



MARKYT Business Scorecard ©

Prepared for: City of Wanneroo

Prepared by: Catalyse Pty Ltd

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CATALYSE 

Contents

Strategic Insights	3
The study	10
Economic confidence	13
Overall performance	15
Governance and communications	18
Economic development	27
Safety and security	34
Built environment	37
Natural environment	45
Regulation	49
Overview of community variances	52
Addressing business priorities	54
Moving forward	63

Strategic Insights



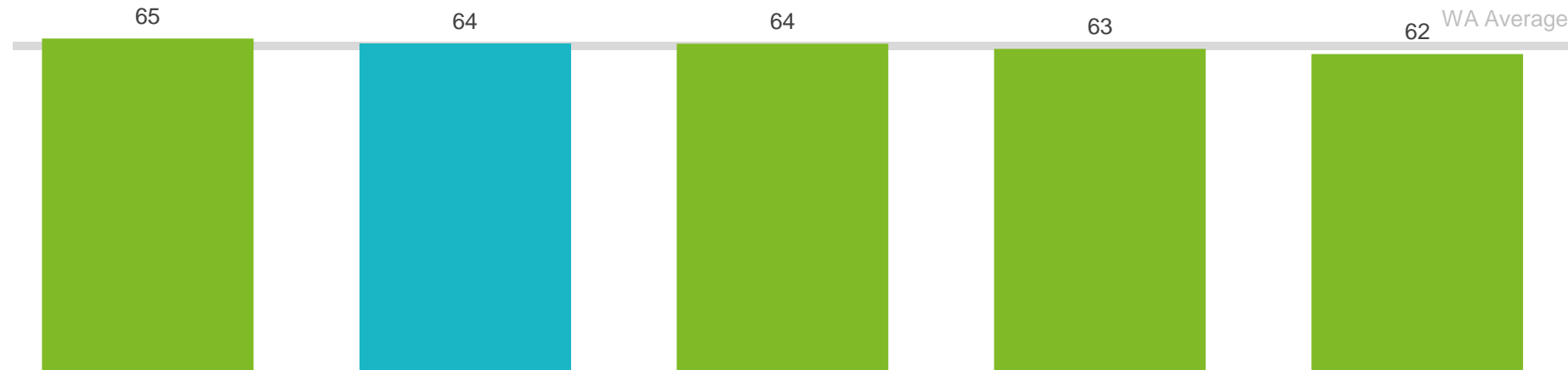
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the City of Wanneroo as a 'place to live' and as a 'governing organisation'. The City of Wanneroo's overall performance index score is 64 out of 100, on par with the industry standard for Western Australia.

Overall Performance Index Score

average of 'place to live' and 'governing organisation'

- City of Wanneroo
- Metropolitan Councils
- Regional Councils



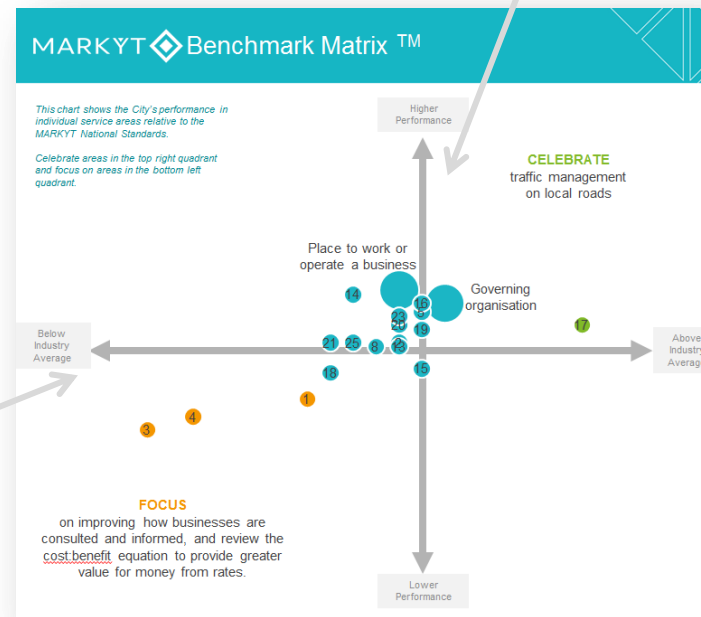
How to read the MARKYT Benchmark Matrix™

The MARKYT Benchmark Matrix™ (shown in detail overleaf) illustrates how the business community rates performance on individual measures, compared to how other councils are being rated by their business communities.

There are two dimensions. The vertical axis maps community perceptions of performance for individual measures relative to the average score for all measures. The horizontal axis maps performance relative to the MARKYT Industry Standards.

Councils aim to be on the right side of this line, with performance ABOVE the MARKYT Industry Standard.

This line represents Council's average performance for all individual measure. As it represents the average, around half of the service areas will be placed above the line, and around half will be positioned below the line.



MARKYT Benchmark Matrix™

This chart shows the City's performance in individual service areas relative to the MARKYT National Standards.

Celebrate areas in the top right quadrant and focus on areas in the bottom left quadrant.



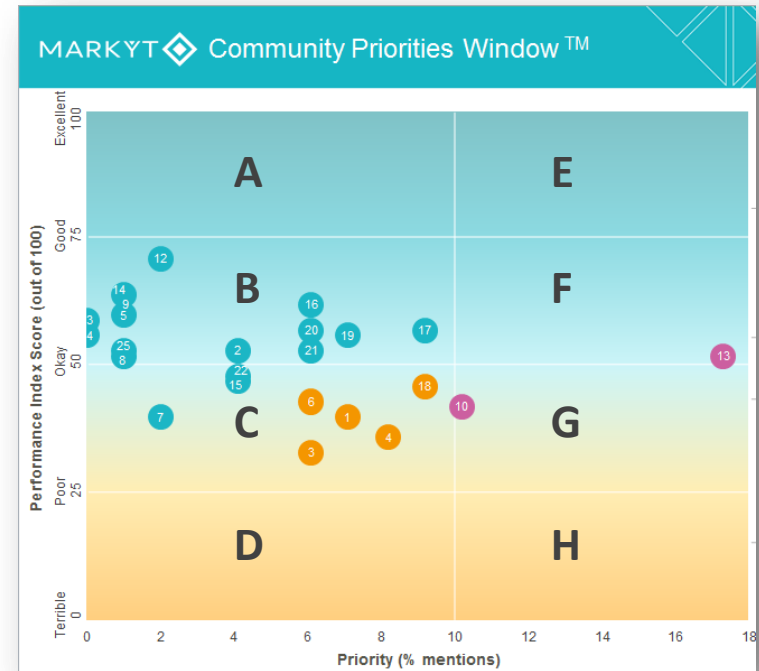
Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. Service areas are included when MARKYT Industry Standards are available.

In the City of Wanneroo's Business Priorities Window, detailed overleaf, close to half of the services are ideally located in window B. They are higher performing areas, receiving average ratings between okay and good.

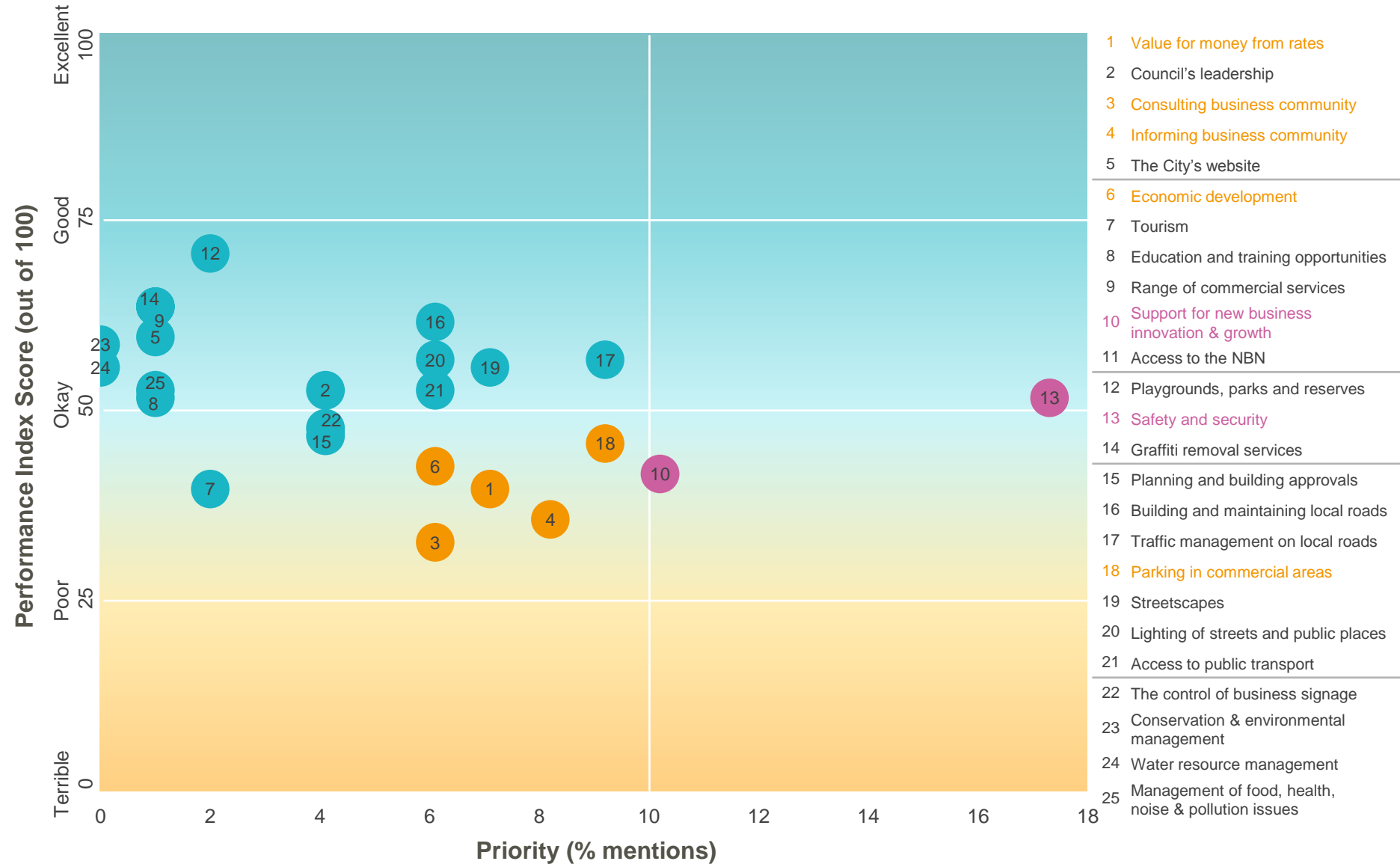
Perceived strengths include playgrounds, parks and reserves.

Moving forward, businesses would like Council to prioritise safety and security and to provide greater support for new business innovation and growth (windows F + G).

Other areas to address include parking in commercial areas, economic development, how the business community is consulted and informed about local issues, and value for money from council rates (orange service areas in window C).



MARKYT Business Priorities Window™



Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Which areas would you most like the City of Wanneroo to focus on improving? Base: All respondents(n = 100)

The Study

The Study

In May, the City of Wanneroo administered a MARKYT Business Scorecard to evaluate business priorities and measure Council's performance against key indicators in the Strategic Community Plan.

The study was conducted by phone. Consistent with previous years, CATALYSE partnered with Edith Cowan University's Survey Research Centre.

This year, the City adopted a MARKYT accredited approach moving from an 11 point satisfaction scale to a 5 point performance scale.

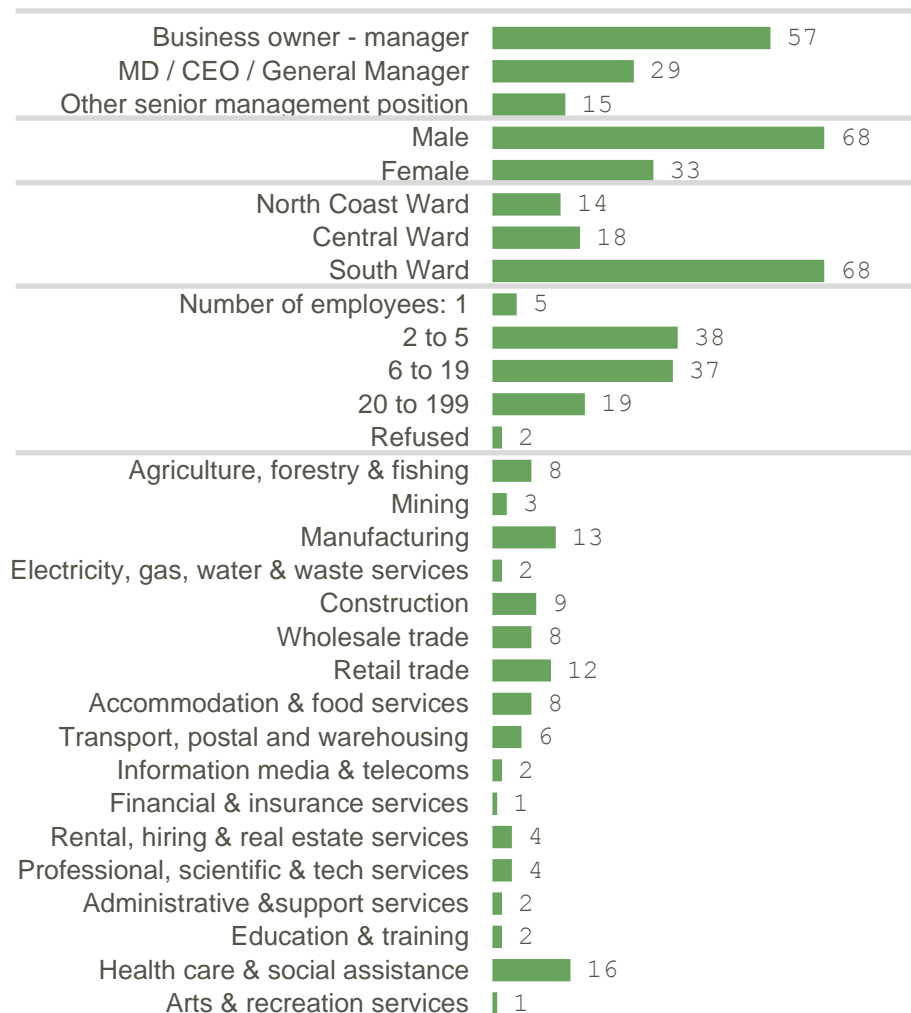
100 businesses completed a survey reducing the sampling error to $\pm 10\%$ at the 95% confidence interval.

Data has been analysed using SPSS. Where sub-totals add to $\pm 1\%$ of the parts, this is due to rounding errors to zero decimal places.

MARKYT Industry Standards are provided when 3 or more councils have asked the same question over the past 2 years. Participating councils include the cities of Belmont, Cockburn, Melville, Vincent and Wanneroo.



% of respondents



ATSI = Aboriginal and Torres Strait Islander
NESB = Non-English Speaking Background

How to read this report

Trend analysis shows how performance varies over time.

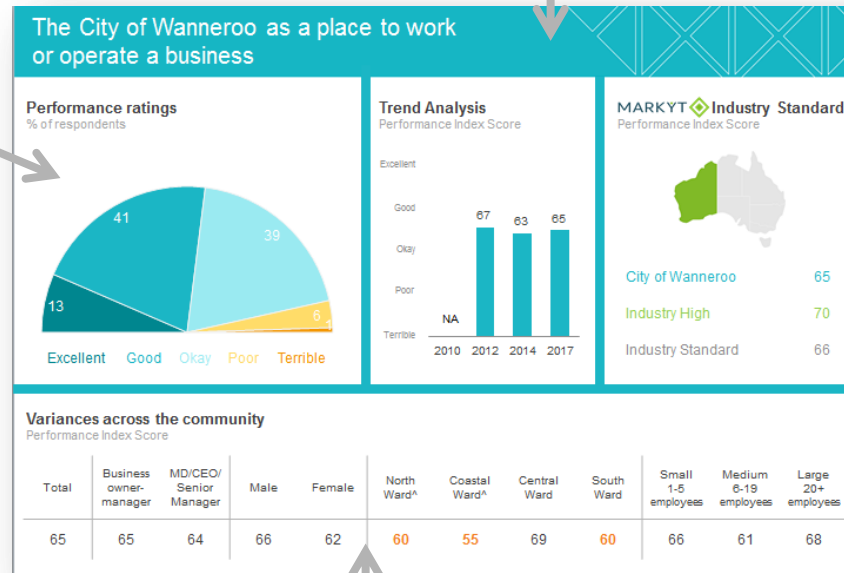
Please note: Prior to 2017, results are reported as an Index Score calculated from an 11 point satisfaction scale. 2017 results use a MARKYT accredited 5 point performance scale. This is a best practice approach that enables comparison with other councils.

For the agree-disagree questions, the scale has remained consistent.

The chart shows business perceptions of performance on a five point scale from excellent to terrible.

The **Performance Index Score** is a score out of 100 using the following formula:

$$\frac{(\text{average score} - 1)}{4} \times 100$$



Variance across the community shows how results vary across the community based on the Performance Index Score

MARKYT Industry Standards show how Council is performing compared to other councils across Western Australia.

Council Score is the Council's performance index score.

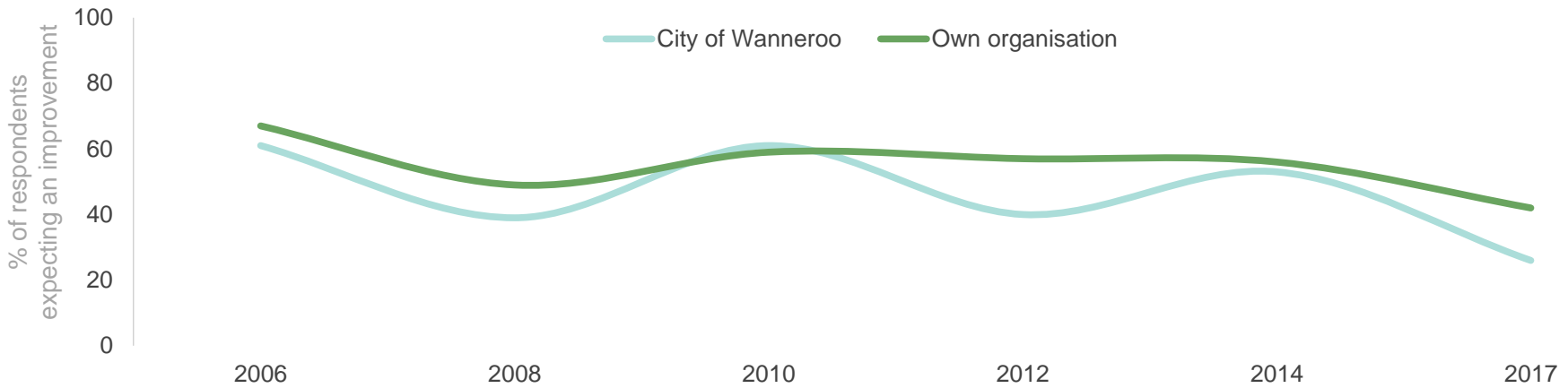
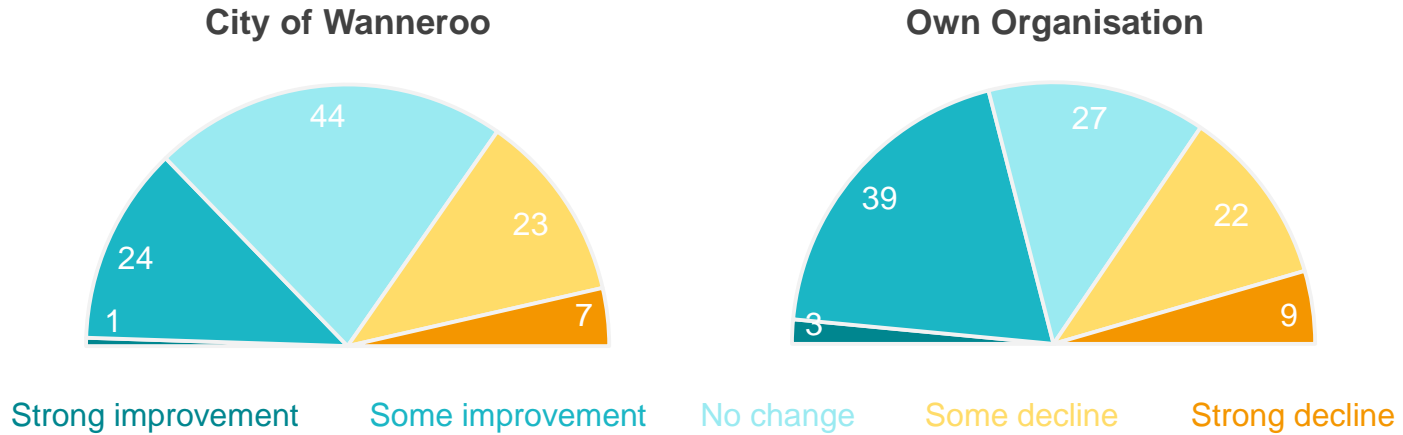
Industry High is the highest score achieved by councils in WA that have completed a comparable study with CATALYSE over the past two years.

Industry Standard is the average score among WA councils that have completed a comparable study with CATALYSE over the past two years.

Economic Confidence

Economic confidence

% of respondents



Q. Over the next 12 months, what is your expectation for the economic situation in the City of Wanneroo and for your organisation?

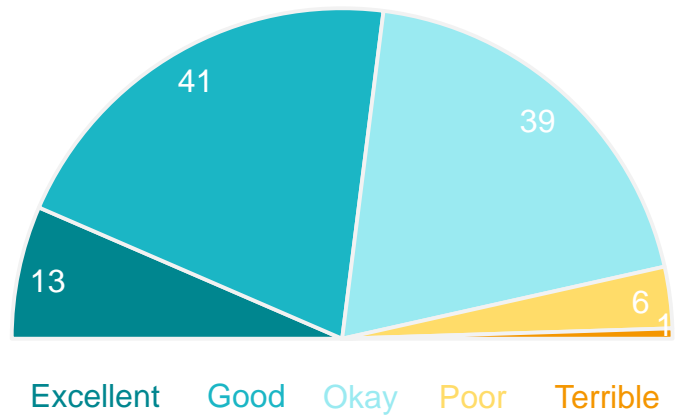
Base: All respondents, excludes 'unsure' and 'no response' (City n = 98; Organisation n = 100).

Overall Performance

The City of Wanneroo as a place to work or operate a business

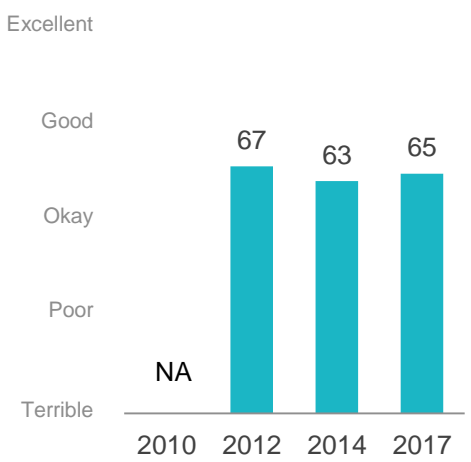
Performance ratings

% of respondents



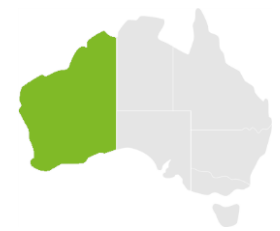
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	65
Industry High	70
Industry Standard	66

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
65	65	64	66	62	55	63	67	66	61	68

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 100).

[^] small sample size (n < 15)

What the business community values most

As a place to operate an organisation, businesses mostly value the City of Wanneroo for access to customers, being close to home, services and facilities provided by Council, lack of traffic congestion, lower costs, and the area's growth potential.

"I live locally and my business is located locally so that is the one thing I value most about being in the City of Wanneroo. Easy to commute and never far away from home."

"The location of the business is a central location which is a good base for our customers and easy to do business as we find it very central for our clients."

"Probably their security and how they monitor the Wangara business area. The Shire provides security services to keep an eye on all the businesses here so they are doing a good job of that but it can always be done better I suppose."

"I find that the road network infrastructure that we have in the local area of Wangara is good such that reaching clients is really very easy for us. We do lots and lots of driving as part of our work and having a good connected road network helps up reach our clients without any hassle."

"There are facilities that are really good here in the City of Wanneroo and I enjoy the fact we have access to the NBN which is very helpful for my business."

"I like having good flowing traffic in and out of the area that my business is in. It's easy for our transport to get our trucks in and out and delivering our goods on time is important."

"To not having to work in the City, that's what I value the most about the City of Wanneroo. The City traffic is terrible."

"The potential for growth as the population increases."

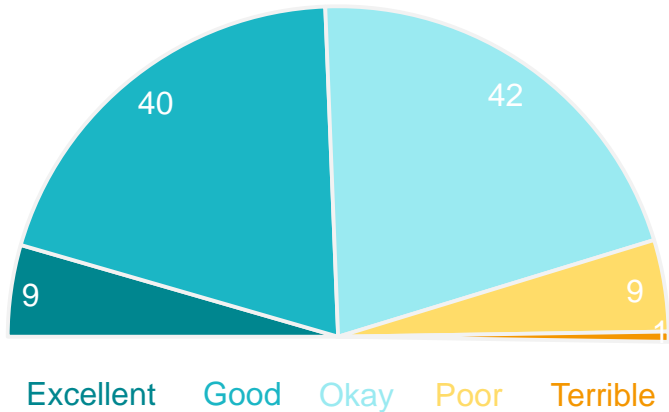
"The rates are cheaper here then anywhere else so that's what I love about the City of Wanneroo."

Governance and Communications

The City of Wanneroo as the organisation that governs the local area

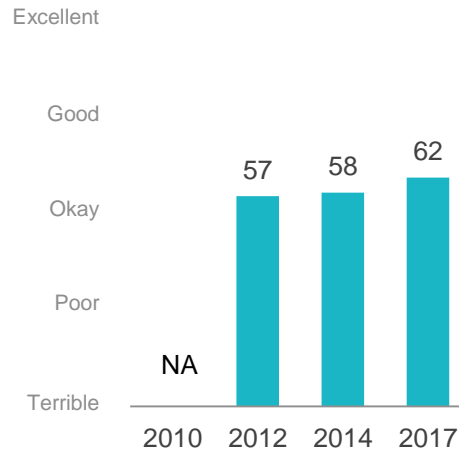
Performance ratings

% of respondents



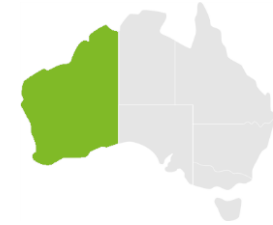
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	62
Industry High	65
Industry Standard	61

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
62	60	64	62	60	57	63	62	62	57	68

Q. How would you rate performance in the following areas?

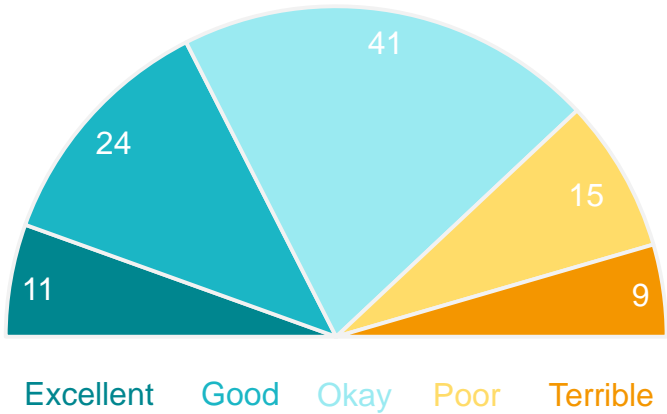
Base: All respondents, excludes 'unsure' and 'no response' (n = 91).

[^] small sample size (n < 15)

Council's leadership within the community

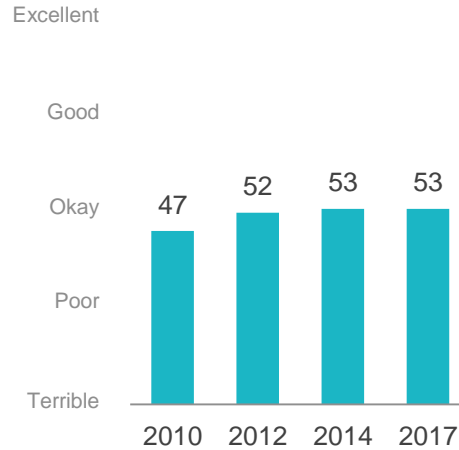
Performance ratings

% of respondents



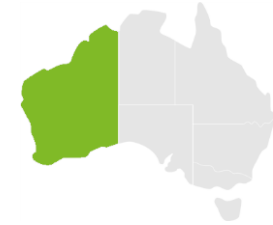
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	53
Industry High	57
Industry Standard	54

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
53	47	62	50	60	68	58	50	54	47	62

Q. How would you rate performance in the following areas?

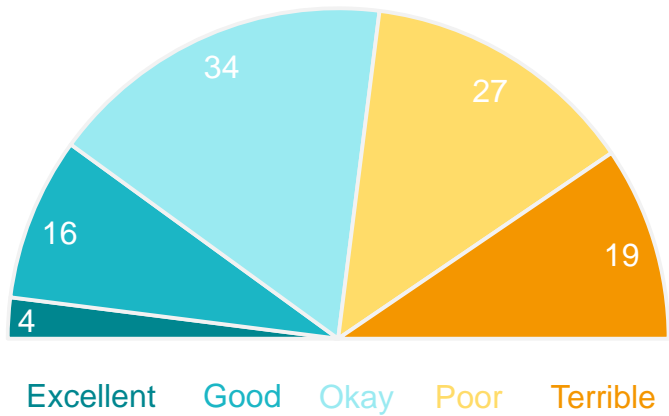
Base: All respondents, excludes 'unsure' and 'no response' (n = 80).

[^] small sample size (n < 15)

Value for money from Council rates

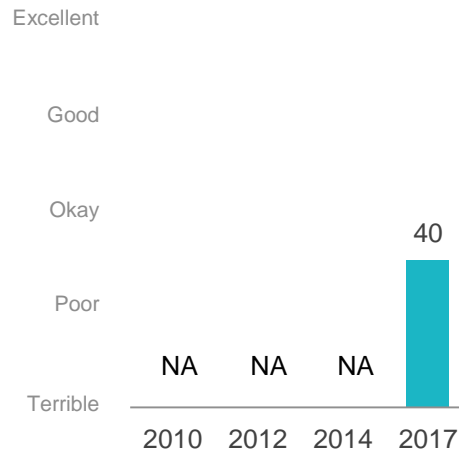
Performance ratings

% of respondents



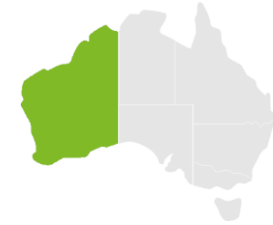
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	40
Industry High	49
Industry Standard	45

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
40	37	44	39	43	40	55	37	38	39	47

Q. How would you rate performance in the following areas?

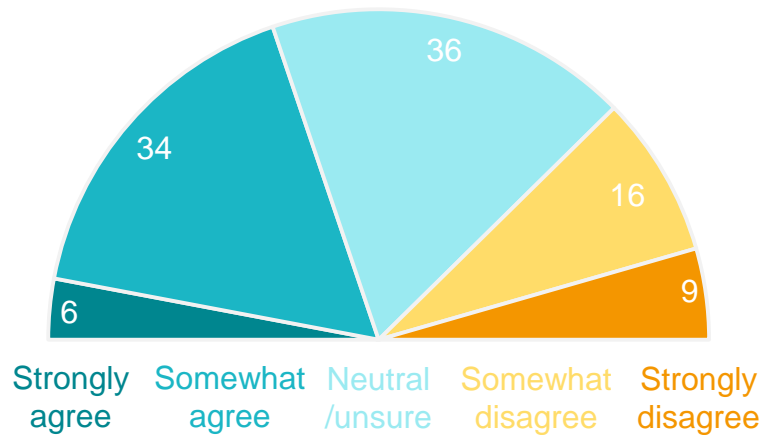
Base: All respondents, excludes 'unsure' and 'no response' (n = 90).

[^] small sample size (n < 15)

The City has a good understanding of issues and challenges facing business

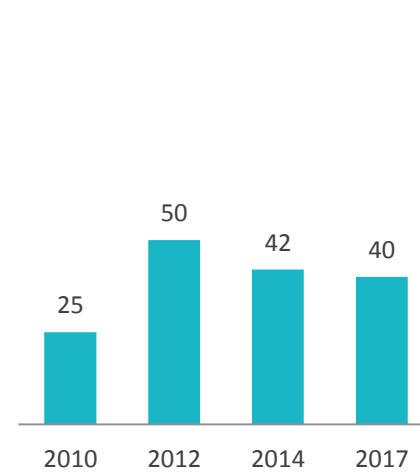
Level of agreement

% of respondents



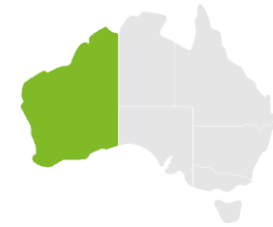
Trend Analysis

% agree



MARKYT Industry Standards

% agree



City of Wanneroo	40
Industry High	53
Industry Standard	45

Variations across the community

% agree

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
40	37	43	40	39	57	56	32	42	32	48

Q. How strongly do you agree or disagree with the following statements?

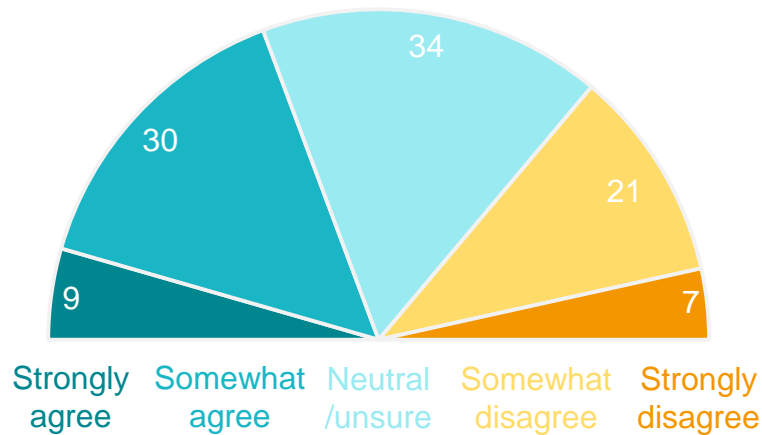
Base: All respondents, excludes 'no response' (n = 101).

[^] small sample size (n < 15)

The City has developed and communicated a clear vision for the area

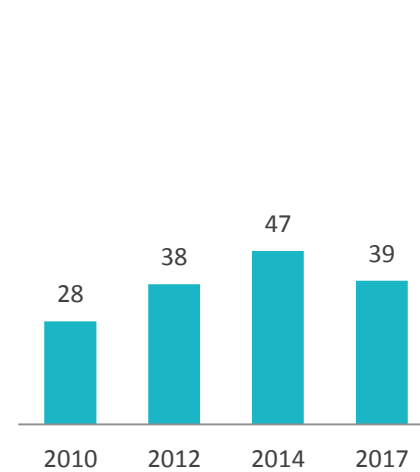
Level of agreement

% of respondents



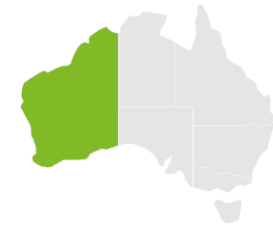
Trend Analysis

% agree



MARKYT Industry Standards

% agree



City of Wanneroo	39
Industry High	52
Industry Standard	44

Variations across the community

% agree

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
39	32	48	35	45	43	50	35	40	35	43

Q. How strongly do you agree or disagree with the following statements?

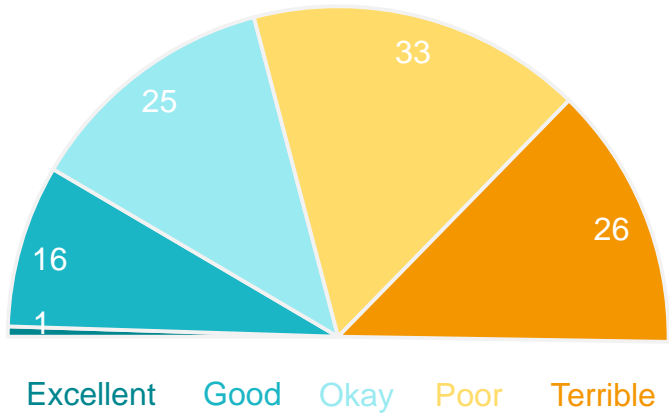
Base: All respondents, excludes 'no response' (n = 101).

[^] small sample size (n < 15)

How the business community is consulted about local issues

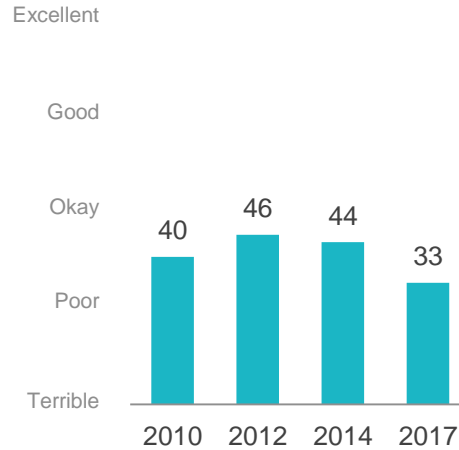
Performance ratings

% of respondents



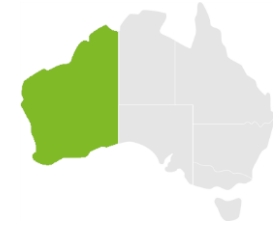
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	33
Industry High	55
Industry Standard	45

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
33	29	38	30	40	38	39	31	35	30	36

Q. How would you rate performance in the following areas?

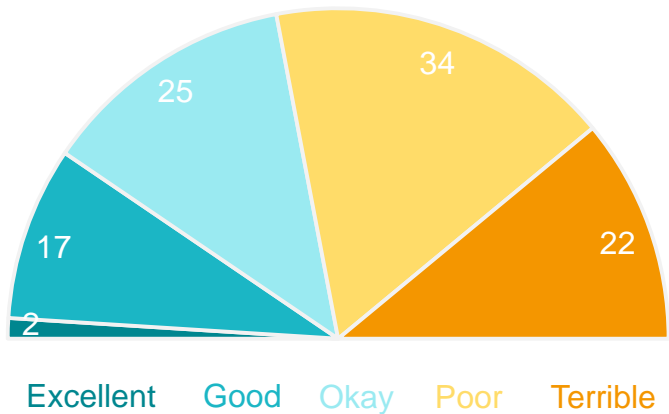
Base: All respondents, excludes 'unsure' and 'no response' (n = 89).

[^] small sample size (n < 15)

How the business community is informed about local issues

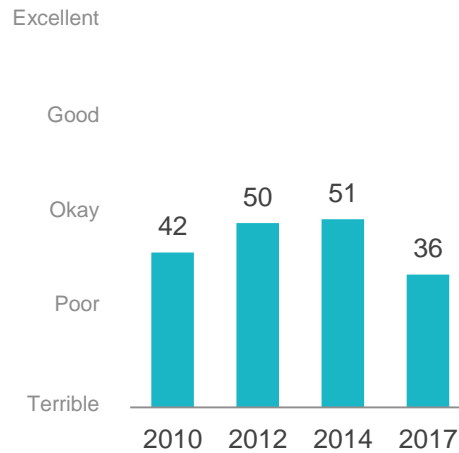
Performance ratings

% of respondents



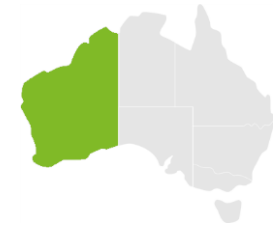
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	36
Industry High	56
Industry Standard	46

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
36	32	39	36	36	45	41	32	40	33	32

Q. How would you rate performance in the following areas?

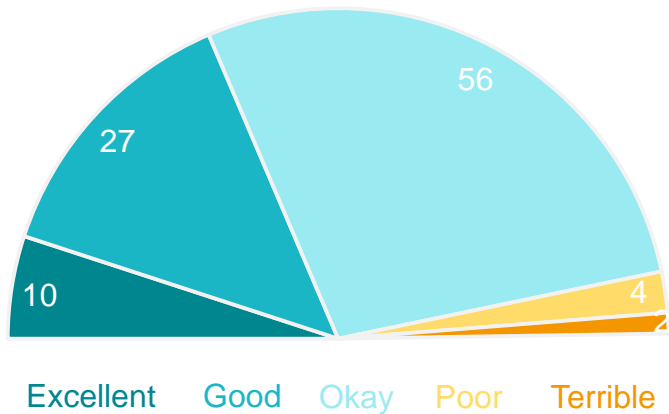
Base: All respondents, excludes 'unsure' and 'no response' (n = 89).

[^] small sample size (n < 15)

The City's website

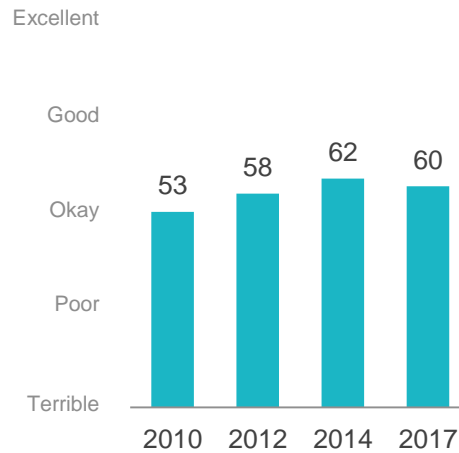
Performance ratings

% of respondents



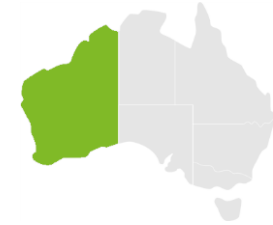
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	60
Industry High	63
Industry Standard	60

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
60	59	61	62	57	63	53	62	56	62	63

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 48).

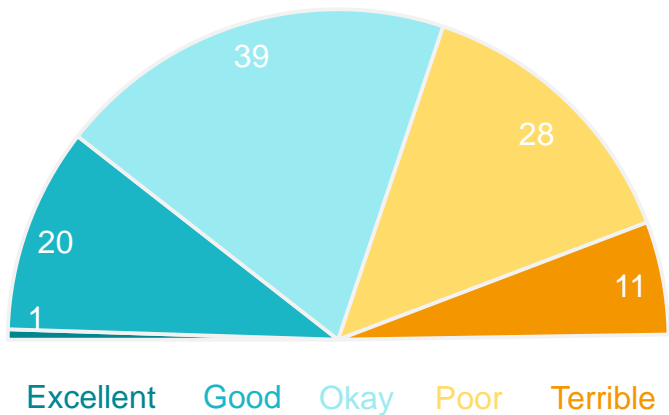
[^] small sample size (n < 15)

Economic Development

Economic development and job creation

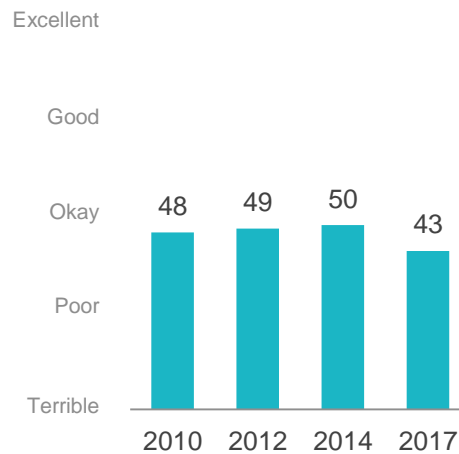
Performance ratings

% of respondents



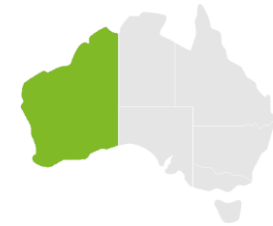
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	43
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
43	39	48	42	45	48	44	42	43	42	47

Q. How would you rate performance in the following areas?

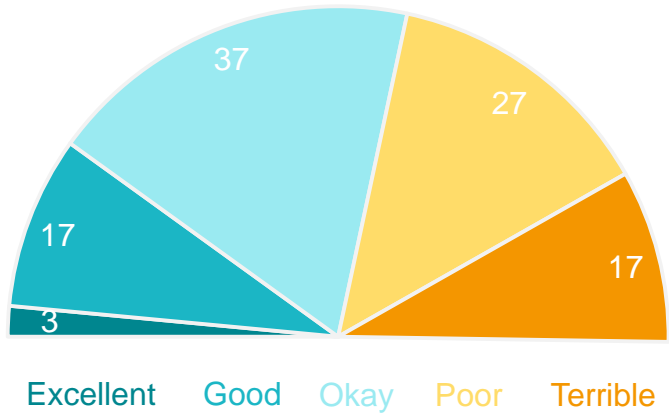
Base: All respondents, excludes 'unsure' and 'no response' (n = 74).

[^] small sample size (n < 15)

Tourism

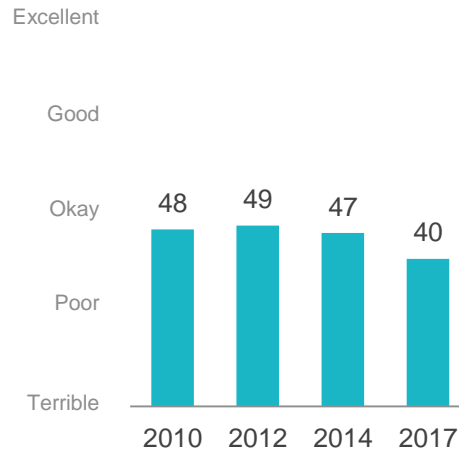
Performance ratings

% of respondents



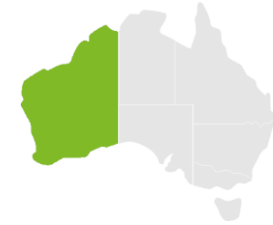
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	40
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
40	38	43	39	44	44	39	40	41	33	50

Q. How would you rate performance in the following areas?

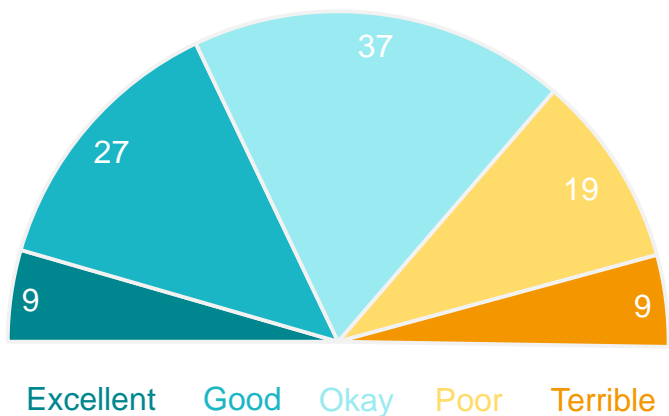
Base: All respondents, excludes 'unsure' and 'no response' (n = 71).

[^] small sample size (n < 15)

Access to local education and training opportunities

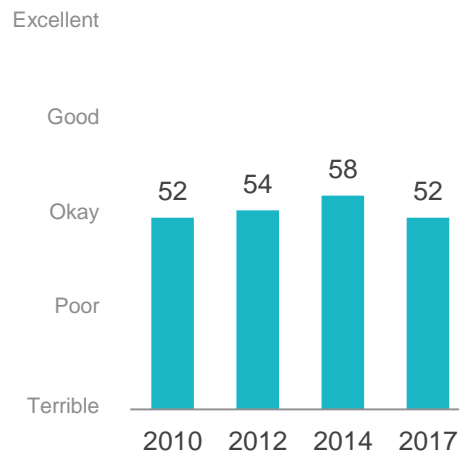
Performance ratings

% of respondents



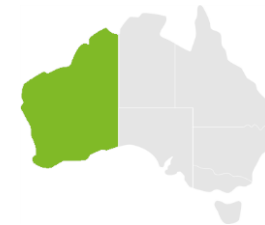
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	52
Industry High	57
Industry Standard	54

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
52	50	54	51	55	58	59	48	51	47	63

Q. How would you rate performance in the following areas?

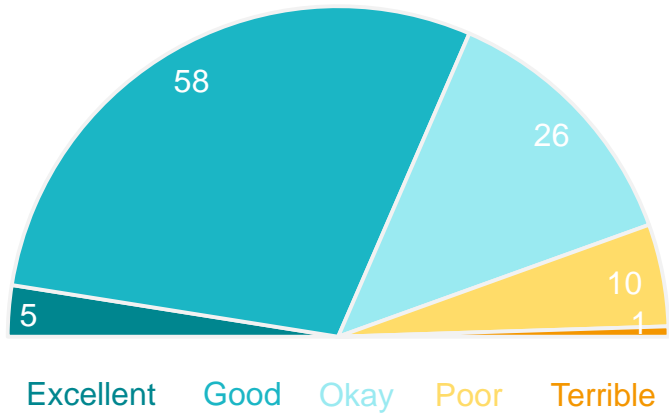
Base: All respondents, excludes 'unsure' and 'no response' (n = 70).

[^] small sample size (n < 15)

Range of commercial services available in the City of Wanneroo, including retail, office and industrial services

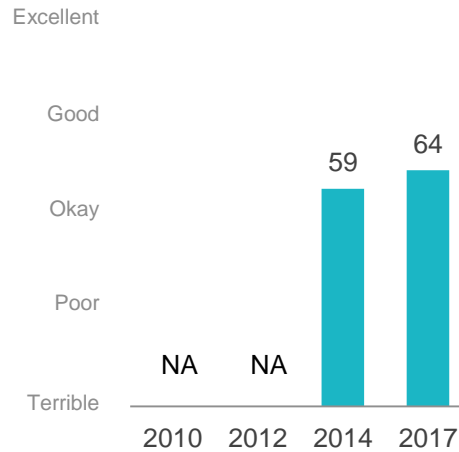
Performance ratings

% of respondents



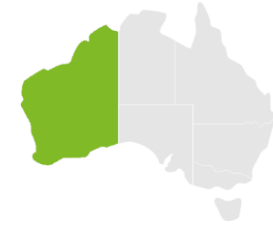
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	64
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
64	62	67	64	65	52	62	68	65	63	64

Q. How would you rate performance in the following areas?

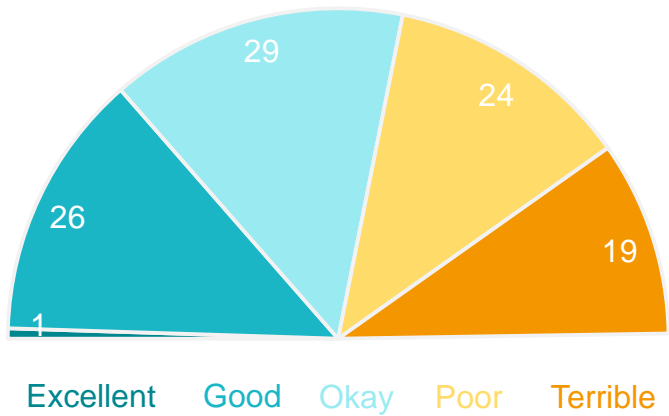
Base: All respondents, excludes 'unsure' and 'no response' (n = 92).

[^] small sample size (n < 15)

Support for new business innovation and business growth

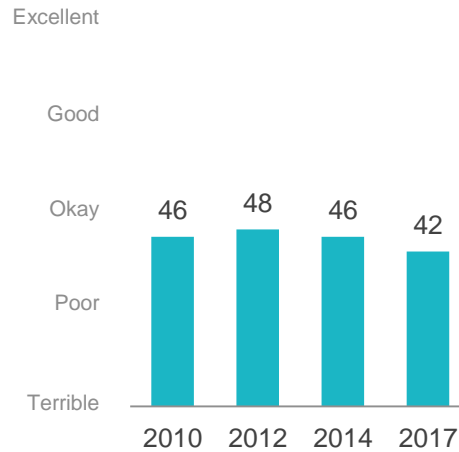
Performance ratings

% of respondents



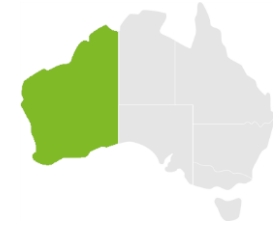
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	42
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
42	40	45	38	51	50	47	40	40	42	45

Q. How would you rate performance in the following areas?

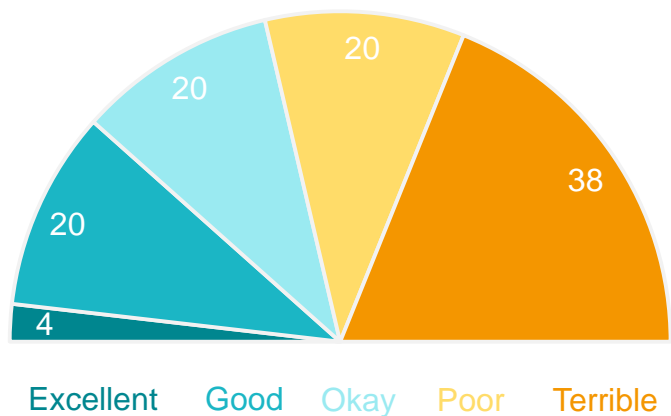
Base: All respondents, excludes 'unsure' and 'no response' (n = 68).

[^] small sample size (n < 15)

Access to the NBN

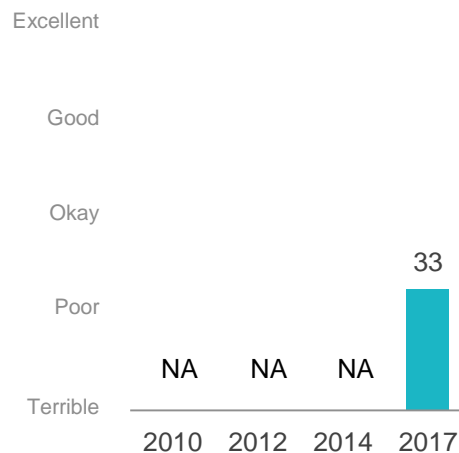
Performance ratings

% of respondents



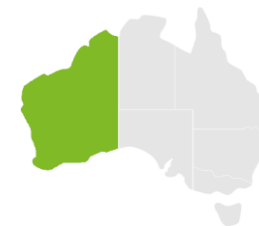
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	33
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
33	30	37	34	31	50	23	31	35	26	43

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 82).

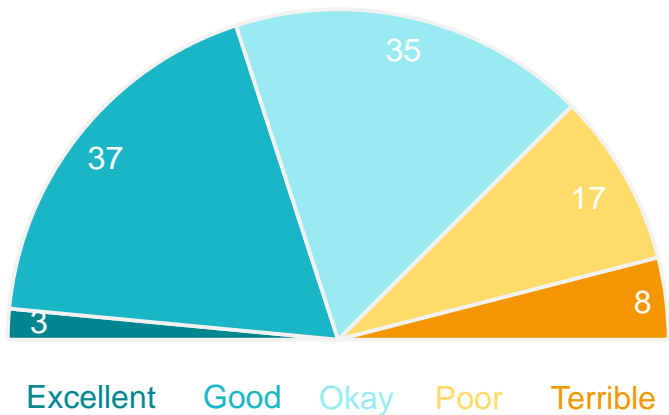
[^] small sample size (n < 15)

Safety and security

Safety and security

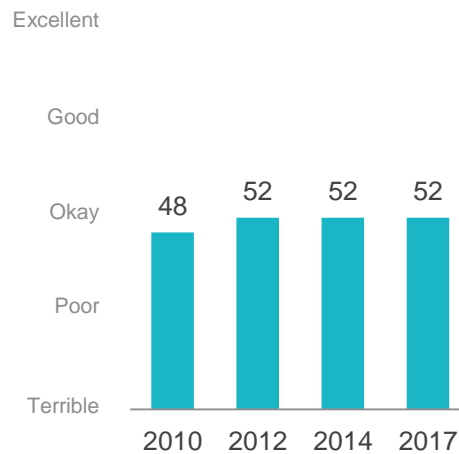
Performance ratings

% of respondents



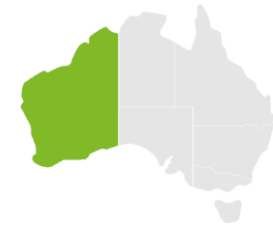
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	52
Industry High	57
Industry Standard	53

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
52	52	53	53	50	50	49	54	51	53	52

Q. How would you rate performance in the following areas?

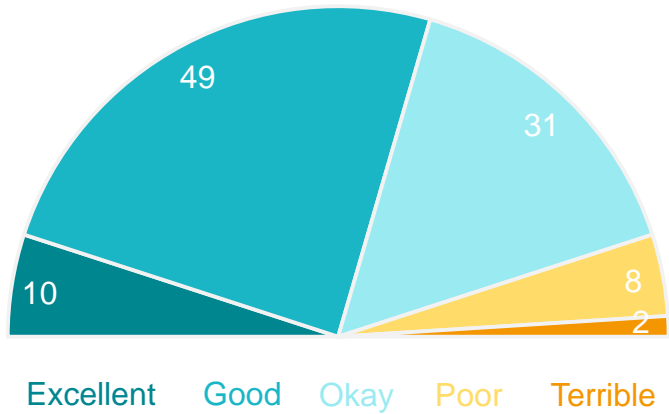
Base: All respondents, excludes 'unsure' and 'no response' (n = 98).

[^] small sample size (n < 15)

Graffiti removal services

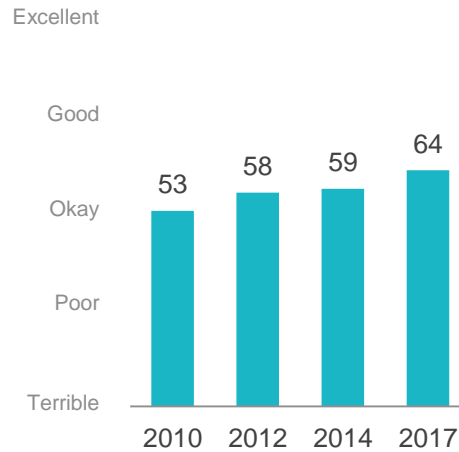
Performance ratings

% of respondents



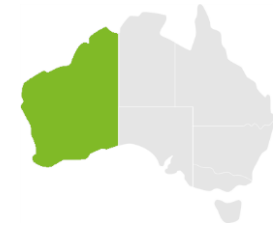
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	64
Industry High	73
Industry Standard	67

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
64	60	68	66	60	54	68	65	59	63	75

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 84).

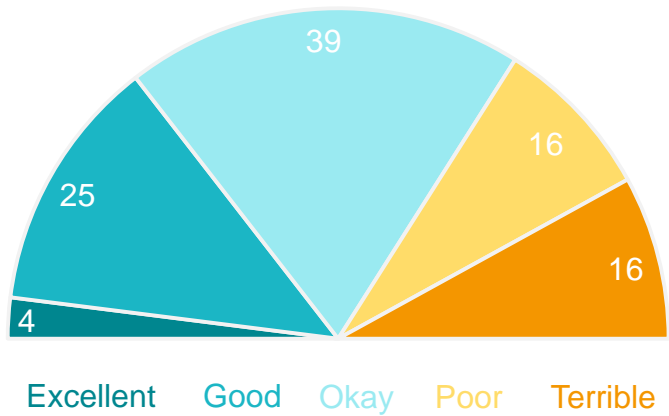
[^] small sample size (n < 15)

Built Environment

Planning and building approvals

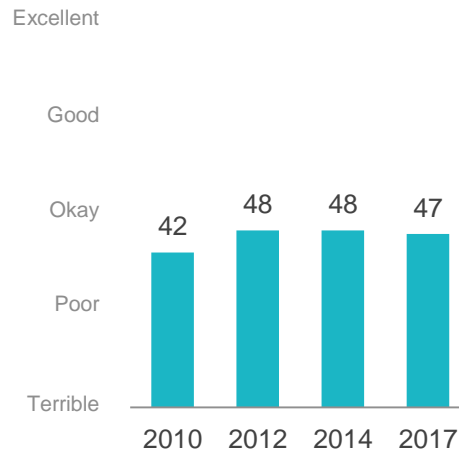
Performance ratings

% of respondents



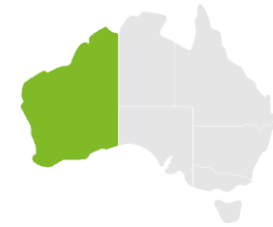
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	47
Industry High	50
Industry Standard	47

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
47	37	57	45	52	48	33	49	39	51	53

Q. How would you rate performance in the following areas?

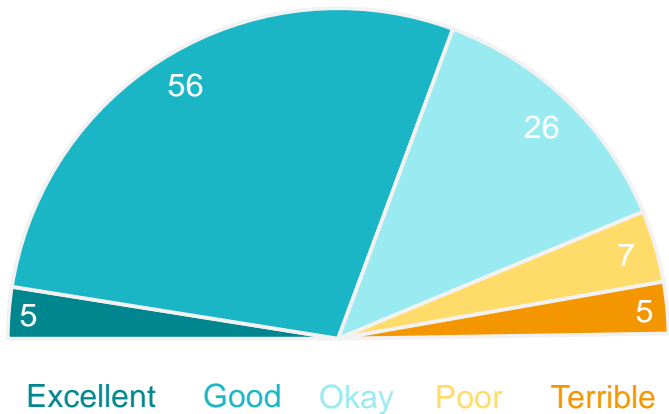
Base: All respondents, excludes 'unsure' and 'no response' (n = 51).

[^] small sample size (n < 15)

Building and maintaining local roads

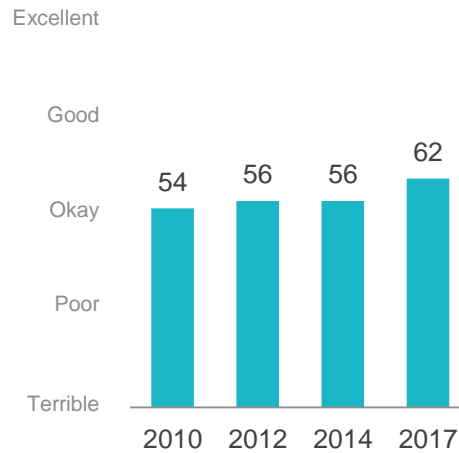
Performance ratings

% of respondents



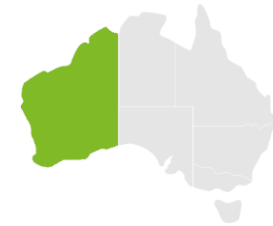
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	62
Industry High	69
Industry Standard	62

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
62	56	70	60	66	70	48	64	58	65	68

Q. How would you rate performance in the following areas?

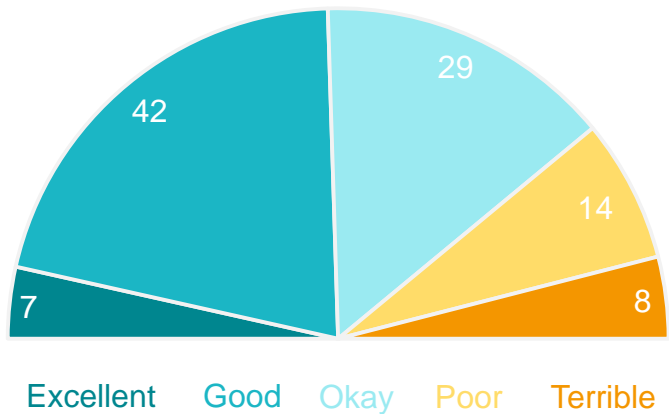
Base: All respondents, excludes 'unsure' and 'no response' (n = 91).

[^] small sample size (n < 15)

Traffic management on local roads

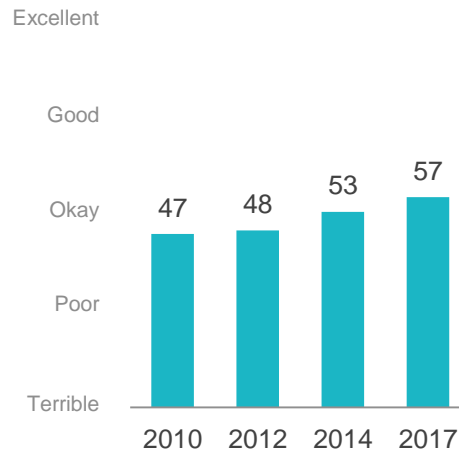
Performance ratings

% of respondents



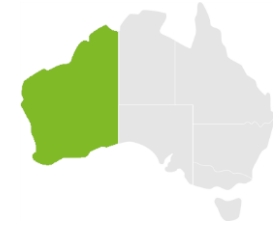
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	57
Industry High	57
Industry Standard	50

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
57	54	59	56	58	58	53	57	60	52	58

Q. How would you rate performance in the following areas?

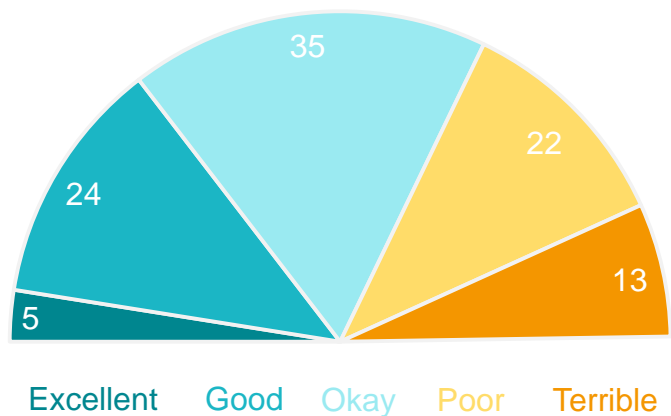
Base: All respondents, excludes 'unsure' and 'no response' (n = 96).

[^] small sample size (n < 15)

Parking in commercial areas

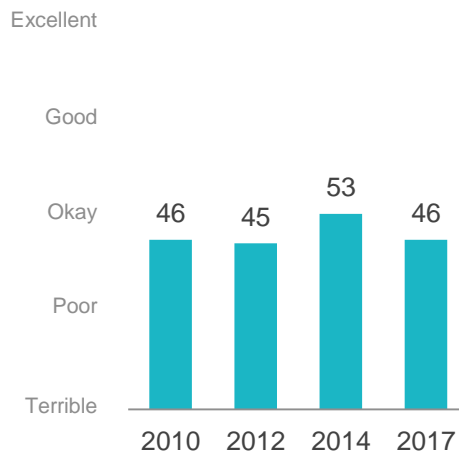
Performance ratings

% of respondents



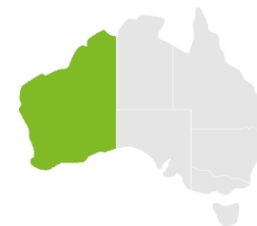
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	46
Industry High	58
Industry Standard	50

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
46	45	48	46	48	48	53	44	45	53	39

Q. How would you rate performance in the following areas?

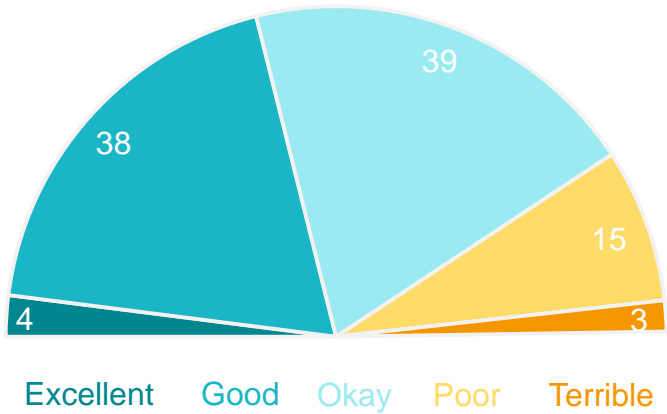
Base: All respondents, excludes 'unsure' and 'no response' (n = 99).

[^] small sample size (n < 15)

Streetscapes

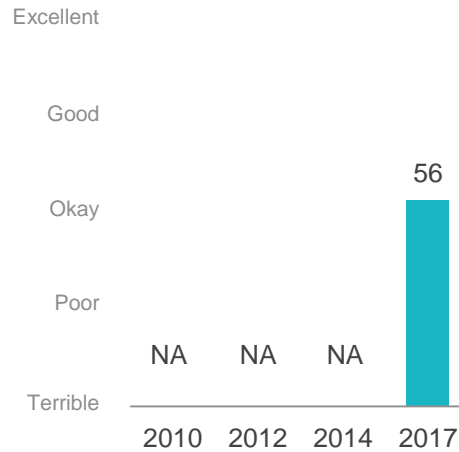
Performance ratings

% of respondents



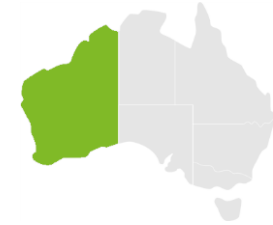
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	56
Industry High	57
Industry Standard	56

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
56	57	55	57	55	50	59	57	56	56	57

Q. How would you rate performance in the following areas?

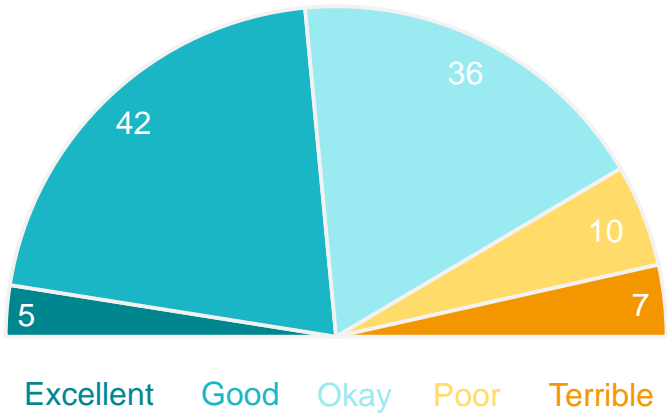
Base: All respondents, excludes 'unsure' and 'no response' (n = 97).

[^] small sample size (n < 15)

Lighting of streets and public places

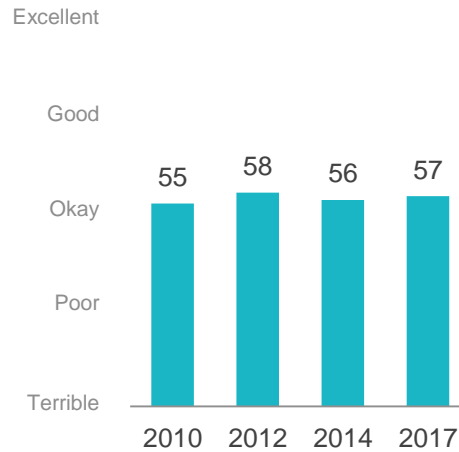
Performance ratings

% of respondents



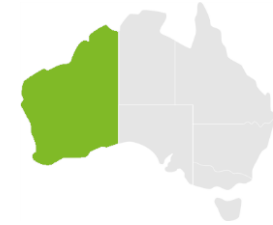
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	57
Industry High	61
Industry Standard	58

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
57	57	56	57	56	59	56	57	57	56	58

Q. How would you rate performance in the following areas?

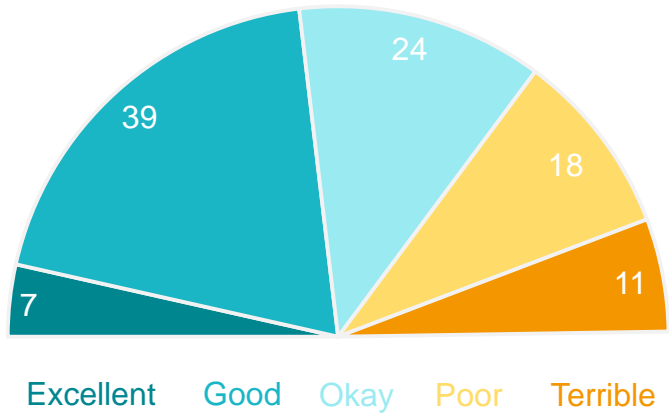
Base: All respondents, excludes 'unsure' and 'no response' (n = 98).

[^] small sample size (n < 15)

Access to public transport

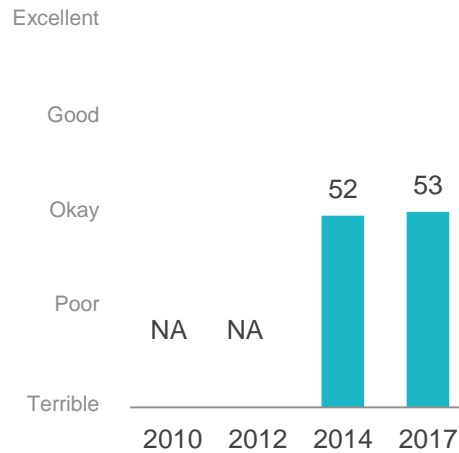
Performance ratings

% of respondents



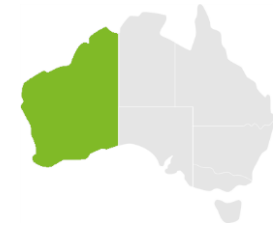
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	53
Industry High	62
Industry Standard	57

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
53	56	51	52	56	62	56	51	54	53	53

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 82).

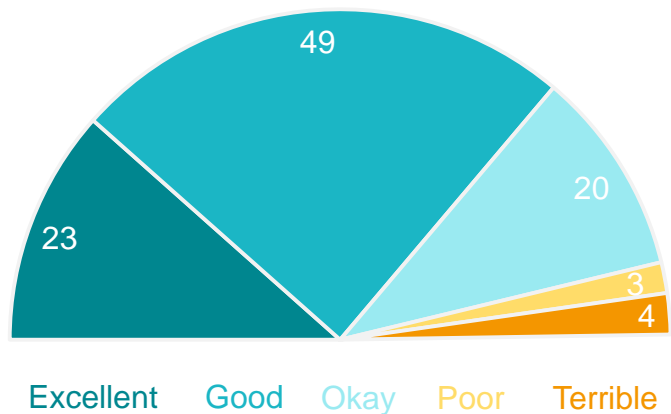
[^] small sample size (n < 15)

Natural Environment

Playgrounds, parks and reserves

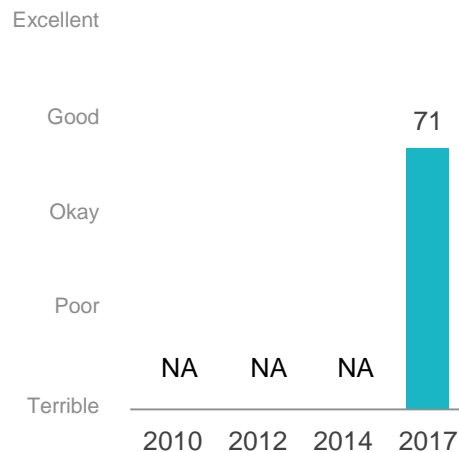
Performance ratings

% of respondents



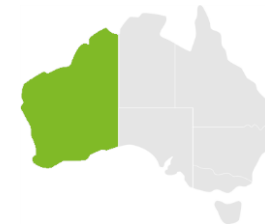
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	71
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
71	73	68	73	67	63	66	74	73	68	71

Q. How would you rate performance in the following areas?

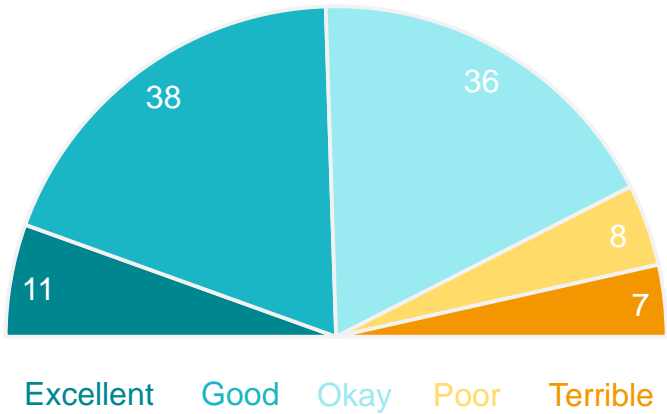
Base: All respondents, excludes 'unsure' and 'no response' (n = 91).

[^] small sample size (n < 15)

Conservation and environmental management

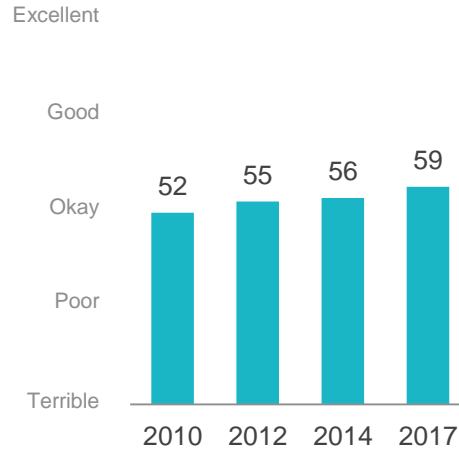
Performance ratings

% of respondents



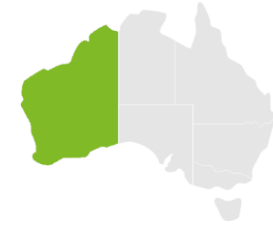
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	59
Industry High	62
Industry Standard	60

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
59	56	63	58	63	65	61	57	64	53	60

Q. How would you rate performance in the following areas?

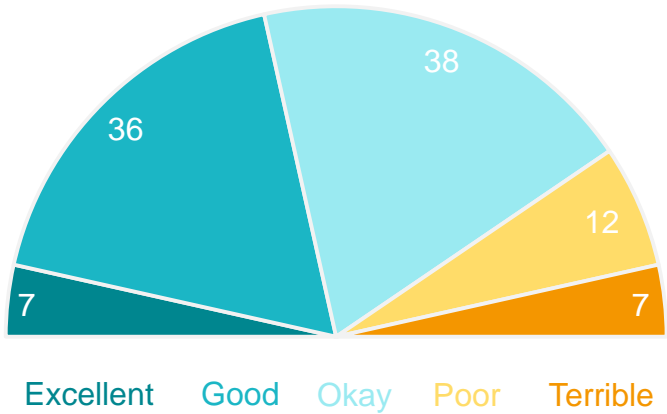
Base: All respondents, excludes 'unsure' and 'no response' (n = 72).

[^] small sample size (n < 15)

Water resource management

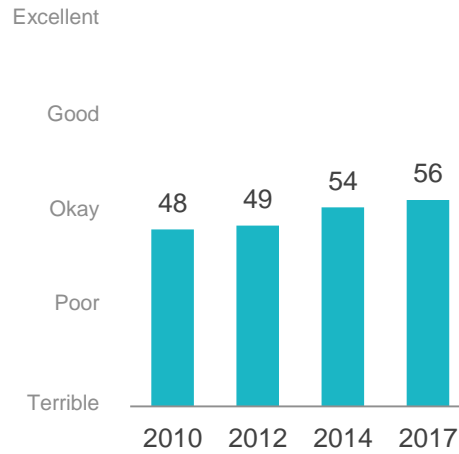
Performance ratings

% of respondents



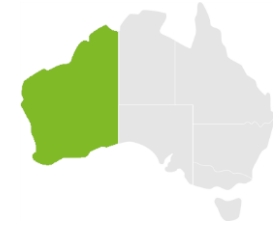
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	56
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
56	54	58	56	57	60	53	56	54	56	59

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 58).

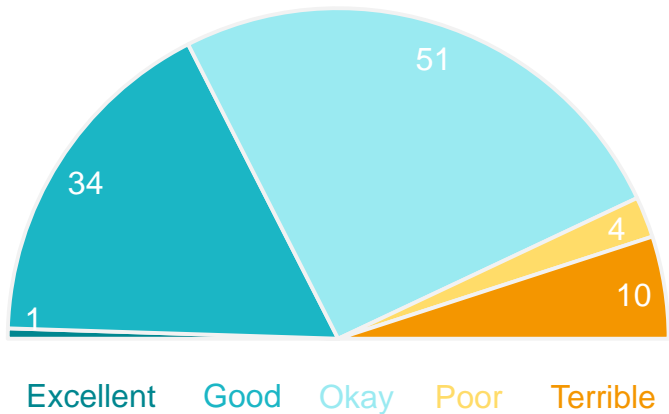
[^] small sample size (n < 15)

Regulation

Management of food, health, noise and pollution issues

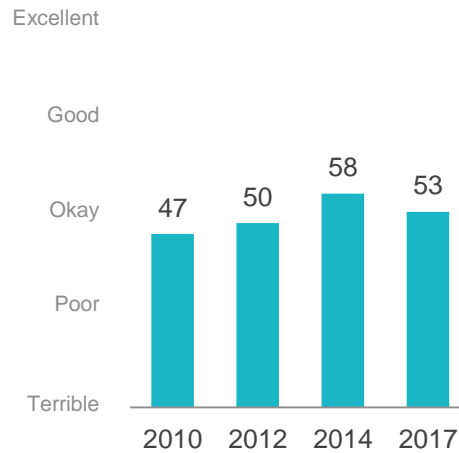
Performance ratings

% of respondents



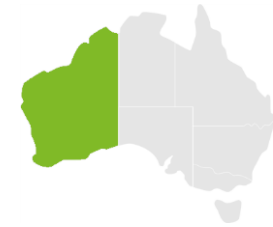
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	53
Industry High	61
Industry Standard	56

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
53	48	58	51	57	52	48	54	54	48	59

Q. How would you rate performance in the following areas?

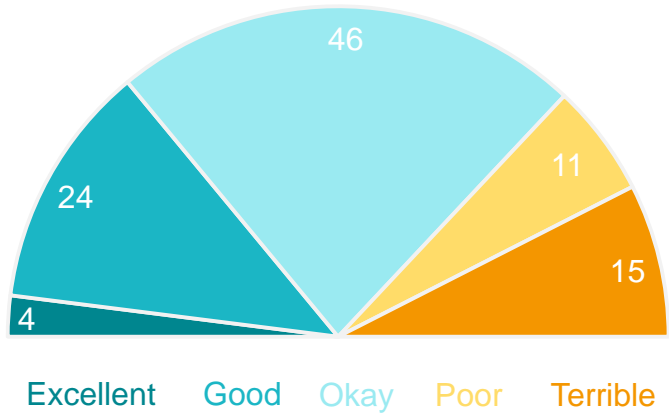
Base: All respondents, excludes 'unsure' and 'no response' (n = 77).

[^] small sample size (n < 15)

The control of business signage

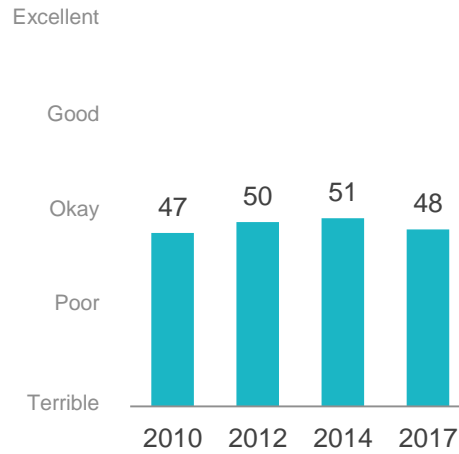
Performance ratings

% of respondents



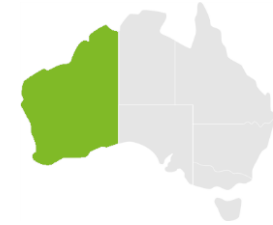
Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Wanneroo	48
Industry High	NA
Industry Standard	NA

Variations across the community

Performance Index Score

Total	Business owner-manager	MD/CEO/Senior Manager	Male	Female	North Coast Ward [^]	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
48	47	49	47	50	50	40	49	49	48	44

Q. How would you rate performance in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 82).

[^] small sample size (n < 15)

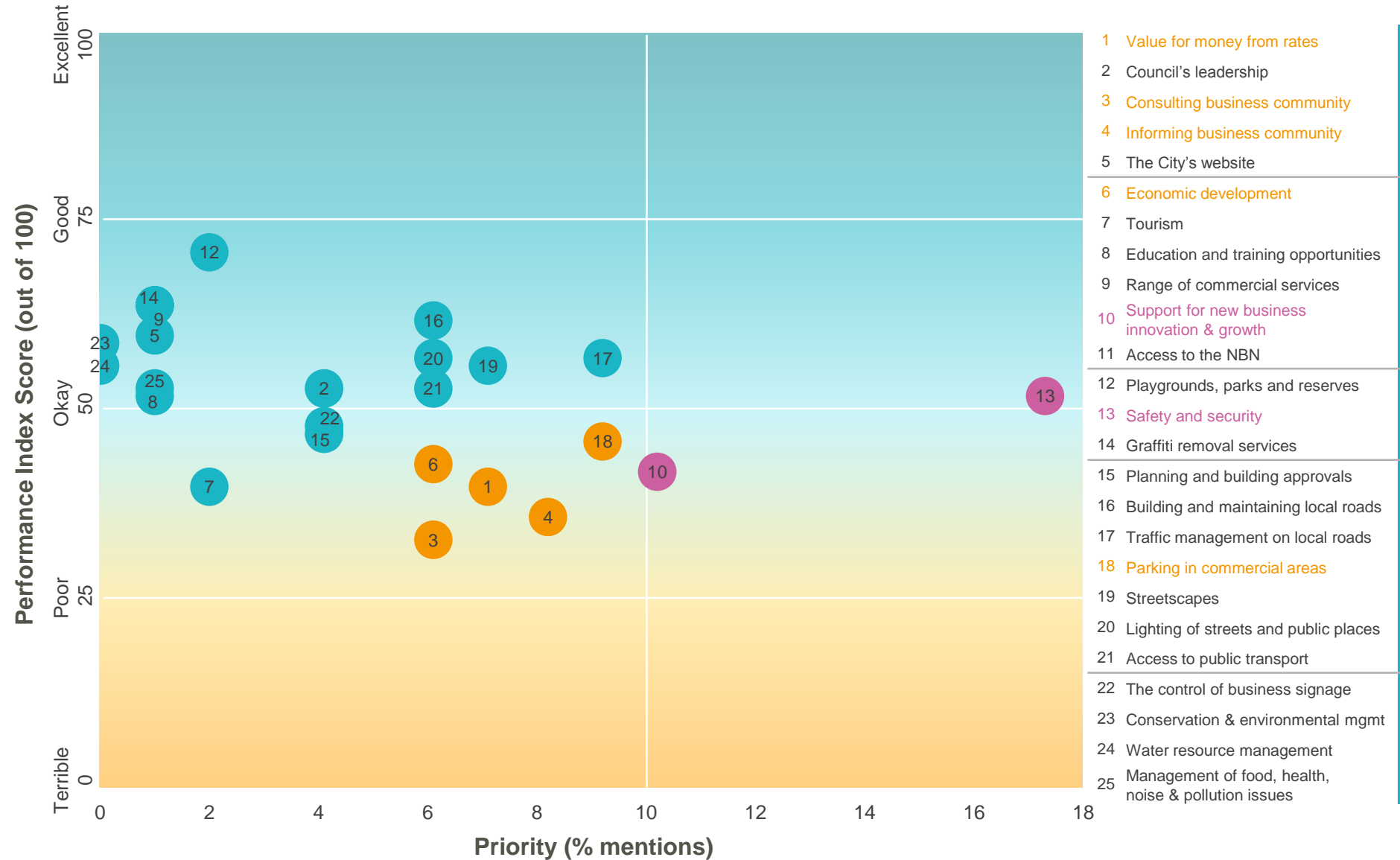
Overview of Community Variances

Summary of community variances

	Total	Business owner-manager	MD/CEO/Snr Mngr	Male	Female	North Coast Ward^	Central Ward	South Ward	Small 1-5 employees	Medium 6-19 employees	Large 20+ employees
Place to work or operate a business	65	65	64	66	62	55	63	67	66	61	68
Governing organisation	62	60	64	62	60	57	63	62	62	57	68
Value for money from Council rates	40	37	44	39	43	40	55	37	38	39	47
Council's leadership	53	47	62	50	60	68	58	50	54	47	62
How the business community is consulted	33	29	38	30	40	38	39	31	35	30	36
How the business community is informed	36	32	39	36	36	45	41	32	40	33	32
The City's website	60	59	61	62	57	63	53	62	56	62	63
Economic development and job creation	43	39	48	42	45	48	44	42	43	42	47
Tourism	40	38	43	39	44	44	39	40	41	33	50
Education and training opportunities	52	50	54	51	55	58	59	48	51	47	63
The range of commercial services available	64	62	67	64	65	52	62	68	65	63	64
Support for new business innovation & growth	42	40	45	38	51	50	47	40	40	42	45
Access to the NBN	33	30	37	34	31	50	23	31	35	26	43
Playgrounds, parks and reserves	71	73	68	73	67	63	66	74	73	68	71
Safety and security	52	52	53	53	50	50	49	54	51	53	52
Graffiti removal services	64	60	68	66	60	54	68	65	59	63	75
Planning and building approvals	47	37	57	45	52	48	33	49	39	51	53
Building and maintaining local roads	62	56	70	60	66	70	48	64	58	65	68
Traffic management on local roads	57	54	59	56	58	58	53	57	60	52	58
Parking in commercial areas	46	45	48	46	48	48	53	44	45	53	39
Streetscapes	56	57	55	57	55	50	59	57	56	56	57
Lighting of streets and public places	57	57	56	57	56	59	56	57	57	56	58
Access to public transport	53	56	51	52	56	62	56	51	54	53	53
The control of business signage	48	47	49	47	50	50	40	49	49	48	44
Conservation & environmental mgmt	59	56	63	58	63	65	61	57	64	53	60
Water resource management	56	54	58	56	57	60	53	56	54	56	59
Mgmt of food, health, noise & pollution issues	53	48	58	51	57	52	48	54	54	48	59

Addressing Business Priorities

MARKYT Business Priorities Window™



Q. How would you rate performance in the following areas? Base: All respondents, excludes unsure and no response. (n=varies)

Q. Which areas would you most like the City of Wanneroo to focus on improving? Base: All respondents(n = 100)

Safety and security

Security is the top concern for business owners. They suggest CCTV, increased police and security presence and better street lighting as ways to reduce aggression, theft and antisocial behaviour.

“There needs to be more CCTVs around the City of Wanneroo on busy roads and streets as well as places of recreation and business so that it can act as a deterrent to crime and help Police catch criminals who commit offences.”

“1 Year ago, my business was robbed a couple of times, it would be awesome if there was more security around at least in the evenings, after business hours. If not then have security surveillance 24/7.”

“I would like to see an overall improvement of safety and security in the City of Wanneroo. There should be night patrols by hired security companies right across the City of Wanneroo and in particular the business areas like Wangara. The use of CCTVs right across the City...and the constant hotspots and trouble spots of antisocial behaviour be frequented by police patrols to deter potential crime or issues.”

“I guess security in Wangara area where all the businesses and industrial parks are, there can be some people looking to either break in or vandalism occurs. I think that by having more security patrols around this area and the erection of CCTVs will reduce any sort of antisocial behaviour.”

“The street lighting on Buckingham Drive, Arrigo Street and Dellamarta Road are very poor. The lights are not bright enough to do the job of shedding light in the area which is a safety concern and you also cannot read the streets signs in the dark.”

“More security needed in Butler, particularly in Kingsbridge Boulevard. There seems to be an increase in anti-social behaviour. Just the other day there was a suspicious looking man with a mask heading towards the bank, I was so terrified I closed my shop for the day and hid myself. This was during business hours.”



Support for new business innovation & growth

Promoting local business through Council's communication channels is suggested by business owners as a way for the City to support and assist local business growth. Certain businesses feel that Council's signage guidelines hinder their marketing opportunities and would like these rules adjusted.

"To give more support on local businesses by helping out with advertising and promoting. They should also have a diversity of cuisines in the area to promote different businesses in the area."

"They should improve advertising for all local business for example they should be more lenient when we want to do advertising for our business. We have to meet guideline rules on how big we can advertise. I think it's not fair because as a business it's good to have a lot of advertisements to help boost customers for the business. Unfortunately we are not allowed to have too much advertising."

"I think that the control of business signage is completely overregulated by the City of Wanneroo and it is not viable for business to have any sort of marketing with the measures that they have in place. This needs to be addressed."



Economic development and job creation

Ultimately businesses want to see the creation of more local jobs. Boosting economic growth, encouraging business development and attracting new business will lead to a stronger economy with more job opportunities.

“They could focus on job creation, by creating more jobs within the City of Wanneroo. They need to promote and give more opportunities for small business ventures by having better advertising and support.”

“To have more jobs for people. There are so many people unemployed and to make it worse there is not much businesses that can provide employment for people in the City of Wanneroo area. This is not good because it affects everyone like children and families who are trying to make ends meet.”

“Attracting more new businesses because it will create more work for the young people.”

“They need to encourage more businesses into the area. There is a lot of business in Wangara that are losing so much money in their business. More business means more work for the young people.”

“They need to employ more local workers because it's close for them to travel to and from work.”



Parking in commercial areas

Parking is a priority for businesses as this can affect access by customers, clients and employees. Business owners request more parking available in commercial and industrial areas to allow easier access and improved traffic flow due to a reduction in verge parking. Businesses neighbouring local schools request more parking for parents so that business traffic is not affected.

“They should make more parking bays by the Clarkson Library, it gets very congested there and they only have 4 parking bays for the whole estate.”

“Parking needs to be improved, there needs to be easier access to the shopping centre and more of it.”

“Road access, there's not a lot of parking for workers who work in the Wangara area.”

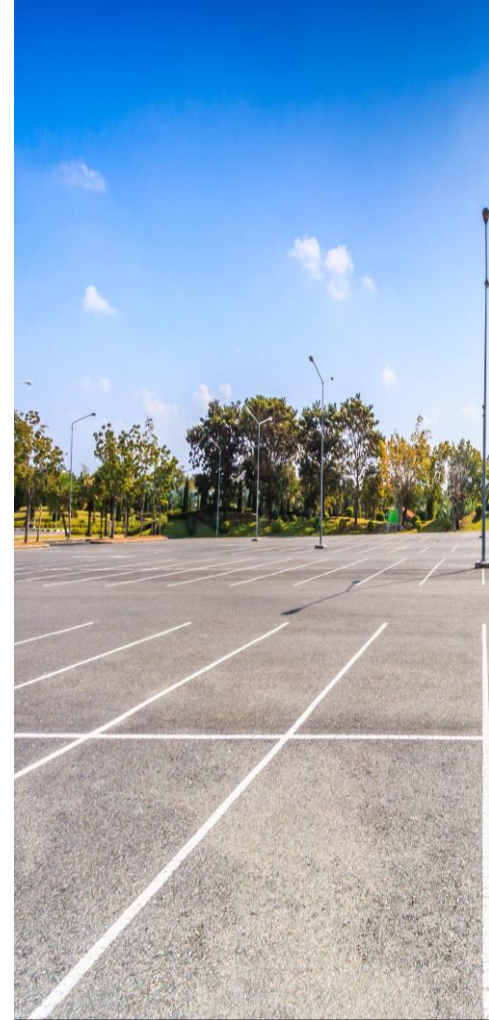
“They should improve parking spaces because people are parking on verges when they shouldn't. There needs to be more parking.”

“There should be more car parking space and to have marked spots for cars to park because a lot of people are parking on verges and it can be dangerous.”

“The parking should be done at 45 degree angles on one way streets so that it is easier for cars to park without too much hassle and they can exit the car park without hassle.”

“The parking issue for our business, they also need to address the drop off and pick up times for all as the school pick up and drop off times is very busy and more space needs to be allotted.”

“Road works, there is constant road works all the time and it affects traffic users and the availability of parking at schools.”



Consulting the business community

When it comes to consultation, business owners have a great deal to say about, and contribute to, the community. They request that Council engages in greater communication which involves both informing but also consulting and considering the input of local business owners.

“Communication between the council and small businesses. I rarely receive information from the City of Wanneroo and as a business we really don't know what's going on with the running of the shire. I see this as a bad thing because yes we do get some information telling me what kind of services the City of Wanneroo provides but it's not enough. I don't see my business engaged with the council as much. Like I said, they should try and engage more with us by visiting us, doing letter drops, things like that every now and then.”

“Work and communicate with us and among us because we are the local people we have to work together to make the City of Wanneroo thrive as a growing City.”

“The communication from the City of Wanneroo to local businesses needs to be improved upon. The City of Wanneroo needs to have quorums and forums that need to be well advertised publicly so that everyone knows that these are taking place to ensure maximum participation and these discussions should be on issues like the design layout developments, streetscapes of the Wanneroo area including both business and domestic for both the short term and long term goals. This way there is great community participation on important local issues and the council can hear back from the people.”

“I would like to see the City of Wanneroo focus more on having more communication with businesses, for example they need to update and provide more information on anything new that the local business needs to know. Their website only covers so much... We need a representative to come face to face and be involved and meeting us to get to know the businesses in the area. I want us to be included and notified about anything we need to know if it involves businesses.”



Informing the business community

Linked to the request for greater consultation is the perceived need for greater information shared by Council to businesses. Business owners would like more knowledge of local services, facilities and any plans or changes that are relevant or could affect their trade.

“Communicating to local business be it in the form of emails or annual general meetings, I have no preference to the means of communication they just need to do it.”

“It is very difficult to find out what the plan for the area is, you have to go looking for it. It needs to be made more transparent and available to businesses. It would be nice to know what the council has planed in infrastructure development in the future so as a business we know when to expand.”

“I would like to know if it's the City of Wanneroo's job to notify businesses that other new businesses have just opened next door or near them for example, what type of businesses are allowed in industrial areas? Because where I am located there is a business right next to my business who dumps and cleans portaloos for their business and they are situated right next to my business. The smell is horrendous.”

“The bin services were stopped and we were given a week's notice that the council would be picking up their bins. As a business we need more notice for issues arising with how our business is run. A general email would be good to keep us informed about changes that are going to occur and at least a minimum of a month's notice needs to be given.”



Value for money from rates

Value for money from Council rates is one of the main issues facing Wanneroo businesses. Business owners suggest that it is difficult to make a profit and save money for their business with rates at their existing level, especially given the current economic climate. Among respondents, the main request is that rates are reduced.

“The City of Wanneroo needs to be aware that they need to reduce the council rates for businesses especially for small businesses in times of economic slowdown when they are struggling to stay afloat. There should be other payment options to allow local business to stay on top as opposed to being dragged under by the high council fees that we have to pay.”

“Reducing rates and taxes because it's too much. I don't get anything back for my business especially if businesses are not doing well.”

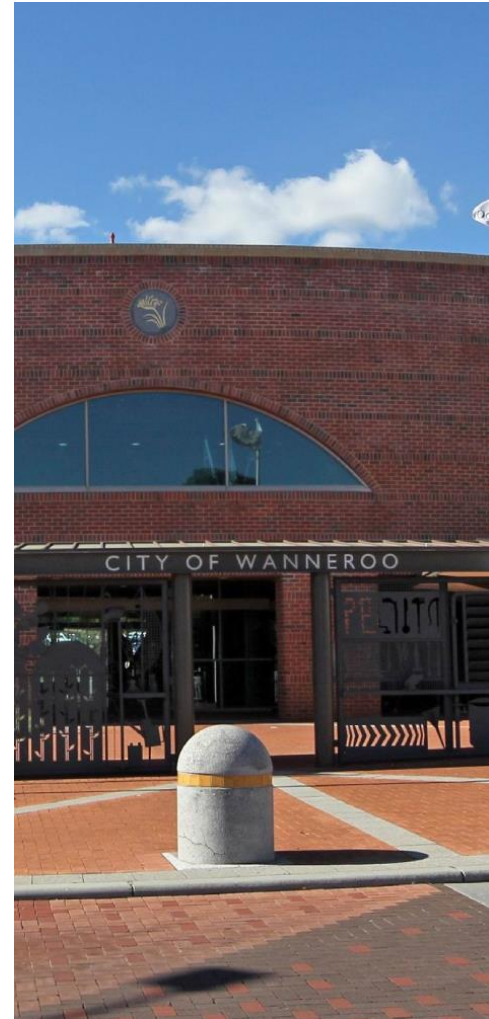
“The council rates are too expensive. We want value for money for our business.”

“To have cheaper rates, we always like to save money in our business.”

“Reducing council rates for businesses as it's too expensive.”

“Lower council rates. It's too expensive. How can any business run efficiently when the council rates are too high.”

“To create more jobs for the community so it can boost the WA economy. A lot of jobs are shutting down because they not making a profit and council rates are expensive.”



Moving Forward

Moving Forward

Business confidence is down, and at the lowest levels recorded over the last decade. Businesses are slightly more optimistic about their own future compared to their expectations for other businesses across the City of Wanneroo.

Overall, the City of Wanneroo's performance is on par with similar councils.

- As a **place to live**, the City's performance index score is **65**, 1 point below the MARKYT industry standard.
- As a **governing organisation**, the City's performance index score is **62**; 1 point above the MARKYT Industry Standard.

The City of Wanneroo has perceived strengths in playgrounds, parks and reserves and is leading other councils in traffic management.

Moving forward, businesses would like the City of Wanneroo to focus on **2 key priorities**:

- **Safety and security**
- **Supporting new business innovation and growth**

Other areas to address include parking in commercial areas, economic development, how the business community is consulted and informed about local issues, and value for money from council rates. These areas tend to be performing below the MARKYT Industry Standard.





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