

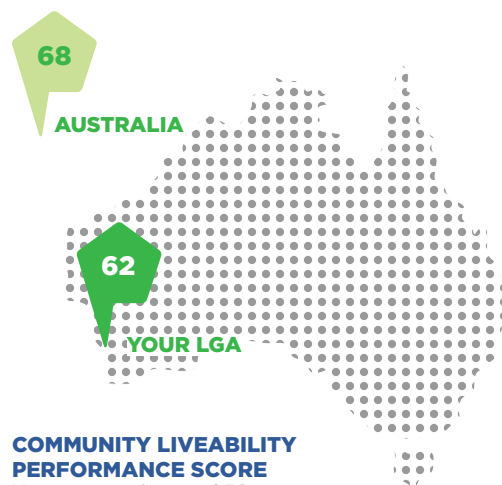
2021 AUSTRALIAN LIVEABILITY CENSUS **CITY OF WANNEROO**

City of Wanneroo participated as a Distribution Organisation in the 2021 Australian Liveability Census (23 March - 30 June 2021).

The following pages provide a high level summary of the results from residents of the City of Wanneroo and the rest of Australia.

City of Wanneroo

Western Australia, Australia

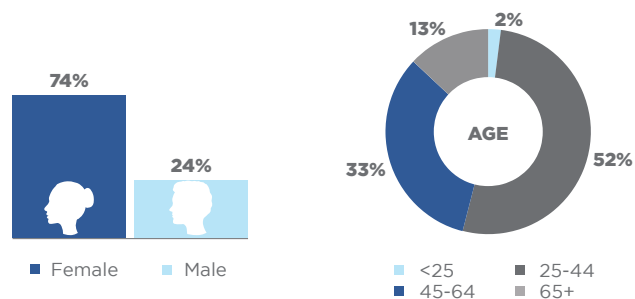


COMMUNITY LIVEABILITY PERFORMANCE SCORE

Your community rated 50 neighbourhood liveability attributes to provide a score /100.

ABOUT YOUR RESPONDENTS

Population: 188,212¹
Total Responses: 849 95% Confidence²
 n= 446 (Community Values) n= 403 (Performance)



AUSTRALIAN RESPONDENTS

Your data is being compared to the National Benchmark³.
Population: 23,401,892¹
Total Responses: 31,710 95% Confidence⁴

LIVEABILITY PERFORMANCE

Place Score invites communities to assess the liveability of their own neighbourhoods by rating 50 Place Attributes. These Place Attributes include topics across a broad range of themes; open space, movement, local character, economy and more.

Some neighbourhoods may perform well in one theme but less well in others. National comparison data has been provided for three themes, encompassing 19 of the 50 individual Place Attributes.

NET PROMOTER SCORE

The Net Promoter Score is a universal tool to measure community loyalty. NPS scores are measured with a single question and reported with a number from -100 to +100.

How likely is your community to recommend your LGA?

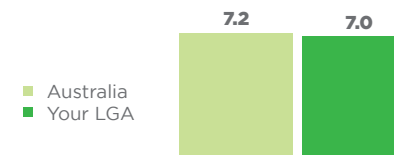


ACCESS ALL YOUR DATA

To access all your results, nine themes, along with detailed performance and priorities data, contact Place Score to unlock your Liveability Platform, an online tool for your whole organisation.

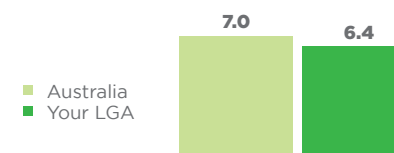
MOVEMENT

Relates to the movement of people and goods and connectivity.



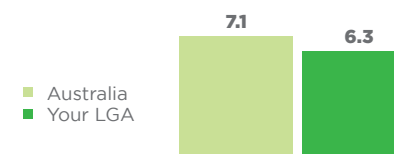
COMMUNITY

Relates to people's identity, how they express that identity, and how they interact and define the broader community.



MANAGEMENT & SAFETY

Relates to the management of an area and its users feelings of safety.



NOTES

1. Source: ABS 2016 Census.
2. Confidence levels are provided for Care Factor (community values) respondents ± 5%.
3. Data from the 2021 Australian Liveability Census (23 March to 30 June 2021).
4. Care Factor ± 0.8%; Place Experience ± 0.4%.

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CELEBRATE YOUR STRENGTHS

Liveability Strengths are defined as local neighbourhood attributes that your community values as being important to them. These Place Attributes are contributing positively to local liveability and should be protected and built on.

Priorities are Place Attributes that are valued by most people in your community, however, their performance is impacting them negatively.

Invest where there will be most community benefit - build on strengths and improve priorities.

TOP 3 LIVEABILITY STRENGTHS

CF	STRENGTHS	PX
10	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	6.8
9	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	6.7
6	Quality of public space (footpaths, verges, parks etc.)	6.7

TOP 3 LIVEABILITY PRIORITIES

CF	PRIORITIES	PX
3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	6.0
4	Landscaping and natural elements (street trees, planting, water features etc.)	6.4
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	6.5

YOUR COMPETITIVE ADVANTAGE

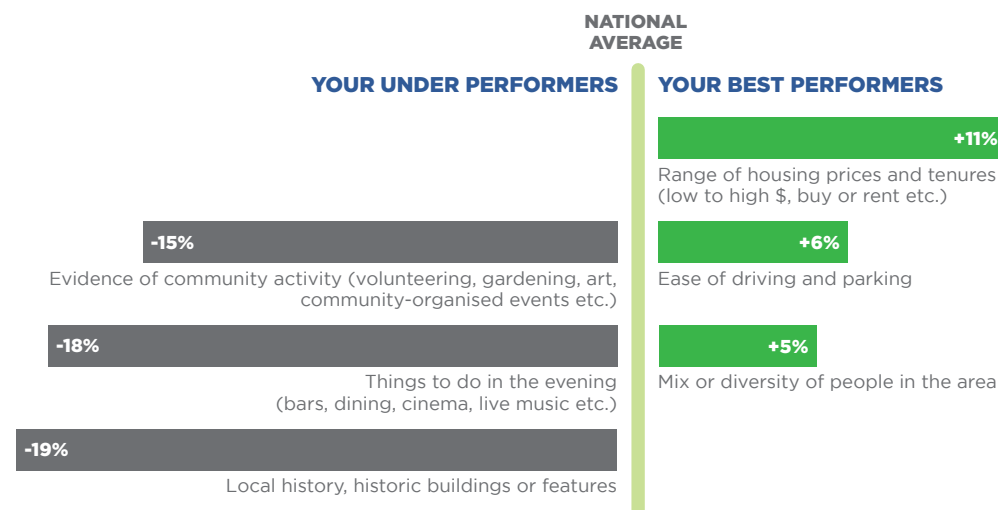
Every place has something that already is, or can be built into, a competitive advantage.

Your Best Performers are opportunities to distinguish your LGA from the pack. Consideration could be given to who values these attributes and how you can attract them to your area.

Under Performers can reveal your weaknesses but may not necessarily be priorities - if your community, or the people you are trying to attract, do not value them.

NATIONAL BENCHMARK COMPARISON

This graph compares the performance of your LGA with Place Score's National Benchmark.²



Nationally, the largest number of people value the following attributes:

- Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.) (73% vs 81% in your LGA)
- General condition of public open space (street trees, footpaths, parks etc.) (68% vs 78% in your LGA)
- Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) (55% vs 47% in your LGA)

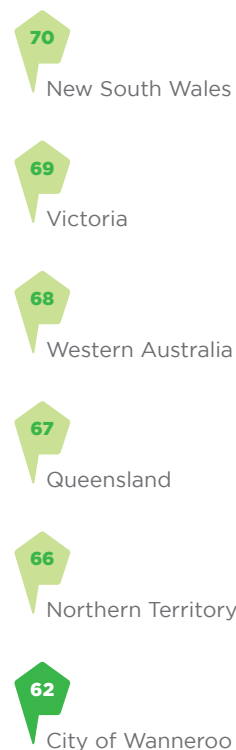
City of Wanneroo

Western Australia, Australia

HOW DO YOU COMPARE?

Understanding your strengths and weaknesses compared to the National Benchmark can help you plan to build on your competitive advantage or improve areas that are under-performing.

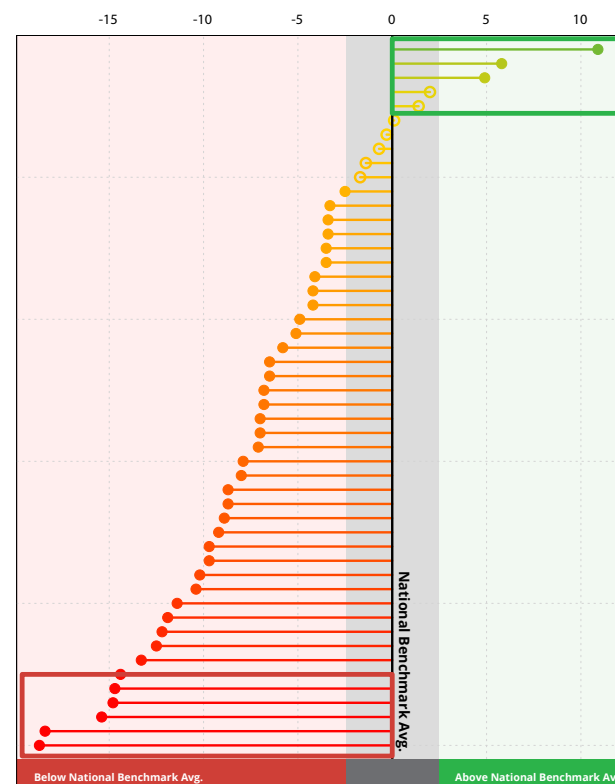
PX SCORES



BEST AND WORST PERFORMING ATTRIBUTES¹

TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Range of housing prices and tenures (low to high \$, buy or rent etc.)	11%
Ease of driving and parking	6%
Mix or diversity of people in the area	5%
Child services (child care, early learning, after school care, medical etc.)	2%
Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	1%

BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Local history, historic buildings or features	-19%
Things to do in the evening (bars, dining, cinema, live music etc.)	-18%
Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	-15%
Unusual or unique buildings and/or public space design	-15%
Cultural and/or artistic community	-15%



NOTES

1. The grey area in the graph covers attributes that are within the margin of error, meaning you should be cautious as they could be lower, higher or the same as the National Benchmark average. National average sample used n=15,084.
2. A threshold difference of 10 points between the CF Rank and PX Rank is used to ensure that displayed priorities are not within the margin of error.
3. Care Factor (CF) ranking out of 50. The lower the number, the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10.
4. Considerations are the worst performing attributes outside of the Top 10 CF. Only the top three Considerations are displayed. More Considerations that have a lower CF rank may exist.

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HIGH IMPACT INVESTMENT

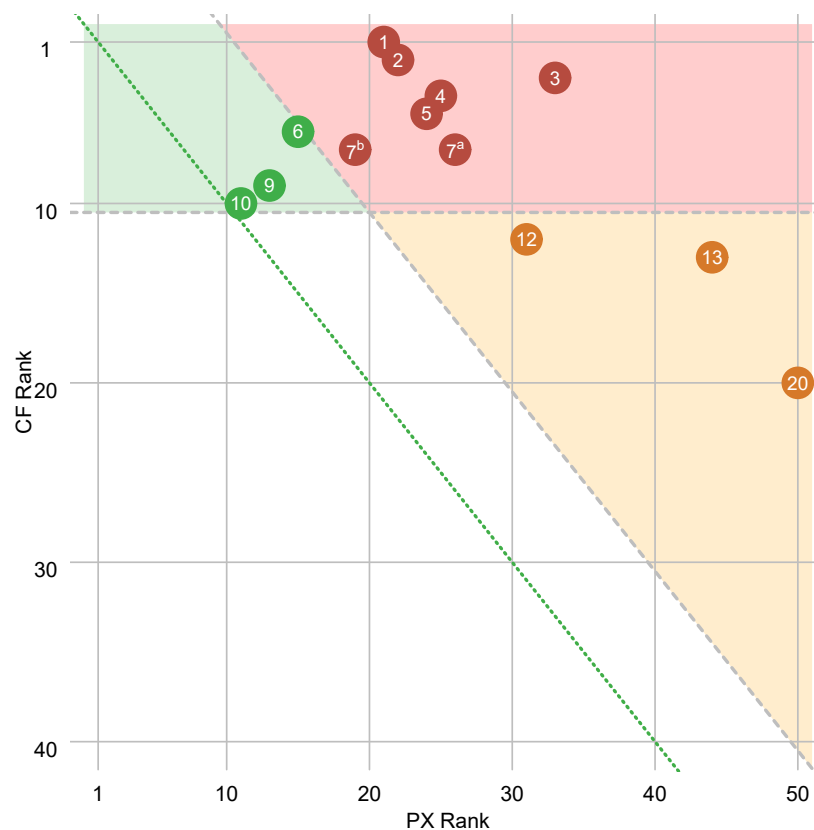
Build on, and improve local liveability by investing in what matters to your community. By understanding what your community values and how they rate the performance of each Place Attribute, you can preserve what is working well and recommend the areas for investment that will bring the most benefits to your community.

These tables and graph illustrate your town centre strengths, improvement priorities and considerations.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your LGA that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

FOR CONSIDERATION are attributes to look-out for, they are negatively affecting your local liveability, but valued by fewer people.



LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes whose PX Rank performs 10 points worse than its CF Rank² (PX=CF+10)
- Equal CF Rank and PX Rank (PX=CF)

CF

STRENGTHS²

10	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
9	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
6	Quality of public space (footpaths, verges, parks etc.)

CF

IMPROVEMENT PRIORITIES³

3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
4	Landscaping and natural elements (street trees, planting, water features etc.)
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
2	General condition of public open space (street trees, footpaths, parks etc.)
5	Sense of personal safety (for all ages, genders, day or night)
7 ^a	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
7 ^b	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)

CF

CONSIDERATIONS⁴

13	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)
20	Things to do in the evening (bars, dining, cinema, live music etc.)
12	Locally owned and operated businesses