



MARKYT Community Scorecard ©

Prepared for: City of Cockburn

Prepared by: CATALYSE[®] Pty Ltd

May 2018

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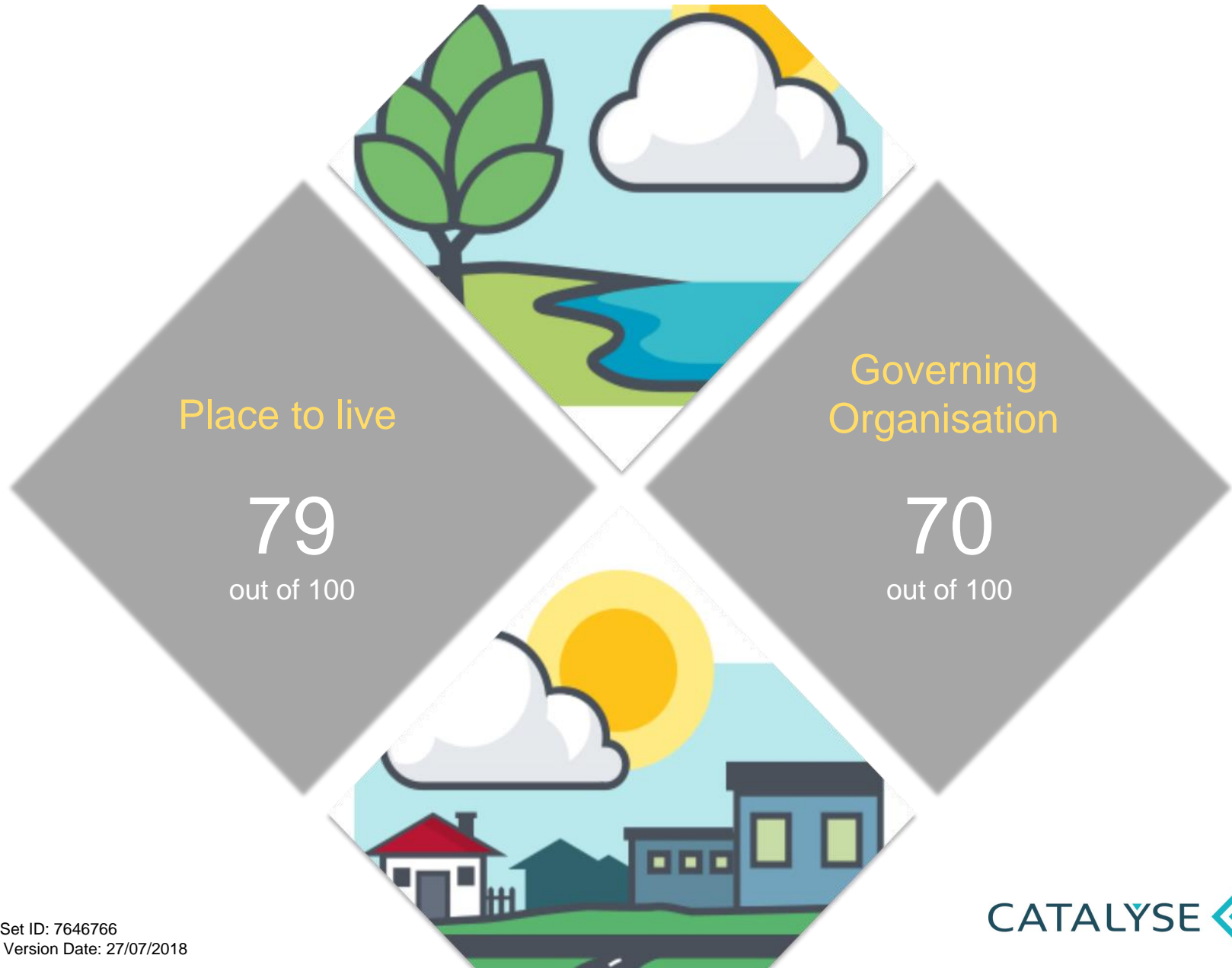
Version: 5, Version Date: 27/07/2018

CATALYSE 

Contents

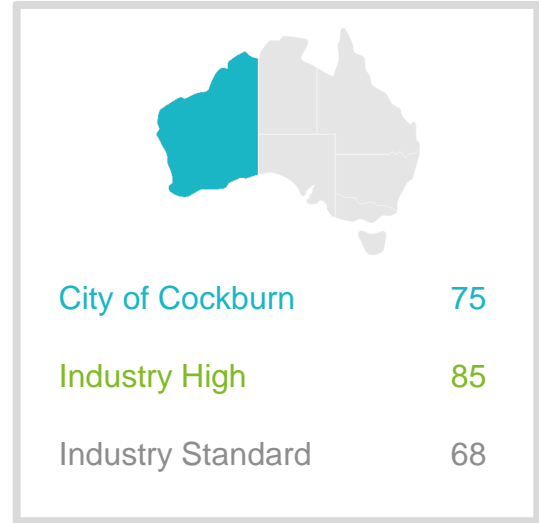
Strategic Insights	3
The study	12
Overall performance	16
Familiarity with local services and facilities	21
Leadership and communications	23
Economic development	38
Community development	40
Safety and security	55
Built form	61
Transit opportunities	65
Local environment	73
Overview of community variances	85
Random vs Referred Responses	89
Moving forward	92

Strategic Insights



Overall Performance | industry comparisons

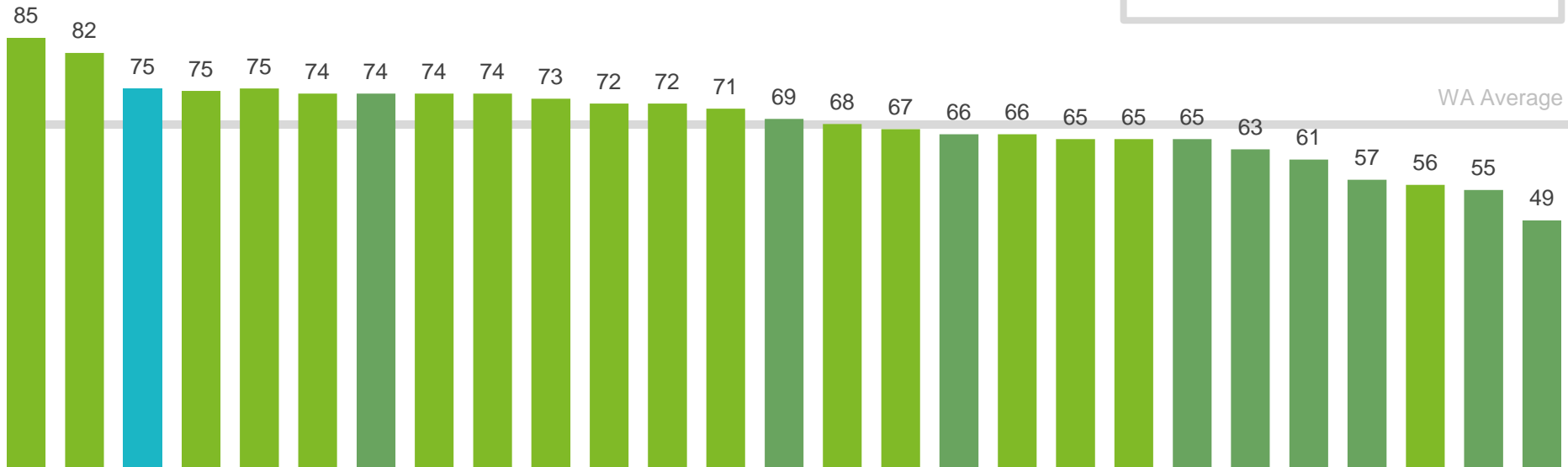
The 'Overall Performance Index Score' is a combined measure of the City of Cockburn as a 'place to live' and as a 'governing organisation'. The City of Cockburn's overall performance index score is 75 out of 100, 7 index points above the industry standard for Western Australia.



Overall Performance Index Score

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

- City of Cockburn
- Metropolitan Councils
- Regional Councils



The City of Cockburn is leading the industry in 5 areas.

- The City has a good understanding of community needs
- Services & facilities for youth
- Facilities, services and care available for seniors
- Cockburn Aquatic and Recreation Centre (ARC)
- Natural disaster education, prevention and relief (bushfires, etc)



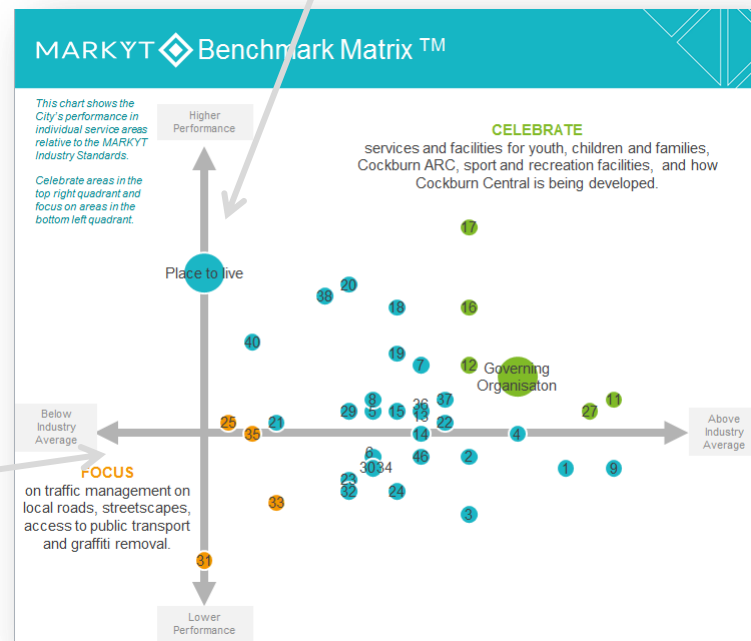
How to read the MARKYT Benchmark Matrix TM

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

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

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

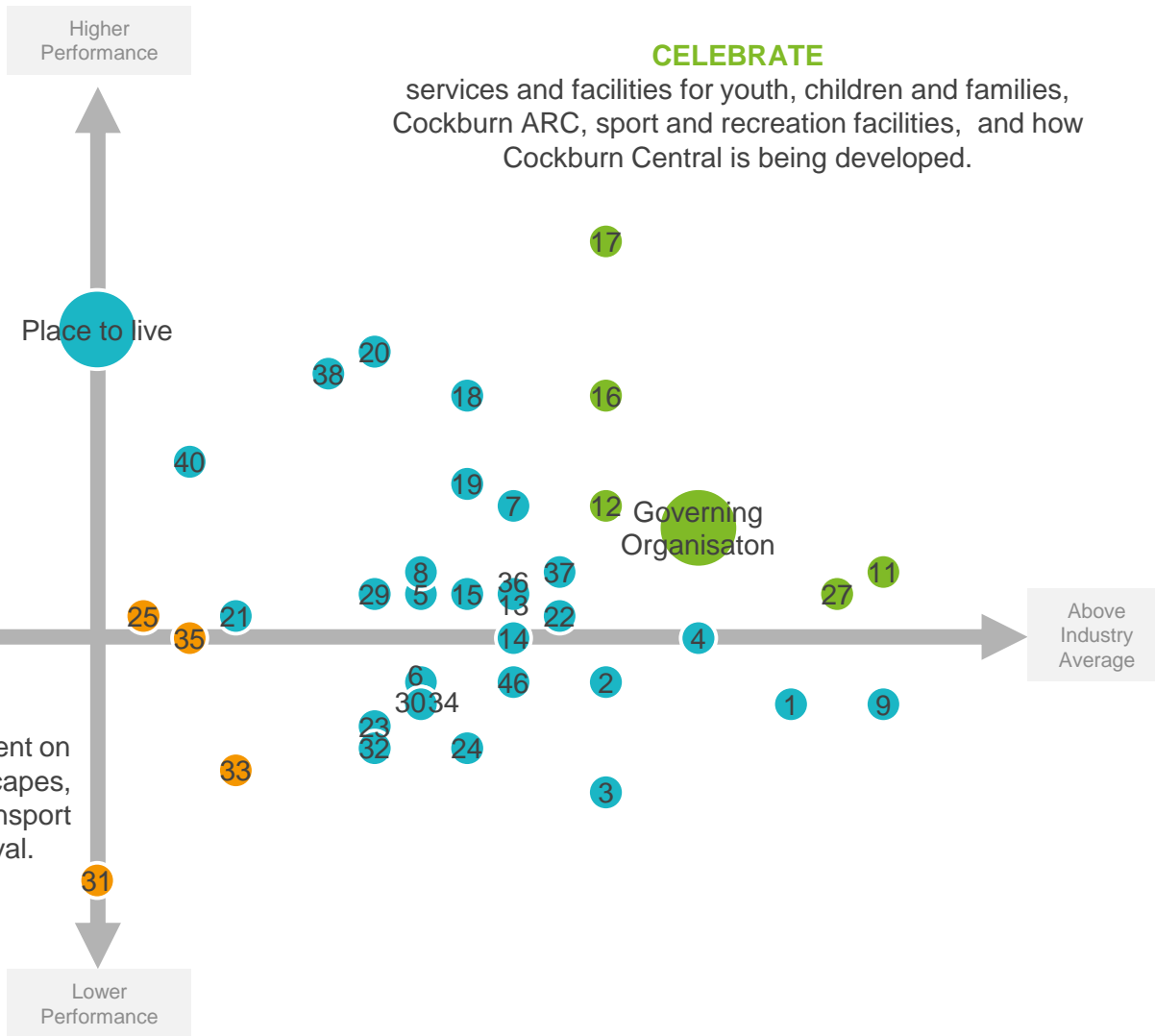
This line represents Council's average performance for all individual measure. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.



MARKYT Benchmark Matrix™

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

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



CELEBRATE

services and facilities for youth, children and families, Cockburn ARC, sport and recreation facilities, and how Cockburn Central is being developed.

FOCUS
on traffic management on local roads, streetscapes, access to public transport and graffiti removal.

- 1 Value for money
- 2 Council's leadership
- 3 How the community is consulted
- 4 How the community is informed
- 5 City of Cockburn website
- 6 Social media presence
- 7 Cockburn Soundings
- 8 Level of customer service
- 9 Economic development
- 10 Opportunities to be included/connected
- 11 Youth
- 12 Families and children
- 13 Seniors
- 14 Disability
- 15 Community buildings, halls, toilets
- 16 Sport and recreation facilities
- 17 Cockburn ARC
- 18 Playgrounds, parks and reserves
- 19 Festivals, events, culture
- 20 Library and information services
- 21 Local history and heritage
- 22 Multiculturalism / racial harmony
- 23 Safety and security
- 24 Mobile security patrols
- 25 Graffiti removal services
- 26 Effectiveness of CCTV cameras
- 27 Cockburn Central development
- 28 Local area development
- 29 Access to housing
- 30 Maintenance of local roads
- 31 Traffic management
- 32 Footpaths and cycleways
- 33 Streetscapes
- 34 Street lighting
- 35 Access to public transport
- 36 Conservation and environment
- 37 Promote sustainable practices
- 38 General waste and recycling
- 39 Garden waste collections
- 40 Verge side bulk waste collections
- 41 Issues relating to noise
- 42 Issues relating to dust
- 43 Issues relating to odour
- 44 Domestic animal control
- 45 Feral animal control
- 46 Natural disaster prevention/relief

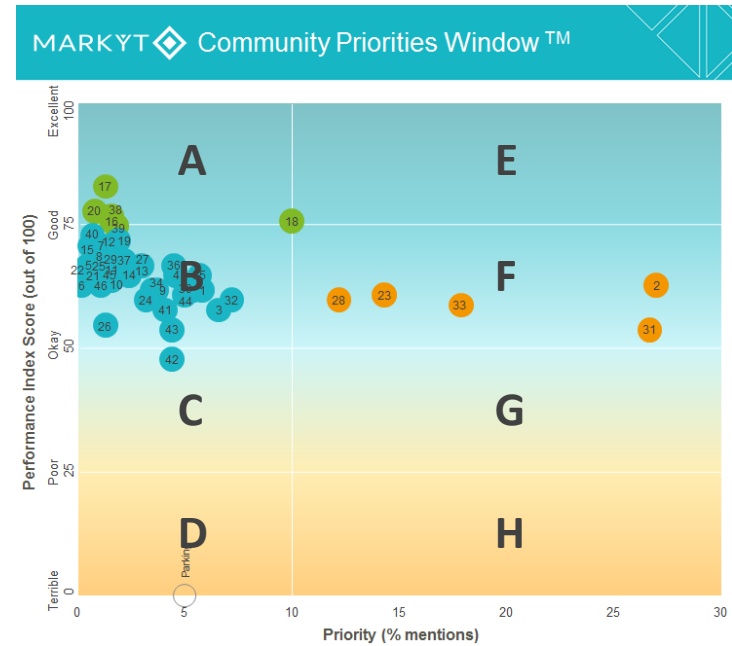
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. Service areas are included when MARKYT Industry Standards are available.

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

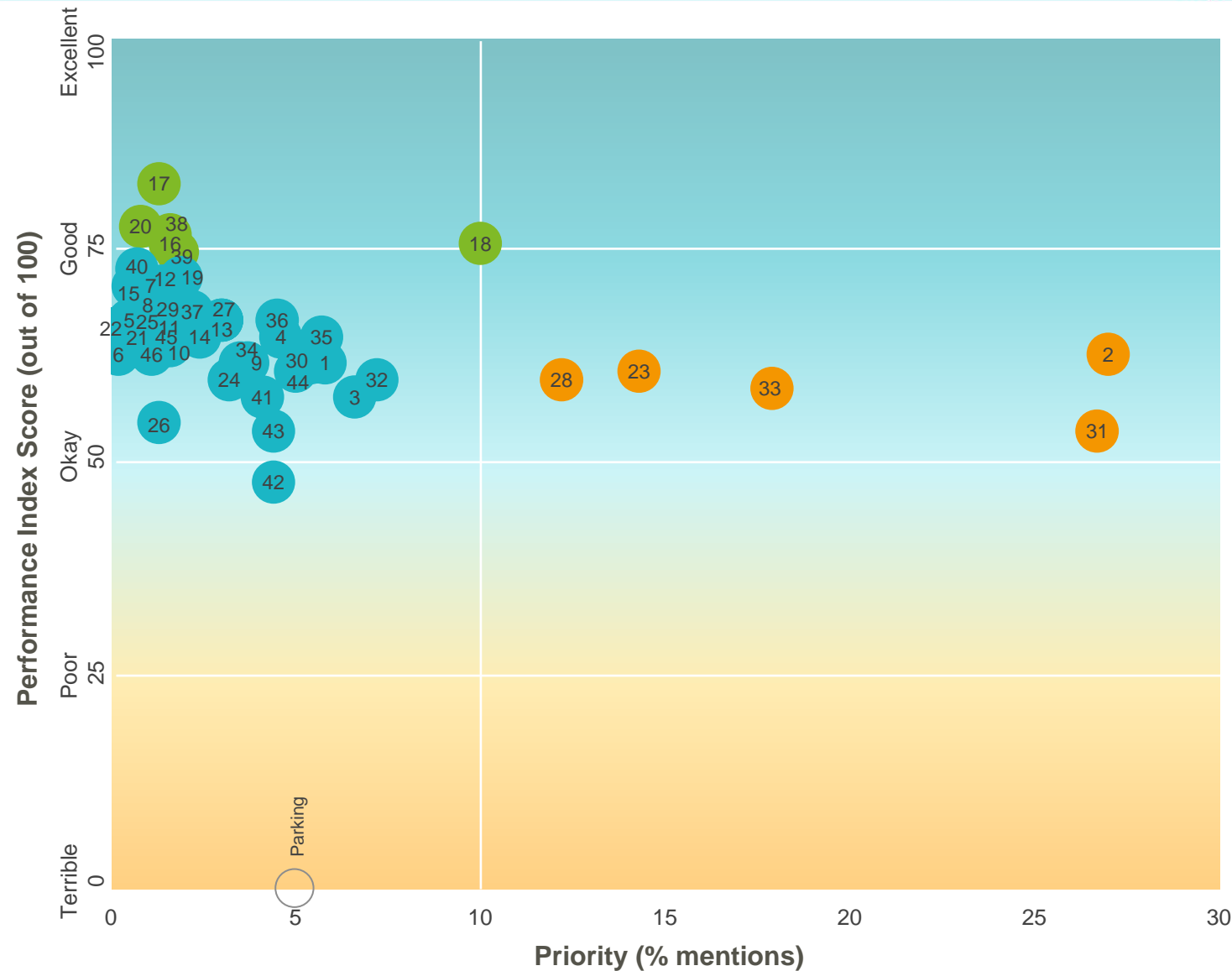
Perceived strengths include Cockburn ARC, sport and recreation facilities, library and information services, general waste, recycling and garden waste collection services.

Moving forward, the community would like Council to prioritise Council’s leadership, traffic management, streetscapes, safety and security, how the local area is being developed and playgrounds, parks and reserves (windows F).

Other areas to address include issues relating to dust (window C).



MARKYT Community Priorities Window™



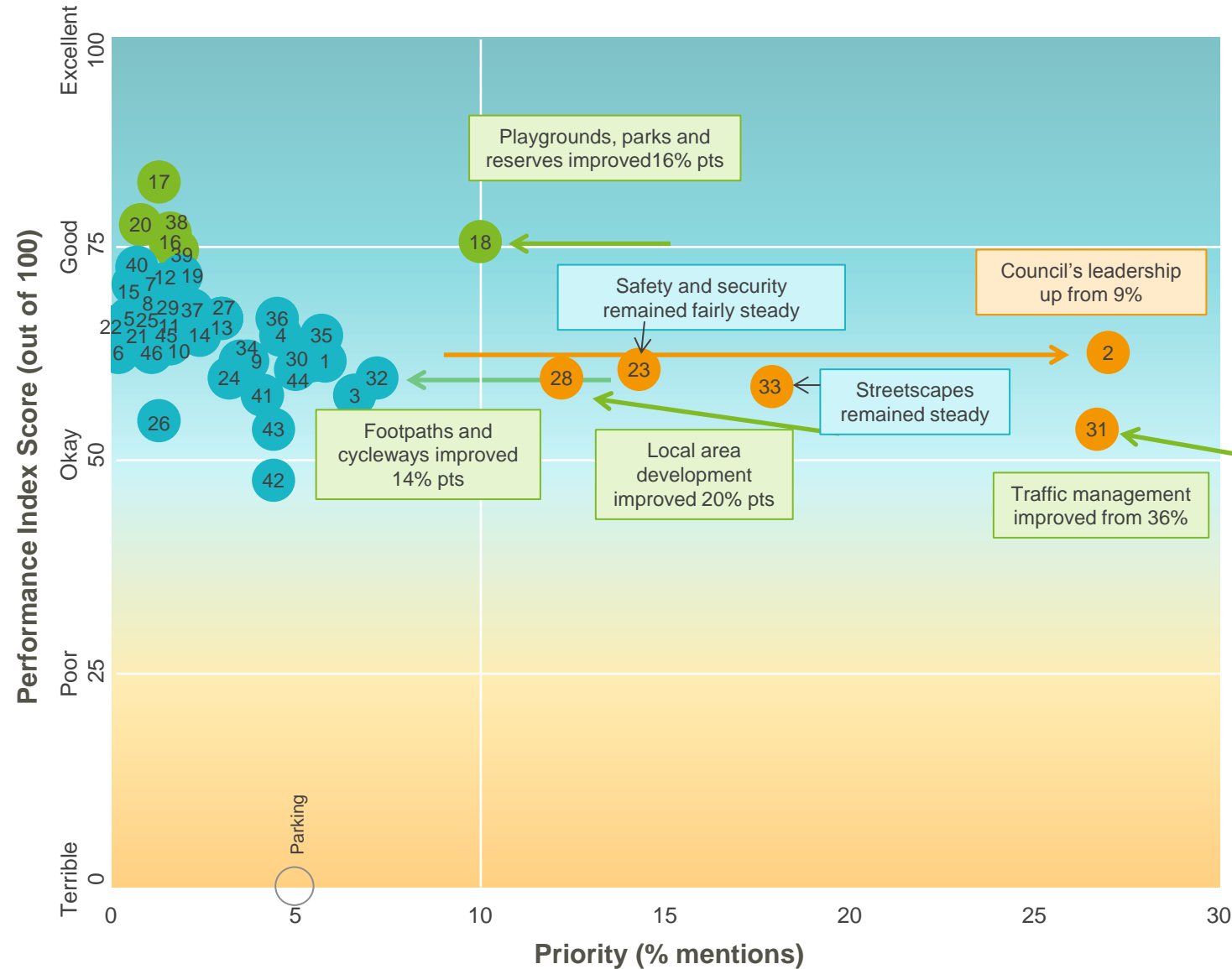
- 1 Value for money
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- 43 Issues relating to odour
- 44 Domestic animal control
- 45 Feral animal control
- 46 Natural disaster prevention/relief

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

Q. Which areas would you most like the City of Cockburn to focus on improving? Base: All respondents (n = 568)

MARKYT Community Priorities Window™

Major shifts over the past 12 months



- 1 Value for money
- 2 Council's leadership
- 3 How the community is consulted
- 4 How the community is informed
- 5 City of Cockburn website
- 6 Social media presence
- 7 Cockburn Soundings
- 8 Level of customer service
- 9 Economic development
- 10 Opportunities to be included/connected
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- 46 Natural disaster prevention/relief

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

Q. Which areas would you most like the City of Cockburn to focus on improving? Base: All respondents (n = 568)

The Study

The Study

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

Scorecards invitations were sent to 4,000 randomly selected households (2,000 by mail and 2,000 by email). The City supported the survey with supporting promotions through its communication channels, including the website, newsletters and social media.

In total, **568 residents** submitted a response reducing the sampling error to $\pm 4.1\%$ at the 95% confidence interval.

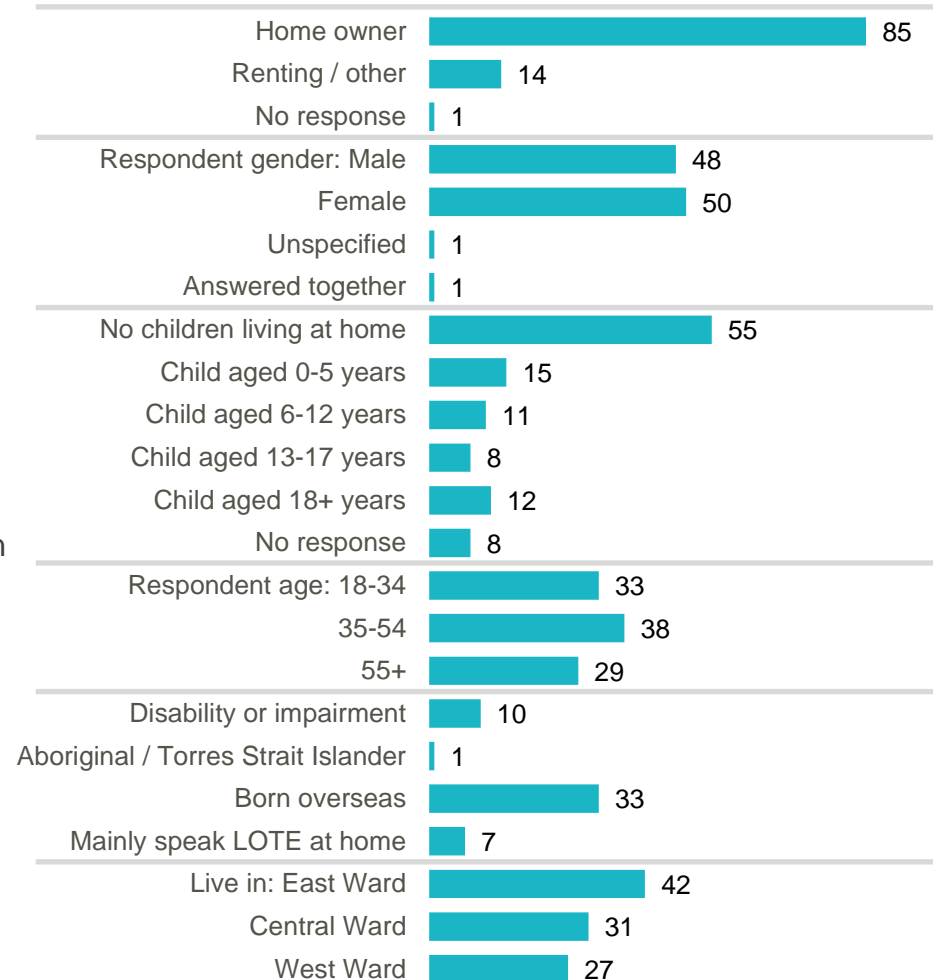
Of these respondents, 430 respondents were randomly selected and a further 138 opted in to take part through a City of Cockburn promotion or a referral from a community group, family or friend. As analysis of responses from the random and referred sample showed significant differences, results have been reported separately. The main body of the report presents responses from the random sample. The referred sample is referred to in a separate section with a comparison to the random sample.

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

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

places

% of respondents (weighted)



LOTE = Language other than English

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

Metropolitan



Regional

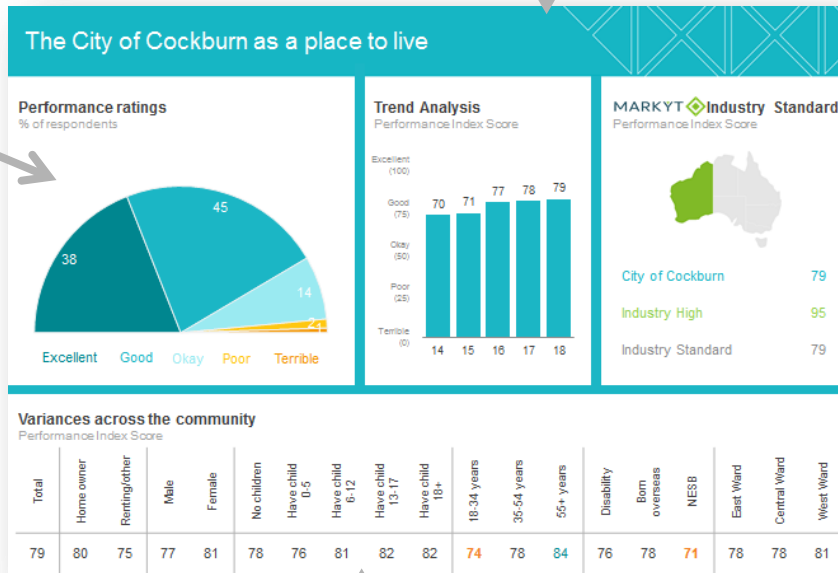


How to read this report

Trend analysis shows how performance varies over time.

Please note: 2014-2016 performance results are from phone surveys using an 11 point satisfaction scale that has been converted.. 2017 and 2018 results use a MARKYT accredited multi-channel approach with a 5 point performance scale. This is a best practice approach that enables comparison with other councils. For the agree-disagree questions, the scale has remained consistent.

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



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

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

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

Council Score is the Council's performance index score.

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

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

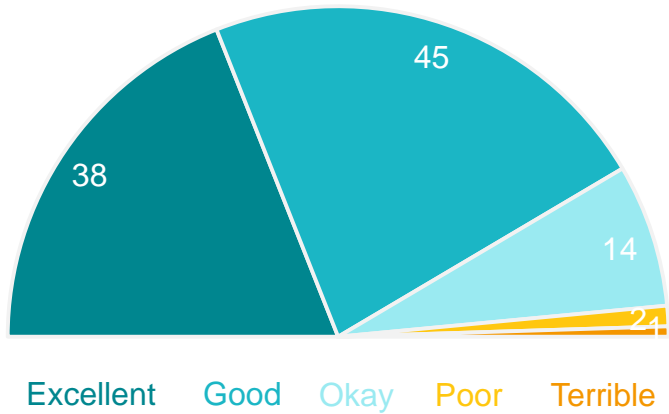
Variance across the community shows how results vary across the community based on the Performance Index Score

Overall Performance

The City of Cockburn as a place to live

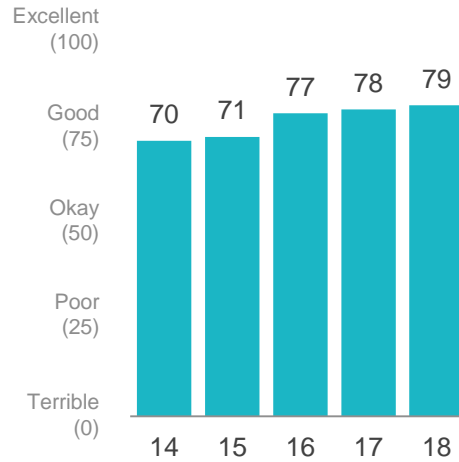
Performance ratings

% of respondents



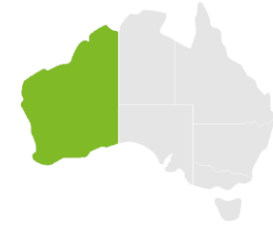
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	79
Industry High	95
Industry Standard	79

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
79	80	75	77	81	78	76	81	82	82	74	78	84	76	78	71	78	78	81

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

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 430).
 Version: 5, Version Date: 27/07/2018

Most valued aspects of the City of Cockburn

% of respondents



Residents value the City of Cockburn for its location, with easy access to beaches, services and facilities and public transport.

Many love the parks and public open spaces, safety, how the area is clean, tidy and well maintained, and the friendly community.

“Convenience of shopping centres, variety and choice. Reasonable distance to the ocean and beach facilities.”

“Its location close to Fremantle and the ocean. Close to bus routes.”

“Very convenient location. Central and easy access to shopping, schools, hospitals, etc.”

“I value many things about the City of Cockburn but the most important to me is the amount of green space and natural beauty. I value the beaches, the parks, gardens, wetlands.”

“The quality of parks and garden maintenance.”

“It is a safe area, we know most of our neighbours so I value the community members.”

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

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

Base: all respondents who provided a valid response, excluded 'no response' (n = 392)

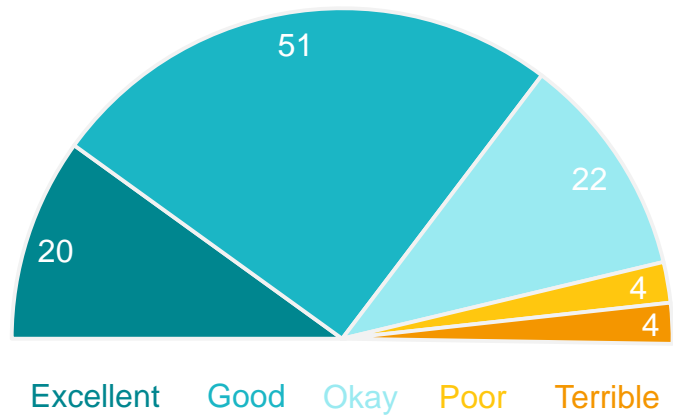
Version: 5, Version Date: 27/07/2018. Only comments mentioned spontaneously by 5% or more respondents.



The City of Cockburn as the organisation that governs the local area

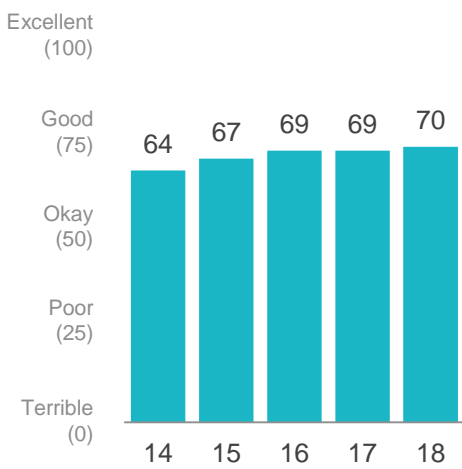
Performance ratings

% of respondents



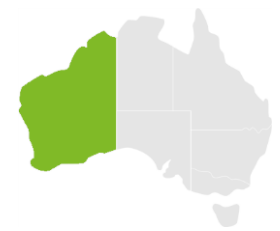
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	70
Industry High	74
Industry Standard	57

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
70	71	63	68	72	69	71	72	71	71	67	68	74	66	70	67	67	72	72

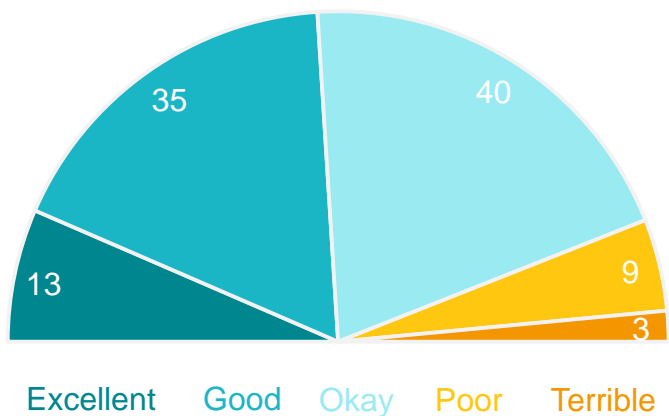
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 419).
 Version: 5, Version Date: 27/07/2018

Value for money from Council rates

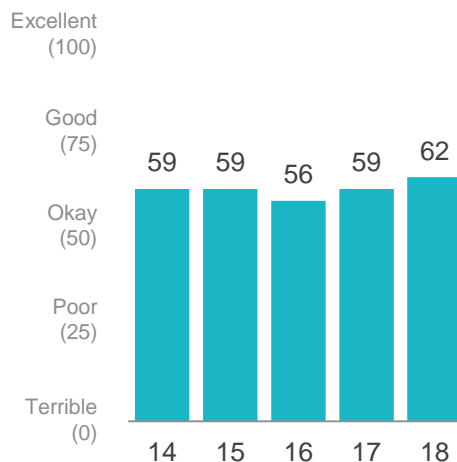
Performance ratings

% of respondents



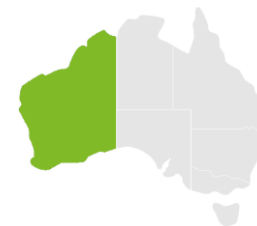
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	62
Industry High	64
Industry Standard	47

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
62	62	54	60	64	62	58	61	65	63	62	58	65	64	60	57	60	62	65

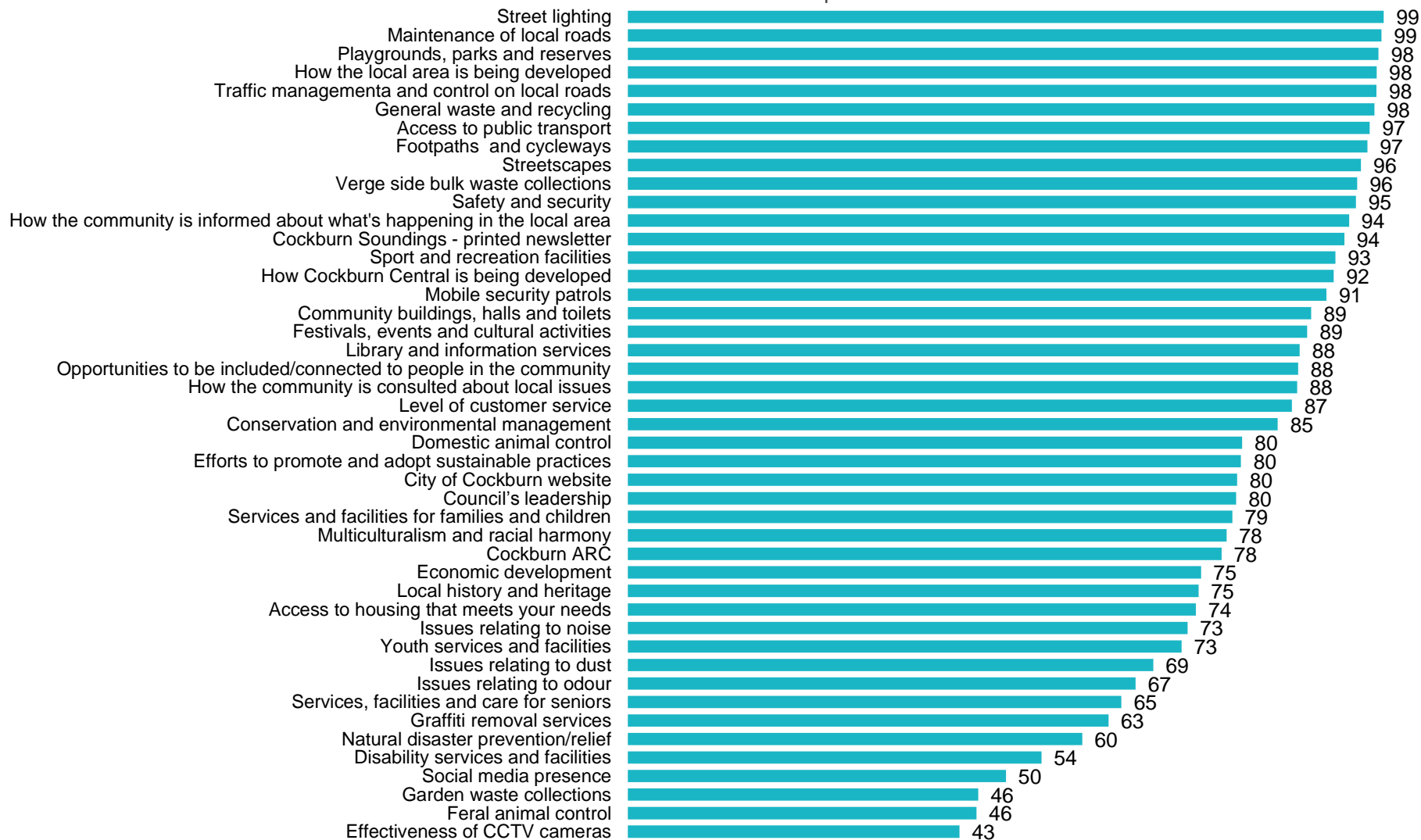
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 398).
 Version: 5, Version Date: 27/07/2018

Familiarity with local services and facilities

Familiarity with local services and facilities

% of respondents who were familiar with service area

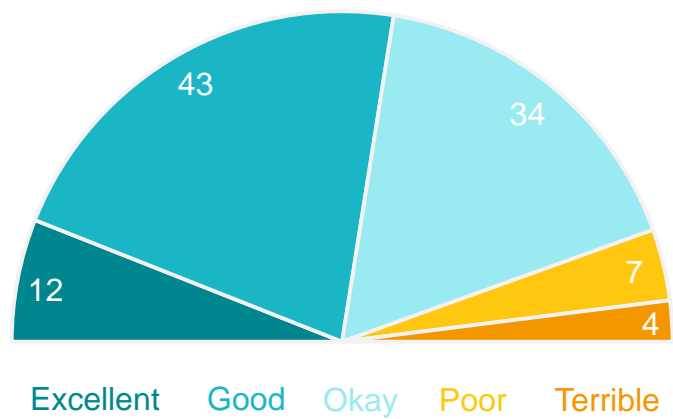


Leadership and Communications

Council's leadership within the community

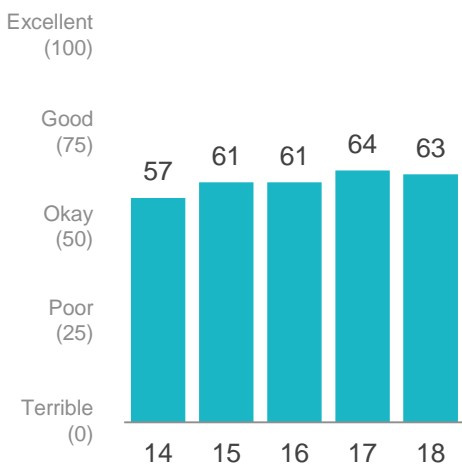
Performance ratings

% of respondents



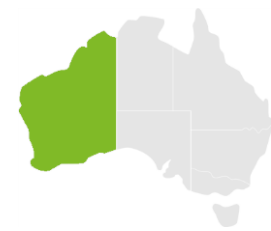
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	63
Industry High	74
Industry Standard	52

Variations across the community

Performance Index Score

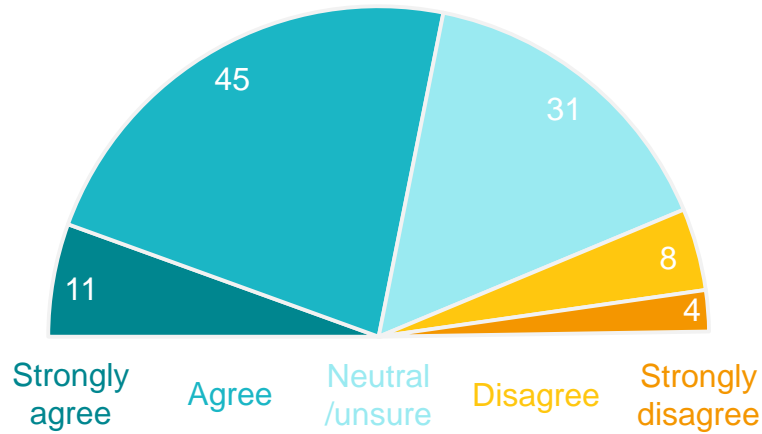
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
63	63	57	60	66	62	62	64	65	64	57	61	68	59	65	66	61	62	67

Q. How would you rate performance in the following areas?
 Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 343).
 Version: 5, Version Date: 27/07/2018

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

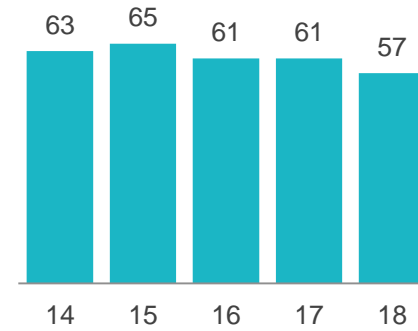
Level of agreement

% of respondents



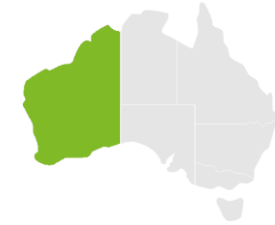
Trend Analysis

% agree



MARKYT Industry Standards

% agree



City of Cockburn	57
Industry High	70
Industry Standard	40

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	LOTE	East Ward	Central Ward	West Ward
57	58	44	51	62	55	55	59	63	66	47	54	67	59	58	57	50	62	62

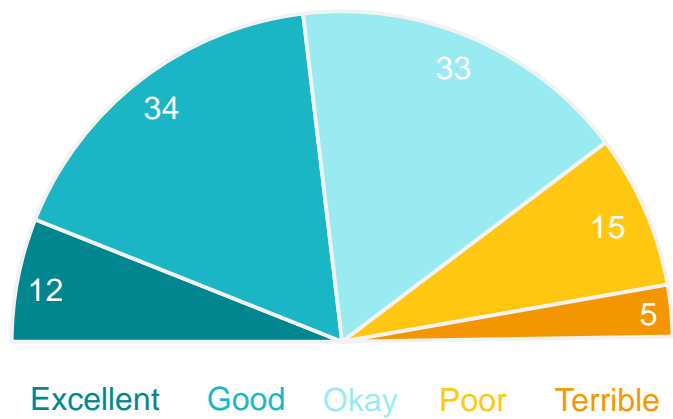
Q. How strongly do you agree or disagree with the following statements?

Document Set ID: 7646766
 Base: All respondents, excludes 'no response' (n = 429).
 Version: 5, Version Date: 27/07/2018

How the community is consulted about local issues

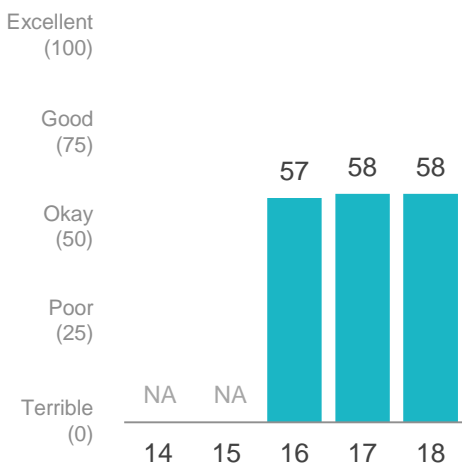
Performance ratings

% of respondents



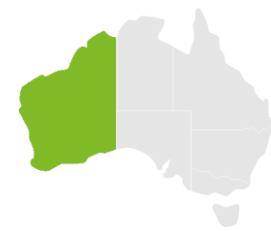
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	58
Industry High	64
Industry Standard	47

Variations across the community

Performance Index Score

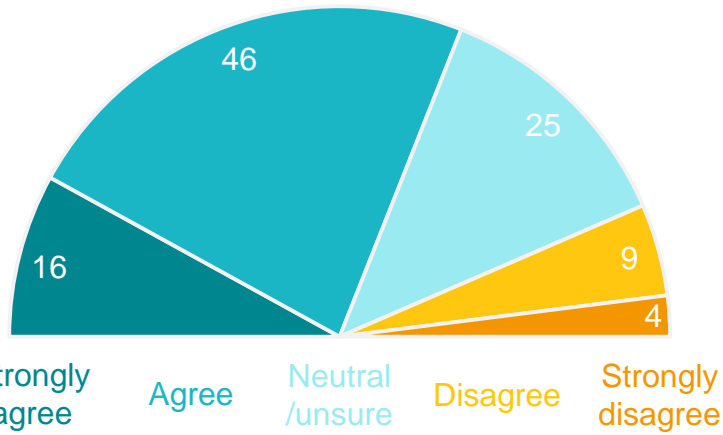
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
58	59	52	56	60	58	53	56	64	62	56	58	60	53	60	65	58	57	60

Q. How would you rate performance in the following areas?
 Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 377).
 Version: 5, Version Date: 27/07/2018

The City has a good understanding of community needs

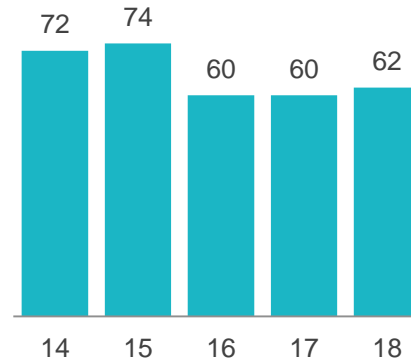
Level of agreement

% of respondents



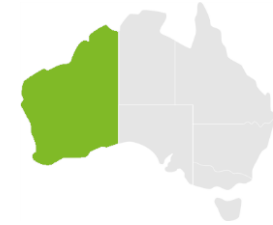
Trend Analysis

% agree



MARKYT Industry Standards

% agree



City of Cockburn	62
Industry High	62
Industry Standard	36

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	LOTE	East Ward	Central Ward	West Ward
62	64	50	62	63	65	56	50	55	59	66	54	67	59	62	62	58	63	67

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

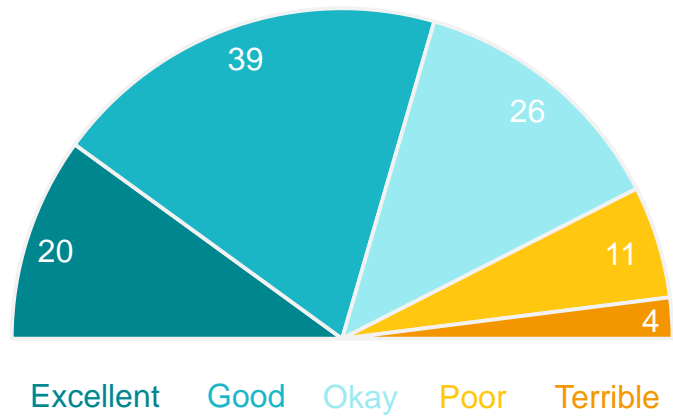
Document Set ID: 7646766
 Base: All respondents, excludes 'no response' (n = 427).

Version: 5, Version Date: 27/07/2018

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

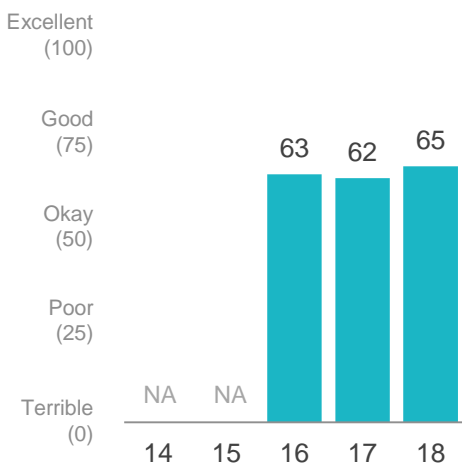
Performance ratings

% of respondents



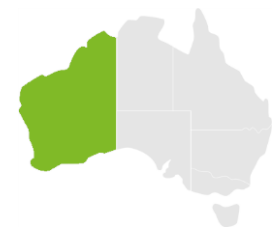
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	65
Industry High	68
Industry Standard	52

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
65	65	65	61	69	65	65	61	71	69	67	65	64	63	66	67	65	65	66

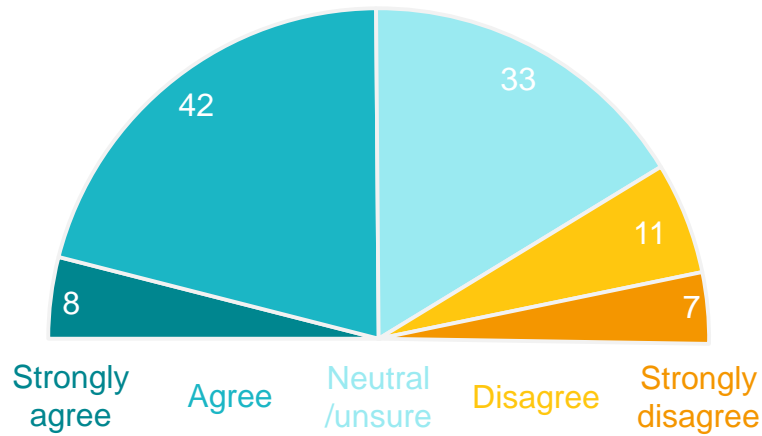
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 406).
 Version: 5, Version Date: 27/07/2018

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

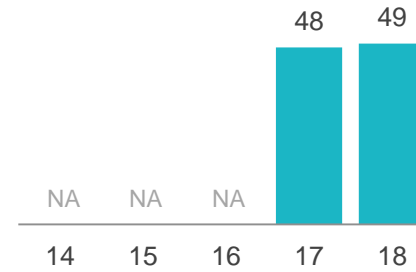
Level of agreement

% of respondents



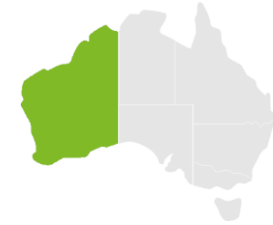
Trend Analysis

% agree



MARKYT Industry Standards

% agree



City of Cockburn	49
Industry High	62
Industry Standard	31

Variations across the community

% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	LOTE	East Ward	Central Ward	West Ward
49	52	30	50	49	52	40	37	44	52	47	42	58	54	48	59	45	49	56

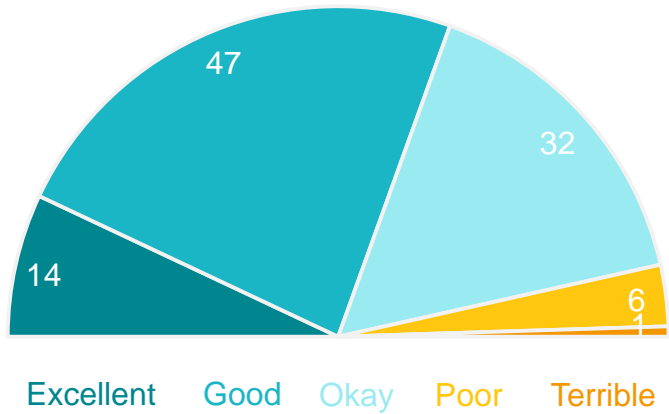
Q. How strongly do you agree or disagree with the following statements?

Document Set ID: 7646766
 Base: All respondents, excludes 'no response' (n = 429).
 Version: 5, Version Date: 27/07/2018

City of Cockburn website

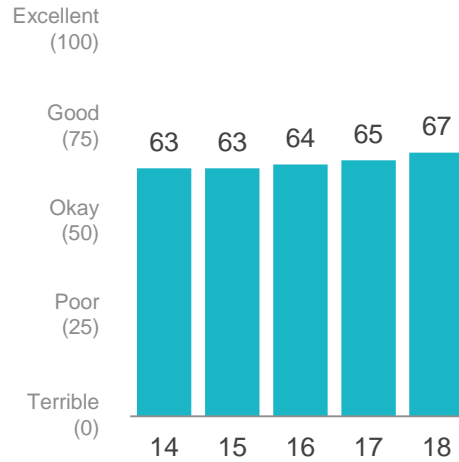
Performance ratings

% of respondents



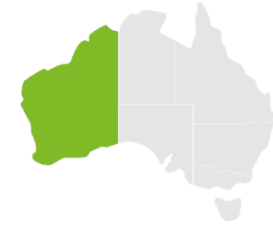
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	67
Industry High	69
Industry Standard	60

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
67	67	65	66	68	67	65	63	67	70	67	67	67	64	68	67	64	71	67

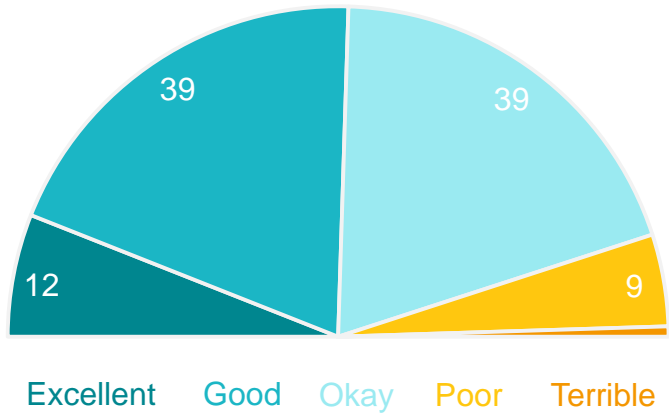
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 343).
 Version: 5, Version Date: 27/07/2018

Social media presence on Facebook, Instagram, etc

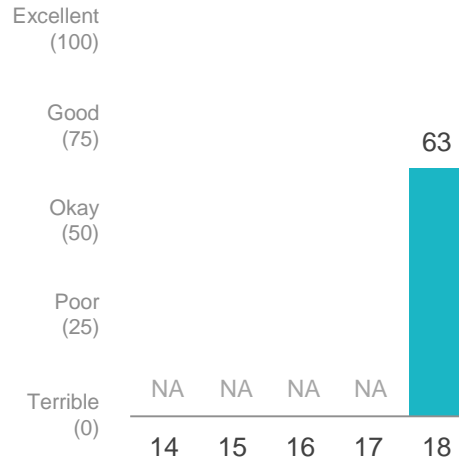
Performance ratings

% of respondents



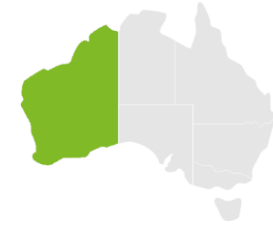
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	63
Industry High	73
Industry Standard	56

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
63	63	62	60	65	64	61	60	62	68	64	61	63	69	61	62	62	66	61

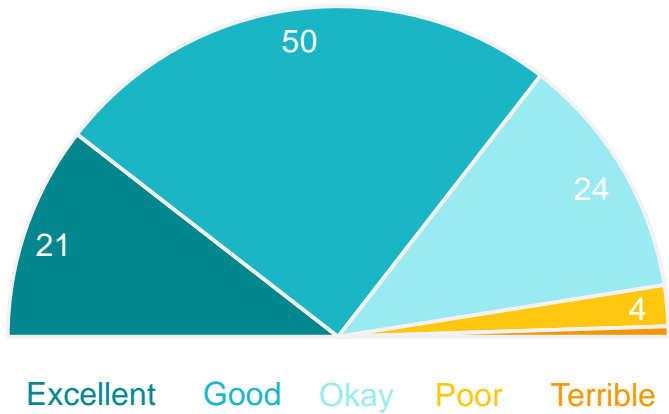
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 213).
 Version: 5, Version Date: 27/07/2018

Cockburn Soundings – the City’s newsletter

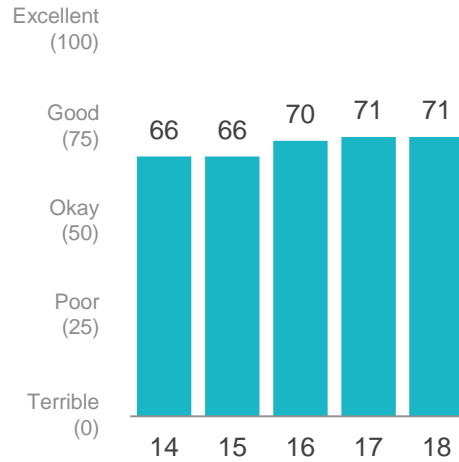
Performance ratings

% of respondents



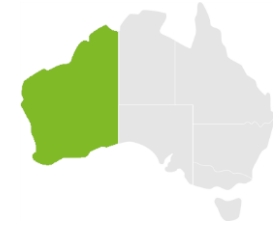
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	71
Industry High	76
Industry Standard	62

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
71	72	63	68	74	71	68	69	75	74	68	70	74	72	69	68	69	72	72

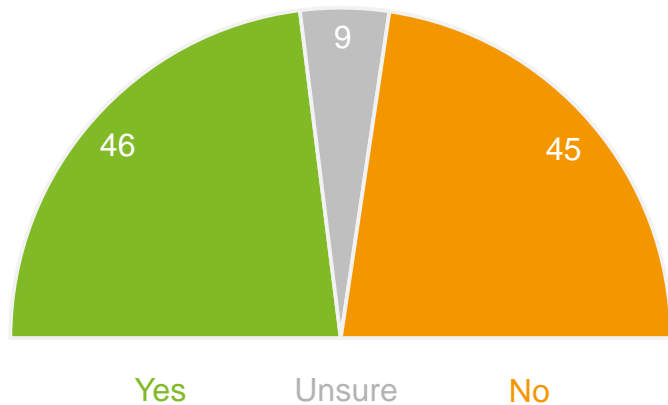
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 403).
 Version: 5, Version Date: 27/07/2018

Reach of the City's regular page in the local newspaper

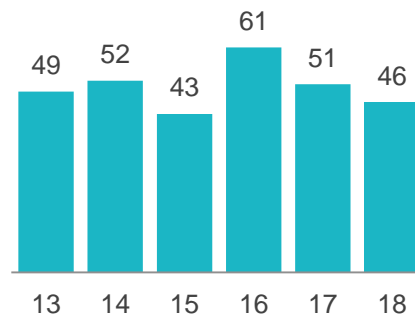
Over the past 12 months, have you seen or read the City's weekly one page advert in the local newspaper?

% of respondents



Trend Analysis

% yes



46% of residents recall seeing or reading the City's regular page in the local newspaper.

Reach has decreased 15% points over the past 2 years.

The City's newspaper advertisement appears to be more effective at reaching seniors and West Ward residents, and less effective at reaching young adults and families with children.

Variations across the community

% yes

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
46	48	36	47	44	49	38	34	34	44	34	42	60	52	43	48	39	46	57

Q. Over the past 12 months, have you seen or read the City's weekly one page advert in the local newspaper (with Council news and information)?

Document Set ID: 7646766

Version: 5 | Version Date: 27/07/2018 | no response (n = 428)

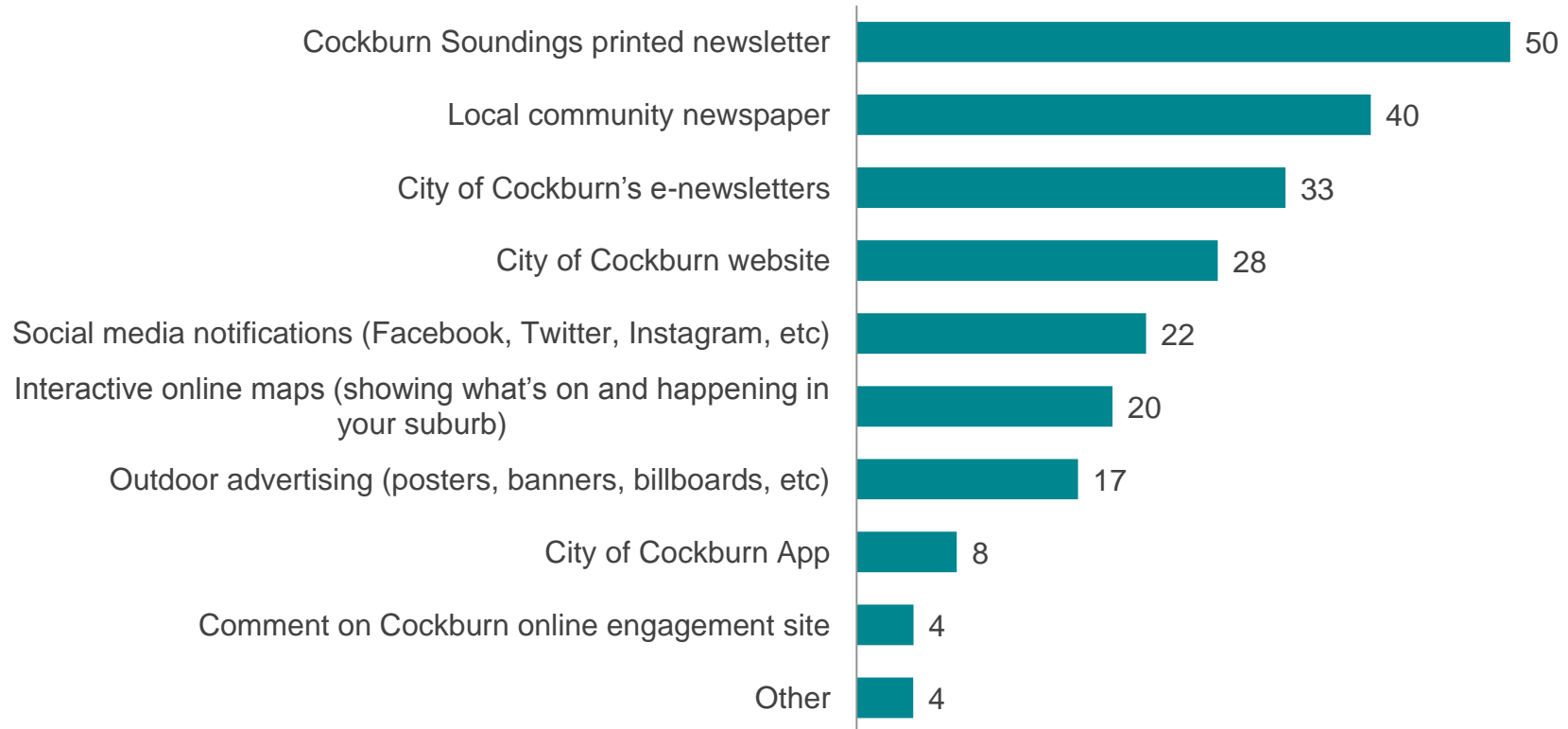
Preferred sources of information

Respondents would mostly prefer to receive information and updates from the City of Cockburn through Cockburn Soundings printed newsletters, followed by the local community newspaper and the City's e-newsletters.

The Comment on Cockburn online engagement site and a City of Cockburn App are least preferred communication channels.

Preferred sources of information

% of respondents



Q. How would you prefer to receive information and updates from the City of Cockburn about what's happening in the local area?

Document Set ID: 7646766

Version: 5 | Version Date: 27/07/2018 | No response (n = 419)

Preferred sources of information

Community variances

Hard copy information channels, such as Cockburn Soundings and the local community newspaper, are the most popular channels among people aged 55+ years and in the West Ward.

Residents who are renting, families with younger children and young adults are more open to social media notifications. Outdoor advertising is also more popular among these groups compared with other residents.

Compared with other community segments, electronic channels including the website, social media notifications and interactive online maps are less preferred by people with a disability or impairment.

Community Variances

% of respondents

	All respondents	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
Cockburn Soundings printed newsletter	50	53	32	54	46	55	27	43	40	57	34	46	68	55	46	38	45	50	58
Local community newspaper	40	41	33	41	38	43	26	27	25	41	27	34	56	48	35	28	34	35	55
City of Cockburn's e-newsletters	33	35	24	34	33	33	32	20	27	39	33	34	32	24	33	31	32	35	32
City of Cockburn website	28	28	28	29	28	28	30	30	20	24	29	34	20	19	36	34	30	30	21
Social media notifications	22	21	33	16	29	18	41	45	32	14	41	22	8	9	20	17	24	27	13
Interactive online maps	20	20	15	21	19	19	17	27	25	16	21	22	16	12	23	23	21	21	16
Outdoor advertising	17	16	26	12	22	14	30	23	23	17	22	17	13	18	16	18	17	17	16
City of Cockburn App	8	7	15	7	9	6	12	11	12	9	10	12	1	7	7	7	8	10	3
Comment on Cockburn online engagement site	4	5	0	4	5	4	4	3	6	3	6	4	3	0	5	6	6	4	2
Other	4	4	10	7	3	5	2	3	4	4	3	7	2	13	3	2	5	6	1

Q. How would you prefer to receive information and updates from the City of Cockburn about what's happening in the local area?

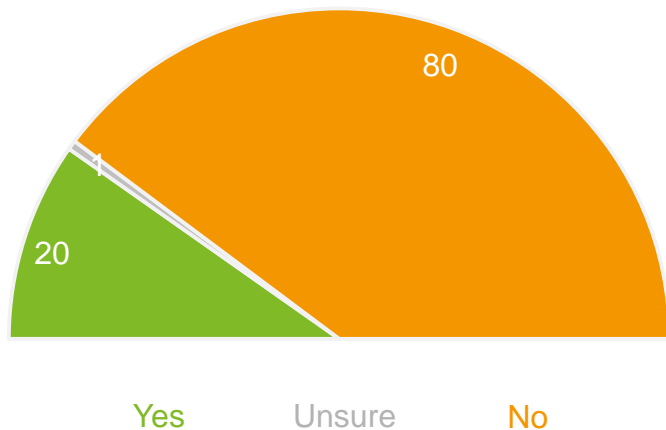
Document Set ID: 7646766

Version: 5 | Version Date: 27/07/2018 | No response (n = 419)

Use of the White Pages phone book

Over the past 12 months, have you used a White Pages phone book?

% of respondents



20% of the community have used a White Pages phone book over the past 12 months.

Seniors, people with a disability or impairment and West Ward residents are most likely to have used White Pages over the past 12 months.

Usage is lowest among residents who are renting, young adults and families with children aged 0-17 years.

Variations across the community

% yes

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
20	21	7	20	19	23	5	6	8	31	3	12	41	35	14	13	14	19	29

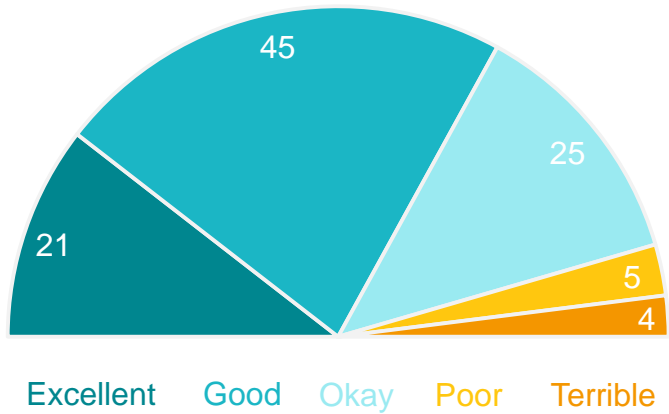
Q. Over the past 12 months, have you used a White Pages phone book?

Document Set ID: 7646766
 Base: All Respondents, excludes no response (n = 430)
 Version: 5, Version Date: 27/07/2018

Level of customer service

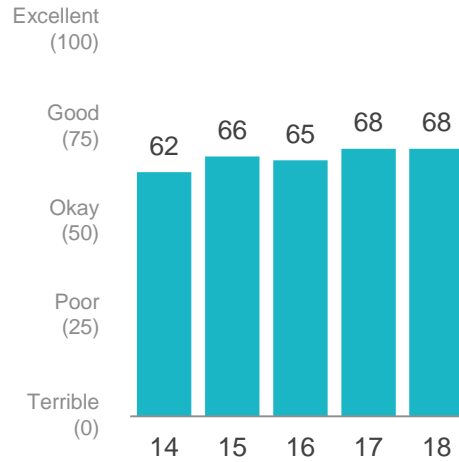
Performance ratings

% of respondents



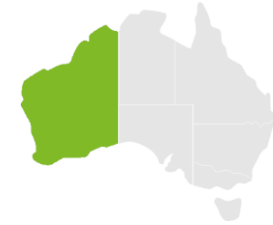
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	68
Industry High	79
Industry Standard	61

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
68	70	57	67	70	70	64	66	67	67	65	65	74	62	68	66	65	71	71

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

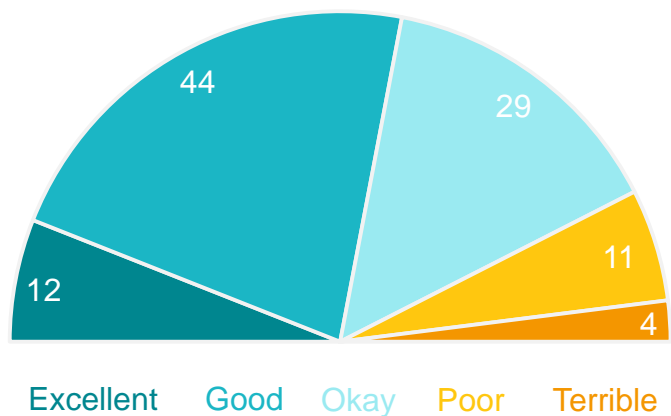
Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 374).
 Version: 5, Version Date: 27/07/2018

Economic Development

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

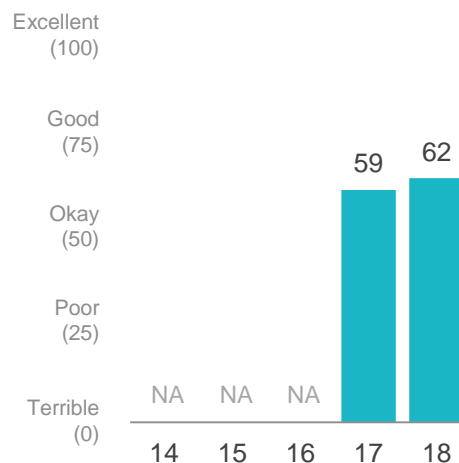
Performance ratings

% of respondents



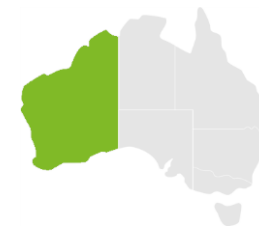
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	62
Industry High	63
Industry Standard	45

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
62	63	56	59	66	62	64	59	62	64	64	59	64	53	64	67	61	65	61

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

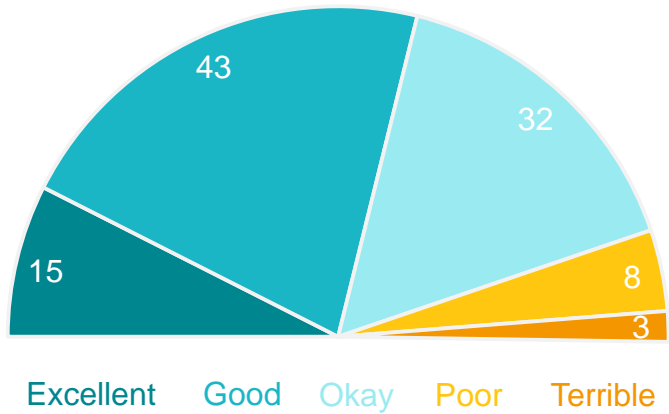
Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 323).
 Version: 5, Version Date: 27/07/2018

Community Development

Opportunities to be included and connected to your community

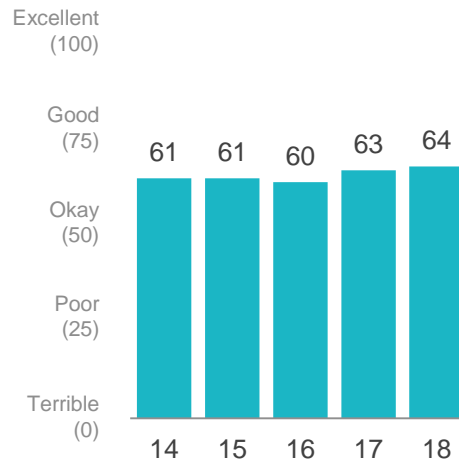
Performance ratings

% of respondents



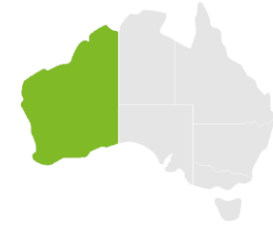
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	64
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
64	66	53	61	68	63	67	64	68	65	64	63	66	56	65	64	60	68	66

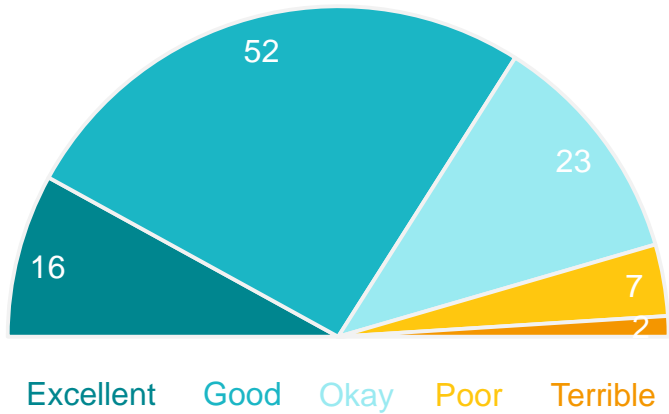
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 377).
 Version: 5, Version Date: 27/07/2018

Services & facilities for youth

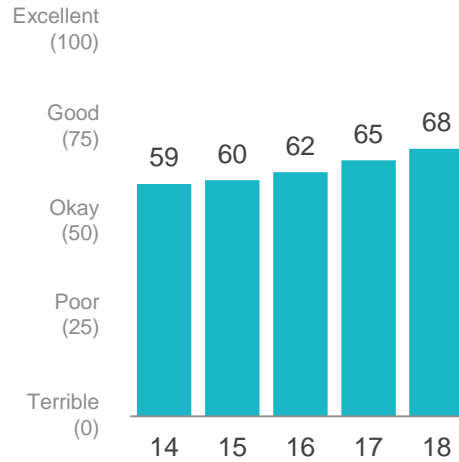
Performance ratings

% of respondents



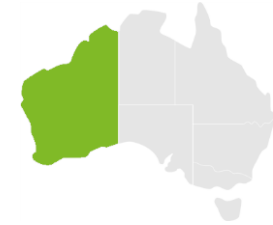
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	68
Industry High	68
Industry Standard	51

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
68	69	68	66	71	69	67	68	74	68	72	65	68	55	71	72	67	70	68

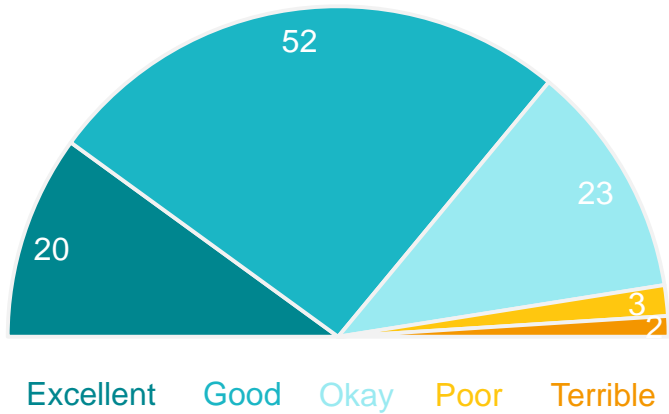
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 312).
 Version: 5, Version Date: 27/07/2018

Services & facilities for families and children

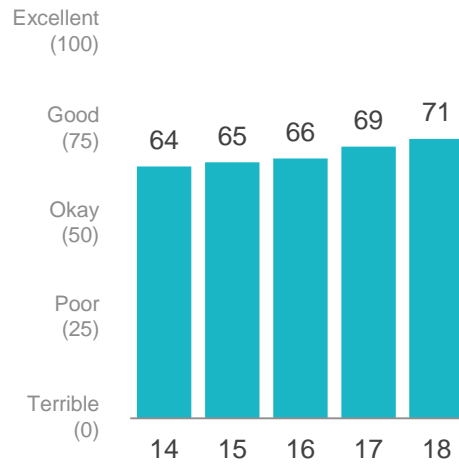
Performance ratings

% of respondents



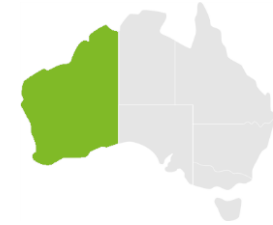
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	71
Industry High	74
Industry Standard	60

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
71	72	69	69	74	71	73	70	75	70	74	70	71	63	75	75	70	72	72

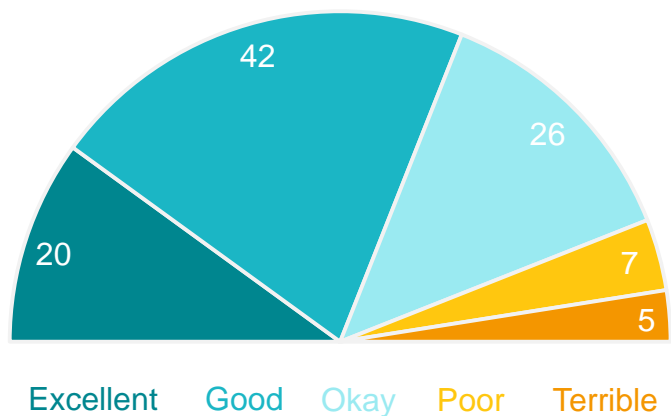
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 340).
 Version: 5, Version Date: 27/07/2018

Facilities, services and care available for seniors

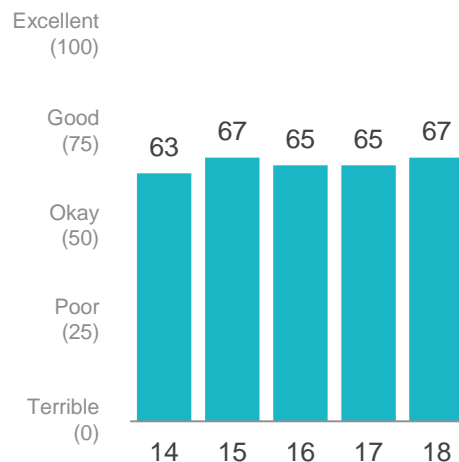
Performance ratings

% of respondents



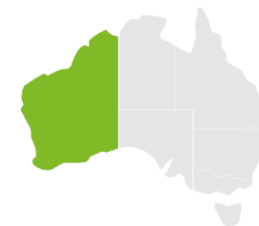
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	67
Industry High	67
Industry Standard	58

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
67	68	58	63	70	68	59	60	71	64	65	62	71	60	70	72	61	69	73

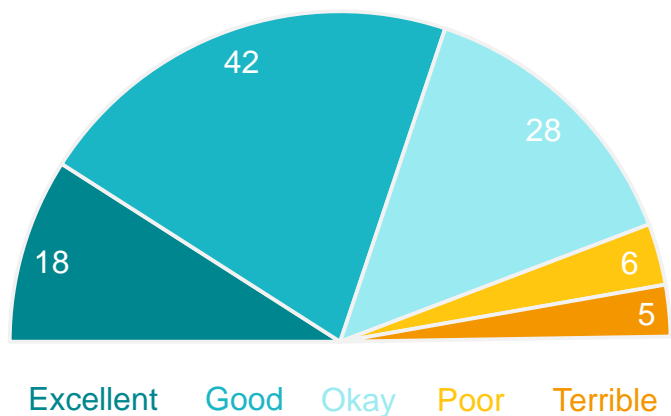
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 278).
 Version: 5, Version Date: 27/07/2018

Access to services and facilities for people with a disability

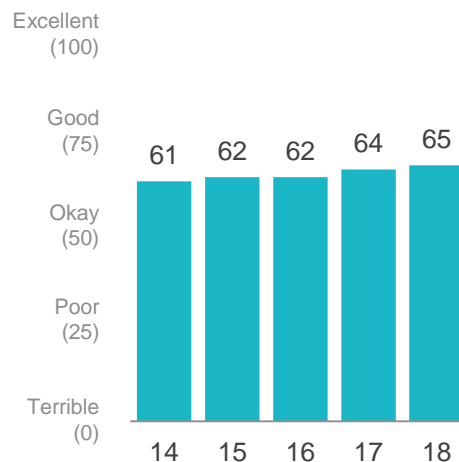
Performance ratings

% of respondents



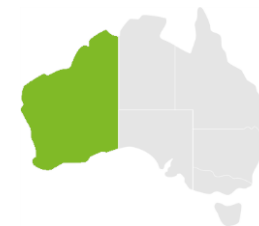
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	65
Industry High	66
Industry Standard	56

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
65	67	58	63	69	65	66	70	73	64	63	62	69	55	68	72	63	68	68

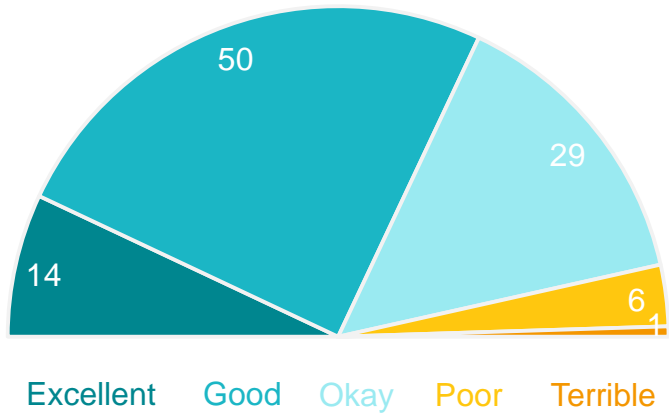
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 233).
 Version: 5, Version Date: 27/07/2018

Community buildings, halls and toilets

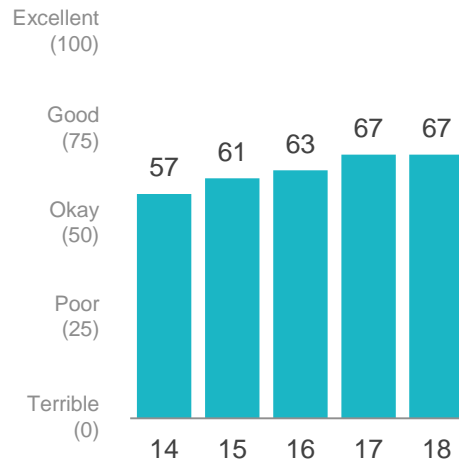
Performance ratings

% of respondents



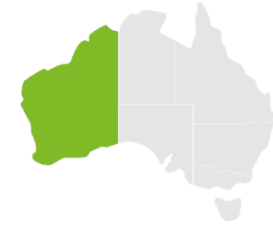
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	67
Industry High	77
Industry Standard	59

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
67	67	66	66	69	68	64	67	70	68	67	65	70	63	69	65	67	67	67

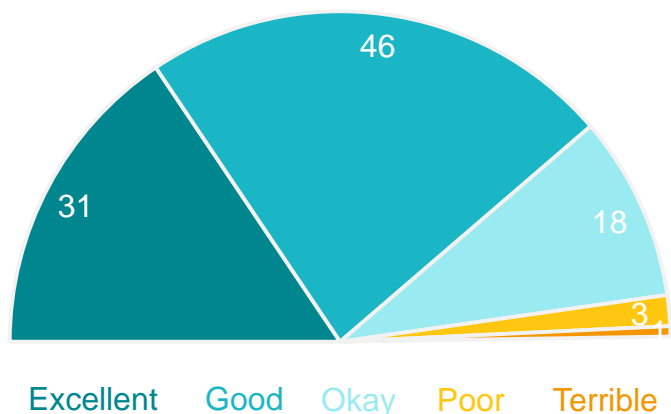
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 385).
 Version: 5, Version Date: 27/07/2018

Sport and recreation facilities

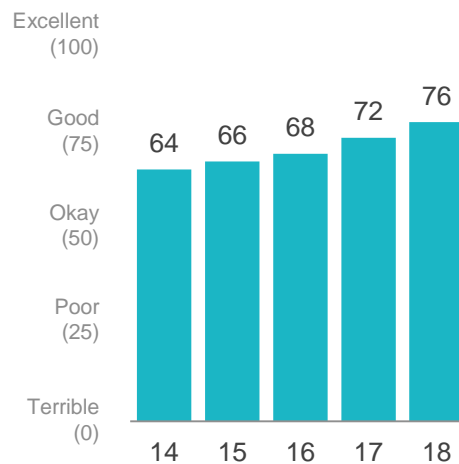
Performance ratings

% of respondents



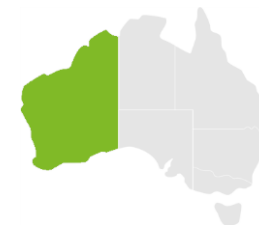
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	76
Industry High	77
Industry Standard	65

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
76	76	73	73	78	75	74	77	85	78	75	75	76	68	77	73	76	75	76

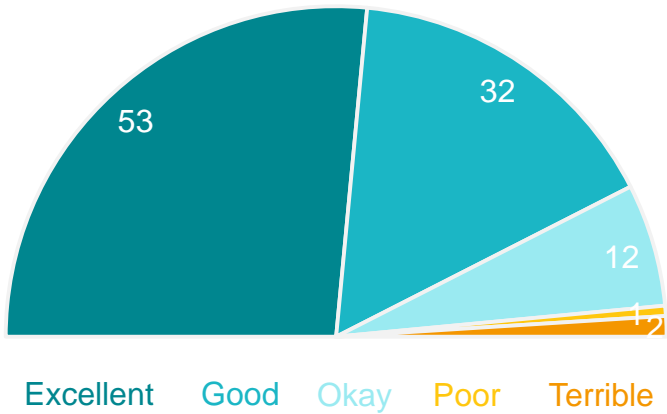
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 398).
 Version: 5, Version Date: 27/07/2018

Cockburn Aquatic and Recreation Centre (ARC)

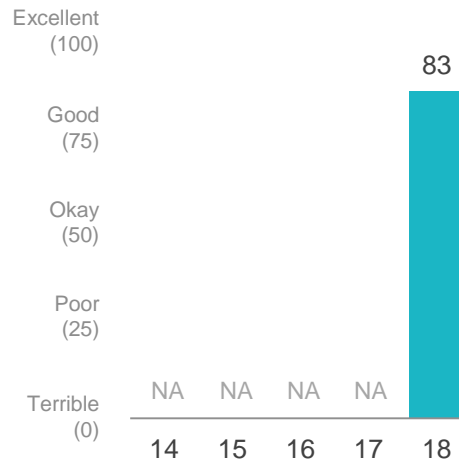
Performance ratings

% of respondents



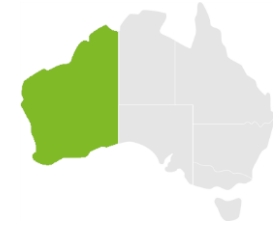
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	83
Industry High	83
Industry Standard	72

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
83	84	78	81	87	83	83	80	86	86	83	82	86	72	84	81	84	83	82

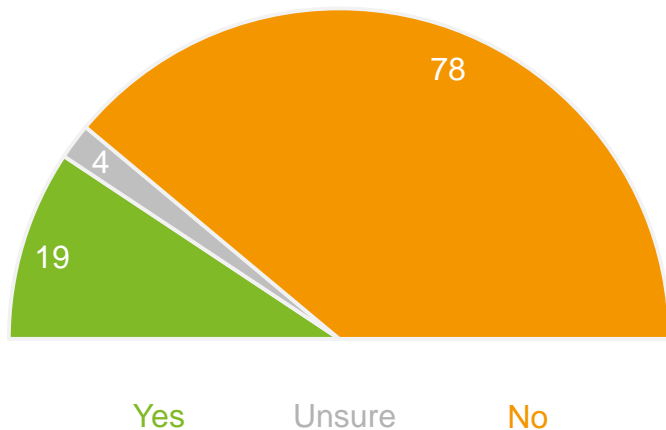
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 334).
 Version: 5, Version Date: 27/07/2018

Cockburn ARC membership

Are you a current member at Cockburn ARC?

% of respondents



19% of respondents are Cockburn ARC members.

Membership is highest among families with primary school aged children and East Ward residents.

People with a disability or impairment and West Ward residents appear least likely to be ARC members.

Variations across the community

% yes

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
19	19	14	18	19	14	22	38	22	23	20	23	12	9	19	18	27	18	6

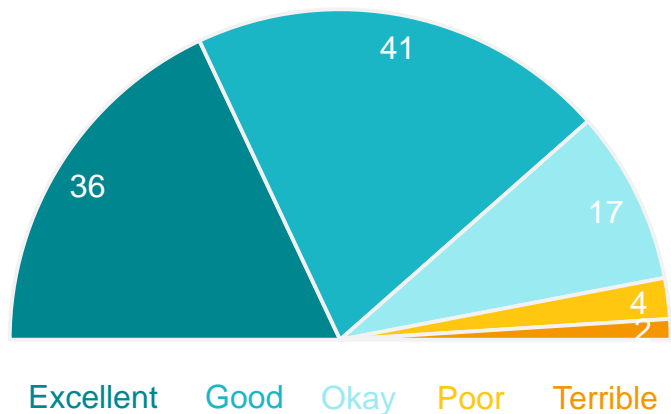
Q. Are you a current member at Cockburn ARC?

Document Set ID: 7646766
 Base: All Respondents, excludes no response (n = 427)
 Version: 5, Version Date: 27/07/2018

Playgrounds, parks and reserves

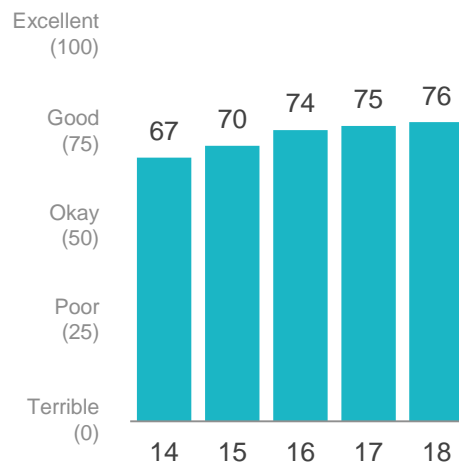
Performance ratings

% of respondents



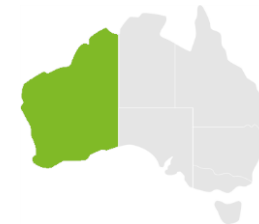
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	76
Industry High	85
Industry Standard	68

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
76	77	70	73	80	76	75	73	81	78	75	75	79	70	78	77	76	77	77

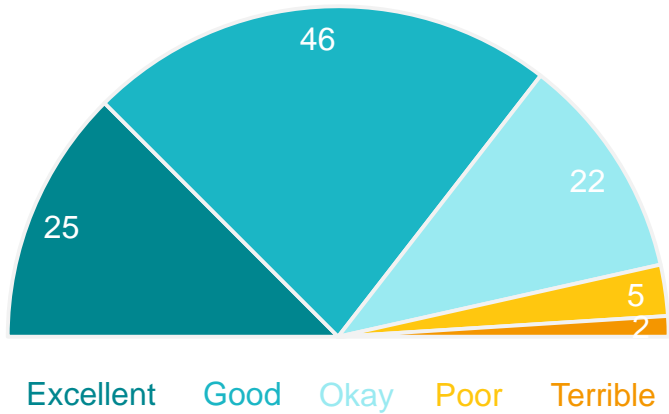
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 423).
 Version: 5, Version Date: 27/07/2018

Festivals, events and cultural activities

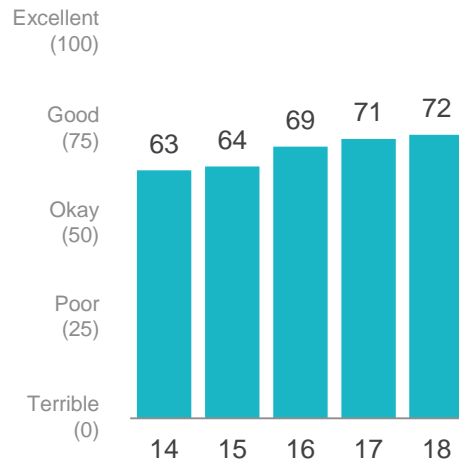
Performance ratings

% of respondents



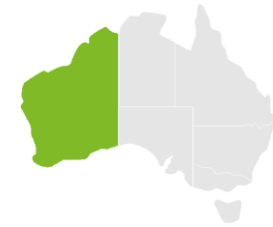
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	72
Industry High	83
Industry Standard	64

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
72	74	58	68	75	72	69	71	77	74	70	72	73	68	69	66	67	75	76

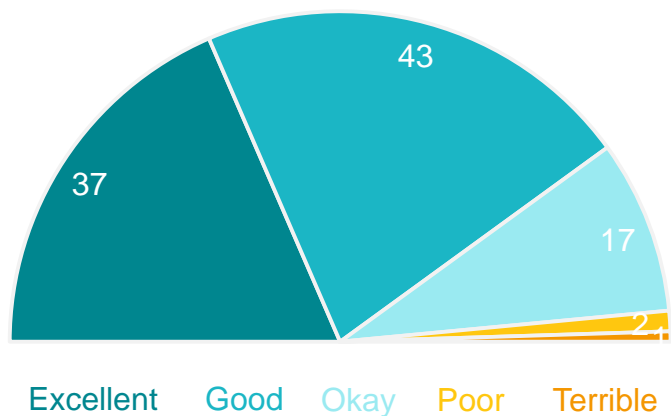
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 383).
 Version: 5, Version Date: 27/07/2018

Library and information services

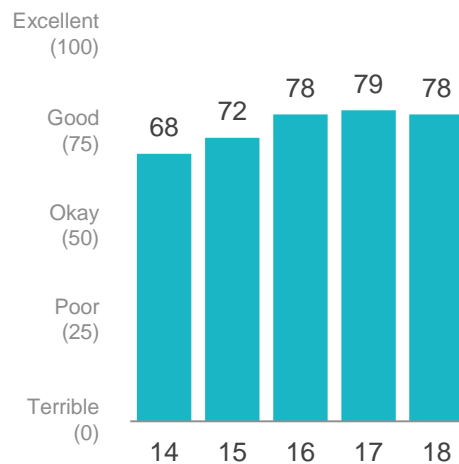
Performance ratings

% of respondents



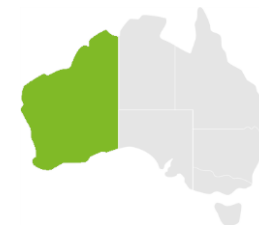
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	78
Industry High	89
Industry Standard	72

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
78	78	81	74	83	78	79	80	83	81	77	77	80	74	80	82	77	79	79

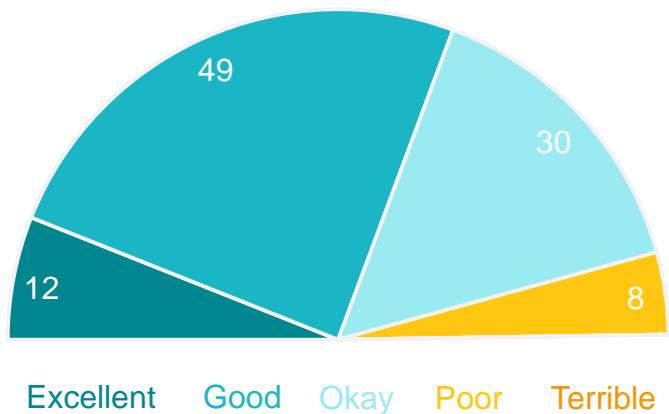
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 378).
 Version: 5, Version Date: 27/07/2018

How local history and heritage is preserved and promoted

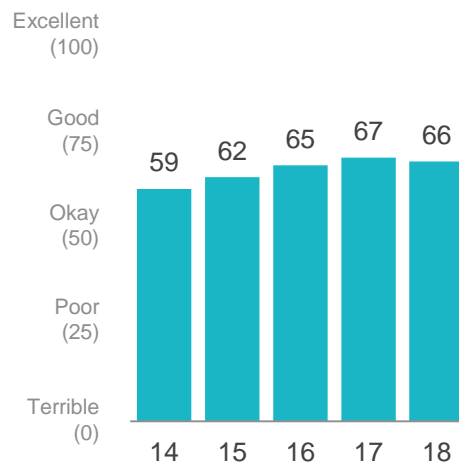
Performance ratings

% of respondents



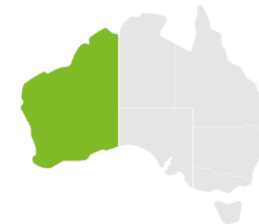
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	66
Industry High	79
Industry Standard	63

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
66	67	60	64	68	66	61	63	69	69	58	67	71	66	67	64	65	65	69

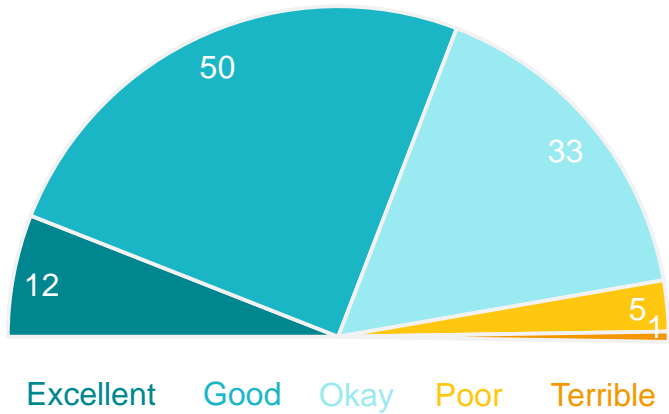
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 321).
 Version: 5, Version Date: 27/07/2018

Multiculturalism and racial harmony

Performance ratings

% of respondents



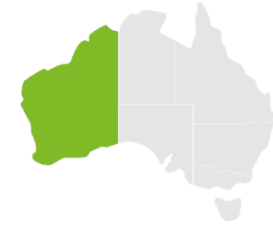
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	66
Industry High	73
Industry Standard	56

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
66	66	65	65	68	67	63	64	68	65	65	65	68	62	67	67	64	68	68

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

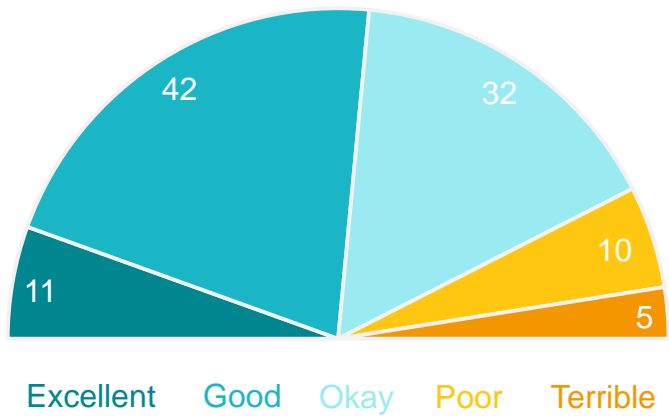
Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 337).
 Version: 5, Version Date: 27/07/2018

Safety and Security

Safety and security

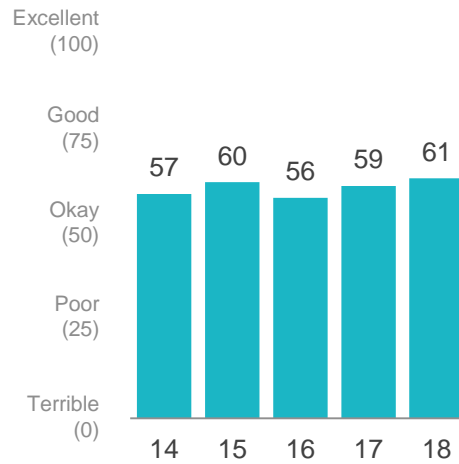
Performance ratings

% of respondents



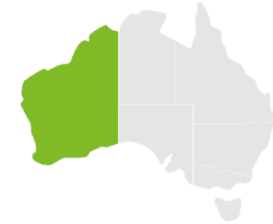
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	61
Industry High	75
Industry Standard	55

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
61	61	59	59	63	61	60	62	68	64	57	61	65	57	64	66	59	62	64

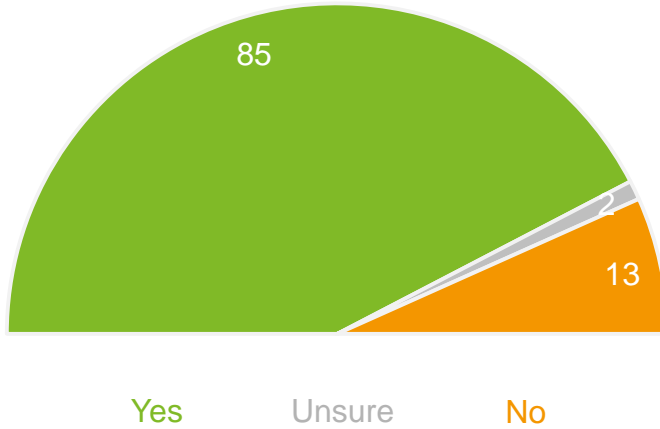
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 410).
 Version: 5, Version Date: 27/07/2018

CoSafe awareness

Are you aware of CoSafe, the mobile security patrol that operates in the City of Cockburn?

% of respondents



85% of residents are aware of CoSafe.

People with young children report highest awareness.

Variations across the community

% yes

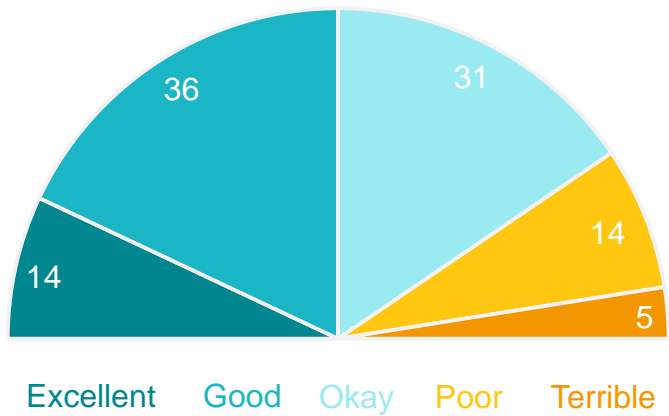
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
85	85	80	85	84	83	94	89	88	85	85	84	85	88	80	80	85	86	84

Q. Are you aware of CoSafe, the mobile security patrol that operates in the City of Cockburn?

Mobile security patrols

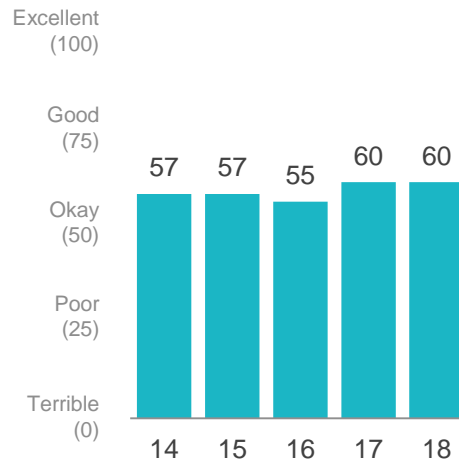
Performance ratings

% of respondents



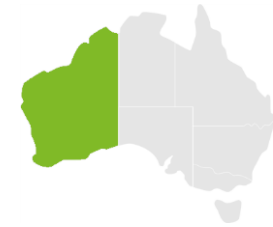
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	60
Industry High	62
Industry Standard	52

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
60	60	61	57	64	60	61	62	66	64	59	58	63	57	62	62	58	62	63

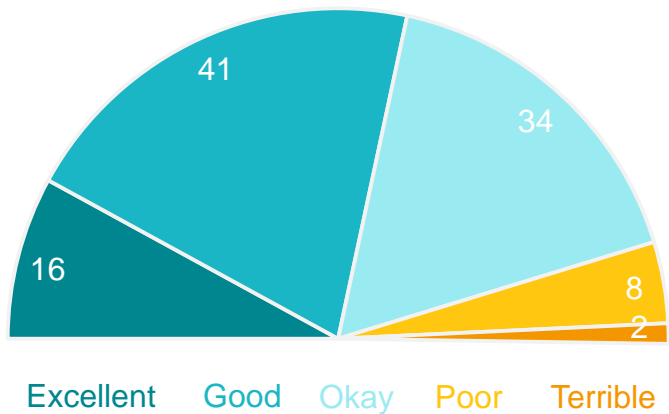
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 393).
 Version: 5, Version Date: 27/07/2018

Graffiti removal services

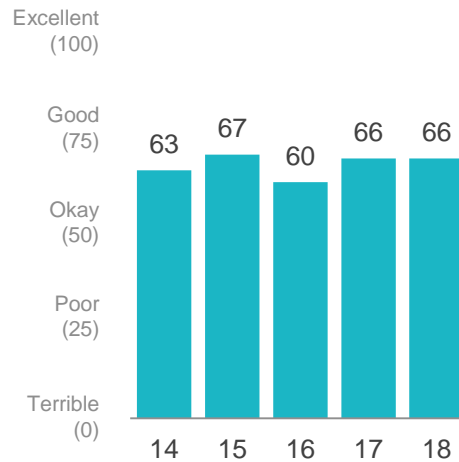
Performance ratings

% of respondents



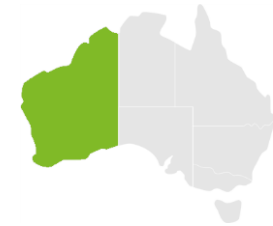
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	66
Industry High	71
Industry Standard	65

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
66	65	69	64	68	65	65	65	72	71	61	64	70	65	64	63	66	65	66

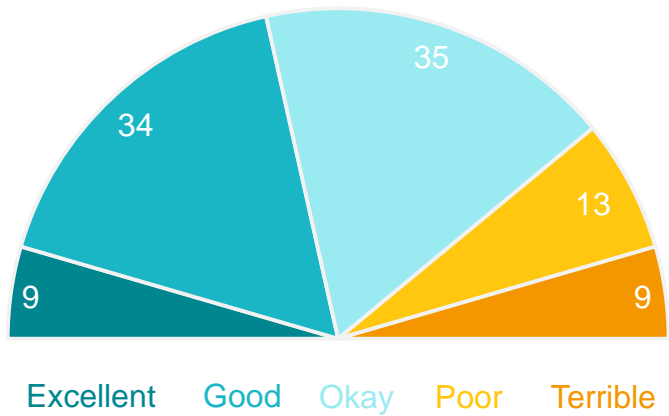
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 271).
 Version: 5, Version Date: 27/07/2018

The effectiveness of CCTV cameras

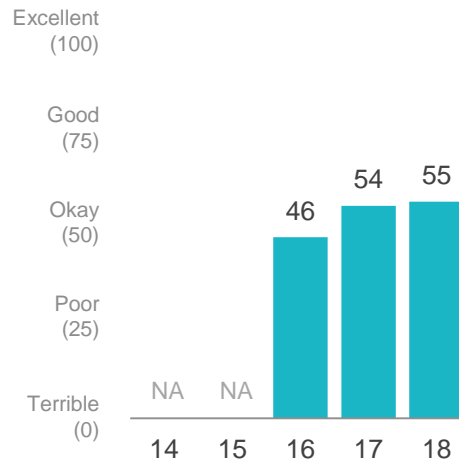
Performance ratings

% of respondents



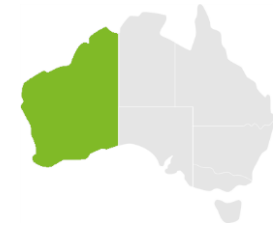
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	55
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
55	56	49	54	57	54	59	55	60	61	49	55	60	49	54	61	51	59	57

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

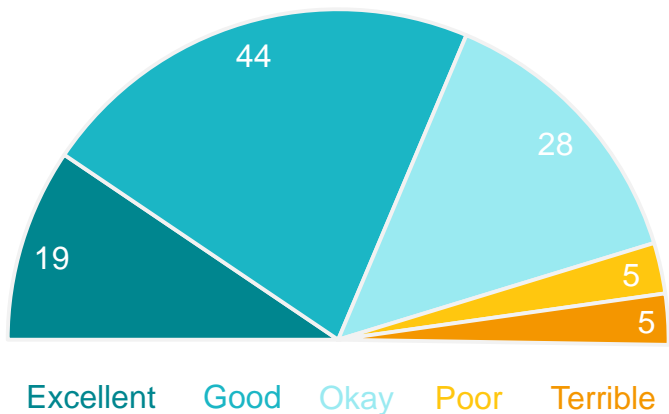
Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 187).
 Version: 5, Version Date: 27/07/2018

Built Form

How Cockburn Central is being developed

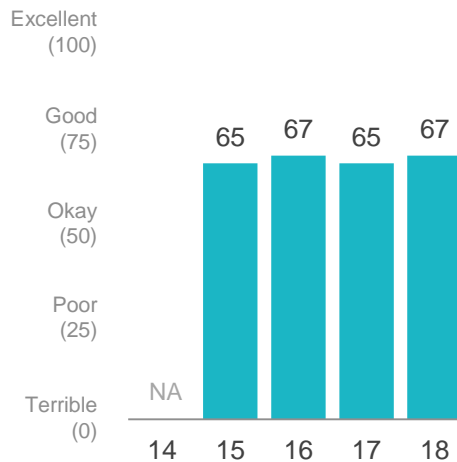
Performance ratings

% of respondents



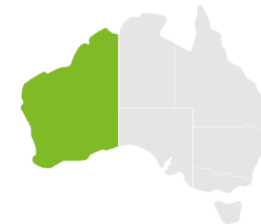
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	67
Industry High	69
Industry Standard	51

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
67	67	66	66	68	66	65	62	73	71	68	65	67	64	69	71	68	68	63

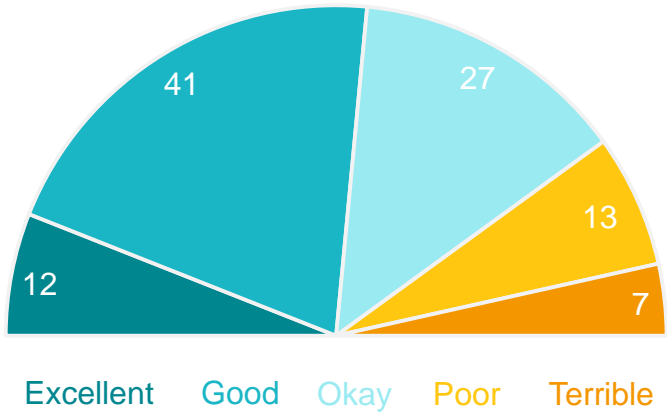
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 398).
 Version: 5, Version Date: 27/07/2018

How your local area is being developed

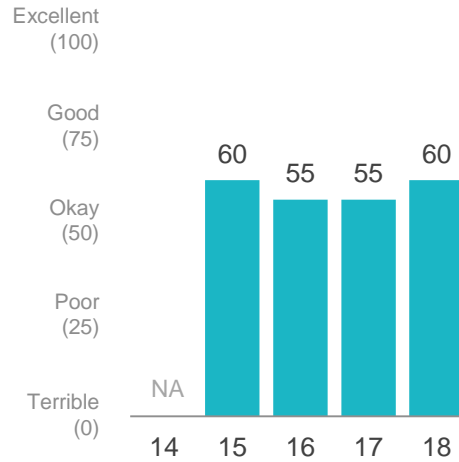
Performance ratings

% of respondents



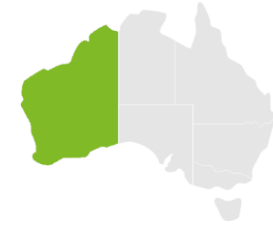
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	60
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
60	60	54	57	62	59	60	58	68	62	60	59	59	55	62	66	60	60	58

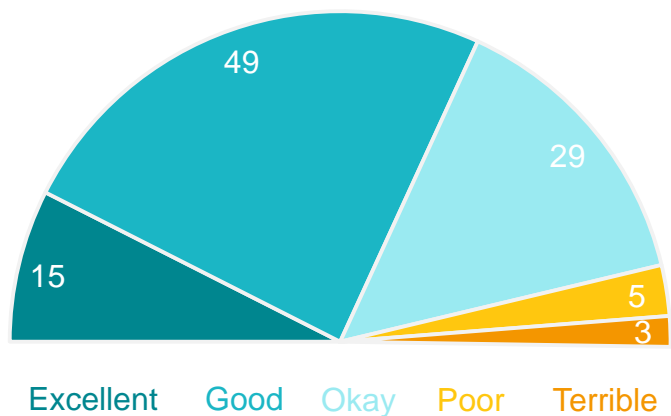
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 422).
 Version: 5, Version Date: 27/07/2018

Access to housing that meets your needs

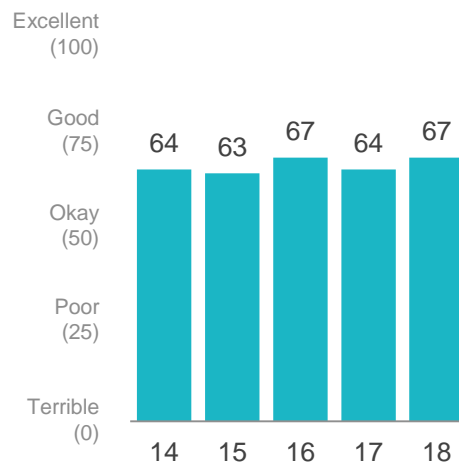
Performance ratings

% of respondents



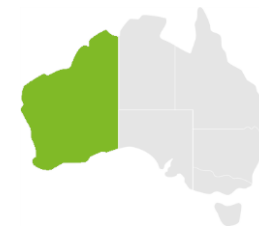
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	67
Industry High	68
Industry Standard	61

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
67	68	56	64	69	66	63	64	76	74	66	67	66	56	68	64	67	68	65

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

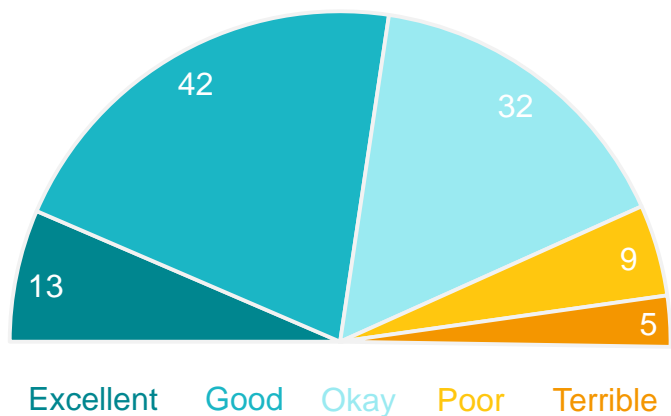
Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 320).
 Version: 5, Version Date: 27/07/2018

Transit Opportunities

Maintenance of local roads

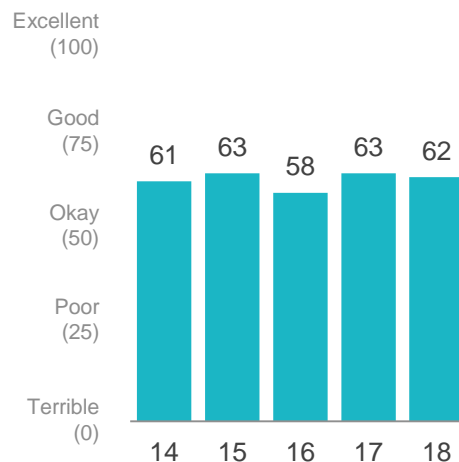
Performance ratings

% of respondents



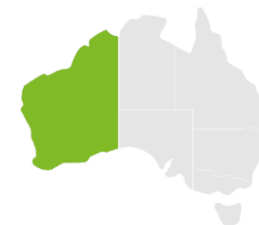
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	62
Industry High	80
Industry Standard	55

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
62	63	61	60	65	62	59	61	67	66	59	62	65	58	64	63	61	62	66

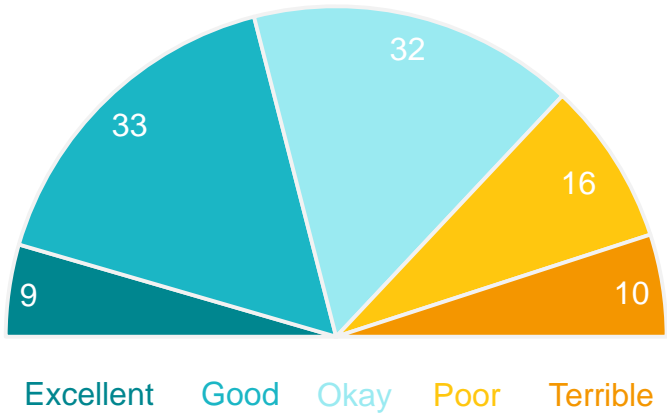
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 424).
 Version: 5, Version Date: 27/07/2018

Traffic management and control on local roads

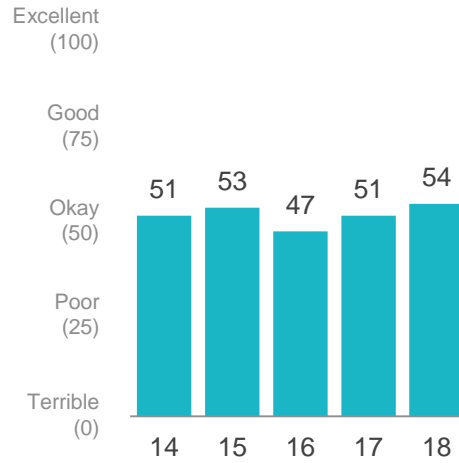
Performance ratings

% of respondents



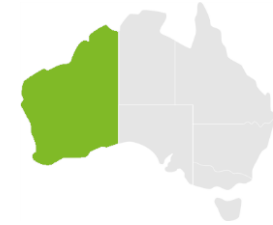
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	54
Industry High	67
Industry Standard	54

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
54	54	53	53	54	55	48	48	56	54	52	51	58	49	55	54	50	54	60

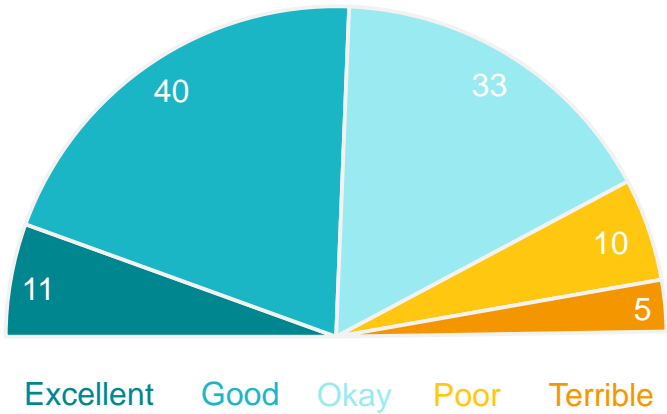
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 422).
 Version: 5, Version Date: 27/07/2018

Footpaths and cycleways

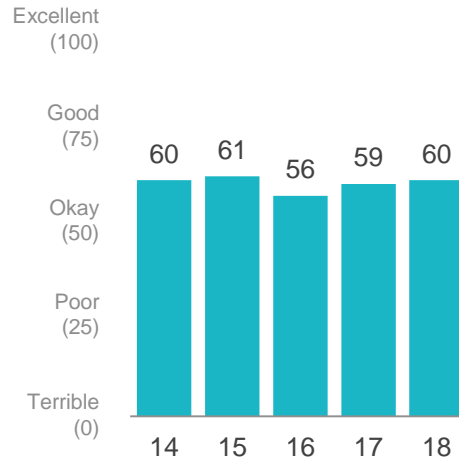
Performance ratings

% of respondents



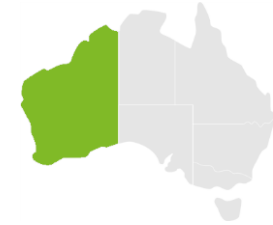
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	60
Industry High	71
Industry Standard	54

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
60	60	59	58	62	61	56	57	67	64	58	59	62	52	60	57	59	60	62

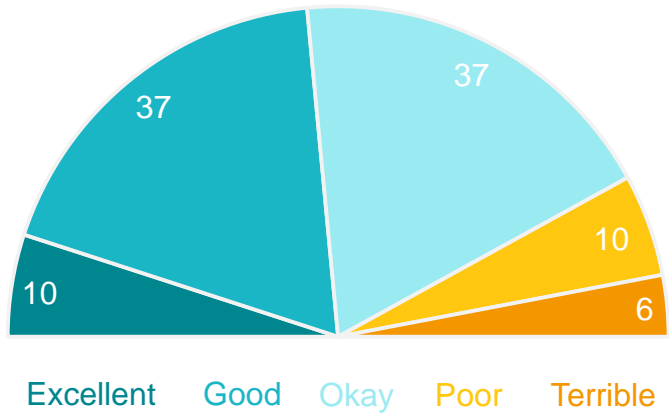
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 416).
 Version: 5, Version Date: 27/07/2018

Streetscapes

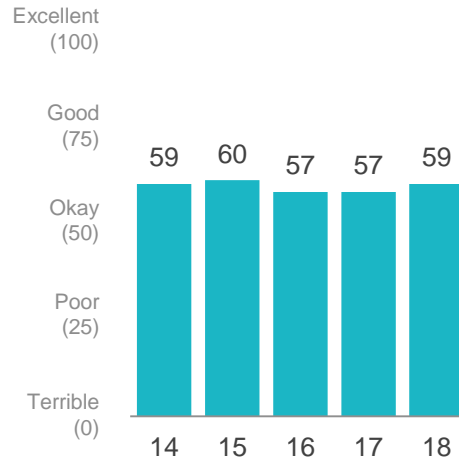
Performance ratings

% of respondents



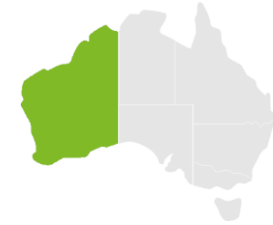
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	59
Industry High	83
Industry Standard	56

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
59	59	54	55	62	58	59	55	63	64	55	59	61	55	61	58	57	59	61

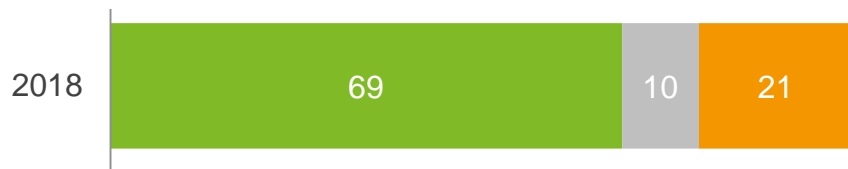
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 413).
 Version: 5, Version Date: 27/07/2018

Support for more verge trees

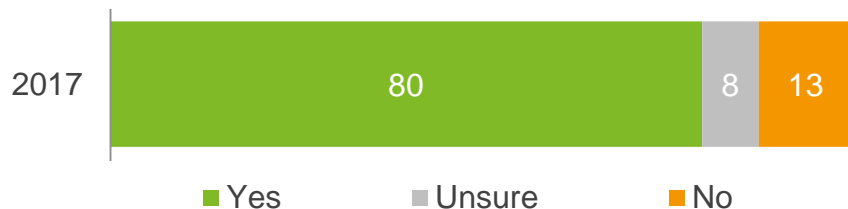
Would you like to see more trees on verges?

2018 measure, % of respondents



Would you like to see more trees across the City of Cockburn?

2017 measure, % of respondents



69% of residents would like to see more trees on verges. Last year, 80% indicated they would like to see more trees across the City of Cockburn.

Support for more verge trees is higher among residents who are renting and young adults.

Families with children aged 18+ years, those with a disability or impairment and people who mainly speak a language other than English at home showed lower levels of support for more verge trees.

Variations across the community

% yes

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
69	68	76	65	72	70	74	71	65	57	76	69	64	57	69	59	65	71	74

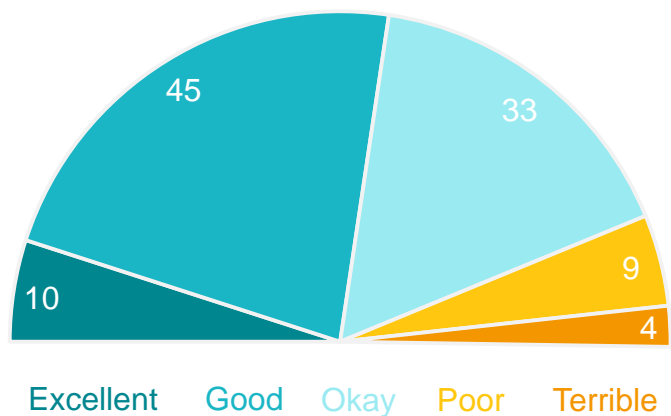
Q. Would you like to see more trees on verges?

Document Set ID: 7646766
 Base: All respondents, excludes no response (n = 422)
 Version: 5, Version Date: 27/07/2018

Street lighting

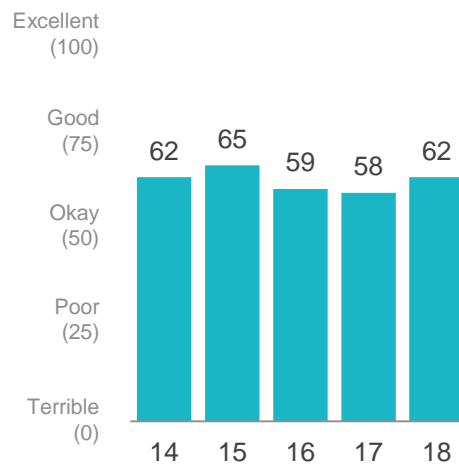
Performance ratings

% of respondents



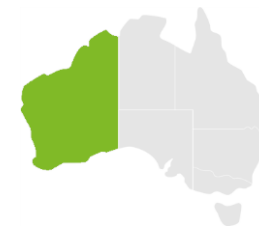
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	62
Industry High	65
Industry Standard	58

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
62	62	63	60	64	63	59	63	65	64	61	62	63	62	62	62	63	61	62

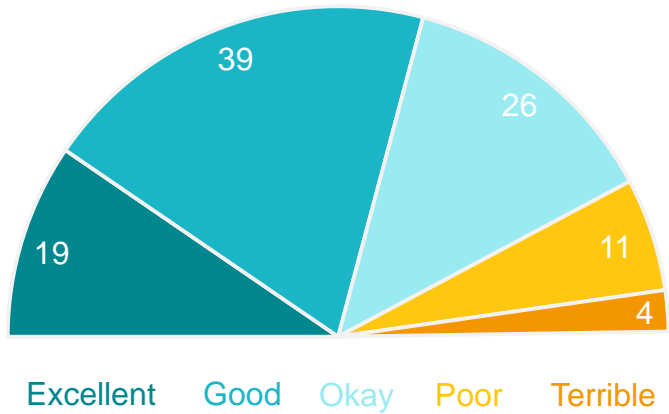
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 426).
 Version: 5, Version Date: 27/07/2018

Access to public transport

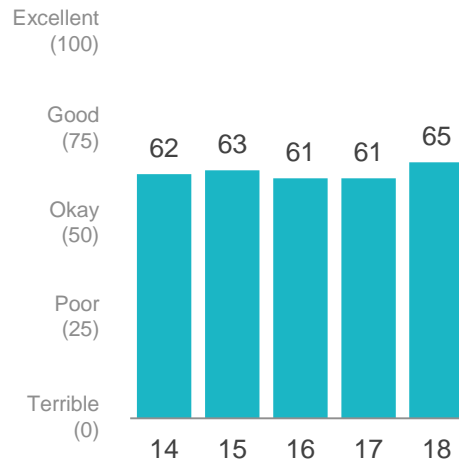
Performance ratings

% of respondents



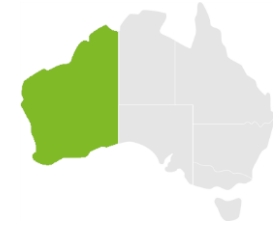
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	65
Industry High	85
Industry Standard	63

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
65	64	66	60	69	63	66	67	75	68	62	66	65	57	67	66	67	61	66

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

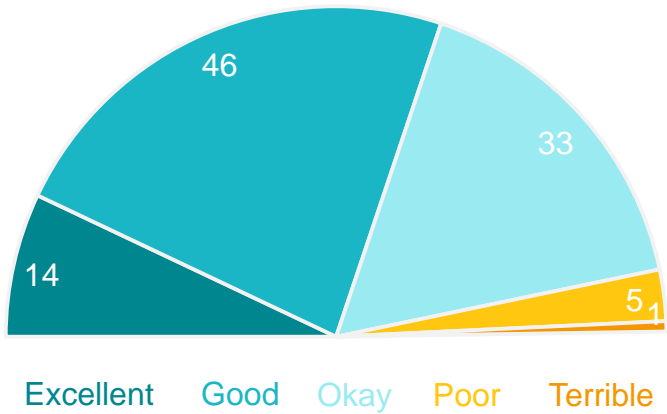
Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 418).
 Version: 5, Version Date: 27/07/2018

Local Environment

Conservation and environmental management

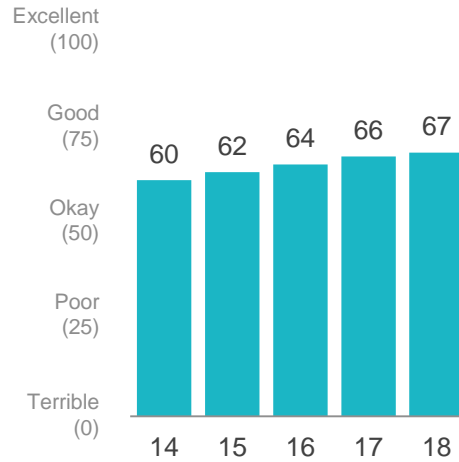
Performance ratings

% of respondents



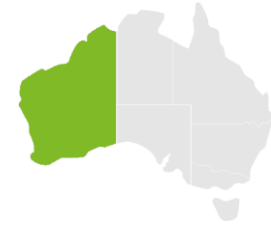
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	67
Industry High	76
Industry Standard	58

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
67	67	67	66	68	67	64	68	71	66	67	66	67	62	67	70	67	67	67

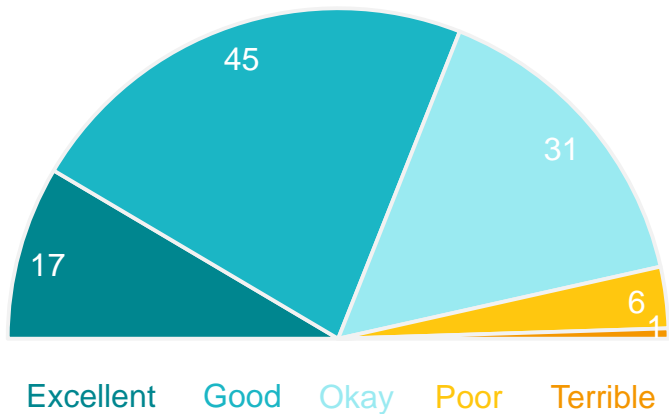
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 366).
 Version: 5, Version Date: 27/07/2018

Efforts to promote & adopt sustainable practices

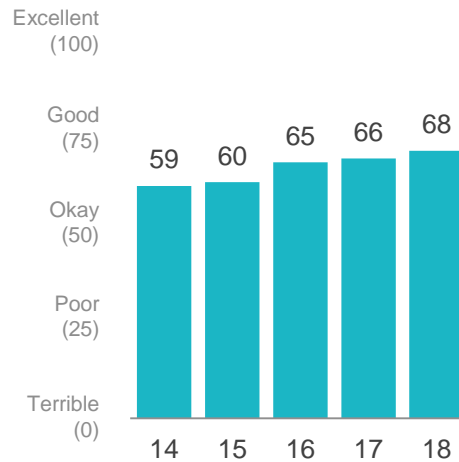
Performance ratings

% of respondents



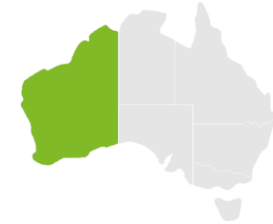
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	68
Industry High	75
Industry Standard	58

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
68	68	64	66	70	68	66	66	74	67	67	68	68	61	67	67	67	70	65

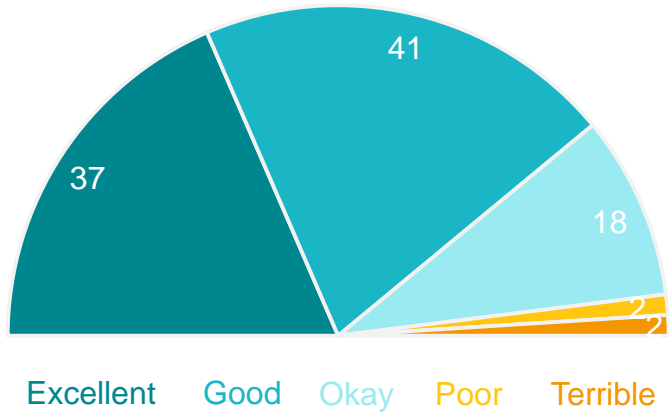
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 345).
 Version: 5, Version Date: 27/07/2018

General waste and recycling collections

Performance ratings

% of respondents



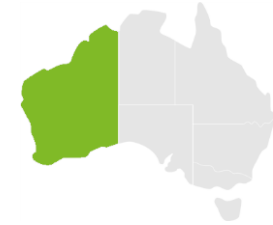
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	77
Industry High	85
Industry Standard	72

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
77	77	78	76	78	77	73	78	86	79	77	76	79	75	78	79	76	79	77

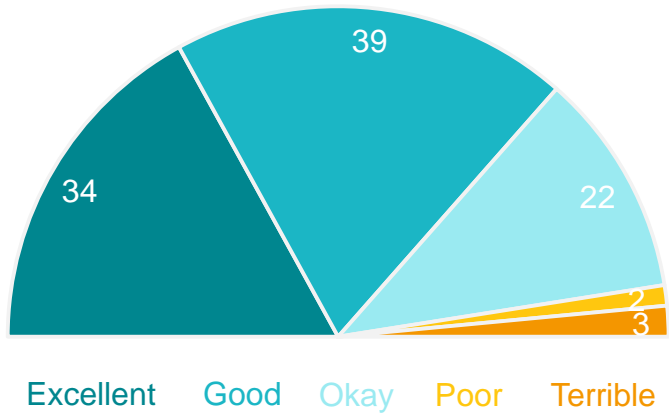
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 420).
 Version: 5, Version Date: 27/07/2018

Garden waste collections (lime green lid bin)

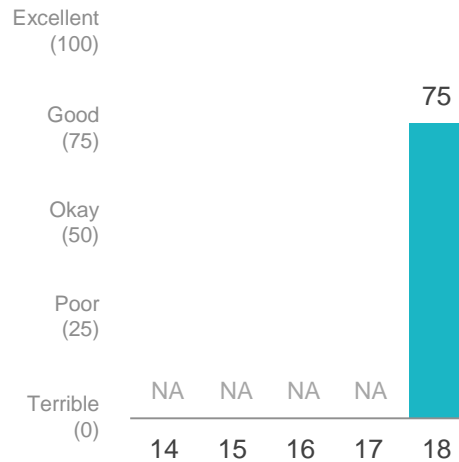
Performance ratings

% of respondents



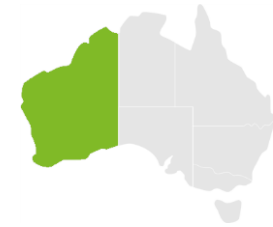
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	75
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
75	75	75	72	79	76	69	70	75	77	76	70	78	70	76	76	73	71	79

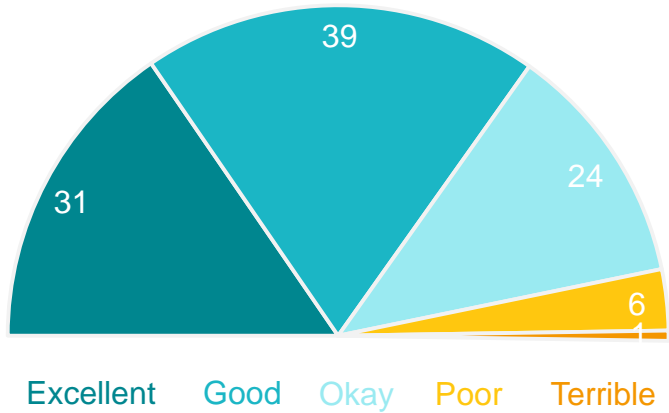
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 197).
 Version: 5, Version Date: 27/07/2018

Verge side bulk waste collections

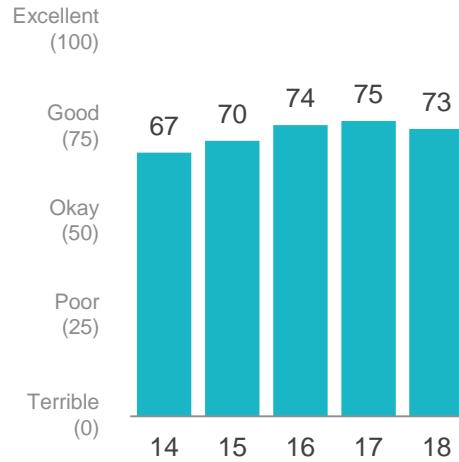
Performance ratings

% of respondents



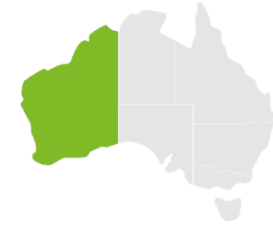
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	73
Industry High	86
Industry Standard	71

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
73	73	71	70	76	73	69	74	80	76	70	73	76	66	74	71	73	72	76

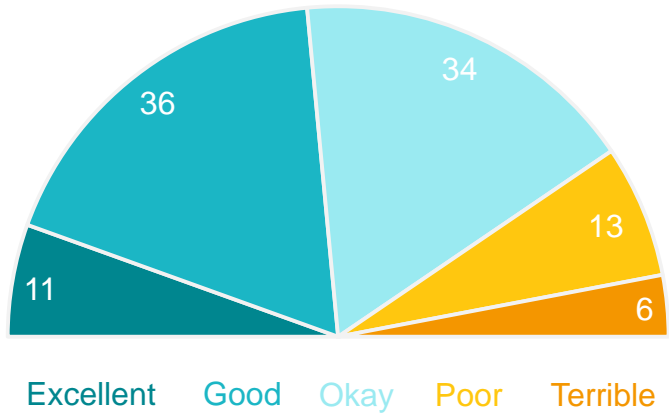
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 411).
 Version: 5, Version Date: 27/07/2018

Issues relating to noise

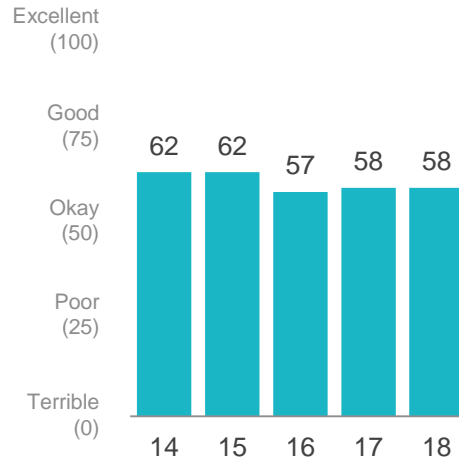
Performance ratings

% of respondents



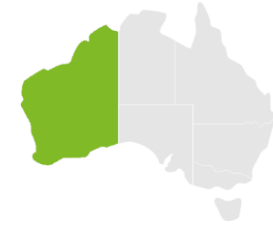
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	58
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
58	58	58	55	61	60	50	54	55	60	56	59	59	49	58	56	57	57	61

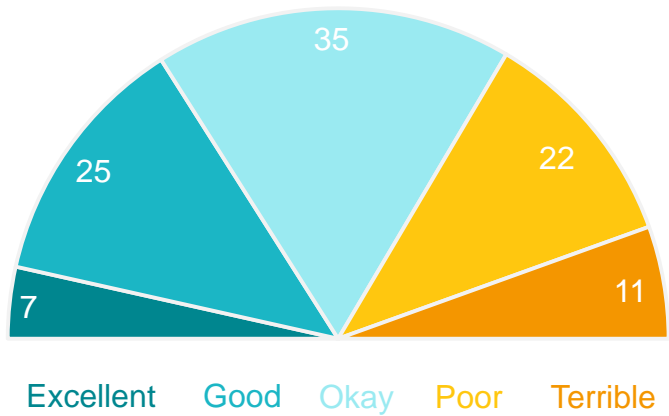
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 315).
 Version: 5, Version Date: 27/07/2018

Issues relating to dust

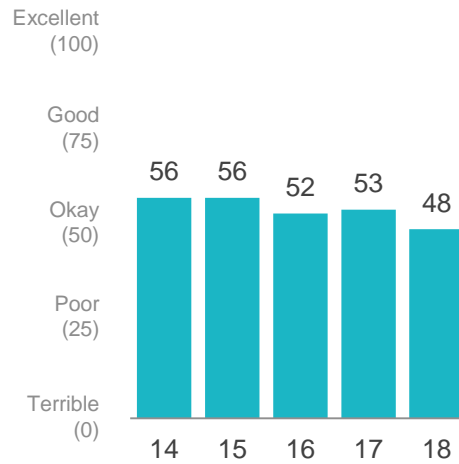
Performance ratings

% of respondents



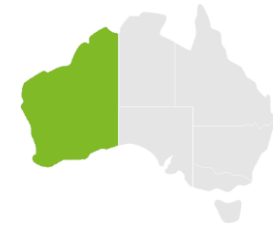
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	48
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
48	49	44	49	48	49	41	52	49	55	43	50	52	42	49	60	50	43	53

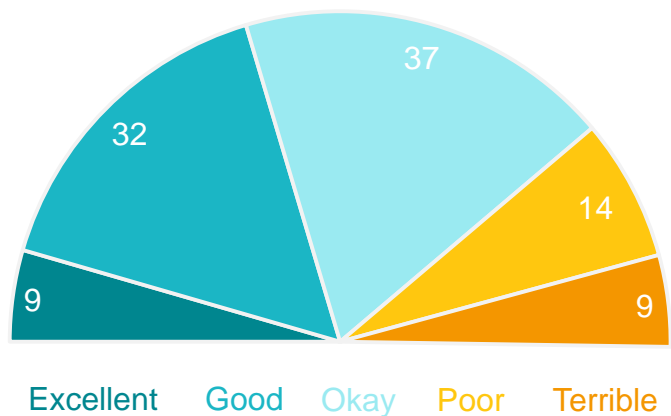
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 296).
 Version: 5, Version Date: 27/07/2018

Issues relating to odour

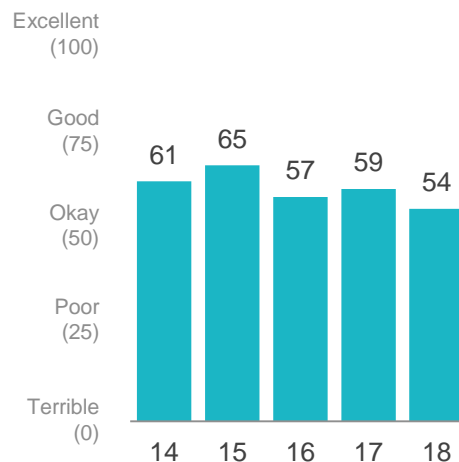
Performance ratings

% of respondents



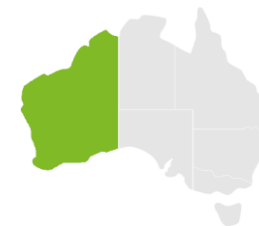
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	54
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
54	53	61	55	53	57	36	55	52	57	51	53	59	53	55	68	59	44	59

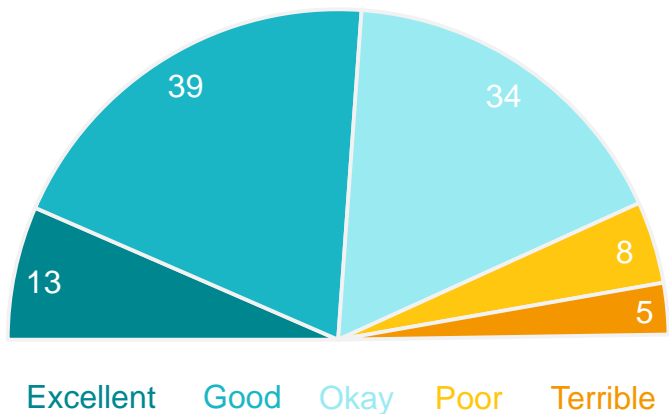
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 286).
 Version: 5, Version Date: 27/07/2018

Domestic animal control (such as dogs and cats)

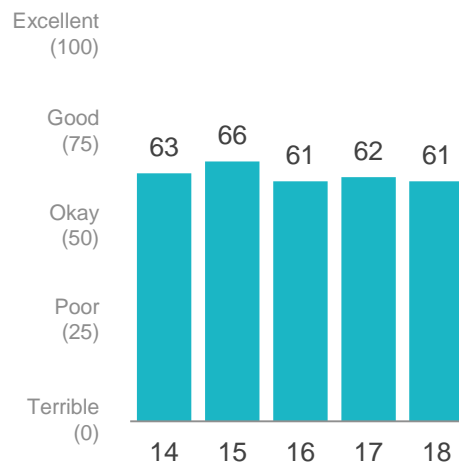
Performance ratings

% of respondents



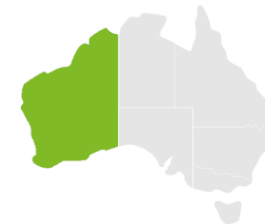
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	61
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
61	61	62	63	60	62	54	66	66	64	60	64	60	61	63	59	62	64	58

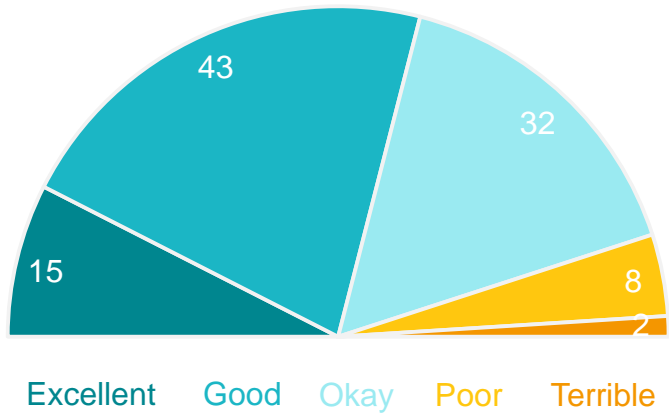
Q. How would you rate performance in the following areas?

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 346).
 Version: 5, Version Date: 27/07/2018

Feral animal control (such as foxes and rabbits)

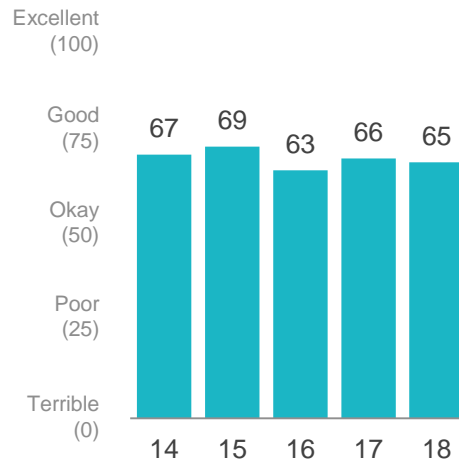
Performance ratings

% of respondents



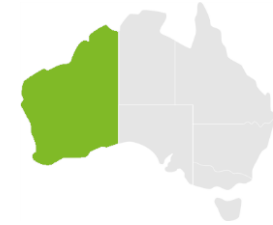
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	65
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
65	66	62	65	67	65	66	73	73	64	67	63	66	60	66	73	64	68	65

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

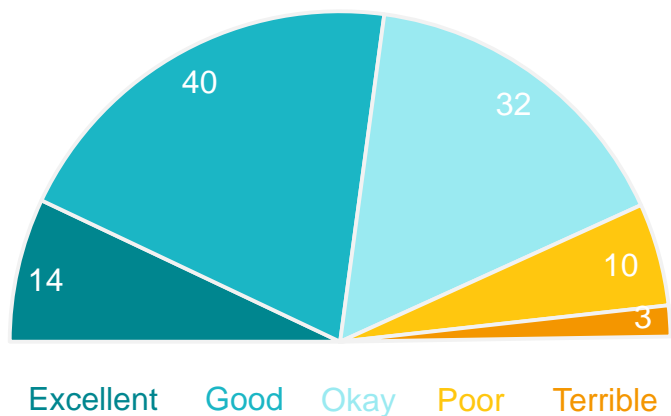
Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 196).
 Version: 5, Version Date: 27/07/2018

Natural disaster education, prevention and relief

(bushfires, etc)

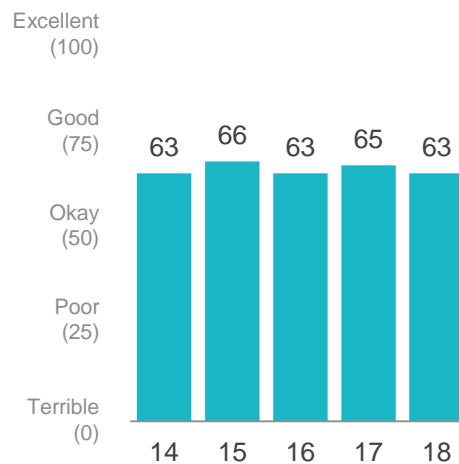
Performance ratings

% of respondents



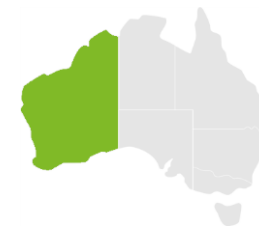
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Cockburn	63
Industry High	63
Industry Standard	54

Variations across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born overseas	NESB	East Ward	Central Ward	West Ward
63	64	57	60	66	62	63	64	58	63	61	63	65	57	60	71	62	62	66

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

Document Set ID: 7646766
 Base: All respondents, excludes 'unsure' and 'no response' (n = 256).
 Version: 5, Version Date: 27/07/2018

Overview of Community Variances

Summary of community variances

Leadership, communications and economic development

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	NESB	East Ward	Central Ward	West Ward
Place to live	79	80	75	77	81	78	76	81	82	82	74	78	84	76	78	71	78	78	81
Governing organisation	70	71	63	68	72	69	71	72	71	71	67	68	74	66	70	67	67	72	72
Value for money	62	62	54	60	64	62	58	61	65	63	62	58	65	64	60	57	60	62	65
Council's leadership	63	63	57	60	66	62	62	64	65	64	57	61	68	59	65	66	61	62	67
How the community is consulted	58	59	52	56	60	58	53	56	64	62	56	58	60	53	60	65	58	57	60
How the community is informed	65	65	65	61	69	65	65	61	71	69	67	65	64	63	66	67	65	65	66
City of Cockburn website	67	67	65	66	68	67	65	63	67	70	67	67	67	64	68	67	64	71	67
Social media presence	63	63	62	60	65	64	61	60	62	68	64	61	63	69	61	62	62	66	61
Cockburn Soundings	71	72	63	68	74	71	68	69	75	74	68	70	74	72	69	68	69	72	72
Level of customer service	68	70	57	67	70	70	64	66	67	67	65	65	74	62	68	66	65	71	71
Economic development	62	63	56	59	66	62	64	59	62	64	64	59	64	53	64	67	61	65	61

Summary of community variances

Community development and safety

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	NESB	East Ward	Central Ward	West Ward
Opportunities to be included / connected	64	66	53	61	68	63	67	64	68	65	64	63	66	56	65	64	60	68	66
Youth	68	69	68	66	71	69	67	68	74	68	72	65	68	55	71	72	67	70	68
Families and children	71	72	69	69	74	71	73	70	75	70	74	70	71	63	75	75	70	72	72
Seniors	67	68	58	63	70	68	59	60	71	64	65	62	71	60	70	72	61	69	73
Disability	65	67	58	63	69	65	66	70	73	64	63	62	69	55	68	72	63	68	68
Community buildings, halls and toilets	67	67	66	66	69	68	64	67	70	68	67	65	70	63	69	65	67	67	67
Sport and recreation facilities	76	76	73	73	78	75	74	77	85	78	75	75	76	68	77	73	76	75	76
Cockburn ARC	83	84	78	81	87	83	83	80	86	86	83	82	86	72	84	81	84	83	82
Playgrounds, parks and reserves	76	77	70	73	80	76	75	73	81	78	75	75	79	70	78	77	76	77	77
Festivals, events, culture	72	74	58	68	75	72	69	71	77	74	70	72	73	68	69	66	67	75	76
Library and information services	78	78	81	74	83	78	79	80	83	81	77	77	80	74	80	82	77	79	79
Local history and heritage	66	67	60	64	68	66	61	63	69	69	58	67	71	66	67	64	65	65	69
Multiculturalism / racial harmony	66	66	65	65	68	67	63	64	68	65	65	65	68	62	67	67	64	68	68
Safety and security	61	61	59	59	63	61	60	62	68	64	57	61	65	57	64	66	59	62	64
Mobile security patrols	60	60	61	57	64	60	61	62	66	64	59	58	63	57	62	62	58	62	63
Graffiti removal services	66	65	69	64	68	65	65	65	72	71	61	64	70	65	64	63	66	65	66
Effectiveness of CCTV cameras	55	56	49	54	57	54	59	55	60	61	49	55	60	49	54	61	51	59	57

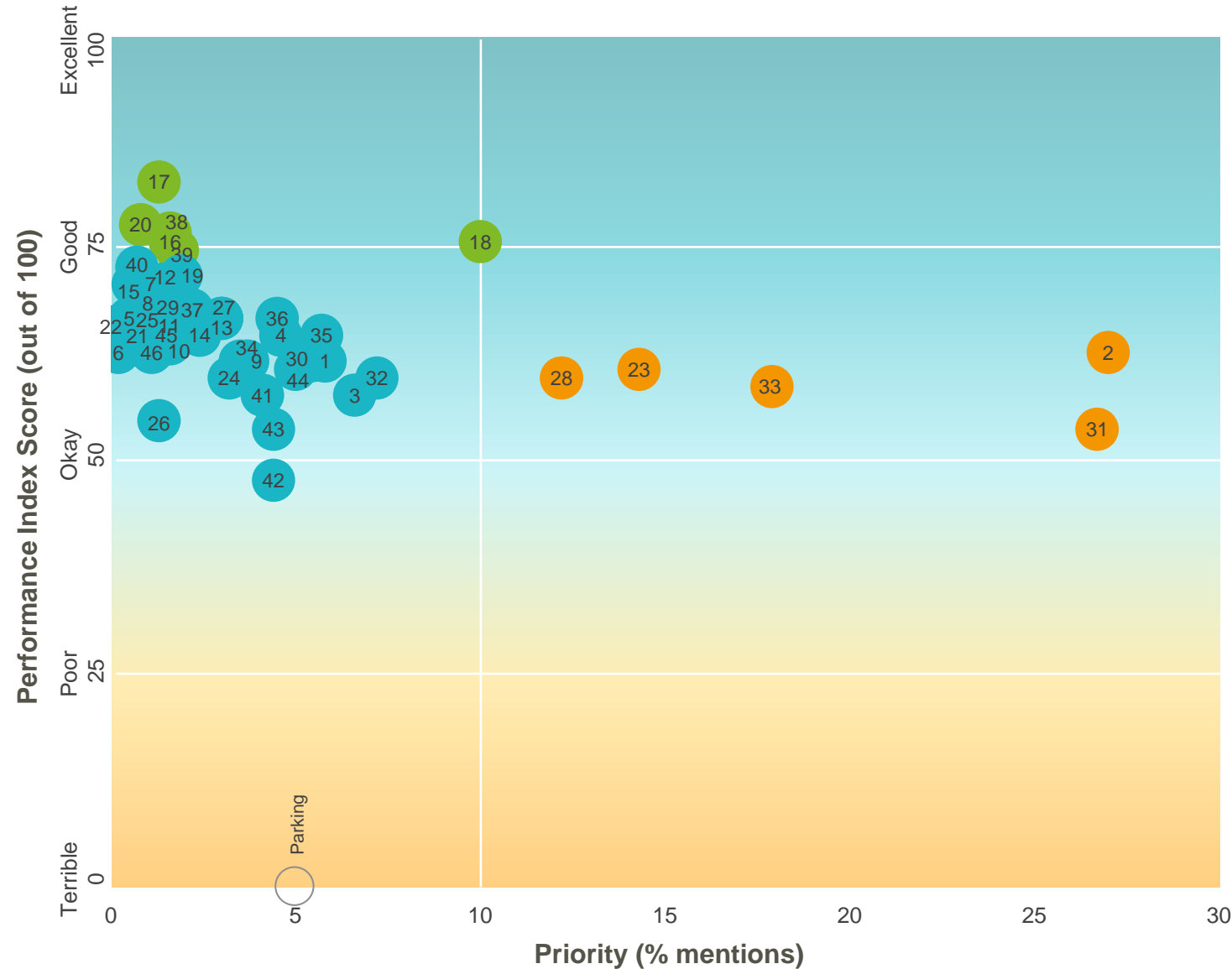
Summary of community variances

Built form and transit opportunities

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	ATSI	NESB	East Ward	Central Ward	West Ward
How Cockburn Central is being developed	67	67	66	66	68	66	65	62	73	71	68	65	67	64	69	71	68	68	63
How your local area is being developed	60	60	54	57	62	59	60	58	68	62	60	59	59	55	62	66	60	60	58
Access to housing that meets your needs	67	68	56	64	69	66	63	64	76	74	66	67	66	56	68	64	67	68	65
Maintenance of local roads	62	63	61	60	65	62	59	61	67	66	59	62	65	58	64	63	61	62	66
Traffic management	54	54	53	53	54	55	48	48	56	54	52	51	58	49	55	54	50	54	60
Footpaths and cycleways	60	60	59	58	62	61	56	57	67	64	58	59	62	52	60	57	59	60	62
Streetscapes	59	59	54	55	62	58	59	55	63	64	55	59	61	55	61	58	57	59	61
Street lighting	62	62	63	60	64	63	59	63	65	64	61	62	63	62	62	62	63	61	62
Access to public transport	65	64	66	60	69	63	66	67	75	68	62	66	65	57	67	66	67	61	66

Random vs Referred

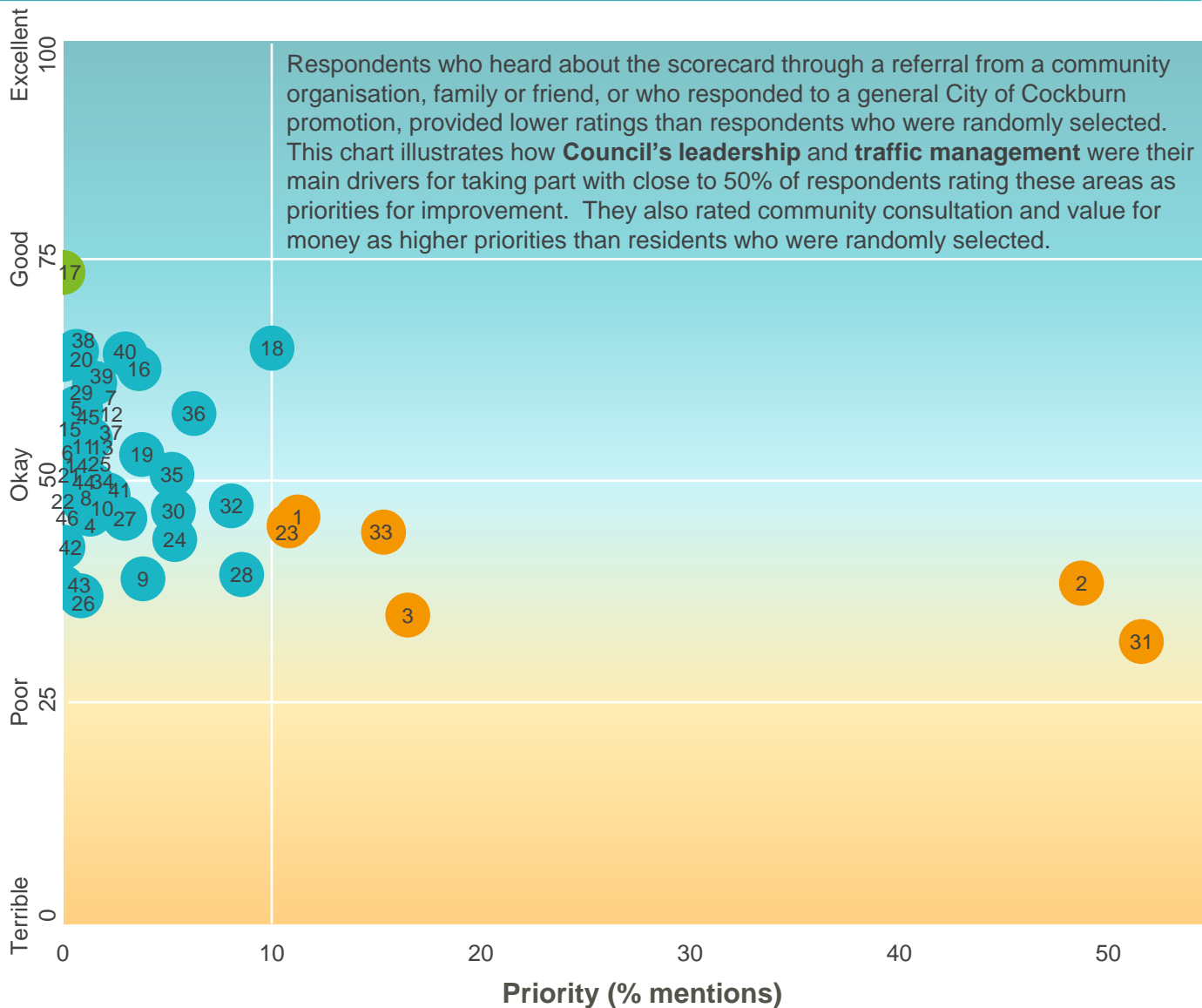
MARKYT Community Priorities Window™



- 1 Value for money
- 2 Council's leadership
- 3 How the community is consulted
- 4 How the community is informed
- 5 City of Cockburn website
- 6 Social media presence
- 7 Cockburn Soundings
- 8 Level of customer service
- 9 Economic development
- 10 Opportunities to be included/connected
- 11 Youth
- 12 Families and children
- 13 Seniors
- 14 Disability
- 15 Community buildings, halls, toilets
- 16 Sport and recreation facilities
- 17 Cockburn ARC
- 18 Playgrounds, parks and reserves
- 19 Festivals, events, culture
- 20 Library and information services
- 21 Local history and heritage
- 22 Multiculturalism / racial harmony
- 23 Safety and security
- 24 Mobile security patrols
- 25 Graffiti removal services
- 26 Effectiveness of CCTV cameras
- 27 Cockburn Central development
- 28 Local area development
- 29 Access to housing
- 30 Maintenance of local roads
- 31 Traffic management
- 32 Footpaths and cycleways
- 33 Streetscapes
- 34 Street lighting
- 35 Access to public transport
- 36 Conservation and environment
- 37 Promote sustainable practices
- 38 General waste and recycling
- 39 Garden waste collections
- 40 Verge side bulk waste collections
- 41 Issues relating to noise
- 42 Issues relating to dust
- 43 Issues relating to odour
- 44 Domestic animal control
- 45 Feral animal control
- 46 Natural disaster prevention/relief

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

Q. Which areas would you most like the City of Cockburn to focus on improving? Base: All respondents (n = 568)



- 1 Value for money
- 2 Council's leadership
- 3 How the community is consulted
- 4 How the community is informed
- 5 City of Cockburn website
- 6 Social media presence
- 7 Cockburn Soundings
- 8 Level of customer service
- 9 Economic development
- 10 Opportunities to be included/connected
- 11 Youth
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- 14 Disability
- 15 Community buildings, halls, toilets
- 16 Sport and recreation facilities
- 17 Cockburn ARC
- 18 Playgrounds, parks and reserves
- 19 Festivals, events, culture
- 20 Library and information services
- 21 Local history and heritage
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- 40 Verge side bulk waste collections
- 41 Issues relating to noise
- 42 Issues relating to dust
- 43 Issues relating to odour
- 44 Domestic animal control
- 45 Feral animal control
- 46 Natural disaster prevention/relief

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

Q. Which areas would you most like the City of Cockburn to focus on improving? Base: All respondents (n = 94)

Moving Forward

Moving Forward

Overall, the City of Cockburn continues to be a solid performer, sitting in equal 3rd position among 28 participating councils, and well above the industry standard for WA.

- As a **place to live**, the performance index score is **79 out of 100**, an increase of 1 index point over the past 12 months and on par with the MARKYT Industry Standard.
- As a **governing organisation**, the performance index score is 70; an increase of 1 index point over the past 12 months and **13 index points above the MARKYT Industry Standard**.

The City of Cockburn's perceived strengths include Cockburn ARC, sport and recreation facilities, library and information services, general waste, recycling and garden waste collection.

Relative to the MARKYT Industry Standards the City of Cockburn is performing above average or on par with all measures.

Moving forward the community would like the City of Cockburn to focus on **6 key priorities**:

1. Council's leadership within the community
2. Traffic management on local roads
3. Streetscapes
4. Safety and security
5. How the local area is being developed
6. Playgrounds, parks and reserves





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