MARKYT ◆ Community Scorecard ©

Council Presentation

Prepared for: Town of East Fremantle

Prepared by: CATALYSE® Pty Ltd ©

12 May 2021

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Purpose

Department of Local Government, Sport and Cultural Industries — GOVERNMENT OF WESTERN AUSTRALIA

DLGSC's Integrated Planning and Reporting Framework requires local councils to review the **Strategic Community Plan** at least once every two years.

Strategic Community Plan 2020 2030
Inclusive community and lifestyle, balancing growth and sustainability

TOWN of EAST FREMANTLE

MARKYT◆ Community Scorecard

The Town of East Fremantle commissioned a MARKYT® Community Scorecard to:

- Support a review of the Strategic Community Plan (SCP)

- Assess performance against objectives and key performance indicators (KPIs) in the SCP

- Determine community priorities

- Benchmark performance

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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 in the Town of East Fremantle by unaddressed mail, email invitations were sent to all contacts on the Town's customer databases and the Town of East Fremantle provided supporting promotions through its communication channels.

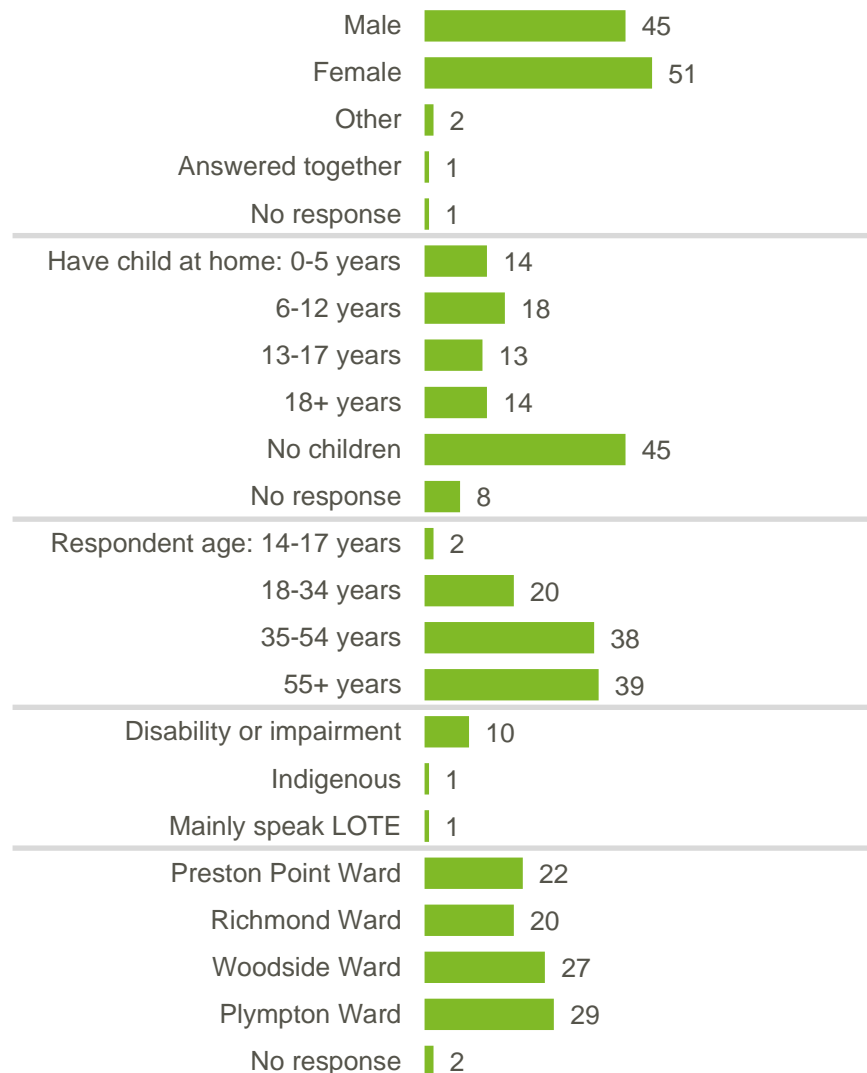The scorecard was open from 8 to 26 March 2021.

The scorecard was completed by **626 community members** with various connections to the Town of East Fremantle, including:

- 543 local residents
- 37 local business owners or managers
- 44 community organisation managers/committee members
- 10 Elected Members and Town employees

The main body of this report shows responses from local residents, excluding residents who are elected members or Town employees. Local resident 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 local resident respondents (weighted)

Category	%
Male	45
Female	51
Other	2
Answered together	1
No response	1
Have child at home: 0-5 years	14
6-12 years	18
13-17 years	13
18+ years	14
No children	45
No response	8
Respondent age: 14-17 years	2
18-34 years	20
35-54 years	38
55+ years	39
Disability or impairment	10
Indigenous	1
Mainly speak LOTE	1
Preston Point Ward	22
Richmond Ward	20
Woodside Ward	27
Plympton Ward	29
No response	2

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3

CATALYSE® has conducted studies for 60+ 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 **WA Councils** that have completed MARKYT® accredited studies within the past three years.

Metropolitan

City of Armadale
Town of Bassendean — Home by the Swan
Belmont · City of Opportunity
City of Cockburn — wetlands to waves
Town of East Fremantle
City of Kalamunda
City of Kwinana
City of Mandurah
City of Melville
Town of Mosman Park
City of Perth
Shire of Serpentine Jarrahdale
City of Subiaco
Town of Victoria Park
City of Vincent
City of Wanneroo

Regional

City of Albany
Shire of Ashburton — reef to range
Shire of Augusta Margaret River
Shire of Bridgetown-Greenbushes .... simply beautiful
Shire of Broome — people · place · prosperity
Shire of Broomehill Tambellup — looking forward
City of Bunbury
City of Busselton — Geographe Bay
Shire of Cranbrook — Great Southern's Finest
Shire of Dandaragan
Shire of Denmark
The Shire of Donnybrook Balingup
Shire of Esperance — We make it happen!
Shire of Gnowangerup — Heart of the Stirling
Shire of Harvey — A Breath of Fresh Air
Shire of Jerramungup
City of Kalgoorlie-Boulder
Shire of Katanning — Heart of the Great Southern
Shire of Kent — Nyabing · Pingrup
Kojonup — One community, many choices
Shire of Merredin — Innovating the Wheatbelt
Shire of Murray
Shire of Northam — Heritage, Commerce and Lifestyle
Shire of Plantagenet
Shire of Ravensthorpe
Shire of Woodanilling
Shire of Wyndham East Kimberley
Shire of York 1871 WA

Vision	Liveability	Governance	Rates Value
46	**90**	**60**	**51**
% agree	Performance Index Score	Performance Index Score	Performance Index Score
12% points above Industry Average	15 index points above Industry Average	5 index points above Industry Average	7 index points above Industry Average

Strengths

Highest scores

- Place to live
- Place to visit
- Marine facilities (boat ramps, jetties, etc)
- Waste management services
- Access to public transport

Relative to MARKYT® Industry Standards

- Place to live
- Place to visit
- Marine facilities (boat ramps, jetties, etc)
- Economic development and job creation
- Consultation

Priorities

- Streetscapes, trees and verges
- Safety and crime prevention
- Sustainable practices / climate change
- Footpaths and cycleways
- Playgrounds, parks and reserves
- Youth services and facilities
- Sport and recreation facilities and services
- Managing responsible growth and development
- Traffic management on local roads
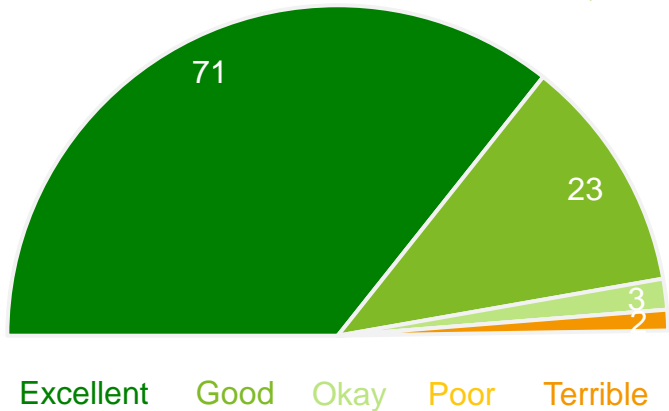
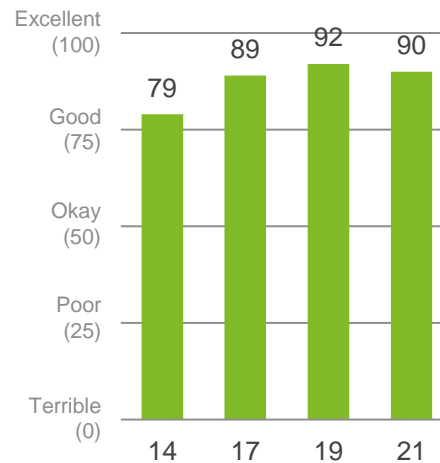# Place to live

Performance ratings
% of respondents

97%
Positive rating*
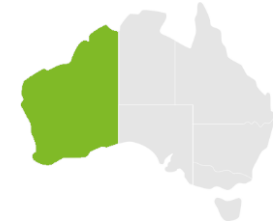
90
Performance Index Score (out of 100)

71 — Excellent
23 — Good
3 — Okay
2 — Poor
— Terrible

Trend Analysis
Performance Index Score

Scale		14	17	19	21
Excellent (100)					
Good (75)		79	89	92	90
Okay (50)					
Poor (25)					
Terrible (0)					

MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	90
Industry High	90
Industry Average	75

Variances across the community
Performance Index Score

Local resident variances

Other groups

Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
90	92	92	91	93	92	90	**80**	**83**	92	92	**67**	88	90	88	94	89	90	90	95

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6

Place to own or operate a business

Base: Local business owners and managers

Performance ratings
% of respondents

100%
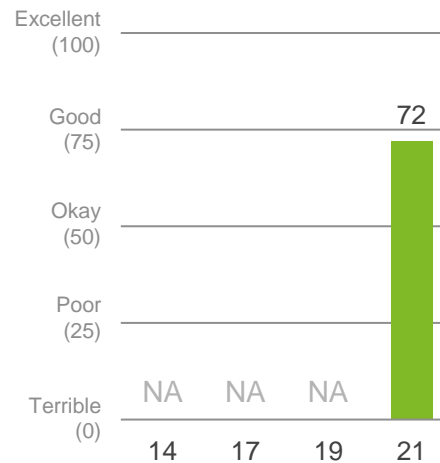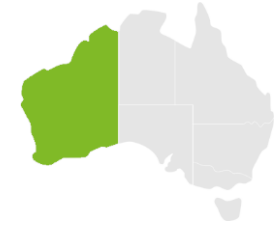Positive rating*
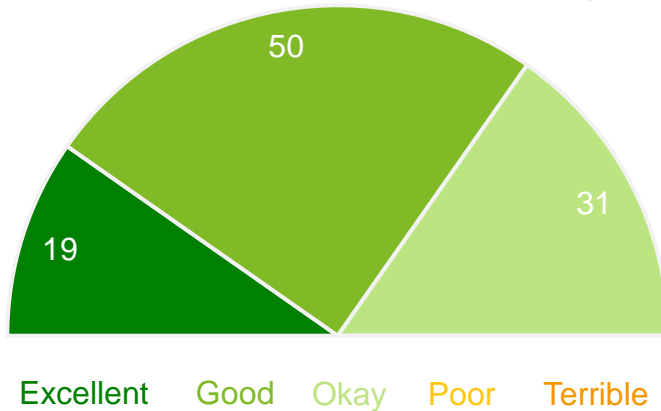
72
Performance Index Score
(out of 100)

50
19
31

Excellent   Good   Okay   Poor   Terrible

Trend Analysis
Performance Index Score

Excellent (100)			
Good (75)			72
Okay (50)			
Poor (25)			
Terrible (0)	NA	NA	NA
	14	17	19	21

MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	72
Industry High	77
Industry Average	70

Variances across the community
Performance Index Score

Local resident variances

Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Other groups

Local business	Community group	Out of area ratepayer	Town EMs / employees^
72	-	-	-

Q. **How would you rate performance in the following areas?**
Base: All business respondents, excludes 'unsure' and 'no response' (n = 36).   * Positive Rating = excellent, good + okay

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The Town of East Fremantle as the organisation that governs the local area
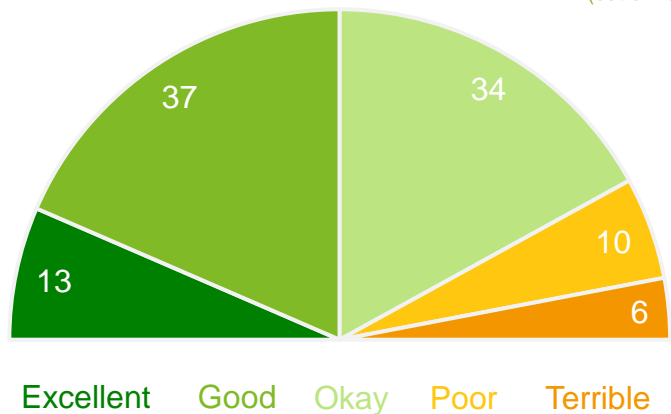
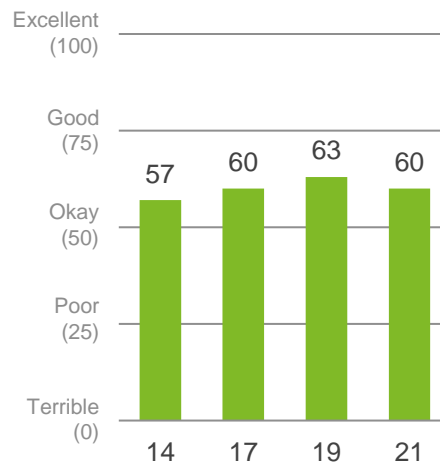## Performance ratings
% of respondents

84% Positive rating*
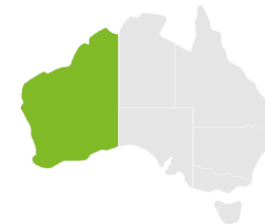
60 Performance Index Score (out of 100)

- **13** Excellent
- **37** Good
- **34** Okay
- **10** Poor
- **6** Terrible

Trend Analysis
Performance Index Score

Scale	
Excellent (100)	
Good (75)	
Okay (50)	
Poor (25)	
Terrible (0)	

14	17	19	21
57	60	63	60

MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	60
Industry High	70
Industry Average	55

Variances across the community
Performance Index Score

				Local resident variances												Other groups			
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
60	59	64	62	69	55	58	53	52	61	65	49	56	69	57	61	58	68	60	88

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 528).   * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

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8

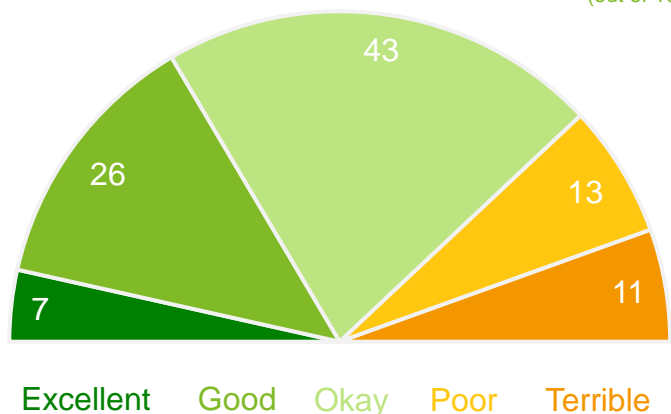# Value for money from Council rates
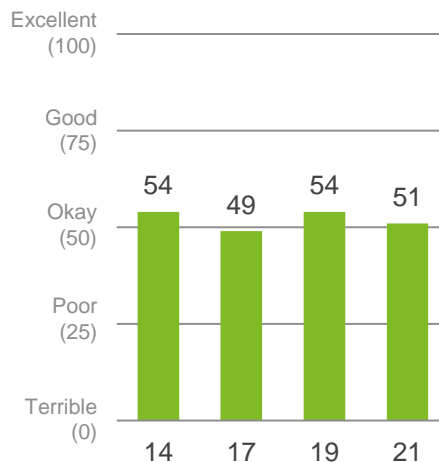
Performance ratings
% of respondents

76% Positive rating*

51 Performance Index Score (out of 100)

Excellent	Good	Okay	Poor	Terrible
7	26	43	13	11

Trend Analysis
Performance Index Score

	Excellent (100)	Good (75)	Okay (50)	Poor (25)	Terrible (0)

54	49	54	51
14	17	19	21

MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	51
Industry High	63
Industry Average	44

Variances across the community
Performance Index Score

Local resident variances

Other groups

Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
51	48	54	52	54	40	48	50	45	49	56	51	41	55	52	55	47	51	49	86

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
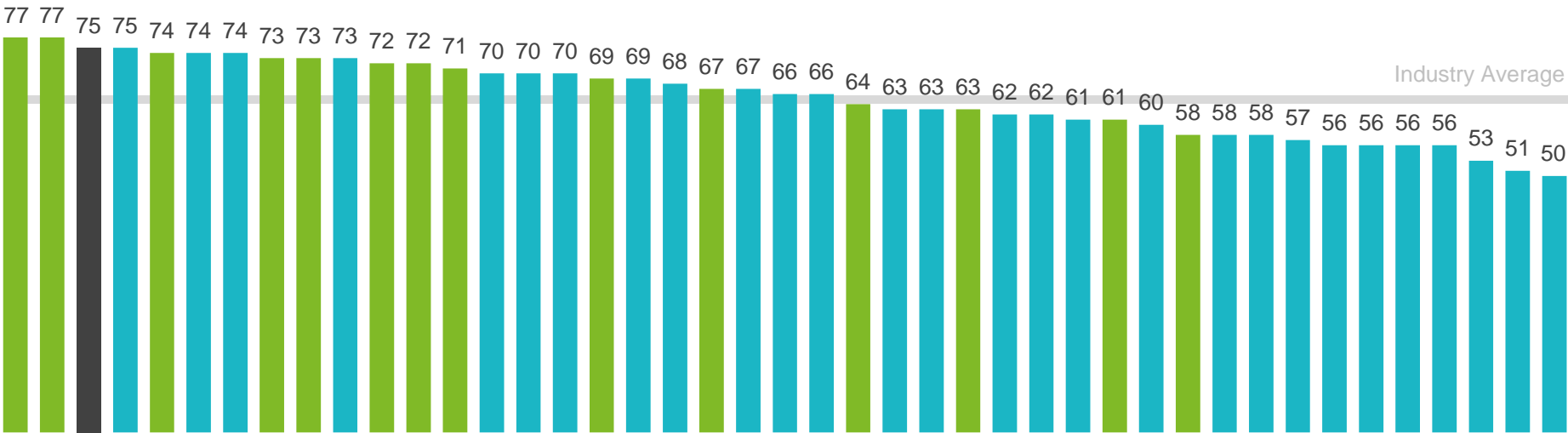^ Small sample group (<20 respondents)

MARKYT◆

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 75 out of 100, 10 index points above the industry standard for Western Australia.

MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	75
Industry High	77
Industry Average	65

Overall Performance Index Score
average of 'place to live' and 'governing organisation'

- ■ Town of East Fremantle
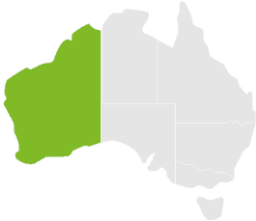- ■ Metropolitan Councils
- ■ Regional Councils

77 77 75 75 74 74 74 73 73 73 72 72 71 70 70 70 69 69 68 67 67 66 66 64 63 63 63 62 62 61 61 60 58 58 58 57 56 56 56 56 53 51 50

Industry Average

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MARKYT◆ Benchmark Matrix

COMPARISON TO INDUSTRY AVERAGE

Below Average   **Above Average**

PERFORMANCE INDEX SCORE

Excellent — Okay — Terrible

Place to live

Place to visit

Governing organisation

Value for money from rates

1	Council's leadership
2	Advocacy and lobbying
3	Consultation
4	Communication
5	Technology and innovation
6	Customer service
7	Opportunities to be included
8	Youth services and facilities
9	Family and children services
10	Seniors services, facilities and care
11	Disability access and inclusion
12	Aboriginal recognition and respect
13	Safety and crime prevention
14	Access to housing
15	Health and community services
16	Public health and wellbeing
17	Community buildings and halls
18	Sport and recreation facilities
19	Playgrounds, parks and reserves
20	Library services
21	Festivals, events, art, cultural
22	History and heritage
23	Animal management
24	Managing growth and development
25	Road maintenance
26	Traffic management on local roads
27	Parking management
28	Footpaths and cycleways
29	Streetscapes, trees and verges
30	Lighting of streets and public places
31	Access to public transport
32	Marine facilities
33	Sustainability / climate change
34	Conservation and environment
35	River and foreshore management
36	Waste management services
37	Natural disaster management
38	Economic development, job creation
39	Town centre development, activation
40	Education and training opportunities

Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response.
Note: Service areas in grey have no benchmark data available.

12

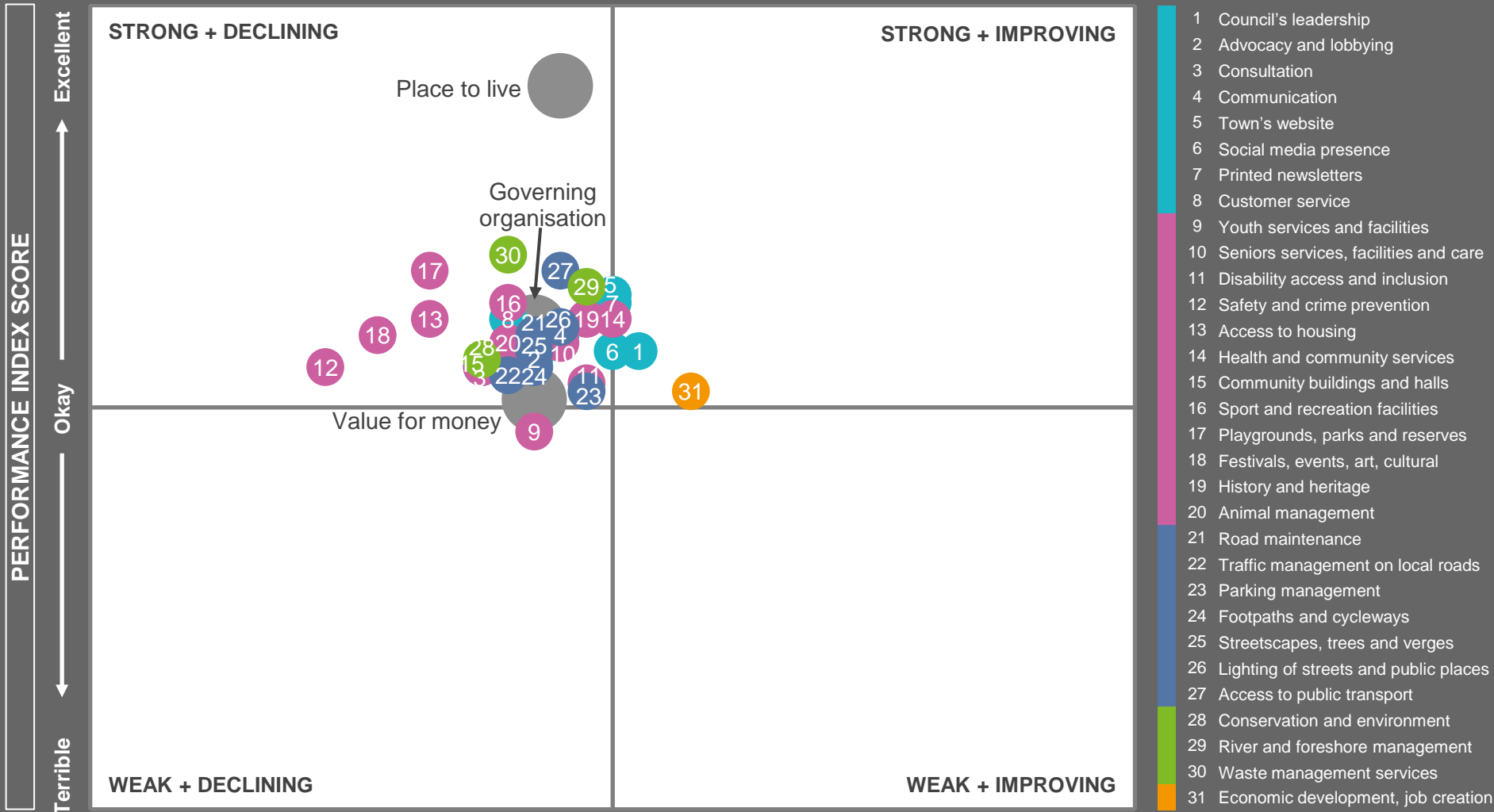**The Town of East Fremantle is leading the industry in 3 areas:**

- Place to live

- Marine facilities (boat ramps, jetties, etc)

- Enewsletters

MARKYT ◆ Community Trends Window

DECLINING   **IMPROVING**

PERFORMANCE INDEX SCORE

Excellent ▲ / Okay / Terrible ▼

STRONG + DECLINING	STRONG + IMPROVING

Place to live

Governing organisation

30 · 27 · 29 · 5 · 7 · 16 · 8 · 21 · 26 · 19 · 14 · 17 · 13 · 4 · 18 · 28 · 20 · 25 · 6 · 1 · 12 · 15 · 2 · 10 · 13 · 22 · 24 · 11 · 23 · 31 · 9

Value for money

WEAK + DECLINING	WEAK + IMPROVING

#	Category
1	Council's leadership
2	Advocacy and lobbying
3	Consultation
4	Communication
5	Town's website
6	Social media presence
7	Printed newsletters
8	Customer service
9	Youth services and facilities
10	Seniors services, facilities and care
11	Disability access and inclusion
12	Safety and crime prevention
13	Access to housing
14	Health and community services
15	Community buildings and halls
16	Sport and recreation facilities
17	Playgrounds, parks and reserves
18	Festivals, events, art, cultural
19	History and heritage
20	Animal management
21	Road maintenance
22	Traffic management on local roads
23	Parking management
24	Footpaths and cycleways
25	Streetscapes, trees and verges
26	Lighting of streets and public places
27	Access to public transport
28	Conservation and environment
29	River and foreshore management
30	Waste management services
31	Economic development, job creation

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

14

MARKYT ◆ Community Priorities

COMMUNITY PRIORITIES (% of respondents)

Low (<10%) High (>10%)

PERFORMANCE INDEX SCORE

CELEBRATE OPTIMISE

Excellent

KAIZEN

Okay

Terrible

REVIEW PRIORITISE

1 Council's leadership
2 Advocacy and lobbying
3 Consultation
4 Communication
5 Technology and innovation
6 Customer service
7 Opportunities to be included
8 Youth services and facilities
9 Family and children services
10 Seniors services, facilities and care
11 Disability access and inclusion
12 Aboriginal recognition and respect
13 Safety and crime prevention
14 Access to housing
15 Health and community services
16 Public health and wellbeing
17 Community buildings and halls
18 Sport and recreation facilities
19 Playgrounds, parks and reserves
20 Library services
21 Festivals, events, art, cultural
22 History and heritage
23 Animal management
24 Managing growth and development
25 Road maintenance
26 Traffic management on local roads
27 Parking management
28 Footpaths and cycleways
29 Streetscapes, trees and verges
30 Lighting of streets and public places
31 Access to public transport
32 Marine facilities
33 Sustainability / climate change
34 Conservation and environment
35 River and foreshore management
36 Waste management services
37 Natural disaster management
38 Economic development, job creation
39 Town centre development, activation
40 Education and training opportunities

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

Q. Which areas would you most like the Council to focus on improving? Base: All respondents, excludes no response (n=509)

15

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Addressing Community Priorities

Streetscapes, trees and verges

Performance ratings
% of respondents

79% Positive rating*
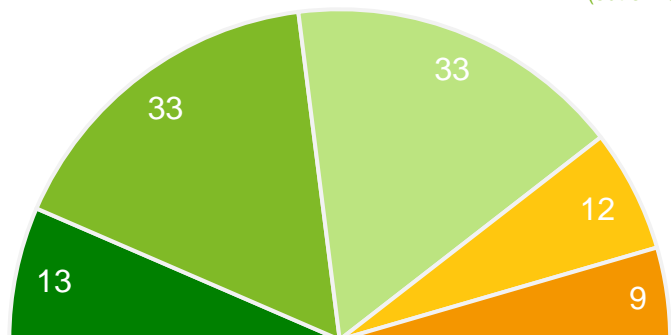
57 Performance Index Score (out of 100)

- 13 Excellent
- 33 Good
- 33 Okay
- 12 Poor
- 9 Terrible

Trend Analysis
Performance Index Score

Year	Score
14	54
17	56
19	60
21	57

Excellent (100) — Good (75) — Okay (50) — Poor (25) — Terrible (0)
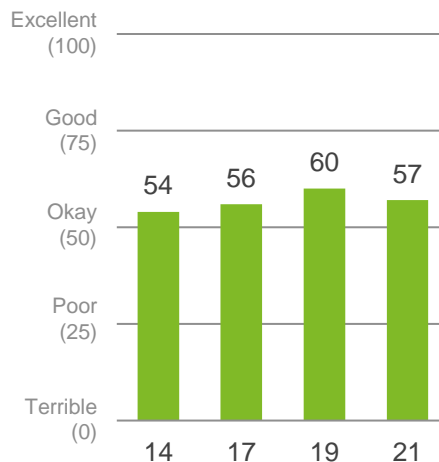
MARKYT◆ Industry Standards
Performance Index Score
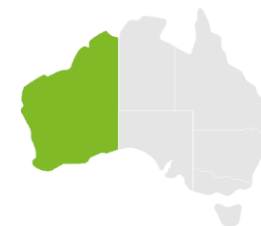
Town of East Fremantle	57
Industry High	65
Industry Average	53

Variances across the community
Performance Index Score

Local resident variances / Other groups

Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
57	58	59	60	66	49	55	48	55	58	58	41	61	63	53	54	52	62	57	75

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 506).   * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

MARKYT◆

Place Streetscapes, trees and verges

Challenges	Community driven actions
• Insufficient street trees in some areas. • Lack of shade for footpaths, in parks and for car parking areas. • Some established trees are considered inappropriate for the area. • Some trees are unhealthy, dying or have died, and have not been replaced. • Overgrown trees create hazards for pedestrians and traffic, and impact on residential properties. • Established trees are being cleared for new property developments. • Poor condition of streetscapes and verges.	• **Provide** more street trees in areas lacking and protect established trees that are still fit for purpose. Choose to plant new trees, or replace existing trees, with native trees. • **Provide** improved maintenance of street trees (i.e. pruning overgrowth, managing height, and cleaning up leaves and debris), verge lawns and weeds. • **Provide** repairs of cracked and broken footpaths, kerbs and road crossovers. • **Facilitate** improved verge maintenance on private property, develop simpler and better polices around verge use, encourage verge gardens, encourage greater use of native plants, and provide access to free or affordable plants, free mulch and assistance with planting. • **Facilitate** planting of trees and gardens that attract and provide habitat for wildlife. • **Provide** a review of verge parking. Some call for verge parking to be prohibited, while others want fewer restrictions on verge parking. • **Provide** consultation around planning of streetscaping and tree planting.

Community safety and crime prevention

Performance ratings
% of respondents

77%
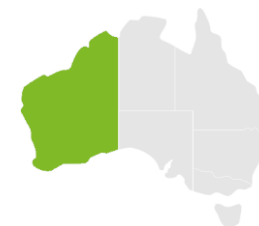Positive rating*
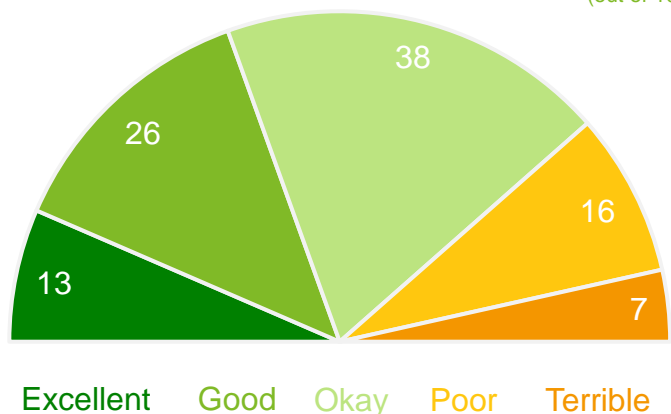
55
Performance Index Score (out of 100)

Excellent — 13
Good — 26
Okay — 38
Poor — 16
Terrible — 7

Trend Analysis
Performance Index Score

Excellent (100)			
Good (75)		66	
	62	58	55
Okay (50)			
Poor (25)			
Terrible (0)			
14	17	19	21
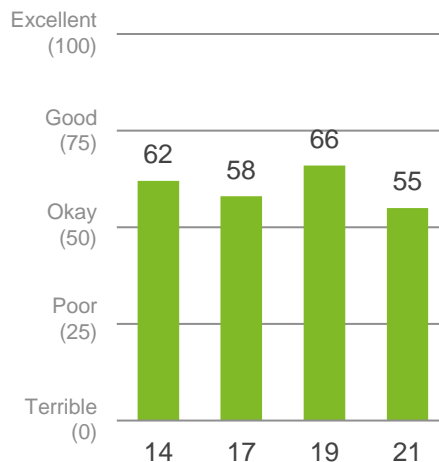
MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	55
Industry High	76
Industry Average	53

Variances across the community
Performance Index Score

			Local resident variances															**Other groups**			
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward		Local business	Community group	Out of area ratepayer	Town EMs / employees^
55	59	53	53	57	**62**	51	54	55	53	56	**45**	**47**	**49**	**66**	57		45	59	52	78

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 452).   * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

MARKYT◆

Community

Community safety and crime prevention

Challenges	Community driven actions
• Incidences of crime, break-ins, theft and drug activity. • Antisocial behaviour, graffiti and vandalism. • Public housing tenants are thought to be engaging in criminal and antisocial behaviour. • Some concern with unsafe footpaths.	• **Advocate** for greater Police presence and stricter enforcement of crime and antisocial behaviour. • **Advocate** for the Department of Housing to improve management and supervision of public housing tenants. • **Facilitate** shared information and reporting of safety and crime across the community through groups like Neighbourhood Watch. • **Provide** more surveillance, increased responsiveness and greater visibility of security patrols, either by Council security staff, rangers or private contractors. • **Provide** more CCTV in public places. • **Provide** improved street lighting to deter crime and to make footpaths safer to walk on at night. • **Provide** stricter enforcement of illegal parking including parking on footpaths. • **Provide** more safety and crime prevention education.

Efforts to promote and adopt sustainable practices to manage climate change

Performance ratings
% of respondents

71%
Positive rating*

53
Performance Index Score (out of 100)
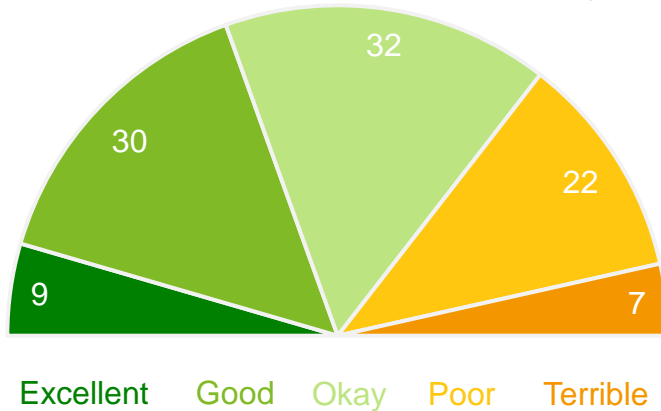
- 9 — Excellent
- 30 — Good
- 32 — Okay
- 22 — Poor
- 7 — Terrible

Trend Analysis
Performance Index Score

	Excellent (100)	Good (75)	Okay (50)	Poor (25)	Terrible (0)
14					NA
17					NA
19					NA
21			53		

MARKYT ◆ Industry Standards
Performance Index Score
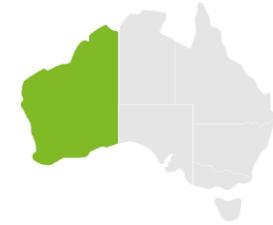
Town of East Fremantle	53
Industry High	71
Industry Average	52

Variances across the community
Performance Index Score

					Local resident variances											Other groups			
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
53	51	**58**	56	**59**	**46**	**48**	**45**	**44**	54	**59**	**40**	52	54	50	56	48	56	58	72

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 385).   * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

MARKYT ◆

21

| Theme
Planet | Priority
Efforts to promote and adopt sustainable practices to manage climate change |

Challenges	Community driven actions
• Insufficient action taken to mitigate for climate change and to protect the local environment. • Lack of information and understanding about sustainable practices. • Poor communication about what the Town is doing to mitigate climate change and protect the local environment.	• **Provide** greater leadership in sustainably. Advocate for Federal and State Government to take more action on climate change, prioritise climate change mitigation and sustainability at a policy level, encourage the adoption of sustainable practices, and keep the community informed about what the Town is doing. • **Advocate** for renewable energy, community battery storage and for residents to take up solar power. • **Provide** guidelines around sustainable housing development to minimise the impact of new developments on the surrounding area and the environment. • **Provide** more trees (in particular, native trees), grow the urban canopy, and provide more green spaces to balance out development. • **Provide** EV charging points and promote the use of electric vehicles. • **Facilitate** planting of native gardens, waterwise gardens and urban food gardening. • **Provide** improved water catchment management and wastewater recycling. • **Provide** FOGO or green waste collection and composting of organic waste. • **Provide** more recycling options and introduce guidelines to reduce waste such as single use plastics.

Footpaths and cycleways

Performance ratings
% of respondents

76% Positive rating*

55 Performance Index Score (out of 100)

35 | 32 | 18 | 9 | 6

Excellent | Good | Okay | Poor | Terrible

Trend Analysis
Performance Index Score

Excellent (100)
Good (75)
Okay (50)
Poor (25)
Terrible (0)

	50	49	58	55
	14	17	19	21

MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	55
Industry High	66
Industry Average	52

Variances across the community
Performance Index Score

Local resident variances

Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward
55	55	57	59	61	46	49	49	56	56	55	41	59	58	50	55

Other groups

Local business	Community group	Out of area ratepayer	Town EMs / employees^
53	57	50	88

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 501). * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

MARKYT◆

23

Place | Footpaths and cycleways

Challenges	Community driven actions
• Overgrown trees and bushes protrude onto footpaths and impact accessibility. • Uneven or broken footpaths and exposed tree roots create trip hazards. • Some footpaths and wheelchair ramps are not accessible to seniors and people with disability. • Footpath maintenance resources are not allocated evenly across the Town. • Insufficient cycleways and existing cycleways are lacking connections. • Cycleways are perceived as unsafe due to proximity to the road and narrow width. • Cars parked on verges or the street cause obstructions.	• **Provide** footpaths on all streets throughout the Town. • **Provide** more pedestrian crossings on busy roads. • **Provide** footpath maintenance, repairs and upgrades to remove trip hazards. • **Provide** removal of overhanging trees, bushes and exposed tree roots to improve accessibility. • **Provide** an extended network of cycleways that are safe, wide enough for overtaking, separated from the road, with good lighting, and well connected with key places (e.g., schools, beaches, bridges, train stations, Canning Highway and between the suburbs). • **Provide** more bike parking. • **Provide** better community engagement to ensure the community is informed about the footpath repair and upgrade schedule.

Playgrounds, parks and reserves

Performance ratings
% of respondents

85% Positive rating*
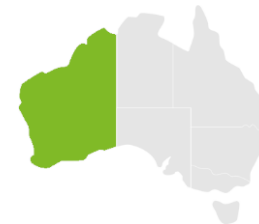
67 Performance Index Score (out of 100)

Excellent · Good · Okay · Poor · Terrible

25 · 39 · 21 · 8 · 6

Trend Analysis
Performance Index Score

Excellent (100)			
Good (75)	64	70	74	67
Okay (50)			
Poor (25)			
Terrible (0)			
	14	17	19	21
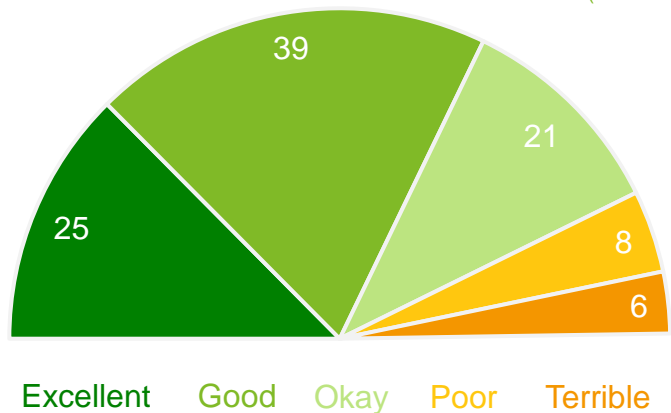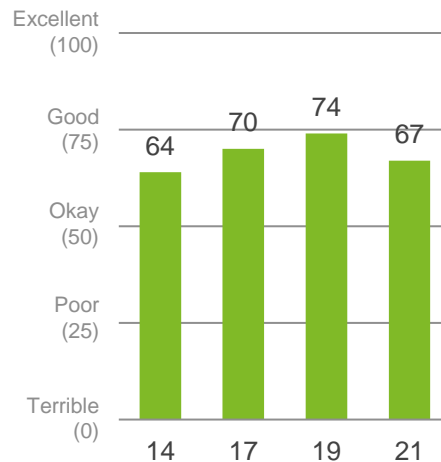
MARKYT ◆ Industry Standards
Performance Index Score

Town of East Fremantle	67
Industry High	86
Industry Average	68

Variances across the community
Performance Index Score

Local resident variances | Other groups

Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
67	65	72	72	72	52	67	60	53	70	74	55	68	76	60	68	65	68	74	97

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 510).   * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

Community

Playgrounds, parks and reserves

Challenges	Community driven actions
• Insufficient parks, trees and recreation areas. • Parks and reserves and not being maintained, cleaned or watered enough. • Insufficient playgrounds. • Existing playgrounds are seen as 'too plastic,' outdated, run-down and uninteresting. • Lack of public toilets at playgrounds parks and reserves. • Insufficient dog parks and dog exercise areas.	• **Provide** more public toilets within walking distance of parks, reserves and playgrounds. • **Facilitate** the development of more playgrounds and improve current playgrounds across the town such as updating play equipment to be more modern, challenging and interesting, swapping plastic equipment for nature equipment and providing play equipment suitable for toddlers. • **Provide** a nature playground. • **Provide** more shade at all parks and provide all playgrounds with shade cloths. • **Facilitate** the development of more parks and reserves including expanding existing green spaces, ensuring new developments include green spaces, increasing urban canopy, developing parks near the river, and preserving existing green spaces. • **Provide** more native trees and plants in parks and reserves. • **Provide** more dog parks, fenced off-leash dog exercise areas and dog walking spaces (especially on the weekends) and improve current dog parks (e.g., build taps or water fountains, and provide more bins and shade). • **Provide** regular and more comprehensive park maintenance such as more watering, mowing, cleaning and litter removal, and preventing degradation.

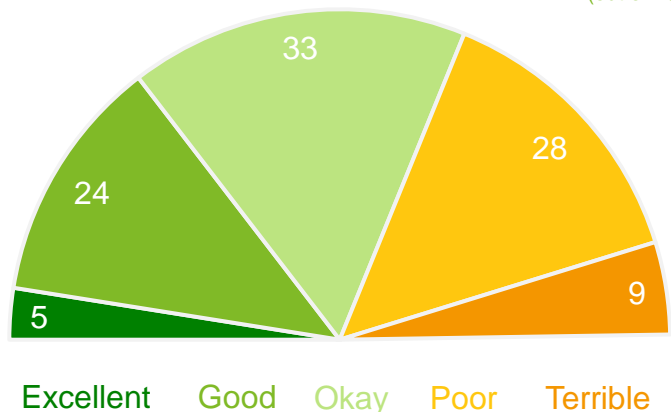# Services and facilities for youth

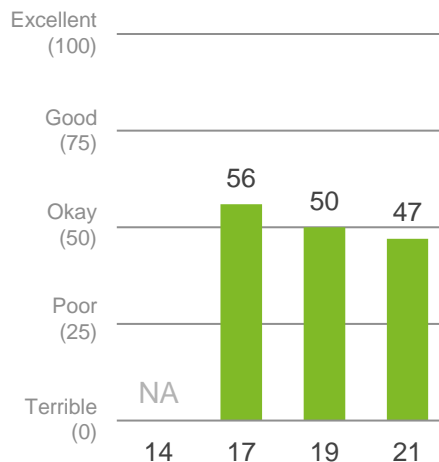## Performance ratings
% of respondents

62%
Positive rating*

47
Performance Index Score (out of 100)

Excellent: 5
Good: 24
Okay: 33
Poor: 28
Terrible: 9

Trend Analysis
Performance Index Score

Scale	
Excellent (100)	
Good (75)	
Okay (50)	
Poor (25)	
Terrible (0)	

'14	'17	'19	'21
NA	56	50	47

MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	47
Industry High	66
Industry Average	48

Variances across the community
Performance Index Score

Local resident variances

Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward
47	51	45	52	52	41	41	40	43	48	52	33	46	49	42	52

Other groups

Local business	Community group	Out of area ratepayer	Town EMs / employees^
40	55	46	69

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 346).   * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

Community
Services and facilities for youth

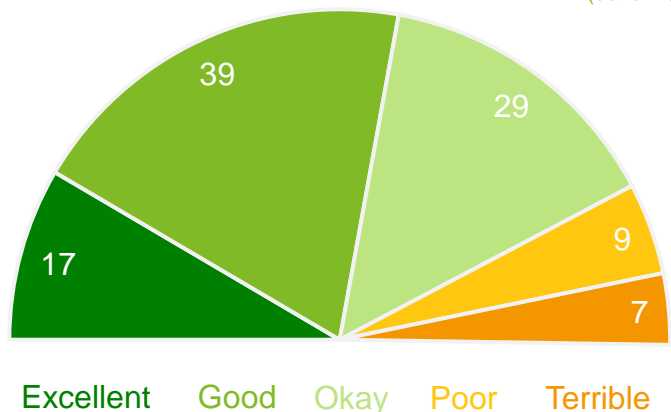| Challenges	Community driven actions
• Insufficient places, services and activities for youth to spend time and interact with one another in a safe environment. • Future sustainability of the Scouts after being removed from Leeuwin Scout Hall.	• **Provide** more places for youth to safely spend time, day and night, that cater for a diverse range of ages and interests. Consider providing a Youth Hub with affordable food and drinks and spaces to practice art and music, a skate park, a bike course, affordable or free outdoor courts, nature playgrounds, a climbing wall, and hang out spaces. • **Provide** more youth support services such as mental health services, a drop-in centre and YAC advisory group. • **Provide** and promote more programs and activities for youth, such as establishing youth groups and meet ups for different ages, hosting more youth events and promoting programs that engage youth in the community (e.g., youth afternoons at Locke Park). • **Provide** greater consultation with youth. • **Facilitate** engagement with the Scouts to find an acceptable solution for where they are based. They would like access to the Leeuwin Scouts Hall (not shared with a paddling group) or a suitable and safe alternative.

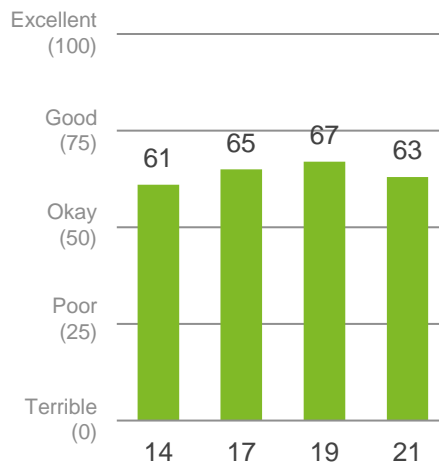# Sport and recreation facilities and services

Performance ratings
% of respondents

85% Positive rating*

63 Performance Index Score (out of 100)

| Excellent | Good | Okay | Poor | Terrible |

- 17 Excellent
- 39 Good
- 29 Okay
- 9 Poor
- 7 Terrible

Trend Analysis
Performance Index Score

Excellent (100)			
Good (75)			
Okay (50)			
Poor (25)			
Terrible (0)			

| 61 | 65 | 67 | 63 |
| 14 | 17 | 19 | 21 |

MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	63
Industry High	85
Industry Average	66

Variances across the community
Performance Index Score

			Local resident variances													Other groups			
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
63	62	64	68	64	48	58	60	56	62	69	54	66	68	58	61	56	61	68	94

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 489).   * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

Community

Sport and recreation facilities and services

Challenges	Community driven actions

• Henry Jeffery Oval is in poor condition and some consider it to be dangerous with uneven turf causing injuries.
 	
• Ovals and sporting grounds are not maintained regularly enough or to a high enough standard.
 	
• Some sporting clubs feel unsupported by the Town, receive minimal funding to upgrade facilities and have received poor customer service.
	• **Facilitate** timely completion of the East Fremantle Oval redevelopment project.
	
	• **Facilitate** an extended range of sport and recreation facilities, services and events (e.g., build a skate park, basketball courts, an outdoor pool, disc golf course, etc. and host more state competitions).
	
	• **Provide** upgrades to current sporting grounds and facilities:
	  − Fund maintenance at Shark Park and Tricolore sporting grounds.
	  − Resurface, improve and upgrade Henry Jeffery Oval (e.g., ensure player safety, more frequent maintenance and mowing that doesn't interrupt sporting seasons, provide grass cover on sand patches, and remove weeds and pot-holes).
	  − Better lighting on the western courts at the Lawn Tennis Club and other sports grounds.
	
	• **Provide** more facilities in parks such as barbeques, water fountains, expanded playgrounds, toilets and dog exercise areas.
	
	• **Provide** support for community sporting groups (e.g., East Fremantle's Women's Football Club) via engagement, connecting sporting groups with local businesses, funding infrastructure, clubroom upgrades and repairs (e.g., Tricolore club rooms and Sea Scouts rooms) and better customer service.

Managing responsible growth and development
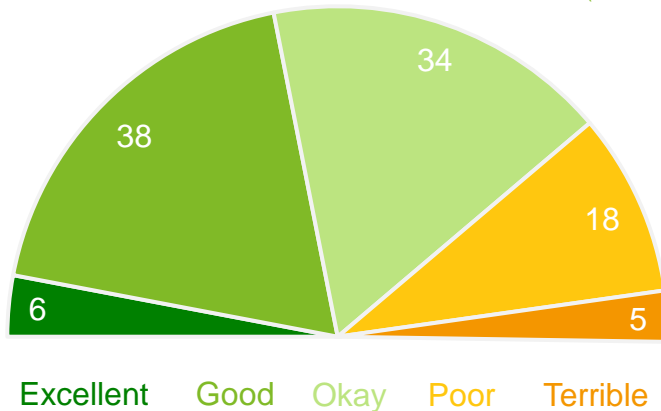
Performance ratings
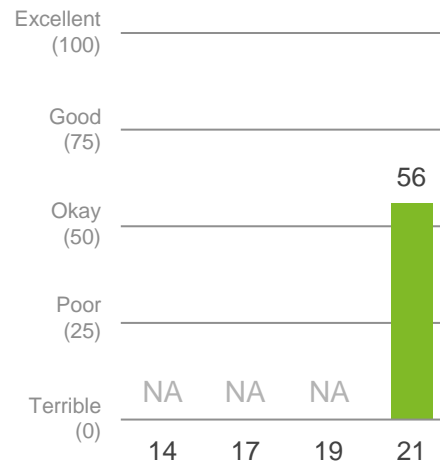% of respondents

78% — Positive rating*

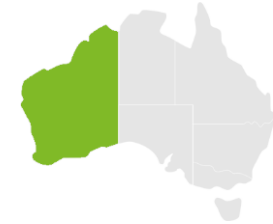**56** — Performance Index Score (out of 100)

Excellent	Good	Okay	Poor	Terrible
6	38	34	18	5

Trend Analysis
Performance Index Score

	Excellent (100)	Good (75)	Okay (50)	Poor (25)	Terrible (0)
14					NA
17					NA
19					NA
21			56		

MARKYT Industry Standards
Performance Index Score

Town of East Fremantle — 56

Industry High — 59

Industry Average — 49

Variances across the community
Performance Index Score

Local resident variances

Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward
56	56	58	55	61	57	53	49	57	55	55	49	46	62	59	56

Other groups

Local business	Community group	Out of area ratepayer	Town EMs / employees^
49	61	51	93

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 431).   * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

Place | Managing responsible growth and development

Challenges	Community driven actions
• New developments are having a negative impact on existing homeowners, streetscapes, safety, community feel, heritage, trees, green spaces and the natural landscape. • Concerns with increasing density and overcrowding. • Proposed developments (e.g., Leeuwin Barracks) may have adverse traffic and parking impacts. • A divided community: some want to restrict new developments, sub-divisions, infill and population density while others would like higher density and more urban infill.	• **Provide** guidelines for new developments to restrict height and density, protect heritage areas and heritage buildings, maintain the character and aesthetic look of the Town, ensure community values are reflected in development, and the Town remains safe and family friendly. • **Regulate** new developments to ensure they are built sustainably and do not impact on important ecological areas or reduce green spaces or natural landscapes. • **Provide** improved consultation and communication regarding new developments , infrastructure plans, and how traffic and parking impacts will be managed.

Traffic management on local roads

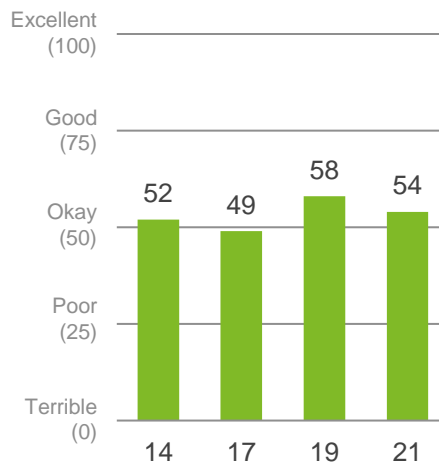## Performance ratings
% of respondents

76%
Positive rating*

54
Performance Index Score (out of 100)

Excellent — 8
Good — 33
Okay — 35
Poor — 15
Terrible — 9

Trend Analysis
Performance Index Score

Excellent (100)
Good (75)
Okay (50)
Poor (25)
Terrible (0)

Year	Score
14	52
17	49
19	58
21	54
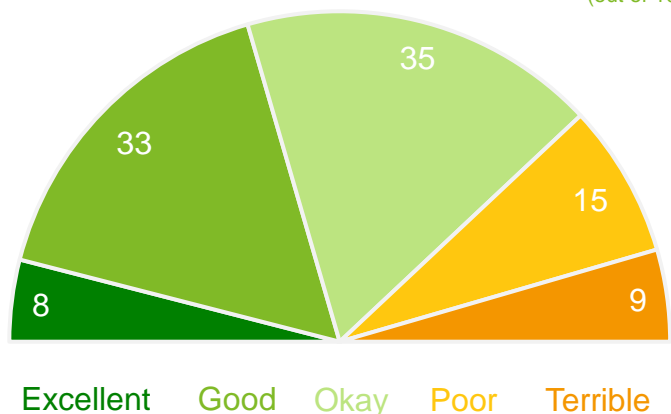
MARKYT◆ Industry Standards
Performance Index Score

Town of East Fremantle	54
Industry High	66
Industry Average	56

Variances across the community
Performance Index Score

			Local resident variances													Other groups			
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
54	54	55	57	61	46	51	48	57	54	53	40	57	59	50	52	42	61	53	97

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 493).   * Positive Rating = excellent, good + okay
^ Small sample group (<20 respondents)

Place

Traffic management on local roads

Challenges	Community driven actions
• Too many vehicles and congestion on local roads and poor traffic flow. • Vehicles take short-cuts and speed through residential streets, narrow roads and thoroughfares for school children to avoid traffic, speed bumps and traffic-lights (i.e., 'rat runs'). • Crossing roads is difficult and unsafe especially along Canning Highway. • Vehicles parked on the street and verges are parking over footpaths, cause poor traffic flow on narrow roads and block visibility of oncoming traffic. • Some road designs and traffic calming infrastructure are poorly designed, dangerous and create congestion.	• **Provide** traffic calming, traffic management, and speeding controls, such as speed humps or chicanes, on roads near schools, that are narrow, residential or used as 'rat runs.' • **Provide** more and upgraded pedestrian crossings on Canning Highway and throughout the Town to improve safety. • **Regulate** street parking to ensure parking is limited on narrow roads (such as parking on one side of the road), residential vehicles are parked in driveways where possible, and parked vehicles are not hindering visibility of traffic or parked on footpaths. • **Provide** improved traffic flow by installing roundabouts and islands at uncontrolled intersections, and restricting certain roads to local traffic only.

Good news stories

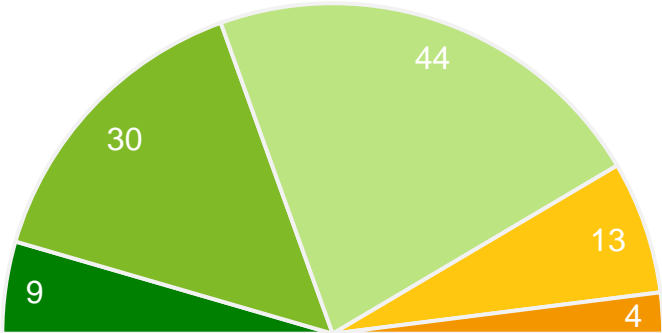# Council's leadership

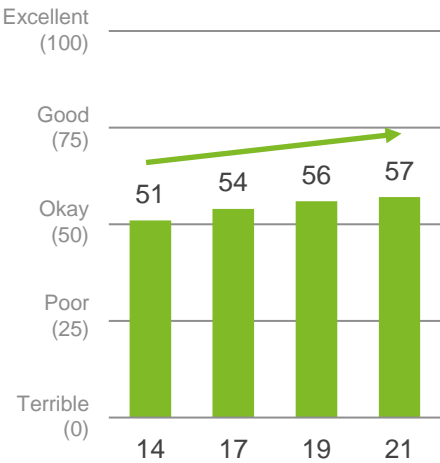## Performance ratings
% of respondents

83% — Positive rating*

57 — Performance Index Score (out of 100)
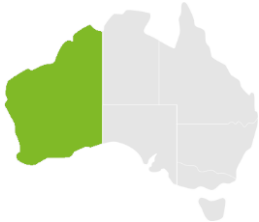

| Excellent | Good | Okay | Poor | Terrible |

- 9 Excellent
- 30 Good
- 44 Okay
- 13 Poor
- 4 Terrible

Trend Analysis
Performance Index Score

Year	Score
14	51
17	54
19	56
21	57

Excellent (100) / Good (75) / Okay (50) / Poor (25) / Terrible (0)

MARKYT Industry Standards
Performance Index Score

Town of East Fremantle	57
Industry High	67
Industry Average	50

Variances across the community
Performance Index Score

Local resident variances

Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
57	56	60	60	59	50	51	52	57	54	59	47	51	58	57	58	55	63	56	91

Other groups

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 390).   * Positive Rating = excellent, good + okay
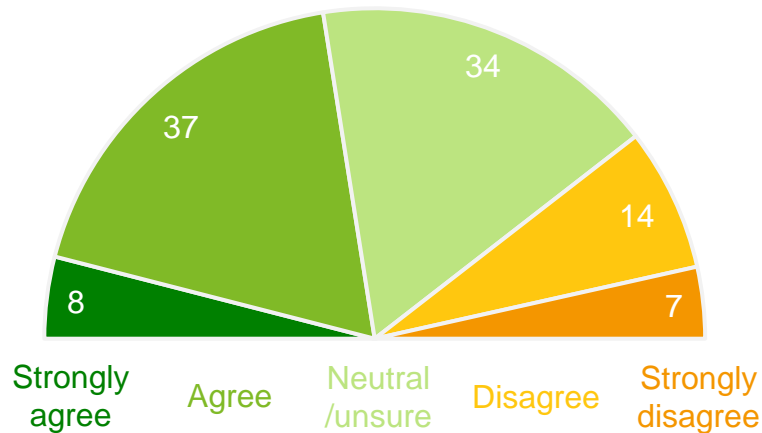^ Small sample group (<20 respondents)

MARKYT

The Town has developed and communicated a clear vision for the area
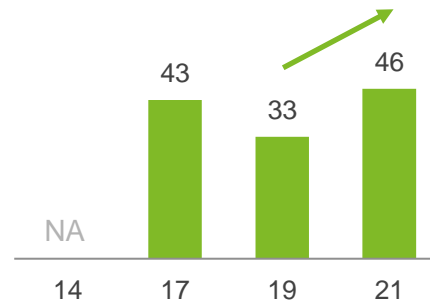
Level of agreement
% of respondents

46%
Total Agree

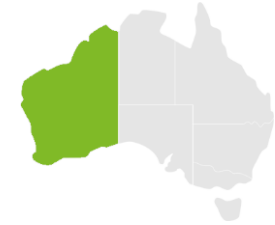- 8 — Strongly agree
- 37 — Agree
- 34 — Neutral/unsure
- 14 — Disagree
- 7 — Strongly disagree

Trend Analysis
% agree

14	17	19	21
NA	43	33	46

MARKYT◆ Industry Standards
% agree

Town of East Fremantle	46
Industry High	58
Industry Average	34

Variances across the community
% agree

		Local resident variances														Other groups			
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
46	40	53	51	54	34	34	36	35	49	51	38	39	44	45	52	30	57	53	100

Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 531). ^ Small sample group (<20 respondents)
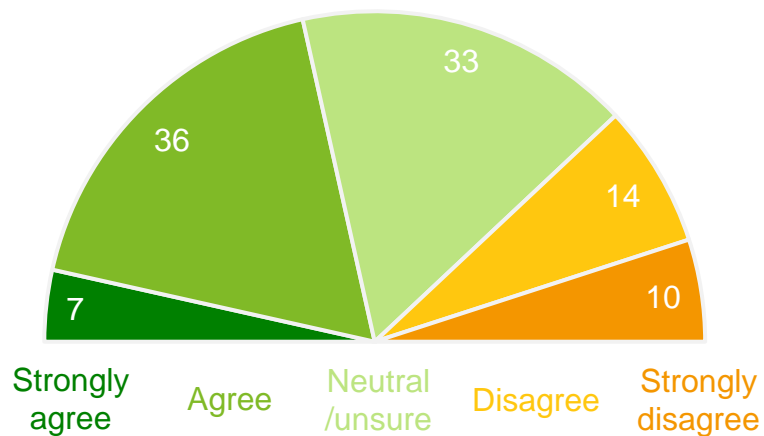
MARKYT◆

The Town has a good understanding of community needs

Level of agreement
% of respondents

43%
Total Agree

- 7 — Strongly agree
- 36 — Agree
- 33 — Neutral /unsure
- 14 — Disagree
- 10 — Strongly disagree

Trend Analysis
% agree

14	17	19	21
43	34	30	43
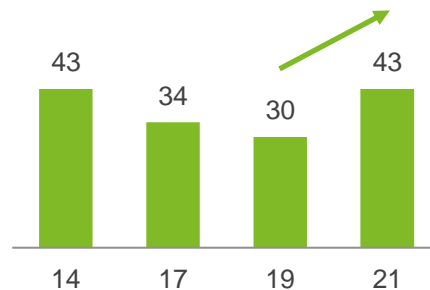
MARKYT◆ Industry Standards
% agree
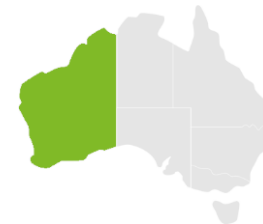
Town of East Fremantle	43
Industry High	61
Industry Average	33

Variances across the community
% agree

	Local resident variances															Other groups			
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
43	39	49	47	52	38	32	31	44	43	45	26	32	46	39	53	24	57	43	90

Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 537). ^ Small sample group (<20 respondents)
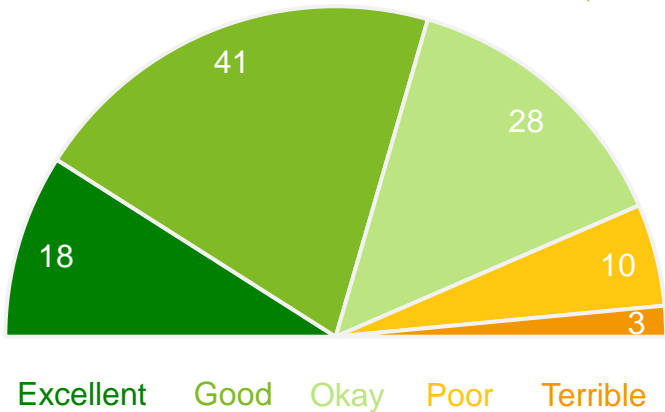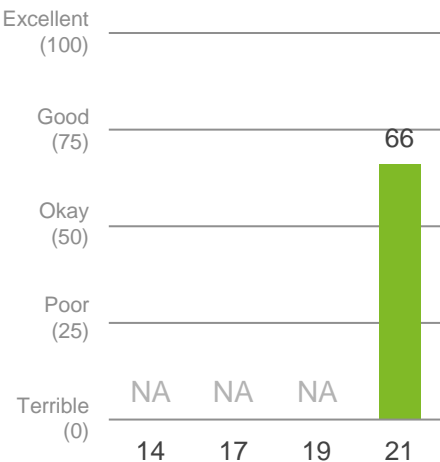
MARKYT◆

38

Enewsletters

Performance ratings
% of respondents

87% Positive rating*

66 Performance Index Score (out of 100)

| 18 | 41 | 28 | 10 | 3 |

Excellent   Good   Okay   Poor   Terrible

Trend Analysis
Performance Index Score

	14	17	19	21
Excellent (100)				
Good (75)				66
Okay (50)				
Poor (25)				
Terrible (0)	NA	NA	NA	

MARKYT ⬧ Industry Standards
Performance Index Score
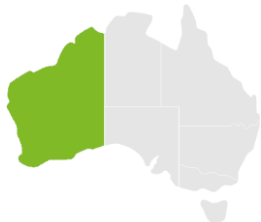
Town of East Fremantle	66
Industry High	66
Industry Average	60

Variances across the community
Performance Index Score

				Local resident variances												Other groups			
Total	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Preston Point Ward	Richmond Ward	Woodside Ward	Plympton Ward	Local business	Community group	Out of area ratepayer	Town EMs / employees^
66	66	68	69	71	58	58	59	69	61	69	53	62	70	64	69	62	72	70	100

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 group (<20 respondents)

MARKYT ⬧   39

Next steps

Next steps

1. Review the **Corporate Business** Plan to reflect the community's current priorities:

   - Streetscapes, trees and verges
   - Safety and crime prevention
   - Sustainable practices and climate change
   - Footpaths and cycleways
   - Playgrounds, parks and reserves

   - Youth services and facilities
   - Sport and recreation facilities and services
   - Managing responsible growth and development
   - Traffic management

2. Consider community suggested actions in the **MARKYT® VoiceBank** (30,000+ words direct from the community).

3. Address the needs of **lower rating community segments**:

Families with primary school aged children (6-12 years)	Young adults	Person in household with disability / impairment
1. Library services 2. Town centre development =3. Embracing change, technology and innovation =3. Value for money from rates	1. Embracing change, technology and innovation 2. Youth services and facilities =3. Public health and wellbeing programs =3. Sustainability / climate change	1. Education and training opportunities 2. Youth services and facilities 3. Library services

4. Continue to invest in improved **community engagement**, understanding of community needs, and development and communication of the Town's vision.

MARKYT◆

Online, interactive dashboard reporting now available
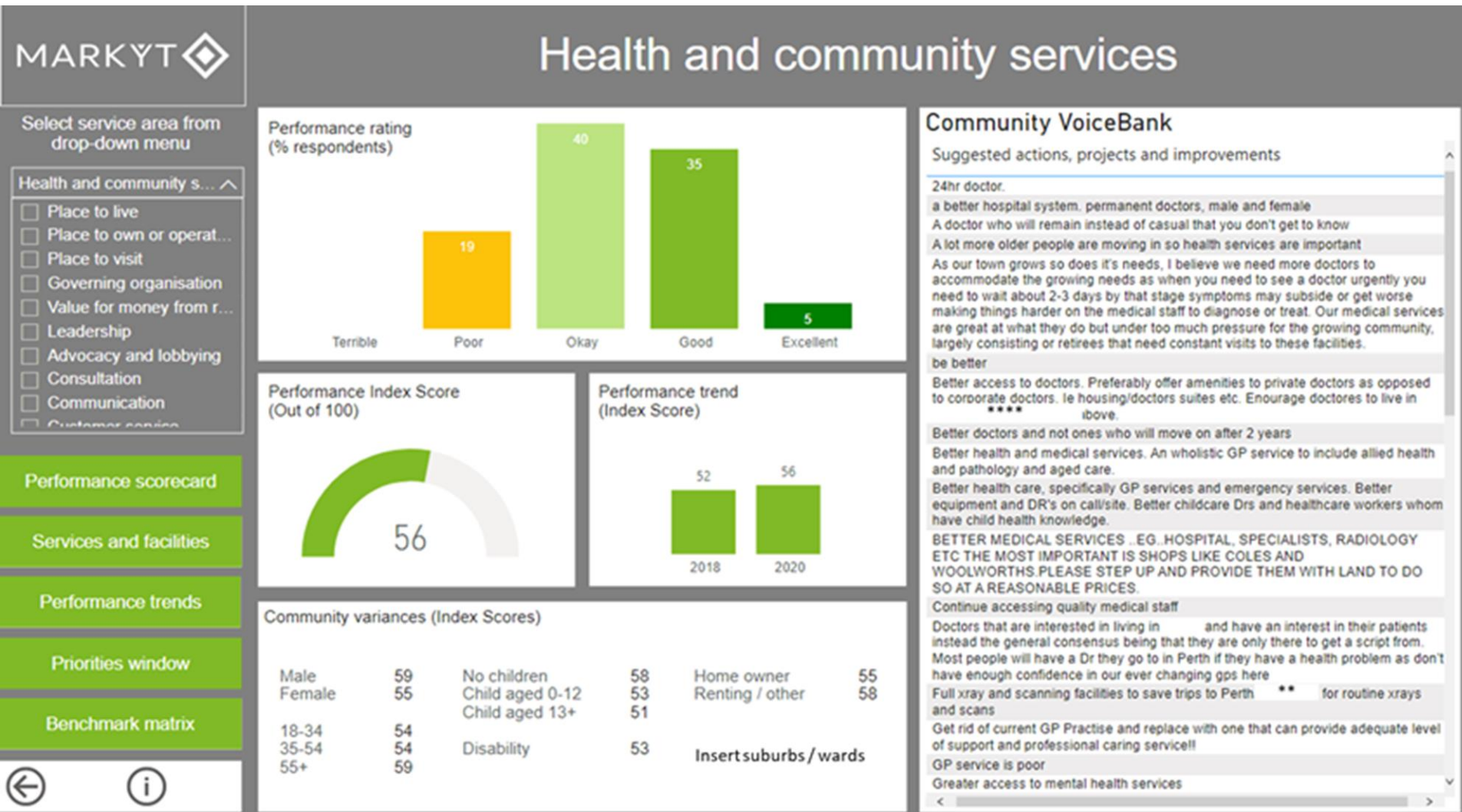
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