



CATALYSE[®] Community Perceptions Survey[©]



Prepared for the Town of Cambridge

November 2006

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Executive Summary

In 2006, the Town of Cambridge conducted the CATALYSE® Community Perceptions Survey among 401 residents. The purpose of the study was to evaluate and monitor performance levels across a range of services & facilities. The survey was managed by CATALYSE® Pty Ltd, an independent research and planning consultancy. This study provides the Town of Cambridge with valid performance measures that can be benchmarked and consistently monitored over time.

OVERALL SATISFACTION RATINGS

	2006	Industry High	Industry Average	Comparison to average
% of respondents saying they are very satisfied	43%	57%	41%	=


FOCUS ON IMPROVING



- Leadership
- Consultation & information
- Footpaths & cycleways
- Management & control of traffic
- Density & design of housing
- Planning & building approvals

Areas of low satisfaction and high importance

CELEBRATE



- Library & information services
- Weekly rubbish collections
- Bulk rubbish collections

At least 70% of respondents are very satisfied with these areas

Cambridge is setting the Industry Standard for:

- The control of graffiti, vandalism and anti-social behaviour
- The mix and diversity of housing types

Benchmark performance gaps exist in the following areas:

- Leadership
- Consultation & information
- History, heritage, arts & culture
- Planning & building
- Recycling services

Introduction and research method

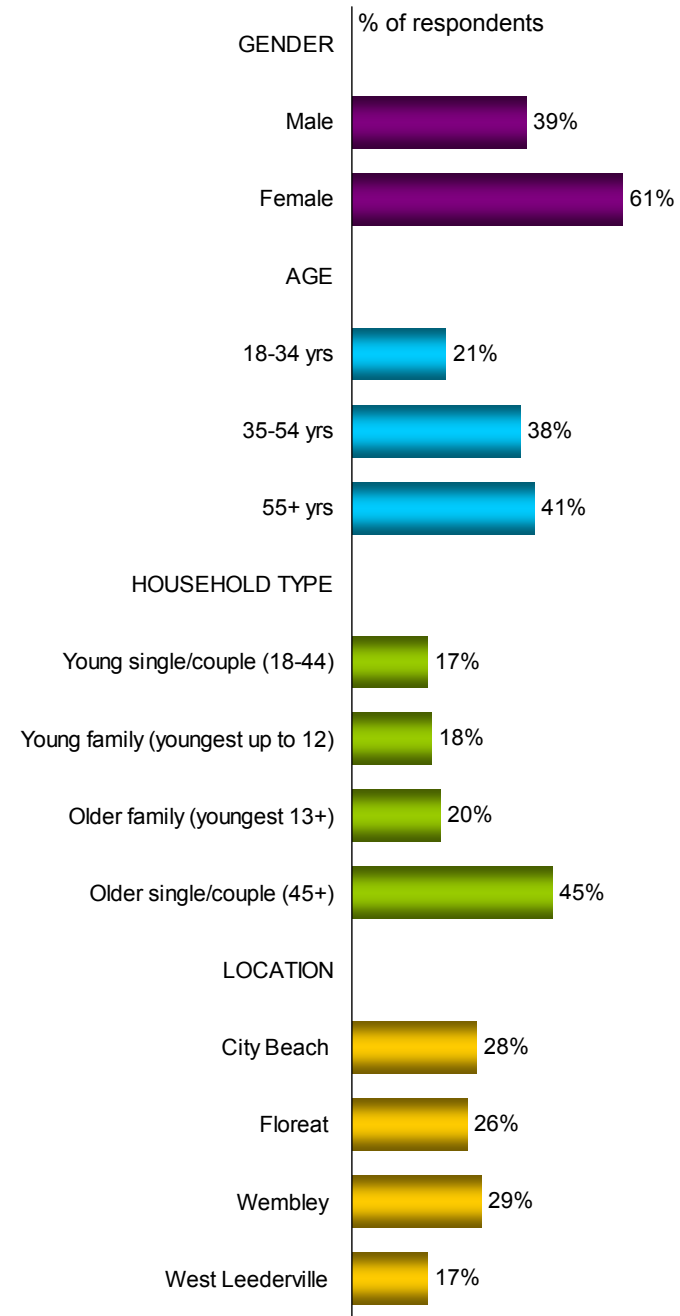
- In October 2006, CATALYSE® conducted community perceptions research to determine:
 - Overall satisfaction with the Town of Cambridge
 - Satisfaction with selected services and facilities
 - Performance gaps

- A representative sample of 401 households were surveyed using computer assisted telephone interviews
 - Quotas were set to match ABS and the Town of Cambridge's population data
 - Sampling precision is +/- 5% at the 95% confidence interval for residents and meets the level specified by the Office of Auditor General

- Industry Standards are provided results when three or more Councils asked the same or similar question in the past 24 months. Councils included in the Industry Standards include:

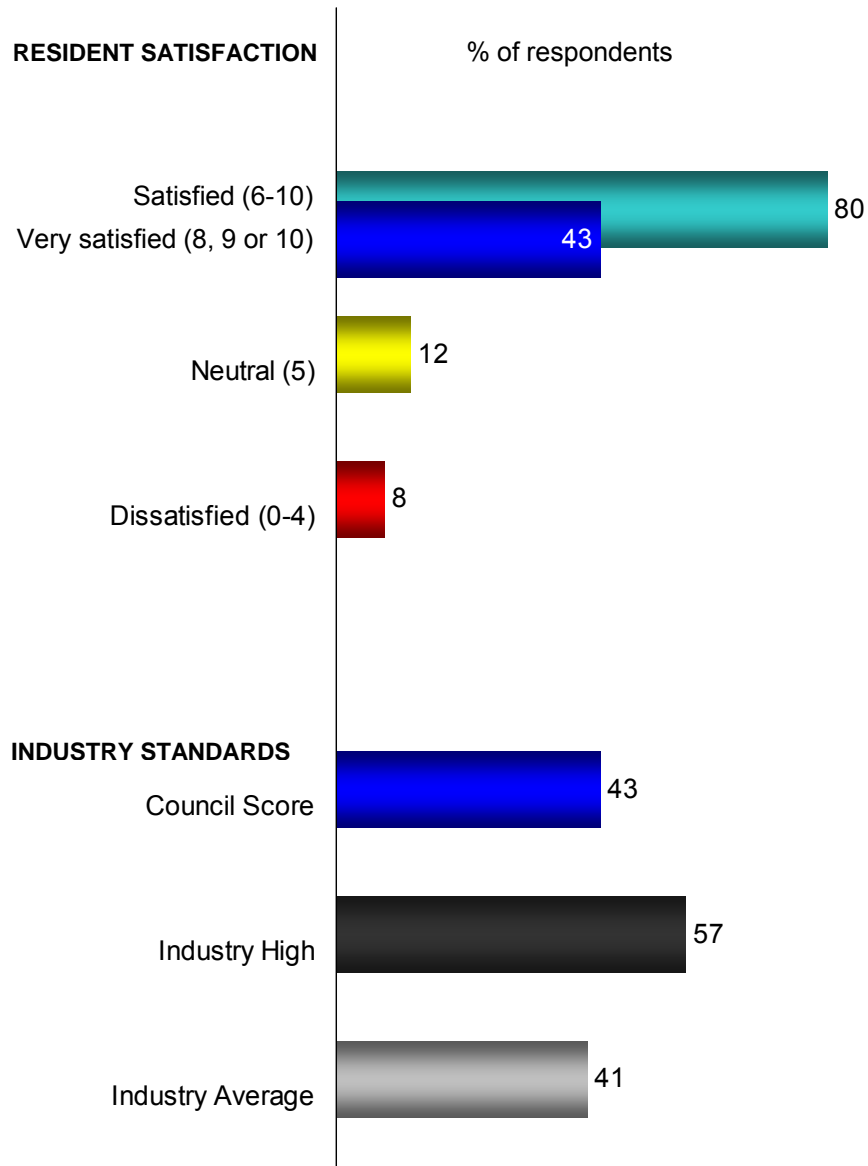
- City of Armadale	- Town of Kwinana
- Town of Bassendean	- City of Joondalup
- City of Belmont	- City of Mandurah
- Town of Cambridge	- City of Melville
- Town of Claremont	- City of South Perth
- City of Cockburn	- City of Wanneroo
- City of Fremantle	- Serpentine-Jarrahdale Shire

Sample composition



When responses do not add to 100% this is attributed to rounding errors or 'other', 'don't know' or 'refused' responses

Overall satisfaction



- Overall satisfaction is high
 - 80% of residents are satisfied
- Satisfaction is highest among females
- There is greatest room to improve satisfaction among those living in City Beach and West Leederville

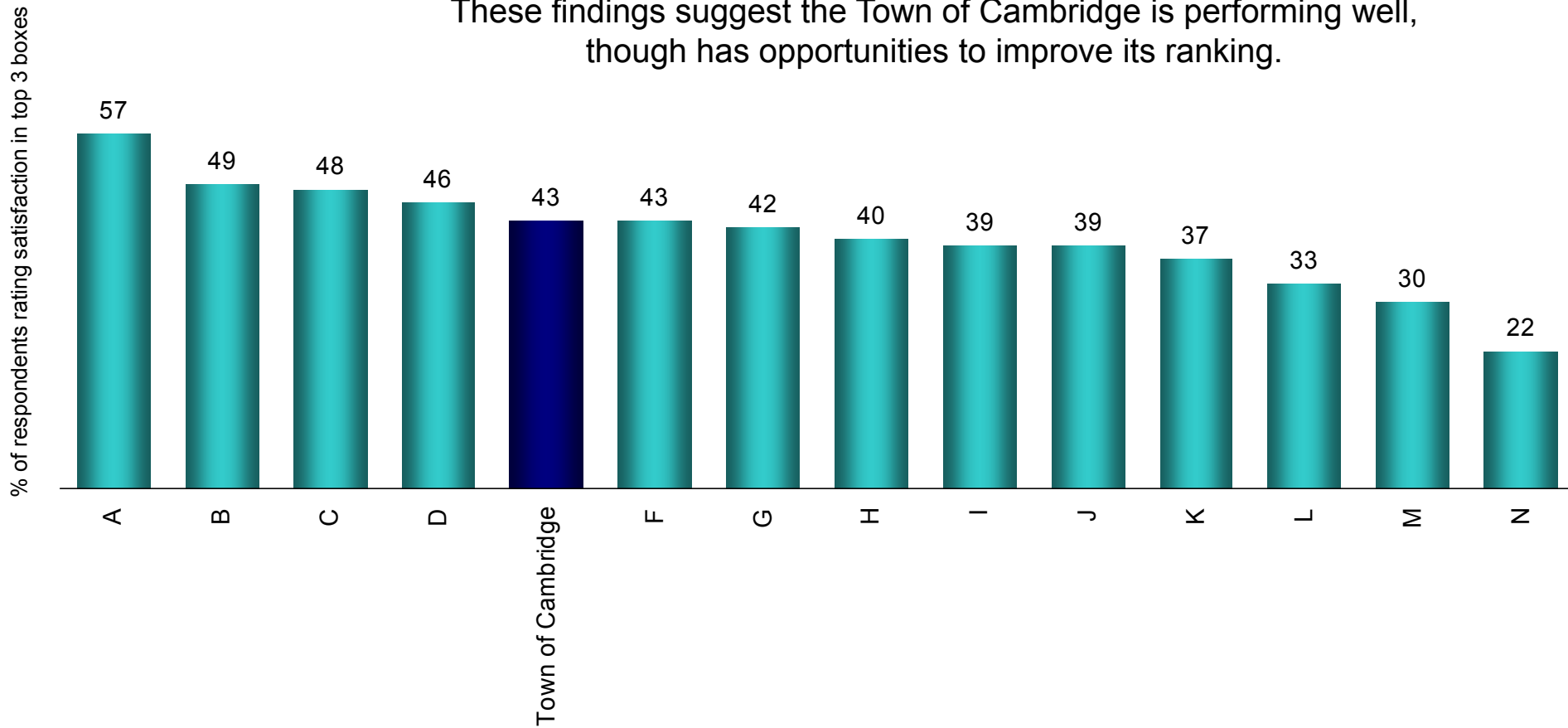
% of residents	Top 3	Dissatisfied
Male	36%	9%
Female	47%	7%
City Beach	45%	13%
Floreat	43%	4%
Wembley	41%	4%
West Leederville	42%	12%

Q. On a scale of 0 to 10 where 10 is totally satisfied and 0 is totally dissatisfied. Overall, how satisfied are you with the Town of Cambridge?
 Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 398)

○ ▼ ▲ = significant variance

Overall Satisfaction: the Town's performance compared to others

This chart shows the Town of Cambridge's ranking against other Councils when we look at the 'top 3 box' rating for overall satisfaction. These findings suggest the Town of Cambridge is performing well, though has opportunities to improve its ranking.



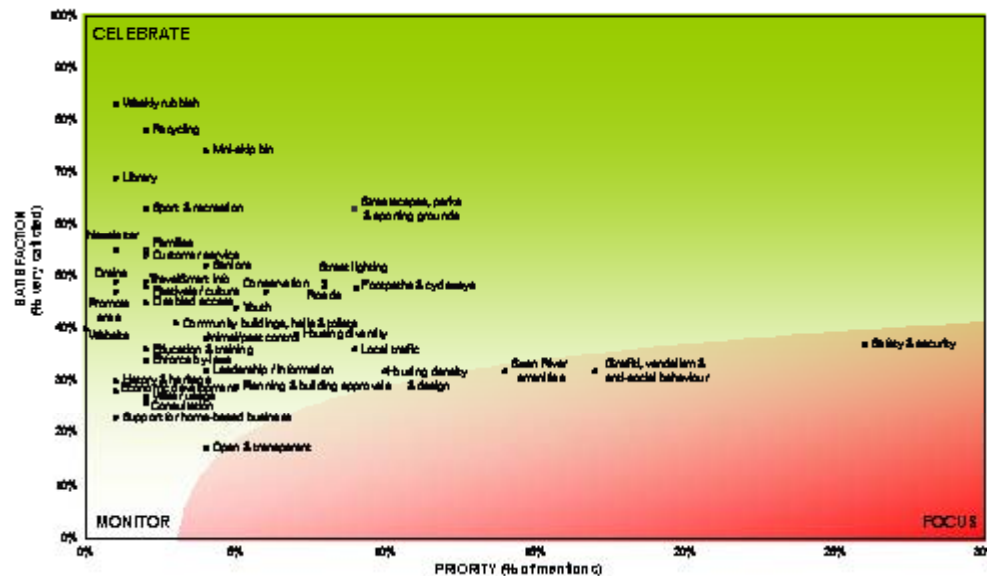
Q. On a scale of 0 to 10 where 10 is totally satisfied and 0 is totally dissatisfied, overall, how satisfied are you with the Town of Cambridge?
Base: All respondents who gave a valid response, excludes 'don't know'

▼ ▲ = significant variance

Community Priorities Indicator™

The *Community Priorities Indicator* assists Councils to identify strategic priorities. Importance and satisfaction levels are analysed and presented in three clusters. These clusters illustrate whether the service or facility is one that needs to be a focus for improvement, monitored or celebrated.

The **CELEBRATE** cluster contains services and facilities that are performing extremely well. At least 70% of respondents are very satisfied with the Council's performance (they rate satisfaction in the top 3 boxes on a 10-point scale). Celebrate success in these areas and maintain high performance levels!

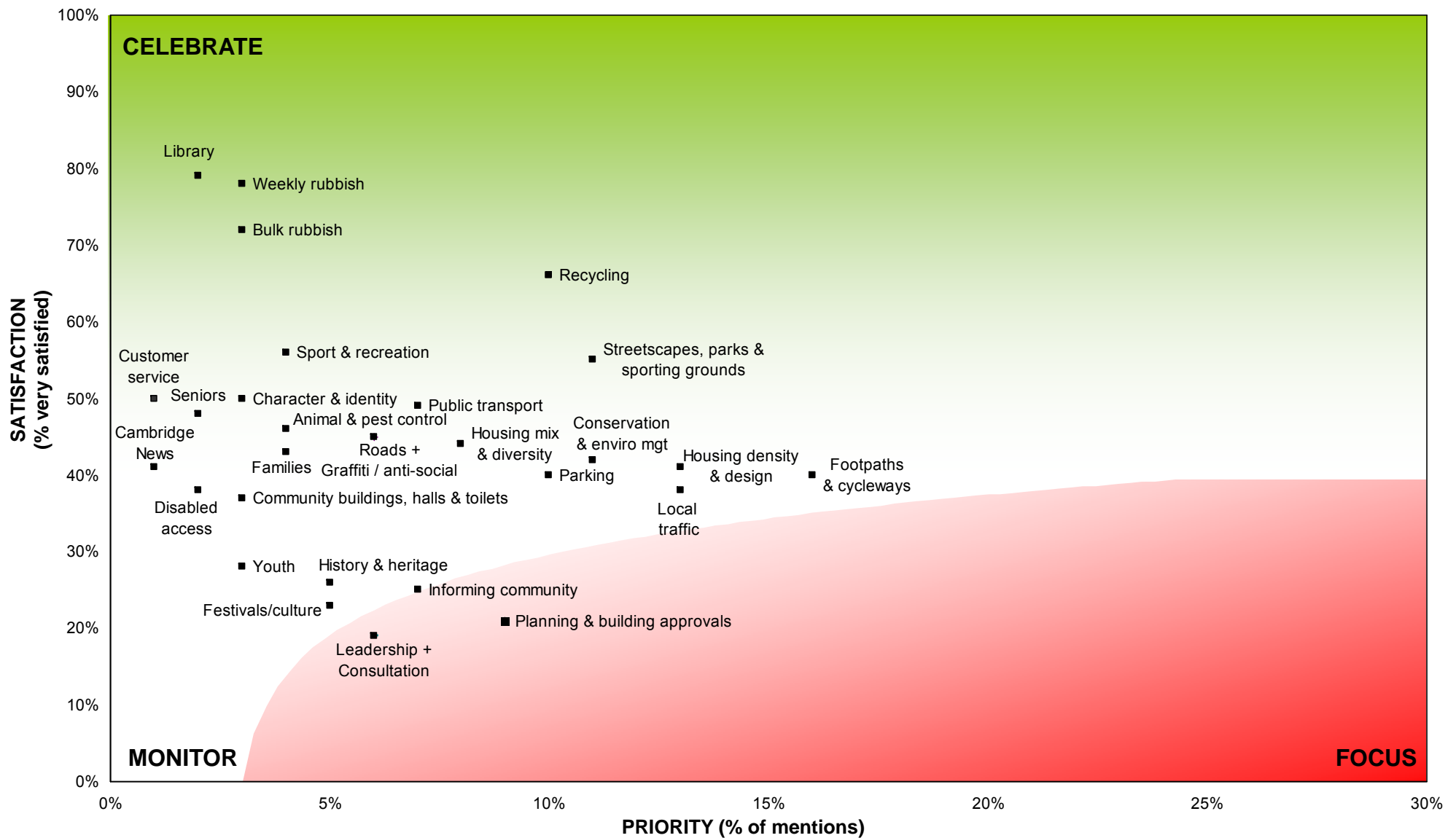


MONITOR services and facilities in the lower left cluster. While respondents are less satisfied with these services, they are not considered high priority areas for improvement. Monitor performance in these areas. If satisfaction levels fall, these areas may become more of a priority.

FOCUS on improving services and facilities in the lower right cluster. These areas represent the ‘**hot issues**’ for Council. Consider how resources may be better utilised to improve performance. For example, Council may need to invest in better information, improved communications, improved service delivery or new infrastructure.

Community Priorities Indicator™

Residents



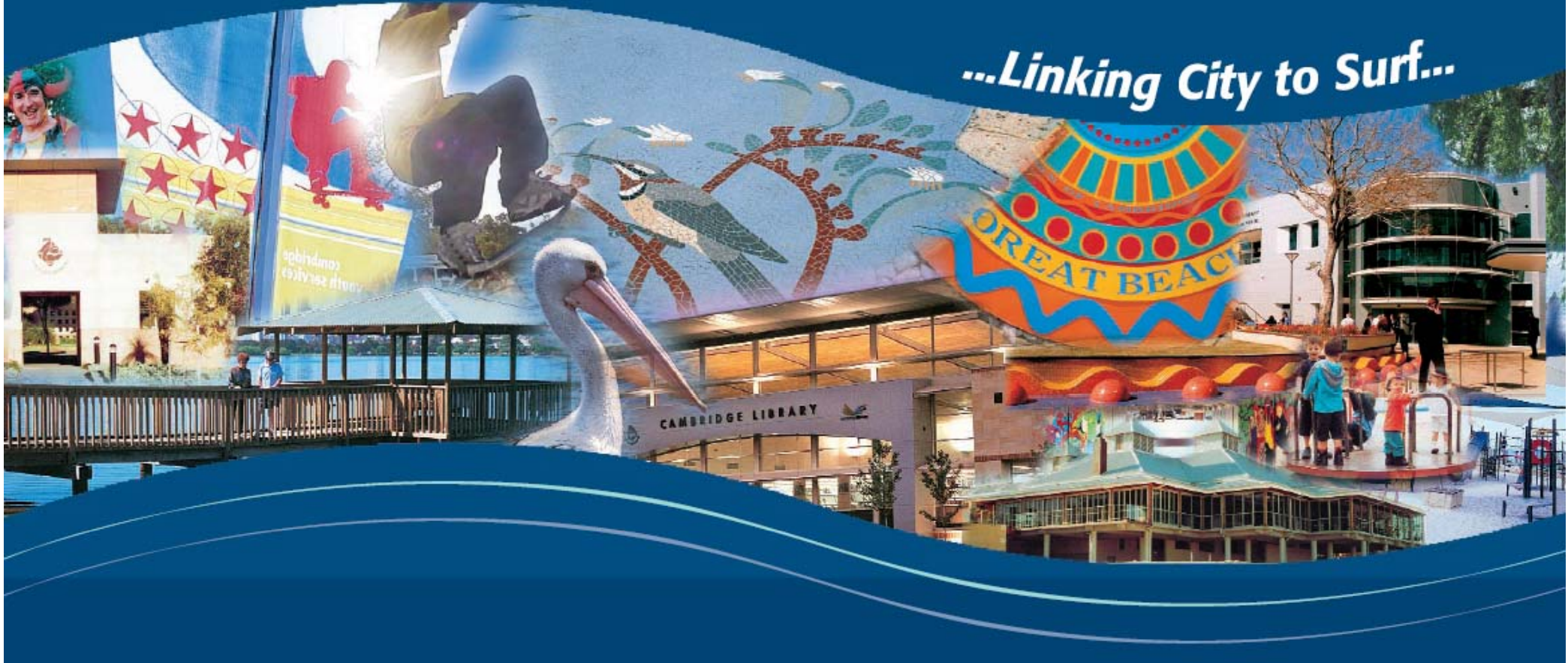
Q: From all of the areas we have been discussing, which ones would you most like the Town of Cambridge to focus on improving? **MULTIPLE RESPONSE ALLOWED**
 Q: How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied. Chart shows % of respondents rating satisfaction in top 3 boxes
 Base: Priority – all respondents (n= 401); Satisfaction - Respondents who use / can comment on service / facility (n=various)



Town of Cambridge

Strategic Plan 2005 - 2009

How did the Town perform against its Strategic Plan?



...Linking City to Surf...

CAMBRIDGE LIBRARY

GOVERNANCE

OBJECTIVES

- ❑ Accountable and transparent governance
- ❑ Rigorous statutory compliance
- ❑ Diligent regulatory management
- ❑ Best management practices

STRATEGIES

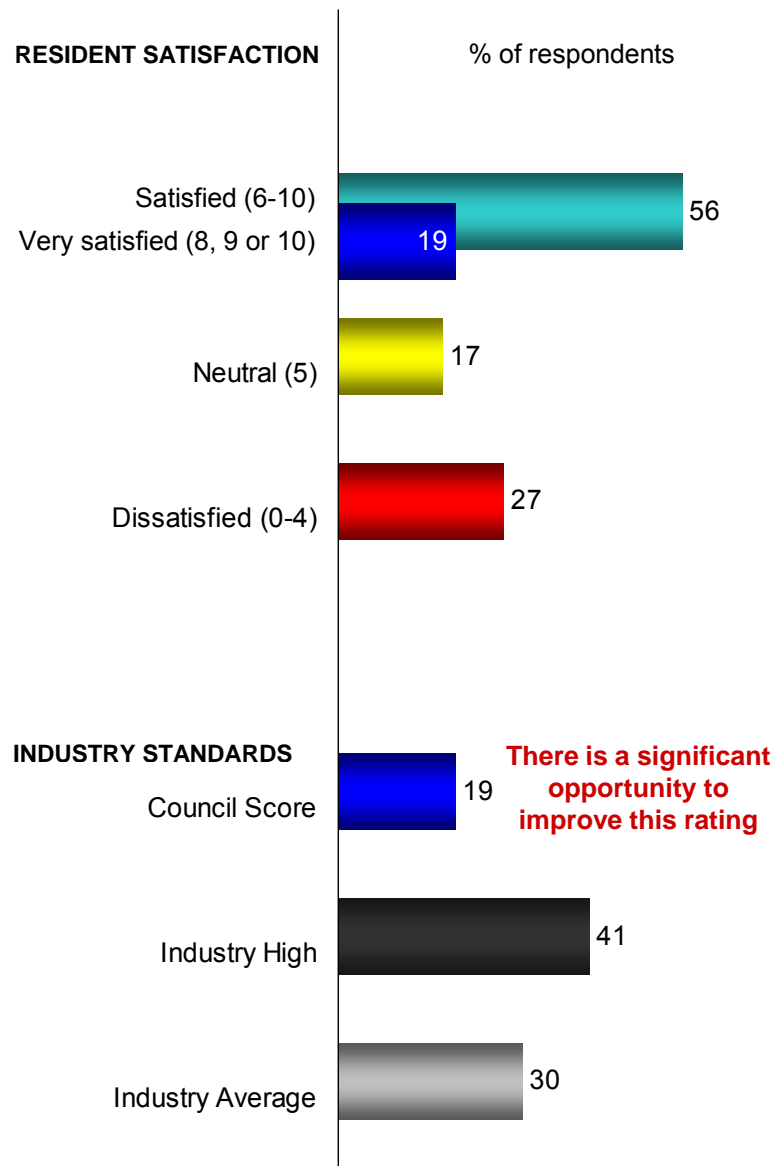
- ❑ Ensure the town's administration and organisational resources are appropriately resourced in a sustainable and responsible manner.
- ❑ Develop and utilise best management practices.
- ❑ Ensure compliance with statutory legislation and enforcement of regulatory requirements.
- ❑ Provide professional development for staff to enhance planning and management skills, share goals and vision.
- ❑ Foster the Town's image, positively influence public planning policy and laws and continue to encourage community participation.
- ❑ Seek out and maximise external funding opportunities for Council related activities
- ❑ Maintain strong relationships between Council and the administration.



Strategic Planning will enable the Town of Cambridge to meet ongoing challenges, and be recognised as a Local Government of significance. The Council, through its planning and management strategies will provide leadership and direction. It will consult, in order to understand the needs and expectations of its community. It will explore alternative avenues of funding and service delivery, and enhance the image of the Town and the community's confidence in its ability.

The Strategic Plan also encourages the creation of strong partnerships and understanding of other spheres of government and industry, together with the empowerment of staff to deliver the vision of Council. The underlying principles of Strategic Planning and management provide for ongoing review and assessment of performance. It is in the successful meeting of this challenge that vision will become reality for the Town of Cambridge.

Leadership within the community



- Satisfaction is relatively low
 - Only 56% of residents are satisfied
- There is greatest room to improve satisfaction among those aged 35 to 54 years and families with children aged 12 or younger

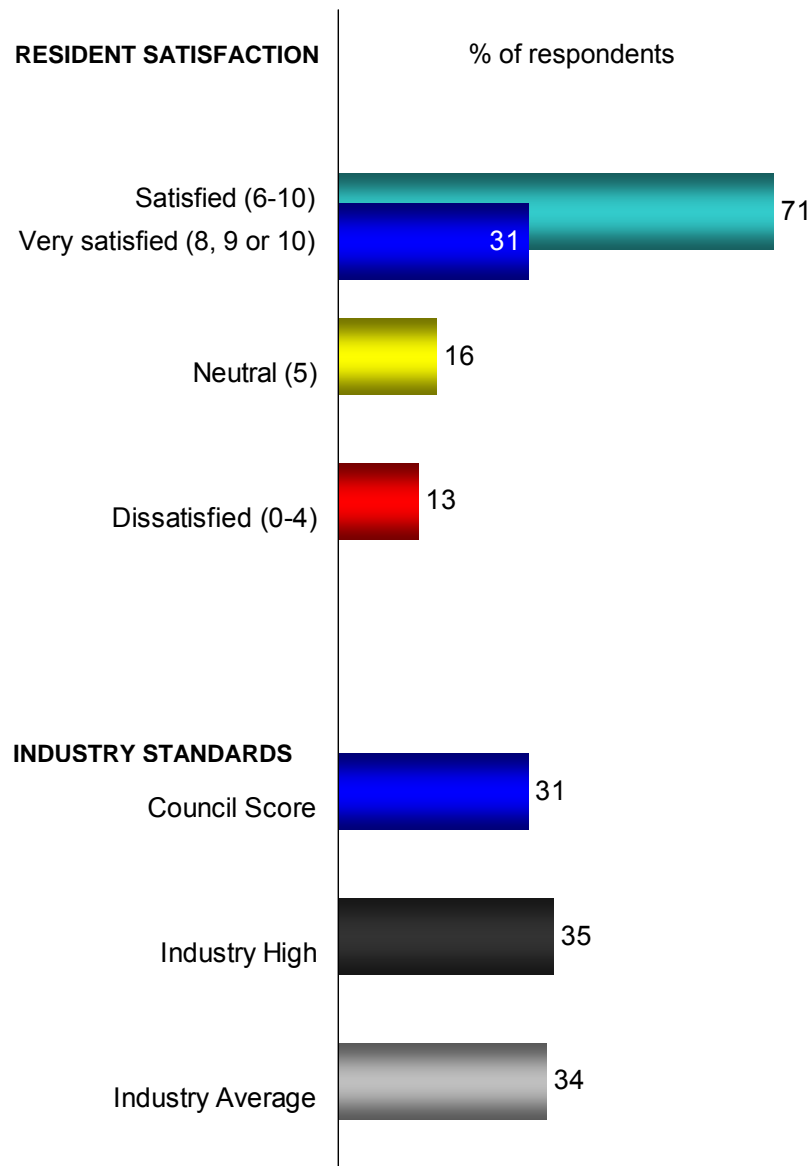
% of residents	Top 3	Dissatisfied
18 to 34 yrs	21%	28%
35 to 54 yrs	12%	30%
55 + yrs	26%	24%
Singles / couples aged 18 to 44 yrs	26%	29%
Families with kids aged 12 or younger	9%	25%
Families with kids aged 13 +	18%	31%
Singles / couples aged 45 +	22%	26%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 275)

○ ▼ ▲ = significant variance

Value for money from rates



- Overall satisfaction is relatively high
 - 71% of residents are satisfied
- Satisfaction is highest among older residents
- There is greatest room to improve satisfaction among residents in City Beach and West Leederville as well as families with younger children

% of residents	Top 3	Dissatisfied
18 to 34 yrs	24%	12%
35 to 54 yrs	24%	15%
55 + yrs	40%	12%
City Beach	32%	20%
Floreat	38%	6%
Wembley	27%	10%
West Leederville	28%	21%
Singles / couples aged 18 to 44 yrs	24%	17%
Families with kids aged 12 or younger	15%	14%
Families with kids aged 13 +	30%	10%
Singles / couples aged 45 +	39%	14%

Q. On a scale of 0 to 10 where 10 is totally satisfied and 0 is totally dissatisfied. How satisfied are you with the value for money you get for your rates?
 Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 328)

○ ▼ ▲ = significant variance

COMMUNITY

OBJECTIVES

- ❑ Quality services to meet identified community needs and expectations
- ❑ Strong social and cultural interaction, sense of place and local identity
- ❑ A safe community
- ❑ An active, healthy and quality lifestyle

STRATEGIES

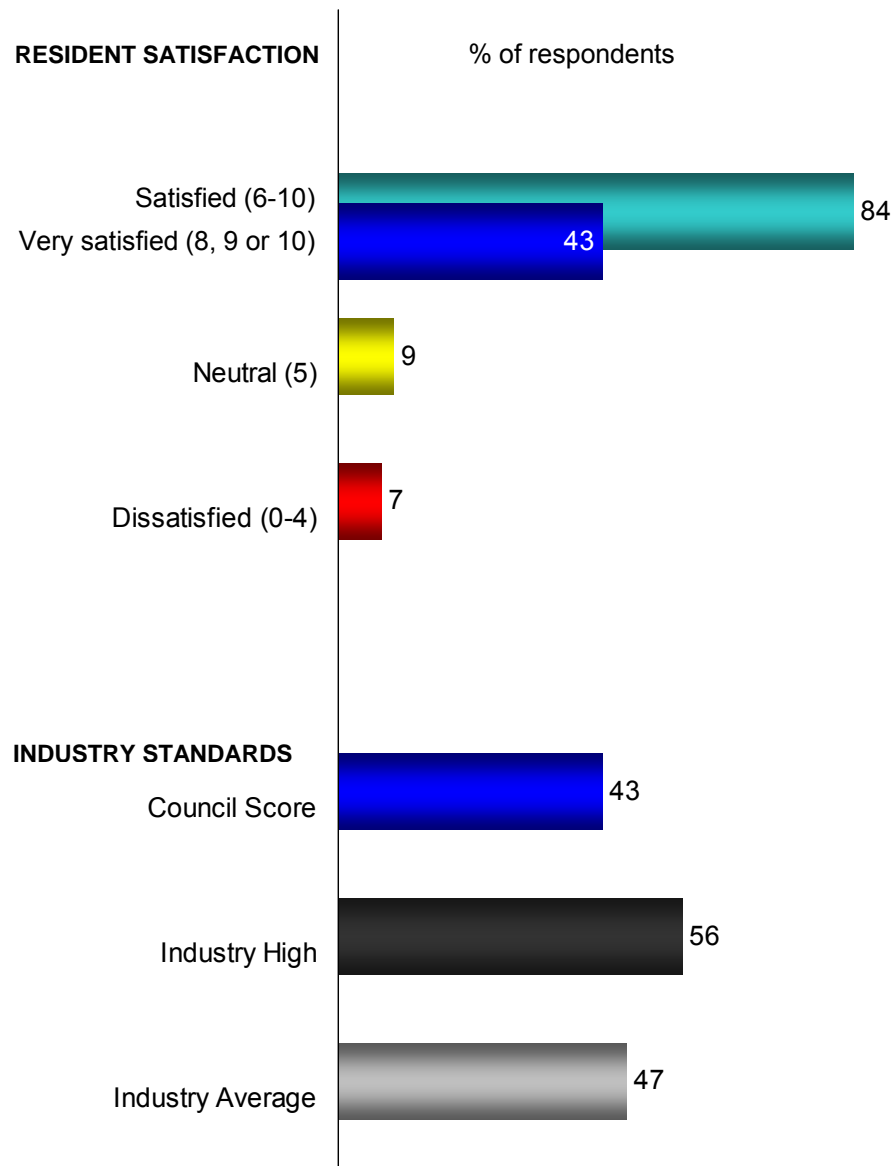
- ❑ Assess and respond to the changing needs of the community and provide appropriate services.
- ❑ Provide varied, accessible activities to enhance sustainable family orientated communities.
- ❑ Identify, respond to and monitor; welfare, culture, youth, safety, health, transport, aged and community needs.
- ❑ Work with surrounding councils to develop partnered solutions.
- ❑ Encourage participation and interaction and a sense of community.
- ❑ Balance diverse interests for the good of the whole community.
- ❑ Encourage and support community group activities.



Community Development within the Town involves community recreation and leisure programs, the library, services for people who are frail and aged, services for people of all ages who have a disability, programs of support and care for children and their families, activities and advocacy for young people, the beaches, the aquatic centre, the golf course and other recreation facilities, cultural programs and facilities, and the promotion of the Town's image and potential.

To be a Council responsive to and planning for the needs and long term development of its community, the challenge for the future is to improve community support structures for residents and to promote the opportunities and advantages of visiting, or conducting business in the Town. In meeting this challenge we must ensure that the principles of equity and access are met and maintained, and that a strong sense of community is built and nurtured.

Services and facilities for families



- Satisfaction is high
 - 84% of residents are satisfied
- There is greatest room to improve satisfaction among families with older children

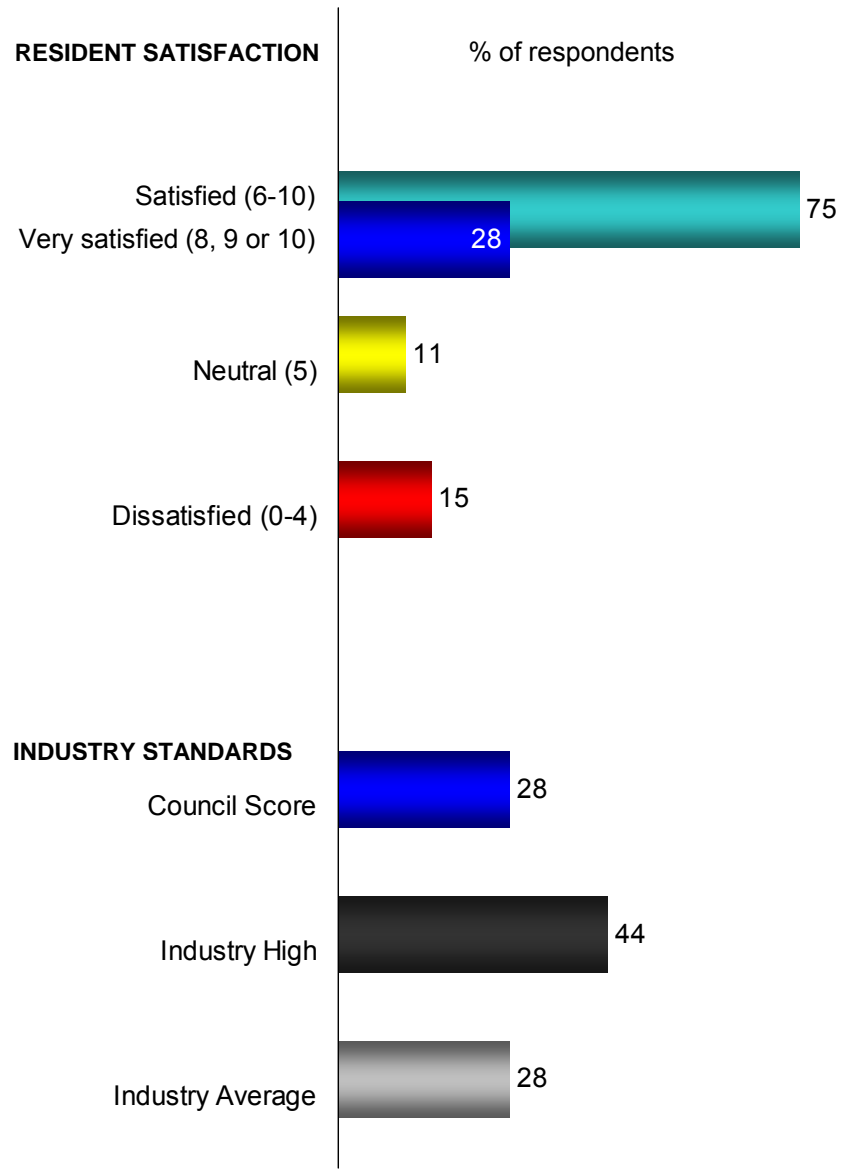
% of residents	Top 3	Dissatisfied
Singles / couples aged 18 to 44 yrs	42%	8%
Families with kids aged 12 or younger	43%	9%
Families with kids aged 13 +	34%	6%
Singles / couples aged 45 +	49%	5%

Q. For areas the State Government, private organisation or people in the community are responsible for, how satisfied are you with their performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 270)

○ ▼ ▲ = significant variance

Services and facilities for youth



- Satisfaction is relatively high
 - 75% of residents are satisfied
- Satisfaction is highest among families with residents in Wembley and home owners
- There is greatest room to improve satisfaction among younger singles and couples, and those living in City Beach, followed by West Leederville

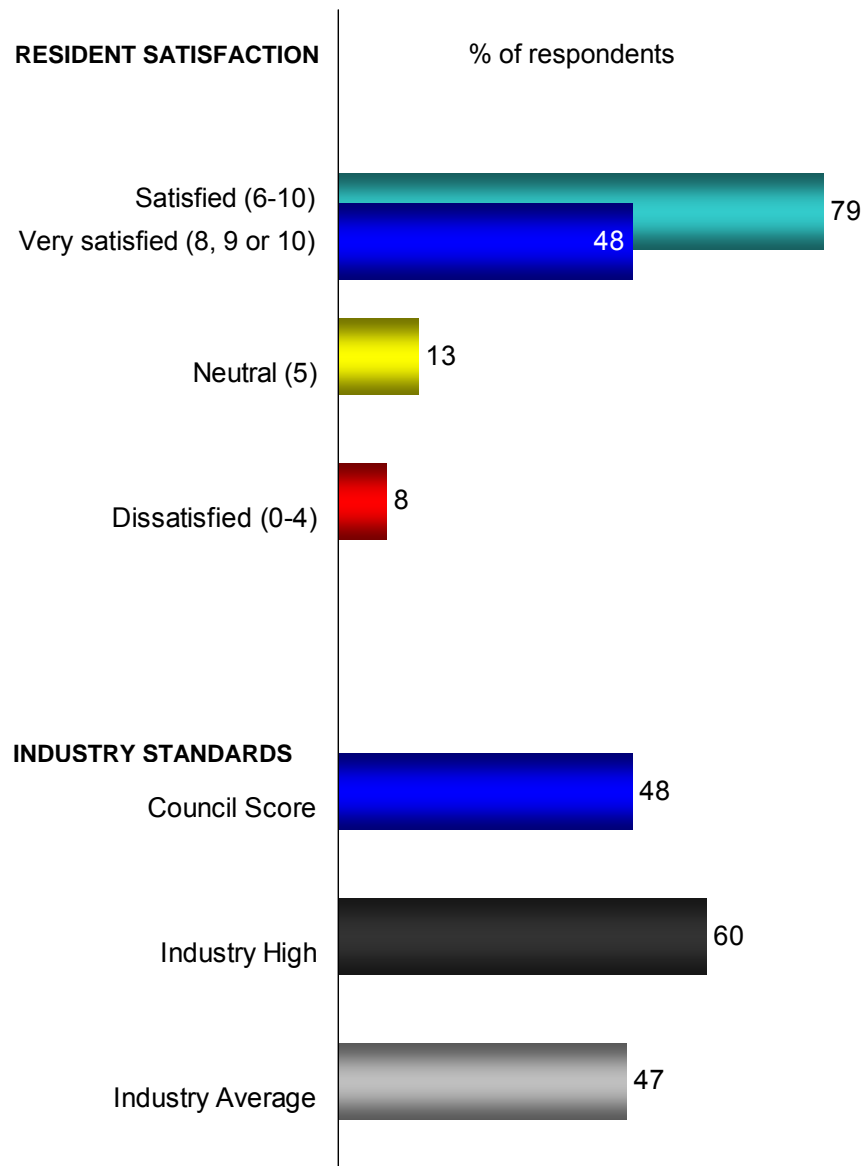
% of residents	Top 3	Dissatisfied
City Beach	17%	20%
Floreat	32%	6%
Wembley	42%	14%
West Leederville	24%	21%
Singles / couples aged 18 to 44 yrs	10%	19%
Families with kids aged 12 or younger	42%	10%
Families with kids aged 13 +	30%	16%
Singles / couples aged 45 +	29%	14%
Own home	31%	14%
Rent home	13%	13%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 199)

○ ▼ ▲ = significant variance

Facilities, services and care available for seniors



- Satisfaction is relatively high
 - 79% of residents are satisfied
- Satisfaction is highest among older singles and couples
- There is greatest room to improve satisfaction among residents in West Leederville

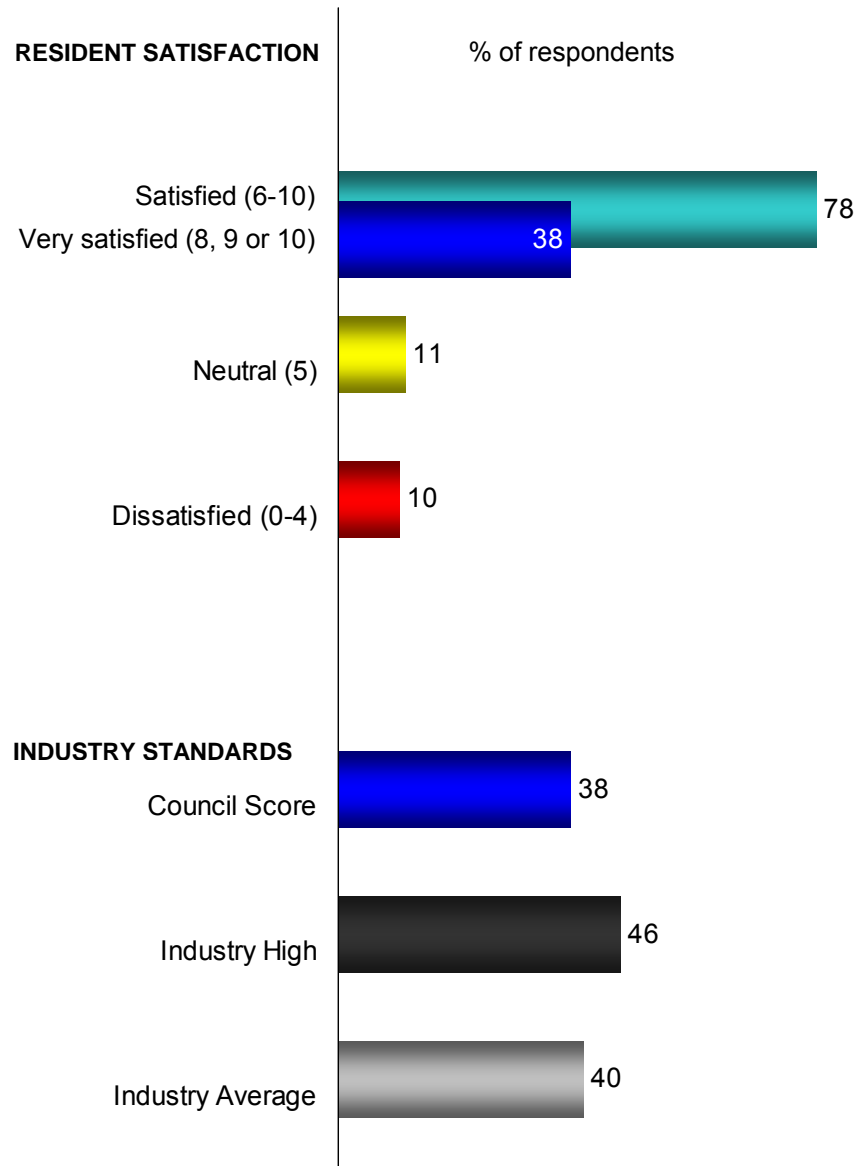
% of residents	Top 3	Dissatisfied
City Beach	50%	15%
Floreat	53%	6%
Wembley	52%	4%
West Leederville	26%	5%
Singles / couples aged 18 to 44 yrs	39%	11%
Families with kids aged 12 or younger	33%	14%
Families with kids aged 13 +	40%	7%
Singles / couples aged 45 +	58%	6%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 149)

○ ▼ ▲ = significant variance

Access to services and facilities for people with disabilities



- Satisfaction is relatively high
 - 78% of residents are satisfied
- Satisfaction is highest among older residents
- There is greatest room to improve satisfaction among those with children and residents in City Beach

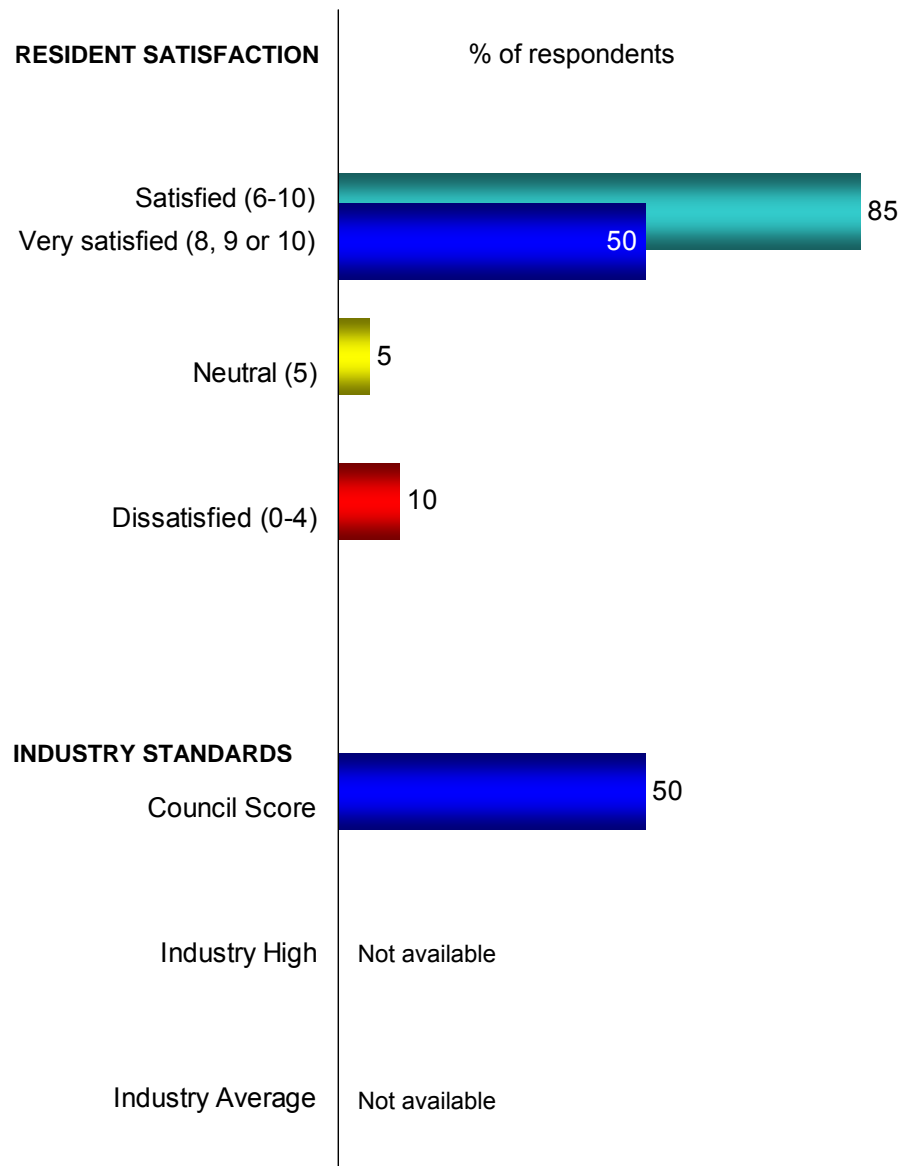
% of residents	Top 3	Dissatisfied
18 to 34 yrs	21%	13%
35 to 54 yrs	33%	13%
55 + yrs	52%	6%
City Beach	35%	20%
Floreat	42%	2%
Wembley	38%	10%
West Leederville	39%	4%
Singles / couples aged 18 to 44 yrs	31%	7%
Families with kids aged 12 or younger	23%	14%
Families with kids aged 13 +	40%	20%
Singles / couples aged 45 +	45%	6%

Q. For areas the State Government, private organisation or people in the community are responsible for, how satisfied are you with their performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 157)

○ ▼ ▲ = significant variance

The area's character and identity



- Satisfaction is high
 - 85% of residents are satisfied
- Satisfaction is highest in Floreat
- There is greatest room to improve satisfaction among residents in West Leederville

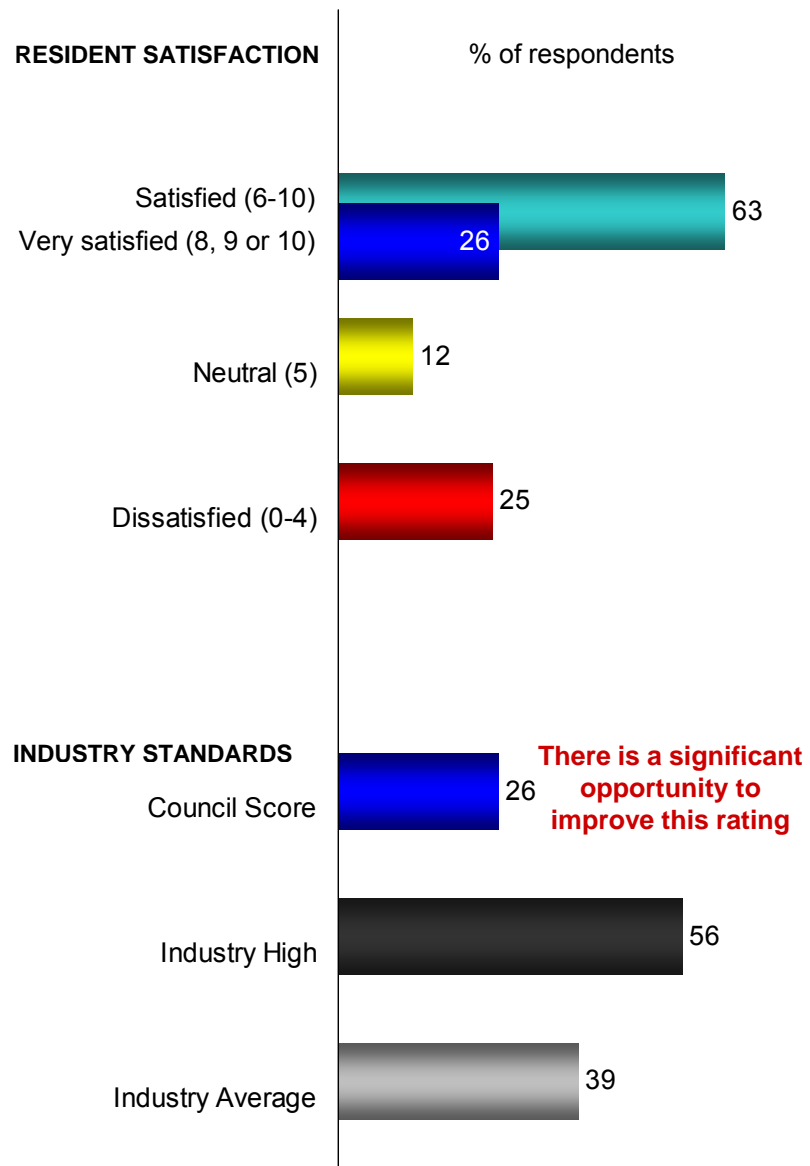
% of residents	Top 3	Dissatisfied
City Beach	53%	15%
Floreat	64%	4%
Wembley	48%	11%
West Leederville	29%	9%

Q. For areas the State Government, private organisation or people in the community are responsible for, how satisfied are you with their performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 373)

○ ▼ ▲ = significant variance

How local history and heritage is preserved and promoted



- Satisfaction is moderate
 - 63% of residents are satisfied
- Satisfaction is highest among older residents
- There is greatest room to improve satisfaction among residents in West Leederville

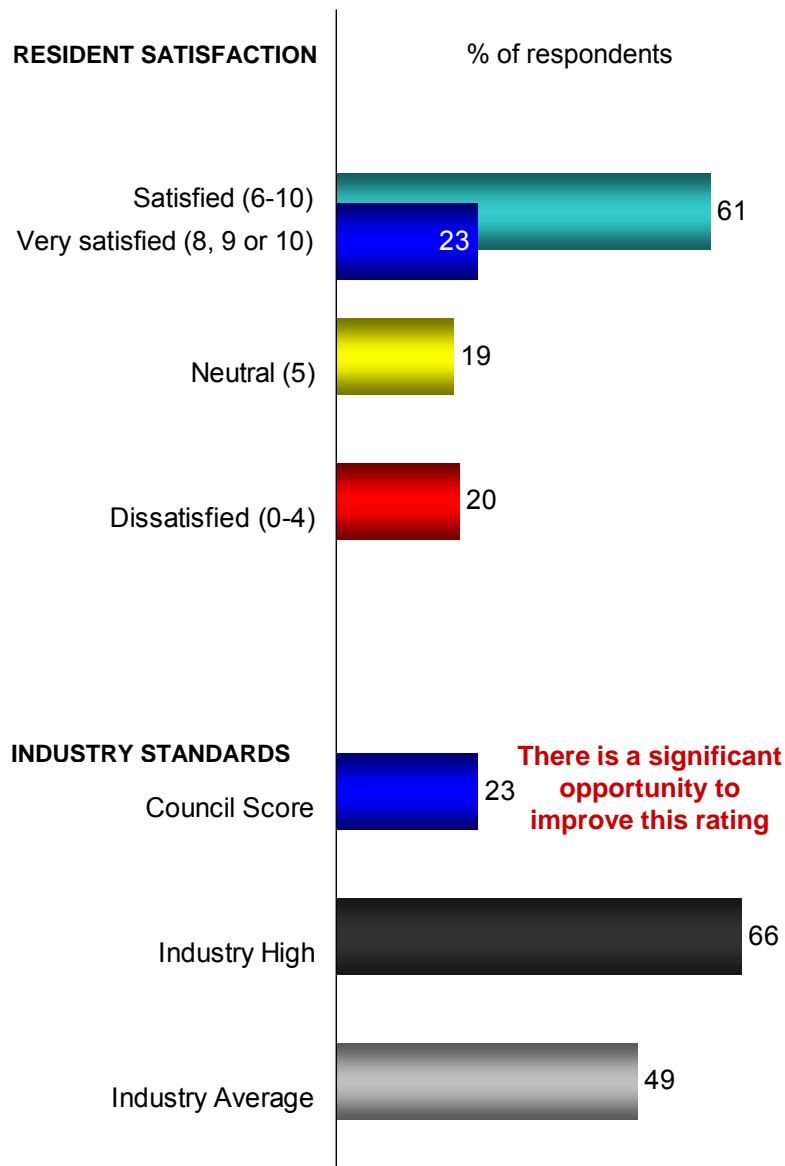
% of residents	Top 3	Dissatisfied
18 to 34 yrs	23%	27%
35 to 54 yrs	20%	26%
55 + yrs	33%	22%
City Beach	23%	26%
Floreat	28%	13%
Wembley	29%	24%
West Leederville	20%	46%

Q. For areas the State Government, private organisation or people in the community are responsible for, how satisfied are you with their performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 269)

○ ▼ ▲ = significant variance

Festivals, events and cultural activities



- Satisfaction is moderate
 - 61% of residents are satisfied
- Satisfaction is highest among older residents
- There is greatest room to improve satisfaction among younger singles and couples and residents in West Leederville

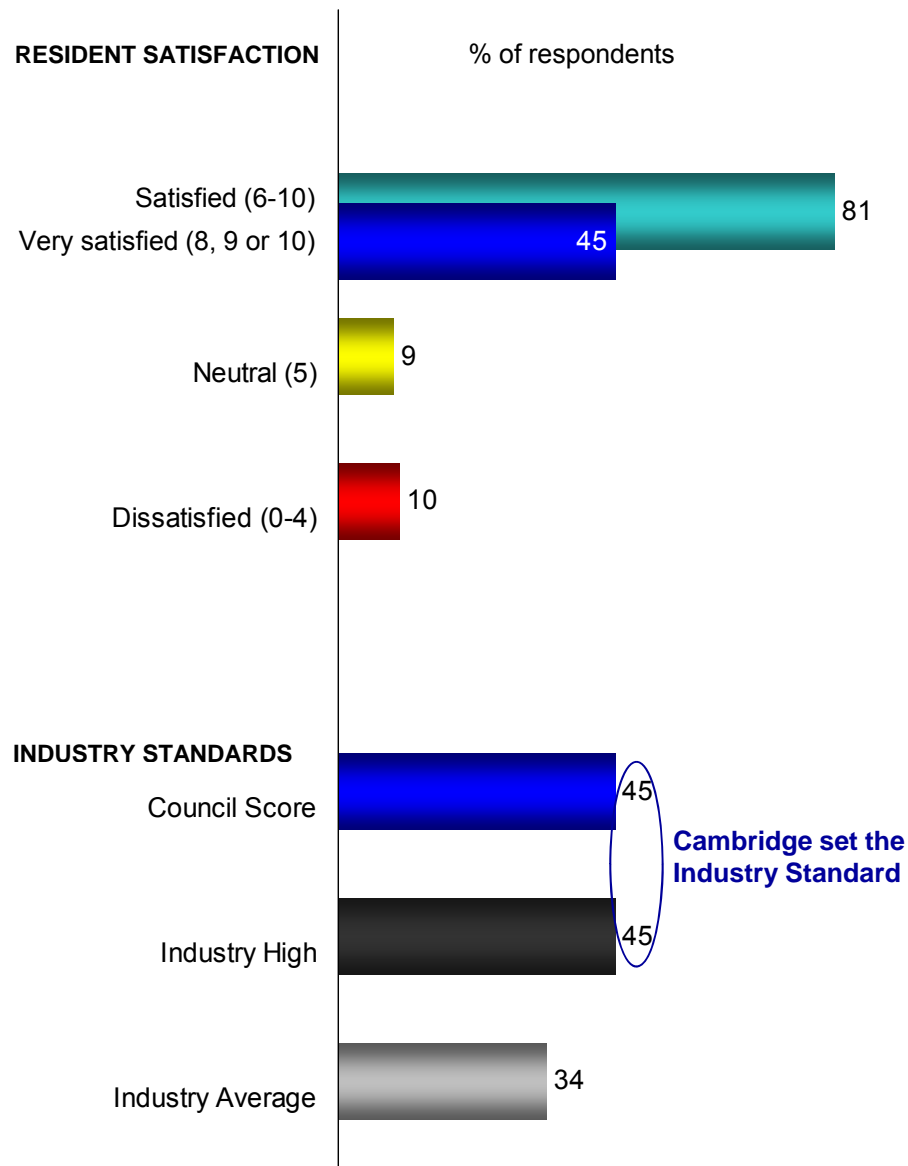
% of residents	Top 3	Dissatisfied
City Beach	24%	20%
Floreat	22%	13%
Wembley	21%	22%
West Leederville	27%	29%
Singles / couples aged 18 to 44 yrs	16%	29%
Families with kids aged 12 or younger	21%	17%
Families with kids aged 13 +	14%	24%
Singles / couples aged 45 +	33%	15%

Q. For areas the State Government, private organisation or people in the community are responsible for, how satisfied are you with their performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 286)

○ ▼ ▲ = significant variance

Control of graffiti, vandalism and anti-social behaviour



- Satisfaction high
 - 81% of residents are satisfied
 - The Town of Cambridge is setting the Industry Standard
- There is greatest room to improve satisfaction among residents in West Leederville and older residents

% of residents	Top 3	Dissatisfied
City Beach	47%	1%
Floreat	52%	9%
Wembley	43%	12%
West Leederville	35%	23%
Singles / couples aged 18 to 44 yrs	38%	9%
Families with kids aged 12 or younger	47%	2%
Families with kids aged 13 +	49%	7%
Singles / couples aged 45 +	46%	15%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 362)

○ ▼ ▲ = significant variance

COMMUNICATION

OBJECTIVES

- ❑ Community engagement in planning and service delivery
- ❑ Effective community information and interaction
- ❑ Community advocacy and liaison with government agencies and other key stakeholders

STRATEGIES

- ❑ Maintain effective communication with the community through innovative methods to establish two way communication links/feedback.
- ❑ Be responsive to key stakeholders, ratepayers and residents in communicating planning, service delivery and associated measurement of activities.
- ❑ Work positively with other spheres of government, private and not-for-profit sectors.



A well informed community is one which, through consultancy mechanisms implicit in Council processes, achieves ownership of Council initiatives and activities.

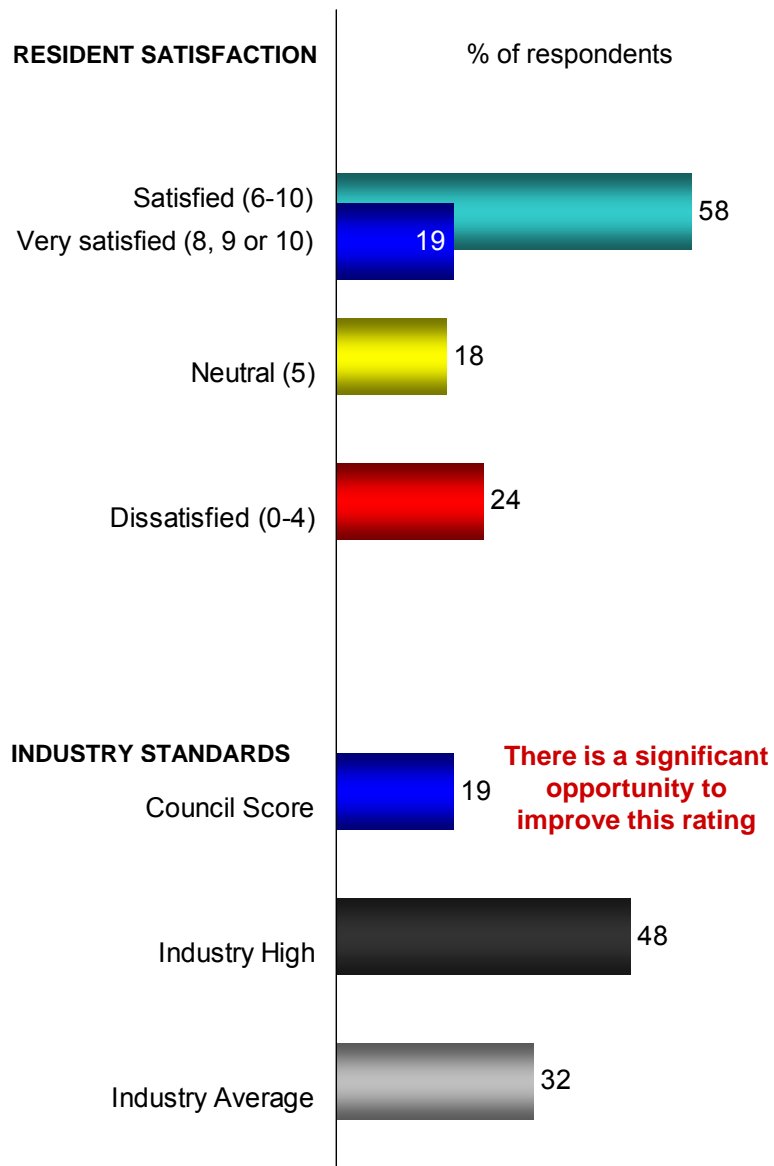
Communication and Information Management is essential if Council is to establish effective mechanisms for sharing knowledge and information, and to be better informed of the needs of the community.

The challenge is to provide a communication and information network that supports the objectives of each of the Key Outcome Areas, whilst maintaining a high level of customer focus, and service. In meeting this challenge we must promote a positive image of the Town and preserve the integrity of Council's role and function.



A well informed community is one which...achieves ownership of Council initiatives and activities.

How the community is consulted about local issues



- Satisfaction is moderate
 - 58% of residents are satisfied
- Satisfaction is highest among older residents
- There is greatest room to improve satisfaction among residents in West Leederville and home owners

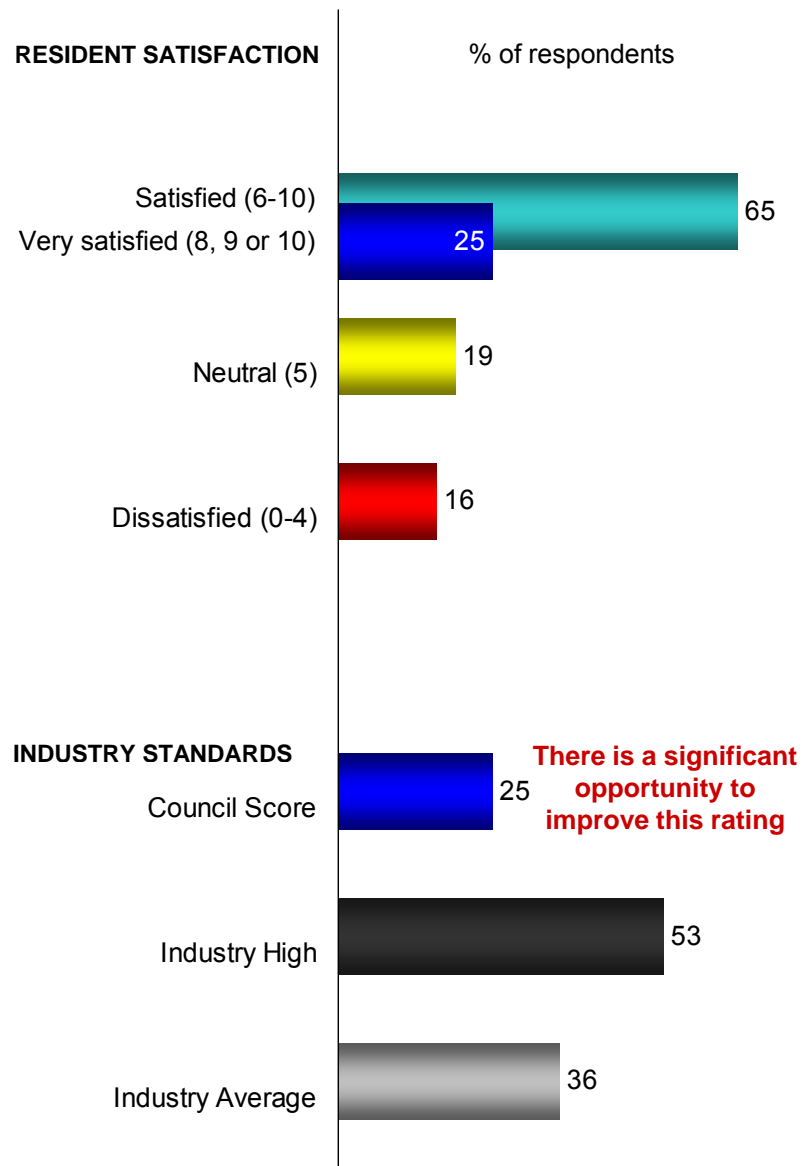
% of residents	Top 3	Dissatisfied
18 to 34 yrs	13%	20%
35 to 54 yrs	14%	26%
55 + yrs	25%	23%
City Beach	18%	23%
Floreat	22%	20%
Wembley	17%	21%
West Leederville	18%	36%
Own home	19%	25%
Rent home	18%	12%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 350)

○ ▼ ▲ = significant variance

How the community is informed about local issues



- Satisfaction is moderate
 - 65% of residents are satisfied
- Satisfaction is highest among older residents

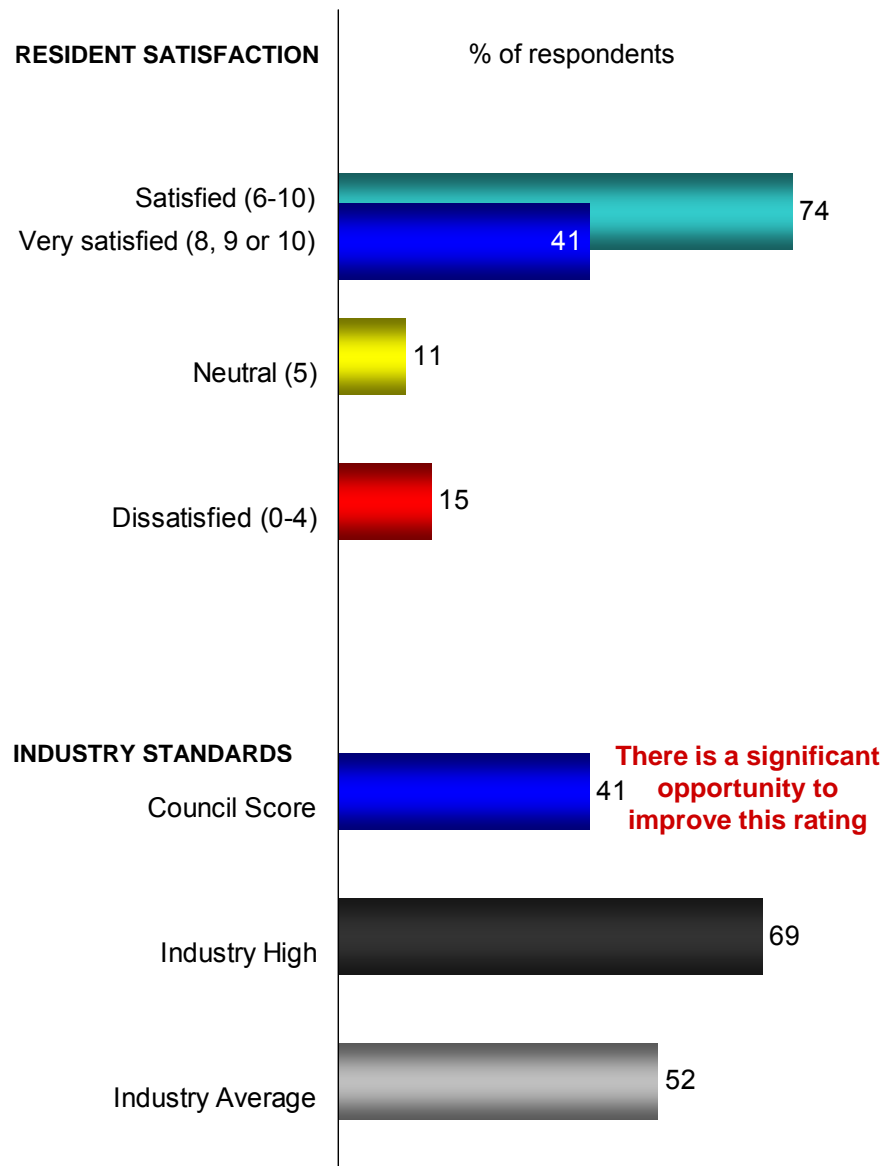
% of residents	Top 3	Dissatisfied
18 to 34 yrs	15%	18%
35 to 54 yrs	18%	18%
55 + yrs	37%	12%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 375)

○ ▼ ▲ = significant variance

Council newsletter – The Cambridge News



- Satisfaction is relatively high
 - 74% of residents are satisfied
- Satisfaction is highest among females and older residents
- There is greatest room to improve satisfaction among males and residents in West Leederville

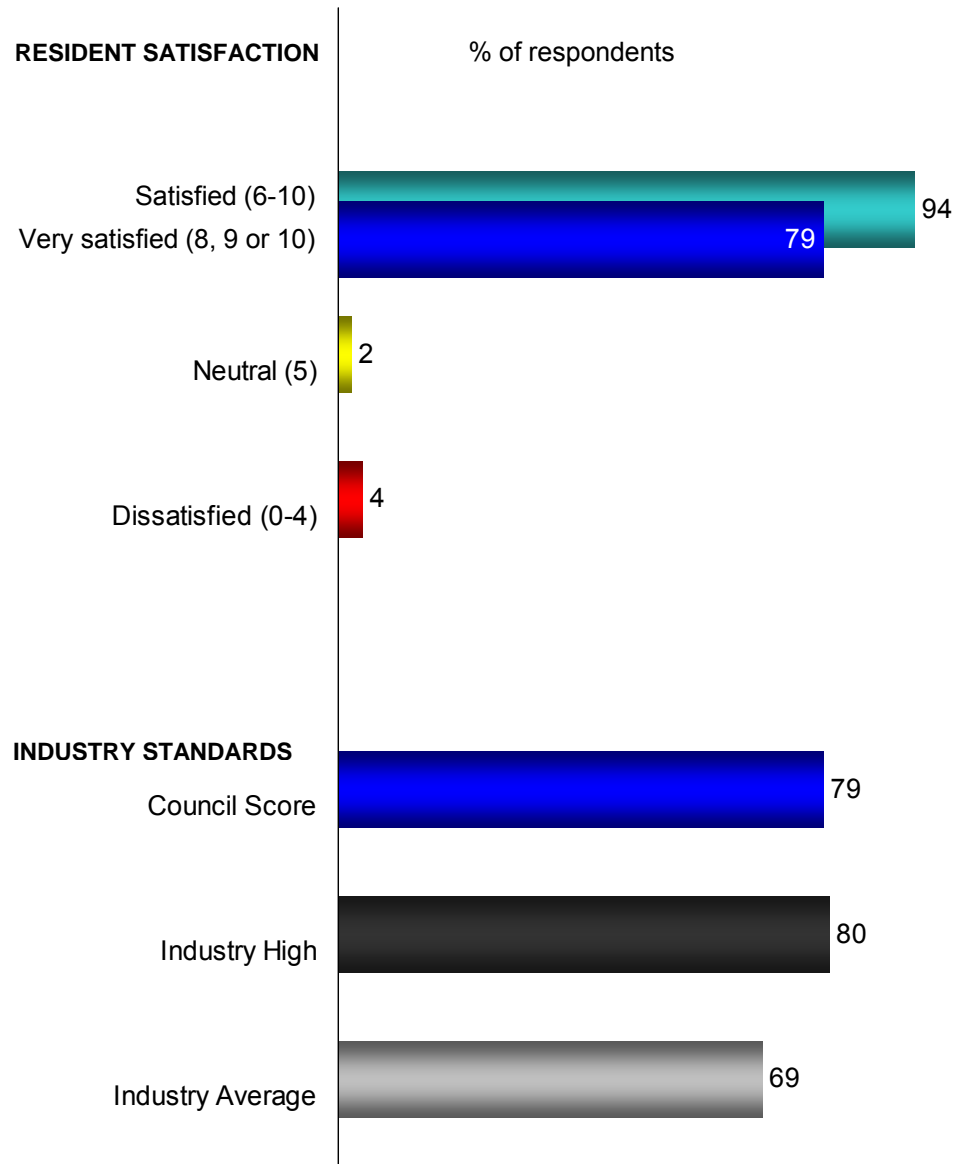
% of residents	Top 3	Dissatisfied
Male	34%	21%
Female	46%	10%
18 to 34 yrs	22%	20%
35 to 54 yrs	37%	16%
55 + yrs	52%	11%
City Beach	44%	14%
Floreat	42%	7%
Wembley	43%	16%
West Leederville	32%	25%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 343)

○ ▼ ▲ = significant variance

Library and information services



- Satisfaction is very high
 - 94% of residents are satisfied
- Satisfaction is highest among seniors and residents in Floreat
- There is greatest room to improve satisfaction among younger singles and couples and those living in West Leederville

% of residents	Top 3	Dissatisfied
18 to 34 yrs	73%	6%
35 to 54 yrs	75%	5%
55 + yrs	86%	3%
City Beach	79%	5%
Floreat	88%	2%
Wembley	76%	4%
West Leederville	66%	7%
Singles / couples aged 18 to 44 yrs	65%	9%
Families with kids aged 12 or younger	76%	7%
Families with kids aged 13 +	82%	2%
Singles / couples aged 45 +	84%	3%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 335)

○ ▼ ▲ = significant variance

NATURAL AND BUILT ENVIRONMENT

OBJECTIVES

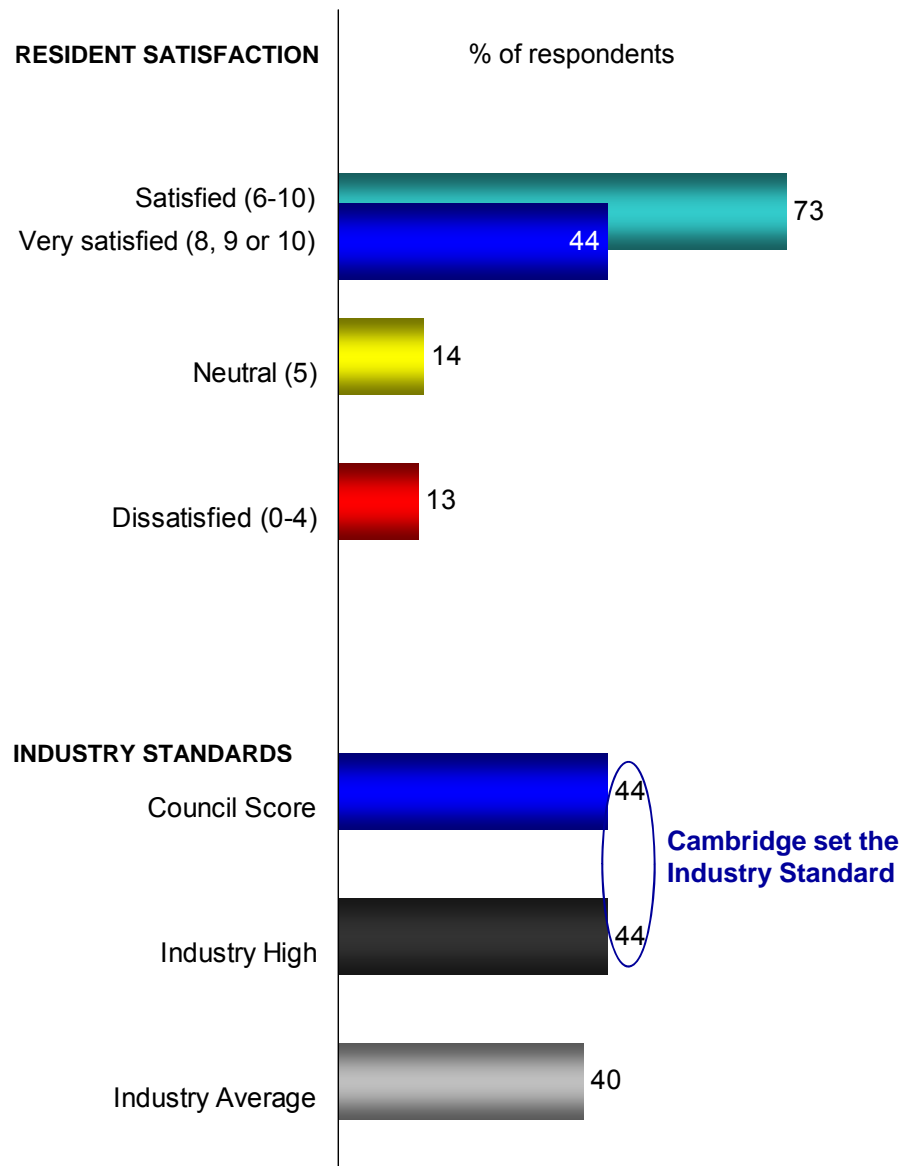
- ❑ A clean, safe and vibrant environment
- ❑ Enhanced natural and built environment
- ❑ Quality public open space and recreational facilities
- ❑ Sound and sustainable environmental management
- ❑ Diversity and compatibility in land use and development

STRATEGIES

- ❑ Plan for and maintain a clean, safe and vibrant environment.
- ❑ Preserve and protect the natural environment, parkland, remnant bushland, the beachfront and the built environment.
- ❑ Ensure sustainable environmental management.
- ❑ Plan for emerging land uses to meet future needs.
- ❑ Develop and maintain effective programs and policies to facilitate environmentally responsible and sustainable management.
- ❑ Identify and implement improvements to streetscape, pedestrian spaces and community facilities throughout the Town.
- ❑ Assess development and redevelopment opportunities to create vibrant centres in appropriate parts of the Town, while preserving the Town's heritage, character and culture.
- ❑ Improve waste management and storm water management strategies in line with State Government's Management Strategies.
- ❑ Facilitate the development of community utilities including broadband telecommunications, underground power, drainage and sewerage.
- ❑ Continually review the Town Planning Scheme to ensure its provisions meet contemporary environmental, transport and lifestyle standards.
- ❑ Provide quality public open space and leisure facilities
- ❑ Develop sustainable water resource management practices.



Mix and diversity of housing types



- Satisfaction is relatively high
 - 73% of residents are satisfied
- Satisfaction is highest among residents in Floreat, followed closely by City Beach, as well as families with older children

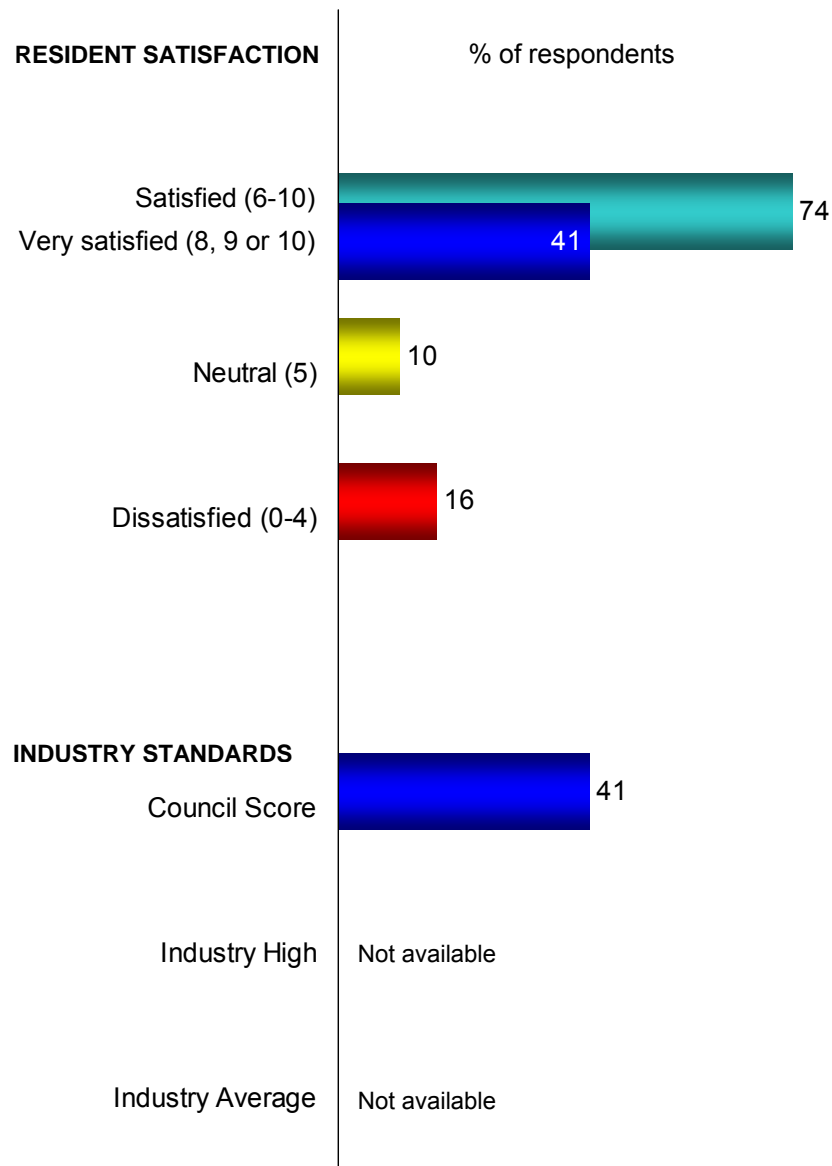
% of residents	Top 3	Dissatisfied
City Beach	49%	17%
Floreat	49%	5%
Wembley	37%	14%
West Leederville	39%	16%
Singles / couples aged 18 to 44 yrs	34%	8%
Families with kids aged 12 or younger	39%	11%
Families with kids aged 13 +	55%	11%
Singles / couples aged 45 +	44%	17%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 365)

○ ▼ ▲ = significant variance

Density and design of housing



- Satisfaction is relatively high
 - 74% of residents are satisfied
 - However, with 16% dissatisfied and 13% mentioning this as a priority area, there is need to address this area
- Satisfaction is highest in City Beach and Floreat, and among younger singles / couples and families with older children
- There is greatest room to improve satisfaction in West Leederville as well as with singles / couples aged 18 to 44 years

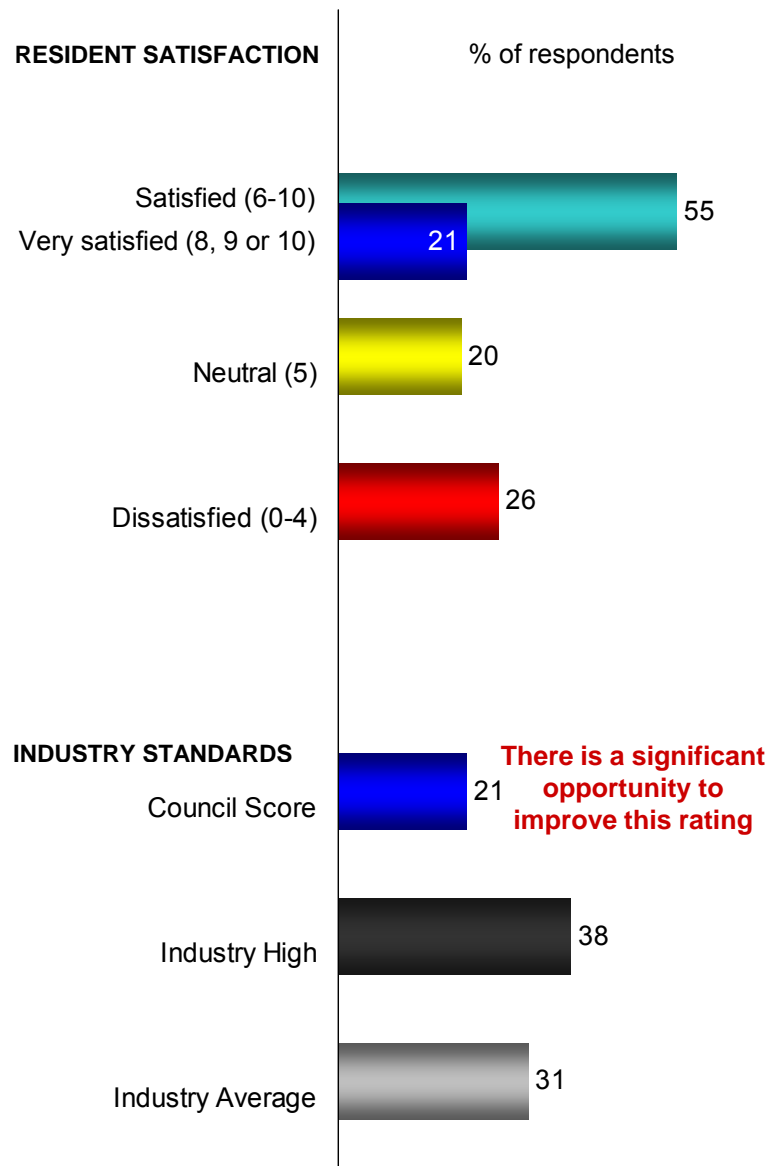
% of residents	Top 3	Dissatisfied
City Beach	51%	18%
Floreat	48%	8%
Wembley	35%	22%
West Leederville	21%	15%
Singles / couples aged 18 to 44 yrs	45%	9%
Families with kids aged 12 or younger	35%	18%
Families with kids aged 13 +	49%	13%
Singles / couples aged 45 +	37%	19%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 380)

○ ▼ ▲ = significant variance

Planning and building approvals



- Satisfaction is relatively low
 - 55% of residents are satisfied
- Satisfaction is highest among males and older residents
- There is greatest room to improve satisfaction among females, those aged 18 to 34 years and home owners

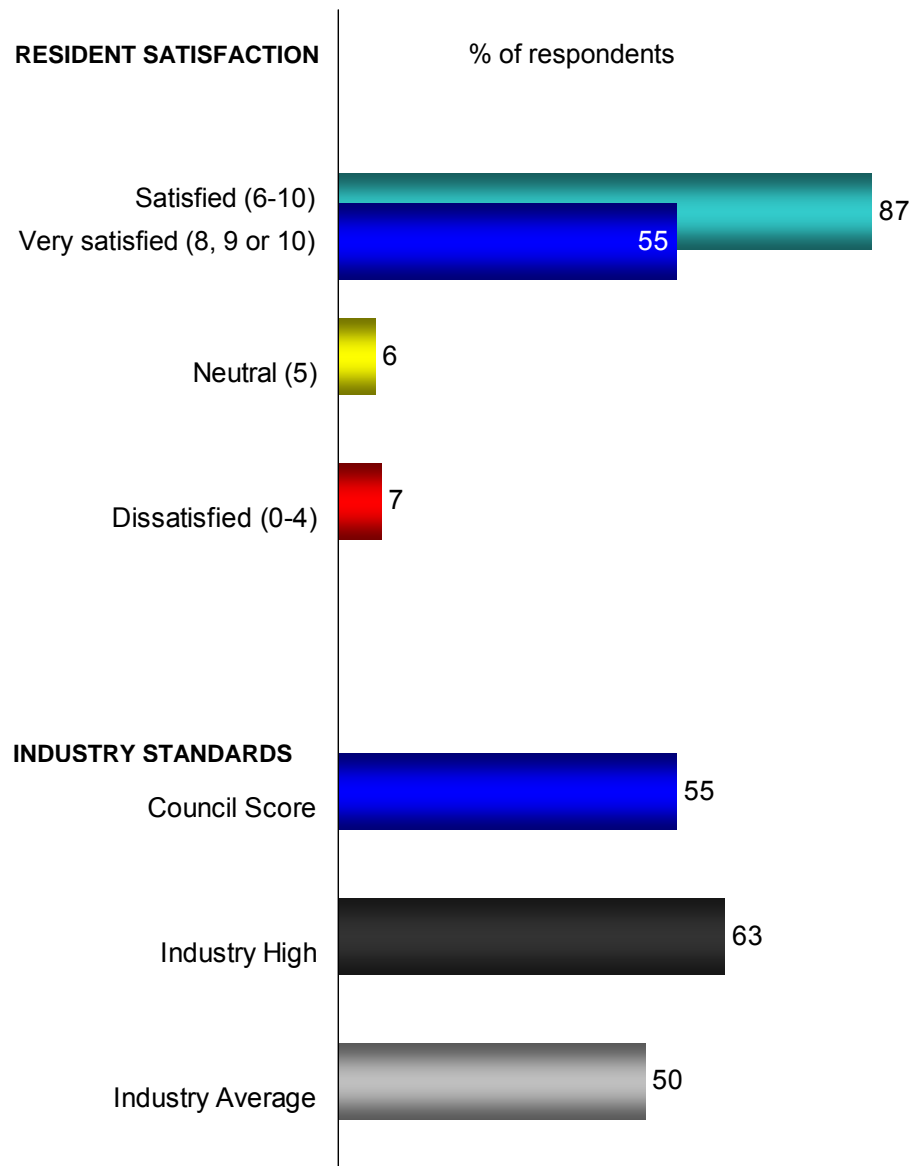
% of residents	Top 3	Dissatisfied
Male	29%	20%
Female	15%	30%
18 to 34 yrs	9%	32%
35 to 54 yrs	22%	30%
55 + yrs	26%	19%
Own home	21%	27%
Rent home	25%	8%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 200)

○ ▼ ▲ = significant variance

Streetscapes, parks & sporting grounds



- Satisfaction is high
 - 87% of residents are satisfied
 - However, with 7% dissatisfied and 11% mentioning this as a priority area, there is need to further address this area
- Satisfaction is highest among residents in Floreat
- There is greatest room to improve satisfaction among residents in West Leederville

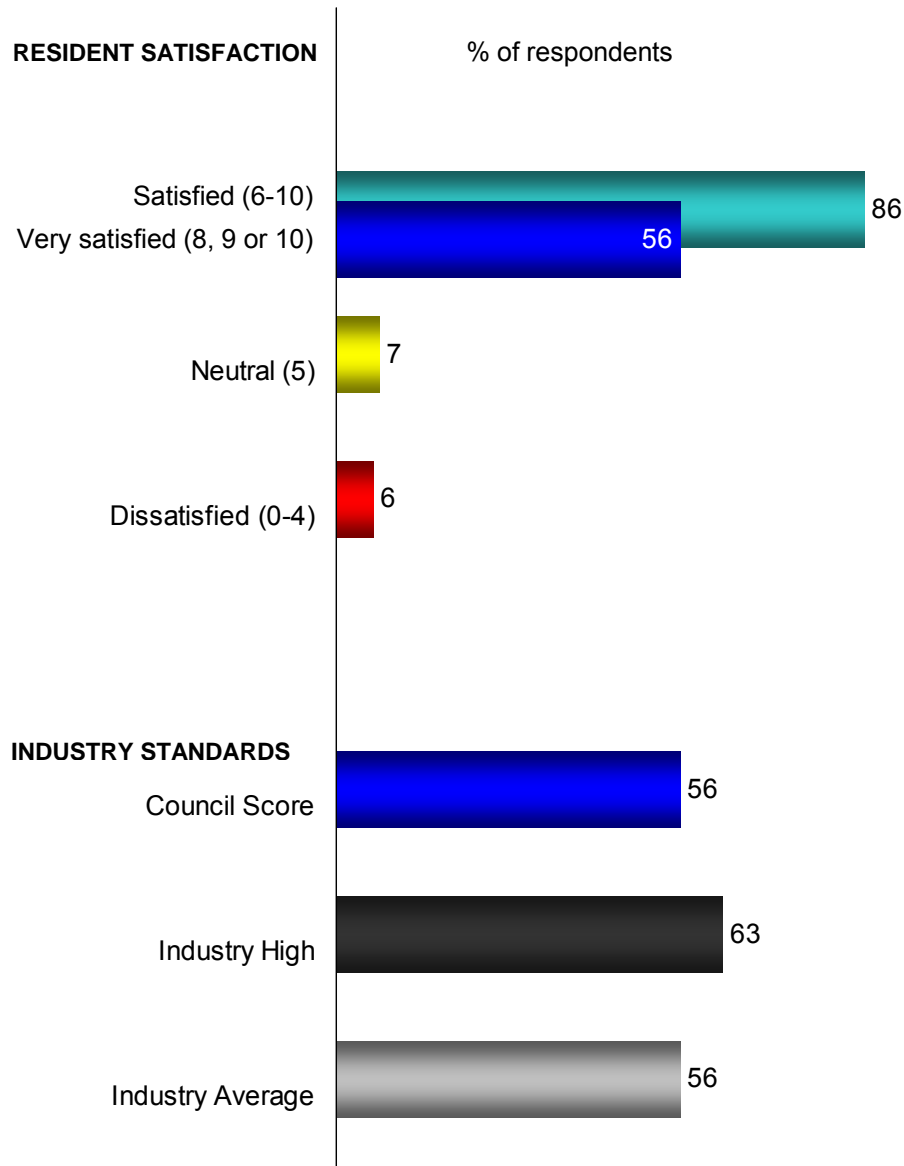
% of residents	Top 3	Dissatisfied
City Beach	60%	5%
Floreat	70%	6%
Wembley	48%	9%
West Leederville	38%	8%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 392)

○ ▼ ▲ = significant variance

Sport and recreation facilities



- Satisfaction is high
 - 86% of residents are satisfied
- There is greatest room to improve satisfaction among those aged 18 to 34 years and residents in West Leederville

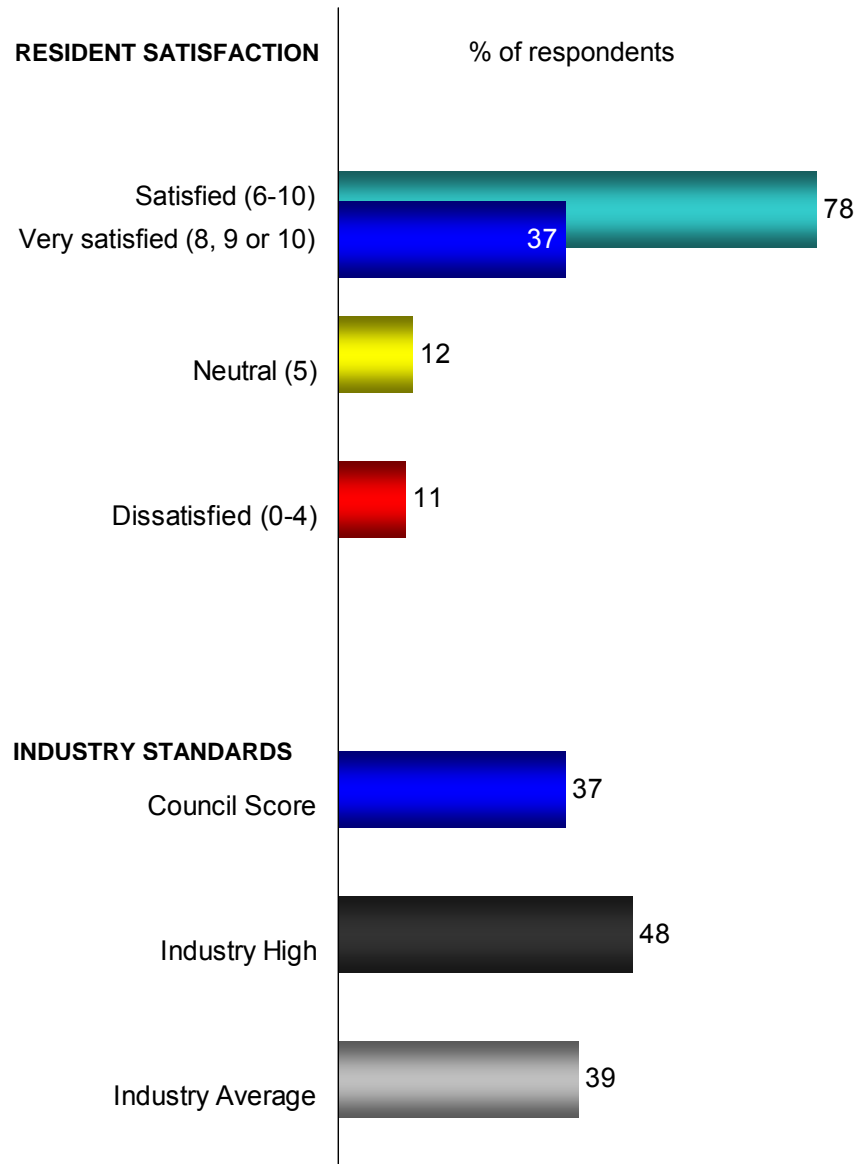
% of residents	Top 3	Dissatisfied
18 to 34 yrs	46%	5%
35 to 54 yrs	58%	7%
55 + yrs	61%	7%
City Beach	64%	6%
Floreat	66%	3%
Wembley	51%	8%
West Leederville	28%	11%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 328)

○ ▼ ▲ = significant variance

Community building, halls and toilets



- Satisfaction is relatively high
 - 78% of residents are satisfied
- Satisfaction is highest among older residents
- There is greatest room to improve satisfaction among residents in West Leederville, followed by those in Wembley

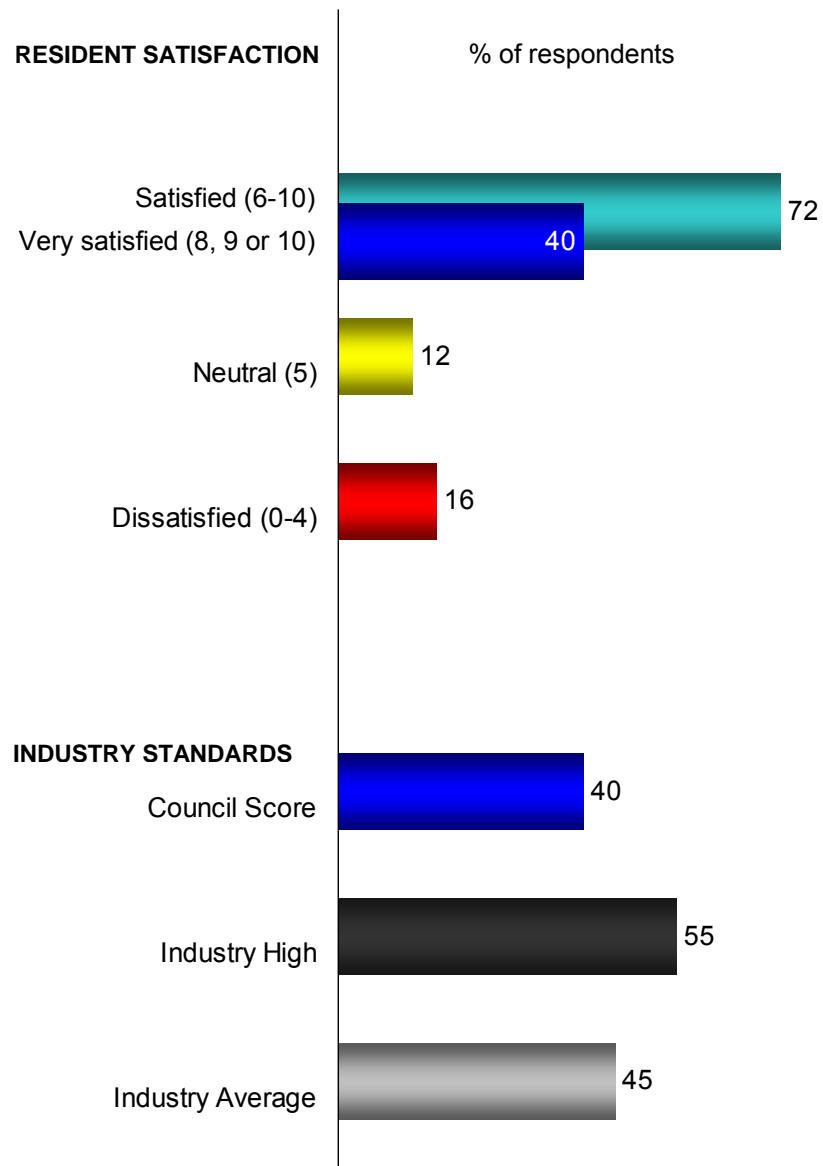
% of residents	Top 3	Dissatisfied
18 to 34 yrs	32%	8%
35 to 54 yrs	31%	13%
55 + yrs	49%	10%
City Beach	41%	8%
Floreat	44%	6%
Wembley	31%	13%
West Leederville	31%	19%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 291)

○ ▼ ▲ = significant variance

Footpaths and cycleways



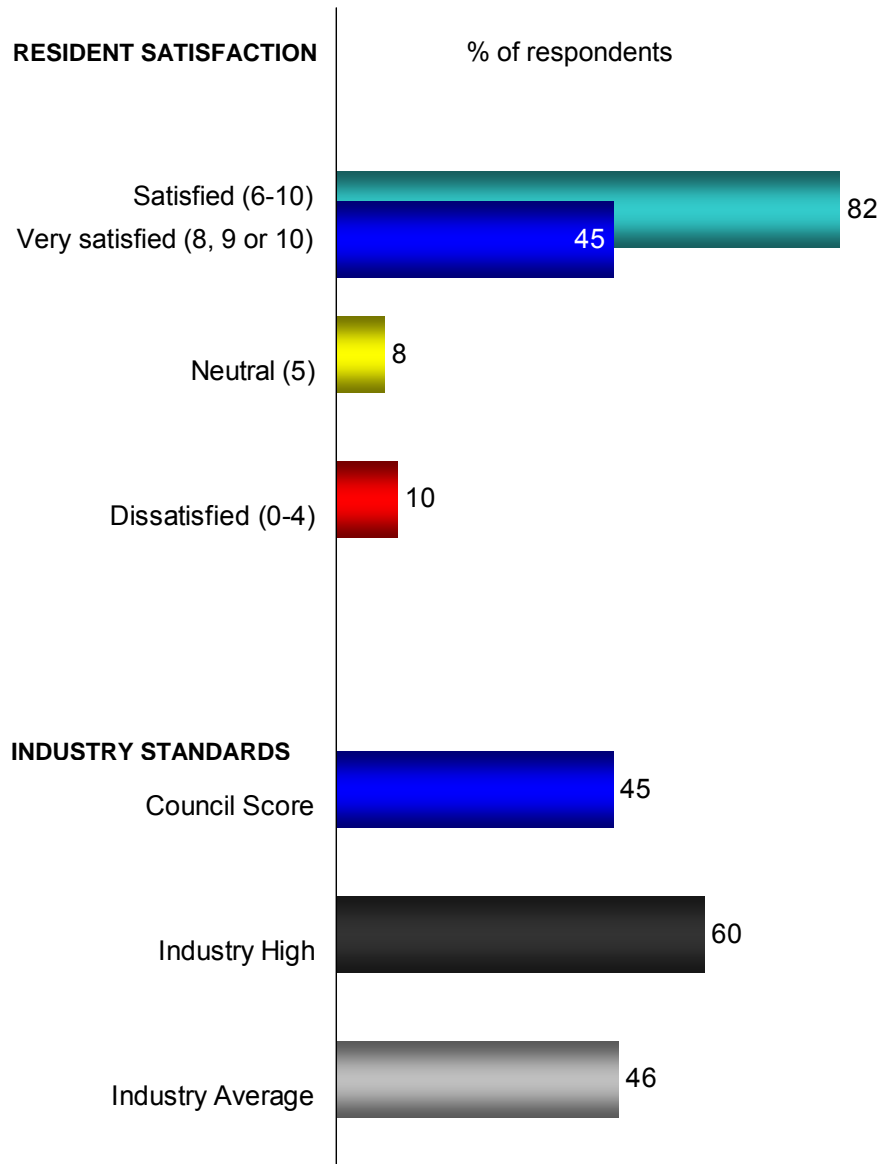
- Satisfaction is relatively high
 - 72% of residents are satisfied
 - However, with 16% dissatisfied and 16% mentioning this as a priority area, there is need to address this area
- Perceptions are similar across the community

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 396)

○ ▼ ▲ = significant variance

Road maintenance



- Satisfaction is high
 - 82% of residents are satisfied
- Satisfaction is highest among families with older children

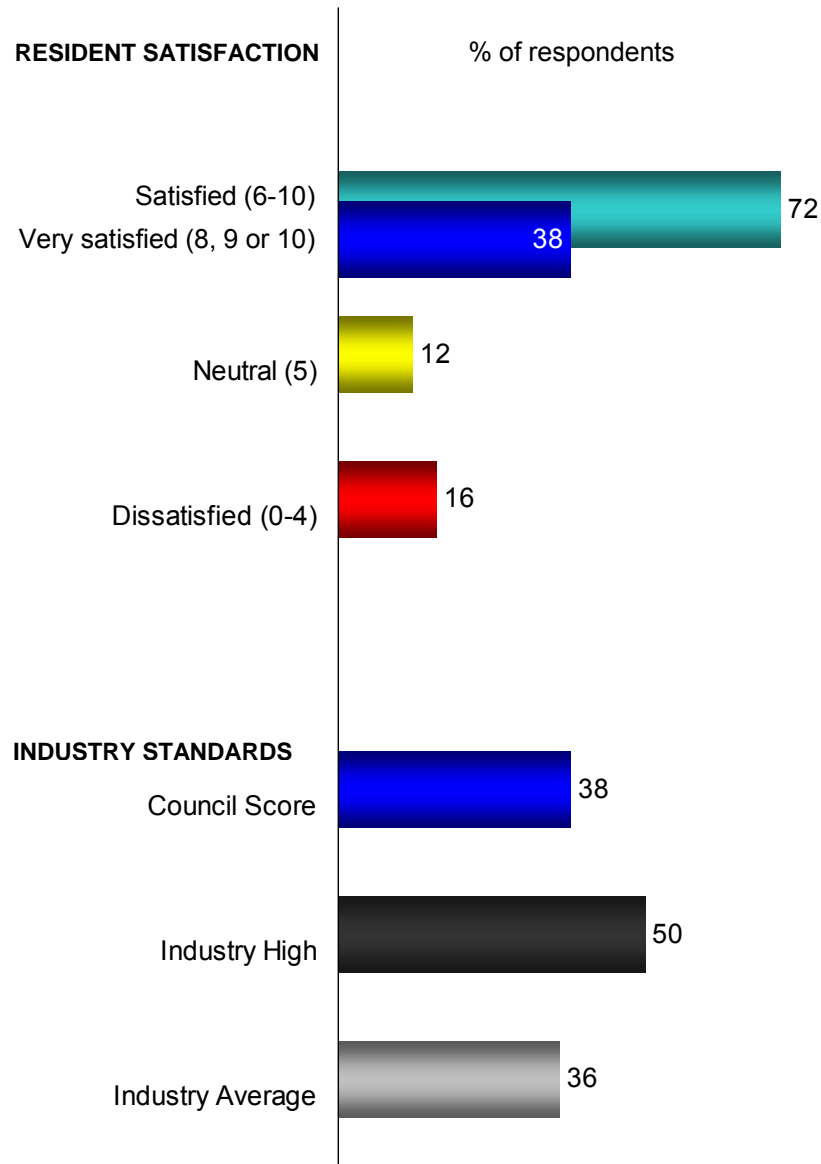
% of residents	Top 3	Dissatisfied
Singles / couples aged 18 to 44 yrs	31%	4%
Families with kids aged 12 or younger	36%	11%
Families with kids aged 13 +	59%	6%
Singles / couples aged 45 +	47%	13%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 395)

○ ▼ ▲ = significant variance

Management and control of traffic on local roads



- Satisfaction is relatively high
 - 72% of residents are satisfied
 - However, with 16% dissatisfied and 13% mentioning this as a priority area, there is need to address this area
- There is greatest room to improve satisfaction among those aged 35 to 54 years and those living in West Leederville

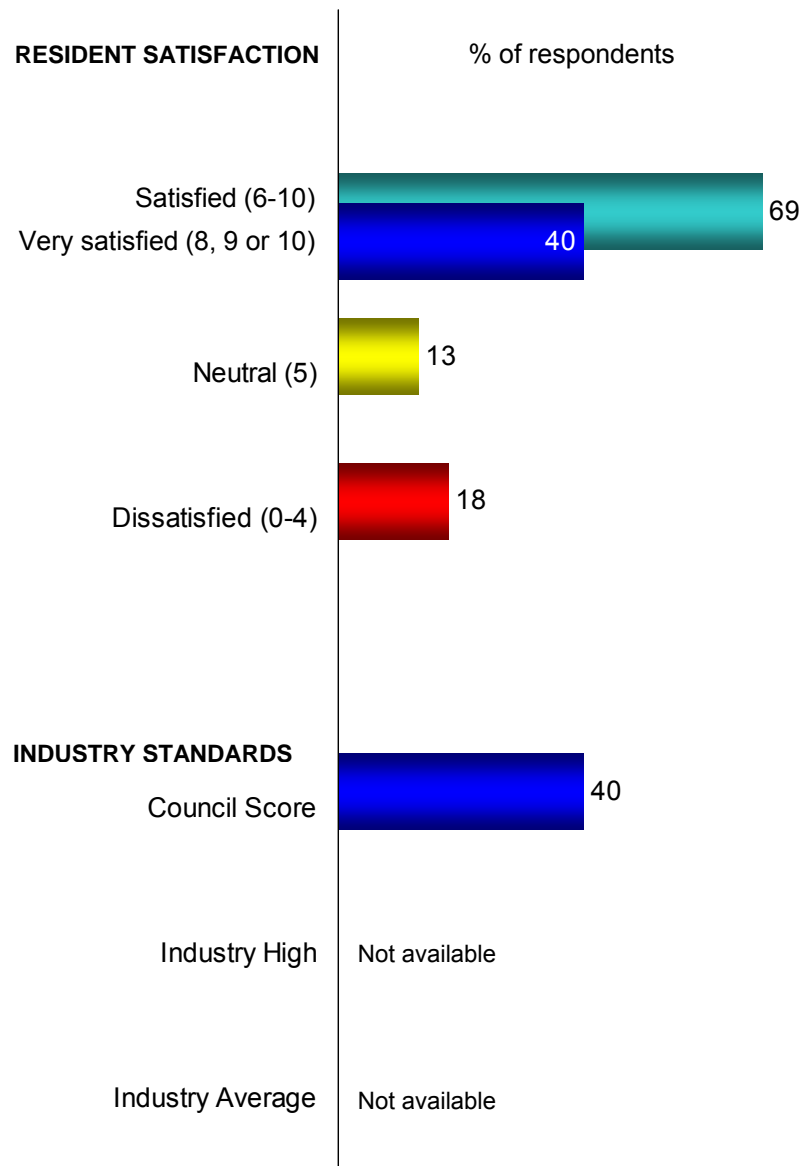
% of residents	Top 3	Dissatisfied
18 to 34 yrs	42%	8%
35 to 54 yrs	30%	19%
55 + yrs	43%	17%
City Beach	43%	10%
Floreat	44%	13%
Wembley	32%	18%
West Leederville	27%	26%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 377)

○ ▼ ▲ = significant variance

Control of parking



- Satisfaction is moderate
 - 69% of residents are satisfied
 - With 18% dissatisfied and 10% mentioning this as a priority area, there is need to address this area
- Satisfaction is highest in City Beach
- There is greatest room to improve satisfaction among West Leederville residents

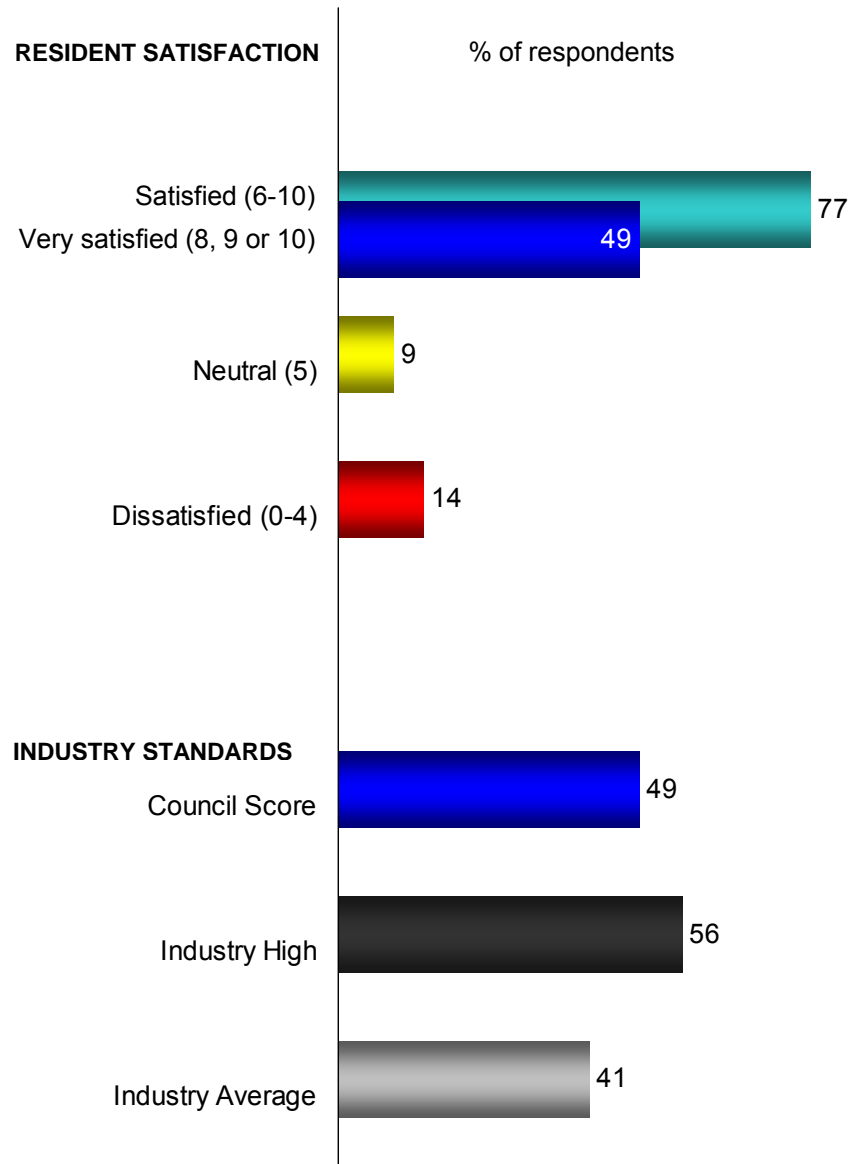
% of residents	Top 3	Dissatisfied
City Beach	52%	7%
Floreat	40%	18%
Wembley	36%	21%
West Leederville	29%	32%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 352)

○ ▼ ▲ = significant variance

Access to public transport



- Satisfaction is relatively high
 - 77% of residents are satisfied
- Satisfaction is highest in Wembley and West Leederville
- There is greatest room to improve satisfaction in City Beach and Floreat and among younger singles and couples, and families with older children

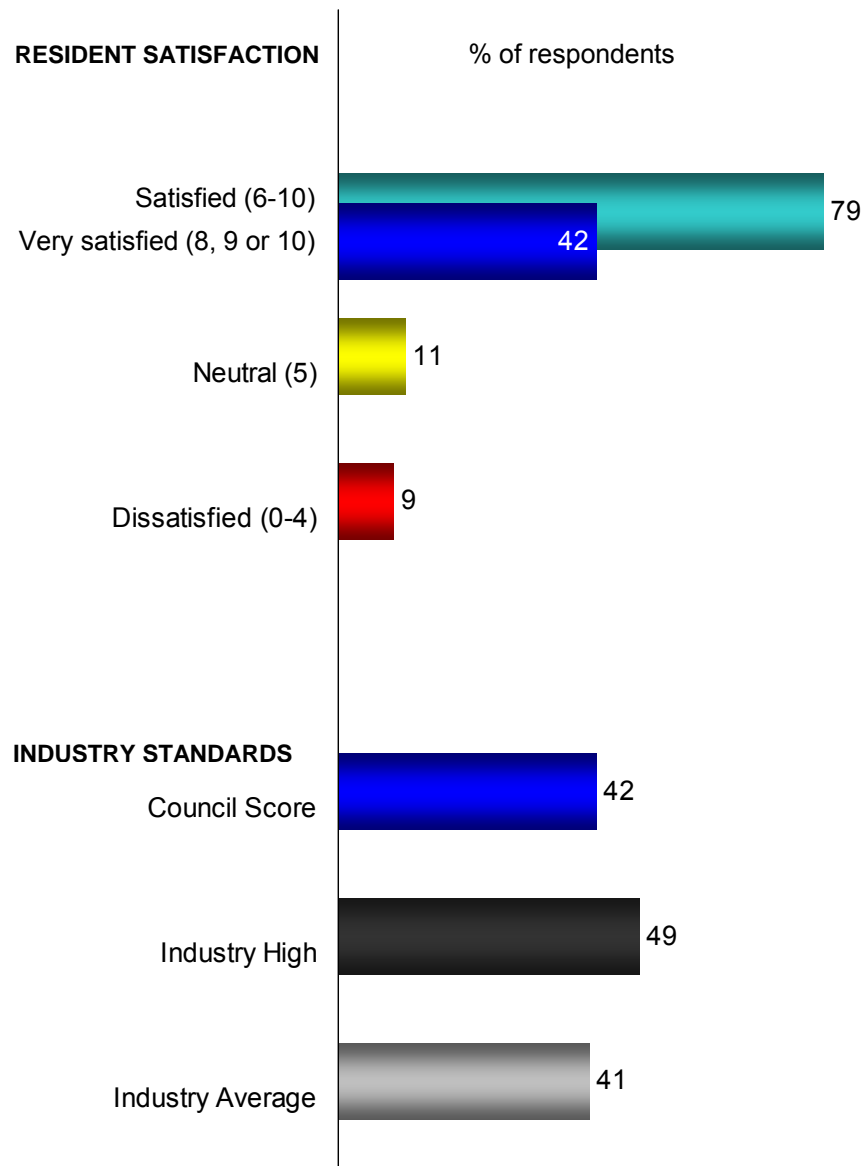
% of residents	Top 3	Dissatisfied
City Beach	34%	20%
Floreat	43%	18%
Wembley	58%	9%
West Leederville	60%	6%
Singles / couples aged 18 to 44 yrs	45%	22%
Families with kids aged 12 or younger	45%	11%
Families with kids aged 13 +	47%	18%
Singles / couples aged 45 +	52%	9%

Q. For areas the State Government, private organisation or people in the community are responsible for, how satisfied are you with their performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 367)

○ ▼ ▲ = significant variance

Conservation and environmental management



- Satisfaction is relatively high
 - 79% of residents are satisfied
 - However, with 9% dissatisfied and 11% mentioning this as a priority area, there is need to further address this area
- Satisfaction is highest among families with children aged 13 and older
- There is greatest room to improve satisfaction among younger singles / couples, those with younger children and residents in West Leederville

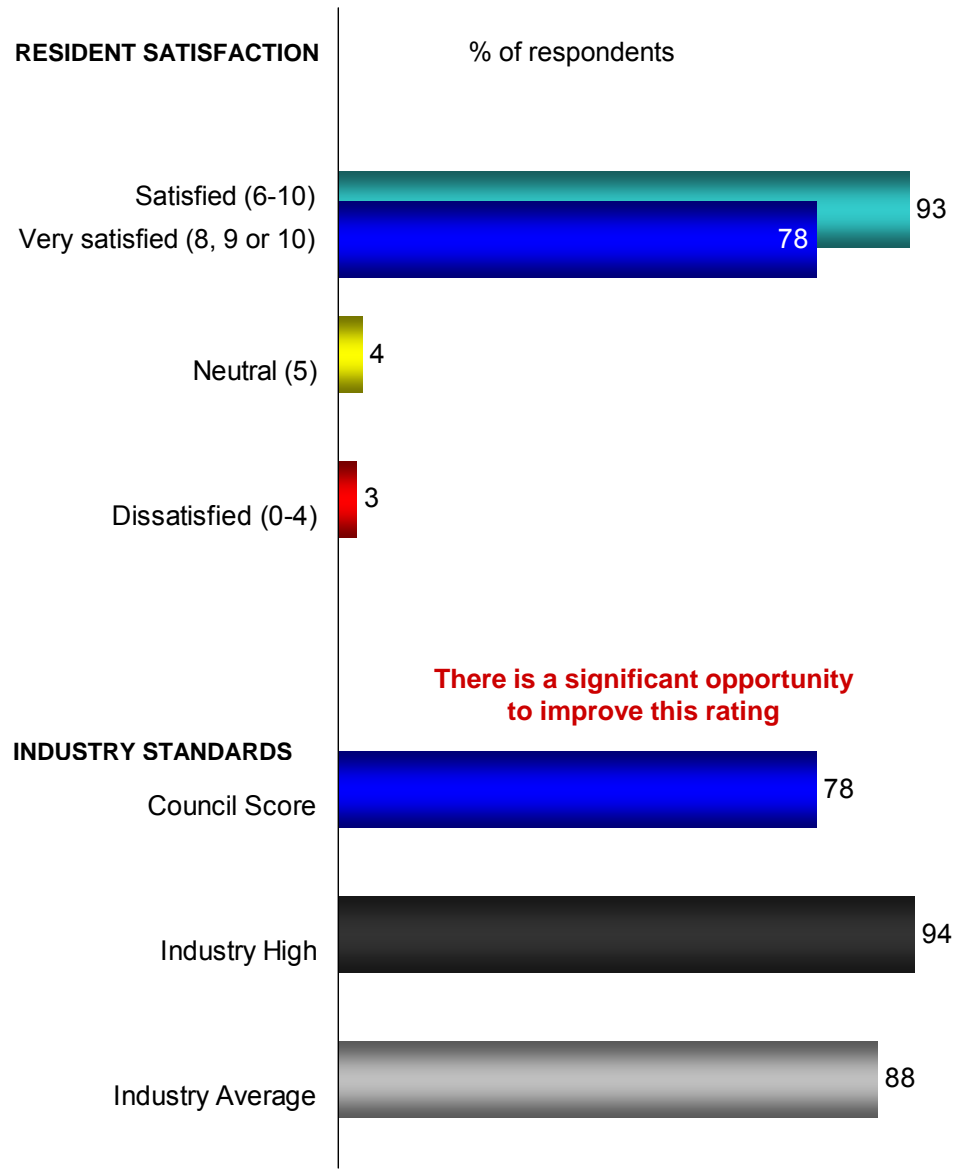
% of residents	Top 3	Dissatisfied
City Beach	49%	8%
Floreat	49%	9%
Wembley	36%	8%
West Leederville	22%	15%
Singles / couples aged 18 to 44 yrs	33%	9%
Families with kids aged 12 or younger	36%	7%
Families with kids aged 13 +	55%	9%
Singles / couples aged 45 +	41%	11%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 307)

○ ▼ ▲ = significant variance

Weekly rubbish collections



- Satisfaction is very high
 - 93% of residents are satisfied
 - That said, it is concerning to see that the Town of Cambridge is trailing the industry average
- Satisfaction is highest among older residents
- There is greatest room to improve satisfaction among families with children aged 12 or younger and younger singles/couples

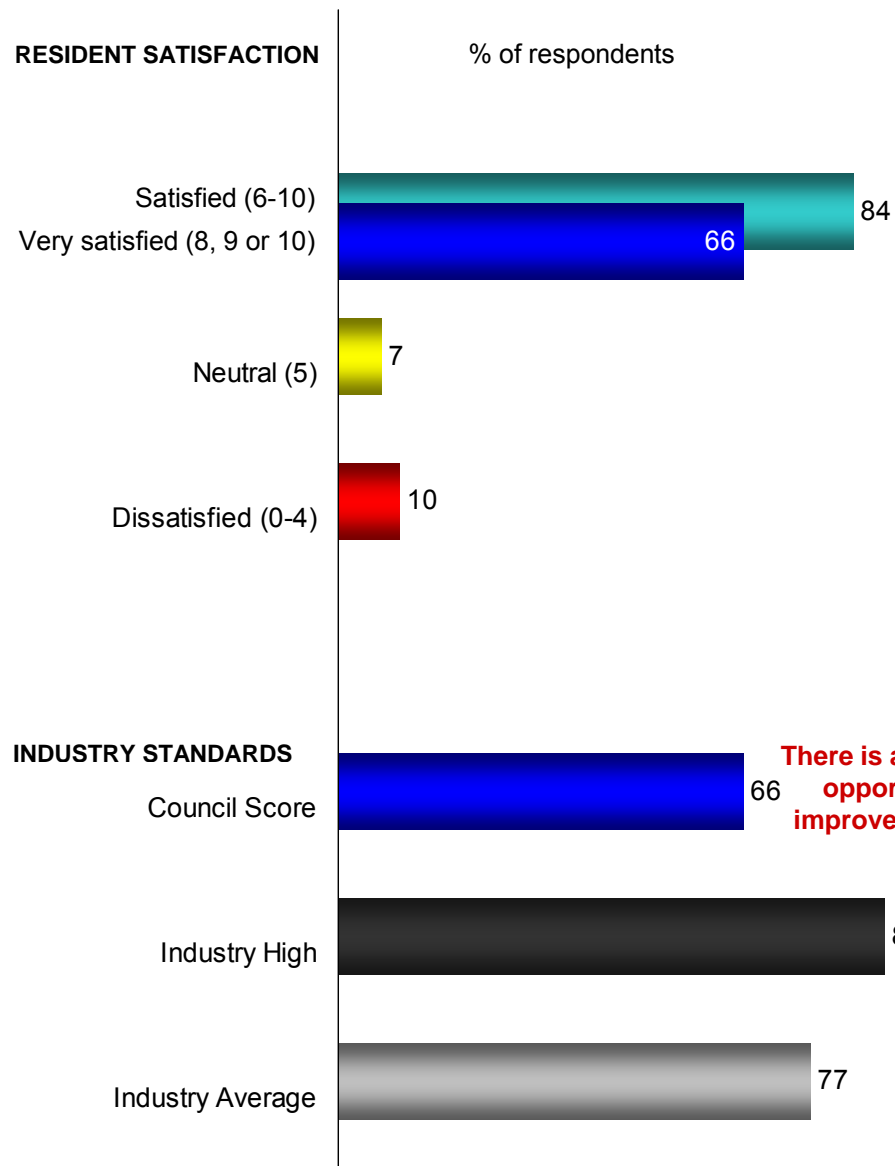
% of residents	Top 3	Dissatisfied
18 to 34 yrs	71%	1%
35 to 54 yrs	76%	4%
55 + yrs	85%	2%
Singles / couples aged 18 to 44 yrs	70%	2%
Families with kids aged 12 or younger	67%	4%
Families with kids aged 13 +	81%	4%
Singles / couples aged 45 +	85%	2%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 398)

○ ▼ ▲ = significant variance

Fortnightly recycling collections



- Satisfaction is high
 - 84% of residents are satisfied
 - However, with 10% dissatisfied and 10% mentioning this as a priority area, there is need to further address this area
- Satisfaction is highest among older singles and couples
- There is greatest room to improve satisfaction among families with children aged 12 or younger

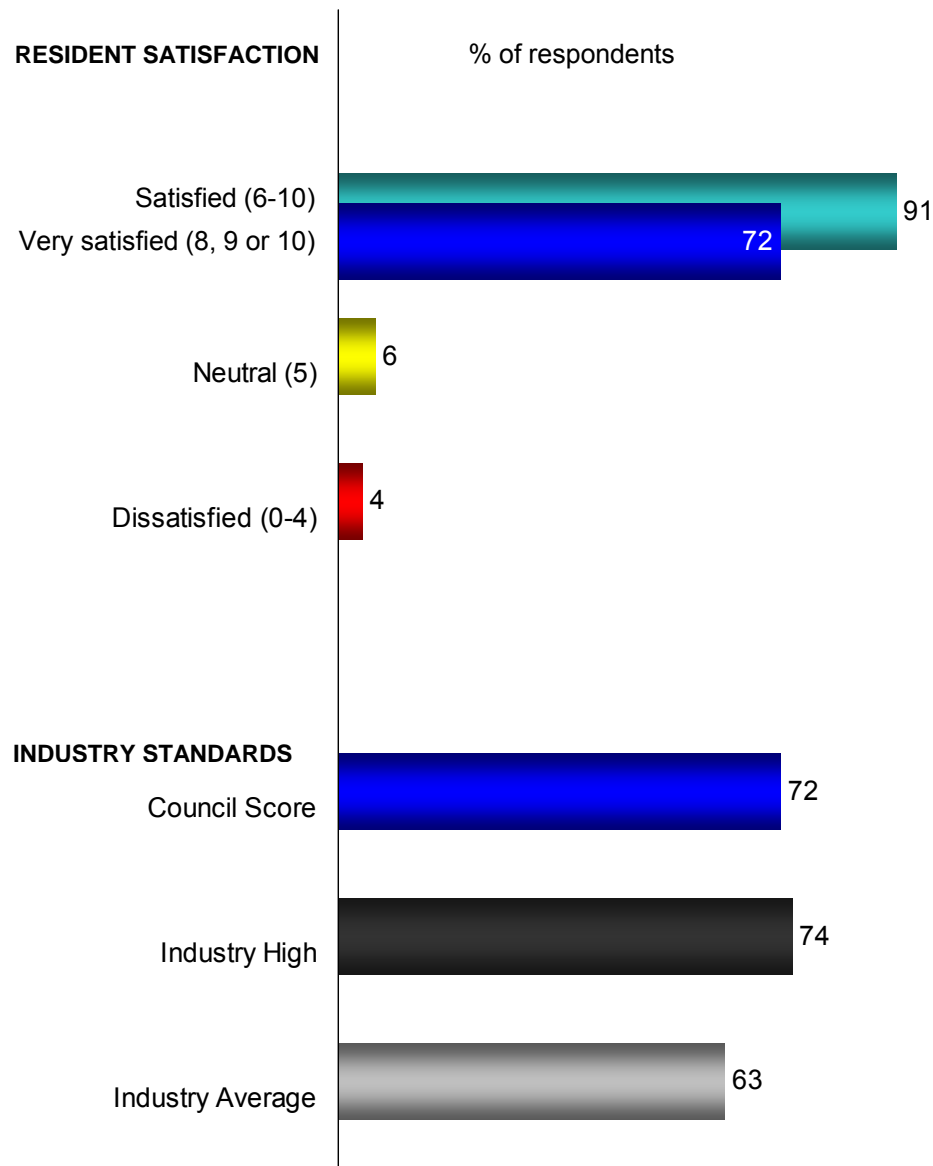
% of residents	Top 3	Dissatisfied
Singles / couples aged 18 to 44 yrs	60%	13%
Families with kids aged 12 or younger	50%	19%
Families with kids aged 13 +	66%	12%
Singles / couples aged 45 +	74%	3%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 386)

○ ▼ ▲ = significant variance

Verge-side bulk rubbish collections



- Satisfaction is very high
 - 91% of residents are satisfied
- Satisfaction is highest among females, those living in City Beach, families with older children, older singles and couples, and home owners

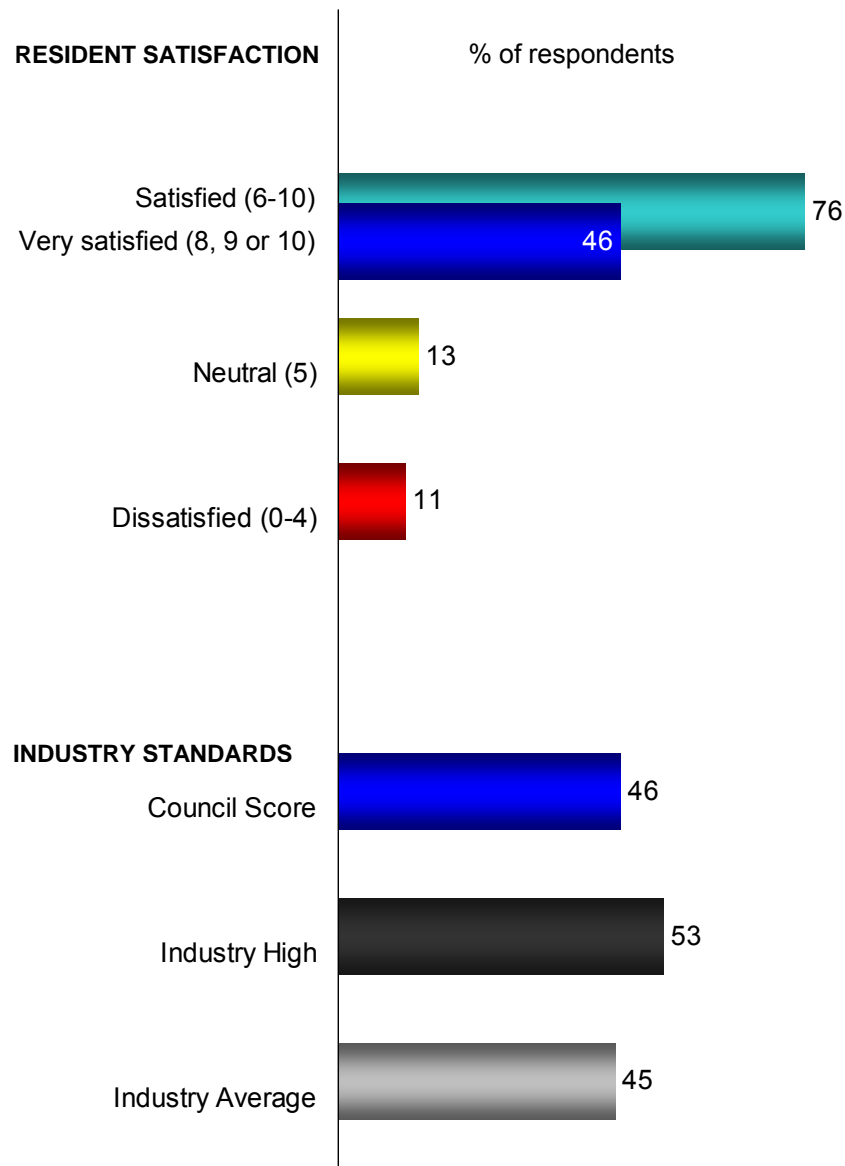
% of residents	Top 3	Dissatisfied
Male	66%	3%
Female	76%	4%
City Beach	80%	3%
Floreat	75%	3%
Wembley	66%	6%
West Leederville	67%	1%
Singles / couples aged 18 to 44 yrs	62%	5%
Families with kids aged 12 or younger	63%	4%
Families with kids aged 13 +	80%	5%
Singles / couples aged 45 +	77%	2%
Own home	75%	3%
Rent home	55%	8%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 393)

○ ▼ ▲ = significant variance

Animal and pest control



- Satisfaction is relatively high
 - 76% of residents are satisfied
- Satisfaction is highest among residents aged 18 to 34 years

% of residents	Top 3	Dissatisfied
18 to 34 yrs	56%	8%
35 to 54 yrs	39%	12%
55 + yrs	47%	11%

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 270)

○ ▼ ▲ = significant variance

ECONOMIC (ECONOMIC AND RESOURCE MANAGEMENT)

OBJECTIVES

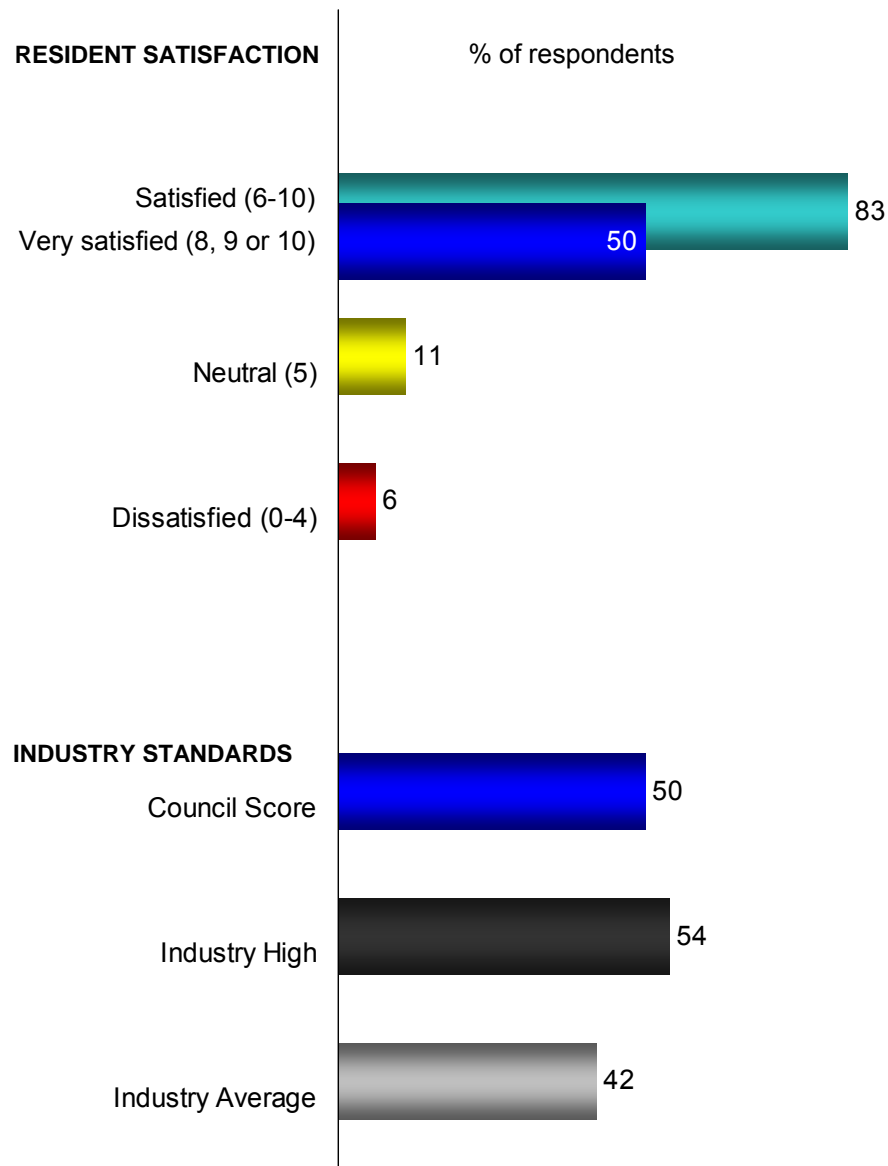
- ❑ Financial sustainability
- ❑ Sustainable community infrastructure
- ❑ Strategic asset management
- ❑ Innovative service delivery
- ❑ Viable business and tourism activity

STRATEGIES

- ❑ Promote local business and tourism.
- ❑ Develop a sustainable financial management program.
- ❑ Ensure the sustainable provision of community infrastructure.
- ❑ Encourage innovative service delivery.
- ❑ Develop policies to strengthen and maintain the character and effectiveness of locations for business, tourism and community activities.
- ❑ Promote cultural development and community activities within the Town as a desirable place in which to live, work, invest or visit.
- ❑ Enhance and maintain property values through decisions balancing commercial, community and lifestyle needs.
- ❑ Liaise with neighbouring local government authorities and state government agencies to promote regional cost sharing, grants and subsidies and seek opportunities for potential revenue sharing within the Town's business activity.
- ❑ Develop and maintain an asset management program. Ensure financial provision for Town buildings and public infrastructure.
- ❑ Review service delivery methods assessing the costs and benefits of service delivery.
- ❑ Develop and maintain a commercial centres strategy.



Efficiency and effectiveness of customer service



- Satisfaction is high
 - 83% of residents are satisfied
- Perceptions are similar across the community

Q. For areas the Town of Cambridge is responsible for, how satisfied are you with the Council's performance; on a scale of 0 to 10, where 10 is totally satisfied and 0 is totally dissatisfied?

Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2006 n = 299)

○ ▼ ▲ = significant variance



Concluding Comments

Concluding Comments

- Overall, the Town of Cambridge is performing reasonably well
 - On overall performance, it rates equal 5th out of 12 participating Councils
- The Town is showing strong performance in the following areas:
 - Library & information services
 - Bulk rubbish collections
 - Weekly rubbish collections (though there is room to improve to reach the industry average rating)
- It is also setting the Industry Standards for:
 - The control of graffiti, vandalism and anti-social behaviour
 - The mix and diversity of housing types
- The highest priority areas to address are:
 - Footpaths & cycleways
 - Density & design of housing
 - Management & control of traffic
 - Planning & building approvals
 - Leadership
 - Consultation & information
- The Town has opportunities to enhance performance in the following areas to catch up to industry leaders:
 - How local history and heritage is preserved and promoted
 - Festivals, events and cultural activities
 - Recycling services
 - Council's newsletter

Staff workshops, expert interviews and a range of community engagement initiatives (such as focus groups and workshops) are recommended to develop and test strategies to meet community needs and expectations



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If you would like to discuss this report further, please give us a call

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