An illustration of a diverse group of people and a dog. In the center, a woman with long brown hair and a yellow jacket holds a black and white dog. To her left, a man with a beard and a yellow shirt stands next to a woman with glasses and a blue sweater. Further left, a woman with long dark hair and a man with a beard and a yellow shirt are visible. In the foreground, a young boy with brown hair and a white shirt is seated. To the right, a man with a beard and a blue shirt stands next to a woman with blonde hair and a white t-shirt who is seated in a wheelchair. A large yellow surfboard with a red circle is positioned behind the woman in the wheelchair. The background features a blue sky and a dark blue circular shape. A dark blue diagonal band runs across the bottom left of the image.

Future Stirling Phase One Outcomes

October 2025

Contents

03	Background
06	Key Findings
19	Youth Findings
21	Renter Findings
23	Ward Findings
31	Visitor Findings
33	Priority Focus Areas

Background

To ensure we're strategic and intentional about shaping our shared future, the City is undertaking a major review of its Strategic Community Plan, Sustainable Stirling 2022–2032.

The development of the new plan is unfolding across three key phases of community engagement.

Phase one focused on listening. Our community shared what matters most to them, what would make our community an even better place to live, and where Council should focus its efforts to help build the future our community deserves.

The upcoming phase two will build on these insights by exploring the feedback in greater depth. Through targeted conversations and workshops, we'll dive into survey responses and community input to help review our current plan, exploring any gaps and future opportunities.

Phase three will bring everything together. We'll consolidate the insights and discoveries from the journey so far to finalise a clear, actionable plan for the future. Through a deliberative process with our communities, we'll test the plan to ensure it reflects both the present and future – and represents everyone. This outcomes report relates specifically to phase one.



Overall Objective: To gather insights and identify emerging priorities across residents within the City to inform the major review of Sustainable Stirling 2022-2032.

Research objectives

Gathering insights and identifying emerging key themes and priorities

Identify current priorities, future focus areas and any gaps in the existing plan

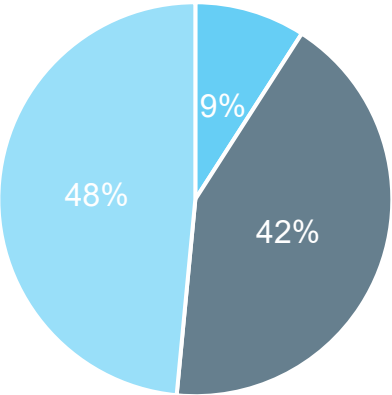
Identify strengths, pain points and opportunities for improvement, to guide the City's strategic planning into the future.

Research approach

- A 10-minute survey was conducted among City of Stirling residents utilising a multi-channel approach. This included online surveys, phone interviews, and face-to-face interactions. Additionally, a survey link was distributed to the ratepayer database and made available on the City of Stirling website and social media platforms to ensure extensive reach among residents
- A total of n=1604 responses were collected between 23 July and 4 September 2025.
- To achieve balanced representation across the City of Stirling, quotas were established based on age, gender, and Ward. Additionally, a booster sample was applied to ensure that we accurately represented the target market of renters and youth.

Age Splits

■ 18-29 years ■ 30-54 years ■ 55+ years



- The average age of residents was 53 years, with the largest segments consisting of 22% aged 70 and above, and 10% between 60 and 64 years old.

Sample composition Number of completes

Gender

Men	660
Women	909
Other/not disclosed	35

Ward

Balga	178
Coastal	258
Hamersley	206
Inglewood	206
Lawley	233
Osborne	122
Doubleview	270
Visitor	131

Total

Total	1604
-------	------

Community engagement

Through a range of community engagement activities from 23 July to 4 September 2025, the City's Community Engagement team gathered insights to help identify emerging priorities and better understand what Council should focus on to build the future our community deserves.

Key stats

Engagement approach	Details
Insights Survey	1,604 responses
Future Stirling project page	3,675 visits
Letters	10,000 sent
Social media	48,683 impressions, across 14 posts
Pop-ups	68 held across the City
Community interactions	1,440 in person conversations
Business Brews	Hosted by 96 Café, Lady Annie, and Micrology
Club Convos	11 clubs, 89 participants
Nature Stories Schools Competition	15 classes from 9 schools, 250 students
Doorknocking	737 homes, one street in each of the City's 30 suburbs
Future Stirling news articles	1,078 views
Newsletters	73.6% open rate, across eight newsletters with 1,076 article link clicks to the project page



Your future, our focus

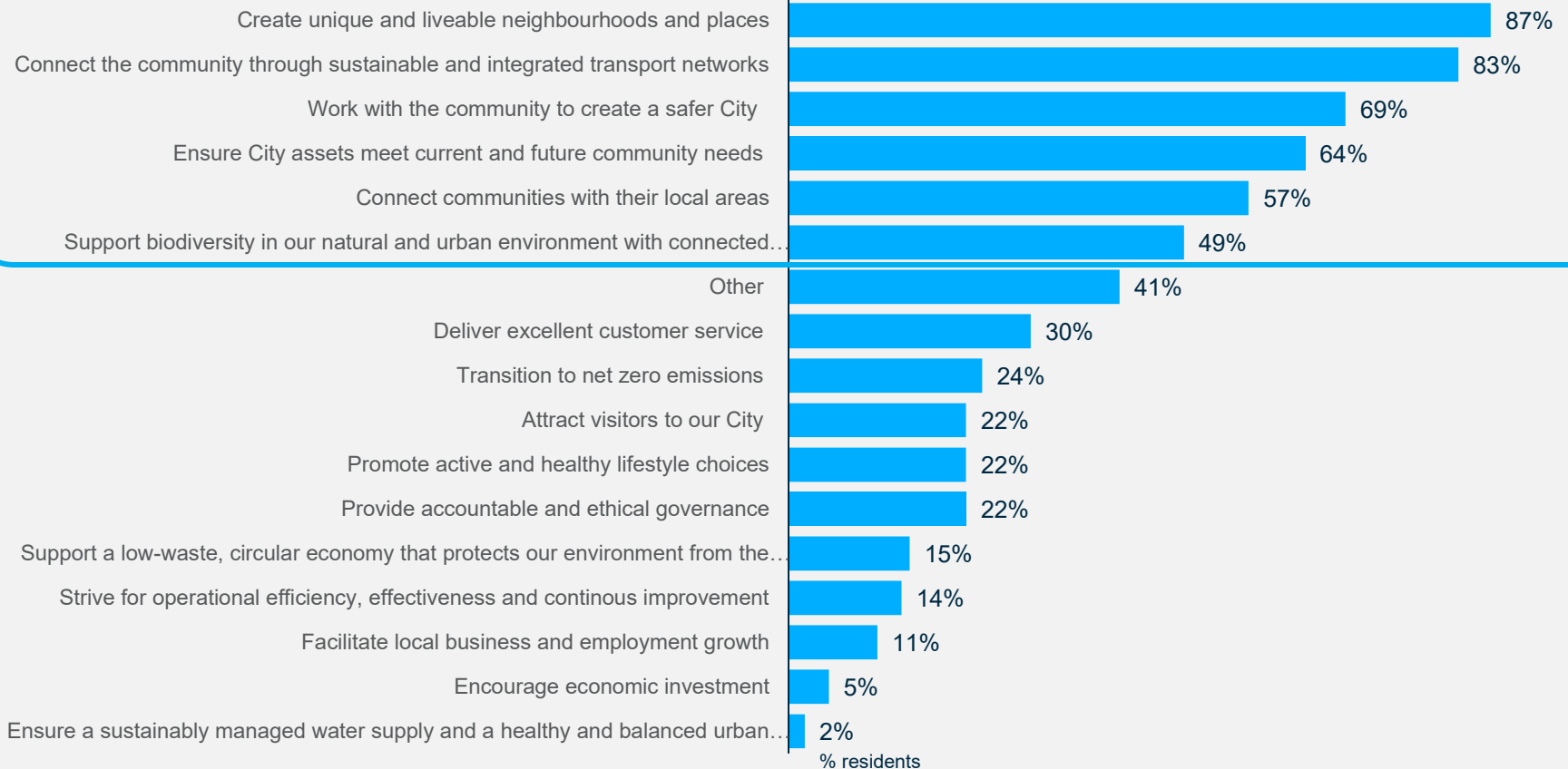


**We need your help to
make our community
an even better place.**

Key Findings

The City's six primary responsibilities, prioritised according to recommendations and the preferences expressed by residents across all wards, though with varying emphasis

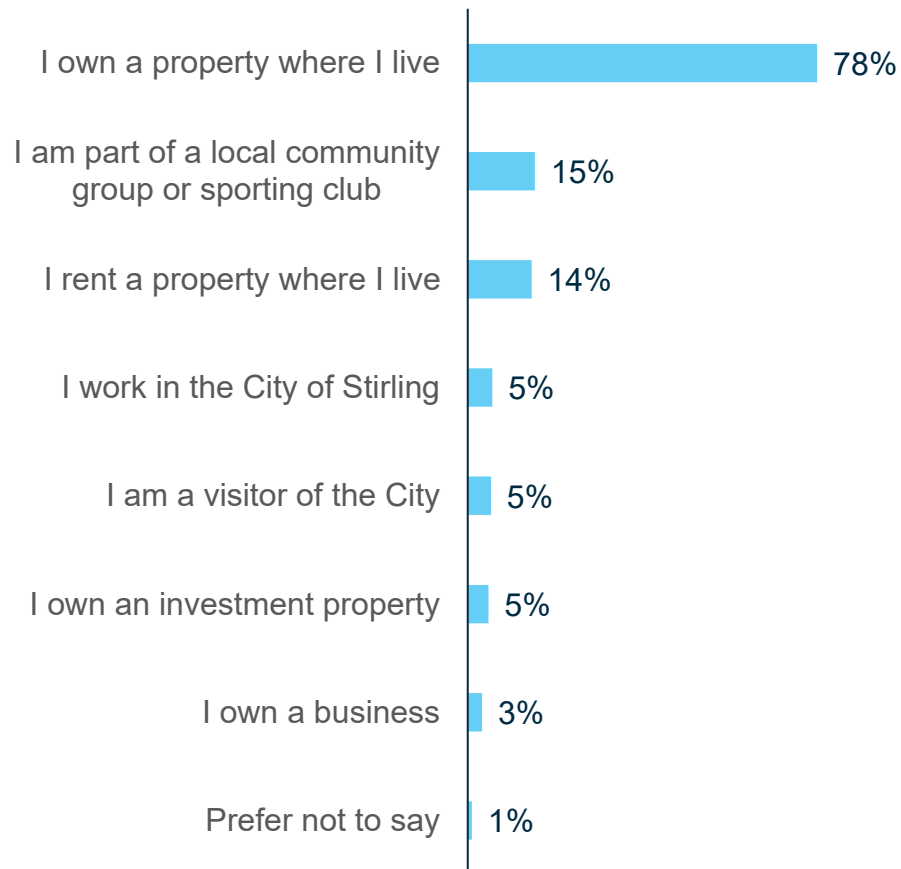
Summary of Priorities | 2025



A significant 78% of surveyed residents in the City of Stirling own property, highlighting strong community connections

- 78% own property in the City of Stirling, indicating a strong-sense of belonging, with a stable and invested community
- 14% are renters, and 15% are involved in local community groups, highlighting a diverse community with varying levels of engagement
- 5% of residents work in the City, showing that a portion of the community is also economically tied to the area

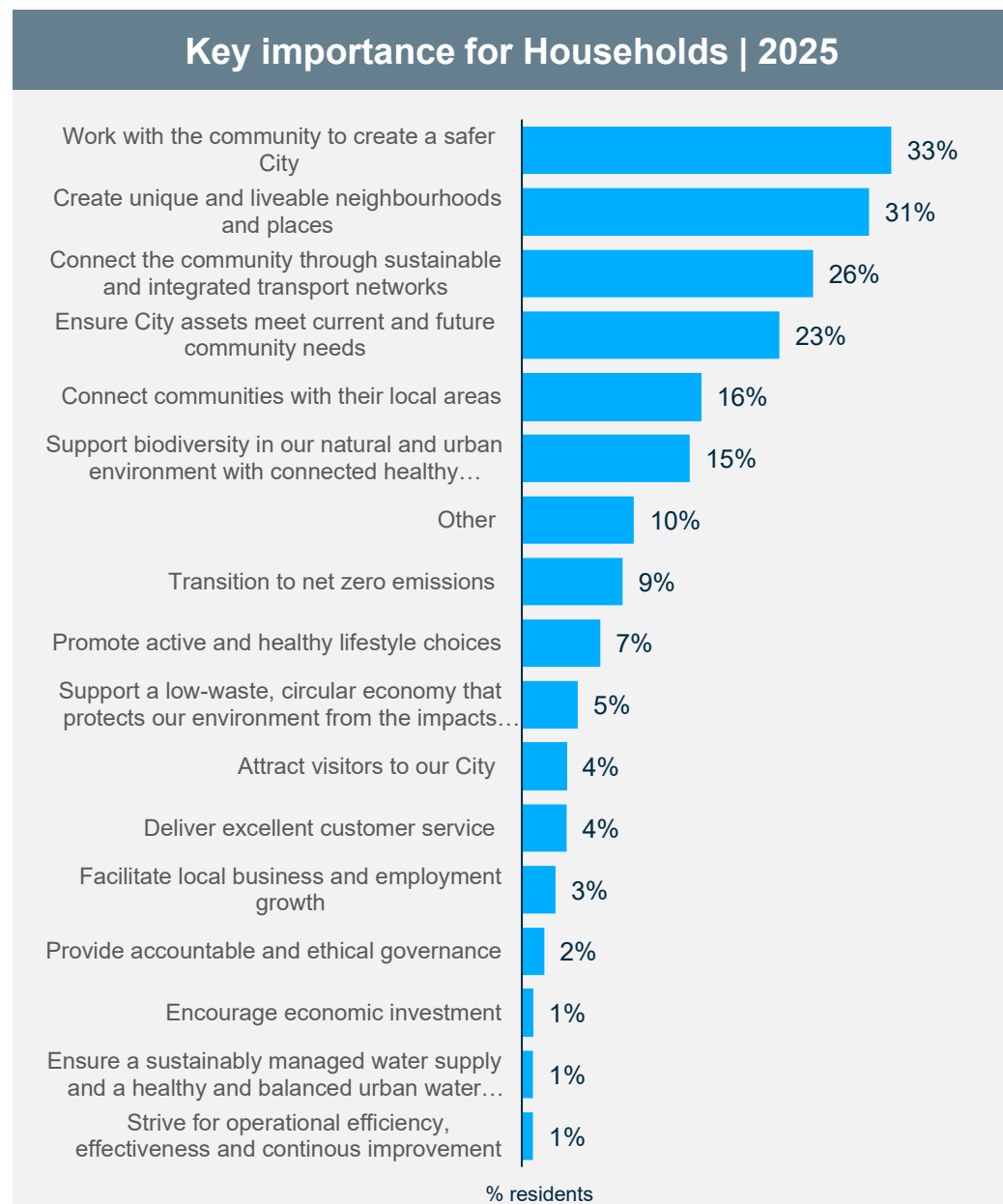
Connection to City of Stirling | 2025



n=1,604

Q1. How are you connected to the community?

A safer City, liveable neighbourhoods and integrated transport networks were the primary priorities for the City's residents over the coming decade



n=1,472

Q4. What's important to you and your household over the next decade?

What's important to residents over the next decade



33%

Work with the community to create a safer City

Community safety is incredibly important. Responses highlight concerns about safety, crime prevention and feeling safe and secure in the community. There are calls for increased frequency and visibility of security patrols, especially in “hotspot” areas, and improved lighting in parks, along footpaths, and in public gathering areas.



31%

Unique and liveable neighbourhoods and places

Affordable housing and neighbourhood character are essential for maintaining liveability in local areas. Equally important is access to key services, such as schools, health care and local business, which support daily life and contribute to a thriving, inclusive community.



26%

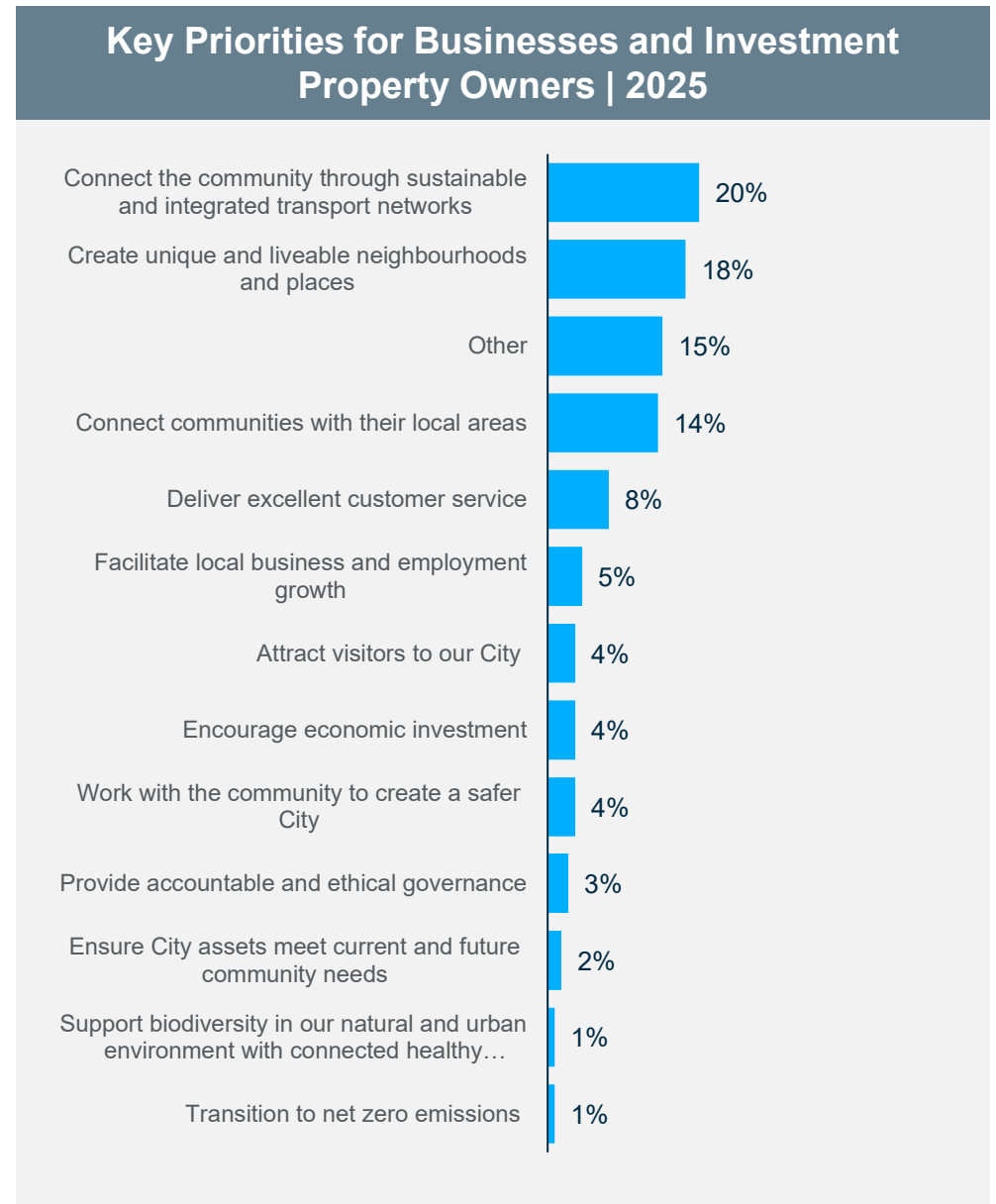
Connect through sustainable & integrated transport

Residents highlighted the need for accessible, safe and efficient transport options. They also called for upgrades to local roads and urged the council to prioritise pedestrian safety through a well-connected and walkable pathways and cycleways.

n=1,472

Q4. What's important to you and your household over the next decade?

Business owners are calling for more connected and accessible transport networks to enhance customer access, as well as liveable places



n=81

B01. What's important for your business to thrive over the next decade?

What's important to businesses to thrive over the next decade



20%

Connect through sustainable & integrated transport

Business owners want better access supported by improved parking availability for customers and staff, public transport that creates foot traffic and improved traffic flow.



18%

Unique and liveable neighbourhoods and places

Business owners want various improvements in their neighbourhoods and local precincts including lowering of rental costs, development of facilities and access to the city and airports.



15%

Other

Business owners seek broader support measures such as financial incentives, reduced red tape, and access to fast, reliable internet to help them thrive.

n=81

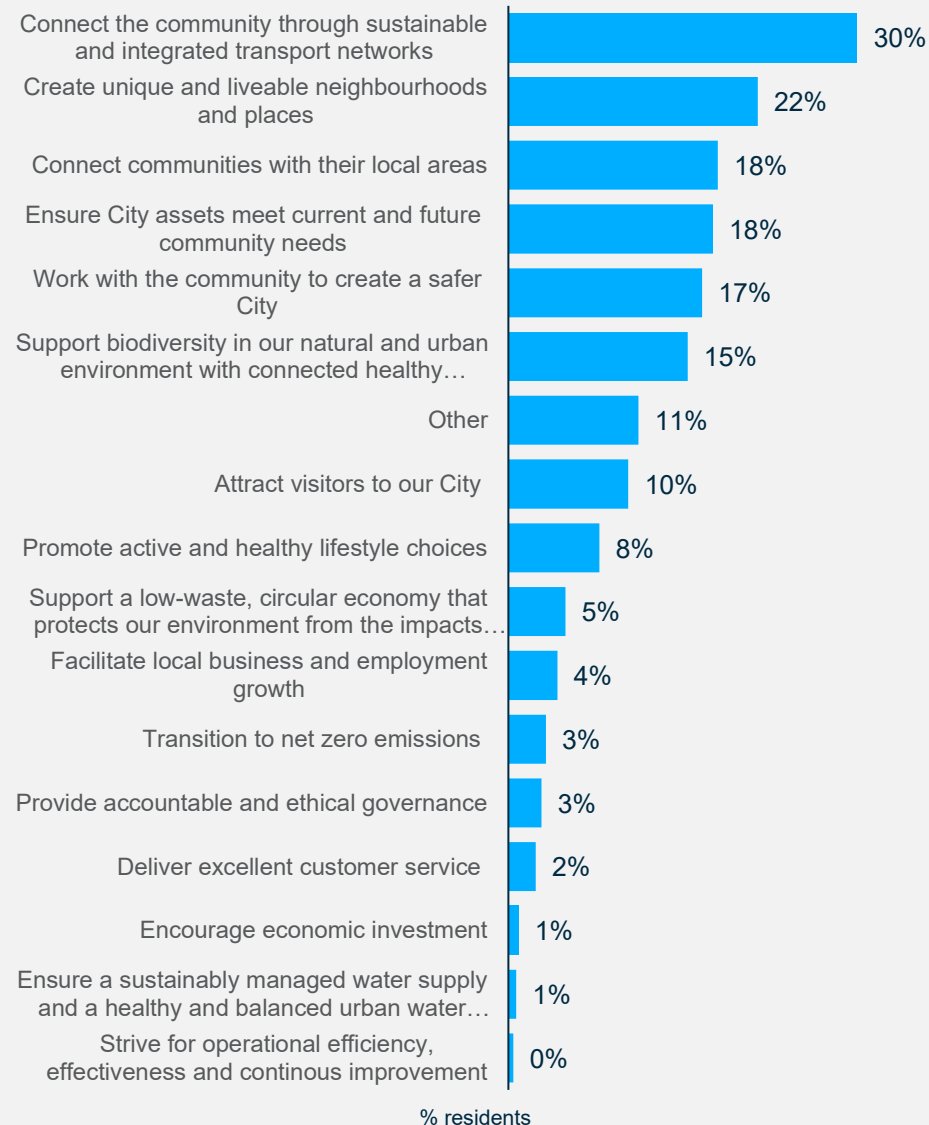
BQ1. What's important for your business to thrive over the next decade?

Residents place high importance on sustainable transport networks, liveable neighbourhoods, and strong connections with their local areas

n=1,604

Q5. What would make our community an even better place to live, work or belong in the future?

Future Improvements for Living, Working, and Belonging | 2025



Future Improvements for Living, Working, and Belonging



30%

Connect through sustainable & integrated transport



22%

Unique and liveable neighbourhoods and places



18%

Connect communities with their local areas

Effective management of parking and traffic regulations is vital to building a more liveable and connected community. Residents have highlighted the need for increased parking availability at public facilities and the creation of a more accessible, integrated transport system that supports ease of movement for all users while promoting pedestrian-friendly environments.

Residents expressed a strong desire for more affordable housing options as a key to making the City a more liveable and inclusive place. They also emphasised the need for well maintained parks and community facilities where families and friends can connect. Some residents also advocate for a balanced approach that preserves the unique character and identity of the City.

Residents want Stirling to be a more connected community, valuing events and gatherings that help them build relationships with their neighbours. There is also strong support for more social activities tailored to both youth and older residents, as well as the development of vibrant community town hubs to encourage greater social interaction and inclusion.

n=1,604

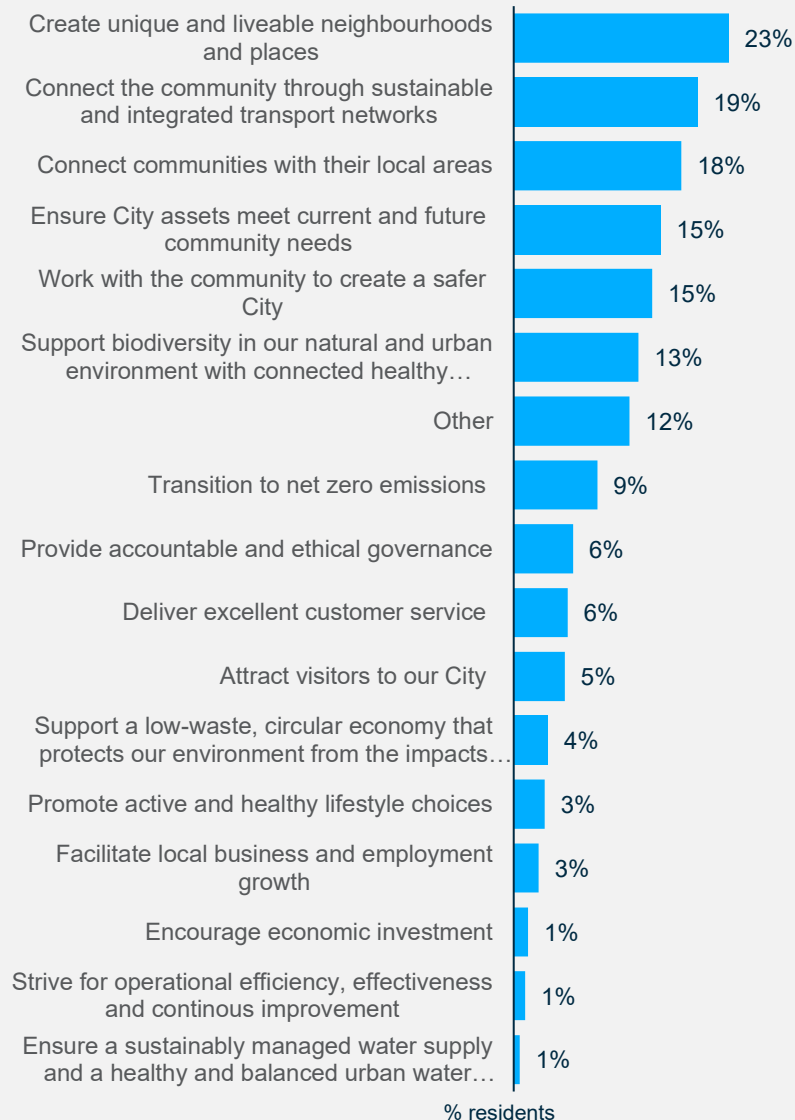
Q5. What would make our community an even better place to live, work or belong in the future?

Residents are calling for City initiatives that foster more liveable neighbourhoods, enhance transport networks, and strengthen connections within their local communities

n=1,604

Q6. What do we need to focus on over the coming decade to unlock the future you see?

Unlocking the Future | 2025



Unlocking the future you see



23%

**Unique and liveable
neighbourhoods and
places**

Many residents are advocating for affordable and diverse housing options to address the rising cost of living and accommodate population growth. They also emphasise the importance of modernising outdated community facilities, sporting reserves and public spaces to help future-proof the City and ensure long-term resilience.



19%

**Connect through
sustainable &
integrated transport**

Residents want the City to concentrate on upgrading and maintaining key infrastructure including roads, public transport, footpaths and amenities. They also emphasise the need for improved traffic management and accessible transport links to ensure the City is well-prepared for future growth and challenges.



18%

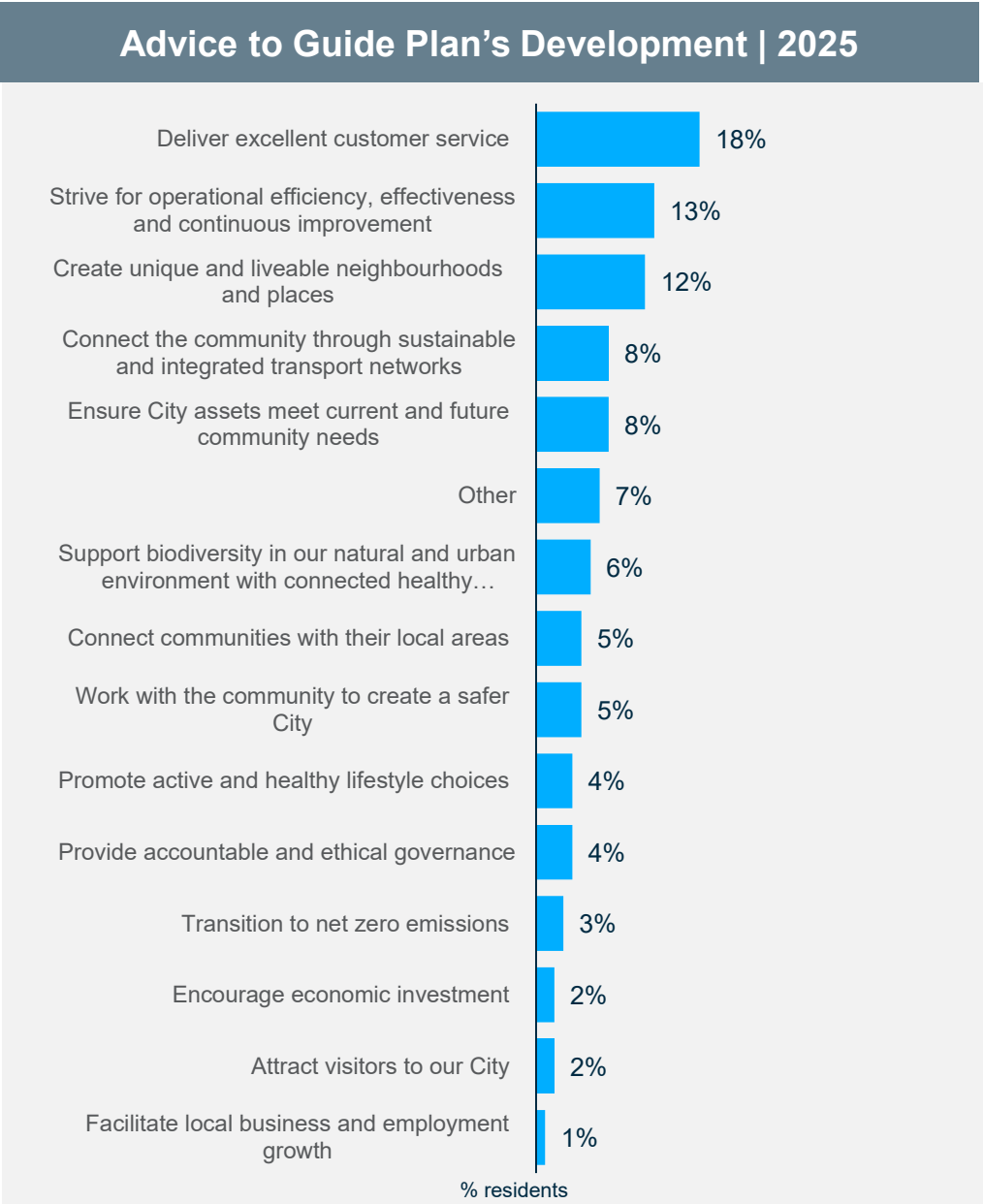
**Connect communities
with their local areas**

Residents emphasise the value of building a strong sense of community by organising inclusive social events and activities that welcome people of all ages and backgrounds.

n=1,604

Q6. What do we need to focus on over the coming decade to unlock the future you see?

Residents recommend that the City deliver meaningful community engagement by actively listening to their concerns and incorporating community feedback into decision-making processes



n=1,604
Q7. Over the coming months the City of Stirling will be reviewing the Strategic Community Plan, what's one piece of advice you have to guide this plan's development?

Advice to guide Plan's development



18%

Deliver excellent customer service

It's clear that the advice from the community is to put their voices at the heart of the City's planning - not just tick boxes or listen to the loudest voices. Residents want genuine, inclusive engagement that actively listens to diverse perspectives, especially youth and underrepresented groups, and ensures feedback leads to real decisions. Clear communication, regular updates, and creative engagement online and in-person are key to optimising trust and shared ownership of the Strategic Community Plan.



13%

Operational efficiency and continuous improvement

Respondents urged the City to prioritise bold, future-focused leadership with a focus on practical, inclusive, and efficient planning. Plans should be simple, realistic, and benefit all residents - not just families, vocal groups or select suburbs. There's a strong call to think long-term, link with other key plans, and learn from successful initiatives elsewhere. There is also a keenness for the Strategic Community Plan to be actionable, measurable, and co-designed with the community.



12%

Unique and liveable neighbourhoods and places

Sustainable housing and development strategies that are thoughtful and balanced are clearly very important for this community. Respondents were very engaged with calls for more affordable and diverse housing options, protection of heritage and character areas, and better planning around infrastructure, parking, and green spaces. While many support increased density, many stress the need to preserve liveability, avoid overdevelopment, and ensure that growth aligns with community growth values and local context.

n=1,359

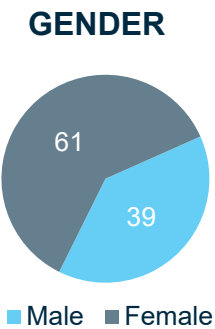
Q6. What do we need to focus on over the coming decade to unlock the future you see?



Youth Findings

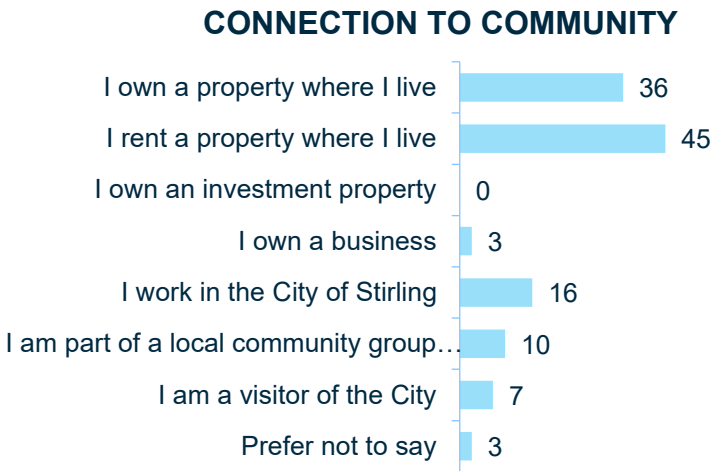
Majority of youth residents who are renters, want the city to focus on liveable neighbourhoods and local areas

Most young residents are renters and are distributed across all wards, with the lowest number of youth in Inglewood and Osborne. Their main priorities are liveable neighbourhoods, connecting with local areas, and cost of living.



WARDS

Balga	18%
Coastal	16%
Hamersley	14%
Inglewood	4%
Lawley	14%
Osborne	9%
Doubleview	15%
Visitor	11%



Safer City



‘Safety is a top concern—we want to live in a neighbourhood where we feel secure both at home and in public spaces. Equally important is accessibility to children’s play areas and quality education, as we believe a child-friendly environment is essential for healthy development and learning opportunities. Affordable housing, including manageable council rates, is also critical, as the cost of living continues to rise.’

Connect with Local Areas



‘I think more occasions of bringing people within the community together (e.g., markets, family fun days).’

‘Have more activities available in the winter live music, sporting clubs and markets available to the public.’

Other (Cost of Living)



‘Cost of living prices as I will need to move out and that’ll become very hard at this rate.’

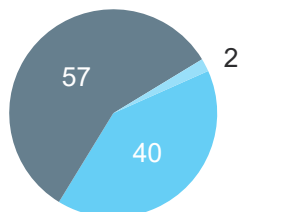


Renter Findings

Renters seek connection with local areas and liveable neighbourhoods

Most renters fell within the 30 to 54 age group, with a big portion residing in Balga. These residents reflect a lower rate of property ownership and a higher reliance on rental housing. Their most pressing concerns include connecting with local areas, having liveable neighbourhoods, and a safer City.

GENDER



■ Male ■ Female ■ Prefer not to say

AGE

18-29 years	30%
30-54 years	46%
55+	25%

WARDS

Balga	20%
Coastal	15%
Hamersley	8%
Inglewood	8%
Lawley	13%
Osborne	14%
Doubleview	15%
None	7%

Connect with Local Areas



'Provision and accessibility for people with disability as well as inclusion of activities, at Terry Tyzack, for teens from 18 - mid 20's.'

'Investment into small local events and free programs, not just large events, to get neighbours connecting'

Unique and Liveable Neighbourhoods



'Rental affordability and housing availability. Continued funding for public libraries and green spaces.'

'Buying a family home and building financial security and improving/maintaining health and fitness.'

Safer City



'Safety getting out and about. Fixing our footpaths. Keeping the parks. Keeping crime under control so that I can feel safe in my own home. Perhaps more patrols on the streets, especially after hours.'

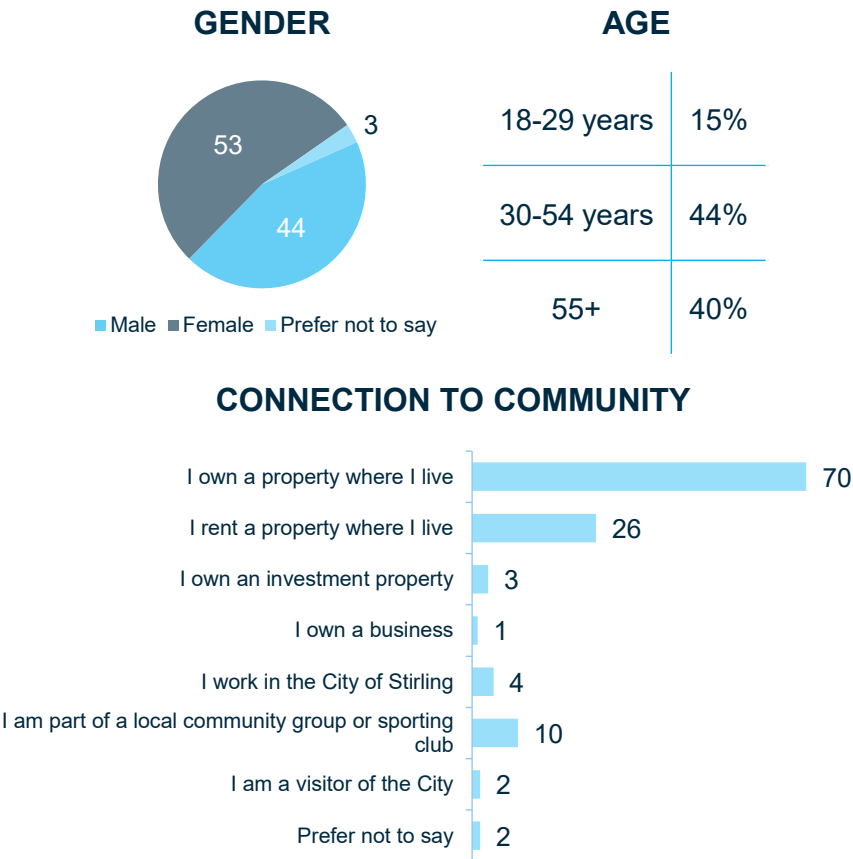
'Community safety. More police presence in the community and around the community.'



Ward Findings

Balga Ward

In Balga, the majority of residents are aged 30 and above. While most residents own property, the ward experiences one of the lowest property ownership rates and the highest percentage of renters compared to other wards. Key concerns among residents include community safety, liveable neighbourhoods, and local areas.



Balga residents n=178

Safer City



‘Crime and safety is most important followed by having friendly neighbourhoods with amenities close by.’

Current and Future Community Needs



‘Good parks and recreational areas I am focusing on. And good footpaths and cycle ways around the city.’

‘An affordable roof over our heads.’

‘That the rent is affordable and it is a safe place to live.’

Connect with Local Areas



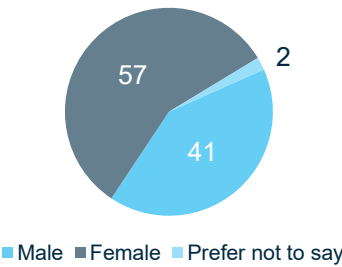
‘Community events like the community kitchen.’

‘Over the next decade, our community values health, safety, and inclusion, with strong support for families, education, sustainability, and opportunities for everyone to thrive.’

Coastal Ward

In the Coastal ward, over half of residents are 55+. Many are property owners with the highest input from a ward with 21% being involved in local community or sporting groups. Efficient transport system, liveable neighbourhoods, and the environment are key concerns.

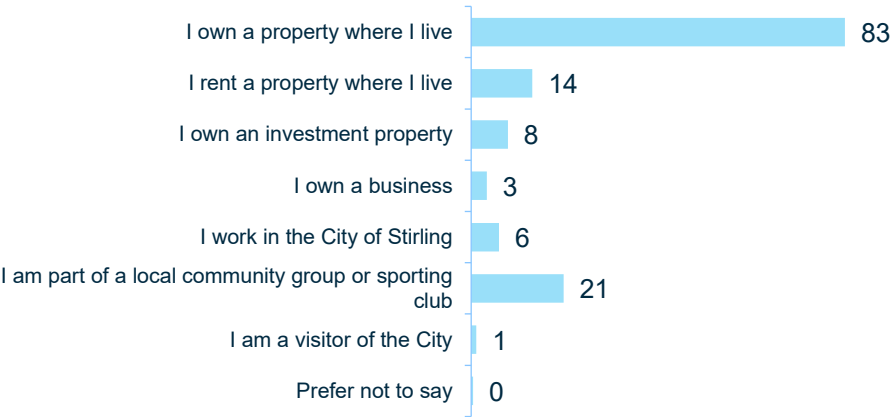
GENDER



AGE

18-29 years	9%
30-54 years	38%
55+	52%

CONNECTION TO COMMUNITY



Coastal residents n=258

Integrated Transport Networks



‘Keep on investing in infrastructure suitable for all your residents, not just some. For example the proposed boardwalk between Scarborough and Trigg will become the best of its kind in WA.’

‘Cutting speed limits to 50 in all areas including main thoroughfare roads. More Bike Paths and Safe Active Streets.’

Unique and Liveable Neighbourhoods



‘Sustainability in the city is important. Finding a blend of community needed facilities, accessible and ample parking, well maintained public spaces and amenities and engagement with city residents.’

Biodiversity and Healthy Ecosystems



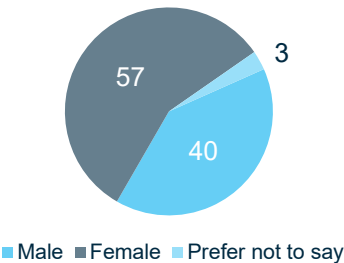
‘Nature recovery in Stirling - planting/replanting trees and native plants that are indigenous to this area.’

‘Maintaining environment and focusing on rehabilitation projects and maintenance of native wildlife flora and fauna, reducing pet and feral species impact on parks and bushland.’

Doubleview Ward

In Doubleview, the majority of residents are aged 30+, with most being property owners. The community's top concerns include enhancing safety across neighbourhoods, ensuring efficient transport system, and liveable neighbourhoods.

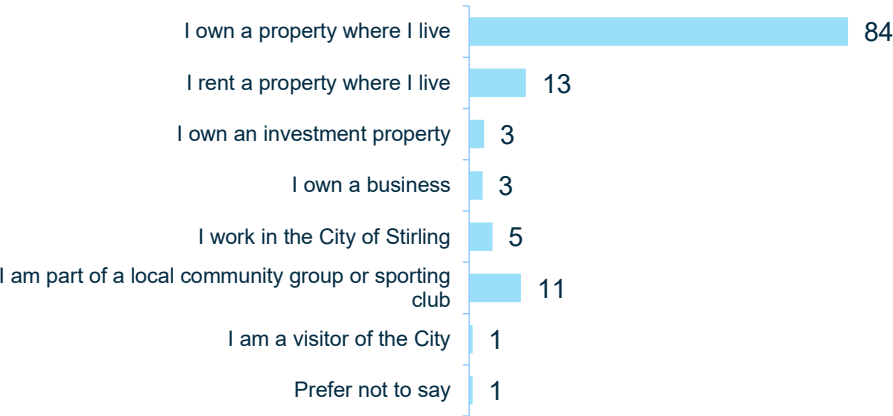
GENDER



AGE

18-29 years	9%
30-54 years	41%
55+	50%

CONNECTION TO COMMUNITY



Doubleview residents n=270

Safer City



‘Community safety. More police presence in the community and around the community.’

‘As a father of 2 little girls, I would like more safe gathering place where they can hang out with friends, in a safe environment.’

‘More security patrol in Innaloo and surrounding areas.’

Integrated Transport Networks



‘A free bus service in and around the suburb of Doubleview, Innaloo.’

‘Reduction of CA a parking on the streets and better traffic management on busy roads. Keeping rates affordable.’

‘Walkable neighborhoods with well maintained parks and paths.’

Unique and Liveable Neighbourhoods



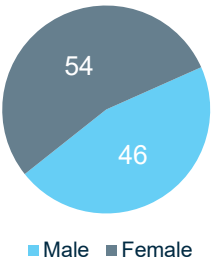
‘Local shops and services, well maintained walking paths, cycling tracks and parks, security, and fitness centres.’

‘Sensible planning, no random high rise apartment towers but practical infill. Also plants vast numbers of native trees particularly in all the newer housing estates where there are almost none.’

Hamersley Ward

Residents from Hamersley are primarily aged 30+ with 88% being property owners. Their key concerns are safety in the City, having an integrated transport system, and current and future community needs.

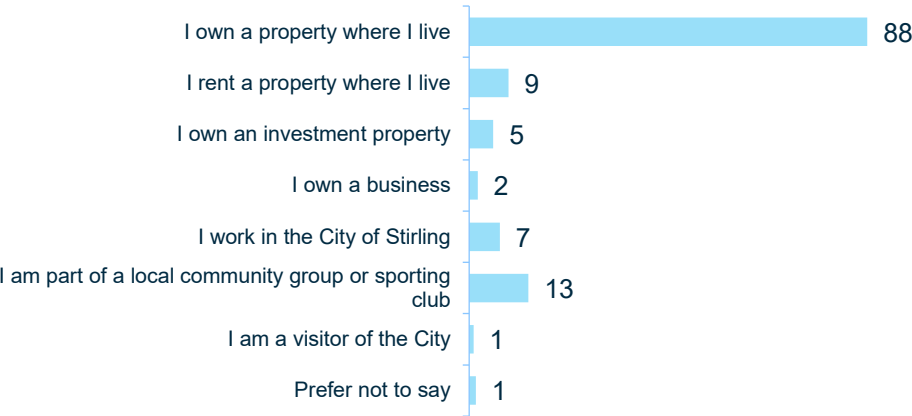
GENDER



AGE

18-29 years	10%
30-54 years	44%
55+	46%

CONNECTION TO COMMUNITY



Hamersley residents n=206

Safer City



'First and foremost, safety is a top concern—we want to live in a neighbourhood where we feel secure both at home and in public spaces.'

'Feeling safe. Continue the security patrol. Continue completing reports from solve snap send app.'

Integrated Transport Networks



'Road and pedestrian safety - the intersection of Amelia/Main, Amelia/wanneroo and Main/hutton is appalling. Given our daily view, we see numerous vehicles (including a city of Stirling truck today!) driving through a traffic light already turned red'

'Road safety, traffic management near the new freeway entrance/exit.'

Current and Future Community Needs



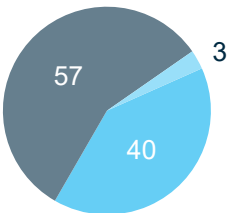
'Good community facilities, maintain parks and protect the natural environment.'

'Improved public spaces, particularly playgrounds and parks and walking paths on my street.'

Inglewood Ward

Inglewood has the fewest youth residents across all wards and one of the highest rates of property ownership. Key concerns include safety of the community, liveable neighbourhoods, and excellent customer service.

GENDER

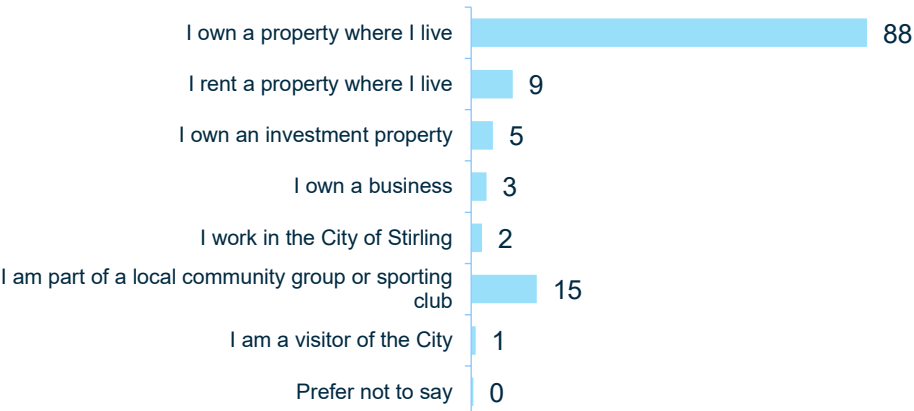


Male Female Prefer not to say

AGE

18-29 years	3%
30-54 years	42%
55+	55%

CONNECTION TO COMMUNITY



Inglewood residents n=206

Safer City



‘A safer community...there is evidence of drug use and abuse in the local streets.’

‘Safety, cameras, ranger presence more often.’

‘To address the increase in crime and anti social behaviour since the establishment of social housing.’

Unique and Liveable Neighbourhoods



‘Retaining the heritage character of my neighbourhood and a friendly and connected community.’

‘Housing affordability for my teenagers including a greater mix of housing types near my home so as an extended family unit (when my teenagers start their families) they won’t have to move many kilometres away to afford a house.’

Current and Future Community Needs



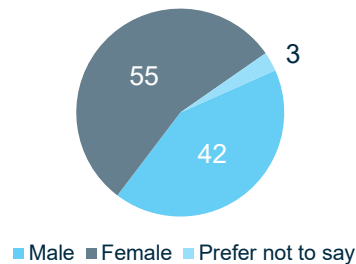
‘A safe community to live in with shady parks well maintained facilities well maintained roads with decent street lights and footpaths.’

‘Tree canopy, keeping the village feel. Fitness facilities at a reasonable price. More infill for those struggling to get a house.’

Lawley Ward

Residents of Lawley are predominantly aged 30+ with most being property owners. Their main concerns focus on liveable neighbourhoods, an integrated transport system, and safer City.

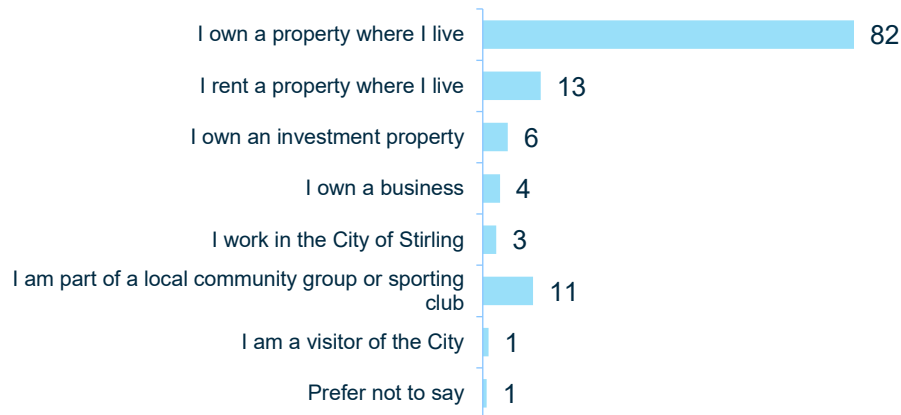
GENDER



AGE

18-29 years	9%
30-54 years	42%
55+	49%

CONNECTION TO COMMUNITY



Lawley residents n=233

Unique and Liveable Neighbourhoods



'Having an affordable place to live with easy access to amenities including schools, parks and recreation, public transport etc.'

'That the character and ambience of the area is maintained. especially the Beaufort Street strip. Preserve, entrance buildings with architectural merit, e.g. Art Deco.'

Integrated Transport Networks



'Pedestrian walking and transport matters. I.e. Bike transport options, pedestrian safety and access. Sustainable cost of council. Good access to walkways for disabled people.'

Biodiversity and Healthy Ecosystems



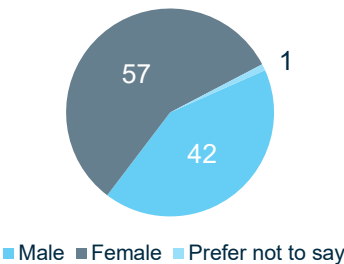
'Improving the canopy, protecting the local environment and wildlife. Having decisions made that protect our environment long term.'

'Increasing the urban tree canopy, maintaining our public open spaces, traffic management. Rates incentives for people who keep large trees within their property.'

Osborne Ward

In Osborne, 57% of residents fall within the 30–54 age range, with the smallest group being those aged 55 and older. Like Balga, this ward has a higher number of property owners but still experiences lower homeownership rates compared to other wards, alongside a relatively greater proportion of renters. Residents’ main concerns focus on the environmental concerns, liveable neighbourhoods, and a safer City.

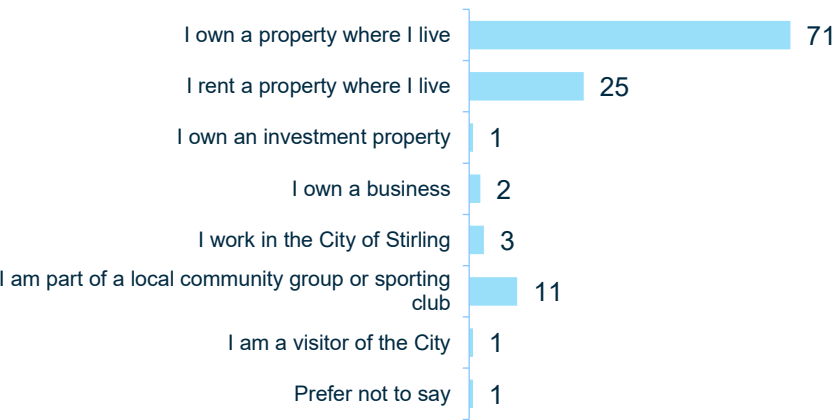
GENDER



AGE

18-29 years	11%
30-54 years	57%
55+	32%

CONNECTION TO COMMUNITY



Osborne residents n=122

Biodiversity and Healthy Ecosystems



‘I would like to see far more trees planted throughout the City of Stirling, and definitely more shade trees in parks and on reserves so that residents can enjoy these public areas throughout the day during summer.’

‘The council plants as many trees as possible and maintains these trees to create a canopy which cools down the streets, promotes green in the suburb amongst not only the tree itself but the gardens and grass below it, and reduces water consumption from our reservoirs.’

Unique and Liveable Neighbourhoods



‘More local amenities such as cafes/bars/restaurants, shops, schools/daycare. Reduce crime and speeding traffic. More parklands and outdoor exercise areas.’

Safer City



‘Safety. It would be great to have more CCTV, especially around the new canopy development. I’m finding walking to and from the train station unsafe at the moment.’

‘Housing security and a safe and secure household for our family.’



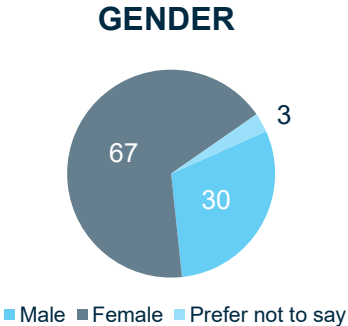
Visitor Findings

The City draws visitors with its pristine open areas, beaches, and parks, while its vibrant atmosphere, welcoming residents, and strong sense of community are highly appreciated



Visitors to the City accounted for 8% of the sample (n=135), with a notable majority being female and aged 30 or older.

Many visitors appreciate the City’s attractive beaches, parks, lakes, and open spaces, along with events such as markets, cultural festivals, and sporting activities. They value the City’s atmosphere, its people, and the sense of community. However, visitors also express a desire for enhanced safety measures and improvements in parking and traffic management.



AGE

18-29 years	13%
30-54 years	36%
55+	51%



Priority Focus Areas

Key areas with numerous recommendations supporting the City of Stirling's future focus priorities



1 Improve Transport & Connectivity

Action

Advocate for improved public transport links, expand and maintain cycling/walking infrastructure, and address parking and traffic issues, especially near key amenities and schools.

Why

Transport and connectivity are major concerns. Residents want better public transport, safer cycling and walking paths, and improved parking and traffic management.

2 Improve Housing Affordability and Liveability of Neighbourhoods

Support affordable housing options, ensure new developments include adequate green space and parking, and balance growth with preservation of neighbourhood character

Housing and affordability are significant issues. Residents are concerned about rising costs, housing diversity, and the impact of infill and high-density development.

3 Enhance Safety and Security

Expand visible security measures, improve street and park lighting, and work with police and community groups to address crime and anti-social behaviour. Make safety a visible, ongoing priority in all public spaces.

Safety and security are top concerns. Residents call for more lighting, security patrols, CCTV, and proactive crime prevention in public areas, parks, shopping centres, and transport hubs

Key areas with numerous recommendations supporting the City of Stirling's future focus priorities



4

Future-Proof Amenities and Facilities

Action

Prioritise upgrades, regular maintenance, and equitable distribution of high-quality public amenities across all suburbs. Ensure these spaces are accessible, inclusive, and support a wide range of community activities.

Why

Residents want more and better-maintained parks, playgrounds, libraries, community centres, and event spaces that are accessible to everyone.

5

Create Events that Connects the Community

Organise events that bring residents together to strengthen community bonds and encourage active engagement. Introduce inclusive activities and tailored programs for both elders and youth.

Residents recognise the importance of social events to create a better harmony in the community and in their neighbourhood.

6

Strengthen Support for the Environment

Increase tree planting (especially native species), protect mature trees, and ensure regular maintenance. Integrate urban greening into all planning and development and educate the community on the benefits of a healthy tree canopy.

Tree management is a high-frequency theme. Residents value tree canopy for shade, cooling, and environmental benefits, and want more trees planted and better protection for existing ones.