

Community Perceptions Report Strategic Community Plan Review

Town of Cottesloe

June 2023



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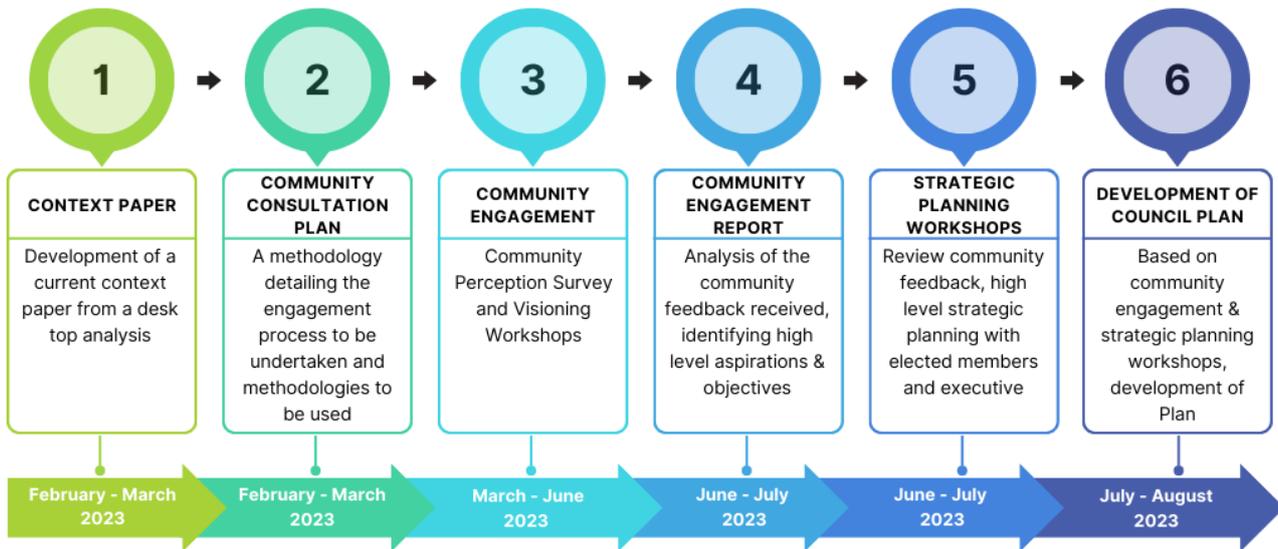
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BACKGROUND

The Town of Cottesloe engaged Moore Australia (WA) to work in consultation with the Executive Management Team, to develop a new Council Plan for the next 10 years – combining the Strategic Community Plan (SCP) and Corporate Business Plan (CBP).

The following phases and processes were identified and agreed to develop a project delivery plan (set out below) detailing the planned approach and timing for this engagement.



The West Australian Department of Local Government published the Integrated Planning and Reporting Framework and Guidelines (IPR) in October 2010. At the time of our engagement, the *Local Government Act 1995* and *Local Government (Administration) Regulations* required local governments to prepare a Plan for the Future (SCP and CBP) as a means of documenting and publishing the visions and aspirations of the community and the Council. As part of the current local government reform process, foreshadowed changes to legislation will amend the requirement for a ‘Plan for the Future’ to a ‘Council Plan’.

To support implementation of the aims of the IPR framework and legislative compliance Regulation 19 of the *Local Government (Administration) Regulations 1996* requires each local government to prepare a Strategic Community Plan for their district. The regulation requires electors and ratepayers of the district to be consulted when preparing or modifying the Plan and for the Plan to be reviewed at least every 4 years.

The current Town of Cottesloe Strategic Community Plan was adopted in December 2013, with a desktop review undertaken in November 2015. This Plan is past due for a major review, with the last community engagement for this Plan undertaken December 2012. Moore Australia WA was engaged to facilitate this review and update the 10-year Strategic Community Plan and Corporate Business Plan in February 2023. This document has been prepared to communicate the results of the consultation conducted within the district for the purposes of the review and development of the new Town of Cottesloe Council Plan 2023-2033, being a combined approach to strategic community planning and corporate business planning.

METHODOLOGY

The methodology utilised to consult the residents, electors and ratepayers of the district has been detailed and a summary overview of the findings of the community engagement provided. We hope you find this feedback useful in guiding future decisions and representative of the aspirations of your community.

Key Objectives of Community Engagement were to obtain:

- Broad community input to assess local community vision, aspirations, and objectives;
- Detailed community feedback on Town services, including details of satisfaction with, and the perceived importance and relevance of Town services; and
- Seek to specifically obtain feedback from the community and key stakeholders.

The consultation program had the following objectives:

- A communication process including community fliers, notices, website updates, etc. to raise awareness of the process;
- Obtain broad community input to assess local aspirations, visions, and objectives;
- Obtain detailed community feedback on Town services, including details of satisfaction with, and the perceived importance of Town services;
- Use at least two documented mechanisms of engagement; and
- Seek to specifically obtain feedback from the community and key stakeholders.

Community, stakeholders and visitor feedback was received through a community survey and community information sessions, as detailed below:

Community Survey

Detailed community feedback of satisfaction with, and the perceived importance of Town services was obtained by means of a community survey.

Respondents were also asked the following viewpoint questions, to obtain an understanding of the community's vision, aspirations, and objectives:

- What do you love about the Town of Cottesloe?
- What is your greatest wish for the Town of Cottesloe over the next 10 years?
- Are there any additional services (ie. provided by the Federal or State Governments, commercial enterprise, etc) you would like the Town to advocate for?

General information was requested including age group, residency and connection to the Town.

The survey was made available both electronically and via paper copies.

METHODOLOGY

Community Information and Feedback Sessions

Broad community and stakeholder input was sought to assess local aspirations, visions, and objectives by means of information and feedback sessions at the Cottesloe War Memorial Hall on Monday 22 May 2023 and Saturday 27 May 2023.

This workshop included background as to why the Town is reviewing its Strategic Community Plan and the Plan's role in guiding the Town's future planning.

Information session participants were asked to provide feedback by means of a SWOT analysis under the following key themes:

- Economic;
- Social;
- Environment; and
- Governance.

Participants were encouraged to share their vision, aspirations, big ideas and major projects they would like to see for the Town of Cottesloe.

By means of a spending exercise, respondents were asked to show which of 47 different services and community infrastructure the Town provides or supports, are the main priorities for them, with limited resources.

ENGAGEMENT SNAPSHOT

The engagement process commenced in April 2023 with the survey being released and advertised. Awareness of this project was raised during April and May 2023 with promotion and advertising extensively to the district of the Town of Cottesloe. A summary of the communications and engagement with the community is provided below.

Promotion

- Survey opened 8 May 2023;
- Advertised on the Town's website from 8 May 2023 to the 29 May;
- Advertised on the Town's Facebook page (1.7K followers) and various community group pages;
- Posters displayed on all community noticeboards around Cottesloe;
- Email to elected members and staff; and
- Email to community groups.

Copies of the paper survey were made available at the Town's Administration Centre and Library.

Consultation Response

The number of individuals who actively participated in this engagement process during the information sessions and by response to the community survey is detailed below. In addition to the formal response, face to face informal discussions were held with a number of residents and visitors within the Town.

- 440 individual survey responses received;
- 7 attended the community information session on 22 May 2023 between 2pm and 4pm;
- 10 attended the community information session on 22 May 2023 between 7pm and 9pm; and
- 4 attended the community information session on 27 May 2023 between 2pm and 4pm.



COMMUNITY SURVEY

COMMUNITY SURVEY

Detailed community feedback of satisfaction with, and the perceived importance of Town services was obtained by means of a community survey.

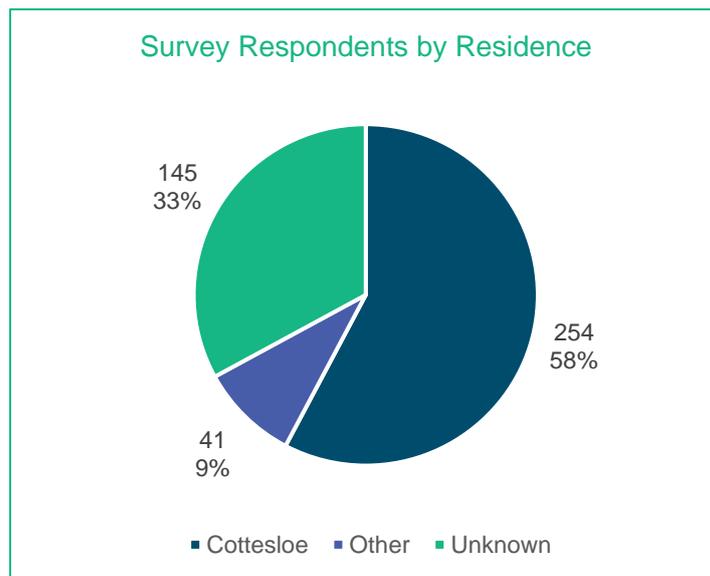
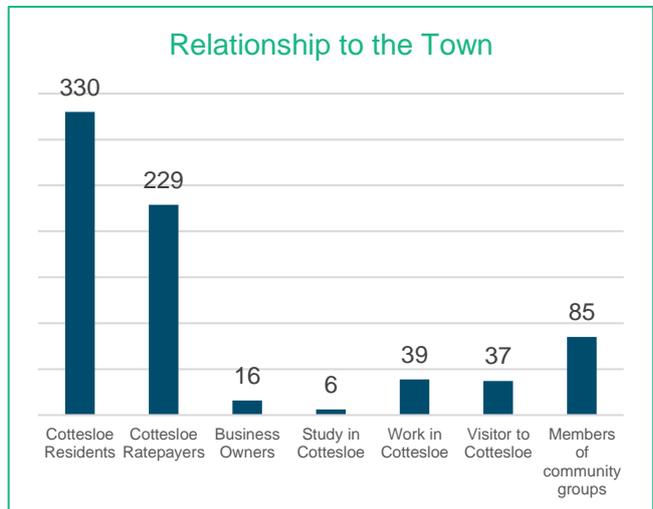
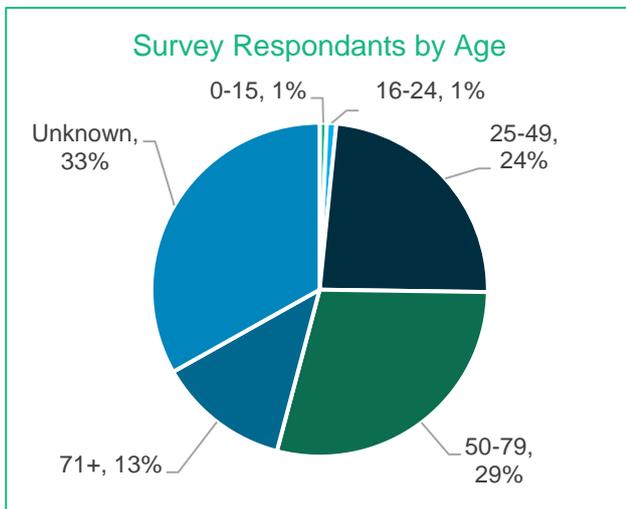
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- Are there any additional services (ie. provided by the Federal or State Governments, commercial enterprise, etc) you would like the Town to advocate for?
- General information was requested including age group, residency and connection to the Town.

The survey was made available both electronically and via paper copies.

Demographics

The following charts show the percentage of the 440 survey respondents by age, location, and connection to the Town.



COMMUNITY SURVEY

Demographics (continued)

Members of community groups included:

Community Group	No.
Cottesloe Seaview Golf Club	25
Cottesloe Surf Life Saving Club	19
Cottesloe Coast care Association	8
Cottesloe Magpies	7
Cottesloe Tennis Club	7
North Cottesloe Primary School	6
Cottesloe Pirates Rugby	5
Cottesloe Residents & Ratepayers Association	4
St Phillips Church	3
Cottesloe Junior Football Club	2
Cottesloe Tree Canopy Advocates	2
Grove Library	2
Cottesloe Kindy Daycare	1
Park run	1
Pussy pen mermaid's ocean swimming group	1
SCUBA diving	1
Shine	1
South Cottesloe Beach Access Lobby Group [SCBALG]	1
Art Matters at St Philipps	1
SVGC	1
Swanbourne Cricket Club	1
Town of Cottesloe FPIC	1
West Coast Community Centre and Men's Shed	1

COMMUNITY SURVEY

What is your greatest wish for the Town of Cottesloe over the next 10 years?

Greatest Wish	Start	Stop	Less	Keep	More
Beach / Foreshore					
• High rise		15	1	5	6
• Character	1	2		14	4
• Hospitality offerings	1	2		3	8
• Low rise	2	1		6	2
• Amenities	2			1	7
• Design	3			3	3
• Redevelop	7			1	
• Greening		3			3
• Develop	4				1
• Natural		1		4	
• Access				3	1
• Cars			2		2
• Facilities			1		3
• Preservation	1			3	
• Upgrade amenities	1				3
• Improve					3
• Attractive			1		1
• Careful design	1			1	
• Connection with Town					2
• Improve Access					2
• Improve Indiana			1		1
• More trees			1		1
• Makeover	1				1
• Modernise	2				
• Pedestrian access				1	1
• POS		1		1	
• Renew	1				1
• Connection				1	
• Improve facilities					1
• Infrastructure			1		
• Major redevelopment			1		
• Manage redevelopment				1	
• Overdevelop		1			
• Parking					1

COMMUNITY SURVEY

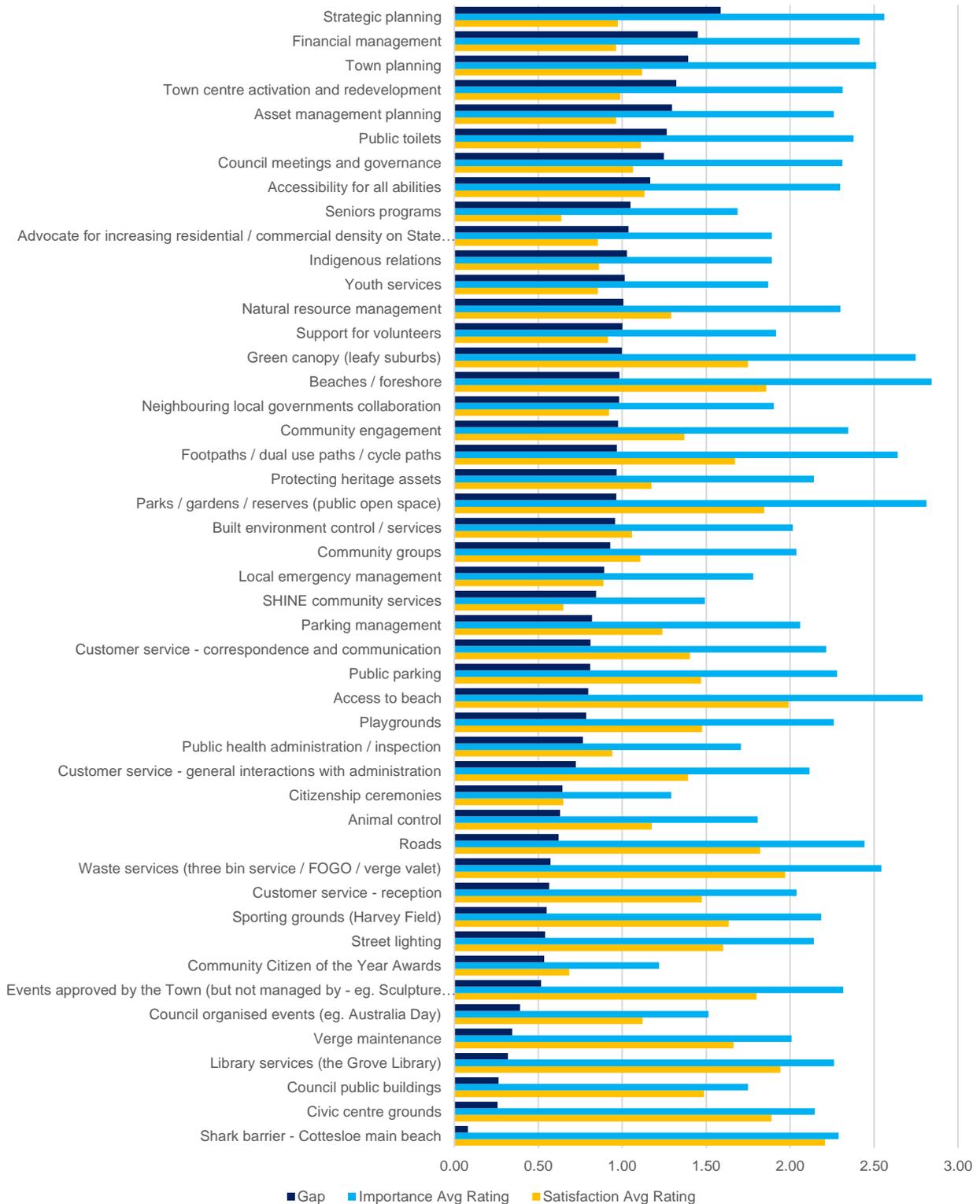
What is your greatest wish for the Town of Cottesloe over the next 10 years?

Greatest Wish	Start	Stop	Less	Keep	More
Beach / Foreshore (continued)					
• Reduce speed limit					1
• Respect natural environs				1	
• Sensible development	1				
• Standard				1	
• Universal access					1
• Upgrade playground					1
• Wholistic approach	1				
Development					
• Overdevelopment		3		1	
• Hospitality offerings					2
• Low rise		1		1	
• Allow sympathetic development	1				
• Carefully considered design	1				
• Limit on development height				1	
• Retain height limit		1			
Marine Parade					
• High rise		1			1
• Hospitality offerings		1			1
• Careful development				1	
• Low rise development				1	

COMMUNITY SURVEY

Service Gap Analysis

By calculating the difference between the average importance and satisfaction ratings, an importance and satisfaction gap is able to be determined. This graph shows an analysis of the importance and satisfaction gap, for the 47 services, facilities or infrastructure with the highest to the lowest gap. The range used was 0 – 3.

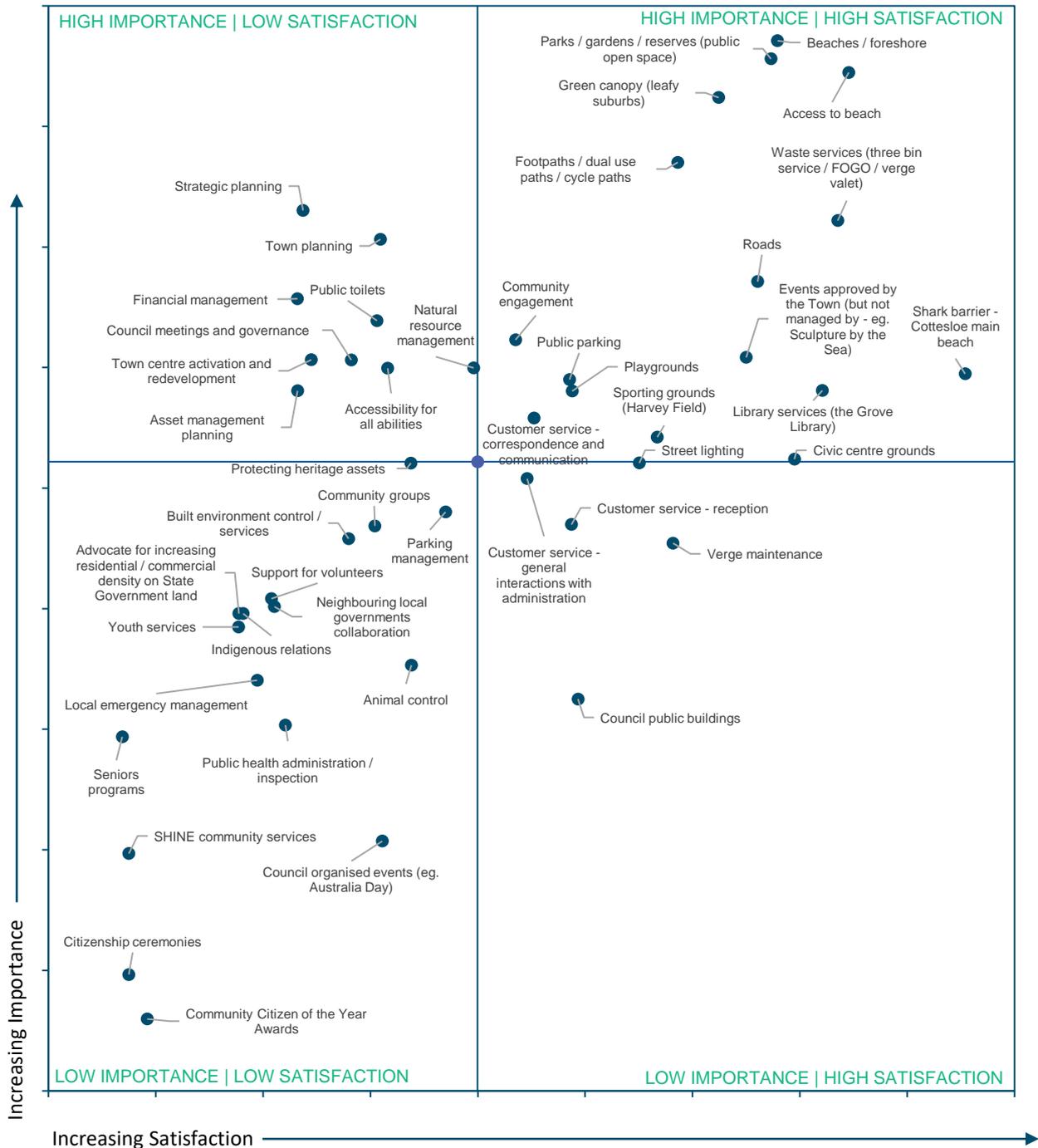


COMMUNITY SURVEY

Service Provision – Comparison Analysis

Quadrant analysis is a useful way of analysing the importance and satisfaction ratings in combination with each other. The quadrant is developed by calculating mean scores for both importance and satisfaction for the 47 services and facilities and plotting them against each other in a higher or lower quadrant.

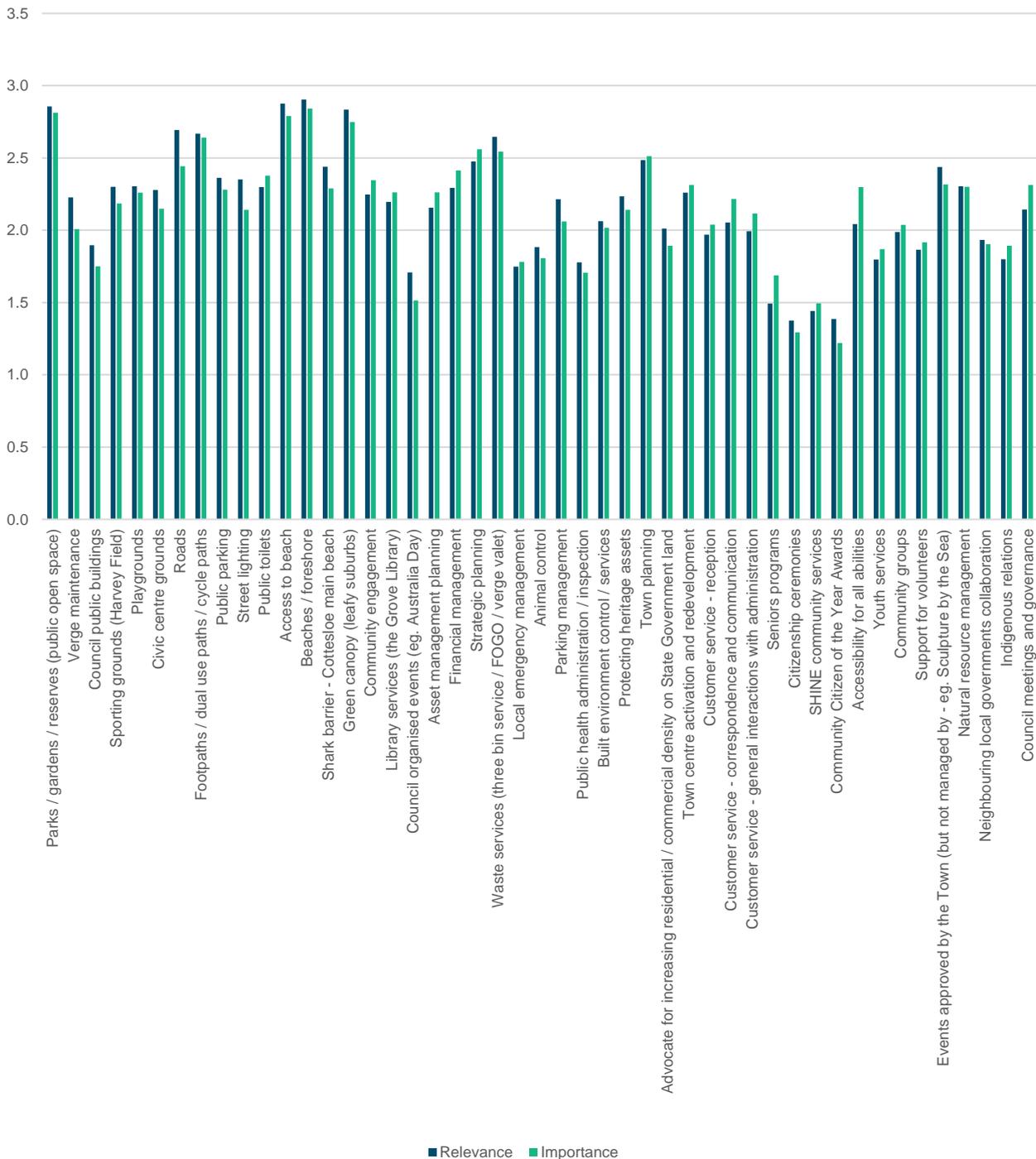
Services and facilities with a higher than average importance to the community are reflected in the top half of the chart below. Services and facilities the community is most satisfied with are reflected in the right half of the charts below.



COMMUNITY SURVEY

Service Provision – Importance and Relevance

The survey asked the community to provide a rating of the relevance and importance of each service. In almost all instances the relevance and importance of each service was the same as reflected in the chart below. Given the relevance and importance of each service is aligned we have considered importance in preceding analysis of the services.



COMMUNITY SURVEY

Service Provision – Importance and Relevance

Survey respondents were asked to express their rating choices, the following is a summary of these sentiments, displayed from the highest to lowest gap in importance and satisfaction, with a scale of 0 to 3.

Service / Infrastructure / Facility	Number of Comments	Gap
• Strategic planning	53	1.59
• Financial management	13	1.45
• Town planning	34	1.39
• Town centre activation and redevelopment	34	1.32
• Asset management planning	38	1.30
• Public toilets	128	1.27
• Council meetings and governance	46	1.25
• Accessibility for all abilities	20	1.17
• Seniors programs	6	1.05
• Advocate for increasing residential / commercial density on State Government land	13	1.04
• Indigenous relations	7	1.03
• Youth services	11	1.02
• Natural resource management	11	1.01
• Support for volunteers	4	1.00
• Green canopy (leafy suburbs)	164	1.00
• Beaches / foreshore	111	0.98
• Neighbouring local governments collaboration	3	0.98
• Community engagement	26	0.98
• Footpaths / dual use paths / cycle paths	102	0.97
• Protecting heritage assets	23	0.97
• Parks / gardens / reserves (public open space)	97	0.97
• Built environment control / services	23	0.96
• Community groups	3	0.93
• Local emergency management	1	0.89
• SHINE community services	0	0.84
• Parking management	9	0.82
• Customer service - correspondence and communication	12	0.81
• Public parking	67	0.81
• Access to beach	54	0.80
• Playgrounds	85	0.79
• Public health administration / inspection	0	0.77

COMMUNITY SURVEY

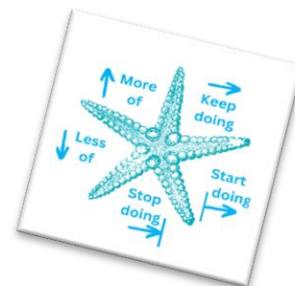
Service Provision – Importance and Relevance (continued)

Service / Infrastructure / Facility	Number of Comments	Gap
• Customer service - general interactions with administration	24	0.72
• Citizenship ceremonies	0	0.64
• Animal control	12	0.63
• Roads	53	0.62
• Waste services (three bin service / FOGO / verge valet)	56	0.57
• Customer service - reception	6	0.56
• Sporting grounds (Harvey Field)	76	0.55
• Street lighting	41	0.54
• Community Citizen of the Year Awards	4	0.54
• Events approved by the Town (but not managed)	30	0.52
• Council organised events (eg. Australia Day)	47	0.39
• Verge maintenance	54	0.34
• Library services (the Grove Library)	31	0.32
• Council public buildings	19	0.26
• Civic centre grounds	26	0.26
• Shark barrier - Cottesloe main beach	34	0.08

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision

Survey respondents were asked to express their rating choices, the following analysis is a summary of these sentiments.



Facilities and Infrastructure	Start	Stop	Less	Keep	More
Parks / gardens / reserves (public open space)					
• Maintain / Maintenance				14	9
• Improve / Increase		1		3	9
• Amenities					5
• Grass areas / green space		1		3	1
• Public toilets					5
• Upgrade					5
• Events			1	1	2
• Foreshore			1	2	1
• Infrastructure / Building		1	1		1
• Preservation			1		2
• Accessibility					2
• Bike path			1	1	
• Car park 1		1			1
• Dune rehabilitation				1	1
• High rise high density		1		1	
• Manage traffic				1	1
• Medium density				1	1
• Natural				2	
• Trees					2
• BBQs					1
• Beach access limiting events		1			
• Blocking lane access		1			
• Foreshore access				1	
• Foreshore development					1
• Off lead areas					1
• Parking at foreshore					1
• Upgrade public toilets					1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Facilities and Infrastructure	Start	Stop	Less	Keep	More
Verge maintenance					
• Maintain / Maintenance	2		1	7	16
• Natives	1				8
• Grass / Green			1	2	1
• Consultation					3
• Improve					3
• Trees / Maintenance				1	2
• Finalise private play	2				
• Parking		2			
• Chemical use		1			
• Waterwise					1
Council public buildings					
• Public toilets					7
• Maintain / Maintenance				2	1
• Upgrade					3
• Car park 1				2	
• Accessibility toilets					1
• Amenities					1
• High rise development		1			
• Utilisation					1
Sporting grounds (Harvey Field)					
• Maintain / Maintenance			2	6	2
• Upgrade					10
• Sea View GC			2	4	2
• Skate park / location	5	2	1		
• Spending			6	1	1
• Improve / Increase / Amenities		1		1	4
• Design			1	1	3
• Accessibility				1	2
• Dogs			1	1	1
• Events			1	1	1
• Infrastructure		2			1
• Range					3
• All ages					2
• Public toilets					2

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Facilities and Infrastructure	Start	Stop	Less	Keep	More
Sporting grounds (Harvey Field) (continued)					
• Amenities					1
• Parking					1
Playgrounds					
• Improve / Increase / Upgrade				1	33
• Maintain / Maintenance			1	8	6
• Public toilets					14
• Design			1		5
• Spending			2		1
• Accessibility					2
• Amenities					2
• Shade					2
• All ages					1
• Consultation					1
• Dog control					1
• Fencing					1
• New					1
• Parking					1
• Range					1
Civic centre grounds					
• Maintain				7	
• View	1	1		3	
• Accessibility					2
• Development	1			1	
• Events				1	1
• High rise		1		1	
• Upgrade					2
• Utilisation					2
• Management					1
• Playground upgrade					1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Infrastructure	Start	Stop	Less	Keep	More
Roads					
• Maintain / Maintenance			1	4	5
• Reduce speed limit			1		8
• Upgrade					9
• Design	1			2	3
• Traffic control / Speed humps		1			3
• Sink railway			1		2
• Traffic Volume			2		1
• Markings / Lines			1		1
• Signage			1		1
• Basketball hoops		1			
• Laneway maintenance					1
• Management					1
• Parking			1		
• Reaction					1
Footpaths / dual use paths / cycle paths					
• Eric St Path		18		1	7
• Design		7			13
• Upgrade				1	18
• Maintain			1	9	
• Dual use	1	4	2		1
• Cycle paths	1	2		1	1
• Maintenance					5
• Increase					2
• New					2
• Busy			1		
• Electric scooters			1		
• Impact on verge			1		
• Lighting					1
• Promote					1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Infrastructure	Start	Stop	Less	Keep	More
Public parking					
• Increase					13
• Car park 1		1	1	9	1
• Design					10
• Paid parking			1		4
• Decrease			3		
• Event Management					3
• Maintenance					3
• Management					3
• Beach		1	1		
• Develop car park 2				1	1
• Fines			1		1
• Free				2	
• Relocate car park 1	2				
• Motorcycle					1
• Parking				1	
• Relocation					1
• Signage					1
• Street			1		
Street lighting					
• Improve / Increase / Upgrade					23
• Light pollution			8		1
• Reduced impact			1	1	2
• Maintain / Maintenance				2	1
• Design					1
• Time on			1		
Public toilets					
• Increase					62
• Upgrade					49
• Maintain / Maintenance				2	11
• Accessibility					2
• Safety					1
• Signage					1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Natural environment facilities	Start	Stop	Less	Keep	More
Access to beach					
• Upgrade for all access	1				15
• Maintain / Maintenance				11	4
• Upgrade				1	8
• Concrete steps		3			
• Development of amenities	1				2
• Parking				1	1
• Car park		1			
• Carpark 1				1	
• Design					1
• Event limiting access			1		
• Integration	1				
• Public transport					1
Beaches / foreshore					
• Upgrade	1	2	1	2	15
• Maintain / Maintenance		3		10	4
• High rise development		5	1	2	1
• Development	4	3		1	
• Redevelop	6				
• Trees	2			2	2
• Greenspace / Lawn area					3
• Native plants	1		1		1
• Concrete			1		1
• Dog rinsing facilities	1			1	
• Dogs at no dog beach areas		1			1
• Dune erosion		2			
• Landcare	1				1
• Large events		2			
• Management		1			1
• Norfolk Pines			1		1
• Ocean pool				1	1
• Rubbish collection					2
• Seaweed		1	1		
• Shade					2
• Activities	1				

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Natural environment facilities	Start	Stop	Less	Keep	More
Beaches / foreshore (continued)					
• Car Park 2 redevelopment	1				
• Chemical usage		1			
• CHRMAP	1				
• Dedicated swimming area	1				
• Dog access management	1				
• Limestone		1			
• Litter		1			
• Low rise development	1				
• Natural				1	
• Protect greenspace				1	
• Upgrade facilities					1
• Utilisation					1
• Vegetation					1
Shark barrier – Cottesloe main beach					
• Maintain				15	
• Extended use				5	5
• All year					3
• Remove		2			
• Keep				1	
• Not necessary			1		
• Stop		1			
• Time			1		
Green canopy (leafy suburbs)					
• Canopy / Maintenance / Protection		8	1	22	25
• Green/ greening / space	1	2		5	11
• Trees		1		3	13
• Tree clearing		9		2	3
• Norfolk Pines		1	1	4	4
• Native plants / trees	1		1		5
• Street trees				1	4
• Consulting residents	2	1			1
• Trees on verges	1		1	1	1
• Review of tree choice	3				
• Tree maintenance				2	1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Natural environment facilities	Start	Stop	Less	Keep	More
Green canopy (leafy suburbs) (continued)					
• Trees on POS				1	2
• Trucks damaging street trees	1	1			1
• Concrete		1			1
• Encroaching on green verges		1		1	
• Enhance				1	1
• POS					2
• Shade					2
• Car park trees					1
• Flexibility of vegetation choice					1
• Protect trees					1
• Resident consultation	1				
• Street tree density			1		
• Trees required with development	1				

Services	Start	Stop	Less	Keep	More
Community engagement					
• Increase					10
• Transparency					5
• Range					4
• Communication					2
• Response					2
• Surveys	1			1	
• Youth					1
Library services (the Grove Library)					
• Maintain				13	1
• Events	2			1	2
• Community information				1	1
• Expense / Funding			1		1
• Hard copy stock				1	1
• IT support				1	1
• Vibrant					1
• Important			1		
• Improved collection					1
• Increase					1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Services	Start	Stop	Less	Keep	More
Council organised events (eg. Australia Day)					
• Awareness / Advertising / Promotion	1			2	4
• Australia Day		1	2		1
• Food trucks				2	2
• Change date for Australia Day		2	1		
• Family friendly events					3
• Inclusive events					3
• Increase					3
• Formal events			1		1
• Informal events			1		1
• Maintain				2	
• Music / Noise			2		
• Privately funded			1		1
• Spending			1		1
• Activate POS					1
• Commercial events on beach		1			
• Environmental impact assessment					1
• For ratepayers					1
• Progressive events					1
• Public events		1			
• Respect at events					1
• Vibrant					1

Corporate Services	Start	Stop	Less	Keep	More
Asset management planning					
• High rise development		5		1	
• Implement					5
• Consultation					3
• Maintain / Maintenance				2	1
• Town improvement					3
• Car park 1		1		1	
• Improve					2
• Transparency					2
• All day car park	1				
• Development	1				

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Corporate Services	Start	Stop	Less	Keep	More
Asset management planning (continued)					
• Enforcing planning restrictions	1				
• Heritage protection				1	
• Low rise development				1	
• Management					1
• POS				1	
• Reactive			1		
• Right of ways					1
• Spend on Harvey Field			1		
• Upgrade assets					1
• Verge pickups	1				
Financial management					
• Improve / Increase					5
• Transparency					3
• Maintain				2	
• Accurate					1
• Consultation					1
• Management					1
Strategic planning					
• Implementation					10
• Communication / Consultation					7
• Transparency					6
• Improve					5
• Community engagement					3
• Awareness					2
• Long term					2
• Maintain				2	
• Proactive				1	1
• Aligned; proactive					1
• Broader					1
• Completing projects	1				
• Conservative			1		
• Current					1
• Developer influence			1		
• Distraction			1		

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Corporate Services	Start	Stop	Less	Keep	More
Strategic planning (continued)					
• Investment					1
• Local					1
• Management					1
• Political impetus					1
• Progress					1
• Regional					1
• Timely					1

Regulatory Services	Start	Stop	Less	Keep	More
Waste services (three bin service/FOGO/verge valet)					
• FOGO		4	5	4	7
• Increase regularity		1	2	1	8
• Verge valet	4	6	1	1	
• Increase			1		3
• Larger bins			1		1
• Management					2
• Recycling				1	1
• Annual bulk collection	1				
• Review					1
Local emergency management					
• Improve					1
Animal control					
• Dog control					4
• Cats		2			
• Dog beach area			1		1
• Improve					1
• Managed space					1
• Rabbit control					1
• Ranger services improvement					1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Regulatory Services	Start	Stop	Less	Keep	More
Parking management					
• Improve					3
• Fines	1	1			
• More parking	1	1			
• Ranger services improvement					1
• Ratepayer parking ticket exemption	1				
Built environment control					
• High rise development		7			1
• Density	1	2			1
• Beach front development		3			
• Amenities					1
• Development	1				
• Development on crown land		1			
• Improve					1
• Increase					1
• Protect				1	
• Sympathetic development				1	
• Transparency					1
Protecting heritage assets					
• Retain			1	6	1
• Improve / Increase		1			4
• Allow development			2	1	
• High rise development		1			1
• Information				1	1
• All access	1				
• Collaboration					1
• Indiana / OBH not heritage		1			
Town planning					
• Improve		1			7
• Increase density		3		2	1
• High rise development	1	4			
• Low rise development				4	
• Medium density				2	
• Place making	1	1			
• Consultation					1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Regulatory Services	Start	Stop	Less	Keep	More
Town planning (continued)					
• Development	1				
• Local				1	
• Maintain				1	
• Proactive					1
• Sympathetic development	1				
• Variation					1
Advocate for increasing residential / commercial density on State Government land					
• High density / high rise		5			
• Increase density		1		2	
• Density		1			
• Development		1			
• Innovative increased density	1				
• Planning				1	
• Stop		1			
Town centre activation and redevelopment					
• Activate / Place making / Interesting	11	1			2
• Redevelopment	5	1			
• Pedestrian friendly	2				2
• High rise development	1	2			
• Village feel				3	
• Indiana redevelopment	1	1			
• Amenity					1
• Improve	1				

Customer services and community based programs	Start	Stop	Less	Keep	More
Customer service - reception					
• Improve					5
• Service level			1		
Customer service - correspondence / communication					
• Improve					12

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Customer services and community based programs	Start	Stop	Less	Keep	More
Customer service - general interactions with administration					
• Improve					13
• Good				3	
• Access					2
• Maintain				2	
• Information					1
• Respectful					1
• Communication					1
• Transparency					1
Seniors programs					
• Communication / awareness					2
• Improve					1
• Relevance					1
• Whole of community programs					1
• Youth					1
Community Citizen of the Year Awards					
• Transparency					2
• Combine with other LG's			1		
• Inclusive					1

Community support and advocacy	Start	Stop	Less	Keep	More
Accessibility for all abilities					
• Beach			1		4
• Footpaths					2
• Playgrounds					2
• Wheelchair					2
• Audit					1
• Balanced				1	
• Civic Centre					1
• Collaboration					1
• Curtin Ave					1
• Eric St					1
• Increase					1
• Parking					1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Community support and advocacy	Start	Stop	Less	Keep	More
Accessibility for all abilities (continued)					
• Services					1
Youth services					
• Improve / Increase					5
• Facilities				1	1
• Inclusion				1	1
• Active open space					1
• Advertising / awareness					1
Community groups					
• Improve					3
Support for volunteers					
• Improve / Increase					2
• Inclusive					1
• Meaningful					1
Events approved by the Town					
• Sculpture by the Sea	1	2		3	
• Management				1	4
• Increase					4
• Beach access limiting events		3			
• Large beach events	2		1		
• Private concerts		2		1	
• Beach concerts		1		1	
• Art events					1
• Awareness / advertising					1
• Community engagement	1				
• Noisy events			1		
Natural resource management					
• Improve					3
• Maintain				3	
• CHRMAP review	1				1
• Protect	1				1
• Support					1

COMMUNITY SURVEY

The Starfish Retrospective – Service Provision (continued)

Community support and advocacy	Start	Stop	Less	Keep	More
Neighbouring local governments collaboration					
• Amalgamate	1				
• Awareness of opportunities					1
• Increase					1
Indigenous relations					
• Improve / Increase					3
• Balanced				2	
• Maintain				1	
• Recognition					1
Council meetings and governance					
• Transparency					29
• Accessible					6
• Collaboration					2
• Communication					2
• Community engagement					2
• Improve					2
• Consultation					1
• EM attendance					1
• Leadership					1

COMMUNITY SURVEY

Are there any additional services (ie. provided by the Federal or State Governments, commercial enterprise, etc) you would like the Town to advocate for?

The following analysis is a summary of the responses received.

Advocacy	Start	Stop	Less	Keep	More
Foreshore / Beach / POS					
• Development	8				1
• Upgrade	2				3
• Food trucks	2				
• Maintenance				1	1
• Public toilets					2
• Environmental protection / preservation					2
• Improve amenities / facilities					2
• Ocean pool / pontoon	2				
• Access				1	
• Activation					1
• Boat ramp	1				
• Careful development				1	
• Cottesloe Foreshore Plan				1	
• Design	1				
• Facilities					1
• Family friendly events					1
• Festivals			1		
• Funding for improvements					1
• Grass areas					1
• High rise development		1			
• Hospitality offerings					1
• Improve all abilities access					1
• Indiana development	1				
• Reference to indigenous spaces					1
• Shark barriers					1
• Summer events					1
Community development					
• Support community group grant application process	1				
• Theatre, arts, music, entertainment					1
• Youth services					1

COMMUNITY SURVEY

Additional services to advocate for (continued)

Advocacy	Start	Stop	Less	Keep	More
Community facilities					
• Sea View Golf Course				3	1
• All abilities access					3
• Sporting fields and equipment					2
• Improve local amenities					1
• Improve pathways					1
• Lights for sporting grounds					1
• Quality library stock					1
Connectivity					
• Sink railway	3				
• Marine Parade cycle lane					1
• Cars			1		
• Pedestrian access					1
Town planning and amenity					
• High rise development		2			
• Infill		1			1
• Art initiatives					1
• Auditorium/reflective space					1
• Consideration of high rise development					1
• Density					1
• Disability access at Sea View Golf Club					1
• Dog agility course	1				
• Independent living accommodation					1
• Indiana hotel development		1			
• Land development					1
• Local input				1	
• Low rise development				1	
• Protect heritage assets				1	
• Reduce speed limit			1		
• Sink railway	1				
• State government interference		1			
• Transform	1				
• Verge maintenance					1

COMMUNITY SURVEY

Additional services to advocate for (continued)

Advocacy	Start	Stop	Less	Keep	More
Economic					
• Community wealth building initiatives					1
• Commercial enterprises maintain premises					1
Environment					
• Electrified suburb	1				
• Shared batteries	1				
• Natural environs				1	
Transport					
• Eric Street bridge congestion mitigation					7
• Rail level crossings					4
• School parking					3
• Sink railway	1				2
• Train station upgrade					2
• Black spot funding					1
• Improved road design					1
• Main roads maintenance					1
• Public transport					1
• Road and rail improvement					1
Transport					
• State government interference		2			
• Amalgamation	1				
• Collaboration and shared services					1
• State government influence			1		
• Cat management					1
• Communication					1

COMMUNITY SURVEY

Additional comments (eg. improvements, what's going well, etc):

The following are summarised selection of responses received.

Theme	Sentiments
Engagement and leadership	<ul style="list-style-type: none"> • Improve connection with the time poor families • Whole of community plan • Increased Council members and employee's engagement with residents • Improve leadership across Western Suburbs Councils • Improved town planning decision process (eg. Indiana renovation) • Improve timeliness of implementation of plans
Upgrades are needed	<ul style="list-style-type: none"> • Overall great place to live • Improve look of the Town, upgrade amenities • Increase utilisation of beach front, amenities, events • All is great apart from public amenities at the beach and availability of public toilets at playgrounds • Clean up pavements on Marine Parade and make Cottesloe cleaner and smarter • Laneways need proper bitumen
Playgrounds	<ul style="list-style-type: none"> • The new Dutch Inn playground is fabulous, and can hopefully be the start of many new projects in Cottesloe • Looking forward to the skate park to be completed; Dutch Inn playground is a wonderful achievement and all that is required now is a toilet and coffee van, thank you • Commence work on the skate park, foreshore, Napoleon St and playgrounds
Protect and don't overdevelop	<ul style="list-style-type: none"> • Don't turn Cottesloe into Scarborough; stop over development; fix residential parking issues from the train station at Grant St and parking chaos from the grove development • Preserve the existing amenity and do not allow developers to ruin this beautiful suburb • Keep an eye on developers and demand more for the community; do not sway from height limit; Keep Cottesloe low
Sustainability	<ul style="list-style-type: none"> • Local government has a very important role in helping to decarbonise the economy by encouraging sustainable design, supporting households to disconnect from gas and electrify everything • Thank you for continuing to re-vegetate verges and parks with native vegetation and FOGO. • Please continue to prioritise sustainability and care of the beach and natural environment, and re-vegetate Council spaces with native vegetation • Historical records show that our sandy coastline is constantly moving; create buffer zones of public open space, grassed areas, shady trees, relocatable changerooms/toilets



COMMUNITY SESSIONS

COMMUNITY SESSIONS

Group SWOT Analysis

Workshop participants were asked to provide feedback through a group analysis in four key theme areas of Economic, Social, Environment and Leadership, identifying strengths, concerns and opportunities. The following pages detail the results from this exercise.

Theme	Strengths	Concerns
ECONOMIC	<ul style="list-style-type: none"> Incredible foreshore Open air dining People 	<ul style="list-style-type: none"> Lack of State Government funding projects – political perception that there is enough money here although the community is paying for state infrastructure
SOCIAL	<ul style="list-style-type: none"> Food fairs Rotto swim Surfing competitions Coastal events Sculpture by the Sea Playing fields Skatepark development 	<ul style="list-style-type: none"> Playing fields – need protecting as public open space, reserves (A Class Reserve) Tired sporting facilities East/West connectivity Growth of aged communities – need improved social infrastructure accessibility (pathways, seats with space around them for wheelchairs and gofers) Focus / emphasis on youth / young people – become biased General lack of social connection in South Cottesloe Large concerts – extended periods limited beach access for days and damage to residents’ property Shared space safety eg. golf balls Increase awareness of events Cottesloe surf lifesaving club needs updating
ENVIRONMENT (Natural and Built)	<ul style="list-style-type: none"> Coastline – protected and conserved – a holistic view - foreshore Verge trees Vegetation on rail line Street trees The essence of Cottesloe is the coast 	<ul style="list-style-type: none"> Limited parklands and green space The big green verges are just car parks every afternoon Shape of Port Beach – impacts the flow of the water down to Cottesloe Coastal erosion, don’t want big brick walls (like on the Swan River) retain natural aesthetic in foreshore and beach approach Black Dune – keep natural reserve – no skatepark Mosman Park density affecting South Cottesloe (train station) Lack of engagement regarding 400m hub for high rises around the Mosman Park train station with a new pedestrian bridge at Glyde Street to Curtin Ave. Need regional approach to plan and respond Accessibility to beach Access tracks to beach must be sympathetic to the environment Fragility of coast Increase demand for public facilities eg. shower and toilets Passive recreation very important, under a lot of pressure Management of street trees, issues with rubbish collection, access to footpaths Soft beach sand is sensitive, need careful management level of foot traffic
LEADERSHIP	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Important conversation needed around use of A class reserve – need for public open space

COMMUNITY SESSIONS

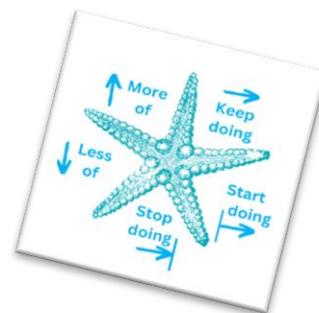
Group SWOT Analysis (Continued)

Theme	Aspirations / Opportunities / Big Ideas
ECONOMIC	<ul style="list-style-type: none"> • Retain heritage homes, maintain for Cottesloe prosperity for the future • More community events for health and wellbeing • Increase utilisation of civic centre • Integrated and complimentary infrastructure (eg BBQs) • Innovative placemaking • Pop ups in low visitor season
SOCIAL	<ul style="list-style-type: none"> • More community activities (eg. street Christmas parties, Australia Day BBQ) • More spaces and places where people can easily come together • Build connection in South Cottesloe between neighbours and streets • An aged care facility with access to Mosman Park Station • Facilities for runners at south end • Retain the McCall Centre (old cable station) • Further activation of Harvey Field • Venue for private events • Community infrastructure funding required • Create spaces catering for different groups • South Cottesloe activation and toilets
ENVIRONMENT	<ul style="list-style-type: none"> • Public toilets at South Cottesloe • Coordinated approach for maintenance and upgrade to beach paths • Private public partnerships (surf lifesaving club redevelopment) • Improve aesthetic, encouraging respectful usage • Support / motivate visitors to also care for the foreshore • Improved tree management • Increase utilisation at John Black Dune • Dog bins and bags at parks • Integrated approach / plan with coast care across all users / visitors (eg kite surfers, beach goers, whole of community) • Heritage –promote awareness, interpretive trails, celebrate • Coordinated holistic to foreshore as one big public open space • Natural pathways in harmony with the environment and sand
LEADERSHIP	<ul style="list-style-type: none"> • Increased communication / consultation on major decisions • Indigenous engagement – Mudurup Rocks (sign most in west) recognition and interpretation

COMMUNITY SESSIONS

The Starfish Retrospective

Workshop attendees were asked to express what they would like to start, stop, see more of, less of or keep.



Sentiments	Start	Stop	Less	Keep	More
• Green spaces / greening				8	2
• High rise development		7			
• Indiana hotel development		4			
• Village character	1			3	
• Tree canopies / planting				2	1
• All abilities access and facilities					2
• Developer influence			2		
• Heritage buildings				2	
• Local youth engagement / support					2
• Public / social housing development		2			
• Beach POS				1	
• Beach to Village connectivity	1				
• Beachside ambiances				1	
• Bike path				1	
• Boardwalks					1
• Building approvals outside LPS3 limits		1			
• Character				1	
• Chemical usage		1			
• Climate Action	1				
• Commercial development on Marine Parade		1			
• Communication	1				
• Conflict between strategic plan and development		1			
• Consultation with relevant residents	1				
• Defensive decision making			1		
• Excluding ratepayers from issues and meetings		1			
• Food fairs of WA produce at Civic Centre gardens					1
• Green canopy				1	
• Green space requirement for development					1
• Harvey Field				1	
• Harvey Field development		1			
• High density		1			
• Increased communication of strategic decisions					1
• Intrusive play areas			1		

COMMUNITY SESSIONS

The Starfish Retrospective (continued)

Sentiments	Start	Stop	Less	Keep	More
• Large private commercial events on beachfront			1		
• Lawn verges			1		
• Legislating environmentally responsible building	1				
• Level crossings		1			
• Maintain connectivity				1	
• Maintain playgrounds				1	
• Maintain POS				1	
• Maintain water fountains				1	
• Marine Parade high rise development			1		
• Native verges					1
• Online meetings				1	
• Overdevelopment		1			
• Parks				1	
• Playground maintenance					1
• POS				1	
• Power to Council to uphold planning laws					1
• Private beach concerts		1			
• Protect heritage	1				
• Protect streetscape	1				
• Public liability verge cover – verge play					1
• Public toilets	1				
• Rat poison					1
• Recycling	1				
• Shark fishing		1			
• Skatepark			1		
• Spend on youth facilities			1		
• Spending on contentious issues		1			
• State government overriding local ideas		1			
• Traffic management	1				
• Transparency					1
• Use of consultants			1		
• Well planned development	1				
• Wide verges				1	

COMMUNITY SESSIONS

Cottesloe Big Picture Visions

Workshop attendees were asked to express their vision for Cottesloe into the future. The following were expressed:

Parks, green space, beach, foreshore development for families

Iconic place, world class sustainability and climate readiness

To be a friendly vibrant, not over developed beach destination that has a charm unique to Cottesloe

Modernised community foreshore area for the benefit of local, Perth wide and tourist community

A green inclusive precinct promoting a relaxed coastal lifestyle

An attractive, welcoming Town that promotes and cares for the natural and heritage assets

Fewer cars and better uptake of public transport

Keep village feel

Less car parking and avoid too many retail shops

Responsible development of Cottesloe to ensure modern inclusive attractive and functional

Prohibition of multi-rise developments along the precious foreshore and beyond

Retain heritage of Cottesloe and our community

A green suburb both literally and figuratively –emphasis on environmental care of our Town

A socially thriving and ecologically healthy place where the coastline is protected and revegetated for centuries to come

Keep carpark access to beach – many park for sunset and close access to beach

Lots of beach users of a beach that is stabilised and resilient for climate change

A mix of housing – heritage buildings kept amongst new dwellings

COMMUNITY SESSIONS

Cottesloe My Ideas and My Neighbourhood

Workshop attendees were asked to express their ideas for Cottesloe and what they want in my neighbourhood. The following were expressed:

Re-develop Cottesloe beach front, more shops and restaurants

Sink the railway line

Divert traffic away from marine parade to make attractive space to spend time

New innovative playgrounds to match the demographic of young families moving here

Develop a strategic regional vision with WESTROC

Plant more trees in the middle of roundabouts, on streets and verges – in a smart and safe way (low maintenance)

Locate new skate park to blend into the environment with lighting (eg next to the tennis courts or at the front of the footy oval)

For the State to pay for the shark barrier

Limit the height of development

Create a staff handbook for street furniture – to have consistency re: look, colour and use of things like bollards, seats, lighting, bins, signage

I'm a visitor from Norway – more street lighting on Florence Street and foreshore – so dark at night

Congestion on roads due to multi story development - needs mitigating

Limit development around central precinct, Stirling Highway, and between Railway Line and Stirling highway

Update LPS

Develop land around train line

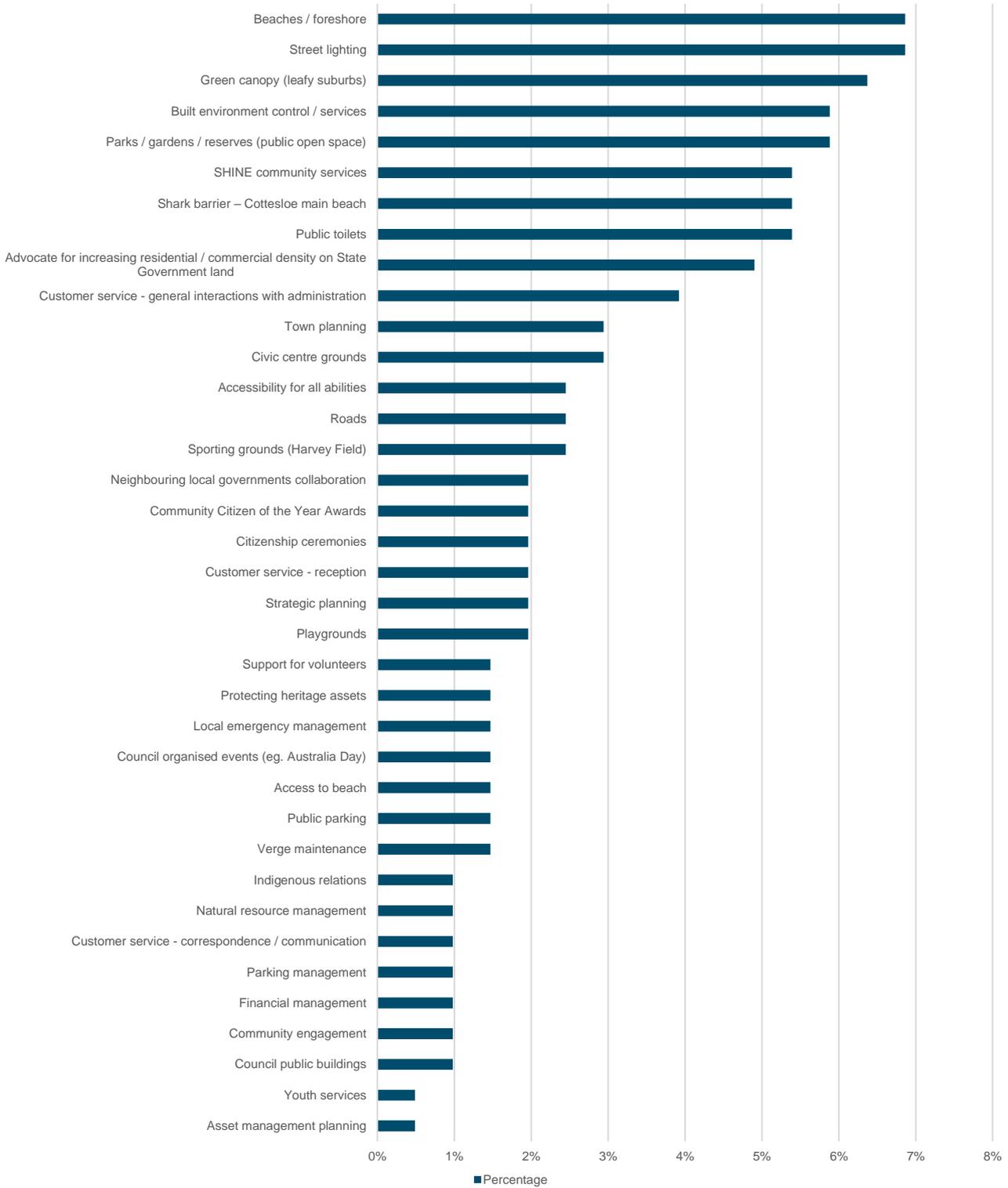
Council sponsored community health activities – yoga, tai chi, and dance, films

Development done sensitively. Beachfront remain accessible to all

COMMUNITY SESSIONS

Service Prioritisation

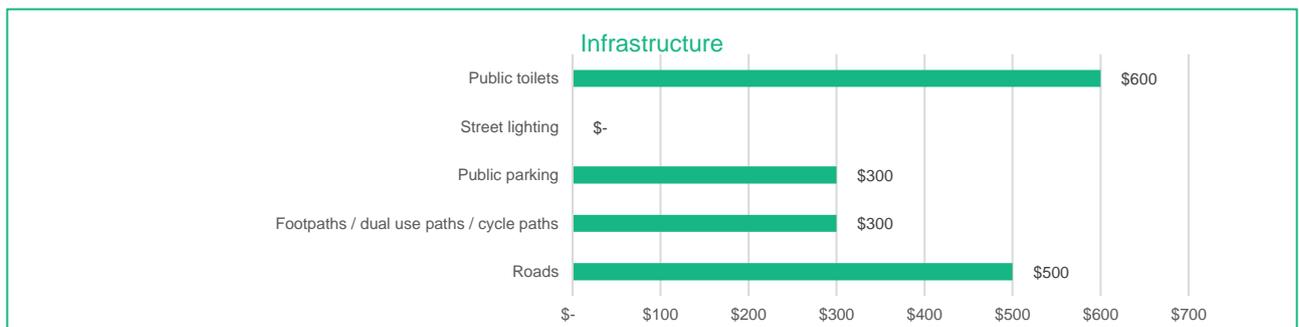
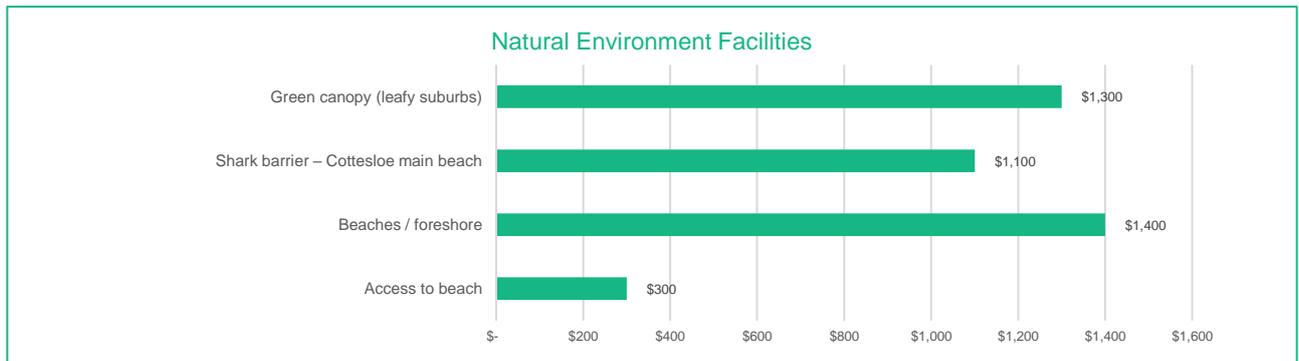
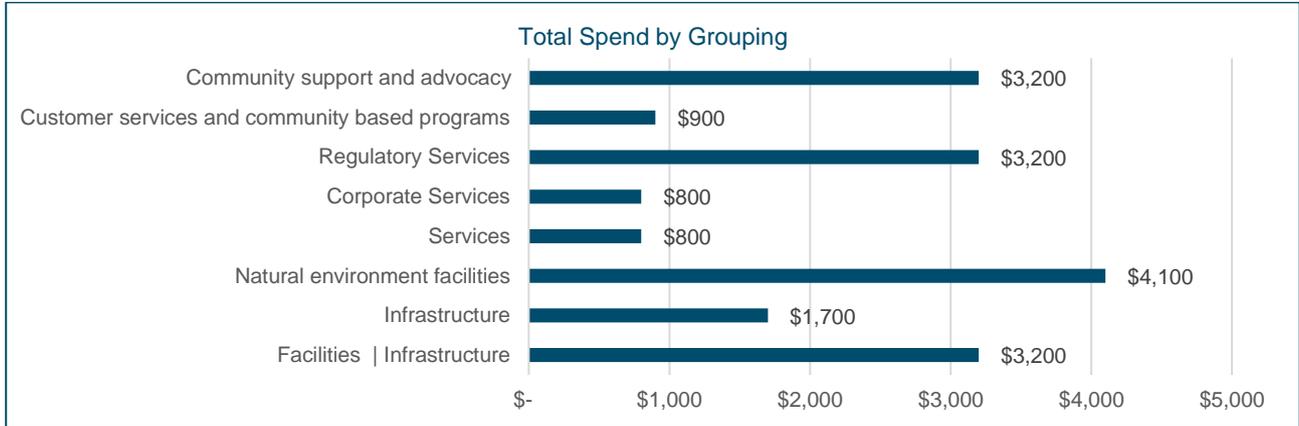
Workshop attendees were asked to show which of 47 different services, facilities and potential advocacy topics the Town provides are the main priorities for them, with limited resources. This chart reflects the service provision priorities that the participants allocated funding to.



COMMUNITY SESSIONS

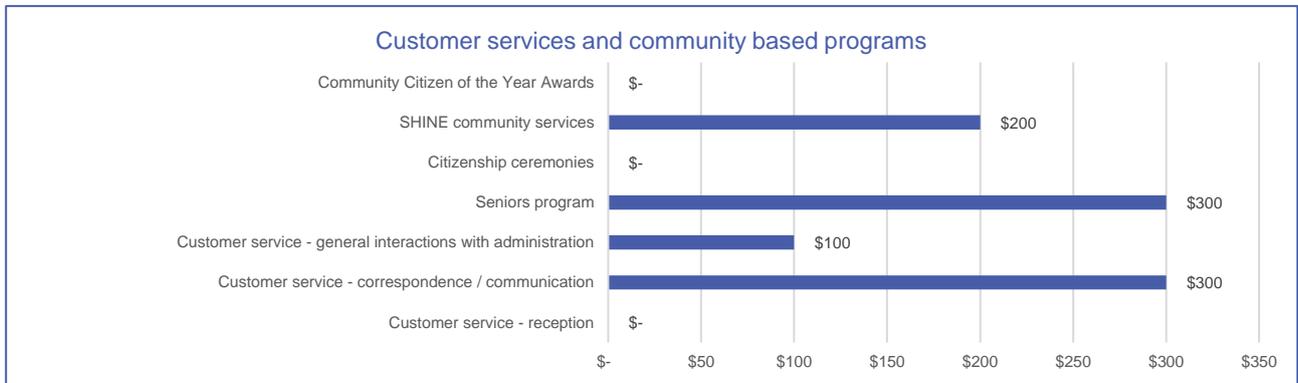
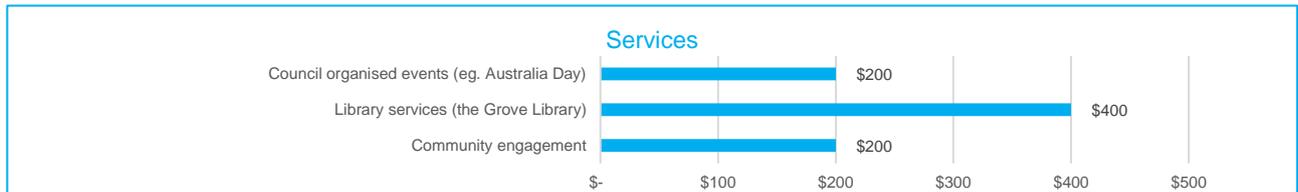
Service Prioritisation (continued)

A further breakdown of this exercise by service grouping consistent with the community survey is shown below.



COMMUNITY SESSIONS

Service Prioritisation (continued)



OTHER MATTERS

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