



MARKYT 

Community Scorecard

2025

Prepared for



Town of
Cambridge

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

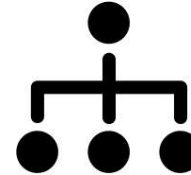


85

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



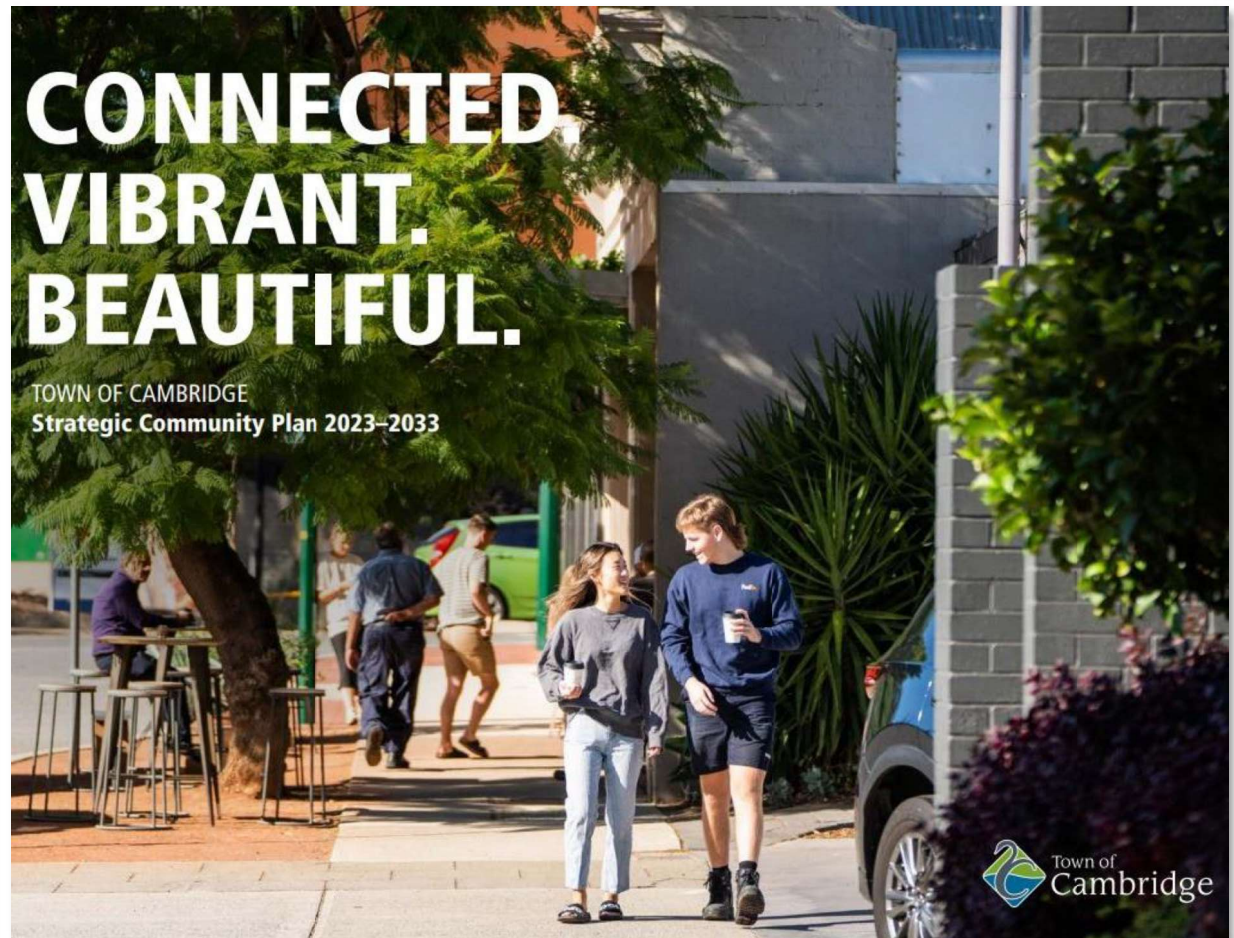
Department of Local Government, Sport and Cultural Industries

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.

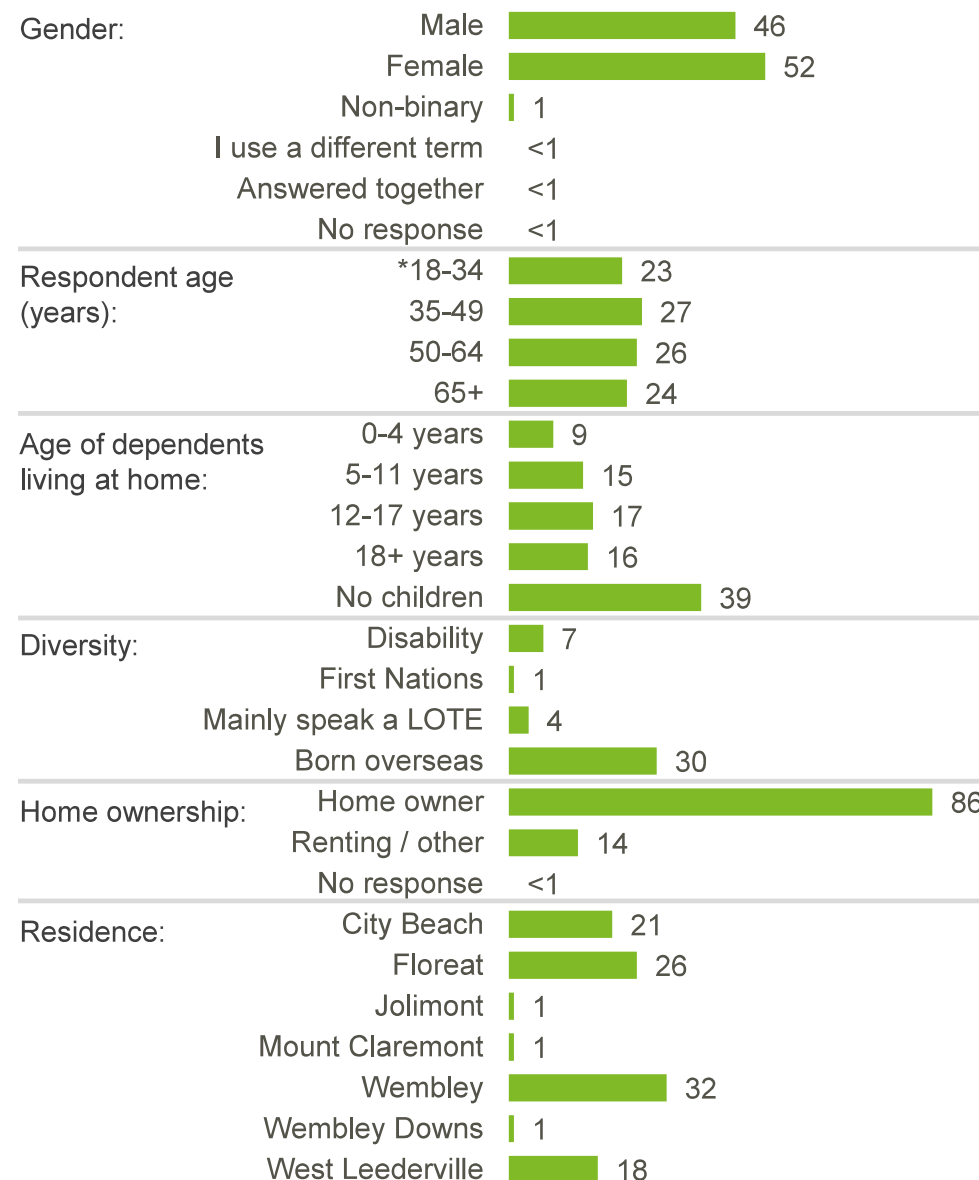
Resident	Business owner or manager	Out of area ratepayer / visitor	Elected Member / Town employee
830	61	54	17

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)



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

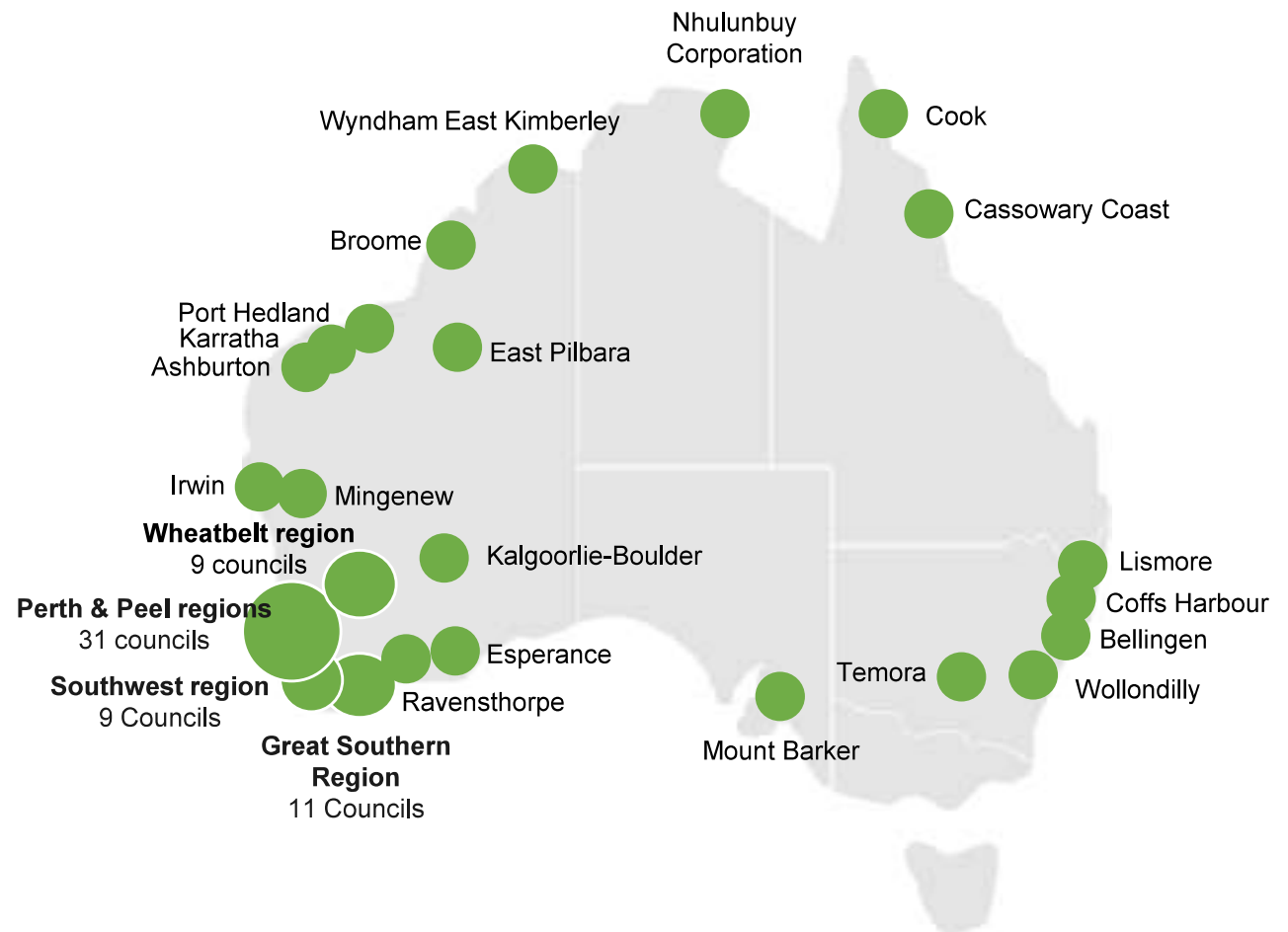
Chittering
Dandaragan
Gingin
Merredin
Narrogin
Northam
Pingelly
Toodyay
York

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

Trend analysis shows how performance varies over time.



MARKYT® Industry Standards
Show Council performance compared to other councils.



Council Score is the Council's performance index score.
Industry High is the highest score achieved by participating councils.
Industry Average is the average score among participating.

Geographical and community variances



Geographical variances

Maps variances across the region by location.

Community variances

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

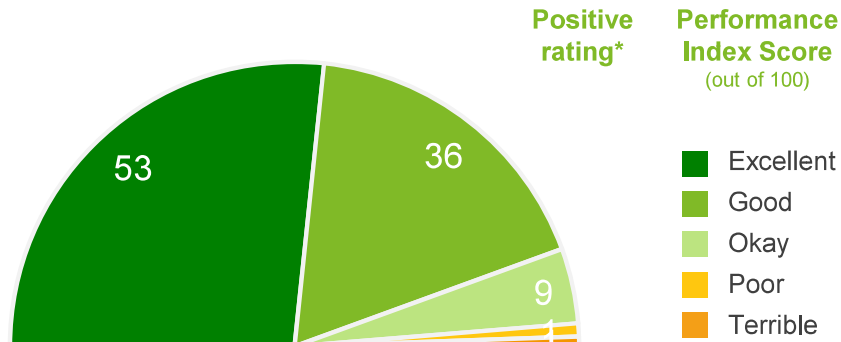
Location	Gender	Age of children
1. City Beach	65 Male	65 0-4 years
2. Floreat	62 Female	67 5-11 years
3. Wembley / Jolimont	66	65 12-17 years
4. West Leederville	65	64 18+ years
	Age	65 No children
	18-34 years	71
	35-49 years	65
	50-64 years	63
	65+ years	62
Home ownership		Disability & culture
Homeowner	64	Disability
Renting / other	73	64
		LOTE
		69

Overall Performance

Place to live

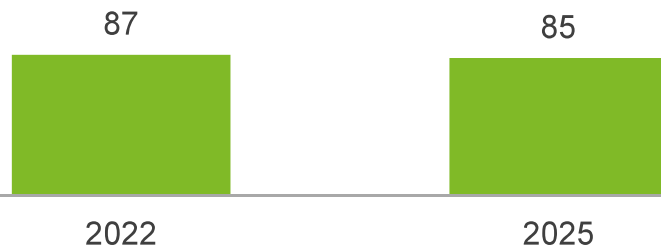
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

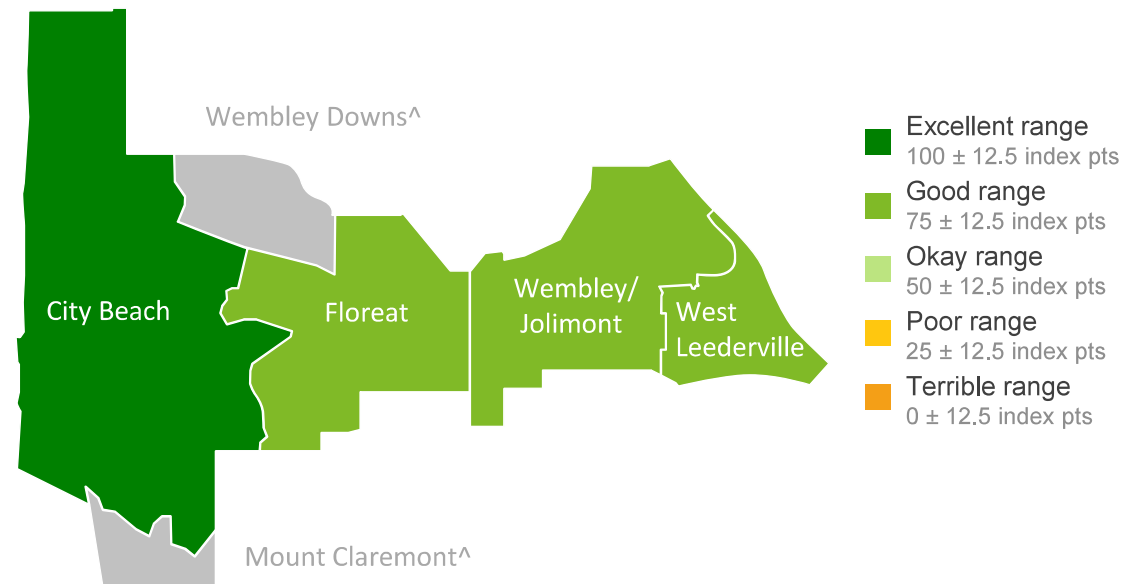
Performance Index Score



Town of Cambridge	85
Industry High	91
Industry Average	74

Geographical and community variances

Performance Index Score



Location

City Beach	88
Floreat	86
Wembley / Jolimont	82
West Leederville	83

Gender

Male	85
Female	85

Age of children

0-4 years	79
5-11 years	85
12-17 years	87
18+ years	87
No children	85

Age

18-34 years	78
35-49 years	86
50-64 years	87
65+ years	87

Home ownership

Homeowner	85
Renting / other	81

Disability & culture

Disability	84
LOTE	82
Born overseas	83

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

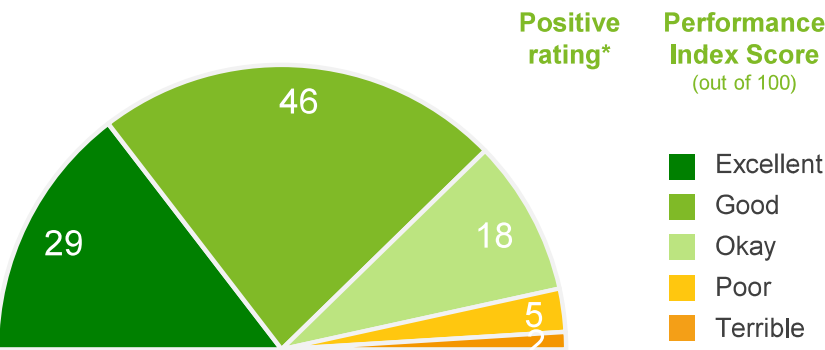
Base: All respondents, excludes 'unsure' and 'no response' (n = 821). * Positive Rating = excellent, good + okay

^ Small sample size

Place to work

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

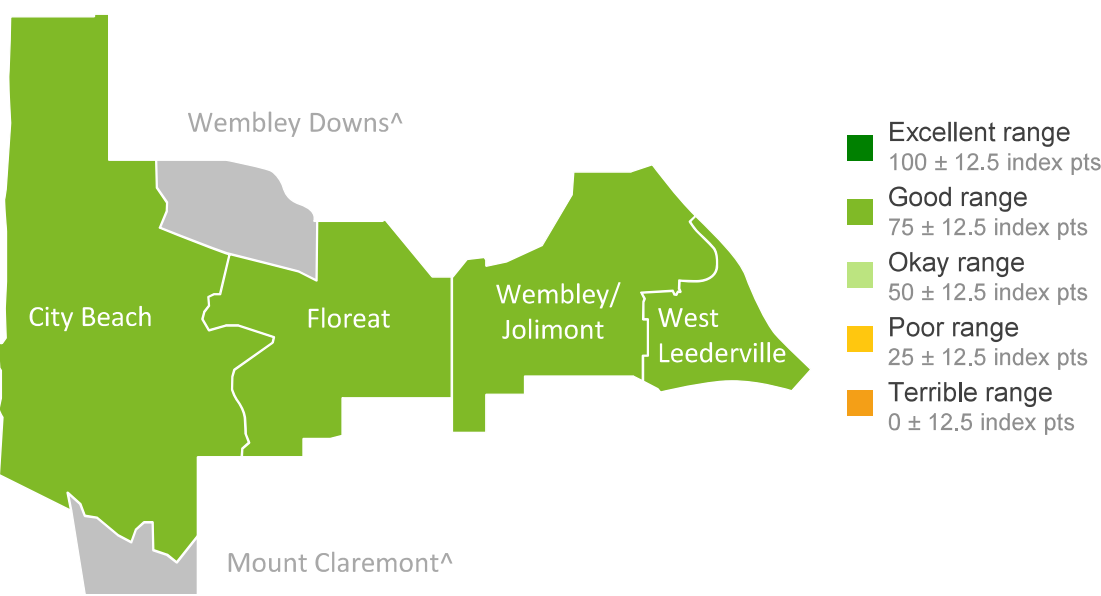
Performance Index Score



Town of Cambridge	74
Industry High	75
Industry Average	67

Geographical and community variances

Performance Index Score



Location

City Beach	76
Floreat	73
Wembley / Jolimont	71
West Leederville	77

Gender

Male	72
Female	77

Age

18-34 years	73
35-49 years	70
50-64 years	76
65+ years	78

Home ownership

Homeowner	74
Renting / other	71

Age of children

0-4 years	74
5-11 years	72
12-17 years	72
18+ years	79
No children	74

Disability & culture

Disability	75
LOTE	68
Born overseas	73

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

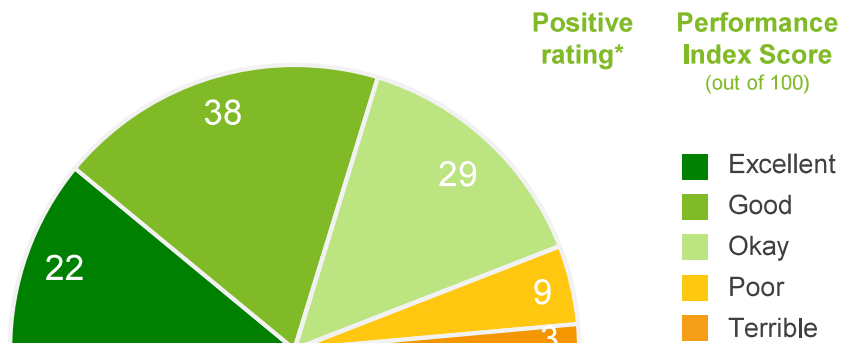
Base: All respondents, excludes 'unsure' and 'no response' (n = 424). * Positive Rating = excellent, good + okay

^ Small sample size

Place to own or operate a business

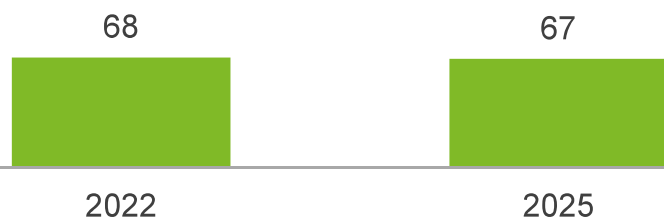
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

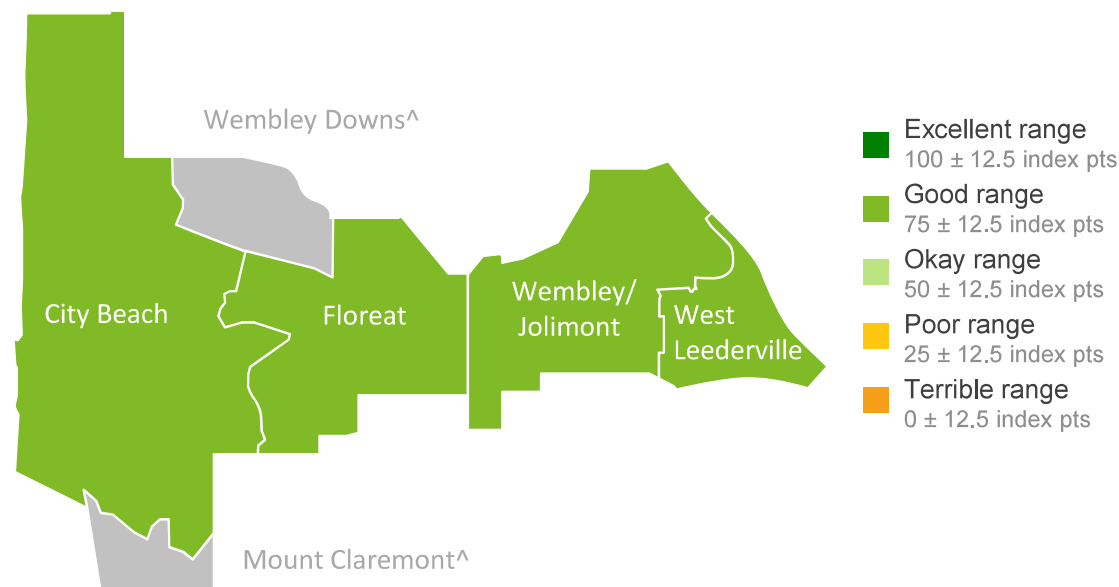
Performance Index Score



Town of Cambridge	67
Industry High	73
Industry Average	58

Geographical and community variances

Performance Index Score



Location

City Beach	68
Floreat	65
Wembley / Jolimont	67
West Leederville	67

Gender

Male	67
Female	68

Age

18-34 years	63
35-49 years	67
50-64 years	67
65+ years	71

Home ownership

Homeowner	67
Renting / other	64

Age of children

0-4 years	61
5-11 years	66
12-17 years	65
18+ years	68
No children	67

Disability & culture

Disability	55
LOTE	63
Born overseas	67

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

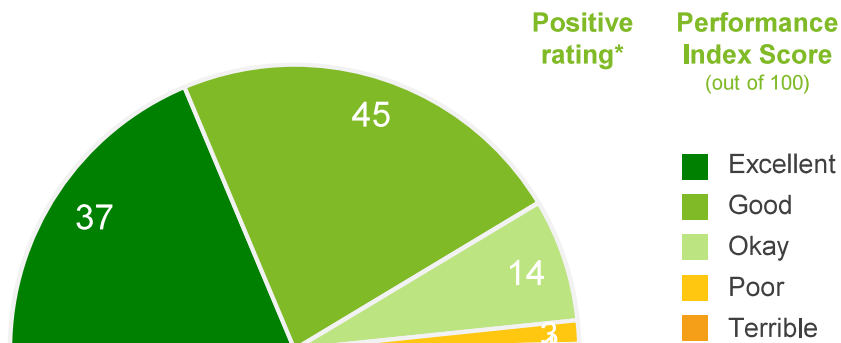
Base: All respondents, excludes 'unsure' and 'no response' (n = 377). * Positive Rating = excellent, good + okay

^ Small sample size

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

City Beach	84
Floreat	81
Wembley / Jolimont	74
West Leederville	80

Gender

Male	78
Female	80

Age

18-34 years	75
35-49 years	79
50-64 years	81
65+ years	81

Age of children

0-4 years	80
5-11 years	81
12-17 years	77
18+ years	79
No children	81

Home ownership

Homeowner	80
Renting / other	73

Disability & culture

Disability	77
LOTE	87
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

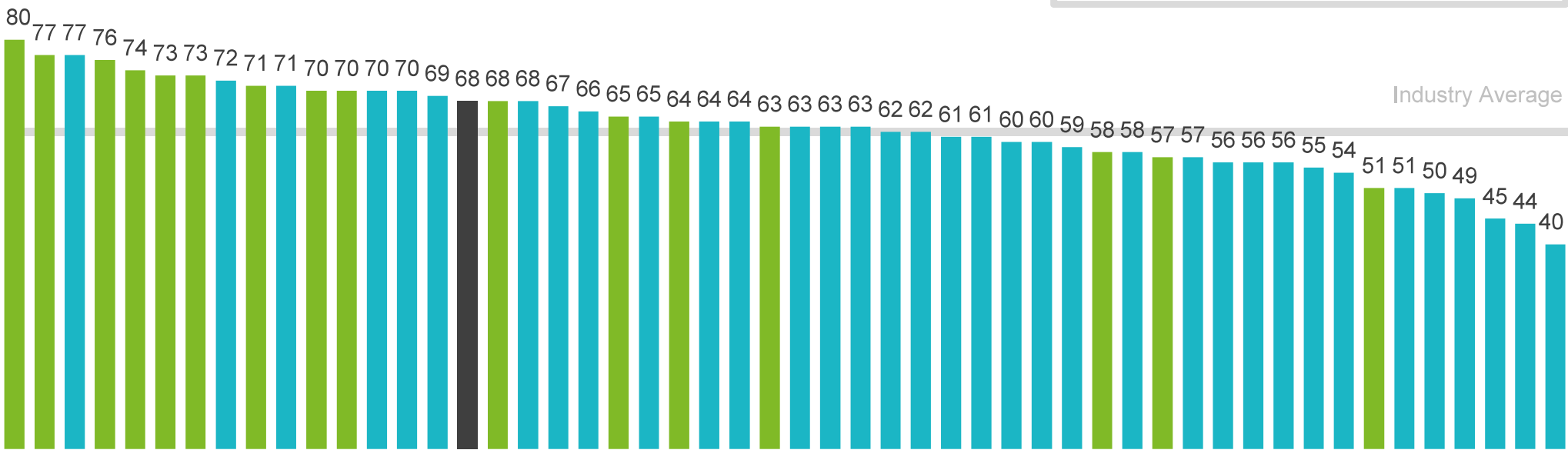
Overall Performance | industry comparisons


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.

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

Services are grouped in five areas:

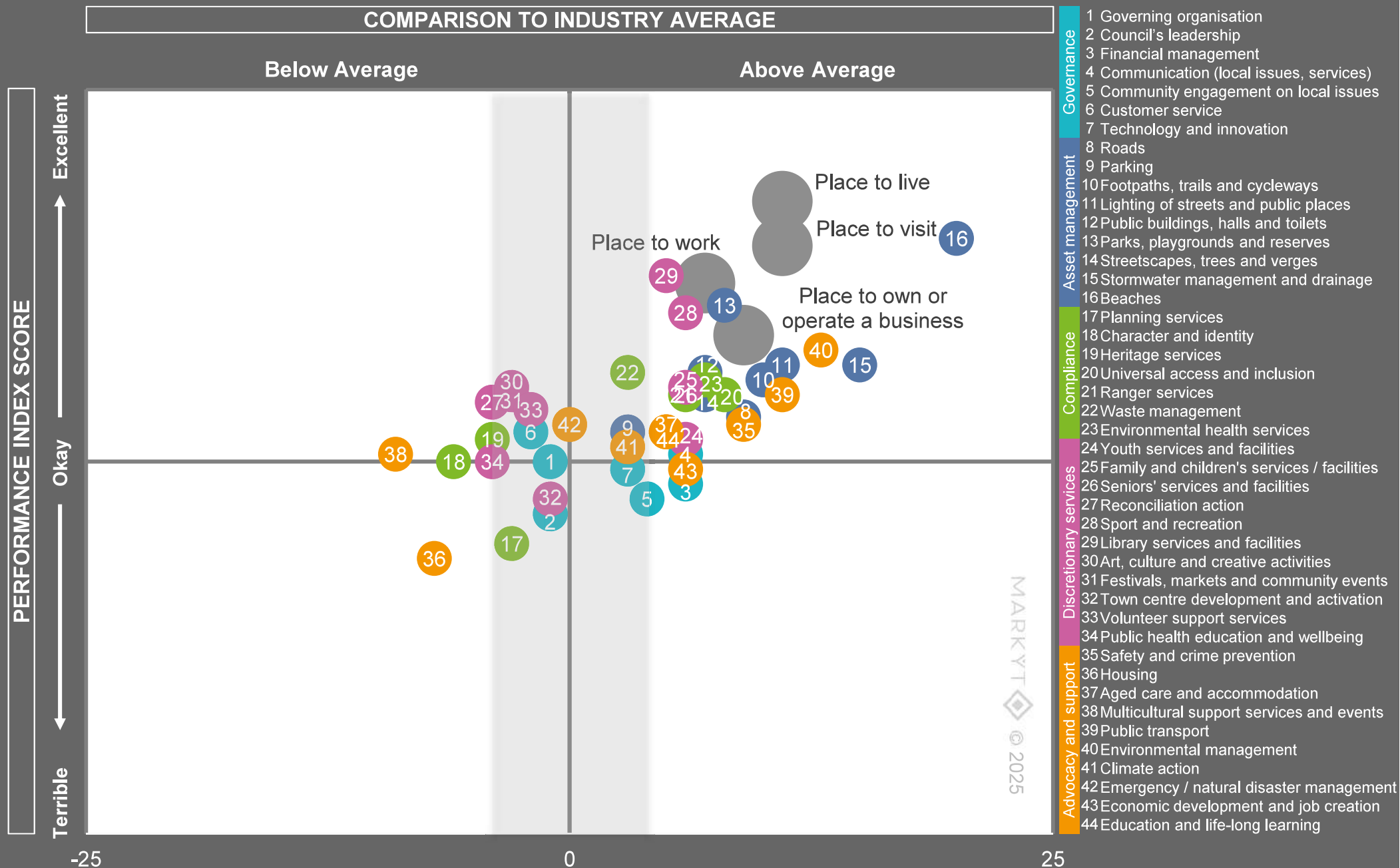
- Governance
- Asset management
- Compliance
- Discretionary services
- Advocacy and support services

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.



MARKYT Benchmark Matrix

COMPARISON TO INDUSTRY AVERAGE



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

MARKYT  community trends

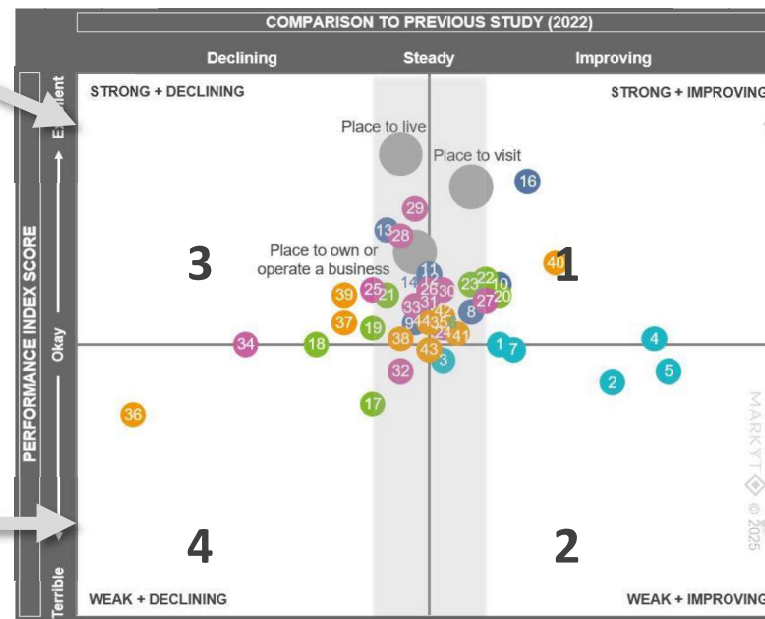
The MARKYT® Community Trends Window shows trends in performance over the past 3 years.

Window 3 includes higher performing services in decline, including:

- Public transport
- Aged care and accommodation
- Family and children's facilities and services
- Heritage services
- Parks, playgrounds and reserves

Window 4 includes lower performing areas in decline, including:

- Housing
- Character and identity
- Planning services
- Public health education and wellbeing



Window 1 includes higher performing areas that have improved, including:

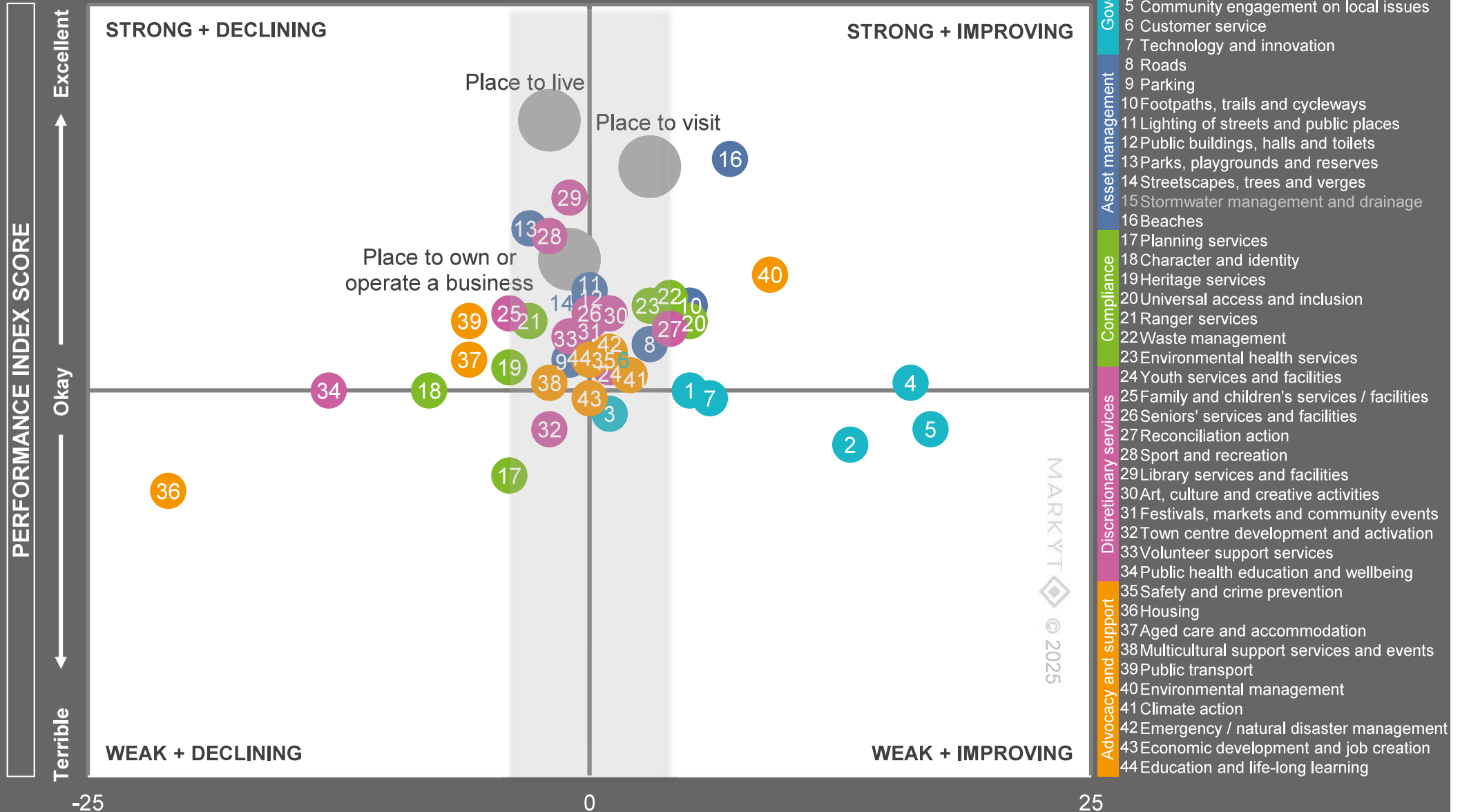
- Environmental management and conservation
- Beaches
- Footpaths, trails and cycleways
- Universal access and inclusion
- Waste management
- Reconciliation action

Window 2 includes lower performing areas that are improving, including:

- Council's leadership
- Governing organisation
- Community engagement
- Communication
- Technology and innovation

MARKYT Community Trends Window

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.



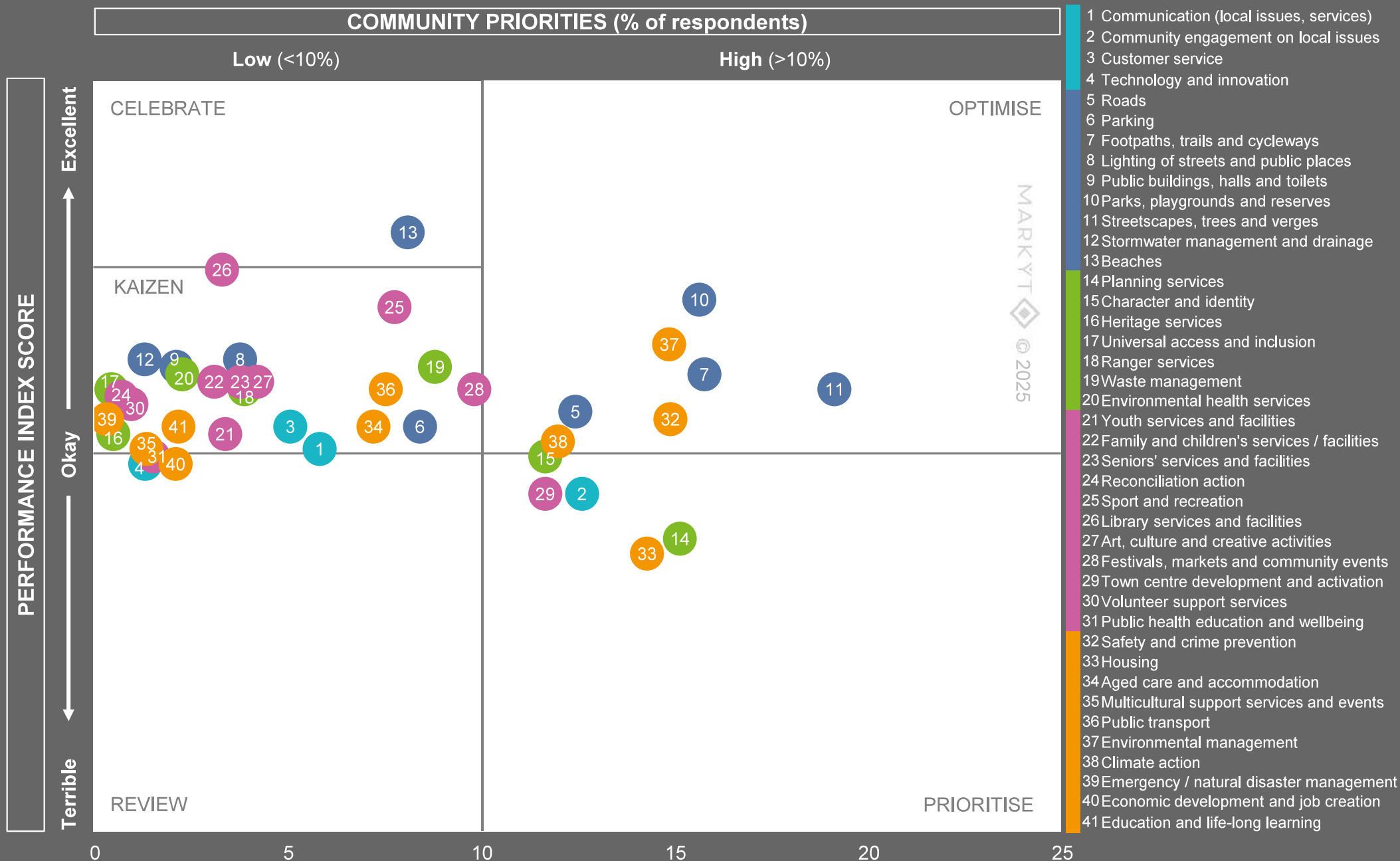
OPTIMISE higher performing services where the community would like enhancements to better meet their needs.

PRIORITISE 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 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 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 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 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 car parks 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 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

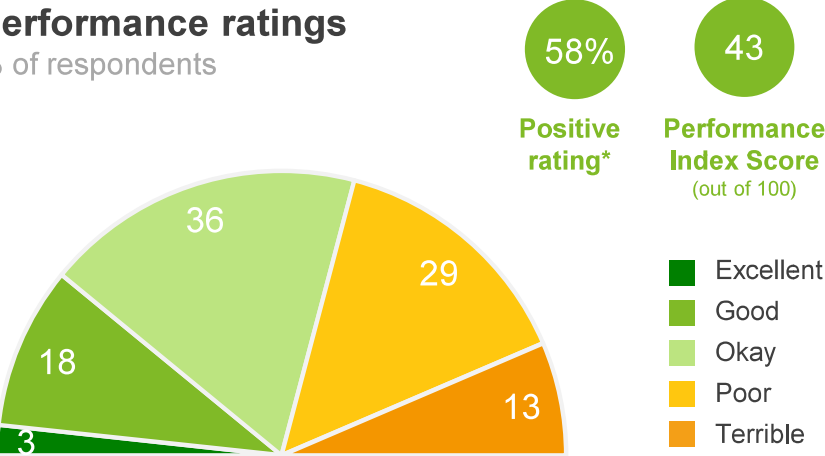
Governance

Council's leadership

strategic direction, policy-making, advocacy and lobbying

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

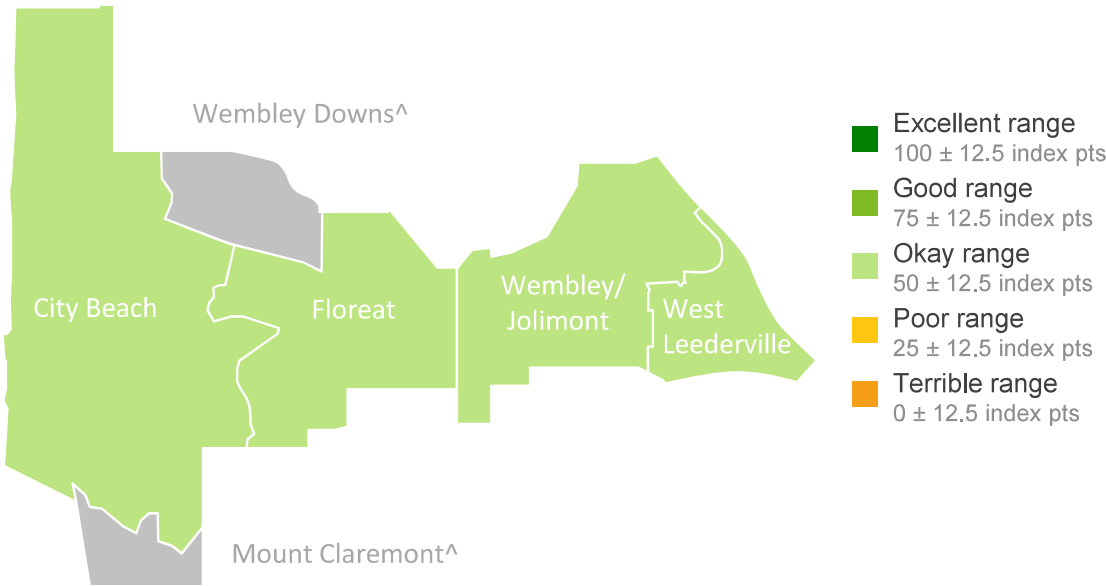
Performance Index Score



Town of Cambridge	43
Industry High	63
Industry Average	44

Geographical and community variances

Performance Index Score



Location

City Beach	44
Floreat	41
Wembley / Jolimont	40
West Leederville	47

Gender

Male	41
Female	44

Age

18-34 years	45
35-49 years	41
50-64 years	40
65+ years	46

Home ownership

Homeowner	41
Renting / other	54

Age of children

0-4 years	36
5-11 years	39
12-17 years	43
18+ years	43
No children	44

Disability & culture

Disability	38
LOTE	50
Born overseas	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

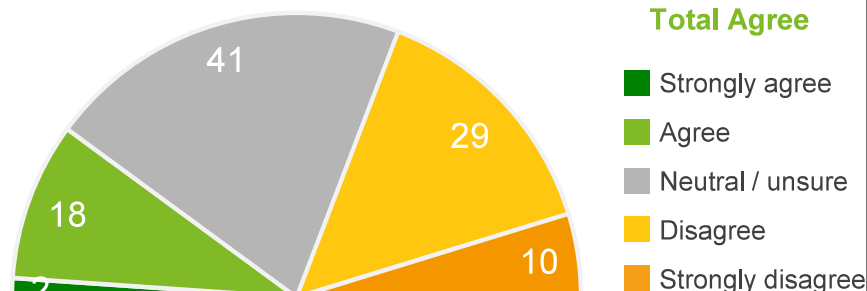
Town of Cambridge has developed and communicated a clear vision for the area

Level of agreement

% of respondents

20%

Total Agree



Trend Analysis

% agree



MARKYT Industry Standards

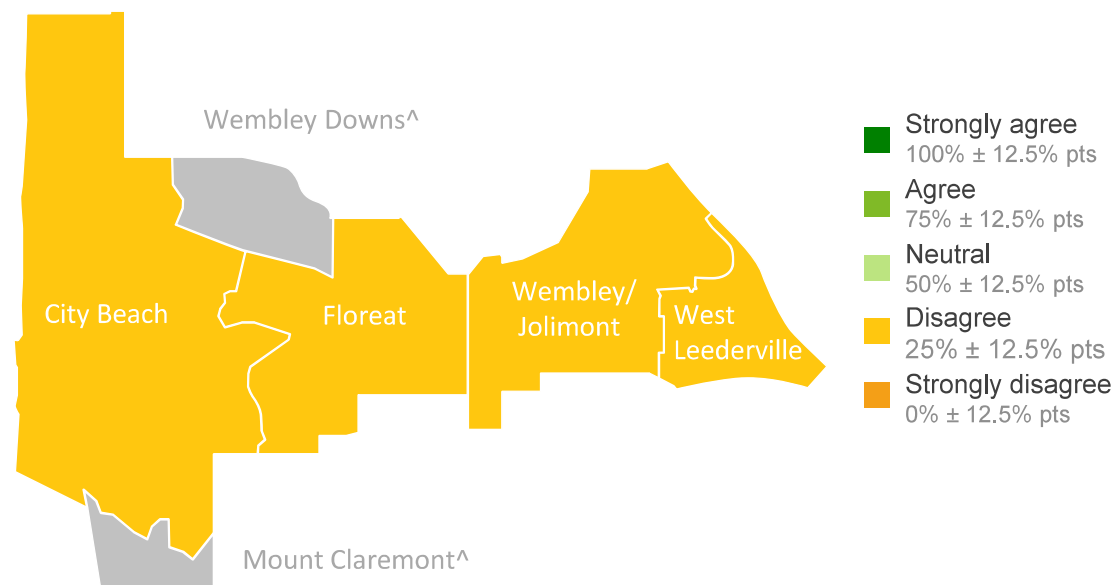
% agree



Town of Cambridge	20
Industry High	54
Industry Average	27

Geographical and community variances

% agree



Location

City Beach	24
Floreat	18
Wembley / Jolimont	17
West Leederville	24

Gender

Male	23
Female	18

Age of children

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

Age

18-34 years	20
35-49 years	20
50-64 years	20
65+ years	20

Home ownership

Homeowner	20
Renting / other	21

Disability & culture

Disability	20
LOTE	31
Born overseas	20

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

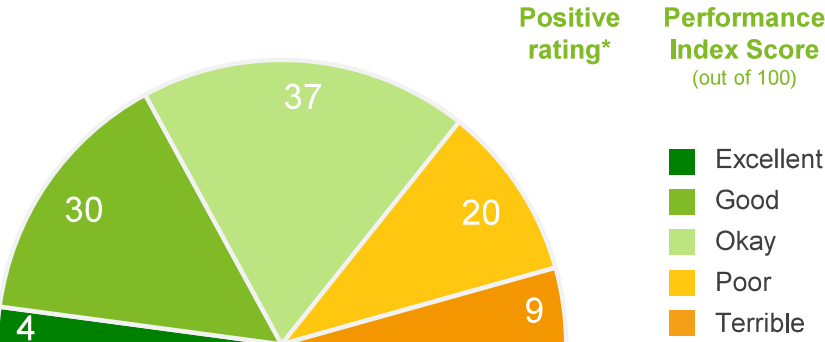
Base: All respondents, excludes 'no response' (n = 763).

^ Small sample size

Governing organisation

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

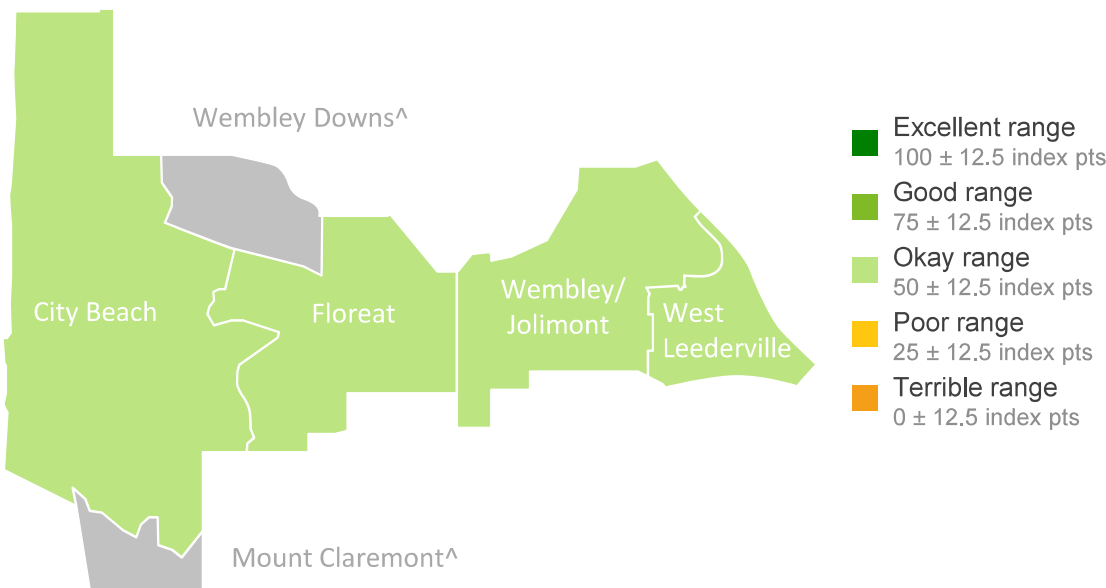
Performance Index Score



Town of Cambridge	50
Industry High	71
Industry Average	51

Geographical and community variances

Performance Index Score



Location

City Beach	51
Floreat	50
Wembley / Jolimont	49
West Leederville	50

Gender

Male	50
Female	51

Age

18-34 years	54
35-49 years	49
50-64 years	48
65+ years	52

Home ownership

Homeowner	49
Renting / other	60

Age of children

0-4 years	48
5-11 years	46
12-17 years	47
18+ years	49
No children	52

Disability & culture

Disability	48
LOTE	57
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

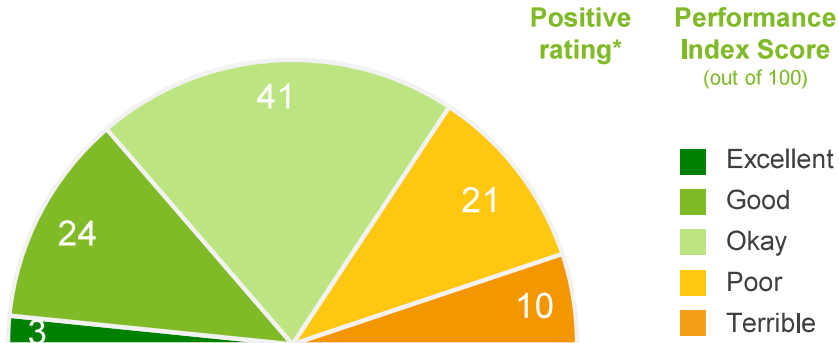
^ Small sample size

Financial management

allocation of finances and resources, value for money from rates

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

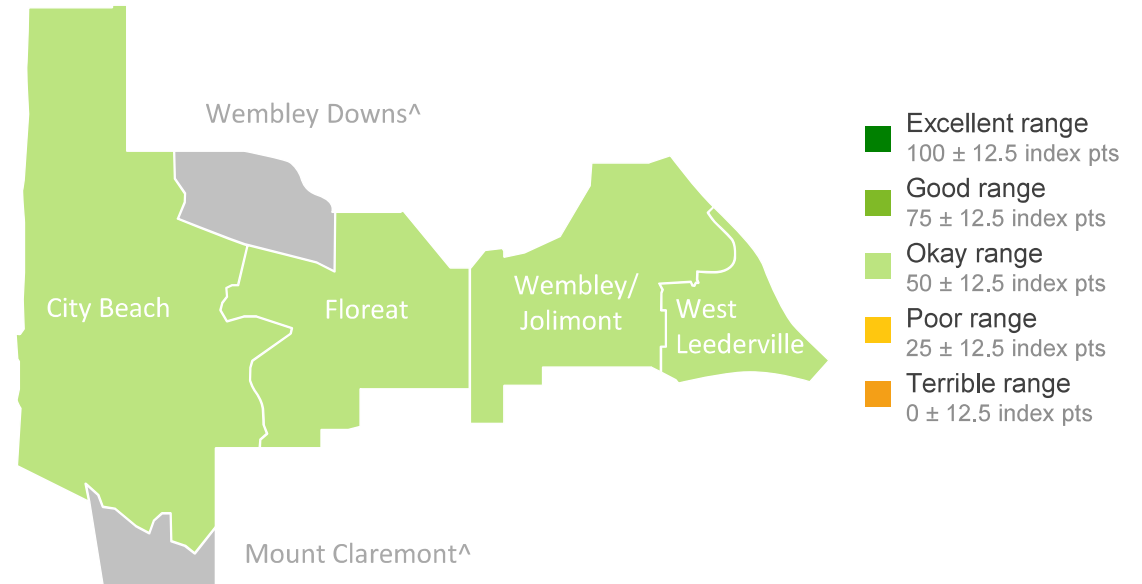
Performance Index Score



Town of Cambridge	47
Industry High	59
Industry Average	41

Geographical and community variances

Performance Index Score



Location

City Beach	52
Floreat	47
Wembley / Jolimont	44
West Leederville	47

Gender

Male	48
Female	48

Age

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

Age of children

0-4 years	45
5-11 years	46
12-17 years	43
18+ years	47
No children	50

Home ownership

Homeowner	46
Renting / other	52

Disability & culture

Disability	45
LOTE	61
Born overseas	51

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

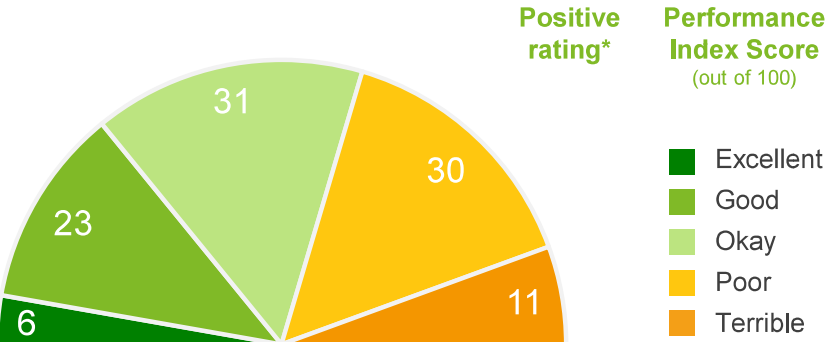
Base: All respondents, excludes 'unsure' and 'no response' (n = 644). * Positive Rating = excellent, good + okay

^ Small sample size

Community engagement on local issues

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

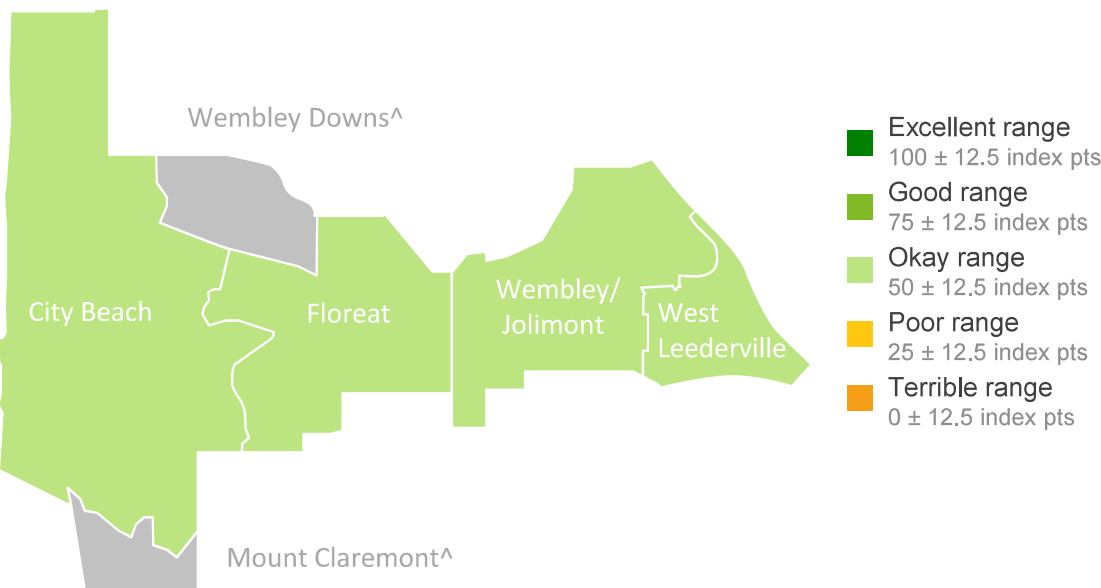
Performance Index Score



Town of Cambridge	45
Industry High	58
Industry Average	41

Geographical and community variances

Performance Index Score



Location

City Beach	50
Floreat	47
Wembley / Jolimont	42
West Leederville	44

Gender

Male	45
Female	46

Age

18-34 years	47
35-49 years	44
50-64 years	45
65+ years	46

Home ownership

Homeowner	45
Renting / other	49

Age of children

0-4 years	43
5-11 years	40
12-17 years	43
18+ years	45
No children	48

Disability & culture

Disability	41
LOTE	63
Born overseas	47

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

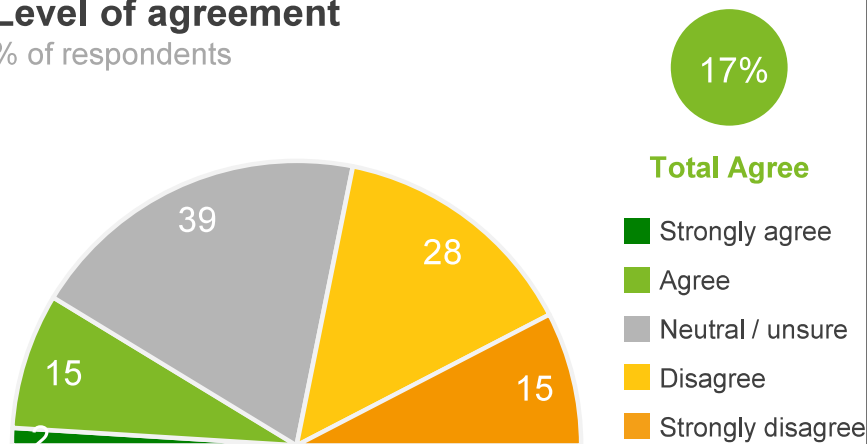
Base: All respondents, excludes 'unsure' and 'no response' (n = 724). * Positive Rating = excellent, good + okay

^ Small sample size

Town of Cambridge has a good understanding of community needs

Level of agreement

% of respondents



Trend Analysis

% agree



MARKYT Industry Standards

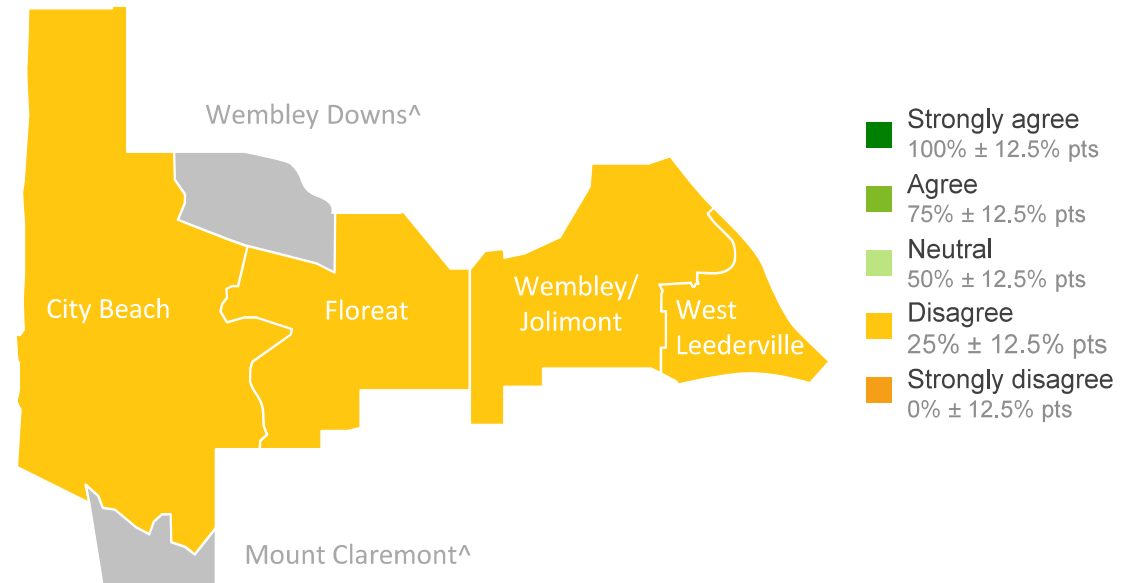
% agree



Town of Cambridge	17
Industry High	58
Industry Average	27

Geographical and community variances

% agree



Location

City Beach	25
Floreat	16
Wembley / Jolimont	15
West Leederville	16

Gender

Male	18
Female	17

Age of children

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

Age

18-34 years	10
35-49 years	21
50-64 years	20
65+ years	17

Home ownership

Homeowner	18
Renting / other	12

Disability & culture

Disability	17
LOTE	26
Born overseas	17

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

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

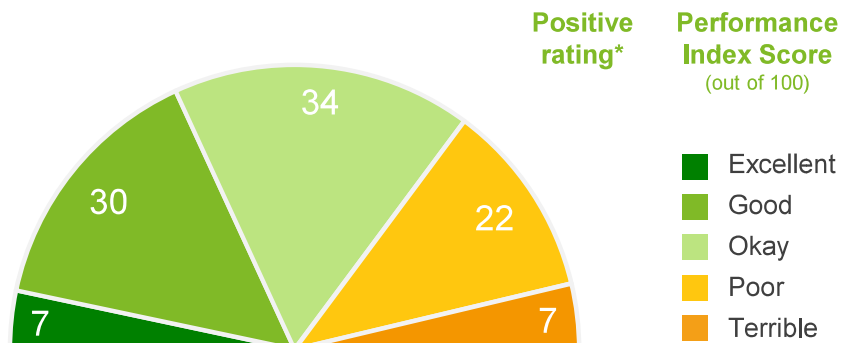
^ Small sample size

Communication

local issues, services etc

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

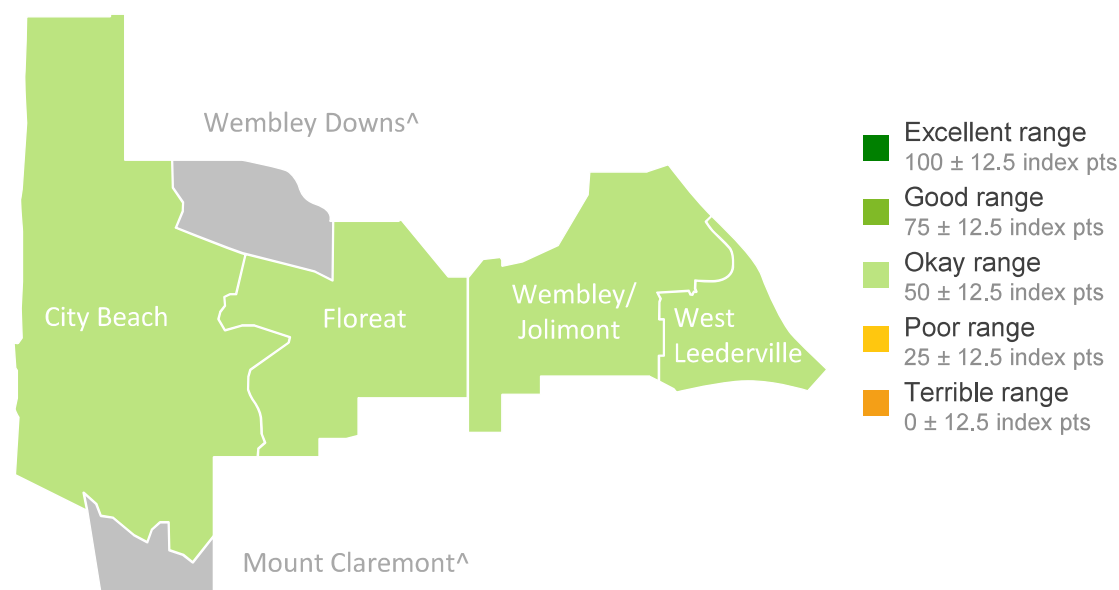
Performance Index Score



Town of Cambridge	51
Industry High	62
Industry Average	45

Geographical and community variances

Performance Index Score



Location

City Beach	54
Floreat	53
Wembley / Jolimont	48
West Leederville	50

Gender

Male	52
Female	51

Age

18-34 years	55
35-49 years	48
50-64 years	52
65+ years	51

Home ownership

Homeowner	50
Renting / other	60

Age of children

0-4 years	46
5-11 years	48
12-17 years	53
18+ years	52
No children	53

Disability & culture

Disability	50
LOTE	67
Born overseas	55

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

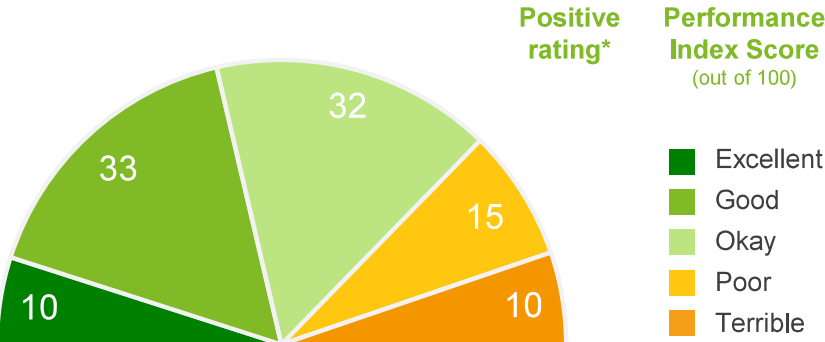
Base: All respondents, excludes 'unsure' and 'no response' (n = 750). * Positive Rating = excellent, good + okay

^ Small sample size

Customer service

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

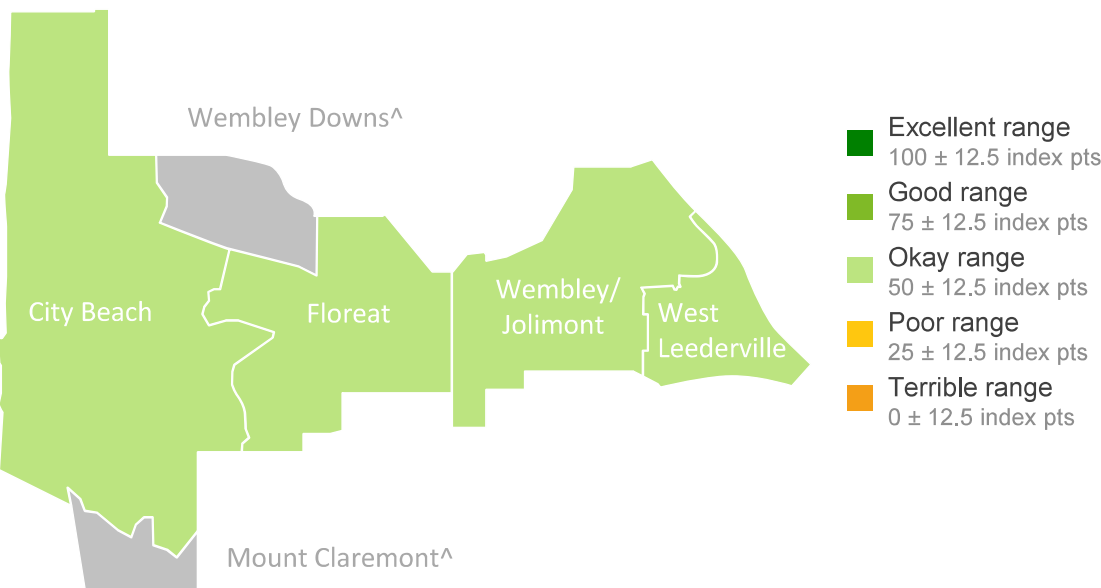
Performance Index Score



Town of Cambridge	54
Industry High	69
Industry Average	56

Geographical and community variances

Performance Index Score



Location

City Beach	57
Floreat	59
Wembley / Jolimont	53
West Leederville	46

Gender

Male	56
Female	53

Age

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

Home ownership

Homeowner	54
Renting / other	55

Age of children

0-4 years	57
5-11 years	52
12-17 years	53
18+ years	56
No children	55

Disability & culture

Disability	56
LOTE	71
Born overseas	59

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

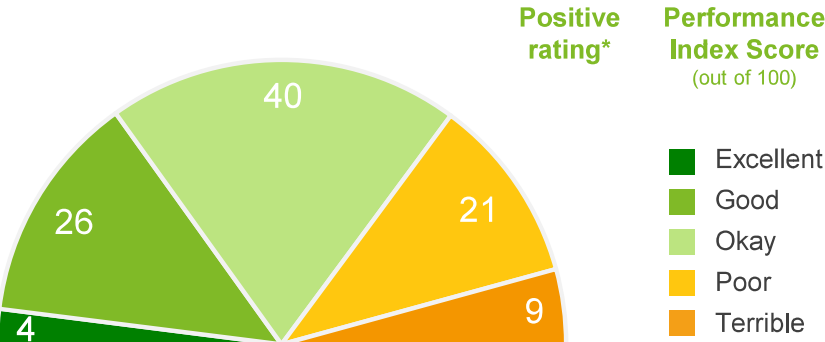
Base: All respondents, excludes 'unsure' and 'no response' (n = 692). * Positive Rating = excellent, good + okay

^ Small sample size

Embracing change, innovation and technology

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

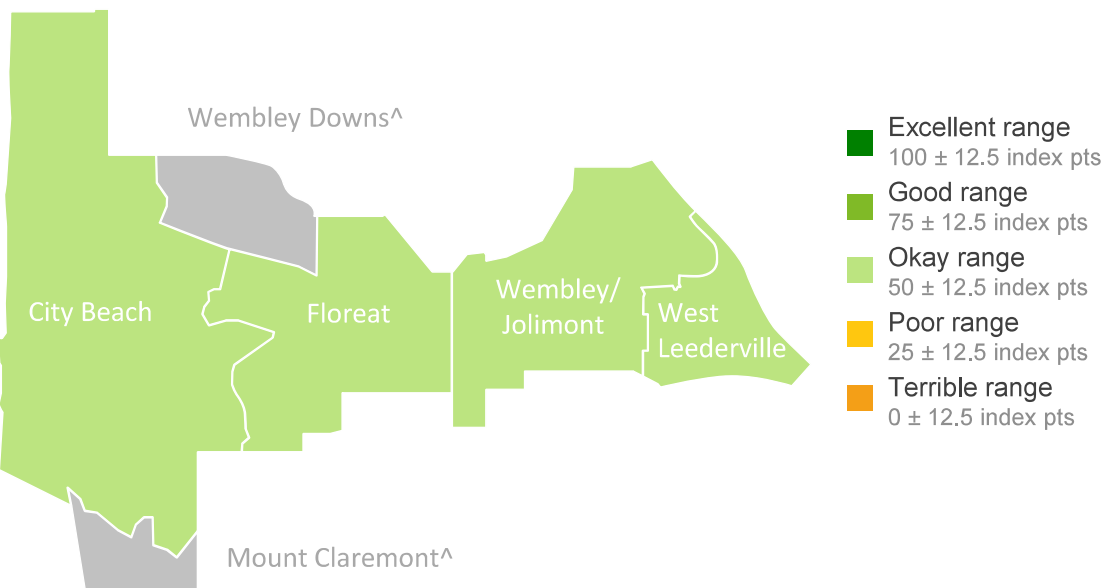
Performance Index Score



Town of Cambridge	49
Industry High	59
Industry Average	46

Geographical and community variances

Performance Index Score



Location

City Beach	53
Floreat	46
Wembley / Jolimont	48
West Leederville	50

Gender

Male	49
Female	49

Age

18-34 years	52
35-49 years	44
50-64 years	49
65+ years	52

Home ownership

Homeowner	48
Renting / other	56

Age of children

0-4 years	46
5-11 years	49
12-17 years	47
18+ years	50
No children	50

Disability & culture

Disability	44
LOTE	55
Born overseas	47

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

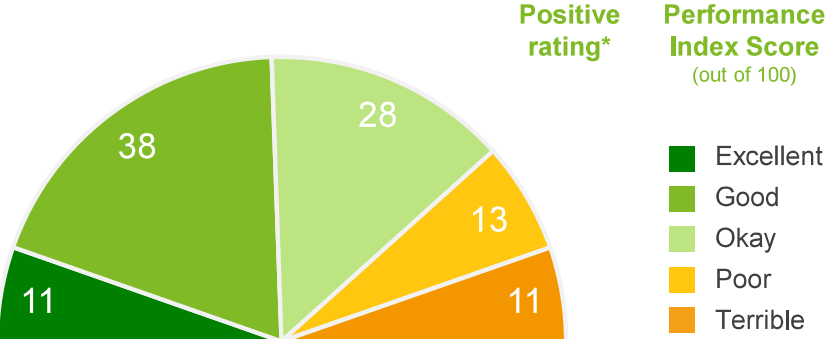
^ Small sample size

Asset management

Local roads

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

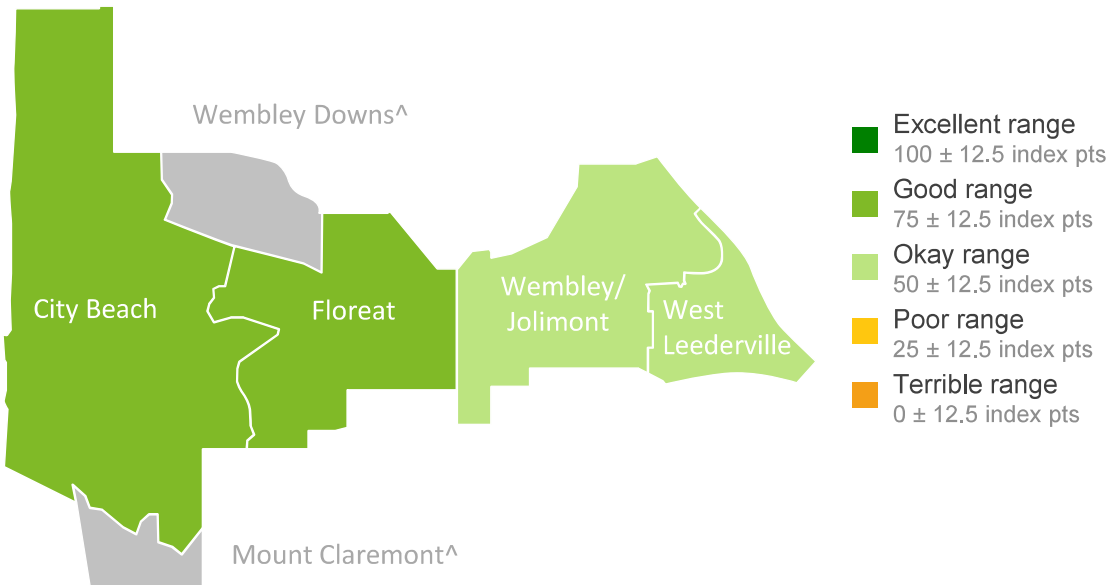
Performance Index Score



Town of Cambridge	56
Industry High	68
Industry Average	47

Geographical and community variances

Performance Index Score



Location

City Beach	67
Floreat	67
Wembley / Jolimont	44
West Leederville	53

Gender

Male	57
Female	56

Age

18-34 years	54
35-49 years	55
50-64 years	58
65+ years	59

Home ownership

Homeowner	57
Renting / other	55

Age of children

0-4 years	54
5-11 years	50
12-17 years	59
18+ years	58
No children	58

Disability & culture

Disability	52
LOTE	63
Born overseas	59

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

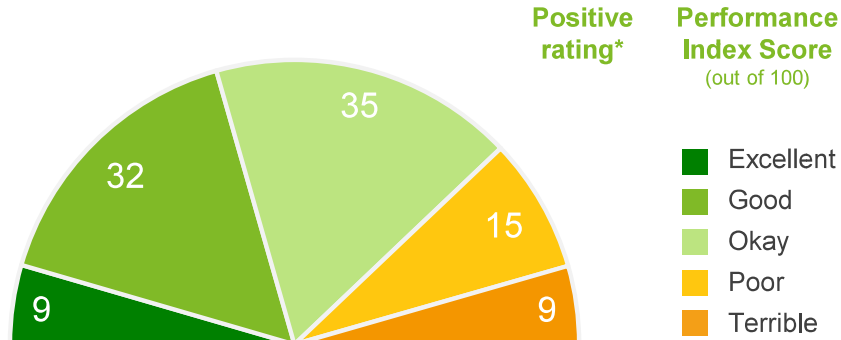
Base: All respondents, excludes 'unsure' and 'no response' (n = 750). * Positive Rating = excellent, good + okay

^ Small sample size

Parking availability and management

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

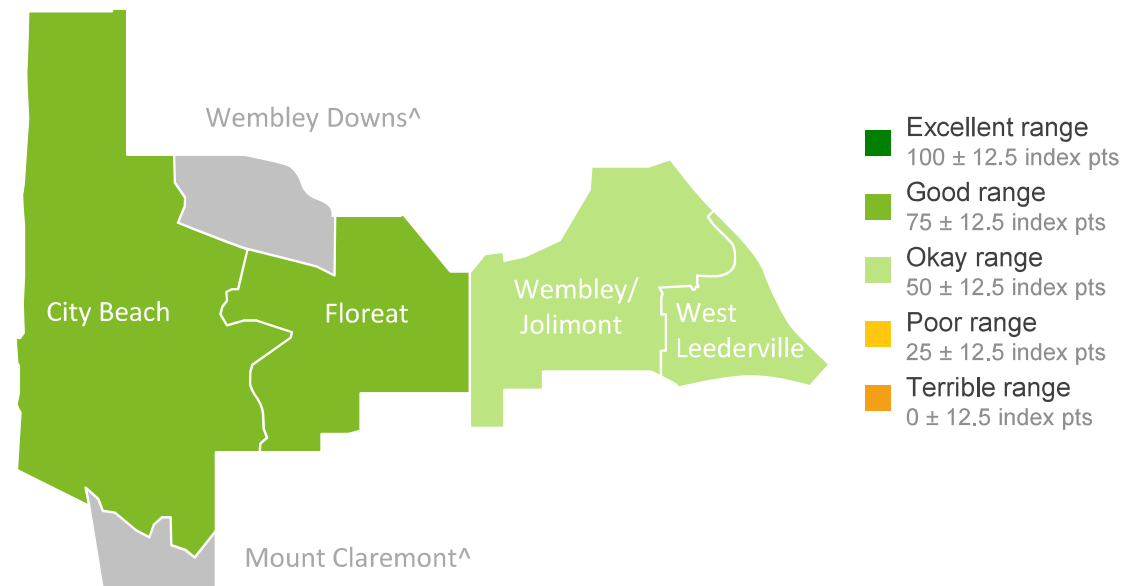
Performance Index Score



Town of Cambridge	54
Industry High	60
Industry Average	51

Geographical and community variances

Performance Index Score



Location

City Beach	63
Floreat	64
Wembley / Jolimont	50
West Leederville	40

Gender

Male	56
Female	53

Age

18-34 years	49
35-49 years	58
50-64 years	56
65+ years	52

Age of children

0-4 years	50
5-11 years	57
12-17 years	59
18+ years	56
No children	53

Home ownership

Homeowner	54
Renting / other	54

Disability & culture

Disability	46
LOTE	65
Born overseas	57

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

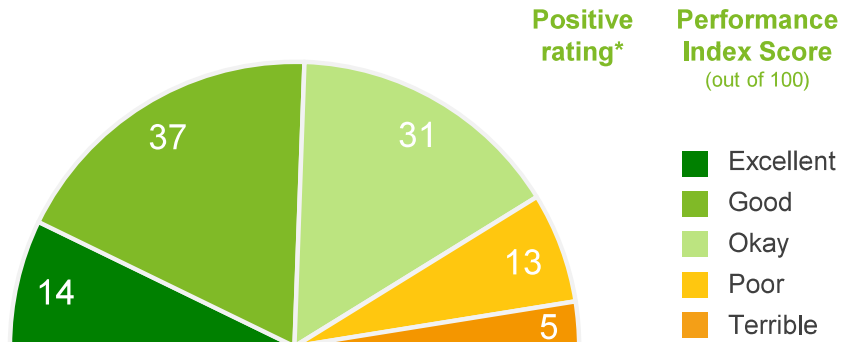
Base: All respondents, excludes 'unsure' and 'no response' (n = 748). * Positive Rating = excellent, good + okay

^ Small sample size

Footpaths, trails and cycleways

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

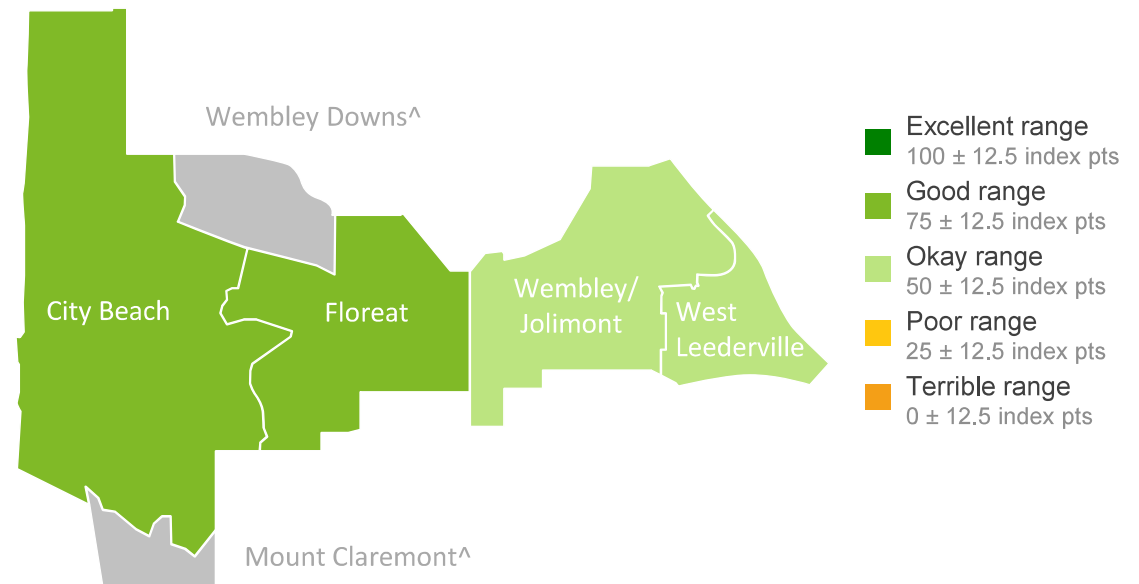
Performance Index Score



Town of Cambridge	61
Industry High	67
Industry Average	51

Geographical and community variances

Performance Index Score



Location

City Beach	65
Floreat	64
Wembley / Jolimont	57
West Leederville	58

Gender

Male	62
Female	60

Age

18-34 years	65
35-49 years	58
50-64 years	62
65+ years	58

Home ownership

Homeowner	60
Renting / other	65

Age of children

0-4 years	54
5-11 years	56
12-17 years	65
18+ years	63
No children	60

Disability & culture

Disability	56
LOTE	63
Born overseas	61

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

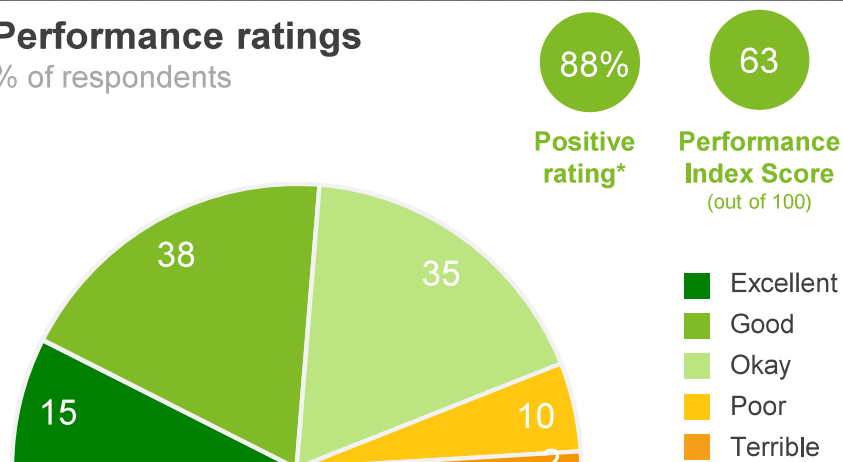
Base: All respondents, excludes 'unsure' and 'no response' (n = 750). * Positive Rating = excellent, good + okay

^ Small sample size

Lighting of streets and public places

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

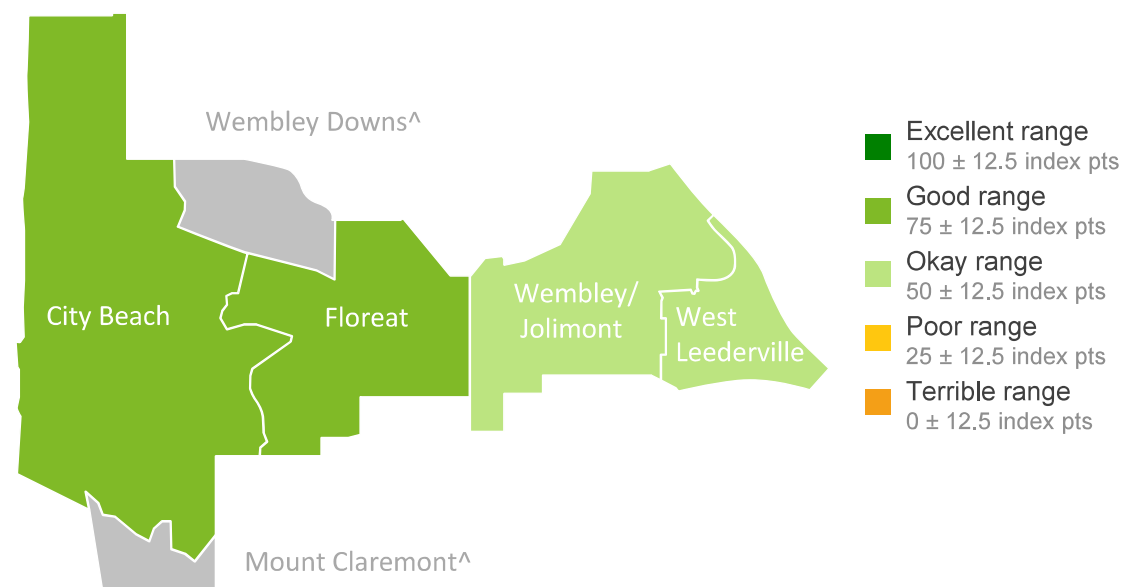
Performance Index Score



Town of Cambridge	63
Industry High	65
Industry Average	52

Geographical and community variances

Performance Index Score



Location

City Beach	64
Floreat	69
Wembley / Jolimont	61
West Leederville	59

Gender

Male	67
Female	60

Age

18-34 years	68
35-49 years	62
50-64 years	62
65+ years	62

Home ownership

Homeowner	64
Renting / other	61

Age of children

0-4 years	61
5-11 years	63
12-17 years	66
18+ years	63
No children	65

Disability & culture

Disability	58
LOTE	71
Born overseas	65

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

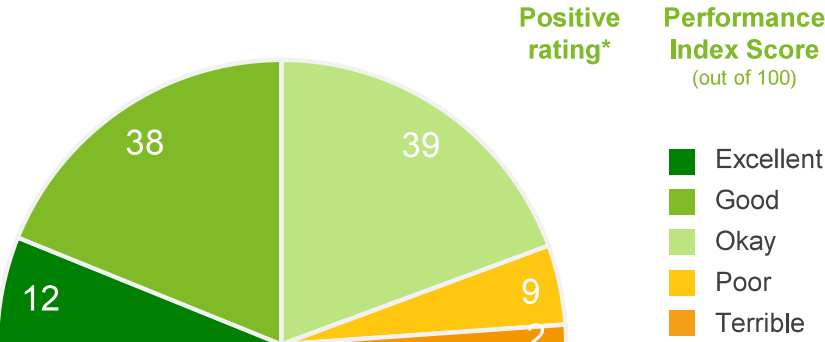
Base: All respondents, excludes 'unsure' and 'no response' (n = 747). * Positive Rating = excellent, good + okay

^ Small sample size

Public buildings, halls and toilets

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Town of Cambridge	62
Industry High	70
Industry Average	55

Geographical and community variances

Performance Index Score



Location

City Beach	63
Floreat	60
Wembley / Jolimont	63
West Leederville	62

Gender

Male	63
Female	62

Age

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

Home ownership

Homeowner	62
Renting / other	63

Age of children

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

Disability & culture

Disability	55
LOTE	65
Born overseas	63

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

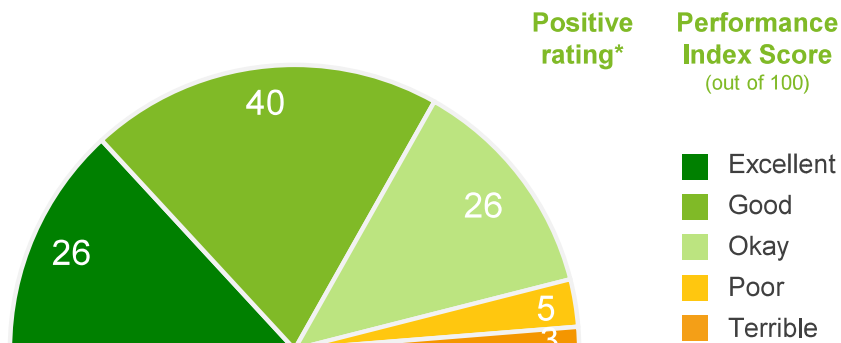
Base: All respondents, excludes 'unsure' and 'no response' (n = 684). * Positive Rating = excellent, good + okay

^ Small sample size

Parks, playgrounds and reserves

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

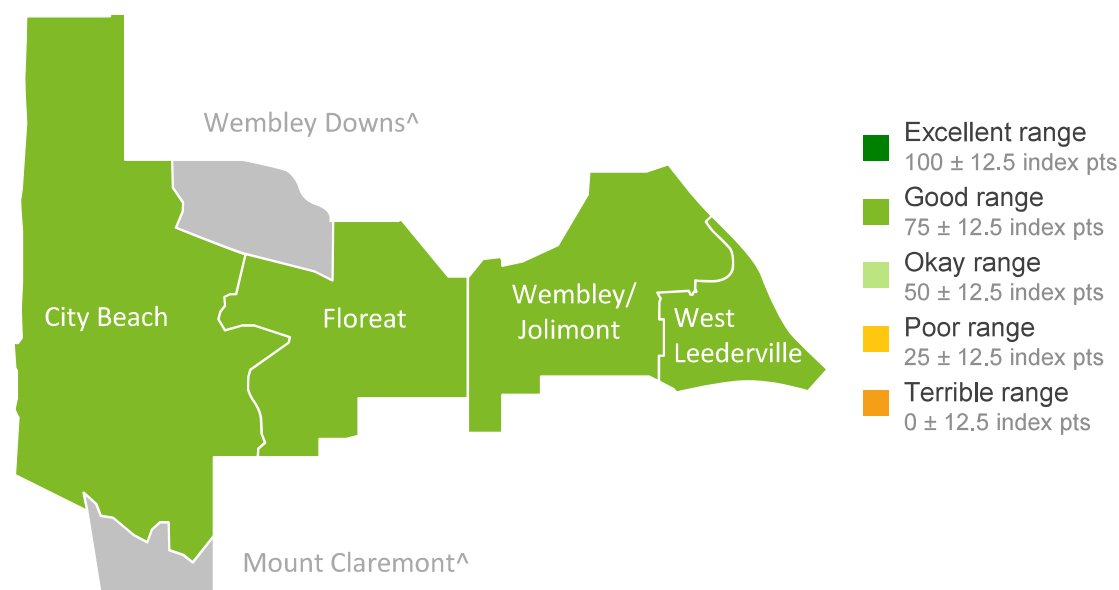
Performance Index Score



Town of Cambridge	71
Industry High	81
Industry Average	63

Geographical and community variances

Performance Index Score



Location

City Beach	69
Floreat	70
Wembley / Jolimont	73
West Leederville	69

Gender

Male	72
Female	69

Age of children

0-4 years	69
5-11 years	74
12-17 years	73
18+ years	71
No children	71

Age

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

Home ownership

Homeowner	69
Renting / other	78

Disability & culture

Disability	70
LOTE	77
Born overseas	74

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

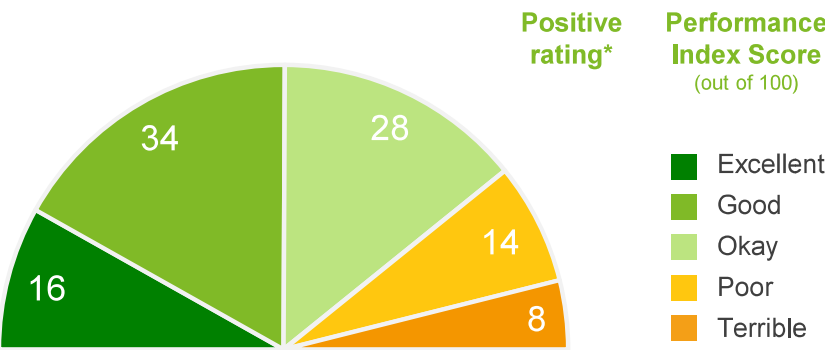
Base: All respondents, excludes 'unsure' and 'no response' (n = 755). * Positive Rating = excellent, good + okay

^ Small sample size

Streetscapes, trees and verges

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



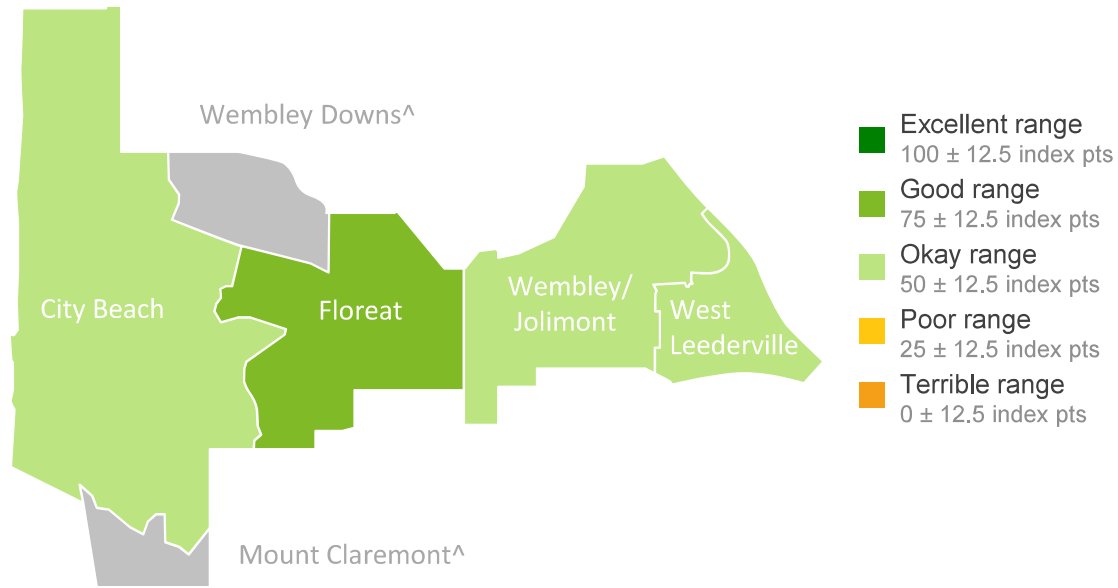
MARKYT Industry Standards

Performance Index Score



Geographical and community variances

Performance Index Score



Location

City Beach	60
Floreat	63
Wembley / Jolimont	57
West Leederville	57

Gender

Male	61
Female	59

Age

18-34 years	67
35-49 years	59
50-64 years	59
65+ years	53

Home ownership

Homeowner	58
Renting / other	68

Age of children

0-4 years	62
5-11 years	61
12-17 years	66
18+ years	57
No children	58

Disability & culture

Disability	56
LOTE	71
Born overseas	62

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

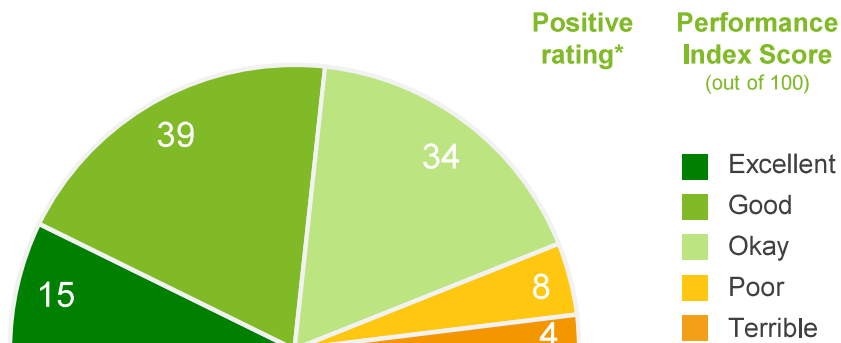
Base: All respondents, excludes 'unsure' and 'no response' (n = 755). * Positive Rating = excellent, good + okay

^ Small sample size

Stormwater management and drainage

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

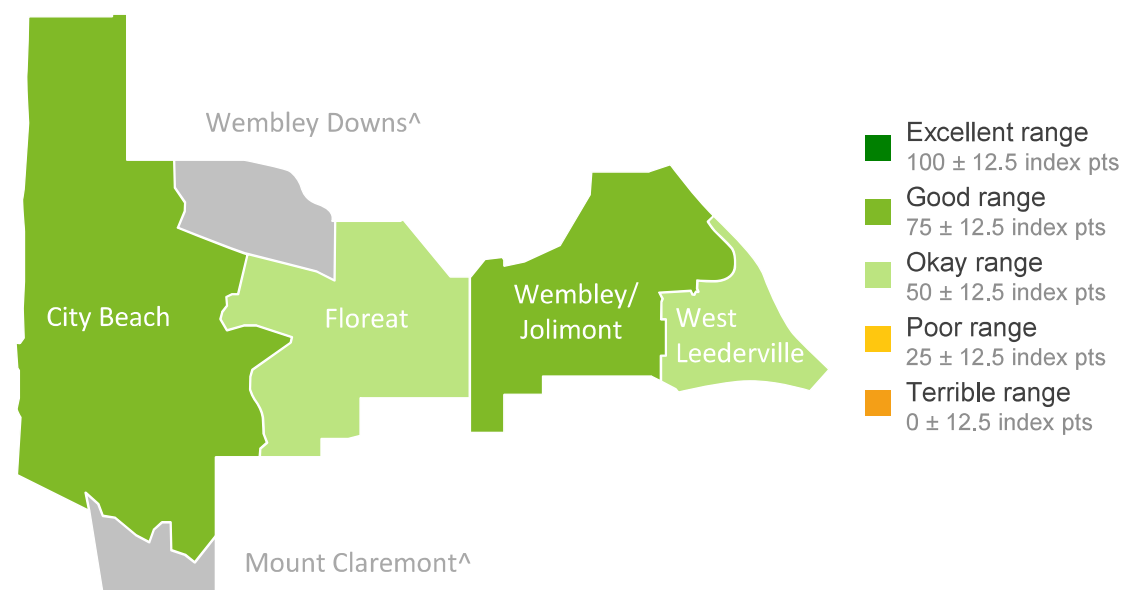
Performance Index Score



Town of Cambridge	63
Industry High	64
Industry Average	48

Geographical and community variances

Performance Index Score



Location

City Beach	63
Floreat	62
Wembley / Jolimont	66
West Leederville	60

Gender

Male	66
Female	60

Age of children

0-4 years	70
5-11 years	66
12-17 years	64
18+ years	59
No children	63

Age

18-34 years	71
35-49 years	64
50-64 years	59
65+ years	60

Home ownership

Homeowner	62
Renting / other	67

Disability & culture

Disability	61
LOTE	74
Born overseas	64

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

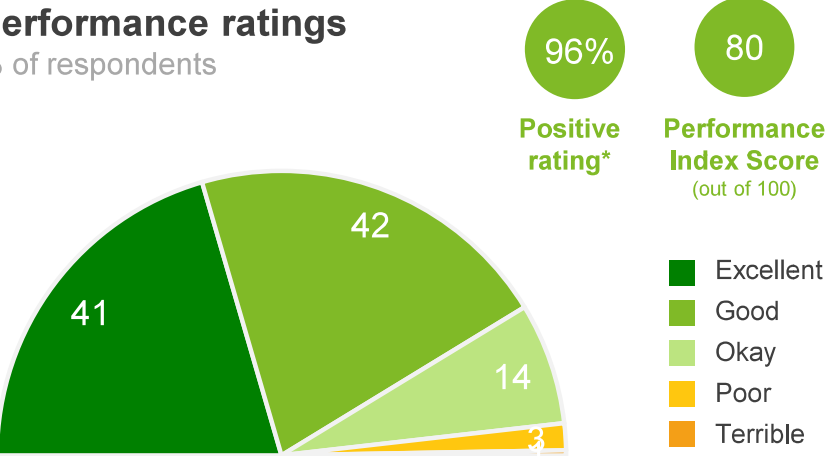
^ Small sample size

Beaches

City Beach and Floreat Beach

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

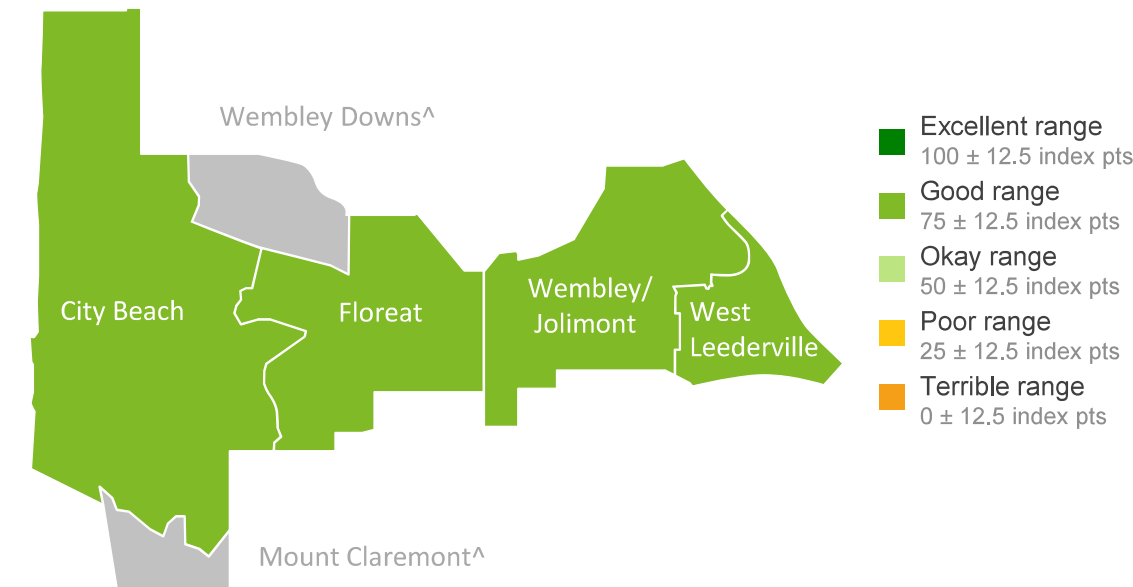
Performance Index Score



Town of Cambridge	80
Industry High	80
Industry Average	60

Geographical and community variances

Performance Index Score



Location

City Beach	77
Floreat	80
Wembley / Jolimont	82
West Leederville	79

Gender

Male	81
Female	79

Age

18-34 years	86
35-49 years	82
50-64 years	76
65+ years	76

Home ownership

Homeowner	79
Renting / other	86

Age of children

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

Disability & culture

Disability	79
LOTE	84
Born overseas	84

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

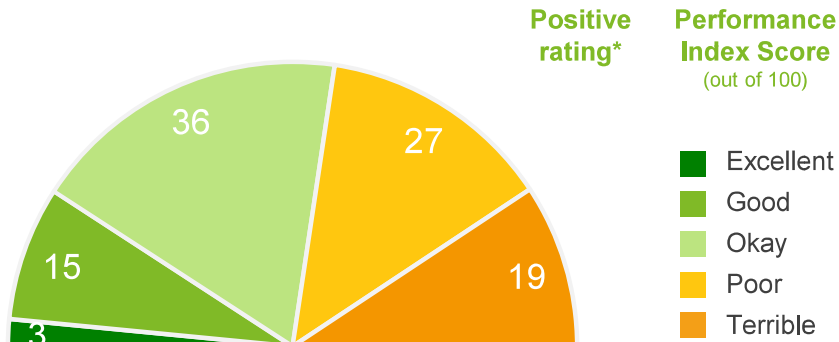
Compliance

Planning services

responsible growth, land use, development and building approvals

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

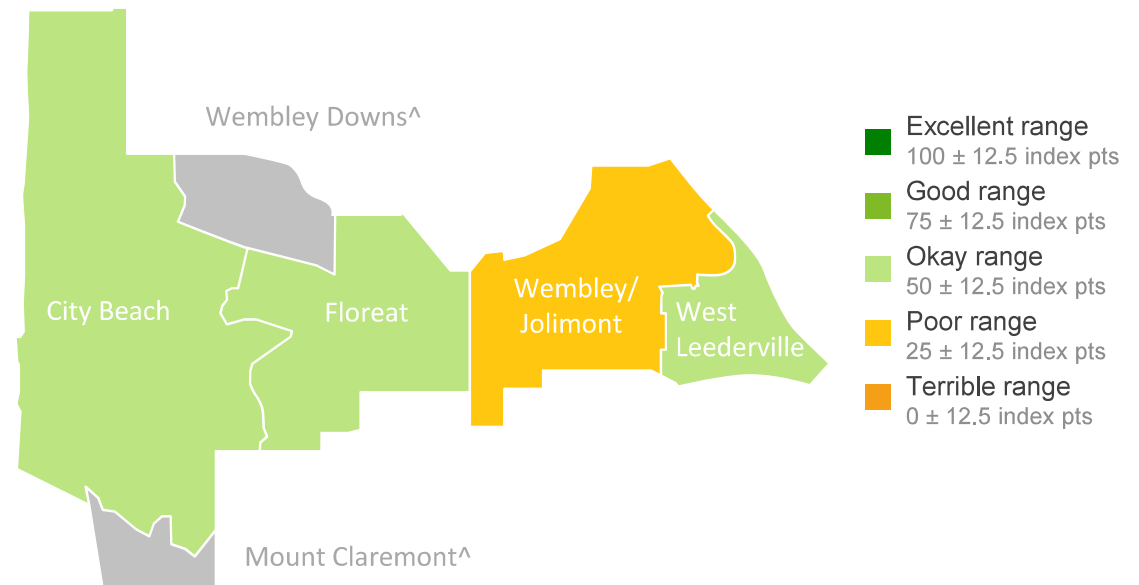
Performance Index Score



Town of Cambridge	39
Industry High	65
Industry Average	42

Geographical and community variances

Performance Index Score



Location

City Beach	39
Floreat	41
Wembley / Jolimont	37
West Leederville	41

Gender

Male	40
Female	39

Age of children

0-4 years	33
5-11 years	27
12-17 years	39
18+ years	42
No children	42

Age

18-34 years	47
35-49 years	35
50-64 years	39
65+ years	39

Home ownership

Homeowner	38
Renting / other	48

Disability & culture

Disability	35
LOTE	41
Born overseas	41

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

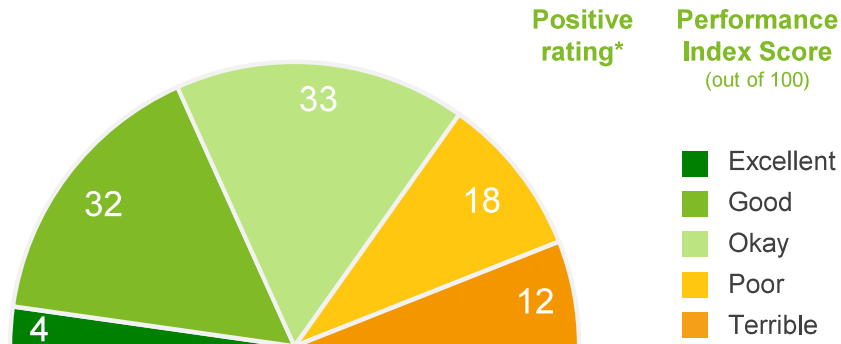
Base: All respondents, excludes 'unsure' and 'no response' (n = 603). * Positive Rating = excellent, good + okay

^ Small sample size

Preserving and enhancing the area's character and identity

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

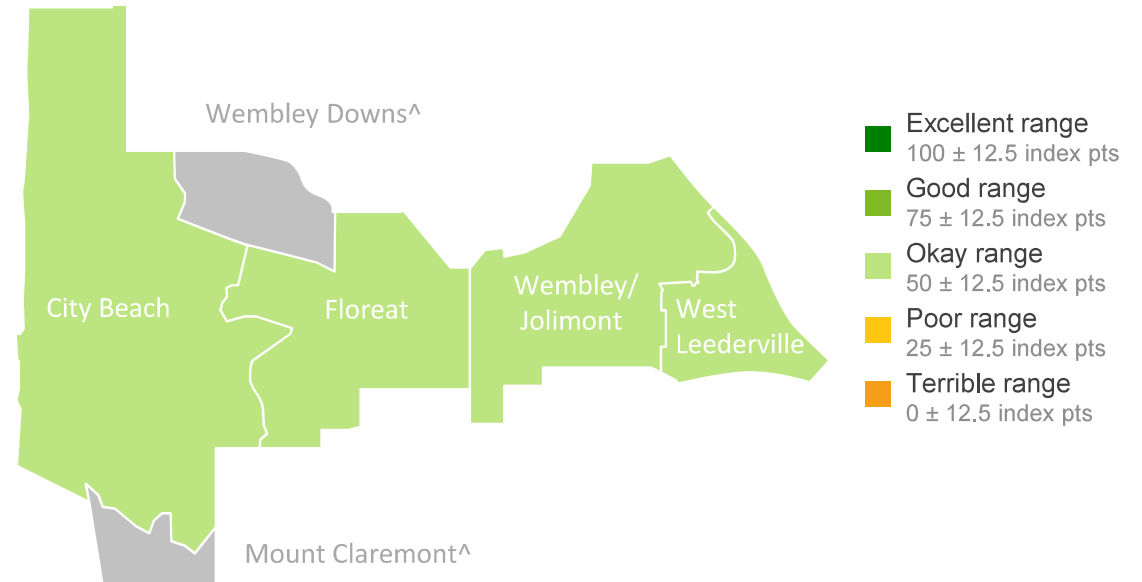
Performance Index Score



Town of Cambridge	50
Industry High	66
Industry Average	56

Geographical and community variances

Performance Index Score



Location

City Beach	48
Floreat	50
Wembley / Jolimont	49
West Leederville	54

Gender

Male	52
Female	48

Age of children

0-4 years	55
5-11 years	47
12-17 years	50
18+ years	45
No children	51

Age

18-34 years	60
35-49 years	49
50-64 years	46
65+ years	45

Home ownership

Homeowner	49
Renting / other	58

Disability & culture

Disability	43
LOTE	58
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

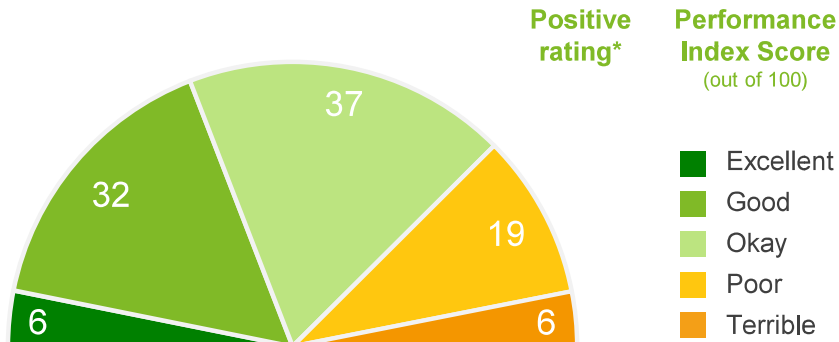
^ Small sample size

Heritage services

preserving and promoting heritage sites, artefacts and local history

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

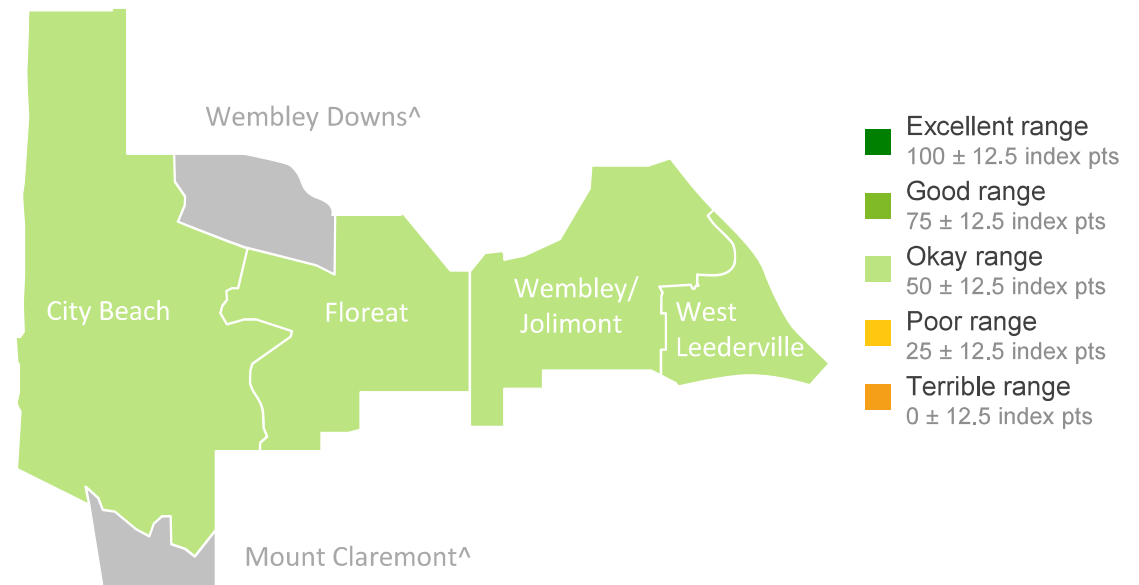
Performance Index Score



Town of Cambridge	53
Industry High	78
Industry Average	57

Geographical and community variances

Performance Index Score



Location

City Beach	54
Floreat	51
Wembley / Jolimont	52
West Leederville	58

Gender

Male	55
Female	52

Age

18-34 years	61
35-49 years	53
50-64 years	50
65+ years	51

Home ownership

Homeowner	51
Renting / other	66

Age of children

0-4 years	59
5-11 years	55
12-17 years	52
18+ years	50
No children	54

Disability & culture

Disability	53
LOTE	64
Born overseas	55

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

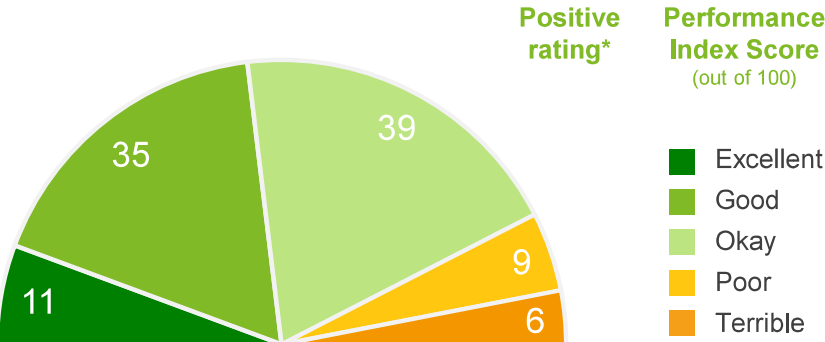
^ Small sample size

Universal access and inclusion

disability, neurodiversity, gender diversity etc.

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

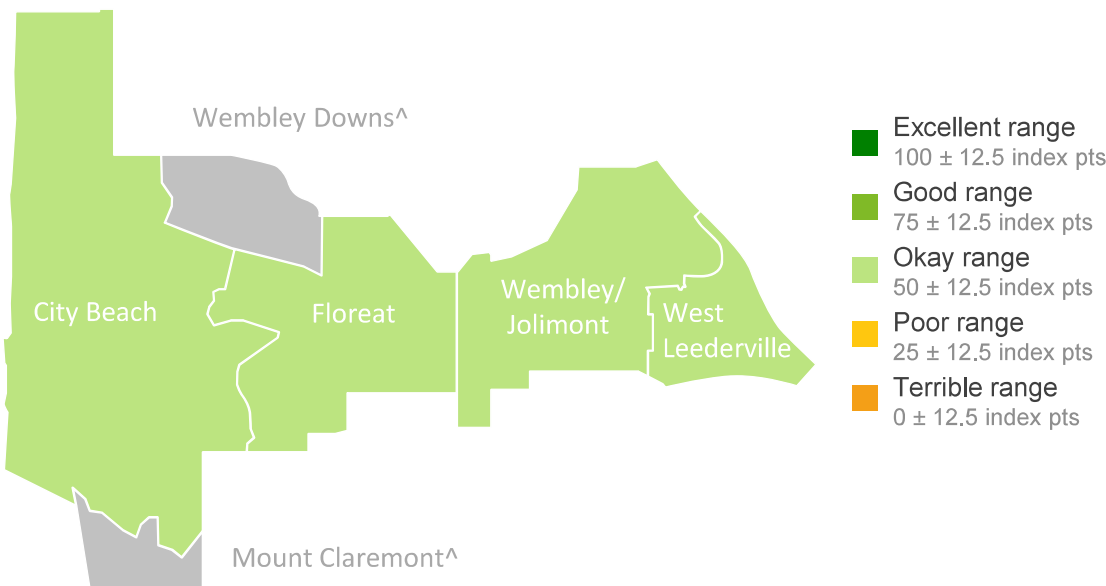
Performance Index Score



Town of Cambridge	59
Industry High	64
Industry Average	51

Geographical and community variances

Performance Index Score



Location

City Beach	62
Floreat	61
Wembley / Jolimont	57
West Leederville	57

Gender

Male	64
Female	54

Age

18-34 years	63
35-49 years	60
50-64 years	57
65+ years	56

Home ownership

Homeowner	59
Renting / other	58

Age of children

0-4 years	55
5-11 years	61
12-17 years	66
18+ years	58
No children	59

Disability & culture

Disability	48
LOTE	74
Born overseas	61

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

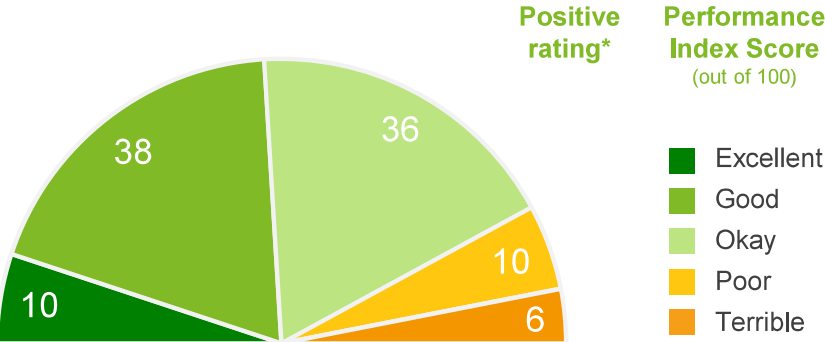
^ Small sample size

Ranger services

animal management, compliance and enforcement etc.

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

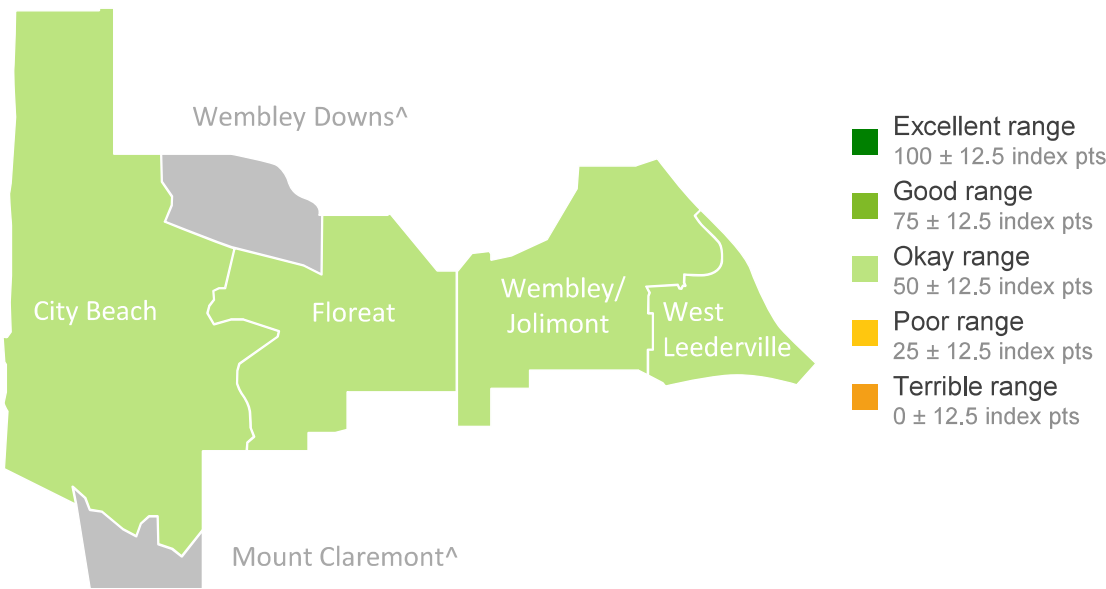
Performance Index Score



Town of Cambridge	59
Industry High	67
Industry Average	53

Geographical and community variances

Performance Index Score



Location

City Beach	59
Floreat	62
Wembley / Jolimont	59
West Leederville	57

Gender

Male	59
Female	59

Age of children

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

Age

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

Home ownership

Homeowner	58
Renting / other	69

Disability & culture

Disability	53
LOTE	59
Born overseas	62

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

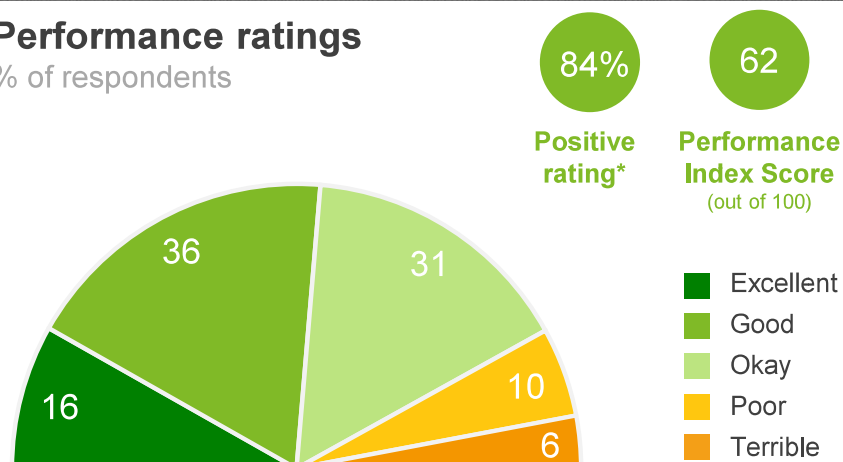
Base: All respondents, excludes 'unsure' and 'no response' (n = 594). * Positive Rating = excellent, good + okay

^ Small sample size

Waste management

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

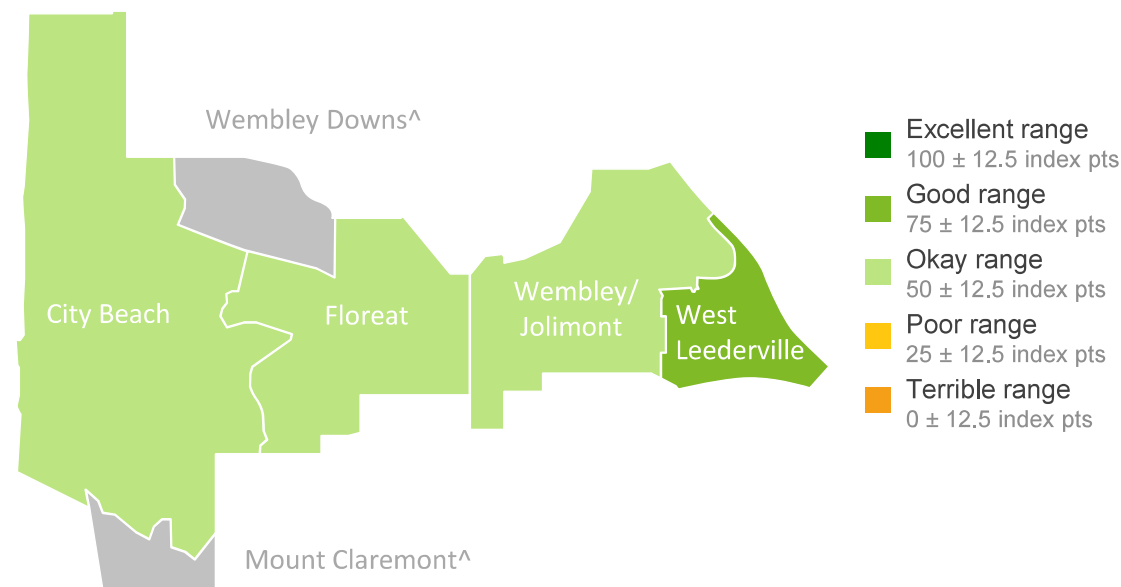
Performance Index Score



Town of Cambridge	62
Industry High	77
Industry Average	59

Geographical and community variances

Performance Index Score



Location

City Beach	62
Floreat	60
Wembley / Jolimont	60
West Leederville	65

Gender

Male	62
Female	62

Age of children

0-4 years	57
5-11 years	62
12-17 years	61
18+ years	59
No children	64

Age

18-34 years	61
35-49 years	60
50-64 years	60
65+ years	67

Home ownership

Homeowner	61
Renting / other	68

Disability & culture

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

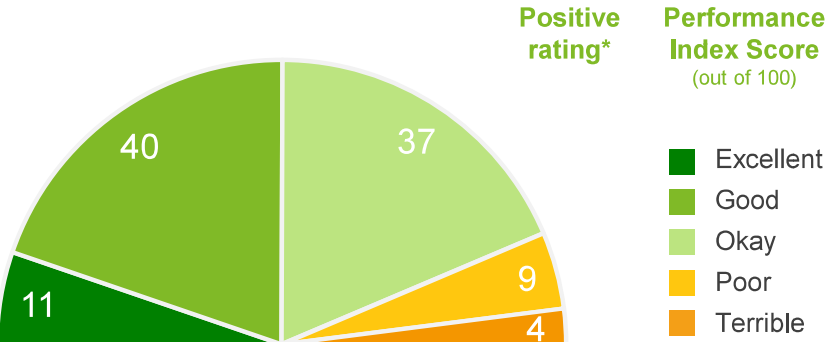
^ Small sample size

Environmental health services

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

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

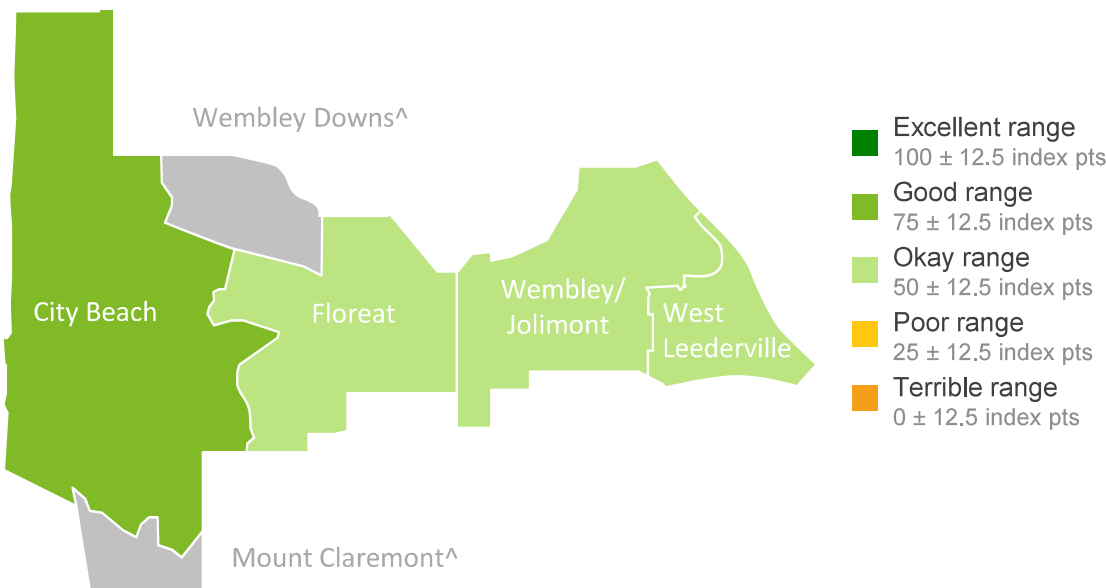
Performance Index Score



Town of Cambridge	61
Industry High	65
Industry Average	54

Geographical and community variances

Performance Index Score



Location

City Beach	63
Floreat	60
Wembley / Jolimont	62
West Leederville	58

Gender

Male	63
Female	59

Age

18-34 years	66
35-49 years	61
50-64 years	58
65+ years	59

Home ownership

Homeowner	60
Renting / other	64

Age of children

0-4 years	62
5-11 years	60
12-17 years	61
18+ years	57
No children	62

Disability & culture

Disability	56
LOTE	66
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

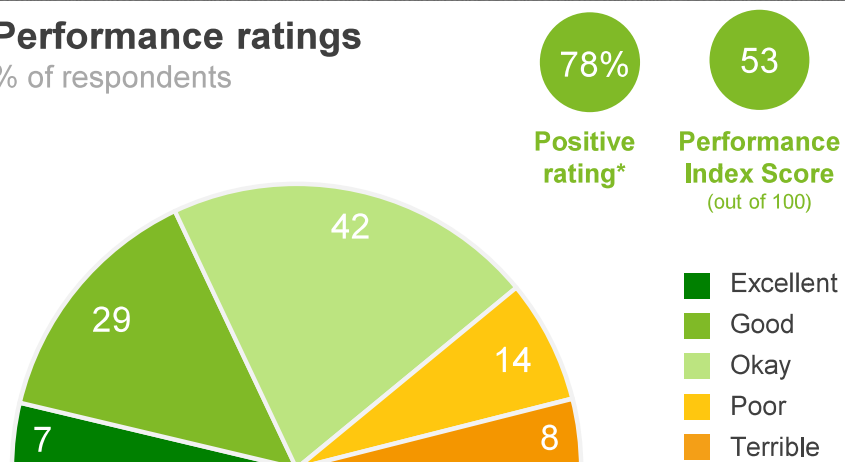
^ Small sample size

Discretionary services

Youth services and facilities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

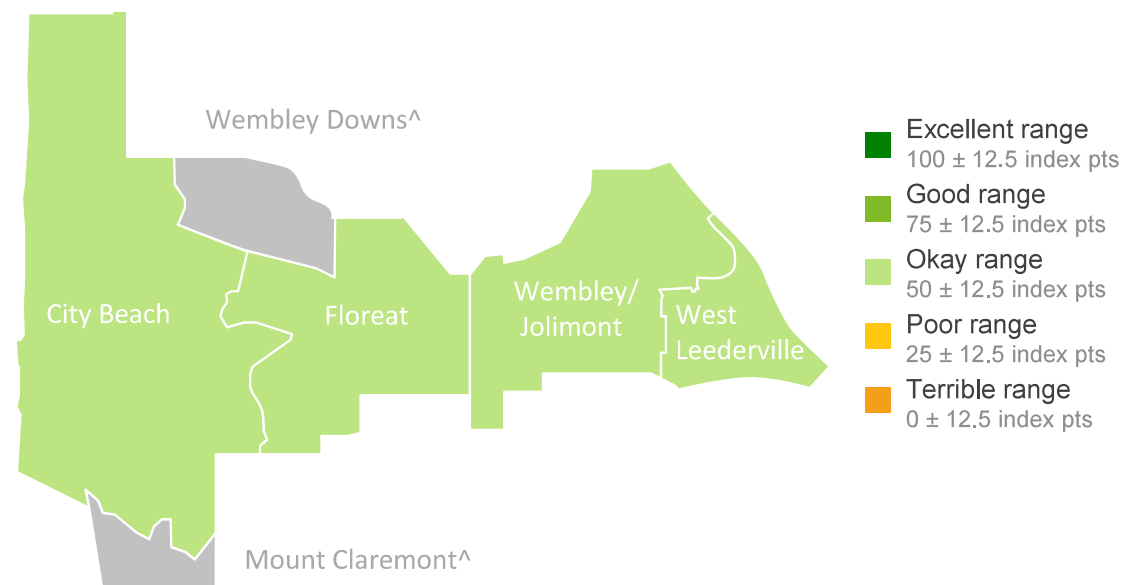
Performance Index Score



Town of Cambridge	53
Industry High	62
Industry Average	47

Geographical and community variances

Performance Index Score



Location

City Beach	55
Floreat	57
Wembley / Jolimont	51
West Leederville	49

Gender

Male	61
Female	48

Age

18-34 years	56
35-49 years	51
50-64 years	53
65+ years	54

Age of children

0-4 years	43
5-11 years	54
12-17 years	50
18+ years	50
No children	58

Home ownership

Homeowner	53
Renting / other	57

Disability & culture

Disability	37
LOTE	68
Born overseas	55

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

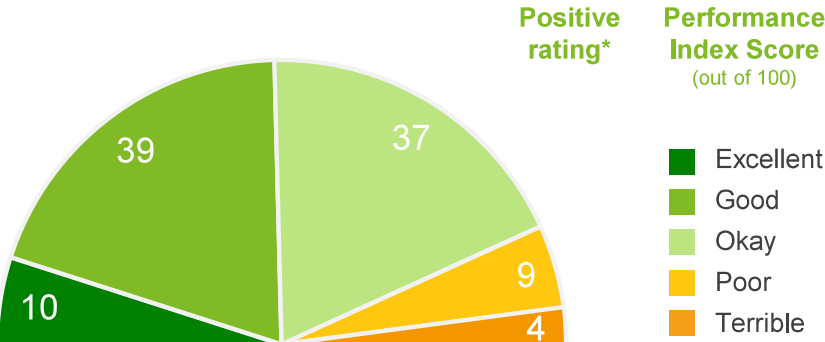
Base: All respondents, excludes 'unsure' and 'no response' (n = 328). * Positive Rating = excellent, good + okay

^ Small sample size

Family and children's services and facilities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

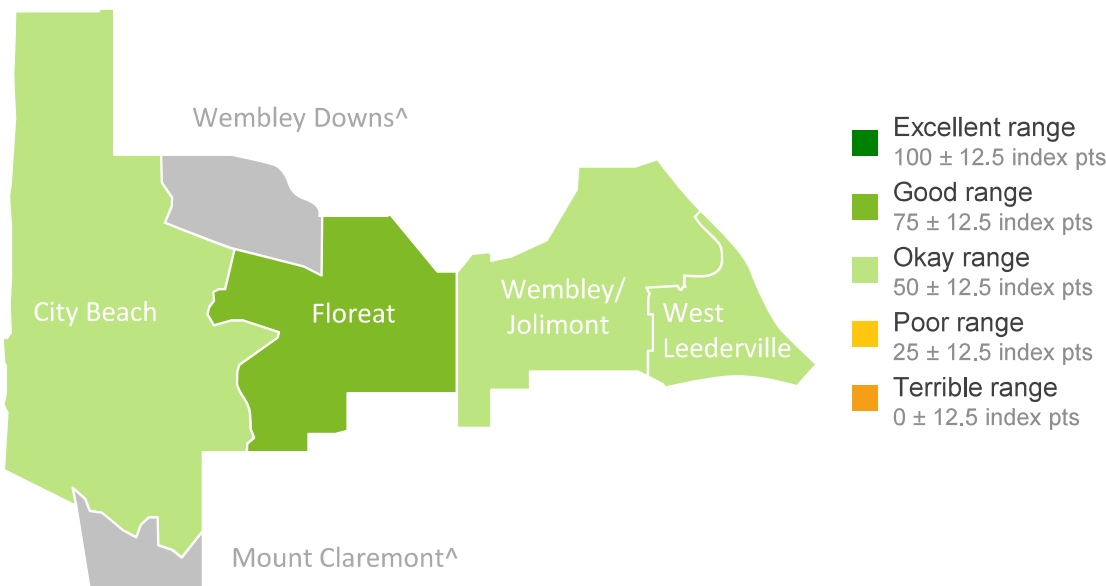
Performance Index Score



Town of Cambridge	60
Industry High	68
Industry Average	54

Geographical and community variances

Performance Index Score



Location

City Beach	60
Floreat	63
Wembley / Jolimont	60
West Leederville	59

Gender

Male	64
Female	57

Age

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

Home ownership

Homeowner	59
Renting / other	73

Age of children

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

Disability & culture

Disability	47
LOTE	71
Born overseas	65

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

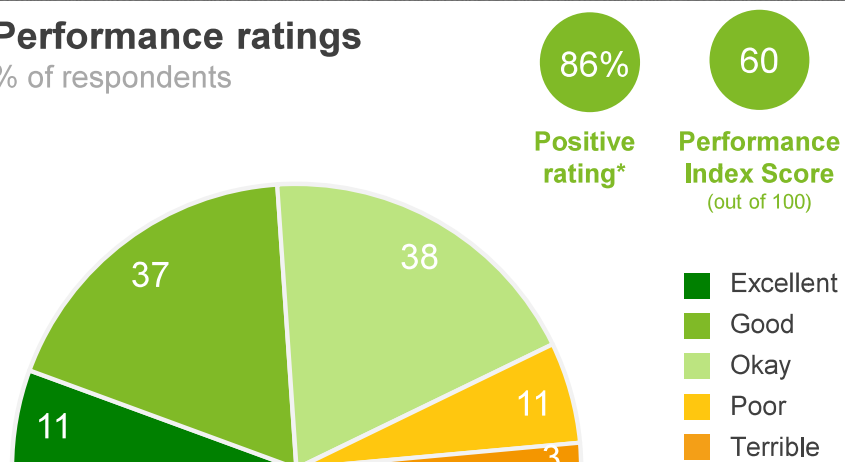
Base: All respondents, excludes 'unsure' and 'no response' (n = 388). * Positive Rating = excellent, good + okay

^ Small sample size

Seniors' services and facilities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

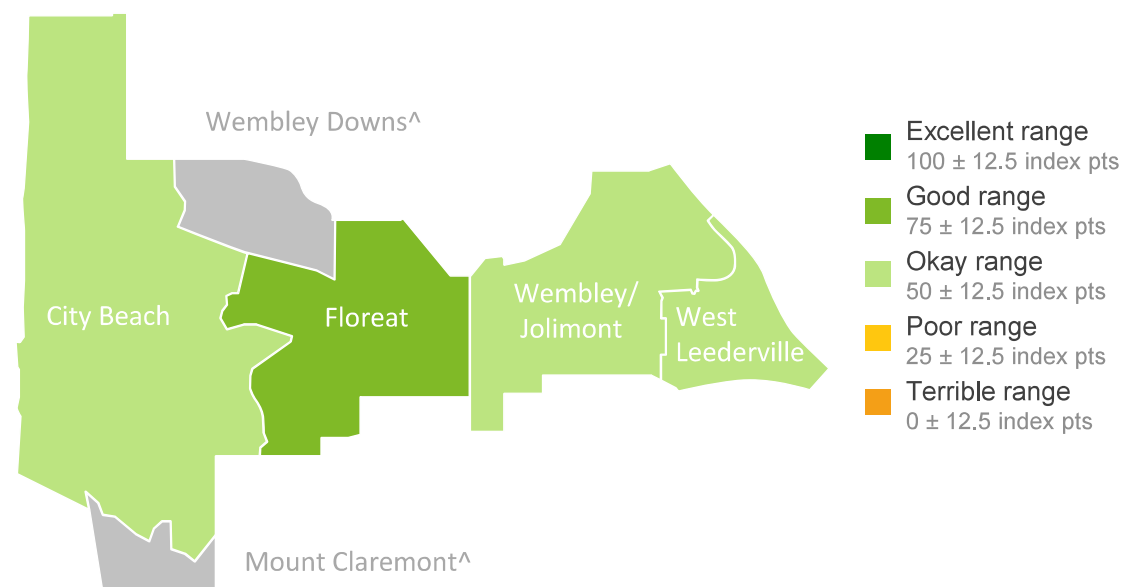
Performance Index Score



Town of Cambridge	60
Industry High	68
Industry Average	54

Geographical and community variances

Performance Index Score



Location

City Beach	60
Floreat	63
Wembley / Jolimont	59
West Leederville	61

Gender

Male	63
Female	58

Age of children

0-4 years	63
5-11 years	59
12-17 years	59
18+ years	59
No children	61

Age

18-34 years	67
35-49 years	58
50-64 years	61
65+ years	58

Home ownership

Homeowner	60
Renting / other	65

Disability & culture

Disability	49
LOTE	69
Born overseas	64

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

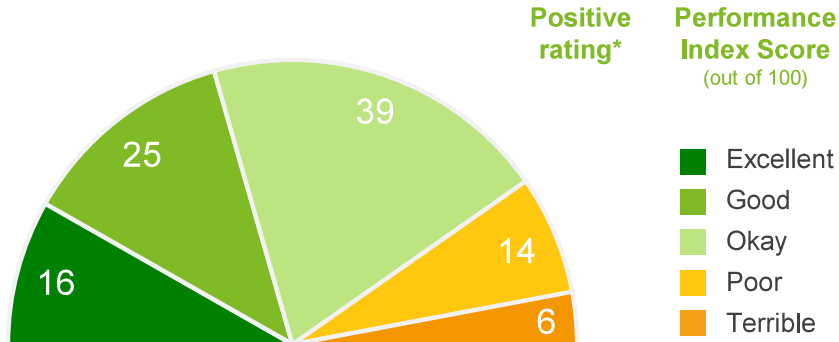
^ Small sample size

Reconciliation action

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

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

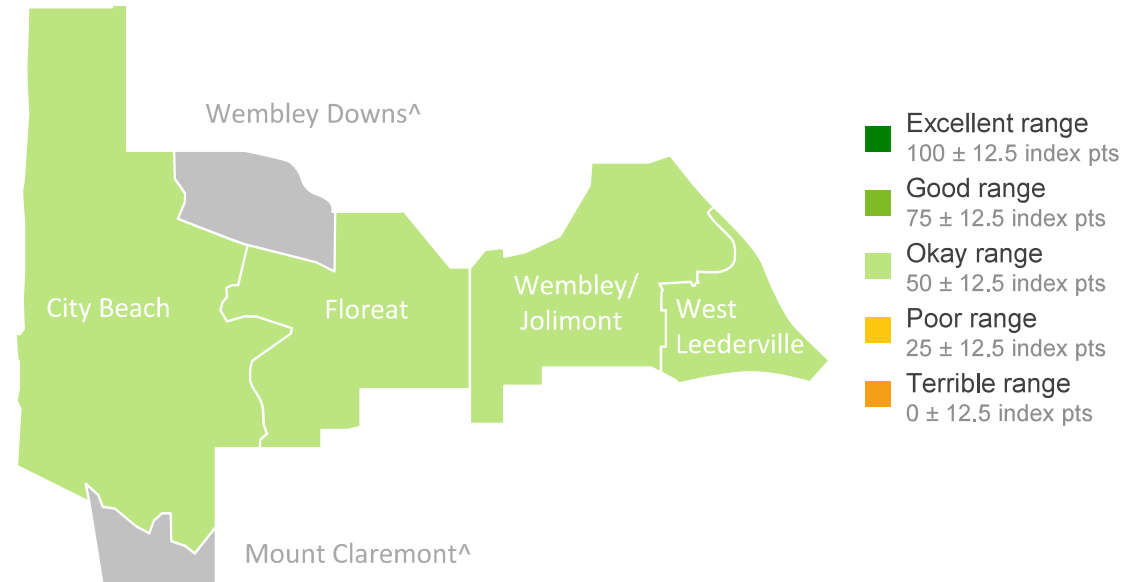
Performance Index Score



Town of Cambridge	58
Industry High	71
Industry Average	62

Geographical and community variances

Performance Index Score



Location

City Beach	62
Floreat	55
Wembley / Jolimont	57
West Leederville	59

Gender

Male	61
Female	57

Age of children

0-4 years	64
5-11 years	64
12-17 years	61
18+ years	54
No children	58

Age

18-34 years	66
35-49 years	54
50-64 years	56
65+ years	57

Home ownership

Homeowner	57
Renting / other	65

Disability & culture

Disability	55
LOTE	68
Born overseas	60

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

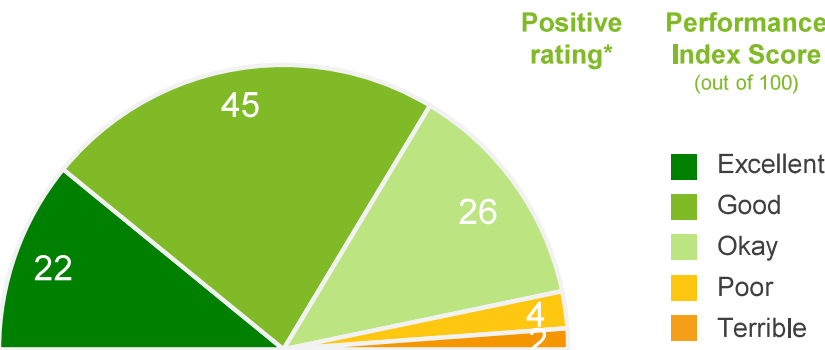
Base: All respondents, excludes 'unsure' and 'no response' (n = 316). * Positive Rating = excellent, good + okay

^ Small sample size

Sport and recreation services and facilities

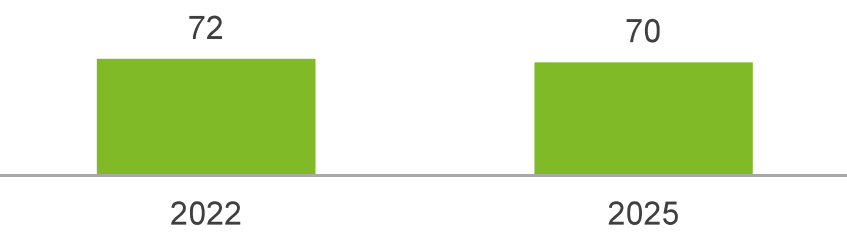
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



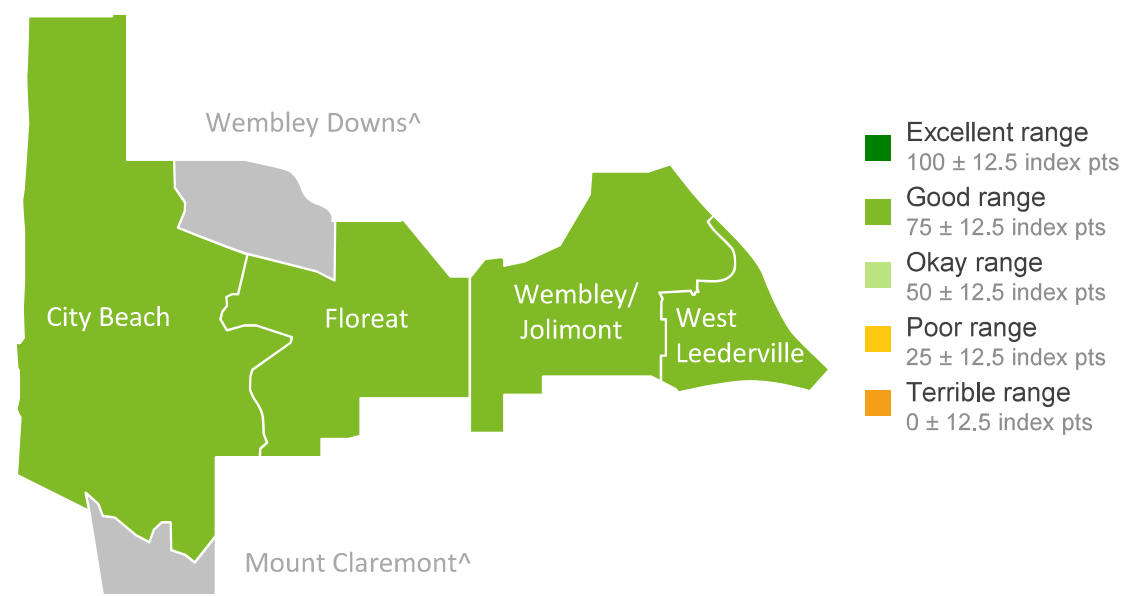
MARKYT Industry Standards

Performance Index Score



Geographical and community variances

Performance Index Score



Location

City Beach	71
Floreat	72
Wembley / Jolimont	71
West Leederville	64

Gender

Male	70
Female	70

Age

18-34 years	66
35-49 years	71
50-64 years	71
65+ years	72

Home ownership

Homeowner	70
Renting / other	68

Age of children

0-4 years	67
5-11 years	68
12-17 years	68
18+ years	70
No children	72

Disability & culture

Disability	64
LOTE	78
Born overseas	72

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

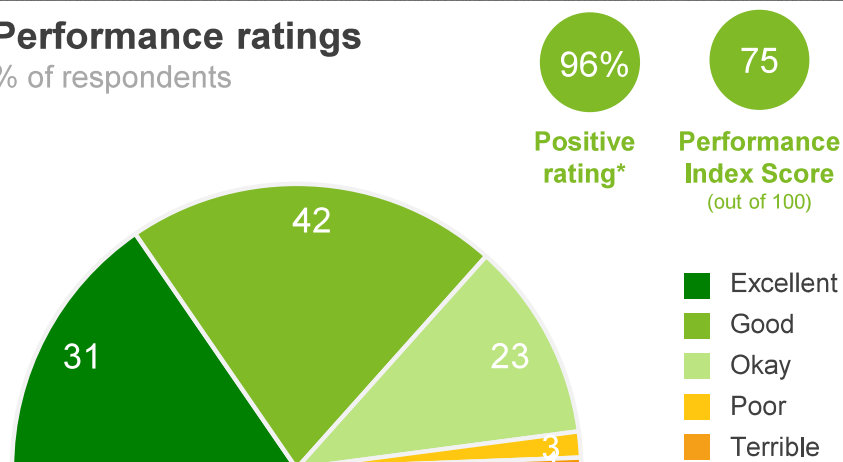
Base: All respondents, excludes 'unsure' and 'no response' (n = 670). * Positive Rating = excellent, good + okay

^ Small sample size

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

Geographical and community variances

Performance Index Score



Location

City Beach	74
Floreat	80
Wembley / Jolimont	73
West Leederville	71

Gender

Male	72
Female	76

Age

18-34 years	74
35-49 years	73
50-64 years	74
65+ years	77

Age of children

0-4 years	76
5-11 years	75
12-17 years	73
18+ years	75
No children	76

Home ownership

Homeowner	75
Renting / other	75

Disability & culture

Disability	77
LOTE	68
Born overseas	76

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

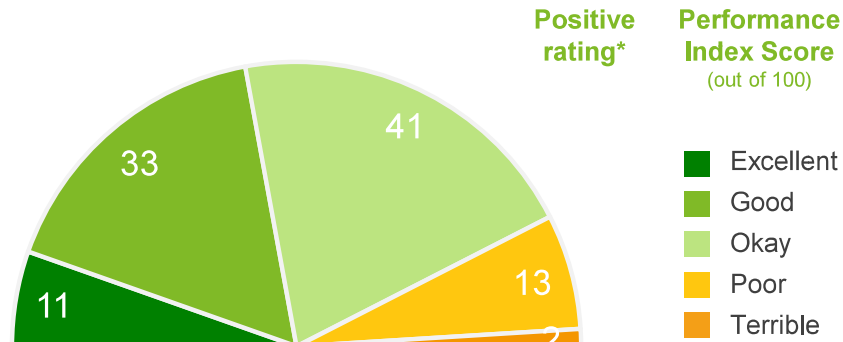
Base: All respondents, excludes 'unsure' and 'no response' (n = 666). * Positive Rating = excellent, good + okay

^ Small sample size

Art, culture and creative activities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

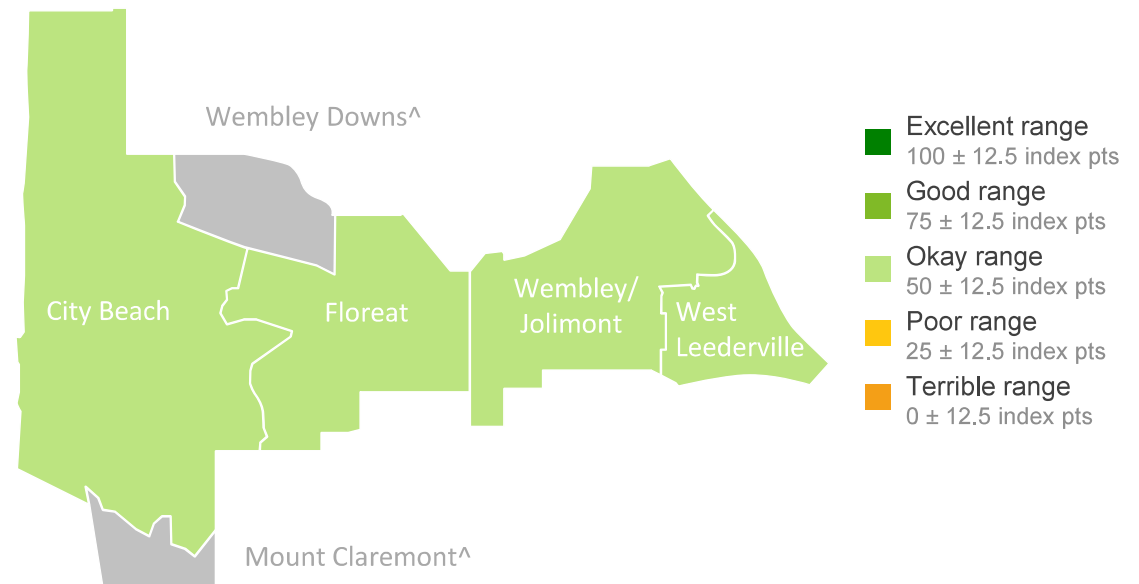
Performance Index Score



Town of Cambridge	60
Industry High	71
Industry Average	63

Geographical and community variances

Performance Index Score



Location

City Beach	59
Floreat	62
Wembley / Jolimont	57
West Leederville	60

Gender

Male	60
Female	59

Age of children

0-4 years	58
5-11 years	61
12-17 years	60
18+ years	59
No children	61

Age

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

Home ownership

Homeowner	59
Renting / other	62

Disability & culture

Disability	57
LOTE	64
Born overseas	61

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

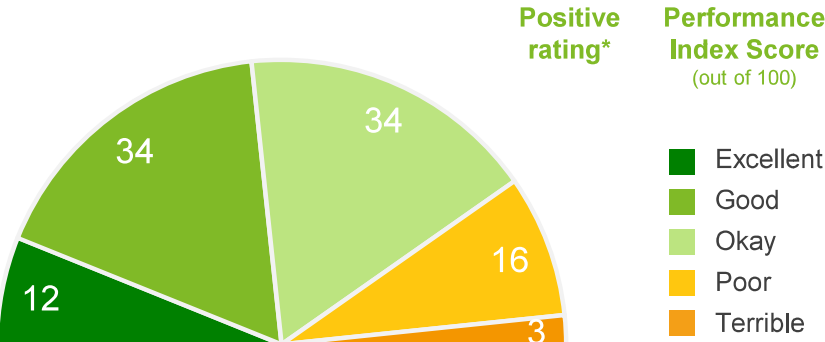
Base: All respondents, excludes 'unsure' and 'no response' (n = 548). * Positive Rating = excellent, good + okay

^ Small sample size

Festivals, markets and community events

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



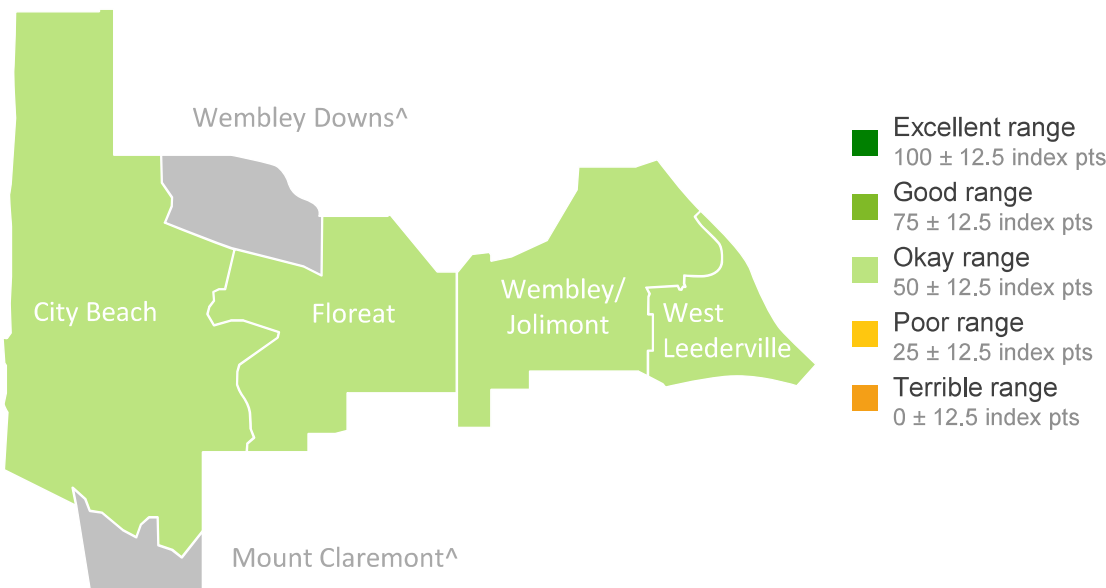
MARKYT Industry Standards

Performance Index Score



Geographical and community variances

Performance Index Score



Location

City Beach	55
Floreat	58
Wembley / Jolimont	61
West Leederville	60

Gender

Male	60
Female	59

Age

18-34 years	62
35-49 years	60
50-64 years	56
65+ years	58

Home ownership

Homeowner	58
Renting / other	65

Age of children

0-4 years	61
5-11 years	62
12-17 years	59
18+ years	59
No children	60

Disability & culture

Disability	60
LOTE	63
Born overseas	60

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

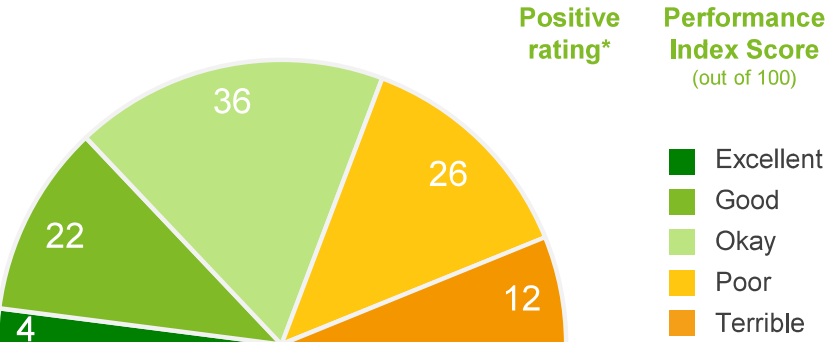
Base: All respondents, excludes 'unsure' and 'no response' (n = 646). * Positive Rating = excellent, good + okay

^ Small sample size

Development and activation of town centres

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

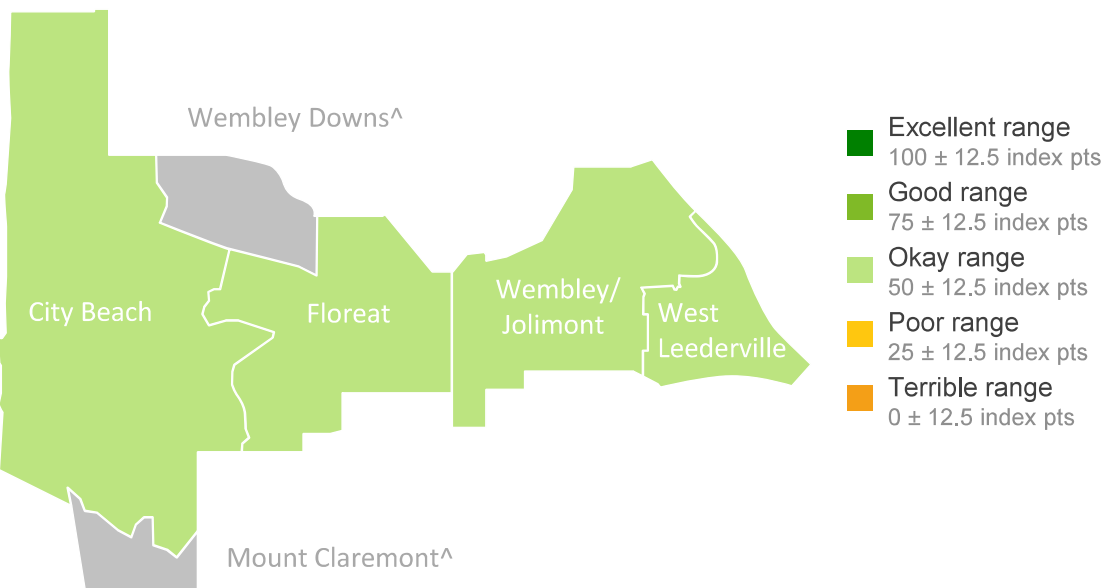
Performance Index Score



Town of Cambridge	45
Industry High	63
Industry Average	46

Geographical and community variances

Performance Index Score



Location

City Beach	47
Floreat	42
Wembley / Jolimont	46
West Leederville	44

Gender

Male	43
Female	46

Age

18-34 years	45
35-49 years	44
50-64 years	45
65+ years	45

Home ownership

Homeowner	44
Renting / other	47

Age of children

0-4 years	48
5-11 years	43
12-17 years	41
18+ years	47
No children	45

Disability & culture

Disability	41
LOTE	51
Born overseas	47

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

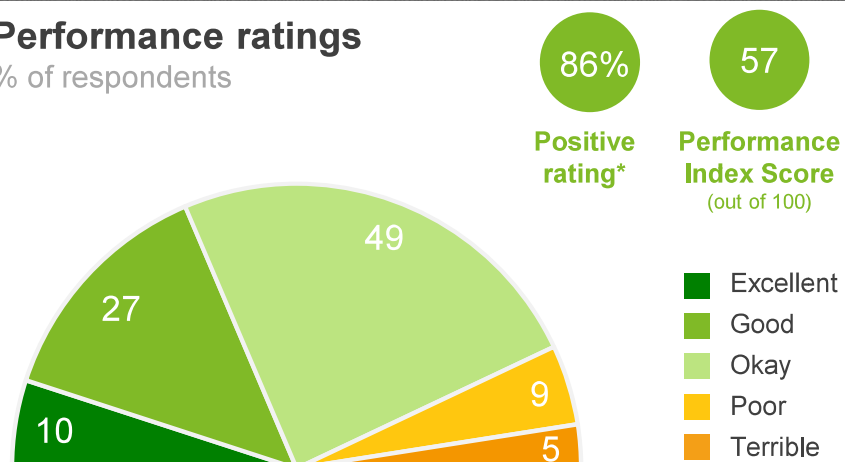
Base: All respondents, excludes 'unsure' and 'no response' (n = 596). * Positive Rating = excellent, good + okay

^ Small sample size

Volunteer support services

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

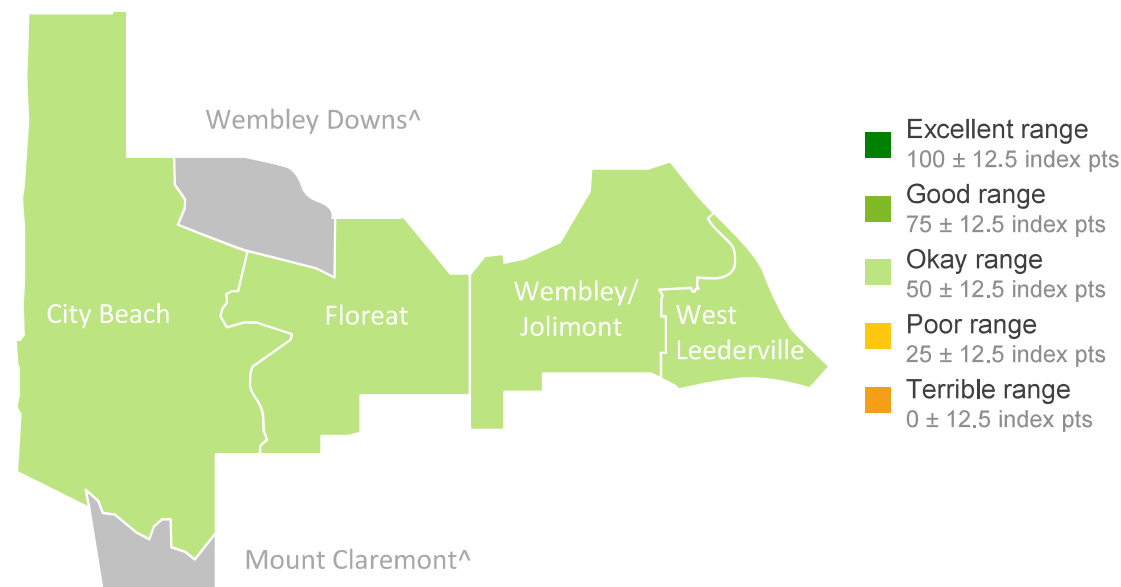
Performance Index Score



Town of Cambridge	57
Industry High	69
Industry Average	59

Geographical and community variances

Performance Index Score



Location

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

Gender

Male	61
Female	53

Age of children

0-4 years	53
5-11 years	60
12-17 years	59
18+ years	55
No children	58

Age

18-34 years	67
35-49 years	55
50-64 years	54
65+ years	54

Home ownership

Homeowner	56
Renting / other	67

Disability & culture

Disability	48
LOTE	65
Born overseas	61

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

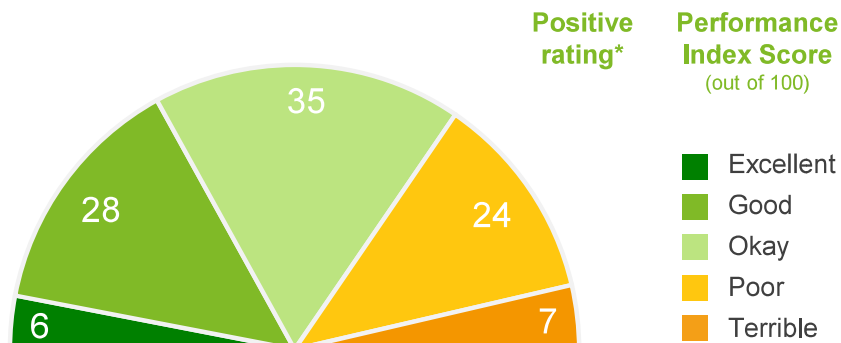
Base: All respondents, excludes 'unsure' and 'no response' (n = 299). * Positive Rating = excellent, good + okay

^ Small sample size

Public health education and wellbeing programs

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

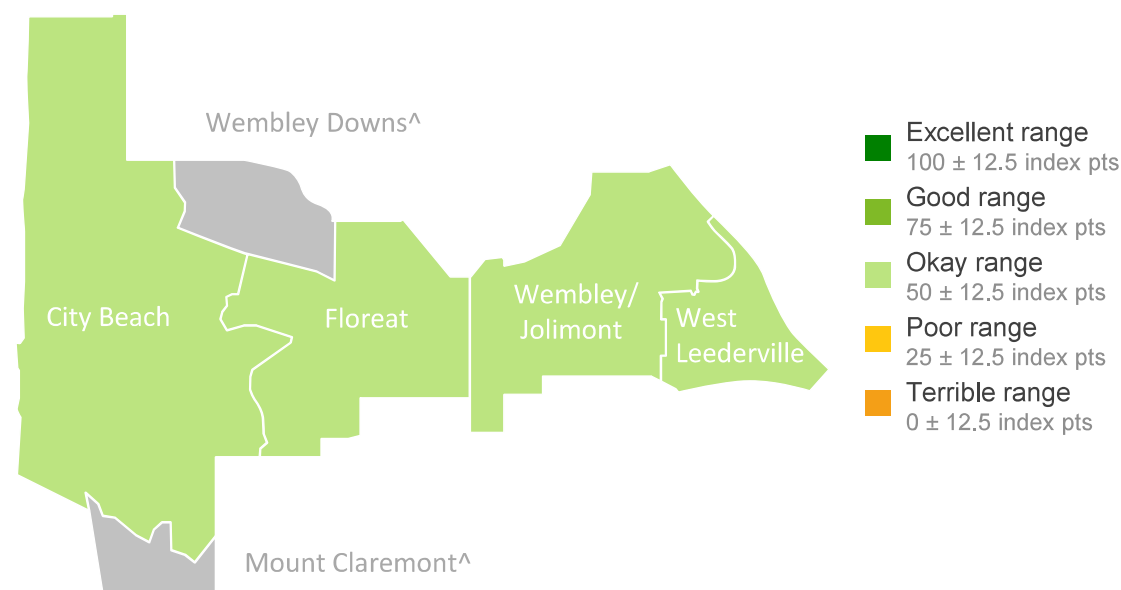
Performance Index Score



Town of Cambridge	50
Industry High	68
Industry Average	54

Geographical and community variances

Performance Index Score



Location

City Beach	54
Floreat	53
Wembley / Jolimont	51
West Leederville	42

Gender

Male	54
Female	48

Age

18-34 years	51
35-49 years	47
50-64 years	50
65+ years	54

Home ownership

Homeowner	50
Renting / other	58

Age of children

0-4 years	46
5-11 years	49
12-17 years	55
18+ years	54
No children	50

Disability & culture

Disability	45
LOTE	57
Born overseas	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

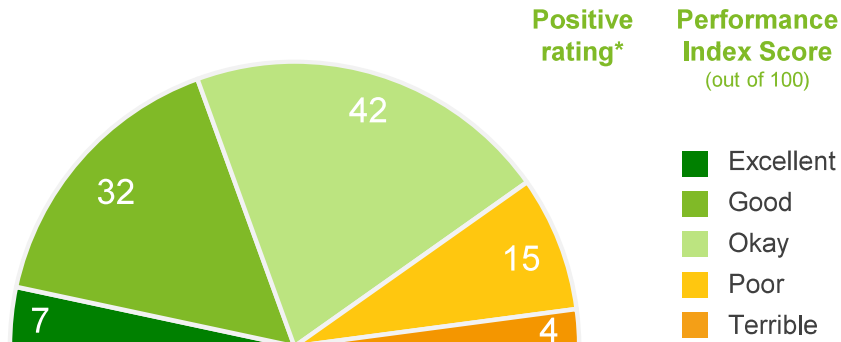
Advocacy and support

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



MARKYT Industry Standards

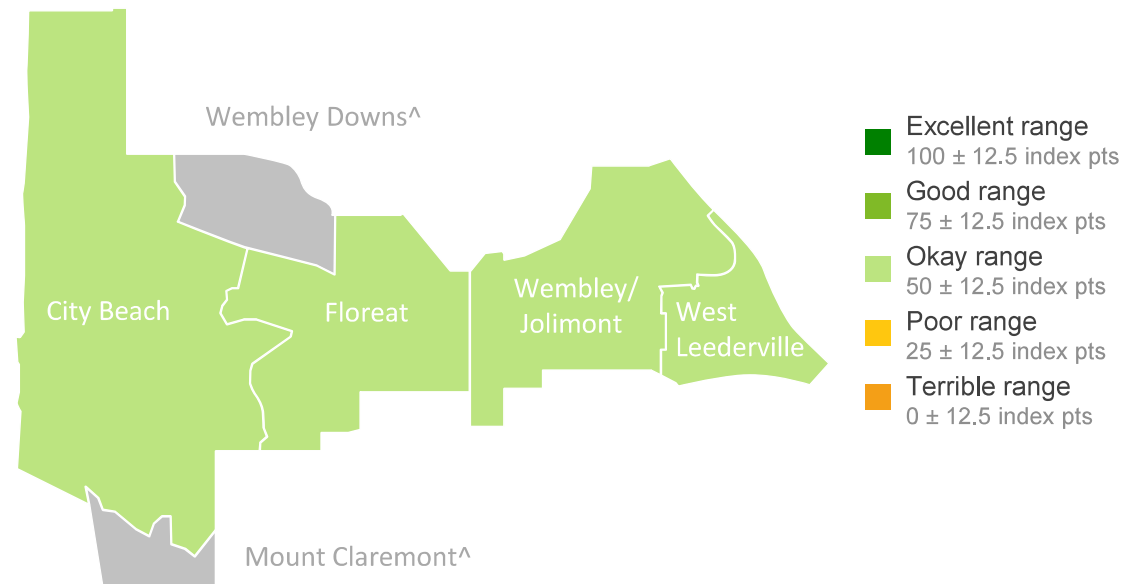
Performance Index Score



Town of Cambridge	55
Industry High	66
Industry Average	46

Geographical and community variances

Performance Index Score



Location

City Beach	56
Floreat	56
Wembley / Jolimont	57
West Leederville	51

Gender

Male	55
Female	56

Age of children

0-4 years	63
5-11 years	55
12-17 years	56
18+ years	55
No children	56

Age

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

Home ownership

Homeowner	54
Renting / other	64

Disability & culture

Disability	53
LOTE	60
Born overseas	57

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

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

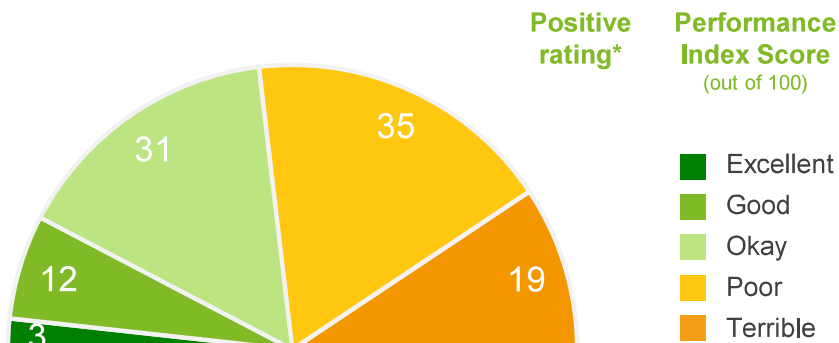
^ Small sample size

Housing

affordable and social housing, homelessness, crisis accommodation etc.

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

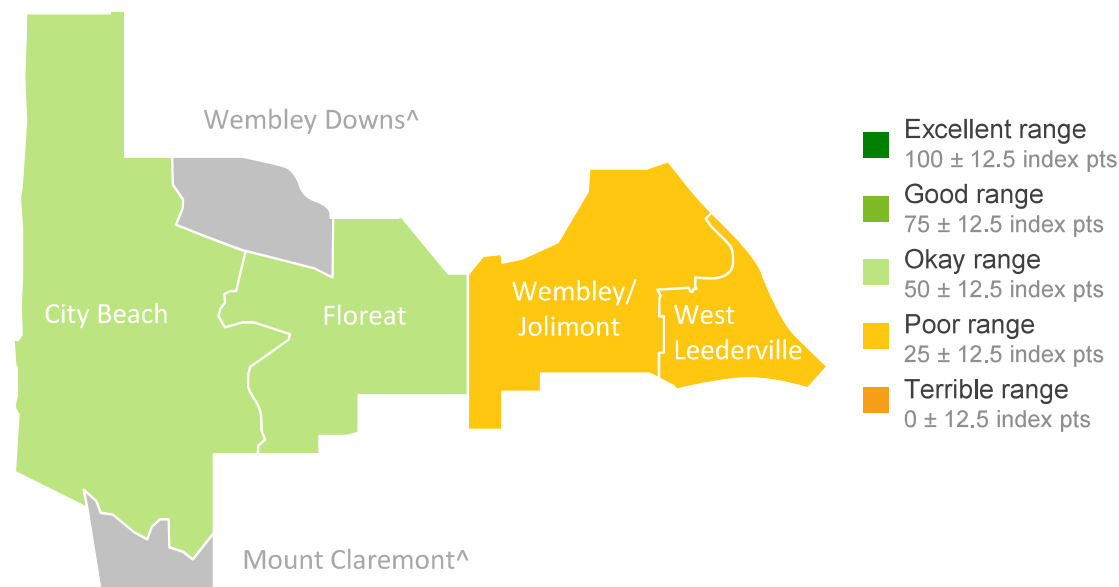
Performance Index Score



Town of Cambridge	37
Industry High	64
Industry Average	44

Geographical and community variances

Performance Index Score



Location

City Beach	44
Floreat	40
Wembley / Jolimont	35
West Leederville	30

Gender

Male	37
Female	36

Age of children

0-4 years	37
5-11 years	36
12-17 years	37
18+ years	38
No children	35

Age

18-34 years	32
35-49 years	37
50-64 years	42
65+ years	35

Home ownership

Homeowner	38
Renting / other	31

Disability & culture

Disability	26
LOTE	44
Born overseas	35

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

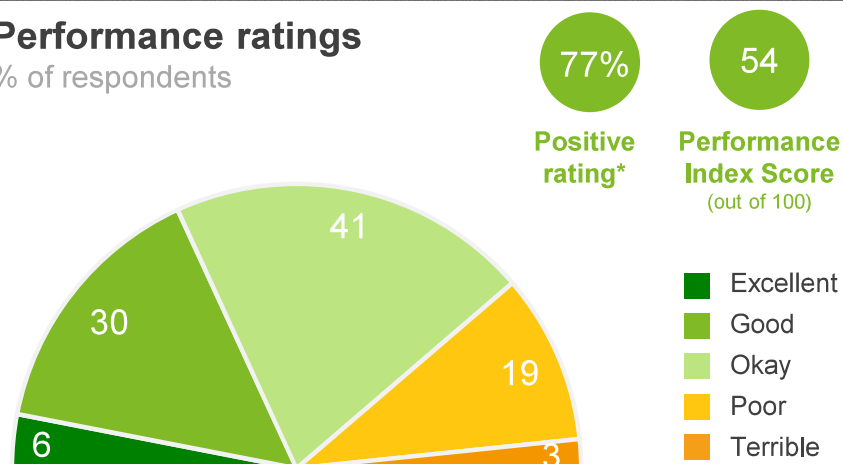
Base: All respondents, excludes 'unsure' and 'no response' (n = 439). * Positive Rating = excellent, good + okay

^ Small sample size

Aged care and accommodation

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

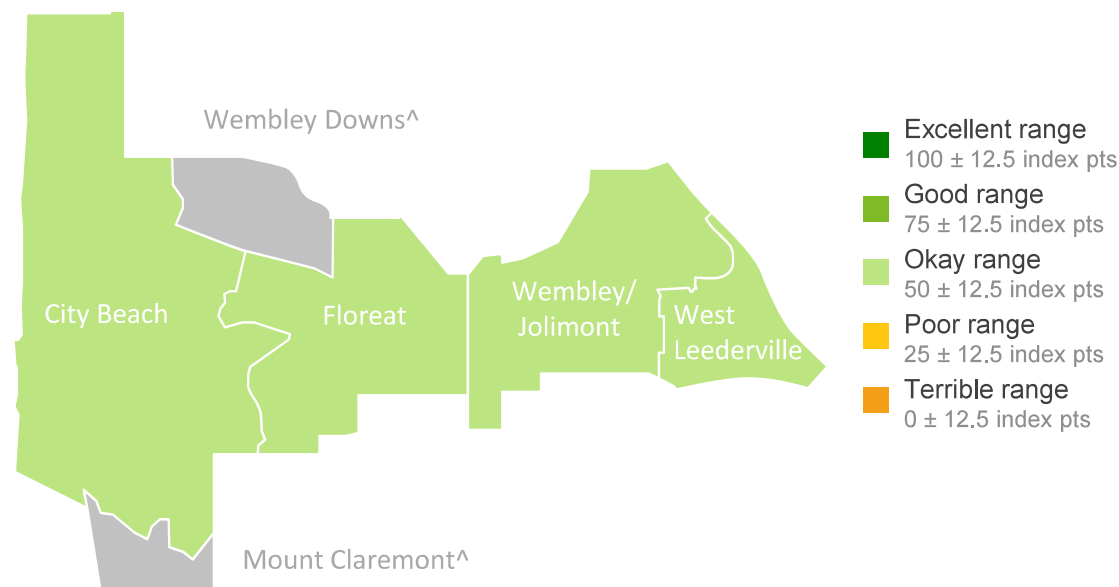
Performance Index Score



Town of Cambridge	54
Industry High	63
Industry Average	49

Geographical and community variances

Performance Index Score



Location

City Beach	57
Floreat	52
Wembley / Jolimont	51
West Leederville	56

Gender

Male	55
Female	53

Age of children

0-4 years	67
5-11 years	58
12-17 years	56
18+ years	50
No children	52

Age

18-34 years	60
35-49 years	56
50-64 years	55
65+ years	48

Home ownership

Homeowner	54
Renting / other	59

Disability & culture

Disability	44
LOTE	63
Born overseas	54

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

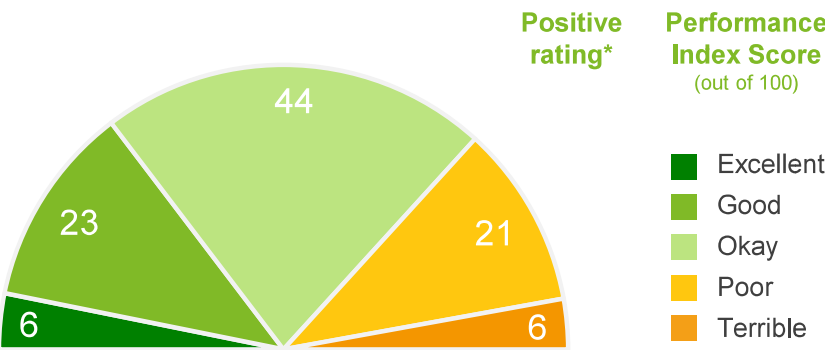
Base: All respondents, excludes 'unsure' and 'no response' (n = 364). * Positive Rating = excellent, good + okay

^ Small sample size

Multicultural support services and events

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



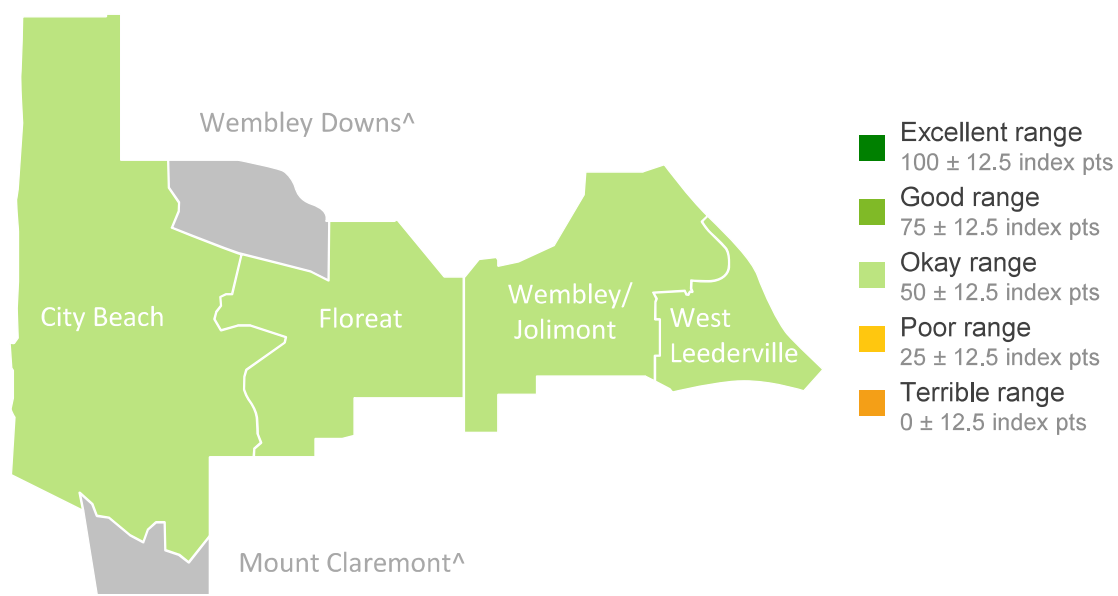
MARKYT Industry Standards

Performance Index Score



Geographical and community variances

Performance Index Score



Location

City Beach	55
Floreat	49
Wembley / Jolimont	50
West Leederville	50

Gender

Male	54
Female	49

Age

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

Home ownership

Homeowner	49
Renting / other	60

Age of children

0-4 years	46
5-11 years	53
12-17 years	57
18+ years	54
No children	49

Disability & culture

Disability	41
LOTE	50
Born overseas	49

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

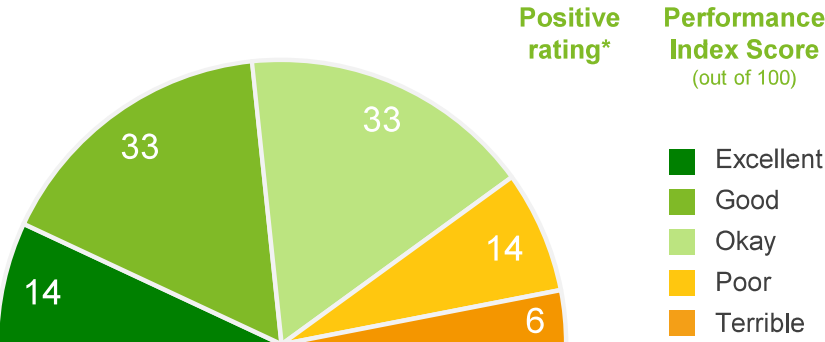
Base: All respondents, excludes 'unsure' and 'no response' (n = 324). * Positive Rating = excellent, good + okay

^ Small sample size

Public transport

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

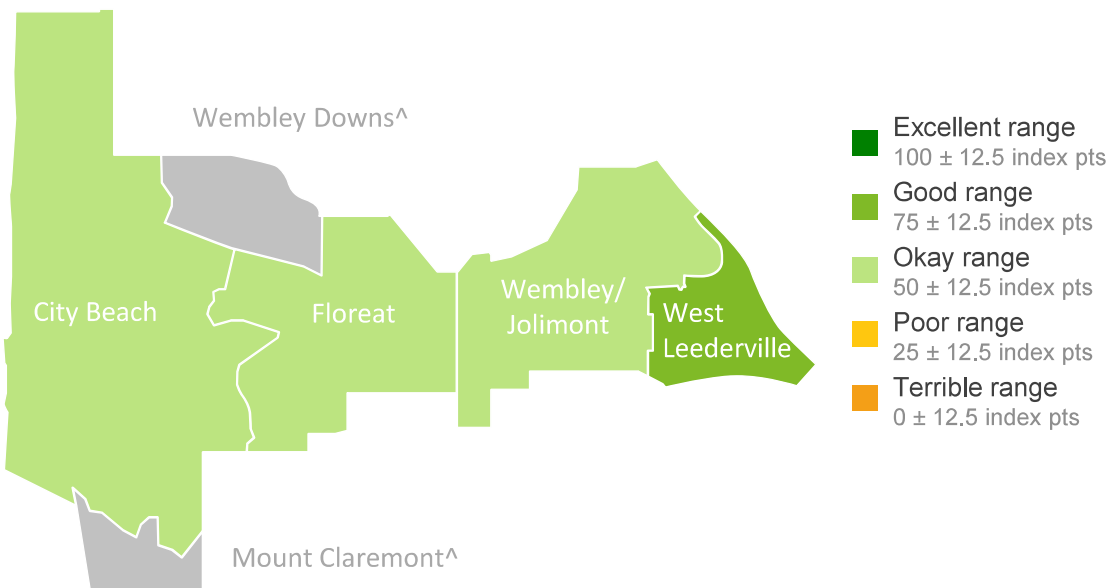
Performance Index Score



Town of Cambridge	59
Industry High	80
Industry Average	48

Geographical and community variances

Performance Index Score



Location

City Beach	47
Floreat	57
Wembley / Jolimont	60
West Leederville	71

Gender

Male	61
Female	57

Age

18-34 years	58
35-49 years	57
50-64 years	58
65+ years	62

Home ownership

Homeowner	59
Renting / other	55

Age of children

0-4 years	54
5-11 years	58
12-17 years	56
18+ years	57
No children	61

Disability & culture

Disability	54
LOTE	60
Born overseas	60

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

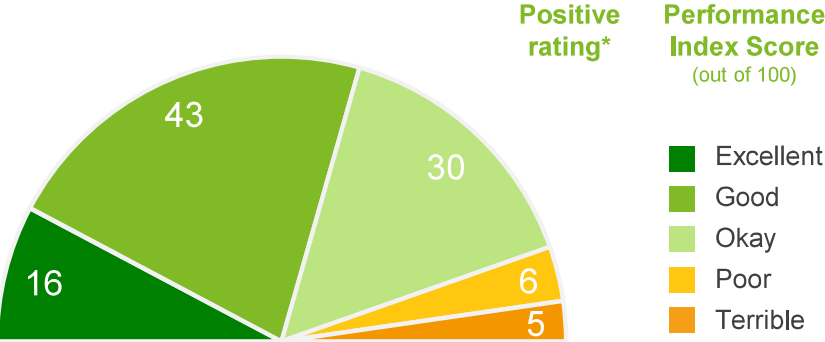
^ Small sample size

Environmental management and conservation

nature reserves, coastline etc.

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



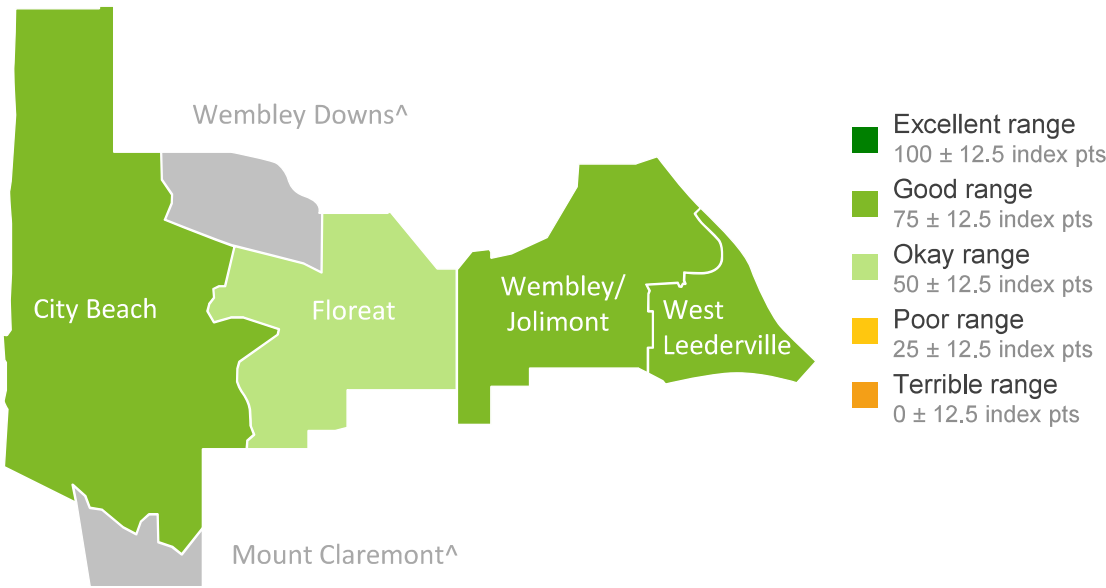
MARKYT Industry Standards

Performance Index Score



Geographical and community variances

Performance Index Score



Location		Gender		Age of children	
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		Age		Disability & culture	
Homeowner	64	18-34 years	71	No children	65
Renting / other	73	35-49 years	65		
		50-64 years	63	Disability	64
		65+ years	62	LOTE	69
				Born overseas	67

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

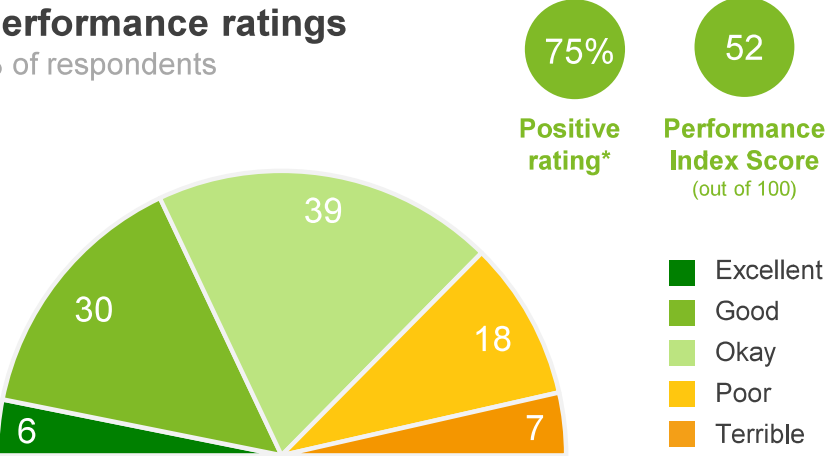
^ Small sample size

Climate action

promoting sustainable practices to combat climate change and its impacts

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



Town of Cambridge	52
Industry High	68
Industry Average	49

Geographical and community variances

Performance Index Score



Location

City Beach	55
Floreat	54
Wembley / Jolimont	51
West Leederville	48

Gender

Male	52
Female	53

Age

18-34 years	55
35-49 years	51
50-64 years	53
65+ years	51

Home ownership

Homeowner	53
Renting / other	51

Age of children

0-4 years	60
5-11 years	53
12-17 years	56
18+ years	55
No children	50

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

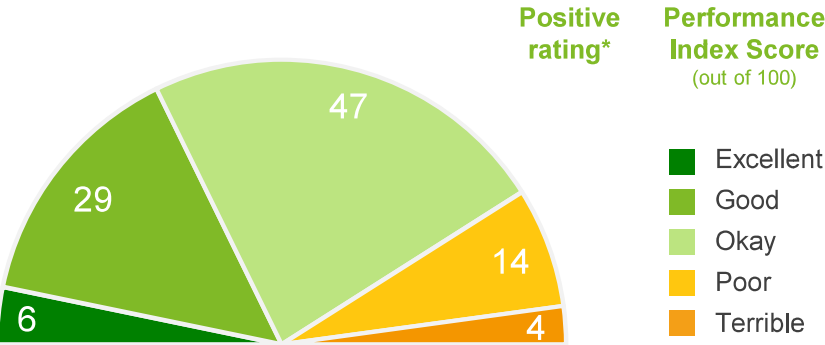
^ Small sample size

Emergency management

natural disaster education, prevention, and recovery

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

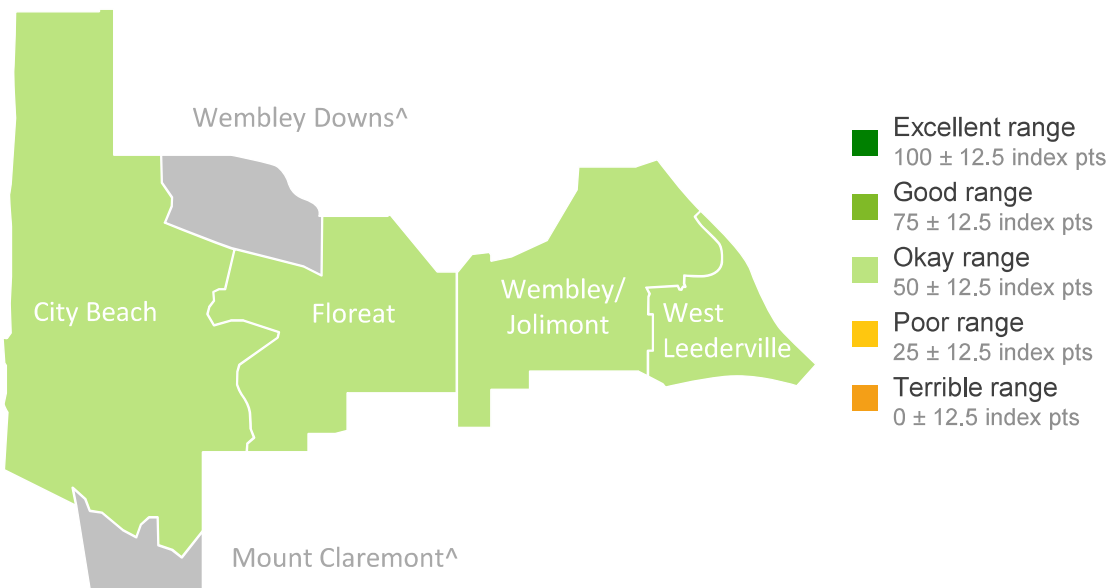
Performance Index Score



Town of Cambridge	55
Industry High	67
Industry Average	55

Geographical and community variances

Performance Index Score



Location

City Beach	58
Floreat	56
Wembley / Jolimont	55
West Leederville	49

Gender

Male	58
Female	53

Age

18-34 years	59
35-49 years	53
50-64 years	56
65+ years	54

Home ownership

Homeowner	54
Renting / other	61

Age of children

0-4 years	58
5-11 years	52
12-17 years	54
18+ years	59
No children	55

Disability & culture

Disability	46
LOTE	68
Born overseas	60

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

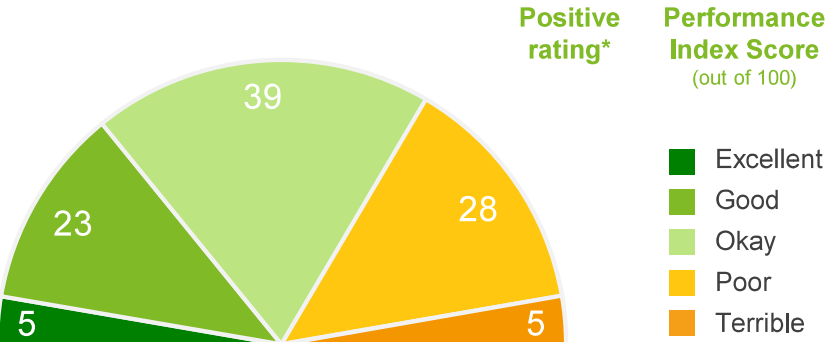
Base: All respondents, excludes 'unsure' and 'no response' (n = 282). * Positive Rating = excellent, good + okay

^ Small sample size

Economic development and job creation

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

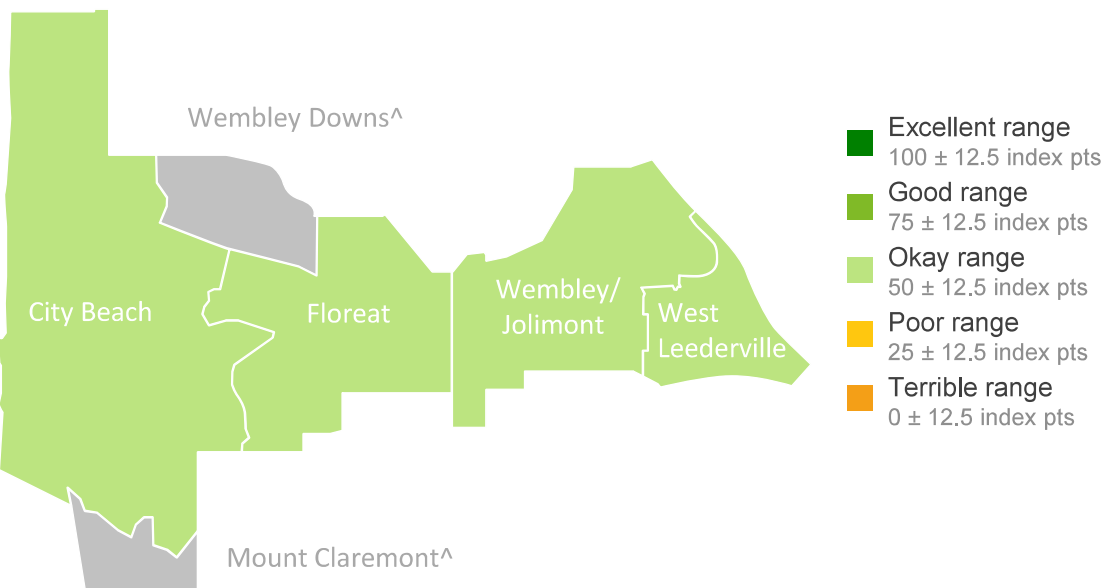
Performance Index Score



Town of Cambridge	49
Industry High	59
Industry Average	43

Geographical and community variances

Performance Index Score



Location

City Beach	52
Floreat	44
Wembley / Jolimont	50
West Leederville	49

Gender

Male	49
Female	50

Age

18-34 years	53
35-49 years	48
50-64 years	46
65+ years	49

Home ownership

Homeowner	47
Renting / other	58

Age of children

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

Disability & culture

Disability	43
LOTE	50
Born overseas	49

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

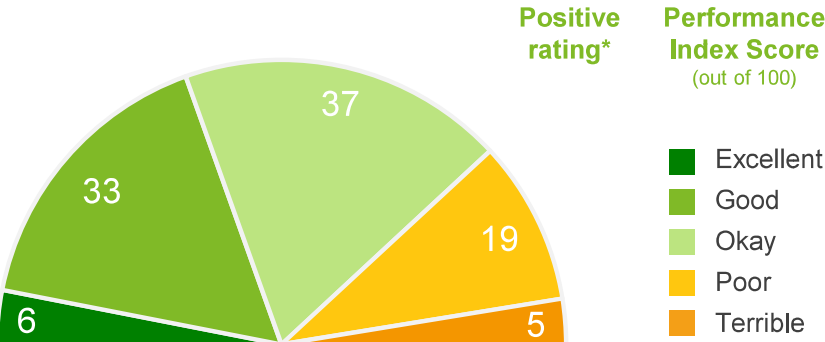
Base: All respondents, excludes 'unsure' and 'no response' (n = 310). * Positive Rating = excellent, good + okay

^ Small sample size

Education and life-long learning opportunities

Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

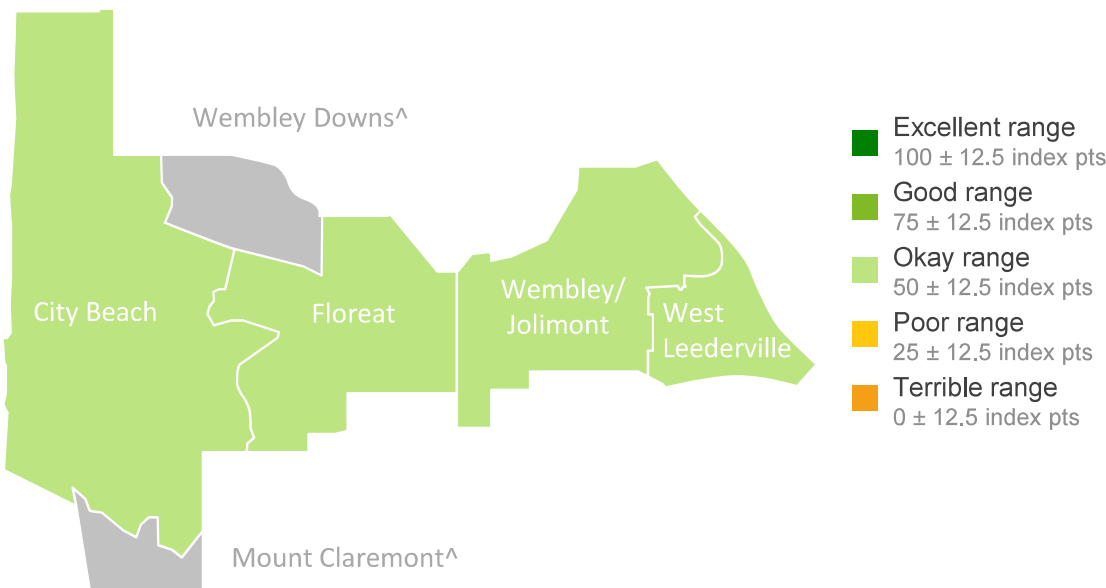
Performance Index Score



Town of Cambridge	54
Industry High	65
Industry Average	49

Geographical and community variances

Performance Index Score



Location

City Beach	53
Floreat	56
Wembley / Jolimont	57
West Leederville	48

Gender

Male	55
Female	53

Age

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

Home ownership

Homeowner	53
Renting / other	62

Age of children

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

Disability & culture

Disability	47
LOTE	65
Born overseas	55

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

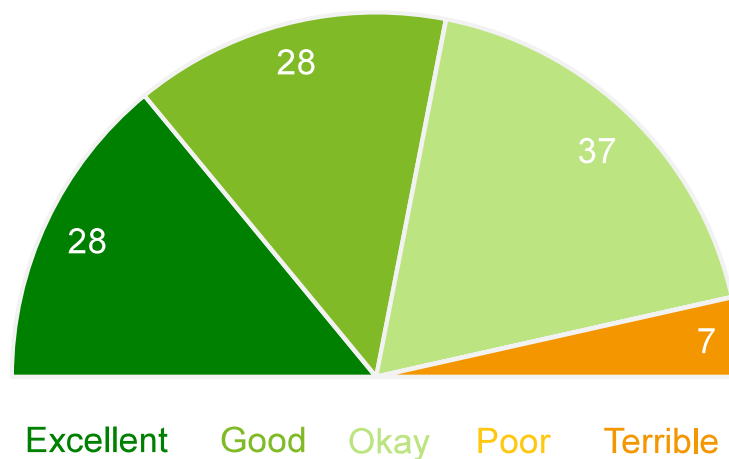
Local business views

Place to own or operate a business

Among local business owners and operators

Performance ratings

% of respondents



93%

Positive
rating*

68

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

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)



- 1 Communication (local issues, services)
- 2 Community engagement on local issues
- 3 Customer service
- 4 Technology and innovation
- 5 Roads
- 6 Parking
- 7 Footpaths, trails and cycleways
- 8 Lighting of streets and public places
- 9 Public buildings, halls and toilets
- 10 Parks, playgrounds and reserves
- 11 Streetscapes, trees and verges
- 12 Stormwater management and drainage
- 13 Beaches
- 14 Planning services
- 15 Character and identity
- 16 Heritage services
- 17 Universal access and inclusion
- 18 Ranger services
- 19 Waste management
- 20 Environmental health services
- 21 Youth services and facilities
- 22 Family and children's services / facilities
- 23 Seniors' services and facilities
- 24 Reconciliation action
- 25 Sport and recreation
- 26 Library services and facilities
- 27 Art, culture and creative activities
- 28 Festivals, markets and community events
- 29 Town centre development and activation
- 30 Volunteer support services
- 31 Public health education and wellbeing
- 32 Safety and crime prevention
- 33 Housing
- 34 Aged care and accommodation
- 35 Multicultural support services and events
- 36 Public transport
- 37 Environmental management
- 38 Climate action
- 39 Emergency / natural disaster management
- 40 Economic development and job creation
- 41 Education and life-long learning

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

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)



- 1 Communication (local issues, services)
- 2 Community engagement on local issues
- 3 Customer service
- 4 Technology and innovation
- 5 Roads
- 6 Parking
- 7 Footpaths, trails and cycleways
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- 38 Climate action
- 39 Emergency / natural disaster management
- 40 Economic development and job creation
- 41 Education and life-long learning

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

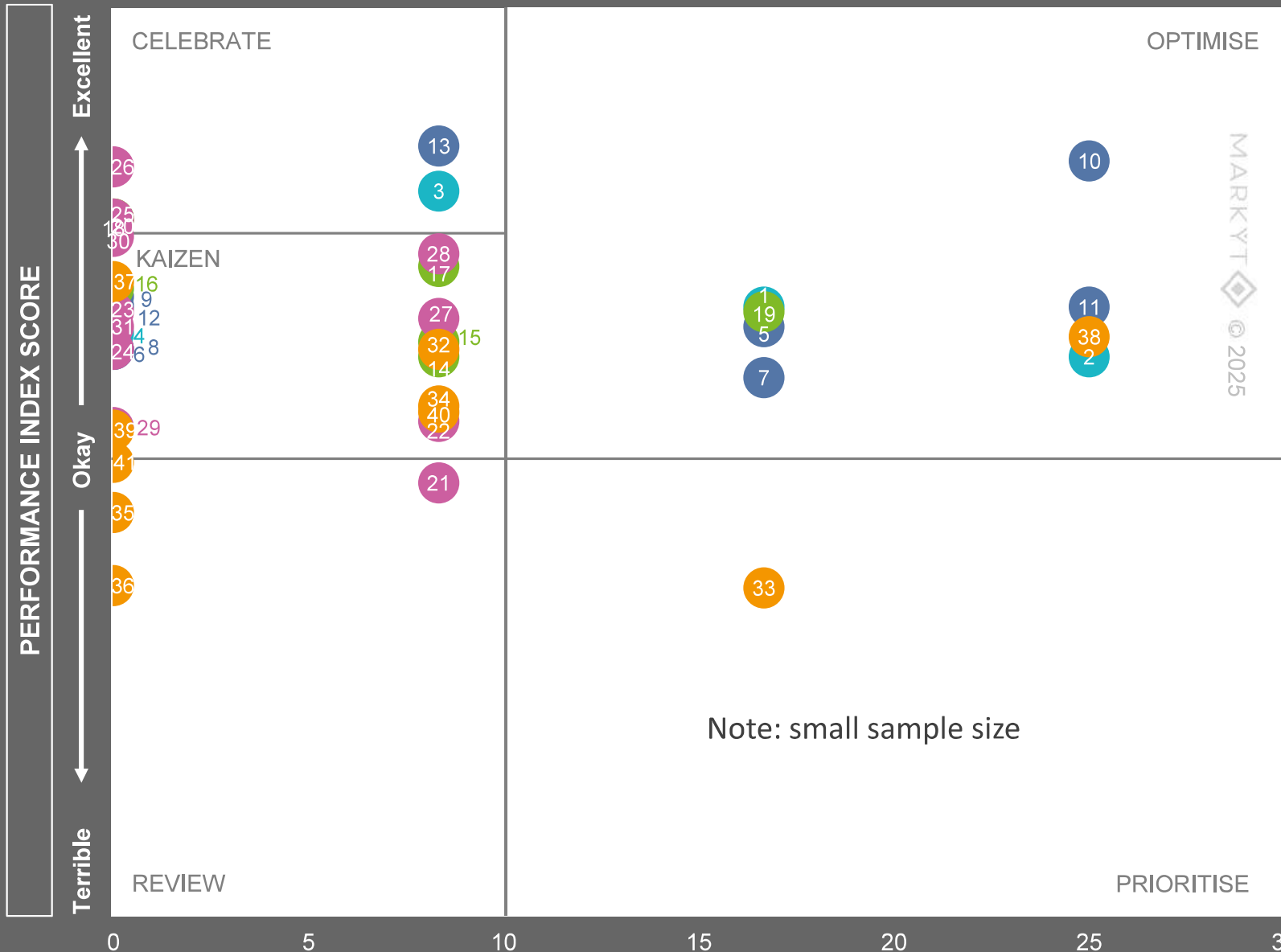
Q. Over the next 10 years, which areas would you mostly like the Town of Cambridge to focus on improving?

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

COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)



- 1 Communication (local issues, services)
- 2 Community engagement on local issues
- 3 Customer service
- 4 Technology and innovation
- 5 Roads
- 6 Parking
- 7 Footpaths, trails and cycleways
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