



CATALYSE[®]

CATALYSE[®] Community Perceptions Survey[©]

Prepared for the City of South Perth

June 2006

Contents

Executive summary _____ 3

Introduction and research method _____ 4

Survey results _____ 5

Overall satisfaction _____ 6

Performance gap analysis _____ 7

Governance and communication _____ 10

Built environment _____ 20

Natural environment _____ 29

Community services _____ 37

Economic Development _____ 52

Executive Summary

In 2006, the City of South Perth administered the CATALYSE® Community Perceptions Survey among residents to evaluate and monitor performance across a range of services & facilities. 401 residents participated in the study. The survey was conducted by CATALYSE® Pty Ltd and provides Council with valid performance measures that can be benchmarked and consistently monitored over time.

OVERALL SATISFACTION RATINGS

	2003	2004	2006	Industry High	Average	Comparison to Average
Satisfied (6+ out of 10)	76%	83%	82%	85%	77%	▲

FOCUS

Planning & building approvals
Being open & transparent
Consulting the community
Informing the community

These areas are rated very important & received lower satisfaction ratings

CELEBRATE

Recycling
Streetscapes, parks & sports grounds
Being family friendly
Protecting natural areas
Footpaths & cycleways

These areas are very important to residents and they are delighted with service levels

Opportunities explored

Majority support for a third bulk rubbish collection to replace tip passes

Strong support for a multi-purpose community centre, especially among younger families

Introduction and research method

- In May 2006, CATALYSE® conducted community perceptions research to determine:
 - Overall satisfaction with the City of South Perth
 - Perceived importance and satisfaction for selected services and facilities
 - Performance gaps

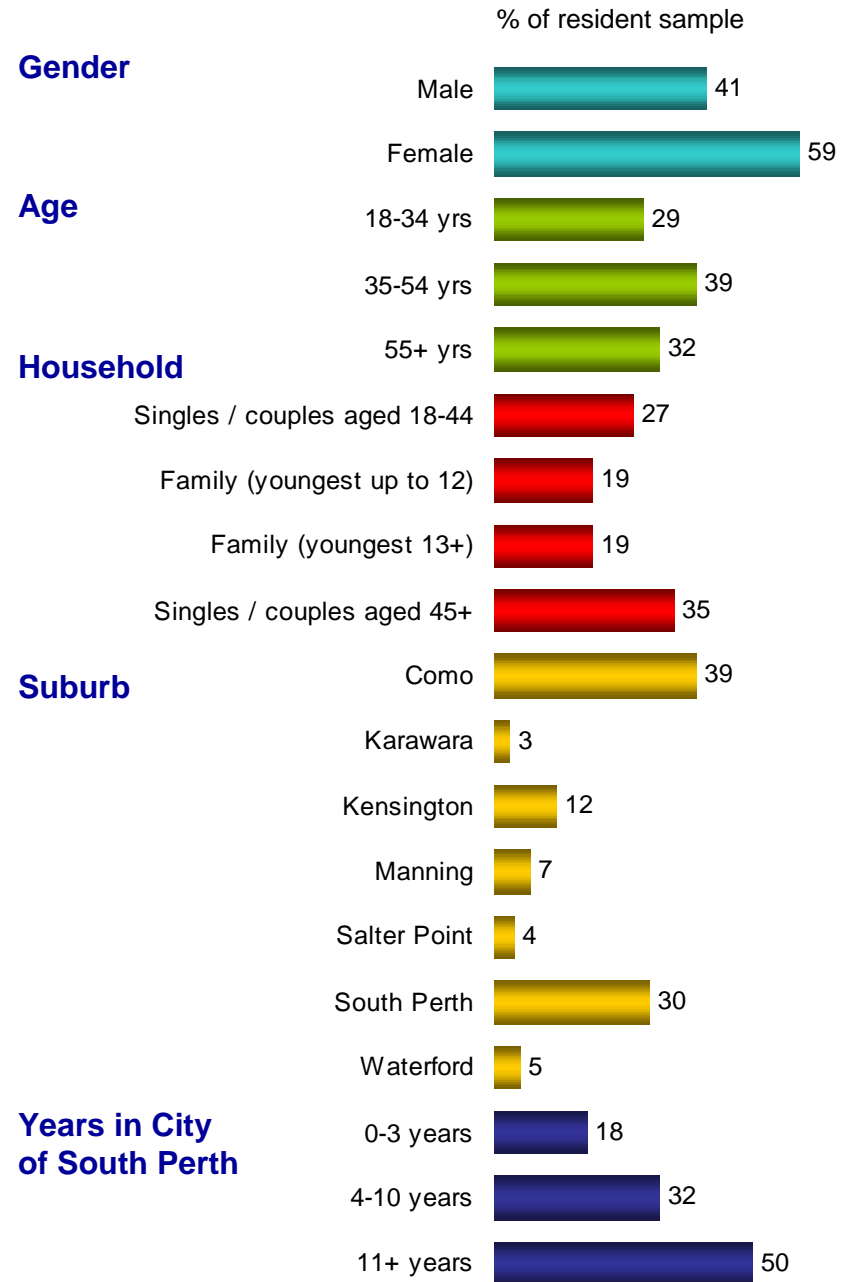
- 401 residents completed a survey
 - Surveys were administered using computer assisted telephone interviews
 - Residential quotas were set by age, gender and location to obtain a representative sample
 - Sampling precision is +/- 5% at the 95% confidence interval and meets the level specified by the Office of Auditor General

- CATALYSE® Industry Standards are provided in this report when three or more Councils asked the same or similar question in the past 18 months. Councils included in the Industry Standards include:

- City of Armadale	- City of Joondalup
- Town of Bassendean	- Serpentine-Jarrahdale Shire
- City of Belmont	- Town of Kwinana
- Town of Claremont	- City of Mandurah
- City of Cockburn	- City of Melville
- City of Fremantle	- City of Wanneroo

- Historical comparisons are made against surveys completed in 2003 and 2004

Resident sample composition



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



Survey Results

Overall satisfaction



- Overall satisfaction is high
 - 82% of residents are satisfied
 - Mean satisfaction rating = 7.0
- Satisfaction is highest among newer residents
- There is greatest room to improve satisfaction among residents 35-54 years and longer-term residents

% of residents	Top 3	Dissatisfied
18-34 yrs	44%	3%
35-54 yrs	34%	10%
55+ yrs	44%	9%
0-3 years in City of South Perth	59%	0%
4-10 years in City of South Perth	34%	5%
11+ years in City of South Perth	37%	12%

Q1. On a scale of 1 to 10 where 10 is totally satisfied and 1 is totally dissatisfied, overall, how satisfied are you with the City of South Perth?
 Base: All respondents who gave a valid response, excludes 'don't know' (Residents 2003 = 300, 2004 = 304, 2006 = 399)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied 1-4

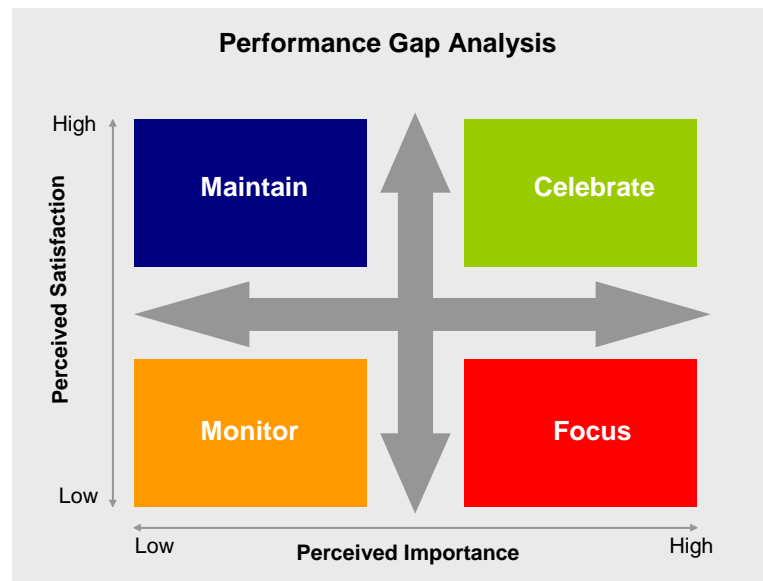
Performance gap analysis

Performance gap analysis assists Council to identify strategic priorities. Importance and satisfaction levels are analysed and presented in four quadrants (shown below) to illustrate which services and facilities need to be improved, monitored, maintained and celebrated.

Levels of high satisfaction and lower levels of importance depict the **MAINTAIN** quadrant. Services and facilities that fall into this quadrant are less important to the community and the Council is performing very well in delivering them (to those who use them). This quadrant requires no strategic intervention besides maintaining current levels of performance.

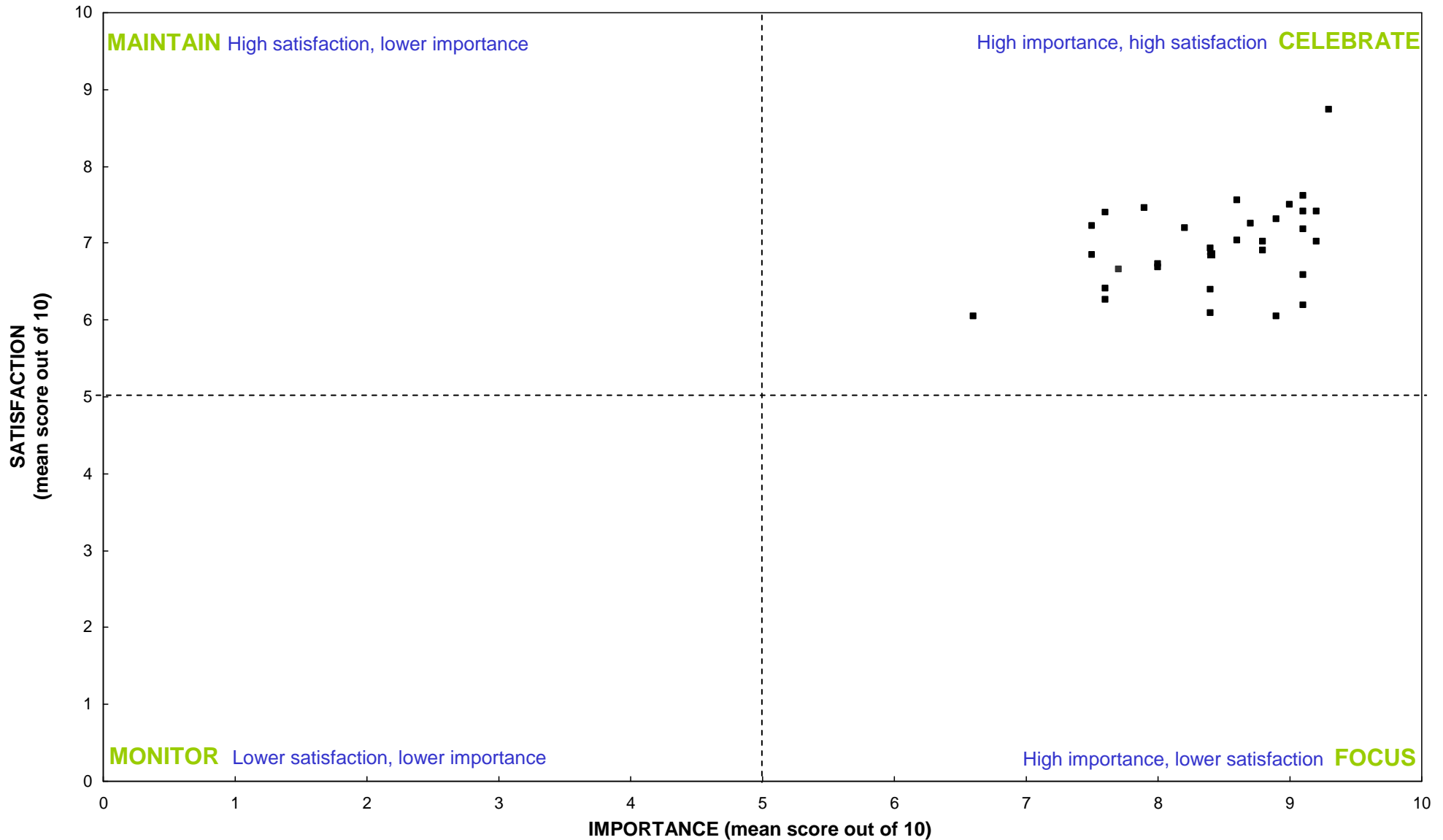
MONITOR represents the quadrant of lower importance & lower satisfaction levels. Services and facilities that fall into this quadrant are less important to the community and the Council is performing less well in delivering them (to those who use them). This quadrant requires Council to monitor perceived levels of importance and satisfaction and make required adjustments if a particular service or facility moves into another quadrant.

CELEBRATE represents the quadrant of high importance and high satisfaction. Services and facilities that fall into this quadrant are important to the community and the Council is performing extremely well in delivering them (to those who use them). This quadrant requires no special strategic emphasis besides maintaining current levels of performance and promoting the the Council's performance.



The **FOCUS** quadrant comprises services and facilities that have high levels of perceived importance and lower levels of satisfaction. These areas represent the 'hot issues' for Council. Services and facilities that fall into this quadrant require Council to invest resources and effort to improve performance and perceived levels of satisfaction.

Performance gap analysis



Q: How important is it for the City of South Perth to provide each service to its residents? 10 point scale where '10' is extremely important and '1' is of no importance.

Q: How satisfied are you with the City of South Perth's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.

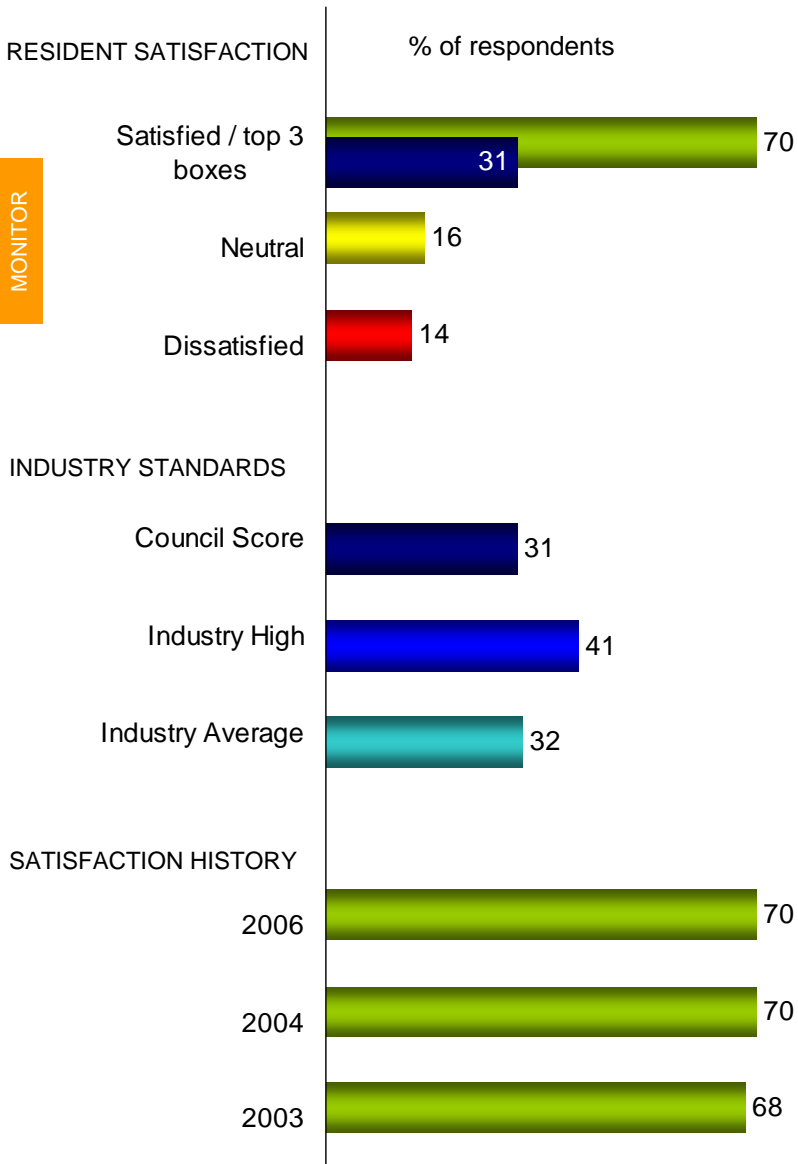
Base: Importance – all respondents. Satisfaction - Respondents who use / can comment on service / facility (n=various)

DOTTED LINE: indicates neutral rating



GOVERNANCE AND COMMUNICATION

Provide good leadership within the community

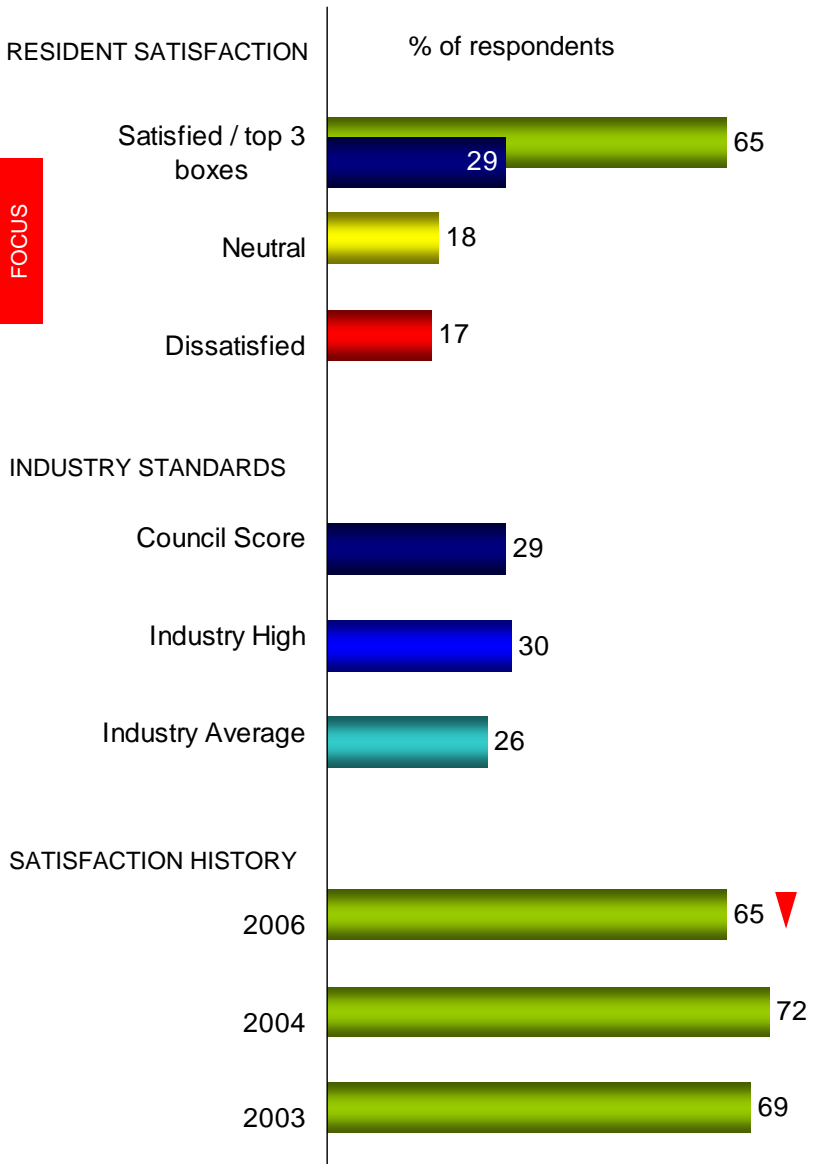


- Satisfaction is relatively high
 - 70% of residents are satisfied
- Satisfaction is highest among singles / couples and newer residents
- There is greatest room to improve satisfaction ratings among families and longer-term residents

% of residents	Top 3	Dissatisfied
Singles / couples aged 18-44	32%	9%
Families with kids under 13 years	16%	18%
Families with kids aged 13+	25%	21%
Singles / couples aged 45+	39%	12%
0-3 years in City of South Perth	40%	7%
4-10 years in City of South Perth	20%	11%
11+ years in City of South Perth	34%	17%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 332; 2004 n = 359; 2006 n = 344)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Be open and transparent with processes



- Satisfaction is moderate
 - 65% of residents are satisfied
- Satisfaction is highest among singles / couples and newer residents
- There is greatest room to improve satisfaction ratings among families and longer-term residents

% of residents	Top 3	Dissatisfied
Singles / couples aged 18-44	33%	7%
Families with kids under 13 years	19%	25%
Families with kids aged 13+	24%	21%
Singles / couples aged 45+	35%	17%
0-3 years in City of South Perth	35%	9%
4-10 years in City of South Perth	30%	15%
11+ years in City of South Perth	27%	21%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 320; 2004 n = 375; 2006 n = 349)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide customer focused telephone services

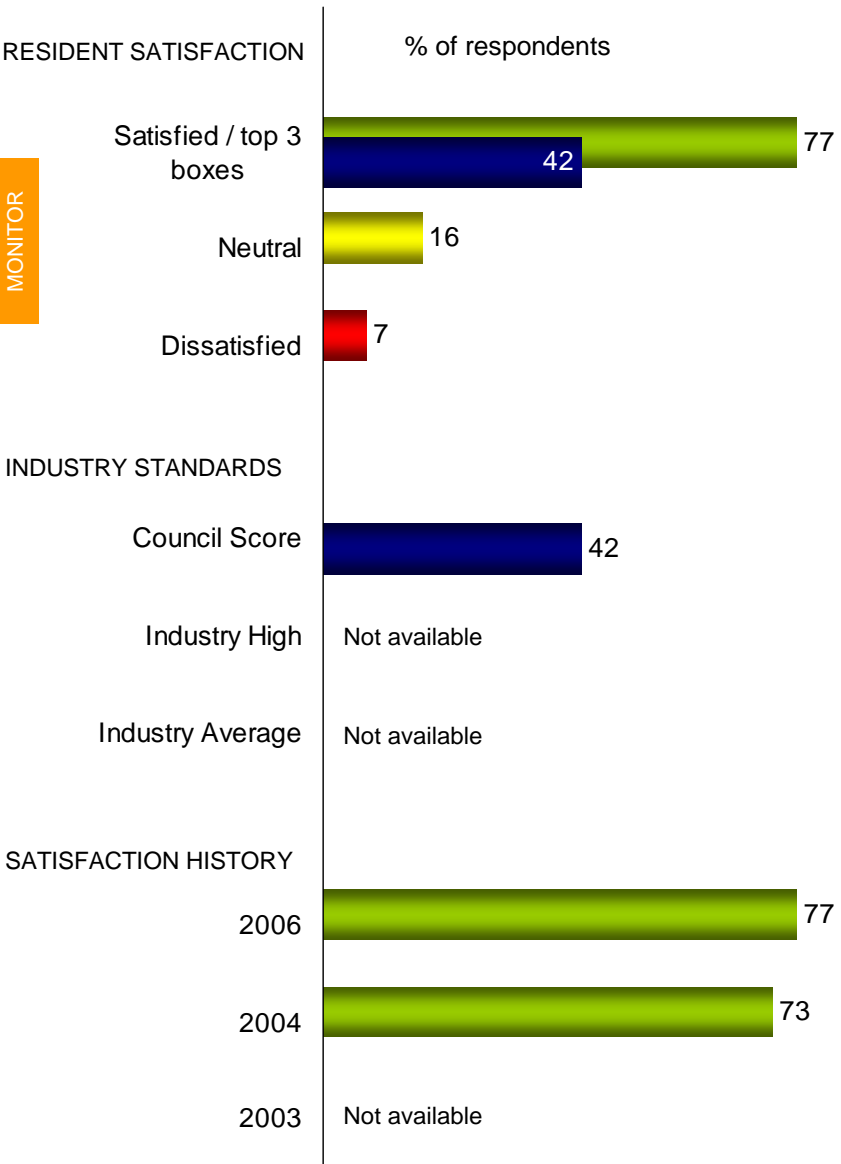


- Satisfaction is moderate
 - 66% of residents are satisfied
- Satisfaction is highest among older singles / couples
- There is greatest room to improve satisfaction ratings among residents aged 35-54 years, families and longer-term residents

% of residents	Top 3	Dissatisfied
18-34 yrs	40%	10%
35-54 yrs	30%	23%
55+ yrs	47%	20%
Singles / couples aged 18-44	35%	10%
Families with kids under 13 years	31%	22%
Families with kids aged 13+	35%	27%
Singles / couples aged 45+	46%	20%
0-3 years in City of South Perth	42%	6%
4-10 years in City of South Perth	36%	18%
11+ years in City of South Perth	37%	23%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2004 n = 338; 2006 n = 265)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide customer focused services when visiting Council offices



- Satisfaction is relatively high
 - 77% of residents are satisfied
- Satisfaction is highest among seniors and newer residents

% of residents	Top 3	Dissatisfied
18-34 yrs	27%	8%
35-54 yrs	37%	9%
55+ yrs	58%	5%
0-3 years in City of South Perth	51%	7%
4-10 years in City of South Perth	33%	6%
11+ years in City of South Perth	44%	8%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2004 n = 321; 2006 n = 294)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Inform the community about local issues



- Satisfaction is high
 - 81% of residents are satisfied
- Satisfaction is highest among singles / couples
- There is greatest room to improve satisfaction ratings among those aged 35-54, families and medium-term residents

% of residents	Top 3	Dissatisfied
18-34 yrs	44%	5%
35-54 yrs	30%	9%
55+ yrs	46%	8%
Singles / couples aged 18-44	42%	3%
Families with kids under 13 years	28%	12%
Families with kids aged 13+	34%	10%
Singles / couples aged 45+	46%	7%
0-3 years in City of South Perth	50%	1%
4-10 years in City of South Perth	27%	8%
11+ years in City of South Perth	43%	9%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 389; 2004 n = 392; 2006 n = 393)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Consult the community about local issues



- Satisfaction is relatively high
 - 76% of residents are satisfied
- Satisfaction is highest among seniors

% of residents	Top 3	Dissatisfied
18-34 yrs	32%	8%
35-54 yrs	29%	15%
55+ yrs	45%	14%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 383; 2004 n = 390; 2006 n = 372)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide an informative, weekly column (such as City Update) in the community newspaper

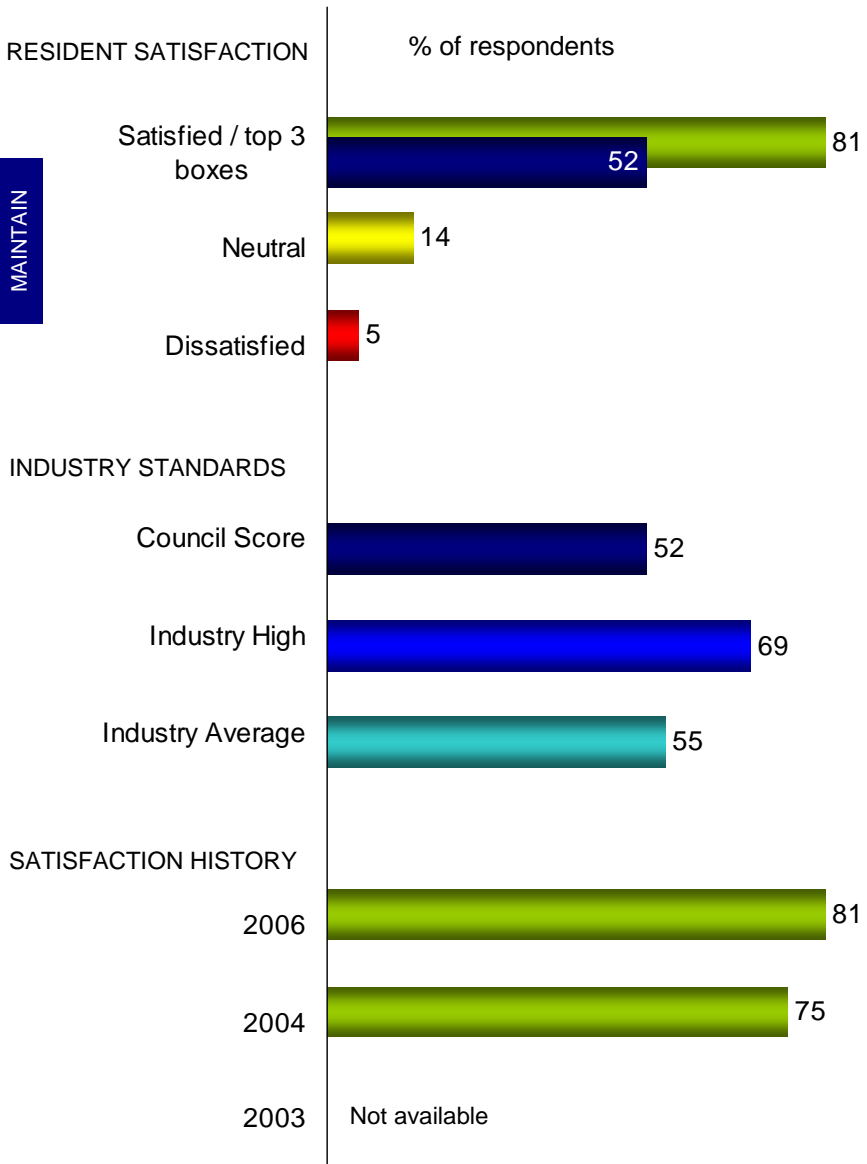


- Satisfaction is relatively high
 - 77% of residents are satisfied
- Satisfaction is highest among older singles / couples and residents living in Karawara
- There is greatest room to improve satisfaction ratings among residents living in Salter Point

% of residents	Top 3	Dissatisfied
Como	40%	5%
Karawara	78%	0%
Kensington	37%	7%
Manning	44%	8%
Salter Point	15%	38%
South Perth	45%	8%
Waterford	26%	16%
Singles / couples aged 18-44	41%	7%
Families with kids under 13 years	33%	11%
Families with kids aged 13+	34%	8%
Singles / couples aged 45+	48%	7%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2004 n = 343; 2006 n = 335)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide a regular and informative newsletter, such as The Peninsula

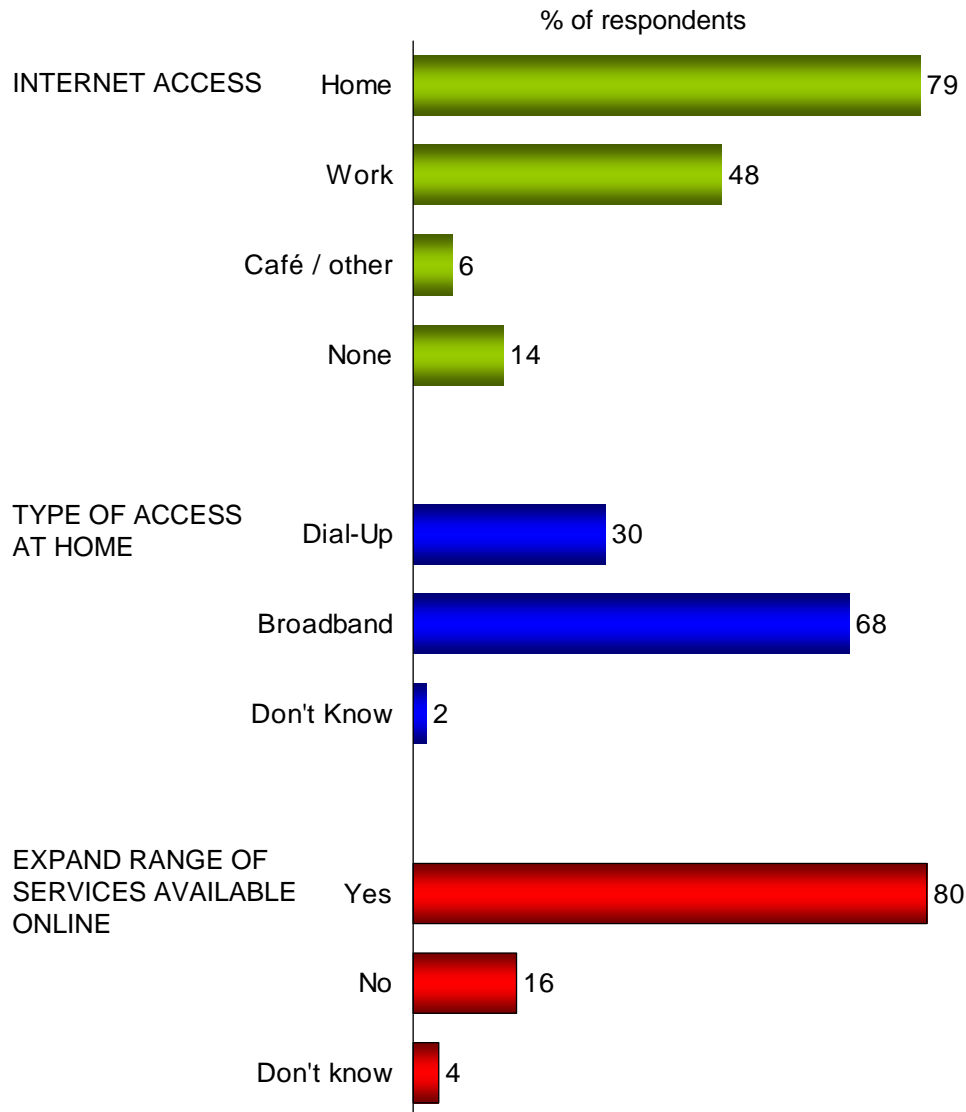


- Satisfaction is high
 - 81% of residents are satisfied
- Satisfaction is highest among seniors

% of residents	Top 3	Dissatisfied
18-34 yrs	43%	2%
35-54 yrs	50%	6%
55+ yrs	63%	8%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2004 n = 359; 2006 n = 353)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Internet behaviour



- 86% of respondents have access to the Internet
- Home access is highest among males and those with children
 - 85% of males have access compared to 74% of females
 - 92% of families have access compared to 83% of younger singles / couples and 63% of older singles / couples
- Among those with Internet access at home, most now have a broadband connection
- Broadband adoption is highest among families
 - 73% of younger families and 77% of older families have broadband connections, compared to 62% of younger singles / couples and 64% of older singles / couples
- There is strong support for the City of South Perth to expand the range of services available online
- Resistance is more likely to come from females and seniors
 - 19% of females oppose expanding the range of services online, compared to 11% of males
 - 25% of seniors oppose expanding the range of services online, compared to 12-13% of those aged 18-54

Q10. Do you have access to the internet at home, work or other location? Base: all respondents (n=401)

Q11. At home do you have a dial-up internet connection or broadband? Base: respondents with access at home (n=315)

Q12. Would you like the City of South Perth to expand the range of services online? Base: respondents with internet access (n=345)

○ ▼ ▲ = significant variance



BUILT ENVIRONMENT

Provide planning and building approvals



- Satisfaction is moderate
 - 61% of residents are satisfied
- Satisfaction is highest among seniors and newer residents
- There is greatest room to improve satisfaction ratings among those aged 35-54 years and longer-term residents

% of residents	Top 3	Dissatisfied
18-34 yrs	33%	16%
35-54 yrs	22%	31%
55+ yrs	39%	20%
0-3 years in City of South Perth	41%	12%
4-10 years in City of South Perth	24%	25%
11+ years in City of South Perth	31%	26%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2004 n = 324; 2006 n = 300)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide and maintain community buildings, halls and toilets

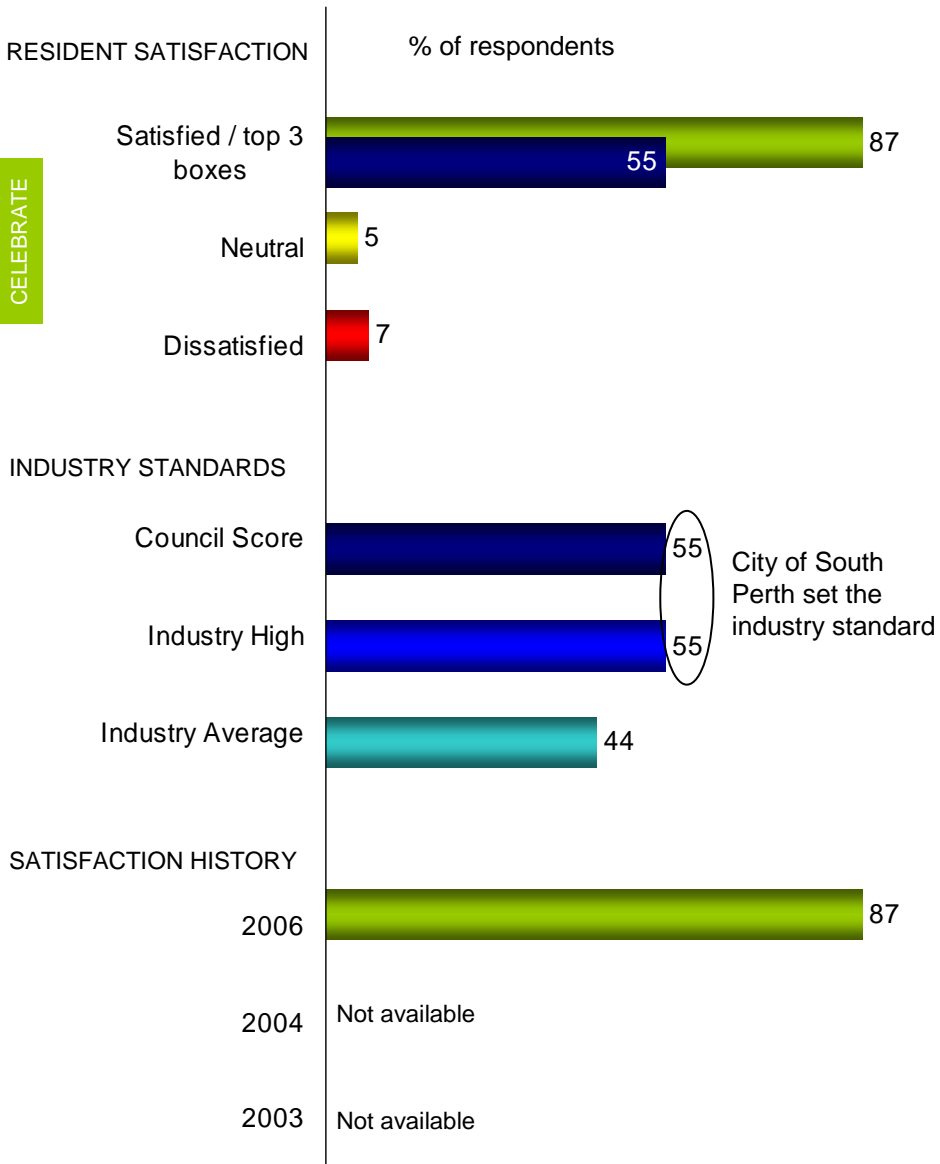


- Satisfaction is high
 - 83% of residents are satisfied
- Satisfaction is highest among seniors

% of residents	Top 3	Dissatisfied
18-34 yrs	40%	4%
35-54 yrs	38%	8%
55+ yrs	55%	6%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 362)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide and maintain footpaths and cycleways



- Satisfaction is high
 - 87% of residents are satisfied
- Satisfaction is highest among older singles / couples and newer residents
- There is greatest room to improve satisfaction ratings among families with younger children

% of residents	Top 3	Dissatisfied
Singles / couples aged 18-44	55%	5%
Families with kids under 13 years	45%	16%
Families with kids aged 13+	49%	4%
Singles / couples aged 45+	65%	6%
0-3 years in City of South Perth	69%	3%
4-10 years in City of South Perth	50%	6%
11+ years in City of South Perth	53%	10%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 398)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide sufficient street lighting

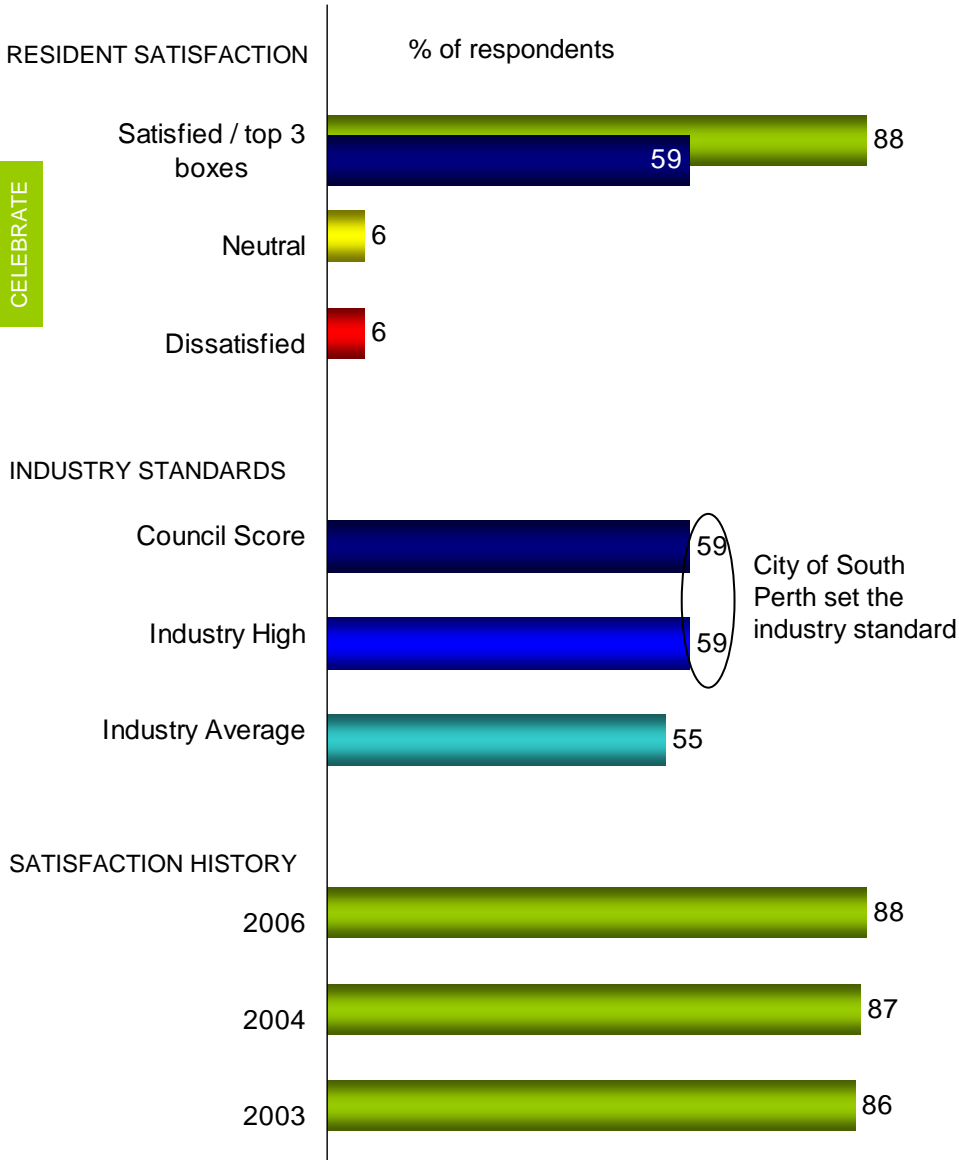


- Satisfaction is high
 - 83% of residents are satisfied
- Satisfaction is highest among seniors

% of residents	Top 3	Dissatisfied
18-34 yrs	44%	9%
35-54 yrs	43%	10%
55+ yrs	67%	6%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 398)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide street sweeping and cleaning



- Satisfaction is high
- 88% of residents are satisfied
- Perceptions are similar across the community

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 395; 2004 n = 395; 2006 n = 398)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Control parking around shopping areas



- Satisfaction is relatively high
 - 74% of residents are satisfied
- Perceptions are similar across the community

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 376)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Manage traffic, parking and the clean-up for Skyshow

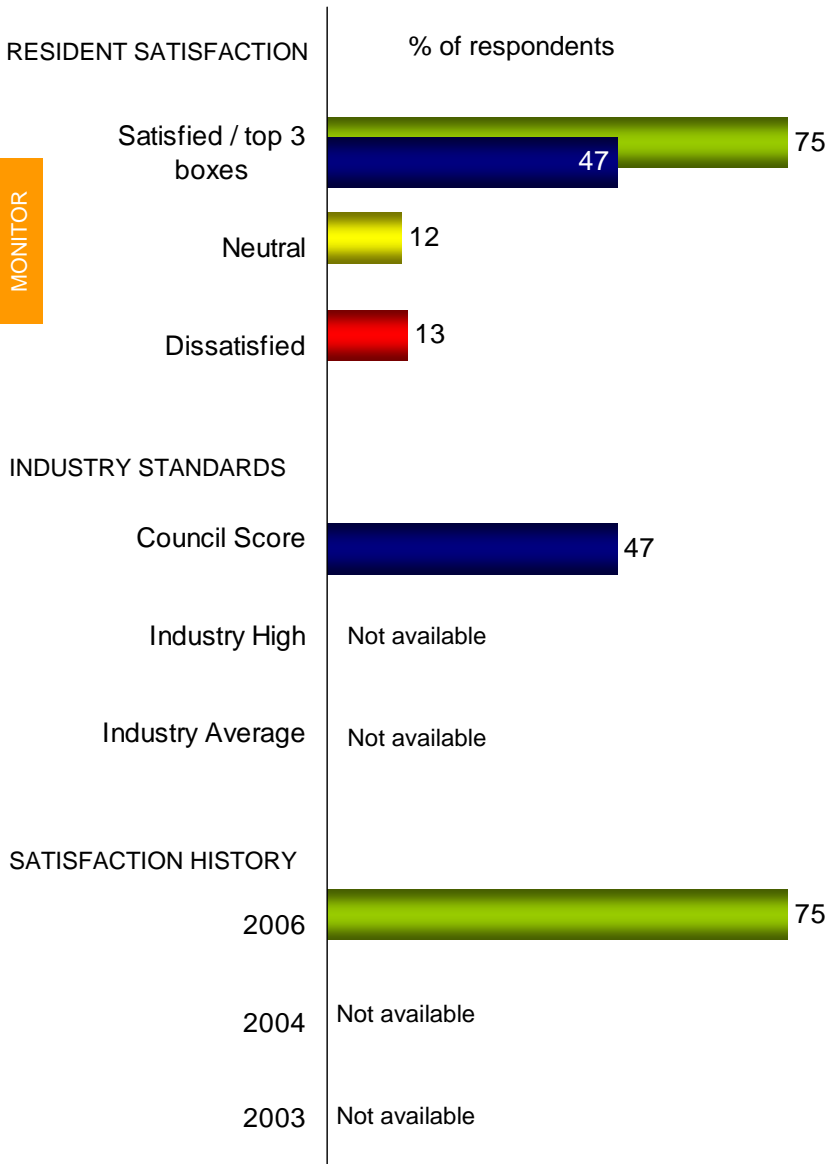


- Satisfaction is high
 - 82% of residents are satisfied
- Satisfaction is highest among seniors

% of residents	Top 3	Dissatisfied
18-34 yrs	53%	7%
35-54 yrs	52%	12%
55+ yrs	66%	10%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 368)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Control parking in residential streets during public events (such as Skyshow and Fiesta)



- Satisfaction is relatively high
 - 75% of residents are satisfied
- Satisfaction is highest among families with younger children
- There is greatest room to improve satisfaction ratings among residents aged 35-54 years and those living in South Perth & Kensington

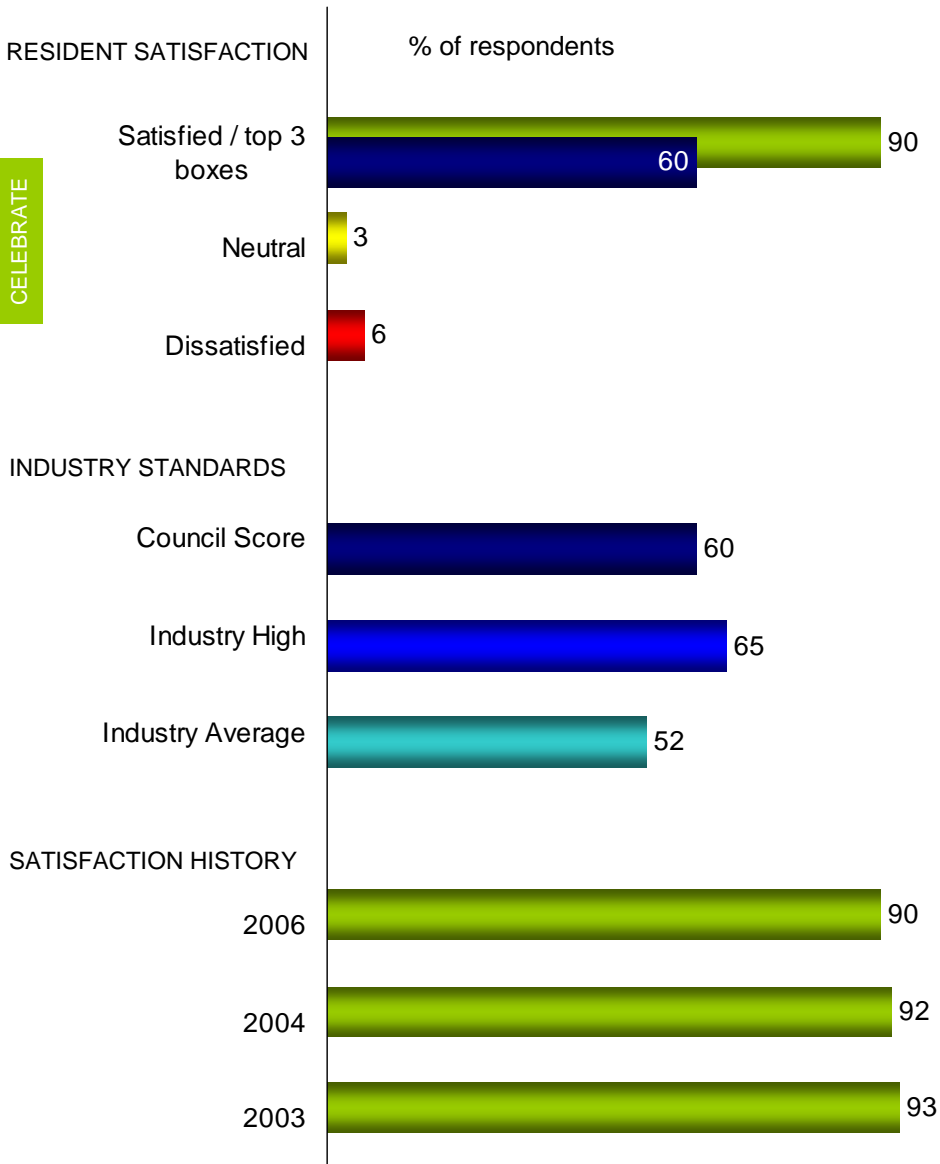
% of residents	Top 3	Dissatisfied
18-34 yrs	45%	10%
35-54 yrs	43%	18%
55+ yrs	54%	9%
Como	47%	10%
Karawara	60%	
Kensington	43%	17%
Manning	52%	8%
Salter Point	45%	9%
South Perth	46%	17%
Waterford	57%	14%
Singles / couples aged 18-44	40%	15%
Families with kids under 13 years	57%	12%
Families with kids aged 13+	45%	15%
Singles / couples aged 45+	48%	12%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 361)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4



NATURAL ENVIRONMENT

Provide and maintain streetscapes, parks and sporting grounds

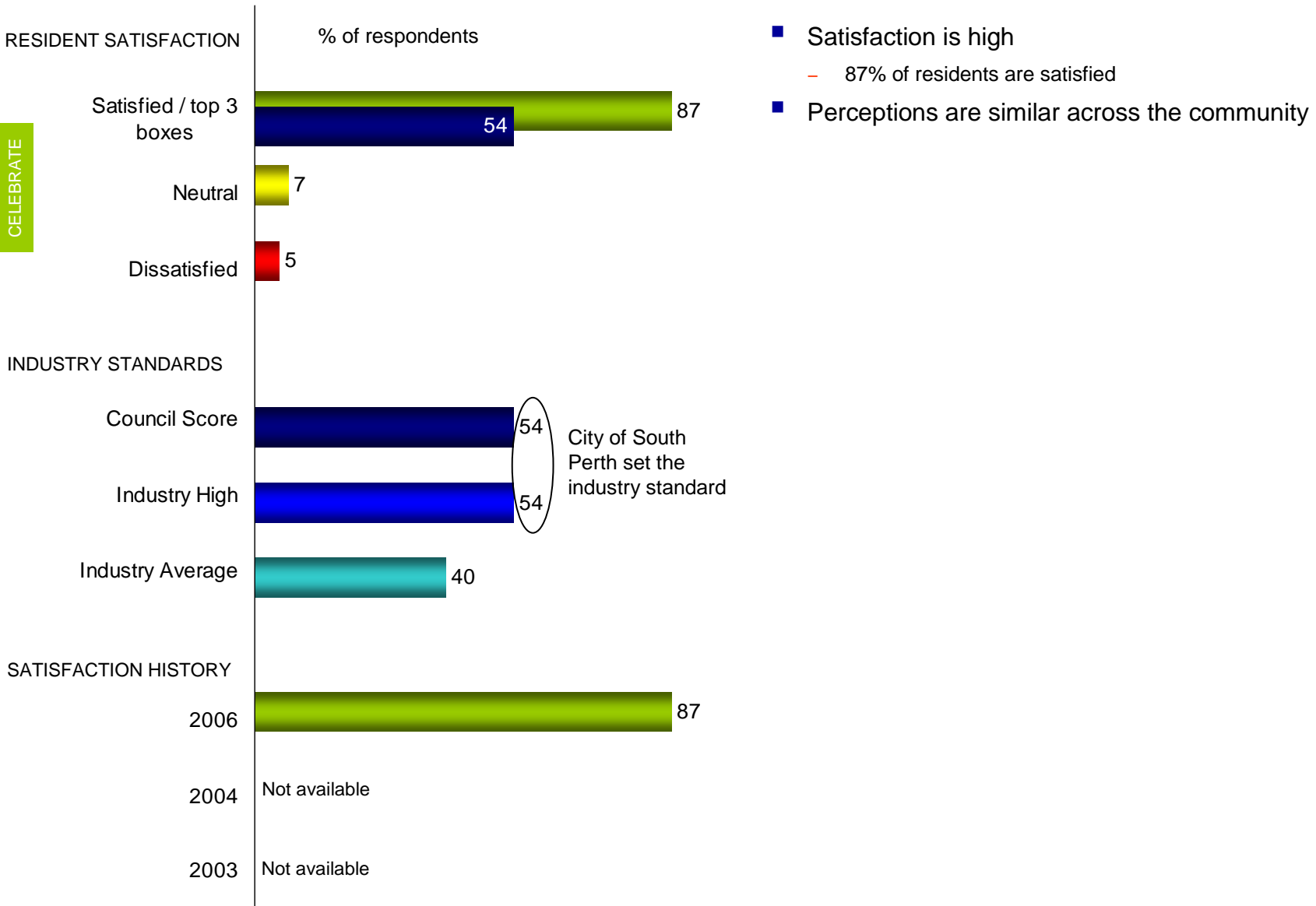


- Satisfaction is very high
 - 90% of residents are satisfied
- Satisfaction is highest among residents in Waterford
- There is greatest room to improve satisfaction ratings among those living in Kensington and longer-term residents

% of residents	Top 3	Dissatisfied
Como	61%	6%
Karawara	64%	
Kensington	42%	13%
Manning	55%	10%
Salter Point	69%	6%
South Perth	64%	5%
Waterford	74%	
0-3 years in City of South Perth	69%	3%
4-10 years in City of South Perth	63%	3%
11+ years in City of South Perth	55%	10%

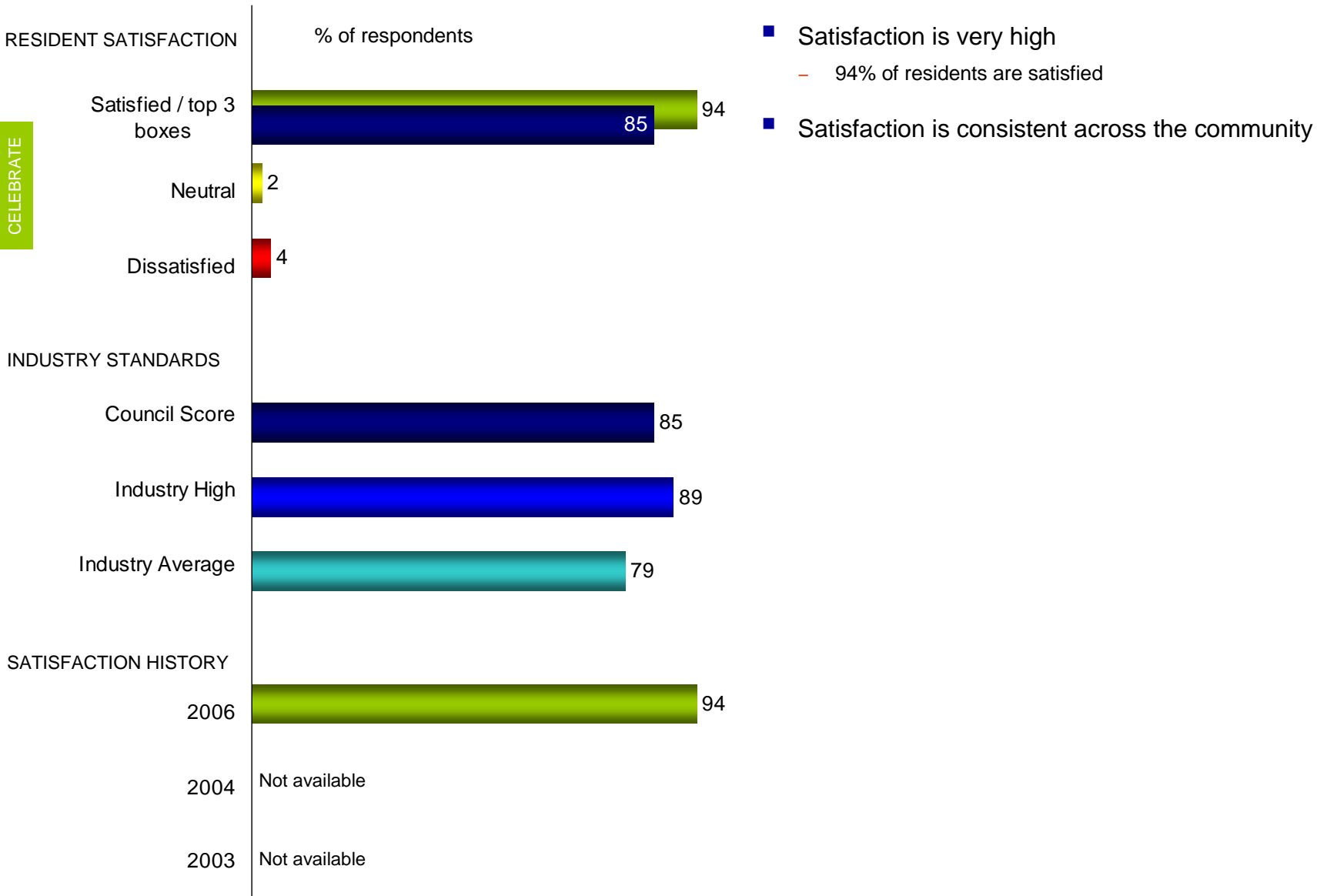
Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 394; 2004 n = 398; 2006 n = 394)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Protect natural areas (such as bushlands, wetlands and river foreshore)



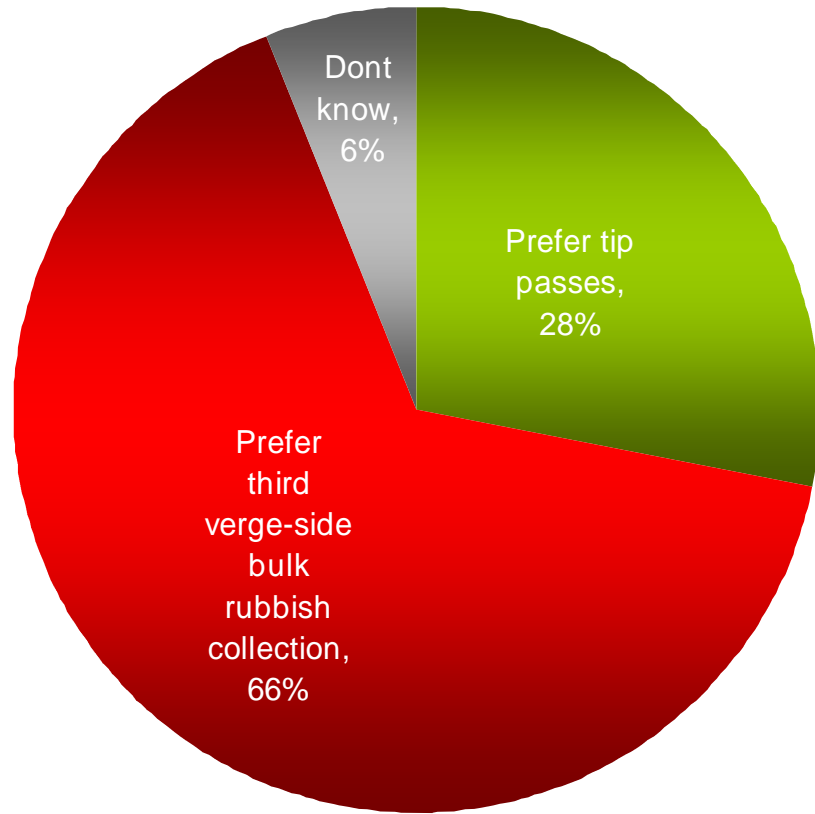
Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 389)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide fortnightly recycling services



Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 397)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Waste collection preferences



- There is majority support for replacing tip passes with a third verge-side bulk rubbish collection
- Support for a third verge-side bulk rubbish collection is higher among females and those without children, especially younger singles and couples
- While most families prefer a third verge-side bulk rubbish collection, there is a large number who prefer getting tip passes, especially among younger families

<i>% of residents</i>	Prefer third verge-side collection	Prefer to get tip passes
Male	58%	37%
Female	71%	22%
Singles / couples aged 18-44	73%	19%
Families with kids under 13 years	57%	40%
Families with kids aged 13+	61%	33%
Singles / couples aged 45+	67%	26%

Q9. Each year, the City of South Perth provides households with tip passes and two verge-side bulk rubbish collections. In future, would you prefer getting tip passes OR having a third verge-side bulk rubbish collection?
 Base: All respondents (n=401)

○ ▼ ▲ = significant variance

Provide information on sustainable living



- Satisfaction is moderate
 - 64% of residents are satisfied
- Satisfaction is highest among females and seniors

% of residents	Top 3	Dissatisfied
Male	20%	14%
Female	31%	9%
18-34 yrs	22%	11%
35-54 yrs	19%	13%
55+ yrs	41%	10%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 292)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide TravelSmart information on walking, cycling and public transport

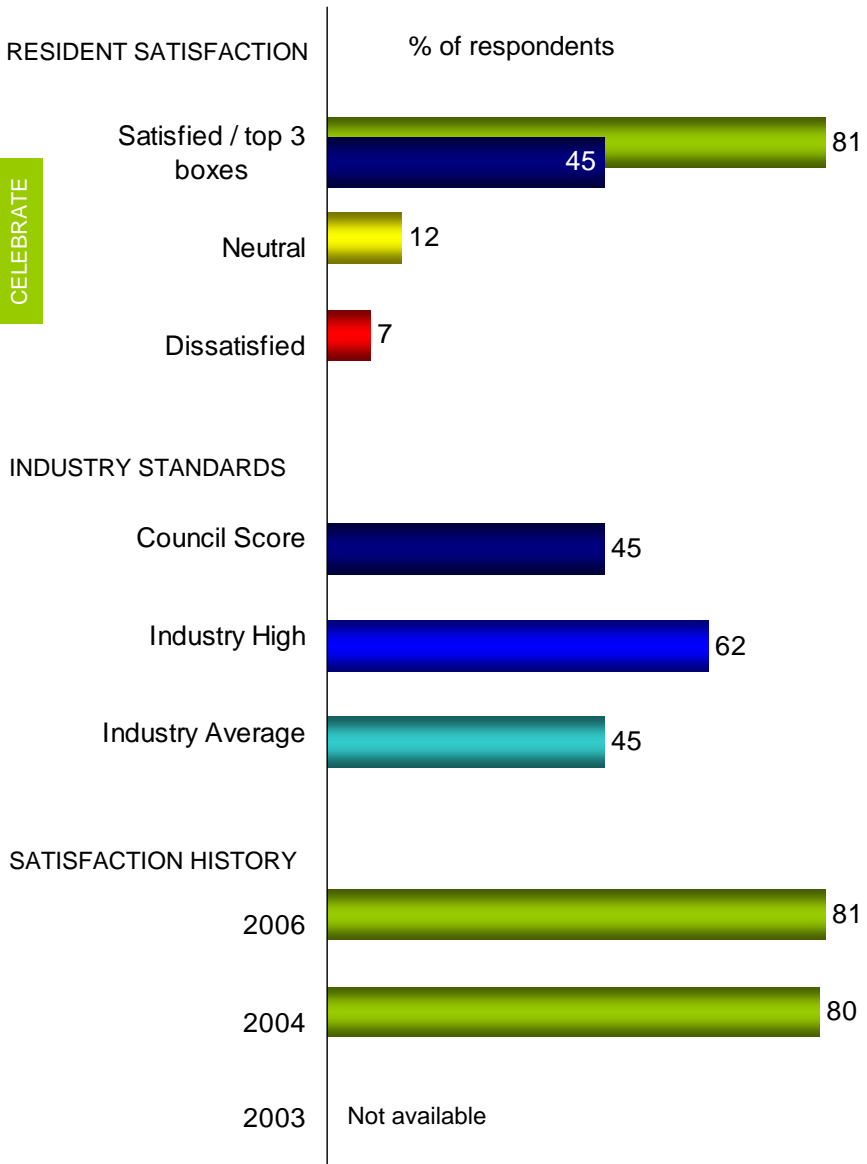


- Satisfaction is high
 - 80% of residents are satisfied
- Satisfaction is highest among females and seniors

% of residents	Top 3	Dissatisfied
Male	40%	10%
Female	59%	6%
18-34 yrs	49%	10%
35-54 yrs	42%	8%
55+ yrs	65%	4%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2003 n = 376; 2004 n = 379; 2006 n = 361)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide public health services (such as food, pollution and nuisance control)



CELEBRATE

- Satisfaction is high
 - 81% of residents are satisfied
- There is greatest room to improve satisfaction among younger families and those aged 35-54 years

% of residents	Top 3	Dissatisfied
18-34 yrs	49%	6%
35-54 yrs	36%	8%
55+ yrs	54%	6%
Singles / couples aged 18-44	50%	5%
Families with kids under 13 years	30%	10%
Families with kids aged 13+	43%	8%
Singles / couples aged 45+	50%	6%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2004 n = 350; 2006 n = 321)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4



COMMUNITY SERVICES

Contribute to a safe and secure environment

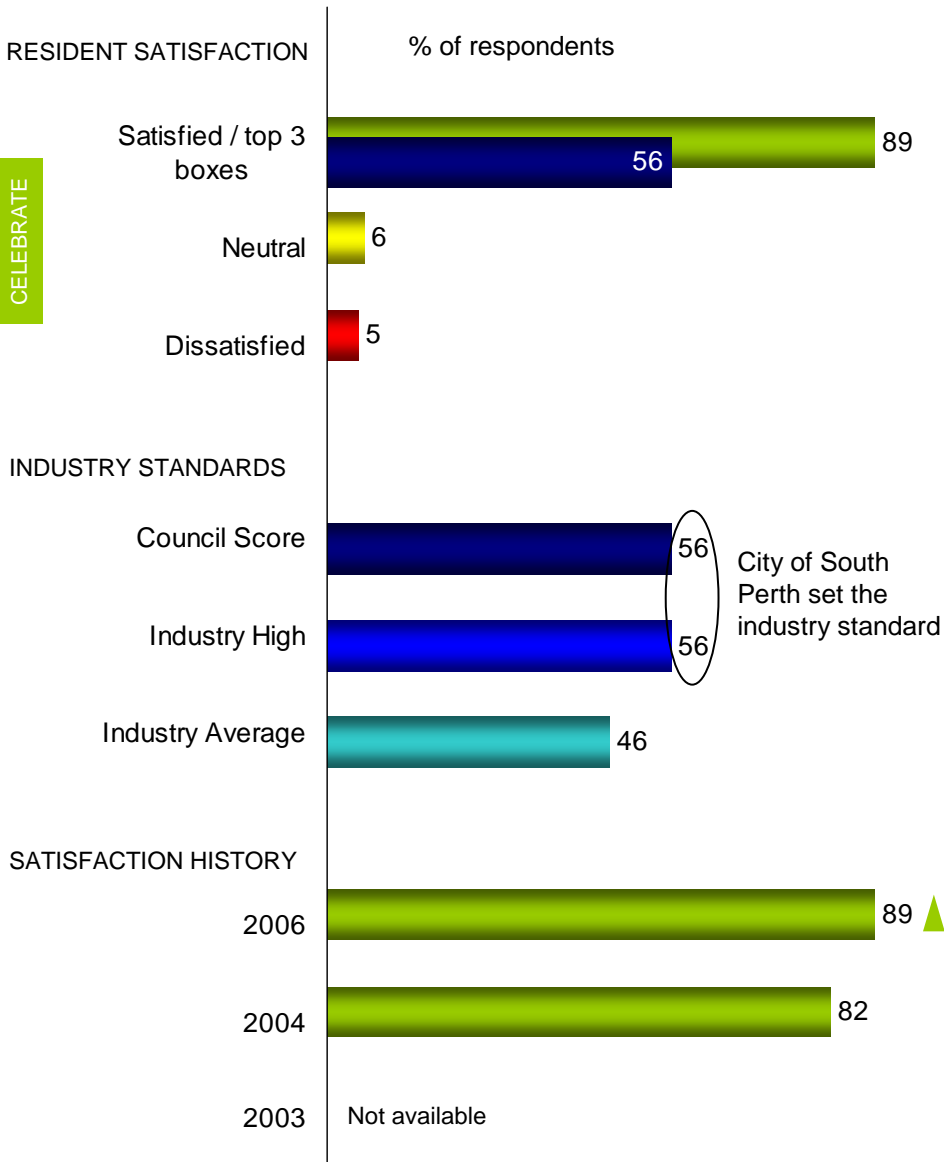


- Satisfaction is high
 - 83% of residents are satisfied
- Satisfaction is highest among older singles and couples

% of residents	Top 3	Dissatisfied
Singles / couples aged 18-44	42%	6%
Families with kids under 13 years	33%	10%
Families with kids aged 13+	39%	12%
Singles / couples aged 45+	51%	5%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 380)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide a family friendly environment

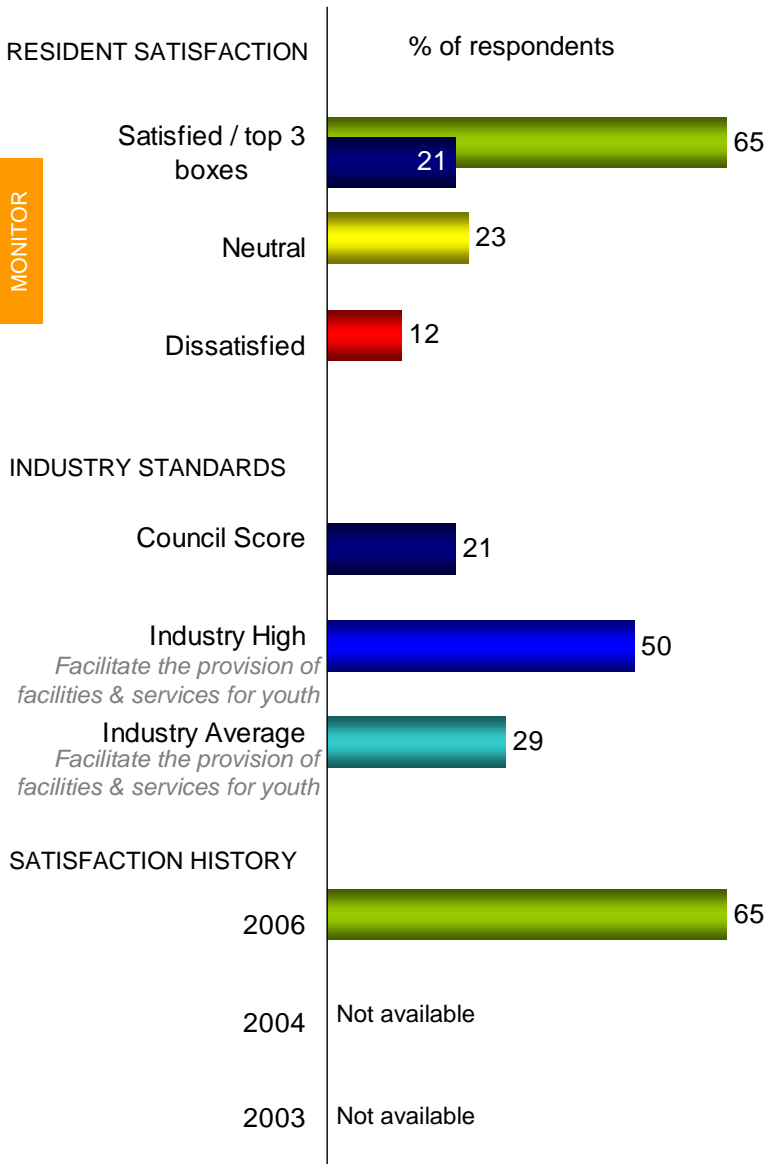


- Satisfaction is high
 - 89% of residents are satisfied
- Satisfaction is highest among newer residents
- There is greatest room to improve satisfaction among those aged 35-54 years

% of residents	Top 3	Dissatisfied
18-34 yrs	60%	2%
35-54 yrs	49%	8%
55+ yrs	61%	4%
0-3 years in City of South Perth	67%	3%
4-10 years in City of South Perth	53%	3%
11+ years in City of South Perth	54%	6%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2004 n = 328; 2006 n = 374)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Facilitate the provision of facilities and services for youth aged 6-17 years

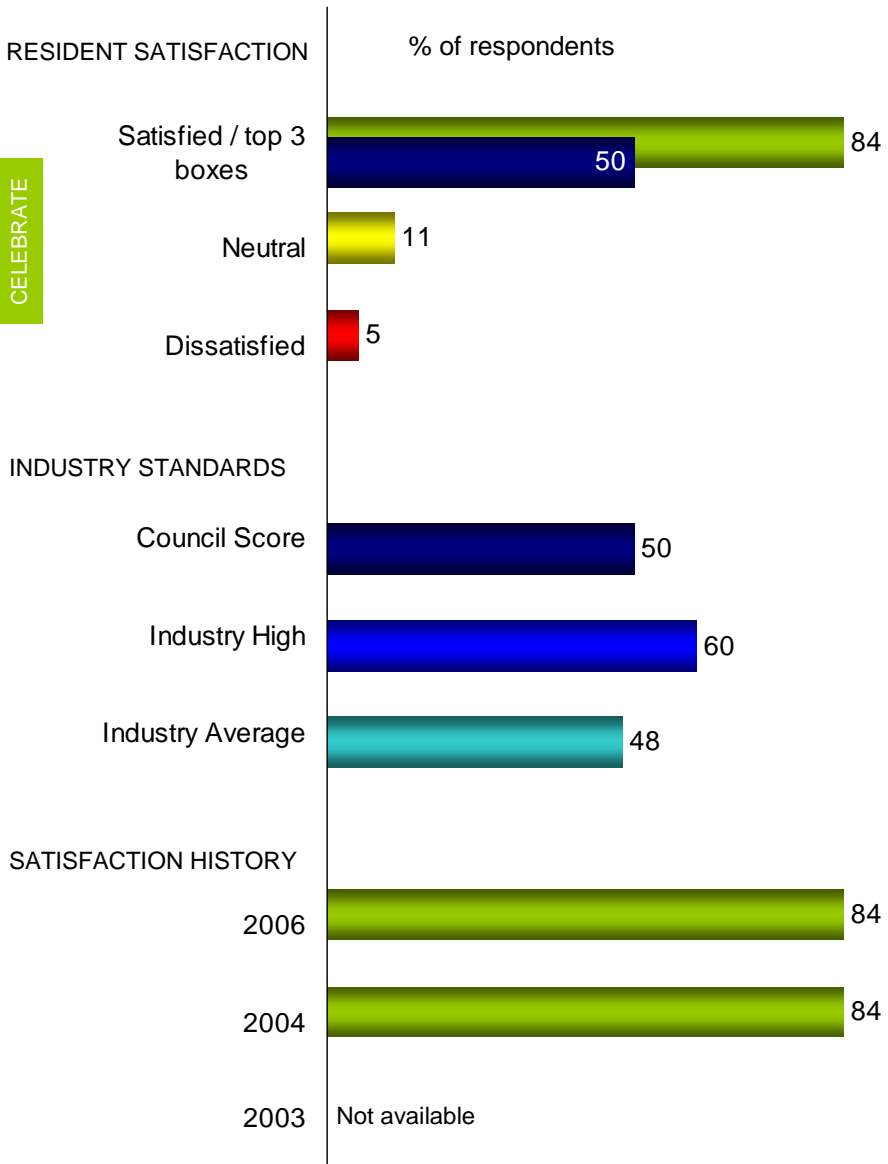


- Satisfaction is moderate
 - 65% of residents are satisfied
- There is greatest room to improve satisfaction ratings among longer term residents

% of residents	Top 3	Dissatisfied
0-3 years in City of South Perth	28%	3%
4-10 years in City of South Perth	20%	12%
11+ years in City of South Perth	20%	15%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 224)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Facilitate the provision of services and care for seniors

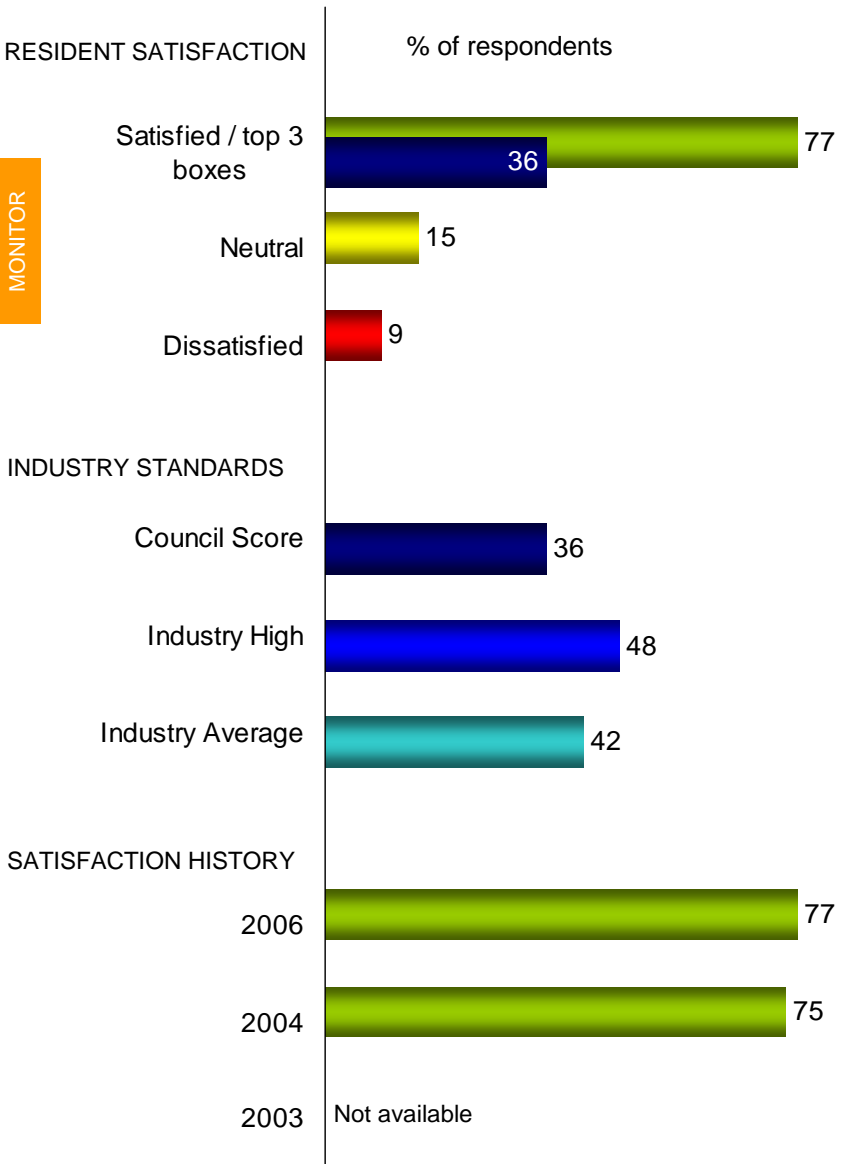


- Satisfaction is high
 - 84% of residents are satisfied
- Satisfaction is highest among seniors

% of residents	Top 3	Dissatisfied
18-34 yrs	46%	4%
35-54 yrs	38%	8%
55+ yrs	64%	2%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2004 n =294; 2006 n =214)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide opportunities for residents to participate in activities that assist in maintaining and improving their well-being

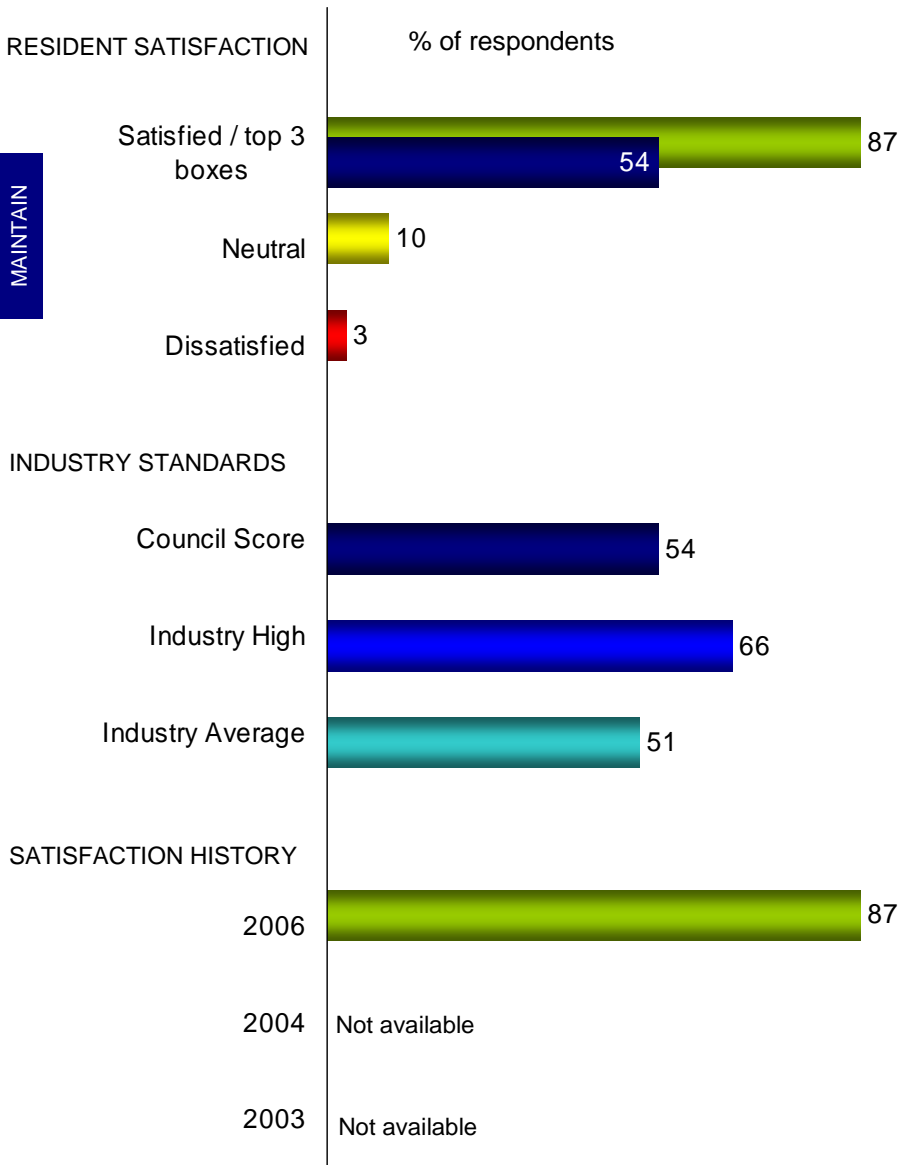


- Satisfaction is moderate
 - 77% of residents are satisfied
- Satisfaction is highest among seniors

% of residents	Top 3	Dissatisfied
18-34 yrs	36%	5%
35-54 yrs	26%	11%
55+ yrs	51%	9%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2004 n = 333; 2006 n = 303)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Facilitate festivals, events and cultural activities



- Satisfaction is high
 - 87% of residents are satisfied
- Satisfaction is highest among females, younger families and residents who have lived in the area 4-10 years

% of residents	Top 3	Dissatisfied
Male	46%	5%
Female	59%	2%
Singles / couples aged 18-44	53%	1%
Families with kids under 13 years	64%	1%
Families with kids aged 13+	57%	3%
Singles / couples aged 45+	47%	5%
0-3 years in City of South Perth	44%	3%
4-10 years in City of South Perth	60%	2%
11+ years in City of South Perth	53%	4%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n=371)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Provide a museum and heritage services, such as Heritage House and the Old Mill



- Satisfaction is high
 - 81% of residents are satisfied
- Satisfaction is highest among seniors and longer-term residents

% of residents	Top 3	Dissatisfied
18-34 yrs	34%	8%
35-54 yrs	46%	3%
55+ yrs	60%	4%
0-3 years in City of South Perth	33%	10%
4-10 years in City of South Perth	42%	3%
11+ years in City of South Perth	56%	4%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 324)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Encourage street artworks and public art

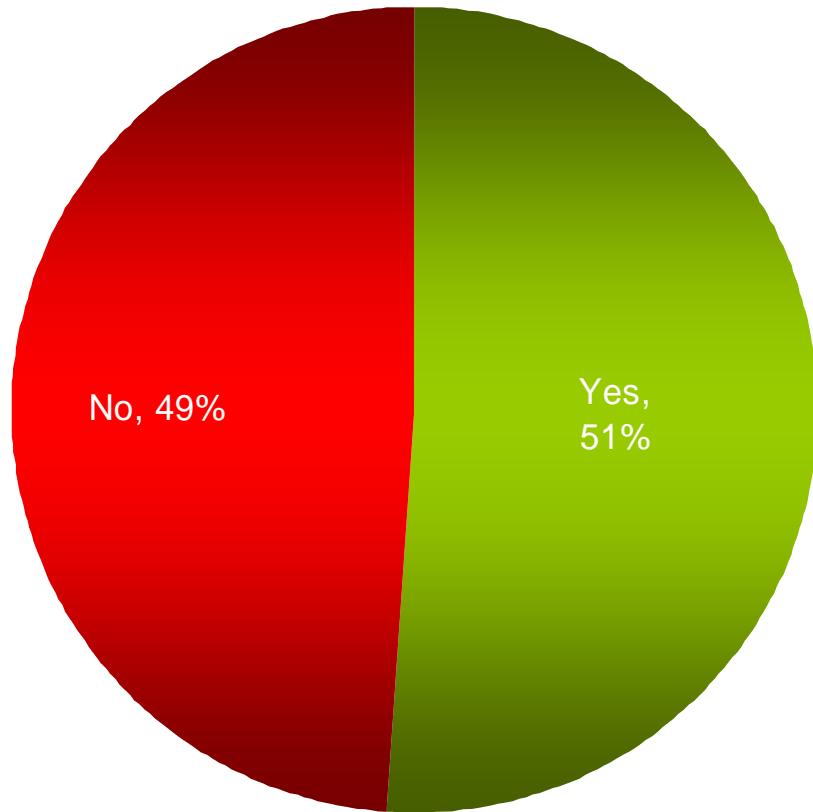


- Satisfaction is moderate
 - 61% of residents are satisfied
- Satisfaction is highest among older singles and couples

<i>% of residents</i>	Top 3	Dissatisfied
Singles / couples aged 18-44	16%	16%
Families with kids under 13 years	9%	9%
Families with kids aged 13+	15%	15%
Singles / couples aged 45+	33%	14%

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied; 1 = totally dissatisfied.
 Base: Respondents who feel familiar enough with service / facility to comment (Residents 2006 n = 324)
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4

Have you visited the City of South Perth's library over the past 12 months?

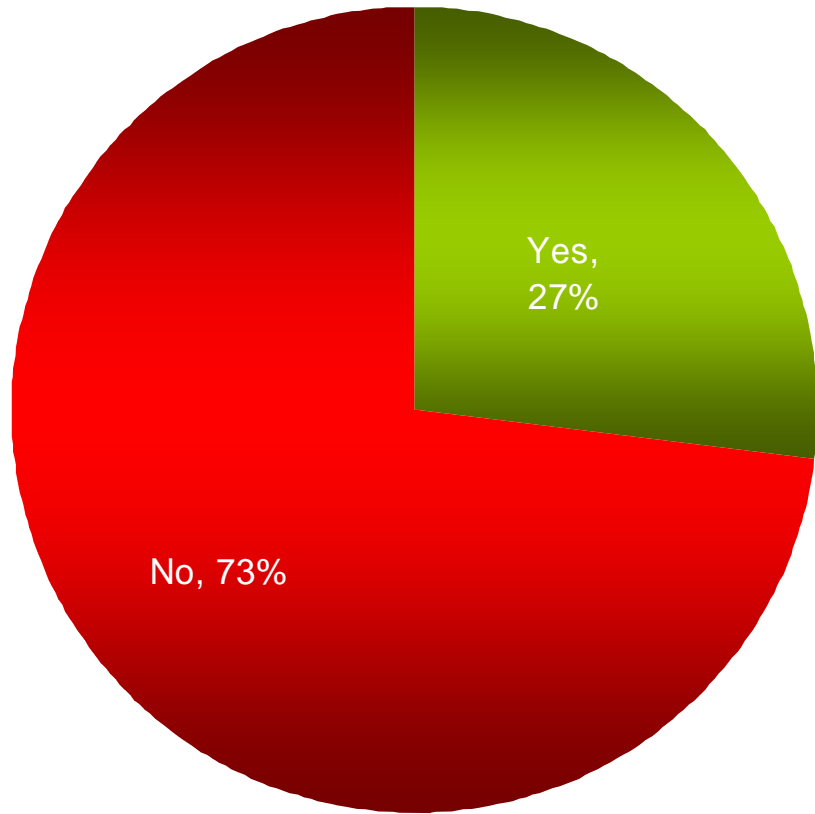


- 51% of respondents have visited the City of South Perth's library over the past 12 months
- Use of the library is highest among females, those aged 35+ and longer-term residents

<i>% of residents</i>	Used Library in past 12 months
Male	44%
Female	56%
18-34 years	36%
35-54 years	56%
55+ years	58%
0-3 years	36%
4-10 years	44%
11+ years	60%

Q6. Have you visited the City of South Perth's library over the past 12 months?
 Base: All respondents (n=401)

Did you attend any Fiesta events this year?

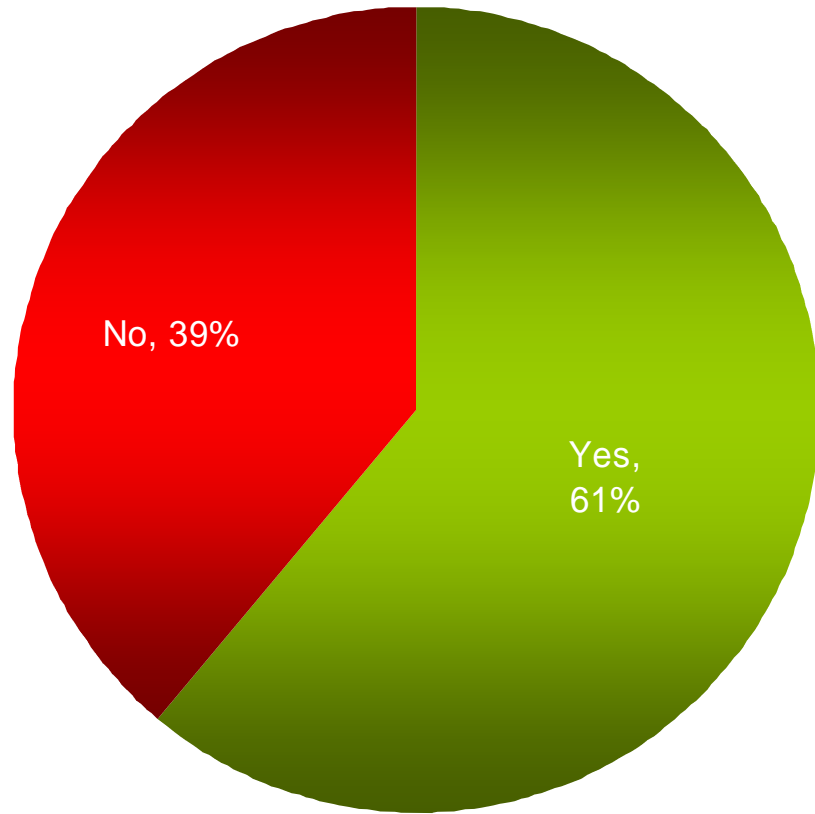


- 27% of respondents attended Fiesta events this year
- Attendance was highest among younger families

<i>% of residents</i>	<i>Attended Fiesta events this year</i>
Singles / couples aged 18-44	26%
Families with kids under 13 years	40%
Families with kids aged 13+	19%
Singles / couples aged 45+	25%

Q7. Did you attend any Fiesta events this year?
Base: All respondents (n=401)

Did you view Skyshow this year?



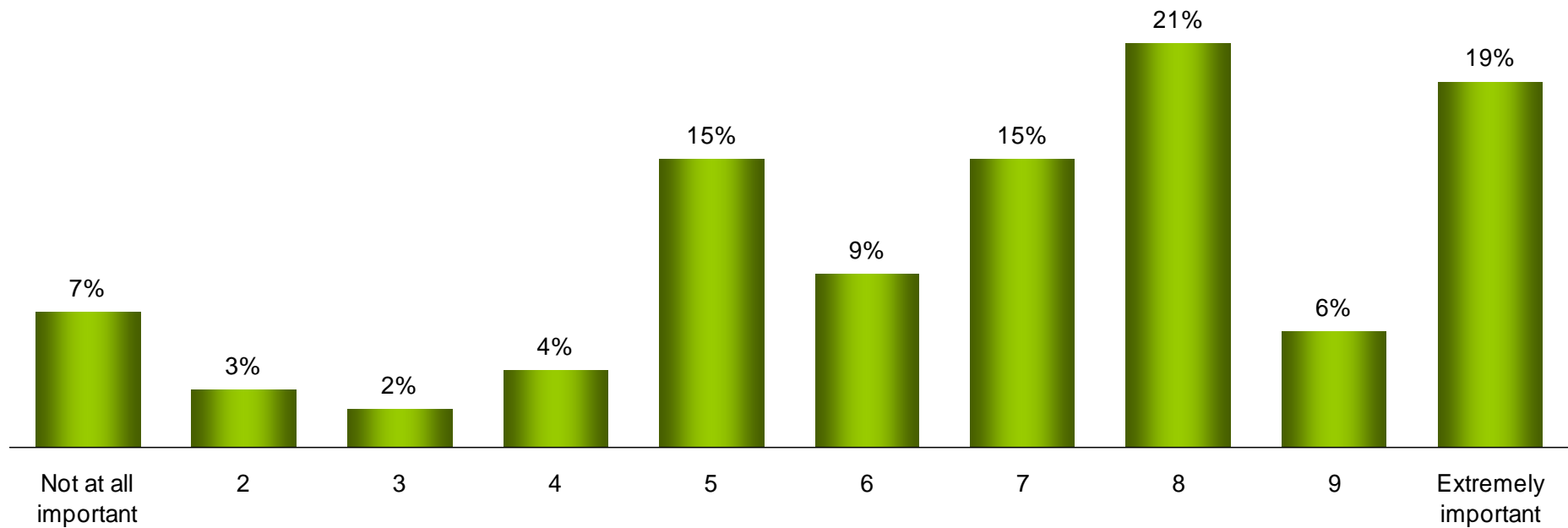
- 61% of respondents viewed Skyshow this year
- Viewing was highest among residents aged 18-54 and those living in South Perth

<i>% of residents</i>	<i>Viewed Skyshow</i>
18-34 years	66%
35-54 years	68%
55+ years	50%
Como	53%
Karawara	54%
Kensington	62%
Manning	53%
Salter Point	50%
South Perth	78%
Waterford	47%

Q8. Did you view Skyshow this year?
 Base: All respondents (n=401)

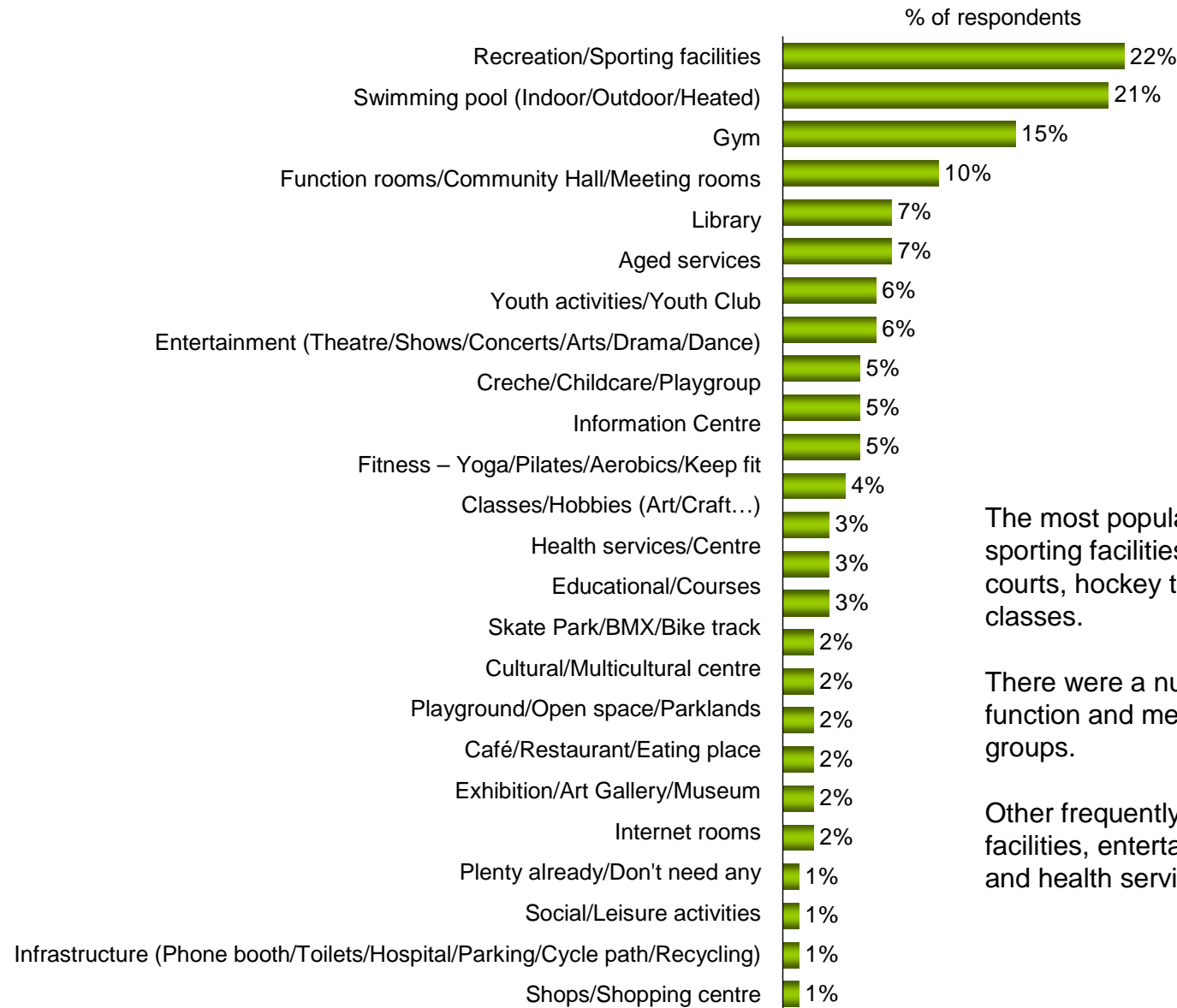
Multi-purpose community facility level of importance

- A new multi-purpose community facility is considered to be a fairly important development in the City of South Perth
 - 46% of respondents rated importance in the top 3 boxes
- Support for a new facility is highest among young families
 - 56% of young families rated importance in the top 3 boxes



Q5. How important is it for the City of South Perth to create a new multi-purpose community facility like the one we've been discussing?
Base: All respondents, excludes don't know and refused (n=395)
Coding: Extremely Important = 6-10; Neutral = 5; Not at all Important = 1-4)

Multi-purpose community facility suggested services & facilities



The most popular suggestions related to recreation and sporting facilities, including a swimming pool, basketball courts, hockey turf, tennis courts, a gym and exercise classes.

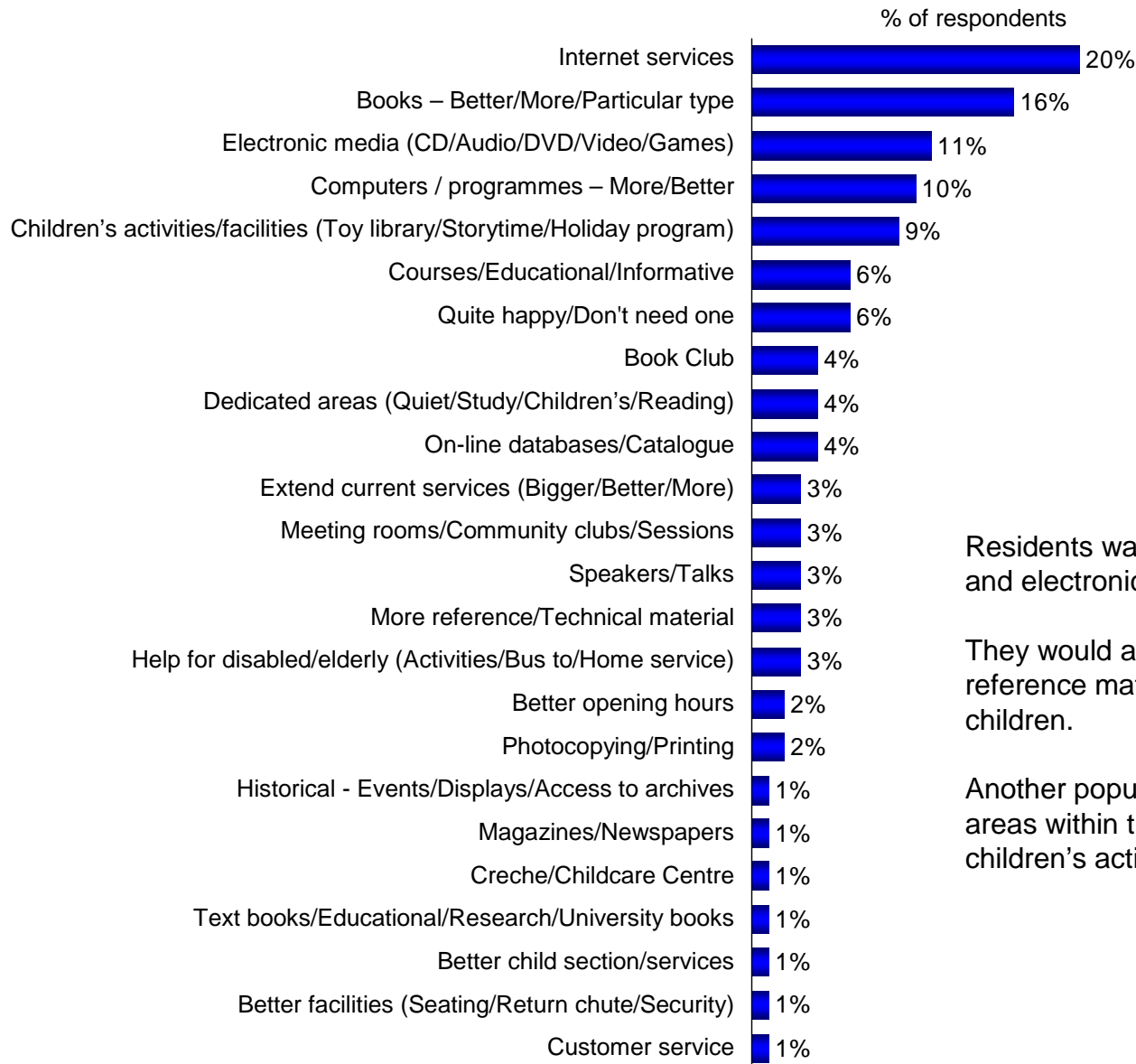
There were a number of requests for multi-purpose function and meeting rooms that may be hired by local groups.

Other frequently mentioned ideas included library facilities, entertainment facilities, an information centre and health services.

Q. If a new multi-purpose community facility was created next to the City of South Perth's offices on South Terrace, what types of services or facilities would you like it to have? Open-ended response

Base: All respondents (n=401)

Library suggested services & facilities



Residents want excellent internet services, computers and electronic media in their new library.

They would also like a better range of books and reference materials, and more activities and facilities for children.

Another popular suggestion was to provide dedicated areas within the library for various activities, such as children’s activities, studying, reading, meetings, etc.

Q. If this new facility included a new library, what services or activities would you like to see as part of the new library? Open-ended response
 Base: All respondents (n=401)



ECONOMIC DEVELOPMENT

Encourage economic development, tourism and job creation



- Satisfaction is moderate
- 73% of residents are satisfied
- Satisfaction ratings were consistent across the community

Q2b. How satisfied are you with the Council's performance in this area? 10 = totally satisfied 2006 n = 284
 Coding: Satisfied = 6-10; Top 3 boxes = 8,9 and 10; Neutral = 5; Dissatisfied = 1-4



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