



# MARKYT Community Scorecard ©

Prepared for: City of Mandurah

Prepared by: Catalyse Pty Ltd

May 2018

# Contents

Strategic Insights	3
The study	11
Overall place perceptions	15
Familiarity with local services and facilities	20
Leadership and communication	22
Economic development	38
Community services	44
Built environment	58
Natural environment	69
Overview of community variances	76
Community Priorities	80
Moving forward	87

# Strategic Insights



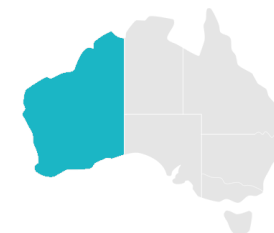
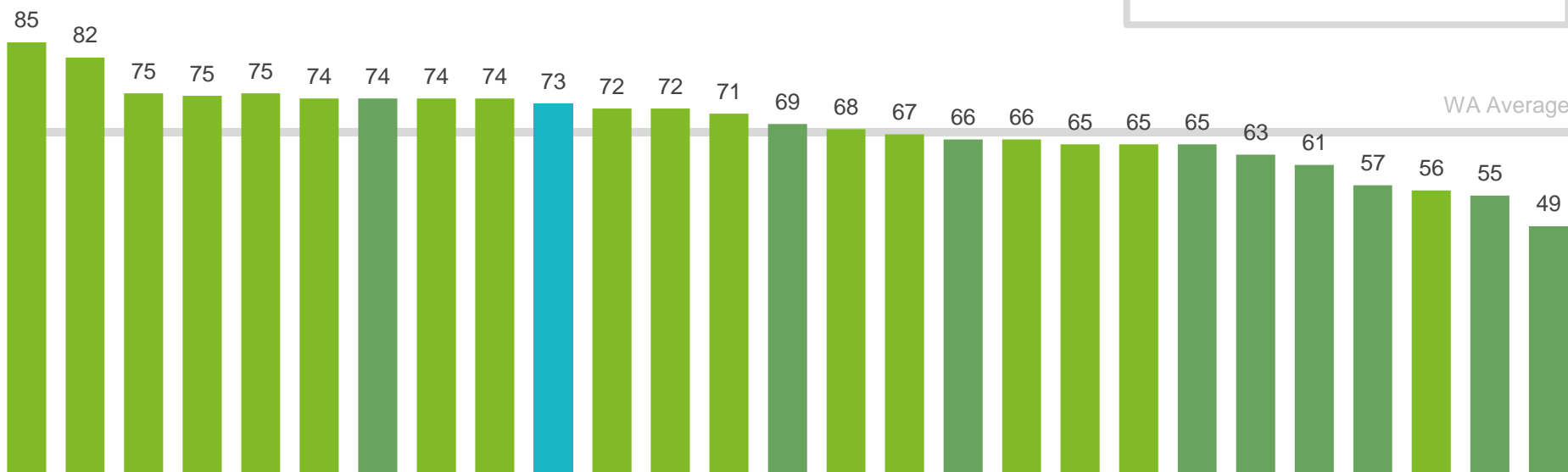
# Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the City of Mandurah as a 'place to live' and as a 'governing organisation'. The City of Mandurah's overall performance index score is 73 out of 100, 5 index points above the industry standard for Western Australia.

## Overall Performance Index Score

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

- City of Mandurah
- Metropolitan Councils
- Regional Councils



City of Mandurah	73
Industry High	85
Industry Standard	68

The City of Mandurah is leading the industry in  
**the management of coastal and estuary areas.**



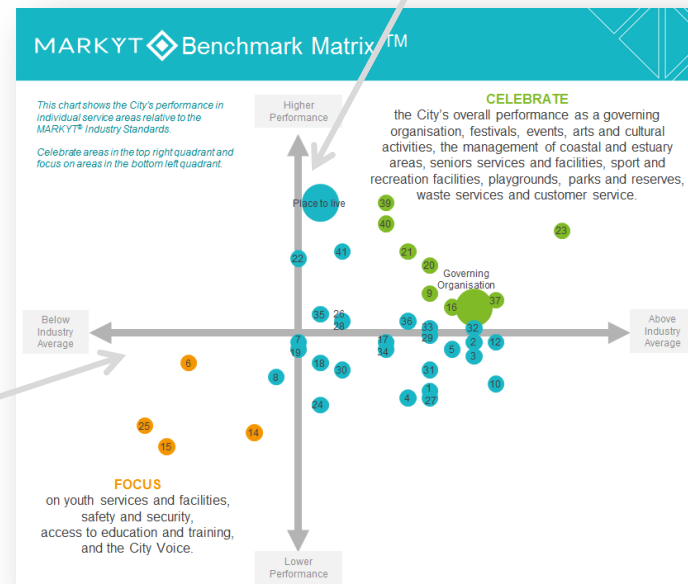
# How to read the MARKYT Benchmark Matrix <sup>TM</sup>

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

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

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

This line represents Council's average performance for all individual measure. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.



# MARKYT Benchmark Matrix™

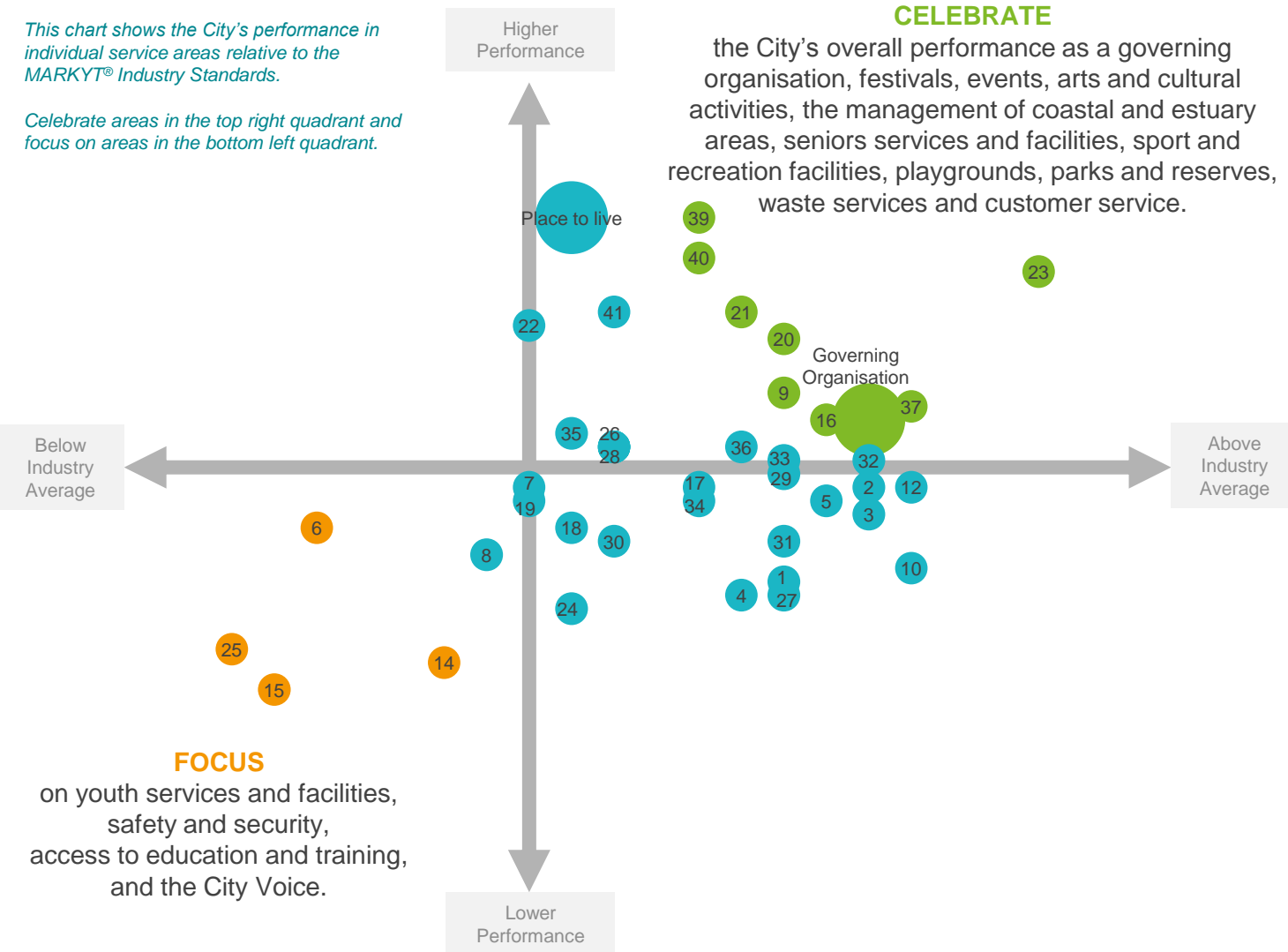
This chart shows the City's performance in individual service areas relative to the MARKYT® Industry Standards.

Celebrate areas in the top right quadrant and focus on areas in the bottom left quadrant.

## CELEBRATE

the City's overall performance as a governing organisation, festivals, events, arts and cultural activities, the management of coastal and estuary areas, seniors services and facilities, sport and recreation facilities, playgrounds, parks and reserves, waste services and customer service.

- 1 Value for money
- 2 Council's leadership
- 3 Advocacy and lobbying
- 4 Consultation
- 5 Informed
- 6 City Voice - City's newsletter
- 7 City's website
- 8 Social media presence
- 9 Customer service
- 10 Economic development
- 11 Promote as tourism destination
- 12 City centre development
- 13 Employment opportunities
- 14 Education and training opportunities
- 15 Youth services and facilities
- 16 Seniors facilities, services and care
- 17 Disability access
- 18 Health and community services
- 19 Community buildings, halls and toilets
- 20 Sport and recreation facilities
- 21 Playgrounds, parks and reserves
- 22 Library and information services
- 23 Festivals, events, art & culture
- 24 Graffiti, vandalism & ASB
- 25 Safety and security
- 26 Character and identity
- 27 Planning and building approvals
- 28 Access to housing
- 29 Local roads
- 30 Traffic management
- 31 Management of parking
- 32 Footpaths and cycleways
- 33 Streetscapes
- 34 Lighting
- 35 Public transport
- 36 Conservation and environment
- 37 Coastal and estuary management
- 38 Access to beaches, estuary and river
- 39 Weekly rubbish collections
- 40 Fortnightly recycling collections
- 41 Verge-side bulk rubbish collections



Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. Service areas are included when MARKYT Industry Standards are available.

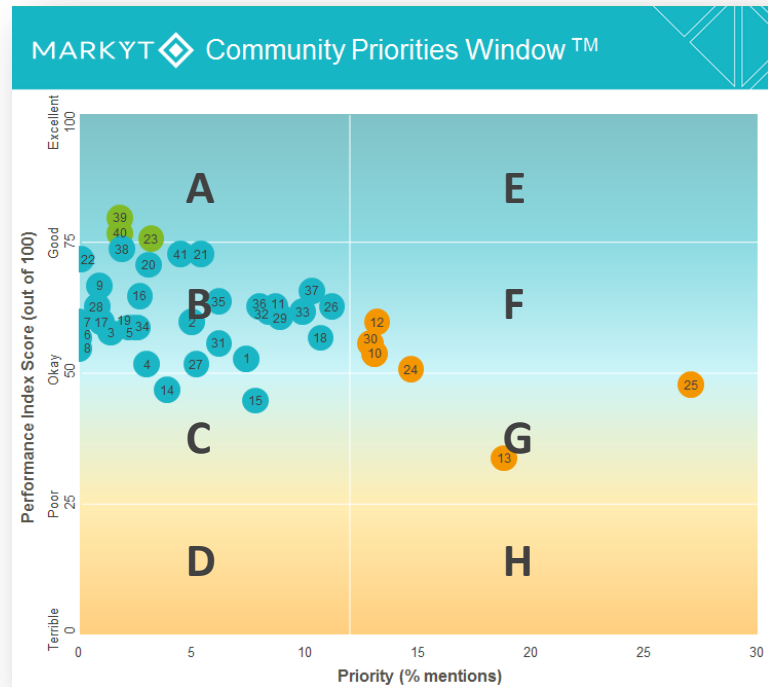


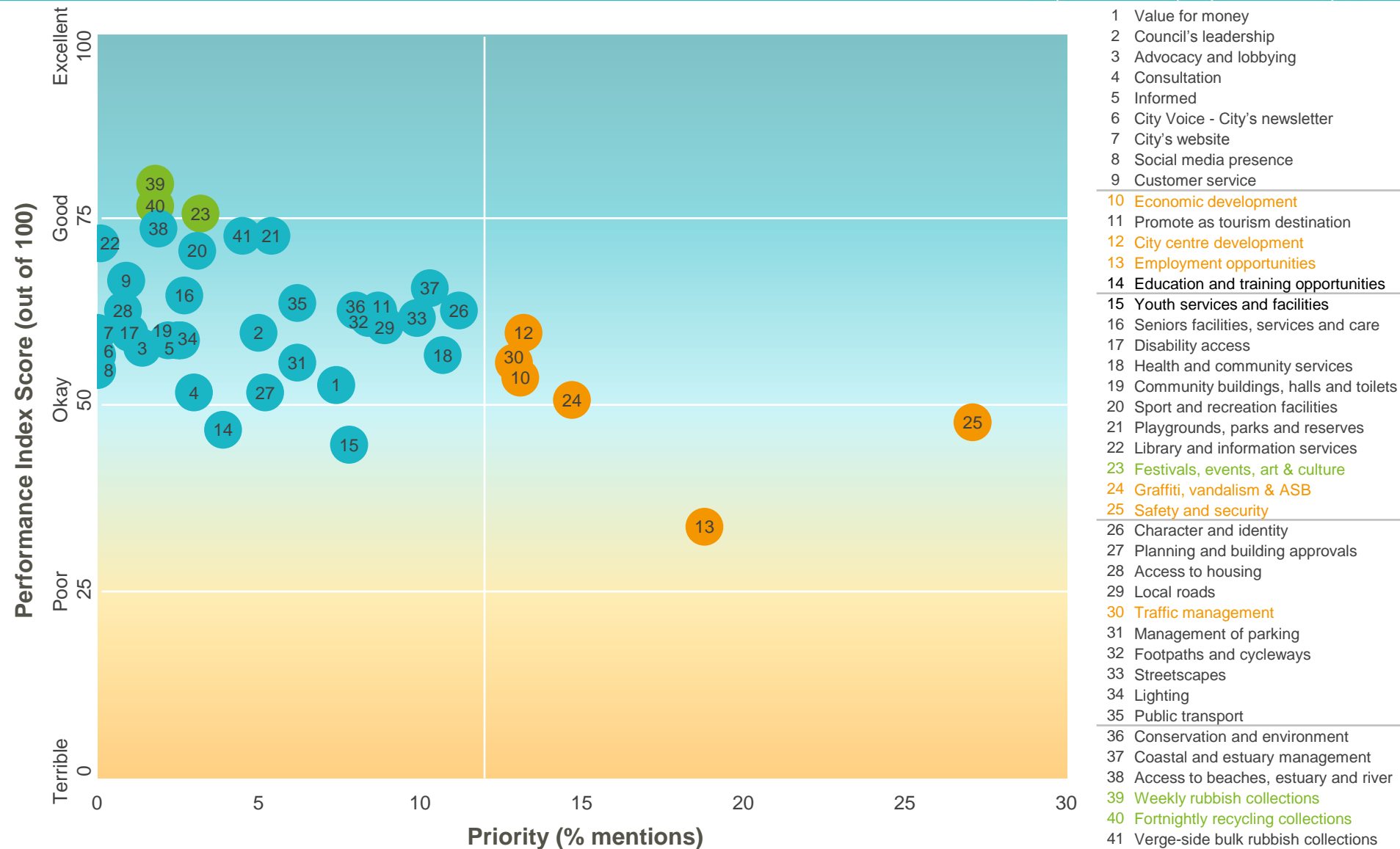
In the City of Mandurah's Community Priorities Window, detailed overleaf, most services are ideally located in windows A + B. They are high performing areas, receiving average ratings between okay and excellent.

Perceived strengths include weekly rubbish and fortnightly recycling collections and festivals, events, art and cultural activities.

Moving forward, the community would like Council to prioritise safety and security, including managing graffiti, vandalism and anti-social behaviour, access to employment opportunities, traffic management, economic development and how the City Centre is being developed (windows F + G).

Other areas to address include youth services and facilities and access to education and training opportunities (window C).





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 City of Mandurah to focus on improving?

Base: All respondents, excludes no response (n = 725)

# The Study

# The Study

In April, the City of Mandurah administered a MARKYT® Community Scorecard to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

Previously, the City of Mandurah conducted a CATALYSE® Community Perceptions Survey by phone using an 11 point satisfaction scale. This year, in response to social changes, the City adopted a MARKYT® accredited, multi-channel approach for data collection with a 5 point performance scale.

Invitations were issued to 4,000 randomly selected households (2,000 by mail and 2,000 by email).

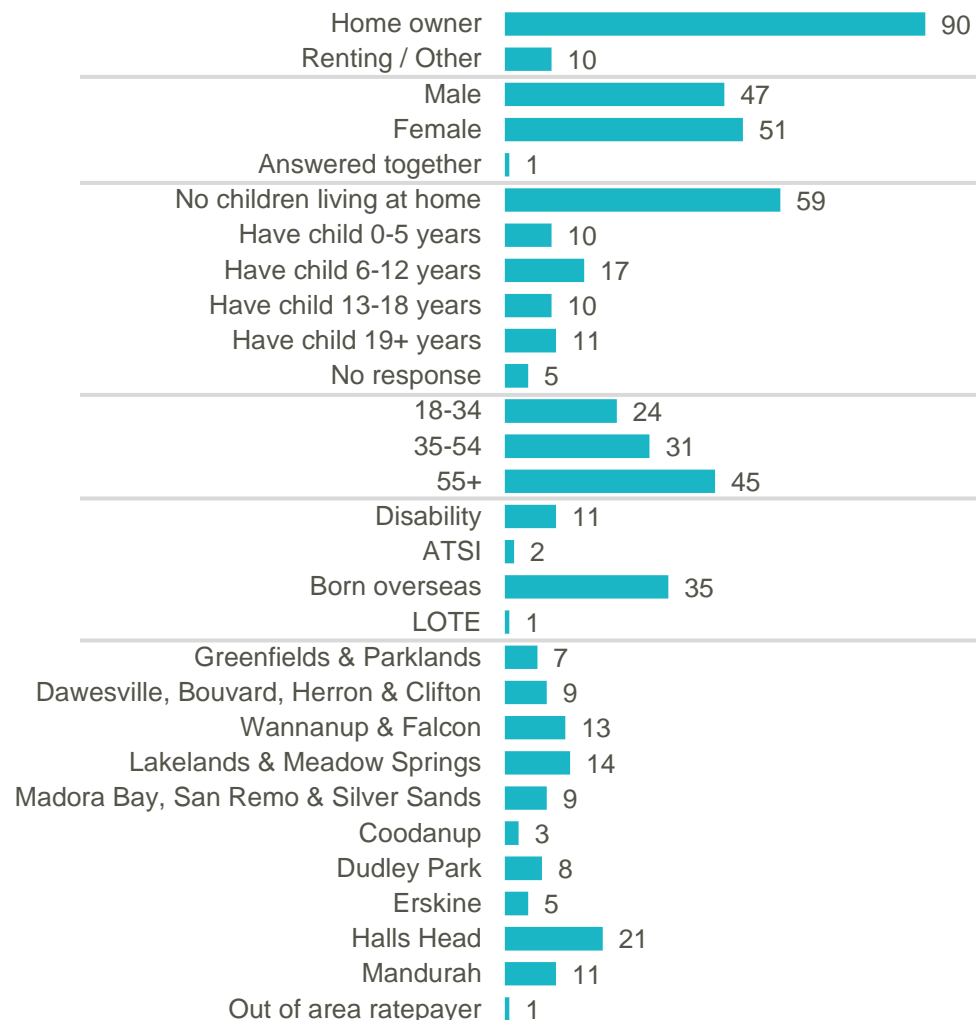
The City supported the survey through promotions via its communication channels, including the website, newsletters and social media.

**725** residents submitted a response reducing the sampling error to  $\pm 3.62\%$  at the 95% confidence interval.

The final dataset was weighted by age and gender to match the ABS Census population profile.

Data has been analysed using SPSS. Where sub-totals add to  $\pm 1\%$  of the parts, this is due to rounding errors to zero decimal places.

% of respondents (weighted)



ATSI = Aboriginal and Torres Strait Islander  
LOTE = Language other than English

CATALYSE® has conducted MARKYT® Community Scorecards and Community Perceptions Surveys for more than 40 councils across WA. When three or more councils have asked a comparable question, we publish the high score to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from **WA councils** that have completed an accredited study with CATALYSE® **within the past two years**. Participating councils are listed below.

## Metropolitan



## Regional



# How to read this report

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

The **Performance Index Score** is a score out of 100 using the following formula:

$$\frac{(\text{average score} - 1)}{4} \times 100$$

In effect, the Performance Index Score converts the average rating into a zero-based score out of 100:

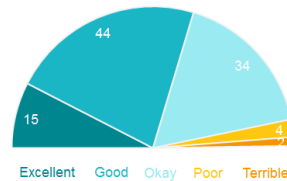
Score	Average Rating
100	Excellent
75	Good
50	Okay
25	Poor
0	Terrible

Trend analysis shows how performance varies over time.

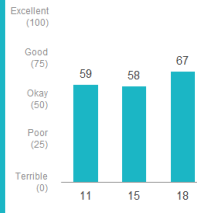
*Please note: 2011 and 2015 performance results are from phone surveys using an 11 point satisfaction scale. 2018 results use a MARKYT® accredited multi-channel approach with a 5 point performance scale. This is a best practice approach that enables comparison with other councils.*

*For the agree-disagree questions, the scale has remained consistent.*

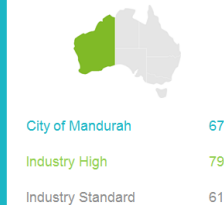
**Performance ratings**  
% of respondents



**Trend Analysis**  
Performance Index Score



**MARKYT® Industry Standards**  
Performance Index Score



**Variances across the community**  
Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Darwinville & surrounds	Warrnambool / Falcon	Lakeland / Meadow S.	Meadow Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
67	66	70	64	69	68	66	66	60	64	69	63	68	66	67	61	70	66	67	67	63	66	67	66	69

**Variance across the community** shows how results vary across the community based on the Performance Index Score

**MARKYT® Industry Standards** show how Council is performing compared to other councils across Western Australia.

**Council Score** is the Council's performance index score.

**Industry High** is the highest score achieved by councils in WA that have completed a comparable study with CATALYSE® over the past two years.

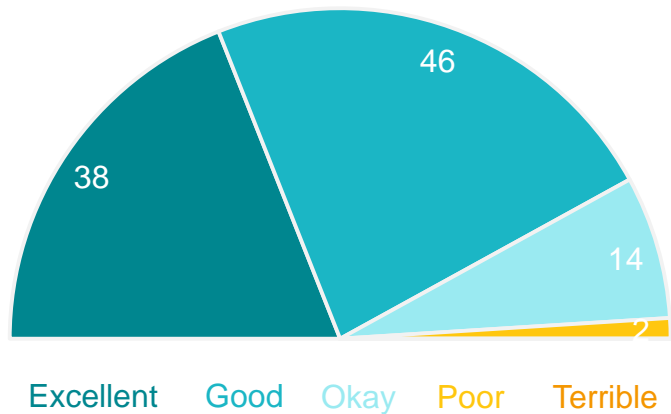
**Industry Standard** is the average score among WA councils that have completed a comparable study with CATALYSE® over the past two years.

# Overall Place Perceptions

# City of Mandurah as a place to live

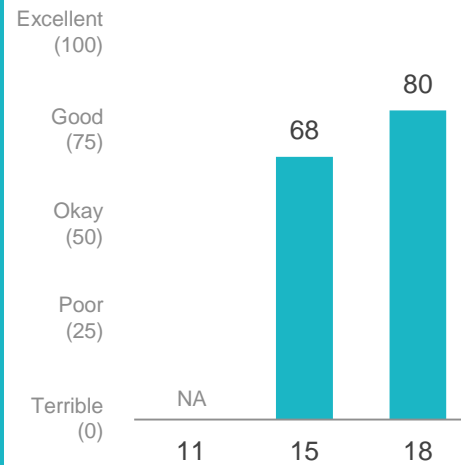
## Performance ratings

% of respondents



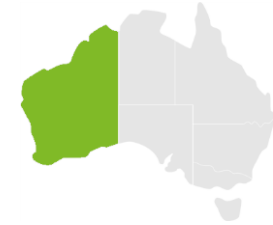
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	80
Industry High	95
Industry Standard	79

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
80	80	81	78	82	81	79	79	77	77	76	80	82	81	80	77	78	81	80	79	79	82	78	82	76

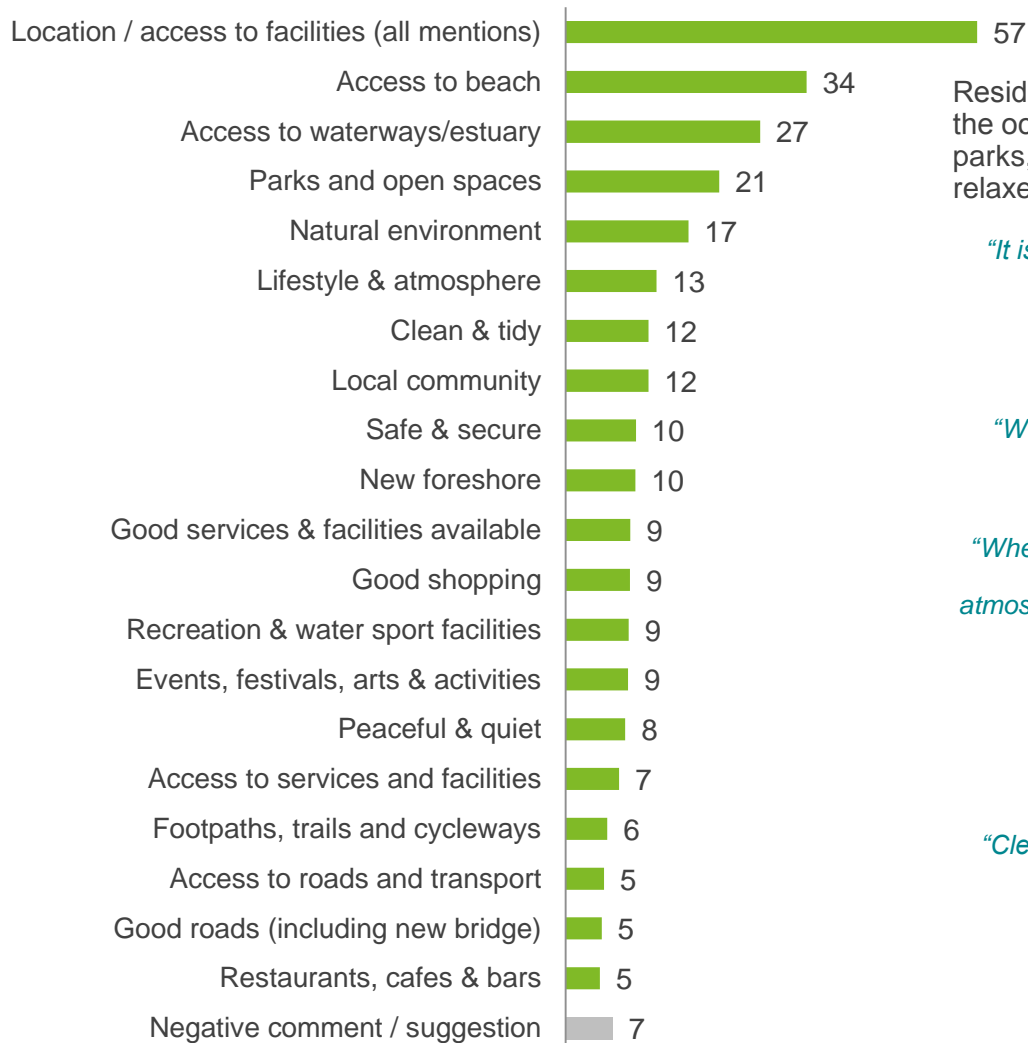
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 721).



# Most valued aspects of the City of Mandurah

% of respondents



Residents love Mandurah's location, especially its proximity to the ocean and waterways. They also highly value the area's parks, open spaces and natural environment followed by its relaxed lifestyle, cleanliness and friendly community.

*"It is a community that has it all...beautiful beaches, parks, places of interest and still a more relaxed style of living."*

*"Beaches and estuary plus, green space and sports facilities, combined with good cycle paths and amenities."*

*"We are close to the beach and estuary, somewhere nice to go and enjoy the day close by. Nice to be a destination for people to come and visit."*

*"When I think of the City of Mandurah, my mind is immediately drawn to evocations of sandy coastal plains, a relaxed family-friendly atmosphere, and a, for the most part, friendly and inviting community."*

*"The environment. Still plenty of trees left and land close to estuary/ocean that could remain as small sanctuaries for native animals."*

*"I highly value the natural coastal environment and bushland."*

*"Clean streets. Good neighbours and beautiful ocean to walk along."*

A full list of anonymous comments is provided in the Community Voices database.

Q. As a place to live, what do you value most about your local area?

Base: All respondents who provided a valid response, excluded 'no response' (n = 649)

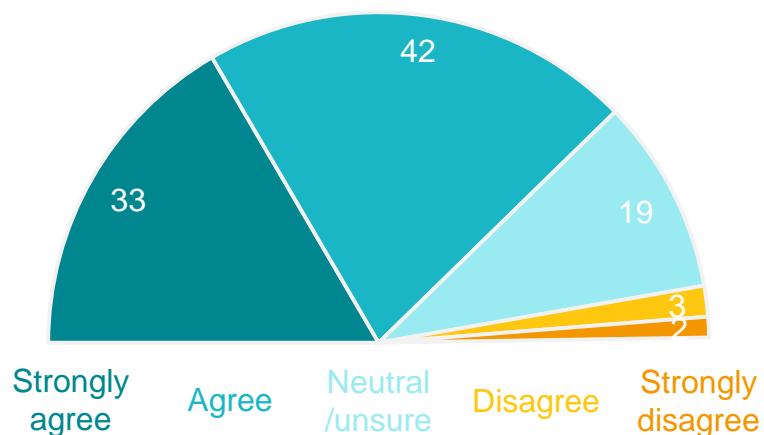
Chart shows responses mentioned spontaneously by 5% or more respondents.

# Community Sentiment

## I am proud to live in Mandurah

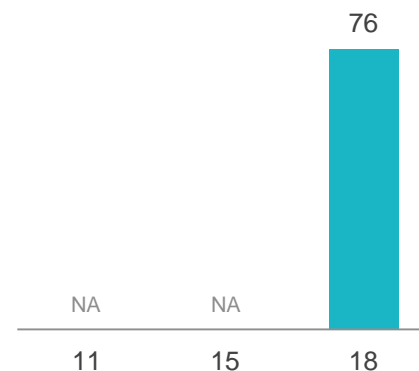
### Level of agreement

% of respondents



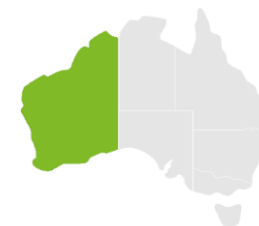
### Trend Analysis

% agree



### MARKYT Industry Standards

% agree



City of Mandurah	76
Industry High	89
Industry Standard	76

### Variances across the community

% agree

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
76	75	84	70	82	79	66	75	68	78	74	73	79	81	80	80	85	85	73	71	81	84	67	70	73

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

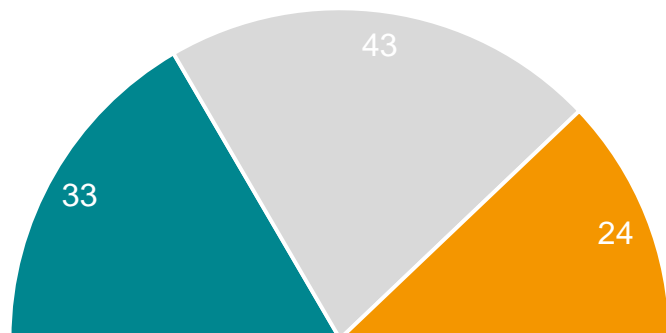
Base: All respondents, excludes 'no response' (n = 720).

# Community Advocacy

Likelihood of recommending the City of Mandurah as a place to live

## Community Advocacy

% of respondents



Promoters (9-10) Passives (7-8) Detractors (0-6)

## Net Promoter Score

Promoters

less

Detractors

equals

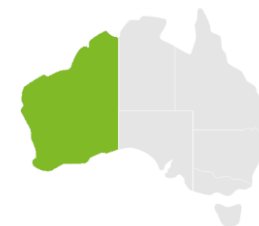
NPS

9

NPS can range from  
-100 to +100

## MARKYT Industry Standards

Net Promoter Score



City of Mandurah

9

Industry High

68

Industry Standard

14

## Variances across the community

Net Promoter Score

Total	Home owner	Renting/other	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	Born overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
9	9	13	-3	20	14	-2	2	-2	19	-10	7	21	8	21	1	10	20	14	-14	13	36	-5	9	-3

Q. How likely are you to recommend the City of Mandurah as a place to live?

Please give a rating out of 10, where 0 is not at all likely and 10 is extremely likely.

Base: All respondents, excludes 'unsure' and 'no response' (n = 710).

Familiarity with local services and facilities

# Familiarity with local services

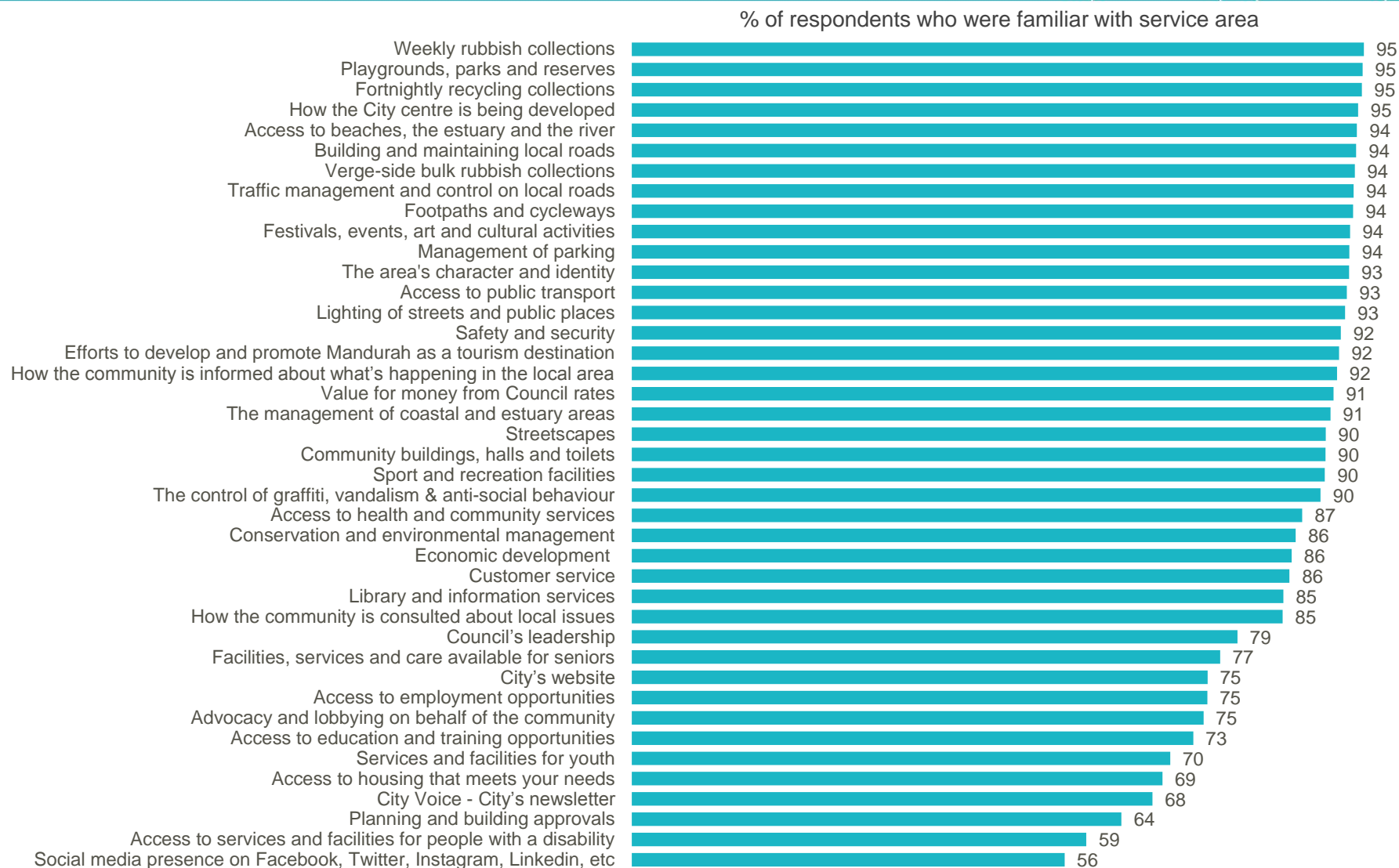


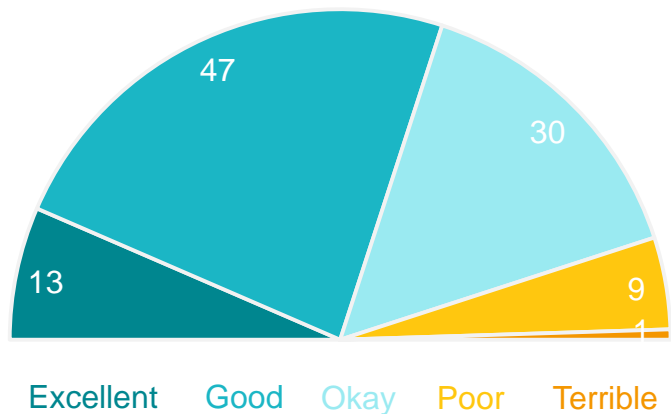
Chart shows proportion of respondents who were familiar enough with the service area to rate performance.

# Leadership and Communication

# City of Mandurah as the organisation that governs the local area

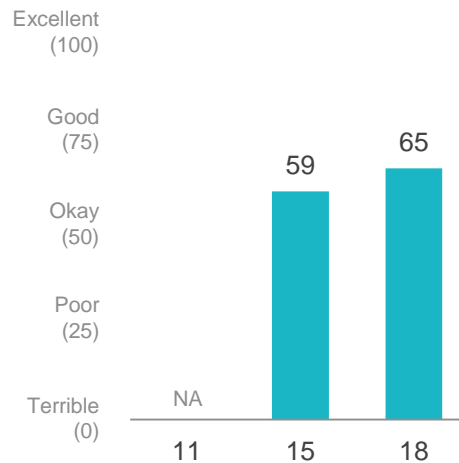
## Performance ratings

% of respondents



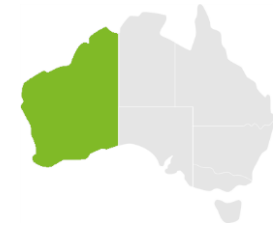
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	65
Industry High	74
Industry Standard	57

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
65	65	70	63	68	67	62	65	58	64	63	64	67	64	64	63	60	68	69	62	63	66	59	67	65

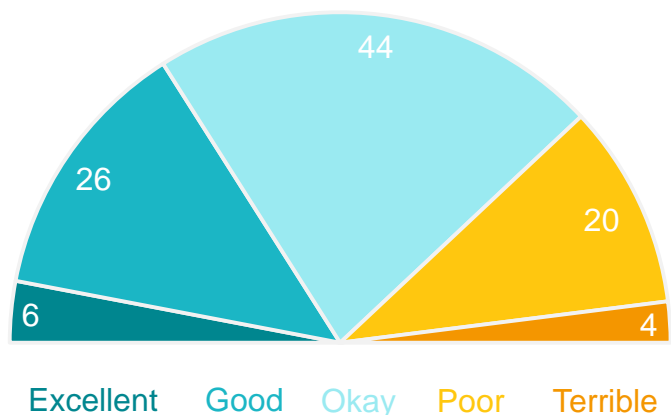
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 705).

# Value for money from Council rates

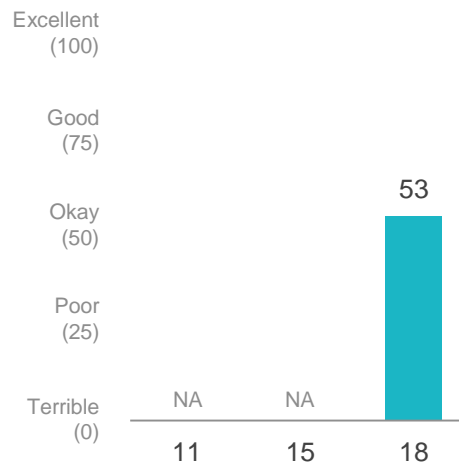
## Performance ratings

% of respondents



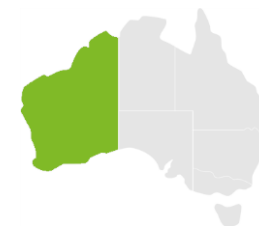
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	53
Industry High	64
Industry Standard	47

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
53	52	64	51	54	55	46	49	42	50	47	49	58	58	52	51	48	56	49	55	43	52	45	55	56

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

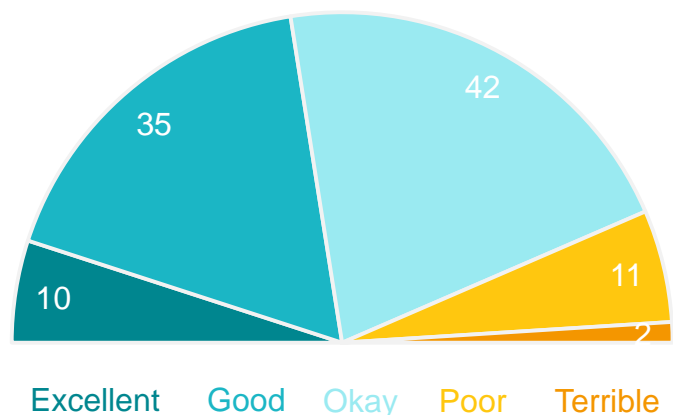
Base: All respondents, excludes 'unsure' and 'no response' (n = 663).



# Council's leadership

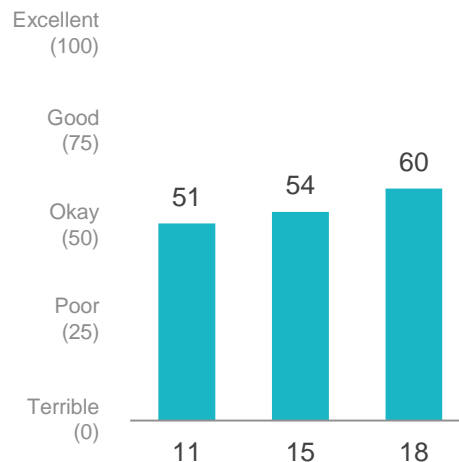
## Performance ratings

% of respondents



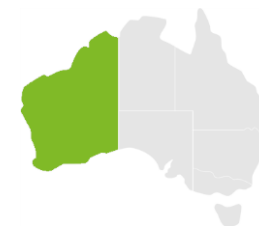
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	60
Industry High	74
Industry Standard	52

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
60	59	69	55	66	62	51	59	52	59	60	57	62	63	60	57	58	61	61	63	54	62	55	62	56

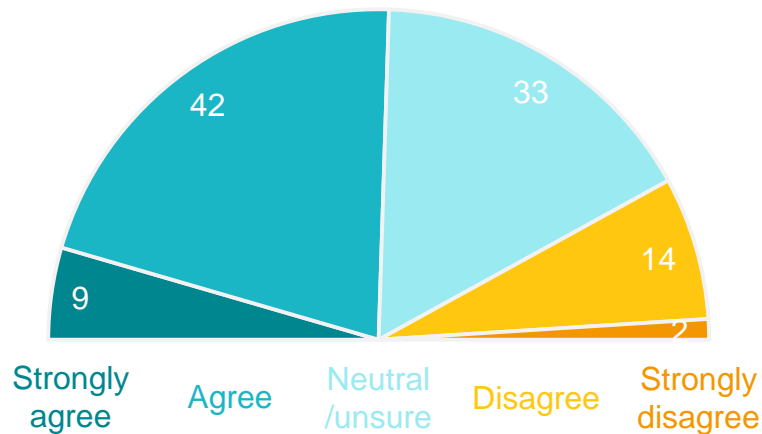
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 572).

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

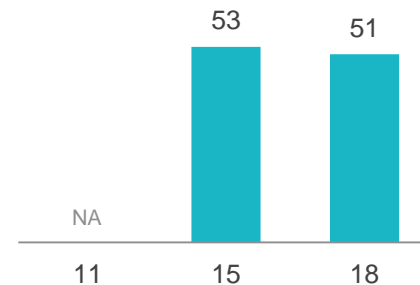
## Level of agreement

% of respondents



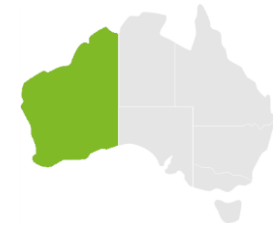
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Mandurah	51
Industry High	70
Industry Standard	40

## Variances across the community

% agree

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
51	51	54	47	54	56	41	53	36	43	54	46	53	46	48	41	44	50	45	40	51	62	54	58	55

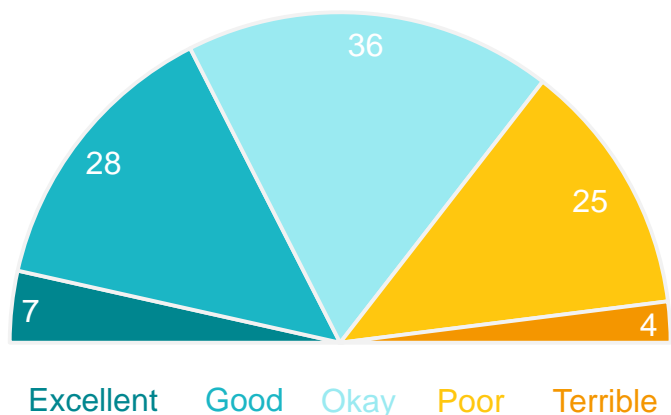
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 719).

# How the community is consulted about local issues

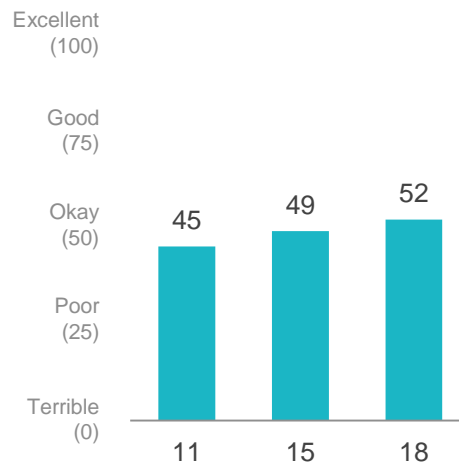
## Performance ratings

% of respondents



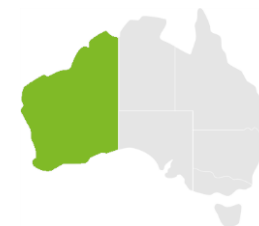
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	52
Industry High	64
Industry Standard	47

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
52	52	55	49	56	53	48	53	45	50	50	51	54	54	50	50	47	57	49	53	46	55	51	54	50

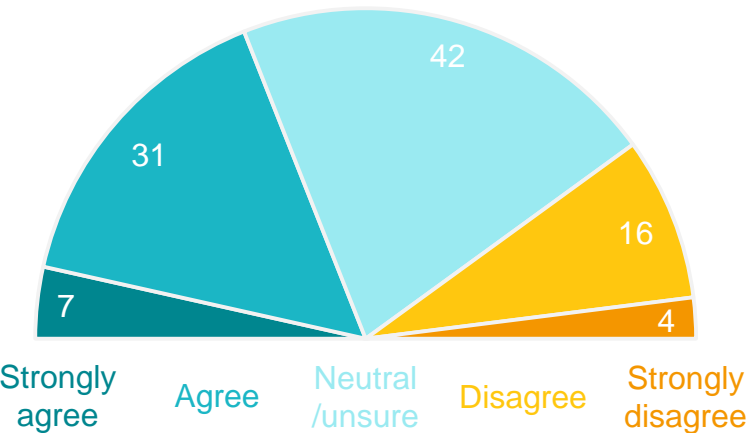
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 615).

# Elected Members (the Councillors) have a good understanding of community needs

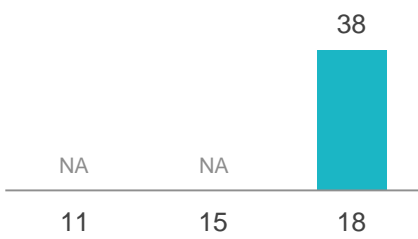
## Level of agreement

% of respondents



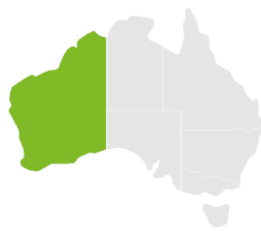
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Mandurah	38
Industry High	60
Industry Standard	35

## Variances across the community

% agree

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
38	38	40	32	43	36	44	45	30	41	38	35	40	42	34	39	36	46	39	43	37	31	41	37	30

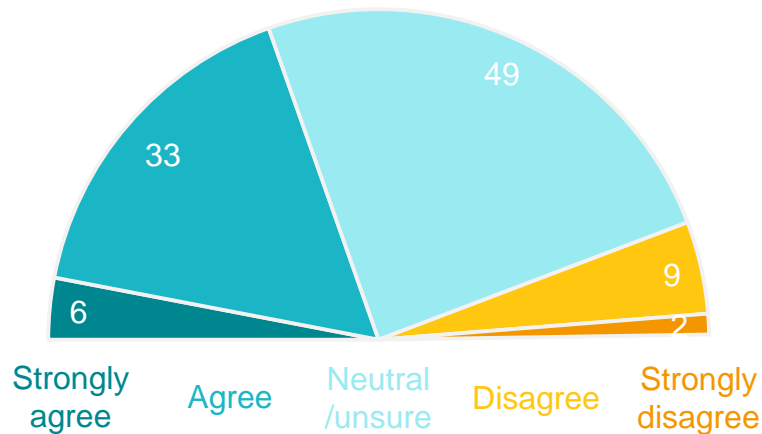
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 719).

# Staff have a good understanding of community needs

## Level of agreement

% of respondents



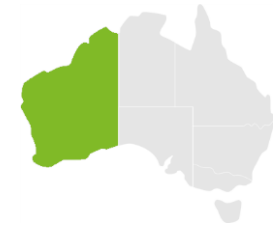
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Mandurah	39
Industry High	62
Industry Standard	38

## Variances across the community

% agree

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
39	39	35	39	39	41	39	42	31	36	33	38	43	41	39	39	44	37	38	43	31	34	51	42	33

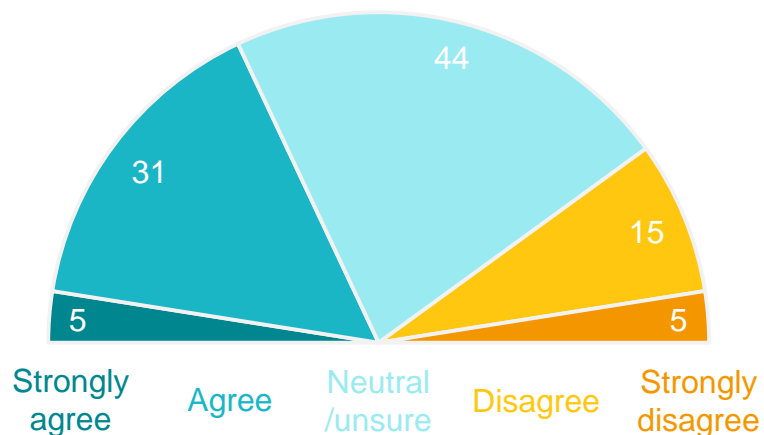
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 719).

# The City listens to and respects residents' views

## Level of agreement

% of respondents



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Mandurah	36
Industry High	39
Industry Standard	35

## Variances across the community

% agree

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
36	36	44	34	39	40	31	41	27	29	44	31	37	37	36	31	37	36	28	39	22	52	43	39	33

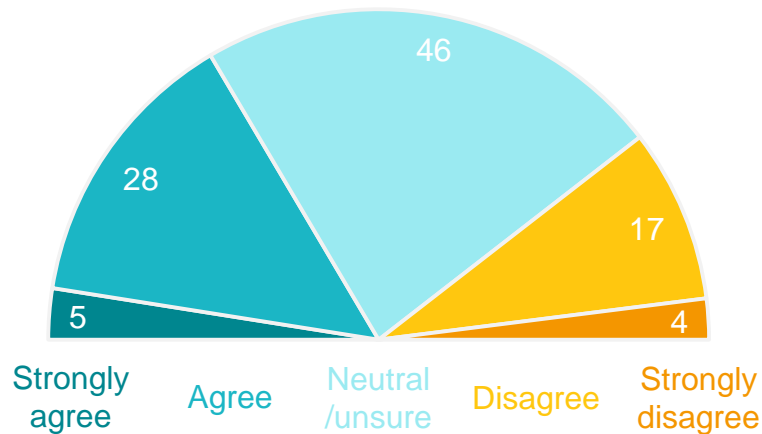
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 717).

# The City clearly explains reasons for decisions and how residents' views have been taken into account

## Level of agreement

% of respondents



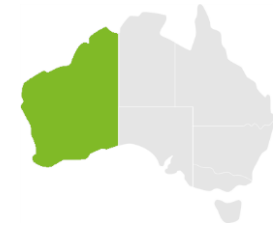
## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Mandurah	33
Industry High	62
Industry Standard	31

## Variances across the community

% agree

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
33	32	40	32	34	36	31	36	16	20	33	29	36	29	30	34	24	32	33	35	27	36	42	32	39

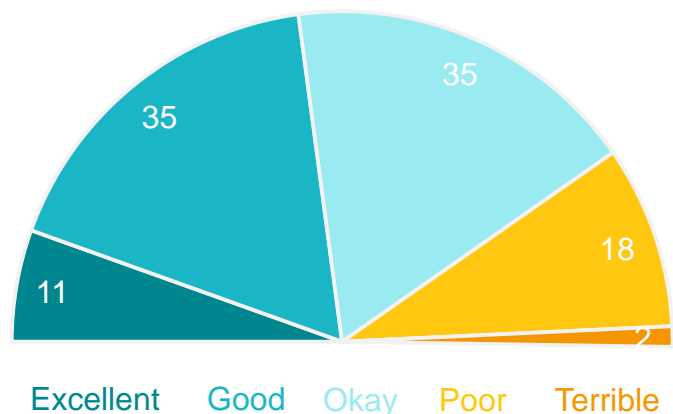
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 715).

# Advocacy and lobbying on behalf of the community to influence decisions, support local causes, etc

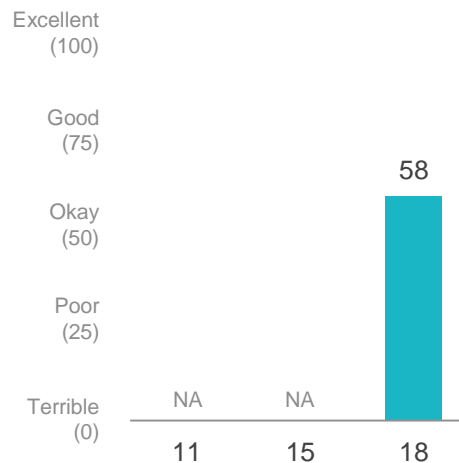
## Performance ratings

% of respondents



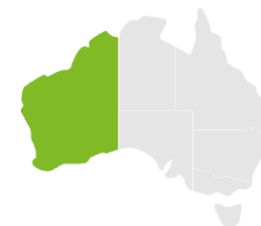
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	58
Industry High	68
Industry Standard	50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
58	57	68	54	63	59	56	61	50	59	63	56	58	58	56	57	56	59	60	62	52	58	49	62	56

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

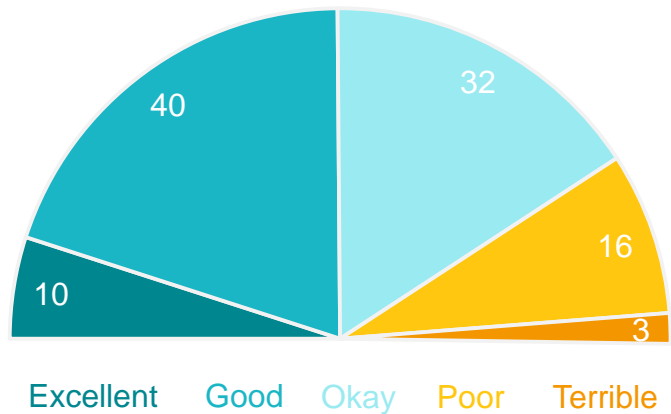
Base: All respondents, excludes 'unsure' and 'no response' (n = 540).



# How the community is informed about what's happening in the local area (including local issues, events, services and facilities)

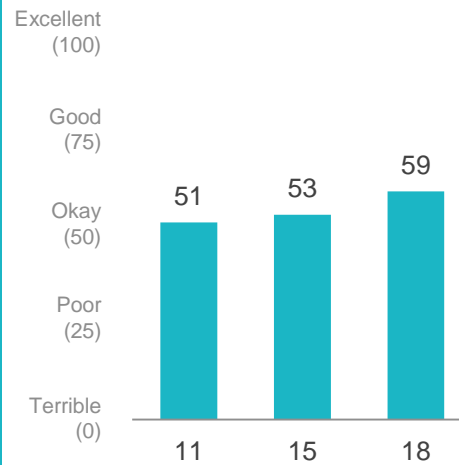
## Performance ratings

% of respondents



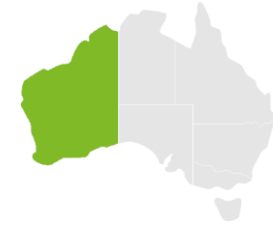
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	59
Industry High	68
Industry Standard	52

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
59	59	65	56	63	60	55	63	52	54	63	56	60	62	56	55	53	60	55	60	55	63	55	64	62

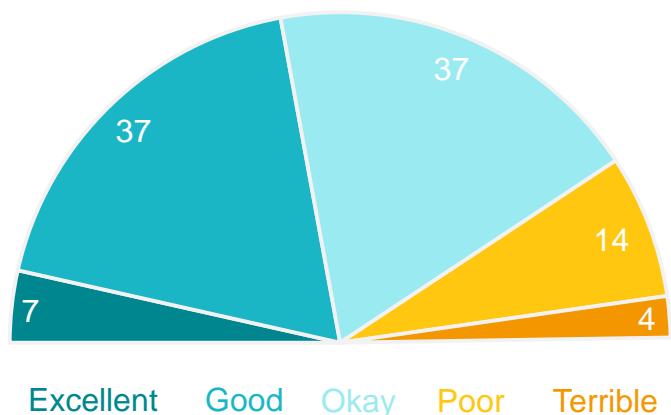
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 666).

# City Voice - City's newsletter

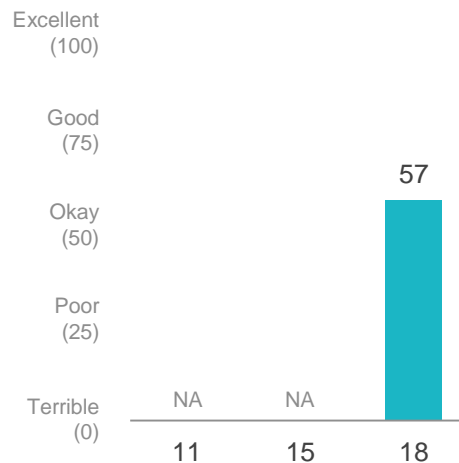
## Performance ratings

% of respondents



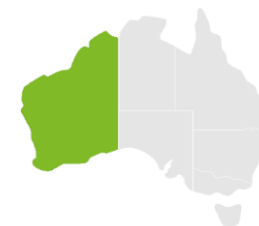
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	57
Industry High	76
Industry Standard	62

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
57	56	65	53	61	60	50	57	50	54	53	55	60	61	58	57	51	64	52	59	54	63	60	58	54

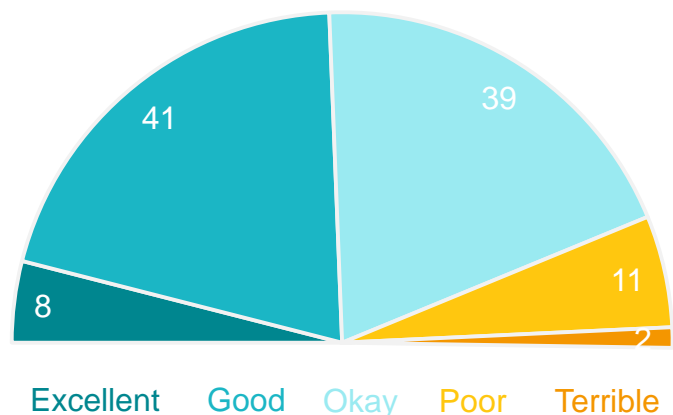
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 492).

# City's website

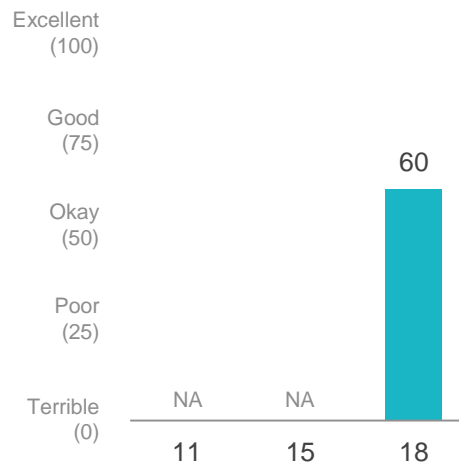
## Performance ratings

% of respondents



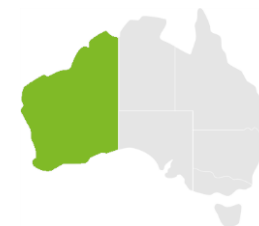
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	60
Industry High	69
Industry Standard	60

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
60	60	64	59	62	62	54	64	53	55	60	58	62	61	61	57	56	64	55	58	59	70	63	60	63

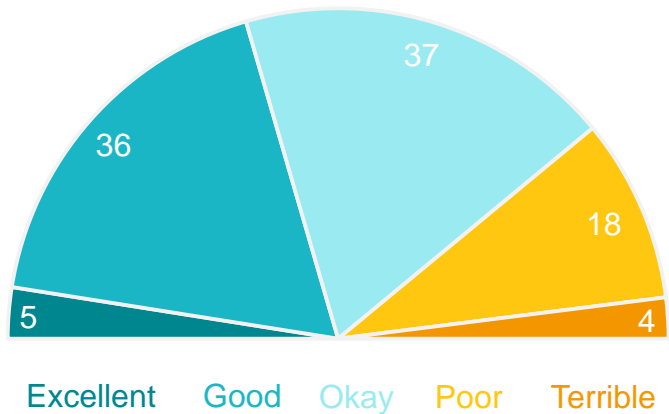
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 544).

# Social media presence on Facebook, Twitter, Instagram, LinkedIn, etc

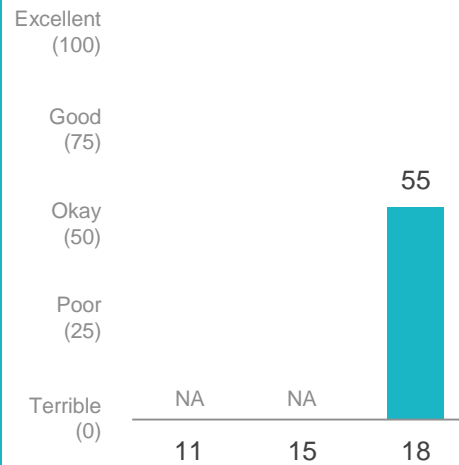
## Performance ratings

% of respondents



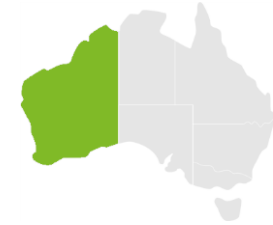
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	55
Industry High	73
Industry Standard	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
55	54	61	48	61	56	45	58	54	53	54	55	56	60	55	46	50	62	52	54	57	61	52	54	59

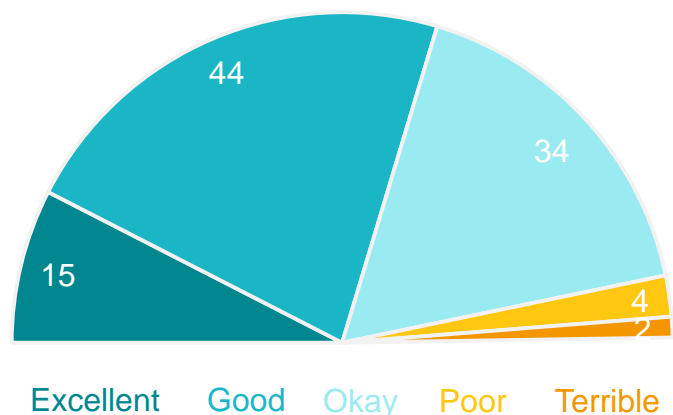
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 409).

# Customer service

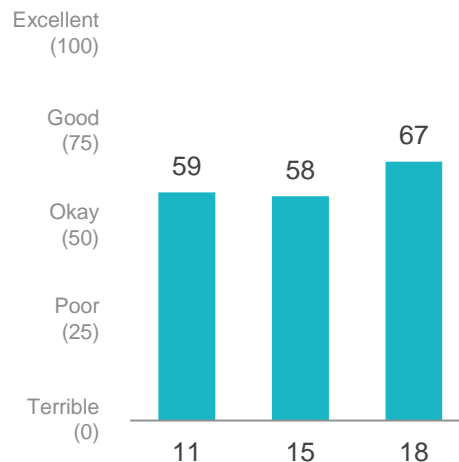
## Performance ratings

% of respondents



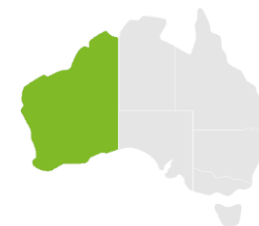
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	67
Industry High	79
Industry Standard	61

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
67	66	70	64	69	68	66	66	60	64	69	63	68	66	67	61	70	66	67	67	63	66	67	66	69

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

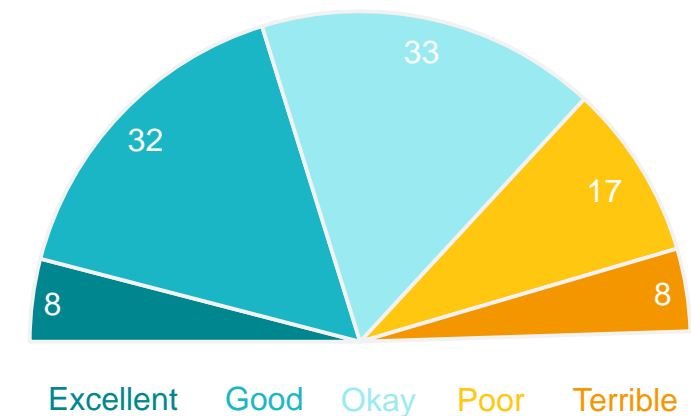
Base: All respondents, excludes 'unsure' and 'no response' (n = 621).

# Economic Development

# Economic development (what the City is doing to attract investors, attract and retain businesses, grow tourism and create more job opportunities)

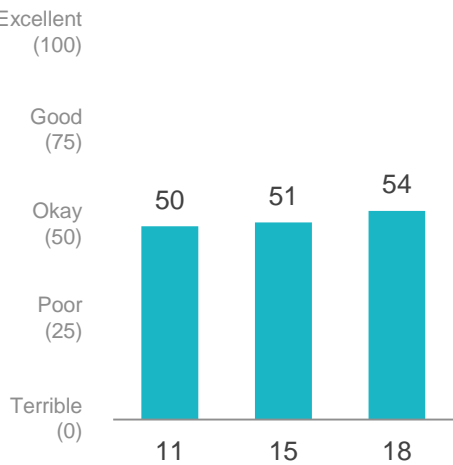
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Variances across the community

Performance Index Score

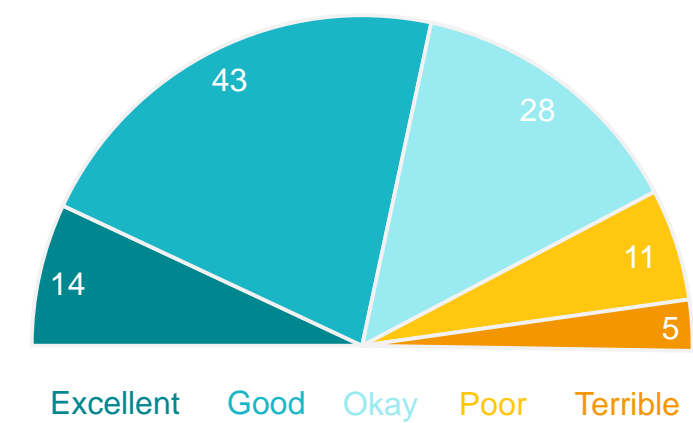
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
54	54	53	49	58	57	52	46	45	53	50	51	57	51	55	57	57	55	49	53	56	57	53	56	46

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 623).

# Efforts to develop and promote Mandurah as a tourism destination

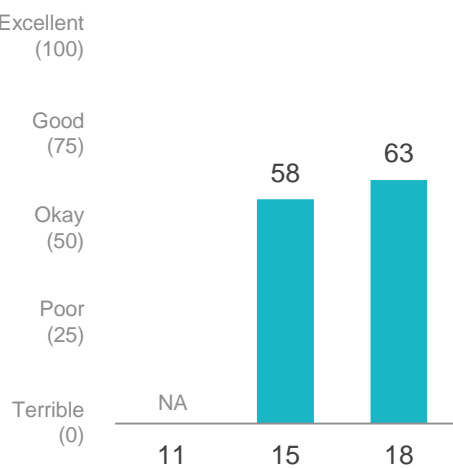
## Performance ratings

% of respondents



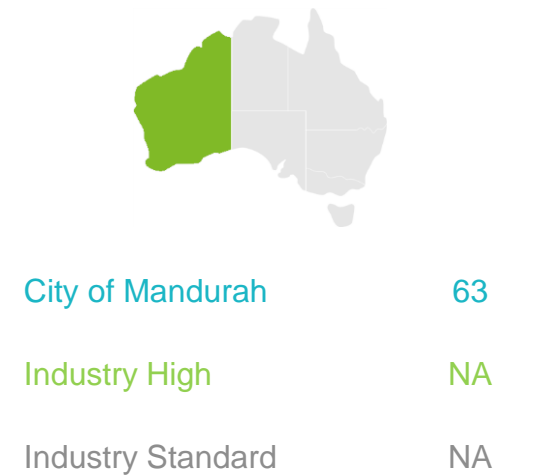
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
63	63	62	59	66	65	55	63	53	61	61	61	65	61	61	63	63	64	57	61	60	67	65	64	64

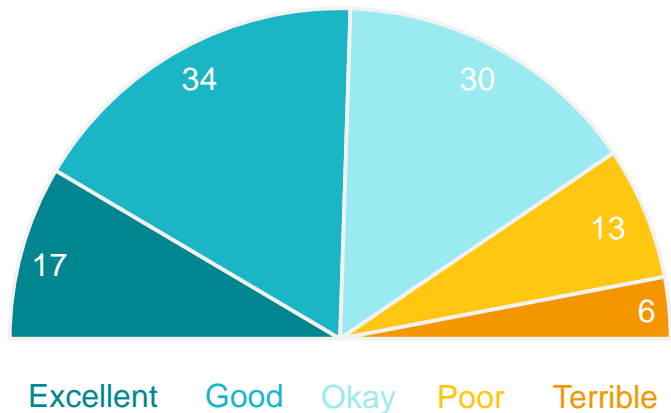
Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 668).



# How the City centre is being developed

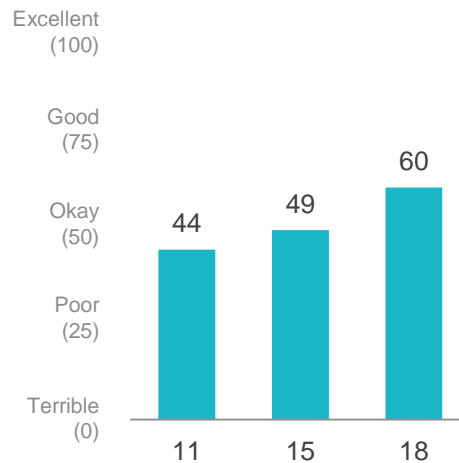
## Performance ratings

% of respondents



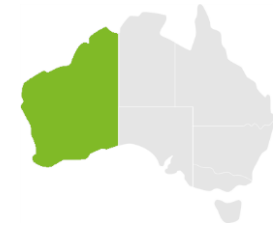
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	60
Industry High	69
Industry Standard	51

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
60	60	66	56	64	62	59	60	52	58	64	57	61	57	59	60	60	66	61	58	53	59	56	61	58

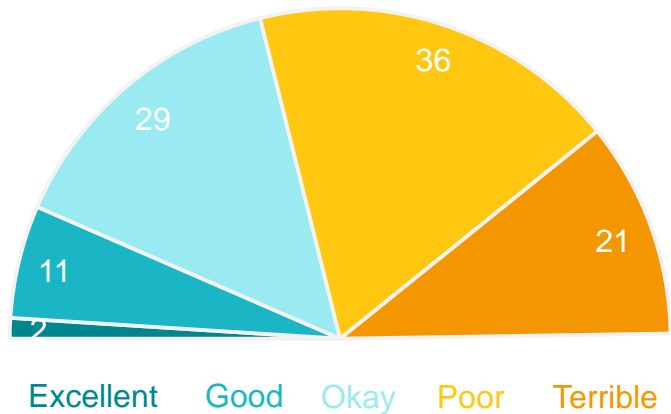
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 686).

# Access to employment opportunities

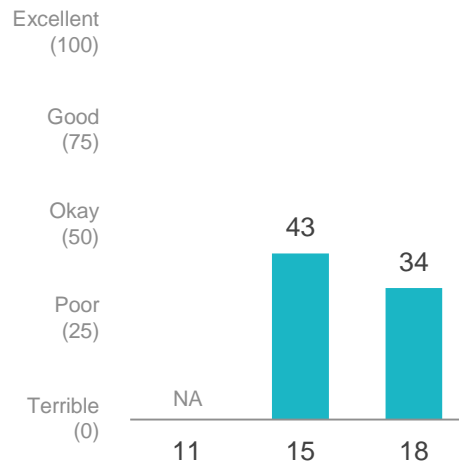
## Performance ratings

% of respondents



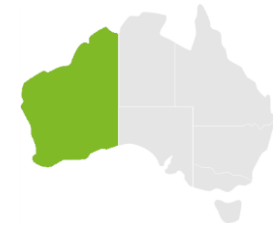
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	34
Industry High	NA
Industry Standard	NA

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
34	34	37	31	37	38	33	30	27	32	34	30	37	29	35	33	34	36	30	25	29	42	32	39	33

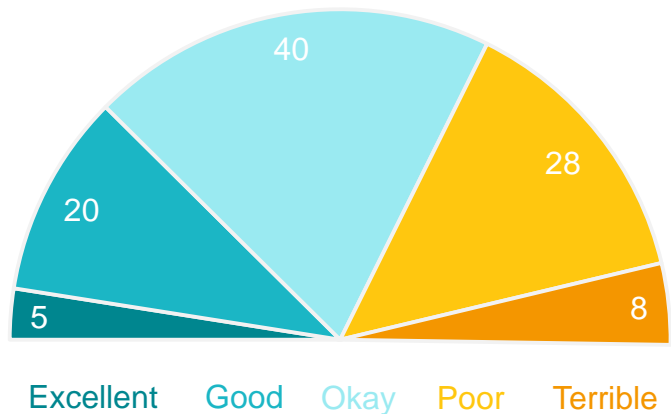
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 544).

# Access to education and training opportunities

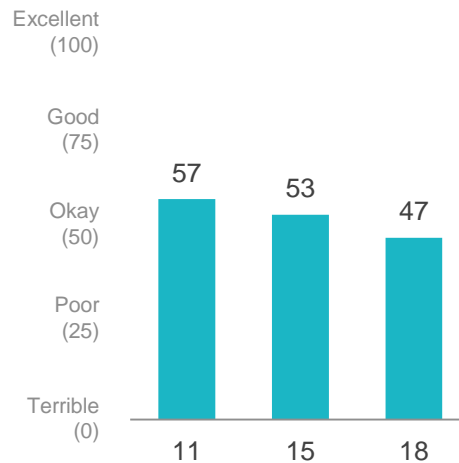
## Performance ratings

% of respondents



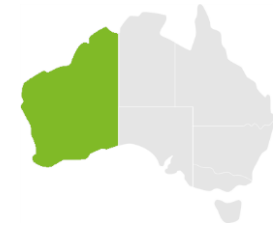
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	47
Industry High	63
Industry Standard	49

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
47	46	49	44	49	51	44	40	40	44	45	42	53	45	46	50	42	44	44	44	43	53	46	51	45

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

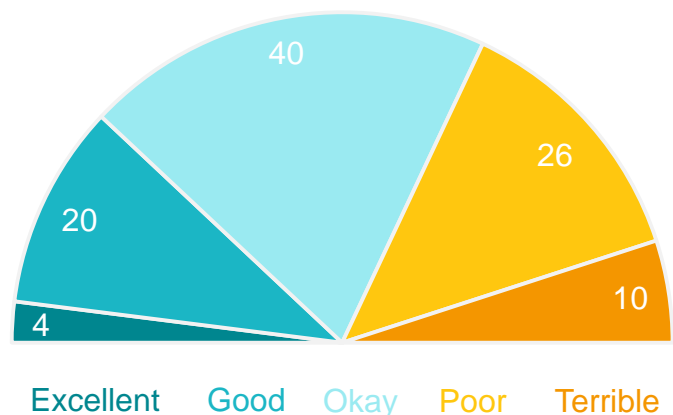
Base: All respondents, excludes 'unsure' and 'no response' (n = 531).

# Community Services

# Services and facilities for youth

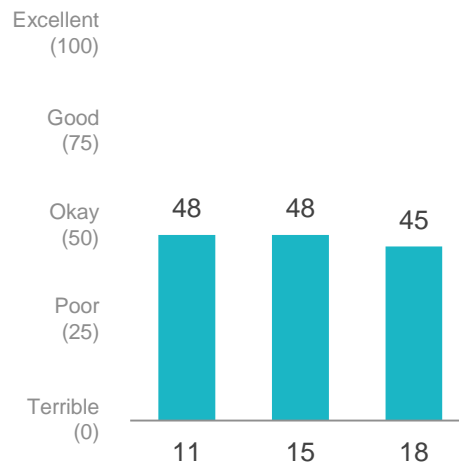
## Performance ratings

% of respondents



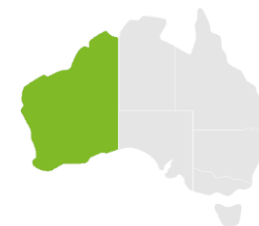
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	45
Industry High	68
Industry Standard	51

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
45	44	52	43	48	50	42	43	38	38	42	43	50	44	42	41	45	39	47	49	33	48	43	49	46

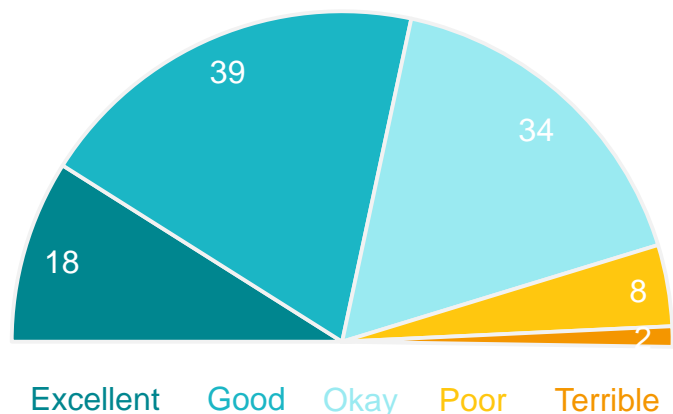
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 509).

# Facilities, services and care available for seniors

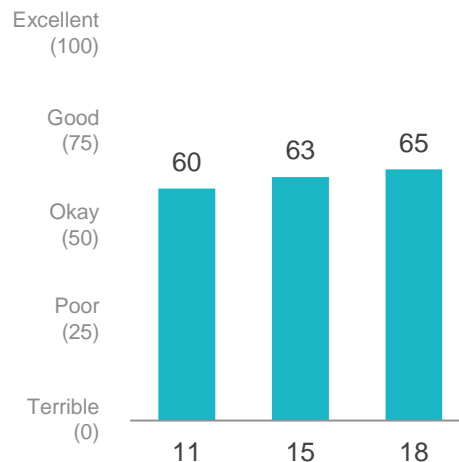
## Performance ratings

% of respondents



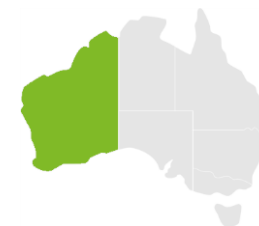
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	65
Industry High	67
Industry Standard	58

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
65	64	75	65	66	68	62	65	60	59	71	60	66	64	65	66	61	63	68	61	56	73	64	66	69

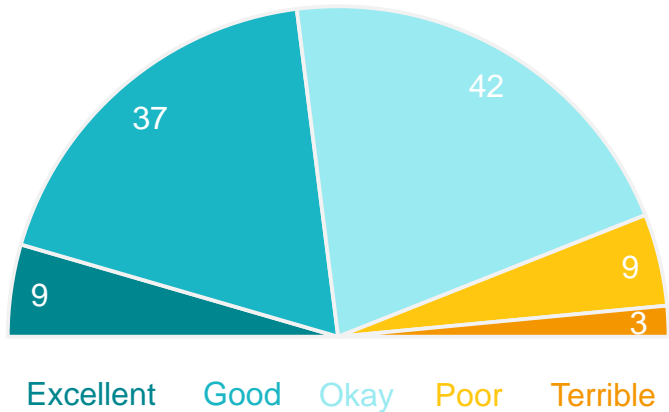
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 556).

# Access to services and facilities for people with a disability

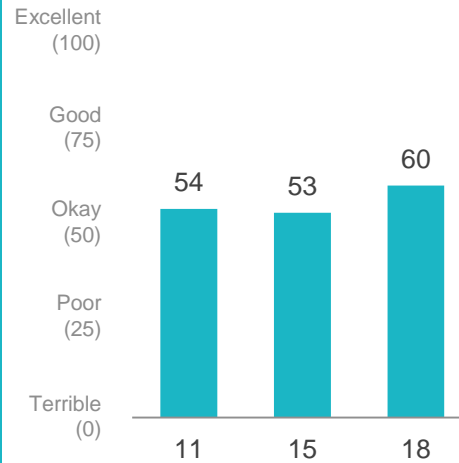
## Performance ratings

% of respondents



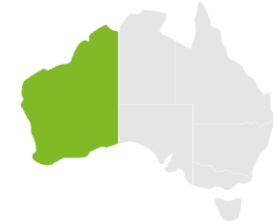
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	60
Industry High	66
Industry Standard	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
60	59	66	60	60	63	60	58	53	54	68	54	59	52	59	55	55	60	66	58	48	64	59	60	68

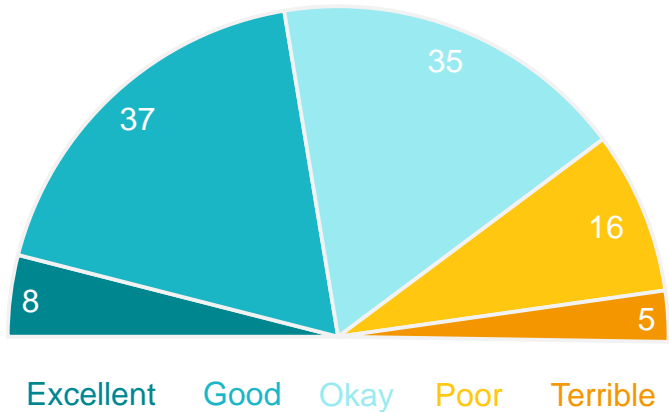
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 429).

# Access to health and community services

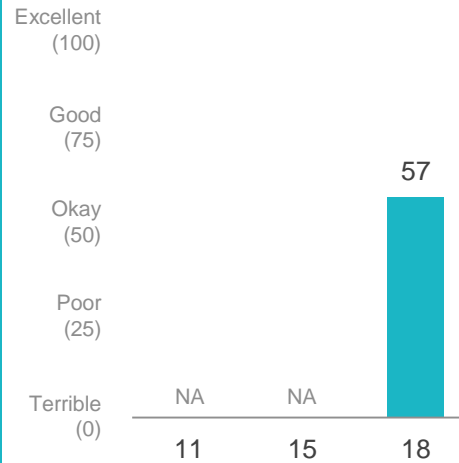
## Performance ratings

% of respondents



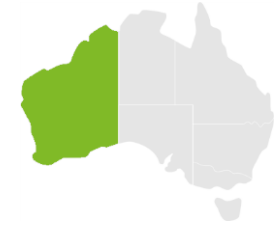
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	57
Industry High	69
Industry Standard	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
57	57	56	55	58	61	53	52	47	52	54	52	61	51	54	57	55	56	55	52	50	57	59	60	59

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

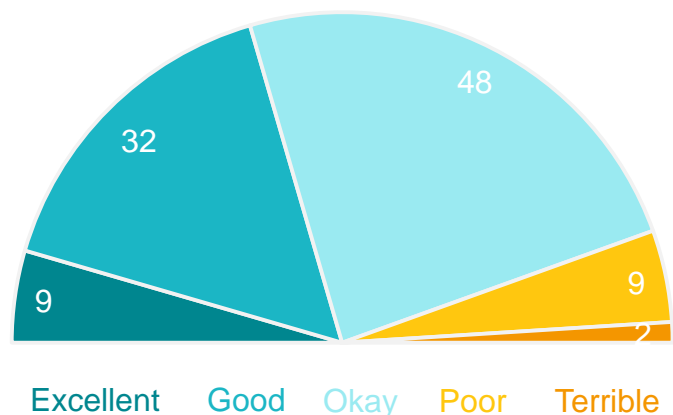
Base: All respondents, excludes 'unsure' and 'no response' (n = 633).



# Community buildings, halls and toilets

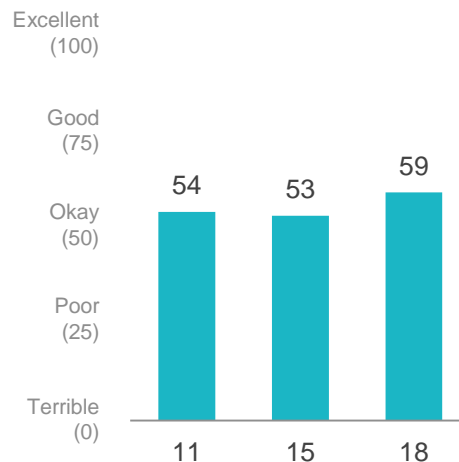
## Performance ratings

% of respondents



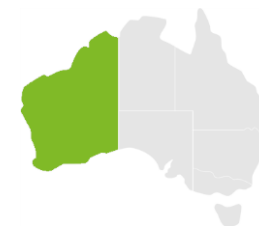
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	59
Industry High	77
Industry Standard	59

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
59	59	60	59	60	61	56	56	54	57	57	55	63	55	62	55	58	57	59	59	55	66	58	60	59

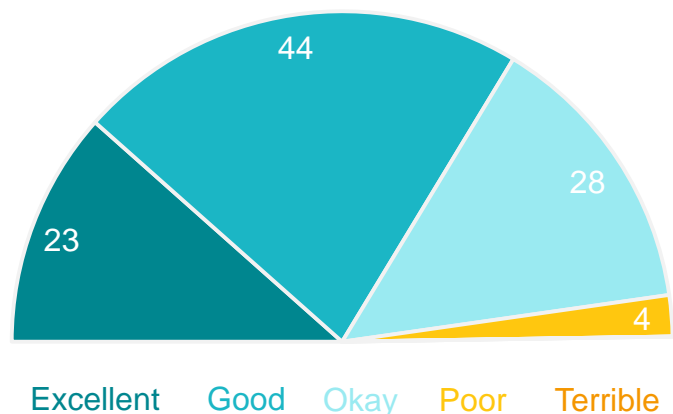
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 655).

# Sport and recreation facilities

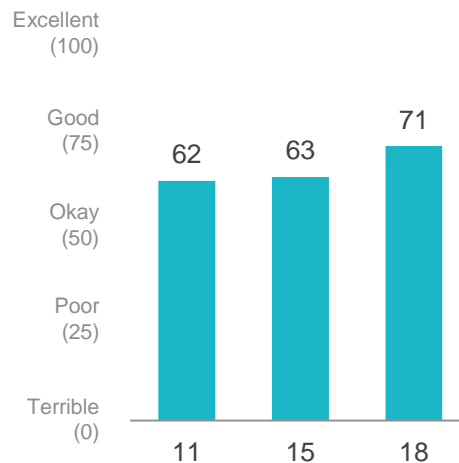
## Performance ratings

% of respondents



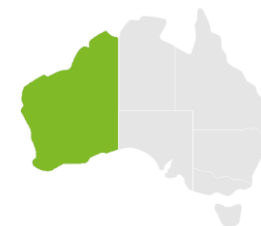
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	71
Industry High	77
Industry Standard	65

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
71	71	72	71	72	74	70	71	67	67	72	68	74	73	70	70	71	64	67	70	66	82	73	73	79

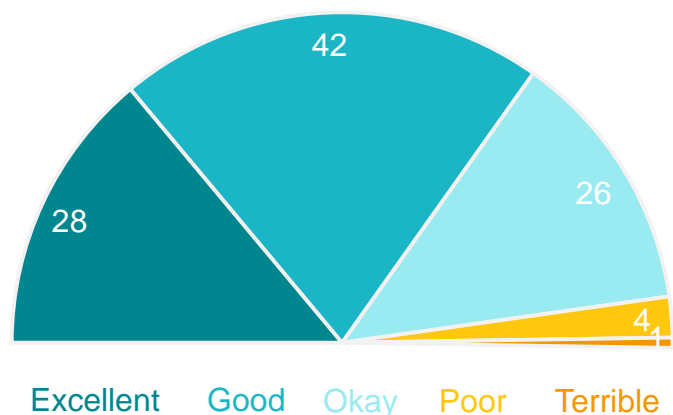
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 655).

# Playgrounds, parks and reserves

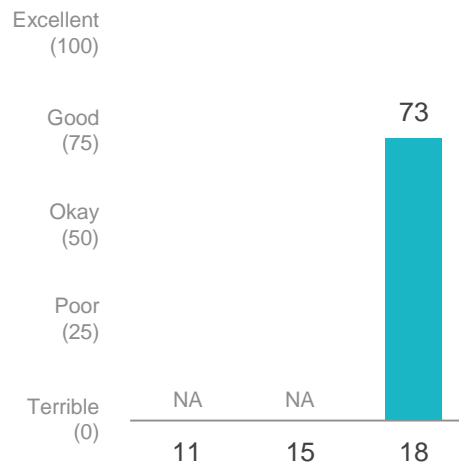
## Performance ratings

% of respondents



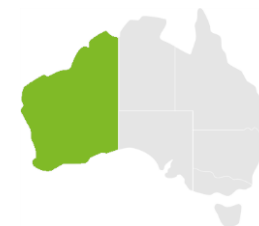
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	73
Industry High	85
Industry Standard	68

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
73	73	72	73	73	75	73	77	68	67	74	70	75	72	74	69	71	67	73	75	68	81	72	75	77

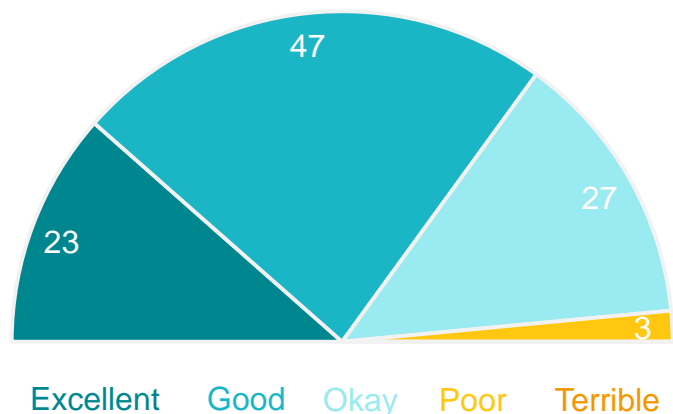
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 690).

# Library and information services

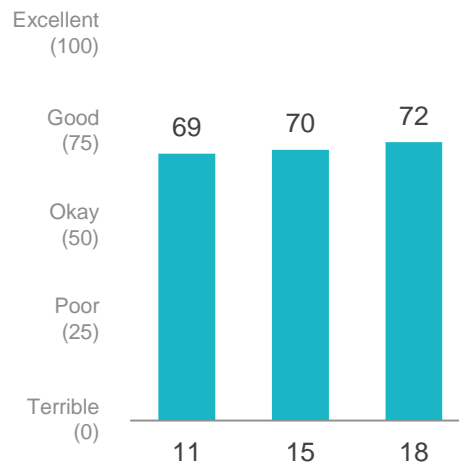
## Performance ratings

% of respondents



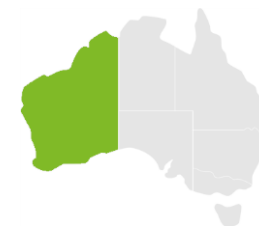
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	72
Industry High	89
Industry Standard	72

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
72	73	68	68	76	74	71	73	68	70	69	70	76	70	72	69	79	75	69	71	65	75	79	72	68

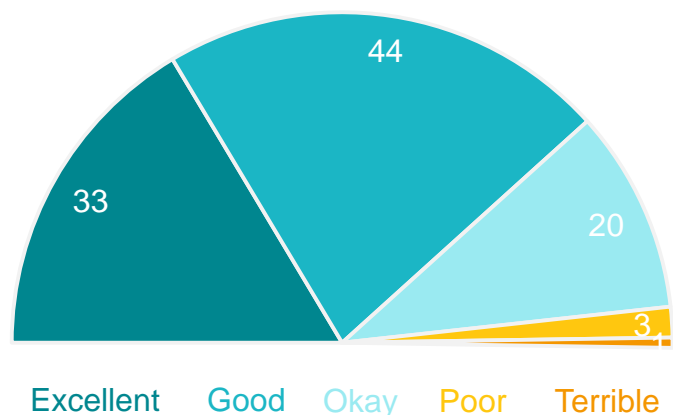
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 616).

# Festivals, events, art and cultural activities

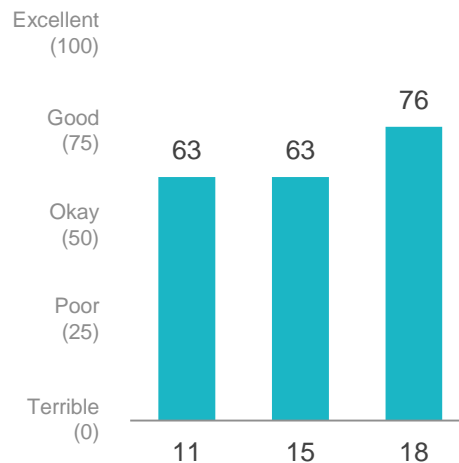
## Performance ratings

% of respondents



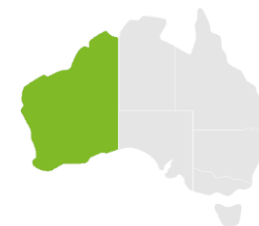
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	76
Industry High	83
Industry Standard	64

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
76	77	75	72	80	78	69	81	73	74	76	75	77	77	78	77	75	74	73	77	80	83	74	77	78

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

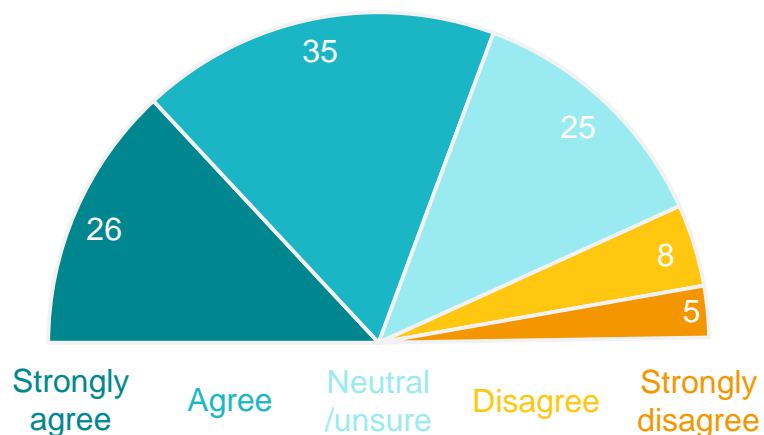
Base: All respondents, excludes 'unsure' and 'no response' (n = 679).

# Community Sentiment

## I have a strong connection with my neighbours

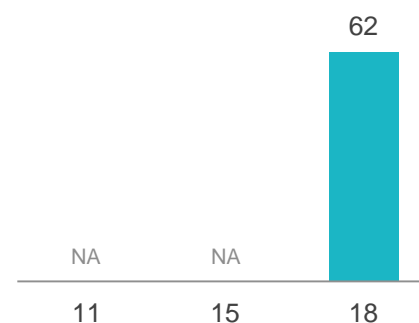
### Level of agreement

% of respondents



### Trend Analysis

% agree



### MARKYT Industry Standards

% agree



City of Mandurah	62
Industry High	NA
Industry Standard	NA

### Variances across the community

% agree

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
62	63	53	57	66	63	47	61	50	69	46	62	70	64	61	57	79	84	49	69	39	56	51	59	56

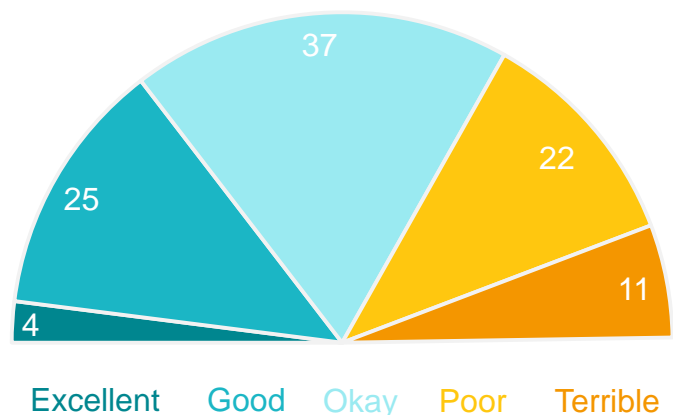
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 718).

# Safety and security

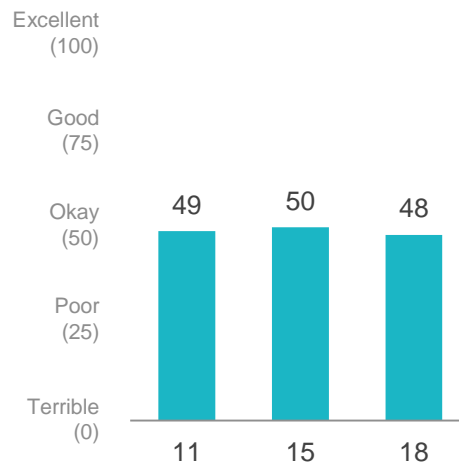
## Performance ratings

% of respondents



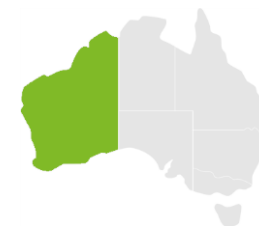
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	48
Industry High	75
Industry Standard	55

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
48	47	56	45	50	48	46	51	49	50	47	45	50	48	48	47	51	48	43	50	42	52	48	50	42

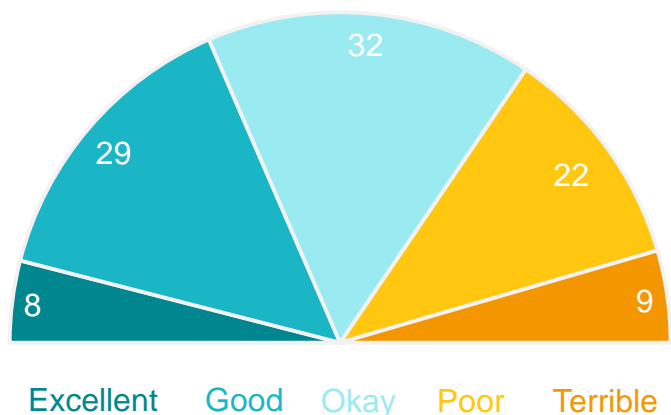
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 670).

# The control of graffiti, vandalism & anti-social behaviour

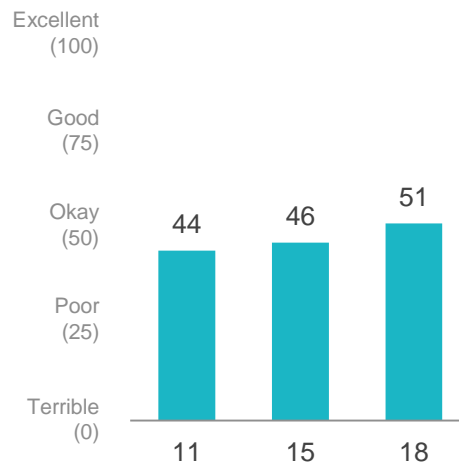
## Performance ratings

% of respondents



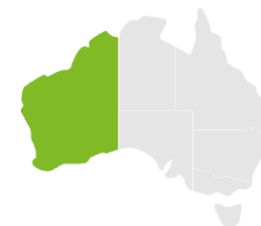
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	51
Industry High	67
Industry Standard	50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
51	50	59	49	53	52	45	52	49	51	53	47	53	51	52	46	49	50	45	50	46	59	58	55	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 651).

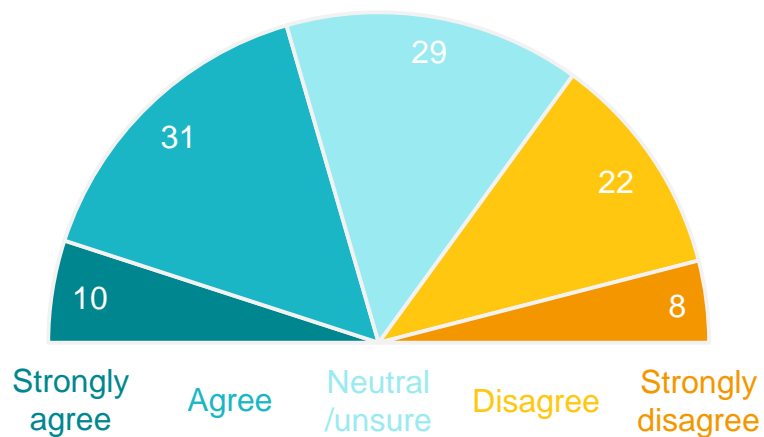


# Community Sentiment

## I feel safe in Mandurah

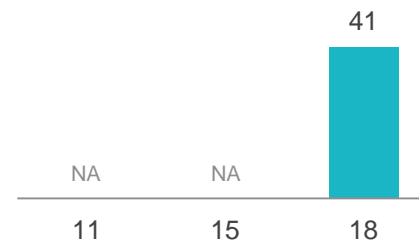
### Level of agreement

% of respondents



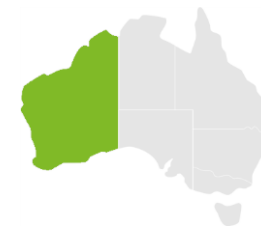
### Trend Analysis

% agree



### MARKYT Industry Standards

% agree



City of Mandurah	41
Industry High	NA
Industry Standard	NA

### Variances across the community

% agree

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
41	39	55	40	42	41	46	47	38	44	38	40	42	43	47	43	52	45	38	40	28	51	35	40	31

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

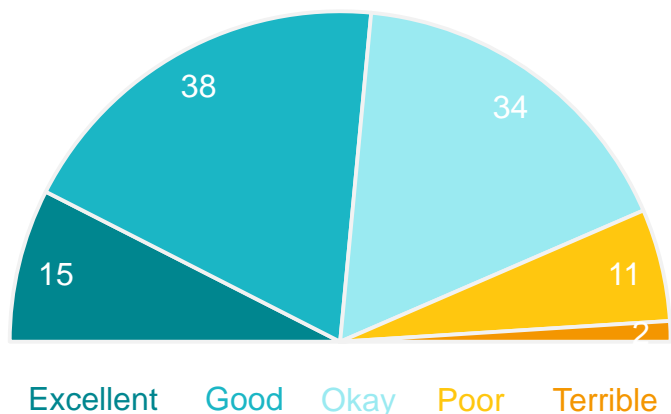
Base: All respondents, excludes 'no response' (n = 723).

# Built Environment

# The area's character and identity

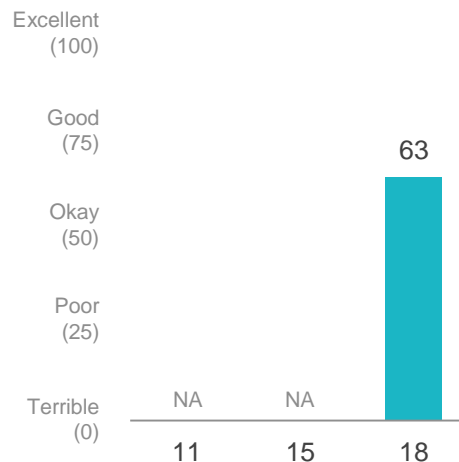
## Performance ratings

% of respondents



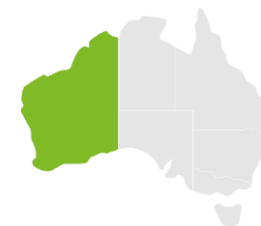
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	63
Industry High	85
Industry Standard	61

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
63	63	66	62	64	65	59	66	56	60	66	59	65	64	64	61	60	65	62	63	61	68	66	61	66

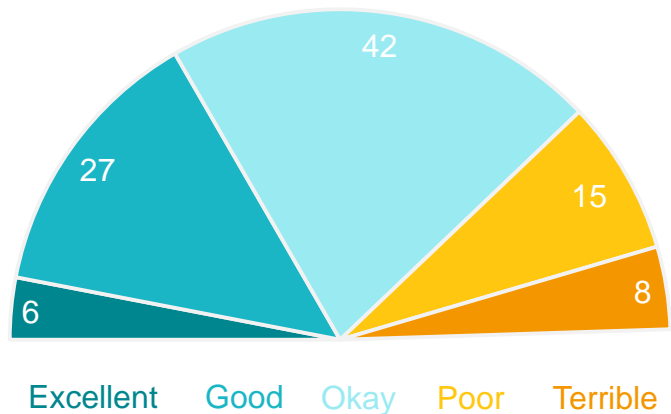
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 678).

# Planning and building approvals

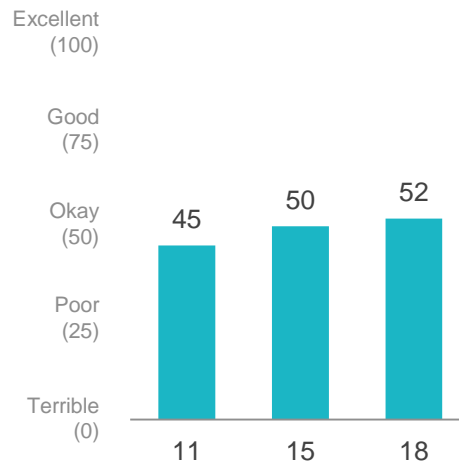
## Performance ratings

% of respondents



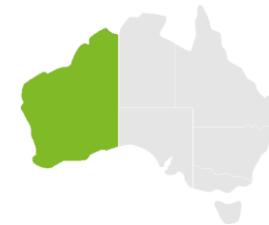
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	52
Industry High	65
Industry Standard	46

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
52	52	53	51	52	54	49	53	43	52	48	52	54	55	51	44	58	51	53	48	50	56	49	54	48

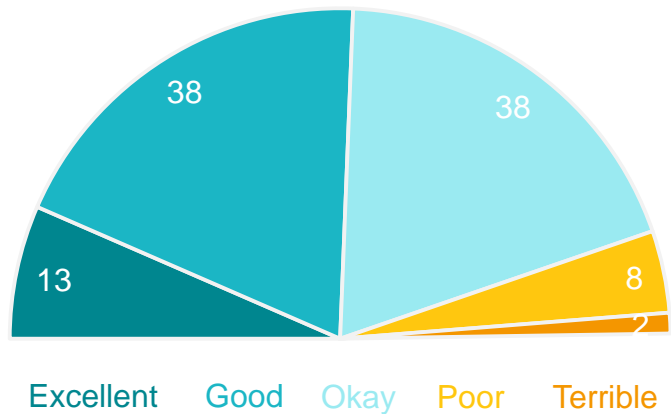
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 463).

# Access to housing that meets your needs

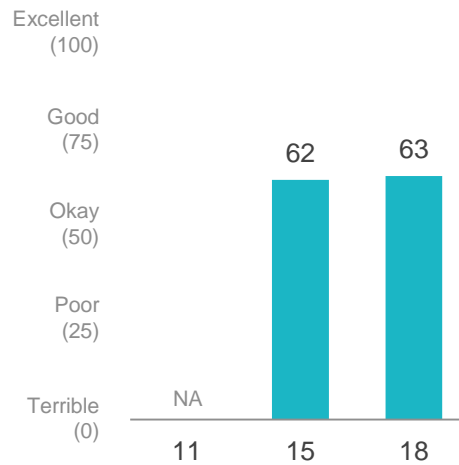
## Performance ratings

% of respondents



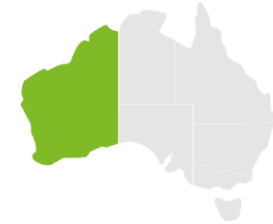
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	63
Industry High	68
Industry Standard	61

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
63	64	56	61	65	63	67	64	56	59	59	65	64	58	62	59	63	70	59	63	66	62	69	63	63

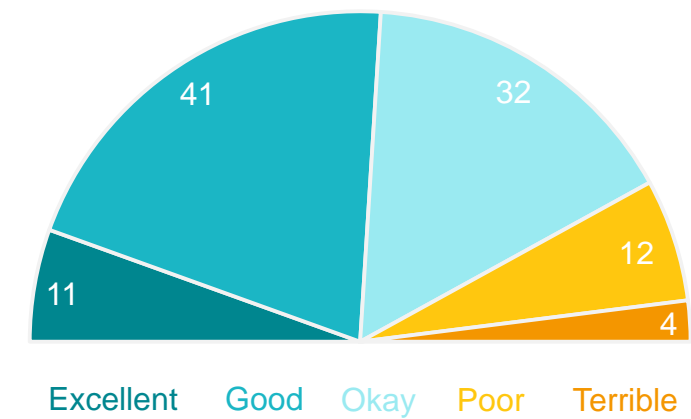
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 501).

# Building and maintaining local roads

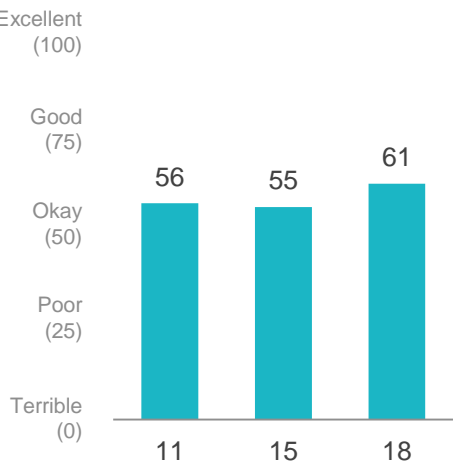
## Performance ratings

% of respondents



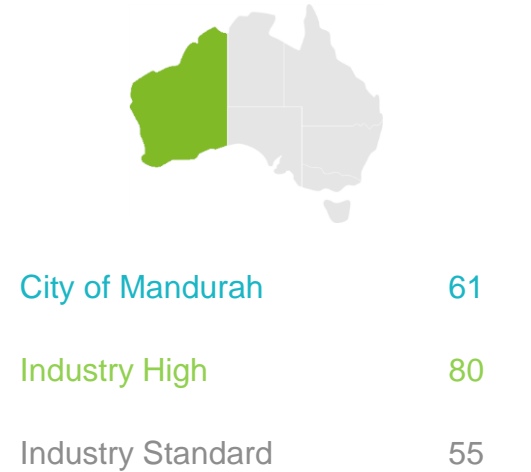
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Variances across the community

Performance Index Score

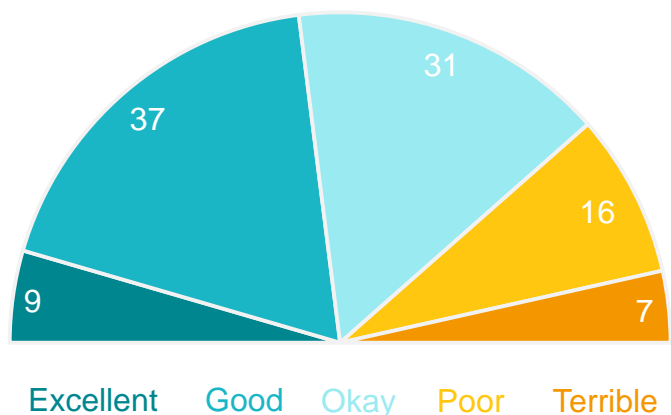
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
61	61	64	60	62	63	62	65	57	55	66	56	62	65	63	51	57	65	66	62	48	69	58	63	58

Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 684).

# Traffic management and control on local roads

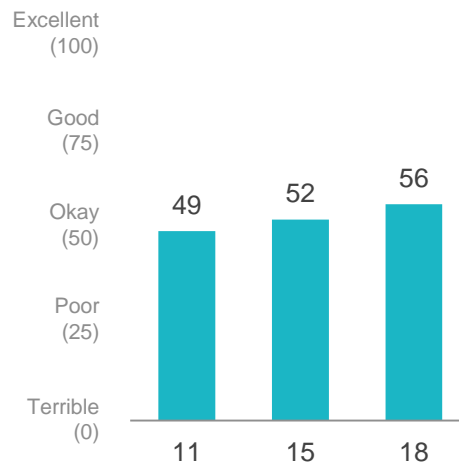
## Performance ratings

% of respondents



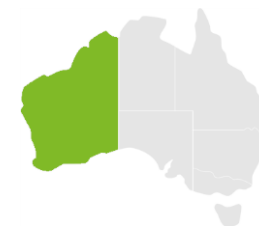
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	56
Industry High	67
Industry Standard	54

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
56	55	60	54	58	58	57	54	47	50	59	51	58	58	58	50	54	56	60	58	50	65	50	56	51

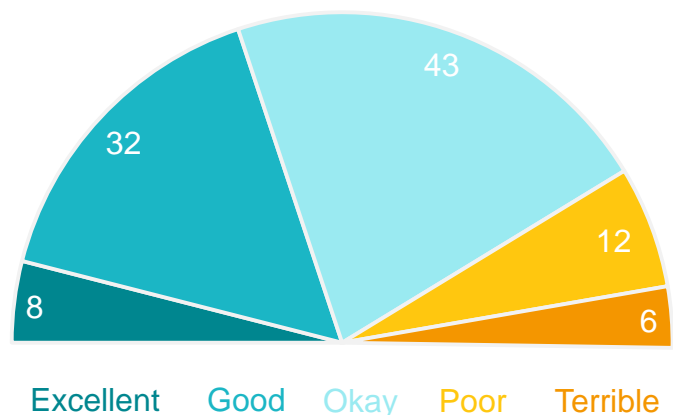
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 682).

# Management of parking

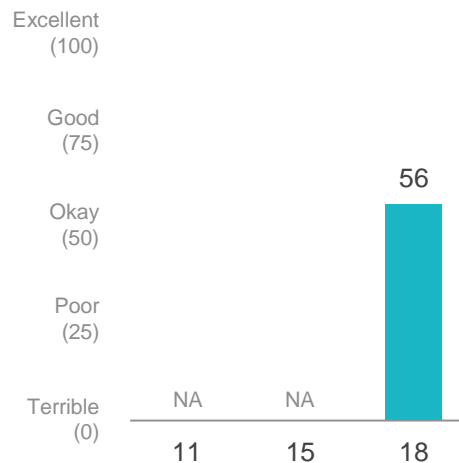
## Performance ratings

% of respondents



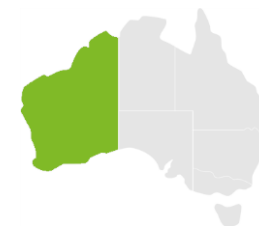
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	56
Industry High	64
Industry Standard	50

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
56	56	57	53	58	59	50	51	49	51	59	51	58	54	59	47	54	56	58	55	57	61	57	58	53

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

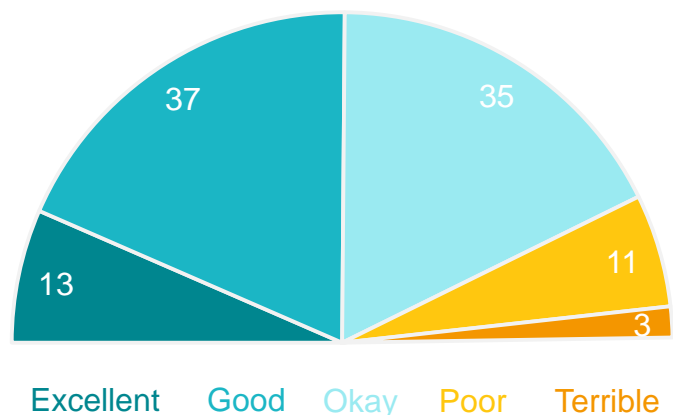
Base: All respondents, excludes 'unsure' and 'no response' (n = 678).



# Footpaths and cycleways

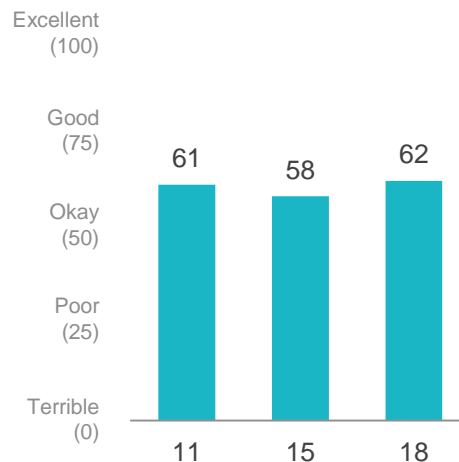
## Performance ratings

% of respondents



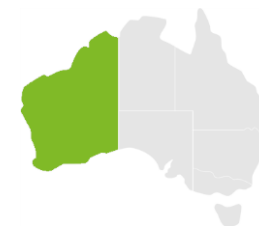
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	62
Industry High	71
Industry Standard	54

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
62	62	62	60	63	64	62	61	53	56	66	59	62	58	63	54	58	66	61	62	49	65	61	64	63

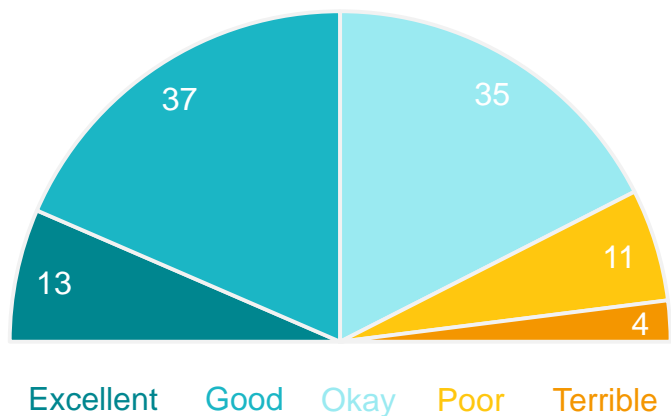
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 681).

# Streetscapes

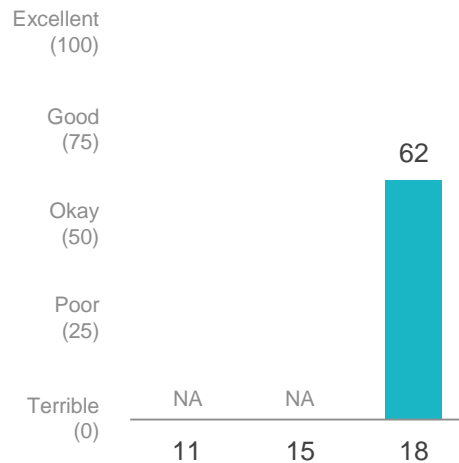
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	62
Industry High	83
Industry Standard	56

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
62	62	61	59	64	64	54	60	56	59	60	58	65	60	60	56	59	64	61	64	48	63	64	65	57

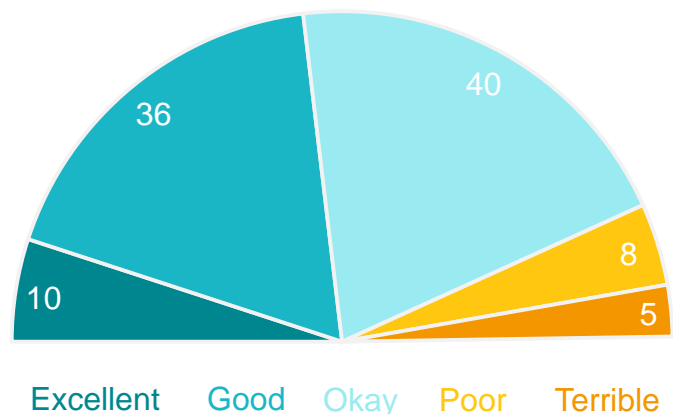
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 656).

# Lighting of streets and public places

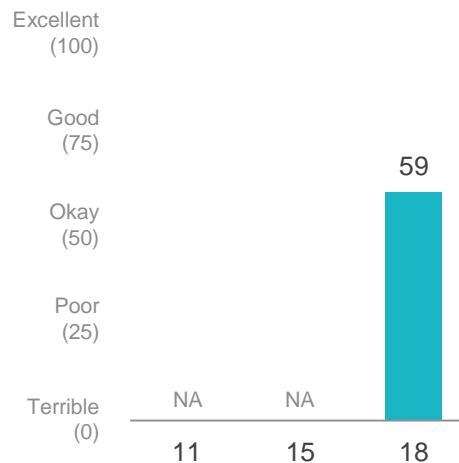
## Performance ratings

% of respondents



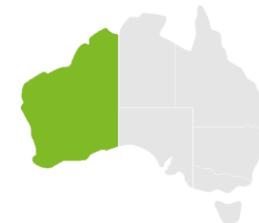
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	59
Industry High	65
Industry Standard	55

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
59	59	61	59	60	61	57	61	54	59	55	56	64	64	59	55	59	64	52	65	53	64	65	62	54

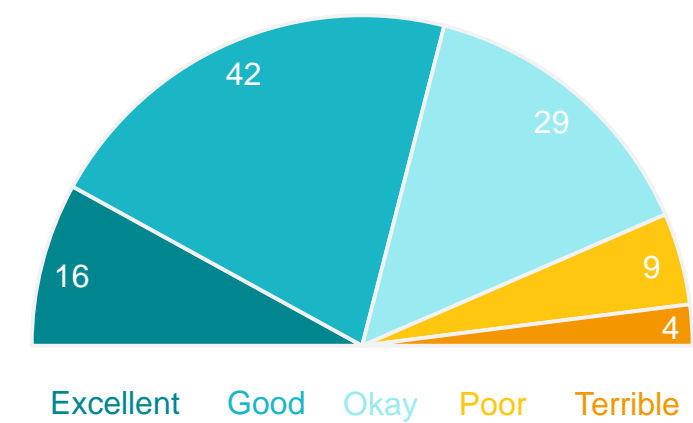
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 674).

# Access to public transport

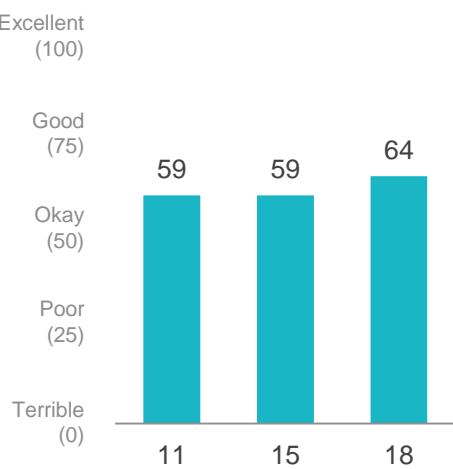
## Performance ratings

% of respondents



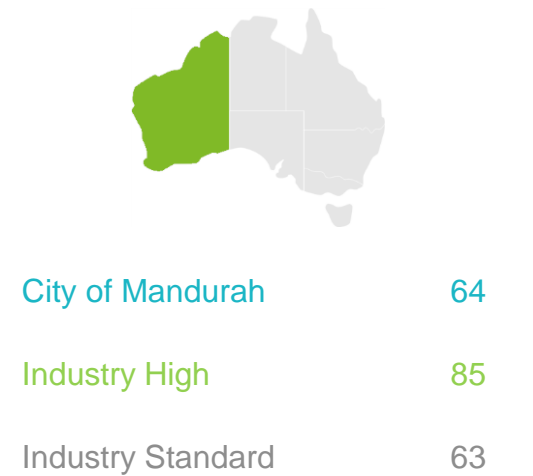
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
64	64	68	64	64	66	62	66	55	62	65	60	66	61	62	57	62	70	64	63	57	56	63	68	65

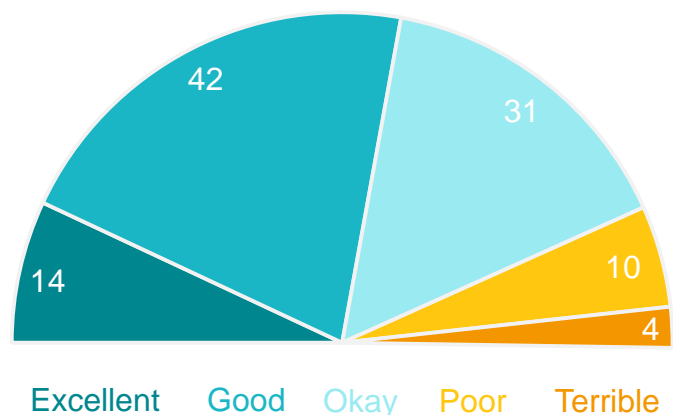
Q. How would you rate performance in the following areas?  
 Base: All respondents, excludes 'unsure' and 'no response' (n = 676).

# Natural Environment

# Conservation and environmental management

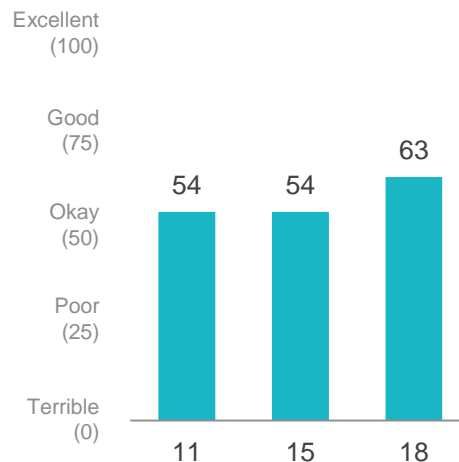
## Performance ratings

% of respondents



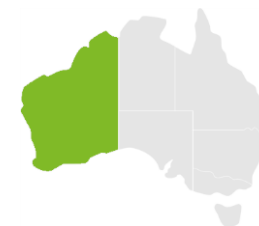
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	63
Industry High	76
Industry Standard	58

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
63	63	61	63	63	65	64	60	54	58	63	62	64	62	64	62	64	57	65	60	51	75	69	62	63

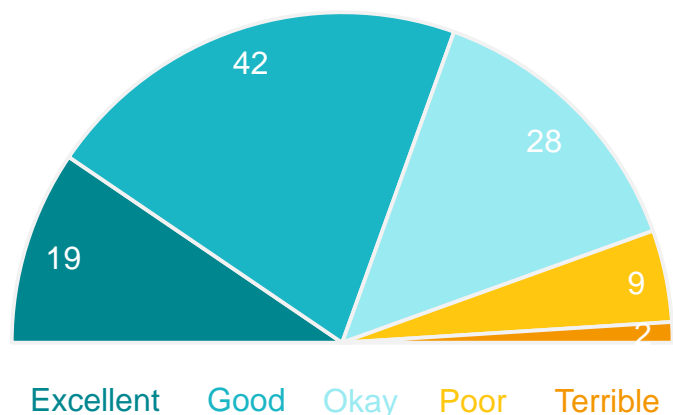
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 627).

# The management of coastal and estuary areas

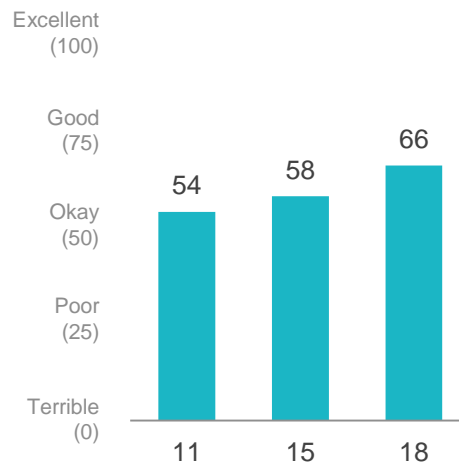
## Performance ratings

% of respondents



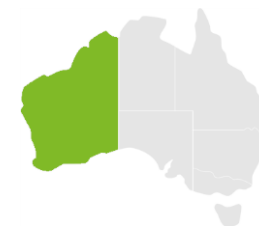
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah 66

Industry High 66

Industry Standard 57

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
66	66	67	66	67	69	64	65	59	62	69	64	66	63	69	67	63	63	71	64	56	77	68	66	65

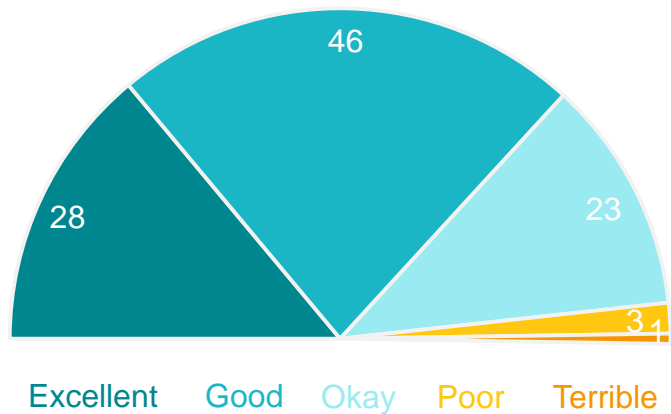
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 660).

# Access to beaches, the estuary and the river

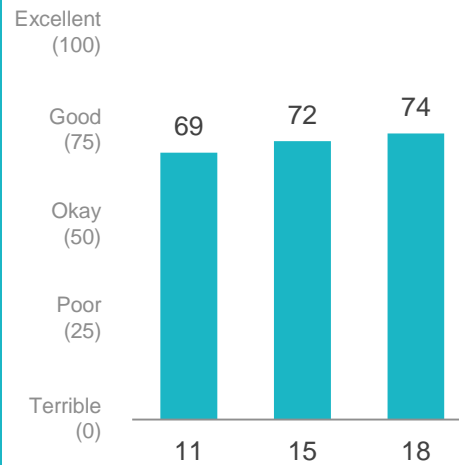
## Performance ratings

% of respondents



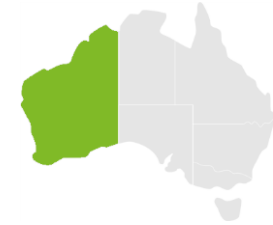
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	74
Industry High	NA
Industry Standard	NA

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
74	74	78	74	75	75	75	76	70	70	79	73	73	73	77	74	71	73	77	75	65	84	70	75	71

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

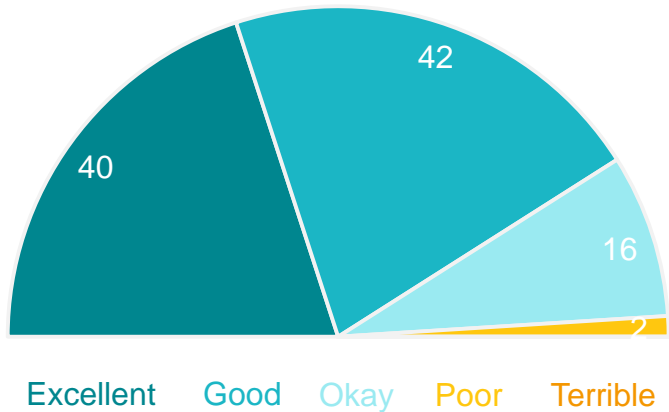
Base: All respondents, excludes 'unsure' and 'no response' (n = 685).



# Weekly rubbish collections

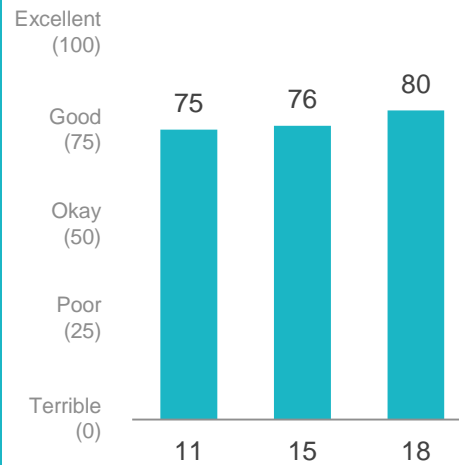
## Performance ratings

% of respondents



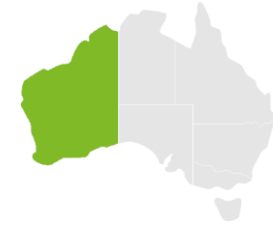
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	80
Industry High	86
Industry Standard	76

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
80	80	77	78	81	82	76	78	70	76	80	76	82	77	82	80	78	84	82	80	69	86	76	78	78

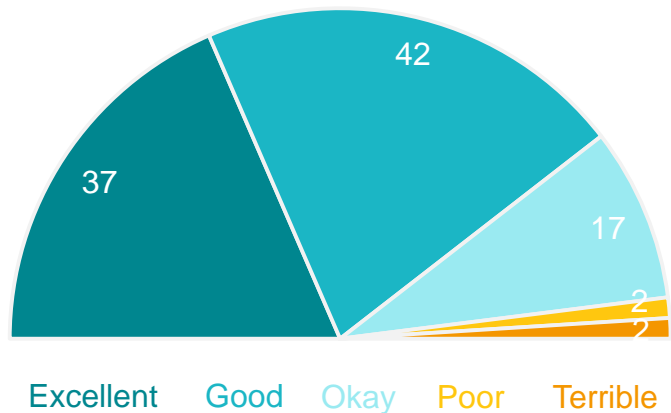
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 692).

# Fortnightly recycling collections

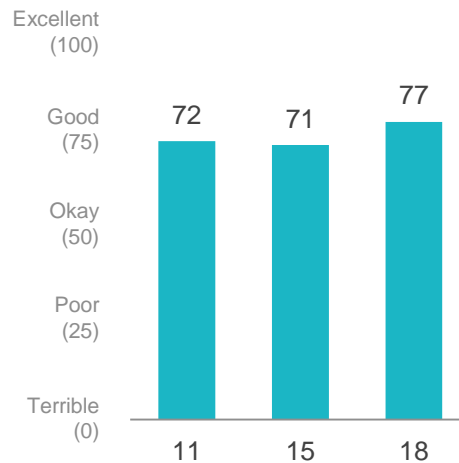
## Performance ratings

% of respondents



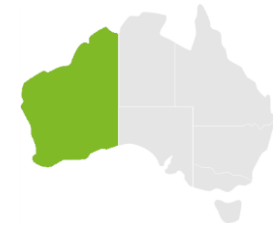
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	77
Industry High	84
Industry Standard	73

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
77	78	73	75	79	80	77	75	64	73	78	71	81	77	80	72	78	83	79	76	70	84	74	75	73

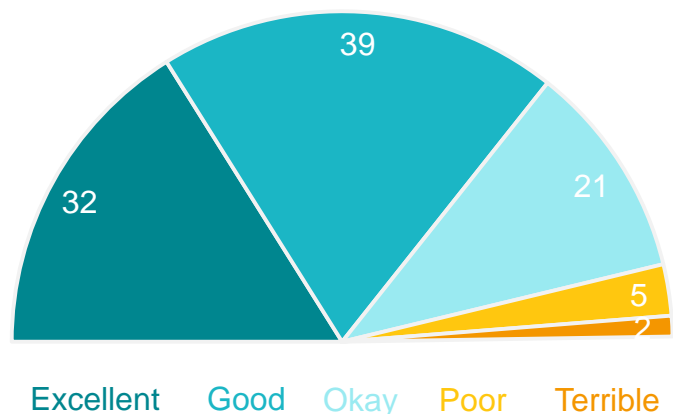
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 690).

# Verge-side bulk rubbish collections

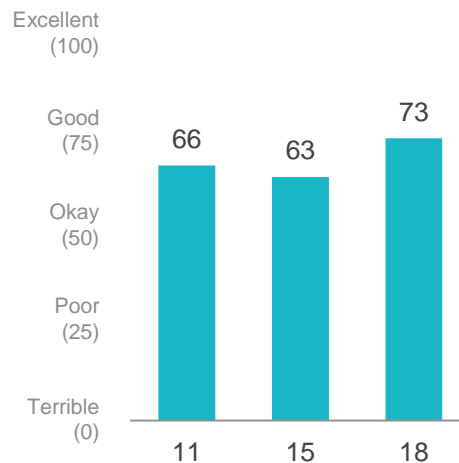
## Performance ratings

% of respondents



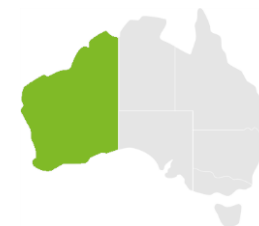
## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Mandurah	73
Industry High	86
Industry Standard	71

## Variances across the community

Performance Index Score

Total	Home owner	Renting/other	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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
73	73	79	69	77	75	66	71	72	71	77	69	74	74	72	74	66	77	75	73	66	77	74	74	73

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 683).

# Overview of Community Variances

# Summary of community variances

## Leadership, communications and economic development

	Total	Home owner		Renting / other		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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
Place to live	80	80	81	78	82	81	79	79	77	77	76	80	82	81	80	77	78	81	80	79	79	82	78	82	76				
Governing organisation	65	65	70	63	68	67	62	65	58	64	63	64	67	64	64	63	60	68	69	62	63	66	59	67	65				
Value for money	53	52	64	51	54	55	46	49	42	50	47	49	58	58	52	51	48	56	49	55	43	52	45	55	56				
Council's leadership	60	59	69	55	66	62	51	59	52	59	60	57	62	63	60	57	58	61	61	63	54	62	55	62	56				
Advocacy and lobbying	58	57	68	54	63	59	56	61	50	59	63	56	58	58	56	57	56	59	60	62	52	58	49	62	56				
Consultation	52	52	55	49	56	53	48	53	45	50	50	51	54	54	50	50	47	57	49	53	46	55	51	54	50				
Informed	59	59	65	56	63	60	55	63	52	54	63	56	60	62	56	55	53	60	55	60	55	63	55	64	62				
City Voice	57	56	65	53	61	60	50	57	50	54	53	55	60	61	58	57	51	64	52	59	54	63	60	58	54				
City's website	60	60	64	59	62	62	54	64	53	55	60	58	62	61	61	57	56	64	55	58	59	70	63	60	63				
Social media presence	55	54	61	48	61	56	45	58	54	53	54	55	56	60	55	46	50	62	52	54	57	61	52	54	59				
Customer service	67	66	70	64	69	68	66	66	60	64	69	63	68	66	67	61	70	66	67	67	63	66	67	66	69				
Economic development	54	54	53	49	58	57	52	46	45	53	50	51	57	51	55	57	57	55	49	53	56	57	53	56	46				
Efforts to promote Mandurah as tourism destination	63	63	62	59	66	65	55	63	53	61	61	61	65	61	61	63	63	64	57	61	60	67	65	64	64				
City centre development	60	60	66	56	64	62	59	60	52	58	64	57	61	57	59	60	60	66	61	58	53	59	56	61	58				
Employment opportunities	34	34	37	31	37	38	33	30	27	32	34	30	37	29	35	33	34	36	30	25	29	42	32	39	33				
Education and training opportunities	47	46	49	44	49	51	44	40	40	44	45	42	53	45	46	50	42	44	44	44	43	53	46	51	45				

# Summary of community variances

## Community services

	Total	Home owner	Renting / other	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	Born Overseas	Greenfields / Parklands Dawesville & surrounds	Wannanup / Falcon Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah		
Services and facilities for youth	45	44	52	43	48	50	42	43	38	38	42	43	50	44	42	41	45	39	47	49	33	48	43	49	46
Services, facilities and care available for seniors	65	64	75	65	66	68	62	65	60	59	71	60	66	64	65	66	61	63	68	61	56	73	64	66	69
Access to services and facilities for people with a disability	60	59	66	60	60	63	60	58	53	54	68	54	59	52	59	55	55	60	66	58	48	64	59	60	68
Health and community services	57	57	56	55	58	61	53	52	47	52	54	52	61	51	54	57	55	56	55	52	50	57	59	60	59
Community buildings, halls and toilets	59	59	60	59	60	61	56	56	54	57	57	55	63	55	62	55	58	57	59	59	55	66	58	60	59
Sport and recreation	71	71	72	71	72	74	70	71	67	67	72	68	74	73	70	70	71	64	67	70	66	82	73	73	79
Playgrounds, parks and reserves	73	73	72	73	73	75	73	77	68	67	74	70	75	72	74	69	71	67	73	75	68	81	72	75	77
Library and information services	72	73	68	68	76	74	71	73	68	70	69	70	76	70	72	69	79	75	69	71	65	75	79	72	68
Festivals, events, art and cultural activities	76	77	75	72	80	78	69	81	73	74	76	75	77	77	78	77	75	74	73	77	80	83	74	77	78
The control of graffiti, vandalism & anti-social behaviour	51	50	59	49	53	52	45	52	49	51	53	47	53	51	52	46	49	50	45	50	46	59	58	55	52
Safety and security	48	47	56	45	50	48	46	51	49	50	47	45	50	48	48	47	51	48	43	50	42	52	48	50	42

# Summary of community variances

## Built and natural environment

	Total	Home owner		Renting / other		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	Born Overseas	Greenfields / Parklands	Dawesville & surrounds	Wannanup / Falcon	Lakelands / Meadow S.	Madora Bay & surrounds	Coodanup	Dudley Park	Erskine	Halls Head	Mandurah
Character and identity	63	63	66	62	64	65	59	66	56	60	66	59	65	64	64	61	60	65	62	63	61	68	66	61	66				
Planning and building approvals	52	52	53	51	52	54	49	53	43	52	48	52	54	55	51	44	58	51	53	48	50	56	49	54	48				
Access to housing	63	64	56	61	65	63	67	64	56	59	59	65	64	58	62	59	63	70	59	63	66	62	69	63	63				
Local roads	61	61	64	60	62	63	62	65	57	55	66	56	62	65	63	51	57	65	66	62	48	69	58	63	58				
Traffic management	56	55	60	54	58	58	57	54	47	50	59	51	58	58	58	50	54	56	60	58	50	65	50	56	51				
Management of parking	56	56	57	53	58	59	50	51	49	51	59	51	58	54	59	47	54	56	58	55	57	61	57	58	53				
Footpaths and cycleways	62	62	62	60	63	64	62	61	53	56	66	59	62	58	63	54	58	66	61	62	49	65	61	64	63				
Streetscapes	62	62	61	59	64	64	54	60	56	59	60	58	65	60	60	56	59	64	61	64	48	63	64	65	57				
Lighting	59	59	61	59	60	61	57	61	54	59	55	56	64	64	59	55	59	64	52	65	53	64	65	62	54				
Public transport	64	64	68	64	64	66	62	66	55	62	65	60	66	61	62	57	62	70	64	63	57	56	63	68	65				
Conservation and environment	63	63	61	63	63	65	64	60	54	58	63	62	64	62	64	62	64	57	65	60	51	75	69	62	63				
Coastal and estuary management	66	66	67	66	67	69	64	65	59	62	69	64	66	63	69	67	63	63	71	64	56	77	68	66	65				
Access to beaches, estuary and river	74	74	78	74	75	75	75	76	70	70	79	73	73	73	77	74	71	73	77	75	65	84	70	75	71				
Weekly rubbish	80	80	77	78	81	82	76	78	70	76	80	76	82	77	82	80	78	84	82	80	69	86	76	78	78				
Fortnightly recycling	77	78	73	75	79	80	77	75	64	73	78	71	81	77	80	72	78	83	79	76	70	84	74	75	73				
Verge-side bulk rubbish	73	73	79	69	77	75	66	71	72	71	77	69	74	74	72	74	66	77	75	73	66	77	74	74	73				

# Community Priorities



## Challenges | identified by the community

- A priority for 27% of respondents.
- Drug issues negatively impacting the community and Mandurah's image.
- Perceived lack of safety is a barrier to visiting the City centre.
- Intimidating behaviour.
- Crime rates.
- Hooning.

## Actions | suggested by the community

1. Target drug use and dealing.
2. Greater police presence.
3. Increase security patrols, both day and night.
4. Faster response times.
5. Target problem areas including the city centre and foreshore.
6. Install more CCTV.
7. Improve lighting of streets and public areas.
8. Establish youth programs and activities.
9. Reduce hooning.

## Community Voices

"Safety, improve Mandurah's poor image. Clean up the drug issue that affects everyone. It is not safe to walk the streets of Mandurah in the evenings."

"Safety for the community, eradication of the drug dealers in the CBD."

"I would like to be able to walk down the street and go out to dinner with out bad mouth and bad behavior. We have great outdoor areas the foreshore etc. and we would love to use them but feel unsafe."

"The feeling of safety at night around the foreshore."

"Recently I went to a restaurant on Mandurah Terrace. It was 7pm on a Sunday night. To get there we had to walk past a barrage of abuse from two homeless people on the Terrace - to leave the restaurant, we had to walk past other homeless people fighting amongst each other. We felt unsafe and now reluctant to go out at night - we need security and plenty of it in those areas."

"Safety. Less crime. More police sighted in public and quicker response to distress calls."

"My main concerns are security and anti-social behavior. This would be helped by: Better lighting close to waters edge on eastern edge of Mandurah foreshore and also along western foreshore. Remove seedy elements from Smart St Mall...Also more security cameras in the foreshore and mall areas to discourage anti-social behavior."

"More has to be done about crime in the city, more street patrols especially in central Mandurah and not only at night, foot patrol on the foreshore during the day."

"Safety and wellbeing of the locals. Lots of crime in the area - increase activities for youth."

"The handling of extreme drivers, bullies, hoons especially in my local neighbourhood."

"Install more CCTV to catch "Hoons" leaving burn marks on roadways."

# The control of graffiti, vandalism and anti-social behaviour

## Challenges | identified by the community

- Anti-social and aggressive behaviour.
- Vandalism and graffiti.
- Drug and alcohol addictions.
- Perceived to be linked to unemployment and homelessness.
- Negatively impacting Mandurah's reputation and tourism to the area.

## Actions | suggested by the community

1. Work with local police to reduce anti-social behaviour.
2. Increase security patrols.
3. More CCTV.
4. Improve youth recreation facilities.
5. Education opportunities for the unemployed.
6. Health and support services for those affected by drugs and alcohol.
7. Partner with local organisations to support and provide shelter to the homeless.

## Community Voices

"More emphasis on controlling people who seem intent on harassing most every body. Perhaps it is drugs or alcohol, perhaps it is lack of employment opportunities that lead to anti-social tendencies. It is not just young people."

"How can we deter anti-social behaviour in parks, mostly by the drunk and/or homeless. Many times I have witnessed abusive behaviour directed towards families (maybe tourists?) While it may not be fair to move these people out of these areas, tourists may well be put off visiting the best parts of Mandurah when confronted by this behaviour."

"Educate the public to change the culture of anti-social behaviour and damage to the environment. More police to control the anti-social behaviour."

"Anti-social behaviour/aggression. Increase quality of policing. Provide support and free shelter accommodation to homeless organisations."

"I think the City should work more closely with the Police in order to more effectively reign in anti-social behaviour."

"A more controlled effort to stop graffiti - patrols where it's evident and happening all the time."

"Vandalism, anti-social behaviour, more facilities for youth to enjoy both indoors and outdoors."

"Vandalism, anti-social behaviour. More CCTV. More focus on recreational facilities for youth, especially at night and less easy access to alcohol."

"Community alcohol and drug issues. If not already available: free educational courses and rehab programs. For the unemployed: free courses to learn new skills."

# Access to employment opportunities

## Challenges | identified by the community

- A priority for improvement among 19% of the community and 32% of 18-34 year olds.
- Limited employment opportunities.
- High youth unemployment.
- Lack of skilled labour opportunities.
- Job availability limited to retail and hospitality.

## Actions | suggested by the community

1. Attract industry to increase opportunities for the unskilled labour market.
2. Encourage corporate investment to boost tertiary educated employment opportunities.
3. Support small business.
4. Increase youth access to education and training.

## Community Voices

“Please keep trying to improve the opportunities for employment in the city.”

“Do as much as possible to encourage good jobs and employment while retaining a strong community and pleasant environment.”

“Youth unemployment, as City of Mandurah being the second biggest employer in the region I believe they need to lead on the curbing of youth unemployment.”

“Provide more opportunities and facilities for Mandurah's youth in respect of job training, jobs and recreation, i.e. encourage business investment so that Mandurah's youth have employment prospects in areas other than retail, so that they have REAL skills.”

“More industry for local employment to improve unemployment issues.”

“Creating greater employment opportunities. Support small business.”

“Creating more tourism and attracting a large company to the area that would employee more than 250 people predominantly in low skilled labour, give land away and don't charge rates and see what benefit it would bring to our lower socioeconomic demographic.”

“Without a sound economic base being developed the scope for individuals to be employed in this region. Whether this development comes from the establishment of the City as an administrative centre for Government Departments, or encouragement for viable larger industrial activities to develop here (such as Shire of Murray's Nambeelup Project), employment opportunities are essential.”

“Attracting corporate business growth to increase the local employment of skilled and tertiary educated community members and not just retail, hospitality and trade.”

“Increasing the availability of high quality full time employment.”

## Challenges | identified by the community

- Lack of business and industry.
- Mandurah's retirement image is seen to restrict economic growth and investment.
- Approval restrictions.
- Limited entertainment and attractions.
- Perceived lack of Council support for local business.

## Actions | suggested by the community

1. Encourage business and industry to the area.
2. Council to make greater use of local businesses and service providers.
3. Encourage the local community to support local businesses.
4. More bars, cafes and restaurants to increase local vibrancy.
5. Increase interest in the area by promoting it to families and tourists.

## Community Voices

"Mandurah needs development that will attract and cater for families and business in the age bracket of 35-55. Mandurah...is a retirement destination however if the younger stable generations are not catered for business will not come and problems will continue."

"Local business development and build local industry to create local employment."

"Attracting more industries and businesses and companies to have their companies in Mandurah. Attracting tourism operators to invest in entertainment ideas that will employ local people and bring in tourists."

"Granting of more licensed premises applications. Mandurah needs the variety that Perth has if it wants to succeed. We need a Comedy Lounge, Jazz Club, wine bars, laneway lounges. Not just the few licensed premises on Mandurah Terrace..."

"I would like to see the City enable small businesses to flourish. Have a more proactive approach to assessment of applications for development, rather than the guessing game after being told what one cannot do, but rather being told what one can do. E.g. "There are insufficient toilets for this venue" rather than "you will need this many toilets."

"Working with local businesses to promote Mandurah and Peel Region. Supporting local businesses first instead of using Perth based companies. It is local businesses that support sport and community events through sponsorship and volunteering etc. so should always use them first."

"The only thing I can think of is a 'buy local' push -- so that people aren't put off setting up new businesses in the area."

"Bringing the city to the attention of the state as a viable and attractive place to live (not just visit as a tourist) to get some demand back into the property market which has been bouncing around at rock bottom for many years."

# How the City centre is being developed

## Challenges | identified by the community

- Perceived lack of vision for the area.
- City centre is perceived as tired.
- Smart Street Mall lacks character.
- Concern by some regarding high rise development.
- Limited offerings for locals and visitors.
- Vehicle traffic limiting pedestrian access at the foreshore.
- Incomplete foreshore upgrades.

## Actions | suggested by the community

1. Rejuvenate the City Centre.
2. Establish a vision for the area to guide future development.
3. Improve Smart Street Mall.
4. Continue with foreshore improvement.
5. Restrict vehicle traffic at foreshore and consider pedestrian-only access.
6. Encourage more small bars, restaurants and entertainment venues.

## Community Voices

“Mandurah City Centre is still old and tired and other than the foreshore and cultural centre etc. offers little for visitors.”

“Rejuvenation of the old town centre.”

“I guess the mall really needs a shake up.... it's a shame such a prominent area has no character...while we have plenty of huge shopping centres, they all carry the same old same old franchise stores. To somehow revamp the mall to cute little boutique and gift shops with a cosy atmosphere would be cool.. wine bars, music.”

“City centre activity...Smart Street mall needs a rethink... Investigate tactical urbanism ventures in the city centre to generate public interest and demonstrate to the private sector why investment in redevelopment is worthwhile.”

“1. The Mandurah foreshore city centre needs upgrading, Smart Street Mall and the surrounding buildings need urgent upgrades, most are old and rundown. 2. I would like to compliment the council and engineers for the improvement of the eastern foreshore but the balance of the works need to be completed whilst community is behind the works.”

“Continue the improvement of the foreshore area. More shuttle buses to encourage people go out at night to eat.”

“The foreshore access needs to be more people friendly and less traffic thoroughfare.”

“Pedestrianised city centre encouraging eateries etc. from the bridge to the first mini roundabout.”

“Stick to the 2030 precinct plan and stop approving residential developments that don't conform to it within the city centre.”

“Preventing any more high rise (over two storey) buildings anywhere near the town centre or near any natural water / waterway.”

# Traffic management and control on local roads

## Challenges | identified by the community

- Road network not meeting demands of population growth.
- Congestion across the three-lane bridge.
- Traffic congestion surrounding Mandurah Forum (Pinjarra Road and Dower Street/Coolibah Avenue).
- Pinjarra Road, Sutton and Scholl Street.
- Speeding on local roads.

## Actions | suggested by the community

1. Ensure roads handle increasing population.
2. Upgrade Estuary Bridge to four lanes or consider lane direction changes at peak periods.
3. Improve traffic flow along Pinjarra Road and connected roads including Sutton Street and Scholl Street.
4. Address congestion at Pinjarra Road and Dower/Coolibah intersection.
5. Control speeding on local roads.

## Community Voices

“Major focus on city center traffic management and parking issues. With the continual boom in population, the configuration in town for traffic flow is already terrible.”

“There has been a huge increase over the last few years of more housing being built and people moving in to Mandurah but traffic and road congestion has not been addressed at all. There are too many cars and not enough roads in and out of the city.”

“Traffic and/or traffic control on the 3 lane bridge. Update to 4 lanes or at least introduce Lane Direction Control in peak periods.

“Finish the 3 lane bridge so it is a 4 lane bridge, like it was supposed to.”

“Traffic on Estuary Bridge. Add additional lane or change to two northbound in mornings.”

“The Mandurah foreshore Woolworths in Sutton Street is monumentally busy at times. Traffic is often backed up waiting for lights to change at Pinjarra Road.”

“The intersection of Pinjarra Road and Dower Street/Coolibah Drive needs dedicated turn lanes - present configurations are inappropriate for the traffic volume.”

“Traffic lights - turning arrows at Pinjarra Rd, Dower St, Coolibah Ave intersection.”

“What causes me the most stress is the build up of traffic around shopping precincts. Please continue to focus on ease of traffic movement in Central Mandurah (Sholl St) and around the Forum (where it periodically blocks up Dower St from the Pinjarra Rd lights).”

“Traffic control on suburban roads. Our street is sometimes like a racetrack and I'm scared to reverse out of the driveway.”

Moving Forward



# Moving Forward

Overall, the City of Mandurah continues to be a strong performer:

- As a **place to live**, the performance index score is **80 out of 100**, 1 index point above the MARKYT® Industry Standard and an **increase of 12 index points** since 2015.
- As a **governing organisation**, the performance index score is 65; 6 index points above the MARKYT® Industry Standard.

The City of Mandurah has perceived strengths in weekly rubbish and fortnightly recycling collections and festivals, events, art and cultural activities.

Compared to previous studies, performance ratings have remained steady or improved for most services and facilities measured. Relative to the MARKYT® Industry Standards the City of Mandurah is performing above average or on par with all but 5 measures.

Moving forward the community would like the City of Mandurah to focus on **5 key priorities**:

1. **Safety, security and anti-social behaviour** – perceived as an issue due to drug and alcohol abuse and exacerbated by unemployment and homelessness.
2. **Access to employment opportunities** – of all 33 measures with historical comparisons, performance scores for access to employment and education and training opportunities have decreased the most over recent studies.
3. **Economic development** – residents identify a need to attract more business and investment in Mandurah.
4. **Development of the City centre** – performance has steadily increased in this area, however, residents would like further improvement in this area.
5. **Traffic management** in and surrounding the City centre.







[www.catalyse.com.au](http://www.catalyse.com.au)

Office 3, 996 Hay Street, Perth WA 6000

PO Box 8007, Cloisters Square WA 6850

Phone +618 9226 5674

Email: [info@catalyse.com.au](mailto:info@catalyse.com.au)

ABN 20 108 620 855

