City of Rockingham

Resident Perception Survey | 2024

Presented by Beth Dungey, Research Solutions

February 2025

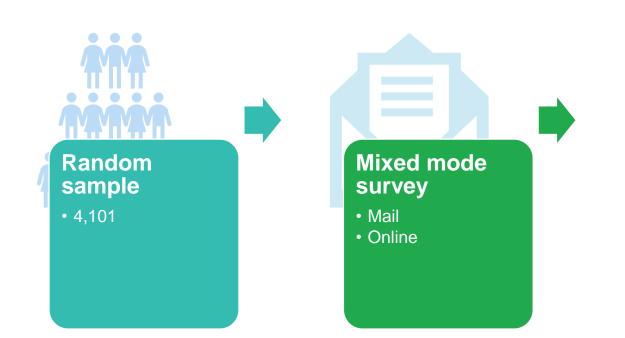


Background and objectives

The study:

- measures propensity to recommend the City as a place to live
- evaluates communication and engagement with the City
- measures the City's overall performance in delivering services, programs, facilities and infrastructure to residents:
 - Usage
 - Importance
 - Perceived performance

Methodology



Response rate

- N=867
- RR=21%
- <u>+</u>3.3%

Representative

• 2021 Census

Sample Profile

Gender % of survey participants				
	Unweighted %	Weighted %		
Male	52	49		
Female	48	51		

Age % of survey participants				
	Unweighted %	Weighted %		
18-34	8	29		
35-49	26	27		
50-64	34	24		
65+	32	20		

Suburb % of survey participants				
	Unweighted %	Weighted		
Baldivis	20	26		
Cooloongup	4	6		
Golden Bay	4	4		
Hillman	1	1		
Karnup	1	2		
Port Kennedy	8	10		
Rockingham	18	14		
Safety Bay	8	5		
Secret Harbour	7	9		
Shoalwater	5	4		
Singleton	3	3		
Waikiki	10	9		
Warnbro	8	8		
Other	0	0		

Overview



Strategic Overview

Overall Performance*

Five-year trend

2022 2023 2024

79% NA 79% 76%

> **Overall performance** continues to be stable.

* Rating of 6+/10 for Q2. Overall, how would you rate the City's performance in delivering services, programs, facilities and infrastructure to residents?

Net Promoter Score







Net Promoter Score

Customer Interaction



72% Very well or well

Satisfaction with customer service continues to be stable.

Engagement

Preferred way to deal with the City





Email

Phone

Preferred information channels for City News.







Email Newsletter

Social Media

Printed Newsletter



Rubbish collection and recycling



Strengths

Sport and Parks, gardens, picnic areas and recreation centres foreshores



Libraries



Festivals and



Playing fields

events





Community centres and public halls





Tourism promotion



Graffiti and vandalism management



Youth programs



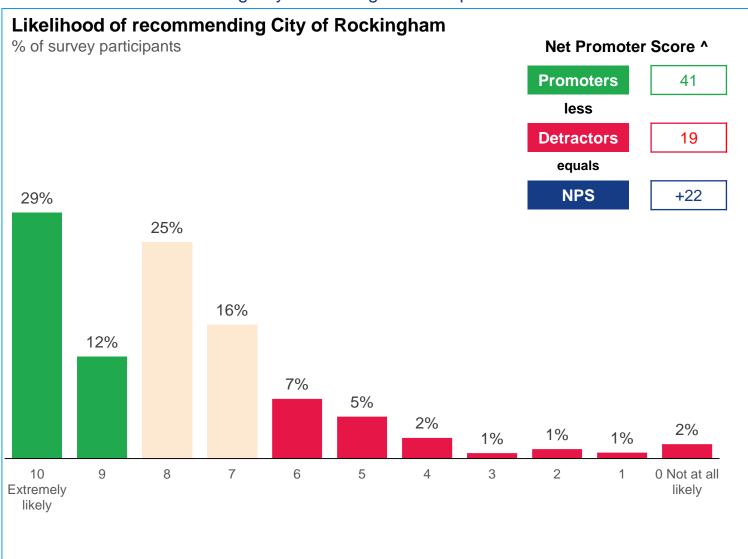
Public toilets

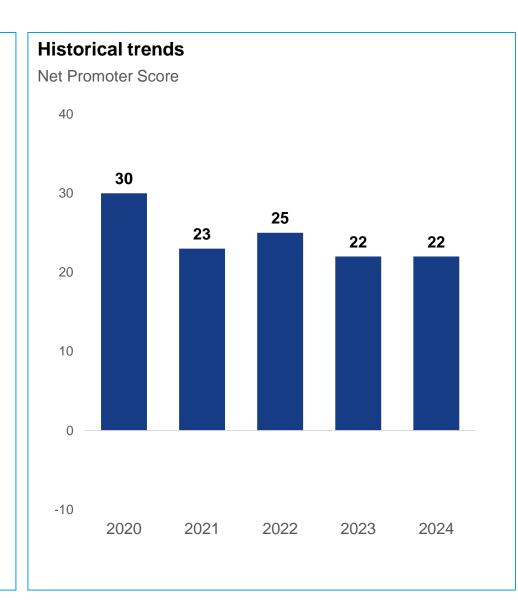
Key Findings



Net Promoter Score

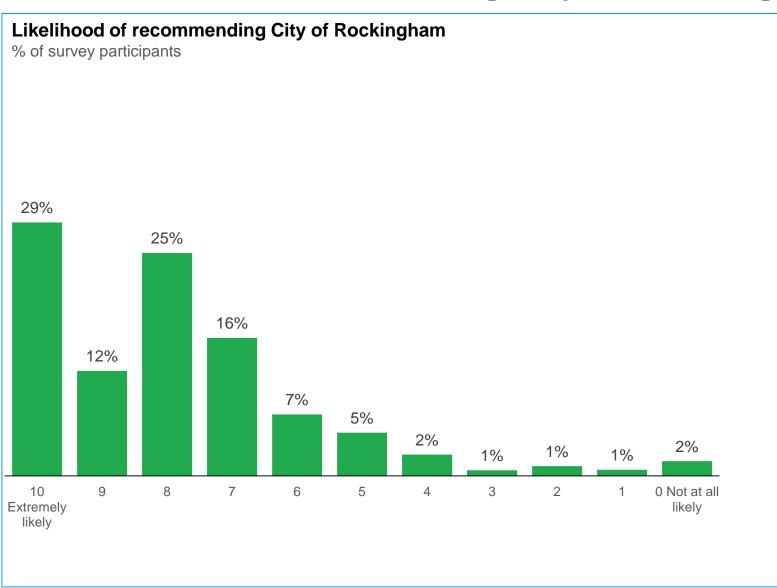
Likelihood of recommending City of Rockingham as a place to live

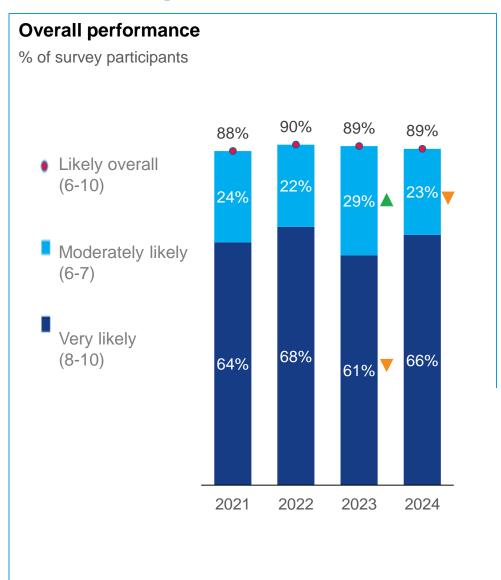




Q. If a friend or family member was thinking of relocating, how likely would you be to recommend the City of Rockingham as a place to live? Please give a score out of 10. Note due to rounding the chart may not add to 100% Base: All survey participants n=864, n=3 'unsure' and 'no response' excluded.

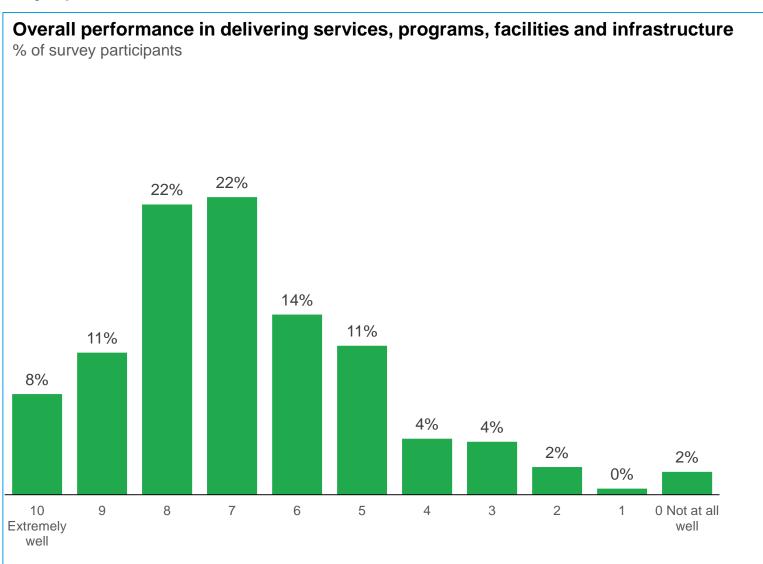
Likelihood of recommending City of Rockingham as a place to live

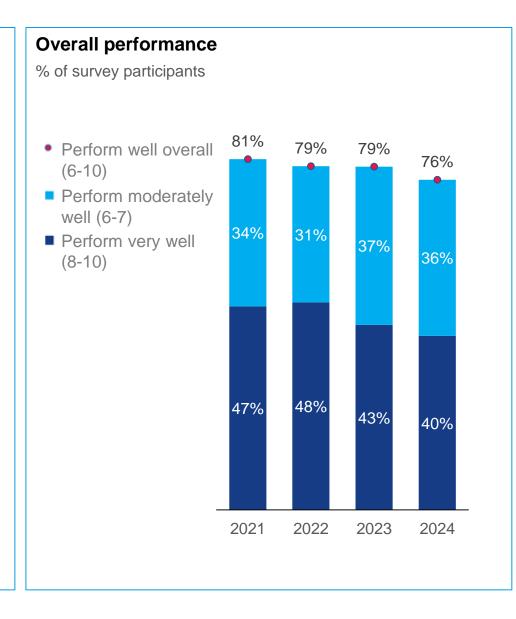




Strategic overview

City's performance in overall





Q. Overall, how would you rate the City's performance in delivering services, programs, facilities and infrastructure to residents? Please give a score out of 10.

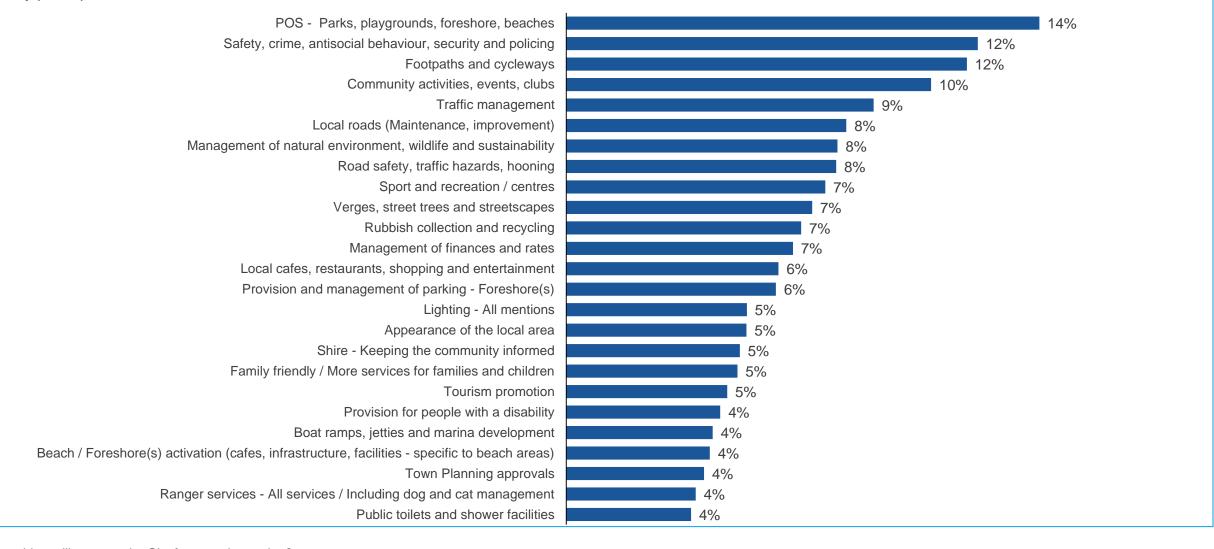
Base: All survey participants, n=864; n=3 'unsure' and 'no response' excluded. Note due to rounding the chart may not add to 100%

Strategic overview

What would you like to see the City focus on improving?



% of survey participants



Q. What would you like to see the City focus on improving? Chart shows responses mentioned spontaneously by 4% or more of survey participants. Base: All survey participants, excludes 'unsure' and 'no response' n=573.

Community perceptions

Public open spaces (parks, gardens, picnic areas and foreshores)

Key themes

- Maintenance and upkeep including mowing, weeding and cleaning of sand in the playgrounds; improved lighting for safety purposes; upgrades to the older parks; and maintenance of natural coastal vegetation.
- Accessibility and facilities including pathways, toilets, drinking fountains, wheelchair ramps and shading.
- **Development of public open space** including making them pedestrian-friendly, beautification, inclusion of family friendly attractions, etc.
- Safety and cleanliness address issues of littering, management of rubbish, inappropriate behaviour around families and dog control.
- Environmental focus plant native vegetation and create ecological corridors, reduce the use of chemicals and address beach erosion.
- **Community engagement** encourage community involvement in park programs.

Safety, crime, anti-social behaviour, security and policing

Key themes

- Law enforcement and policing including increased visibility of police and patrols, and a 24-hour police station.
- Safer streets including addressing hooning, improved traffic management and better street lighting in some areas.
- Anti-social behaviour addressing public intoxication, substance abuse and loitering near shopping centres and parks, and community programs to engage bored youth to reduce anti-social behaviour.
- Surveillance and monitoring including more CCTV cameras and expanded use of SmartWatch.
- Community safety programs to promote safety awareness and community involvement in crime prevention.

Community perceptions

Footpaths and cycleways

Key themes

- Maintenance and upgrades including repairing uneven surfaces, cracks and missing sections; and removing overgrown vegetation that creates a safety hazard for users.
- Safety and accessibility including better lighting and addressing speeding of cyclists and e-scooters on shared pathways.
- Expand the network and improve connectivity.
- Suggestions to better manage shared use, such as signage and segregation.
- **Better integration** of footpaths and cycleways with other public infrastructure.

Community activities, events and clubs

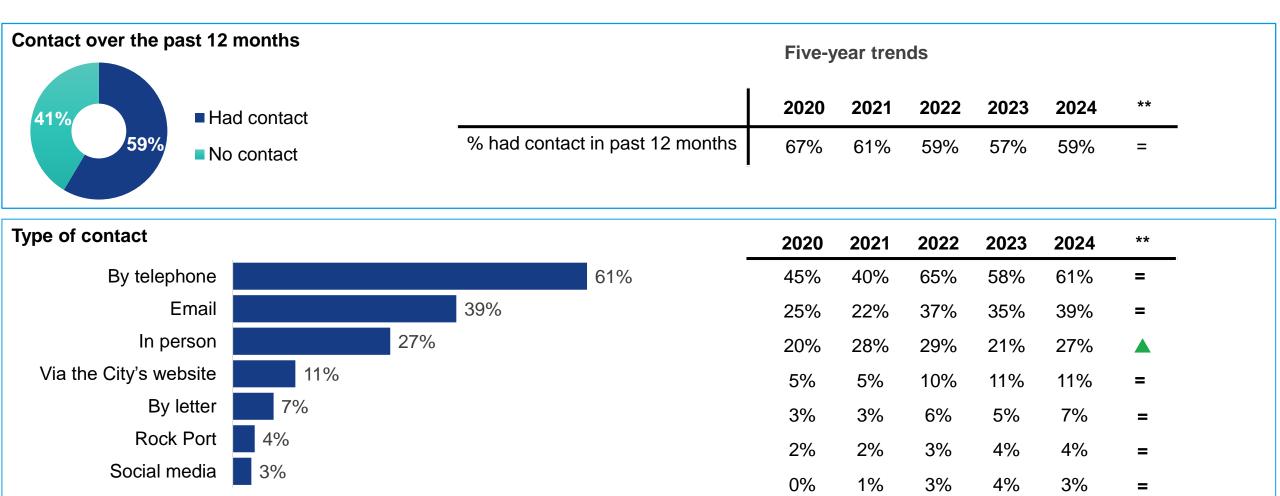
Key themes

- Whole community events and festivals to bring people into Rockingham.
- Sharing the events around the community so they are not all in the foreshore area.
- Targeted community events and activities, such as for youth, families, local artists and musicians.
- Suggestions for programs and workshops.
- Better advertising and promotion of events and activities.

Communications and **Engagement**



Customer contact

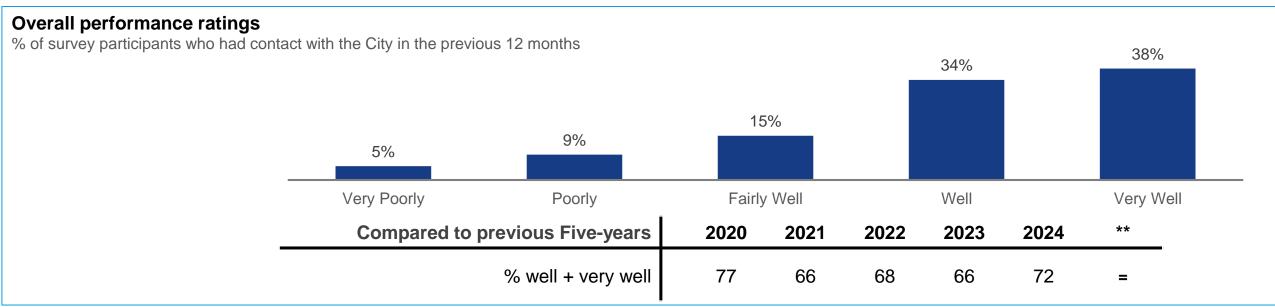


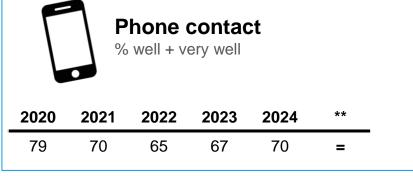
Q. Have you had contact with the City within the past 12 months? Base n = 858. 9 no response excluded.

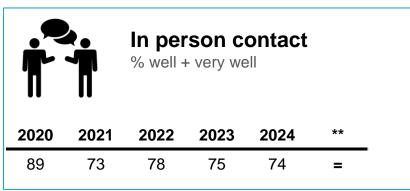
Q. Was it ...? Base: survey participants who have had contact with City over last 12 months: n=507. 3 no response excluded.

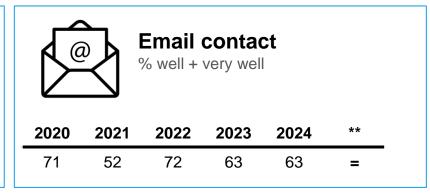
^{**} Denotes whether there has been a statistically significant change between the current year's result and the previous year's result.

Customer service performance





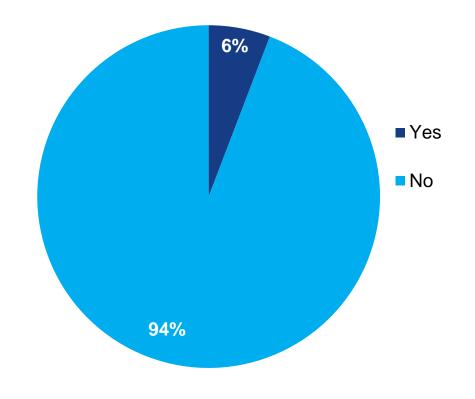


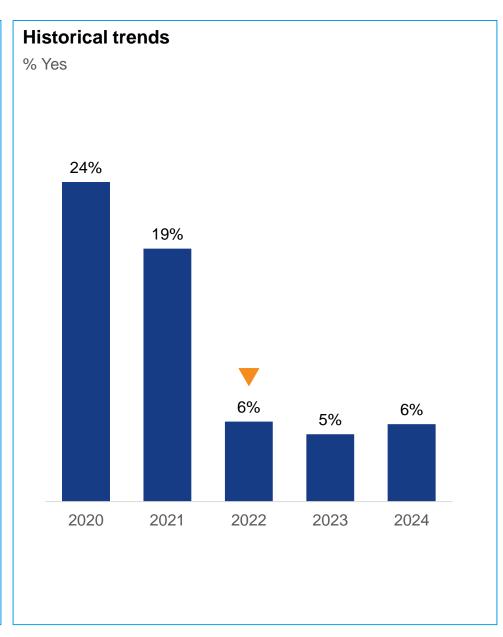


Community consultation

Have you shared your thoughts about a community consultation item in the past 12 months?

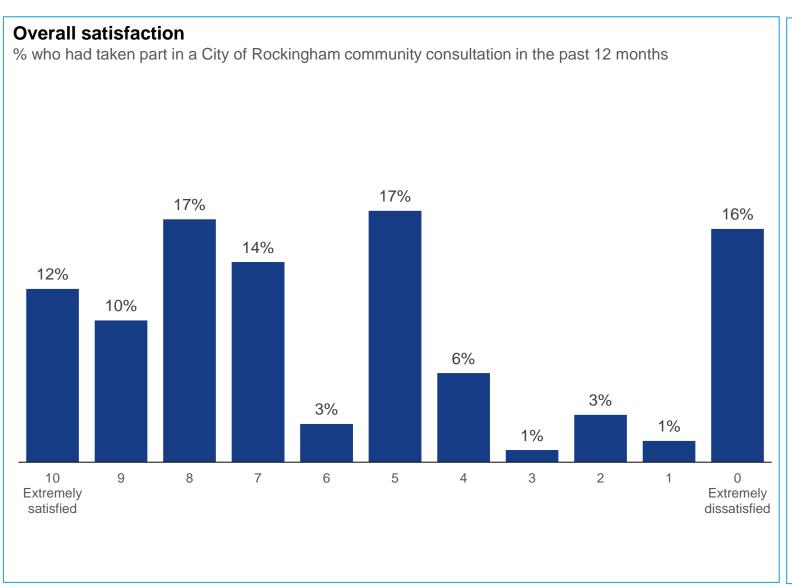
% of survey participants

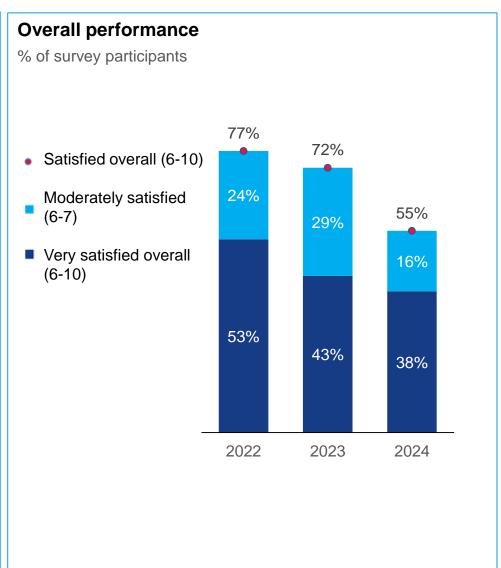




Community consultation

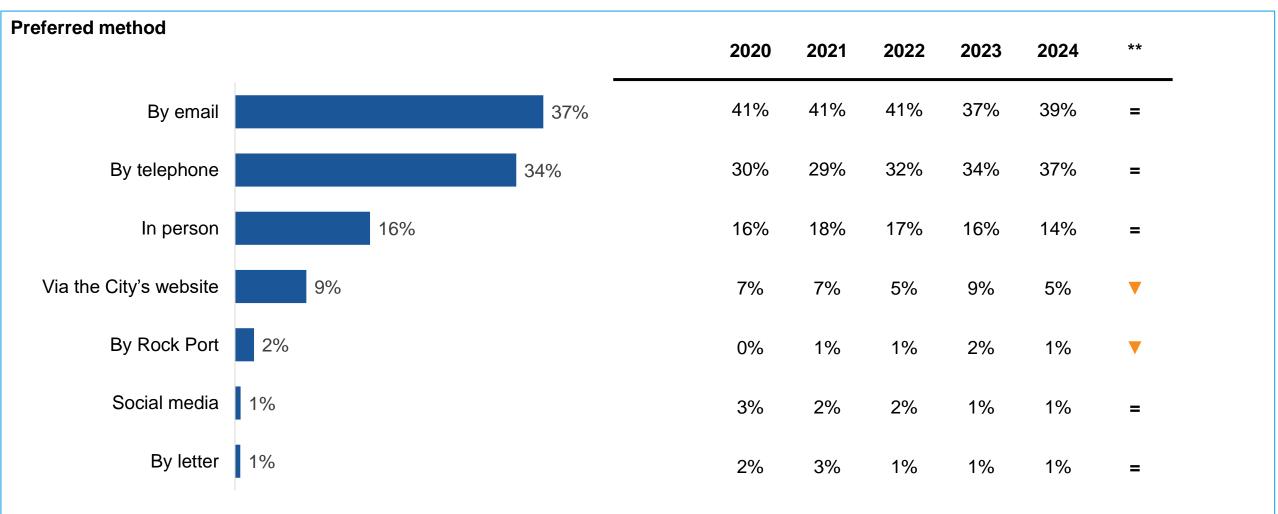
Satisfaction with the experience





Preferred method of dealing with the City

Five-year trends



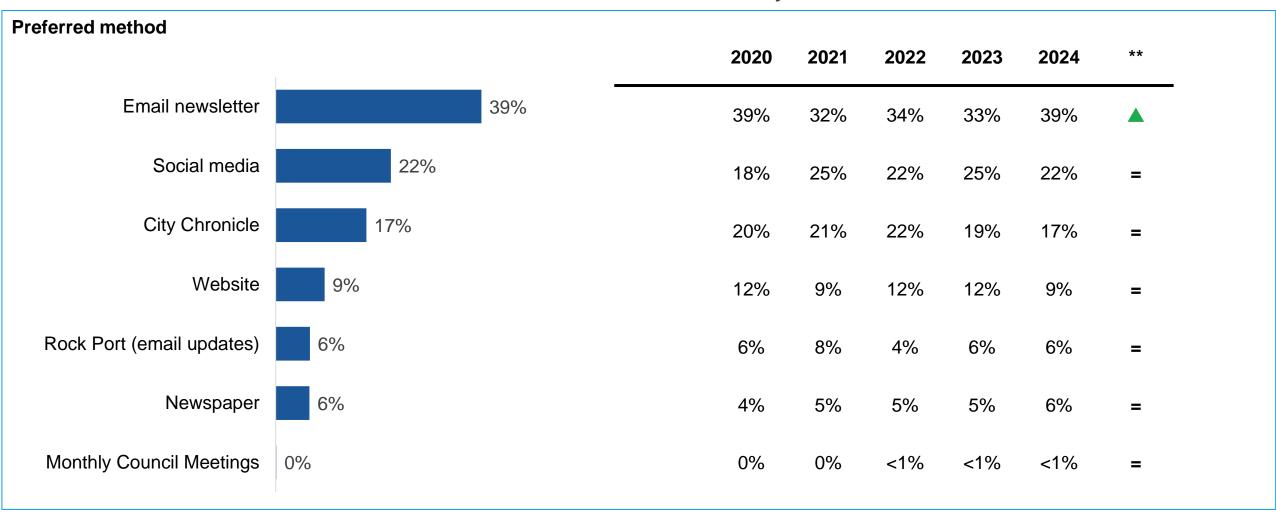
Q. What is your preferred way of dealing with the City? (please tick one) Base: Those who provided a valid response n=826. 41 no response and multiple response excluded.

** Denotes whether there has been a statistically significant change between the current year's result and the previous year's result.

Prepared by Research Solutions

Preferred way to find out City news

Five-year trends



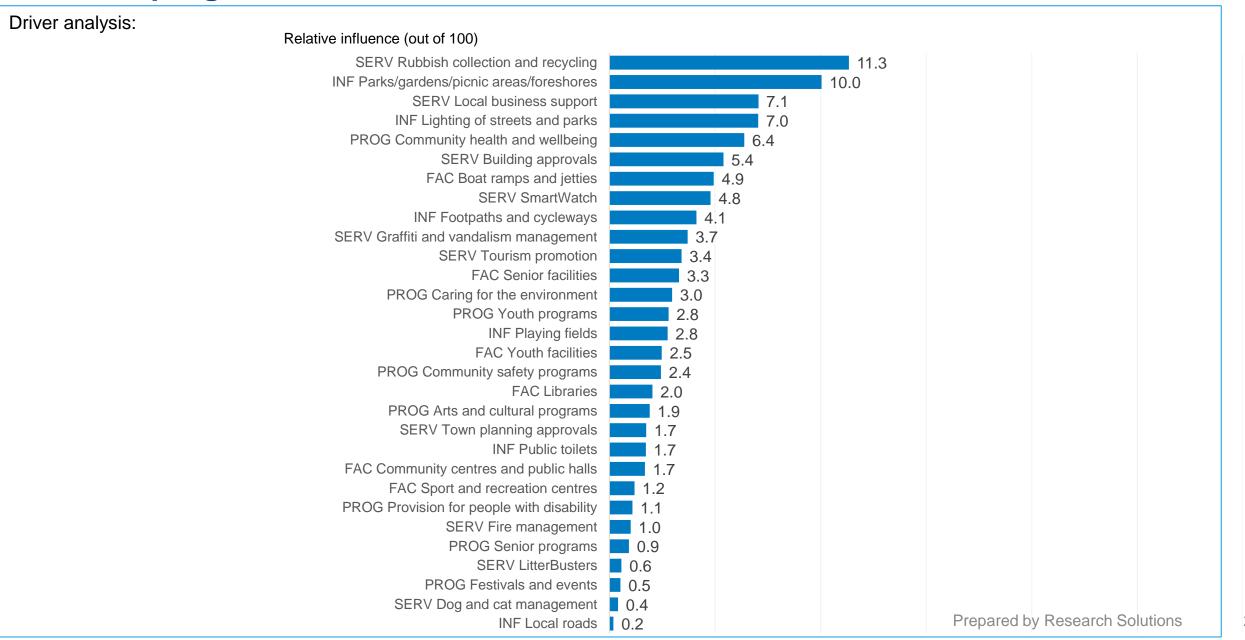
Q. What would be your preferred method of finding out City news? (please tick one) Base: Those who provided a valid response n=826. 41 no response or multiple response excluded. Other specify not shown.

** Denotes whether there has been a statistically significant change between the current year's result and the previous year's result.

Summary of Services, Facilities, Infrastructure and Programs Results



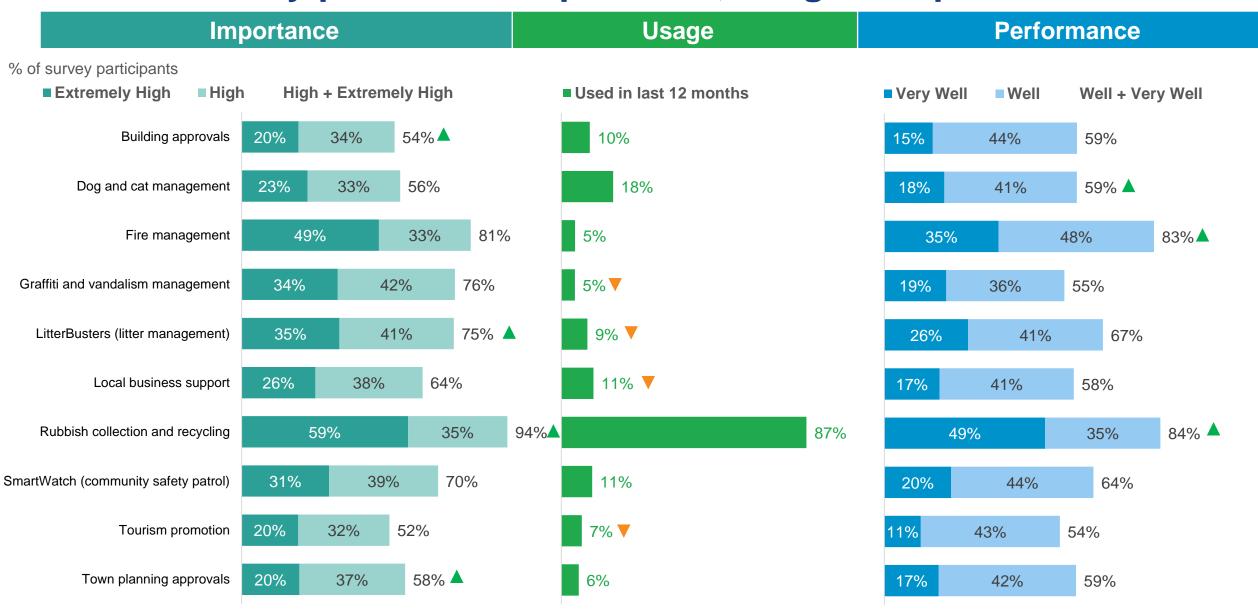
Factors that drive ratings of the City's performance in delivering services, programs, facilities and infrastructure to residents



Performance – Services the City Provides

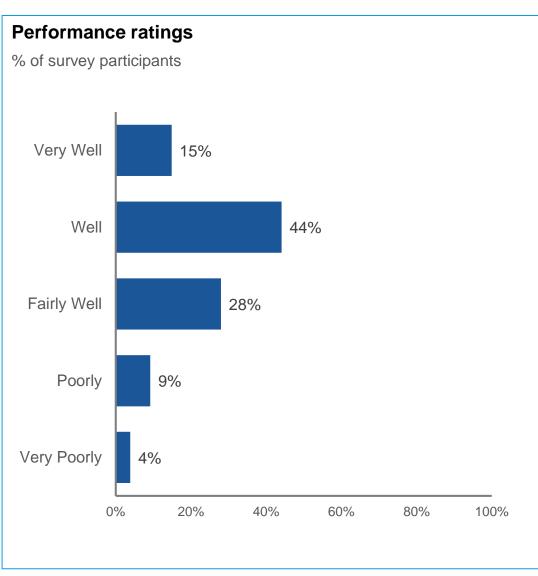


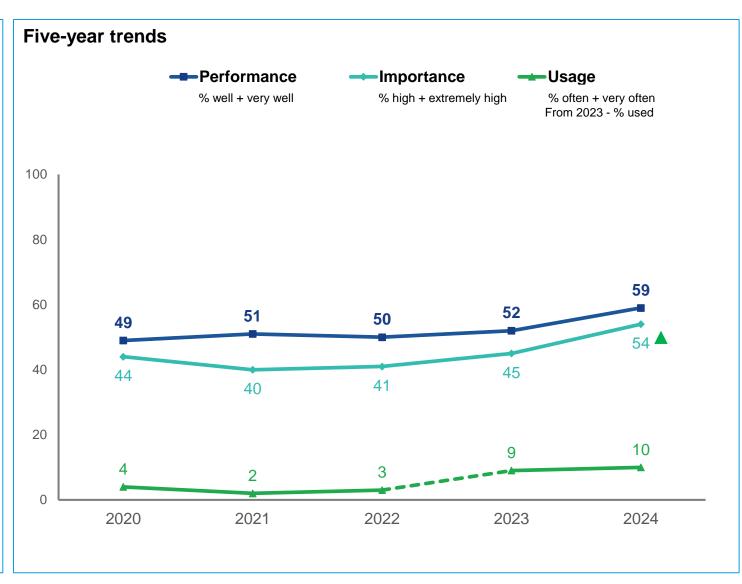
Services the City provides – importance, usage and performance



Q. Have you used the following service in the last 12 months? Q. What importance do you place on the service? Q. How well does the City deliver the service? Base: Those who provided a valid response n=various. See following pages detailed results.

Building approvals

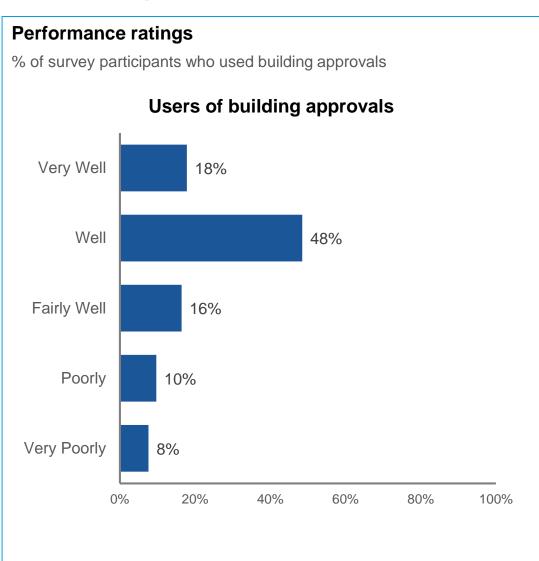


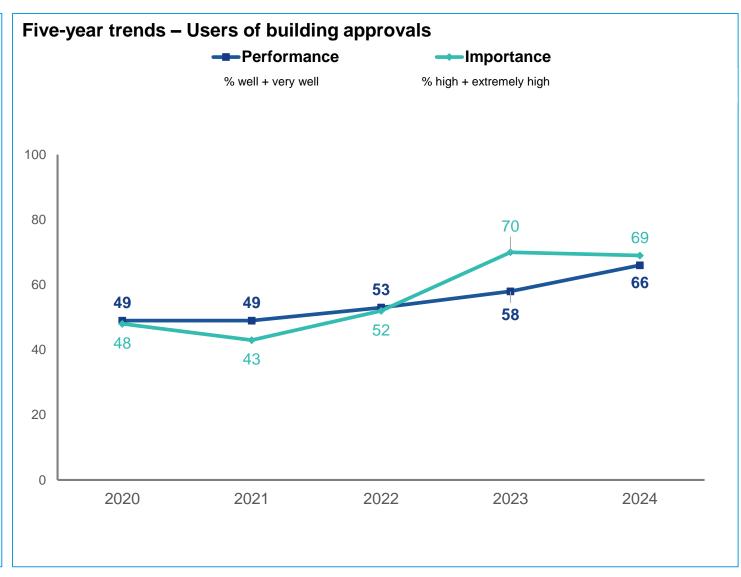


Q. Have you used the following service in the last 12 months? total n=853, excludes 14 no response. Q. What importance do you place on the service? total n=783, excludes 84 no response;. Q. How well does the City deliver the service? total n=403, excludes 464 not applicable, don't use and no response.

Base: All survey participants.

Building approvals – service users





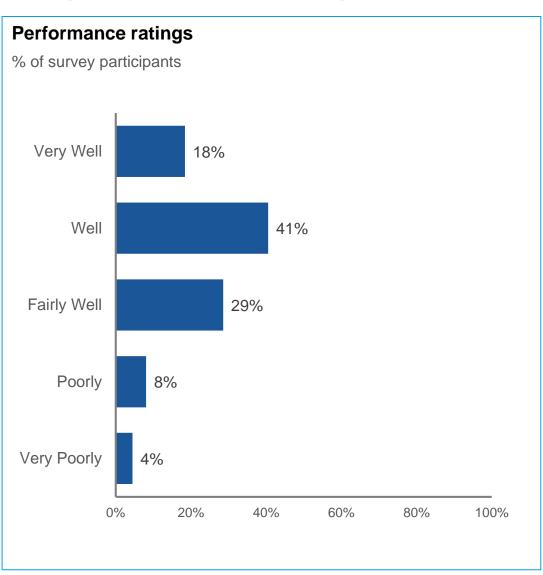
Q. Have you used the following service in the last 12 months? total n=86. Q. What importance do you place on the service? total n=86, excludes 0 no response. Q. How well does the City deliver the service? total n=80, excludes 6 not applicable, don't use and no response.

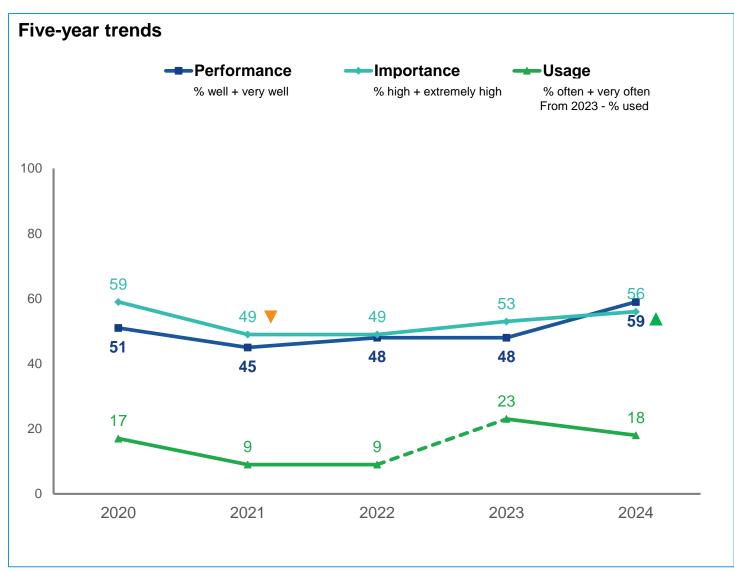
n=80, excludes 6 not applicable, don't use and no response.

Base: Have used Building Services in the last 12 months. Note: because the base for this slide is "users", the data series for "use" has been removed from the chart.

Note: results may not exactly add up to the combined score due to rounding.

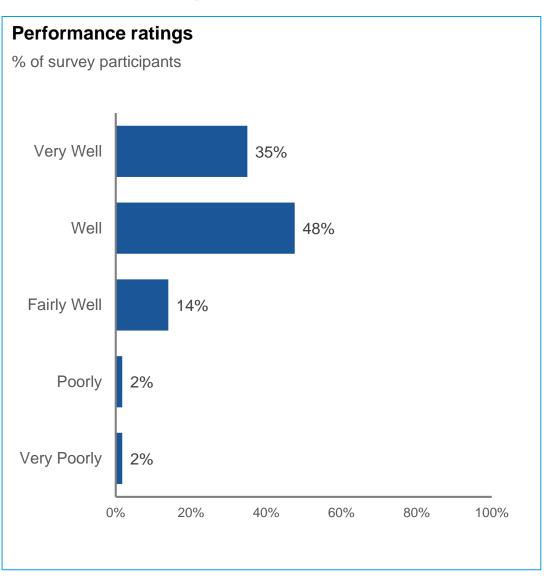
Dog and cat management

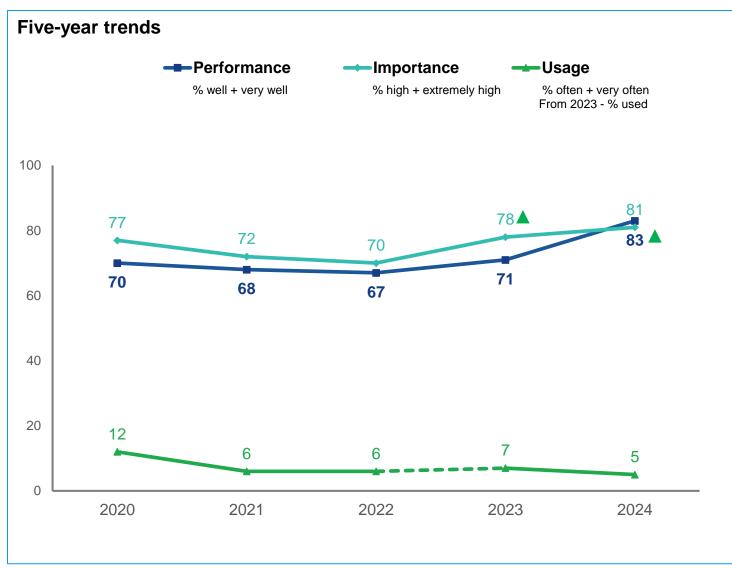




Q. Have you used the following service in the last 12 months? total n=855, excludes 12 no response. Q. What importance do you place on the service? total n=786, excludes 81 no response. Q. How well does the City deliver the service? total n=583, excludes 284 not applicable, don't use and no response. Base: All survey participants.

Fire management

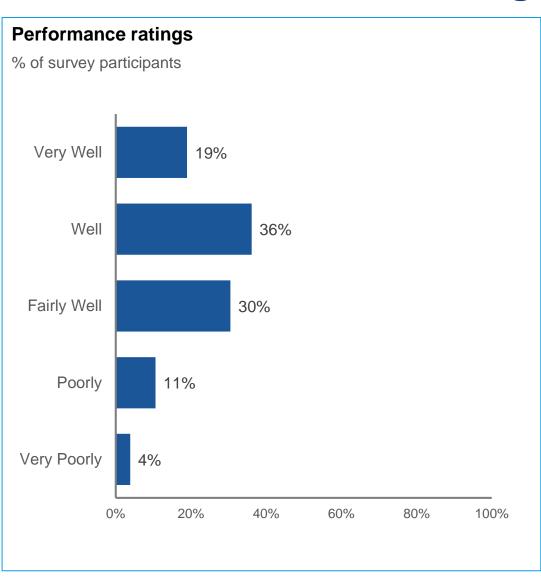


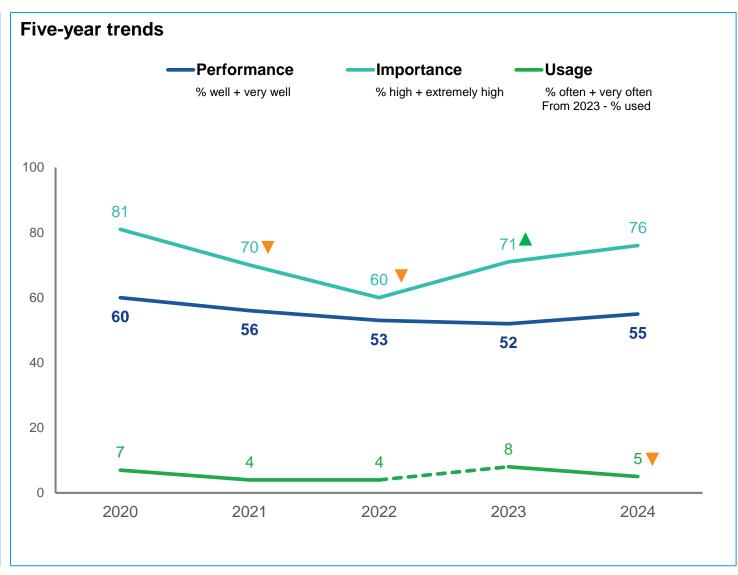


Q. Have you used the following service in the last 12 months? total n=852, excludes 15 no response. Q. What importance do you place on the service? total n=783, excludes 84 no response. Q. How well does the City deliver the service or facility? total n=495, excludes 341 not applicable, don't use and no response.

Base: All survey participants.

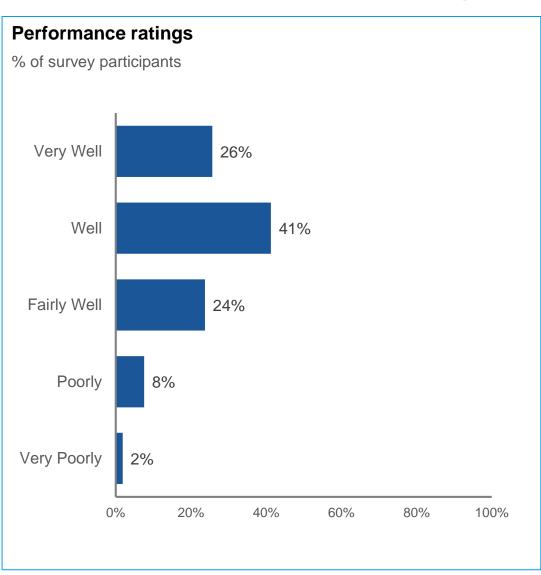
Graffiti and vandalism management

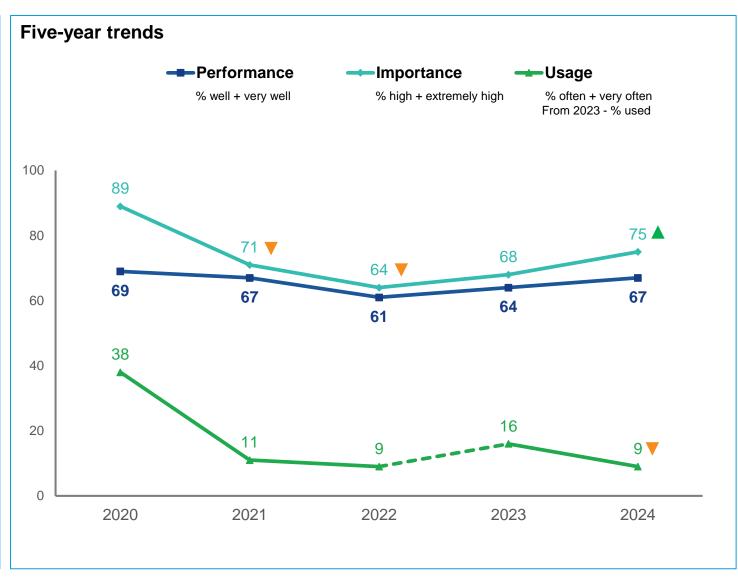




Q. Have you used the following service in the last 12 months? total n=851, excludes 16 no response. Q. What importance do you place on the service? total n=786, excludes 81 no response. Q. How well does the City deliver the service? total n=607, excludes 260 not applicable, don't use and no response. Base: All survey participants.

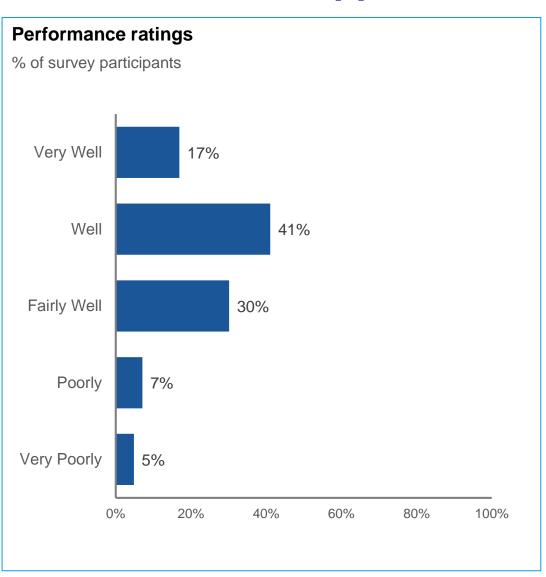
LitterBusters (litter management)

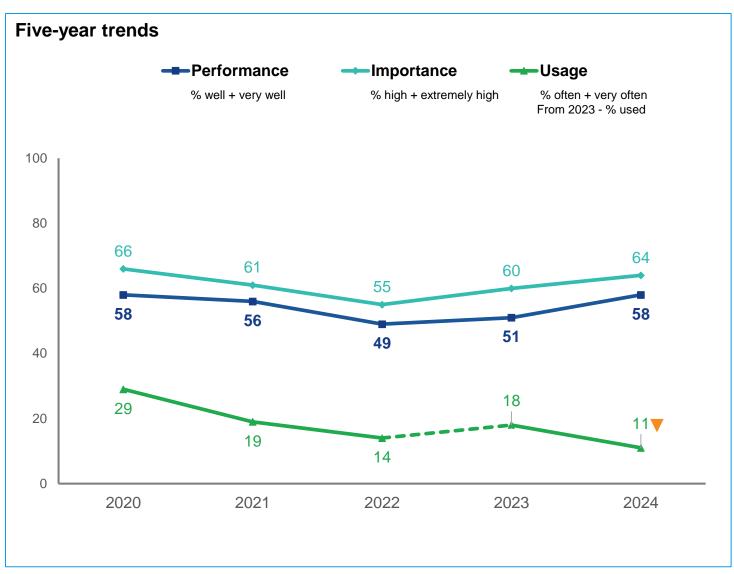




Q. Have you used the following service in the last 12 months? total n=851, excludes 16 no response. Q. What importance do you place on the service? total n=785, excludes 82 no response. Q. How well does the City deliver the service? total n=610, excludes 257 not applicable, don't use and no response. Base: All survey participants.

Local business support

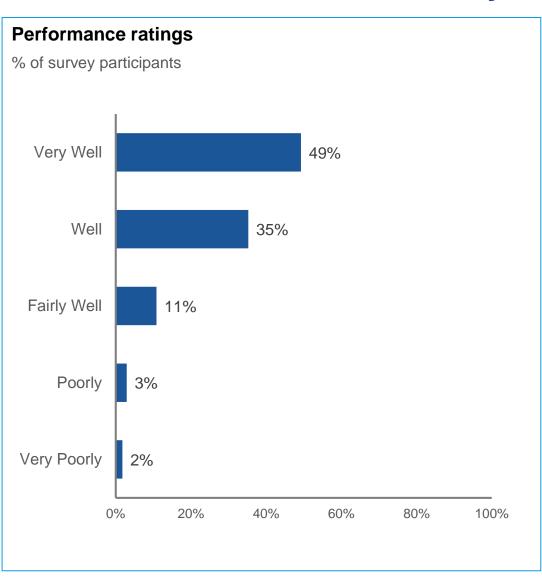


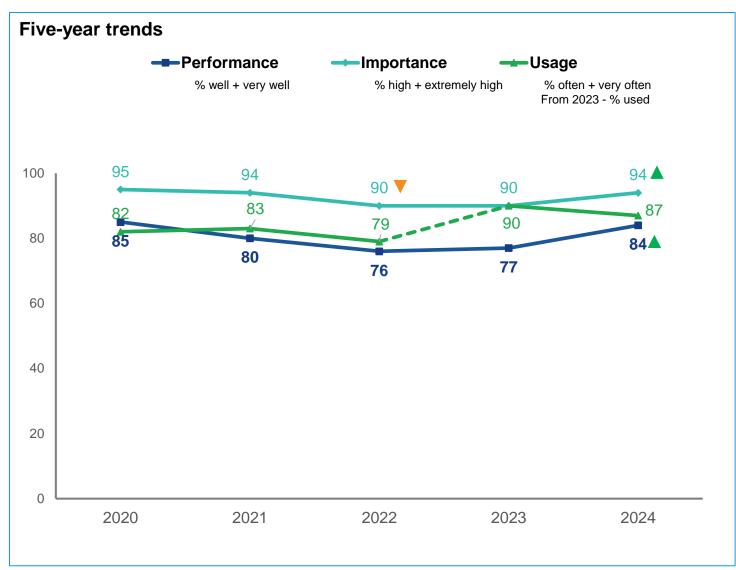


Q. Have you used the following service in the last 12 months? total n=849, excludes 18 no response. Q. What importance do you place on the service? total n=782, excludes 85 no response. Q. How well does the City deliver the service? total n=410, excludes 457 not applicable, don't use and no response.

Base: All survey participants.

Rubbish collection and recycling

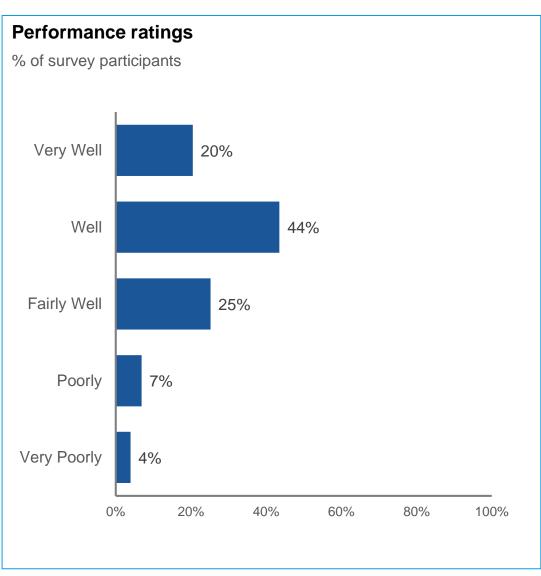


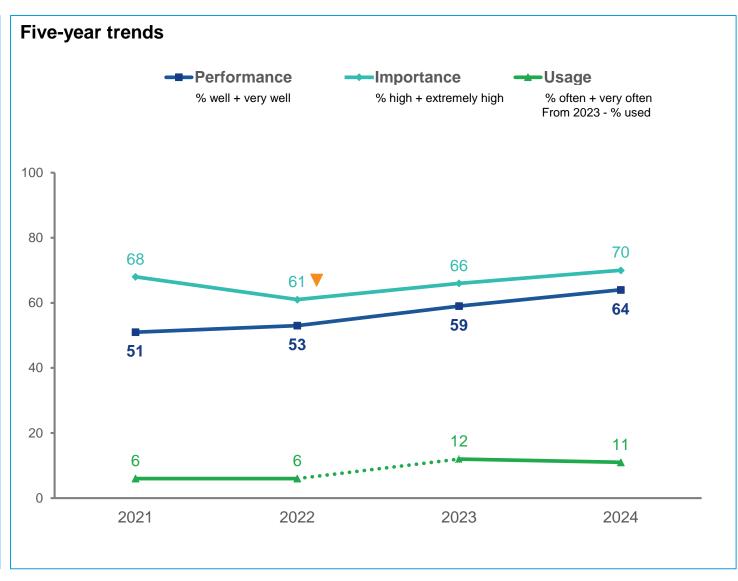


Q. Have you used the following service in the last 12 months? total n=858, excludes 9 no response. Q. What importance do you place on the service? total n=839, excludes 28 no response. Q. How well does the City deliver the service? total n=819, excludes 48 not applicable, don't use and no response.

Base: All survey participants.

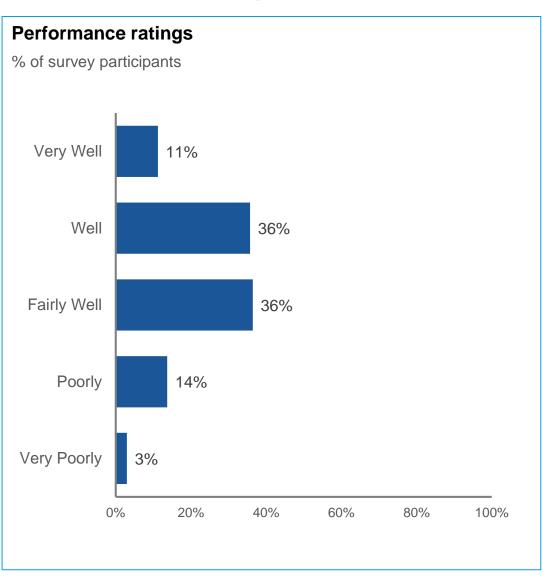
SmartWatch (community patrol)

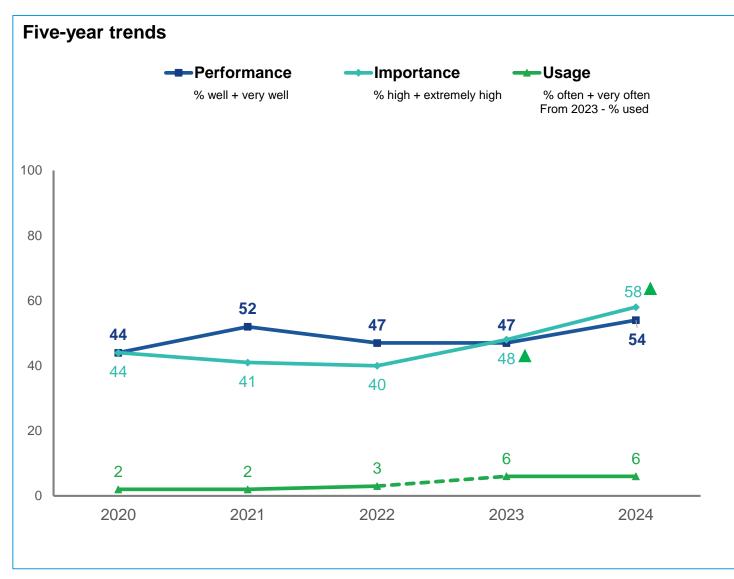




Q. Have you used the following service in the last 12 months? total n=851 excludes 16 no response. Q. What importance do you place on the service? total n=789, excludes 78 no response. Q. How well does the City deliver the service? total n=600, excludes 267 not applicable, don't use and no response Base: All survey participants.

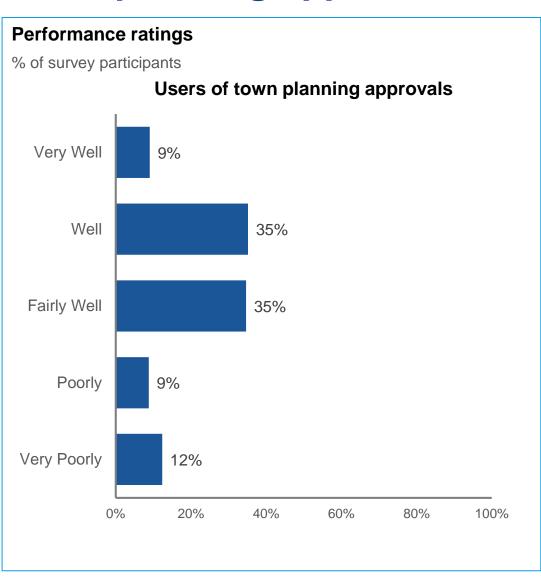
Town planning approvals

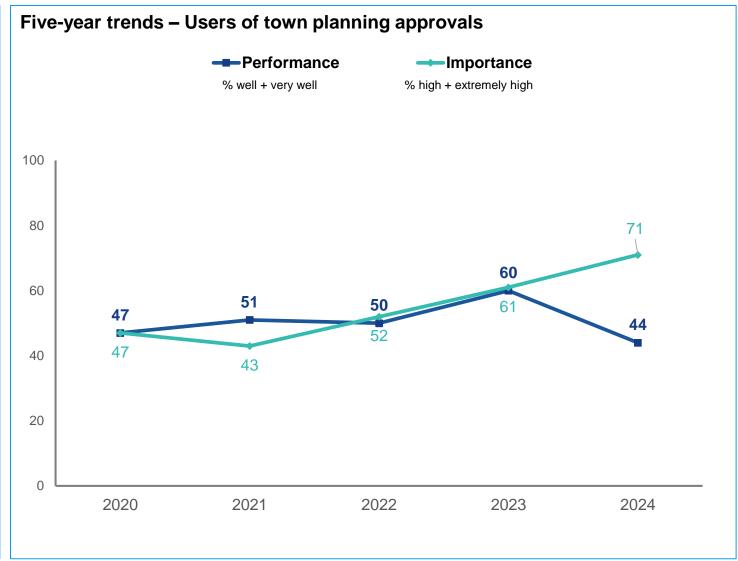




Q. Have you used the following service in the last 12 months? total n=849, excludes 18 no response. Q. What importance do you place on the service? total n=781, excludes 86 no response. Q. How well does the City deliver the service? total n=396, excludes 471 not applicable, don't use and no response. Base: All survey participants.

Town planning approvals – service users

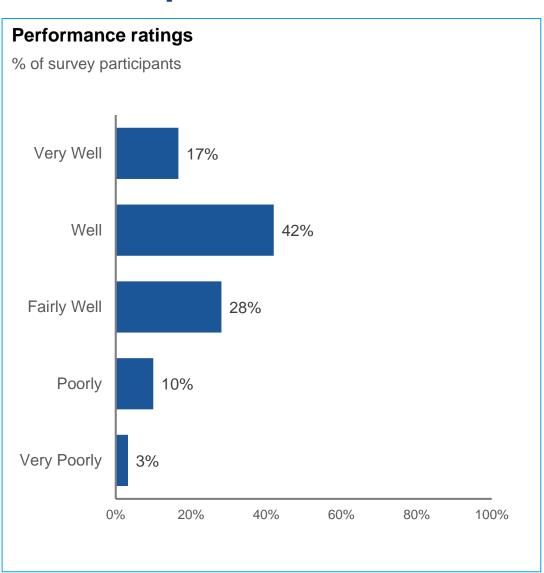


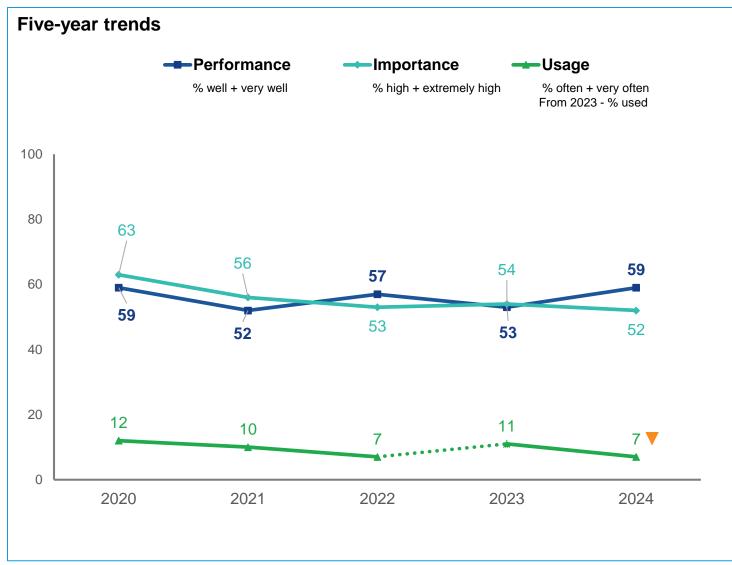


Q. Have you used the following service in the last 12 months? total n=52. Q. What importance do you place on the service? total n=52, excludes 0 no response. Q. How well does the City deliver the service? total n=45, excludes 67not applicable, don't use and no response.

Base: Have used Town Planning Services in the last 12 months. Note: because the base for this slide is "users", the data series for "use" has been removed from the chart.

Tourism promotion



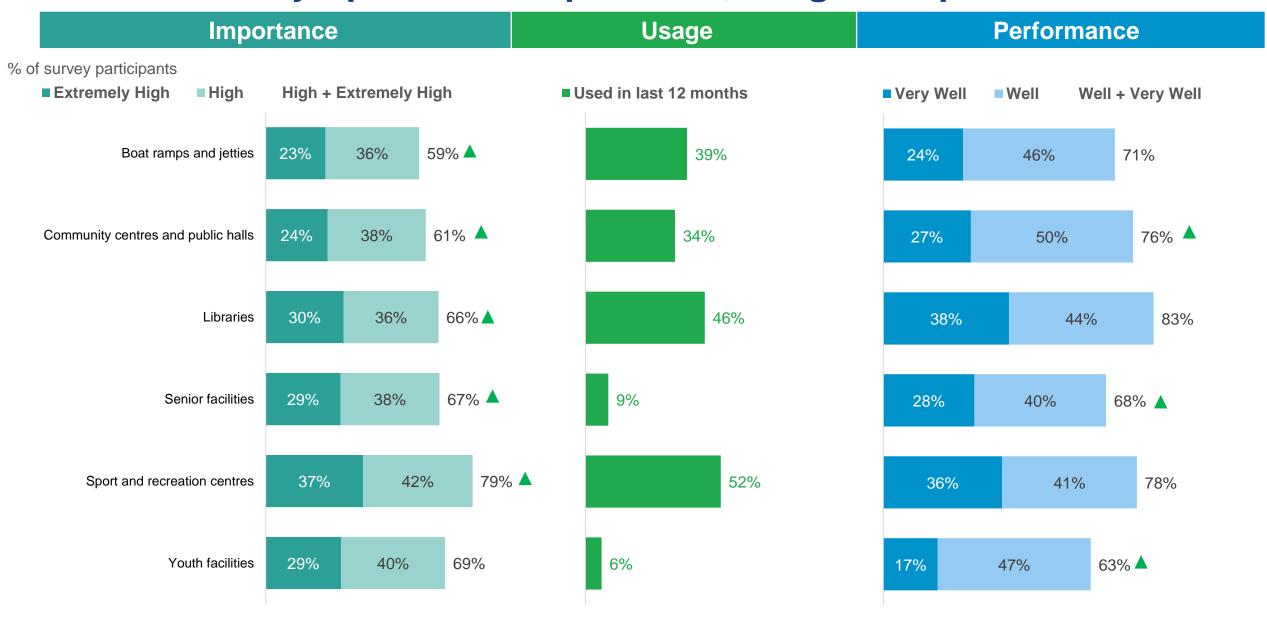


Q. Have you used the following service in the last 12 months? total n=850, excludes 17 no response. Q. What importance do you place on the service? total n=786, excludes 81 no response. Q. How well does the City deliver the service? total n=585, excludes 282 not applicable, don't use and no response. Base: All survey participants.

Performance – Facilities the City Operates

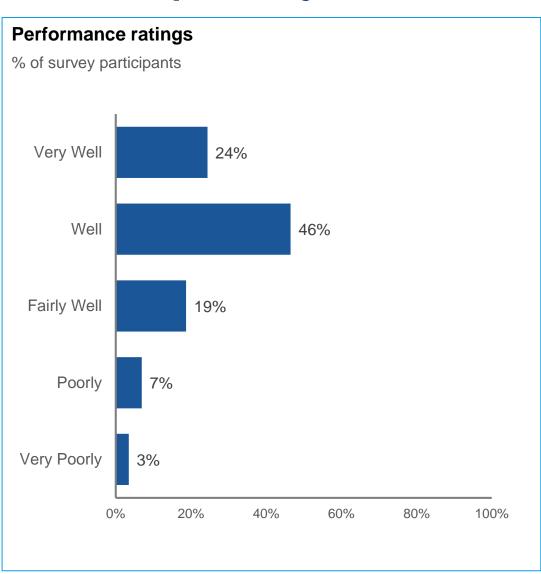


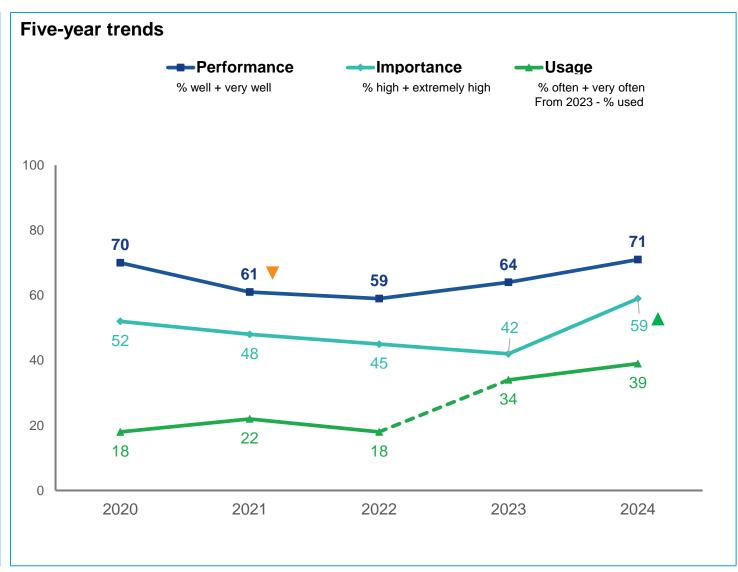
Facilities the City operates – importance, usage and performance



Q. Have you used the following facility in the last 12 months? Q. What importance do you place on the facility? Q. How well does the City deliver the facility? Base: Those who provided a valid response n=various. See following pages detailed results.

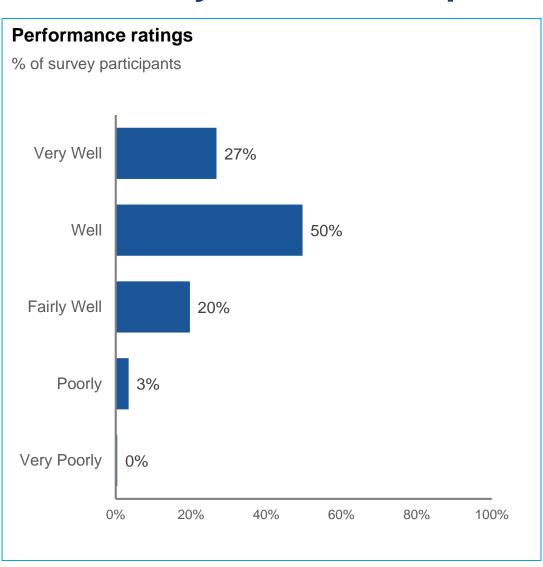
Boat ramps and jetties

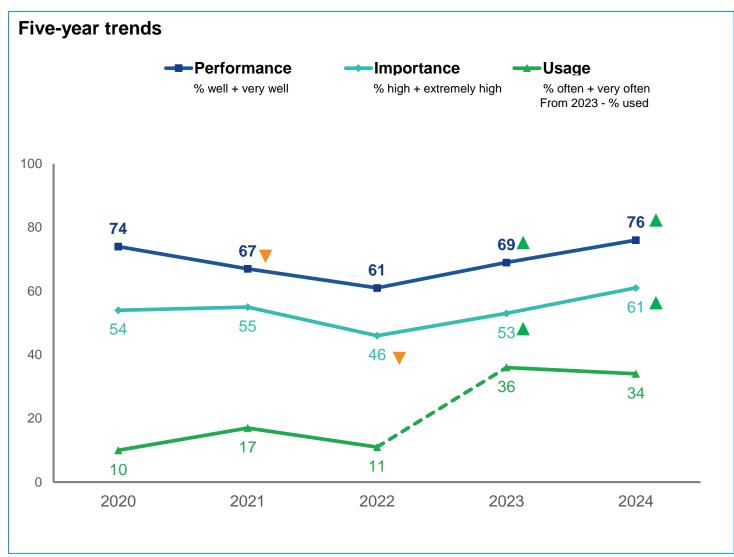




Q. Have you used the following facility in the last 12 months? total n=852, excludes 15 no response. Q. What importance do you place on the facility? total n=798, excludes 69 no response; n=456. Q. How well does the City deliver the facility? total n=572, excludes 295 not applicable, don't use and no response. Base: All survey participants.

Community centres and public halls

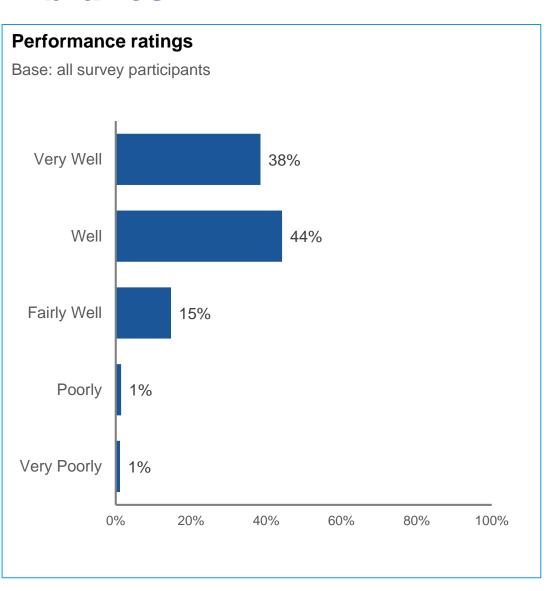


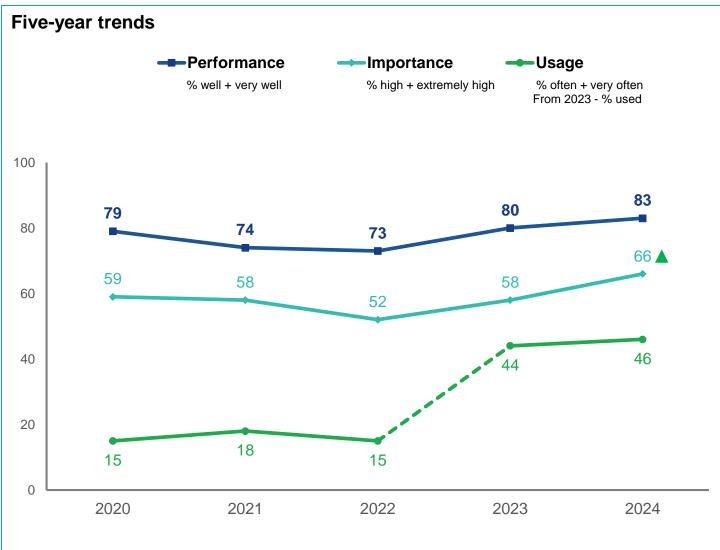


Q. Have you used the following facility in the last 12 months? total n=851, excludes 16 no response. Q. What importance do you place on the facility? total n=808, excludes 59 no response. Q. How well does the City deliver the facility? total n=622, excludes 245 not applicable, don't use and no response.

Base: All survey participants.

Libraries

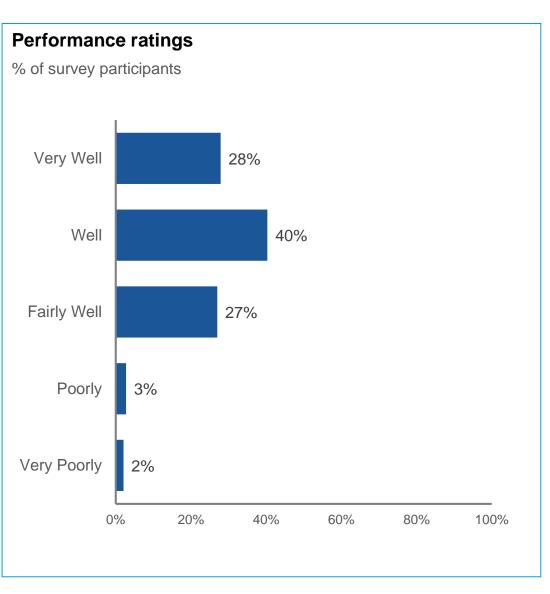


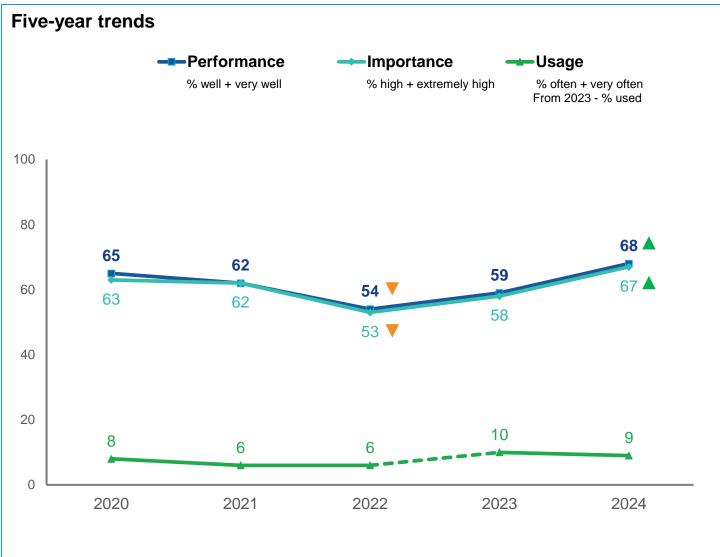


Q. Have you used the following facility in the last 12 months? total n=852, excludes 15 no response. Q. What importance do you place on the facility? total n=814, excludes 53 no response. Q. How well does the City deliver the facility? total n=652, excludes 215 not applicable, don't use and no response.

Base: All survey participants.

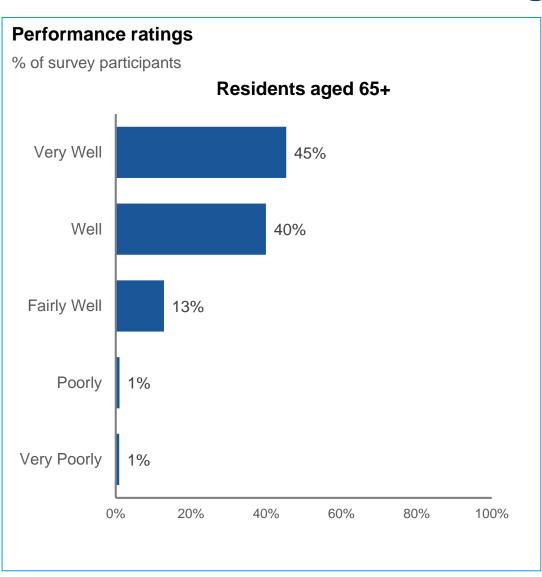
Senior facilities

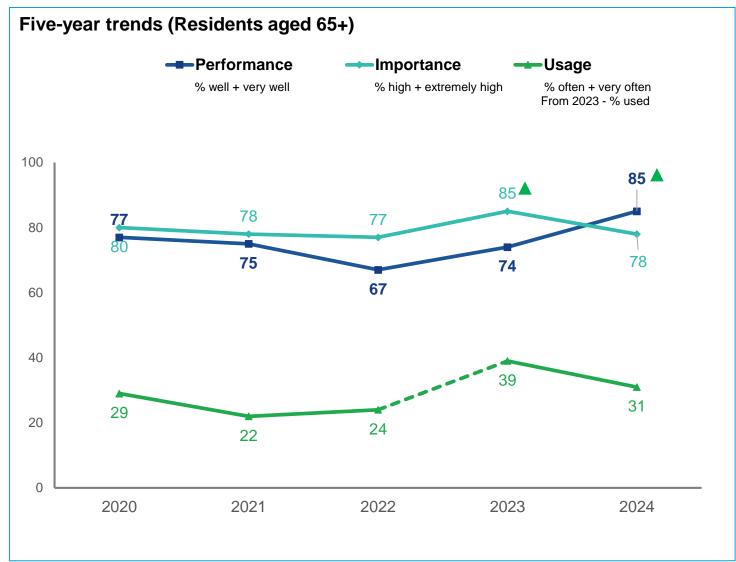




Q. Have you used the following facility in the last 12 months? total n=850, excludes 17 no response. Q. What importance do you place on the facility? total n=789, excludes 78 no response. Q. How well does the City deliver the facility? total n=441, excludes 426 not applicable, don't use and no response. Base: All survey participants.

Senior facilities – residents aged 65+ years

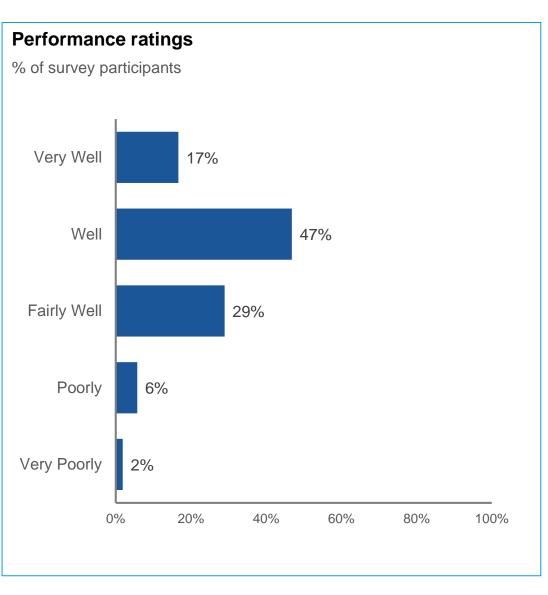


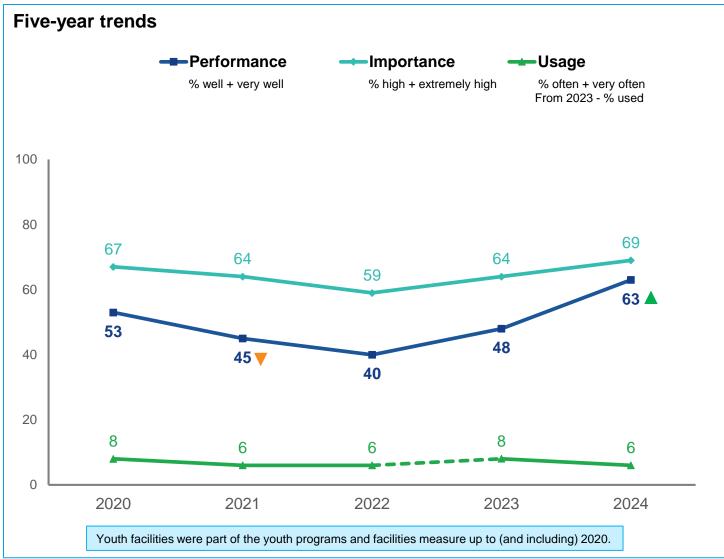


Q. Have you used the following facility in the last 12 months? total n=264, excludes 11 no response. Q. What importance do you place on the facility? total n=239, excludes 36 no response. Q. How well does the City deliver the facility? total n=179, excludes 96 not applicable, don't use and no response.

Base: Residents aged 65+.

Youth facilities

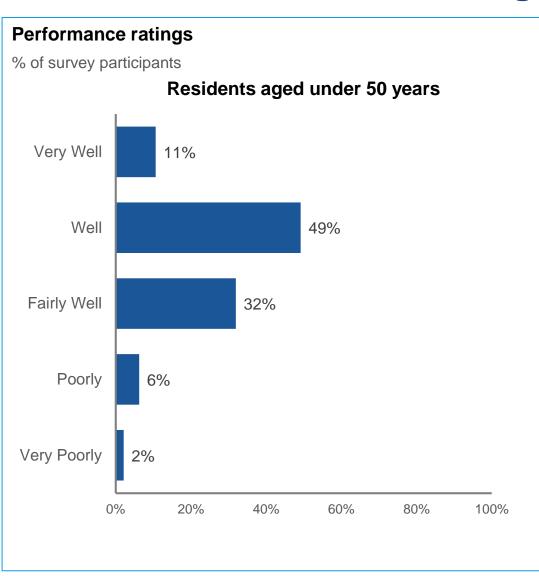


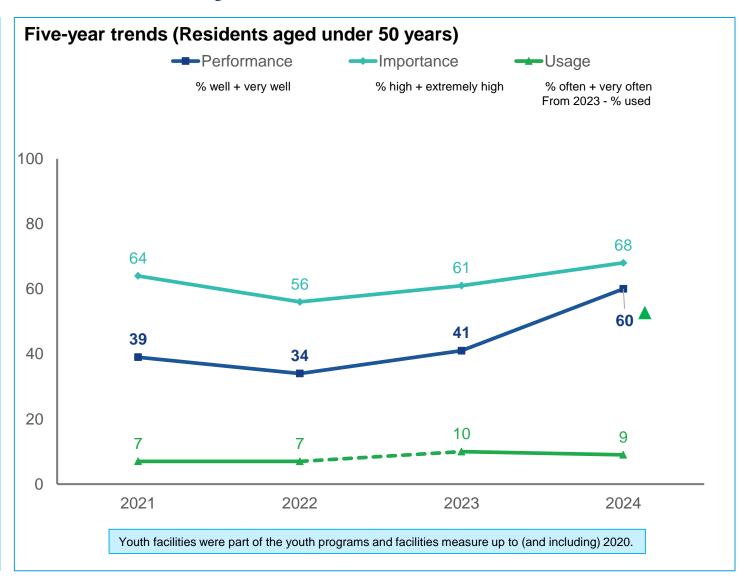


Q. Have you used the following facility in the last 12 months? total n=850, excludes 17 no response. Q. What importance do you place on the facility? total n=791, excludes 76 no response. Q. How well does the City deliver the facility? total n=421, excludes 446 not applicable, don't use and no response.

Base: All survey participants.

Youth facilities – residents aged under 50 years





45

Base: Residents aged under 50 years. The base for analysis was expanded this year to include people aged 35-49 years as they are likely to be parents of people using youth facilities. Historical results shown above have been updated. Note: results may not exactly add up to the combined score due to rounding.

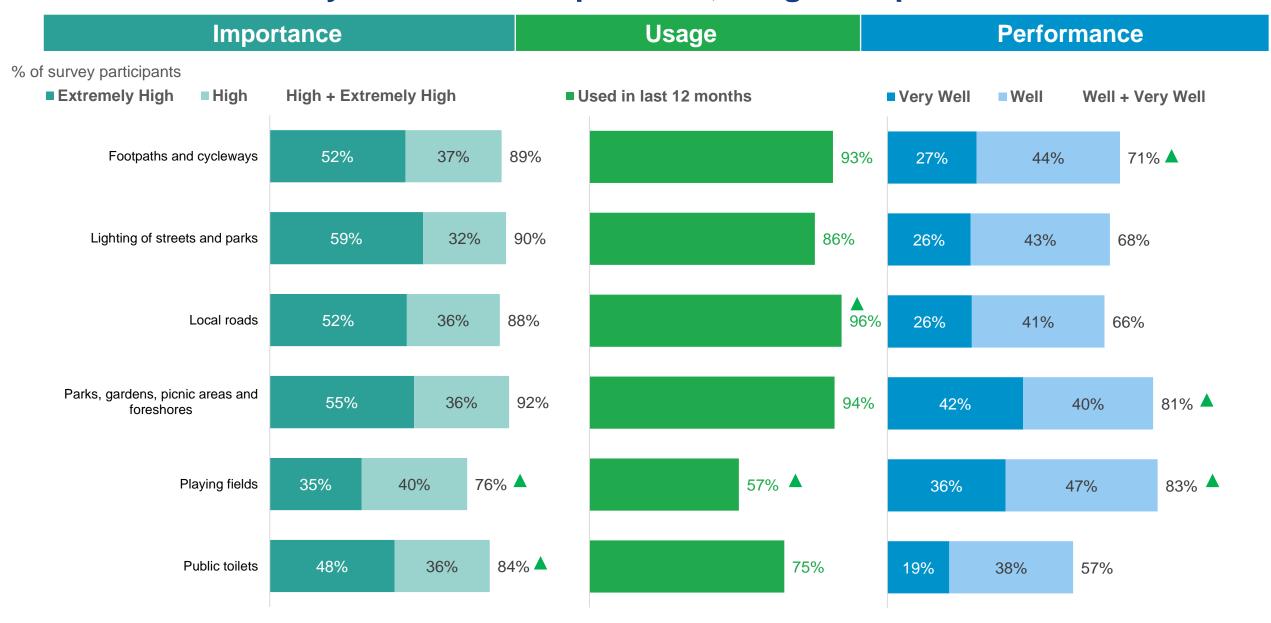
Prepared by Research Solutions

Q. Have you used the following facility in the last 12 months? total n=298, excludes 1 no response. Q. What importance do you place on the facility? total n=285, excludes 12 no response. Q. How well does the City deliver the facility? total n=144, excludes 153 not applicable, don't use and no response.

Performance – Infrastructure the City Maintains

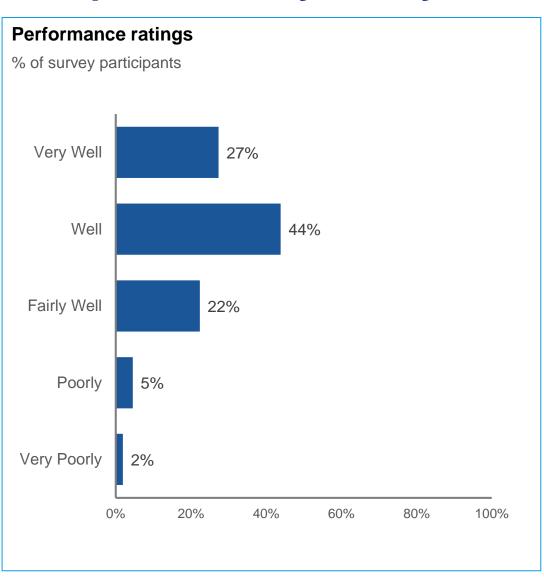


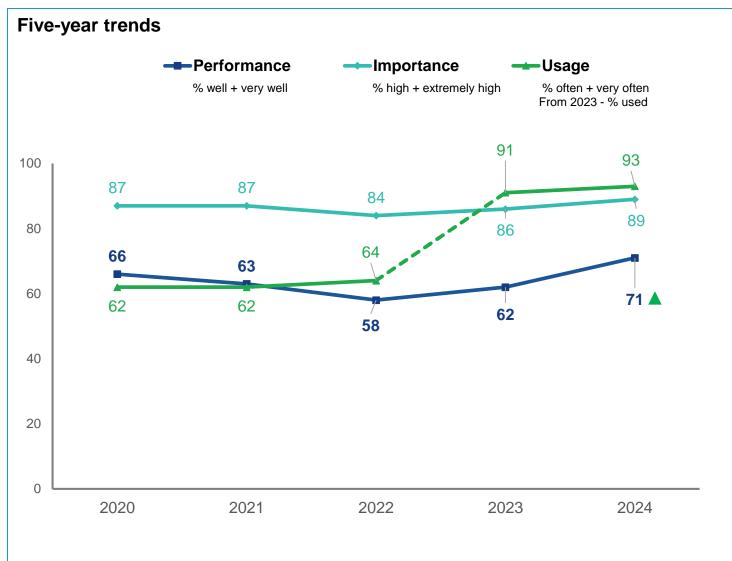
Infrastructure the City maintains – importance, usage and performance



Q. Have you used the following infrastructure item in the last 12 months? Q. What importance do you place on the infrastructure item? Q. How well does the City deliver the infrastructure item? Base: Those who provided a valid response n=various. See following pages detailed results.

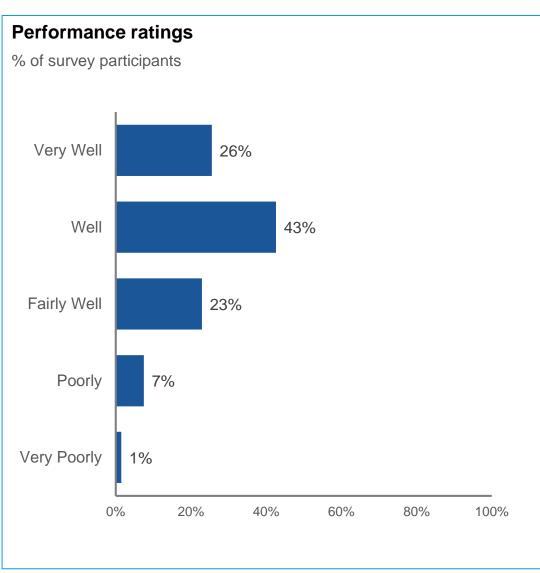
Footpaths and cycleways

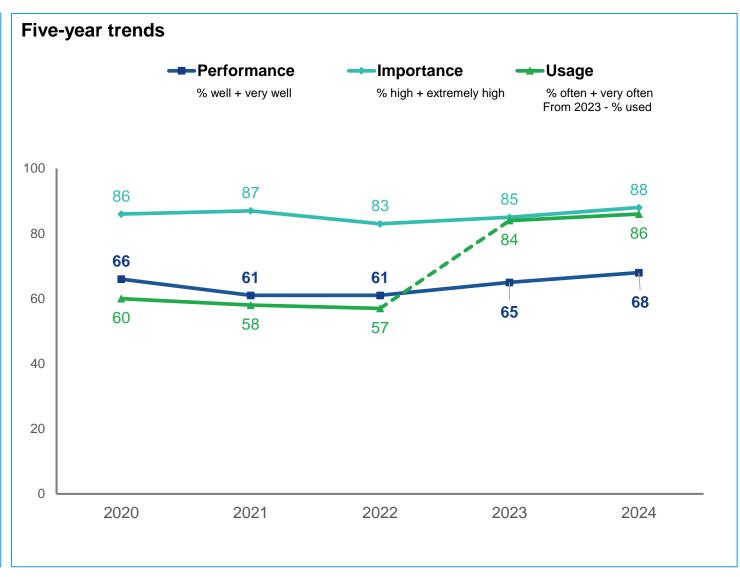




Q. Have you used the following infrastructure item in the last 12 months? total n=857, excludes 10 no response. Q. What importance do you place on the infrastructure item? total n=845, excludes 22 no response. Q. How well does the City deliver the infrastructure item? total n=830, excludes 37 not applicable, don't use and no response. Note: results may not exactly add up to the combined score due to rounding.

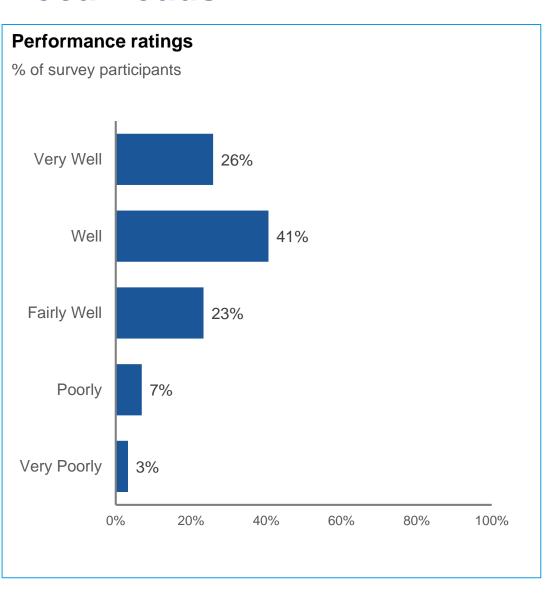
Lighting of streets and parks

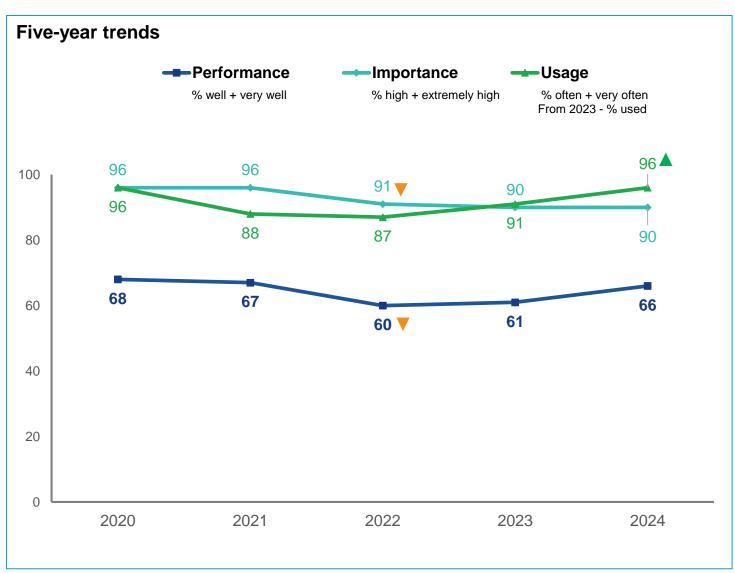




Q. Have you used the following infrastructure item in the last 12 months? total n=852, excludes 15 no response. Q. What importance do you place on the infrastructure item? total n=841, excludes 26 no response. Q. How well does the City deliver the infrastructure item? total n=830, excludes 37 not applicable, don't use and no response. Base: All survey participants.

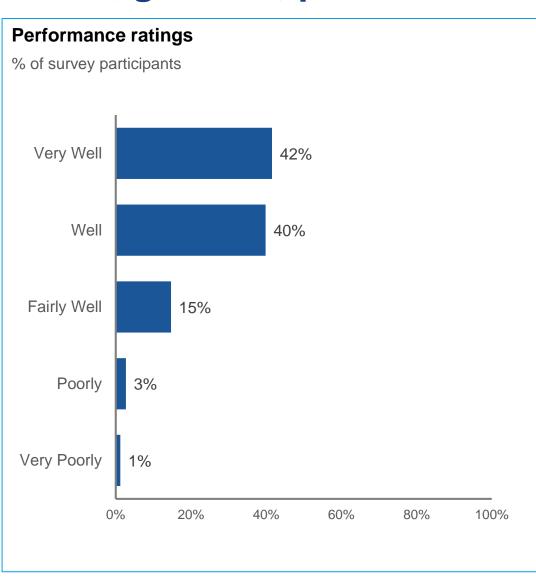
Local roads

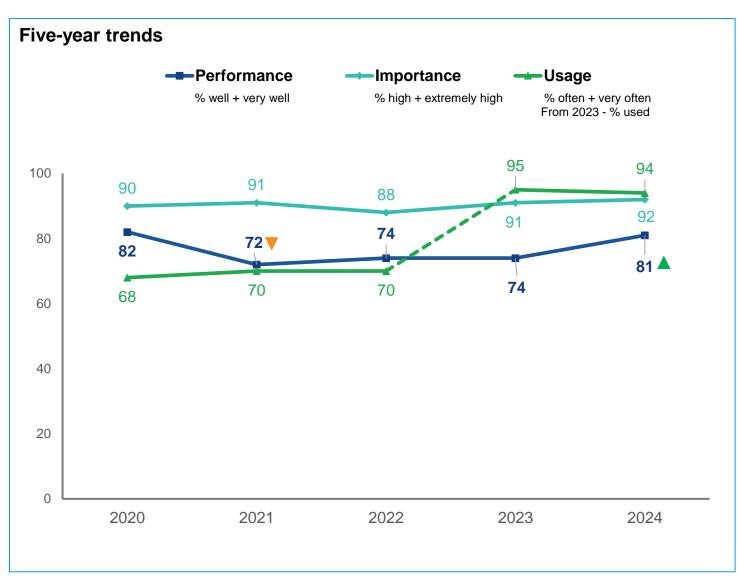




Q. Have you used the following infrastructure item in the last 12 months? total n=856, excludes 11 no response. Q. What importance do you place on the infrastructure item? total n=845, excludes 22 no response. Q. How well does the City deliver the infrastructure item? total n=841, excludes 26 not applicable, don't use and no response. Base: All survey participants.

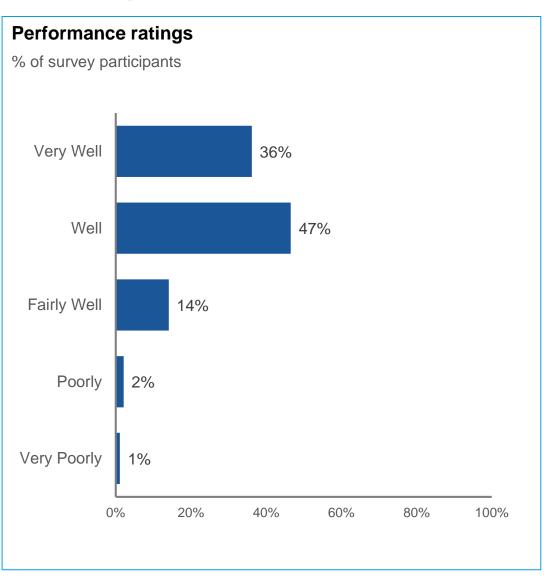
Parks, gardens, picnic areas and foreshores

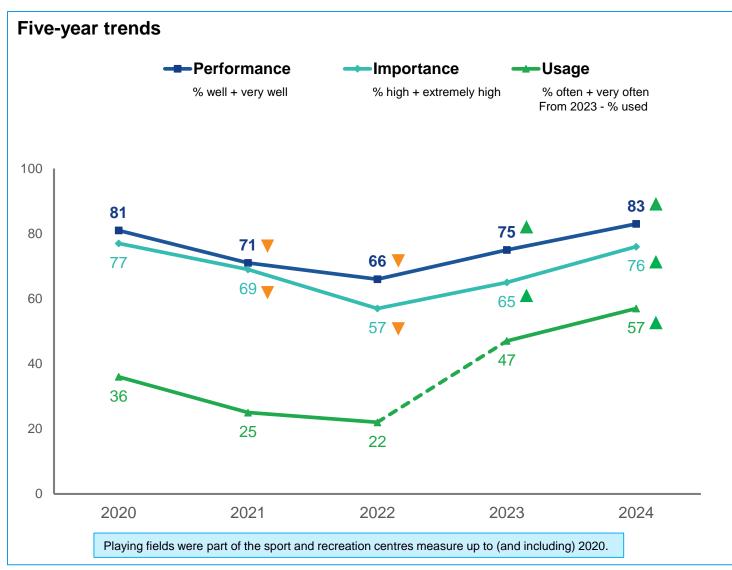




Q. Have you used the following infrastructure item in the last 12 months? total n=857, excludes 10 no response. Q. What importance do you place on the infrastructure item? total n=844, excludes 23 no response. Q. How well does the City deliver the infrastructure item? total n=831, excludes 36 not applicable, don't use and no response. Base: All survey participants.

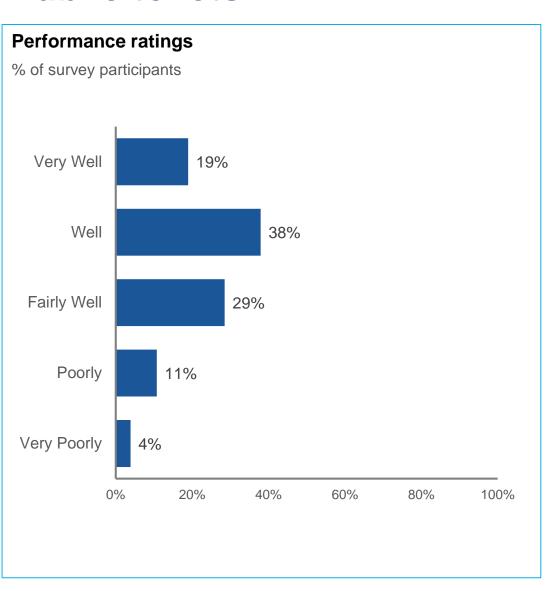
Playing fields

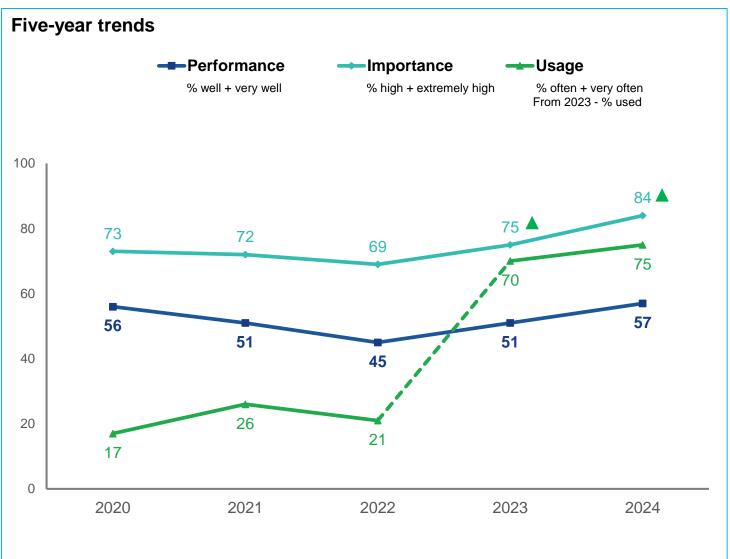




Q. Have you used the following infrastructure item in the last 12 months? total n=851, excludes 16 no response. Q. What importance do you place on the infrastructure item? total n=811, excludes 56 no response. Q. How well does the City deliver the infrastructure item? total n=687, excludes 180 not applicable, don't use and no response. Base: All survey participants.

Public toilets





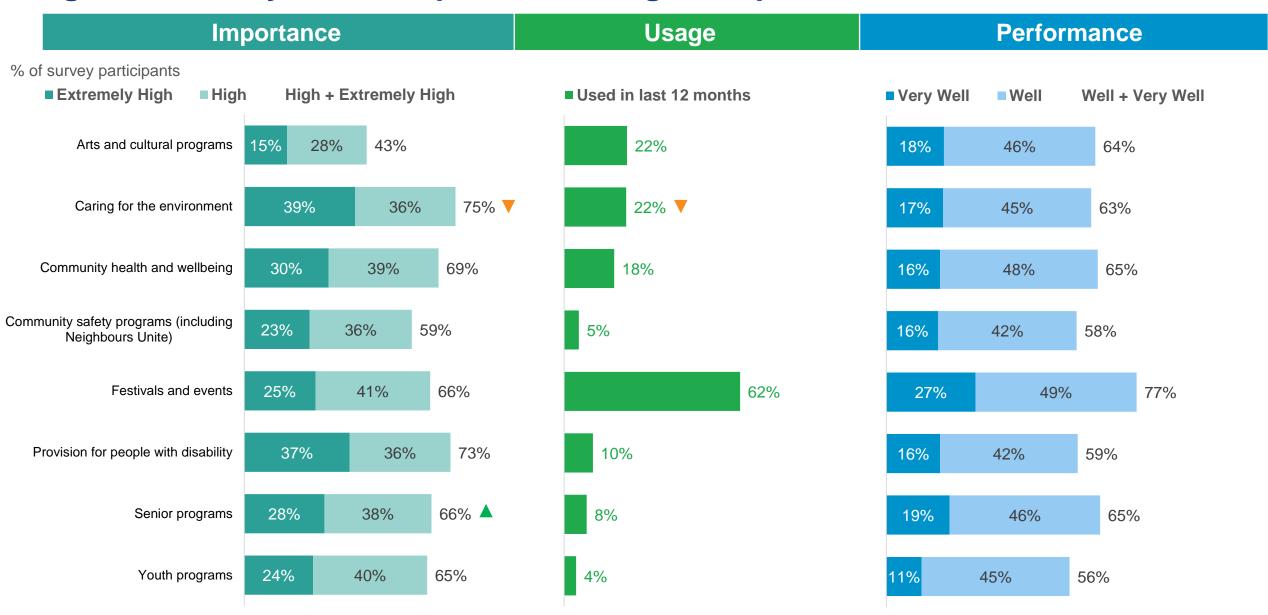
Q. Have you used the following infrastructure item in the last 12 months? total n=855, excludes 12 no response. Q. What importance do you place on the infrastructure item? total n=834, excludes 33 no response. Q. How well does the City deliver the infrastructure item? total n=770, excludes 97 not applicable, don't use and no response.

Base: All survey participants.

Performance – Programs the City Runs

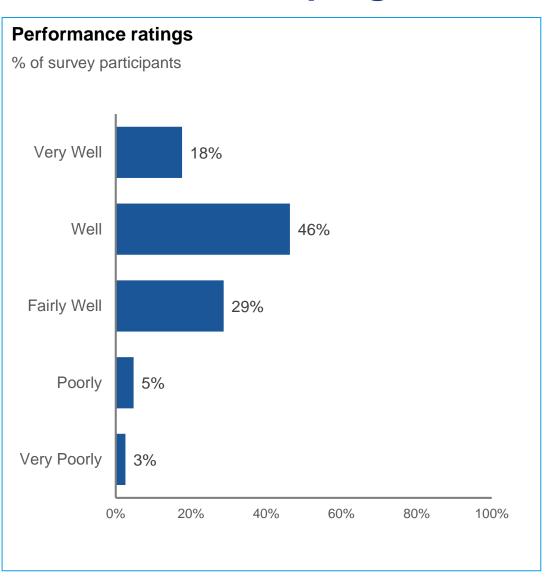


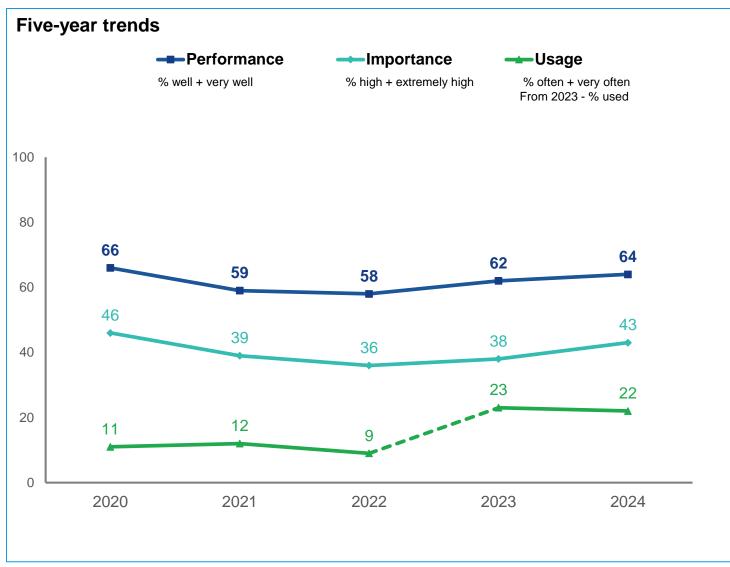
Programs the City runs – importance, usage and performance



Q. Have you used the following infrastructure item in the last 12 months? Q. What importance do you place on the infrastructure item? Q. How well does the City deliver the infrastructure item? Base: Those who provided a valid response n=various. See following pages detailed results.

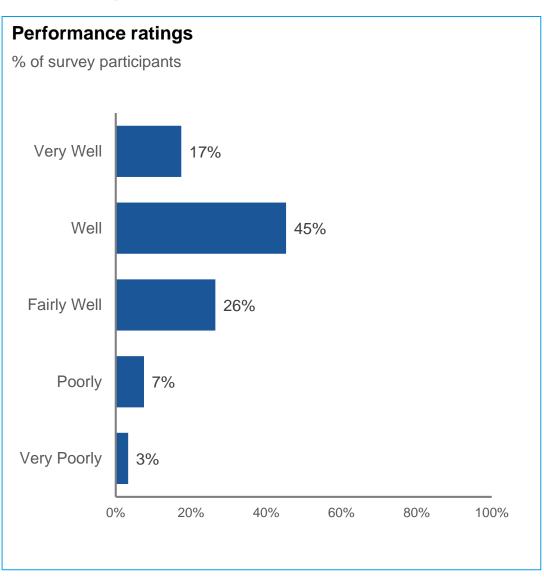
Arts and culture programs

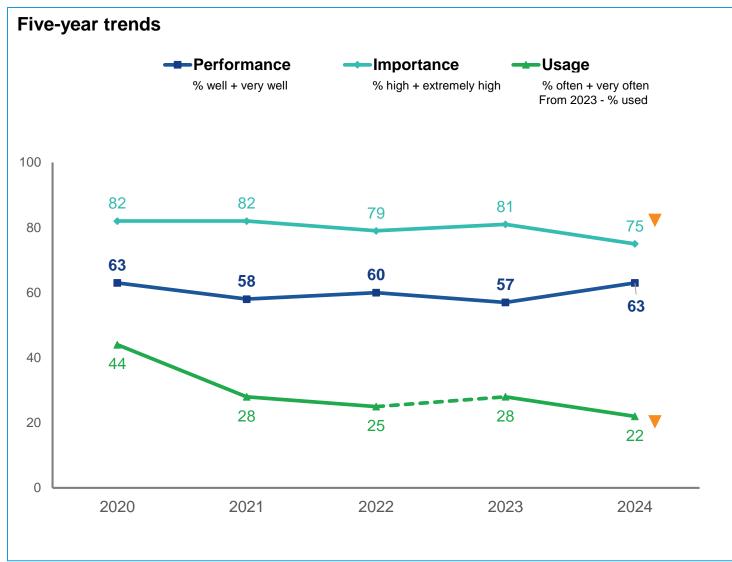




Q. Have you used the following program in the last 12 months? total n=853, excludes 14 no response. Q. What importance do you place on the program? total n=802, excludes 65 no response;. Q. How well does the City deliver the program? total n=535, excludes 332 not applicable, don't use and no response;. Base: All survey participants.

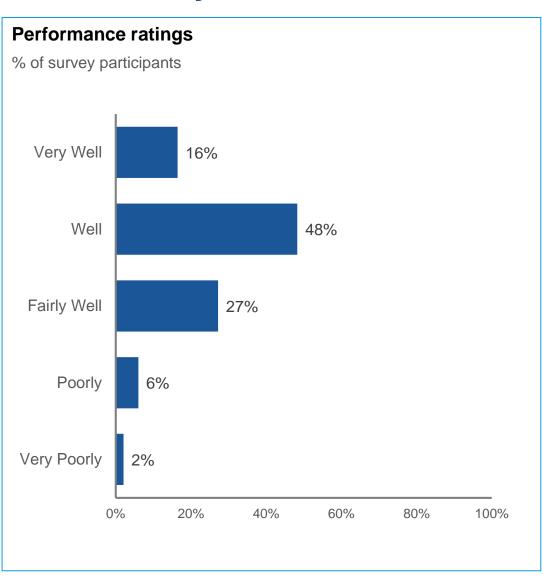
Caring for the environment

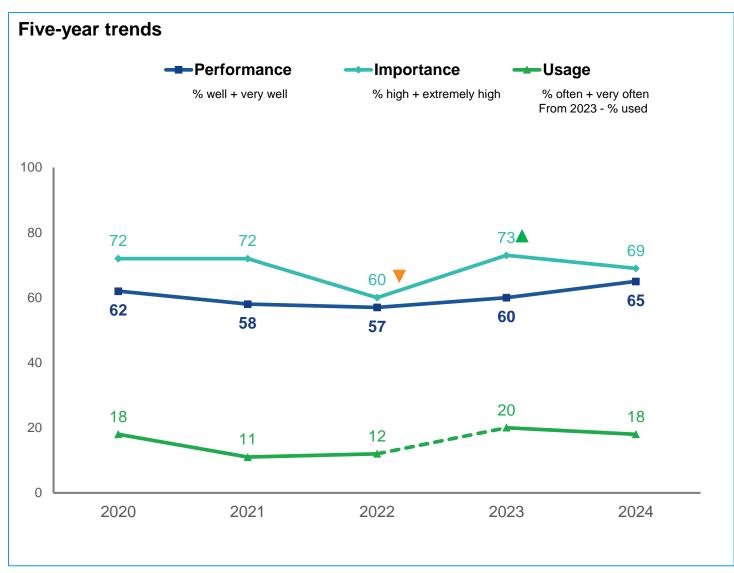




Q. Have you used the following program in the last 12 months? total n=852, excludes 15 no response. Q. What importance do you place on the program? total n=798, excludes 69 no response. Q. How well does the City deliver the program? total n=621, excludes 246 not applicable, don't use and no response. Base: All survey participants.

Community health and wellbeing

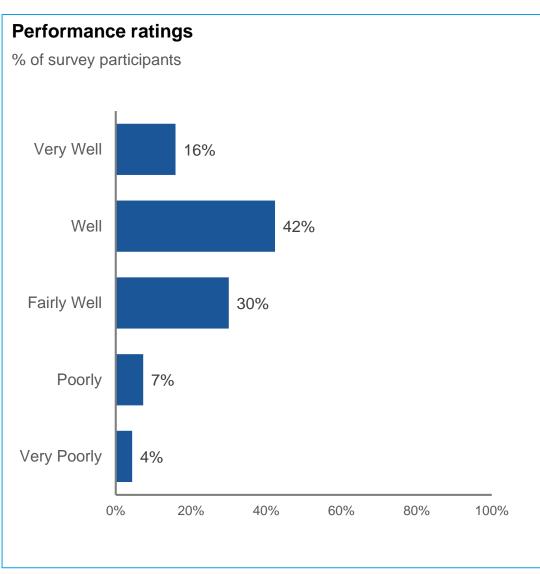


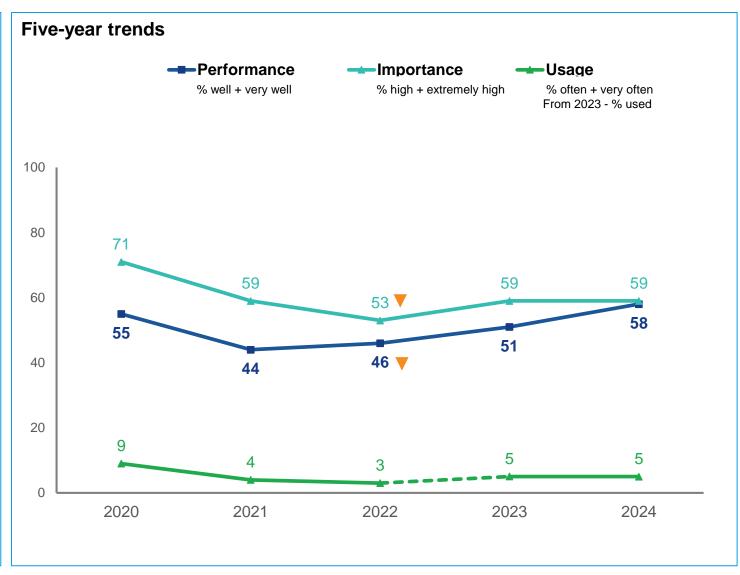


Q. Have you used the following program in the last 12 months? total n=851, excludes 16 no response. Q. What importance do you place on the program? total n=797, excludes 70 no response. Q. How well does the City deliver the program? total n=534, excludes 333 not applicable, don't use and no response.

Base: All survey participants.

Community safety programs (including Neighbours Unite)

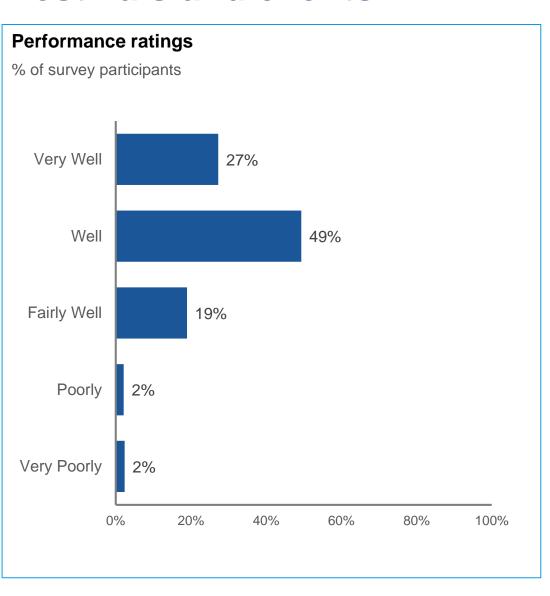


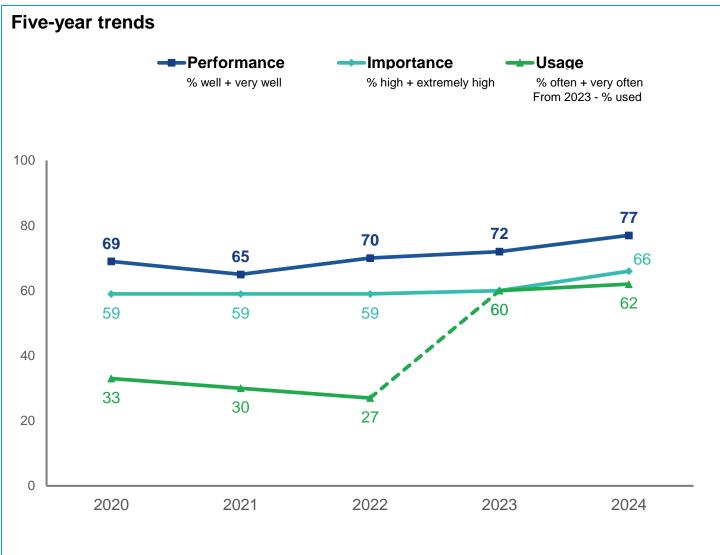


Q. Have you used the following program in the last 12 months? total n=853, excludes 14 no response. Q. What importance do you place on the program? total n=794, excludes 73 no response. Q. How well does the City deliver the program? total n=424, excludes 443 not applicable, don't use and no response.

Base: All survey participants.

Festivals and events



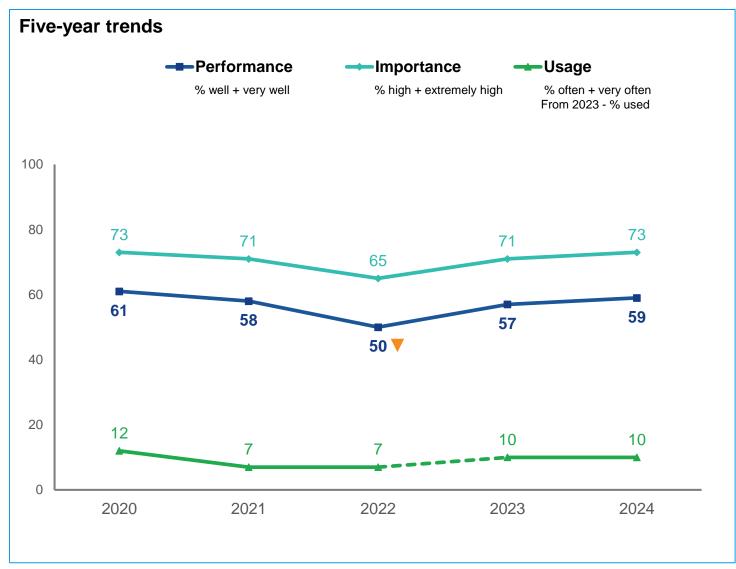


Q. Have you used the following program in the last 12 months? total n=853, excludes 14 no response. Q. What importance do you place on the program? total n=824, excludes 43 no response. Q. How well does the City deliver the program? total n=717, excludes 150 not applicable, don't use and no response.

Base: All survey participants.

Provision for people with a disability

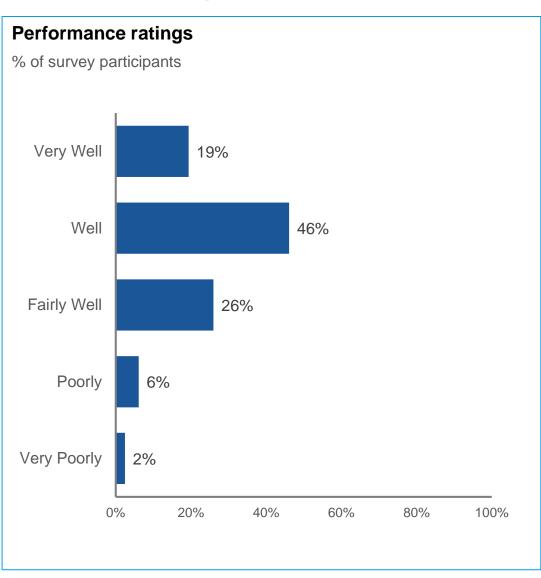


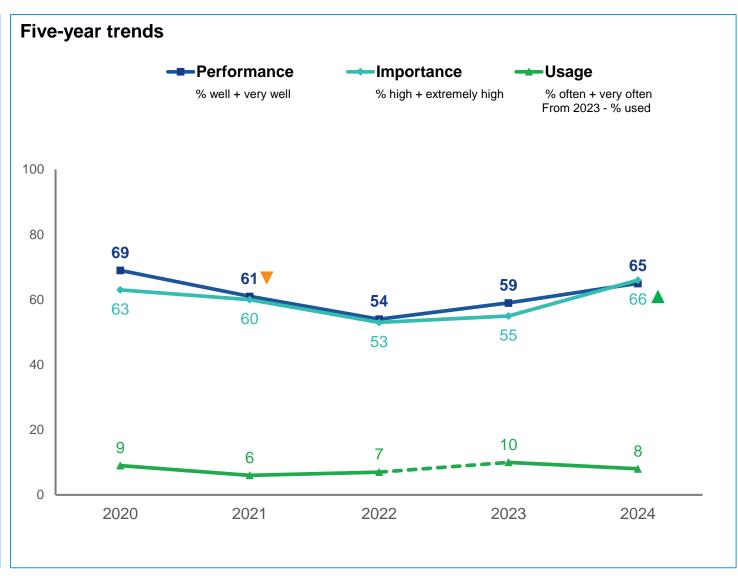


Q. Have you used the following program in the last 12 months? total n=855, excludes 12 no response. Q. What importance do you place on the program? total n=802, excludes 65 no response. Q. How well does the City deliver the program? total n=459, excludes 408 not applicable, don't use and no response.

Base: All survey participants.

Senior programs

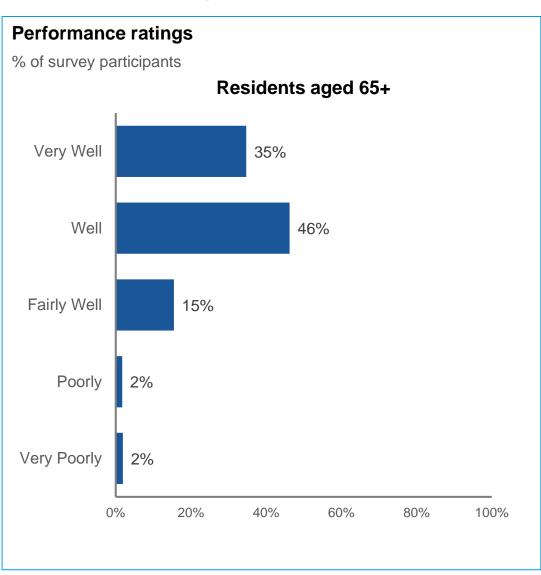


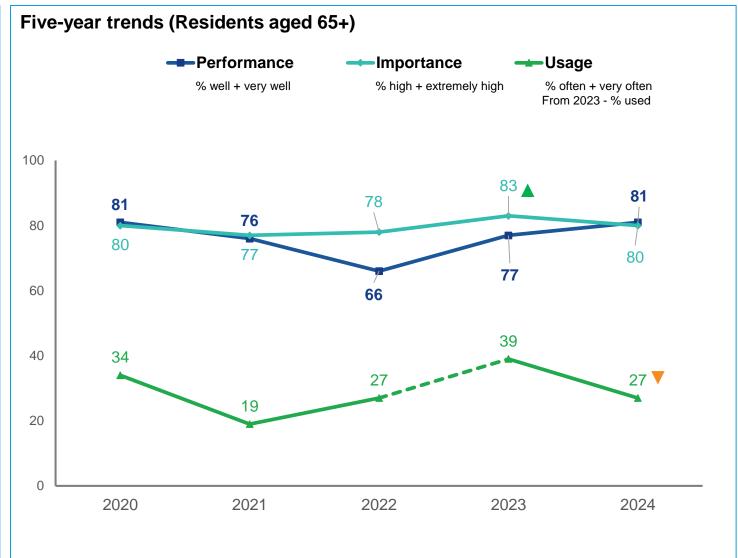


Q. Have you used the following program in the last 12 months? total n=854, excludes 13 no response. Q. What importance do you place on the program? total n=796, excludes 71 no response. Q. How well does the City deliver the program? total n=403, excludes 464 not applicable, don't use and no response.

Base: All survey participants.

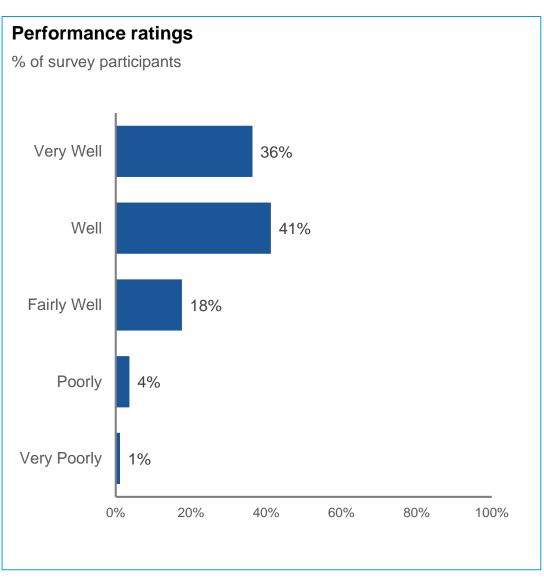
Senior programs – residents aged 65+ years

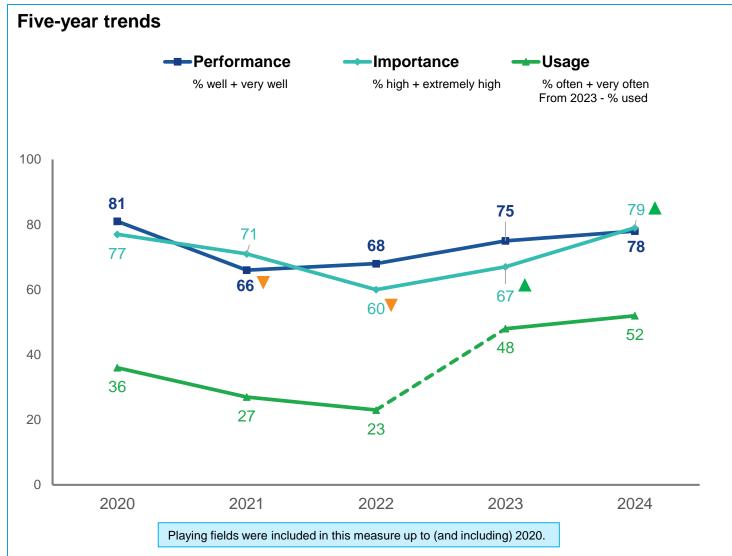




Q. Have you used the following program in the last 12 months? total n=266, excludes 9 no response. Q. What importance do you place on the program? total n=243, excludes 32 no response. Q. How well does the City deliver the program? total n=172, excludes 103 not applicable, don't use and no response. Base: Residents aged 65+.

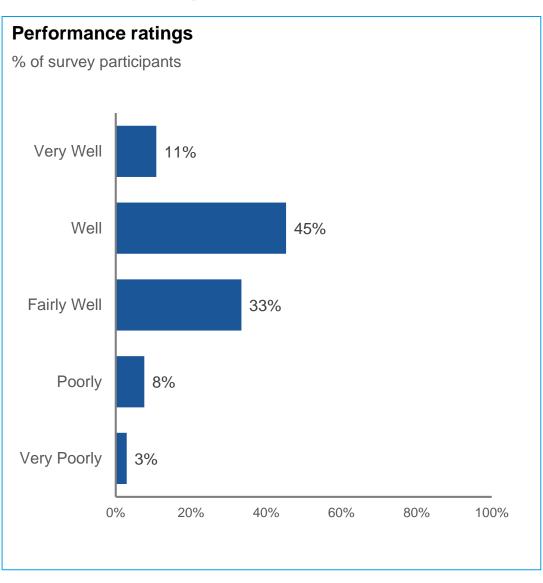
Sport and recreation centres

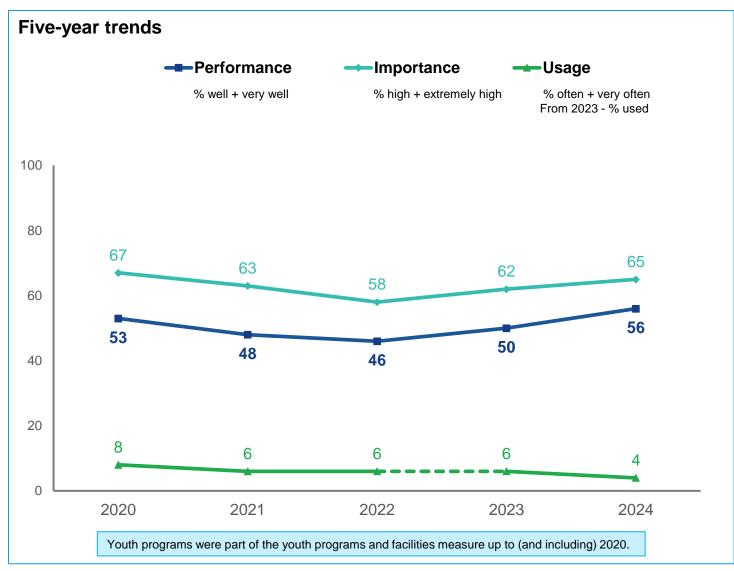




Q. Have you used the following facility in the last 12 months? total n=824, excludes 12 no response. Q. What importance do you place on the facility? total n=792, excludes 44 no response. Q. How well does the City deliver the facility? total n=583, excludes 243 not applicable, don't use and no response. Base: All survey participants.

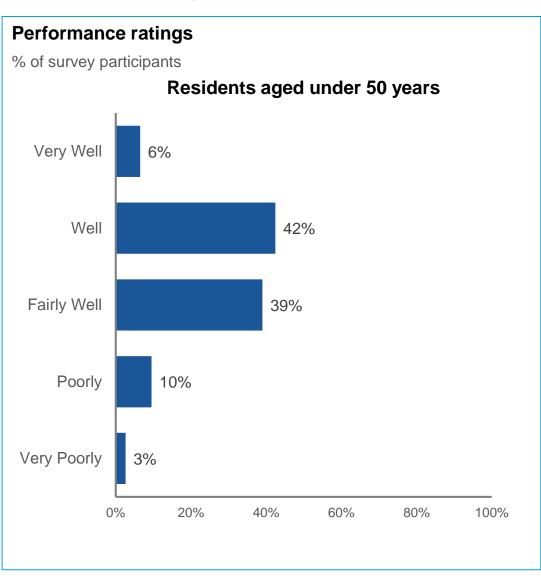
Youth programs

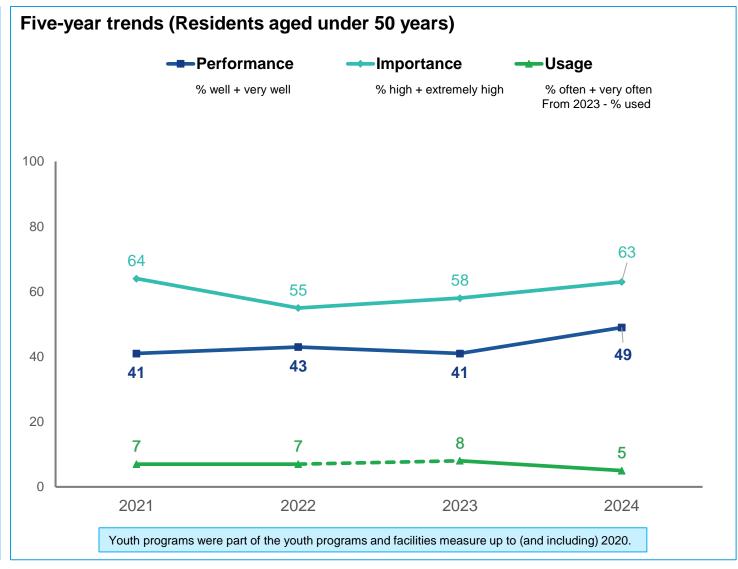




Q. Have you used the following program in the last 12 months? total n=852, excludes 15 no response. Q. What importance do you place on the program? total n=789, excludes 78 no response. Q. How well does the City deliver the program? total n=355, excludes 512 not applicable, don't use and no response. Base: All survey participants.

Youth programs – residents aged under 50 years





66

Q. Have you used the following program in the last 12 months? total n=297, excludes 0 no response. Q. What importance do you place on the program? total n=281, excludes 16 no response. Q. How well does the City deliver the program? total n=119, excludes 178 not applicable, don't use and no response.

Base: Residents aged under 50 years. The base for analysis was expanded this year to include people aged 35-49 years as they are likely to be parents of people using youth facilities. Historical results shown above have been updated. Note: results may not exactly add up to the combined score due to rounding.

Prepared by Research Solutions

Questions?

research solutions

Research Solutions (WA) Pty Ltd ABN 16 083 581 766 24/60 Royal Street, East Perth, WA 6004 PO Box 8618, Perth BC, WA 6849 Telephone (08) 9225 7772 www.researchsolutions.com.au