



MARKYT 

Business Scorecard

2023

Prepared for



Prepared by



CATALYSE
FUTYR | MARKYT | CULTYR

Strategic Overview

Strategic Overview

Vision



37

% agree

11% points above the industry average and no change from 2021

Place to work or operate a business

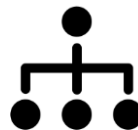


69

Performance Index Score

4 Index points above the industry average and down 8 points since 2021

Governing Organisation



65

Performance Index Score

13 Index points above the industry average and down 4 points since 2021

Value for Money



58

Performance Index Score

16 Index points above the industry average and down 2 points since 2021

Circular economy



59%

% of business respondents engaged to some level in the circular economy, mainly avoidance, recycling and re-use.

Corporate social responsibility



31%

% of business respondents involved in local activities to support social causes or philanthropic projects.

Priorities



Safety and security, including community development to help address social concerns.



Assistance with marketing, networking and business support services.



Overall look and feel of the area, and amenities, including streetscapes, parking and traffic management.

The study

The Study

In May 2023, CATALYSE® was engaged to support the City of Belmont with a business survey. To address the City’s information objectives we adapted the MARKYT® Business Scorecard.

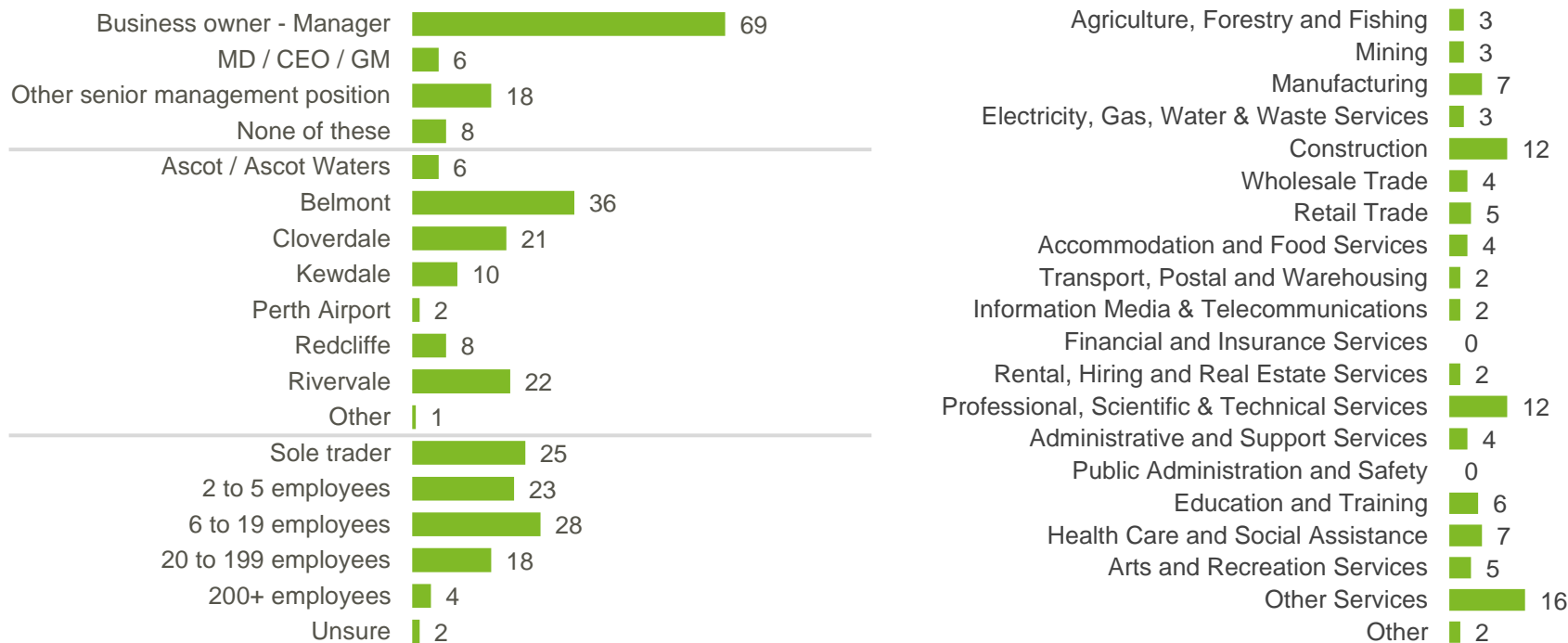
CATALYSE® used the Qualtrics response management platform to program and host the survey online.

Email invitations were sent to all businesses in the City’s customer database and the City provided supporting promotions.

120 local businesses took part in the study.

Data has been analysed using SPSS. Where sub-totals add to ±1% of the parts, it is due to rounding errors to 0 decimal places.

Sample profile, % of respondents



MARKYT Industry Standards

When three or more councils have asked a comparable question, we publish the high score to enable participating councils to recognise and learn from the industry leaders. In this report, the 'high score' is calculated from councils that have completed an accredited study with CATALYSE® **within the past three years**. Participating councils are listed below.

Businesses may have completed a dedicated MARKYT® Business Scorecard or, in some of the smaller or regional councils, they may have completed a MARKYT® Community Scorecard and business responses were reported separately.

Participating councils



 Dedicated MARKYT® Business Scorecard.

Business confidence

Business confidence

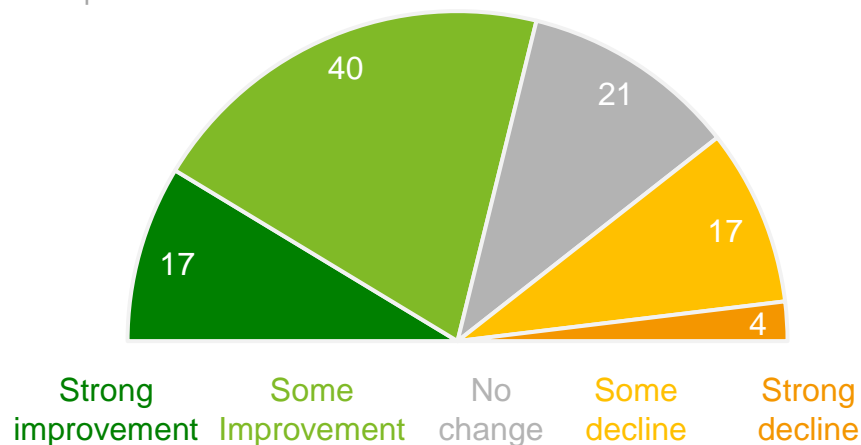
58%^ of business respondents think their organisation's economic situation will improve over the next 12 months.

A further 21% of respondents expect their economic situation to remain steady.

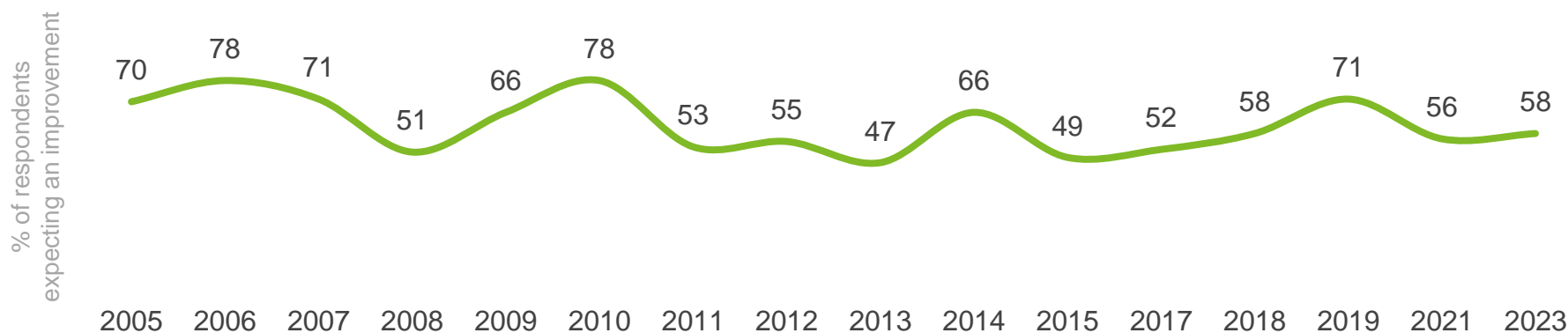
21% of respondents think their organisation's economic situation will decline.

Over the next 12 months, what is your expectation for the economic situation for your organisation?

% of respondents



What is your expectation for the economic situation for your organisation?



Q. Over the next 12 months, what is your expectation for the economic situation for your organisation?

Base: All respondents, excludes 'unsure' and 'no response' (n = 104)

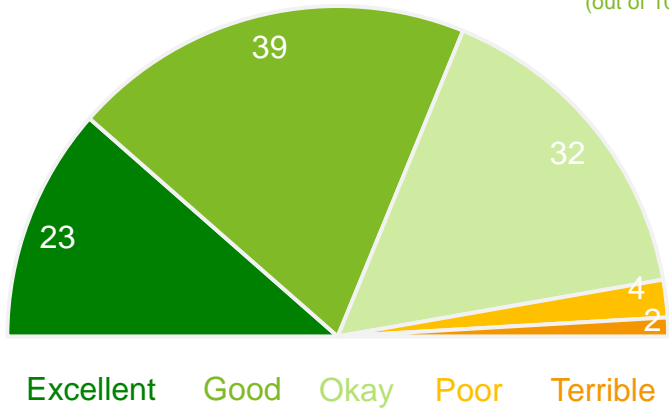
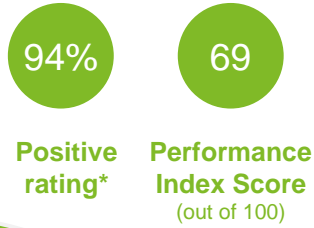
^ A variance of +/-1% compared to the sum of the parts is due to rounding errors to zero decimal places.

Overall place perceptions

Place to work or operate a business

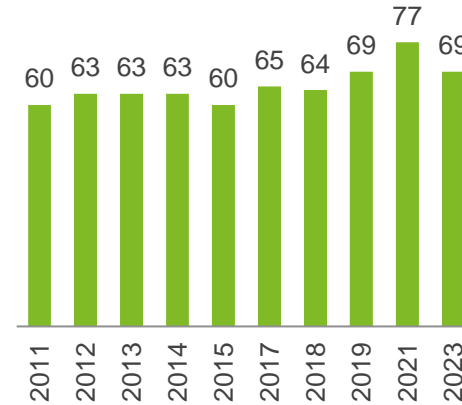
Performance ratings

% of respondents



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Belmont	69
Industry High	79
Industry Average	65

Business variances

Performance index score

Note: apply caution with analysis by sub-groups due to small sample sizes

Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
69	68	74	69	71	70	70	71	63	73	73

Q. Overall, how would you rate the City of Belmont in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 109).

* Positive rating = Excellent + Good + Okay

Place to visit

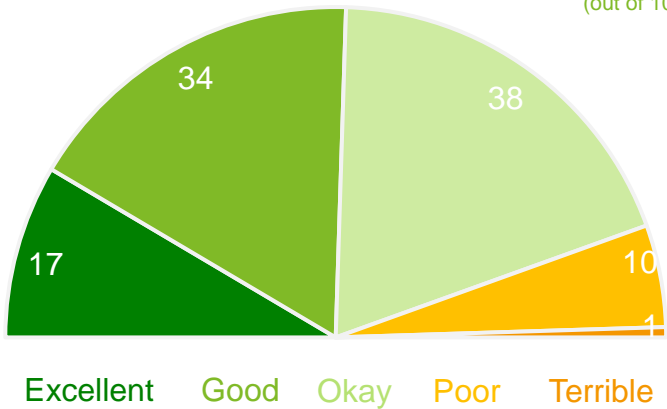
Performance ratings

% of respondents



Positive rating*

Performance Index Score (out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Belmont	64
Industry High	82
Industry Average	70

Business variances

Performance index score

Note: apply caution with analysis by sub-groups due to small sample sizes

Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
64	64	66	72	71	59	55	65	57	70	67

Q. Overall, how would you rate the City of Belmont in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 110)

* Positive rating = Excellent + Good + Okay

Overall Performance

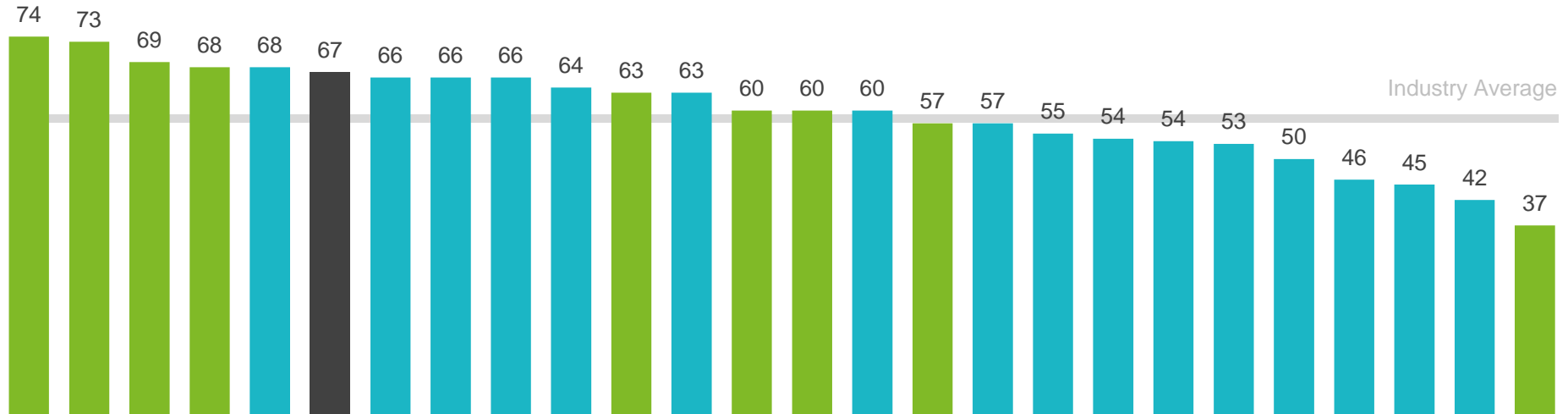
Overall Performance | industry comparisons

The 'Overall Performance Index Score' is a combined measure of the City of Belmont as a 'place to work or operate a business' and as a 'governing organisation'. The City of Belmont's overall performance index score is 67 out of 100, 8 index points above the industry average.

Overall Performance Index Score

average of 'place to work or operate a business' and 'governing organisation'

- City of Belmont
- Metropolitan Councils
- Regional Councils



MARKYT Industry Standards

Performance Index Score



City of Belmont	67
Industry High	74
Industry Average	59

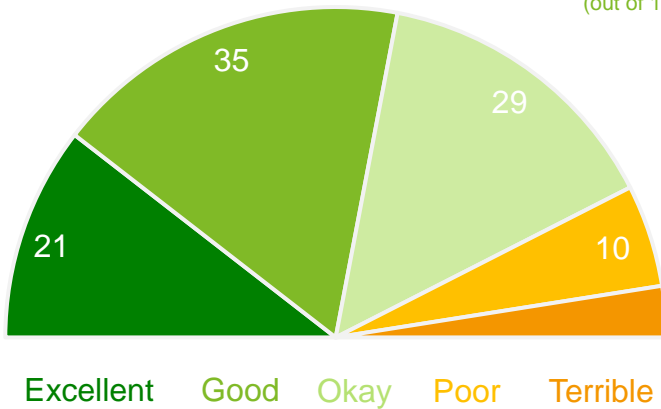
Governing organisation

Performance ratings

% of respondents

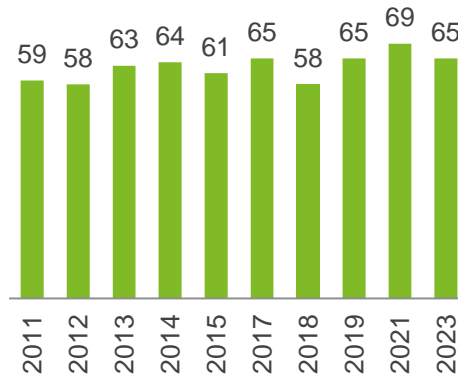


85% Positive rating*
65 Performance Index Score (out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Belmont	65
Industry High	69
Industry Average	52

Business variances

Performance index score

Note: apply caution with analysis by sub-groups due to small sample sizes

Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
65	63	70	69	72	58	62	67	56	74	65

Q. Overall, how would you rate the City of Belmont in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 103)

* Positive rating = Excellent + Good + Okay

The City has developed and communicated a clear vision for the region

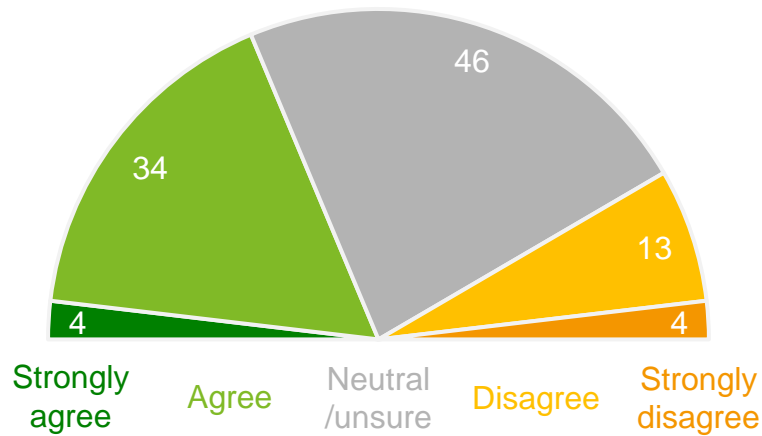
Level of agreement

% of respondents



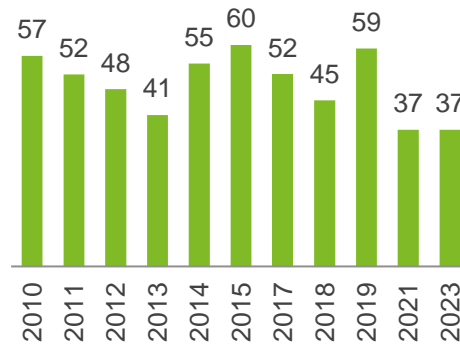
83%
Positive rating*

37^
% agree



Trend Analysis

% agree



MARKYT Industry Standards

% agree



City of Belmont	37
Industry High	48
Industry Average	26

Business variances

% agree

Note: apply caution with analysis by sub-groups due to small sample sizes

Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
37	34	48	45	33	29	43	24	27	61	35

Q. How strongly do you agree or disagree: The City has developed and communicated a clear vision for the area?

Base: All respondents, excludes 'no response' (n = 107).

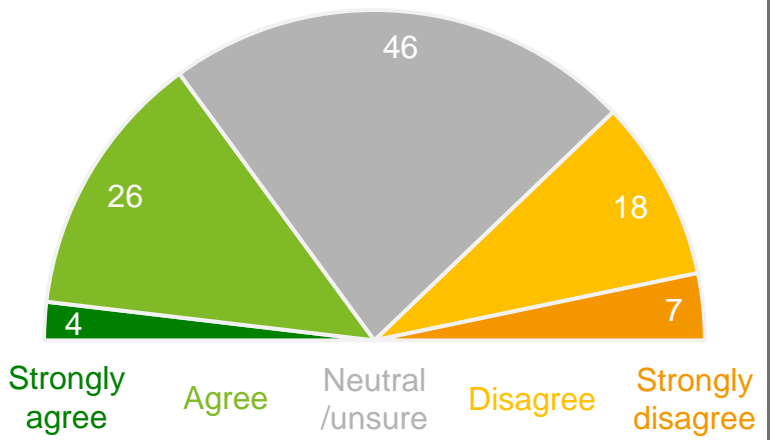
* Positive rating = Excellent + Good + Okay ^ +/-1% variance due to rounding to zero decimal places

The City of Belmont has a good understanding of issues and challenges facing business

Level of agreement

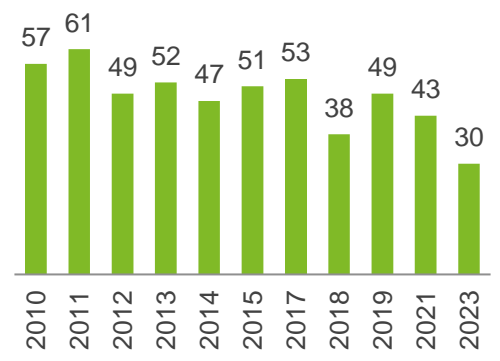
% of respondents

30%
% agree



Trend Analysis

% agree



MARKYT Industry Standards

% agree



City of Belmont	30
Industry High	36
Industry Average	30

Business variances

% agree

Note: apply caution with analysis by sub-groups due to small sample sizes

Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
30	28	36	39	38	19	23	24	15	50	30

Q. How strongly do you agree or disagree: The City has a good understanding of issues and challenges facing business?
Base: All respondents, excludes 'no response' (n = 107).

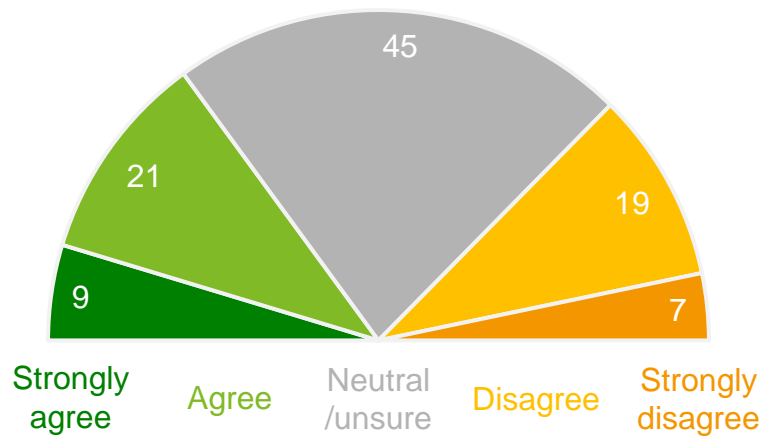


Support offered by the City of Belmont is relevant to my business

Level of agreement

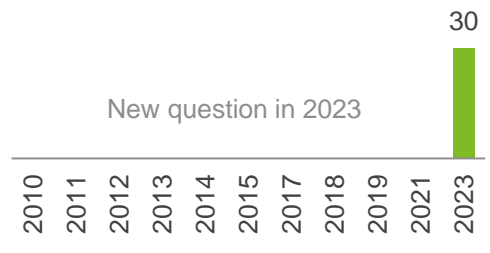
% of respondents

30%
% agree



Trend Analysis

% agree



MARKYT Industry Standards

% agree



City of Belmont	30
Industry High	NA
Industry Average	NA

Business variances

% agree

Note: apply caution with analysis by sub-groups due to small sample sizes

Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
30	25	44	29	33	29	27	29	23	41	30

Q. How strongly do you agree or disagree: The City has a good understanding of issues and challenges facing business?
Base: All respondents, excludes 'no response' (n = 107).



Value for money from Council rates

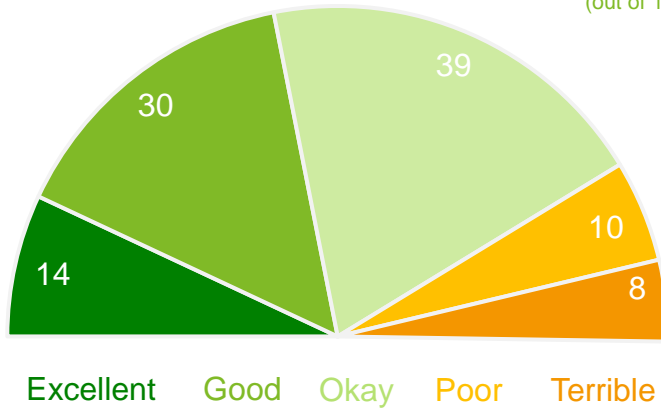
Performance ratings

% of respondents



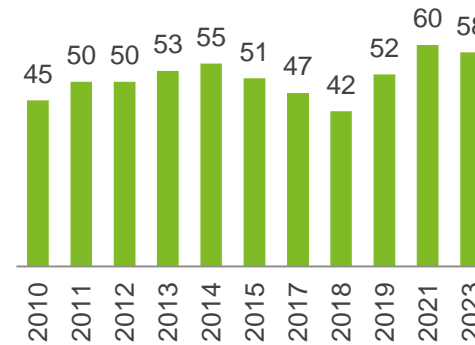
83%
Positive rating*

58
Performance Index Score
(out of 100)



Trend Analysis

Performance Index Score



MARKYT Industry Standards

Performance Index Score



City of Belmont	58
Industry High	58
Industry Average	42

Business variances

Performance Index Score

Note: apply caution with analysis by sub-groups due to small sample sizes

Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
58	56	68	60	67	51	58	63	51	66	58

Q. Overall, how would you rate the City of Belmont in the following areas?

Base: All respondents, excludes 'unsure' and 'no response' (n = 105)

* Positive rating = Excellent + Good + Okay

Awareness of the City of Belmont's
economic development activities

Awareness of economic development activities

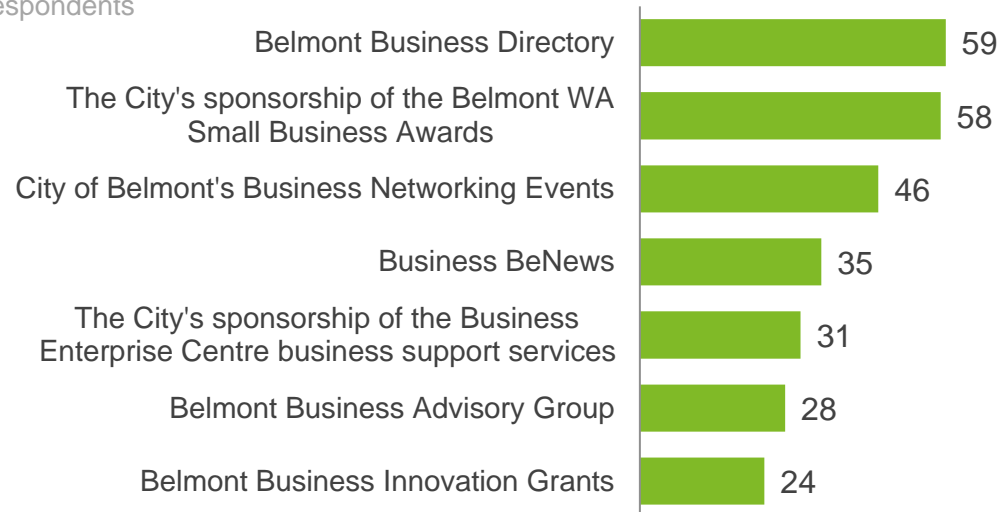
Business respondents had highest recall of the Belmont Business Directory (59%) and the City's sponsorship of the Belmont WA Small Business Awards (58%), followed by the City's business networking events (46%).

There was moderate awareness of Business BeNews (35%), Business Enterprise Centre (31%), Business Advisory Group (28%) and business innovation grants (24%).

Awareness appears to be higher among SMEs with 2 to 5 employees, and lower among sole traders and businesses located in Ascot, Redcliffe and Perth Airport*.

Which City of Belmont economic development activities had you heard of before:

% of respondents



Which City of Belmont economic development activities had you heard of before:

% yes

Note: apply caution with analysis by sub-groups due to small sample sizes

	Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
Belmont Business Directory	59	59	58	61	79	50	50	40	59	65	61
Belmont WA Small Business Awards	58	59	67	46	71	65	55	47	53	61	70
Business Networking Events	46	46	54	46	54	43	45	40	46	42	52
Business BeNews	35	30	50	25	46	40	30	40	33	42	26
Business Enterprise Centre	31	28	46	7	58	42	20	20	30	39	35
Belmont Business Advisory Group	28	24	42	14	42	23	40	13	31	35	22
Belmont Business Innovation Grants	24	23	29	25	42	23	5	13	23	23	30

Q. Which City of Belmont economic development activities had you heard of before:

Base: All respondents, excludes 'no response' (n = varies from 104 to 105).

* Caution should be applied with sub-group analysis due to small sample sizes.

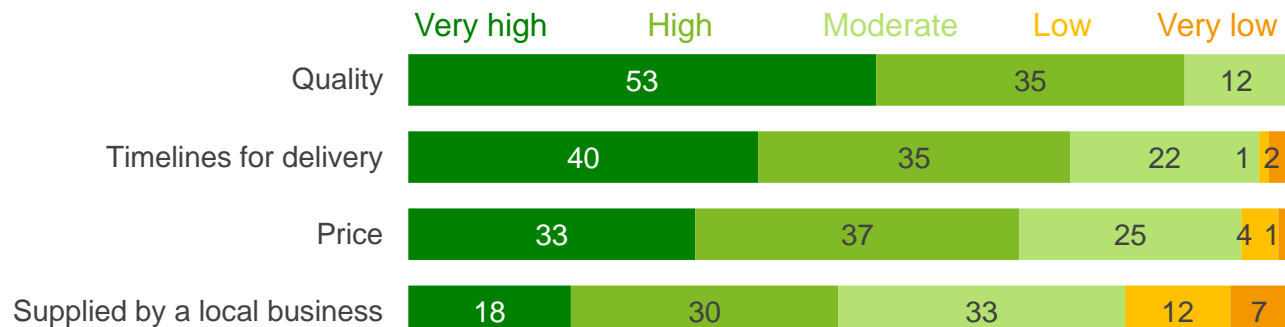
Importance of procurement and recruitment factors

Importance of procurement and recruitment factors

When recruiting new employees, local business place relatively low importance on recruiting locally. There is more importance placed on buying local when procuring goods and services, but this is less important than quality, timelines for delivery and price.

When procuring goods and services for your business, in general, how important are these attributes?

% of respondents



When recruiting new employees, how important is it that they live locally in the City of Belmont?

% of respondents

Employ local people



Business variances

% Very high / High

Note: apply caution with analysis by sub-groups due to small sample sizes

	Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
Quality	88	84	100	81	96	88	94	83	86	90	90
Timelines for delivery	75	72	82	56	71	84	100	58	86	72	70
Price	69	68	77	59	63	84	76	42	73	76	71
Supplied by a local business	49	48	41	54	58	48	35	73	46	46	40
Employ locally	17	18	19	24	23	12	13	22	24	21	0

Q. When procuring goods and services for your business, in general, how important are these attributes?

Base: All respondents, excludes 'unsure' and 'no response' (n = varies from 92 to 95).

Q. When recruiting new employees, how important is it that they live locally in the City of Belmont?

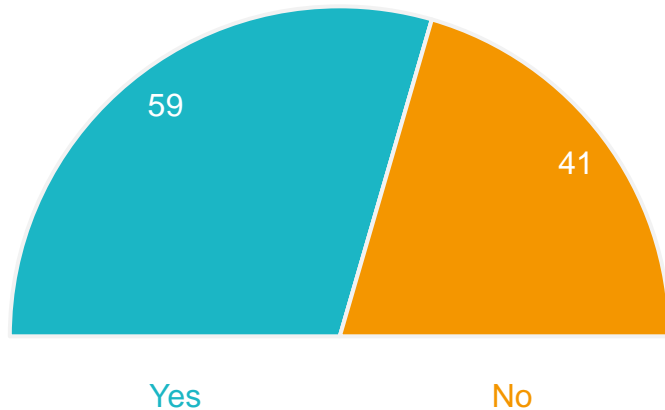
Base: All respondents, excludes 'unsure' and 'no response' (n = 104).

Circular economy

Engagement in the circular economy

Is your organisation engaged in the circular economy?

% of respondents



59% of business respondents indicated that their business is engaged in the circular economy.

Participation appears to be higher among medium sized businesses and respondents in senior leadership positions, and lower among sole traders and businesses in Rivervale. However, caution should be applied with this analysis due to small sample sizes.

Business variances

% yes

Note: apply caution with analysis by sub-groups due to small sample sizes

Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
59	53	81	42	50	79	62	58	66	59	43

Q. Is your organisation engaged in the circular economy?

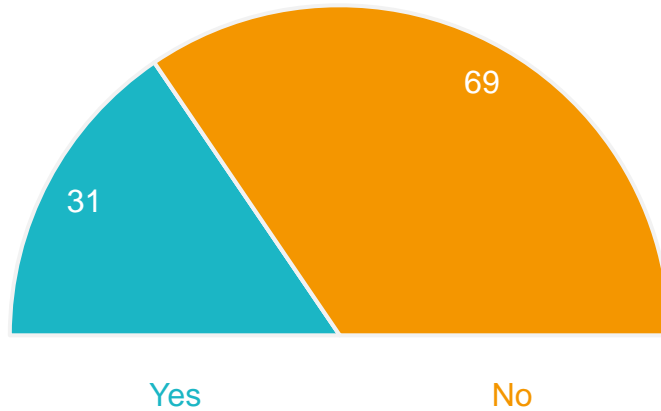
Base: All respondents, excludes 'no response' (n = 74).

Social causes and philanthropic projects

Support for social causes and philanthropic projects

Over the past 12 months, has your organisation been involved in activities to support social causes or philanthropic projects within the City of Belmont?

% of respondents



31% of business respondents indicated that their business has been involved with activities to support social causes or philanthropic projects over the past 12 months.

Participation appears to be higher in larger organisations, in Belmont, Coverdale and Kewdale, and by respondents in senior leadership positions. However, caution should be applied with this analysis due to small sample sizes.

Business variances

% yes

Note: apply caution with analysis by sub-groups due to small sample sizes

Total	Business owner	Executive / senior manager	Sole trader	2 to 5 staff	6 to 19 staff	20+ staff	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
31	24	50	24	33	27	46	17	41	39	22

Q. Over the past 12 months, has your organisation been involved in activities to support social causes or philanthropic projects within the City of Belmont? Base: All respondents, excludes 'no response' (n = 86).



www.catalyse.com.au

Office 3, 996 Hay Street, Perth WA 6000

PO Box 8007, Cloisters Square WA 6850

Phone +618 9226 5674

Email: info@catalyse.com.au

ABN 20 108 620 855

