

Key Measures of Success	Outcome	Data Source	2024/25 Quarter 1 Update	Frequency / Timing	Reporting Responsibility
Economy					
SCP EC01: Decrease in Mandurah's unemployment rate (relative to Perth metropolitan average)	1.1	Census data, Australian Bureau of Statistics	<u>September 2024</u> Mandurah (SA4) unemployment rate 3.3% on a 12-month average basis, which is 0.6% lower than Greater Perth.	SA4 – Monthly LGA - Quarterly	Transform Mandurah
SCP EC02: Worker Concentration Ratio (Sector)	1.1	Economy id/Australian Bureau of Statistics	<u>2022/23</u> 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%)	Annually	Transform Mandurah
SCP EC03: Increase in Gross Regional Product (Total and Sector)	1.2	Economy id/Australian Bureau of Statistics	<u>2022/23</u> Gross Regional Product - \$4.308bn, representing annual growth of \$102m or 2.4% p.a.	Annually	Transform Mandurah
SCP EC04: Increase in value of building work approved	1.3	City of Mandurah Building Services	<u>2023/24</u> \$149,104,855 (for the quarter Jul-Sep 2024 inclusive)	Monthly 3 mth Delay	Building Services
SCP EC05: Increase in number of tourists/visitors	1.4	Economy id/ Visit Mandurah	<u>2023</u> Domestic day trips. Annual visitors - 2.117M Domestic overnight visitors. Annual visitors - 419k	Annually	Visit Mandurah
SCP EC06: Number of new residents / population growth	1.4	Census data, Australian Bureau of Statistics	<u>30 June 2023</u> Estimated Resident Population (ERP) for the City of Mandurah Local Government Area (LGA) from the Australian Bureau of Statistics (ABS) was 99,272. This represents growth of 3,650 residents or 3.65% since 2022.	Estimate Annually	Transform Mandurah
SCP EC07: Increase in number of new businesses registered (Total and Sector)	1.5	Economy id/Australian Business Register	<u>30 September 2023</u> Estimated No. active business registrations in the City of Mandurah - 5,740. This represents growth of 168 active businesses or 3.01% since 30 September 2022.	Estimate Quarterly	Transform Mandurah
SCP EC08: Increase in the workforce participation rate	1.6	Census data, Australian Bureau of Statistics	<u>September 2024</u> Mandurah (SA4) Participation rate: 51.8% on a 12-month average basis. This is an increase from 49.1% in September 2023.	SA4 – Monthly LGA - Quarterly	Transform Mandurah
SCP EC09: Increase in access to tertiary education and workforce training options	1.6	Community Perceptions Survey	Research to be undertaken to establish source data for this measure.	TBA	Strategy
Community					
SCP C01: Reduction in the level of social disadvantage	2.1	SEIFA Index	<u>2021</u> The City of Mandurah SEIFA Index of Disadvantage was 959 in 2021. This is updated every four years in line with the Australian Census. Mandurah SEIFA Index of Disadvantage was 958 in 2016 and 974 in 2011.	5 Yearly	Community Development
SCP C02: Decrease in number of criminal offences recorded	2.2	WA Police	Currently establishing a baseline to measure and identifying the statistics the city resolves to report against.	TBA	Community Development

SCP C03: Improved community safety and security	2.2	Community Perceptions Survey	Research to be undertaken to establish a data set for this measure.	TBA	Strategy
SCP C04: Increased community satisfaction on Mandurah as a place to live * Facilities * Public Spaces * Events and Cultural Activities	2.3	Community Perceptions Survey	Research to be undertaken to establish a data set for this measure.	TBA	Strategy
SCP C05: Recognition and respect for local heritage and culture	2.4	Community Perceptions Survey	Research to be undertaken to establish a data set for this measure.	TBA	Strategy
SCP C06: Improved community health outcomes * Smoking * Alcohol * Physical activity * Mental health * Quality Adjusted Life Years/Average Life Expectancy	2.5	South Metropolitan Health Service - Health and Wellbeing Profile	<u>2018 - 2022</u> 9.2% currently smokes 27.9% drink alcohol at high risk levels 39.5% does not participate in physical activity 40.8% are obese 17.6% have a mental health problem 82.9 yrs life expectancy	Annual	Healthy Communities
SCP C07: Increased access to local health services	2.6	Community Perceptions Survey	Research to be undertaken to establish a data set for this measure.	TBA	Strategy
Environment					
SCP EN01: Improved conservation and environmental management	3.2	Community Perceptions Survey	Research to be undertaken to establish a data set for this measure.	TBA	Strategy
SCP EN02: Improvement in health and extent of Mandurah's urban canopy	3.3	City of Mandurah annual Urban Canopy analysis	<u>2020</u> 17% Canopy Cover. <u>2024/25</u> Reassessment of Mandurah's urban canopy is scheduled. An interim review of the Greening Framework has been conducted and presented to Council including a status update of actions completed. Outstanding actions are progressing as planned in the Greening Framework implementation plan.	2 Yearly	Natural Environment
SCP EN03: Increase in renewable energy utilisation	3.3	Energy Monitoring Report	<u>July 2024</u> Renewable energy utilisation for the City was approximately 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.	Annually	Natural Environment
SCP EN04: Improvement in average condition of vegetation in Mandurah's bushland reserves	3.4	City of Mandurah Bushland Management Plan Audit	<u>September 2024</u> 40 reserves with Management plans. These plans are reviewed, remapped, and updated every two years to evaluate change in indicators in weed and native species cover. 25 plans being reviewed this year with results due by June 2025. Additionally 2 reserves will have new management plans created this year.	Annually and 2 Yearly	Natural Environment
SCP EN05: Improved community satisfaction in the Management of coastal and estuary areas	3.5	Community Perceptions Survey	Research to be undertaken to establish a data set for this measure.	TBA	Strategy

SCP EN06: Maintain the Peel Harvey Estuary's Ramsar listed status	3.5	Status Confirmation	Actions undertaken by the City to secure the Ramsar listing include: 1. Support and advocacy for the PHCC business case "Binjareb Djilba" 2. Participation on the DWER Peel Harvey Estuary Policy and Planning Committee "Binjareb Djilba"	TBA	Natural Environment
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Leadership

SCP L01: A clear vision and plan for Mandurah's future	4.1	Community Perceptions Survey	Research to be undertaken to establish a data set for this measure.	TBA	Strategy
SCP L02: Improved community engagement outcomes	4.2	Community Perceptions Survey	Research to be undertaken to establish a data set for this measure.	TBA	Strategy
SCP L03: Improved stakeholder support for strategic initiatives	4.3	Community Perceptions Survey City of Mandurah Grants Reporting	Research to be undertaken to establish a data set for this measure. Grants reporting completed and included as part of the 2023/24 Annual Report.	TBA Annually	Strategy Financial Services
SCP L04: Sustainable financial management	4.4	City of Mandurah Audited Financial Statements	Activity performed during the year, no issues noted so far.	Annually	Financial Services
SCP L05: Transparent reporting and communication of organisational performance and leadership	4.5	Annual Financial Statements and Annual Report Strategic Community Plan & Corporate Business Plan Reporting Community Perceptions Survey	2023/24 Audited Financial Statements and 2023/24 Annual Report will be presented to Council in Quarter 2. 2024/25 Quarter 1 CBP Report will be presented in Quarter 2. Research to be undertaken to establish a data set for this measure.	Annually Quarterly TBA	Financial Services Strategy
SCP L06: Improved employee satisfaction	4.6	City of Mandurah Employee Satisfaction/Culture survey scores	The next Employee Survey is scheduled for Quarter 3 with results to be released in Quarter 4.	Annually	People Services