Strategic Community Plan

Quarter 2 Performance	Status as of December 2024
Economy	
SCP EC01: Decrease in Mandurah's unemployment rate (relative to Perth metropolitan average)	Mandurah (SA4) unemployment rate 3.2% as at November 2024 on a 12-month average basis, which is 0.7% lower than Greater Perth.
SCP EC02: Worker Concentration Ratio (Sector)	Data unchanged. 2022/23 Employment (total) by Industry: Health Care & Social Asst 21.7% (-0.1%) Retail Trade 15.5% (-1.2%) Education & Training 11.7% (+0.3%) Accommodation & Food 9.9% (-0.7%) Construction 8.7% (+0.7%)
SCP EC03: Increase in Gross Regional Product (Total and Sector)	Data unchanged: 2022/23 Gross Regional Product was \$4.308bn, representing annual growth of \$102m or 2.4% p.a.
SCP EC04: Increase in value of building work approved	The total value of building work approved for the quarter (1 Oct - 31 Dec 2024 inclusive) \$172,641,833.43.
SCP EC05: Increase in number of tourists/visitors	The City will liaise with Visit Mandurah at the end of quarter four for an annual visit number.
SCP EC06: Number of new residents / population growth	Data unchanged: Estimated Resident Population (ERP) for the City of Mandurah Local Government Area (LGA) from the Australian Bureau of Statistics (ABS) as at 30 June 2023 was 99,272. This represents growth of 3,650 residents or 3.65% since 2022.
SCP EC07: Increase in number of new businesses registered (Total and Sector)	Estimated active business registrations in the City of Mandurah were 5,744 as at 31 December 2023. This represents growth of 165 active businesses or 2.87% since 31 December 2022.
SCP EC08: Increase in the workforce participation rate	Mandurah (SA4) Participation rate: 51.6% as at November 2024 on a 12-month average basis. This is an increase from 50.1% in November 2023.
SCP EC09: Increase in access to tertiary education and workforce training options	Research to be undertaken to establish source data for this measure.

Community		
SCP C01:	This information is not convertly quailable on a growtenly basis will be reported enoughly	
Reduction in the level of social disadvantage	This information is not currently available on a quarterly basis, will be reported annually.	
SCP C02:	Currently establishing a baseline to measure against and identifying the statistics the city resolves t	
Decrease in number of criminal offences recorded	report against.	
SCP C03:	Descent to be undertaken to establish a data set for this measure	
mproved community safety and security	Research to be undertaken to establish a data set for this measure.	
SCP C04:		
ncreased community satisfaction on Mandurah as a place to live		
* Facilities	Research to be undertaken to establish a data set for this measure.	
* Public Spaces		
* Events and Cultural Activities		
SCP C05:	Descende to be understaling to establish a data set for this success.	
Recognition and respect for local heritage and culture	Research to be undertaken to establish a data set for this measure.	
	The Public Health and Wellbeing implementation plan is on track with programs and initiatives	
SCP C06:	enjoying a high level of participation and engagement.	
mproved community health outcomes	Community health outcomes [Epidemiology Directorate. (2024). City of Mandurah LGA Adult Health Profile	
⁶ Physical activity	2018-2022, HWSS, WA Department of Health: Perth.]	
* Mental Health	* Physical activity - 39.5%	
* Smoking	* Mental Health - 17.6%	
* Alcohol use	* Smoking - 9.2%	
* Quality Adjusted Life Years/Average Life Expectancy	* Alcohol use - 27.9%	
SCP C07:	Research to be undertaken to establish a data set for this measure.	
Increased access to local health services	Research to be undertaken to establish a data set for this measure.	
Environment		
SCP EN01:	Becoards to be undertaken to establish a data set for this measure	
mproved conservation and environmental management	Research to be undertaken to establish a data set for this measure.	
	Reassessment of Mandurah's urban canopy is scheduled for FY 24/25.	
	An interim review of the Greening Mandurah Framework has been conducted and presented to	
SCP EN02: Improvement in health and extent of Mandurah's urban canopy	Council which included a status update of actions completed.	
	Outstanding actions are progressing as planned in the Greening Mandurah Framework Implementa	

Outstanding actions are progressing as planned in the Greening Mandurah Framework Implementation plan

SCP EN03: Increase in renewable energy utilisation	Current renewable energy utilisation for the City is tracking around 37%. This is largely due to the City's procurement of 100% renewable energy through the Power Purchase agreement for contestable sites facilitated through WALGA.
SCP EN04: Improvement in average condition of vegetation in Mandurah's bushland reserves	Bushland assessments are currently underway through the Spring period to provide the data to assess average bushland condition. Analysis of the data should be complete before the end of the calendar year to measure the improvement in condition across Mandurah's bushland reserves.
SCP EN05: Improved community satisfaction in the Management of coastal and estuary areas	Research to be undertaken to establish a data set for this measure.
SCP EN06: Maintain the Peel Harvey Estuary's Ramsar listed status	 Actions undertaken by the City to secure the Ramsar listing include: 1. Support and advocacy for the PHCC business case "Binjareb Djilba", including Council briefing of the business plan 2. Continued participation on the DWER Peel Harvey Estuary Policy and Planning Committee "Binjareb Djilba"

Leadership		
SCP L01:	Research to be undertaken to establish a data set for this measure.	
A clear vision and plan for Mandurah's future		
SCP L02:	Research to be undertaken to establish a data set for this measure.	
Improved community engagement outcomes	Research to be undertaken to establish a data set for this measure.	
SCP L03:	Research to be undertaken to establish a data set for this measure.	
Improved stakeholder support for strategic initiatives		
SCP L04:	Activity performed during the year, no issues noted so far.	
Sustainable financial management		
SCP L05:		
Transparent reporting and communication of organisational performance	On Target	
and leadership		
SCP L06:	Culture Survey planned for February 2025. The Survey will understand if the City is on track with	
Improved employee satisfaction	improved employee satisfaction.	