

MEASURING SERVICE PERFORMANCE AND PRIORITIES

Between 11 August 2025 and 7 September 2025, Place Score, on behalf of the City of Cockburn, delivered the 2025 Cockburn Service Satisfaction Survey.

This is the first survey undertaken by Place Score with all results being loaded onto your online Service Monitor.

This report presents a high level summary of the results captured from residents and ratepayers of Cockburn in 2025.

The 2025 Cockburn Service Satisfaction Survey represents a change in methodology and as such results are not directly comparable with previous results.

The City of Cockburn has committed to undertaking this Service Satisfaction Survey again in 2027.

The City is responsible for delivering a wide range of services, some prescribed, others expected.

In Western Australia, the Integrated Planning and Reporting (IPR) Framework requires councils to prepare a Strategic Community Plan that sets out community aspirations and long-term priorities, supported by a Corporate Business Plan that aligns services and resources to deliver on them. Progress against these plans must be monitored and reported, ensuring accountability and continuous improvement.

Robust reporting is central to this process: it provides transparency, builds trust, and enables councils to adapt to changing community needs.

Place Score's Service Satisfaction Survey and Service Monitor represent industry best practice and a necessary evolution in traditional engagement and reporting.



The City of Cockburn's Service Monitor dashboard includes all 2025 results as well as data from the City's 2023 Community Scorecard report. Wherever possible these results have been integrated to provide comparison data.

Your Service Monitor is designed to allow your team to interrogate the results by age, gender and geography to ensure the effective delivery of services, and to support the improvement of community satisfaction.

THE SURVEY

The survey is designed to measure the community's satisfaction with the performance of Council services, and to identify priorities and focus areas for future planning that will improve outcomes.

The survey includes four main sections:

- The demographic and screening section
- The service performance and importance section
- Respondents' past and preferred communications with Council
- Satisfaction with the overall performance of Council and to share in their own words their desired focus for the future.

The survey captures community satisfaction with the performance of 50 Service Areas, across five Service Dimensions:

Community programs and services: this group of services focuses on the council's contributions to enhancing social and community well-being.

Community places: this group of services focuses on the council's provision of community and shared places, and how well they are managed and maintained.

Transportation, waste and water: this group of services focuses on the delivery and management of roads, paths, water and waste services.

For more information regarding the survey and reporting please visit the Methodology page on your Service Monitor.

Management and communications: this group of services focuses on the council's governance, organisational and communications practices.

Planning for the future: this group of services relates to the council's planning for a sustainable and successful future.



A CHANGED METHODOLOGY IN 2025

The City of Cockburn's 2025 Service Satisfaction Survey marked a shift to a digital-first methodology, achieving a representative sample of 650 residents and ratepayers through:

- 1. Randomised email invitations¹ (n=558) drawn from diverse databases² and a co-created engagement panel³, with quotas and real-time monitoring to ensure balance
- 2. Targeted social media (n=77) reaching hard to reach groups, with incentives offered where needed
- 3. Fieldwork at senior centres (n=14) - ensuring inclusion of nontechnology users

This is a repeatable, equitable, and costeffective approach that improves accessibility and strengthens the evidence base for Council decisionmaking.⁴

COMMUNITY ENGAGEMENT METHODS COMPARISON

	Past Method: Traditional Phone Surveys	New Method: Place Score Digital-First
Engagement method	Relies heavily on landline access	Uses randomised email invitations supported by targeted outreach (social media + fieldwork)
Cost efficiency	High cost - up to 5x more per survey	Significantly lower cost and scalable for future use
Demographic reach	Skewed towards older demographics (65+)	More inclusive of youth, mobile, and culturally diverse groups
Accessibility	Time-consuming for respondents	Flexible participation – primarily online, at their own pace
Sample quality	Often requires weighting due to demographic imbalance	Real-time quota tracking ensures demographic representation
Reach	Limited reach and declining landline usage	Over 90% of Australians have internet access
Response bias	Prone to "social desirability bias" in responses	Self-administered responses yield more honest, accurate data
Long-term value	One-off survey with no lasting infrastructure	Builds a reusable community panel for future engagements

REPRESENTATIVE RESPONDENT PROFILE

A total of 650 resident and ratepayer surveys were completed. While the original quota aimed for 600 responses, the survey not only exceeded this target but also maintained balanced representation across all age and gender group, resulting in a stronger and more reliable dataset.

This sample size provides a maximum sampling error of plus or minus 3.8% at 95% confidence.

To enhance reliability, the sample has been matched to the ABS Census profile to reflect the community's demographics.

This means that if the survey was replicated with a new group of n=650 residents, 19 times out of 20 we would expect to see the same results e.g. 89% satisfaction, with a variation of +/- 3.8% e.g. 85-93%.

RESPONDENTS

CITY OF COCKBURN

n=650 95% +/-3.8%

	15-	24	25	-44	44	-64	6	5+
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Male	44	42	113	115	89	95	47	55
Female	44	46	117	136	93	100	53	50
Other	-	4	-	-	-	7	-	-
% Target	14%	13%	39%	39%	31%	30%	17%	16%

ASSOCIATION1

	n=
Ratepayer (contact)	390
Ratepayer (no contact)	120
Non-ratepayer (contact)	58
Non-ratepayer (no contact)	63
Responses via email/ via schools	558
Responses via targeted social media	77
Response via paper surveys	14

NEIGHBOURHOOD CONNECTION²

	n=
Lake Coogee - Coogee - Munster	61
Atwell	60
Success	57
Spearwood	51
Hamilton Hill	49
Other neighbourhoods (11)	372



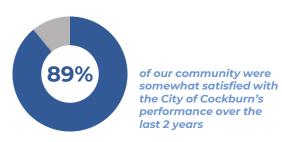
COUNCIL SERVICES – AT A GLANCE

Overall satisfaction with the performance of the City of Cockburn service delivery has remained stable over the last 2 years.

Key findings:

- The best performing Service Area is Library facilities, services and programs
- The highest community priority is
 Providing value for money from rates
 which is ranked the most important
 Service Area overall. Interestingly, three other Council planning Service Areas are also priorities
- The poorest performing Service Area overall is *Illegal dumping* management, though it is ranked only 38th in overall importance, making it a lower priority.

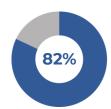
OVERALL PERFORMANCE¹ CITY OF COCKBURN



BENCHMARK²

METRO WESTERN AUSTRALIA 2024 WESTERN AUSTRALIA 2024





BEST PERFORMERS

Top 5 Service Areas:	VS PS METRO WA ⁴
Library facilities, services and programs	1
Swimming pool/s	↑
Rubbish collection and waste management	1
Sport and recreation facilities and programs	↑
Beach and/or waterways services	1

TOP PRIORITIES

Important and performing poorly:	VS PS METRO WA ⁴
Providing value for money from rates	↑
Council making decisions in the best interest of the community	1
Planning for future community needs	1
Road maintenance and condition	1
Town planning	1

OVERALL PERFORMANCE OVER TIME

Compared with your 2023 results, community satisfaction is stable across the City.

This represents a continuation of the trend over the last 2 years since 2023. Residents and ratepayers of Cockburn are more satisfied than those in Metro WA (61% - 2025) and those in Western Australia overall (82% - 2024).

Key findings:

- Overall satisfaction with the City of Cockburn services has remained extremely stable at 89% since 2023, even with a change in methodology
- Overall satisfaction with Metro WA council services decreased by 24% between 2024 (publicly available data) and 2025 (new methodology)

TIME SERIES¹

Thinking about all the services that your council provides, how would you rate your overall satisfaction with the performance of your council over the last 2 years?

% AVERAGE OR ABOVE





^{*} Place Score engaged 310 Metro WA residents during the same period as the Cockburn Survey, using the same methodology as the City of Cockburn to develop this benchmark result.

OVERALL SATISFACTION BY COHORT

Satisfaction with the overall performance of Council services ranges from 85% to 97% across key community groups.

These percentages combine Very good, Good, and Average ratings.

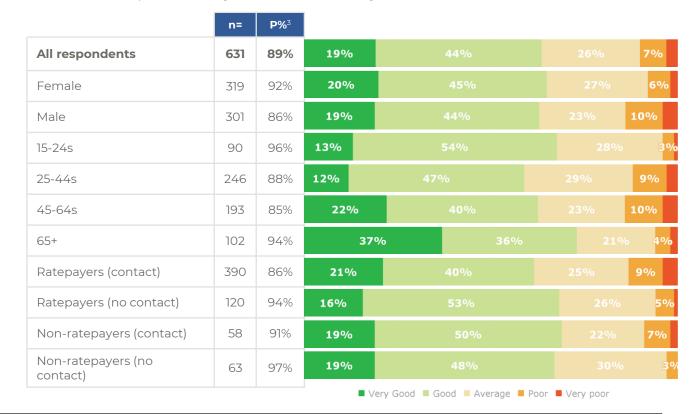
Key findings:

- Cockburn ratepayers (with Council contact in the last 2 years) reported overall satisfaction 11% lower than nonratepayers (no contact).
- Both males and 45-64s are the least satisfied overall with the highest percentage of respondents selecting 'Very poor' and 'Poor'
- Those who had no contact with Council rate overall satisfaction 6-8% higher than those who had contact with Council in the last 2 years

In the table, P% = % of valid responses rated Very good, Good or Average. Don't know responses are excluded.

BY COHORT¹

Thinking about all the services that your council provides, how would you rate your overall satisfaction with the performance of your council over the last 2 years?



SERVICE DIMENSION PERFORMANCE

All five Service Dimensions performed strongly, each achieving satisfaction levels of 81% or above.

Your community is most satisfied with the 10 Service Areas under the *Community places* Service Dimension, where satisfaction levels are higher than those reported across Metro Western Australia.

It is also important to note that the **Management and communications**Service Dimension outperformed the Metro Western Australia benchmark by 24%.

By comparison, the **Planning for the future** Service Dimension recorded the lowest relative satisfaction, though still performing at a high level.

Each of the five Service Dimensions includes 10 Service Areas that have been rated by your residents and ratepayers.

*Place Score engaged 310 Metro WA residents during the same period as the Cockburn Survey, using the same methodology as the City of Cockburn to develop this benchmark result.

SERVICE DIMENSION PERFORMANCE¹

CITY OF COCKBURN



TOP PERFORMERS

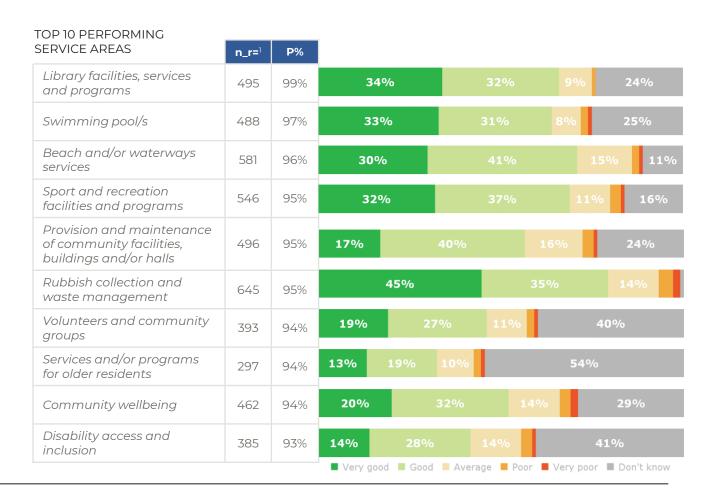
The top performing Service Areas cover a broad range of Council deliverables. Your community rated 17 out of 50 Service Areas 90% satisfied or above, demonstrating exceptionally strong community endorsement.

Key findings:

- 99% rated Library facilities, services and programs or Very good, Good, Average
- Rubbish collection and waste management has the highest percentage of respondents rating it Very good – 45%
- Services and/or programs for older residents ranked as the 8th highestperforming service area, although 54% of respondents selected Don't know

Your community rated their satisfaction with the performance of 50 unique Service Areas. If they had not had any experience with the Service Area they were asked to select Don't know.

In the table, P% = % of valid responses rated Very good, Good or Average. Don't know responses are excluded.



COUNCIL COMMUNICATIONS

457 of the 650 respondents have had contact with the City of Cockburn over the last 2 years. Among them, 90% were satisfied with the Courtesy, professionalism, and attitude of Council staff.

Key findings:

- Ratepayers reported lower satisfaction (75%-92%) than non-ratepayers (89%-98%) across all five customer service areas assessed
- The three preferred Council communication channels are email. newsletters (54%), direct emails (41%) and the Council website (31%)
- All age groups would prefer communications via email newsletters, while those under 25s also would also value communications via Instagram

See attached spreadsheet for full responses

In the table, P% = % of valid responses rated Very good, Good or Average. Don't know responses are excluded.

COUNCIL CONTACT WITH LOCAL COMMUNITY



had contact with council in the last 2 vears



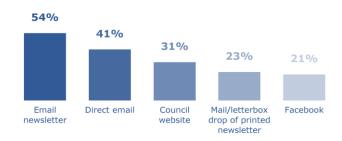


№ 31% By telephone

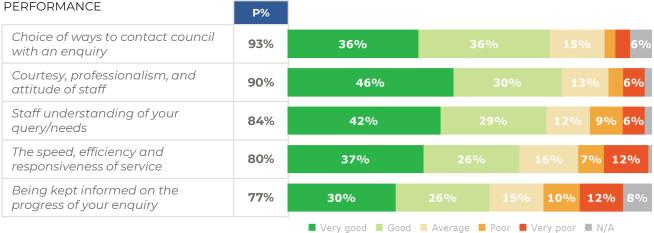


In person

TOP 5 FUTURE CONTACT CHANNELS¹



CUSTOMER SERVICE





SERVICE STRENGTHS

Celebrate your 'Nurture' & 'Monitor' Service Areas. These are performing well and are important to your community

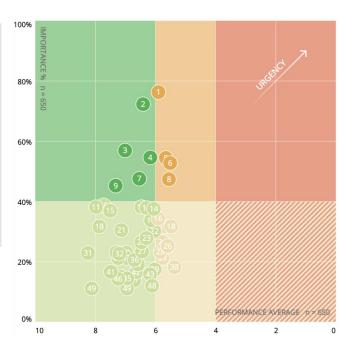
High performers that also rank well in importance are Service Strengths.

Council should consider how to retain satisfaction levels for these services as they will contribute to the community's overall perception.

Overperformers may provide the opportunity for resource reallocation.

IM# ¹	Service Area	PA ²	IM ³
2	Community safety and crime prevention	6.4	72%
4	Safe public spaces	6.2	55%
3	Provision and maintenance of parks and public spaces	7.0	57%
7	Protection and management of the natural environment	6.5	48%
9	Community wellbeing	7.3	45%

Service Areas in this table are ordered from highest to lowest level of urgency



Legend

Nurture (Importance ≥ 40%, Performance ≥ 6)
 Prioritise (Importance ≥ 40%, Performance < 4)
 Manage (Importance ≥ 40%, 4 ≤ Performance < 6)
 Monitor (Importance < 40%, Performance < 6)
 Maintain (Importance < 40%, 4 ≤ Performance < 6)
 Maintain (Importance < 40%, Performance < 4)

SERVICE PRIORITIES

Invest in 'Manage' & 'Prioritise' services: these are underperforming and important to most of your community

Council should consider how to improve satisfaction levels for these services; whether that be increasing resource allocation, or better communication. Improving services that are important is most likely to positively contribute to improved overall satisfaction.

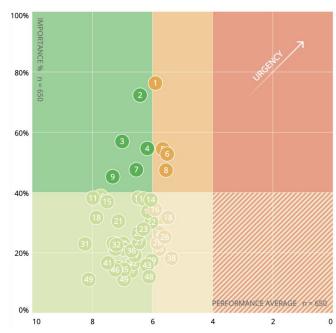
Recommendations:

- The highest priority Service Areas relate to Management and communications, Planning for the future and Transportation, waste and water
- Providing value for money from rates is the highest community priority

IM# ¹	Service Area	PA ²	IM ³
1	Providing value for money from rates	5.9	76%
5	Council making decisions in the best interest of the community	5.7	54%
6	Planning for future community needs	5.5	53%
8	Road maintenance and condition	5.6	47%

Service Areas in this table are ordered from highest to lowest level of urgency.

The City of Cockburn has no 'Prioritise' level Service areas in 2025.



Legend

Nurture (Importance ≥ 40%, Performance ≥ 6)
 Prioritise (Importance ≥ 40%, Performance < 4)
 Manage (Importance ≥ 40%, 4 ≤ Performance < 6)
 Monitor (Importance < 40%, Performance < 6)
 Maintain (Importance < 40%, 4 ≤ Performance < 6)
 Maintain (Importance < 40%, Performance < 4)

SERVICE PRIORITIES – COMMUNITY IDEAS

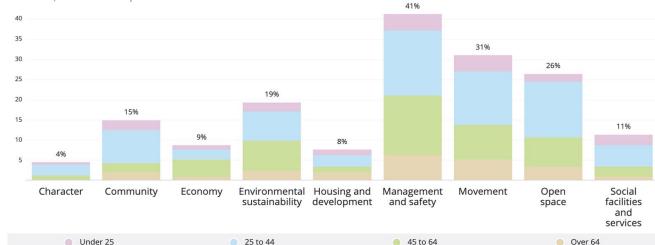
The community shared 453 ideas regarding Council's focus for the next two years. 41% of ideas related to Management and safety

Community feedback shows strong focus on safety, infrastructure, and sustainability. Residents want to feel safer in public spaces, particularly at night; they are calling for better roads, traffic management, and pedestrian safety; and they place high value on preserving green spaces and tackling climate change.

There is a clear call for long-term investment in resilience and liveability, ensuring Cockburn remains a safe, connected, and sustainable community.

FOCUS FOR THE FUTURE

Considering all the services your council provides, what do you believe should be the City of Cockburn's focus regarding service delivery over the next 2 years. All ideas have been grouped into nine themes aligned with Council's strategies, services, and team responsibilities.



Maintaining verges, weed control, better playground equipment & shaded, be on top of graffitti (as it makes the area unsightly). Fix roads, potholes.

Female, Over 64, Ratepayer (contact), Lake Coogee - Coogee - Munster Safe foot path management. Safety for residents and children. Better communications about initiatives and incentives.

Male, 25 to 44, Ratepayer (no contact), Success

Maintenance of local parks and wetlands. Specifically North and Bibra Lakes management of cleanliness and maintenance Male, Under 25, Non-ratepayer (contact), Coolbellup - Leeming -

(contact), Cool North Lake



END NOTES

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- ¹ Instead of phoning households, residents are randomly selected in small batches from a representative database. Demographic quotas (age, gender, ratepayer status) guide invitations, with real-time monitoring to keep the sample balanced.
- ²The database was built from diverse sources provided by the City of Cockburn, including Comment on Cockburn and ARC's mailing list.
- ³The engagement panel is a co-created database of residents and ratepayers developed by Place Score and the City of Cockburn, with a particular focus on including those under 25s. Participants were invited to opt in before this survey, supporting more balanced age and gender recruitment for both this and future surveys. Over time, the panel will grow into a standing community resource that enables ongoing, inclusive engagement and stronger longitudinal insights.
- ⁴ No public advertising was conducted. The community was informed that the research was been undertaken via a website notice.

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- ¹ This provides a summary of the association each respondent has with Council and how they were invited to participate in the research.
- ² Number of respondents by neighbourhood. Each neighbourhood is a group of contiguous suburbs, except for the Wattleup Banjup neighbourhood, where the two suburbs are not directly connected.

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- ¹ We asked the respondents, "Thinking about all the services that your council provides, how would you rate your overall satisfaction with the performance of your council over the last 2 years?" This results shows respondents that are somewhat satisfied with performance included respondents who selected *Very good, Good* and *Average* answers.
- ² The Metro Western Australia and Western Australia benchmarks cover results from "overall satisfaction" questions collected between Jan 2023 and Dec 2024. These publicly available results were collated and weighted by population by Place Score.
- ³ Priorities are defined as Important (IM>40%) and Performing Poorly (PA<4)
- ⁴ Place Score engaged 310 residents of metropolitan Western Australia during the 2025 Cockburn Service Satisfaction Survey period, using the same methodology as the City of Cockburn survey to enable direct performance comparison. This dataset is referred to as PS Metro WA.

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¹ The Metro Western Australia, Western Australia and Australia benchmarks cover results from "overall satisfaction" questions collected between Jan 2019 and Dec 2024. These publicly available results were collated and weighted by population by Place Score. This benchmark will continue to evolve as Place

Score's database grows, incorporating larger sample sizes and enabling more precise, accurate comparisons over time.

- •2020 Australia: publicly available data between Jan 2019 and Dec 2020, covering 26 LGAs, with a total sample of 20,586 respondents.
- •2022 Australia: publicly available data between Jan 2021 and Dec 2022, covering 32 LGAs, with a total sample of 23,046 respondents.
- •2024 Australia: publicly available data between Jan 2023 and Dec 2024, covering 70 LGAs, with a total sample of 63,233 respondents.
- •2020 Western Australia: publicly available data between Jan 2019 and Dec 2020, covering 8 LGAs, with a total sample of 4,614 respondents.
- •2022 Western Australia: publicly available data between Jan 2021 and Dec 2022, covering 14 LGAs, with a total sample of 12.371 respondents.
- •2024 Western Australia: publicly available data between Jan 2023 and Dec 2024, covering 20 LGAs, with a total sample of 21,473 respondents.
- •2020 Metro Western Australia: publicly available data between Jan 2019 and Dec 2020, covering 7 LGAs, with a total sample of 4,192 respondents.
- •2022 Metro Western Australia: publicly available data between Jan 2021 and Dec 2022, covering 7 LGAs, with a total sample of 5,378 respondents.
- 2024 Metro Western Australia: publicly available data between Jan 2023 and Dec 2024, covering 12 LGAs, with a total sample of 12,794 respondents.



END NOTES

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¹ Totals may be higher than the sum of row cohort counts due to drop-offs, unanswered questions or missing data.

² n= number of respondents in this cohort.

³ **Performance percentage (P%)** The possible answers are *Very good, Good, Average, Poor, Very poor* and *Don't know.* The *Don't know* answers are excluded. The cohort's performance percentage is the number of *Very good, Good* and *Average* answers divided by the total number of answers, rounded to the nearest whole number.

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¹ The average Performance Percentage for each Service Dimension is the number of *Very good, Good* and *Average* answers divided by the total number of answers, rounded to the nearest whole number.

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¹ n_r refers to number of respondents who rated this service area. This table of top 10 performing service areas is sorted by the order of Performance percentage (P%) high to low.

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¹ Respondents were allowed to select more than one contact channel.

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¹ IM# - Importance ranking #1 most people selected this Service Area as important, to #50

² PA - Performance average: The service area's performance average is the average of the scores of all respondents, rounded to one decimal place.

³ IM - Importance %: The service area importance is the percentage of respondents that selected that service area, rounded to a whole number.

Nurture

These service areas are the strongest contributors to local satisfaction because a significant proportion of our community values them and rated them positively. Consider how to strengthen these areas, and protect them from potential threats.

Prioritise

Increase the performance of these service areas to deliver the biggest uplift in satisfaction. They identify the aspects of our service that are important to most people, but are currently underperforming.

Manage

Not quite an emergency but not performing as well as they could. Increase investment in these service areas to make them great contributors to satisfaction, or maintain the current level of investment to prevent future problems.

Monitor

These service areas are doing well. They are among the top performers, but not considered as important as others. Monitor performance to ensure they do not become something we need to manage in the future.

Maintain

These service areas are potential threats to satisfaction - they are among the poorest performing, but not considered the most important. If their importance increases, these service areas can move up to 'Prioritise'. Consider how to engage with stakeholders to future-proof or de-risk them.



Service Dimensions and 50 Service Areas

Community programs and services	Community places
Arts and culture services and/or programs (Show Off Art Exhibition, Arts Hall of Fame, Azelia Ley Museum)	Beach and/or waterways services (Coogee Beach, CY O'Connor Beach, Ngarkal Beach, Marina)
Community grants (Verge improvements, kids sport, neighbour networking, CCTV)	Library facilities, services and programs (Cockburn Libraries including inhouse programs and events, e-media)
Community safety and crime prevention (Cosafe and CCTV rebates, public CCTV cameras, seniors security rebates)	Provision and maintenance of community facilities, buildings and/or halls (Community centres, halls and hubs)
Community wellbeing (Cockburn Support Service Mental Health, Financial Counselling, Healthy Eating programs, Cockburn Integrated Health, Cockburn ARC)	Provision and maintenance of dog parks (On lead, off lead areas and fenced dog parks)
Disability access and inclusion (Accessible buildings, accessible website, accessible parks)	Provision and maintenance of parks and public spaces (Recreational reserves, streetscapes, entry statements and environmental spaces)
Festivals and/or community events (Teddy Bears Picnic, Side Splitter Comedy Festival, Coogee Live, Beeliar Sunsets concert)	Provision and maintenance of playgrounds (Children's playgrounds at recreational and community spaces)
Health services and/or programs (Safe food, noise, dust, odour complaints, mosquito monitoring and private swimming pool inspections)	Safe public spaces (Street, park, footpath lighting, CCTV)
Services and/or programs for older residents (Seniors Centre, Men's Shed, Seniors Security rebates, Cockburn Care)	Sport and recreation facilities and programs (Including Cockburn ARC, sporting and recreational reserve hire and use, markets, and local activities)
Volunteers and community groups (Access to volunteering and local community groups)	Swimming pool/s (Cockburn ARC)
Youth services and/or programs (Youth Centre, Youth Outrage Holiday program, KidSport funding, BMX and skate parks)	Town centres and/or main streets (Cockburn Central and/or your local precinct)

Service Dimensions and 50 Service Areas

Transportation, waste and water	Management and communications
Illegal dumping management (Frequency of occurrence and management of illegal dumping)	Animal management (Reporting lost animals, animal pound, rangers, barking and aggressive dogs, promoting responsible pet ownership)
Provision and maintenance of pathways (In your suburb and connecting you to other parts of Cockburn)	Communication and information sharing (City's social media, website, Comment on Cockburn, Cockburn Soundings printed newletter, enews)
Provision and management of car parking (Availability and access)	Community consultation and engagement
Public/community transport	Council customer service (Dealings you have with Council staff at any of its facilities or services)
Road construction and upgrades	Council website and engagement platform (How do you find information about Council services eg. website / Comment on Cockburn)
Road maintenance and condition (Local roads excluding state main roads)	Financial management (City's budget, fees and charges for services)
Road safety (Traffic lights, traffic crossings, roundabouts, traffic calming)	Local business support and programs (Networking events, grants, workshops)
Road side vegetation and verge maintenance (Local road verges, entry statements, traffic island planting and maintenance)	Planning and development services (Building approvals, advice, permits etc.)
Rubbish collection and waste management (Waste collection, verge collections and tip passes, recycling opportunities)	Providing value for money from rates (A broad variety of services, parks, facilities)
Traffic flow (I can get around easily in the City)	Ranger services (Animal management, parking enforcement)

Service Dimensions and 50 Service Areas

Planning for the future

Addressing and responding to climate change

(Reducing emissions, building climate resilience, and supporting community through education, grants, and sustainability initiatives)

Council making decisions in the best interest of the community

Economic development and employment opportunities

(Guide the future growth and prosperity of Cockburn, provide local jobs)

Emergency and disaster management and recovery

(Bushfire, sewer, emergency management, biohazards etc)

Investment in resource sustainability

(Sustainable management of water, energy, and waste to support a circular economy)

Overall Council direction

(The Council focuses on matters that are important to me)

Planning for future community needs

(Development, housing, population growth and/or changes etc.)

Protection and management of local history and heritage

(Maintaining Cockburn's heritage and protecting iconic buildings)

Protection and management of the natural environment

(Protecting our natural environment through planning, policy, conservation efforts, and strategic land management)

Town planning (Subdivisions, density, inclusion of public open space and community facilities, urban canopy)

