MARKYT◆ Community Scorecard ©

Prepared for: City of Melville

Prepared by: CATALYSE® Pty Ltd ©

21 May 2020

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Contents

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Strategic overview

Vision

29

% agree

Steady but still down 19% points since 2014; now 6% points below Industry Average
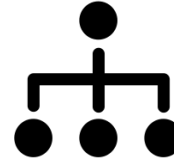
Liveability

87

Performance Index Score

Steady and 12 index points above Industry Average

Governance

67

Performance Index Score

Up 6 index points and 11 points above Industry Average

Value

55

Performance Index Score

Down 1 index point and 11 index points above Industry Average

Strengths

Highest scores
- Library services
- FOGO waste collections
- River foreshore

Most improved
- Overall governance and Council's leadership
- How history and heritage is preserved and promoted
- Efforts to address climate change

High relative to MARKYT® Industry Standards
- Parks and public open spaces
- Roads, storm water drainage and public transport
- Seniors services and disability access

Priorities

General waste collections

Housing diversity & design

Streetscapes

Traffic

Parks & POS

Approach

Purpose

Department of Local Government, Sport and Cultural Industries
GOVERNMENT OF WESTERN AUSTRALIA

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

City of Melville

PEOPLE PLACES PARTICIPATION

A Strategic Community Plan for the City of Melville

2016-2026

MARKYT◆ Community Scorecard

The City of Melville commissioned a MARKYT® Community Scorecard to:

- Support a review of the Strategic Community Plan

- Assess performance against objectives and key performance indicators (KPIs) in the Strategic Community Plan

- Determine community priorities

- Benchmark performance

MARKYT◆

The Study

The City of Melville commissioned CATALYSE® to conduct a MARKYT® Community Scorecard from 23 March to 15 April 2020.

Scorecard invitations were sent to 10,000 randomly selected households by email; plus a booster sample of 142 residents aged 18-34 years.

954 randomly selected residents and ratepayers, including the young adult booster sample, completed a scorecard reducing the sampling error to ±3% at the 95% confidence interval.
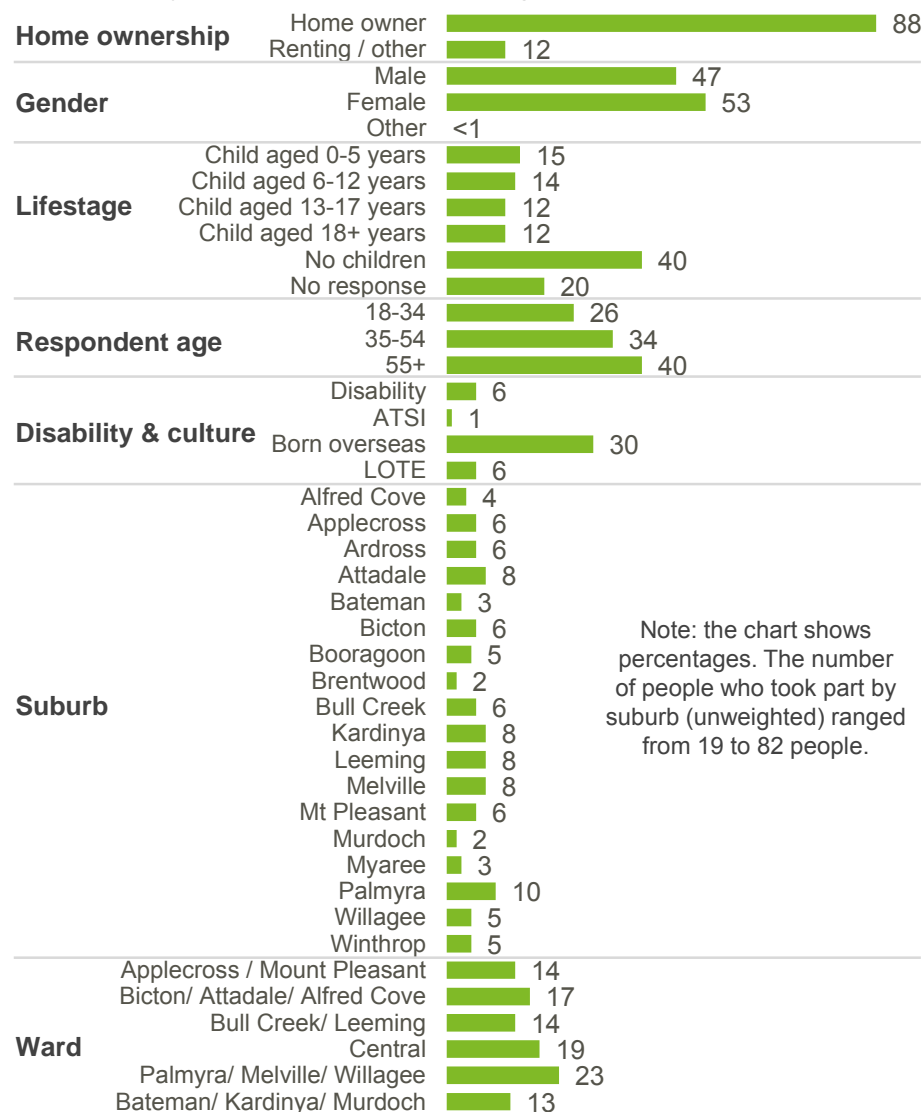
The City supported promotion through its communication channels. A further 35 residents, 10 out of area ratepayers and visitors, and 14 Council affiliated respondents participated bringing the total to **1,013 respondents**.

As analysis of results showed significant differences between these groups, the main body of this report presents responses from the random sample of residents only.

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, this is due to rounding errors to zero decimal places.

% of randomly selected respondents (weighted)

Category	Subcategory	%
Home ownership	Home owner	88
	Renting / other	12
Gender	Male	47
	Female	53
	Other	<1
Lifestage	Child aged 0-5 years	15
	Child aged 6-12 years	14
	Child aged 13-17 years	12
	Child aged 18+ years	12
	No children	40
	No response	20
Respondent age	18-34	26
	35-54	34
	55+	40
Disability & culture	Disability	6
	ATSI	1
	Born overseas	30
	LOTE	6
Suburb	Alfred Cove	4
	Applecross	6
	Ardross	6
	Attadale	8
	Bateman	3
	Bicton	6
	Booragoon	5
	Brentwood	2
	Bull Creek	6
	Kardinya	8
	Leeming	8
	Melville	8
	Mt Pleasant	6
	Murdoch	2
	Myaree	3
	Palmyra	10
	Willagee	5
	Winthrop	5
Ward	Applecross / Mount Pleasant	14
	Bicton/ Attadale/ Alfred Cove	17
	Bull Creek/ Leeming	14
	Central	19
	Palmyra/ Melville/ Willagee	23
	Bateman/ Kardinya/ Murdoch	13

Note: the chart shows percentages. The number of people who took part by suburb (unweighted) ranged from 19 to 82 people.

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

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MARKYT ◆ Industry Standards

CATALYSE® has conducted studies for 60+ councils. When councils ask comparable questions, we publish the high and average scores to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from **WA Councils** that have completed an accredited study with CATALYSE® within the past three years. Participating councils are listed below.

Metropolitan

- City of Armadale
- Town of Bassendean, Home by the Swan
- Belmont · City of Opportunity
- Town of Claremont, Est 1898
- City of Cockburn, wetlands to waves
- Town of East Fremantle
- City of Fremantle
- City of Kalamunda
- City of Kwinana
- City of Mandurah
- City of Melville
- Town of Mosman Park
- Shire of Peppermint Grove, 1895
- City of Rockingham
- Shire of Serpentine Jarrahdale
- City of Subiaco
- Town of Victoria Park
- City of Vincent
- City of Wanneroo

Regional

- City of Albany, A+
- Shire of Ashburton, reef to range
- Shire of Augusta Margaret River
- Shire of Broomehill Tambellup, looking forward
- City of Bunbury
- City of Busselton, Geographe Bay
- Shire of Capel
- Shire of Cranbrook, Great Southern's Finest
- Shire of Dandaragan
- Shire of Denmark
- The Shire of Donnybrook Balingup
- Shire of Esperance, We make it happen!
- Heart of the Stirling, Shire of Gnowangerup
- Shire of Jerramungup
- City of Kalgoorlie-Boulder
- Shire of Katanning, Heart of the Great Southern
- Shire of Kent, Nyabing · Pingrup
- Kojonup, one community, many choices
- Shire of Merredin, Innovating the Wheatbelt
- Shire of Murray
- Shire of Northam, Heritage, Commerce and Lifestyle
- Shire of Plantagenet
- Shire of Ravensthorpe
- Shire of Woodanilling
- Shire of Wyndham East Kimberley
- Shire of York, 1871 WA

How to read the performance charts

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

Trend analysis shows how results vary over time using the Performance Index Score.

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

Council Score is the Council's performance index score.

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

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

Geographical variances shows how performance varies by suburb and ward.

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

Historical analysis, industry standards, geographical and community variances are reported using a Performance Index Score.

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

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

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

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

Overall Performance

City of Melville as a place to live

Performance ratings
% of respondents

98%
Positive rating*

87
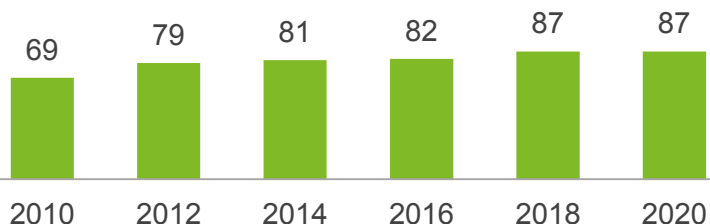Performance Index Score
(out of 100)

56	Excellent
36	Good
6	Okay
1	Poor
	Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
69	79	81	82	87	87

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	87
Industry High	95
Industry Average	75

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
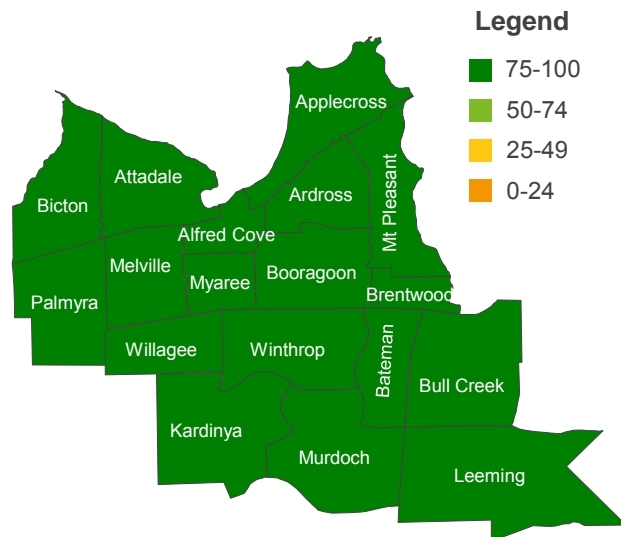
	Suburb	Ward
Applecross	86	
Brentwood	80	86
Mt Pleasant	87	
Bateman	90	
Kardinya	87	87
Murdoch	84	
Bicton	91	
Attadale	90	90
Alfred Cove	91	
Bull Creek	91	90
Leeming	89	
Ardross	79	
Booragoon	89	85
Myaree	85	
Winthrop	88	
Palmyra	82	
Melville	87	84
Willagee	83	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	86	No children	87	Disability	82
Female	88	Child aged 0-5	86	Born overseas	88
Age		Child aged 6-11	88	LOTE	90
18-34 years	85	Child aged 12-17	87	**Home ownership**	
35-54 years	88	Child aged 18+	86	Home owner	86
55+ years	87			Renting / other	91

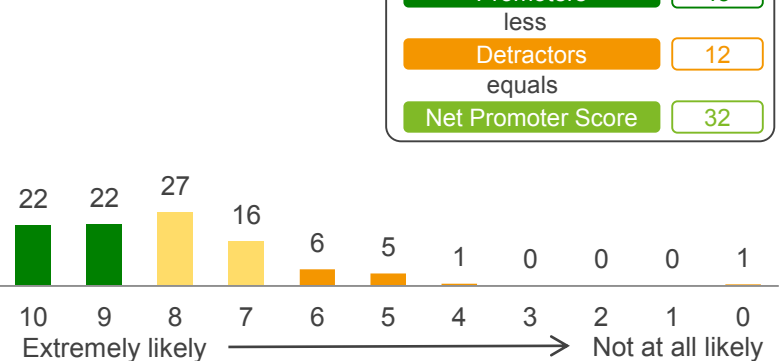Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 952).   * Positive Rating = excellent, good + okay

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Community advocacy

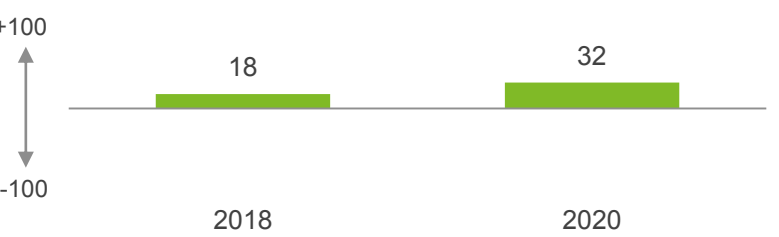## Likelihood of recommending the City of Melville as a place to live

Advocacy
% of respondents

Net Promoter Score*

Promoters		45
less		
Detractors		12
equals		
Net Promoter Score		32

22	22	27	16	6	5	1	0	0	0	1
10	9	8	7	6	5	4	3	2	1	0

Extremely likely ⟶ Not at all likely

Trend Analysis
Net Promoter Score

+100

2018	2020
18	32

-100

MARKYT Industry Standards
Net Promoter Score

City of Melville	32
Industry High	68
Industry Average	-16

Geographical variances
Net Promoter Score

Legend
- +26 to +100
- 0 to +25
- 0 to -25
- -26 to -100
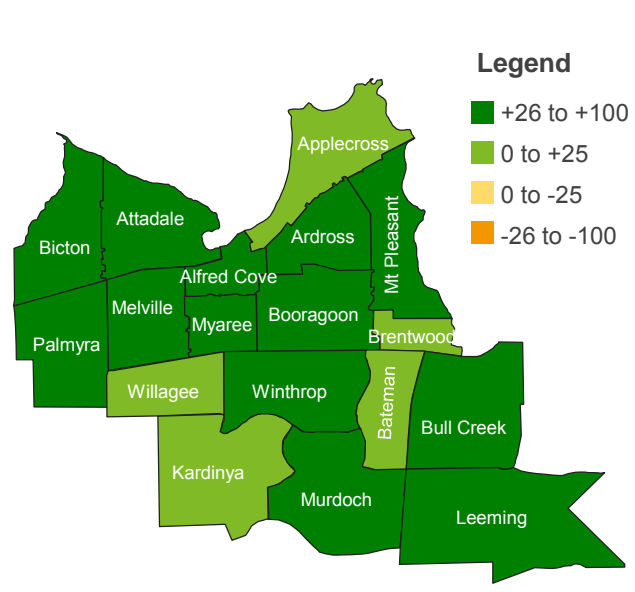
	Suburb	Ward
Applecross	13	
Brentwood	0	23
Mt Pleasant	39	
Bateman	22	
Kardinya	20	25
Murdoch	46	
Bicton	53	
Attadale	43	48
Alfred Cove	52	
Bull Creek	34	32
Leeming	31	
Ardross	39	
Booragoon	38	43
Myaree	37	
Winthrop	56	
Palmyra	27	
Melville	26	23
Willagee	10	

Community variances
Net Promoter Score

Gender
Male	28
Female	37

Age
18-34 years	32
35-54 years	29
55+ years	35

Family stage
No children	34
Child aged 0-5	22
Child aged 6-11	30
Child aged 12-17	30
Child aged 18+	34

Disability & culture
Disability	18
Born overseas	32
LOTE	34

Home ownership
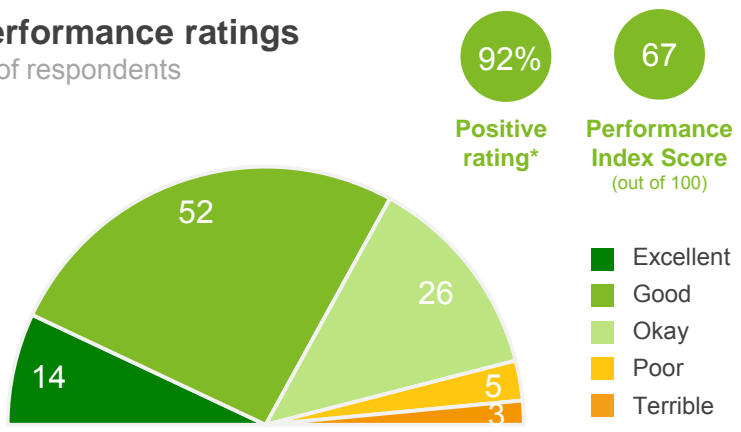|	
Home owner	30
Renting / other	46

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 = 924).
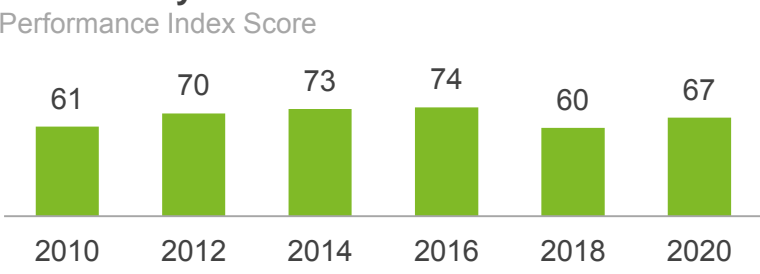
* NPS can range from -100 to +100

MARKYT

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City of Melville as the organisation that governs the local area
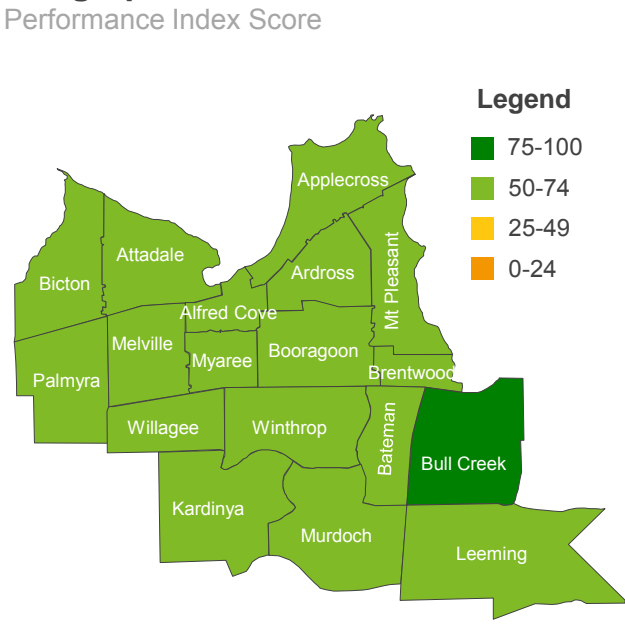
Performance ratings
% of respondents

92% Positive rating*

67 Performance Index Score (out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

Pie values: 14, 52, 26, 5, 3

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
61	70	73	74	60	67

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	67
Industry High	74
Industry Average	56

Geographical variances
Performance Index Score

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

	Suburb	Ward
Applecross	58	
Brentwood	65	63
Mt Pleasant	69	
Bateman	74	
Kardinya	72	71
Murdoch	65	
Bicton	69	
Attadale	66	68
Alfred Cove	69	
Bull Creek	75	73
Leeming	72	
Ardross	60	
Booragoon	67	66
Myaree	64	
Winthrop	74	
Palmyra	65	
Melville	61	65
Willagee	71	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	66	No children	68	Disability	67
Female	69	Child aged 0-5	66	Born overseas	69
Age		Child aged 6-11	63	LOTE	77
18-34 years	69	Child aged 12-17	65	**Home ownership**	
35-54 years	65	Child aged 18+	65	Home owner	66
55+ years	69			Renting / other	76

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 926).   * Positive Rating = excellent, good + okay

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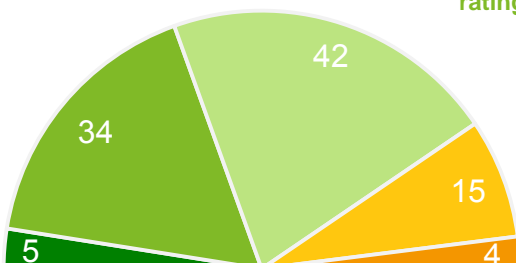
Value for money from Council rates

Performance ratings
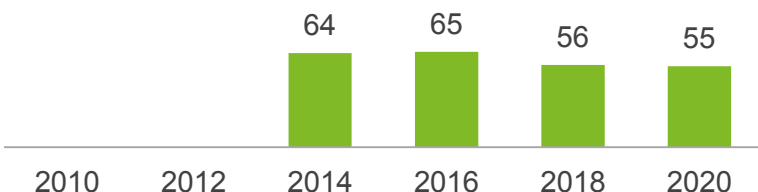% of respondents

81%
Positive rating*

55
Performance Index Score
(out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

Pie chart values: 5, 34, 42, 15, 4

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
		64	65	56	55

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	55
Industry High	63
Industry Average	44

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
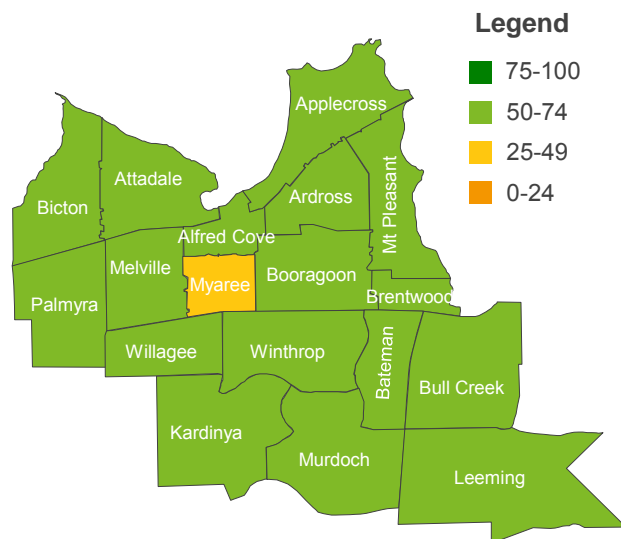
	Suburb	Ward
Applecross	50	
Brentwood	53	53
Mt Pleasant	55	
Bateman	57	
Kardinya	58	58
Murdoch	60	
Bicton	56	
Attadale	50	54
Alfred Cove	60	
Bull Creek	61	59
Leeming	58	
Ardross	50	
Booragoon	58	52
Myaree	45	
Winthrop	53	
Palmyra	56	
Melville	53	56
Willagee	62	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	52	No children	58	Disability	58
Female	58	Child aged 0-5	55	Born overseas	57
Age		Child aged 6-11	53	LOTE	57
18-34 years	52	Child aged 12-17	53	**Home ownership**	
35-54 years	52	Child aged 18+	54	Home owner	55
55+ years	59			Renting / other	58

Q. How would you rate performance in the following areas?
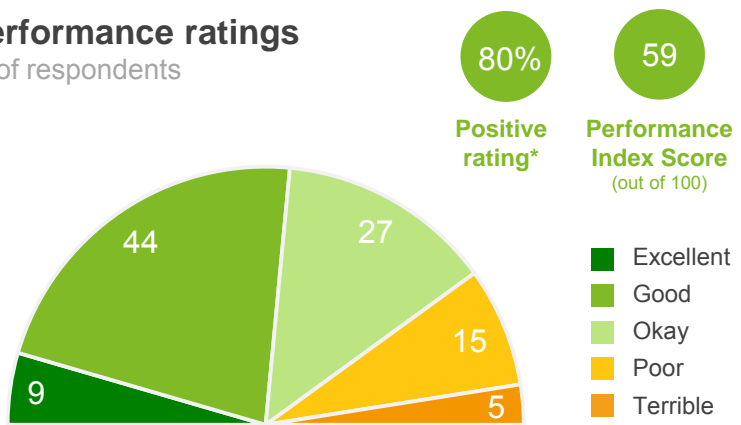Base: All respondents, excludes 'unsure' and 'no response' (n = 880).   * Positive Rating = excellent, good + okay
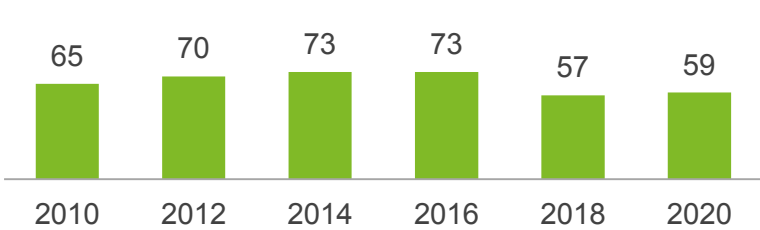
MARKYT◆

City of Melville's image

Performance ratings
% of respondents

80%
Positive rating*

59
Performance Index Score
(out of 100)

Pie chart values: 9, 44, 27, 15, 5

Legend:
- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
65	70	73	73	57	59

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	59
Industry High	NA
Industry Average	NA

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
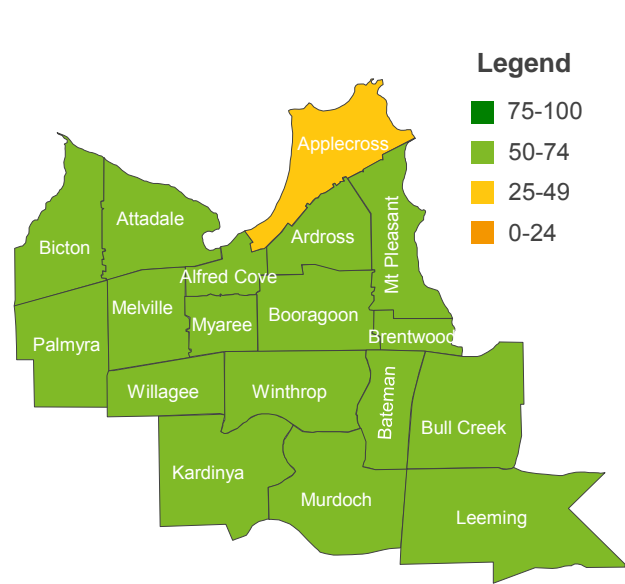
	Suburb	Ward
Applecross	48	
Brentwood	55	54
Mt Pleasant	61	
Bateman	70	
Kardinya	66	66
Murdoch	64	
Bicton	60	
Attadale	55	58
Alfred Cove	61	
Bull Creek	67	
Leeming	57	61
Ardross	53	
Booragoon	60	
Myaree	57	57
Winthrop	61	
Palmyra	60	
Melville	57	60
Willagee	62	

Community variances
Performance Index Score

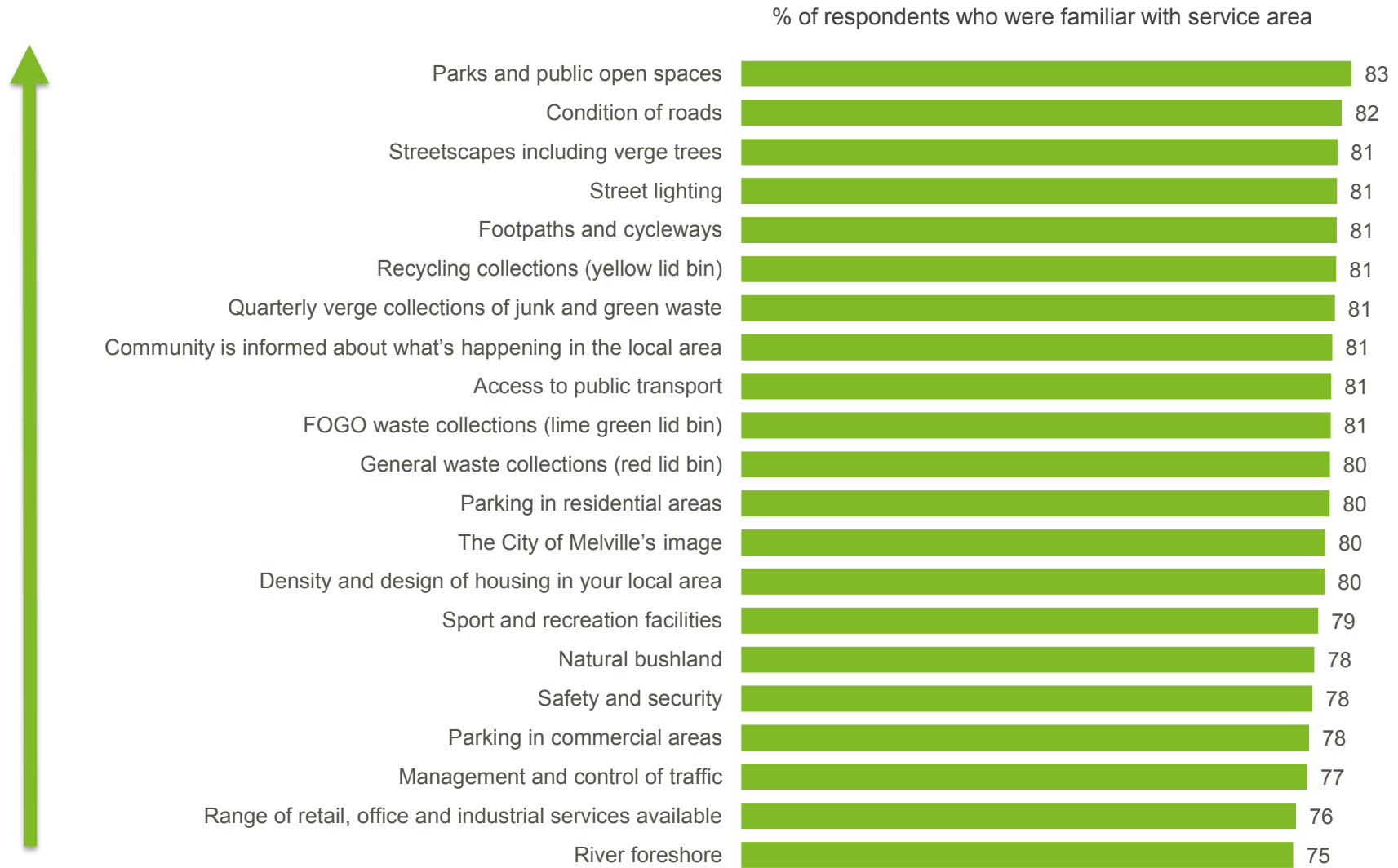| Gender		Family stage		Disability & culture	
Male	57	No children	61	Disability	61
Female	62	Child aged 0-5	60	Born overseas	59
Age		Child aged 6-11	56	LOTE	69
18-34 years	63	Child aged 12-17	59	**Home ownership**	
35-54 years	58	Child aged 18+	58	Home owner	58
55+ years	58			Renting / other	69

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 761).   * Positive Rating = excellent, good + okay

MARKYT◆

Familiarity with local services and facilities

Familiarity with local services and facilities
<u>Higher</u> levels of familiarity

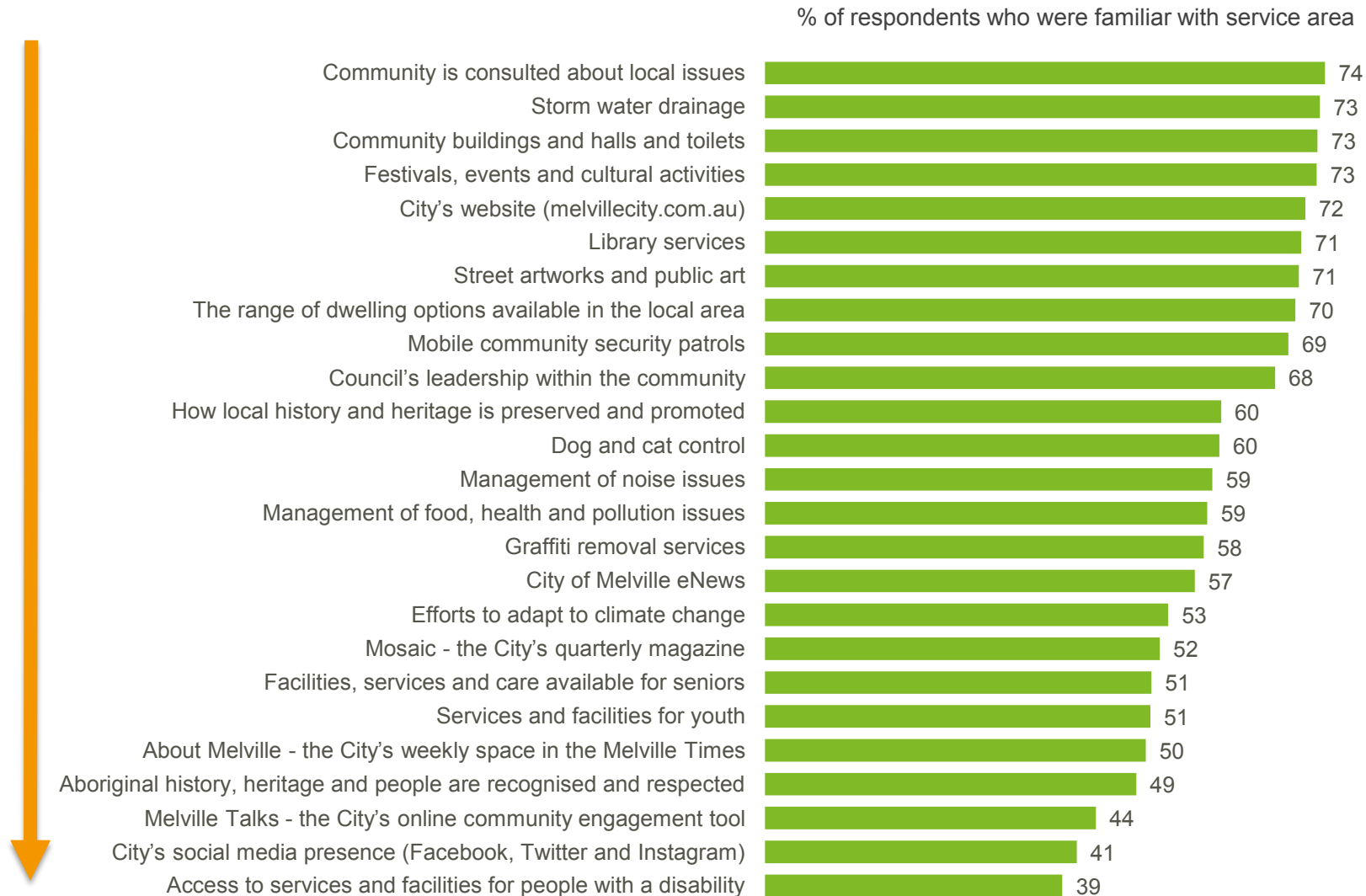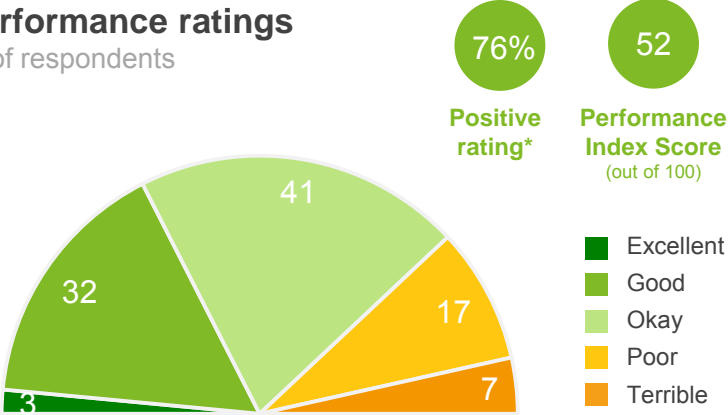% of respondents who were familiar with service area

Service area	%
Parks and public open spaces	83
Condition of roads	82
Streetscapes including verge trees	81
Street lighting	81
Footpaths and cycleways	81
Recycling collections (yellow lid bin)	81
Quarterly verge collections of junk and green waste	81
Community is informed about what's happening in the local area	81
Access to public transport	81
FOGO waste collections (lime green lid bin)	81
General waste collections (red lid bin)	80
Parking in residential areas	80
The City of Melville's image	80
Density and design of housing in your local area	80
Sport and recreation facilities	79
Natural bushland	78
Safety and security	78
Parking in commercial areas	78
Management and control of traffic	77
Range of retail, office and industrial services available	76
River foreshore	75

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

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Familiarity with local services and facilities

Lower levels of familiarity

% of respondents who were familiar with service area

Service	%
Community is consulted about local issues	74
Storm water drainage	73
Community buildings and halls and toilets	73
Festivals, events and cultural activities	73
City's website (melvillecity.com.au)	72
Library services	71
Street artworks and public art	71
The range of dwelling options available in the local area	70
Mobile community security patrols	69
Council's leadership within the community	68
How local history and heritage is preserved and promoted	60
Dog and cat control	60
Management of noise issues	59
Management of food, health and pollution issues	59
Graffiti removal services	58
City of Melville eNews	57
Efforts to adapt to climate change	53
Mosaic - the City's quarterly magazine	52
Facilities, services and care available for seniors	51
Services and facilities for youth	51
About Melville - the City's weekly space in the Melville Times	50
Aboriginal history, heritage and people are recognised and respected	49
Melville Talks - the City's online community engagement tool	44
City's social media presence (Facebook, Twitter and Instagram)	41
Access to services and facilities for people with a disability	39

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

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Leadership and engagement

Council's leadership within the community

Performance ratings
% of respondents

76% Positive rating*

52 Performance Index Score (out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

3 · 32 · 41 · 17 · 7

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
55	56	60	62	46	52

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	52
Industry High	67
Industry Average	50

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
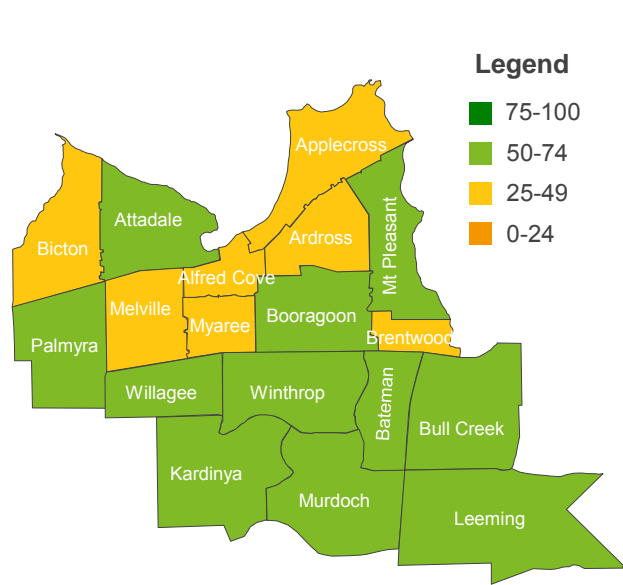
	Suburb	Ward
Applecross	45	
Brentwood	48	49
Mt Pleasant	53	
Bateman	54	
Kardinya	57	57
Murdoch	60	
Bicton	48	
Attadale	54	51
Alfred Cove	48	
Bull Creek	58	56
Leeming	54	
Ardross	44	
Booragoon	50	48
Myaree	44	
Winthrop	57	
Palmyra	57	
Melville	47	53
Willagee	53	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	49	No children	54	Disability	53
Female	55	Child aged 0-5	52	Born overseas	53
Age		Child aged 6-11	48	LOTE	61
18-34 years	55	Child aged 12-17	51	**Home ownership**	
35-54 years	49	Child aged 18+	49	Home owner	51
55+ years	53			Renting / other	60

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 644).   * Positive Rating = excellent, good + okay

MARKYT◆

The City has developed and communicated a clear vision for the area
I am fairly certain about what the area is going to look and feel like in 10 years time
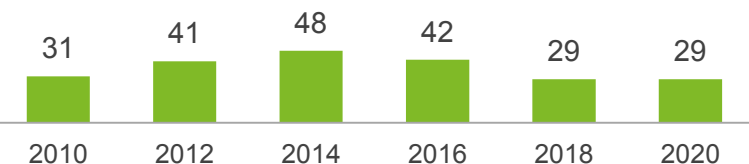
Performance ratings
% of respondents

29%

Total Agree

- Strongly agree
- Agree
- Neutral / Unsure
- Disagree
- Strongly disagree

43
25
21
4
7

Trend Analysis
% agree

2010	2012	2014	2016	2018	2020
31	41	48	42	29	29
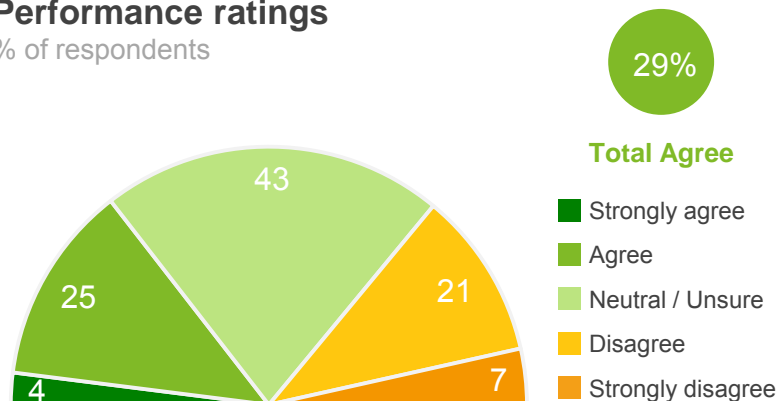
MARKYT Industry Standards
% agree

City of Melville	29
Industry High	61
Industry Average	35

Geographical variances
% agree

Legend
- 75-100
- 50-74
- 25-49
- 0-24
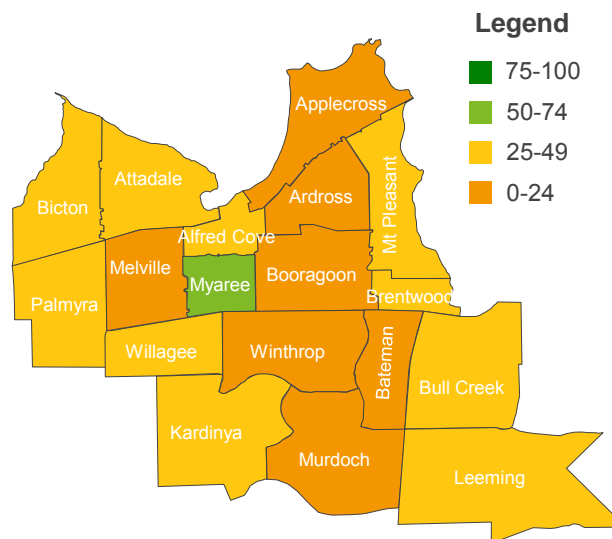
	Suburb	Ward
Applecross	21	
Brentwood	43	32
Mt Pleasant	41	
Bateman	22	
Kardinya	48	37
Murdoch	22	
Bicton	34	
Attadale	25	28
Alfred Cove	26	
Bull Creek	33	
Leeming	37	35
Ardross	17	
Booragoon	21	
Myaree	54	24
Winthrop	23	
Palmyra	28	
Melville	16	24
Willagee	29	

Community variances
% agree

Gender		Family stage		Disability & culture	
Male	28	No children	31	Disability	31
Female	31	Child aged 0-5	18	Born overseas	30
Age		Child aged 6-11	29	LOTE	21
18-34 years	28	Child aged 12-17	32	**Home ownership**	
35-54 years	25	Child aged 18+	29	Home owner	28
55+ years	33			Renting / other	41

Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 887).

MARKYT

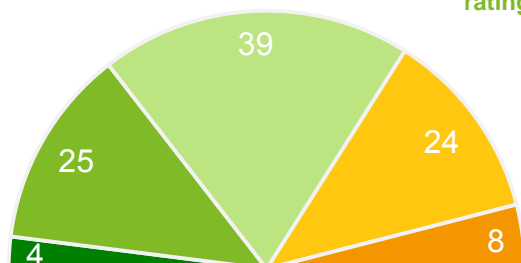# How the community is consulted about local issues

Performance ratings
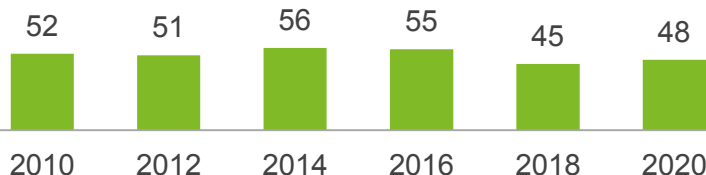% of respondents

68% Positive rating*

48 Performance Index Score (out of 100)

Legend (rating sectors):
- Excellent — 4
- Good — 25
- Okay — 39
- Poor — 24
- Terrible — 8

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
52	51	56	55	45	48

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	48
Industry High	63
Industry Average	47

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
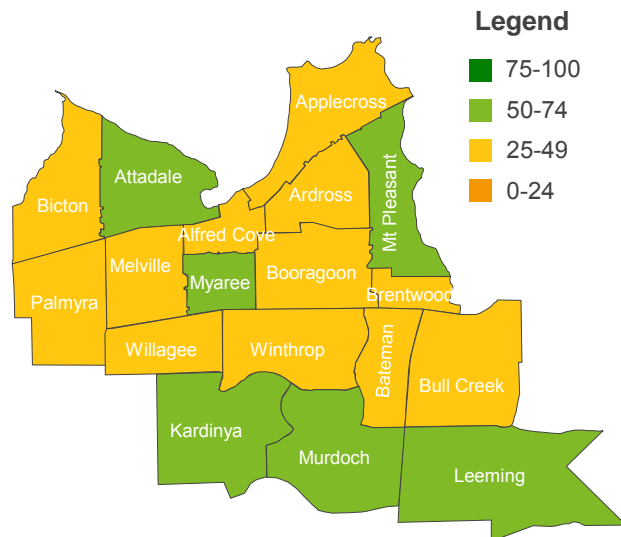
	Suburb	Ward
Applecross	41	
Brentwood	46	46
Mt Pleasant	53	
Bateman	48	
Kardinya	55	52
Murdoch	53	
Bicton	44	
Attadale	51	47
Alfred Cove	42	
Bull Creek	48	50
Leeming	52	
Ardross	44	
Booragoon	47	47
Myaree	51	
Winthrop	48	
Palmyra	49	
Melville	45	47
Willagee	48	

Community variances
Performance Index Score

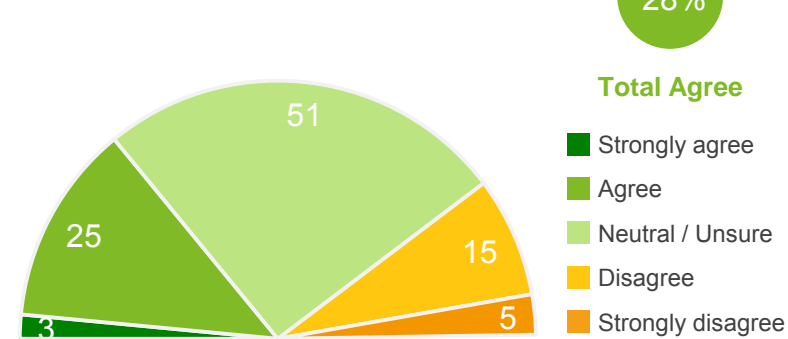| Gender		Family stage		Disability & culture	
Male	46	No children	49	Disability	47
Female	50	Child aged 0-5	49	Born overseas	49
Age		Child aged 6-11	47	LOTE	51
18-34 years	50	Child aged 12-17	47	**Home ownership**	
35-54 years	46	Child aged 18+	48	Home owner	48
55+ years	49			Renting / other	43

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 707).   * Positive Rating = excellent, good + okay

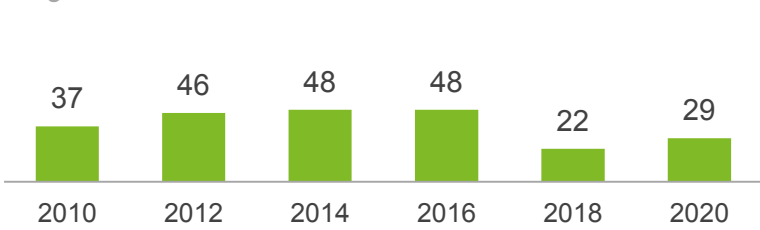# The Mayor and Councillors have a good understanding of community needs

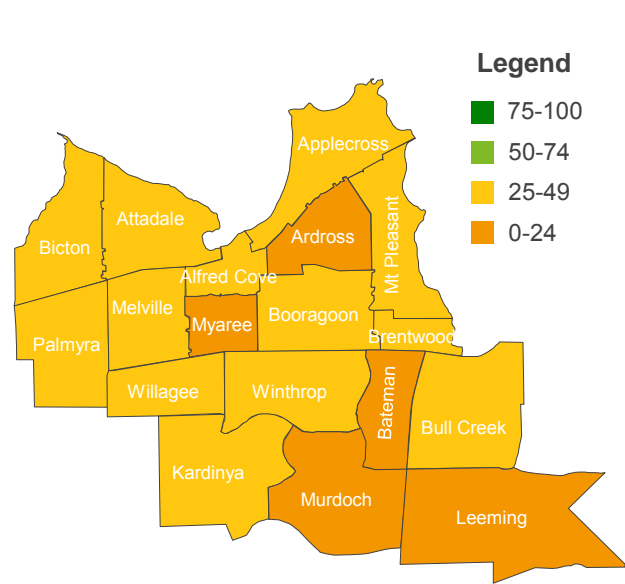## Performance ratings
% of respondents

28%

Total Agree

- 3 Strongly agree
- 25 Agree
- 51 Neutral / Unsure
- 15 Disagree
- 5 Strongly disagree

Trend Analysis
% agree

2010	2012	2014	2016	2018	2020
37	46	48	48	22	29

MARKYT® Industry Standards
% agree

City of Melville	29
Industry High	43
Industry Average	30

Geographical variances
% agree

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

	Suburb	Ward
Applecross	30	
Brentwood	**36**	31
Mt Pleasant	31	
Bateman	**22**	
Kardinya	**34**	29
Murdoch	**23**	
Bicton	30	
Attadale	**38**	**35**
Alfred Cove	**35**	
Bull Creek	29	26
Leeming	**23**	
Ardross	**14**	
Booragoon	28	**23**
Myaree	**17**	
Winthrop	33	
Palmyra	30	
Melville	25	29
Willagee	31	

Community variances
% agree

Gender

Male	**21**
Female	**36**

Age

18-34 years	**24**
35-54 years	**24**
55+ years	**35**

Family stage

No children	33
Child aged 0-5	**23**
Child aged 6-11	25
Child aged 12-17	27
Child aged 18+	**20**

Disability & culture

Disability	26
Born overseas	26
LOTE	**18**

Home ownership
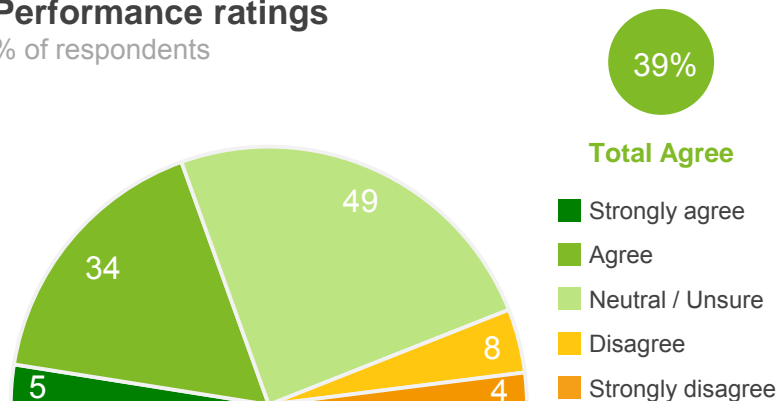
Home owner	29
Renting / other	28

Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 883).

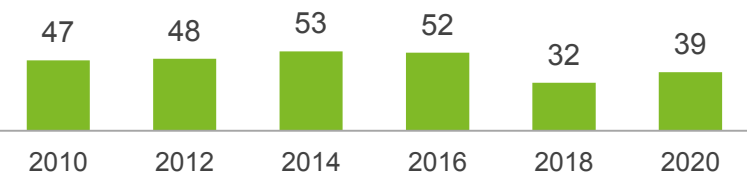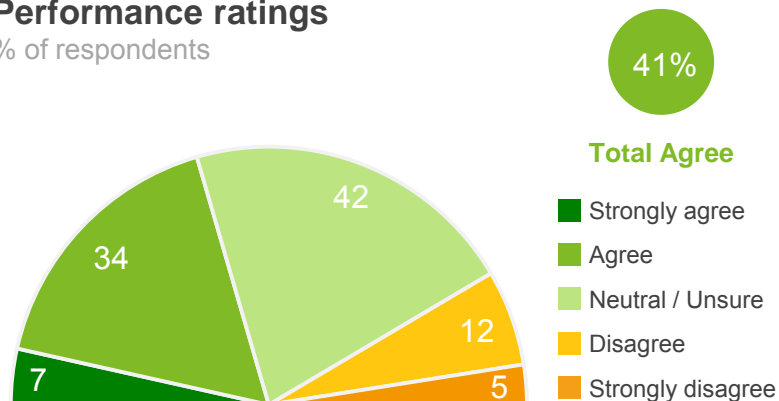**MARKYT®**

23

Staff have a good understanding of community needs

Performance ratings
% of respondents

39%

Total Agree

- 5 Strongly agree
- 34 Agree
- 49 Neutral / Unsure
- 8 Disagree
- 4 Strongly disagree

Trend Analysis
% agree

2010	2012	2014	2016	2018	2020
47	48	53	52	32	39

MARKYT◆ Industry Standards
% agree

City of Melville	39
Industry High	53
Industry Average	34

Geographical variances
% agree

Legend
- 75-100
- 50-74
- 25-49
- 0-24
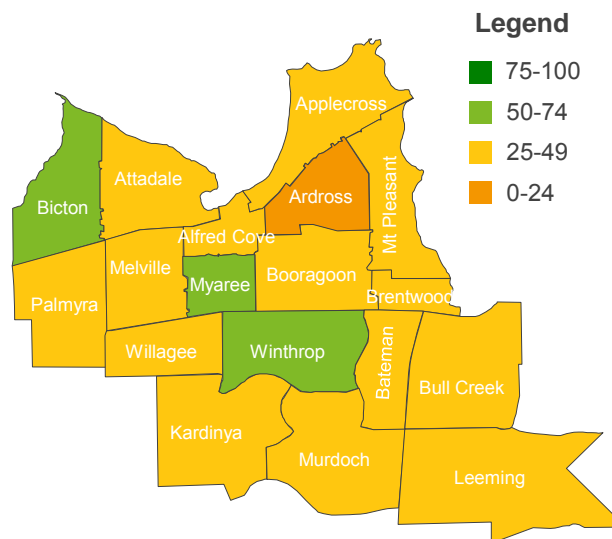
	Suburb	Ward
Applecross	29	
Brentwood	41	35
Mt Pleasant	40	
Bateman	36	
Kardinya	43	39
Murdoch	29	
Bicton	50	
Attadale	42	43
Alfred Cove	38	
Bull Creek	41	39
Leeming	39	
Ardross	21	
Booragoon	45	41
Myaree	57	
Winthrop	53	
Palmyra	41	
Melville	28	36
Willagee	36	

Community variances
% agree

Gender		Family stage		Disability & culture	
Male	39	No children	41	Disability	43
Female	39	Child aged 0-5	34	Born overseas	40
Age		Child aged 6-11	38	LOTE	39
18-34 years	40	Child aged 12-17	45	**Home ownership**	
35-54 years	35	Child aged 18+	30	Home owner	37
55+ years	41			Renting / other	49

Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 884).

MARKYT◆

24

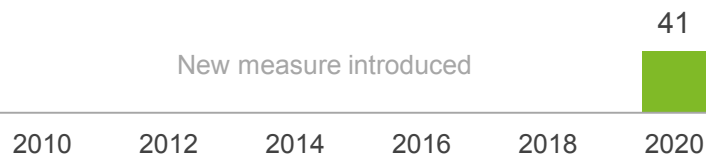# Council and staff are responsive to community concerns

Performance ratings
% of respondents

41%

Total Agree

Rating	%
Strongly agree	7
Agree	34
Neutral / Unsure	42
Disagree	12
Strongly disagree	5

Trend Analysis
% agree

New measure introduced

41

2010 2012 2014 2016 2018 2020

MARKYT◆ Industry Standards
% agree

City of Melville	41
Industry High	NA
Industry Average	NA

Geographical variances
% agree

Legend
- 75-100
- 50-74
- 25-49
- 0-24
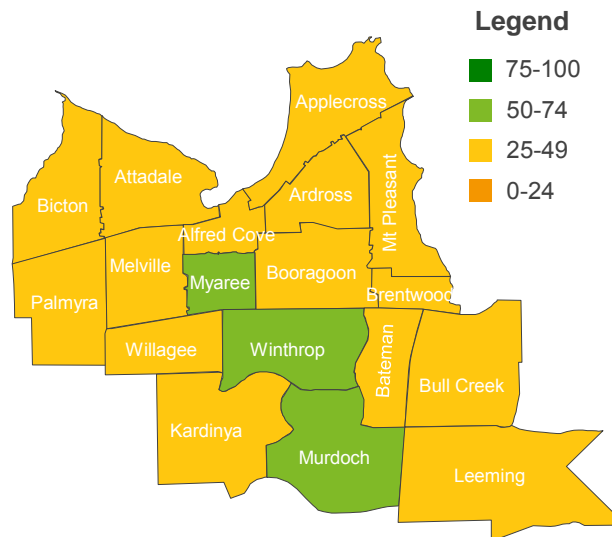
	Suburb	Ward
Applecross	31	
Brentwood	31	38
Mt Pleasant	46	
Bateman	38	
Kardinya	42	43
Murdoch	52	
Bicton	45	
Attadale	41	41
Alfred Cove	36	
Bull Creek	39	41
Leeming	42	
Ardross	27	
Booragoon	48	45
Myaree	69	
Winthrop	53	
Palmyra	44	
Melville	29	40
Willagee	48	

Community variances
% agree

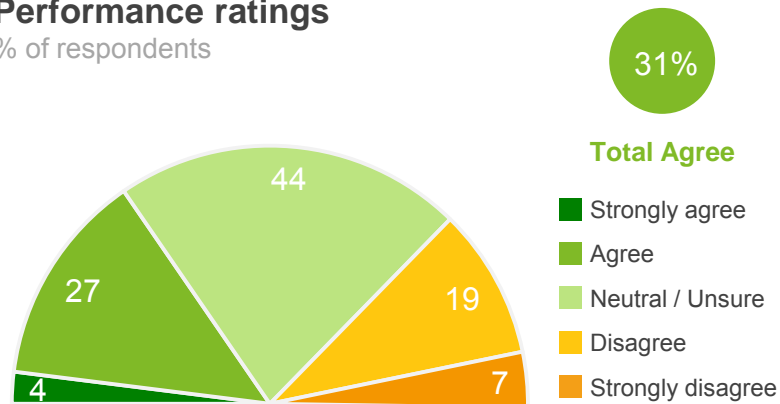| Gender		Family stage		Disability & culture	
Male	39	No children	46	Disability	40
Female	44	Child aged 0-5	33	Born overseas	41
Age		Child aged 6-11	43	LOTE	40
18-34 years	42	Child aged 12-17	40	**Home ownership**	
35-54 years	35	Child aged 18+	35	Home owner	42
55+ years	46			Renting / other	41

Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 884).

The City clearly explains reasons for its decisions and how residents' views have been taken into account
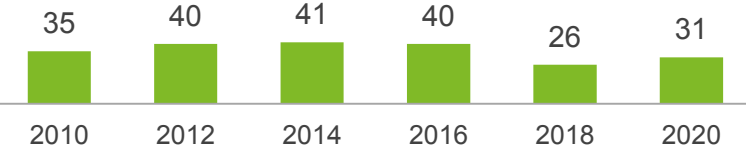
Performance ratings
% of respondents

31%

Total Agree

- Strongly agree — 4
- Agree — 27
- Neutral / Unsure — 44
- Disagree — 19
- Strongly disagree — 7

Trend Analysis
% agree

2010	2012	2014	2016	2018	2020
35	40	41	40	26	31

MARKYT Industry Standards
% agree

City of Melville	31
Industry High	45
Industry Average	28

Geographical variances
% agree

Legend
- 75-100
- 50-74
- 25-49
- 0-24
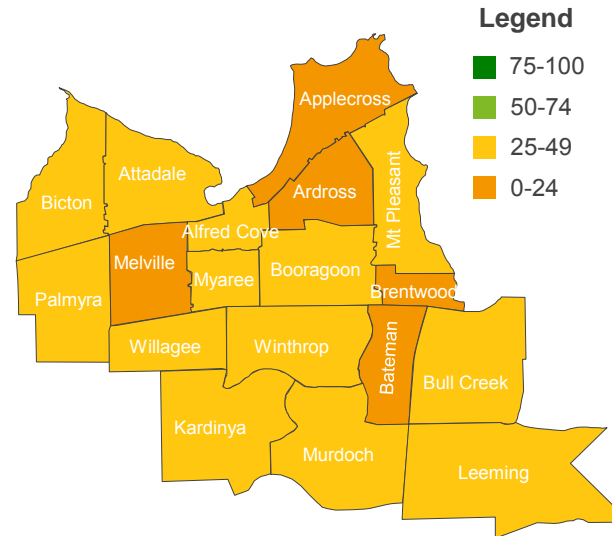
	Suburb	Ward
Applecross	17	
Brentwood	23	27
Mt Pleasant	38	
Bateman	22	
Kardinya	41	37
Murdoch	45	
Bicton	32	
Attadale	31	32
Alfred Cove	33	
Bull Creek	37	33
Leeming	30	
Ardross	17	
Booragoon	29	29
Myaree	42	
Winthrop	36	
Palmyra	35	
Melville	20	30
Willagee	35	

Community variances
% agree

Gender		Family stage		Disability & culture	
Male	28	No children	35	Disability	40
Female	34	Child aged 0-5	30	Born overseas	33
Age		Child aged 6-11	32	LOTE	25
18-34 years	36	Child aged 12-17	24	**Home ownership**	
35-54 years	24	Child aged 18+	24	Home owner	29
55+ years	33			Renting / other	41

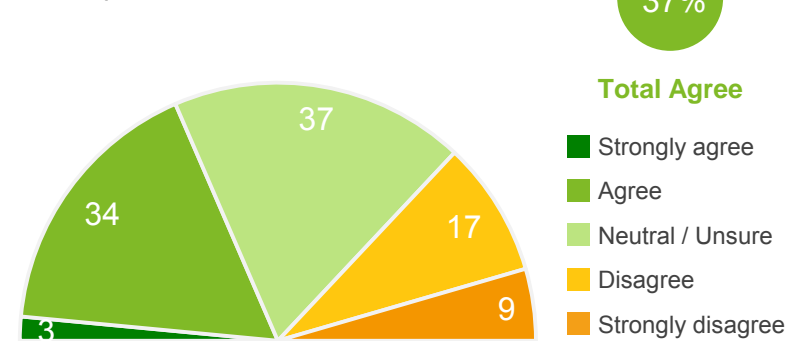Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 885).

MARKYT

I trust the City to make decisions on my behalf, that are in the best interests of the community as a whole
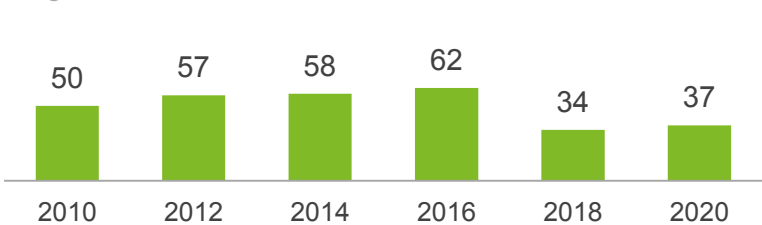
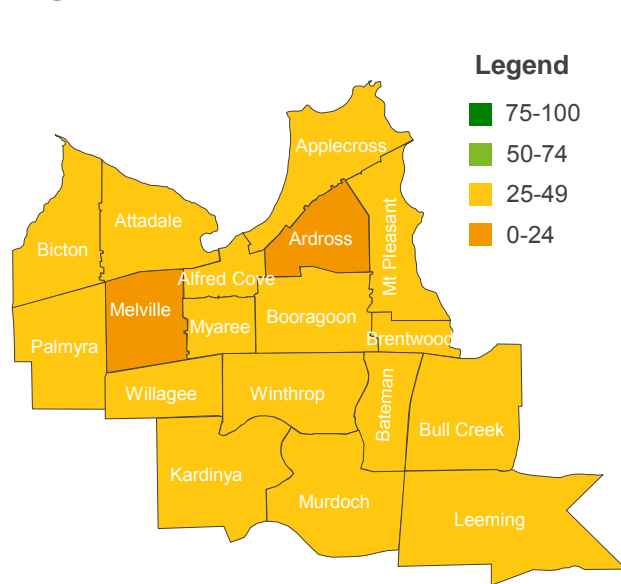## Performance ratings
% of respondents

37%

Total Agree

- Strongly agree — 3
- Agree — 34
- Neutral / Unsure — 37
- Disagree — 17
- Strongly disagree — 9

Trend Analysis
% agree

2010	2012	2014	2016	2018	2020
50	57	58	62	34	37

MARKYT Industry Standards
% agree

City of Melville	37
Industry High	42
Industry Average	33

Geographical variances
% agree

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

Suburb		Ward
Applecross	27	
Brentwood	46	35
Mt Pleasant	40	
Bateman	36	
Kardinya	49	42
Murdoch	26	
Bicton	45	
Attadale	35	37
Alfred Cove	31	
Bull Creek	48	38
Leeming	30	
Ardross	17	
Booragoon	43	34
Myaree	36	
Winthrop	44	
Palmyra	42	
Melville	21	37
Willagee	49	

Community variances
% agree

Gender		Family stage		Disability & culture	
Male	33	No children	39	Disability	31
Female	41	Child aged 0-5	42	Born overseas	38
Age		Child aged 6-11	28	LOTE	32
18-34 years	43	Child aged 12-17	30	**Home ownership**	
35-54 years	29	Child aged 18+	26	Home owner	36
55+ years	38			Renting / other	41

Q. **How strongly do you agree or disagree with the following statements?**
Base: All respondents, excludes 'no response' (n = 885).

MARKYT

Communication

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

Performance ratings
% of respondents

78% Positive rating*

57 Performance Index Score (out of 100)

- 9 Excellent
- 35 Good
- 34 Okay
- 17 Poor
- 5 Terrible

Legend (pie): Excellent, Good, Okay, Poor, Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
58	56	60	62	53	57

MARKYT Industry Standards
Performance Index Score

City of Melville	57
Industry High	69
Industry Average	54

Geographical variances
Performance Index Score

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

	Suburb	Ward
Applecross	50	
Brentwood	53	55
Mt Pleasant	60	
Bateman	65	
Kardinya	61	61
Murdoch	57	
Bicton	62	
Attadale	63	62
Alfred Cove	61	
Bull Creek	52	55
Leeming	58	
Ardross	51	
Booragoon	54	53
Myaree	54	
Winthrop	58	
Palmyra	55	
Melville	54	55
Willagee	55	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	54	No children	56	Disability	59
Female	59	Child aged 0-5	59	Born overseas	58
Age		Child aged 6-11	55	LOTE	64
18-34 years	56	Child aged 12-17	57	**Home ownership**	
35-54 years	55	Child aged 18+	57	Home owner	57
55+ years	58			Renting / other	57

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 770).   * Positive Rating = excellent, good + okay

Performance ratings
% of respondents

89% Positive rating*

59 Performance Index Score (out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

6 · 38 · 45 · 8 · 3

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
		66	68	61	59
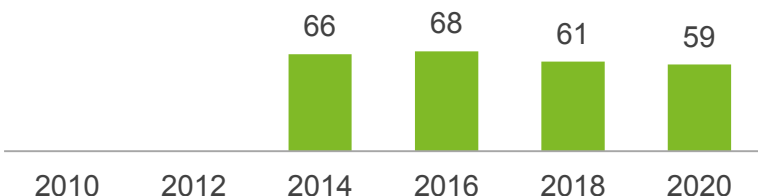
MARKYT◆ Industry Standards
Performance Index Score

City of Melville	59
Industry High	64
Industry Average	58

Geographical variances
Performance Index Score

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

	Suburb	Ward
Applecross	54	
Brentwood	68	59
Mt Pleasant	63	
Bateman	55	
Kardinya	65	61
Murdoch	58	
Bicton	62	
Attadale	65	63
Alfred Cove	61	
Bull Creek	63	61
Leeming	59	
Ardross	53	
Booragoon	49	55
Myaree	64	
Winthrop	58	
Palmyra	56	
Melville	51	56
Willagee	62	

Community variances
Performance Index Score

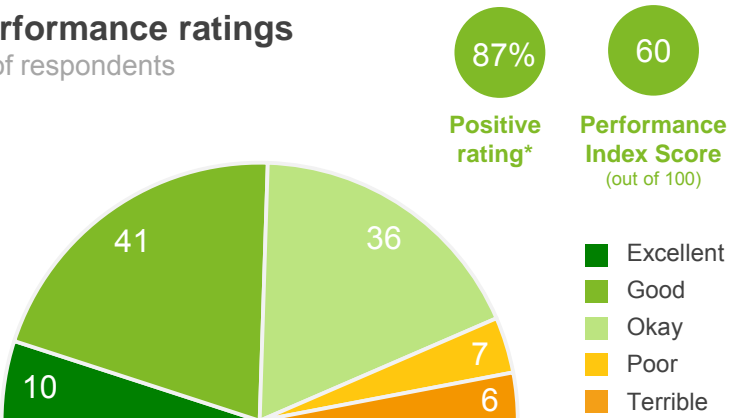| Gender		Family stage		Disability & culture	
Male	56	No children	62	Disability	60
Female	62	Child aged 0-5	55	Born overseas	59
Age		Child aged 6-11	50	LOTE	66
18-34 years	54	Child aged 12-17	58	**Home ownership**	
35-54 years	55	Child aged 18+	61	Home owner	58
55+ years	63			Renting / other	61

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 481).   * Positive Rating = excellent, good + okay
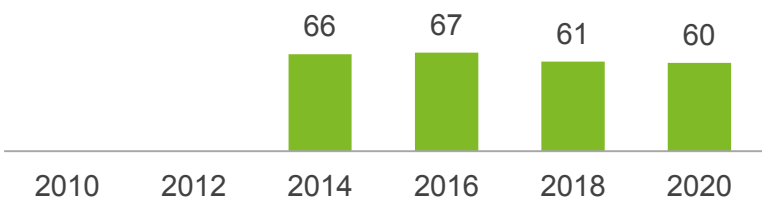
MARKYT◆   30

Mosaic - the City's quarterly magazine

Performance ratings
% of respondents

87% Positive rating*

60 Performance Index Score (out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

10 | 41 | 36 | 7 | 6

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
		66	67	61	60

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	60
Industry High	75
Industry Average	63

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
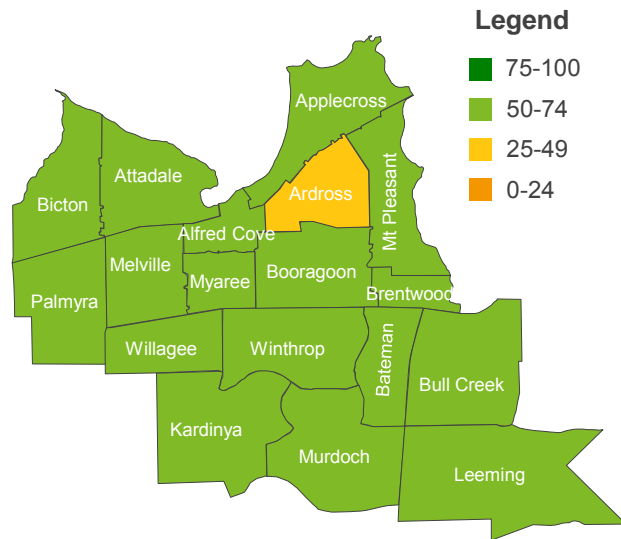
	Suburb	Ward
Applecross	54	
Brentwood	55	60
Mt Pleasant	67	
Bateman	59	
Kardinya	65	64
Murdoch	66	
Bicton	59	
Attadale	60	60
Alfred Cove	62	
Bull Creek	69	64
Leeming	60	
Ardross	48	
Booragoon	58	54
Myaree	63	
Winthrop	55	
Palmyra	61	
Melville	58	62
Willagee	67	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	57	No children	64	Disability	63
Female	64	Child aged 0-5	66	Born overseas	66
Age		Child aged 6-11	55	LOTE	68
18-34 years	56	Child aged 12-17	59	**Home ownership**	
35-54 years	57	Child aged 18+	60	Home owner	60
55+ years	64			Renting / other	69

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 499).   * Positive Rating = excellent, good + okay

MARKYT◆

City of Melville eNews

Performance ratings
% of respondents

91% Positive rating*

64 Performance Index Score (out of 100)

- Excellent — 14
- Good — 39
- Okay — 38
- Poor — 7
- Terrible — 2

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
				63	64

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	64
Industry High	66
Industry Average	61

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
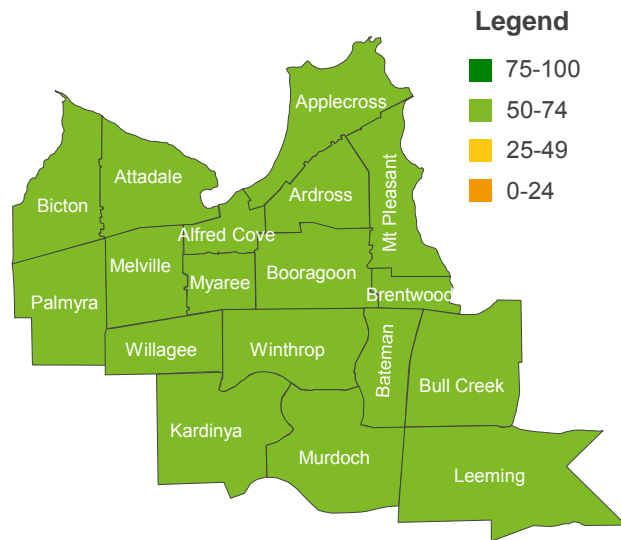
	Suburb	Ward
Applecross	61	
Brentwood	65	65
Mt Pleasant	69	
Bateman	60	
Kardinya	65	62
Murdoch	56	
Bicton	69	
Attadale	65	66
Alfred Cove	66	
Bull Creek	70	
Leeming	63	66
Ardross	57	
Booragoon	64	62
Myaree	72	
Winthrop	61	
Palmyra	61	
Melville	62	62
Willagee	68	

Community variances
Performance Index Score

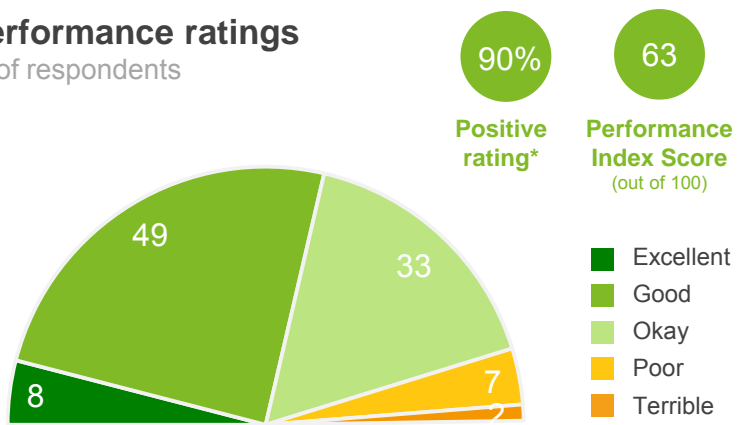| Gender		Family stage		Disability & culture	
Male	61	No children	67	Disability	64
Female	66	Child aged 0-5	64	Born overseas	63
Age		Child aged 6-11	57	LOTE	67
18-34 years	59	Child aged 12-17	61	**Home ownership**	
35-54 years	61	Child aged 18+	63	Home owner	64
55+ years	67			Renting / other	64

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 543).   * Positive Rating = excellent, good + okay
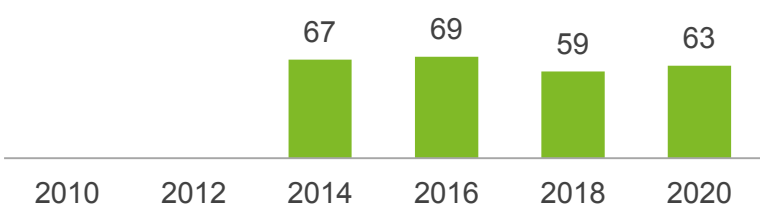
City's website (melvillecity.com.au)

Performance ratings
% of respondents

90% Positive rating*

63 Performance Index Score (out of 100)

8	Excellent
49	Good
33	Okay
7	Poor
2	Terrible

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

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
		67	69	59	63

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	63
Industry High	68
Industry Average	58

Geographical variances
Performance Index Score
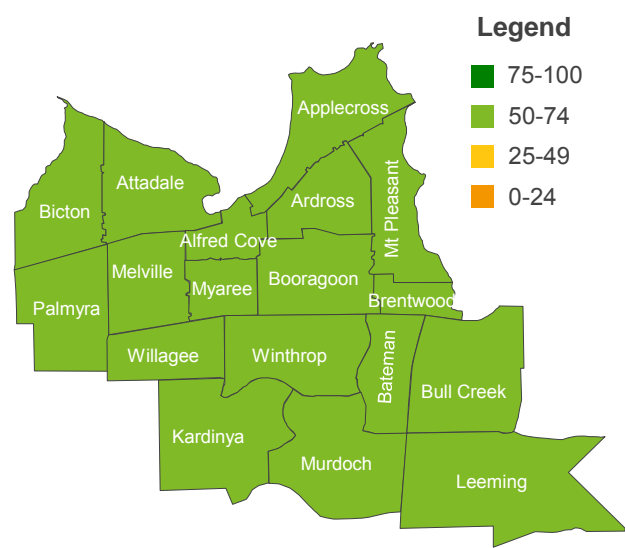
	Suburb	Ward
Applecross	59	
Brentwood	60	62
Mt Pleasant	66	
Bateman	65	
Kardinya	63	64
Murdoch	66	
Bicton	69	
Attadale	59	66
Alfred Cove	71	
Bull Creek	68	
Leeming	60	63
Ardross	52	
Booragoon	62	
Myaree	66	60
Winthrop	69	
Palmyra	66	
Melville	59	64
Willagee	69	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	62	No children	65	Disability	59
Female	65	Child aged 0-5	64	Born overseas	65
Age		Child aged 6-11	59	LOTE	65
18-34 years	64	Child aged 12-17	64	**Home ownership**	
35-54 years	62	Child aged 18+	63	Home owner	63
55+ years	64			Renting / other	65

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 682).   * Positive Rating = excellent, good + okay

The City's social media presence
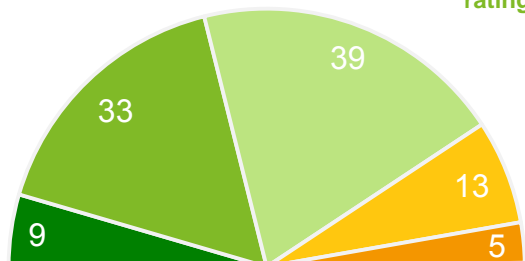## (on Facebook, Twitter and Instagram)

Performance ratings
% of respondents

81% Positive rating*

57 Performance Index Score (out of 100)

- 9 Excellent
- 33 Good
- 39 Okay
- 13 Poor
- 5 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
				57	57

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	57
Industry High	66
Industry Average	54

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
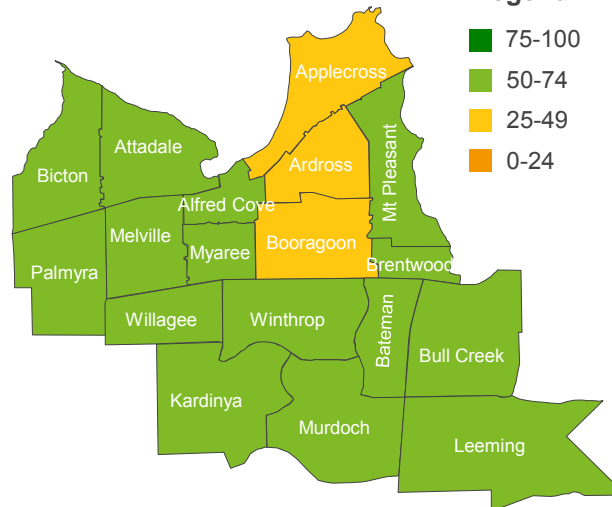
	Suburb	Ward
Applecross	48	
Brentwood	62	55
Mt Pleasant	62	
Bateman	61	
Kardinya	60	62
Murdoch	69	
Bicton	62	
Attadale	54	58
Alfred Cove	60	
Bull Creek	63	59
Leeming	56	
Ardross	48	
Booragoon	46	54
Myaree	70	
Winthrop	62	
Palmyra	52	
Melville	57	56
Willagee	66	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	52	No children	57	Disability	55
Female	61	Child aged 0-5	57	Born overseas	60
Age		Child aged 6-11	53	LOTE	72
18-34 years	55	Child aged 12-17	58	**Home ownership**	
35-54 years	57	Child aged 18+	58	Home owner	56
55+ years	59			Renting / other	63

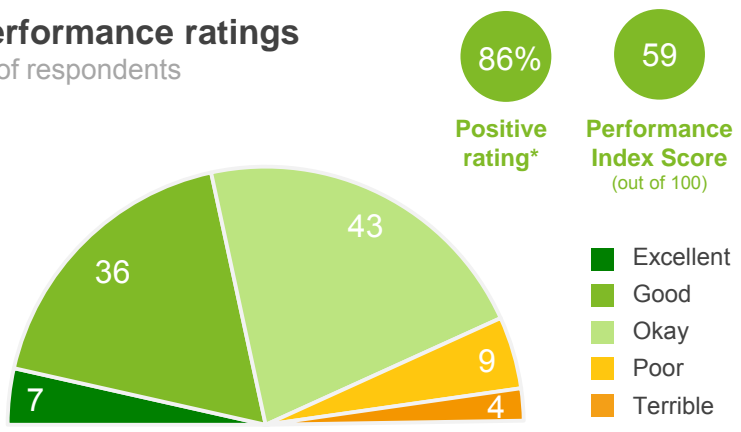Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 394).   * Positive Rating = excellent, good + okay

MARKYT◆

Melville Talks - the City's online community engagement tool
(melvillecity.com.au/melvilletalks)

Performance ratings
% of respondents

86%
Positive rating*

59
Performance Index Score
(out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

Pie chart values: 36, 43, 9, 4, 7

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
				57	59

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	59
Industry High	63
Industry Average	58

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
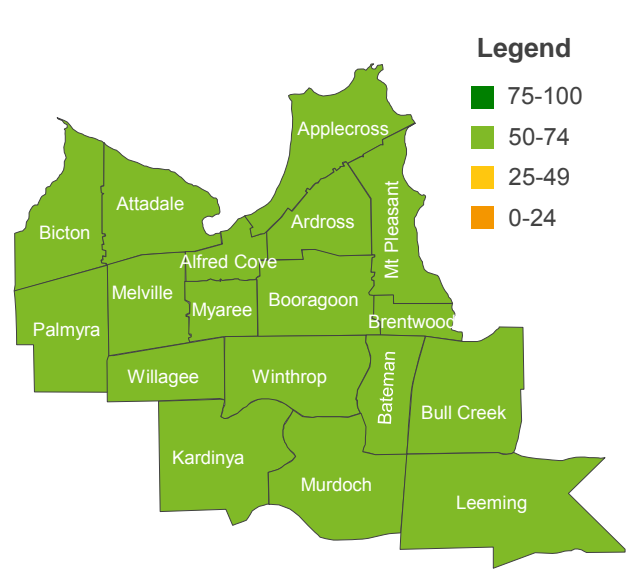
	Suburb	Ward
Applecross	55	
Brentwood	59	60
Mt Pleasant	67	
Bateman	55	
Kardinya	65	60
Murdoch	55	
Bicton	54	
Attadale	61	58
Alfred Cove	57	
Bull Creek	69	62
Leeming	57	
Ardross	56	
Booragoon	55	56
Myaree	60	
Winthrop	56	
Palmyra	56	
Melville	55	57
Willagee	63	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	56	No children	61	Disability	57
Female	62	Child aged 0-5	56	Born overseas	58
Age		Child aged 6-11	50	LOTE	59
18-34 years	53	Child aged 12-17	61	**Home ownership**	
35-54 years	57	Child aged 18+	58	Home owner	59
55+ years	63			Renting / other	57

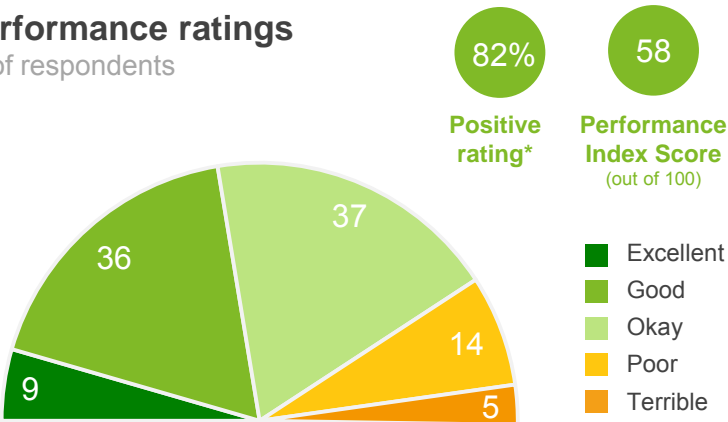Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 418).   * Positive Rating = excellent, good + okay

MARKYT◆

35

Clean and Green
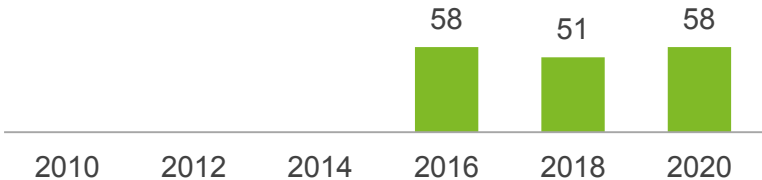
Efforts to adapt to climate change

Performance ratings
% of respondents

82% Positive rating*

58 Performance Index Score (out of 100)

- 9 Excellent
- 36 Good
- 37 Okay
- 14 Poor
- 5 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
			58	51	58

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	58
Industry High	58
Industry Average	49

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
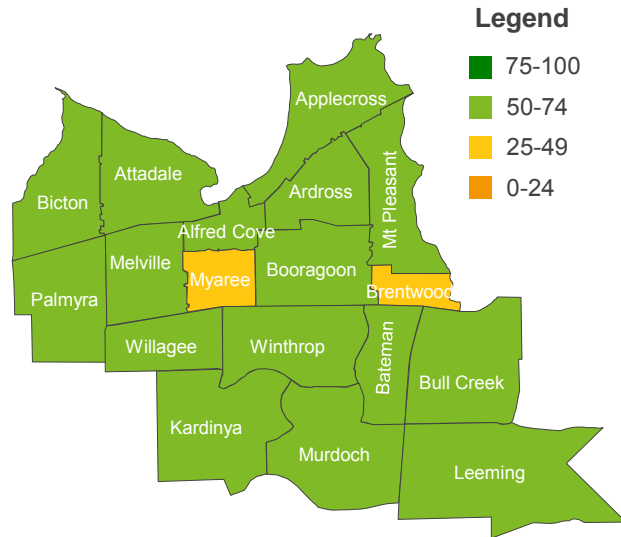
	Suburb	Ward
Applecross	54	
Brentwood	46	58
Mt Pleasant	64	
Bateman	56	
Kardinya	53	55
Murdoch	68	
Bicton	54	
Attadale	73	64
Alfred Cove	54	
Bull Creek	59	62
Leeming	64	
Ardross	51	
Booragoon	55	54
Myaree	40	
Winthrop	65	
Palmyra	55	
Melville	54	55
Willagee	56	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	56	No children	59	Disability	56
Female	59	Child aged 0-5	57	Born overseas	56
Age		Child aged 6-11	57	LOTE	51
18-34 years	57	Child aged 12-17	57	**Home ownership**	
35-54 years	58	Child aged 18+	59	Home owner	59
55+ years	58			Renting / other	48

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 509).   * Positive Rating = excellent, good + okay

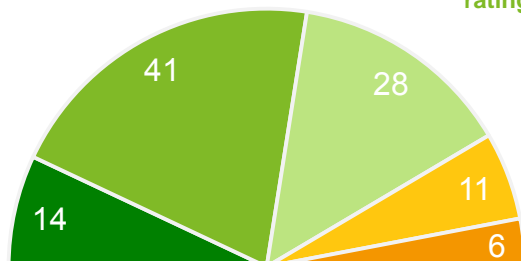# Streetscapes including verge trees

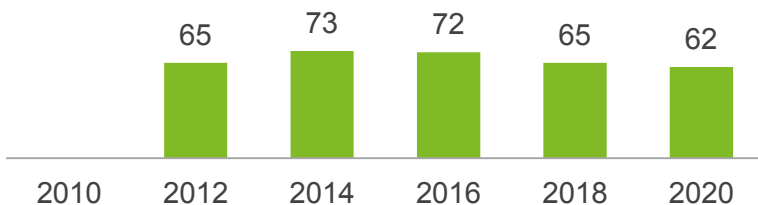## Performance ratings
% of respondents

83% Positive rating*

62 Performance Index Score (out of 100)

- 14 Excellent
- 41 Good
- 28 Okay
- 11 Poor
- 6 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
	65	73	72	65	62

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	62
Industry High	83
Industry Average	53

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
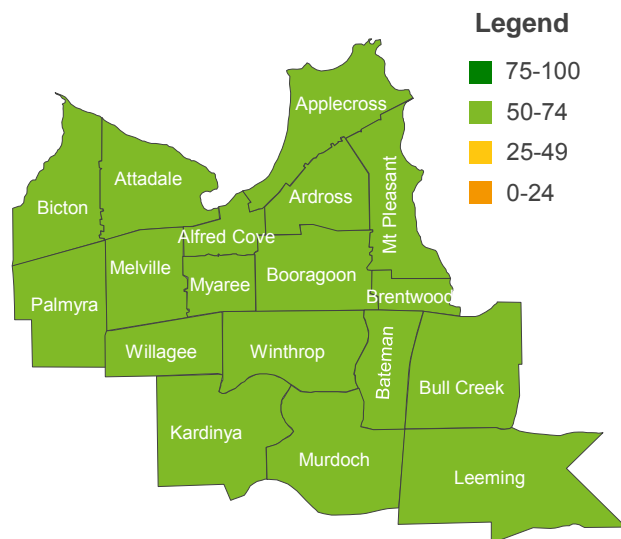
	Suburb	Ward
Applecross	64	
Brentwood	53	65
Mt Pleasant	70	
Bateman	54	
Kardinya	54	57
Murdoch	72	
Bicton	64	
Attadale	63	63
Alfred Cove	61	
Bull Creek	66	65
Leeming	64	
Ardross	60	
Booragoon	62	62
Myaree	62	
Winthrop	64	
Palmyra	61	
Melville	60	60
Willagee	56	

Community variances
Performance Index Score

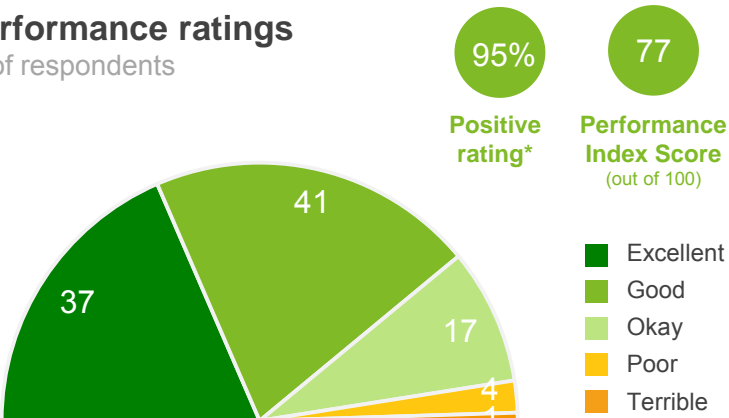| Gender		Family stage		Disability & culture	
Male	61	No children	65	Disability	58
Female	62	Child aged 0-5	60	Born overseas	63
Age		Child aged 6-11	56	LOTE	64
18-34 years	62	Child aged 12-17	62	**Home ownership**	
35-54 years	60	Child aged 18+	61	Home owner	62
55+ years	63			Renting / other	64

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 777).   * Positive Rating = excellent, good + okay
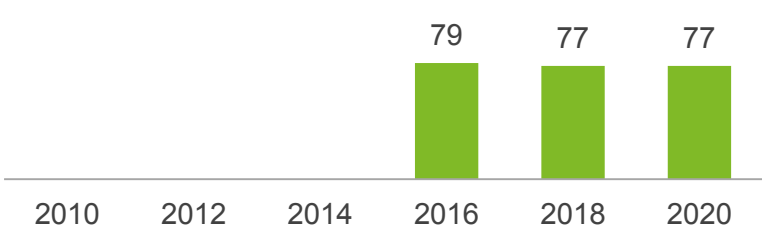
MARKYT◆

River foreshore

Performance ratings
% of respondents

95% — Positive rating*

77 — Performance Index Score (out of 100)

Legend:
- Excellent (37)
- Good (41)
- Okay (17)
- Poor (4)
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
			79	77	77

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	77
Industry High	NA
Industry Average	NA

Geographical variances
Performance Index Score

Legend:
- 75-100
- 50-74
- 25-49
- 0-24
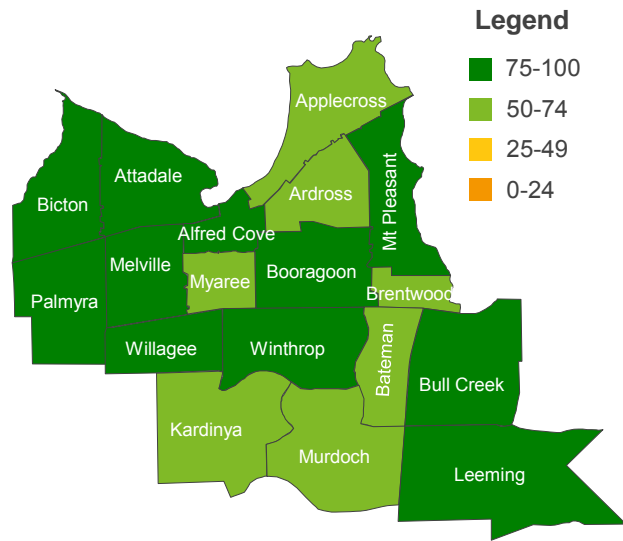
	Suburb	Ward
Applecross	74	
Brentwood	69	77
Mt Pleasant	83	
Bateman	69	
Kardinya	70	70
Murdoch	73	
Bicton	77	
Attadale	78	78
Alfred Cove	81	
Bull Creek	80	77
Leeming	75	
Ardross	72	
Booragoon	78	75
Myaree	69	
Winthrop	80	
Palmyra	83	
Melville	77	80
Willagee	80	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	76	No children	78	Disability	72
Female	78	Child aged 0-5	77	Born overseas	76
Age		Child aged 6-11	73	LOTE	83
18-34 years	81	Child aged 12-17	78	**Home ownership**	
35-54 years	75	Child aged 18+	77	Home owner	76
55+ years	76			Renting / other	82

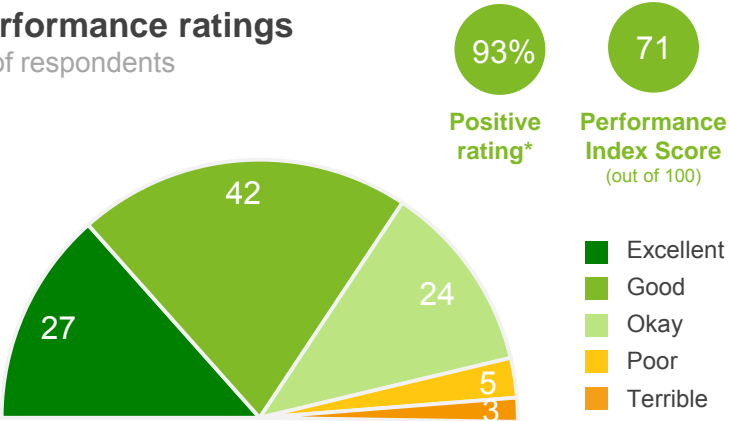Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 719).   * Positive Rating = excellent, good + okay
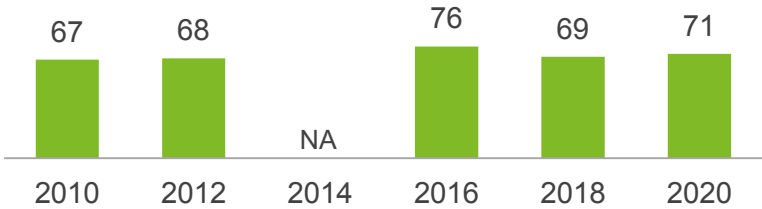
Natural bushland

Performance ratings
% of respondents

93% Positive rating*

71 Performance Index Score (out of 100)

| 27 | 42 | 24 | 5 | 3 |

- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
67	68	NA	76	69	71

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	71
Industry High	NA
Industry Average	NA

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
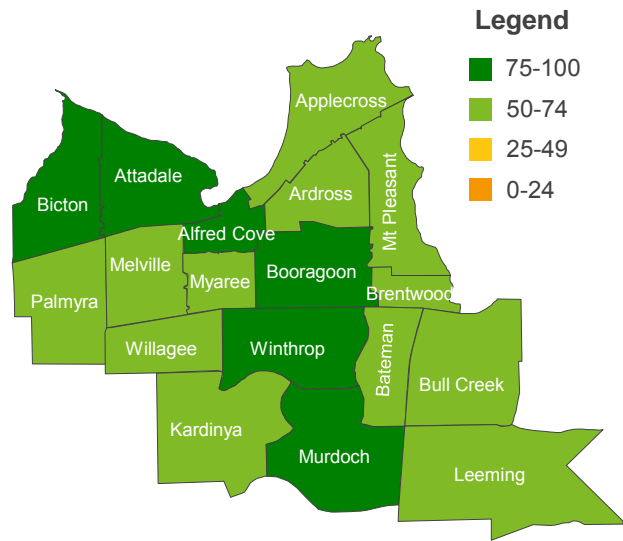
	Suburb	Ward
Applecross	69	
Brentwood	58	70
Mt Pleasant	74	
Bateman	69	
Kardinya	63	67
Murdoch	78	
Bicton	80	
Attadale	79	80
Alfred Cove	81	
Bull Creek	72	72
Leeming	72	
Ardross	60	
Booragoon	78	70
Myaree	72	
Winthrop	78	
Palmyra	71	
Melville	69	69
Willagee	64	

Community variances
Performance Index Score

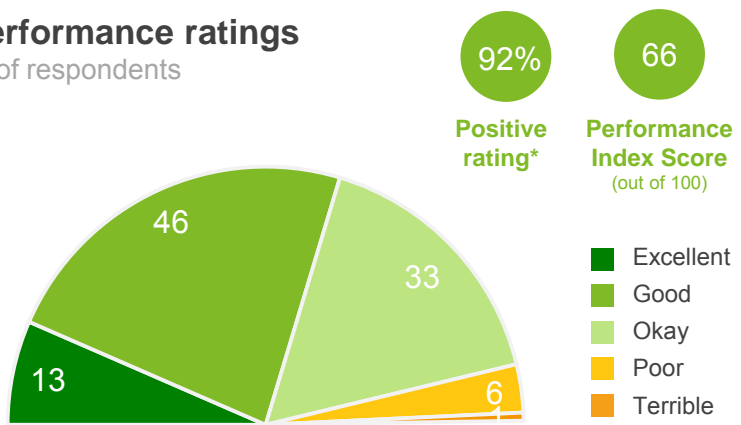| Gender		Family stage		Disability & culture	
Male	70	No children	72	Disability	69
Female	72	Child aged 0-5	73	Born overseas	70
Age		Child aged 6-11	70	LOTE	70
18-34 years	71	Child aged 12-17	73	**Home ownership**	
35-54 years	72	Child aged 18+	72	Home owner	71
55+ years	71			Renting / other	76

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 747).   * Positive Rating = excellent, good + okay
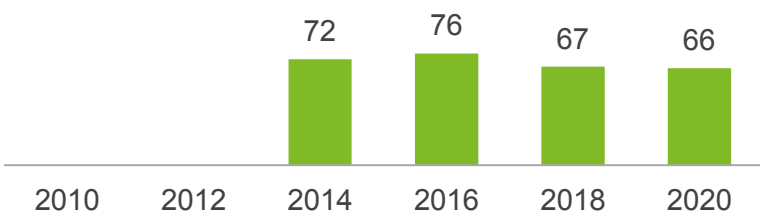
Storm water drainage

Performance ratings
% of respondents

92% Positive rating*

66 Performance Index Score (out of 100)

- 13 Excellent
- 46 Good
- 33 Okay
- 6 Poor
- 1 Terrible

Pie chart values: 13, 46, 33, 6, 1

Legend:
- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
		72	76	67	66

MARKYT Industry Standards
Performance Index Score

City of Melville	66
Industry High	79
Industry Average	53

Geographical variances
Performance Index Score

Legend:
- 75-100
- 50-74
- 25-49
- 0-24
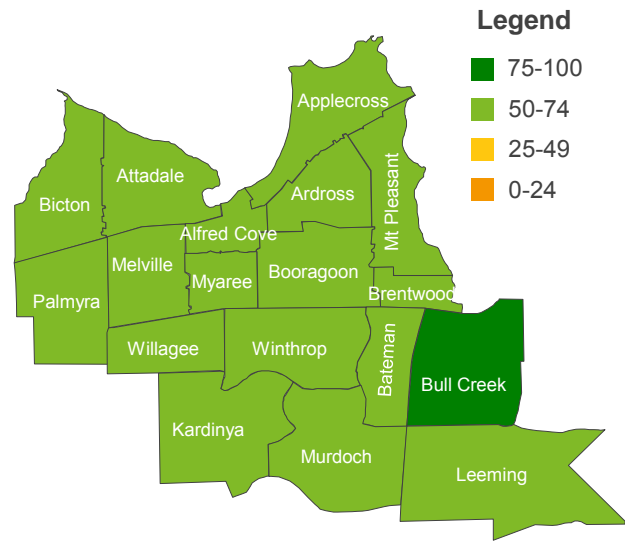
	Suburb	Ward
Applecross	66	
Brentwood	57	66
Mt Pleasant	68	
Bateman	58	
Kardinya	68	65
Murdoch	68	
Bicton	71	
Attadale	60	66
Alfred Cove	70	
Bull Creek	75	
Leeming	73	74
Ardross	62	
Booragoon	67	
Myaree	68	66
Winthrop	70	
Palmyra	62	
Melville	58	61
Willagee	66	

Community variances
Performance Index Score

Gender
| Male | 67 |
| Female | 64 |

Age
18-34 years	65
35-54 years	65
55+ years	67

Family stage
No children	66
Child aged 0-5	66
Child aged 6-11	64
Child aged 12-17	66
Child aged 18+	67

Disability & culture
Disability	65
Born overseas	65
LOTE	63

Home ownership
| Home owner | 66 |
| Renting / other | 66 |

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 701).   * Positive Rating = excellent, good + okay

MARKYT

41

General waste collections (red lid bin)
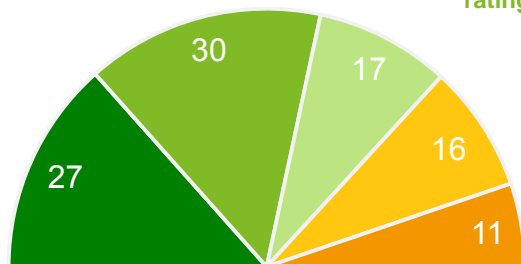
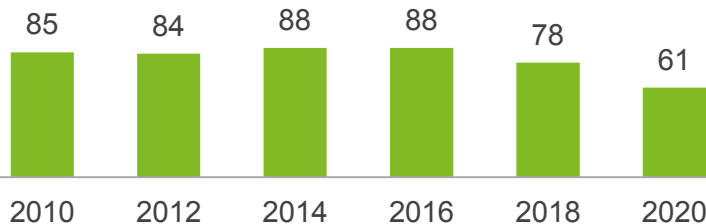## Performance ratings
% of respondents

74% Positive rating*

61 Performance Index Score (out of 100)

Pie chart values: 27, 30, 17, 16, 11

Legend:
- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
85	84	88	88	78	61

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	61
Industry High	86
Industry Average	74

Geographical variances
Performance Index Score

Legend:
- 75-100 (dark green)
- 50-74 (green)
- 25-49 (yellow)
- 0-24 (orange)

Map labels: Applecross, Attadale, Bicton, Ardross, Mt Pleasant, Alfred Cove, Melville, Myaree, Booragoon, Brentwood, Palmyra, Willagee, Winthrop, Bateman, Bull Creek, Kardinya, Murdoch, Leeming
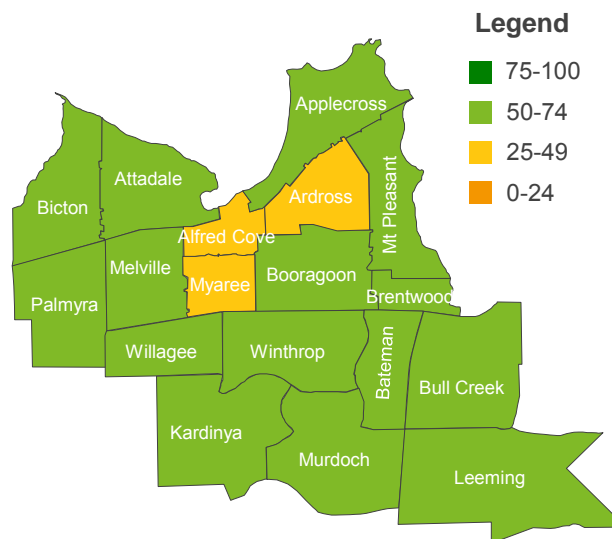
	Suburb	Ward
Applecross	62	
Brentwood	69	64
Mt Pleasant	66	
Bateman	66	
Kardinya	57	62
Murdoch	73	
Bicton	70	
Attadale	54	57
Alfred Cove	45	
Bull Creek	72	62
Leeming	54	
Ardross	49	
Booragoon	68	55
Myaree	45	
Winthrop	52	
Palmyra	67	
Melville	64	66
Willagee	66	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	58	No children	68	Disability	61
Female	65	Child aged 0-5	54	Born overseas	63
Age		Child aged 6-11	46	LOTE	58
18-34 years	57	Child aged 12-17	58	**Home ownership**	
35-54 years	55	Child aged 18+	58	Home owner	62
55+ years	69			Renting / other	59

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 767).   * Positive Rating = excellent, good + okay

Food Organics and Garden Organics (FOGO) waste collections (lime green lid bin)

Performance ratings
% of respondents

92% — Positive rating*

76 — Performance Index Score (out of 100)

- 41 Excellent
- 35 Good
- 16 Okay
- 4 Poor
- 5 Terrible

Trend Analysis
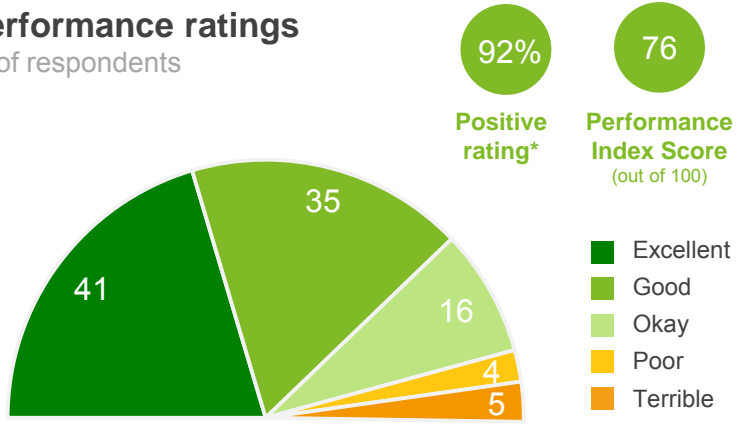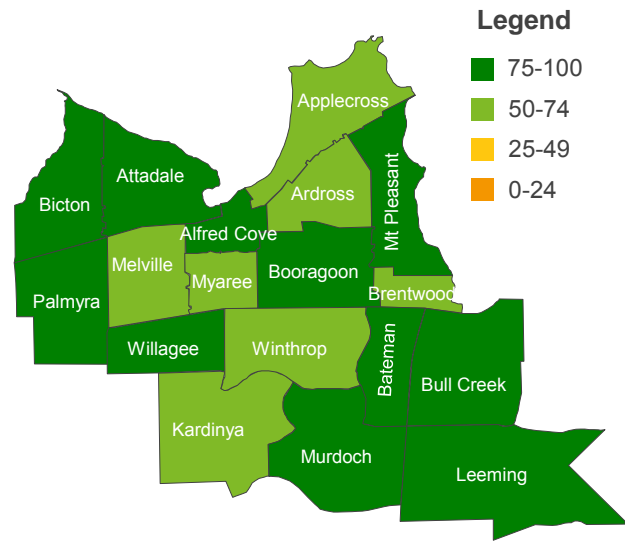Performance Index Score

New measure introduced

76 (2020)

2010 2012 2014 2016 2018 2020

MARKYT Industry Standards
Performance Index Score

City of Melville	76
Industry High	80
Industry Average	75

Geographical variances
Performance Index Score

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

	Suburb	Ward
Applecross	71	
Brentwood	73	75
Mt Pleasant	79	
Bateman	77	
Kardinya	72	75
Murdoch	79	
Bicton	80	
Attadale	78	78
Alfred Cove	76	
Bull Creek	83	80
Leeming	78	
Ardross	61	
Booragoon	78	70
Myaree	68	
Winthrop	74	
Palmyra	81	
Melville	71	77
Willagee	77	

Community variances
Performance Index Score

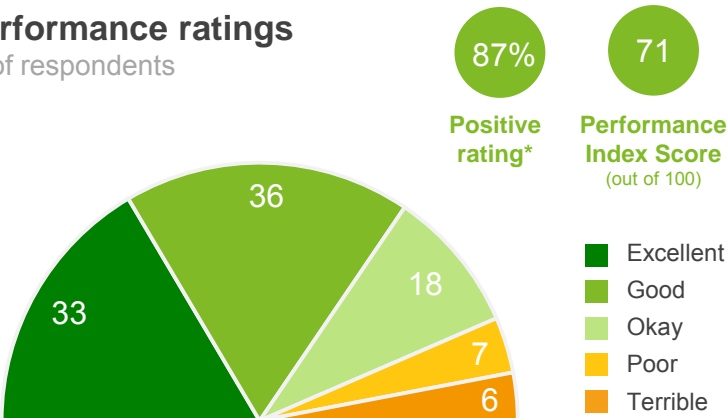| Gender		Family stage		Disability & culture	
Male	73	No children	78	Disability	69
Female	78	Child aged 0-5	75	Born overseas	77
Age		Child aged 6-11	68	LOTE	81
18-34 years	77	Child aged 12-17	76	**Home ownership**	
35-54 years	72	Child aged 18+	75	Home owner	76
55+ years	78			Renting / other	76

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 768).   * Positive Rating = excellent, good + okay
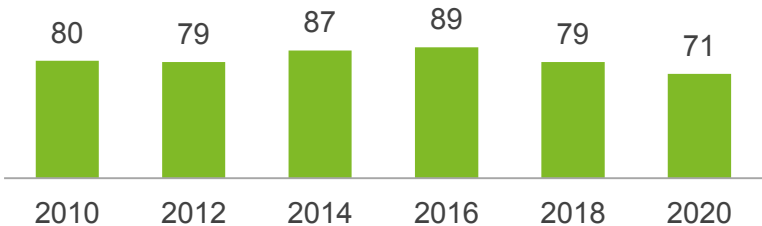
Recycling collections (yellow lid bin)

Performance ratings
% of respondents

87% — Positive rating*

71 — Performance Index Score (out of 100)

- **Excellent** 33
- **Good** 36
- **Okay** 18
- **Poor** 7
- **Terrible** 6

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
80	79	87	89	79	71

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	71
Industry High	84
Industry Average	72

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
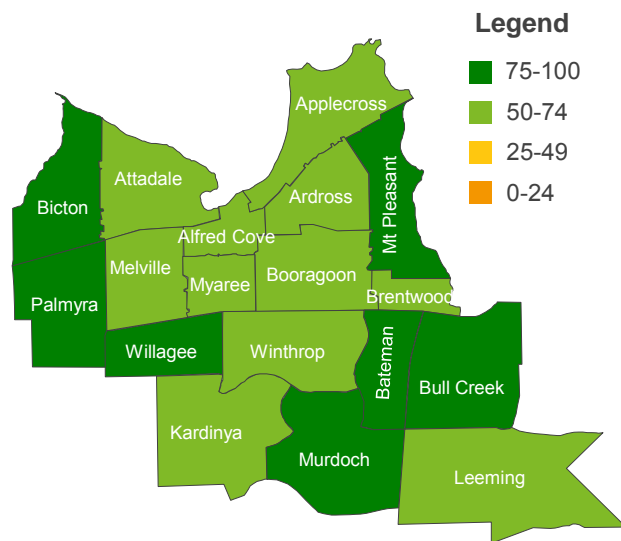
	Suburb	Ward
Applecross	68	
Brentwood	66	72
Mt Pleasant	78	
Bateman	76	
Kardinya	64	69
Murdoch	78	
Bicton	78	
Attadale	65	69
Alfred Cove	65	
Bull Creek	79	74
Leeming	70	
Ardross	67	
Booragoon	71	67
Myaree	57	
Winthrop	67	
Palmyra	77	
Melville	63	73
Willagee	81	

Community variances
Performance Index Score

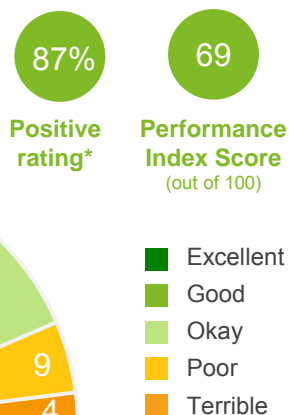| Gender		Family stage		Disability & culture	
Male	70	No children	76	Disability	66
Female	72	Child aged 0-5	69	Born overseas	72
Age		Child aged 6-11	57	LOTE	79
18-34 years	72	Child aged 12-17	66	**Home ownership**	
35-54 years	65	Child aged 18+	70	Home owner	71
55+ years	76			Renting / other	74

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 775).   * Positive Rating = excellent, good + okay

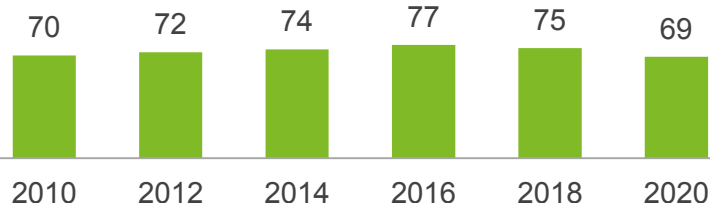**MARKYT◆**

Quarterly verge collections of junk and green waste

Performance ratings
% of respondents

87% Positive rating*

69 Performance Index Score (out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

Gauge values: 27, 39, 21, 9, 4

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
70	72	74	77	75	69

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	69
Industry High	71
Industry Average	66

Geographical variances
Performance Index Score

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

Map labels: Applecross, Attadale, Bicton, Ardross, Alfred Cove, Mt Pleasant, Melville, Myaree, Booragoon, Brentwood, Palmyra, Bateman, Bull Creek, Willagee, Winthrop, Kardinya, Murdoch, Leeming
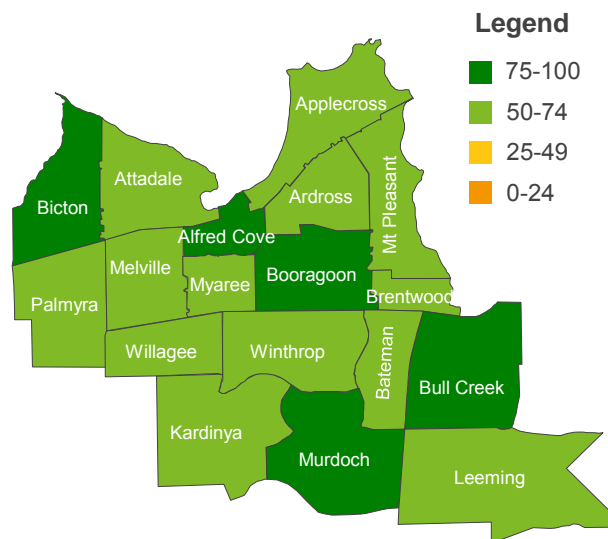
	Suburb	Ward
Applecross	72	
Brentwood	64	72
Mt Pleasant	74	
Bateman	67	
Kardinya	72	71
Murdoch	75	
Bicton	75	
Attadale	58	68
Alfred Cove	77	
Bull Creek	75	72
Leeming	70	
Ardross	59	
Booragoon	76	66
Myaree	55	
Winthrop	70	
Palmyra	70	
Melville	67	67
Willagee	62	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	68	No children	70	Disability	71
Female	70	Child aged 0-5	69	Born overseas	70
Age		Child aged 6-11	65	LOTE	68
18-34 years	64	Child aged 12-17	70	**Home ownership**	
35-54 years	67	Child aged 18+	69	Home owner	69
55+ years	73			Renting / other	70

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 774).   * Positive Rating = excellent, good + okay

MARKYT◆

Sustainable and Connected Transport

Condition of roads

Performance ratings
% of respondents

94% Positive rating*

70 Performance Index Score (out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

Values on chart: 19, 48, 27, 3

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
70	72	NA	75	71	70

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	70
Industry High	80
Industry Average	53

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
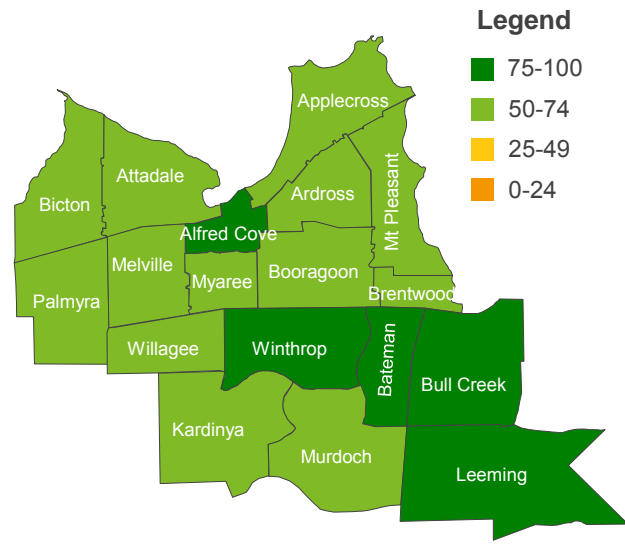
	Suburb	Ward
Applecross	70	
Brentwood	61	70
Mt Pleasant	73	
Bateman	77	
Kardinya	65	68
Murdoch	65	
Bicton	74	
Attadale	64	71
Alfred Cove	76	
Bull Creek	76	76
Leeming	75	
Ardross	60	
Booragoon	71	67
Myaree	66	
Winthrop	76	
Palmyra	70	
Melville	72	69
Willagee	64	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	70	No children	70	Disability	67
Female	70	Child aged 0-5	75	Born overseas	70
Age		Child aged 6-11	68	LOTE	71
18-34 years	71	Child aged 12-17	69	**Home ownership**	
35-54 years	68	Child aged 18+	70	Home owner	69
55+ years	71			Renting / other	76

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 783).   * Positive Rating = excellent, good + okay
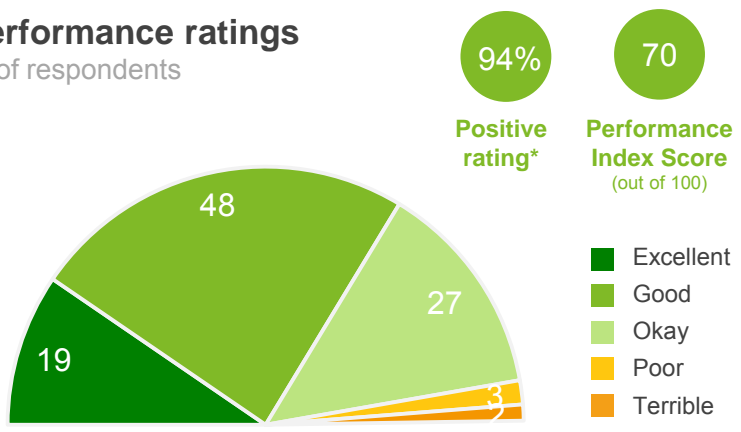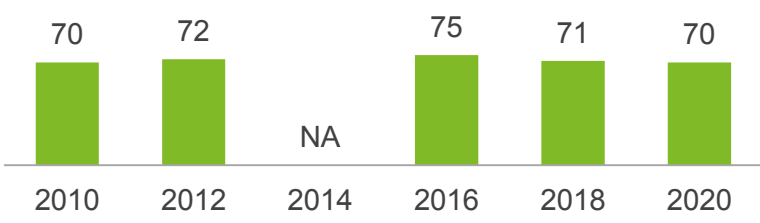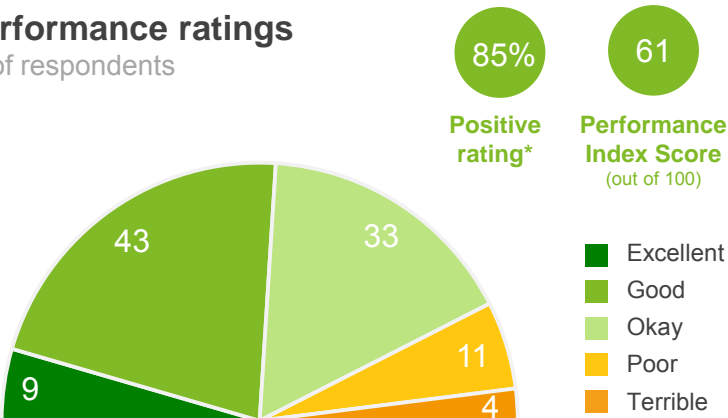
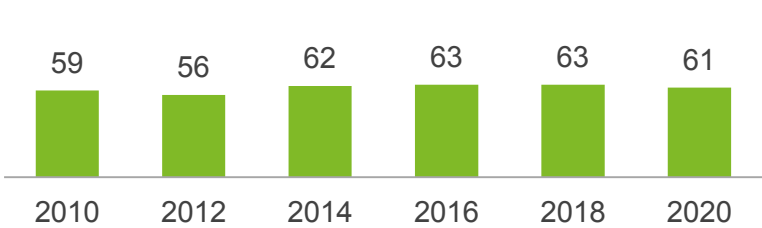MARKYT◆

Management and control of traffic

Performance ratings
% of respondents

85% Positive rating*

61 Performance Index Score (out of 100)

- 9 Excellent
- 43 Good
- 33 Okay
- 11 Poor
- 4 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
59	56	62	63	63	61

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	61
Industry High	67
Industry Average	56

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
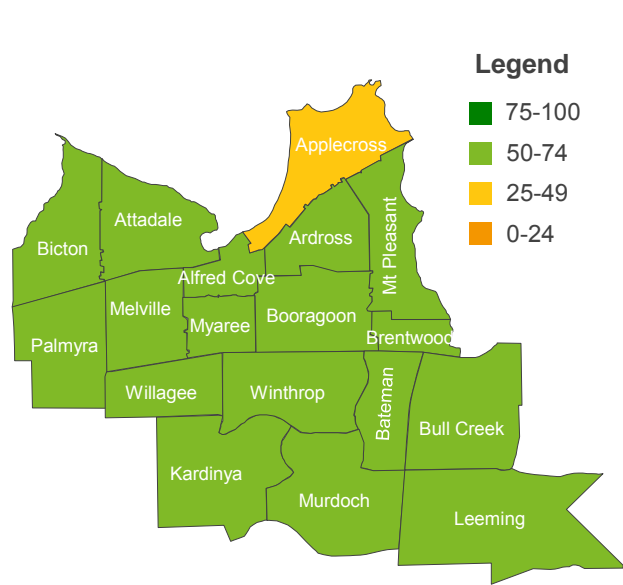
	Suburb	Ward
Applecross	47	
Brentwood	52	53
Mt Pleasant	60	
Bateman	63	
Kardinya	65	64
Murdoch	63	
Bicton	63	
Attadale	66	64
Alfred Cove	64	
Bull Creek	66	
Leeming	63	64
Ardross	50	
Booragoon	59	
Myaree	53	56
Winthrop	61	
Palmyra	65	
Melville	61	62
Willagee	58	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	59	No children	61	Disability	56
Female	62	Child aged 0-5	61	Born overseas	62
Age		Child aged 6-11	58	LOTE	60
18-34 years	63	Child aged 12-17	59	**Home ownership**	
35-54 years	58	Child aged 18+	61	Home owner	61
55+ years	61			Renting / other	59

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 738).   * Positive Rating = excellent, good + okay

MARKYT◆

Parking in residential areas

Performance ratings
% of respondents

85% Positive rating*

61 Performance Index Score (out of 100)

- 12 Excellent
- 40 Good
- 33 Okay
- 11 Poor
- 4 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
		67	67	60	61

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	61
Industry High	64^
Industry Average	52^

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
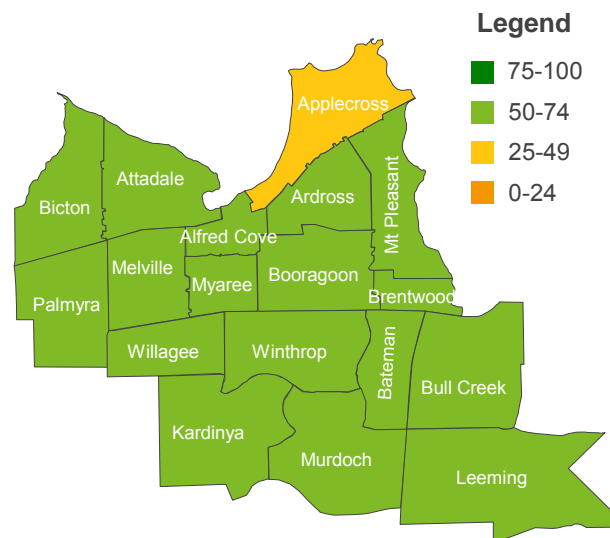
	Suburb	Ward
Applecross	44	
Brentwood	50	49
Mt Pleasant	53	
Bateman	57	
Kardinya	62	61
Murdoch	61	
Bicton	55	
Attadale	65	62
Alfred Cove	67	
Bull Creek	72	68
Leeming	64	
Ardross	53	
Booragoon	64	61
Myaree	62	
Winthrop	70	
Palmyra	67	
Melville	58	63
Willagee	64	

Community variances
Performance Index Score

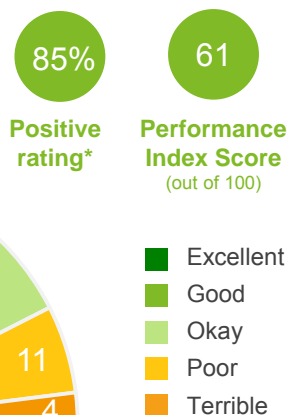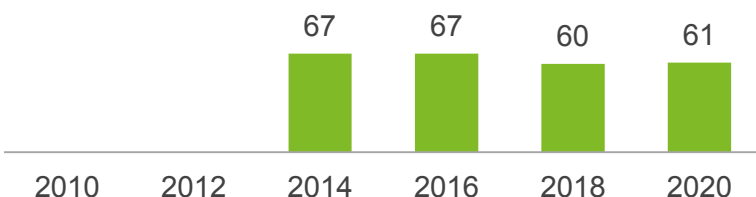| Gender		Family stage		Disability & culture	
Male	62	No children	61	Disability	55
Female	60	Child aged 0-5	64	Born overseas	61
Age		Child aged 6-11	58	LOTE	63
18-34 years	67	Child aged 12-17	60	**Home ownership**	
35-54 years	60	Child aged 18+	61	Home owner	60
55+ years	58			Renting / other	67

Q. **How would you rate performance in the following areas?**
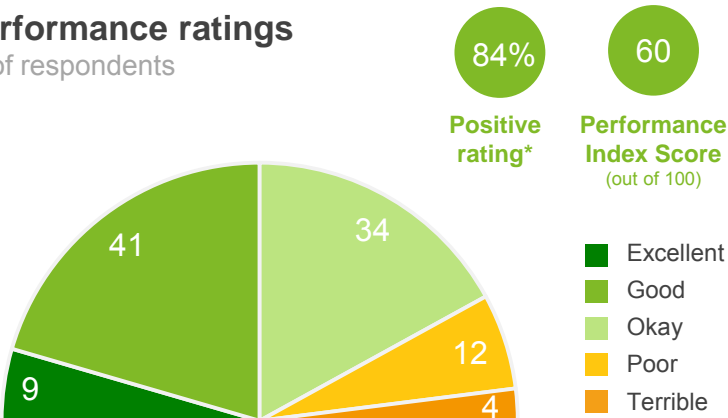Base: All respondents, excludes 'unsure' and 'no response' (n = 767). * Positive Rating = excellent, good + okay
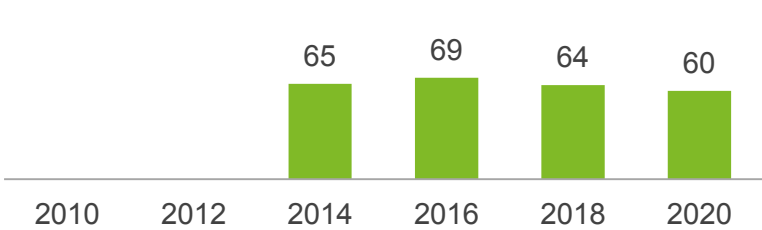^Industry standard wording "Management of parking"

Parking in commercial areas

Performance ratings
% of respondents

84% Positive rating*

60 Performance Index Score (out of 100)

Pie chart values: 9, 41, 34, 12, 4

Legend:
- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
		65	69	64	60

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	60
Industry High	64^
Industry Average	52^

Geographical variances
Performance Index Score

Legend:
- 75-100
- 50-74
- 25-49
- 0-24
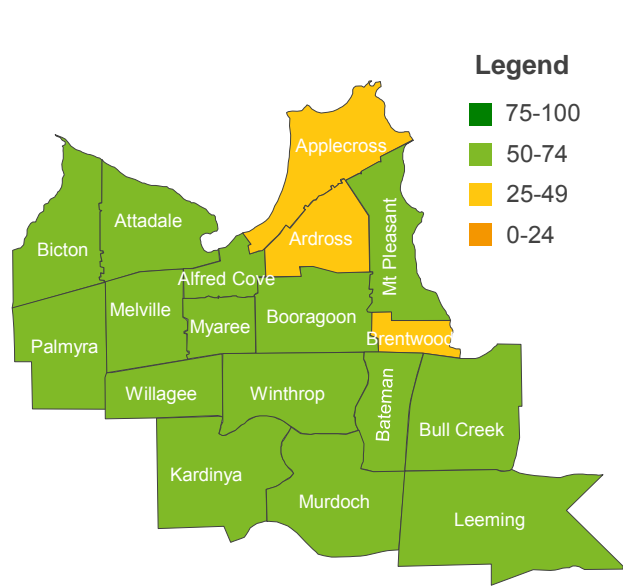
	Suburb	Ward
Applecross	43	
Brentwood	48	47
Mt Pleasant	50	
Bateman	59	
Kardinya	58	59
Murdoch	61	
Bicton	63	
Attadale	62	65
Alfred Cove	70	
Bull Creek	69	68
Leeming	66	
Ardross	48	
Booragoon	55	55
Myaree	56	
Winthrop	65	
Palmyra	65	
Melville	63	66
Willagee	71	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	61	No children	60	Disability	57
Female	60	Child aged 0-5	66	Born overseas	62
Age		Child aged 6-11	56	LOTE	68
18-34 years	66	Child aged 12-17	58	**Home ownership**	
35-54 years	57	Child aged 18+	58	Home owner	60
55+ years	58			Renting / other	63

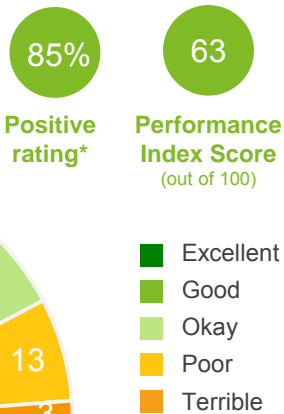Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 740).   * Positive Rating = excellent, good + okay
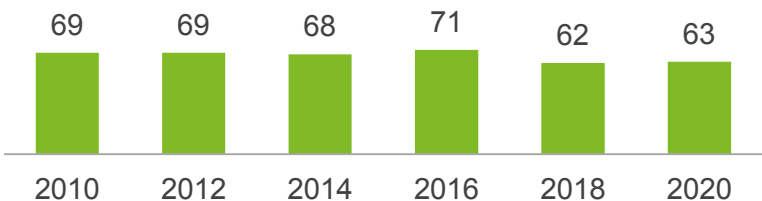^Industry standard wording "Management of parking"

Footpaths and cycleways

Performance ratings
% of respondents

85%
Positive rating*

63
Performance Index Score (out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

14
42
29
13
3

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
69	69	68	71	62	63

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	63
Industry High	74
Industry Average	53

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
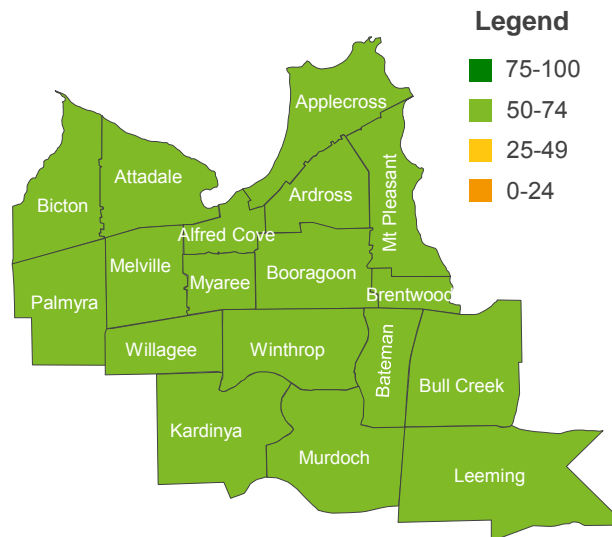
	Suburb	Ward
Applecross	64	
Brentwood	56	65
Mt Pleasant	68	
Bateman	68	
Kardinya	59	63
Murdoch	67	
Bicton	69	
Attadale	66	66
Alfred Cove	62	
Bull Creek	65	
Leeming	65	65
Ardross	58	
Booragoon	53	
Myaree	63	60
Winthrop	69	
Palmyra	64	
Melville	63	61
Willagee	54	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	62	No children	63	Disability	62
Female	64	Child aged 0-5	62	Born overseas	64
Age		Child aged 6-11	62	LOTE	62
18-34 years	59	Child aged 12-17	64	**Home ownership**	
35-54 years	63	Child aged 18+	66	Home owner	64
55+ years	65			Renting / other	58

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 776).   * Positive Rating = excellent, good + okay

MARKYT◆

Street lighting

Performance ratings
% of respondents

84% Positive rating*

62 Performance Index Score (out of 100)

- Excellent — 14
- Good — 40
- Okay — 30
- Poor — 13
- Terrible — 3

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
70	70	71	75	65	62

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	62
Industry High	66
Industry Average	55

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
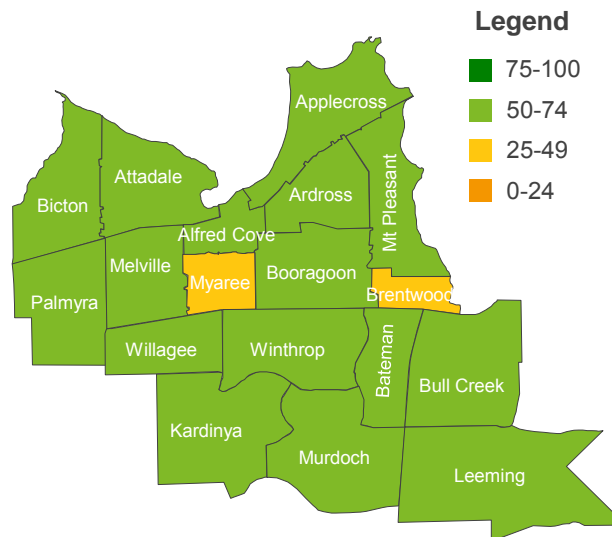
	Suburb	Ward
Applecross	62	
Brentwood	45	63
Mt Pleasant	67	
Bateman	55	
Kardinya	54	56
Murdoch	62	
Bicton	63	
Attadale	70	66
Alfred Cove	66	
Bull Creek	65	66
Leeming	67	
Ardross	63	
Booragoon	64	
Myaree	42	61
Winthrop	63	
Palmyra	55	
Melville	72	61
Willagee	57	

Community variances
Performance Index Score

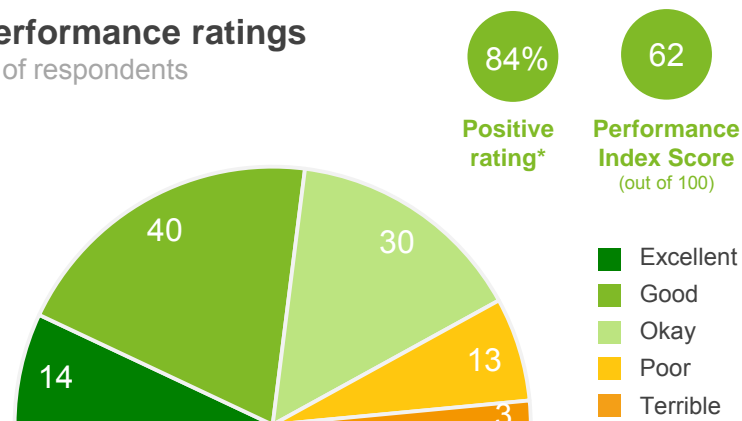| Gender		Family stage		Disability & culture	
Male	63	No children	65	Disability	60
Female	62	Child aged 0-5	61	Born overseas	63
Age		Child aged 6-11	60	LOTE	63
18-34 years	63	Child aged 12-17	60	**Home ownership**	
35-54 years	59	Child aged 18+	62	Home owner	61
55+ years	65			Renting / other	69

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 776).   * Positive Rating = excellent, good + okay
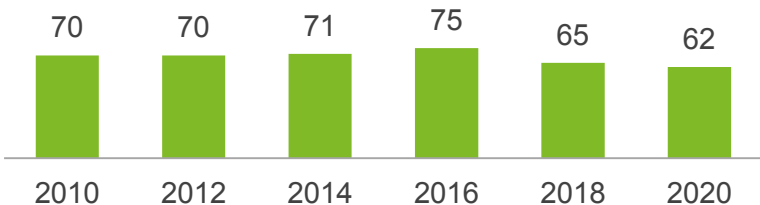
MARKYT◆

Access to public transport

Performance ratings
% of respondents

93%
Positive rating*

74
Performance Index Score
(out of 100)

- Excellent
- Good
- Okay
- Poor
- Terrible

29 42 22 6 1

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
67	69	70	72	73	74

MARKYT◆ Industry Standards
Performance Index Score

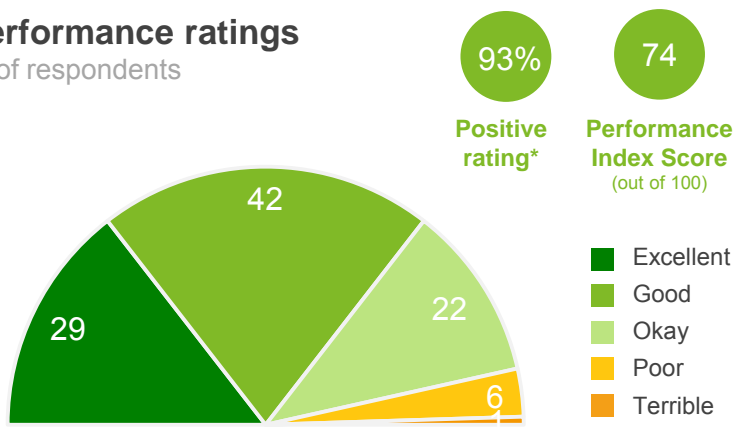|	
City of Melville	74
Industry High	85
Industry Average	62

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
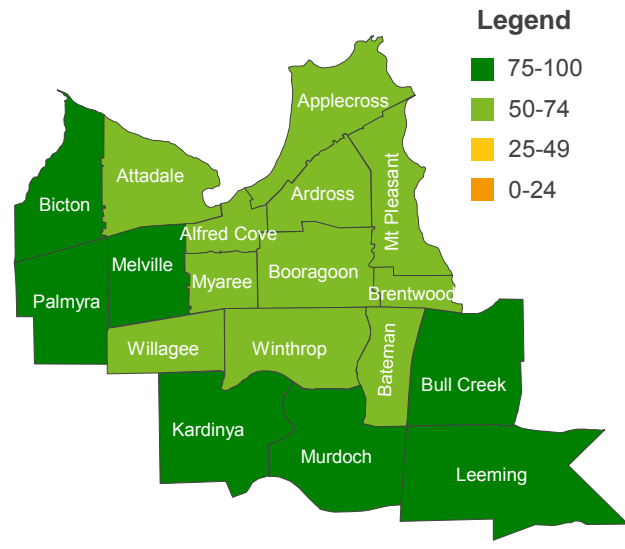
	Suburb	Ward
Applecross	73	
Brentwood	67	72
Mt Pleasant	73	
Bateman	69	
Kardinya	75	75
Murdoch	81	
Bicton	76	
Attadale	70	73
Alfred Cove	74	
Bull Creek	81	78
Leeming	76	
Ardross	69	
Booragoon	73	71
Myaree	68	
Winthrop	72	
Palmyra	77	
Melville	76	73
Willagee	63	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	73	No children	73	Disability	72
Female	74	Child aged 0-5	75	Born overseas	73
Age		Child aged 6-11	74	LOTE	66
18-34 years	74	Child aged 12-17	78	**Home ownership**	
35-54 years	73	Child aged 18+	74	Home owner	74
55+ years	74			Renting / other	71

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 769).   * Positive Rating = excellent, good + okay
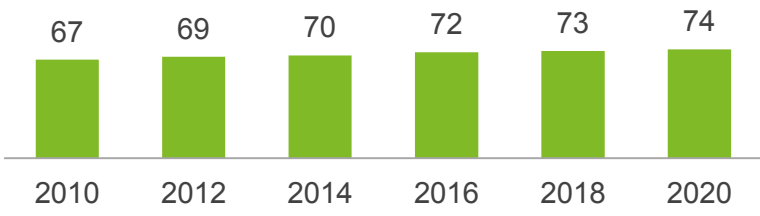
MARKYT◆

Growth and Prosperity

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

Performance ratings
% of respondents

94% Positive rating*

72 Performance Index Score (out of 100)

- Excellent 26
- Good 45
- Okay 23
- Poor 4
- Terrible 2

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
74	73	77	77	73	72

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	72
Industry High	NA
Industry Average	NA

Geographical variances
Performance Index Score

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

	Suburb	Ward
Applecross	71	
Brentwood	64	71
Mt Pleasant	72	
Bateman	63	
Kardinya	69	70
Murdoch	83	
Bicton	71	
Attadale	77	74
Alfred Cove	74	
Bull Creek	74	74
Leeming	74	
Ardross	69	
Booragoon	70	70
Myaree	70	
Winthrop	72	
Palmyra	76	
Melville	73	74
Willagee	73	

Community variances
Performance Index Score

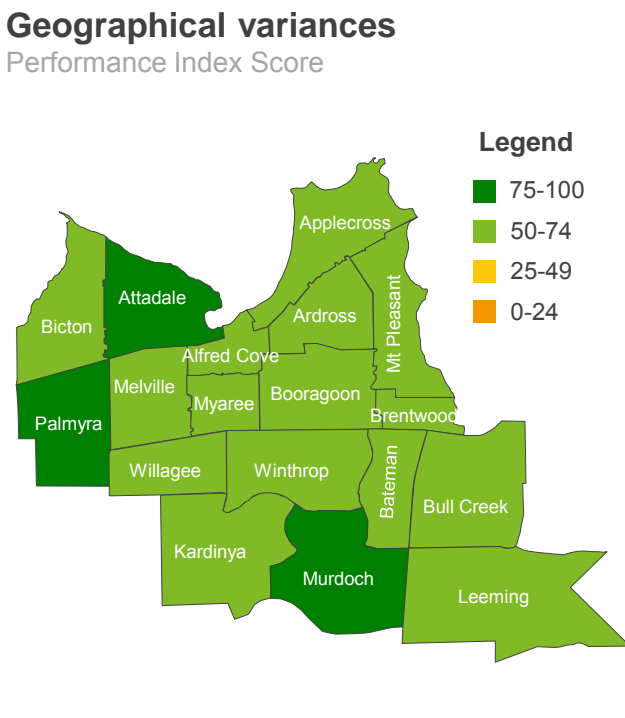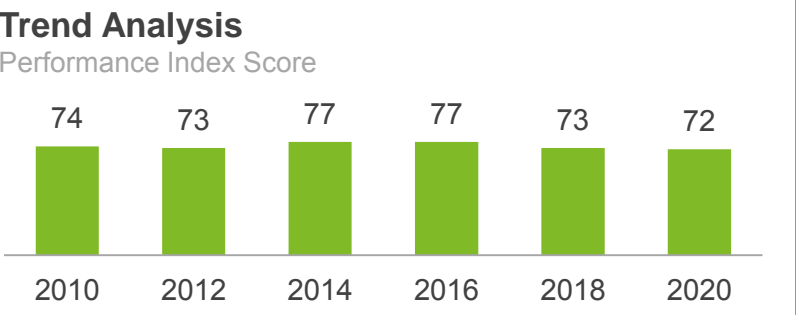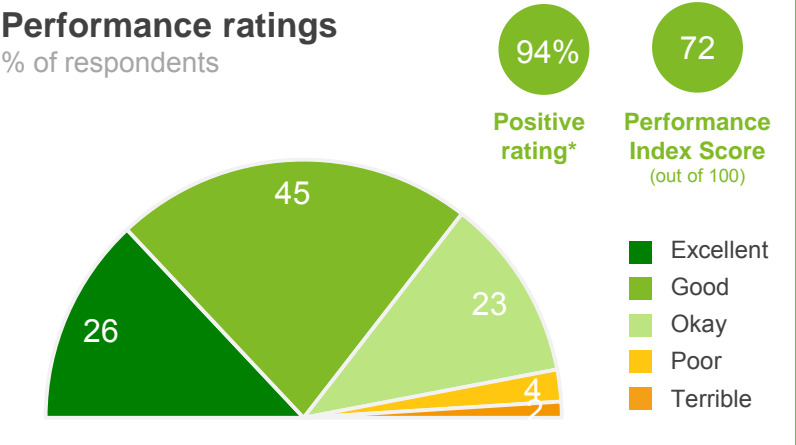| Gender		Family stage		Disability & culture	
Male	72	No children	73	Disability	71
Female	73	Child aged 0-5	73	Born overseas	73
Age		Child aged 6-11	73	LOTE	77
18-34 years	72	Child aged 12-17	74	**Home ownership**	
35-54 years	71	Child aged 18+	72	Home owner	73
55+ years	74			Renting / other	72

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 723).   * Positive Rating = excellent, good + okay

MARKYT◆

55

The range of dwelling options available in the local area that meet my future housing needs (i.e. next life stage or changing family size)

Performance ratings
% of respondents
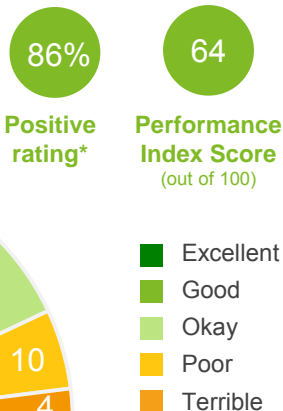
86% Positive rating*

64 Performance Index Score (out of 100)

- Excellent: 16
- Good: 42
- Okay: 28
- Poor: 10
- Terrible: 4

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
					64

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	64
Industry High	NA
Industry Average	NA

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
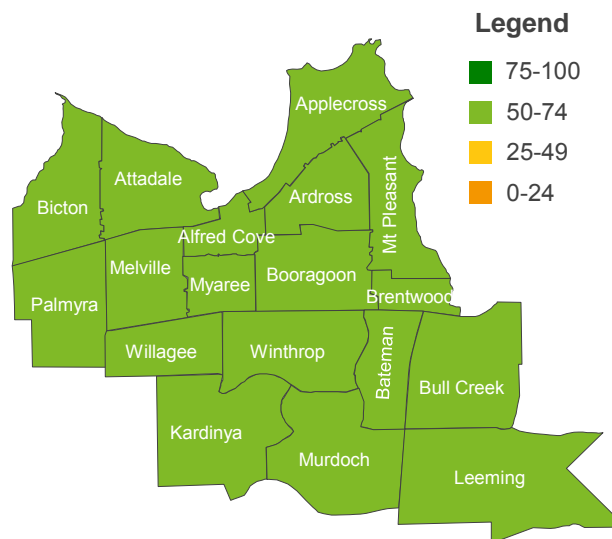
	Suburb	Ward
Applecross	61	
Brentwood	54	63
Mt Pleasant	69	
Bateman	58	
Kardinya	62	62
Murdoch	69	
Bicton	63	
Attadale	65	66
Alfred Cove	70	
Bull Creek	62	66
Leeming	70	
Ardross	52	
Booragoon	69	62
Myaree	66	
Winthrop	67	
Palmyra	67	
Melville	61	66
Willagee	70	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	63	No children	65	Disability	56
Female	66	Child aged 0-5	70	Born overseas	65
Age		Child aged 6-11	64	LOTE	67
18-34 years	67	Child aged 12-17	65	**Home ownership**	
35-54 years	64	Child aged 18+	62	Home owner	64
55+ years	62			Renting / other	68

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 670).   * Positive Rating = excellent, good + okay

MARKYT◆

Density and design of housing in your local area

Performance ratings
% of respondents
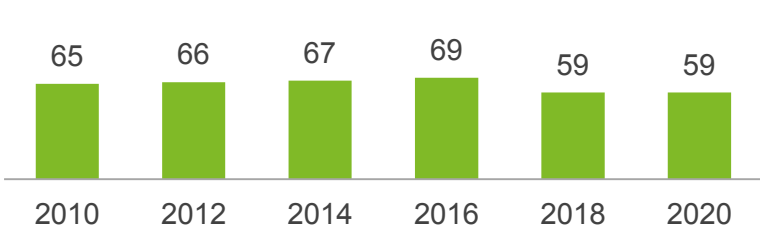
81% Positive rating*

59 Performance Index Score (out of 100)

- 10 Excellent
- 41 Good
- 30 Okay
- 11 Poor
- 8 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
65	66	67	69	59	59

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	59
Industry High	NA
Industry Average	NA

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
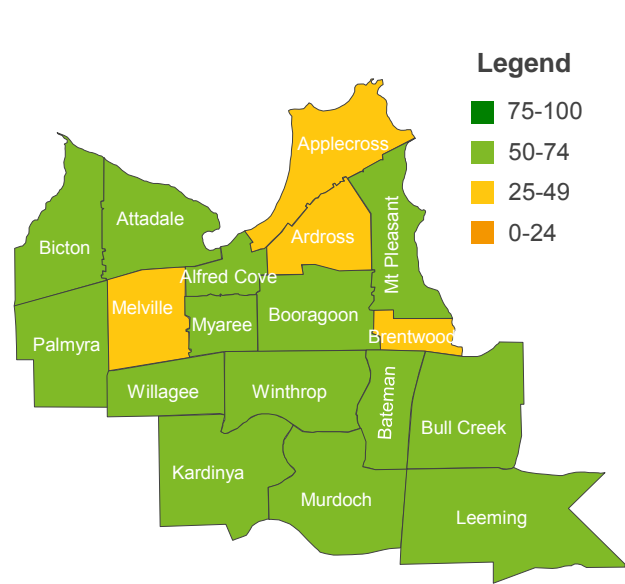
	Suburb	Ward
Applecross	44	
Brentwood	39	49
Mt Pleasant	57	
Bateman	64	
Kardinya	64	64
Murdoch	66	
Bicton	62	
Attadale	65	63
Alfred Cove	61	
Bull Creek	69	
Leeming	66	67
Ardross	39	
Booragoon	56	
Myaree	65	55
Winthrop	73	
Palmyra	62	
Melville	49	57
Willagee	58	

Community variances
Performance Index Score

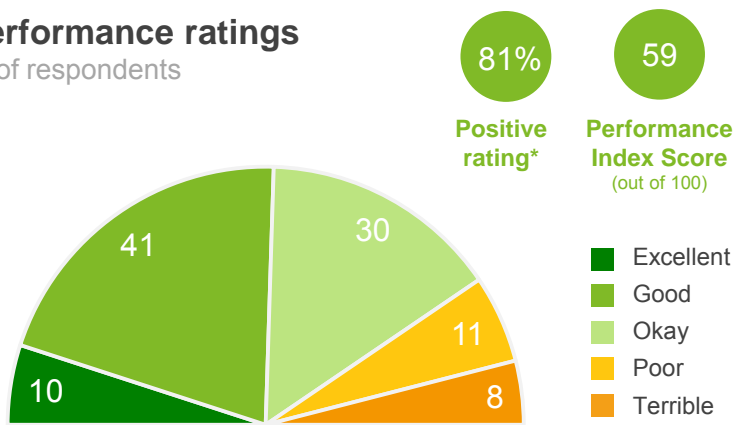| Gender		Family stage		Disability & culture	
Male	58	No children	60	Disability	56
Female	60	Child aged 0-5	60	Born overseas	60
Age		Child aged 6-11	58	LOTE	57
18-34 years	62	Child aged 12-17	59	**Home ownership**	
35-54 years	59	Child aged 18+	59	Home owner	57
55+ years	57			Renting / other	70

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 760).   * Positive Rating = excellent, good + okay

MARKYT◆

Sense of Community

Services and facilities for youth

Performance ratings
% of respondents
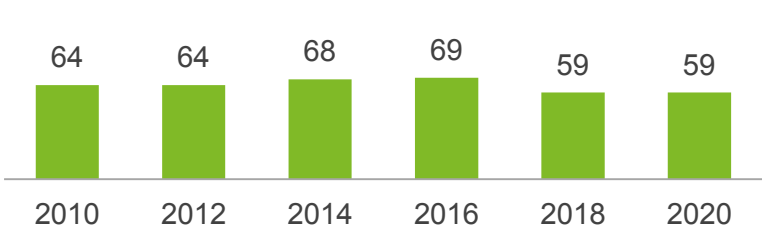
86% Positive rating*

59 Performance Index Score (out of 100)

- 8 Excellent
- 39 Good
- 39 Okay
- 11 Poor
- 4 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
64	64	68	69	59	59

MARKYT◆ Industry Standards
Performance Index Score

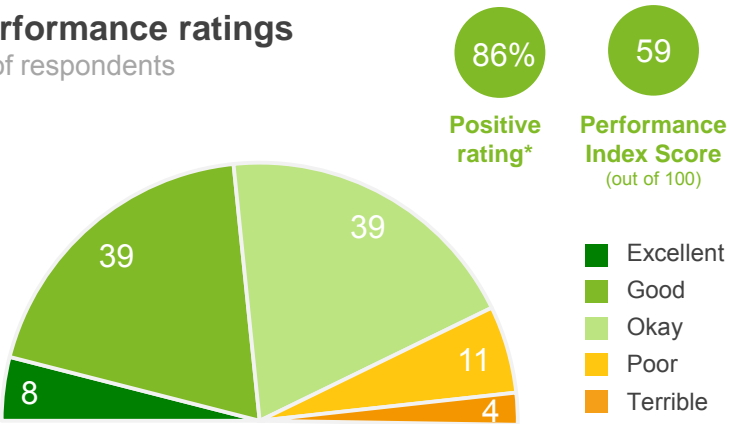|	
City of Melville	59
Industry High	70
Industry Average	49

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
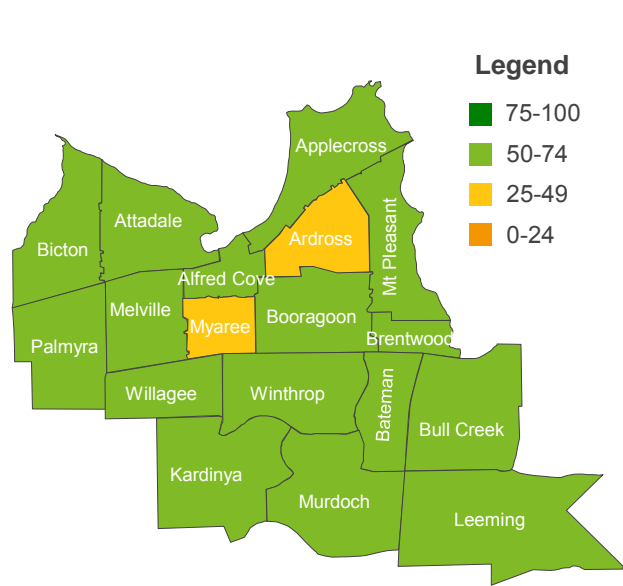
	Suburb	Ward
Applecross	54	
Brentwood	52	57
Mt Pleasant	61	
Bateman	64	
Kardinya	60	61
Murdoch	65	
Bicton	52	
Attadale	66	61
Alfred Cove	61	
Bull Creek	67	
Leeming	62	65
Ardross	48	
Booragoon	52	
Myaree	42	50
Winthrop	62	
Palmyra	61	
Melville	64	62
Willagee	60	

Community variances
Performance Index Score

Gender

Male	60
Female	59

Age

18-34 years	61
35-54 years	54
55+ years	63

Family stage

No children	63
Child aged 0-5	61
Child aged 6-11	55
Child aged 12-17	55
Child aged 18+	57

Disability & culture

Disability	54
Born overseas	61
LOTE	61

Home ownership

Home owner	59
Renting / other	61

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 487).   * Positive Rating = excellent, good + okay

MARKYT◆

59

Facilities, services and care available for seniors

Performance ratings
% of respondents

89%
Positive rating*

68
Performance Index Score
(out of 100)

- Excellent 18
- Good 46
- Okay 25
- Poor 8
- Terrible 2

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
69	70	74	74	67	68
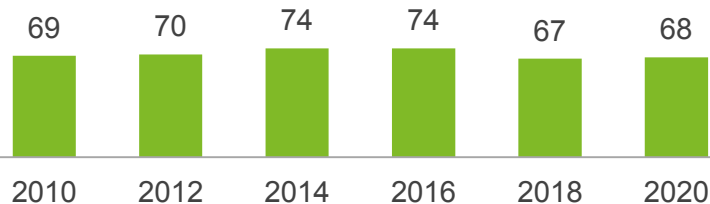
MARKYT◆ Industry Standards
Performance Index Score

City of Melville	68
Industry High	72
Industry Average	55

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
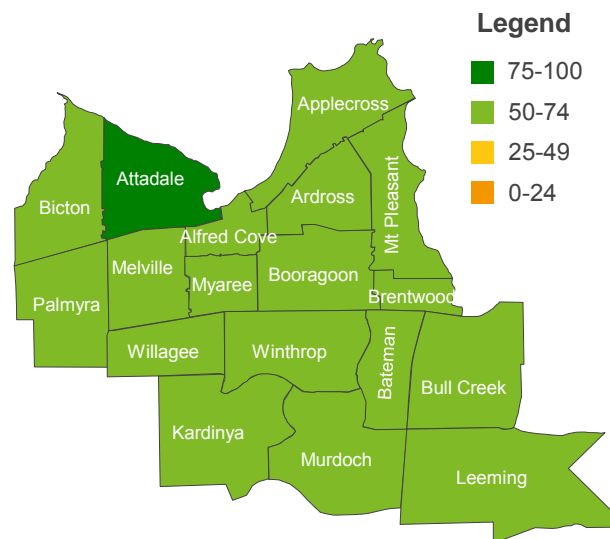
	Suburb	Ward
Applecross	63	
Brentwood	66	67
Mt Pleasant	70	
Bateman	66	
Kardinya	63	64
Murdoch	65	
Bicton	71	
Attadale	80	75
Alfred Cove	70	
Bull Creek	71	69
Leeming	67	
Ardross	57	
Booragoon	69	62
Myaree	67	
Winthrop	63	
Palmyra	70	
Melville	67	69
Willagee	67	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	67	No children	69	Disability	67
Female	69	Child aged 0-5	69	Born overseas	66
Age		Child aged 6-11	67	LOTE	67
18-34 years	69	Child aged 12-17	68	**Home ownership**	
35-54 years	66	Child aged 18+	66	Home owner	66
55+ years	68			Renting / other	76

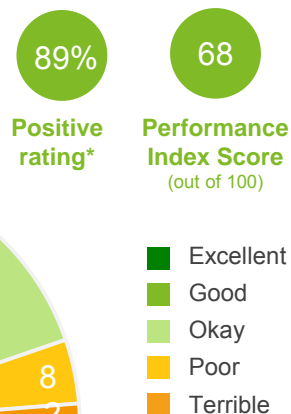Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 488).   * Positive Rating = excellent, good + okay

MARKYT◆   60

Access to services and facilities for people with a disability

Performance ratings
% of respondents
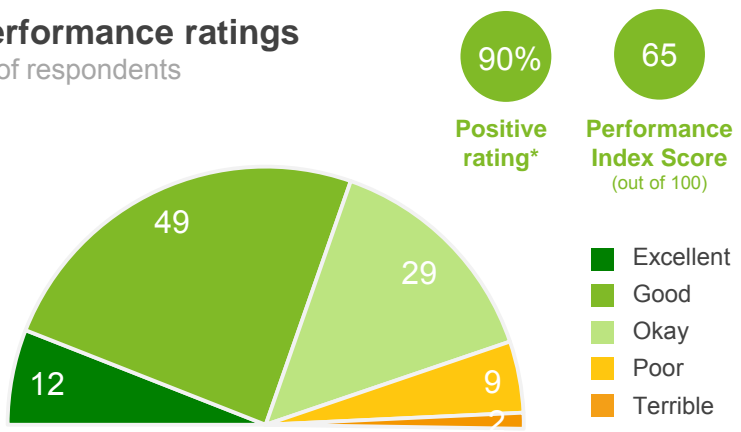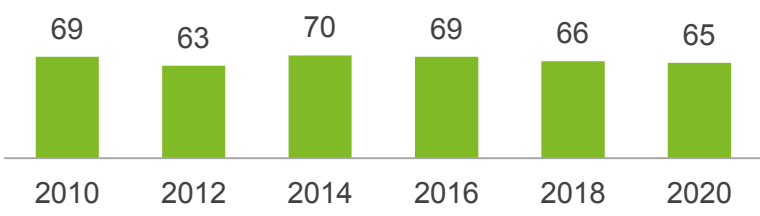
90% Positive rating*

65 Performance Index Score (out of 100)

Pie chart values:
- 12 Excellent
- 49 Good
- 29 Okay
- 9 Poor
- 2 Terrible

Legend:
- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
69	63	70	69	66	65

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	65
Industry High	67
Industry Average	51

Geographical variances
Performance Index Score

Legend:
- 75-100
- 50-74
- 25-49
- 0-24
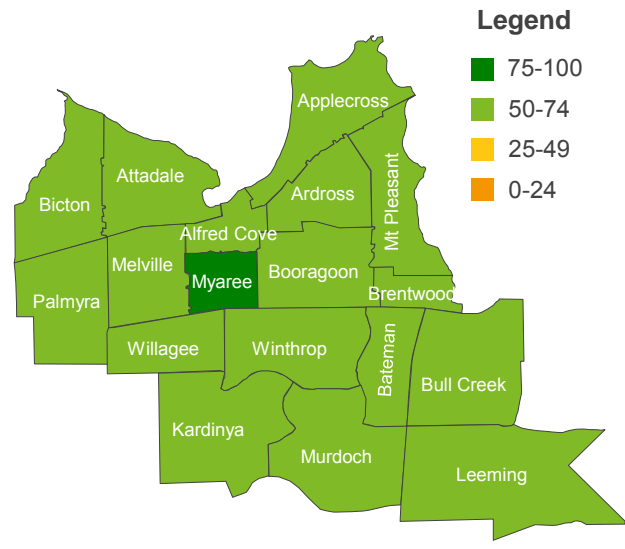
	Suburb	Ward
Applecross	62	
Brentwood	54	64
Mt Pleasant	68	
Bateman	61	
Kardinya	65	63
Murdoch	59	
Bicton	69	
Attadale	72	67
Alfred Cove	56	
Bull Creek	72	70
Leeming	68	
Ardross	59	
Booragoon	64	65
Myaree	75	
Winthrop	69	
Palmyra	62	
Melville	65	62
Willagee	58	

Community variances
Performance Index Score

Gender
Male	67
Female	64

Age
18-34 years	65
35-54 years	64
55+ years	66

Family stage
No children	65
Child aged 0-5	71
Child aged 6-11	65
Child aged 12-17	65
Child aged 18+	64

Disability & culture
Disability	62
Born overseas	66
LOTE	73

Home ownership
Home owner	65
Renting / other	69

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 376).   * Positive Rating = excellent, good + okay

MARKYT◆

Community buildings and halls and toilets

Performance ratings
% of respondents
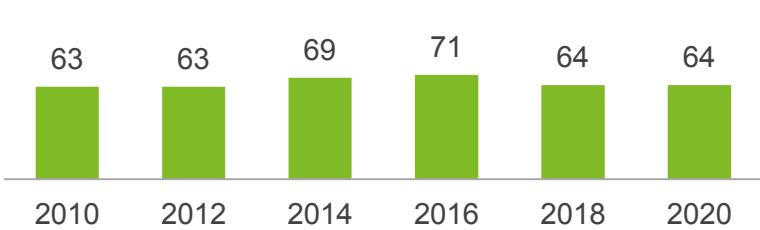
88% Positive rating*

64 Performance Index Score (out of 100)

- 10 Excellent
- 46 Good
- 32 Okay
- 9 Poor
- 2 Terrible

Legend (pie):
- Excellent (dark green)
- Good (green)
- Okay (light green)
- Poor (yellow)
- Terrible (orange)

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
63	63	69	71	64	64

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	64
Industry High	78
Industry Average	60

Geographical variances
Performance Index Score

Legend
- 75-100 (dark green)
- 50-74 (green)
- 25-49 (yellow)
- 0-24 (orange)

Map suburbs: Applecross, Attadale, Bicton, Ardross, Alfred Cove, Mt Pleasant, Melville, Myaree, Booragoon, Brentwood, Palmyra, Willagee, Winthrop, Bateman, Bull Creek, Kardinya, Murdoch, Leeming
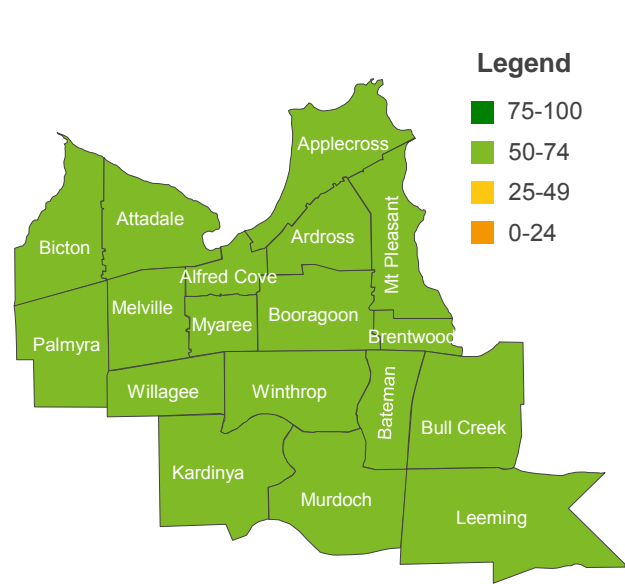
	Suburb	Ward
Applecross	59	
Brentwood	67	62
Mt Pleasant	65	
Bateman	60	
Kardinya	59	59
Murdoch	59	
Bicton	68	
Attadale	69	68
Alfred Cove	64	
Bull Creek	66	65
Leeming	65	
Ardross	51	
Booragoon	64	60
Myaree	68	
Winthrop	66	
Palmyra	65	
Melville	68	66
Willagee	63	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	64	No children	65	Disability	62
Female	63	Child aged 0-5	64	Born overseas	65
Age		Child aged 6-11	61	LOTE	67
18-34 years	63	Child aged 12-17	61	**Home ownership**	
35-54 years	61	Child aged 18+	63	Home owner	64
55+ years	66			Renting / other	62

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 698).   * Positive Rating = excellent, good + okay
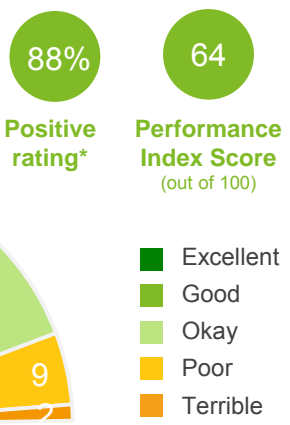
Library services

Performance ratings
% of respondents

96% Positive rating*

78 Performance Index Score (out of 100)

- Excellent: 35
- Good: 47
- Okay: 14
- Poor: 3
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
79	78	81	83	79	78

Industry Standards
Performance Index Score

City of Melville	78
Industry High	89
Industry Average	72

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
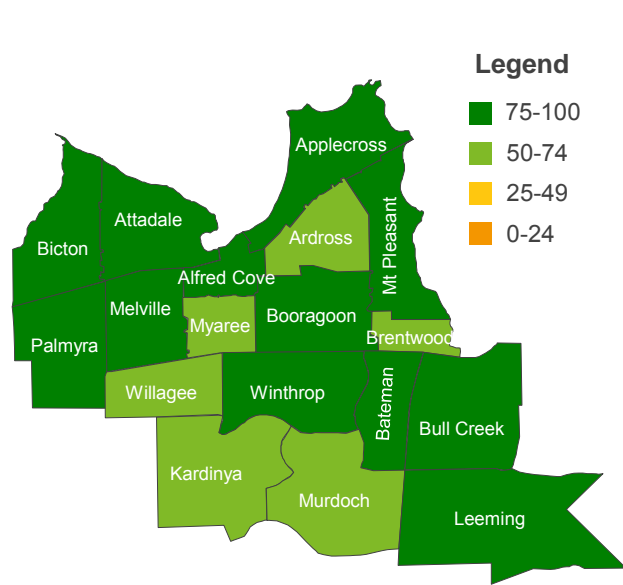
	Suburb	Ward
Applecross	76	
Brentwood	69	77
Mt Pleasant	80	
Bateman	79	
Kardinya	74	75
Murdoch	73	
Bicton	88	
Attadale	82	86
Alfred Cove	88	
Bull Creek	77	79
Leeming	81	
Ardross	66	
Booragoon	77	74
Myaree	73	
Winthrop	80	
Palmyra	84	
Melville	75	78
Willagee	72	

Community variances
Performance Index Score

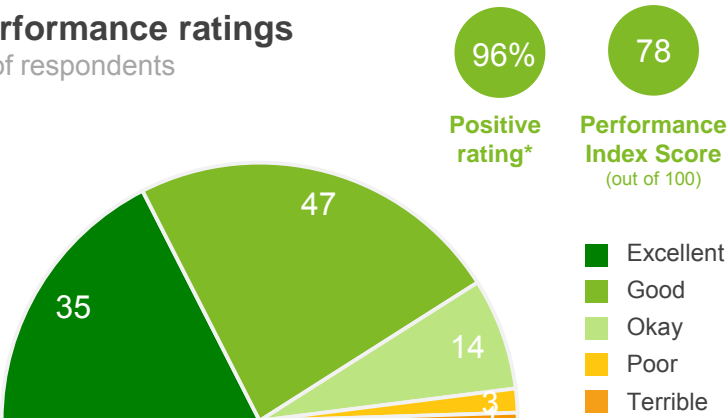| Gender		Family stage		Disability & culture	
Male	76	No children	79	Disability	78
Female	80	Child aged 0-5	79	Born overseas	79
Age		Child aged 6-11	79	LOTE	75
18-34 years	76	Child aged 12-17	76	**Home ownership**	
35-54 years	77	Child aged 18+	77	Home owner	78
55+ years	80			Renting / other	79

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 677).   * Positive Rating = excellent, good + okay
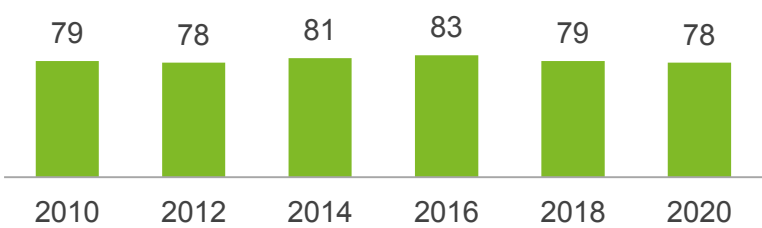
MARKYT

63

Festivals, events and cultural activities

Performance ratings
% of respondents

89% — Positive rating*

67 — Performance Index Score (out of 100)

- Excellent — 19
- Good — 43
- Okay — 27
- Poor — 9
- Terrible — 2

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
65	63	65	70	69	67

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	67
Industry High	78
Industry Average	64

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
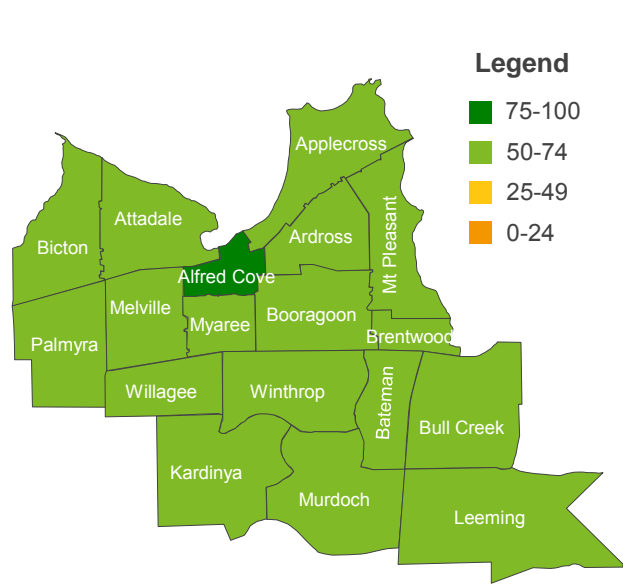
	Suburb	Ward
Applecross	69	
Brentwood	69	70
Mt Pleasant	71	
Bateman	67	
Kardinya	59	61
Murdoch	59	
Bicton	73	
Attadale	72	75
Alfred Cove	81	
Bull Creek	57	62
Leeming	67	
Ardross	51	
Booragoon	69	60
Myaree	60	
Winthrop	64	
Palmyra	70	
Melville	73	70
Willagee	66	

Community variances
Performance Index Score

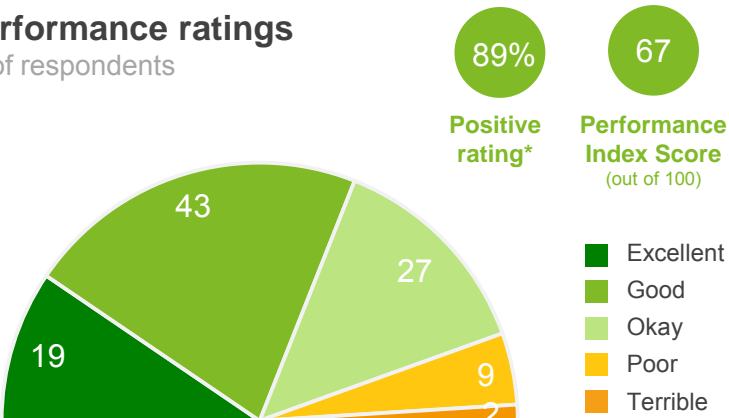| Gender		Family stage		Disability & culture	
Male	62	No children	65	Disability	65
Female	71	Child aged 0-5	69	Born overseas	67
Age		Child aged 6-11	68	LOTE	69
18-34 years	62	Child aged 12-17	70	**Home ownership**	
35-54 years	68	Child aged 18+	69	Home owner	68
55+ years	69			Renting / other	58

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 697).   * Positive Rating = excellent, good + okay
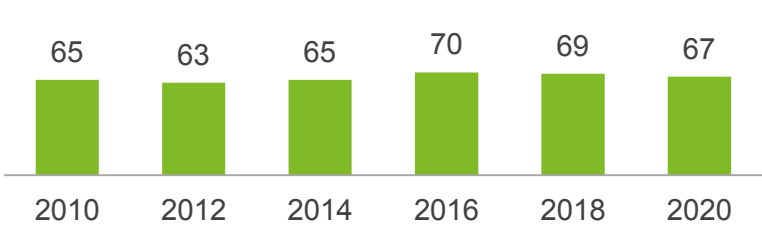
Street artworks and public art

Performance ratings
% of respondents

82%
Positive rating*

57
Performance Index Score
(out of 100)

- 8 Excellent
- 34 Good
- 40 Okay
- 15 Poor
- 3 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
				56	57

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	57
Industry High	65
Industry Average	61

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
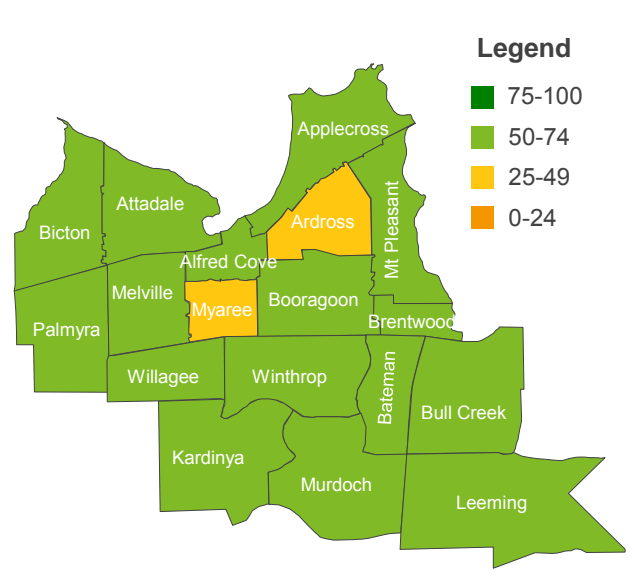
	Suburb	Ward
Applecross	59	
Brentwood	60	63
Mt Pleasant	68	
Bateman	50	
Kardinya	50	50
Murdoch	52	
Bicton	60	
Attadale	61	61
Alfred Cove	61	
Bull Creek	58	60
Leeming	62	
Ardross	43	
Booragoon	54	50
Myaree	49	
Winthrop	59	
Palmyra	55	
Melville	59	58
Willagee	63	

Community variances
Performance Index Score

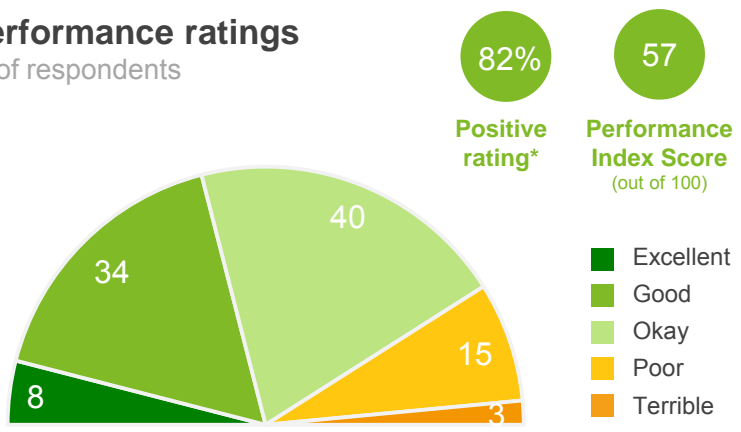| Gender		Family stage		Disability & culture	
Male	54	No children	58	Disability	56
Female	60	Child aged 0-5	56	Born overseas	58
Age		Child aged 6-11	56	LOTE	53
18-34 years	52	Child aged 12-17	55	**Home ownership**	
35-54 years	56	Child aged 18+	59	Home owner	58
55+ years	61			Renting / other	49

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 674).   * Positive Rating = excellent, good + okay

How local history and heritage is preserved and promoted

Performance ratings
% of respondents
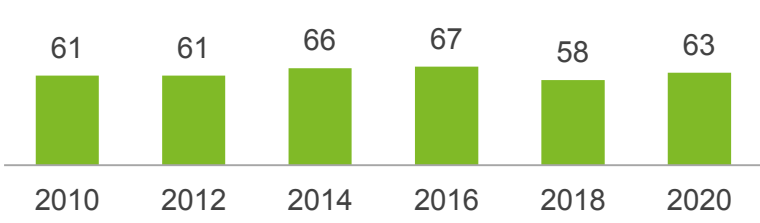
88% Positive rating*

63 Performance Index Score (out of 100)

- 10 Excellent
- 46 Good
- 32 Okay
- 8 Poor
- 4 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
61	61	66	67	58	63

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	63
Industry High	79
Industry Average	59

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
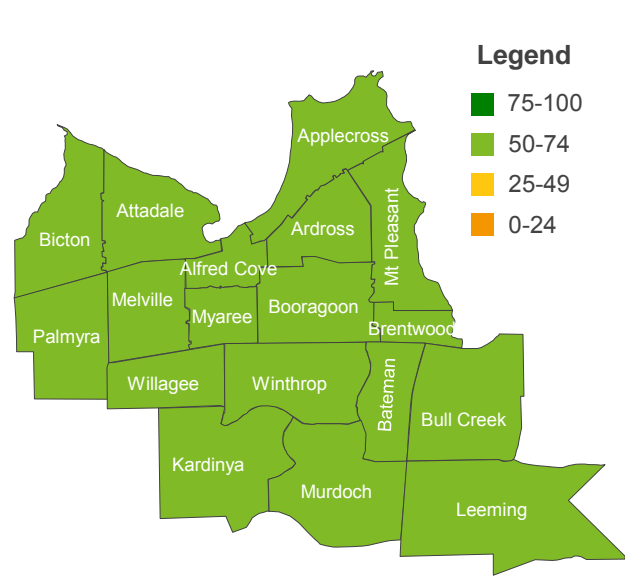
	Suburb	Ward
Applecross	65	
Brentwood	56	63
Mt Pleasant	64	
Bateman	57	
Kardinya	58	59
Murdoch	68	
Bicton	65	
Attadale	67	66
Alfred Cove	65	
Bull Creek	61	63
Leeming	65	
Ardross	56	
Booragoon	64	58
Myaree	51	
Winthrop	59	
Palmyra	65	
Melville	63	64
Willagee	64	

Community variances
Performance Index Score

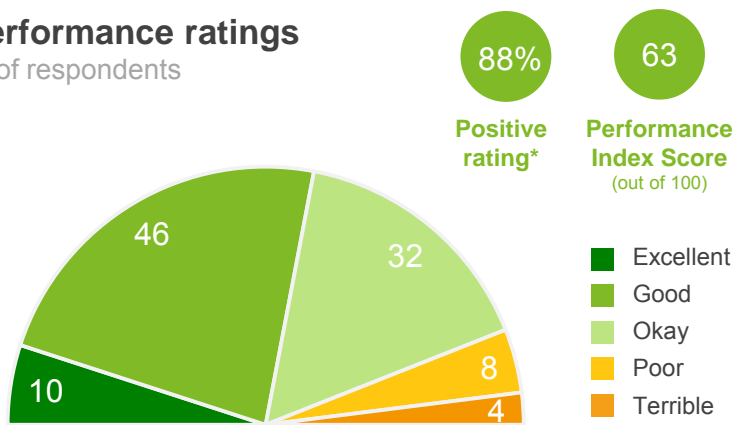| Gender		Family stage		Disability & culture	
Male	60	No children	63	Disability	63
Female	65	Child aged 0-5	67	Born overseas	64
Age		Child aged 6-11	64	LOTE	67
18-34 years	59	Child aged 12-17	63	**Home ownership**	
35-54 years	63	Child aged 18+	66	Home owner	63
55+ years	64			Renting / other	62

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 576).   * Positive Rating = excellent, good + okay

MARKYT◆

66

How local Aboriginal history, heritage and people are recognised and respected

Performance ratings
% of respondents
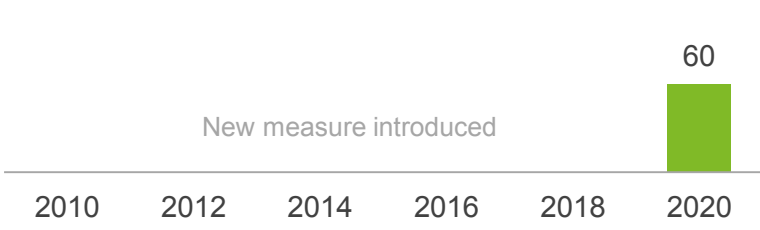
87% Positive rating*

60 Performance Index Score (out of 100)

- 9 (Excellent)
- 41 (Good)
- 37 (Okay)
- 10 (Poor)
- 3 (Terrible)

Legend
- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis
Performance Index Score

New measure introduced

60

| 2010 | 2012 | 2014 | 2016 | 2018 | 2020 |

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	60
Industry High	67
Industry Average	55

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
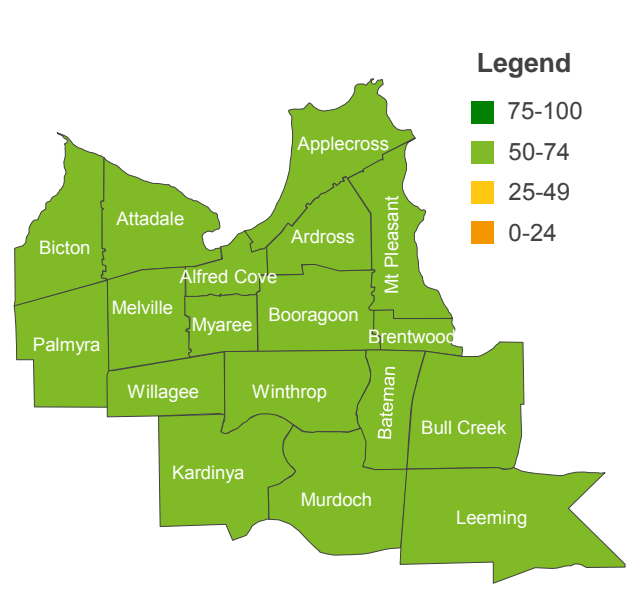
	Suburb	Ward
Applecross	61	
Brentwood	60	62
Mt Pleasant	63	
Bateman	59	
Kardinya	58	60
Murdoch	68	
Bicton	65	
Attadale	63	64
Alfred Cove	61	
Bull Creek	58	60
Leeming	63	
Ardross	61	
Booragoon	54	60
Myaree	68	
Winthrop	60	
Palmyra	55	
Melville	61	58
Willagee	62	

Community variances
Performance Index Score

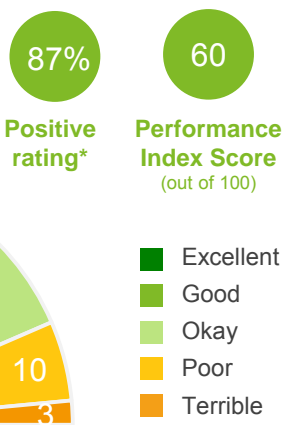| Gender		Family stage		Disability & culture	
Male	60	No children	60	Disability	60
Female	61	Child aged 0-5	62	Born overseas	60
Age		Child aged 6-11	63	LOTE	60
18-34 years	57	Child aged 12-17	62	**Home ownership**	
35-54 years	60	Child aged 18+	65	Home owner	61
55+ years	63			Renting / other	59

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 469).   * Positive Rating = excellent, good + okay

MARKYT◆

Healthy Lifestyles

Sport and recreation facilities

Performance ratings
% of respondents

93% Positive rating*

72 Performance Index Score (out of 100)

- Excellent — 25
- Good — 46
- Okay — 22
- Poor — 5
- Terrible — 2

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
71	73	76	77	72	72
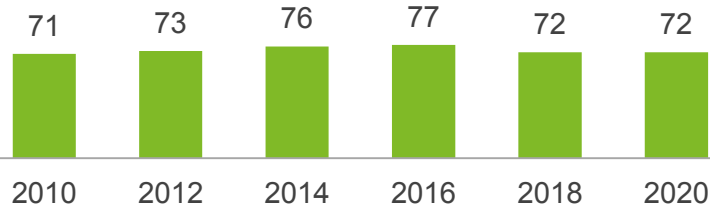
MARKYT◆ Industry Standards
Performance Index Score

City of Melville	72
Industry High	85
Industry Average	67

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
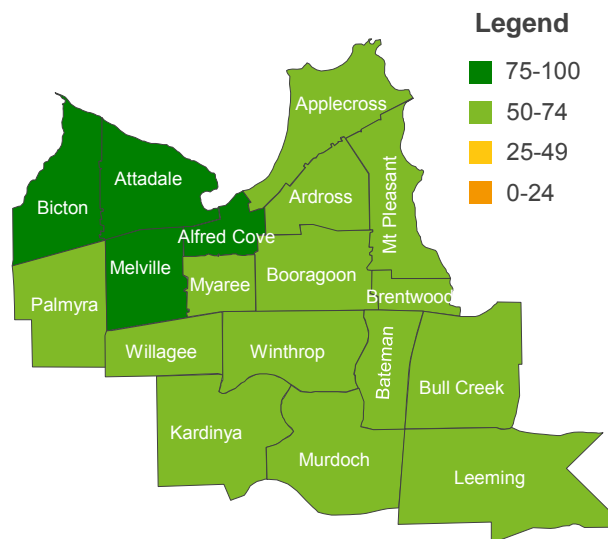
	Suburb	Ward
Applecross	69	
Brentwood	67	71
Mt Pleasant	74	
Bateman	71	
Kardinya	73	72
Murdoch	71	
Bicton	78	
Attadale	77	77
Alfred Cove	77	
Bull Creek	73	72
Leeming	71	
Ardross	64	
Booragoon	73	67
Myaree	59	
Winthrop	71	
Palmyra	74	
Melville	75	73
Willagee	66	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	71	No children	73	Disability	69
Female	73	Child aged 0-5	69	Born overseas	73
Age		Child aged 6-11	67	LOTE	70
18-34 years	71	Child aged 12-17	74	**Home ownership**	
35-54 years	70	Child aged 18+	72	Home owner	72
55+ years	74			Renting / other	75

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 752). * Positive Rating = excellent, good + okay
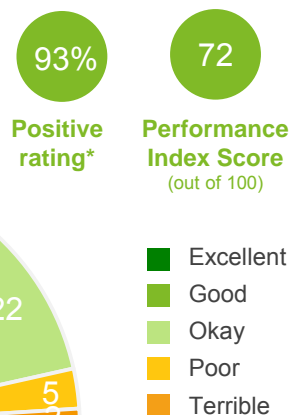
MARKYT◆

Parks and public open spaces

Performance ratings
% of respondents

94% Positive rating*

78 Performance Index Score (out of 100)

- **Excellent** 41
- **Good** 38
- **Okay** 15
- **Poor** 5
- **Terrible** 1

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
	75	81	81	78	78
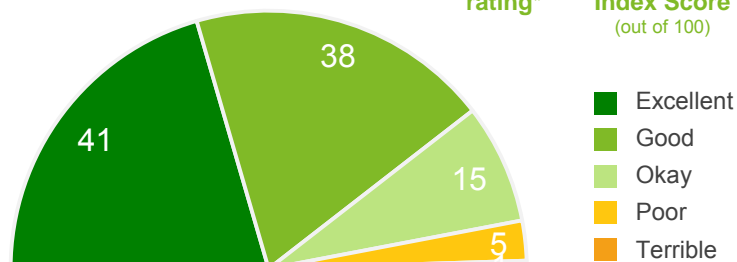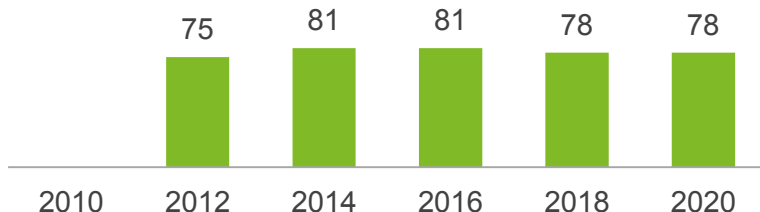
MARKYT◆ Industry Standards
Performance Index Score

City of Melville	78
Industry High	86^
Industry Average	68^

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
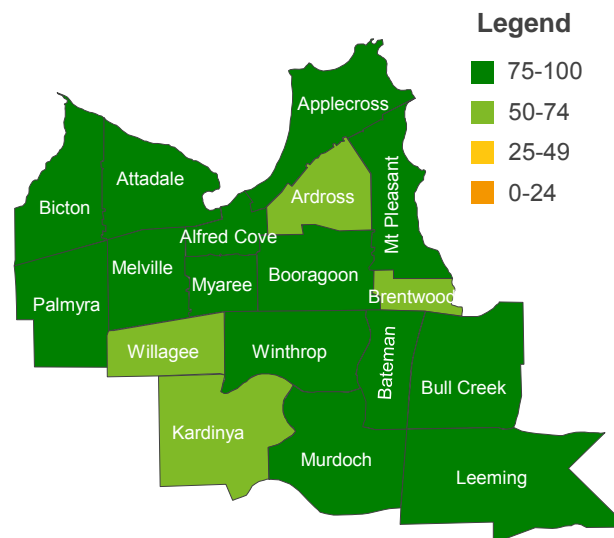
	Suburb	Ward
Applecross	77	
Brentwood	66	78
Mt Pleasant	82	
Bateman	79	
Kardinya	74	76
Murdoch	79	
Bicton	85	
Attadale	85	86
Alfred Cove	87	
Bull Creek	79	78
Leeming	77	
Ardross	66	
Booragoon	81	76
Myaree	85	
Winthrop	83	
Palmyra	75	
Melville	79	75
Willagee	70	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	78	No children	80	Disability	76
Female	78	Child aged 0-5	73	Born overseas	80
Age		Child aged 6-11	75	LOTE	79
18-34 years	73	Child aged 12-17	81	**Home ownership**	
35-54 years	78	Child aged 18+	80	Home owner	78
55+ years	81			Renting / other	81

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 796).   * Positive Rating = excellent, good + okay
^Industry Standard wording "Playgrounds, parks and reserves"

MARKYT◆

Management of food, health and pollution issues

Performance ratings
% of respondents

91% Positive rating*

65 Performance Index Score (out of 100)

- 44 Good
- 34 Okay
- 13 Excellent
- 5 Poor
- 3 Terrible

Legend (ratings):
- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
65	64	69	70	71	65

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	65
Industry High	74^
Industry Average	58^

Geographical variances
Performance Index Score

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

	Suburb	Ward
Applecross	65	
Brentwood	48	65
Mt Pleasant	70	
Bateman	63	
Kardinya	64	63
Murdoch	59	
Bicton	66	
Attadale	71	67
Alfred Cove	59	
Bull Creek	74	70
Leeming	66	
Ardross	58	
Booragoon	65	63
Myaree	65	
Winthrop	70	
Palmyra	64	
Melville	58	63
Willagee	69	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	65	No children	69	Disability	65
Female	66	Child aged 0-5	62	Born overseas	65
Age		Child aged 6-11	59	LOTE	62
18-34 years	66	Child aged 12-17	65	**Home ownership**	
35-54 years	63	Child aged 18+	65	Home owner	65
55+ years	66			Renting / other	69

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 559).   * Positive Rating = excellent, good + okay
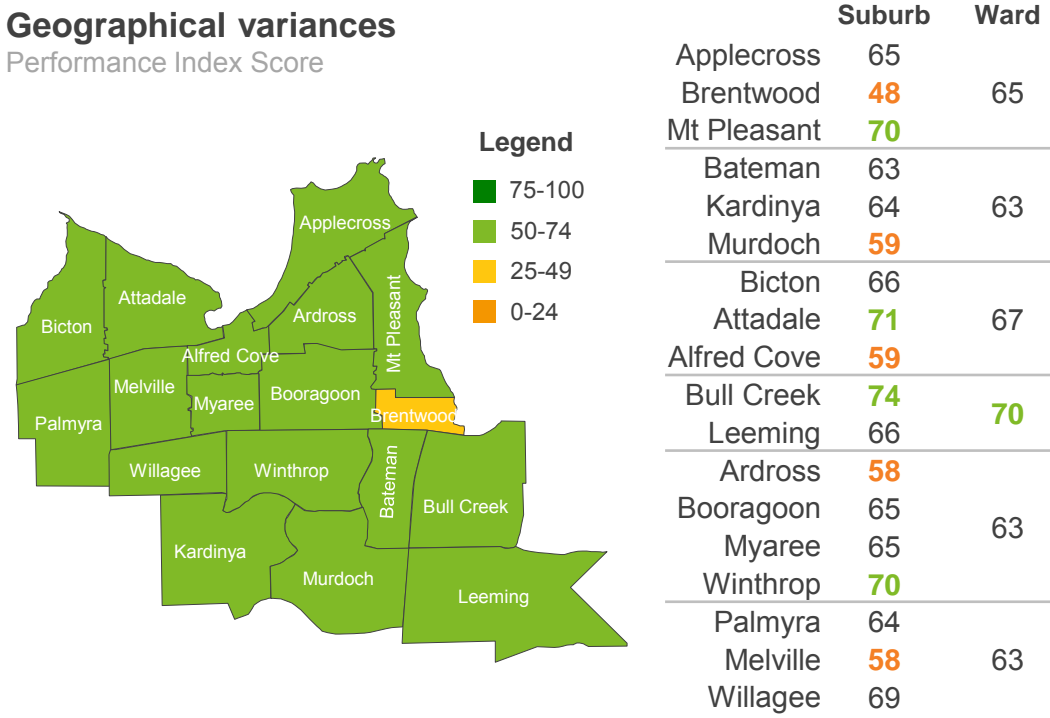^Industry standard wording "Management of <u>food, health</u>, noise and <u>pollution</u> issues"

MARKYT◆

Management of noise issues

Performance ratings
% of respondents
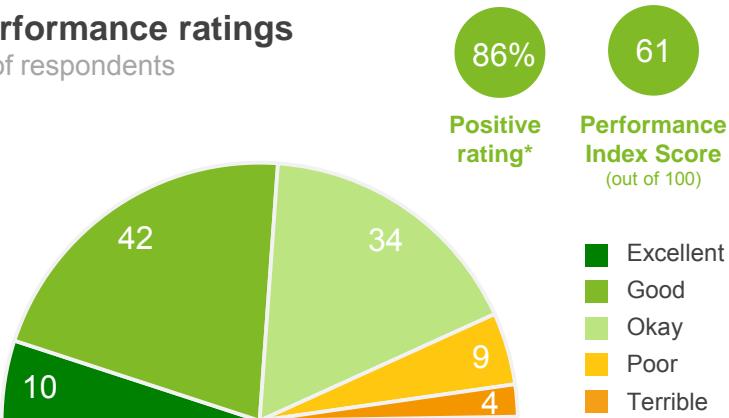
86% Positive rating*

61 Performance Index Score (out of 100)

Pie chart values: 10 (Excellent), 42 (Good), 34 (Okay), 9 (Poor), 4 (Terrible)

Legend:
- Excellent
- Good
- Okay
- Poor
- Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
				64	61

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	61
Industry High	74^
Industry Average	58^

Geographical variances
Performance Index Score

Legend:
- 75-100
- 50-74
- 25-49
- 0-24
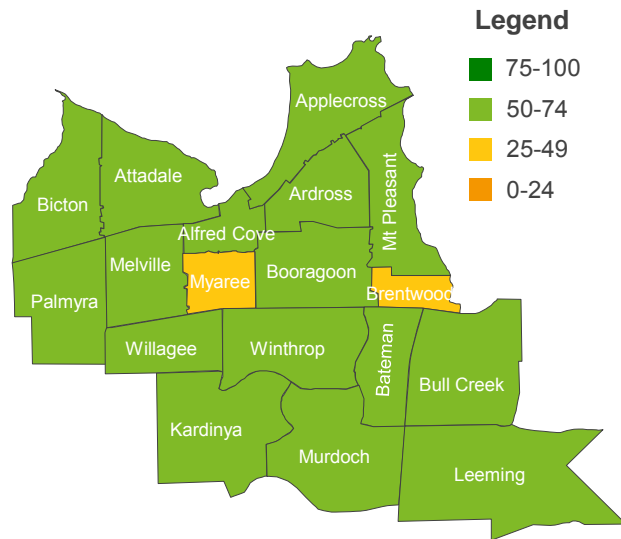
	Suburb	Ward
Applecross	59	
Brentwood	42	59
Mt Pleasant	63	
Bateman	52	
Kardinya	59	58
Murdoch	64	
Bicton	63	
Attadale	72	65
Alfred Cove	57	
Bull Creek	64	60
Leeming	58	
Ardross	58	
Booragoon	57	
Myaree	39	56
Winthrop	60	
Palmyra	69	
Melville	67	66
Willagee	58	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	60	No children	62	Disability	57
Female	63	Child aged 0-5	62	Born overseas	61
Age		Child aged 6-11	57	LOTE	55
18-34 years	68	Child aged 12-17	62	**Home ownership**	
35-54 years	58	Child aged 18+	58	Home owner	61
55+ years	60			Renting / other	62

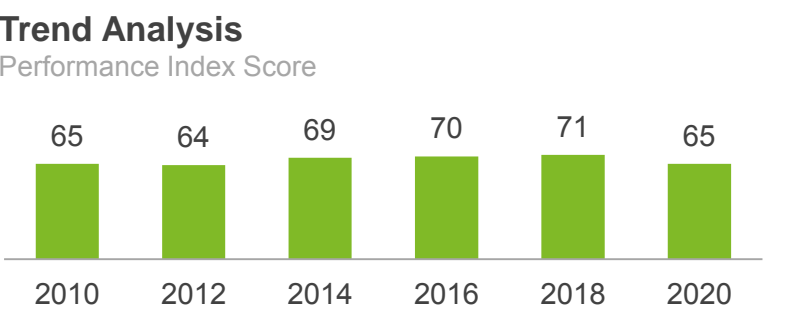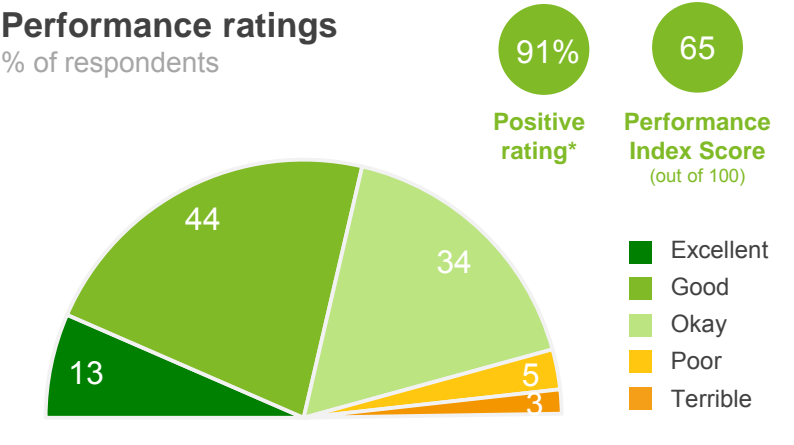Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 565).   * Positive Rating = excellent, good + okay
^Industry standard wording "Management of food, health, noise and pollution issues"

MARKYT◆

72

Safe and Secure

Safety and security

Performance ratings
% of respondents

87% Positive rating*

65 Performance Index Score (out of 100)

- 16 Excellent
- 43 Good
- 28 Okay
- 9 Poor
- 3 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
67	69	72	74	66	65
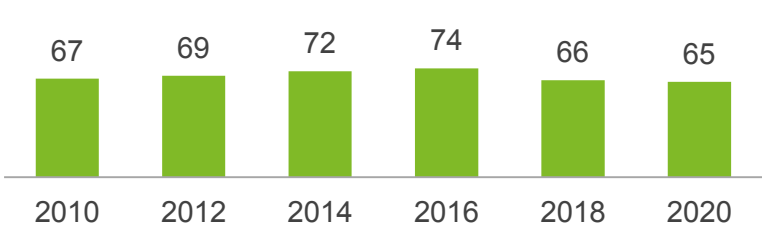
MARKYT◆ Industry Standards
Performance Index Score

City of Melville	65
Industry High	76
Industry Average	55

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
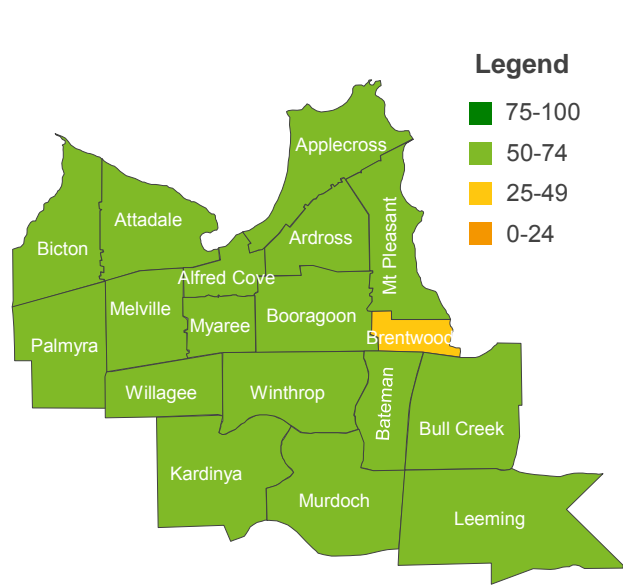
	Suburb	Ward
Applecross	65	
Brentwood	42	65
Mt Pleasant	70	
Bateman	56	
Kardinya	66	64
Murdoch	70	
Bicton	59	
Attadale	69	66
Alfred Cove	71	
Bull Creek	73	69
Leeming	65	
Ardross	63	
Booragoon	59	63
Myaree	72	
Winthrop	64	
Palmyra	66	
Melville	70	64
Willagee	52	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	66	No children	68	Disability	65
Female	65	Child aged 0-5	68	Born overseas	64
Age		Child aged 6-11	60	LOTE	59
18-34 years	70	Child aged 12-17	61	**Home ownership**	
35-54 years	60	Child aged 18+	60	Home owner	64
55+ years	66			Renting / other	71

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 745).   * Positive Rating = excellent, good + okay
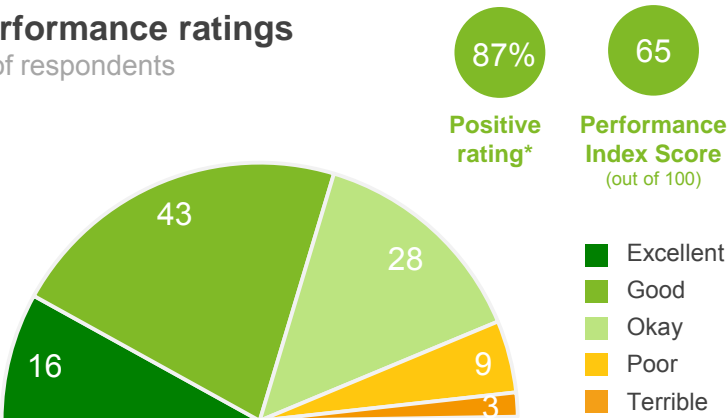
MARKYT◆   74

Graffiti removal services

Performance ratings
% of respondents

94% Positive rating*

70 Performance Index Score (out of 100)

- Excellent — 19
- Good — 49
- Okay — 26
- Poor — 5
- Terrible — 1

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
70	73	77	78	71	70

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	70
Industry High	70
Industry Average	65

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
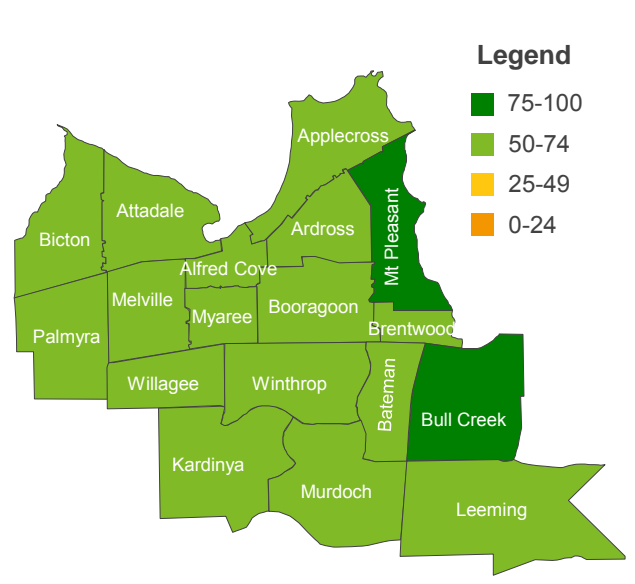
	Suburb	Ward
Applecross	72	
Brentwood	52	71
Mt Pleasant	76	
Bateman	67	
Kardinya	70	70
Murdoch	72	
Bicton	67	
Attadale	72	70
Alfred Cove	72	
Bull Creek	76	72
Leeming	68	
Ardross	66	
Booragoon	68	
Myaree	51	66
Winthrop	70	
Palmyra	72	
Melville	73	70
Willagee	65	

Community variances
Performance Index Score

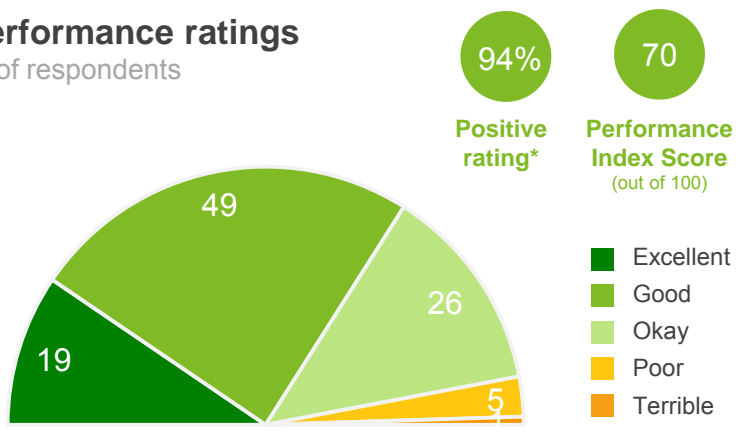| Gender		Family stage		Disability & culture	
Male	69	No children	69	Disability	67
Female	71	Child aged 0-5	74	Born overseas	71
Age		Child aged 6-11	65	LOTE	72
18-34 years	71	Child aged 12-17	71	**Home ownership**	
35-54 years	69	Child aged 18+	71	Home owner	69
55+ years	70			Renting / other	74

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 554).   * Positive Rating = excellent, good + okay
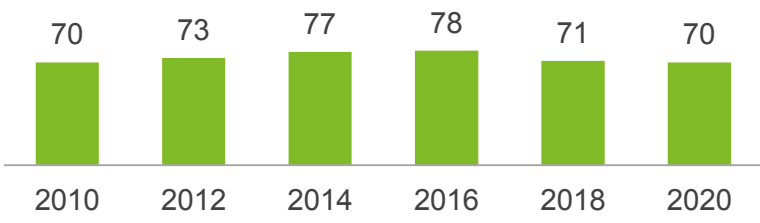
MARKYT◆

75

Mobile community security patrols

Performance ratings
% of respondents
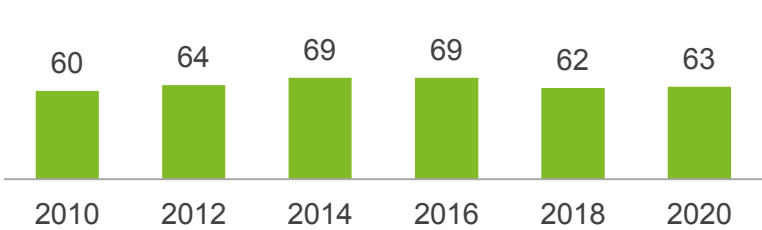
83% Positive rating*

63 Performance Index Score (out of 100)

- 15 Excellent
- 39 Good
- 29 Okay
- 13 Poor
- 3 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
60	64	69	69	62	63

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	63
Industry High	NA
Industry Average	NA

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
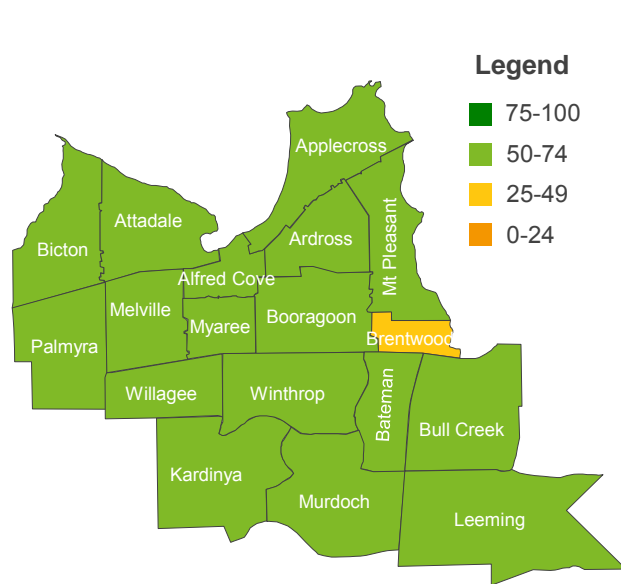
	Suburb	Ward
Applecross	62	
Brentwood	49	64
Mt Pleasant	70	
Bateman	56	
Kardinya	62	60
Murdoch	64	
Bicton	58	
Attadale	66	64
Alfred Cove	69	
Bull Creek	65	63
Leeming	61	
Ardross	73	
Booragoon	55	66
Myaree	74	
Winthrop	63	
Palmyra	61	
Melville	67	61
Willagee	52	

Community variances
Performance Index Score

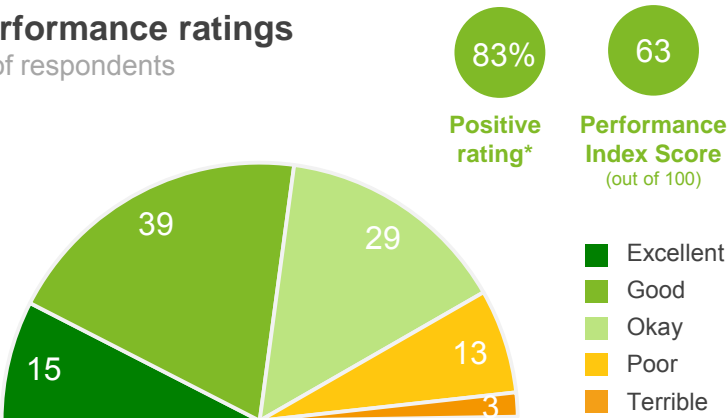| Gender		Family stage		Disability & culture	
Male	62	No children	65	Disability	61
Female	64	Child aged 0-5	63	Born overseas	61
Age		Child aged 6-11	60	LOTE	61
18-34 years	65	Child aged 12-17	59	**Home ownership**	
35-54 years	58	Child aged 18+	57	Home owner	62
55+ years	65			Renting / other	66

Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 661).   * Positive Rating = excellent, good + okay

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Dog and cat control

Performance ratings
% of respondents
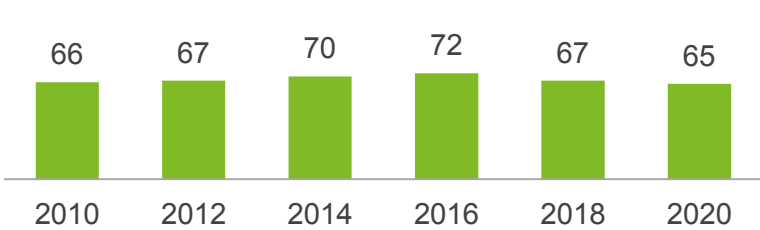
89% Positive rating*

65 Performance Index Score (out of 100)

- 14 Excellent
- 45 Good
- 30 Okay
- 8 Poor
- 4 Terrible

Trend Analysis
Performance Index Score

2010	2012	2014	2016	2018	2020
66	67	70	72	67	65

MARKYT◆ Industry Standards
Performance Index Score

City of Melville	65
Industry High	NA
Industry Average	NA

Geographical variances
Performance Index Score

Legend
- 75-100
- 50-74
- 25-49
- 0-24
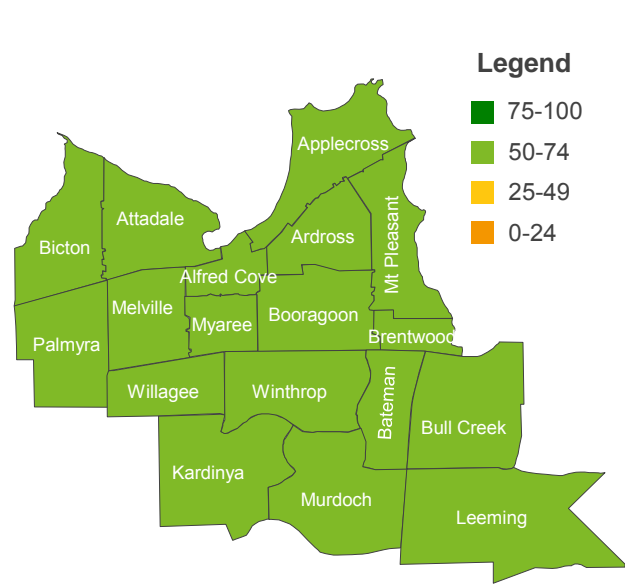
	Suburb	Ward
Applecross	61	
Brentwood	64	65
Mt Pleasant	68	
Bateman	66	
Kardinya	62	63
Murdoch	65	
Bicton	65	
Attadale	67	65
Alfred Cove	60	
Bull Creek	64	65
Leeming	66	
Ardross	66	
Booragoon	59	63
Myaree	60	
Winthrop	66	
Palmyra	65	
Melville	68	67
Willagee	68	

Community variances
Performance Index Score

Gender		Family stage		Disability & culture	
Male	63	No children	65	Disability	62
Female	67	Child aged 0-5	66	Born overseas	65
Age		Child aged 6-11	61	LOTE	64
18-34 years	67	Child aged 12-17	66	**Home ownership**	
35-54 years	65	Child aged 18+	66	Home owner	65
55+ years	63			Renting / other	67

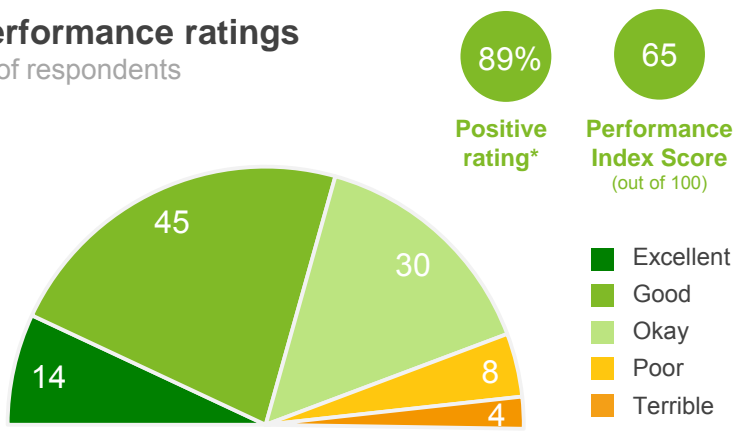Q. **How would you rate performance in the following areas?**
Base: All respondents, excludes 'unsure' and 'no response' (n = 574).   * Positive Rating = excellent, good + okay

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Overview of Community Variances

Summary of community variances

Overall geo-demographic variances were mainly by suburb.

Residents in following suburbs tend to provide **higher** performance ratings:

- Bull Creek (4 points higher on average)
- Mt Pleasant (3 point higher on average)

Residents in following suburbs tend to provide **lower** performance ratings:

- Brentwood (7 points lower on average)
- Ardross (7 points lower on average)
- Applecross (4 points lower on average)
- Myaree (3 points lower on average)

Ratings were also slightly lower among families with primary school aged children (6-12 years).

Summary of geographical variances

	Total	Applecross	Brentwood	Mt Pleasant	Bateman	Kardinya	Murdoch	Bicton	Attadale	Alfred Cove	Bull Creek	Leeming	Ardross	Booragoon	Myaree	Winthrop	Palmyra	Melville	Willagee	Applecross / Mount Pleasant	Bateman / Kardinya / Murdoch	Bicton / Attadale / Alfred Cove	Bull Creek / Leeming	Central Ward	Palmyra / Melville / Willagee
Place to live	87	86	80	87	90	87	84	91	90	91	91	89	79	89	85	88	82	87	83	86	87	90	90	85	84
Governing organisation	67	58	65	69	74	72	65	69	66	69	75	72	60	67	64	74	65	61	71	63	71	68	73	66	65
Value from Council rates	55	50	53	55	57	58	60	56	50	60	61	58	50	58	45	53	56	53	62	53	58	54	59	52	56
Council's leadership	52	45	48	53	54	57	60	48	54	48	58	54	44	50	44	57	57	47	53	49	57	51	56	48	53
City's image	59	48	55	61	70	66	64	60	55	61	67	57	53	60	57	61	60	57	62	54	66	58	61	57	60
Consultation	48	41	46	53	48	55	53	44	51	42	48	52	44	47	51	48	49	45	48	46	52	47	50	47	47
Informing the community	57	50	53	60	65	61	57	62	63	61	52	58	51	54	54	58	55	54	55	55	61	62	55	53	55
Weekly space in the Melville Times	59	54	68	63	55	65	58	62	65	61	63	59	53	49	64	58	56	51	62	59	61	63	61	55	56
Quarterly magazine	60	54	55	67	59	65	66	59	60	62	69	60	48	58	63	55	61	58	67	60	64	60	64	54	62
eNews	64	61	65	69	60	65	56	69	65	66	70	63	57	64	72	61	61	62	68	65	62	66	66	62	62
City's website	63	59	60	66	65	63	66	69	59	71	68	60	52	62	66	69	66	59	69	62	64	66	63	60	64
Social media presence	57	48	62	62	61	60	69	62	54	60	63	56	48	46	70	62	52	57	66	55	62	58	59	54	56
Online engagement tool	59	55	59	67	55	65	55	54	61	57	69	57	56	55	60	56	55	55	63	60	60	58	62	56	57
Youth services and facilities	59	54	52	61	64	60	65	52	66	61	67	62	48	52	42	62	61	64	60	57	61	61	65	50	62
Seniors services and facilities	68	63	66	70	66	63	65	71	80	70	71	67	57	69	67	63	70	67	67	67	64	75	69	62	69
Disability access	65	62	54	68	61	65	59	69	72	56	72	68	59	64	75	69	62	65	58	64	63	67	70	65	62
Buildings, halls and toilets	64	59	67	65	60	59	59	68	69	64	66	65	51	64	68	66	65	68	63	62	59	68	65	60	66
Sport and recreation	72	69	67	74	71	73	71	78	77	77	73	71	64	73	59	71	74	75	66	71	72	77	72	67	73
Parks and public open spaces	78	77	66	82	79	74	79	85	85	87	79	77	66	81	85	83	75	79	70	78	76	86	78	76	75
Library services	78	76	69	80	79	74	73	88	82	88	77	81	66	77	73	80	84	75	72	77	76	86	79	74	78
Festivals, events and culture	67	69	69	71	67	59	59	73	72	81	57	67	51	69	60	64	70	73	66	70	61	75	62	60	70
Street artworks and public art	57	59	60	68	50	50	52	60	61	61	58	62	43	54	49	59	55	59	63	63	50	61	60	50	58
History and heritage	63	65	56	64	57	58	68	65	67	65	61	65	56	64	51	59	65	63	64	63	59	66	63	58	64
Aboriginal history, heritage and people	60	61	60	63	59	58	68	65	63	61	58	63	61	54	68	60	55	61	62	62	60	64	60	60	58
Retail, office and industrial services	72	71	64	72	63	69	83	71	77	74	74	74	69	70	70	72	76	73	73	71	70	74	74	70	74

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Summary of geographical variances

	Total	Applecross	Brentwood	Mt Pleasant	Bateman	Kardinya	Murdoch	Bicton	Attadale	Alfred Cove	Bull Creek	Leeming	Ardross	Booragoon	Myaree	Winthrop	Palmyra	Melville	Willagee	Applecross / Mount Pleasant	Bateman / Kardinya / Murdoch	Bicton / Attadale / Alfred Cove	Bull Creek / Leeming	Central Ward	Palmyra / Melville / Willagee
Safety and security	65	65	42	70	56	66	70	59	69	71	73	65	63	59	72	64	66	70	52	65	64	66	69	63	64
Graffiti removal	70	72	52	76	67	70	72	67	72	72	76	68	66	68	51	70	72	73	65	71	70	70	72	66	70
Mobile community security patrols	63	62	49	70	56	62	64	58	66	69	65	61	73	55	74	63	61	67	52	64	60	64	63	66	61
Condition of roads	70	70	61	73	77	65	65	74	64	76	76	75	60	71	66	76	70	72	64	70	68	71	76	67	69
Traffic management	61	47	52	60	63	65	63	63	66	64	66	63	50	59	53	61	65	61	58	53	64	64	64	56	62
Residential parking	61	44	50	53	57	62	61	55	65	67	72	64	53	64	62	70	67	58	64	49	61	62	68	61	63
Commercial parking	60	43	48	50	59	58	61	63	62	70	69	66	48	55	56	65	65	63	71	47	59	65	68	55	66
Footpaths and cycleways	63	64	56	68	68	59	67	69	66	62	65	65	58	53	63	69	64	63	54	65	63	66	65	60	61
Streetscapes	62	64	53	70	54	54	72	64	63	61	66	64	60	62	62	64	61	60	56	65	57	63	65	62	60
Street lighting	62	62	45	67	55	54	62	63	70	66	65	67	63	64	42	63	55	72	57	63	56	66	66	61	61
Storm water drainage	66	66	57	68	58	68	68	71	60	70	75	73	62	67	68	70	62	58	66	66	65	66	74	66	61
Public transport	74	73	67	73	69	75	81	76	70	74	81	76	69	73	68	72	77	76	63	72	75	73	78	71	73
Density and design of housing	59	44	39	57	64	64	66	62	65	61	69	66	39	56	65	73	62	49	58	49	64	63	67	55	57
Dwelling options	64	61	54	69	58	62	69	63	65	70	62	70	52	69	66	67	67	61	70	63	62	66	66	62	66
Climate change	58	54	46	64	56	53	68	54	73	54	59	64	51	55	40	65	55	54	56	58	55	64	62	54	55
Natural bushland	71	69	58	74	69	63	78	80	79	81	72	72	60	78	72	78	71	69	64	70	67	80	72	70	69
River foreshore	77	74	69	83	69	70	73	77	78	81	80	75	72	78	69	80	83	77	80	77	70	78	77	75	80
General waste collections	61	62	69	66	66	57	73	70	54	45	72	54	49	68	45	52	67	64	66	64	62	57	62	55	66
FOGO waste collections	76	71	73	79	77	72	79	80	78	76	83	78	61	78	68	74	81	71	77	75	75	78	80	70	77
Recycling collections	71	68	66	78	76	64	78	78	65	65	79	70	67	71	57	67	77	63	81	72	69	69	74	67	73
Verge collections	69	72	64	74	67	72	75	75	58	77	75	70	59	76	55	70	70	67	62	72	71	68	72	66	67
Dog and cat control	65	61	64	68	66	62	65	65	67	60	64	66	66	59	60	66	65	68	68	65	63	65	65	63	67
Food, health and pollution issues	65	65	48	70	63	64	59	66	71	59	74	66	58	65	65	70	64	58	69	65	63	67	70	63	63
Noise issues	61	59	42	63	52	59	64	63	72	57	64	58	58	57	39	60	69	67	58	59	58	65	60	56	66

Summary of community variances

	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
Place to live	87	86	91	86	88	87	86	88	87	86	85	88	87	82	88	90
Governing organisation	67	66	76	66	69	68	66	63	65	65	69	65	69	67	69	77
Value from Council rates	55	55	58	52	58	58	55	53	53	54	52	52	59	58	57	57
Council's leadership	52	51	60	49	55	54	52	48	51	49	55	49	53	53	53	61
City's image	59	58	69	57	62	61	60	56	59	58	63	58	58	61	59	69
Consultation	48	48	43	46	50	49	49	47	47	48	50	46	49	47	49	51
Informing the community	57	57	57	54	59	56	59	55	57	57	56	55	58	59	58	64
Weekly space in the Melville Times	59	58	61	56	62	62	55	50	58	61	54	55	63	60	59	66
Quarterly magazine	60	60	69	57	64	64	66	55	59	60	56	57	64	63	66	68
eNews	64	64	64	61	66	67	64	57	61	63	59	61	67	64	63	67
City's website	63	63	65	62	65	65	64	59	64	63	64	62	64	59	65	65
Social media presence	57	56	63	52	61	57	57	53	58	58	55	57	59	55	60	72
Online engagement tool	59	59	57	56	62	61	56	50	61	58	53	57	63	57	58	59
Youth services and facilities	59	59	61	60	59	63	61	55	55	57	61	54	63	54	61	61
Seniors services and facilities	68	66	76	67	69	69	69	67	68	66	69	66	68	67	66	67
Disability access	65	65	69	67	64	65	71	65	65	64	65	64	66	62	66	73
Buildings, halls and toilets	64	64	62	64	63	65	64	61	61	63	63	61	66	62	65	67
Sport and recreation	72	72	75	71	73	73	69	67	74	72	71	70	74	69	73	70
Parks and public open spaces	78	78	81	78	78	80	73	75	81	80	73	78	81	76	80	79
Library services	78	78	79	76	80	79	79	79	76	77	76	77	80	78	79	75
Festivals, events and culture	67	68	58	62	71	65	69	68	70	69	62	68	69	65	67	69
Street artworks and public art	57	58	49	54	60	58	56	56	55	59	52	56	61	56	58	53
History and heritage	63	63	62	60	65	63	67	64	63	66	59	63	64	63	64	67
Aboriginal history, heritage and people	60	61	59	60	61	60	62	63	62	65	57	60	63	60	60	60
Retail, office and industrial services	72	73	72	72	73	73	73	73	74	72	72	71	74	71	73	77

Summary of community variances

	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
Safety and security	65	64	71	66	65	68	68	60	61	60	70	60	66	65	64	59
Graffiti removal	70	69	74	69	71	69	74	65	71	71	71	69	70	67	71	72
Mobile community security patrols	63	62	66	62	64	65	63	60	59	57	65	58	65	61	61	61
Condition of roads	70	69	76	70	70	70	75	68	69	70	71	68	71	67	70	71
Traffic management	61	61	59	59	62	61	61	58	59	61	63	58	61	56	62	60
Residential parking	61	60	67	62	60	61	64	58	60	61	67	60	58	55	61	63
Commercial parking	60	60	63	61	60	60	66	56	58	58	66	57	58	57	62	68
Footpaths and cycleways	63	64	58	62	64	63	62	62	64	66	59	63	65	62	64	62
Streetscapes	62	62	64	61	62	65	60	56	62	61	62	60	63	58	63	64
Street lighting	62	61	69	63	62	65	61	60	60	62	63	59	65	60	63	63
Storm water drainage	66	66	66	67	64	66	66	64	66	67	65	65	67	65	65	63
Public transport	74	74	71	73	74	73	75	74	78	74	74	73	74	72	73	66
Density and design of housing	59	57	70	58	60	60	60	58	59	59	62	59	57	56	60	57
Dwelling options	64	64	68	63	66	65	70	64	65	62	67	64	62	56	65	67
Climate change	58	59	48	56	59	59	57	57	57	59	57	58	58	56	56	51
Natural bushland	71	71	76	70	72	72	73	70	73	72	71	72	71	69	70	70
River foreshore	77	76	82	76	78	78	77	73	78	77	81	75	76	72	76	83
General waste collections	61	62	59	58	65	68	54	46	58	58	57	55	69	61	63	58
FOGO waste collections	76	76	76	73	78	78	75	68	76	75	77	72	78	69	77	81
Recycling collections	71	71	74	70	72	76	69	57	66	70	72	65	76	66	72	79
Verge collections	69	69	70	68	70	70	69	65	70	69	64	67	73	71	70	68
Dog and cat control	65	65	67	63	67	65	66	61	66	66	67	65	63	62	65	64
Food, health and pollution issues	65	65	69	65	66	69	62	59	65	65	66	63	66	65	65	62
Noise issues	61	61	62	60	63	62	62	57	62	58	68	58	60	57	61	55

MARKYT

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Summary of community trends

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

In the City of Melville's Community Trends Window, detailed overleaf, many services are ideally located in Window 1. They are higher performing areas that continue to improve. The **stand out improvers** are:
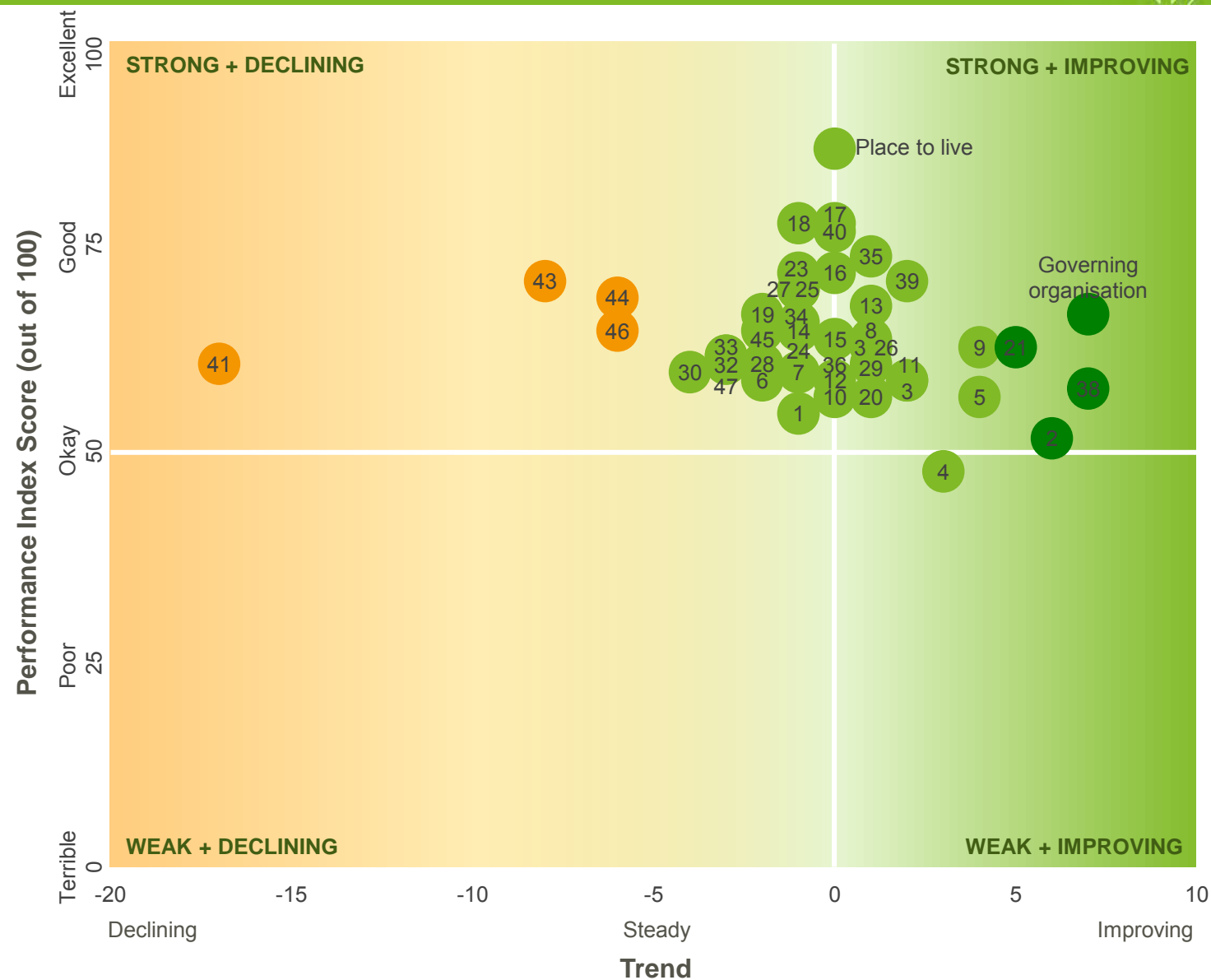
- Overall governance
- Council's leadership
- How history and heritage is preserved and promoted
- Efforts to address climate change

Window 3 includes higher performing areas in decline. The **main concerns** include:

- General waste collections
- Recycling collections
- Verge bulk waste collection
- Management of food, health and pollution issues

MARKYT ◆ Community Trends Window ™

Performance Index Score (out of 100)

Excellent 100
Good 75
Okay 50
Poor 25
Terrible 0

STRONG + DECLINING

STRONG + IMPROVING

Place to live

Governing organisation

WEAK + DECLINING

WEAK + IMPROVING

Trend

-20 -15 -10 -5 0 5 10

Declining — Steady — Improving

1	Value for money
2	Council's leadership
3	City's image
4	Consultation
5	Informing the community
6	Weekly space in the Melville Times
7	Quarterly magazine
8	eNews
9	City's website
10	Social media presence
11	Online engagement tool
12	Youth services and facilities
13	Seniors services and facilities
14	Disability access
15	Buildings, halls and toilets
16	Sport and recreation
17	Parks and public open spaces
18	Library services
19	Festivals, events and culture
20	Street artworks and public art
21	History and heritage
22	Aboriginal history and heritage
23	Retail, office and industrial services
24	Safety and security
25	Graffiti removal
26	Mobile security patrols
27	Roads
28	Traffic management
29	Residential parking
30	Commercial parking
31	Footpaths and cycleways
32	Streetscapes
33	Street lighting
34	Storm water drainage
35	Public transport
36	Density and design of housing
37	Dwelling options to meet needs
38	Climate change
39	Natural bushland
40	River foreshore
41	General waste collections
42	FOGO waste collections
43	Recycling collections
44	Verge collections
45	Dog and cat control
46	Food, health and pollution issues
47	Noise issues

Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response (n = varies)
Copyright CATALYSE® Pty Ltd. © 2020   Grey text = trend data not available

Local community priorities

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.

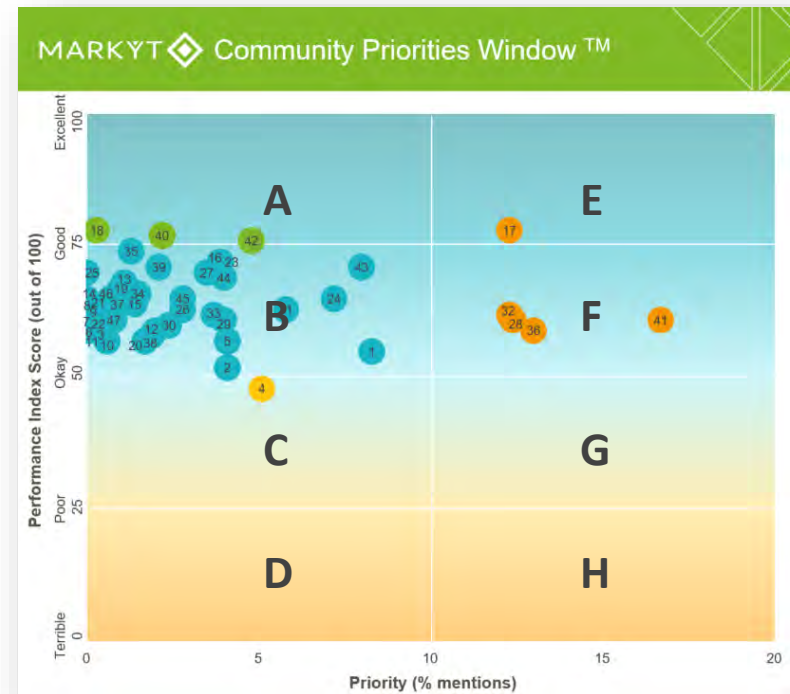Perceived **strengths** in Window A (green dots), include:

- Library services
- FOGO waste collections
- River foreshore

Moving forward, the community would like Council to **prioritise** services and facilities in Windows E + F (orange dots):

- General waste collections
- Housing diversity and design
- Streetscapes
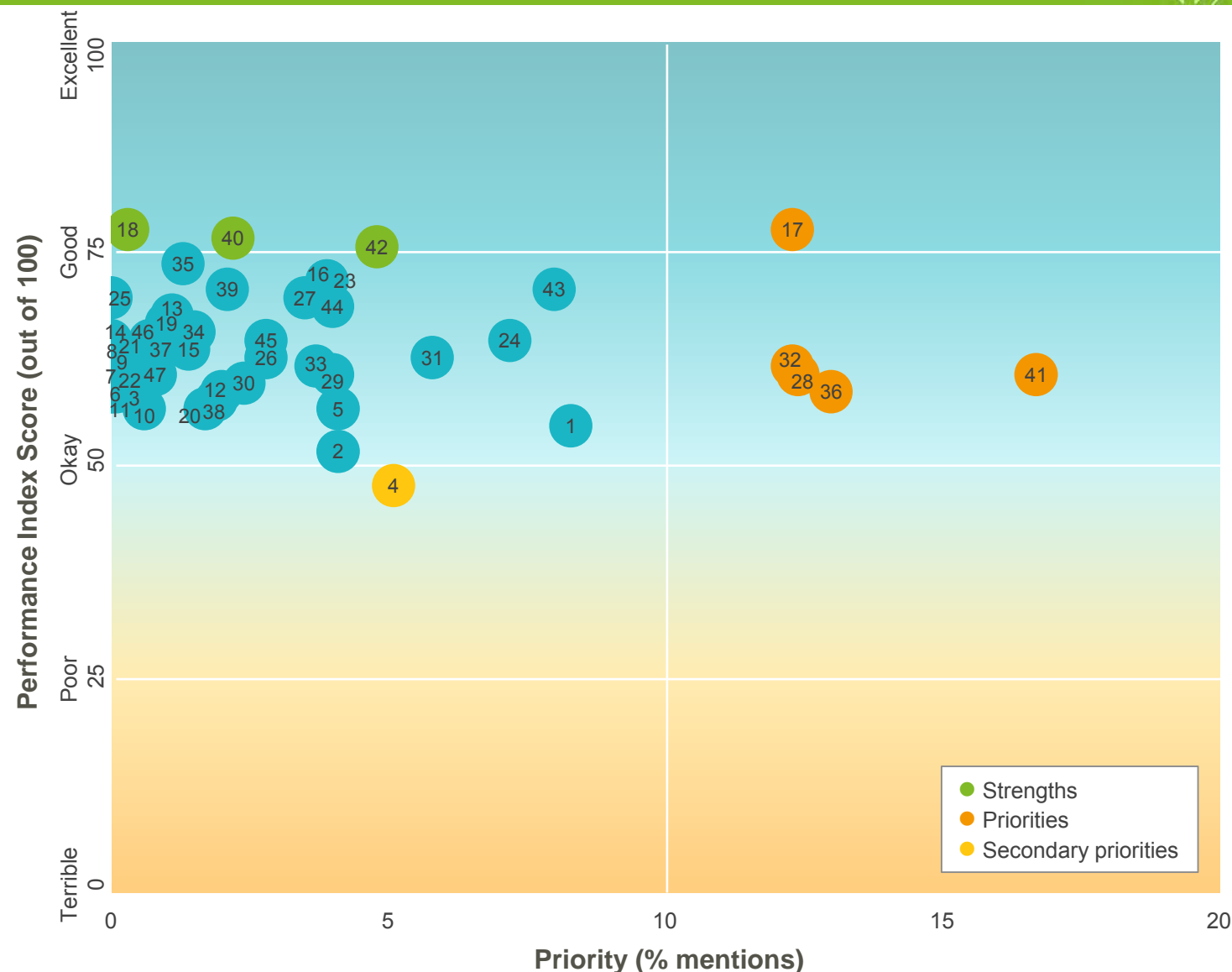- Traffic management
- Parks and public open spaces

Secondary priorities, with average performance below okay, are in Window C (yellow dots):

- How the community is consulted about local issues

MARKYT ◆ Community Priorities Window ™

Performance Index Score (out of 100) (y-axis)
- Excellent — 100
- Good — 75
- Okay — 50
- Poor — 25
- Terrible — 0

Priority (% mentions) (x-axis): 0, 5, 10, 15, 20

Legend:
- ● Strengths (green)
- ● Priorities (orange)
- ● Secondary priorities (yellow)

1. Value for money
2. Council's leadership
3. City's image
4. Consultation
5. Informing the community
6. Weekly space in the Melville Times
7. Quarterly magazine
8. eNews
9. City's website
10. Social media presence
11. Online engagement tool
12. Youth services and facilities
13. Seniors services and facilities
14. Disability access
15. Buildings, halls and toilets
16. Sport and recreation
17. Parks and public open spaces
18. Library services
19. Festivals, events and culture
20. Street artworks and public art
21. History and heritage
22. Aboriginal history and heritage
23. Retail, office and industrial services
24. Safety and security
25. Graffiti removal
26. Mobile security patrols
27. Roads
28. Traffic management
29. Residential parking
30. Commercial parking
31. Footpaths and cycleways
32. Streetscapes
33. Street lighting
34. Storm water drainage
35. Public transport
36. Density and design of housing
37. Dwelling options to meet needs
38. Climate change
39. Natural bushland
40. River foreshore
41. General waste collections
42. FOGO waste collections
43. Recycling collections
44. Verge collections
45. Dog and cat control
46. Food, health and pollution issues
47. Noise issues

Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)
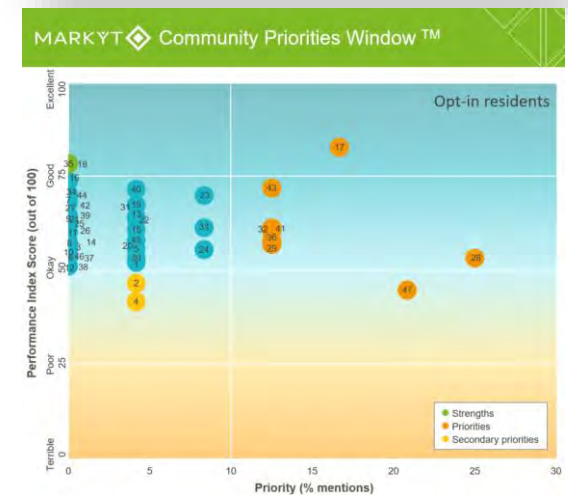
Q. Which areas would you most like the City of Melville to focus on improving? Base: All respondents, excludes no response (n = 614)

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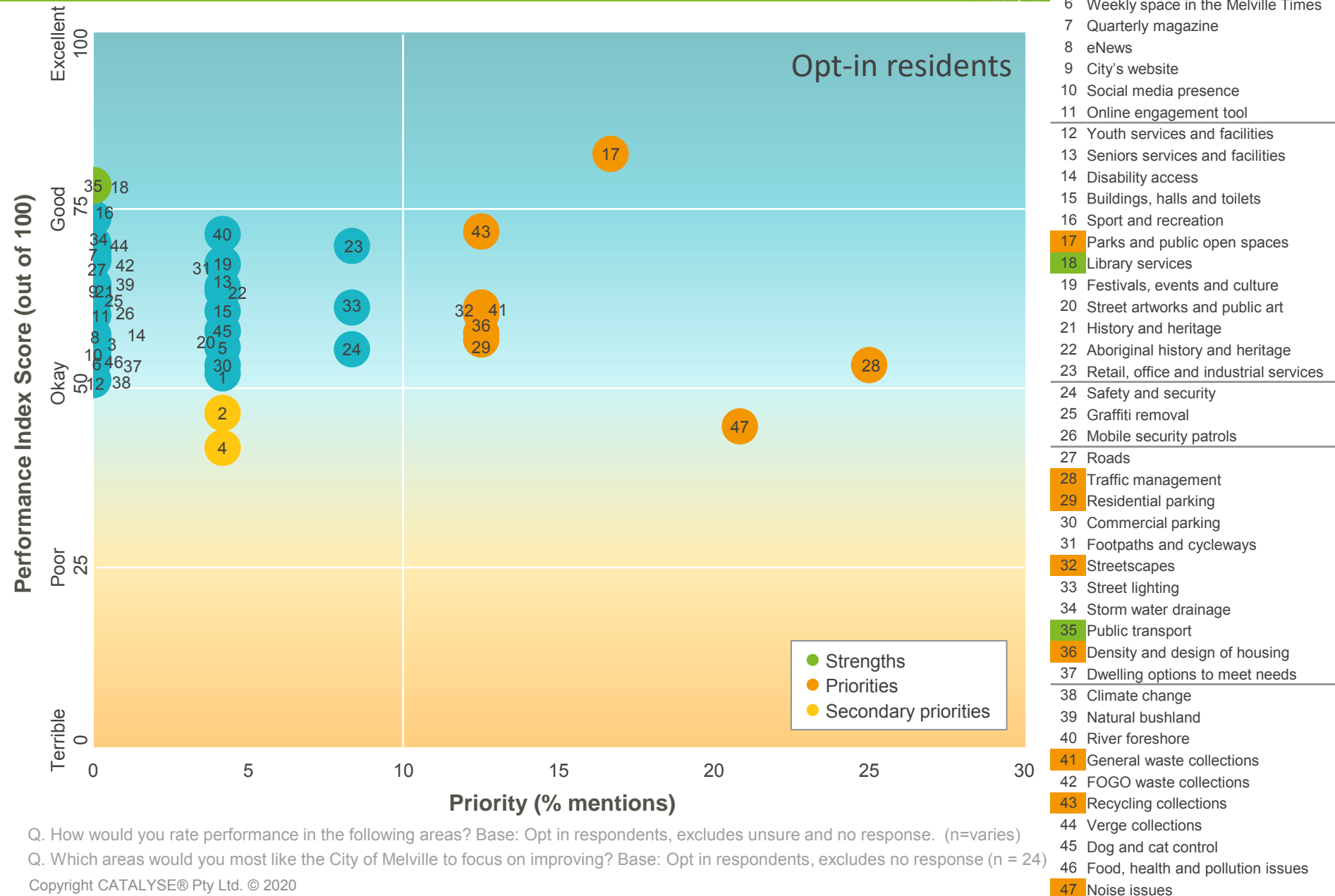# How did priorities differ among respondents who opted in?

A Community Priorities Window for residents who were randomly selected (top, right) has been compared to residents who opted in to complete a scorecard (bottom, right). The key observations are:

- Residents who opted in provided **slightly lower performance** ratings (average rating was 62) compared to residents who were randomly selected (average rating was 65).

- **Recycling, residential parking** and management of **noise issues** were higher priorities among residents who opted in.

- Both groups shared concerns with parks and public open space, traffic, streetscapes, housing density and design, and general waste collections.

A detailed MARKYT Priorities Window for residents who opted in is provided overleaf.

MARKYT ◆ Community Priorities Window ™

Opt-in residents

Performance Index Score (out of 100)

Scale	
Excellent	100
Good	75
Okay	50
Poor	25
Terrible	0

Priority (% mentions)

Legend:
- ● Strengths (green)
- ● Priorities (orange)
- ● Secondary priorities (yellow)

#	Item
1	Value for money
2	Council's leadership
3	City's image
4	Consultation
5	Informing the community
6	Weekly space in the Melville Times
7	Quarterly magazine
8	eNews
9	City's website
10	Social media presence
11	Online engagement tool
12	Youth services and facilities
13	Seniors services and facilities
14	Disability access
15	Buildings, halls and toilets
16	Sport and recreation
17	Parks and public open spaces
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41	General waste collections
42	FOGO waste collections
43	Recycling collections
44	Verge collections
45	Dog and cat control
46	Food, health and pollution issues
47	Noise issues

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

Q. Which areas would you most like the City of Melville to focus on improving? Base: Opt in respondents, excludes no response (n = 24)

MARKYT ◆ industry comparisons

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 77 out of 100, up 3 points from 74 in 2018, 11 index points above the industry standard for WA and now in equal third place.

Overall Performance Index Score
average of 'place to live' and 'governing organisation'

- ⬛ City of Melville
- 🟩 Metropolitan Councils
- 🟦 Regional Councils
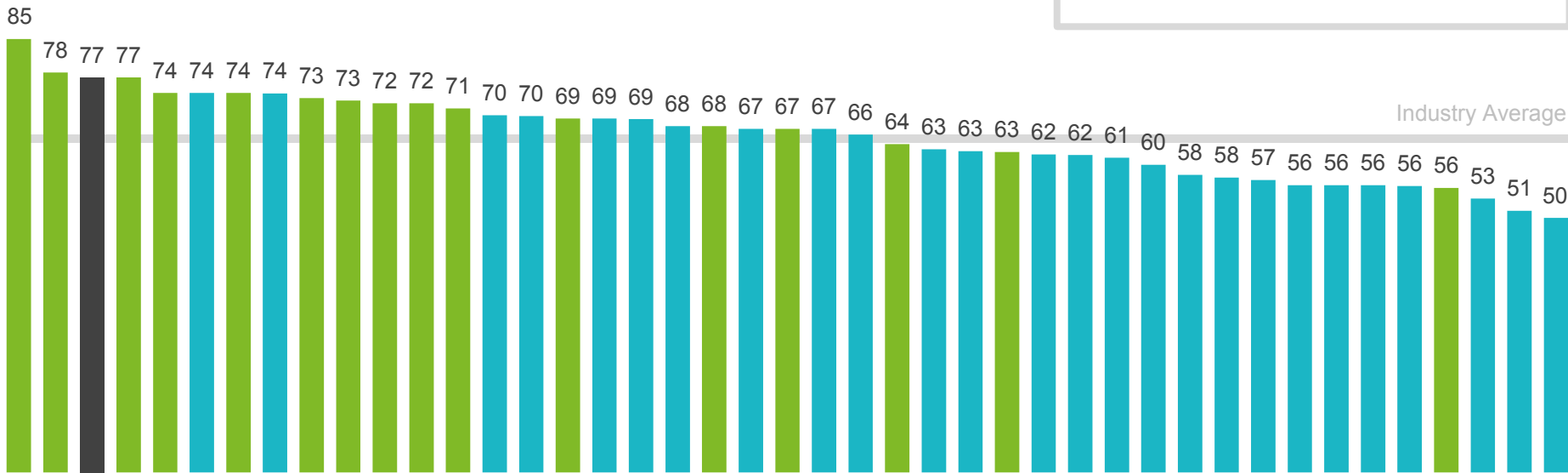
MARKYT◆ Industry Standards
Performance Index Score

City of Melville	77
Industry High	85
Industry Average	66

Bar chart values (left to right): 85, 78, 77, 77, 74, 74, 74, 74, 73, 73, 72, 72, 71, 70, 70, 69, 69, 69, 68, 68, 67, 67, 67, 66, 64, 63, 63, 63, 62, 62, 61, 60, 58, 58, 57, 56, 56, 56, 56, 56, 53, 51, 50

Industry Average

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.
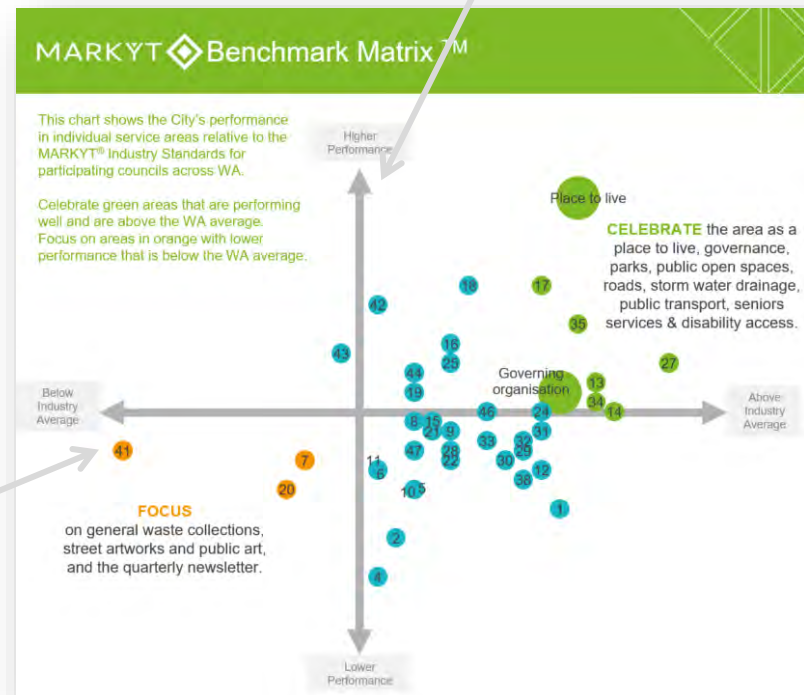
MARKYT ◆ Benchmark Matrix ™

This chart shows the City's performance in individual service areas relative to the MARKYT® Industry Standards for participating councils across WA.

Celebrate green areas that are performing well and are above the WA average. Focus on areas in orange with lower performance that is below the WA average.

Higher Performance

Lower Performance

Below Industry Average

Above Industry Average

Place to live

CELEBRATE the area as a place to live, governance, parks, public open spaces, roads, storm water drainage, public transport, seniors services & disability access.

Governing organisation

FOCUS on general waste collections, street artworks and public art, and the quarterly newsletter.

1	Value for money
2	Council's leadership
3	City's image
4	Consultation
5	Informing the community
6	Weekly space in the Melville Times
7	Quarterly magazine
8	eNews
9	City's website
10	Social media presence
11	Online engagement tool
12	Youth services and facilities
13	Seniors services and facilities
14	Disability access
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41	General waste collections
42	FOGO waste collections
43	Recycling collections
44	Verge collections
45	Dog and cat control
46	Food, health and pollution issues
47	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.

The City of Melville is leading the industry in two areas:

- Efforts to adapt to climate change

- Graffiti removal services

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 include the cities of Armadale, Cockburn, Melville, Mandurah, Rockingham and Wanneroo. Benchmarks are provided when three or more councils have asked a comparable question.

Compared to large councils, the City of Melville is leading in 9 areas:

- Overall as a place to live
- Playgrounds, parks and reserves
- Traffic management on local roads
- Management of parking
- Footpaths and cycleways
- Streetscapes
- Street lighting
- Access to public transport
- Management of food, health, noise and pollution issues

1st Place

Indicator	Measure	City of Melville	Industry Average	Industry High	Highest Council
Place to live	Index	87	77	87	Melville
Governing organisation	Index	67	65	69	Cockburn
Value for money from rates	Index	55	51	57	Cockburn
Council's leadership	Index	52	57	60	Cockburn
How the community is consulted	Index	48	51	59	Cockburn
How the community is informed	Index	57	60	66	Cockburn
Council's column/page in the community newspaper	Index	59	60	62	Wanneroo
Council's newsletter	Index	60	65	73	Cockburn
Council's website	Index	63	63	67	Cockburn
Social media presence	Index	57	58	63	Cockburn
Services and facilities for youth	Index	59	56	67	Rockingham
Facilities, services and care available for seniors	Index	68	64	72	Rockingham
Access to services and facilities for people with a disability	Index	65	62	67	Rockingham
Community buildings, halls and toilets	Index	64	63	72	Rockingham
Sport and recreation facilities	Index	72	71	79	Rockingham
Playgrounds, parks and reserves	Index	78	73	78	Melville
Library and information services	Index	78	77	82	Rockingham
Festivals, events and cultural activities	Index	67	71	76	Mandurah
How local history and heritage is preserved and promoted	Index	63	66	68	Cockburn/Wanneroo
Safety and security	Index	65	56	68	Rockingham
Road maintenance	Index	70	64	77	Rockingham
Traffic management on local roads	Index	61	56	61	Melville
Management of parking	Index	61	58	61	Melville
Footpaths and cycleways	Index	63	61	74	Rockingham
Streetscapes	Index	62	59	62	Melville/Mandurah
Lighting of streets and public places	Index	62	59	62	Melville
Access to public transport	Index	74	65	74	Melville
General waste collections	Index	61	73	80	Mandurah
Recycling collections	Index	71	73	77	Mandurah
Management of food, health, noise and pollution issues	Index	63	59	63	Melville
Developed and communicated a clear vision for the area	Total agree	29	40	51	Mandurah
Elected Members have good understanding of community needs	Total agree	29	34	39	Wanneroo
Staff have good understanding of community needs	Total agree	39	36	39	Melville/Mandurah
Explain reasons for decisions /how views taken into account	Total agree	31	30	33	Mandurah/Wanneroo

Recommendations

Recommendations

1. Celebrate improved performance across a number of service areas, in particular overall governance, Council's leadership, how history and heritage is being preserved and promoted, and efforts to address climate change. Develop a campaign to **share good news stories** with Council, staff and the community.

2. Engage the community to a) **close the feedback loop**, sharing key insights from the MARKYT® Community Scorecard and b) to **formulate detailed recommendations** for Council's consideration to address local priorities, in particular for general waste collections, followed by housing diversity and design, streetscapes, traffic management, and parks and open spaces.

3. Review the City's Strategic Community Plan, supporting plans and budget to ensure they reflect local community needs and priorities. Improve communication of the City's strategies for addressing the top priorities to demonstrate that the City is **listening and responding** to community feedback.

4. Review **change management** practices. Following a successful FOGO trial, seek to understand the barriers for longer-term adoption of the new 3 bin system, and how to support the community through the behaviour change process. This may involve a service review (customising bin solutions), public education campaign or community engagement.

5. Engage with local residents and ratepayers to develop a **strong, clear vision** for the future that resonates with and is supported by the community. Improve the <u>Vision Score</u> from 29% (down from 48% in 2014, now 6% points below industry average) to 61% to close the gap with the best performing council. Vision scores are particularly low in Melville (16%) and Ardross (17%).

6. Improve the **reach and effectiveness of communication** channels, in particular social media (41% familiar), Melville Talks online engagement tool (44% familiar), About Melville in local newspaper (50% familiar), Mosiac magazine (52% familiar) and City of Melville enews (57% familiar).

7. Continue to invest in building and managing a comprehensive, accurate and up-to-date **local community database**. Developing a database that includes demographic profiling will assist the City to better meet community needs in future with targeted communication and engagement.

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