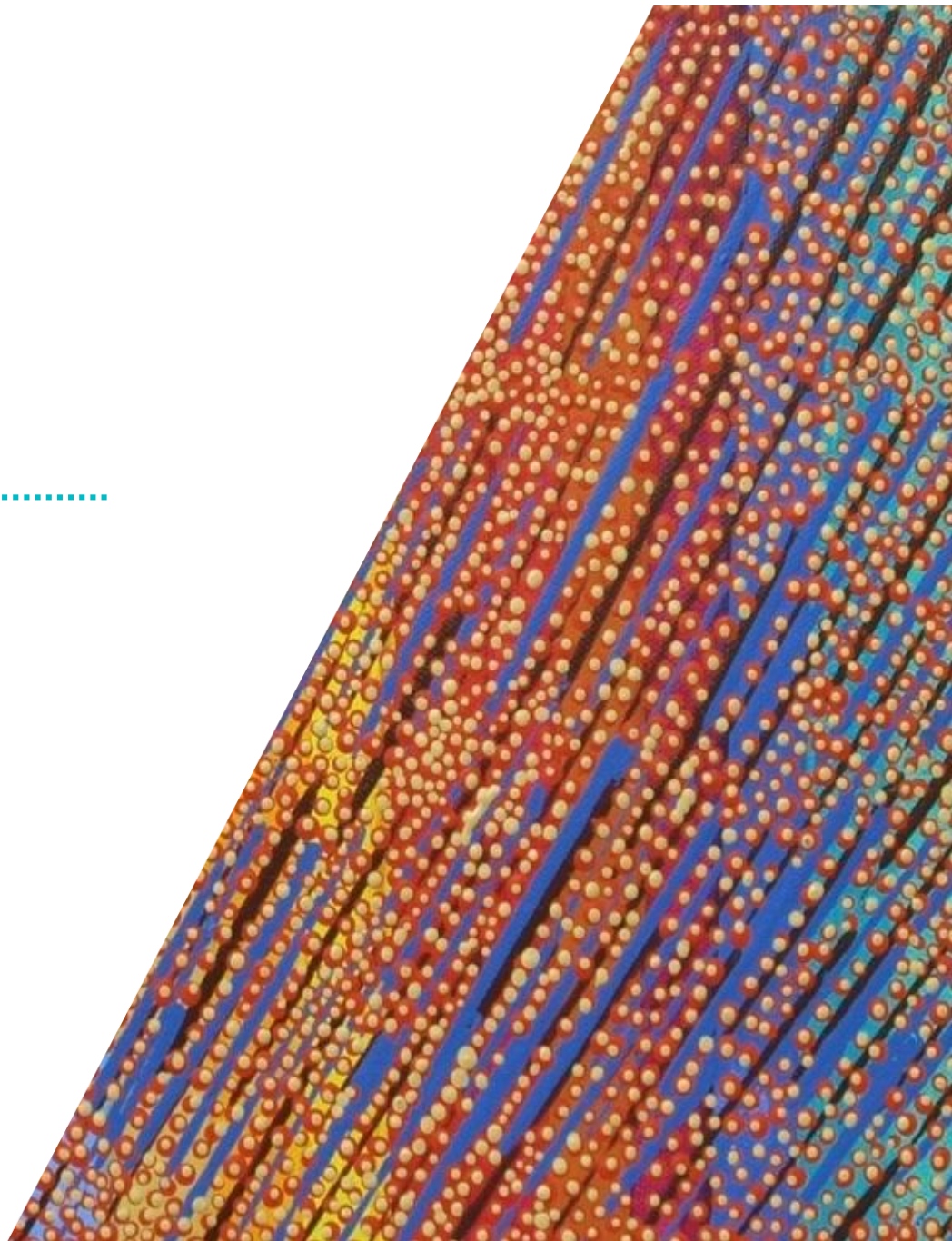


# Community Perspectives in the Town of Cottesloe

February 2013



# Table of Contents

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Strategic Insights	3
The Study	7
Life in Cottesloe	9
Main beach area	20
The Town Centre	41
Curtin Ave	54
The railway line	59
Housing	64
Town of Cottesloe: organisational performance	67
Local government reform	78

# Strategic Insights

# Enriching the life of residents

## Strategic insights

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### **Residents are very happy living in Cottesloe with 8 in 10 'delighted' with the area.**

- Great beaches that are within walking or running distance define Cottesloe as a place to live.
- Access to public transport, including trains and buses, makes the area more desirable for some. A shuttle bus could strengthen this perception even further with 45% considering it to be 'very important'.
- 1 in 4 believe beachfront development, upgrades or general improvements would further enrich their lives.

### **Most are satisfied with the Town as an organisation, with performance ahead of the Industry Average.**

- The key strength of the Town, identified by the community, is the maintenance of the area, keeping it clean and tidy.
- The Town is considered to be organised and to deliver good quality services overall.
- Suggestions to improve are quite varied suggesting that there are no major weaknesses. There is most room to improve community consultation, the beachfront and Marine Parade.

### **The community has identified a need to improve the management of traffic to ease congestion and make the area safer for drivers, pedestrians and cyclists – with Curtin Avenue identified as a particular 'hot spot'.**

- 1 in 3 are dissatisfied with traffic management along Curtin Avenue and half do not consider Curtin Avenue to be safe for cyclists, with many also concerned about the safety of pedestrians.

### **Crossing the railway line also causes some community concern.**

- There is most concern with ease of crossing at Eric Street with 2 in 5 dissatisfied, closely followed by the Jarrad Street crossing with 1 in 3 dissatisfied.
- A possible solution to these issues involves sinking the railway line which 45% consider to be very important. Relative to other possible changes respondents were prompted on, this change is a moderate priority.

# Improving key areas in Cottesloe

## Strategic insights

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### **Overall, most are satisfied with the Town Centre**

- The main 'top of mind' suggestion for improving the Town Centre is improving the range and affordability of goods and services, followed by improving and providing more parking. However, when prompted on the overall importance of these changes, the range of goods and services available in the Town Centre is a relatively low priority.
- Priority areas for improving the Town Centre are providing improved access for people riding bicycles and parking.

### **Local beaches, being the defining and most desirable characteristic of Cottesloe, are considered to be very important, are used frequently and are well regarded.**

- The main 'top of mind' suggestion for improving the beach area is more parking (including the provision of underground parking and moving parking elsewhere). This is followed by improving the range and affordability of cafes and places to eat, and upgrading the toilets and change room facilities.
- When prompted on the importance of these changes, the highest priorities are improving the toilets and change room facilities, and allowing more alfresco dining main beach area.
- Relative to other possible changes parking is considered to be a lower priority.
- There is some room to improve the management of the main beach area with 1 in 5 dissatisfied with efforts being made to manage and reduce anti-social behaviour and litter.

# Change management

## Strategic insights

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**With growing pressure to accommodate more housing in the area, and some local resistance to change, there is need to engage the community to work through some shared solutions.**

- 3 in 5 believe that there is a need for more aged care accommodation in Cottesloe, a view that is stronger among seniors.
- Community views on redeveloping local sites (such as the land west of the train station and WA Institute for the Deaf Education) are divided.
- Further consultation with the community is recommended to understand the reasons for the resistance and to manage the change process effectively if more housing is needed.

**While most people in the community are aware the State Government is considering local government reform and council amalgamations, this is much lower among younger singles and couples.**

**The community is divided over whether the Cottesloe should be a part of a Council that covers Cottesloe only or includes Mosman Park, Peppermint Grove and Claremont as well. While younger singles and couples are more supportive of amalgamations, those with disabilities favour smaller councils.**

# The Study

# The Study

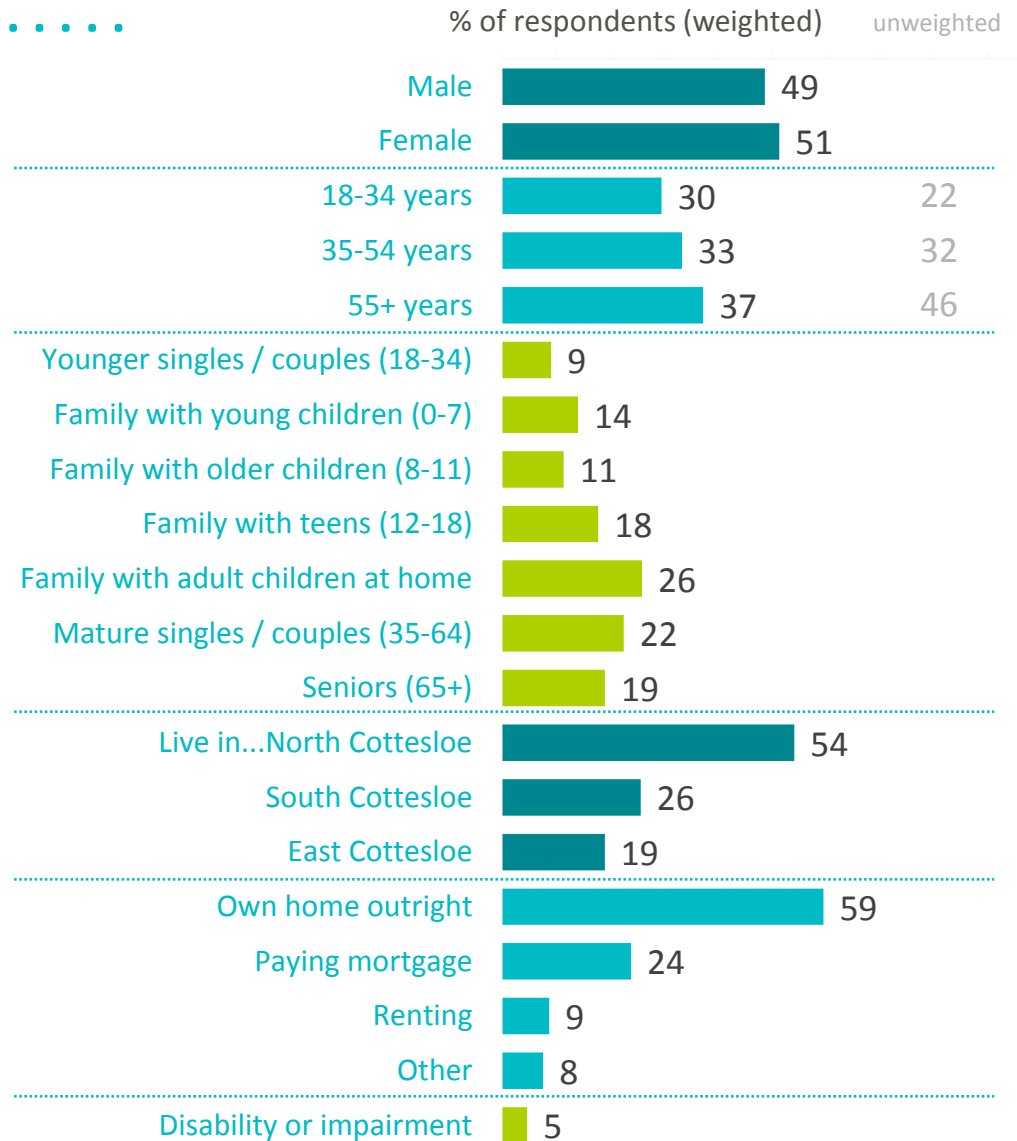
In December 2012, CATALYSE® conducted a community survey with residents in the Town of Cottesloe to assist with the development of a Community Plan.

The study evaluated:

- Overall satisfaction with the Town of Cottesloe
- Perceptions of local services, infrastructure & facilities
- Community needs
- Opinions on local government reform

401 residents completed a survey

- Surveys were administered by Edith Cowan University's Survey Research Centre using computer assisted telephone interviews
- Quotas were set by age and gender to obtain a representative sample
- As older respondents were slightly over represented in the final sample, responses were weighted accordingly
- Sampling precision is +/- 5% at the 95% confidence interval





# Life in Cottesloe

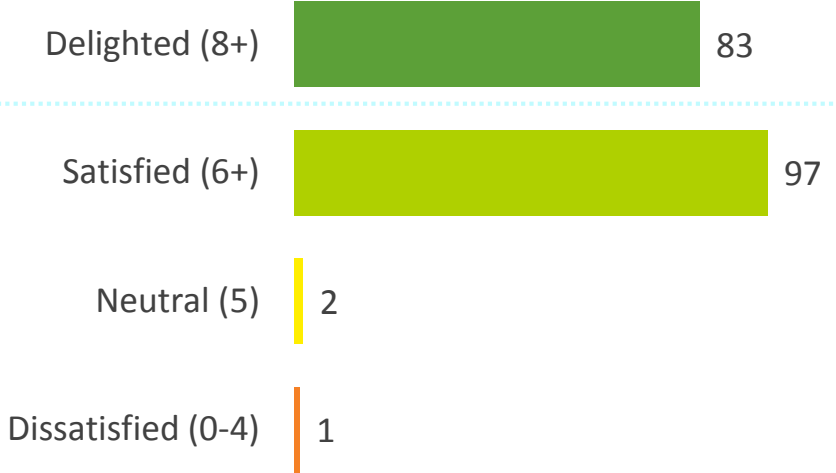
# Overall satisfaction with Cottesloe as a place to live

Satisfaction with Cottesloe as a place to live is very high, with the Town achieving the highest score out of all council areas.

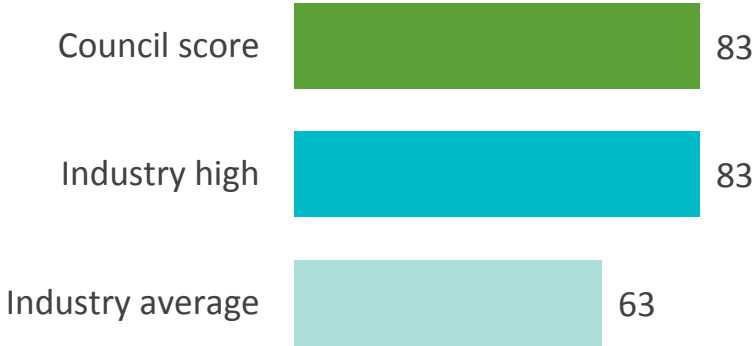
There is a little more room to improve ratings among younger singles / couples.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	70% ▼	4%
Families with younger children (0-12)	88%	2%
Families with older children (13+)	81%	2%
Mature singles / couples (35-64)	87%	0%
Seniors (65+)	85%	0%

Satisfaction ratings out of 10 (% of respondents)



Industry Standards (% delighted)

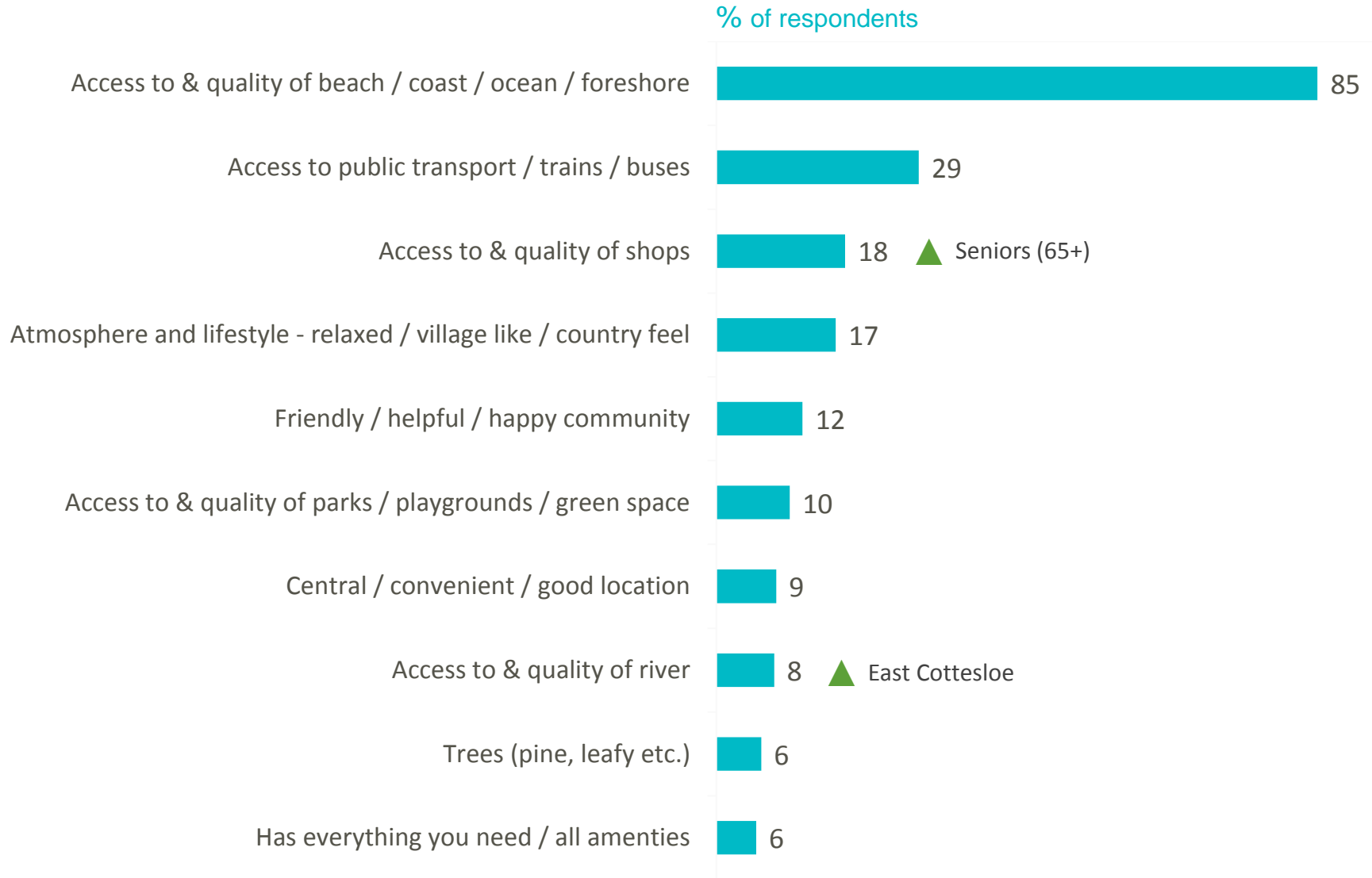


Q. Overall, how satisfied are you with Cottesloe as a place to live?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 401)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# The beach defines Cottesloe

## Spontaneous reasons why Cottesloe is different and more desirable



Q. Compared to surrounding suburbs, why do you think Cottesloe is different and more desirable as a place to live?

Base: All respondents (n = 401)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Why Cottesloe is different and more desirable

## In the words of the community

.....

### Access to and the quality of the beaches / coast / ocean / foreshore

- *"Its more close to the ocean and has close access to the beach which is convenient."*
- *"The beach is pretty good. It is good environment and if you are like me then you swim everyday."*
- *"I am a very keen swimmer and surfer and I live close to the beach."*
- *"I like being near the water and it is a place where people use the beach and not just look at it."*

### Access to public transport / trains / buses

- *"The public transport is very frequent and punctual."*
- *"We are well serviced by public transport."*
- *"I think the location of Cottesloe is good and has a good infrastructure with the train."*
- *"Close to the beach, easy access to the railway line, good cafes and restaurants."*

### Access to and quality of shops

- *"Good shops with good supply of good produce."*
- *"The shopping, the shops are nicer than in other suburbs, not as supermarket like. I prefer strip shops, street front shops to big shopping centres."*
- *"The obvious thing being the beach we can walk to the river walk to the shops I have been here 40 years I love it."*

### Atmosphere and lifestyle – it is relaxed and village like with a country feel

- *"I like the village feeling, you can walk down the street and say hello to people you know, you can walk to a local shop instead of the supermarkets, and the area lends itself to walking, you can walk to the parks or the shops, plus I love the beach."*
- *"Cottesloe is a smaller community and has always been an easy going community. No rushing around, small households, friendly neighbours, it is a nice place to grow up. Cottesloe has great beaches. I have always spent a lot of time at the beach."*
- *"I think this place has a really nice atmosphere, it's like a resort, it is like a small friendly village."*

Q. Compared to surrounding suburbs, why do you think Cottesloe is different and more desirable as a place to live?

Base: All respondents (n = 401)

# Why Cottesloe is different and more desirable

## In the words of the community

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### Friendly / helpful / happy community

- *“It has a community atmosphere, which has community minded people.”*
- *“The Street we live on, the whole Street gets on very nicely together and we enjoy our neighbours.”*
- *“The beach and where I live has a strong neighbourhood bond we care about each other.”*

### Access to and quality of parks / playgrounds / green space

- *“It's low density housing, we don't have any high buildings on the beach or anything like that, and we have lots of green parks and areas you can walk dogs in.”*
- *“I think the access to public transport, beach, parks and facilities are within my reach and walking distances.”*
- *“Cottesloe is a lot cleaner and better managed, also more opened air spaced parks.”*

### Central / convenient / good location

- *“I think maybe because of its location it is between the river and the ocean and also between Perth and Fremantle I think the location is good.”*
- *“It's halfway between Perth and Fremantle, so you can basically work anywhere, nowhere is too far away.”*

### Access to & quality of river

- *“It's between the river and the ocean, walking distance between the two.”*
- *“I like to go down the beach, I'm a short drive to the beach and only a 5 minutes walk from the river.”*

Q. Compared to surrounding suburbs, why do you think Cottesloe is different and more desirable as a place to live?

Base: All respondents (n = 401)

# Why Cottesloe is different and more desirable

## In the words of the community



### Trees

- *“I think Cottesloe is so nice as it has lots of trees in the area, along the verges and park areas.”*
- *“The Norfolk pines which are distinctive to Cottesloe. Its nice to have those big verge trees which make up for a lot of other trees which are being cut down.”*

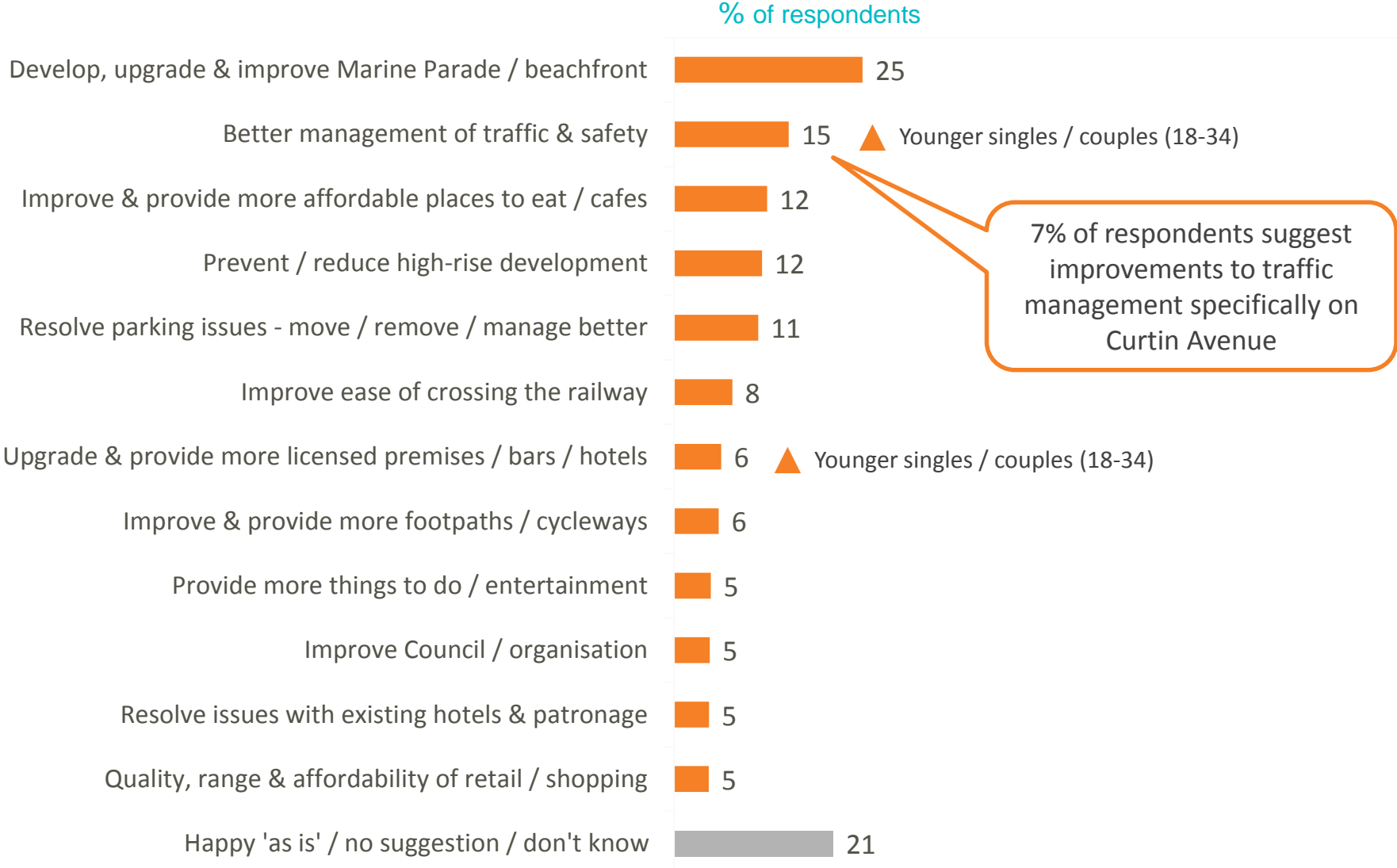
### Has everything you need / all amenities

- *“I think the proximity to the ocean, has a lovely people, shopping centres and to all facilities.”*
- *“It has all the amenities that are required for some one to be happy.”*

A full list of verbatim responses is provided in the Appendix.

# Enrich the local lifestyle by upgrading and developing the beachfront

## Spontaneous suggested improvements



Q. What changes or improvements are needed to enrich your life in Cottesloe?

Base: All respondents (n = 401)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Suggested improvements to enrich local lifestyles

## In the words of the community

.....

### Develop, upgrade and improve Marine Parade and the beachfront

- *“The beach front needs to be brought into the 21 century, it needs to be modernised.”*
- *“I would like to see some improvements on the beach front to upgrade it and make it look like new.”*
- *“Fix up the marine Parade in terms of allowing for more development in the hospitality side of things. Needs a greater number of cafes, hubs and restaurants. Which means turning marine Parade into pedestrians only. Forcing traffic around the back of the area.”*
- *“The coastal strip needs more upgrading, new buildings and better facilities such as shops, restaurants along side the beach.”*

### Better management of traffic and safety of pedestrians, drivers, cyclists etc.

- *“I think there is no traffic plan for Eric Street, Curtin Ave, Stirling Highway, Jarrad, North and Grant street. I think the council should make a decision about road management in Cottesloe, they talk about increasing the lane size but they don't do anything about it.”*
- *“Along the beach front they need to look at the traffic between Forrest St and Eric St mainly in summer. Heavy traffic. Also, on Curtin Ave have only a few main roads that access Curtin Ave and block other roads. It's a busy road and causes too many accidents.”*
- *“The traffic access to Cottesloe. The narrowness of the bridge at Eric St is not good. More safe crossing points on Curtin Avenue to make the link to the railway line better.”*

### Improve and provide more affordable cafes and other places to eat

- *“I think more restaurants and coffee shops because I like spending the weekend around the beach and it would be nice to grab something from the restaurant or coffee shop.”*
- *“More affordable places to go and have something to eat and drink. ”*
- *“Marine Parade, they need to get rid of all the trashy places and need places for people can sit down and have coffee such as restaurants. I'd love to get rid of the hotels. Little eating areas would be nice.”*

Q. What changes or improvements are needed to enrich your life in Cottesloe?

Base: All respondents (n = 401)



# Suggested improvements to enrich local lifestyles

## In the words of the community

.....

### Stop / reduce high-rise development

- *"I would like for the beach to be improved but no high rises as this will spoil the beach."*
- *"No high rise and limited beach development. To greater restrictions on rebuilding old houses."*
- *"I would like to see the beach front properties along marine terrace go lower than the proposed council limit of 5 stories, I don't want developers taking over the area with sky high buildings."*

### Resolve parking issues - move / remove / manage better

- *"As a multi generational house it is hard with permit parking with too many cars and no spots for visitors, no where safe. Grant St station parking is terrible. The whole section is also dangerous on the road, not easily accessible to get to."*
- *"Parking - off Street should be encouraged. It is hard to get out of our driveway."*
- *"Paid parking at the beach, but rate payers should not have to pay. Parking issues in the area such as station St sector, not enough parking in an hour."*

### Improve ease of crossing the railway

- *"There needs to be a proper traffic bridge at Eric Street."*
- *"The traffic lights on Eric Street as you go over the railway over the bridge, when your trying to turn onto west coast and it's busy you just can't, no one can get through. They need to put a peak hour no right turn at that traffic lights for people who are driving west - so they don't block everyone else."*

### Upgrade & provide more licensed premises / bars / hotels

- *"More cafe's and small bars because it'll make Cottesloe more liveable."*
- *"How Cottesloe is dealt with in terms with anti social behaviour with too many big pubs, need in between options such as smaller bars to have a nicer quieter drink rather than a huge night out. To promote more relaxed vibe."*

Q. What changes or improvements are needed to enrich your life in Cottesloe?

Base: All respondents (n = 401)

# Suggested improvements to enrich local lifestyles

## In the words of the community

.....

### Improve & provide more footpaths / cycleways

- *“Separation of cyclists and pedestrians along the beachfront.”*
- *“It would be nice to have a dedicated cycle path from Grant St to Fremantle.”*

### Provide more things to do / entertainment

- *“There is a lack of social things. Everything closes very early there is no Sunday trade. And I think the beach would need to be improved around the Cottesloe hotel area and the park area. It could have a lot more redevelopment and a lot more businesses.”*
- *“More cultural front like cultural performances and exhibitions along the beach and other outdoor venues.”*

### Improve Council / organisation

- *“I think the cost of living in Cottesloe is an expensive place to live, cutting budgets and streamlining the local council could help.”*
- *“They need to be more progressive with the town planning. There needs to be more high rise development. The council needs to embrace more forward thinking to incorporate the ability for more people to live in the area.”*

### Resolve issues with existing hotels & patronage

- *“Better control over the alcohol abusive behaviour of the people of the ocean beach hotel, they urinate, smash bottles, destroy properties and use loud violent abusive language after leaving the hotel. They also drive in high speed creating danger for pedestrians and also limited access to police to stop such behaviours.”*
- *“The Sunday session should be cut down because going to the beach on a Monday morning is disgusting and a disgrace because the place is filled with broken beer bottles and rubbish.”*

### Quality, range & affordability of retail / shopping

- *“I think having more reasonably priced business would be good and encourage people to use more shops.”*
- *“More amenities around Cottesloe, and more variety of shops in north Cottesloe and less along the beach front, also longer opening hours for shops.”*

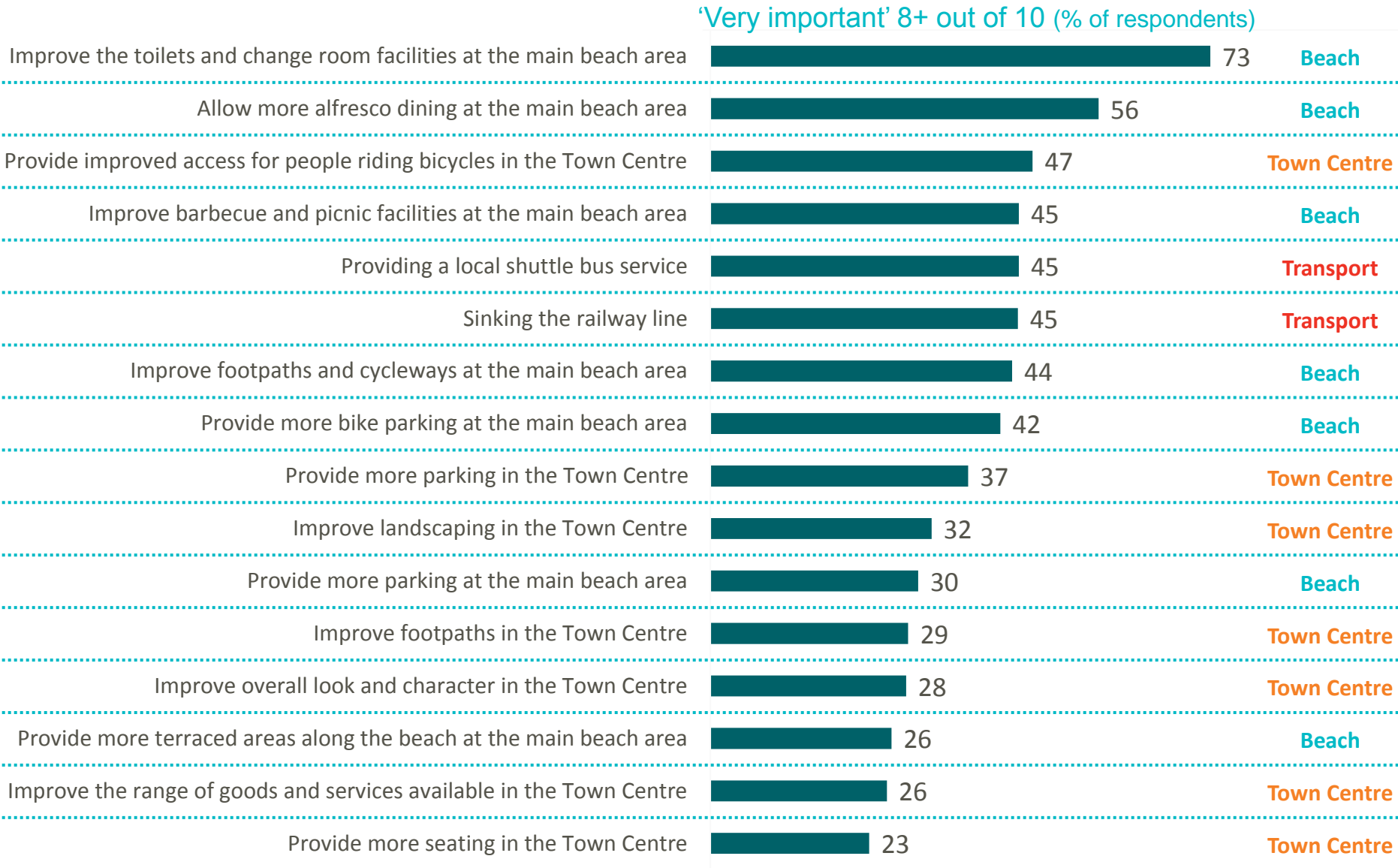
Q. What changes or improvements are needed to enrich your life in Cottesloe?

Base: All respondents (n = 401)

A full list of verbatim responses is provided in the Appendix.

# Perceived importance of possible changes to the Town of Cottesloe

## Prompted measures



Q. How important is it to...? Please give a rating out of 10 where 0 is not at all important and 10 is essential.

Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = varies)

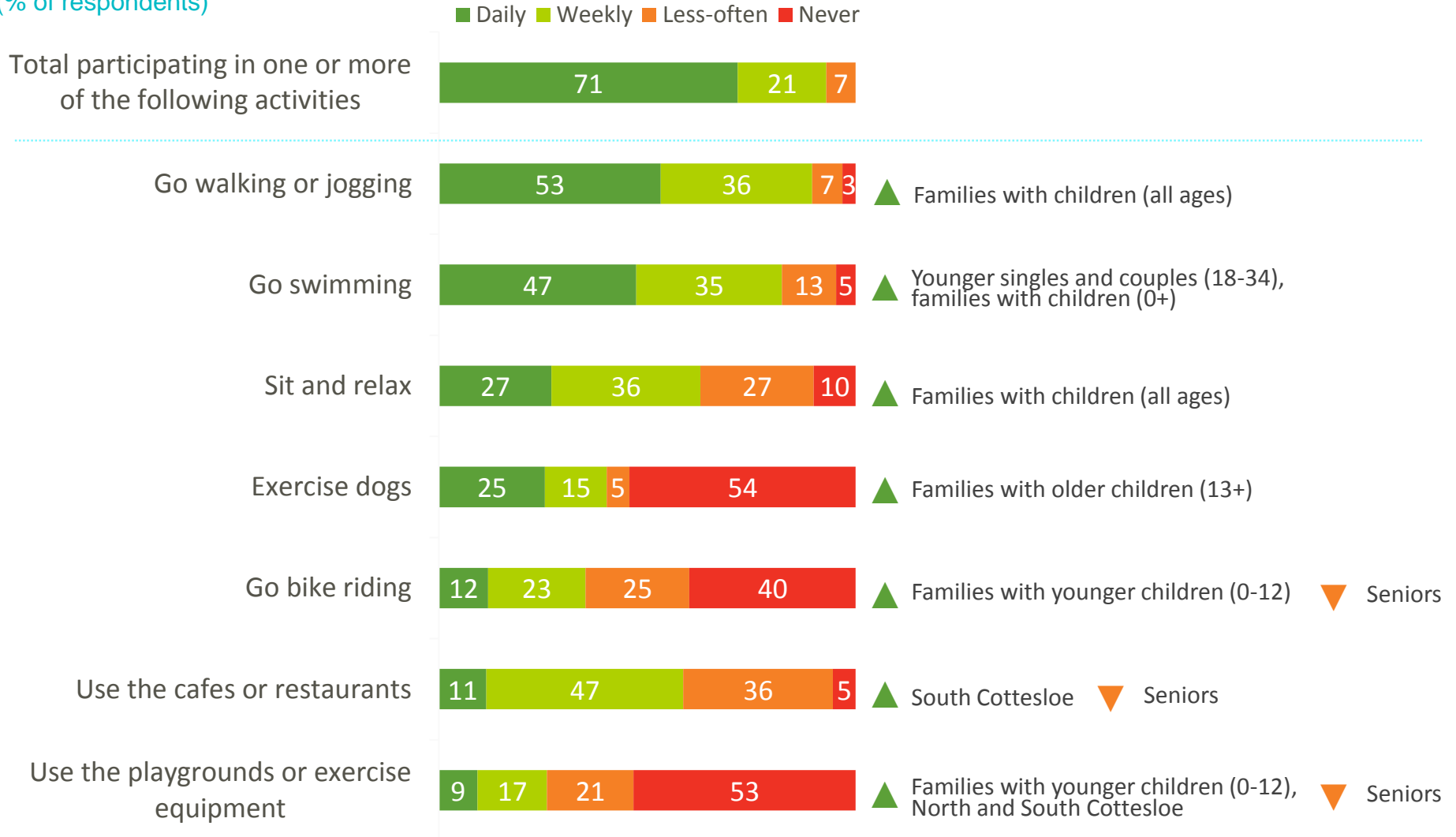
▲ ▼ = notable variance  
▲ ▼ = significant variance

# The local beach

# Most residents use Cottesloe's beaches on a daily basis

## Frequency of visiting the beach to...

(% of respondents)



Q. Over summer, how often do people in your household visit Cottesloe's beaches to...?

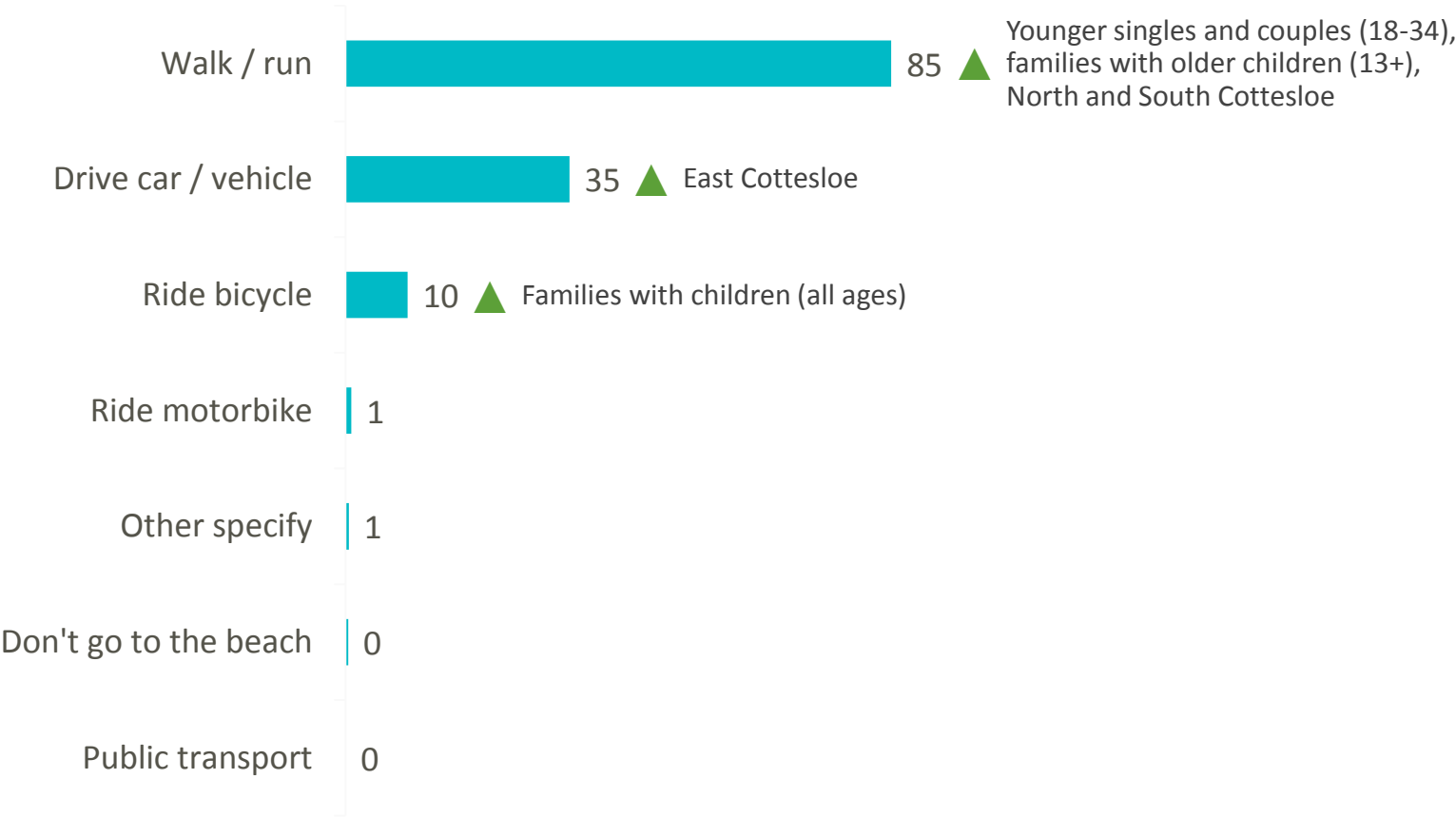
Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = varies from 202 to 205)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Most residents walk or run to the beach

Most people in the local community walk or run to the beach, especially younger singles and couples, families with older children and those from North and South Cottesloe.

Those from East Cottesloe are the most likely to drive while families with children are the most likely to ride a bicycle.



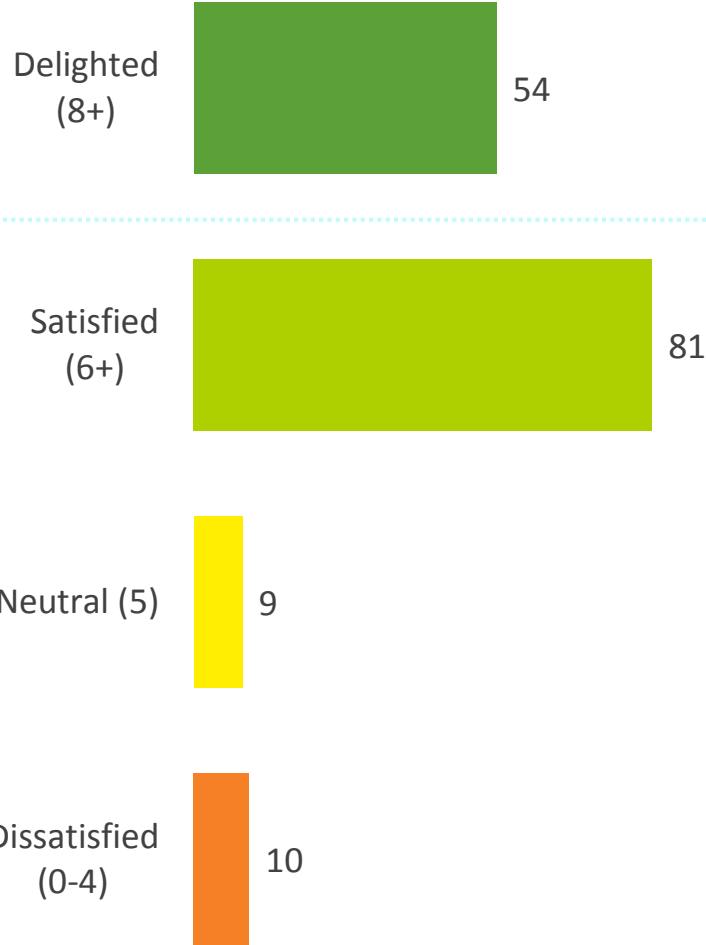
Q. When people in your household go to the beach, how do they MOSTLY get there?  
Base: All respondents who gave a valid response, excludes refused (n = 205)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Overall satisfaction with main beach area

Satisfaction with the main beach area is high. Satisfaction is higher among families with older children, seniors and non-home owners. There appears to be some room to improve satisfaction among those with a disability or impairment.

Satisfaction ratings out of 10 (% of respondents)



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	52%	15%
Families with younger children (0-12)	38%	16%
Families with older children (13+)	58% ▲	12%
Mature singles / couples (35-64)	47%	6%
Seniors (65+)	66% ▲	4%
Own home outright	55%	11%
Paying mortgage	44%	9%
Renting / other	62% ▲	6%
Disability / impairment	55%	26% ▲

Q. Overall, how satisfied are you with the main beach area in Cottesloe?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 399)

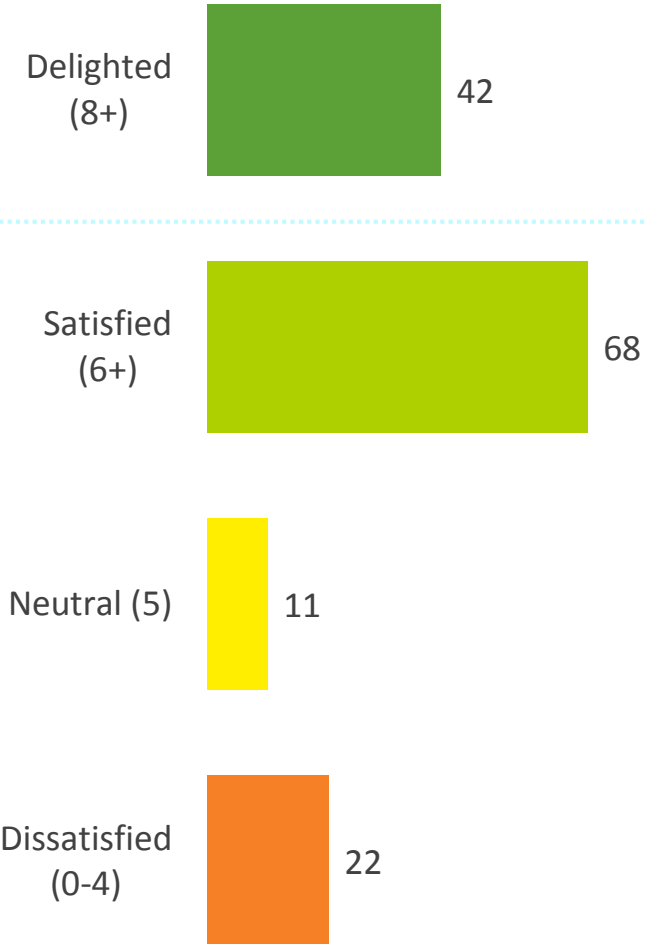
# Satisfaction with efforts being made to manage and reduce antisocial behaviour

at the main beach area

Satisfaction with efforts being made to manage and reduce antisocial behaviour at the main beach area is moderate.

There is greatest room to improve satisfaction among home owners.

Satisfaction ratings out of 10 (% of respondents)



% of respondents	Delighted	Dissatisfied
Own home outright	41%	23% ▲
Paying mortgage	38%	26% ▲
Renting / other^	49%	9%

Q. Thinking about the beach area, how satisfied are you with...?

Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 184)

▲ ▼ = notable variance  
▲ ▼ = significant variance



# Satisfaction with efforts being made to manage and reduce litter

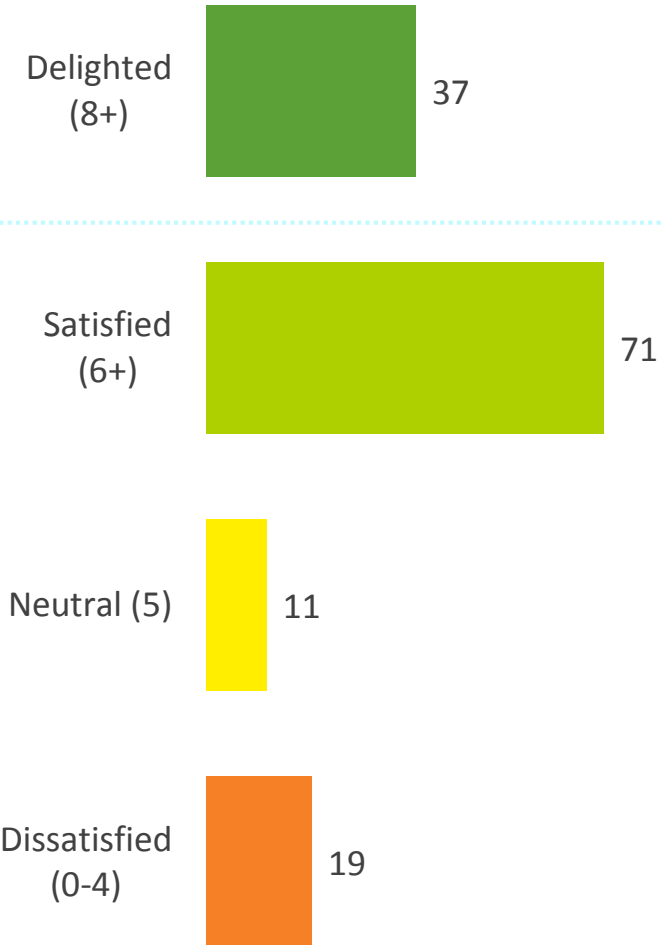
at the [main beach area](#)

Satisfaction with efforts being made to manage and reduce litter is relatively high.

Satisfaction is higher among those in North Cottesloe.

There is greatest room to improve satisfaction among families with younger children.

Satisfaction ratings out of 10 (% of respondents)



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)^	27%	18%
Families with younger children (0-12)	27%	32% ▲
Families with older children (13+)	36%	17%
Mature singles / couples (35-64)	37%	24%
Seniors (65+)	48%	11%
North Cottesloe	45% ▲	19%
South Cottesloe	27%	23%
East Cottesloe	30%	13%

Q. Thinking about the beach area, how satisfied are you with...?

Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 193)

▲ ▼ = notable variance  
▲ ▼ = significant variance

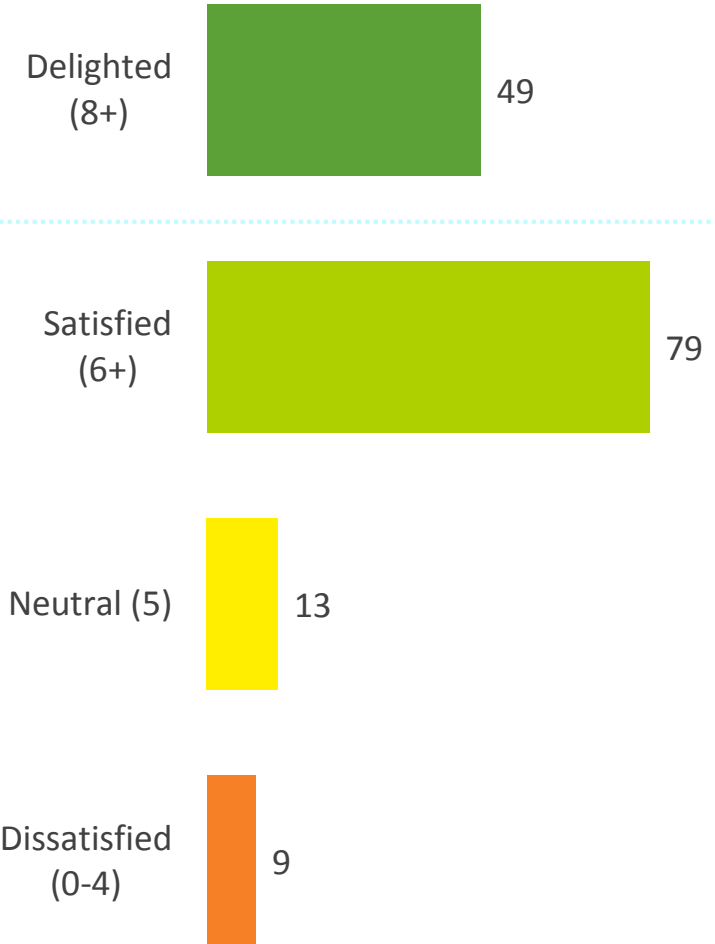
# Satisfaction with how events on the beach are being managed

at the main beach area

Satisfaction with how events on the beach are being managed is relatively high.

There is greatest room to improve satisfaction among those in North Cottesloe.

Satisfaction ratings out of 10 (% of respondents)



% of respondents	Delighted	Dissatisfied
North Cottesloe	50%	13% ▲
South Cottesloe	51%	2%
East Cottesloe	40%	8%

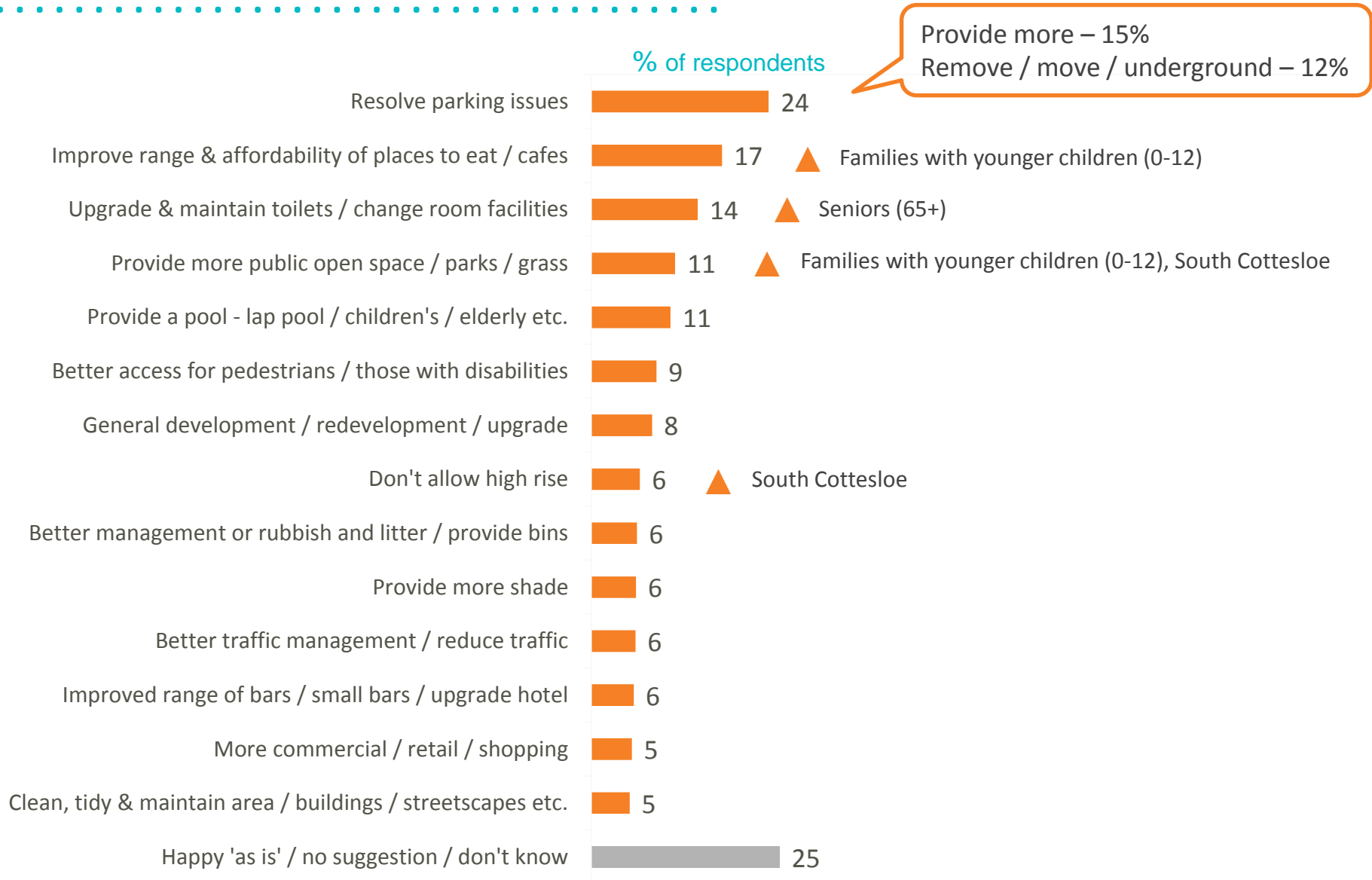
Q. Thinking about the beach area, how satisfied are you with...?

Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 180)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Suggested improvements for the main beach area

## Spontaneous mentions



Q. How would you like the main beach area to be improved?

Base: All respondents (n = 205)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Spontaneous suggestions to improve the main beach area

## In the words of the community

.....

### Resolve parking issues

- *“By addressing car parking, they need to put the car parking somewhere else other than that one car park in front of the Cottesloe Hotel, and they need to provide more of it. Maybe have underground parking, and turn that car park in front of the John Dunn reserve into a proper park.”*
- *“I would like them to remove the car park west of Marine Parade and develop the car park east of Marine Parade including lowering and making it multi level and to make the existing car park that is west of Marine Parade into parkland.”*
- *“Get rid of the car park in front of the beach. Close to Indiana's and make a multi car park at the back.”*
- *“I would like it to consider parking further away from the beach and extra parking.”*

### Improve range & affordability of places to eat / cafes

- *“Greater access to cafes and restaurants. Development. Indiana tea is under utilised. I don't know to many locals that actually go there.”*
- *“It isn't targeted at young individuals. Its needs more affordable places along the beach. More options of restaurants such as cheaper fish and chips shops etc.”*
- *“They need more variety of cafes. They need more cafes and restaurants to service the crowds of visitors.”*

### Upgrade & maintain toilets / change room facilities

- *“For the change rooms and toilets to be either renovated or rebuilt.”*
- *“By making better toilet facilities, there are not enough toilet facilities.”*
- *“The toilets need to be removed and new ones put in. I don't feel safe when I go into the toilets.”*

### Provide more public open space / parks / grass

- *“No cars along the front, more grassed areas, more room for people to sit.”*
- *“I would like to see the large carpet removed and turned into community open space with perhaps grass. Parking could be put in to the north of the current area, some underground or just one storey parking, north of the cafe precinct. More grassed area for families.”*
- *“Covert car park to public open space so people can play activities such as cricket.”*

Q. How would you like the main beach area to be improved?

Base: All respondents (n = 205)

# Spontaneous suggestions to improve the main beach area

## In the words of the community

.....

### Provide a pool - lap pool / children's / elderly etc.

- *"By having a pool near the beach, I think that would be good for kids."*
- *"Disabled access and a salt water pool for disabled people and children, it can be intimidating for old people when the waves come in."*
- *"A small pool at the bottom of the groin could be something to do, but no buildings"*

### Better access for pedestrians / those with disabilities

- *"Better access for the pedestrians to get to the beach."*
- *"If they put a disabled access to that bit of the beach near the groin."*

### General development / redevelopment / upgrade

- *"Infrastructure. I'd like to see new buildings, tapas bars, wider paths, I'd like to see the copper logs go. They need better public amenities."*
- *"I would like to see more development around the area to make it more modern."*

### Don't allow high rise

- *"I don't want any high rise buildings near Marine Parade which is opposite the beach."*
- *"They should avoid tall buildings overshadowing the beach, I don't think they should have anything above 3 levels on Marine Parade."*

### Better management or rubbish and litter / provide bins

- *"The beach needs to be cleaned up often, especially rubbish which is left over especially after every weekend."*
- *"I think that more rubbish control would be great, removing some of the rubbish bins would be really good and spreading them out more evenly along the beach."*

Q. How would you like the main beach area to be improved?

Base: All respondents (n = 205)

# Spontaneous suggestions to improve the main beach area

## In the words of the community

.....

### Provide more shade

- *“More shelters for people to sit and to get away from the sun.”*
- *“I would like to see more shades like trees or shelter. It needs invigorating like key ad at in Bali, which is a place to go to and just relax. We need to get rid of the car parks.”*

### Better traffic management / reduce traffic

- *“The main beach area would be great as a mall, they need to reduce car traffic.”*
- *“Easy pedestrian crossing, and reduce the speed limit.”*

### Improved range of licensed establishments / small bars / upgrade hotel

- *“More small bar and cafes should be built along the beach front.”*
- *“Develop the area, get rid of the Cottlesloe Hotel and Ocean Beach Hotel and have three or 4 small nice bars and restaurants and it would reduce antisocial behaviour.”*

### More commercial / retail / shopping

- *“I would love to see the beach preserved, I don't think overly developing the beach is a good idea. I like it as it is but it could use greater commercial variety on Marine Parade.”*
- *“I'd like new developments with new hotel, shopping, apartments.”*

### Clean, tidy & maintain area / buildings / streetscapes etc.

- *“The quality of the buildings needs to be improved as they are falling apart.”*
- *“More attention to the lawned area, shade trees, more toilet facilities, improved and looked after and maintained.”*

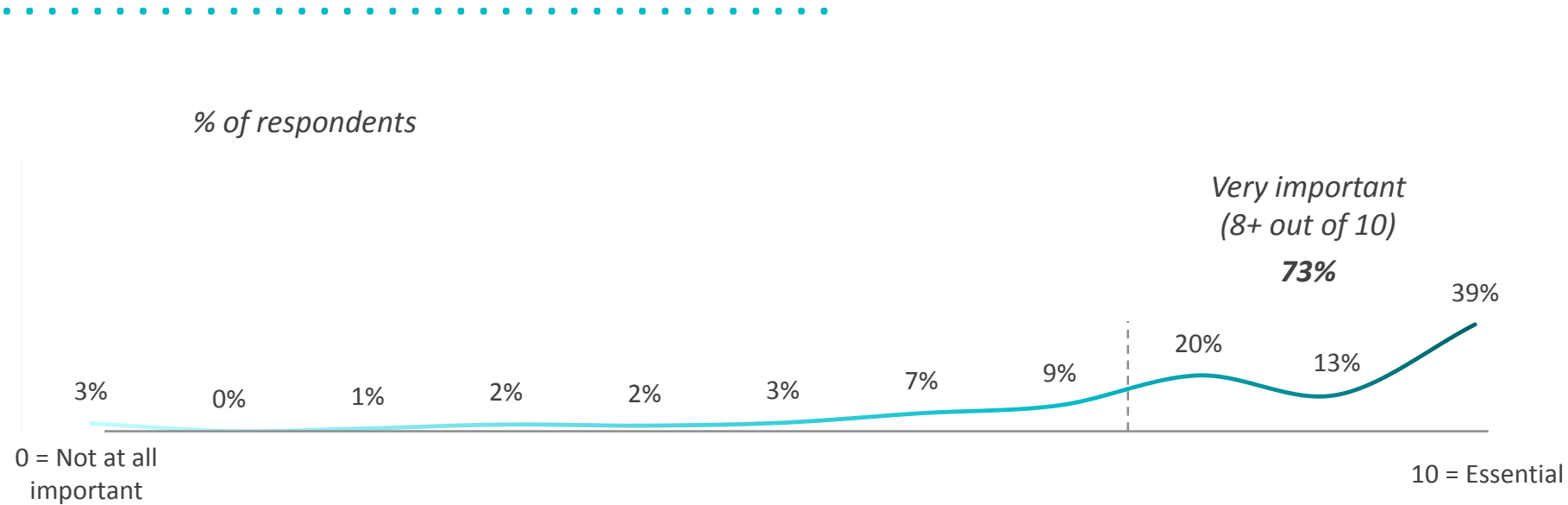
A full list of verbatim responses is provided in the Appendix.

Q. How would you like the main beach area to be improved?

Base: All respondents (n = 205)

# Improving the toilets and change room facilities at the beach is a high priority

Perceived importance of changes to the main beach area among respondents when prompted



**73% of respondents believe improving toilets and change room facilities at the main beach area is very important.**

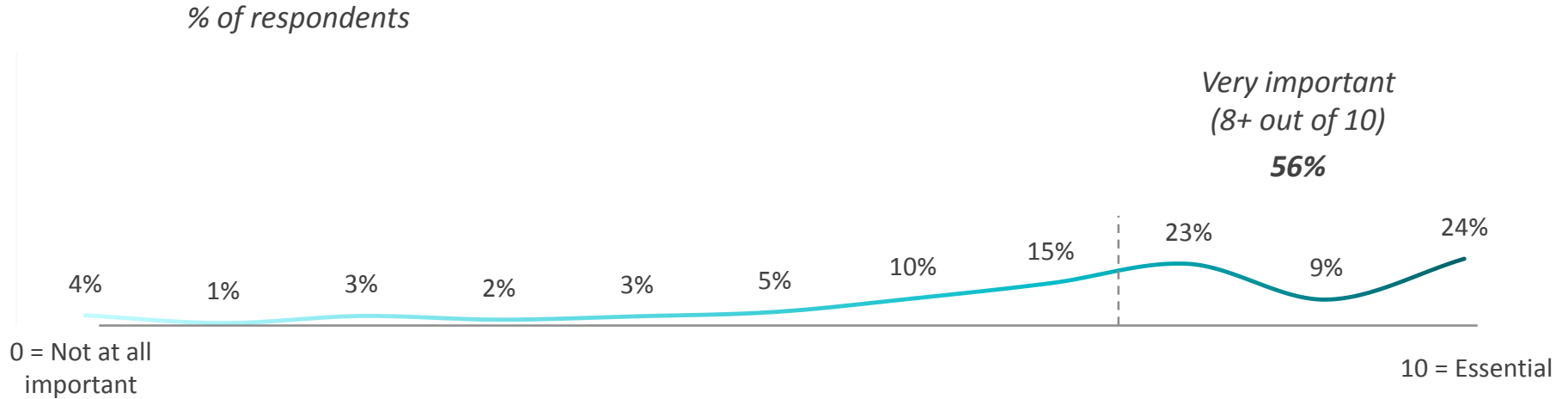
**Views are similar across the community.**

Q. How important is it to...?  
Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 187)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Allowing more alfresco dining along the beach is a moderate priority

Perceived importance of changes to the main beach area among respondents when prompted



**56% of respondents believe allowing more alfresco dining at the main beach area is very important. There is higher perceived importance among younger singles and couples and those in North and South Cottesloe.**

<i>% of respondents</i>	<i>Very important (8+)</i>
Younger singles / couples (18-34)^	73% ▲
Families with younger children (0-12)	55%
Families with older children (13+)	58%
Mature singles / couples (35-64)	58%
Seniors (65+)	44%
North Cottesloe	62% ▲
South Cottesloe	63% ▲
East Cottesloe	29%

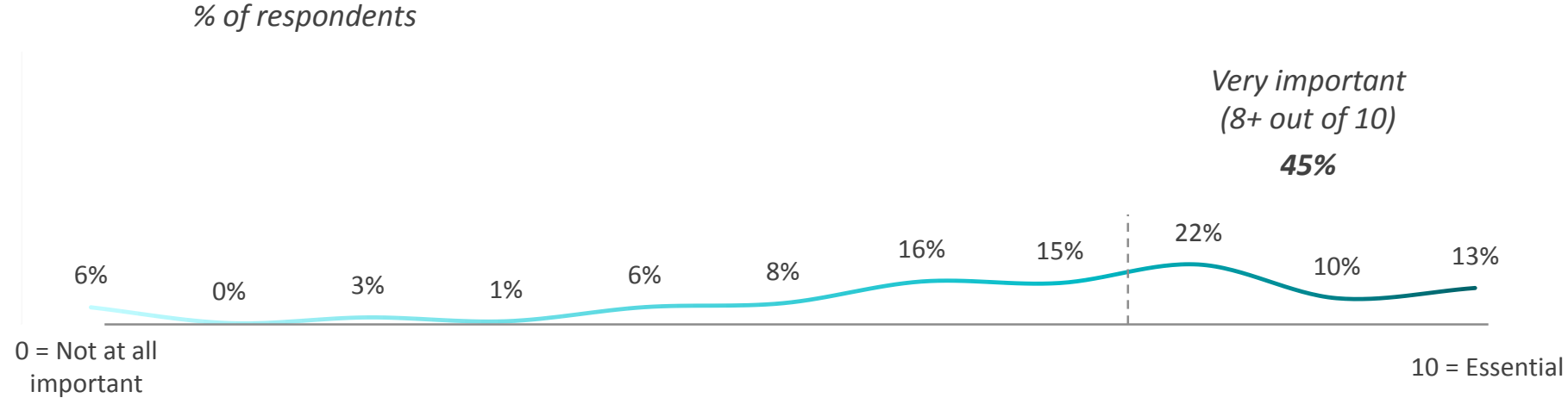
Q. How important is it to...?  
Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 195)

▲ ▼ = notable variance  
▲ ▼ = significant variance



# Improving barbeque and picnic facilities at the beach is a moderate priority

Perceived importance of changes to the main beach area among respondents when prompted



**45% of respondents believe improving barbeque and picnic facilities at the main beach area is very important.**

**There is higher perceived importance among those in South Cottesloe.**

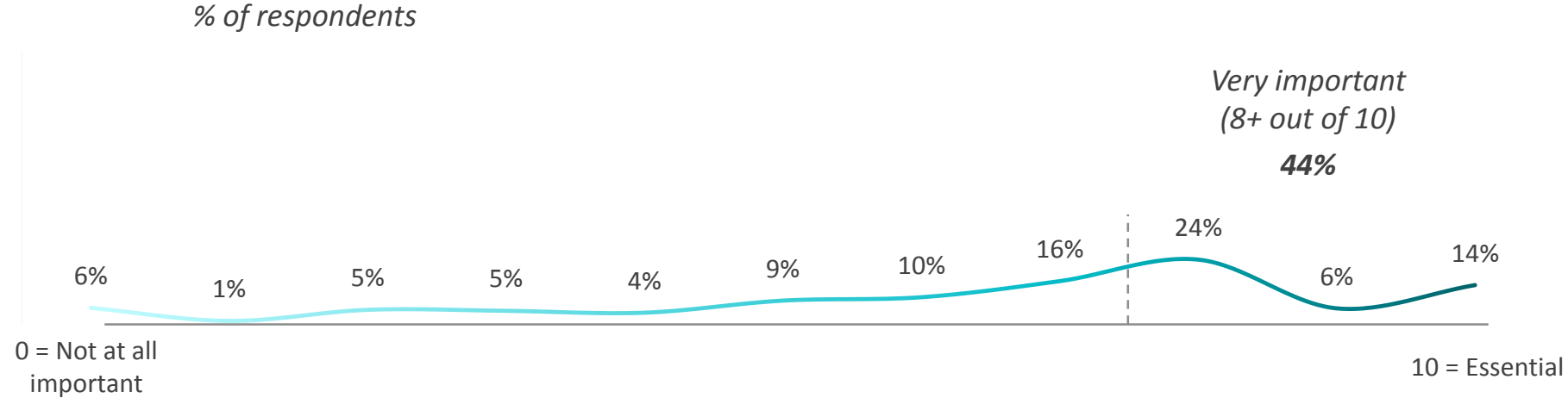
<u>% of respondents</u>	<u>Very important (8+)</u>
North Cottesloe	45%
South Cottesloe	53% ▲
East Cottesloe	33%

Q. How important is it to...?  
Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 193)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Improving footpaths and cycleways at the beach is a moderate priority

Perceived importance of changes to the main beach area among respondents when prompted



**44% of respondents believe improving footpaths and cycleways at the main beach area is very important.**

**There is higher perceived importance among younger singles and couples, followed by mature singles and couples.**

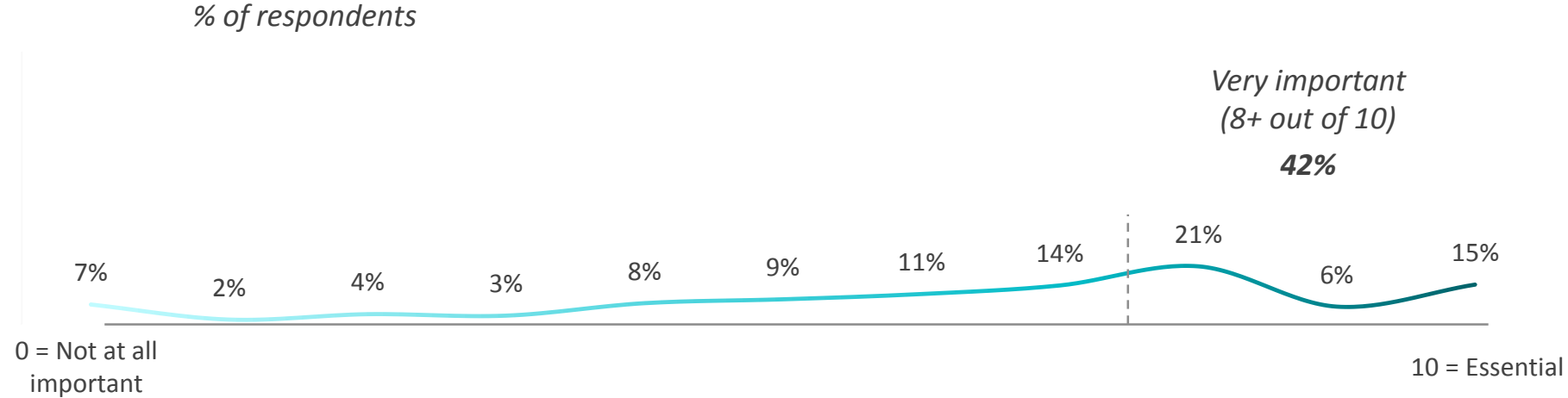
% of respondents	Very important (8+)
Younger singles / couples (18-34)^	64% ▲
Families with younger children (0-12)	37%
Families with older children (13+)	38%
Mature singles / couples (35-64)	59%
Seniors (65+)	40%

Q. How important is it to...?  
Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 195)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Providing more bike parking at the beach is a moderate priority

Perceived importance of changes to the main beach area among respondents when prompted



**42% of respondents believe providing more bike parking at the main beach area is very important. There is higher perceived importance among younger singles and couples.**

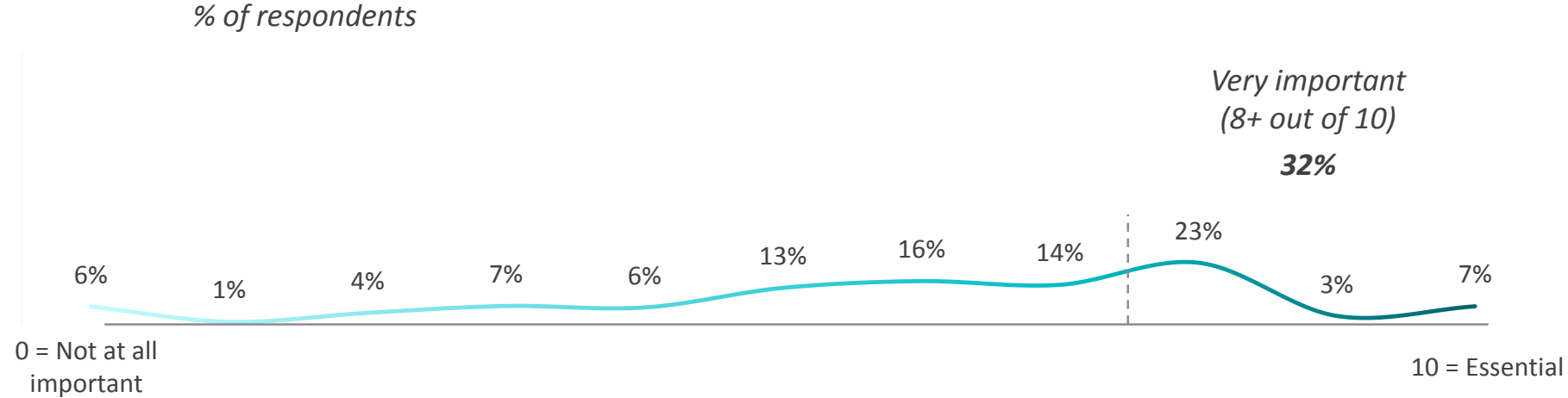
<u>% of respondents</u>	<u>Very important (8+)</u>
Younger singles / couples (18-34)^	73% ▲
Families with younger children (0-12)	49%
Families with older children (13+)	41%
Mature singles / couples (35-64)	47%
Seniors (65+)	23% ▼
Own home outright	46% ▲
Paying mortgage	33%
Renting / other^	41%

Q. How important is it to...?  
Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 188)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Improved landscaping around the Town Centre is a lower priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**32% of respondents believe improving landscaping in the Town Centre is very important.**

**There is higher perceived importance among home owners.**

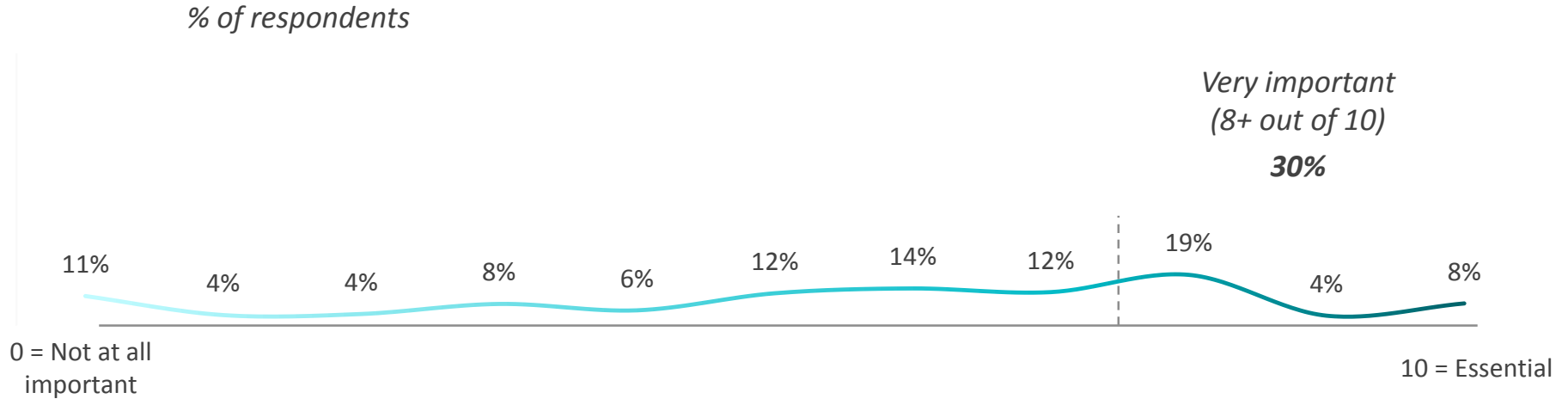
% of respondents	Very important (8+)
Own home outright	35% ▲
Paying mortgage	41% ▲
Renting / other^	8%

Q. How important is it to improve landscaping?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 195)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Providing more parking at the beach is a lower priority

Perceived importance of changes to the main beach area among respondents when prompted



**30% of respondents believe providing more parking at the main beach area is very important.**

**There is higher perceived importance among younger singles and couples, those in South Cottesloe and non-home owners.**

**There is lower perceived importance among families with younger children.**

<u>% of respondents</u>	<u>Very important (8+)</u>
Younger singles / couples (18-34)^	64% ▲
Families with younger children (0-12)	16% ▼
Families with older children (13+)	27%
Mature singles / couples (35-64)	27%
Seniors (65+)	37%
North Cottesloe	23%
South Cottesloe	42% ▲
East Cottesloe	36%
Own home outright	29%
Paying mortgage	23%
Renting / other^	47% ▲

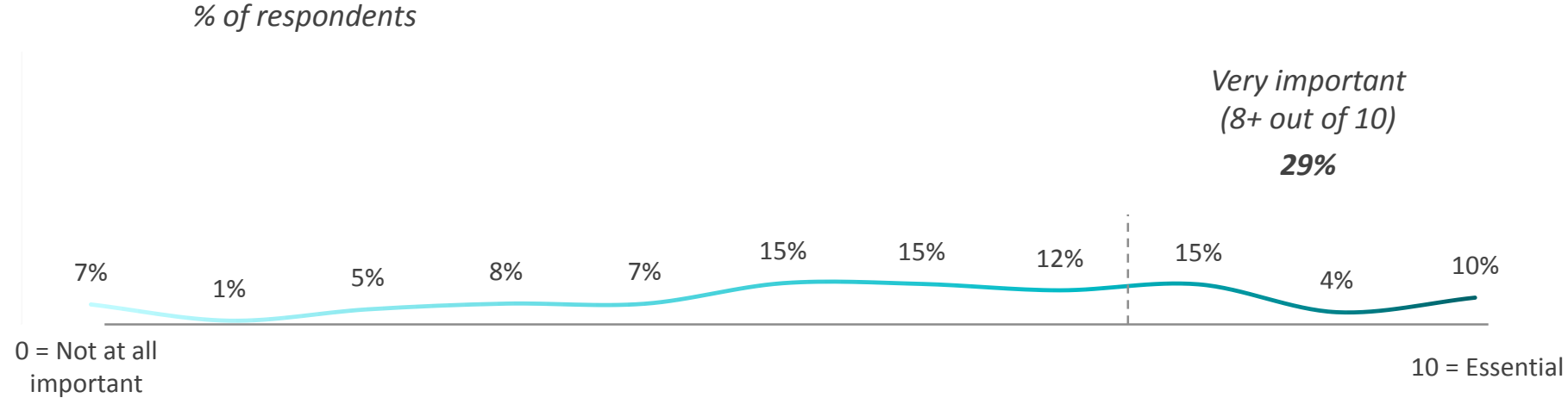
Q. How important is it to...?

Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 195)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Improving footpaths in the Town Centre is a lower priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**29% of respondents believe improving footpaths in the Town Centre is very important.**

**There is higher perceived importance among younger singles and couples.**

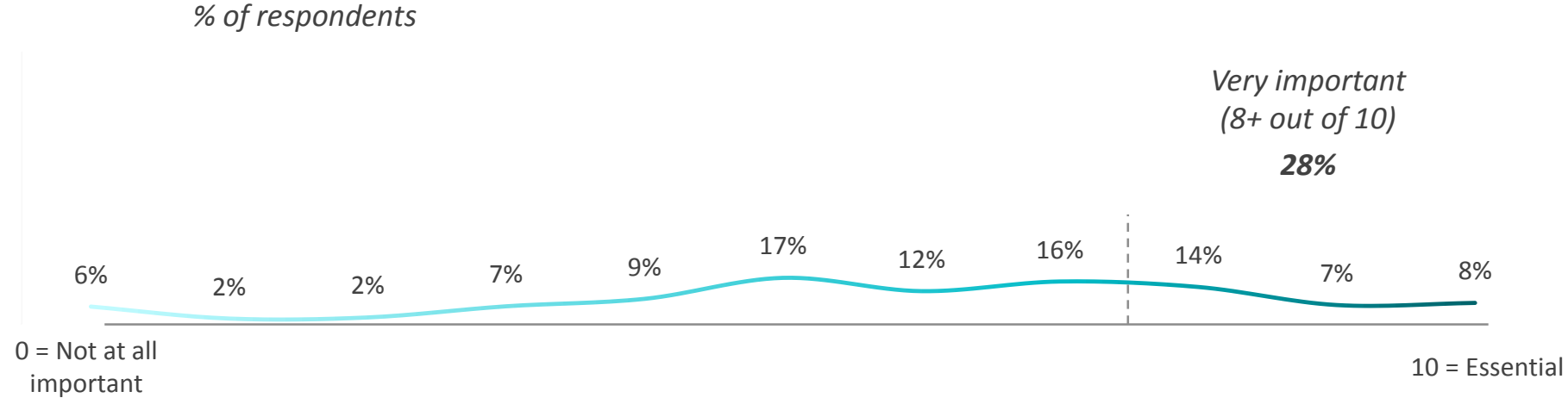
% of respondents	Very important (8+)
Younger singles / couples (18-34)^	45% ▲
Families with younger children (0-12)	29%
Families with older children (13+)	30%
Mature singles / couples (35-64)	35%
Seniors (65+)	18%

Q. How important is it to improve footpaths?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 196)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Improving the overall look and character of the Town Centre is a lower priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**28% of respondents believe improving the overall look and character of the Town Centre is very important.**

**There is higher perceived importance among younger singles and couples.**

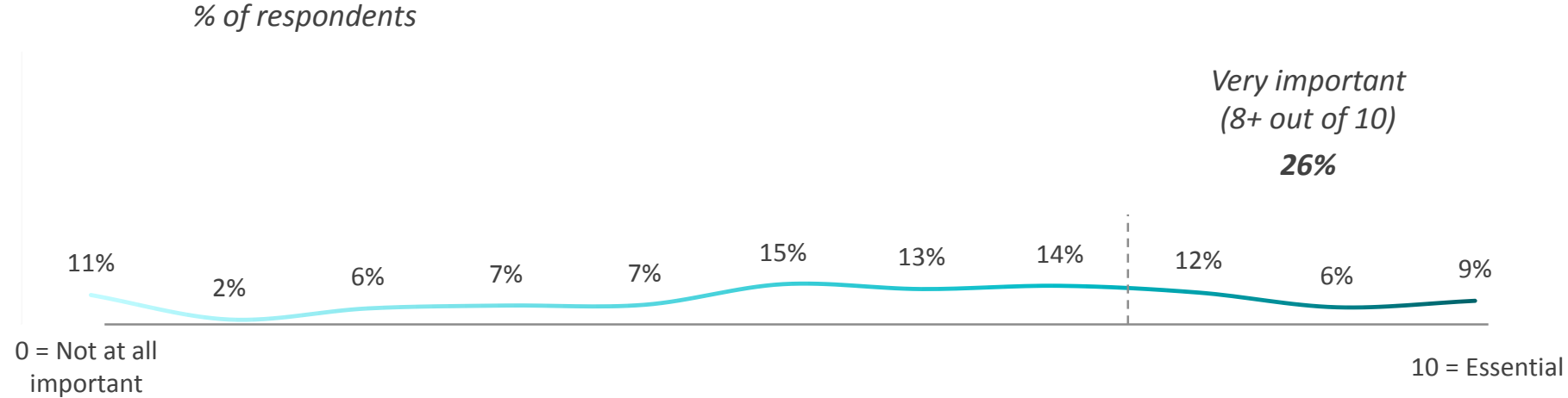
<u>% of respondents</u>	<u>Very important (8+)</u>
Younger singles / couples (18-34)^	55% ▲
Families with younger children (0-12)	17%
Families with older children (13+)	26%
Mature singles / couples (35-64)	36%
Seniors (65+)	27%

Q. How important is it to improve the overall look and character of the Town Centre?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 195)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Providing more terraced areas along the beach is a lower priority

Perceived importance of changes to the main beach area among respondents when prompted



**26% of respondents believe providing more terraced areas along the main beach area is very important.**

**There is higher perceived importance among younger singles and couples, and mature singles and couples.**

<u>% of respondents</u>	<u>Very important (8+)</u>
Younger singles / couples (18-34)^	36% ▲
Families with younger children (0-12)	22%
Families with older children (13+)	27%
Mature singles / couples (35-64)	39% ▲
Seniors (65+)	16%

Q. How important is it to...?  
Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 194)

▲ ▼ = notable variance  
▲ ▼ = significant variance



# The Town Centre

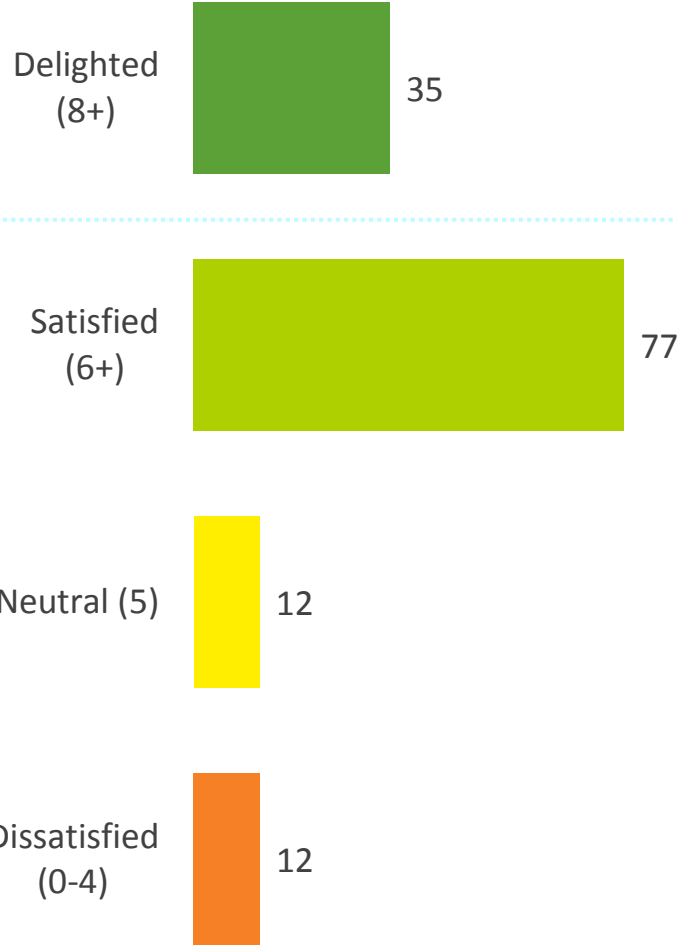
# Overall satisfaction with the Town Centre

Satisfaction with the Cottesloe Town Centre is relatively high.

Satisfaction is higher among families with older children, mature singles and couples, and seniors.

There is greatest room to improve satisfaction among non-home owners.

Satisfaction ratings out of 10 (% of respondents)



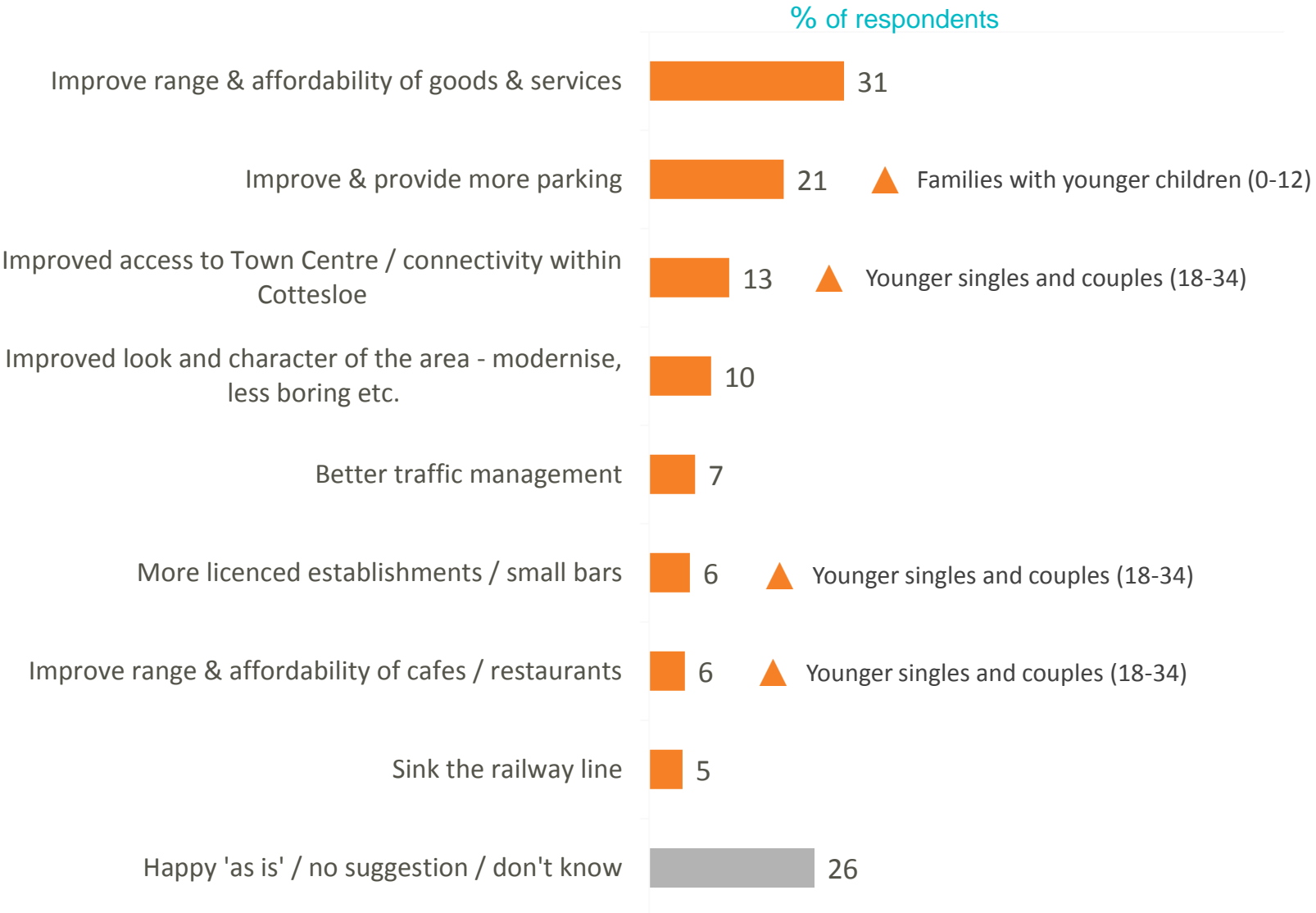
% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	22%	26%
Families with younger children (0-12)	30%	14%
Families with older children (13+)	37% ▲	9%
Mature singles / couples (35-64)	35% ▲	9%
Seniors (65+)	40% ▲	11%
Own home outright	38%	10%
Paying mortgage	32%	10%
Renting / other	25%	22% ▲

Q. Overall, how satisfied are you with Cottesloe Town Centre, this is the retail and commercial hub around Stirling Highway and Cottesloe Train Station?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 399)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Suggestions for improving the Town Centre

## Spontaneous mentions



Q. How would you like the Town Centre to be improved?

Base: All respondents (n = 205)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Spontaneous suggestions to improve the Town Centre

## In the words of the community

.....

### Improve range and affordability of goods & services

- *"I would like to see more of a variety of shops and also to see more Medicare offices in the town centre."*
- *"It would be great to have a mix of shops in Cottesloe central."*
- *"Useful retail outlets, more variety, less clothes boutique and more diverse stores."*
- *"Also they have limited shops, and the shops are to spread out. They need somewhere in Napoleon St to buy basics like reasonably priced fruit and veg, it's overpriced and not a lot of choice."*

### Improve & provide more parking

- *"More short term parking such as half an hour parking."*
- *"There needs to be better parking. They are using parking as revenue rating and there needs to be consideration for people who need to go into town to do their banking, pay bills, etc."*
- *"More parking. It is hard to get parking at specific times especially lunch time."*
- *"The parking is an issue, you can't get a park on Napoleon St, but we don't want high car parks."*

### Better access to Town Centre / connectivity within Cottesloe

- *"I would like the town centre to be more connected, the library, The Grove and Napoleon Street in particular."*
- *"Better linkage (better foot bridge) from napoleon St to The Grove shopping centre."*
- *"Connect to the entire suburb, because it's totally disconnected."*

### Improve look and character of the area - modernise, less boring etc.

- *"They need to improve the station St area, all the shops around there look uninviting and colourless, there is a lack of trees and the car park looks very bare."*
- *"To get a bit more soul in there. It all appears old and still. Maybe some younger people bars that are affordable."*
- *"Definitely beautify the area in Napoleon St, put in timber as screening to hide the railway line, especially at Jarrad St, similar to Melbourne."*

Q. How would you like the Town Centre to be improved?

Base: All respondents (n = 205)

# Spontaneous suggestions to improve the Town Centre

## In the words of the community

.....

### Better traffic management

- *“The problem is that the highway goes straight into the town centre, this causes issues for traffic. And this should be improved.”*
- *“I think the hub which is near railway street, Jarrad street, station Street and The Grove needs improvements. Jarrad Street is congested, station Street can be improved since it has a lack of parking.”*

### More licenced establishments / small bars

- *“Allows some licences for some small neighbourhood bars.”*
- *“It is quite dead at night. The bars that are open at the moment are very expensive so may be open up some Street side bars.”*

### Improve range & affordability of cafes / restaurants

- *“The town centre can use some more cafe's and restaurant. Also the rents should be a bit more cheaper at the town centre.”*
- *“I would like more shops and restaurants and places that appeal to younger people. The nightlife needs to be improved, I would like places like burger joints etc.”*

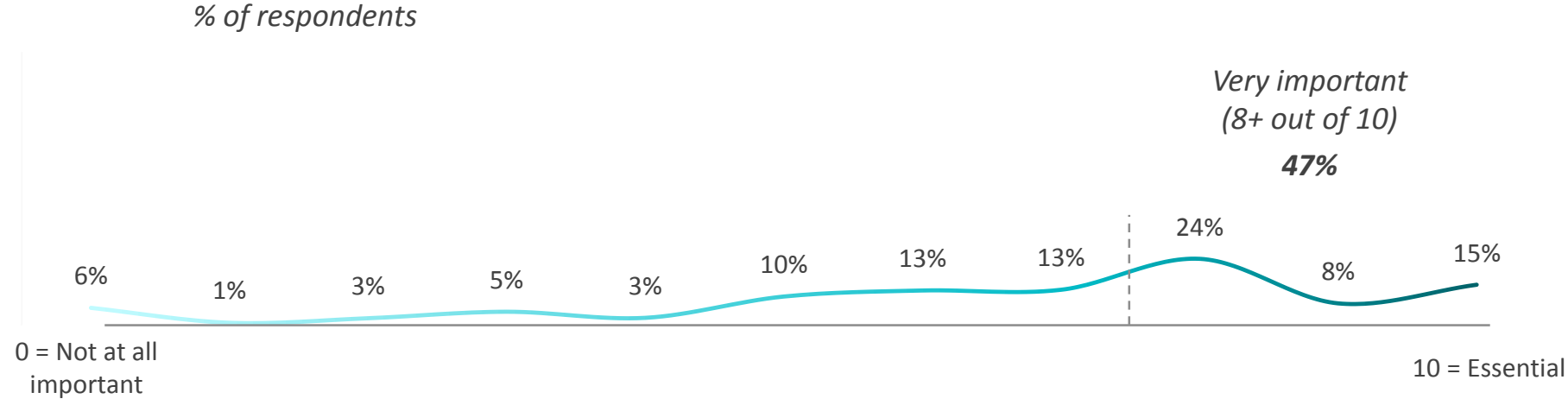
### Sink the railway line

- *“It could help if the train was sunk, the traffic gets congested especially around the boating area.(Jarred St lights).”*
- *“Well if the railway was sunk that would improve it, it would integrate it more into the rest of the town.”*

A full list of verbatim responses is provided in the Appendix.

# Improved access for people riding bicycles in the Town Centre is a moderate priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**47% of respondents believe providing improved access for people riding bicycles is very important. There is higher perceived importance among younger singles and couples.**

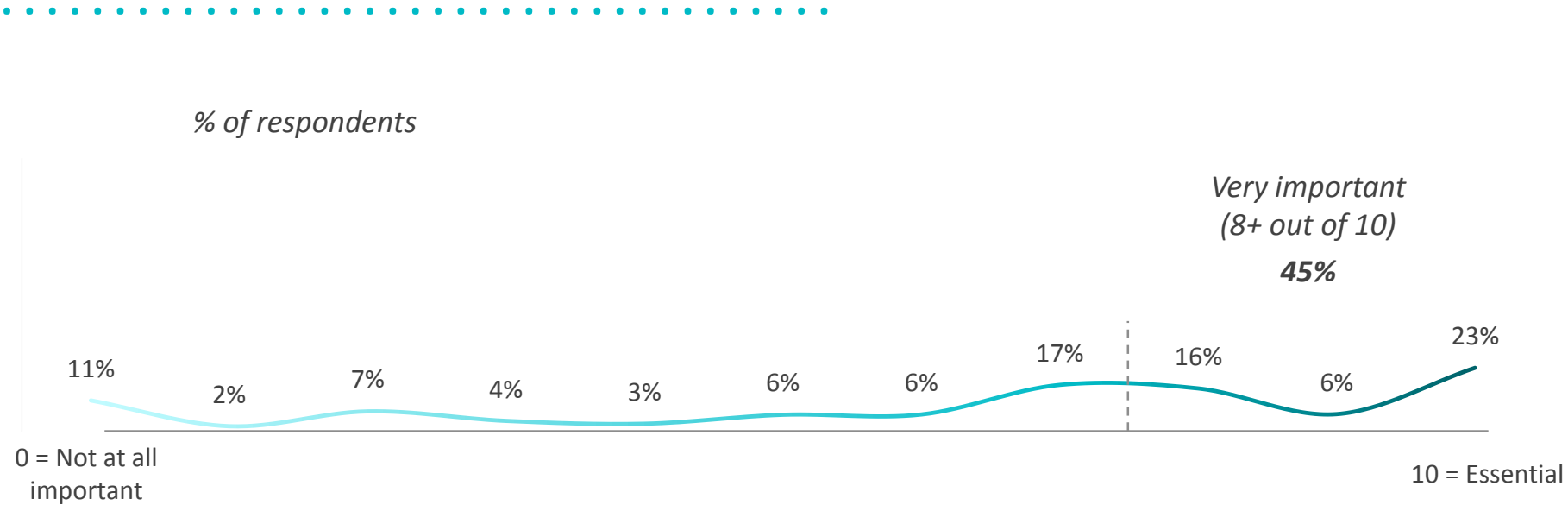
<u>% of respondents</u>	<u>Very important (8+)</u>
Younger singles / couples (18-34)^	73% ▲
Families with younger children (0-12)	46%
Families with older children (13+)	50%
Mature singles / couples (35-64)	50%
Seniors (65+)	31%

Q. How important is it to provide improved access for people riding bicycles?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 191)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Providing a local shuttle bus service is a moderate priority

Perceived importance among respondents when prompted



**45% of respondents believe providing a local shuttle bus service (that does a loop around Cottesloe – connecting the beach, train station and shopping areas) is very important.**

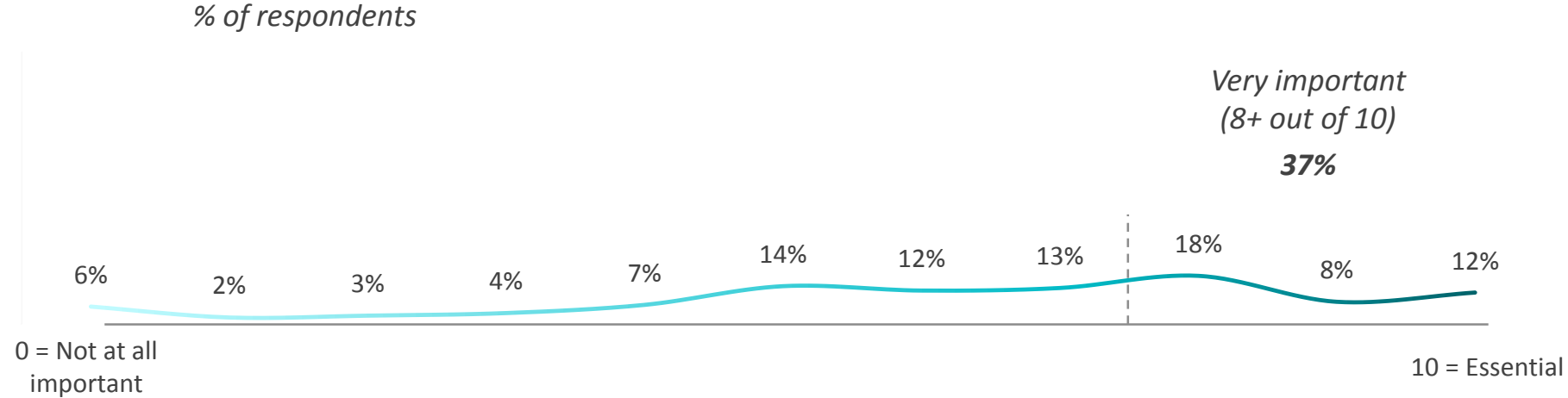
**Views are similar across the community**

Q. How important is it to...? Please give a rating out of 10 where 0 is not at all important and 10 is essential.  
Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 203)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Providing more parking in the Town Centre is a moderate priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**37% of respondents believe providing more parking in the Town Centre is very important.**

**There is higher perceived importance among younger singles and couples and those paying a mortgage.**

<u>% of respondents</u>	<u>Very important (8+)</u>
Younger singles / couples (18-34)^	55% ▲
Families with younger children (0-12)	22%
Families with older children (13+)	36%
Mature singles / couples (35-64)	40%
Seniors (65+)	41%
Own home outright	34%
Paying mortgage	50% ▲
Renting / other	34%

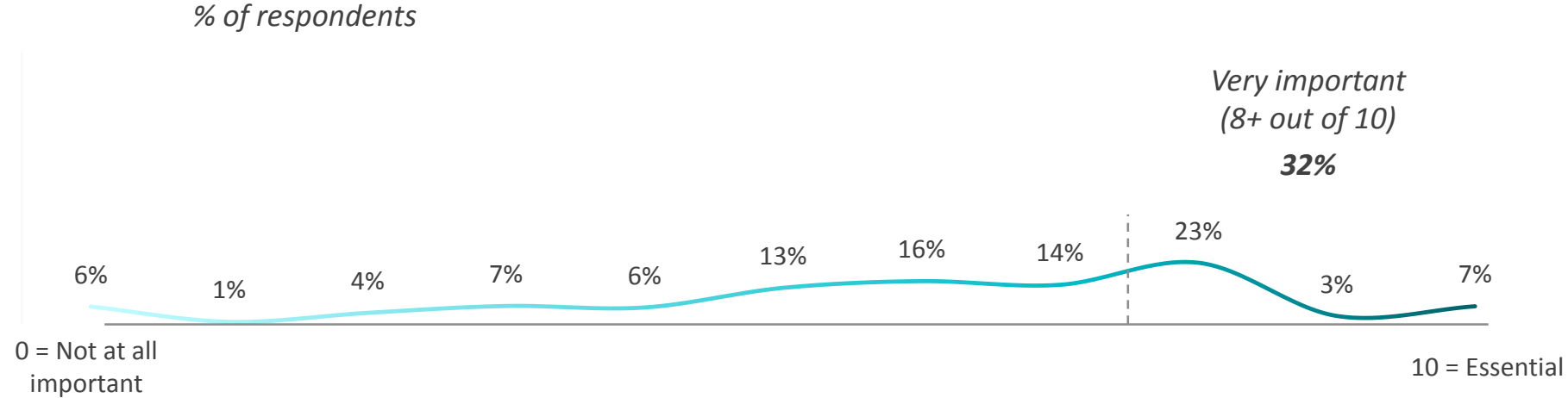
Q. How important is it to provide more parking?  
Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 195)

▲ ▼ = notable variance  
▲ ▼ = significant variance



# Improved landscaping around the Town Centre is a lower priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**32% of respondents believe improving landscaping in the Town Centre is very important.**

**There is higher perceived importance among home owners.**

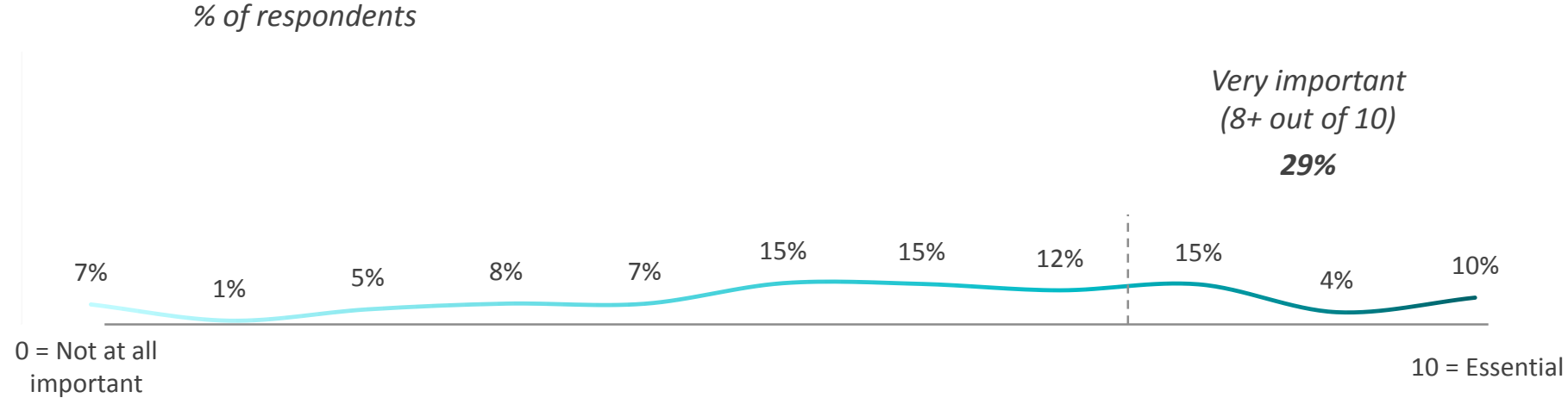
% of respondents	Very important (8+)
Own home outright	35% ▲
Paying mortgage	41% ▲
Renting / other^	8%

Q. How important is it to improve landscaping?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 195)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Improving footpaths in the Town Centre is a lower priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**29% of respondents believe improving footpaths in the Town Centre is very important.**

**There is higher perceived importance among younger singles and couples.**

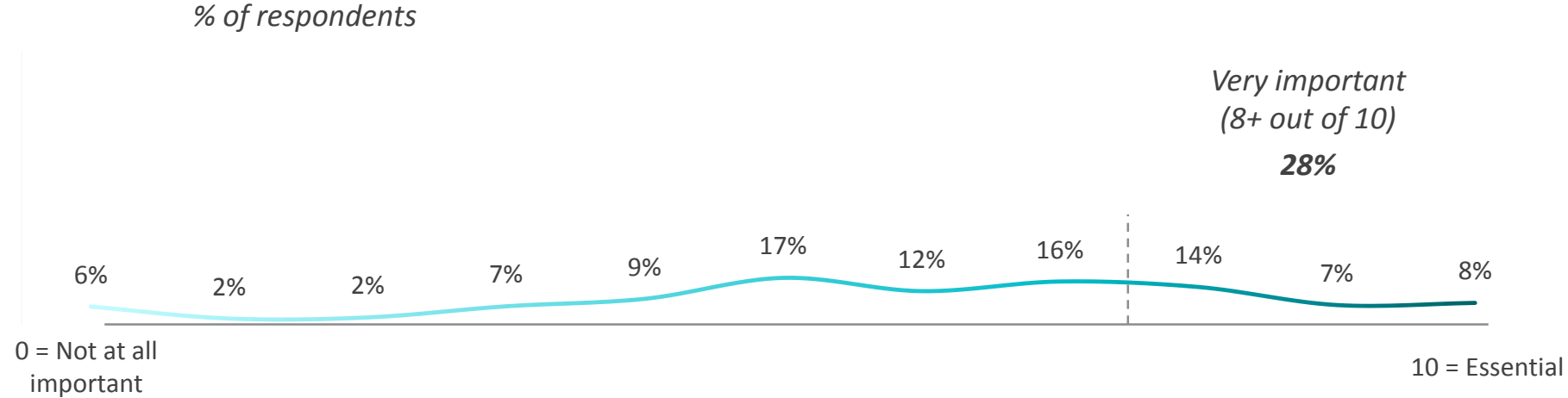
% of respondents	Very important (8+)
Younger singles / couples (18-34)^	45% ▲
Families with younger children (0-12)	29%
Families with older children (13+)	30%
Mature singles / couples (35-64)	35%
Seniors (65+)	18%

Q. How important is it to improve footpaths?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 196)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Improving the overall look and character of the Town Centre is a lower priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**28% of respondents believe improving the overall look and character of the Town Centre is very important.**

**There is higher perceived importance among younger singles and couples.**

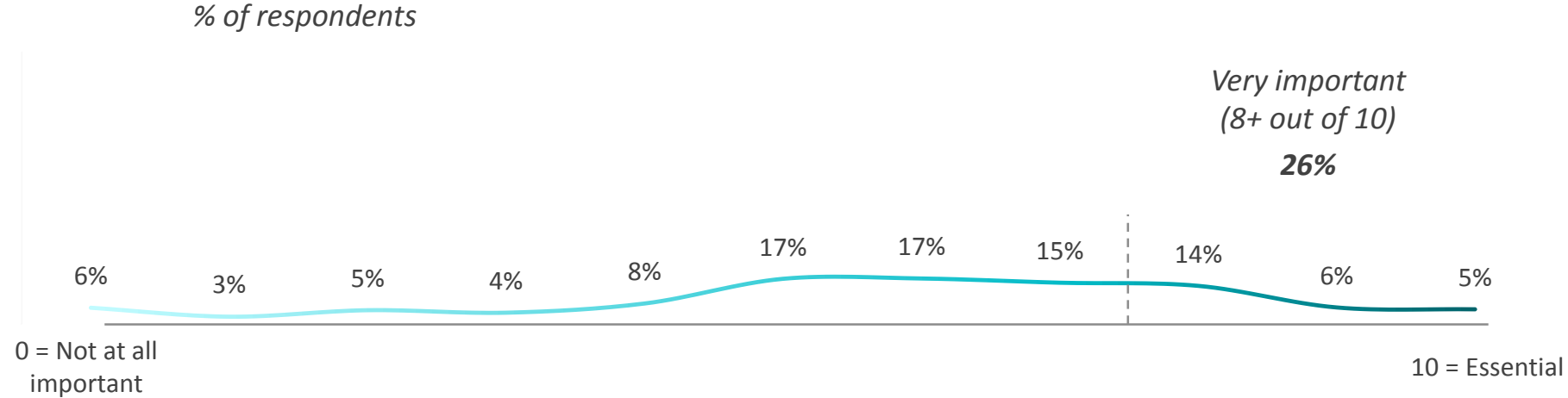
<u>% of respondents</u>	<u>Very important (8+)</u>
Younger singles / couples (18-34) <sup>^</sup>	55% ▲
Families with younger children (0-12)	17%
Families with older children (13+)	26%
Mature singles / couples (35-64)	36%
Seniors (65+)	27%

Q. How important is it to improve the overall look and character of the Town Centre?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 195)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Improving the range of goods and services in the Town Centre is a lower priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**26% of respondents believe improving the range of goods and services available in the Town Centre is very important.**

**There is higher perceived importance among those not paying a mortgage.**

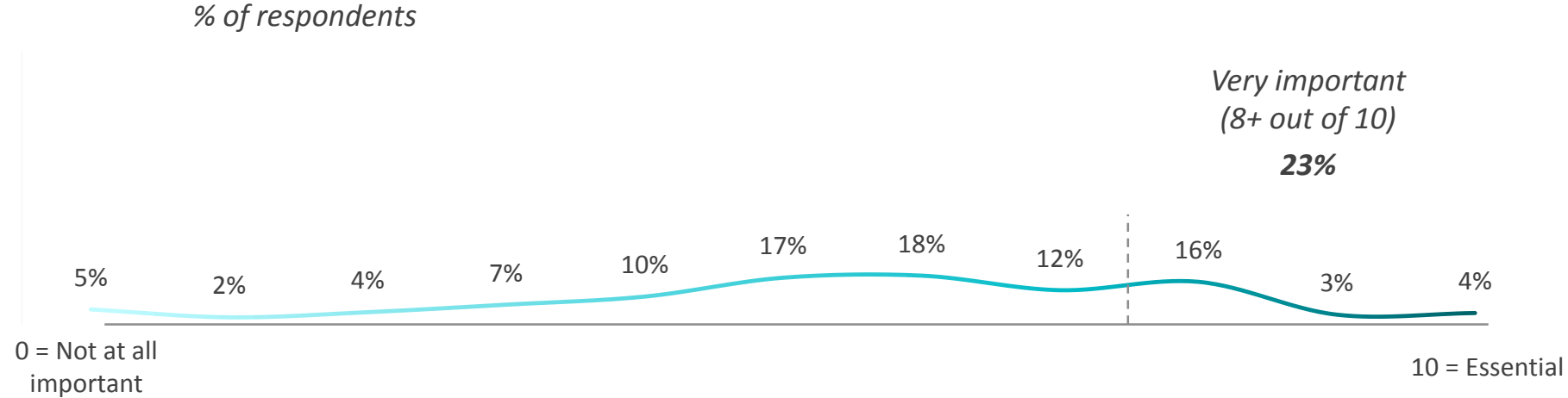
<u>% of respondents</u>	<u>Very important (8+)</u>
Own home outright	28% ▲
Paying mortgage	13%
Renting / other^	35% ▲

Q. How important is it to improve the range of goods and services available?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 195)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Providing more seating in the Town Centre is a lower priority

Perceived importance of possible changes to the Town Centre among respondents when prompted



**23% of respondents believe providing more seating in the Town Centre is very important.**

**There is higher perceived importance among those paying a mortgage.**

<u>% of respondents</u>	<u>Very important (8+)</u>
Own home outright	23%
Paying mortgage	30% ▲
Renting / other	12%

Q. How important is it to provide more seating?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 194)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

Curtin Ave

# Satisfaction with traffic management along Curtin Ave

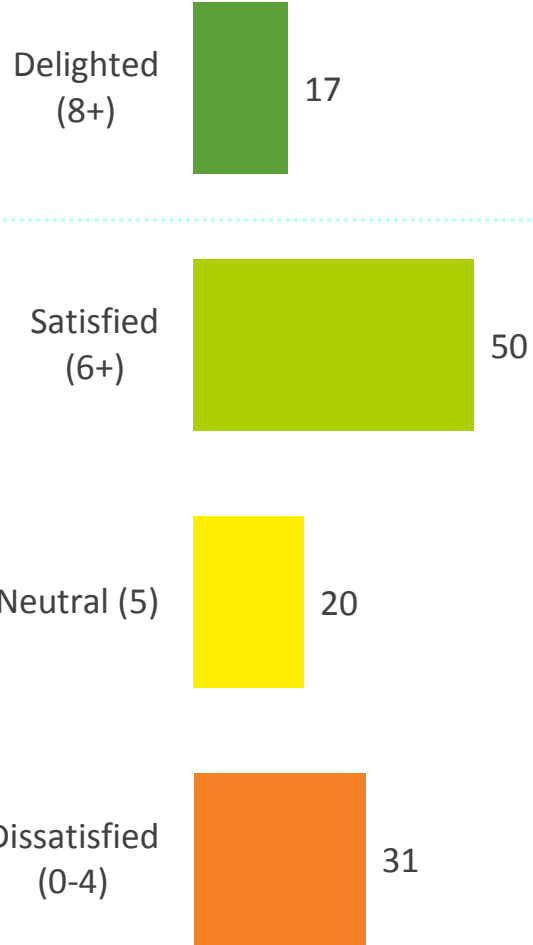
Satisfaction with traffic management along Curtin Ave is moderate.

- 1 in 3 are dissatisfied.

Satisfaction is higher among seniors.

There is greatest concern among families with younger children.

Satisfaction ratings out of 10 (% of respondents)



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	17%	33%
Families with younger children (0-12)	10%	47% ▲
Families with older children (13+)	13%	33%
Mature singles / couples (35-64)	18%	24%
Seniors (65+)	27% ▲	20%

Q. How satisfied are you with traffic management along Curtin Avenue?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 389)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

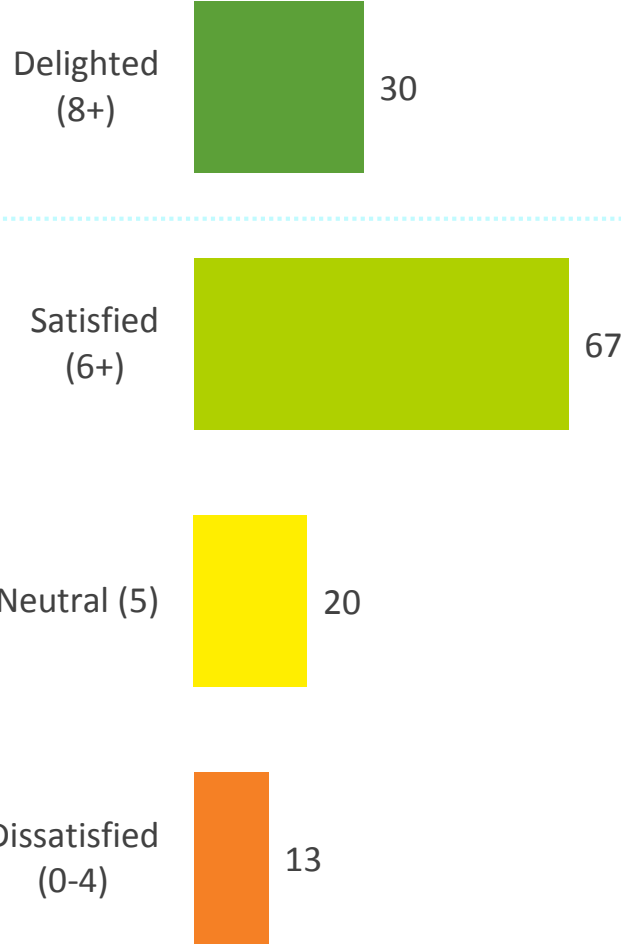
# Satisfaction with safety for drivers on Curtin Ave

Satisfaction with safety for drivers on Curtin Ave is moderate.

Satisfaction is higher among families with older children and seniors.

There is greatest concern among families with younger children.

Satisfaction ratings out of 10 (% of respondents)



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	33%	8%
Families with younger children (0-12)	21%	20% ▲
Families with older children (13+)	36% ▲	14%
Mature singles / couples (35-64)	23%	15%
Seniors (65+)	36% ▲	7%

Q. How satisfied are you with safety for drivers on Curtin Avenue?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 387)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance



# Satisfaction with safety for pedestrians using Curtin Ave

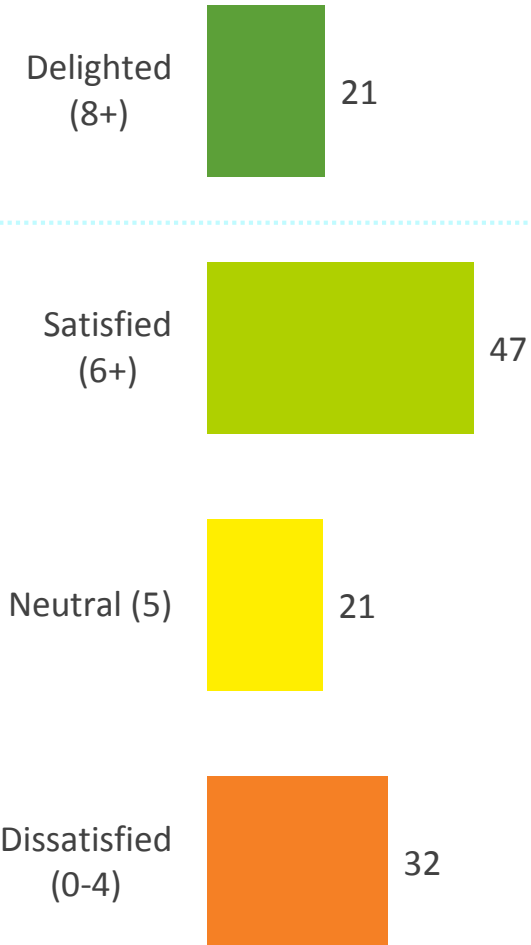
Satisfaction with safety for pedestrians using Curtin Ave is low.

- 1 in 3 are dissatisfied.

Satisfaction is higher among seniors and those who are renting.

There is greatest concern among families with younger children and those in South Cottesloe.

Satisfaction ratings out of 10 (% of respondents)



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	16%	32%
Families with younger children (0-12)	12%	47% ▲
Families with older children (13+)	24%	36%
Mature singles / couples (35-64)	17%	24%
Seniors (65+)	31% ▲	23%
North Cottesloe	23%	31%
South Cottesloe	20%	39% ▲
East Cottesloe	17%	25%
Own home outright	22%	32%
Paying mortgage	11%	32%
Renting / other	32% ▲	33%
Disability / impairment^	25%	16%

Q. How satisfied are you with safety for pedestrians using Curtin Avenue?

Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 389)

▲ ▼ = notable variance  
▲ ▼ = significant variance

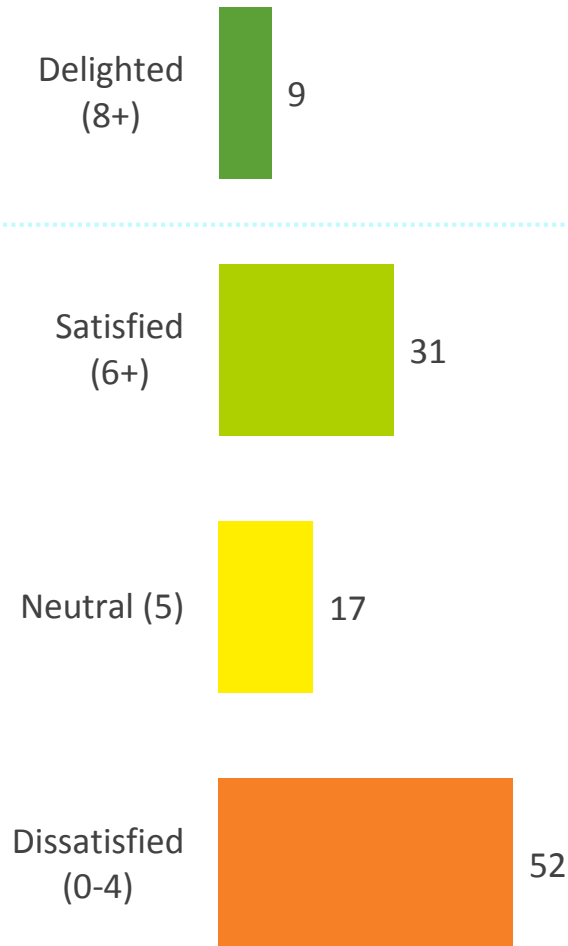
# Satisfaction with safety for people riding bikes along Curtin Ave

Satisfaction with safety for cyclists along Curtin Ave is very low.

- 1 in 2 are dissatisfied.

There is greatest concern among families with younger children.

Satisfaction ratings out of 10 (% of respondents)



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	16%	36%
Families with younger children (0-12)	5%	69% ▲
Families with older children (13+)	8%	54%
Mature singles / couples (35-64)	6%	52%
Seniors (65+)	17%	43%

Q. How satisfied are you with safety for people riding bikes along Curtin Avenue?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 384)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# The railway line

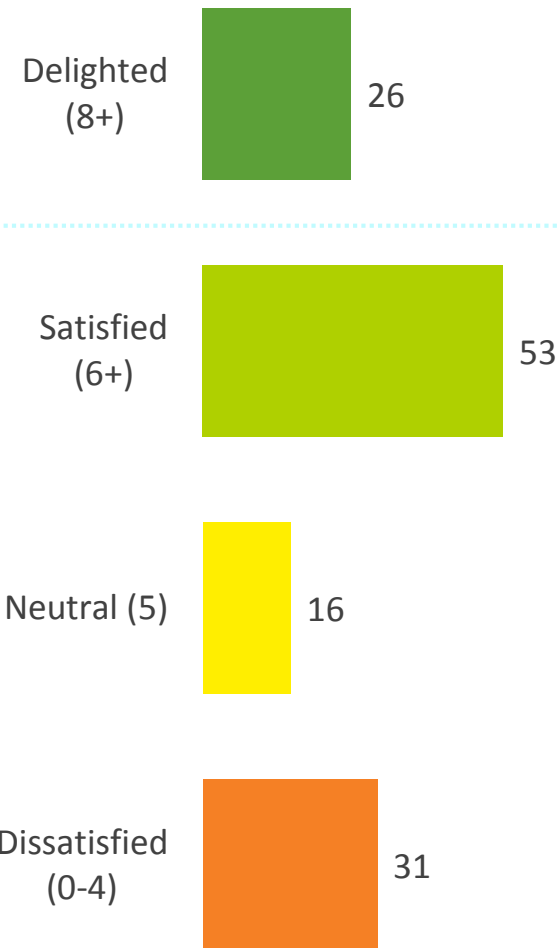
# Satisfaction with the ease of crossing the railway at Jarrad Street

Satisfaction with the ease of crossing the railway at Jarrad Street is moderate.

- 1 in 3 are dissatisfied.

There is greatest room to improve satisfaction among families with younger children.

Satisfaction ratings out of 10 (% of respondents)



% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	32%	28%
Families with younger children (0-12)	17% ▼	29%
Families with older children (13+)	27%	32%
Mature singles / couples (35-64)	25%	34%
Seniors (65+)	32%	29%
Disability / impairment^	32%	20%

Q. How satisfied are you with the ease of crossing the railway at Jarrad Street?

Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 380)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Satisfaction with the ease of crossing the railway at Eric Street

Satisfaction with the ease of crossing the railway at Eric Street is low.

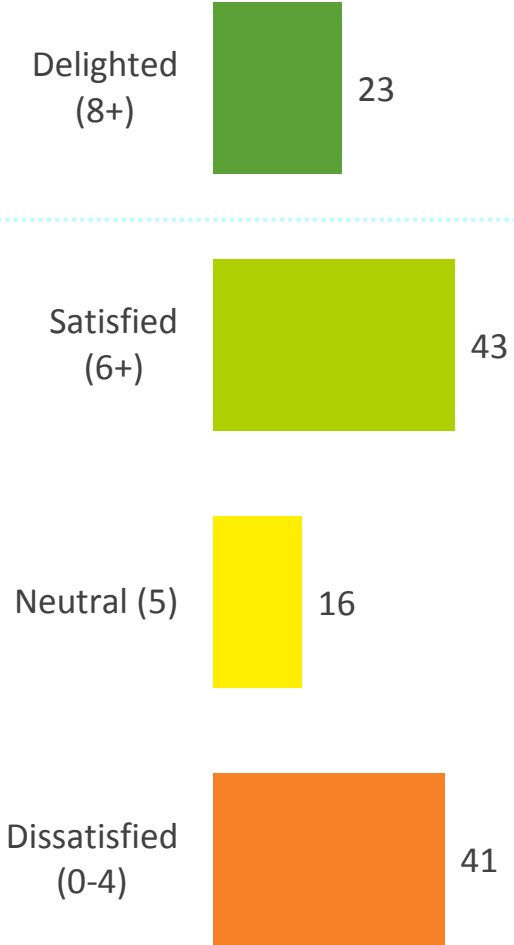
- 2 in 5 are dissatisfied.

Satisfaction is higher among younger singles and couples.

There is greatest room to improve satisfaction among families with younger children.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	44% ▲	32%
Families with younger children (0-12)	11%	49% ▲
Families with older children (13+)	27%	41%
Mature singles / couples (35-64)	19%	38%
Seniors (65+)	21%	44%

Satisfaction ratings out of 10 (% of respondents)



Q. How satisfied are you with the ease of crossing the railway at Eric Street?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 388)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

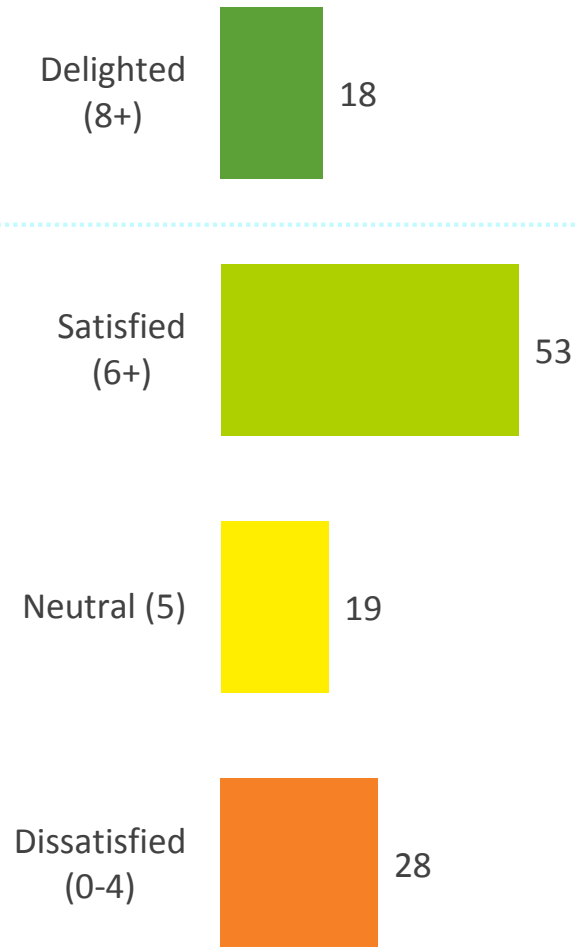
# Satisfaction with the appearance of land along the railway line

Satisfaction with the appearance of land along the railway line is moderate.

Satisfaction is higher among those with a disability or impairment.

There is greatest concern among families with younger children and home owners.

Satisfaction ratings out of 10 (% of respondents)



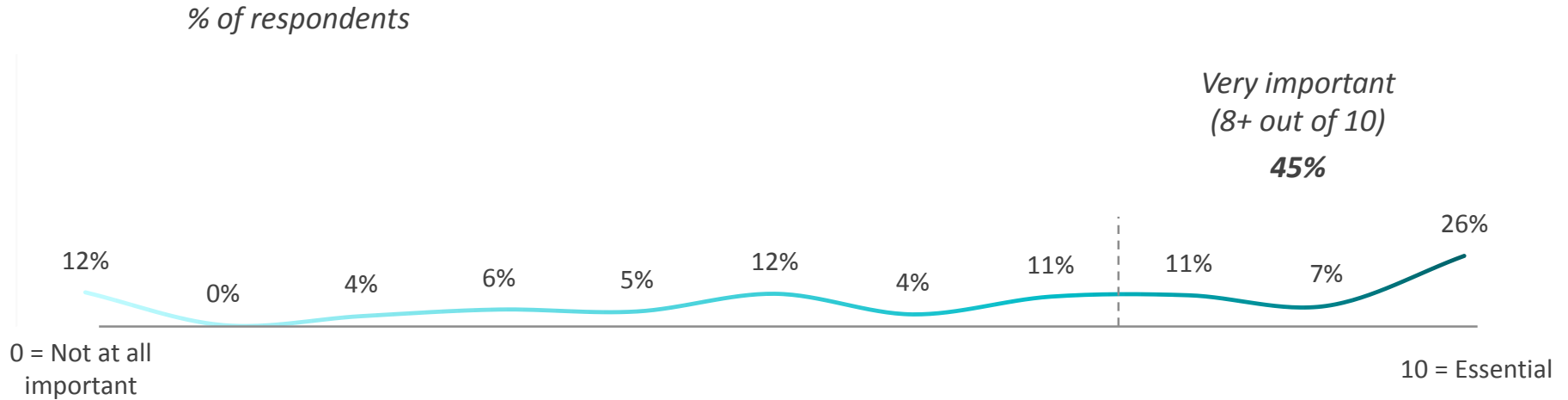
% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	15%	26%
Families with younger children (0-12)	15%	34% ▲
Families with older children (13+)	17%	30%
Mature singles / couples (35-64)	21%	28%
Seniors (65+)	23%	20%
Own home outright	18%	31% ▲
Paying mortgage	18%	27%
Renting / other	19%	18%
Disability / impairment^	51% ▲	9%

Q. How satisfied are you with the appearance of land along the railway line?  
 Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 398)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Sinking the railway line is considered to be a moderate priority

Perceived importance among respondents when prompted



**45% of respondents believe sinking the railway line is very important.**

**There is slightly higher perceived importance among seniors.**

<u>% of respondents</u>	<u>Very important (8+)</u>
Younger singles / couples (18-34)	41%
Families with younger children (0-12)	43%
Families with older children (13+)	42%
Mature singles / couples (35-64)	45%
Seniors (65+)	54% ▲

Q. How important is it to sink the railway in Cottesloe? Please give a rating out of 10 where 0 is not at all important and 10 is essential.

Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 396)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Housing



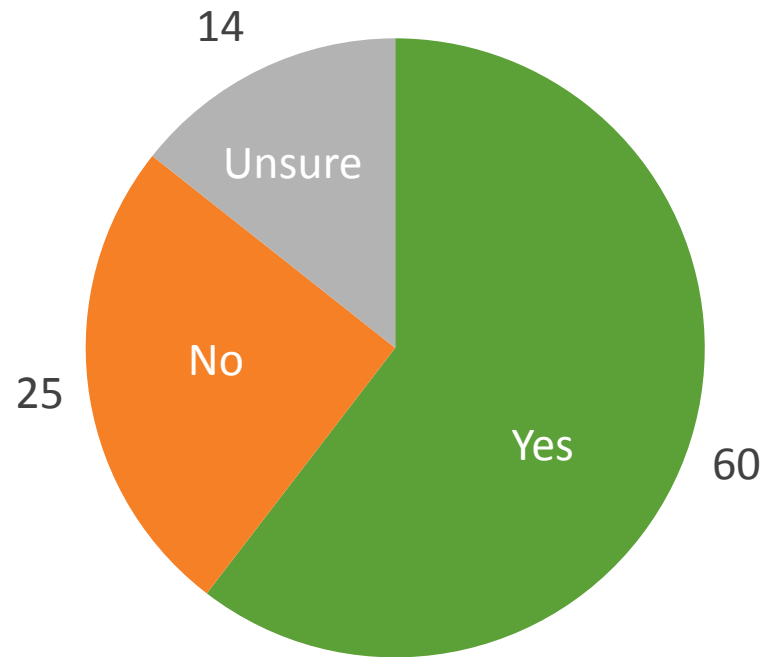
# The majority recognise a need for more local aged care accommodation

**3 in 5 respondents believe that there is a need for more aged care accommodation in Cottesloe.**

**The perceived need for an increase in aged care accommodation is strongest among seniors.**

In your opinion, is more aged care accommodation needed in Cottesloe?

(% of respondents)



% of respondents	Yes	No
Younger singles / couples (18-34)^	55%	36%
Families with younger children (0-12)	56%	23%
Families with older children (13+)	57%	32%
Mature singles / couples (35-64)	68%	20%
Seniors (65+)	73% ▲	14%
Own home outright	66%	22%
Paying mortgage	60%	23%
Renting / other^	36%	40% ▲

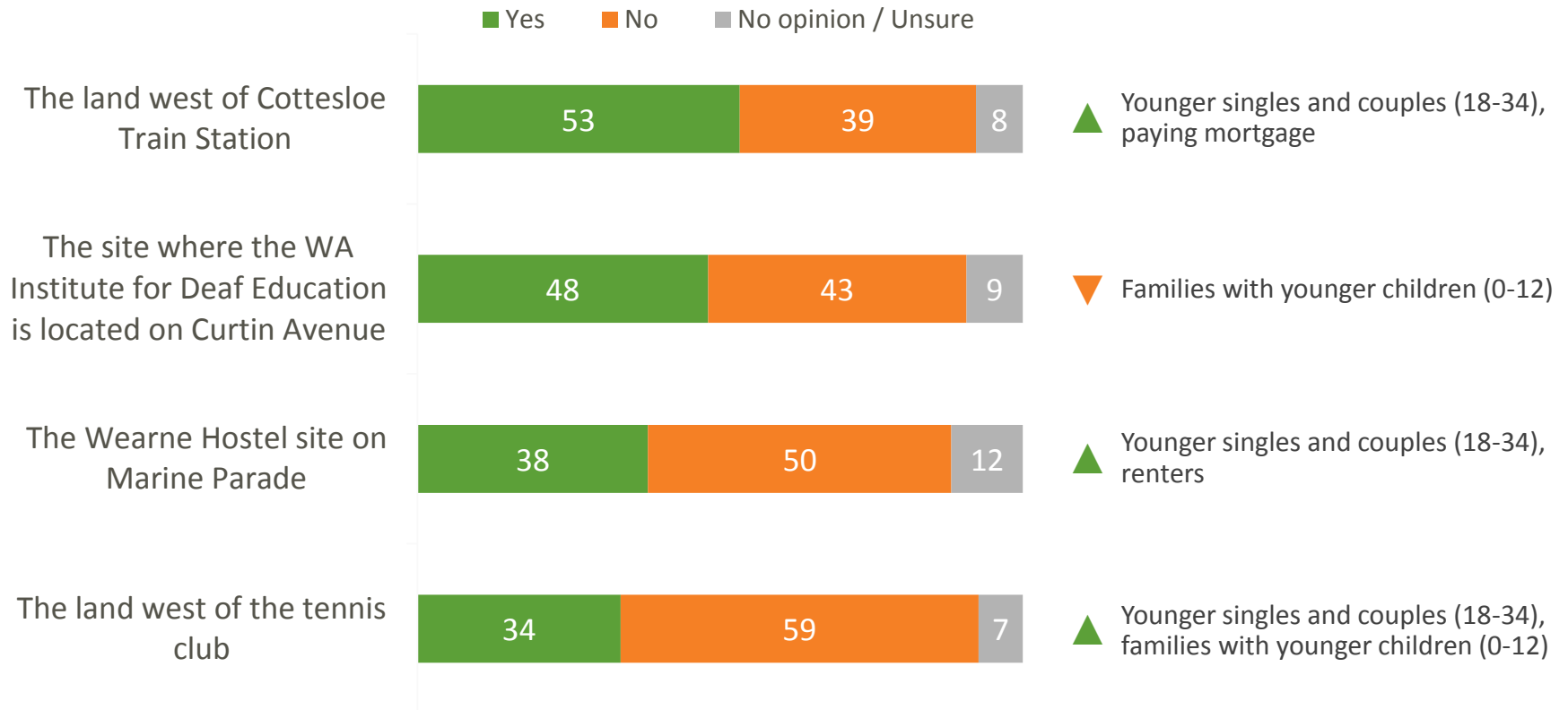
Q. In your opinion, is more aged care accommodation needed in Cottesloe?

Base: All respondents who gave a valid response, excludes refused (n = 196)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# The community is divided over redeveloping local sites

There is greatest support for redeveloping the land west of Cottesloe Train Station and the site where the WA institute for Deaf Education is located, however, the community is divided in their views. Respondents are less open to redeveloping the Wearne Hostel site and the land west of the tennis club. Generally, younger singles and couples are more open to redeveloping sites than other lifestages.



Q. There is growing pressure to accommodate more housing in the area. To help meet the State Government's targets which of the following sites are you open to redeveloping? Are you open to redeveloping:  
 Base: All respondents who gave a valid response, excludes refused (n = varies from 195 to 196)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

# Town of Cottesloe: organisational performance

# Overall satisfaction with the Town of Cottesloe

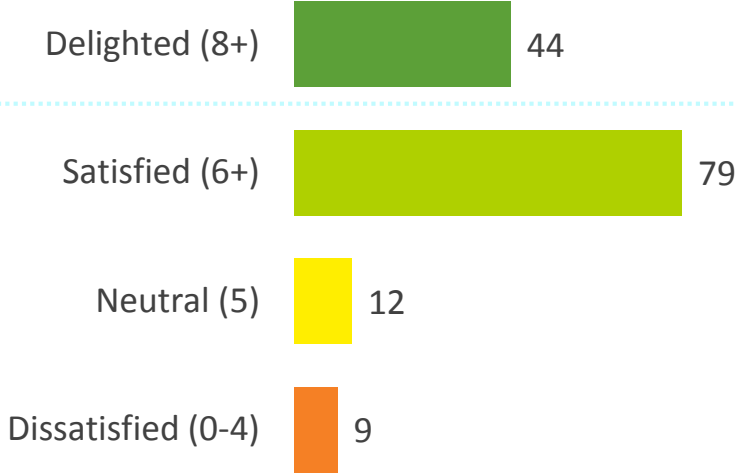
as the governing organisation

Satisfaction with the Town of Cottesloe as a governing organisation is relatively high, and above the industry average.

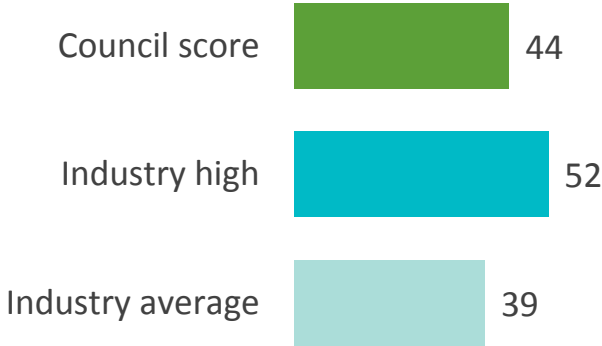
Satisfaction with the Town is highest among seniors.

% of respondents	Delighted	Dissatisfied
Younger singles / couples (18-34)	46%	4%
Families with younger children (0-12)	40%	11%
Families with older children (13+)	40%	11%
Mature singles / couples (35-64)	40%	12%
Seniors (65+)	59% ▲	4%

Satisfaction ratings out of 10 (% of respondents)



Industry Standards (% delighted)



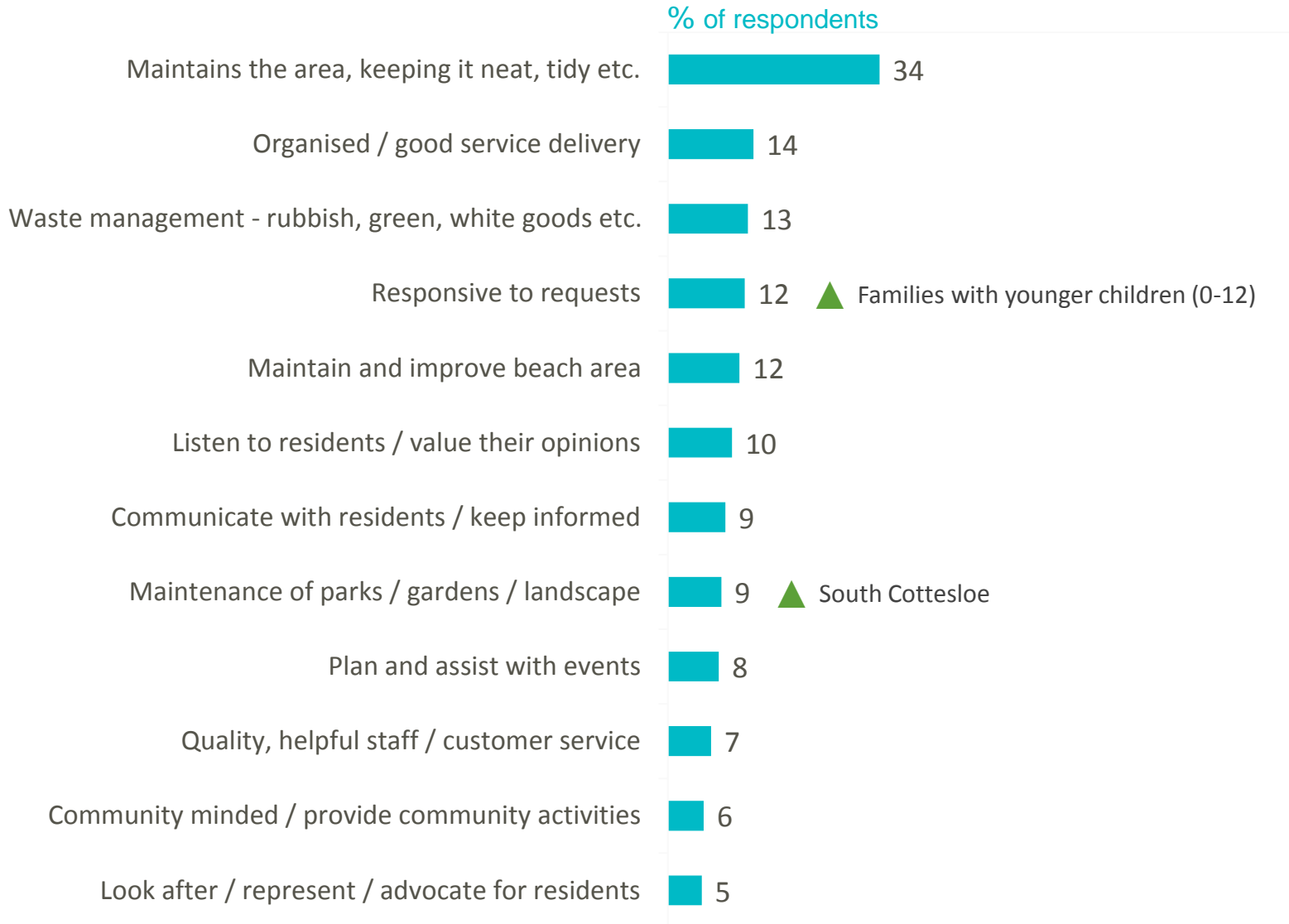
Q. Overall, how satisfied are you with the Town of Cottesloe, the organisation that governs the local area?

Base: All respondents who gave a valid response, excludes 'don't know' and refused (n = 397)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# The Town of Cottesloe maintains a neat and tidy area

Spontaneous mentions of perceived strengths of the Town / Council



Q. What do you think the Town of Cottesloe does really well?

Base: Respondents who rated satisfaction with Council 8+ out of 10 (n = 176)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Spontaneous mentions of perceived strengths of the Town / Council

## In the words of the community

.....

### Maintain the area, keeping it neat, tidy etc.

- *“The amenities are great, things are tidy, well maintained, roads are tidy, lights work, library is good.”*
- *“The maintenance of every place is pretty good.”*
- *“They look after the finishes of the suburbs, its well maintained.”*
- *“I think it maintains the area very well and keeping the place tidy such as streets, paths, verges.”*

### Organised / good service delivery

- *“Providing excellent maintenance to local residence especially rubbish removal and looking after the reserves and verges.”*
- *“I think that it does everything well particularly with building approvals they do them really quickly.”*
- *“They run things fairly smoothly such as the management and council matters.”*

### Waste management - rubbish, green, white goods etc.

- *“I like that the bulk waste collections are so organised and we get a good amount of notice before they happen.”*
- *“The rubbish pick up and green pick up they do it really well.”*
- *“The rubbish removal, the verge side bulk rubbish collection seems to be quite frequent, so that's good.”*

### Responsive to requests

- *“I think that they respond to problems quickly and the roads are kept clean and pleasing on the eye.”*
- *“They make sure that all their rate payers are happy. I have had no problems with them. When it comes to parking and verges they are always ready to come as soon as I ask them.”*
- *“I think that it responds to requests very quickly there were a few problems and they were done in a quick manner.”*

Q. What do you think the Town of Cottesloe does really well?

Base: Respondents who rated satisfaction with Council 8+ out of 10 (n = 176)

# Spontaneous mentions of perceived strengths of the Town / Council

## In the words of the community

.....

### Maintain and improve beach area

- *“The town of Cottesloe is presenting the beach area very well during weekend especially during winter when fewer visitors come and visit the beach.”*
- *“They are good at keeping the beach nice, it is always clean and nice and there is no drinking and smoke free at the beach.”*
- *“It is working to improve the facilities of the beach front.”*

### Listen to residents / value their opinions

- *“Keeping up to date with what the residents want.”*
- *“It considers the opinions of residents and it has a strong voice when dealing with the state government.”*
- *“They don't rush into development. Giving people a chance to have their say. And they are keeping the town centre as a village.”*

### Communicate with residents / keep informed

- *“Keen at interfacing with the community. They outreach to the community well. Positive with the recycling program, marine park reserve and the environment. These build a great community relationship.”*
- *“They have good communication, if you want to find out something you can check the website or the local paper, and they leave notices in the letterbox.”*

### Maintenance of parks / gardens / landscape

- *“Keeping things clean. The oval always mowed and is kept at a good standard. The place just is kept really good.”*
- *“They keep the town very tidy, parks and gardens well attended. The beach front lawns are clean and looked after.”*

Q. What do you think the Town of Cottesloe does really well?

Base: Respondents who rated satisfaction with Council 8+ out of 10 (n = 176)

# Spontaneous mentions of perceived strengths of the Town / Council

## In the words of the community

---

### Plan and assist with events

- *"I like the way they organize events it is really good and they do it to a good standard."*
- *"Napoleon Street - festive celebrations were good."*
- *"They ran a festival called the hullabaloo, and I thought that was excellent. It was about sustainability, and they let you trade in your bottles."*

### Quality, helpful staff / customer service

- *"The level of service is fantastic. They have a real service focus on the local residents."*
- *"Attention by rangers and the staff has been excellent."*

### Community minded / provide community activities

- *"I think they promote the community atmosphere while supporting the community with there festival."*
- *"They bring the community together and people go to council meetings."*

### Look after / represent / advocate for residents

- *"They look after the rate payers very well. They listen to what we want. Example they have tried to prevent the high rise at the beach front successfully."*
- *"It considers the opinions of residents and it has a strong voice when dealing with the state government."*

A full list of verbatim responses is provided in the Appendix.

Q. What do you think the Town of Cottesloe does really well?

Base: Respondents who rated satisfaction with Council 8+ out of 10 (n = 176)



# Suggestions for improving the Town's performance

## Spontaneous mentions



Q. How could the Town of Cottesloe improve its performance?

Base: Respondents who rated satisfaction with Council 0 to 7 out of 10 (n = 221)

▲ ▼ = notable variance  
▲ ▼ = significant variance

# Suggestions for improving the Town's performance

## In the words of the community

.....

### Improved community consultation / listen / consider needs

- *"Embrace change by focussing on understanding what the community wants and listening to the silent majority."*
- *"I think that they could actually ask more generally the population ask for more participation they represent quite a narrow view."*
- *"More public awareness of information on public work. Things that are going on for example developments. Residents should have input and comment on the development projects to have the opportunity to have a say. More publicity of such an opportunity."*

### Develop and improve beach / Marine Parade

- *"They could put more effort in improving the beach fronts and the Cottesloe beach should be preserved yet they should allow a bit of development of tourism in cafes. Car parks should be more developed into cafes and bars along the beach front and tidied up to make it a lot more attractive for tourism."*
- *"Pulling down the old building along the beach. Putting up new and improved buildings for example hotels, cafes and restaurants that meets the standards."*
- *"I think the council should actively redevelop the beach front and not make an issue when trying to modernise the area."*

### Improved council representation, transparency, negativity etc.

- *"I think the councillors are controlled by people that are resistant to change. Some people want to keep things the same but there is an obvious need for the area to be redesigned."*
- *"By being a bit less influenced by local low level conservatives."*

### More decisiveness / being proactive / "do something"

- *"By acting instead of talking. Anything that's proposed that's new or improved, it takes an awfully long time for anything to be done, the bureaucracy is unbelievable."*
- *"They should make decisions and get on with the job. It is time for action, less talk which is all they seem to do."*

Q. How could the Town of Cottesloe improve its performance?

Base: Respondents who rated satisfaction with Council 0 to 7 out of 10 (n = 221)

# Suggestions for improving the Town's performance

## In the words of the community

.....

### Improved management, decisions, planning etc.

- *"Council meetings contain everyday politics and I'd rather see them be more strategic."*
- *"I think that they could be a little bit more thoughtful with things like sorting the beach out and also more parking."*

### Be progressive / flexible / innovative

- *"They need to look at other suburbs in other states, like surfers paradise, and see what can be done to improve. They need to be a bit more liberal minded. They need to improve the facilities along the beach, for instance they need dedicated bike lanes on Marine Parade."*
- *"I think the council needs to stop putting themselves on a pedestal and start to think more progressively about the beachfront."*

### Improved maintenance of area / landscaping / facilities

- *"They need to improve Napoleon Street as soon as possible it needs nice looking Street verges it needs to be done like Subiaco, we need more Street gardens and trees in this area."*
- *"They could be more accountable in upgrading all the rotten fencing and damaged signs along the coast."*

### Resolve parking issues more, remove, better etc.

- *"I think they need to look into better parking for most areas"*
- *"The parking is very bad down here, as soon as people leave their cars they get a ticket, so the council should let go a bit, leave the cars a bit longer."*

### More commercial / retail / bars / cafes

- *"More commercial outlook, come back to putting in place something that beneficial for all residence along the foreshore."*
- *"They should add more businesses and appeal to attract more people."*

Q. How could the Town of Cottesloe improve its performance?

Base: Respondents who rated satisfaction with Council 0 to 7 out of 10 (n = 221)

# Suggestions for improving the Town's performance

## In the words of the community

.....

### Improve planning approvals - efficiency, simplicity & consistency

- *"The planning process takes too long and complicated, e.g. when I wanted to re-build a house."*
- *"Ensure the building standards are adhered to. Enforce the regulations surrounding building standards and make sure that those doing the wrong things are held accountable."*

### Keep height restrictions / no high-rise

- *"I think stopping the development of high rise would be good."*
- *"I think the council could listen to rate payers more about proposed changes to the beach front, such as the high rise proposal."*

### Clean up rubbish / litter

- *"I think they need to be more aware of the beaches in terms of people checking the beaches for safety needs and hygiene to be number one and checking for rubbish is important. Toilets on the beach also needs to be checked for rubbish, such as once a month."*
- *"I would like to see more rubbish bins provided at the beach."*

### Encourage development

- *"Residents, and councils not being so negative about the development, for example current and ongoing debate in regards to the height development in the area. There should be significant development which would attract more people, because there isn't really many short-stay accommodation for tourist. And for a holiday destination, I would expect the council to accommodate them, but they don't. Lack of retail stores and entertainment venues and pubs."*
- *"Stop being so anti development. They seem to knock over anything more than three storeys high and make it difficult for people to get development approvals especially on the beach."*

Q. How could the Town of Cottesloe improve its performance?

Base: Respondents who rated satisfaction with Council 0 to 7 out of 10 (n = 221)

# Suggestions for improving the Town's performance

## In the words of the community

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### Better use of finances / reduce rates

- *"I would be interested in knowing how they come to their budgeting decisions."*
- *"I think giving more attention to the whole area of Cottesloe and cutting down the ill spent money for the area."*

### Better traffic management & safety for drivers, pedestrians & cyclists

- *"I think stopping traffic when people are using Cottesloe as a rat run, meaning getting off the main road and going into side streets."*
- *"They need to work on the traffic hazards from Stirling highway along Jarrad St to Curtin Avenue. In between Curtin Ave and Stirling highway you have a railway line, so you do not have a free flow of traffic in Jarrad street, so you continually have to wait, and people become impatient, and you do not have a good view of approaching traffic because of the volume of banked up traffic. Also you have access to the boat shed from Jarrad street, and that's a further complication to the traffic flow, some drivers won't allow a space so that people can access the boat shed parking lot, so that further complicates the traffic hazards."*

A full list of verbatim responses is provided in the Appendix.

# Local government reform

# High awareness of local government reform

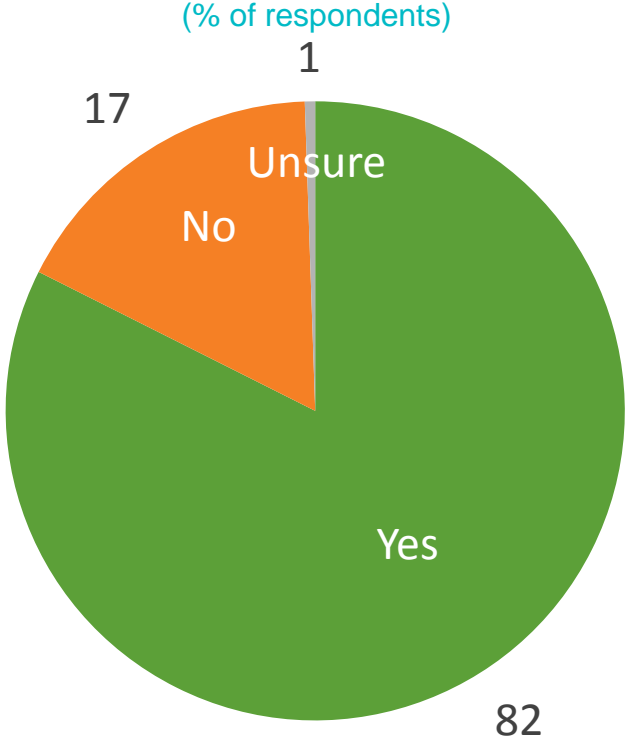
4 in 5 are aware that the State Government is considering local government reform and council amalgamations.

Awareness is very high among older residents and ratepayers.

There is greatest room to improve awareness among younger singles and couples.

% of respondents	Yes
Younger singles / couples (18-34)	44% ▼
Families with younger children (0-12)	87%
Families with older children (13+)	77%
Mature singles / couples (35-64)	94% ▲
Seniors (65+)	93% ▲
Own home outright	87% ▲
Paying mortgage	87% ▲
Renting / other	60%

Were you aware that the State Government is considering local government reform and council amalgamations?



Q. Were you aware that the State Government is considering local government reform and council amalgamations?  
 Base: All respondents who gave a valid response, excludes refused (n = 401)

▲ ▼ = notable variance  
 ▲ ▼ = significant variance

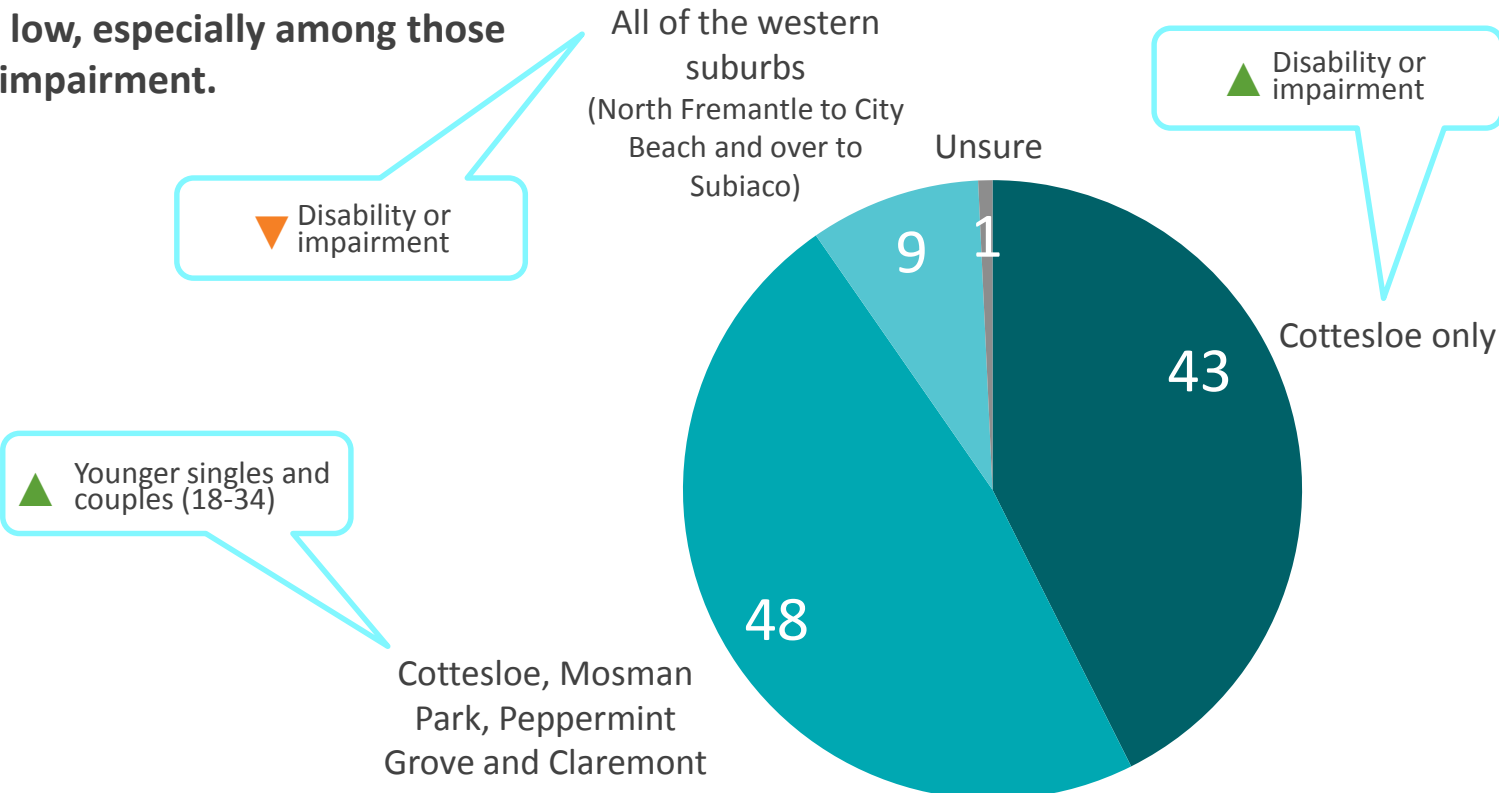
# Community preferences on amalgamation options are divided

The community is divided over whether the Cottesloe should be a part of a Council that covers Cottesloe only or includes Mosman Park, Peppermint Grove and Claremont as well.

Preference for a Council that covers all of the Western Suburbs is low, especially among those with a disability or impairment.

Would you prefer to be part of a Council that covers:

(% of respondents)



Q. Would you prefer to be part of a council that:  
 Base: All respondents who gave a valid response, excludes refused (n = 400)

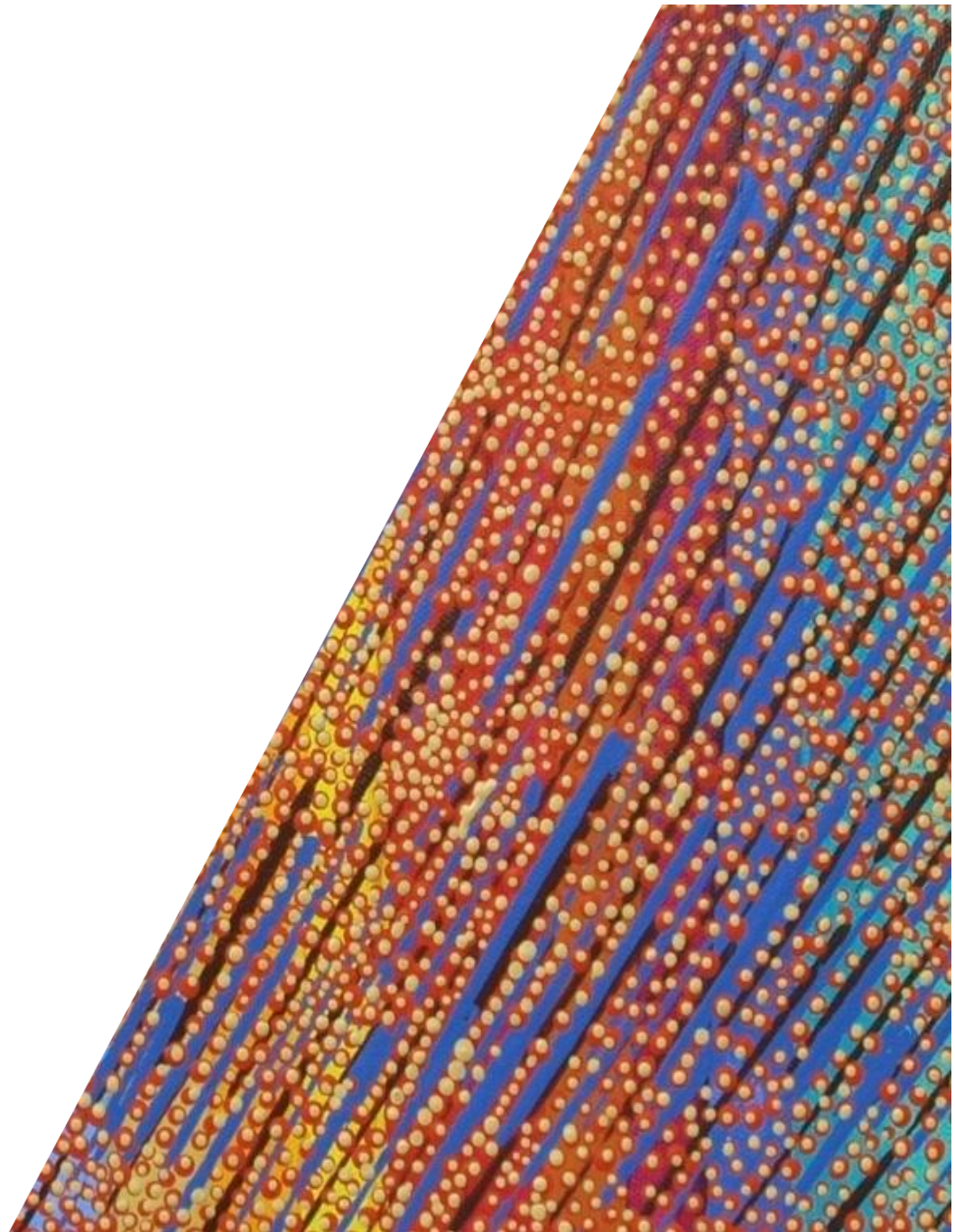
▲ ▼ = notable variance  
 ▲ ▼ = significant variance





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CATALYSE is proud to support Indigenous artists.

“Fireworks” is the exciting work of Yinjaa-Barni Artist, Maudie Jerrold.

Yinjaa-Barni Artists are traditional owners from the Fortescue River region. Their paintings depict the remarkable country of the Pilbara in Western Australia's north-west. The contrasts of the harsh environment with the hidden gorges of cool water, the seeds and flowers bursting out after rain, are moments that belong to the great Creation stories of the Marrga.

Other works may be viewed at the Japingka Gallery in Fremantle [[www.japingka.com.au](http://www.japingka.com.au)].