MARKYT Community Scorecard ©

Prepared for: City of Melville

Prepared by: Catalyse Pty Ltd

April 2018

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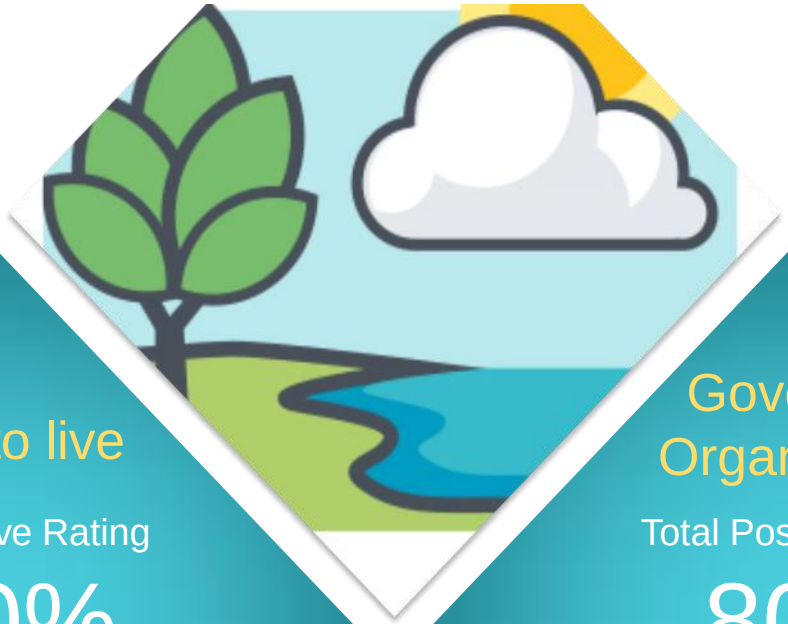
Strategic Insights

Overall Performance | City of Melville



Place to live

Total Positive Rating

100%

MARKYT® Performance Index Score

87

Governing Organisation

Total Positive Rating

80%

MARKYT® Performance Index Score

60

Total positive rating = % of respondents who rated performance excellent, good or okay

Performance Index Score = a zero based score out of 100 that indicates the average performance rating 100 excellent, 75 good, 50 okay, 25 poor and 0 terrible

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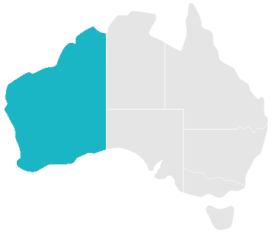
Overall Performance | industry comparisons

The ‘Overall Performance Index Score’ is a combined measure of the City of Melville as a ‘place to live’ and as a ‘governing organisation’. The City of Melville’s overall performance index score is 74 out of 100, 6 index points above the industry standard for Western Australia.

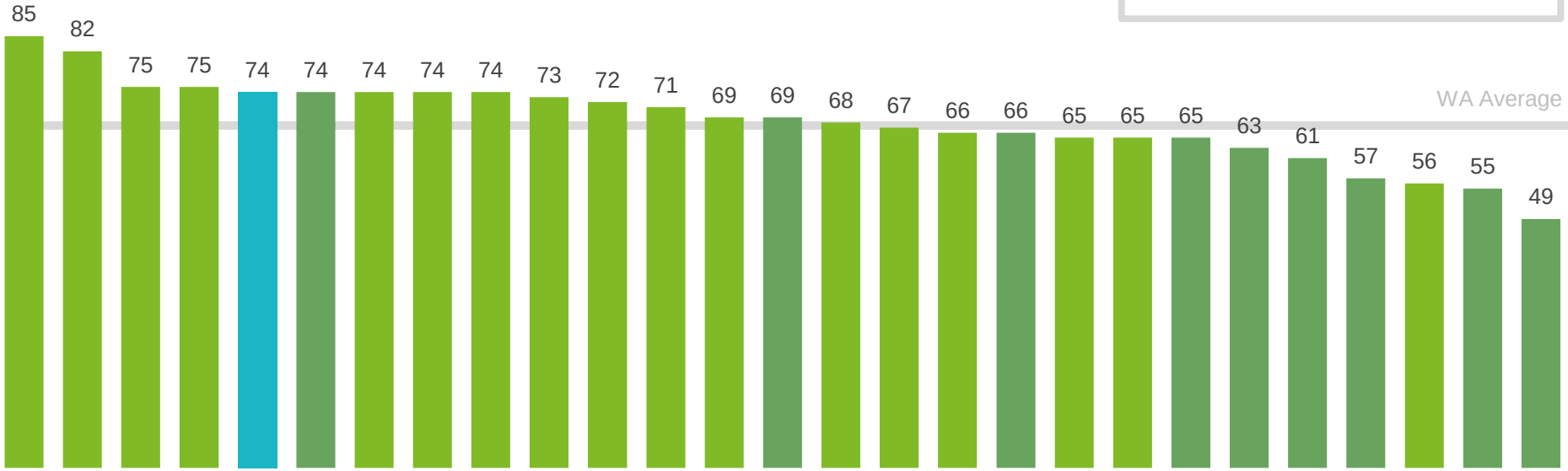


City of Melville	74
Industry High	85
Industry Standard	68

Overall Performance Index Score

average of ‘place to live’ and ‘governing organisation’

- City of Melville
- Metropolitan Councils
- Regional Councils



MARKYT Industry Standards

The City of Melville is leading the industry in 7 areas.

- Melville Talks – the City's online engagement tool
- Services, facilities and care for seniors
- Access to services and facilities for people with a disability
- Graffiti removal services
- Mobile security patrols
- Parking in commercial areas
- Street lighting

MARKYT Industry Standards | Large Councils

Further analysis was conducted to compare the City of Melville's performance to other large councils, with 80,000+ population.

Large councils that have completed a comparable study in the past two years includes the cities of Armadale, Canning, Cockburn, Melville and Wanneroo.

Compared to large councils, the City of Melville is leading in 17 areas:

- Overall as a place to live
- Services, facilities and care for seniors
- Access to services and facilities for people with a disability
- Sport and recreation facilities
- Playgrounds, parks and reserves
- Library and information services
- Safety and security
- Road maintenance
- Traffic management on local roads
- Management of parking in commercial areas
- Footpaths and cycleways
- Streetscapes
- Street lighting
- Access to public transport
- Recycling collections
- Verge-side bulk waste collections
- Management of food, health and pollution issues

MARKYT Industry Standards | Large Councils

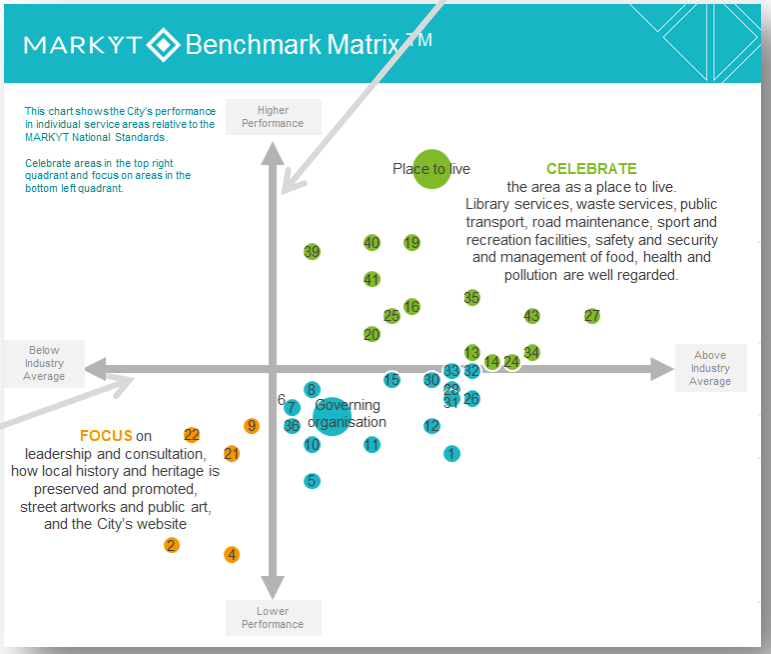
Indicator	Measure	City of Melville	Industry Standard	High Score	Highest Council
Place to live	Index	87	74	87	Melville
Governing organisation	Index	60	61	69	Cockburn
Value for money from rates	Index	56	50	59	Cockburn
Council's leadership	Index	46	53	64	Cockburn
How the community is consulted	Index	45	49	58	Cockburn
How the community is informed	Index	53	52	62	Cockburn
Council's column/page in the community newspaper	Index	61	60	67	Canning
Council's newsletter	Index	61	62	71	Cockburn
Council's website	Index	59	60	65	Cockburn
Social media presence	Index	57	54	59	Canning
Services and facilities for youth	Index	59	53	65	Cockburn
Facilities, services and care available for seniors	Index	67	59	67	Melville
Access to services and facilities for people with a disability	Index	66	62	66	Melville / Canning
Community buildings, halls and toilets	Index	64	60	67	Cockburn
Sport and recreation facilities	Index	72	65	72	Melville / Cockburn
Playgrounds, parks and reserves	Index	78	69	78	Melville
Library and information services	Index	79	74	79	Melville / Cockburn
Festivals, events and cultural activities	Index	69	67	71	Cockburn
How local history and heritage is preserved and promoted	Index	58	63	67	Cockburn
Safety and security	Index	66	54	66	Melville
Road maintenance	Index	71	61	71	Melville
Traffic management on local roads	Index	63	54	63	Melville
Management of parking in commercial areas	Index	64	60	64	Melville
Footpaths and cycleways	Index	62	57	62	Melville
Streetscapes	Index	65	57	65	Melville
Lighting of streets and public places	Index	65	57	65	Melville
Access to public transport	Index	73	62	73	Melville
General waste collections	Index	78	78	82	Canning
Recycling collections	Index	79	75	79	Melville
Verge-side bulk waste collections	Index	75	69	75	Melville / Cockburn
Management of food, health and pollution issues	Index	71	58	71	Melville
Developed and communicated a clear vision for the area	Total agree	29	40	61	Cockburn
Elected Members have good understanding of community needs	Total agree	22	30	34	Wanneroo
Staff have good understanding of community needs	Total agree	32	34	38	Canning
Explain reasons for decisions /how views taken into account	Total agree	26	31	48	Cockburn

How to read the MARKYT Benchmark Matrix ™

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

There are two dimensions. The vertical axis maps community perceptions of performance for individual measures 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.

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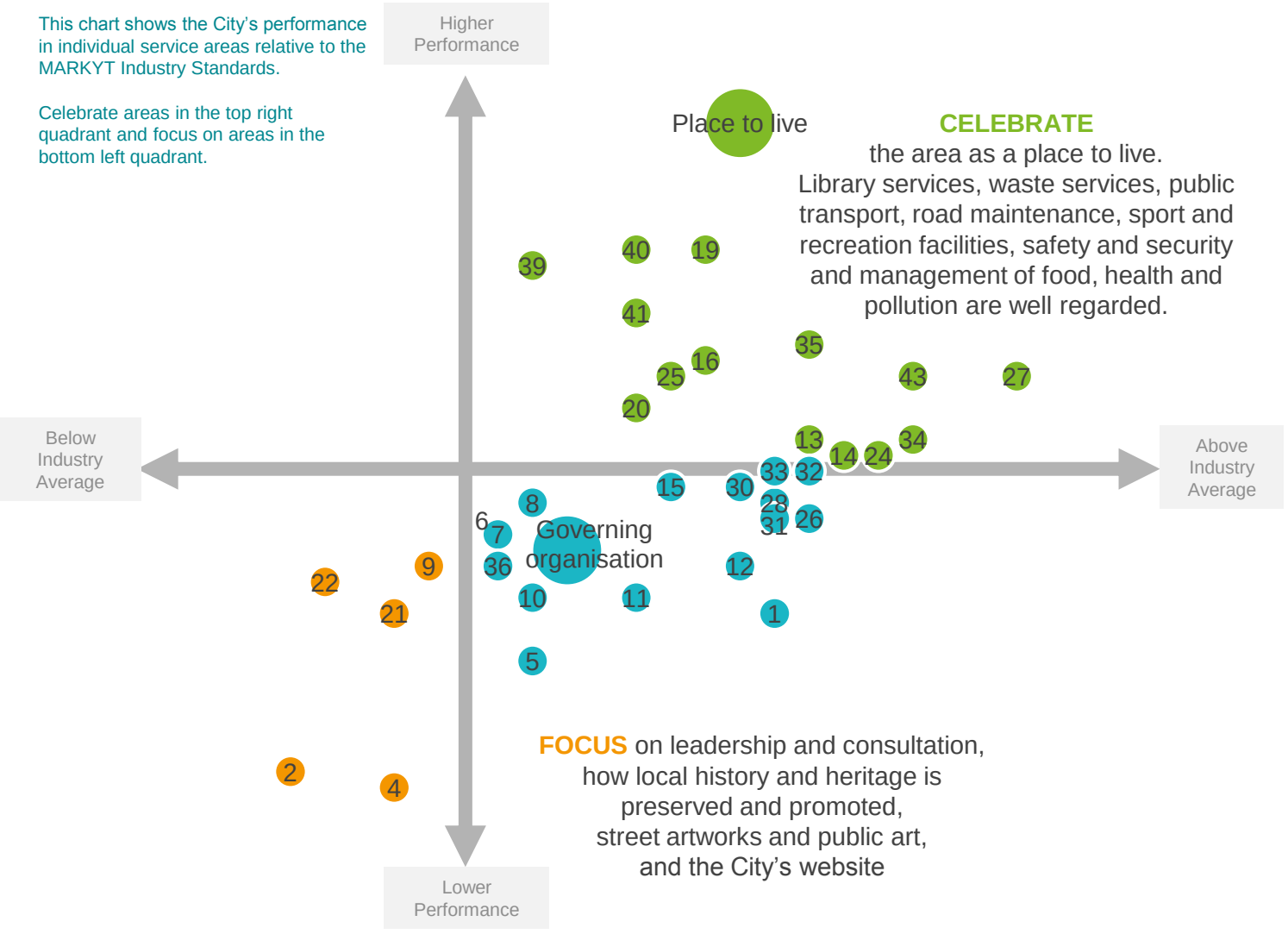
MARKYT Benchmark Matrix ™

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

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



CELEBRATE the area as a place to live. Library services, waste services, public transport, road maintenance, sport and recreation facilities, safety and security and management of food, health and pollution are well regarded.

FOCUS on leadership and consultation, how local history and heritage is preserved and promoted, street artworks and public art, and the City's website

1 Value for money from rates
2 Council's leadership
3 City of Melville's image
4 How the community is consulted
5 How the community is informed
6 About Melville
7 Mosaic
8 eNews
9 website
10 Social media presence
11 Melville Talks
12 Youth services and facilities
13 Seniors facilities, services, care
14 Disability access / services
15 Community buildings, halls, toilets
16 Sport and recreation facilities
17 Parks and public open spaces
18 River foreshore
19 Library services
20 Festivals, events, culture
21 Street artworks and public art
22 Local history and heritage
23 Range of commercial services
24 Safety and security
25 Graffiti removal services
26 Mobile community security patrols
27 Condition of roads
28 Management and control of traffic
29 Parking in residential areas
30 Parking in commercial areas
31 Footpaths and cycleways
32 Streetscapes
33 Street lighting
34 Storm water drainage
35 Access to public transport
36 Density and design of housing
37 Efforts to adapt to climate change
38 Natural bushland
39 General waste collections
40 Recycling collections
41 Quarterly verge collections
42 Dog and cat control
43 Food, health and pollution issues
44 Management of noise issues

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.

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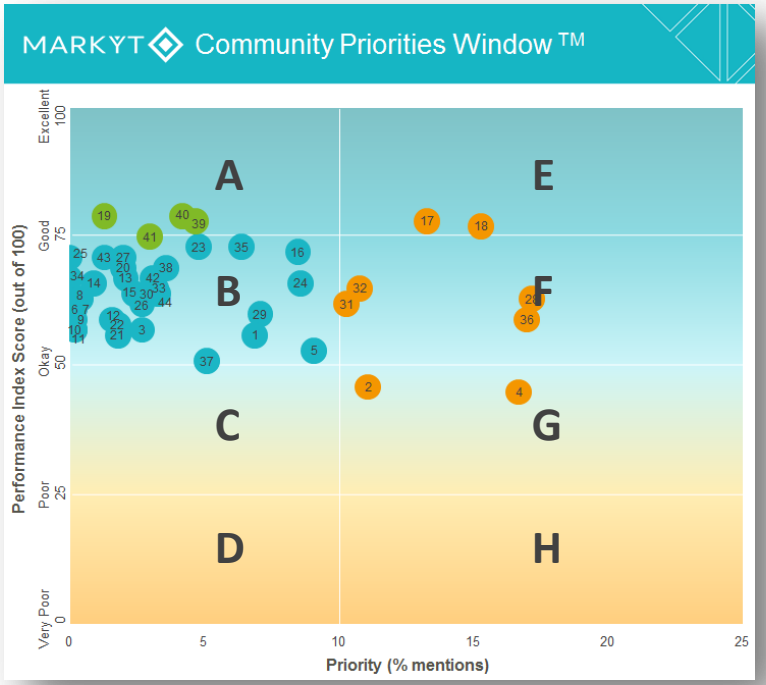
MARKYT Community Priorities Window ™

In the City of Melville'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 library and waste services.

Moving forward, the community would like Council to prioritise leadership and how the community is consulted about local issues (window G).

Other areas to address include the river foreshore, parks and public open spaces, traffic, footpaths and cycleways, streetscapes and the density and design of housing (windows F and G).



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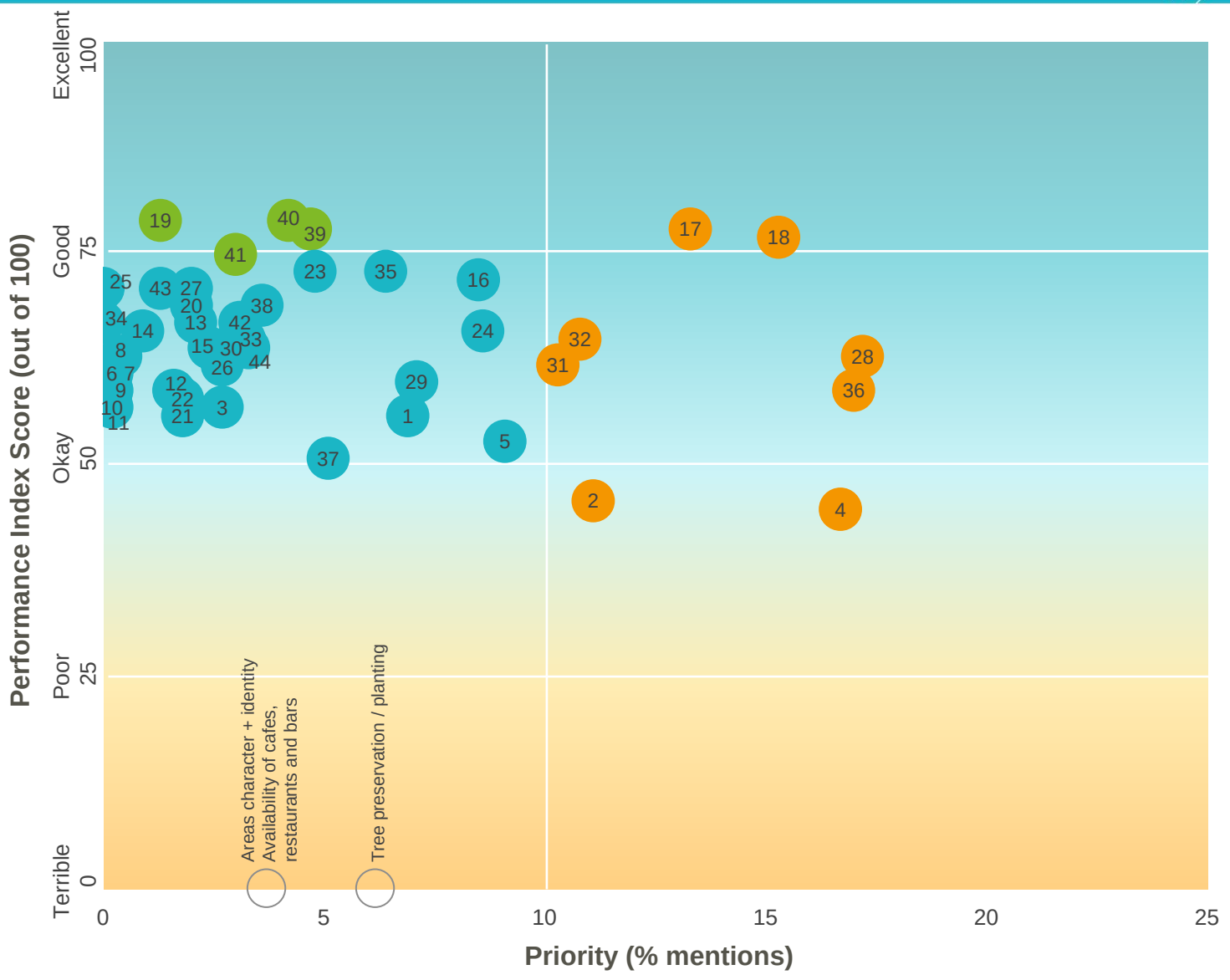
MARKYT Community Priorities Window ™



1 Value for money from rates
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39 General waste collections
40 Recycling collections
41 Quarterly verge collections
42 Dog and cat control
43 Food, health and pollution issues
44 Management of noise issues

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 Melville to focus on improving? Base: All respondents(n = 466)

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◯ Priority score only. Performance not measured.

The Study

The Study

In March 2018, the City of Melville administered a **MARKYT® Community Scorecard** to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

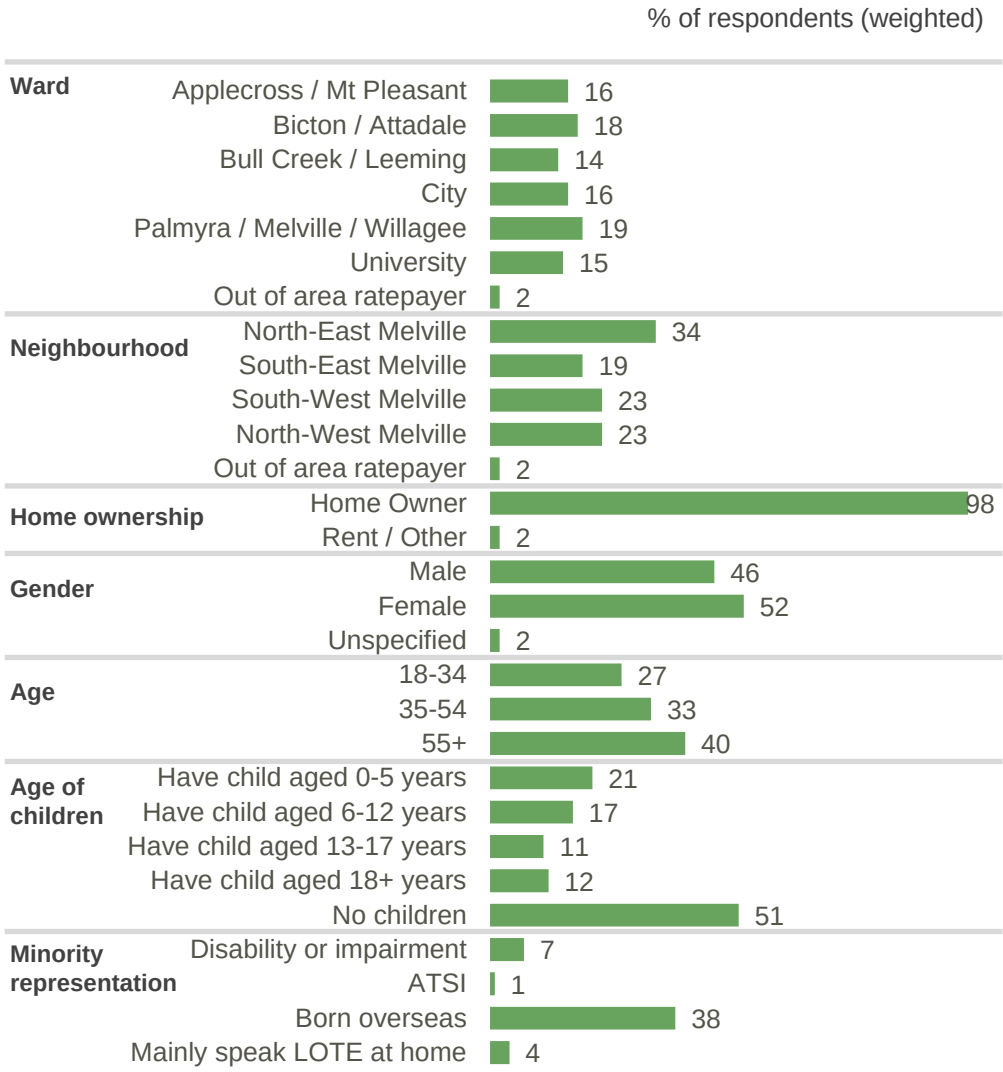
Previously, the City of Melville conducted a CATALYSE® Community Perceptions Survey by phone using an 11 point satisfaction scale. The new approach uses online surveys and a 5 point performance scale and was adopted in response to social changes and community preferences. This approach is consistent with the approach being adopted by a large and growing number of councils in WA.

Invitations were emailed to 3,500 randomly selected contacts in the City's customer database. The full database consisted of c.16,000 residents and ratepayers who had provided their email address to the City of Melville in relation to rates notices, City services or enewsletters.

466 ratepayers/residents submitted a response reducing the sampling error to ±4.5% at the 95% confidence interval.

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

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



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

MARKYT Industry Standards

CATALYSE® has conducted Community Surveys and MARKYT® Community Scorecards for more than 40 councils. 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 a MARKYT® accredited study with CATALYSE® **within the past two years**. Participating councils are listed below.

Metropolitan

- City of Armadale
- City of Bayswater
- Belmont – City of Opportunity
- City of Canning
- Town of Claremont
- City of Cockburn
- Town of East Fremantle
- City of Fremantle
- Shire of Kalamunda
- City of Kwinana
- City of Melville
- Town of Mosman Park
- City of Nedlands
- Shire of Peppermint Grove
- City of Rockingham
- City of South Perth
- City of Subiaco
- City of Vincent
- City of Wanneroo

Regional

- City of Albany
- City of Bunbury
- City of Busselton
- Shire of Capel
- Shire of Chittering
- Shire of Irwin
- Shire of Merredin
- Shire of Wyndham East Kimberley
- Shire of York

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How to read this report

Trend analysis shows how performance varies over time.

Please note: 2018 results use a MARKYT accredited approach with a 5 point performance scale and online data collection. This is a best practice approach that enables benchmark comparisons with other councils.

2010 to 2016 performance results are from phone surveys using an 11 point satisfaction scale. A MARKYT conversion model has been applied to enable comparative trend analysis.

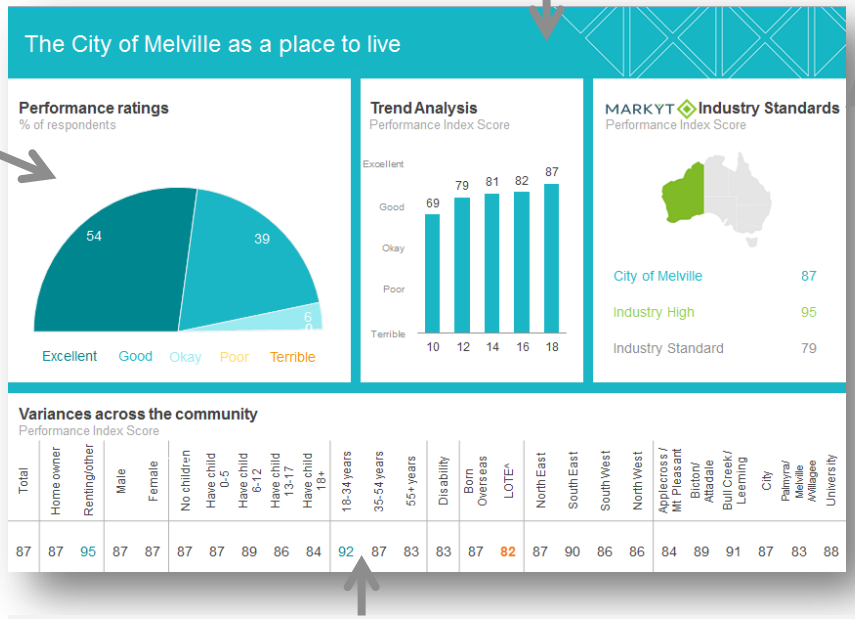
Councils have moved away from phone surveys as 1) a growing number of households have abandoned land lines in favour of new technologies and 2) community members have expressed a preference to complete surveys online.

Overall performance ratings

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 the 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

The table highlights variances in different population groups that are 5 points above (+) or below (-) the Council's overall Performance Index Score for that measure.

^ indicates small sample size (n < 30)

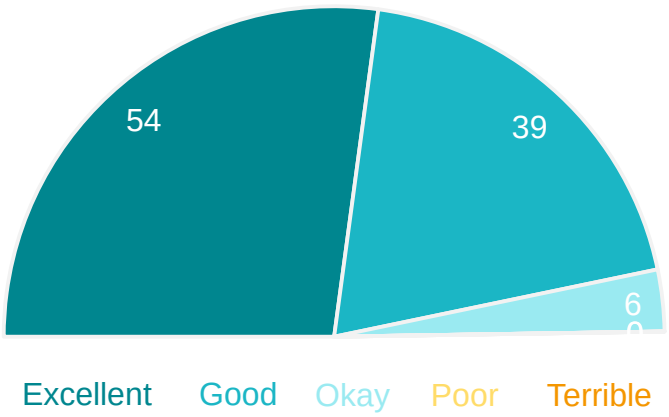
Overall Performance

The City of Melville as a place to live

Performance ratings
% of respondents

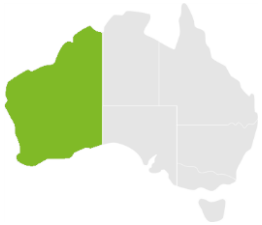
Total Positive Rating
(excellent + good + okay)

100%



Trend Analysis
Performance Index Score

MARKYT Industry Standards
Performance Index Score



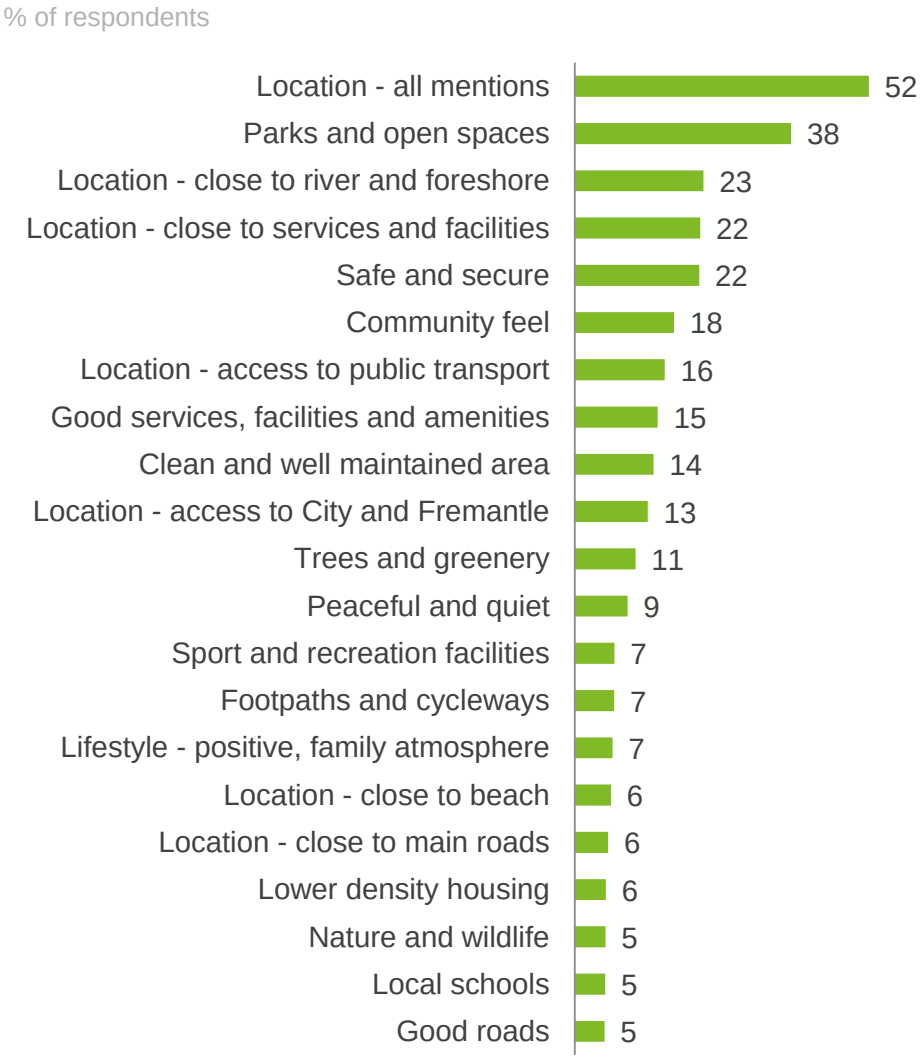
City of Melville	87
Industry High	95
Industry Standard	79

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
87	87	95	87	87	87	87	89	86	84	92	87	83	83	87	82	87	90	86	86	84	89	91	87	83	88

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 464).

Most valued aspects of the City of Melville



Many value the City of Melville for its location, in particular its close proximity to the river and convenient access to shopping areas, public transport, Perth City and Fremantle.

Residents also love the parks and public open spaces, its safe environment and friendly and neighbourly community.

"Proximity to the river and green spaces - great for the family to enjoy for picnics, walks, exercising. Close to Fremantle and beaches, shopping centres."

"Open space. All amenities across retail, industrial, commercial. Close to Perth CBD. Trains."

"The neighbourhood is friendly, safe and has plenty of open spaces."

"The local parks and your wonderful neighbours, as they are there for you when you need someone to look out for you and your property."

A full list of 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= 411)
Chart shows responses mentioned spontaneously by 5% or more respondents.

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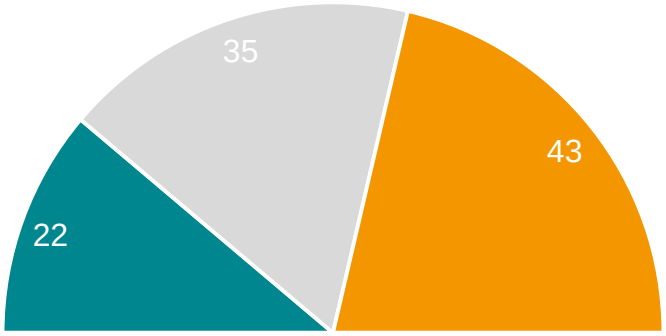
Community Advocacy

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

Community Advocacy

% of respondents



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

Net Promoter Score

Promoters

less

Detractors

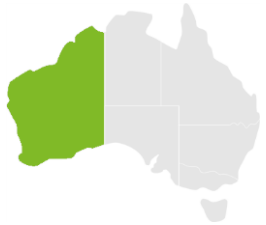
equals

NPS **18**

NPS can range from -100 to +100

MARKYT Industry Standards

Net Promoter Score



City of Melville	18
Industry High	68
Industry Standard*	25

Variances across the community

Net Promoter Score

Total	Home owner	Renting/other	Male	Female	No childr	Have chil 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^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
18	18	35	13	26	20	14	23	16	20	25	18	15	-7	22	14	24	25	16	12	18	33	16	26	-2	26

Q. **How likely are you to recommend the City of Melville as a place to live? Please give a rating out of 10, where 0 is not at all likely and 10 is extremely likely.**

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

** preliminary standard based on results from the first 3 councils. The Industry Standard will be updated with additional councils in June 2018.*

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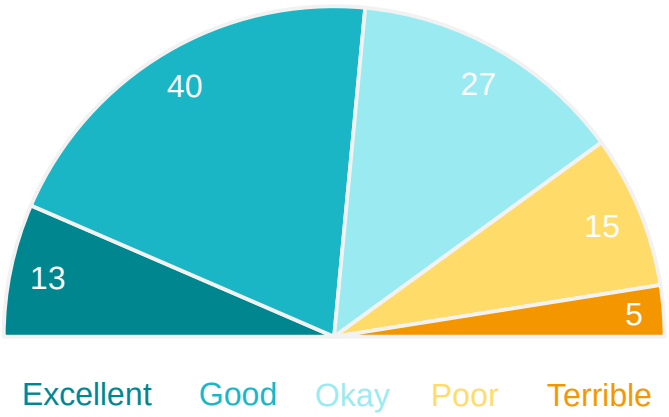
The City of Melville as the organisation that governs the local area

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

80%*

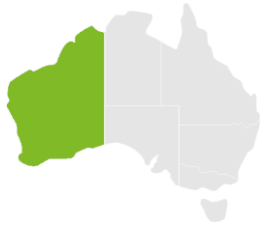


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	60
Industry High	74
Industry Standard	57

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
60	60	87	60	62	57	73	63	57	57	71	58	56	53	65	71	56	67	65	57	53	58	64	62	60	68

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 440).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

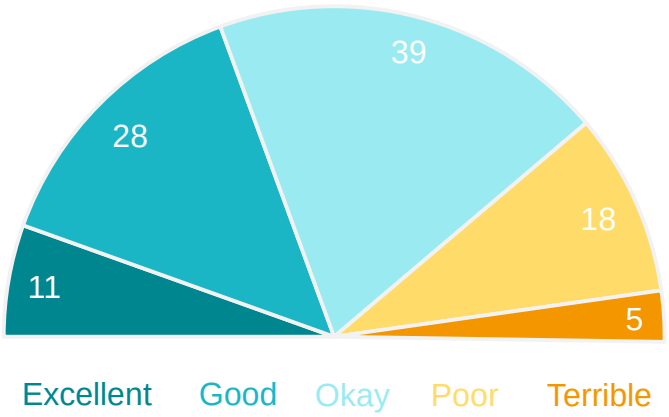
Value for money from Council rates

Performance ratings

% of respondents

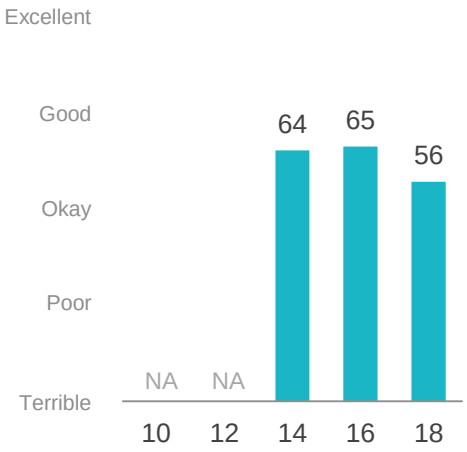
Total Positive Rating
(excellent + good + okay)

77%*



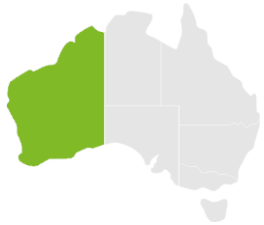
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	56
Industry High	63
Industry Standard	47

Variances across the community

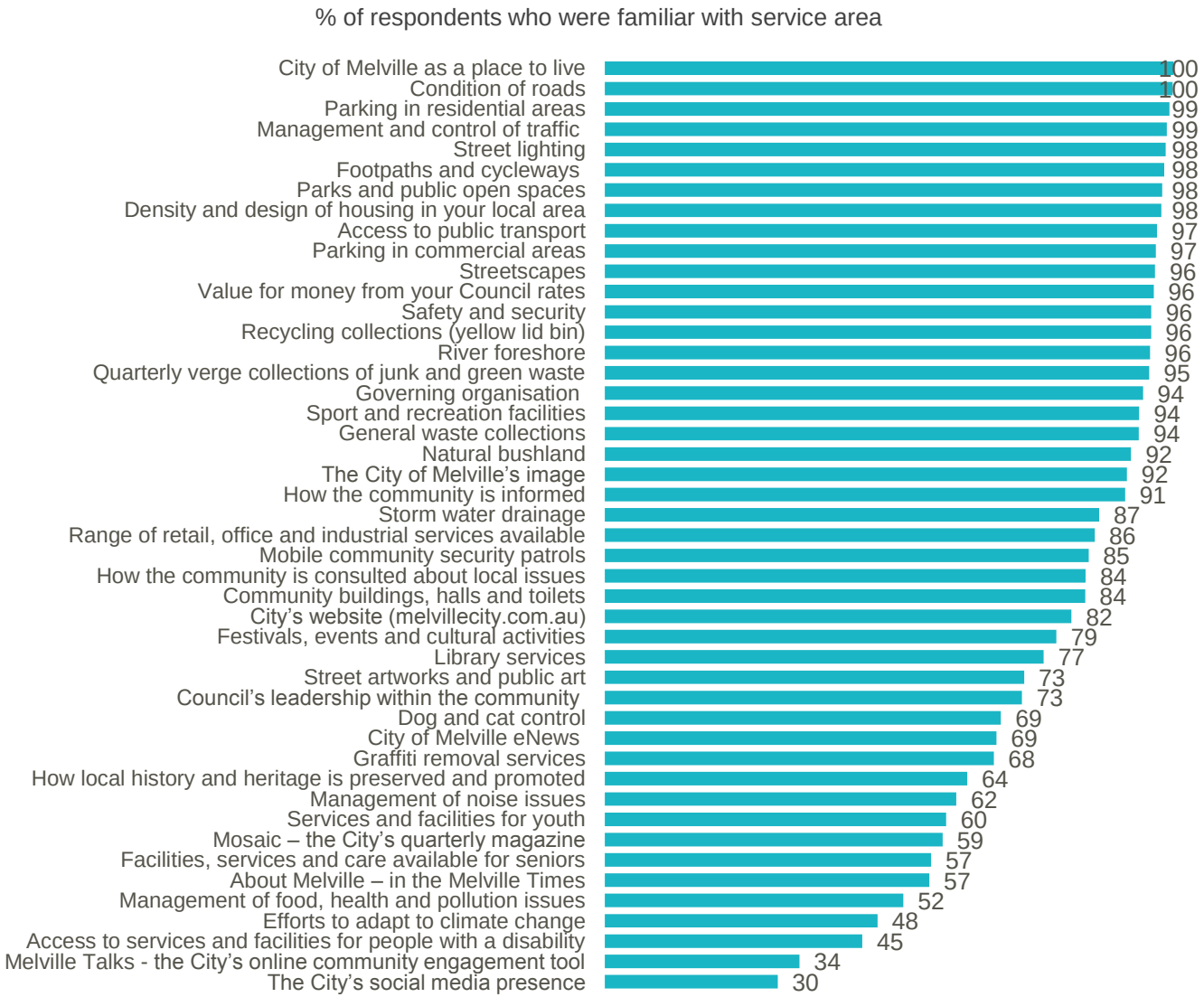
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
56	55	71	56	57	57	57	56	54	52	63	53	53	55	59	56	55	62	57	51	52	55	61	59	51	58

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 448).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Familiarity and Positive Ratings: Local services and facilities

Local services and facilities | familiarity ratings



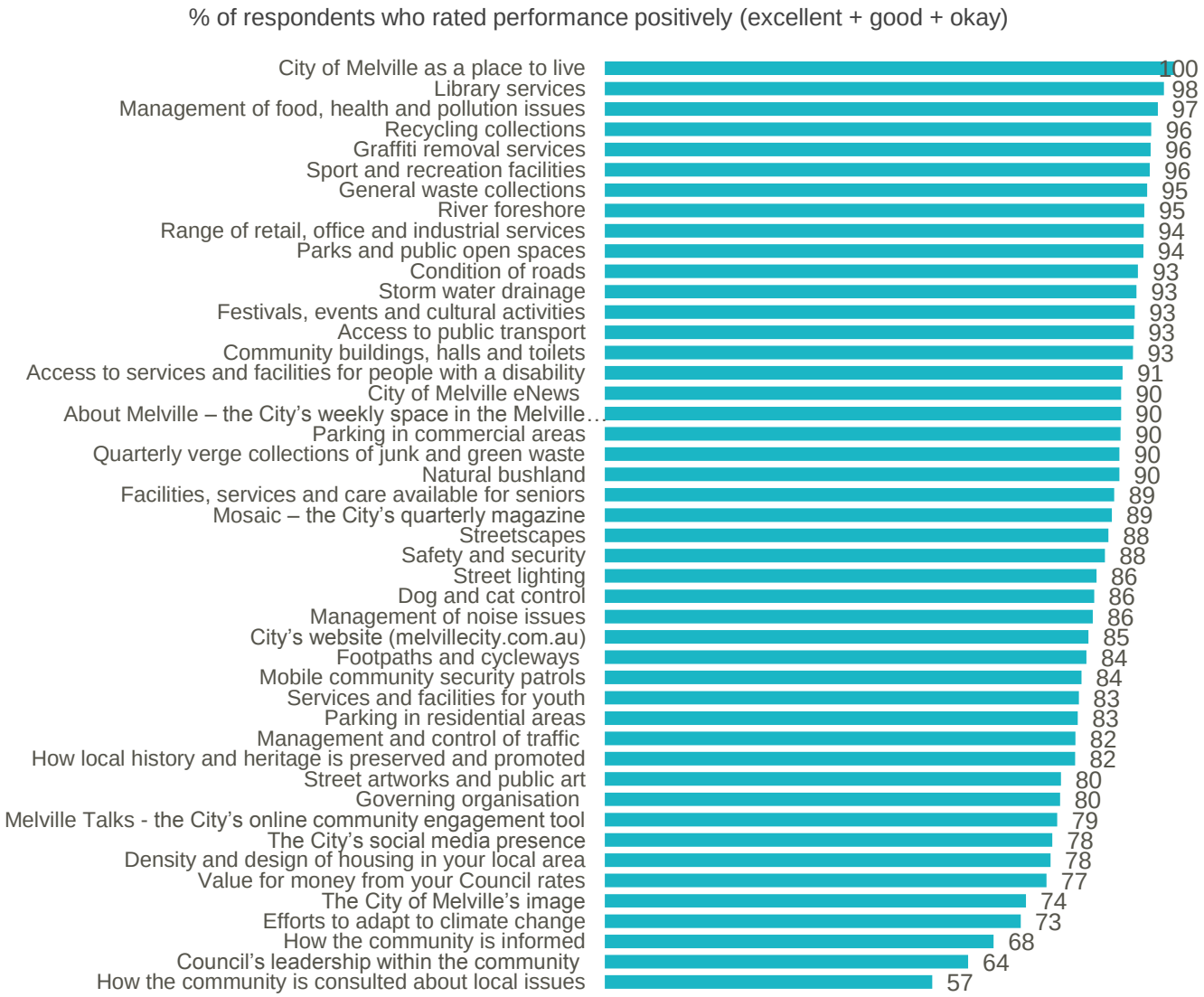
Overall, there is good awareness of the City's services.

There is **high familiarity** with key services, including roads, parking, traffic management, lighting, footpaths and cycleways, decisions around housing density, public transport, waste services, sport and recreation, and safety and security.

There is **lower familiarity** with the City's social media presence, Melville Talks, About Melville in the local newspaper, efforts to adapt to climate change, youth, seniors and disability services and facilities, and how local history and heritage is preserved and promoted.

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

Local services and facilities | positive ratings



The majority of respondents rated local services and facilities positively.

Performance ratings were **highest** for library services, management of food, health and pollution issues, general waste and recycling collections, graffiti removal services, sport and recreation facilities and the river foreshore.

Performance ratings were **lowest** in relation to leadership, community consultation, how the community is informed about what's happening in the local area, efforts to adapt to climate change and the City of Melville's image.

Chart shows proportion of respondents who rated performance positivity (excellent + good + okay)

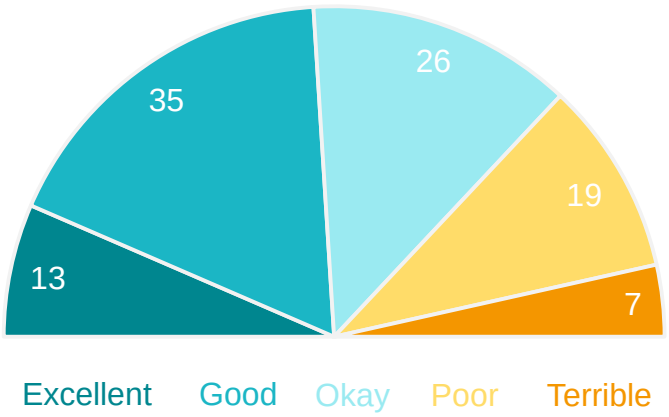
Governance and Communications

City of Melville's image

Performance ratings
% of respondents

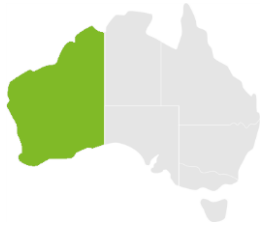
Total Positive Rating
(excellent + good + okay)

74%*



Trend Analysis
Performance Index Score

MARKYT Industry Standards
Performance Index Score



City of Melville	57
Industry High	NA
Industry Standard	NA

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
57	56	81	57	58	55	67	60	59	52	65	56	52	58	64	71	55	64	60	51	51	57	65	59	48	64

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 427).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

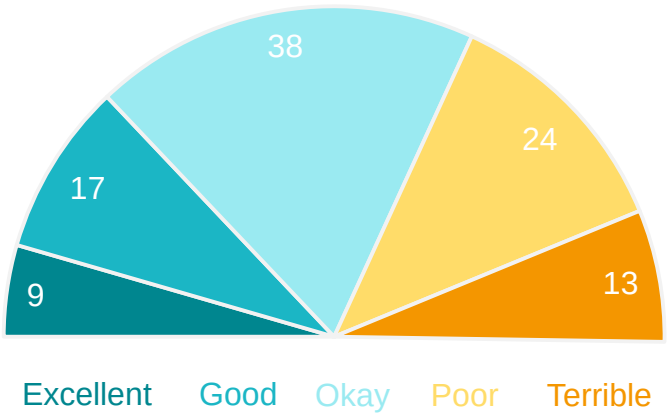
Council's leadership within the community

Performance ratings

% of respondents

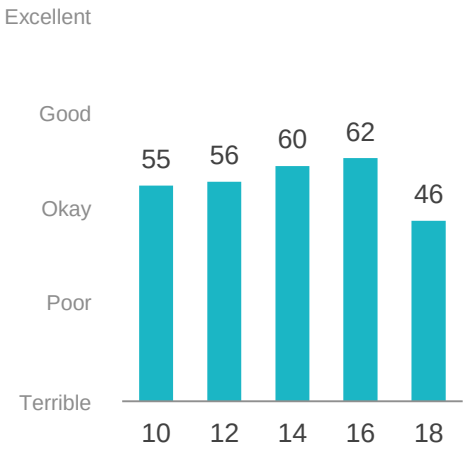
Total Positive Rating
(excellent + good + okay)

64%*



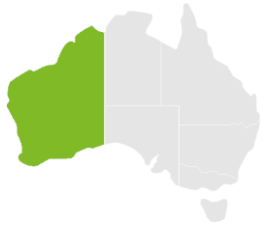
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	46
Industry High	74
Industry Standard	51

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
46	46	74	48	47	45	55	44	46	43	53	45	44	50	51	52	46	58	46	41	43	45	56	50	40	50

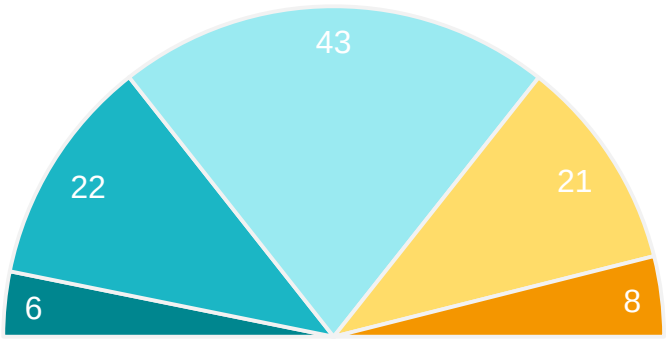
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 341).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

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

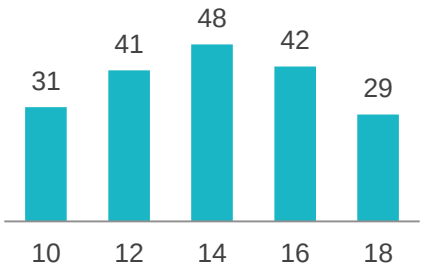
Level of agreement
% of respondents

Total Positive Rating
(strongly agree + agree)

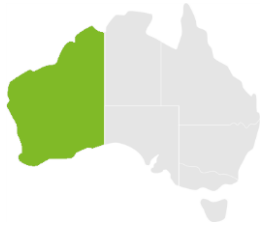
29%*



Trend Analysis
% agree



MARKYT Industry Standards
% agree



City of Melville	29
Industry High	70
Industry Standard	40

Variances across the community
% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
29	28	55	27	31	29	32	37	33	20	33	25	29	23	35	24	32	35	27	22	34	28	35	28	23	29

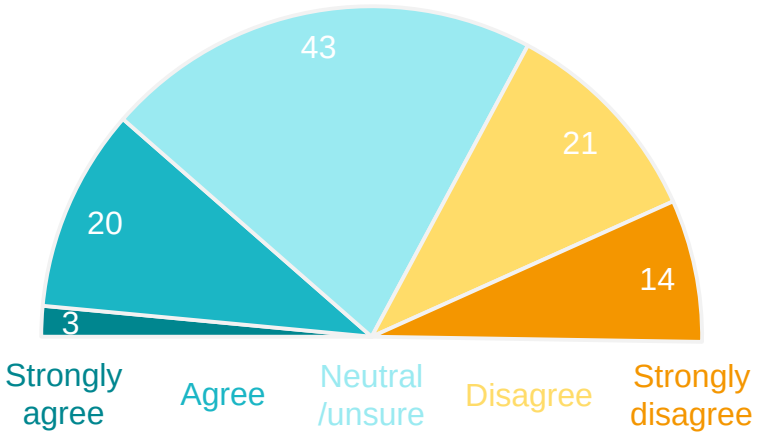
Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 464)
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

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

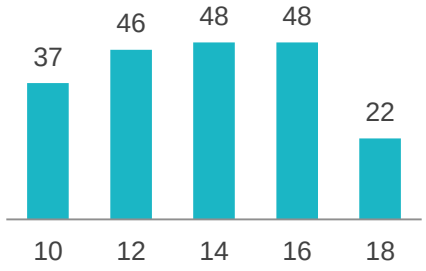
Level of agreement
% of respondents

Total Positive Rating
(strongly agree + agree)

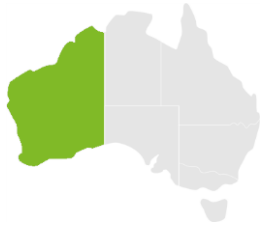
22%*



Trend Analysis
% agree



MARKYT Industry Standards
% agree



City of Melville	22
Industry High	60
Industry Standard	35

Variances across the community
% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
22	21	64	21	24	21	26	28	29	23	23	26	18	33	23	28	24	23	25	16	16	27	25	27	11	31

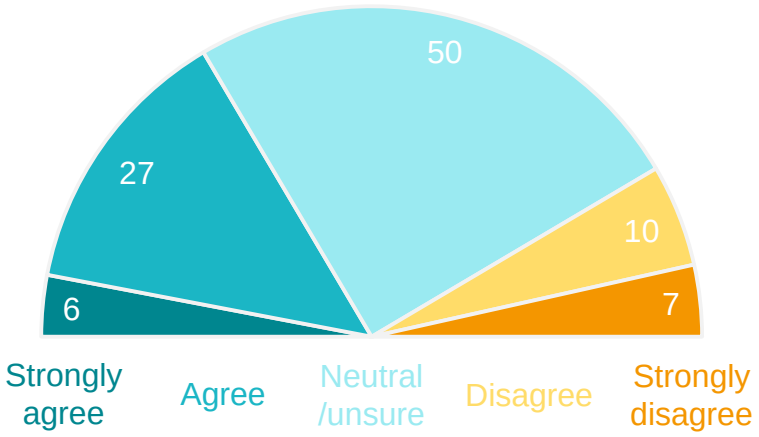
Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 464).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Staff have a good understanding of community needs

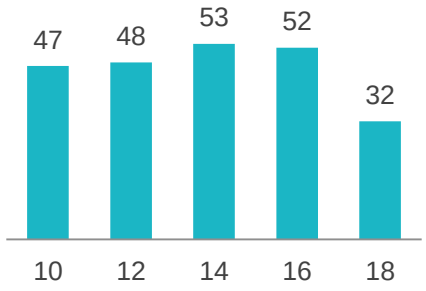
Level of agreement
% of respondents

Total Positive Rating
(strongly agree + agree)

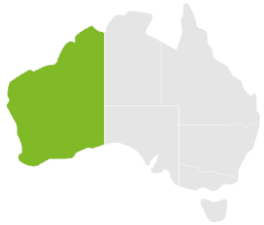
32%*



Trend Analysis
% agree



MARKYT Industry Standards
% agree



City of Melville	32
Industry High	62
Industry Standard	39

Variances across the community
% agree

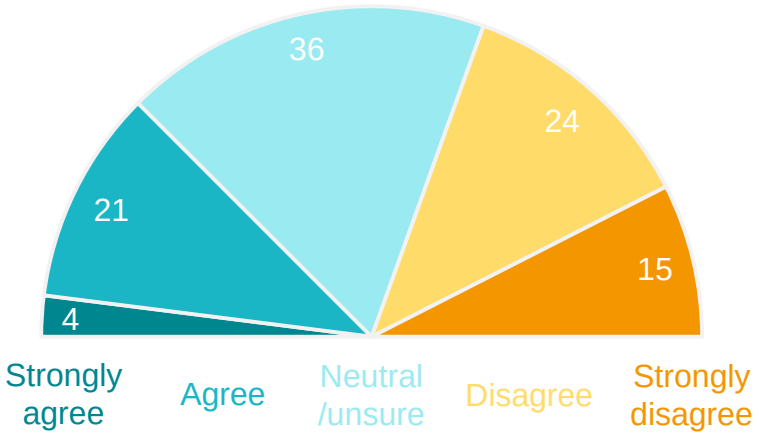
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
32	31	82	29	36	35	31	33	33	27	33	33	31	48	31	52	33	41	34	25	23	32	34	46	22	42

Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 464).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

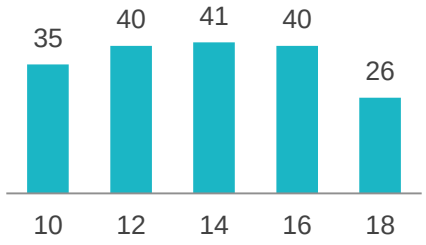
The City clearly explains reasons for its decisions and how residents' views have been taken into account

Level of agreement
% of respondents

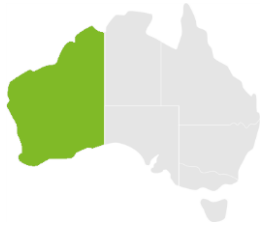
Total Positive Rating
(strongly agree + agree)
26%*



Trend Analysis
% agree



MARKYT Industry Standards
% agree



City of Melville	26
Industry High	62
Industry Standard	31

Variances across the community
% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
26	25	64	26	27	24	34	29	24	21	35	23	22	32	29	37	26	28	33	17	24	26	27	27	12	45

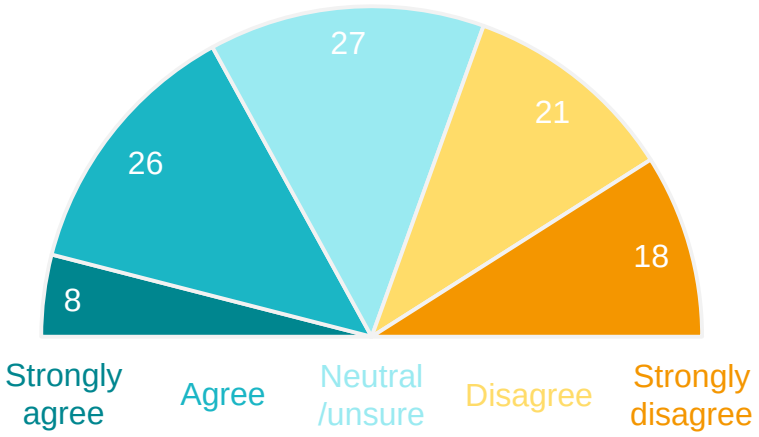
Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 462).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

I trust the City to make decisions on my behalf that are in the best interests of the community as a whole

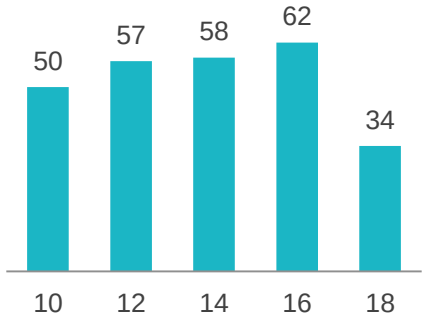
Level of agreement
% of respondents

Total Positive Rating
(strongly agree + agree)

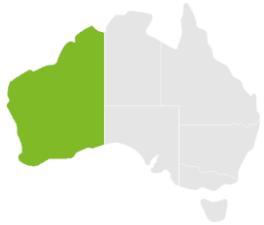
34%*



Trend Analysis
% agree



MARKYT Industry Standards
% agree



City of Melville	34
Industry High	49
Industry Standard	43

Variances across the community
% agree

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
34	33	71	35	34	32	51	33	27	25	52	32	24	31	32	71	31	44	40	25	20	30	41	45	29	43

Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 464).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

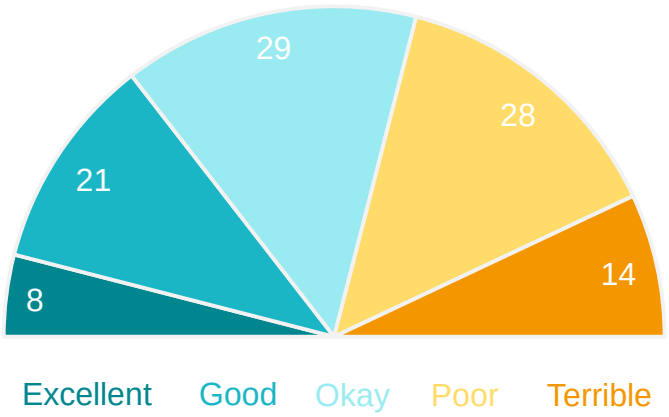
How the community is consulted about local issues

Performance ratings

% of respondents

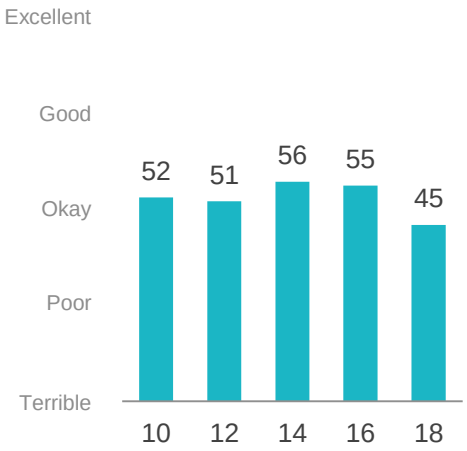
Total Positive Rating
(excellent + good + okay)

57%*



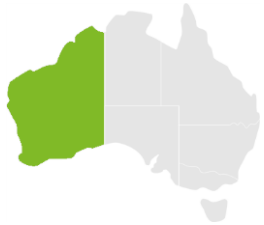
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	45
Industry High	64
Industry Standard	47

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
45	44	78	46	46	44	54	46	40	41	56	44	40	44	51	53	44	53	49	38	39	45	55	46	35	54

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 393).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

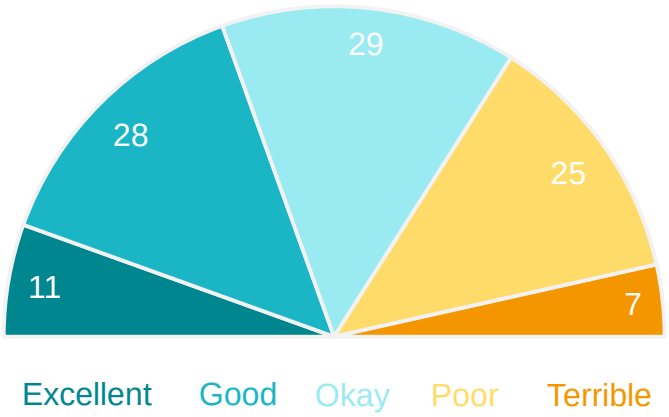
How the community is informed about what's happening in the local area (including local issues. events, services and facilities)

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

68%*

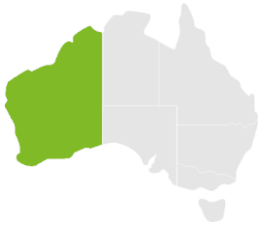


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	53
Industry High	68
Industry Standard	51

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
53	52	83	52	55	52	59	57	49	49	60	53	48	55	57	64	51	60	53	51	44	56	60	58	45	56

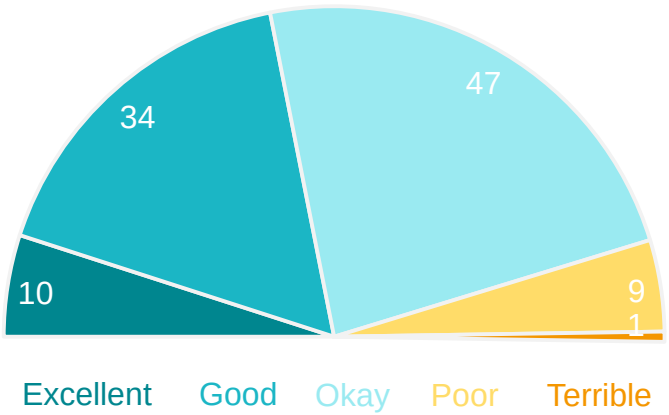
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 425).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

About Melville | weekly space in Melville Times

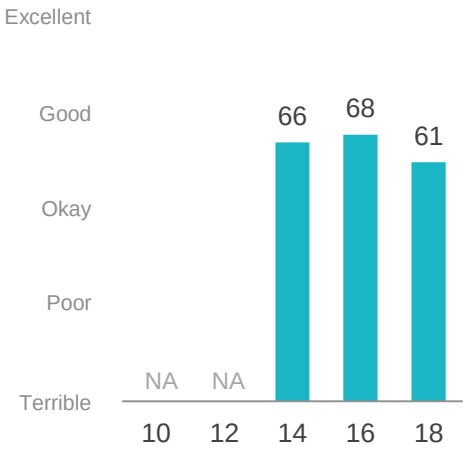
Performance ratings
% of respondents

Total Positive Rating
(excellent + good + okay)

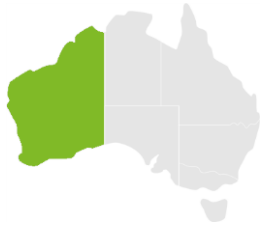
90%*



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



City of Melville	61
Industry High	67
Industry Standard	60

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
61	61	72	57	64	59	68	64	60	60	66	63	58	**50**	63	67	58	69	63	57	57	58	66	64	59	63

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 265).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

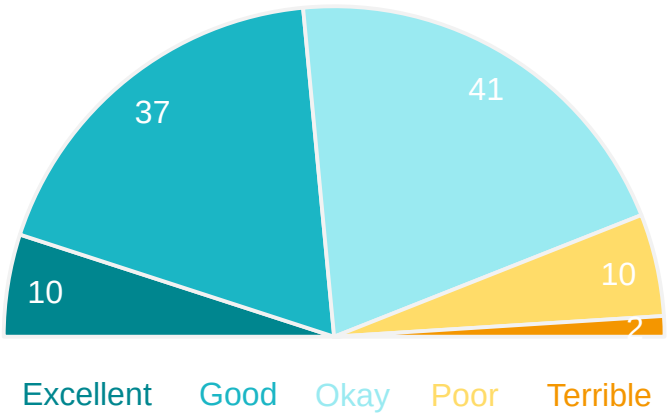
Mosaic | quarterly magazine

Performance ratings

% of respondents

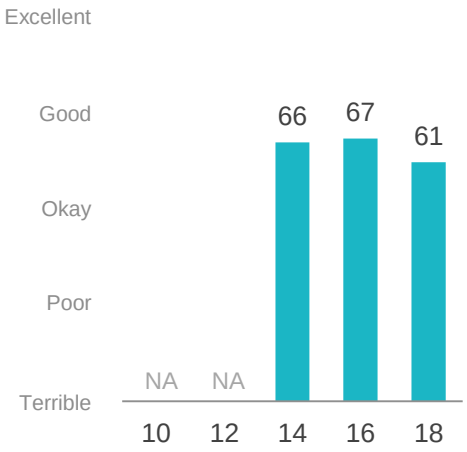
Total Positive Rating
(excellent + good + okay)

89%*



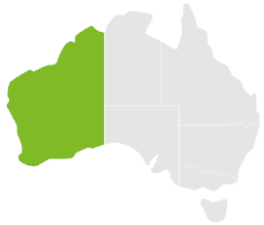
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	61
Industry High	76
Industry Standard	62

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
61	61	72	57	65	60	69	61	60	58	66	59	60	58	62	62	58	65	65	61	54	63	63	61	61	67

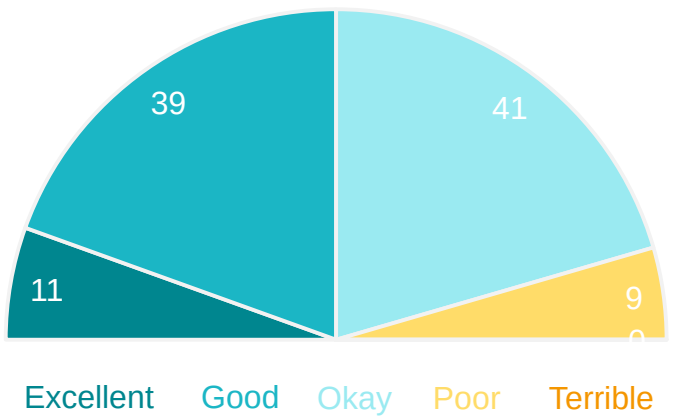
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 276).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

City of Melville eNews

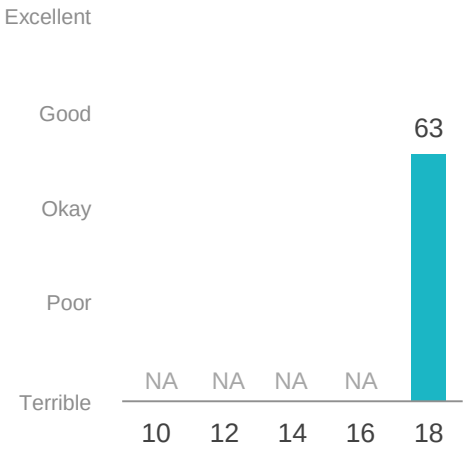
Performance ratings
% of respondents

Total Positive Rating
(excellent + good + okay)

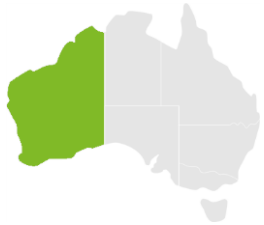
90%*



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



City of Melville	63
Industry High	69
Industry Standard	61

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
63	63	74	59	67	64	67	65	61	59	69	63	61	63	66	64	63	67	63	60	60	62	67	65	60	64

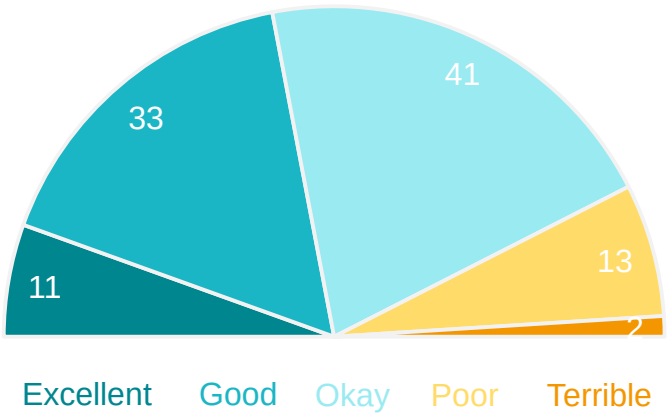
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 320).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

City's website | melvillecity.com.au

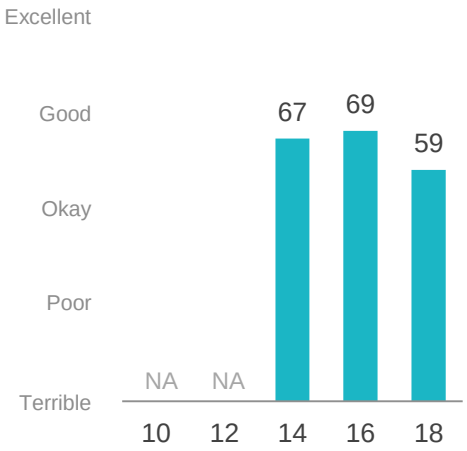
Performance ratings
% of respondents

Total Positive Rating
(excellent + good + okay)

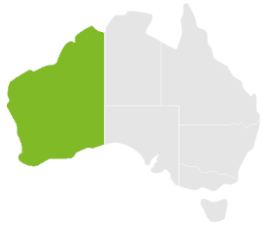
85%*



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



City of Melville	59
Industry High	69
Industry Standard	60

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
59	59	72	59	60	61	58	58	58	60	62	58	58	58	61	64	59	65	56	58	55	62	65	63	55	54

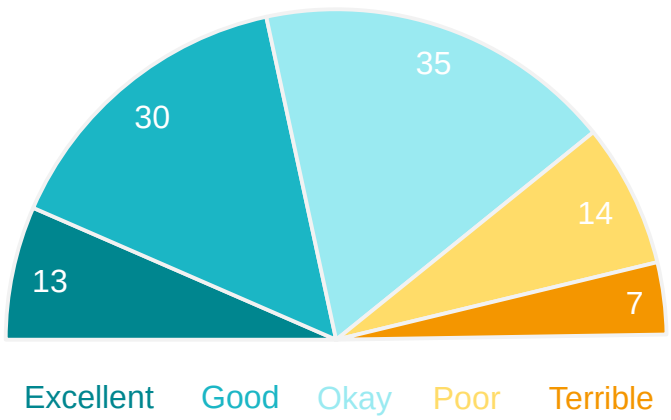
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 381).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

The City's social media presence
(on Facebook, Twitter, Instagram, Linkedin, etc)

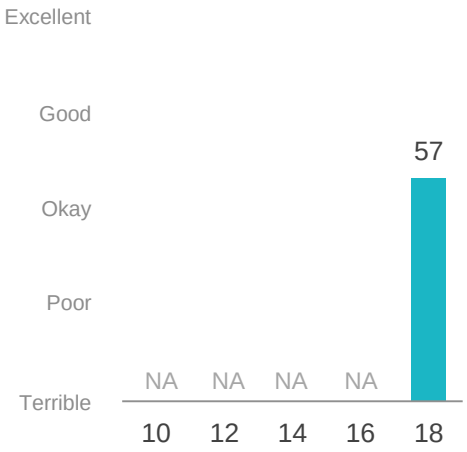
Performance ratings
% of respondents

Total Positive Rating
(excellent + good + okay)

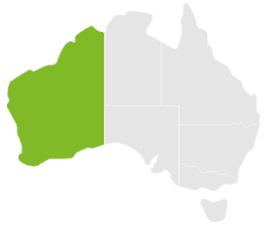
78%*



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



City of Melville	57
Industry High	73
Industry Standard	55

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
57	55	90	51	62	56	65	61	46	48	71	54	47	48	56	65	47	72	58	57	40	53	69	63	56	59

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 141).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

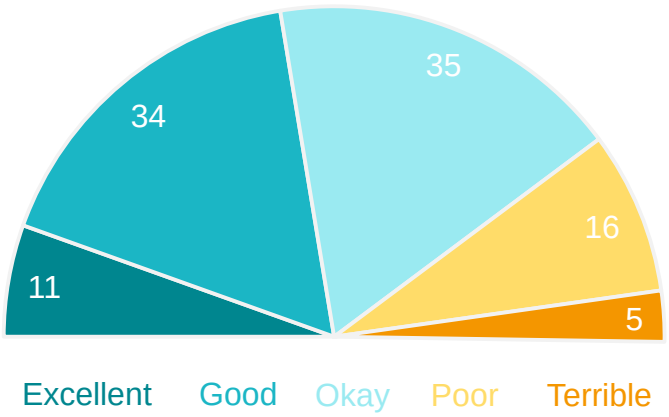
Melville Talks | online community engagement tool

Performance ratings

% of respondents

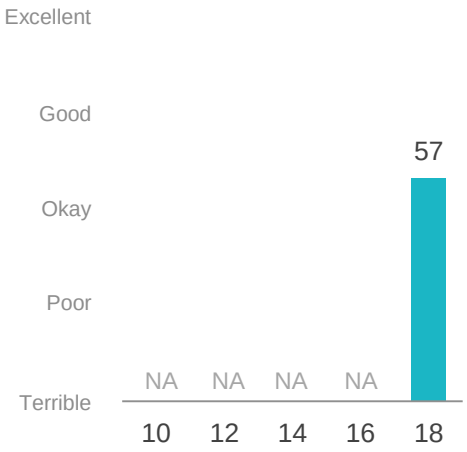
Total Positive Rating
(excellent + good + okay)

79%*



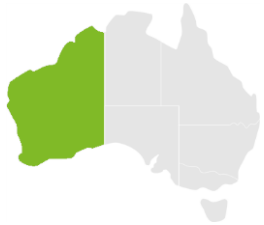
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	57
Industry High	57
Industry Standard	52

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
57	56	89	56	59	59	66	55	43	47	74	53	51	37	59	62	52	65	60	55	50	47	66	60	60	65

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 159).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

CATALYSE

Economic Development

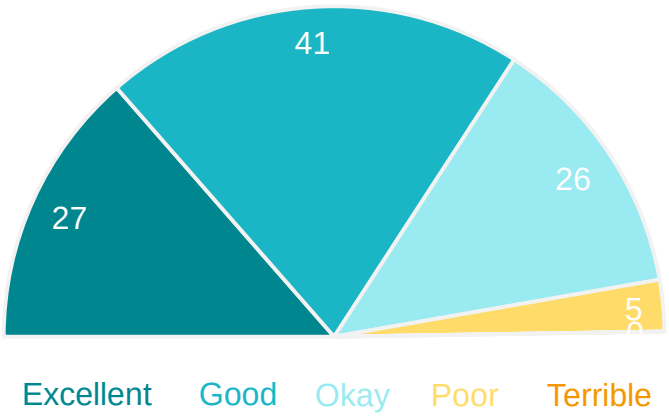
Range of retail, office and industrial services available in the City of Melville to meet your needs

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

94%*

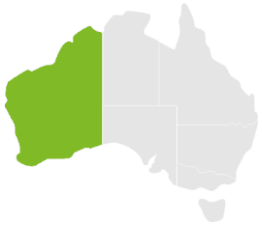


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	73
Industry High	NA
Industry Standard	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City Palmyra/ Melville /Willagee	University
73	72	87	72	74	72	74	72	74	74	72	73	72	67	75	79	72	77	76	65	69	72	74	75	66	80

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 400).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

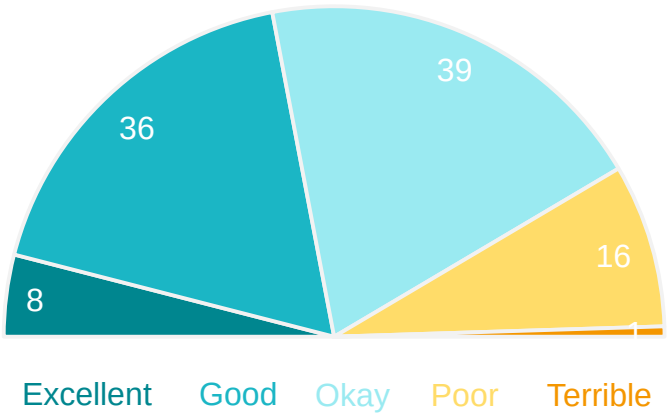
Community Services and Facilities

Services and facilities for youth

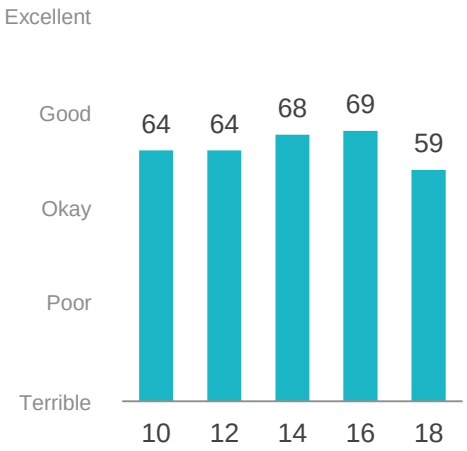
Performance ratings
% of respondents

Total Positive Rating
(excellent + good + okay)

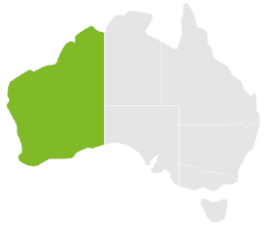
83%*



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



City of Melville	59
Industry High	65
Industry Standard	51

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
59	58	88	58	60	59	61	59	54	57	63	55	59	52	62	58	61	62	54	58	59	59	59	64	55	58

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 279).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

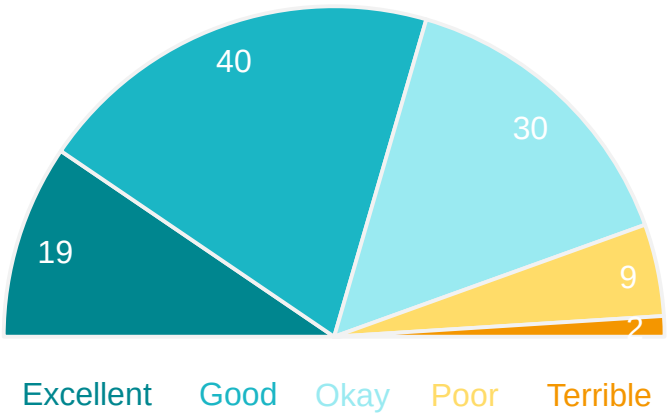
Facilities, services and care available for seniors

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

89%*

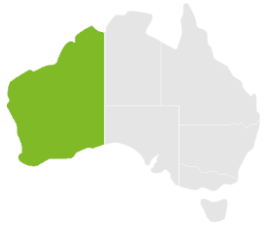


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	67
Industry High	67
Industry Standard	57

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
67	66	84	63	70	65	73	72	69	66	79	69	61	62	70	71	65	69	71	65	63	65	69	68	66	72

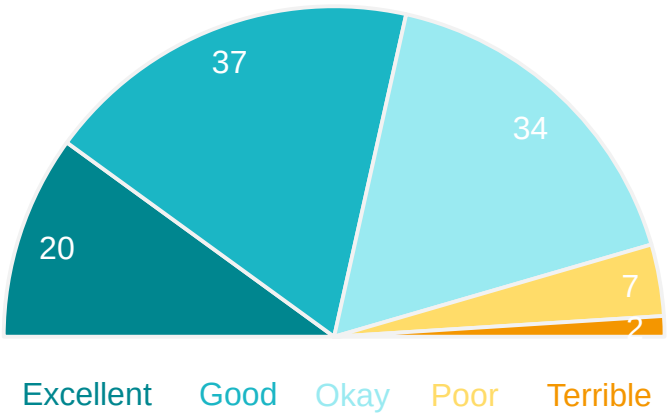
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 267).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Access to services and facilities for people with a disability

Performance ratings
% of respondents

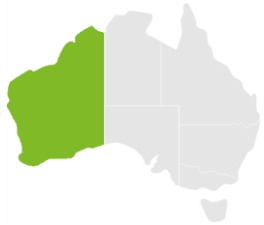
Total Positive Rating
(excellent + good + okay)

91%*



Trend Analysis
Performance Index Score

MARKYT Industry Standards
Performance Index Score



City of Melville	66
Industry High	66
Industry Standard	55

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
66	65	88	65	69	67	65	68	68	62	78	67	61	67	69	63	69	65	69	61	65	58	68	71	62	74

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 210).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

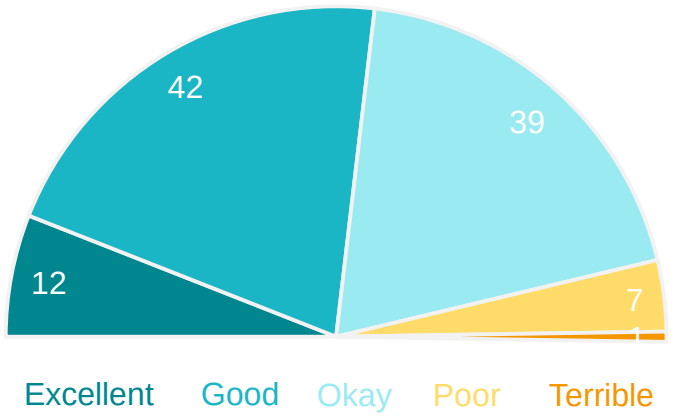
Community buildings, halls and toilets

Performance ratings

% of respondents

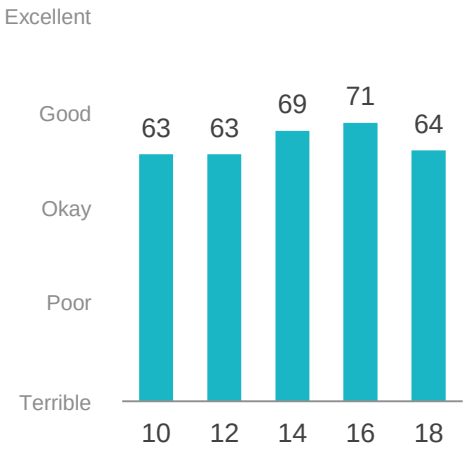
Total Positive Rating
(excellent + good + okay)

93%*



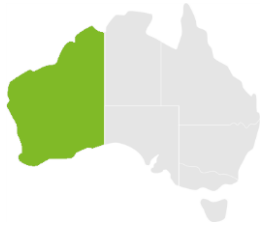
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	64
Industry High	77
Industry Standard	58

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
64	64	83	64	65	65	64	67	63	61	69	63	62	63	65	57	66	63	65	62	64	65	64	66	60	67

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 392).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

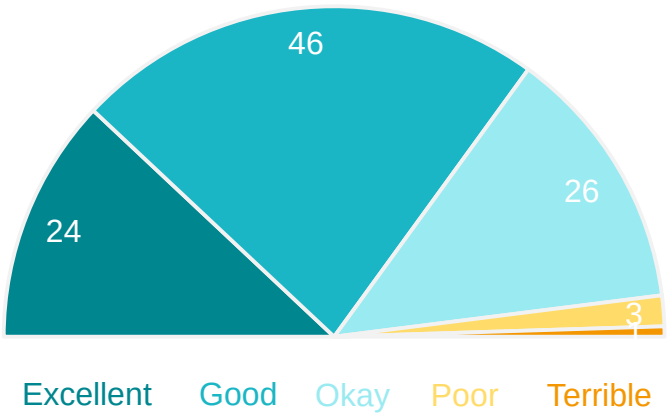
Sport and recreation facilities

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

96%*

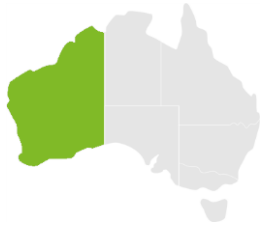


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	72
Industry High	77
Industry Standard	65

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
72	72	84	70	74	72	73	74	70	68	78	71	68	72	72	73	73	70	76	68	70	72	67	77	71	74

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 436).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

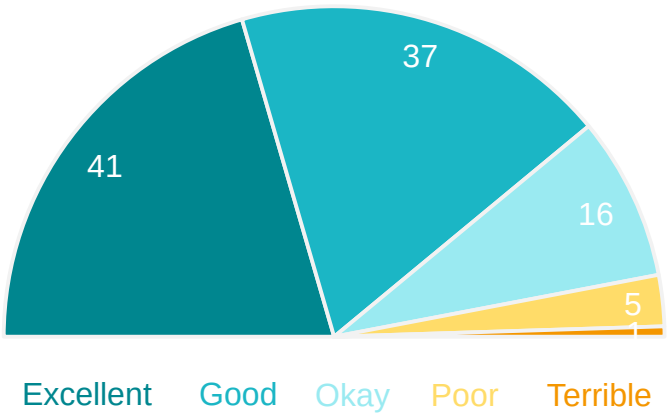
Parks and public open spaces

Performance ratings

% of respondents

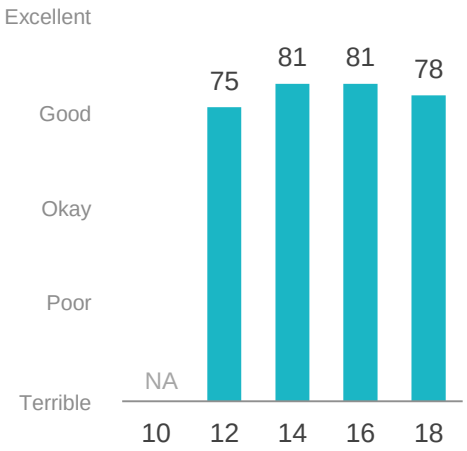
Total Positive Rating
(excellent + good + okay)

94%*



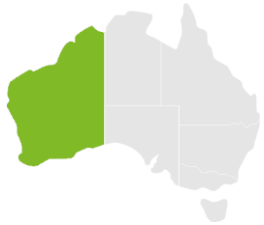
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	78
Industry High	NA
Industry Standard	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
78	78	82	78	79	77	81	80	82	76	85	79	73	78	79	81	79	77	81	76	74	80	75	83	78	81

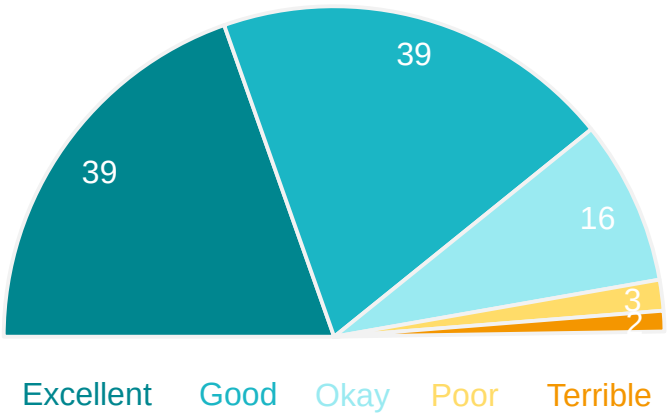
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 455).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

River foreshore

Performance ratings
% of respondents

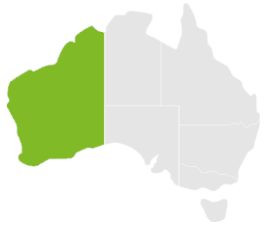
Total Positive Rating
(excellent + good + okay)

95%*



Trend Analysis
Performance Index Score

MARKYT Industry Standards
Performance Index Score



City of Melville	77
Industry High	NA
Industry Standard	NA

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
77	77	82	77	78	77	78	82	82	75	83	78	73	71	81	84	79	74	78	78	77	79	71	78	78	81

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 445).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Art and Culture

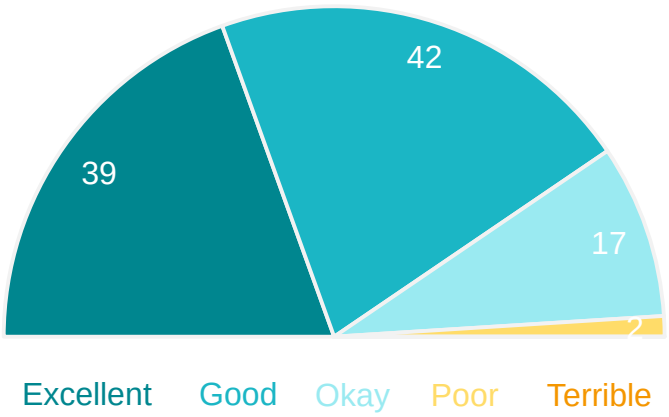
Library services

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

98%*

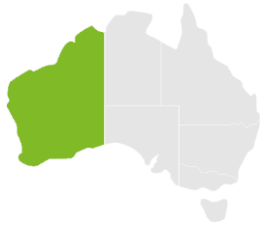


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	79
Industry High	89
Industry Standard	72

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
79	79	92	78	81	79	82	80	79	76	86	78	78	75	83	72	79	80	80	80	77	81	79	79	79	82

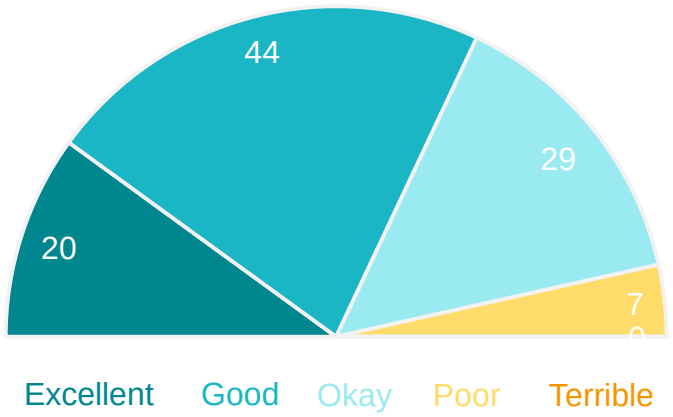
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 358).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Festivals, events and cultural activities

Performance ratings
% of respondents

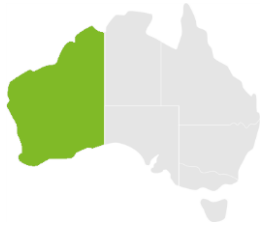
Total Positive Rating
(excellent + good + okay)

93%*



Trend Analysis
Performance Index Score

MARKYT Industry Standards
Performance Index Score



City of Melville	69
Industry High	83
Industry Standard	64

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
69	69	85	65	74	69	70	73	68	67	72	69	67	67	73	70	70	66	72	68	68	75	65	68	68	71

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 369).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

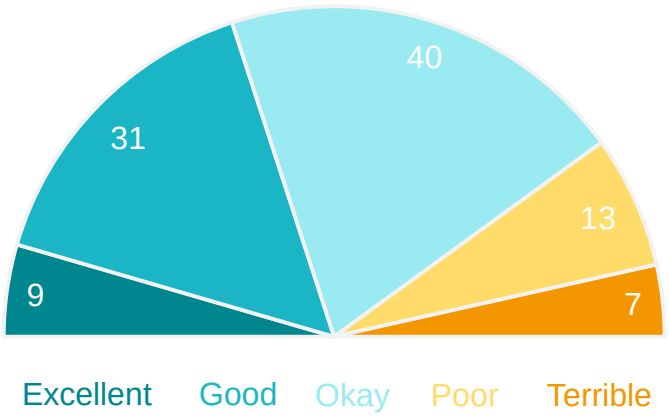
Street artworks and public art

Performance ratings

% of respondents

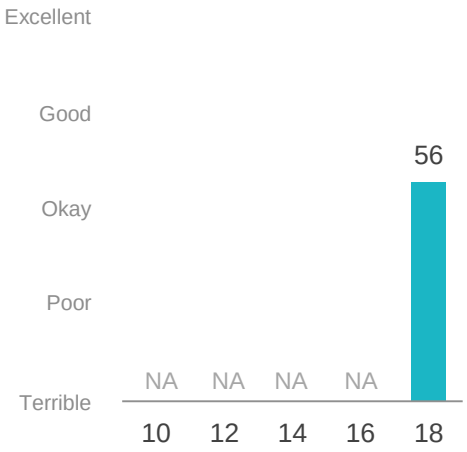
Total Positive Rating
(excellent + good + okay)

80%*



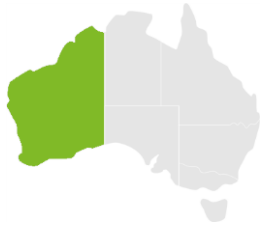
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	56
Industry High	65
Industry Standard	58

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
56	55	81	51	61	57	55	59	53	55	54	55	57	59	60	53	60	59	53	51	57	57	57	64	45	58

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 342).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

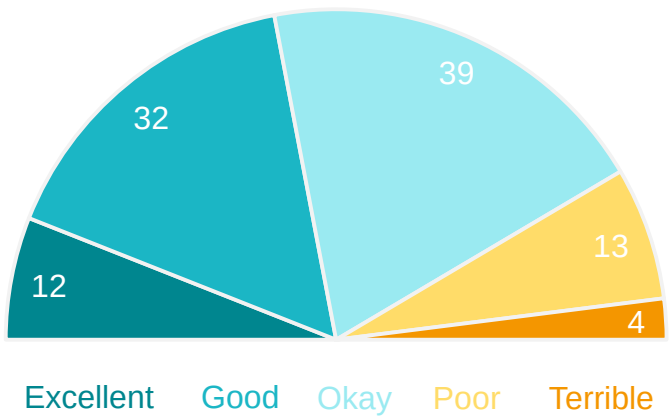
How local history and heritage is preserved and promoted

Performance ratings

% of respondents

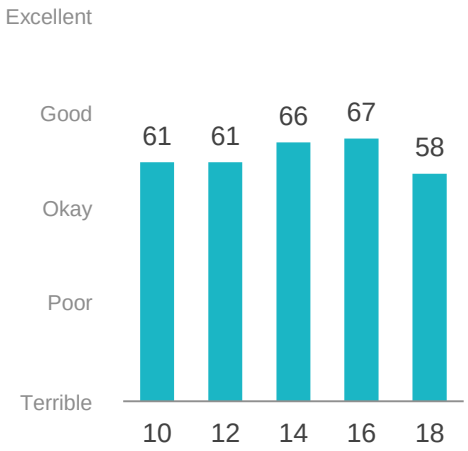
Total Positive Rating
(excellent + good + okay)

82%*



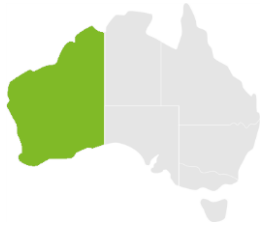
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	58
Industry High	79
Industry Standard	62

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
58	58	84	57	62	59	60	61	59	58	59	57	60	51	60	58	60	64	52	59	55	63	67	61	52	59

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 296).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Safety and Security

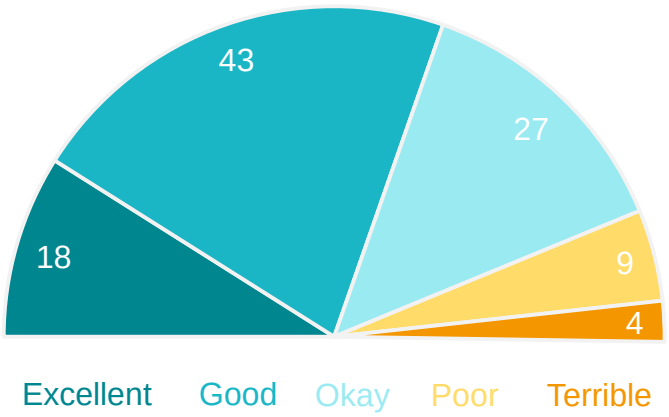
Safety and security

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

88%*

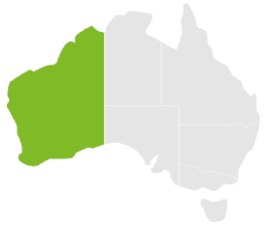


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	66
Industry High	75
Industry Standard	54

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
66	65	88	66	66	66	69	62	**61**	64	72	63	63	64	69	69	67	73	64	**60**	68	64	76	65	**54**	73

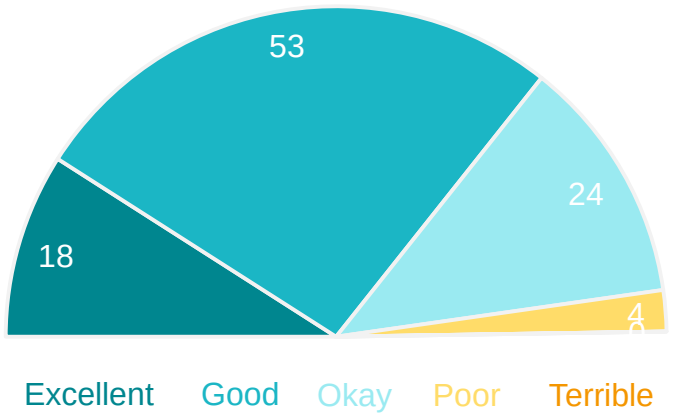
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 446).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Graffiti removal services

Performance ratings
% of respondents

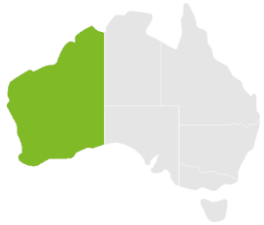
Total Positive Rating
(excellent + good + okay)

96%*



Trend Analysis
Performance Index Score

MARKYT Industry Standards
Performance Index Score



City of Melville	71
Industry High	71
Industry Standard	65

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
71	71	90	71	72	71	71	70	70	71	76	71	69	73	73	75	73	73	71	69	71	70	74	73	67	77

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 318).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

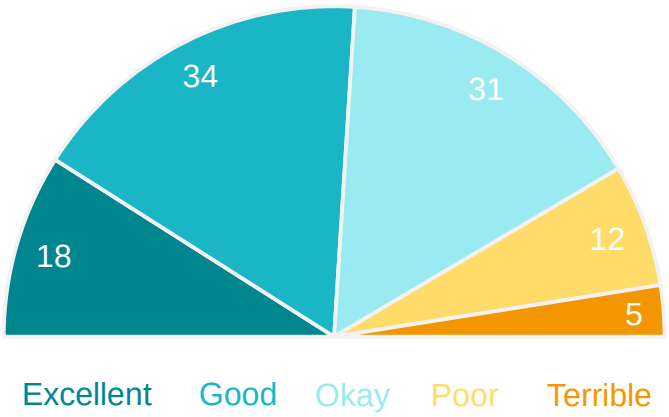
Mobile community security patrols

Performance ratings

% of respondents

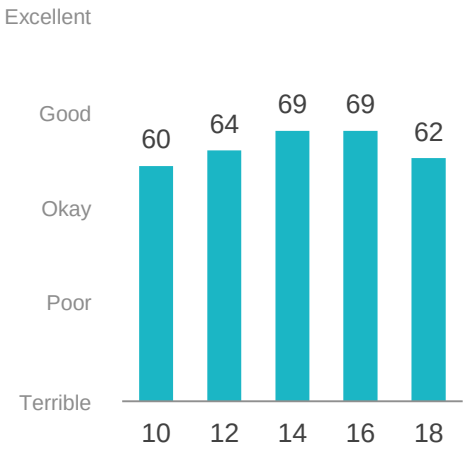
Total Positive Rating
(excellent + good + okay)

84%*



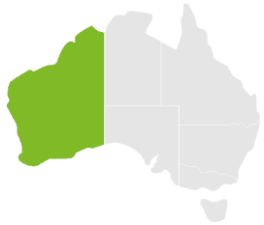
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	62
Industry High	62
Industry Standard	52

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
62	62	82	60	65	62	65	61	59	60	72	60	59	59	64	60	63	70	65	54	61	60	70	66	52	71

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 395).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Built Environment

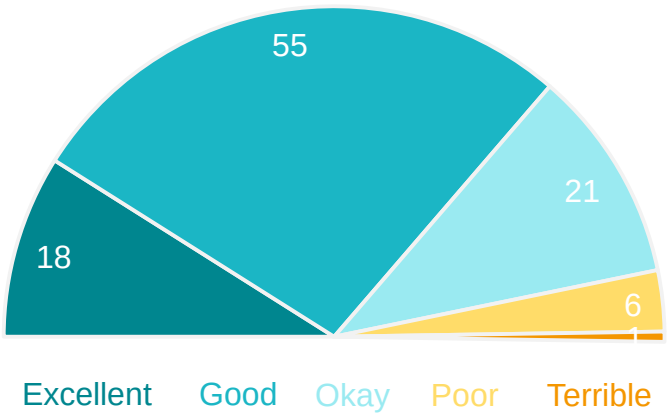
Condition of roads

Performance ratings

% of respondents

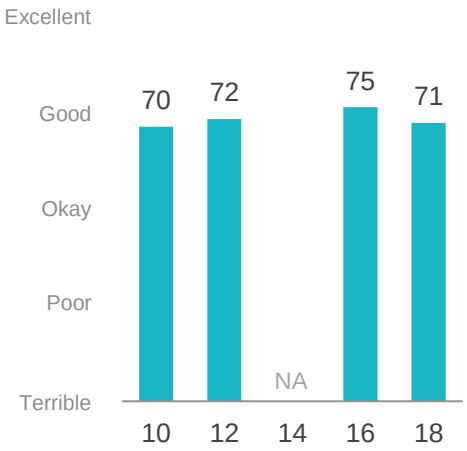
Total Positive Rating
(excellent + good + okay)

93%*



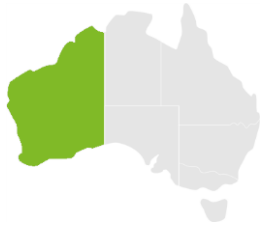
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	71
Industry High	80
Industry Standard	55

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
71	70	84	71	70	72	72	71	67	70	77	68	68	70	74	75	72	74	72	65	71	71	75	72	67	71

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 464).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

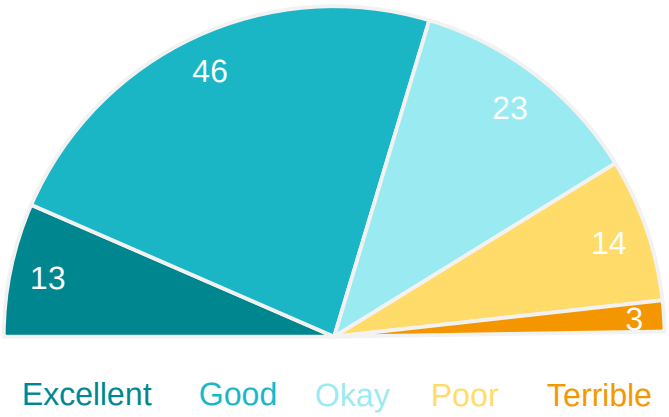
Management and control of traffic

Performance ratings

% of respondents

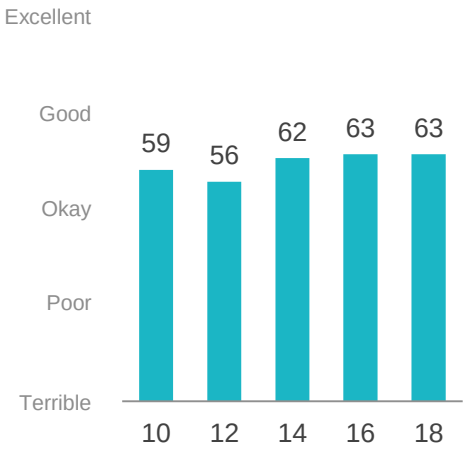
Total Positive Rating
(excellent + good + okay)

82%*



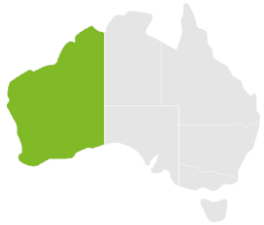
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	63
Industry High	67
Industry Standard	54

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
63	62	82	65	62	63	67	62	61	60	75	58	58	55	65	67	61	70	65	59	55	58	70	68	63	66

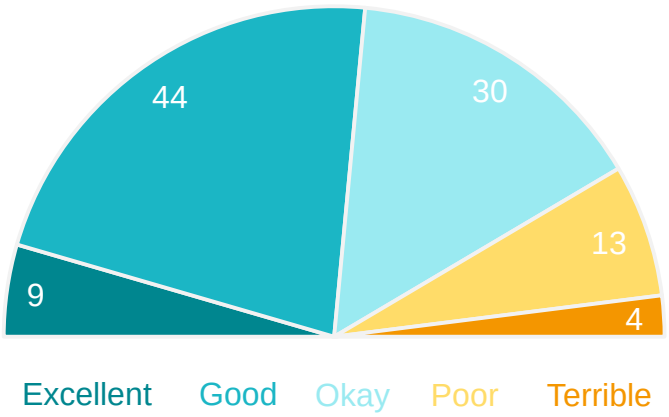
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 459).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Parking in residential areas

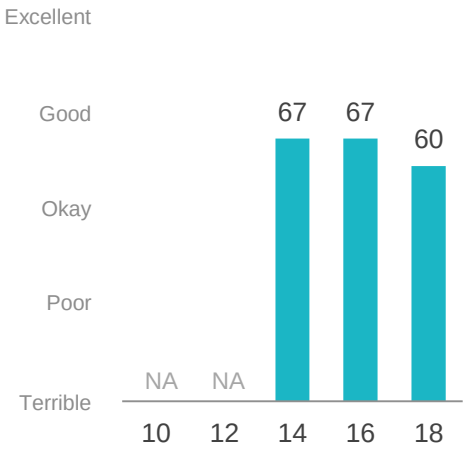
Performance ratings
% of respondents

Total Positive Rating
(excellent + good + okay)

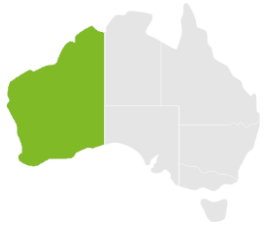
83%*



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



City of Melville	60
Industry High	NA
Industry Standard	NA

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
60	60	82	62	60	58	68	62	62	57	67	61	55	50	63	68	57	66	65	55	50	58	66	64	59	67

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 461).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

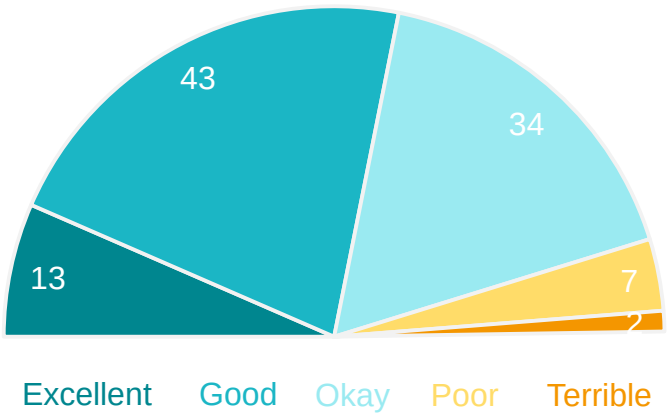
Parking in commercial areas

Performance ratings

% of respondents

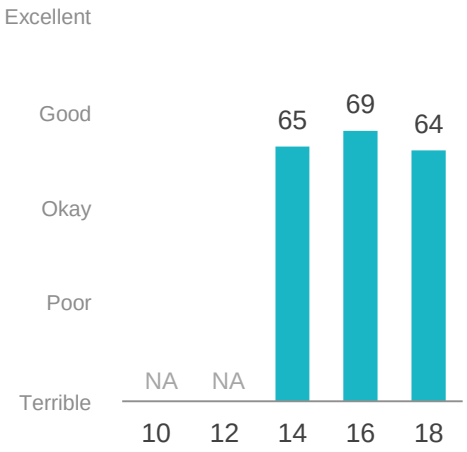
Total Positive Rating
(excellent + good + okay)

90%*



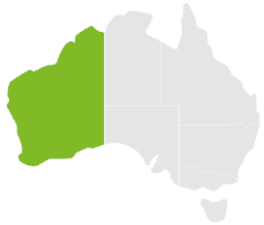
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	64
Industry High	64
Industry Standard	56

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
64	64	76	68	62	64	69	64	63	60	75	63	58	63	65	70	61	69	69	61	54	63	68	68	65	70

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 450).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

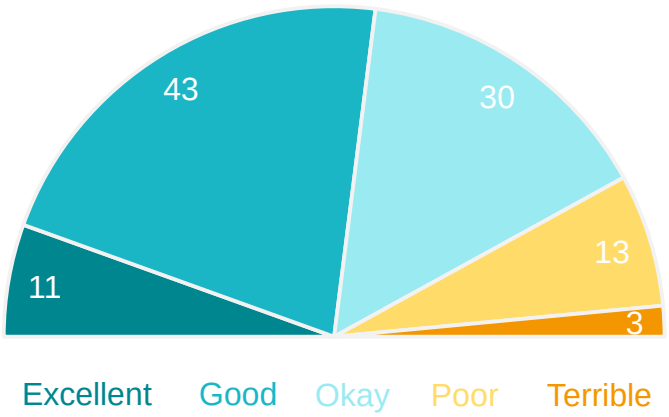
Footpaths and cycleways

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

84%*

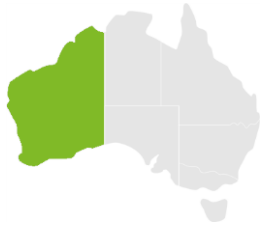


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	62
Industry High	71
Industry Standard	53

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
62	62	79	62	63	61	62	63	66	62	65	63	59	**48**	62	64	63	68	60	58	63	59	68	63	**56**	66

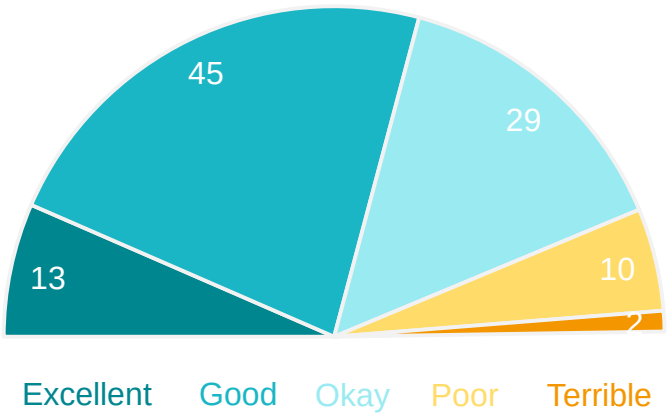
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 457).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Streetscapes

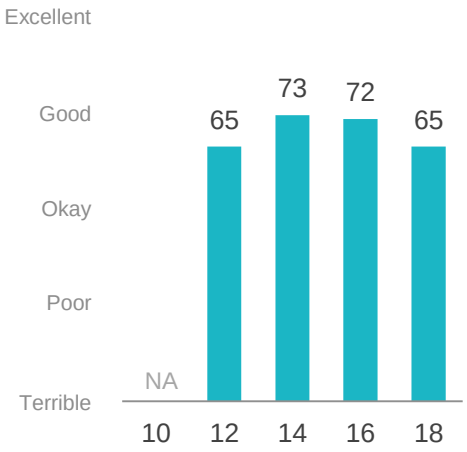
Performance ratings
% of respondents

Total Positive Rating
(excellent + good + okay)

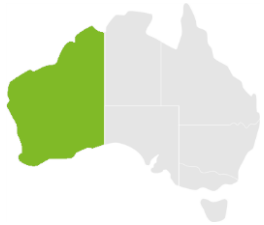
88%*



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



City of Melville	65
Industry High	83
Industry Standard	55

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
65	64	82	64	67	65	65	68	64	67	69	64	62	65	66	73	70	66	61	62	67	64	63	73	58	67

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 449).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

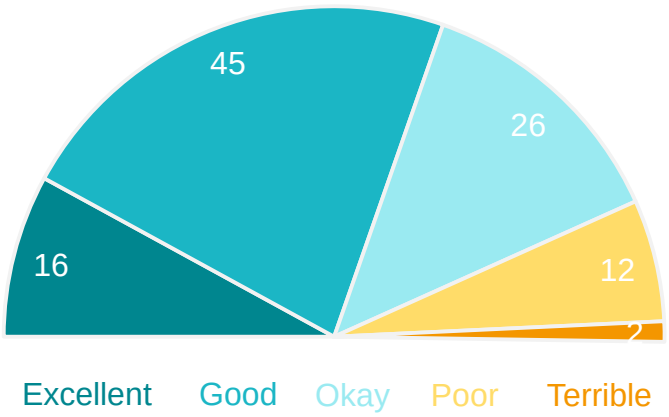
Street lighting

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

86%*

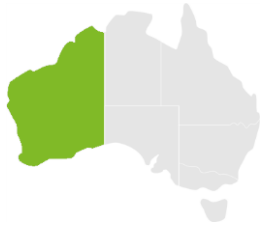


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	65
Industry High	65
Industry Standard	56

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
65	65	77	67	63	65	68	64	65	64	69	64	63	65	65	67	67	70	64	58	63	66	71	71	55	68

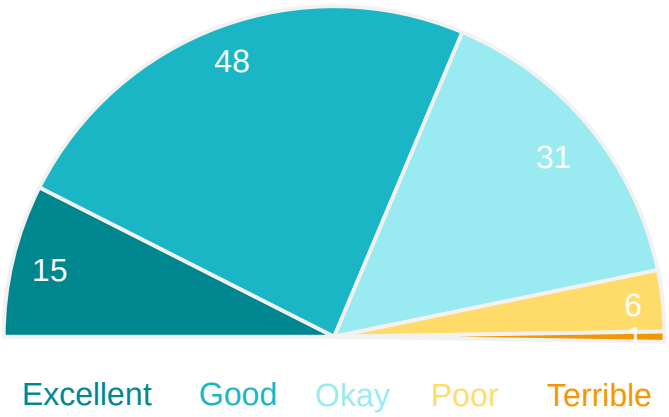
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 458).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Storm water drainage

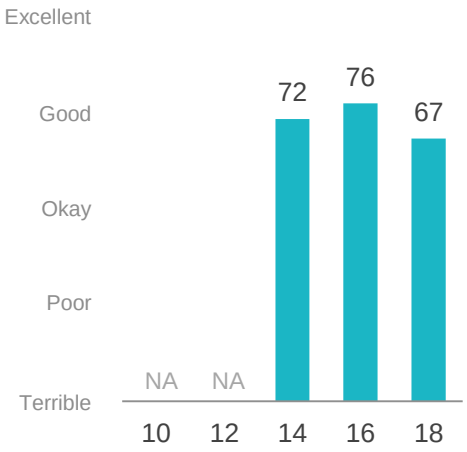
Performance ratings
% of respondents

Total Positive Rating
(excellent + good + okay)

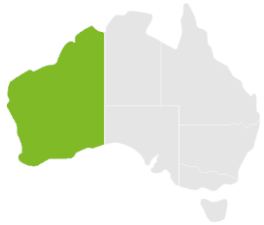
93%*



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



City of Melville	67
Industry High	79
Industry Standard	54

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
67	67	77	71	64	67	72	66	68	67	75	67	64	70	69	57	69	71	70	60	63	66	73	71	63	71

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 404).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

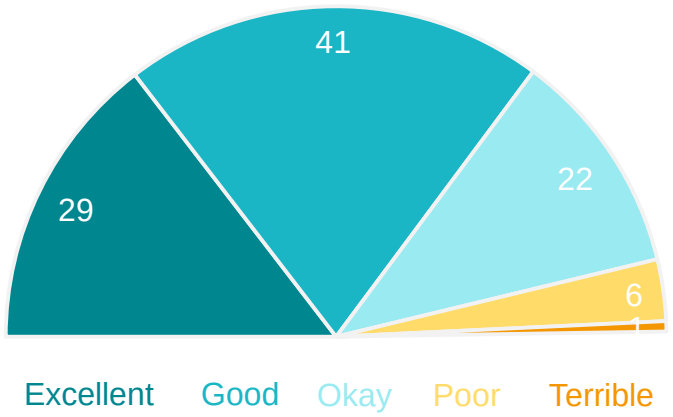
Access to public transport

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

93%*

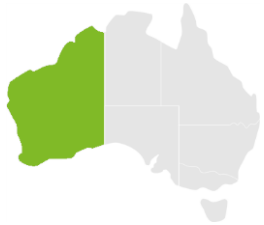


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	73
Industry High	85
Industry Standard	63

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
73	73	89	73	73	73	74	74	75	70	74	74	72	61	74	79	72	78	73	71	74	69	77	72	72	76

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 451).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

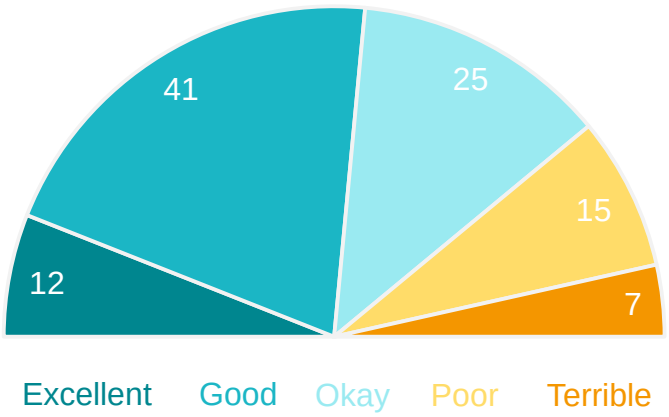
Density and design of housing in your local area

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

78%*

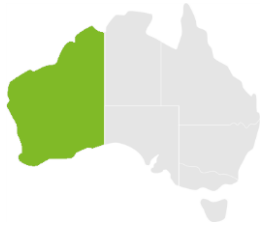


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	59
Industry High	60
Industry Standard	58

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
59	59	70	60	59	55	67	61	59	64	60	59	58	**44**	64	69	**53**	69	61	56	**50**	64	68	57	**47**	71

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 455).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Natural Environment

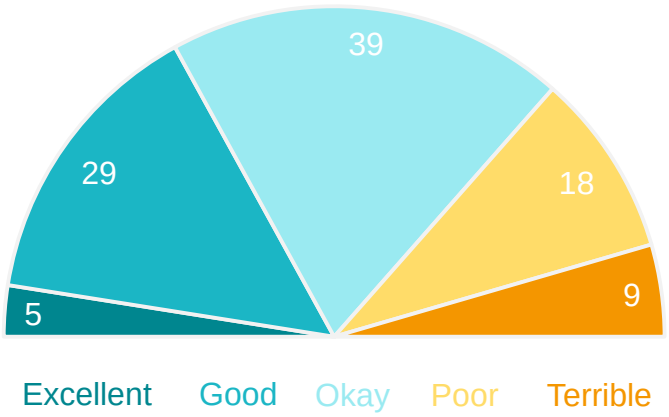
Efforts to adapt to climate change

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

73%*

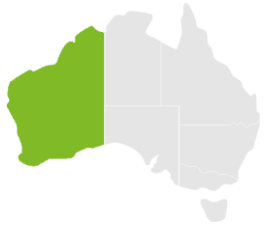


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	51
Industry High	NA
Industry Standard	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
51	50	82	50	54	50	57	52	48	**46**	54	50	49	**43**	55	58	50	62	48	47	**46**	**46**	57	62	**41**	64

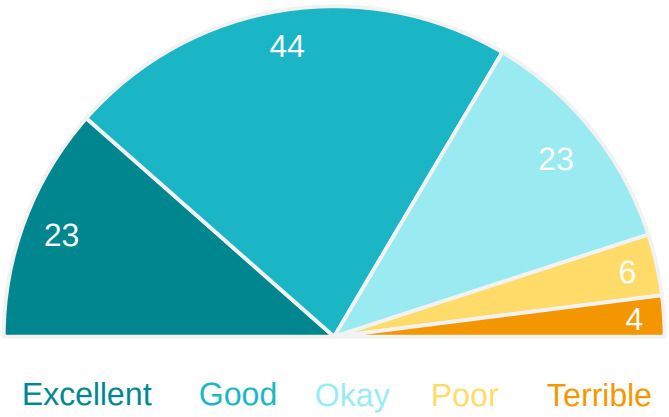
Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 223).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Natural bushland

Performance ratings
% of respondents

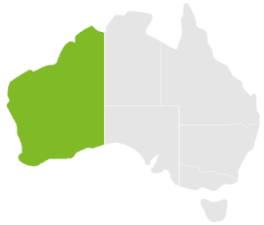
Total Positive Rating
(excellent + good + okay)

90%*



Trend Analysis
Performance Index Score

MARKYT Industry Standards
Performance Index Score



City of Melville	69
Industry High	NA
Industry Standard	NA

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
69	69	85	68	72	65	74	73	75	69	73	71	64	62	72	77	69	73	71	64	67	67	70	74	59	79

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 430).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

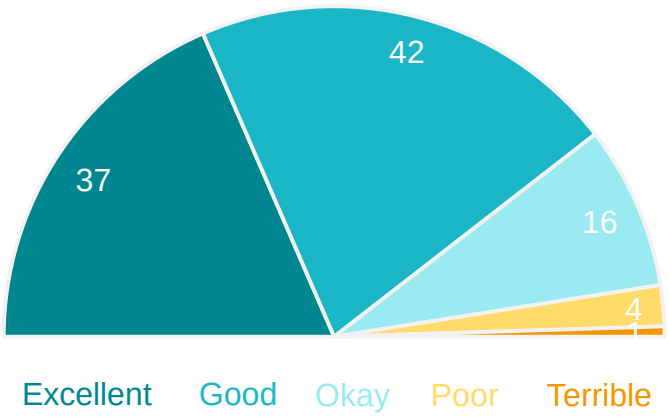
General waste collections | green lid or red lid in FOGO trial

Performance ratings

% of respondents

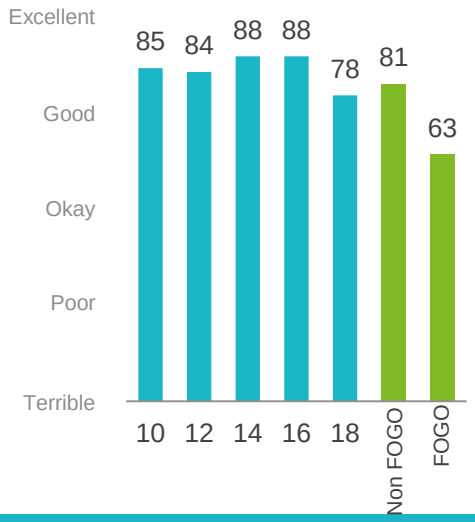
Total Positive Rating
(excellent + good + okay)

95%*



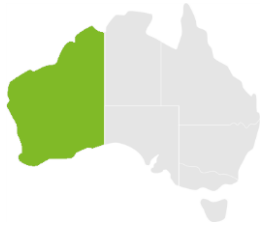
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	78
Industry High	86
Industry Standard	76

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
78	77	78	78	77	79	77	74	**70**	75	84	**72**	78	75	80	**69**	77	80	78	77	74	77	79	78	76	83

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 436).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

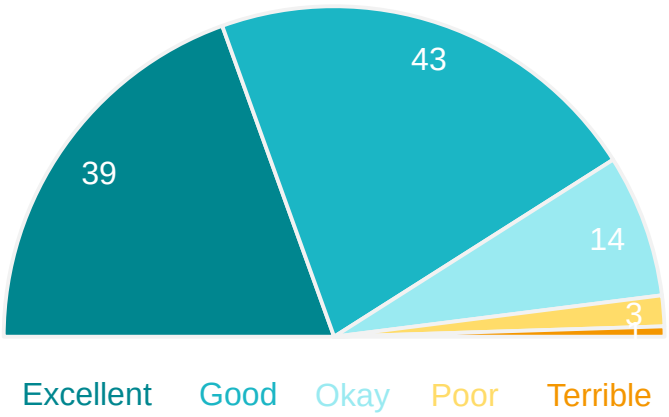
Recycling collections | yellow lid

Performance ratings

% of respondents

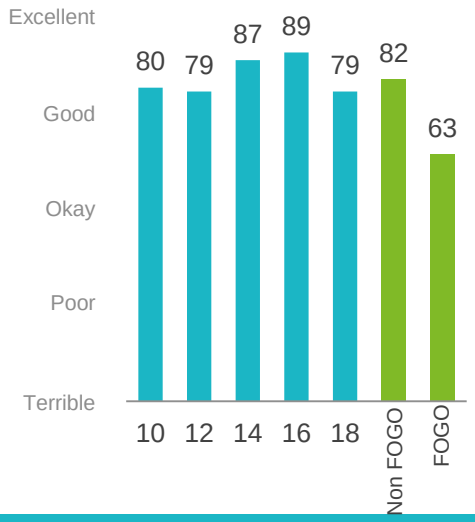
Total Positive Rating
(excellent + good + okay)

96%*



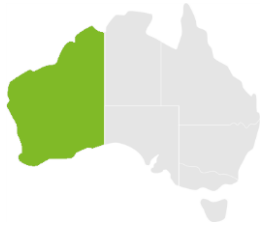
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	79
Industry High	84
Industry Standard	74

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
79	79	88	79	79	80	78	77	72	78	84	74	80	71	82	73	78	81	79	79	77	80	80	77	77	84

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 446).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

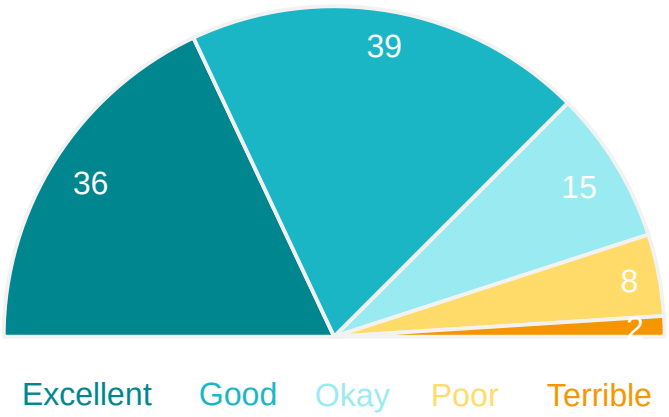
Quarterly verge collections of junk and green waste

Performance ratings

% of respondents

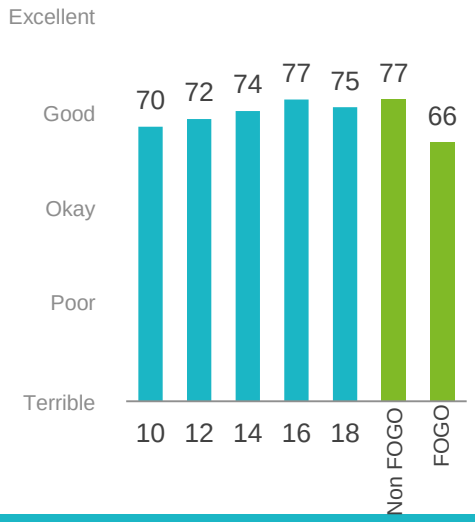
Total Positive Rating
(excellent + good + okay)

90%*



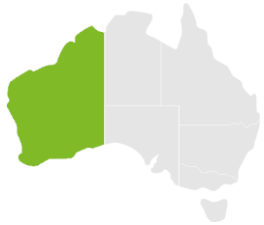
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	75
Industry High	86
Industry Standard	70

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
75	75	85	75	76	74	78	76	70	74	81	71	75	72	78	65	74	76	76	76	72	78	75	72	75	79

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 445).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

CATALYSE

Waste Performance | FOGO trial summary

84 respondents were taking part in a 3 bin Food Organic and Garden Organic (FOGO) waste trial.

As shown below, FOGO trial respondents provided lower performance ratings for waste collection services compared to non-trial respondents.

A comprehensive FOGO trial evaluation is currently being undertaken by the South Metropolitan Regional Council. Results will be released shortly.

Performance Index Scores	All	FOGO Trial (n = 84)	Non FOGO (n = 379)
General waste collections (bin with the green lid, or for those in the FOGO trial, the red lid bins)	78	63	81
Recycling collections (yellow lid bin)	79	63	82
Quarterly verge collections of junk and green waste	75	66	77

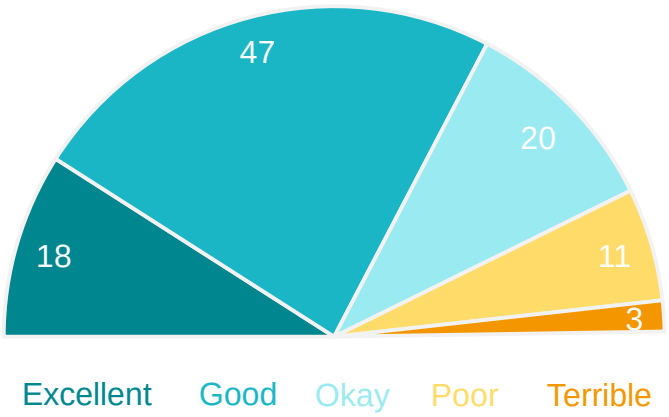
CATALYSE

Dog and cat control

Performance ratings
% of respondents

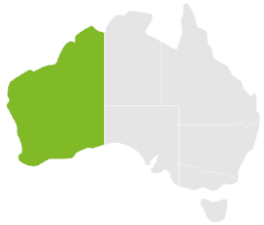
Total Positive Rating
(excellent + good + okay)

86%*



Trend Analysis
Performance Index Score

MARKYT Industry Standards
Performance Index Score



City of Melville	67
Industry High	NA
Industry Standard	NA

Variances across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
67	66	86	66	68	66	66	71	68	64	72	66	63	59	67	63	70	69	58	69	68	72	71	64	63	63

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 323).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

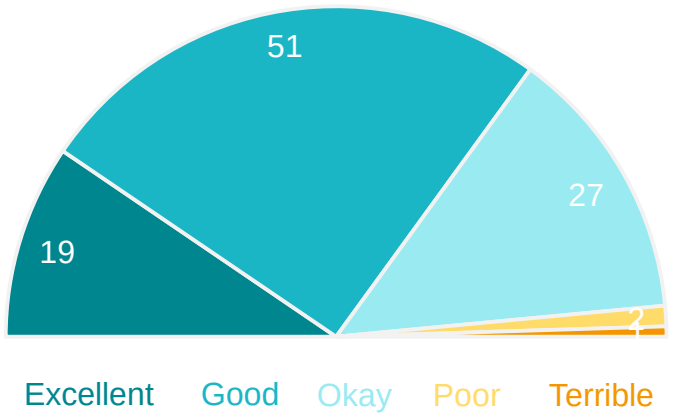
Management of food, health and pollution issues

Performance ratings

% of respondents

Total Positive Rating
(excellent + good + okay)

97%*

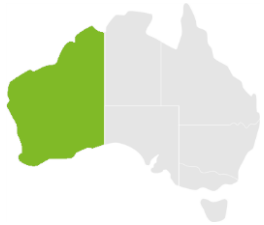


Trend Analysis

Performance Index Score

MARKYT Industry Standards

Performance Index Score



City of Melville	71
Industry High	74
Industry Standard	58

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
71	71	91	71	73	72	72	70	69	68	77	69	69	67	72	64	74	70	70	71	70	74	66	74	67	76

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 244).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

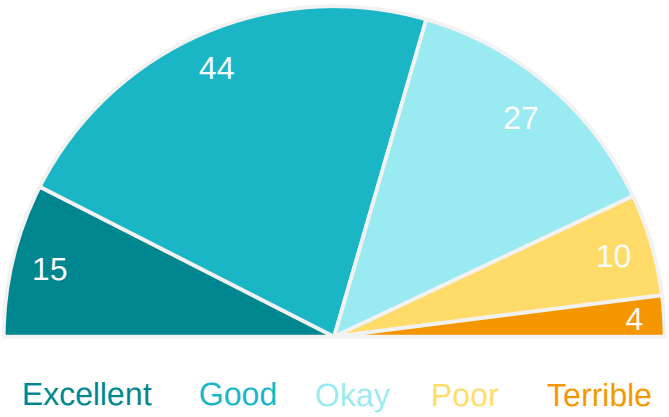
Management of noise issues

Performance ratings

% of respondents

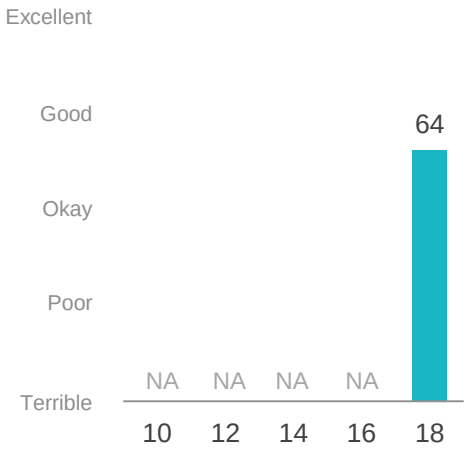
Total Positive Rating
(excellent + good + okay)

86%*



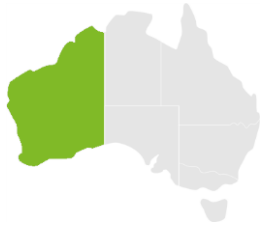
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Melville	64
Industry High	NA
Industry Standard	NA

Variances across the community

Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/ Attadale	Bull Creek / Leeming	City	Palmyra/ Melville /Willagee	University
64	63	88	62	66	60	72	67	66	60	70	64	59	59	62	63	61	72	66	60	56	67	73	62	58	70

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 287).
* Sum of the parts may be +/- 1% due to rounding error to 1 decimal place.

Overview of Community Variances

Summary of community variances

The following groups tend to provide **higher** performance ratings:

- South East Neighbourhood
- Bull Creek / Leeming Ward
- City Ward
- University Ward
- Younger adults (18-34 years)
- Renters

The following groups tend to provide **lower** performance ratings:

- South West Neighbourhood
- Palmyra / Melville / Willagee Ward
- Applecross / Mt Pleasant Ward
- Seniors (55+ years)
- Those with a disability

CATALYSE

Summary of community variances

Governance and Community Services

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/Attadale	Bull Creek / Leeming	City	Palmyra/Melville /Willagee	University
Place to live	87	87	95	87	87	87	87	89	86	84	92	87	83	83	87	82	87	90	86	86	84	89	91	87	83	88
Governing organisation	60	60	87	60	62	57	73	63	57	57	71	58	56	53	65	71	56	67	65	57	53	58	64	62	60	68
Value for money	56	55	71	56	57	57	57	56	54	52	63	53	53	55	59	56	55	62	57	51	52	55	61	59	51	58
Leadership	46	46	74	48	47	45	55	44	46	43	53	45	44	50	51	52	46	58	46	41	43	45	56	50	40	50
CoM's image	57	56	81	57	58	55	67	60	59	52	65	56	52	58	64	71	55	64	60	51	51	57	65	59	48	64
Consulted	45	44	78	46	46	44	54	46	40	41	56	44	40	44	51	53	44	53	49	38	39	45	55	46	35	54
Informed	53	52	83	52	55	52	59	57	49	49	60	53	48	55	57	64	51	60	53	51	44	56	60	58	45	56
About Melville	61	61	72	57	64	59	68	64	60	60	66	63	58	50	63	67	58	69	63	57	57	58	66	64	59	63
Mosaic	61	61	72	57	65	60	69	61	60	58	66	59	60	58	62	62	58	65	65	61	54	63	63	61	61	67
eNews	63	63	74	59	67	64	67	65	61	59	69	63	61	63	66	64	63	67	63	60	60	62	67	65	60	64
Website	59	59	72	59	60	61	58	58	58	60	62	58	58	58	61	64	59	65	56	58	55	62	65	63	55	54
Social media presence	57	55	90	51	62	56	65	61	46	48	71	54	47	48	56	65	47	72	58	57	40	53	69	63	56	59
Melville Talks	57	56	89	56	59	59	66	55	43	47	74	53	51	37	59	62	52	65	60	55	50	47	66	60	60	65
Youth	59	58	88	58	60	59	61	59	54	57	63	55	59	52	62	58	61	62	54	58	59	59	59	64	55	58
Seniors	67	66	84	63	70	65	73	72	69	66	79	69	61	62	70	71	65	69	71	65	63	65	69	68	66	72
Disability	66	65	88	65	69	67	65	68	68	62	78	67	61	67	69	63	69	65	69	61	65	58	68	71	62	74
Community buildings, etc	64	64	83	64	65	65	64	67	63	61	69	63	62	63	65	57	66	63	65	62	64	65	64	66	60	67
Sport/recreation facilities	72	72	84	70	74	72	73	74	70	68	78	71	68	72	72	73	73	70	76	68	70	72	67	77	71	74
Parks/open spaces	78	78	82	78	79	77	81	80	82	76	85	79	73	78	79	81	79	77	81	76	74	80	75	83	78	81
River foreshore	77	77	82	77	78	77	78	82	82	75	83	78	73	71	81	84	79	74	78	78	77	79	71	78	78	81
Library services	79	79	92	78	81	79	82	80	79	76	86	78	78	75	83	72	79	80	80	80	77	81	79	79	79	82
Festivals, events, etc	69	69	85	65	74	69	70	73	68	67	72	69	67	67	73	70	70	66	72	68	68	75	65	68	68	71
Street artworks/public art	56	55	81	51	61	57	55	59	53	55	54	55	57	59	60	53	60	59	53	51	57	57	57	64	45	58
History and heritage	58	58	84	57	62	59	60	61	59	58	59	57	60	51	60	58	60	64	52	59	55	63	67	61	52	59
Commercial services	73	72	87	72	74	72	74	72	74	74	72	73	72	67	75	79	72	77	76	65	69	72	74	75	66	80

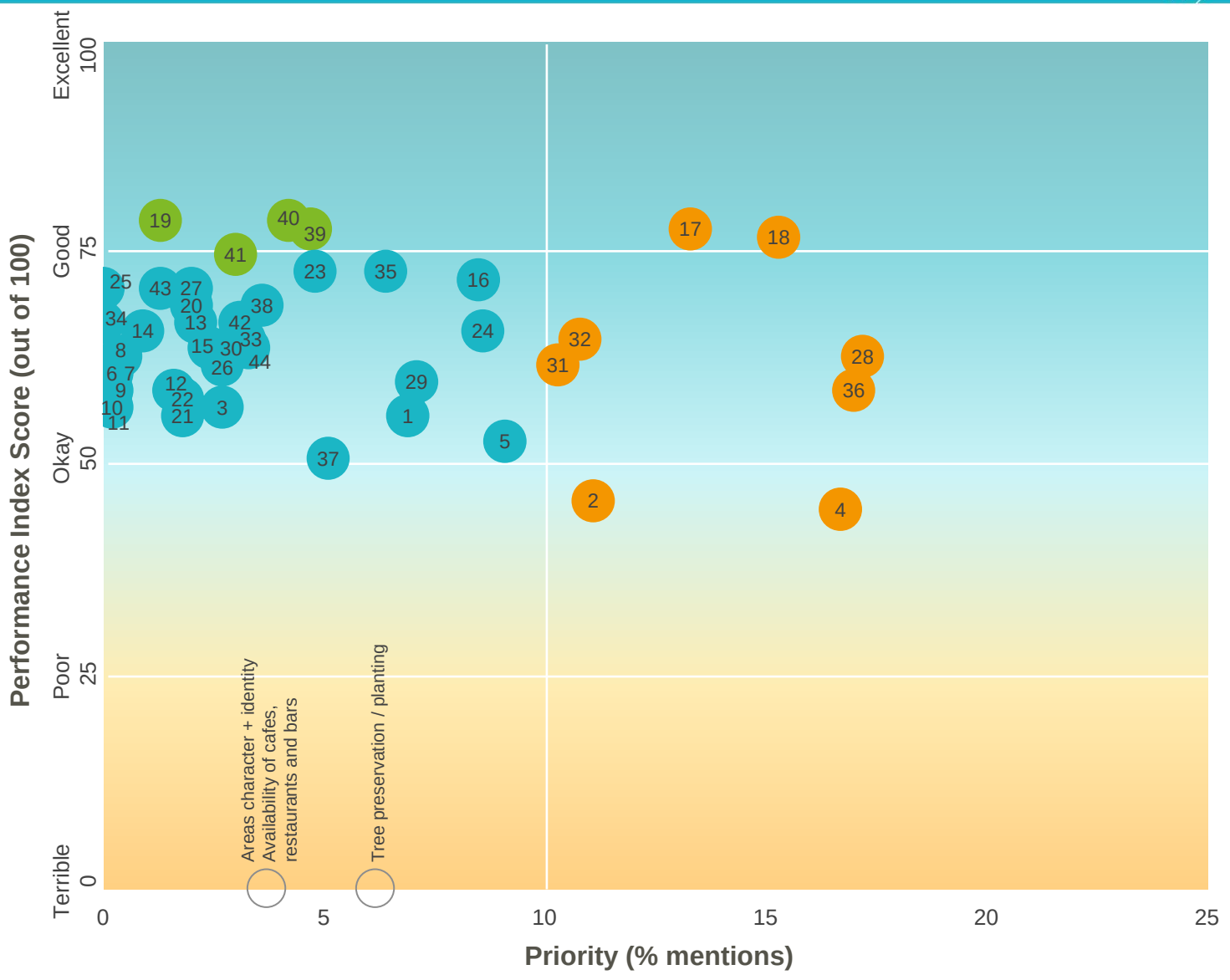
Summary of community variances

Safety, built and natural environments

	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^	North East	South East	South West	North West	Applecross / Mt Pleasant	Bicton/Attadale	Bull Creek / Leeming	City	Palmyra/Melville /Willagee	University
Safety and security	66	65	88	66	66	66	69	62	61	64	72	63	63	64	69	69	67	73	64	60	68	64	76	65	54	73
Graffiti removal services	71	71	90	71	72	71	71	70	70	71	76	71	69	73	73	75	73	73	71	69	71	70	74	73	67	77
Mobile security patrols	62	62	82	60	65	62	65	61	59	60	72	60	59	59	64	60	63	70	65	54	61	60	70	66	52	71
Condition of roads	71	70	84	71	70	72	72	71	67	70	77	68	68	70	74	75	72	74	72	65	71	71	75	72	67	71
Traffic management	63	62	82	65	62	63	67	62	61	60	75	58	58	55	65	67	61	70	65	59	55	58	70	68	63	66
Parking - residential	60	60	82	62	60	58	68	62	62	57	67	61	55	50	63	68	57	66	65	55	50	58	66	64	59	67
Parking - commercial	64	64	76	68	62	64	69	64	63	60	75	63	58	63	65	70	61	69	69	61	54	63	68	68	65	70
Footpaths/cycleways	62	62	79	62	63	61	62	63	66	62	65	63	59	48	62	64	63	68	60	58	63	59	68	63	56	66
Streetscapes	65	64	82	64	67	65	65	68	64	67	69	64	62	65	66	73	70	66	61	62	67	64	63	73	58	67
Street lighting	65	65	77	67	63	65	68	64	65	64	69	64	63	65	65	67	67	70	64	58	63	66	71	71	55	68
Storm water drainage	67	67	77	71	64	67	72	66	68	67	75	67	64	70	69	57	69	71	70	60	63	66	73	71	63	71
Public transport	73	73	89	73	73	73	74	74	75	70	74	74	72	61	74	79	72	78	73	71	74	69	77	72	72	76
Housing density	59	59	70	60	59	55	67	61	59	64	60	59	58	44	64	69	53	69	61	56	50	64	68	57	47	71
Climate change	51	50	82	50	54	50	57	52	48	46	54	50	49	43	55	58	50	62	48	47	46	46	57	62	41	64
Natural bushland	69	69	85	68	72	65	74	73	75	69	73	71	64	62	72	77	69	73	71	64	67	67	70	74	59	79
General waste	78	77	78	78	77	79	77	74	70	75	84	72	78	75	80	69	77	80	78	77	74	77	79	78	76	83
Recycling	79	79	88	79	79	80	78	77	72	78	84	74	80	71	82	73	78	81	79	79	77	80	80	77	77	84
Quarterly verge coll'n	75	75	85	75	76	74	78	76	70	74	81	71	75	72	78	65	74	76	76	76	72	78	75	72	75	79
Dog and cat control	67	66	86	66	68	66	66	71	68	64	72	66	63	59	67	63	70	69	58	69	68	72	71	64	63	63
Food, health, pollution	71	71	91	71	73	72	72	70	69	68	77	69	69	67	72	64	74	70	70	71	70	74	66	74	67	76
Noise	64	63	88	62	66	60	72	67	66	60	70	64	59	59	62	63	61	72	66	60	56	67	73	62	58	70

Community Priorities

MARKYT Community Priorities Window ™



1 Value for money from rates
2 Council's leadership
3 City of Melville's image
4 How the community is consulted
5 How the community is informed
6 About Melville
7 Mosaic
8 eNews
9 website
10 Social media presence
11 Melville Talks
12 Youth services and facilities
13 Seniors facilities, services, care
14 Disability access / services
15 Community buildings, halls, toilets
16 Sport and recreation facilities
17 Parks and public open spaces
18 River foreshore
19 Library services
20 Festivals, events, culture
21 Street artworks and public art
22 Local history and heritage
23 Range of commercial services
24 Safety and security
25 Graffiti removal services
26 Mobile community security patrols
27 Condition of roads
28 Management and control of traffic
29 Parking in residential areas
30 Parking in commercial areas
31 Footpaths and cycleways
32 Streetscapes
33 Street lighting
34 Storm water drainage
35 Access to public transport
36 Density and design of housing
37 Efforts to adapt to climate change
38 Natural bushland
39 General waste collections
40 Recycling collections
41 Quarterly verge collections
42 Dog and cat control
43 Food, health and pollution issues
44 Management of noise issues

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 Melville to focus on improving? Base: All respondents(n = 466)

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◯ Priority score only. Performance not measured.

Council's leadership within the community

Challenge

- Lack of Councillor visibility.
- Limited transparency, openness and consultation.
- Perceived to pursue agendas rather than represent the community.
- Listen to loud minorities.

Community Voices

"Councillors should engage with the rate payers. I have lived in Melville for 17 years and never seen a Councillors or the Mayor once."

"Once Councillors are elected we hear no more from them. Forgotten who [mine] is!"

"I believe the Council (and particular members) is pursuing agendas that are not supported by the community. In my view the Council has a poor reputation with many of its ratepayers and in general."

"Somehow stop councillors with vested interests from being elected. Give more weighting to opinions of immediate residents around new developments."

"The Councillors being more transparent and working for the community as a whole. It is disappointing when the politics is about their own personal agendas."

"To show some honesty and integrity towards their citizens and act on their citizens behalf and not against them along with improvement in consultation with their citizens in an open, transparent and honest manner to resolve their citizens issues amicably and in a timely fashion."

"Dealing with noisy minority groups that don't represent the view of the majority of residents and ratepayers."

"I would like you to continue as you have in the past. I am irritated by the small group of people purporting to represent all residents who are trying to stop progress and improvements in our city."

"I think the administration seem to be doing a good job. I am frustrated with the elected members however and I don't feel they are properly equipped or understand their role. It seems incredible to me that there are no competency tests required for elected members…. Once elected they seem to get involved in very operational issues and are not thinking strategically."

How the community is consulted about local issues

Challenge

- Residents feel they are not listened to.
- Current consultation methods are considered to be ineffective.
- Limited transparency and accountability.
- Perceived lack of consultation regarding development decisions.
- Highest concern among residents in Applecross / Mt Pleasant and City Wards.

Community Voices

"A focus on improving consultation would be timely. The Council has evidenced a strong commitment in this area…yet consultation [continues] to result in discontent...A focused effort on partnering with the community around what consultation means in a local government context could be helpful in reaching shared understanding on the process."

"Engaging with the community (not just the vocal opinionated members of the community) and start working on behalf of all residents."

"Actually listening to the residents about issues. And taking the wishes of current residents into account. Improving accountability and consultation."

"I expect that the council listen to the community, not ask for meetings and then pretend to listen to what the community is saying. Don't push through projects because the council want it."

"I would like to see more listening to the residents in the City of Melville, more transparency in decision making"

"Improve the consultation and communication with residents. I don't believe many residents have full confidence in their council."

"Significantly improve and consult with the community on matters which might affect them...Secret meetings between MCC and the MRA regarding MGGC does do nothing to instill any degree of confidence in MCC and how it consults with its rate payers in an open and transparent way."

"Considering residents' views, in particular about the Alfred Cove Wave Park."

"More community consultation regarding development."

Density and design of housing in your local area

Challenge

- High rise development perceived to affect look of suburbs and value of properties.
- Infrastructure struggling to support population increase.
- Limited parking.
- Traffic congestion at Canning Highway.
- Community polarisation regarding subdivision.
- Limited diversity of housing options.
- Highest priority among Palmyra / Melville / Willagee and Applecross / Mt Pleasant Wards.

Community Voices

"I see too many high rise buildings coming up, it will make the area more populated and value of existing properties to decline even further."

"Future development....destroying the look of the suburbs. Constructing too many buildings and destroying the natural look of the area."

"Keeping the level of residential homes as they are and not allowing subdivision to much smaller building plots."

"Not allowing units and high rise buildings to be build in the place of old residential properties."

"Restricting big developments (i.e. high-rise blocks, suburban in-fill) particularly on the river and highway frontage."

"The area is significantly increasing the scale of high-rise, high-density and infill accommodation in the areas around Canning Bridge and Riseley Street. While this is not in itself a negative, and may in fact make the area more interesting and diverse, it will compound many of the existing parking issues."

"How could council approve large developments like the new massive units on Kintail Road, without thinking about the fact that Canning Hwy already cannot cope with the traffic it has now."

"Long term planning to balance density growth with infrastructure to support it."

"Infill and changing of R codes have improved a lot but there are still many areas with big plots of land that can at least be subdivided into two lots."

"The day of the quarter acre block (1000m2+) is over. People want smaller plot areas and residents with larger blocks (i.e. 1000m2 and larger) should be given the choice to develop their blocks if they so desire."

"Providing more housing options for couples (not just big houses or apartments) - townhouses or smaller developments."

Management and control of traffic

Challenge

- Traffic congestion on key roads, including Farrington Road, Leach Highway, South Street and Canning Highway.
- Trucks and commercial traffic.
- Speeding and ‘rat running’.
- Population growth and housing density.

Community Voices

“With the completion of Roe 7, we have seen a major increase in the traffic along Farrington Road to the point where it is difficult to cross the road to access the lake area. We expected that when Roe 8 was completed, our locality would return to the quiet backwater it was before Roe seven.”

“Continue to opt for changes to current Gov't policy on proposed changes to Farrington Road and continued lobbying for Roe 8 extension, so as to divert heavy traffic from Leach Hwy.”

“Less commercial traffic on Leach Highway, mainly large trucks PLEASE!”

“Lessening, improving traffic flow, especially Leach Hwy. Hate driving along there with trucks. Intersection - Stock Rd with South St - The queue of cars waiting to get through a light on South St heading east is ridiculously long.”

“Traffic light at the intersection of Canning Highway and Reynolds Road …sometimes the green light remains green only after 5 seconds.”

“Traffic conditions around where traffic enters Canning Highway. There is little attention paid to the increasing number of cars attempting to enter the street, and the time allocated by traffic lights.”

“Canning Highway, west of Canning Bridge is very congested and will become even more so with the proposed new developments.”

“The increase in traffic on narrow streets due to urban infill is causing serious issues for the safety of residents.”

“Providing Ratepayers with solutions with respect to speeding and rat running through our suburbs which the council knows occur and when it occurs, yet refuse to do anything because its just too hard.”

“Traffic movement through suburb, speed control and “Rat Runners”.”

River foreshore

Challenge

- 38% of Bicton / Attadale Ward residents mention river foreshore as a priority.
- Opposition to Wave Park.
- Perceived need for more preservation, repair and maintenance.
- Limited facilities along foreshore including drink fountains, bins, toilets, barbecues, playgrounds, etc.

Community Voices

"Remove the wave park from the agenda. Cannot understand why you want to support a wave park on the foreshore when it will destroy natural habitat and create an environment that is not in keeping with the area."

"Accept the community view that the waterpark on the Melville foreshore is, on balance, a bad idea that should not proceed."

"Listening to community and being prepared to prevent the development of a Wave Park on our precious foreshore which should be public open space for future generations."

"Wave Park off Tompkins NOT a smart idea. Will cause traffic problems."

"Abandonment of such unwanted projects as the proposed Wave Park. Zealous protection of our precious river foreshore with secured access for all."

"Preserving natural beauty and river areas."

"More direct action on river foreshore maintenance and repair."

"Keep up the great access to river and parks. Possibly more water fountains and toilets along the waterfront. A few more public rubbish bins along the Mt Pleasant foreshore would be lovely but not essential."

"Develop parks / foreshore with modern playgrounds and facilities such as bbqs and toilets."

"I have been disappointed that some of the improvements to the foreshore and adjacent areas have been allowed to deteriorate due to lack of maintenance."

Parks and public open spaces

Challenge

- Limited maintenance of parks and green spaces, especially in suburbs in-land of the river.
- Highest priority among residents in University

Community Voices

“Standards slipping on some parks and foreshore areas. Some are in terrible state, despite being very popular areas during good weather.”

“Increasing "nature play" areas for kids and families around the river foreshore and public spaces.”

“Importance of retaining all green open spaces and planting of native trees.”

“It is important to maintain any open green spaces for passive recreation for a growing population density and not to sell it off for housing (e.g. Mount Pleasant) or lease it for commercial development.”

“I hope the council preserves the green spaces in the face of population density increasing.”

“The playgrounds in Kardinya (Samson side of North Lake) are old. Feels like most of the money is spent improving Melville and areas close to the river and we are forgotten.”

“Continue to pay attention to make the place liveable through the various 'points' that came up in the questionnaire above, especially in respect of green spaces, parks, playgrounds, footpaths, and general cleanliness and maintenance.”

“Leeming is the largest area and has great parks but they are not maintained or kept to the standard as those in Applecross, Melville and Booragoon.”

“Open spaces, parkland and natural bush could be more integrated in the suburb of Bicton, but I recognise this is probably a function of existing land use, which would be difficult to change.”

Streetscapes

Challenge

- Street trees being removed.
- Overhanging branches and untidy trees.
- Higher priority among Melville / Palmyra / Willagee Ward.

Community Voices

"Continue your good work in most areas, however improvement in streetscapes i.e. plant more trees and then ensure they are looked after to survive their early years."

"Streetscapes... As block sizes get smaller and potentially green space is reduced I think there is a lot of work that can be done on this to improve the effect the space can have on the community and the individual home owner."

"Ensuring that a greater number of mature trees are planted on verges, either to replace trees removed through development, or simply to create an attractive green canopy along streets. Greening the suburbs will significantly reduce the ambient air temperature and help clean the air of pollutants."

"More trees in median strips on highways. Prevent new developers from removing trees on developing properties."

"More environmental consideration, less removal of trees and more planting street trees, allowing verge gardens."

"Eradication of artificial turf from street verges. Planting of more shade trees on verges and around perimeter of parklands."

"Remove dead branches from trees hanging over roads and footpaths."

"The Queensland box tree is a terrible street tree and council should have a long term plan to replace them with a less messy variety of tree."

"Making the whole city underground power not just some select areas."

"Underground power in Willagee."

Footpaths and cycleways

Challenge

- Lack of footpaths and cycleways.
- Safety concerns - for children and adults.
- Higher priority among residents in Bicton / Attadale Ward.

Community Voices

"I would love to see more footpaths to allow children safer access to walk and ride in local area."

"Improve footpaths and extend the footpath network."

"Footpaths need widening so they can accommodate a cyclist and a pedestrian."

"There are no footpaths along any of the streets heading west from North Lake Road (Holman and Davy St for example). Cars zooming around whilst walking with kids is a danger. For a family orientated suburb like Alfred Cove I would have thought it would be a priority."

"Provide improved footpaths - I have to walk on the road in my area and many of the verges are sandpits because residents have done nothing to provide decent lawns."

"I would like some more footpaths around our area (Bull Creek), it can be quite dangerous when walking/cycling to the local park with 3 children under 9 years old as there are not enough pathways to make use of."

"Cycleways for bike riders and I don't mean for the Lycra brigade, just your average mum and dad going out for rides, wider paths or separate bike lanes from pedestrian."

"I would like the City to continue to focus on improving cycling and public transport links."

"Start with something simple like improving the cycle ways, I've stopped cycling to work, it's just too dangerous."

Moving Forward

Moving Forward

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

- As a **place to live**, the performance index score is **87 out of 100**, 8 index points above the MARKYT® Industry Standard and steadily increasing from a base of 69 points in 2010.
- As a governing organisation, the performance index score is 60; 3 points above the MARKYT® Industry Standard, but representing a drop of 14 index points over the past 2 years.

Relative to other councils, the City of Melville has perceived strengths with library services, waste services, public transport, road maintenance, sport and recreation facilities, safety and security and management of food, health and pollution.

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

1. Council's leadership and how the community is consulted
2. Housing density and design
3. Traffic management
4. River foreshore, parks and public open spaces
5. Streetscapes
6. Footpaths and cycleways

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Appendix

Appendix A | Explanatory notes from the City of Melville

The City of Melville has undertaken nine Community Scorecards (previously known as the Community Perceptions Survey) since 2004. Other than the 2006 survey, which also had the purpose of informing the City's first Strategic Community Plan and included surveying local students and visitors, the data collection method utilised up to, and including the 2016 survey has been consistent, using CATI phone surveys to target residents in City of Melville suburbs. Interviewing was conducted by Edith Cowan University Survey Research Centre with phone numbers randomly selected from the electronic White Pages.

Due to technological disruption, notably the increasing use of mobile phones, cheaper costs of data plans, and growing choices in means of communication, there has been a marked decline in the percentage of dwellings with a listed landline phone number. The federal government reports that "In June 2017, 36 per cent of Australian adults were mobile-phone-only, going without a fixed-line telephone in their home" (ACMA, 2017, p.4). This concern was highlighted by CATALYSE® in the 2016 survey so that the City could intensify its efforts to build a database of email contacts of City of Melville residents, ratepayers and businesses. Accordingly, for the 2018 survey, the City aligned with the survey methodology used by the other local governments undertaking the MARKYT® Community Scorecard, which uses an online data collection approach. Email invitations are issued to a random sample of council contacts. Councils with insufficient email addresses use a combination of email and postal invitations to reach the community. The City of Melville has over 16,000 contacts in its database sourced from current subscribers to the City's E-News (fortnightly electronic news database), and those who contacted the City in the past few years in relation to rates or provision of a service and provided their email address as a means of contact. Individuals who had opted to unsubscribe to the E-News were removed from the database list. A random selection of residents were sent an email invitation to participate in the online survey. Each invitation contained a unique link to attract one response per person.

Social changes prompted CATALYSE® to recommend a change in question wording. Respondents want short, straight forward questions, that are quick and easy to complete. As more people move to completing surveys on handheld devices with smaller screens, it was considered advantageous to reduce the number of response options for each question from 11 to 5. These changes are shown in Table 1 and have been adopted by all participating councils.

Table 1: Comparison between telephone and online survey

Surveys	Question	Response scale
2004-2018 CATI data collection	How satisfied are you with the following areas?	11 point scale: 0 to 10 0 is totally dissatisfied and 10 is totally satisfied
2018 Online data collection	How would you rate performance in the following areas?	5 point scale terrible / poor / okay / good / excellent

For confidence in the comparability for historical benchmarking purposes, the City requested CATALYSE® to undertake a smaller, parallel, telephone survey of 100 residents. The results for the online and telephone survey were comparable other than in relation to eight questions. Given that there were different questions (prologue and ratings) for the telephone survey, it is appropriate for the data to be reported separately rather than being combined. Therefore the analysis of the telephone survey data are shown in the appendix (see Appendix C).

Option for deeper investigation into areas of interest

The MARKYT® Community Scorecard is a high level survey and so is useful to identify areas of strength and areas to improve upon based on results of the survey, both community feedback and benchmarking with other local governments. The City may wish to gain deeper understanding on particular topics of interest as raised by the Scorecard. This would be conducted through a more detailed engagement with the community, using consultation methods and tools, as appropriate, such as more comprehensive or targeted surveys, workshops, focus groups, in-depth interviews or Melville Talks.

Australian Communication &Media Authority. 2017. Communications Report. Retrieved from https://www.acma.gov.au/theACMA/communications-report

Appendix B | 2018 CATI vs Online Methodology

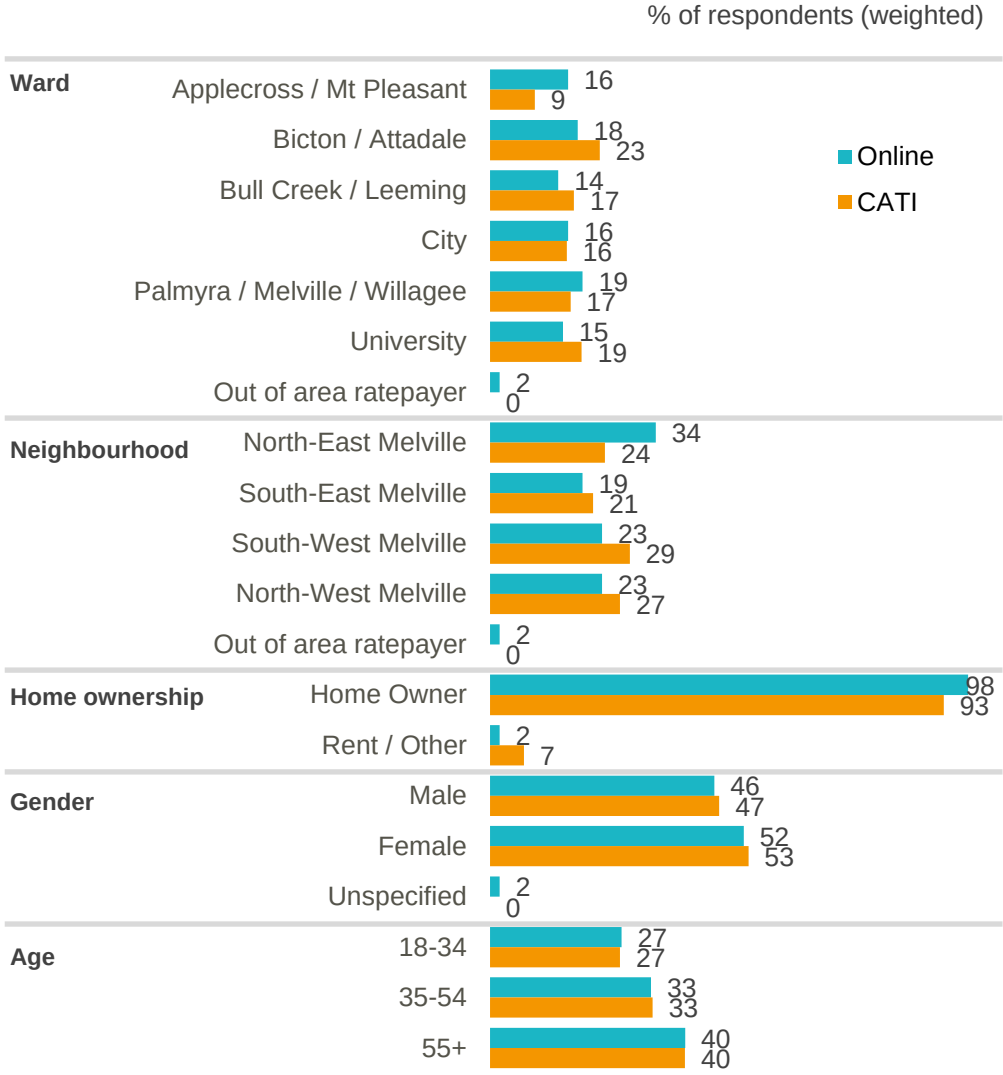
In March 2018, in addition to the MARKYT® Community Scorecard (detailed earlier), the City of Melville completed a **Community Perceptions Survey** by phone to track Council's performance against key indicators in the Strategic Community Plan.

To enable direct comparisons with previous studies, the City continued to use Computer Assisted Telephone Interviews (CATI) and an 11 point satisfaction scale. Interviewing was completed by ECU's Survey Research Centre.

Phone surveys were completed by **101 residents** reducing the sampling error to ±10% at the 95% confidence interval.

Similar to the online dataset, the CATI dataset was weighted by age and gender to match the ABS Census population profile. Geographically, the samples were similar with the exception of the Applecross / Mt Pleasant Ward and the North-East Melville neighbourhood which had slightly lower representation in the phone survey.

To enable comparisons with the MARKYT® Community Scorecard (completed online with a 5 point performance scale), a MARKYT® Conversion Model was applied to the City of Melville's 2016 and 2018 CATI results and Performance Index Scores were calculated. The MARKYT® Conversion Model has been developed and adjusted over the past two years using data collected from 28 local councils in Western Australia.



Appendix C | 2018 CATI vs Online Results

Overall, the average variance between CATI and Online results was only 4 index points. This is regarded to be small.

CATI and online results were directly comparable for the City of Melville's image, value for money from rates, how the community is consulted, how local history and heritage is preserved and promoted.

Larger variances were observed for the City of Melville as a place to live, management of food, health and pollution, traffic management and the river foreshore. In these areas, CATI respondent ratings were more than 10 index points lower than online results.

Performance Index Score	CATI	Online	Variance
City of Melville as a place to live	70	87	**-17**
Organisation that governs the local area	59	60	-1
Value for money from your Council rates	56	56	0
Council's leadership within the community	48	46	2
The City of Melville's image	57	57	0
How the community is consulted	45	45	0
How the community is informed	50	53	-3
About Melville in the Melville Times	58	61	-3
Mosaic – the City's quarterly magazine	56	61	-5
City of Melville eNews	56	63	-7
City's website (melvillecity.com.au)	56	59	-3
The City's social media presence	49	57	-8
Melville Talks - online engagement tool	49	57	-8
Services and facilities for youth	57	59	-2
Facilities, services and care available for seniors	64	67	-3
Access for people with a disability	58	66	-8
Community buildings, halls and toilets	57	64	-7
Sport and recreation facilities	67	72	-5
Parks and public open spaces	72	78	-6
River foreshore	67	77	**-11**
Library services	71	79	-8
Festivals, events and cultural activities	60	69	-9
Street artworks and public art	57	56	1
Local history and heritage	58	58	0
Range of retail, office and industrial services	68	73	-5
Safety and security	62	66	-4
Graffiti removal services	65	71	-6
Mobile community security patrols	58	62	-4

Performance Index Score	CATI	Online	Variance
Condition of roads	66	71	-5
Management and control of traffic	51	63	**-12**
Parking in residential areas	59	60	-1
Parking in commercial areas	60	64	-4
Footpaths and cycleways	64	62	2
Streetscapes	60	65	-5
Street lighting	63	65	-2
Storm water drainage	65	67	-2
Access to public transport	68	73	-5
Density and design of housing in your local area	60	59	1
Efforts to adapt to climate change	49	51	-2
Natural bushland	65	69	-4
General waste collections	77	78	1
Recycling collections	75	79	-4
Quarterly verge collections	69	75	-6
Dog and cat control	61	67	-6
Management of food, health and pollution issues	57	71	**-14**
Management of noise issues	62	64	-2

AVERAGE OVERALL VARIANCE (CATI vs Online) -4