



CATALYSE® Community Perceptions Survey®

Prepared for the City of Nedlands

April 2010

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Executive Summary

In 2010, the City of Nedlands administered the CATALYSE® Community Perceptions Survey among residents to evaluate and monitor performance across a range of services & facilities. 402 residents participated in the study. The survey was conducted by CATALYSE® and provides Council with valid performance measures that can be benchmarked and consistently monitored over time.

OVERALL SATISFACTION RATINGS

	2007	2010	Trend	Industry High	Average	Comparison to Average
Delighted (top 3 boxes)	29%	38%	▲	75%	40%	=
Satisfied (6+ out of 10)	59%	72%	▲	87%	73%	=



FOCUS

Planning & building approvals
Housing density & design
Traffic, parking & paths/cycleways
Streetscapes, parks & sporting grounds
Consultation & open decision-making

Residents are concerned about these areas



CELEBRATE

Waste management

Residents are delighted with service levels

INDUSTRY STANDARDS

Areas character and identity
Design & density of housing
Control of graffiti, vandalism & anti-social behaviour
Fortnightly recycling
Enforcement of local laws
Access to public transport



Introduction and research method

Purpose

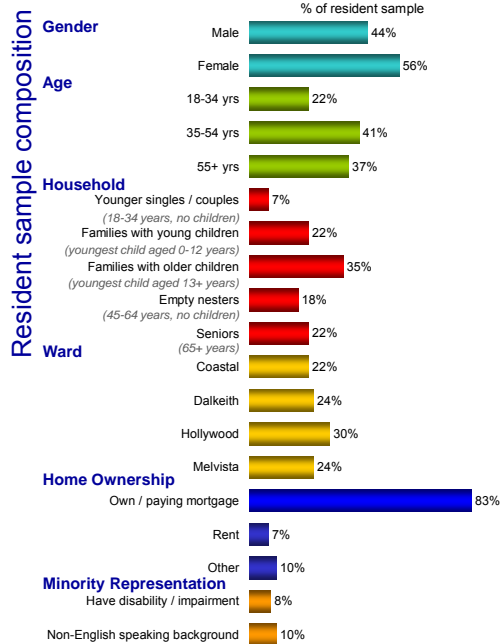
- Measure overall satisfaction with the City of Nedlands
- Evaluate perceptions of local services, infrastructure & facilities
- Identify performance gaps
- Benchmark the City against other WA Local Governments

Methodology

- 402 computer assisted telephone interviews (CATI)
 - Households were randomly selected, with quotas set by age, gender and location to obtain a representative sample
 - Interviewing was completed by ECU Survey Research Centre
- Analysis was conducted using SPSS
 - Sampling precision is +/- 5% at the 95% confidence interval

Industry Standards

- Provided when three or more Councils have asked the same or similar question in the past 24 months
- Councils included in the Industry Standards are listed below:
 - Town of Bassendean
 - City of Mandurah
 - City of Belmont
 - Town of Mosman Park
 - Shire of Broomehill Tambellup
 - City of Nedlands
 - Town of Cambridge
 - Shire of Peppermint Grove
 - City of Cockburn
 - Shire of Serpentine Jarrahdale
 - Shire of Collie
 - City of South Perth
 - City of Fremantle
 - City of Swan
 - Town of Kwinana
 - City of Wanneroo

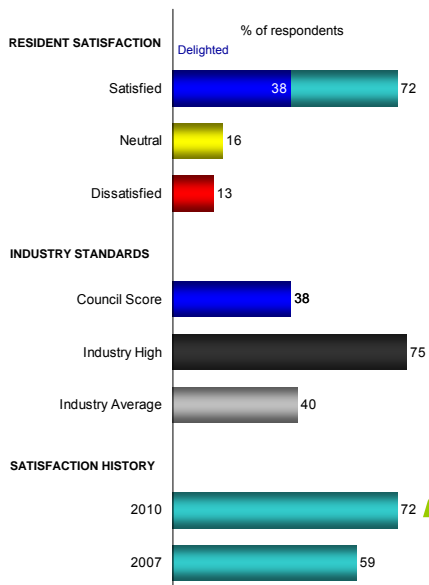


When responses do not add to 100% within this report this is attributed to rounding errors or 'other', 'don't know' or 'refused' responses



Overall Satisfaction

Overall satisfaction

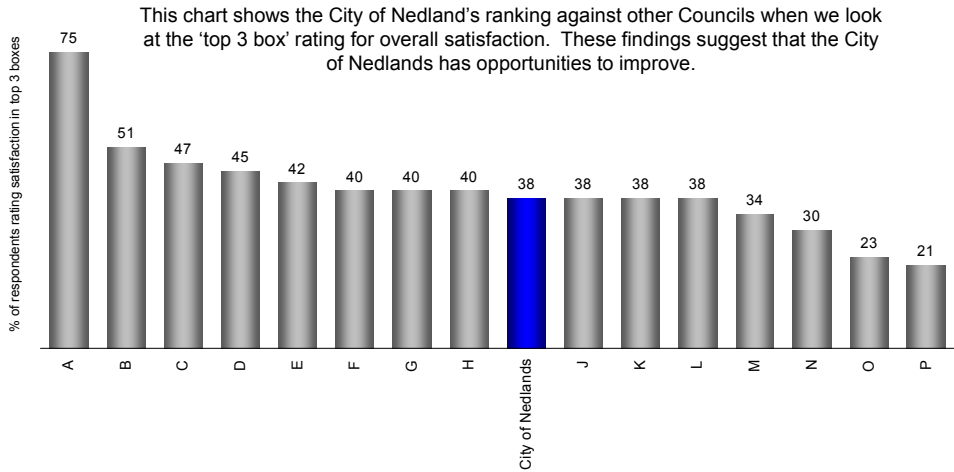


- Overall satisfaction is relatively high
 - 72% of respondents are satisfied
- Satisfaction is higher among seniors, followed by younger singles and couples
- There is greatest room to improve satisfaction ratings among males, mature singles and couples with no children living at home and those living in Hollywood Ward.

% of residents	Delighted	Dissatisfied
Male	33%	17%
Female	41%	9%
Younger singles / couples^	48%	19%
Families with younger children	30%	13%
Families with older children	33%	9%
Empty nesters	32%	21%
Seniors	53%	9%
Coastal	33%	10%
Dalkeith	39%	11%
Hollywood	39%	18%
Melvista	40%	9%

Q. Overall, how satisfied are you with the City of Nedlands? Please give a rating out of 10, where 10 is totally satisfied and 0 is totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2007 n = 601; 2010 n = 399)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4

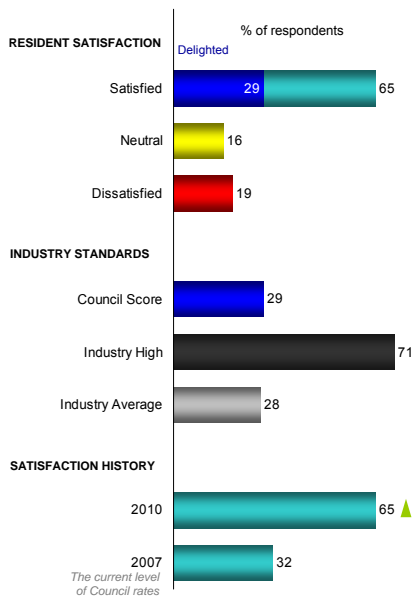
Overall Satisfaction – the City's performance compared to others



Q. Overall, how satisfied are you with the City of Nedlands? Please give a rating out of 10, where 10 is totally satisfied and 0 is totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2010 n = 399)
 Coding: Top 3 boxes = 8,9 and 10



Value for money from rates

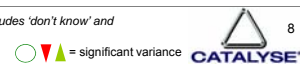


Familiar 79%

- Satisfaction is moderate
 - 65% of respondents are satisfied
- Satisfaction is higher among seniors and those living in the Hollywood Ward.
- There is greatest room to improve satisfaction ratings among males, families with younger children, empty nesters and those living in the Coastal Ward.

% of residents	Delighted	Dissatisfied
Male	25%	26%
Female	32%	13%
Younger singles / couples ^a	9%	18%
Families with younger children	27%	26%
Families with older children	23%	15%
Empty nesters	28%	22%
Seniors	42%	10%
Coastal	22%	22%
Dalkeith	30%	20%
Hollywood	35%	19%
Melvista	27%	13%

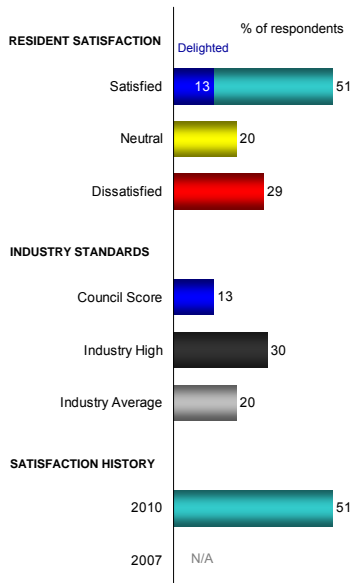
Q. And, how satisfied are you with the value for money you get from your rates? Base: All respondents who gave a valid response, excludes 'don't know' and respondents renting (Residents 2009 n = 333; 2010 n = 316)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4



Perceptions of the council

Council's leadership within the community

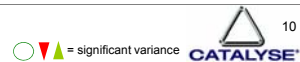
Familiar 81% Priority 3%



- Satisfaction is moderate
 - 51% of respondents are satisfied
 - 29% of respondents are dissatisfied
- Satisfaction is higher among seniors
- There is greatest room to improve satisfaction ratings among males and empty nesters.

% of residents	Delighted	Dissatisfied
Male	12%	34%
Female	14%	24%
Younger singles / couples^	15%	35%
Families with younger children	8%	29%
Families with older children	11%	28%
Empty nesters	7%	37%
Seniors	28%	20%

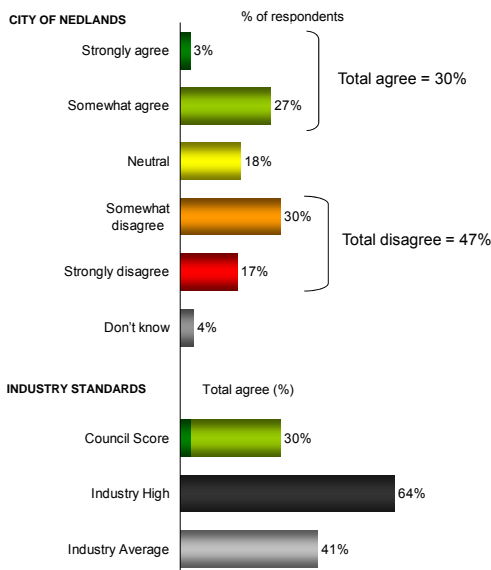
Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 327)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)



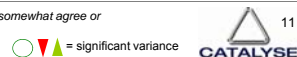
The City of Nedlands has developed and communicated a clear vision for the area
I am fairly clear about what the area is going to look and feel like in 10 years time

- 30% of respondents agree that the City of Nedlands has developed and communicated a clear vision for the area
 - Those aged 35+ years are more likely to strongly disagree.

% of residents	Strongly agree	Strongly disagree
18-34 year olds	3%	10%
35-54 year olds	2%	20%
55+ years old	5%	18%

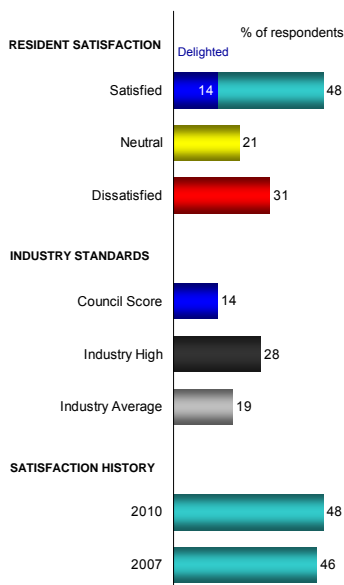


Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.
Base: All respondents (Residents 2010 n = 402)



Consult the community about local issues

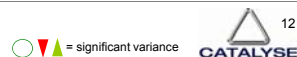
Familiar 94% Priority 7%



- Satisfaction remains relatively low
 - 48% of respondents are satisfied
 - 31% of respondents are dissatisfied
- Satisfaction is higher among seniors.

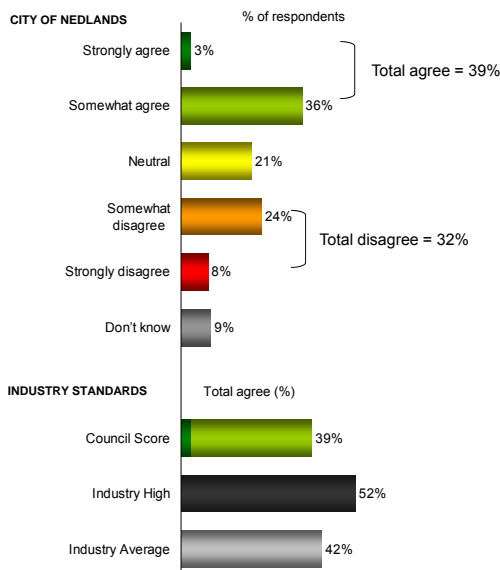
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	13%	35%
Families with younger children	10%	35%
Families with older children	11%	32%
Empty nesters	6%	38%
Seniors	30%	19%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2007 n = 691; 2010 n = 377)
Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

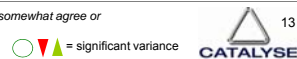


Elected Members at the City of Nedlands have a good understanding of our needs

- 39% of respondents agree that the Elected Members at the City of Nedlands have a good understanding of their needs.
- Opinions were similar across the community.



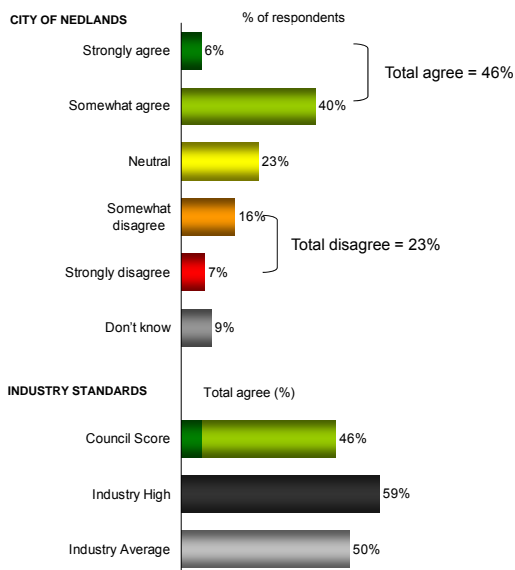
Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.
 Base: All respondents (Residents 2010 n = 402)



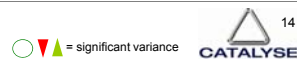
Staff at the City of Nedlands have a good understanding of our needs

- 46% of respondents agree that Staff at the City of Nedlands have a good understanding of their needs.
- Those aged 55+ years are a bit more likely to strongly agree.
- Those living in Dalkeith Ward are a bit more likely to strongly disagree.

% of residents	Strongly agree	Strongly disagree
18-34 year olds	3%	2%
35-54 year olds	4%	9%
55+ years old	11%	7%
Coastal	7%	6%
Dalkeith	6%	10%
Hollywood	4%	7%
Melvista	8%	3%

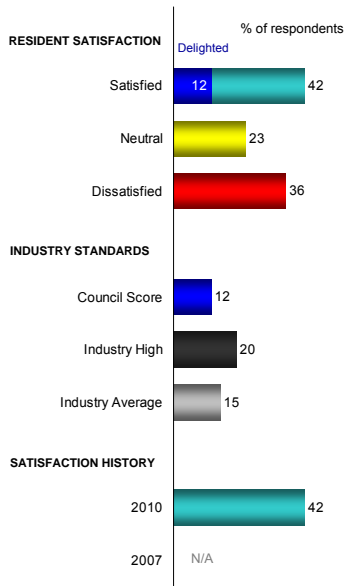


Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.
 Base: All respondents (Residents 2010 n = 402)



Familiar 78% Priority 8%

How open and transparent Council's processes are



- Satisfaction is relatively low
 - 42% of respondents are satisfied
 - 36% of respondents are dissatisfied
- Satisfaction is higher among seniors.
- There is greatest room to improve satisfaction ratings among males, younger singles / couples and empty nesters.

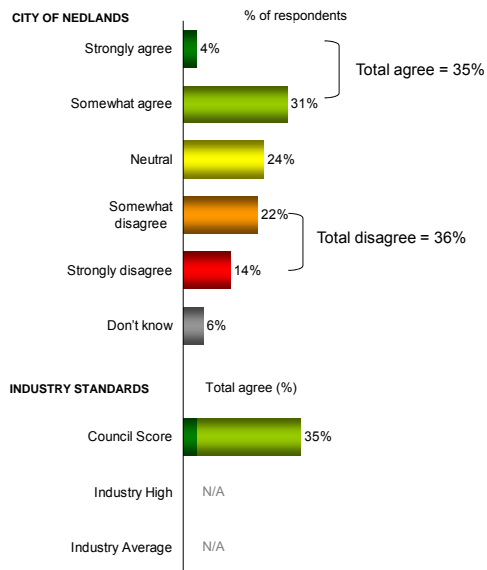
% of residents	Delighted	Dissatisfied
Male	13%	40%
Female	12%	31%
Younger singles / couples [^]	5%	50%
Families with younger children	11%	36%
Families with older children	8%	31%
Empty nesters	8%	54%
Seniors	27%	22%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 315)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

15
 ○ ▼ ▲ = significant variance
 CATALYSE

Clearly explains reasons for its decisions and how residents' views have been taken into account

- 35% of respondents agree that Staff at the City of Nedlands clearly explains reasons for its decisions and has taken residents' views into account.
 - Opinions were similar across the community.

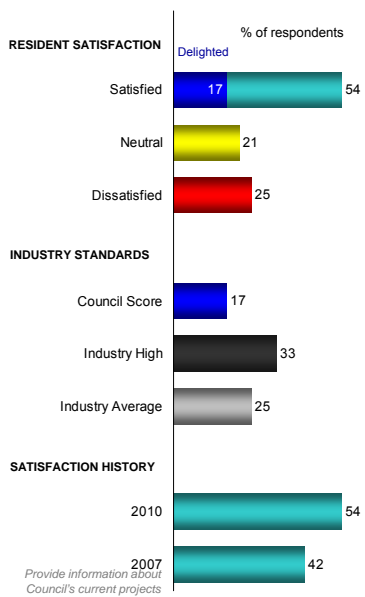


Q. I'm going to read out a few statements. For each one, please let me know if you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree.
 Base: All respondents (Residents 2010 n = 402)

16
 ○ ▼ ▲ = significant variance
 CATALYSE

Inform the community about local issues

Familiar 94% Priority 6%



- Satisfaction is moderate
 - 54% of respondents are satisfied
 - 25% of respondents are dissatisfied
- Satisfaction is higher among seniors.
- There is greatest room to improve satisfaction ratings among those living in Hollywood Ward, followed by Dalkeith and Coastal.

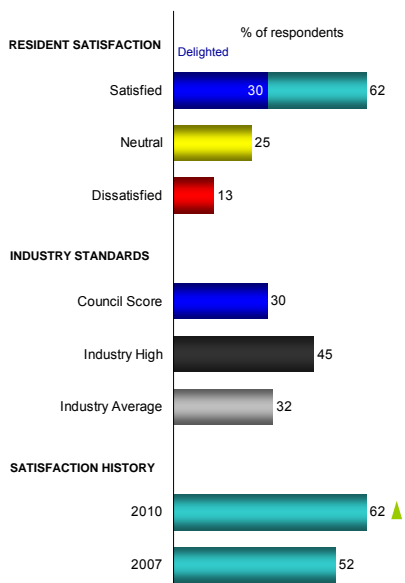
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	17%	21%
Families with younger children	13%	28%
Families with older children	13%	26%
Empty nesters	9%	31%
Seniors	35%	16%
Coastal	21%	25%
Dalkeith	12%	25%
Hollywood	22%	30%
Melvista	14%	18%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 378)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

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Council's website

Familiar 50% Priority 1%



- Satisfaction remains moderate
 - 62% of respondents are satisfied
- There is greatest room to improve satisfaction ratings among empty nesters and those living in Hollywood and Coastal Wards.

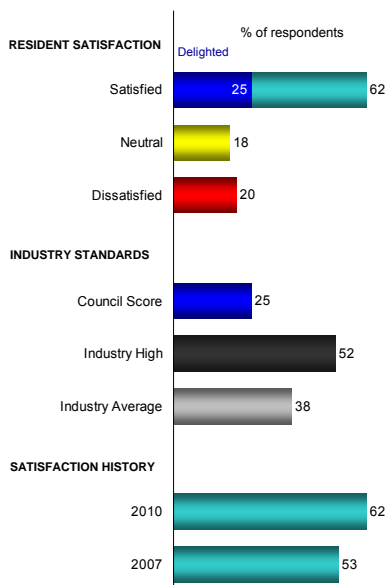
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	26%	11%
Families with younger children	32%	13%
Families with older children	29%	8%
Empty nesters	28%	23%
Seniors	29%	14%
Coastal	33%	18%
Dalkeith	33%	8%
Hollywood	29%	21%
Melvista	25%	6%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2007 n = 691; 2010 n = 201)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

18
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Council's newsletter - the Nedlands News

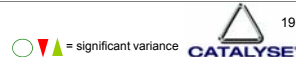
Familiar 75% Priority 3%



- Satisfaction remains moderate
 - 62% of respondents are satisfied
 - 20% of respondents are dissatisfied
- Satisfaction is higher among females, younger singles / couples and seniors.
- There is greatest room to improve satisfaction ratings among families with younger children and empty nesters.

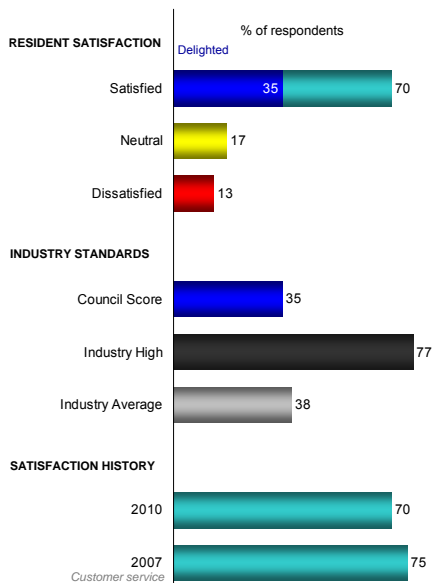
% of residents	Delighted	Dissatisfied
Male	15%	19%
Female	33%	20%
Younger singles / couples [^]	36%	18%
Families with younger children	21%	27%
Families with older children	18%	18%
Empty nesters	22%	25%
Seniors	40%	13%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2007 n = 691; 2010 n = 300)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)



The efficiency and effectiveness of customer service

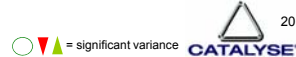
Familiar 85% Priority 3%



- Satisfaction is relatively high
 - 70% of respondents are satisfied
- Satisfaction is higher among females and seniors.
- There is greatest room to improve satisfaction ratings among those with younger children.

% of residents	Delighted	Dissatisfied
Male	28%	17%
Female	41%	9%
Younger singles / couples [^]	23%	5%
Families with younger children	34%	21%
Families with older children	32%	9%
Empty nesters	31%	13%
Seniors	49%	10%

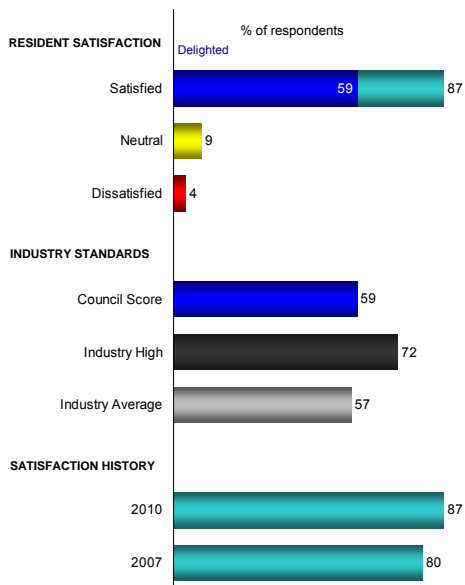
Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 343)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)



Community services

Library & information services

Familiar 89% Priority 5%



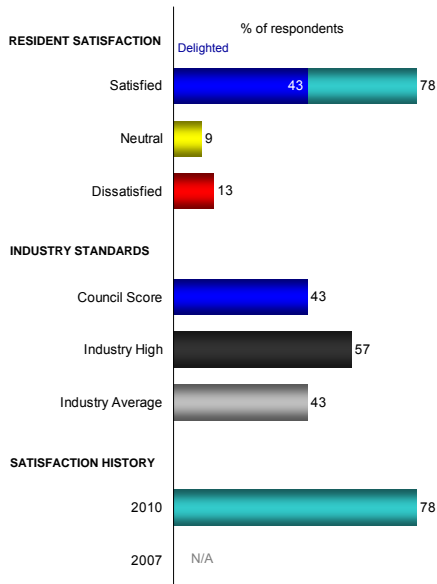
- Satisfaction remains high
 - 87% of respondents are satisfied
- Satisfaction is higher among older residents and those with disabilities.
- There is greatest room to improve satisfaction ratings among those living in the Dalkeith Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	48%	0%
Families with younger children	59%	7%
Families with older children	49%	6%
Empty nesters	70%	4%
Seniors	72%	0%
Coastal	61%	6%
Dalkeith	49%	3%
Hollywood	66%	3%
Melvista	58%	4%
Disability / impairment	73%	7%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 359)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

Sport & recreation facilities

Familiar 92% Priority 12%



- Satisfaction is relatively high
 - 78% of respondents are satisfied
- Satisfaction is higher among seniors.

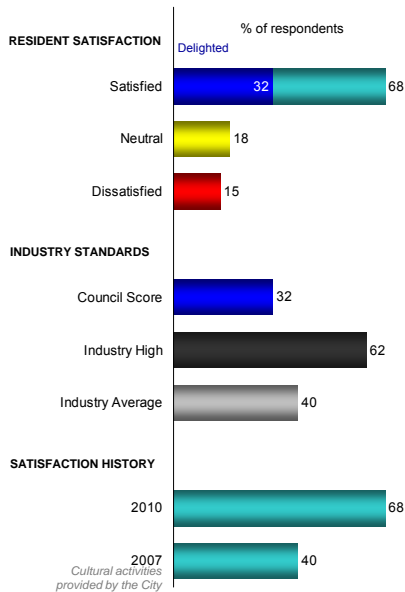
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	40%	16%
Families with younger children	44%	15%
Families with older children	40%	14%
Empty nesters	38%	16%
Seniors	53%	5%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 371)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

23
 ○ ▼ ▲ = significant variance
 CATALYSE

Festivals, events and cultural activities

Familiar 88% Priority 2%



- Satisfaction is moderate
 - 68% of respondents are satisfied
- Satisfaction is higher among seniors and those living in Hollywood and Coastal Wards.

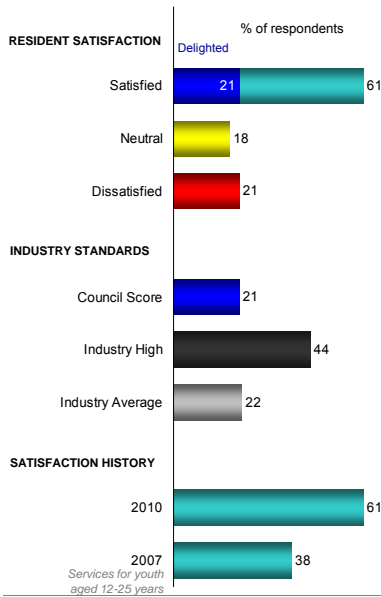
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	26%	26%
Families with younger children	32%	15%
Families with older children	28%	14%
Empty nesters	29%	19%
Seniors	45%	7%
Coastal	37%	17%
Dalkeith	25%	14%
Hollywood	40%	18%
Melvista	26%	10%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 354)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

24
 ○ ▼ ▲ = significant variance
 CATALYSE

Services for and facilities for youth

Familiar 73% Priority 6%



- Satisfaction is moderate
 - 61% of respondents are satisfied
 - 21% of respondents are dissatisfied
- Satisfaction is higher among seniors.

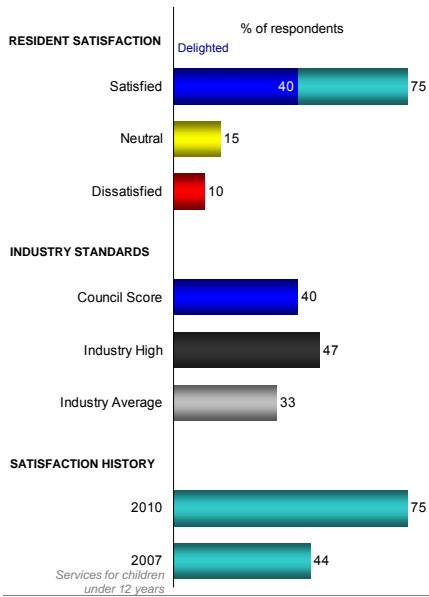
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	14%	24%
Families with younger children	19%	19%
Families with older children	19%	23%
Empty nesters	23%	28%
Seniors	34%	16%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 295)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

25
 ○ ▼ ▲ = significant variance
 CATALYSE

Services for and facilities for families

Familiar 81% Priority 3%



- Satisfaction is relatively high
 - 75% of respondents are satisfied
- Satisfaction is higher among seniors.

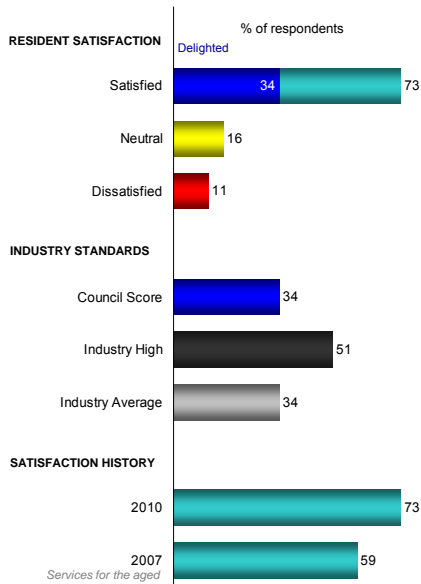
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	33%	14%
Families with younger children	38%	16%
Families with older children	39%	8%
Empty nesters	33%	9%
Seniors	55%	4%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 324)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

26
 ○ ▼ ▲ = significant variance
 CATALYSE

Services for and facilities for seniors

Familiar 61% Priority 5%



- Satisfaction is relatively high
 - 73% of respondents are satisfied
- Satisfaction is higher among seniors aged 65+ years.
- There is greatest room to improve satisfaction ratings among empty nesters, and those living in Melvista Ward, followed by Dalkeith Ward.

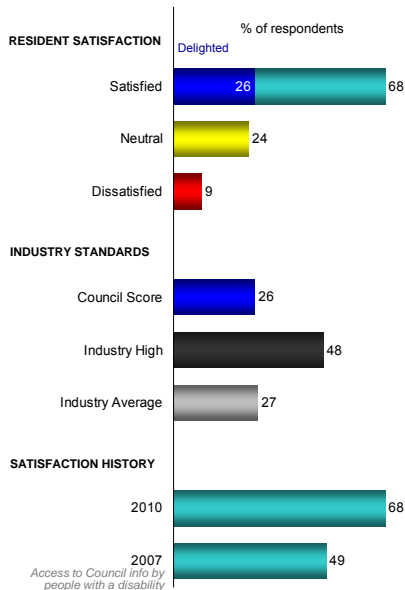
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	33%	7%
Families with younger children	27%	9%
Families with older children	30%	9%
Empty nesters	22%	22%
Seniors	52%	10%
Coastal	49%	4%
Dalkeith	29%	12%
Hollywood	38%	11%
Melvista	21%	18%
Non-English Speaking Background	13%	4%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 246)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

27
 CATALYSE
 = significant variance

Services for and facilities for people with disabilities

Familiar 52% Priority 1%



- Satisfaction is moderate
 - 68% of respondents are satisfied
- Satisfaction is higher among seniors and those with disabilities.

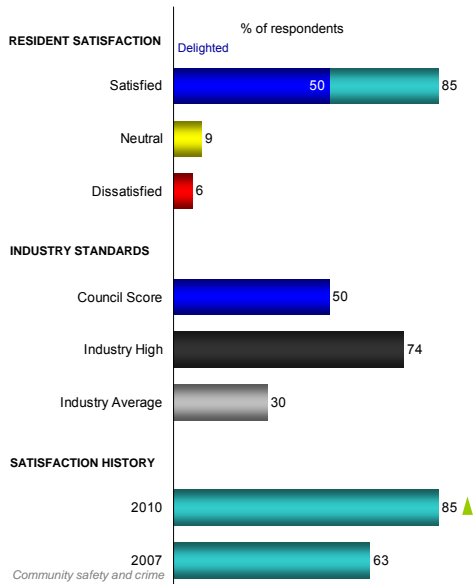
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	14%	14%
Families with younger children	22%	9%
Families with older children	21%	5%
Empty nesters	28%	14%
Seniors	45%	7%
Disability / impairment	38%	13%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 211)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

28
 CATALYSE
 = significant variance

Safety and security

Familiar 93% Priority 4%



- Satisfaction is high
 - 85% of respondents are satisfied
- Satisfaction is higher among younger singles / couples without children.
- There is greatest room to improve satisfaction ratings among those living in the Dalkeith Ward.

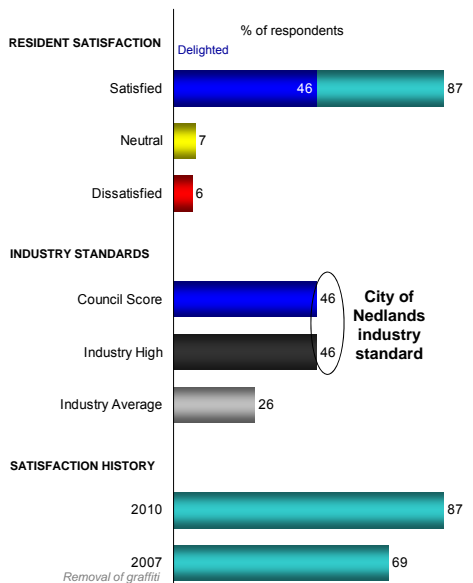
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	76%	4%
Families with younger children	42%	7%
Families with older children	49%	6%
Empty nesters	51%	6%
Seniors	49%	6%
Coastal	50%	10%
Dalkeith	36%	5%
Hollywood	59%	6%
Melvista	51%	5%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 372)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

○ ▼ ▲ = significant variance **CATALYSE** 29

Control of graffiti, vandalism & anti-social behaviour

Familiar 93% Priority 3%



- Satisfaction is high
 - 87% of respondents are satisfied
- Satisfaction is higher among those living in the Hollywood and Melvista Wards.
- There is greatest room to improve satisfaction ratings among families with younger children, and those living in the Coastal Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	56%	4%
Families with younger children	38%	12%
Families with older children	46%	4%
Empty nesters	47%	11%
Seniors	53%	1%
Coastal	33%	15%
Dalkeith	39%	2%
Hollywood	56%	4%
Melvista	52%	5%

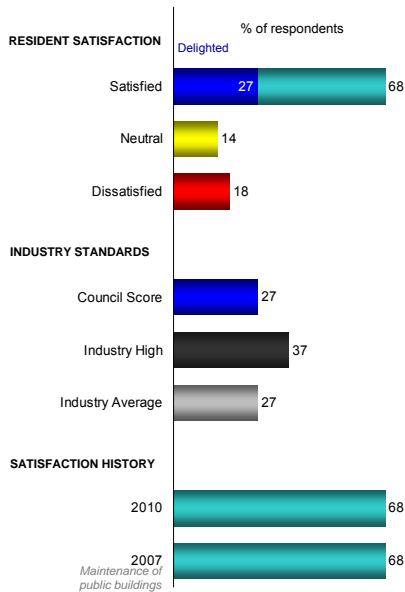
Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 374)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

○ ▼ ▲ = significant variance **CATALYSE** 30

Infrastructure

Community buildings, halls and toilets

Familiar 86% Priority 5%



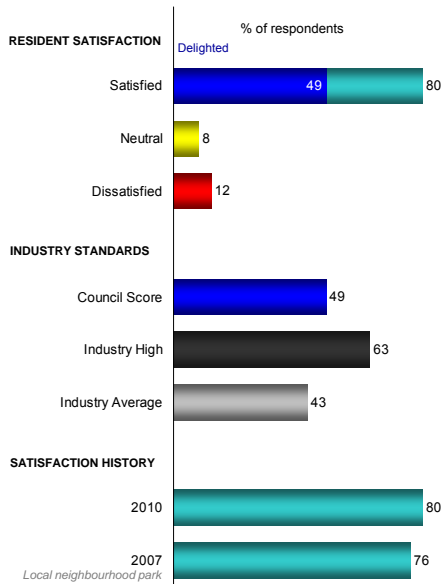
- Satisfaction is moderate
 - 68% of respondents are satisfied
- Satisfaction is higher among seniors.
- There is greatest room to improve satisfaction ratings among mature singles couples with no children, followed by families with younger children.

% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	25%	13%
Families with younger children	23%	21%
Families with older children	25%	16%
Empty nesters	21%	23%
Seniors	43%	14%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 345)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

Streetscapes, parks and sporting grounds

Familiar 99% Priority 17%



- Satisfaction is high
 - 80% of respondents are satisfied
- Satisfaction is higher among seniors and those living in the Coastal Ward
- There is greatest room to improve satisfaction ratings among Empty nesters and those living in Melvista Ward.

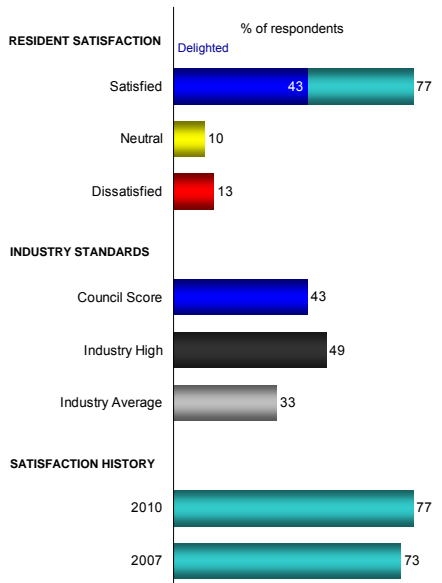
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	52%	15%
Families with younger children	40%	13%
Families with older children	52%	11%
Empty nesters	38%	20%
Seniors	61%	3%
Coastal	58%	13%
Dalkeith	45%	11%
Hollywood	52%	10%
Melvista	41%	14%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 398)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

○ ▼ ▲ = significant variance **CATALYSE** 33

Road maintenance

Familiar 99% Priority 13%



- Satisfaction remains relatively high
 - 77% of respondents are satisfied
- Satisfaction is higher among 18-34 years olds and those living in Hollywood and Melvista Wards
- There is greatest room to improve satisfaction ratings among those living in Dalkeith Ward

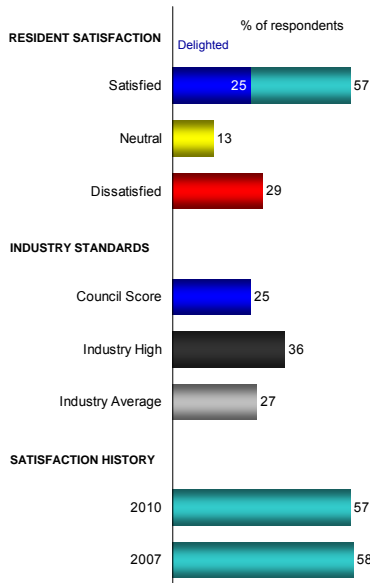
% of residents	Delighted	Dissatisfied
18-34 year olds	51%	12%
35-54 year olds	43%	13%
55+ years old	39%	13%
Coastal	40%	11%
Dalkeith	32%	16%
Hollywood	49%	13%
Melvista	51%	13%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2007 n = 691; 2010 n = 398)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

○ ▼ ▲ = significant variance **CATALYSE** 34

The management and control of traffic on local roads

Familiar 97% Priority 17%



- Satisfaction remains moderate
 - 57% of respondents are satisfied
 - 29% of respondents are dissatisfied
- Satisfaction is higher among seniors and those living in the Dalkeith Ward.
- There is greatest room to improve satisfaction ratings among younger singles / couples without children.

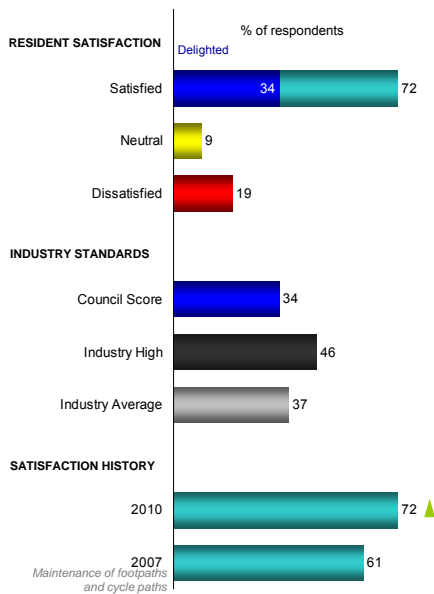
% of residents	Delighted	Dissatisfied
Male	22%	37%
Female	28%	23%
Younger singles / couples [^]	19%	48%
Families with younger children	22%	38%
Families with older children	27%	24%
Empty nesters	16%	32%
Seniors	35%	20%
Coastal	18%	29%
Dalkeith	32%	16%
Hollywood	23%	35%
Melvista	27%	35%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2007 n = 691; 2010 n = 388)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

35
 CATALYSE

Footpaths and cycleways

Familiar 100% Priority 15%



- Satisfaction is relatively high
 - 72% of respondents are satisfied
- Satisfaction is higher among seniors

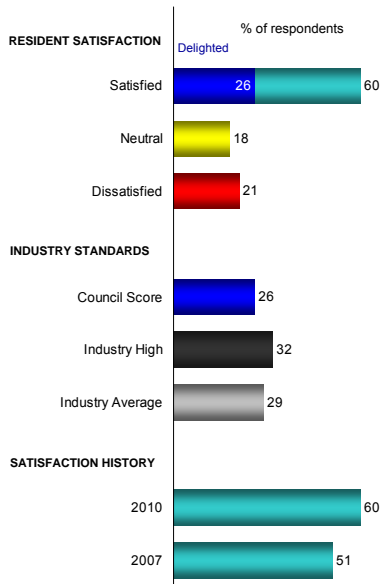
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	41%	30%
Families with younger children	23%	20%
Families with older children	36%	19%
Empty nesters	31%	24%
Seniors	47%	11%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 401)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

36
 CATALYSE

The control of parking

Familiar 94% Priority 11%



- Satisfaction remains moderate
 - 60% of respondents are satisfied
 - 21% of respondents are dissatisfied
- Satisfaction is higher among those in the Dalkeith Ward, followed by Melvista Ward.

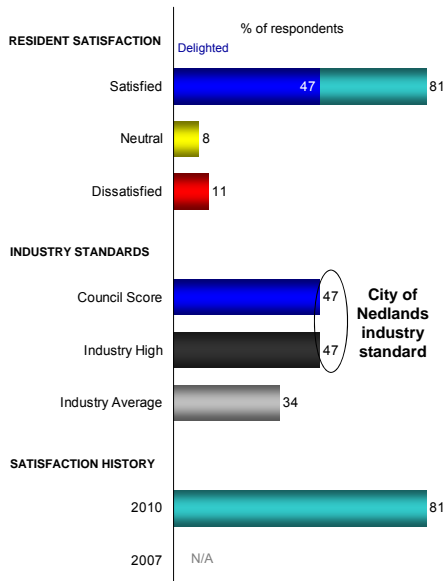
% of residents	Delighted	Dissatisfied
Coastal	17%	26%
Dalkeith	33%	12%
Hollywood	25%	27%
Melvista	29%	20%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied. Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2007 n = 691; n = 376) Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

37 = significant variance

Access to public transport

Familiar 95% Priority 6%



- Satisfaction is high
 - 81% of respondents are satisfied
- Satisfaction is higher among those living in the Hollywood Ward.

% of residents	Delighted	Dissatisfied
Coastal	42%	9%
Dalkeith	34%	13%
Hollywood	64%	10%
Melvista	43%	11%

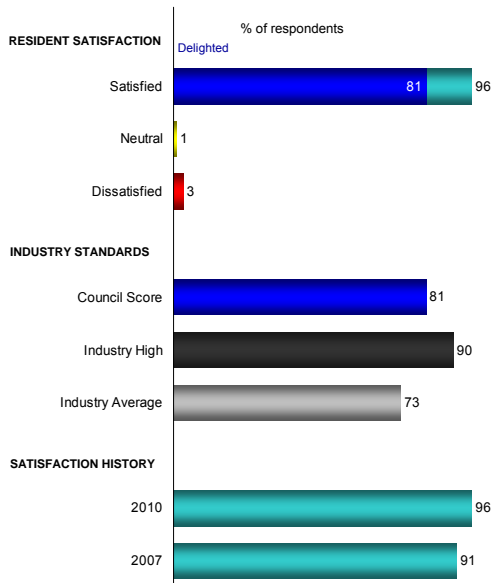
Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied. Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 381) Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

38 = significant variance

Environmental Management

Weekly rubbish collections

Familiar 100% Priority 2%

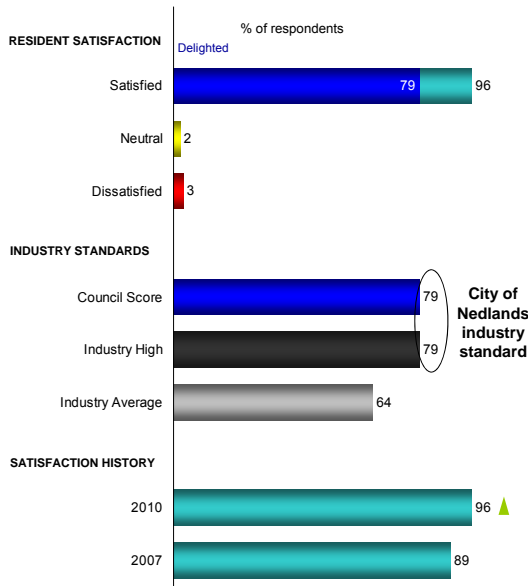


- Satisfaction remains very high
- 96% of respondents are satisfied
- Opinions are similar across the community.

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2007 n = 691; 2010 n = 402)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

Fortnightly recycling services

Familiar 99% Priority 3%



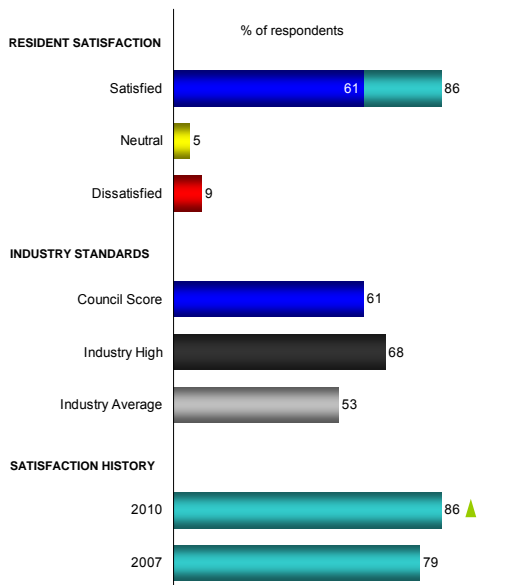
- Satisfaction is very high
- 96% of respondents are satisfied
- Opinions are similar across the community.

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2007 n = 691; 2010 n = 397)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

41
 ○ ▼ ▲ = significant variance
 CATALYSE

Verge-side bulk rubbish collection

Familiar 99% Priority 3%



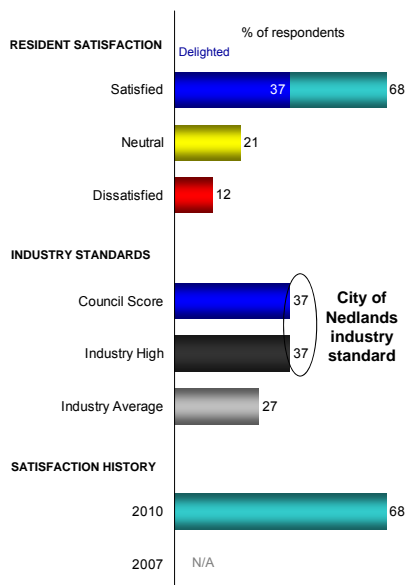
- Satisfaction is high
- 86% of respondents are satisfied
- Opinions are similar across the community.

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2007 n = 691; 2010 n = 398)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

42
 ○ ▼ ▲ = significant variance
 CATALYSE

Enforcement of local laws relating to food, health, noise and pollution

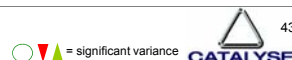
Familiar 78% Priority 6%



- Satisfaction is moderate
 - 68% of respondents are satisfied
- Satisfaction is higher among younger singles / couples, families with older children, seniors and those living in Melvista Ward.
- There is greatest room to improve satisfaction ratings among families with younger children and empty nesters.

% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	50%	5%
Families with younger children	28%	19%
Families with older children	41%	8%
Empty nesters	29%	18%
Seniors	43%	9%
Coastal	36%	15%
Dalkeith	32%	11%
Hollywood	35%	10%
Melvista	45%	12%

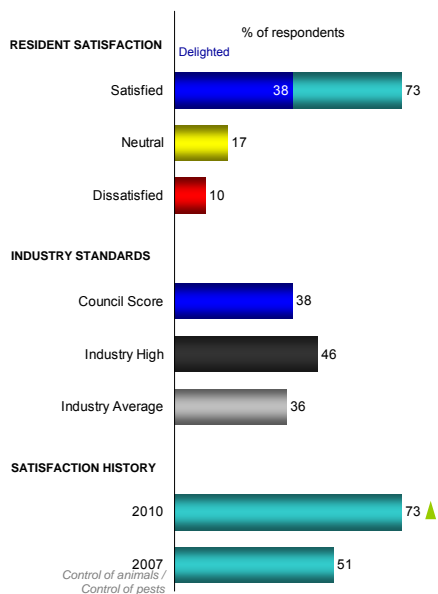
Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 315)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)



43

Animal and pest control

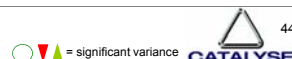
Familiar 84% Priority 3%



- Satisfaction is relatively high
 - 73% of respondents are satisfied
- Satisfaction is higher among those living in the Hollywood Ward.
- There is greatest room to improve satisfaction ratings among those living in the Melvista Ward.

% of residents	Delighted	Dissatisfied
Coastal	36%	9%
Dalkeith	38%	8%
Hollywood	48%	9%
Melvista	30%	14%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 338)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

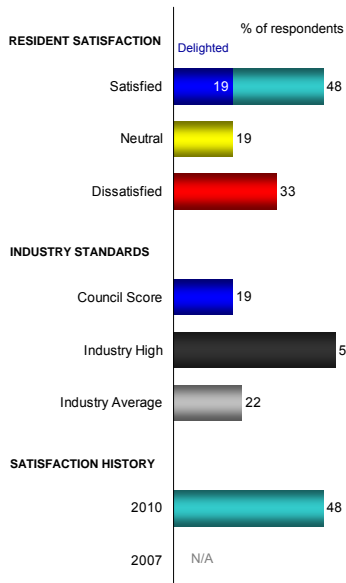


44

Planning & Building

Planning and building approvals

Familiar 72% Priority 17%



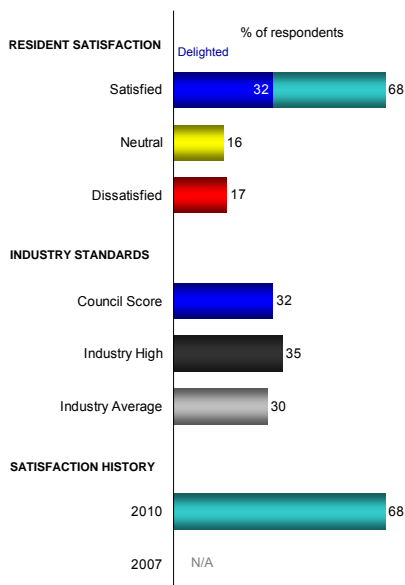
- Satisfaction is relatively low
 - 48% of respondents are satisfied
 - 33% of respondents are dissatisfied
- Satisfaction is higher among seniors.
- There is greatest room to improve satisfaction ratings among empty nesters and those living in Dalkeith Ward, followed by Coastal.

% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	18%	18%
Families with younger children	14%	32%
Families with older children	22%	32%
Empty nesters	10%	50%
Seniors	28%	28%
Coastal	19%	36%
Dalkeith	17%	42%
Hollywood	23%	25%
Melvista	17%	28%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 289)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)

The mix and diversity of housing types

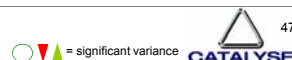
Familiar 96% Priority 9%



- Satisfaction is moderate
 - 68% of respondents are satisfied
- Satisfaction is higher among seniors and those living in the Hollywood Ward.

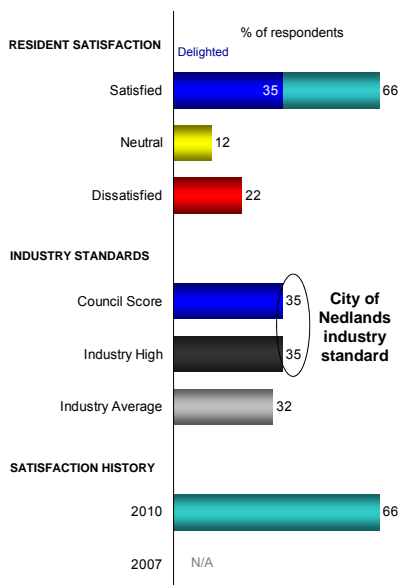
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	39%	26%
Families with younger children	31%	15%
Families with older children	22%	14%
Empty nesters	35%	23%
Seniors	41%	14%
Coastal	31%	11%
Dalkeith	26%	23%
Hollywood	40%	14%
Melvista	29%	19%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied. Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 387) Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)



The density and design of housing

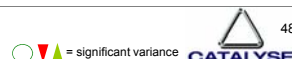
Familiar 97% Priority 15%



- Satisfaction is moderate
 - 66% of respondents are satisfied
 - 22% of respondents are dissatisfied
- Satisfaction is higher among younger singles / couples.
- There is greatest room to improve satisfaction ratings among empty nesters and those living in the Dalkeith Ward, followed by Melvista.

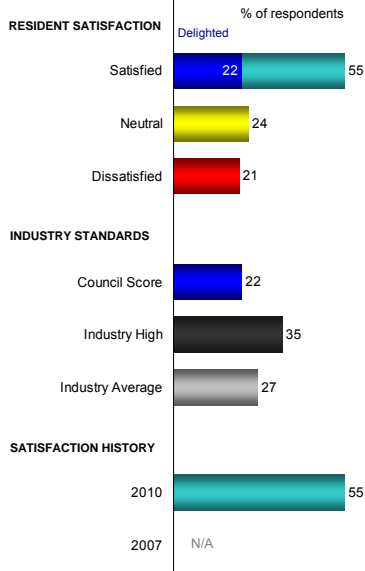
% of residents	Delighted	Dissatisfied
Younger singles / couples [^]	52%	22%
Families with younger children	30%	22%
Families with older children	36%	20%
Empty nesters	28%	35%
Seniors	42%	19%
Coastal	34%	20%
Dalkeith	30%	27%
Hollywood	35%	18%
Melvista	42%	25%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied. Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 389) Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)



What the City is doing to promote the area as desirable place to live and work

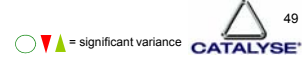
Familiar 84% Priority 1%



- Satisfaction is moderate
 - 55% of respondents are satisfied
 - 21% of respondents are dissatisfied
- Satisfaction is higher among seniors.

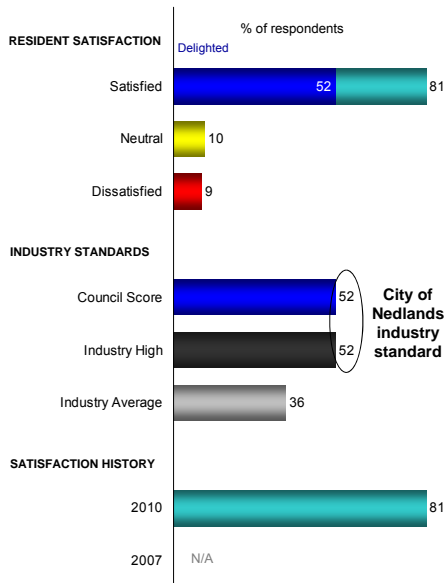
% of residents	Delighted	Dissatisfied
Younger singles / couples^	20%	25%
Families with younger children	16%	26%
Families with older children	21%	21%
Empty nesters	14%	27%
Seniors	38%	10%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: All respondents who gave a valid response, excludes 'don't know' and no response (Residents 2010 n = 336)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)



The area's character and identity

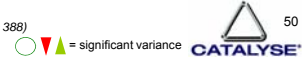
Familiar 97% Priority 1%



- Satisfaction is high
 - 81% of respondents are satisfied
- Satisfaction is higher among younger singles / couples and seniors.
- There is greatest room to improve satisfaction ratings among those living in the Coastal Ward.

% of residents	Delighted	Dissatisfied
Younger singles / couples^	65%	12%
Families with younger children	48%	11%
Families with older children	46%	12%
Empty nesters	48%	6%
Seniors	63%	4%
Coastal	40%	12%
Dalkeith	51%	7%
Hollywood	59%	8%
Melvista	55%	9%

Q. For each [of the area] how satisfied are you with the Council's performance. 10 = totally satisfied; 0 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (2003 n = c.467; 2004 n = c.480; 2007 n = 691; 2010 n = 388)
 Coding: Satisfied = 6-10; Delighted = 8,9 and 10; Neutral = 5; Dissatisfied = 0-4 ^ small sample size (n<30)



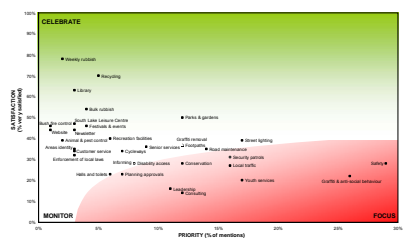
Community Priorities Indicator™

Community Priorities Indicator™

The Community Priorities Indicator assists Councils to identify strategic priorities. Importance and satisfaction levels are analysed and presented in three clusters. These clusters illustrate whether the service or facility is one that needs to be a focus for improvement, monitored or celebrated.

The **CELEBRATE** cluster contains services and facilities that are performing extremely well. At least 70% of respondents are very satisfied with the Council's performance (they rate satisfaction in the top 3 boxes on a 10-point scale). Celebrate success in these areas and maintain high performance levels!

Community Priorities Indicator™

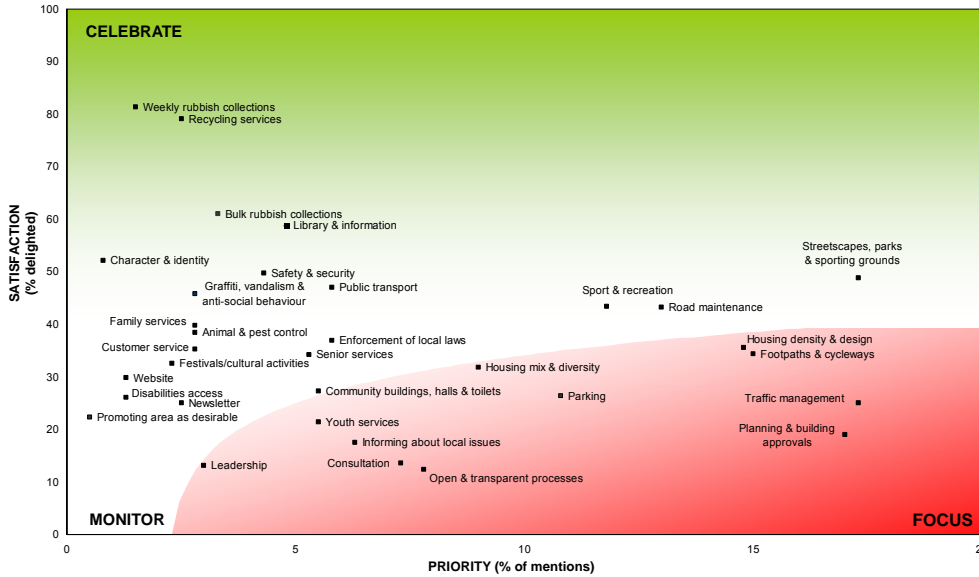


© First of all areas we have been discussing in this survey, which have the greatest importance for you in focus on response of ALL TABLE RESPONSE ALLOWED. How satisfied are you with [SERVICE/OUTCOME]? It is really satisfied, it is really dissatisfied. Check where to of importance being satisfaction in the focus. Best strategy of importance by 100% satisfaction. Importance actual (no comment or other facility provided).

MONITOR services and facilities in the lower left cluster. While respondents are less satisfied with these services, they are not considered high priority areas for improvement. Monitor performance in these areas. If satisfaction levels fall, these areas may become more of a priority.

FOCUS on improving services and facilities in the lower right cluster. These areas represent the 'hot issues' for Council. Consider how resources may be better utilised to improve performance. For example, Council may need to invest in better information, improved communications, improved service delivery or new infrastructure.

Community Priorities Indicator™



Q: From all the areas we have been discussing in this survey, which ones would you most like the City of Nedlands to focus on improving? MULTIPLE RESPONSE ALLOWED
 Q: How satisfied are you with [READ OUT AREA]? 10 = totally satisfied; 0 = totally dissatisfied. Chart shows % of respondents rating satisfaction in top 3 boxes
 Base: Priority – all respondents (Residents 2010 n = 402); Satisfaction - Respondents who use / can comment on service / facility (Residents 2010 n = various)



Strategic Insights

- Performance at the City of Nedlands has improved significantly over the past few years.
 - Overall satisfaction is 72% - up by 13% points and now on par with other Councils.
 - Perception of value for money has also increased significantly.
- The City has claimed a number of industry standards this year for:
 - The areas character and identity
 - Design & density of housing
 - Control of graffiti, vandalism & anti-social behaviour
 - Fortnightly recycling
 - Enforcement of local laws
 - Access to public transport
- It is recognised that the City could improve further by addressing the following areas:
 - Develop a vision for the City of Nedlands in consultation with the community.
 - Demonstrate greater understanding of community needs.
 - Be more open and transparent with decision making.
 - Continue to improve planning and building approvals, particularly relating to housing density and design (a greater concern among empty nesters and those in the Dalkeith Ward).
 - Enhance streetscapes, parks and sporting grounds (especially for empty nesters and those in the Melvista and Dalkeith Wards).
 - Improve footpaths and cycleways.
 - Address traffic concerns (especially among males).
 - Address parking concerns.



We'd love to discuss this report with you!

If you have any questions, please contact:

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