

MARKYT 

# Community Scorecard 2023

Prepared for



TOWN of  
**EAST FREMANTLE**

Prepared by



**CATALYSE**  
FUTYR | MARKYT | CULTYR

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# Strategic overview

## Vision



**38**

% agree

9% points above  
Industry Average and  
down 8% points from 2021

## Liveability

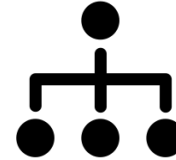


**91**

Performance Index Score

16 index points above  
Industry Average and  
up 1 point from 2021

## Governance



**61**

Performance Index Score

8 index points above  
Industry Average and  
up 1 point from 2021

## Rates Value



**54**

Performance Index Score

11 index points above  
Industry Average and  
up 3 points from 2021

## Strengths

### Top 3 performers

- Marine facilities (boat ramps, jetties, etc)
- Playgrounds, parks and reserves
- Waste management

### Most improved

- Encouraging the adoption of sustainable practices to address climate change
- Festivals, events, art and cultural activities

### Strongest compared to other councils

- Local roads
- Access to public transport
- Marine facilities

## Priorities



Community safety and crime prevention



River and foreshore management



Responsible growth and development



Town centre development and activation

# Approach

# Purpose



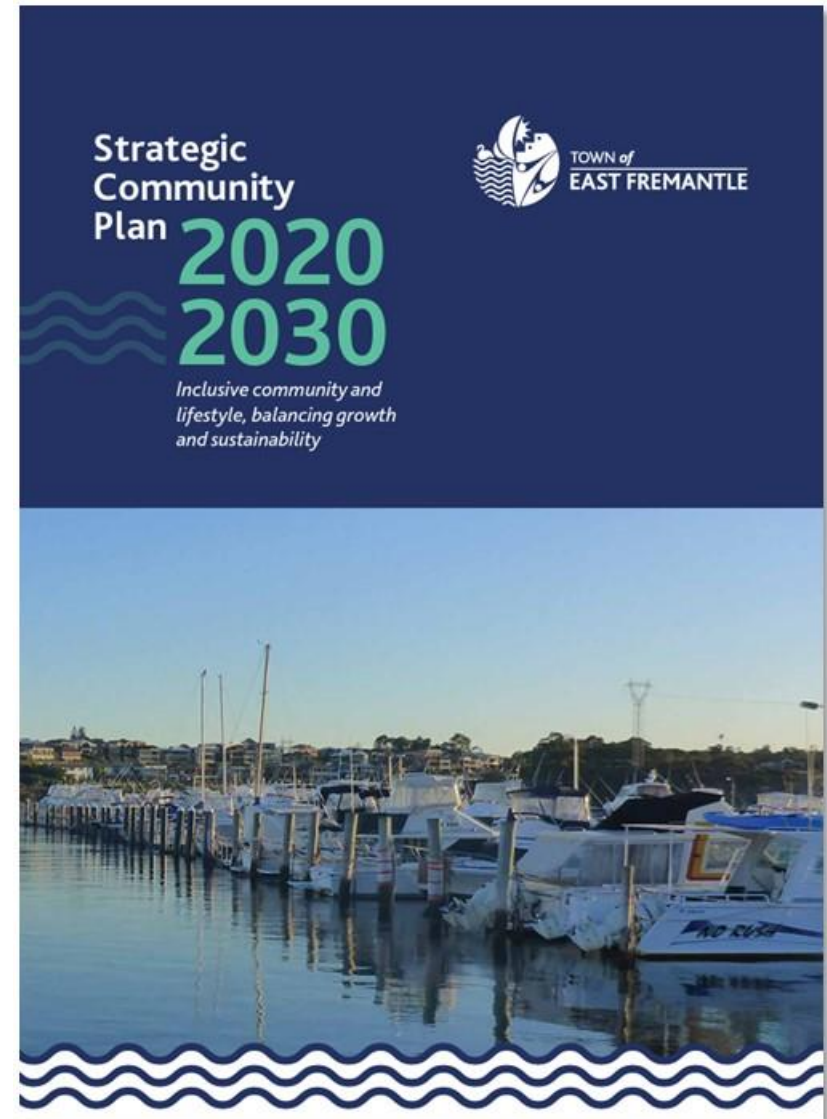
Department of  
**Local Government, Sport  
and Cultural Industries**

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

## MARKYT Community Scorecard

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

- Support a review of the Strategic Community Plan (SCP)
- Assess performance against objectives and key performance indicators (KPIs) in the SCP
- Determine community priorities
- Benchmark performance



Strategic  
Community  
Plan **2020**  
**2030**



*Inclusive community and  
lifestyle, balancing growth  
and sustainability*

MARKYT 

# The Study

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

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

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



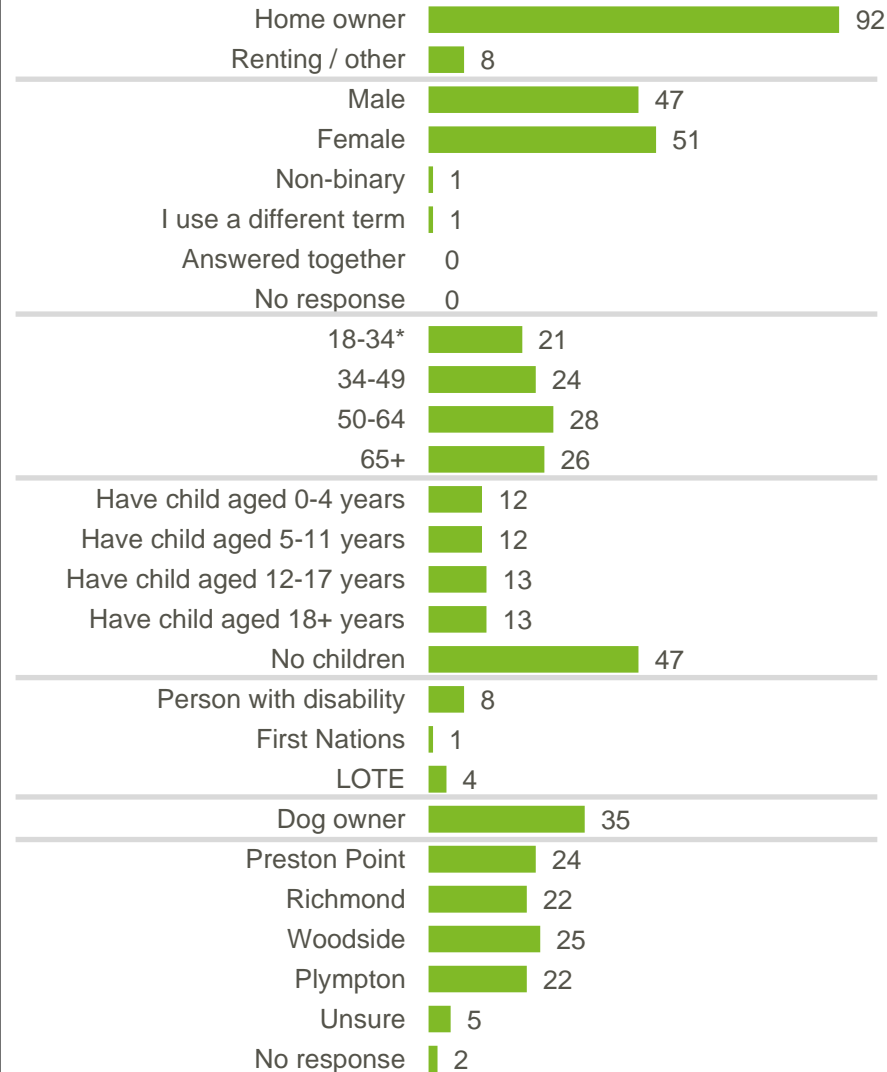
The scorecard was completed by **717 community members** with various connections to the Town:

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

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

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

## % of resident respondents (weighted)



LOTE: Language other than English

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

# MARKYT Benchmarks | participating councils

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





# How to read performance dashboards

## Performance Ratings

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

**Trend analysis** shows how performance varies over time.

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

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

**Industry High** is the highest score achieved by councils that have completed a comparable study with CATALYSE®.

**Industry Average** is the average score among councils that have completed a comparable study with CATALYSE®.

The **Performance Index Score** is a weighted score out of 100.

### Score

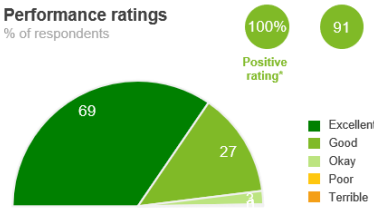
100  
75  
50  
25  
0

### Average Rating

Excellent  
Good  
Okay  
Poor  
Terrible

### Performance ratings

% of respondents



### Trend Analysis

Performance Index Score



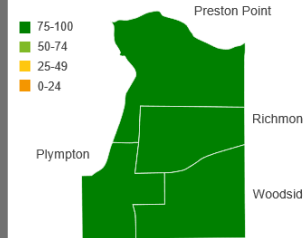
### MARKYT Industry Standards

Performance Index Score



### Geographical variances

Performance Index Score



### Location

Preston Point	92
Richmond	92
Woodside	91
Plympton	89

### Community variances

Performance Index Score

Category	Score
Gender	
Male	92
Female	91
Age	
18-34 years	93
35-49 years	90
50-64 years	92
65+ years	90
Age of children	
0-4 years	91
5-11 years	91
12-17 years	90
18+ years	91
No children	91
Disability & culture	
Disability	84
Mainly speak LOTE	92
Dog owner	91
Home ownership	
Home owner	92
Renting / other	86

**Geographical variances and community variances** show how results vary across the community based on the Performance Index Score

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

# Overall Performance

# Place to live

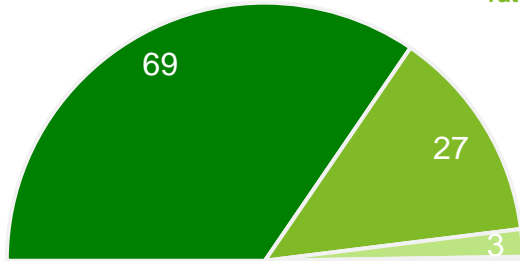
## Performance ratings

% of respondents

100%

91

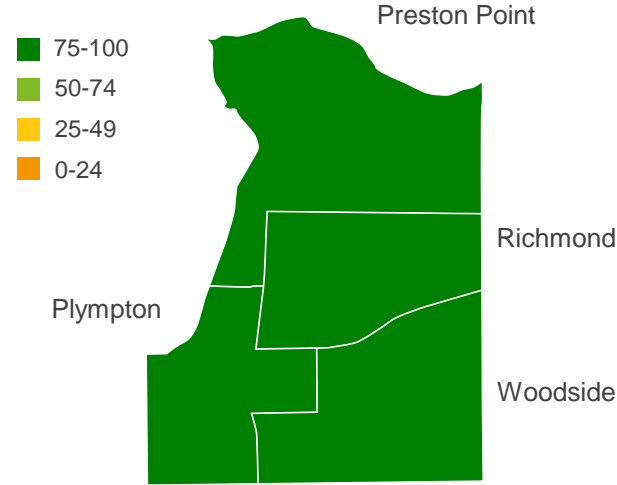
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

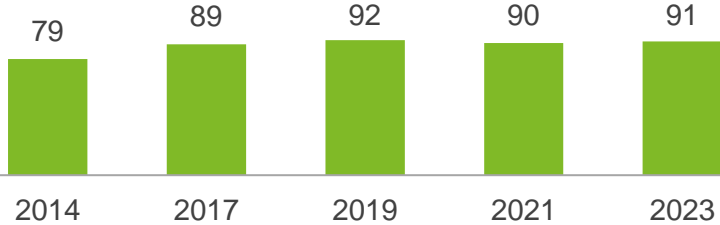


## Location

Preston Point	92
Richmond	92
Woodside	91
Plympton	89

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	92
Female	91

### Age of children

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

### Disability & culture

Disability	84
Mainly speak LOTE	92

### Age

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

### Dog owner

91

### Home ownership

Home owner	92
Renting / other	86

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	91
Industry High	91
Industry Average	76

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

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

# Governing organisation

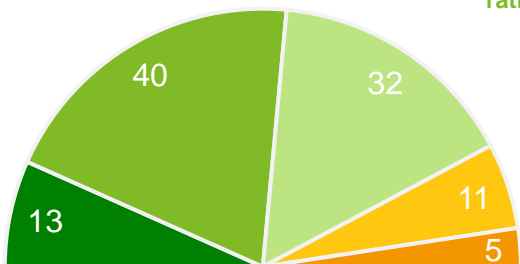
## Performance ratings

% of respondents

84%

61

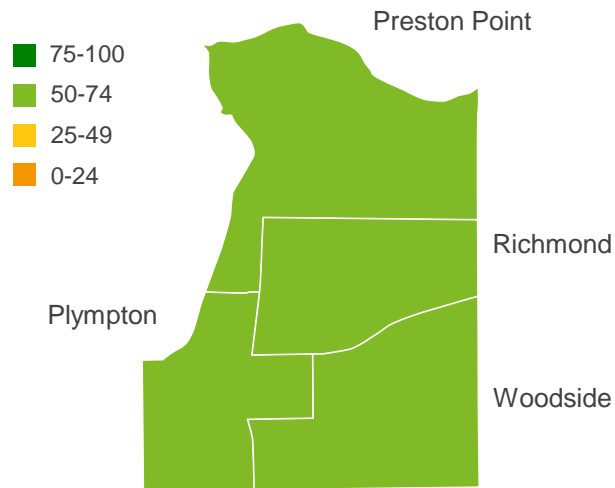
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

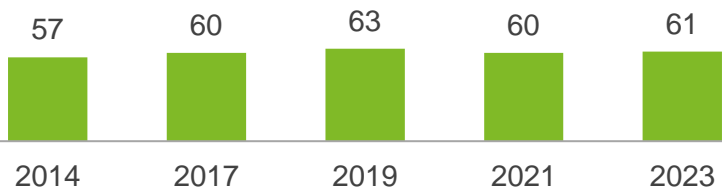


### Location

Preston Point	63
Richmond	60
Woodside	60
Plympton	61

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	61
Industry High	66
Industry Average	53

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

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

MARKYT  industry comparisons

# Overall Performance | industry comparisons

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

## Overall Performance Index Score

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

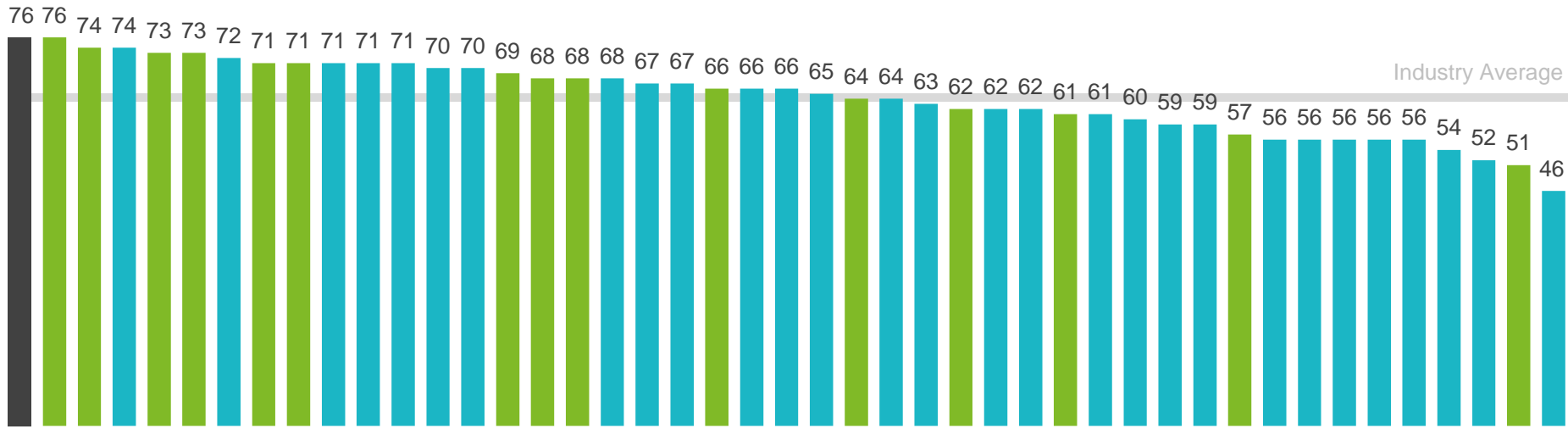
- Town of East Fremantle
- Metropolitan Councils
- Regional Councils

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	76
Industry High	76
Industry Average	64



# How to read the MARKYT Benchmark Matrix

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

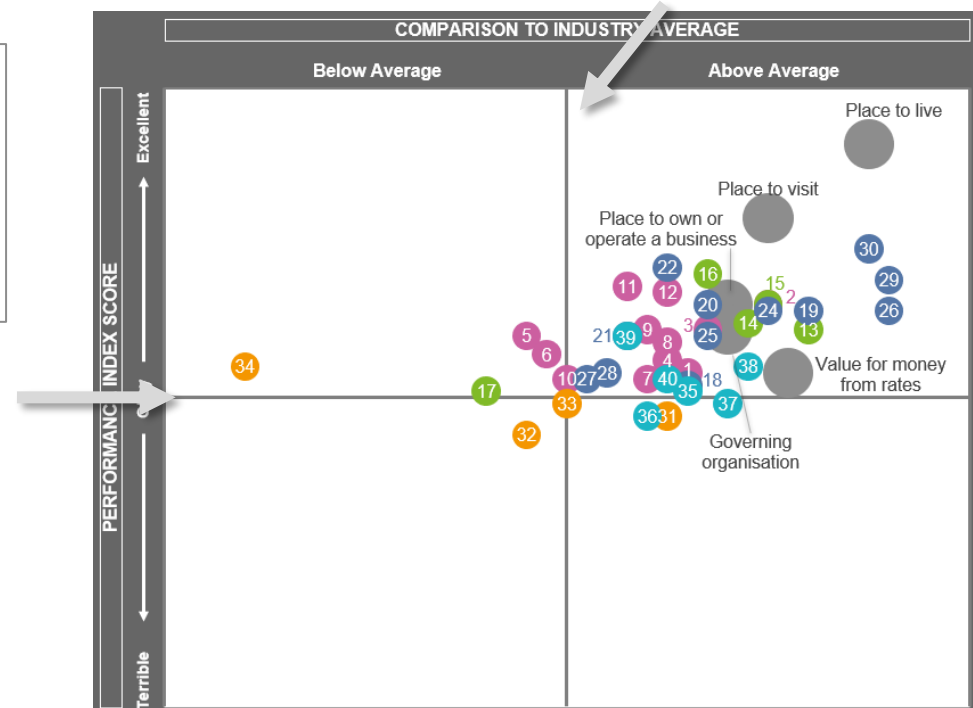
There are two dimensions. The vertical axis maps community perceptions of performance for individual measures. The horizontal axis maps performance relative to the MARKYT® Industry Standards.

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

Services are grouped in five areas:

- People
- Planet
- Place
- Prosperity
- Performance

This line represents okay performance based on the MARKYT Performance Index Score. Higher performing service areas are placed above this line while lower performing areas are below it.

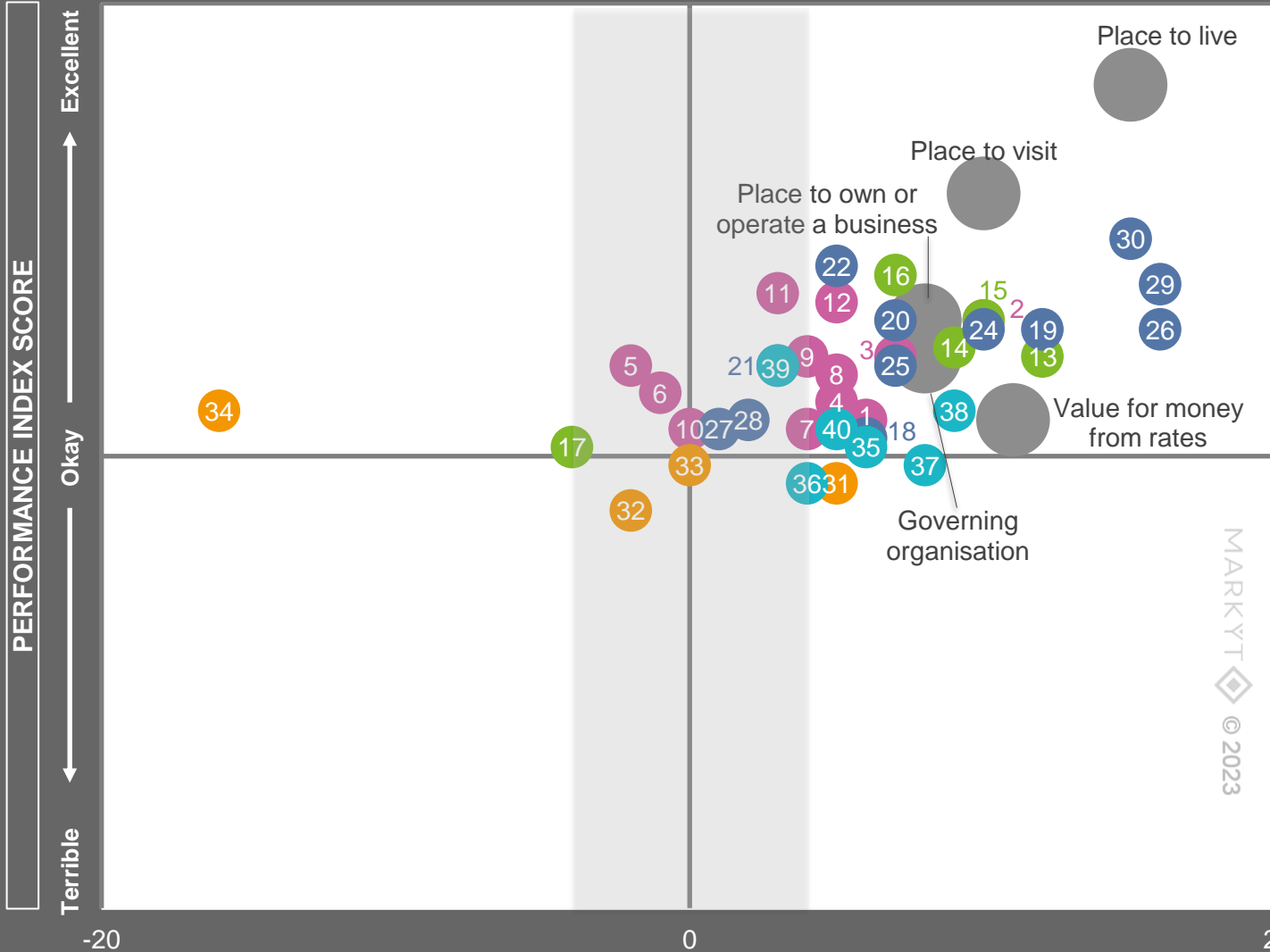


# MARKYT Benchmark Matrix

## COMPARISON TO INDUSTRY AVERAGE

Below Average

Above Average



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

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MARKYT  community trends

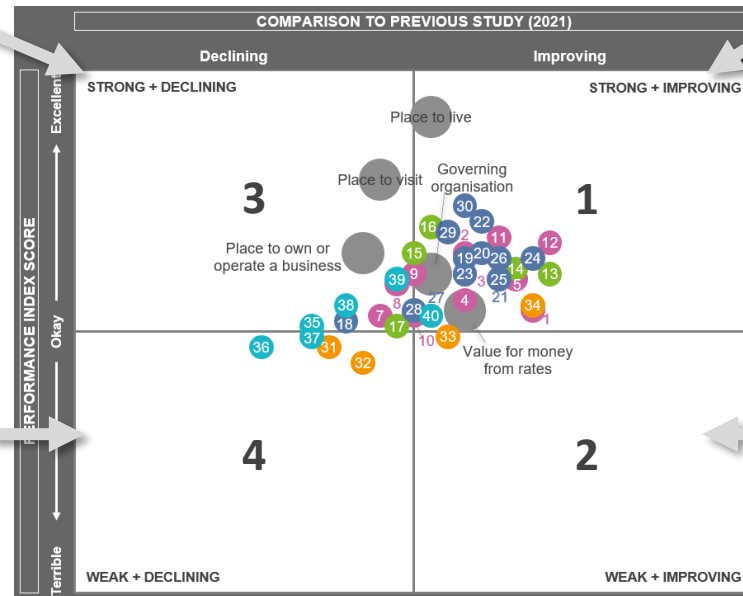
The MARKYT® Community Trends Window shows trends in performance over the past 2 years.

**Window 3** includes higher performing services in decline. **Arrest decline** for:

- Council’s leadership
- Communication
- Responsible growth and development
- Place to own or operate a business

**Window 4** includes lower performing areas in decline. The **main concerns** include:

- Advocacy and lobbying
- Consultation
- Economic development and job creation
- Development and activation of the town centre



**Window 1** includes higher performing areas that have improved. **Stand-out improvers** are:

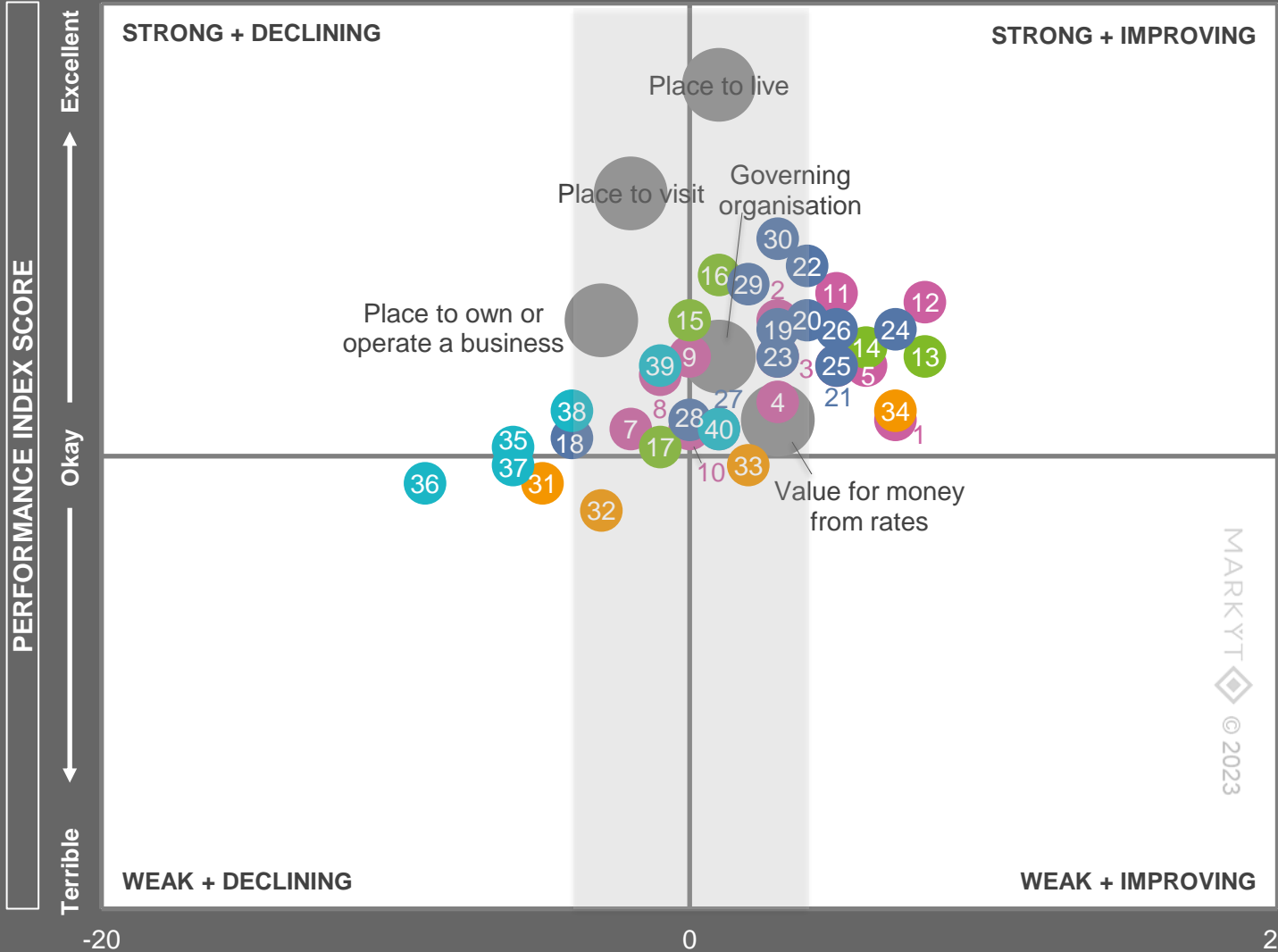
- Festivals, events, art and cultural activities
- Encouraging the adoption of sustainability practices to address climate change
- Streetscapes, trees and verges
- Library services
- Youth services and facilities

**Window 2** includes lower performing areas that are improving. **Celebrate progress** and continue to work on areas such as:

- Access to education and training

# MARKYT Community Trends Window

## COMPARISON TO PREVIOUS STUDY (2021)



- 1 Youth services and facilities
- 2 Family / children services and facilities
- 3 Seniors' services, facilities and care
- 4 Disability access and inclusion
- 5 Recognition for First Nations peoples
- 6 Multiculturalism / cultural diversity
- 7 Community safety and crime prevention
- 8 Lighting of streets and public places
- 9 Access to health and community services
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Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response.

MARKYT  community priorities

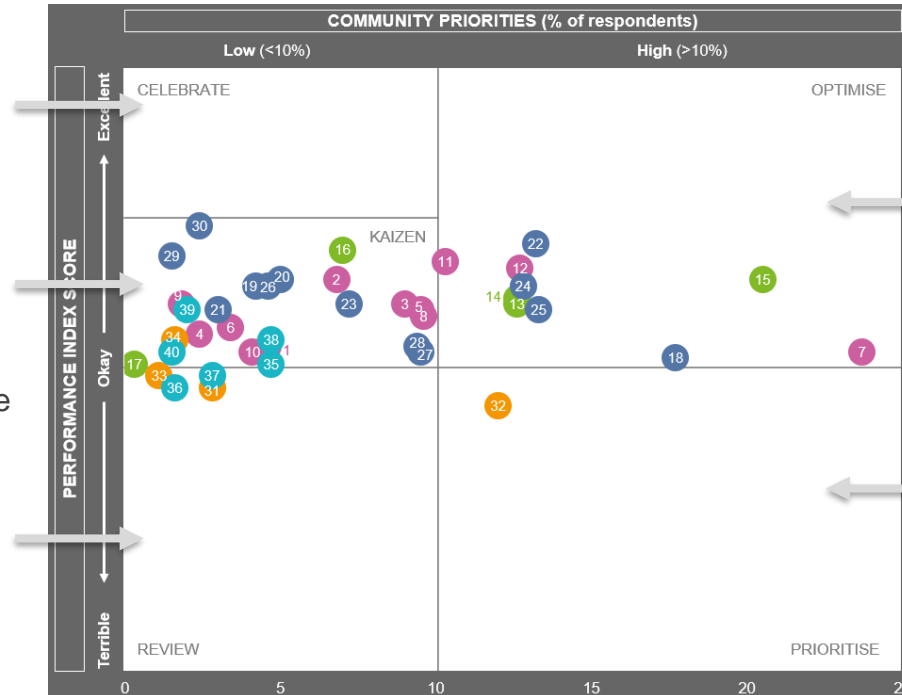
# How to read the MARKYT Community Priorities

The MARKYT® Community Priorities chart maps priorities against performance in all service areas.

**CELEBRATE** the Town's highest performing areas.

**KAIZEN:** consider ways to continuously improve services with average ratings between okay and good to strive for service excellence

**REVIEW** lower performing areas.



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

**PRIORITISE** lower performing services where the community would like the Town to focus its attention.

Services are grouped in five areas:

- People
- Planet
- Place
- Prosperity
- Performance

# MARKYTT Community Priorities

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

CELEBRATE

OPTIMISE

KAIZEN

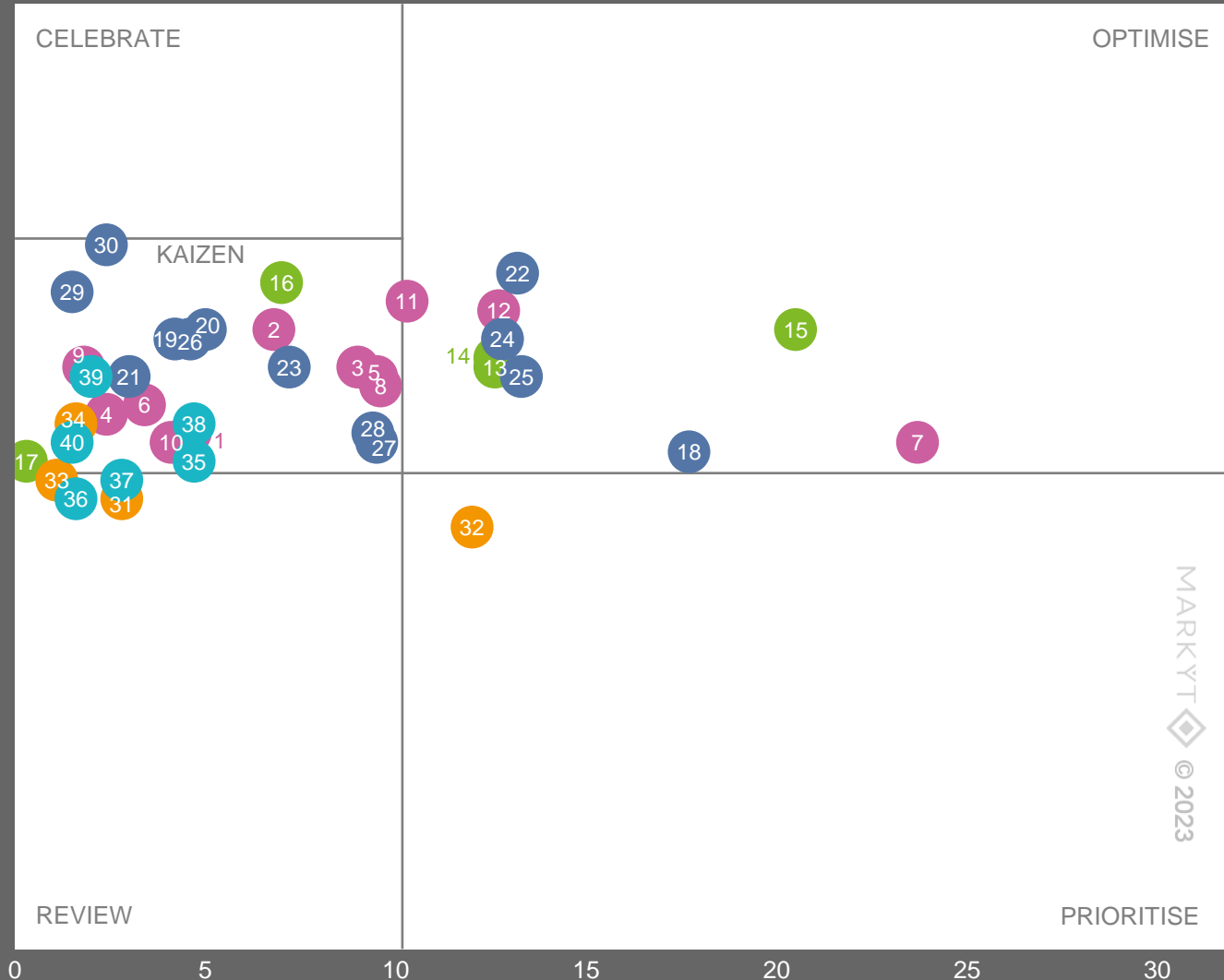
REVIEW

PRIORITISE

Excellent

Okay

Terrible



- 1 Youth services and facilities
- 2 Family / children services and facilities
- 3 Seniors' services, facilities and care
- 4 Disability access and inclusion
- 5 Recognition for First Nations peoples
- 6 Multiculturalism / cultural diversity
- 7 Community safety and crime prevention
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- 40 Embracing change and innovation

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

Q. Over the next 10 years, which areas would you mostly like the Town of East Fremantle to focus on improving? Base: All respondents, excludes no response (n = 591) 22

Community action plans to  
address the top priorities

## Community driven actions

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

## Community Voices

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

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

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

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

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

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

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

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

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

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

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

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

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

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



### Community driven actions

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

### Community Voices

*“Safe swimming enclosure near Left Bank.”*

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

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

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

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

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

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

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

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

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

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

### Community driven actions

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

### Community Voices

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

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

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

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

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

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

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

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

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

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

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

### Community driven actions

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

### Community Voices

*“Is there a town centre?”*

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

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

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

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

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

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

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

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

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

Performance

# Council's leadership

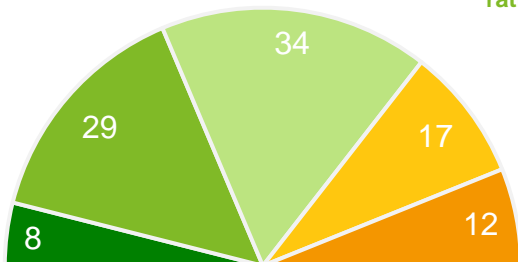
## Performance ratings

% of respondents

71%

51

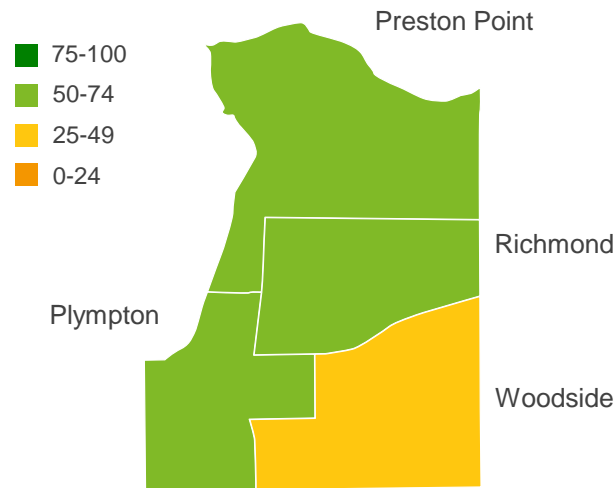
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

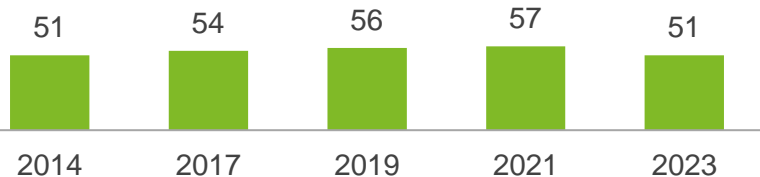


### Location

Preston Point	52
Richmond	52
Woodside	46
Plympton	54

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	51
Industry High	60
Industry Average	45

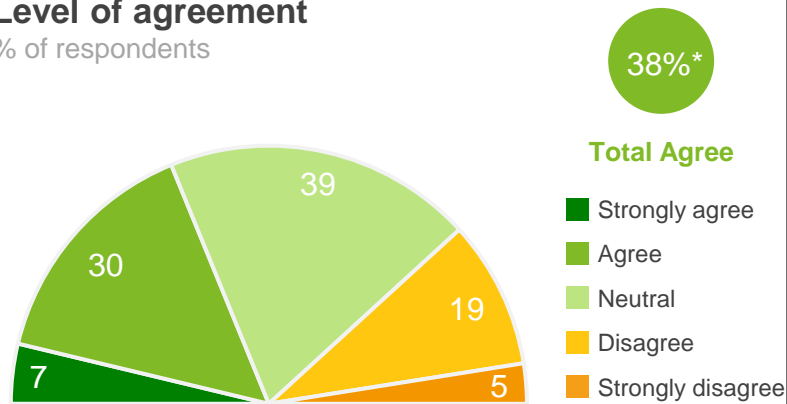
Q. How would you rate performance in the following areas?

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

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

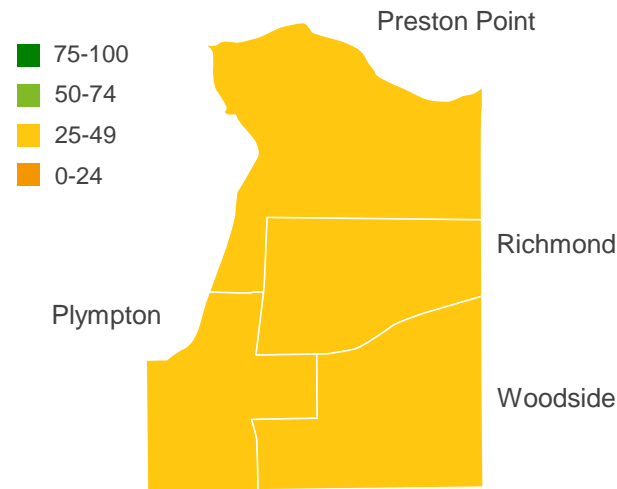
## Level of agreement

% of respondents



## Geographical variances

% agree

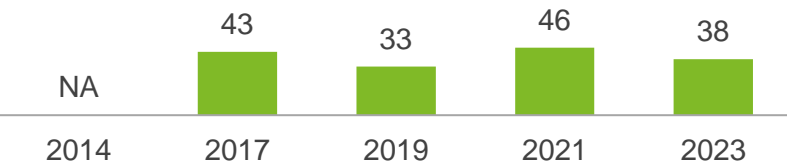


## Location

Preston Point	34
Richmond	46
Woodside	40
Plympton	35

## Trend Analysis

% agree



## Community variances

% agree

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

## MARKYT Industry Standards

% agree



Town of East Fremantle	38
<b>Industry High</b>	50
Industry Average	29

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

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

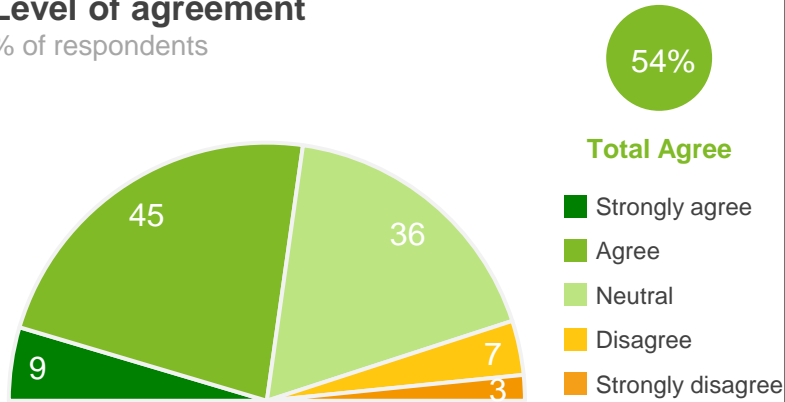
\* Variance of +/- 1% of the sum of the parts is due to rounding to 0 decimal places.

Achievement of the vision:

# East Fremantle has an inclusive community balancing growth, lifestyle and sustainability

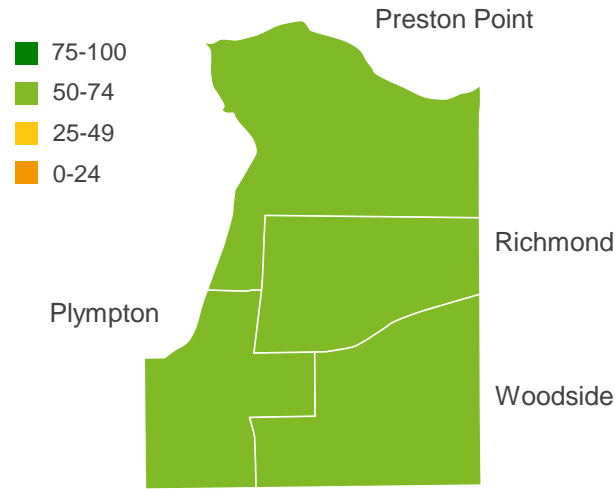
## Level of agreement

% of respondents



## Geographical variances

% agree



## Location

Preston Point	50
Richmond	58
Woodside	54
Plympton	56

## Trend Analysis

% agree



## Community variances

% agree

<b>Gender</b>	<b>Age of children</b>	<b>Disability &amp; culture</b>
Male 55	0-4 years <b>74</b>	Disability 43
Female 55	5-11 years <b>57</b>	Mainly speak LOTE 57
<b>Age</b>	12-17 years <b>47</b>	<b>Dog owner</b> 51
18-34 years <b>65</b>	18+ years <b>37</b>	<b>Home ownership</b>
35-49 years 57	No children <b>54</b>	Home owner 54
50-64 years <b>44</b>		Renting / other 57
65+ years 55		

## MARKYT Industry Standards

% agree



Town of East Fremantle	54
Industry High	NA
Industry Average	NA

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

Base: All respondents, excludes 'no response' (n = 646).

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

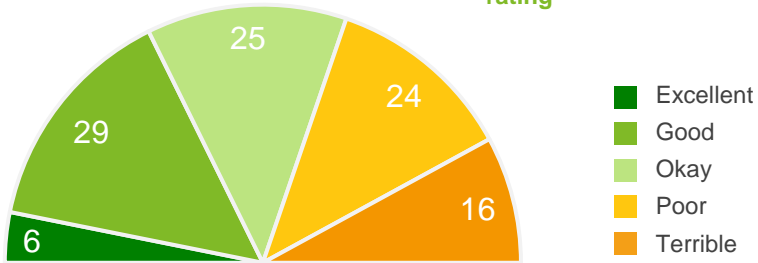
## Performance ratings

% of respondents

60%

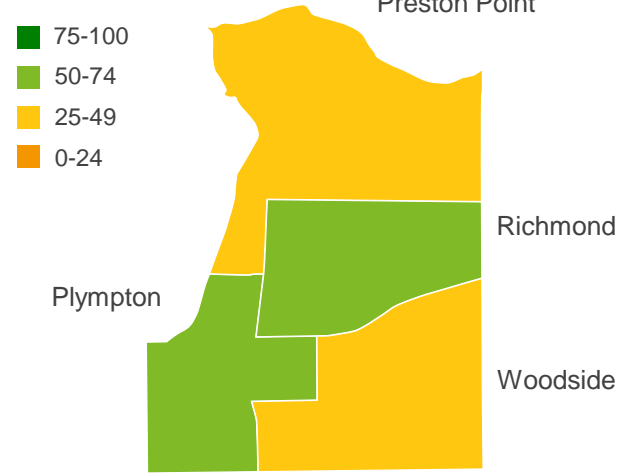
47

Positive rating\*



## Geographical variances

Performance Index Score

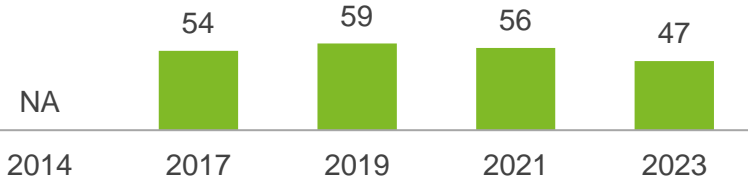


## Location

Preston Point	49
Richmond	50
Woodside	36
Plympton	51

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	47
Industry High	56
Industry Average	43

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

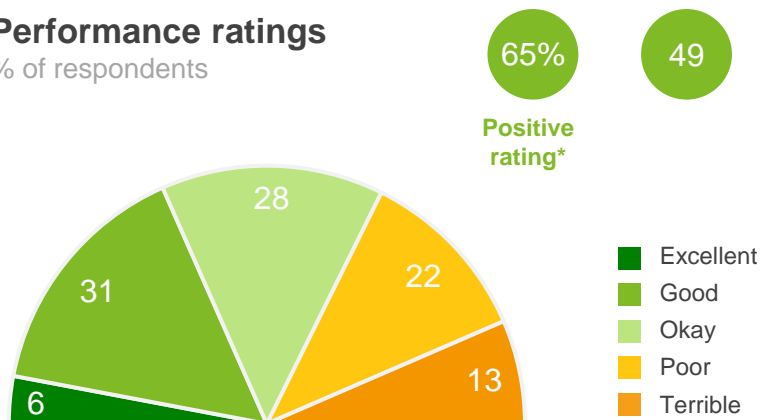
Base: All respondents, excludes 'unsure' and 'no response' (n = 409). \* Positive Rating = excellent, good + okay



# How the community is consulted on local issues

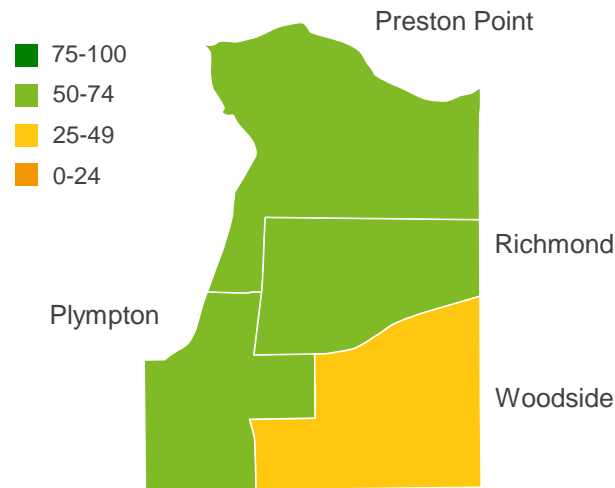
## Performance ratings

% of respondents



## Geographical variances

Performance Index Score

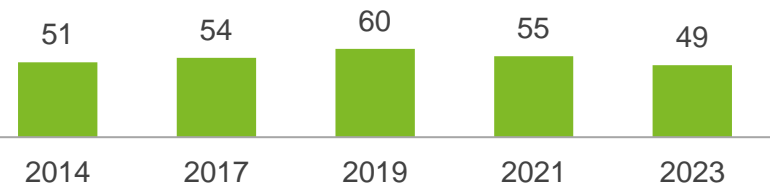


### Location

Preston Point	50
Richmond	50
Woodside	43
Plympton	51

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	49
Industry High	55
Industry Average	41

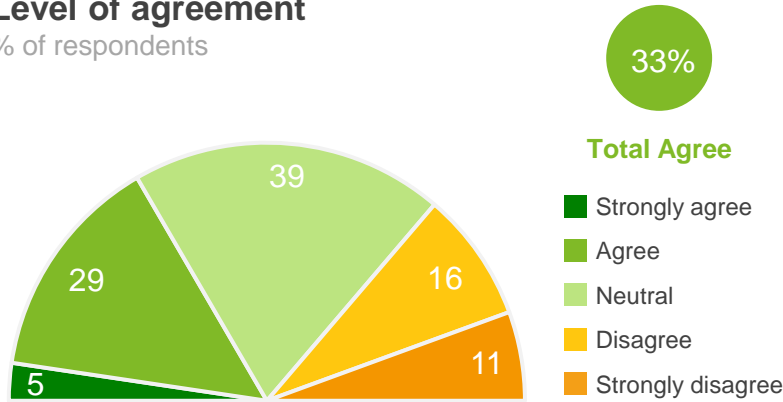
Q. How would you rate performance in the following areas?

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

# The Town listens to and respects residents' views

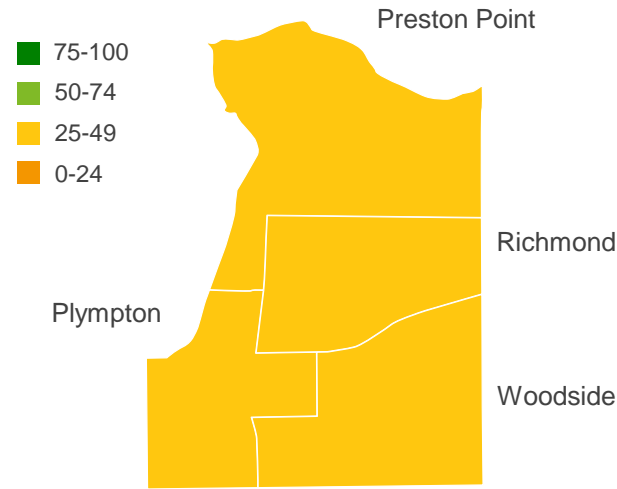
## Level of agreement

% of respondents



## Geographical variances

% agree

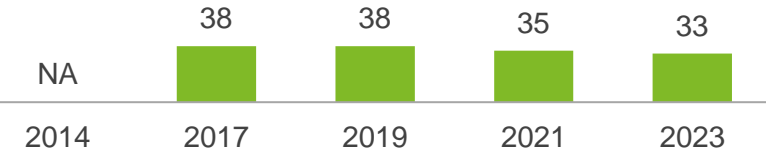


## Location

Preston Point	27
Richmond	37
Woodside	29
Plympton	40

## Trend Analysis

% agree



## Community variances

% agree

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

## MARKYT Industry Standards

% agree



Town of East Fremantle	33
<b>Industry High</b>	<b>53</b>
Industry Average	27

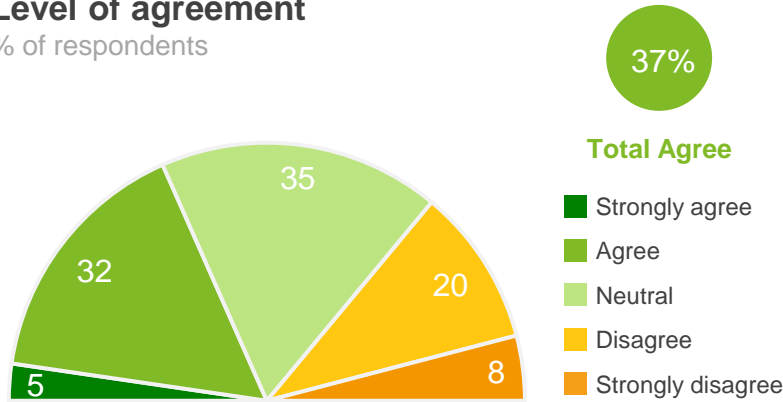
Q. How strongly do you agree or disagree with the following statements?

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

# The Town has a good understanding of community needs

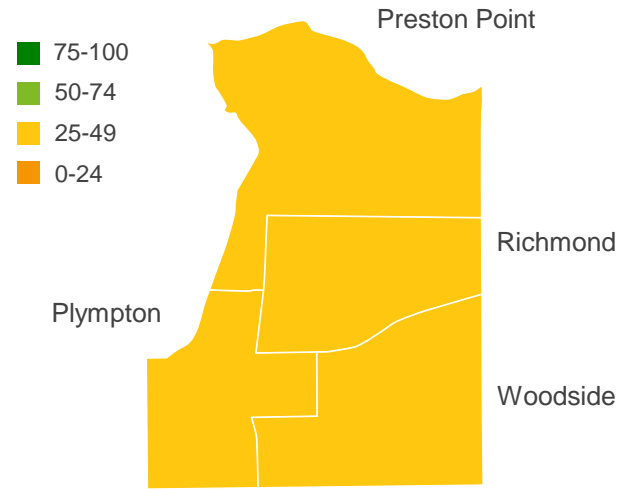
## Level of agreement

% of respondents



## Geographical variances

% agree

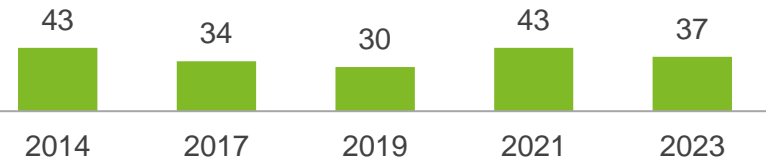


## Location

Preston Point	30
Richmond	41
Woodside	39
Plympton	39

## Trend Analysis

% agree



## Community variances

% agree

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

## MARKYT Industry Standards

% agree



Town of East Fremantle	37
<b>Industry High</b>	<b>58</b>
Industry Average	29

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

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

# How the community is informed about what's happening in the local area

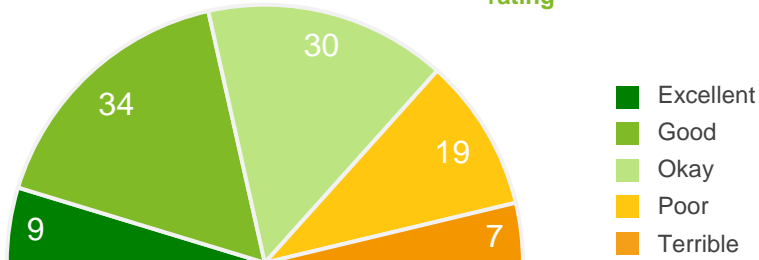
## Performance ratings

% of respondents

73%

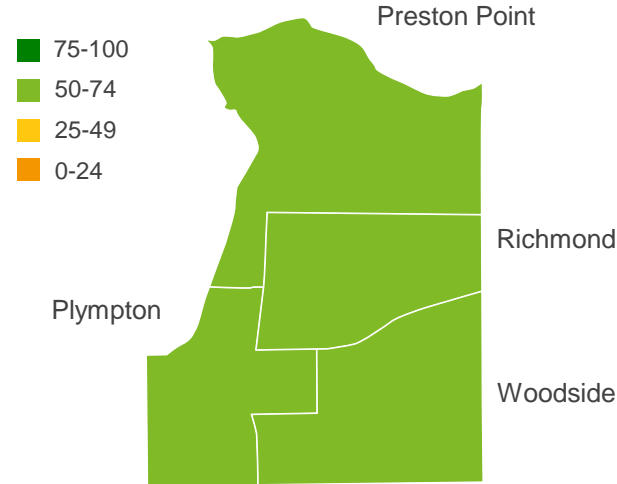
55

Positive rating\*



## Geographical variances

Performance Index Score

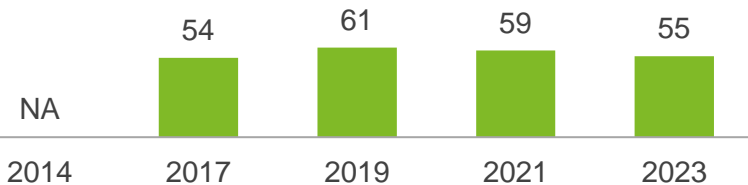


### Location

Preston Point	55
Richmond	56
Woodside	52
Plympton	55

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

55	57
54	55
52	48
54	57
57	50
57	57

47
49
54
55
55

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	55
Industry High	59
Industry Average	46

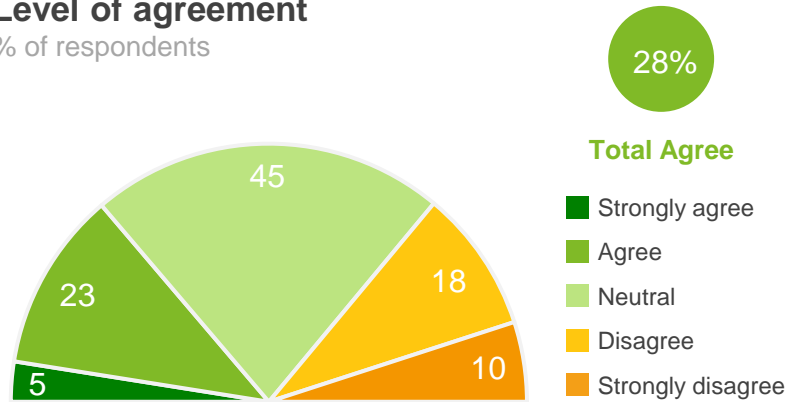
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 568). \* Positive Rating = excellent, good + okay

# The Town clearly explains reasons for decisions and how residents' views are taken into account

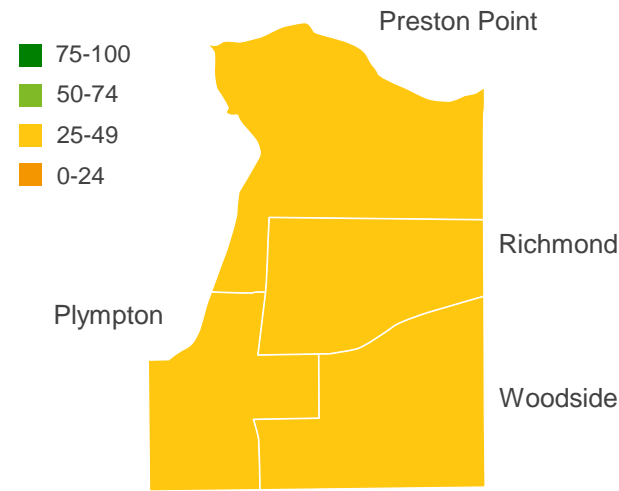
## Level of agreement

% of respondents



## Geographical variances

% agree

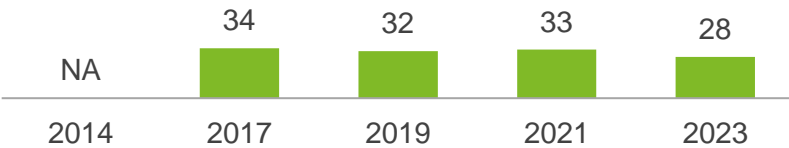


## Location

Location	% agree
Preston Point	27
Richmond	30
Woodside	26
Plympton	31

## Trend Analysis

% agree



## Community variances

% agree

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

26	23	27
29	<b>36</b>	9
	26	24
	<b>22</b>	
	29	28
		27

## MARKYT Industry Standards

% agree



Town of East Fremantle	28
<b>Industry High</b>	<b>39</b>
Industry Average	23

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

Base: All respondents, excludes 'no response' (n = 652).

# Embracing change, innovation and technology

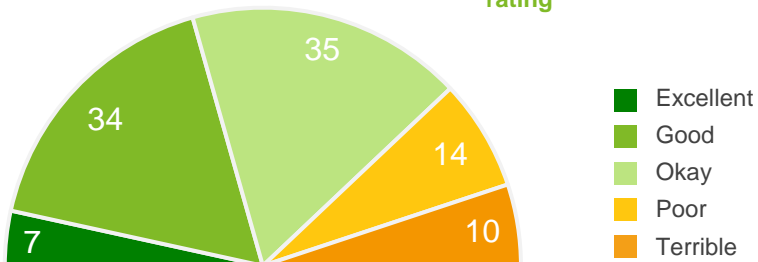
## Performance ratings

% of respondents

76%

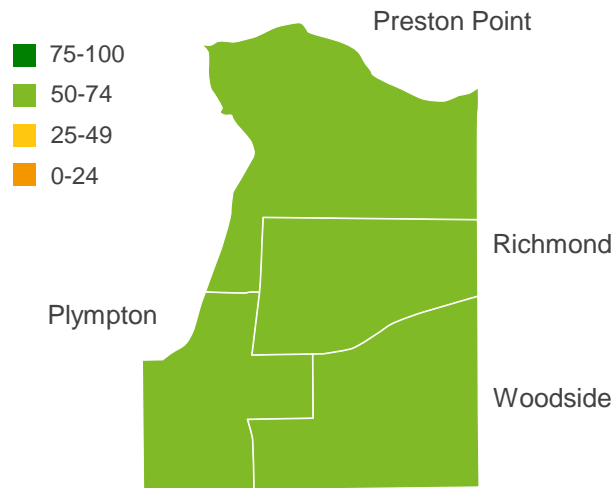
53

Positive rating\*



## Geographical variances

Performance Index Score



### Location

Preston Point	52
Richmond	55
Woodside	52
Plympton	55

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 53	0-4 years 50	Disability 50
Female 56	5-11 years 52	Mainly speak LOTE 42
<b>Age</b>	12-17 years 51	<b>Dog owner</b> 51
18-34 years 44	18+ years 46	<b>Home ownership</b>
35-49 years 52	No children 58	Home owner 53
50-64 years 53		Renting / other 69
65+ years 62		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	53
Industry High	60
Industry Average	48

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 341). \* Positive Rating = excellent, good + okay

# Value for money from Council rates

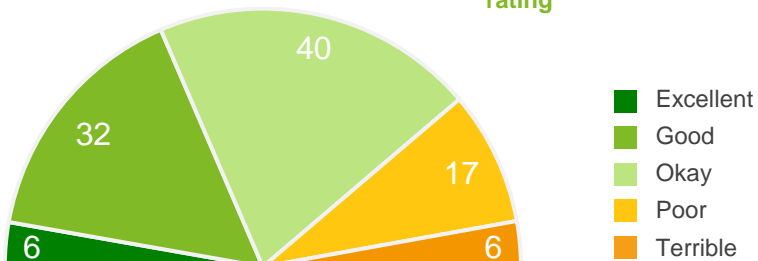
## Performance ratings

% of respondents

78%

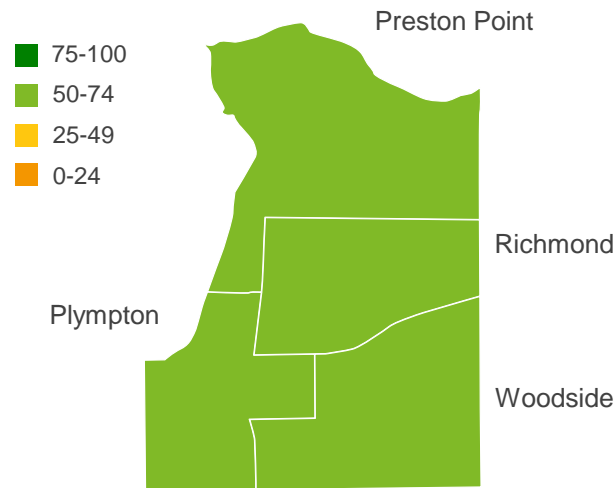
54

Positive rating\*



## Geographical variances

Performance Index Score

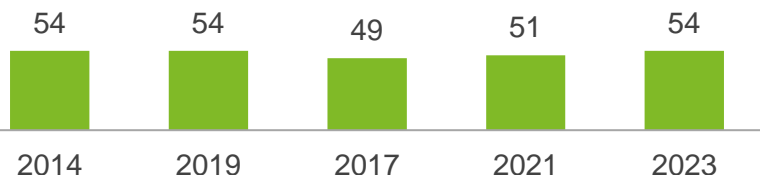


### Location

Preston Point	53
Richmond	53
Woodside	54
Plympton	54

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 51	0-4 years 54	Disability 50
Female 56	5-11 years 53	Mainly speak LOTE <b>48</b>
<b>Age</b>	12-17 years <b>47</b>	<b>Dog owner</b> 50
18-34 years 57	18+ years <b>45</b>	<b>Home ownership</b>
35-49 years 52	No children 57	Home owner 54
50-64 years <b>48</b>		Renting / other 54
65+ years <b>59</b>		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	54
Industry High	62
Industry Average	43

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 604). \* Positive Rating = excellent, good + okay

# Communication

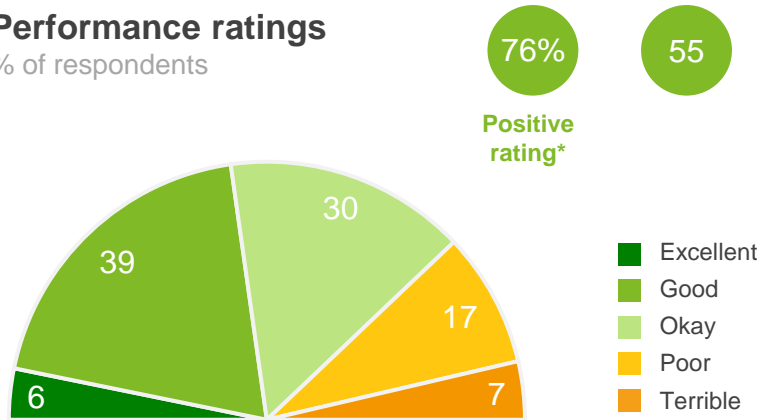


# Town's Strategic Community Plan

(with the vision, objectives and priority projects)

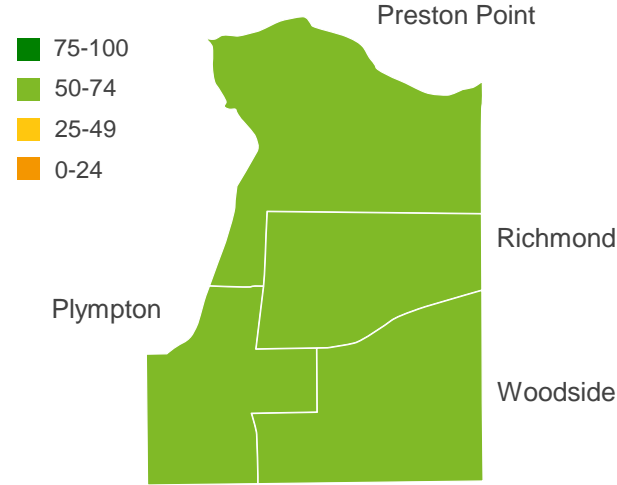
## Performance ratings

% of respondents



## Geographical variances

Performance Index Score



### Location

Preston Point	57
Richmond	56
Woodside	53
Plympton	53

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	55	0-4 years	58	Disability	45
Female	58	5-11 years	57	Mainly speak LOTE	58
Age		12-17 years	57	Dog owner	
18-34 years	53	18+ years	49	54	
35-49 years	56	No children	58	Home ownership	
50-64 years	52			Home owner	55
65+ years	58			Renting / other	45

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	55
Industry High	55
Industry Average	45

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 323). \* Positive Rating = excellent, good + okay

# Town's website

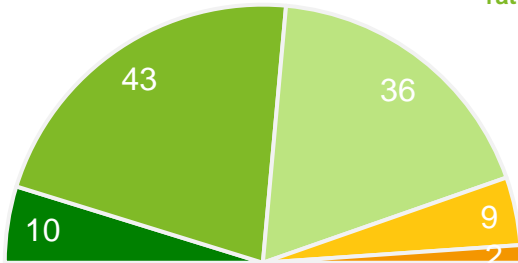
## Performance ratings

% of respondents

89%

62

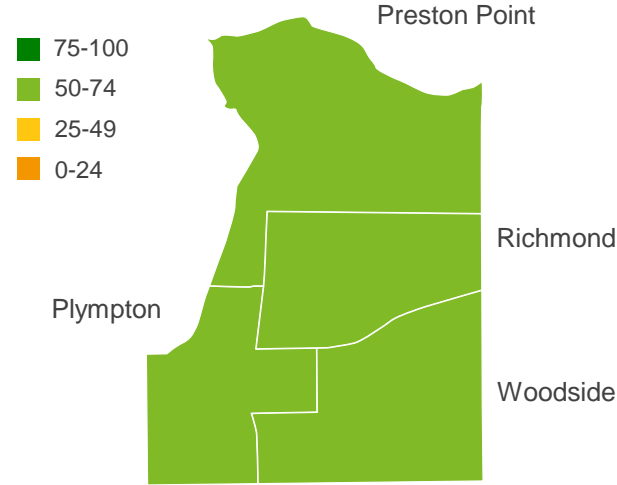
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

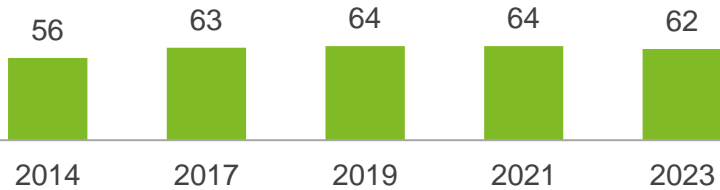


### Location

Preston Point	60
Richmond	63
Woodside	62
Plympton	64

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	63
Female	63

### Age of children

0-4 years	61
5-11 years	63
12-17 years	61
18+ years	57
No children	65

### Disability & culture

Disability	57
Mainly speak LOTE	52

### Age

18-34 years	62
35-49 years	61
50-64 years	61
65+ years	66

### Dog owner

61

### Home ownership

Home owner	63
Renting / other	52

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	62
Industry High	65
Industry Average	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 471). \* Positive Rating = excellent, good + okay

# Social media presence

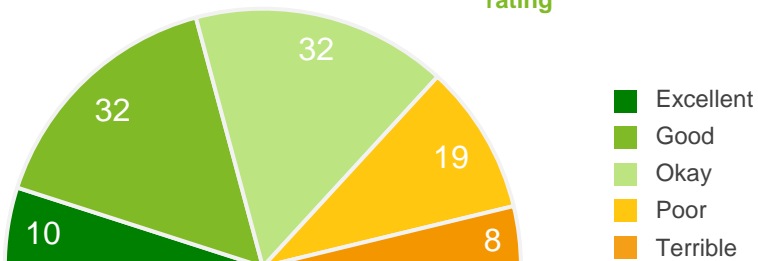
## Performance ratings

% of respondents

74%

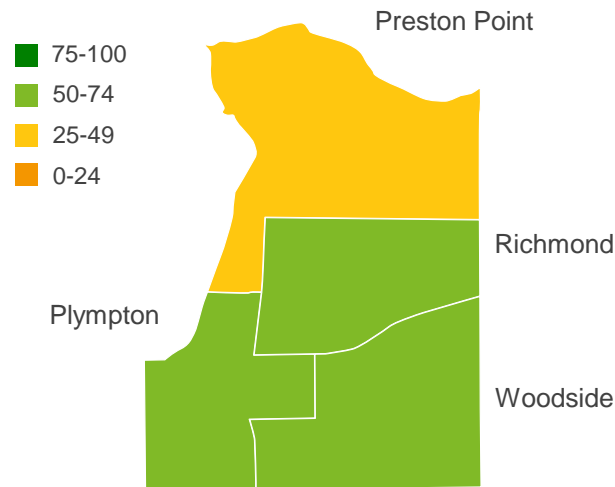
54

Positive rating\*



## Geographical variances

Performance Index Score

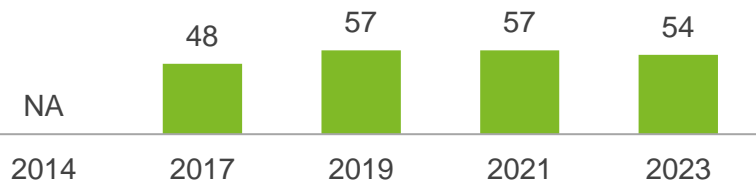


### Location

Preston Point	49
Richmond	55
Woodside	55
Plympton	58

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 55	0-4 years 57	Disability 51
Female 55	5-11 years 60	Mainly speak LOTE 46
<b>Age</b>	12-17 years 63	<b>Dog owner</b> 56
18-34 years 44	18+ years 50	<b>Home ownership</b>
35-49 years 58	No children 54	Home owner 55
50-64 years 53		Renting / other 39
65+ years 59		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	54
Industry High	64
Industry Average	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 327). \* Positive Rating = excellent, good + okay

# Enewsletters

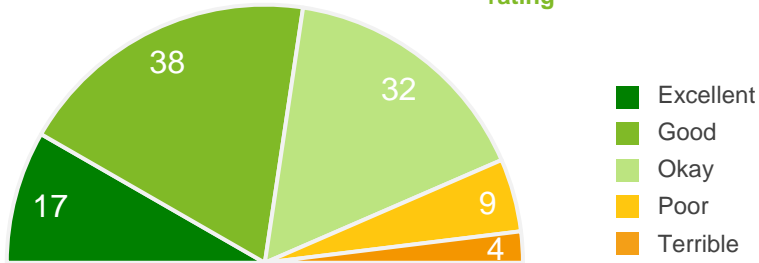
## Performance ratings

% of respondents

87%

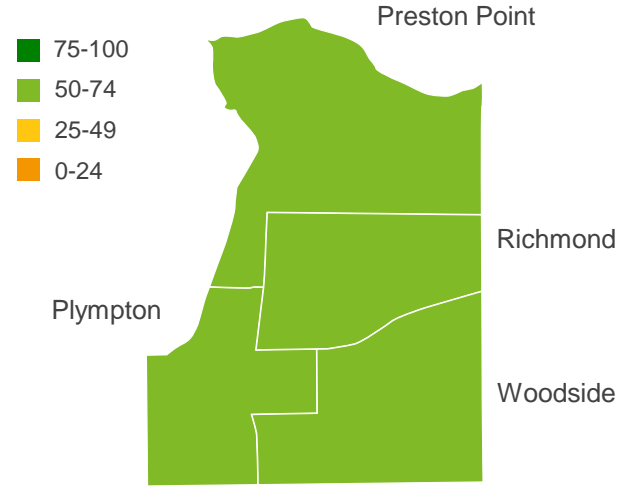
64

Positive rating\*



## Geographical variances

Performance Index Score



### Location

Preston Point	62
Richmond	62
Woodside	63
Plympton	68

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 63	0-4 years 66	Disability 57
Female 65	5-11 years 66	Mainly speak LOTE 42
<b>Age</b>	12-17 years 63	<b>Dog owner</b> 63
18-34 years 46	18+ years 60	<b>Home ownership</b>
35-49 years 66	No children 65	Home owner 64
50-64 years 62		Renting / other 60
65+ years 69		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	64
Industry High	67
Industry Average	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 376). \* Positive Rating = excellent, good + okay

# Printed newsletters

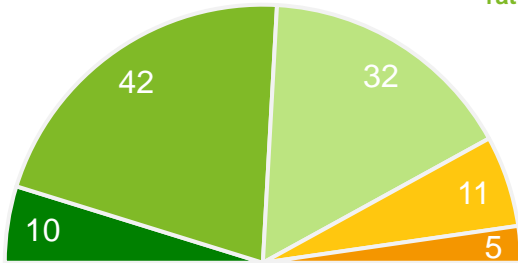
## Performance ratings

% of respondents

84%

60

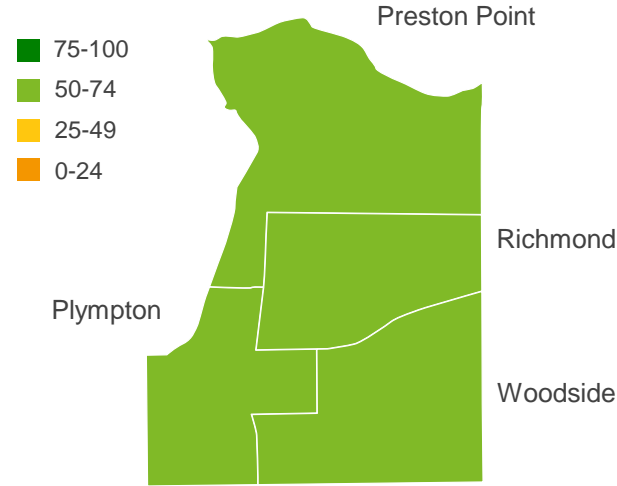
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

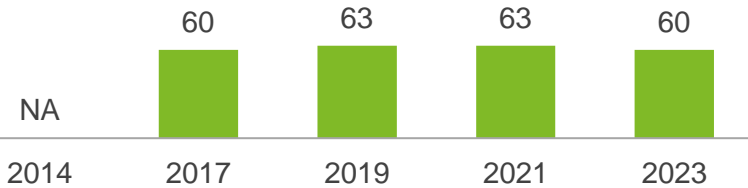


## Location

Preston Point	62
Richmond	57
Woodside	58
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	60
Female	61

### Age

18-34 years	61
35-49 years	61
50-64 years	55
65+ years	64

### Age of children

0-4 years	64
5-11 years	61
12-17 years	60
18+ years	58
No children	61

### Disability & culture

Disability	62
Mainly speak LOTE	61

### Dog owner

57

### Home ownership

Home owner	60
Renting / other	69

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	60
Industry High	68
Industry Average	61

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

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

# The Town's half page feature in the local community newspaper (with local news, events and notifications)

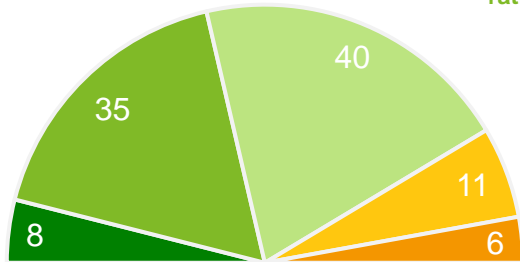
## Performance ratings

% of respondents

83%

57

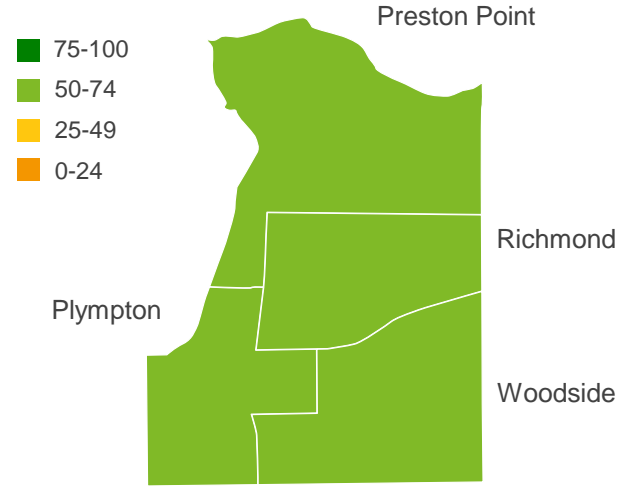
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



### Location

Preston Point	57
Richmond	57
Woodside	55
Plympton	56

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	55
Female	62

### Age

18-34 years	42
35-49 years	58
50-64 years	56
65+ years	62

### Age of children

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

### Disability & culture

Disability	46
Mainly speak LOTE	44

### Dog owner

54

### Home ownership

Home owner	58
Renting / other	47

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	57
Industry High	61
Industry Average	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 280). \* Positive Rating = excellent, good + okay

Customer service

# Customer service

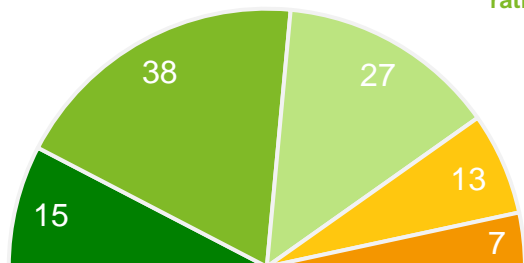
## Performance ratings

% of respondents

80%

60

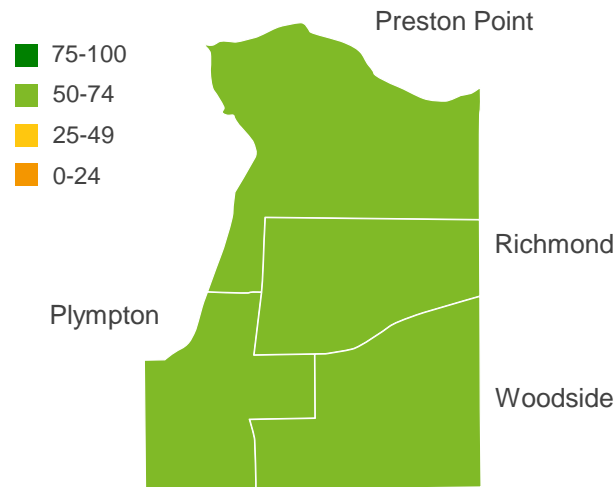
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

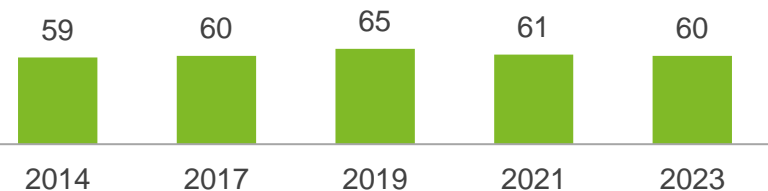


### Location

Preston Point	58
Richmond	60
Woodside	61
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 61	0-4 years 64	Disability 54
Female 61	5-11 years 62	Mainly speak LOTE 51
<b>Age</b>	12-17 years 57	<b>Dog owner</b> 63
18-34 years 57	18+ years 57	<b>Home ownership</b>
35-49 years 60	No children 61	Home owner 61
50-64 years 58		Renting / other 56
65+ years 64		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	60
Industry High	68
Industry Average	57

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

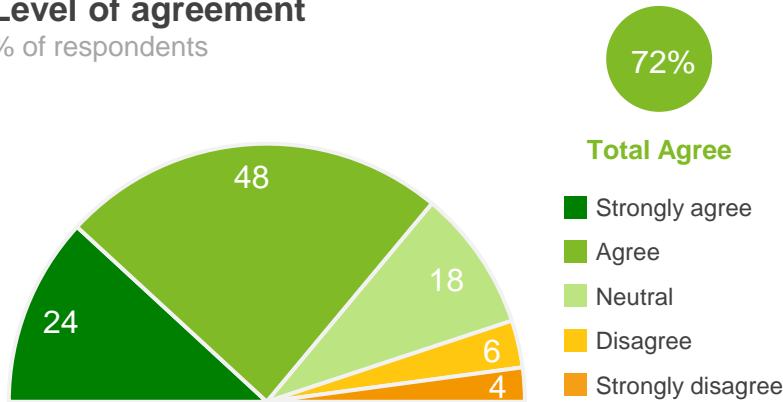
Base: All respondents, excludes 'unsure' and 'no response' (n = 509). \* Positive Rating = excellent, good + okay



# Courteous

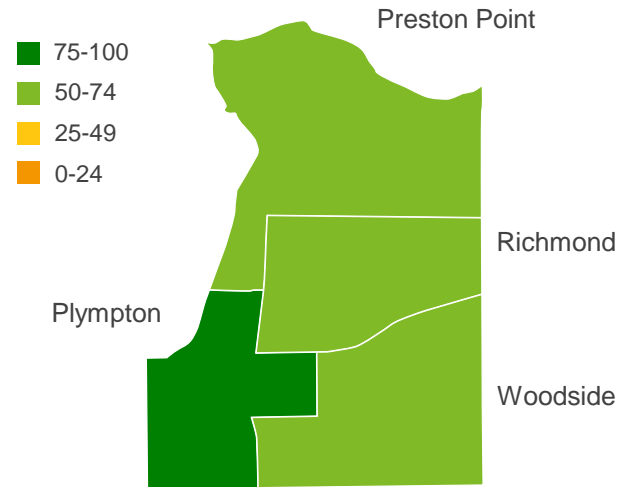
## Level of agreement

% of respondents



## Geographical variances

% agree

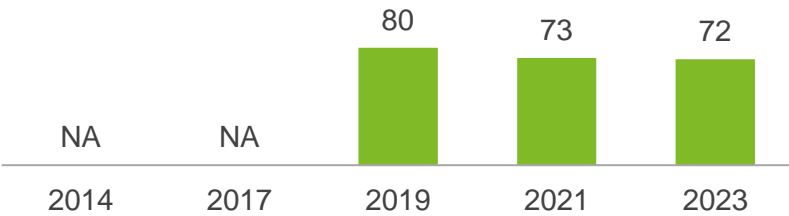


## Location

Preston Point	66
Richmond	74
Woodside	71
Plympton	75

## Trend Analysis

% agree



## Community variances

% agree

Gender		Age of children		Disability & culture	
Male	76	0-4 years	68	Disability	69
Female	70	5-11 years	79	Mainly speak LOTE	86
Age		12-17 years	67	Dog owner	
18-34 years	58	18+ years	71	76	
35-49 years	73	No children	73	Home ownership	
50-64 years	73			Home owner	71
65+ years	78			Renting / other	91

## MARKYT Industry Standards

% agree



Town of East Fremantle	72
Industry High	NA
Industry Average	NA

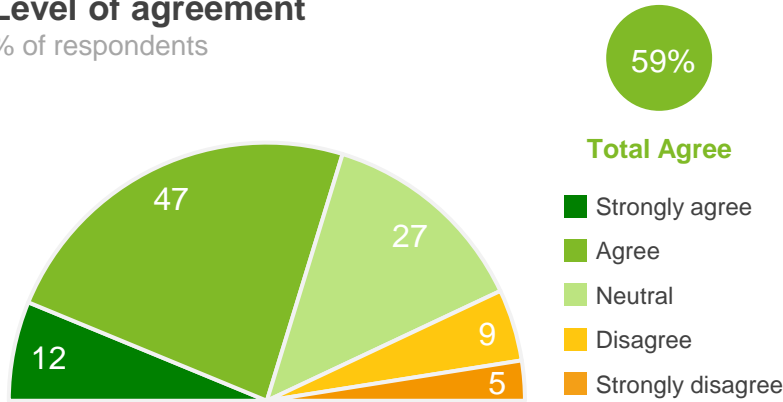
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 479).

# Knowledgeable

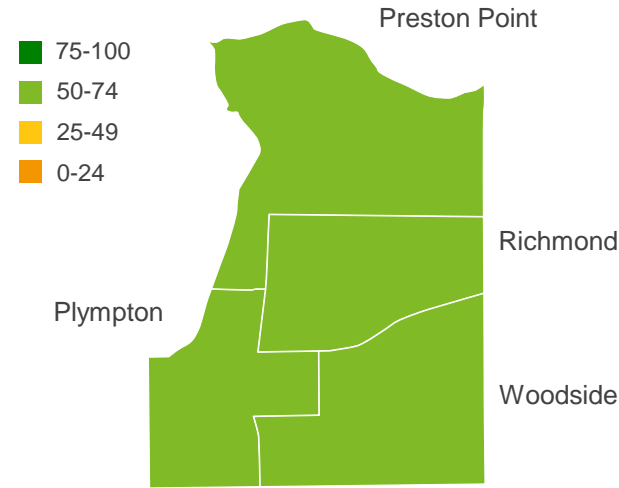
## Level of agreement

% of respondents



## Geographical variances

% agree

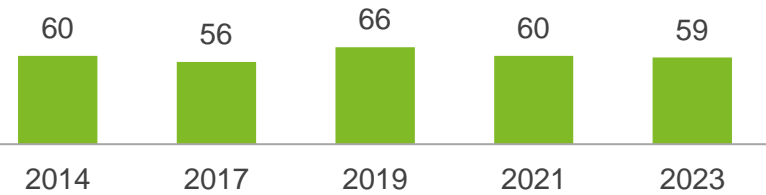


## Location

Preston Point	57
Richmond	60
Woodside	59
Plympton	59

## Trend Analysis

% agree



## Community variances

% agree

<b>Gender</b>	<b>Age of children</b>	<b>Disability &amp; culture</b>
Male 60	0-4 years <b>71</b>	Disability 49
Female 61	5-11 years 68	Mainly speak LOTE 74
<b>Age</b>	12-17 years <b>52</b>	<b>Dog owner</b> 63
18-34 years 57	18+ years 57	<b>Home ownership</b>
35-49 years 57	No children <b>57</b>	Home owner 60
50-64 years 56		Renting / other 52
65+ years 66		

## MARKYT Industry Standards

% agree



Town of East Fremantle	59
Industry High	NA
Industry Average	NA

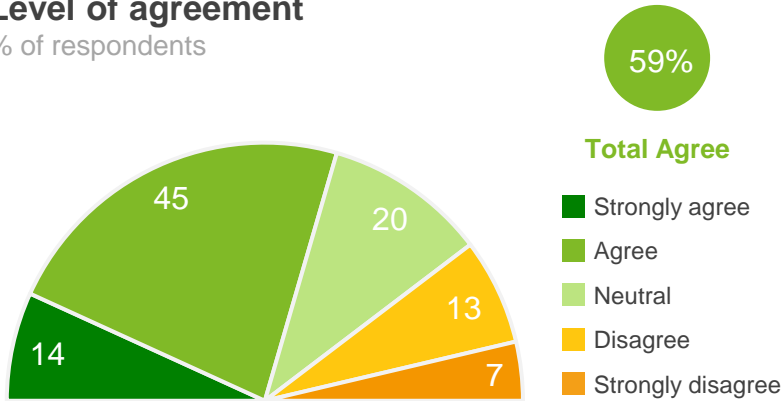
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 435).

# Responsive

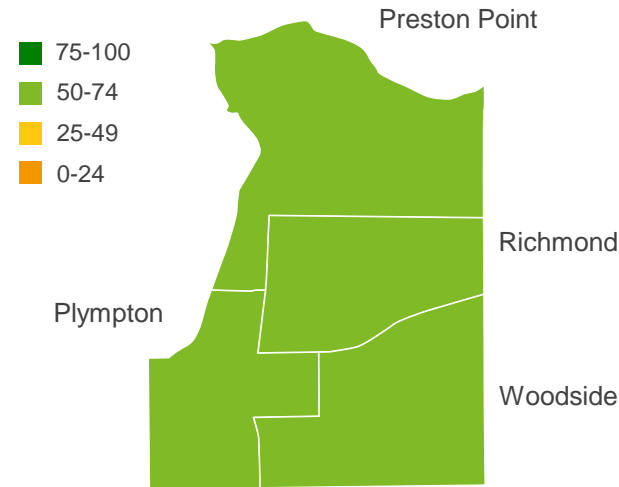
## Level of agreement

% of respondents



## Geographical variances

% agree

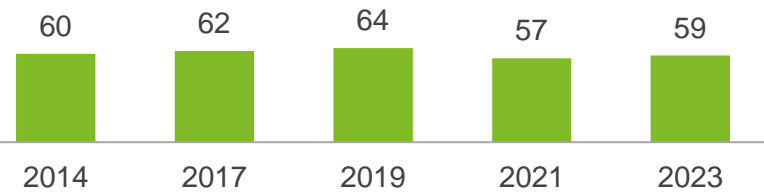


### Location

Preston Point	50
Richmond	62
Woodside	64
Plympton	59

## Trend Analysis

% agree



## Community variances

% agree

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

## MARKYT Industry Standards

% agree



Town of East Fremantle	59
Industry High	NA
Industry Average	NA

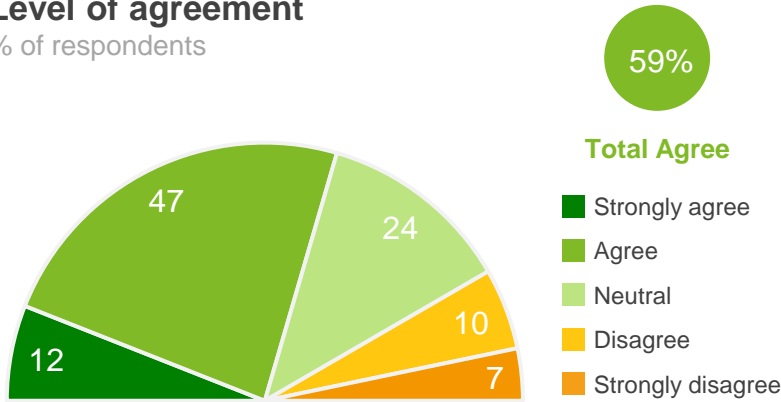
Q. How strongly do you agree or disagree with the following statements?

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

# Reliable

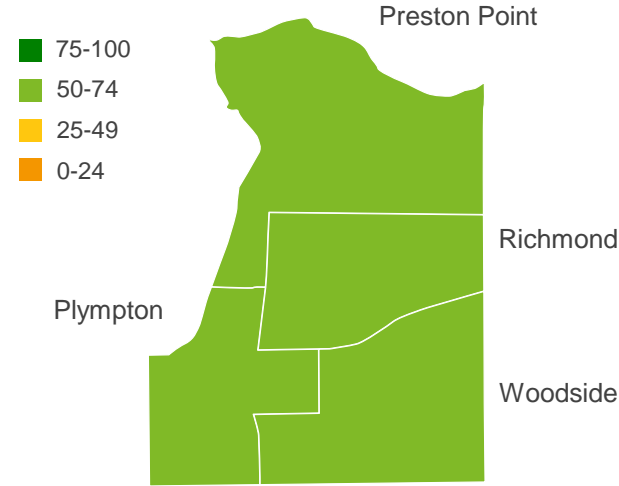
## Level of agreement

% of respondents



## Geographical variances

% agree

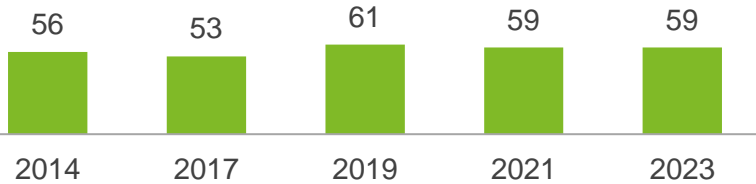


### Location

Preston Point	54
Richmond	61
Woodside	56
Plympton	64

## Trend Analysis

% agree



## Community variances

% agree

Gender	Age of children	Disability & culture
Male: 61	0-4 years: 72	Disability: 43
Female: 59	5-11 years: 69	Mainly speak LOTE: 71
<b>Age</b>	12-17 years: 57	<b>Dog owner</b> : 64
18-34 years: 70	18+ years: 52	<b>Home ownership</b>
35-49 years: 57	No children: 57	Home owner: 59
50-64 years: 55		Renting / other: 60
65+ years: 60		

## MARKYT Industry Standards

% agree



Town of East Fremantle	59
Industry High	NA
Industry Average	NA

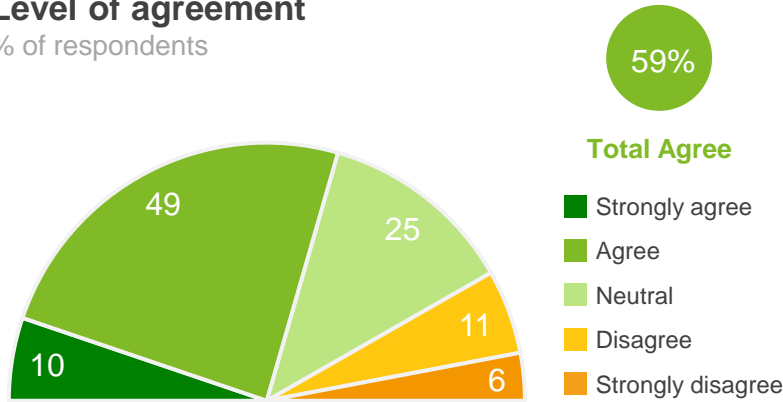
Q. How strongly do you agree or disagree with the following statements?

Base: All respondents, excludes 'no response' (n = 444).

# Clear and concise

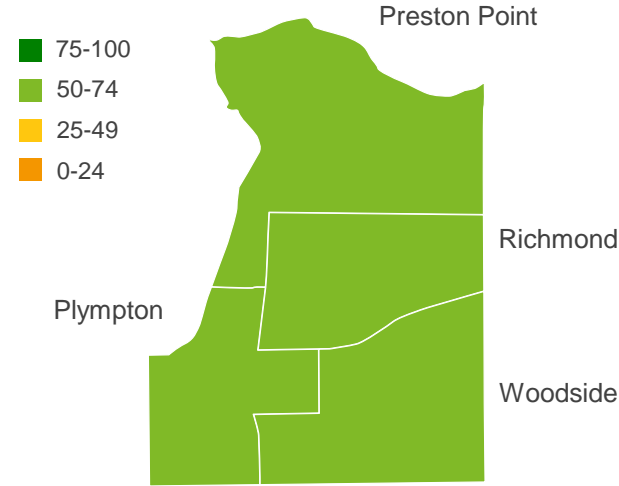
## Level of agreement

% of respondents



## Geographical variances

% agree

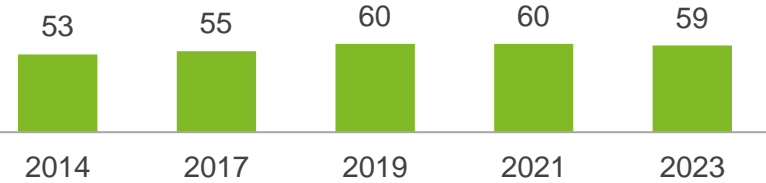


## Location

Preston Point	55
Richmond	57
Woodside	58
Plympton	65

## Trend Analysis

% agree



## Community variances

% agree

Gender	Age of children	Disability & culture
Male 64	0-4 years <b>70</b>	Disability 61
Female 56	5-11 years 65	Mainly speak LOTE 80
Age	12-17 years 54	Dog owner
18-34 years <b>71</b>	18+ years <b>52</b>	65
35-49 years 56	No children 59	Home ownership
50-64 years <b>53</b>		Home owner 58
65+ years 62		Renting / other 92

## MARKYT Industry Standards

% agree



Town of East Fremantle	59
Industry High	NA
Industry Average	NA

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

Base: All respondents, excludes 'no response' (n = 437).

People

# Youth services and facilities

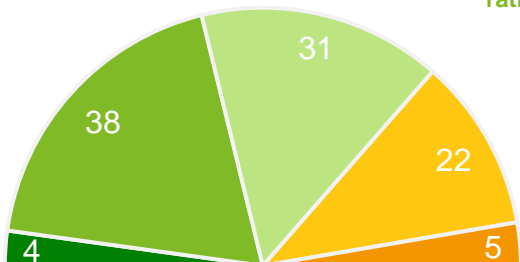
## Performance ratings

% of respondents

73%

54

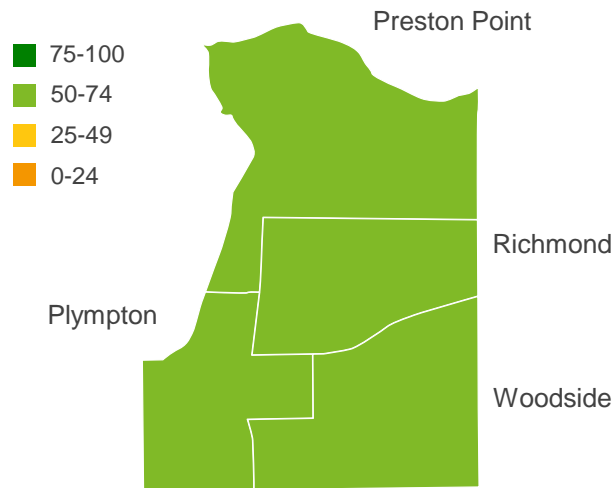
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

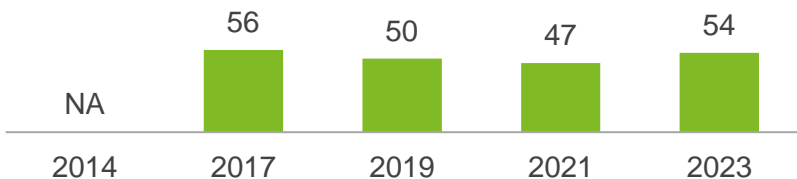


### Location

Preston Point	60
Richmond	51
Woodside	51
Plympton	51

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

56	51
53	50
60	44
50	38
51	62
56	

36
48
48
53
66

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	54
Industry High	65
Industry Average	48

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

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

# Services and facilities for families and children

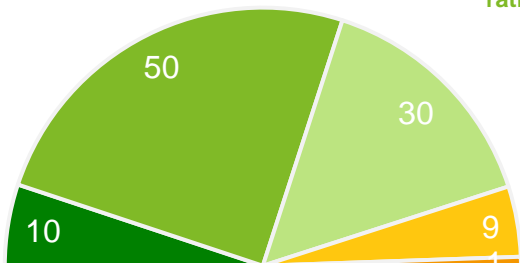
## Performance ratings

% of respondents

90%

65

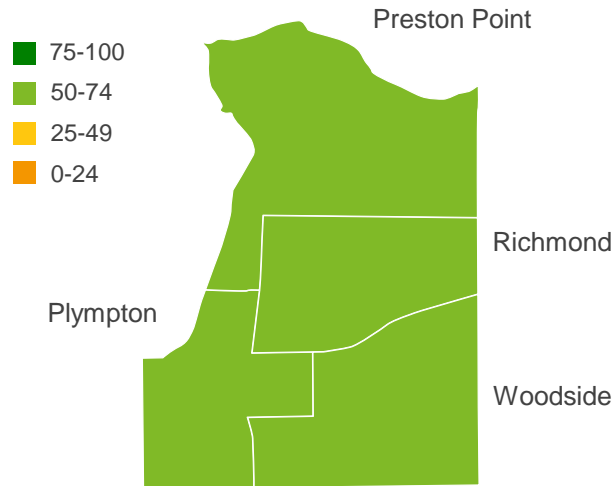
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



## Location

Preston Point	71
Richmond	62
Woodside	64
Plympton	64

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

### Gender

Male	66
Female	65

### Age of children

0-4 years	63
5-11 years	62
12-17 years	61
18+ years	62
No children	68

### Disability & culture

Disability	53
Mainly speak LOTE	59

### Age

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

### Dog owner

63

### Home ownership

Home owner	65
Renting / other	67

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	65
Industry High	68
Industry Average	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 414). \* Positive Rating = excellent, good + okay



# Services, facilities and care available for seniors

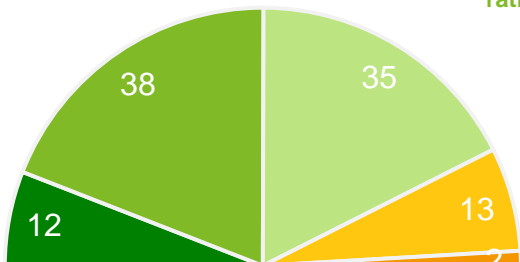
## Performance ratings

% of respondents

85%

61

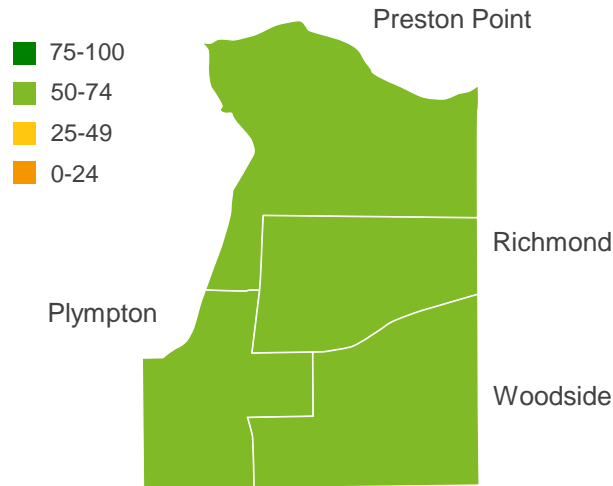
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

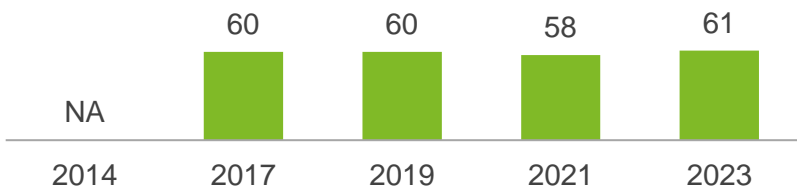


### Location

Preston Point	63
Richmond	62
Woodside	56
Plympton	64

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	62	0-4 years	58	Disability	58
Female	60	5-11 years	58	Mainly speak LOTE	56
Age		12-17 years	57	Dog owner	
18-34 years	75	18+ years	60	Home ownership	
35-49 years	61	No children	62	Home owner	61
50-64 years	58			Renting / other	62
65+ years	62				

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	61
Industry High	67
Industry Average	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 283). \* Positive Rating = excellent, good + okay

# Disability access and inclusion

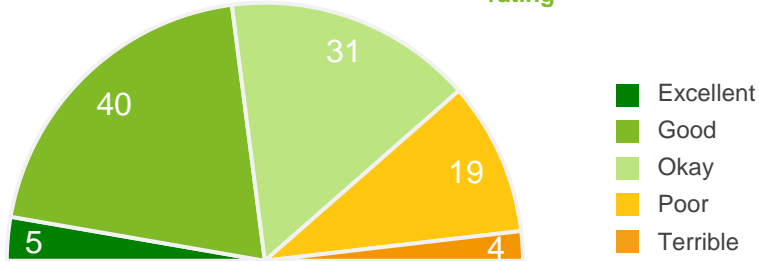
## Performance ratings

% of respondents

77%

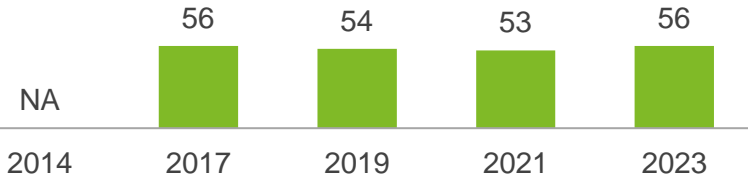
56

Positive rating\*



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

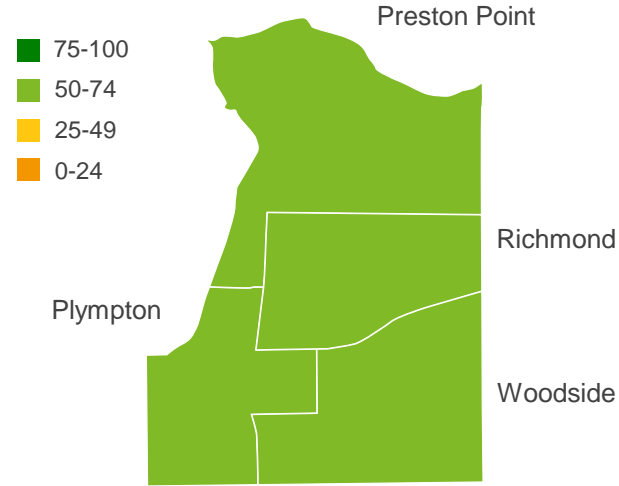
Performance Index Score



Town of East Fremantle	56
Industry High	64
Industry Average	51

## Geographical variances

Performance Index Score



## Location

Preston Point	60
Richmond	50
Woodside	55
Plympton	60

## Community variances

Performance Index Score

### Gender

Male	60
Female	54

### Age

18-34 years	57
35-49 years	53
50-64 years	55
65+ years	59

### Age of children

0-4 years	59
5-11 years	51
12-17 years	53
18+ years	44
No children	60

### Disability & culture

Disability	40
Mainly speak LOTE	42

### Dog owner

52

### Home ownership

Home owner	56
Renting / other	63

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 230). \* Positive Rating = excellent, good + okay

# Recognition and respect for First Nations peoples, cultures and heritage



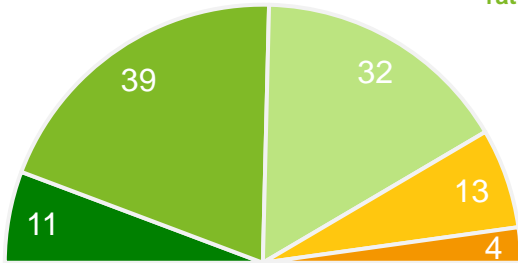
## Performance ratings

% of respondents

83%

60

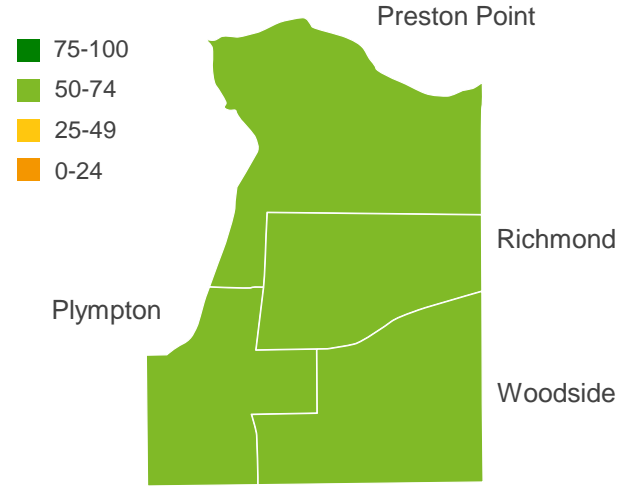
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



### Location

Preston Point	70
Richmond	57
Woodside	60
Plympton	57

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	64
Female	59

### Age of children

0-4 years	60
5-11 years	58
12-17 years	59
18+ years	53
No children	62

### Disability & culture

Disability	47
Mainly speak LOTE	54

### Age

18-34 years	57
35-49 years	58
50-64 years	59
65+ years	66

### Dog owner

56

### Home ownership

Home owner	61
Renting / other	54

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	60
Industry High	72
Industry Average	62

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 348). \* Positive Rating = excellent, good + okay

# Multiculturalism / recognition of cultural diversity

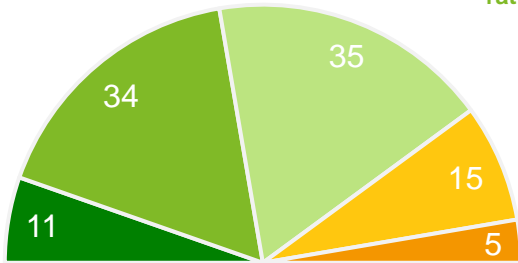
## Performance ratings

% of respondents

80%

57

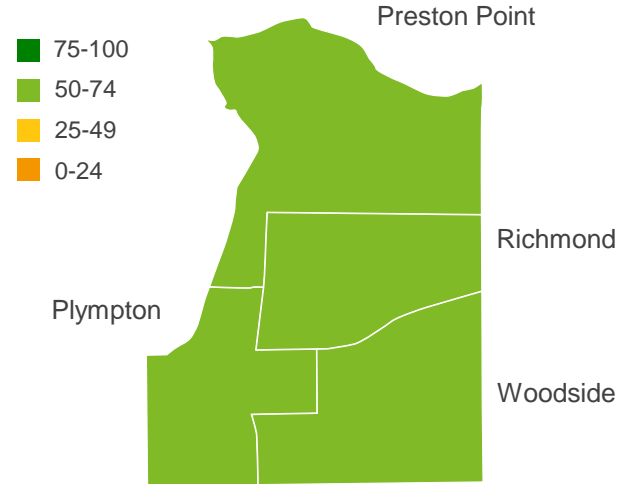
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



## Location

Preston Point	63
Richmond	56
Woodside	59
Plympton	53

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	62
Female	56

### Age

18-34 years	52
35-49 years	54
50-64 years	59
65+ years	63

### Age of children

0-4 years	53
5-11 years	53
12-17 years	55
18+ years	52
No children	60

### Disability & culture

Disability	45
Mainly speak LOTE	45

**Dog owner 51**

### Home ownership

Home owner	57
Renting / other	60

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	57
Industry High	63
Industry Average	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 344). \* Positive Rating = excellent, good + okay

# Community safety and crime prevention

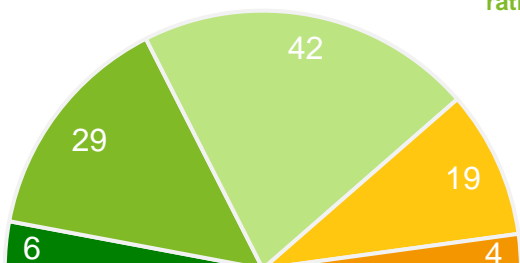
## Performance ratings

% of respondents

77%

53

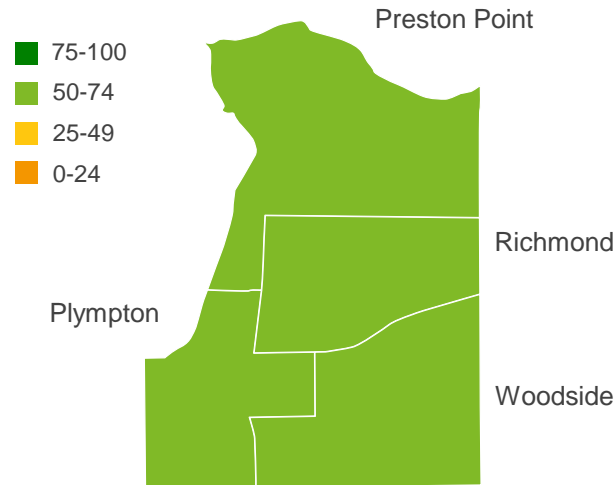
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



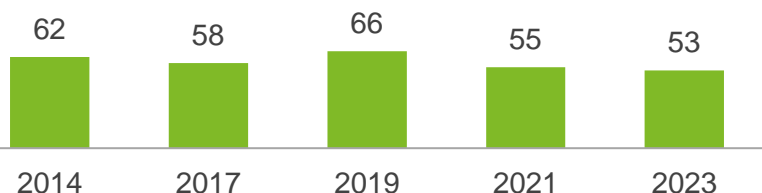
### Location

Preston Point	56
Richmond	53
Woodside	52
Plympton	53

- 75-100
- 50-74
- 25-49
- 0-24

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	53
Industry High	64
Industry Average	49

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

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

# Lighting of streets and public places

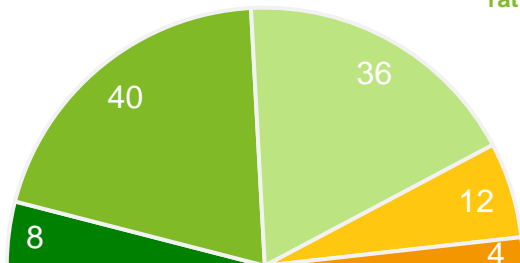
## Performance ratings

% of respondents

84%

59

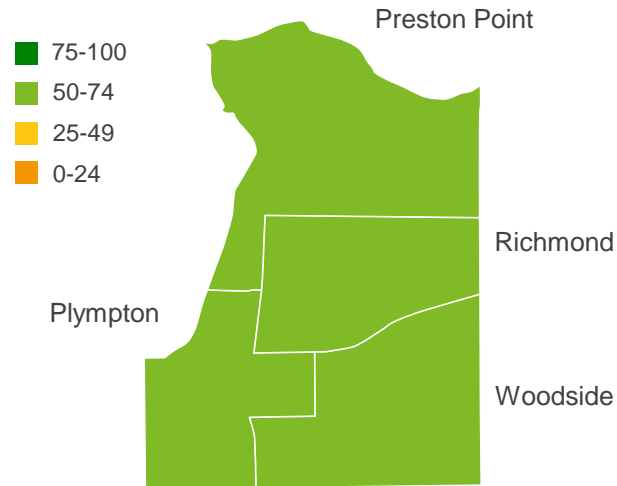
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

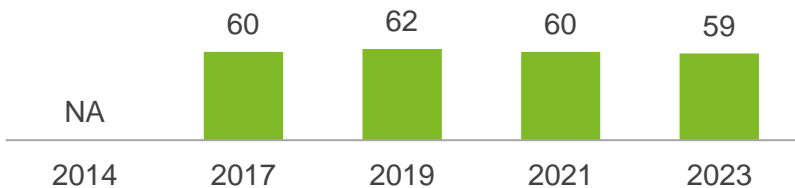


## Location

Preston Point	62
Richmond	59
Woodside	58
Plympton	60

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

60

59

Age

18-34 years 59  
35-49 years 59  
50-64 years 57  
65+ years 62

62

0-4 years 55  
5-11 years 58  
12-17 years 56  
18+ years 59  
No children 61

58

58  
57

57

59  
60

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	59
Industry High	64
Industry Average	54

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 621). \* Positive Rating = excellent, good + okay

# Access to health and community services

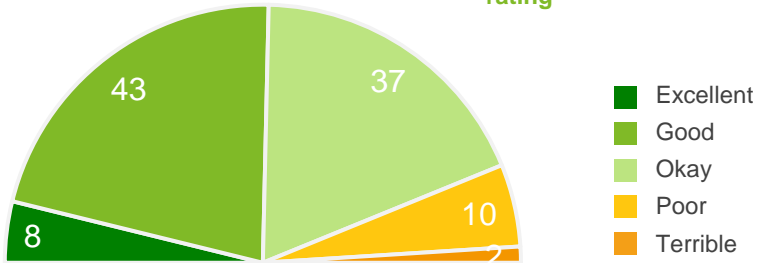
## Performance ratings

% of respondents

88%

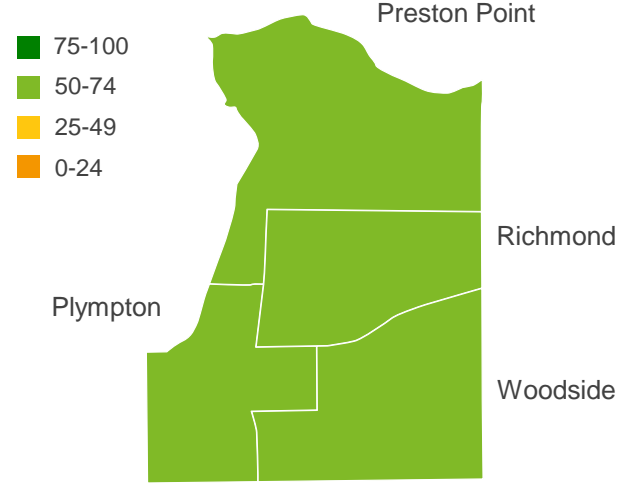
61

Positive rating\*



## Geographical variances

Performance Index Score

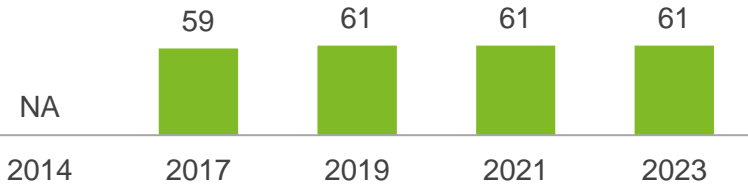


## Location

Preston Point	65
Richmond	60
Woodside	63
Plympton	60

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

### Gender

Male	62
Female	61

### Age of children

0-4 years	59
5-11 years	61
12-17 years	58
18+ years	57
No children	63

### Disability & culture

Disability	51
Mainly speak LOTE	61

### Age

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

### Dog owner

59

### Home ownership

Home owner	61
Renting / other	60

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	61
Industry High	74
Industry Average	57

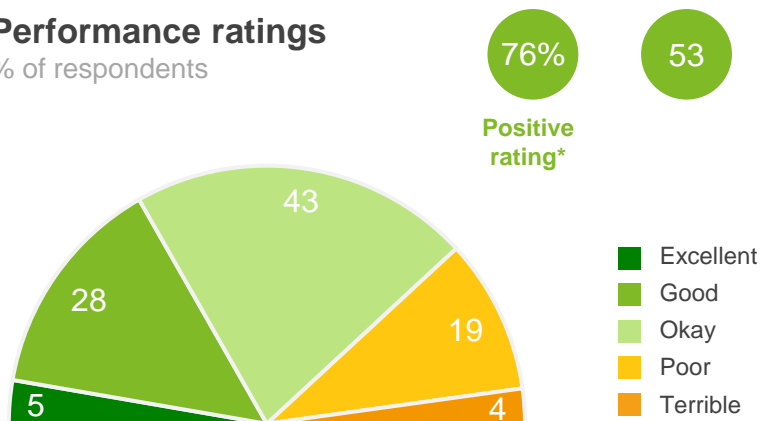
Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 446). \* Positive Rating = excellent, good + okay

# Public health and wellbeing programs and education

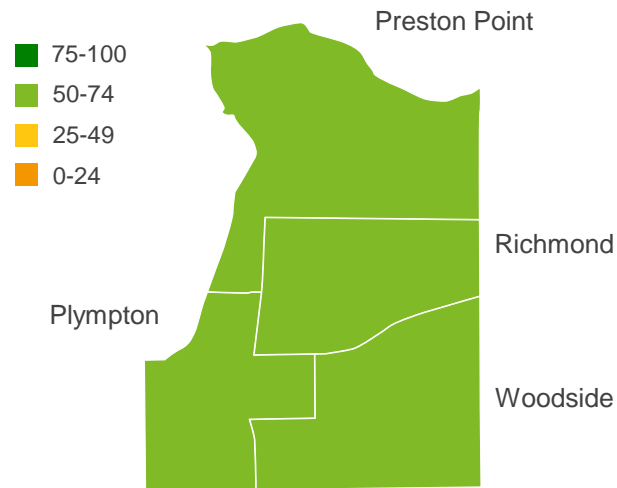
## Performance ratings

% of respondents



## Geographical variances

Performance Index Score



### Location

Preston Point	57
Richmond	51
Woodside	52
Plympton	53

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 55	0-4 years 52	Disability 39
Female 52	5-11 years 55	Mainly speak LOTE 40
<b>Age</b>	12-17 years 52	<b>Dog owner</b> 49
18-34 years 46	18+ years 47	<b>Home ownership</b>
35-49 years 52	No children 56	Home owner 53
50-64 years 52		Renting / other 53
65+ years 58		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	53
Industry High	60
Industry Average	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 318). \* Positive Rating = excellent, good + okay



# Sport and recreation facilities and services

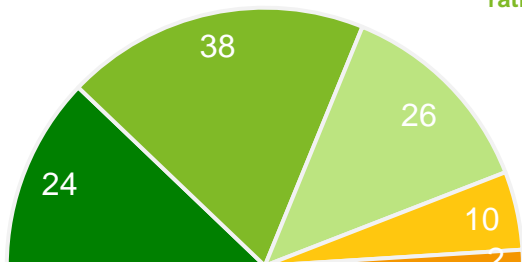
## Performance ratings

% of respondents

88%

68

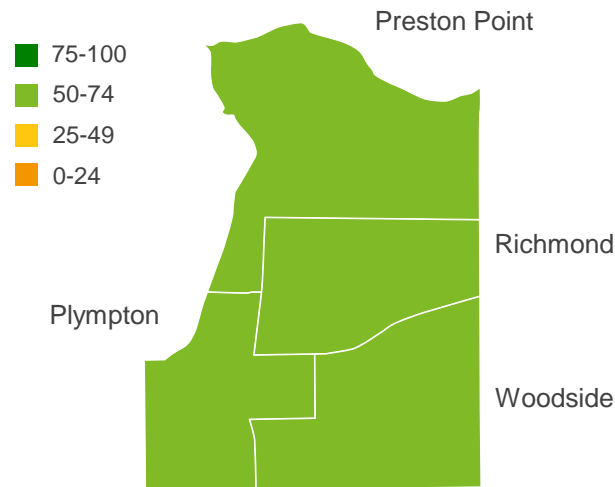
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

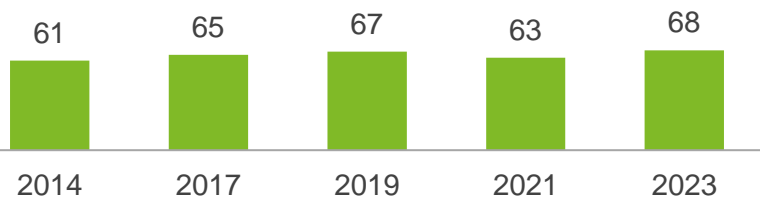


### Location

Preston Point	74
Richmond	69
Woodside	66
Plympton	65

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

### Gender

Male	69
Female	69

### Age of children

0-4 years	66
5-11 years	66
12-17 years	59
18+ years	66
No children	72

### Disability & culture

Disability	59
Mainly speak LOTE	73

### Age

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

### Dog owner

66

### Home ownership

Home owner	68
Renting / other	74

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	68
Industry High	81
Industry Average	65

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

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

# Festivals, events, art and cultural activities

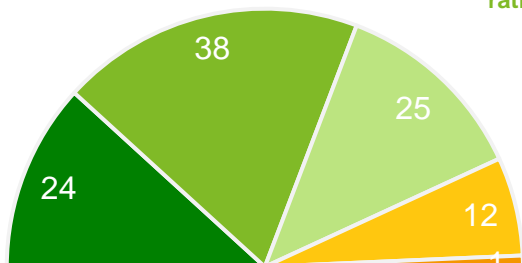
## Performance ratings

% of respondents

86%

67

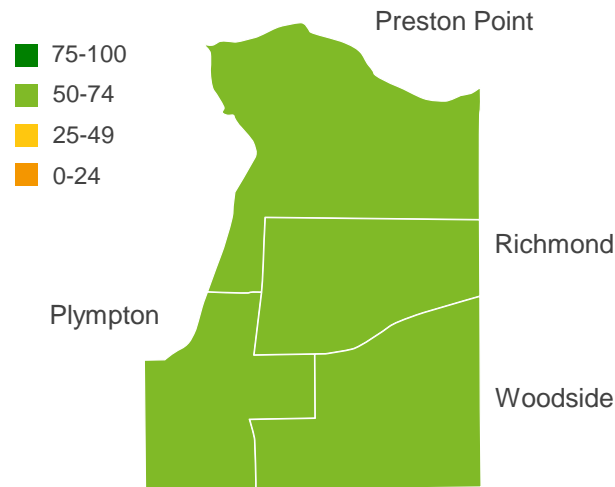
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

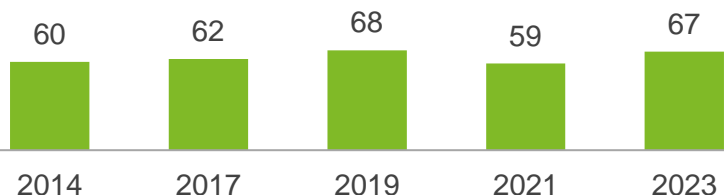


### Location

Preston Point	65
Richmond	67
Woodside	69
Plympton	69

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 66	0-4 years 66	Disability 59
Female 71	5-11 years 68	Mainly speak LOTE 58
<b>Age</b>	12-17 years 68	<b>Dog owner</b> 65
18-34 years 61	18+ years 64	<b>Home ownership</b>
35-49 years 68	No children 68	Home owner 67
50-64 years 66		Renting / other 73
65+ years 72		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	67
Industry High	73
Industry Average	62

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

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

Planet

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

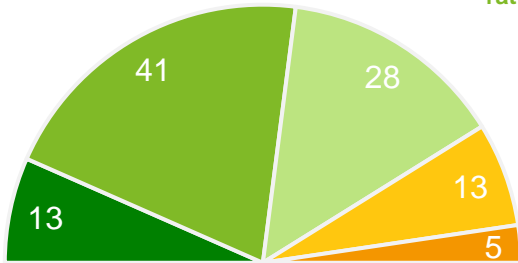
## Performance ratings

% of respondents

82%

61

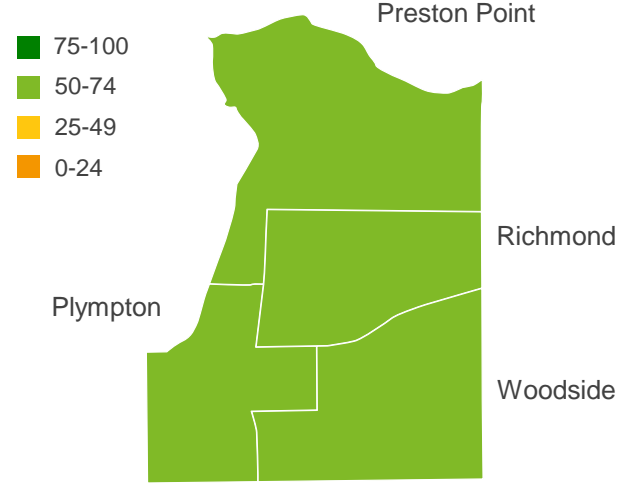
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



### Location

Preston Point	63
Richmond	61
Woodside	59
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 61	0-4 years 68	Disability 50
Female 63	5-11 years 55	Mainly speak LOTE 61
Age	12-17 years 60	Dog owner 60
18-34 years 65	18+ years 53	Home ownership
35-49 years 60	No children 63	Home owner 61
50-64 years 59		Renting / other 68
65+ years 63		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	61
Industry High	68
Industry Average	49

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

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

# Conservation and environmental management

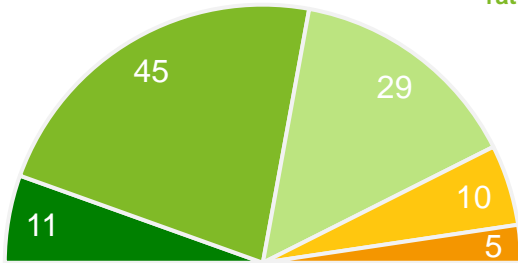
## Performance ratings

% of respondents

85%

62

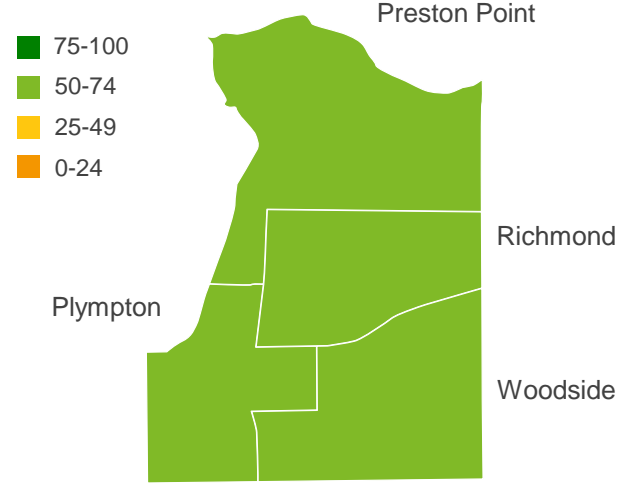
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

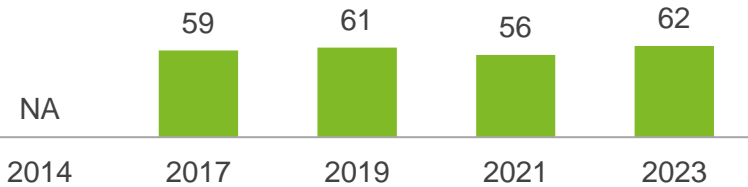


## Location

Preston Point	62
Richmond	63
Woodside	59
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	61
Female	63

### Age of children

0-4 years	69
5-11 years	58
12-17 years	60
18+ years	54
No children	62

### Disability & culture

Disability	50
Mainly speak LOTE	55

### Age

18-34 years	65
35-49 years	61
50-64 years	59
65+ years	63

### Dog owner

60

### Home ownership

Home owner	61
Renting / other	69

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	62
Industry High	68
Industry Average	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 503). \* Positive Rating = excellent, good + okay

# Management of the river and foreshore

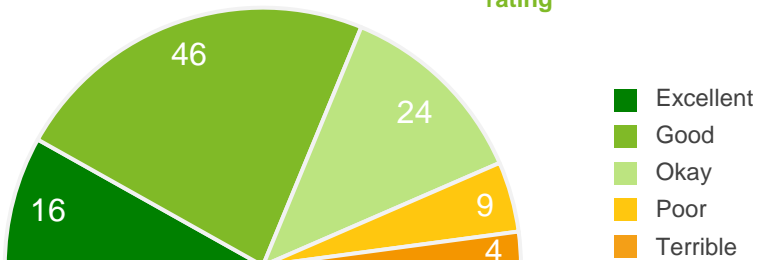
## Performance ratings

% of respondents

87%

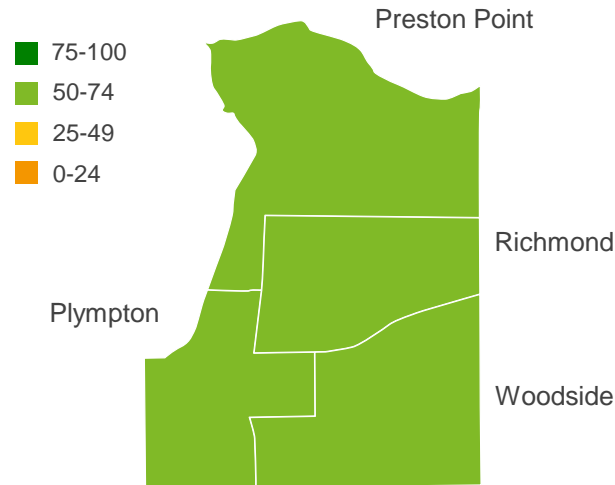
65

Positive rating\*



## Geographical variances

Performance Index Score

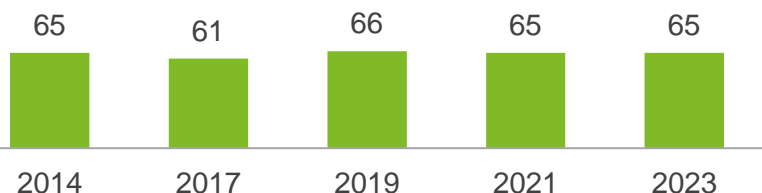


### Location

Preston Point	65
Richmond	65
Woodside	67
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Category	Sub-category	Score
Gender	Male	63
	Female	68
Age of children	0-4 years	64
	5-11 years	66
	12-17 years	64
	18+ years	56
Age	18-34 years	66
	35-49 years	65
	50-64 years	63
	65+ years	69
Disability & culture	Disability	51
	Mainly speak LOTE	59
Dog owner	Dog owner	64
	Home ownership	
Home ownership	Home owner	65
	Renting / other	70

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	65
Industry High	68
Industry Average	55

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

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

# Waste management services

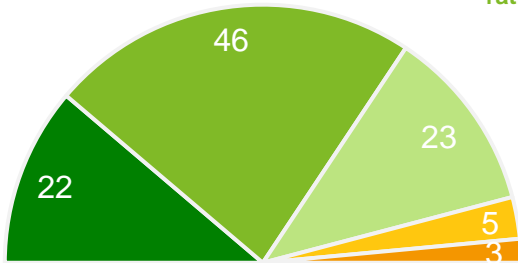
## Performance ratings

% of respondents

92%

70

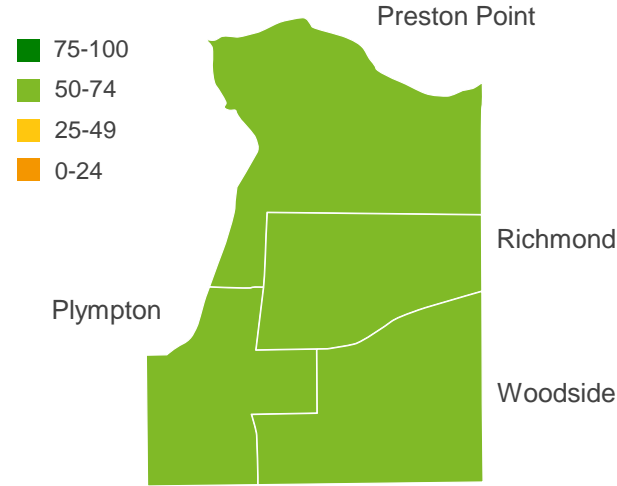
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

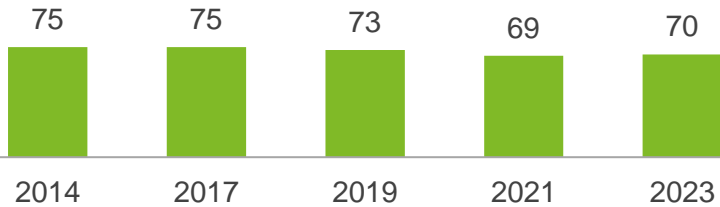


### Location

Preston Point	68
Richmond	67
Woodside	73
Plympton	72

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	70
Female	71

### Age of children

0-4 years	75
5-11 years	68
12-17 years	67
18+ years	62
No children	71

### Disability & culture

Disability	57
Mainly speak LOTE	55

### Age

18-34 years	69
35-49 years	70
50-64 years	67
65+ years	73

### Dog owner

69

### Home ownership

Home owner	70
Renting / other	72

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	70
Industry High	77
Industry Average	63

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

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

# Natural disaster management

(education, prevention and relief for fires, flooding, etc)

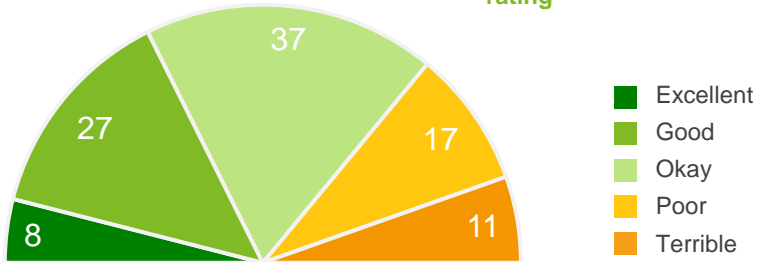
## Performance ratings

% of respondents

72%

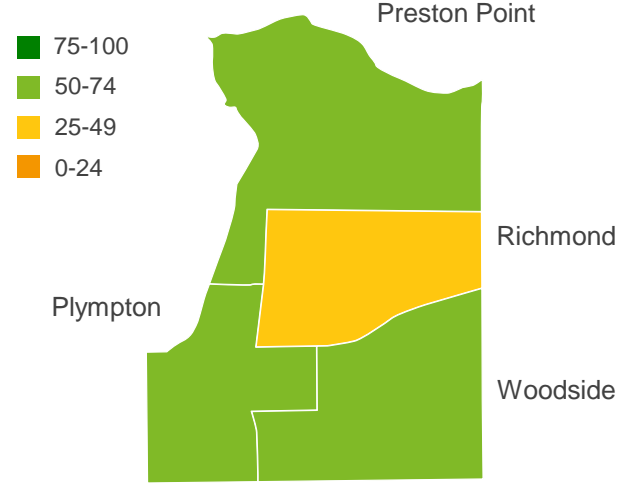
51

Positive rating\*



## Geographical variances

Performance Index Score



### Location

Preston Point	55
Richmond	49
Woodside	51
Plympton	51

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 54	0-4 years 56	Disability 41
Female 50	5-11 years 50	Mainly speak LOTE 45
<b>Age</b>	12-17 years 52	<b>Dog owner</b> 48
18-34 years 47	18+ years 44	<b>Home ownership</b>
35-49 years 50	No children 52	Home owner 51
50-64 years 48		Renting / other 59
65+ years 58		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	51
Industry High	69
Industry Average	55

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 185). \* Positive Rating = excellent, good + okay

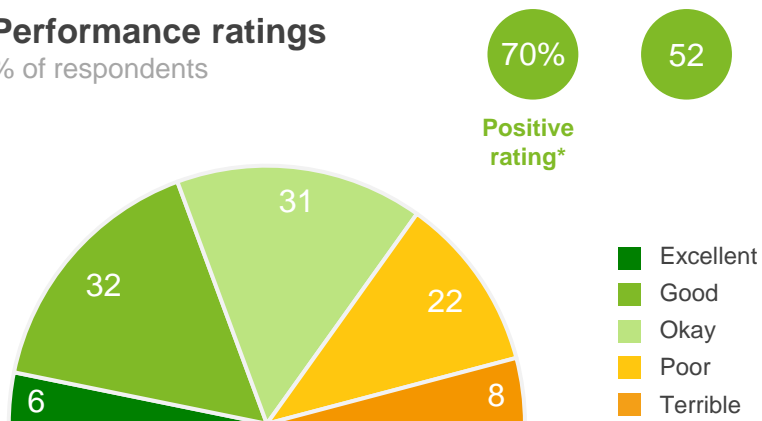


Place

# Managing responsible growth and development

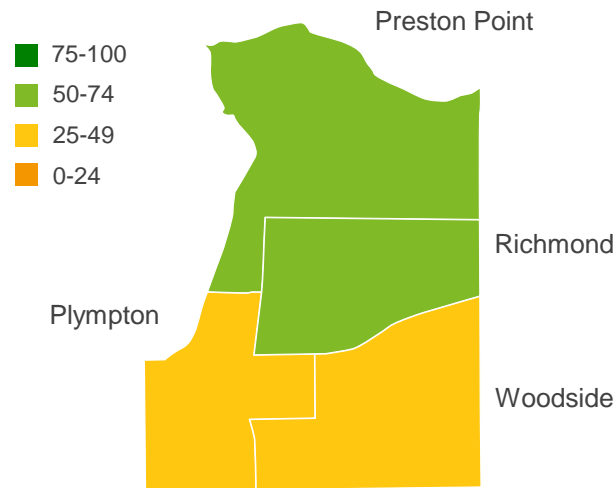
## Performance ratings

% of respondents



## Geographical variances

Performance Index Score



### Location

Preston Point	57
Richmond	54
Woodside	48
Plympton	47

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	52	0-4 years	53	Disability	42
Female	52	5-11 years	54	Mainly speak LOTE	57
Age		12-17 years	53	Dog owner	
18-34 years	55	18+ years	44	Dog owner	51
35-49 years	53	No children	52	Home ownership	
50-64 years	47			Home owner	52
65+ years	53			Renting / other	53

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	52
Industry High	58
Industry Average	46

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

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

# Access to housing that meets your needs

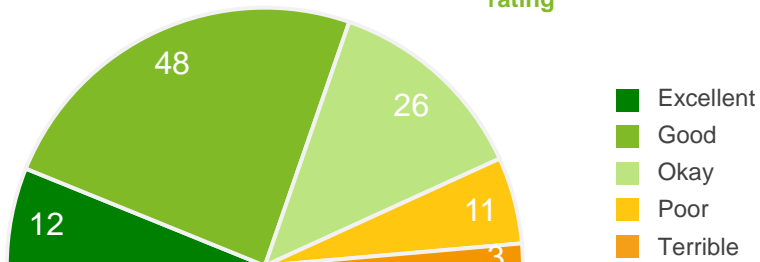
## Performance ratings

% of respondents

86%

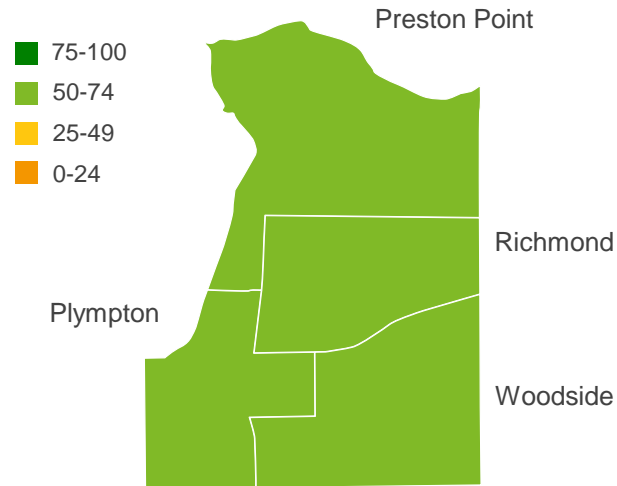
64

Positive rating\*



## Geographical variances

Performance Index Score

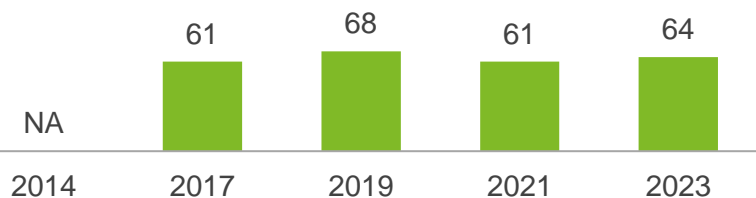


## Location

Preston Point	65
Richmond	63
Woodside	66
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Category	Sub-category	Score
Gender	Male	64
	Female	66
Age of children	0-4 years	69
	5-11 years	68
	12-17 years	64
	18+ years	56
Age	18-34 years	66
	35-49 years	65
	50-64 years	62
	65+ years	64
Disability & culture	Disability	52
	Mainly speak LOTE	56
Dog owner	Dog owner	62
	Home ownership	
Home ownership	Home owner	66
	Renting / other	40

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	64
Industry High	65
Industry Average	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 447). \* Positive Rating = excellent, good + okay

# Preserving & promoting local history & heritage

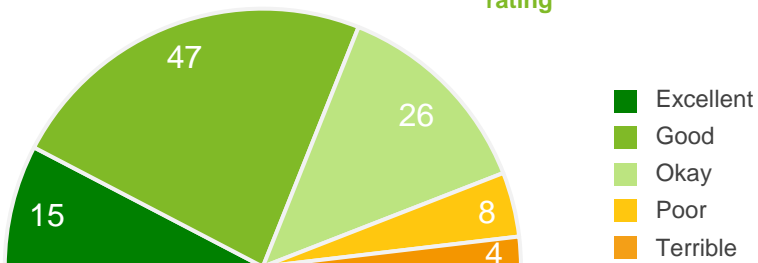
## Performance ratings

% of respondents

88%

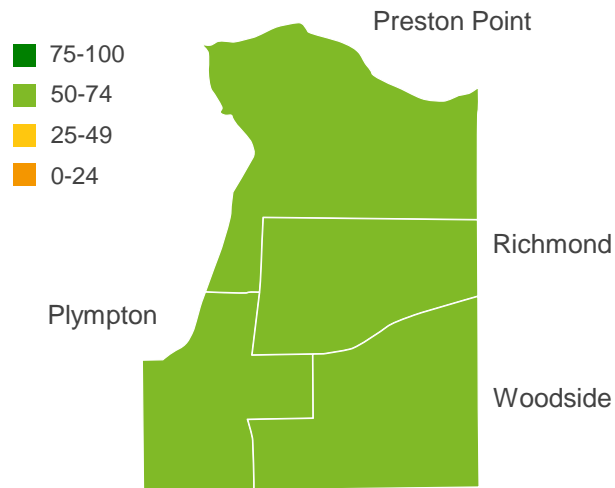
65

Positive rating\*



## Geographical variances

Performance Index Score

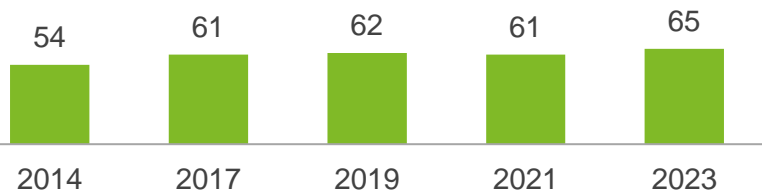


## Location

Preston Point	66
Richmond	65
Woodside	63
Plympton	65

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 65	0-4 years 66	Disability 53
Female 67	5-11 years 68	Mainly speak LOTE 60
<b>Age</b>	12-17 years 67	<b>Dog owner</b> 66
18-34 years 64	18+ years 57	<b>Home ownership</b>
35-49 years 68	No children 67	Home owner 66
50-64 years 63		Renting / other 62
65+ years 67		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	65
Industry High	69
Industry Average	58

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 552). \* Positive Rating = excellent, good + okay

# Community buildings, halls and toilets

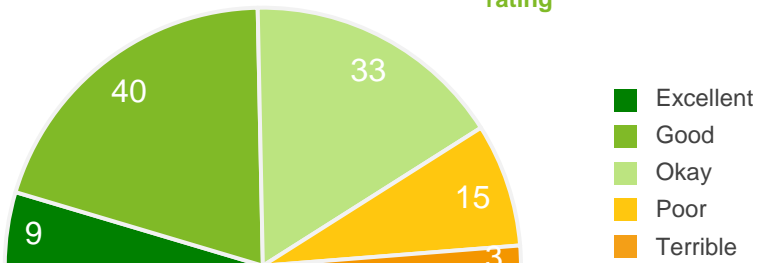
## Performance ratings

% of respondents

82%

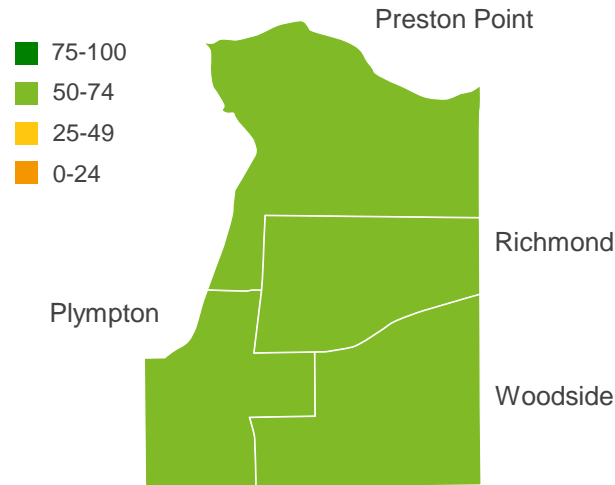
60

Positive rating\*



## Geographical variances

Performance Index Score

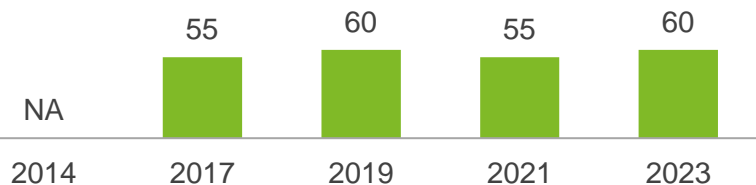


## Location

Preston Point	63
Richmond	57
Woodside	59
Plympton	58

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

### Gender

Male	60
Female	60

### Age of children

0-4 years	54
5-11 years	61
12-17 years	56
18+ years	55
No children	61

### Disability & culture

Disability	51
Mainly speak LOTE	68

### Age

18-34 years	59
35-49 years	60
50-64 years	57
65+ years	62

### Dog owner

57

### Home ownership

Home owner	60
Renting / other	59

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	60
Industry High	66
Industry Average	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 528). \* Positive Rating = excellent, good + okay

# Playgrounds, parks and reserves

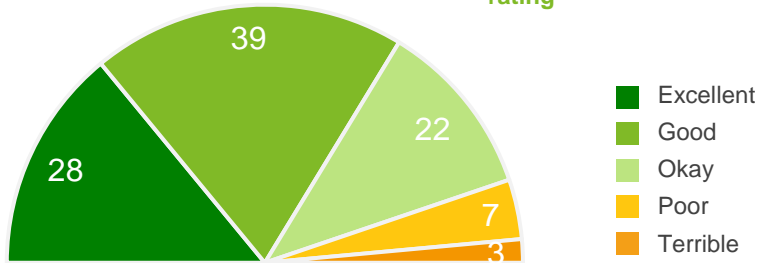
## Performance ratings

% of respondents

90%

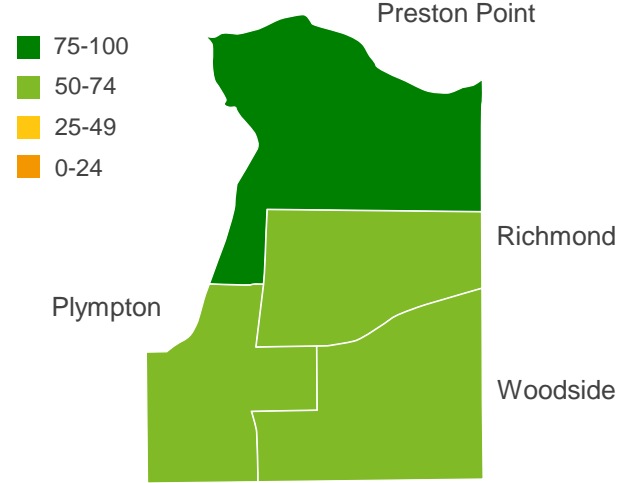
71

Positive rating\*



## Geographical variances

Performance Index Score

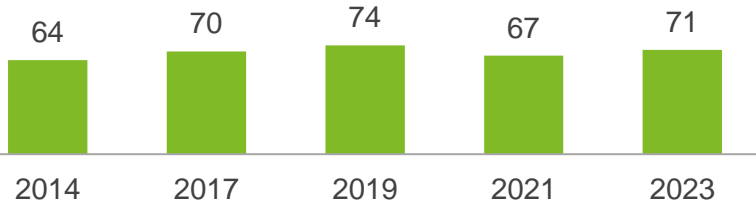


## Location

Preston Point	77
Richmond	68
Woodside	68
Plympton	67

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	70
Female	72

### Age of children

0-4 years	62
5-11 years	68
12-17 years	63
18+ years	66
No children	75

### Disability & culture

Disability	59
Mainly speak LOTE	79

### Age

18-34 years	73
35-49 years	68
50-64 years	70
65+ years	73

### Dog owner

65

### Home ownership

Home owner	70
Renting / other	75

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	71
Industry High	81
Industry Average	66

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 605). \* Positive Rating = excellent, good + okay

# Animal management and dog exercise areas

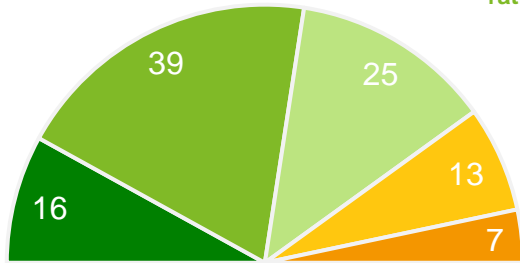
## Performance ratings

% of respondents

80%

61

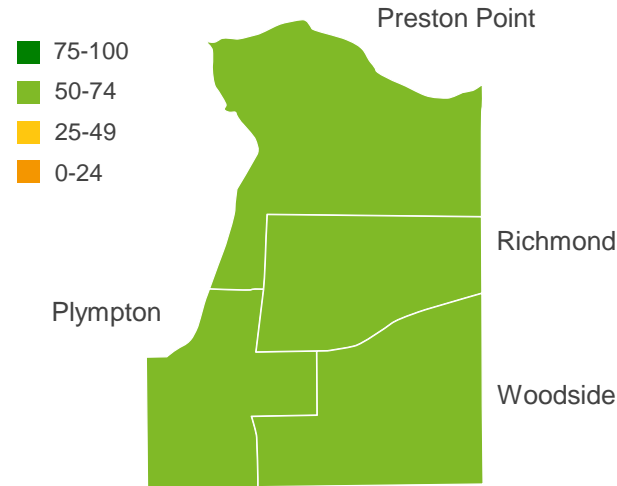
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

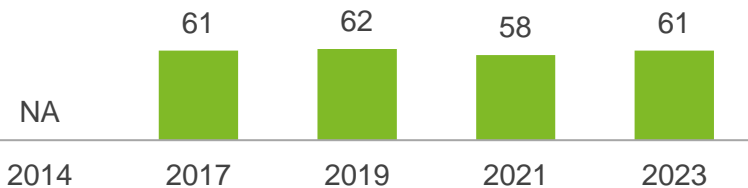


### Location

Preston Point	68
Richmond	61
Woodside	57
Plympton	59

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	61
Female	63

### Age of children

0-4 years	52
5-11 years	65
12-17 years	62
18+ years	58
No children	64

### Disability & culture

Disability	50
Mainly speak LOTE	75

### Age

18-34 years	63
35-49 years	62
50-64 years	59
65+ years	62

### Dog owner

55

### Home ownership

Home owner	60
Renting / other	72

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	61
Industry High	NA
Industry Average	NA

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 534). \* Positive Rating = excellent, good + okay

# Streetscapes, trees and verges

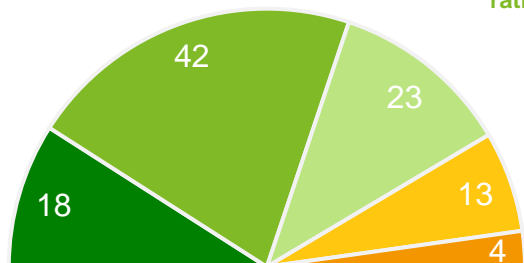
## Performance ratings

% of respondents

83%

64

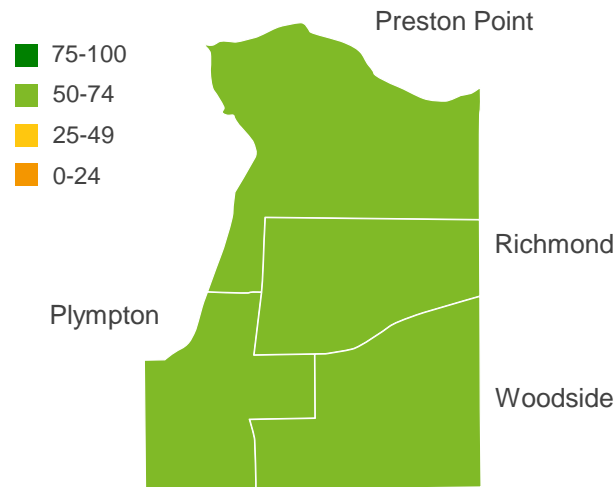
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

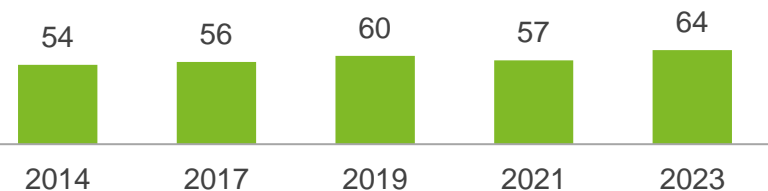


### Location

Preston Point	65
Richmond	61
Woodside	64
Plympton	64

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	64
Industry High	64
Industry Average	54

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

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



# Footpaths and cycleways

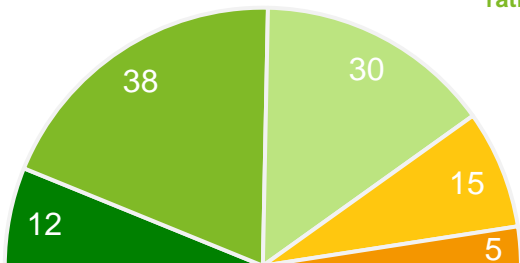
## Performance ratings

% of respondents

80%

60

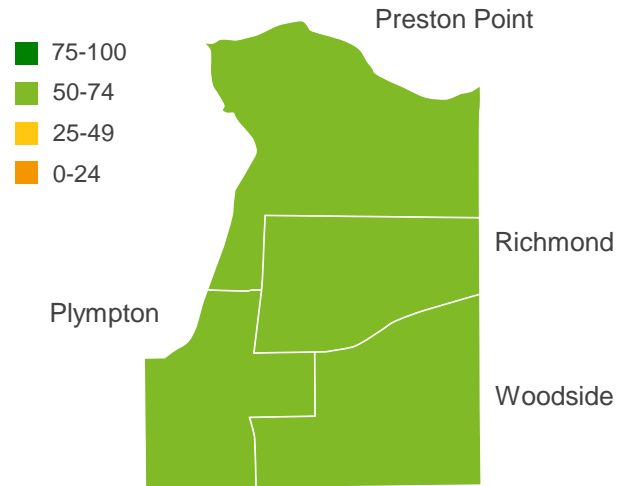
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

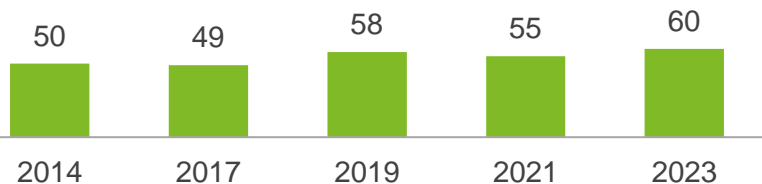


### Location

Preston Point	65
Richmond	56
Woodside	56
Plympton	62

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

### Gender

Male	60
Female	61

### Age of children

0-4 years	62
5-11 years	59
12-17 years	55
18+ years	50
No children	62

### Disability & culture

Disability	47
Mainly speak LOTE	68

### Age

18-34 years	70
35-49 years	61
50-64 years	54
65+ years	58

### Dog owner

56

### Home ownership

Home owner	59
Renting / other	66

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	60
Industry High	68
Industry Average	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 601). \* Positive Rating = excellent, good + okay

# Local roads

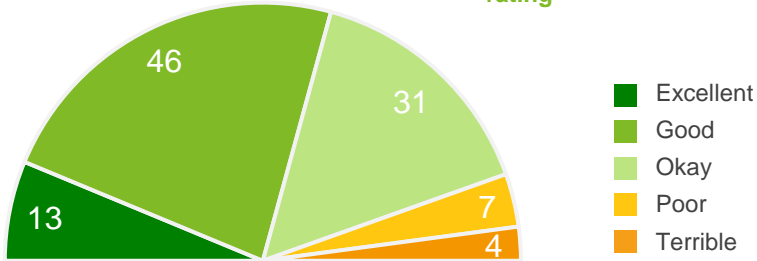
## Performance ratings

% of respondents

89%

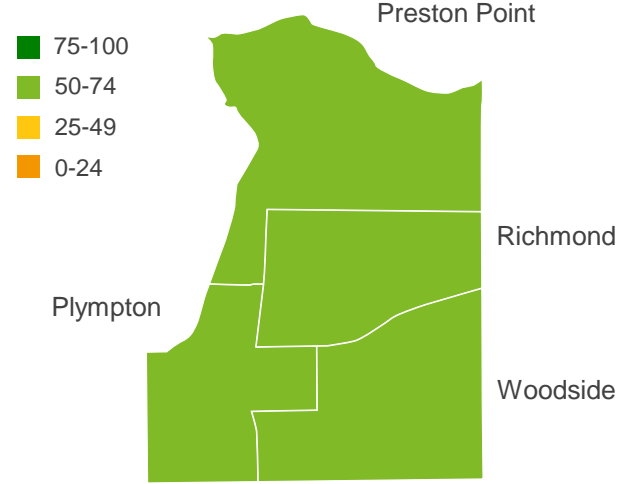
64

Positive rating\*



## Geographical variances

Performance Index Score

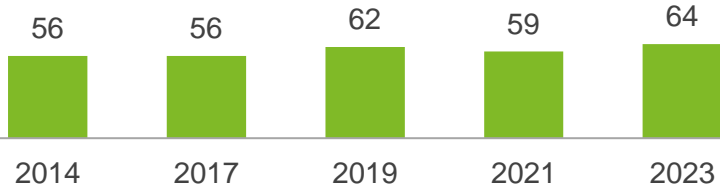


### Location

Preston Point	64
Richmond	63
Woodside	66
Plympton	61

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 63	0-4 years 65	Disability 52
Female 66	5-11 years 65	Mainly speak LOTE 69
<b>Age</b>	12-17 years 63	<b>Dog owner</b> 62
18-34 years 66	18+ years 56	<b>Home ownership</b>
35-49 years 67	No children 65	Home owner 64
50-64 years 60		Renting / other 59
65+ years 64		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	64
Industry High	67
Industry Average	48

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

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

# Parking management

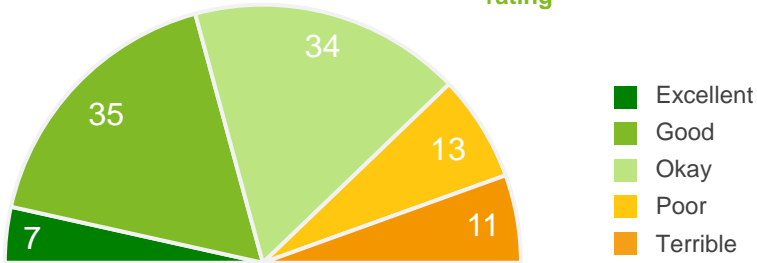
## Performance ratings

% of respondents

76%

53

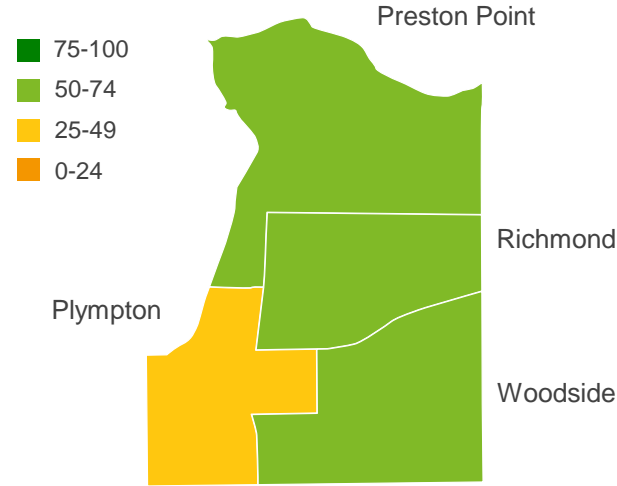
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

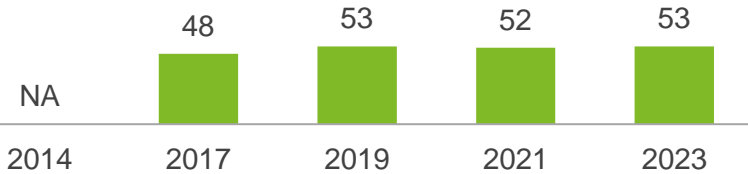


### Location

Preston Point	56
Richmond	57
Woodside	55
Plympton	44

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	53
Female	54

### Age of children

0-4 years	49
5-11 years	52
12-17 years	49
18+ years	46
No children	57

### Disability & culture

Disability	53
Mainly speak LOTE	61

### Age

18-34 years	68
35-49 years	51
50-64 years	48
65+ years	51

### Dog owner

52

### Home ownership

Home owner	53
Renting / other	54

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	53
Industry High	60
Industry Average	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 578). \* Positive Rating = excellent, good + okay

# Traffic management

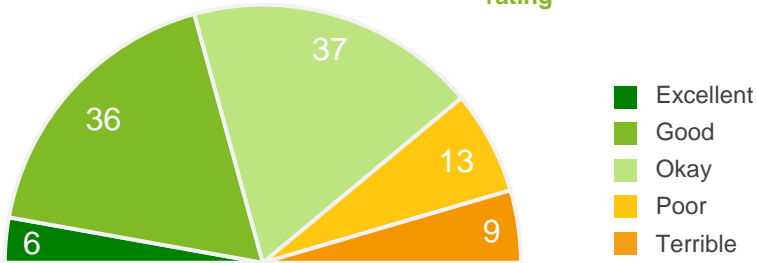
## Performance ratings

% of respondents

78%

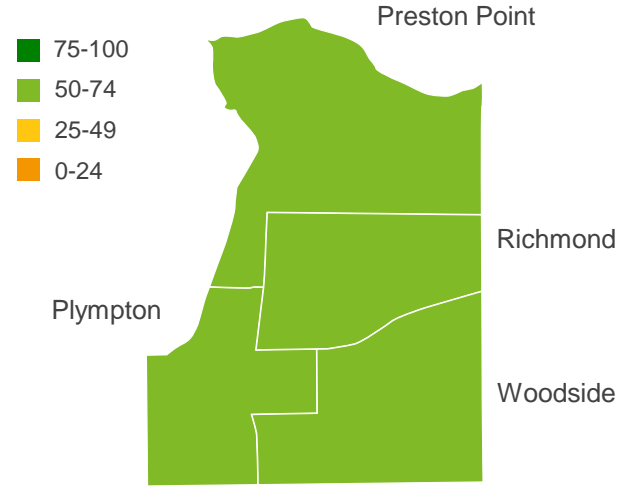
54

Positive rating\*



## Geographical variances

Performance Index Score

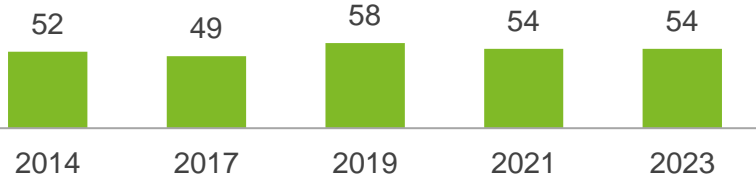


### Location

Preston Point	55
Richmond	54
Woodside	54
Plympton	50

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	54
Female	55

### Age of children

0-4 years	53
5-11 years	49
12-17 years	50
18+ years	48
No children	58

### Disability & culture

Disability	45
Mainly speak LOTE	53

### Age

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

### Dog owner

53

### Home ownership

Home owner	54
Renting / other	54

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	54
Industry High	63
Industry Average	52

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 574). \* Positive Rating = excellent, good + okay

# Access to public transport

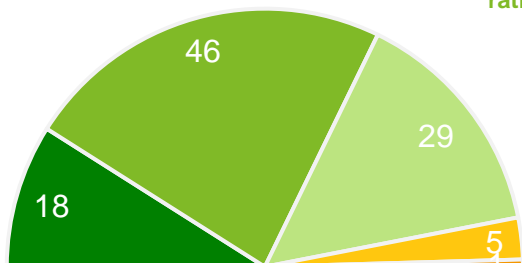
## Performance ratings

% of respondents

94%

69

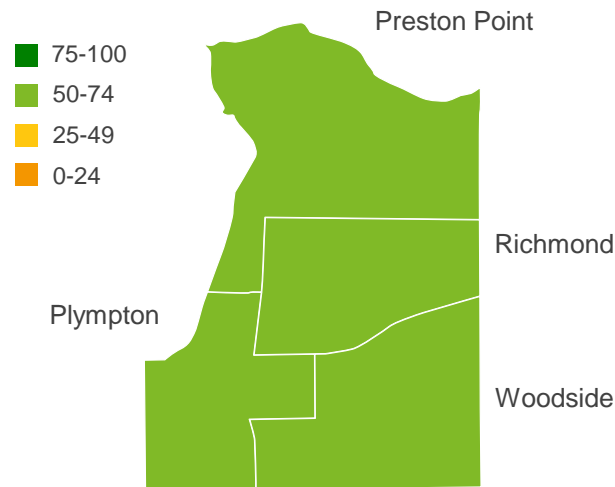
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

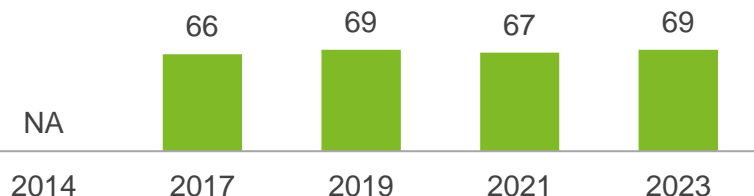


### Location

Preston Point	62
Richmond	69
Woodside	72
Plympton	70

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

### Gender

Male 69  
Female 69

### Age

18-34 years 69  
35-49 years 70  
50-64 years 66  
65+ years 71

### Age of children

0-4 years 70  
5-11 years 69  
12-17 years 65  
18+ years 62  
No children 70

### Disability & culture

Disability 62  
Mainly speak LOTE 59

Dog owner 69

Home ownership  
Home owner 69  
Renting / other 69

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	69
Industry High	81
Industry Average	53

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 588). \* Positive Rating = excellent, good + okay

# Marine facilities (boat ramps, jetties, etc)

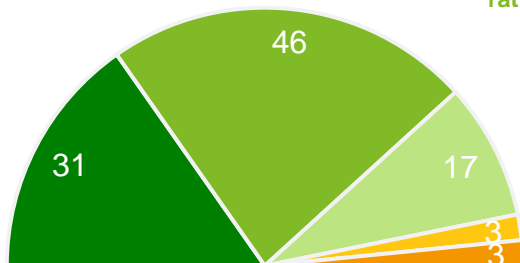
## Performance ratings

% of respondents

94%

74

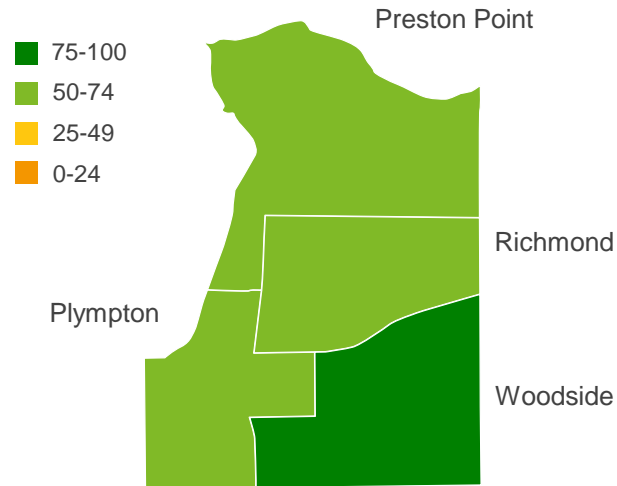
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



## Location

Preston Point	73
Richmond	73
Woodside	75
Plympton	74

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

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

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	74
Industry High	74
Industry Average	59

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

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

Prosperity

# Place to own or operate a business

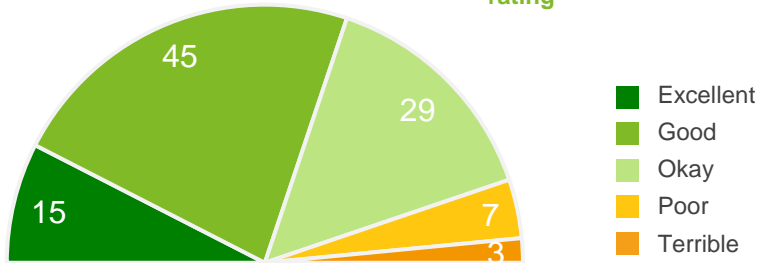
## Performance ratings

% of respondents

90%

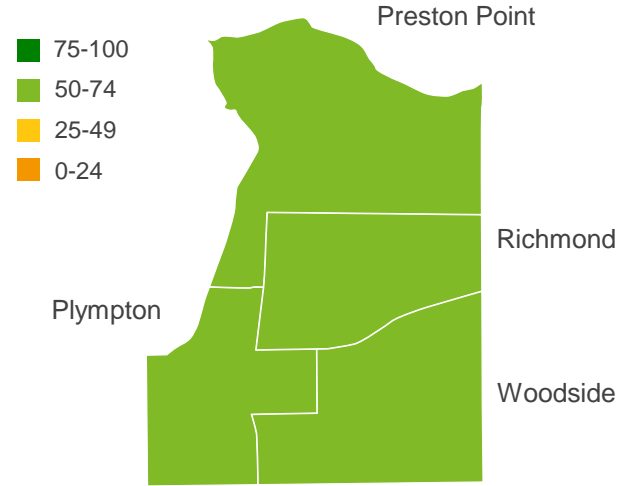
65

Positive rating\*



## Geographical variances

Performance Index Score



## Location

Preston Point	68
Richmond	61
Woodside	68
Plympton	66

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 67	0-4 years 70	Disability 43
Female 67	5-11 years 64	Mainly speak LOTE 57
Age	12-17 years 61	Dog owner 63
18-34 years 71	18+ years 54	Home ownership
35-49 years 60	No children 68	Home owner 64
50-64 years 65		Renting / other 76
65+ years 66		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	65
Industry High	68
Industry Average	57

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 251). \* Positive Rating = excellent, good + okay



# Place to visit

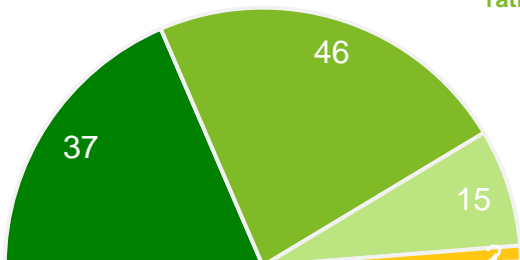
## Performance ratings

% of respondents

98%

79

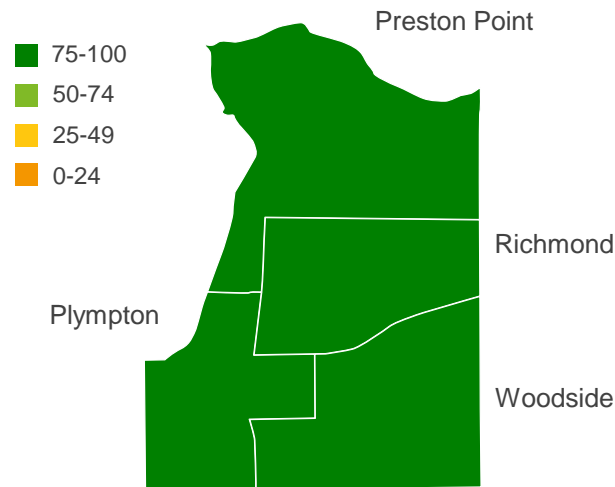
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

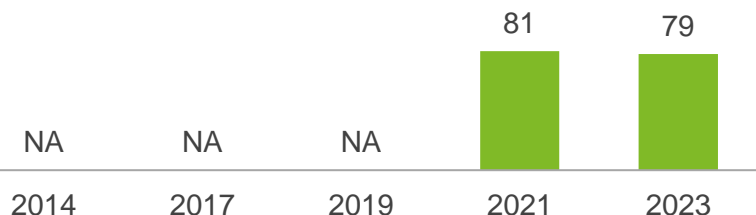


### Location

Preston Point	81
Richmond	79
Woodside	78
Plympton	78

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender		Age of children		Disability & culture	
Male	79	0-4 years	76	Disability	76
Female	80	5-11 years	80	Mainly speak LOTE	76
Age		12-17 years	82	Dog owner	
18-34 years	78	18+ years	76	77	
35-49 years	81	No children	79	Home ownership	
50-64 years	79			Home owner	79
65+ years	79			Renting / other	78

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	79
Industry High	87
Industry Average	69

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 656). \* Positive Rating = excellent, good + okay

# Economic development and job creation

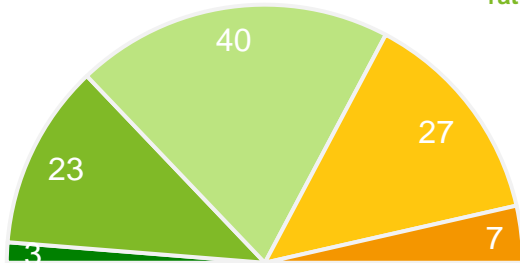
## Performance ratings

% of respondents

66%

47

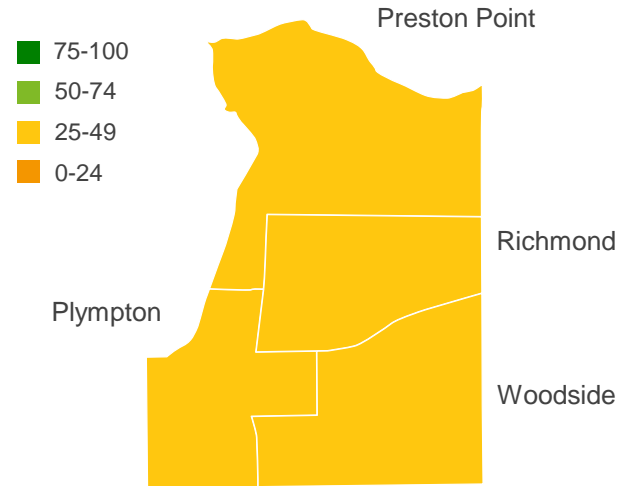
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score

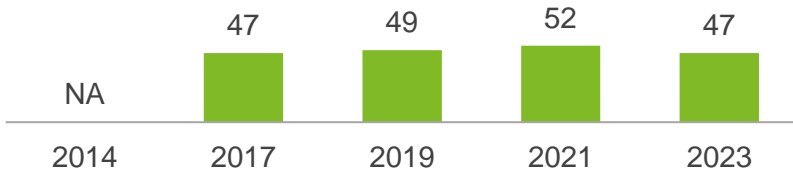


### Location

Preston Point	45
Richmond	48
Woodside	46
Plympton	48

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	45
Female	51

### Age of children

0-4 years	53
5-11 years	49
12-17 years	47
18+ years	44
No children	46

### Disability & culture

Disability	46
Mainly speak LOTE	46

### Age

18-34 years	36
35-49 years	50
50-64 years	47
65+ years	51

### Dog owner

### Home ownership

Home owner	46
Renting / other	51

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	47
Industry High	56
Industry Average	42

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 244). \* Positive Rating = excellent, good + okay

# Development and activation of the town centre

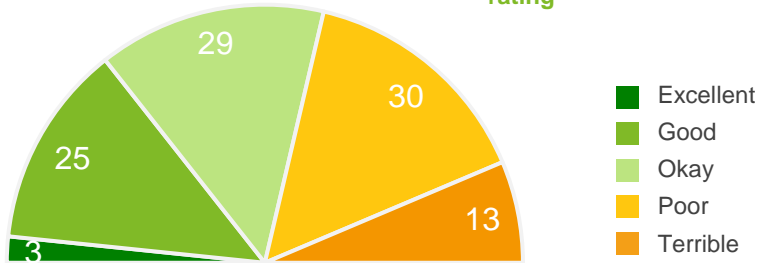
## Performance ratings

% of respondents

57%

44

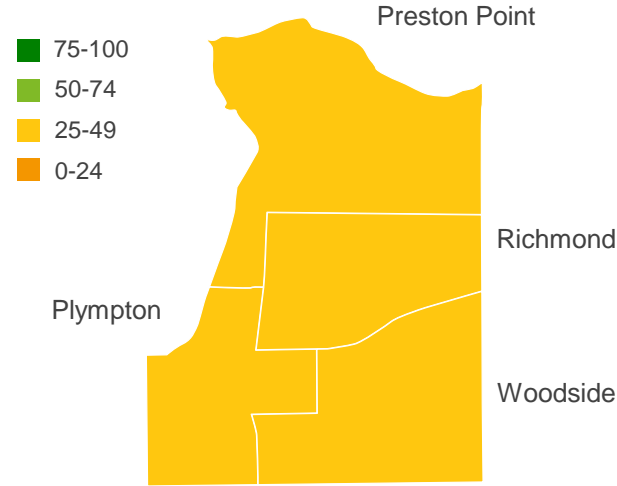
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



## Location

Preston Point	43
Richmond	40
Woodside	46
Plympton	46

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

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

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	44
Industry High	65
Industry Average	46

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

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

# Access to education, training and personal development opportunities

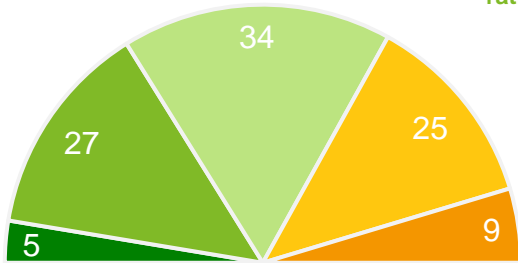
## Performance ratings

% of respondents

66%

49

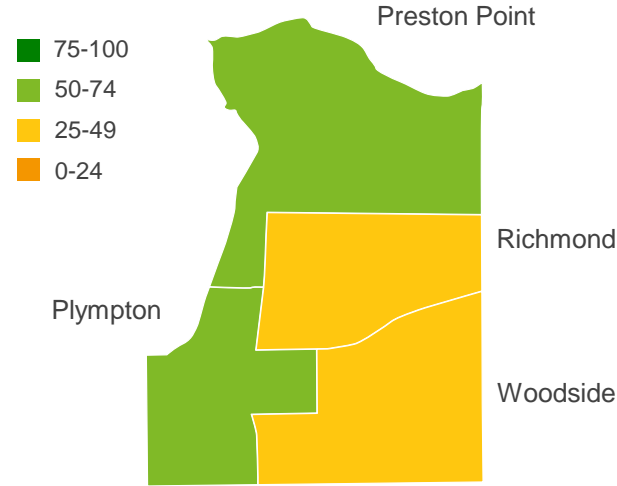
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



## Location

Preston Point	58
Richmond	47
Woodside	46
Plympton	50

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

### Gender

Male	49
Female	50

### Age

18-34 years	31
35-49 years	51
50-64 years	50
65+ years	57

### Age of children

0-4 years	39
5-11 years	54
12-17 years	49
18+ years	44
No children	52

### Disability & culture

Disability	36
Mainly speak LOTE	57

### Dog owner

Dog owner	44
Home ownership	
Home owner	49
Renting / other	42

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	49
Industry High	64
Industry Average	49

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 262). \* Positive Rating = excellent, good + okay

# Library services

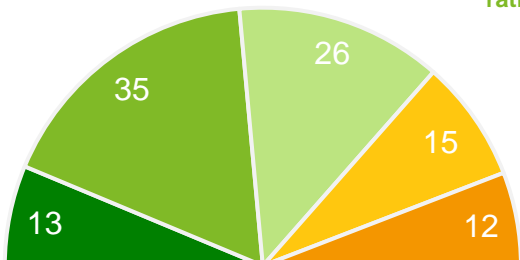
## Performance ratings

% of respondents

73%

55

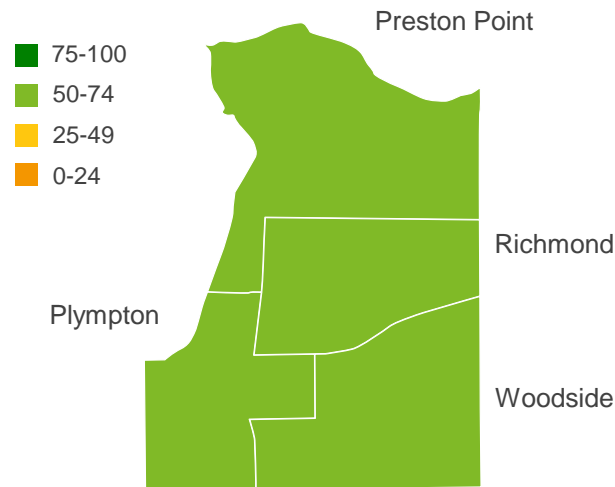
Positive rating\*



- Excellent
- Good
- Okay
- Poor
- Terrible

## Geographical variances

Performance Index Score



### Location

Preston Point	53
Richmond	54
Woodside	53
Plympton	63

## Trend Analysis

Performance Index Score



## Community variances

Performance Index Score

Gender	Age of children	Disability & culture
Male 56	0-4 years 47	Disability 47
Female 56	5-11 years 53	Mainly speak LOTE 35
Age	12-17 years 47	Dog owner 51
18-34 years 53	18+ years 46	Home ownership
35-49 years 51	No children 60	Home owner 55
50-64 years 55		Renting / other 58
65+ years 59		

## MARKYT Industry Standards

Performance Index Score



Town of East Fremantle	55
Industry High	82
Industry Average	71

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

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

# Overview of Community Variances

# Summary of community variances

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	18-34 years	35-49 years	50-64 years	65+ years	Disability	LOTE	Dog owner	Preston Point	Richmond	Woodside	Plympton
<b>Place to live</b>	91	92	<b>86</b>	92	91	91	91	91	90	91	93	90	92	90	<b>84</b>	92	91	92	92	91	89
<b>PERFORMANCE</b>																					
Council's leadership	51	51	47	51	53	53	52	53	50	<b>42</b>	<b>45</b>	53	47	<b>56</b>	<b>45</b>	51	49	52	52	<b>46</b>	54
Governing organisation	61	62	57	61	63	64	62	65	<b>56</b>	<b>51</b>	65	62	<b>55</b>	65	<b>52</b>	59	59	63	60	60	61
Value for money from rates	54	54	54	51	56	57	54	53	<b>47</b>	<b>45</b>	57	52	<b>48</b>	<b>59</b>	50	<b>48</b>	50	53	53	54	54
Advocacy and lobbying	47	47	45	48	47	50	44	50	45	<b>38</b>	<b>34</b>	50	43	<b>53</b>	<b>42</b>	<b>39</b>	45	49	50	<b>36</b>	51
Consultation	49	49	49	48	50	52	47	52	45	<b>41</b>	<b>42</b>	52	45	<b>54</b>	<b>40</b>	<b>42</b>	49	50	50	<b>43</b>	51
Communication	55	55	55	55	54	57	57	55	52	<b>48</b>	54	57	<b>50</b>	57	<b>47</b>	<b>49</b>	54	55	56	52	55
Customer service	60	61	56	61	61	61	64	62	57	57	57	60	58	64	<b>54</b>	<b>51</b>	63	58	60	61	63
Embracing change, innovation and technology	53	53	<b>69</b>	53	56	<b>58</b>	50	52	51	<b>46</b>	<b>44</b>	52	53	<b>62</b>	50	<b>42</b>	51	52	55	52	55
Strategic Community Plan	55	55	<b>45</b>	55	58	58	58	57	57	<b>49</b>	53	56	52	58	<b>45</b>	58	54	57	56	53	53
Website	62	63	<b>52</b>	63	63	65	61	63	61	<b>57</b>	62	61	61	66	<b>57</b>	<b>52</b>	61	60	63	62	64
Social media presence	54	55	<b>39</b>	55	55	54	57	<b>60</b>	<b>63</b>	50	<b>44</b>	58	53	<b>59</b>	51	<b>46</b>	56	<b>49</b>	55	55	58
Enewsletters	64	64	60	63	65	65	66	66	63	60	<b>46</b>	66	62	<b>69</b>	<b>57</b>	<b>42</b>	63	62	62	63	68
Printed newsletters	60	60	69	60	61	61	64	61	60	58	61	61	55	64	62	61	57	62	57	58	63
Feature in local newspaper	57	58	47	55	62	59	55	58	58	53	42	58	56	62	46	44	54	57	57	55	56

# Summary of community variances

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	18-34 years	35-49 years	50-64 years	65+ years	Disability	LOTE	Dog owner	Preston Point	Richmond	Woodside	Plympton
<b>PEOPLE</b>																					
Youth services and facilities	54	53	66	56	53	62	51	50	44	38	60	50	51	56	36	48	48	60	51	51	51
Family / children services and facilities	65	65	67	66	65	68	63	62	61	62	68	62	65	65	53	59	63	71	62	64	64
Seniors services, facilities and care	61	61	62	62	60	62	58	58	57	60	75	61	58	62	58	56	61	63	62	56	64
Disability access and inclusion	56	56	63	60	54	60	59	51	53	44	57	53	55	59	40	42	52	60	50	55	60
Recognition / respect for First Nations peoples	60	61	54	64	59	62	60	58	59	53	57	58	59	66	47	54	56	70	57	60	57
Multiculturalism / cultural diversity	57	57	60	62	56	60	53	53	55	52	52	54	59	63	45	45	51	63	56	59	53
Community safety and crime prevention	53	53	56	52	54	55	47	52	48	56	52	52	52	58	53	45	51	56	53	52	53
Lighting of streets and public places	59	59	60	60	59	61	55	58	56	59	59	59	57	62	58	55	57	62	59	58	60
Access to health and community services	61	61	60	62	61	63	59	61	58	57	60	59	60	65	51	61	59	65	60	63	60
Public health / wellbeing programs	53	53	53	55	52	56	52	55	52	47	46	52	52	58	39	40	49	57	51	52	53
Sport and recreation facilities and services	68	68	74	69	69	72	66	66	59	66	66	64	71	71	59	73	66	74	69	66	65
Festivals, events, art and cultural activities	67	67	73	66	71	68	66	68	68	64	61	68	66	72	59	58	65	65	67	69	69
<b>PLANET</b>																					
Climate change	61	61	68	61	63	63	68	55	60	53	65	60	59	63	50	61	60	63	61	59	63
Conservation and environmental management	62	61	69	61	63	62	69	58	60	54	65	61	59	63	50	55	60	62	63	59	63
River and foreshore management	65	65	70	63	68	67	64	66	64	56	66	65	63	69	51	59	64	65	65	67	63
Waste management services	70	70	72	70	71	71	75	68	67	62	69	70	67	73	57	55	69	68	67	73	72
Natural disaster management	51	51	59	54	50	52	56	50	52	44	47	50	48	58	41	45	48	55	49	51	51



# Summary of community variances

	Total	Home owner	Renting/other	Male	Female	No children	Have child 0-4	Have child 5-11	Have child 12-17	Have child 18+	18-34 years	35-49 years	50-64 years	65+ years	Disability	LOTE	Dog owner	Preston Point	Richmond	Woodside	Plympton
<b>PLACE</b>																					
Responsible growth and development	52	52	53	52	52	52	53	54	53	44	55	53	47	53	42	57	51	57	54	48	47
Housing	64	66	40	64	66	64	69	68	64	56	66	65	62	64	52	56	62	65	63	66	63
Local history and heritage	65	66	62	65	67	67	66	68	67	57	64	68	63	67	53	60	66	66	65	63	65
Community buildings, halls and toilets	60	60	59	60	60	61	54	61	56	55	59	60	57	62	51	68	57	63	57	59	58
Playgrounds, parks and reserves	71	70	75	70	72	75	62	68	63	66	73	68	70	73	59	79	65	77	68	68	67
Animal management / dog exercise areas	61	60	72	61	63	64	52	65	62	58	63	62	59	62	50	75	55	68	61	57	59
Streetscapes, trees and verges	64	63	78	63	66	66	66	67	64	53	75	66	58	62	55	75	61	65	61	64	64
Footpaths and cycleways	60	59	66	60	61	62	62	59	55	50	70	61	54	58	47	68	56	65	56	56	62
Local roads	64	64	59	63	66	65	65	65	63	56	66	67	60	64	52	69	62	64	63	66	61
Parking management	53	53	54	53	54	57	49	52	49	46	68	51	48	51	53	61	52	56	57	55	44
Traffic management	54	54	54	54	55	58	53	49	50	48	61	52	51	54	45	53	53	55	54	54	50
Access to public transport	69	69	69	69	69	70	70	69	65	62	69	70	66	71	62	59	69	62	69	72	70
Marine facilities (boat ramps, jetties, etc)	74	74	80	76	75	78	71	73	67	66	82	72	72	73	63	76	73	73	73	75	74
<b>PROSPERITY</b>																					
Place to own or operate a business	65	64	76	67	67	68	70	64	61	54	71	60	65	66	43	57	63	68	61	68	66
Place to visit	79	79	78	79	80	79	76	80	82	76	78	81	79	79	76	76	77	81	79	78	78
Economic development and job creation	47	46	51	45	51	46	53	49	47	44	36	50	47	51	46	46	43	45	48	46	48
Development and activation of the town centre	44	43	53	42	48	45	50	45	42	38	49	46	39	46	40	35	43	43	40	46	46
Access to education and training	49	49	42	49	50	52	39	54	49	44	31	51	50	57	36	57	44	58	47	46	50
Library services	55	55	58	56	56	60	47	53	47	46	53	51	55	59	47	35	51	53	54	53	63

# MARKYT community priorities

Other stakeholder groups

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

PERFORMANCE INDEX SCORE

Okay

Terrible

CELEBRATE

OPTIMISE

KAIZEN

REVIEW

PRIORITISE

Note: small sample size

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

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

Q. Over the next 10 years, which areas would you mostly like the Town of East Fremantle to focus on improving? Base: All respondents, excludes no response (n = 19)

## COMMUNITY PRIORITIES (% of respondents)

Low (<10%)

High (>10%)

Excellent

OPTIMISE

PERFORMANCE INDEX SCORE

Okay

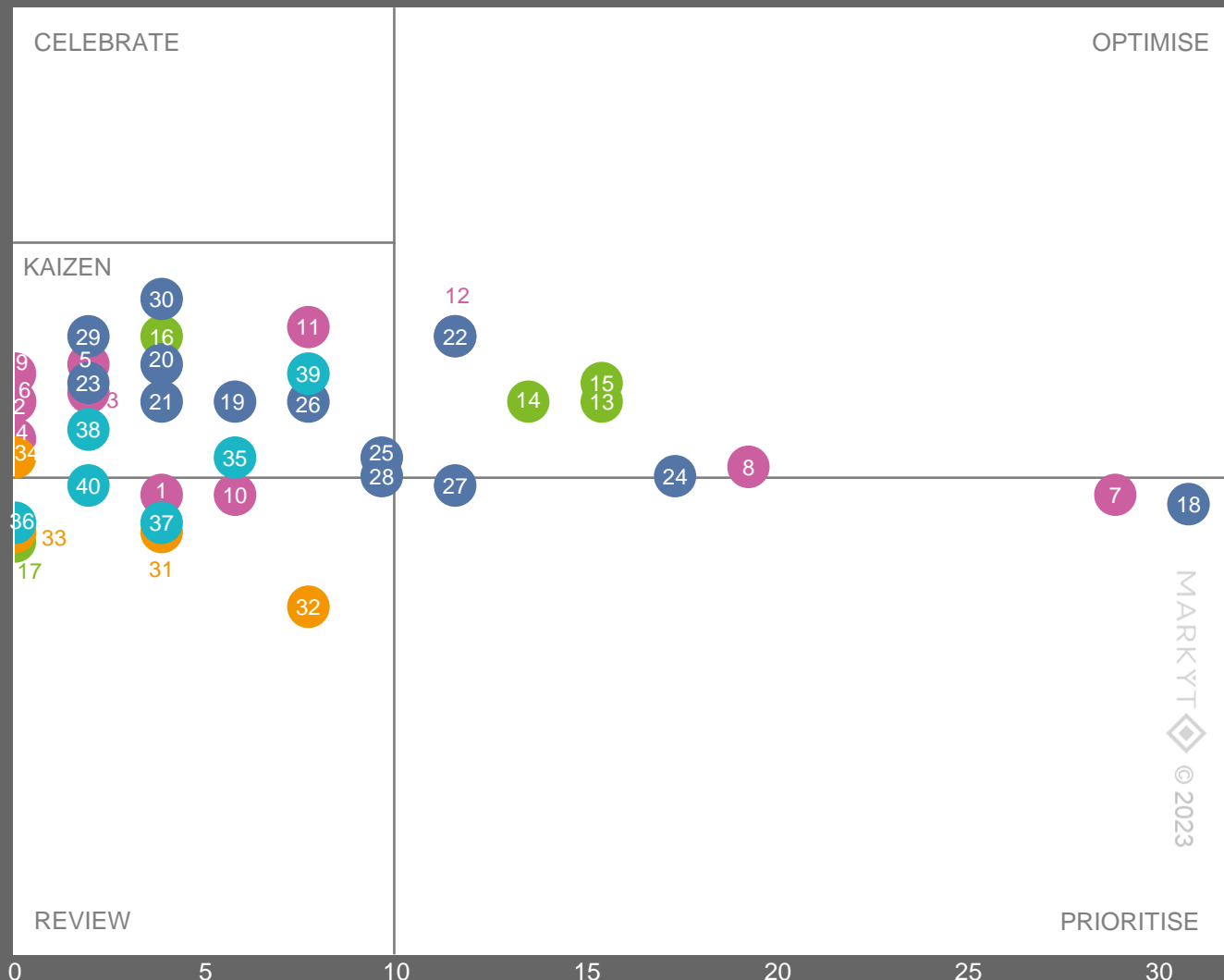
Terrible

CELEBRATE

KAIZEN

REVIEW

PRIORITISE

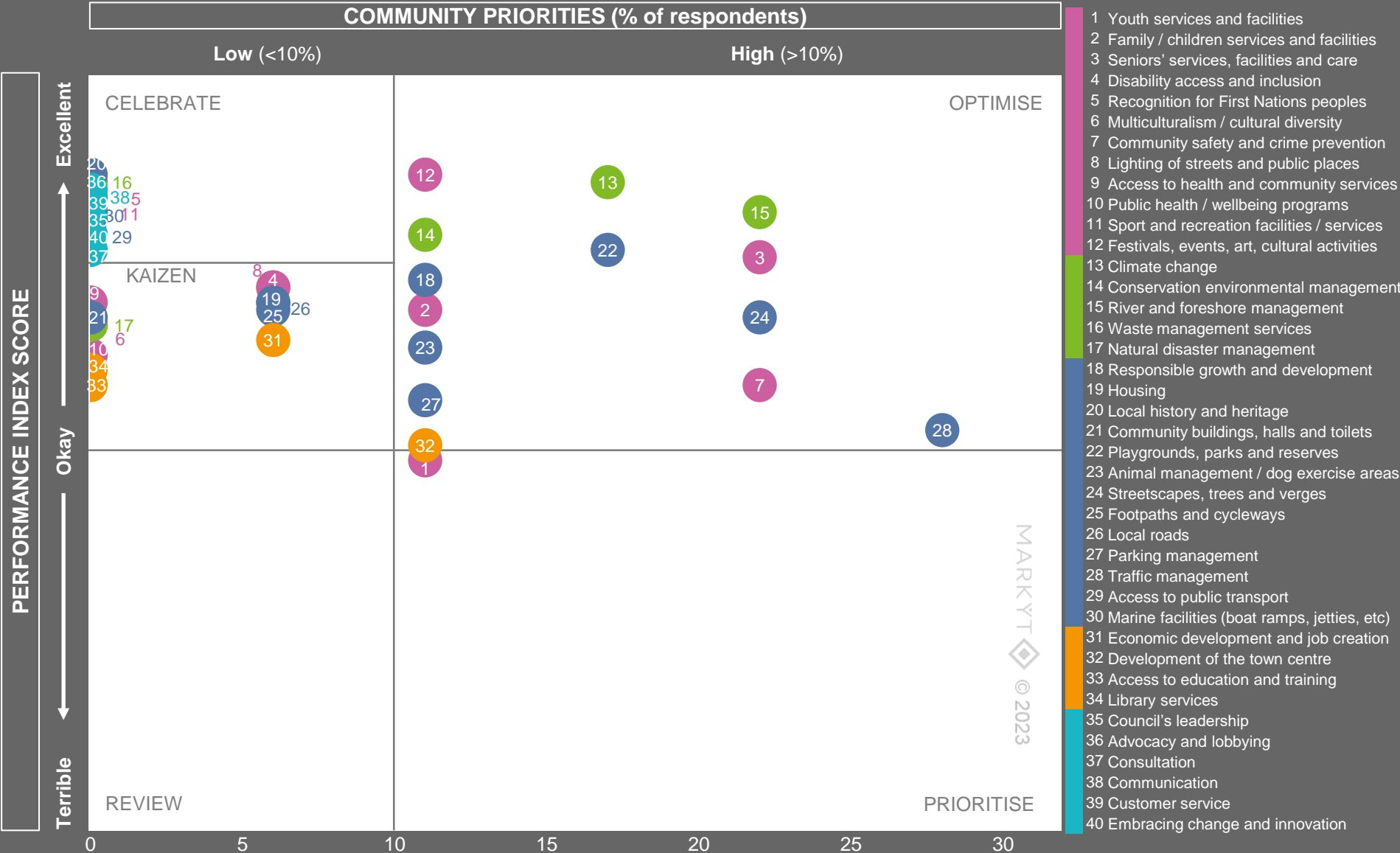


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- 1 Youth services and facilities
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- 36 Advocacy and lobbying
- 37 Consultation
- 38 Communication
- 39 Customer service
- 40 Embracing change and innovation

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

Q. Over the next 10 years, which areas would you mostly like the Town of East Fremantle to focus on improving? Base: All respondents, excludes no response (n = 52)



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

Q. Over the next 10 years, which areas would you mostly like the Town of East Fremantle to focus on improving? Base: All respondents, excludes no response (n = 18)



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MARKYT 