

## Results of the Northcliffe Survey 2016, by the Northcliffe Community Resource Centre (NCRC)

On 2 July, at a Town Hall Event for local community groups ('The Northcliffe Showcase'), and running throughout August, the Northcliffe CRC conducted a survey for any and all willing to participate. We timed the survey period to run between the federal election and the 2016 ABS Census. Surveys were also distributed at the Northcliffe CRC, at the Karri Country Good Food, and at raffle stalls held outside Northcliffe Newsagency and General Store. The survey was advertised in 'A Little CRC', Northcliffe CRC's monthly feature in the Northcliffe Karri Pigeon newspaper.

35 people returned surveys. The NCRC are satisfied with this level of participation. The survey was long (6 pages) and required a fair bit of dedication to complete. As such we were targeting those who had some thoughtful input to share, rather than running a plebiscite or popularity poll.

The survey was also designed to be suggestive. That is, it attempted to convey information and ideas, while asking questions.

### PERCEPTION OF THE NCRC

Slightly less than half of respondents were aware that the CRC program is unique to WA. Similar programs in other Australian states do not have the scope or generosity of WA's CRCs. It seems likely that awareness of WA's good fortune would be even lower amongst the general community, even in our rural area. This result may be of some interest amongst the wider CRC network.

100% of respondents supported the use of *Royalties for Regions* funds for CRCs.

The NCRC had a 97% overall satisfaction level amongst survey respondents.

A very sizeable majority of respondents said the NCRC rated better than other CRCs they had visited. 20% had never visited another CRC.

The NCRC is overwhelmingly seen as achieving political balance and being welcoming to all in the community.

Our existing opening hours were endorsed by over 90% of respondents, although 23% were disappointed with our recent decision to close on Saturdays. A small number of people had ideas for more or less opening hours.

### NCRC SERVICES AND FUTURE PLANNING

Respondents were generally aware of the major services offered by the NCRC. The most useful NCRC services listed by respondents were computer and internet access, computer assistance, photo printing and general printing.

Fewer respondents were aware of our free Business Development Support packages, which provide 4 hours of free staff support to businesses and community groups to assist them to develop their business activities via marketing materials (pamphlets, posters, logo design, internet marketing) and other means (online surveys, business plans, grant applications).

The overall level of support for the proposed amalgamation of the NCRC and Library was 79%.

The overall level of support for amalgamation between the NCRC and the Visitor Centre was 53%.

### FESTIVAL VOLUNTEERING

More than half of our survey respondents indicated they would be prepared to volunteer to assist in running an annual Northcliffe event. For running a Northcliffe music festival 53%, a lifestyle festival 49%, a food festival 50%, or some other type of event of their own choice 54%. As the survey respondents have already demonstrated willingness and capacity to volunteer for their community by the very act of filling in the survey, these high percentages shouldn't be taken as representative of the wider community.

### MUSIC FESTIVAL IDEAS

The most popular musical styles suggested for a music festival were folk, country and blues. Our favourite name suggested for a music festival was 'Funk Flower' but there were other good ideas too (the writer submitted a survey with the suggestion 'The Northcliffe Lounge Music Festival').

The most favoured time of year for a music festival was in spring or summer.

### LIFESTYLE FESTIVAL IDEAS

Most ideas for a lifestyle festival theme were around sustainability including permaculture & winter gardening. Different suggestions were computer art, wellbeing and dairy. Our favourite names suggested were 'Breathe' and 'Northcliffe Naturally'.

Some thought a lifestyle festival could be in winter however the majority favoured summer.

### FOOD FESTIVAL IDEAS

Food themes suggested included many local and seasonal based themes, and local favourites such as marron, spuds, dairy and garlic. We also saw the unexpected 'tropical food', curry, home preserving and drying, Asian and gourmet. Two respondents put forward the meritorious idea of an avocado festival.

Amongst the festival name suggestions were 'Northcliffe aniluther' (we'll have to Google it). 'Northcliffe Nosh' was good and 'Festavo' speaks for itself.

### ANOTHER FESTIVAL IDEA?

Other ideas for annual events were diverse: back to land, a family car rally/ treasure hunt, winter mud festival, a textile and artisan festival, ballroom dancing, horse and bike riding out to the coast and back, art, historical, film appreciation, LARP (Live Action Role Play), creative recycling, and to bring back the old Northcliffe Forest Festival.

In general the summer months were favoured for these diverse event suggestions.

### NCRC SUPPORT FOR OTHER COMMUNITY ACTIVITIES

Around 80% supported the NCRC maintaining about the same level of support for Southern Forest Arts and for other local businesses and community groups.

A majority supported the NCRC maintaining the same level of support for the Karri Cup (57%). 29% recommended us providing LESS support for the Karri Cup and 14% supported us increasing our role in this event. There were several responses expressing some scepticism about the value of the Karri Cup. We should point out that the support the NCRC currently provides for the Karri Cup is fairly limited and on a pay-for-service basis.

Almost half of respondents thought the NCRC could increase the role it plays in supporting the Karri Pigeon. This may have been indicating some level of support for the idea of the NCRC taking on the job of producing the Karri Pigeon if our current volunteers decide to one day put down their quills (a prospect which we raised in our survey question).

Other activities our respondents thought the NCRC could consider supporting were outdoor cinema, dances, tech classes for business, after school computer lessons for kids, creating a town map, assisting the bushfire brigade, assisting the Visitor Centre to fundraise for tourism promotions and turning the library into a 'think tank' area (we believe this idea is related to something which is also called co-working spaces).

Some cautioned the NCRC should be careful not to spread itself too thin, to keep doing what we do, and that we do enough.

#### EQUIPMENT PURCHASE

Equipment purchase ideas for the NCRC included a 3d printer, VR headset goggles, a carpet cleaner, outdoor speakers, tents, marquees and movie equipment to rent out, a new wide format printer, a better binding machine, print cartridges for resale, music recording and conference equipment.

We will look for opportunities to act on some of these ideas.

#### WARM FUZZIES

Only one respondent admitted to having made a complaint about the NCRC to Government and 37% said they had provided positive feedback to Government about us.

As a final comment one respondent requested free internet for over 55's (check out the Broadband for Seniors kiosk at the Northcliffe Family & Community Centre).

Most who provided final comments were extremely generous in their praise for the staff and the role of the NCRC in supporting seniors and youth, and generally assisting the community socially, economically and educationally. Lots of Northcliffians feel very lucky to have the NCRC.

While we realise that a survey of this nature is not representative, hopefully no one will mind if we enjoy the overall glow reading this feedback has given us!

Where to from here? We have collected some rather ambitious ideas such as running music festivals, service amalgamations, major equipment purchases... Some of these results and ideas are directly relevant to us and we can take them into account in our future planning. Others are well beyond our capacity however it was still great to see what the community might support and the sorts of things Northcliffians see in our individual crystal balls.

## BIG EVENTS – ARE THEY POSSIBLE?

As we cautioned in our survey; there are no obvious ways for an organisation like the NCRC to create music festivals and other such events, although it has the capacity to act as an auspice or host organisation and manage aspects of such a project. Our resources are the limited paid hours of three part-time staff and the usual over-committed committee volunteers.

In a town of our size such events are created by talented, committed volunteers who put themselves forward for key dedicated positions (such as project/festival manager). One intention of the survey was to inspire such individuals to consider developing the event they have been dreaming of.

The first necessary elements for big events are these key volunteers. Such individuals and groups are good at making themselves and their ideas known. They generally, individually or collectively, make an unpaid full-time commitment which can last for months or even years. Succession planning is unavoidably difficult for these skilled volunteer roles.

A second necessary element is to enlist the support of other community groups to run parts of the event. An example is the way the Karri Cup utilises the Cricket Club to manage camping, and the Karri Country Good Food Coop to provide event catering.

A third necessary element is to directly enlist volunteers from the community to prepare for and to manage the event itself.

A useful result of our survey was to reveal that there are many in the community prepared to volunteer for supporting roles in running Northcliffe events. We had some respondents who were happy for us to share their names and contact details should any such events get off the ground. The survey results may also provide some limited direction as to which sorts of events are more likely to attract volunteers.

If you want to know the level of commitment involved in creating a big event, as a volunteer, then we suggest you have a chat to Jim Sale, Fiona Sinclair, Ken Gwynne, and of course there are a number of other locals who have trodden this hard road.