

City of Kalamunda

Community Engagement Overview

2021 Calendar Year



Contents

Executive Summary	4
2020 Community Perceptions Survey	9
Social Media	12
Drop due to Facebook purge on fake accounts.....	14
Engage Visitor Summary*	16
Engaged Users 2021 *	17
Informed Users 2021 *	18
Aware Users 2021 *	19
Areas of high community interest.....	19
Engagement, Media, Public Promotions and Advertising.....	20
Community Surveys - Summary.....	21
Community Workshops - Summary	22
Engagement Project Awards.....	27
Engagement Demographics.....	28
Engagement Demographics cont.....	30
Engagement Demographics cont.....	32
Engagement Demographics cont.....	34
Engagement Projects 2021	36
Bushfire Preparedness 2020-2021.....	38
Waste and Recycling - Sustainable Living is a Learning Curve.....	40
Tour Feedback - Kalamunda Community Centre	42
Kalamunda Pistol Club	43
40km/h Kalamunda Town Centre.....	44
Draft Local Biodiversity Strategy 2020-2030.....	45
Non-Potable Water Action Plan	46
EOI: Walliston Transfer Station Community Recovery (Tip) Shop	47
Pay it Forward Day KalaCash Giveaway.....	48
A Solar Farm at Pioneer Park.....	49
Storm Preparedness 2021.....	50
Local Planning Policy 32 - Public Open Space	51
Road Safety Awareness	52
Road Safety Awareness (cont.).....	53

Draft Hartfield Park Master Plan Stage 2.....	54
Microbat Boxes.....	56
Proposed Pickering Brook Fire Station.....	57
Civic Functions, Ceremonies and Receptions.....	58
Local Planning Policy 26 - Public Art Contributions.....	59
Draft Inclusive Kalamunda Social Inclusion Plan 2021 - 2025.....	60
2021 Arts Strategy Review	61
Have Your Say - Draft Business Case for a New Aquatic Facility.....	62
Senior Services.....	63
Dog Exercise Area Management Plan	64
Kalamunda Community Centre/Jorgensen Park - Overflow Car Park Access.....	65
Kalamunda Flowing	66
Climate Change Action.....	67
Cambridge Reserve - Proposed Acquisition of a Portion of Reserves 27559, 31348 and 34364, Forrestfield	68
Proposed Cell 9 Wattle Grove Outline Development Plan (ODP) Amendment.....	69
Name the New Community Reuse Shop.....	70
Draft Local Planning Policy 33 - Tree Retention.....	71
Youth Plan 2023-2028.....	72
Youth Plan 2023-2028 (cont.)	73
Pensioner Discounts - for Waste or Waste not.	74
<i>Appendix A:</i>	
<i>MARKYT® Community Scorecard Report</i>	
<i>2020 Community Perceptions Survey Strategic Overview.....</i>	<i>75</i>

Executive Summary

Community Engagement within the City of Kalamunda means working collaboratively with, and through groups of people within our community who are affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for the City to bring about environmental, policy and behavioural change. Why do we engage? Community engagement is a way of ensuring that community members have access to valued activities and amenities. It ensures that our community connect with our cultural and social settings, and feel that they are able to contribute meaningfully, and develop functional capabilities that enable them to participate.

The purpose of this report is to provide an overarching update for the calendar year 2021, in relation to community engagement, and to identify the ongoing challenges and questions for Council in engaging our community.

"With the rise in deepening and expanding public engagement globally, the importance of community engagement has become pivotal for well-functioning, twenty-first century democracies. Constructive relationships between communities and the institutions of government make community engagement not only desirable, but necessary and viable as it is likely to lead to more equitable, sustainable public decisions and improve the liveability of local communities. This is why community engagement is important for individuals, public organisations, and governments alike." (Bang The Table; 2021)

This engagement report explores:

- » The results of community engagement practice in the City in 2021.
- » An overview of practice - from individual project concept through to council policy resolutions.
- » The range of community engagement methodologies currently being used.
- » Key issues and challenges identified by current practices.

In 2021, the City of Kalamunda had a total of 49 projects open for public comment.

These projects spanned a wide variety of the City's services, policies, and community issues, including planning proposals, policy development, environmental initiatives, City facility and amenity consultations, and road safety awareness programs.

Notably, 2021 was a big year for planning, community development and asset management with Planning Policy Developments, Tree Retention, Cash-in Lieu projects coming to fruition, Cambridge Reserve consultation, Kalamunda Community Centre car park review, the Draft Business Case for a New Aquatic Facility, funding announcement for the Stirk Park Master Plan (including skate park and play space) and the Draft Hartfield Park Master Plan Stage 2.

The community continues to demonstrate strong engagement with the City, with several

projects garnering high response rates such as the 'Have Your Say - Draft Business Case for a New Aquatic Facility' (771 responses), '40km/h Kalamunda Town Centre' (350 responses), 'Dog Exercise Area Management Plan' (331 responses), and 'Kalamunda Community Centre/Jorgensen Park - Overflow Car Park Access' (310 responses).

Context

- » 'Community engagement' is used as an umbrella phrase to include informing, consultation, engagement, and empowering activities. The City of Kalamunda engages through the IAP2 Spectrum of Public Participation which identifies 5 sub categories of engagement
 - » Inform >> Consult >> Involve >> Collaborate >> Empower
- » Community members are seeking more direct ways to get involved in their community and decision-making, particularly on issues in which they have a direct interest.
- » Conducting community engagement in the preparation of long-term community visions and strategic plans assists with community support in executing upon the goals and strategies harmoniously.

Opportunities

The opportunities for improving community engagement practice that have been noted through the consultative experience are summarised under the following themes:

- » Ensuring legislative requirements are met in a meaningful way
- » Measuring how policies are translating into practice
- » Re-framing community engagement to be viewed as core service
- » Being clear about limits to consultation
- » Getting back to communities on how their inputs were used
- » Integrating outcomes of consultation into decision making
- » Operating within resource constraints
- » Sharing information about likely costs of processes and looking for cost sharing or advocacy options
- » Providing information needed, and advising on the most effective channels for effective participation
- » Developing staff capacity
- » Developing cross-department communication and cooperation

Recognition

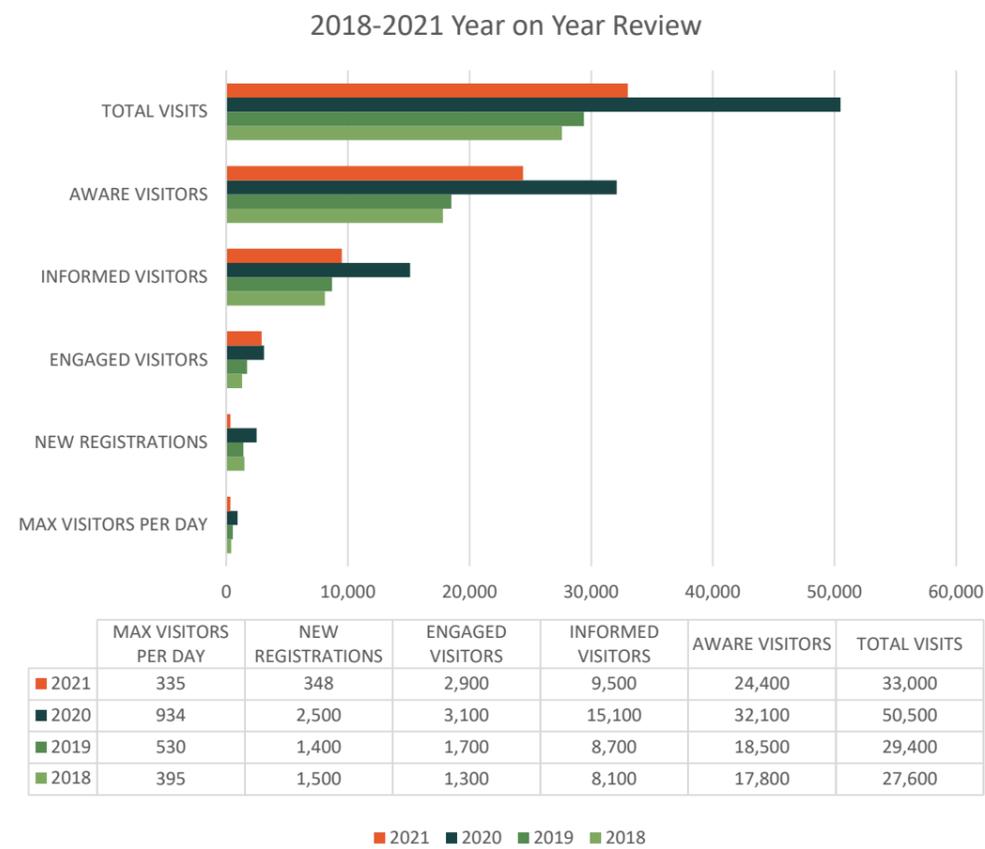
During the 2021 calendar year the City of Kalamunda was nominated across six separate Local Government award programs for community engagement activities. The City successfully won five awards and was the recipient of special mention or commendation for a further three awards, totalling eight.

Background

The City continues to use the online engagement portal EngagementHQ to promote, educate and engage with community members in an interactive way. In 2021, the engagement portal continued to be very popular, with the Total visits at 33,000, this is down from 2020 where we had a remarkable year for engagement through the onset of COVID with 50,500, and up from 29,000 in 2019. Of the 33,000 total visits, 2,900 were engaged participants, 9,500 were informed participants and 24,000 were aware participants. The max visitors per day at 335, again down from last year with 934, and Engaged visitors at 2,900, close to 3,100 in 2020, and up from 1,700 in 2019. However, it should be noted that this is only ever one element of our overall engagement strategy. Pop up booths, direct mailouts, workshops and opportunities for dialogue continue to be very popular.

With the onset of COVID-19 in early 2020, the City saw the Community Engagement team adapt the way that face-to-face consultations and workshops were delivered. We engaged with the community via Teams online workshops and employed software Mentimeter to complement our digital presentations and encourage both qualitative and quantitative feedback. Mentimeter enabled participants at community workshops to provide responses, anonymously from their smart phone, in real time providing an interactive element to our community workshops. This was successfully utilised during consultation and continued to be important tools employed for community engagement in 2021.

The City had several key engagements in 2021. Notably the 'Draft Business Case for a New Aquatic Facility' which attracted much attention and highlighted the community's interest in community facilities. Additionally, the environment was a key theme throughout our 2021 engagements with projects ranging from a new solar farm to climate action, a proposed re-use shop to be positioned at the Walliston Transfer Station, non-potable water, microbots, and water quality in addition to our overarching waste and recycling education campaign. Also of note was the launch of the Youth Plan strategic consultation which was launched in late 2021 and will continue into 2022. This plan targeted the youth demographic, which saw a large increase in our under 25's demographic engaging with the City, giving City of Kalamunda youth a voice. We enjoyed increased engagement through our local school, and working internally with our Youth Team to target and connect with this subsection of the community directly.



Company and Opportunity

The City of Kalamunda has a population of 58,946 (ABS estimated resident population 2018), with 22,768 dwellings. It boasts 175ha of developed area for Parks and Recreation and supports 17,663 local jobs and 4,453 local businesses.

The City of Kalamunda's vision: *"Connected Communities, Valuing Nature and Creating our Future Together"*

The City of Kalamunda's Values: *"Our simple guiding principle will be to ensure everything we do will make Kalamunda socially, environmentally and economically sustainable."*

The City of Kalamunda subscribes to the International Association of Public Participation (IAP2) 'Core Values' and their 'spectrum' of public participation approaches, they are one of the best known sets of principles within this space.

The core values outlined by IAP2 for community engagement are:

- The public should have a say in decisions about actions that could affect their lives.
- Public participation includes the promise that the public's contribution will influence the decision.
- Public participation promotes sustainable decisions by recognising and communicating the needs and interests of all participants, including decision makers.
- Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- Public participation seeks input from participants in designing how they participate.
- Public participation provides participants with the information they need to participate in a meaningful way.
- Public participation communicates to participants how their input affected the decision.

The Community Engagement team work to provide opportunity for the City of Kalamunda to meet their Vision and Values through working with and for a connected community, utilising the IAP2 framework.

Conclusion

It can be said that engagement is at the heart of what a council is designed to do, viewing representative democracy as the basis of the legitimacy of local government. Local governments that inform, consult, collaborate with, and listen to their local communities empower their communities to be engaged and participate in their own governance which makes for healthy democracies and involved citizens. Fostering democratic representation, social inclusion and meaningful community engagement greatly assists in the delivery of high-quality local government. Through the community engagements delivered in 2021, it is apparent that the City aims to ensure that good and meaningful services are delivered where they are most needed and that they are tailored to local needs. Ongoing feedback ensures our services meet the community's needs, and any improvements are recognised by the community. Additionally, community engagement increases the likelihood our community will accept council policies and decisions, even when they are controversial, which in turn helps to achieve pragmatic time and cost savings.

The trajectory of continued growth in community participation in engagement is encouraging. It speaks to the community's desire to be involved, and to the City's capacity to define, reach and target audiences.

MARKYT® Community Scorecard Report

2020 Community Perceptions Survey

In 2020, the City of Kalamunda commissioned Catalyse Pty Ltd to undertake a Community Perceptions Study* known as a 'Community Scorecard' from 23 March to 14 April 2020. The purpose of the study was to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

Scorecard invitations were sent to 4,000 randomly selected households: 1,000 by mail and 3,000 by email. 483 randomly selected residents and ratepayers completed a scorecard. The City of Kalamunda provided supporting promotions through its communication channels. A further 32 residents, 25 out of area ratepayers and visitors, and 14 Council affiliated respondents participated bringing the total to 554 respondents.

The main findings of the Community Scorecard are summarised below:

As a place to live, the City's performance index score is 81 out of 100, which is six points higher than the industry average of 75 for Western Australia. The top three ratings came from the suburbs of Kalamunda, Gooseberry Hill and Maida Vale and the three lowest ratings came from the suburbs of Wattle Grove, High Wycombe and Forrestfield.

The City's higher performing areas are:

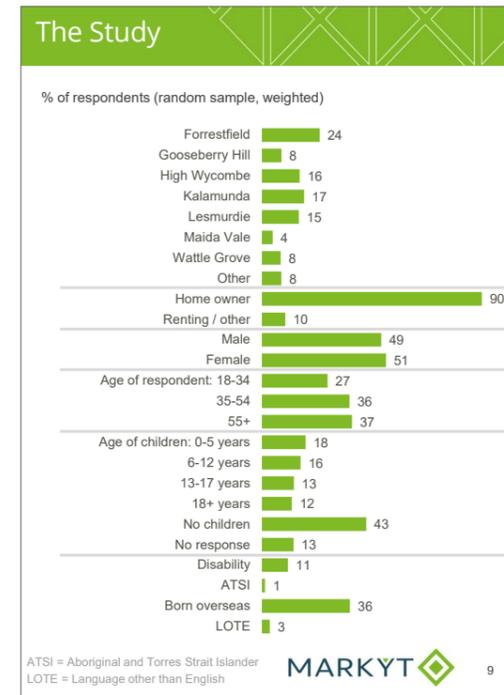
- » The City's online engagement tool (up 9 points)
- » Natural disaster education, prevention and relief (up 6 points)
- » Parking management (up 6 points)
- » Customer service (up 5 points)

The City's lower performing areas are:

- » Coverage of City related issues in the local newspaper, youth services, safety and security and economic development.
- » The City has perceived strengths with weekly waste collections and the Walliston Transfer Station.

The top 4 priorities for the City to address moving forward are:

- » Playgrounds, parks, reserves and ovals
- » Footpaths and cycleways
- » Streetscapes
- » Areas character and identity



* See Appendix A for full report



According to the *KALAMUNDA ADVANCING 2031 Strategic Community Plan*, with respect to Kalamunda Leads, in this governance priority area, it was identified that the community prioritised better communication and engagement and increased promotion of ‘what’ the City does. Similarly, an emergent theme from the community was an increased demand for transparency, accountability and community consultation and engagement.

Our Promise

Public participation includes the promise that the public’s contribution will influence the decision.

In the City of Kalamunda we recognise the importance and value of engaging with our community and seek to act in a participatory manner in all we do. We have maintained strong ties with our environmental community, cultural community and demographic specific groups and believe being in close contact with the pulse of the community leads to good governance and effective decision making.

Local government is the most effective tier of government for engaging with the community.

The purpose of our Community Engagement Strategy is to support Council to deliver quality community engagement activities and provide a process giving transparency to the Community on how the City will engage with them.

Our Promise Delivery

With the aim of meeting this promise, the City has increased its efforts in delivering targeted, open and collaborative engagements. Following are a summary of some key growth indicators, demonstrating how the City’s engagement statistics have increased over time through our EngagementHQ platform:



Social Media

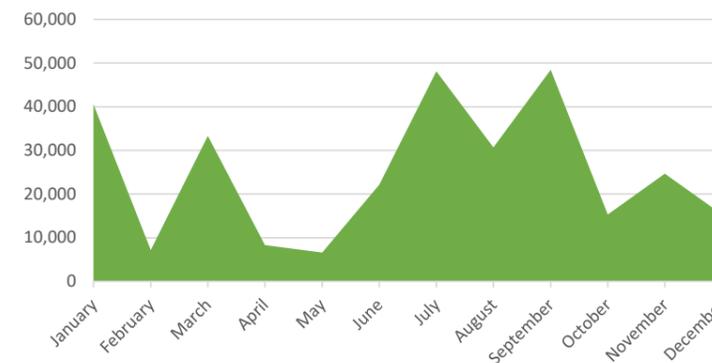
Social media refers to the City's range of online tools that are designed to facilitate connections between the City and our community, as well as communication and engagement tools. Online engagement has changed the way we engage, allowing our community to discover, share, create and spread content en masse, rather than in the context of a one-way broadcast of information.

Much of the available literature on social media tends to focus on the opportunities provided by online tools to better communicate with, and better understand an organisation's customers. The City hosts several social media accounts across Facebook, Instagram, Twitter, YouTube and Linked In. The channels differ according to the message or engagement targeting, and the desired demographic to be reached. 2021 saw the parent company for our two biggest platforms, Facebook and Instagram, re-brand to Meta. This opened up new design and reporting tools on platform; which allowed for best practise navigation and reporting analytics directly through Meta. The City pivoted to Meta for creating, defining and reaching audiences, and further for converting engagement into action. The City's primary platforms for engagement are Facebook and Instagram, following are some of the some key growth indicators, demonstrating the City's performance across these two platforms:



New followers in 2021 - 292
 Profile visits in 2021 - 2,286
 Post engagements (likes) - 3,442
 Number of posts - 306

2021 Instagram Page Reach

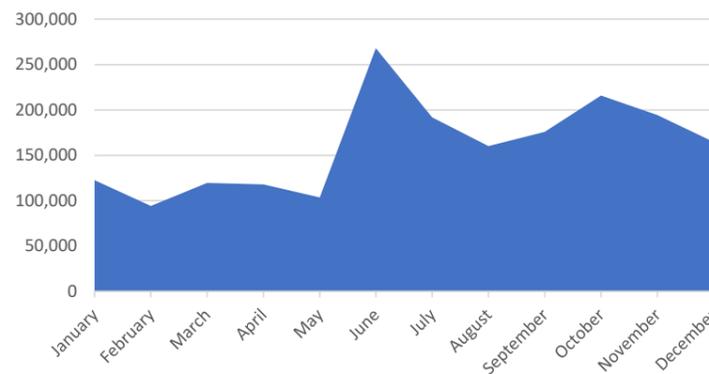


Reach
 Instagram Page Reach
96,027 ↑ 78.5%



Number of posts - 1,072
 New followers in 2021 - 1,207
 Page visits in 2021 - 46,390
 Page and post engagements - 192,560

2021 Facebook Page Reach



Reach
 Facebook Page Reach
501,654 ↑ 79.9%

Meta Audiences

Current Facebook Page Followers

Age & gender

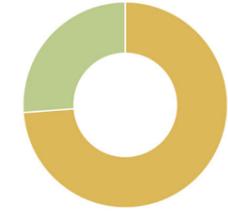
10.5k



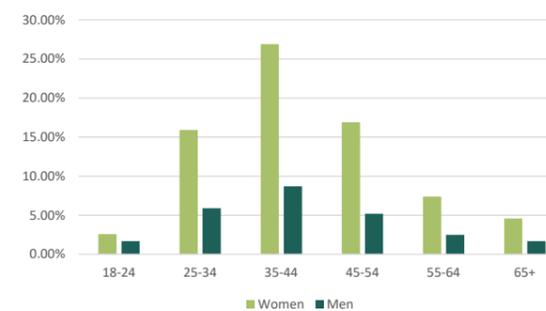
Current Instagram Page Followers

Age & gender

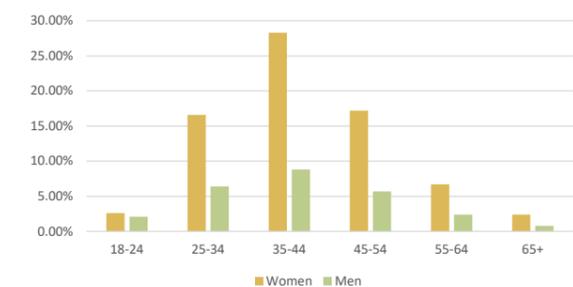
2.5k



Facebook Page followers by gender and age



Instagram followers by gender and age



Other channels

Twitter, LinkedIn and Youtube are used to reach specific audiences with relevant messaging. These platforms are less mature than the City's Facebook and Instagram channels, but nonetheless form an important part of community engagement initiatives.

 **Twitter**

Number of tweets - 187

New followers in 2021 - 11

Impressions - 58,558

 **LinkedIn**

Number of posts - 138

New followers in 2021 - 295

Impressions - 36,185

 **Youtube**

Subscribers - 199

Video views in 2021 - 48,596

Impressions - 559,315

How to make sense of it all?

Some of these measurements are unique to social media and the digital space. Below are some brief explainers on what the most important terms mean:

Reach - how many users saw a page or content from a page.

Impressions - how many times a page or a piece of content entered someone's screen (i.e. can include multiple views by a single user).

Engagement - how many people engaged with a page or content from a page (includes clicks, likes, reactions, comments, etc.).

Followers/subscribers - the number of people who have followed a page or who have subscribed to content.

Social Media Advertising

Our Social media networks create an open forum for our community to contact and follow us, helping our community stay informed and connected. More and more these platforms are focusing on advertising as a source of revenue, and are moulding the user experience around this. Although utilising a mix of organic (unpaid) and paid content is still the most popular strategy, organisations are starting to view social media platforms, particularly Facebook and Instagram, as predominantly advertising platforms.

The City invests in targeted advertising to reach and engage with our target audiences, to discover their likes, dislikes, and interests so that we can build upon better engagement strategies to interact with our community. Advertising on social media is a hyper-direct way to reach our audience.

In 2021 the City's social media advertising averaged a cost per click (CPC) of \$0.19, an average click through rate (CTR) of 2.54%, and an average cost per thousand impressions (CPM) of \$4.87. These are important metrics because monitoring CPC and CTR can help improve the way we target audiences with relevant and timely messaging, while CPM is useful to see how many people we are reaching for our ad spend and can be used to benchmark against traditional forms of media.

Keeping CPC and CPM low and CTR higher are key, which the City is currently achieving through its social media campaigns.

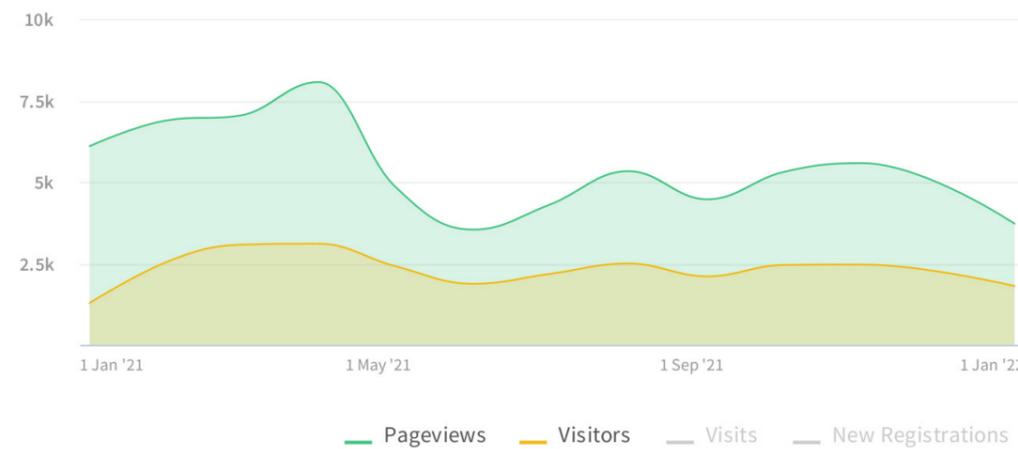
Engage website Visitor Summary*

- » Peak engagement times in 2021: April, August and November
- » Total visits at 33,300, down from 50,500 in 2020
- » Max visitors per day at 335 down from 934 in 2020
- » New registrations: 746, down from 2,500 in 2020
- » Engaged visitors at 2,900, down from 3,100 in 2020

* The decline in metrics from 2020 - 2021 is owing to the closure of the Zig Zag Scenic Drive engagement project which closed in 2020 and was responsible for the significant portion of the calendar year stat's. It was the most heavily engaged project the City has conducted in recent years.

Visitors Summary

Engage Kalamunda from 01 Jan'21 to 31 Dec'21



Top Engaged Projects	Participants (%)**
Have Your Say - Draft Business Case for a New Aquatic Facility	771 (32.5%)
40km/h Kalamunda Town Centre	350 (29.7%)
Dog Exercise Area Management Plan	480 (43.0%)
Kalamunda Community Centre/Jorgensen Park - Overflow Car Park Access	356 (81.5%)
Plants for Residents 2021	270 (84.6%)
Climate Change Action	139 (35.6%)
Youth Plan 2023-2028	132 (19.3%)
Commemorative Tree Planting 2021	115 (45.1%)

**Calculated as a percentage of total visits to the Project

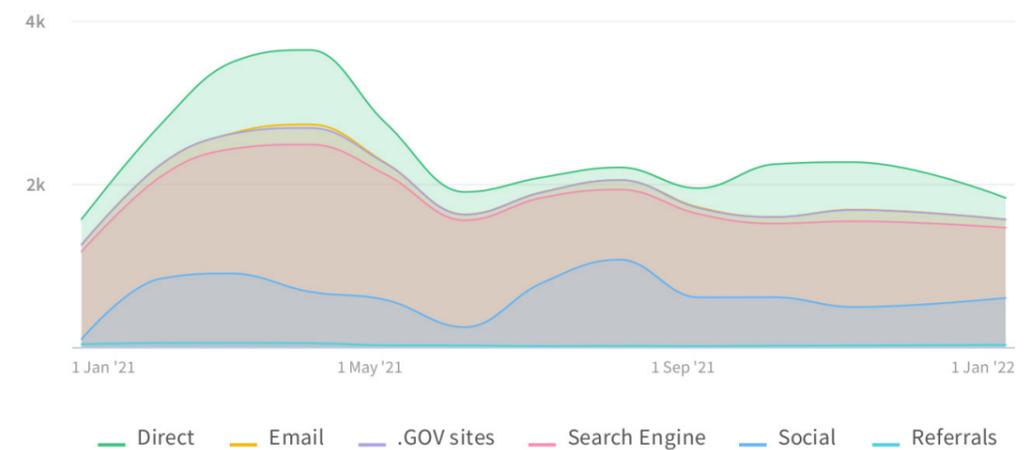
Engaged Users 2021 *

* Every visitor that contributes to a tool is considered to be 'engaged'. This means that the participant performed one or several of the actions.

- » In 2021, 2,887 participants were engaged, with 1,200 users participating in surveys. Compared to 3,139 and 2,907 respectively in 2020

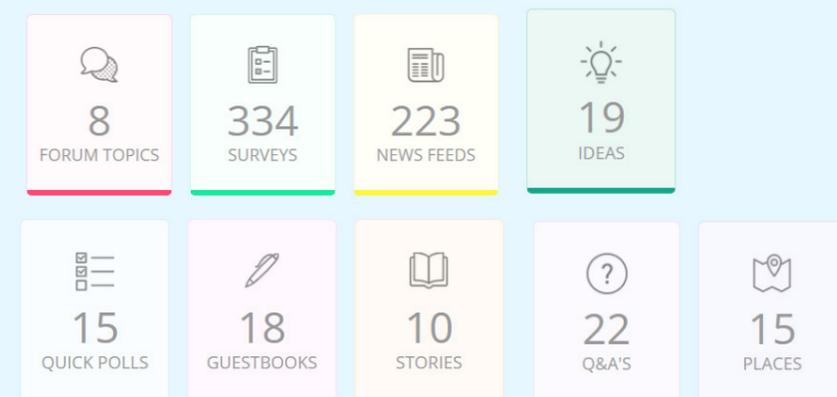
Visits by Channel

Engage Kalamunda from 01 Jan'21 to 31 Dec'21



- » Search Engine generated the highest number of Aware visits with 14,242 in 2021 compared to 11,844 in 2020
- » Search Engine also generated the highest numbers of informed visits at 5,599 and Direct Sources generated the highest number of engaged visits at 2,408. Compared to 5,873 and 2,824 respectively in 2020
- » Direct Sources generated the highest conversions with 9,806 aware visitors, 4,120 (42%) informed visitors and 2,408 (25%) engaged visitors

ENGAGEMENT TOOLS SUMMARY



Informed Users 2021 *

* An informed visitor has taken the 'next step' from being aware and clicked on something. We now consider the visitor to be informed about the project or site. This is done because a click suggests interest in the project.

» In 2021 9,479 participants were informed, compared to 15,115 in 2020

Action*	Participants
Viewed a video	86
Viewed a photo	362
Downloaded a document	4,557
Visited the Key Dates page	125
Visited an FAQ list page	1,376
Visited Instagram page	0
Visited Multiple Project pages	4,656
Contributed to a tool (engaged)	2,887

*A single engaged participant can perform multiple actions

Top Projects	Participants (%)**
Have Your Say - Draft Business Case for a New Aquatic Facility	1,508 (63.5%)
40km/h Kalamunda Town Centre	785 (66.7%)
Dog Exercise Area Management Plan	480 (43.0%)
Kalamunda Community Centre/Jorgensen Park - Overflow Car Park Access	356 (81.5%)
Development Applications	311 (19.6%)
Plants for Residents 2021	279 (34.5%)
A Solar Farm at Pioneer Park	545 (77.1%)
Fenced Dog Exercise Parks	267 (34.7%)

** Calculated as a percentage of total visits to the Project

Aware Users 2021 *

* An aware visitor has made at least one single visit to the site or project. Methodology suggests that an aware visitor can be considered to be aware that the project or site exists, however they've not taken any further action.

» In 2021 24,367 participants visited at least one page (Aware user could have also performed an Informed or Engaged action), compared to 32,066 in 2020

Top Projects	Participants *
Zig Zag Scenic Drive	4,138
Have Your Say - Draft Business Case for a New Aquatic Facility	2,374
Development Applications	1,583
40km/h Kalamunda Town Centre	1,177
Dog Exercise Area Management Plan	1,116
A Solar Farm at Pioneer Park	809
Fenced Dog Exercise Parks	770
Road Notices, Works & Closures	684

*Total list of unique visitors to the project

Areas of high community interest

Top 3 documents based on downloads

Document	Downloads
Have Your Say - Draft Business Case for a New Aquatic Facility	659
Development Applications	254
Draft Reconciliation Action Plan	227

Top 3 FAQs based on views

FAQs	Views
Have Your Say - Draft Business Case for a New Aquatic Facility	122
Verges Maintenance	119
Pest Control: Fox Control Program	103

Engagement, Media, Public Promotions and Advertising

A diverse range of media and communication tools are utilised to promote, inform, engage and help activate our community.

All engagement projects are supported with an integrated marketing campaign, to ensure maximum reach across a diverse range of audiences in our community, regardless of whether they are online, at home or face-to-face in the public domain (such as shopping centres or at City events).

Some of the communications tools we use include:

- » City of Kalamunda website (www.kalamunda.wa.gov.au).
- » Engage Kalamunda website (Engagement HQ)
- » City of Kalamunda Facebook pages:
 - » City of Kalamunda
 - » Kalamunda Libraries
 - » Kalamunda Performing Arts Centre
 - » Kalamunda History Village
 - » Experience Perth Hills
 - » Zig Zag Gallery
 - » The Influence
 - » Kala Youth Services
- » Social media: Linked In, YouTube, Instagram, Facebook
- » Online Teams meetings
- » Mentimeter
- » Monthly eNews
- » Local events
- » Community Networks, Services and Partners
- » Promotional flyers
- » Direct Mail and Electronic Direct Mail (EDM)
- » Newspaper/Digital Newspaper Promotions
- » Workshops
- » Drop-in sessions
- » Pop-ups
- » Activations

Community Surveys - Summary

61 surveys were published by the City of Kalamunda in 2021 generating 2,800 survey contributors from the community and 4,090 survey submissions with 5,000 visitors to the survey sites.

Top 6 surveys based on contributions were:

Project	Visitors	Contributors*
Have Your Say - Draft Business Case for a New Aquatic Facility	1,132	771
40km/h Kalamunda Town Centre	770	350
Dog Exercise Area Management Plan	478	331
Plants for Residents 2021	289	270
Kalamunda Community Centre/Jorgensen Park - Overflow Car Park Access	293	241
Climate Change Action	172	118

**May also include hard copy surveys entered by administrators | Excludes written submissions*



Community Workshops - Summary

In 2021, the City of Kalamunda conducted numerous workshops and pop-ups engaging directly with community members to develop the vision and direction for projects. Targeted sessions were supported by phone conversations and face-to-face discussions by project business units via the City's Customer and PR team, engaging directly with the community at events, and at various group meetings held throughout the year such as Advisory Committees, Friends Groups, Chamber of Commerce, Council meetings and Youth Action Kalamunda (YAK).

Due to COVID-19 pandemic lock downs and restrictions a small number of scheduled workshops were cancelled or moved to an online format, using Teams and Zoom; and utilising software tools such as Mentimeter and instant messaging.

A sample of the engagement activities conducted is shown in the table below:

Project	Engagement
Bushfire Preparedness 2021-2022	<ul style="list-style-type: none"> » Monthly shopping centre engagement booths » Farmers Market: community engagement » Seniors' bushfire awareness engagement booth (coffee lounge engagement) at Woodlupine Community Centre » Property walk-through information afternoons » 'Street meets' targeting high risk residential areas » BURN Smart Event – live demonstrations » Outreach telephone engagement » 31 phone enquiries to Administration by community members were handled in relation to bush fires » Tech sessions were hosted this year as a new initiative. Led by City of Kalamunda FCO's and supported by NBN and the Australian Red Cross, with a focus on navigating the new Bushfire Ready app » The City supported the Bush Fire Ready Group in all endeavours, engaging with and delivering informing sessions » The City supported the Australian Red Cross where possible, engaging with and delivering informing sessions » Bushfire Rural Urban Interface (RUI) drill involving the City of Kalamunda, Career and Volunteer FRS, Bush Fire Brigade, Bush Fire Ready Group and DFES regional staff » Pickering Brook Fire Station community briefing

Project	Engagement
Bushfire Preparedness 2021-2022	<p>The City partnered with Red Cross to promote the Preparedness Project. Events included:</p> <p>RediPlans:</p> <ul style="list-style-type: none"> » Darling Range Seniors Hub » Gooseberry Hill Bushfire Ready <p>Pillowcase:</p> <ul style="list-style-type: none"> » Falls Rd Primary School » Gooseberry Hill Primary School » Kalamunda Primary School » Gooseberry Hill Primary School <p>Other:</p> <ul style="list-style-type: none"> » Local Government Preparedness Training » Conducting the Community Preparedness Survey (CPS) » RediPlan Training for Staff and Volunteers » Pillowcase Training for Staff and Volunteers » Community Profiling » Recruitment of Project Officer » Four Local Steering Committee (LSC) meetings were conducted, at the City, building community membership. » Overarching Steering Committee (OSC) meeting.
Youth Plan 2023 - 2028	<ul style="list-style-type: none"> » Free drop in sessions at shopping centres » Night market pop up booth » Library pop up booth » Shopping centre pop up booth » School based pop up booths » Australia Day Pool Party pop up booth » YAK Advisory Committee
Kalamunda Community Centre/ Jorgensen Park - Overflow Car Park Access	<ul style="list-style-type: none"> » Drop in session on location » Letter box dropping within proximity to site

Project	Engagement
Road Safety Awareness	<ul style="list-style-type: none"> » Free drop in sessions at shopping centres » Library pop up booth » Shopping centre pop up booth and dot democracy » Award ceremony for Poster Promotion. Tuesday 7 December, 3.00pm Function Room, City of Kalamunda - 40 attended » Public exhibition for Poster Promotion. Held over 3 weeks with 100+ votes cast on location.
Waste and Recycling 2021	<ul style="list-style-type: none"> » Community pop-ups at shopping centres » Kalamunda Farmers Market – ECO STAND » Clean up Days » Held a face-to-face engagement booth as a part of City events » Worm Farm Workshops » Compost workshops » Garage Sale Trail » Junk mail experiment internally with City staff
Plants for Residents	<ul style="list-style-type: none"> » Due to COVID-19, restrictions the City's Plants for Residents initiative for 2021 focused on online and contactless service. Plant collections took place over three (3) days. Approximately 1000 residents participated.
Arts Strategy Review	<ul style="list-style-type: none"> » Consultation Workshops: Arts Consultant, Ricky Arnold facilitated seven (7) consultation workshops for interested youth, community and business members. The consultation sessions attracted 79 participants. » Consultation 1: Tuesday 27 July, 4.00pm Youth Advisory Meeting (12-25 yrs only) Zig Zag Seminar Room - 10 attended » Consultation 2: Monday 2 August 5.30pm Hawaiian Forrestfield - 2 attended » Consultation 3: Monday 9 August, 10.00am Kalamunda Library - 10 attended » Consultation 4: Thursday 16 August, 5.30pm Kalamunda Community Centre - 12 attended » Consultation 5: Wednesday 6 October 10am – 12 noon. Kalamunda Chamber of Commerce members » Zig Zag Seminar Room, Kalamunda - 8 attended Consultation 6: Monday 30 August St Brigid's College, Lesmurdie - 35 attended » A proposed online consultation scheduled for Thursday 19 August, 5.30pm was canceled due to low interest, and last-minute cancellations
Climate Change Action	<ul style="list-style-type: none"> » Live Ice Carving. Location: Artisan Markets. Date: 6 November 2021, 8.30am – 2.00pm » Climate Change 'Big Ideas' Forum. Location: Function Room, City of Kalamunda. Date: 2 December 2021: 7.00pm – 8.30pm. Present 27 x Community members (31 registered) + Manager PR, Director Assets, Community Engagement Specialist

Project	Engagement
Commemorative Tree Planting 2021	<ul style="list-style-type: none"> » Ceremony held with public as site
Elmore Way Dog Park Official Opening	<ul style="list-style-type: none"> » Pop up booths, giveaways, festivities held with public as site. 100+ attendees + CEO, Manager PR, Director Assets, Director Development Services, Ranger team, Community Engagement team, and City of Kalamunda Mayor & Councilors
Hartfield Park Co-location Strategy	<ul style="list-style-type: none"> » Formal consultation meetings were held with representatives of sporting and community groups of Hartfield Park including: <ul style="list-style-type: none"> » Foothills Men's Shed 29 April 2021 » Forrestfield Bowls Club 29 April 2021 » Forrestfield Tennis Club 29 April 2021 » Kalamunda Rugby Union 30 April 2021 » Forrestfield Cricket Club 30 April 2021 » Kalamunda Bulldogs Rugby League 30 April 2021 » Forrestfield United Football Club 30 April 2021 » Forrestfield Little Athletics 4 May 2021 » Forrestfield Football Club 4 May 2021
Kalamunda Community Centre	<ul style="list-style-type: none"> » Official Opening: Invited guests only » 'Sneak Peek Community Tours: Following completion of the Kalamunda Community Centre – and due to limited guests being able to attend the Official Opening, due to COVID safety protocols, a series of 15-minute small-group 'Sneak Peek' Community Tours were held throughout the day on Wednesday 17 February 202. 173 Registered Attendees
Wildflower Interpretative Board launch on the KRHT	<ul style="list-style-type: none"> » Wednesday 16 June at 10.30am. Included a poetry reading by Community member', and sponsor of the board, Norma Walsh. Attended by Norma's family, special guests and members of the Kalamunda Railway Heritage Trail.
Lincoln Road Reserve Official Opening Play-date	<ul style="list-style-type: none"> » Wednesday 4 August. Event celebrating the opening of Official Opening of the new nature-themed playground at Lincoln Reserve with a grand party style play-date
Local Biodiversity Strategy	<ul style="list-style-type: none"> » The Strategy was promoted at the City's Environmental Showcase, held on 11 April 2021.
Non Potable Water Action Plan	<ul style="list-style-type: none"> » The Strategy was promoted at the City's Environmental Showcase, held on 11 April 2021.

Project	Engagement
Local Heroes Award Presentations	<p>Regular presentation events were held at the City of Kalamunda's Administration building in addition to:</p> <ul style="list-style-type: none"> » A formal morning tea presentation by the Mayor on 27 August 2021 for eight winners and invited guests. Venue: City Function Room. » Kanyana Wildlife Park - presentation to two Young Local Heroes in front of their families and special invited guests, followed by a tour of the facility. » Darling Range Pool - Presentation to a Local Hero in front of Guildford and Kalamunda Districts Swimming Club members. Presentation by the Mayor. » Walliston Primary School – Presentation to a Local Hero at a school assembly. » Kalamunda & Districts Basketball - Presentation to a Local Hero. » Thank a Volunteer Day Luncheon – all 2021 monthly Local Hero Award winners were invited, and the yearly 2021 Local Hero Awards were presented by the Mayor in front of invited guests. The Community Engagement Specialist team served lunch and engaged with guests.
Plants for Residents 2021	<ul style="list-style-type: none"> » Ceremony held with public as site
Spirit of the Valley	<ul style="list-style-type: none"> » Engagement Specialist staff attended, supporting the smooth running of the event and engaging with guests to learn more about how the City could support the community.
WABN - Painting our streets alive!	<p>McClarty Park Launch Event - Dust of your Wheels and Ride with Us. 17 June 2021 3.00pm – 4.30pm</p> <ul style="list-style-type: none"> » Attended by City of Kalamunda Mayor, Kalamunda Councilors, Community members (with their bikes) and City representatives. [Approximately 50] » Ribbon Cutting Ceremony and speech by the Mayor. » Community members rode along the path from Kiandra Way to near Maida Vale Road, and back. (Unfortunately, they were unable to cycle to the train station as originally planned as there was a delay in the construction of a gully crossing due to a heavy rain period in the preceding weeks). » Traffic control was employed to ensure the riders were safe crossing intersections. » Free Sausage sizzle run by Kalamunda Lions Club. [150 x Sausages in a bun] » Kalamunda Cycles marquee - Bike testing/checking. » Engagement marquee with free promotional items including 30 x backpacks, plus drink bottles, and City of Kalamunda branded 'Keep' coffee cups. » Attended by Engagement Specialists who provided community members the opportunity to provide further feedback on the City's events and projects.

Engagement Project Awards

In 2021, the City of Kalamunda nominated for a number of Local Government award programs in recognition of the project and community engagement works across the City.

Project	Award
WABN - Painting our streets alive! Community Engagement	<ul style="list-style-type: none"> » Winner: LG Professionals WA Honour Award, 2021 LG Professionals WA Award in the Connecting Communities category. » Winner: Stakeholder Engagement Award in the 2021 PIAWA for Planning Excellence Award [WA Department of Transport and the City of Kalamunda]
Emergency Management and Community Engagement	<ul style="list-style-type: none"> » Winner: 2021 Innovative Partnerships – Metro Award ,LG Professionals WA Community Development Awards. Local Government Professionals Australia WA » Highly commended: 22nd Resilient Australia WA Awards » Winner: 2021 Building Community Resilience. CEO Rhonda Hardy accepted the award, which recognised the City's commitment to helping build community resilience through a partnership with WALGA, DLGSCI and Market Force to help residents prepare for emergencies and natural disasters.
Road Safety Awareness project	<ul style="list-style-type: none"> » Honourable mention: 2021 National Awards for Local Government, Excellence in Road Safety Award category
Engagement Team Manager	<ul style="list-style-type: none"> » Winner: Federation Awards, National Emerging LG Leader award: Nicole O'Neill » The Awards showcase innovative and resourceful solutions delivering quality services and better outcomes for local communities.
COVID-19	<ul style="list-style-type: none"> » Commendable Award in the category of COVID Recovery and Response for Children and Young People at the Public Health Advocacy Institute's 2021 Local Government Policy Awards.
Core Values Awards Case Studies	<p>Published Engagement Case Studies https://iap2.org.au/case-studies/</p> <ul style="list-style-type: none"> » <i>Community Development Project</i>: City of Kalamunda – Love your Local. Love KalaCash Gift Cards » <i>Community Development Project</i>: Kalamunda Advancing – Strategic Community Plan » <i>Infrastructure (Construction) Project</i>: Kalamunda Community Centre Development

Engagement Demographics

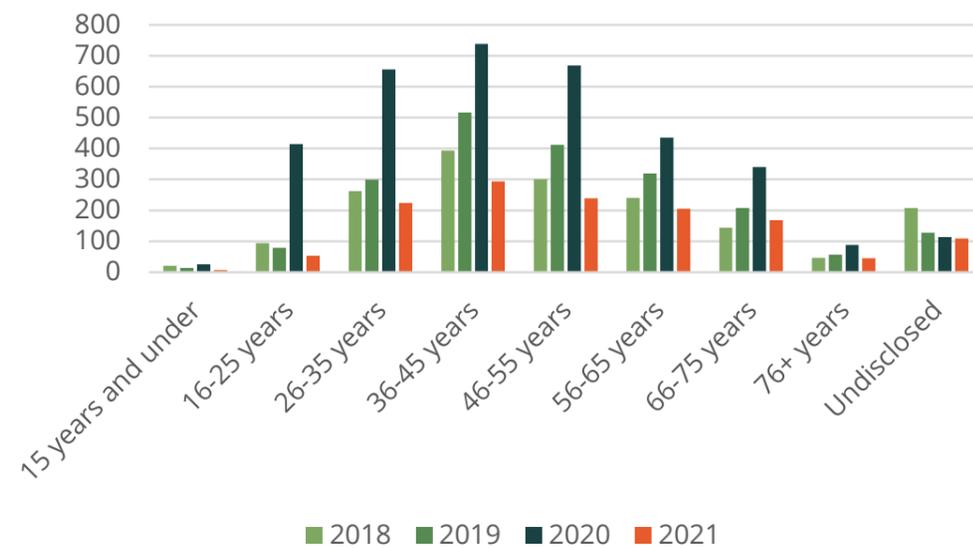
Engagement by Age

Age Bracket	2018	2019	2020	2021	% of engaged community members	% of overall City of Kalamunda population involved
15 years and under	21	14	25	7	0.5%	0.06%
16-25 years	94	79	414	53	4%	0.73%
26-35 years	262	299	656	224	17%	3.16%
36-45 years	394	517	738	293	22%	3.82%
46-55 years	300	412	669	239	18%	3.00%
56-65 years	240	319	435	205	15%	2.96%
66-75 years	144	208	340	168	13%	3.02%
75+	46	57	88	45	3%	1.17%

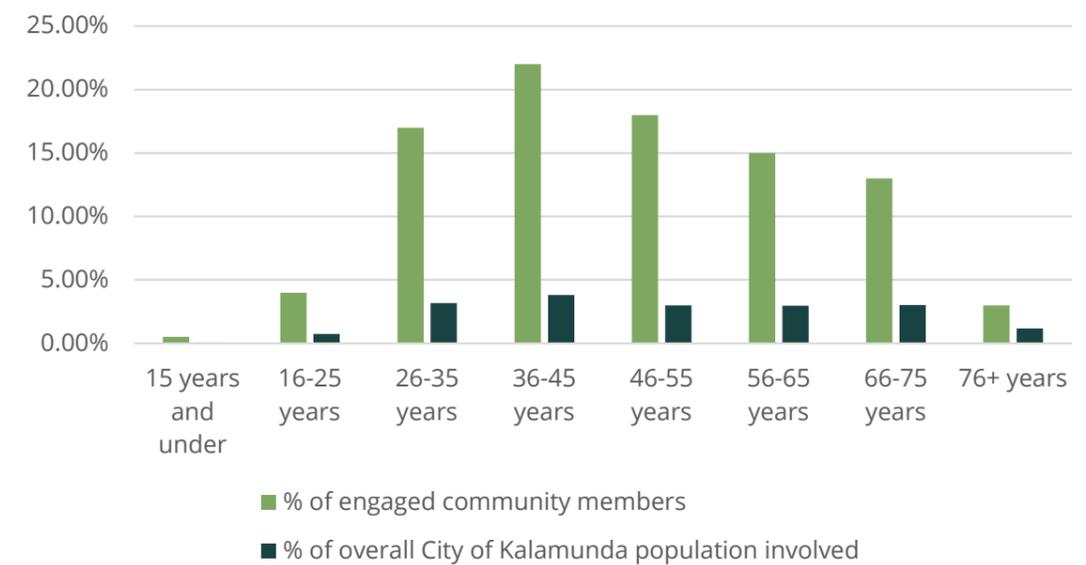
Of the 57,453 residents in the City of Kalamunda, 1,343 providing age information have engaged with the City on consultations and engagements throughout 2021, including 109 with undisclosed age.

- » Of the 11,175 participants in the 15 and under age bracket, 7 participated in City engagements; representing 0.06% of the available population.
- » Of the 7,221 participants in the 16-25 age bracket, 53 participated in City engagements; representing 0.73% of the available population.
- » Of the 7,084 participants in the 26-35 age bracket, 224 participated in City engagements; representing 3.16% of the available population.
- » Of the 7,677 participants in the 36-45 age bracket, 293 participated in City engagements; representing 3.82% of the available population.
- » Of the 7,973 participants in the 46-55 age bracket, 239 participated in City engagements; representing 3% of the available population.
- » Of the 6,919 participants in the 56-65 age bracket, 205 participated in City engagements; representing 2.96% of the available population.
- » Of the 5,559 participants in the 66-75 age bracket, 168 participated in City engagements; representing 3.02% of the available population.
- » Of the 3,854 participants in the 76+ age bracket, 45 participated in City engagements; representing 1.17% of the available population.

Age Demographic 4-year Comparison



Percentage of Age Demographic Participation in Engagement



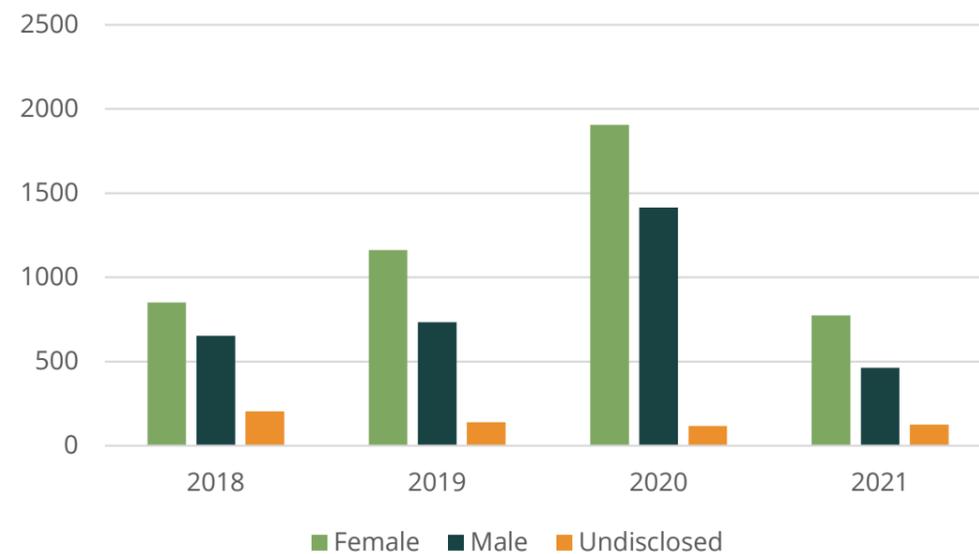
* City of Kalamunda population statistics sourced from 2016 Australian Statistics Census

Engagement Demographics cont.

Engagement by Gender

Gender	2018	2019	2020	2021	% of engaged community members	% of overall City of Kalamunda population involved
Female	851	1162	1905	775	57%	2.67%
Male	653	733	1415	463	34%	1.63%
Undisclosed	205	139	118	125	Not captured	Not captured

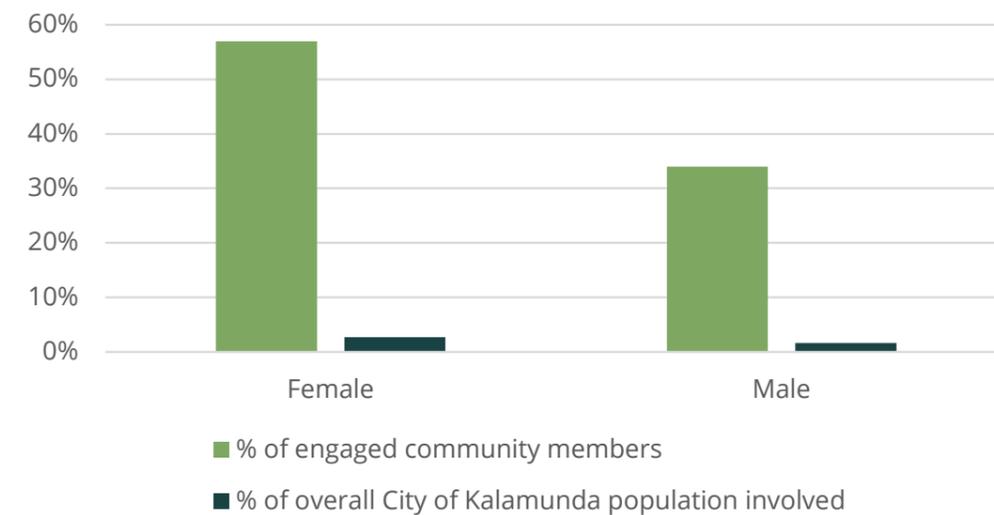
Gender Demographic 4-year Comparison



Of the 57,453 residents in the City of Kalamunda, 1,363 providing gender information have engaged with the City on consultations and engagements throughout 2021.

- » Of the 28,995 participants identifying as female, 775 participated in City engagements; representing 2.67% of the available population.
- » Of the 28,458 participants identifying as male, 463 participated in City engagements; representing 1.63% of the available population.

Percentage of Gender Demographic Participation Engagement



* City of Kalamunda population statistics sourced from 2016 Australian Statistics Census



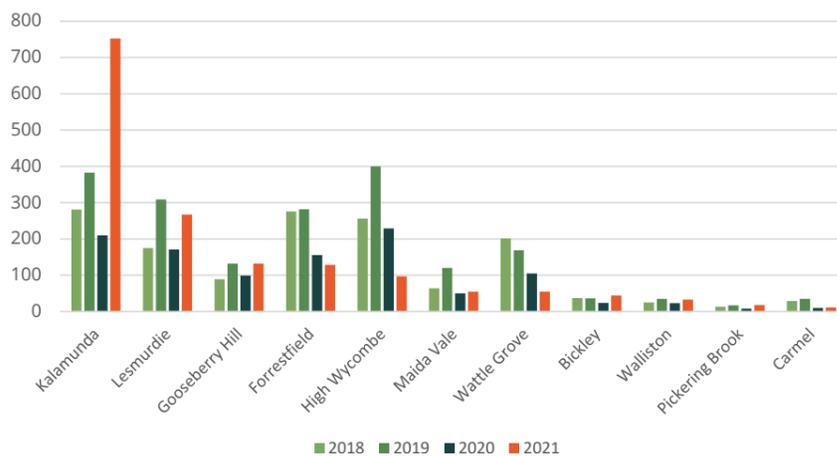
Engagement Demographics cont.

Engagement by Suburb

Suburb	2018	2019	2020	2021	% of engaged community members	% of overall City of Kalamunda population involved
Kalamunda	281	383	210	752	45%	10.79%
Lesmurdie	175	309	171	267	16%	3.17%
Gooseberry Hill	89	132	99	132	8%	4.03%
Forrestfield	276	282	156	129	8%	1.02%
High Wycombe	256	400	229	97	6%	0.79%
Maida Vale	64	120	50	55	3%	1.22%
Wattle Grove	201	169	105	55	3%	0.92%
Bickley	37	36	24	44	3%	6.50%
Walliston	25	35	23	33	2%	3.58%
Pickering Brook	13	17	8	18	1%	3.14%
Carmel	29	35	10	11	1%	1.42%

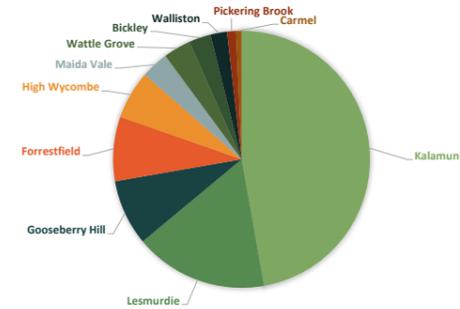
* Other suburbs >0.5%: Gosnells and Ballajura

4-year Comparison of Suburb Breakdown

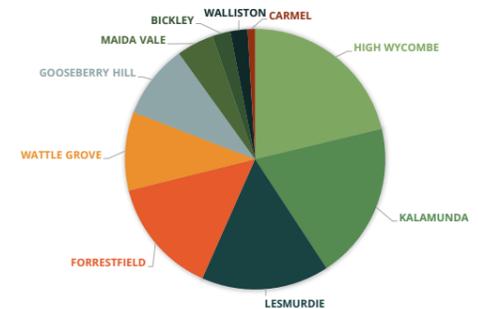


Suburb Breakdown Over time

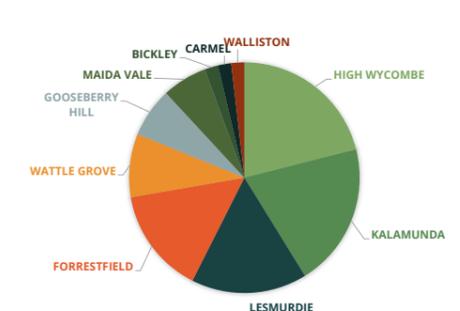
2021 Suburb Breakdown



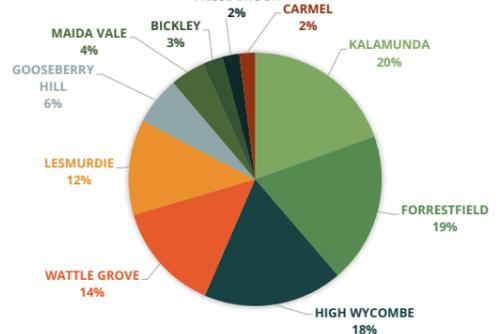
2020 Suburb Breakdown



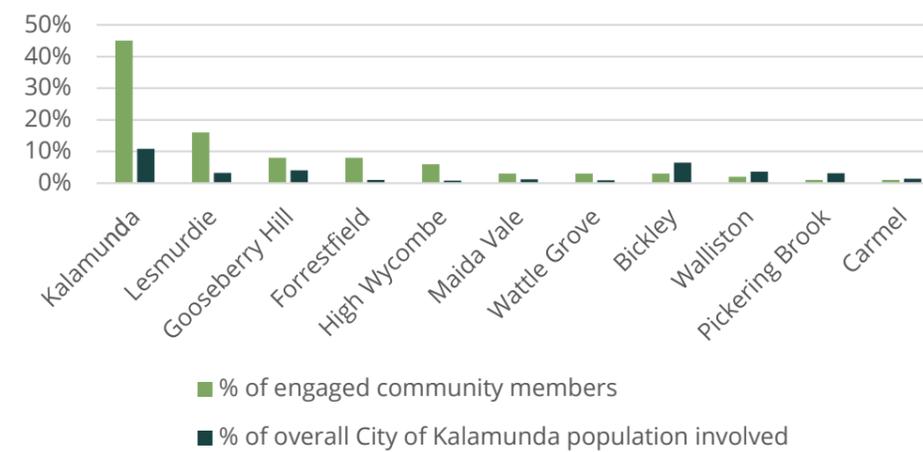
2019 Suburb Breakdown



2018 Suburb Breakdown



Percentage of Suburb Participation in Engagement



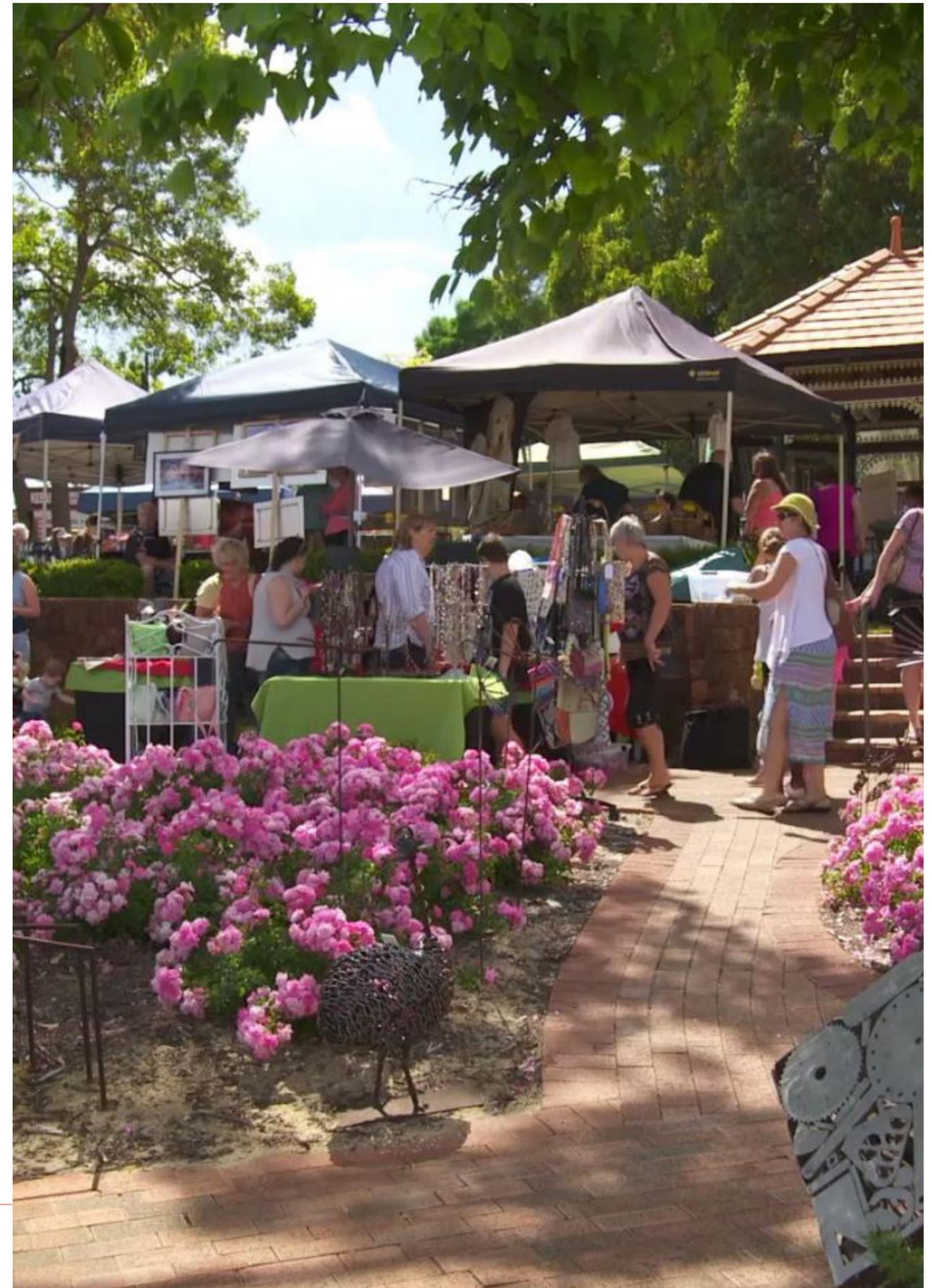
* City of Kalamunda population statistics sourced from 2016 Australian Statistics Census

Engagement Demographics cont.

Engagement by Suburb

Of the 57,453 residents in the City of Kalamunda, 1,595 providing suburb information have engaged with the City on consultations and engagements throughout 2021.

- » Of the 6,971 participants in Kalamunda, 752 participated in City engagements; representing 10.79% of the available population.
- » Of the 8,435 participants in Lesmurdie, 267 participated in City engagements; representing 3.17% of the available population.
- » Of the 3,275 participants in Gooseberry Hill, 132 participated in City engagements; representing 4.03% of the available population.
- » Of the 12,697 participants in Forreestfield, 129 participated in City engagements; representing 1.02% of the available population.
- » Of the 12,307 participants in High Wycombe, 97 participated in City engagements; representing 0.79% of the available population.
- » Of the 4,496 participants in Maida Vale, 55 participated in City engagements; representing 1.22% of the available population.
- » Of the 5,967 participants in Wattle Grove, 55 participated in City engagements; representing 0.92% of the available population.
- » Of the 677 participants in Bickley, 44 participated in City engagements; representing 6.5% of the available population.
- » Of the 921 participants in Walliston, 33 participated in City engagements; representing 3.58% of the available population.
- » Of the 573 participants in Pickering Brook, 18 participated in City engagements; representing 3.14% of the available population.
- » Of the 774 participants in Carmel, 11 participated in City engagements; representing 1.42% of the available population.



Engagement Projects 2021

In 2021 the City of Kalamunda had 33 projects open for comment, excluding Road Notices and Amendments, Notice of Development Proposals, Proposed Leases, Closures and Works, Expressions of Interest for Reference Groups or Committees and Feedback Forms for events.

Engagement Projects *(in chronological descending order; Jan-Dec 2021)*

1. Kalamunda Pistol Club
2. 40km/h Kalamunda Town Centre
3. Draft Local Biodiversity Strategy 2020-2030
4. Non-Potable Water Action Plan
5. Waste and Recycling - Sustainable Living is a Learning Curve
6. Tour Feedback - Kalamunda Community Centre
7. Expression of Interest: Walliston Transfer Station Community Recovery (Tip) Shop
8. Pay it Forward Day KalaCash Giveaway
9. A Solar Farm at Pioneer Park
10. Storm Preparedness 2021
11. Local Planning Policy 32 - Public Open Space
12. Road Safety Awareness
13. Draft Hartfield Park Master Plan Stage 2
14. Junk Mail Experiment
15. Microbat Boxes
16. Proposed Pickering Brook Fire Station
17. Civic Functions, Ceremonies and Receptions
18. Local Planning Policy 26 - Public Art Contributions
19. Draft Inclusive Kalamunda Social Inclusion Plan 2021 - 2025
20. 2021 Arts Strategy Review
21. Have Your Say - Draft Business Case for a New Aquatic Facility
22. Senior Services
23. Dog Exercise Area Management Plan
24. Kalamunda Community Centre/Jorgensen Park - Overflow Car Park Access
25. Kalamunda Flowing

Engagement Projects 2021 (Continued)

26. Bushfire Preparedness 2021-2022
27. Climate Change Action
28. Cambridge Reserve - Proposed Acquisition of a Portion of Reserves 27559, 31348 and 34364, Forrestfield
29. Proposed Cell 9 Wattle Grove Outline Development Plan (ODP) Amendment
30. Draft Local Planning Policy 33 - Tree Retention
31. Youth Plan 2023-2028
32. Name the New Community Reuse Shop
33. Pensioner Discounts - for Waste or Waste not.

In 2021 the City of Kalamunda had a further 16 projects open for comment, that comprised of Road Notices and Amendments, Notice of Development Proposals, Proposed Leases, Closures and Works, Expressions of Interest for Reference Groups or Committees and Feedback Forms for events.

- | | |
|---|---|
| 1. Notice of Development Proposal for Lot 150 (720) Welshpool Road East, Wattle Grove (DA20/0585) | 10. NAIDOC Week 2021 Feedback |
| 2. Share Your Vision: Heidelberg Park, Carmel | 11. Notice of Development Proposal for Lot 500 (13) Strelitzia Avenue, Forrestfield (DA21/0342) |
| 3. Proposed Lease: Portion of 35 Weston Road, Pickering Brook | 12. Notice of Local Development Plan for Lot 6 (287) Hale Road, Wattle Grove (PG-DEV-054) |
| 4. Commemorative Tree Planting 2021 | 13. Proposed Dedication of portion of Lot 20 (37) Hardey East Road, Wattle Grove as Road |
| 5. Notice of Development Proposal for 155 Hale Road, Forrestfield (DA20/0671) | 14. Advisory Committee Nominations 2021 |
| 6. Notice of Development Proposal for Lot 580 (49) Sanderson Road, Lesmurdie (DA21/0210) | 15. Notice of Proposed Amendment to High Wycombe South Local Structure Plan |
| 7. Proposed Lease: 3 x Portions of 2 Railway Road, Kalamunda | 16. Amendment 106 to Local Planning Scheme No. 3 – Kalamunda Activity Centre Plan (KACP) and Local Planning Policy 30 (LPP30) |
| 8. Rates: Objects & Reasons for 2021/22 | |
| 9. Plants for Residents 2021 | |

Bushfire Preparedness 2020-2021

Background

Bushfires have the capacity to strike without warning and, provided with the right environmental conditions, can quickly exceed fire fighting resources. For this reason, it is imperative that households and individuals prepare for bushfires, monitor local conditions and have a household survival plan in place. The City, supported by DFES and other emergency response and planning organisations works throughout the year to deliver the bushfire preparedness and recovery information needed to assist our community.

Engagement Activities & Promotion

The City of Kalamunda undertook community engagement to understand the City's residents' attitude towards bushfire preparedness. This is an ongoing year round community preparedness consultation that runs continuously, and is relaunched during the Winter for each coming 12 month period. It was supported by a large integrated marketing campaign; published on the City's online engagement platform, the City's website and promoted via the City's social media channels including additional individual event listings on Facebook and paid Facebook advertising. Advertisements in the local newspaper The ECHO, advertising bushfire preparedness messaging, focussing on My Bushfire Plan as championed by DFES, and advising of all the upcoming community engagement events. Several face to face engagement opportunities were delivered as a part of the campaign, these engagement opportunities included numerous shopping centre pop up booths, a senior's coffee lounge engagement booth at the Woodlupine Community Centre, property walk through information afternoons, street meets, and a BURN Smart Event. Additionally The City collaborated with the Australian Red Cross and NBN to deliver targeted events for the My Bushfire App. The City created hyperlinked email signatures, website news and media releases, and multimedia video creation for the YouTube channel.

As a part of the engagement the City of Kalamunda, in collaboration with WALGA and DPIRD, produced two educational media productions specifically designed to focus on Animal Welfare in an Emergency and promote responsible pet ownership. These two video productions – one on small domestic animals and the other large horses and hobby farm animals – are educational and humorous to engage a wide range of viewers from young to old. Building a resilient community able to take responsibility for the welfare of their pets and animals in the face of an emergency event is a high priority, especially when living in a bushfire prone area. The productions were employed by the City at a range of scheduled community safety events throughout the year as an additional Community Safety education tool supporting the Bushfire Community Engagement and Communication Plan and Local Animal Welfare Plan, along with being available on Youtube and social media.

Outcome

The City of Kalamunda undertook community engagement to assist the community with bushfire preparedness from 1 July 2020 to 30 June 2021. In delivering this campaign the City collaborated with the Department of Fire and Emergency Services (DFES), Bush Fire Ready Group (BFRG), the Volunteer Bush Fire Brigade (VBFB), the State Emergency Services (SES) and the Australian Red Cross.

Community Consultation for the project was delivered via a comprehensive Communications and Engagement Plan prepared in line with IAP2 best practice principles. The Plan delivered to IAP2 spectrum level 'Inform' and 'empower' to provide the public with information to assist them in understanding the problems, alternatives, opportunities and solutions for being bushfire prepared.

The Communications and engagement approach directly promoted to improve upon current bushfire preparedness, increase the number of family bushfire survival plans, and help the community understand and accept its role in, and the inherent risks of bushfire. Engaging the community formed valuable connections within the community itself, improving overall preparedness, resilience and incident recovery. Care was taken not to assume that merely providing information will facilitate the adoption of preventative measures, as this is largely not the case. For this reason, an interactive and collaborative engagement plan was incorporated in the strategy.

We saw a significant improvement in the number of properties that were deemed compliant against the Fire Hazard Reduction Notice after assessment, this was also reflected in the amount of work orders issued in comparison to the previous season. The City's Fire and Emergency Services team (EMS) conducted 4,150 inspections in the 2019-2020 season, of which 784 properties had work orders outstanding representing 19% with outstanding works. Comparatively, the EMS team conducted 4,077 inspections in the 2020-2021 season, of which 325 properties had work orders outstanding representing only 8% non compliance. The City's EMS team believe anecdotally that this trend is indicative of the increased level of property preparedness and overall bushfire- safety awareness. Prior to the commencement of fire hazard assessments, variation applications should be applied for by members of the community. Variation data showed an increasing trend in property owners becoming aware of this requirement:

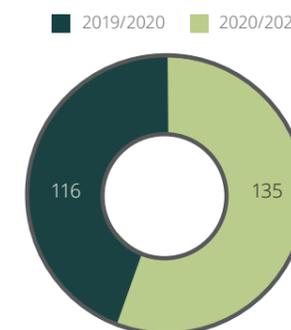


Figure 2: Total approved variations.

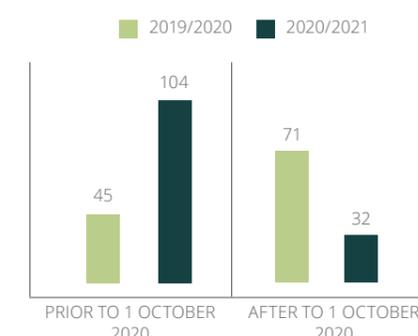


Figure 3: Total variation applications received prior to and after 1 October.

Considerable public sentiment was gathered via face to face interactions at events, pointing to the majority of the community feeling that in owing to the City's preparedness messaging and the involvement of DFES, the BFRG and VBFB in it's comprehensive and consistent delivery, the community are adequately prepared and knowledgeable of bushfire threats and their personal responsibility therein. Social Media feedback also supported this sentiment.

The overarching social media campaign raised a broader awareness of the consultation receiving 163,726 Impressions; 12,556 Total Followers, including 833 New Followers.

Waste and Recycling - Sustainable Living is a Learning Curve

Background

Recycling, resource recovery and waste management initiatives play a critical role in protecting the living and working environment of our local community and have wider implications for the country and our planet. Efficient waste collection, recovery and recycling of valuable resources helps protect the environment and the health of our community, resulting in reduced air pollution, eliminating or reducing the risk of ground and water contaminants, promoting sustainability and preventing toxic materials from entering the environment. In 2019 The State Government of Western Australia introduced the Waste Avoidance and Resource Recovery Strategy 2030 with a greater focus on waste avoidance. Targets have been set for material recovery, environmental protection and landfill diversion with the aim for WA becoming a circular economy. The purpose of this plan is to raise awareness of, and spark proactive behaviour change relating to waste reduction, resource recovery and recycling.

Engagement Activities & Promotion

The City of Kalamunda undertook community engagement to understand the City's residents' current attitudes and practises as they relate to Waste and Recycling.

This is an ongoing year round community preparedness consultation that runs continuously, and is relaunched at the commencement of the calendar year each 12 month period. It was supported by a large integrated marketing campaign; published on the City's online engagement platform, the City's website and promoted via the City's social media channels including additional individual event listings on Facebook and paid Facebook advertising. Advertisements in the local newspaper The ECHO, outdoor signage, and community workshops focusing on education of sustainable practises; composting and worm farming. The City supports and collaborates with third party agencies promoting the State Governments GREAT Sort campaign, National Recycling Week, The Garage Sale Trail, Buy Nothing New Month, Clean Up Australia Day, Plastic Free July, Household Hazardous Waste Drop off, Container Deposit Scheme, Responsible Cafés and National Leftovers Day.

Outcome

The City continues to work on community engagement, education and activation throughout the year, each year.

Communications and Engagement Actions

One of the key messages that was broadcast throughout the social media and print media campaign was regarding the availability of skip bins for property tidy up, and free unlimited access to the Walliston Transfer Station for all green waste. This focus was in a bid to reduce the amount of fuel loading at individual properties, as well as to generally improve the appearance of and functionality of, and peoples enjoyment of their individual properties..



197 general waste skip bins were ordered every week throughout the campaign period



200 green waste skip bins were ordered every week throughout the campaign period

Number of Skip Bins Ordered by Suburb

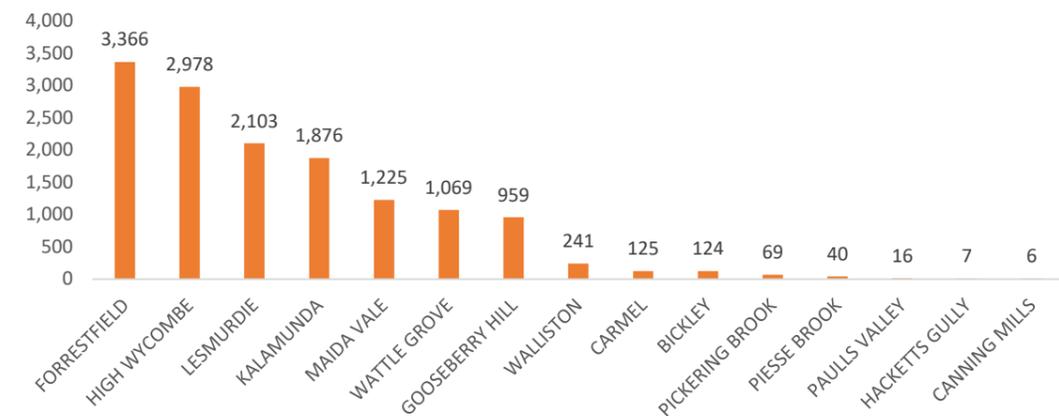


Figure 11: Skip bins ordered by suburb.

Walliston Transfer Station received 47,800 entries over the campaign period which is equaled to approximately 919 per week, this included over fifteen thousand cubic meters of green waste.



During this period the City of Kalamunda received 31 phone calls tagged as either 'fire enquiry' or 'fire hazard', averaging 1 per week or 3 per month.

The majority of these calls were received during February - March period.

Tour Feedback - Kalamunda Community Centre

Period: January 2021 - March 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
30	141	38	0	16	65	104	26

Background

The \$6.6 million community centre at Jorgensen Park was officially opened by Premier of Western Australia Hon. Mark McGowan, Federal Member for Hasluck Hon. Ken Wyatt AM MP and Mayor Margaret Thomas JP on the 11 February 2021.

The building has seven activity rooms, two halls, office space, a kitchen, outdoor play areas and a stunning viewing deck overlooking the iconic Jorgensen Park and Kalamunda National Park. It's sleek, modern design, showcasing natural elements like stone and timber, pay homage to its natural bush setting.

Prior to the official opening the City conducted tours of the centre to understand how the community felt about the centre itself and the quality of the tours.

Engagement Activities & Promotion

Community consultation was undertaken via the City's engagement portal, as well as letters sent to residences within proximity to the facility and emails distributed to interested community members. This engagement was published on the City's website and promoted via the City's social media channels, with hard copy surveys distributed to all City facilities.

Outcome

The information from the tours was utilised to access the sentiment of the new building. From the tour 89% of the participants would recommend the centre to their community group(s), 81% indicated that they would be interested in using the centre as a member of the Kalamunda Learning Centre. Throughout the tour, the participants voiced that they were enjoying the process and appreciated the opportunity to provide feedback.



Kalamunda Pistol Club

Period: February 2021 - March 2021

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download (total)
41	353	27	3	41	118	285	138

Background

The City of Kalamunda (the City) received a Noise Management Plan from the Kalamunda Pistol Club (155 Lawnbrook Road West, Walliston) for review and approval. As part of the approval process under the Environmental Protection (Noise) Regulations 1997, residences within 1km of the venue need to be given a reasonable opportunity to make a submission on whether the plan should be approved.

Kalamunda Pistol Club has been in its present location 155 Lawnbrook Road Walliston behind the waste transfer station since 1972. In that time until the present day, the club has never had a noise complaint. With the residential development of Conti Gardens underway the club's current risk assessment shows that could change.

Engagement Activities & Promotion

All comments received through the consultation displayed a consistent positive sentiment, recognising that the Pistol Club does not pose a noise problem. Feedback regularly commented that the noise from the Pistol Club was less than the ambient noise of lawn mowers, traffic and noise attributed to the operation of the Walliston Transfer Station.

Consultation ran from 1 February – 1 March 2021 and was supported by a community consultation campaign. It was published on the City's online engagement platform, as a press release in the ECHO newspaper, and on the City's website. Additionally, the City delivered letters to all residences within a 1km radius of the Kalamunda pistol club pointing households to the Engage page for them to include their comment. Posters promoting the engagement with pointers towards the site were displayed at the Kalamunda Pistol Club, and the Club sent emails directly to its members to encourage them to contribute their comments. The survey received 32 submissions over the duration of the engagement.

Outcome

During the consultation the City received feedback from the Department of Water and Environmental Regulations (DWER) requesting extra measurements be taken, currently this task has been tendered to a contractor and the City is awaiting results.

40km/h Kalamunda Town Centre

Period: February 2021 - March 2021

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
476 462 Surveys 14 Written	1.5k	167	17	350	787	1.2k	158

Background

The purpose of this community engagement was to investigate community support for reducing the speed limit to 40km/h in some, or all of the Kalamunda town centre streets, with a view to improving road safety outcomes all road users.

On 7 August 2019 and 2 October 2020 the Community Safety and Crime Prevention Advisory Committee (CSCPAC) identified three locations in the City that would benefit from further road safety features to improve outcomes for all road users: 1. Kalamunda Town Centre – bounded by Stirk Street, Railway Road, Canning Road and Burt Street; 2. Hale Road, Forrestfield – Dawson Avenue to Anderson Road; and 3. Kalamunda Road, High Wycombe – Wittenoom Road to Cyril Road. CSCPAC presented a proposal to consider 40km/h speed limit reductions in the above zones; at the Ordinary Council Meeting, held on 26 November 2019. The Council supported investigations and public consultation (Simple majority 9/1).

Engagement Activities & Promotion

Consultation ran from 4 February – 15 March 2021 and was supported by a community consultation campaign. It was published on the City's online engagement platform, as a press release in the ECHO newspaper, and on the City's website. Despite 42% of the Survey respondents aged 60+; and Social Media being utilised by a younger demographic on average, both groups were not in favour of a reduction to 40km/h overall. Both groups called for similar other actions/outcomes to increase safety and improve traffic flow.

Outcome

At the 27 July 2021 Ordinary Council Meeting the City resolved to NOTE the community engagement report on this matter. ENDORSE an application be made to Main Roads Western Australia for implementation of 40 km/h speed limits on the following streets within Kalamunda Town Centre (Haynes Street, Railway Road between Mead Street and Stirk Street, and Barber Street). NOTE the Central Mall design will be seeking approval for a 10 km/h posted speed limit; and NOTE speed limits for the remaining streets within the Kalamunda Town Centre will be addressed as part of subsequent streetscape upgrades when approved.

Draft Local Biodiversity Strategy 2020-2030

Period: February 2021 - April 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
37 16 Surveys 21 Written	368	20	2	16	102	247	155

Background

The purpose of this community engagement was to investigate community sentiment and perception of the City of Kalamunda Draft Local Biodiversity Strategy (LBS) 2020 – 2030, and the data and methodologies used in its development.

The Local Biodiversity Strategy 2020 –2030 was created to complement and sit alongside the Urban Forest Strategy (UFS), Local Environment Strategy (LES) and Environmental Land Use Planning Strategy (ELUPS); and to replace the existing Local Biodiversity Strategy 2008. The LBS will underpin how the City of Kalamunda (City) will manage biodiversity in the City for the next ten years.

Engagement Activities & Promotion

The City issued information regarding the LBS encouraging people to Have Their Say. Content was posted on the City's website, shared with Stakeholders, such as local schools for placement in their newsletters; an advert was placed in the local newspaper; electronic direct mail (eNewsletters) was sent to all registered members of Friends Groups (124 email addresses) and City subscribers (1754 email addresses) and the Strategy was promoted at the City's Environmental Showcase, held on 11 April 2021. The Survey received 16 responses and 18 Submissions. It should be noted that many of the submissions were highly detailed and represented larger groups of stakeholders. Social Media posts received over 15,956 impressions and 407 engagements. Sentiment was positive in response to the draft Local Biodiversity Strategy campaign. An online poll was held towards the end of the campaign to gain a quick, overall understanding of community sentiment for the LBS.

Outcome

The community engagement data and anecdotal results are currently being assessed by the project team and consultant who are revising the strategy based on feedback received.

Non-Potable Water Action Plan

Period: February 2021 - April 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
18 17 Surveys 1 Written	177	19	0	17	39	156	33

Background

The purpose of this community engagement was to investigate community sentiment and perception of the City of Kalamunda’s Non-Potable Water Action Plan prior to final adoption of the Plan. The City currently operates 40 potable water supplied and 50 Non-potable water supplied automatic irrigation systems. The Action Plan seeks to provide a proactive approach to securing Non-potable water (non- drinking water) for future Public Open Space in the City. The Plan was developed in response to the following fundamentals issues: i) Perth’s drying climate, ii) a growing population, iii) future Public Open Space requirements, iv) the rising cost of using scheme water for irrigation; and v) current water licensing constraints.

Engagement Activities & Promotion

Community Consultation for the project was delivered via a Communications and Engagement Plan prepared in line with IAP2 best practice principles. The Plan progressed to IAP2 spectrum level ‘involve’ to work directly with the public throughout the process to obtain public feedback on analysis, alternatives and decisions, and was supported by an integrated marketing campaign.

A minimum of 30 responses to the Survey were expected given the high value the City’s residents have previously indicated they placed on the natural environment and recreational spaces, however, disappointingly only 17 responses and one submission were received. In spite of this, the overarching sentiment was in strong favour of the Plan. Social Media activities raised a broader awareness of the Plan receiving over 14,348 impressions; 296 Engagements and 20 comments. The overarching sentiment was positive in response to both the posts and the poll.

Outcome

At the 27 July 2021 Ordinary Council Meeting the City resolved to adopt the Non-Potable Water Action Plan. The Community feedback has shown strong support for this plan. Council concluded that The City had developed a robust plan to address the challenge of the need to provide community amenity for playing fields in context of an environment where traditional water sources (bore water) are either restricted in availability or technically not available at the sites.

EOI: Walliston Transfer Station Community Recovery (Tip) Shop

Period: March 2021 - April 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
2	254	47	0	1	33	232	25

Background

The City wanted to hear from Community Groups interested in running a Community Recovery (Tip) Shop at the Walliston Transfer Station. The Shop is expected to open in early 2022 and will provide items with a second life that might otherwise end up in landfill. As a part of the Walliston Transfer station development, space has been allotted to creating a Community Re-Use Shop.

Engagement Activities & Promotion

This project was supported by an integrated marketing campaign, hosted on the City’s engagement platform, and hard copies of the survey were also distributed to all City locations including the libraries and recreation centres. Email direct marketing (EDM) to all City of Kalamunda newsletter subscribers. Invitations were sent directly to appropriate groups within the community who may have capacity, interest and were able to meet the requirements. Additionally the survey was also promoted via a quarter page print ad placed in the Echo Newspaper. The online survey was promoted on the City’s social media platforms.

Outcome

Following the conclusion of the EOI, the contract for management of the community re-use shop at the Walliston Transfer station was awarded to Workpower and officially opened in March 2022.



Pay it Forward Day KalaCash Giveaway

Period: March 2021 - April 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
16	145	23	0	12	44	108	32

Background

KalaCash is a buy local initiative funded by Community Bank Forrestfield & High Wycombe Bendigo Bank and the City of Kalamunda to stimulate and strengthen our local business economy. This local business gift card program, works on an EFTPOS terminal-based system, and is aimed at keeping money within local communities by encouraging people to shop local. The Community Bank Forrestfield and High Wycombe Bendigo Bank reinvest profits made by it's business into funding local based programs, initiatives, events and not for profit organisations in the City of Kalamunda. The Pay it Forward promotion was developed to amplify the uptake of the program and strengthen awareness.

Engagement Activities & Promotion

The program launched in 2020 during the COVID-19 pandemic, with engagement focused on creating a sustainable solution to connect local businesses and the community through the 'Love Your Local, Love KalaCash' message. Co-branded collateral was designed for each phase including stationary, social media campaigns, advertisements, Point of Sale (POS) material, flyers, signage, gift cards, packaging, media releases and website content. Adjustments were made throughout the project in response to stakeholder requirements, including the creation of mini campaigns to educate and engage local community groups resulting in a sense of ownership and showcasing product suitability as well as providing options for fundraising.

Outcome

The engagement was instrumental in providing statistics to the City around local economic patterns. This data provided valuable insight into stakeholder needs and assisted the City to better support them. The initiative has enjoyed enthusiastic uptake from stakeholders and the community, with all benchmarks and targets exceeded. The launch followed by a successful Christmas campaign saw \$10,000 loaded on the cards in the first three weeks of the initiative, and easily surpassing the six-month targets:

- » Target: 50+ Businesses registered. Purchase of 100 cards at a value of \$4000 (first 6 months).
- » Actual: 78 Businesses registered. Purchase of 207+ cards at a value of \$15000 (first 5 months, March 2021).

Word is out – and other external parties have enquired about providing value-adding initiatives to build on the existing project and increase its viability and sustainability.

A Solar Farm at Pioneer Park

Period: March 2021 - April 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
122 121 Surveys 1 Written	915	203	6	100	286	826	67

Background

The purpose of this community engagement was to investigate community sentiment and opinion on the future use of Pioneer Park, specifically with regards to the possibility of developing a solar farm at this site. In June 2019, the City engaged with key stakeholders and the broader community to gather the community's opinions on and attitudes towards environmental sustainability, with a key focus on developing a Solar Farm within the City. This consultation took place in two stages:

Stage 1 | Environmental Sustainability: How does the community feel about solar power and environmental sustainability initiatives.

Stage 2 | Pioneer Park Future Use: A Solar Farm at Pioneer Park.

With 70% of the community in favour of further investigation, the City conducted a pre-feasibility study to identify possible locations. The pre-feasibility report identified the most viable location for a solar farm on land owned or controlled by the City (avoiding land procurement costs) was Pioneer Park in Forrestfield. Feeding into this result is the fact that the future use of Pioneer Park is restricted due to it's history as a former landfill site.

Engagement Activities & Promotion

Community Consultation for the project was delivered in two stages via two Communications and Engagement Plans prepared in line with IAP2 best practice principles. The Plans progressed to IAP2 spectrum level 'consult' to obtain public feedback on analysis, alternatives and decisions, and was supported by an integrated marketing campaign. The survey received 121 responses, and one community submission, exceeding the initial expectations. The overarching sentiment was in favour of further investigating into the development of a solar farm at this site. A key focus from the community centered around the use of the funds that would be generated from the installation. Social Media raised a broader awareness of the consultation receiving 27,485 Impressions; 12,582 Total Followers, including 140 New Followers.

Outcome

At the 26 June 2021 Ordinary Council Meeting the Council concluded that community sentiment is in favour of Pioneer Park being firmed up as a potential solar farm site. Further investigations regarding feasibility are being explored based on the community feedback.

Storm Preparedness 2021

Period: March 2021 - August 2021

Background

This Community Engagement Plan was intended as a broad coverage of all exercises and messaging carried out throughout a 6-month period, aimed at storm preparedness for the City of Kalamunda community. The City of Kalamunda aimed to prepare and protect its community through the implementation of a proactive community engagement strategy for storm preparedness, to educate and empower community members to confidently prepare, safely respond to, and recover from severe storms.

Dangerous storms are the most common natural hazard in Australia. Every year from May to October, storms including tornado's, lightning, hail, flash flooding and gale force winds cause major destruction to the southern half of WA. As storms are unpredictable and generally impact a small area, their devastating impact is often underestimated. Storms not only cause damage to homes, property and businesses, they also pose a threat to people, animals and the environment.

Engagement Activities & Promotion

The City of Kalamunda undertook community engagement to understand the City's residents' attitude towards storm preparedness.

This is an ongoing six-month community preparedness consultation. It is supported by an integrated marketing campaign; published on the City's online engagement platform, the City's website and promoted via the City's social media channels. The City collaborated with the Australian Red Cross, SES and DFES to share their messaging and information surrounding Storm Preparedness.

Outcome

The City continues to work on community engagement, education and preparedness throughout the year, each year.



Local Planning Policy 32 - Public Open Space

Period: March 2021 - April 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
4	110	11	0	4	46	99	104

Background

The City recognises that there are significant social, health, environmental and economic benefits in providing appropriately located, functional and attractive Public Open Space (POS) to the community. These spaces are pivotal in influencing our suburbs to become active and engaged communities. POS provides for positive lifestyle and recreation opportunities and also a venue for events, programs and active sporting pursuits. The City developed the Public Open Space Policy to ensure the future protection, provision and management of valuable POS sites to meet the ongoing needs of the community. There are significant future urban areas identified in State Government planning frameworks which will result in the delivery of significant areas of POS. This Policy will be a critical guiding document to shape an appropriate land area, function and design standards of POS.

The purpose of this engagement was to determine if the community were supportive of the Policy. At the 23 March 2021 Ordinary Council Meeting the Council resolved to adopt draft Local Planning Policy 32 – Public Open Space for the purposes of advertising for a period of 21 days pursuant to Schedule 2, Part 2, Clause 4(1) of the Planning and Development (Local Planning Schemes) Regulations 2015.

Engagement Activities & Promotion

As this final stage of the engagement for the development of the Public Open Space, the project was supported by an integrated marketing campaign, hard copies of the survey were distributed to all City locations including the libraries and recreation centres. Email direct marketing (EDM) to all City of Kalamunda newsletter subscribers. The project was published on the City's online engagement platform, promoted via the City's social media channels and advertisements in the local newspaper, the ECHO.

Outcome

At the 23 March 2021 Ordinary Council Meeting the Council resolved to adopt the Local Planning Policy 32 – Public Open Space in accordance with the Planning and Development (Local Planning Schemes) Regulations 2015 with modifications and supporting information. Noting the submissions received during public advertising.

Road Safety Awareness

Period: March 2021 - ongoing to March 2022

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
22	423	59	3	25	79	403	3

Background

The purpose of the Road Safety Awareness campaign was to investigate community support for and awareness of Road Safety within the City of Kalamunda.

The City of Kalamunda experienced 882 crashes in the five years ending December 2018 (for local roads only). This included 13 fatalities and 163 serious injuries. Typical traffic data across the City area shows around 30% of drivers drive over the speed limit, and the City receives many complaints of hooning and other road safety concerns. It responds to these concerns by assessing and proposing traffic calming infrastructure to manage the roadside environment.

In 2019 the City successfully applied for and received the Road Safety Awareness and Enablers Fund. At the time of application, the City had no education or awareness program in place to address driver behaviour and understanding. The Road Safety Innovation Fund provided \$12 million over four years from 2019–20 to support road safety research and the development of new road safety technologies.

Engagement Activities & Promotion

With the funding received for the Road Safety Awareness grant the City secured the dedicated resource of a Community Engagement Specialist for a certain number of hours each week, in addition the City took on a work experience Engineering student for the initial 3-month set up of the project. This team was rounded out by the newly appointed Senior Traffic Engineer.

The City of Kalamunda undertook an extensive 12-month long community consultation. The project was supported by an integrated marketing campaign, ongoing into 2022 which included the following engagement activities and initiatives:

- » An open survey for the initial launch of the campaign, hosted on the City's Engagement platform and with hard copies distributed to all City locations, and emailed directly to key stakeholders and agencies.
- » Email direct marketing (EDM) to all City of Kalamunda newsletter subscribers.
- » Multiple community pop-up booths at Kalamunda Central, Hawaiians Forrestfield, the Kalamunda Library and at City events.

Road Safety Awareness (cont.)

- » An EOI was distributed to all primary and secondary schools within the City, inviting them to take part in a City-wide Poster Competition. This competition yielded 182 submissions from 4 different schools. The exhibition was hosted at the Kalamunda library and run as a public vote. The resulting winners and recipients of the certificates of commendation received certificates awarded personally by the Mayor as well as monetary prize. The artworks will be showcased at select bus shelter locations throughout the City as reproductions created in collaboration with the students and an artist in residence.
- » Numerous posters and flyers were created and distributed across the City, including a seasonal poster series that ran through the local shopping centres.
- » Early in the campaign, bumper stickers were created to distribute to residences and stakeholders to promote visibility at the vehicle level, raising behaviour awareness.
- » Rubbish bin stickers were created to distribute to residences and stakeholders to promote visibility over road side space, raising local awareness.
- » Vehicle sun Shades were created to distribute to residences and stakeholders to promote visibility at the vehicle level, raising local awareness and encouraging good roadside behaviour.
- » Reusable Coffee Cups were created to distribute to residences and stakeholders to promote visibility at the individual and vehicle level, raising local awareness and encouraging good road-use behaviour.
- » The City collaborated with third party agencies SDERA and Roadwise to utilise existing collateral. Messaging, channels and audiences in distributing the City advertising and in sharing theirs.

Social Media raised a broad awareness of the campaign. The organic posts to platform garnered 91,122 post impressions, 6,886 post engagements, 688 new followers and a 4.09% engagement rate. In a first-of-its-kind for the City, the campaign was scheduled to publish in a news feed format at 4pm every Friday consistently with a range of post messaging to target the City audiences. Unfortunately the campaign received consistent negative feedback, with the sentiment leaning towards the community belief that road safety is not an important role for the City of Kalamunda to take on. This pivoted the campaign to run as a Stories based delivery, moving away from organic posts. Social media advertising focused on select sub-campaigns: i) Schoolies Week, ii) Road Users; and iii) Cyclists.

Outcome

This is an ongoing campaign due to close in March 2022.

Draft Hartfield Park Master Plan Stage 2: Co-Location

Period: April 2021 - May 2021 (Stage 2)

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
139 130 Surveys 9 Written	363	42	41	94	183	295	46

Background

The purpose of this community engagement was to investigate community sentiment and perception of the Hartfield Park Master Plan (HPMP): Co-location Strategy.

HPMP Stage 1 | The original 2010 HPMP (Stage 1) identified that several existing facilities were single use and indicated the need for a co-located facilities. In 2013, the City received \$6m to implement the HPMP (Stage 1).

HPMP Stage 2 | Dave Lanfear Consulting was engaged in September 2019 to prepare Hartfield Park Master Plan (HPMP) Stage 2, in conjunction with the City of Kalamunda and the various sporting user groups at Hartfield Park, building on HPMP (Stage 1), and provide a strategy to guide future development of the reserve.

Engagement Activities & Promotion

Consultation was supported by an integrated marketing campaign; published on the City's online engagement platform, the City's website and promoted via the City's social media channels. Additionally, the City ran two advertisements in the local newspaper The ECHO, issued a media release and held face to face engagements with representatives from 11 Clubs

Outcome

62.5% of survey respondents supported the Co-location Strategy, with the majority of those not in support of the Plan requesting additional features/facilities outside of the Co-location funding model. For example, additional female changerooms, kitchen, bar, cool-room, and gym (for the Rugby Club, additional lighting, upgraded playgrounds, synthetic turf (Hockey), and a road realignment to address a blind corner and safety concerns. The provision of a Men's Shed rated the highest of the top three things liked about the draft Plan, followed by the overall facility upgrades, improved parking and upgrades to the Bowling Club facilities, including the addition of a Synthetic Bowling Green.

The City continues to advocate for external funding, including a grant application to the State Government through the Community Sporting and Recreation Facilities Fund. An outcome on the funding is expected in 2022.



Microbat Boxes

Period: May 2021 - December 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
117	510	166	55	108	222	473	12

Background

The City of Kalamunda encouraged residents and schools to participate in a habitat enhancement project to create homes for local micro bats that it is hoped will reduce local mosquito numbers. The City collected data on current mosquito populations and trouble spots while partnering with the Foothill's Men's Shed to build the boxes. City staff then installed the boxes in priority locations while working with schools and the community to deliver education programs.

Engagement Activities & Promotion

Consultation for this project was supported by an integrated marketing campaign; published on the City's online engagement platform, and website and promoted via the City's social media channels, with advertisements in the local newspaper. The City developed flyers and posters and hosted in person workshops with schools and community groups to encourage uptake.

Outcome

The public response to the early stages of the Microbat project rollout have been positive. At present we have approximately 43 Microbat Boxes in trees. These are spread between public places (installed by invested community groups) and schools. This pace is meeting the milestones of the project and remaining manageable for the Kalamunda Mens Shed who are responsible for the manufacture of the boxes.



Proposed Pickering Brook Fire Station

Period: May 2021 - June 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
32	135	25	2	13	41	111	32

Background

The south-east area around and including Pickering Brook has few fire stations, with the closest career stations in Roleystone, Maddington and Midland and closest volunteer station in Kalamunda townsite. This southern corridor has been identified by the Premiers office as one of the fastest growing areas in Perth and has a need for additional fire infrastructure.

Pickering Brook was identified as a possible location for a new fire station as the area's status as a hub for volunteer clubs and groups with similar community needs. If approved, the brigade would have two appliances housed in a newly constructed station within the reserve, staffed with about 30 volunteer fire fighters.

The purpose of this community consultation was for the City to conduct information sessions to inform the community of the proposal, as well as to seek feedback.

Engagement Activities & Promotion

Consultation for this project was supported by an integrated marketing campaign; published on the City's online engagement platform, and website and promoted via the City's social media channels, with advertisements in the local newspaper. The City developed fliers and posters and hosted an on-site workshop to discuss:

- » the proposed Pickering Brook Fire Station
- » the proposed location at the George Spriggs Reserve
- » the ways you can be involved in helping the City to achieve our mission of providing a safer community.

Outcome

The community engagement data and anecdotal results are being referred to by DFES in progression of next steps, they will be instrumental in forming the overall plan as the focus for the proposed firestation is to be a community hub and as such will need community tie-in. The sentiment at the briefing was positive with 95% of the participating public commenting that the proposal would be positive for the community and would meet the needs of the public.

Civic Functions, Ceremonies and Receptions

Period: June 2021 - July 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
1	104	13	0	1	18	96	17

Background

At the Ordinary Council Meeting (OCM) of 15 October 2019 a motion was adopted by Council that resulted from a request that the Chief Executive Officer investigate and develop a draft City of Kalamunda Civic Functions Policy that includes specific (listed in the motion) functions. At the Ordinary Council Meeting 25 May 2021 it was determined that this would go to community consultation as the City of Kalamunda is committed to fulfilling its civic objectives and to creating a sense of community. In meeting this objective, the City uses functions as a stakeholder management tool as they help recognise and strengthen existing relationships and establish new ones.

The purpose of this consultation is to have the community comment on their opinion of the Civic Functions, Ceremonies and Receptions Policy. The Policy is to provide clear guidance on attendance and role clarity for dignitaries at Civic Functions, Ceremonies and Receptions.

Engagement Activities & Promotion

Consultation ran from 21 June to 31 July 2021 and was supported by an integrated marketing campaign; published on the City's online engagement platform, the City's website promoted via the City's social media channels and with an advert placed in the newspaper The ECHO.

Outcome

The community engagement report has been finalised, with officers reviewing the policy which will be presented to Council in 2022.



Local Planning Policy 26 - Public Art Contributions

Period: June 2021 - August 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
1	48	6	0	1	14	41	16

Background

At the Ordinary Council Meeting held 25 May 2021, Council resolved to ADOPT the proposed Local Planning Policy 26 for the purposes of advertising for a period of 21 days pursuant to Schedule 2, Part 2, Clause 4(1) of the Planning and Development (Local Planning Schemes) Regulations 2015.

The purpose of this consultation is to have the community comment on their opinion of the Public Art Contribution Policy. This policy envisages the provision of public art in circumstances where proposed development generates a planning need for it. A planning need can be demonstrated when a proposed development would result in an increase of staff and visitors which would benefit from the provision of public art, as well as circumstances where the provision of public art would offset the negative amenity impacts of a proposed development, or when a development is not consistent with the character of the locality.

Engagement Activities & Outcome

Consultation ran from 30 June to 2 August 2021 and was supported by an integrated marketing campaign; published on the City's online engagement platform, the City's website promoted via the City's social media channels and with an advert placed in the newspaper The ECHO.

Outcome

At the 21 December 2021 Ordinary Council Meeting Council resolved to adopt the proposed Local Planning Policy 26 (Attachment 1) for final approval pursuant to Schedule 2, Part 2, Clause 4(3) of the Planning and Development (Local Planning Schemes) Regulations 2015.



Draft Inclusive Kalamunda Social Inclusion Plan 2021 - 2025

Period: July 2021 - August 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
3	58	4	0	3	18	33	30

Background

The City of Kalamunda released the draft Social Inclusion Plan (the Plan) for feedback in July 2021. The survey asked for qualitative feedback regarding support for the Plan, clarity, inclusivity and the included goals/measures for success. The purpose of this consultation was to encourage the community to have their say on this Plan. The Plan provides a framework to ensure our community is more inclusive and people feel valued, respected and connected. The Plan helps guide the City and ensures our facilities, programs, activities, and events are inclusive and accessible to all. We all deserve equal access and equal opportunities. Guided by this belief, the City created goals intentionally broad and far reaching to be flexible and adapt to the changing needs of the community, while giving the City an opportunity to identify the ways it can increase access and inclusion for our community.

Engagement Activities & Promotion

Community Consultation for the project was delivered through a Communications and Engagement Plan prepared in line with IAP2 best practice principles. Consultation ran from 11 May 2020 to 1 June 2020 and was supported by an integrated marketing campaign. The City promoted the draft Plan through both on and offline channels including a social media - campaign rolled out via Facebook, Instagram, Linked In and Twitter. The Plan was promoted via website notice, newsletter - direct feedback link issued to those who participated in the 2020 survey (103 people), and emails direct to Stakeholders, community, business and supporters/advocates. The survey was hosted via the City's Engage portal and was issued to City Admin Building and libraries.

Outcome

At the 28 September 2021 Ordinary Council Meeting, Council resolved to adopt the Inclusive Kalamunda - Social Inclusion Plan. Feedback suggested the Plan was supported, clear and easy to read. There was positive sentiment around the City aiming to address all aspects of inclusivity, including meeting the needs of those with mental and physical health issues, people with disabilities, migrants, the LGBTQI+ community, and those suffering from social isolation. On conclusion of the Community Engagement, the City's Community Development Team reviewed feedback and made minor adjustments including reducing the overall number of goals to better reflect shared outcomes.

2021 Arts Strategy Review

Period: July 2021 - September 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
176 175 Surveys 1 Written	368	27	6	60	110	280	10

Background

The purpose of this community engagement was to deliver the community consultation opportunities in relation to the review of the 2019-2021 Creative Communities: An Art Strategy.

This was conducted as a multi-stage project. Stage 1 saw consultation with internal stakeholder departments including Arts and Culture, Tourism and Economic Development, Community Development, Community Engagement, Events, Planning, Assets, People Services, and the Executive Management Team.

Stage 2 Examined the findings of Internal Review and presented Council with draft findings, modifications, and sought endorsement to proceed to Community Consultation.

Engagement Activities & Promotion

Community Consultation for the project was delivered via a Communications and Engagement Plan prepared in line with IAP2 best practice principles. The Plan progressed to IAP2 spectrum level 'collaborate' to partner with the public in each aspect of the decision making including the development of alternatives and the identification of the preferred solution. It was supported by an integrated marketing campaign.

A social media campaign was run across the City's Linked In, Facebook (City, Influence/Youth, Kalamunda Performing Arts Centre pages), Twitter and Instagram accounts, with the City Facebook page receiving the largest proportion of engagement. The campaign achieved over 45,024 post impressions.

A total of eleven (11) eNewsletters promoting the Workshops and Survey were sent to 67 Community Groups to share with their members and 4,673 individual eNewsletter subscribers. The City's Engagement team hosted a Pop-up booth in Hawaiian's Forrestfield Shopping Centre, Forrestfield, providing the community with the opportunity to have their say and ask questions in a relaxed face-to-face setting. The Pop-up Booth attracted approximately 20 people. Arts Consultant, Ricky Arnold facilitated seven (7) consultation workshops for interested youth, community and business members. The consultation sessions attracted 79 participants.

Outcome

The community engagement data and anecdotal results are currently being assessed by the project team for further action.

Have Your Say - Draft Business Case for a New Aquatic Facility

Period: July 2021 - October 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
966	2.9k	231	171	771	1.5k	2.4k	901

Background

The City engaged the local and wider community from July to October 2021 to receive feedback on the draft business case for a future aquatic facility.

The draft business case highlights two recommendations – Option 1A to upgrade the existing Kalamunda Water Park and Option 2B to develop a new facility in the foothills.

The purpose of this consultation was to seek the community's opinion to better understand how the presented options will satisfy the community's needs and feedback regarding financing ongoing operating costs.

Engagement Activities & Promotion

This project highlighted the communities interest in its leisure activity facilities, specifically the aquatic centre. It resulted in a very large and invested community response to the engagement activities. Community Consultation for the project was delivered via IAP2 best practice principles. The Plan progressed to IAP2 spectrum level 'consult' to obtain public feedback on analysis, alternatives and decisions, and was supported by an integrated marketing campaign.

Engagement included an online survey, hard copies issued via local newspaper, advertising, letter drops to clubs and user groups and direct stakeholder meetings. Social Media Awareness Campaign (over 33,225 post impressions; 2,123 engagements with 4.21% average engagement rate). 3 x eNewsletters promoting the survey sent to 67 Community Groups and 1,949 individual eNewsletter subscribers.

Outcome

The Community Engagement report has been finalised and will be presented to Council for further discussion in early 2022.

Senior Services

Period: July 2021 - September 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
83	159	24	0	20	38	125	4

Background

The purpose of this community engagement was to hear from the community to identify how the City can improve the services and activities offered to Seniors. The City of Kalamunda has a higher proportion both of children (under 18), and a higher proportion of persons aged 60 or older than Greater Perth.

The City of Kalamunda prioritises looking after our people and providing the community with opportunities for social and cultural enjoyment.

Engagement Activities & Promotion

Community Consultation for the project was delivered via IAP2 best practice principles., it ran from 27 July - 30 August 2021. The Plan progressed to IAP2 spectrum level 'consult' to obtain public feedback on analysis, alternatives and decisions, and was supported by an integrated marketing campaign.

Communications included a community survey (83 x Survey responses), a social media awareness Campaign (over 11,703 Post Impressions), website news, media notice (30 x Visits), a newspaper advertisement - Kalamunda Echo News, three eNewsletters promoting the survey sent to 67 Community Groups and 1,949 individual eNewsletter subscribers.

Outcome

The community engagement data and anecdotal results are currently being assessed by the project team for further action.



Dog Exercise Area Management Plan

Period: July 2021 - September 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
330 324 Surveys 6 Written	584	69	5	310	360	446	82

Background

The purpose of this review of dog exercise areas was prompted to guide the City's approach to promoting responsible dog ownership and ensuring that the current off leash dog exercise areas and dog prohibited areas are still appropriately accessible and equipped to manage the growing population of dogs within the City.

With the current implementation of the new City of Kalamunda Dog Local Laws 2021 a motion was passed that at a later date the Community Safety Team will review all of the current off-lead exercise and prohibited areas within the City. This includes the 2 new fenced exercise areas that have been developed in recent years. Due to the current population and the expected growth over the years to come, dogs are often considered part of the family therefore numbers are expected to rise. The City of Kalamunda's exercise and prohibited areas have remained the same for a number of years, and with the development of the City has come the need for a review of the current areas.

Engagement Activities & Promotion

Community Consultation for the project was delivered via a comprehensive Communications and Engagement Plan prepared in line with IAP2 best practice principles.

The Plan delivered to IAP2 spectrum level 'involve' to work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

In delivering the campaign the City hosted a survey on the Engage HQ platform supported by direct links to Dog-related City content and supporting agencies, a comprehensive social media campaign including Facebook and Instagram advertisements and 10 organic posts, over 6 weeks, garnering 940 post engagements at an average engagement rate of 3.01%. Printed media included flyers, survey, newspaper adverts, and a targeted letterbox drop. As well as a website news article, media release, and outdoor signage installed at every dog exercise area in the City - 25 x A0 signs.

The City's website received a 35% increase in overall traffic for Dog related website content compared to the previous period, with page views at 1,888 up from 1,392. Time spent on page also increased 10% at 2.01 minutes, up from 1.50 minutes.

Outcome

This is an ongoing project that will inform the Dog Local Law currently being revised.

Kalamunda Community Centre/Jorgensen Park - Overflow Car Park Access

Period: August 2021 - August 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
380 373 Surveys 3 Written	412	73	29	50	110	362	14

Background

The purpose of this community engagement was to investigate community sentiment and perception in regards to the use of the overflow car park in Jorgensen Park. The overflow area was originally designed for special events use. The recommendation is to allow use of the overflow car parking area for visitors of Jorgensen Park. Historically the overflow area was unmarked and was a gate with access to the old fairway. The area was clearly defined during construction of the new Kalamunda Community Centre.

Engagement Activities & Promotion

Community Consultation for the project was delivered via a Communications and Engagement Plan prepared in line with IAP2 best practice principles. The plan was designed to meet IAP2 Spectrum Inform, Consult, Collaborate & Empower levels, working directly with the public throughout the process to obtain public feedback on analysis, alternatives and decisions, and was supported by an integrated marketing campaign.

Social Media raised a broader awareness of the Plan receiving over 17,265 impressions, 1,511 Post Engagements and 65 comments. An online poll was held during the campaign to gain a quick, overall understanding of community sentiment for the overflow car park. Social Media users were asked to respond using emojis as feedback to make it as easy and as accessible as possible; and a poll was also conducted on the Engagement portal for those not using social media.

Outcome

At the 12 October 2021 Ordinary Council Meeting it was resolved that Council:

- » APPROVE the overflow car park to be opened for parking at set times for a trial of twelve months.
- » REQUEST the Chief Executive Officer monitor and review the impact of the overflow car parking area being utilised and report back to Council at the completion of the trial period.
- » That Council REQUEST the Chief Executive Officer provide a report to Council outlining a process and costings that would be required to investigate further options.

Kalamunda Flowing

Period: August 2021 - September 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
50 48 Surveys 2 Written	332	28	0	46	94	317	13

Background

The City of Kalamunda is looking to create a strategy for the management of surface and subsurface water. This strategy is broken down by the Water Corporation sub catchments, and the first sub catchment being investigated was the Lower Helena catchment. One of the components of this strategy was to tap into the knowledge and concerns of the community relating to the Lower Helena Catchment so they can be involved in and addressed specifically in the development of the strategy.

Going hand in hand with this area of community consultation, the City of Kalamunda identified the need to assess the water quality of local waterways and to identify areas where improvements/treatments may be required. In this, the City has engaged with Curtin University to develop a storm water strategy to help mitigate the risks of storm water contamination.

Engagement Activities & Promotion

The City engaged with key stakeholders and the broader community to help shape the policy. Community Consultation for the project was prepared in line with IAP2 best practice principles. The Plan progressed to IAP2 spectrum level 'consult' to obtain public feedback on analysis, alternatives and/or decisions.

This consultation, supported by an integrated marketing campaign involved two separate surveys and was published on the City's online engagement platform, the City's website and promoted via the City's social media channels. The City worked collaboratively with Curtin University to boost engagement. Direct mail was distributed to residences and businesses within close proximity, and an EDM was prepared to distribute to Citywide audiences.

Outcome

The report has been provided to the project team to assist in guiding strategy development.

Climate Change Action

Period: October 2021 - December 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
127 123 Surveys 4 Written	463	42	0	139	191	398	13

Background

The purpose of this community engagement was to investigate community sentiment and perception of Climate Change to inform the development of a new Climate Change Action Plan. On 10 August 2021, The City of Kalamunda joined other Western Australian Local Governments by signing the WALGA Climate Change Declaration. The City of Kalamunda acknowledges that i) evidence shows that climate change is occurring, ii) climate change will continue to have significant effects on the Western Australian environment, society and economy, and the Local Government sector; & iii) human behaviours, pollution and consumption patterns have both immediate and future impacts on the climate and environment.

The City of Kalamunda committed from date of signing to develop an internal Climate Change Action Plan (CCAP) for climate change actions across all Local Government functions, with a focus on the two, five and ten year future.

Engagement Activities & Promotion

Community Consultation for the project was delivered via a Communications and Engagement Plan prepared in line with IAP2 best practice principles.

The Plan progressed to IAP2 spectrum level 'collaborate' to partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

It was supported by an integrated marketing campaign, published on the City's online engagement platform, the City's website and promoted via the City's social media channels. The City hosted a workshop: Climate Change 'Big Ideas' Forum. Of the 31 registered, 27 members of the community attended the workshop. The workshop was facilitated by the City's Engagement Specialists and Project leads.

Outcome

Feedback is being utilised to develop the draft Action Plan, which will then go to Council to be endorsed for the purposes of public advertising.

Cambridge Reserve - Proposed Acquisition of a Portion of Reserves 27559, 31348 and 34364, Forrestfield

Period: October 2021 - November 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
25	229	91	16	25	100	208	57

Background

As the next instalment to the Cambridge Reserve multi-phase project, the City is seeking to acquire 32,786m² (approx. 3.28ha) from lots comprising Reserves 27559, 31348 and 34364 in Forrestfield (Cambridge Reserve), and is proposing to develop and dispose of the land to facilitate the Cambridge Reserve Community Enhancement Project, which is proposed to incorporate aged residential care, childcare, residential development, and public open space improvements.

A business plan was prepared for advertising in accordance with the Council's resolution dated 12 October 2021. A copy of the business plan was made available to the community in order for all to participate in the ongoing consultation.

Engagement Activities & Promotion

The development proposal acquisition was advertised in accordance with the statutory requirements. It was supported by newspaper advertisements in The ECHO, a hard copy was displayed at the City's administration centre, and letters were delivered to landowners and public authorities affected by the proposal. The notice was displayed on the City's website and hosted on our Engage platform.

Outcome

At the 12 October 2021 Ordinary Council Meeting it was resolved that Council:

- » NOTE the submissions received on the Business Plan.
- » PROCEED with the undertaking and transaction as proposed in the Business Plan.
- » ACCEPT the offer, subject to Minister approval, to purchase a 32,786m² (3.28ha) portion of Cambridge Reserve from the State Government for \$536,500 (excluding GST).

Proposed Cell 9 Wattle Grove Outline Development Plan (ODP) Amendment

Period: October 2021 - December 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
11	214	52	7	11	81	188	102

Background

The City was seeking comment as part of the next instalment to the multi-phase Cell 9 Wattle Grove Outline Development Plan (ODP) project.

At the September 2021 Ordinary Council Meeting, Council resolved to approve the modifications to the ODP amendment for the purpose of public advertising. The proposed ODP amendment seeks to realign the future extension of Olivine Gardens Road and revise the alignment of future Public Open Space (POS) through the undeveloped parcel of land at Lot 226 (44) St John Road as shown in the attached plan. The ODP amendment also seeks to designate a portion of the Tomah Road Reservation near the Roe Highway reservation as POS to enable the connection of existing POS area.

While the revisions will result in a reduced area of future POS and an additional 10 lots at Lot 226 (44) St John Road, if the ODP amendment is approved, the revised infrastructure outcome will enable, subject to Council approval, the City to fund upgrades to the existing areas of POS adjacent to Olivine Gardens Road for the benefit of the local community.

Engagement Activities & Promotion

The proposed amendment was advertised in accordance with the statutory requirements. It was supported by newspaper advertisements in The ECHO newspaper, a hard copy was displayed at the City's administration centre, and letters were delivered to landowners and public authorities affected by the proposal. The notice was displayed on the City's website and hosted on Engage; our online engagement platform. In addition the City hosted a face-to-face drop in session for community members to attend.

Outcome

The Cell 9 ODP amendment is scheduled to go to Council in May 2022.

Name the New Community Reuse Shop

Period: November 2021 - ongoing to March 2022

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
122	787	288	5	103	213	725	18

Background

The purpose of this campaign was to seek from the community what they would like to call the new community Reuse shop located at the Walliston Transfer station. The shop will provide items with a second life that might otherwise end up in landfill.

Engagement Activities & Promotion

The City of Kalamunda undertook community engagement in three stages to allow for ample opportunity for the public to participate in the vote, and to understand the voting process and time line. Community consultation for the project was delivered via a comprehensive communications and engagement plan prepared in line with IAP2 best practice principles. The plan delivered to IAP2 spectrum level 'empower' to place the final decision making in the hands of the public.

Overall the community displayed positive sentiment towards the concept of the re-use shop as well as to the naming process. This was demonstrated through the conversion of surveys submitted, as well as in the comments on social media. The City's website received 468 views related to the project over the duration of the campaign. In delivering the campaign the City hosted:

- » Two surveys on the Engage HQ platform supported by direct links to information and supporting agencies.
- » A comprehensive social media campaign including 9 posts over the duration, garnering 862 post engagements at an average engagement rate of 4.28%.
- » Printed media including fliers, survey, newspaper adverts, and a targeted mail-out.
- » Website news and media releases.
- » Outdoor signage installed at the Walliston Transfer station advertising the new shop, the concept, and encouraging uptake of the naming engagement.

Outcome

Five names were short-listed to be voted against. When calculate as a weighted average of all preferences - from most to least preferred across all five names the winning name was Second Chance.

Draft Local Planning Policy 33 - Tree Retention

Period: October 2021 - December 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
63 43 Surveys 20 Written	549	52	12	30	226	399	247

Background

The purpose of this community engagement was to give notice and invite written submissions on the draft Local Planning Policy 33 – Tree Retention (LPP 33) in accordance with the Planning and Development (Local Planning Schemes) Regulations, and Local Planning Policy 11 – Public Notification of Planning Proposals. The contribution from submissions received will assist the City in finalising the draft LPP 33 for final adoption. The purpose of LPP 33 is to carefully consider the need for the removal of trees and, where possible, minimise the removal of trees of a particular size and maturity through the planning and development process.

Engagement Activities & Promotion

Community Consultation for the project was delivered via a Communications and Engagement Plan prepared in line with IAP2 best practice principles. The Plan progressed to IAP2 spectrum level 'involve' to work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered. It was supported by an integrated marketing campaign. Communications included website pages, a media release, posters, letters to stakeholders (including 38 Local Government, State Government and community groups and 400 randomly selected residences), a community survey; and a newspaper advertisement (Echo Newspapers: 3 December 2021). An eNewsletter promoting the project was sent to 1688 individual eNewsletter subscribers. WALGA promoted the project in their November Planning and Building Newsletter (opening article). Pop-up Pop-in Booths: Opportunities to engage in Face-to-face discussion on the project were provided at three Pop-up Pop-in Booths. Social Media raised a broader awareness of the Policy with the key post receiving over 1,399 impressions, 6 comments and 5 shares.

Outcome

The City is currently considering and responding to written submissions and will then make any proposed changes to the draft Policy based on the feedback received. A key part of the policy requires modifications to the Residential Design Codes, and so the City will also need to obtain the Western Australian Planning Commission's approval of the modifications. It is anticipated at this stage that LPP 33 will be returned to the Council in Mid-2022.

Youth Plan 2023-2028

Period: October 2021 - ongoing to January 2022

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
329	1.2k	47	5	173	337	1k	19

Background

The purpose of the Youth Plan is to provide a strategic framework for the delivery of services to young people aged 0 to 25 in the City of Kalamunda community.

The Youth Plan guides the City's engagement with young people, driving participation, advocacy, support, planning and execution with other invested stakeholders. The Plan ensures the Youth Services team is steering in the right direction for fostering positive youth participation, development and outcomes.

Youth Services use the Youth Plan to determine all of the City's programming and events for local youth. The strategic plans are developed through extensive consultation with youth and the broader community and once developed, have a lifespan of 5 years. The 2017-2022 plan is set to expire soon, so this consultation, and the data collected will inform the next 5 years of engagement and events for youth. This new plan (2023-2028) will come into effect January 2023.

According to The Australian Bureau of Statistics, within the City of Kalamunda there are 3,523 children between 0-4 years, 3,889 children between 5-9 years, 3,763 children between 10-14 years, 3,906 persons between 15-19 years, and 3,315 persons between 20-24 years. The total population of the City of Kalamunda is considered to be 57,449 persons, therefore cumulatively the youth segment represents just over 32% of the population, and it is anticipated that this will continue to grow in the coming years. The country of birth of the youth segment includes Australia, Afghanistan, Bangladesh, China, England, Fiji, Hong Kong, India, Indonesia, Iran, Ireland, Malaysia and Mauritius, and the ancestry by country of birth parents is much broader again, as are the languages spoken at home and religious affiliations. The income levels of individuals and households differ as does the need for core activity support and assistance, and educational levels achieved. This means that the City's youth are diverse and have diverse needs and wants from their local environment.

Engagement Activities & Promotion

Community Consultation for the project was delivered via a Communications and Engagement Plan prepared in line with IAP2 best practice principles. The Plan progressed to IAP2 spectrum level 'collaboration' to partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution.

It was supported by a large integrated marketing campaign. Communications included

Youth Plan 2023-2028 (cont.)

website pages, media releases, posters, outdoor signage, letters to stakeholders (including all local primary and secondary school, and learning support centres), three targeted community surveys, and a newspaper advertisement (Echo Newspapers: December 2021). Opportunities to engage in Face-to-face discussion on the project were provided at numerous Pop-up Pop-in Booths throughout the City and at key youth-focused events:

- » Local shopping centres
- » Skate park clinics
- » City libraries
- » The Australia Day Pool Party event
- » The Kalamunda Night Markets | Forrestfield Night Markets
- » Local schools (pre-COVID-19 restrictions): Student Leadership Day | R U OK Day | Kalamunda Day | Kalamunda Secondary Education Support Centre Council Chambers Visit
- » Youth Action Kalamunda (YAK) Meetings
- » Youth Futurescape Forums

Social Media raised a broader awareness receiving 41,691 impressions, 2,035 engagements and a 3.26% engagement rate. The City utilised Uber Eats and VISA Gift card incentives as well as a special Oil Clothing giveaway campaign over Social Media as incentives for participation in the survey process.

The survey was divided into the three main target audiences the team wished to engage with for the project:

- » Generation Alpha: Ages 0-8 | 30 surveys received
- » Generation Z: Ages 9-25 | 198 surveys received
- » Not You(th): Parents/caregivers/etc | 101 surveys received

Outcome

This campaign will close in February 2022.



Pensioner Discounts - for Waste or Waste not.

Period: November 2021 - December 2021

Submission	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
107	227	59	0	96	130	199	9

Background

The purpose of this community engagement was to investigate community sentiment and perception around Pensioner discounts provided to eligible customers, and to ascertain if there is a view of a need to change. Feedback will be used to assist with setting Pensioner Discounts in 2022/2023 Rates.

Engagement Activities & Promotion

Community Consultation for the project was delivered via IAP2 best practice principles. The Plan progressed to IAP2 spectrum level 'involve' to work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered, and was supported by an integrated marketing campaign.

Communications included a community survey, social media awareness campaign (over 9,542 Post Impressions), website: linking to contributing nodes, media notice, two newspaper advertisements - Kalamunda Echo News, an eNewsletter promoting the survey sent to 1,688 individual eNewsletter subscribers, and a Pop-up Pop-in Booth at the Kalamunda Central Shopping Centre on 14 December 2021.

Outcome

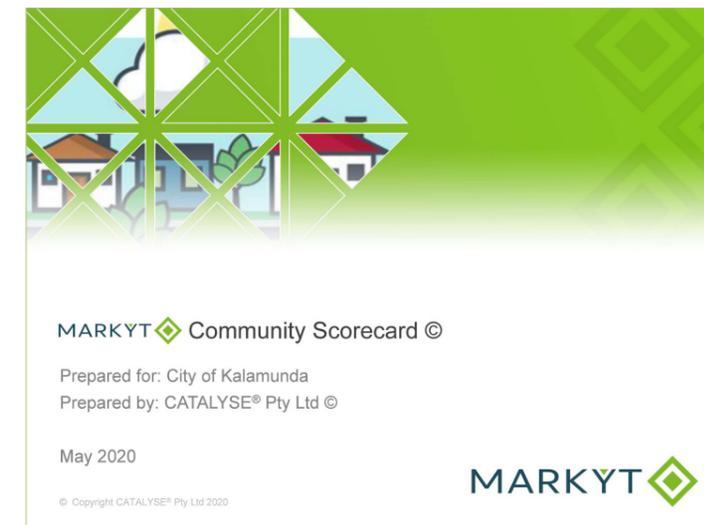
The community engagement data and anecdotal results are currently sitting with the project team for processing and further action.



Appendix A:

MARKYT® Community Scorecard Report

2020 Community Perceptions Survey Strategic Overview



Contents	
Strategic overview	3
Approach	7
Overall performance	13
Familiarity with local services and facilities	19
Leadership and governance	22
Communication channels	33
Economic development	40
Community services	43
Built environment	56
Natural environment	69
Overview of community variances	79
Summary of community trends	83
Local community priorities	86
MARKYT® industry comparisons	99
Recommendations	103



MARKYT Strategic Overview

Vision	Liveability	Governance	Value
33 % agree	81 Performance Index Score	56 Performance Index Score	46 Performance Index Score
Up 11% points since 2018, now 2% points below Industry Average	Up 3 index points since 2018 and 6 index points above Industry Average	Up 5 index points since 2018 and on par with Industry Average	Up 3 index points since 2018 and 2 index points above Industry Average

Strengths	Highest scores <ul style="list-style-type: none"> Weekly rubbish collections Walliston Transfer Station Library and information services 	Priorities	Playgrounds and reserves 	Footpaths & cycleways 	Streetscapes 	Character & identity
	Most improved <ul style="list-style-type: none"> City's online engagement tool Natural disaster education, prevention and relief Parking management Customer service 		Safety 	Traffic 	Economy 	Sport & recreation
Relative to MARKYT® Industry Standards <ul style="list-style-type: none"> Place to live Walliston Transfer Station Access to housing that meets local needs How local history and heritage is preserved and promoted 						

MARKYT 4

Local community recommendations to address top priorities

Playgrounds and reserves <ol style="list-style-type: none"> Improve maintenance and upgrade facilities Make parks and playgrounds more engaging with more nature areas, youth activities and exercise equipment More dog friendly parks and exercise areas 	Footpaths & cycleways <ol style="list-style-type: none"> Provide dedicated cycle paths and lanes to improve safety Improve connectivity Repair and upgrade footpaths Improve walk trails and signage Network of mountain bike trails to protect native bush 	Streetscapes <ol style="list-style-type: none"> Proactive and regular maintenance of verges and street trees to improve appearance and safety Plant more trees; replace dead, inappropriate trees Create a consistent sense of place, more beautification 	Character & identity <ol style="list-style-type: none"> Review planning policy to preserve and maintain local character and identity (complementary scale and design; manage subdivisions) Re-create a vibrant, attractive and inviting community / shopping hub and town centre
Safety <ol style="list-style-type: none"> Increased Police presence / security patrols to address break-ins, hooning and anti-social behaviour Establish a local Police station Install more CCTV, improve street lighting and more traffic calming 	Traffic <ol style="list-style-type: none"> Improve intersections to keep traffic flowing safely (lights, roundabouts, overpasses) Slow down traffic on local roads (modified speed limits, traffic calming, signage) Modify roads to restrict access More pedestrian crossings 	Economy <ol style="list-style-type: none"> Greater support for local businesses - revitalise shopping areas, restrict large / chain stores (mixed views), easier approvals for new ventures New and restored tourism attractions More local job opportunities 	Sport & recreation <ol style="list-style-type: none"> Upgrade the aquatic centre Upgrade the gym and recreation centre and improve range of activities Provide more facilities (e.g. skate parks, extra basketball courts, etc)

MARKYT 5

Approach

Purpose

Department of Local Government, Sport and Cultural Industries
GOVERNMENT OF WESTERN AUSTRALIA

DLGSC's Integrated Planning and Reporting Framework requires local councils to review the **Strategic Community Plan** at least once every two years.

MARKYT Community Scorecard

The City of Kalamunda commissioned a MARKYT® Community Scorecard to:

- Support a review of the Strategic Community Plan (SCP)
- Assess performance against objectives and key performance indicators (KPIs) in the SCP
- Determine community priorities
- Benchmark performance

city of kalamunda
MARKYT 8

The Study

The City of Kalamunda commissioned CATALYSE® to conduct a MARKYT® Community Scorecard from 23 March to 14 April 2020.

Scorecard invitations were sent to 4,000 randomly selected households; 1,000 by mail and 3,000 by email.

483 randomly selected residents and ratepayers completed a scorecard reducing the sampling error to ±4.5% at the 95% confidence interval.

The City of Kalamunda provided supporting promotions through its communication channels. A further 32 residents, 25 out of area ratepayers and visitors, and 14 Council affiliated respondents participated bringing the total to **554 respondents**.

As analysis of results showed significant differences between these groups, the main body of this report presents responses from the random sample of residents only.

The final dataset was weighted by age and gender to match the ABS Census population profile.

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

ATSI = Aboriginal and Torres Strait Islander
LOTE = Language other than English

% of respondents (random sample, weighted)

Forrestfield	24
Gooseberry Hill	8
High Wycombe	16
Kalamunda	17
Lesmurdie	15
Maida Vale	4
Wattle Grove	8
Other	8
Home owner	90
Renting / other	10
Male	49
Female	51
Age of respondent: 18-34	27
35-54	36
55+	37
Age of children: 0-5 years	18
6-12 years	16
13-17 years	13
18+ years	12
No children	43
No response	13
Disability	11
ATSI	1
Born overseas	36
LOTE	3

MARKYT 9

MARKYT Industry Standards

CATALYSE® has conducted studies for 60+ councils. When councils ask comparable questions, we publish the high and average scores to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from WA Councils that have completed an accredited study with CATALYSE® within the past three years. Participating councils are listed below.

Metropolitan

Regional

How to read the performance charts

Performance Ratings

The chart shows community 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:

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

In effect, the Performance Index Score converts the average rating into a zero-based score out of 100.

Score	Average Rating
100	Excellent
75	Good
50	Okay
25	Poor
0	Terrible

Positive rating equals 'excellent' + 'good' + 'okay'

Trend analysis shows how performance varies over time.

The City of Kalamunda as a place to live

MARKYT Industry Standards Performance Index Score

Council Score is the Council's performance index score.

High is the highest score achieved by councils in WA that have completed a comparable study with CATALYSE®.

Average is the average score among WA councils that have completed a comparable study with CATALYSE®.

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

Demographic	Score
Total	81
Home owner	81
Renting/other	82
Male	81
Female	81
No children	81
Have child 0-5	76
Have child 6-12	80
Have child 13-17	84
Have child 18+	85
18-34 years	83
35-54 years	80
55+ years	81
Disability	76
Born Overseas	83
LOTE	70
Forrestfield	79
Gooseberry Hill	90
High Wycombe	72
Kalamunda	90
Lesmurdie	83
Maida Vale	85
Wattle Grove	68
Other	83

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

Similar councils

WA councils

MARKYT Industry Standards | similar councils

To compare 'apples with apples', subset benchmark analysis has been conducted against similar councils who have conducted the study in the past four years. The City of Kalamunda wished to compare itself to the Town of Bassendean, City of Kwinana, City of South Perth and Shire of Mundaring. The Shire of Mundaring's most recent study was in 2011, making it outdated for this purpose. The following councils have been included in this analysis:

Overall Performance

City of Kalamunda as a place to live

Performance ratings

% of respondents

98% Positive rating

Trend Analysis

Performance Index Score

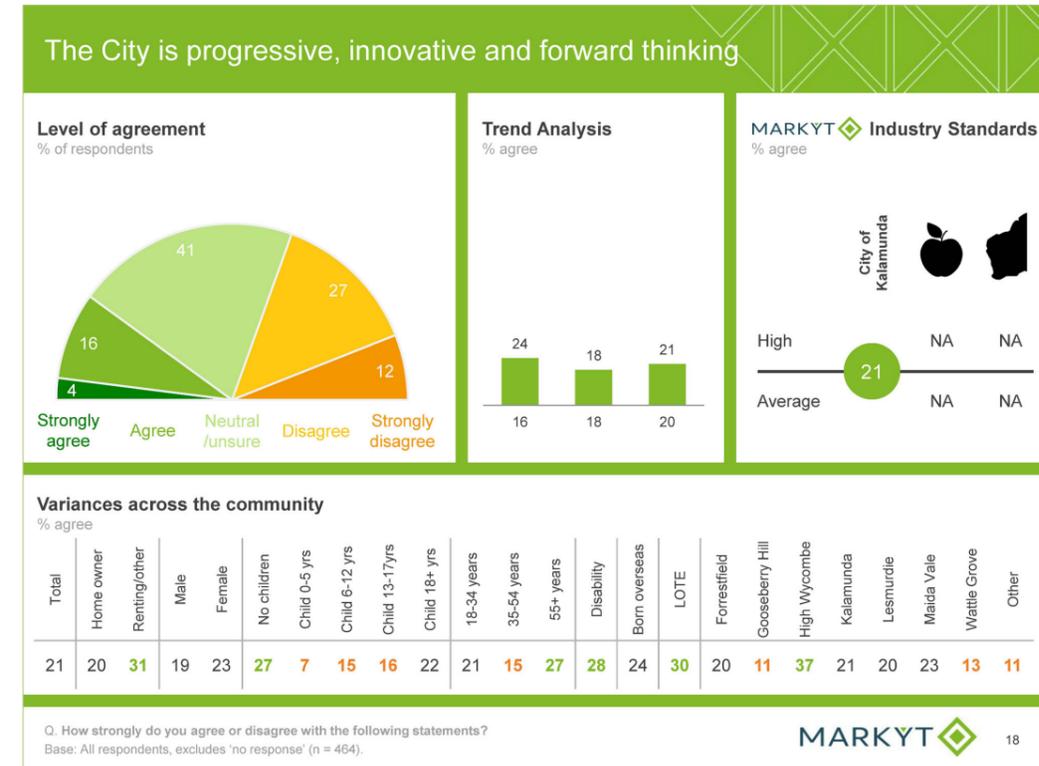
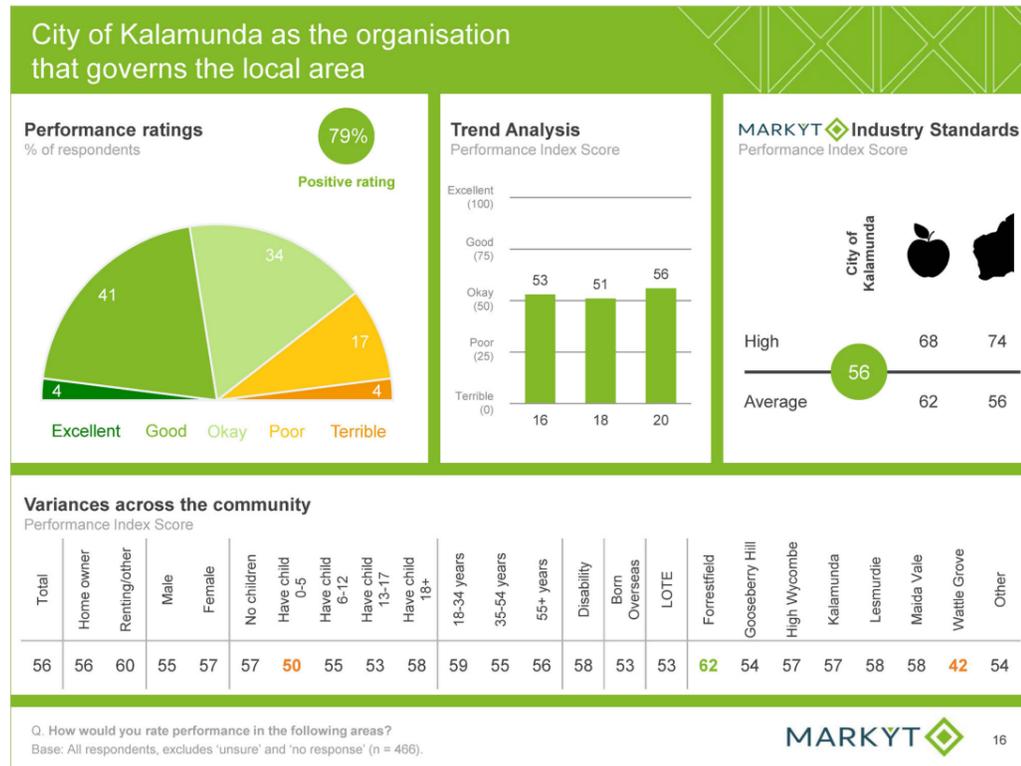
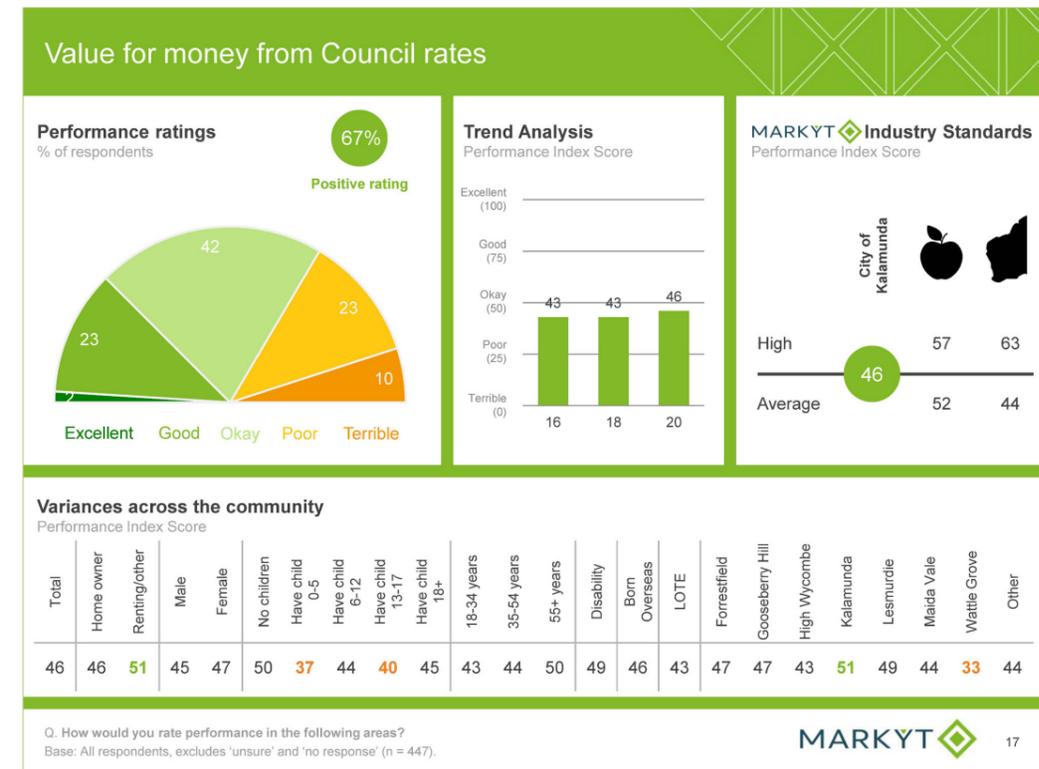
MARKYT Industry Standards

Performance Index Score

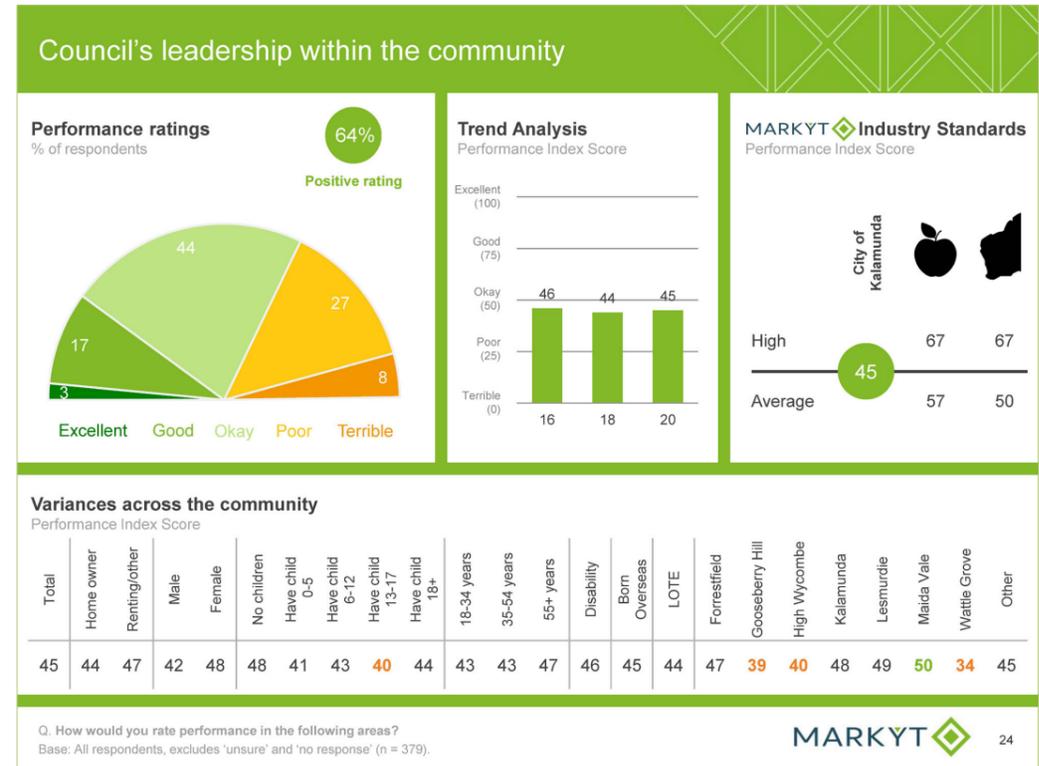
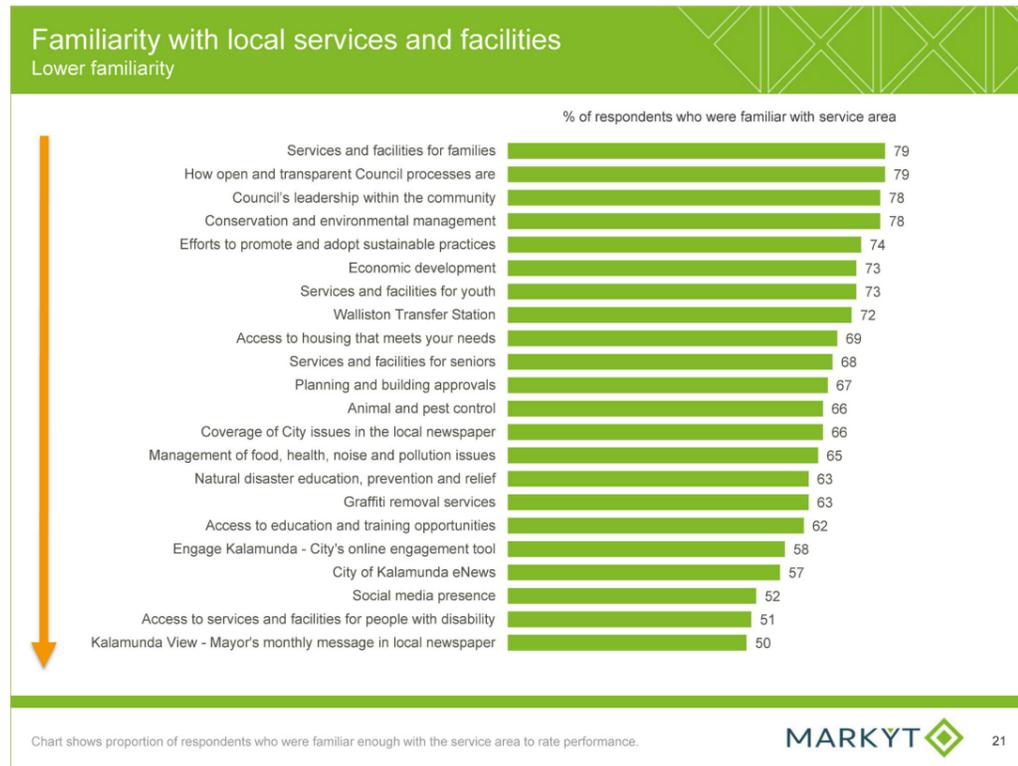
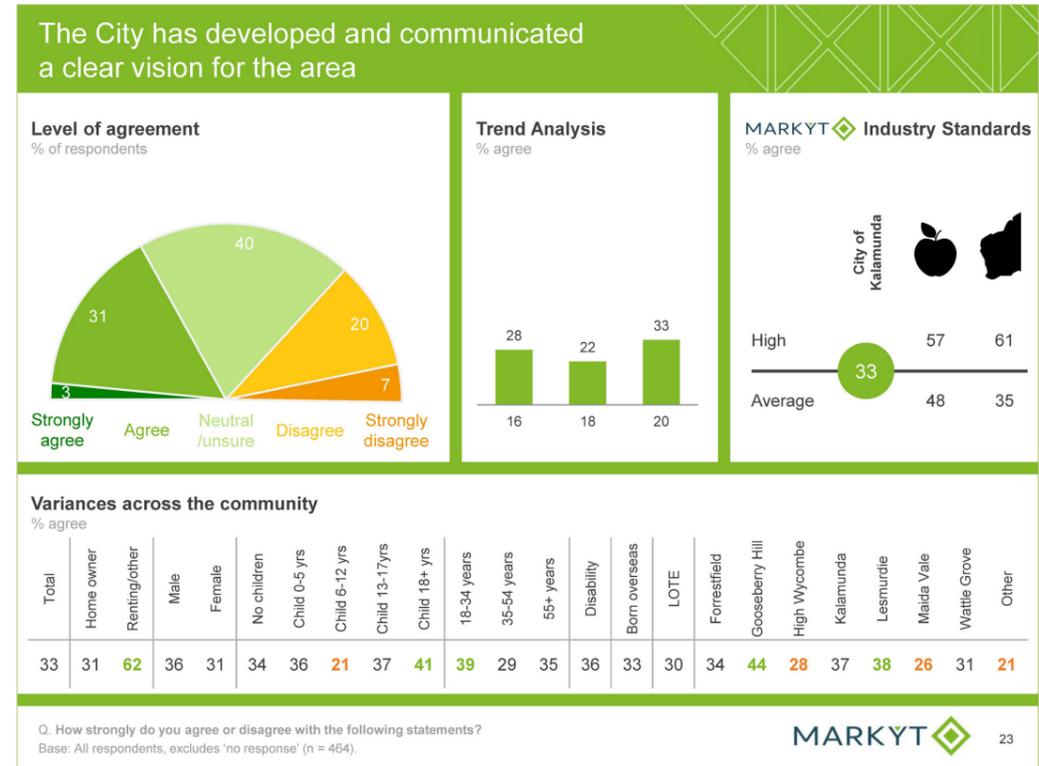
Variations across the community

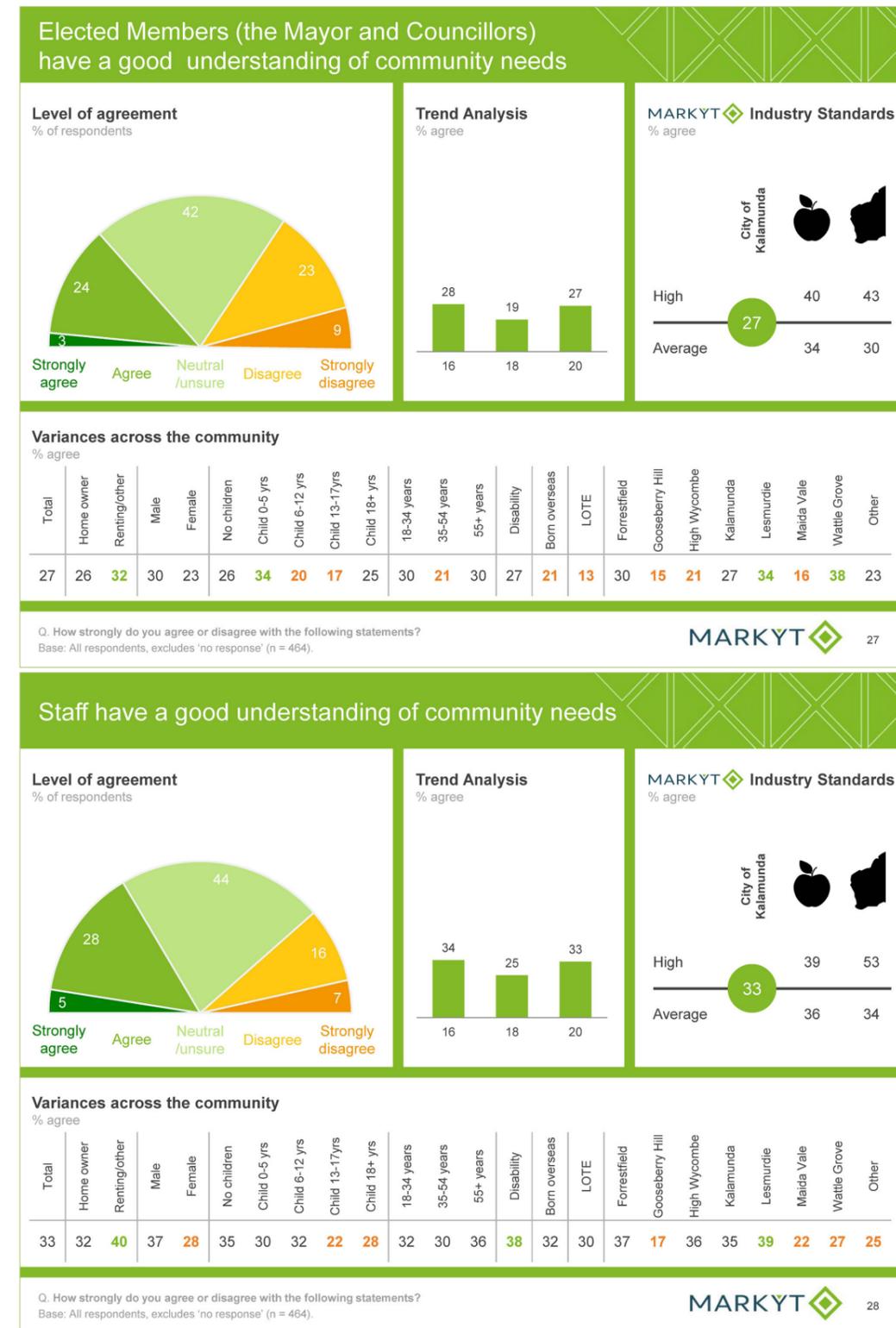
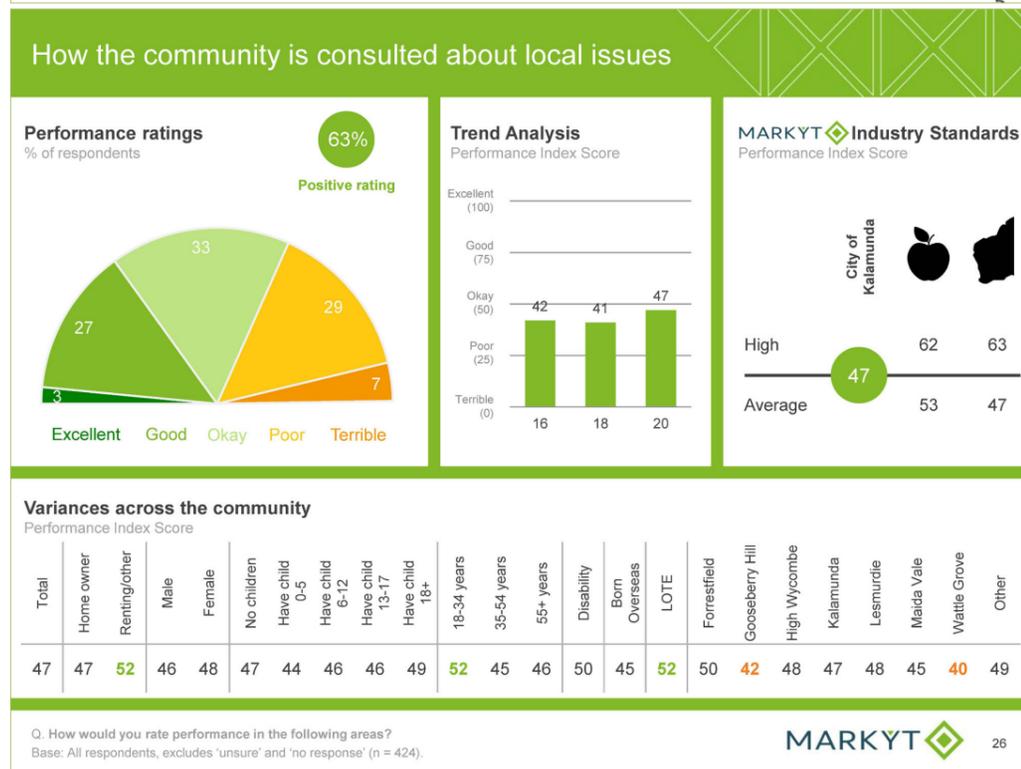
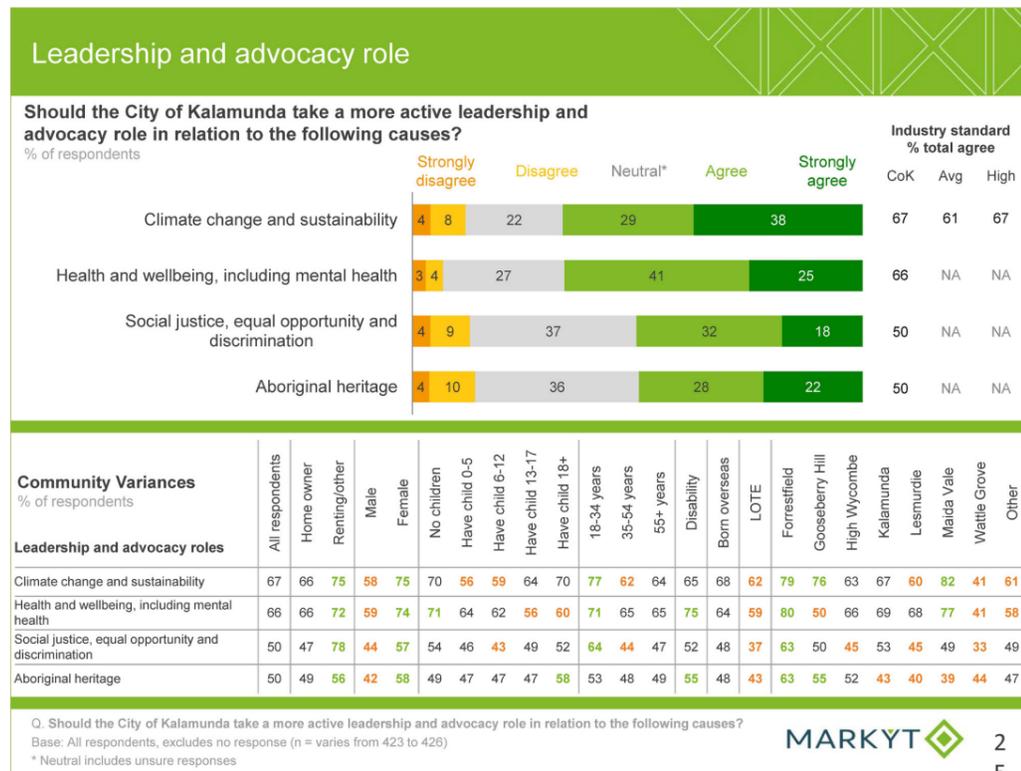
Performance Index Score

Demographic	Score
Total	81
Home owner	81
Renting/other	82
Male	81
Female	81
No children	81
Have child 0-5	76
Have child 6-12	80
Have child 13-17	84
Have child 18+	85
18-34 years	83
35-54 years	80
55+ years	81
Disability	76
Born Overseas	83
LOTE	70
Forrestfield	79
Gooseberry Hill	90
High Wycombe	72
Kalamunda	90
Lesmurdie	83
Maida Vale	85
Wattle Grove	68
Other	83



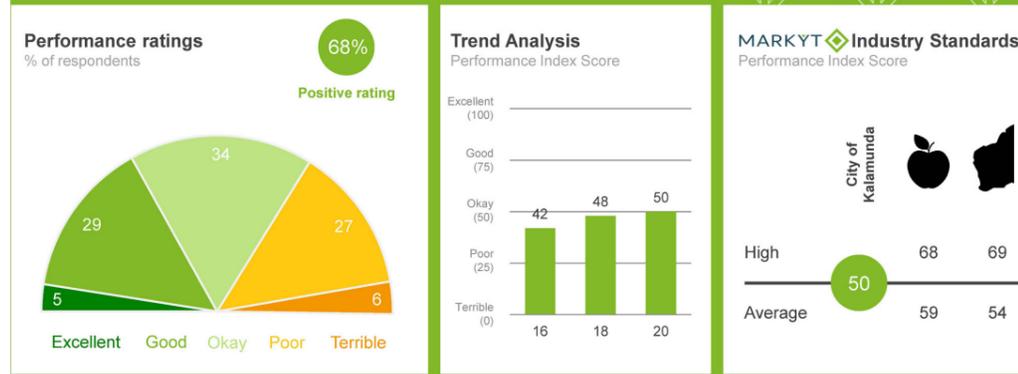
Familiarity with local services and facilities
Leadership and Governance





Communication Channels

How the community is informed about what's happening in the local area (including local issues, events, services and facilities)



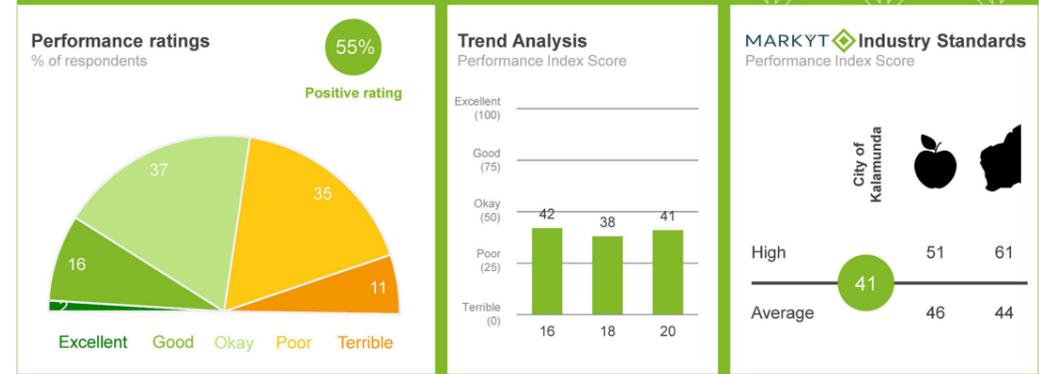
Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
50	50	53	49	51	51	47	48	53	55	51	49	50	52	50	49	47	52	50	54	52	53	43	49

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 436).

MARKYT 29

How open and transparent Council processes are



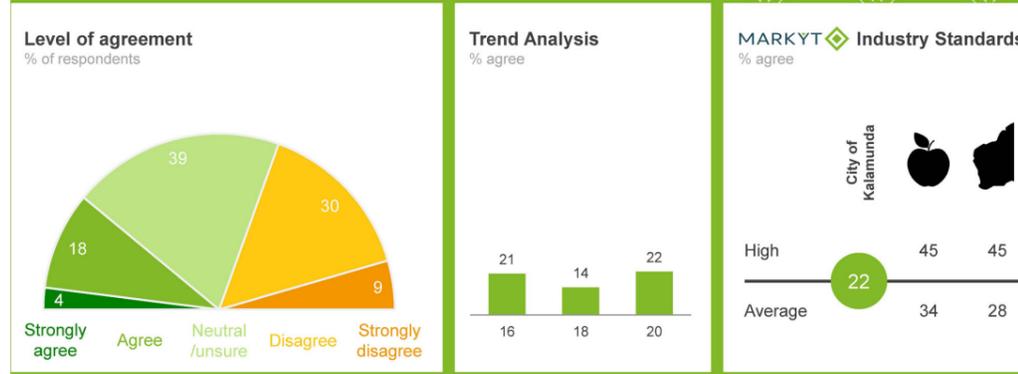
Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
41	40	46	40	41	43	39	36	38	41	43	38	42	40	39	45	41	38	38	40	45	45	39	38

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 380).

MARKYT 31

The City clearly explains reasons for its decisions and how residents' views have been taken into account



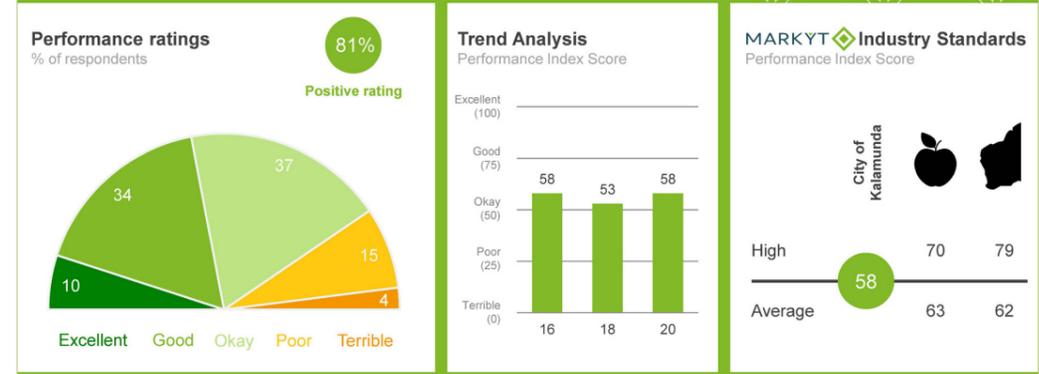
Variations across the community
% agree

Total	Home owner	Renting/other	Male	Female	No children	Child 0-5 yrs	Child 6-12 yrs	Child 13-17 yrs	Child 18+ yrs	18-34 years	35-54 years	55+ years	Disability	Born overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
22	21	34	23	22	24	24	22	15	18	24	18	25	29	20	30	33	9	30	20	20	16	17	11

Q. How strongly do you agree or disagree with the following statements?
Base: All respondents, excludes 'no response' (n = 463).

MARKYT 30

Customer service

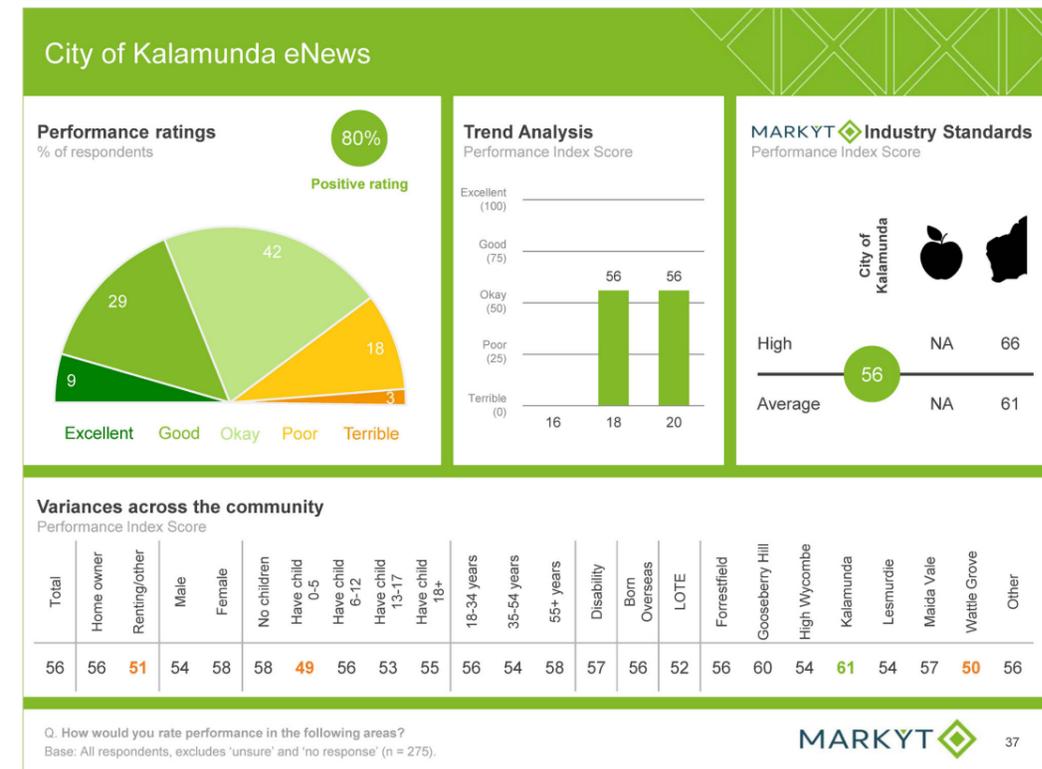
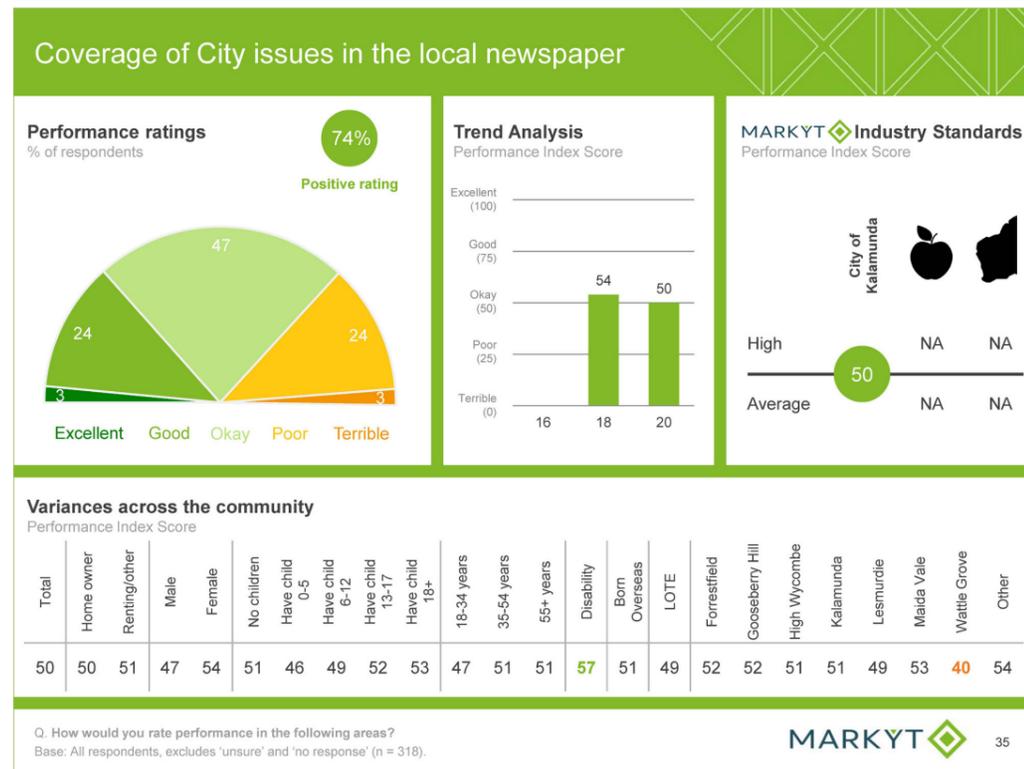
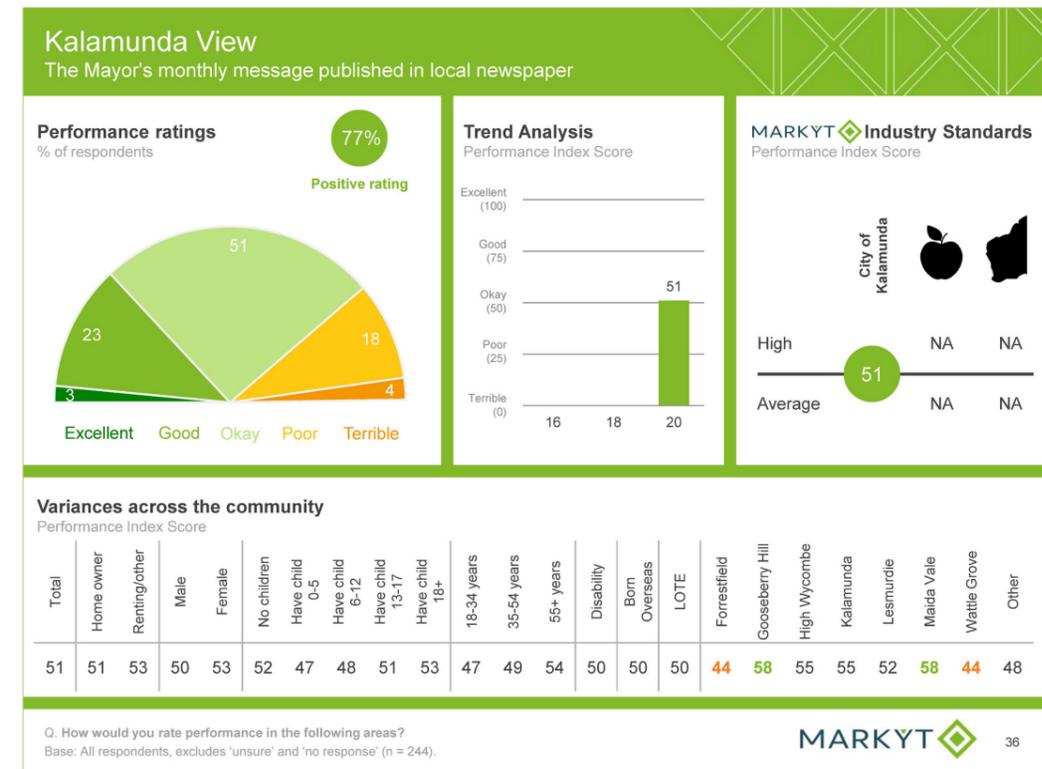
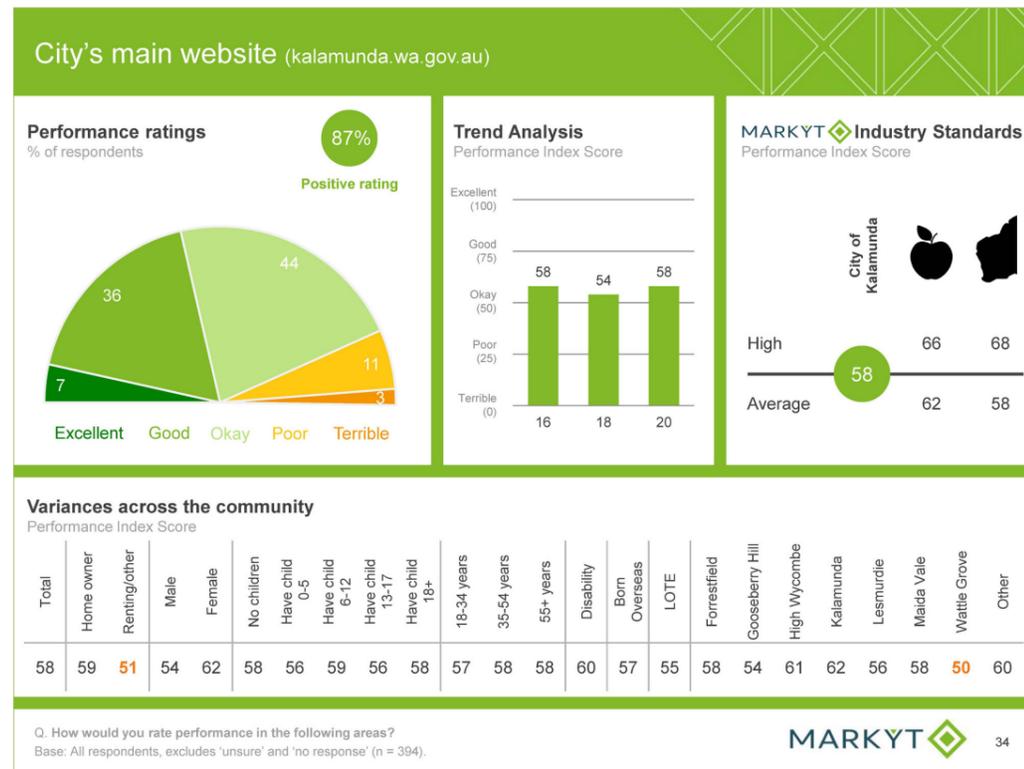


Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
58	57	62	55	60	59	52	59	57	58	56	57	59	64	57	56	60	54	57	60	60	55	54	52

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 416).

MARKYT 32



Social media presence (Facebook, Twitter, Instagram, LinkedIn, etc)

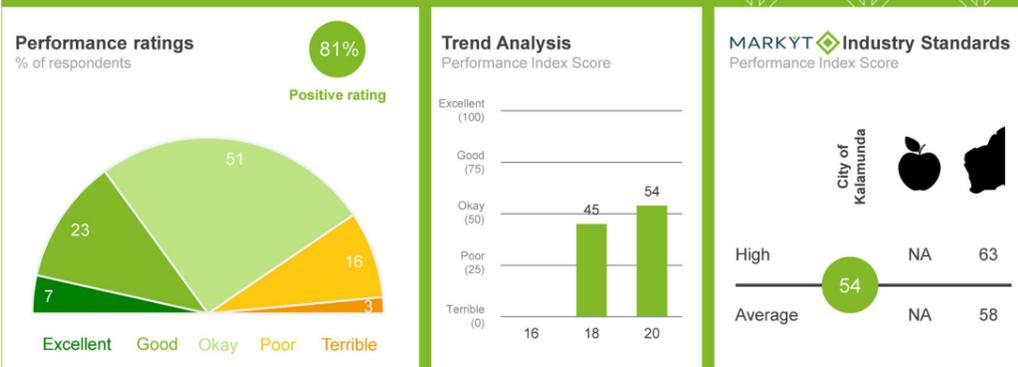


Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
50	49	53	45	55	49	47	47	50	54	55	48	47	52	46	45	51	57	49	51	43	47	45	57

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 250).
MARKYT 38

Engage Kalamunda (the City's online engagement tool)



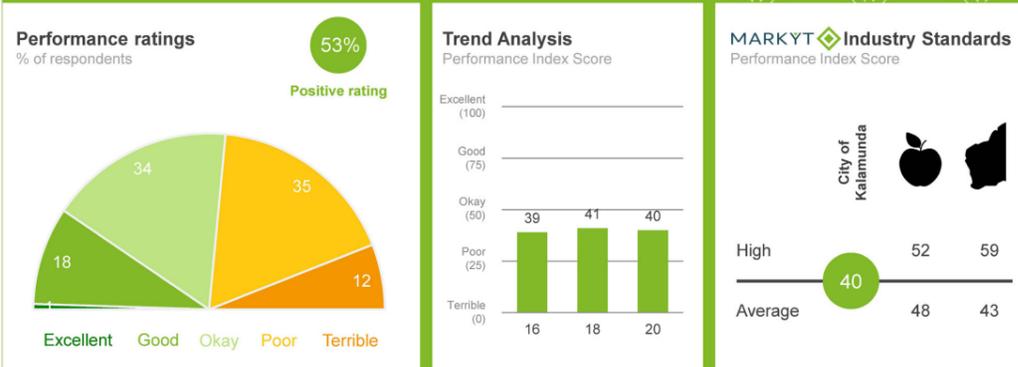
Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
54	53	61	53	55	53	51	54	60	60	55	55	52	54	53	41	53	64	55	54	53	61	44	53

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 278).
MARKYT 39

Economic Development

Economic development (what the City is doing to attract investors, attract and retain businesses, grow tourism and create more job opportunities)



Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
40	39	50	38	43	41	36	39	38	44	40	40	41	48	38	35	41	39	37	44	42	41	35	41

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 351).
MARKYT 41

Access to education and training opportunities

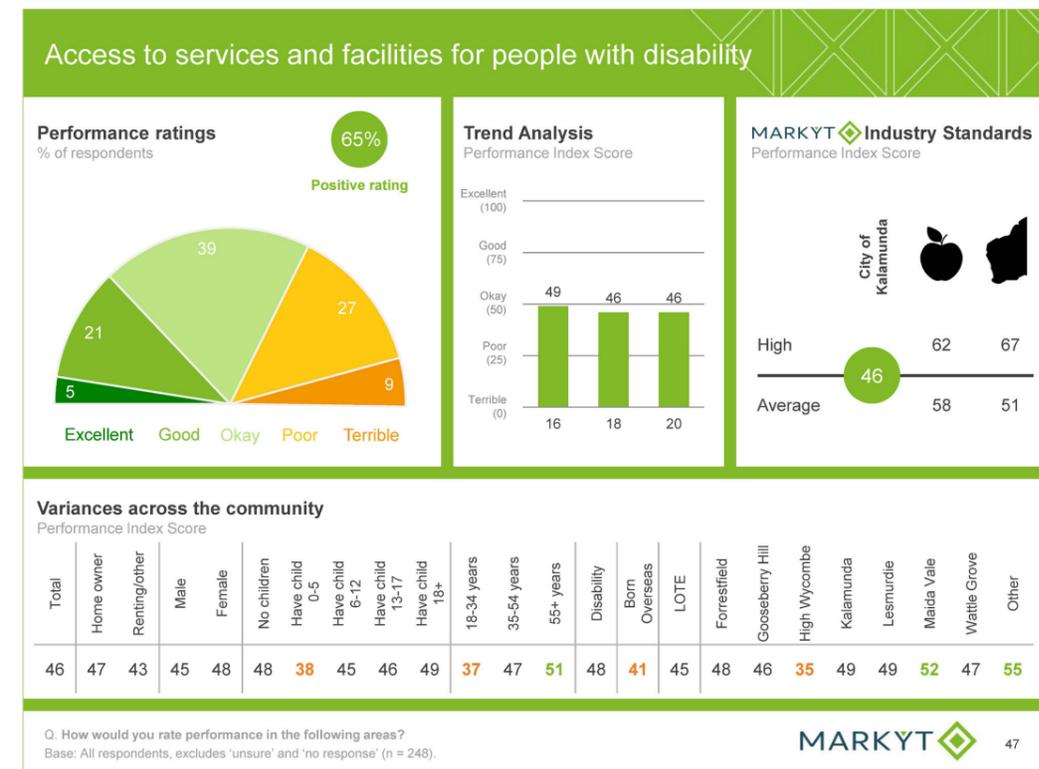
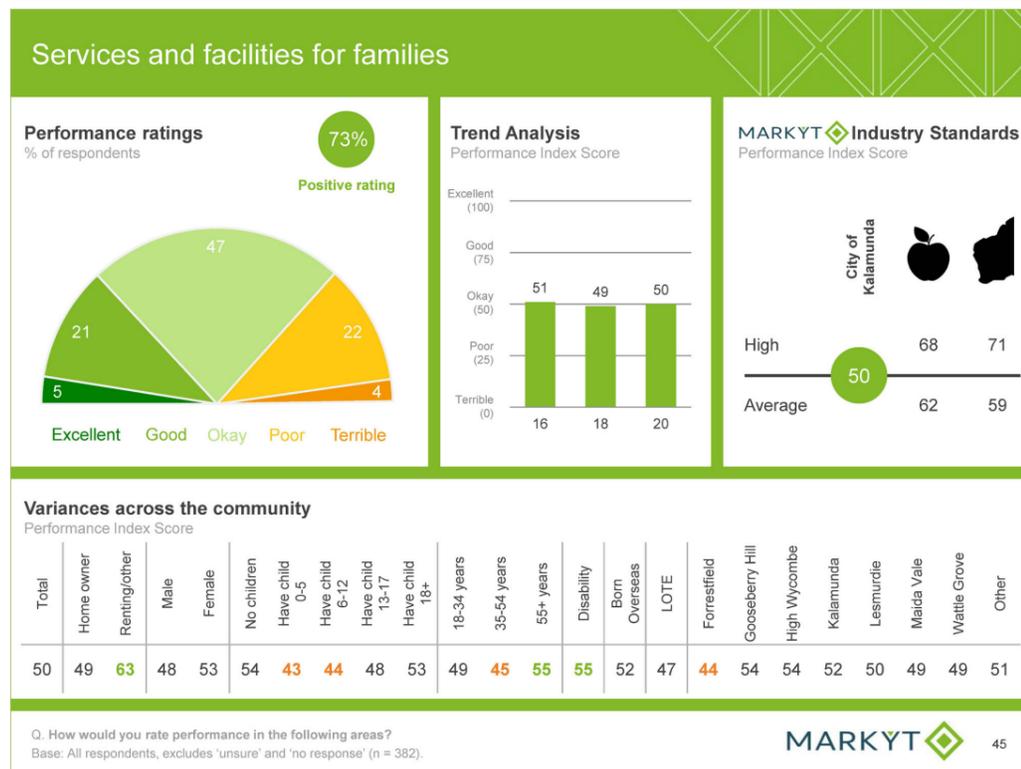
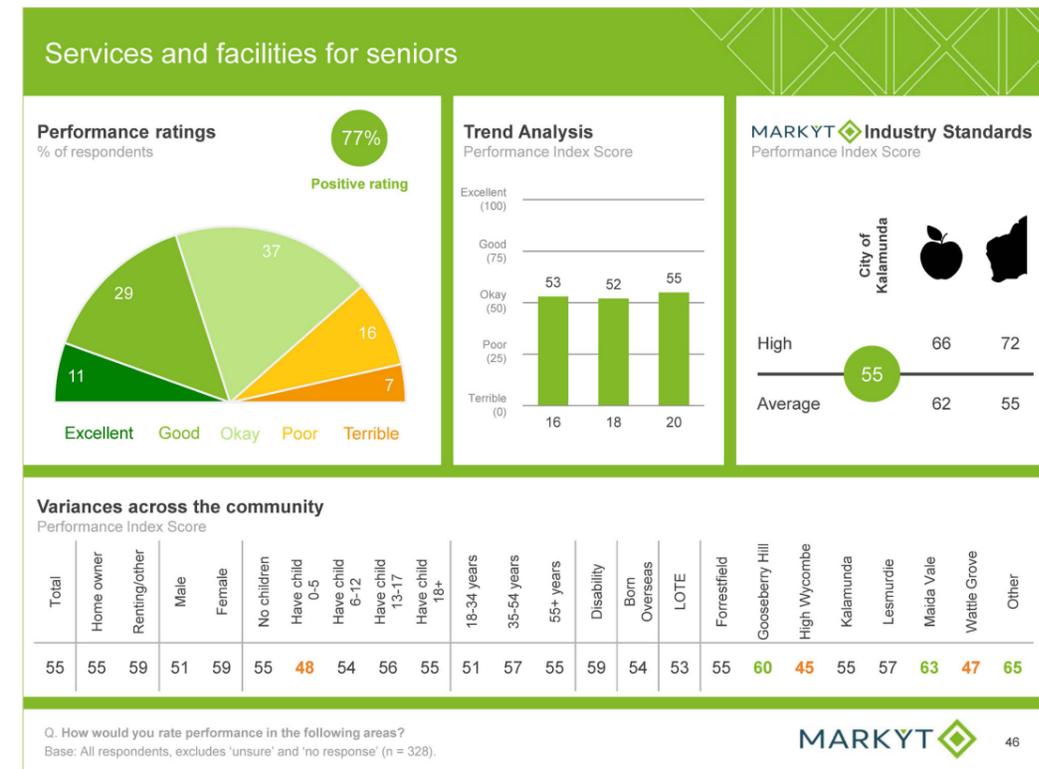
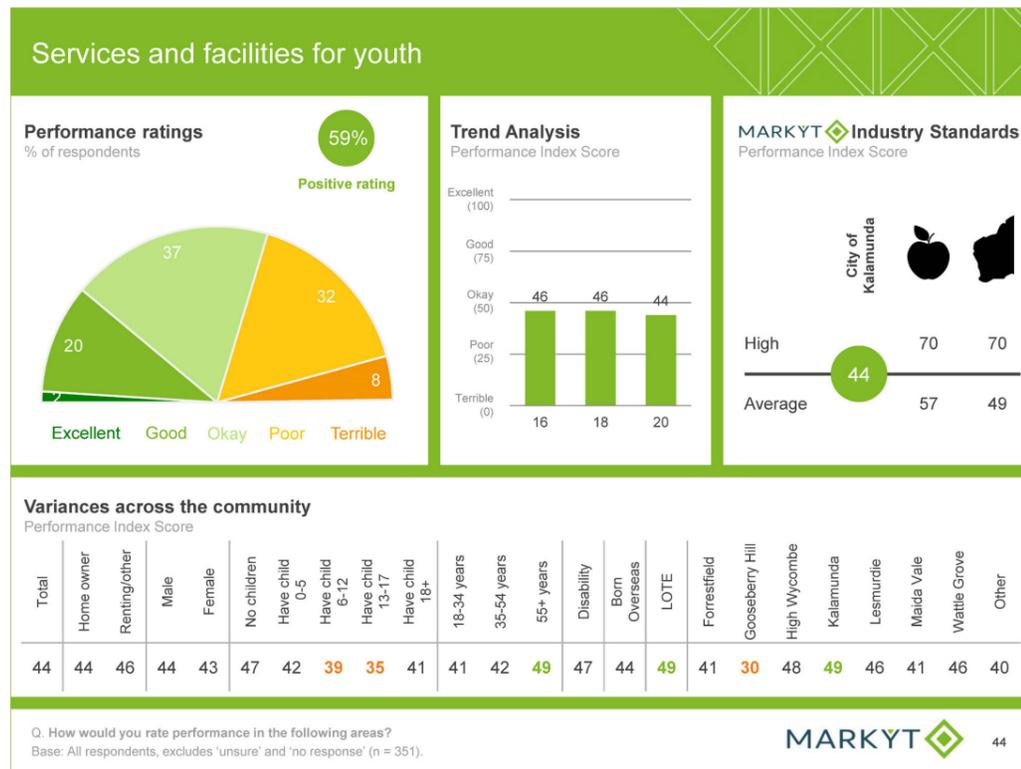


Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
47	46	54	46	48	52	38	44	44	47	50	42	50	49	45	36	51	43	42	50	48	39	42	48

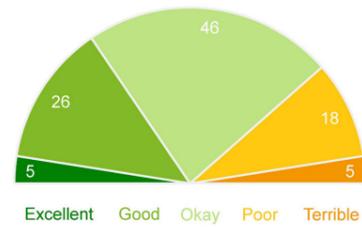
Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 301).
MARKYT 42

Community Services

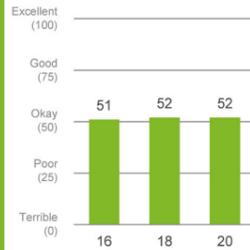


Community buildings, halls and toilets

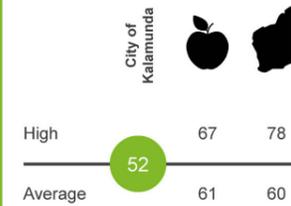
Performance ratings
% of respondents



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



Variations across the community
Performance Index Score

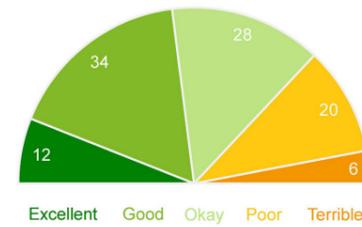
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
52	53	49	51	54	56	44	51	47	53	50	51	55	54	51	44	53	48	52	55	56	46	51	50

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 419).



Playgrounds, parks, reserves and ovals

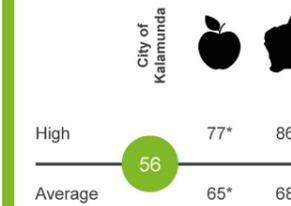
Performance ratings
% of respondents



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
56	56	62	55	58	64	40	48	56	63	50	52	65	61	61	57	53	54	61	60	55	59	54	56

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 438).

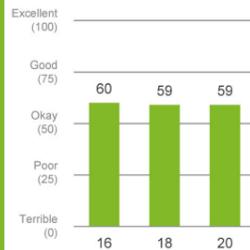


Sport and recreation facilities

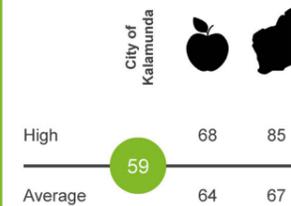
Performance ratings
% of respondents



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



Variations across the community
Performance Index Score

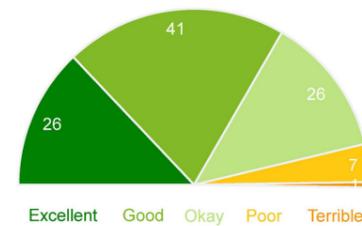
Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
59	59	58	57	61	64	48	57	53	58	54	56	65	69	58	51	60	53	58	60	61	58	58	59

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 425).

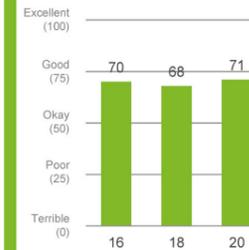


Library and information services

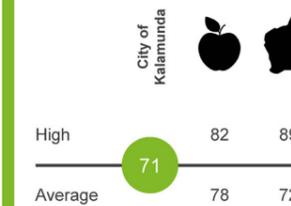
Performance ratings
% of respondents



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score

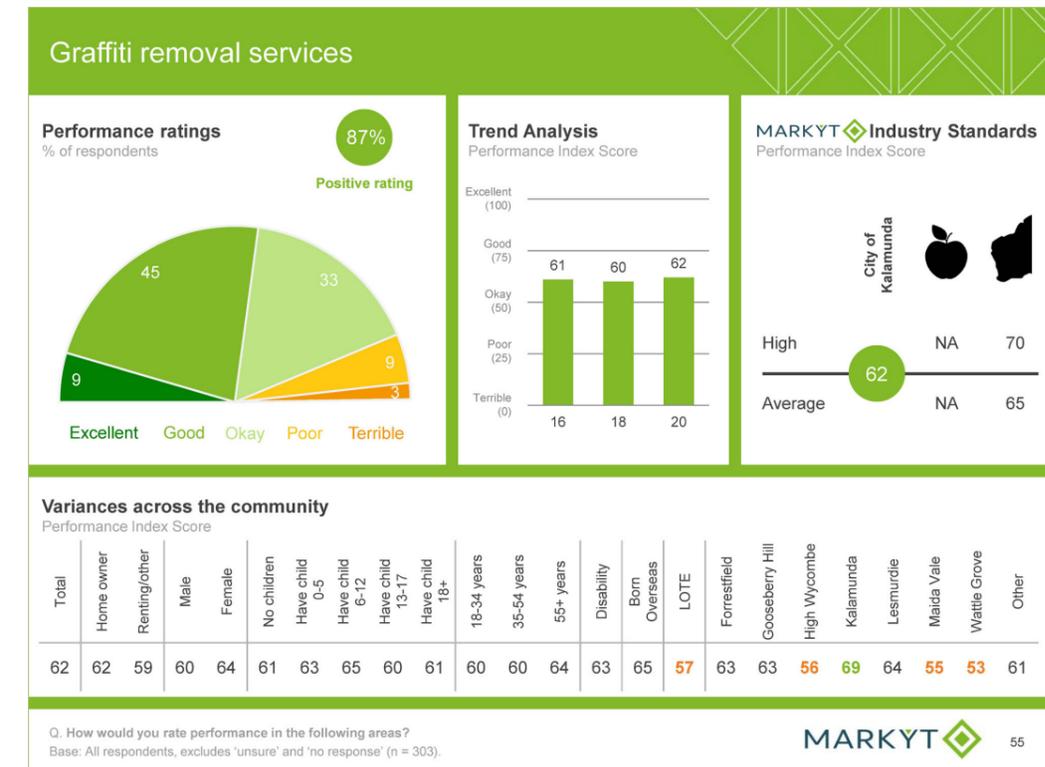
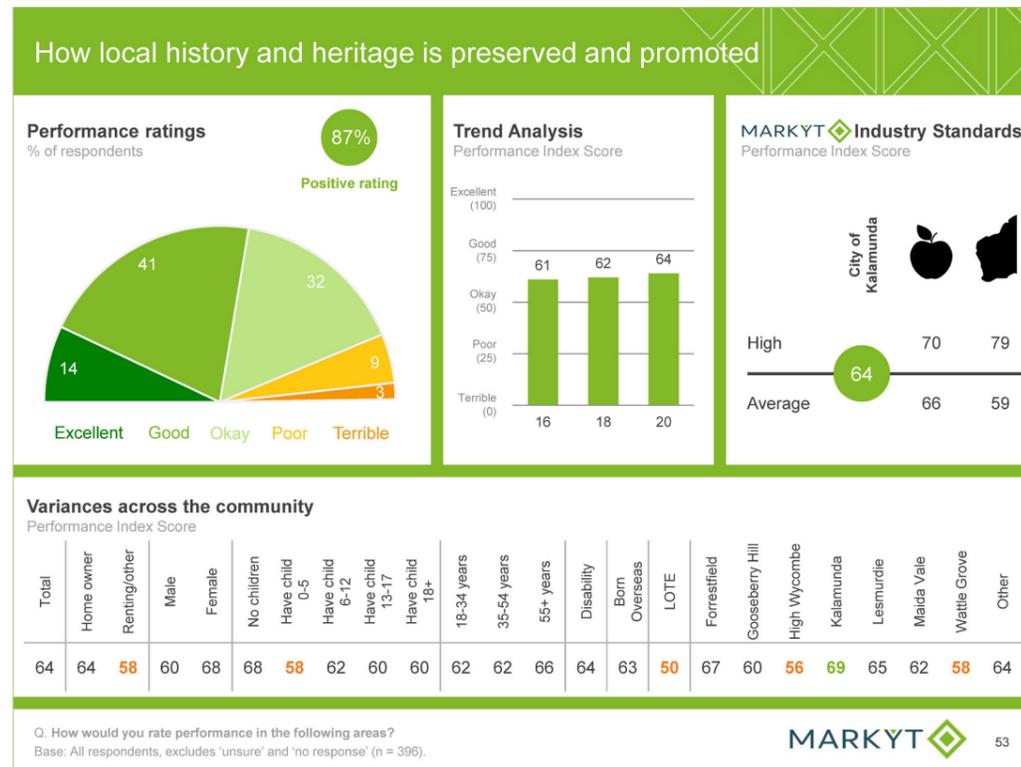
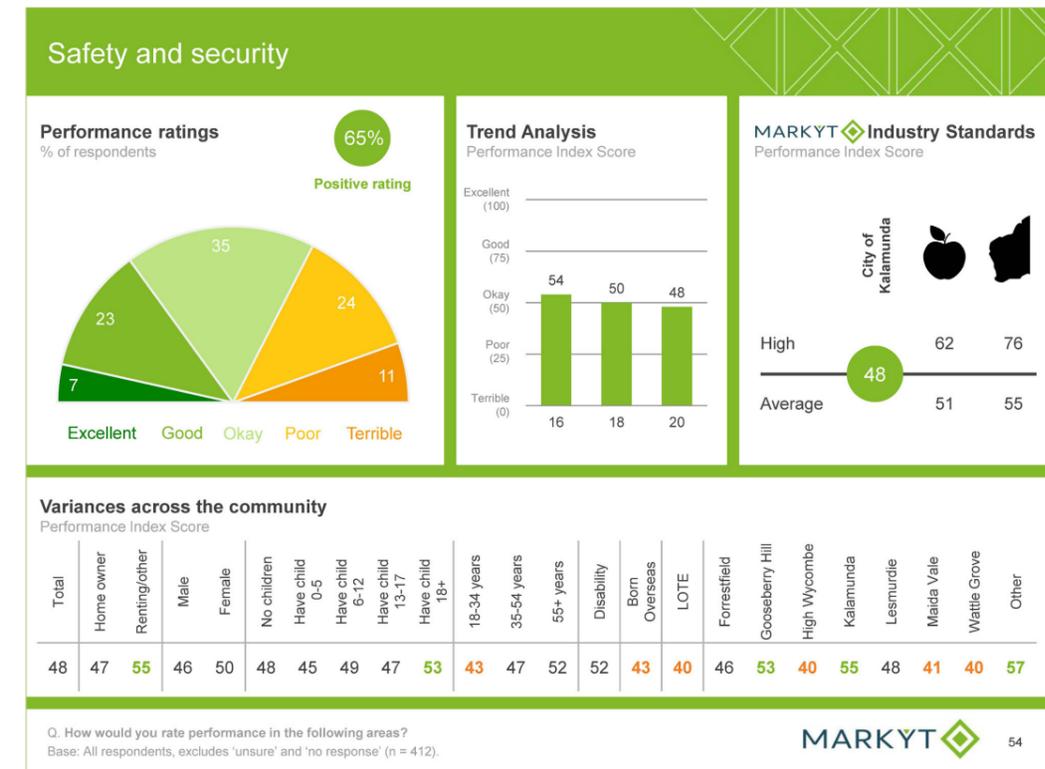
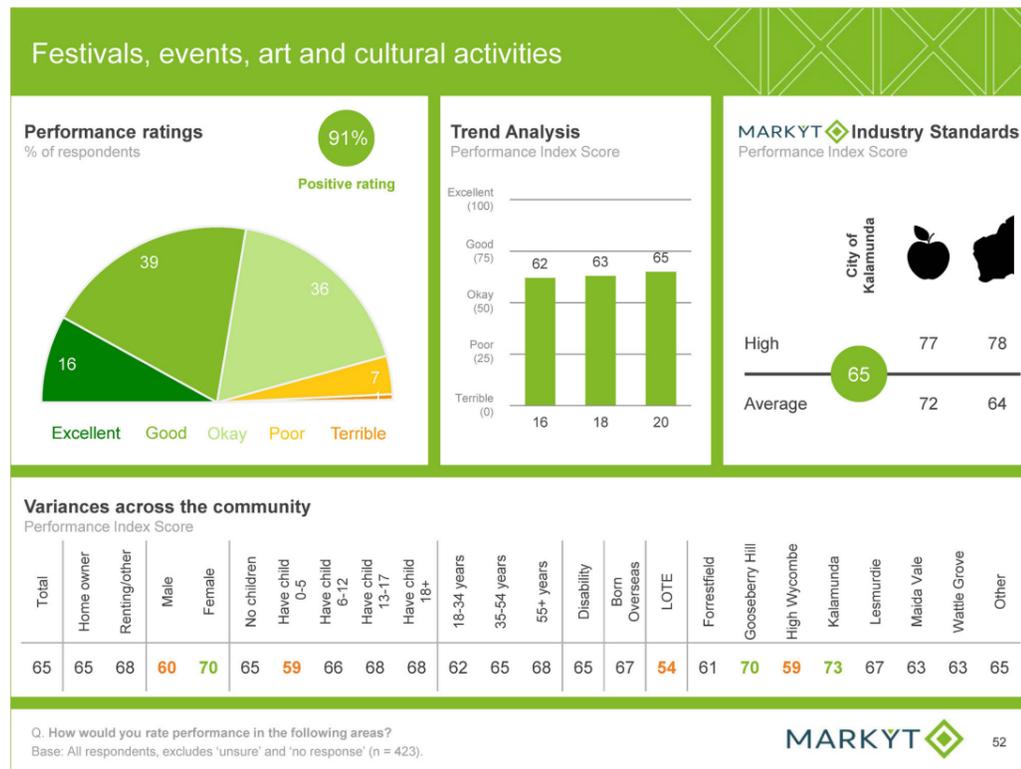


Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
71	71	68	68	73	74	64	72	66	68	68	69	74	72	72	61	62	65	72	77	77	65	64	75

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 399).





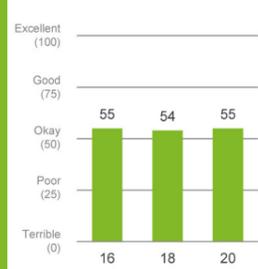
Built Environment

The area's character and identity

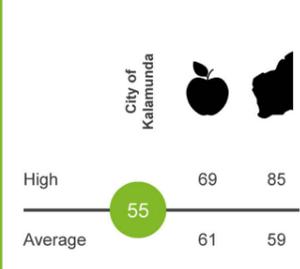
Performance ratings
% of respondents



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurle	Maida Vale	Wattle Grove	Other
55	54	66	52	58	53	56	54	60	62	58	54	54	55	54	54	59	60	50	55	58	44	49	55

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 416).

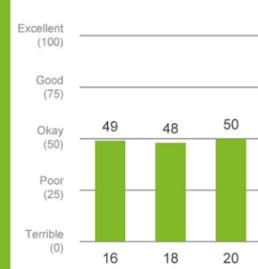


Building and maintaining local roads

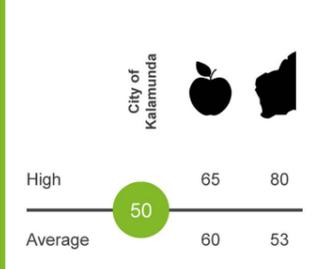
Performance ratings
% of respondents



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurle	Maida Vale	Wattle Grove	Other
50	50	53	46	54	51	45	51	51	55	48	48	54	55	48	48	56	46	43	51	51	47	45	55

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 421).

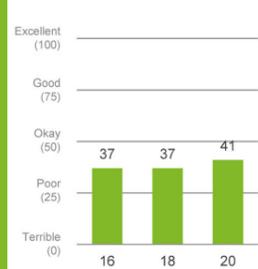


Planning and building approvals

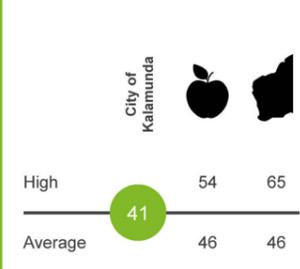
Performance ratings
% of respondents



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score



Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurle	Maida Vale	Wattle Grove	Other
41	40	47	41	41	40	41	44	37	42	42	43	38	40	35	40	52	31	36	38	46	36	34	38

Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 321).

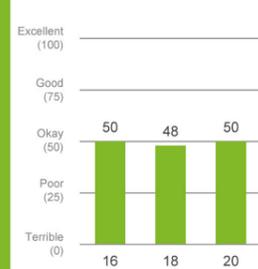


Traffic management on local roads

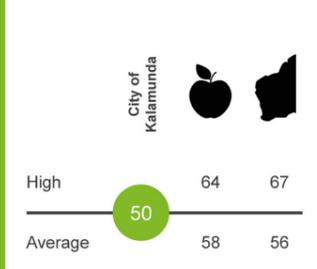
Performance ratings
% of respondents



Trend Analysis
Performance Index Score



MARKYT Industry Standards
Performance Index Score

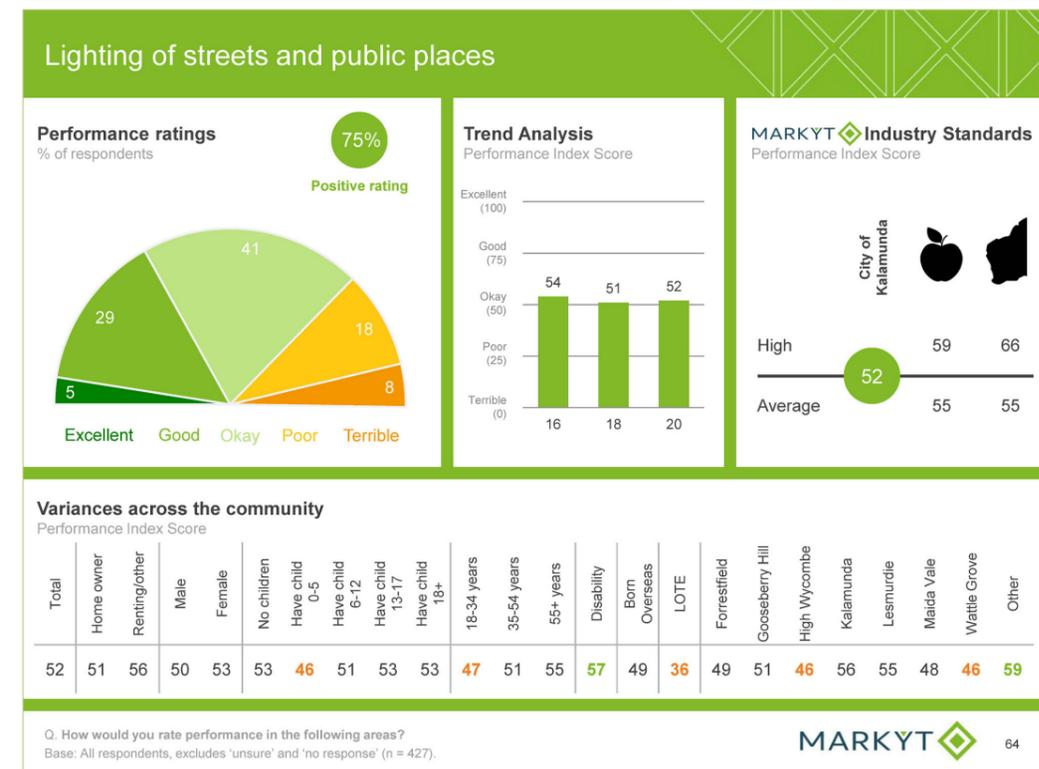
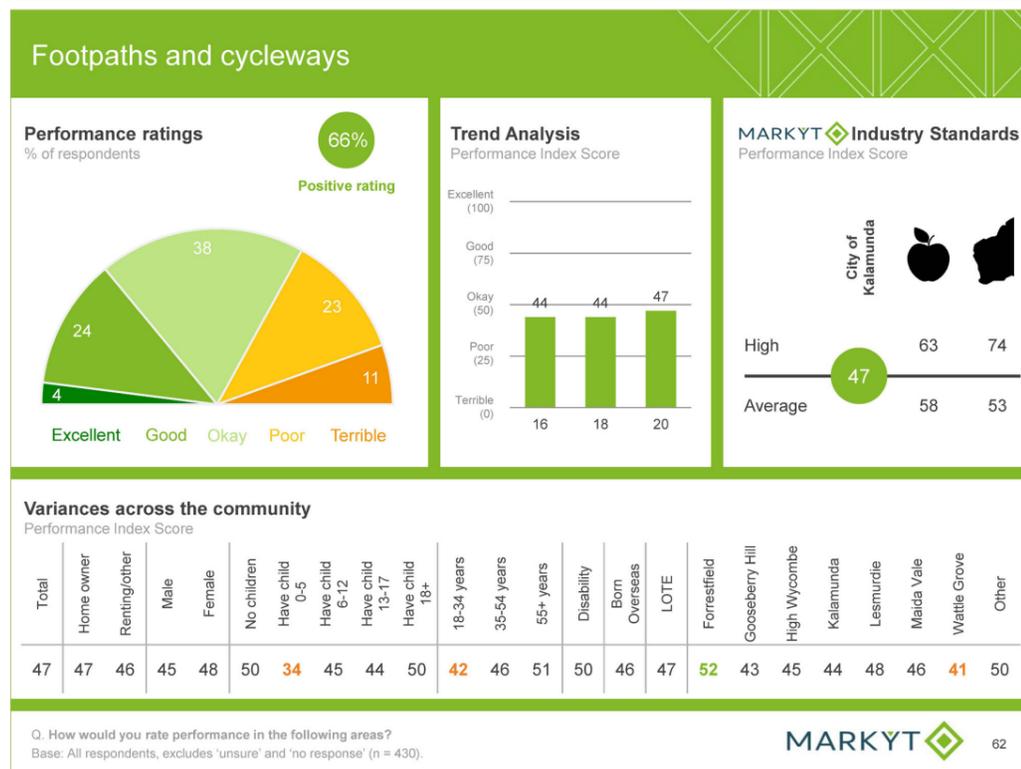
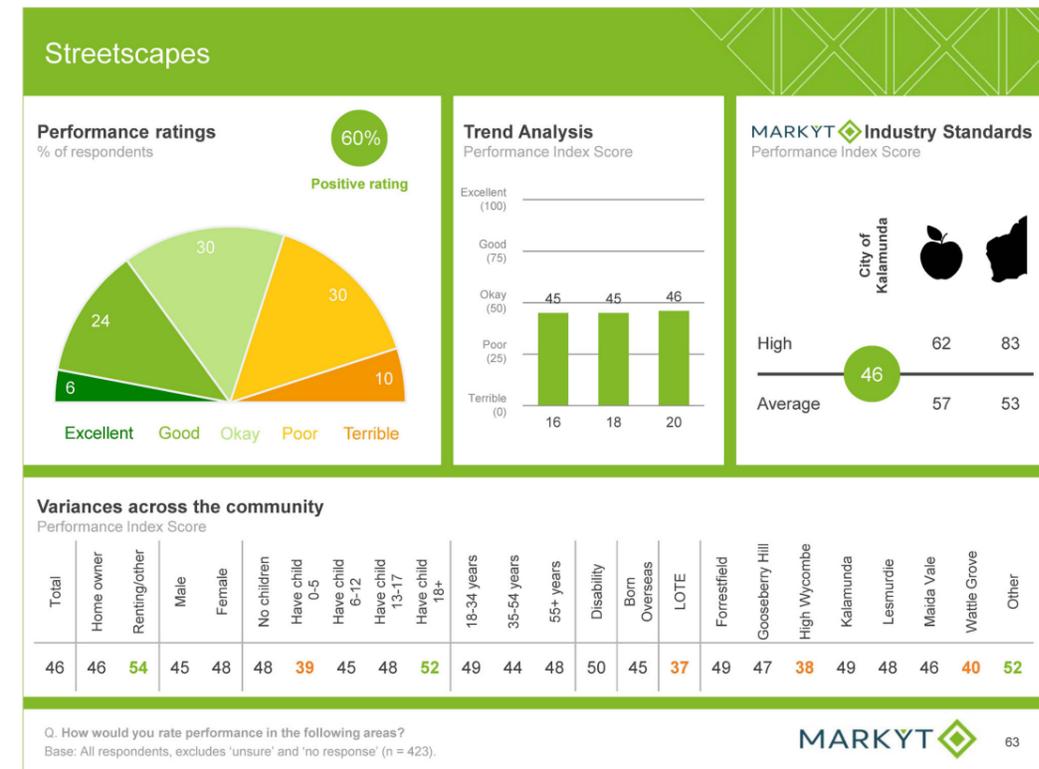
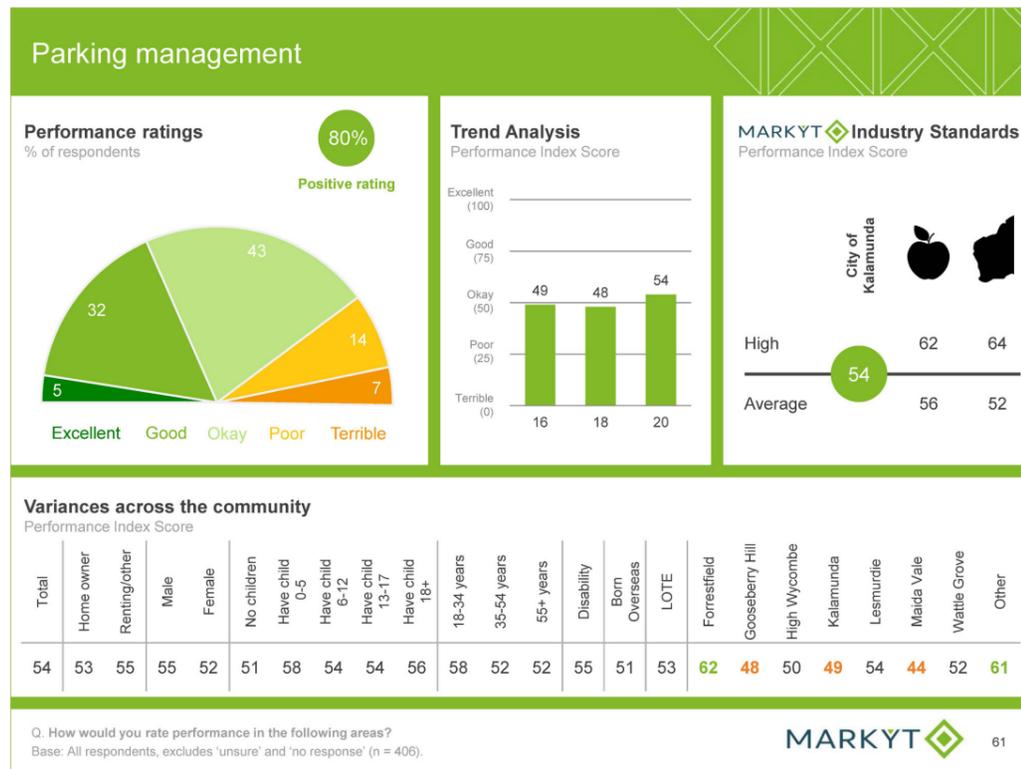


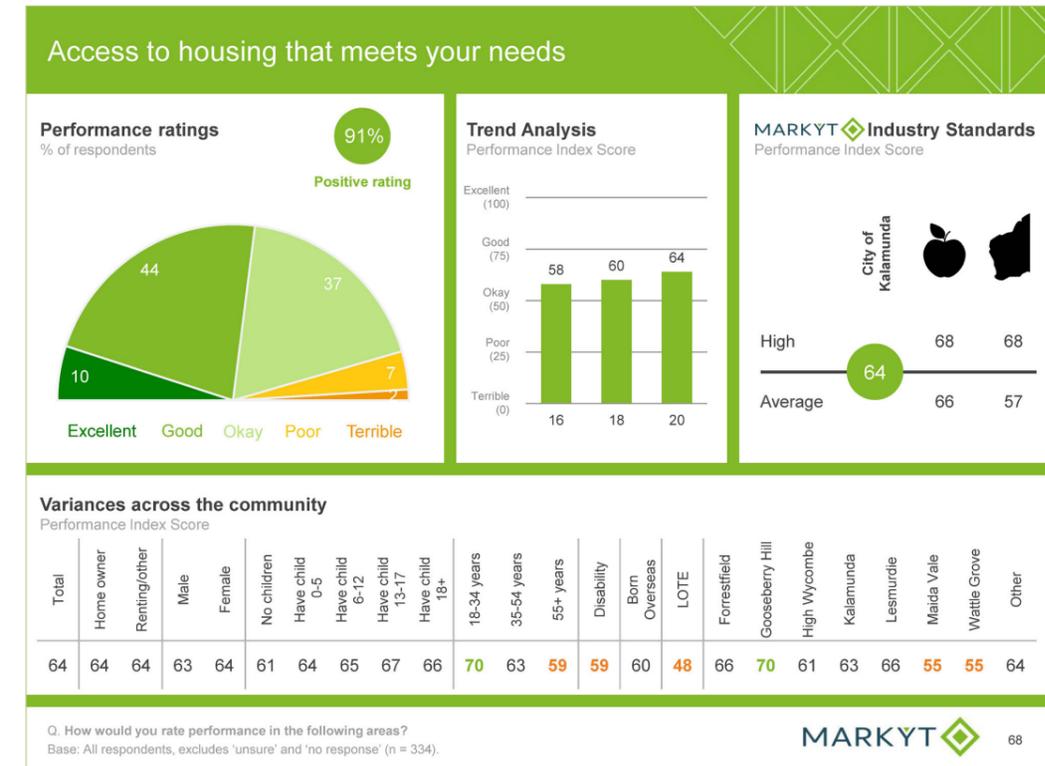
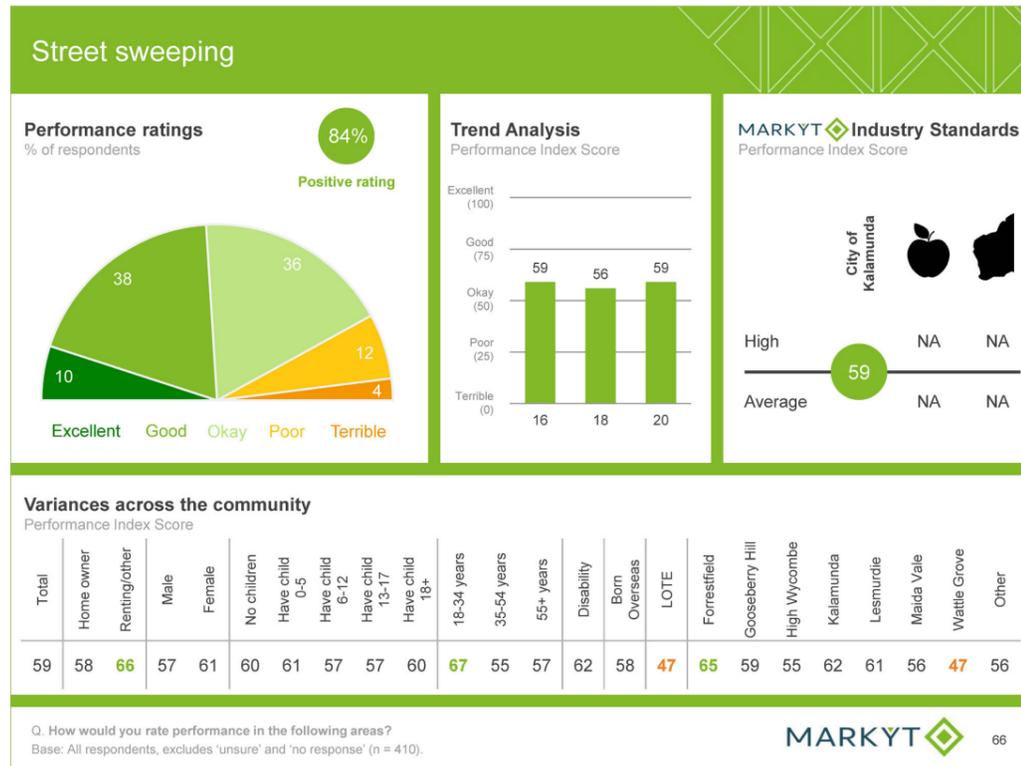
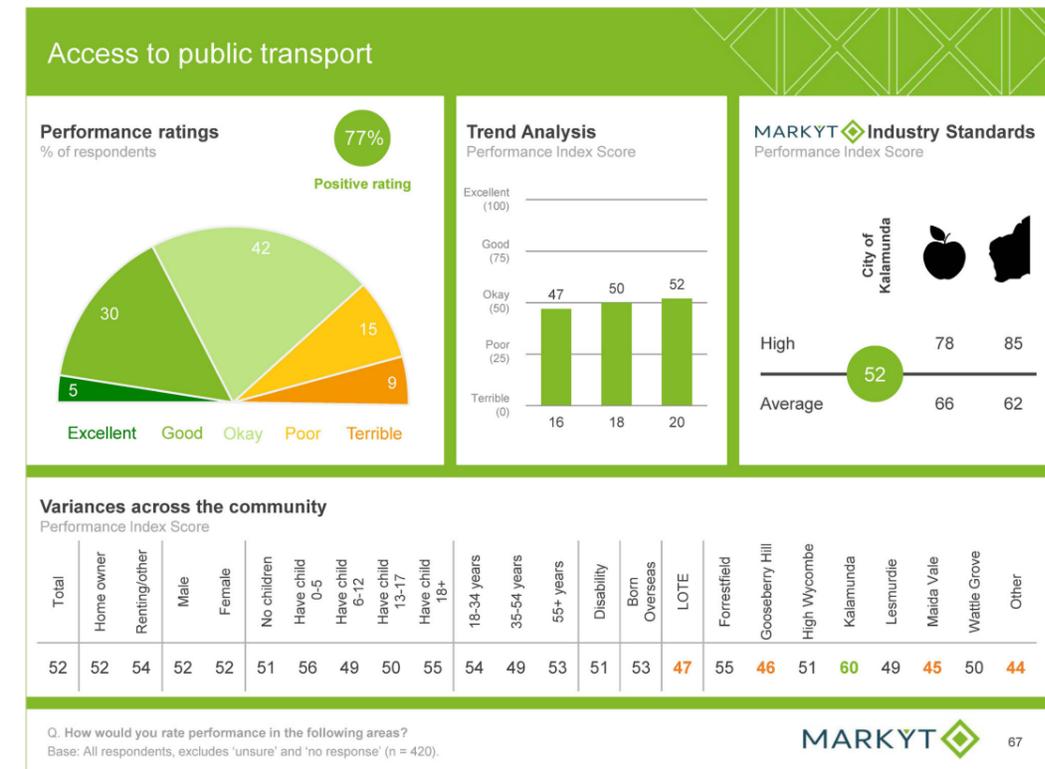
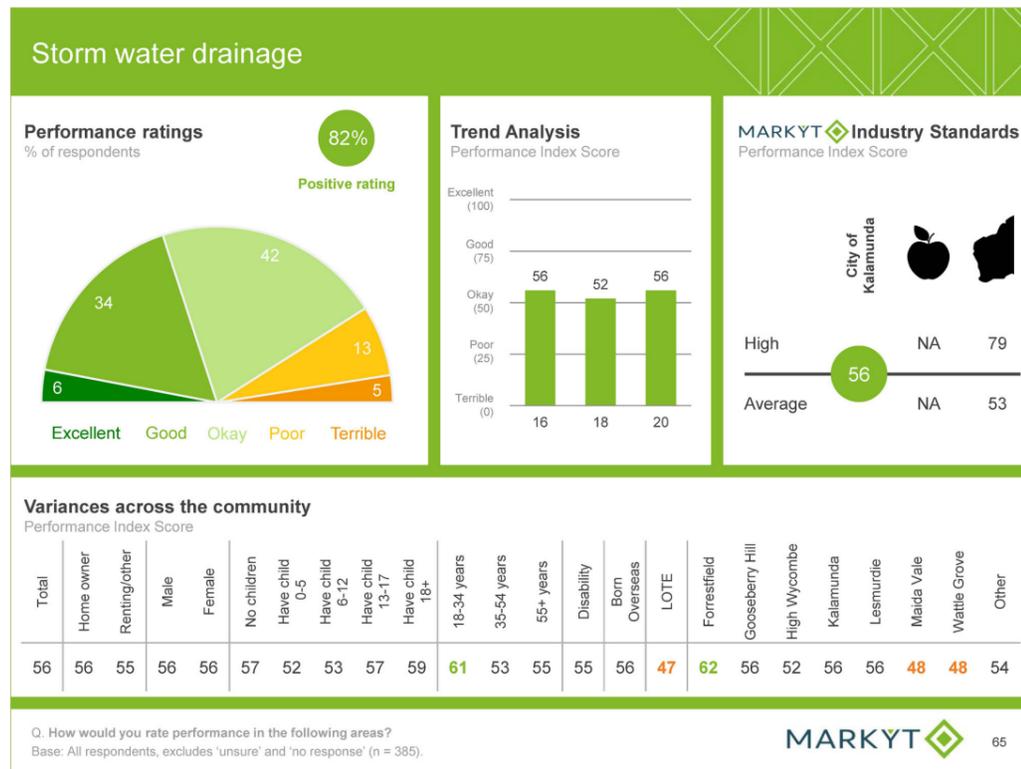
Variations across the community
Performance Index Score

Total	Home owner	Renting/other	Male	Female	No children	Have child 0-5	Have child 6-12	Have child 13-17	Have child 18+	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurle	Maida Vale	Wattle Grove	Other
50	49	56	49	52	49	50	50	51	55	55	47	50	51	47	43	57	54	43	47	48	41	46	60

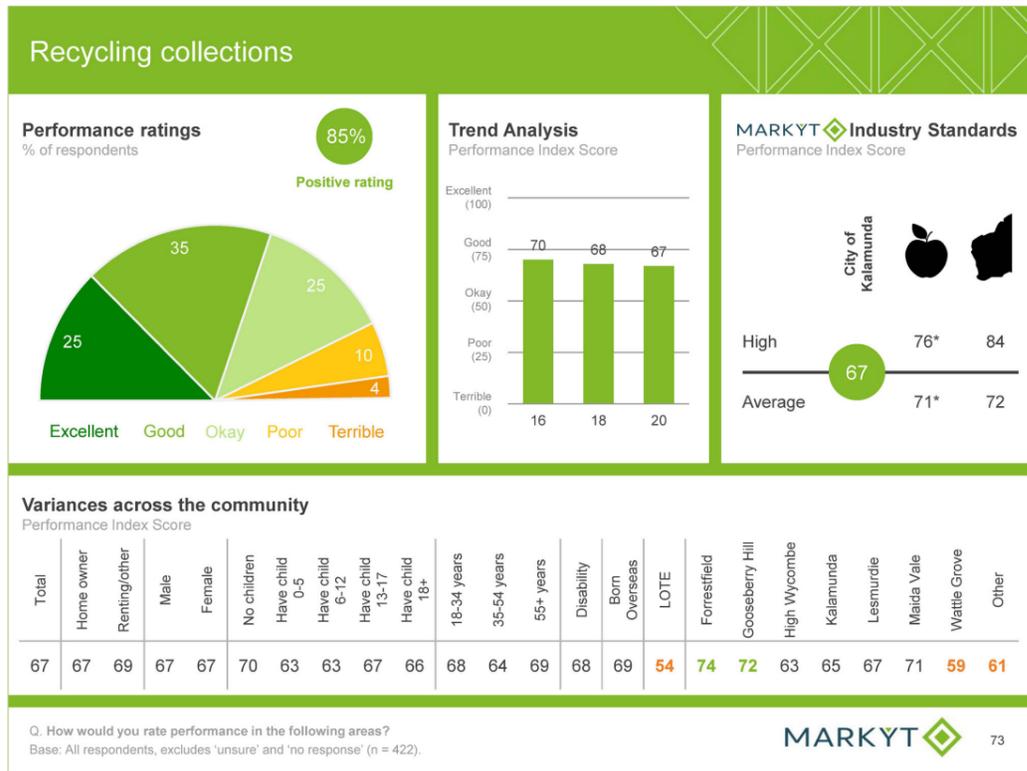
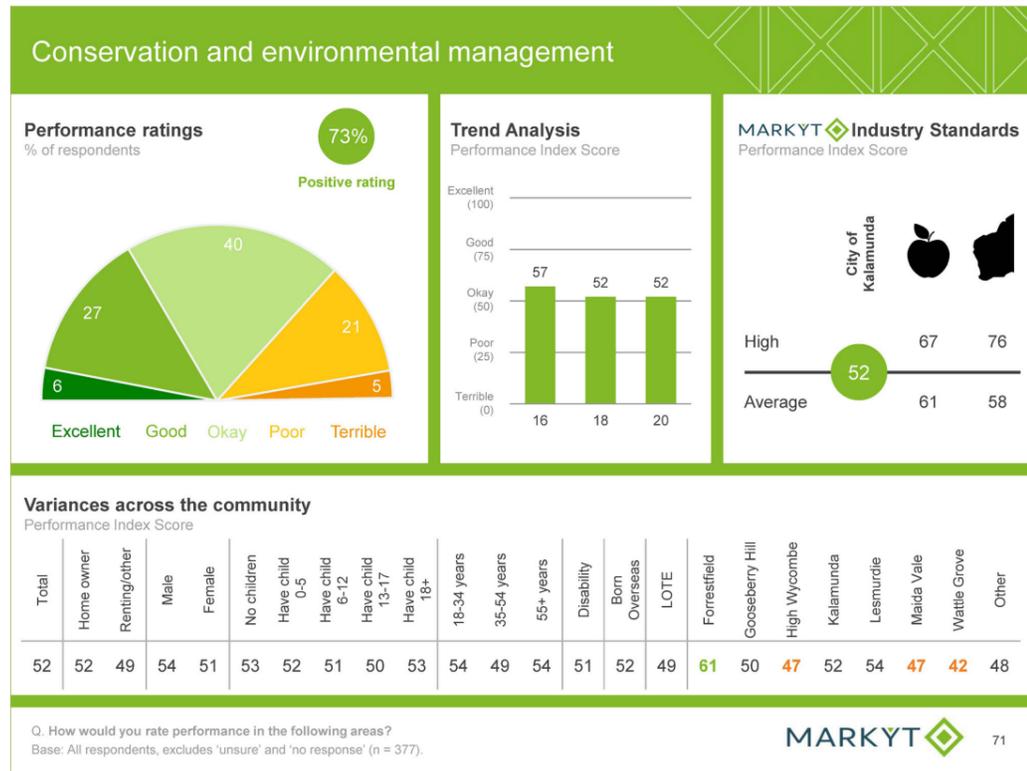
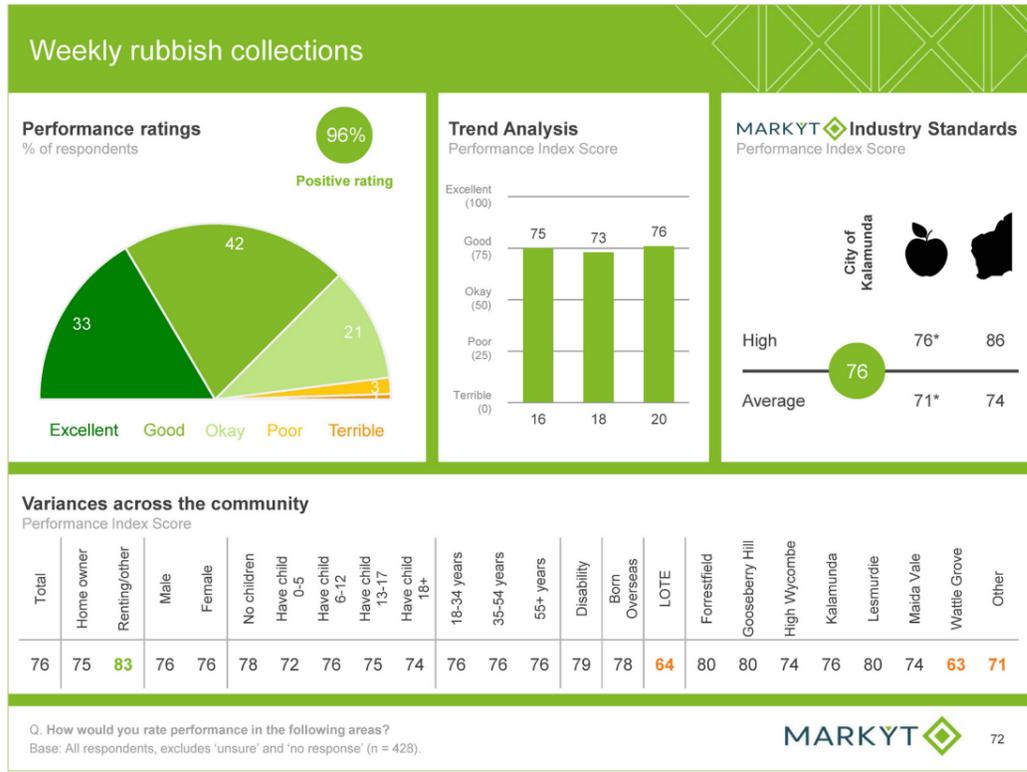
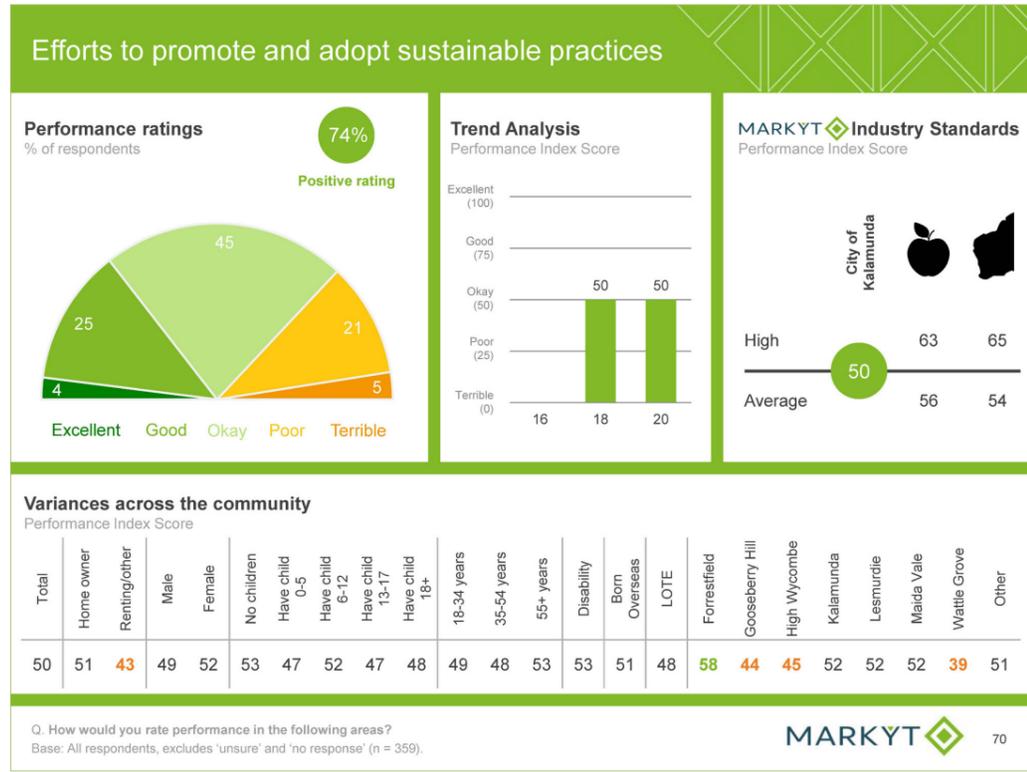
Q. How would you rate performance in the following areas?
Base: All respondents, excludes 'unsure' and 'no response' (n = 415).

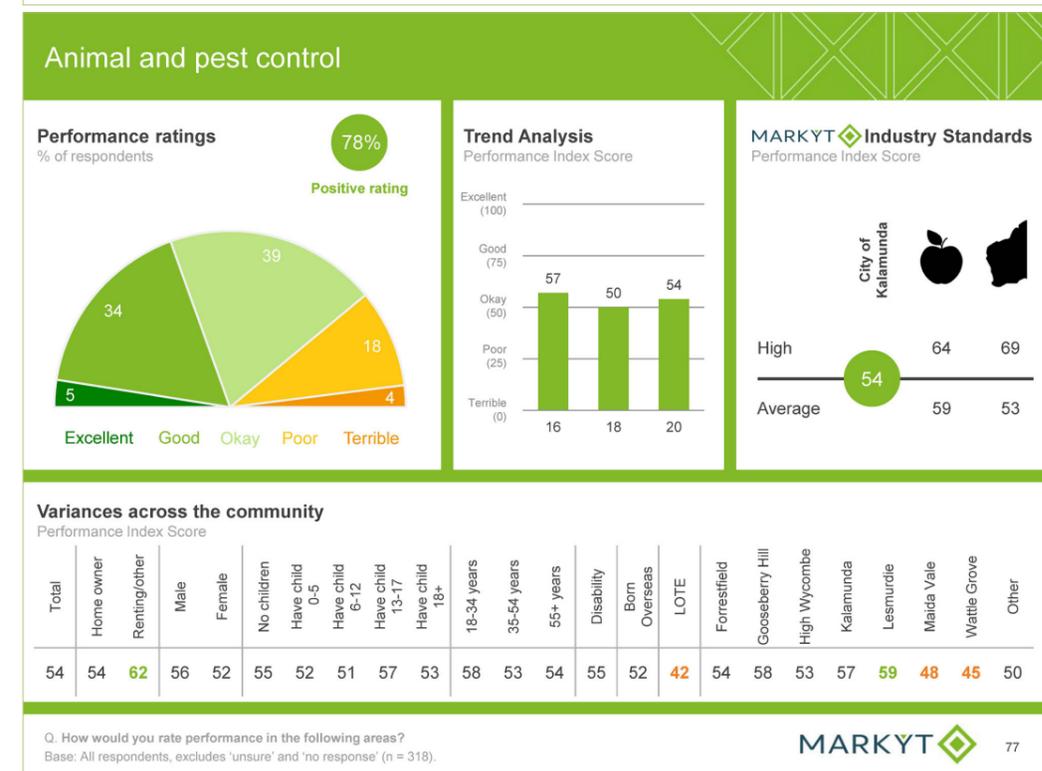
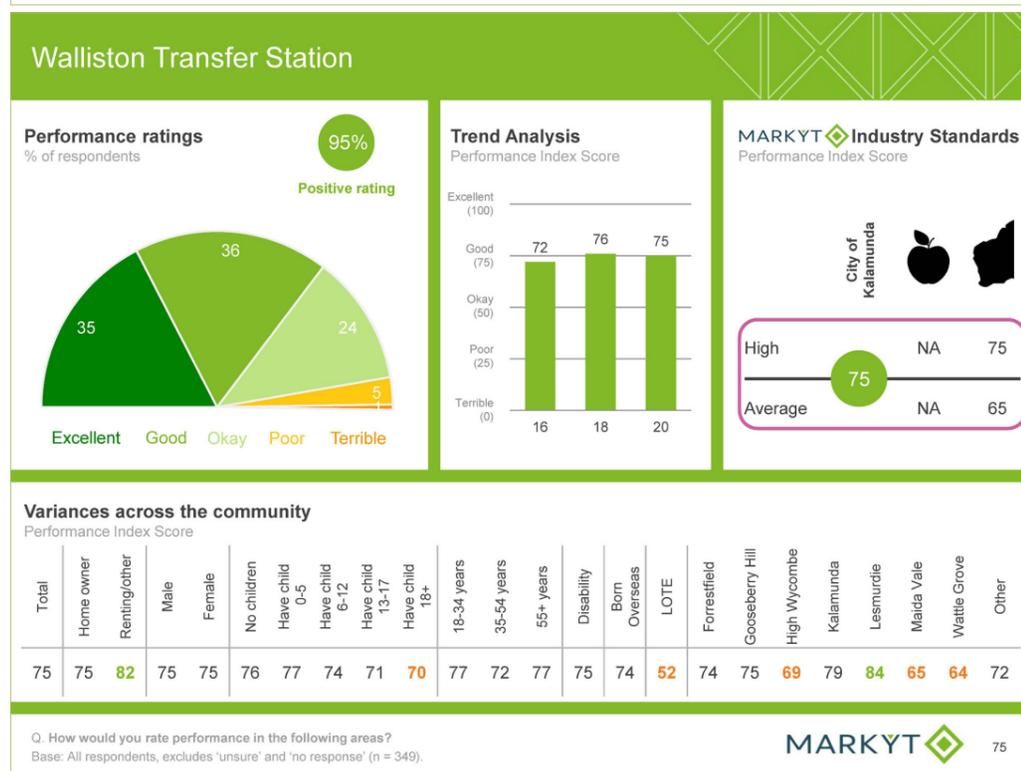
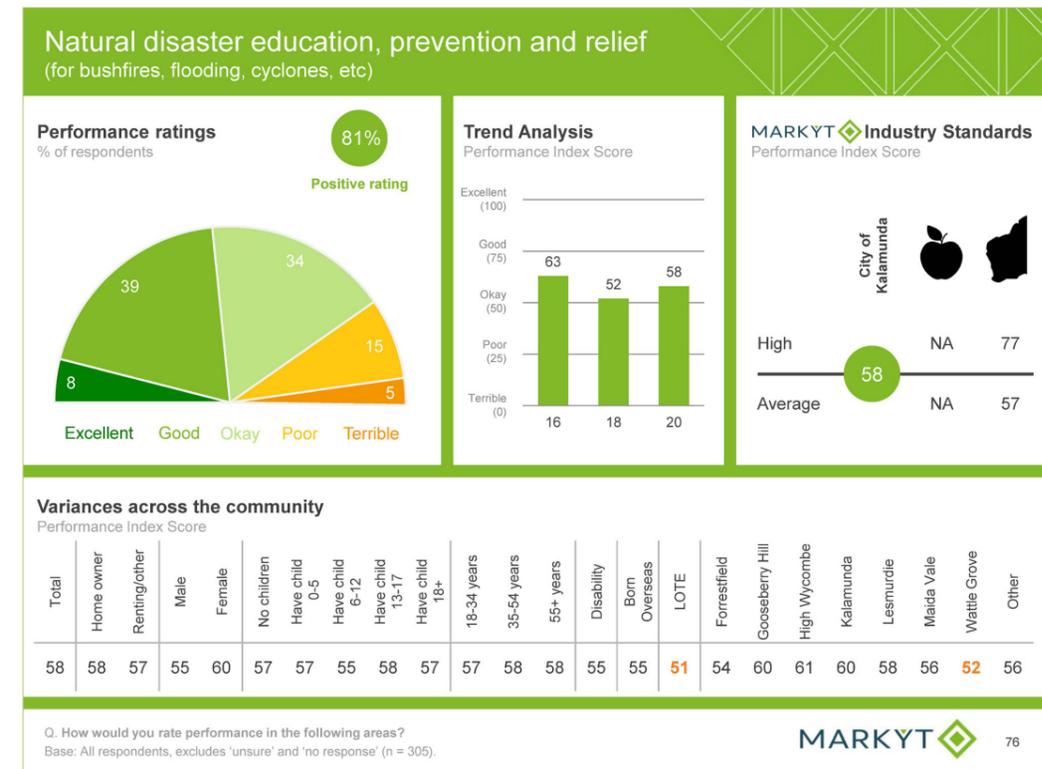
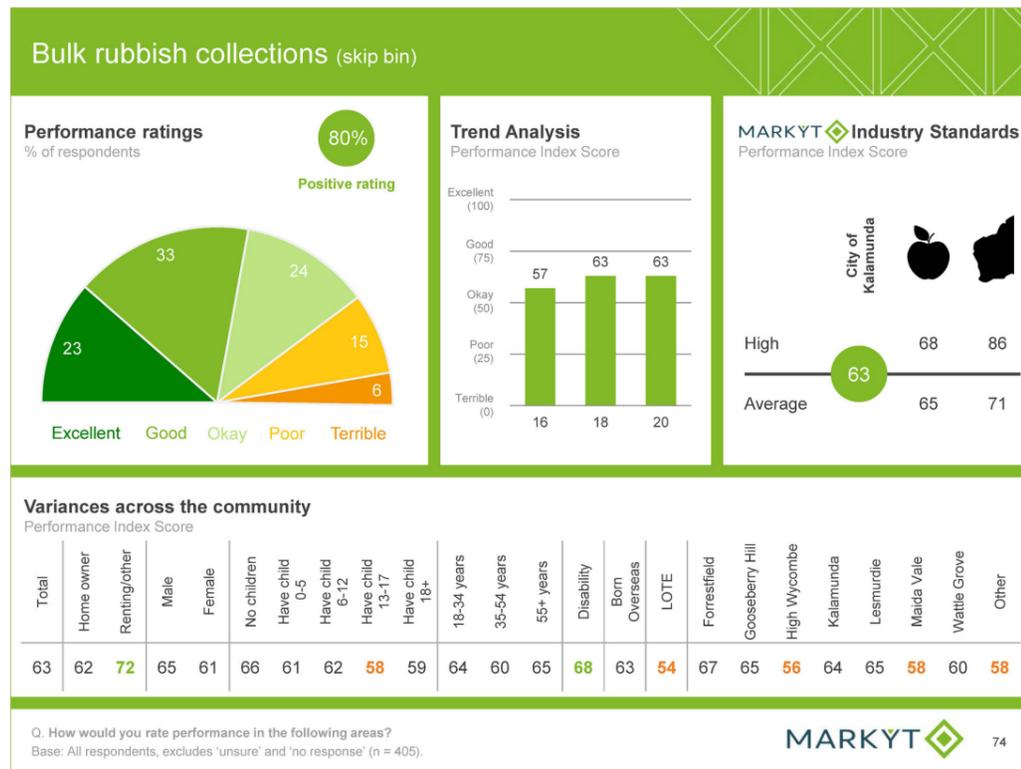


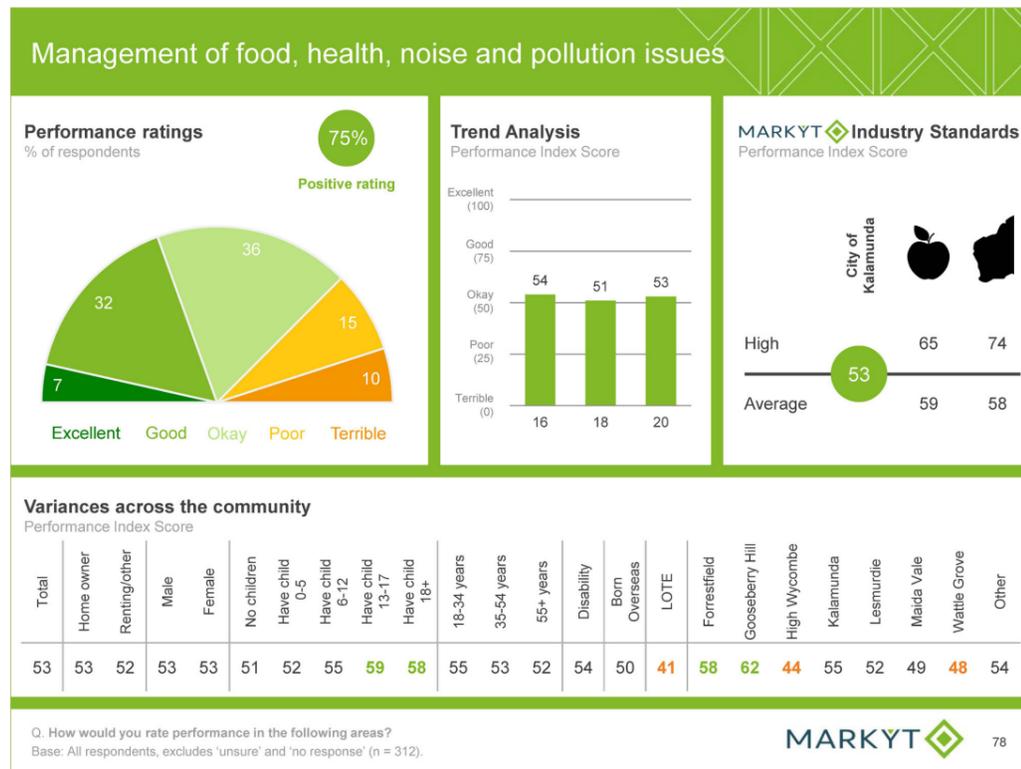




Natural Environment







Overview of Community Variances

Summary of community variances

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Child 6-12 yrs	Child 13-17yrs	Child 18+ yrs	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
Place to live	81	81	82	81	81	81	76	80	84	85	83	80	81	76	83	70	79	90	72	90	83	85	68	83
Governing Organisation	56	56	60	55	57	57	50	55	53	58	59	55	56	58	53	53	62	54	57	57	58	58	42	54
Value from Council rates	46	46	51	45	47	50	37	44	40	45	43	44	50	49	46	43	47	47	43	51	49	44	33	44
Council's leadership	45	44	47	42	48	48	41	43	40	44	43	43	47	46	45	44	47	39	40	48	49	50	34	45
Open and transparent	41	40	46	40	41	43	39	36	38	41	43	38	42	40	39	45	41	38	38	40	45	45	39	38
Consultation	47	47	52	46	48	47	44	46	46	49	52	45	46	50	45	52	50	42	48	47	48	45	40	49
Informing the community	50	50	53	49	51	51	47	48	53	55	51	49	50	52	50	49	47	52	50	54	52	53	43	49
Customer service	58	57	62	55	60	59	52	59	57	58	56	57	59	64	57	56	60	54	57	60	60	55	54	52
Coverage in local newspaper	50	50	51	47	54	51	46	49	52	53	47	51	51	57	51	49	52	52	51	51	49	53	40	54
Mayor's monthly news message	51	51	53	50	53	52	47	48	51	53	47	49	54	50	50	50	44	58	55	55	52	58	44	48
eNews	56	56	51	54	58	58	49	56	53	55	56	54	58	57	56	52	56	60	54	61	54	57	50	56
City's website	58	59	51	54	62	58	56	59	56	58	57	58	58	60	57	55	58	54	61	62	56	58	50	60
Social media presence	50	49	53	45	55	49	47	47	50	54	55	48	47	52	46	45	51	57	49	51	43	47	45	57
Online engagement tool	54	53	61	53	55	53	51	54	60	60	55	55	52	54	53	41	53	64	55	54	53	61	44	53
Economic development	40	39	50	38	43	41	36	39	38	44	40	40	41	48	38	35	41	39	37	44	42	41	35	41
Access to education and training	47	46	54	46	48	52	38	44	44	47	50	42	50	49	45	36	51	43	42	50	48	39	42	48
Youth services and facilities	44	44	46	44	43	47	42	39	35	41	41	42	49	47	44	49	41	30	48	49	46	41	46	40
Services for families	50	49	63	48	53	54	43	44	48	53	49	45	55	55	52	47	44	54	54	52	50	49	49	51
Seniors services and facilities	55	55	59	51	59	55	48	54	56	55	51	57	55	59	54	53	55	60	45	55	57	63	47	65
Disability access	46	47	43	45	48	48	38	45	46	49	37	47	51	48	41	45	48	46	35	49	49	52	47	55
Buildings, halls and toilets	52	53	49	51	54	56	44	51	47	53	50	51	55	54	51	44	53	48	52	55	56	46	51	50
Sport and recreation	59	59	58	57	61	64	48	57	53	58	54	56	65	69	58	51	60	53	58	60	61	58	58	59
Playgrounds, parks, reserves & ovals	56	56	62	55	58	64	40	48	56	63	50	52	65	61	61	57	53	54	61	60	55	59	54	56
Library services	71	71	68	68	73	74	64	72	66	68	68	69	74	72	72	61	62	65	72	77	77	65	64	75
Festivals, events, art & culture	65	65	68	60	70	65	59	66	68	68	62	65	68	65	67	54	61	70	59	73	67	63	63	65
History and heritage	64	64	58	60	68	68	58	62	60	60	62	62	66	64	63	50	67	60	56	69	65	62	58	64
Safety and security	48	47	55	46	50	48	45	49	47	53	43	47	52	52	43	40	46	53	40	55	48	41	40	57
Graffiti removal	62	62	59	60	64	61	63	65	60	61	60	60	64	63	65	57	63	63	56	69	64	55	53	61

MARKYT 81

Overview of community variances

Performance scores tended to be **higher** among:

- Non-home owners
- Residents in Forrestfield - for the built and natural environment

Performance scores tended to be **lower** across a number of service areas among:

- Families with younger children (5 years or younger)
- People who mainly speak a language other than English
- Residents in Wattle Grove, Maida Value and High Wycombe

Variances were also noted across individual service areas (highlighted overleaf).

MARKYT

Summary of community variances

	Total	Home owner	Renting / other	Male	Female	No children	Have child 0-5	Child 6-12 yrs	Child 13-17yrs	Child 18+ yrs	18-34 years	35-54 years	55+ years	Disability	Born Overseas	LOTE	Forrestfield	Gooseberry Hill	High Wycombe	Kalamunda	Lesmurdie	Maida Vale	Wattle Grove	Other
Area's character & identity	55	54	66	52	58	53	56	54	60	62	58	54	54	55	54	54	59	60	50	55	58	44	49	55
Planning and building	41	40	47	41	41	40	41	44	37	42	42	43	38	40	35	40	52	31	36	38	46	36	34	38
Road maintenance	50	50	53	46	54	51	45	51	51	55	48	48	54	55	48	48	56	46	43	51	51	47	45	55
Traffic management	50	49	56	49	52	49	50	50	51	55	55	47	50	51	47	43	57	54	43	47	48	41	46	60
Parking management	54	53	55	55	52	51	58	54	54	56	58	52	52	55	51	53	62	48	50	49	54	44	52	61
Footpaths and cycleways	47	47	46	45	48	50	34	45	44	50	42	46	51	50	46	47	52	43	45	44	48	46	41	50
Streetscapes	46	46	54	45	48	48	39	45	48	52	49	44	48	50	45	37	49	47	38	49	48	46	40	52
Lighting of streets & public places	52	51	56	50	53	53	46	51	53	53	47	51	55	57	49	36	49	51	46	56	55	48	46	59
Storm water drainage	56	56	55	56	56	57	52	53	57	59	61	53	55	55	56	47	62	56	52	56	56	48	48	54
Street sweeping	59	58	66	57	61	60	61	57	57	60	67	55	57	62	58	47	65	59	55	62	61	56	47	56
Public transport	52	52	54	52	52	51	56	49	50	55	54	49	53	51	53	47	55	46	51	60	49	45	50	44
Access to housing	64	64	64	63	64	61	64	65	67	66	70	63	59	59	60	48	66	70	61	63	66	55	55	64
Sustainable practices	50	51	43	49	52	53	47	52	47	48	49	48	53	53	51	48	58	44	45	52	52	52	39	51
Conservation and environment	52	52	49	54	51	53	52	51	50	53	54	49	54	51	52	49	61	50	47	52	54	47	42	48
Rubbish collections	76	75	83	76	76	78	72	76	75	74	76	76	76	79	78	64	80	80	74	76	80	74	63	71
Recycling collections	67	67	69	67	67	70	63	63	67	66	68	64	69	68	69	54	74	72	63	65	67	71	59	61
Bulk rubbish collections	63	62	72	65	61	66	61	62	58	59	64	60	65	68	63	54	67	65	56	64	65	58	60	58
Walliston Transfer Station	75	75	82	75	75	76	77	74	71	70	77	72	77	75	74	52	74	75	69	79	84	65	64	72
Natural disaster education etc.	58	58	57	55	60	57	57	55	58	57	57	58	58	55	55	51	54	60	61	60	58	56	52	56
Animal and pest control	54	54	62	56	52	55	52	51	57	53	58	53	54	55	52	42	54	58	53	57	59	48	45	50
Food, health, noise and pollution	53	53	52	53	53	51	52	55	59	58	55	53	52	54	50	41	58	62	44	55	52	49	48	54

MARKYT 82

MARKYT Community Trends Window™

The MARKYT® Community Trends Window shows trends in performance over the past two years.

In the City of Kalamunda's Community Trends Window, detailed overleaf, most services are ideally located in Window 1. They are higher performing areas that continue to improve. The **stand out improvers** are:

- City's online engagement tool (up 9 points)
- Natural disaster education, prevention and relief (up 6 points)
- Parking management (up 6 points)
- Customer service (up 5 points)

Window 2 includes lower performing areas that are improving. Celebrate progress and continue to work on areas such as how the community is consulted.

Window 4 includes lower performing areas in decline. The main concern is coverage of City related issues in the local newspaper, followed by youth services, safety and security, and economic development.

MARKYT 84

Copyright CATALYSE® Pty Ltd. © 2020

Summary of community trends
Local community priorities

MARKYT Community Priorities Window™

In the City of Kalamunda's Community Priorities Window, detailed overleaf, most services are ideally located in windows A + B. They are high performing areas, receiving average ratings between okay and excellent.

Perceived **strengths** in Window A (green dots) include:

- Weekly rubbish collections
- Walliston Transfer Station

Moving forward, the community would like Council to **prioritise** services and facilities in Windows F + G (orange dots):

- Playgrounds, parks, reserves and ovals
- Footpaths and cycleways
- Streetscapes
- Area's character and identity
- Safety and security
- Traffic management
- Economic development
- Sport and recreation centres

Other **lower performing areas** to address, where average performance is below okay (Window C, yellow dots), include:

- Value for money
- Council's leadership, openness and transparency
- How the community is consulted and informed
- Youth services
- Disability access
- Planning and building approvals
- Access to education and training

MARKYT 87

Copyright CATALYSE® Pty Ltd. © 2020

MARKYT Community Trends Window™

- Value for money
- Council's leadership
- Open and transparent
- How the community is consulted
- How the community is informed
- Customer service
- Coverage in the local newspaper
- Mayor's monthly news message
- City of Kalamunda eNews
- City's main website
- Social media presence
- City's online engagement tool
- Economic development
- Access to education & training
- Services and facilities for youth
- Services and facilities for families
- Services and facilities for seniors
- Disability access
- Community buildings, halls and toilets
- Sport and recreation facilities
- Playgrounds, parks, reserves and ovals
- Library and information services
- Festivals, events, art and cultural activities
- Local history and heritage
- Safety and security
- Graffiti removal services
- The area's character and identity
- Planning and building approvals
- Building and maintaining local roads
- Traffic management on local roads
- Parking management
- Footpaths and cycleways
- Streetscapes
- Lighting of streets and public places
- Storm water drainage
- Street sweeping
- Access to public transport
- Access to housing that meets your needs
- Efforts to promote sustainable practices
- Conservation & environmental mgt
- Weekly rubbish collections
- Recycling collections
- Bulk rubbish collections (skip bin)
- Walliston Transfer Station
- Natural disaster education, prevention etc.
- Animal and pest control
- Food, health, noise & pollution mgt

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

Copyright CATALYSE® Pty Ltd. © 2020

MARKYT Community Priorities Window™

- Value for money
- Council's leadership
- Open and transparent
- How the community is consulted
- How the community is informed
- Customer service
- Coverage in the local newspaper
- Mayor's monthly news message
- City of Kalamunda eNews
- City's main website
- Social media presence
- City's online engagement tool
- Economic development
- Access to education & training
- Services and facilities for youth
- Services and facilities for families
- Services and facilities for seniors
- Disability access
- Community buildings, halls and toilets
- Sport and recreation facilities
- Playgrounds, parks, reserves and ovals
- Library and information services
- Festivals, events, art and cultural activities
- Local history and heritage
- Safety and security
- Graffiti removal services
- The area's character and identity
- Planning and building approvals
- Building and maintaining local roads
- Traffic management on local roads
- Parking management
- Footpaths and cycleways
- Streetscapes
- Lighting of streets and public places
- Storm water drainage
- Street sweeping
- Access to public transport
- Access to housing that meets your needs
- Efforts to promote sustainable practices
- Conservation & environmental mgt
- Weekly rubbish collections
- Recycling collections
- Bulk rubbish collections (skip bin)
- Walliston Transfer Station
- Natural disaster education, prevention etc.
- Animal and pest control
- Food, health, noise & pollution mgt

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 Kalamunda to focus on improving? Base: All respondents, excludes no response (n = 483)

Copyright CATALYSE® Pty Ltd. © 2020

Community Action Plan Playgrounds, parks, reserves and ovals

Challenges	Community Voices
<ul style="list-style-type: none"> Parks and public spaces are in poor condition <ul style="list-style-type: none"> Stirk Park has been specifically mentioned as having poor maintenance and facilities Some mentions of concerns with parks in outer suburbs (e.g. Forrestfield and Kalamunda) Parents are dissatisfied with the quality of park facilities for children and families There is a lack of facilities and activities for youth 	<p>"Maintain parks and recreation grounds, most are in a terrible condition and unfinished."</p> <p>"All the parks I go to with my kids need a lot of maintenance. It would be good to see parks upgraded and maintained."</p> <p>"Retention of trees, bushland, natural landscapes... Retention and upgrading of public open space."</p> <p>"Outdoor community areas. Would love to see a great playground and BBQ area in Forrestfield."</p> <p>"Improved facilities for kids like interactive playgrounds, cycle trails, nature scapes etc."</p> <p>"Parks for children and youths to play on. Stirk Park is the most easily accessible one for our children to ride to. 6yrs, 10 and 13. They won't play there and I really can't blame them."</p> <p>"Develop an adventure playground in Stirk Park and improve the existing playground there."</p> <p>"A more interactive playground for older kids."</p> <p>"Providing suitable leisure activities for children and youth e.g. a skate park and bicycle area near green parks. A fenced dog exercise area in Kalamunda or Gooseberry Hill."</p> <p>"Put as much effort into parks etc. in other suburbs to match the standard in Kalamunda itself. Some parks look so neglected. Also hope a dog park goes ahead as its really needed."</p>
Community Driven Actions	
<ol style="list-style-type: none"> 1. Improve maintenance and upgrade facilities at local parks and public open spaces 2. Provide natural community spaces 3. Make parks and playgrounds more engaging 4. Provide more activities for youth 5. Improve exercise equipment at local parks 6. More dog friendly parks and exercise areas 	

MARKYT 89

Community Action Plan Streetscapes

Challenges	Community Voices
<ul style="list-style-type: none"> Trees and verges are unattractive and overgrown in some areas Unightly Restricts footpath access and impairs views Poor weed management Fire hazards Lack of trees in other areas 	<p>"Streetscape on major roads ugly especially Lesmurdie and Kalamunda road verges."</p> <p>"Clearing trees off side of road where traffic coming up to driveways, impairing view and almost causing accidents. Removing huge trees overhanging houses."</p> <p>"Council needs to have a plan to visit and treat all street trees and verges without having to be told by ratepayers they need attention."</p> <p>"Cleaning of verge along Kalamunda Road from intersection of Scenic Rd to around about, (1st) in Kalamunda, cutting, trimming growing trees and weeds causing a fire danger."</p> <p>"Improving residential streetscapes i.e. planting of trees on verges where there is no trees."</p> <p>"Brighten up our main streets and tidy up unimproved lots - many are fire hazards. Keep up a better street tree maintenance program and/or encourage and allow residents to trim trees etc themselves. Be proactive about street tidying rather than reactive."</p> <p>"Improving the quality of streetscape, verges, tidiness and historical character of Kalamunda. We look rather scruffy at the moment with scruffy verges, weeds, leaf litter, poor road and pavement surfaces and lack of overall visual coordination throughout the village of Kalamunda."</p> <p>"Area beautification and fixing up all the eyesore properties around the main town."</p> <p>"Looking after the "outer" suburbs. Would like to see areas like Forrestfield and High Wycombe cleaned up. Verges cared for."</p> <p>"Making High Wycombe look respectable like Kalamunda. Not approving shabby looking housing estates and fences like the ones corner of Wittenoom and Kalamunda Rd. Terrible introduction to High Wycombe."</p>
Community Driven Actions	
<ol style="list-style-type: none"> 1. Proactive and regular maintenance of verges and street trees (mowing, tree pruning, rubbish removal, etc) to improve appearance and safety 2. Planting of street trees, and replacement of dead and inappropriate trees 3. Create a consistent sense of place with planning policies and beautification of streetscapes – for residential and commercial properties 	

MARKYT 91

Community Action Plan Sport and recreation facilities

Challenges	Community Voices
<ul style="list-style-type: none"> The pool, gym and recreation centre are not meeting community needs Lack of recreation and fitness opportunities to meet different community needs (e.g. youth, adult, seniors, outdoor fitness, etc) 	<p>"The Kalamunda pool. Needs upgrading in the present position. Heated all year facility with hot showers."</p> <p>"Indoor pool/aquatic centre in the city of Kalamunda. The current pool facilities in Kalamunda are only seasonal, expensive and open times limited. City of Kalamunda needs to invest in our families and encourage us to want to stay."</p> <p>"Updated recreational facilities such as an indoor swimming pool and gym / community centre."</p> <p>"Gym facilities at the top of the hill (Kalamunda) such as live longer stronger program."</p> <p>"Improving the recreation facilities. The current gym in Forrestfield is small and needs updating."</p> <p>"Get a decent leisure centre built that has a pool that is usable and open the same hours as Beatty Park. I live in Kalamunda but all services I utilise are outside of the area because of such poor services. Crappy gym that is never open on weekends and is set up for seniors/pool that is a disgrace and never open at times that allow you to lap swim before or after work."</p> <p>"Update Kalamunda water park, Ray Owen upgrade to more courts."</p> <p>"Hartfield Recreation Centre needs to be 'Bulldozed' and start again! (Mills Park Beckenham is a great example). Aquatic Centre in Wattle Grove."</p> <p>"Half court basketball areas around suburbs, one at Kostera Oval would be fantastic or allow access to high school courts. Hurry up and complete skate park, and if no money for now then add/upgrade to existing one in Camning Rd. Believe me the kids want a better skate park now! And the existing site is still fit for purpose."</p>
Community Driven Actions	
<ol style="list-style-type: none"> 1. Provide an upgraded aquatic centre with an indoor facility, heated pool, hot showers and affordable pricing, that is open year round 2. Upgrade the gym and recreation centre and provide an improved range of activities 3. Provide more facilities (e.g. skate parks, extra basketball courts, etc) 	

MARKYT 90

Community Action Plan Footpaths and cycleways

Challenges	Community Voices
<ul style="list-style-type: none"> Footpaths are considered to be dangerous in some areas due to poor maintenance and overgrown plants along verges Poor pedestrian and cyclist access along major roads and in the town centre Issues with cyclists and cars sharing the road Some mentions of issues with mountain bikes riding through native bush 	<p>"Footpaths and streetscape in the Kalamunda town centre, Haynes Street footpaths are a danger and been that way for years with just "patching" undertaken."</p> <p>"Upgrade and maintain footpaths to a good standard."</p> <p>"Improving infrastructure for cycling and walking, especially for local residents."</p> <p>"Footpaths along main bus routes - particularly Hawtin Rd."</p> <p>"The footpaths on Sultana Road East are non-existent, making it difficult to walk with a pram. I would love to see better parks and safer streets to walk on with the right accessible footpaths."</p> <p>"Extend the footpath in Huntly St, GH for parents and children so they don't have to walk on the road."</p> <p>"Cycling infrastructure to link the hills to city cycleways e.g. a dedicated cycle lane on Welshpool and Canning Rd."</p> <p>"Improved access to the central areas without the need for a vehicle. Better internal public transport to local areas and cycle paths on main roads, e.g. Canning to support more sustainable modes of transport."</p> <p>"Get designated paths for road cyclists or get them off the roads. Ban mountain bike riders from Jorgensen Park and Kalamunda National Park."</p> <p>"Improve and signpost walk trails."</p> <p>"Roads/cycleways/footpaths, Mountain bike trail networks/tourism opportunities."</p>
Community Driven Actions	
<ol style="list-style-type: none"> 1. Provide dedicated cycle paths and lanes to improve safety for all users 2. Improve footpath and cycleway connectivity 3. Repair and upgrade footpaths (surfaces, width of paths, and clean up verges) 4. Improve walking trails and signage 5. Provide and promote a designated network of mountain bike trails to protect native bush 	

MARKYT 92

Community Action Plan
Area's character and identity

Challenges	Community Voices
<ul style="list-style-type: none"> Kalamunda is losing its identity as being a "home in the forest"; losing the country town, village, hills vibe Main shopping area is unattractive New building design in the town centre is inconsistent 	<p>"Retaining and improving the unique character of Kalamunda in its buildings and streetscapes especially in the town centre e.g. by not allowing buildings of more than two storeys in the centre, by planting more street trees."</p> <p>"Keeping our town centre looking inviting not dumping any old building that doesn't fit in with the built environment."</p> <p>"Maintaining character, no more A-One or Centro approvals preserve Haynes Streetscape."</p> <p>"The Village looks uninviting with all the mixed facades and run-down buildings. Let's clean it up and make it consistent. You can maintain the heritage aspects in modern buildings which would make for a much more appealing place to come. And please make the owners of that vacant block next to the Drop do something with it, it is an eyesore."</p> <p>"Township needs improvement. No more units. Remove Red Rooster it is an eyesore first thing you see when coming into Kalamunda."</p> <p>"Please retain our Home in the Forest and our village atmosphere, it's what makes the area unique."</p> <p>"Control of development. I have lived here over 40 years and have seen "a home in the forest" turn into a very average looking suburb."</p> <p>"Keeping a country, village style/feel within a hills environment. Stop the modernisation! Stop reducing block sizes in Kalamunda, Gooseberry Hill and Lesmurdie."</p> <p>"The City of Kalamunda should focus on keeping as much bushland and larger properties as they are. No more subdividing of larger blocks. We have a lot of wildlife around our area that need all the bushland they can get to survive. Our area used to be like a little country town, and it is quickly changing due to all the subdivisions. Please don't allow the property developers to destroy what is left of our bushland."</p>
Community Driven Actions	
<ol style="list-style-type: none"> Review the planning policy to preserve and maintain the local character and identity: <ul style="list-style-type: none"> Commercial developments to be consistent with the historic character of the town centre Maintain residential block sizes; restrict subdivisions New housing to complement the surrounding area Re-create a vibrant, attractive and inviting community and shopping hub in the town centre 	

MARKYT 93

Community Action Plan
Traffic management on local roads

Challenges	Community Voices
<ul style="list-style-type: none"> Population increase has led to more traffic congestion Heavy vehicles driving through the area, and taking shortcuts through residential areas Speeding and hooning on local roads Issues with pedestrian access across main roads and in the town centre 	<p>"Traffic management through Forrestfield particularly access to Tonkin Hwy."</p> <p>"Traffic management - increase in units has increased vehicles in Kalamunda area. More roundabouts to allow residents to access Canning Road safely instead of taking risks."</p> <p>"Install round about on corner Canning Rd and Seymore Rd."</p> <p>"Tonkin Hwy / Welshpool Road intersection overpass required."</p> <p>"Diverting all types of heavy vehicle traffic away from residential areas."</p> <p>"Speed of traffic through Kalamunda, stop huge trucks taking a short cut through Kalamunda."</p> <p>"Action required immediately and ongoing on improving continual hooning on Williams to Zig Zag."</p> <p>"Speed enforcement its terrible around the local area. Back street LED signs slow down."</p> <p>"Speedhump to slow down vehicles in new infill areas."</p> <p>"Reduced road speeds on Canning Road to facilitate the elderly, disabled, and children crossing the road."</p> <p>"Addressing the dangerous situation on Haynes St in regard to crossings that look like pedestrian crossings but are not."</p> <p>"More pedestrian crossings FEWER SPEED HUMPS - very confusing!"</p>
Community Driven Actions	
<ol style="list-style-type: none"> Improve intersections to keep traffic flowing safely (roundabouts, lights, overpasses) Slow down traffic on local roads (modified speed limits, traffic calming, signage) Modify roads to restrict access (e.g. Zigzag road, Haynes Rd, local traffic only in suburbs) More pedestrian crossings; replace speed bumps in town centre with pedestrian crossings 	

MARKYT 95

Community Action Plan
Safety and security

Challenges	Community Voices
<ul style="list-style-type: none"> Crime in residential areas - break-ins, burglaries and theft Break-ins of local businesses Hooning and antisocial behaviour 	<p>"Improve safety in the area, especially considering the recent sweep of break and enters to local shops. A police presence would be helpful."</p> <p>"Worrying number of break-ins to local businesses."</p> <p>"There also needs to be better police presence in the hills as there is too many B&E's happening."</p> <p>"We need local police as a priority."</p> <p>"More police patrols, a police station, far too many break-ins."</p> <p>"Increased drive by security and street surveillance."</p> <p>"More focus on anti social behaviour within the shire with additional security patrols."</p> <p>"Security in the form of a central police station and more CCTV."</p> <p>"Increased police presence... Security cameras at intersections leading out of the areas to assist in solving crime..."</p> <p>"Police presence and availability in order to reduce antisocial behaviour mainly on the roads but also with property damage and break-ins."</p> <p>"Taking hoons off the road more police out there to stop the bad behaviour."</p> <p>"Getting speed humps in your street to prevent hoons."</p>
Community Driven Actions	
<ol style="list-style-type: none"> Increased Police presence Establish a local Police station Security patrols Install more CCTV Improved street lighting and traffic calming 	

MARKYT 94

Community Action Plan
Economic development

Challenges	Community Voices
<ul style="list-style-type: none"> Local shopping areas are unappealing – poor overall appearance, vibrancy and range of retail options for visitors Local businesses are struggling or have closed Lack of local job opportunities 	<p>"The local town centre. There are a lot of empty shops and closed businesses. Derelict buildings not being sold/used."</p> <p>"Create more local jobs for local people."</p> <p>"I think you seriously need to address the "death" of Haynes street as a central village location - its terrible and we have lost so many businesses. This street should be key to a village revitalization program."</p> <p>"Making Kalamunda a home in hills again - not a place for chain stores and cafes. Decent shops and improving Haynes Street which is a dump at the moment. If the idea is to make sure there are lots of villas and units for the elderly - please remember that elderly people too like decent shops without having to shop outside the city."</p> <p>"Keeping local business going. Not building modern looking buildings. Not allowing places like Aldi to come up, which ultimately had a disastrous affect on CRABBS IGA closing its doors which was an iconic place for over 80 years... Shire not letting money be the reason for allowing foreign business to set up in the area."</p> <p>"More retail opportunities for young people i.e. fast food. Less focus keeping on Kalamunda in the 1970's and start approving permits and applications to keep Kalamunda open after 5pm..."</p> <p>"Do more in High Wycombe. The Coles store is too small. We need more variety stores like Spotlight e.g."</p> <p>"Improved shopping options up the hill by support from council for larger retailers."</p> <p>"We need a total reinvigoration of the Kalamunda town site. We have to attract more visitors so businesses will open and invest in the area. Realistically more visitors can only come from tourists. To attract tourists (and they will return) we need a world class attraction. The restored zigzag railway would do this."</p>
Community Driven Actions	
<ol style="list-style-type: none"> Greater support for local businesses: <ul style="list-style-type: none"> Revitalise shopping areas to attract more businesses, shoppers and visitors Restrict the entry of larger competitors and chain stores into the area (though not everyone agrees) Easier approvals process for new ventures New and restored tourism attractions to attract more visitors to the local area Create more local job opportunities 	

MARKYT 96

How did priorities differ among respondents who opted in?

A Community Priorities Window for residents who were randomly selected (top, right) has been compared to residents who opted in to complete a scorecard (bottom, right). The key observations are:

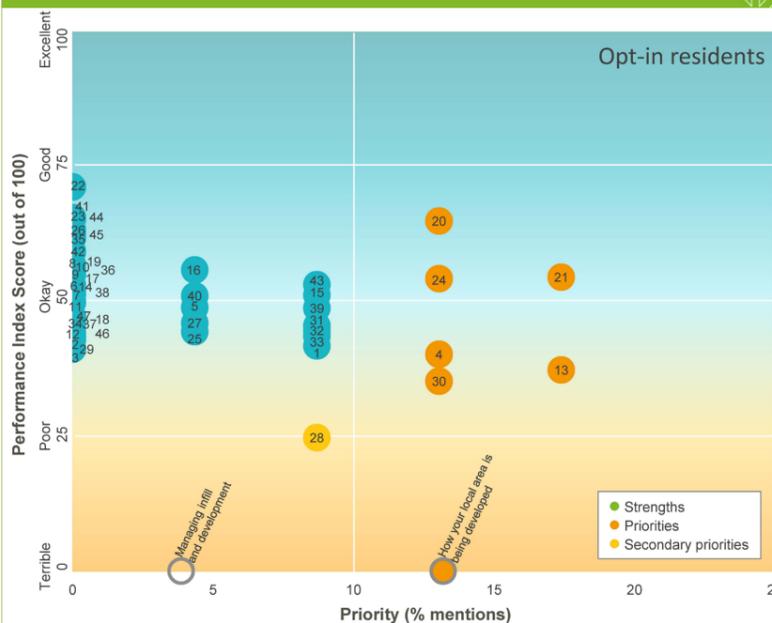
- Residents who opted in provided slightly lower performance ratings (average rating was 51) compared to residents who were randomly selected (average rating was 54).
- Both groups placed **playgrounds, parks, reserves and ovals** in their top 2 priorities.
- Economic development and community consultation** were higher priorities among residents who opted in.
- Both groups mentioned the following priorities: sport and recreation centres, traffic management, how the local area is being developed, and how local history and heritage is being preserved and promoted.

A detailed MARKYT Priorities Window for residents who opted in is provided overleaf.



MARKYT 97

MARKYT Community Priorities Window™



- Value for money
- Council's leadership
- Open and transparent
- How the community is consulted
- How the community is informed
- Customer service
- Coverage in the local newspaper
- Mayor's monthly news message
- City of Kalamunda eNews
- City's main website
- Social media presence
- City's online engagement tool
- Economic development
- Access to education & training
- Services and facilities for youth
- Services and facilities for families
- Services and facilities for seniors
- Disability access
- Community buildings, halls and toilets
- Sport and recreation facilities
- Playgrounds, parks, reserves and ovals
- Library and information services
- Festivals, events, art and cultural activities
- Local history and heritage
- Safety and security
- Graffiti removal services
- The area's character and identity
- Planning and building approvals
- Building and maintaining local roads
- Traffic management on local roads
- Parking management
- Footpaths and cycleways
- Streetscapes
- Lighting of streets and public places
- Storm water drainage
- Street sweeping
- Access to public transport
- Access to housing that meets your needs
- Efforts to promote sustainable practices
- Conservation & environmental mgt
- Weekly rubbish collections
- Recycling collections
- Bulk rubbish collections (skip bin)
- Walliston Transfer Station
- Natural disaster education, prevention etc.
- Animal and pest control
- Food, health, noise & pollution mgt

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 Kalamunda to focus on improving? Base: All respondents, excludes no response (n = 483)
 Copyright CATALYSE® Pty Ltd. © 2020

MARKYT industry comparisons

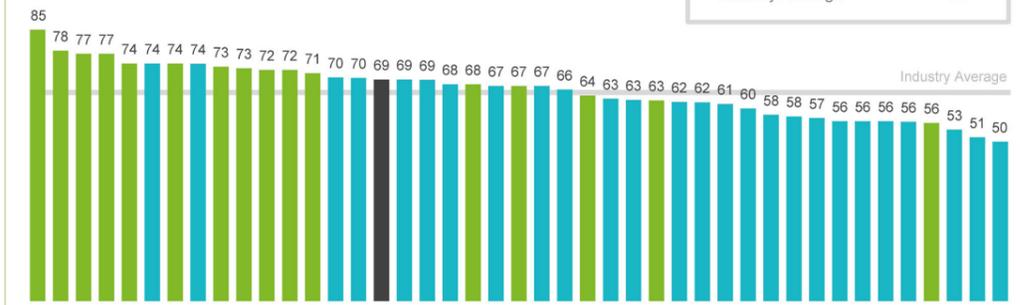
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the City of Kalamunda as a 'place to live' and as a 'governing organisation'. The City of Kalamunda's overall performance index score is 69 out of 100, 3 index points above the industry standard for Western Australia.



Overall Performance Index Score
 average of 'place to live' and 'governing organisation'

- City of Kalamunda
- Metropolitan Councils
- Regional Councils



MARKYT 100

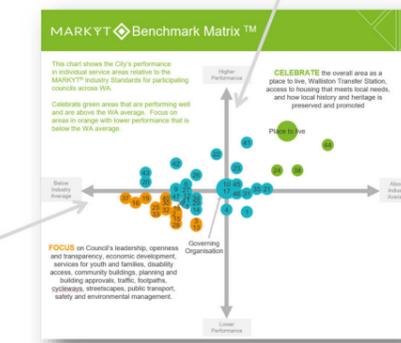
How to read the MARKYT Benchmark Matrix™

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

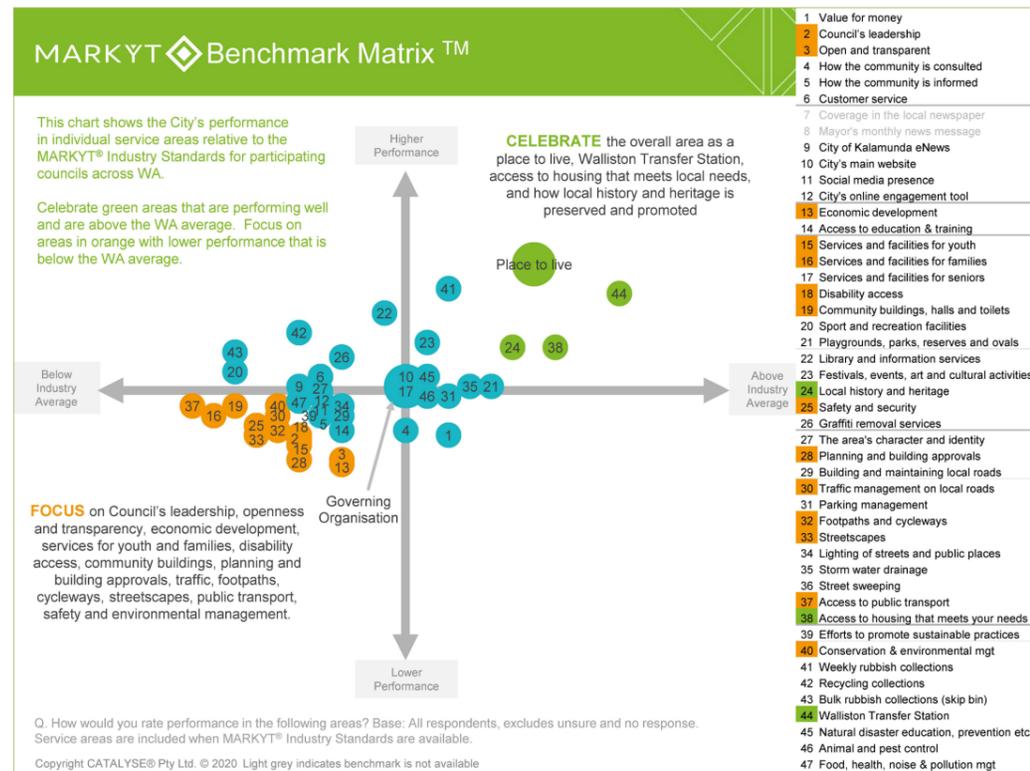
Councils aim to be on the right side of this line, with performance ABOVE the MARKYT Industry Standard.

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 101

Copyright CATALYSE® Pty Ltd. © 2020



Recommendations

1. **Celebrate improved performance** across a number of service areas, in particular with the City's online engagement tool, natural disaster education, prevention and relief, parking management and customer service.
2. Develop a campaign to **share good news stories** with Council, staff and the community.
3. Engage the community to a) close the feedback loop, sharing key insights from the MARKYT® Community Scorecard and b) **formulate more detailed recommendations** for Council's consideration to address local community priorities for improved playgrounds, parks and reserves, sport and recreation centres, footpaths and cycleways, streetscapes, character and identity, safety, traffic and economic development.
4. Review the City's **Strategic Community Plan**, supporting plans and budget to ensure they reflect local community needs and priorities. Improve communication of the City's strategies for addressing the top priorities to demonstrate that the City is listening and responding to community feedback.
5. Engage with local residents and ratepayers to develop a **strong, clear vision** for the future. Improve the **Vision Score** from 33% to 61% to close the gap with the best performing council. The City is well placed to do this. Councils that have achieved leading Vision Scores have done so with revitalisation plans (i.e. Cities of Kwinana and Busselton).
6. Take a more active leadership and advocacy role in relation to **climate change** and **community wellbeing** (including mental health). 2 in 3 residents support further action by the City in these areas.
7. Invest in building a comprehensive **local community database**. Developing a database that includes demographic profiling will assist the City to better meet community needs in future with targeted communication and engagement.



Recommendations



City of Kalamunda

2 Railway Road, Kalamunda WA | PO Box 42, Kalamunda 6926

(08) 9257 9999 | Facsimile: (08) 9293 2715

enquiries@kalamunda.wa.gov.au

www.kalamunda.wa.gov.au