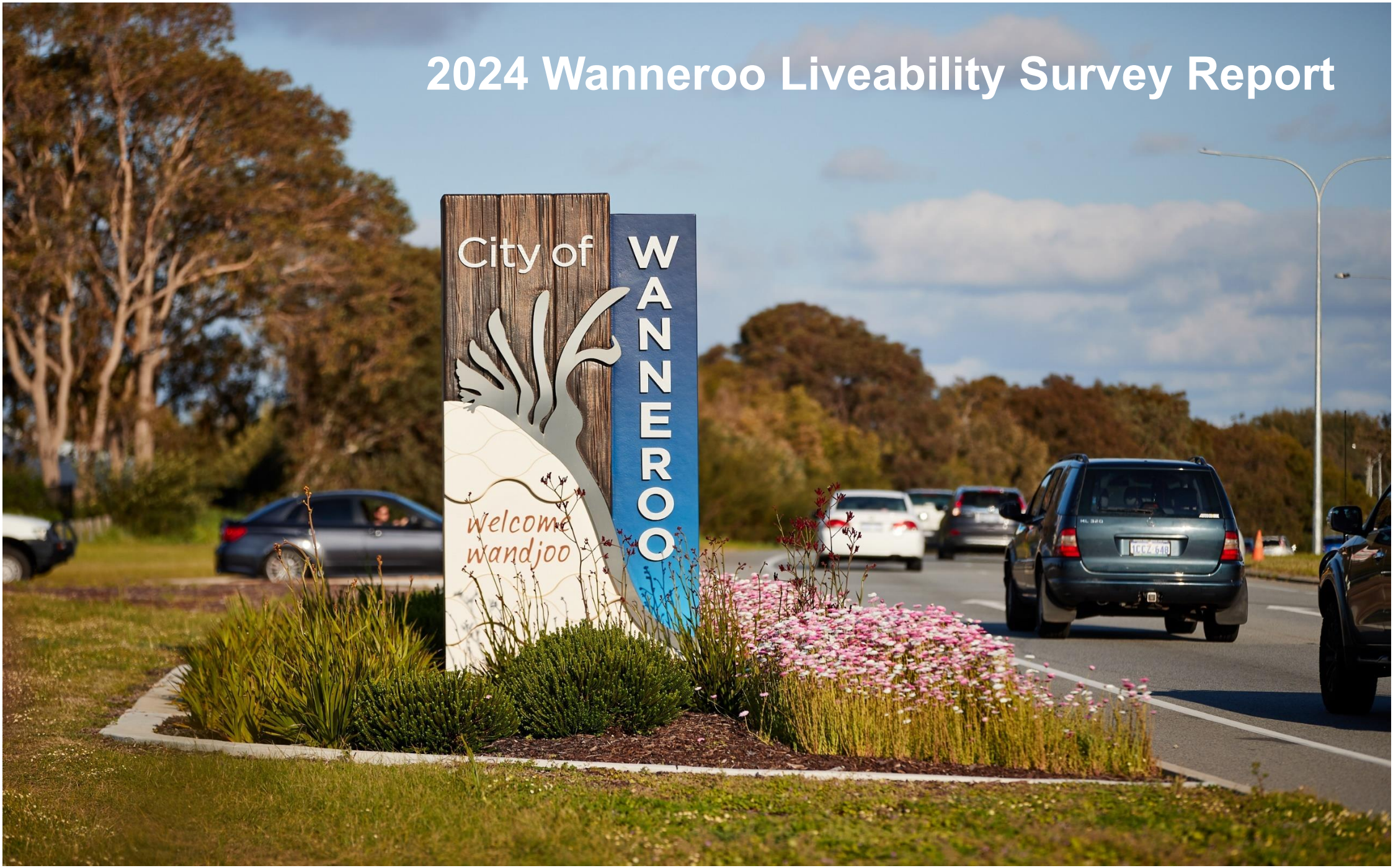


2024 Wanneroo Liveability Survey Report



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This document has been designed to be printed at A4.

The City of Wanneroo acknowledges the Traditional Custodians of the land we are working on, the Whadjuk people. We would like to pay respect to the Elders of the Noongar nation, past, present and future, who have walked and cared for the land and we acknowledge and respect their continuing culture and the contributions made to the life of this City and this region.

Please note that information contained within this report is taken directly from the Liveability Platform which is owned by Placescore.

Introduction

Liveability is something that we want to achieve for our community, but historically it has also been difficult to measure and track.

Liveability measurement has relied on secondary data such as health, crime and service locations, or external liveability rankings, but none capture what it is like for a community to live in their neighbourhood.

The Australian curriculum defines liveability 'as an assessment of what it is like to live in a place'. This is what the Wanneroo Liveability Survey covers.

The results reveal what really matters to our community and their priorities and ideas for making their neighbourhood better for them. The Survey consists of two parts:

1. The Care Factor survey asks respondents to select what is most important to them; and
2. A PX Assessment asks our community to rate how different attributes of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

In total there are 50 attributes in the survey divided over five place dimensions (look and function, sense of welcome, things to do, uniqueness, care). Each dimension has ten attributes against it.

Between 4th of November the 16th of December 2024, the City undertook the Wanneroo Liveability Survey using email, council communications, social media and face to face surveying.

In this report we present the key findings of the Survey and how they align with the City's Strategic Community Plan 2021-2031. All survey results are made available in a Liveability Platform that the City has access to.

The primary benefits of the survey and the platform is the significant resource savings by doing less but more effective engagement and having one centralised resource for understanding community values, place performance, priorities, and aspirations.

The Liveability Platform is a valuable asset across the organisation with various teams within the City utilising the data and insights for multiple projects over multiple years, including:

- Tracking against organisational objectives
- Prioritisation of investment decisions
- Supporting grant applications
- Strategic Community Plan
- Social impact evaluation
- Qualitative engagement planning
- Strategic and land use planning

There are five categories of results within this report:

1. COMMUNITY VALUES

Fifty neighbourhood place attributes are ranked according to how many community members said they would value them in their ideal neighbourhood.

Care Factor or CF data reveals where our community is in agreement and possible areas of conflict.

2. PLACE EXPERIENCE

Which place attributes contribute to or detract from liveability? Place experience or PX reveals how our community members rate the lived experience of their current suburb of residence.

The PX Score is an aggregate of all the responses to produce an average liveability score for the whole of the City and its suburbs.

3. LIVEABILITY PRIORITIES

These actionable insights identify the place attributes that are highly valued and contributing positively - strengths; and those that are highly valued but performing poorly - priorities.

Both may require investment, either to nurture and protect strengths or to improve what will bring the most significant benefit to the majority of our community.

4. COMMUNITY IDEAS

All community members that responded were invited to share what would make their neighbourhood a better place to live in. These qualitative responses provide a wealth of local knowledge to be used alongside other data to assist in developing actions for liveability improvements.

5. STRATEGIC COMMUNITY PLAN PERFORMANCE

These results show the performance of the City's SCP 2021-2031 against the liveability attributes that relate to each of the City's strategic goals.



About our respondents

The City’s engagement process for the Wanneroo Liveability Survey provided outstanding results with a high number of respondents taking part.

The survey was distributed through various channels including email, Council communications, social media and face to face. The following statistics detail how we fared during the surveying period:

- 4,357 community members shared what was important in their ideal neighbourhood.
- 4,055 community members rated the performance of their neighbourhood.
- 6,218 ideas for neighbourhood liveability improvements were provided by community members.

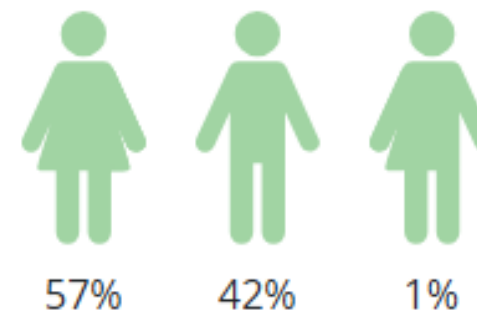
In addition to the overall numbers, the following gender demographic data was collected:

- 57% of survey respondents were Women.
- 42% of survey respondents were Men.
- 1% of survey respondents were Self-identified.

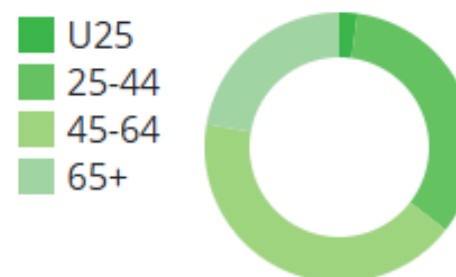
Furthermore, the following respondents by age data was collected:

- 2% of respondents were aged under 25 years.
- 34% of respondents were aged 25-44 years.
- 42% of respondents were aged 45-64 years.
- 22% of respondents were aged 65+ years.

Gender



Age



Community values (Care Factor)

The Care Factor survey asked our community members to select what was most important to them in each of five Place Dimensions.

The Place Dimensions and associated Place Attributes reveal what attracts and attaches people to a neighbourhood, as well as the barriers to entry or connection.

Below is an overview of the top 25 attributes that are highly valued by our community and also how they compare to our 2023 Liveability Survey results.

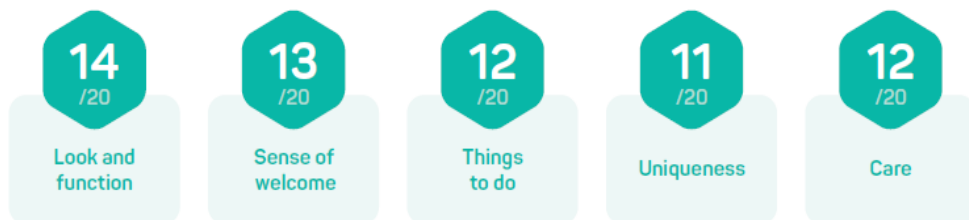
Attribute	Theme	CF ▼	Rank	2023	±
Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	Environmental sustainability	72%	1	73%	+1%
General condition of public open space (street trees, footpaths, parks etc.)	Management and safety	71%	2	74%	+3%
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	Management and safety	64%	3	59%	-5%
Sense of personal safety (for all ages, genders, day or night)	Management and safety	60%	4	57%	-3%
Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	Economy	56%	5	56%	0%
Quality of public space (footpaths, verges, parks etc.)	Open space	51%	6	53%	+2%
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	Economy	50%	7	52%	+2%
Landscaping and natural elements (street trees, planting, water features etc.)	Environmental sustainability	49%	8	52%	+3%
Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	Movement	48%	9	43%	-5%
Locally owned and operated businesses	Economy	48%	9	43%	-5%
Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	Character	47%	11	43%	-4%
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	Movement	45%	12	43%	-2%
Sense of belonging in the community	Community	40%	13	46%	+6%
Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	Environmental sustainability	38%	14	35%	-3%
Overall visual character of the neighbourhood	Character	37%	15	34%	-3%
General condition of private open space (verges, driveways etc.)	Management and safety	37%	15	28%	-9%
Evidence of Council/government management (signage, street cleaners etc.)	Management and safety	37%	15	30%	-7%
Amount of public space (footpaths, verges, parks etc.)	Open space	36%	18	36%	0%
Protection of the natural environment	Environmental sustainability	36%	18	40%	+4%
Physical comfort (including noise, smells, temperature etc.)	Open space	33%	20	29%	-4%
Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	Movement	32%	21	37%	+5%
Things to do in the evening (bars, dining, cinema, live music etc.)	Economy	32%	21	34%	+2%
General condition of housing and other private buildings	Management and safety	32%	21	29%	-3%
Evidence of recent public investment (roads, parks, schools etc.)	Housing and development	29%	24	28%	-1%
Sense of character or identity that is different from other neighbourhoods	Character	28%	25	26%	-2%

Place experience (PX Assessment)

The PX Assessment asked our community members to rate how different attributes of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

In this section we can compare how our community rated the liveability of their current neighbourhoods. We can use this data to identify areas performing better or worse than the LGA average and which Place Attributes are having the most negative impact.

Below is an overview of the City's overall performance across the 5 place dimensions. When we look at the City as a whole, people rate the liveability of their neighbourhood at 62 out of 100. Average scores for each of the dimensions range between 11 and 14.



Our top five attributes

The following attributes scored the highest across the City:

There are people like me	7.5
Welcoming to all people	7.5
Ease of driving and parking	7.4
Mix or diversity of people in the area	7.4
Connectivity	7.3

For all respondents to the survey, the following attributes rated better in the 2024 than 2023 survey:

Things to do in the evening	+0.3
Sustainable urban design	+0.2
Connectivity	+0.2
Cultural and/or artistic community	+0.1
Spaces for group or community activities and/or gatherings	+0.1

Our bottom five attributes

The following attributes scored the lowest across the City:

Local history, historic buildings or features	4.2
Unusual or unique buildings and/or public space design	4.2
Things to do in the evening	4.2
Cultural and/or artistic community	4.7
Evidence of community activity	4.8

For all respondents to the survey, the following attributes rated less in the 2024 than 2023 survey:

General condition of private open space	-0.6
General condition of housing and other private buildings	-0.4
Range of housing prices and tenures	-0.4
General condition of public open space	-0.4
Protection of the natural environment	-0.4

Liveability priorities

Liveability priorities indicate opportunities for better community outcomes.

They identify where we should focus our attention to protect and build on current strengths. They also show where we should invest to improve attributes that are underperforming and impacting our community negatively. Liveability Priorities are determined by

#12 Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)

#3 Sense of neighbourhood safety (from crime, traffic, pollution etc.)

#2 General condition of public open space (street trees, footpaths, parks etc.)

#1 Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)

#4 Sense of personal safety (for all ages, genders, day or night)

#5 Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)

#8 Landscaping and natural elements (street trees, planting, water features etc.)

#9 Locally owned and operated businesses

#6 Quality of public space (footpaths, verges, parks etc.)

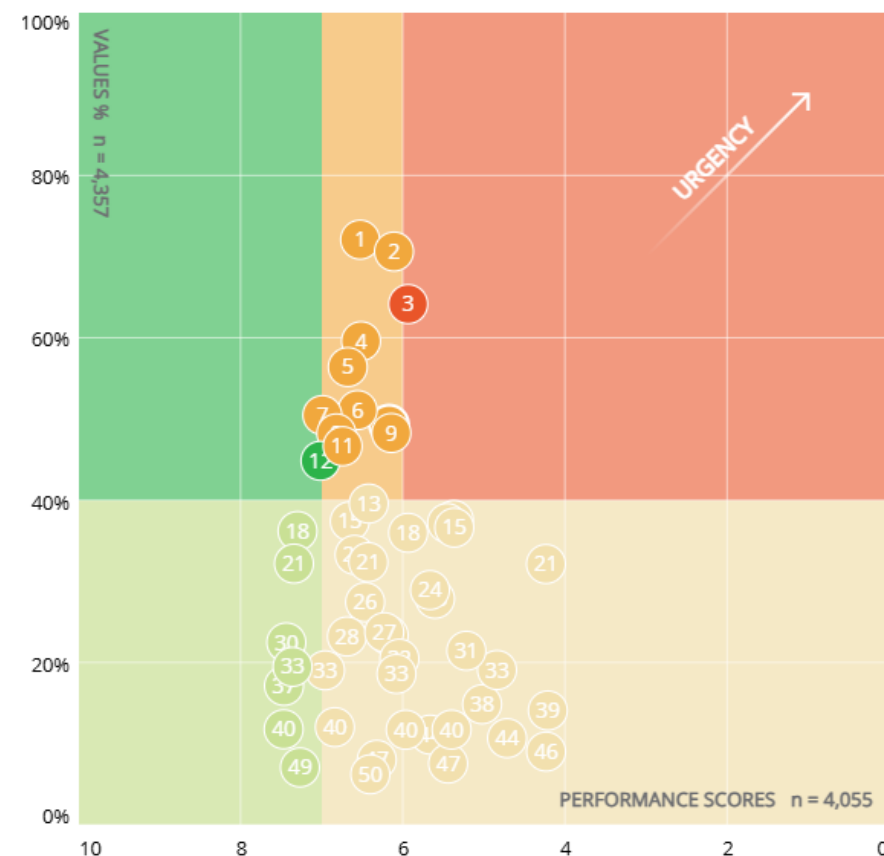
#7 Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)

#9 Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)

#11 Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)

matching our community's values with liveability performance. Attributes that are valued by many in our community and performing well should be nurtured.

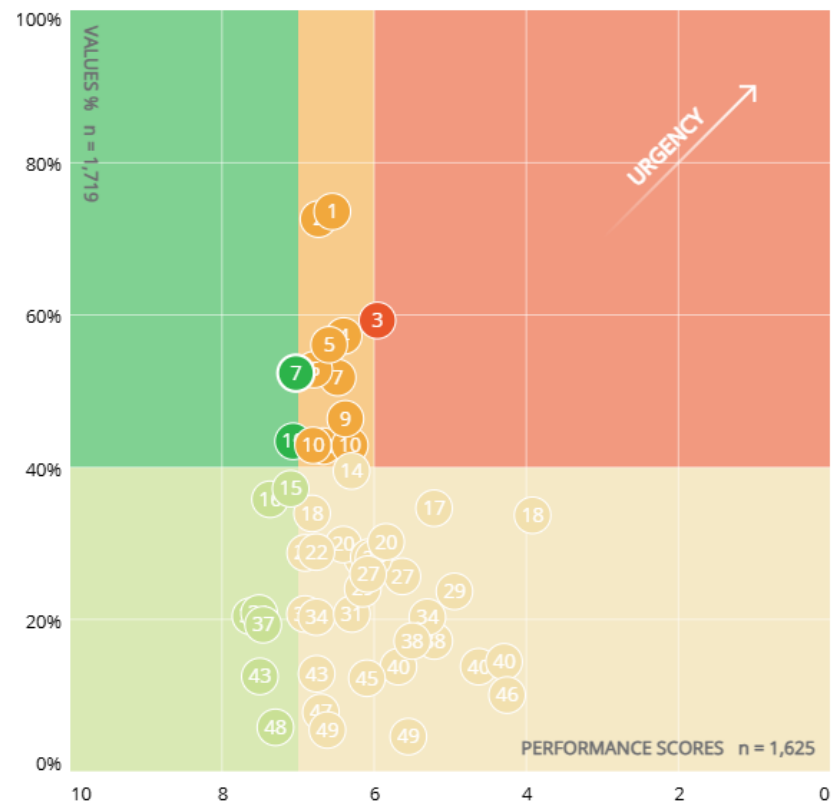
Conversely, improving highly valued but poorly performing attributes will maximise community benefit. Below is an overview of the 2024 attributes we should nurture, prioritise and carefully manage:



2023 Liveability Survey Priorities

For comparison purposes, we have also included an overview of the 2023 Liveability Survey priorities:

#7	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
#10	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#1	General condition of public open space (street trees, footpaths, parks etc.)
#2	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#4	Sense of personal safety (for all ages, genders, day or night)
#5	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#7	Landscaping and natural elements (street trees, planting, water features etc.)
#6	Quality of public space (footpaths, verges, parks etc.)
#9	Sense of belonging in the community
#10	Locally owned and operated businesses
#10	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#10	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)



Below is an overview of the meaning of the green, red and amber colours as used in the previous graph:

● **Nurture**

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

● **Prioritise**

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

● **Manage**

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

Please note: The liveability priorities can also be viewed at a suburb and place level and filtered by various age groups. Because of the vast size of the City and its various demographics there are considerable difference between suburbs, places and age group.



Community ideas

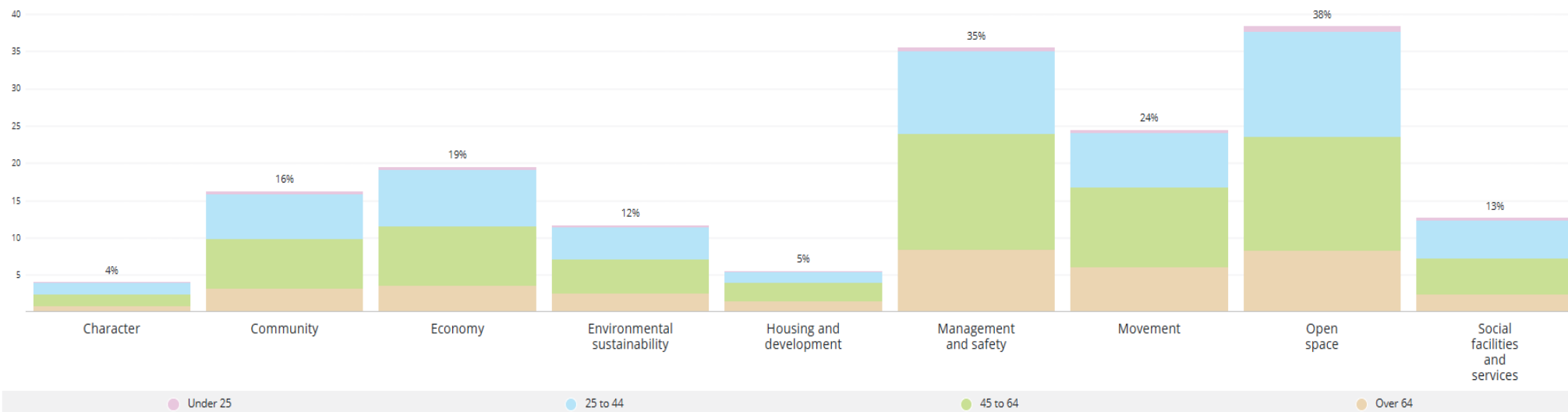
Collecting ideas from our community during the collection of survey data was a key focus for the organisation.

We can use this data to help define projects at the local level and for different groups in our neighbourhoods.

In the survey we asked our community members two questions:

1. In 25 words or fewer, what is your BIG idea to make your neighbourhood more liveable and enjoyable for you?
2. In 25 words or fewer, what is your SMALL idea to make your neighbourhood more liveable and enjoyable for you?

In total we collected 6,218 answers. We can use this data to help define projects at the local level and for different groups in our neighbourhoods. Below is an overview of all the ideas collected by category and age group.



Strategic Community Plan 2021-2031 Performance

In June 2021, the City adopted a new Strategic Community Plan (SCP). The SCP 2021–31 is the third version of its kind to be developed by the City.

This plan was created after an extensive and unprecedented stakeholder engagement process that was heavily impacted by the COVID-19 pandemic.

The SCP is the City's most important planning document. It sits under the custodianship of the Council, providing direction for the future of the City and defining our shared vision, purpose, goals and priorities for the next decade.

Our Strategic Goals

The City has seven strategic goals that were developed in conjunction with the community through extensive stakeholder engagement.

These strategic goals incorporate the aspirations of the community and represent a clear future direction for the City over the lifetime of the SCP. The seven strategic goals are supported by 33 strategic priorities that provide operational direction for the City's administration to focus resources. An in-depth description of these priorities can be found in the SCP.

The seven strategic goals are:

	GOAL 1: An inclusive and accessible City with places and spaces that embrace all		GOAL 5: A well-planned, safe and resilient City that is easy to travel around and provides a connection between people and places
	GOAL 2: A City with rich cultural histories, where people can visit and enjoy unique experiences		GOAL 6: A future focused City that advocates, engages and partners to progress the priorities of the community
	GOAL 3: A vibrant, innovative City with local opportunities for work, business and investment		GOAL 7: A well-governed and managed City that makes informed decisions, provides strong community leadership and valued customer focused services.
	GOAL 4: A sustainable City that balances the relationship between urban growth and the environment		

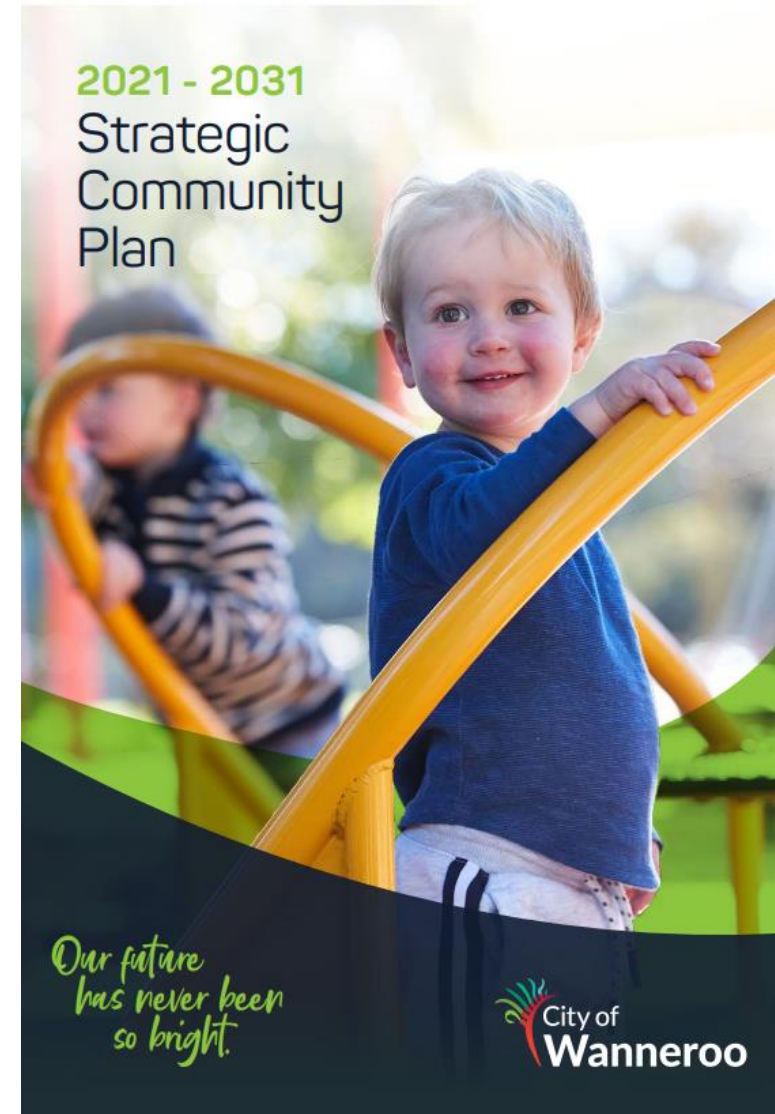
Measuring our Strategic Community Plan 2021-2031

The City engaged Placescore to develop and deliver community performance metrics and reporting to track the implementation of our SCP and inform its upcoming review.

Each of the 50 attributes in the Survey have been aligned with the strategic goals in the SCP.


These 50 attributes span across economic, physical, cultural, and social qualities.

The attributes are used to measure our SCP from a community's perspective in a more in-depth manner than that of a standard community satisfaction survey.

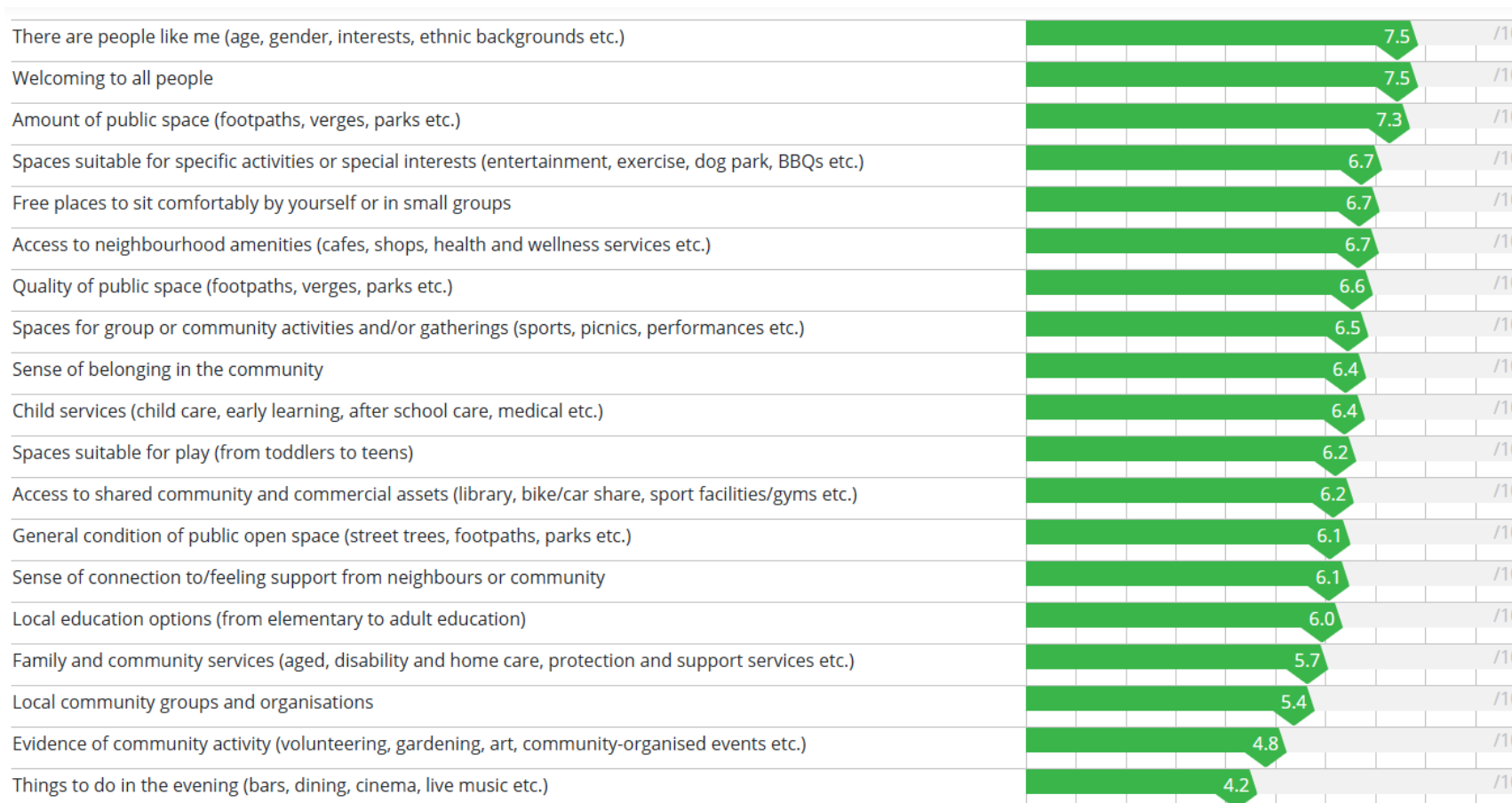


Measuring Goal 1

The following is an overview of the Wanneroo Liveability Survey results that are aligned to Goal 1 of the SCP:



GOAL 1: An inclusive and accessible City with places and spaces that embrace all



Measuring Goal 2

The following is an overview of the Wanneroo Liveability Survey results that are aligned to Goal 2 of the SCP:




GOAL 2: A City with rich cultural histories, where people can visit and enjoy unique experiences

Mix or diversity of people in the area	7.4	/10
Sense of character or identity that is different from other neighbourhoods	5.6	/10
Landmarks, special features or meeting places	5.2	/10
Cultural and/or artistic community	4.7	/10
Unusual or unique buildings and/or public space design	4.2	/10
Local history, historic buildings or features	4.2	/10

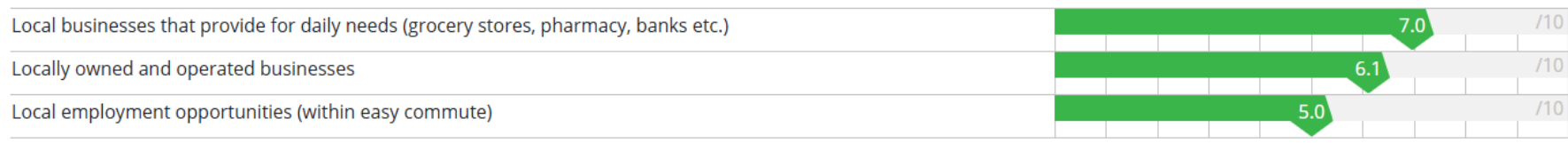


Measuring Goal 3

The following is an overview of the Wanneroo Liveability Survey results that are aligned to Goal 3 of the SCP:




GOAL 3: A vibrant, innovative City with local opportunities for work, business and investment



Measuring Goal 4

The following is an overview of the Wanneroo Liveability Survey results that are aligned to Goal 4 of the SCP:




GOAL 4: A sustainable City that balances the relationship between urban growth and the environment

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	6.5	/10
Landscaping and natural elements (street trees, planting, water features etc.)	6.2	/10
Sustainable behaviours in the community (water management, solar panels, recycling etc.)	6.0	/10
Protection of the natural environment	5.9	/10
Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	5.4	/10



Measuring Goal 5

The following is an overview of the Wanneroo Liveability Survey results that are aligned to Goal 5 of the SCP:



GOAL 5: A well-planned, safe and resilient City that is easy to travel around and provides a connection between people and places



Measuring Goal 6

The Wanneroo Liveability Survey does not at present capture any attributes in relation to this strategic goal.



GOAL 6: A future focused City that advocates, engages and partners to progress the priorities of the community



Measuring Goal 7

The following is an overview of the Wanneroo Liveability Survey results that are aligned to Goal 7 of the SCP:



GOAL 7: A well-governed and managed City that makes informed decisions, provides strong community leadership and valued customer focused services.





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