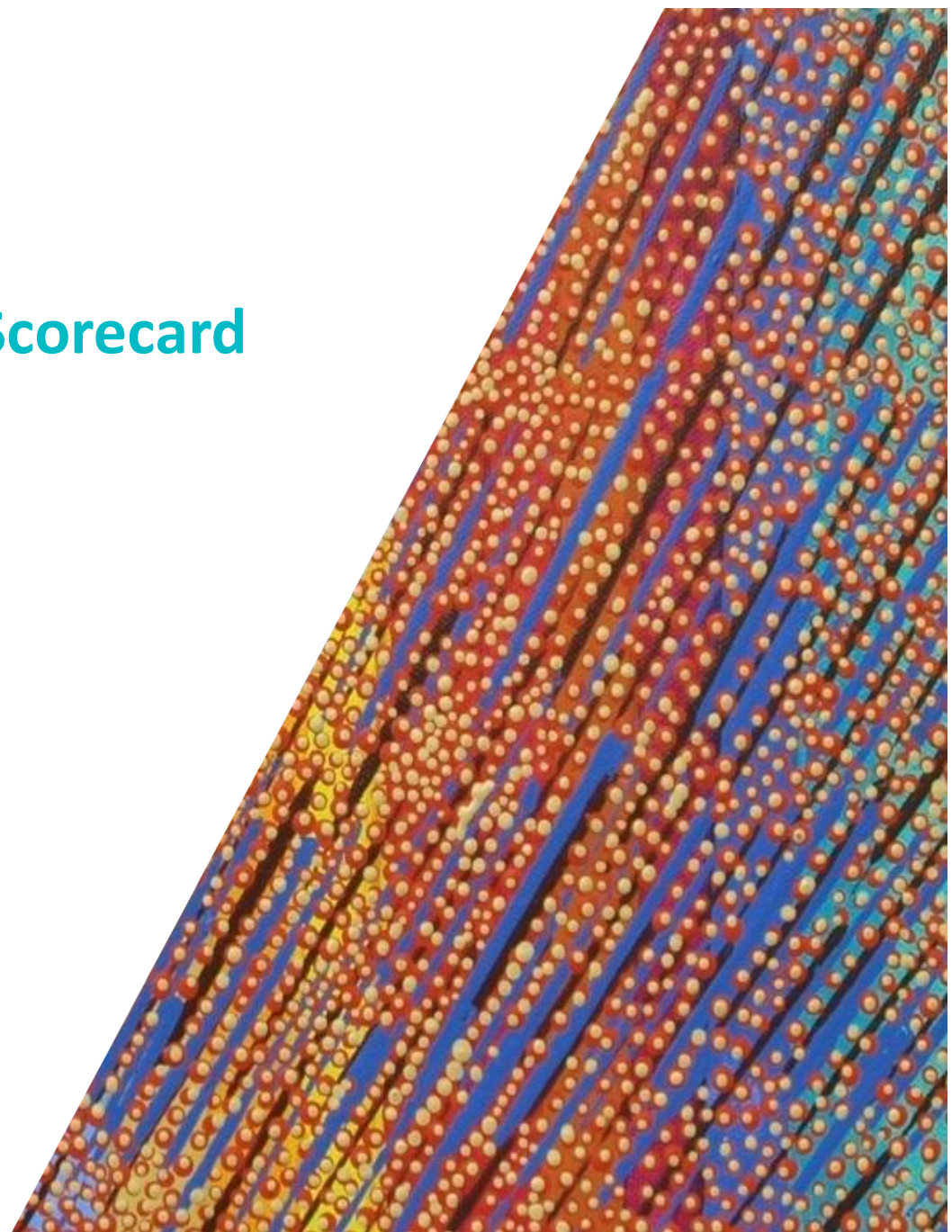




Business Perceptions Scorecard

Prepared for: City of Melville

Date: April 2016



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Strategic insights

Overall satisfaction with the City of Melville

Place to operate
a business

83% satisfied

Governing Organisation

71% satisfied



Overall Performance | CATALYSE Performance Index (CPI)

The City of Melville is in 2nd place among four participating councils.

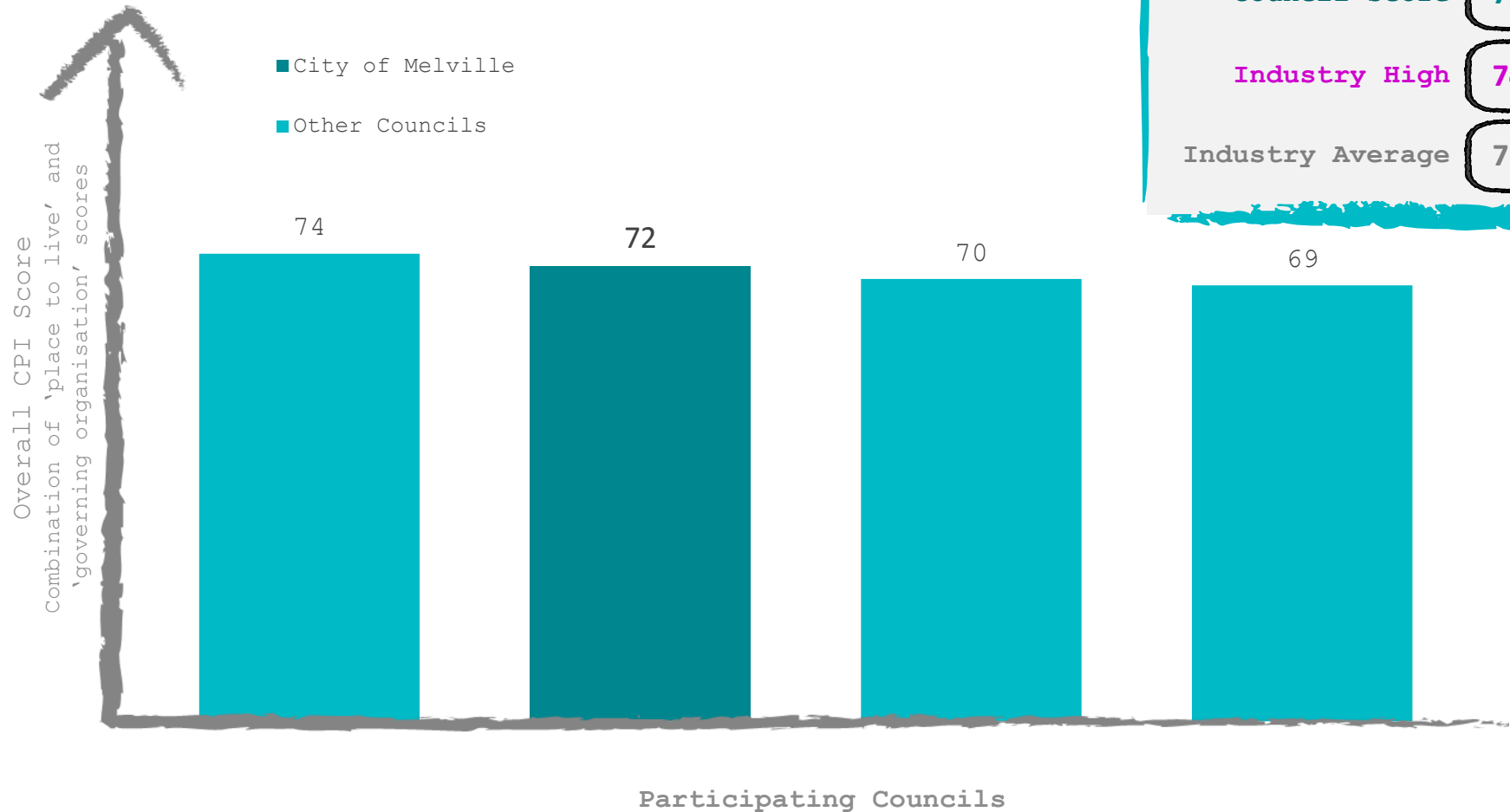
Benchmarking

CATALYSE Performance Index (CPI)

Council score **72**

Industry High **74**

Industry Average **71**



Industry Leadership

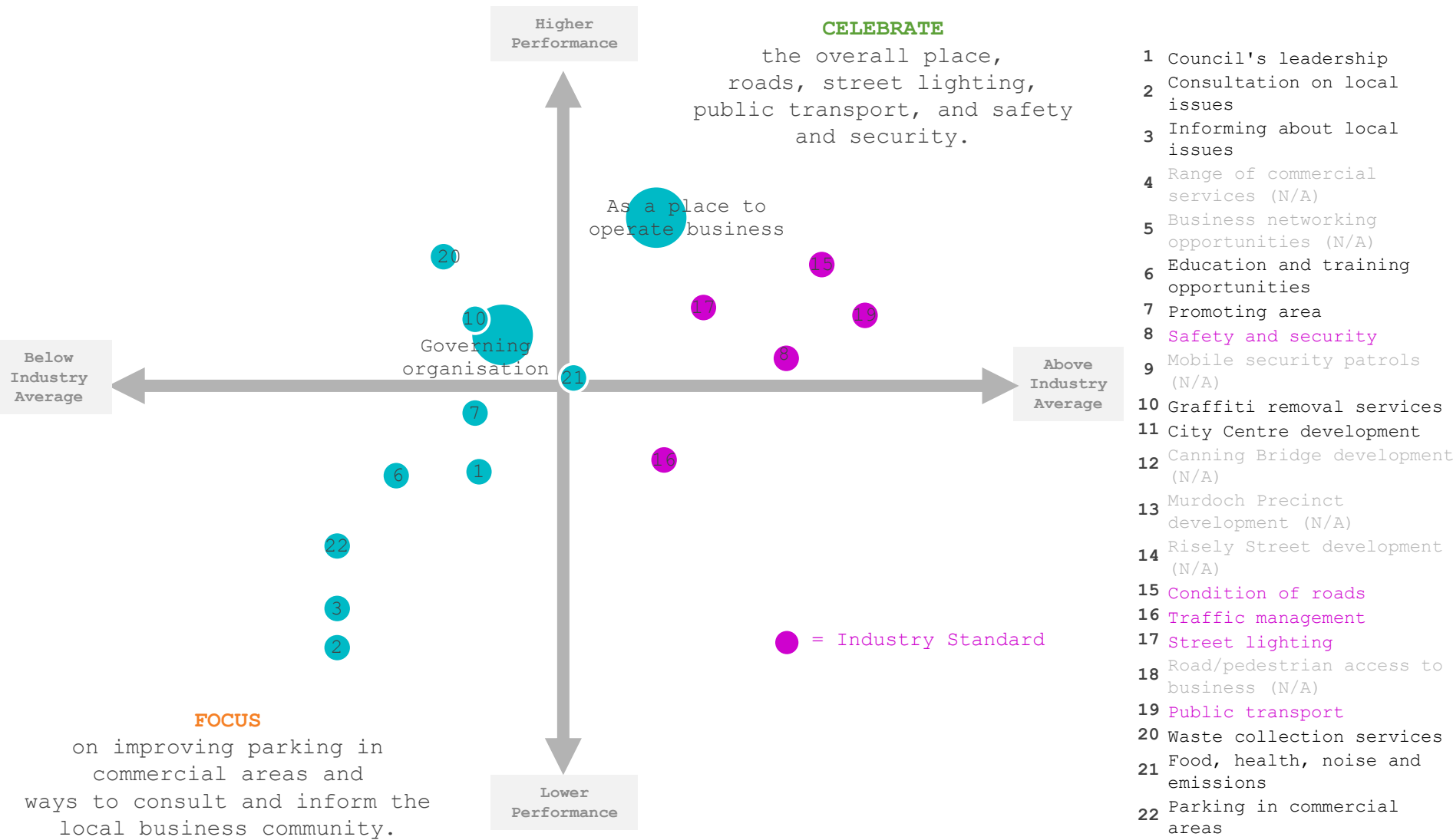
The City of Melville is leading the industry in 5 areas.

1. Safety and security
2. Roads
3. Traffic management
4. Street lighting
5. Access to public transport



CATALYSE® Benchmark Matrix™

This chart shows the City's performance in individual service areas relative to other councils.

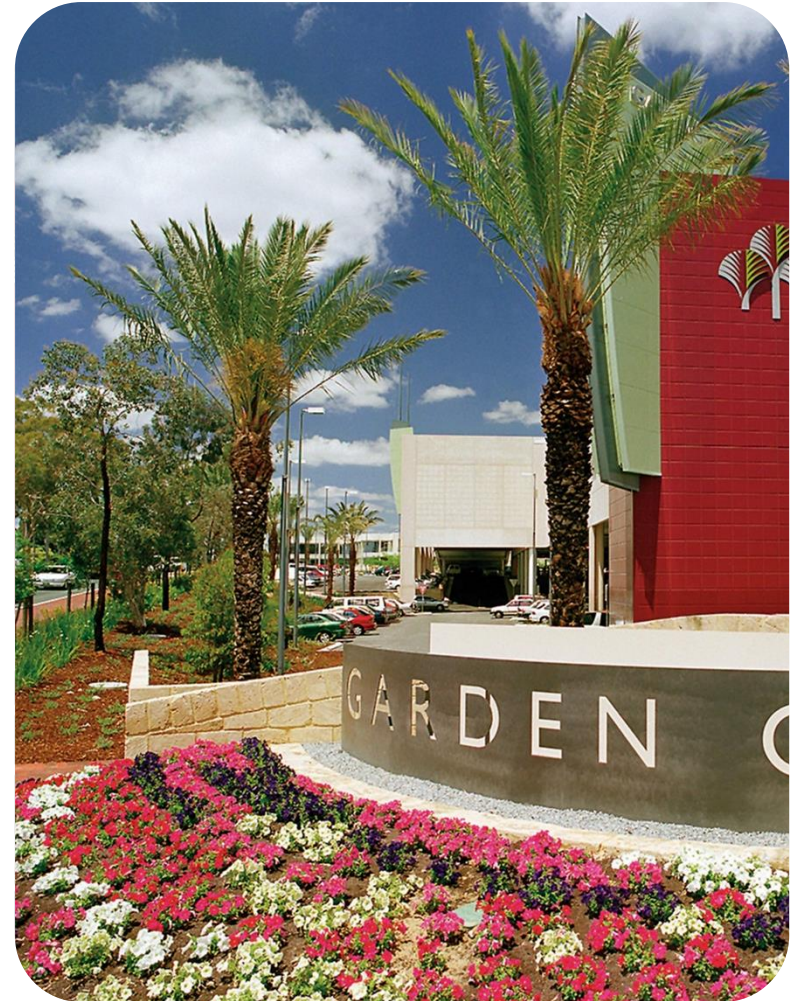


N/A = industry standard not available.

The study

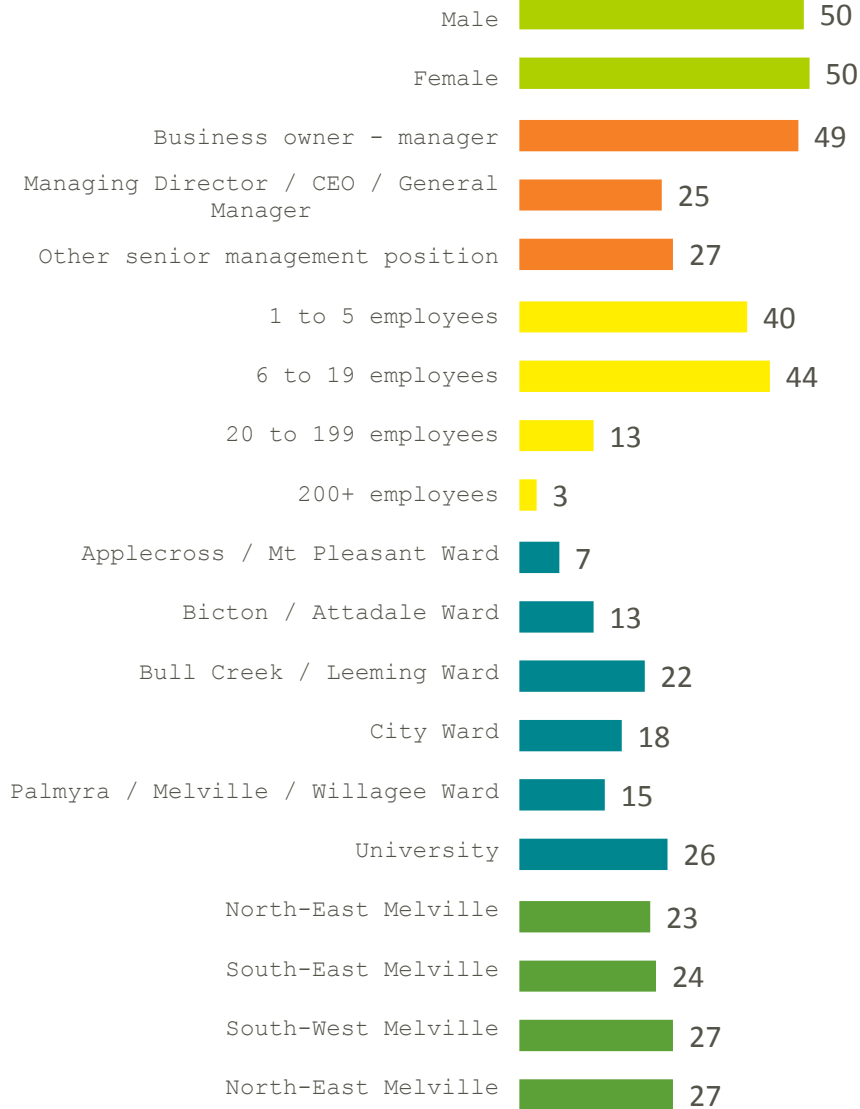
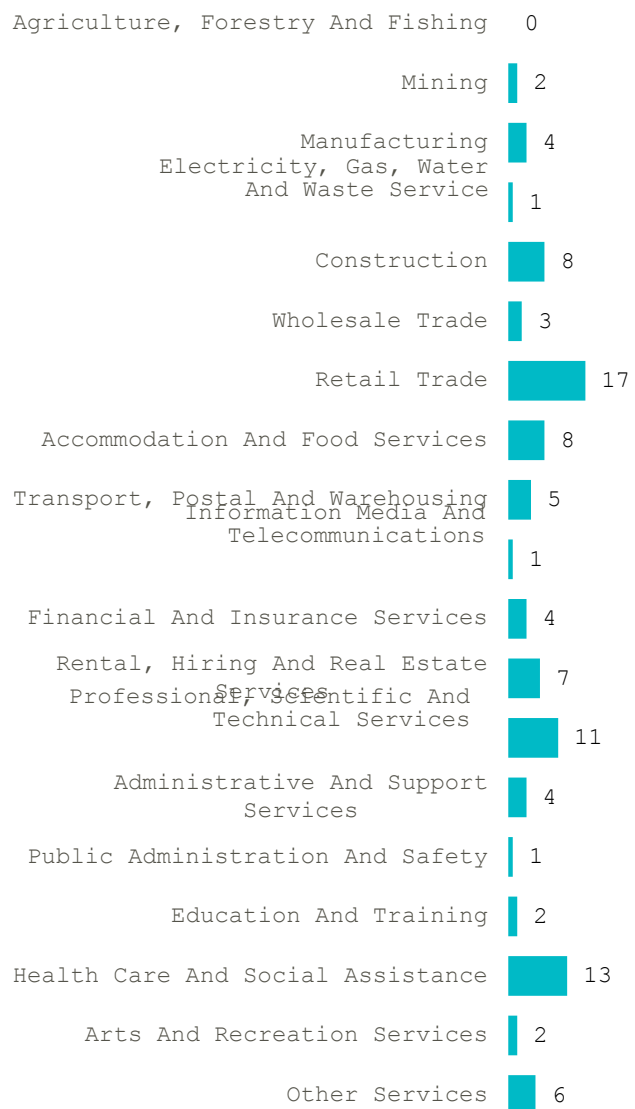
Introduction and research method

- In April 2016, the City of Melville invited businesses to complete a CATALYSE Business Perceptions Scorecard to evaluate the City's performance.
- In total, 101 businesses completed a scorecard.
- The sample included a cross section of businesses by type, location and size that were operating in commercial premises.
- The scorecards were administered by Edith Cowan University's Survey Research Centre using computer assisted telephone interviews (CATI) and random sampling.
- Scorecards were completed by the business owner or a senior manager.



Business sample

% of respondents



Councils contributing to the Industry Standards*



*Industry Standards provided when 3+ Councils have asked the same question in the past 2 years

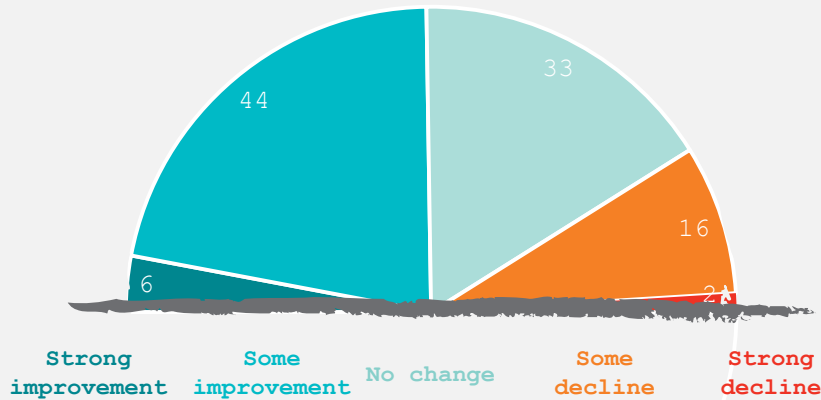
Business confidence

Economic expectations for own organisation

50% of respondents believe their organisation will experience a strong or some improvement over the next 12 months.

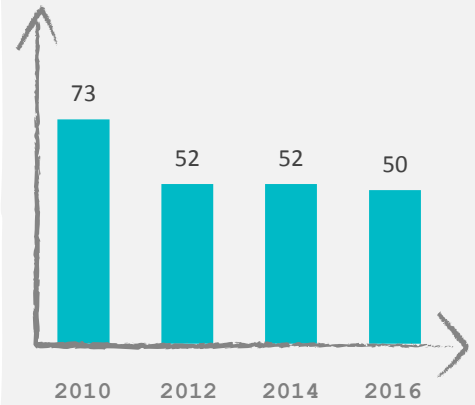
Economic Expectations for Own Organisation

% of respondents



History

% some + strong improvement



Q. Over the next 12 months, what is your expectation for the economic situation for your organisation?

Base: All respondents, excludes don't know (n = 101).

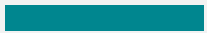
Overall perceptions

Satisfaction with the City of Melville as a location to operate your business

83% of respondents are satisfied.

Benchmarking CATALYSE Performance Index

Council score



75

Industry High



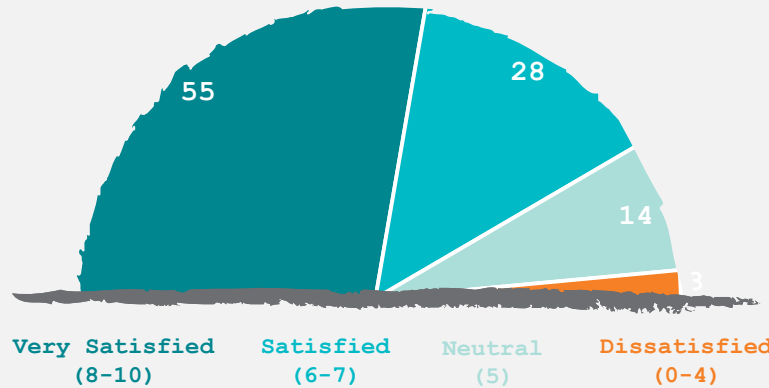
76

Industry Avg.

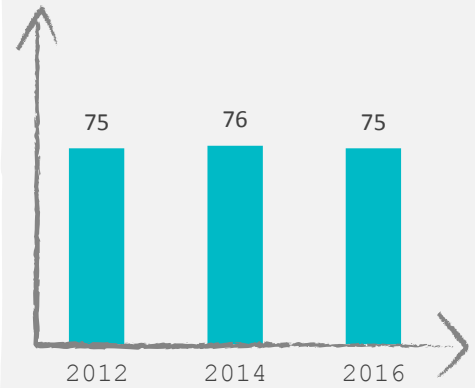


73

Level of satisfaction % of respondents



History CATALYSE Performance Index



Satisfaction with the City of Melville as a governing organisation

71% of respondents are satisfied.

Benchmarking

CATALYSE Performance Index

Council score



68

Industry High



71

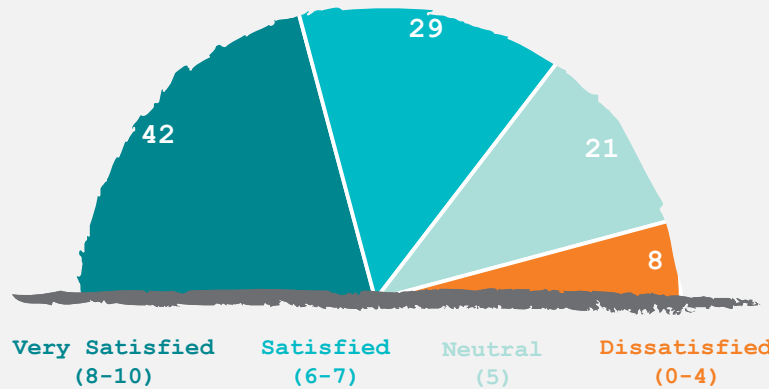
Industry Avg.



69

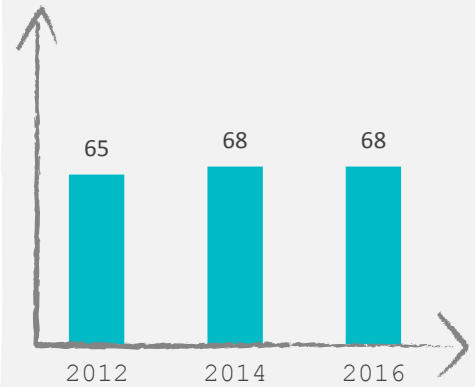
Level of satisfaction

% of respondents



History

CATALYSE Performance Index

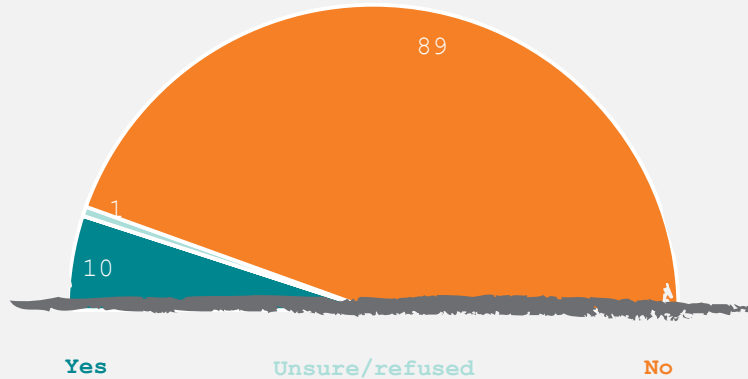


Business Engagement

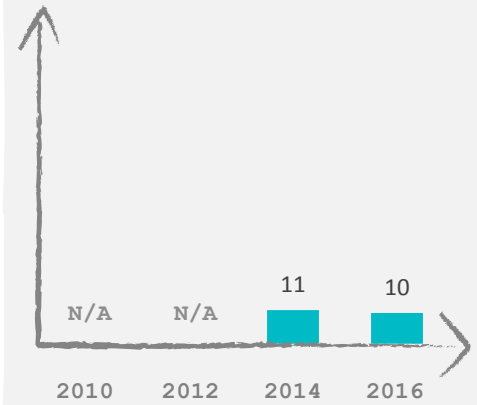
Level of participation in business engagement activities

Prior to this survey, **10%** of respondents had participated in business engagement activities with the City of Melville.

Engagement Levels
% of respondents



History
% yes



Q. Before participating in this survey, had you ever provided your ideas or views to the City of Melville through a survey, focus group, workshop or other business engagement activity? Base: All respondents (n = 101).

The City of Melville has a good understanding of issues and challenges facing businesses

50% of respondents agree.

Benchmarking
% agree

Council score



50

Industry High



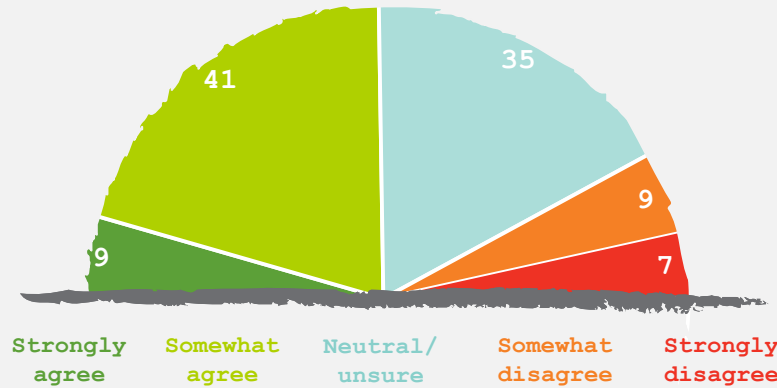
51

Industry Avg.

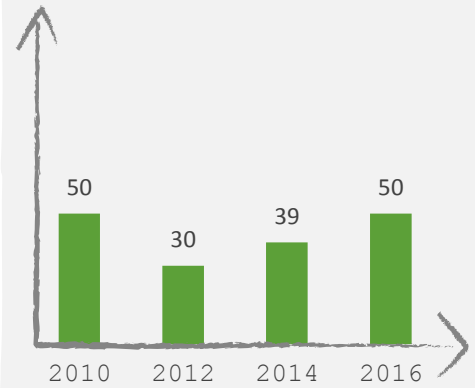


46

Agree or disagree with statement
% of respondents



History
% agree



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

41% of respondents agree.

Benchmarking
% agree

Council score



41

Industry High



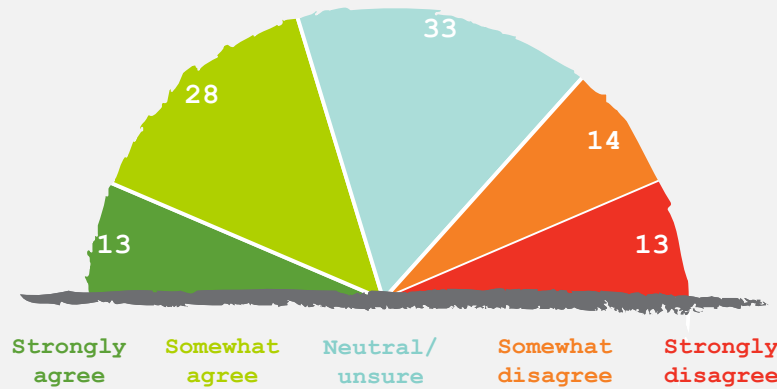
60

Industry Avg.

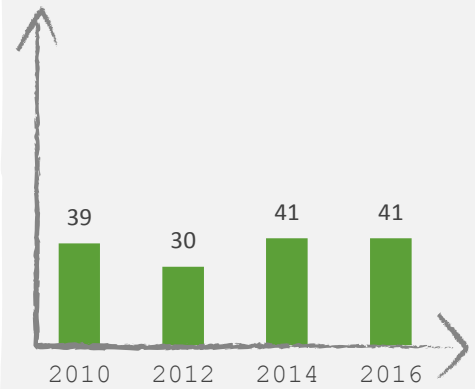


49

Agree or disagree with statement
% of respondents



History
% agree



There are many good reasons to keep our business located within the City of Melville

85% of respondents agree.

Benchmarking
% agree

Council score

85

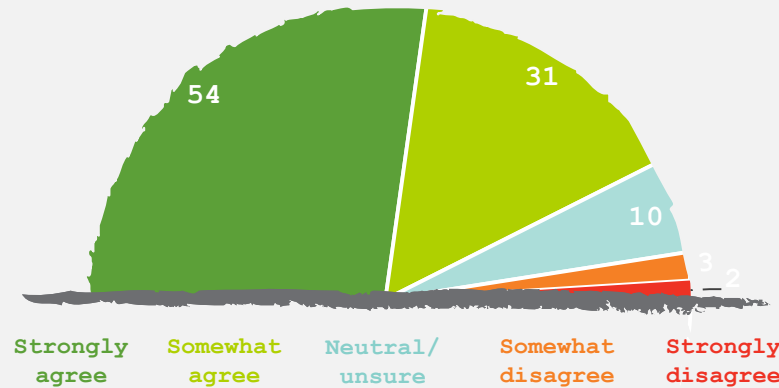
Industry High

NA

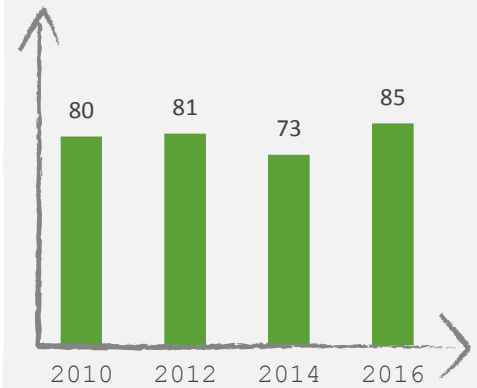
Industry Avg.

NA

Agree or disagree with statement
% of respondents



History
% agree



There are many good reasons to relocate our business

Just **12%** of respondents agree that there are many good reasons to relocate.

Benchmarking
% agree

Council score

12

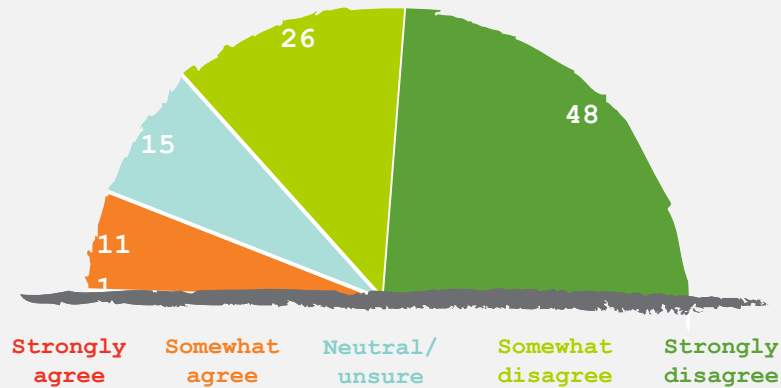
Industry High

NA

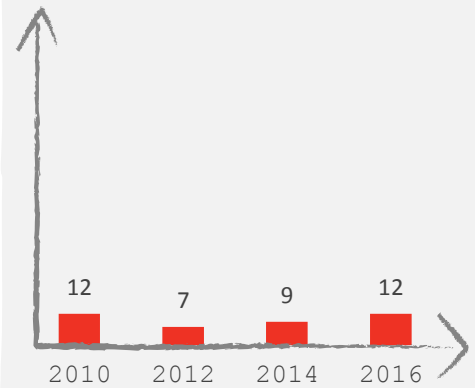
Industry Avg.

NA

Agree or disagree with statement
% of respondents



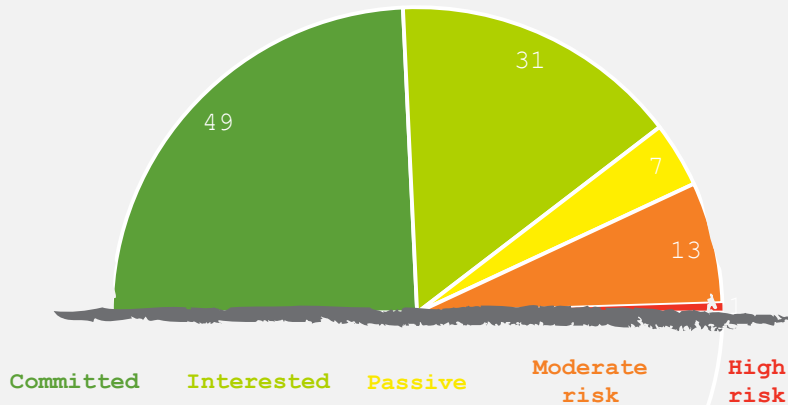
History
% agree



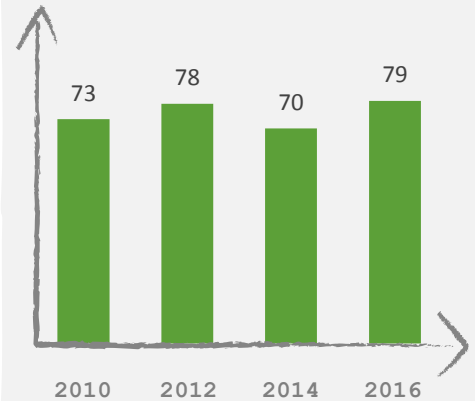
Commitment to the City of Melville

79% of respondents are committed or interested in staying in the City of Melville.

Business commitment levels
% of respondents



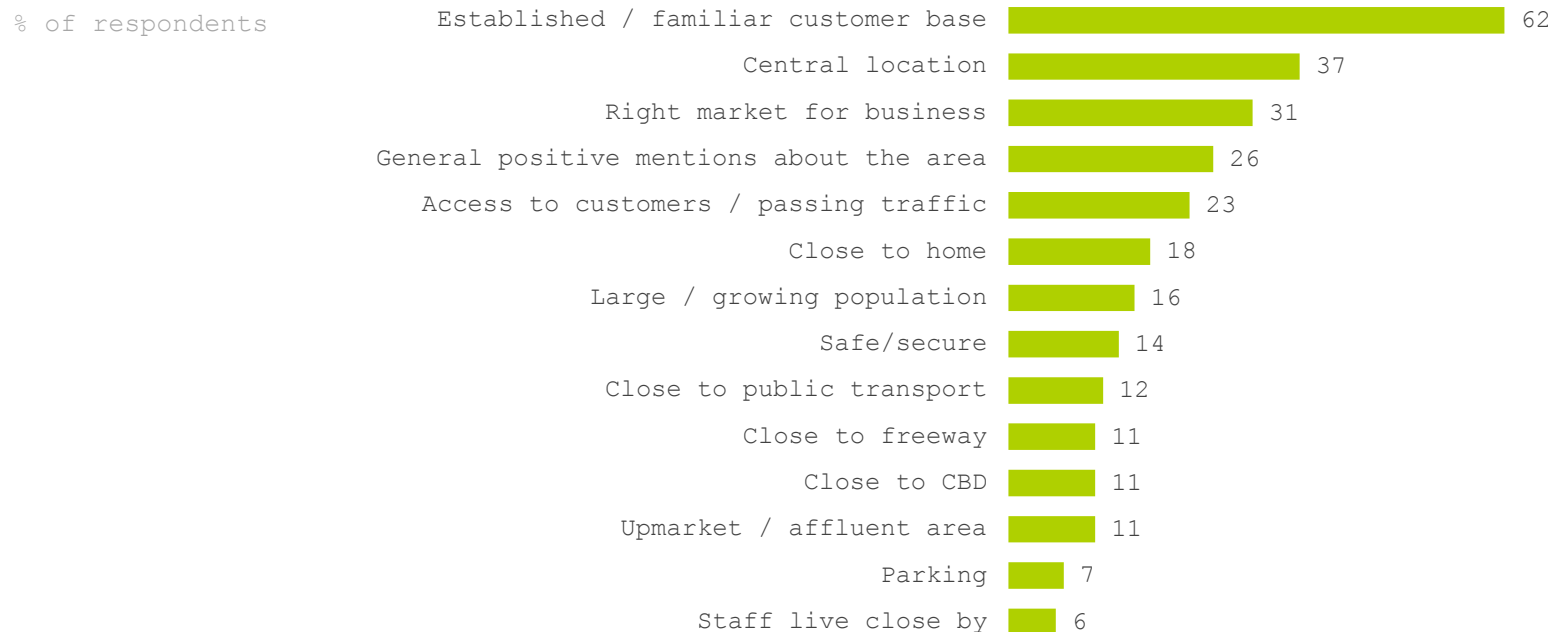
History
% interested + committed



Coding commitment to the City of Melville:		There are many good reasons to relocate our business				
		Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
There are many good reasons to keep our business located within the City of Melville	Strongly disagree	Moderate risk	Moderate risk	Moderate risk	Moderate risk	High risk
	Somewhat disagree	Moderate risk	Moderate risk	Moderate risk	Moderate risk	High risk
	Neutral	Passive	Passive	Passive	Moderate risk	High risk
	Somewhat agree	Interested	Interested	Interested	Moderate risk	High risk
	Strongly agree	Committed	Committed	Interested	Moderate risk	Moderate risk

Reasons to stay and leave the City of Melville

Businesses want to stay in the City of Melville to retain access to an established and familiar customer base and to enjoy its central location. Many say it is the right market for their business, with good passing traffic, and that it is close to home.



Among 12 respondents who are considering leaving the area, they want to leave because they are experiencing poor access to customers/clients and passing traffic, want to expand in a larger or growing population, or they have found the City of Melville difficult to work with and rates to be too expensive. These businesses are considering relocating to Cockburn, Bibra Lake, Jandakot and Success. Other mentions included East Fremantle, Perth and South Perth.

Q. What are some good reasons for keeping your business located within the City of Melville?

Base: All respondents (n=101) Only reasons with >5% of mentions displayed.

Q. What are some good reasons for relocating your business?

Base: Respondents who agree there are good reasons to relocate (n=12)

Satisfaction with services and facilities

Satisfaction with governance and economic development

Level of satisfaction % of respondents	Historical tracking				Benchmarking						
	Very Satisfied (8-10)	Satisfied (6-7)	Neutral (5)	Dissatisfied (0-4)	CATALYSE Performance Index						
				2012	2014	2016	Trend	Avg	High	+/-Avg	
Council's leadership within the community	26	27	33	14	54	56	59	▲	61	65	-2
Council's efforts to promote the City of Melville as a great place to visit and shop	33	29	27	11	57	60	63	▲	64	67	-1
How the business community is consulted about local issues	15	22	32	31	49	48	48	=	52	60	-4
How the business community is informed about local issues	14	31	30	26	49	52	50	=	55	58	-5
Business networking opportunities provided through organisations such as the Melville-Cockburn Chamber of Commerce and the South...	25	25	44	6	53	58	59	▲	NA	NA	NA
The range of commercial services available in the City of Melville, including retail, office and industrial services	46	32	18	4	67	72	73	▲	NA	NA	NA
Access to local education and training opportunities for your workforce	22	26	39	12	55	57	59	▲	62	65	-3

Q. How satisfied are you with:

Base: All respondents, excludes 'don't know' and 'refused' (n = varies).

Satisfaction with safety and commercial development

Level of satisfaction % of respondents

Very Satisfied (8-10) Satisfied (6-7) Neutral (5) Dissatisfied (0-4)

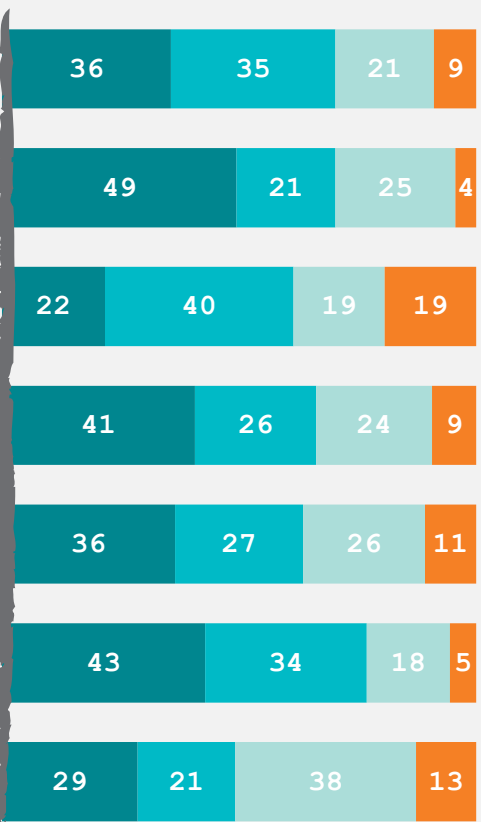
Historical tracking

CATALYSE Performance Index

Benchmarking

CATALYSE Performance Index

	2012	2014	2016	Trend	Avg	High	+/-Avg
Safety and security	65	68	66	=	61	66	+5
Graffiti removal services	67	72	69	=	70	73	-1
Mobile community security patrols	57	59	59	=	NA	NA	NA
How the City Centre (the area around Garden City) is being developed	62	70	67	=	NA	NA	NA
How the area around Canning Bridge is being developed	NA	NA	64	NA	NA	NA	NA
How the Murdoch Precinct (the area around Fiona Stanley Hospital, Murdoch University...)	NA	NA	72	NA	NA	NA	NA
How the area on the corner of Risely Street and Canning Highway is being developed	NA	NA	58	NA	NA	NA	NA



Q. How satisfied are you with:
Base: All respondents, excludes 'don't know' and 'refused' (n = varies).

Satisfaction with infrastructure

Level of satisfaction % of respondents

Very Satisfied (8-10) Satisfied (6-7) Neutral (5) Dissatisfied (0-4)

Historical tracking

CATALYSE Performance Index

Benchmarking

CATALYSE Performance Index

	2012	2014	2016	Trend	Avg	High	+/-Avg
Condition of roads	66	70	72	▲	67	72	+6
The management and control of traffic	55	56	60	▲	57	60	+3
Street lighting	67	70	69	=	66	69	+3
Road and pedestrian access to your business	70	67	67	=			
Parking in commercial areas	55	51	54	=	59	66	-5
Public transport	64	64	69	▲	62	69	+7
City's waste collection services	73	74	73	=	75	76	-2
Enforcement of local laws relating to food, health, noise and emissions	63	68	65	=	65	66	+1

Q. How satisfied are you with:

Base: All respondents, excludes 'don't know' and 'refused' (n = varies).

Business priorities

CATALYSE® Priorities Matrix™ for businesses

This chart maps local views, highlighting perceived strengths and business service priorities.

Business respondents don't perceive the City to be excelling in any particular area, though performance is generally sound across the board.

Residents would like the City to focus on improving parking in commercial areas, reducing traffic congestion, and improving the way the City informs the business community about local issues.

- 1 Council's leadership
- 2 Consultation
- 3 Informing about local issues
- 4 Range of commercial services
- 5 Business networking opportunities
- 6 Education and training opportunities
- 7 Promoting area
- 8 Safety and security
- 9 Mobile security patrols
- 10 Graffiti removal services
- 11 City Centre development
- 12 Canning Bridge development
- 13 Murdoch Precinct development
- 14 Risely Street development
- 15 Condition of roads
- 16 Traffic management
- 17 Street lighting
- 18 Road/pedestrian access to business
- 19 Public transport
- 20 City's waste collection services
- 21 Food, health, noise and emissions
- 22 Parking in commercial areas



Parking in commercial areas

Addressing business priorities

Businesses would like more parking across all commercial areas, along with better car park maintenance to facilitate traffic management and improved safety.

"Parking in the Queen Road area needs be increased."

"I would like to see more parking places in Perry Avenue because there is not enough parking for the public to access and visit the business located there."

"Parking in a number of areas needs to be assessed as their is not enough and the introduction of parking meters are not a favourite for many people."

"...The area around Garden City. They need to address the car parking area, it gets very busy and needs other parking for staff. When this area has the redevelopment finished it will be even busier, it will need lots of revision to facilitate better parking."

"I think they could chop down the trees near our car park, on Benningfield Road, as they could fall on customers' cars, also the pine needles are a problem."

"I think they could improve upon parking in the Kardinya Park Shopping Centre. The roads in the car park have road markings that are confusing and I think this should be improved. It can cause accidents and I have seen them about to happen because of this."



Traffic management and control

Addressing business priorities

Many feel heavy congestion and poorly designed intersections are negatively affecting businesses. Hotspots include Canning Highway and the Murdoch transport hub.

"Risely Street has too much congestion."

"Traffic in general around Leeming is congested and needs to be looked at, Karel Ave and Farrington in particular."

"Traffic congestion on McCoy and North Lake Road. Use yellow or white lines so that traffic doesn't cut through onto our property. During congestion traffic tends to cut through to avoid traffic lights, causing congestion to others"

"The intersection of Leach Highway and North Lake Road, needs more lanes and more traffic lights. Peak hour traffic is highly congested on South Road and needs to be assessed. I think you need to widen the freeway."

"I would like to see a better traffic flow on Canning Highway."

"The traffic on Canning Highway is so heavy that the residential houses on the Canning highway are unable to leave their driveway during the peak hours."

"I think traffic control needs improvement in the exit from Freeway onto South Street in Murdoch, so the traffic flow is better."



How the community is informed about local issues

Addressing business priorities

More communication is desired, particularly in relation to Council services, issues, and planned developments.

"The Council needs to have a more active role with the business owners, like an email or newsletters."

"More communication with local businesses..."

"Better communication to business owners."

"...They need to promote their image as a council and the facilities they can offer. I live in this area and I wouldn't have a clue what they can do. They need to provide more information for businesses and residents."

"Communicating their planning scheme updates by electronic communication."

"...More communication and sufficient notice about when upgrading is taking place."

"...In the Riseley precinct, they have been informing us of upcoming developments but nothing ever happens, we have been here for 10 years and none of the developments have started."



Q. Which areas would you most like the City of Melville to focus on improving?

Base: All respondents (n=101)

Moving forward

Moving forward

Overall, the City is performing well with 83% of businesses satisfied with the area as a location to operate a business.

The City is leading the industry in five areas, relating to safety and security, the condition of roads, traffic management, street lighting and access to public transport.

Moving forward, businesses would like the City to focus on three priorities:

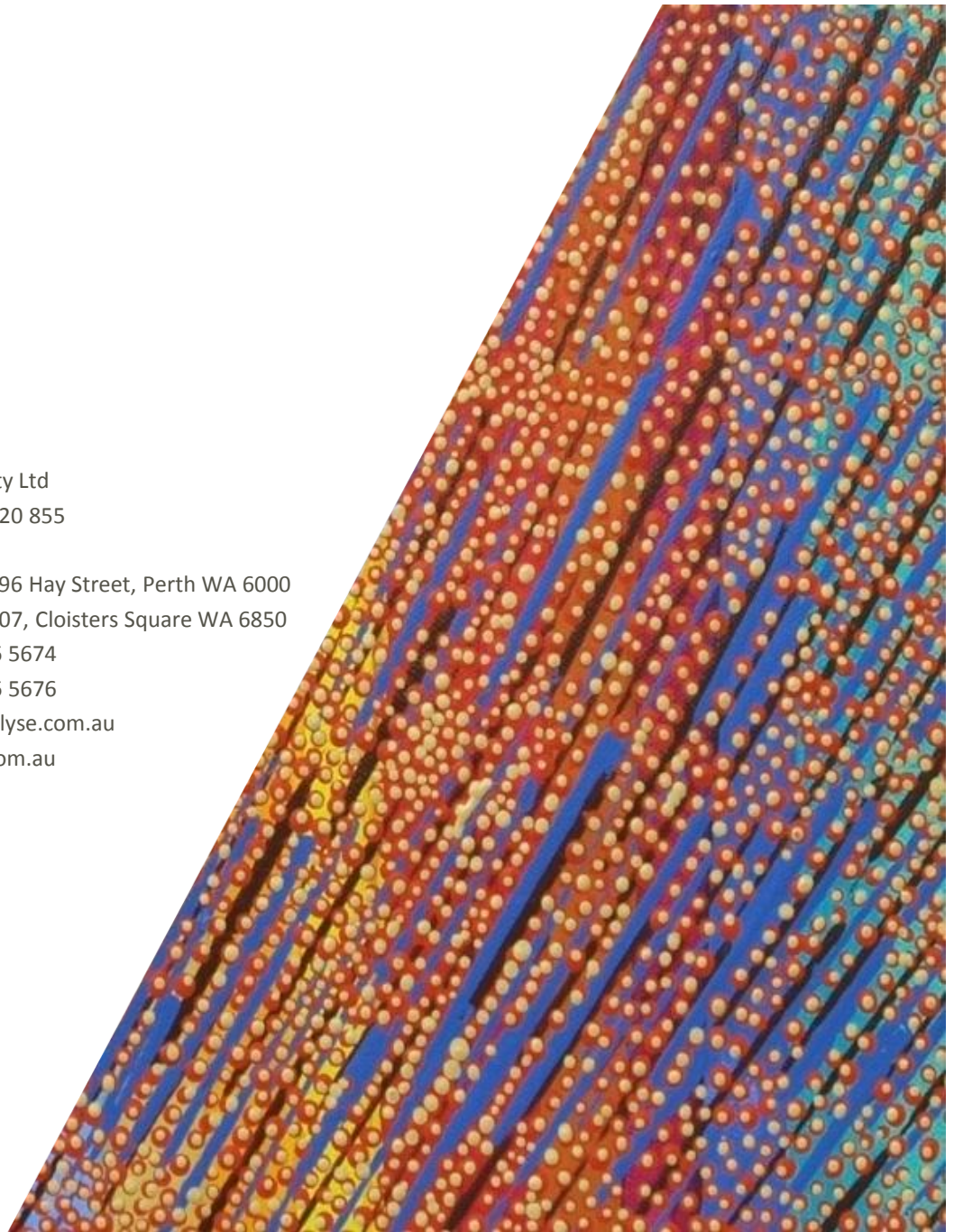
- 1.Reducing traffic congestion** (despite setting the Industry Standard for traffic management, congestion remains a priority to be addressed).
- 2.Increasing parking in commercial areas**
- 3.Informing the business community about local issues.**





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CATALYSE is proud to support Indigenous artists.

“Fireworks” is the exciting work of Yinjaa-Barni Artist, Maudie Jerrold.

Yinjaa-Barni Artists are traditional owners from the Fortescue River region. Their paintings depict the remarkable country of the Pilbara in Western Australia's north-west. The contrasts of the harsh environment with the hidden gorges of cool water, the seeds and flowers bursting out after rain, are moments that belong to the great Creation stories of the Marrga.

Other works may be viewed at the Japingka Gallery in Fremantle [www.japingka.com.au].