

Western Australian Community Resource Network (WACRN) Customer Research

DPIRD

28th 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 their local community, in order to optimise the service delivered. To achieve this, an online survey was conducted with customers of CRCs from September 7 to October 31, 2021.

All CRCs were sent a poster to display and flyers to distribute with a QR code and link to access the survey. CRCs were also encouraged to post about the survey on their social media to reach customers that were not visiting the CRC during the fieldwork period. To further maximise participation, the survey was incentivised and all respondents were given the opportunity to enter the draw to win 1 of 5 \$100 eGift Cards.

To ensure all CRCs were well represented in the results, the number of customers responding from each CRC was monitored throughout the fieldwork period. Staff from CRCs with fewer responses were asked to encourage greater participation among their customers.

At the end of fieldwork, poor quality responses and duplicates responses (i.e. based on identical responses, matching contact details etc.) were removed to ensure the final total sample only included high quality responses. A total sample of n=3009 customers was achieved.

Research Findings

Engagement with CRCs

Around 1 in 3 (36%) Customers, visit a CRC on a weekly basis and at the time of completing the survey, over 1 in 2 (55%) Customers had visited a CRC within the last week. Around 3 in 4 (73%) engage with the CRC to use general services such as accessing the internet. Usage of activities and entertainment services is also high with almost 6 in 10 (58%) indicating they used the CRC for this purpose.

Satisfaction & Experience

Satisfaction is strong among all Customers – over 9 in 10 (91%) Customers are extremely satisfied and fewer than 1 in 20 (2%) are dissatisfied with their experience at CRCs, which illustrates that Customers are having a positive, valuable experience at the CRCs they visit. Likelihood to recommend is also strong among all Customers. Around 9 in 10 (87%) Customers would promote the CRC they use and only a small proportion (5%) would be unlikely to recommend using a CRC, resulting in a strong NPS score of +82 – an exceptionally high result.

Most Customers are satisfied with the current opening hours but there are some suggestions for improvement. Roughly 9 in 10 (89%) agree the current opening hours of their CRC are convenient for them. Among those that disagree, around 2 in 5 (41%) want their CRC to open later than it currently does. A further 2 in 5 (43%) had suggestions other than the CRC opening earlier or later than it currently does. These suggestions included:

- Keeping opening hours consistent across weekdays
- Opening every weekday
- Opening on weekends

Values & Preferences

Ultimately, CRCs are highly valuable to their community. Almost all Customers agree that CRCs provide useful services to them (96%) and their community (98%) and around 3 in 4 (77%) feel they would not know where else to access the same services if there wasn't a CRC to go to. Customers that do not live near a CRC, older Customers and unemployed Customers are more likely to perceive CRCs as highly valuable, but perceptions of value are still strong among all other Customer groups. When asked what they value most, over 3 in 5 (63%) of customers mention the facilities and services provided at CRCs.

The value CRCs provide is further illustrated by the strong satisfaction and likelihood to recommend that Customers report – demonstrating that Customers gain value from their experiences with CRCs.

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 **Customers**.



Strategic Aim & Objectives

The overall strategic aim of this research was:

“ To understand the value provided by CRCs to their local community, in order to optimise the service delivered.

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

- Identify how customers engage with CRCs and how frequently
- Measure overall satisfaction with CRCs and performance on specific aspects of the service
- Measure likelihood to recommend CRCs to others
- Measure perceptions of CRCs and their perceived importance to customers, including the value provided to both them and the broader community
- Explore additional ways CRCs can assist customers and continue to provide value
- Identify preferred communication channels



Methodology

To facilitate this research, an online survey was conducted with customers of CRCs from September 7 to October 31, 2021.

All CRCs were sent a poster to display and flyers to distribute with a QR code and link to access the survey. CRCs were also encouraged to post about the survey on their social media to reach customers that were not visiting the CRC during the fieldwork period. To further maximise participation, the survey was incentivised and all respondents were given the opportunity to enter the draw to win 1 of 5 x \$100 eGift Cards.

To ensure all CRCs were well represented in the results, the number of customers responding from each CRC was monitored throughout the fieldwork period. Staff from CRCs with fewer responses were asked to encourage greater participation among their customers.

At the end of fieldwork, poor quality responses and duplicates responses (i.e. based on identical responses, matching contact details etc.) were removed to ensure the final total sample only included high quality responses. A total sample of n=3009 customers was achieved.

Analytical Notes



Throughout the report, stars denote significant differences between subgroups. A filled in star (★) above or next to a result indicates that the result is significantly higher than other results with a hollow star (☆). 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.



For multiple response questions, the figures may add up to more than 100.



Coding of open ended responses was limited to n=1000 overall.



Sample profile

Females make up three quarters of the sample and while there is a good spread of age, it is slightly skewed towards the older groups.

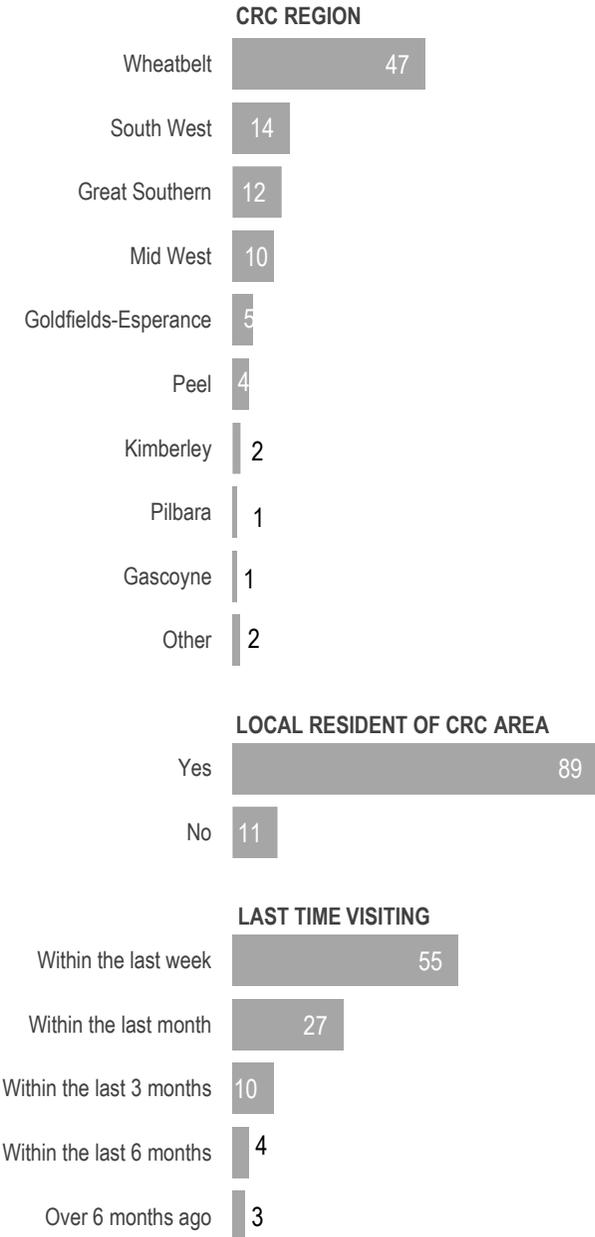


n=3009

GENDER	
Male	23
Female	75
Prefer not to say	2
AGE	
16-24 years	4
25-34 years	12
35-44 years	18
45-54 years	18
55-64 years	22
65 years and over	25
Prefer not to say	1
HOUSEHOLD STRUCTURE	
SINK/DINKs	26
Young Families	23
Mature Families	9
Empty Nesters	34
Other	5
I prefer not to answer	4
HOUSEHOLD INCOME	
\$50,000 or less	23
\$50,001 - \$100,000	24
\$100,001 - \$150,000	13
\$150,001 - \$200,000	8
More than \$200,000	3
Prefer not to say	28
EMPLOYMENT	
Employed	66
Unemployed	32
Prefer not to say	2
LIVE WITH PERMANENT DISABILITY	
Yes	8
No	88
Prefer not to say	4
ENGLISH AS A FIRST LANGUAGE	
Yes	94
No	5
Prefer not to say	1

Sample profile

We achieved a spread of customers using CRCs across the regions, however almost 1 in 2 responses came from customers of CRCs located in the Wheatbelt. This is unsurprising as 40% of CRCs are located in the Wheatbelt.



Engagement with CRCs



We showed Customers a list of services offered by CRCs and asked which ones they use.

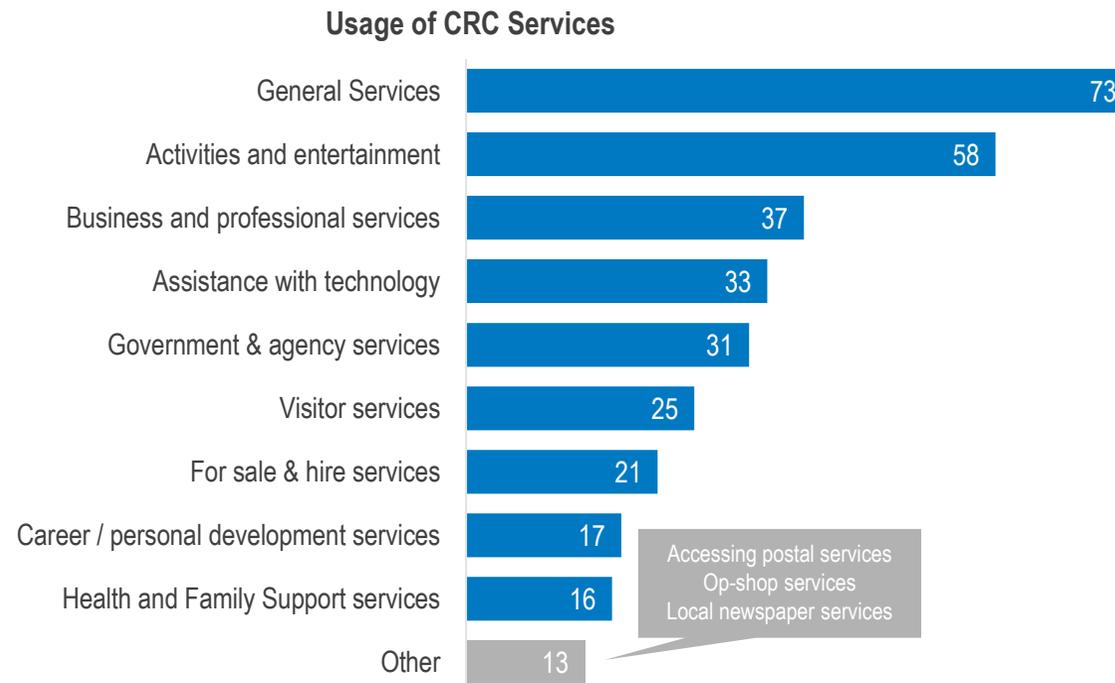
Activities and entertainment (i.e. attended activities run by the CRC, accessed library facilities, attended a hobby course or coffee catch up)
General Services (e.g. photocopying, printing or laminating, internet access or video conferencing)
Assistance with technology (e.g. help with your smartphone, tablet, computer or computer software, help to access online services).
Business and professional services (e.g. advertising through CRC channels, secretarial or book keeping services, business sundowner, event/project management services, Business Training accredited or non-accredited)
Career / personal development services (e.g. Resume and career advice, exam supervision, Accredited Training courses, Tutoring)
For sale & hire services (e.g. hire for meeting rooms, hire equipment, key cutting, passport photographs, photo booth)
Government & agency services (e.g. Government information, TransWA ticketing, Transport licensing, Centrelink & Medicare)
Health and Family Support services (e.g. Womens' Health and Family, Foodbank, funeral services, financial counselling, Physiotherapy, Chiropractic or Podiatry Services)
Visitor services (e.g. tourism information, souvenirs)

CRCs are primarily used for the general services they offer such as accessing the internet.



Around 3 in 4 Customers use the General Services provided by CRCs.

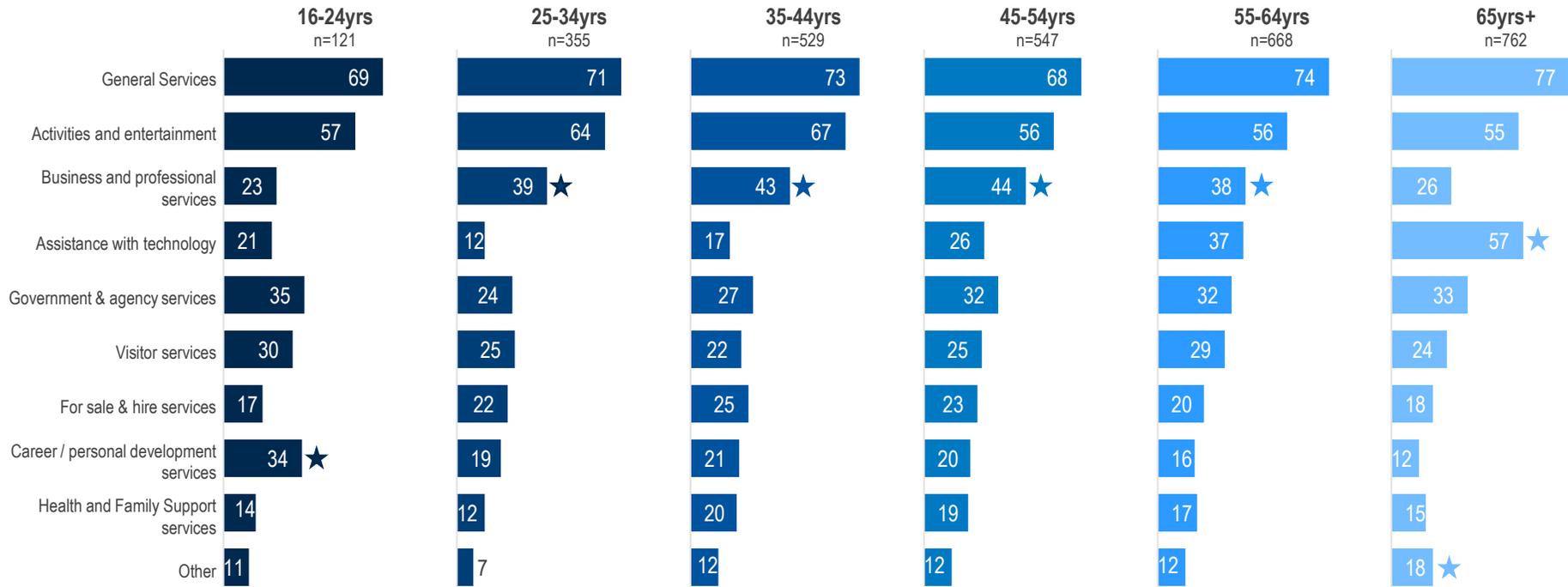
Usage of activities and entertainment services is also high with almost 6 in 10 indicating they used the CRC for this purpose.



CRC Customers of different ages use CRCs differently.

Those aged 16-24 are more likely to use career and personal development services than all other age groups, whereas those aged 65+ are more likely to use CRCs for assistance with technology than all younger age groups.

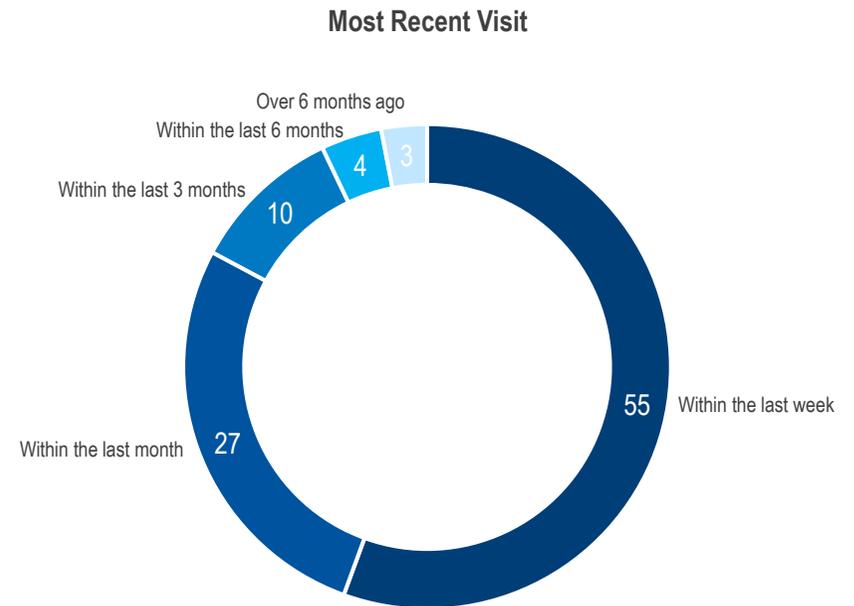
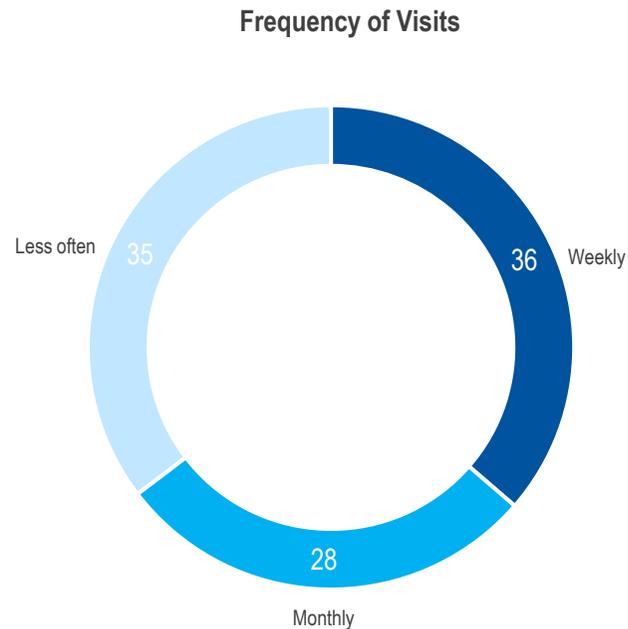
Usage of CRC Services



Q1. What have you used a CRC for? Please select all that apply. Base: All respondents (n=3009).

Around 1 in 3 Customers visit a CRC on a weekly basis...

...and at the time of completing the survey, over 1 in 2 Customers had visited a CRC within the last week.

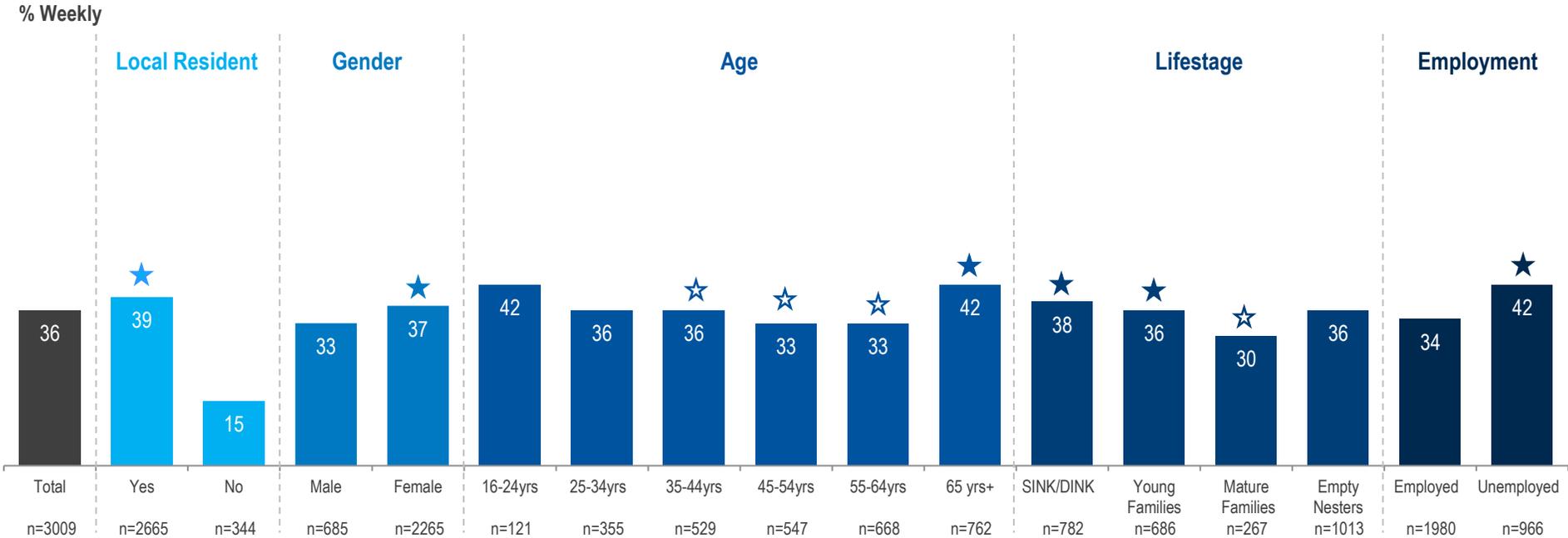


Q2. How often have you visited a CRC over the last 12 months? Base: All respondents (n=3009).

Q3. When did you last visit a CRC? If you are currently at a CRC select 'within the last week'. Base: All respondents (n=3009).

Weekly visitation is more common among those living near the CRC they visit.

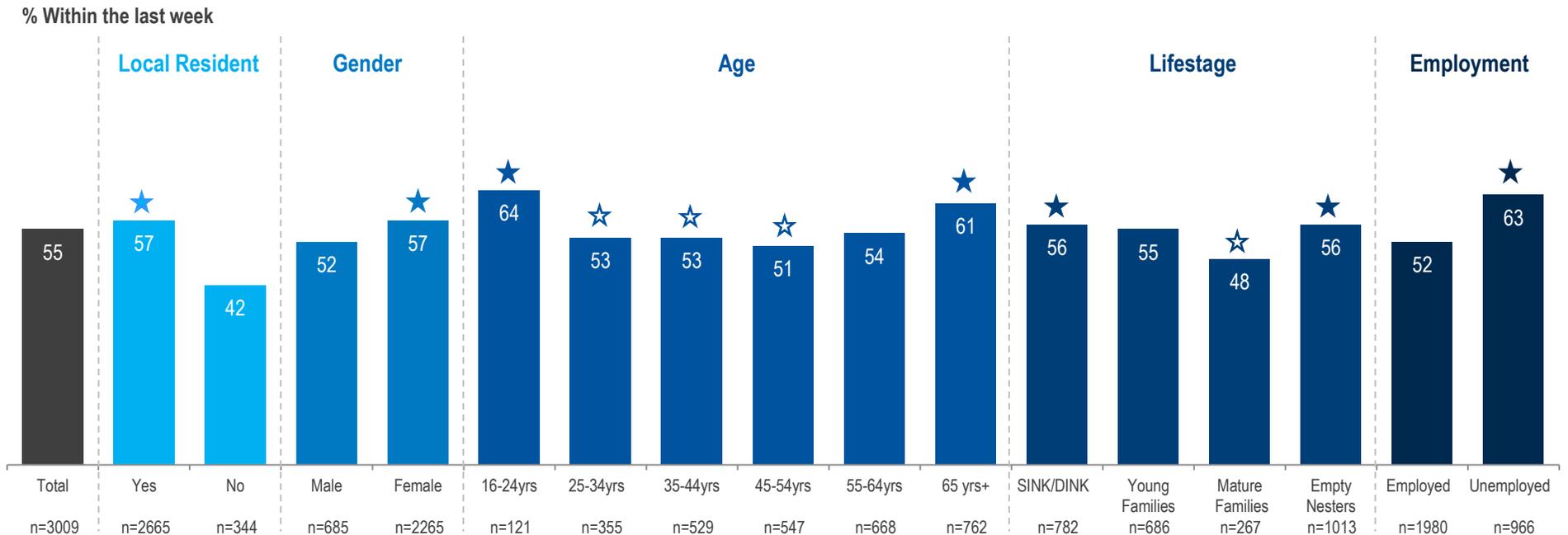
Females and those that are unemployed are also more likely to visit their CRC weekly.



Q2. How often have you visited a CRC over the last 12 months? Base: All respondents (n=3009).

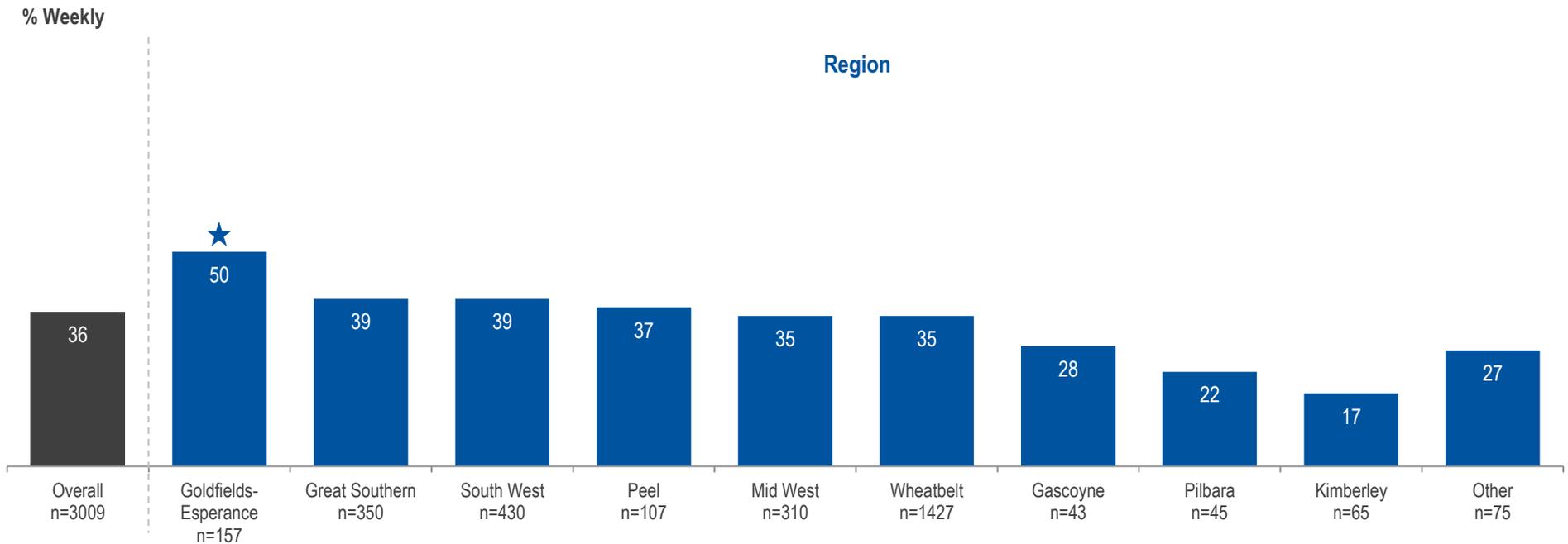
These same groups were more likely to have visited a CRC within 7 days before completing the survey.

Local residents, females and those that are unemployed were more likely to report having visited a CRC within the last week.

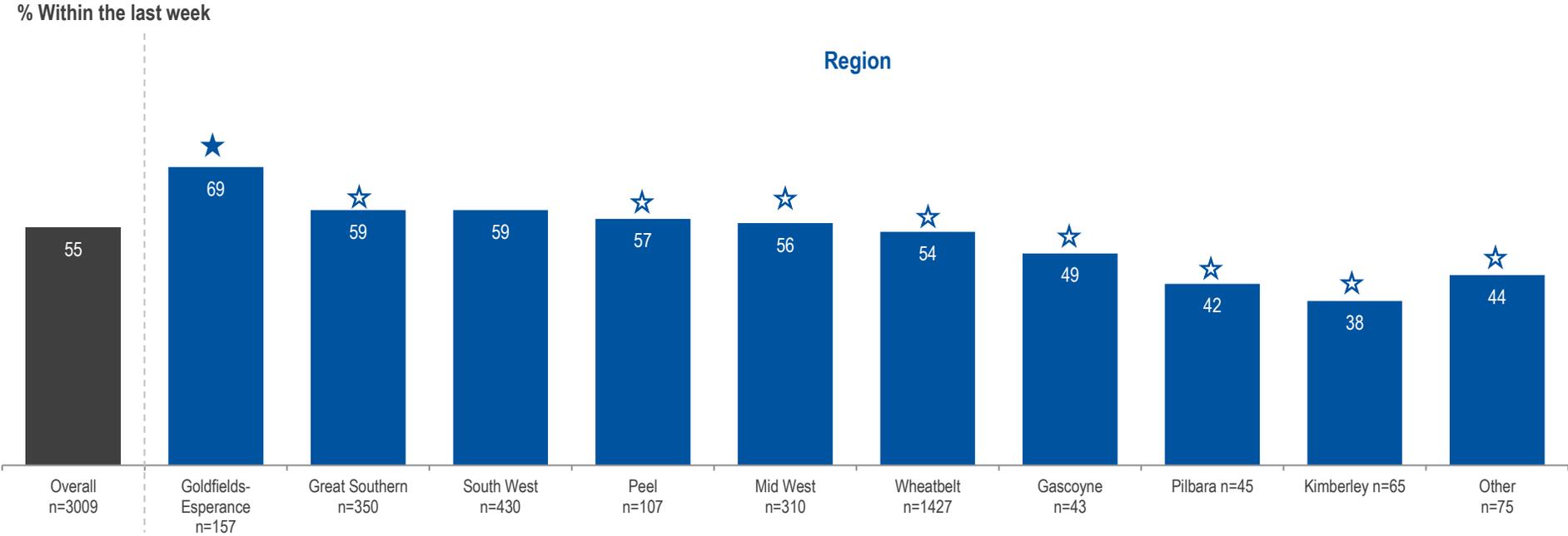


Q3. When did you last visit a CRC? If you are currently at a CRC select 'within the last week'. Base: All respondents (n=3009).

For most regions, over 1 in 3 CRC Customers visit weekly.



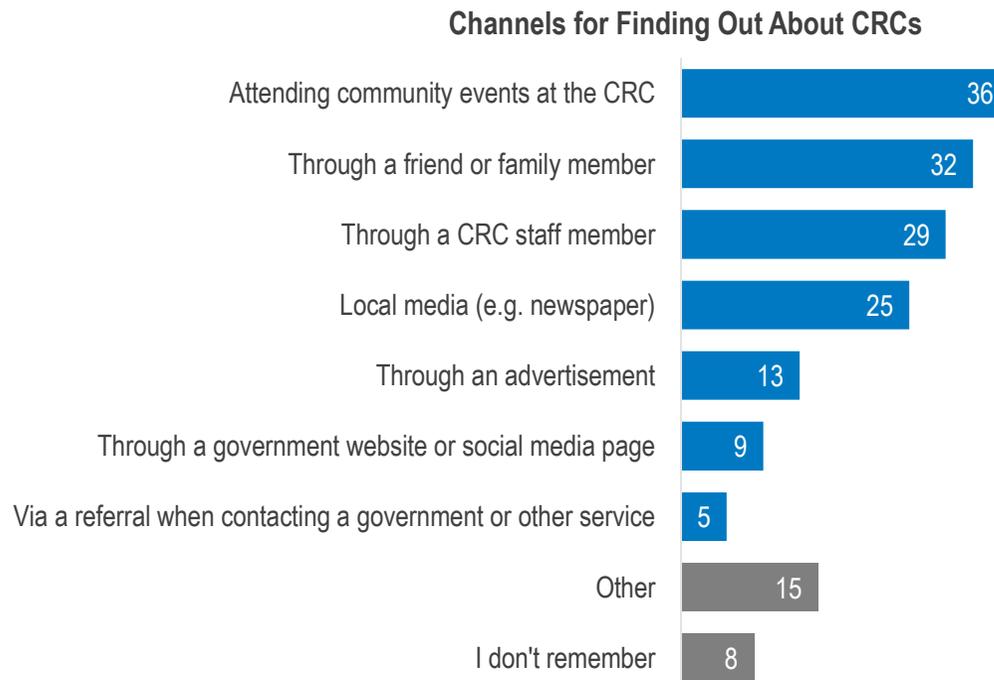
The proportion of visitors that had visited within a week prior to completing the survey, varies between the regions.



Q3. When did you last visit a CRC? If you are currently at a CRC select 'within the last week'. Base: All respondents (n=3009).

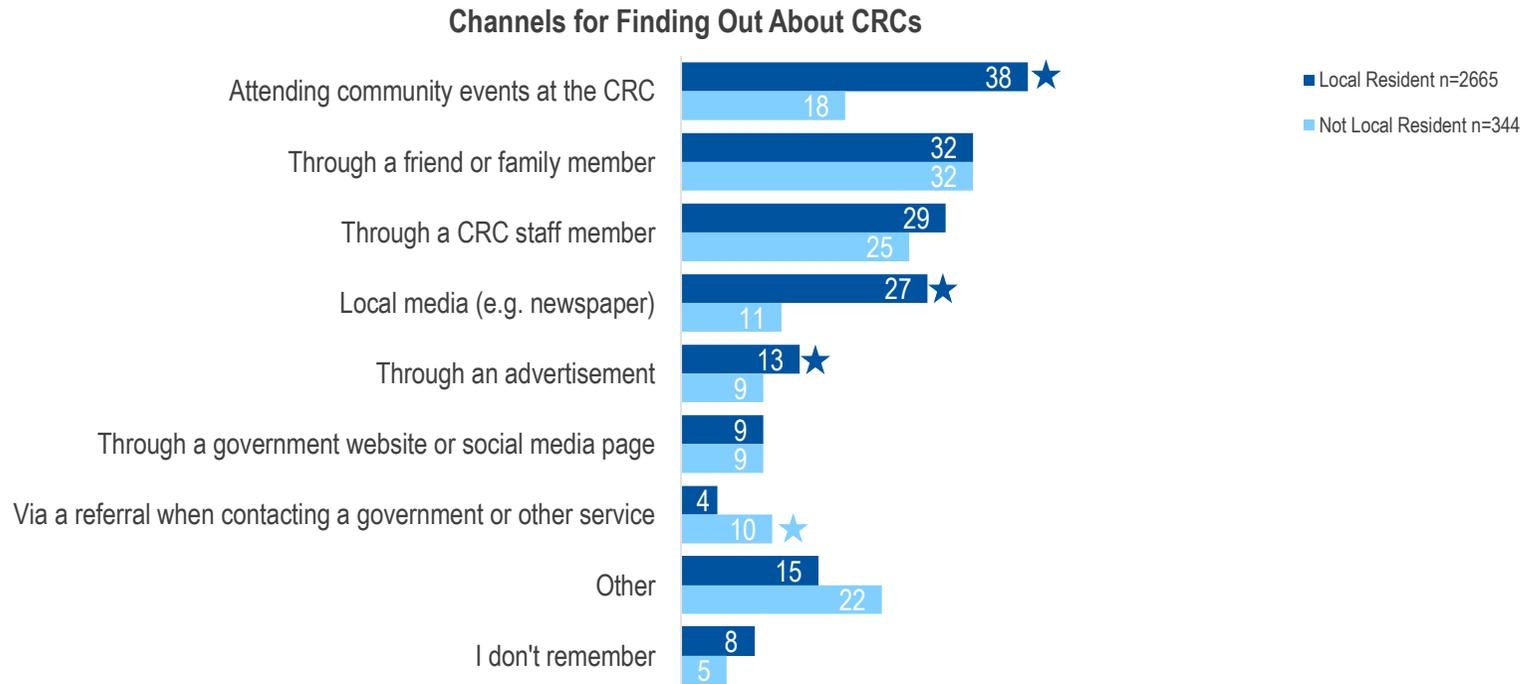
More than 1 in 3 Customers first heard about CRCs through attending an event at one...

...while around 3 in 10 first heard about the CRC through people they know or from a CRC staff member.



Local Customers are more likely to have heard about CRCs through events and local media.

Those not living near the CRC they most recently used are more likely to have been referred to the CRC when contacting a government department or another service.



Satisfaction and Experience

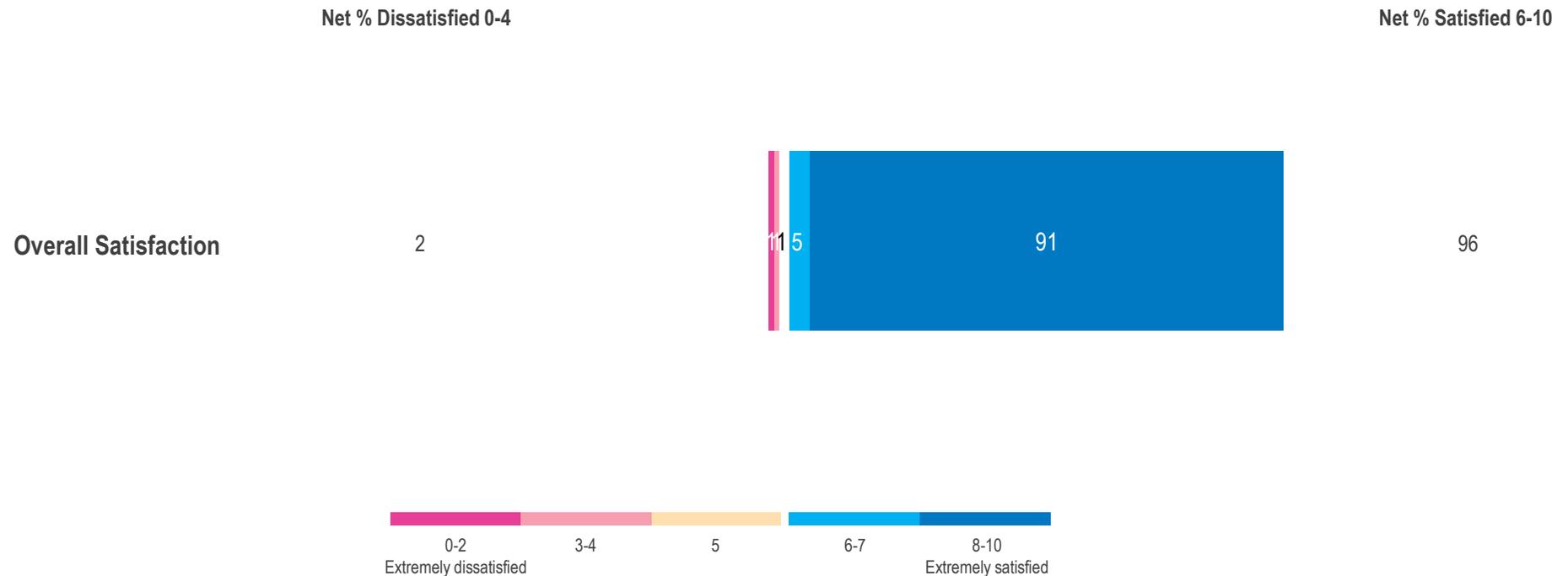


Satisfaction with CRCs is very high among Customers.

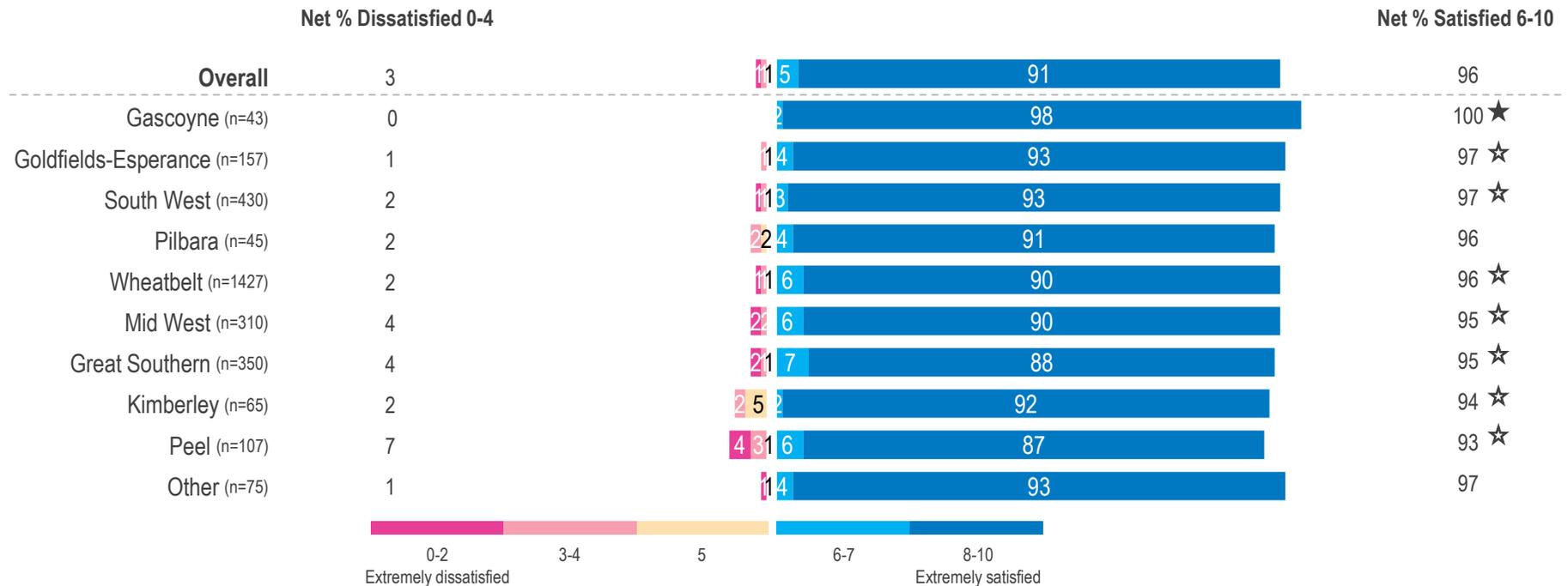


Over 9 in 10 Customers are *extremely* satisfied.

Very few Customers express any dissatisfaction. This illustrates that Customers are having a positive and valuable experience at the CRCs they visit.

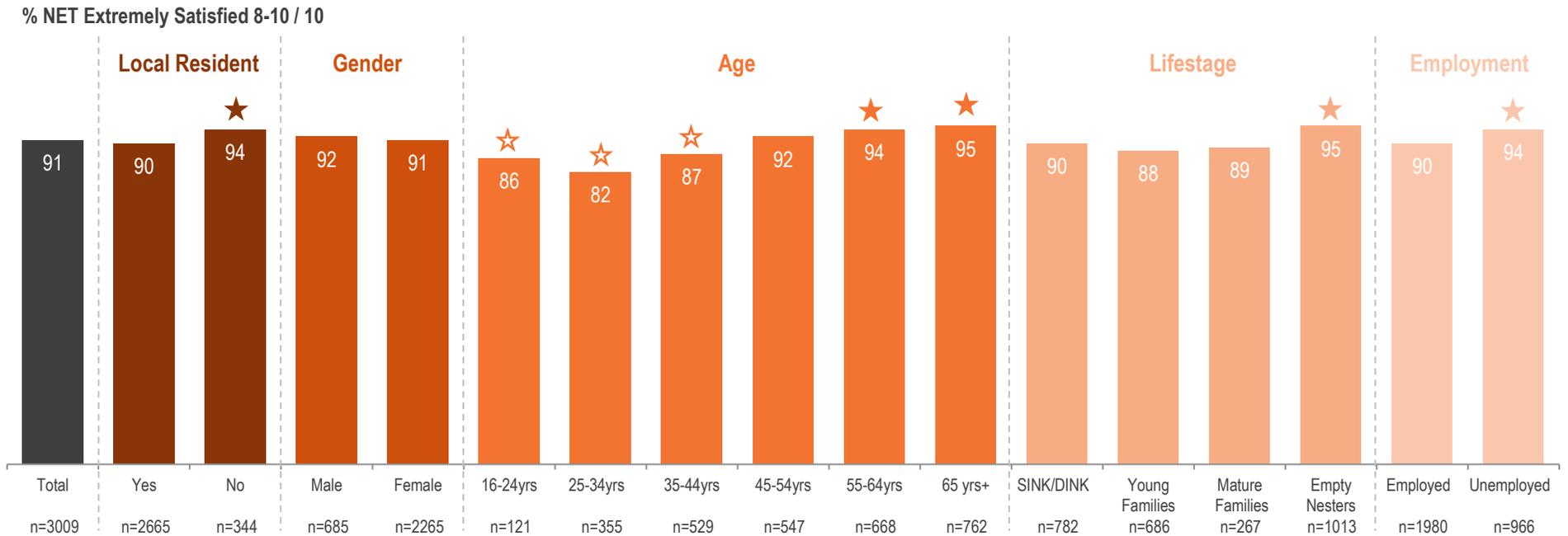


Satisfaction with CRCs is also strong across all regions.



Older Customers are more likely to be extremely satisfied.

Those aged 55 and over are more likely to be extremely satisfied than those aged 44 and under. These age differences likely contribute to Empty Nesters' greater likelihood of being extremely satisfied.

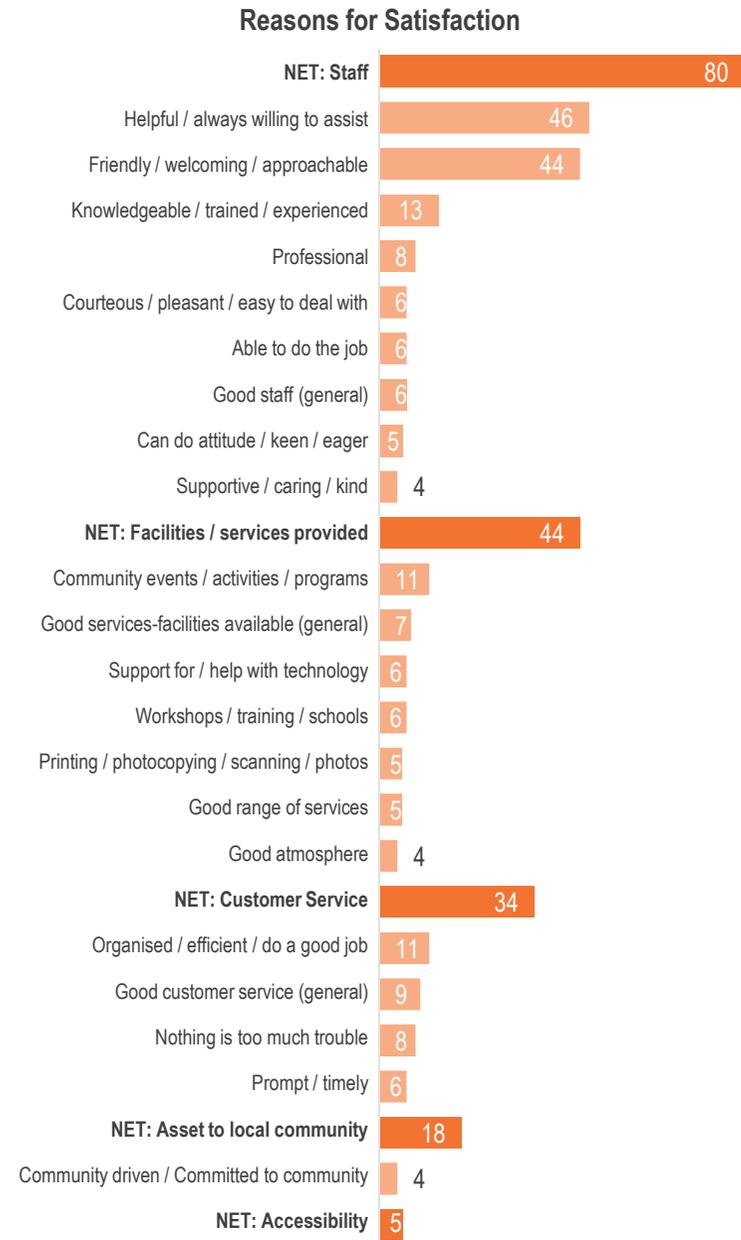


Having staff that are easy to deal with is crucial for maintaining satisfaction with CRCs.



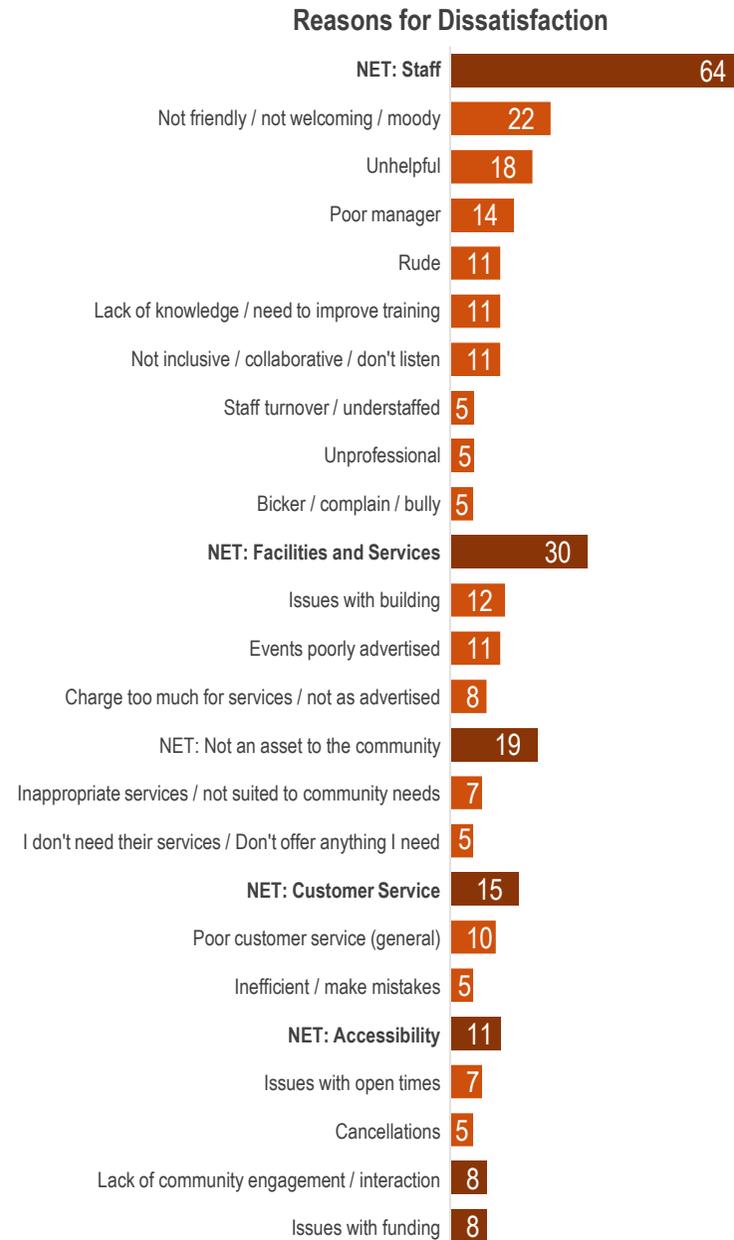
Around 4 in 5 satisfied Customers list a positive attribute of the staff as a driver of their satisfaction.

The helpfulness and friendliness of staff specifically are mentioned by over 2 in 5.



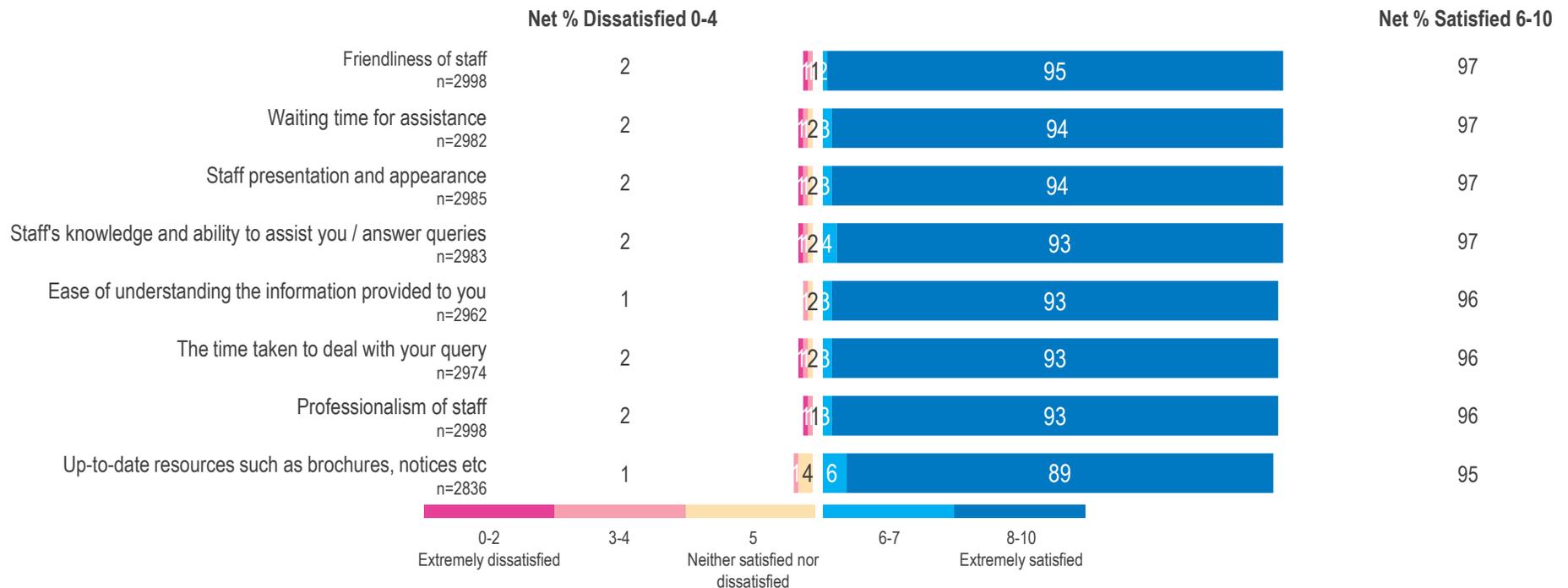
However, poor interactions with staff is the main reason for dissatisfaction.

While only 2% (n=73) of Customers are dissatisfied with their experience, over 3 in 5 of those dissatisfied list a negative attribute of the CRC staff as a reason for their dissatisfaction – most commonly described as not friendly, unhelpful or having a poor manager.



When prompted, friendliness of staff is the top area of performance for CRCs – consistent with reasons for satisfaction.

Positively, Customers indicate not only being satisfied, but extremely satisfied across all aspects of service with more than 9 in 10 rating an 8-10 out of 10. This is consistent across all Customer groups.



Q7. Based on your experience at [CRC SELECTED AT S1A] CRC, how satisfied or dissatisfied are you with each of the following? Base: All respondents (n=3009). *Don't know's excluded from results

Customers are highly likely to recommend visiting a CRC.

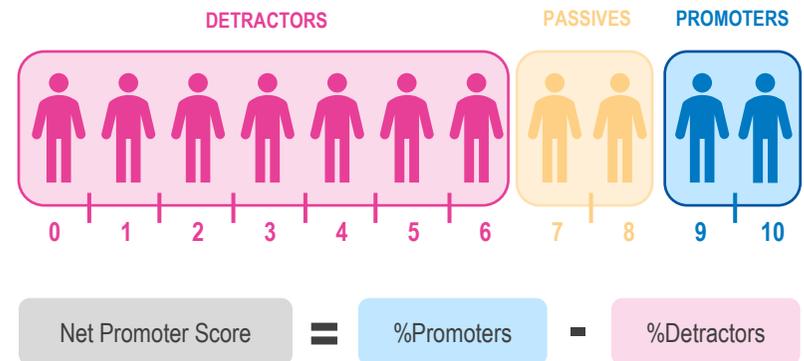


We asked customers how likely they would be to recommend visiting a CRC – calculating a Net Promoter Score (NPS)

- **Promoters (score 9-10)** are loyal enthusiasts who will keep buying and refer others, fueling growth.
- **Passives (score 7-8)** are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors (score 0-6)** are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

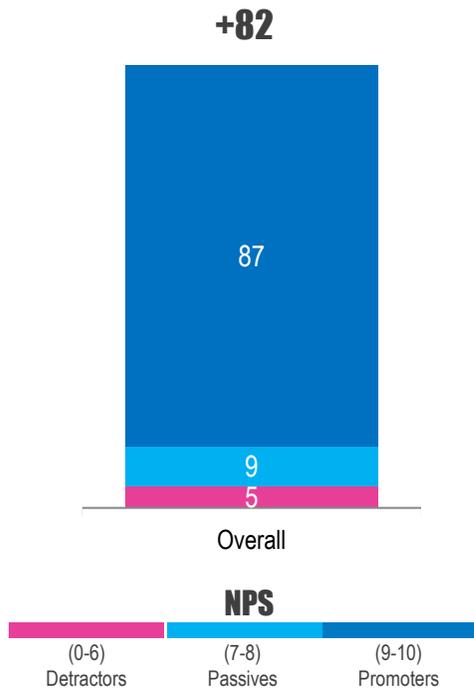
Subtracting the percentage of Detractors from the percentage of Promoters yields the **Net Promoter Score**, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter). The classifications for NPS scores are:

- Needs improvement: -100 to 0
- Good: +1 to 30
- Great: +31 to +70
- Excellent: +71 to +100

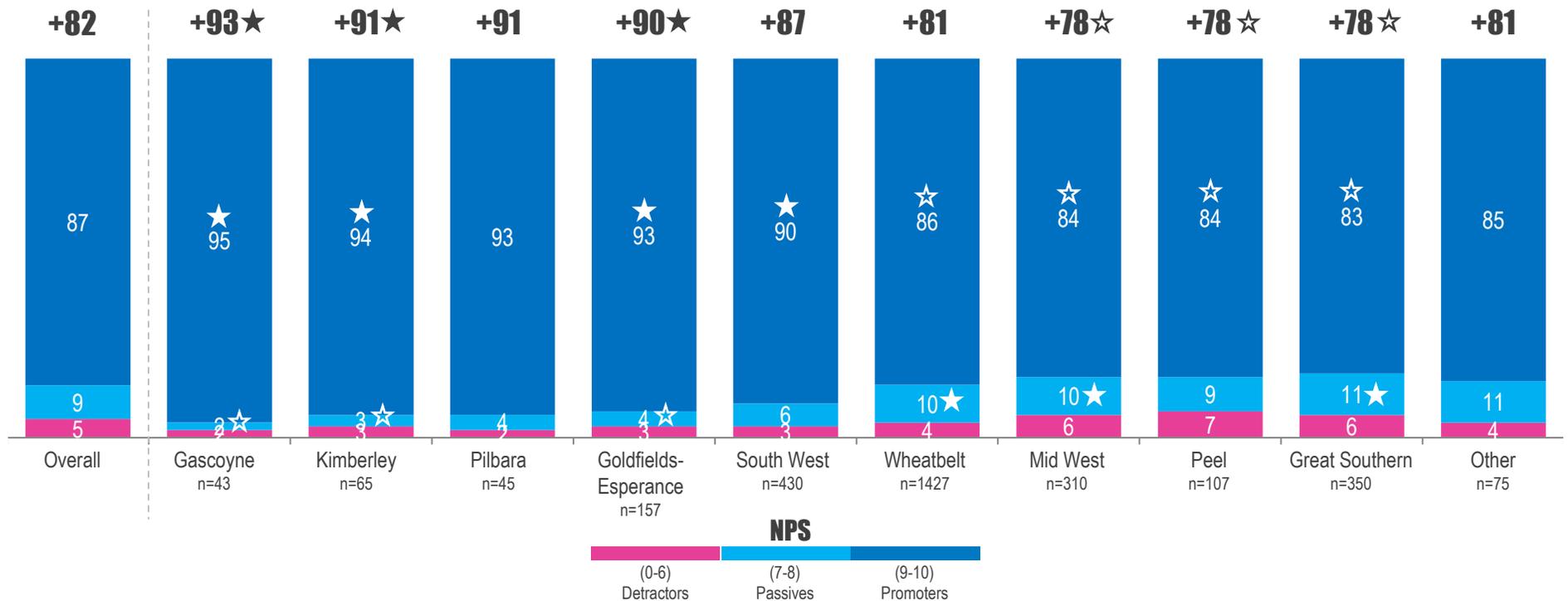


Around 9 in 10 Customers would promote the CRC they use.

Combined with the small proportion of detractors, CRC achieved an NPS score of +82 – an extremely high result!



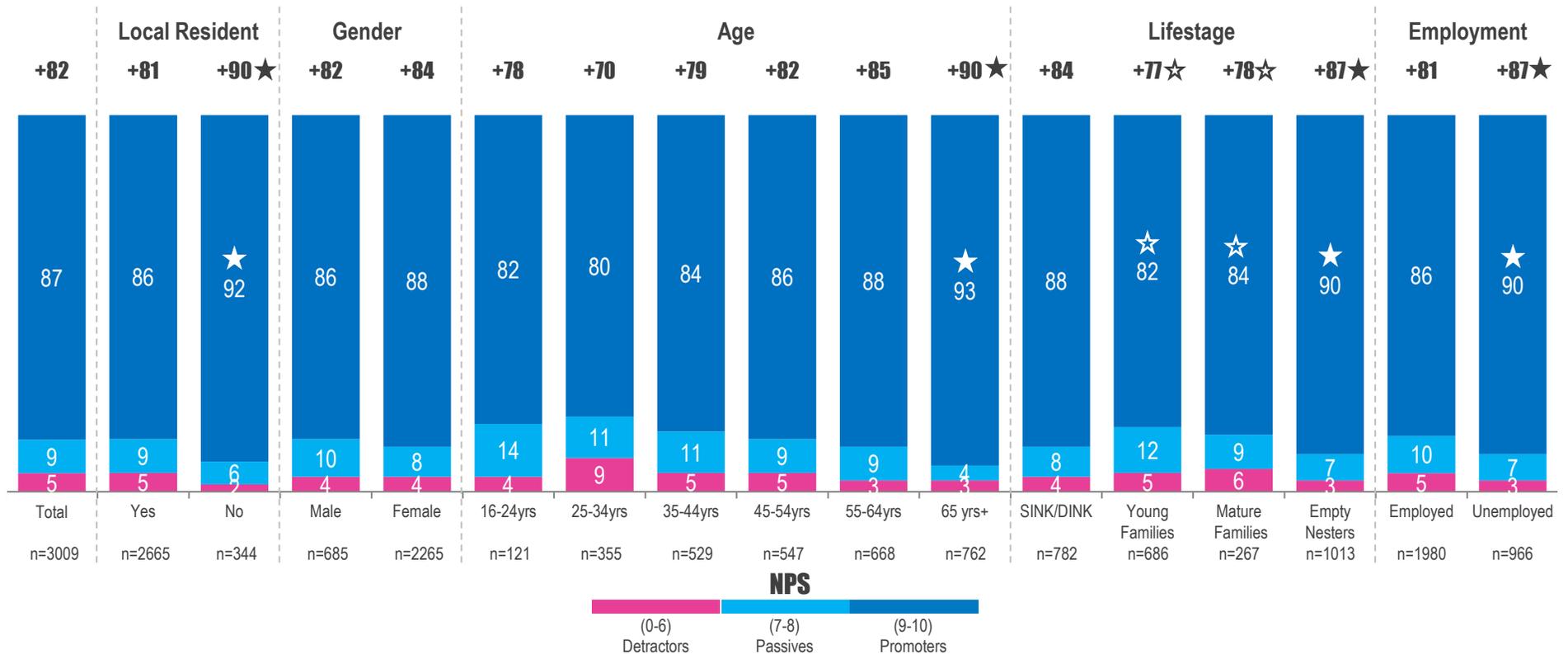
CRCs from all regions have a high proportion of promoters.



Q6. How likely is it that you would recommend the [CRC SELECTED AT S1A] CRC to a friend, family member or colleague? Base: All respondents (n=3009).

Customers not living near a CRC are more likely to be promoters.

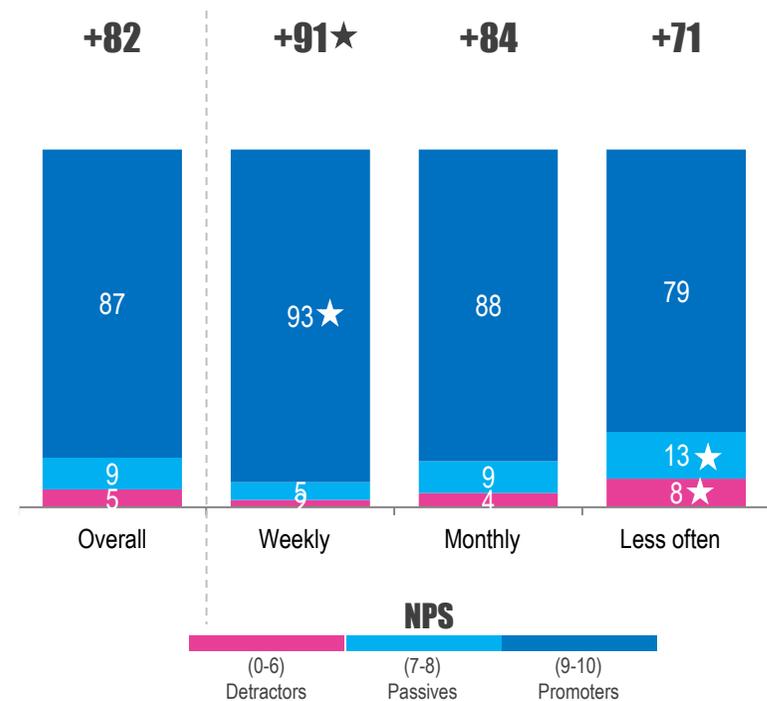
Customers aged 65 and over, and unemployed Customers are also more likely to recommend CRCs.



Q6. How likely is it that you would recommend the [CRC SELECTED AT S1A] CRC to a friend, family member or colleague? Base: All respondents (n=3009).

Not surprisingly, those who use the services frequently are more likely to promote CRCs.

Those visiting CRCs less than monthly are more likely to be Detractors – however a score of +71 is still a very high and strong result.

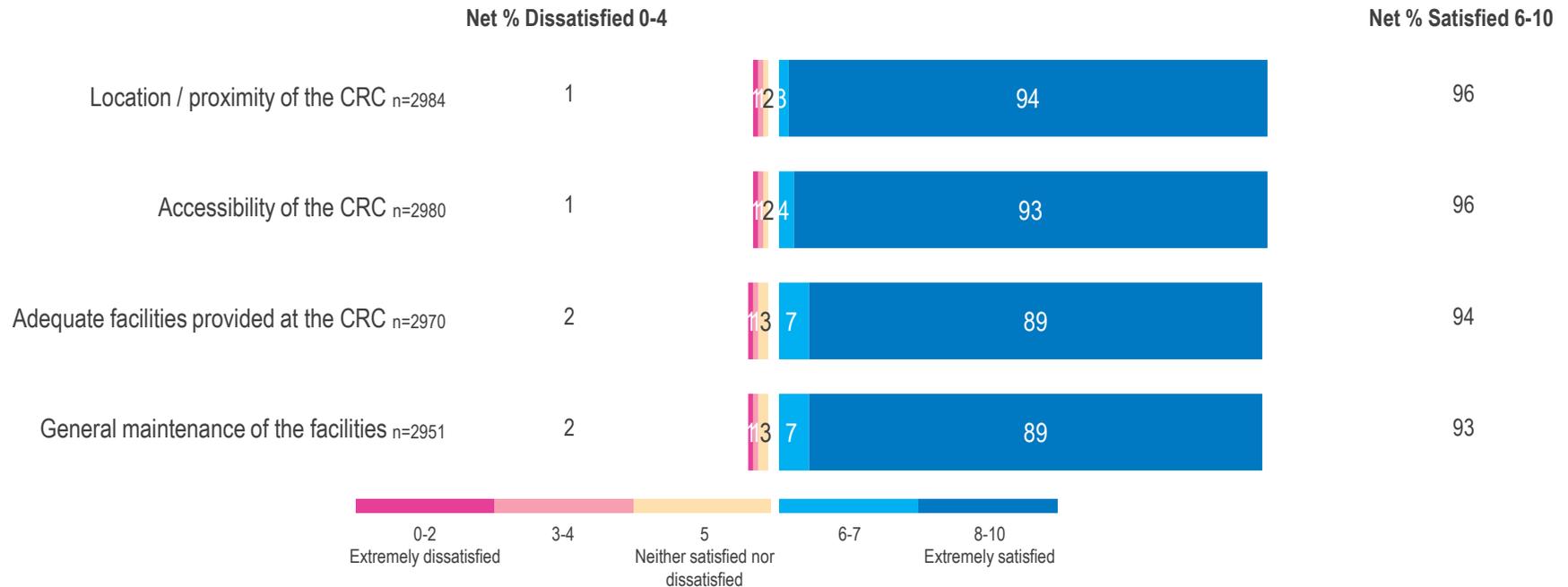


Customers are satisfied with the staff and service experience but how do they feel about the physical premises?



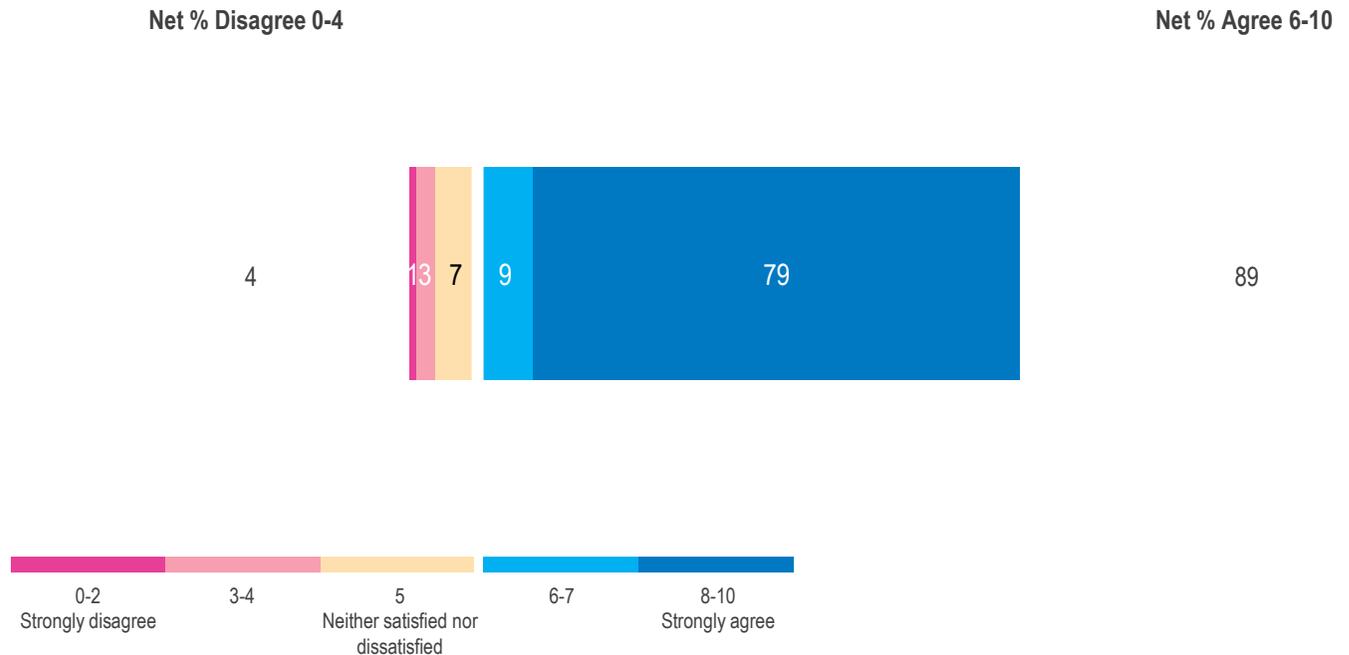
Satisfaction with all aspects of the physical space of the CRC is also very high.

The location, accessibility, facilities and maintenance of the facilities all achieved over 9 in 10 satisfaction.



The majority are happy with the current opening hours.

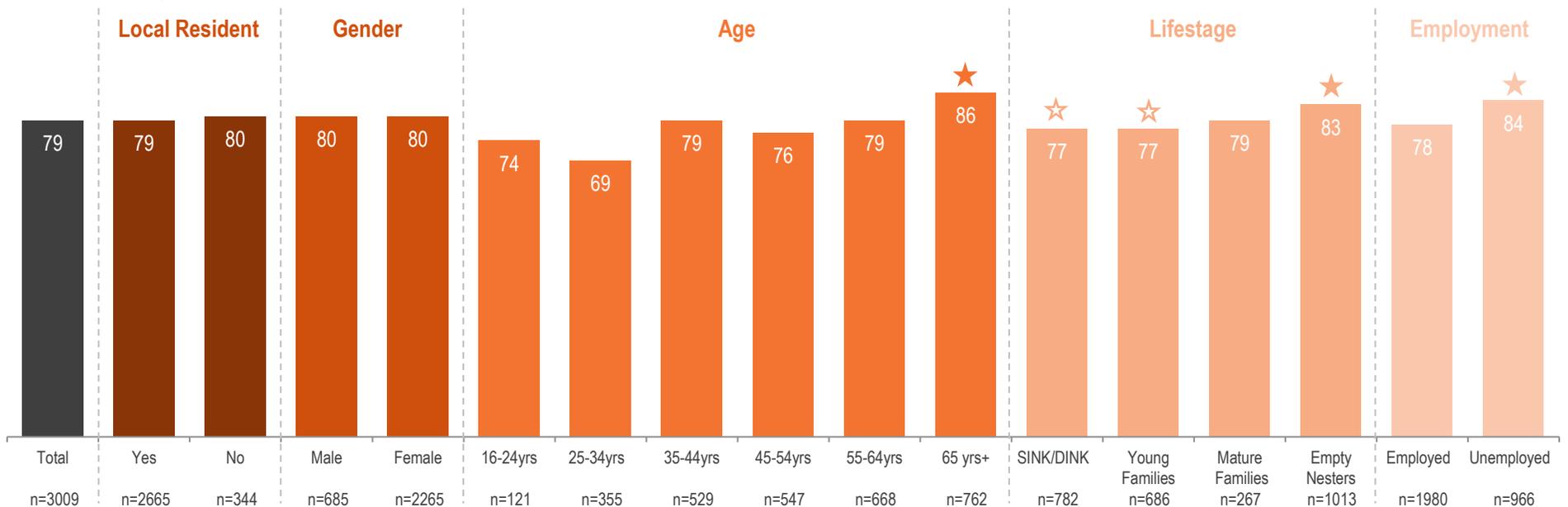
Around 9 in 10 agree the current opening hours of their CRC are convenient for them (i.e. open at times that suit them so that they are able to easily access the services)



Older Customers are more likely to be extremely satisfied with the current opening hours.

Those that are unemployed are also more likely to be extremely satisfied – likely due to not having to fit CRC visits around their own working hours, and also consistent with this demographic generally being more satisfied across the board.

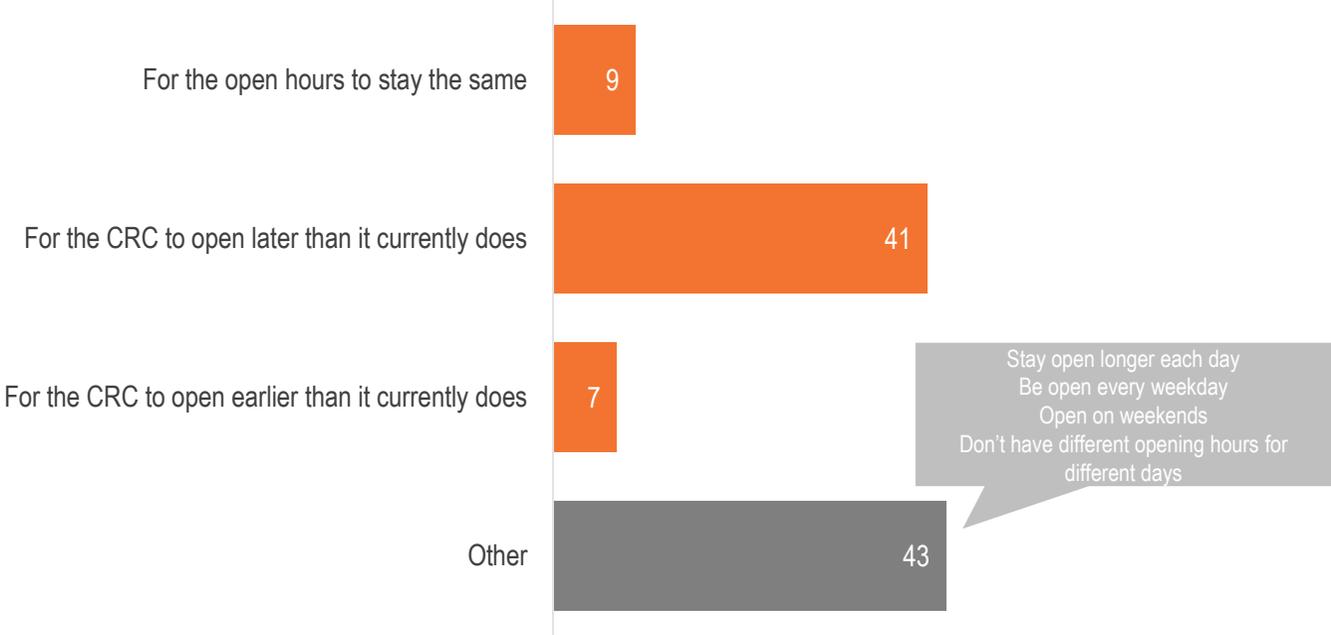
% NET Extremely Satisfied 8-10 / 10



Thinking about the opening hours of the [CRC SELECTED AT S1A] CRC, to what extent do you agree or disagree the opening hours are convenient for you (i.e. open at times that suit you so that you are able to easily access the services)? Base: All respondents (n=3009)

The majority of those that disagree the current hours are convenient want them to change.

Only 4% overall disagree that the current hours are convenient. Of this 4%, around 2 in 5 want their CRC to stay open later. A similar proportion had another suggestion for improving open hours such as keeping them consistent across different days or opening on weekends.



Q9b. What opening hours at the [CRC SELECTED AT S1A] CRC would you prefer? Base: All respondents that disagree the hours are convenient (n=116).

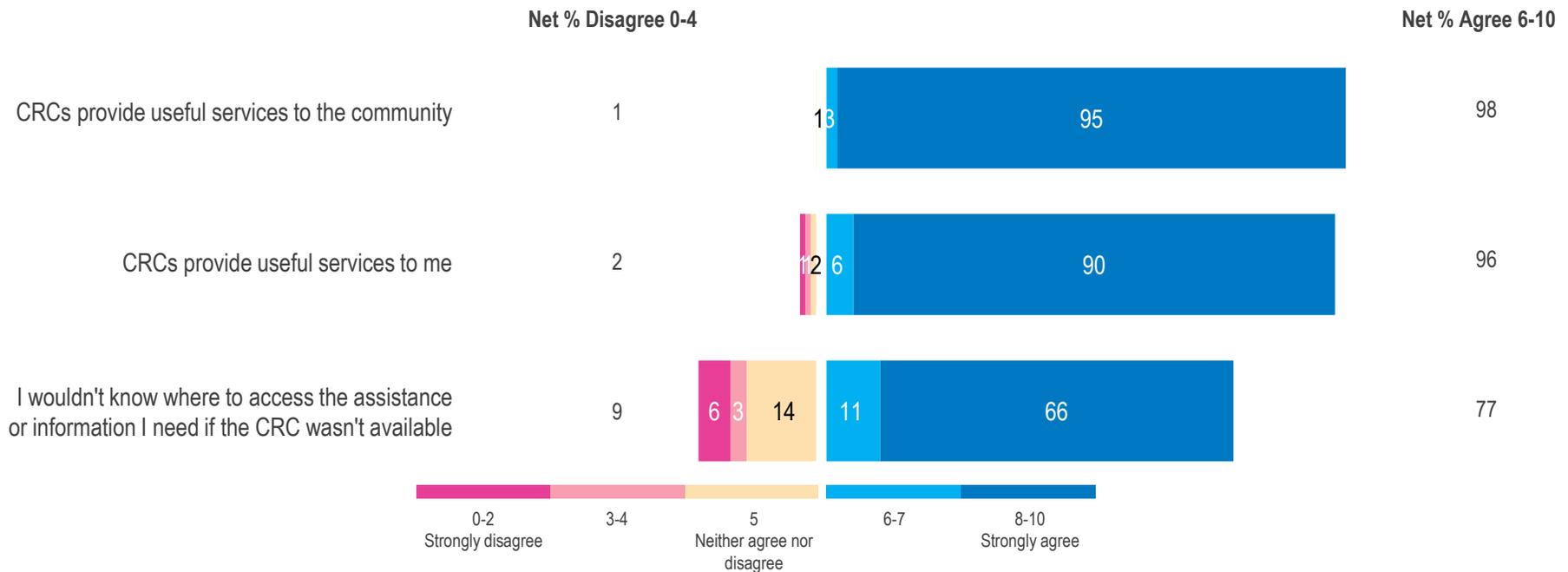
Values and Preferences



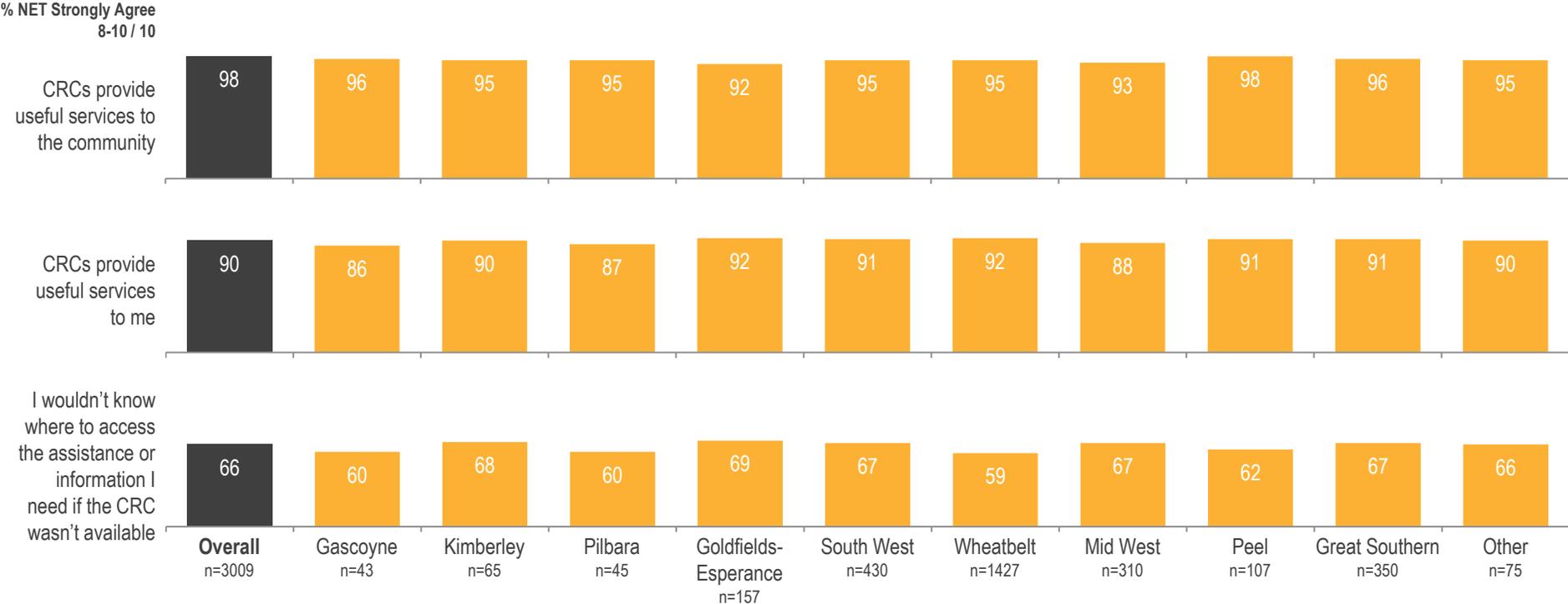
Almost all Customers agree that CRCs provide useful services to them and their community...



...around 2 in 3 strongly agree they would not know where to access the assistance or information a CRC offers without it!



CRCs are perceived as equally valuable across the regions.



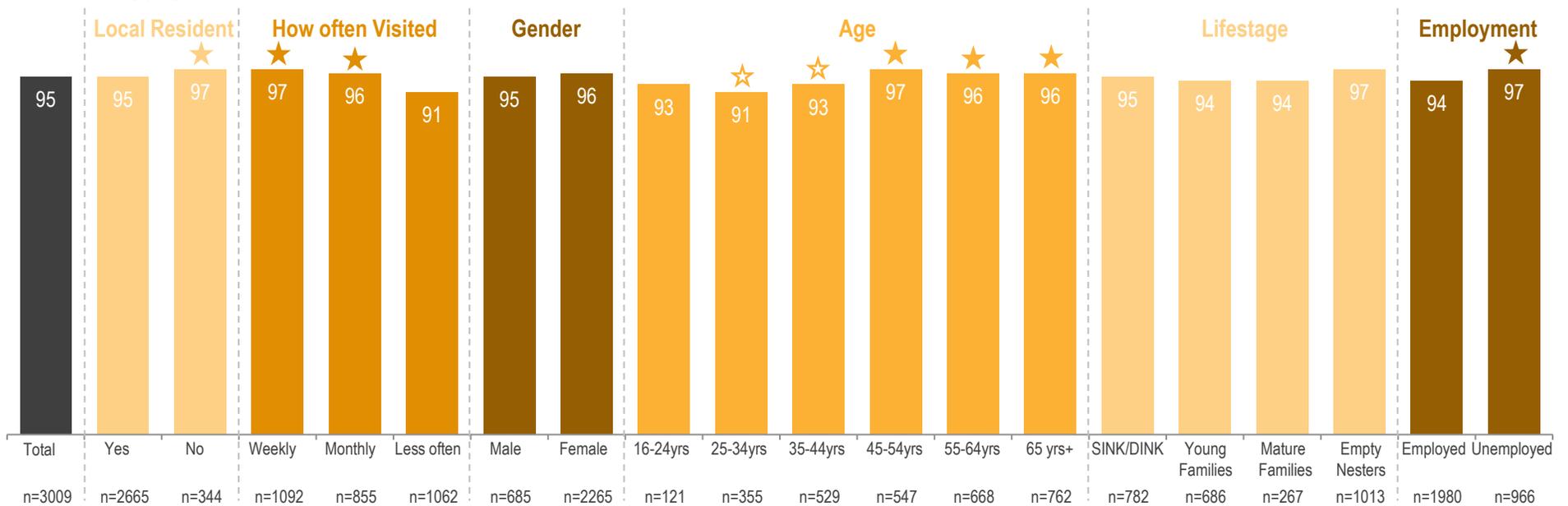
Q10. To what extent do you agree or disagree with the below statements? Base: All respondents (n=3009).

Frequent visitors are more likely to strongly agree CRCs provide useful services to the community.

Customers that do not live near a CRC, older Customers and unemployed Customers are also more likely to strongly agree.

“CRCs provide useful services to the community”

% NET Strongly agree 8-10 / 10

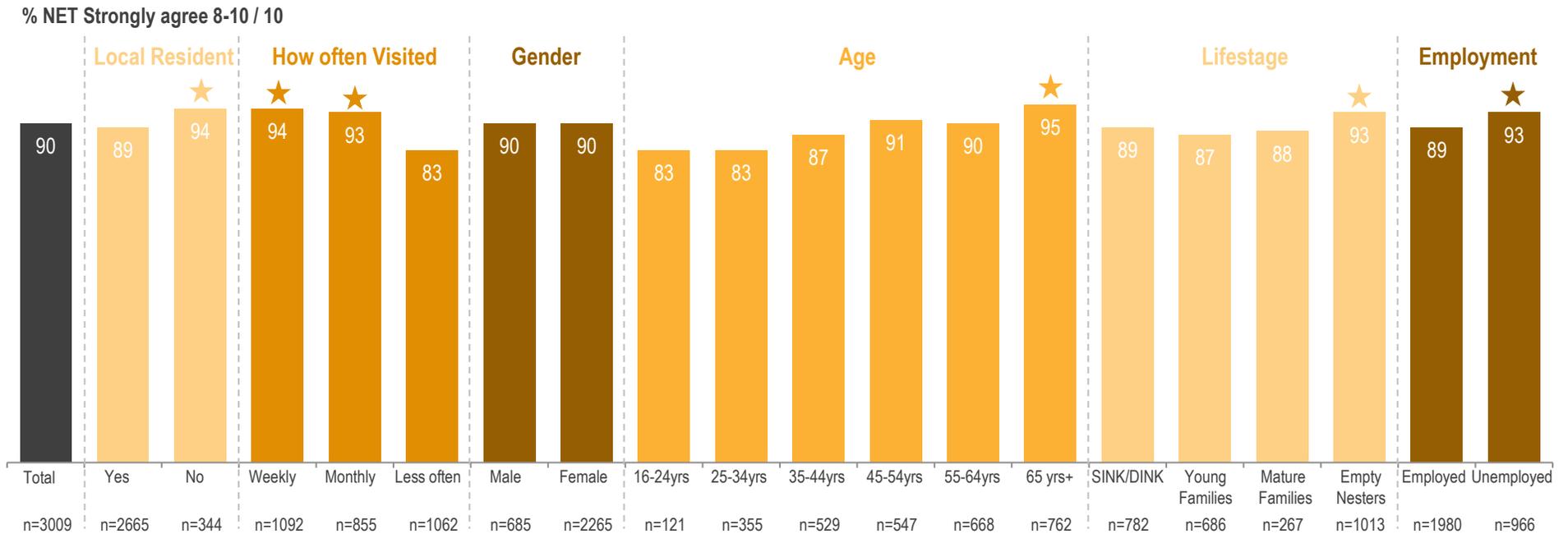


Q10. To what extent do you agree or disagree with the below statements? Base: All respondents (n=3009).

The same groups are more likely to strongly agree that CRCs provide useful services to them.

More frequent visitors, Customers that do not live near a CRC, older Customers and unemployed Customers are also more likely to strongly agree with this statement. Empty Nesters are also more likely but this is likely due to the older age of this group.

“CRCs provide useful services to me



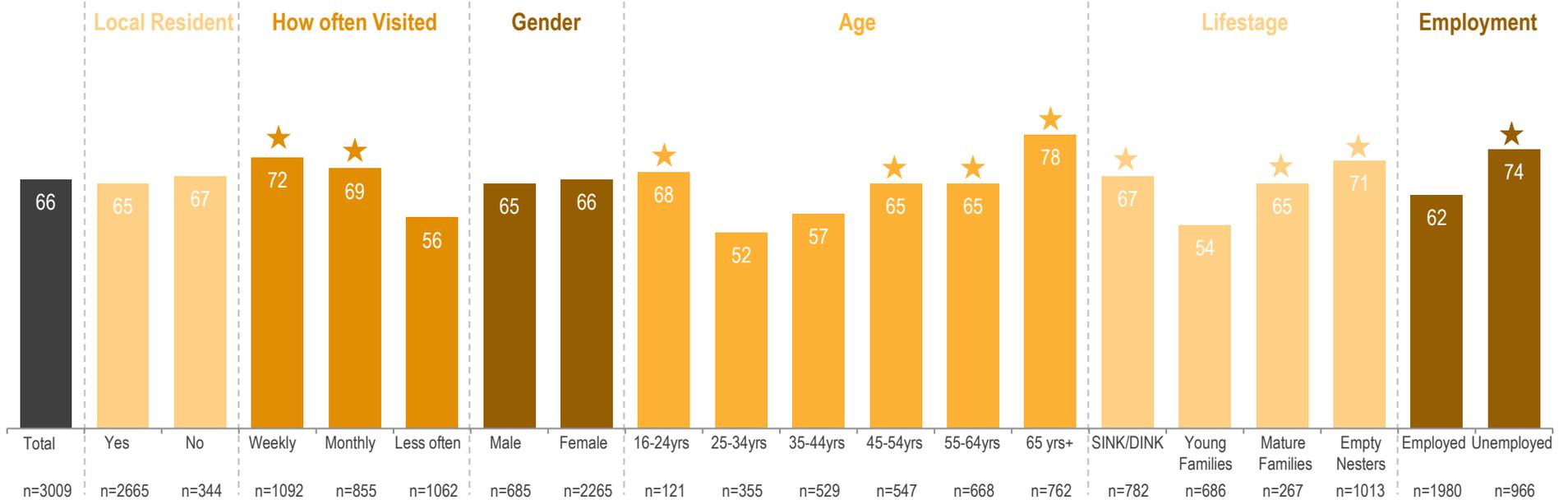
Q10. To what extent do you agree or disagree with the below statements? Base: All respondents (n=3009).

Those aged 25-44 are the least likely to strongly agree that they couldn't access what the CRC offers without it.

However more frequent visitors, and unemployed Customers are again more likely to strongly agree with this statement.

“I wouldn't know where to access the assistance or information I need if the CRC wasn't available”

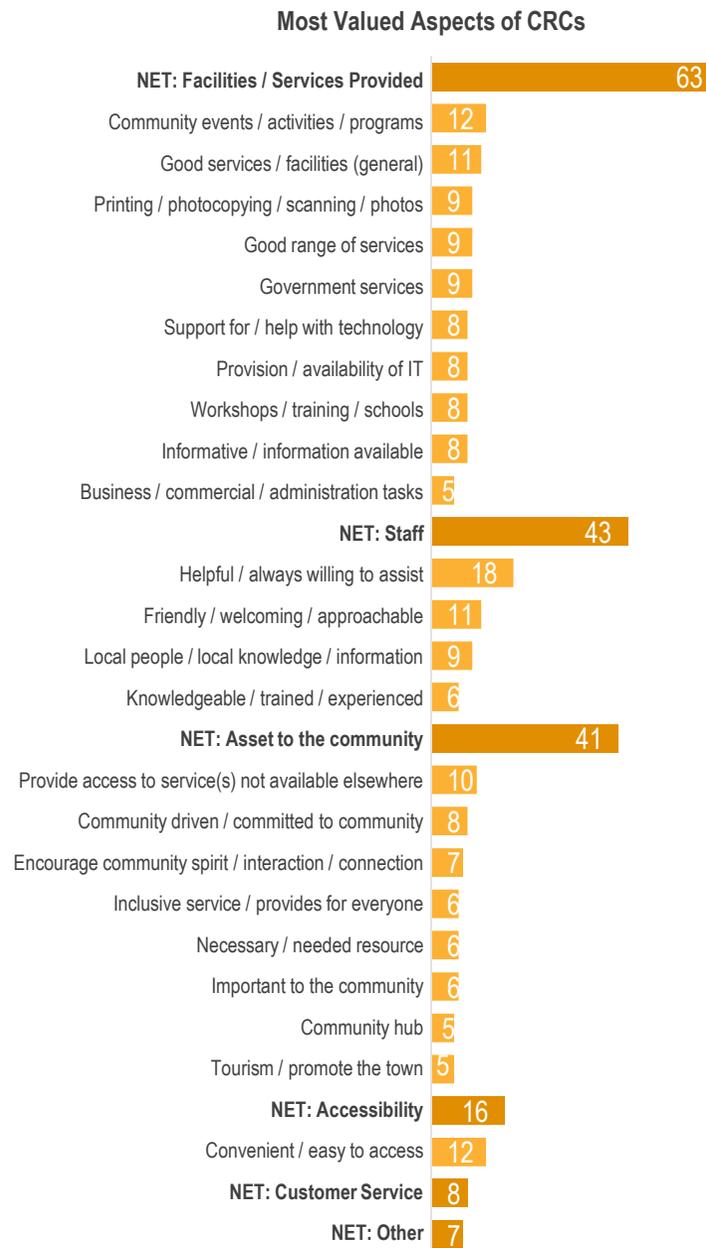
% NET Strongly agree 8-10 / 10



Q10. To what extent do you agree or disagree with the below statements? Base: All respondents (n=3009).

The facilities and services provided at CRCs are what Customers value most.

The staff are also highly valued with more than 4 in 10 making mention of the CRC staff. 4 in 10 also mention the importance of CRCs to the community.



In their own words...

"They have equipment and facilities I couldn't hire anywhere else on the Island."

Cocos (K) Islands CRC User

"It's the hub of our town and we rely heavily on it."

Augusta CRC User

"How they can assist with just about everything and don't palm us off to the next business or organisation."

Shark Bay CRC User

"In my town, they're an essential service for people who don't have other facilities, and especially to get help and advice."

Broome CRC User

"Providing exceptional events, workshops, classes and course to the community and businesses. A 'go-to' office that can help all community members with printing, editing and information."

Wagin CRC User

"A great range of products and services, the staff and committee put a great deal of effort into finding gaps in the needs of the community and filling them."

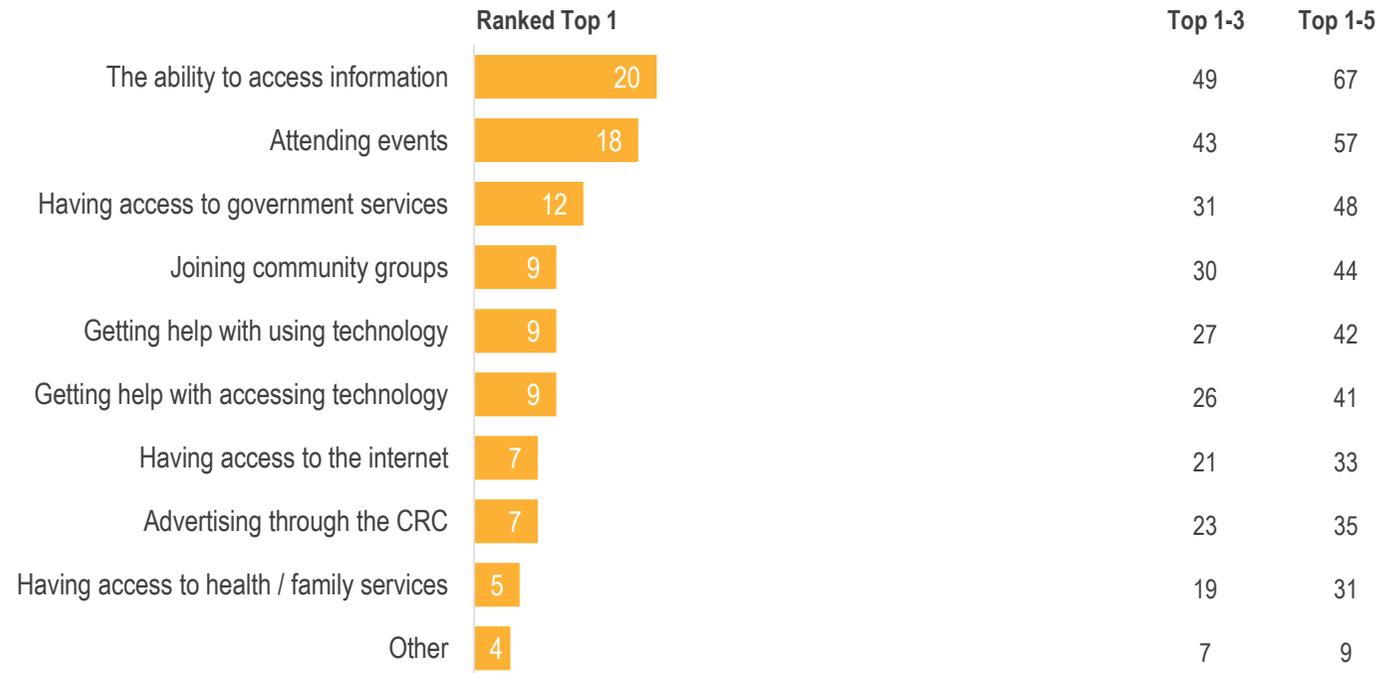
Beacon CRC User

"The vast range of services they offer. Such as printing, editing, internet services, library services."

Jerramungup CRC User

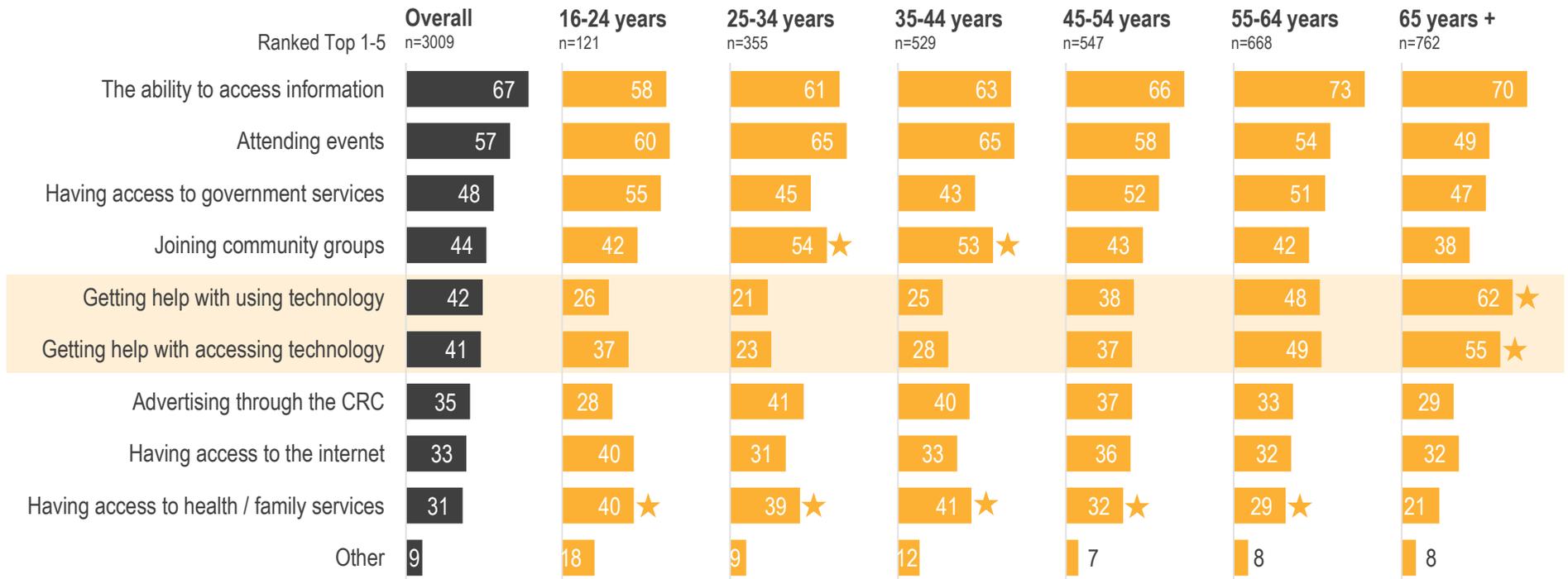
Among the specific services offered, the ability to access information is the **most important** to Customers.

This is closely followed by attending events.



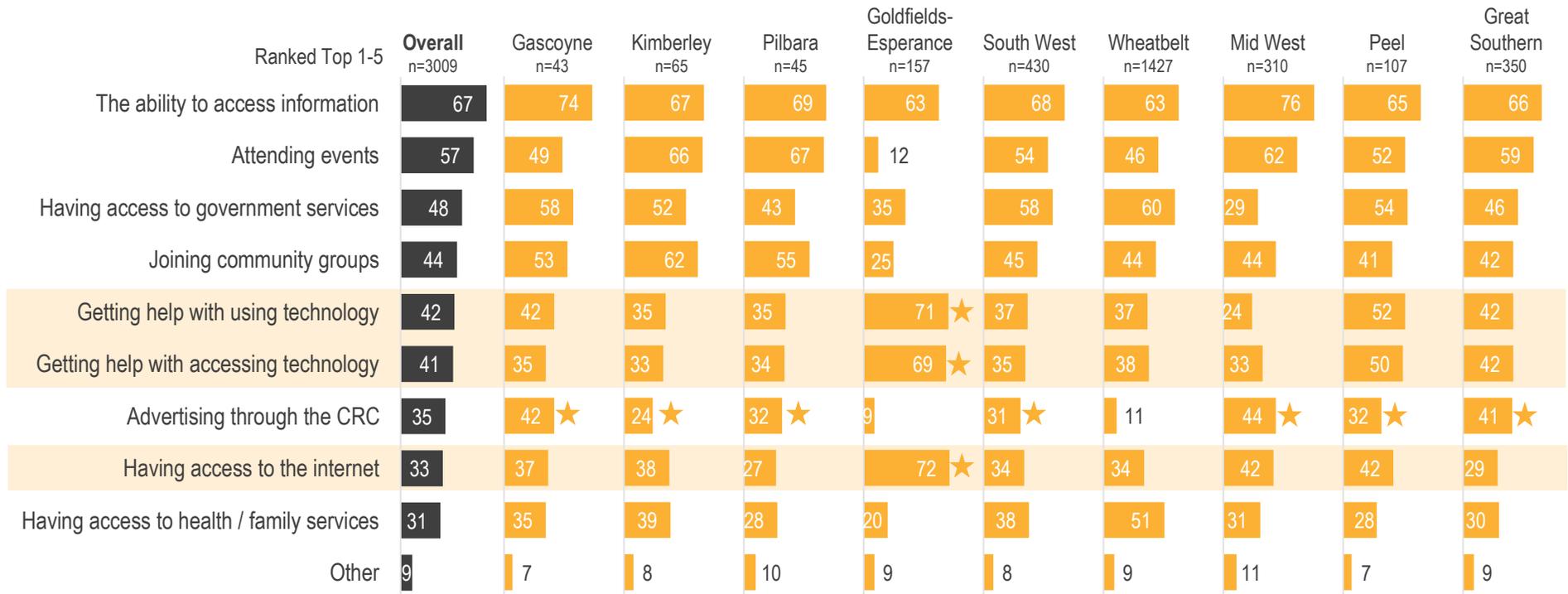
The oldest Customers are more likely than those younger to value the help with technology.

Around 3 in 5 of those aged 65 and over consider these services in the top 5 most important.



Q12. Which of the below aspects of CRCs are most important to you? Rank as many as you like where 1 is the most important. Base: All respondents (n=3009).

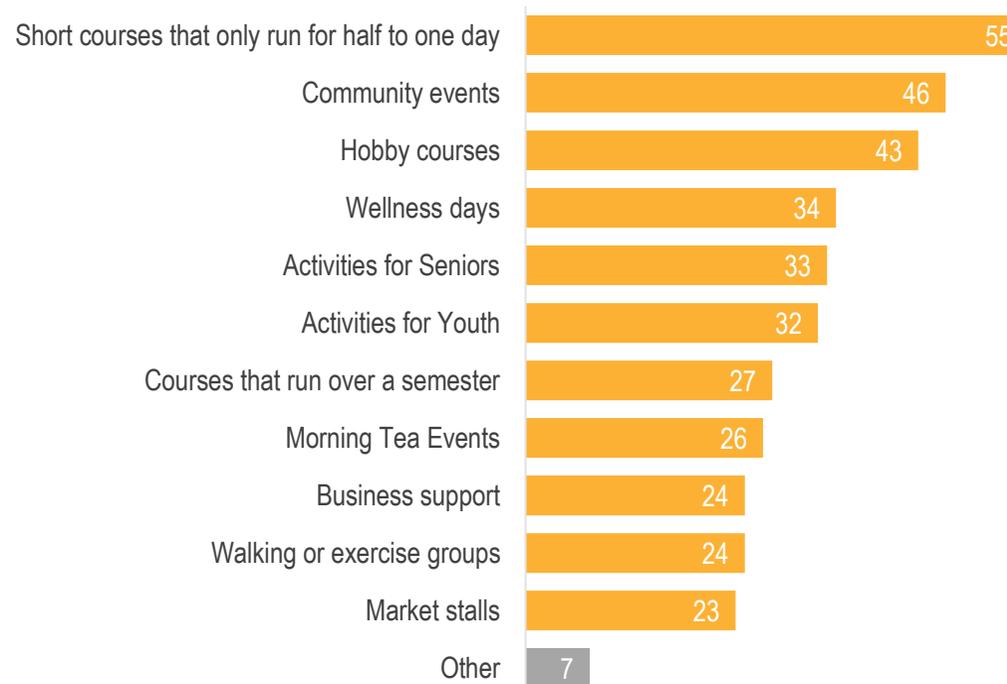
The importance of services offered by CRCs varies between the regions.



Q12. Which of the below aspects of CRCs are most important to you? Rank as many as you like where 1 is the most important. Base: All respondents (n=3009).

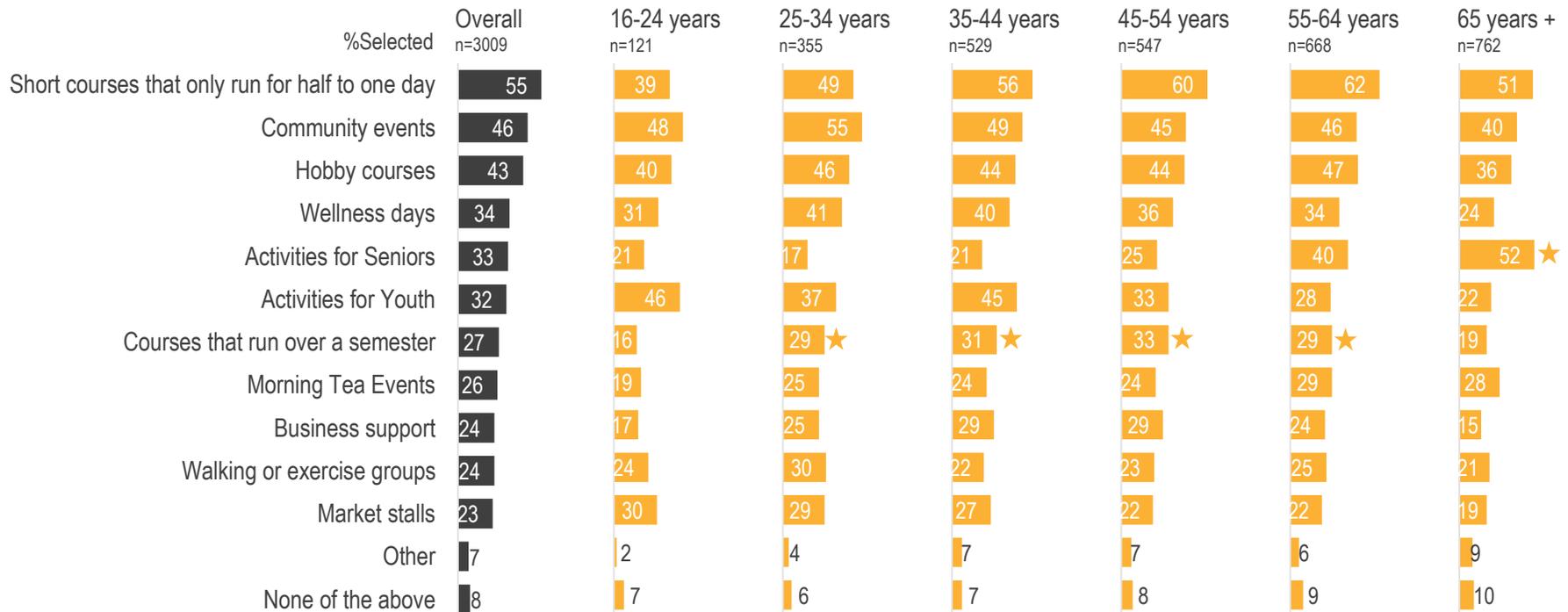
More than 1 in 2 Customers would like to see more short courses run at CRCs.

Community events and hobby courses are the next more popular event that Customers would like to see.

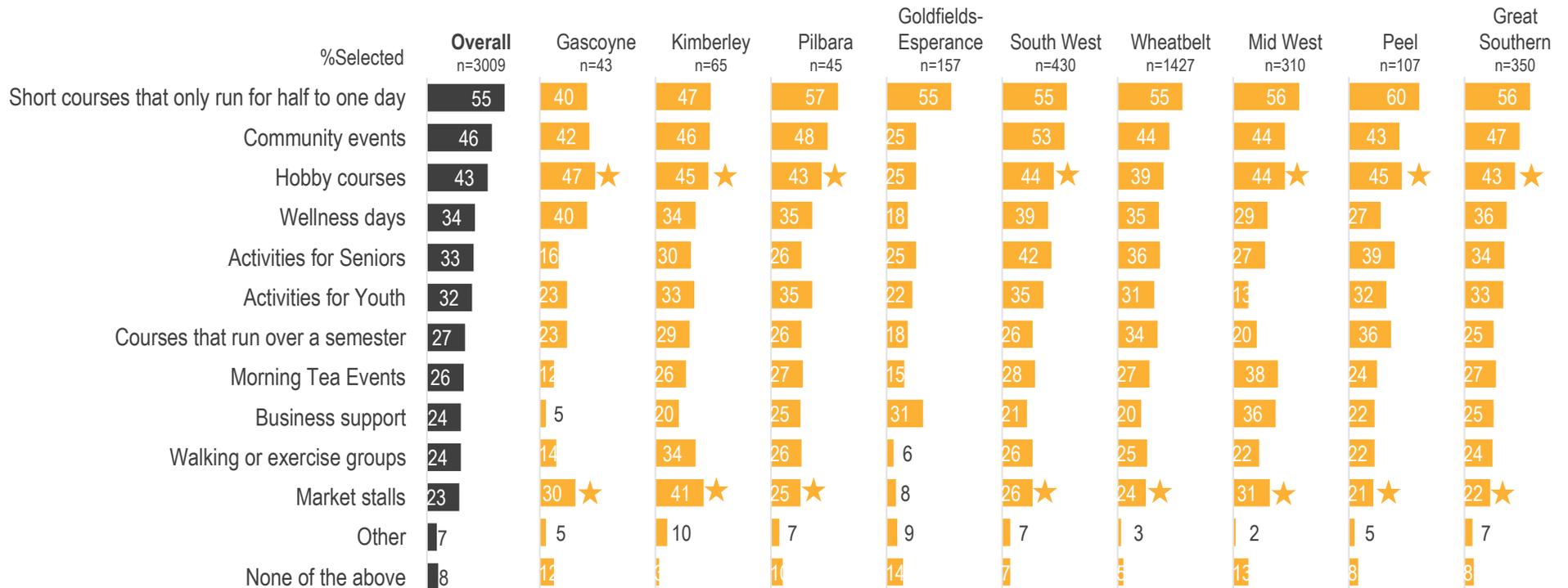


Courses that run over a semester are most preferred by Customers aged between 25 and 64.

Unsurprisingly, those aged 65 and over are more likely to want to see more activities for seniors than younger age groups.



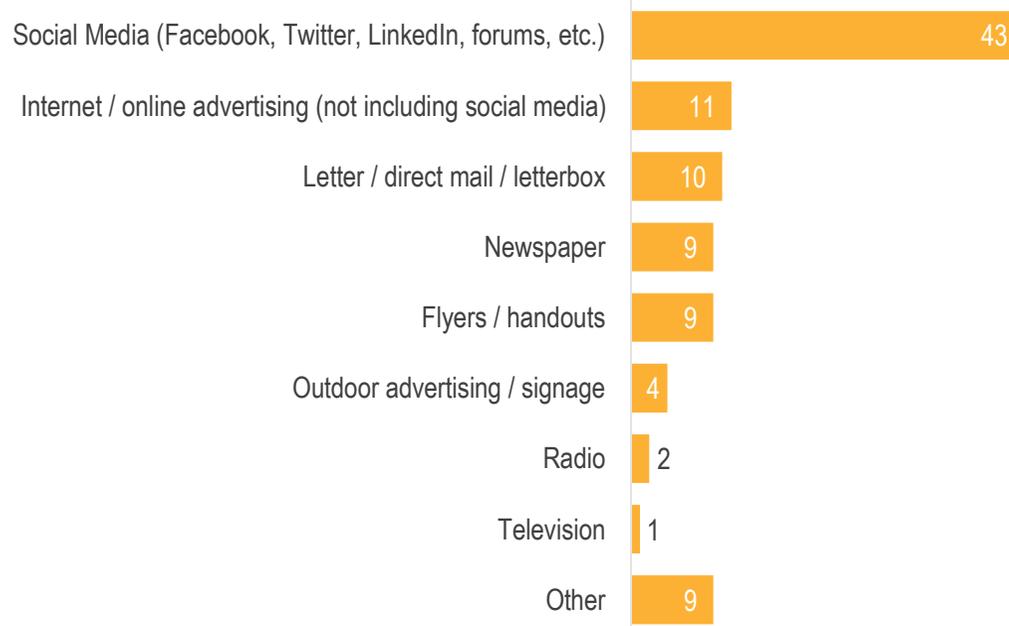
The services and events that Customers want to see more of, varies between the regions.



Q13. What would you like to see more of at the CRC(s) you use? Base: All respondents (n=3009).

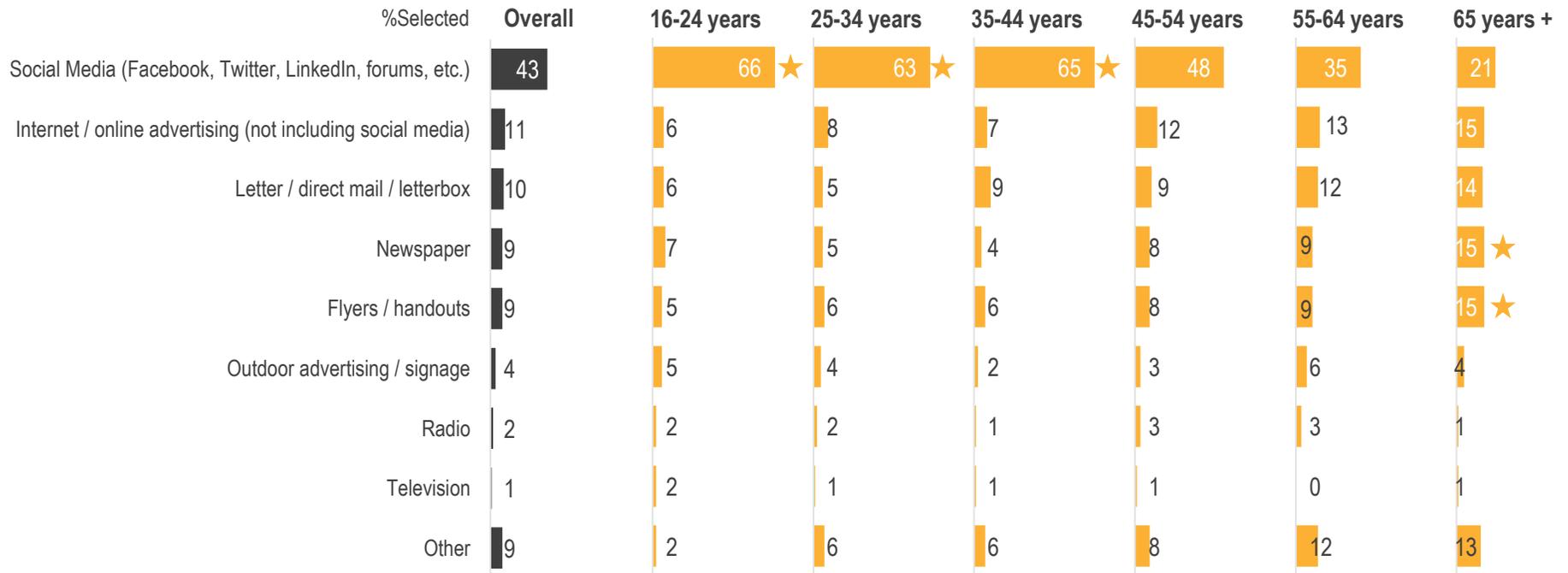
Social media is by far the most preferred way of hearing about what CRCs offer.

Around 2 in 5 would prefer to hear more about what their local CRC offers through this channel.



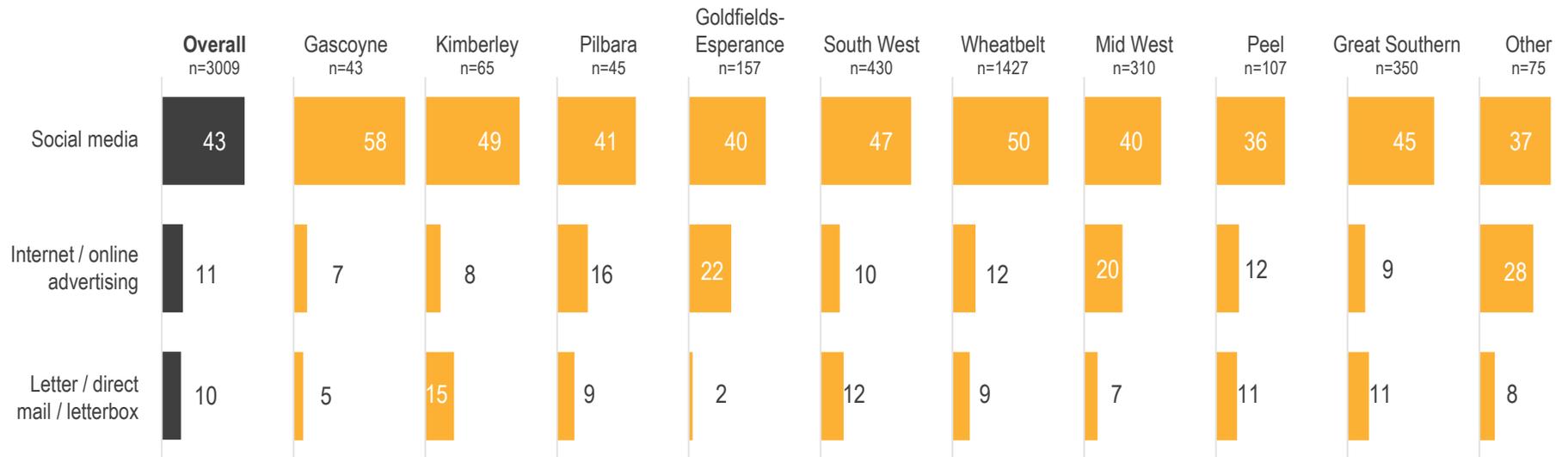
Those aged under 45 are more likely than the older age groups to prefer social media channels as a way of hearing about CRC offerings.

Those aged 65 and over are more likely than the younger groups to prefer the newspaper or flyers.



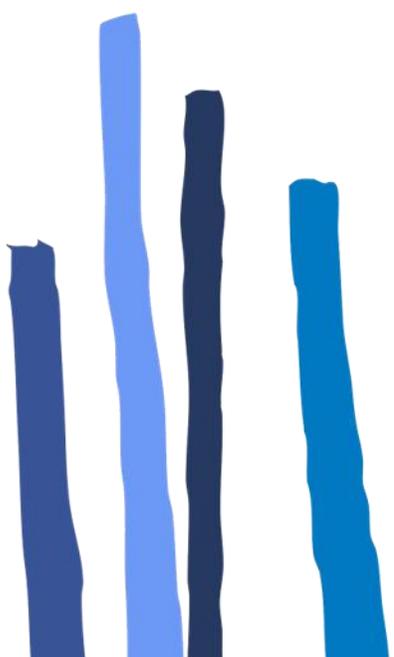
Preferences for hearing about what CRCs offer, do not differ greatly between regions.

Social media is the predominant preference across all regions.



Key Takeouts





Satisfaction and likelihood to recommend is strong among all Customers.

Around 9 in 10 Customers would promote the CRC they use and only a small proportion would be unlikely to recommend using a CRC, resulting in a strong NPS score of +82 – an exceptionally high result.

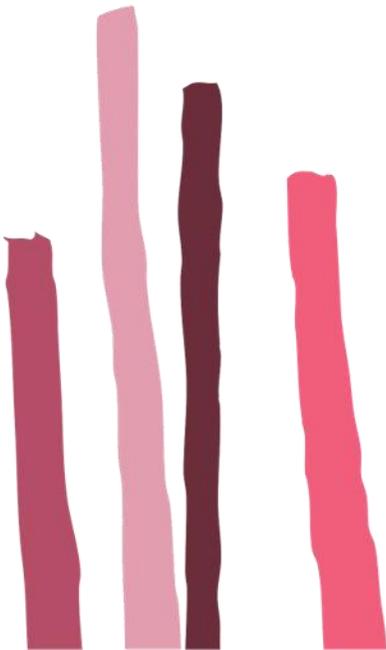
Over 9 in 10 Customers are *extremely* satisfied and fewer than 1 in 20 are dissatisfied with their experience at CRCs, which illustrates that Customers are having a positive, valuable experience at the CRCs they visit.

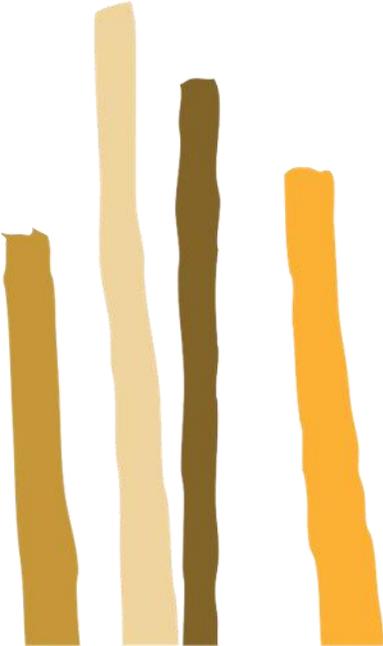
Satisfaction and likelihood to recommend is strong across all regions.

Quality staff are crucial for driving satisfaction, but this is already a strong area of performance for CRCs.

The importance of having quality staff is illustrated by good staff interactions being the main reason for satisfaction, while negative interactions with staff are the top driver of dissatisfaction.

Positively, the friendliness and helpfulness of staff is already the best performing area for CRCs, with 97% satisfaction in this area. It will be important to maintain this strong performance to in turn maintain the high levels of satisfaction Customers currently have with their CRC experiences.





Most Customers are happy with the current opening hours but there are some suggestions for improvement.

Around 9 in 10 agree the current opening hours of their CRC are convenient for them. Among those that disagree, around 2 in 5 want their CRC to open later than it currently does. A further 2 in 5 had suggestions other than the CRC opening earlier or later than it currently does. These suggestions included:

- Keeping opening hours consistent across weekdays
- Opening every weekday
- Opening on weekends

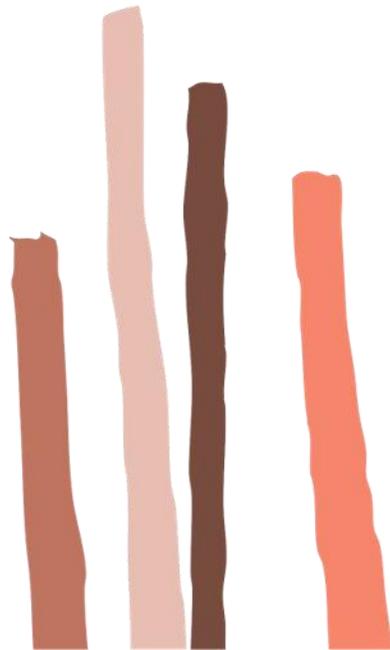
The vast majority of Customers find them convenient. However, if CRCs do want to make it easier for Customers to use their services, they could take on some of the above suggestions.

Ultimately, CRCs are highly valuable to their community.

Almost all Customers agree that CRCs provide useful services to them and their community and around 3 in 4 feel they would not know where else to access the same services if there wasn't a CRC to go to.

Customers that do not live near a CRC, older Customers and unemployed Customers are more likely to perceive CRCs as highly valuable, but perceptions of value are still strong among all other Customer groups.

The value CRCs provide is further illustrated by the strong satisfaction and likelihood to recommend that Customers report – demonstrating that Customers gain value from their experiences with CRCs.



Hunt Smarter.

