Understanding Public Perceptions in Regional Western Australia

5th June 2014

Prepared for: Department of Regional Development

Prepared by: Madeleine Russell, Anna Eden & Veronica Mayne
Background & Methodology
The DRD seeks to understand local community members’:

- Current level of **awareness** and **perceptions** of specific State Government expenditure in regional areas of WA.
- **Appetite for information** about these regional expenditure programs by people living outside the metropolitan area.
  - Should an appetite exist, what is the **desired information** and **best channels of communication**, including whether there is the possibility to **fit into the current messaging around ‘Get the Bigger Picture’**?
- **Reasons why the State Government is funding specific initiatives** in their towns and districts.
Research Objectives

Awareness
- What is the level of awareness around investments (unprompted and prompted) made in their region?

Knowledge and Understanding
- What level of knowledge is there around investments made in their region, including who is responsible for funding?
- What is thought to be the logic for the Government specifically funding extra programs in their region?
- Why is the Government investing?
- Is there a desire to know more information around investments in their region?

Perceptions and Future Direction
- What are the associations (+/-) with their regional area and impressions of where the area is headed?
  - What are the drivers of sentiment?
  - What is the perceived value to self and community?

Future Communications
- What is the ideal communication method in future?
  - Any issues to overcome for each investment?
  - Most desired messages to be received?
  - Most preferred channels of information?
The Qualitative Approach

- **Six Online Bulletin Boards** were conducted across the following regions in WA:
  - Kimberley
  - Pilbara
  - Gascoyne and Mid West
  - Goldfields / Esperance
  - Wheatbelt
  - Peel, South West and Great Southern

- Each respondent was recruited by an accredited recruitment agency, and addressed the following criteria:
  - Lived in the region for at least one year and considered themselves a permanent resident of that region.
  - Aware of at least one investment in their region.
  - Did not work for the local, state or federal government.

- Each bulletin board had the following:
  - A mix of gender, age, lifestage, occupation and income.

The online bulletin boards were run from 8th April to 14th April 2014, respondents logging in and participating for approximately 45 minutes a day across three days. Participants were incentivised between $80 and $90 for participating.
An online survey was undertaken between 5th May and 25th May 2014.

Respondents from regional Western Australia aged 18+ were recruited from an online panel, and where necessary recruited via the telephone, to complete the 15 minute survey.

The final sample size was n=565.

Respondents were screened to ensure they (or anyone in their home) did not work in market research, advertising or Government.

Quotas were in place based on location, age and gender and the data has been post-weighted to reflect ABS regional populations, age and gender statistics for regional WA (details in Appendix).

Significant differences between regions are at the 95% confidence level and illustrated with significance arrows:
The total regional WA figure.

This figure is representative of regional WA.

It is reflective of the population distribution across the regions, and of age and gender demographics.

Quotas were put in place and statistical weighting undertaken to the data.

This is a total sample size of n=400.

The region-specific figures.

These figures have been 'statistically boosted' to ensure that we have a sample size large enough to be statistically reliable.

All regions reported have a minimum of n=60 respondent.
Key Findings
**REGIONAL SENTIMENT**

Around 3 in 5 people (58%) feel positive towards the future direction of their region.

Dominant positive associations with one’s region are around relaxation (45%) and peace (40%) whilst the dominant negative associations are around lack of direction (31%) and being at crossroads (29%).

- Regional comparisons show associations with lack of direction is highest amongst Wheatbelt residents (38%) and being at crossroads is highest amongst Kimberley residents (45%).

Nearly three quarters (72%) believe the State Government treats their region worse than Perth city residents.
Key Findings

AWARENESS OF INVESTMENTS

Regional WA residents have a low awareness level of investments made in their region.

- Individual investment awareness is low (self reported awareness of 41%).
- Awareness of extent of financial investment in their region is low (20% know the extent of funding).
INVESTMENT IMPACT

Around 3 in 5 people agree the investments are helping build the region’s future capacity (59%) and improving quality of life (58%).

Around 1 in 2 agree the investments are transforming the region (53%), creating employment (52%), providing choice in activities (52%) and contributing to regional sustainability (50%), prosperity (50%) and pride (48%).

Around 1 in 3 agree the investments do not form part of a bigger strategy (32%).
Key Findings

COMMUNICATION EVALUATION

Around 1 in 5 people (22%) are satisfied with how the State Government communicates about the investments in the region.

• Satisfaction is lowest amongst Wheatbelt residents (8%).

Around 3 in 5 (58%) do not know where to go to find more information on State Government investments in their region.

Around 4 in 5 (81%) desire more information around investments in their own region… there is a very strong appetite for information!
Resident insight...

I want investments made in my region because I would like my region to be stable and sustainable, and I want a high quality of life.

But I don’t know much about investments made in my region, so would like the State Government to communicate more about the investments to me.

What does that mean for DRD?

Government of Western Australia
Department of Regional Development
Recommendations

More communications with community members should:

• Increase awareness of investments made.
• Enhance positive perceptions of the region and its future direction.
• Reduce negative associations with the regions (e.g. directionless, at crossroads).
• Enhance satisfaction with the way the State Government communicates the investments in the region.
Regional Sentiment
Residents – Direction of Their Region

Clarity is lacking for some residents about where their region is headed in the future.

Particularly given the shift in attitudes towards the ‘resources boom’ over the last few years, there is a large degree of uncertainty, a lack of clarity and a sense of instability across regions. Residents are, however, relatively uniform in what they are looking for.

They want sustainable growth and stability.
The Desire for Sustainable Growth

“You have to have industry and opportunity to attract people to continuous growth.”

“Would like to see more proactive, REAL, long term strategies put into place.”

“That growth has to be balanced with the need to retain what is great about the region though.”

“Once the heat has gone out of the "mining boom" and the Pilbara is not the same oversized FIFO camp, it will settle back down to steady growth and prosperity.”

“The region needs to grow sustainably, not just for the sake of it.”
Around 2 in 5 people associate their region in WA with being **relaxing** and **peaceful**. Around 1 in 3 associate their region with being at a **crossroad** and **lacking direction**.
Q1. Which of the following words would you use to describe your region? Please select as many as you think.
Residents are divided as to whether the future of their region is positive or negative. Positive perceptions are highest in Peel/SW/GS and Goldfields Esperance.
# Future Direction of the Region

Q2. Which of the following best describes how you feel towards the future direction of your region?
Scale from 0 to 10, where 0 indicates extremely negative and 10 extremely positive.

<table>
<thead>
<tr>
<th>Region</th>
<th>0-2</th>
<th>3-4</th>
<th>5</th>
<th>6-7</th>
<th>8-10</th>
<th>Totally Positive %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional WA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>58</td>
</tr>
<tr>
<td>Peel/SW/GS (n=201)</td>
<td>2</td>
<td>15</td>
<td>17</td>
<td>37</td>
<td>29</td>
<td>66 W,P,K</td>
</tr>
<tr>
<td>Goldfields/Esperance (n=81)</td>
<td>5</td>
<td>15</td>
<td>17</td>
<td>44</td>
<td>20</td>
<td>64 W,K</td>
</tr>
<tr>
<td>Gascoyne/Midwest (n=90)</td>
<td>10</td>
<td>16</td>
<td>18</td>
<td>36</td>
<td>20</td>
<td>56</td>
</tr>
<tr>
<td>Pilbara (n=65)</td>
<td>6</td>
<td>18</td>
<td>24</td>
<td>32</td>
<td>20</td>
<td>52</td>
</tr>
<tr>
<td>Wheatbelt (n=66)</td>
<td>9</td>
<td>18</td>
<td>28</td>
<td>33</td>
<td>12</td>
<td>45</td>
</tr>
<tr>
<td>Kimberley (n=62)</td>
<td>8</td>
<td>23</td>
<td>26</td>
<td>32</td>
<td>11</td>
<td>43</td>
</tr>
</tbody>
</table>

n=400
**Region Associations**

*Peel, SW and GS residents are more likely to look at their region in a positive light... prosperous, future focused and well serviced are among a range of associations that are rated highly.*

<table>
<thead>
<tr>
<th></th>
<th>Wheatbelt (W)</th>
<th>Pilbara (P)</th>
<th>Kimberley (K)</th>
<th>Gascoyne / Midwest (GM)</th>
<th>Goldfields / Esperance (GE)</th>
<th>Peel / SW / GS (PSG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well serviced</td>
<td>17% ↓</td>
<td>8% ↓</td>
<td>19% ↓</td>
<td>21% ↑_P</td>
<td>20% ↑_P</td>
<td>38% ↑_W,P,K,G,M,GE</td>
</tr>
<tr>
<td>Vibrant</td>
<td>6% ↓</td>
<td>8%</td>
<td>18% ↑_W,G,M,GE</td>
<td>6% ↓</td>
<td>6% ↓</td>
<td>16% ↑_W,G,M,GE</td>
</tr>
<tr>
<td>Future focused</td>
<td>8% ↓</td>
<td>22% ↑_W</td>
<td>11% ↓</td>
<td>13% ↓</td>
<td>15%</td>
<td>23% ↑_W,K,G,M</td>
</tr>
<tr>
<td>Prosperous</td>
<td>5% ↓</td>
<td>34% ↑_W,K,G,M,</td>
<td>15% ↓</td>
<td>6% ↓</td>
<td>28% ↑_W,G,M</td>
<td>23% ↑_W,G,M</td>
</tr>
<tr>
<td>Relaxing</td>
<td>36% ↓</td>
<td>26% ↓</td>
<td>53% ↑_P,GE</td>
<td>46% ↑_P,GE</td>
<td>28% ↓</td>
<td>57% ↑_W,P,GE</td>
</tr>
<tr>
<td>Exciting</td>
<td>5% ↓</td>
<td>11% ↑_GE</td>
<td>19% ↑_W,G,M,GE</td>
<td>7% ↓</td>
<td>2% ↓</td>
<td>14% ↑_W,GE</td>
</tr>
</tbody>
</table>

*Region Associations*

Q1. Which of the following words would you use to describe your region? Please select as many as you think.
**Kimberley residents are more likely to consider their region untouched and fragile, and also at risk and at a crossroads.**

<table>
<thead>
<tr>
<th>Region Associations</th>
<th>Wheatbelt (W)</th>
<th>Pilbara (P)</th>
<th>Kimberley (K)</th>
<th>Gascoyne / Midwest (GM)</th>
<th>Goldfields / Esperance (GE)</th>
<th>Peel / SW / GS (PSG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>At a crossroads</td>
<td>24% <strong>↓</strong></td>
<td>28% <strong>↓</strong></td>
<td>45% <strong>↑</strong></td>
<td>24% <strong>↓</strong></td>
<td>28% <strong>↓</strong></td>
<td>22% <strong>↓</strong></td>
</tr>
<tr>
<td>At risk</td>
<td>30% <strong>↑ PSU</strong></td>
<td>29% <strong>↑ PSU</strong></td>
<td>45% <strong>↑</strong></td>
<td>18% <strong>↓</strong></td>
<td>19% <strong>↓</strong></td>
<td>13% <strong>↓</strong></td>
</tr>
<tr>
<td>Untouched</td>
<td>0% <strong>↓</strong></td>
<td>2% <strong>↓</strong></td>
<td>31% <strong>↑</strong></td>
<td>4% <strong>↓</strong></td>
<td>9% <strong>↑ W</strong></td>
<td>4% <strong>↓</strong></td>
</tr>
<tr>
<td>Fragile</td>
<td>12% <strong>↓</strong></td>
<td>12% <strong>↓</strong></td>
<td>42% <strong>↑</strong></td>
<td>9% <strong>↓</strong></td>
<td>14% <strong>↓</strong></td>
<td>6% <strong>↓</strong></td>
</tr>
</tbody>
</table>

*Note: PSI values in green indicate a positive perception, while red indicates a negative perception.*

**Q1.** Which of the following words would you use to describe your region? Please select as many as you think.
**Wheatbelt residents are more likely to look at their region as safe and peaceful, but also stagnant, lacking direction and neglected.**

<table>
<thead>
<tr>
<th>Region Associations</th>
<th>Wheatbelt (W)</th>
<th>Pilbara (P)</th>
<th>Kimberley (K)</th>
<th>Gascoyne / Midwest (GM)</th>
<th>Goldfields / Esperance (GE)</th>
<th>Peel / SW / GS (PSG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stagnant</td>
<td>33% ↑PGE,PSG</td>
<td>17% ↓</td>
<td>21%</td>
<td>24% ↑PSG</td>
<td>16% ↓</td>
<td>13% ↓</td>
</tr>
<tr>
<td>Peaceful</td>
<td>52% ↑P,GM</td>
<td>29% ↓</td>
<td>42%</td>
<td>36% ↓</td>
<td>41% ↓</td>
<td>46% ↑P</td>
</tr>
<tr>
<td>Safe</td>
<td>45% ↑P,K,GM,GE</td>
<td>20% ↓</td>
<td>23% ↓</td>
<td>27% ↓</td>
<td>22% ↓</td>
<td>33% ↑P</td>
</tr>
<tr>
<td>Lacking direction</td>
<td>38% ↑</td>
<td>26%</td>
<td>34%</td>
<td>36% ↑</td>
<td>21% ↓</td>
<td>27%</td>
</tr>
<tr>
<td>Neglected</td>
<td>23% ↑</td>
<td>23% ↑</td>
<td>18%</td>
<td>20%</td>
<td>19%</td>
<td>12% ↓</td>
</tr>
</tbody>
</table>

\(n=400\)

Q1. Which of the following words would you use to describe your region? Please select as many as you think.
Knowledge and Understanding
Around 2 in 5 people believe Government is investing in their region. Low awareness of Government investment is likely to be contributing to around three quarters believing they are treated worse than Perth city residents.
Degree to which State Government Is Seen to Invest in the Region

**Q10. To what extent do you believe the State Government is investing in your region?**

- **Regional WA**
  - Investing nothing at all (0-2): 15%
  - Investing a little bit (3-4): 22%
  - Investing somewhat (5): 15%
  - Investing a lot (6-7): 30%
  - Investing a lot (8-10): 12%
  - Total belief: 42%
  - Don't know: 6%

- **Pilbara (n=65)**
  - Investing nothing at all (0-2): 9%
  - Investing a little bit (3-4): 17%
  - Investing somewhat (5): 19%
  - Investing a lot (6-7): 34%
  - Investing a lot (8-10): 18%
  - Total belief: 52%
  - Don't know: 3%

- **Goldfields/Esperance (n=81)**
  - Investing nothing at all (0-2): 19%
  - Investing a little bit (3-4): 16%
  - Investing somewhat (5): 16%
  - Investing a lot (6-7): 33%
  - Investing a lot (8-10): 11%
  - Total belief: 44%
  - Don't know: 5%

- **Peel/SW/GS (n=201)**
  - Investing nothing at all (0-2): 12%
  - Investing a little bit (3-4): 22%
  - Investing somewhat (5): 14%
  - Investing a lot (6-7): 30%
  - Investing a lot (8-10): 13%
  - Total belief: 43%
  - Don't know: 9%

- **Gascoyne/Midwest (n=90)**
  - Investing nothing at all (0-2): 16%
  - Investing a little bit (3-4): 21%
  - Investing somewhat (5): 20%
  - Investing a lot (6-7): 28%
  - Investing a lot (8-10): 7%
  - Total belief: 35%
  - Don't know: 8%

- **Kimberley (n=62)**
  - Investing nothing at all (0-2): 10%
  - Investing a little bit (3-4): 24%
  - Investing somewhat (5): 22%
  - Investing a lot (6-7): 24%
  - Investing a lot (8-10): 10%
  - Total belief: 34%
  - Don't know: 10%

- **Wheatbelt (n=66)**
  - Investing nothing at all (0-2): 17%
  - Investing a little bit (3-4): 32%
  - Investing somewhat (5): 14%
  - Investing a lot (6-7): 18%
  - Investing a lot (8-10): 8%
  - Total belief: 26%
  - Don't know: 11%

n=400
Why is the Government Investing in my Region?

There are a range of reasons residents feel that the Government is investing in their region.

Expected
- Their role as Government
- They are already committed to it

Regional Benefits
- Growth
- Quality of life

State Benefits
- Population distribution
- Easing pressures

Other Reasons
- Strong need
- Acquire votes
Q11. What do you believe are key reasons for the State Government investing in your region? Open Ender.

- **Expected**
  - “This is where the money is coming from to help support the many states where needed.”

- **Regional Benefits**
  - “To assist growth, employment opportunities and to make the region more attractive to families to stay and grow with it.”

- **Other Reasons**
  - “They are being forced into spending for political reasons.”

- **State Benefits**
  - “Because of the rapid increase in population. To help take population pressure off the Perth region (decentralisation).”

*n=503 (Don’t Know and 0 filtered out).*
Reactions to the Government Funding Were Mixed

Some felt happy and pleased that there was such an investment being made in their region.

Some felt angry, frustrated or sceptical about where the money had gone as they saw no strategic investments or vision.

Whether they had a positive or negative reaction to the information, the underlying theme across all responses was that people wanted more information.

They wanted transparency about where the funding was going, they wanted a greater level of communication, they wanted to know how the money was being spent.
Positive Responses

Residents feel they are valued, that the Government is investing in their region because they are worthy.

Some feel it is a step in a positive direction, yet more needs to be done.

“Makes me feel pretty good - perhaps the community has spoken about what they want and the government has taken notice.”

“Great! We're getting something back for once!”

“Makes me feel good because we are actually getting something. In the country you sometimes feel forgotten about, so it means we are worthy of some sort of government investment.”

“It is a positive step in the right direction, but there is still more that needs to be done especially in regards to health issues & transport including roads and the rail system throughout the Wheatbelt.”

“It’s a good start but a lot more needs to be done.”
Negative Responses

Negative responses were driven by three components:

1) Not enough money is being invested.

2) Investments are not of value – the money could be better spent and the community needs to be better consulted.

3) Lack of transparency about where the funding was being spent.

“I feel cross, as I don’t feel the funds are being spent wisely or for the whole community’s benefit. I also get cross they spend all that money without consultation from everyday people in the town, then don’t follow up with support.”

“Cross because that is a lot of money, but I cannot see where it has all been spent. Where did it go?”

“Although it’s great the money has been invested, it’s a drop in the ocean compared to what needs to be done, and even more so when you consider the income generated by our region.”

“A little bit sick that such an opportunity has not been utilised as effectively as it could have for the real benefit of our communities. I think if you truly went out to get some opinions it would be different.”

“Sceptical. $143m doesn’t buy much by the looks. Without a detailed breakdown of accounts on how the dough was spent, my scepticism will persist.”
Whether the reaction was positive or negative, the same sentiment was strongly voiced.

“Where is the money being spent? We want more information.”
Residents want to know where the funding is going and where it is being spent. By not knowing, they are cynical and sceptical about the transparency of the Government.

“I would like to know more because I don't like being in the dark. There may be things in the community I don't know about that will be beneficial.”

“Surprised........ I must admit I feel really out of touch!”

“I often feel we in regional areas are treated like second class citizens - we often don't have an alternative, so we just have to 'get what we're given’.”

“Maybe there should be more advertising with what the Government and local Government are doing.”

“If this money was spent in our Midwest region then please tell me where and who the treasurer was of this money because they obviously pocketed it for themselves.”
There is a very clear underlying sentiment in regional areas that they don’t want to be forgotten!

“Maybe it is time that we, the rural constituents, need to be considered. Not everything should revolve around Perth and the coastline!!!!!!”

“Heaps of money from the top half of the state is going to the bottom half of the state while there is great need in the top half of the state so the money should stay there.”

“Perth is a rapidly growing city and it needs investment so I don’t have an issue with money being spent there provided regions aren’t left out in the cold as a result.”
Q12. Which of the following best describes how you feel towards the State Government and its role in your region?

- Better than our Perth city counterparts: 12%
- The same as our Perth city counterparts: 5%
- Worse than our Perth city counterparts: 72%
- Don't know: 11%

“Everything is focused on the city but the money raised from the wider community never comes back to the areas that REALLY need it.”

“I feel the regional areas are treated worse than the metro areas. More funding is needed to ensure that people will benefit long term not just short term.”
Q12. Which of the following best describes how you feel towards the State Government and its role in your region?

- Better than our Perth city counterparts
- Same as our Perth city counterparts
- Worse than our Perth city counterparts
- Don’t know

**Kimberley (n=62)**
- Better: 71%
- Same: 14%
- Worse: 6%
- Don’t know: 3%

**Pilbara (n=65)**
- Better: 66%
- Same: 14%
- Worse: 11%
- Don’t know: 6%

**Gascoyne & Mid West (n=90)**
- Better: 80%
- Same: 4%
- Worse: 15%
- Don’t know: 1%

**Goldfields / Esperance (n=81)**
- Better: 75%
- Same: 5%
- Worse: 2%
- Don’t know: 11%

**Wheatbelt (n=66)**
- Better: 92%
- Same: 5%
- Worse: 1%
- Don’t know: 2%

**Peel, South West & Great Southern (n=201)**
- Better: 61%
- Same: 17%
- Worse: 18%
- Don’t know: 4%
Those who feel that the Government is investing in their region are more likely to feel they are treated better/the same as their city counterparts.

Those who feel the Government is not investing in their region are more likely to feel they are treated worse than their city counterparts.
Perceived Investment and Treatment Relationship

Q12. Which of the following best describes how you feel towards the State Government and its role in your region?

Q10. To what extent do you believe the State Government is investing in your region?
Awareness of Investments

Please note in this chapter, there may be small base sizes. Please interpret results with caution if the base size is below n=30.
A total of 2 in 5 people are aware of at least one major State Government investment – this is highest in Pilbara and lowest in Wheatbelt.
Q3. Are you aware of any major State Government investments (new developments, new infrastructure or new programs) that are currently in your region?
### Unprompted Awareness of Investments

<table>
<thead>
<tr>
<th>Category</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roads</td>
<td>14</td>
</tr>
<tr>
<td>Hospitals</td>
<td>10</td>
</tr>
<tr>
<td>Foreshore/Waterfront redevelopments</td>
<td>9</td>
</tr>
<tr>
<td>Sporting/Recreation facilities</td>
<td>8</td>
</tr>
<tr>
<td>Schools/Education facilities</td>
<td>7</td>
</tr>
<tr>
<td>Town centres/Shopping centres/CBD redevelopment</td>
<td>6</td>
</tr>
<tr>
<td>Port developments (e.g. bridges, access roads, rail links)</td>
<td>6</td>
</tr>
<tr>
<td>Housing developments</td>
<td>4</td>
</tr>
<tr>
<td>Bridges</td>
<td>3</td>
</tr>
<tr>
<td>Royalties for Regions</td>
<td>2</td>
</tr>
<tr>
<td>Regional Cities/SuperTowns</td>
<td>2</td>
</tr>
<tr>
<td>Entertainment/Community centres</td>
<td>2</td>
</tr>
<tr>
<td>Police &amp; Judicial facilities</td>
<td>2</td>
</tr>
<tr>
<td>Airports</td>
<td>2</td>
</tr>
<tr>
<td>Boat harbours/Marinas/Boat ramps</td>
<td>2</td>
</tr>
<tr>
<td>Industrial/commercial developments</td>
<td>2</td>
</tr>
<tr>
<td>ANZAC memorials, centres etc.</td>
<td>2</td>
</tr>
</tbody>
</table>

$n=565$

< 2% charted in appendix.

Q4. Can you briefly describe these new investments? Please type in a short description of the investment(s).
Awareness of specific investments varies by region.

Interestingly, awareness is not simply generated from the size of the financial investments.
n=25* Warning: small base size. Please interpret results with caution.

Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.
Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.
Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.

Health and age investments have highest awareness.

- Patient Assisted Travel Scheme: 78% heard, $1.6M
- Country Age Pension Fuel Card: 53% heard, $1.8M
- Esperance Hospital: 43% heard, $6.9M
- Transport: 43% heard, $2M
- Portlink Inland Freight Corridor Planning: 43% heard, $2M
- Community Sporting and Recreation Facilities Fund: 33% heard, $1.2M
- Indigenous Visitor Hostels: 28% heard, $0.5M
- Regional Residential College Upgrades: 23% heard, $1.7M
- Southern Inland Health Initiative: 12% heard, $14.5M
- Caravan and Camping: 7% heard, $0.5M

n=81
Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.

n=40

Prompted Investments Awareness: Peel

- Mandurah Aquatic and Recreation Centre Redevelopment: 78%
- Foodbank School Breakfast Program: 38%
- Regional Events Program: 30%
- Community Sporting and Recreation Facilities Fund: 22%
- Better Beginnings – Early Literacy: 18%
- Skills Training Initiative: 12%
- Regional Schools Plan: 10%
- Caravan and Camping: 8%
- Clontarf Foundation Program: 8%
- Orange School Buses Initiatives in Regional Western Australia: -
**Prompted Investments Awareness: South West**

<table>
<thead>
<tr>
<th>Investment</th>
<th>No, I have definitely not heard of</th>
<th>Unsure whether I have heard of this investment</th>
<th>Yes, definitely heard of this investment</th>
<th>Total Heard</th>
<th>Total Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Age Pension Fuel Card</td>
<td>27</td>
<td>8</td>
<td>65</td>
<td>65</td>
<td>$8.3M</td>
</tr>
<tr>
<td>Busselton Health Campus</td>
<td>24</td>
<td>17</td>
<td>59</td>
<td>59</td>
<td>$13.2M</td>
</tr>
<tr>
<td>Patient Assisted Travel Scheme</td>
<td>27</td>
<td>17</td>
<td>56</td>
<td>56</td>
<td>$0.9M</td>
</tr>
<tr>
<td>Community Sporting and Recreation Facilities Fund</td>
<td>40</td>
<td>29</td>
<td>31</td>
<td>31</td>
<td>$1.2M</td>
</tr>
<tr>
<td>Foreshore Development</td>
<td>45</td>
<td>24</td>
<td>31</td>
<td>31</td>
<td>-</td>
</tr>
<tr>
<td>Bunbury to Albany Gas Pipeline</td>
<td>48</td>
<td>27</td>
<td>25</td>
<td>25</td>
<td>$3.5M</td>
</tr>
<tr>
<td>South West Recreational Fishing Enhancement Pilot Project</td>
<td>54</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>-</td>
</tr>
<tr>
<td>Regional Schools Plan</td>
<td>66</td>
<td>25</td>
<td>9</td>
<td>9</td>
<td>-</td>
</tr>
<tr>
<td>Caravan and Camping</td>
<td>72</td>
<td>20</td>
<td>8</td>
<td>8</td>
<td>$0.5M</td>
</tr>
<tr>
<td>Southern Inland Health Initiative</td>
<td>76</td>
<td>16</td>
<td>8</td>
<td>8</td>
<td>$14.5M</td>
</tr>
</tbody>
</table>

**Health and age investments have highest awareness.**

Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.

$n=131$
Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.

- **Albany Hospital**: 97% aware, $-\text{M}$
- **Patient Assisted Travel Scheme**: 83% aware, $1.1\text{M}$
- **Country Age Pension Fuel Card**: 77% aware, $3.9\text{M}$
- **Bunbury to Albany Gas Pipeline**: 47% aware, $3.5\text{M}$
- **Community Sporting and Recreation Facilities Fund**: 27% aware, $1.2\text{M}$
- **Skills Training Initiative**: 23% aware, $-\text{M}$
- **Regional Residential College Upgrades**: 13% aware, $-\text{M}$
- **Southern Inland Health Initiative**: 13% aware, $14.5\text{M}$
- **Caravan and Camping**: 3% aware, $0.5\text{M}$
- **Regional Schools Plan**: 3% aware, $-\text{M}$

Health and age investments have highest awareness.

*Warning: small base size. Please interpret results with caution.*
Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.
Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.

<table>
<thead>
<tr>
<th>Investment</th>
<th>No, I have definitely not heard of</th>
<th>Unsure whether I have heard of this investment</th>
<th>Yes, definitely heard of this investment</th>
<th>Total Heard %</th>
<th>Total Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Assisted Travel Scheme</td>
<td>8</td>
<td>20</td>
<td>72</td>
<td>72</td>
<td>$1.8M</td>
</tr>
<tr>
<td>Pilbara Cities</td>
<td>23</td>
<td>17</td>
<td>60</td>
<td>60</td>
<td>$2.8M</td>
</tr>
<tr>
<td>Pilbara Underground Power Project</td>
<td>31</td>
<td>12</td>
<td>57</td>
<td>57</td>
<td>$0.7M</td>
</tr>
<tr>
<td>Karratha Health Campus</td>
<td>28</td>
<td>21</td>
<td>51</td>
<td>51</td>
<td>$4.9M</td>
</tr>
<tr>
<td>Community Sporting and Recreation Facilities Fund</td>
<td>22</td>
<td>33</td>
<td>45</td>
<td>45</td>
<td>$1.2M</td>
</tr>
<tr>
<td>Regional Schools Plan</td>
<td>46</td>
<td>17</td>
<td>37</td>
<td>37</td>
<td>-</td>
</tr>
<tr>
<td>Country Age Pension Fuel Card</td>
<td>51</td>
<td>17</td>
<td>32</td>
<td>32</td>
<td>$0.2M</td>
</tr>
<tr>
<td>Pilbara Health Partnership</td>
<td>43</td>
<td>31</td>
<td>26</td>
<td>26</td>
<td>$9.1M</td>
</tr>
<tr>
<td>Pilbara Cardiovascular Screen Program</td>
<td>71</td>
<td>20</td>
<td>9</td>
<td>9</td>
<td>$0.3M</td>
</tr>
<tr>
<td>Caravan and Camping</td>
<td>68</td>
<td>24</td>
<td>8</td>
<td>8</td>
<td>$0.5M</td>
</tr>
</tbody>
</table>

n=65
**Prompted Investments Awareness: Wheatbelt**

Health and age investments have highest awareness.

<table>
<thead>
<tr>
<th>Investment</th>
<th>Yes, definitely heard of</th>
<th>Unsure whether I have heard of this investment</th>
<th>No, I have definitely not heard of</th>
<th>Total Heard %</th>
<th>Total Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Age Pension Fuel Card</td>
<td>79</td>
<td>6</td>
<td>15</td>
<td>79</td>
<td>$4.9M</td>
</tr>
<tr>
<td>Patient Assisted Travel Scheme</td>
<td>73</td>
<td>12</td>
<td>15</td>
<td>73</td>
<td>$0.7M</td>
</tr>
<tr>
<td>Regional Men’s Health Program</td>
<td>62</td>
<td>-</td>
<td>21</td>
<td>62</td>
<td>-</td>
</tr>
<tr>
<td>Community Sporting and Recreation Facilities Fund</td>
<td>35</td>
<td>21</td>
<td>44</td>
<td>35</td>
<td>$1.2M</td>
</tr>
<tr>
<td>Regional Residential College Upgrades</td>
<td>21</td>
<td>-</td>
<td>67</td>
<td>21</td>
<td>-</td>
</tr>
<tr>
<td>Regional Schools Plan</td>
<td>20</td>
<td>-</td>
<td>62</td>
<td>20</td>
<td>-</td>
</tr>
<tr>
<td>Avon Water Reuse Project</td>
<td>12</td>
<td>-</td>
<td>67</td>
<td>12</td>
<td>-</td>
</tr>
<tr>
<td>Orange School Buses Initiatives in Regional Western Australia</td>
<td>11</td>
<td>-</td>
<td>77</td>
<td>11</td>
<td>-</td>
</tr>
<tr>
<td>Southern Inland Health Initiative</td>
<td>9</td>
<td>-</td>
<td>76</td>
<td>9</td>
<td>$14.5M</td>
</tr>
<tr>
<td>Caravan and Camping</td>
<td>3</td>
<td>-</td>
<td>80</td>
<td>3</td>
<td>$0.5M</td>
</tr>
<tr>
<td>Living Lakes</td>
<td>2</td>
<td>-</td>
<td>85</td>
<td>2</td>
<td>$2.4M</td>
</tr>
</tbody>
</table>

$n=66$

Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.
## Top 3 Investment Awareness in Each Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Most aware of investment</th>
<th>Second most aware of investment</th>
<th>Third most aware of Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Southern</td>
<td>Albany Hospital 97%</td>
<td>Patient Assisted Travel Scheme 83%</td>
<td>Country Age Pension Fuel Card 77%</td>
</tr>
<tr>
<td>Mid West</td>
<td>Patient Assisted Travel Scheme 80%</td>
<td>Country Age Pension Fuel Card 66%</td>
<td>Community Sporting and Recreation Facilities Fund 34%</td>
</tr>
<tr>
<td>Wheatbelt</td>
<td>Country Age Pension Fuel Card 79%</td>
<td>Patient Assisted Travel Scheme 73%</td>
<td>Regional Men’s Health Program 62%</td>
</tr>
<tr>
<td>Goldfields - Esperance</td>
<td>Patient Assisted Travel Scheme 78%</td>
<td>Country Age Pension Fuel Card 53%</td>
<td>Esperance Hospital 43%</td>
</tr>
<tr>
<td>Peel</td>
<td>Mandurah Aquatic and Recreation Centre Redevelopment 78%</td>
<td>Foodbank School Breakfast Program 38%</td>
<td>Regional Events Program 30%</td>
</tr>
<tr>
<td>Gascoyne</td>
<td>Patient Assisted Travel Scheme 72%</td>
<td>Country Age Pension Fuel Card 64%</td>
<td>Coral Bay Seasonal Staff Accommodation 36%</td>
</tr>
<tr>
<td>Pilbara</td>
<td>Patient Assisted Travel Scheme 72%</td>
<td>Country Age Pension Fuel Card 64%</td>
<td>Pilbara Underground Power Project 57%</td>
</tr>
<tr>
<td>South West</td>
<td>Country Age Pension Fuel Card 65%</td>
<td>Patient Assisted Travel Scheme 59%</td>
<td>Pilbara Cities 60%</td>
</tr>
<tr>
<td>Kimberley</td>
<td>Patient Assisted Travel Scheme 63%</td>
<td>Busselton Health Campus 59%</td>
<td>Patient Assisted Travel Scheme 56%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ord-East Kimberley Expansion Project Phase 2 53%</td>
<td>Broome Small Boat Facility 52%</td>
</tr>
</tbody>
</table>

% respondents who answered - Yes, definitely heard of this investment.

Q5. Have you heard about any of the following investments? If you have already mentioned these, please still answer this.
A total of 4 in 5 people are not aware of the extent of Government funding in their region between 2013 and 2014.
Q13. Are you aware that the Government has invested __________ in the __________ region between 2013 and 2014?

Awareness is lowest in Great Southern, Wheatbelt and Peel.
Investment Impact
Around 3 in 5 people believe investments are contributing to a better quality of life and better future capacity.

Around half agree the investments are contributing to the economy's prosperity, region’s sustainability, choice of activities on offer.
**Investments**

### Social benefits

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Totally Agree %</th>
<th>Don’t know %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve quality of life in my region</td>
<td>4</td>
<td>11</td>
<td>22</td>
<td>44</td>
<td>14</td>
<td>58</td>
<td>5</td>
</tr>
<tr>
<td>Have economic benefit</td>
<td>3</td>
<td>9</td>
<td>24</td>
<td>43</td>
<td>12</td>
<td>55</td>
<td>9</td>
</tr>
<tr>
<td>Deliver choice / increase number of activities available</td>
<td>3</td>
<td>11</td>
<td>27</td>
<td>43</td>
<td>9</td>
<td>52</td>
<td>7</td>
</tr>
<tr>
<td>(family, social, sport, culture, tourism)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drive a sense of pride in my region</td>
<td>5</td>
<td>17</td>
<td>26</td>
<td>37</td>
<td>11</td>
<td>48</td>
<td>4</td>
</tr>
<tr>
<td>Help address social problems in my region</td>
<td>12</td>
<td>25</td>
<td>25</td>
<td>24</td>
<td>7</td>
<td>31</td>
<td>7</td>
</tr>
</tbody>
</table>

\(n=400\)

Q7. Thinking broadly about all the State Government investments in your region that you are aware of, please indicate to what extent you agree or disagree with the following statements.
**Investments**

## Future benefits

<table>
<thead>
<tr>
<th>Statement</th>
<th>Totally Agree %</th>
<th>Don’t know %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help build my region’s capacity for the future</td>
<td>59</td>
<td>5</td>
</tr>
<tr>
<td>Help transform my region</td>
<td>53</td>
<td>4</td>
</tr>
<tr>
<td>Create employment / job opportunities</td>
<td>52</td>
<td>4</td>
</tr>
<tr>
<td>Help the region to become more sustainable</td>
<td>50</td>
<td>7</td>
</tr>
<tr>
<td>Help grow prosperity in the region</td>
<td>50</td>
<td>6</td>
</tr>
</tbody>
</table>

*% of respondents*

---

**Q7.** Thinking broadly about all the State Government investments in your region that you are aware of, please indicate to what extent you agree or disagree with the following statements.
Q7. Thinking broadly about all the State Government investments in your region that you are aware of, please indicate to what extent you agree or disagree with the following statements.

- Are erratic (i.e. do not form part of a bigger strategy)

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>22</td>
<td>30</td>
<td>22</td>
<td>10</td>
</tr>
</tbody>
</table>

Totally Agree 32
Don't know 9

- Are irrelevant

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>34</td>
<td>28</td>
<td>13</td>
<td>4</td>
</tr>
</tbody>
</table>

Totally Agree 17
Don't know 9

n=400
Q7. Thinking broadly about all the State Government investments in your region that you are aware of, please indicate to what extent you agree or disagree with the following statements.

Investments
– Are erratic (i.e. do not form part of a bigger strategy)

<table>
<thead>
<tr>
<th>Region</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Totally Agree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kimberley (n=62)</td>
<td>3</td>
<td>10</td>
<td>27</td>
<td>26</td>
<td>21</td>
<td>47</td>
<td>13</td>
</tr>
<tr>
<td>Pilbara (n=65)</td>
<td>8</td>
<td>28</td>
<td>19</td>
<td>25</td>
<td>14</td>
<td>39</td>
<td>6</td>
</tr>
<tr>
<td>Wheatbelt (n=66)</td>
<td>6</td>
<td>20</td>
<td>33</td>
<td>18</td>
<td>14</td>
<td>32</td>
<td>9</td>
</tr>
<tr>
<td>Gascoyne/Midwest (n=90)</td>
<td>6</td>
<td>27</td>
<td>27</td>
<td>21</td>
<td>10</td>
<td>31</td>
<td>9</td>
</tr>
<tr>
<td>Peel/SW/GS (n=201)</td>
<td>8</td>
<td>23</td>
<td>28</td>
<td>23</td>
<td>7</td>
<td>30</td>
<td>11</td>
</tr>
<tr>
<td>Goldfields/Esperance (n=81)</td>
<td>9</td>
<td>23</td>
<td>35</td>
<td>15</td>
<td>6</td>
<td>21</td>
<td>12</td>
</tr>
</tbody>
</table>

n=400

Kimberley residents are the most likely to feel at a crossroad and at risk.
Over half see value in investments at a personal, local community and State level – value at the community level is highest.
Q8. Overall, how much do you value the State Government investments in your region from a … ?

![Chart showing value of investments from different perspectives.](chart.png)

- **Community perspective**: 58% of respondents
- **Personal perspective**: 52% of respondents
- **WA broader community perspective**: 52% of respondents

$n=400$
Q8. Overall, how much do you value the State Government investments in your region from a community perspective?
**Value of Investments**

**Community perspective**

**Little community value** seen if investments are not communicated or desired by the community.

“I do not feel that the Government listen to what the community wants I feel the Government are only interested in their own agenda.”

“Information is not getting out to the residents of our shire. We are treated like mushrooms. I go to most of our local monthly council meetings and only recommendations by staff are voted on.”

“Looking to the future I don’t hold out much hope of the Government spending anything but the bare essentials in our region especially when compared to the money earmarked in Perth.”

A lot of community value felt by those who see investments as sustaining a community.

“Because without help we don’t have a community as we are very small.”

“It is important because that is what will keep people in the community or have them likely to move on.”

“I feel it is important to have community pride and that comes with having better community facilities accessible to all the community.”

n=400

Q9. Why do you rate the value of ............ that way? Please provide as much detail as possible in space.

No value: Rated 0-3

A lot of value: Rated 8-10
### Value of Investments

**Personal perspective**

<table>
<thead>
<tr>
<th>Region</th>
<th>No value at all (0-2)</th>
<th>3-4</th>
<th>5</th>
<th>6-7</th>
<th>Extremely high value (8-10)</th>
<th>Total Belief %</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>15</td>
<td>15</td>
<td>18</td>
<td>28</td>
<td>24</td>
<td>52</td>
</tr>
<tr>
<td>Peel/SW/GS (n=201)</td>
<td>12</td>
<td>13</td>
<td>18</td>
<td>27</td>
<td>30</td>
<td>57</td>
</tr>
<tr>
<td>Pilbara (n=65)</td>
<td>11</td>
<td>20</td>
<td>18</td>
<td>29</td>
<td>22</td>
<td>51</td>
</tr>
<tr>
<td>Goldfields/Esperance (n=81)</td>
<td>16</td>
<td>20</td>
<td>13</td>
<td>28</td>
<td>23</td>
<td>51</td>
</tr>
<tr>
<td>Wheatbelt (n=66)</td>
<td>20</td>
<td>12</td>
<td>18</td>
<td>27</td>
<td>23</td>
<td>50</td>
</tr>
<tr>
<td>Gascoyne/Midwest (n=90)</td>
<td>17</td>
<td>12</td>
<td>22</td>
<td>18</td>
<td>31</td>
<td>49</td>
</tr>
<tr>
<td>Kimberley (n=62)</td>
<td>18</td>
<td>15</td>
<td>24</td>
<td>32</td>
<td>11</td>
<td>43</td>
</tr>
</tbody>
</table>

Q8. Overall, how much do you value the State Government investments in your region from a … ?

$n=400$
Value of Investments
Personal perspective

If little impact, little value seen personally.

“I can't see what they do.”

“The projects are not affordable. Leisureplex charges like a private corporation. No point having these things if they are inaccessible.”

“I am not convinced that all decisions the Government makes are in the best interest of the community as they often say and do the exact opposite of what the people are asking for.”

Value felt if the investment has had an impact on them.

“Investments in the area directly affects me and my family through education, employment opportunities, supporting our communities to maintain a high standard of living, support for our area when cyclones and other extreme conditions affect our communities.”

“Personally their investment affects my day to day life, my activities in this area and my overall feelings about living in this area. Without things like child play centres, leisureplexes, good roads and facilities, the area can be lonely and at times unpleasant for families.”

“This is my town, I want to live a full life here. I want activities that will allow me to grow and feel proud of Geraldton. The foreshore development has made a huge difference.”

n=400
Q9. Why do you rate the value of .......... that way?
Please provide as much detail as possible in space.

No value: Rated 0-3
A lot of value: Rated 8-10
### Value of Investments

**State community perspective**

<table>
<thead>
<tr>
<th>Region</th>
<th>% of respondents</th>
<th>No value at all (0-2)</th>
<th>3-4</th>
<th>5</th>
<th>6-7</th>
<th>Extremely high value (8-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>11</td>
<td>18</td>
<td>19</td>
<td>28</td>
<td>24</td>
</tr>
<tr>
<td>Gascoyne/Midwest (n=90)</td>
<td></td>
<td>11</td>
<td>10</td>
<td>19</td>
<td>22</td>
<td>38</td>
</tr>
<tr>
<td>Peel/SW/GS (n=201)</td>
<td></td>
<td>9</td>
<td>11</td>
<td>21</td>
<td>31</td>
<td>28</td>
</tr>
<tr>
<td>Pilbara (n=65)</td>
<td></td>
<td>11</td>
<td>20</td>
<td>19</td>
<td>32</td>
<td>18</td>
</tr>
<tr>
<td>Wheatbelt (n=66)</td>
<td></td>
<td>14</td>
<td>27</td>
<td>13</td>
<td>29</td>
<td>17</td>
</tr>
<tr>
<td>Goldfields/Esparance (n=81)</td>
<td></td>
<td>15</td>
<td>20</td>
<td>20</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>Kimberley (n=62)</td>
<td></td>
<td>13</td>
<td>23</td>
<td>22</td>
<td>24</td>
<td>18</td>
</tr>
</tbody>
</table>

**Total Belief %**
- 52
- 60
- 59
- 50
- 46
- 45
- 42

**Q8.** Overall, how much do you value the State Government investments in your region from a State community perspective?
Value of Investments
State community perspective

**Little State value** seen by those who feel they aren’t treated equally to their Perth counterparts.

- “How can I rate something for the whole community?”
- “I believe country areas are largely forgotten and huge amounts of money are spent in Perth and the greater Perth area.”
- “I feel the country areas are treated like second class citizens.”

**A lot of State value** felt by those who see the broader benefits of the investments.

- “They are all related ... town, city, country. One does well all does well.”
- “State Government investing in smaller communities is definitely going to promote stability in small businesses and in turn new job opportunities.”
- “Because this is a very popular place for a lot of West Aussies to come - for holidays and for events. And the things that have received the money will be accessed while they are here e.g. foreshore projects and hospital.”

n=400
Q9. Why do you rate the value of .......... that way? Please provide as much detail as possible in space.

No value: Rated 0-3
A lot of value: Rated 8-10
Communication Evaluation
We know from the qualitative research that without communication, many people feel that their personal chances at prosperity are effected, they feel the Government is not transparent and some even feel “cheated”.

“If we are not communicated to we will feel cheated.”

“It may drive good people away from town. Towns need to plan for growth even though it is only small in Australia. In a remote place it is more difficult and costly so all this needs to be factored in. People accept that you won’t get everything in a country town but expect a minimum standard.”
1 in 5 people are satisfied with the level of communication provided by the State Government around investments – this drops to 1 in 10 for Wheatbelt residents.

Across all regions, there is a high desire for more information – around State Government investments and investments in the region specifically.
Q14. How satisfied are you with how the State Government communicates to you about the investments in your region?

<table>
<thead>
<tr>
<th>Region</th>
<th>Extremely dissatisfied (0-2)</th>
<th>3-4</th>
<th>5</th>
<th>6-7</th>
<th>Extremely satisfied (8-10)</th>
<th>Total Satisfaction %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional WA</td>
<td>36</td>
<td>25</td>
<td>17</td>
<td>18</td>
<td>4</td>
<td>22</td>
</tr>
<tr>
<td>Pilbara (n=65)</td>
<td>26</td>
<td>32</td>
<td>17</td>
<td>20</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>Goldfields/Esperance (n=81)</td>
<td>33</td>
<td>26</td>
<td>17</td>
<td>15</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td>Peel/SW/GS (n=201)</td>
<td>31</td>
<td>25</td>
<td>21</td>
<td>19</td>
<td>4</td>
<td>23</td>
</tr>
<tr>
<td>Kimberley (n=62)</td>
<td>44</td>
<td>27</td>
<td>12</td>
<td>11</td>
<td>6</td>
<td>17</td>
</tr>
<tr>
<td>Gascoyne/Midwest (n=90)</td>
<td>36</td>
<td>27</td>
<td>21</td>
<td>10</td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>Wheatbelt (n=66)</td>
<td>44</td>
<td>30</td>
<td>18</td>
<td>6</td>
<td>2</td>
<td>8</td>
</tr>
</tbody>
</table>

Wheatbelt residents most likely to feel their region is lacking direction, stagnant and neglected.
Desire for More Information Around State Government Investments

How much do you want to know about State Government investments in your region?

<table>
<thead>
<tr>
<th>Region</th>
<th>0-2</th>
<th>3-4</th>
<th>5</th>
<th>6-7</th>
<th>8-10</th>
<th>Total Want to Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional WA</td>
<td>4</td>
<td>8</td>
<td>13</td>
<td>30</td>
<td>45</td>
<td>75</td>
</tr>
<tr>
<td>Wheatbelt (n=66)</td>
<td>6</td>
<td>8</td>
<td>8</td>
<td>26</td>
<td>52</td>
<td>78</td>
</tr>
<tr>
<td>Peel/SW/GS (n=201)</td>
<td>5</td>
<td>6</td>
<td>13</td>
<td>27</td>
<td>49</td>
<td>76</td>
</tr>
<tr>
<td>Gascoyne/Midwest (n=90)</td>
<td>7</td>
<td>2</td>
<td>16</td>
<td>27</td>
<td>48</td>
<td>75</td>
</tr>
<tr>
<td>Pilbara (n=65)</td>
<td>2</td>
<td>12</td>
<td>13</td>
<td>35</td>
<td>38</td>
<td>73</td>
</tr>
<tr>
<td>Kimberley (n=62)</td>
<td>6</td>
<td>6</td>
<td>15</td>
<td>21</td>
<td>52</td>
<td>73</td>
</tr>
<tr>
<td>Goldfields/Esperance (n=81)</td>
<td>4</td>
<td>11</td>
<td>17</td>
<td>30</td>
<td>38</td>
<td>68</td>
</tr>
</tbody>
</table>

Strong desire to know a lot of information is consistent across the regions.

n=400
Q16. How much do you want to know about State Government investments in your region?
Q15. Which of the following would best describe your desire for information around investments in your region?

- Strong desire to know more information is consistent across the regions.
- I feel I know too much about Government investments in my region.
- I feel I know enough about Government investments in my region.
- I would like to know more about Government investments in my region.

Strong desire to know more information is consistent across the regions.

Don’t Know %

Regional WA

Wheatbelt (n=66)

Pilbara (n=65)

Peel/SW/GS (n=201)

Gascoyne/Midwest (n=90)

Goldfields/Esperance (n=81)

Kimberley (n=62)
There are many reasons why people want to know about investments in their region.

Gives people confidence in the future of their region, in turn providing peace of mind and a sense of stability, a critical aspect to what they are looking for in their ideal region.

Information is seen as empowering—there is an intrinsic benefit of knowing why investments are being made and what the benefits are.

Some are unsure whether they will stay in their region, or move to Perth. What investments are made in their region will assist in their decision-making process.
Critical that communication does not start once the investment is underway, but at the very beginning.

In this way, residents feel the Government is being transparent and they understand the project logic and benefits from the outset.

“I actually think that if the Government led from the front with regards to public information and awareness raising, whilst admitting that there could be potential environmental impacts with development, they would be in a much better place.

It is important to be honest and upfront, people are very savvy these days and they can pick PR Spin from a mile away - what is worse is that it makes the consumer (us) feel like the provider (Government and Big Business) take us for fools, which is worse and leads to lack of trust and faith in their intentions and ability to deliver.”
There are three key pillars for communicating projects - project logistics, logic and impact.
Desired Information

**PROJECT LOGISTICS**
- What is the investment?
- How much will it cost?
- How long is it expected to take?
- Who does it involve?
- Are there any environmental impacts we need to be aware of?

*Important not to drown people with too much information about facts and figures as that is perceived as ‘hiding’ information.*

**PROJECT LOGIC**
- Why is this investment needed?
- What difference is this investment going to make?
- Is it part of a strategy or plan?
- Is it a “sensible” and “thought out” investment?
- What is the expected long term impact of the project for the town/region?
- Why is this investment happening now?

**PROJECT IMPACT**
- How will it impact me as a resident of this region?
- What resources / infrastructure will be put into town?
- Will it create employment opportunities?
- Will it change the region in any way? If so, how?

*It is also important to communicate to those towns that are not being invested in, as they want information about ‘why not my town’ when they hear about investments being made elsewhere.*
“Just simple, easy to understand information on major investments and developments about my region.”

“What, where, why and benefits to who and region.”

“What they’re investing in, sometimes it feels like we’re forgotten or maybe it’s just not advertised very well.”

“The development of any large infrastructure and programs that will help with the growth of the region like we hear about happening in the city all the time.”

“What projects they are spending on and the proportion of money spent in our region compared with other regions.”

“Overview of projects and the rationale behind them and the cost. Not interested in glossy stuff.”

“Any developments that are occurring in the area. Anything that will help with any decisions I make.”

“I would like to know about infrastructure investment, investment to encourage local and small business; this process is not transparent... it should be.”

“Planning and long term benefits that don’t deface the town.”
Q18. Which of the following methods of communication are best suited to you personally for receiving information about investments in your region? Please select as many as you wish (Multiple response).

- Local newspaper: 65%
- Email: 45%
- Letter in the mail: 34%
- Television advertisement: 31%
- Brochures/flyers/newsletters: 25%
- Radio advertisement: 21%
- State newspaper: 19%
- Social media (facebook, twitter): 19%
- Website (e.g. regional investment website): 19%
- Public forums/community reference groups: 15%
- Other: 4%

This is likely due to the desire for a lot of information.
Beyond not feeling that they have received enough communication, the majority do not know where they would go to seek more information about investments in their region.
Q19. Do you know/think you would know where to go to find more information on State Government investments in your region?
Likely Sources Accessed to Find Investment Information

- 'Online/Internet': 29%
- WA/State government website: 18%
- Would google it: 17%
- Local shire/council office: 17%
- 'Government websites': 9%
- Local MP's office/website: 9%
- Development authorities/commissions: 8%
- Newspapers: 7%
- Local government/shire websites: 7%
- Radio: 3%
- 'Media/local media': 3%
- Library: 3%
- Word of mouth: 2%
- Social media: 2%
- DRD website: 2%
- Royalties for Regions website: 2%
- Local newspapers: 2%
- Through professional contacts: 2%

n=168 (filtered by those who were aware of where to go for more information).
< 2% not charted.

Q20. Please tell us where you would go to find more information.
Understanding Public Perceptions
in Regional Western Australia

5th June 2014

Prepared for: Department of Regional Development

Prepared by: Madeleine Russell, Anna Eden & Veronica Mayne