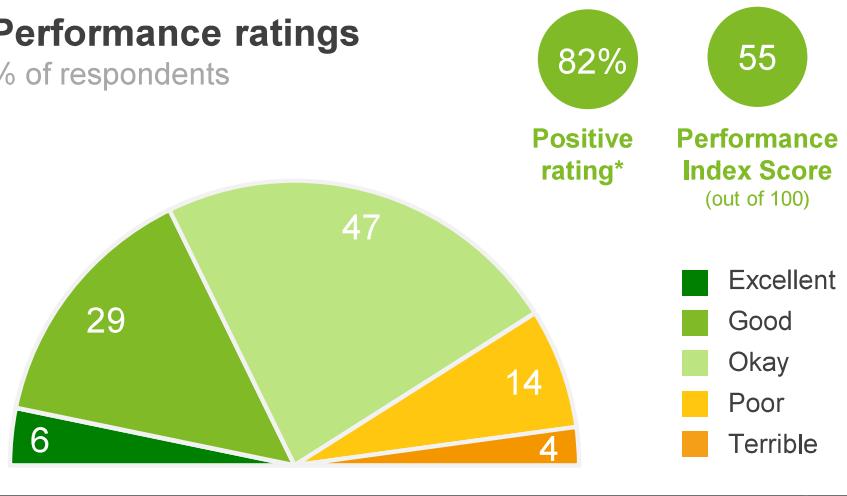
[^] Small sample size

Emergency management

natural disaster education, prevention, and recovery

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

54

2022

55

2025

MARKYT Industry Standards

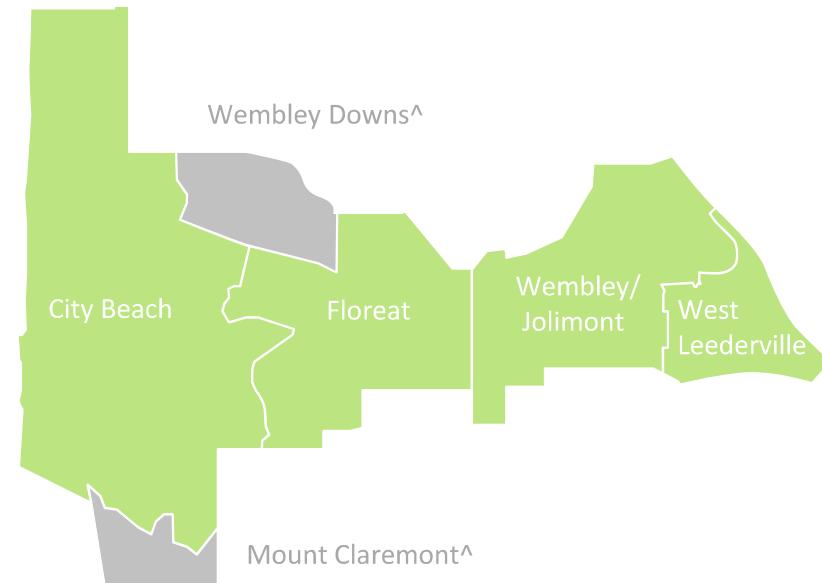
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 55 |
| Industry High | 67 |
| Industry Average | 55 |

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | | Disability & culture |
|--------------------|--------|-----------------|--------|----------------------|
| | | Male | Female | |
| City Beach | 58 | 58 | 58 | 0-4 years 58 |
| Floreat | 56 | 53 | 53 | 5-11 years 52 |
| Wembley / Jolimont | 55 | | | 12-17 years 54 |
| West Leederville | 49 | | | 18+ years 59 |
| | | | | No children 55 |
| Home ownership | Age | Age | | Disability & culture |
| | | 18-34 years | 59 | |
| Homeowner | 54 | 35-49 years | 53 | Disability 46 |
| Renting / other | 61 | 50-64 years | 56 | LOTE 68 |
| | | 65+ years | 54 | Born overseas 60 |

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

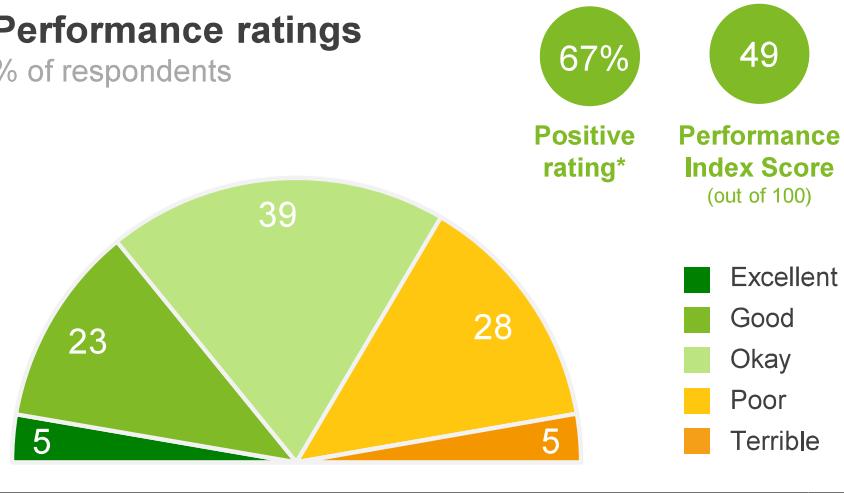
Base: All respondents, excludes 'unsure' and 'no response' (n = 282). * Positive Rating = excellent, good + okay

[^] Small sample size

Economic development and job creation

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

49

49

2022

2025

MARKYT Industry Standards

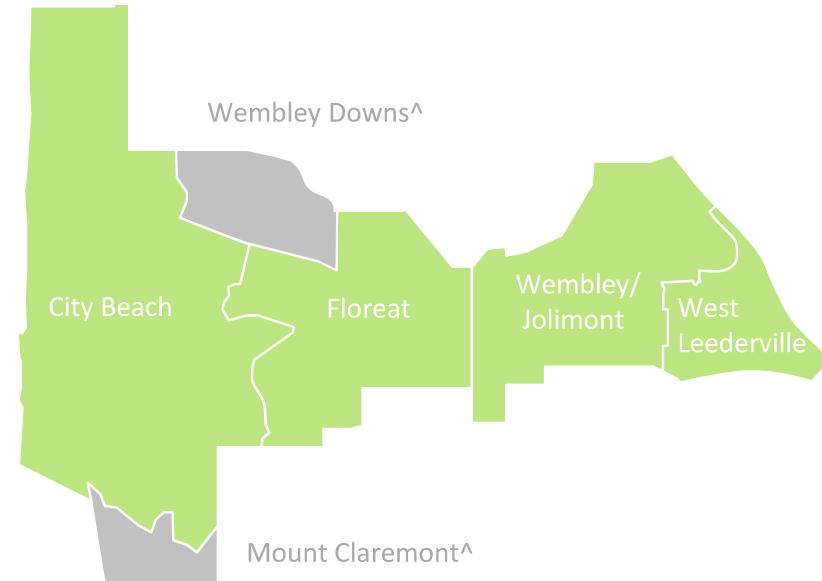
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 49 |
| Industry High | 59 |
| Industry Average | 43 |

Geographical and community variances

Performance Index Score



- Excellent range 100 ± 12.5 index pts
- Good range 75 ± 12.5 index pts
- Okay range 50 ± 12.5 index pts
- Poor range 25 ± 12.5 index pts
- Terrible range 0 ± 12.5 index pts

| Location | Gender | Age of children | | Age | Disability & culture | | | |
|--------------------|-----------------|-----------------|--------|-------------|----------------------|------------|------------|---------------|
| | | Male | Female | | | 0-4 years | 5-11 years | 12-17 years |
| City Beach | 52 | 49 | 50 | 18-34 years | 53 | 51 | 51 | 51 |
| Floreat | 44 | 48 | 46 | 35-49 years | 48 | 51 | 51 | 51 |
| Wembley / Jolimont | 50 | 49 | 49 | 50-64 years | 46 | 51 | 51 | 51 |
| West Leederville | 49 | 49 | 49 | 65+ years | 49 | 51 | 51 | 51 |
| Home ownership | | | | Age | | Disability | LOTE | Born overseas |
| | Homeowner | 47 | 47 | 18-34 years | 53 | 43 | 50 | 49 |
| | Renting / other | 58 | 58 | 35-49 years | 48 | | | |

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

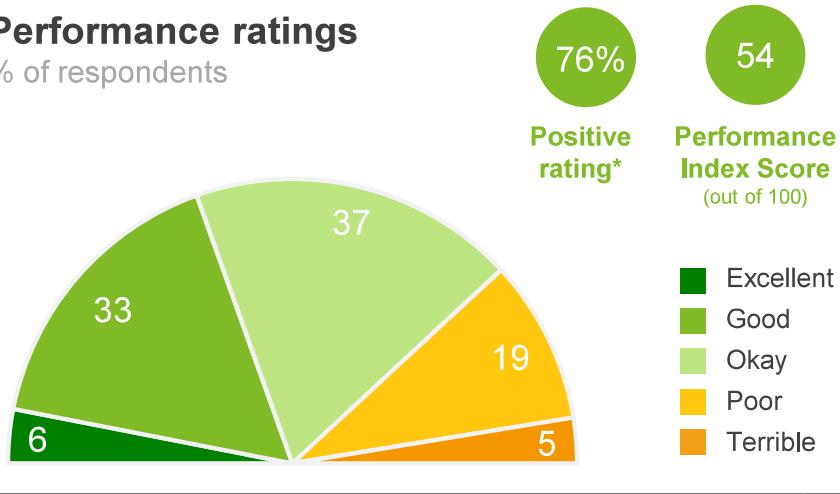
Base: All respondents, excludes 'unsure' and 'no response' (n = 310). * Positive Rating = excellent, good + okay

[^] Small sample size

Education and life-long learning opportunities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score

54

54

2022

2025

MARKYT Industry Standards

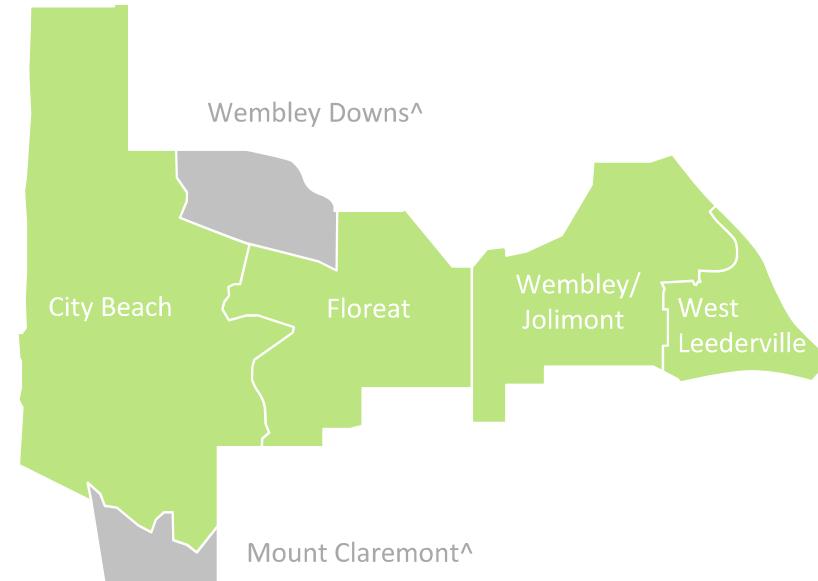
Performance Index Score



| | |
|-------------------|----|
| Town of Cambridge | 54 |
| Industry High | 65 |
| Industry Average | 49 |

Geographical and community variances

Performance Index Score



Location

| | | | | | |
|--------------------|----|--------|----|-------------|----|
| City Beach | 53 | Male | 55 | 0-4 years | 57 |
| Floreat | 56 | Female | 53 | 5-11 years | 55 |
| Wembley / Jolimont | 57 | | | 12-17 years | 57 |
| West Leederville | 48 | | | 18+ years | 56 |

Gender

| | | | |
|--------|----|-------------|----|
| Male | 55 | 0-4 years | 57 |
| Female | 53 | 5-11 years | 55 |
| | | 12-17 years | 57 |
| | | 18+ years | 56 |

Age of children

| | |
|-------------|----|
| No children | 52 |
| 0-4 years | 57 |
| 5-11 years | 55 |
| 12-17 years | 57 |
| 18+ years | 56 |

Home ownership

| | | | | | |
|-----------------|----|-------------|----|----------------------|----|
| Homeowner | 53 | 50-64 years | 51 | Disability & culture | |
| Renting / other | 62 | 65+ years | 52 | Disability | 47 |
| | | | | LOTE | 65 |
| | | | | Born overseas | 55 |

Age

| | |
|-------------|----|
| 18-34 years | 61 |
| 35-49 years | 54 |
| 50-64 years | 51 |
| 65+ years | 52 |

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 344). * Positive Rating = excellent, good + okay

[^] Small sample size

Overview of Community Variances

Summary of community variances

| | Total | Male | Female | No children | Have child 0-4 | Have child 5-11 | Have child 12-17 | Have child 18+ | 18-34 years | 35-49 years | 50-64 years | 65+ years | Disability | LOTE | Born Overseas | Homeowner | Renting / other | City Beach | Floreat | Wembley / Jolimont | West Leederville |
|---|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-------------|-----------|------------|------|---------------|-----------|-----------------|------------|---------|--------------------|------------------|
| OVERALL | | | | | | | | | | | | | | | | | | | | | |
| Place to live | 85 | 85 | 85 | 85 | 79 | 85 | 87 | 87 | 78 | 86 | 87 | 87 | 84 | 82 | 83 | 85 | 81 | 88 | 86 | 82 | 83 |
| Place to work | 74 | 72 | 77 | 74 | 74 | 72 | 72 | 79 | 73 | 70 | 76 | 78 | 75 | 68 | 73 | 74 | 71 | 76 | 73 | 71 | 77 |
| Place to own or operate a business | 67 | 67 | 68 | 67 | 61 | 66 | 65 | 68 | 63 | 67 | 67 | 71 | 55 | 63 | 67 | 67 | 64 | 68 | 65 | 67 | 67 |
| Place to visit | 79 | 78 | 80 | 81 | 80 | 81 | 77 | 79 | 75 | 79 | 81 | 81 | 77 | 87 | 80 | 80 | 73 | 84 | 81 | 74 | 80 |
| GOVERNANCE | | | | | | | | | | | | | | | | | | | | | |
| Governing organisation | 50 | 50 | 51 | 52 | 48 | 46 | 47 | 49 | 54 | 49 | 48 | 52 | 48 | 57 | 51 | 49 | 60 | 51 | 50 | 49 | 50 |
| Council's leadership | 43 | 41 | 44 | 44 | 36 | 39 | 43 | 43 | 45 | 41 | 40 | 46 | 38 | 50 | 44 | 41 | 54 | 44 | 41 | 40 | 47 |
| Financial management | 47 | 48 | 48 | 50 | 45 | 46 | 43 | 47 | 46 | 46 | 45 | 51 | 45 | 61 | 51 | 46 | 52 | 52 | 47 | 44 | 47 |
| Communication | 51 | 52 | 51 | 53 | 46 | 48 | 53 | 52 | 55 | 48 | 52 | 51 | 50 | 67 | 55 | 50 | 60 | 54 | 53 | 48 | 50 |
| Community engagement | 45 | 45 | 46 | 48 | 43 | 40 | 43 | 45 | 47 | 44 | 45 | 46 | 41 | 63 | 47 | 45 | 49 | 50 | 47 | 42 | 44 |
| Customer service | 54 | 56 | 53 | 55 | 57 | 52 | 53 | 56 | 49 | 55 | 56 | 56 | 56 | 71 | 59 | 54 | 55 | 57 | 59 | 53 | 46 |
| Innovation and technology | 49 | 49 | 49 | 50 | 46 | 49 | 47 | 50 | 52 | 44 | 49 | 52 | 44 | 55 | 47 | 48 | 56 | 53 | 46 | 48 | 50 |
| SENTIMENT (% agree) | | | | | | | | | | | | | | | | | | | | | |
| Developed and communicated a clear vision | 20 | 23 | 18 | 20 | 20 | 20 | 20 | 20 | 20 | 25 | 23 | 20 | 20 | 31 | 20 | 20 | 21 | 24 | 18 | 17 | 24 |
| Good understanding of community needs | 17 | 18 | 17 | 10 | 21 | 20 | 17 | 18 | 13 | 18 | 19 | 22 | 17 | 26 | 17 | 18 | 12 | 25 | 16 | 15 | 16 |

Summary of community variances

| | Total | Male | Female | No children | Have child 0-4 | Have child 5-11 | Have child 12-17 | Have child 18+ | 18-34 years | 35-49 years | 50-64 years | 65+ years | Disability | LOTE | Born Overseas | Homeowner | Renting / other | City Beach | Floreat | Wembley / Jolimont | West Leederville |
|-------------------------------------|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-------------|-----------|------------|------|---------------|-----------|-----------------|------------|---------|--------------------|------------------|
| ASSET MANAGEMENT | | | | | | | | | | | | | | | | | | | | | |
| Roads | 56 | 57 | 56 | 58 | 54 | 50 | 59 | 58 | 54 | 55 | 58 | 59 | 52 | 63 | 59 | 57 | 55 | 67 | 67 | 44 | 53 |
| Parking | 54 | 56 | 53 | 53 | 50 | 57 | 59 | 56 | 49 | 58 | 56 | 52 | 46 | 65 | 57 | 54 | 54 | 63 | 64 | 50 | 40 |
| Footpaths, trails and cycleways | 61 | 62 | 60 | 60 | 54 | 56 | 65 | 63 | 65 | 58 | 62 | 58 | 56 | 63 | 61 | 60 | 65 | 65 | 64 | 57 | 58 |
| Lighting | 63 | 67 | 60 | 65 | 61 | 63 | 66 | 63 | 68 | 62 | 62 | 62 | 58 | 71 | 65 | 64 | 61 | 64 | 69 | 61 | 59 |
| Public buildings, halls and toilets | 62 | 63 | 62 | 63 | 62 | 63 | 63 | 63 | 63 | 63 | 62 | 62 | 55 | 65 | 63 | 62 | 63 | 63 | 60 | 63 | 62 |
| Parks, playgrounds and reserves | 71 | 72 | 69 | 71 | 69 | 74 | 73 | 71 | 75 | 71 | 68 | 68 | 70 | 77 | 74 | 69 | 78 | 69 | 70 | 73 | 69 |
| Streetscapes, trees and verges | 59 | 61 | 59 | 58 | 62 | 61 | 66 | 57 | 67 | 59 | 59 | 53 | 56 | 71 | 62 | 58 | 68 | 60 | 63 | 57 | 57 |
| Stormwater management and drainage | 63 | 66 | 60 | 63 | 70 | 66 | 64 | 59 | 71 | 64 | 59 | 60 | 61 | 74 | 64 | 62 | 67 | 63 | 62 | 66 | 60 |
| Beaches | 80 | 81 | 79 | 79 | 84 | 82 | 83 | 78 | 86 | 82 | 76 | 76 | 79 | 84 | 84 | 79 | 86 | 77 | 80 | 82 | 79 |
| COMPLIANCE | | | | | | | | | | | | | | | | | | | | | |
| Planning services and approvals | 39 | 40 | 39 | 42 | 33 | 27 | 39 | 42 | 47 | 35 | 39 | 39 | 35 | 41 | 41 | 38 | 48 | 39 | 41 | 37 | 41 |
| Character and identity | 50 | 52 | 48 | 51 | 55 | 47 | 50 | 45 | 60 | 49 | 46 | 45 | 43 | 58 | 50 | 49 | 58 | 48 | 50 | 49 | 54 |
| Heritage services | 53 | 55 | 52 | 54 | 59 | 55 | 52 | 50 | 61 | 53 | 50 | 51 | 53 | 64 | 55 | 51 | 66 | 54 | 51 | 52 | 58 |
| Universal access and inclusion | 59 | 64 | 54 | 59 | 55 | 61 | 66 | 58 | 63 | 60 | 57 | 56 | 48 | 74 | 61 | 59 | 58 | 62 | 61 | 57 | 57 |
| Ranger services / animal management | 59 | 59 | 59 | 62 | 55 | 55 | 60 | 59 | 64 | 55 | 60 | 58 | 53 | 59 | 62 | 58 | 69 | 59 | 62 | 59 | 57 |
| Waste management | 62 | 62 | 62 | 64 | 57 | 62 | 61 | 59 | 61 | 60 | 60 | 67 | 57 | 64 | 61 | 61 | 68 | 62 | 60 | 60 | 65 |
| Environmental health (compliance) | 61 | 63 | 59 | 62 | 62 | 60 | 61 | 57 | 66 | 61 | 58 | 59 | 56 | 66 | 60 | 60 | 64 | 63 | 60 | 62 | 58 |

Summary of community variances

| | Total | Male | Female | No children | Have child 0-4 | Have child 5-11 | Have child 12-17 | Have child 18+ | 18-34 years | 35-49 years | 50-64 years | 65+ years | Disability | LOTE | Born Overseas | Homeowner | Renting / other | City Beach | Floreat | Wembley / Jolimont | West Leederville |
|--|-------|------|--------|-------------|----------------|-----------------|------------------|----------------|-------------|-------------|-------------|-----------|------------|------|---------------|-----------|-----------------|------------|---------|--------------------|------------------|
| DISCRETIONARY SERVICES | | | | | | | | | | | | | | | | | | | | | |
| Youth services and facilities | 53 | 61 | 48 | 58 | 43 | 54 | 50 | 50 | 56 | 51 | 53 | 54 | 37 | 68 | 55 | 53 | 57 | 55 | 57 | 51 | 49 |
| Family and children's services and facilities | 60 | 64 | 57 | 63 | 54 | 61 | 61 | 60 | 65 | 59 | 59 | 59 | 47 | 71 | 65 | 59 | 73 | 60 | 63 | 60 | 59 |
| Seniors' services and facilities | 60 | 63 | 58 | 61 | 63 | 59 | 59 | 59 | 67 | 58 | 61 | 58 | 49 | 69 | 64 | 60 | 65 | 60 | 63 | 59 | 61 |
| Reconciliation action | 58 | 61 | 57 | 58 | 64 | 64 | 61 | 54 | 66 | 54 | 56 | 57 | 55 | 68 | 60 | 57 | 65 | 62 | 55 | 57 | 59 |
| Sport and recreation | 70 | 70 | 70 | 72 | 67 | 68 | 68 | 70 | 66 | 71 | 71 | 72 | 64 | 78 | 72 | 70 | 68 | 71 | 72 | 71 | 64 |
| Library services and facilities | 75 | 72 | 76 | 76 | 76 | 75 | 73 | 75 | 74 | 73 | 74 | 77 | 77 | 68 | 76 | 75 | 75 | 74 | 80 | 73 | 71 |
| Art, culture and creative activities | 60 | 60 | 59 | 61 | 58 | 61 | 60 | 59 | 61 | 58 | 58 | 61 | 57 | 64 | 61 | 59 | 62 | 59 | 62 | 57 | 60 |
| Festivals, markets and community events | 59 | 60 | 59 | 60 | 61 | 62 | 59 | 59 | 62 | 60 | 56 | 58 | 60 | 63 | 60 | 58 | 65 | 55 | 58 | 61 | 60 |
| Town centre development and activation | 45 | 43 | 46 | 45 | 48 | 43 | 41 | 47 | 45 | 44 | 45 | 45 | 41 | 51 | 47 | 44 | 47 | 47 | 42 | 46 | 44 |
| Volunteer support services | 57 | 61 | 53 | 58 | 53 | 60 | 59 | 55 | 67 | 55 | 54 | 54 | 48 | 65 | 61 | 56 | 67 | 57 | 58 | 58 | 55 |
| Public health education and wellbeing programs | 50 | 54 | 48 | 50 | 46 | 49 | 55 | 54 | 51 | 47 | 50 | 54 | 45 | 57 | 54 | 50 | 58 | 54 | 53 | 51 | 42 |
| ADVOCACY AND SUPPORT | | | | | | | | | | | | | | | | | | | | | |
| Safety and crime prevention | 55 | 55 | 56 | 56 | 63 | 55 | 56 | 55 | 64 | 54 | 52 | 54 | 53 | 60 | 57 | 54 | 64 | 56 | 56 | 57 | 51 |
| Housing | 37 | 37 | 36 | 35 | 37 | 36 | 37 | 38 | 32 | 37 | 42 | 35 | 26 | 44 | 35 | 38 | 31 | 44 | 40 | 35 | 30 |
| Aged care and accommodation | 54 | 55 | 53 | 52 | 67 | 58 | 56 | 50 | 60 | 56 | 55 | 48 | 44 | 63 | 54 | 54 | 59 | 57 | 52 | 51 | 56 |
| Multicultural support services and events | 51 | 54 | 49 | 49 | 46 | 53 | 57 | 54 | 50 | 51 | 51 | 51 | 41 | 50 | 49 | 49 | 60 | 55 | 49 | 50 | 50 |
| Public transport | 59 | 61 | 57 | 61 | 54 | 58 | 56 | 57 | 58 | 57 | 58 | 62 | 54 | 60 | 60 | 59 | 55 | 47 | 57 | 60 | 71 |
| Environmental management and conservation | 65 | 65 | 65 | 65 | 69 | 67 | 65 | 64 | 71 | 65 | 63 | 62 | 64 | 69 | 67 | 64 | 73 | 65 | 62 | 66 | 65 |
| Climate action (sustainable practices) | 52 | 52 | 53 | 50 | 60 | 53 | 56 | 55 | 55 | 51 | 53 | 51 | 52 | 64 | 50 | 53 | 51 | 55 | 54 | 51 | 48 |
| Emergency / natural disaster management | 55 | 58 | 53 | 55 | 58 | 52 | 54 | 59 | 59 | 53 | 56 | 54 | 46 | 68 | 60 | 54 | 61 | 58 | 56 | 55 | 49 |
| Economic development and job creation | 49 | 49 | 50 | 48 | 51 | 51 | 51 | 51 | 53 | 48 | 46 | 49 | 43 | 50 | 49 | 47 | 58 | 52 | 44 | 50 | 49 |
| Education and life-long learning opportunities | 54 | 55 | 53 | 52 | 57 | 55 | 57 | 56 | 61 | 54 | 51 | 52 | 47 | 65 | 55 | 53 | 62 | 53 | 56 | 57 | 48 |

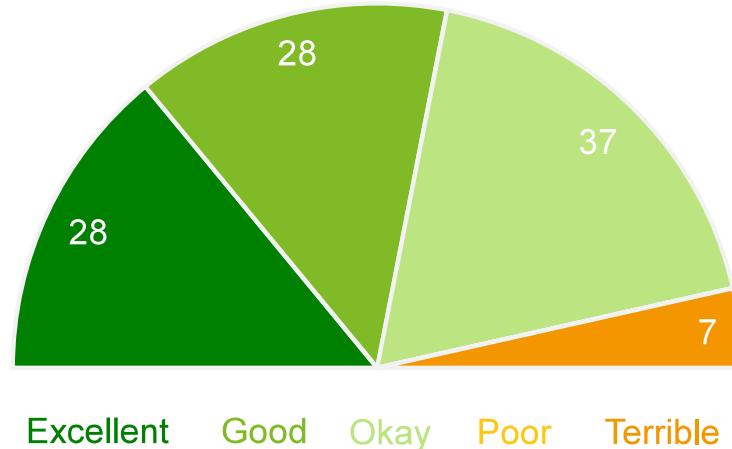
Local business views

Place to own or operate a business

Among local business owners and operators

Performance ratings

% of respondents



93%

68

Positive rating*

Performance Index Score
(out of 100)

MARKYT Industry Standards

Performance Index Score



Town of Cambridge 68

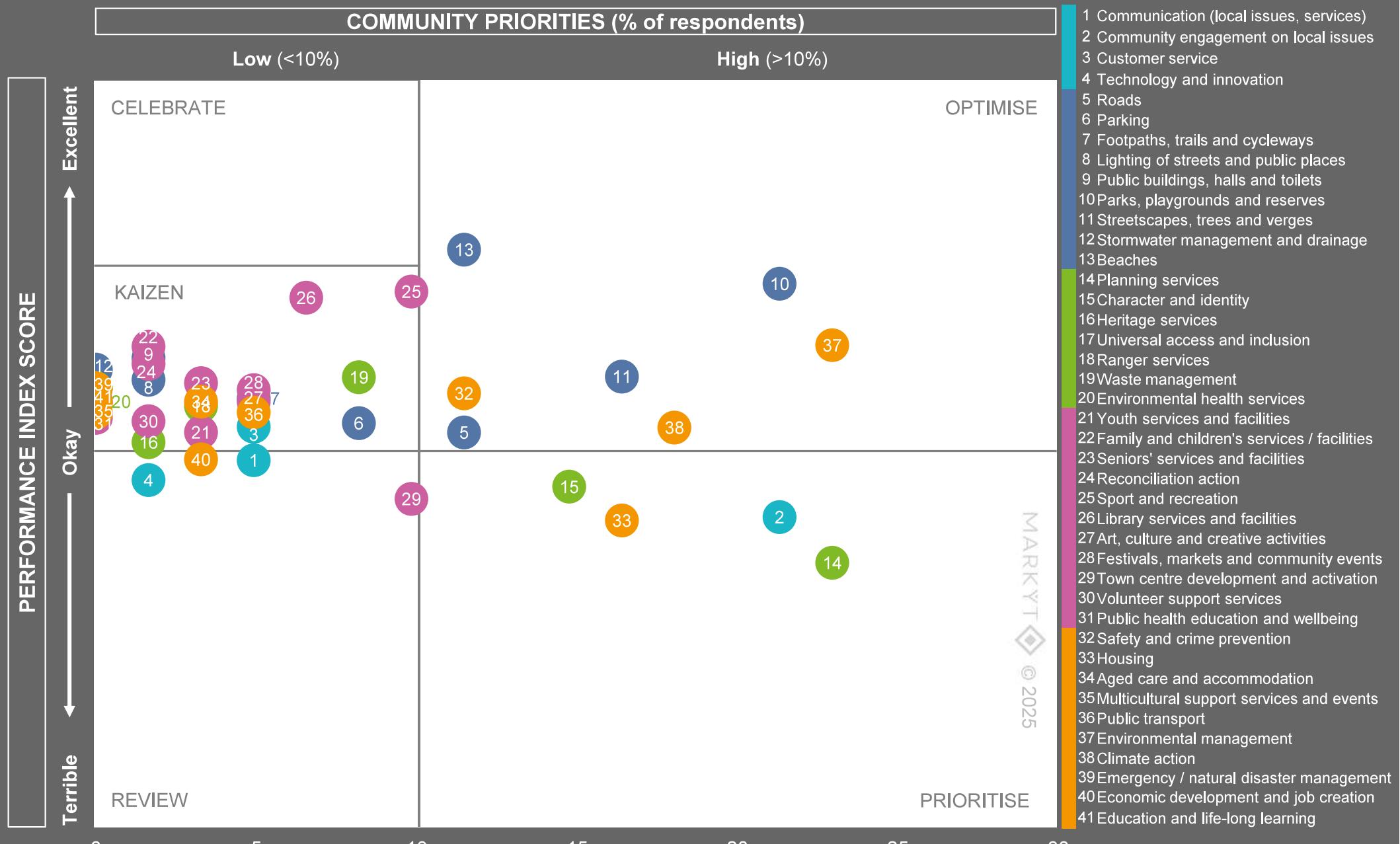
Industry High 71

Industry Average 61



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

Base: All respondents, excludes 'unsure' and 'no response' (n = 57). * Positive Rating = excellent, good + okay

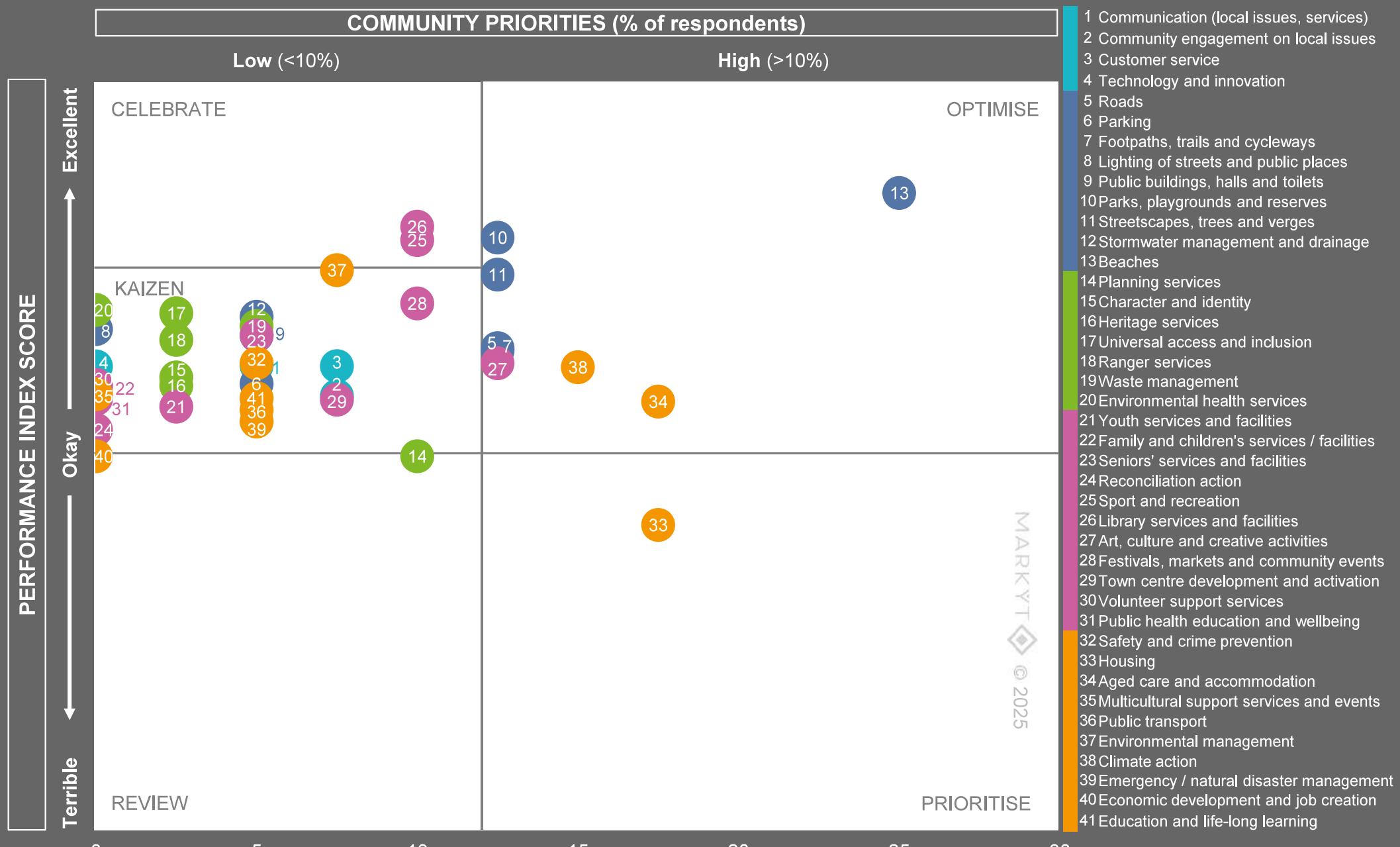


Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Over the next 10 years, which areas would you mostly like the Town of Cambridge to focus on improving?

Base: All respondents, excludes no response (n = 61)

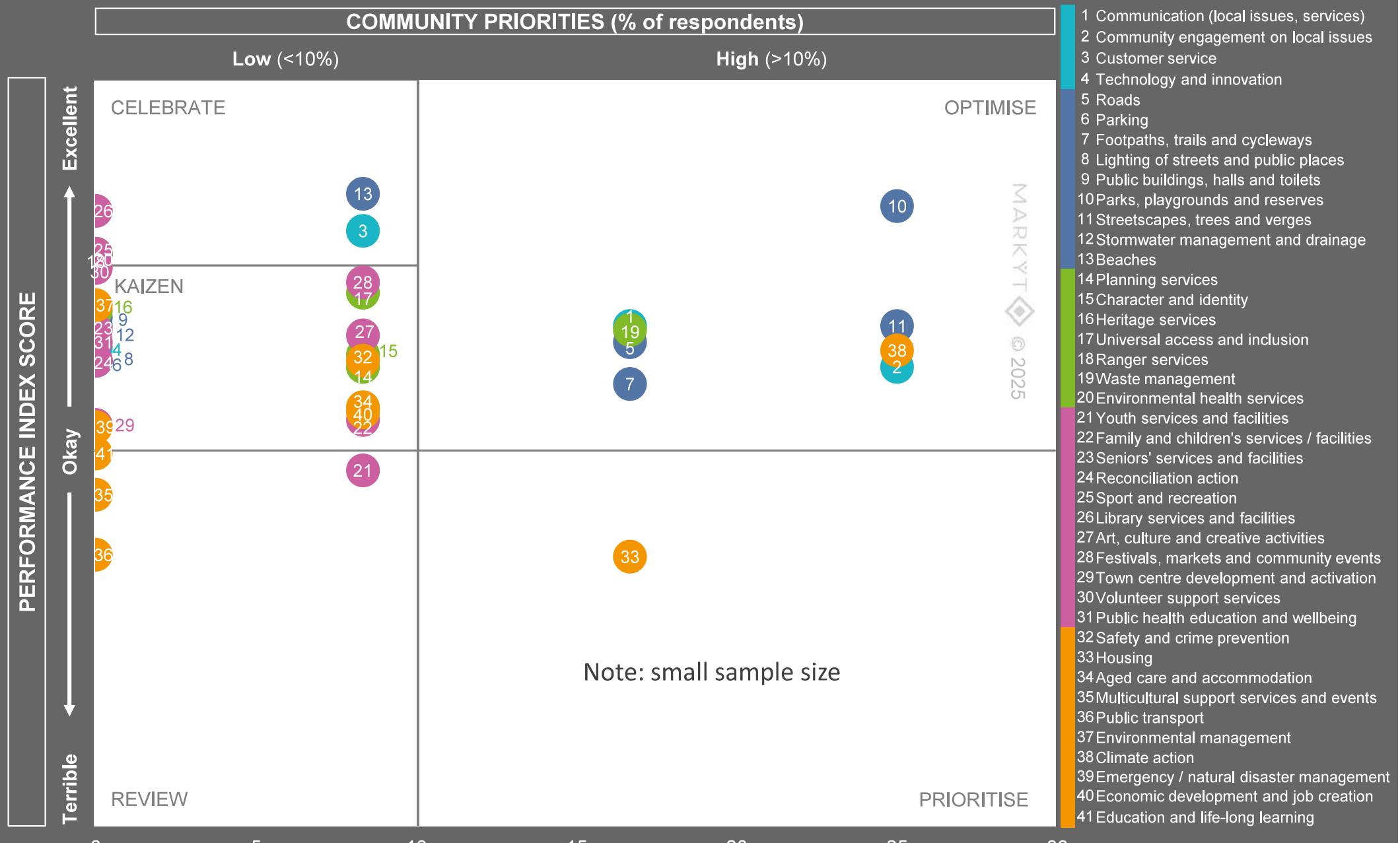
Other stakeholder views



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

Q. Over the next 10 years, which areas would you mostly like the Town of Cambridge to focus on improving?

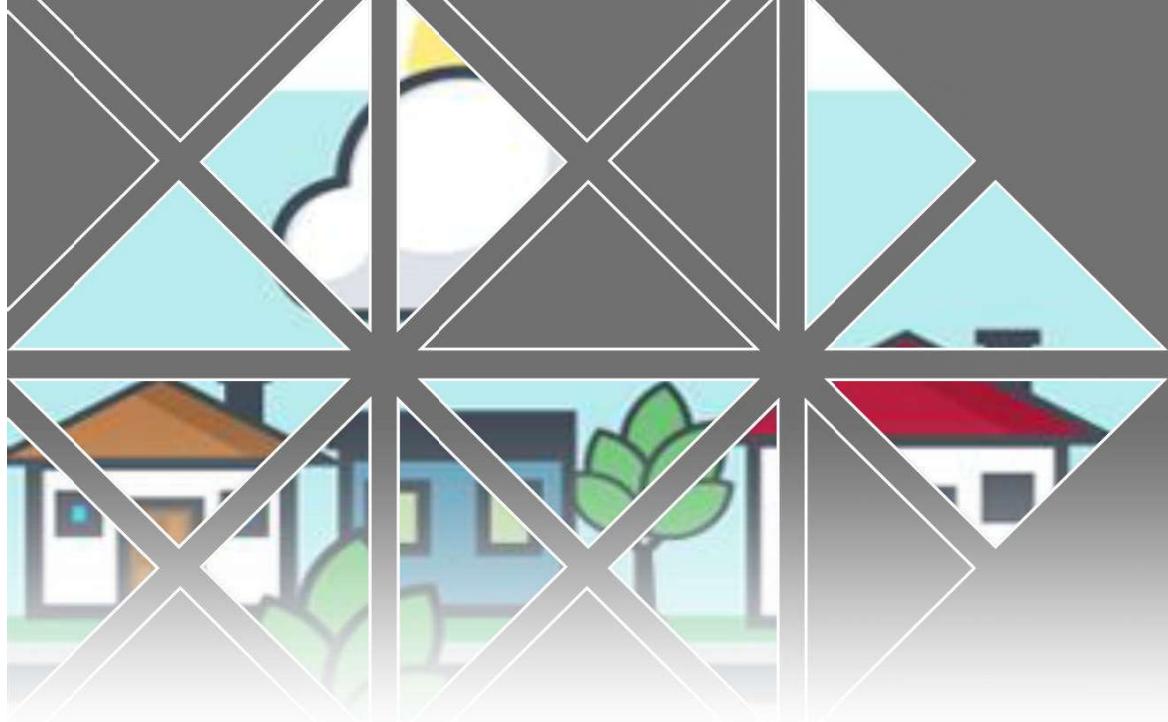
Base: All respondents, excludes no response (n = 40)



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

Q. Over the next 10 years, which areas would you mostly like the Town of Cambridge to focus on improving?

Base: All respondents, excludes no response (n = 12)



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