City of Fremantle
Community Perceptions
2015

June 2015
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Strategic overview
The purpose of this study was to evaluate community perceptions of the City’s performance against 7 strategic imperatives in the Strategic Community Plan.

404 phone surveys were conducted with a random and representative sample of the general population in May/June 2015. Interviewing was conducted in partnership with Edith Cowan University’s Survey Research Centre.
Overall satisfaction with the City of Fremantle

Place to live

86%

Governing Organisation

74%

## A City on the rise

**Satisfaction lifted 6% points or more over the past 3 years for:**

<table>
<thead>
<tr>
<th>Service</th>
<th>Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction with the governing organisation</td>
<td>▲ 7% pts</td>
</tr>
<tr>
<td>Council’s leadership</td>
<td>▲ 9% pts</td>
</tr>
<tr>
<td>Openness and transparency</td>
<td>▲ 9% pts</td>
</tr>
<tr>
<td>Value for money</td>
<td>▲ 11% pts</td>
</tr>
<tr>
<td>Sport and recreation facilities</td>
<td>▲ 6% pts</td>
</tr>
<tr>
<td>Parks and other green spaces</td>
<td>▲ 9% pts</td>
</tr>
<tr>
<td>Family services and facilities</td>
<td>▲ 13% pts</td>
</tr>
<tr>
<td>Access for people with disabilities</td>
<td>▲ 10% pts</td>
</tr>
<tr>
<td>Footpaths and cycleways</td>
<td>▲ 10% pts</td>
</tr>
<tr>
<td>Conservation and environmental management</td>
<td>▲ 12% pts</td>
</tr>
<tr>
<td>Enforcement of local laws</td>
<td>▲ 10% pts</td>
</tr>
<tr>
<td>Planning and building approvals</td>
<td>▲ 8% pts</td>
</tr>
<tr>
<td>Parking in the City Centre</td>
<td>▲ 8% pts</td>
</tr>
</tbody>
</table>

**The big winner was:**

**Youth services and facilities** ▲ 21% pts
Overall performance compared to other councils

Overall satisfaction with the City of Fremantle is slightly below the industry average.

% very satisfied (8-10): average of ‘place to live’ and ‘governing organisation’

City of Fremantle

Other Councils

Benchmarking % very satisfied (8-10)

Council score 43
Industry High 67
Industry Average 52

City of Fremantle
The City of Fremantle is the Industry Leader for Festivals, events and cultural activities
Q. How satisfied are you with [SERVICE AREA]? Base: All respondents, excludes don’t know and refused. Service areas are included when Industry Standards are available (i.e. three or more Councils have asked the same question in the past 3 years).
The community would like the City to focus on developing the City Centre and local economy, followed by anti-social behaviour, footpaths and cycleways.

Q. How satisfied are you with [SERVICE AREA]: Base: All respondents, excludes refused and don’t know (n = varies)
Q. Which areas would you most like the City of Fremantle to focus on improving? Base: All respondents (n = 404)
Performance against Strategic Imperatives

2010-15 strategic plan

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Score out of 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Development</td>
<td>Strengthen Fremantle’s economic capacity.</td>
<td>46</td>
</tr>
<tr>
<td>Urban Renewal &amp; Integration</td>
<td>Provide a great place to live, work and play through growth and renewal.</td>
<td>66</td>
</tr>
<tr>
<td>Climate Change &amp; Environmental Protection</td>
<td>Lead in the provision of environmentally sustainable solutions for the benefit of current and future generations.</td>
<td>79</td>
</tr>
<tr>
<td>Transport</td>
<td>Lead in the provision of environmentally and economically sustainable transport solutions.</td>
<td>72</td>
</tr>
<tr>
<td>Character</td>
<td>Sustain and grow arts and culture and preserve the importance of our social capital, built heritage and history.</td>
<td>77</td>
</tr>
<tr>
<td>Community &amp; Safety</td>
<td>Create a community where people feel safe in both private and public spaces.</td>
<td>58</td>
</tr>
<tr>
<td>Capability</td>
<td>Deliver on the achievement of our strategic imperatives through good governance, strong leadership, effective communication and excellence in delivery.</td>
<td>59</td>
</tr>
</tbody>
</table>
Residents want a vibrant shopping destination that they can feel proud of. Re-invigorate the City Centre with a major department store supported with a mix of leading brand and emerging retailers, activate public spaces and vacant shops, and focus on job creation.

CBD area has been left to decay as no business development in area.

It's not an inviting city to go into.

It's depressing going by empty shops they look like missing teeth.

The shops are closing and business is dying it is not the same Fremantle we knew.

The Council should organise for more individual retail businesses to open up within the Fremantle city centre.

Need to bring more businesses into the city centre to create more jobs.

No vision for shopping precinct as the area is now dead and people are moving to Garden City instead.
Activate the City Centre with balanced development that revives and showcases Fremantle’s unique vibe, while remaining a heritage champion. There are suggestions to improve the appearance of streetscapes and public spaces and provide more shops, offices and inner city living.

Liven it up!

Encouraging more small businesses within the town centre.

More effort with encouraging commercial development in the city centre, not just retail but also office development.

Inner city urbanisation needs an increase in apartments.

Kings Square is too conservative in design, not contemporary and not working.

I think the city centre should have more landscaping.

I think they should pedestrianize the cappuccino street (Market Street) and make it more bike friendly.

The preservation of the historic buildings and the heritage of the whole city, any new development takes into account the heritage and streetscape of the city.

Photo credit: https://upload.wikimedia.org/wikipedia/commons/thumb/7/7f/High_Street_Fremantle_1.jpg/430px-High_Street_Fremantle_1.jpg
Addressing community priorities

Parking in the City Centre

Provide more parking options in the City Centre, together with dedicated bays and reduced fees or free parking for local residents. A small number call for parking to be banned; substituted with alternative transport. Residents feel the high cost of parking prevents patronage of the shops in the city centre.

Parking. Need more of it.
Lack of free parking.
Parking in the whole city centre is getting worse.

Improve parking in the city centre, more bays and less parking fees for local residents.

Parking in the city centre should be cheaper for Fremantle residents compared to visitors.

Cars should not be allowed to park in the city centre ...only public transport should be allowed.

Substance abuse and violence are barriers for visiting the City Centre. Residents want more youth focused activities in the CBD to keep kids off the streets, greater policing and more responsive graffiti removal.

_Violent drunks and druggies are in the city centre._

_The anti-social behaviour... fighting, drinking and using drugs, we have lots of tourists and they wonder what's going on._

_Fix the anti-social behaviour. I like street art, but not graffiti._

_Graffiti should be cleaned up by the offenders and there should be designated areas for graffiti artists._

_Stopping the hoons in the city centre... needs more activities to occupy youth, to keep them out trouble._

_I'd like to see more stuff for youth and the CBD to be more friendly because its's not a pleasant experience._

_Safer streets in the CBD at night and reduction of anti-social behaviour, through more walking patrols of police and security staff._

Residents want safer cycleways with improved design, layout and maintenance. Separate bikes from pedestrians and cars, design safer intersections, and provide improved bike networks.

With footpaths, residents would like more regular maintenance across the city to improve safety.

- All the footpaths... need maintenance.
- Skateboarders and cyclists... are often moving too fast on pedestrian walkways.
- High Street should be pedestrianized permanently.
- Safe bike paths, separate to traffic and pedestrians.
- More cycle ways to take pressure off car traffic in CBD.
- More lockers or rails for cyclists.
- Cycle ways are dangerous, end abruptly, insufficient number of safe cycle ways in CBD.
- The cycleways don't make sense to me as either a driver or cyclist in the way that they just stop, I think it just causes too many problems for both.

Photo credit: http://3.bp.blogspot.com/-83SF70xkR4/TtN_ggXaKnI/AAAAAAAB4W4/uCxe2gFMETw/s1600/RIMG0047.1.JPG
Traffic management and control in the City Centre

Addressing community priorities

High volume and one-way streets are seen to restrict traffic movement. Residents suggest reducing congestion by limiting cars in the City Centre, routing traffic to allow smooth flow, and with better traffic management for special events. Some recommend pedestrianizing the cappuccino strip.

Improve on traffic congestion in the city centre, making it more pedestrian friendly e.g., more footpaths and cycleways.

Close down the city centre for vehicles, only buses should be able to access the centre.

Get rid of cars on the cappuccino strip.

Too many truck movements in small streets.

The roads, Hampton Road used to be dual, now single and it's murder getting through traffic.

Everything is one way. It's not easy to get around. [Not] being able to move around when there's something on.
Residents would like clear and open consultation with evidence that their views have been heard and acknowledged, taken seriously, and incorporated into decisions.

Actually take notice of the rate payers and quickly inform them of decisions they've made.

Past community consultation has not been taken up and feedback should be provided.

The council don't have a good consultative process, their minds are already made up.

They need to improve the communication and delivery of information between local residents and councillors/staff members.

I'd like them to focus on... listening to... the community, and not the developers.

Photo credit: http://www.tol.ca/portals/0/FileShare/ComDev/ocp_Workshop_Aldergrove_Kinsmen.JPG
The study
The study

In May-June the City of Fremantle administered the CATALYSE® Community Perceptions Survey.

**Purpose:** to evaluate community priorities and measure Council’s performance against key indicators in the Strategic Community Plan.

**Methodology:** 404 phone surveys were conducted with a random and representative sample of residents. Interviewing was completed by the Edith Cowan University Survey Research Centre. Quotas were set by age, gender and location and the final dataset was weighted to match the ABS Census population profile. Sampling precision is ±5% at the 95% confidence interval.

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

**Benchmarking:** When 3 or more councils ask comparable questions, benchmarking results are provided. Participating councils are listed overleaf.
Councils contributing to the Industry Standards*

Metropolitan

CITY OF Armadale  
CITY OF CANNING  
TOWN OF CLAREMONT  
City of Cockburn  
City of Fremantle  
City of Kwinana  
City of Mandurah  
City of Melville  
City of Nedlands  
Shire of Serpentine Jarrahdale  
City of South Perth  
City of Subiaco  
City of Wanneroo

Regional

City of Albany  
Shire of Broome  
Shire of Cape  
Shire of Collie  
Shire of Esperance  
Shire of Kalgoorlie-Boulder  
Shire of Northam  
Shire of Irwin  
Gingin

*Industry Standards provided when 3+ Councils have asked the same question in the past 3 years
How to read this report

Benchmarking shows performance compared to others. The Industry High is the highest score achieved by all participating councils. The Industry Avg is the average score of all participating councils.

Community variances show how results vary across the community based on the Net Satisfaction Score (NSS)

NSS = satisfied – dissatisfied

The table highlights variances that are 5% points above (+) or below (−) the overall NSS.

This chart shows the level of satisfaction in the community. Respondents are asked to rate satisfaction out of 10:

- Very satisfied: 8–10
- Somewhat satisfied: 6–7
- Neutral: 5
- Dissatisfied: 0–4

History shows how results vary over time based on overall levels of satisfaction.
Capability

Strategic Imperative: Deliver on the achievement of our strategic imperatives through good governance, strong leadership, effective communication and excellence in delivery.
Overall satisfaction with City as a governing organisation

74% of respondents are satisfied; up 7% points.

Level of satisfaction

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Very Satisfied (8-10)</th>
<th>Satisfied (6-7)</th>
<th>Neutral (5)</th>
<th>Dissatisfied (0-4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>45</td>
<td>29</td>
<td>9</td>
<td>17</td>
</tr>
</tbody>
</table>

Benchmarking

- Council score: 29
- Industry High: 57
- Industry Avg.: 39

History

% satisfied (6+)

- '05: 67
- '08: 74
- '10: 74
- '12: 67
- '15: 74

Community variances

- Home: -
- Key: +
- Person: +
- Next: +
- Age 0-12: +
- Age 13+: -
- Age 18-34: -
- Age 35-64: +
- Age 55+: -
- North Fremantle: +
- South Fremantle: -
- White Gum Valley: -
- Beaconfield: +
- Hilton: -
- Salan: -
- Disability: -

Q. Overall, how satisfied are you with the City of Fremantle, the organisation that governs the local area? Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 383).
Elected Members have a good understanding of our needs

49% of respondents agree.

**Benchmarking**

<table>
<thead>
<tr>
<th></th>
<th>% agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council score</td>
<td>49</td>
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<tr>
<td>Industry High</td>
<td>63</td>
</tr>
<tr>
<td>Industry Avg.</td>
<td>49</td>
</tr>
</tbody>
</table>

**Agree or disagree with statement**

<table>
<thead>
<tr>
<th></th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>39</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>27</td>
</tr>
<tr>
<td>Neither / don't know</td>
<td>10</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>9</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>15</td>
</tr>
</tbody>
</table>

**History**

<table>
<thead>
<tr>
<th>Year</th>
<th>% agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>'10</td>
<td>41</td>
</tr>
<tr>
<td>'12</td>
<td>47</td>
</tr>
<tr>
<td>'15</td>
<td>49</td>
</tr>
</tbody>
</table>

**Community variances**

Q. Do you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree with the following statements? Base: All respondents, excludes ‘refused’ (n = 404).
Staff have a good understanding of our needs

50% of respondents agree.

Agree or disagree with statement
% of respondents

- Strongly agree: 41%
- Somewhat agree: 31%
- Neither / don't know: 14%
- Somewhat disagree: 6%
- Strongly disagree: 9%

Benchmarking

<table>
<thead>
<tr>
<th>Council score</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry High</td>
<td>68</td>
</tr>
<tr>
<td>Industry Avg.</td>
<td>53</td>
</tr>
</tbody>
</table>

History
% agree

- '10: 49%
- '12: 44%
- '15: 50%

Community variances

- Community variances: + - - + + - - + - - + - -

Q. Do you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree with the following statements? Base: All respondents, excludes ‘refused’ (n = 404).
The City has developed and communicated a clear vision for Fremantle City Centre

40% of respondents agree.

### Benchmarking

<table>
<thead>
<tr>
<th>Category</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council score</td>
<td>40</td>
</tr>
<tr>
<td>Industry High</td>
<td>66</td>
</tr>
<tr>
<td>Industry Avg.</td>
<td>42</td>
</tr>
</tbody>
</table>

### Agree or Disagree with Statement

<table>
<thead>
<tr>
<th>Statement</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>31</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>25</td>
</tr>
<tr>
<td>Neither / don't know</td>
<td>22</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>14</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>9</td>
</tr>
</tbody>
</table>

### History

<table>
<thead>
<tr>
<th>Year</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>'10</td>
<td>29</td>
</tr>
<tr>
<td>'12</td>
<td>37</td>
</tr>
<tr>
<td>'15</td>
<td>40</td>
</tr>
</tbody>
</table>

### Community Variances

Q. Do you strongly disagree, somewhat disagree, feel neutral, somewhat agree or strongly agree with the following statements? Base: All respondents, excludes 'refused' (n = 404).
DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 329).

60% of respondents are satisfied; up 9% points.

**Council's leadership within the community**

**Benchmarking**
- % very satisfied (8+)
  - Council score: 21
  - Industry High: 43
  - Industry Avg.: 26

**Level of satisfaction**
- % of respondents
  - Very Satisfied (8-10): 39
  - Satisfied (6-7): 21
  - Neutral (5): 16
  - Dissatisfied (0-4): 24

**History**
- % satisfied (6+)
  - '05: 69
  - '08: 52
  - '10: 55
  - '12: 51
  - '15: 60

**Community variances**
- 0-12 years: +
- 13+ years: +
- Age 18-34: +
- Age 35-64: +
- Age 55+: -
- North Fremantle: -
- South Fremantle: -
- White Gum Valley: +
- Beaconsfield: +
- Hilton: +
- Falcon: +
- Fremantle: -
- DIY: +
- Women: +
- Men: +
- People with a disability: +
How open and transparent Council processes are

52% of respondents are satisfied; up 9% points since 2010.

Level of satisfaction

% of respondents

Very Satisfied (8-10) 38
Satisfied (6-7) 17
Neutral (5) 30
Dissatisfied (0-4) 14

History

% satisfied (6+)

Benchmarking

% very satisfied (8+)

Council score 14
Industry High 37
Industry Avg. 23

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 295).
56% of respondents are satisfied; trending up.

Benchmarking
% very satisfied (8+)

Council score

Industry High

Industry Avg.

Level of satisfaction
% of respondents

Very Satisfied (8-10)
37

Satisfied (6-7)
19

Neutral (5)
18

Dissatisfied (0-4)
26

History
% satisfied (6+)

'S05 '08 '10 '12 '15

65 48 50 53 56

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 357).
How the community is informed about local issues

61% of respondents are satisfied.

Benchmarking
% very satisfied (8+)

Council score 19

Industry High 41

Industry Avg. 27

Level of satisfaction
% of respondents

Very Satisfied (8-10)

Satisfied (6-7)

Neutral (5)

Dissatisfied (0-4)

69

61

60

59

61

Direct responsibility Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 372).
Source of information about what’s happening locally

Information sources
% of respondents

- Fremantle Herald: 70
- Fremantle Gazette - general mentions: 36
- Family and friends / word of mouth: 23
- Social Media - City of Fremantle*: 12
- Direct mail / flyers / brochures / letters: 10
- Council’s websites^: 8
- Banners / posters / signage: 7
- Social Media - Other: 6
- Council eNewsletters**: 6
- Other people in the local community: 5
- Local community newspaper - general mentions: 4
- The West Australian newspaper: 4
- Newsbites - weekly ad in Fremantle Gazette: 3
- Local library: 3
- Other non-council websites: 2
- Other: 6
- Don’t know: 2

* All council websites, including Fremantle Story and Fremantle Arts Centre
* City of Fremantle generated Facebook / Twitter content (includes Fremantle Arts Centre, Fremantle Story, City of Fremantle, Fremantle youth events, Fremantle library, Fremantle Festival, Fremantle Street Arts Festival, Fremantle Heritage festival)
** includes eNews from Fremantle Arts Centre, City of Fremantle Newsbytes and Fremantle Story

Q. Where do you mostly find out about what’s happening in the local area? DO NOT READ OUT.  MULTIPLE RESPONSES ALLOWED? Base: All respondents, excludes refused (n = 404)
43% of respondents recall seeing or reading Newsbites, the Council’s weekly column in the Fremantle Gazette, over the past 12 months; down 13% points.

Q. In the past 12 months, have you seen or read Newsbites, the Council’s weekly column in the Fremantle Gazette? Base: All respondents, excludes refused (n = 390)
44% of respondents have visited the City of Fremantle’s main Council website over the past 12 months.

Q. In the past 12 months, have you visited the City of Fremantle’s main Council website?  
Base: All respondents, excludes refused (n = 371)
The City’s website

60% of respondents are satisfied.

Benchmarking

% very satisfied (8+)

Council score 27

Industry High 50

Industry Avg. 37

Level of satisfaction

% of respondents

Very Satisfied (8-10) 727
Satisfied (6-7) 32
Neutral (5) 17
Dissatisfied (0-4) 24

History

% satisfied (6+)

'S05 '08 '10 '12 '15

48 69 58 60

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 228).
64% of respondents are satisfied; up 11% points.

**Benchmarking**

% very satisfied (8+)

- Council score: 25
- Industry High: 46
- Industry Avg.: 27

**Level of satisfaction**

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Very Satisfied (8-10)</th>
<th>Satisfied (6-7)</th>
<th>Neutral (5)</th>
<th>Dissatisfied (0-4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>64%</td>
<td>39</td>
<td>25</td>
<td>17</td>
<td>19</td>
</tr>
</tbody>
</table>

**History**

% satisfied (6+)

- '05: 69
- '08: 59
- '10: 53
- '12: 64
- '15: 64

**Community variances**

- House: +
- Key: -
- 0-12 years: -
- 13+ years: +
- Age 18-34: -
- Age 35-64: +
- Age 55+: -
- North Fremantle: -
- Fremantle: +
- South Fremantle: -
- White Gum Valley: +
- Beaconsfield: +
- Hilton: -
- Claisebrook: -

Q. How satisfied are you with the value for money you get from your Council rates? Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 256).
Community Safety

Strategic Imperative: Create a community where people feel safe in both private and public spaces.
Residents are mostly concerned with drug and alcohol abuse, and loud and abusive language. Concerns tend to be higher among home owners, seniors and those with a disability.

### Level of concern

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Not at all concerned</th>
<th>Extremely concerned</th>
<th>High concern (4-5)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Public drunkenness</td>
<td>8</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Loud and abusive language</td>
<td>13</td>
<td>14</td>
<td>21</td>
</tr>
<tr>
<td>Drug use</td>
<td>13</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Harassment for money</td>
<td>12</td>
<td>21</td>
<td>25</td>
</tr>
<tr>
<td>Robbery of personal possessions</td>
<td>23</td>
<td>22</td>
<td>25</td>
</tr>
<tr>
<td>Dangerous driving and hooning</td>
<td>28</td>
<td>23</td>
<td>18</td>
</tr>
</tbody>
</table>

### Community variances

<table>
<thead>
<tr>
<th>Public drunkenness</th>
<th>Loud and abusive language</th>
<th>Drug use</th>
<th>Harassment for money</th>
<th>Robbery</th>
<th>Dangerous driving/hooning</th>
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<td>+</td>
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<td>+</td>
<td>+</td>
</tr>
<tr>
<td>0-12 years</td>
<td>13+ years</td>
<td>Age 18-34</td>
<td>Age 35-64</td>
<td>Age 55+</td>
<td>North Fremantle</td>
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<td></td>
<td>Fremantle</td>
</tr>
<tr>
<td>0-12 years</td>
<td>13+ years</td>
<td>Age 18-34</td>
<td>Age 35-64</td>
<td>Age 55+</td>
<td>South Fremantle</td>
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<td>Maling Cliffs</td>
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<td>13+ years</td>
<td>Age 18-34</td>
<td>Age 35-64</td>
<td>Age 55+</td>
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<td>0-12 years</td>
<td>13+ years</td>
<td>Age 18-34</td>
<td>Age 35-64</td>
<td>Age 55+</td>
<td>Hilton</td>
</tr>
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<td>Salmon</td>
</tr>
</tbody>
</table>

Q. Are you aware of the following new development projects currently underway or planned for the Fremantle City Centre? Base: All respondents, excludes don’t know and refused (n = 371 to 392)
Control of graffiti, vandalism and anti-social behaviour in your local area

63% of respondents are satisfied; up 11% points.

Benchmarking
% very satisfied (8+)
Measure: control of graffiti, vandalism and antisocial behaviour

Council score 29
Industry High 63
Industry Avg. 35

Level of satisfaction
% of respondents

Very Satisfied (8-10) 34
Satisfied (6-7) 15
Neutral (5) 22
Dissatisfied (0-4) 29

History
% satisfied (6+)
Historical measure: control of graffiti, vandalism and antisocial behaviour

SHARED RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 366).
Control of graffiti, vandalism and anti-social behaviour in the Fremantle city centre

53% of respondents are satisfied.

Benchmarking
% very satisfied (8+)
Measure: control of graffiti, vandalism and antisocial behaviour

Council score: 19
Industry High: 63
Industry Avg.: 35

Level of satisfaction
% of respondents

Very Satisfied (8-10) 34
Satisfied (6-7) 19
Neutral (5) 19
Dissatisfied (0-4) 28

History
% satisfied (6+)
Historical measure: control of graffiti, vandalism and antisocial behaviour

'05 '08 '10 '12 '15
64 50 51 52 53

Community variances

SHARED RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 353).
Character

Strategic Imperative: Sustain and grow arts and culture and preserve the importance of our social capital, built heritage and history.
Festivals, events and cultural activities

88% of respondents are satisfied; setting the Industry High!

Benchmarking
% very satisfied (8+)

Council score

Industry High

Industry Avg.

Level of satisfaction
% of respondents

Very Satisfied (8-10) 62
Satisfied (6-7) 27
Neutral (5) 6
Dissatisfied (0-4) 5

History
% satisfied (6+)

90 '05
89 '08
92 '10
85 '12
88 '15

Community variances

SHARED RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 381).
**Fremantle Arts Centre**

**90% of respondents are satisfied.**

### Benchmarking

<table>
<thead>
<tr>
<th>Council score</th>
<th>Industry High</th>
<th>Industry Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>69</td>
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### Level of satisfaction

<table>
<thead>
<tr>
<th>Very Satisfied (8-10)</th>
<th>Satisfied (6-7)</th>
<th>Neutral (5)</th>
<th>Dissatisfied (0-4)</th>
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</thead>
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<tr>
<td>69</td>
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### History

<table>
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<th>% satisfied (6+)</th>
</tr>
</thead>
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<td>89</td>
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<tr>
<td>'08</td>
<td>85</td>
</tr>
<tr>
<td>'10</td>
<td>90</td>
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### Community variances

<table>
<thead>
<tr>
<th>House</th>
<th>Key</th>
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<th>13+ years</th>
<th>Age 18-34</th>
<th>Age 35-64</th>
<th>Age 55+</th>
<th>North Fremantle</th>
<th>Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Beaconsfield</th>
<th>Hilton</th>
<th>Jaxon</th>
<th>Handicap</th>
</tr>
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<tbody>
<tr>
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</tr>
</tbody>
</table>

**DIRECT RESPONSIBILITY Q.** How satisfied are you with:  Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 330).
84% of respondents are satisfied.

**Level of satisfaction**

<table>
<thead>
<tr>
<th>Very Satisfied (8-10)</th>
<th>Satisfied (6-7)</th>
<th>Neutral (5)</th>
<th>Dissatisfied (0-4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>56</td>
<td>29</td>
<td>8</td>
<td>7</td>
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</tbody>
</table>

**History**

<table>
<thead>
<tr>
<th>Year</th>
<th>Satisfied (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>'05</td>
<td>88</td>
</tr>
<tr>
<td>'08</td>
<td>86</td>
</tr>
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<td>'10</td>
<td>87</td>
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<tr>
<td>'12</td>
<td>84</td>
</tr>
<tr>
<td>'15</td>
<td>84</td>
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</table>

**Benchmarking**

<table>
<thead>
<tr>
<th>Category</th>
<th>% Very Satisfied (8+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council score</td>
<td>56</td>
</tr>
<tr>
<td>Industry High</td>
<td>74</td>
</tr>
<tr>
<td>Industry Avg.</td>
<td>60</td>
</tr>
</tbody>
</table>

**Community variances**

- Additional information or categories related to age, gender, community, and other demographics.

DIRECT RESPONSIBILITY Q. How satisfied are you with:  Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 345).
83% of respondents are satisfied; up 11% points since 2010.

Benchmarking
% very satisfied (8+)

Council score 44

Industry High 72

Industry Avg. 52

Level of satisfaction
% of respondents

Very Satisfied (8-10) 44
Satisfied (6-7) 39
Neutral (5) 8
Dissatisfied (0-4) 8

History
% satisfied (6+)

'05 82
'08 74
'10 72
'12 76
'15 83

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with:  Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 349).
Community buildings and halls

68% of respondents are satisfied.

Benchmarking
% very satisfied (8+)

Council score 29

Industry High 55

Industry Avg. 34

Level of satisfaction
% of respondents

Very Satisfied (8-10) 40
Satisfied (6-7) 29
Neutral (5) 23
Dissatisfied (0-4) 9

History
% satisfied (6+)

'05: 72
'08: 68
'10: 68
'12: 63
'15: 68

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 317).
How local history and heritage is preserved and promoted

80% of respondents are satisfied.

Benchmarking
% very satisfied (8+)

Council score

Industry High

Industry Avg.

Level of satisfaction
% of respondents

Very Satisfied (8-10) 49
Satisfied (6-7) 31
Neutral (5) 10
Dissatisfied (0-4) 10

History
% satisfied (6+)

'05 88  '08 77  '10 77  '12 75  '15 80

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 373).
69% of respondents are satisfied; trending down.

**Benchmarking**

% very satisfied (8+)

- **Council score**: 26
- **Industry High**: 52
- **Industry Avg.**: 37

**Level of satisfaction**

% of respondents

- Very Satisfied (8-10): 43%
- Satisfied (6-7): 26%
- Neutral (5): 11%
- Dissatisfied (0-4): 20%

**History**

% satisfied (6+)

- '05: 83%
- '08: 74%
- '10: 76%
- '12: 71%
- '15: 69%

**Community variances**

<table>
<thead>
<tr>
<th>Community variances</th>
<th>0-12 years</th>
<th>13+ years</th>
<th>Age 18-34</th>
<th>Age 35-64</th>
<th>Age 55+</th>
<th>North Fremantle</th>
<th>Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Beaconsfield</th>
<th>Hilton</th>
<th>Janson</th>
<th>Handicap</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>+</td>
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<td>+</td>
<td>-</td>
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<td>+</td>
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</tr>
</tbody>
</table>

**DIRECT RESPONSIBILITY**

Q. How satisfied are you with:  

Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 377).
80% of respondents are satisfied; bouncing back 9% points.

Benchmarking
% very satisfied (8+)

Council score

Industry High

Industry Avg.

Level of satisfaction
% of respondents

Very Satisfied (8-10)

Satisfied (6-7)

Neutral (5)

Dissatisfied (0-4)

History
% satisfied (6+)

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 396).
74% of respondents are satisfied; jumping up 21% points.

Benchmarking

<table>
<thead>
<tr>
<th>Council score</th>
<th>Industry High</th>
<th>Industry Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>% very satisfied (8+)</td>
<td>31</td>
<td>45</td>
</tr>
</tbody>
</table>

Level of satisfaction

<table>
<thead>
<tr>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied (8-10)</td>
</tr>
<tr>
<td>Satisfied (6-7)</td>
</tr>
<tr>
<td>Neutral (5)</td>
</tr>
<tr>
<td>Dissatisfied (0-4)</td>
</tr>
<tr>
<td>31</td>
</tr>
</tbody>
</table>

History

% satisfied (6+)

<table>
<thead>
<tr>
<th>Year</th>
<th>05</th>
<th>08</th>
<th>10</th>
<th>12</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>55</td>
<td>51</td>
<td>53</td>
<td>53</td>
<td>74</td>
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</table>

Community variances

<table>
<thead>
<tr>
<th>Age</th>
<th>North Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Beaconsfield</th>
<th>Hilton</th>
<th>Kingston</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-12 years</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>13+ years</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

SHARED RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 285).
79% of respondents are satisfied; up 13% points.

Benchmarking
% very satisfied (8+)

Council score 34
Industry High 53
Industry Avg. 36

Level of satisfaction
% of respondents

Very Satisfied (8-10) 45
Satisfied (6-7) 34
Neutral (5) 12
Dissatisfied (0-4) 9

History
% satisfied (6+)

'05 78
'08 71
'10 74
'12 66
'15 79

Community variances

SHARED RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 274).
Facilities, services & care available for seniors

60% of respondents are satisfied.

Benchmarking
% very satisfied (8+)

Council score: 23
Industry High: 57
Industry Avg.: 40

Level of satisfaction
% of respondents

Very Satisfied (8-10): 36%
Satisfied (6-7): 23%
Neutral (5): 16%
Dissatisfied (0-4): 24%

History
% satisfied (6+)

'S05: 70%
'S08: 61%
'S10: 59%
'S12: 57%
'S15: 60%

Community variances

SHAREO RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 194).
Access to services & facilities for people with disabilities

69% of respondents are satisfied; up 10% points.

Benchmarking
% very satisfied (8+)

Council score

Industry High

Industry Avg.

Level of satisfaction
% of respondents

Very Satisfied (8-10)
Satisfied (6-7)
Neutral (5)
Dissatisfied (0-4)

History
% satisfied (6+)

Community variances

SHARED RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 202).
Transport

Strategic Imperative: Lead in the provision of environmentally and economically sustainable transport solutions.
Traffic management & control in the City Centre

66% of respondents are satisfied; trending up.

Benchmarking
% very satisfied (8+)

Council score **26**
Industry High **NA**
Industry Avg. **NA**

Level of satisfaction
% of respondents

Very Satisfied (8-10) 40
Satisfied (6-7) 15
Neutral (5) 19
Dissatisfied (0-4) 26

History
% satisfied (6+)

<table>
<thead>
<tr>
<th>Year</th>
<th>05</th>
<th>08</th>
<th>10</th>
<th>12</th>
<th>15</th>
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<tbody>
<tr>
<td></td>
<td>66</td>
<td>59</td>
<td>59</td>
<td>63</td>
<td>66</td>
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Community variances

<p>| | | | | | | | | | | | | |</p>
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</tbody>
</table>

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 372).
Traffic management and control on local roads

68% of respondents are satisfied.

Benchmarking
% very satisfied (8+)
- Council score 28
- Industry High 53
- Industry Avg. 34

Level of satisfaction
% of respondents
- Very Satisfied (8-10) 40
- Satisfied (6-7) 28
- Neutral (5) 13
- Dissatisfied (0-4) 19

History
% satisfied (6+)
- '05 73
- '08 60
- '10 68
- '12 63
- '15 68

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 378).
79% of respondents are satisfied; trending up.

**Level of satisfaction**

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Very Satisfied (8-10)</th>
<th>Satisfied (6-7)</th>
<th>Neutral (5)</th>
<th>Dissatisfied (0-4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>41%</td>
<td>38%</td>
<td>9%</td>
<td>12%</td>
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**History**

<table>
<thead>
<tr>
<th>% satisfied (6+)</th>
<th>'05</th>
<th>'08</th>
<th>'10</th>
<th>'12</th>
<th>'15</th>
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<tr>
<td></td>
<td>77</td>
<td>69</td>
<td>70</td>
<td>74</td>
<td>79</td>
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**Community variances**

<table>
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<th>+</th>
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</thead>
</table>

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 386).
79% of respondents are satisfied.

Benchmarking
% very satisfied (8+)

Council score 39
Industry High 44
Industry Avg. 42

Level of satisfaction
% of respondents

Very Satisfied (8-10) 40
Satisfied (6-7) 39
Neutral (5) 10
Dissatisfied (0-4) 11

History
% satisfied (6+)

88 '05
79 '08
81 '10
77 '12
79 '15

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with:  Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 391).
75% of respondents are satisfied.

Benchmarking
% very satisfied (8+)

Council score 39

Industry High 56

Industry Avg. 46

Level of satisfaction
% of respondents

Very Satisfied (8-10) 39
Satisfied (6-7) 36
Neutral (5) 15
Dissatisfied (0-4) 0

History
% satisfied (6+)

'05 81
'08 70
'10 78
'12 71
'15 75

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 396).
65% of respondents are satisfied; up 10% points.

Level of satisfaction

<table>
<thead>
<tr>
<th>Very Satisfied (8-10)</th>
<th>Satisfied (6-7)</th>
<th>Neutral (5)</th>
<th>Dissatisfied (0-4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>16%</td>
<td>19%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Council score

- Benchmarking
  - % very satisfied (8+)
    - Council score: 26
    - Industry High: 52
    - Industry Avg.: 37

History

% satisfied (6+)

- '05: 74
- '08: 59
- '10: 64
- '12: 55
- '15: 65

Community variances

- -
- +
- -
- +
- -
- -
- +
- -
- -
- +

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes 'don't know' and 'refused' (n = 394).
Climate Change & Environmental Protection

Strategic Imperative: Lead in the provision of environmentally sustainable solutions for the benefit of current and future generations.
75% of respondents are satisfied; up 12% points.

### Level of satisfaction

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>Level of satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>75%</td>
<td>Very Satisfied (8-10)</td>
</tr>
<tr>
<td>38%</td>
<td>Satisfied (6-7)</td>
</tr>
<tr>
<td>12%</td>
<td>Neutral (5)</td>
</tr>
<tr>
<td>13%</td>
<td>Dissatisfied (0-4)</td>
</tr>
</tbody>
</table>

### History

<table>
<thead>
<tr>
<th>Year</th>
<th>% Satisfied (6+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>'05</td>
<td>72</td>
</tr>
<tr>
<td>'08</td>
<td>62</td>
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<td>'10</td>
<td>68</td>
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<tr>
<td>'12</td>
<td>63</td>
</tr>
<tr>
<td>'15</td>
<td>75</td>
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### Benchmarking

<table>
<thead>
<tr>
<th>% very satisfied (8+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council score</td>
</tr>
<tr>
<td>37</td>
</tr>
<tr>
<td>Industry High</td>
</tr>
<tr>
<td>54</td>
</tr>
<tr>
<td>Industry Avg.</td>
</tr>
<tr>
<td>35</td>
</tr>
</tbody>
</table>

### Community variances

- Age 18-34
- Age 35-64
- Age 55+
- North Fremantle
- South Fremantle
- White Gum Valley
- Beaconsfield
- Hilton
- Green
- Handicap

DIRECT RESPONSIBILITY Q. How satisfied are you with:  Base: All respondents, excludes 'don’t know' and 'refused' (n = 337).
Weekly rubbish and recycling collections

87% of respondents are satisfied.

Benchmarking
% very satisfied (8+)

Council score
Industry High
Industry Avg.

Level of satisfaction
% of respondents

Very Satisfied (8-10)
Satisfied (6-7)
Neutral (5)
Dissatisfied (0-4)

History
% satisfied (6+)

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 400).
83% of respondents are satisfied; trending up.

**Benchmarking**

<table>
<thead>
<tr>
<th>% very satisfied (8+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council score</td>
</tr>
<tr>
<td>Industry High</td>
</tr>
<tr>
<td>Industry Avg.</td>
</tr>
</tbody>
</table>

**Level of satisfaction**

<table>
<thead>
<tr>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied (8-10)</td>
</tr>
<tr>
<td>Satisfied (6-7)</td>
</tr>
<tr>
<td>Neutral (5)</td>
</tr>
<tr>
<td>Dissatisfied (0-4)</td>
</tr>
</tbody>
</table>

**History**

<table>
<thead>
<tr>
<th>% satisfied (6+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>'05</td>
</tr>
<tr>
<td>'08</td>
</tr>
<tr>
<td>'10</td>
</tr>
<tr>
<td>'12</td>
</tr>
<tr>
<td>'15</td>
</tr>
</tbody>
</table>

**Community variances**

<table>
<thead>
<tr>
<th>Age</th>
<th>North Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Beaconsfield</th>
<th>Hilton</th>
<th>Jann</th>
<th>Uganda</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-12 years</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13+ years</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 18-34</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 35-64</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 55+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

DIRECT RESPONSIBILITY Q. How satisfied are you with:  Base: All respondents, excludes 'don't know' and 'refused' (n = 386).
Enforcement of local-laws relating to food, health, noise and pollution

71% of respondents are satisfied; up 10% points.

**Level of satisfaction**

<table>
<thead>
<tr>
<th>Level</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>41</td>
</tr>
<tr>
<td>Satisfied</td>
<td>30</td>
</tr>
<tr>
<td>Neutral</td>
<td>16</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>13</td>
</tr>
</tbody>
</table>

**Council score**

- **Very satisfied (8+)**: 30%

**Industry High**

- **Very satisfied (8+)**: 49%

**Industry Avg.**

- **Very satisfied (8+)**: 32%

**History**

<table>
<thead>
<tr>
<th>Year</th>
<th>% satisfied (6+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>'05</td>
<td>74</td>
</tr>
<tr>
<td>'08</td>
<td>60</td>
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<tr>
<td>'10</td>
<td>66</td>
</tr>
<tr>
<td>'12</td>
<td>61</td>
</tr>
<tr>
<td>'15</td>
<td>71</td>
</tr>
</tbody>
</table>

**Community variances**

- House: -
- Key: +
- Age 0-12 years: +
- Age 13+ years: -
- Age 18-34: +
- Age 35-64: -
- Age 55+: -
- North Fremantle: -
- South Fremantle: -
- White Gum Valley: +
- Beaconsfield: -
- Hilton: +
- Garden: -

**DIRECT RESPONSIBILITY Q.** How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 293).
Urban Renewal & Integration

Strategic Imperative: Providing a great place to live, work and play, through growth and renewal.
86% of respondents are satisfied.

**Level of satisfaction**

- Very Satisfied (8-10): 57%
- Satisfied (6-7): 29%
- Neutral (5): 6%
- Dissatisfied (0-4): 8%

**History**

- 2005: 88%
- 2008: 86%
- 2010: 86%
- 2012: 86%
- 2015: 86%

**Benchmarking**

- Council score: 57%
- Industry High: 86%
- Industry Avg.: 64%

**Community variances**

- Age 18-34: 79
- Age 35-64: 78
- Age 55+: 76
- North Fremantle: 79
- South Fremantle: 77
- White Gum Valley: 81
- Beaconsfield: 81
- Hilton: 78
- Safety: -
46% of respondents are satisfied; up 8% points.

Level of satisfaction
% of respondents

<table>
<thead>
<tr>
<th>Very Satisfied (8-10)</th>
<th>Satisfied (6-7)</th>
<th>Neutral (5)</th>
<th>Dissatisfied (0-4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>22</td>
<td></td>
<td>32</td>
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</tbody>
</table>

Benchmarking
% very satisfied (8+)

<table>
<thead>
<tr>
<th>Council score</th>
<th>18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry High</td>
<td>38</td>
</tr>
<tr>
<td>Industry Avg.</td>
<td>23</td>
</tr>
</tbody>
</table>

History
% satisfied (6+)

<table>
<thead>
<tr>
<th>Year</th>
<th>05</th>
<th>08</th>
<th>10</th>
<th>12</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>53</td>
<td>38</td>
<td>39</td>
<td>38</td>
<td>46</td>
</tr>
</tbody>
</table>

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 255).
The Fort Knox redevelopment has the highest profile, followed by the Atwell Arcade, Double Tree Hotel and Quest Hotel developments. Project awareness is higher among residents in the suburb of Fremantle. It is lower among 18-34 year olds and those who renting.

### Aware of development projects

<table>
<thead>
<tr>
<th>Project Description</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redevelopment of the old Fort Knox Building into the Heirloom apartment building</td>
<td>64</td>
</tr>
<tr>
<td>Atwell Arcade including office and retail space</td>
<td>52</td>
</tr>
<tr>
<td>Double Tree Hotel by Hilton on Point Street</td>
<td>38</td>
</tr>
<tr>
<td>Quest Hotel on Pakenham Street</td>
<td>25</td>
</tr>
</tbody>
</table>

### Community variances

<table>
<thead>
<tr>
<th>Location</th>
<th>Heirloom apartments</th>
<th>Atwell Arcade</th>
<th>Double Tree Hotel</th>
<th>Quest Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heirloom</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Atwell</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Double Tree</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Quest</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Q. Are you aware of the following new development projects currently underway or planned for the Fremantle City Centre? Base: All respondents, excludes refused (n = 404)
Economic Development

Strategic Imperative: Strengthen Fremantle’s economic capacity.
40% of respondents are satisfied.

<table>
<thead>
<tr>
<th>Benchmarking</th>
<th>% very satisfied (8+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council score</td>
<td>6</td>
</tr>
<tr>
<td>Industry High</td>
<td>22</td>
</tr>
<tr>
<td>Industry Avg.</td>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level of satisfaction</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied (8-10)</td>
<td>34</td>
</tr>
<tr>
<td>Satisfied (6-7)</td>
<td>20</td>
</tr>
<tr>
<td>Neutral (5)</td>
<td>6</td>
</tr>
<tr>
<td>Dissatisfied (0-4)</td>
<td>40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>History</th>
<th>% satisfied (6+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>'05</td>
<td>72</td>
</tr>
<tr>
<td>'08</td>
<td>50</td>
</tr>
<tr>
<td>'10</td>
<td>47</td>
</tr>
<tr>
<td>'12</td>
<td>39</td>
</tr>
<tr>
<td>'15</td>
<td>40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community variances</th>
</tr>
</thead>
<tbody>
<tr>
<td>House</td>
</tr>
<tr>
<td>Key</td>
</tr>
<tr>
<td>People 0-12 years</td>
</tr>
<tr>
<td>People 13+ years</td>
</tr>
<tr>
<td>Age 18-34</td>
</tr>
<tr>
<td>Age 35-64</td>
</tr>
<tr>
<td>Age 55+</td>
</tr>
<tr>
<td>North Fremantle</td>
</tr>
<tr>
<td>Fremantle</td>
</tr>
<tr>
<td>South Fremantle</td>
</tr>
<tr>
<td>White Gum Valley</td>
</tr>
<tr>
<td>Beaconsfield</td>
</tr>
<tr>
<td>Hilton</td>
</tr>
<tr>
<td>Garden</td>
</tr>
</tbody>
</table>

**SHAREd RESPONSIBILITY Q.** How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 254).
52% of respondents are satisfied.

**Benchmarking**

<table>
<thead>
<tr>
<th>% very satisfied (8+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council score</td>
</tr>
<tr>
<td>Industry High</td>
</tr>
<tr>
<td>Industry Avg.</td>
</tr>
</tbody>
</table>

**Level of satisfaction**

<table>
<thead>
<tr>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied (8-10)</td>
</tr>
<tr>
<td>Satisfied (6-7)</td>
</tr>
<tr>
<td>Neutral (5)</td>
</tr>
<tr>
<td>Dissatisfied (0-4)</td>
</tr>
</tbody>
</table>

**History**

% satisfied (6+)

- '05: 17
- '08: 35
- '10: 21
- '12: 27
- '15: 52

**Community variances**

- House: -
- Key: +
- Person: -
- Person (13+ years): +
- Age 0-12 years: -
- Age 13-34 years: +
- Age 35-64 years: +
- Age 65+ years: -
- North Fremantle: -
- South Fremantle: +
- White Gum Valley: -
- Beaconsfield: +
- Hilton: -
- Fusion: -

**SHARED RESPONSIBILITY Q.** How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 361).
46% of respondents are satisfied; up 8% points.

Benchmarkeding

% very satisfied (8+)

Council score

Industry High

Industry Avg.

Level of satisfaction

% of respondents

Very Satisfied (8-10) 15
Satisfied (6-7) 31
Neutral (5) 12
Dissatisfied (0-4) 42

History

% satisfied (6+)

'05 61 '08 37 '10 44 '12 38 '15 46

Community variances

DIRECT RESPONSIBILITY Q. How satisfied are you with: Base: All respondents, excludes ‘don’t know’ and ‘refused’ (n = 386).
Overview of Community Variances
Overall, the following groups tend to be happier:

- Males
- Younger adults (18-34 years)
- Renters
- Residents in Fremantle and White Gum Valley
- Residents in Hilton (with exception of streetscapes, roads, paths and cycleways where they express higher concern)

There tends to be higher levels of concern among:

- Females
- Those aged 35+ years
- Those with a disability or impairment
- Residents in North Fremantle, South Fremantle and Samson
### An overview of community variances

<table>
<thead>
<tr>
<th>Capability</th>
<th>Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governing organisation</td>
<td>Fremantle Arts Centre</td>
</tr>
<tr>
<td>Elected Member understanding</td>
<td>Library + info services</td>
</tr>
<tr>
<td>Staff understanding of needs</td>
<td>Sport + rec facilities</td>
</tr>
<tr>
<td>Clear vision</td>
<td>Community buildings + halls</td>
</tr>
<tr>
<td>Council’s leadership</td>
<td>Local history + heritage</td>
</tr>
<tr>
<td>Openness and transparency</td>
<td>Streetscapes</td>
</tr>
<tr>
<td>Consultation</td>
<td>Parks + green spaces</td>
</tr>
<tr>
<td>Informing about local issues</td>
<td>Youth services + facilities</td>
</tr>
<tr>
<td>Newsbites readership</td>
<td>Family services + facilities</td>
</tr>
<tr>
<td>Website visitation</td>
<td>Senior services + facilities</td>
</tr>
<tr>
<td>Website satisfaction</td>
<td>Disability access</td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>0-12 years</th>
<th>13+ years</th>
<th>18-34</th>
<th>35-64</th>
<th>55+</th>
<th>North Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Beaconsfield</th>
<th>Hilton</th>
<th>Samson</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>+</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>35-64</td>
<td>+</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>55+</td>
<td>+</td>
<td>-</td>
<td>+</td>
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<td>-</td>
<td>-</td>
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</tr>
</tbody>
</table>
An overview of community variances

<table>
<thead>
<tr>
<th>Safety</th>
<th>North Fremantle</th>
<th>Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Balgownie-Peard</th>
<th>Hillary</th>
<th>Sinnamon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graffiti/V/ASB - local area</td>
<td>+</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Graffiti/V/ASB - City Centre</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Traffic management - City</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>Traffic management - Local</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>Road maintenance</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Street + road signs</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Street lighting</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Footpaths + cycleways</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Transport</th>
<th>North Fremantle</th>
<th>Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Balgownie-Peard</th>
<th>Hillary</th>
<th>Sinnamon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic management - City</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>Traffic management - Local</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>Road maintenance</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Street + road signs</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Street lighting</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Footpaths + cycleways</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
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</table>

<table>
<thead>
<tr>
<th>Climate Change</th>
<th>North Fremantle</th>
<th>Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Balgownie-Peard</th>
<th>Hillary</th>
<th>Sinnamon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation + environment</td>
<td>+</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>Weekly rubbish + recycling</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Verge-side bulk rubbish</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Enforcement Local Laws</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Urban renewal</th>
<th>North Fremantle</th>
<th>Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Balgownie-Peard</th>
<th>Hillary</th>
<th>Sinnamon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place to live</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Planning + building approvals</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Economic Development</th>
<th>North Fremantle</th>
<th>Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Balgownie-Peard</th>
<th>Hillary</th>
<th>Sinnamon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic development + jobs</td>
<td>+</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>City Centre development</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>City Centre parking</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>North Fremantle</th>
<th>Fremantle</th>
<th>South Fremantle</th>
<th>White Gum Valley</th>
<th>Balgownie-Peard</th>
<th>Hillary</th>
<th>Sinnamon</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-12 years</td>
<td>+</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>13+ years</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>+</td>
</tr>
</tbody>
</table>
Moving Forward
Moving forward

The community would like the City to focus on 5 key areas:

1. Economic development
2. City Centre development
3. Parking in the City Centre
4. Anti-social behaviour
5. Footpaths and cycleways
CATALYSE is proud to support Indigenous artists.

“Fireworks” is the exciting work of Yinjaa-Barni Artist, Maudie Jerrold.

Yinjaa-Barni Artists are traditional owners from the Fortescue River region. Their paintings depict the remarkable country of the Pilbara in Western Australia’s north-west. The contrasts of the harsh environment with the hidden gorges of cool water, the seeds and flowers bursting out after rain, are moments that belong to the great Creation stories of the Marrga.

Other works may be viewed at the Japingka Gallery in Fremantle [www.japingka.com.au].
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