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MARKYT 

# Community Scorecard

2023

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Council Presentation  
13 June 2023

Prepared for



TOWN of  
EAST FREMANTLE

Prepared by



CATALYSE  
FUTYR | MARKYT | CULTYR

# The Study

The Town of East Fremantle commissioned CATALYSE® to conduct an independent MARKYT® Community Scorecard.

All community members were invited to take part. Scorecard invitations were sent to all households and residential PO Boxes in the Town of East Fremantle using Australia Post's unaddressed mail services. Respondents could complete the scorecard in hard copy or online.

CATALYSE® sent email invitations to the Town of East Fremantle's customer contacts, and the Town provided supporting promotions through various communication channels. The scorecard was open from 13 to 31 March 2023.



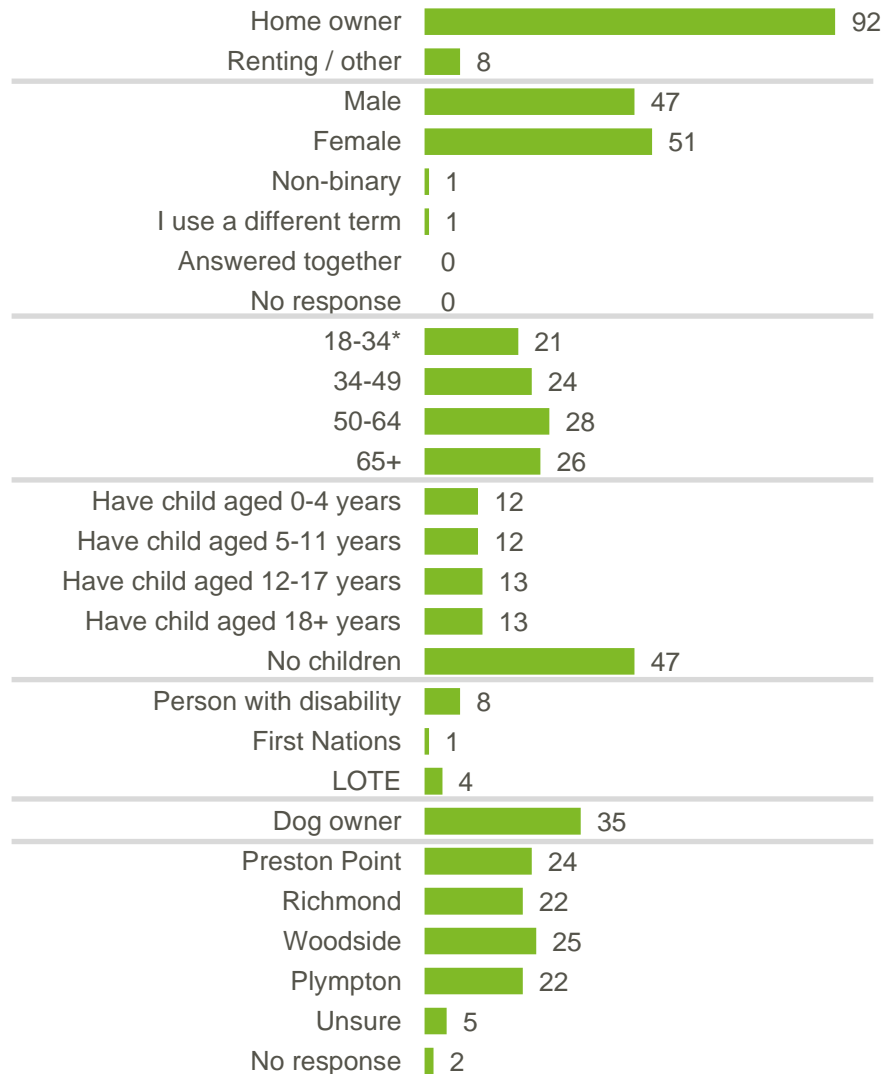
The scorecard was completed by **717 community members** with various connections to the Town:

Local resident	Business owner / operator	Out of area ratepayer / Visitor	Elected Member / Employee
675	57	28	20

The main body of this report shows responses from local residents. Responses were weighted by age and gender to match the ABS Census population profile.

Where sub-totals add to ±1% of the parts, this is due to rounding errors to zero decimal places.

## % of resident respondents (weighted)



LOTE: Language other than English

\* Includes a small number of 14-17 year olds

# MARKYT Benchmarks | participating councils

CATALYSE® has conducted studies for close to 70 councils. When councils ask comparable questions, we publish the high and average scores to enable participating councils to recognise and learn from the industry leaders. In this report, the average and high scores are calculated from councils that have completed a MARKYT® accredited study within the past three years.



# Place to live

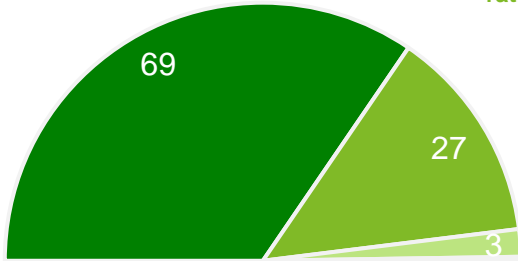
## Performance ratings

% of respondents

100%

91

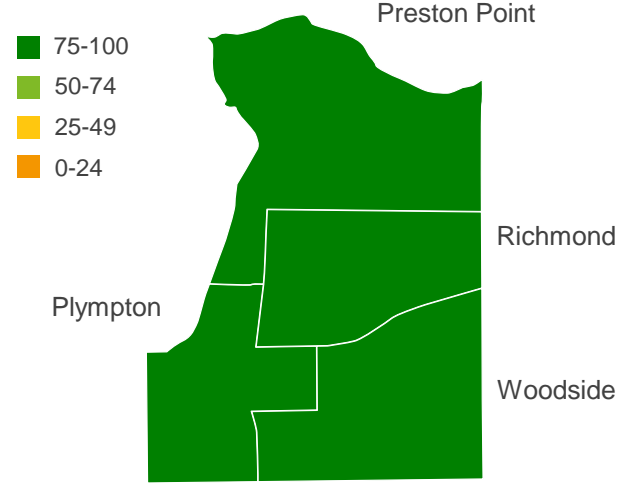
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

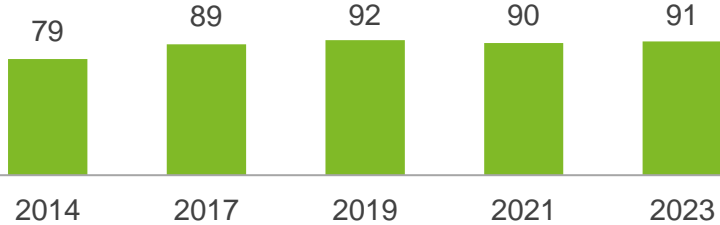


## Location

Preston Point	92
Richmond	92
Woodside	91
Plympton	89

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	92
Female	91

### Age of children

0-4 years	91
5-11 years	91
12-17 years	90
18+ years	91
No children	91

### Disability & culture

Disability	84
Mainly speak LOTE	92

### Age

18-34 years	93
35-49 years	90
50-64 years	92
65+ years	90

### Dog owner

91

### Home ownership

Home owner	92
Renting / other	86

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	91
Industry High	91
Industry Average	76

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 672). \* Positive Rating = excellent, good + okay

# Governing organisation

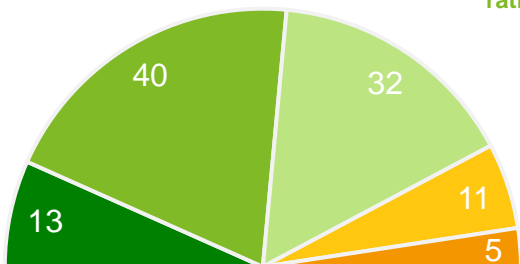
## Performance ratings

% of respondents

84%

61

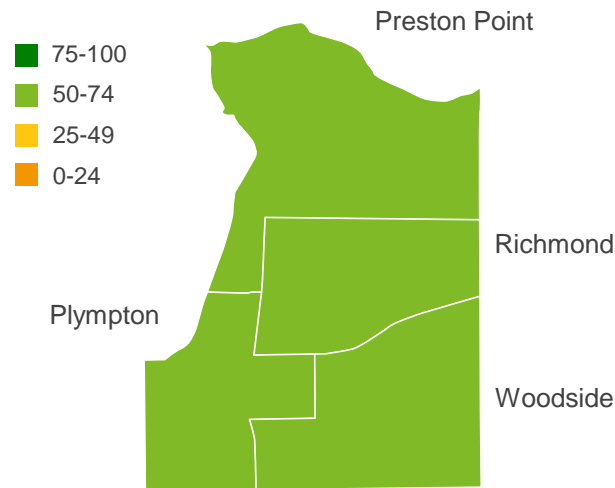
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

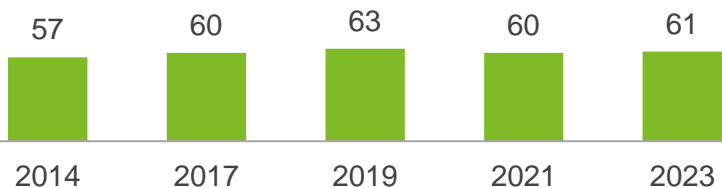


### Location

Preston Point	63
Richmond	60
Woodside	60
Plympton	61

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 61	0-4 years 62	Disability 52
Female 63	5-11 years 65	Mainly speak LOTE 59
Age	12-17 years 56	Dog owner 59
18-34 years 65	18+ years 51	Home ownership
35-49 years 62	No children 64	Home owner 62
50-64 years 55		Renting / other 57
65+ years 65		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	61
Industry High	66
Industry Average	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 640). \* Positive Rating = excellent, good + okay

# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the Town of East Fremantle as a 'place to live' and as a 'governing organisation'. The Town of East Fremantle's overall performance index score is 76 out of 100, leading the sector in equal top spot, and 12 index points above the industry average.

## Overall Performance Index Score

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

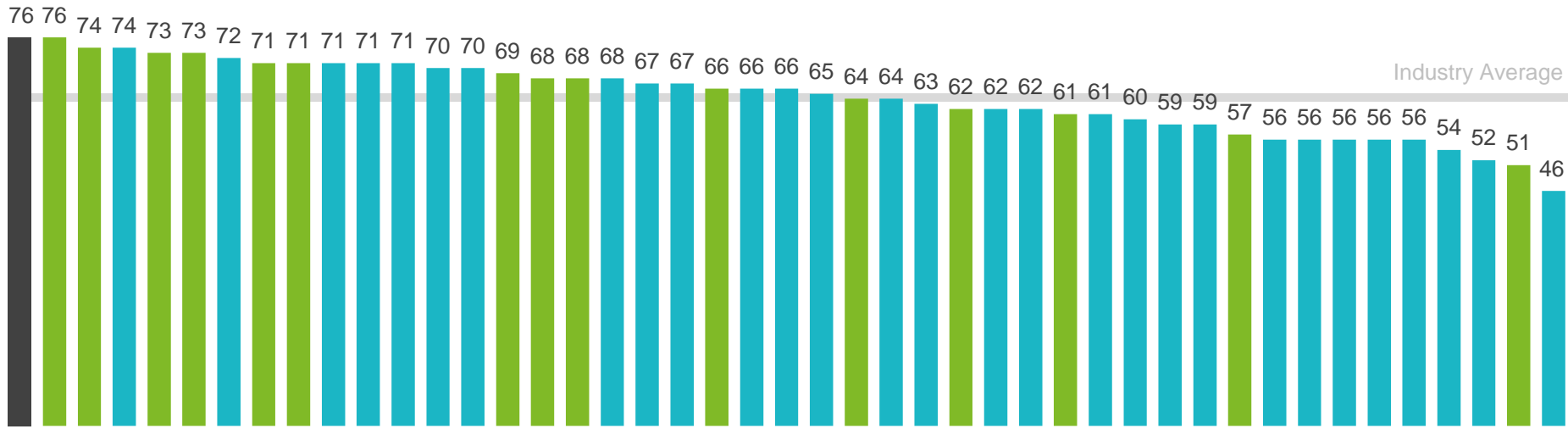
- Town of East Fremantle
- Metropolitan Councils
- Regional Councils

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	76
Industry High	76
Industry Average	64

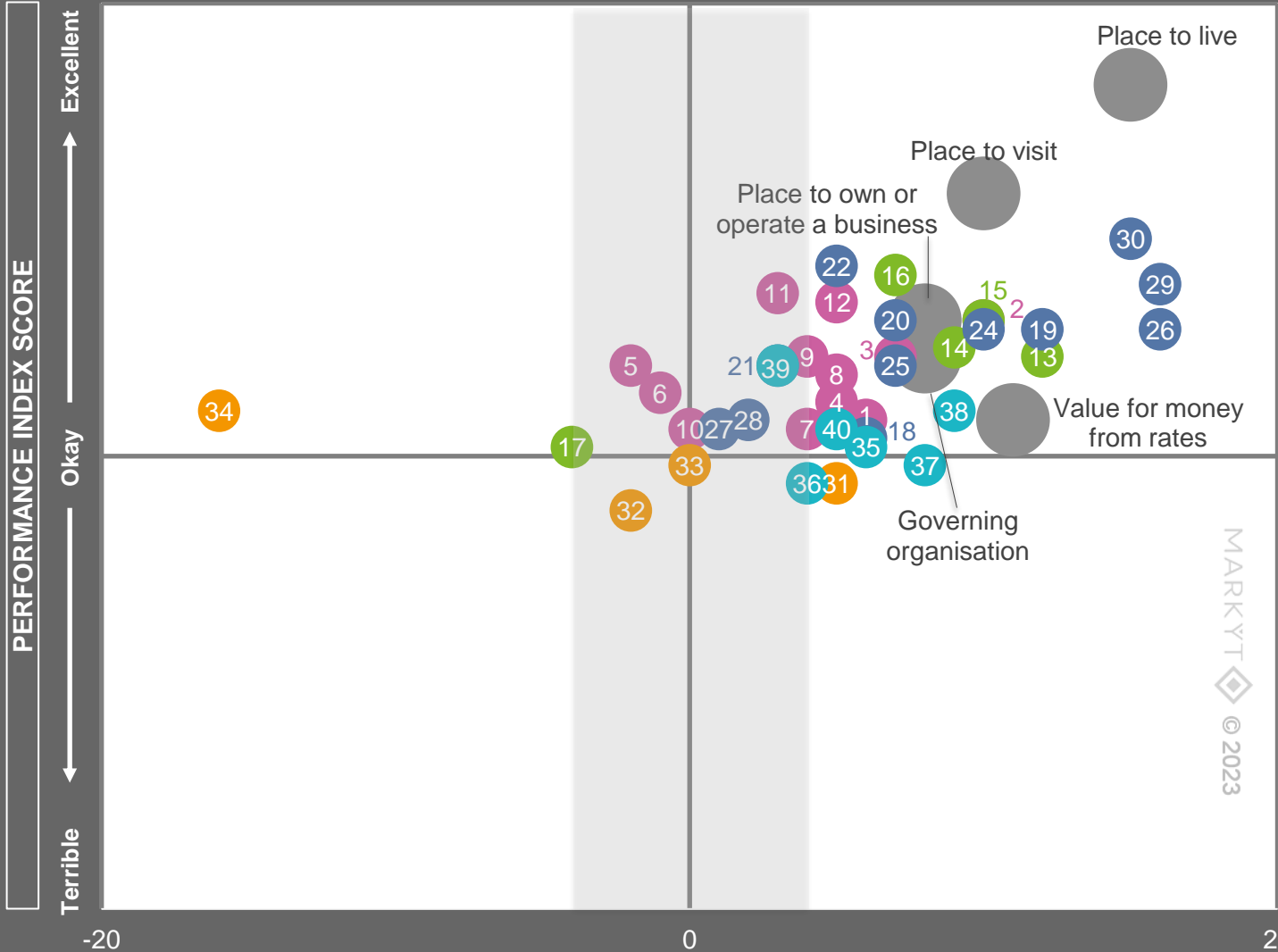


# MARKYT Benchmark Matrix

## COMPARISON TO INDUSTRY AVERAGE

Below Average

Above Average



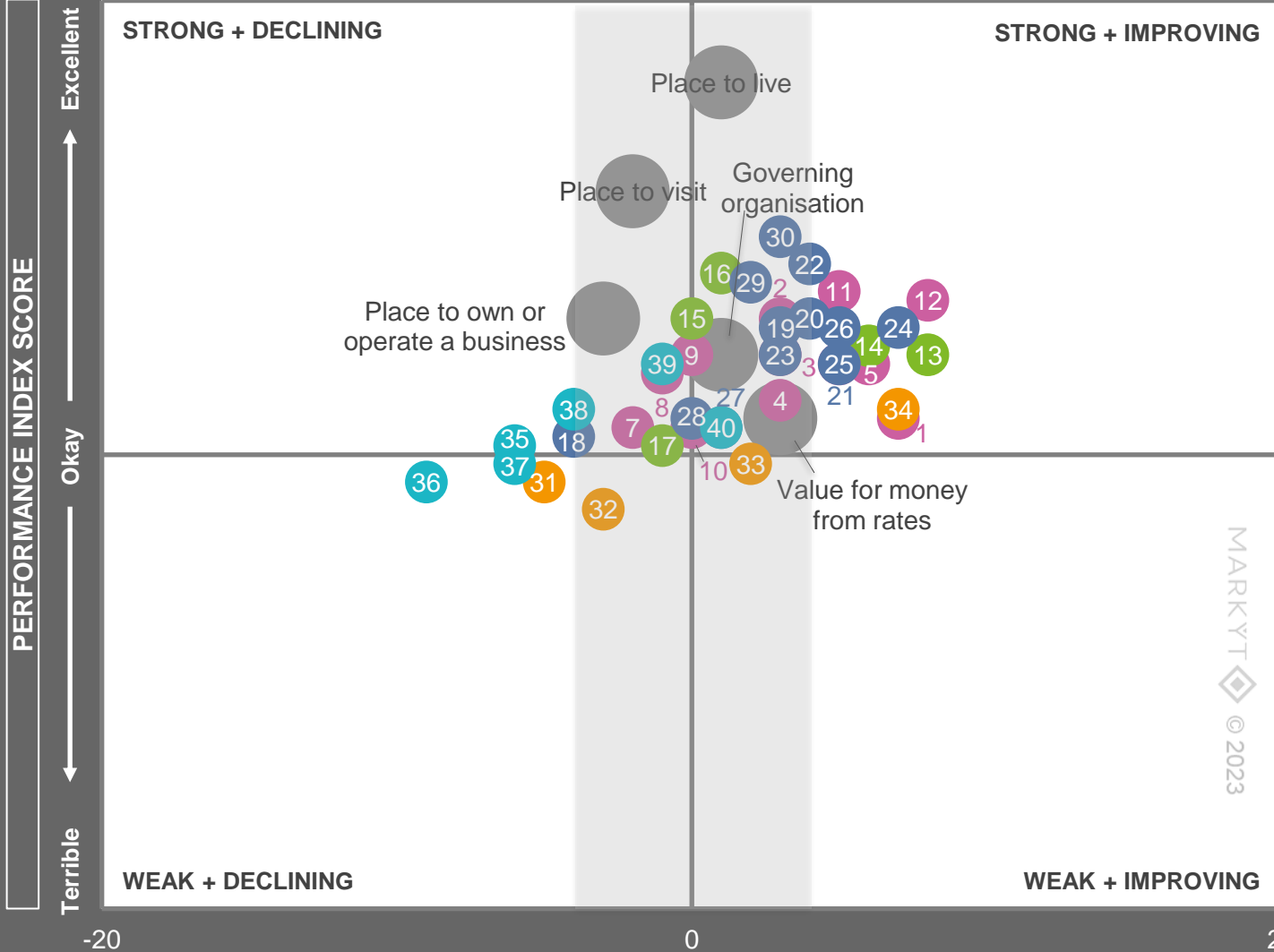
- 1 Youth services and facilities
- 2 Family / children services and facilities
- 3 Seniors' services, facilities and care
- 4 Disability access and inclusion
- 5 Recognition for First Nations peoples
- 6 Multiculturalism / cultural diversity
- 7 Community safety and crime prevention
- 8 Lighting of streets and public places
- 9 Access to health and community services
- 10 Public health / wellbeing programs
- 11 Sport and recreation facilities / services
- 12 Festivals, events, art, cultural activities
- 13 Climate change
- 14 Conservation environmental management
- 15 River and foreshore management
- 16 Waste management services
- 17 Natural disaster management
- 18 Responsible growth and development
- 19 Housing
- 20 Local history and heritage
- 21 Community buildings, halls and toilets
- 22 Playgrounds, parks and reserves
- 23 Animal management / dog exercise areas
- 24 Streetscapes, trees and verges
- 25 Footpaths and cycleways
- 26 Local roads
- 27 Parking management
- 28 Traffic management
- 29 Access to public transport
- 30 Marine facilities (boat ramps, jetties, etc)
- 31 Economic development and job creation
- 32 Development of the town centre
- 33 Access to education and training
- 34 Library services
- 35 Council's leadership
- 36 Advocacy and lobbying
- 37 Consultation
- 38 Communication
- 39 Customer service
- 40 Embracing change and innovation

MARKYT  © 2023

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

# MARKYT Community Trends Window

## COMPARISON TO PREVIOUS STUDY (2021)



- 1 Youth services and facilities
- 2 Family / children services and facilities
- 3 Seniors' services, facilities and care
- 4 Disability access and inclusion
- 5 Recognition for First Nations peoples
- 6 Multiculturalism / cultural diversity
- 7 Community safety and crime prevention
- 8 Lighting of streets and public places
- 9 Access to health and community services
- 10 Public health / wellbeing programs
- 11 Sport and recreation facilities / services
- 12 Festivals, events, art, cultural activities
- 13 Climate change
- 14 Conservation environmental management
- 15 River and foreshore management
- 16 Waste management services
- 17 Natural disaster management
- 18 Responsible growth and development
- 19 Housing
- 20 Local history and heritage
- 21 Community buildings, halls and toilets
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- 35 Council's leadership
- 36 Advocacy and lobbying
- 37 Consultation
- 38 Communication
- 39 Customer service
- 40 Embracing change and innovation



# MARKYTT Community Priorities

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

Okay

Terrible

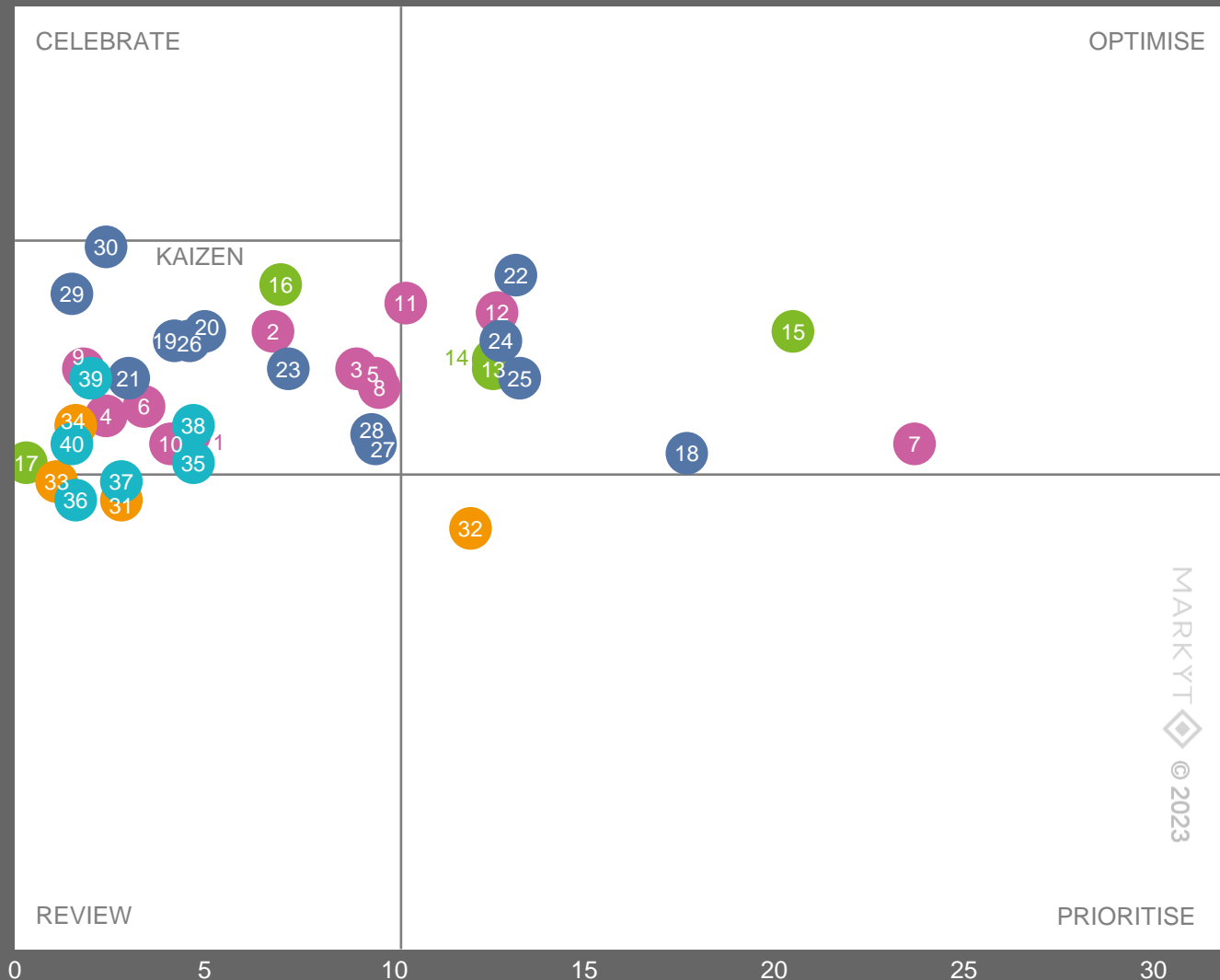
CELEBRATE

OPTIMISE

KAIZEN

REVIEW

PRIORITISE



MARKYTT  © 2023

- 1 Youth services and facilities
- 2 Family / children services and facilities
- 3 Seniors' services, facilities and care
- 4 Disability access and inclusion
- 5 Recognition for First Nations peoples
- 6 Multiculturalism / cultural diversity
- 7 Community safety and crime prevention
- 8 Lighting of streets and public places
- 9 Access to health and community services
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- 37 Consultation
- 38 Communication
- 39 Customer service
- 40 Embracing change and innovation

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 East Fremantle to focus on improving? Base: All respondents, excludes no response (n = 591)

Some good news stories

# Marine facilities (boat ramps, jetties, etc)

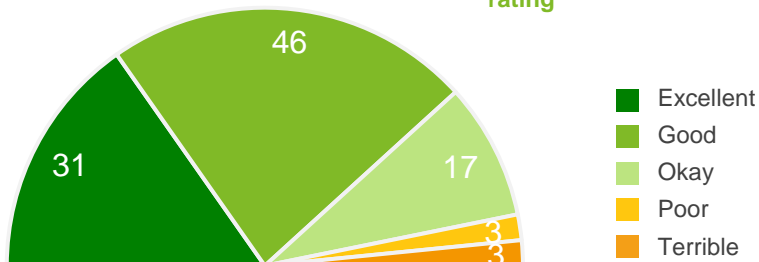
## Performance ratings

% of respondents

94%

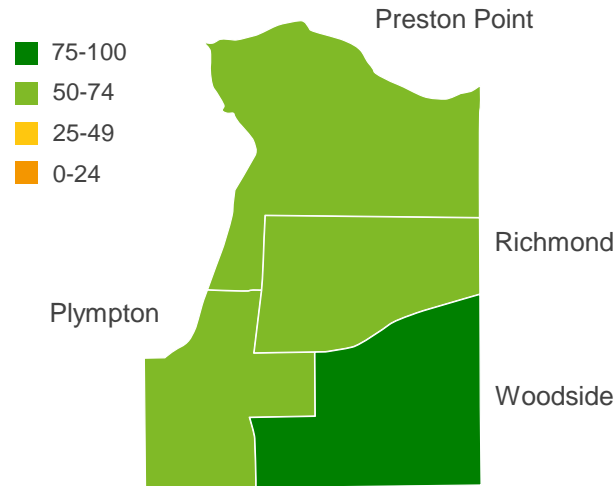
74

Positive rating\*



## Geographical variances

Performance Index Score

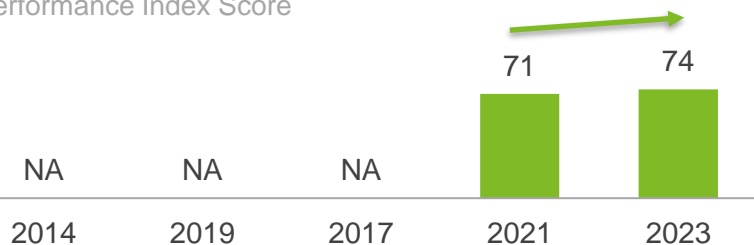


## Location

Preston Point	73
Richmond	73
Woodside	75
Plympton	74

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male	0-4 years	Disability
Female	5-11 years	Mainly speak LOTE
	12-17 years	Dog owner
	18+ years	Home ownership
	No children	Home owner
		Renting / other

76	71	63
75	73	76
82	67	73
72	66	77
72	78	74
73		80

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	74
Industry High	74
Industry Average	59

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 458). \* Positive Rating = excellent, good + okay

# Streetscapes, trees and verges

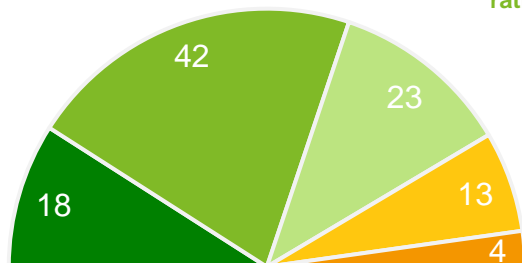
## Performance ratings

% of respondents

83%

64

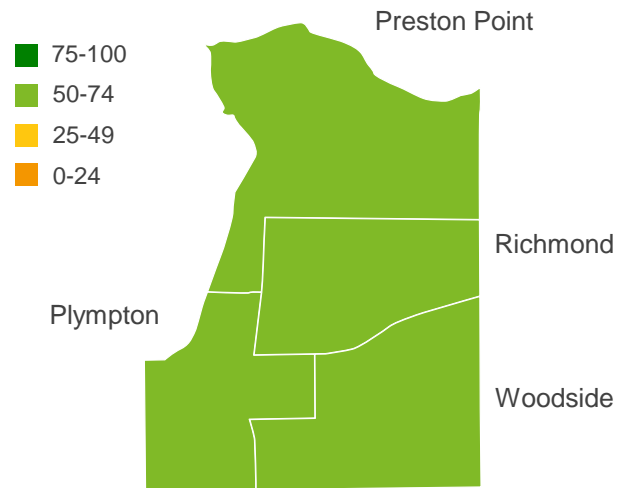
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

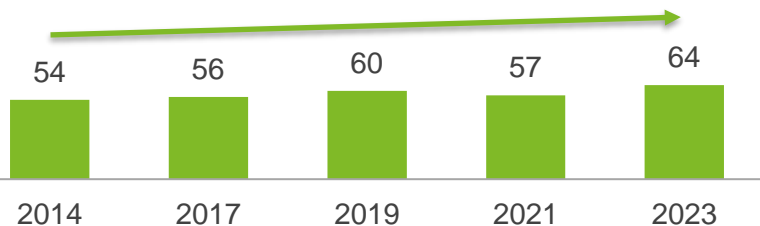


### Location

Preston Point	65
Richmond	61
Woodside	64
Plympton	64

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 63	0-4 years 66	Disability 55
Female 66	5-11 years 67	Mainly speak LOTE 75
Age	12-17 years 64	Dog owner 61
18-34 years 75	18+ years 53	Home ownership
35-49 years 66	No children 66	Home owner 63
50-64 years 58		Renting / other 78
65+ years 62		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	64
Industry High	64
Industry Average	54

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

# Efforts to promote and adopt sustainable practices to manage climate change

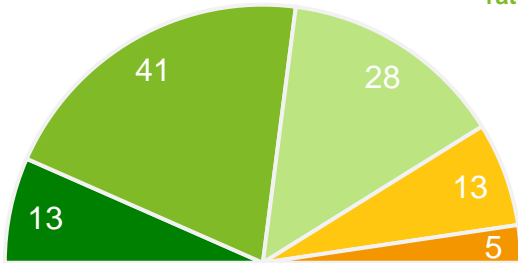
## Performance ratings

% of respondents

82%

61

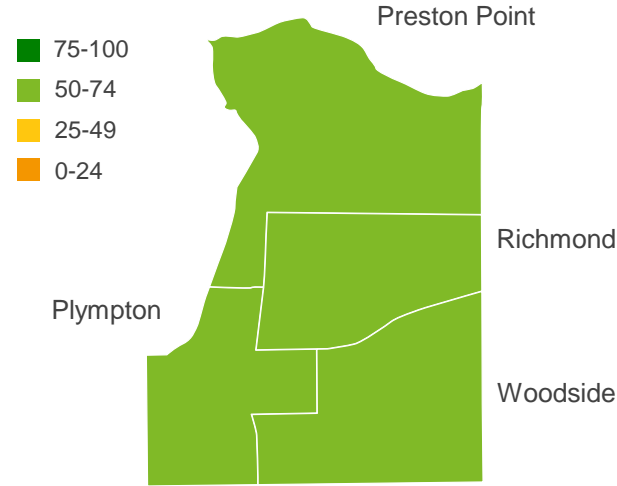
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

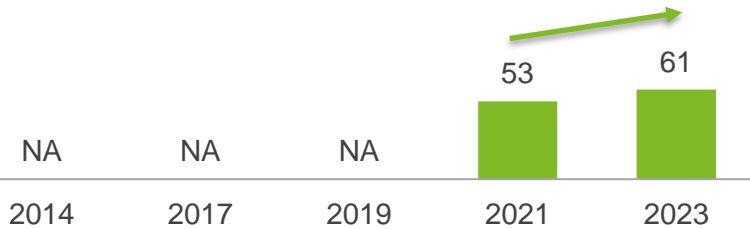


### Location

Preston Point	63
Richmond	61
Woodside	59
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	61
Female	63

### Age of children

0-4 years	68
5-11 years	55
12-17 years	60
18+ years	53
No children	63

### Disability & culture

Disability	50
Mainly speak LOTE	61

### Age

18-34 years	65
35-49 years	60
50-64 years	59
65+ years	63

### Dog owner

60

### Home ownership

Home owner	61
Renting / other	68

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	61
Industry High	68
Industry Average	49

+12

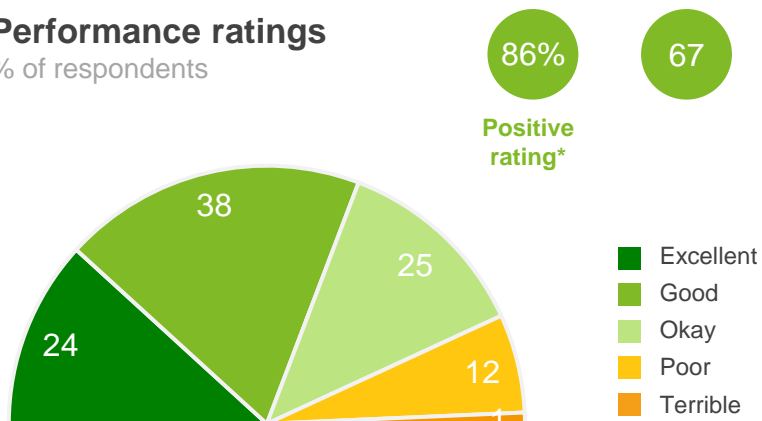
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 445). \* Positive Rating = excellent, good + okay

# Festivals, events, art and cultural activities

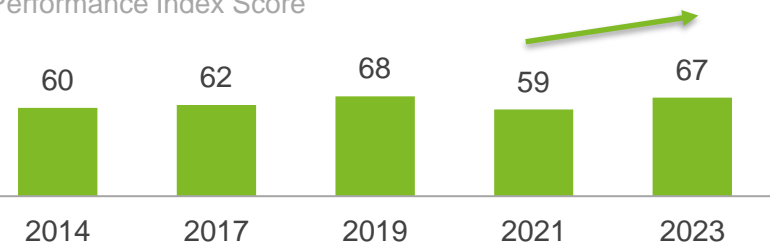
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score

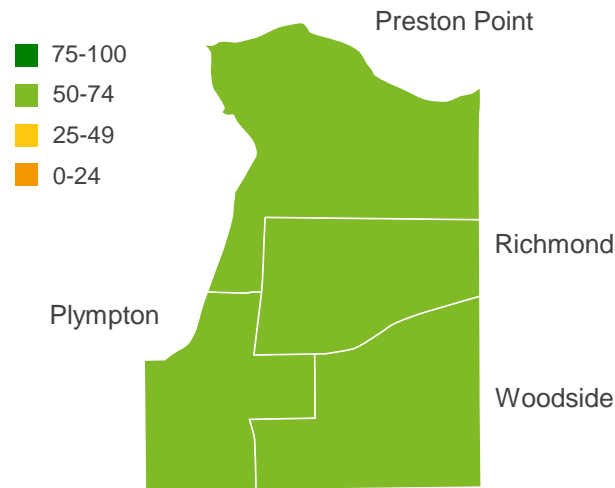


Town of East Fremantle	67
Industry High	73
Industry Average	62

+5

## Geographical variances

Performance Index Score



## Location

Preston Point	65
Richmond	67
Woodside	69
Plympton	69

## Community variances

Performance Index Score

### Gender

Male	66
Female	71

### Age of children

0-4 years	66
5-11 years	68
12-17 years	68
18+ years	64
No children	68

### Disability & culture

Disability	59
Mainly speak LOTE	58

### Age

18-34 years	61
35-49 years	68
50-64 years	66
65+ years	72

### Dog owner

65

### Home ownership

Home owner	67
Renting / other	73

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 581). \* Positive Rating = excellent, good + okay

# Library services

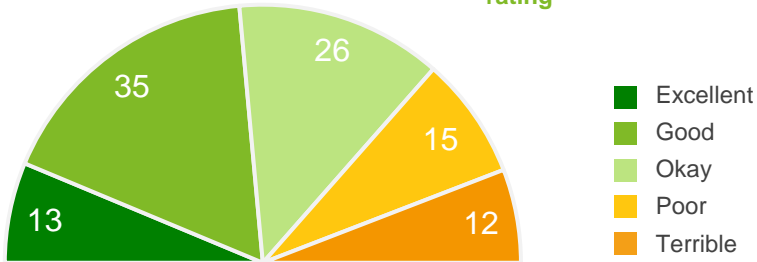
## Performance ratings

% of respondents

73%

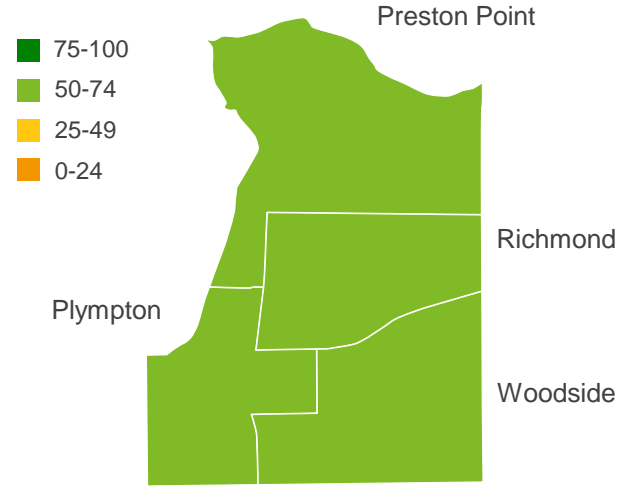
55

Positive rating\*



## Geographical variances

Performance Index Score

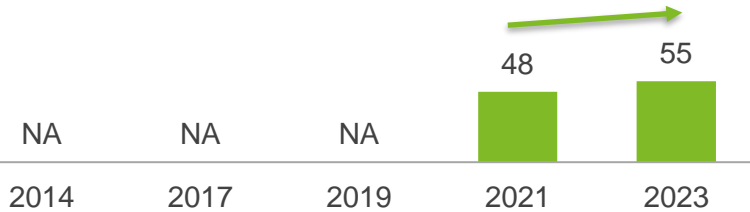


### Location

Preston Point	53
Richmond	54
Woodside	53
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	56
Female	56

### Age of children

0-4 years	47
5-11 years	53
12-17 years	47
18+ years	46
No children	60

### Disability & culture

Disability	47
Mainly speak LOTE	35

### Age

18-34 years	53
35-49 years	51
50-64 years	55
65+ years	59

### Dog owner

51

### Home ownership

Home owner	55
Renting / other	58

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	55
Industry High	82
Industry Average	71

-16

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 370). \* Positive Rating = excellent, good + okay

# Youth services and facilities

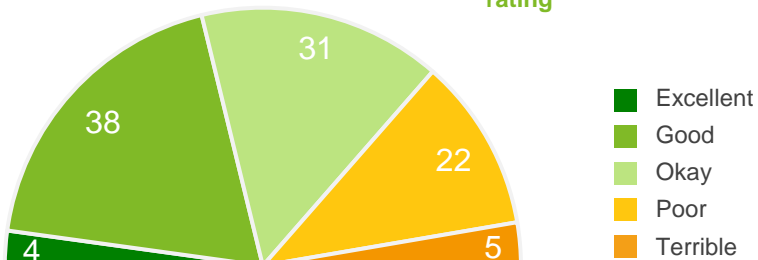
## Performance ratings

% of respondents

73%

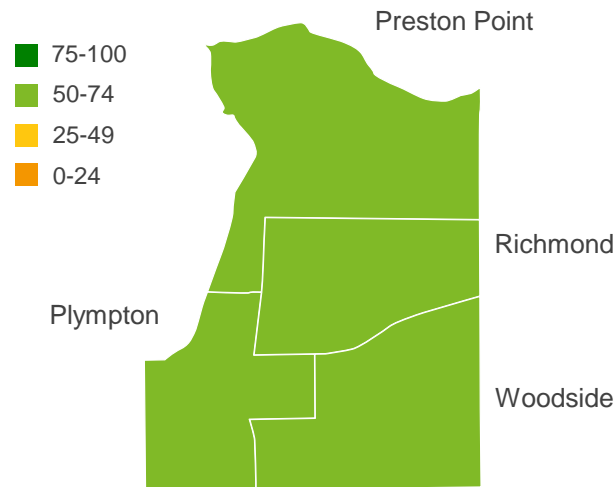
54

Positive rating\*



## Geographical variances

Performance Index Score

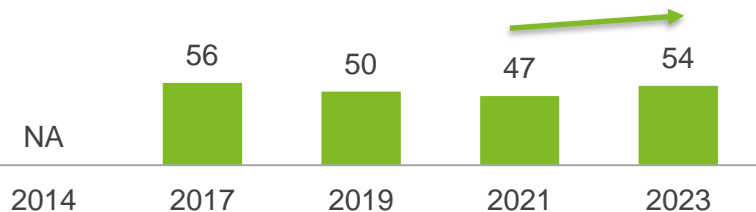


### Location

Preston Point	60
Richmond	51
Woodside	51
Plympton	51

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 56	0-4 years 51	Disability 36
Female 53	5-11 years 50	Mainly speak LOTE 48
Age	12-17 years 44	Dog owner 48
18-34 years 60	18+ years 38	Home ownership
35-49 years 50	No children 62	Home owner 53
50-64 years 51		Renting / other 66
65+ years 56		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	54
Industry High	65
Industry Average	48

+6

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 286). \* Positive Rating = excellent, good + okay



# Community priorities

# Community safety and crime prevention

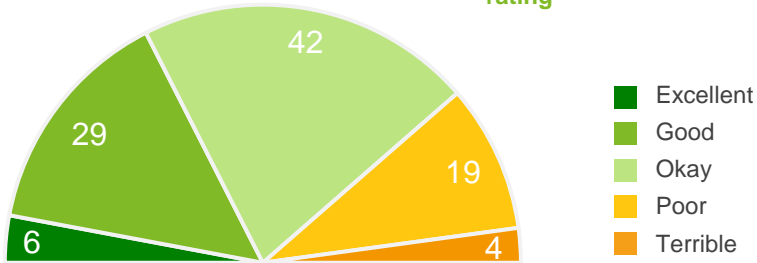
## Performance ratings

% of respondents

77%

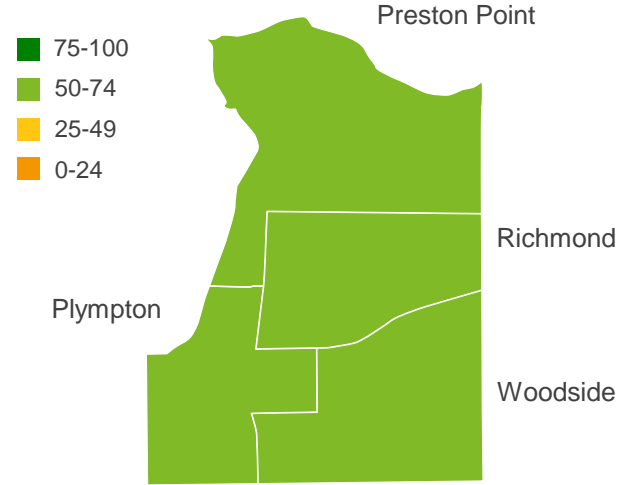
53

Positive rating\*



## Geographical variances

Performance Index Score

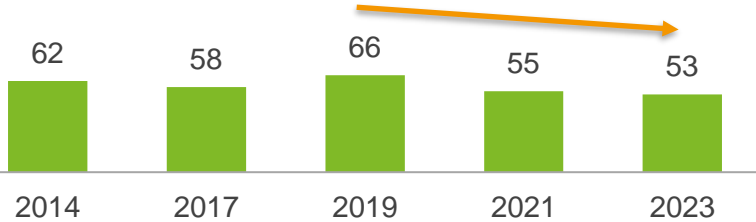


### Location

Preston Point	56
Richmond	53
Woodside	52
Plympton	53

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 52	0-4 years 47	Disability 53
Female 54	5-11 years 52	Mainly speak LOTE 45
Age	12-17 years 48	Dog owner 51
18-34 years 52	18+ years 56	Home ownership
35-49 years 52	No children 55	Home owner 53
50-64 years 52		Renting / other 56
65+ years 58		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	53
Industry High	64
Industry Average	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 495). \* Positive Rating = excellent, good + okay

## Community driven actions

- Provide **greater security presence** with community security patrols, especially at night.
- Install more **CCTV surveillance** with more incentives / subsidies to encourage residents to install CCTV and other security measures.
- Provide more **street lighting**.
- Encourage a **sense of community** by engaging the community in safety education and running programs for at-risk youth.

## Community Voices

*"Security patrols as part of a rates services. Eg City of Melville provides a service such as this."*

*"Crime is on the increase - some sort of surveillance at night-time."*

*"Community watch patrol. There appears to be a lot of petty theft at night in suburban areas."*

*"Vehicles are frequently broken into and contents stolen from balconies/front of property.  
Better CCTV, better lighting and more security presence."*

*"More visible CCTV cameras to prevent people getting into cars every night of the week."*

*"CCTV in town centre, George Street, and along the river foreshore."*

*"Discount / incentives for property owners to install CCTV/sensor lighting."*

*"Residents' safety is paramount. More rangers. Better street lighting is necessary."*

*"Community safety. Lots of cars broken into on the streets overnight.  
Better lighting and CCTV is needed."*

*"The street lights and investing in community/sports clubs are all linked to people feeling safer.  
When the community shuts down and it's dark it will invite crime."*

*"More consultations with residents. Better street lighting.  
Educational projects about how to improve safety."*

*"Dissemination of information relating to ToE community safety procedures/policies; easy access fridge magnet with all relevant contact info in the one place (e.g. ranger, local police contact details/locations); preventative/security/crime measures info sessions."*

*"More facilities for youth, projects, inclusion. More community focus."*

*"Would like to see some youth programs to keep kids from difficult walks of life out of trouble."*

# Management of the river and foreshore

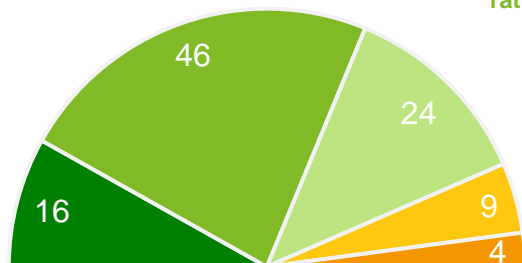
## Performance ratings

% of respondents

87%

65

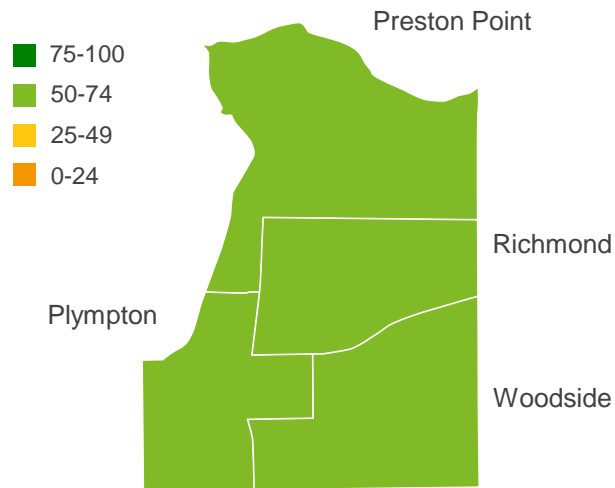
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

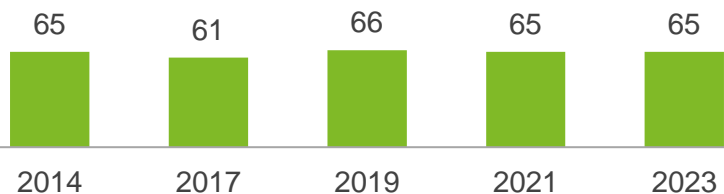


## Location

Preston Point	65
Richmond	65
Woodside	67
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 63	0-4 years 64	Disability 51
Female 68	5-11 years 66	Mainly speak LOTE 59
<b>Age</b>	12-17 years 64	<b>Dog owner</b> 64
18-34 years 66	18+ years 56	<b>Home ownership</b>
35-49 years 65	No children 67	Home owner 65
50-64 years 63		Renting / other 70
65+ years 69		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	65
Industry High	68
Industry Average	55

+10

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 585). \* Positive Rating = excellent, good + okay

### Community driven actions

- Provide safe **enclosed or netted swimming areas** in the river.
- **Oppose traffic bridge plans** that adversely affect access to and use of the river.
- Keep the river **clean and clear of rubbish** and debris.
- **Improve accessibility and usability** of the river with improved footpaths and cycleways, picnic areas, boating facilities and parking.

### Community Voices

*“Safe swimming enclosure near Left Bank.”*

*“Bull shark counts and swimming enclosures built at all popular swimming locations.”*

*“Oppose traffic bridge plans that reduce access or increase car traffic on or near the foreshore.”*

*“No diverting of Canning Highway onto the river!!! Come up with a better plan - or no plan at all. It's all working well so just leave it alone.”*

*“I know this obviously does not purely fall on the council. However, with several boat ramp access points to the river it is a shame to see the build up of rubbish in these areas. I know there is plenty of access to bins, however it does seem as though despite this that there is a steady stream of rubbish piling up.”*

*“Prevent storm water runoff going directly into the river. Rubbish traps and natural filtration systems to clean water before it enters the river.”*

*“Foreshore management. Clean up old palm tree prongs (they fall down, causing injury). Remove smelly waste pipe - offensive when walking along foreshore.”*

*“The river is such an asset and whilst it is nice in the East Fremantle section there is so much more potential for streetscaping and more green spaces and beach areas to have picnics and the like. Other suburbs have done a much better job.”*

*“We have a huge asset with our Swan River frontage. Good access (and facilities) are essential for residents and visitors. These shouldn't be the sole preserve of local businesses (eg. The various yacht clubs etc. - exclusive parking?).”*

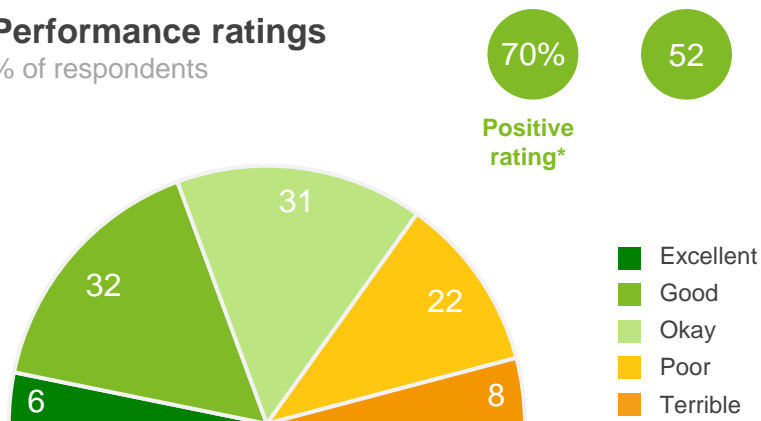
*“Cycling and walking tracks other than those on Riverside Road. A floating jetty or two to make facilities like Left Bank/Dome and Zephyr's more accessible for boating families. At present no short-term moorings with street access.”*

*“Upgrade of boat facilities around Left Bank.”*

# Managing responsible growth and development

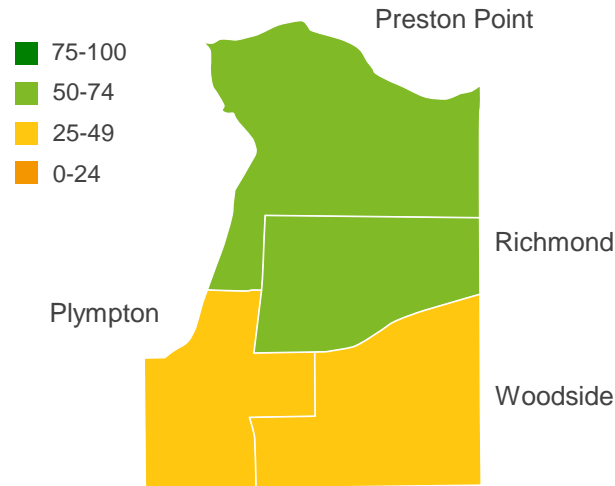
## Performance ratings

% of respondents



## Geographical variances

Performance Index Score

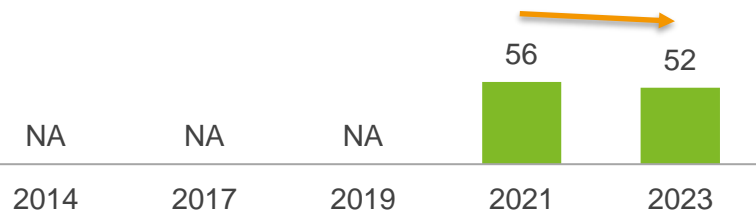


### Location

Preston Point	57
Richmond	54
Woodside	48
Plympton	47

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male	0-4 years	Disability
Female	5-11 years	Mainly speak LOTE
	12-17 years	Dog owner
	18+ years	Home ownership
	No children	Home owner
		Renting / other

### Gender

Male	52
Female	52

### Age of children

0-4 years	53
5-11 years	54
12-17 years	53
18+ years	44
No children	52

### Disability & culture

Disability	42
Mainly speak LOTE	57

### Age

18-34 years	55
35-49 years	53
50-64 years	47
65+ years	53

### Dog owner

51

### Home ownership

Home owner	52
Renting / other	53

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	52
Industry High	58
Industry Average	46

-6

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 479). \* Positive Rating = excellent, good + okay

### Community driven actions

- Residents have mixed views about high-rise developments and urban infill. Suggestions include:
  - Lobby for less or **no highrise** development
  - Impose **height restrictions**
  - Accept and **encourage infill**
- Ensure developers provide **adequate infrastructure** and amenities to support new developments – parking, traffic management, green space etc.
- Ensure development is **in-keeping with the character** of the area.
- **Consult with the community** and ensure development does not detract from the amenity of existing residents.

### Community Voices

*"Minimise high rise wherever possible. We don't want lots of high rise along the highways and major roads in East Fremantle."*

*"Restrictions on height of new builds and adequate parking around the George Street area. No further high builds in this area such as on corner of East & George Street"*

*"Fight the WA Government on enforced density in the TOEF. Too much density equals too many people and a loss of the things that make the TOEF such a great place to live."*

*"Embrace infill housing. Don't fight it. Rezoning to avoid State got infill initiative is disgraceful."*

*"Development - Support high density and high-quality housing for all (poor, rich, in-between), especially near transport."*

*"Allow for greater urban density and decrease height restrictions. East Fremantle is on major transport links and has to move into the 21st Century and accept we have to have higher developments and greater density around transport links."*

*"Ensure that we balance infill and housing growth with green space/sports facilities etc. High requirements for homes/units/townhouses that meet 5 star environmental requirements."*

*"Ensure infill of large housing buildings is carried out responsibly with adequate parking, traffic management and services to be enforced, so that impact on current residents minimised."*

*"Maintaining the character of the town and opposing development that contrasts with the aesthetic and character of the town and its lifestyle. Developments need to be to scale, in keeping with the aesthetic."*

*"Honour existing homes, privacy, density, size of dwellings in relation to neighbours, consult more widely on individual residential development, and exercise more influence with big developments."*

*"A responsible and consultative dialogue with EF ratepayers re the proposed new traffic bridge would be a start. The Main Roads current proposal has serious and unnecessary flaws re. traffic changes and environmental changes which would seriously affect EF citizens."*

# Development and activation of the town centre

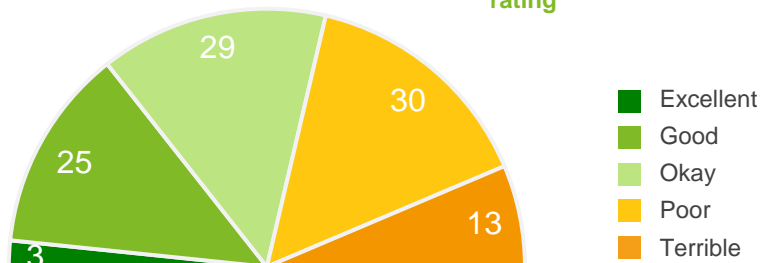
## Performance ratings

% of respondents

57%

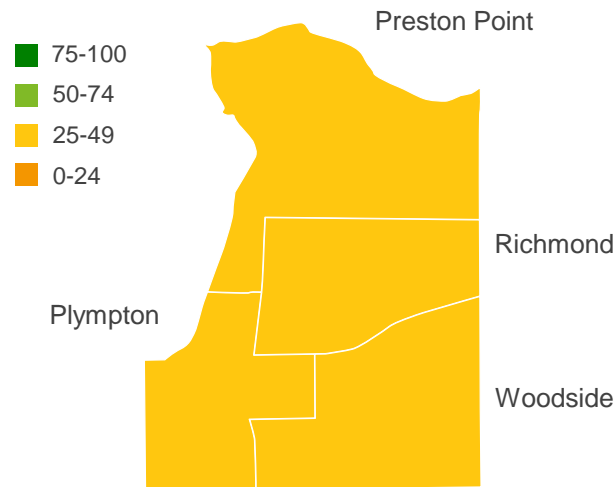
44

Positive rating\*



## Geographical variances

Performance Index Score



### Location

Preston Point	43
Richmond	40
Woodside	46
Plympton	46

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male	0-4 years	Disability
Female	5-11 years	Mainly speak LOTE
	12-17 years	Dog owner
	18+ years	Home ownership
	No children	Home owner
		Renting / other

### Gender

Male	42
Female	48

### Age of children

0-4 years	50
5-11 years	45
12-17 years	42
18+ years	38
No children	45

### Disability & culture

Disability	40
Mainly speak LOTE	35

### Age

18-34 years	49
35-49 years	46
50-64 years	39
65+ years	46

### Dog owner

43

### Home ownership

Home owner	43
Renting / other	53

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	44
Industry High	65
Industry Average	46

-21

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 421). \* Positive Rating = excellent, good + okay



### Community driven actions

- Many residents expressed that East Fremantle lacks a town centre.
- **Develop the Silas Street retail area** (the old Foodworks site) into a vibrant hub with a supermarket, a variety of shops, cafes, restaurants and places to gather.
- **Offer incentives** to encourage businesses to open in the area.
- Advocate for landlords to set **appropriate rents**.
- **Improve connectivity** between the Silas Street precinct and other areas including George Street.

### Community Voices

*“Is there a town centre?”*

*“No real “town centre”, just some basic commercial precincts with no cohesiveness or consistency.”*

*“The Town Centre should be a vibrant hub with a local supermarket, cafes, restaurants and community services that build on existing health practices in the area.”*

*“Incentive for business to move within the town centre - perhaps rental prices don’t need to cost an arm and a leg. Variability of businesses within the town centre / popular areas to accommodate people with different incomes/backgrounds.”*

*“Reduce rents, assist with vacant buildings so they can be leased more quickly. The Foodworks site needs help quickly before it becomes vandalised.”*

*“I’m not sure we have an easily definable ‘town centre’. That stated, the areas with shops / restaurants (George St, Silas St, Canning Hwy) need to be kept vibrant. Landlords must be strongly discouraged from overcharging business tenants (to stop even more business closures).”*

*“Get a supermarket reopened and make the shops area a vibrant place to come to, it is at risk of becoming a dead space. Charge the current owners of the vacant supermarket an increased rates fee for every quarter that the property remains vacant. If the chemist closes then it will be the physio and then the medical centre ...”*

*“Well planned connectivity between George St, Tradewinds / Roofing 2000 site, Town Centre and East Fremantle Oval precinct.”*

*“The Town centre should provide links to nearby sporting grounds, George Street, the Swan River and wider Fremantle community”*

*“The ‘town centre’ also continues to be confusing as the council chambers and main commercial precinct at the end of Silas Street feels very disconnected with Georges Street.”*

Other areas to address

# Council's leadership

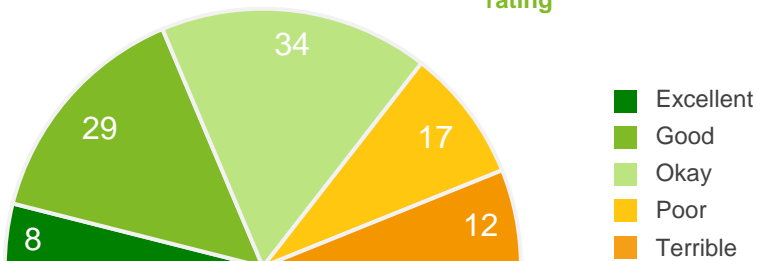
## Performance ratings

% of respondents

71%

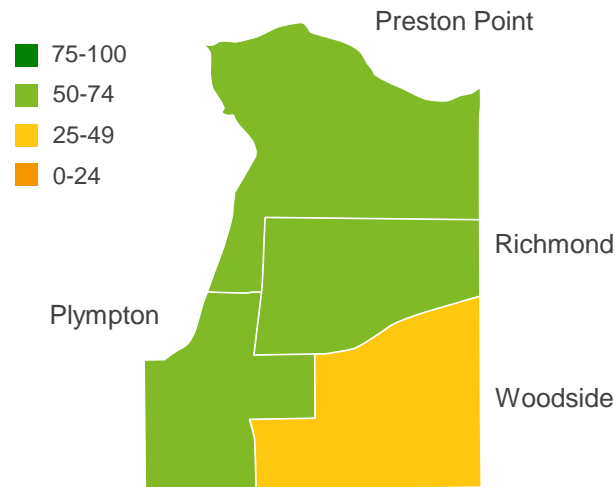
51

Positive rating\*



## Geographical variances

Performance Index Score

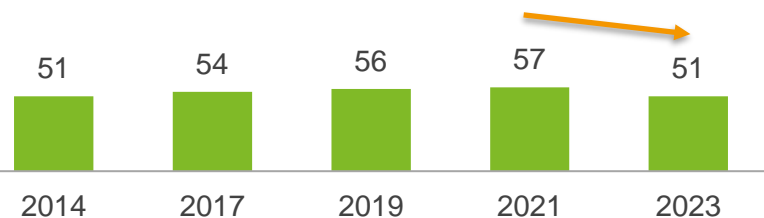


### Location

Preston Point	52
Richmond	52
Woodside	46
Plympton	54

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 51	0-4 years 52	Disability 45
Female 53	5-11 years 53	Mainly speak LOTE 51
Age	12-17 years 50	Dog owner 49
18-34 years 45	18+ years 42	Home ownership
35-49 years 53	No children 53	Home owner 51
50-64 years 47		Renting / other 47
65+ years 56		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	51
Industry High	60
Industry Average	45

-9

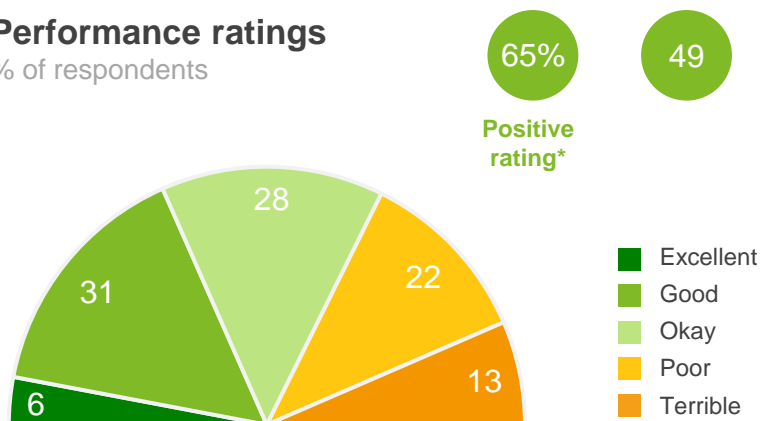
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 440). \* Positive Rating = excellent, good + okay

# How the community is consulted on local issues

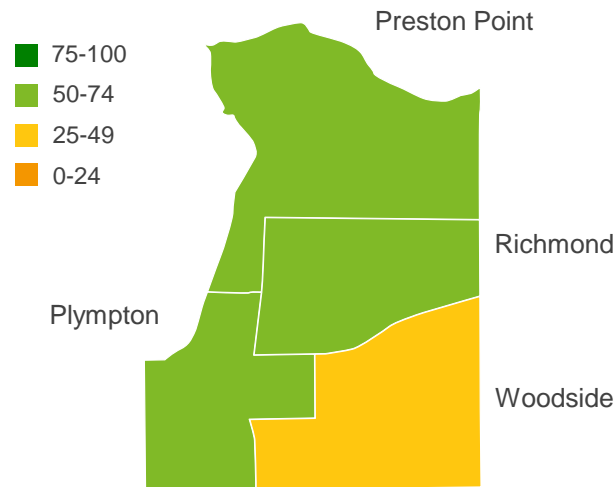
## Performance ratings

% of respondents



## Geographical variances

Performance Index Score

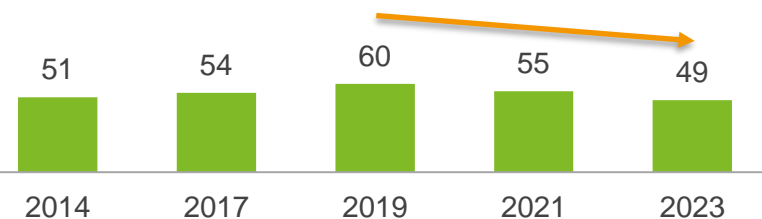


### Location

Preston Point	50
Richmond	50
Woodside	43
Plympton	51

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	48	0-4 years	47	Disability	40
Female	50	5-11 years	52	Mainly speak LOTE	42
Age		12-17 years	45	Dog owner	
18-34 years	42	18+ years	41	49	
35-49 years	52	No children	52	Home ownership	
50-64 years	45			Home owner	49
65+ years	54			Renting / other	49

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	49
Industry High	55
Industry Average	41

-6

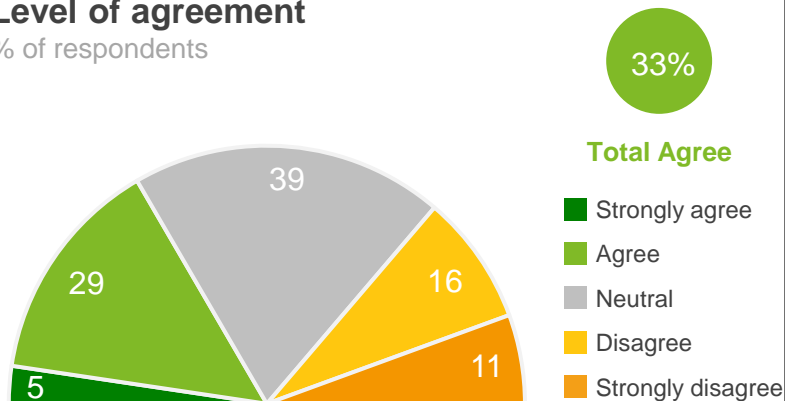
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 532). \* Positive Rating = excellent, good + okay

# The Town listens to and respects residents' views

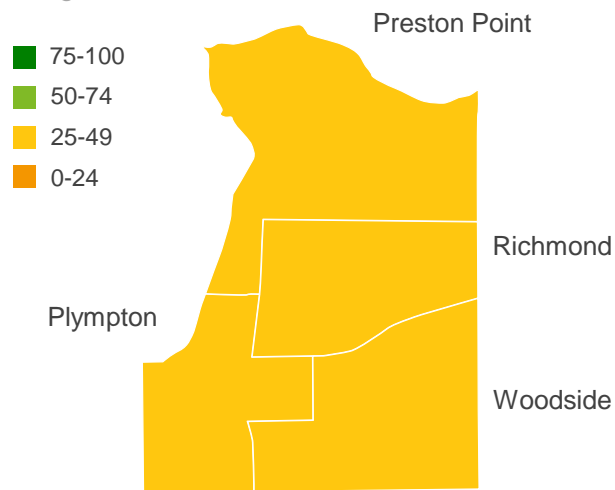
## Level of agreement

% of respondents



## Geographical variances

% agree

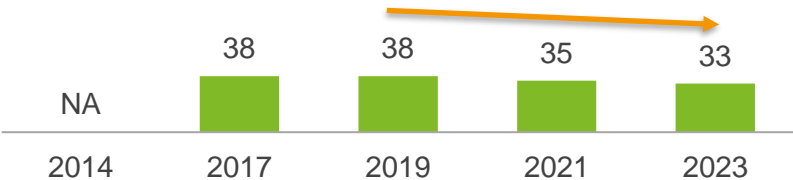


### Location

Preston Point	27
Richmond	37
Woodside	29
Plympton	40

## Trend Analysis

% agree



## Community variances

% agree

Gender	Age of children	Disability & culture
Male	0-4 years	Disability
Female	5-11 years	Mainly speak LOTE
	12-17 years	<b>Dog owner</b>
	18+ years	<b>Home ownership</b>
	No children	Home owner
		Renting / other

30

38

23

39

29

39

33

41

33

28

34

32

34

30

34

27

## MARKYT Industry Standards

% agree



Town of East Fremantle	33
Industry High	53
Industry Average	27

-20

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

Base: All respondents, excludes 'no response' (n = 653).

# Advocacy and lobbying on community's behalf to influence decisions and support local causes

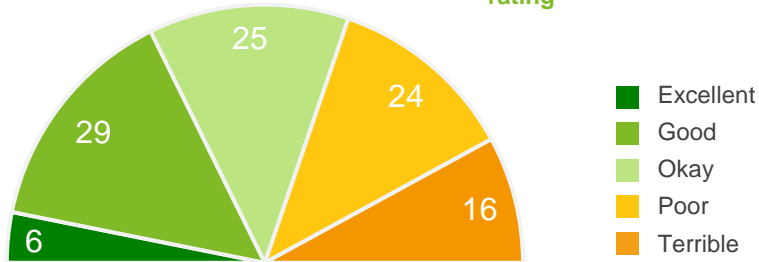
## Performance ratings

% of respondents

60%

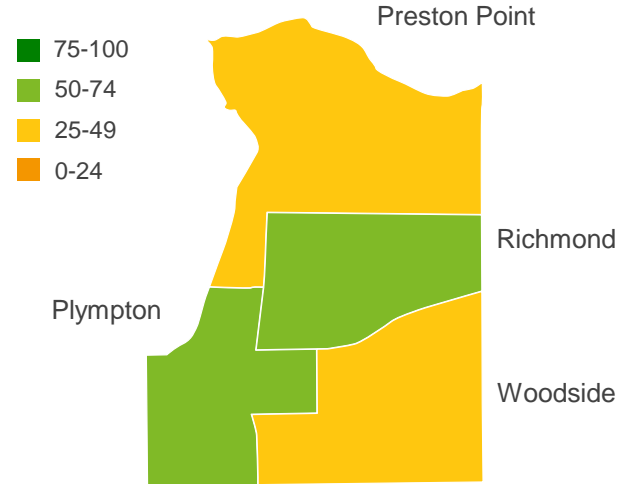
47

Positive rating\*



## Geographical variances

Performance Index Score

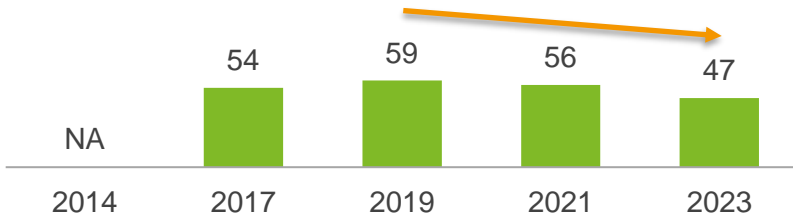


## Location

Preston Point	49
Richmond	50
Woodside	36
Plympton	51

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 48	0-4 years 44	Disability 42
Female 47	5-11 years 50	Mainly speak LOTE 39
Age	12-17 years 45	Dog owner 45
18-34 years 34	18+ years 38	Home ownership
35-49 years 50	No children 50	Home owner 47
50-64 years 43		Renting / other 45
65+ years 53		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	47
Industry High	56
Industry Average	43

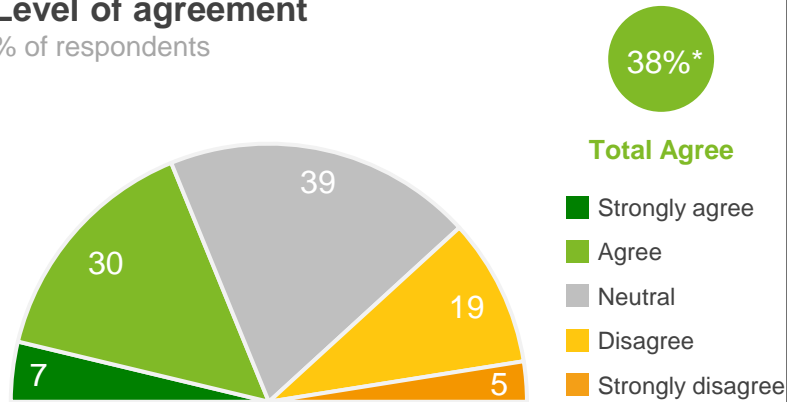
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 409). \* Positive Rating = excellent, good + okay

# The Town has developed and communicated a clear vision for the area

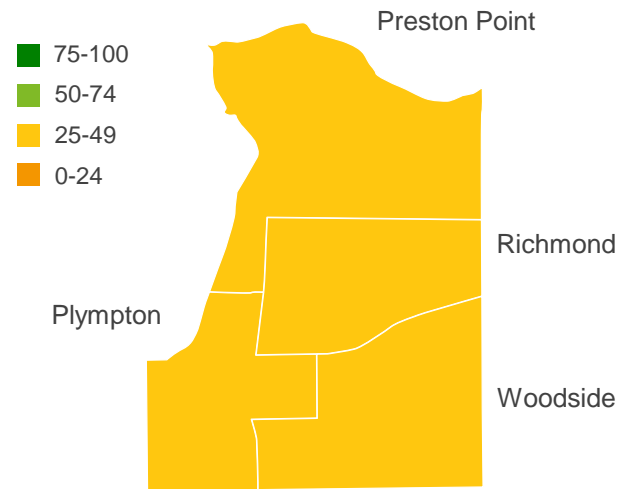
## Level of agreement

% of respondents



## Geographical variances

% agree

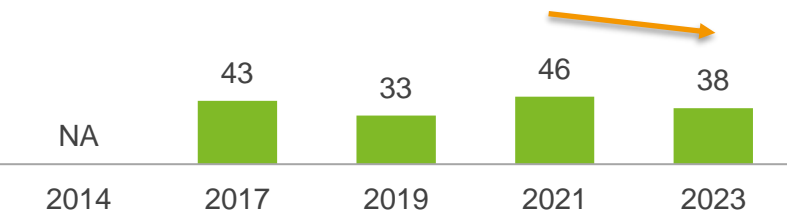


## Location

Preston Point	34
Richmond	46
Woodside	40
Plympton	35

## Trend Analysis

% agree



## Community variances

% agree

Gender	Age of children	Disability & culture
Male: 34	0-4 years: 47	Disability: 32
Female: 41	5-11 years: 49	Mainly speak LOTE: 38
Age	12-17 years: 34	Dog owner: 36
18-34 years: 25	18+ years: 28	Home ownership
35-49 years: 40	No children: 41	Home owner: 40
50-64 years: 33		Renting / other: 15
65+ years: 50		

## MARKYT Industry Standards

% agree



Town of East Fremantle	38
Industry High	50
Industry Average	29

**-12** (variance from Industry High)

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

Base: All respondents, excludes 'no response' (n = 653).

\* Variance of +/- 1% of the sum of the parts is due to rounding to 0 decimal places.

Questions





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