City of Melville

REVIEW OF THE STRATEGIC COMMUNITY PLAN

Engagement 25 May to 8 June 2020

Contents

Executive Summary

Arrangements for a detailed review of the City's current Strategic Community Plan 2016 – 2026 were due to be undertaken prior to the COVID-19 pandemic. Due to these circumstances extensive person to person sessions with the community had been planned but could not be carried out.

It was therefore determined that 'checking in' with the community via an online survey would give some indication as to whether their priorities had changed since 2016. Direct emails were the primary method used to inform the community of their opportunity to participate, with over 13,000 households randomly selected from the City's databases. The opportunity to participate was also shared via e-newsletters and on social media.

The survey was designed with mostly closed questions, mirroring those put to the community in 2019 as part of the Community Wellbeing Survey which could be analysed statistically. However, one open question: *If your priorities / aspirations have changed as a result of the pandemic, could you tell us more about that..;* was included to enable participants to 'speak freely' via a comment box. Their responses were analysed separately using software for qualitative data analysis.

Where most respondents had not changed their priorities, the statistical analysis showed that 31% of respondents felt their priorities had changed to some extent and another 3% felt they had changed to a great extent since the pandemic.

Qualitative data analysis of the open commentary provided additional insights which could be linked to changes in priority since the pandemic and included:

- the rediscovery of community living and connectivity
- the intention to make more of the opportunities (including support for local business)
- family time in the great outdoors

Purpose of Engagement

To re-engage with the community on their priorities for the future, given the impact of the COVID-19 pandemic.

Background

Plans to conduct a comprehensive program of engagement conducted by an external consultant were disrupted by the COVID-19 pandemic as some of the activities involving face to face interactions with the public were no longer possible.

It was therefore determined that an online survey could be used to identify any changes in priority using the same questions put to the community via the Community Wellbeing Survey of 2019.

Engagement Objectives and Response

Inform

To inform the community of the opportunity to participate in the engagement processes via direct emails to a random sample of City of Melville residents and through advertisements in both social and print media.

Consult

To consult with the community using an online survey.

Response

In total, 655 people responded to the survey. The majority of the respondents were reached through digital means: 59% via direct email invitation, 31% via social media posts and 5% via Melville Talks.

6,366
Direct emails sent to a random sample

602
Link clicks from direct email

29K
Facebook post reach

655
Completed Surveys

14K
Corporate eNews subscribers

3.8K
Melville Talks eNews subscribers

216
Link clicks from Corporate eNews

215
Link clicks from Melville Talks eNews

2.8K
Link clicks from Facebook

1444
Melville Talks visitors

59
Melville Talks followers

Quantitative Analysis

Based on an estimated population of 102,307 in the City[1], the sample size collected has provided a strong level of statistical validity, achieving a sampling error of ±5% at the 99% confidence interval. In other words, there is a 99% probability that the population mean will be within ±5% difference from the sample mean.

Q1: Please tell us how you received a link to this survey

31.0%

10.4%

5.3%

2.9%

0.8%
0.5%
0.3%
0.6%

58.6%

■ Email Invitation ■ Social Media ■ Melville Talks ■ Referral
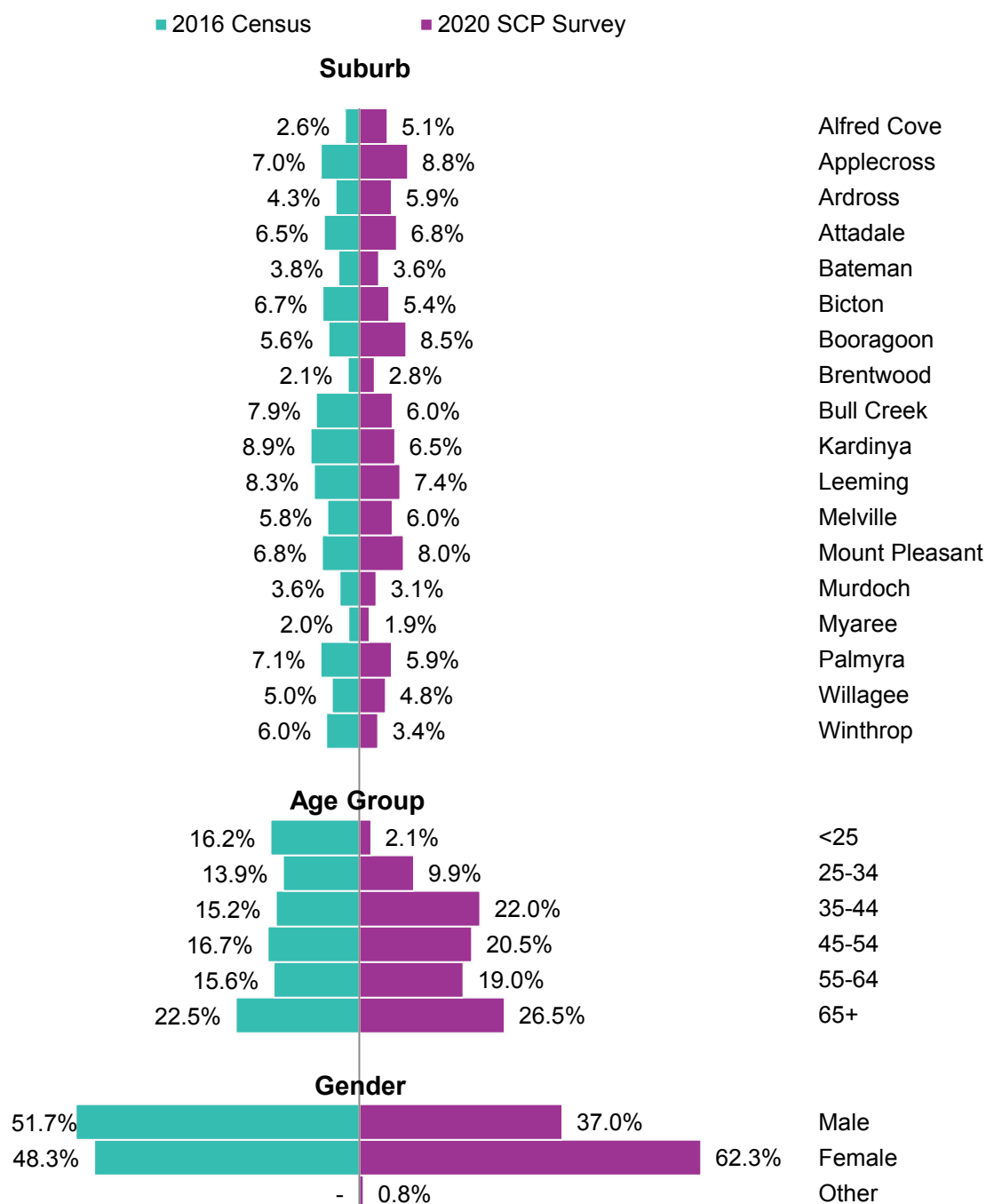■ Melville Gazette ■ Advert / Poster ■ Elected Member ■ No Response
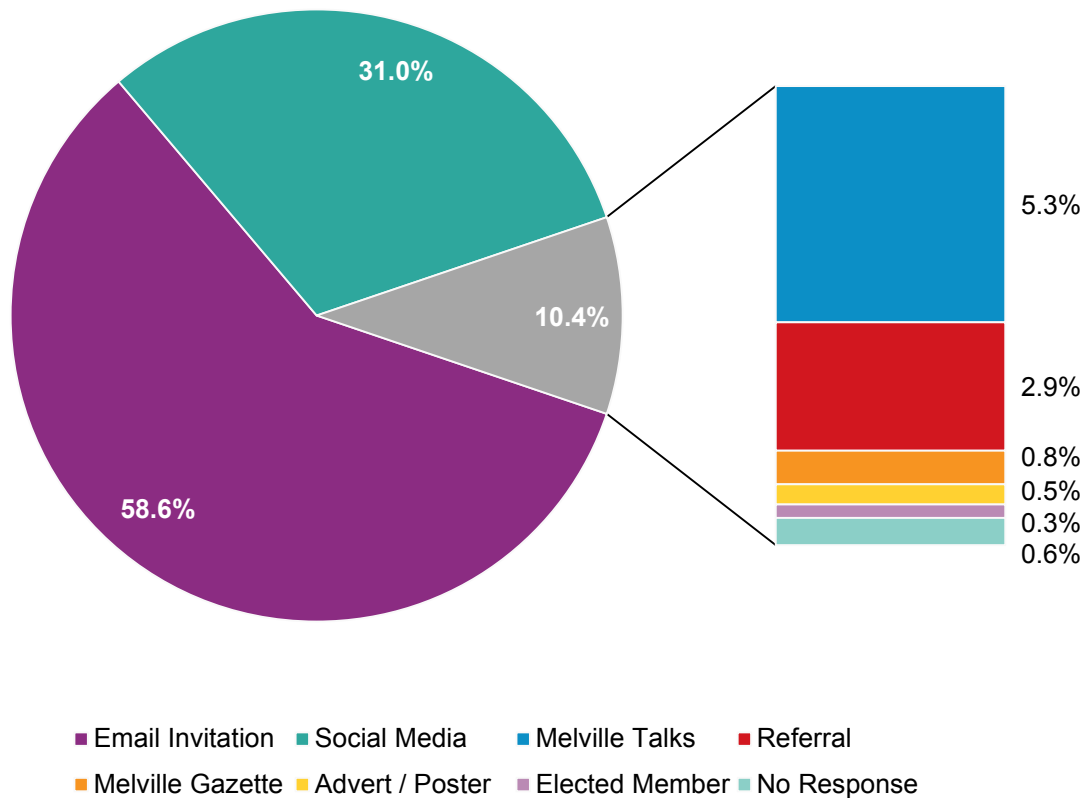
[1]City of Melville's estimated resident population in 2019 = 102,307. Data from ABS, obtained through id.Profile)

Q2 – Q4: Gender, Age and Suburb

Population vs Sample

Overall, the sample of respondents reached provided a good representation from each suburb mirroring that of the population (with only ±3% variance). There were more female respondents (62%) who have completed the survey and the younger population (<35 years old) was less represented in the sample collected.

The graph below compares the demographic composition of participants of the 2020 Strategic Community Plan (SCP) Survey (n=655) to that of our community, as measured against demographic data in the most recent Australian Bureau of Statistics (ABS) Census.

■ 2016 Census   ■ 2020 SCP Survey

Suburb

Census	SCP	Suburb
2.6%	5.1%	Alfred Cove
7.0%	8.8%	Applecross
4.3%	5.9%	Ardross
6.5%	6.8%	Attadale
3.8%	3.6%	Bateman
6.7%	5.4%	Bicton
5.6%	8.5%	Booragoon
2.1%	2.8%	Brentwood
7.9%	6.0%	Bull Creek
8.9%	6.5%	Kardinya
8.3%	7.4%	Leeming
5.8%	6.0%	Melville
6.8%	8.0%	Mount Pleasant
3.6%	3.1%	Murdoch
2.0%	1.9%	Myaree
7.1%	5.9%	Palmyra
5.0%	4.8%	Willagee
6.0%	3.4%	Winthrop

Age Group

Census	SCP	Age Group
16.2%	2.1%	<25
13.9%	9.9%	25-34
15.2%	22.0%	35-44
16.7%	20.5%	45-54
15.6%	19.0%	55-64
22.5%	26.5%	65+

Gender

Census	SCP	Gender
51.7%	37.0%	Male
48.3%	62.3%	Female
-	0.8%	Other

Q5 – Q7: Household, Financial Circumstances and Language

The table below provides demographic information for survey participants other than suburb, age and gender. The demographic information was used to see if there was a statistically different result in the responses to survey questions for any particular demographic group. This allows the City to target actions to support the appropriate group of people, where relevant, to maximise the effectiveness of the City's actions.

	# of participants	% of participants
Survey Question 5: Tell us about your household.		
Single	79	12%
Couple	218	33%
Household with Children Up to Pre-School Age	81	12%
Household with Primary School Age Children	91	14%
Household with High School Age Children	82	13%
Multi-Generational Household (Adult Children)	102	16%
No Response	n=2	
Survey Question 6: Please could you tell us about your financial circumstances.		
Working Full Time	224	34%
Working Part Time	126	19%
Self Employed	44	7%
Unemployed/Looking for Work	17	3%
Home Duties	37	6%
Student	12	2%
Pensioner (other than aged)	5	1%
Retired	166	25%
Prefer not to say	23	4%
No Response	n=1	
Survey Question 7: What language – other than English – do you mainly speak at home?		
Chinese - Mandarin and Cantonese	25	4%
Hindi	5	1%
Italian	4	1%
French	4	1%
Dutch	3	0%
German	5	1%
Tamil	4	1%
Indonesian	6	1%
Japanese	2	0%
Farsi	6	1%
Arabic	4	1%
Not applicable	509	83%
Some other language	34	6%
No Response	n=44	

Q8: Please rank the following statements in order of preference

Community's Priority Ranking

Respondents were asked to rank preferences[2] to the following statements, which correspond to the six outcome areas as outlined in the table below.

| Statements	Outcome Areas
I would like to focus on a clean and green environment.	Clean & Green (C&G)
I would like a focus on community safety and security.	Safe & Secure (S&S)
I would like a focus on healthy lifestyles.	Healthy Lifestyles (HL)
I would like a focus on growth and prosperity in the City.	Growth & Prosperity (G&P)
I would like a focus on building a sense of community in the City.	Sense of Community (SoC)
I would like a focus on sustainable and connected transport in the City of Melville.	Sustainable & Connected Transport (S&CT)
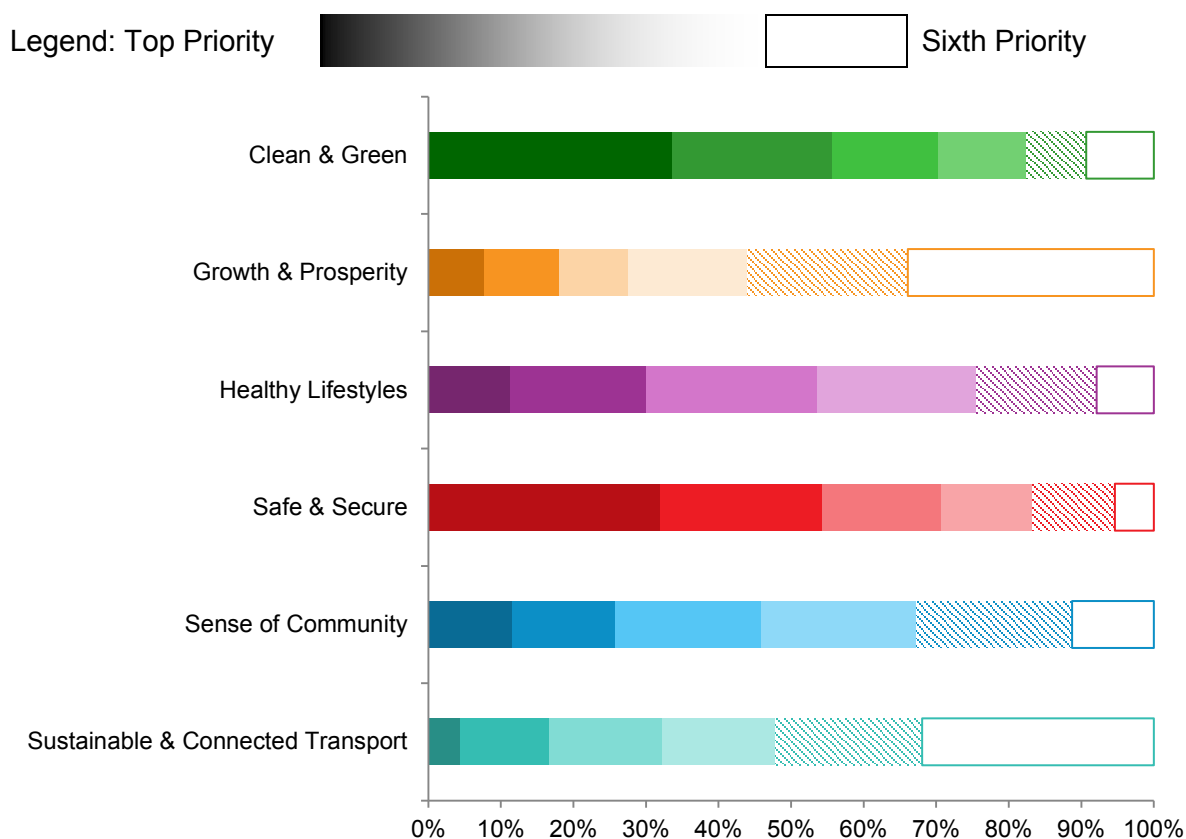
Clean & Green and Safe & Secure are almost equally important, with 32.2% and 30.8% respondents ranking these as their areas of focus respectively.

The majority of the respondents have ranked Growth & Prosperity and Sustainable & Connected Transport as their last priority among the list of statements provided. 32.8% and 31.5% ranking these as their last focus respectively.

Detailed analysis on each outcome is further discussed later in this document.

[2]Some respondents have not ranked all outcomes: for example, some have only ranked their top priority area, some have only ranked their 6th priority area. All responses are included in the analysis.

Q9: Do you think your priorities/aspirations have changed since the pandemic?

■ Not at all - feel the same ■ Not much ■ Neutral ■ To some extent ■ To a great extent
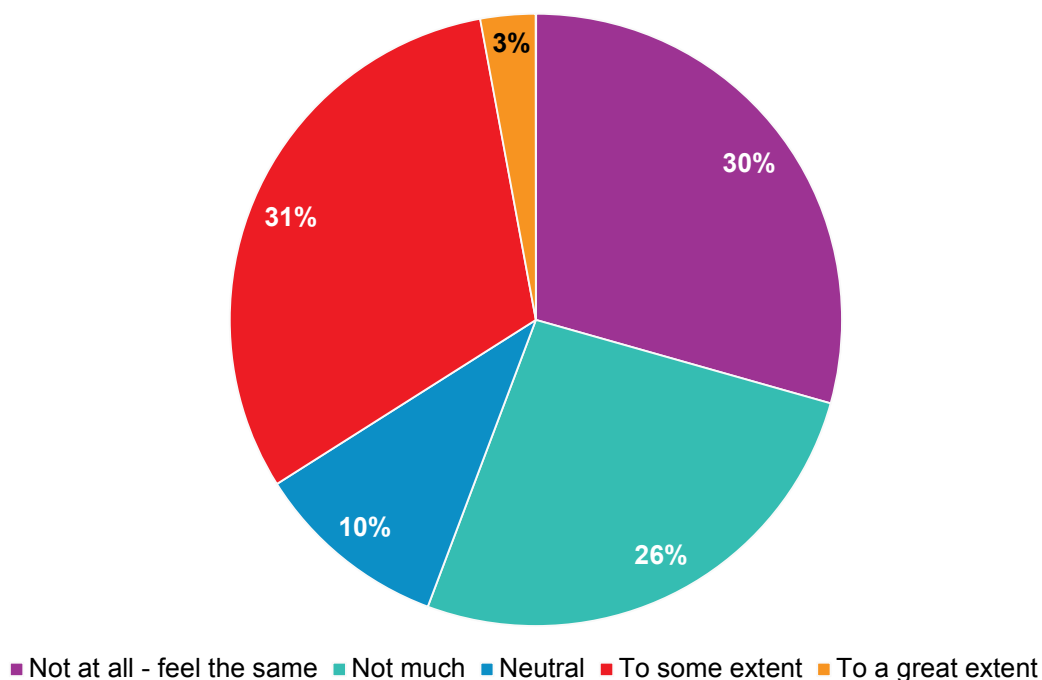
The majority of respondents indicated that their priorities / aspirations had not changed much (26%) or have remained the same (29%) since the pandemic. 31% felt that their priorities have changed to some extent. Only 3% of the respondents have indicated that their priorities have changed to a great extent since the pandemic.

Young respondents' priorities are less affected since the pandemic. None of them indicated that their priorities had changed to a great extent and 21% to some extent. Half of them indicated that their priorities have not changed much and 22% said no changes at all.

Alfred Cove and Myaree respondents have experienced more extensive changes to their priorities since the pandemic compared to the other suburbs. 40% of the respondents in Alfred Cove and half of the Myaree respondents have said their priorities have changed to some extend.

On the other hand, respondents from Bateman and Melville have experienced the least shift in their priorities. 75% of the Bateman respondents felt the same (44%) or had not changed their priorities much (31%); 64% of respondents from Melville felt the same (18%) or have not changed much on their priorities (46%) since the pandemic.

Households with school aged children (in primary or high school) were also more likely to feel a change in their priorities: 38% felt there was a change to some extent and 5% said there were changes to a great extent.

Looking at respondents from different Financial Circumstances, students' priorities were least affected since pandemic. Only a quarter felt there were changes to some extent and none felt there was any significant changes.
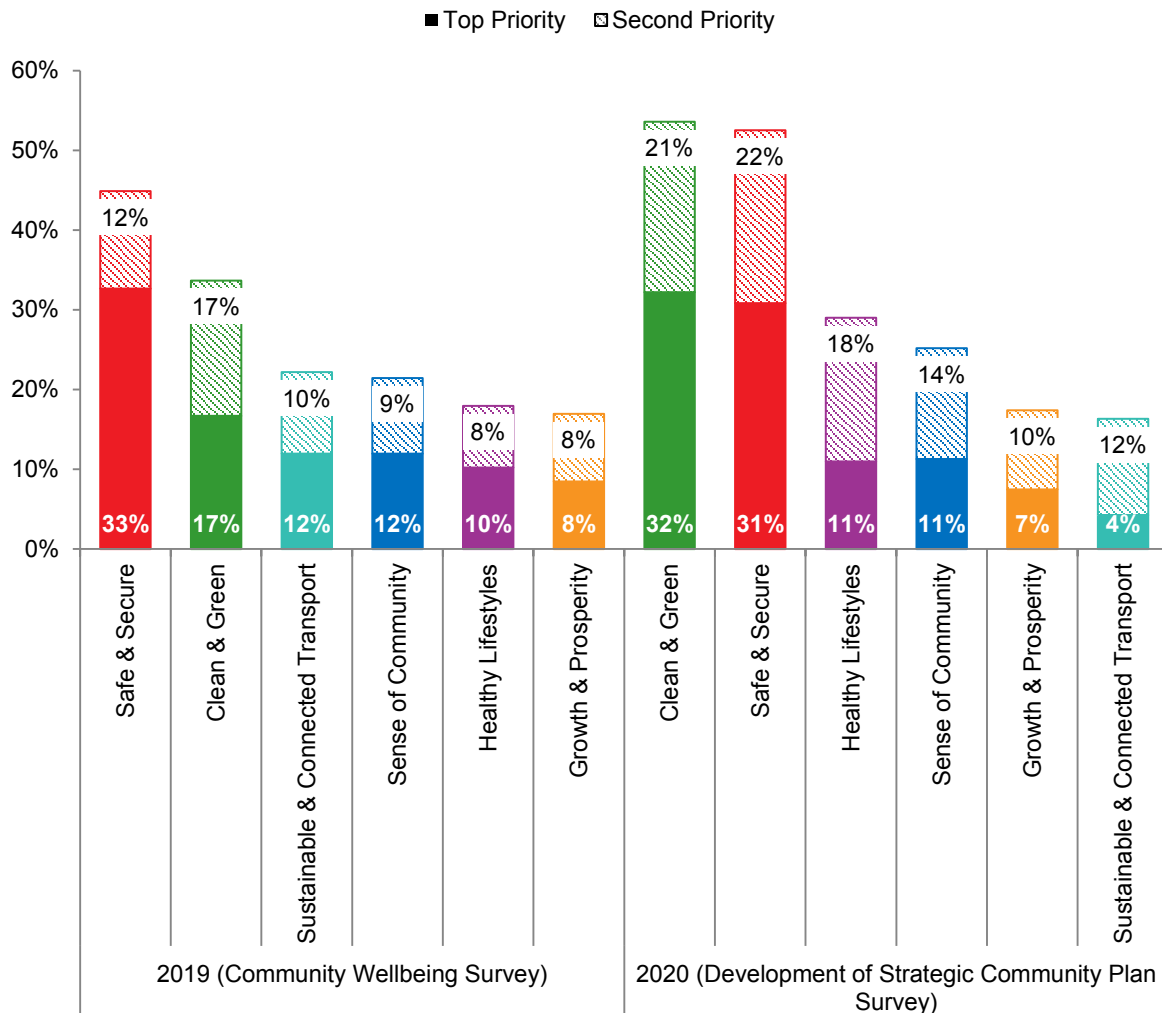
There were no significant differences between respondents who speak English and those who speak other languages at home[3].

[3]Although there were no differences between English native speakers and those who speak other languages at home collectively, there were differences some variances looking at respondents with different native languages.

Community's Priority Ranking (2019 vs 2020)

In 2019, the City conducted a Community Wellbeing Survey where respondents are asked to nominate their top and second highest priorities from the six outcomes.

Comparing the results received from this survey and that in 2019, as shown below, there appears to be some shifts in the community's priorities.
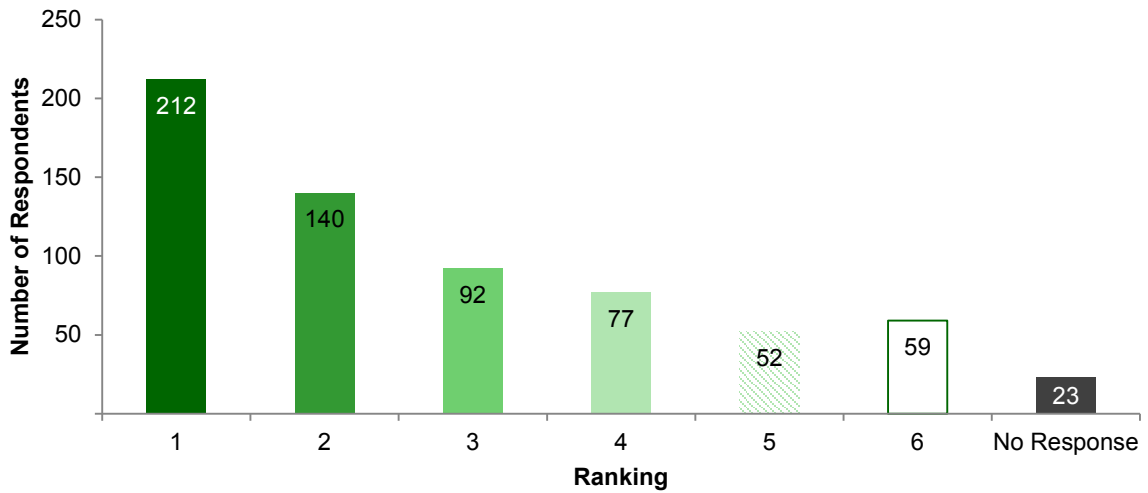

■ Top Priority ▨ Second Priority

2019 (Community Wellbeing Survey):
- Safe & Secure: 33% / 12%
- Clean & Green: 17% / 17%
- Sustainable & Connected Transport: 12% / 10%
- Sense of Community: 12% / 9%
- Healthy Lifestyles: 10% / 8%
- Growth & Prosperity: 8% / 8%

2020 (Development of Strategic Community Plan Survey):
- Clean & Green: 32% / 21%
- Safe & Secure: 31% / 22%
- Healthy Lifestyles: 11% / 18%
- Sense of Community: 11% / 14%
- Growth & Prosperity: 7% / 10%
- Sustainable & Connected Transport: 4% / 12%

Clean & Green and Safe & Secure remain as the top two priority areas in the community, with Clean & Green rising to the top of the list.

Healthy Lifestyles has also moved up the list, becoming one of the top three priority areas for the community.

% of respondents indicating that Sustainable & Connected Transport was a top or second priority have dropped in 2020, moving it's ranking down to the bottom of the priority list.

Clean & Green Outcome

Q8: Please rank the following statements in order of preference. Answer: I would like a focus on a clean and green environment

54% of the respondents have ranked a focus on clean and green environment as their top or second priority. Only 9% have ranked it as their last priority.

There are no significant variances across different demographic groups, except in Alfred Cove where less than half of the respondents have ranked Clean & Green as their top and second priority and 27% of the respondents ranking it as their last priority.

The heat maps below compares suburbs across the City by mentions of 'Clean & Green' as respondents' first or second priority. The darker the suburb's shade, the higher the % of respondents mentioning 'Clean & Green' as their priority areas. Note that the shading is not comparable across the two heat maps in terms of percentage[4].

2019 Priority Heat Map: Clean & Green

2020 Priority Heat Map: Clean & Green
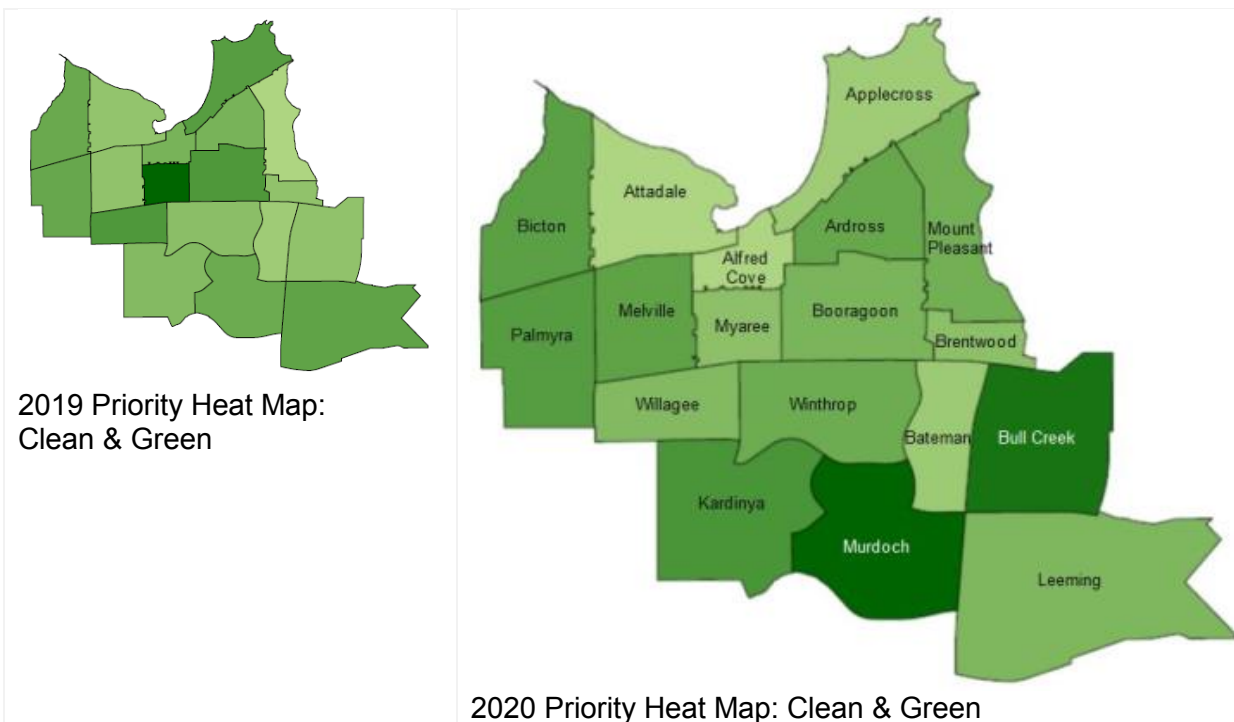
[4]The darkest shade in Clean & Green 2019 heat map represents 75%, which is the highest percentage across all the suburbs in 2019; while in 2020, the darkest shade represents 70%.

Comparing results from 2019 Wellbeing Survey and this survey, focus on Clean & Green (nominating this as their top or second priority) has increased across all suburbs, except in Myaree.

Myaree's focus on Clean & Green has dropped from 75% in 2019 to 50% in 2020's survey (the percentage of respondents ranking Clean & Green as their top or second priority).

In 2020, Murdoch has the highest % of respondents nominating Clean & Green as their top or second priority (70%), an increase from only 37.5% in 2019.

Bull Creek is the next suburb with the most percentage of respondents focussing on Clean & Green (67%) as their top two priority areas, a significant increased from only 25% in 2019.

> *The best places to be active are outdoors and natural. Create open green spaces and regardless of pandemic or finances people can enjoy them.*
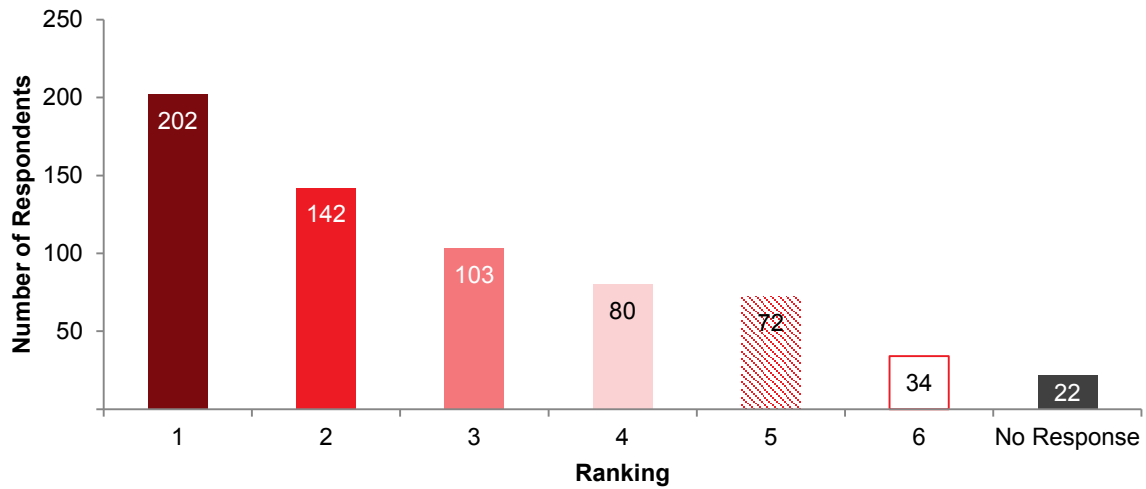>
> Male, 45 – 54, Leeming, multigenerational household, working full time

> *Even greater need for bike and walking and nature spaces.*
>
> Female, 35-44, Kardinya, family with primary school age children

Safe & Secure Outcome

Q8: Please rank the following statements in order of preference. Answer: I would like a focus on community safety and security

53% of the respondents have ranked focus on community safety and security as their top or second priority. Only 5% have ranked it as their last priority.

Majority of the respondents below 25 years old have ranked Safe & Secure as their second priority while majority of the respondents ≥25 years old have ranked it as their top priority. Majority of the students have ranked Safe & Secure as their second priority.

The heat maps below compares suburbs across the City by mentions of 'Safe & Secure' as respondents' first or second priority. The darker the suburb's shade, the higher the % of respondents mentioning 'Safe & Secure' as their priority areas. Note that the shading is not comparable across the two heat maps in terms of percentage[5].

2019 Priority Heat Map: Safe & Secure

2020 Priority Heat Map: Safe & Secure
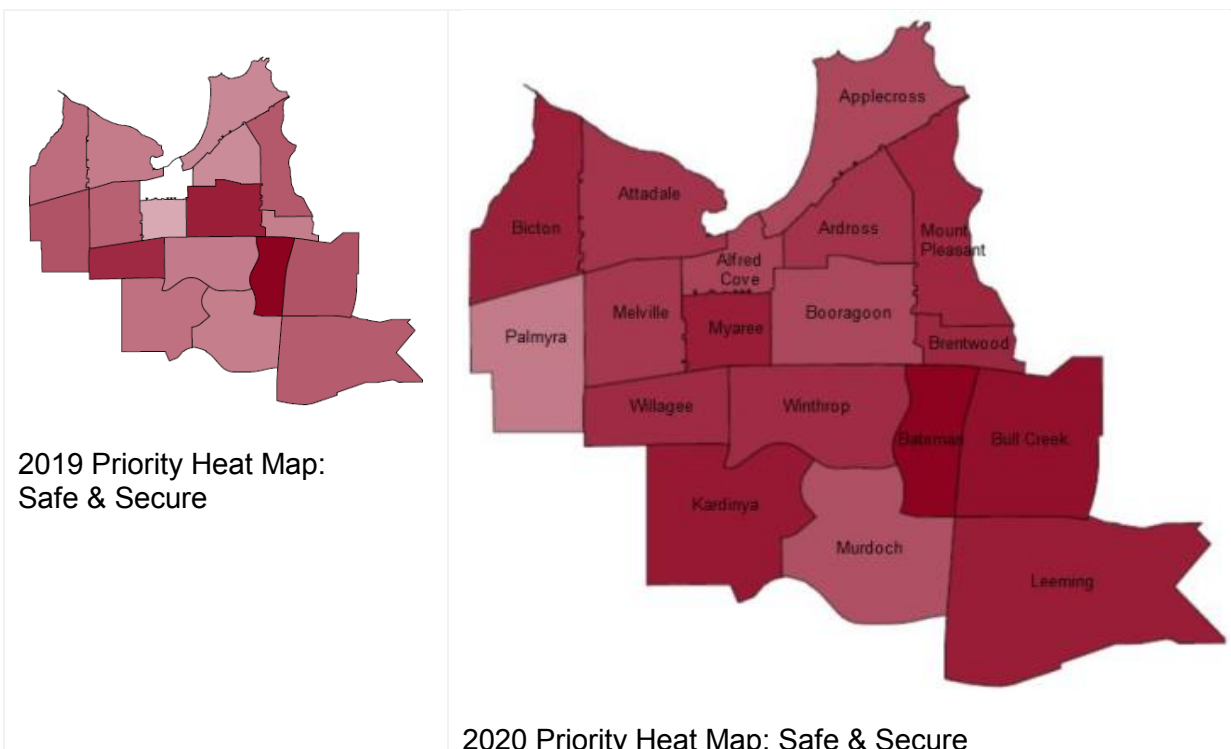
[5]The darkest shade in Safe & Secure 2019 heat map represents 73%, which is the highest percentage across all the suburbs in 2019; while in 2020, the darkest shade represents 65%.

Comparing results from 2019 Wellbeing Survey and this survey, focus on Safe & Secure (nominating this as their top or second priority) has increased across most suburbs, except in Bateman, Booragoon, Palmyra and Willagee where there is a decrease in percentage of residents focussing on this outcome.

While there were no Alfred Cove respondents mentioning Safe & Secure as their top or second priority in 2019, there are now close to half of them (48%) nominating this as their top or second focus.

Although there is a decrease of focus in Bateman, it is still the suburb with the highest percentage of respondents (65%) ranking Safe & Secure as their top or second priority.

Myaree has also seen a significant increase in percentage of residents focussing on Safe & Secure from 25% in 2019 to 58% in 2020 (percentage of residents ranking Safe & Secure as their top or second priority).

> *…being at home/in my suburb more during the pandemic, we have connected more with our community but also noticed more anti-social behaviour. … Bus frequency is an issue too. and [I] often don't feel safe on the bus or riding on the street*
>
> Female, 35 - 44, Willagee, household with high school age children, working part-time
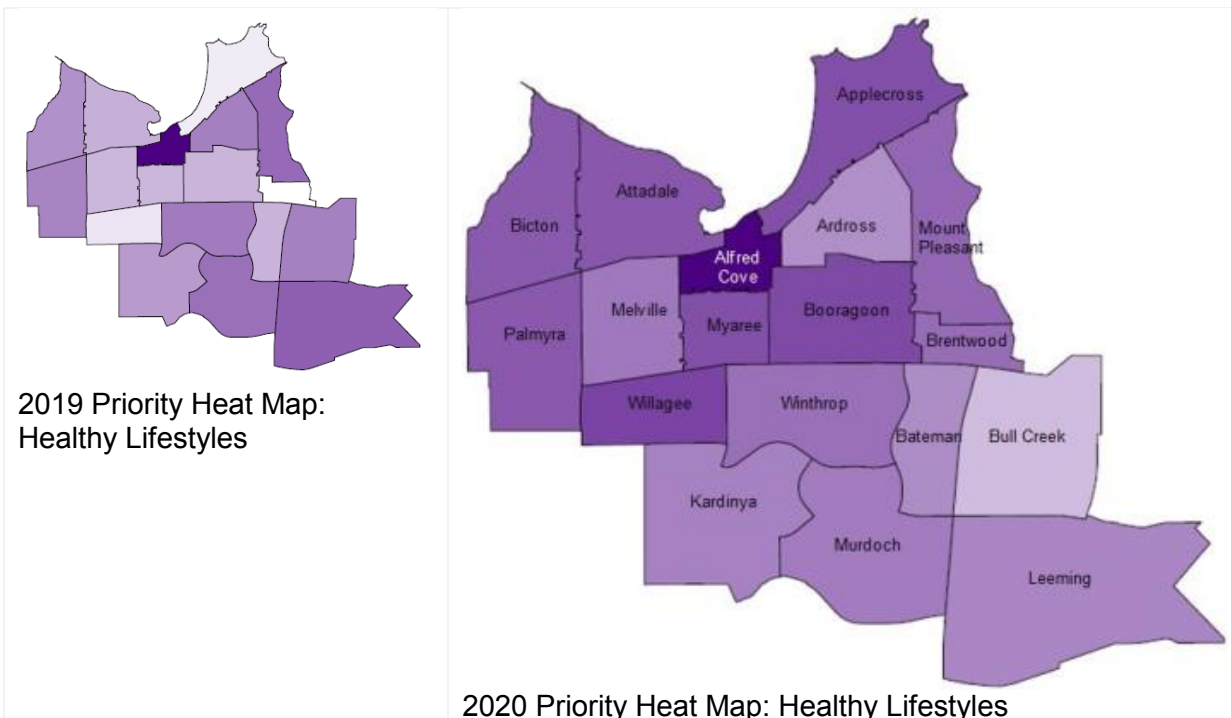
Healthy Lifestyles Outcome
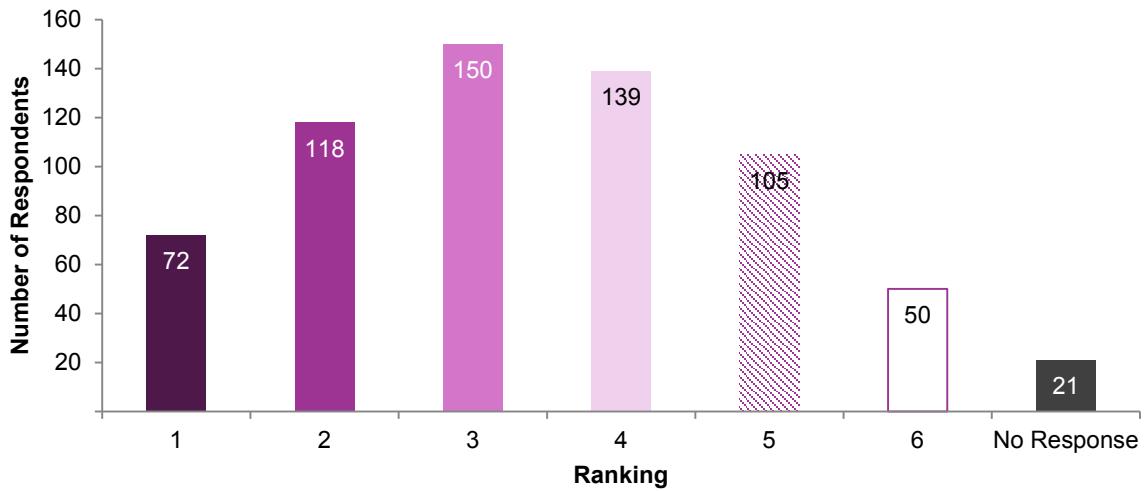
Q8: Please rank the following statements in order of preference. Answer: I would like a focus on healthy Lifestyles

29% of the respondents have ranked focus on healthy lifestyles as their first or second priority. Only 8% have ranked it as their last priority and about one third have ranked this as their top or second priority.Almost half of the respondents from Alfred Cove (49%) have nominated Healthy Lifestyles as their top or second priority.

The heat maps below compares suburbs across the City by mentions of 'Healthy Lifestyles' as respondents' first or second priority. The darker the suburb's shade, the higher the % of respondents mentioning 'Healthy Lifestyles' as their priority areas. Suburbs with no respondents mentioning this outcome as their top or second priority are coloured in white. Note that the shading is not comparable across the two heat maps in terms of percentage[6].

2019 Priority Heat Map: Healthy Lifestyles

2020 Priority Heat Map: Healthy Lifestyles

[6]The darkest shade in Healthy Lifestyles 2019 heat map represents 44%, which is the highest percentage across all the suburbs in 2019; while in 2020, the darkest shade represents 48%.

Comparing results from 2019 Wellbeing Survey and this survey, focus on Healthy Lifestyles (nominating this as their top or second priority) has increased or remained almost the same across most suburbs, except in Bull Creek and Leeming where there is a decrease in percentage of residents focussing on this outcome.

Alfred Cove remains to be the suburb with the highest percentage of respondents focussing on Healthy Lifestyles as their top or second priority.

Applecross and Willagee respondents have very low focus on Healthy Lifestyles in 2019 (3% and 5% of the respondents nominating this outcome as their top or second priority respectively). However in 2020, focus on this outcome in both suburbs has risen significantly, with respondents of up to 33% and 36% respectively nominating Healthy Lifestyle as their top or second focus area.

Brentwood has no respondents focussing on this outcome previously. In 2020, there is now 28% of the respondents nominating this outcome as their top or second priority.

Bull Creek was previously one of the suburbs with the highest percentage of respondents focussing on Healthy Lifestyle but has now dropped to the suburb with the least percentage of respondents focussing on this outcome (from 22% in 2019 to 13%).

> *I feel like it's been an intervention and that my lifestyle priorities have been adjusted. Working from home has meant we are healthier physically and mentally, we have significantly reduced our consumption, and expenses have been less.*
>
> Female, Palmyra, 45-54, couple, working full-time
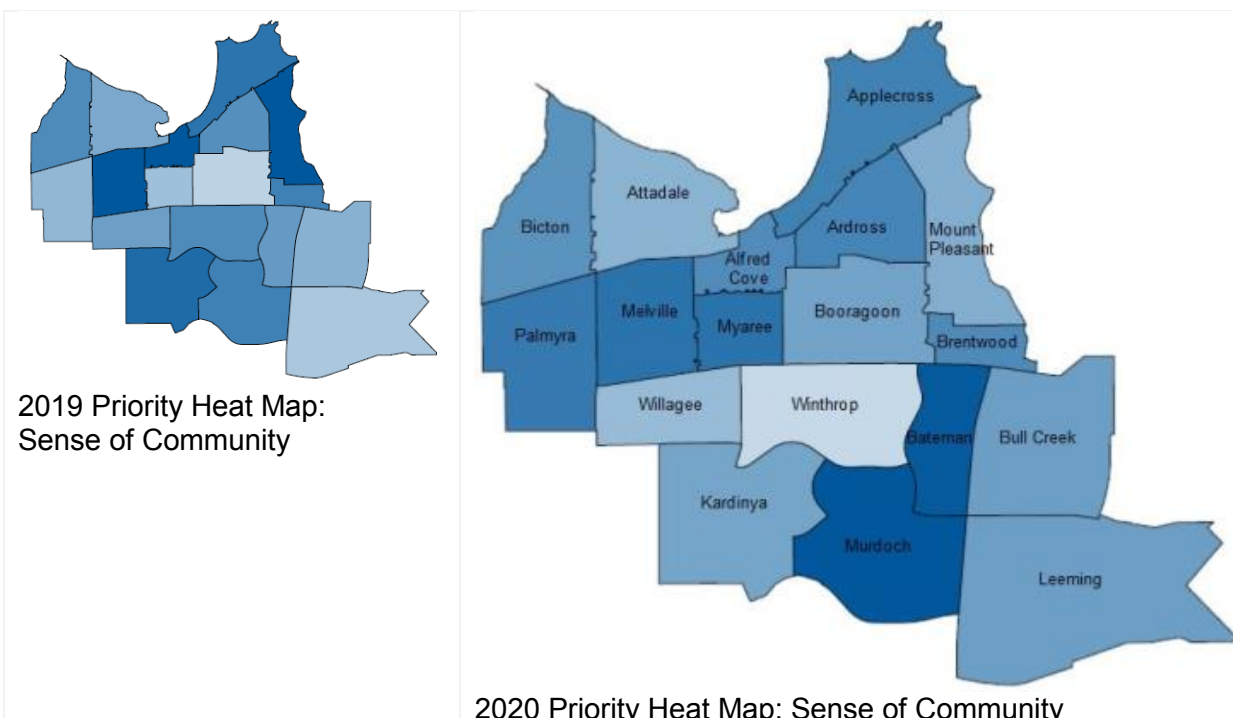
Sense of Community Outcome
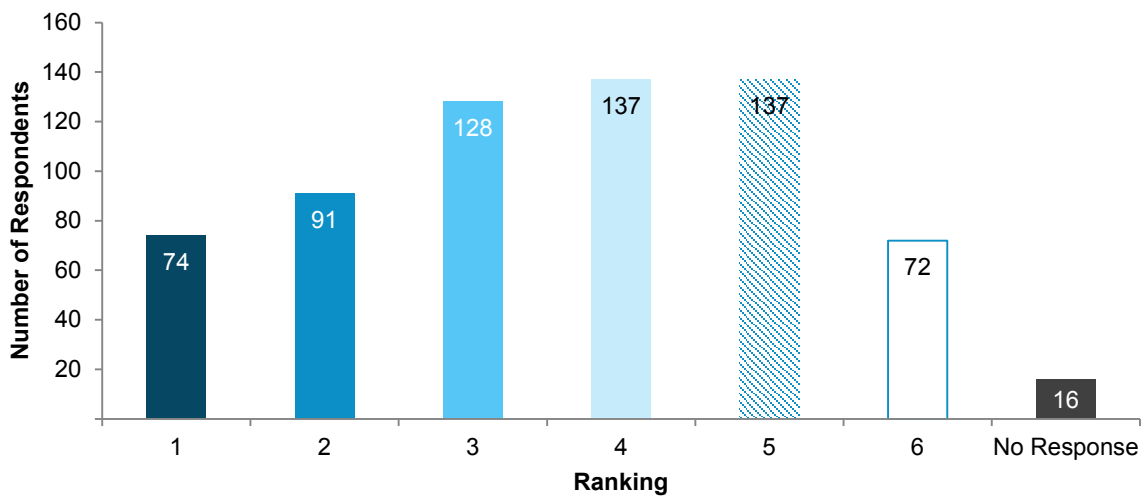
Q8: Please rank the following statements in order of preference. Answer: I would like to focus on building a sense of community in the City

25% of the respondents have ranked focus on building sense of community in the City as their top or second priority. Only 11% have ranked it as their last priority.

Students are less focussed on Sense of Community, with only 16% rating this as their second priority and a third ranking it as their last priority. Respondents who speak other language at home are also less focussed on this outcome, with only 15% rating this as their top or second priority.

The heat maps below compares suburbs across the City by mentions of 'Sense of Community' as respondents' first or second priority. The darker the suburb's shade, the higher the % of respondents mentioning 'Sense of Community' as their priority areas. Note that the shading is not comparable across the two heat maps in terms of percentage[7].

2019 Priority Heat Map: Sense of Community

2020 Priority Heat Map: Sense of Community

[7]The darkest shade in Sense of Community 2019 heat map represents 33%, which is the highest percentage across all the suburbs in 2019; while in 2020, the darkest shade represents 40%.

Comparing results from 2019 Wellbeing Survey and this survey, focus on Sense of Community (nominating this as their top or second priority) has increased or remained almost the same across most suburbs, except in Alfred Cove, Kardinya, Mount Pleasant, Willagee and Winthrop where there is a decrease in percentage of residents focussing on this outcome.

Out of the three suburbs with the highest focus on Sense of Community in 2019 (where a third of the respondents ranked the outcome as their top or second priority), Melville respondents' focus towards Sense of Community has remained the same. Percentage of respondents focusing on Sense of Community has dropped slightly in Alfred Cove to 27% and more significantly in Mount Pleasant to 19%.

Focus on Sense of Community in Winthrop has also dropped significantly from 23% to only 9%.

Murdoch and Bateman have the highest percentage of respondents focussing on this outcome: 40% and 39% respectively.

> *Importance of community events to feel a sense of belonging and pride in our community.*
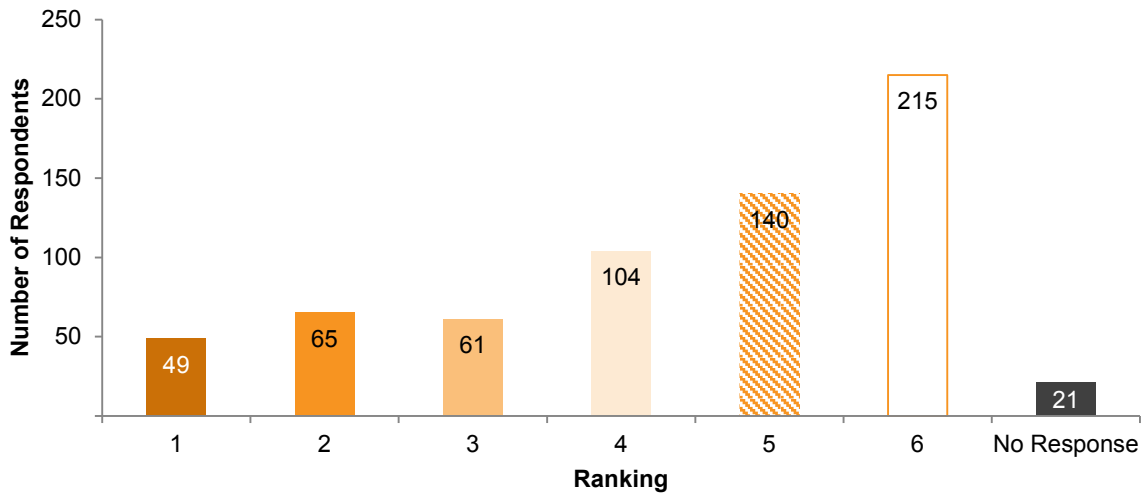>
> Female, 45 -54, Attadale, family with high school age children, self-employed

> *Probably value a sense of community a bit more as a result of feeling isolated during our period of lockdown.*
>
> Female, Bull Creek, 65+, Retired
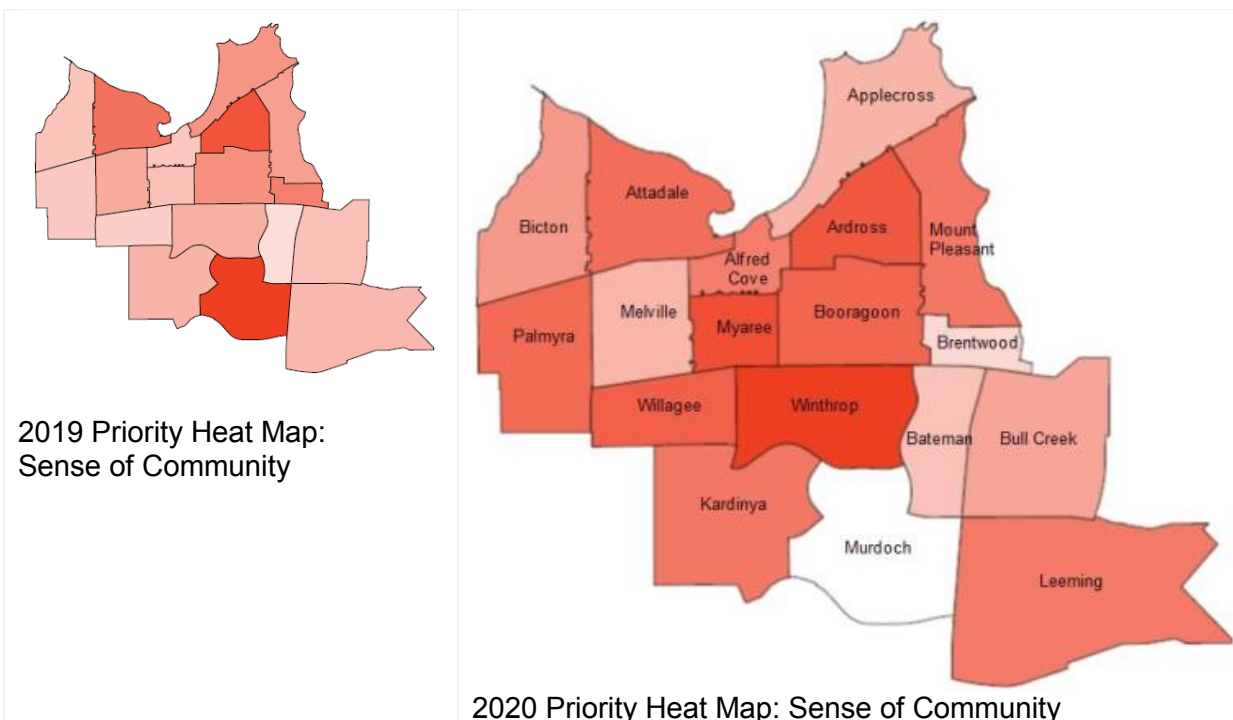
Growth & Prosperity Outcome

Q8: Please rank the following statements in order of preference. Answer: I would like a focus on growth and prosperity in the City

A third of the respondents have ranked focus on growth and prosperity as their last priority. Only 17% have ranked it as their top or second priority.

Respondents who are unemployed or looking for work are more focussed on Growth & Prosperity, with 35% nominating this as their top or second priority.

The heat maps below compares suburbs across the City by mentions of 'Growth & Prosperity' as respondents' first or second priority. The darker the suburb's shade, the higher the % of respondents mentioning 'Growth & Prosperity' as their priority areas. Suburbs with no respondents mentioning this outcome as their top or second priority are coloured in white. Note that the shading is not comparable across the two heat maps in terms of percentage[8].

2019 Priority Heat Map:
Sense of Community

2020 Priority Heat Map: Sense of Community

[8]The darkest shade in Growth & Prosperity 2019 heat map represents 38%, which is the highest percentage across all the suburbs in 2019; while in 2020, the darkest shade represents 27%.

Comparing results from 2019 Wellbeing Survey and this survey, focus Growth & Prosperity (nominating this as their top or second priority) has changed across different suburbs. Murdoch previously has the highest percentage of respondents (38%) focussing on Growth & Prosperity in 2019. In 2020, none of the respondents nominated this outcome as their first or second priority.

Applecross, Ardross, Attadale, Brentwood and Melville have all seen a decrease in the focus on this outcome.

On the other hand, Myaree, Palmyra, Willagee and Winthrop have seen an increase on the percentage of respondents ranking Growth & Prosperity as their top or second priority in 2020.

> *Focus needs to be on supporting small business and economic development*
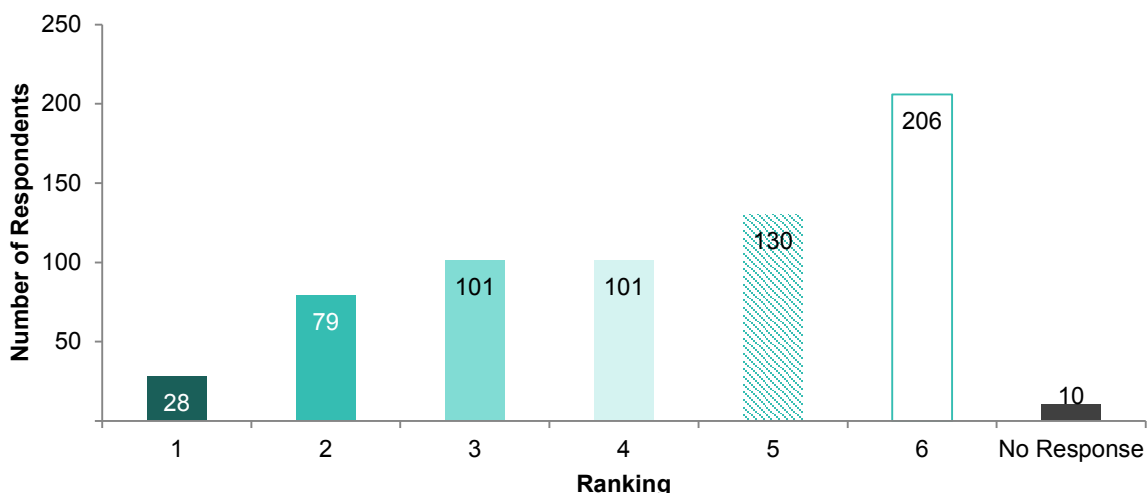> Female, Ardross 55 – 64, multigenerational households, working full-time

> *Economic conditions have been changed for the worse by the pandemic and we need to concentrate on getting unemployed people back into a job.*
> Male, Leeming, 65+, single, working part-time

Sustainable & Connected Transport Outcome

Q8: Please rank the following statements in order of preference. Answer: I would like a focus on sustainable and connected transport in the City of Melville

32% of the respondents have ranked focus on sustainable and connected their last priority. Only 16% have ranked it as their top or second priority. Sustainable & Connected Transport is more important to students and respondents who are unemployed or looking for work, with 42% rating this outcome as one of their top three priority areas.

The heat maps below compares suburbs across the City by mentions of 'Sustainable & Connected Transport' as respondents' first or second priority. The darker the suburb's shade, the higher the % of respondents mentioning 'Sustainable & Connected Transport' as their priority areas. Suburbs with no respondents mentioning this outcome as their top or second priority are coloured in white. Note that the shading is not comparable across the two heat maps in terms of percentage[9].

2019 Priority Heat Map: Sustainable and Connected Transport

2020 Priority Heat Map: Sustainable and Connected Transport
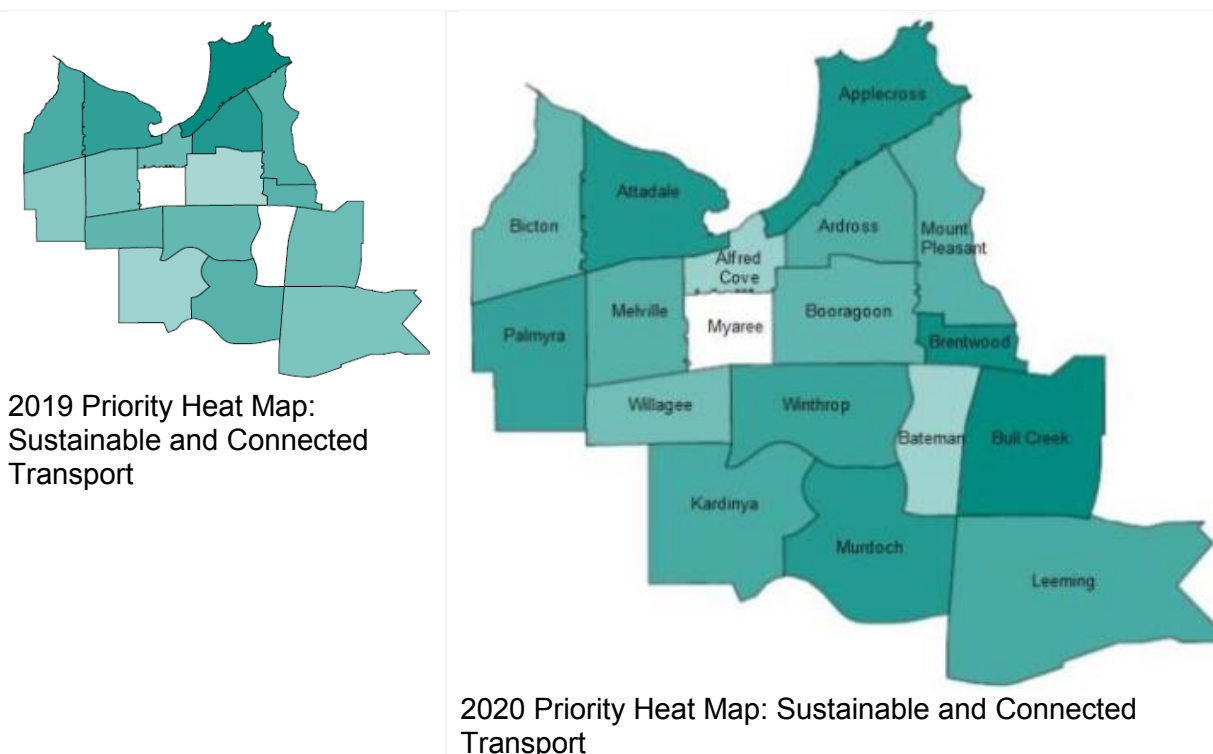
[9]The darkest shade in Sustainable & Connected Transport 2019 heat map represents 38%, which is the highest percentage across all the suburbs in 2019; while in 2020, the darkest shade represents 23%.

Comparing results from 2019 Wellbeing Survey and this survey, focus on Sustainable & Connected Transport (nominating this as their top or second priority) has decreased or remained almost the same across all suburbs, except in Bateman where there is a slight increase.

Sustainable & Connected transport has not been one of the top two priorities for respondents in Myaree since 2019, and remained so in 2020.

Applecross remain as one of the top three suburbs with highest percentage of respondents focussing on this outcome, although there has been a drop in focus from 38% to 21%.

Percentage of respondents focussing on this outcome in Bull Creek has increased by 1.2% from 2019 and due to the majority decreasing trend in other suburbs, has become the suburb with the most percentage of respondents focussing on Sustainable & Connected Transport.

> *It was fantastic to experience Melville with less traffic (specifically cars). Less traffic made for a quieter, less polluted (healthier) environment. I would like to see CoM work with the state gov to bring something like the trackless tram into operation along Canning and Leach Hwys*
>
> https://theconversation.com/why-trackless-trams-are-ready-to-replace-light-rail-103690
>
> *I would like to see car lanes replaced by cycle ways. The main reason I believe that people don't ride is safety - too much traffic, not enough well-designed bicycle ways.*
>
> Female, Booragoon, 45-54, multi-generational household, working part-time

Qualitative Analysis

Q10: If your priorities/aspirations have changed as a result of the pandemic, could you tell us more about that?

With the exception of the above question, respondents provided answers to closed questions for statistical analysis. The commentary responses given to this question were uploaded into Nvivo (analytical software for qualitative analysis) for line by line analysis, involving a process of coding and recoding recurrent ideas and insights into themes as they emerged. Evidence for themes are provided in the form of direct quotations from the text. When no new themes could be identified, the process was completed.

Word Frequency Queries

On this occasion, Word Frequency Queries (WFQs) were used as a starting point for further, contextual analysis. A WFQ provides a list of commonly recurring words drawn from selected data – in this instance – responses to the open question; it also generates word clouds, in which the most frequently occurring words appear to be larger than the surrounding text.

Of themselves, the list and word cloud are not indicative of themes as they are created using word counts of individual words. Context is critical for meaning. Word counts do not pick up on the writer's state of mind (which can be determined from their phraseology), nor do they allow for the use of alternative words and phrases to express the same or similar ideas. Further, word counts do not serve to identify the use of different words and phrases to talk about the same things. To explore the commentary at a deeper level, Text Frequency Queries (TFQs) are used in the next section, taking into account the use of alternative words or phrases and also the writer's state of mind at the time.

WFQ List
Top recurring words

Order	Word	Length	Count	Weighted Percentage (%)	Similar Words
1	community	9	87	2.57	communities, community
2	important	9	57	1.68	importance, important
3	family	6	48	1.42	families, family
4	locals	6	45	1.33	local, locally, locals
5	home	4	43	1.27	home, homes
6	focus	5	42	1.24	focus, focused, focusing
7	need	4	41	1.21	need, needed, needing, needs
8	times	5	35	1.03	time, times
9	changes	7	28	0.83	change, changed, changes
9	less	4	28	0.83	
10	health	6	27	0.80	
10	People	6	26	0.77	
10	Spaces	6	26	0.77	

WFQ Word Cloud

Text Frequency Queries

The next phase of analysis involved the use of Text Frequency Queries (TSQs) to review the context within which individual words occurred. A TSQ generates a list of references and a visual interpretation known as a Word Tree. Beginning with 'community' all the references linked to it were highlighted and coded into preliminary nodes or groups of ideas. Other TSQs were completed for other recurring words identified during the WFQ process until all associated nodes were identified.

The most commonly recurring word *community* occurred on 87 occasions. To identify the context within which the word was used the TFQ word tree provided further insights.

Text Search Query - Results Preview

management has " gone out the window " with virus issues
stimulate economy could be channelled to green initiatives , eg
Things have become more urgent and important
A realisation that living in a caring
a sense of community and access to the gym ,
More
Safety and security of my — family
things and prosperity and More focus on
More about safety ,
More focus on — health
Importance of neighbourhood
invest resources in primarily ; clean energy , health programs
it would be good to have more parks
More focus on work / life balance — and
Spending more quiet time in our home
The importance of open spaces
the perspective of cleanliness / environmentalism , but of personal
category on the dashboard focused on emissions from both
Enjoying
Feel more connected to my
has been highly utilised during COVID by the greater
healthy lifestyles have become even more important . A strong
How I would this also be relayed to other
i think good
I've always felt we don't value
I'm more aware of the need for
Focusing more on what the
friends , more interested in being part of a
home . Back to basics environment and emphasis on
I'm a lot more interested — in — local
More interest
More interest in building
Covid has made me appreciate
appreciation of what we have here — in — My
Greater focus and interest
More
More focus on
More focus on social /
more of a priority . Places and opportunities , such as
It's made me more aware of the — Importance
new small business . Also highlighting the true
bike and on the river . Enjoying
Building
I have a higher appreciation for — a
Probably value
Reinforced to me that we need
A greater
Health focus and — sense — of
I appreciate a growing
I miss the
With the loss
builds a concrete jungle and no sense — of a
them when needed . In lockdown Being part
An awareness of
during the pandemic , we have connected more with
feel a sense of belonging and pride
need to be economically viable to exist — in — our
the community to see the trends happening
to be easily accessible & enjoy utilising facilities
to assist each other ? Work in health department ,
community . I now understand that the Outcomes (what
costs instead of spending money on programmes — for
Reporting Dashboard is a really important tool
Happy to stay within
and risks , but it is obvious when — in — the
think there needs to be more education
local parks . We realized how much we miss
make it a priority to collect and show
increased significantly by a broad cross section — of
nice . Librarys as a very necessary part
the community . This in turn resulted in a real

community

& support more local businesses where possible , utilise more local
access to outdoor nature and recreation close to home .
Climate , sustainability , seeing the whole instead of the individuals .
going to local cafes / restaurants .
e . g The indicator for Goal 1 . Greening the
Environment a close second
I now understand that the Outcomes (what the community
More concerned about the health of the planet .
Small is sometimes better , the local cafe being open
This in turn resulted in a real community spirit
; less about self , and hoping that others feel similarly
a bit more as a result of feeling isolated
activities and I have appreciated having ongoing access to
access to the gym , community activities and I
council . We need to be aiming for net
healthy lifestyles have become even more important . A
in schools about proper trash disposal and recycling
it's natural environment and how important it is
it's surrounds . The river precinct is extremely well
and — knowing your neighbours as being very important . I
linked transport is vitaly important . also the importance
safety and wellbeing has become more important to
sense of connection
stronger participation in local , more relaxed socialising and
environment . Staff should be cut . Please focus
the — health and wellbeing of everyone
as well as Australia in general .
batteries , reduced consumption incentives , renewable energy for council owned
building through green spaces where nature can thrive and
but also noticed more anti - social behaviour . Also , sustainable ,
connection and support
connections
connectivity as a young family
contacts became more evident .
dislike of extreme high rise apartments were ignored by
engagement .
enough but perhaps feel more likely to be able
, to spend this time would be greatly appreciated .
more
events — needed in com - I always am driving to
to to feel a sense of belonging and pride
feeling . More interaction possibilities should be planned for the
focused . I foresee less travel , more home time in
even more important to me . Our neighbourhood
become — my main priority .
has — got more distanced and people are afraid to
shown to be more important in recent times
to offer
i . e . local parks . We realized how much we
involvement including , finding me with a higher need and
more important than ever . I also want to
is — .
very important — during a lockdown
leads to others looking after each other and their
members — .
could be more caring and compassionate toward their
more and aware of how important it is . Haven't
moved up on my list
needs to be healthy to thrive .
pride . I'm sick of seeing my neighborhood littered with
sense has also broken down
since staying home for 3 months working
and , from my experience , far more interaction and
spirit — the Melville Bowling Club offers .
sport during the pandemic , it has shown how important
to see the trends happening in our community . I
want) Is broken down into Goals (that the council
wellbeing at the forefront of the City of Melvilles'
who choosed to be selfish or uneducated about a
works together to stay healthy .

Theme: Community living

References to *community* identified its:

- Importance during a pandemic – contributing to health and wellbeing

- Being a source of help and mutual support – neighbour to neighbour

- Being a space and place for local living – working, socialising, being out of doors and supporting local businesses

Commentary suggested that people were rediscovering their own neighbourhoods as a direct result of the pandemic and understood the benefits of local living.

- *Happy to stay within the community & support more local businesses where possible, utilise more local services, simple family activities work for us most of the time.*(Female, 35 – 44, Alfred Cove, family with primary school age children, full-time work)

- *I am more locally focused. Grateful to have shops in walking distance and nice parks. I loved having less cars on the road.* (Male, 45 – 54, Brentwood, multi-generational household, part-time work)

- *Greater appreciation of the environment I live in and what advantages we have in terms of parks, open space, knowing one's neighbours and receiving help from them when needed. In lockdown being part of a community is very important.* (Female, 65+, Kardinya, single, retired)

As the next most commonly recurring word, *important* occurred on 57 occasions and was strongly linked to *community*.

Theme: Intentions

References to *important or importance* were reviewed using the TSQ word tree and were linked to intentions to act, or a call to act, from respondents.

- *I'm even more determined to give local businesses my support. It's made me more aware of the importance of community.* (Female, 55 – 64, Melville, couple, working part-time)

- *My local community has become even more important to me. Our neighbourhood had a real sense of coming together and supporting each other. I would like to build on this further.* (Female, 55 – 64, Bull Creek, couple, retired)

- *More important to have good relationship with your neighbours, have a healthy lifestyle and support local small businesses.* (Female, 35 – 44, Kardinya, family with primary school age children, full-time work)

- *Building a sense of community has shown to be more important in recent times as we have stayed home and supported our neighbours and local businesses and spent more time in our immediate environment. And realized what wonderful things we have to enjoy in our very doorstep.* (Female, 35 – 44, family with primary school age children, part-time work)

- *Pandemic has shown that we do not live in our own individual bubbles; We should care about others if we want others to care about us. Pandemic has shown how much we depend on our youth and how connected we are.* (Female, Bicton, 65+, couple, retired)
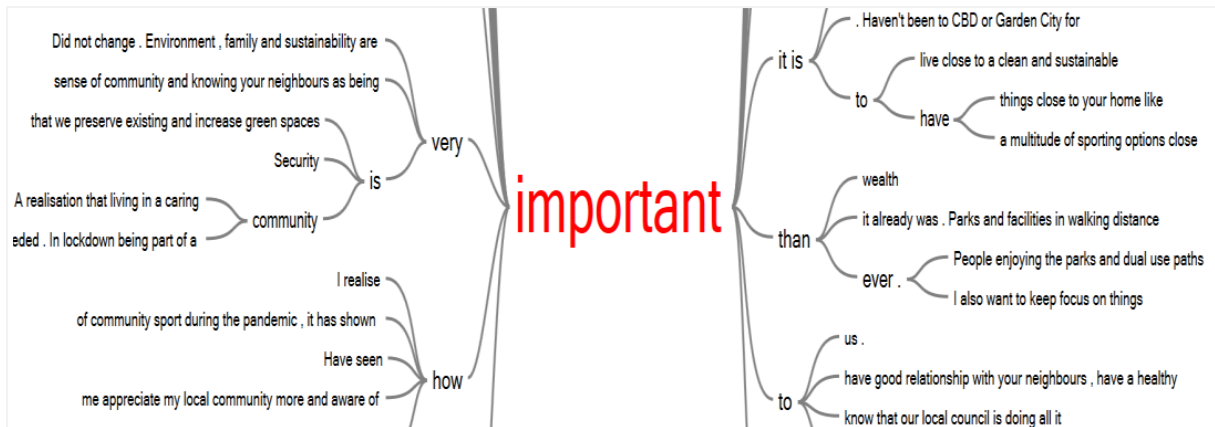
Theme: Family focus and the great outdoors

References to *family* occurred on 48 occasions and were strongly identified as a focus going forward.

- *We are more about family time.* (Male, 45 – 54, Willagee, family with children up to pre-school age, self employed)

- *I loved seeing families out together enjoying the beautiful environment we live in, the quietness, less cars on the road and more family time.* (Female, 55 – 64, Applecross, Multi-generational household, full-time work)

Links to families being able to make the most of public spaces in their neighbourhoods were identified with:

- *… getting outside, enjoying friends and family's company, less "organised" stuff with the kids. More free play for them.* (Female, 35 – 44, Palmyra, family with primary school age children, part-time work)

- *More time to be with family and enjoy the outdoors.* (Female, 35 – 44, Leeming, family with high school age children, full-time work)

- *Quality time with family in our local area is even more important than it already was. Parks and facilities in walking distance for locals.* (Male, 45 – 54, Mount Pleasant, family with primary school age children, full-time work)

- *A focus on more local greener spaces for kids and family. A push for better living space at home. Back to basics environment and emphasis on local community.* (Male, 25- 34, Melville, couple, working full-time)

The remaining recurring words could be linked to the top three, namely: *community, important and family.*

Appendix – Engagement Materials

Melville Talks eNews

Sent on 5 Jun 2020

Active Engagements

Closing Soon! Share your Priorities for Melville's Future

In planning for our future activities we want to check in to see if things have changed since we last surveyed residents on their priorities as we emerge from COVID-19 restrictions.

Help us to understand what is important to you and how we might contribute to achieving these things.

Please complete this survey which takes less than five minutes and is open to all City of Melville residents, ratepayers and business owners. **The survey closes Monday, 8 June 2020**

For more information and to complete the survey, visit www.melvillecity.com.au/SCPreview.

If you need assistance completing the survey – simply head into your nearest library and they can help or call us on 9364 0609.

Take the survey »

Survey

Preparation for development of a Strategic Community Plan 2020 - 2030

In September 2020, the City of Melville will be publishing a revised Strategic Community Plan and Corporate Plan.

Since COVID-19, it is understood that the community's aspirations for the future may have changed, so before doing any revisions, we need to check in with you via this brief survey.

The survey is based on re-checking information from the Community Wellbeing Survey conducted in 2019 as this will be the best way for us to discover any changes in the community's priorities since the pandemic.

1. Please tell us how you received a link to this survey

○ My Elected Member gave me the link to the survey

○ I received a direct email invitation to complete the survey from the City of Melville

○ I found the link on a social media post

○ I received the link from a friend who thought I might be interested

○ I saw an advertisement in the Melville Gazette

○ I saw the link in an onscreen advertisement/poster in the libraries/leisure centres/ shopping centre

○ I found the engagement and survey on Melville Talks

2. Please tell us your gender

○ Male

○ Female

○ Other

3. Please tell us your age

○ Under 18

○ 18-24

○ 25-34

○ 35-44

○ 45-54

○ 55-64

○ 65+

4. Please tell us which is your suburb of residence

[dropdown ▼]

5. Tell us about your household

◯ Single

◯ Couple

◯ Household with children up to pre-school age

◯ Household with primary school age children

◯ Household with high school age children

◯ Multi-generational household (adult children)

6. Please could you tell us about your financial circumstances

◯ Working full time

◯ Working part time

◯ Self employed

◯ Unemployed/looking for work

◯ Home duties

◯ Student

◯ Pensioner (other than aged)

◯ Retired

◯ Prefer not to say

7. What language - other than English - do you mainly speak at home?

◯ Chinese - Mandarin and Cantonese

◯ Hindi

◯ Italian

◯ French

◯ Dutch

◯ German

◯ Tamil

◯ Indonesian

◯ Japanes

◯ Farsi

◯ Arabic

◯ Not applicable

◯ Some other language

8. Please rank the following statements in order of preference

≡	⬍	I would like a focus on a clean and green environment
≡	⬍	I would like a focus on community safety and security
≡	⬍	I would like a focus on healthy lifestyles
≡	⬍	I would like a focus on growth and prosperity in the City
≡	⬍	I would like a focus on building a sense of community in the City
≡	⬍	I would like a focus on sustainable and connected transport in the City of Melville

9. Do you think your priorities/aspirations have changed since the pandemic?

○ To a great extent   ○ Not much

○ To some extent   ○ Not at all - feel the same

○ Neutral

10. If your priorities/aspirations have changed as a result of the pandemic, could you tell us more about that?

Thank you for completing this survey. We anticipate the results will be published on Melville Talks in July 2020.

Done

Facebook Posts

City of Melville
25 May · 🌐

😊 Help us to understand what is important to you so we can plan our future activities. Your feedback will assist us in determining our community's f... See more

👍😆❤ 45   110 comments 12 shares

City of Melville
1 Jun · 🌐

💬 Last chance to have your say!

In planning for our future activities we wan... See more

😆 3   7 comments