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Executive summary

As part of a recent review of Community Safety services, opportunities were identified to strengthen safety outcomes across the City of Melville through the considered use of technology and other practical measures.

In response, the City developed a draft Community Safety Technology Roll-out Plan, which outlines a phased approach to introducing new safety initiatives, including proposed fixed and mobile CCTV installations in public open spaces, updates to the City's CCTV Policy, and a proposed Home CCTV Rebate Program.

In line with the April 2025 Ordinary Meeting of Council resolution, the City undertook a separate consultation processes for the draft Community Safety Technology Roll-out Plan and the proposed Home CCTV Rebate Program. This report relates specifically to the consultation on the **draft Community Safety Technology Roll-out Plan (Roll-out Plan).**

Following the Council resolution, the City commenced an initial awareness and education phase in mid-2025 to build community understanding of the proposed community safety initiatives. This was followed by a formal consultation period for the draft Roll-out Plan, which ran from **6 November to 14 December 2025**, supported by a dedicated project page on the City's website (melvillecity.com.au/cctv).

The purpose of the consultation was to inform the community about the proposed Roll-out Plan, and to gather informed feedback to help refine the final approach. Consultation focused on understanding community views regarding proposed CCTV locations, overall support for the initiatives, privacy and governance considerations, and the financial implications of both fixed and mobile CCTV.

Community engagement was delivered across both the inform and consult levels of the IAP2 Spectrum and included a mix of online and hard-copy submission forms, in-person and phone discussions, and two pop-up information sessions held at the *Pups in the Park* event and the *South of the River Forum*. These activities were supported by a combination of digital and traditional communication channels to maximise awareness and accessibility.

A total of **402 submissions** were received during the consultation period. All feedback has been reviewed and analysed and is summarised in this report. The findings will be used to refine the draft Roll-out Plan before being presented to Council for their consideration.

Overall, consultation findings indicate that while community safety is strongly valued, views on CCTV are mixed and nuanced. Support is generally conditional, neutrality reflects caution and a desire for reassurance, and opposition is largely principle-based rather than location-specific.

Consultation findings

Consultation findings confirm that community safety is a shared priority across the City; however, views on the use of CCTV and related technology in public spaces are divided and often conditional. Overall, a majority of respondents supported the draft Community Safety Technology Roll-out Plan (68.5% supportive, weighted average 3.74/5). Support generally reflected acceptance of a phased, well-governed approach to community safety technology, rather than unconditional endorsement of all technologies or locations.

A majority of respondents supported staged financial investment in fixed CCTV across short-, mid- and long-term horizons (57-59% support at each stage). Importantly, levels of opposition remained consistent regardless of cost, indicating that objections are primarily principle-based, rather than driven by financial impact alone. Respondents emphasised the need for clear justification of locations, transparency around costs, and evidence that CCTV would deliver measurable outcomes.

Support for mobile CCTV was stronger than for fixed installations (67.3% supportive), reflecting a preference for flexible, temporary deployment to respond to emerging issues, events and hotspots. Feedback consistently favoured time-limited, review-based deployment, reinforcing expectations that CCTV be used proportionately and adjusted based on demonstrated need and performance.

While a majority of respondents (63.4%) supported integrating AI technology where it improves efficiency and can be delivered within existing budgets, this element attracted the strongest divergence of views. Concerns focused on privacy, bias, data security, facial recognition and the potential for long-term expansion beyond original intent. Across all feedback, there was a clear expectation that any use of CCTV or AI be supported by strong governance, explicit limits, transparency and ongoing review, alongside complementary safety measures such as patrols, lighting and environmental design.

Key themes from community feedback

Across quantitative and qualitative responses, five consistent themes emerged:

- Safety is important, particularly in relation to antisocial behaviour, vandalism and feeling unsafe in certain locations or at night.
- Support for CCTV is conditional, strongest where deployment is targeted, justified and supported by clear governance and accountability.
- Privacy and surveillance concerns are significant, including fears of over-surveillance of recreational spaces, misuse of footage, AI and “surveillance creep”.
- Expectation of proportional, evidence-based deployment, with requests for clearer crime data, justification of locations and performance monitoring.
- Strong demand for transparency and governance, including clarity on data storage, access, retention, auditing and public reporting.

Engagement methodology

The engagement for the draft Community Safety Technology Roll-out Plan was designed to support transparency, accessibility and informed participation, in line with the City's Stakeholder Engagement Policy and the IAP2 Spectrum of Public Participation.

Engagement was delivered at the Inform and Consult levels of the IAP2 Spectrum. In line with this, the City committed to keeping the community informed, listening to and acknowledging concerns, and providing feedback on how community input influenced decision-making.

The methodology was guided by the following principles:

- Transparency about the engagement process and what the community could and could not influence
- Inclusive and accessible participation opportunities
- Timely and relevant information provided before, during and after key decision points
- Consideration of feedback and communication of its influence
- Flexibility to respond to community needs
- Continuous improvement informed by the engagement process

Engagement approach

Engagement was delivered in two stages:

1. Awareness and Information
   Focused on building understanding of the draft Roll-out Plan, including its purpose and scope, and encouraging community members to stay informed ahead of the public comment stage.
2. Public Comment
   Provided opportunities for the community to share views on the draft Roll-out Plan, including levels of support, proposed CCTV locations, privacy and governance considerations, and the phased implementation approach.

Engagement methods

A mix of online and offline methods was used to ensure accessibility and allow community members to participate in ways that suited them.

Feedback was received through:

- An online submission form
- A downloadable hard-copy submission form
- In-person discussions, with submissions recorded by City staff where required
- Submissions received: **402 submissions**

	Inform	Consult	Involve	Collaborate	Empower
Pubic Participation Goal	To provide balanced and objective information in a timely manner.	To obtain public feedback on analysis, alternatives and or/decisions.	To work directly with the public throughout the process to ensure public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of preferred solution.	To place final decision in making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced.	We will look to you for advise and innovation in formulating solutions and incorporate your advise and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

*IAP2 Spectrum of Public Participation

Communications and promotion

A coordinated communications approach was implemented to build community awareness and understanding of the draft Roll-out Plan and related initiatives. A mix of digital, print and face-to-face channels was used to ensure information was clear, accessible and widely available.

Communications aimed to:

- Raise awareness of the draft Roll-out Plan
- Improve understanding of the proposed community safety initiatives
- Direct residents to the dedicated project webpage for further information
- Support transparency by clearly outlining the purpose, scope and next steps

Communication channels and tactics

Online

- Dedicated Melville Talks project page (visits n = 6,048)
- Direct notifications to webpage followers (page followers n = 117)
- City of Melville website homepage banner

Direct communications

- Random sample email to 5,000 households, directing recipients to review the draft Plan and learn more about the proposed initiatives (emails n = 4,659)
- Targeted emails and letters to residents near proposed CCTV locations (emails n = 1,900; letters n = 3,353)
- Targeted emails to local schools near proposed CCTV locations (emails n = 4)
- Emails to Melville Sounding Board members with an interest in public open space and community safety (emails n = 262)

Events and face-to-face information

- Information stalls and face-to-face conversations at *Pups in the Park* and the *South of the River Forum* events

Media, social and video

- City eNews features across Melville Matters, Youth Collective, MelSafe, Melville Talks and Business eNews (combined reach *n* = 39,825)
- Targeted social media campaign across City platforms (reach *n* = 17,318)
- Explainer animated video supporting understanding and directing residents to further information (views *n* = 1,982)

Print media and signage

- Newspaper advertisements in Perth Now and the Herald (distribution *n* = 54,000)
- Posters displayed in community centres, libraries and other high-traffic facilities
- A1 corflute signage installed at proposed parks and reserves

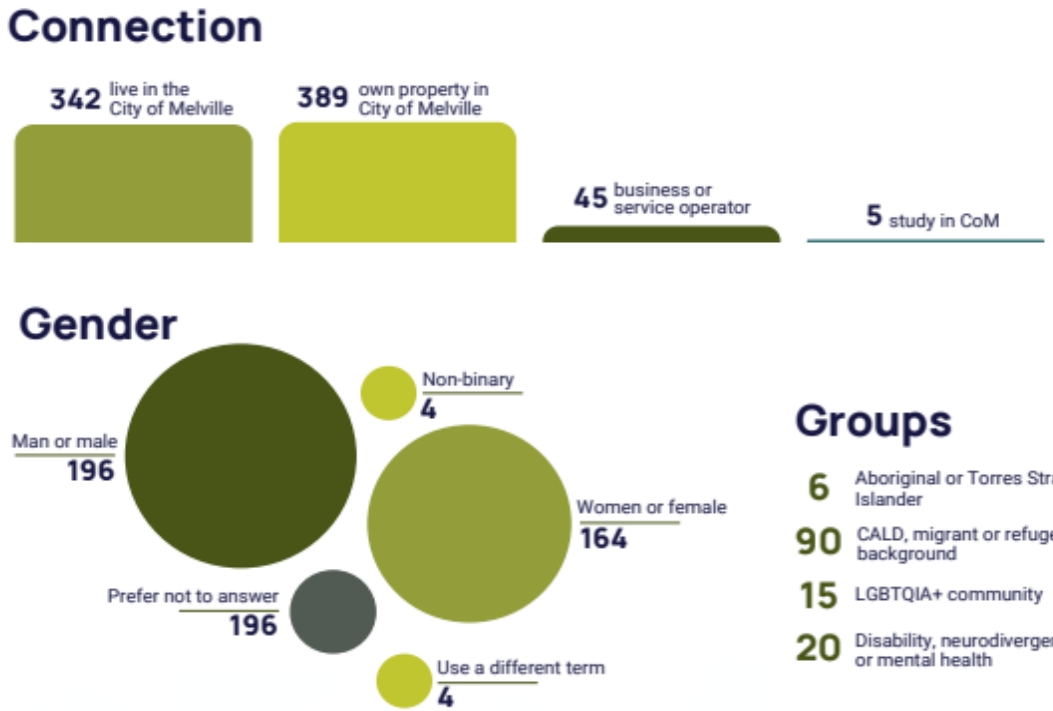
This communication approach established multiple awareness touchpoints across the City, supporting broad visibility of the draft Roll-out Plan and improving community understanding ahead of, and during, the engagement period.

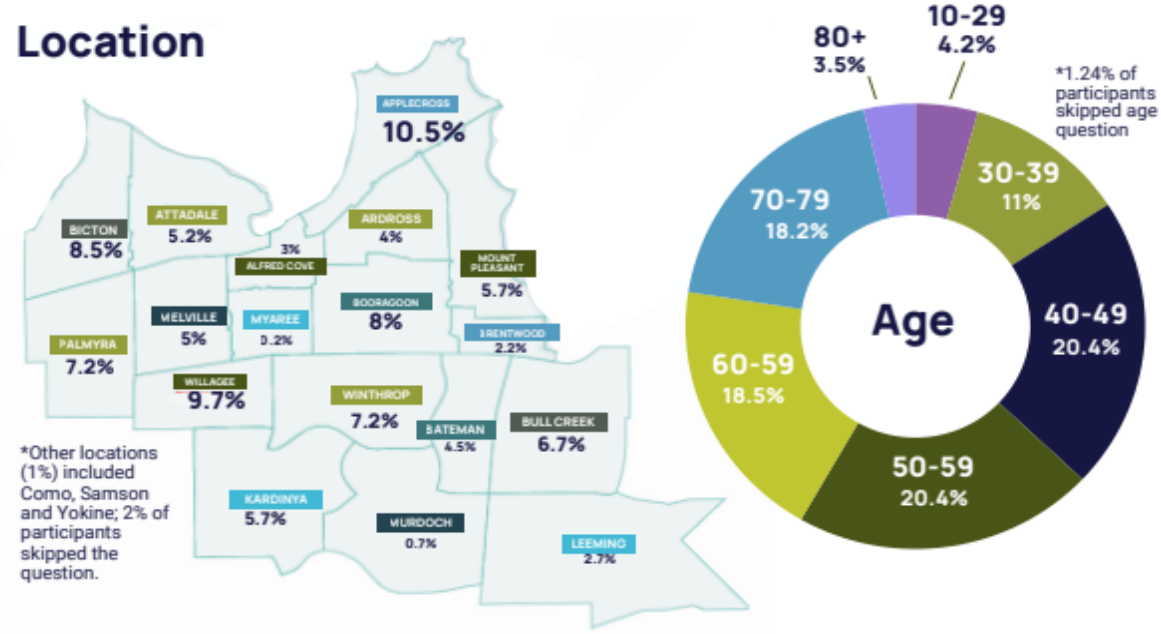
Participation and demographics

The consultation engaged 402 participants who live, work or recreate within the City of Melville.

As the City of Melville is made up of a diverse community, participants were invited to provide demographic information to help ensure a range of perspectives were heard. Throughout the consultation process, participation and demographic trends were actively monitored, and the communications approach was adjusted where required to support broader reach across the community.

The sections below present a breakdown of the demographic information provided during the consultation.





Question by question

Support for the draft Community Safety Technology Roll-out Plan

Question: Overall, how supportive are you of the draft Community Safety Technology Roll-out Plan? Answered: 327 Skipped: 75 Weighted average: 3.74 / 5

Response	Number	%
Strongly unsupportive	81	24.77%
Somewhat unsupportive	12	3.67%
Neutral / unsure	10	3.06%
Somewhat supportive	32	9.79%
Very supportive	**192**	**58.72%**
Total	327	100%

Key insights

- More than two-thirds of respondents (68.5%) support the draft Roll-out Plan, indicating broad community acceptance of the overall approach.
- Very supportive responses dominate (58.7%), suggesting strong confidence among supporters.
- Neutral responses are low (3.1%), indicating most respondents had a clear view once the full proposal was presented.

Importance of improving safety using CCTV

Question: How important is improving safety in public spaces through the use of CCTV technology to you? Answered: 330 Skipped: 72 Weighted average: 3.92 / 5

Response	Number	%
Not important	65	19.7%
Somewhat unimportant	12	3.6%
Neutral / unsure	9	2.7%
Somewhat important	41	12.4%
Very important	**203**	**61.5%**
Total	330	100%

Open-text responses to this question focused primarily on perceptions of safety and risk, rather than implementation detail.

Key insights:

- Nearly 74% of respondents rated improving safety using CCTV as *somewhat or very important*
- However, written comments show that importance does not equal unconditional support
- Many respondents who selected “very important” also expressed concerns about privacy, effectiveness, or implementation
- Overall, participants broadly agree that safety is important, but many distinguish between the importance of safety and the role CCTV should play in achieving it.

Key themes included:

- Safety as a core priority: Many respondents emphasised the importance of feeling safe in public spaces, particularly at night and for vulnerable users such as children, older people and those walking alone.
- CCTV as one of several tools: A number of participants acknowledged safety as important but questioned whether CCTV alone improves safety, noting that lighting, design and physical presence also play a role.
- Effectiveness and proportionality: Some respondents expressed scepticism about whether CCTV delivers measurable safety outcomes or is necessary in areas perceived as already safe.
- Privacy and comfort: Even where safety was rated as important, concerns were raised about privacy and the impact of surveillance on the enjoyment of public and recreational spaces.
- safety and the role CCTV should play in achieving it.

Support for CCTV in public spaces

Question: Do you support the use of CCTV in public spaces to enhance community safety in the City of Melville? Answered: 330 Skipped: 72 Weighted average: 3.85 / 5

Response	Number	%
Not important	76	23%
Somewhat unimportant	14	4.2%
Neutral / unsure	6	1.8%
Somewhat important	22	6.7%
Very important	**212**	**64.2%**
Total	330	100%

Open-text responses to this question focused more strongly on support, opposition and conditions for implementation.

Key insights:

- Approximately 71% of respondents indicated they were *somewhat or very supportive*
- A significant 27% were *somewhat or strongly unsupportive*
- Opposition was largely driven by concerns about surveillance, data use, AI, cost, and lack of evidence
- Support was strongest where CCTV was seen as targeted, monitored, and linked to clear safety outcomes
- Overall, while support for CCTV is relatively high, views are strongly polarised, with conditional support on one side and significant privacy and governance concerns on the other

Key themes included:

- Support linked to deterrence and evidence: Supportive respondents highlighted CCTV's role in deterring antisocial behaviour, supporting investigations and improving safety in known hotspots.
- Conditional support: Many supportive responses were qualified, emphasising the need for targeted locations, clear governance, monitoring and accountability.
- Privacy and surveillance concerns: Opposing responses consistently raised concerns about over-surveillance, data use, AI and facial recognition, and potential misuse of footage.
- Cost and Council role: Some respondents questioned value for money, ongoing operational costs and whether CCTV falls within Council's core responsibilities.
- Alternative approaches: A number of participants suggested complementary or alternative safety measures, such as improved lighting, design-based crime prevention and community-based responses.

Information needed to feel informed about CCTV

Question: What information, if any, would help you feel informed about CCTV and its role in community safety in the City of Melville? Answered: 307 Skipped: 95
*Participants could select all that apply

Information type	Number	%
Why CCTV is being considered or used in public spaces	100	32.6%
Where CCTV may be installed or is currently located	**203**	**66.1%**
How decisions are made about where to install CCTV	160	52.1%
How footage is collected, stored and accessed	**187**	**60.9%**
How privacy and data protection are managed	**157**	**51.1%**
How CCTV effectiveness is monitored or evaluated	**196**	**63.8%**
How the community is informed about CCTV use	149	48.5%
Other	62	20.2%

Key insights:

- Information needs extend well beyond location maps, with effectiveness, privacy and governance identified as critical.
- The highest-rated information needs relate to monitoring effectiveness (63.8%), where CCTV is installed (66.1%), and how footage is managed (60.9%).
- Open-text comments indicate that clear, evidence-based communication is essential to building trust and confidence in any future implementation.

Key themes included:

- Evidence and justification: Requests for crime data, business cases and evidence that CCTV is effective compared with alternative safety measures.
- Privacy and data management: Strong interest in how footage is stored, who can access it, retention periods, and protections against misuse or hacking.
- Decision-making transparency: Questions about how locations are selected and how community input influences decisions.
- Governance and oversight: Concerns about the use of AI, facial recognition and future expansion of surveillance without community consent.
- Alternatives to surveillance: Some respondents asked what non-CCTV options were considered to improve safety.

Policy and Code of Practice

Question: The City has a CCTV Code of Practice in place to guide the responsible use of CCTV and ensure these principles are upheld. Do you have any comments or suggestions regarding how CCTV should be operated and managed?
Answered: 180 Skipped: 222 Open-text responses

Key insight:
While views on CCTV vary, responses show strong agreement on the need for robust operational controls, clear accountability and strong privacy protections to underpin any use of CCTV within the City.

Key themes included:

- Privacy and access controls: Many respondents stressed the need for strict limits on who can access CCTV footage, calling for police-clearance requirements, role-based access and strong protections against misuse or data leaks.
- Transparency and accountability: Requests were made for clear public reporting on CCTV use, including when footage is accessed, how it is used, and mechanisms for auditing and accountability.
- Monitoring and active management: Some respondents questioned the effectiveness of CCTV if footage is not actively monitored or followed up, emphasising the importance of timely response rather than passive surveillance.
- Clear purpose and limits: Feedback highlighted the need for CCTV to be used only for clearly defined community safety purposes, with concerns raised about scope creep or expansion into unrelated compliance or monitoring activities.
- Council role and responsibility: A number of respondents expressed views that CCTV should be managed by trained professionals or external agencies, rather than Council officers.

Question: Do you have any comments or suggestions regarding the City's CCTV Policy, including how it could be strengthened to support transparency, privacy and accountability?
Answered: 149 Skipped: 253 Open-text responses

Key insight:
Feedback indicates a strong expectation that the CCTV Policy act as a robust safeguard, clearly defining limits, protections and accountability mechanisms to prevent misuse and manage future technological change.

Key themes included:

- Stronger and clearer privacy protections: Many respondents called for the CCTV Policy to go beyond minimum compliance requirements, with clearly articulated limits on data collection, retention periods, access controls and use of footage.
- Explicit exclusions and safeguards: There was strong interest in the Policy clearly stating what CCTV will not be used for, particularly in relation to facial recognition, artificial intelligence, behavioural tracking or secondary use of data.
- Transparency and public accountability: Respondents requested stronger transparency measures, including public reporting on CCTV use, regular reviews of the Policy, and clear pathways for complaints or concerns to be raised/addressed.
- Independent oversight and review: Some submissions suggested the inclusion of independent oversight mechanisms, periodic audits, or review by external bodies to ensure compliance and build public trust.

- Future-proofing the Policy: A number of respondents emphasised the importance of ensuring the Policy remains relevant as technology evolves, with clear requirements for community consultation before any expansion or change in CCTV capability.

Preferred duration for mobile CCTV

Question: How long do you think a mobile CCTV unit should remain in one location before being moved? Answered: 272 Skipped: 130

Grouping	**Participation**
Short-term deployment (≤ 1 month)	79 (29.05%)
Medium-term deployment (up to 3 months)	38 (13.97%)
Flexible / longer-term if needed	**84 (30.88%)**
Unsure	**87 (31.99%)**

Key insights

- No single deployment duration dominates, indicating community preference for flexibility rather than fixed timeframes.
    - Nearly one-third of respondents (30.9%) support mobile CCTV remaining longer if necessary, reflecting acceptance where:
    - There is a demonstrated safety need
    - The use is clearly justified and reviewed
- A similarly large proportion (32.0%) were unsure, suggesting:
    - Many respondents are comfortable deferring decisions to evidence, context and professional judgement
    - Clear criteria and communication around deployment decisions will be important

Support for Integrating AI Technology into CCTV Systems

Question: Do you support the City integrating AI technology into its CCTV systems?
Answered: 328 Skipped: 74

Grouping	**Participation**
Supportive (somewhat + very)	208 (63.42%)
Neutral / unsure:	27 (8.23%)
Unsupportive (somewhat + strongly):	93 (28.35%

Key insights

- A clear majority (63.4%) support integrating AI into CCTV, despite strong views on surveillance elsewhere.
- Support is higher where AI is framed as:
    - Improving response times
    - Reducing manual monitoring
    - Operating within existing budgets
- Opposition (28.4%) is consistent with broader concerns about surveillance, data use and privacy, rather than AI-specific functionality.

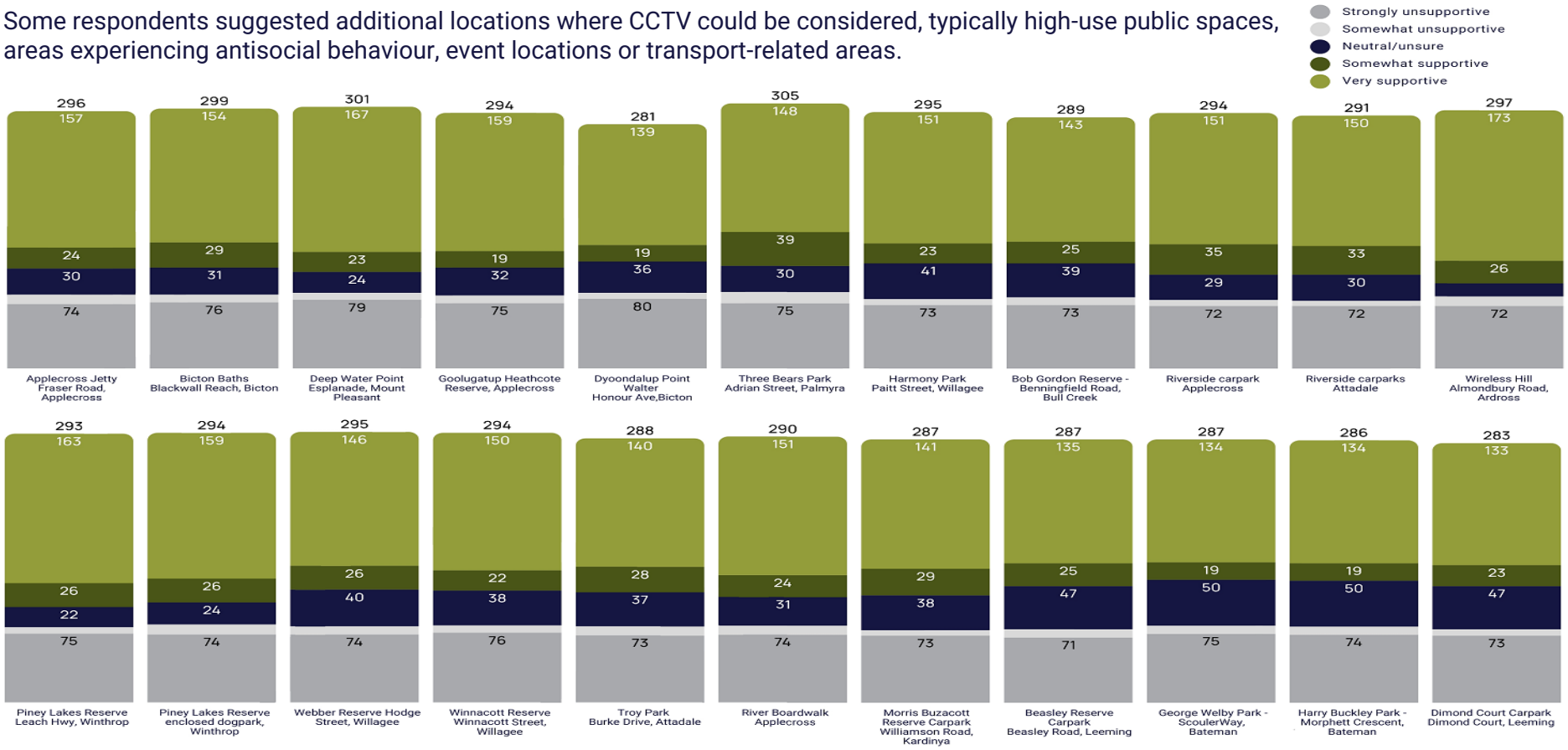
Proposed CCTV locations

How supportive are you of the proposed CCTV camera locations listed below. You can indicate your level of support for each individual location or for all of the locations listed. Answered: 324 Skipped: 78

Key insights:

Across the proposed locations, support levels were broadly consistent. Importantly, respondents who expressed low or no support typically did not support any of the locations listed, suggesting objections were related to the concept of CCTV rather than individual sites. This finding indicates that removing or altering individual locations is unlikely to materially change levels of opposition, while governance, transparency and review mechanisms are more likely to influence overall community confidence.

Some respondents suggested additional locations where CCTV could be considered, typically high-use public spaces, areas experiencing antisocial behaviour, event locations or transport-related areas.



Financial investment in fixed and mobile CCTV

Question: To install fixed CCTV in key public locations, the City will need to invest in new equipment and infrastructure. We want to gauge community support for this financial investment aimed at enhancing safety in public spaces. Answered: 329 Skipped: 73

Grouping	Short-term (2026–27) $340,000	Mid-term (2027–28) $740,000	Long-term (2028-29) $840,000
Supportive (somewhat + very)	177 (57.3%)	176 (58.6%)	187 (58.6%)
Unsupportive (somewhat + strongly)	104 (33.7%)	106 (33.3%)	102 (32.0%)
Neutral / unsure	28 (9.1%)	26 (9.4%)	30 (9.4%)

Key insights

- A clear majority of respondents supported financial investment in fixed CCTV across all three funding horizons (approximately 57-59% supportive).
- Support levels remained relatively stable across short-, mid- and long-term investment scenarios, indicating that increased costs over time did not significantly reduce overall support.
- Around one-third of respondents consistently opposed the investment, with opposition largely driven by:
- Privacy and surveillance concerns
    - Questions about effectiveness
    - Concerns about value for money and long-term operational costs
    - Express principle-based concerns rather than objections linked to the scale of expenditure

Neutral or unsure responses remained low (around 9%), suggesting most participants had a considered view once cost information was provided.

Question: Do you support the City expanding its investment in mobile CCTV units?
Answered: 324 Skipped: 78

Grouping	**Estimated cost:** $300,000 (10 additional mobile units)
Supportive (somewhat + very)	218 (67.29%
Unsupportive (somewhat + strongly)	20 (6.17%
Neutral / unsure	86 (26.55%

Key insights

- Strong majority support for expanding investment in mobile CCTV, with over two-thirds (67.3%) supportive.
- Support for mobile CCTV is higher than support for fixed CCTV investment, reflected in A higher weighted average score (3.68 vs ~3.4) and a lower neutral response rate
- Open-text patterns (consistent with earlier findings) indicate support is driven by:
    - Flexibility and rapid deployment
    - Temporary use in response to events or emerging safety issues
- Perception of lower risk of over-surveillance compared with fixed cameras
- Opposition remains principle-based and aligns with respondents consistently unsupportive of CCTV overall.

Final comments on the draft Roll-out Plan

Question: Please share final comments on the draft Community Safety Technology Roll-out Plan. Answered: 178 Skipped: 224

Open-ended feedback indicates community views are strongly held but largely consistent in theme.

- Supportive comments welcomed a proactive approach to safety, with calls for faster rollout, targeted deployment and clearer performance measures to demonstrate effectiveness.
- Neutral feedback focused on the need for stronger evidence, clearer justification for locations, transparency around costs, and better explanation of governance and monitoring arrangements.
- Unsupportive responses were primarily principle-based, raising concerns about privacy, over-surveillance of public spaces, long-term “function creep” and the role of local government versus police.
- AI integration was the most contentious issue, prompting concerns about bias, misuse, cybersecurity and facial recognition, alongside calls for clear limits, safeguards and human oversight.
- Across all sentiment groups, there was a strong preference for proportional, evidence-based deployment, with many respondents emphasising the importance of MelSafe patrols, lighting and design-based crime prevention alongside any use of CCTV.