

# Western Australian Community Resource Network (WACRN) Stakeholder Research

**DPIRD**

28<sup>th</sup> January 2022

Prepared by Painted Dog Research



# Executive Summary

## Aims & Methodology

The overall strategic aim of this research was to understand the value provided by CRCs to Stakeholders in order to optimise the services delivered. To achieve this, an online survey was conducted with Stakeholders from September 22 to October 31, 2021.

Each CRC and Local Government Authority (LGA) with a CRC within their boundary was invited by DPIRD to provide a list of all Stakeholders that interact or partner with the CRC. DPIRD then compiled these lists into one list of Stakeholders for Painted Dog to contact for the research. DPIRD suggested to the CRCs and LGAs that they inform Stakeholders that Painted Dog Research would be in touch with them.

Survey invitations were then sent by Painted Dog via email to all Stakeholders. Stakeholders each received a unique survey link that could only be used once. A few weeks after the survey launch, an email reminder was sent to those that had not yet completed the survey.

A few days after the email reminder was sent out, a CATI (Computer Assisted Telephone Interview) approach was launched to call Stakeholders that had not yet completed the survey, and to provide an option to complete the survey over the phone. Stakeholders were still able to complete the survey online during this time. Stakeholder contacts from Shires and for CRCs with low response rates were prioritised.

At the end of fieldwork, poor quality responses were removed to ensure the final total sample only included high quality responses. A total of n=513 responses was achieved.

## Research Findings

### Relationship with CRCs

CRCs interact with Stakeholders from a range of organisations – Local Community Groups top the list (27%) followed by Local Government Authorities (18%) and Private Businesses (14%). More than 8 in 10 Stakeholders interact with the CRC on behalf of an organisation and about 2 in 5 (39%) Stakeholders interact with CRCs at least once a week. Collaborating with or running events with a CRC are the top reasons for Stakeholders working with CRCs (59% and 53% respectively).

### Satisfaction and Overall Experience with CRCs

Satisfaction is strong among all Stakeholders – almost 9 in 10 (89%) are extremely satisfied and only 2% are dissatisfied. Stakeholders are also highly satisfied with how CRCs perform across different areas of performance. For all areas of performance, over 9 in 10 Stakeholders (between 93% to 98%) rate CRCs' performance as good or excellent. The helpfulness of staff and responding in a timely manner are the strongest areas of performance (both rated 'good' or 'excellent' by 98% of Stakeholders).

High quality service, and good communication and engagement with Stakeholders are strong drivers of satisfaction. Positive experiences in these areas are the most frequently cited reasons for satisfaction among satisfied Stakeholders. In contrast, those that are not satisfied mainly attribute their dissatisfaction to poor engagement and service (however, only n=9 Stakeholders were dissatisfied).

### General Attitudes Towards CRCs

Stakeholders perceive CRCs as highly valuable to their organisation and the community. Over 8 in 10 (86%) Stakeholders strongly agree that CRCs provide them or their organisation with useful services and around 9 in 10 (94%) strongly agree that CRCs provide useful services to the community. Beyond just the services they provide, Stakeholders see the most value in CRCs filling gaps that others cannot in regional communities, and being a central community hub where any community member can come to access lots of different services.

# Background & Approach



# Background

The Western Australian Community Resource Network (WACRN) is a network of over 100 rural, remote and regional Community Resource Centres (CRCs). CRCs are not-for-profit organisations that are independently owned and operated by their local communities.

The Department of Primary Industries and Regional Development (DPIRD), contracts CRCs to provide access to government and community services and information, and undertake community, business and economic development activities.

The research needed to include two target audiences:

1. Stakeholders – Those partnering or working with CRCs on a regular basis
2. Customers - General public (locals and visitors) and local businesses that have visited or used CRCs within the last 12 months

This document outlines the results of the research undertaken with **Stakeholders**.



# Strategic Aim & Objectives

The overall strategic aim of the research is:

**“ To understand the value provided by CRCs to Stakeholders in order to optimise the services delivered.**

The following research objectives were addressed to deliver on the strategic aim:

- Determine the nature of Stakeholders' relationships with CRCs, including why Stakeholders partner with CRCs and how frequently they interact
- Measure overall satisfaction with CRCs and performance on specific aspects of the service
- Measure perceptions of CRCs and their perceived importance to Stakeholders, including the value provided to the community
- Explore additional ways CRCs can assist Stakeholders and continue to provide value



# Methodology

To facilitate this research, an online survey was conducted with Stakeholders from September 22 to October 31, 2021.

## **Stakeholder Lists**

- Each CRC and Local Government Authority (LGA) with a CRC within their boundary was invited by DPIRD to provide a list of all Stakeholders that interact or partner with the CRC
- DPIRD suggested to the CRCs and LGAs that they inform Stakeholders that Painted Dog Research would be in touch with them
- DPIRD then compiled these lists into one list of Stakeholders for Painted Dog to contact for the research

## **Email Send Out**

- Survey invitations were sent by Painted Dog via email to all Stakeholders. Stakeholders each received a unique survey link that could only be used once
- A few weeks after the survey launch, an email reminder was sent to those that had not yet completed the survey

## **CATI Follow-ups**

- A few days after the email reminder was sent out, a CATI (Computer Assisted Telephone Interview) approach was launched to call Stakeholders that had not yet completed the survey, and provide an option to complete the survey over the phone
- Stakeholders were still able to complete the survey online during this time
- Stakeholder contacts from Shires, and for CRCs with a low response rate were prioritised

At the end of fieldwork, poor quality responses were removed to ensure the final total sample only included high quality responses. A total of n=513 responses was achieved.

# Analytical Notes



Throughout the report, stars denote significant differences between subgroups. A filled in star (★) denotes a significantly higher result and an empty star denotes a significantly lower result (☆). These results have been tested at the 95% confidence interval.



All figures are in percentages unless otherwise indicated.



Some figures may add up to 99 or 101 due to rounding.



Any qualitative responses are graded on a scale from ●●●●● indicating a sentiment was held by practically all respondents to ● indicating a sentiment was held by a small minority.

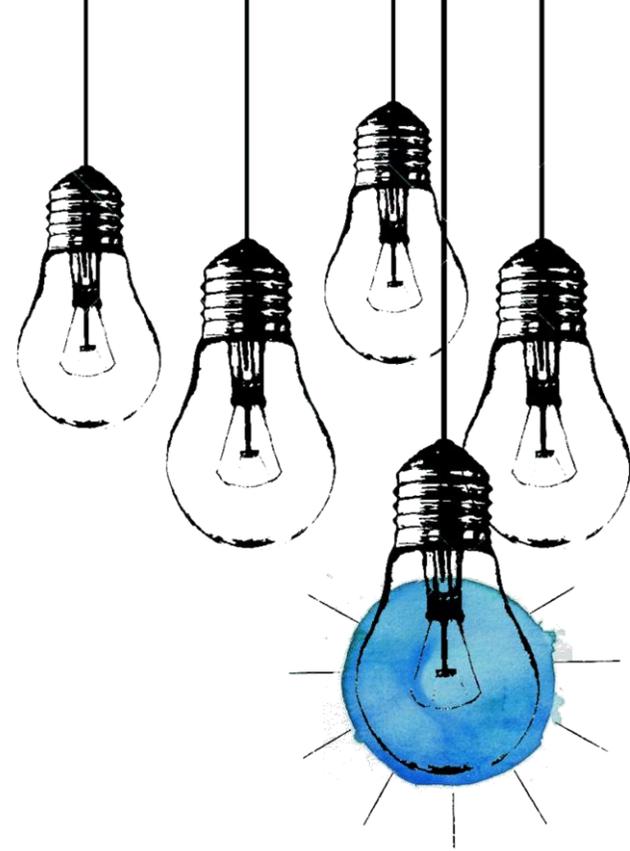


Based on the number of contacts provided and the sample achieved, the margin of error is +/- 3.67% which is well below the OAG's requirements of +/- 5%.



# Relationship with CRCs





Most Stakeholders are from a local community group or LGA, with the majority interacting with CRCs on behalf of an organisation.

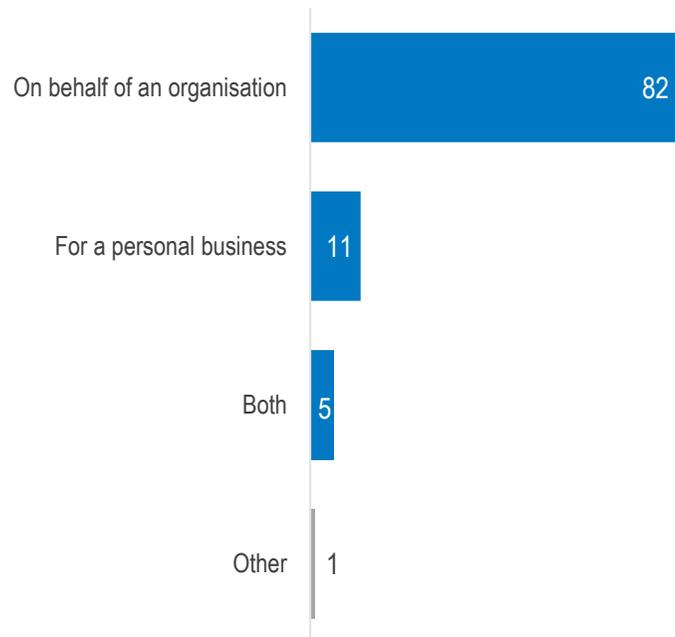
# CRCs interact with Stakeholders from a range of organisations.

Local Community Groups top the list, followed by Local Government Authorities.



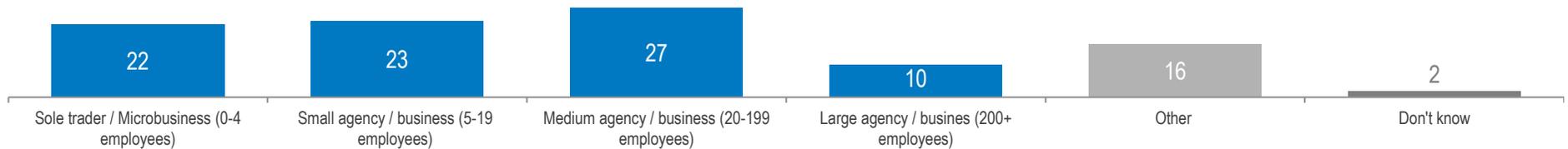
More than 8 in 10 interact with the CRC on behalf of an organisation.

Only 1 in 10 Stakeholders interact with CRCs for their own personal business, while 5% indicated working with a CRC for both personal business and on behalf of an organisation.



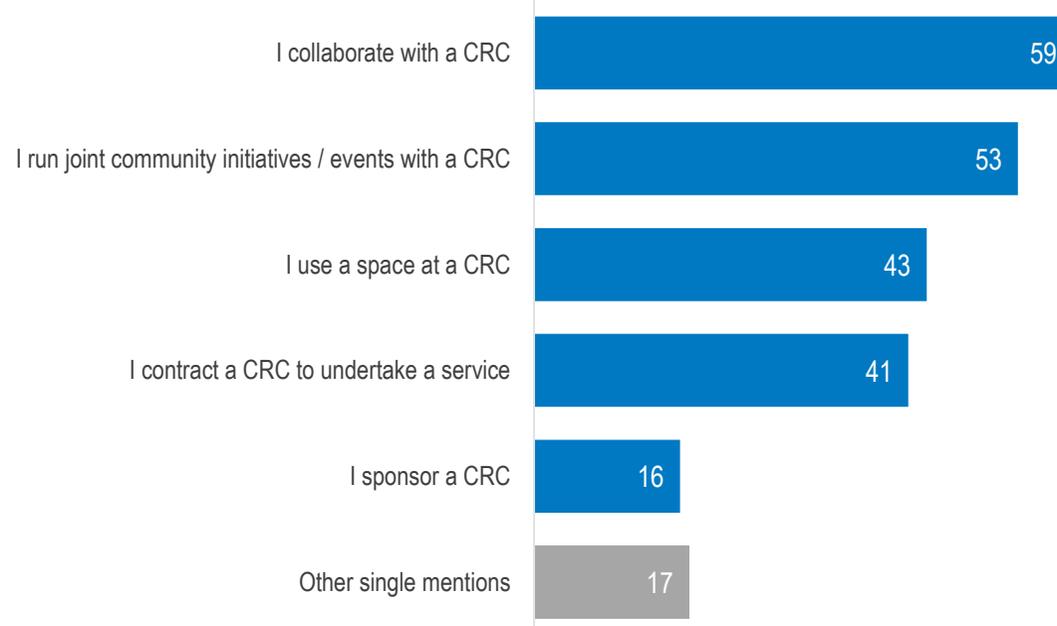
The size of the organisation that the Stakeholders are from, is also varied.

The majority of Stakeholders are either sole traders or from medium-to-small businesses and agencies.



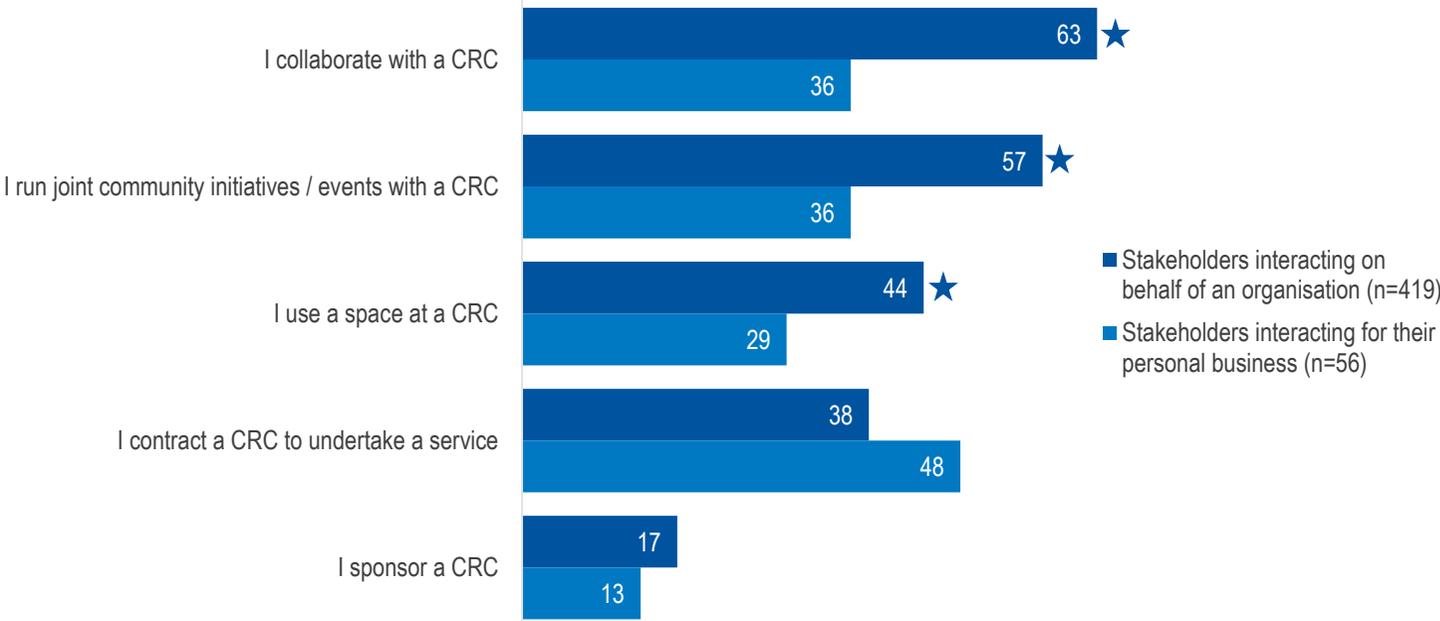
# Collaborating with or running events with a CRC are the top reasons for Stakeholders working with CRCs.

Almost 3 in 5 Stakeholders collaborate with a CRC and 1 in 2 run joint community initiatives or events.



Q1. How do you partner / work with the [CRC]? Please select all that apply. If you partner / work with multiple CRCs in different ways, please select any of the below that apply to even one of the CRCs, even if they do not apply to all the CRCs you partner / work with. Base: All respondents (n=513).

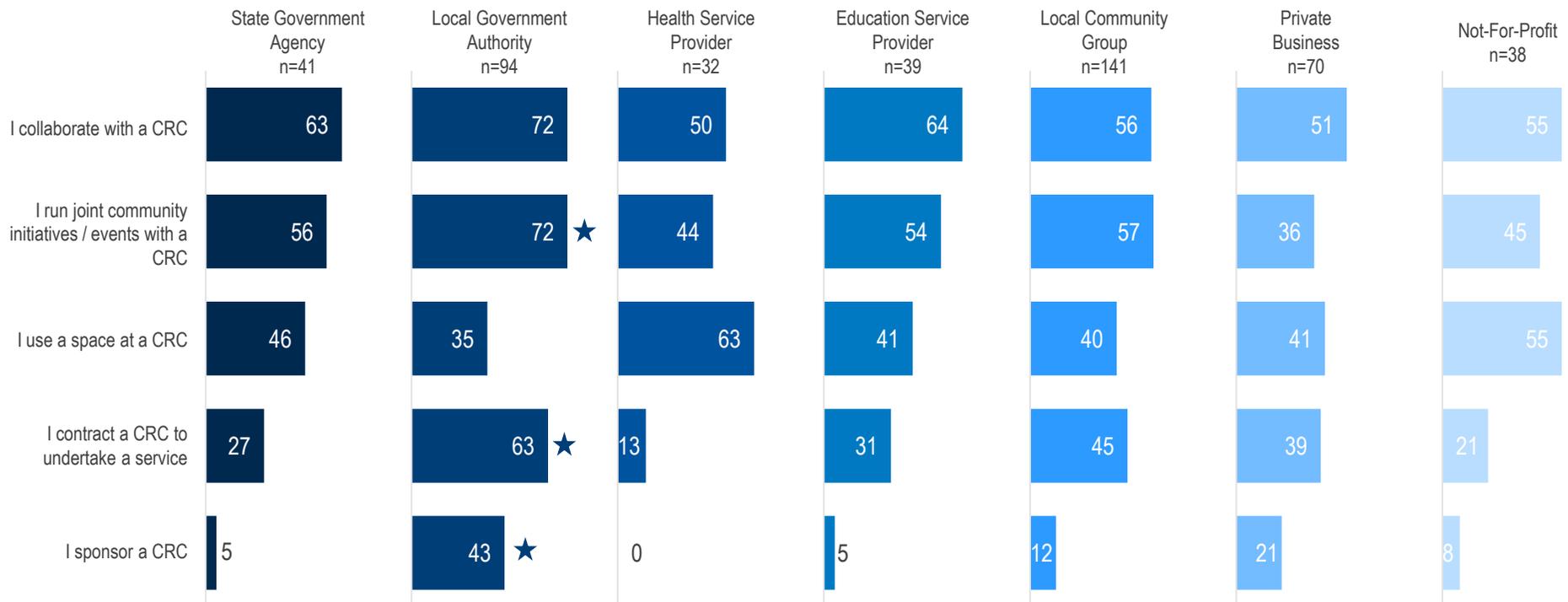
Stakeholders interacting with CRCs for an organisation are more likely to collaborate with, run joint initiatives with and use spaces at CRCs.



Q1. How do you partner / work with the [CRC]? Please select all that apply. If you partner / work with multiple CRCs in different ways, please select any of the below that apply to even one of the CRCs, even if they do not apply to all the CRCs you partner / work with. Base: All respondents (n=513).

# Stakeholders from Local Government Authorities are more likely to sponsor a CRC.

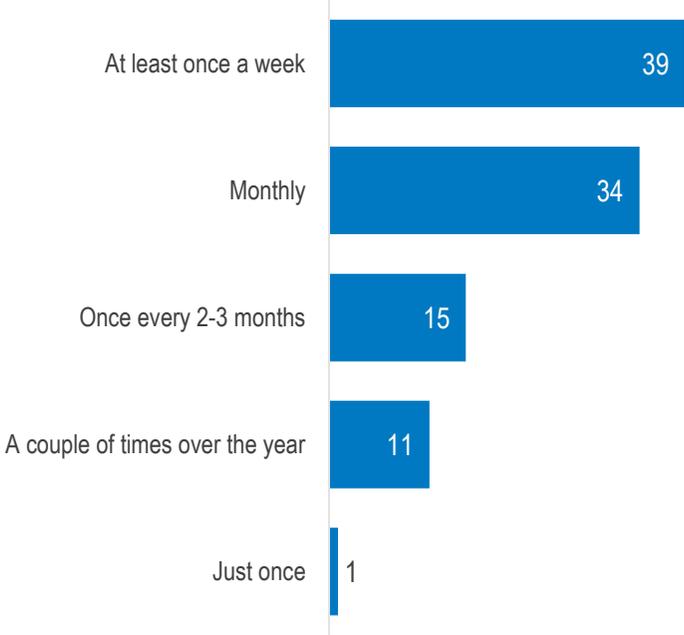
Around 2 in 5 Stakeholders from these organisations sponsor a CRC compared to only roughly 1 in 5 or fewer Stakeholders from other types of organisations.



Q1. How do you partner / work with the [CRCs / INSERT CRC SELECTED AT S2]? Please select all that apply. If you partner / work with multiple CRCs in different ways, please select any of the below that apply to even one of the CRCs, even if they do not apply to all the CRCs you partner / work with. Base: All respondents (n=513). Results for Federal Government agency, local sporting organisation and member of local government not shown due to small base sizes.

# About 2 in 5 Stakeholders interact with CRCs at least once a week...

... while a further 1 in 3 interact at least once a month. This is consistent regardless of reason for interaction.

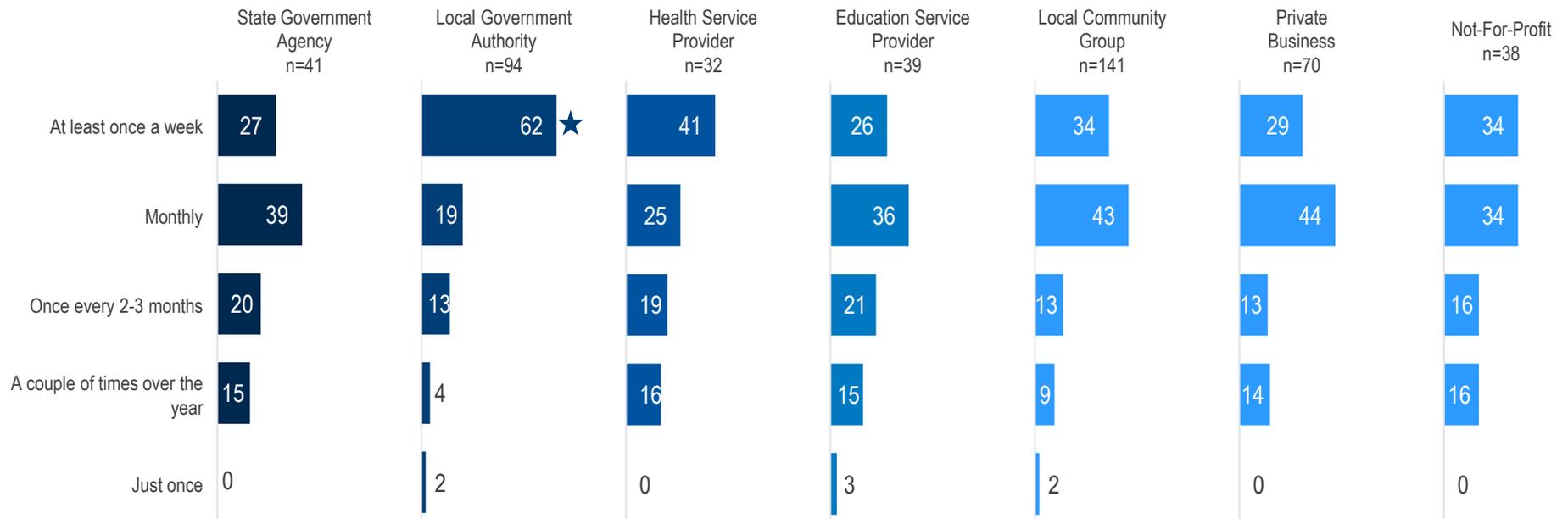


Q4. How often have you interacted with the [CRCs / INSERT CRC SELECTED AT S2] CRC over the last 12 months? If you have interacted with multiple CRCs to differing degrees, please select the option that best represents how often you interact with the majority of the CRCs you partner / work with. Base: All respondents (n=513).

# Local Government Authority Stakeholders interact with CRCs more frequently than others.

Over 3 in 5 Stakeholders from these organisations interact with CRCs at least once a week.

The frequency of interactions among all other Stakeholders is largely consistent.



Q1. How do you partner / work with the [CRCs / INSERT CRC SELECTED AT S2]? Please select all that apply. If you partner / work with multiple CRCs in different ways, please select any of the below that apply to even one of the CRCs, even if they do not apply to all the CRCs you partner / work with. Base: All respondents (n=513). Results for Federal Government Agency, Local Sporting Organisation and Member of Local Government Stakeholders not shown due to small base sizes.

# Satisfaction and Overall Experience with CRCs

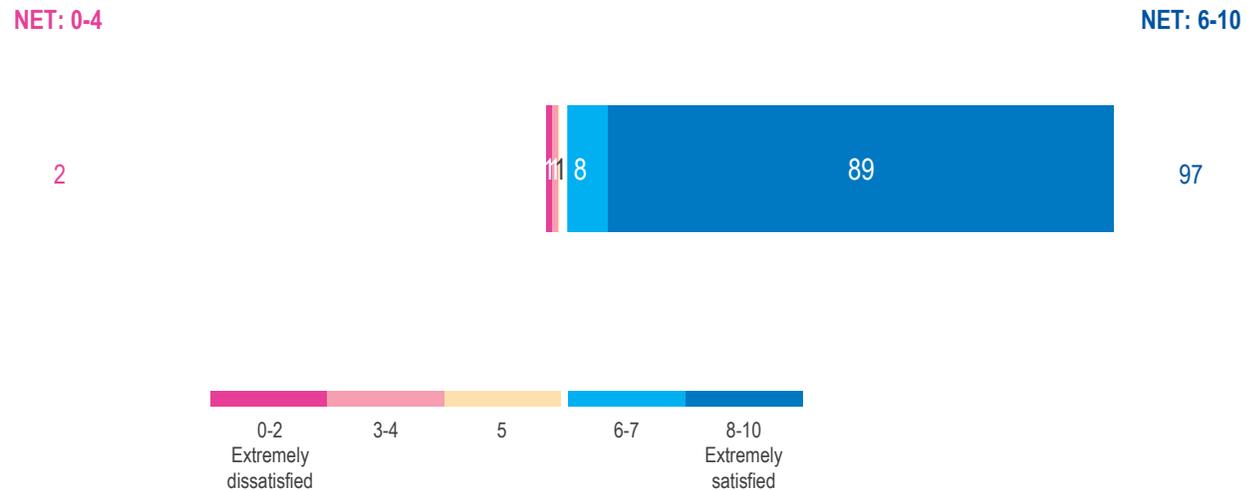


Satisfaction is high – with more than 9 in 10 satisfied across all Stakeholder groups...



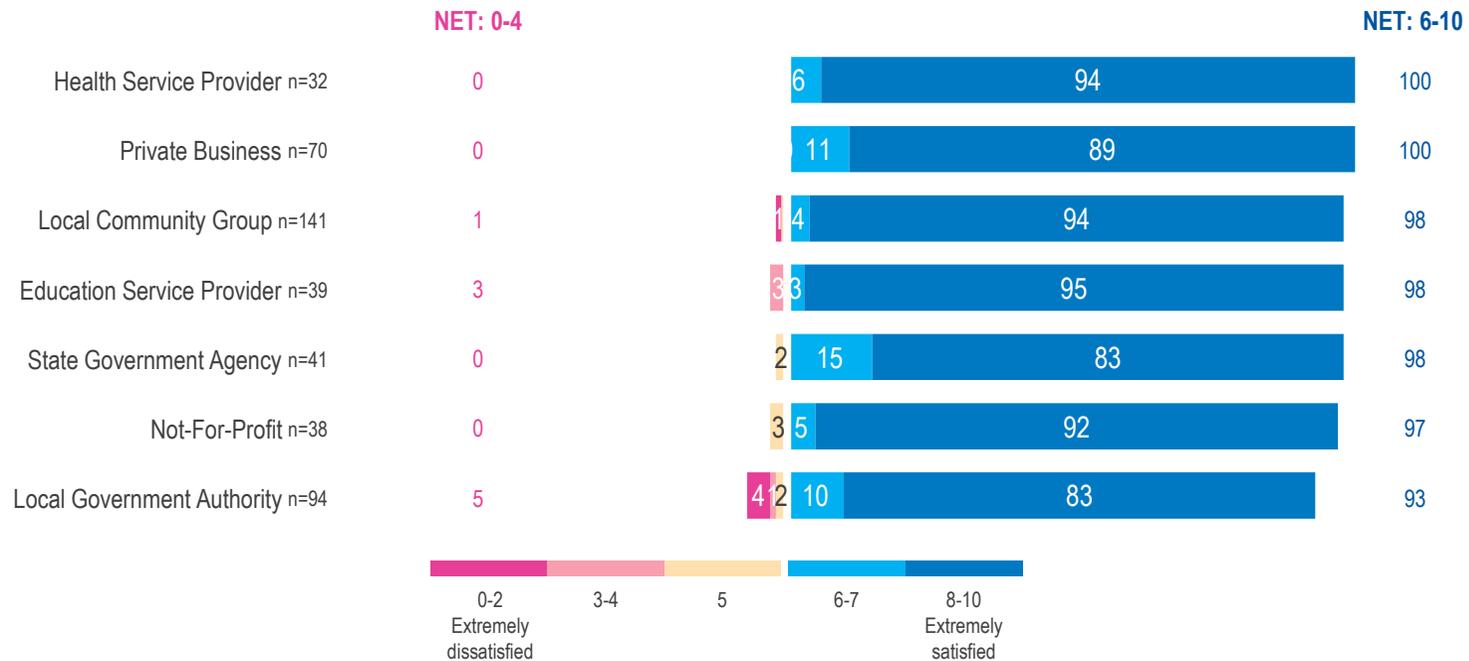
... and almost 9 in 10 Stakeholders are *extremely* satisfied!

Only 2% expressed any dissatisfaction.



# Satisfaction is strong among all stakeholder groups.

For all groups, over 8 in 10 are extremely satisfied.



Q5. Thinking about your experience in the last 12 months, how would you rate your overall satisfaction with [CRCs / INSERT CRC SELECTED AT S2]? Base: All respondents (n=513). Results for Federal Government Agency, Local Sporting Organisation and Member of Local Government Stakeholders not shown due to small base sizes.

Good service, communication and positive experiences with staff are the main reasons Stakeholders are satisfied.

The beneficial services and value that CRCs provide to the community were also mentioned.



### Positive experiences with staff

*"CRC staff are very helpful, thorough, knowledgeable, innovative, considerate & patient."*

**Local Community Group Stakeholder**

*"The person I was dealing with was very proactive and followed up on the requirements that they had to do as part of the grant."*

**State Government Agency Stakeholder**

*"Friendly helpful staff. Well organised, willing to do that little bit extra."*

**Private Business Stakeholder**



### Good service and communication

*"Exceptional service, competitive rates, local knowledge that can not be matched."*

**Local Community Group Stakeholder**

*"Their customer service is very helpful."*

**Personal Business Stakeholder**

*"Very good communication and enthusiastic to help their community."*

**Not-for-Profit Organisation Stakeholder**

*"Prompt replies to queries, excellent communication."*

**Local Sporting Club Stakeholder**



### Community value

*"Services offered at the CRC cover areas that the Shire cannot and do not."*

**Local Government Authority Stakeholder**

*"We couldn't run our program without their invaluable support and community connections."*

**Not-for-Profit Organisation Stakeholder**

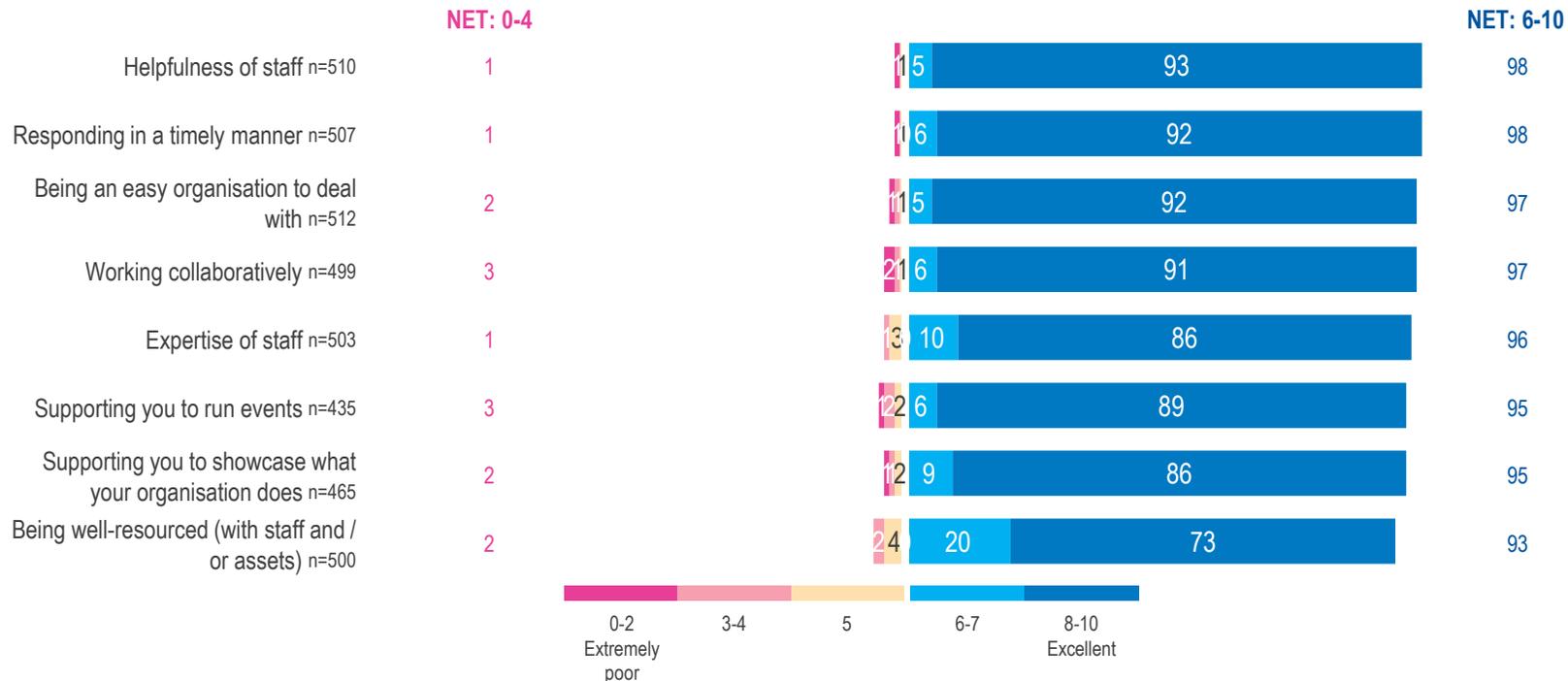
*"CRCs are an integral part of their small communities and the wider West Australian regional community"*

**Private Business Stakeholder**

CRCs are performing well  
across all areas of  
performance.



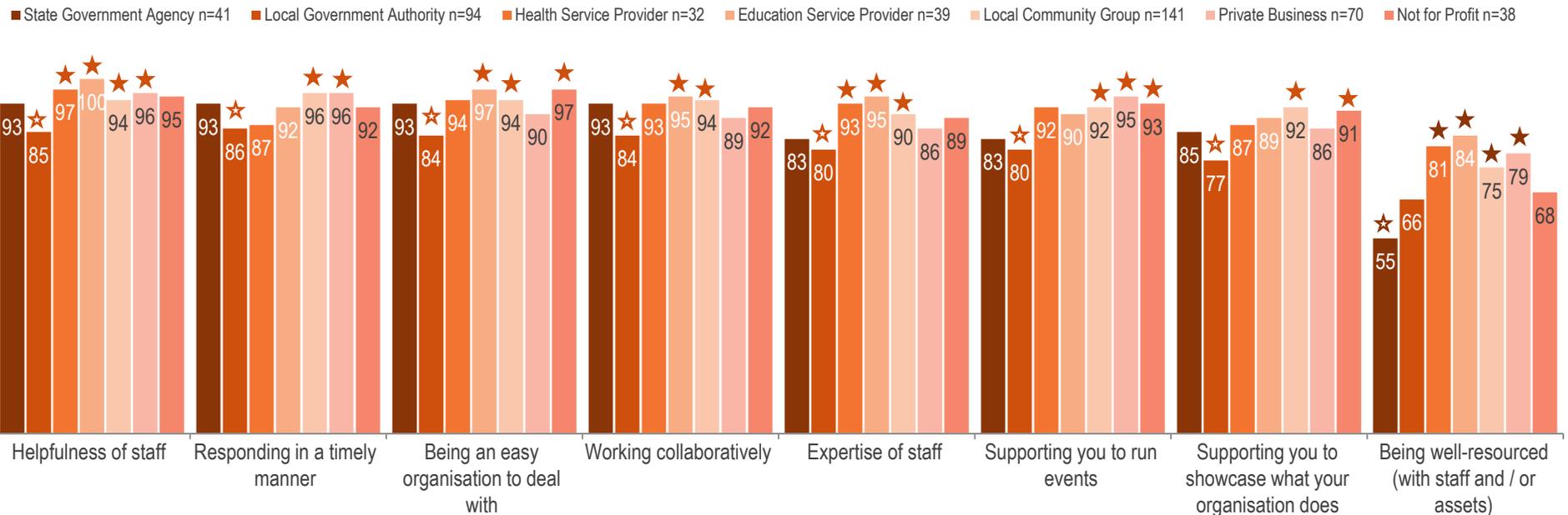
Over 9 in 10 Stakeholders rate CRCs' performance as good or excellent across all areas of performance.



# Satisfaction with how CRCs perform, is high among all Stakeholder groups.

While some Stakeholder groups did not rate the performance of CRCs quite as highly as other groups, none of the Stakeholder groups rated CRCs poorly.

% NET: Excellent (% 8-10)



Q7. How would you rate the performance of [CRCs] on the below? Base: All respondents (n=513).  
Results for Federal Government Agency, Local Sporting Organisation and Member of Local Government Stakeholders not shown due to small base sizes.

# Stakeholders have varied suggestions for how CRCs could improve.

Many Stakeholders feel that CRCs already do all they can and do not need to change. However, among those that do have a suggestion for what CRCs could do differently there are many different ideas.

*"Offer more business short courses like training workshops."*  
Local Community Group Stakeholder

*"Nothing really. Just very happy that they are there."*  
Not-for-Profit Organisation Stakeholder

*"I would like to see more training opportunities for youth."*  
Other Organisation Stakeholder

*"It would be great to extend opening hours to night times and weekends so live events can happen across all communities together around Australia, to help those communities see they are connected."*  
Education Service Provider Stakeholder

*"I would like to see them have a more flexible resourcing framework to enable them to be more adaptive to community needs and opportunities."*  
Member of Elected Government Stakeholder

*"Stop seeing local government as their competition and understand we can do better if we work together."*  
Local Government Authority Stakeholder

*"Very satisfied with current level of service."*  
Health Service Provider Stakeholder

# General Attitudes Towards CRCs



Facilities hire, and the community newsletter are the most valued CRC services.



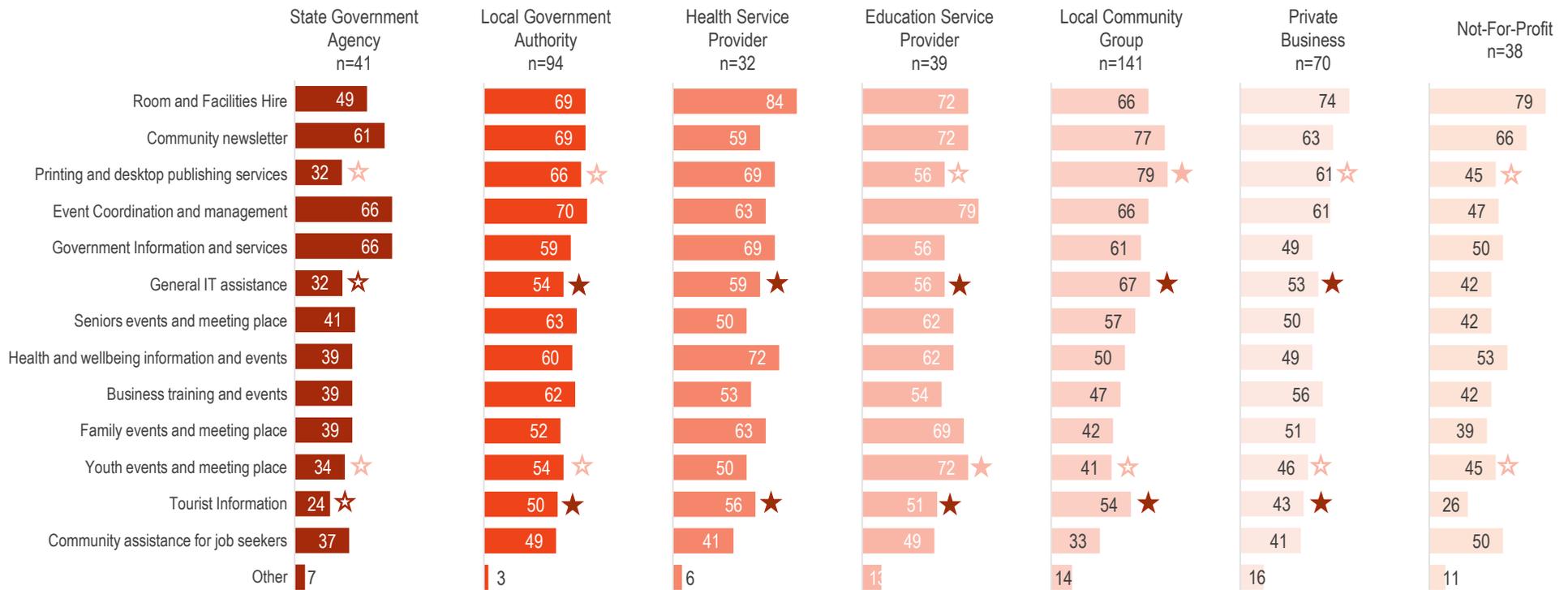
Roughly 2 in 3 value the facilities hire and the community newsletter offered by CRCs.

A similar proportion value printing and desktop publishing services and event coordination and management.



The two most valued services are equally valued by Stakeholders regardless of their organisation.

However other services offered by CRCs are valued differently by Stakeholders from different organisations.



Q10. Thinking about the services that CRCs provide, which do you value most? Select all that apply. Base: All respondents (n=513).

Beyond the services that CRCs provide, the community support and connection CRCs offer is what Stakeholders value most.

Stakeholders also value the information, resources, and local knowledge that CRCs provide to the community.

*"It's a community home. It helps build community and mate ship."*  
Other Organisation Stakeholder

*"Local knowledge and investment in their communities."*  
State Government Stakeholder

*"The support that they provide the community in terms of their expertise and resources."*  
Health Service Provider Stakeholder

*"Assisting community groups and the community. Enabling us to get funding and assistance for community events, projects and to keep our community thriving."*  
Local Community Group Stakeholder

*"I think having a central place the community can turn to is so vital. There are so many services out there but there is a need for a central one-stop shop for client's to go when they don't know what supports will be best for their situation."*  
Not-for Profit Organisation Stakeholder

*"They bring the community together through programs, events, services and activities."*  
Local Government Authority Stakeholder

*"Local organisation for local people."*  
Local Community Group Stakeholder

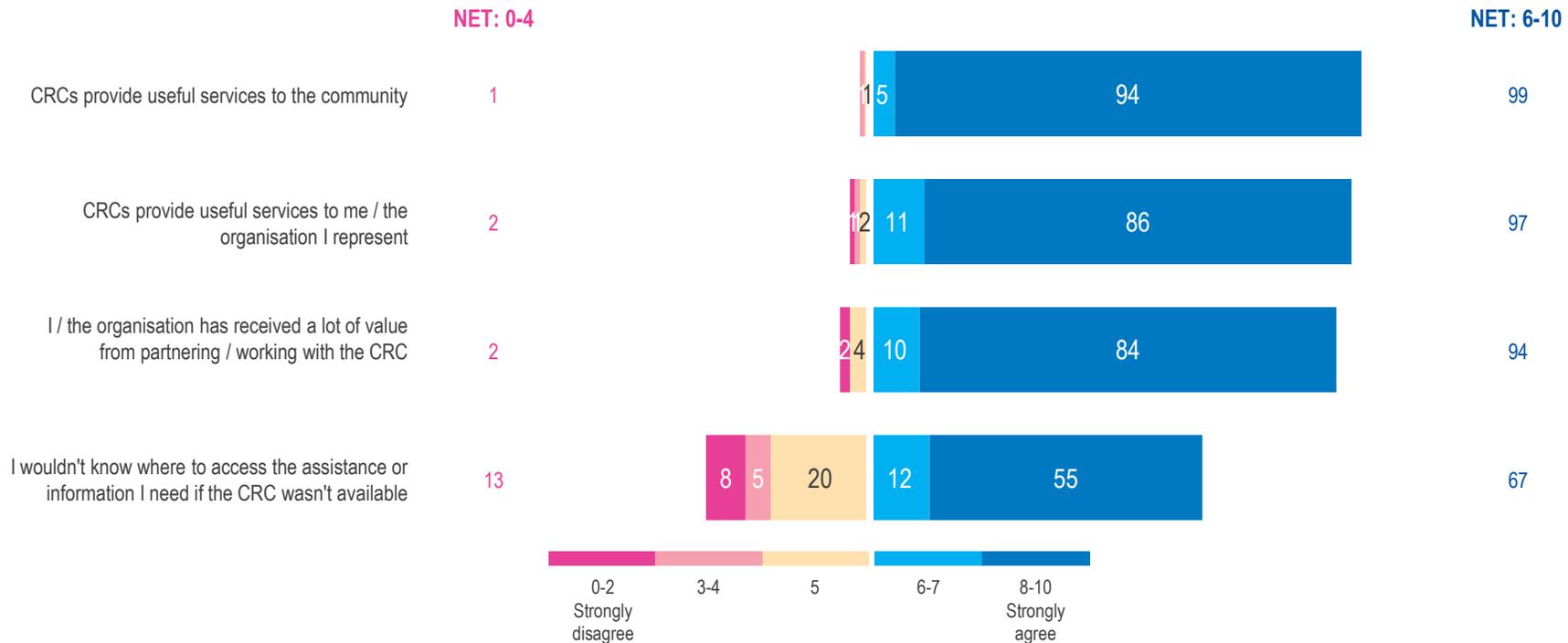
Almost all Stakeholders agree that CRCs provide useful services to the community.



Over 9 in 10 *strongly* agree that CRCs provide the community with useful services.

A similar proportion also strongly agree the services are useful to their organisation.

While more than 9 in 10 agree their organisation has received a lot of value from working with the CRC, just over 1 in 10 disagree that they wouldn't know where to access assistance or information without a CRC.



Providing what others cannot, and being a one-stop shop are the main reasons why Stakeholders perceive CRCs as providing useful services.

**Fill a gap no one else can / Without them we couldn't reach the community**

*"Without the CRC we would not have a service repository nor the information readily available."*

**Local Community Group Stakeholder**

*"CRC networks enable many businesses such as ours to have an effective presence in those communities that would not be possible without the CRC network."*

**Education Service Provider Stakeholder**

*"Small regional communities do not have access to facilities, knowledge, information, IT and training opportunities without the CRCs."*

**Not-for-Profit Organisation Stakeholder**

**They're a one-stop shop / central hub for lots of services**

*"It is a one stop shop provision of information, access and support."*

**Local Community Group Stakeholder**

*"Nearly everything you need in one place."*

**State Government Agency Stakeholder**

*"They are a central source of information in rural areas and communities."*

**Local Community Group Stakeholder**

*"They are a central go to point, a community hub for information, support, advice and coordination of community needs."*

**Education Service Provider Stakeholder**

**CRCs assist everyone / All are welcome**

*"They provide an area where people and anyone in the community can feel welcome there and not feel like there's discrimination."*

**State Government Agency Stakeholder**

*"Anyone can walk through the door and get the help they need with whatever they ask."*

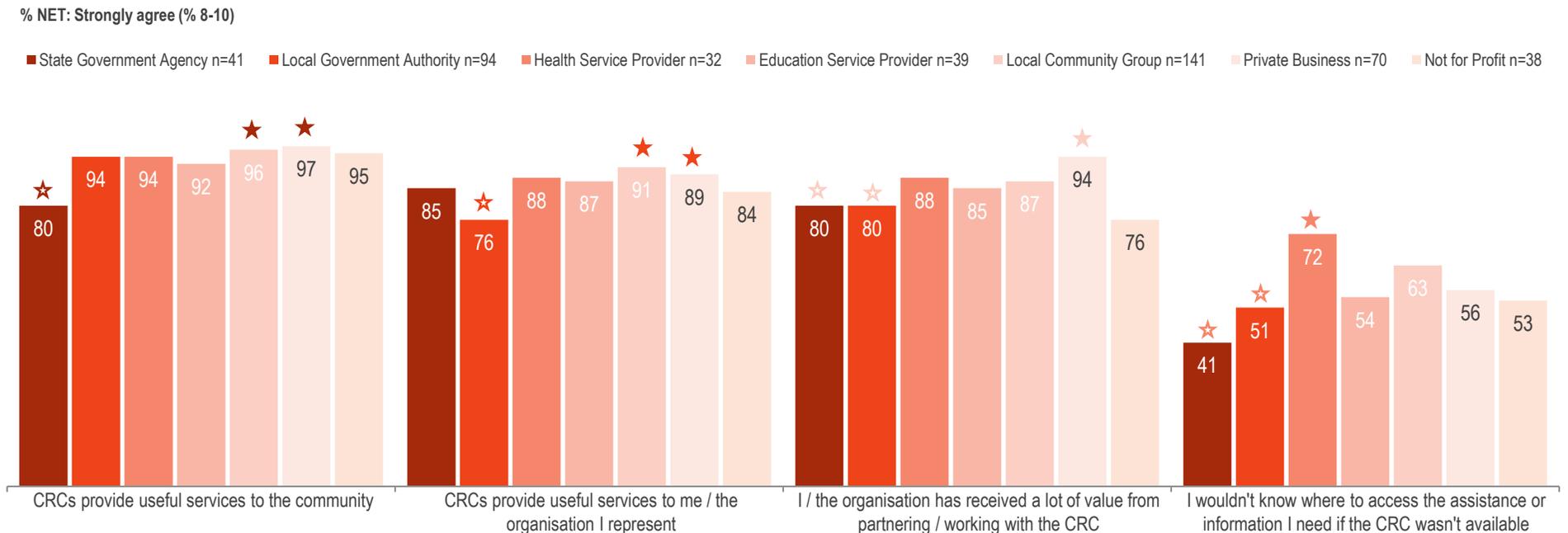
**Local Government Authority Stakeholder**

*"Warm, friendly environment and all community Stakeholders welcome."*

**State Government Agency Stakeholder**

Private Business and Local Community Group Stakeholders are more likely to strongly agree with statements concerning the value of CRCs.

However, even those less likely to strongly agree still highly value CRCs.



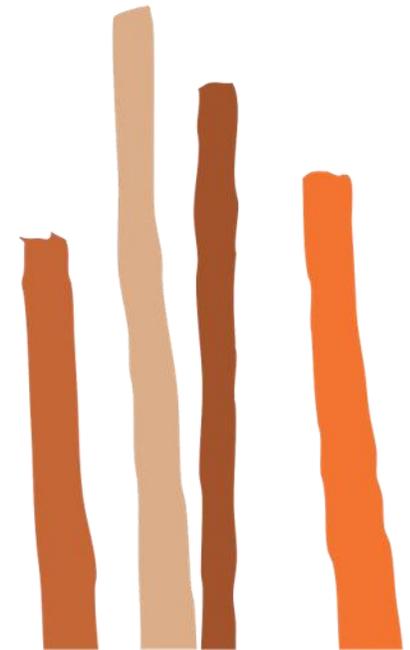
# Key Takeouts



Good service, communication and positive experiences with staff are important for maintaining high satisfaction among Stakeholders.

Among Stakeholders that are satisfied with CRCs, the most frequently mentioned reasons for their satisfaction are good service, communication and positive experiences with staff. In contrast, those that are not satisfied mainly attribute their dissatisfaction to poor engagement and service.

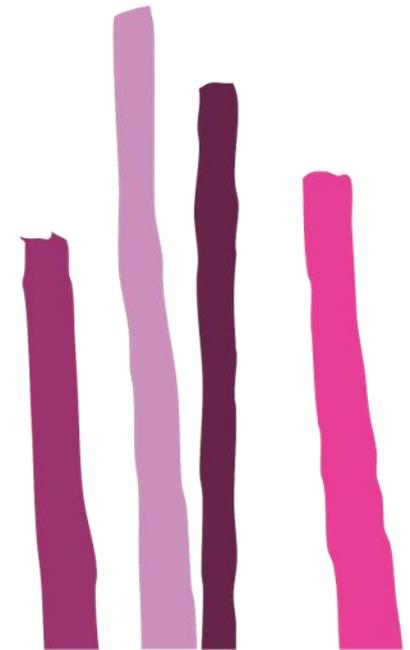
This illustrates the importance of CRCs offering good service to Stakeholders and both communicating and engaging with them to maintain high satisfaction. Positively, the helpfulness of staff and being easy to deal with are where CRCs currently perform best among Stakeholders. Maintaining this strong performance will be crucial for keeping Stakeholders highly satisfied.



## Stakeholders perceive CRCs as highly valuable to their organisation and the community.

Over 8 in 10 Stakeholders strongly agree that CRCs provide them or their organisation with useful services and that they wouldn't know where to access these services without CRCs. Around 9 in 10 strongly agree that CRCs provide useful services to the community.

Beyond just the services they provide, Stakeholders see the most value in CRCs filling gaps that others cannot in regional communities, and being a central community hub where any community member can come to access lots of different services.



# Hunt Smarter.

