

City of Rockingham

Resident Perception Survey | 2025

Presented by Research Solutions

March 2026

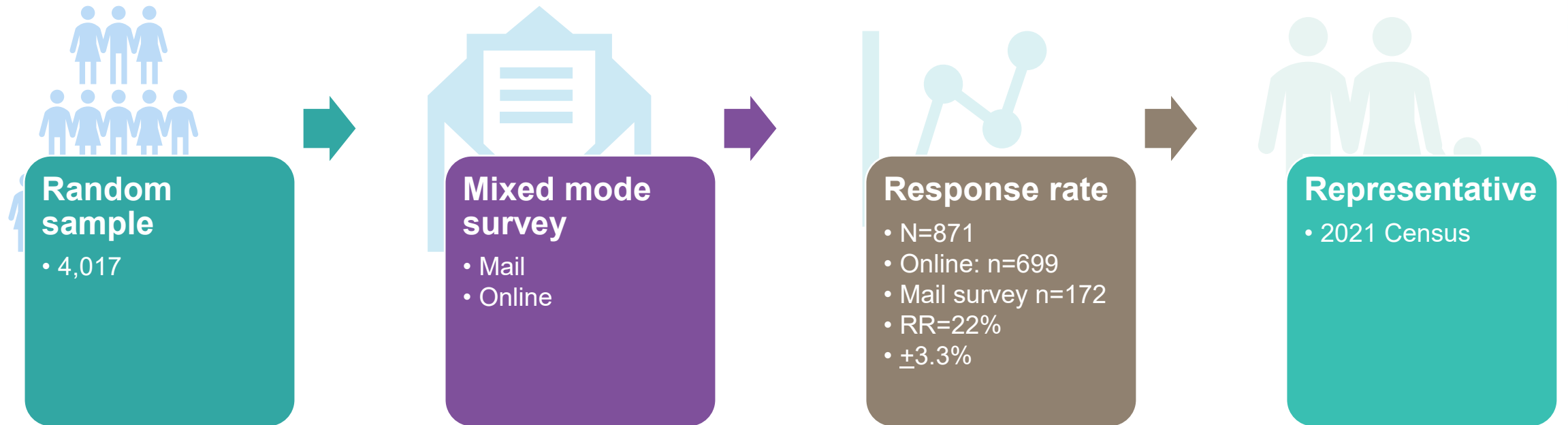


Background and objectives

The study:

- **measures propensity** to recommend the City as a place to live
- **evaluates communication and engagement** with the City
- **measures the City's overall performance** in delivering services, programs, facilities and infrastructure to residents:
 - Usage
 - Importance
 - Perceived performance

Methodology



Sample Profile

Gender

% of survey participants

	Unweighted %	Weighted %
Male	55	49
Female	45	51

Age

% of survey participants

	Unweighted %	Weighted %
18-34	9	29
35-49	25	27
50-64	34	24
65+	32	20

Suburb

% of survey participants

	Unweighted %	Weighted %
Baldivis	22	26
Cooloongup	4	6
Golden Bay	4	4
Hillman	1	1
Karnup	1	<1
Port Kennedy	11	10
Rockingham	17	14
Safety Bay	8	6
Secret Harbour	8	9
Shoalwater	5	3
Singleton	3	4
Waikiki	11	9
Warnbro	7	8
Other	0	0

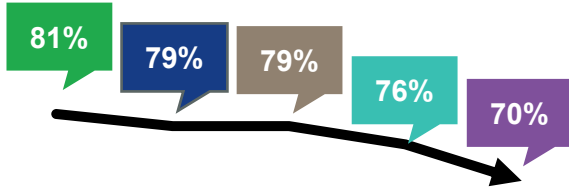
Overview



Strategic Overview

Overall Performance*

Five-year trend



2021 2022 2023 2024 2025

Overall performance has fallen from 2024

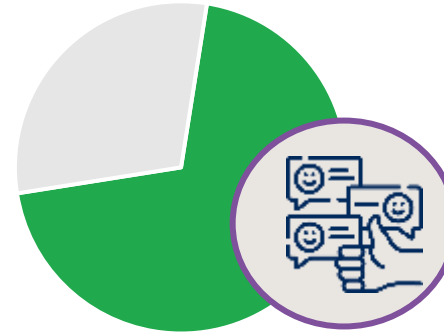
* Rating of 6+/10 for Q2. Overall, how would you rate the City's performance in delivering services, programs, facilities and infrastructure to residents?

Net Promoter Score



NPS is +9

Customer Interaction

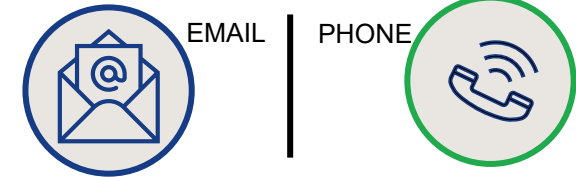


70% very well or well

Satisfaction with customer service continues to be stable

Engagement

Preferred way to deal with the City



Preferred information channels for City news



Strengths

70%

of residents or more rate these services as performing very well or well



LIBRARIES



SPORT & RECREATION CENTRES



PARKS, GARDENS, PICNIC AREAS & FORESHORES



FESTIVALS AND EVENTS



PLAYING FIELDS



COMMUNITY CENTRES & PUBLIC HALLS



ARTS & CULTURAL PROGRAMS

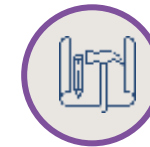


SENIOR FACILITIES

Focus Areas

Below 50%

of residents rate these services as performing very well or well



BUILDING APPROVALS



TOWN PLANNING APPROVALS

Key Findings

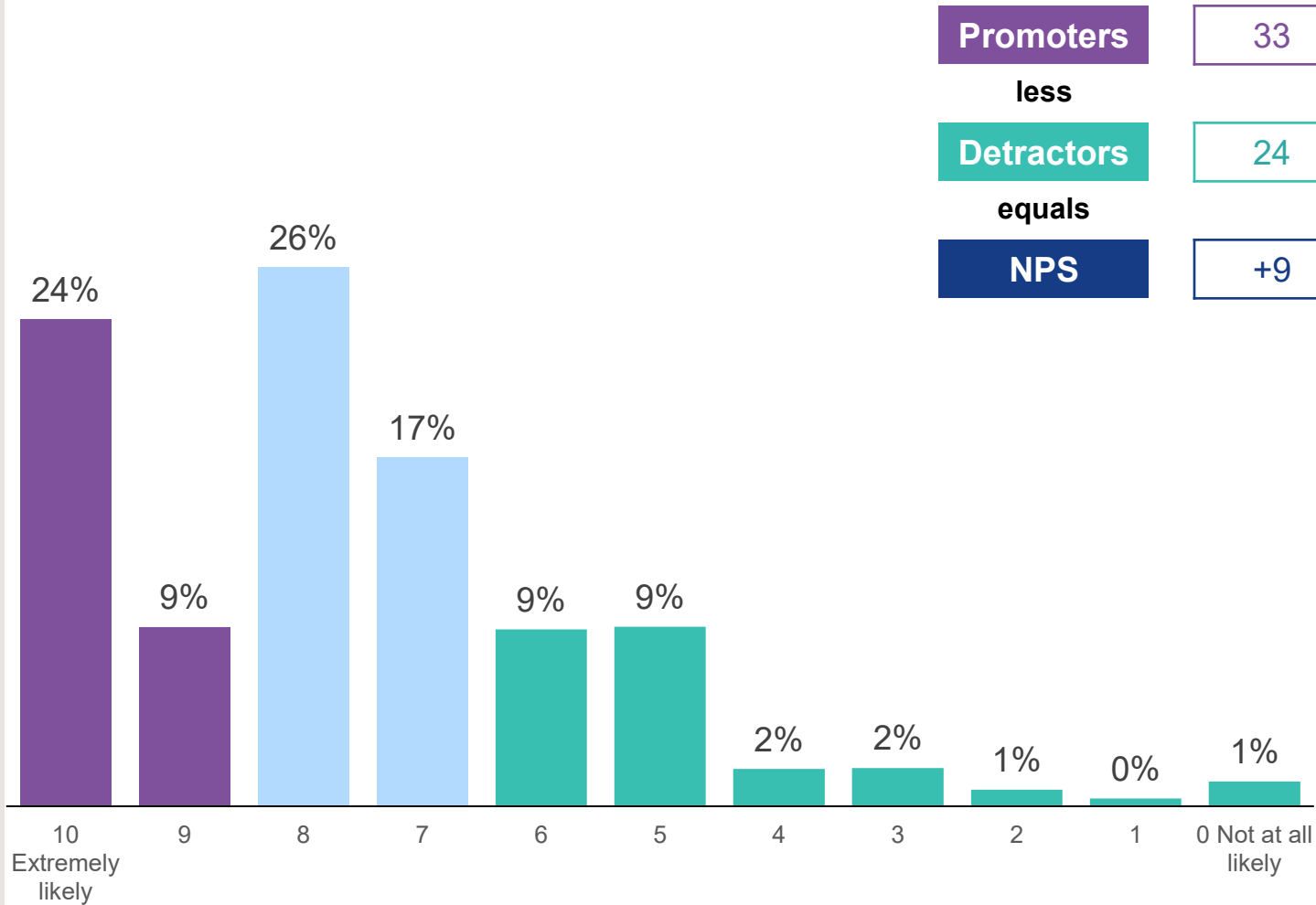


Net Promoter Score

Likelihood of recommending City of Rockingham as a place to live

Likelihood of recommending City of Rockingham

% of survey participants

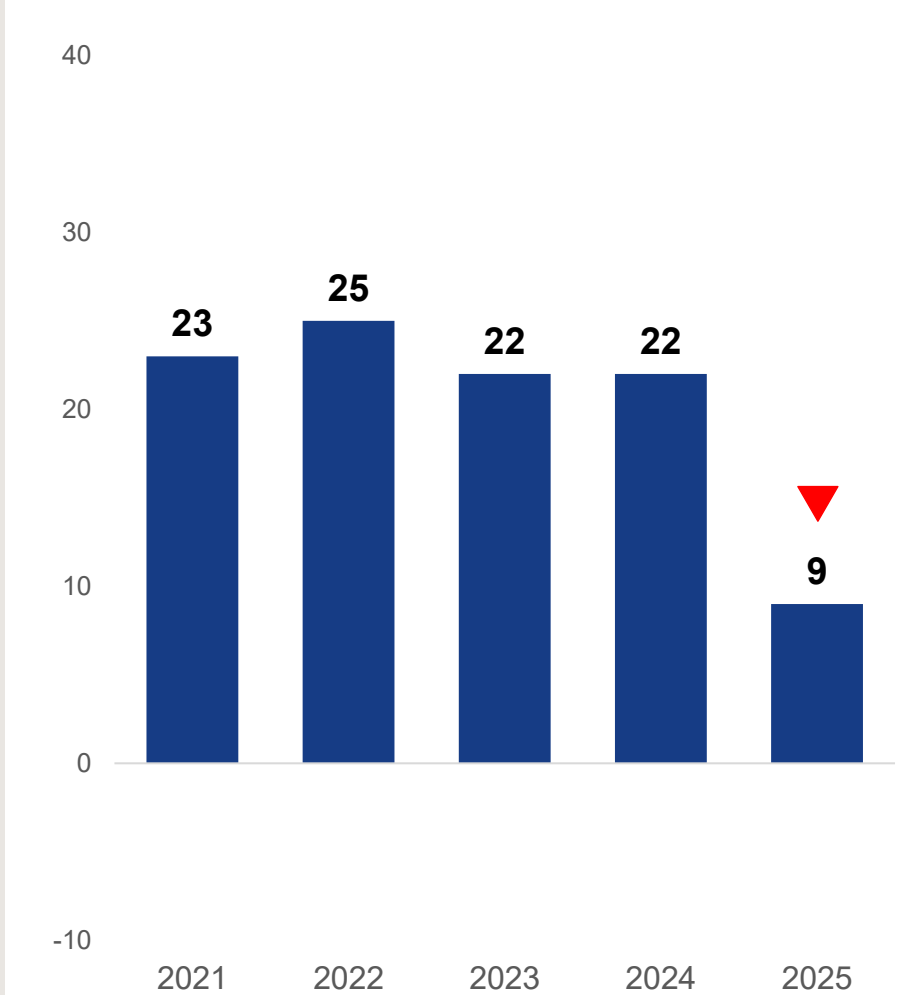


Net Promoter Score ^

Promoters	33
less	
Detractors	24
equals	
NPS	+9

Historical trends

Net Promoter Score



Q. If a friend or family member was thinking of relocating, how likely would you be to recommend the City of Rockingham as a place to live?

Please give a score out of 10. Note: due to rounding, the chart may not add to 100%

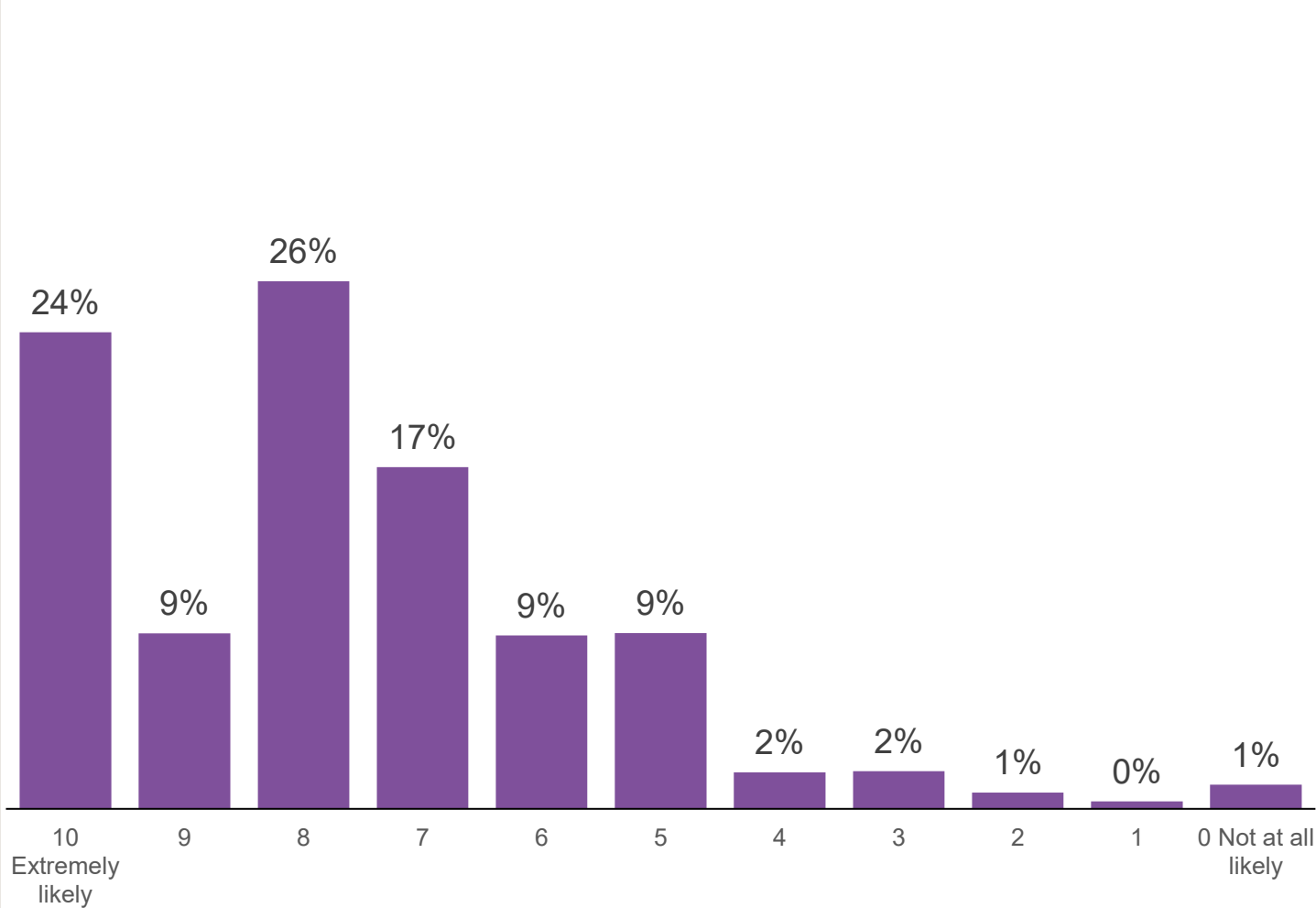
Base: All survey participants n= 870, n=1 'unsure' and 'no response' excluded.

^NPS ranges from -100 to +100

Likelihood of recommending City of Rockingham as a place to live

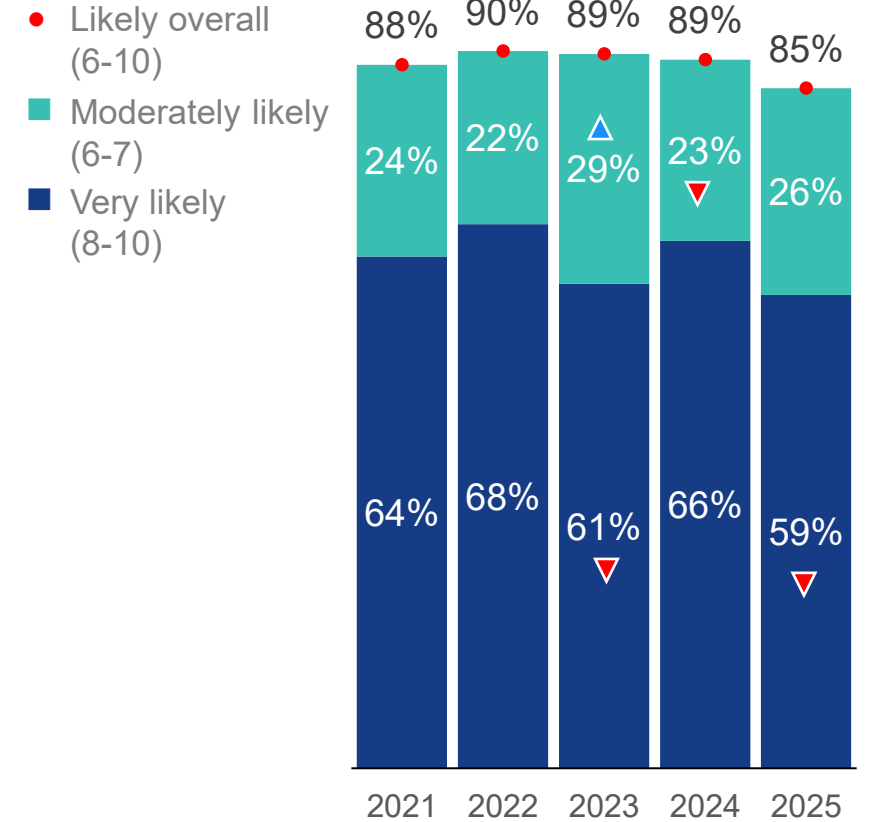
Likelihood of recommending City of Rockingham

% of survey participants



Overall performance

% of survey participants



. If a friend or family member was thinking of relocating, how likely would you be to recommend the City of Rockingham as a place to live?

Please give a score out of 10. Note due to rounding the chart may not add to 100%

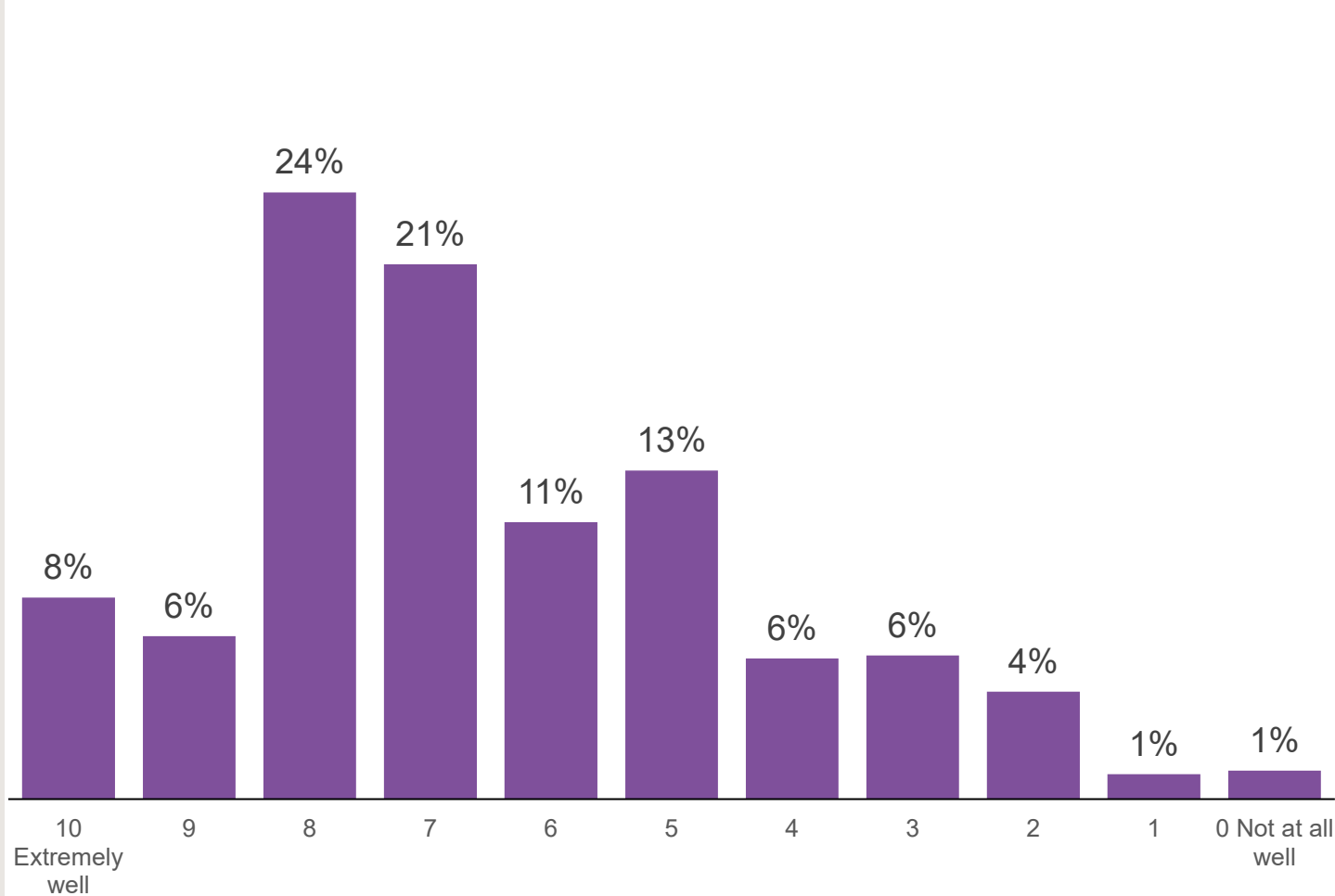
Base: All survey participants n=870, n=1 'unsure' and 'no response' excluded.

Strategic overview

City's performance in services, programs, facilities and infrastructure overall

Overall performance in delivering services, programs, facilities and infrastructure

% of survey participants

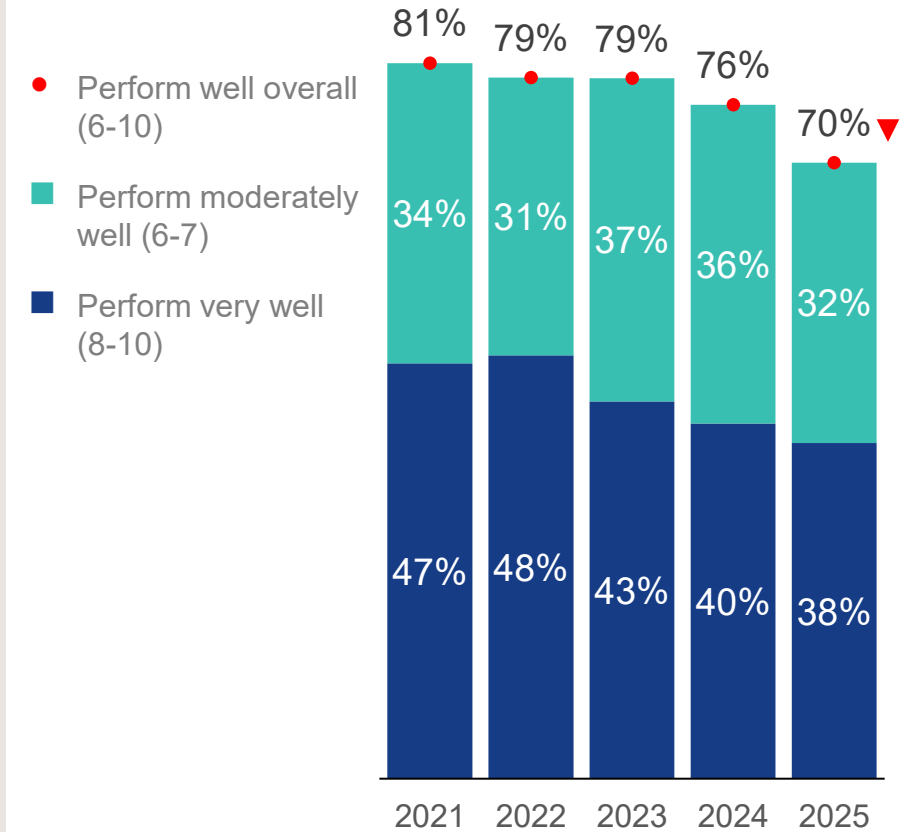


Q. Overall, how would you rate the City's performance in delivering services, programs, facilities and infrastructure to residents?
Please give a score out of 10.

Base: All survey participants, n=869, n=2 'unsure' and 'no response' excluded. Note: due to rounding, the chart may not add to 100%

Overall performance

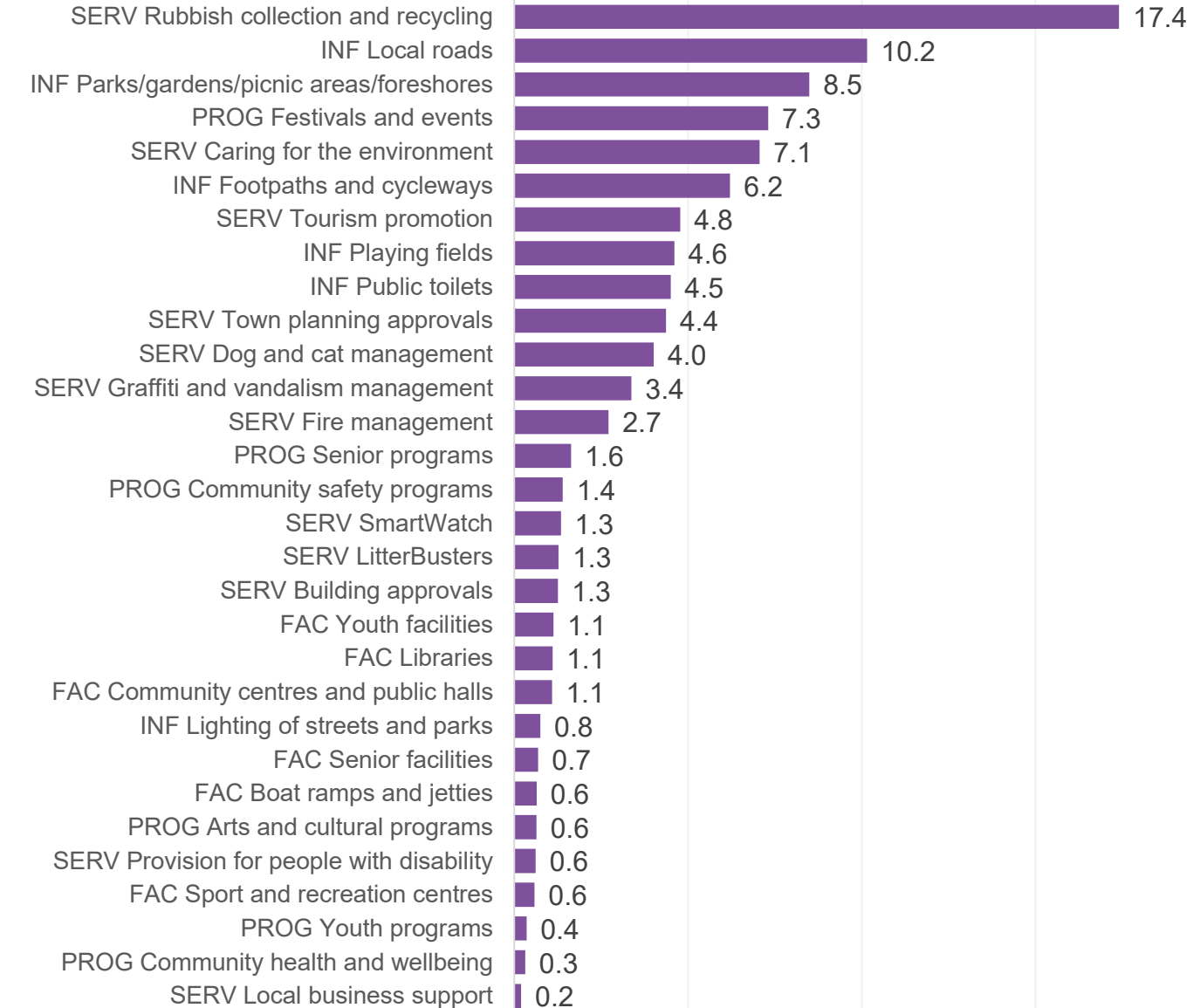
% of survey participants



Factors that drive ratings of the City's performance in delivering services, programs, facilities and infrastructure to residents

Driver analysis:

Relative influence (out of 100)

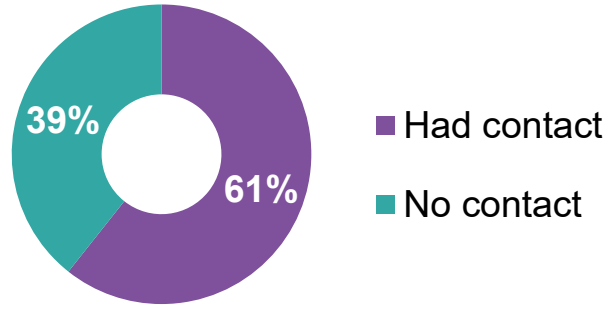


Communications and Engagement



Customer contact

Contact over the past 12 months



	Five-year trends					**
	2021	2022	2023	2024	2025	
% had contact in past 12 months	61%	59%	57%	59%	61%	=

Type of contact

	2021	2022	2023	2024	2025	**
By telephone	40%	65%	58%	61%	57%	=
Email	22%	37%	35%	39%	42%	=
In person	28%	29%	21%	27%	21%	=
Via the City's website	5%	10%	11%	11%	9%	=
By letter	3%	6%	5%	7%	5%	=
Rock Port	2%	3%	4%	4%	4%	=
Social media	1%	3%	4%	3%	2%	=

Q. Have you had contact with the City within the past 12 months? Base n = 869, 2 no response excluded.

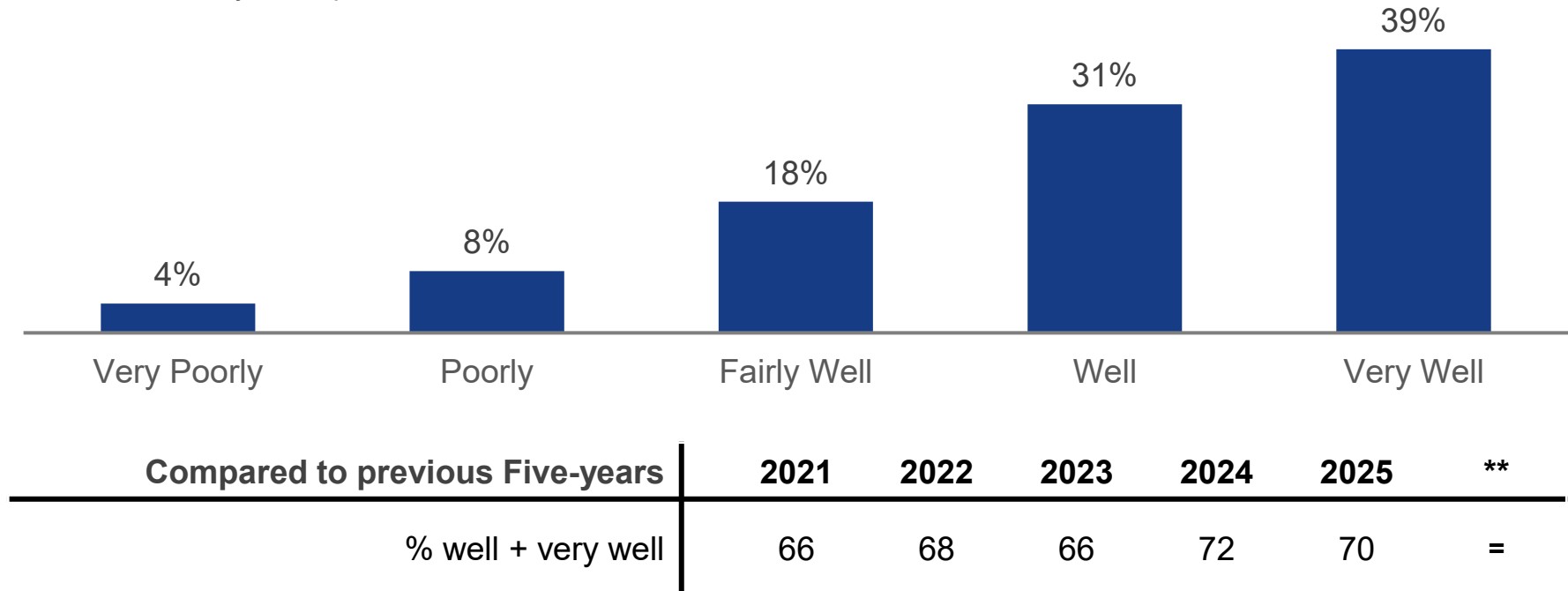
Q. Was it ...? Base: survey participants who have had contact with City over last 12 months: n=534; 3 no response excluded.

** Denotes whether there has been a statistically significant change between the current year's result and the previous year's result.

Customer service performance

Overall performance ratings

% of survey participants who had contact with the City in the previous 12 months



Phone contact

% very well + well

2021	2022	2023	2024	2025	**
70	65	67	70	74	=



In person contact

% very well + well

2021	2022	2023	2024	2025	**
73	78	75	74	78	=



Email contact

% very well + well

2021	2022	2023	2024	2025	**
52	72	63	63	62	=

Q. In your opinion, how well did the City deal with your interaction? Base: survey participants who have had contact with the City over the last 12 months. n=536, 1 no response excluded; By telephone (n=299); In person (n=135); By email (n=214). ** Denotes whether there has been a statistically significant change between the current year's result and the previous year's result. Note: due to rounding, the chart may not add to 100%.

Preferred method of contacting the City

Preferred method

Five-year trends

		2021	2022	2023	2024	2025	**
By email	39%	41%	41%	37%	39%	39%	=
By telephone	37%	29%	32%	34%	37%	37%	=
In person	10%	18%	17%	16%	14%	10%	▼
Via the City's website	9%	7%	5%	8%	5%	9%	▲
By Rock Port	2%	1%	1%	2%	1%	2%	▲
By letter	1%	3%	1%	1%	1%	1%	=
Social media	1%	2%	2%	1%	1%	1%	=

Q. What is your preferred way of contacting the City? (Please tick one)

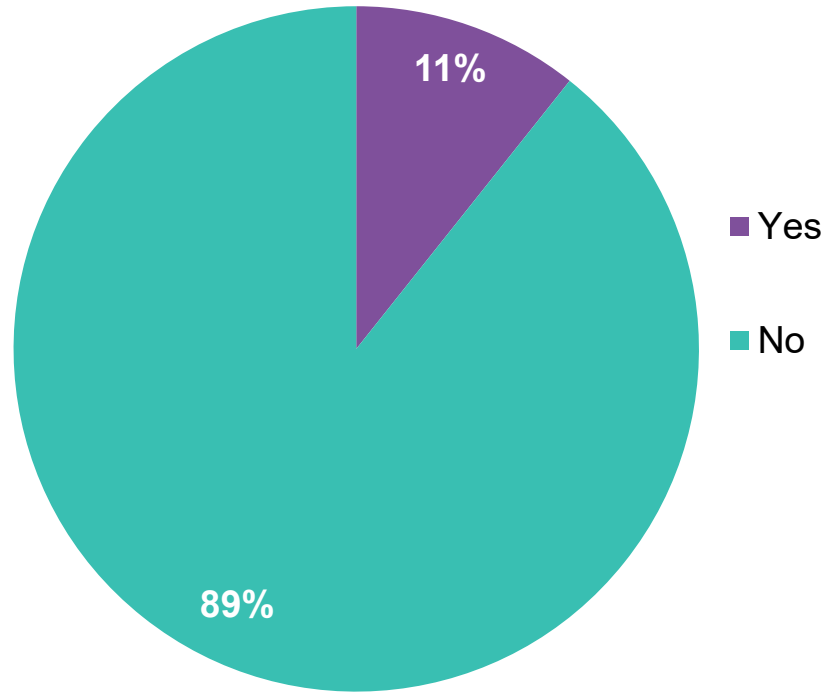
Base: Those who provided a valid response, n=830. 41 no response and multiple responses excluded.

** Denotes whether there has been a statistically significant change between the current year's result and the previous year's result.

Community consultation

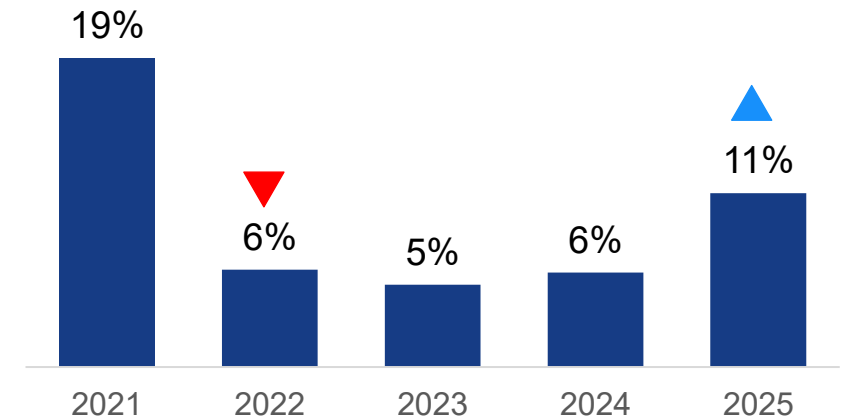
Have you shared your thoughts about a community consultation item in the past 12 months?

% of survey participants



Historical trends

% Yes



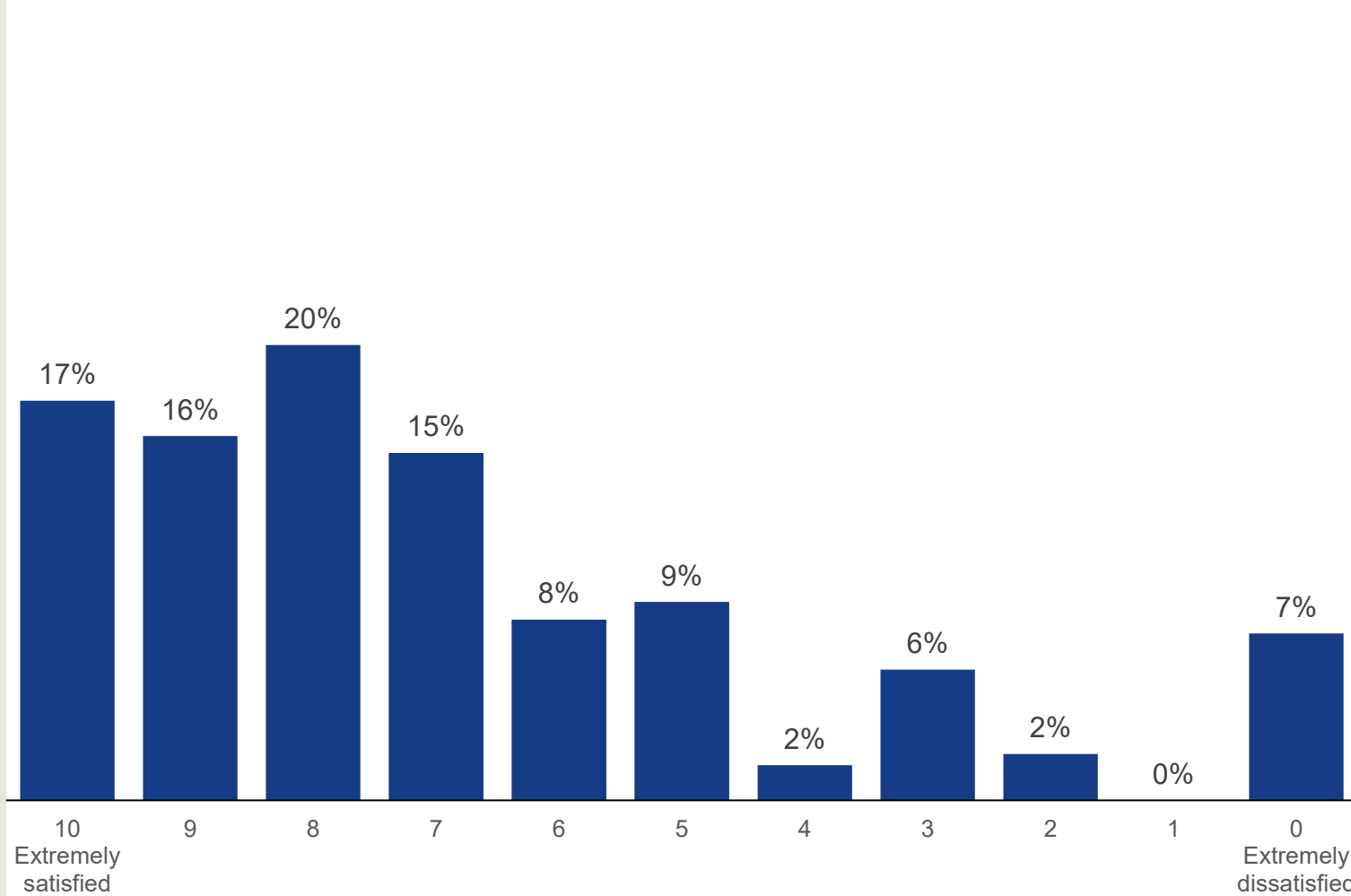
Q. In the past 12 months, have you taken part in any City of Rockingham community consultation or engagement activities (e.g., workshops, surveys, public meetings, online consultations such as Share Your Thoughts or Rock Port)? Base: All survey participants, n=865, 6 no response excluded.

Community consultation

Satisfaction with the experience

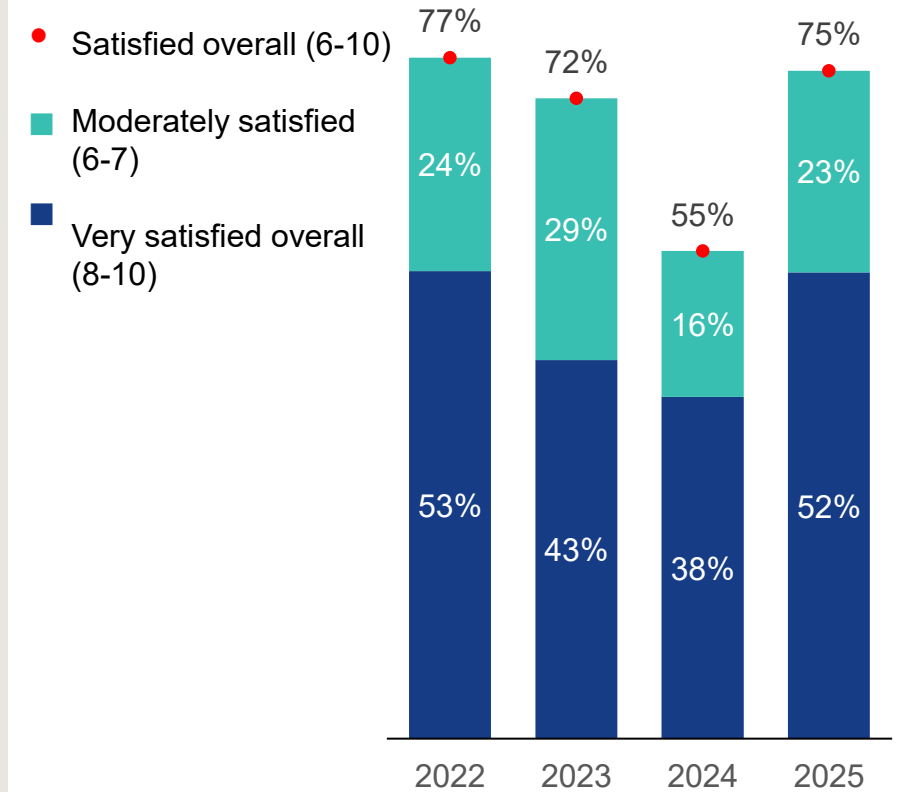
Overall satisfaction

% who had taken part in a City of Rockingham community consultation in the past 12 months



Overall performance

% of survey participants



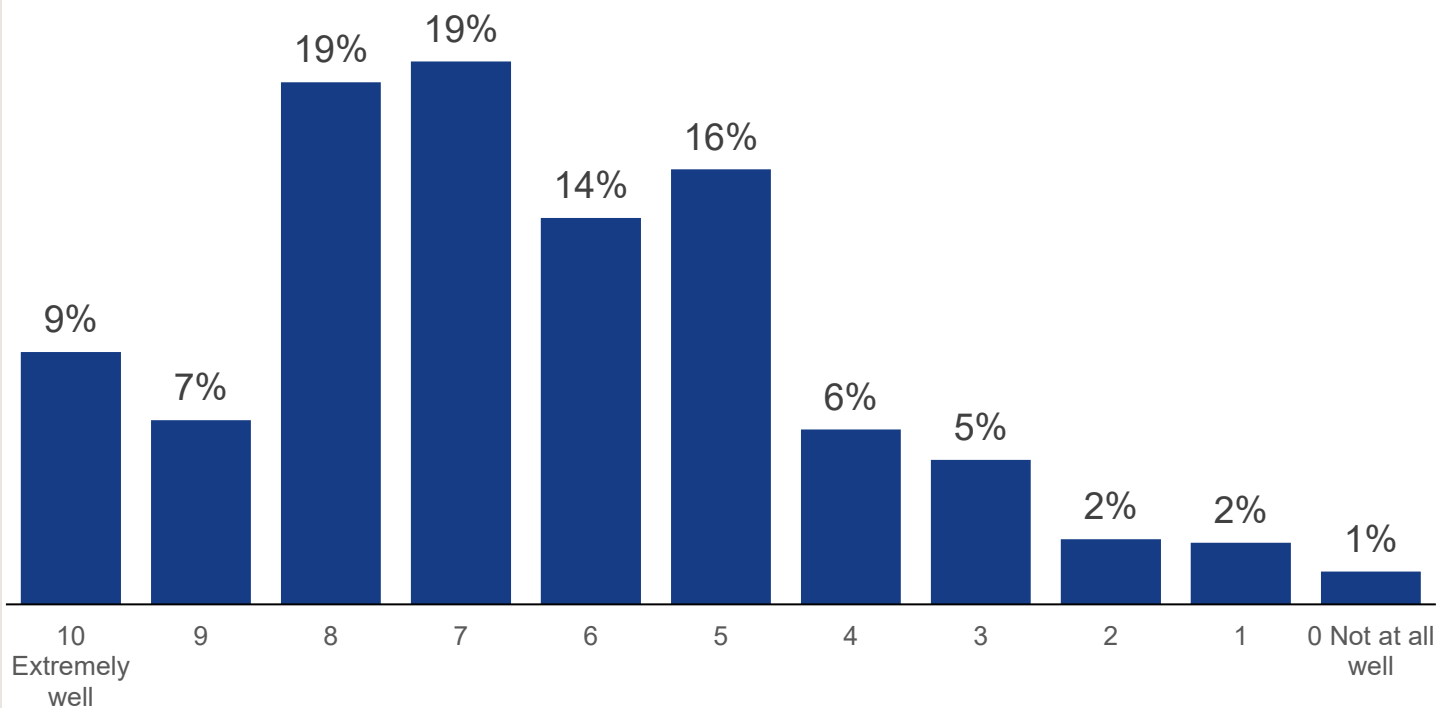
Q. How satisfied were you with the experience? Base: Those who took part in a City of Rockingham community consultation in the past 12 months, n=100, 2 no response excluded.

Note: due to rounding, the chart may not add to 100%.

Keeping the community informed

Overall performance in keeping the community informed about services, programs, facilities and infrastructure

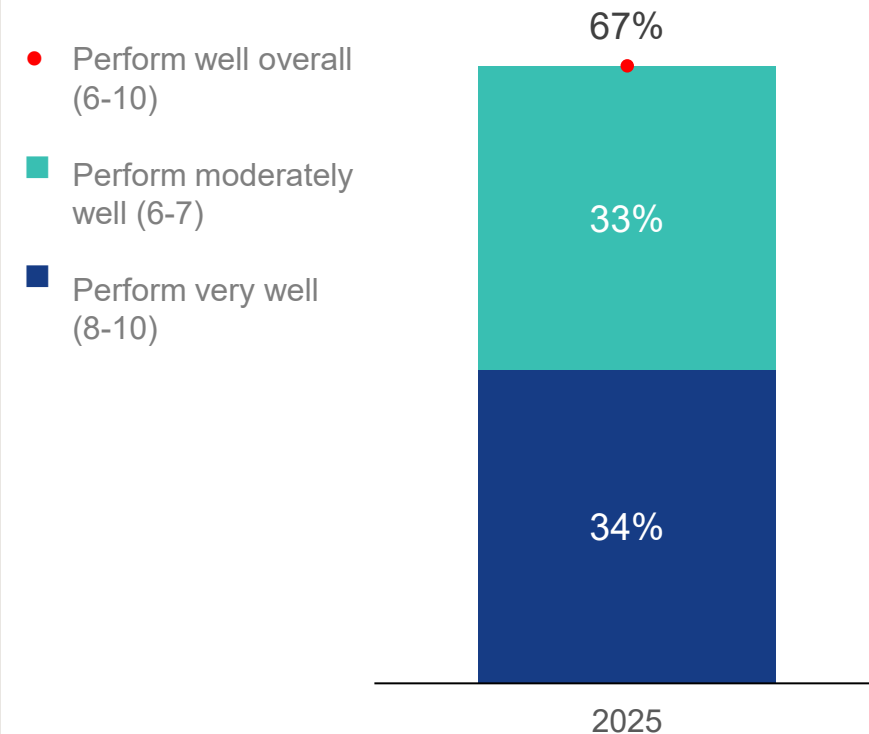
% of survey participants



Q. Overall, how well do you think the City keeps you informed about its services, programs, facilities and infrastructure? (use the scale below).
Base: All survey participants, n=865, n=6 'unsure' and 'no response' excluded. Note: due to rounding, the chart may not add to 100%

Overall performance

% of survey participants



Preferred way to find out City news

Preferred method

Five-year trends

	2021	2022	2023	2024	2025	**
Email newsletter	32%	34%	33%	39%	39%	=
Social media	25%	22%	25%	22%	26%	=
City Chronicle	21%	22%	19%	17%	17%	=
Website	9%	12%	12%	9%	6%	▼
Rock Port (email updates)	8%	4%	6%	6%	5%	=
Newspaper	5%	5%	5%	6%	4%	=
Monthly Council Meetings	0%	<1%	<1%	<1%	1%	▲

Q. What would be your preferred method of finding out City news? (Please tick one)

Base: Those who provided a valid response, n=808. 63 no response or multiple responses excluded. Other specify not shown.

** Denotes whether there has been a statistically significant change between the current year's result and the previous year's result.

Summary of Service, Facilities, Infrastructure and Programs Results



Services the City provides – importance, usage and performance



Importance

Usage

Performance

% of survey participants

Extremely High

High

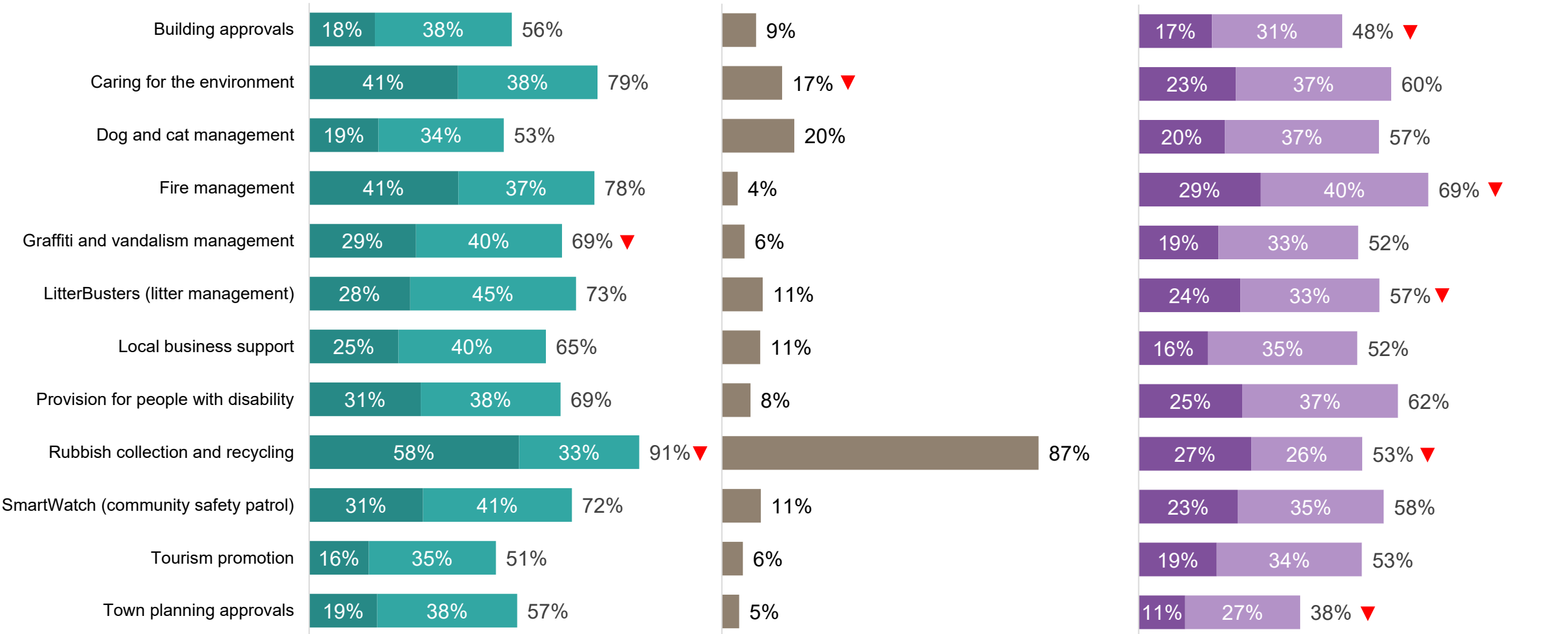
Extremely High + High

Used in last 12 months

Very Well

Well

Very Well + Well

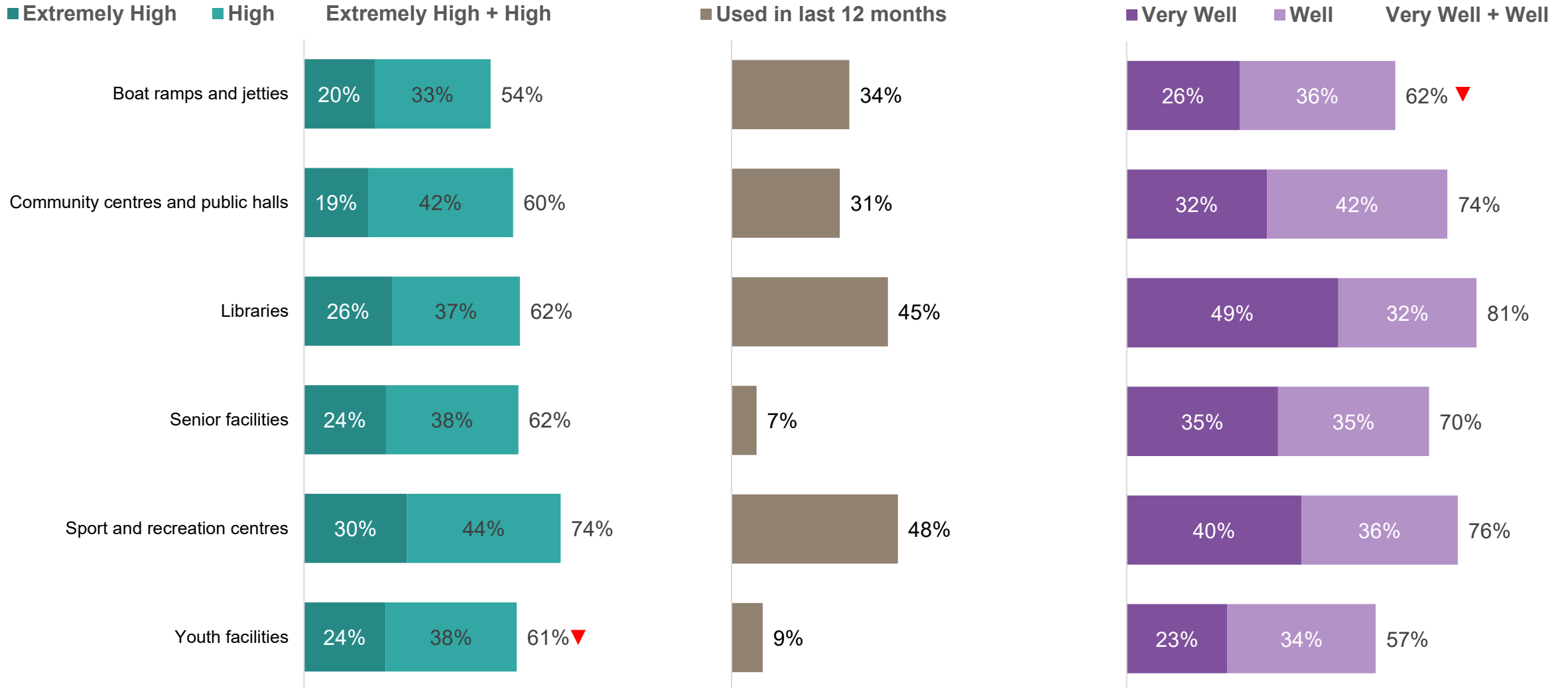


Q. Have you used the following service in the last 12 months? Q. What importance do you place on the service? Q. How well does the City deliver the service?
Base: Those who provided a valid response n=various.

Facilities the City operates – importance, usage and performance



% of survey participants



Q. Have you used the following facility in the last 12 months? Q. What importance do you place on the facility? Q. How well does the City deliver the facility?

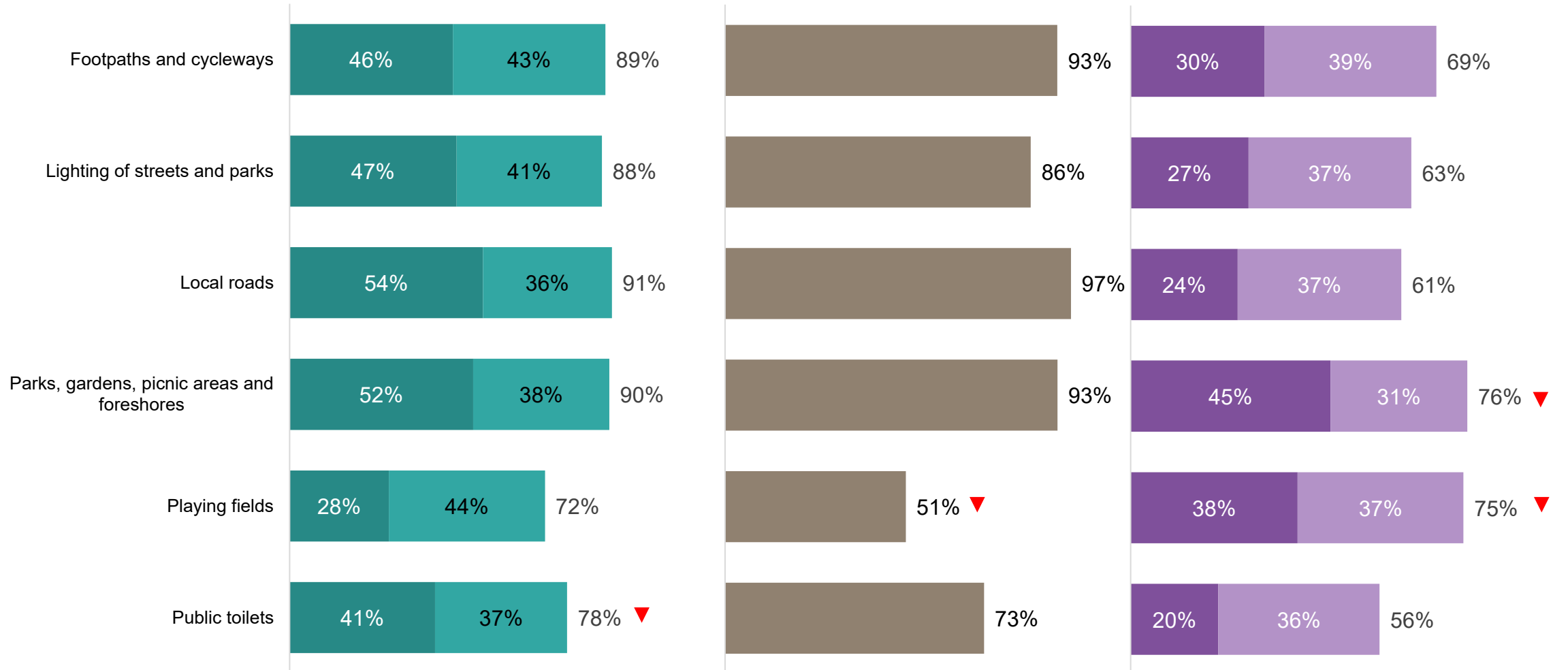
Base: Those who provided a valid response n=various.

Infrastructure the City maintains – importance, usage and performance



% of survey participants

■ Extremely High
 ■ High
 Extremely High + High
 ■ Used in last 12 months
 ■ Very Well
 ■ Well
 Very Well + Well



Q. Have you used the following infrastructure item in the last 12 months? Q. What importance do you place on the infrastructure item? Q. How well does the City deliver the infrastructure item? Base: Those who provided a valid response n=various.

Programs the City runs – importance, usage and performance

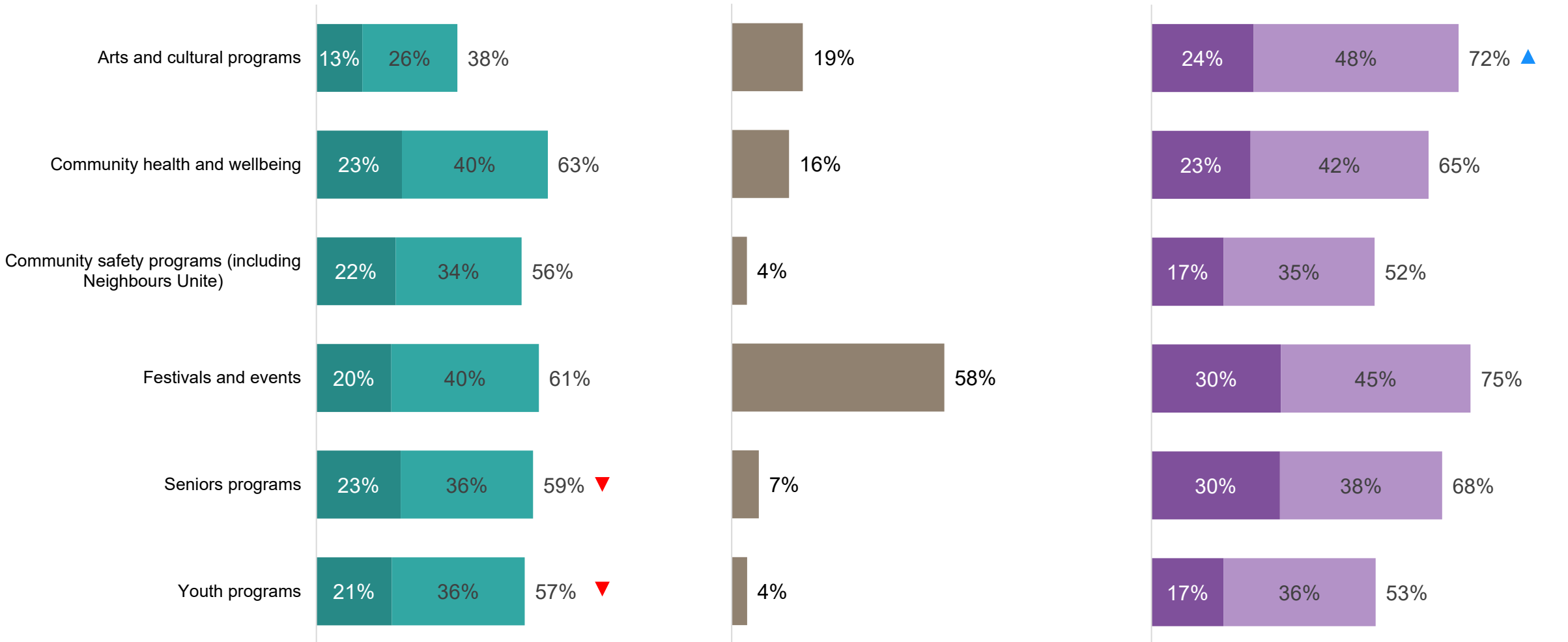


% of survey participants

■ Extremely High ■ High ■ Extremely High + High

■ Used in last 12 months

■ Very Well ■ Well ■ Very Well + Well



Q. Have you used the following programs in the last 12 months? Q. What importance do you place on the program item? Q. How well does the City deliver the program item?
 Base: Those who provided a valid response, n=various.

Performance – Services, Facilities, Infrastructure and Programs the City Provides

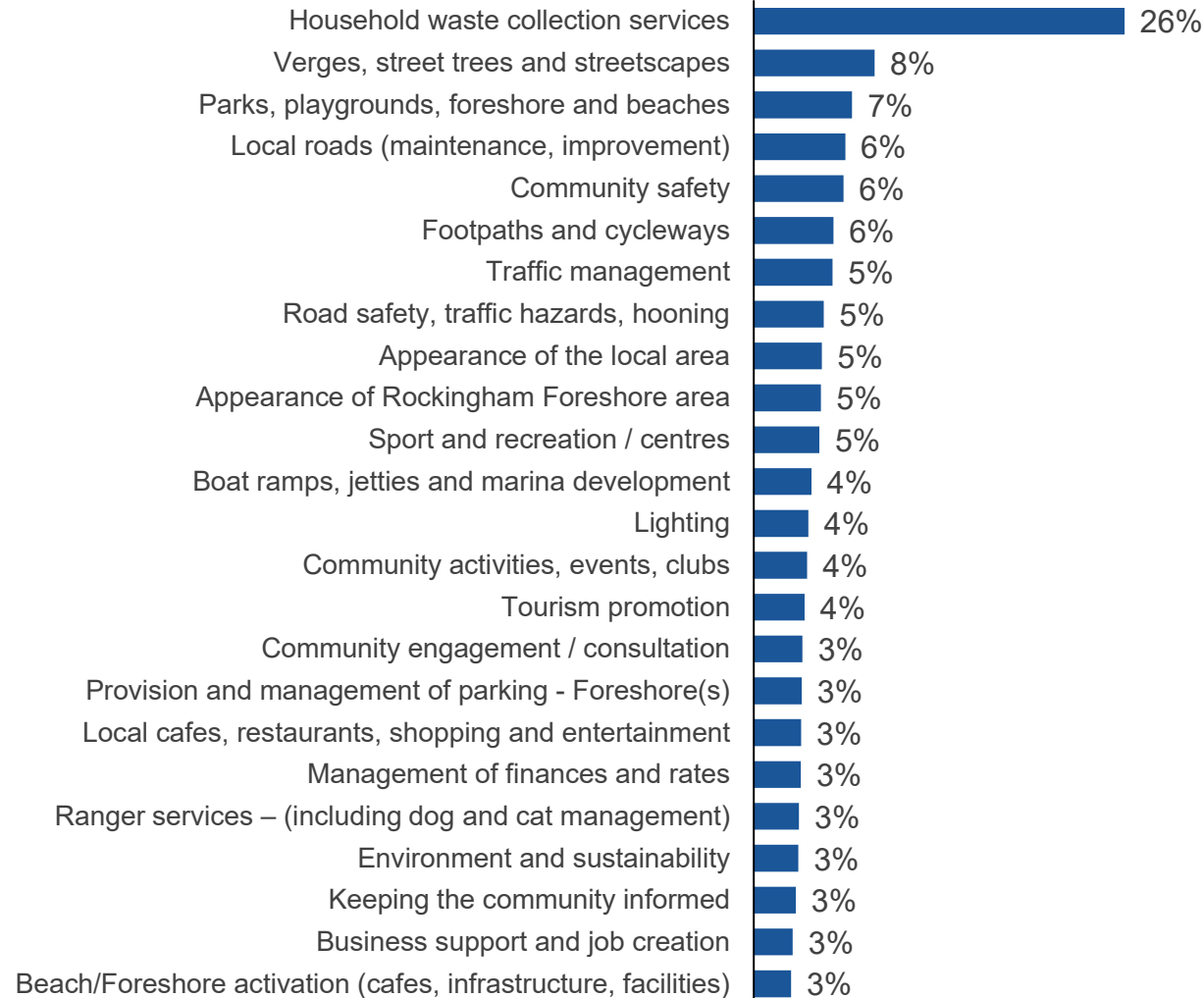


Suggested improvements

What would you like to see the City focus on improving?

City's focus on improving

% of survey participants



Q. What would you like to see the City focus on improving?

Chart shows responses mentioned spontaneously by 4% or more of survey participants.

Base: All survey participants, excludes 'unsure' and 'no response' n=605

Suggested improvements

Verges, street trees and streetscapes

Key themes

- **Maintenance** – including the need for regular and consistent mowing and weeding to improve the presentation of verges and the median strip.
- **Pruning and clearing to ensure safety, access and visibility** – including ensuring sightlines are not blocked, roads and paths not obstructed and that vegetation doesn't create a hazard for roads or powerlines.
- **Tree-specific issues** – including invasive and/or inappropriate species, mess from fallen leaves and bark, and root damage to roads, paths and driveways.
- **Improved tree canopy** – including planting of more trees, better maintenance of the existing trees and replacement of dead trees.
- **Improved governance of streetscapes** – including input into how streetscapes should look, implementation of design guidelines, identification of who is responsible for streetscapes, and provision of support and guidance to residents.

Parks, gardens, picnic areas and foreshores

Key themes

- **Maintenance, cleanliness and upkeep** – including concerns about declining standards, inconsistent maintenance, build-up of weeds, rubbish and sand, and derelict infrastructure.
- **Amenities** – including missing or inadequate seating, shade toilets and BBQs.
- **Playground quality and facilities catering for different age groups** – including improving the quality of playgrounds across the City, not just in particular areas, and including facilities for older children.
- **Accessibility and inclusion** – ensure people with prams, persons with a disability and older people are adequately catered for.
- **Foreshore / beach activation** – ensuring the beaches and foreshore areas are attractive and functional for residents and visitors.
- **Environment, trees and natural assets** – including management of vegetation and habitat protection in public open spaces and foreshores

Suggested improvements

Local roads

Key themes

- **Maintenance required** for local roads.
- **Concerns about the quality of the maintenance undertaken** – including recurring potholes and ineffective patching requiring maintenance to be undertaken again.
- **Road design issues** – including narrow roads, poor design, visibility issues and design flaws contributing to safety issues.
- **Maintenance required for the supporting road infrastructure** – including poor signage, fixing damaged signage, etc.
- **Perceived misplaced priorities** – community frustration that money is spent on what they see as unnecessary or cosmetic road changes while essential repairs are neglected.

Community safety

Key themes

- **Increased police presence and security patrols** particularly at night, in known hotspots and in the outer suburbs.
- **Address anti-social behaviour in public places** – including intimidating behaviour in streets, shopping centres, parks, foreshore areas and residential neighbourhoods.
- **Youth crime, juvenile behaviour and unsupervised young people** – including youth offending, disengagement from school, hooning, vandalism and lack of consequences.
- **Address homelessness, drug use and related safety concerns.**
- **General feeling unsafe and fear of being a victim of crime.**

Suggested improvements

Household waste collection services

Key themes

- **Frequency of red-bin collection** – comfortable with the 140l red bin but would like it collected weekly.
- **Size of the red bin** – happy with a fortnightly red bin collection but would like the size of the bin increased to 240l.
- **Hygiene concerns** – including concerns around flies, maggots, disease risk and odour from animal and human waste that continues to be disposed in the red bin.
- **Knock-on effects of the changes in general waste collection** – including overflowing domestic bins, birds and animals pulling waste out of overflowing bins, residents dumping waste in parks, community bins and other residents' bins to accommodate with the overflow.
- **Suggested improvements and alternative solutions** – including opt-in to the weekly collections (red bin and green bin), increased frequency of all collections, provide more FOGO bin liners, publish FOGO vs. general waste figures to inform bin size and collection frequency.

Questions?



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