



2024 COMMUNITY SAFETY EXPO EVALUATION REPORT

Working together for a safe
community



**CITY OF
CANNING**



SAFE CANNING STRATEGY

The City's Safe Canning Strategy guides the implementation of initiatives and programs that enhance community safety. This is achieved through the delivery of our annual Action Plan.



PEOPLE

Provide education and awareness that empowers people to actively contribute to a safer community.



PLACE

Create, design and maintain public places in order to enhance perceptions of safety and reduce opportunistic crime.



PARTNERSHIPS

Foster and maintain partnerships, both formal and informal, to work together to deliver community safety outcomes.

'The delivery of a Community Safety Expo'
was listed as a high priority in the 2024 Action Plan.

Priority	Rationale	Actions	Success Indicators
Community Awareness and Education	Consultation identified: <ul style="list-style-type: none"> Residents are interested in more frequent in-person opportunities to interact with the City throughout the year. 25% of survey respondents were not aware of the Ranger and Community Safety Service. 	Delivery of Community Safety Expo, with the aim to facilitate discussions and raise awareness of programs and services. Improve engagement with our community to enhance awareness of key reporting lines, available services and programs. Increase reach and engagement of	Positive community feedback from events and engagements. Improved community safety reporting. Increased reach of community safety messaging. Increased distribution of community safety resources.

OVERVIEW

The City recognises the importance of consulting with our community and key stakeholders to inform decisions about community safety priorities.

Community awareness and education continues to be a priority action under the Safe Canning Strategy. Delivery of a Community Safety Expo was highlighted as a priority in the 2024 Safe Canning Action Plan.

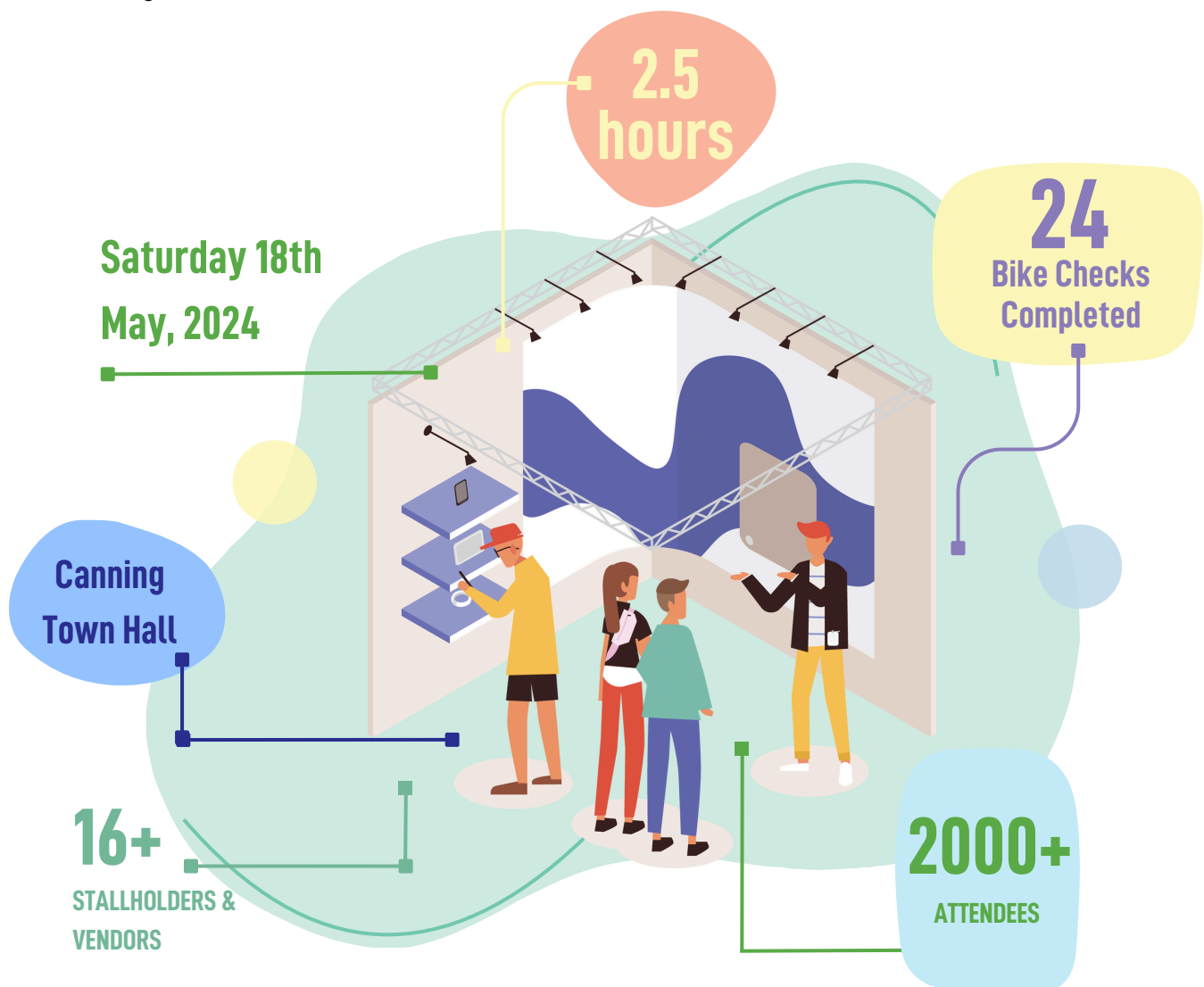
The family-friendly, drop-in style event aimed to facilitate discussions, educate the community on public safety, and showcase some of the great services and programs in the City of Canning.

Inside Town Hall, attendees could approach a variety of stalls to ask their questions and learn more about community safety and emergency preparedness.

There were surveys, prizes, freebies and even free food demonstrations!

Outside, attendees could engage with a number of emergency services, including WA Police, SES, DFES and more.

Visitors could grab food, coffee, take advantage of the free face painting and tour emergency vehicles!





PROMOTION

The City developed a dedicated Communications Plan to explore the most appropriate methods of promotion, including:

Organic and paid posts on all City social media platforms

Facebook and Eventbrite event pages

Promotion via the City's Your Say page

Promotion via a dedicated page on the City's website and landing page

Submissions to the 'Canning in Focus' and 'Libraries in Focus' e-newsletters

Dedicated e-newsletter sent out to over 17,300 recipients

Posters in local cafes, parks and shopping centres

Hard copy flyers at the City's Administration Building, Leisureplex's and large-scale City events

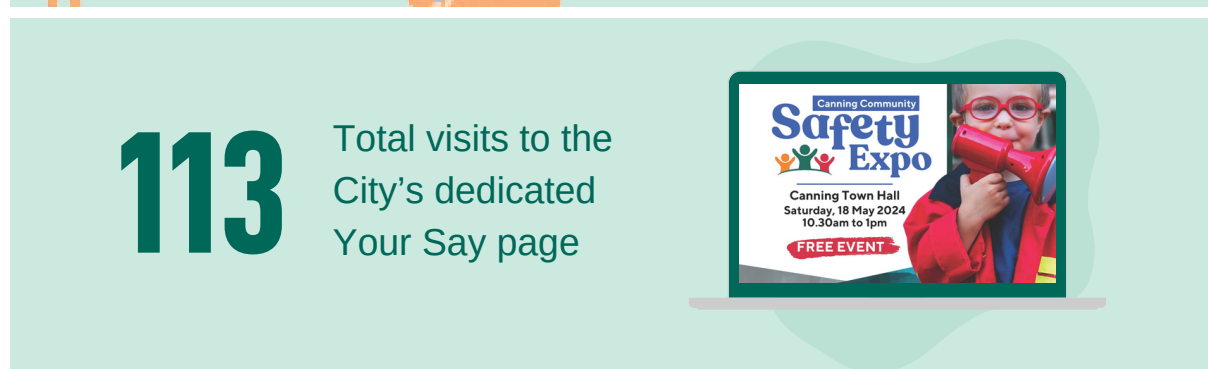
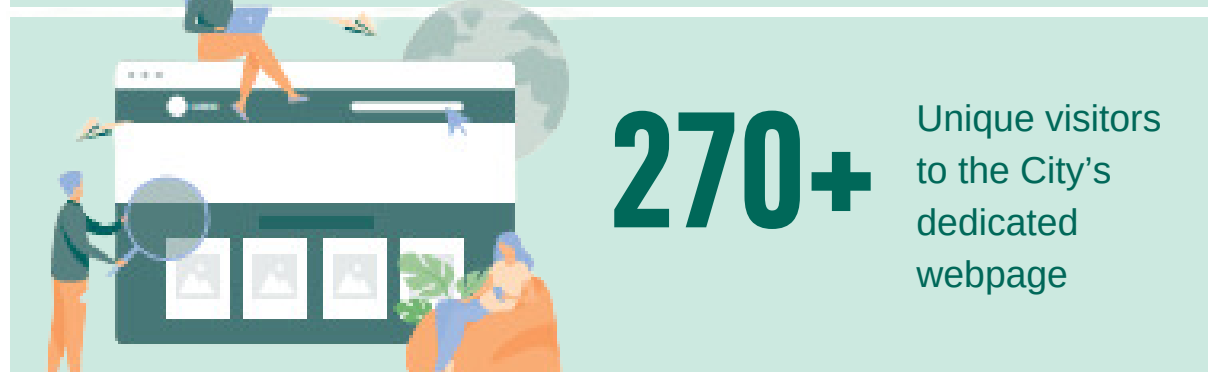
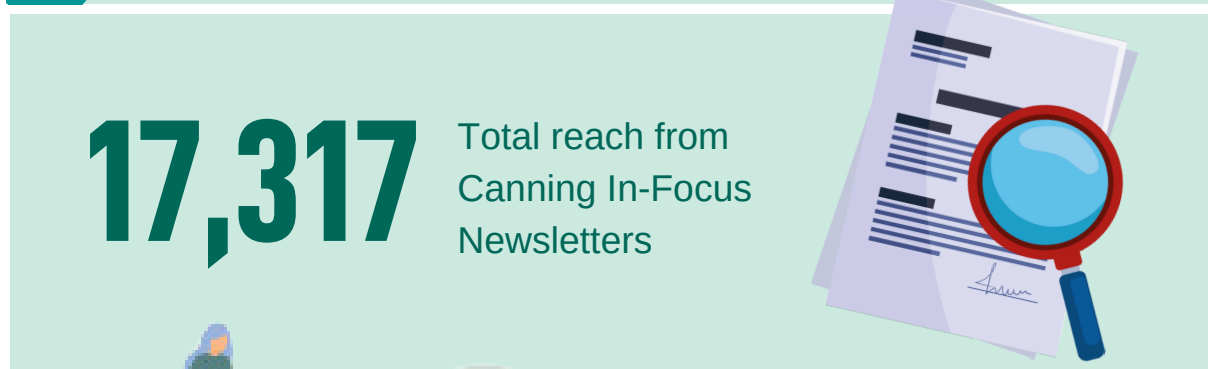
Targeted letterbox drops

Internal promotion to Elected Members, Cultural Ambassadors and via staff newsletters

Dedicated media release



REACH





ATTENDANCE

It is estimated that there were over **2000** attendees across the 2.5 hour event.

This was based on:

- an interactive poll
- feedback survey during and post-event
- using capacity trackers
- stallholder/vendor feedback
- the number of resources and merchandise handed out

The 2024 Community Safety Expo saw a level of engagement

45% higher

than the 2023 Community Safety Survey (1375 total responses)

>10 times higher

than the 2023 Community Safety Sessions (164 attendees)

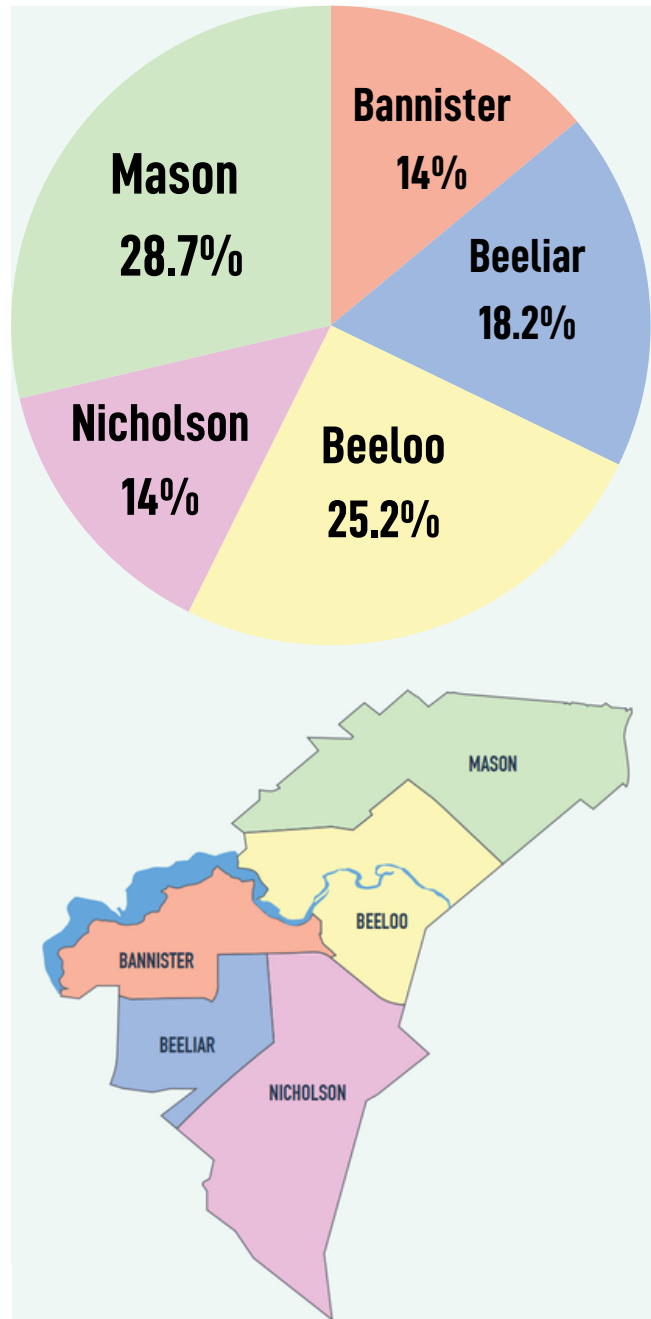
To assist in planning and preparation of events, attendees are encouraged to register via a dedicated Eventbrite page. There were 1200 attendees registered to attend the expo. Actual attendance was

67% higher than anticipated.

Attendance at the 2023 Community Safety Sessions was **42% lower** than anticipated.

During an interactive poll, attendees were asked to place a token into the slot that reflected what Canning suburb they lived, worked, or visited most often.

Over **286** families completed the poll, with great representation from all wards. The highest representation came from the suburb of **Willetton**.



STALLHOLDERS & TOPICS DISCUSSED

CITY OF CANNING

Safe Communities

Safe Canning Strategy, Homelessness and Crisis Support, Emergency Preparedness

To find out more, visit

canning.wa.gov.au/safecommunities

Ranger and Community Safety Service

Roles and responsibilities, services, and patrol coverage

To find out more, visit **canning.wa.gov.au/RCSS**

CCTV

CCTV Strategy, Security Incentive Scheme, Home & Business CCTV

To find out more, visit

canning.wa.gov.au/cctvstrategy

Youth Services

Youth Engagement Framework and early intervention programs

To find out more, visit

canning.wa.gov.au/youth

Community Development - Neighbourhood Activation

Wanju Welcome Neighbourhoods program: Bentley, St James, and Queens Park. Interactive survey assessing feelings of safety.

To find out more, visit

canning.wa.gov.au/wanjuwelcome

Community Development - Age Friendly

Age Friendly Plan consultation, personal safety, home security

To find out more, visit

canning.wa.gov.au/agefriendly

Sustainability

Induction cooking demonstrations, home safety

To find out more, visit

canning.wa.gov.au/sustainability

Urban Forest

Urban Forest Strategy, raising pruning requests

To find out more, visit

canning.wa.gov.au/urbanforest



STALLHOLDERS | ACTIVITIES

WA Police

Crimestoppers WA

Neighbourhood Watch WA

Constable Care

Department of Fire &
Emergency Services (DFES)

Canning South Perth State
Emergency Service (SES)

Disaster Relief Australia

Department of Transport

Road Safety Commission

Domestic Abuse Resource and
Training (DART) Group

Grow Cook Eat WA

FREE Emergency Vehicle Tours – interactive tours of a Fire Truck, Police wagon, and State Emergency Response Trailer

FREE Constable Care Theatre performance – Aimed at ages 7 - 12 and themed around cyber safety

FREE Bike Checks from a qualified bike mechanic

Food and coffee – sausage sizzle from the Canning Lions Club, meals from Mama's Kitchen, and coffee from Little Bull Espresso

Early Bird Bonus – the first 50 attendees received a complimentary goodie bag

Free Anti-Theft Screws

Competitions, surveys and prizes including an Emergency Preparedness Kit and Ring doorbell

Ranger Buddy mascot appearance

Lawn games

Free face painting from Mirror Mirror Face Painting

Induction cooking demonstrations and free food tastings





FEEDBACK

The Safe Canning Strategy Cycle recognises the importance of consultation with the community, and the City continues to actively seek engagement opportunities.



To capture feedback, a short survey was created and a Ring video doorbell was offered as an incentive for completion.

The survey was available during the event, was sent to all registered attendees post-event, and promoted on the City's Facebook page.

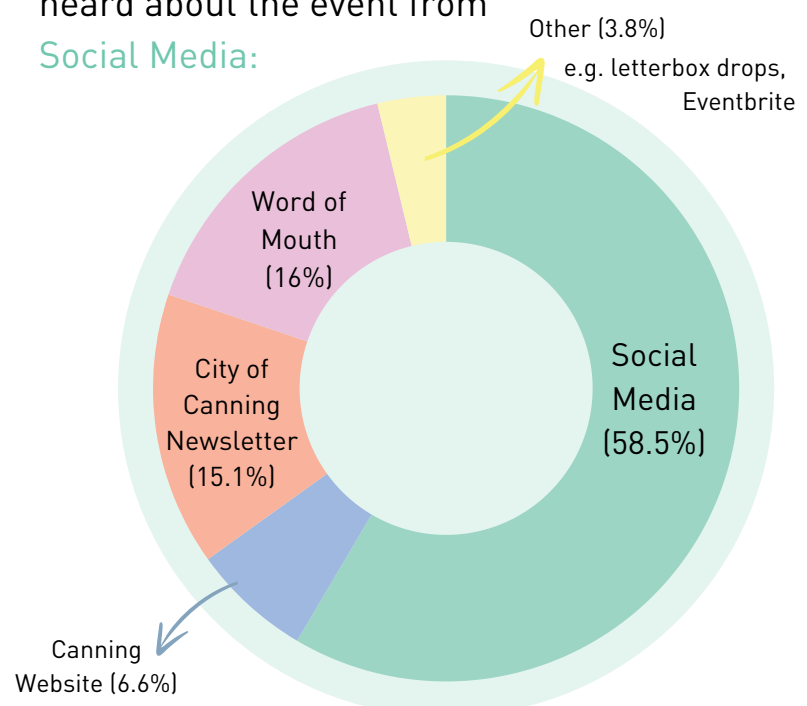
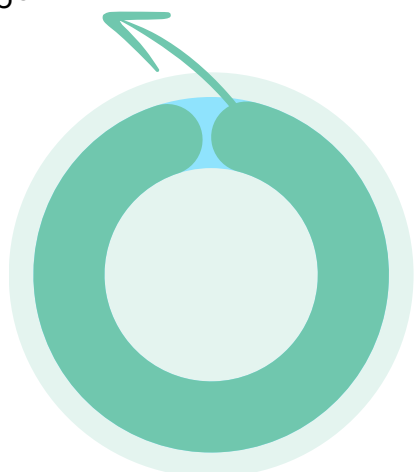
103 feedback surveys were completed, and all feedback was positive:

- **47** surveys were completed during the event
- **56** surveys were completed post-event

Over **50%** of attendees said their favourite part of the event was getting to interact with **Emergency Services.**

The majority of attendees heard about the event from **Social Media:**

99% of attendees said they would attend again



FEEDBACK

The survey also asked respondents if they had any additional comments to share:



It was great being able to bring the kids into a police car and fire engine. The event was very educational.

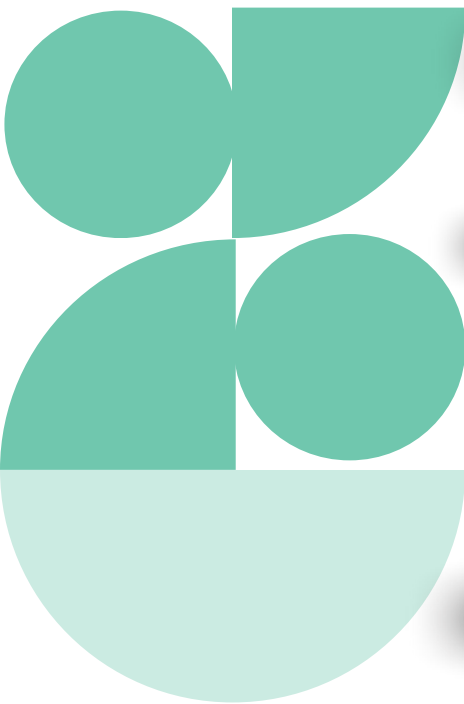
The police force and all sponsors were helpful and approachable. Many things on display were useful and informative. The event was family oriented and most children had enjoyable experiences. The venue was easily accessible and parking was a breeze.

I liked the ability to interact with all the different emergency vehicles. The venue was good, shade and seating was available, family friendly.

Very informative and I found a lot of useful devices and tools to keep me safe.

Such a friendly event. Lots of free goodies and interaction with stall people. Lots of free goodies and advice. As an elderly citizen I felt valued and respected.

The kids loved the emergency service vehicles and the face painting and I love the great interaction with the booth operators. Great work.



FEEDBACK | STALLHOLDERS

To capture feedback, a short survey was sent to all stallholders, vendors and service providers after the Expo:

100% of respondents thought the Expo was held in a good location

88% thought the event ran for a good length of time (2.5 hours)

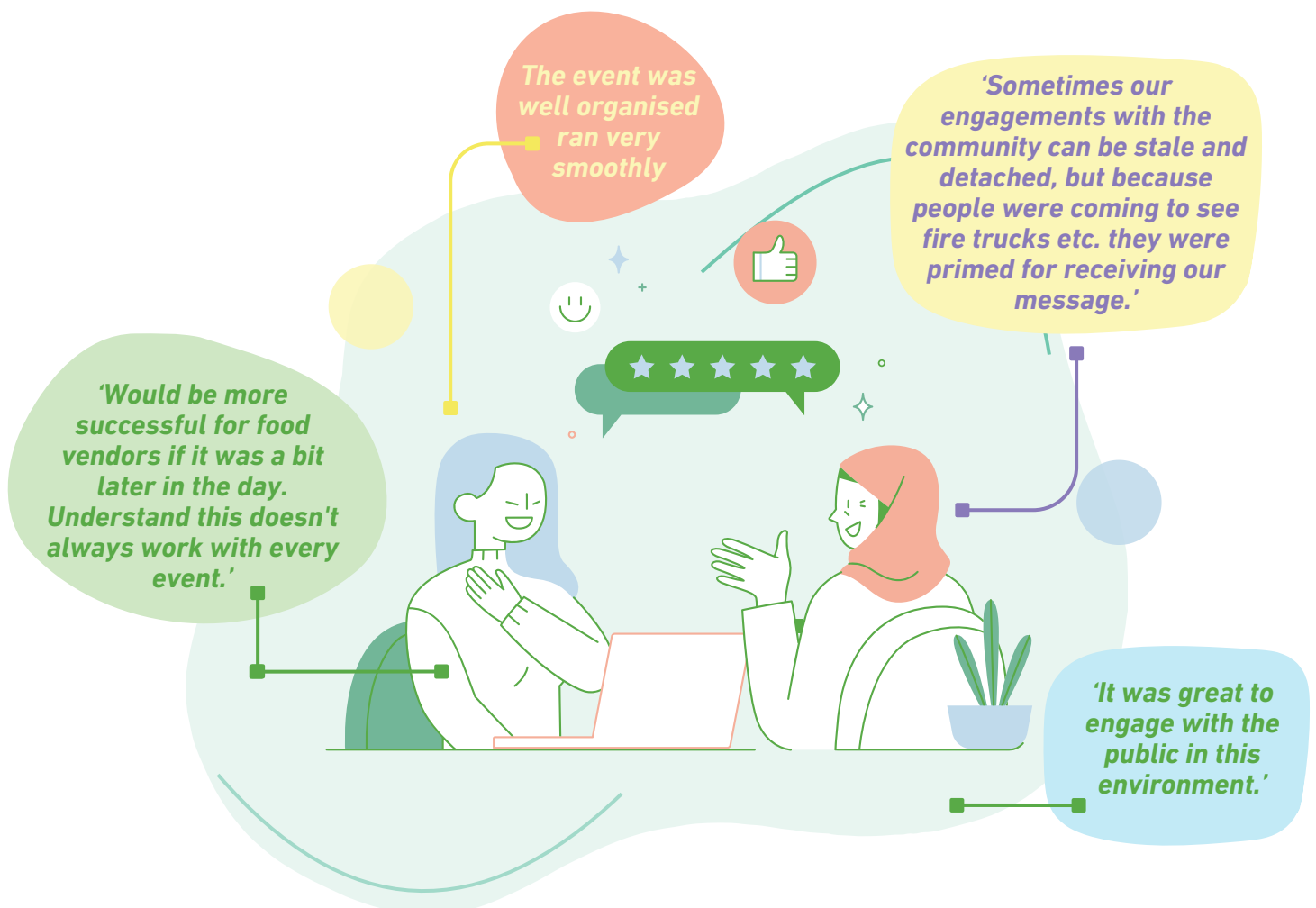
100% said they'd be happy to attend again - 12% said they'd prefer every second year, and 88% said they'd attend annually

27 sustainability surveys completed

24 bike checks completed

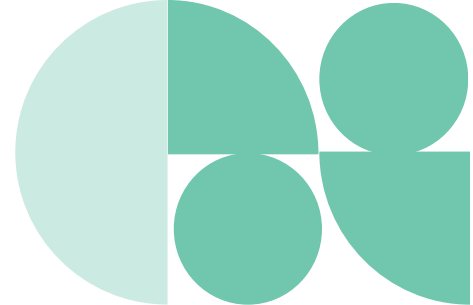
650+ items given out by Youth services as promotional material

2000+ community safety resources distributed





OUTCOMES



AREA	RATIONALE	OUTCOME
Community Awareness and Education was outlined as a priority in the <i>Safe Canning 2024 Action Plan</i> .	Ongoing consultation allows the City to regularly assess actions and priorities, ensuring they remain relevant and in line with community sentiment.	The Expo enhanced awareness of key reporting lines, existing programs and services, whilst creating opportunities for people to connect, be involved and take ownership for/in their community.
Fostering and maintaining partnerships is a key focus area of the <i>Safe Canning Strategy</i> .	Strong partnerships with local communities, businesses, and key stakeholders continue to play an important role in community safety.	The Community Safety Expo strengthened both the City's and Community's partnerships with local Police, State Emergency Service, and Department of Fire & Emergency Services.



OPPORTUNITIES FOR IMPROVEMENT

AREA	OPPORTUNITY	RECOMMENDATION
Variety of Stallholders	<p>When attendees were asked if there was anything missing from the Expo, over 50% of respondents said they'd like to see an ambulance.</p> <p>The City had arranged with St John Ambulance to attend the event, but due to unforeseen circumstances they could not attend on the day.</p>	<p>The City will relay this feedback to St John, and will continue to work collaboratively to ensure attendance at future events.</p>
Additional activities	<p>Several feedback comments expressed interest in having additional activities (e.g. bouncy castle) and would like to see representation of the animals used by emergency services (e.g. Mounted and Canine Police divisions).</p>	<p>The City is conscious of utilising free/low cost vendors to maximise funding. It was estimated that the Expo cost approximately \$2 per attendee. The City will aim to source additional low /no cost activities moving forward.</p> <p>We will also liaise with WA Police to assess the likelihood of having representation from Mounted and Canine divisions at future events.</p>



WHAT CAN YOU DO?

Community safety is everyone's responsibility. The community can bring about positive change and solutions to local community safety issues by initiating small changes.

GET TO KNOW YOUR NEIGHBOURS

Your neighbours are your biggest security asset. They can keep an eye out for you and your property and report any suspicious behaviour.

Why not try one of our Safer Neighbourhoods Cards? Simply print it off, write a message and your details and pop it in your Neighbours' letterbox!

GET REPORTING

If you witness a crime or see something suspicious, take the time to report it by contacting WA Police on 131 444 or CrimeStoppers WA online or by calling 1800 333 000. To recognise, avoid, and report scams, visit ScamWatch.

GET BUSY

The look and feel of an area can impact our perceptions of safety. Report public maintenance issues such as graffiti and faulty lighting. Keep your own property well maintained.



WANT TO FIND OUT MORE?

- View our Community Safety Expo wrap-up [video](#).
- Visit the Community Safety Expo [webpage](#) for ward-specific information packs. canning.wa.gov.au/safetyexpo
- For more information on how the City is working towards a safe community please visit canning.wa.gov.au/safecanning
- You can submit your suggestions or feedback anytime via our Engagement Portal: yoursaycanning.com.au/safe-communities-canning

NEXT STEPS

The response to the Community Safety Expo surpassed the City's expectations, in both the level of attendance and engagement from the community.

By appealing to all members of the community, the 2024 Expo was a great, all-of-community, inclusive event and has proven to be a better use of the City's time and resources than the 2023 Community Safety Sessions.

Considering the overwhelmingly positive response to the Expo, the City will look to run the event again, potentially expanding to larger locations and/or move around the district.



