



Liveability Study Executive Summary

City of Cockburn

November 2024



PROJECT OVERVIEW

RESEARCH STUDY SUMMARY

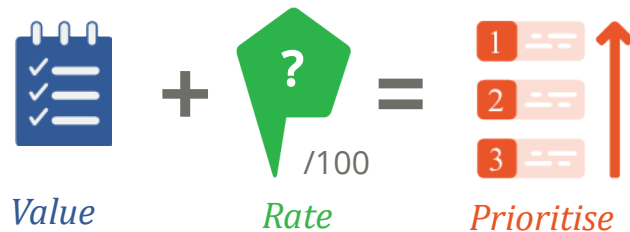
About Place Score

Place Score offers two sophisticated data collection tools, Care Factor (CF) survey and Place Experience (PX) Assessments.

Like a 'place census', Care Factor captures what the community really values, while PX Assessments measure the community's lived place experience.

Together they help to identify what is important, how a neighbourhood is performing, and what the focus of change should be.

An attribute with a high CF but a low PX should be a priority for investment as it will have the most positive impact on the most amount of people.



The Project

Between 2 September and 29 September 2024, Place Score, on behalf of the City of Cockburn, delivered the 2024 Cockburn Liveability Survey.

The 2024 project includes:

- Online Liveability Survey (national benchmark)
- Bespoke question – asking respondents to rank Council's five SCP Strategic Outcomes
- Alignment of Place Score metrics with the City of Cockburn Strategic Community Plan 2020-2030 Strategic Outcomes

What is the study used for

The results of this survey help shape future planning across the City. The survey is one way we ensure that our neighbourhoods continue to grow in a way that reflects community values and priorities.

The results were also used to develop our new Strategic Community Plan 2025-2035.



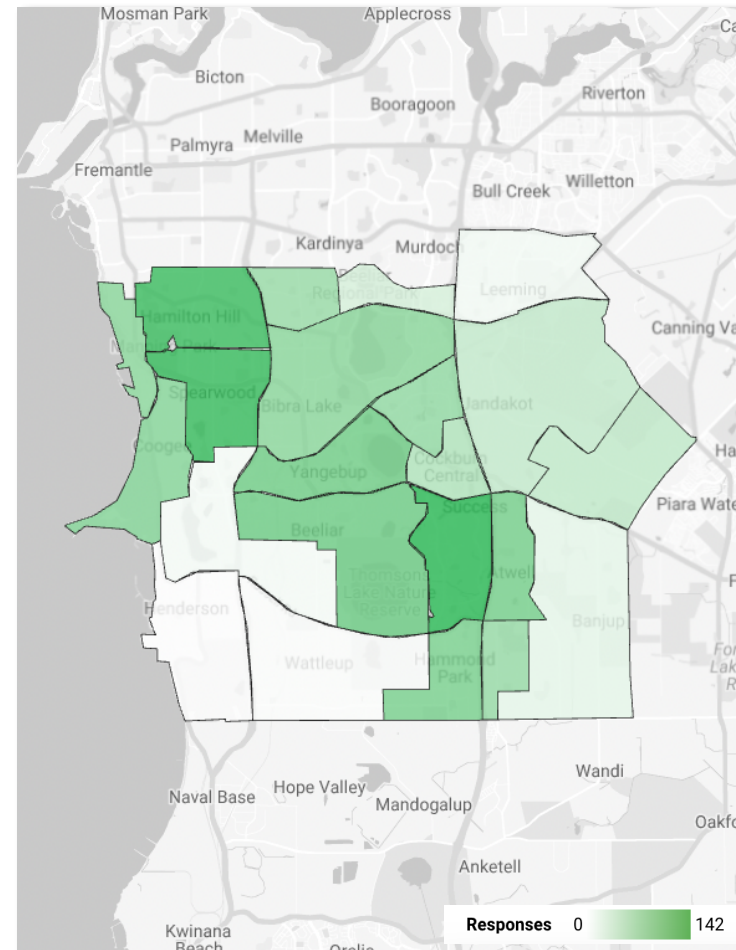
ENGAGEMENT CAMPAIGN

Distribution

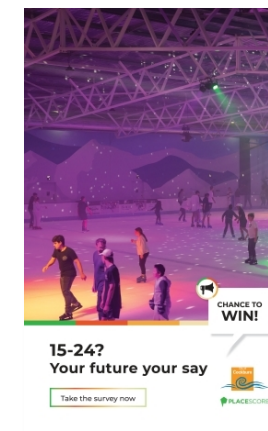
Residents were invited to participate in the survey using a mixture of emails, social media, posters, flyers and paper surveys

- **Email outreach** was the data acquisition method to receive the **most** responses (61% of the total responses)
- **Social media** was the data acquisition method to receive the **second most** responses (31% of the total responses)
- **Internal communications (staff)** was the data acquisition method to receive the **least** responses
- In the future, a greater focus should be placed on **youth and men under 24**

Responses by geography



Demographic balance

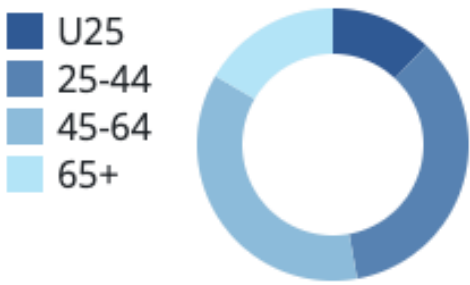
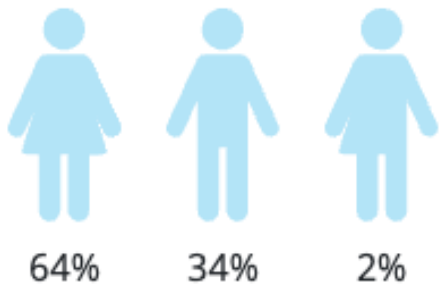


ABOUT THE RESPONDENTS

4,862 records from over 1,800 local residents were collected

- For the whole Council area, we achieved a confidence level of $\geq 90\%$
- Results were collected for 24 suburbs to be represented in 16 geographic areas with relevant sample sizes
- As per the national trends, women are overrepresented in the sample, and men and youth underrepresented
- 12% of PX and CF responses are from those aged 24 or under

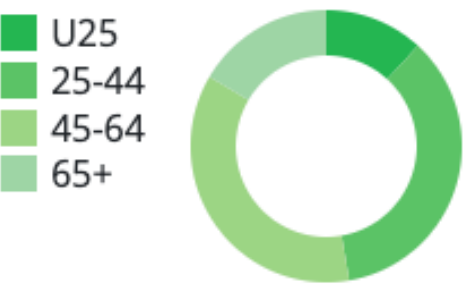
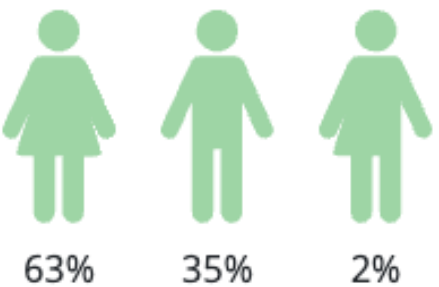
Care Factor (CF)



n=1,81

Australia	63%
United Kingdom	14%
New Zealand	3%
South Africa	2%
Malaysia	1%

PS Assessment (PX)



n=1,66

Australia	68%
United Kingdom	10%
New Zealand	3%
South Africa	2%
Philippines	1%

COMMUNITY VALUES AND PLACE PERFORMANCE



RESULTS SNAPSHOT

On average, the neighbourhoods scored **PX 66**

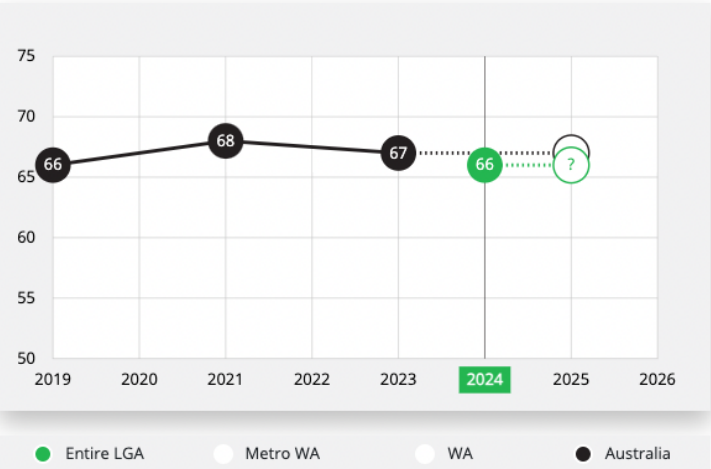
85% of our community rates their mental health positively (national average - 82%)

Top priority for impact is to invest in **neighbourhood and personal safety**

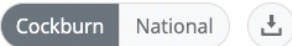
BENCHMARK PERFORMANCE



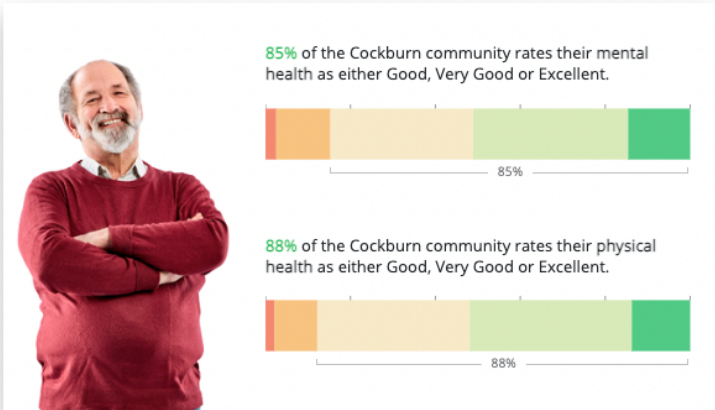
In 2024 our community rated **our area** lower than the National Benchmark which tracks liveability across the country.



COMMUNITY HEALTH



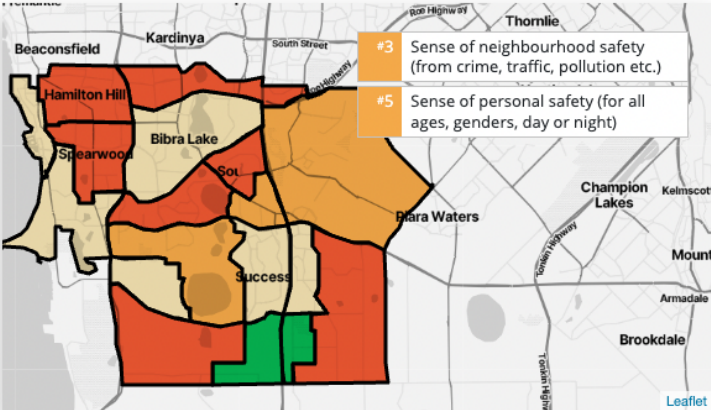
The mental and physical health of our community are highly important metrics. Both are included in the Federal [Measuring What Matters](#) framework.



MAKING A DIFFERENCE



Our community would most benefit from increased investment in neighbourhood and personal safety - walkable, social streets feel safer and build community.



OUR IDEAL NEIGHBOURHOOD

Our community’s ideal neighbourhood is **safe, maintained and connected to nature**

The top 3 shared values of our community are:

- #1 (74%)
Elements of natural environment
- #2 (68%)
General condition of public open space
- #3 (57%)
Sense of neighbourhood safety

LGA top 15 Care Factors by age group



COMMUNITY VALUES

Community neighbourhood values

Aligning community engagement, strategic planning and financial planning around what the community values can help us deliver stronger outcomes for all residents and stakeholders.

Across Australia there are two shared values: *Elements of natural environment* and *Sense of neighbourhood safety*. In addition to these two, our community's ideal neighbourhoods have the following features:

Locally owned and operated businesses that provide the community with their daily needs



Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	57%
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	52%

Easy to access shared community amenities, like the local shops, on foot or bike



Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	57%
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	49%

Well connected and providing the full range of modal options; walking, cycling, public transport and private vehicle connectivity



Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	51%
Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	40%

LOCAL LIVEABILITY

On average, the neighbourhoods scored
PX 66

This is **1 point lower** than place score's
national benchmark average of PX 67



While the overall liveability score for the LGA is lower than the Perth Metro and WA benchmarks, the community is generally satisfied with the performance of their most valued liveability attributes



What about other areas?



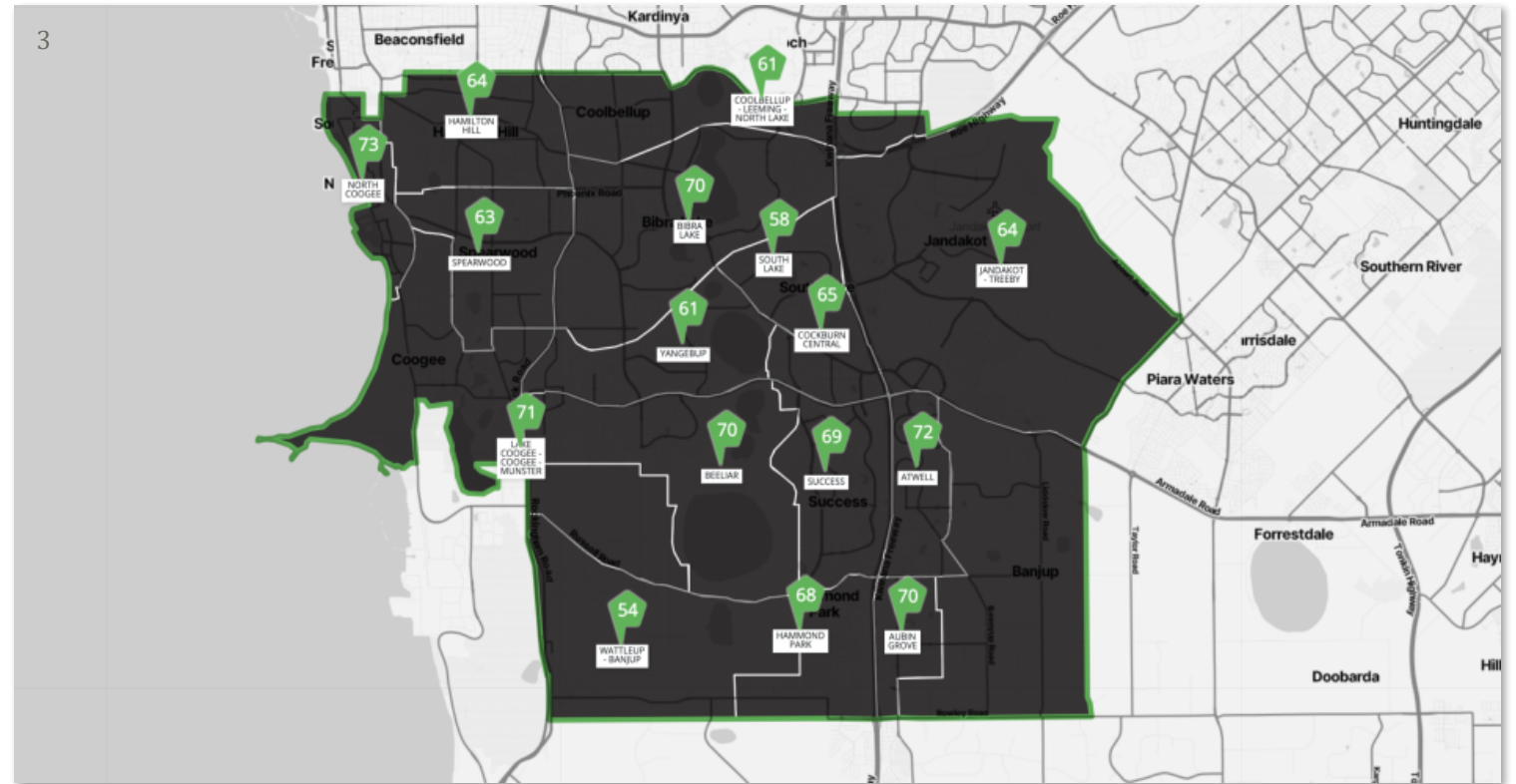
Notes:

1. Score in 2023

LOCAL AREA PERFORMANCE

2024 results

- Areas with the highest liveability scores are **North Coogee** (PX 73) and **Atwell** (PX 72)¹
- The LGA's **best** performing attributes are
 - 'Amount of public space' (7.7)
 - 'Welcoming to all people' (7.7)²
- Areas with the lowest liveability scores are **Wattleup – Banjup** (PX 54) and **South Lake** (PX 58)¹
- The LGA's **worst** performing attribute is
 - 'Things to do in the evening' (4.1)²



Notes:

1. PX score out of 100.
2. Place Attribute Score out of 10.
3. Wattleup and Banjup data has been combined to accurately represent population samples of each suburb

BENCHMARKS

Your community rates the following attributes above/below the national benchmark

Above the Benchmarks	Our LGA	AUS	+/-	WA	+/-
Amount of public space	7.7	7.0	+0.7	7.6	+0.1
Quality of public space	7.2	6.5	+0.7	7.1	+0.1
Walking/jogging/bike paths that connect housing to communal amenity	7.4	6.8	+0.6	7.1	+0.3

Below the Benchmarks	Our LGA	AUS	+/-	WA	+/-
Things to do in the evening	4.1	5.0	-0.9	5.1	-1.0
Local history, historic buildings or features	4.8	5.6	-0.8	5.0	-0.2
Physical comfort	6.6	7.3	-0.7	7.2	-0.6

COMMUNITY PRIORITIES

LIVEABILITY DIRECTIONS

LGA strengths and priorities

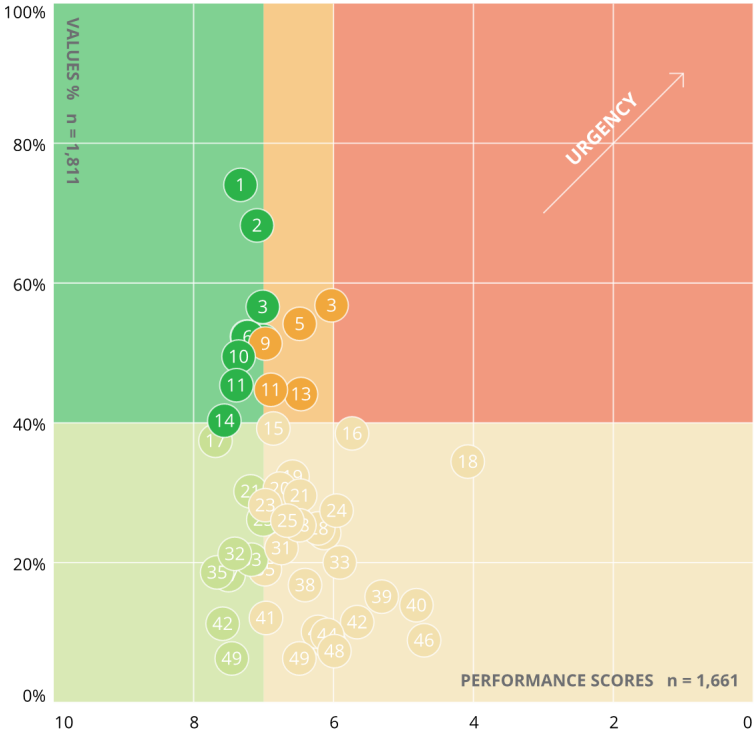
An attribute with a high CF but a low PX should be a priority for investment as it will have the most positive impact on the most amount of people.

These can be used to recommend where to invest resources and to what level.

#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#2	General condition of public open space (street trees, footpaths, parks etc.)
#3	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#6	Landscaping and natural elements (street trees, planting, water features etc.)
#6	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
#6	Quality of public space (footpaths, verges, parks etc.)
#10	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#11	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
#14	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
#3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#5	Sense of personal safety (for all ages, genders, day or night)
#9	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#13	Locally owned and operated businesses
#11	Protection of the natural environment

Legend

- Nurture (CF ≥ 40%, PX ≥ 7)
- Prioritise (CF ≥ 40%, PX < 6)
- Manage (CF ≥ 40%, 6 ≤ PX < 7)
- Monitor (CF < 40%, PX ≥ 7)
- Maintain (CF < 40%, PX < 7)



LIVEABILITY SNAPSHOT

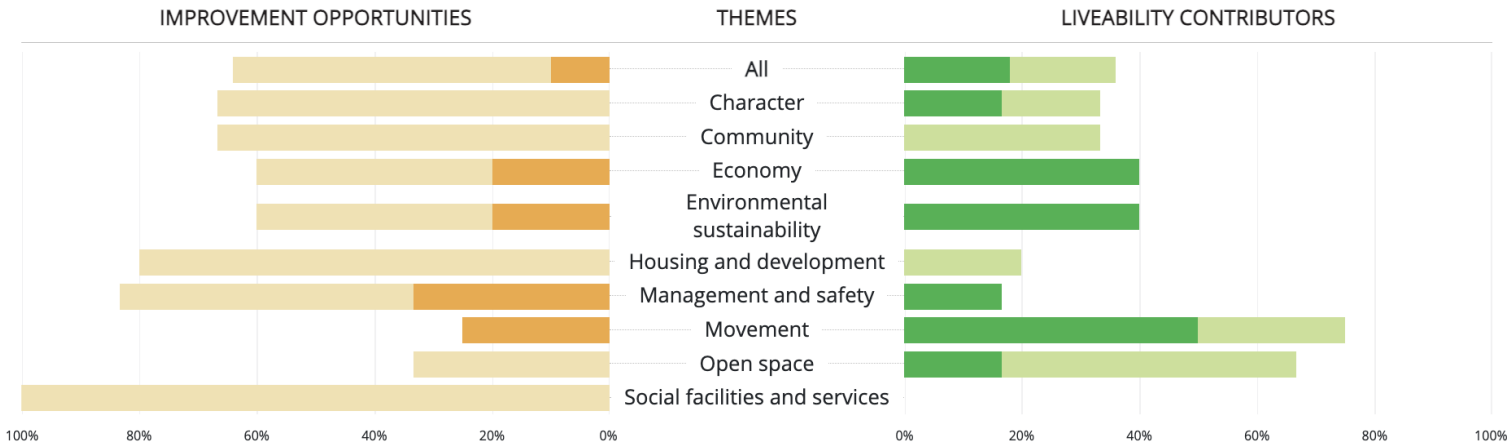
Liveability themes

This summary provides us with a snapshot of the relative performance of all 50 Place Attributes categorised into 9 key themes.

The orange bars indicate the proportion of attributes that are underperforming .

The green bars indicate the proportion of attributes that are overperforming.

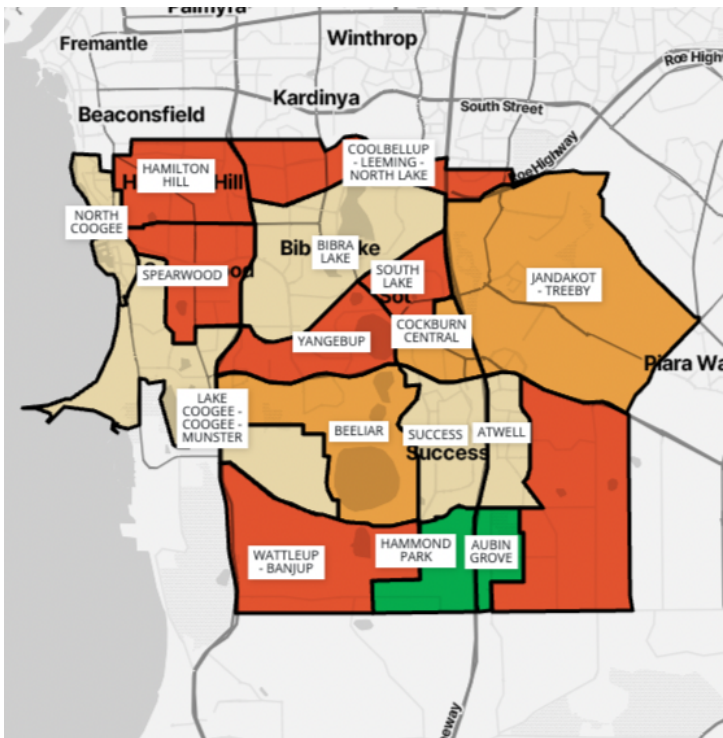
LGA



ACTIONABLE INSIGHTS

LGA actions by theme and geography

The table and map recommend where we should invest resources and to what level. We can also explore the actions by age, gender and theme.



Management and safety theme priorities

	n =	Evidence of Council/government management	General condition of housing and other private buildings	General condition of private open space	General condition of public open space	Sense of neighbourhood safety	Sense of personal safety
Entire LGA	1,661	Maintain	Maintain	Maintain	Nurture	Manage	Manage
Atwell	110	Monitor	Monitor	Monitor	Nurture	Manage	Nurture
Aubin Grove	77	Maintain	Monitor	Monitor	Nurture	Nurture	Nurture
Beeliar	106	Monitor	Monitor	Maintain	Nurture	Prioritise	Manage
Bibra Lake	83	Maintain	Monitor	Monitor	Nurture	Manage	Nurture
Cockburn Central	64	Maintain	Maintain	Maintain	Nurture	Prioritise	Manage
Coolbellup - Leeming - North Lake	125	Maintain	Maintain	Maintain	Nurture	Prioritise	Prioritise
Hamilton Hill	144	Maintain	Maintain	Maintain	Manage	Prioritise	Prioritise
Hammond Park	103	Monitor	Monitor	Monitor	Nurture	Nurture	Nurture
Jandakot - Treeby	96	Maintain	Monitor	Maintain	Manage	Manage	Nurture
Lake Coogee - Coogee - Munster	164	Maintain	Monitor	Monitor	Nurture	Manage	Nurture
North Coogee	90	Monitor	Monitor	Monitor	Nurture	Manage	Nurture
South Lake	79	Prioritise	Maintain	Maintain	Prioritise	Prioritise	Prioritise
Spearwood	148	Maintain	Maintain	Maintain	Manage	Prioritise	Prioritise
Success	143	Maintain	Monitor	Maintain	Nurture	Manage	Nurture
Wattleup - Banjup	27	Maintain	Monitor	Prioritise	Prioritise	Prioritise	Prioritise
Yangebup	102	Maintain	Maintain	Maintain	Manage	Prioritise	Prioritise

COMMUNITY IDEAS FOR CHANGE

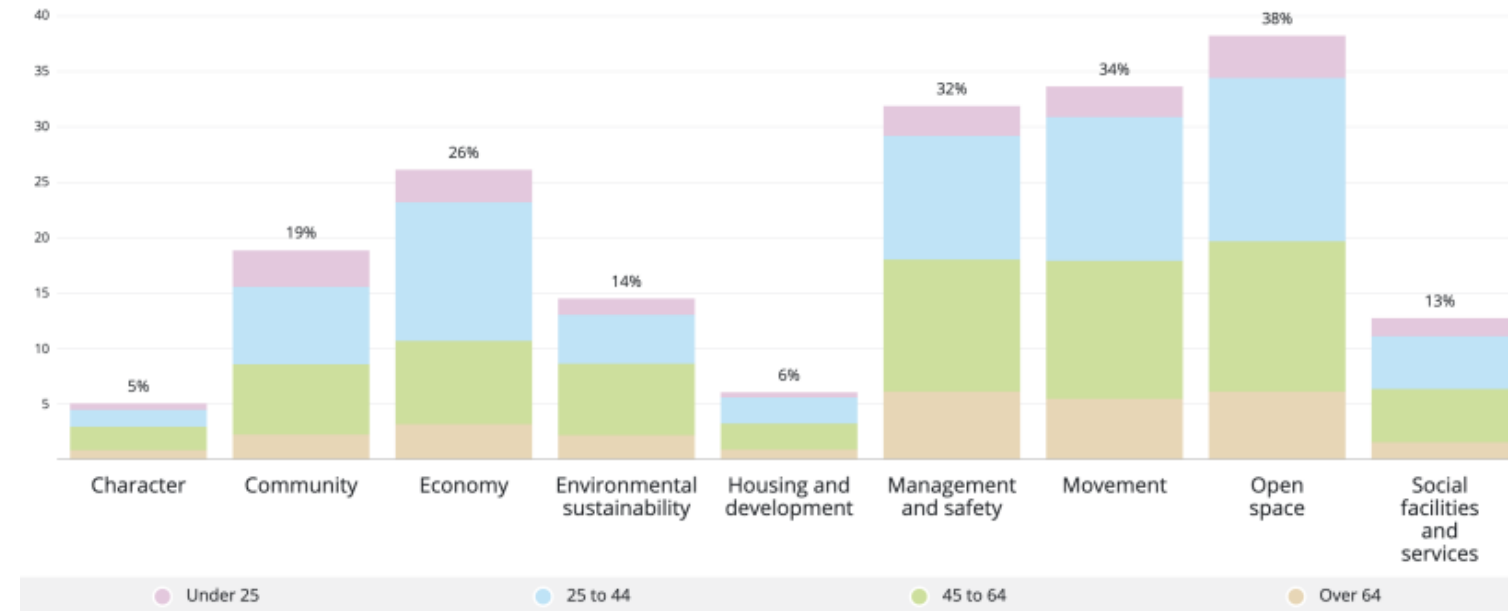
1,390 community ideas were collected from LGA residents

These have been coded into 9 common council themes to illustrate where the community would most benefit from change.

The top improvement areas are:

- **Open space** (38%)
- **Movement** (34%)
- **Management and safety** (32%)

LGA Community ideas for change by age group



STRATEGIC DIRECTIONS

MEASURING YOUR STRATEGY

Strategic Community Plan 2020-2030

City of Cockburn Strategic Community Plan 2020-2030 sets out the community Vision and direction for the future of the local government area.

50 of Place Score's 50 liveability attributes have been aligned with our 5 strategic outcomes. These metrics can be used to guide investment levels, track impact and for internal and external reporting.



The 2024 Strategic Community Plan Review document highlights community-driven directions for the council, aligned with the five strategic outcomes. So, the study was used to measure this plan and **develop the new plan** ‘search Strategic Community Plan on the website/.

Metric Alignment

Strategic Outcomes	Objectives	Liveability Metrics
Local Economy	1.1 Increased investment, economic growth and local employment 1.2 Thriving local commercial centres, local businesses and tourism industry 1.3 A City that is ‘easy to do business with’	7
Environmental Responsibility	2.1 Protection and enhancement of our natural areas, bushland, parks and open spaces 2.2 Sustainable resource management including waste, water and energy 2.3 Address Climate Change	9
Community, Lifestyle and Security	3.1 Accessible and inclusive community, recreation and cultural services and facilities that enrich our community 3.2 A safe and healthy community that is socially connected 3.3 Aboriginal and Torres Strait Islander cultures and other diverse cultures and heritage are recognised & celebrated	19
City Growth and Moving Around	4.1 An attractive, socially connected and diverse built environment 4.2 Cockburn Central as the capital of Perth’s South Metro Region 4.3 An integrated, accessible and improved transport network	9
Listening and Leading	5.1 Best practice Governance, partnerships and value for money 5.2 High quality and effective community engagement and customer service experiences 5.3 Employer of choice focusing on equity, innovation and technology	2
Unaligned	These metrics do not clearly align with any of the Strategic Outcomes defined in SCP	4

BESPOKE QUESTION

1,634 responses from the bespoke question were collected from LGA residents

In the 2024 Cockburn Liveability Survey, we asked respondents to rank each SCP Strategic Outcome in terms of what's most important to them.

#1 Community, Lifestyle and Security

A vibrant, healthy, safe, inclusive and connected community

#2 Environmental Responsibility

A leader in environmental management that enhances and sustainably manages our local natural areas and resources

#3 City Growth and Moving Around

A growing City that is easy to move around and provides great places to live

#4 Local Economy

A sustainable and diverse local economy that attracts increased investment and provides local employment

#5 Listening and Leading

A community focused, sustainable, accountable and progressive organisation

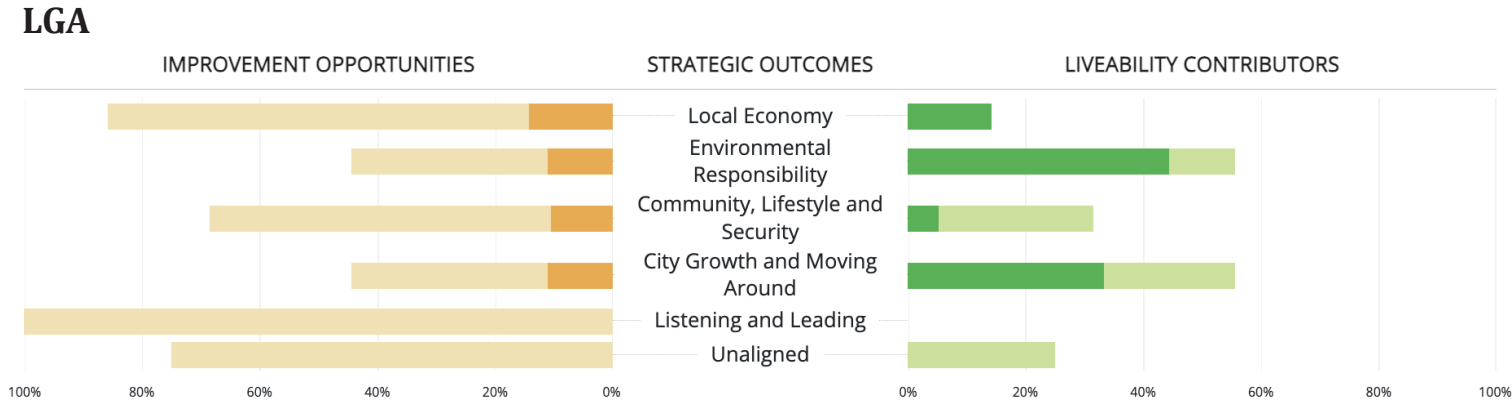
STRATEGY SNAPSHOT

Strategic Outcomes

This summary provides us with a snapshot of the relative performance of the Place Attributes associated with our strategic outcomes.

The orange bars indicate the proportion of attributes that are underperforming.

The green bars indicate the proportion of attributes that are overperforming.





Thank you