

CLIENT SURVEY 2012/2013

PREPARED FOR



GOLDFIELDS ESPERANCE DEVELOPMENT COMMISSION

MAY 2013

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1.0 EXECUTIVE SUMMARY

The results in the 2013 survey period reflect very positively on the GEDC and reflect some improvements compared to 2012, depending on the area being measured, as well as some small reductions in score. In this survey period the use of online surveying was continued.

- **Contribution to Development (% felt GEDC contributed)**

There has been a decrease (3%) in the score for respondents who believe that the GEDC contributes to economic development in the region in this survey period. The scores for social and balanced development reflected a 1% and 2% decrease respectively compared to 2012 results.

Table 1 – Contribution to Development

	2010	2011	2012	2013
Contributed to economic development	87%	86%	88%	85%
Contributed to social development	78%	79%	78%	77%
Contributed to balance of the two	72%	74%	75%	73%

- **Performance (average score out of 5)**

Scores have remained relatively similar across all performance areas in this survey period when compared to the last. Four areas reflected small decreases in the score compared to two increases. All ratings remain well above the midpoint (3.0) and all reflect a positive assessment of the GEDC.

Table 2 – Performance of the GEDC (average score out of 5)

	2010	2011	2012	2013
Providing business information / advice	3.9	3.8	4.0	3.9
Liaising b/w govt, industry and community	3.8	3.9	3.9	3.8
Assisting industry	3.8	3.9	4.0	3.9
Promoting opportunities	3.6	3.7	3.7	3.7
Facilitating infrastructure development	3.7	3.7	3.8	3.8
Coordinating identification of infrastructure	3.7	3.9	3.8	3.9
Increasing Region's profile	3.9	4.0	4.0	4.1
Improving quality of life & access to services	3.8	3.8	4.0	3.9

- **Service Quality (average score out of 5)**

Perceptions of service quality have increased in two of five areas, with two falling marginally and one remaining the same, and reflect a positive assessment of the GEDC.

Table 3 – Assessment of Service Quality

	2010	2011	2012	2013
Friendliness and courtesy	4.6	4.7	4.7	4.7
Availability	4.4	4.5	4.4	4.5
Correctness of information	4.2	4.3	4.4	4.3
Level of knowledge of staff	4.3	4.2	4.4	4.3
Speed of response	4.4	4.4	4.3	4.4

- **Performance Indicators (average score out of 5)**

In the 2003 survey period, the GEDC introduced a variety of performance indicators that they are now measured on an annual basis. The current scores remain relatively similar to those in 2012, with one rising marginally and two falling marginally. These scores are well above the midrange (3.0) and reflect a positive assessment of the GEDC.

Table 4 – Performance Indicators

	2010	2011	2012	2013
Effectiveness of the GEDC	4.1	4.2	4.2	4.1
Timeliness of the GEDC	4.1	4.1	4.0	4.1
Quality of service provided by the GEDC	4.2	4.2	4.3	4.2

2.0 BACKGROUND AND INTRODUCTION

As a State Government agency with responsibility for the Goldfields/Esperance region of Western Australia, the Goldfields Esperance Development Commission (GEDC) has a role to encourage and promote economic activity in the region by providing timely, innovative, professional services to businesses, industry and the community. To achieve this role the GEDC offers a variety of services which assist in fulfilling that role.

For some years the GEDC has conducted annual surveys of its clients. The surveys provide an insight into the effectiveness of the GEDC's activities by providing an accurate snapshot from their clients' perspective for each annual period in which they are undertaken. The surveys present the opportunity for the GEDC to receive information with multiple uses:

- Satisfy Office of the Auditor General reporting requirements for effectiveness and performance indicators,
- Obtain information from key clients or stakeholders on whether they consider the GEDC has met its primary goals,
- Obtain information on potential areas where services can be improved to more adequately meet client needs.

The information from the survey has broader applications than Auditor General reporting requirements and can be used to enhance the GEDC's achievement of its objectives.

In order to gather the data used in this report, Asset Research conducted an online survey as its primary methodology, utilising email and telephone follow ups to encourage sufficient responses to ensure statistical reliability.

A database was provided to Asset Research by the GEDC and consisted of their clients – local governments, Commonwealth and State government agencies, and private organisations. The database was comprised of 302 clients. A sample of 250 potential respondents was chosen at random from this sampling frame and were sent an email which introduced the survey and provided a link to a self-contained survey website. Respondents were able to complete the survey online, with the results being collated on a spreadsheet on that site, for later download by Asset Research.

Asset Research obtained a total of 179 completed surveys. This represents an overall response rate of 59.3%, and 71.6% of the sampling frame. The response rate is sufficient to ensure that the overall results are representative of the opinions of the population of key clients within a possible sampling error of +/- 4.8.

The completed surveys were input into Asset's statistical analysis software. The resulting statistics have been used to comprise the body of this report.

The total sample was broken down into the following industry sectors. The sample breakdown in 2013 is similar to that for 2012 although with the community service and business/industry sectors representing a marginally decreased proportion with a similar increase in the Government sector. The consistency is partially a function of the relatively consistent client base and permits meaningful and reliable comparisons across survey periods. It is noted that the size of the database increased substantially in this survey period, although it is expected that this was across most sectors due to the consistency of the results.

Table 5 – Sample Demographics

INDUSTRY SECTOR	2011 % Responses	2012 % Responses	2013 % Responses
State / Federal Government	28%	34%	30%
Local Government	9%	8%	9%
Community Services	22%	19%	21%
Business / Industry	39%	37%	38%
Other	2%	2%	2%

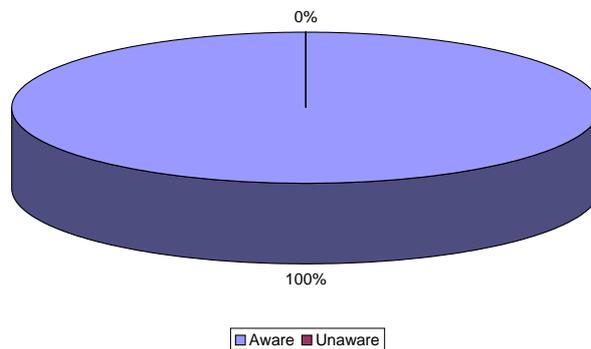
3.0 FINDINGS

This section summarises the results of the survey. The results are presented in broad category headings representing the general topic areas included in the questionnaire.

3.1 Awareness of the GEDC

As in previous years' surveys, a filter question was included in the 2013 survey asking respondents to indicate if they were aware of the Goldfields Esperance Development Commission (GEDC). This question determines the awareness level of the GEDC held by the population on which the sample is based. As the sampling frame consisted of a client list provided by the GEDC it is expected that awareness levels would be fairly high. This assumption matches the results as 100% of respondents indicated they were aware of the GEDC (100% in 2012).

Graph 1 – Awareness of the GEDC



(N = 179)

All respondents who were aware of the GEDC (100%) were then asked to advise how they became aware of the GEDC's activities. Respondents were allowed to provide multiple responses if their awareness was generated by a range of sources. Due to the allowance of multiple responses, percentage responses tally to greater than 100%.

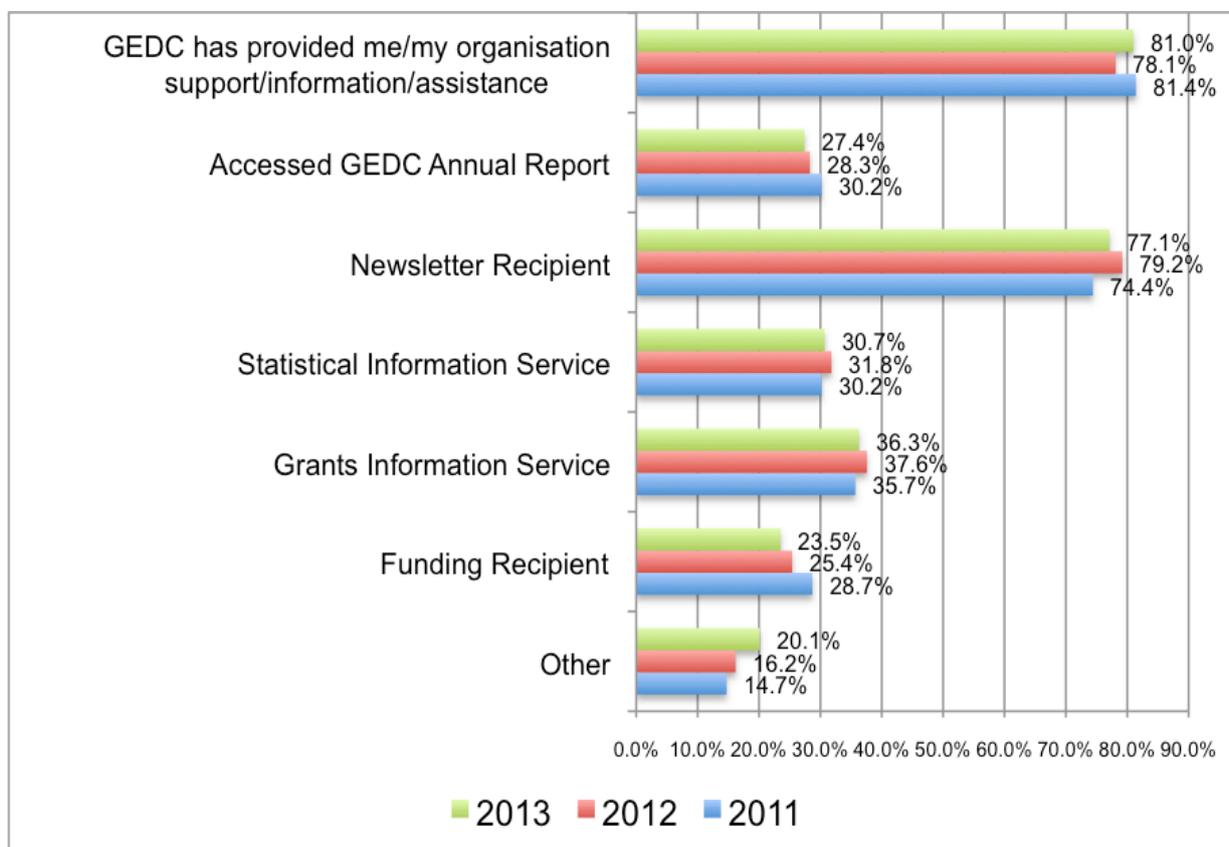
Graph 2, shows that the primary source of GEDC activity awareness is through the function that the GEDC has provided support/information/assistance (81.0% in 2013 compared to 78.1% in 2012). This was followed closely by being a newsletter recipient as the next most frequent source of activity awareness (77.1% in 2013 compared to 79.2% in 2012).

As in previous survey periods, all other awareness sources fell well below the frequency of these primary sources. These sources were:

- Grants Information Service (36.3%)
- Statistical Information Service (30.7%)
- GEDC Annual Report (27.4%)
- Funding Recipient (23.5%)

All scores varied in this period, showing both marginal increases and decreases. All score variations fell within the possible sampling error range for the statistical results.

Graph 2 – GEDC Activity Awareness Sources



3.2 GEDC website usage

In 2013, the GEDC revised its website with a new version going online in March. As a result of this the survey questions were revised to gauge whether respondents had visited either or both of the new and old websites.

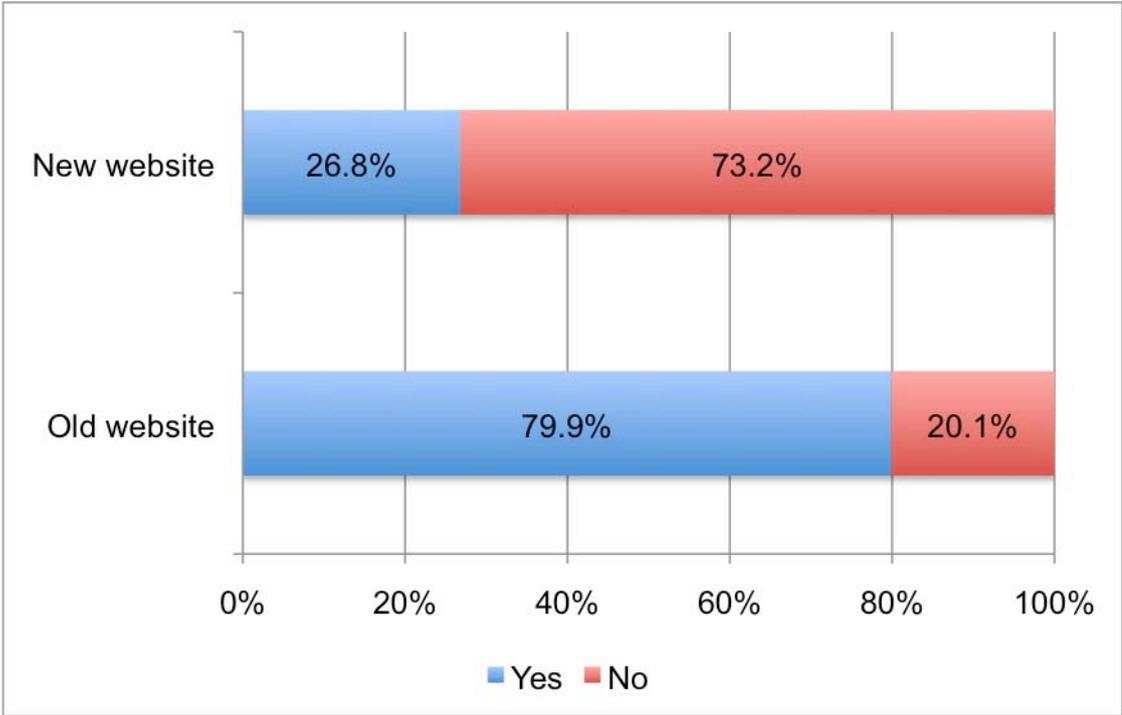
Respondents were asked whether they had accessed the old and new GEDC websites. This year continued the ongoing trend where there was a sizeable increase in the proportion of respondents accessing the site.

79.9% of respondents advised that they had accessed **the old site** (77.5% in 2011), compared to 20.1% who had not visited the site.

26.8% of respondents advised that they had accessed **the new site** compared to 73.2% who had not visited the site. It is noted that fewer respondents had the opportunity to visit the site in the month it was live before surveying commenced.

82.7% of respondents had visited either the old, new or both GEDC websites in 2012/2013.

Graph 3 – GEDC Website Usage



The respondents who had accessed either or both the websites were asked to rate the effectiveness of the website in relation to:

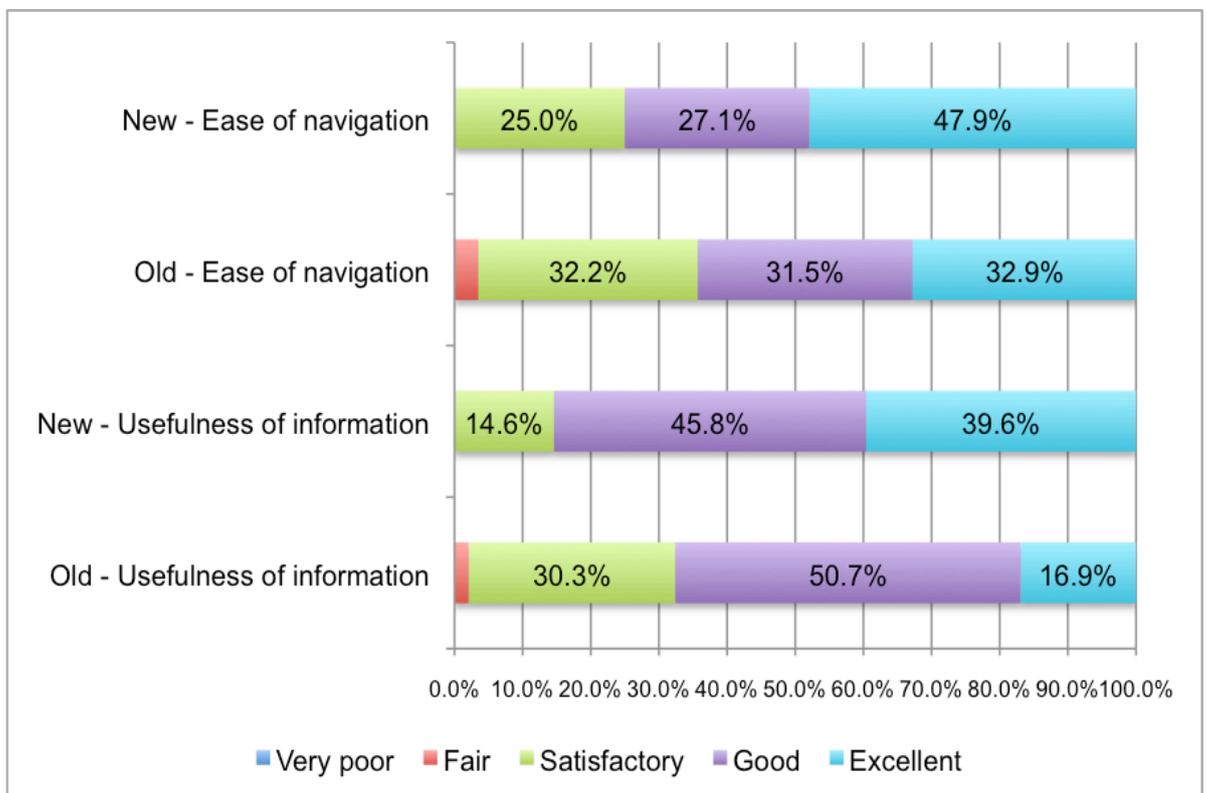
- Ease of navigation
- Usefulness of information accessed

Graph 4, shows that the largest proportion of respondents rate **the new site** as excellent for ease of navigation. 75.0% rate it as being ‘at least good’ and 25.0% rate it as satisfactory. Only 1.7% of respondents rate it as being poor.

In terms of usefulness of information accessed, 45.8% of respondents rate **the new site** as being good in this area. 85.4% rate it as being ‘at least good’ and 14.6% rated it as satisfactory.

Although rated by fewer respondents, in each of the two rating parameters the new site exceeded the scores for the old site. It should be noted that scores for the old site remained positive.

Graph 4 – GEDC Website Usage



3.3 Assessment of the GEDC’s contribution

Respondents were asked to agree or disagree with a variety of statements relating to the contribution made to the region by the GEDC. Respondents were asked to rate the Commission’s contribution to:

- economic development,
- social development,
- the balance between economic and social development.

3.2.1 Economic Development

In relation to economic development, 85% of respondents indicated they agreed that the Commission has contributed to the economic development of the region. This represents a decrease compared to the score achieved in 2012 (88%). It is believed that this may partially reflect a perception in the Australian community that the challenges to economic development are on the rise.

This result also represents a marginal decrease in the ‘disagree’ score (1% in this period compared to 2% in 2012) and a consequent increase in the ‘neutral’ score (14% in this period compared to 10% in 2012).

Graph 5 – GEDC’s Economic Contribution to the Region

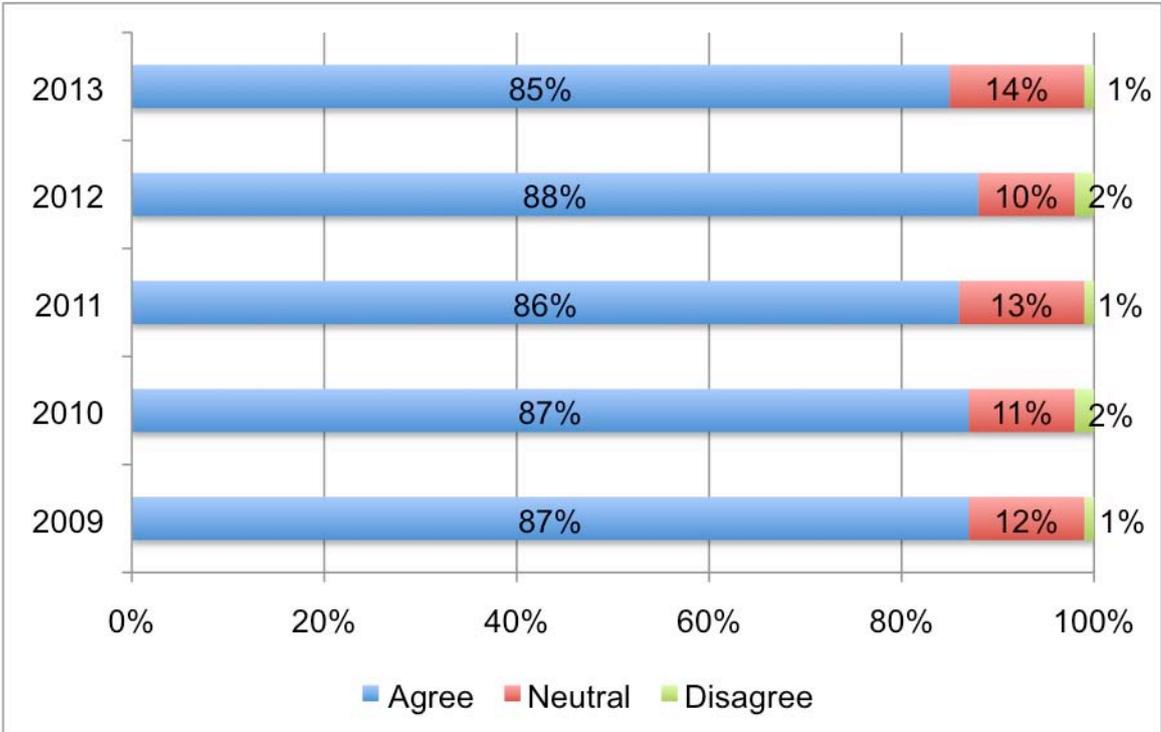


Table 6 - Economic Development Scores

	2009	2010	2011	2012	2013
Agree	87%	87%	86%	88%	85%
Neutral	12%	11%	13%	10%	14%
Disagree	1%	2%	1%	2%	1%
Don't know (number of respondents)	3	5	3	6	3

3.2.2 Social Development

A marginally decreased proportion of respondents surveyed in this period agree that the GEDC has contributed to the social development of the region within the last 12 months. 77% of respondents agree with this compared to 78% in 2012.

The marginal decrease in ‘agreement’ with the statement has occurred as a result of an increase in the proportion of respondents giving a neutral score (from 20% in 2012 to 21% in this survey period) and a static result in the proportion of respondents disagreeing with this statement (2% in this survey period).

Graph 6 – GEDC’s Social Contribution to the Region

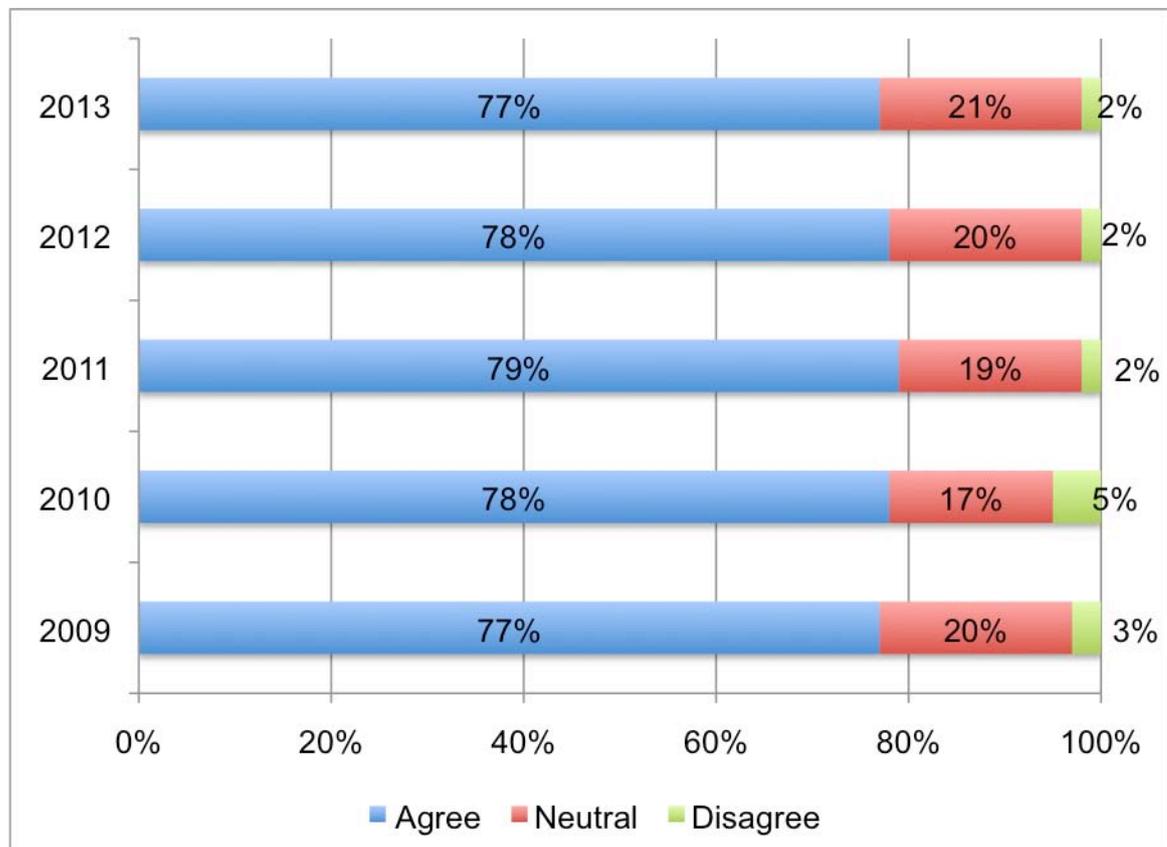


Table 7 - Social Development Scores

	2009	2010	2011	2012	2013
Agree	77%	78%	79%	78%	77%
Neutral	20%	17%	19%	20%	21%
Disagree	3%	5%	2%	2%	2%
Don't know (number of respondents)	2	4	2	5	2

3.2.3 Balanced Development

This survey period has seen a marginal decrease in the positive score relating to the perception by clients that the GEDC contributes to the creation of balanced economic and social development of the region.

73% of respondents agreed with the statement in this survey period (75% in 2012). 3% of respondents disagreed with the statement in this period, a reduction of 1% compared to the 2012 results. Neutral scores also reflected an increase of 3% in this survey period. Overall scores reflect a positive outlook on the activities of the GEDC in contributing to balanced development

Graph 7 – GEDC’s Balanced Contribution to the Region

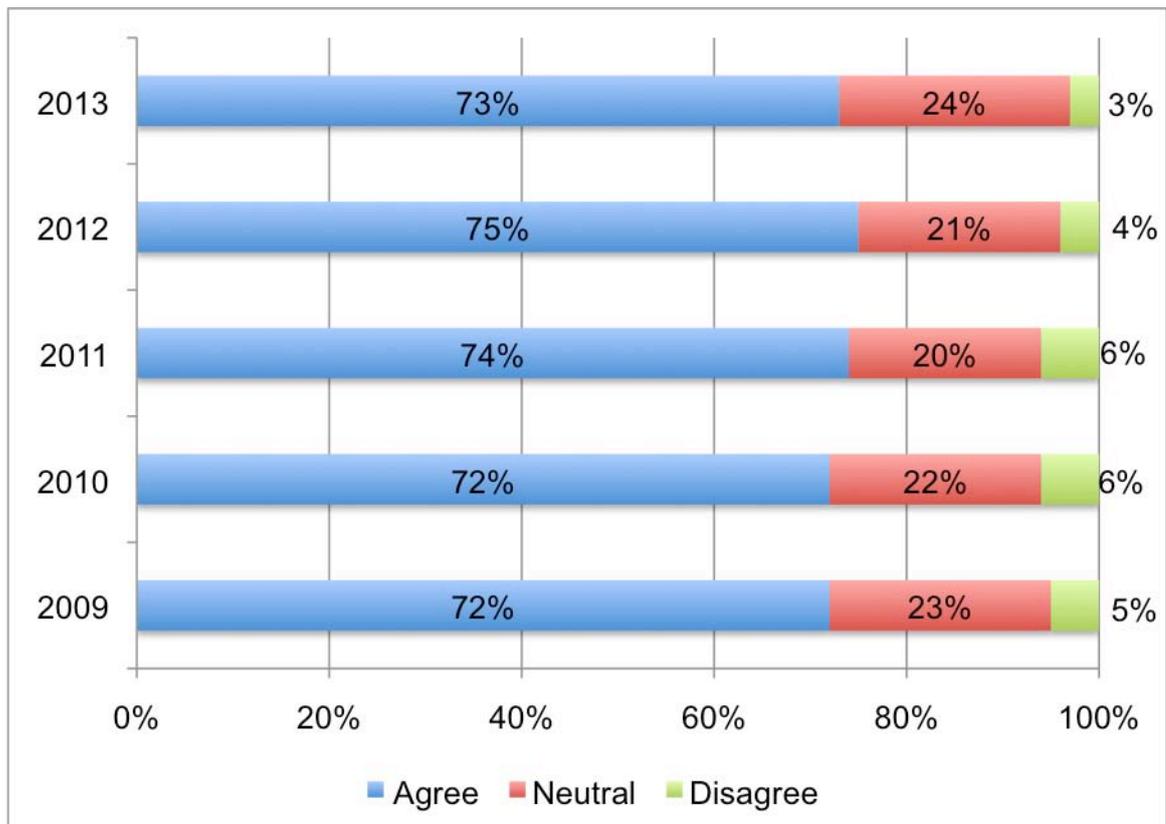


Table 8 - Balanced Development

	2009	2010	2011	2012	2013
Agree	72%	72%	74%	75%	73%
Neutral	23%	22%	20%	21%	24%
Disagree	5%	6%	6%	4%	3%
Don't know (number of respondents)	4	6	4	8	4

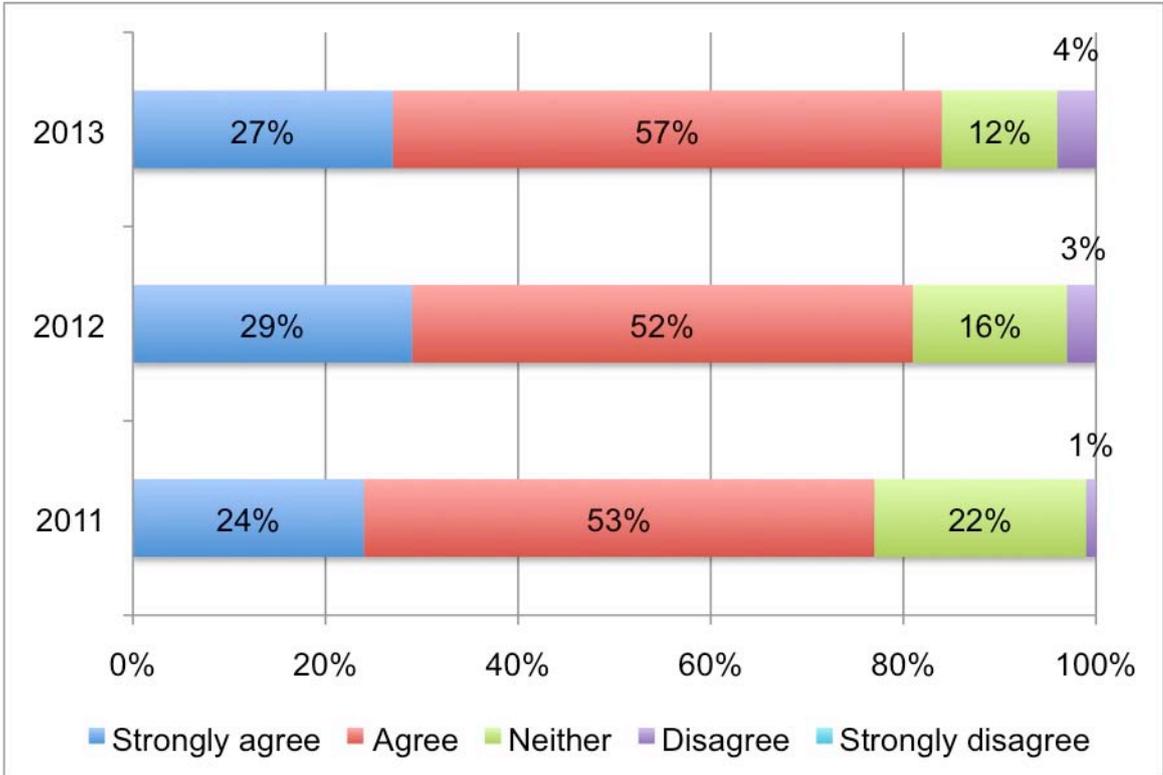
3.4 Royalties for Regions

Respondents to the survey were asked to agree or disagree with the statement that the Royalties for Regions Scheme has added value to the Goldfields-Esperance region.

Graph 8 shows that 84% of respondents 'at least' agree that the Royalties for Regions Scheme has added value to the Goldfields-Esperance region. This represents an increase of 3% compared to the 2012 results. 27% of the current respondents 'strongly agreed' with the statement and a further 57% agreed.

12% of respondents were neutral in relation to their assessment of the scheme (down 4% compared to 2012) and a further 4% disagreed with the statement (up 1% compared to 2012).

Graph 8 – Royalties for Regions Scheme Value



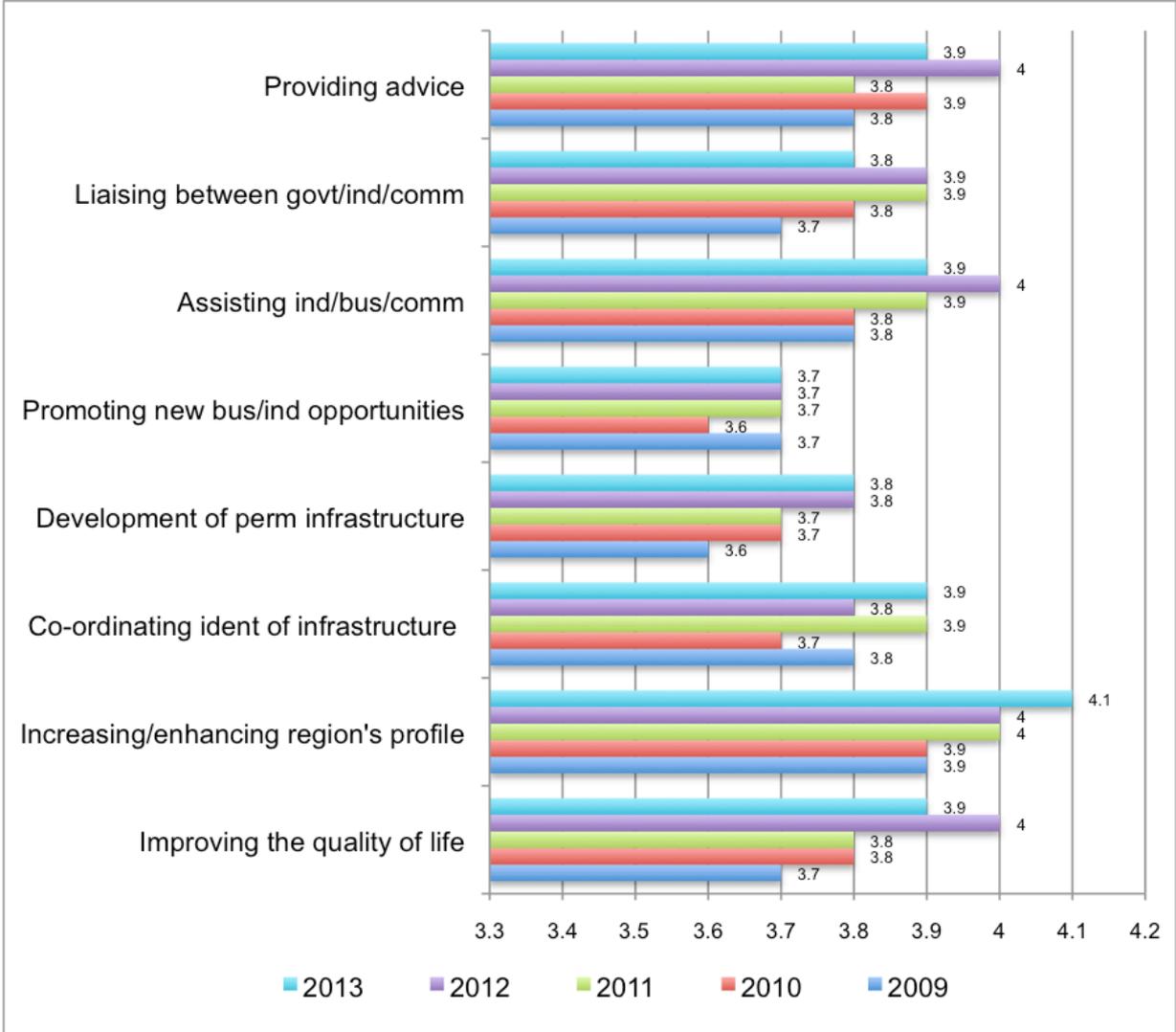
3.5 GEDC Performance

Overall, the perception of the performance of the GEDC has remained relatively consistent from 2012 to 2013. All scores reflected an above-average assessment of the GEDC and reflect well on the organisation.

The size of the score changes varied, with four issues reflecting a small decrease in score and two a small increase. The areas reflecting changes were:

- Providing advice (0.1 decrease)
- Liaising between government industry and community (0.1 decrease)
- Assisting industry, business and commerce (0.1 decrease)
- Co-ordinating the identification of appropriate infrastructure for the region (0.1 increase)
- Increasing/enhancing the region’s profile (0.1 increase)
- Improving the quality of life and access to services for communities (0.2 decrease)

Graph 9 – Perceptions of GEDC Performance



3.6 Perceived levels of service

This survey period has seen an increase in scores for two of the five service standard parameters and a decrease in another two. All scores reflect very positively on the GEDC in relation to its levels of service.

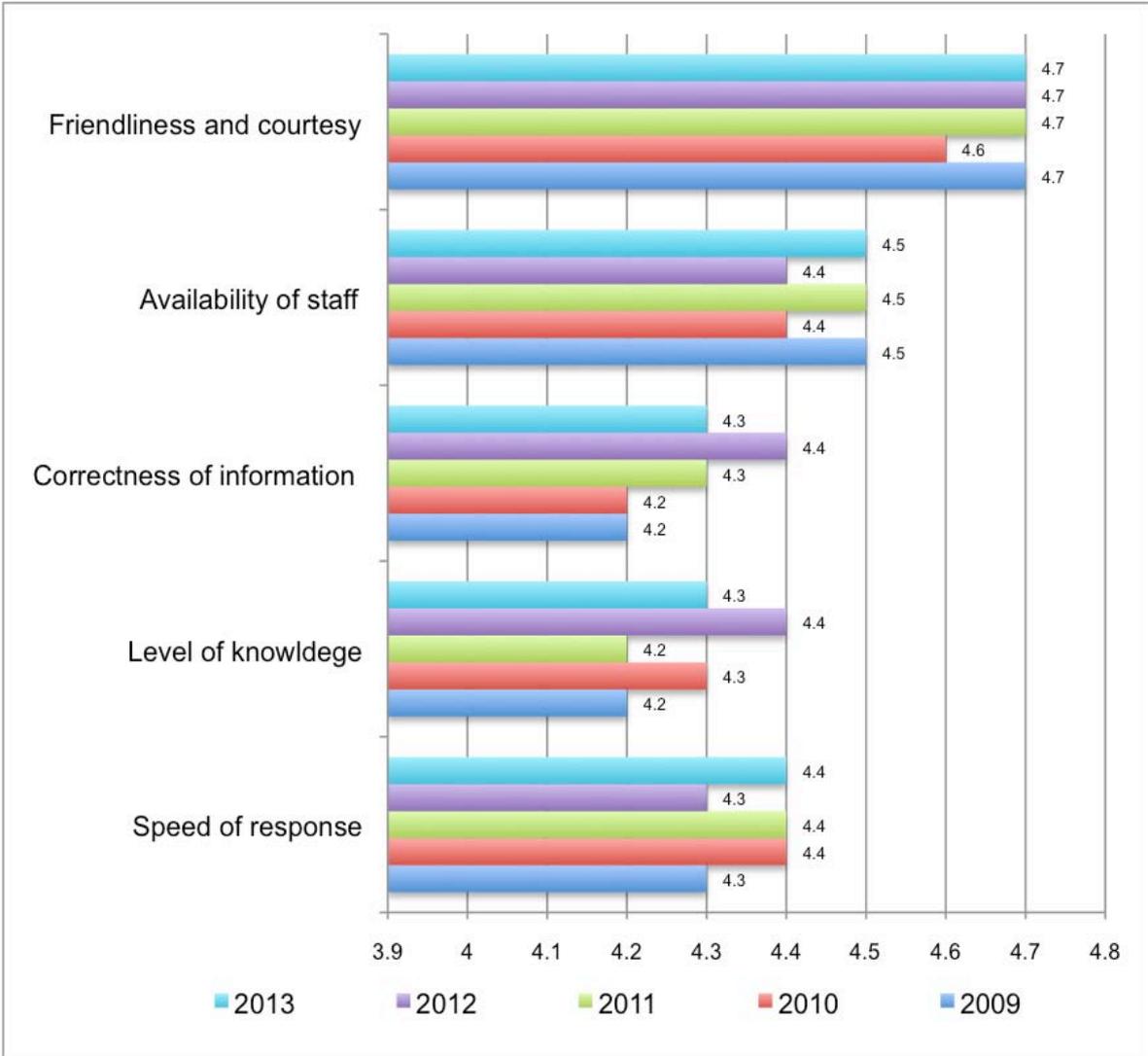
The areas reflecting an increase were:

- Availability of staff (0.1 increase)
- Speed of response (0.1 increase)

The areas reflecting a decrease were:

- Correctness of information (0.1 decrease)
- Level of knowledge (0.1 decrease)

Graph 10 – Perceived Level of Customer Service



Performance in this area can also be considered in terms of client satisfaction levels. Scores are positive in this survey period when compared to 2012. Table 9 shows that there have been some increases in “excellent/good’ levels as well as one small decrease.

Table 9 – Customer Service Level Perception

	2012 Excellent/ Good	2013 Excellent/ Good	Satisfactory	Fair/Poor
Friendliness/ courtesy	94%	93%	7%	0%
Availability of staff	83%	88%	9%	3%
Correctness of information	84%	84%	11%	5%
Level of knowledge	83%	83%	10%	7%
Speed of response	80%	84%	13%	3%

The importance of these service issues was not measured, therefore it is necessary to consider the core service aspects of the Commission and the expectations of clients in relation to these. All scores reflect very well on the GEDC.

3.7 Performance Indicators

To evaluate their overall performance the GEDC utilizes performance indicators that are measured on an annual basis. The three key areas for assessment are effectiveness, timeliness and quality of service.

Table 10 shows the scores for this survey period compared to figures from previous periods.

Table 10 – Performance Indicator Statistics (mean score out of 5)

	2011	2012	2013
Effectiveness of the GEDC	4.2	4.2	4.1
Timeliness of the GEDC	4.1	4.0	4.1
Quality of service provided by the GEDC	4.2	4.3	4.2

These scores are well above the midrange (3.0) and indicate a general maintenance of scores in this survey period compared to the last. The timeliness of the GEDC has shown a marginal increase while the quality of service provided by the GEDC and effectiveness of the GEDC have remained the same.

3.8 GEDC Clients Requiring More Assistance

Respondents were asked whether there were any projects over the last 12 months where they needed more assistance that they believed the GEDC could have provided.

96.7% of respondents indicated that there were no projects over the last 12 months where they needed assistance that could have been provided by the GEDC. 3.3% (6 respondents) advised that there were projects where assistance was required. This represents a marginal increase in numbers of projects where further assistance was required compared to the last survey period

The respondents who did believe that the GEDC could have provided assistance were asked which project this related to. The results are provided in Table 11 below.

Table 11 – Projects Requiring Additional GEDC Assistance

Project/area	Frequency of Response
Greater access to funding/resources	3
More assistance with worsening State/Federal economics	3