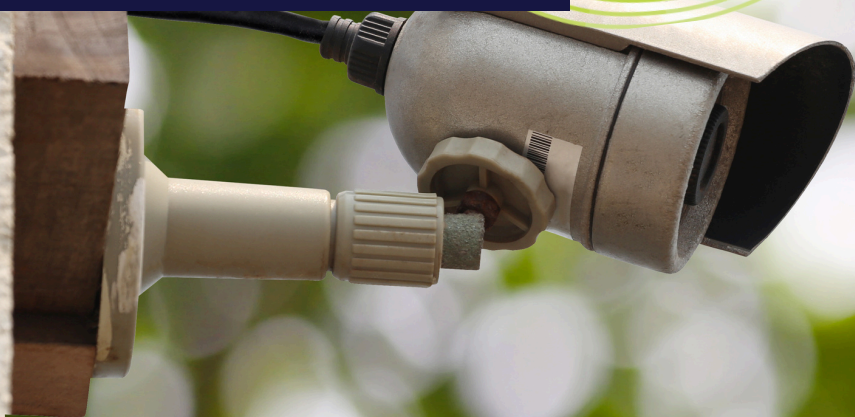


Proposed Home CCTV Rebate Program

**CONSULTATION
REPORT**



DECEMBER 2025



City of
Melville

Contents

Executive summary	2
Consultation findings	3
Engagement methodology	4
Engagement approach	4
Engagement methods	4
Communications and promotion.....	5
Communication channels and tactics.....	5
Participation and demographics	6
Question by question.....	7
Support for a home CCTV rebate and options.....	7
Likelihood of installing CCTV and joining pilot program.....	8
Community support for funding the Home CCTV Rebate Program	9
Eligibility for the Home CCTV Rebate Program	10
Final comments – Home CCTV Rebate Program.....	11

Executive summary

As part of a recent review of Community Safety services, opportunities were identified to strengthen safety outcomes across the City of Melville through the considered use of technology and other practical measures.

In response, the City developed a draft Community Safety Technology Roll-out Plan, incorporating a proposed **Home CCTV Rebate Program** to support residents to install CCTV systems on private property as part of a broader approach to community safety. The proposed program explores a range of rebate models, including a potential pilot program.

In line with the April 2025 Ordinary Meeting of Council resolution, the City undertook a separate consultation process for the draft Community Safety Technology Roll-out Plan and the proposed Home CCTV Rebate Program. This report relates specifically to the consultation on the **proposed Home CCTV Rebate Program**.

Following the Council resolution, the City commenced an initial awareness and education phase in mid-2025 to build community understanding of the proposed community safety initiatives. This was followed by a formal consultation period for the proposed rebate program, which ran from **6 November to 14 December 2025**, supported by a dedicated project page on the City's website (melvillecity.com.au/cctv).

The purpose of the consultation was to inform the community about the proposed Home CCTV Rebate Program and to gather informed feedback to help refine the final program design.

Consultation focused on:

- Overall community support for introducing a Home CCTV Rebate Program
- Preferred rebate models, including unmanaged, managed and pilot program options
- Views on eligibility criteria and how the program should be administered

Community engagement was delivered across the **Inform and Consult** levels of the IAP2 Spectrum and included a mix of online and hard-copy submission forms, in-person and phone discussions, and two pop-up information sessions held at the Pups in the Park event and the South of the River Forum. These activities were supported by a combination of digital and traditional communication channels to maximise awareness and accessibility.

A total of **346 submissions** were received during the consultation period. All feedback has been reviewed and analysed and is summarised in this report. The findings will be used to refine the proposed Home CCTV Rebate Program, including program structure, eligibility and administration, before being presented to a future Ordinary Meeting of Council for consideration.

Consultation findings

Analysis of submissions indicates strong overall community support for a Home CCTV Rebate Program, with the majority of respondents supportive of a rebate to assist residents in installing CCTV on private property. Support was strongest where the program is voluntary, well governed and clearly administered, and where eligibility, standards and costs are transparent.

Across the consultation, respondents consistently viewed a rebate as a practical, resident-led safety measure that reduces upfront financial barriers and supports households to improve security. Quantitative results show high levels of support for introducing a rebate program, strong likelihood of uptake if a rebate were available, and broad acceptance of staged funding across short-, mid- and long-term horizons.

Consultation findings show a clear preference for structured and managed rebate models, with the \$500 managed rebate option receiving the strongest support. This indicates community expectations for minimum standards, quality assurance and accountability, rather than an unmanaged or unrestricted rebate approach. There was also measured support for a pilot program, with many respondents viewing a pilot as an appropriate way to test demand, costs and administration before any broader rollout.

Eligibility was a key consideration for participants. Feedback shows a strong preference for prioritising residents, with more limited support for extending eligibility to businesses. There was also strong support for higher rebates for seniors and pensioners, reflecting equity considerations, fixed incomes and perceived vulnerability. At the same time, respondents highlighted the importance of recognising residents who have already installed CCTV systems.

While support was strong overall, consultation findings also reflect considered and balanced views. A smaller cohort opposed the rebate on principle, primarily due to concerns about public funding of private assets, impacts on rates, and duplication with State Government programs. Neutral responses generally reflected uncertainty about program costs, administration and interaction with existing rebates.

Privacy and responsible use were raised in open-text responses, though less prominently than in other community safety initiatives. Where raised, respondents emphasised the importance of voluntary participation, clear opt-in arrangements, guidance on appropriate camera placement, and strong governance to protect privacy and data security.

Overall, consultation findings indicate that the Home CCTV Rebate Program is broadly supported as a voluntary, resident-focused initiative, provided it is clearly scoped, equitable, transparent and well governed, with clear eligibility criteria and demonstrated value for money.

Engagement methodology

The engagement for the proposed Home CCTV Rebate Program was designed to support transparency, accessibility and informed participation, in line with the City’s Stakeholder Engagement Policy and the IAP2 Spectrum of Public Participation.

Engagement was delivered at the Inform and Consult levels of the IAP2 Spectrum. In line with this, the City committed to keeping the community informed, listening to and acknowledging concerns, and providing feedback on how community input influenced decision-making.

The methodology was guided by the following principles:

- Transparency about the engagement process and what the community could and could not influence
- Inclusive and accessible participation opportunities
- Timely and relevant information provided before, during and after key decision points
- Consideration of feedback and communication of its influence
- Flexibility to respond to community needs
- Continuous improvement informed by the engagement process

Engagement approach

Engagement was delivered in two stages:

1. Awareness and Information
Focused on building understanding, including its purpose and scope, and encouraging community members to stay informed ahead of the public comment stage.
2. Public Comment
Provided opportunities for the community to share views on the proposed Home CCTV Rebate Program including community support for introducing a rebate program, preferred rebate model and eligibility criteria.

Engagement methods

A mix of online and offline methods was used to ensure accessibility and allow community members to participate in ways that suited them.

Feedback was received through:

- An online submission form
- A downloadable hard-copy submission form
- In-person discussions, with submissions recorded by City staff where required
- Submissions received: **346 submissions**

	Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal	To provide balanced and objective information in a timely manner.	To obtain public feedback on analysis, alternatives and or/decisions.	To work directly with the public throughout the process to ensure public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of preferred solution.	To place final decision in making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced.	We will look to you for advise and innovation in formulating solutions and incorporate your advise and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Communications and promotion

A coordinated communications approach was implemented to build community awareness and understanding of the proposed Home CCTV Rebate Program and related initiatives. To avoid confusion arising from two concurrent but separate consultations, communications for both consultations were delivered through a combined and clearly signposted marketing approach, while maintaining distinct submission pathways. A mix of digital, print and face-to-face channels was used to ensure information was clear, accessible and widely available.

Communications aimed to:

- Raise awareness of the engagement
- Improve understanding of the proposed community safety initiatives
- Direct residents to the dedicated project webpage for further information
- Support transparency by clearly outlining the purpose, scope and next steps

Communication channels and tactics

Online

- Dedicated Melville Talks project page (visits $n = 6,048$)
- Direct notifications to webpage followers (page followers $n = 117$)
- City of Melville website homepage banner

Direct communications

- Random sample email to 5,000 households, directing recipients to review the draft Plan and learn more about the proposed initiatives (emails $n = 4,659$)
- Emails to Melville Sounding Board members with an interest in public open space and community safety (emails $n = 262$)

Events and face-to-face information

- Information stalls and face-to-face conversations at *Pups in the Park* and the *South of the River Forum* events

Media, social and video

- City eNews features across Melville Matters, Youth Collective, MelSafe, Melville Talks and Business eNews (combined reach $n = 39,825$)
- Targeted social media campaign across City platforms (reach $n = 17,318$)
- Explainer animated video supporting understanding and directing residents to further information (views $n = 1,982$)

Print media and signage

- Newspaper advertisements in Perth Now and the Herald (distribution $n = 54,000$)
- Posters displayed in community centres, libraries and other high-traffic facilities
- A1 corflute signage installed at proposed parks and reserves

This communication approach established multiple awareness touchpoints across the City, supporting broad visibility of the draft Roll-out Plan and improving community understanding ahead of, and during, the engagement period.

Participation and demographics

The consultation engaged 346 participants who live, work or recreate within the City of Melville.

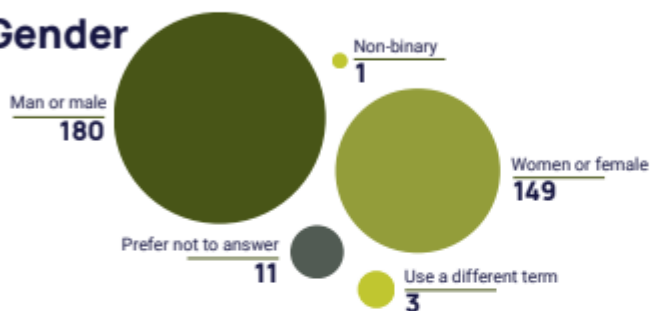
As the City of Melville is made up of a diverse community, participants were invited to provide demographic information to help ensure a range of perspectives were heard. Throughout the consultation process, participation and demographic trends were actively monitored, and the communications approach was adjusted where required to support broader reach across the community.

The sections below present a breakdown of the demographic information provided during the consultation

Connection



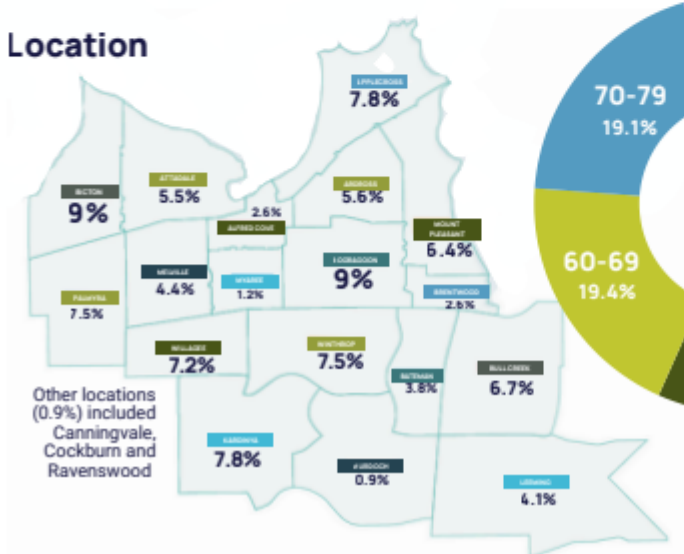
Gender



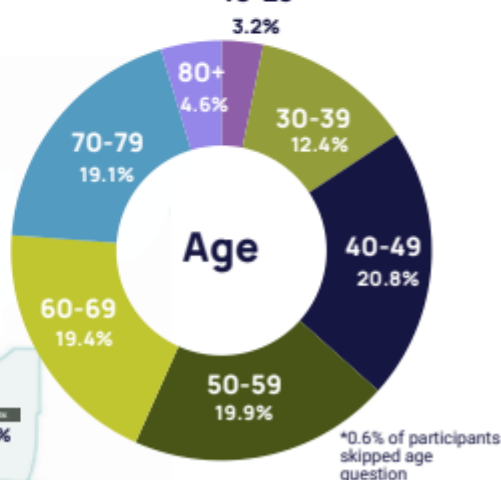
Groups

- 6 Aboriginal or Torres Strait Islander
- 85 CALD, migrant or refugee background
- 19 LGBTQIA+ community
- 11 Disability, neurodivergence or mental health

Location



Age



Question by question

Support for a home CCTV rebate and options

Question: The City is considering the introduction of a rebate program to support residents with the installation of CCTV systems. How supportive are you of the City offering a rebate to residents who install CCTV at their property? Answered: 288 Skipped: 58

Response	Number	%
Strongly unsupportive	35	12.15
Somewhat unsupportive	7	2.43
Neutral / unsure	9	3.13
Somewhat supportive	27	9.38
Very supportive	210	72.92

Key insights

There is very strong community support for a Home CCTV Rebate Program, with more than four in five respondents (82.3%) supportive, and almost three-quarters indicating they are *very supportive*. Opposition is low and concentrated among a small, principle-based cohort.

Question: The City is exploring several possible rebate options:

- **Option 1: Unmanaged rebate - estimated \$200 rebate with low City oversight**
- **Option 2: Managed rebate - estimated \$500 rebate for systems that meet certain technical standards**
- **Option 3: Managed rebate with optional pilot program -estimated \$200 or \$500 rebate depending on participation in pilot program.**

Please indicate how supportive you are of each rebate options.

Answered: 287 Skipped: 59

Grouping	Option 1 – Unmanaged Rebate \$200	Option 2 – Managed Rebate \$500	Option 3 – Managed Rebate with pilot
Supportive (somewhat + very)	169 (58.9%)	220 (76.7%)	206 (71.9)
Unsupportive (somewhat + strongly)	69 (24%)	38 (13.3%)	41 (14.3%)
Neutral / unsure	49 (17.1%)	29 (10.1%)	40 (13.9%)
Total responses	287	287	287
Weighted average	3.54	4.04	3.90

Key insights

Support increased as program structure, governance and oversight increased. The Managed Rebate (\$500) option received the strongest support, with more than three-quarters of respondents supportive, while the unmanaged option attracted higher neutrality and opposition. Support for a managed rebate with a pilot program also remained strong, indicating community acceptance of a staged or trial-based implementation approach.

Likelihood of installing CCTV and joining pilot program

Question: If a rebate program were available, how likely would you be to install CCTV at your property? Answered: 286 Skipped: 60

Response	Number	%
Supportive (somewhat + very)	172	60.1%
Unsupportive (somewhat + strongly)	25	8.7%
Neutral / unsure	12	4.2%
Already have CCTV installed	77	26.9%

Key insight:

A clear majority of respondents indicated they would be likely to install CCTV if a rebate were available, with a further 27% already having CCTV installed, indicating strong latent uptake potential for a rebate program.

Question: If the City were to introduce Option 3, would you be interested in participating in a pilot program where limited real-time CCTV alerts are shared with the City's Community Safety Service to help enable faster responses to incidents?

Answered: 283 Skipped: 63

Response	Number	%
Supportive (somewhat + very)	169	59.7%
Unsupportive (somewhat + strongly)	51	18%
Neutral / unsure	63	22.3%

Key insight:

Nearly 60% of respondents expressed interest in participating in a pilot program involving limited real-time alerts, while a sizeable neutral group suggests that clearer detail on scope, safeguards and participation requirements could further influence uptake.

Community support for funding the Home CCTV Rebate Program

Question: If the City were to introduce a new CCTV rebate program, we would need to invest funding to make the program possible. We'd like to understand the level of community support for different funding options to deliver this program. Please indicate how supportive you are of each investment option.

Answered: 283 Skipped: 63

Grouping	Short-term (2026–27) \$50,000	Mid-term (2027–28) \$90,000	Long-term (2028–29) \$230,000	Community CCTV Partnership Pilot Program - Short-term (2026-27) \$40,000
Supportive (somewhat + very)	175 (67.3)	172 (65.9%)	169 (62.83%)	176 (67.18%)
Unsupportive (somewhat + strongly)	43 (16.5%)	48 (18.4%)	48 (17.85%)	45 (17.18%)
Neutral / unsure	42 (16.2%)	41 (15.7%)	41 (19.33%)	41 (15.65%)
Total responses	260	261	269	262
Weighted average	3.86	3.77	3.75	3.84

Key insight:

Consultation findings show majority support for funding the Home CCTV Rebate Program across all timeframes, with strongest support for short-term investment and a pilot program, and opposition remaining consistent and principle-based rather than cost-driven.

Eligibility for the Home CCTV Rebate Program

Question: Community support for funding the Home CCTV Rebate Program

Answered: 290 Skipped: 56

Response	Number	%
Residents only	126	43.4%
Residents and small/local businesses	83	28.6%
Residents and all businesses	45	15.5%
Unsure	24	8.3%
Non-one should be eligible	12	4.1%
Total	290	

Key insight:

The strongest preference was for a resident-focused rebate, with more limited support for extending eligibility to businesses. This indicates community expectations that the program prioritise household safety outcomes, with any business inclusion carefully defined.

Question: Should residents be able to access both the City's Home CCTV Rebate Program and relevant State Government rebates?

Answered: 284 Skipped: 62

Response	Number	%
Supportive	162	57%
Unsupportive	57	20.1%
Neutral / unsure	65	22.9%
Total	284	

Key insight:

A clear majority of respondents supported dual access to City and State Government rebates, viewing complementary funding as a way to improve affordability and uptake. Neutral responses may indicate the importance of clear eligibility rules and administration to avoid duplication or perceived unfairness.

Question: Should seniors and pension card holders receive a higher rebate amount?

Answered: 287 Skipped: 59

Response	Number	%
Supportive	195	67.9%
Unsupportive	59	20.6%
Neutral / unsure	33	11.5%
Total	287	

Key insight:

There was strong support for a higher rebate for seniors and pensioners, reflecting community views around equity, vulnerability and fixed incomes. Opposition was primarily related to concerns about cost or differential treatment, rather than opposition to the rebate program itself.

Final comments – Home CCTV Rebate Program

Question: Please share any final comments on the proposed Home CCTV Rebate Program.

Response type: Open-ended Answered:149 Skipped: 197

Overall interpretation

Open-ended feedback confirms that the Home CCTV Rebate Program is broadly supported as a voluntary, resident-led safety initiative, provided it is well governed, transparent, equitable and clearly costed. Opposition was primarily principle-based and focused on public expenditure and privacy, reinforcing the importance of clear eligibility criteria, strong governance and clear communication.

Key insights

Open-text responses reinforced the quantitative findings, showing strong overall support for the rebate program, alongside clear expectations around fairness, governance, cost transparency and voluntary participation. While many respondents welcomed the rebate as a practical way to support household safety, a smaller but consistent group opposed public funding of private CCTV on principle.

Key themes from open-text responses

1. Strong support for a voluntary, resident-led rebate
Most open-text responses supported the rebate as a practical way to reduce upfront costs and encourage residents to improve safety on their own property, particularly in the context of perceived increases in crime and affordability pressures.
2. Importance of clear eligibility, standards and administration
Respondents consistently emphasised the need for transparent eligibility criteria, simple administration, and minimum standards for eligible systems. Many also highlighted the importance of recognising residents who have already installed CCTV.
3. Equity, cost and value-for-money considerations
Strong support was expressed for prioritising seniors, pensioners and vulnerable households. At the same time, some respondents questioned public funding of private assets and raised concerns about potential impacts on rates and duplication with State Government rebates.
4. Privacy, choice and governance expectations
While less prominent than in other safety initiatives, privacy and data-use considerations were raised, with respondents emphasising that participation should remain voluntary, with clear opt-in arrangements and guidance on responsible use.