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MARKYT 

# Business Scorecard

## 2024

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Prepared for



City of  
**Belmont**

Prepared by



**CATALYSE**  
FUTUR | MARKYT | CULTYR

# Contents

Strategic overview	3
The study	5
Business climate	8
Place and overall perceptions	11
Business sentiment	17
Service area performance	21
Business priorities	26

# Strategic Overview

# Strategic Overview

## Vision



**49**

% agree

22% points above the industry average and up 12% points from 2023

## Place to work or operate a business

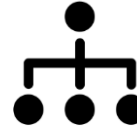


**70**

Performance Index Score

10 Index points above the industry average and on par with 2023

## Governing Organisation



**64**

Performance Index Score

14 Index points above the industry average and on par with 2023

## Value for Money



**59**

Performance Index Score

59 Index points above the industry average and on par with 2023

## Highest scoring service areas

- Freight transport networks
- Waste management
- Business events and networking opportunities

## Stronger performance compared to other councils

- Local roads
- Council's leadership
- Communication
- Shopping area development and activation

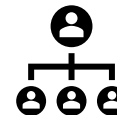
## Priorities



Safety and crime prevention



Parking management



Council's leadership

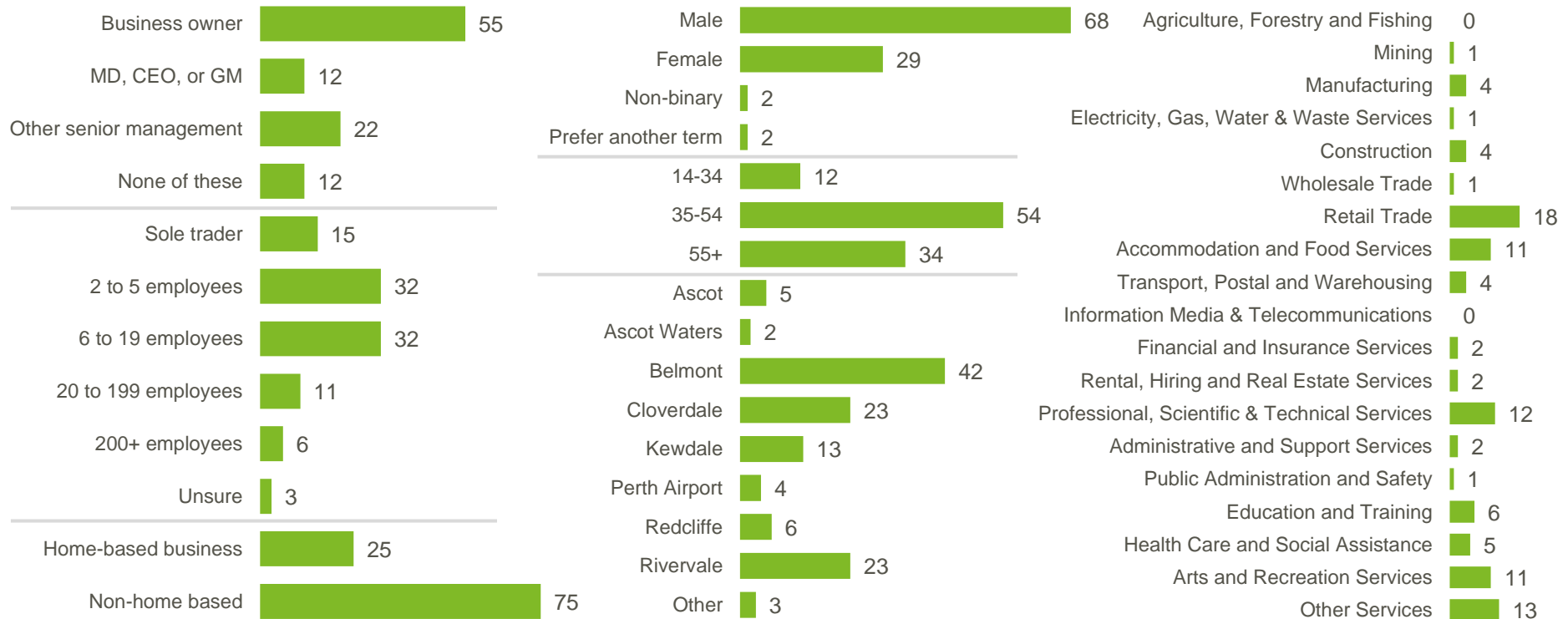
# The study

# The Study

In September 2024, CATALYSE® was engaged to support the City of Belmont with a MARKYT® Business Scorecard.

The study was administered digitally. Email invitations were sent to all businesses in the City’s customer database and the City provided supporting promotions. **93 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.



Please note that 28 respondents did not provide answers for their age, gender, business size and home-based business status.



CATALYSE® has conducted community and/or business perceptions surveys for more than 70 councils across Australia. When comparable questions are asked, we publish high and average scores to enable participating councils to recognise and learn from industry leaders. In this report, average and high scores are calculated from a **subset of councils** that have completed a MARKYT® Business Scorecard or completed a MARKYT® Community Scorecard and invited local businesses to participate, within the **past three years**. The full list of program participants between 2003 and 2024 is provided below.

### Perth Region

City of Armadale  
 Town of Bassendean  
 City of Bayswater  
 City of Belmont  
 Town of Cambridge  
 City of Canning  
 Town of Claremont  
 City of Cockburn  
 Town of Cottesloe  
 Town of East Fremantle  
 City of Fremantle  
 City of Joondalup  
 City of Kalamunda  
 City of Kwinana  
 City of Melville  
 Town of Mosman Park  
 Shire of Mundaring  
 City of Nedlands  
 Shire of Peppermint Grove  
 City of Perth  
 Serpentine-Jarrahdale Shire  
 City of South Perth  
 City of Subiaco  
 City of Swan  
 Town of Victoria Park  
 City of Vincent  
 City of Wanneroo

### Peel Region

Shire of Boddington  
 City of Mandurah  
 Shire of Murray  
 Serpentine-Jarrahdale Shire

### Wheatbelt Region

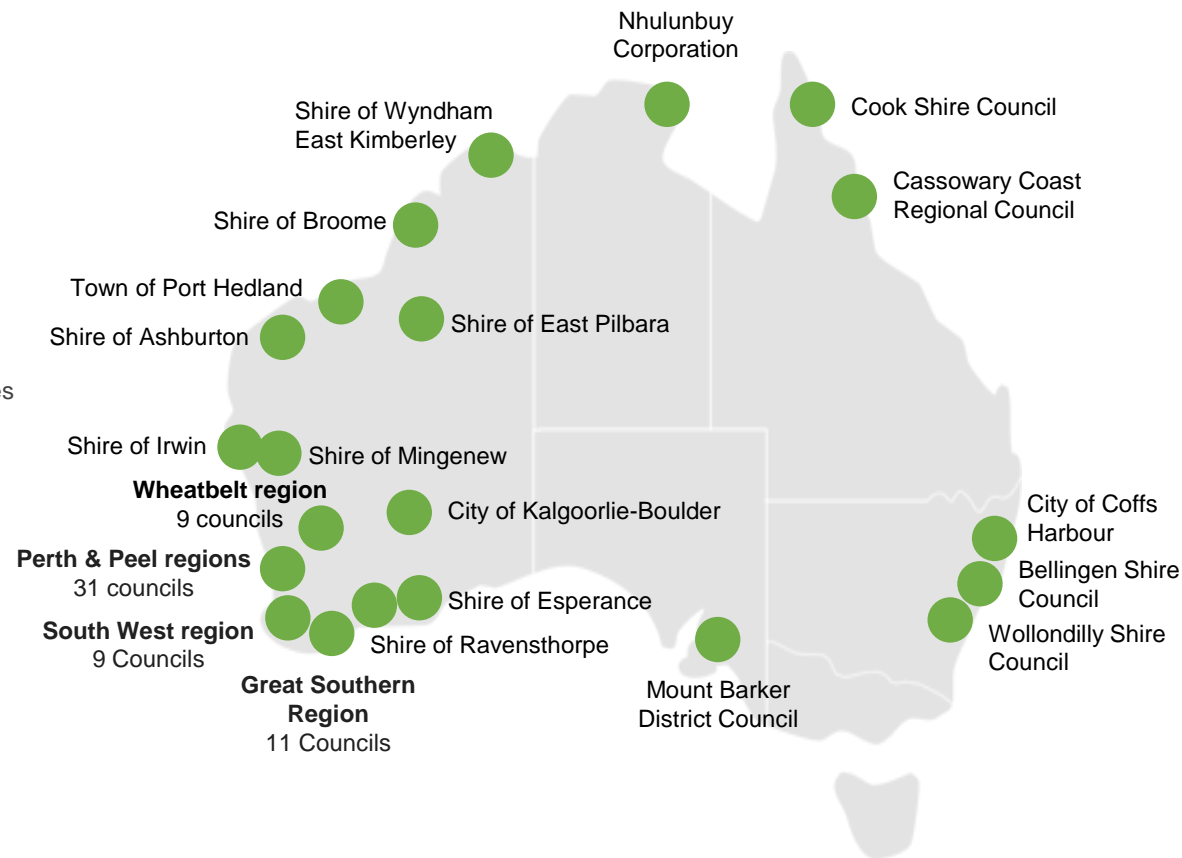
Shire of Chittering  
 Shire of Dandaragan  
 Shire of Gingin  
 Shire of Merredin  
 Shire of Narrogin  
 Shire of Northam  
 Shire of Pingelly  
 Shire of Toodyay  
 Shire of York

### South West Region

Shire of Augusta-Margaret River  
 Shire of Bridgetown-Greenbushes  
 City of Bunbury  
 City of Busselton  
 Shire of Capel  
 Shire of Collie  
 Shire of Dardanup  
 Shire of Donnybrook-Balingup  
 Shire of Harvey

### Great Southern Region

City of Albany  
 Shire of Broomehill-Tambellup  
 Shire of Cranbrook  
 Shire of Denmark  
 Shire of Gnowangerup  
 Shire of Jerramungup  
 Shire of Katanning  
 Shire of Kent  
 Shire of Kojonup  
 Shire of Plantagenet  
 Shire of Woodanilling



Business climate



# Business confidence

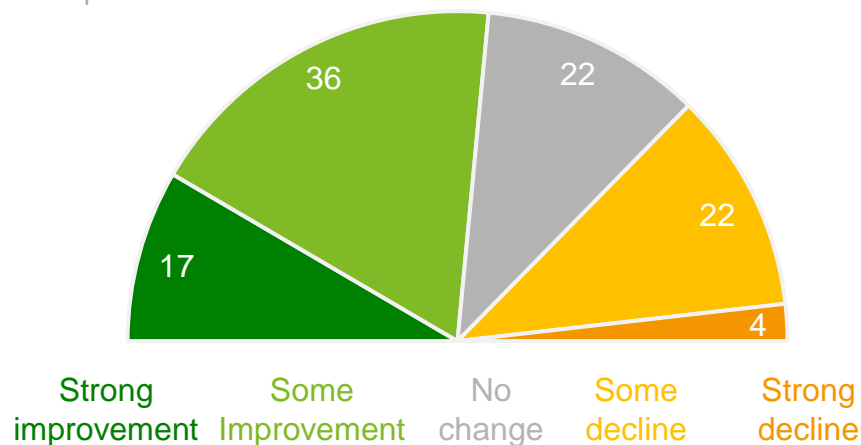
53% of business respondents think their organisation's economic situation will improve over the next 12 months.

A further 22% of respondents expect their economic situation to remain steady.

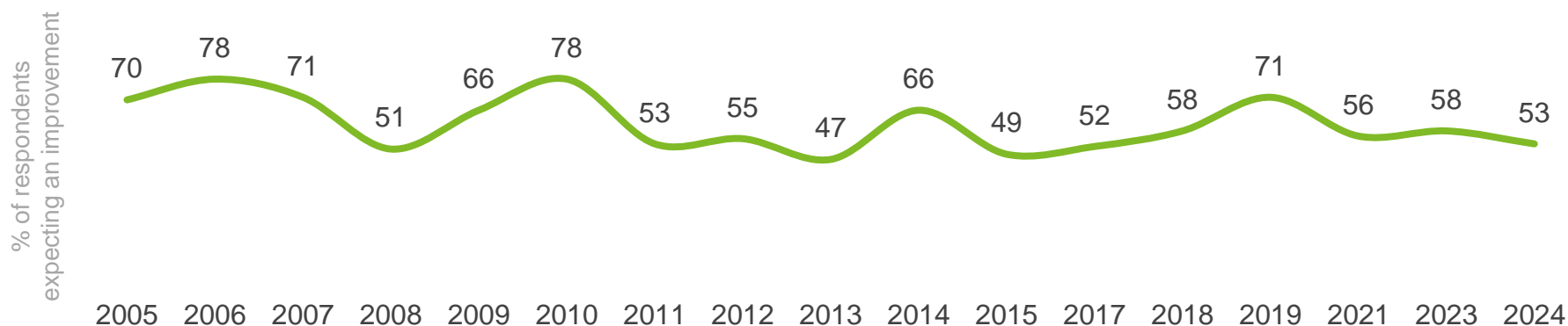
25%^ of respondents think their organisation's economic situation will decline.

## 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 = 83)

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

# Risks or challenges facing local businesses

The top 4 issues facing local businesses overall are:

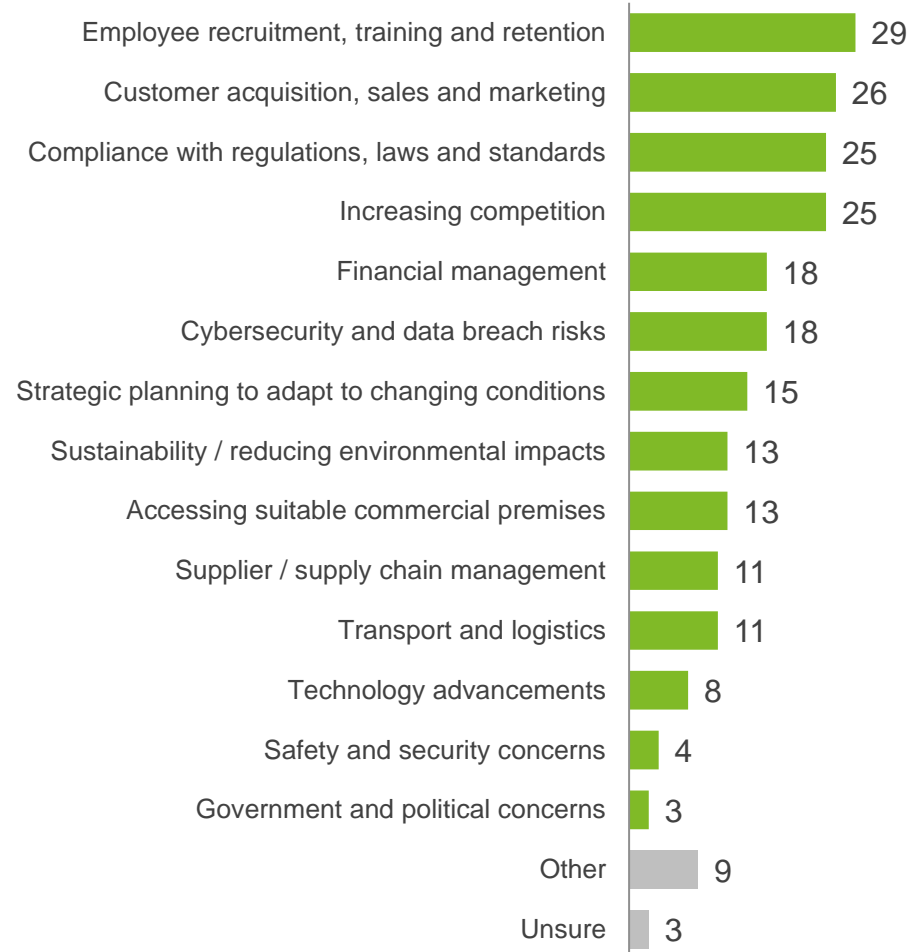
- Employee recruitment, training and retention
- Customer acquisition, sales and marketing
- Compliance with regulations, laws and standards
- Increasing competition

Issues vary by business size:

- Sole traders are mostly concerned with customer acquisition and financial management.
- Small businesses are mostly concerned with compliance and increasing competition.
- Larger businesses are mostly concerned with sustainability and reducing environmental impacts.

## Issues or challenges facing businesses

% of respondents

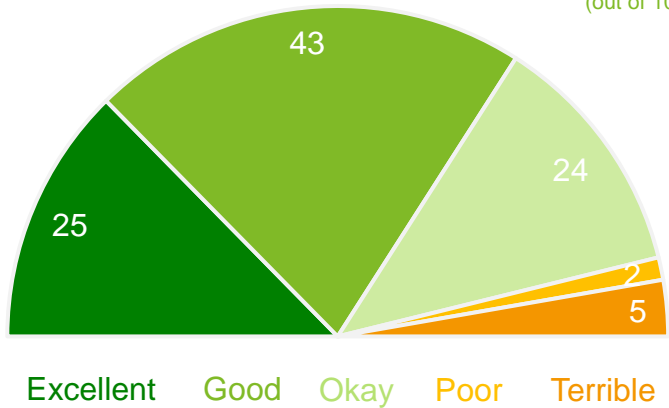


Place and overall perceptions

# Area to own or operate a business

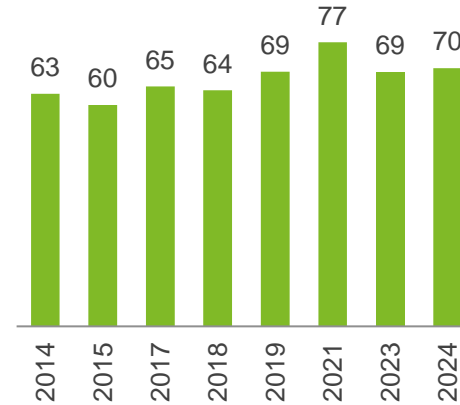
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Belmont	70
Industry High	70
Industry Average	60

## 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 employees	6 to 19 employees	20+ employees	Home-based	Male	Female	14-34	35-54	55+	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
70	67	73	78	69	70	66	75	65	83	50	70	76	72	68	72	71

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 91).

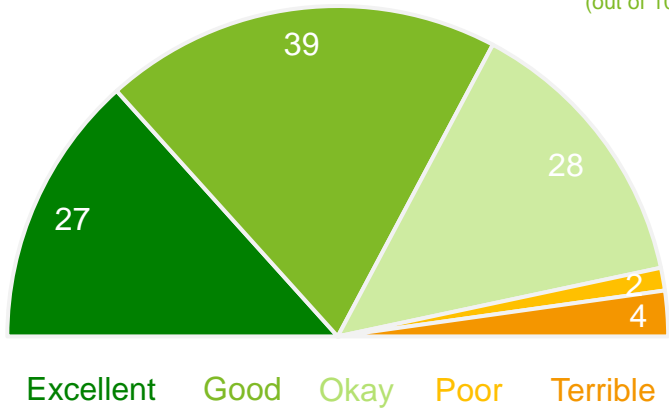
\* Positive rating = Excellent + Good + Okay ^ +/-1% variance due to rounding to zero decimal places

Trend analysis 2011 to 2023: Place to work or operate a business

# Area to work

## Performance ratings

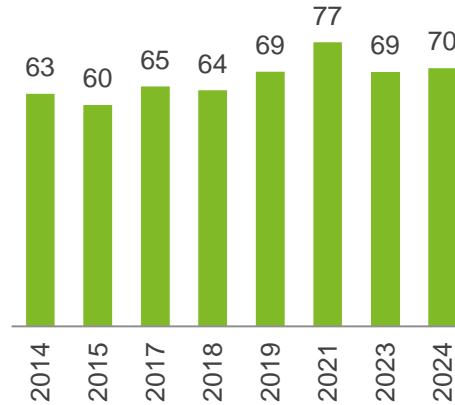
% of respondents



## Trend Analysis

Performance Index Score

NB: Historical scores for place to work or operate a business



## MARKYT Industry Standards

Performance Index Score



City of Belmont	70
Industry High	73
Industry Average	68

## 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 employees	6 to 19 employees	20+ employees	Home-based	Male	Female	14-34	35-54	55+	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
70	67	72	80	69	70	61	77	67	80	47	70	77	73	72	69	69

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 90).

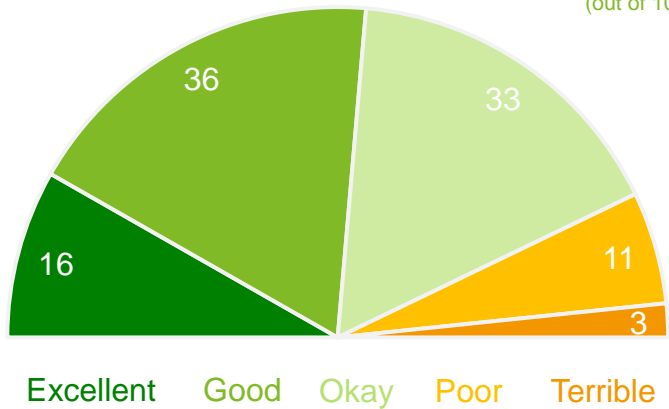
\* Positive rating = Excellent + Good + Okay ^ +/-1% variance due to rounding to zero decimal places

Trend analysis 2011 to 2023: Place to work or operate a business

# Place to visit

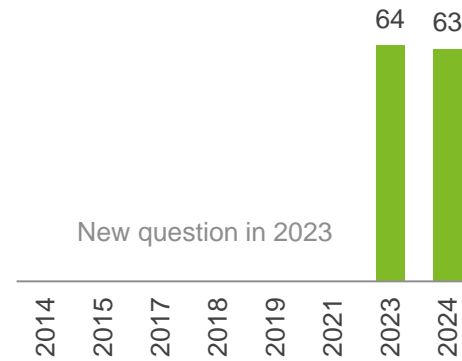
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Belmont	63
Industry High	90
Industry Average	68

## 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 employees	6 to 19 employees	20+ employees	Home-based	Male	Female	14-34	35-54	55+	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
63	63	64	70	64	58	50	69	57	72	38	59	72	62	61	65	63

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

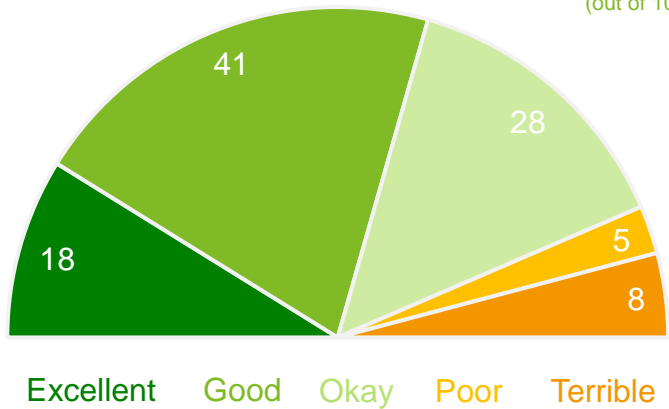
Base: All respondents, excludes 'unsure' and 'no response' (n = 91)

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

# Governing organisation

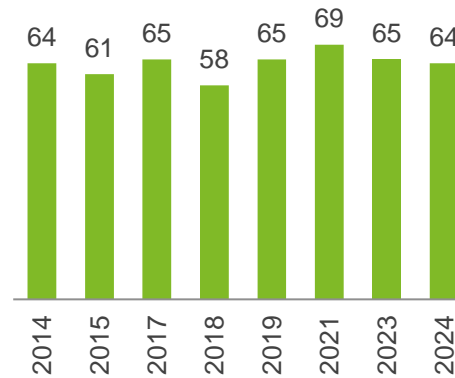
## Performance ratings

% of respondents



## Trend Analysis

Performance Index Score



## MARKYT Industry Standards

Performance Index Score



City of Belmont	64
Industry High	69
Industry Average	50

## 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 employees	6 to 19 employees	20+ employees	Home-based	Male	Female	14-34	35-54	55+	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
64	62	65	78	69	60	45	75	60	75	46	62	73	65	62	70	65

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

Base: All respondents, excludes 'unsure' and 'no response' (n = 85)

\* Positive rating = Excellent + Good + Okay



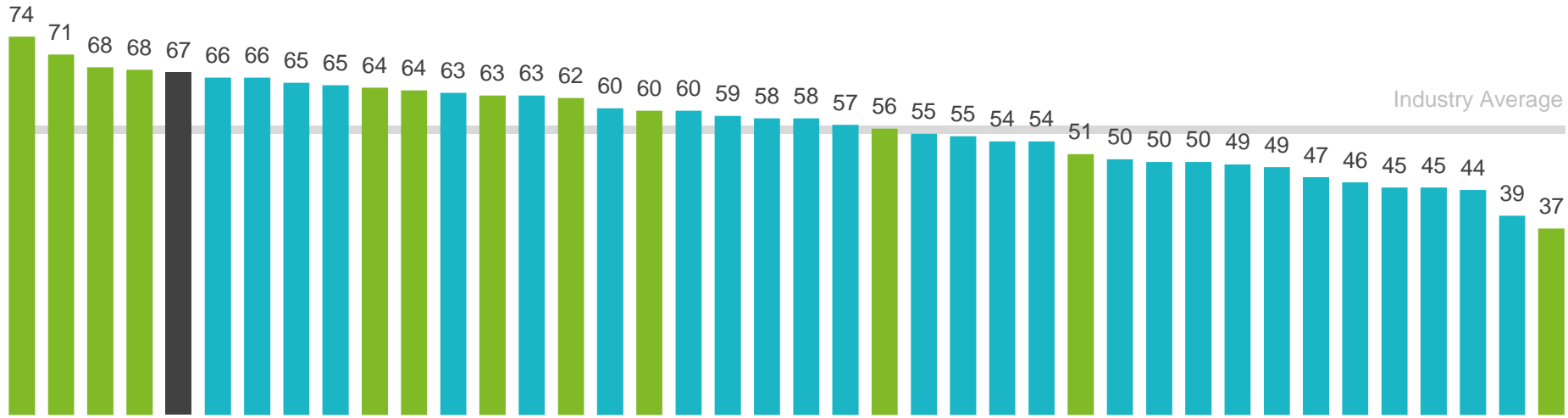
# Overall performance | industry comparisons

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, 10 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	57

Business sentiment

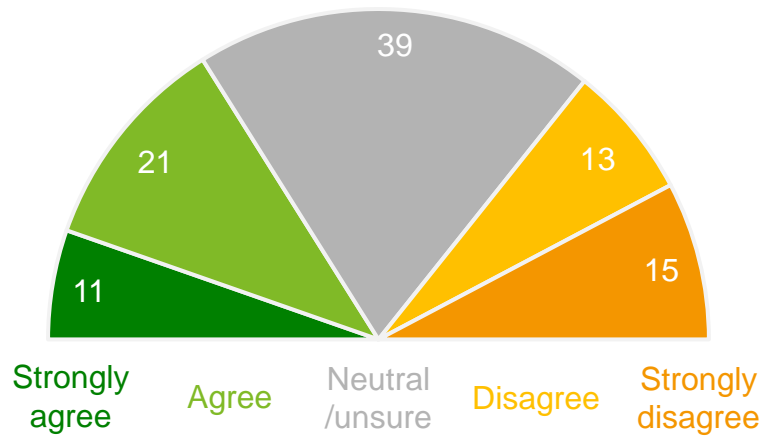
# Support offered by the City of Belmont is relevant to my business

## Level of agreement

% of respondents

32%

% agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Belmont	32
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 employees	6 to 19 employees	20+ employees	Home-based	Male	Female	14-34	35-54	55+	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
32	28	41	30	45	14	18	31	23	32	25	24	32	36	29	31	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 = 84).

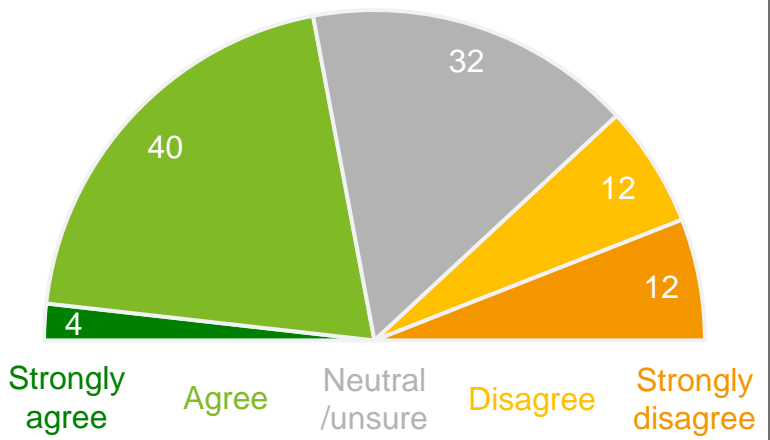
# The City of Belmont has a good understanding of issues and challenges facing business

## Level of agreement

% of respondents

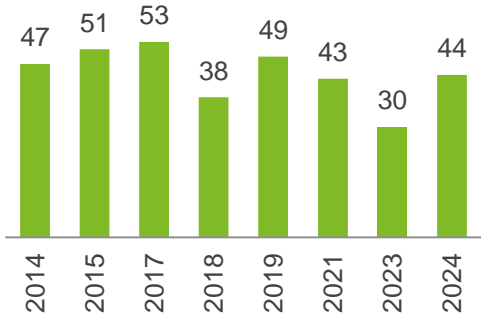
44%

% agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Belmont	44
Industry High	44

Industry Average 35

## 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 employees	6 to 19 employees	20+ employees	Home-based	Male	Female	14-34	35-54	55+	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
44	43	45	60	50	29	36	56	37	53	0	41	55	50	41	48	35

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 = 84).

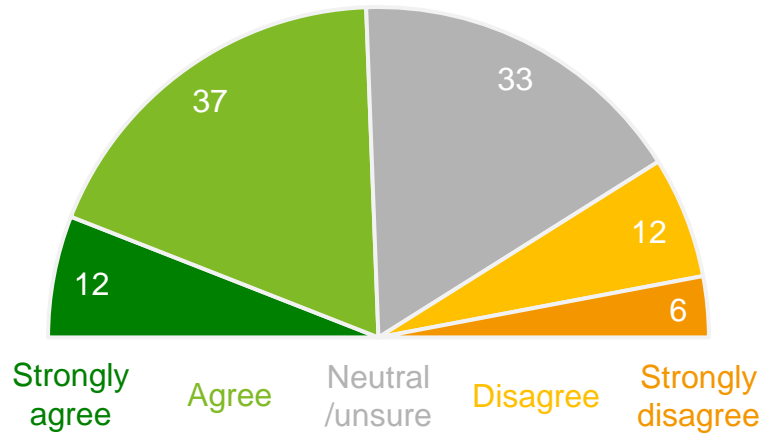
# The City has developed and communicated a clear vision for the area

## Level of agreement

% of respondents

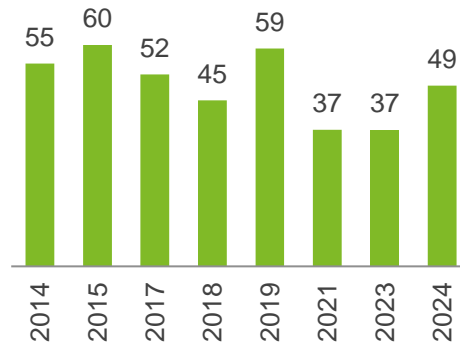


% agree



## Trend Analysis

% agree



## MARKYT Industry Standards

% agree



City of Belmont	49
Industry High	56
Industry Average	27

## 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 employees	6 to 19 employees	20+ employees	Home-based	Male	Female	14-34	35-54	55+	Ascot / Redcliffe / Perth Airport	Belmont	Cloverdale / Kewdale	Rivervale
49	43	52	60	60	38	36	69	44	58	38	47	55	43	47	48	55

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 = 84).

Service area performance

# Civic leadership measures

## Performance ratings

% of respondents

Excellent Good Okay Poor Terrible



## 10-year trend analysis

Performance Index Score / 100

14 15 17 18 19 21 24 Trend

14	15	17	18	19	21	24	Trend
57	56	57	50	56	57	59	▲
NA	NA	NA	NA	NA	NA	52	-
54	53	55	46	54	51	50	=
51	50	56	52	60	54	57	▲
NA	NA	NA	NA	NA	58	51	▼
NA	NA	NA	NA	NA	NA	58	-
55	51	47	42	52	60	58	=

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## Industry Standards

Performance Index Score / 100

City of Belmont Industry Average Industry High

City of Belmont	Industry Average	Industry High
59	43	61
52	40	60
50	38	52
57	42	61
51	52	62
58	46	62
59	39	59

Q. How would you rate performance in the following areas?

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

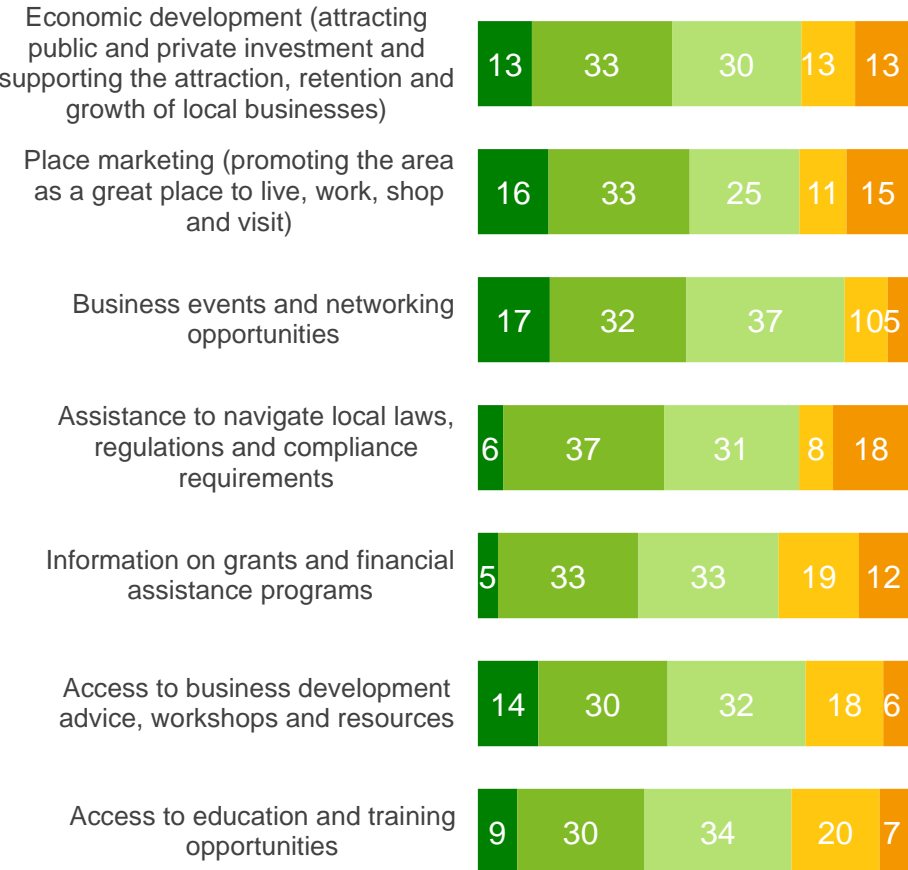


# Prosperity measures

## Performance ratings

% of respondents

Excellent Good Okay Poor Terrible



## 10-year trend analysis

Performance Index Score / 100

14 15 17 18 19 21 24 Trend

14	15	17	18	19	21	24	Trend
53	53	57	46	57	60	55	▼
57	58	62	52	60	62	56	▼
NA	NA	NA	NA	NA	57	61	▲
NA	NA	NA	NA	NA	NA	51	-
NA	NA	NA	NA	NA	NA	50	-
NA	NA	NA	NA	NA	NA	57	-
NA	NA	NA	NA	NA	50	53	=



## Industry Standards

Performance Index Score / 100

City of Belmont Industry Average Industry High

City of Belmont	Industry Average	Industry High
55	45	59
56	51	56
61	57	61
51	NA	NA
50	NA	NA
57	NA	NA
53	47	64

Q. How would you rate performance in the following areas?

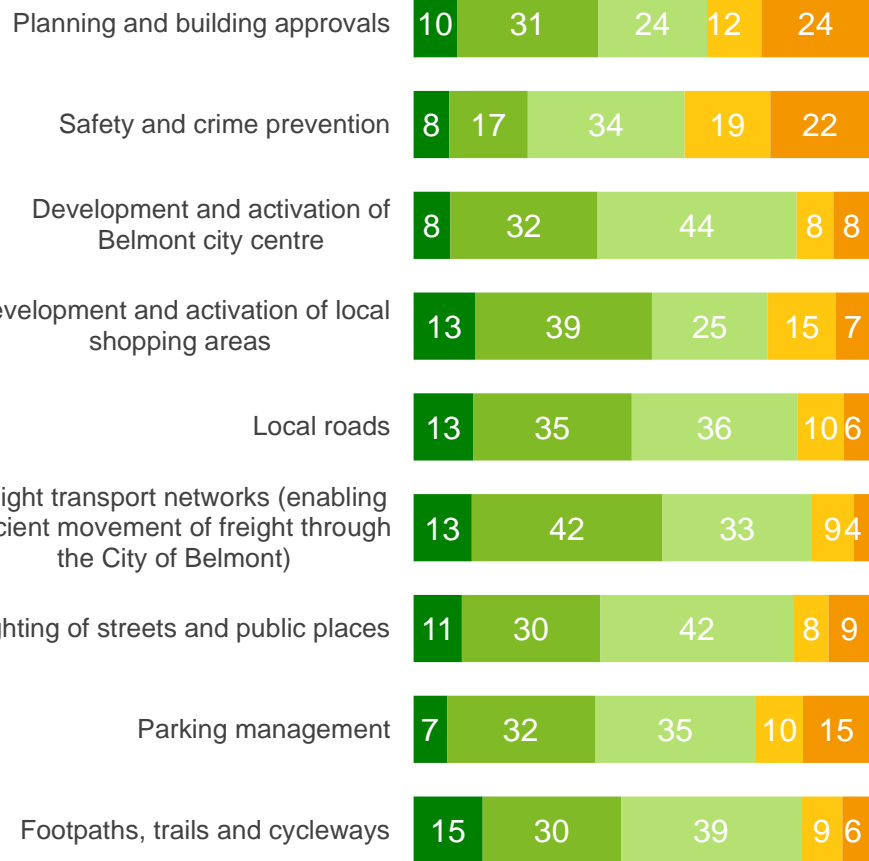
Base: All respondents, excludes 'unsure' and 'no response' (n = varies)

# Place measures

## Performance ratings

% of respondents

Excellent Good Okay Poor Terrible



## 10-year trend analysis

Performance Index Score / 100

	14	15	17	18	19	21	24	Trend
Planning and building approvals	NA	NA	56	46	53	54	48	▼
Safety and crime prevention	54	52	53	43	56	56	43	▼
Development and activation of Belmont city centre	NA	NA	NA	NA	NA	NA	56	-
Development and activation of local shopping areas	NA	NA	NA	63	72	67	59	▼
Local roads	63	58	69	63	69	63	60	▼
Freight transport networks (enabling efficient movement of freight through the City of Belmont)	NA	NA	NA	NA	65	64	63	=
Lighting of streets and public places	62	60	61	59	65	61	56	▼
Parking management	56	56	58	55	64	55	52	▼
Footpaths, trails and cycleways	63	59	64	62	66	64	60	▼



## Industry Standards

Performance Index Score / 100

City of Belmont Industry Average Industry High

City of Belmont	Industry Average	Industry High
48	40	57
43	44	66
56	45	62
59	44	62
60	43	69
63	NA	NA
56	50	65
52	47	57
60	49	66

Q. How would you rate performance in the following areas?

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



# Planet measures

## Performance ratings

% of respondents

Excellent Good Okay Poor Terrible

Efforts to promote and adopt sustainable practices



Waste management



Environmental health management  
(noise, pests, pollution, food inspections, etc)



## 10-year trend analysis

Performance Index Score / 100

14	15	17	18	19	21	24	Trend
NA	NA	NA	NA	NA	53	60	▲
66	65	71	64	66	66	62	▼
61	56	61	60	62	60	54	▼

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## Industry Standards

Performance Index Score / 100

City of Belmont	Industry Average	Industry High
60	49	62
62	57	68
54	53	66



Q. How would you rate performance in the following areas?

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

# Business Priorities

# Safety and security

Business respondents were mostly concerned with safety and security. They would like improved lighting, security and surveillance measures to make the area feel safer and more appealing for customers.

*“Providing a safe community for the city. Regular patrolling of security officers on the roads.”*

*“There is a lot of crime and antisocial behaviour. Understand it happens in every area but it seems nothing is done about it due to political correctness.”*

*“Work with the law enforcement to create a safer environment for people in general - and not have our customers to think that Belmont forum area is dodgy and unsafe. The visible presence of drunks, homeless people, drug addicts, and beggars that hover around the traffic lights, create that impression of Belmont area being dodgy.”*

*“The increased focus on addressing anti-social behaviour is crucial, as it is having a significant negative impact on customers' sense of safety. Incidents such as finding used needles behind the venue, vandalism within the business, and break-ins involving customer vehicles have raised serious concerns. As a result, many customers are feeling unsafe and are opting to visit other locations that offer a more secure environment. It is essential to take measures to address these issues to maintain customer confidence and ensure a safe and welcoming atmosphere for everyone.”*

*“The safety in Belmont is terrible. Our business has used our cameras to report a lot of crime and still nothing changes. People are scared to shop here especially at night. Nothing gets done and all your CCTV you put around prevents nothing.”*

*“The street lighting in Rivervale is a complete joke. The streets on some nights is best lit up from the light coming off the moon. Crime flourishes in dark areas. An adequate, future proof upgrade with CCTV would be a quality investment for the security and safety for the neighbourhood.”*

*“Improving local safety would boost appeal to customers and foster a greater sense of community. Many streets in the city of Belmont are poorly lit or not lit at all which increases fears for personal safety, discourages potential interactions in the community (e.g. too dark to take a walk with dogs or family when the sun sets earlier in cooler months and creates more areas for accidents or incidents where visibility is poor). Many systematic reviews in scientific literature have shown a reduction in crime due to increasing street lighting. I believe the City of Belmont is the perfect place to implement this because of its great potential as a thriving community. A trial could be held in select areas and observed over a period of months to see the effect.”*

*“It's a crime riddled [removed] hole fuelled by a corrupt shire. Turning into [removed].”*

*“Cooperation with consultants, adoption of technology and coordination with nearby primary and high schools and CCTV camera.”*

*“Focus and consult feet on the street look at the social issues in Belmont with the [sensitive remark removed] for a start this is driving people away.”*



# Leadership, governance and communications

Respondents offered compliments, and constructive feedback to continue to strengthen leadership such as hosting more forums with talks from thought leaders and hosting more think tanks, issuing welcome packs to new businesses to promote other businesses in the area, and following up on strategic development goals.

*“Excellent and friendly Mayors and [name removed] is amazing at organising events and comms on what is happening.”*

*“Follow their strategic development goals. Think tanks for different business groups. Not have one person deciding on an issue.*

*Innovative thought and industry leaders and business leaders forum to host functions at the City office.*

*We are not sure if you still do this but when new people moved to the area you used to give out information on local businesses and we used to get a lot of work from this. It was a folder with leaflets/ business names of local companies.*

Others were concerned with bureaucracy, customer service, value for money and a lack of consultation.

*“Remove red tape.”*

*“Adopt more of a user friendly attitude and address the bureaucratic bludger situation, in short inform businesses of rules & regulations instead of hiding them.”*

*“Follow up on emails from local businesses no matter their size.”*

*“Getting on with the jobs they say they will do 20 years still no underground power that they said they would do. Less glossy papers less staff more productivity the labour budget kills all the rates.”*

*“Our rates are about \$25,000 - this is an extraordinary amount of money when considering the services we get from the Council (less than the typical household whose rates are 10% of what we pay). I am sure there are some services like verge collection/bulk bins, schedule security patrols and verge tree maintenance that would only have a marginal cost for the council but make business and commercial property owners feel they are getting better value.”*

*“Having been a business owner for 40 years in Belmont, I have not seen any consultation with business or my business since [name removed] left City of Belmont. Place making seems to be inconsistent.”*

# Business support

While some feel the City is on the right track and delivering excellent support, others would like more or better support. Suggestions include more marketing training, more opportunities to promote their business, less red tape for home businesses, improved engagement with Councillors to inform their decisions, and offering a discount or incentives program for local workers to help local businesses to attract and retain staff.

*“The council is on the right track. As a brand new business I've found very positive reinforcement of my business and provided information to access the economic business development team which I will be utilising to grow my business in Belmont.”*

*“Marketing training for businesses.”*

*“Enhanced marketing promoting to use local businesses.”*

*“Better promotion of local business and networking to provide better services to those who live locally.”*

*“Employ companies that are in the area, not the companies that used to be in the area and nor having workshops.”*

*“Supporting individual local business rather than franchises. Funding to help small local business get what they need to operate successfully. Support to find work or advertise work specifically for local businesses.”*

*“Our application to host up to two staff members in our home-based business was successful, although the criteria you used to make that determination was not exactly transparent. Home-based businesses are likely to grow in number given IT improvements and increased connectivity - and Belmont has significant advantages in this area that could be capitalised on. Do such businesses cause any significant detriment to existing residents? The only factor that could cause issues is parking. Can this be dealt with by conditions, rather than a refusal? Could this be built into your policy?”*

*“The sheer volume of information received by the Council and its Councillors means that there is often a false narrative created around issues which are up for decisions at council meetings. It is very distressing to have to sit and listen to your case be completely misrepresented and then have to wait another month or two to “ask questions” in an effort to provide information on decisions which been made because decisionmakers have erred in their assumptions. Particularly non-profit community groups. We don't volunteer our time to be treated like we are trying to steal money from the Council, or provide community services for our own benefit. None of us are trying to create an empire and defraud, although we are often left feeling that the Council thinks of us that way. This leads to burnout and turnover of volunteers. The Council should be providing more assistance to volunteers who provide ongoing services, and less to fancy one-off events which cost a fortune, and largely benefit individuals from outside the City, and do not provide sustained benefit to the area.”*

*“Discounts to employees working in the area to gyms etc.”*



# Parking and walkability

Several concerns were raised with parking ranging from availability of parking for customers to difficulties finding parking for mobile businesses that tow a trailer.

*“Continue the focus on parking availability for customers and visitors.”*

*“People take up all the parking to catch buses. Customers and staff can’t not even park hahahahaa.”*

*“More kerb side parking spaces are required along Robinson Ave between Camden St / Wynyard St.”*

*“As a mobile business that tows a trailer, I find it difficult to service some clients without breaching parking regulations.”*

*“Focus on rental properties (commercial interest) compliance to maintaining property maintenance e.g. unmaintained trees overgrowing neighbouring properties, rental properties parking and blocking driver vision, restricting road access.”*

Others would like local amenities and aesthetics improved to make the area more attractive and appealing for customers and workers, with nicer, shaded streetscapes to encourage people to ride or walk around the area.

*“Street scape improvement.”*

*“Walkways, shade, bicycle paths for employees to ride/walk to work or walk at lunchtime for exercise.”*

*“Improving the streetscapes and making Belmont a nicer place to visit for customers and visitors. Making it green and inviting, more trees and gardens, more parks and green spaces for workers to have lunch in. make it safe and nice area.”*

Some discussed the need to focus on reducing car dependency.

*“I would like to see a focus on integrating residential and commercial zoning, in a way that reduces car dependence and promotes community relationships between businesses and the general public. Low-intrusion businesses such as small corner stores could greatly enrich the community if they were more widely dispersed away from shopping strips, which would help retain public spending.”*

# Other suggestions

## Other suggestions related to education, sustainability, road design and marine facilities.

*“Education and high school rankings play a critical role in sustaining a growing economy. We cannot ensure long-term economic success if our younger generation is not properly equipped, trained, and educated. While our economy is currently experiencing rapid growth due to factors such as our central location and thriving mining industry, we face challenges in attracting and retaining white-collar professionals. Many are compelled to move to better suburbs for higher-quality education for their children, contributing to a growing brain drain. Therefore, to sustain a strong city, we need to focus on improving the quality of schools, not just on business development.”*

*“Sustainable waste mgt, recycling wood etc options.”*

*“I am a support worker. I have some clients in Kewdale and Rivervale. I would like to voice out the needs to have round about in Abernathy Road (Kew St, Keane St or Gabriel St) since this road is always busy and it will be the safest way to merge on the road. Thank you City of Belmont for doing your best for the benefits of your people.”*

*“Development of Abernathy boat ramp from unsealed to a sealed boat ramp.”*

*“Improve the Belmont boat ramp. Install shower facilities at the ramp.”*

*“You could set up a go-fund-me page for [name removed] so he can retire and buy a nice boat to take the Councillors and staff over to Rottnest for weekends away :)”*



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