

Engagement Report

Strategic Community Plan

Minor Review 2026



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Overview

The City's Strategic Community Plan (SCP) 2024–2034 was adopted by Council on 24 June 2024.

The SCP outlines our long-term vision for the City, prepared in collaboration with our community. The City is currently undertaking a minor review of the Plan, to be completed by 30 June 2026.

This review is an important check-in with our community to confirm that the Plan continues to reflect what matters most to residents and businesses, and that we are on the right track.

The broad engagement approach for the 2026 minor review followed a similar format to the 2024 major review, utilising the MARKYT® scorecards to connect with a diverse range of community voices.

The response from the community was strong with over 1,500 people taking part.

This report summarises what we heard, what is working well, and where the community would like the City to focus next.

Purpose

A minor review is designed to:

- confirm that the SCP continues to reflect current community priorities
- test whether the City's strategic direction remains sound, and
- update data and information as needed to maintain accuracy and relevance.

To do this, the City invited the community and local businesses to share their views through independent MARKYT® Community, Wellbeing and Business Scorecards, followed by consultation on the reviewed Strategic Community Plan.



Complete

MARKYT® Community, Wellbeing and Business Scorecards to understand what matters most to our community.



Complete

Review of the Strategic Community Plan 2024-2034 against the scorecard results.



In progress

Open community consultation to the reviewed Strategic Community Plan 2024-2034, allowing feedback on the proposed Plan, prior to final adoption.

This approach ensured the review was:

- community-led, grounded in what people told us matters most
- evidence-based, supported by independent benchmarking and analysis
- focused and practical, strengthening the existing Plan rather than reinventing it.

Methodology

MARKYT® Scorecard Approach

To ensure a high-quality and independent process, the City engaged CATALYSE® Pty Ltd to deliver the MARKYT® Scorecards. This approach provides:

- confidentiality for participants
- methodological rigour
- benchmarking against other Australian local governments.

Scorecards delivered

Three scorecards were undertaken in August 2025:

- MARKYT® Community Perceptions Scorecard
- MARKYT® Wellbeing Perceptions Scorecard
- MARKYT® Business Perceptions Scorecard

Together, these scorecards form a comprehensive engagement exercise, providing clear insights into strengths, priorities and emerging trends.

Engagement reach

The scorecards were open from 4–22 August 2025 and promoted widely through:

- Direct mail and email invitations to households and businesses
 - Community Scorecard posted to 1,000 randomly selected households
 - Wellbeing Scorecard posted to another 1,000 randomly selected households
 - Email invitations sent to 9,240 contacts for the Community Scorecard
 - Email invitations sent to 3,926 contacts for the Wellbeing Scorecard.
 - Email invitations sent to 2,121 contacts for the Business Scorecard.
- City communication channels and advertising
 - Belmont Connect project page
 - City of Belmont website
 - Belmont Bulletin
 - Belmont business e-newsletter (BeNews)
 - Social media posts – paid and organic
 - Perth Now advertisements
 - Southern Chronicle advertisements
 - Posters
 - Digital screens at City facilities
- In-person engagement at pop-up stalls and business events
 - Pop up stall - Bunnings
 - Pop up stall - Belmont Forum
 - City of Belmont Business Breakfast (Business scorecard)

Engagement Results

Full Scorecard Reports are available at <https://connect.belmont.wa.gov.au/scorecard>

MARKYT® Community and Wellbeing Scorecards

Participation and Demographics

Community participation was very strong:

- 1,454 participated in the MARKYT® Community Perceptions Scorecard
- 833 participated in the MARKYT® Wellbeing Perceptions Scorecard

Respondent profile

% of respondents (weighted)

		Community	Wellbeing			Community	Wellbeing
Gender	Male	49%	49%	Diversity*	Person with disability	10%	11%
	Female	49%	49%		First Nations person	4%	3%
	I use a different term	<1%	1%		Mainly speak a language other than English	15%	15%
	Answered together	<1%	1%	Highest level of education*	Year 9 and below	-	3%
Respondent age	14-17 years	1%	1%		Certificate I & II	-	2%
	18-34 years	35%	35%		Year 10 and above	-	13%
	35-49 years	27%	27%		Certificate III & IV Level	-	9%
	50-64 years	20%	20%		Diploma Level	-	10%
	65+ years	17%	17%		Bachelor Degree Level	-	35%
Lifestage*	Younger adult (18-49), no dependents	29%	34%		Graduate Diploma / Certificate Level	-	6%
	Baby/toddler (0-4)	13%	11%		Postgraduate level	-	19%
	Primary school (5-11)	15%	15%		None of these	-	1%
	High school (12-17)	12%	10%		Unsure / prefer not to say	-	2%
	Adult dependents (18+)	11%	10%	Employment status*	Full time	-	56%
	Older adult (50+), no dependents	30%	29%		Casual / part-time	-	15%
Location	Ascot	7%	6%		Self employed	-	6%
	Ascot Waters	1%	1%		Unemployed	-	4%
	Belmont	18%	20%		Unable to work	-	2%
	Cloverdale	20%	19%		Home duties	-	5%
	Kewdale	13%	12%		Retired	-	16%
	Redcliffe	12%	12%		Student	-	4%
	Rivervale	27%	28%		Other	-	1%
	The Springs	1%	1%				
Home tenure	Other	0%	<1%				
	Homeowner	83%	86%				
	Renting / other	17%	14%				

MARKYT®

* Excludes no response. Education and employment questions were only asked in the MARKYT® Wellbeing Scorecard

Survey findings

Overall Perceptions

Key findings show that:

- Overall liveability scored 68, consistent with recent years
- Governance was a clear strength, scoring 61, well above the industry average
- The City is rated most positively as a place to live and place to work

These results reinforce that the City's strategic direction remains sound, particularly in governance, service delivery and community amenity.

Key strengths to celebrate

When benchmarked against other local governments, the City of Belmont performed above the industry average in most areas, and was recognised as an industry leader in:

- Listening to and respecting residents' views
- Embracing change, innovation and technology
- Openness and transparency of Council processes
- Arts, culture and creative activities
- City Centre development and activation

Highly valued service areas included:

- Library services and facilities (including the Belmont Hub)
- Art, culture and creative activities
- Parks, playgrounds and reserves
- Festivals, markets and community events

These strengths make a strong contribution to quality of life, local identity and community connection, and confirm that recent investments are delivering positive outcomes.

Community priorities and aspirations

While overall perceptions remain stable, the community provided clear guidance on where future focus is most needed. Priority areas include:

- Safety and crime prevention
- Street and public place lighting
- Housing affordability and management
- Traffic management
- Footpaths, trails and cycleways
- Activation of local shopping areas
- Streetscapes, trees and verges
- Festivals, Markets and Community Events

Importantly, this feedback reflects a desire to build on existing strengths and further enhance liveability, safety and amenity.



Safety and crime
prevention

Safety and Crime Prevention

The community strongly prioritises a safer public environment through increased visibility, deterrence, and coordinated response across agencies. A consistent theme is the expectation that safety is achieved through both physical infrastructure improvements and stronger enforcement presence.

Overall, there is a clear expectation that safety outcomes will be improved through a multi-layered approach combining engagement with state agencies, enforcement, surveillance, and early intervention.

Community aspirations

- Advocate for increased police presence with more visible and frequent patrols (ideally 24/7).
- Expand CCTV coverage in streets, parks, shopping centres, car parks and bike paths.
- Provide incentives for residents to install home CCTV.
- Improve street and public lighting in streets, laneways and parks.
- Advocate for Department of Community Services to better manage social housing tenants.
- Provide a more proactive, empowered security service than Eyes on the Street with more patrols in hotspots, especially at night.
- Collaborate with police, social services, and the community to address antisocial hotspots with neighbourhood watch programs, reporting tools and education.

Sample of community voices

"Police station open longer hours and more police patrols in the area."

"Visual presence of Police, not Community Watch, but actual Police Officers on push-bikes, horse back or walking the streets."

"Way more CCTV in areas such as parks, walkways along river and in parks - way more lighting in these areas as well and strategic installation of vegetation so they don't create blind spots/ easy places for people to be attacked/feel unsafe."

"CCTV and home security rebate initiatives"

"Partner with Dept of Community Services (Housing) to actively address the antisocial and negative impact from the tenants causing so many issues in the community."

*"Stop approving state housing and reduce state housing in the area.
Move out the troublesome tenants, repeated offenders."*

"More Eyes on the Street and advocate for higher powers for them."

"Give security guards at the shopping centre the right to apprehend shoplifters - not just escort them out of the shopping centre, where the culprits can turn around and enter again from another entryway."

"Increasing night-time patrols and conducting random police operations would help identify crime hotspots across the suburbs. Stronger collaboration between the Council, police, and community is essential to address safety issues effectively."

"Introduce community policing initiatives where officers build strong ties with residents. Run Neighbourhood Watch programs to encourage residents to report suspicious activity. Deliver crime prevention workshops on cyber safety, fraud awareness, domestic violence, and youth safety. Provide school-based programs about drug prevention, respect, and conflict resolution."



Lighting of streets
and public places

Lighting of Streets and Public Places

Lighting is consistently identified as a fundamental enabler of safety, accessibility, and amenity across both public spaces and transport corridors. Community feedback emphasises both coverage gaps and infrastructure quality issues.

Overall, lighting is viewed not only as a safety measure but also as a key contributor to liveability, accessibility, and confidence in using public spaces after dark.

Community aspirations

- Provide better, brighter street lighting for pedestrian and driver safety on residential streets, main roads and around shopping centres.
- Improve lighting in parks and public spaces so users feel safe using them in the evenings and at night.
- Maintain and repair broken, dim or poorly positioned streetlights and update aging infrastructure.
- Consider modern, sustainable lighting solutions including solar, LED and underground power.

Sample of community voices

"Some streets in the area are extremely dark and with the increase of crime this makes it a perfect opportunity for break-ins and vandalism."

"Increased street lighting at night. As a single female living in Cloverdale I don't always feel safe going out alone at night."

"Around areas like Belvidere IGA it's too dark. My wife won't go there at all let alone at night, too many scumbags around."

"The streets are very poorly lit even with the current streetlights on in residential areas and on my street where I live. This is very concerning because it's a safety and security issue as well. With a car you're driving along a very dark street with streetlights on and it's still difficult to see. For my kids taking public transport and walking home it is a concern they're walking practically in the dark to go home."

"Lighting along the river path so people can use it more safely at night."

"More lighting on public parks for night walkers."

"Poor lighting along footpaths on residential streets. Distance between streetlamps is too far apart."

"Increase more street lighting on dark lit streets and promptly follow up and act when requests are made."

"The city is dark at times and fixing old infrastructure doesn't seem a priority."

"I personally find the lighting on many of Kewdale and Cloverdale's streets very poor. The implementation of super bright and efficient LED should be a priority."

"Sustainable lighting perhaps solar / battery, or grid powered, needs to be done so the bad element can't hide in the shadows literally. Perhaps the rest of us might also like to enjoy an evening walk / exercise in these areas, after all we pay for them not the crooks."

"A lot of the streets are very poorly lit. A move to underground power would be good."



Housing

Community feedback reflects strong concern about balancing growth with liveability, infrastructure provision, and neighbourhood character, alongside a desire to improve housing accessibility and diversity.

Overall, housing aspirations reflect a desire for managed growth that maintains liveability while improving affordability and social outcomes.

Community aspirations

- Ensure higher density developments have adequate infrastructure including parking, shops, schools, doctors etc.
- Impose stricter regulations on housing developments to preserve neighbourhood character – e.g. retention of trees and green space, not overshadowing neighbours.
- Advocate for Department of Communities to better manage problem social housing tenants, the upkeep of properties and the distribution of social housing.
- Collaborate with state government and developers to provide more affordable housing for young people, seniors, renters and first-time buyers.
- Provide crisis accommodation for people experiencing homelessness.
- Regulate short-stay accommodation and encourage use of vacant homes for long-term rentals.

Sample of community voices

"All well and good to increase density of area but carparking and facilities like shopping centres, schools, doctors etc have to increase as well."

"Development must occur, however massive infilling just ruins the area and destroys the greenery in the neighbourhood. Building 4 houses where one once stood is wrong. It causes more heat in summer due to heat island as there is less trees and shrubs to stop heat coming off the houses."

"Less approvals multi story houses/apartments. Causing parking and traffic congestion. Overshadowing neighbours property."

"There is a lot of government and affordable housing in the Belmont area. Some of the existing tenants of the Department of Communities cause a disturbance and create a living hell for their neighbours. Please work alongside Department of Communities to ensure they are properly managing their tenants."

"By no means am I a NIMBY or against social housing. It's critical, especially now with cost of living crisis. However, studies show high concentrations can create social and community degradation if not managed appropriately."

"Build more community affordable accommodation through the Department of Housing."

"With an ageing population more seniors housing is needed."

"More availability of reasonably priced homes and units to enable young adults to purchase property."

"There's been a noticeable increase in homeless people. Can you support a hostel / shelter for them here? For a while people were staying under verandah of the former local museum. Could they stay inside the building?"

"I know of at least half a dozen house that have been vacant for years and stop AIRBNB as people are finding rentals pretty rare."

"Providing incentives for property owners to lease to long term tenants, maybe via rates. Disallowing short stay accommodation permits."



Traffic Management

Traffic and parking management is a significant concern, with community expectations focused on improving safety, congestion, and residential amenity through infrastructure upgrades and stronger regulation.

Overall, there is strong support for a more managed and safety-focused local traffic network that prioritises residential amenity and pedestrian safety.

Community aspirations

- Review key intersections and implement measures to improve traffic flow and safety e.g. traffic lights, roundabouts, turning lanes etc.
- Manage street parking to ease congestion. Consider resident-only parking permits (with strict vehicle limits per household), imposing parking requirements for new developments, clearer parking signs and stronger enforcement.
- Implement traffic-calming measures (e.g. speed bumps, restricted access, signage) to divert traffic away from residential streets and prevent speeding, hooning and rat-runs.
- Review placement of pedestrian crossings at Belmont Forum.

Sample of community voices

"There needs to be traffic lights on the intersection of Alexander Rd and Orrong Rd. It is a dangerous and stressful intersection."

"A roundabout on Abernethy Road and Keane Street. This is a dangerous intersection. Many near misses daily."

"Intersection of Great Eastern and Brighton/Kooyong Roads needs to be completed as a matter of urgency and the timing of the turning arrows needs to be increased."

"There are some narrow streets where people park on the side of the road, which makes navigating down the street among parked cars a challenge. Some streets, especially main thoroughfares, would benefit from "No Parking" signs on at least one side of the road."

"We have seen a high number of residents parking on the street as permanent parking. This causes congestion and danger on the road. Could we see better management of this including parking signage and enforcement to minimise this issue."

"Need speed humps in many streets around the City especially Surrey Rd which is meant to be for cyclists and pedestrians."

"More spacious roads, slow traffic speeds, exclude rat races and hooning."

"Stronger measures are needed to address vehicle noise and speeding in residential areas. The City of Belmont could consider establishing a "quiet zone," installing noise-reducing road designs, or increasing enforcement against vehicles that make explosive or excessively loud sounds."

"The crossings at the Forum. Two on one side causing congestion. Nothing near the library."

"So, lets first address Belmont forum - who on earth designed the road structure on Belmont Avenue where there are two crosswalks (both from the Reading Cinemas carpark to Belmont Forum) both within way too close vicinity of each other?"



Footpaths, trails
and cycleways

Footpaths, Trails and Cycleways

The community places strong emphasis on improving active transport infrastructure to support safety, connectivity, and accessibility for all users.

Overall, aspirations reflect a desire for a safer, more connected, and more inclusive active transport network.

Community aspirations

- Upgrade footpath surfaces and maintain them to a safe standard for all users including pedestrians, prams, seniors and wheelchairs.
- Provide a more connected, safe and clearly marked network of cycle paths. Consider separate lanes, protected paths along busy streets and links to existing networks.
- Improve safety for pedestrians and cyclists with wider paths for shared use, zebra crossings, underpasses/overpasses on major roads and better lighting.
- Regulate use of e-bikes and e-scooters with speed restrictions and/or bans on use in certain areas.

Sample of community voices

"Footpaths need repair or replacement in areas as they are rough or broken or non-existent."

"Some additional upkeep is needed on some of our footpaths, as many of them are cracked and/or uneven, creating tripping hazards, and particular challenges for wheelchair users."

"Please fix footpaths and make them wider in some areas, hard to get a pram through."

"Belmont has many locations that are within cycling distance, better paths (separate to walking) would enable locals to reduce environmental impact, congestion and travel costs."

"Cycle paths near main roads eg Epsom, Alexander, Hardy to take cyclists off footpaths and/or roads and make safer for all."

*"More protected cycle paths. Protected path along Abernethy Rd .
You can't safely cycle to the Belmont Forum."*

"More zebra crossings in denser environments. Rowe Avenue for example."

"Fix foot paths along Great Eastern Hwy from Coolgardie Ave to Kanowna Ave and over or underpass at Central Ave / GEH to enable safe pedestrian crossing for children, elderly and visitors to connect Redcliffe Station, DFO, Shops and airport precinct to river."

"Repair footpaths, make them wider so pedestrians don't have to get out of the way of e-rideables."

*"Shared footpaths along the river is becoming hazardous, due to cyclists, etc.
We have stopped walking there."*

"Footpath has the word 'foot' in it for a good reason, it's not a place where e-bikes and e-scooters could speed way over the limit. Those are very dangerous and somebody's going to get hurt if e-bikes & e-scooters aren't banned on footpaths."



Local shopping
area activation

Local Shopping Area Activation and Development

Community aspirations focus on revitalising local centres to improve amenity, safety, economic activity, and attractiveness.

Overall, there is a strong desire for well-designed, safe and active local centres that support both economic activity and community connection.

Community aspirations

- Prioritise Belvidere Street upgrade with clear timelines and regular communication about progress.
- Improve Belmont Forum with better parking and traffic planning, a more diverse mix of quality shops, aesthetic upgrades and enhanced safety.
- Modernise, beautify and activate smaller shopping precincts with a better retail mix, including Kooyong Road, Eastgate, Rivervale, Belgravia, Love Street and Ascot by upgrading the appearance of these precincts.

Sample of community voices

"Belvidere St shopping precinct is long overdue for upgrade. Many other streets and shopping areas have progressed whilst Belvidere remains old, outdated and looks dirty constantly."

"More patrols around the Belvidere Street shops to control the level of anti-social behaviour and make it more appealing to go to will help the local businesses there."

"The planned reactivation of [Belvidere Street] is taking years and is simply not good enough. Better and more regular communication needs to be provided on the proposed redevelopment, which seems to have stalled and is rarely mentioned in the Belmont Bulletin."

"Parking and traffic management around Belmont Forum, especially on the weekends is a nightmare. Planning and consideration has to go into the access to the fast food, Forum car park and doctors on Fulham Street, west of Abernethy."

"Belmont Forum is becoming quite boring. How many nail and beauty places do we need in such a small area? Some more up market clothing stores would be nice. It needs a new face lift too. Everything looks tired and old."

"More security patrolling due to people harassing for money around the Forum and outer parts of the car park near the Belmont Tavern and Cinema. Trouble inside the forum increasing."

"Local shopping precincts, outside of Belmont Forum, are all dated, with poor shopping/cafe/restaurant options available. We need to clean up these precincts and encourage better quality tenants to come here and set up their businesses. Rivervale in particular."

"Improvement of Kooyong Road shopping development. It is unappealing and uninviting so support local businesses with customers."

"I live near Eastgate and it just feels like a dodgy place, the IGA is terrible and it's not welcoming to pedestrians etc. The area down Kooyong Rd is even worse, I don't feel safe shopping there."



Streetscapes, Trees and Verges

Community sentiment strongly supports improving the visual quality, shade, and environmental performance of streetscapes, with a focus on greening and maintenance.

Overall, streetscapes are seen as central to liveability, climate resilience, and neighbourhood pride.

Community aspirations

- Plant and maintain more trees on streets, verges and in parks. Balance natives, evergreens, shade and a coordinated scheme to beautify the area.
- Improve verge maintenance and cleanliness – mow, trim trees, clean and remove rubbish and debris.
- Impose and enforce fines for rubbish dumping on verges.
- Advocate for underground power to allow tree growth, improve aesthetics and reduce hazards.
- Provide incentives and rebates for residents to maintain their own verges and plant native or edible verges.

Sample of community voices

"More Australian natives and evergreen trees to attract birds and protect storm water run-off to river."

"Many streets have ugly natives that are not attractive and promote allergies. It needs attractive trees that give shade and make the suburb look less low socioeconomic. Some older areas have jacarandas that look lovely."

"New trees are planted at random on verges rather than saying - the majority of the trees in this part of the street are Jacarandas, let's continue with that theme – no, we will now plant two gum trees and three bottle brushes!"

"Tidying up excess rubbish from street fronts, planned tree planting."

"Keeping verges neater by mowing weeds."

"Trees should be trimmed more often to prevent overgrown. Falling leaves and branches to be cleaned frequently so our front yards are tidy and neat as well as our front porches and driveways."

"Verges are overgrown and not looked after. It brings the overall aesthetic of the suburb down. Residents should be fined for having junk and excessive rubbish on their verges."

"Start fining people for verge dumping and leaving bins out."

"Sinking of powerlines, promotion of tree growth."

"Bury the power lines so we can grow more trees. This will cool the streets in the summer and make our city a nicer place to live. Support verge gardening initiatives."

"As an encouragement to maintain verges, residents could be offered some kind of incentive, free plants, free movie pass to local cinema or any local offer available."



Festivals, markets
and events

Festivals, Markets and Community Events

Community feedback highlights the importance of events in building social connection, cultural inclusion, and local identity.

Overall, events are seen as a key mechanism for strengthening community cohesion, cultural expression, and local vibrancy.

Community aspirations

- Provide a regular, accessible farmers or growers market with local produce, food trucks and stalls.
- Provide a diverse program of local events to embrace all cultures and ages (families, young people, older people) and build a sense of community. Suggestions include live music, night markets, multicultural food markets and arts festivals.
- Schedule events regularly, spreading them across the year.
- Keep the community informed with better advertising (not only digital).

Sample of community voices

"A regular farmers market providing fresh produce at reasonable prices would be great for local community."

"Weekly / monthly farmers markets or outdoor markets with food trucks in an easily accessible place with plenty of parking etc. Family friendly."

"More events for all ages bringing communities together. Belmont has many ethnicities, cultures and practices - embrace this and celebrate the diversity."

"Please consider not making everything about children and families. For households who do not have children this feels not inclusive. I understand the recent After Dark series was a fitting series of events, please consider something other than just crass humour and cabaret."

"To keep on having the music at the parks and these events were amazing at bringing community together."

"BCC deliver quite a few events, I would like to see more. Events that embrace the multi-cultural diversity of the population such as art, music, foods and culture."

"You run some really good ones but too far apart and sporadic - there should have been a winter solstice festival in the month of June - ideas like that. Winter Christmas markets so things happen all year round."

"Food markets especially winter/night markets are a big thing at the moment as people want activities during these times especially since Perth as a whole doesn't have a great night life option so having these nice events to have are great for families, younger people, even elderly people to get out and experience different events."

"More information about what's happening around the area more not everyone has social media, especially the elderly."

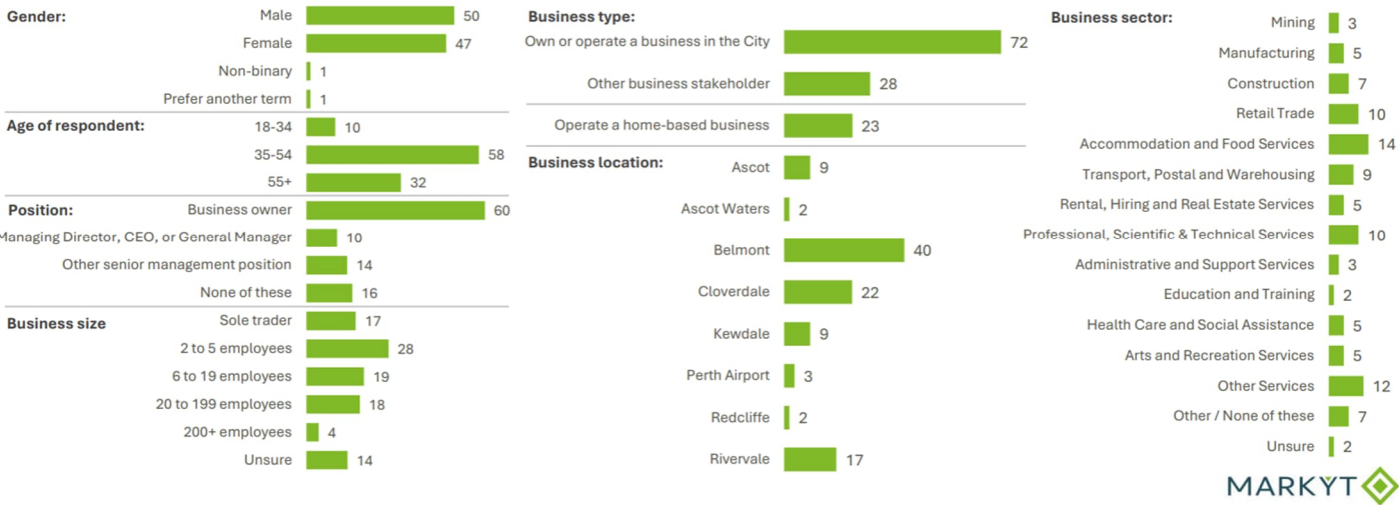
"More events, better advertised (half the time I'm not aware these even exist!!!!). Supporting local business. Popups, foreshore events, street parties, etc."

MARKYT® Business Scorecard

Participation and Demographics

81 local businesses participated in the MARKYT® Business Perceptions Scorecard:

Respondent profile (% of business respondents, excludes no response)



Survey findings

Overall Perceptions

Key findings include:

- A performance index score of 67 as a place to own or operate a business, above the industry average
- 59% of businesses reporting optimism about future growth (20% neutral, 21% expecting decline)
- Strong engagement in sustainability and community contribution activities

These results highlight a resilient and engaged local business community.

The top 3 issues facing local businesses overall were seen to be:

- Customer acquisition, sales and marketing
- Employee recruitment, training and retention
- Compliance with regulations, laws and standards

Perceptions of Belmont as a place to visit was still low, at 3 points under industry average, however 57% of respondents rated the City as Good or Excellent.

Key strengths to celebrate

Businesses rated the City particularly well for:

- Value for money, with 89% providing a positive rating (industry leader in this area)
- Understanding business issues and challenges, scoring well above the industry average

These results reinforce the City's role as a trusted and supportive local government for business.

Business priorities and aspirations

Businesses identified opportunities to strengthen support through:

- Business advocacy and support services
- Safety and security
- Streetscapes and amenity
- Parking, traffic management and access
- Compliance and regulatory support
- Communication and engagement

Overall, businesses expressed a strong interest in a more collaborative partnership with the City.



Business advocacy and support services

Local businesses expressed a clear desire for a more enabling and supportive operating environment, with the City partnering with industry, facilitating connections, and supporting local business visibility and opportunity.

Overall, businesses are seeking a more proactive partnership with the City, focused on reducing barriers, increasing opportunities, and strengthening the local economy.

Business priorities and aspirations

Business support

Local businesses would like more support from the council in areas including:

- Marketing and advertising support.
- More diverse business networking events.
- Funding and grant opportunities.
- Giving priority to local businesses when awarding council contracts.
- Providing flexibility and less red tape for home businesses.

Business voices

"Better support for advertising our services."

"More market events please. Assisting local business in marketing."

"They should help small business with how to market and promote their local services."

"I'm already very grateful for what the City does in this space to support local businesses. However, I'd love it if the business get together were changed up a bit, so they're not just early morning breakfast meetings. Not everyone works 9am-5pm and it's important for the City to recognise this diversity in working hours for business owners. I'd attend if not held early morning."

"Increase business networking opportunities and introduce grants that assist with business growth."

"Also, funding opportunities that included a wider range of businesses would be great, with more flexible criteria. It's not just new businesses that need assistance, it's also well-established ones."

"A lot of money appears to be spent on things that are not promoting keeping local business within local companies, I think any works being completed by the council should primarily be awarded to local residents and businesses."

"I understand there's a process when bidding for services to supply the city but if someone who resides in the City and puts in a bid then all things being equal, there should be acknowledgment of it being local. e.g. if we bid for a regional local council, they place consideration for those that are local to their region."

"Allow more flexibility for home business. I tried to open a cake business and they won't allow selling any refrigerated products even if I have a fridge. In other suburbs this is possible with regulations. As a chef I've got plenty of understanding about food safety and hygiene. This is supposed to be the land of opportunity, it's far from it."

"Make it possible for food businesses to operate from home. Compared to other councils, their rules are very different."



Safety and security

Concerns about antisocial behaviour and crime were clearly expressed, as safety directly affects customer confidence, staff wellbeing, and overall economic activity.

Overall, businesses want safer commercial areas that support customer comfort and staff security.

Business priorities and aspirations

Safety and security

Respondents raised concerns about antisocial behaviour and crime and would like to see improvements in security, lighting and surveillance to make the area feel safer for customers and staff.

Business voices

"To strengthen the security and safety of the area, during and after business hours. Theft and homeless people begging for money, threatening the customers to shop in the area. Insecurity and unsafe for staff and customers to shop during business hours and also to stay after hours."

"Have more community watch vehicles and staff. Have security guards that are able to detain and arrest thieves and violent offenders at Belmont Forum - at the very least during busy times permanently."

"I don't have a business but I thinking protecting local businesses against antisocial behaviour and people stealing. Creating areas where the community can gather around local businesses."

"Lighting and security increased . Overall improvements of Kooyong road shops. Owners are trying to improve area but kerbside footpath poor condition, plant containers (dead) signage horrible and poor lighting adds to the undesirable people hanging around later than evening - causing issues in the area. The garbage bins have faded photos on them which look horrible and overall the area just looks very worn and rundown."



Streetscapes and overall aesthetics of the area

Businesses would like to see better amenities and an effort to clean up and beautify streetscapes to make the area more attractive and appealing.

Business priorities and aspirations

Streetscapes and aesthetics

Businesses would like to see better amenities and an effort to clean up and beautify streetscapes to make the area more attractive and appealing.

Business voices

"Make it more colourful and artistic! Murals on wall - street art ... and plant MORE JACARANDAS!! Not gum trees and bushes! More jacarandas."

"Improve and decorate street fronts so the area is nice to visit."

"Clean up the streets. The City of Belmont is UGLY Trolleys and rubbish everywhere. Hideous developments. Lack of Parking. Messy Street Parking. Congested Roads around business precincts. Abundance of Trolleys. Rubbish on verges, streets that gets blown towards shop frontages. The City of Belmont is becoming an ever-increasing Rubbish Tip!"



Access, traffic management
and parking

Access, traffic management and parking

Several concerns were raised about insufficient customer parking and congestion caused by on-street parking. Respondents would like to see more parking in new developments, measures to improve traffic flow and easier access for traffic and pedestrians.

Business priorities and aspirations

Parking, traffic management and access

Several concerns were raised about insufficient customer parking and congestion caused by on-street parking. Respondents would like to see more parking in new developments, measures to improve traffic flow and easier access for traffic and pedestrians.

Business voices

“Ensuring adequate parking for residential and business addresses.”

“Street parking around multistory houses, needs to address & both side of the roads are blocking due to parking. When new approval of business premises, need to allocate more car bays.”

“New B&B on street with this business’s clients causing dangerous obstruction to traffic flow near corner. Not enough parking.”

“We appreciate the huge effort that has been made to address street parking, however, visitor parking is still a widespread issue. Our visitors all comment on difficulty getting a parking spot. I also experience this when visiting other businesses in Belmont. Providing that I don’t have large goods to carry I use my bicycle only if I can take it into the business premises as secure bike parking is practically non-existent.”

“Better access across Great Eastern Highway - over or underpass.”

“Ease of access to businesses, more parking and less bottle necking, roundabouts instead to stop sign, give back and support businesses with deuced costs and discounts (small businesses).”

“Traffic control in certain hotspots - Islamic Prayer days and times.”

“Listen to my concerns and ideas. Huge potential but the city is not interested as I’m not pumping millions into the city straight away. The city is advertising the City of Opportunity and wants to activate the area, but is not willing to find solutions nor work with my business. I have been nominated for an Award three years in a row and I applied and won the first year. I was congratulated by every statesman but have not been allowed to see anyone nor have they been interested in seeing my operation or meet me onsite.”



Regulation, compliance and equity

Regulation, compliance and equity

Some business and community-based respondents, particularly volunteer-run groups, raised concerns about the cost and administrative load associated with compliance.

These respondents want a more supportive compliance environment that recognises the capacity constraints of smaller organisations.

Business priorities and aspirations

Better support for volunteer organisations

Some respondents felt that compliance requirements and fees were burdensome on smaller and volunteer-run organisations. They also felt that certain groups were not treated fairly.

Business voices

“Supporting the operations of non-profit organisations within the City. These organisations operate with very few volunteers and provide an essential service to the community. This should not be at the tradeoff of expensive productions and events, most of which do not service the residents of the area.”

“Be kind and helpful and aware that our club (name removed) is totally run by volunteers, with around 480 members. We have to run all our finances raised independently, and sometimes it can be worrying thinking that compliance fees/licenses may be required and are increasing annually. I sometimes have the impression some COB staff think we are an organisation run by paid work staff. We are all volunteers doing our best to provide a great community service.”

“The conduct of the City of Belmont has left many members of our Association with the questioning if the City of Belmont want to support our sport or Association. Our Association made a significant financial contribution to the facilities that we use and from our investigations no other Association within the City has contributed the same amount of funds into the facilities within the City of Belmont, the treatment has been questioned is it because it is a women dominated sport, would this be happening in a male dominated sporting association?”



Communication and
engagement with local
businesses

Communication and engagement with local businesses

Businesses expressed a desire for more consistent and inclusive communication with the City.

Overall, businesses want a more collaborative relationship with the City, built on transparency, responsiveness and respect for diverse perspectives.

Business priorities and aspirations

Communication and engagement

They also asked for better communication and consultation, ensuring that all voices are listened to and valued equally.

Business voices

"Listen to my concerns and ideas. Huge potential but the city is not interested as I'm not pumping millions into the city straight away. The city is advertising the City of Opportunity and wants to activate the area, but is not willing to find solutions nor work with my business. I have been nominated for an Award three years in a row and I applied and won the first year. I was congratulated by every statesman but have not been allowed to see anyone nor have they been interested in seeing my operation or meet me onsite."

"City of Belmont must enhance its communication strategies with all stakeholders. Merely stating that a communication occurred four years ago, which is now affecting community sporting facilities, is insufficient. There appears to be a significant internal communication breakdown, where different departments are not aligned, resulting in negative consequences for the community."

How the feedback has informed the review so far

Analysis of all feedback, including quantitative results and open comments, shows consistent themes across both community and business responses.

Importantly, the review confirmed that the Strategic Community Plan remains aligned with community priorities, validating the City's current strategic direction.

As a result, the minor review has focused on:

- targeted updates and refinements
- strengthening areas of importance identified through engagement
- maintaining continuity while responding to emerging priorities.

Insights from this engagement are also being shared across the organisation to help inform policies, strategies and operational planning, ensuring community priorities translate into real outcomes.

Next steps

Feedback on the reviewed Strategic Community Plan will be considered and incorporated where appropriate, before the updated Plan is presented to Council for adoption.

Delivery of the Strategic Community Plan will continue through the City's Corporate Business Plan, with progress monitored and reported regularly to ensure the City remains on track.