



Western Australian Centre for Rural Health

Random Sampling of Households for the CGG Community Summit

Methodology Report

March 2015

Project Overview

The City of Greater Geraldton contracted the services of the WA Centre for Rural Health (WACRH) in January 2015 to independently recruit 40 to 60 people to participate in the City's Community Summit on 4 and 14 March 2015. The purpose of this Summit was to seek community input in prioritising Council's non-mandatory municipal services to reduce pressure on the City's future budget. To recruit community members, WACRH applied sampling techniques that randomly select addresses from data provided by the City's planning team and then extended a personal invitation to residents, through door knocking, to participate in two, Council facilitated workshops. It is expected the sample group include permanent residents of the City with proportionate representation from Council's seven local government Wards. It is also expected that these participants, along with a cohort of self-selected and invited local residents, will be representative of the City's geographic and demographic profile as well as community, cultural, business and industry stakeholder groups.

Recruitment Team

To fulfil the requirements of the random sampling and recruitment of residents to the Community Summit, WACRH established a team of four researchers with suitable qualifications, experience and connection to community. While coordination for the random sampling and recruitment was the responsibility of WACRH, it was also acknowledged that a limited budget and short timeline meant other human and physical resources were needed to enlist the required 40 to 60 participants before the commencement of the first community workshop on 4 March 2015. As such, the City provided five employees to assist in the recruitment process and one vehicle. The recruitment team operated on a rotation basis with three teams of two people (one from WACRH and one from the City) undertaking door knocking and site visits across the City for a three week period. The research team is listed in Table 1 below:

WACRH	CGG
Dr. Paul Royce - Research Fellow	Wendy Cowley - Personal Assistant
Dr. Claire Courtney - Research Fellow	Ross Burnell – Occ. Health and Safety Advisor
Miranda Batten - Rural Pharmacy Academic	Taryn Brown - Planning Officer
Mark Berg - Aboriginal Support Officer	Helen Prosser - Facilities and Events Officer
	Ben Pozoga - Planning Officer

Table 1: the recruitment team from WACRH and CGG

Random Sampling and Recruitment Process

Although Geographic Information Systems (GIS) was initially proposed to randomly determine the household addresses, which would then be used to invite residents to participate in the Community Summit, further investigation of this method identified that GIS was not able to separate individual apartments or units within a multi-residential complex. As such, an alternative methodology was employed whereby the property-specific rates assessment numbers for each Ward were imported into a spreadsheet. The random number generation function of Microsoft Excel was then used to select random rates assessment numbers and therefore random properties within each Ward. The number of random properties selected reflects the proportion of the City's residences located in that Ward. A summary of the randomly selected addresses in each Ward is presented below in Table 2:

Ward	Random selected properties per Ward	Total properties visited per Ward (includes return visits)
Chapman	60	89
Hills	73	73
Tarcoola	73	114
Port	60	84
Willcock	53	53
Champion	47	47
Mullewa	40	40
Total	406	500

Table 2: Number of randomly selected addresses per Ward

Prior to commencing the recruitment process on 9 February 2015, an information flier providing an overview of the Summit was mailed to each selected address and to notify residents of a pending visit by members of the recruitment team (attachment 1). Three teams then door knocked those same houses to gauge community interest and invite residents to the two workshop sessions. Door knocking occurred across each Council Ward between 5pm and 7pm on the dates listed in Table 3 below as well as in the mid to late afternoon in Mullewa. On 26 February 2015, teams deviated from household door knocking to set up recruitment stands at three suburban supermarkets in a final attempt to attract further interest and participation in the Summit across Council Wards.

Ward	9/2	10/2	11/2	12/2	13/2	16/2	17/2	18/2	19/2	23/2	24/2	25/2	26/2
Chapman													
Hills													
Port													
Tarcoola													
Willcock													
Champion													
Mullewa													

	Door knocking
	Supermarkets

Table 3: Dates of recruitment of community members per Ward

In terms of door knocking, if an adult resident answered the door, an oral introduction to the Community Summit was given, the need for community input in prioritising the delivery of non-mandatory municipal services explained and an invitation to attend the Summit extended to any adult living at that address. If a resident agreed to participate, an Information Sheet was provided (attachment 2), household data recorded and signed consent received (attachment 3) to enable the resident's contact and demographic details to be shared with the City. These details were then forwarded the subsequent day for follow up, clarification and the provision of further information. Residents indicating some interest but an inability to fully commit, because of for example unknown work schedules, family obligations or travel arrangements, were offered an Information Sheet and 'Sorry I missed you...' card (attachment 4), which provided further explanation of the Community Summit as well as the contact details of relevant WACRH and Council staff. Residents were asked to contact WACRH or the City if later, they were able to attend both workshop sessions. Any person

who answered their door and declined the invitation to participate, was thanked for their time and interest.

If there was no response at a house, a 'Sorry I missed you...' card was left in a letter box or behind a fly screen door with an invitation to contact WACRH on the telephone number or email address provided. While the recruitment team intended to re-visit each unattended house, the high volume of 'Sorry I missed you...' cards distributed to houses across the City's extensive boundaries made this prohibitive in the time allocated to complete the recruitment process. However, as a test, houses in the central Geraldton Wards of Chapman, Port and Tarcoola were revisited with minimal recruitment success. This indicates that if residents had the interest, motivation or capacity to attend the Community Summit, they would make attempts to do so. Any resident responding to a 'Sorry I missed you...' card either by telephone or email was, as with the evening door knocking process, provided with further information about the purpose of the Summit and an invitation to participate in both workshop sessions. If a resident agreed to attend, an Information Sheet was emailed or posted to their address, their demographic details recorded and their informed, verbal consent given before these details were forwarded to the City for follow up.

Project Results

In the three weeks between 9 and 26 February 2015, the recruitment team visited 406 randomly selected houses across the City as well as three supermarkets in Geraldton and various sites in Mullewa, including service stations, The Men's Shed, an art centre and local cafe. In total, 39 people agreed to participate in the Community Summit with all contact and demographic details forwarded to the City by Friday, 27 February 2015. Amongst the participants, there was good representation from the Chapman, Tarcoola and Port Wards while alternatively, there was limited take-up from residents living in the Hills, Champion and Willcock Wards. Door knocking and site visits to Mullewa failed however, to secure any participants as detailed below in Table 4.

Ward	Target (Range)	Achieved
Hills	7 – 11	5
Chapman	6 – 9	9
Tarcoola	9 – 12	11
Port	6 - 8	6
Champion	5 - 7	4
Willcock	5 - 7	4
Mullewa	4 - 6	0
Total	40 - 60	39

Table 4: Participant recruitment by Ward

Of the 406 pre-door knock flyers mailed to households, 14 were returned due to there being no discernible letter box or house at the nominated address or instead, the use of a post office box by some rural residents. Also, 35 houses were not visited by the recruitment team because the address could not be located, the dwelling was in varying stages of demolition, disrepair or abandonment, the property was protected by highly secure perimeter fencing or guard dogs and, on two occasions, the listed address was a vacant, rural paddock. Of the 406 properties attended, residents of 141 explicitly stated that they were either unwilling or unable to take part, while 251 requested additional information; 25 of whom subsequently agreed to participate in the Summit.

While the WACRH research team is confident the random sampling process is effective in identifying households that are a broad representation of the City's geographic and demographic profile, the final cohort of residents agreeing to participate in the Community Summit is not reflective of this. Here, the random sampling process recruited three people who identify as Aboriginal, 36 who identify as non-Aboriginal, four who have linguistically or culturally diverse backgrounds and three people who live with a disability. Similarly, of the 39 people recruited to the Summit, four are aged under 30 years, 19 aged between 30 and 60 years while 15 are 60 years and older. Eleven people are renting while 26 are in the process of owning the home visited by the recruitment team. On average, Summit participants have lived in the City for 23 years with the shortest period being one month and the longest being 80 years. A breakdown of participant demographics is listed below in Table 5.

Ward	Total	Male	Female	<30	30-60	>60	Renting	Owning	ATSI	CALD	(Dis)ability
Hills	5	1	4	1	3	1		5			2
Chapman	9	5	4	2	3	4	4	5		2	
Tarcoola	11	6	5	1	4	5	3	6	1	1	
Port	6	2	4		4	2	2	4		1	1
Champion	4	3	1		1	3	1	3			
Willcock	4	1	3		4		1	3	2		
Mullewa											
TOTAL	39	18	21	4	19	15	11	26	3	4	3

Table 5: Participant demographics by Ward

Commitment of Time

In total, some 210 hours were allocated to the recruitment of 39 residents for the Community Summit, the majority of which was apportioned to door knocking (136.5 hours), recruitment of residents at three Geraldton supermarkets (20 hours) as well as site visits and door knocking in Mullewa (18 hours) as detailed in Table 6 below.

	9/2	10/2	11/2	12/2	13/2	16/2	17/2	18/2	19/2	24/2	25/2	26/2
CC	4.30-7	4.30-7		4.30-7		4.30-7	4.30-6.30	4.30-7		4.30-6.30	11-3.30	4.30-7
MB			4.30-7	4.30-7				4.30-7	4.30-7			4.30-7
MB	4.30-7.15	4.30-7	4.30-7.45	4.30-7	1-5.30	4.30-7	4.30-7		4.30-7	4.30-6.30	11-3.30	4.30-7
PR	4.30-7.30	4.30-7	4.30-7		1-5.30	4.30-7	4.30-7	4.30-7	4.30-7	4.30-6.30		4.30-7
HP	4.30-7.30			4.30-7		4.30-7			4.30-7			4.30-7
RB	4.30-7	4.30-7	4.30-7			4.30-7	4.30-6.30	4.30-7		4.30-6.30		
TB		4.30-7	4.30-7	4.30-7			4.30-7	4.30-7	4.30-7			4.30-7
WC	4.30-7.15	4.30-7	4.30-7.45	4.30-7		4.30-7	4.30-7	4.30-7		4.30-6.30		4.30-7
BP								4.30-7	4.30-7	4.30-6.30		4.30-7
Total	16.5	15	16.5	15	9	15	14	17.5	15	12	9	20

	Door knocking
	Mullewa
	Supermarkets

Table 6: Hours allocated to recruitment by door knocking, Mullewa visits and at supermarkets

While some 175 hours were used to undertake ‘face to face’ recruitment, time was also required to complete administration tasks, report writing, data entry and the preparation and collation of 24 maps to identify the 406 randomly selected addresses across the City’s seven Wards. The full allocation of hours for this project is provided below in Table 7.

Door knocking	9 afternoons	136.5
Supermarkets	3 centres	20
Mullewa visits	2 visits	18
Project proposal and final report	2 reports	10
Maps and data set up	24 maps	9
Administration	2 hrs/week	6
Data entry	2 hrs/week	6
Meetings with the City	3 meetings	4
Total hours		209.5

Table 7: Full distribution of project hours for WACRH and the City’s staff

Limitations of Door Knocking as a Recruitment Strategy

Random sampling is a sound, defensible, unbiased and widely used methodology to identify a broad cross-selection of residential addresses from which to collect data. However, as mentioned in the initial project proposal prepared by WACRH in January 2015, door knocking often provides unpredictable rates of success and as such, a high number of households are typically needed to achieve desired outcomes. This was the case with the recruitment of residents for the City’s Community Summit. Here, approximately 145.5 human hours (including 9 hours in Mullewa) were taken up with door knocking and revisiting 406 randomly selected addresses to recruit 39 residents over a three week period. Of these residents, the majority identified as 30 years and above (87%), non-Aboriginal (92%) and have been a resident in Geraldton on average for 23 years. This indicates that door knocking, as a recruitment strategy, was labour intensive with limited levels of up take (less than a 10% success rate) and did not provide a cohort of people that is reflective of the community’s geographic and demographic profile. As such and in this instance, door knocking was not cost effective or time efficient and did not maximise the use of professional skills amongst the project team or other key recruitment strategies (such as new technologies, social media or popular gathering places) to share information and enlist residents in the Community Summit. However, while the use of door knocking has not been particularly successful here, if discrepancies in participant demographics are recognised, such as a disparity of age, gender, (dis)ability and cultural background, active and deliberate measures can be articulated to re-balance or adjust participant recruitment to enable broader representation and input within community engagement initiatives.

The use of door knocking has revealed a number of limitations as a strategy to invite and recruit local residents to participate in community engagement initiatives, which WACRH and the City should consider before enacting similar methodologies in future activities. These limits include:

- Recruiter fatigue occurs when there is low up-take of residents (less than 10%) against a high rate of door knocking (500 properties), even with the regular rotation of team members;
- Data collection on private property raises concerns about recruiter safety and an encroachment on to a resident’s personal space and domestic or leisure time;
- There are a high number of unattended houses between 5pm and 7pm;

- Revisiting unattended houses results in low recruitment success, which indicates that if people are genuinely interested and able to attend the Community Summit, they will be self-motivated to do so;
- Information flyers are returned if no letter box is present. This is common for semi-rural and Mullewa addresses where post office boxes are commonly used;
- Door knocking fails to recruit broad community representation, particularly amongst young people, Aboriginal people and people with culturally and linguistically diverse backgrounds;
- Door knocking predominately recruits non-Aboriginal, middle-aged to older residents who have lived in the community for long periods of time.

Observations

During the three week recruitment period, whereby door knocking was used to contact and exchange information with local residents, the recruitment team collected incidental data that may be of use to future projects. While providing 'Observations' is not in the scope of WACRH's initial obligations, the insights provided here can support the development of more effective community engagement initiatives and also allow data, collected through qualitative methods, to be shared.

- A consistent number of residents expressed genuine interest in the Community Summit and considered participating in the two workshops but were unable to commit because the allocation of time conflicted with work, family or sporting commitments;
- A full day workshop was prohibitive to women with young children (regardless of the availability of child care), young people who may work or play sport, older people who are unwilling to travel at night or unable to sit for long periods, or any person who works on the weekend, is employed in shift work or maintains a fly-in, fly-out role.
- Interestingly, women with children, young people and older people are the population groups likely to perpetuate consistent use of Council services and facilities such as public open spaces, sporting ovals, swimming pools, skate parks, day care centres, libraries and the Queen Elizabeth II Community Centre;
- Other face to face community engagement strategies may be considered to specifically hear the views of those not captured in the recruitment process such as on-site focus groups with young people or women with young children or establishing information stalls at venues with high public and pedestrian visibility such as weekend markets or shopping centres;
- Residents who were previously located in the Shire of Greenough and Shire of Mullewa expressed significant and consistent dissatisfaction with the City with common complaints focusing on increased Council rates, limited Council services beyond central Geraldton and particularly, the amalgamation of three local government authorities into one;
- Town Hall style meetings may be considered to share information and build relationships with those residents previously located in the Shire of Greenough and the Shire of Mullewa;
- A number of residents advised that it would be better if they did not attend the Community Summit as *'the City may not like what I have to say'*;
- As the WA Centre for Rural Health was employed to enact a recruitment strategy, some residents believed the Community Summit was principally about prioritising expenditure on the delivery of health services;
- Residents interested in the Community Summit welcomed the opportunity to generate conversations, ask questions, exchange ideas and to be heard by the City.

Summary

The WA Centre for Rural Health was employed by the City of Greater Geraldton to apply an independent and unbiased methodology to recruit residents to the City's Community Summit. Random sampling, using property-specific rates assessment numbers, provided 406 addresses across each Ward, which were used to conduct door knocking over a three week period to share information, generate interest and recruit local residents to two, Council facilitated workshops. This process enlisted 39 people in the Community Summit. While door knocking has been used elsewhere to recruit people and share information, in this instance, this method was labour intensive and did not achieve expected participation rates or adequate representation of the community's geographic and demographic profile. WACRH and the City may reflect on the significant investment of time required to recruit residents using door knocking methodologies and instead utilise other means to invite local people to participate and provide input at future community engagement initiatives.



Attachments

Attachment 1: Community Summit information flyer

Attachment 2: Community Summit information sheet

Attachment 3: Community Summit consent form

Attachment 4: 'Sorry I missed you...' card



Attachment 1

The City is holding a Community Summit and are inviting 60 randomly selected residents to participate and you have been selected.

March 4 and March 14



The City's financial situation has been impacted by reduced Government funding, rising utility costs and a growing backlog of assets.

To help better inform Council about what services the community thinks should be retained, or cut, the City is holding a Community Summit, linked over two sessions, on the evening of Wednesday March 4* and Saturday March 14*.

It's about the future of your City.

**Note: Participants will need to be available for both of the above times*

In the coming days a Western Australian Centre For Rural Health staff member will be stopping by to discuss your opportunity to participate.



Western Australian Centre for Rural Health

Community Summit Workshop Information

The Community Summit two-part workshop series will be held in the QEII Upper Hall on:

Wednesday 4 March 2015 at QEII Upper Hall, 5.00pm-8.30pm

Saturday 14 March 2015 at QEII Upper Hall, 9.30am-4.00pm

Attendance on both days is essential as deliberations on March 14 will be based on work completed by participants during the first workshop on March 4.

If you require transport to the workshop or require childcare services these can be arranged for you free of charge.

Morning tea, lunch, afternoon tea and snacks will be provided at the workshops. If you have any special dietary requirements these can be accommodated for.

As a participant you will also:

- Be eligible for a raffle to win one of several door prizes
- Receive a gift bag of complimentary items including vouchers
- Receive a signed certificate from the Mayor

Questions: Contact Janell Kopplhuber at 9965 6779

Why is the #changesCGGcommunity Summit being held?

Last year, the City undertook community consultation to prioritise capital works and review the City's range of services. Two community panels made up of over 60 people reviewed our works and services. This feedback has been invaluable in the City's decision making processes. Consultation and feedback are on-going processes, a two way conversation and because there have been some significant changes in the last 12 months, we need to continue that conversation.

The reason we need to do this is because over the last year the City's financial situation has been impacted by a huge reduction in State and Federal Government funding, escalating utility costs and a growing backlog of infrastructure renewals. These factors, and the need to keep rates rises down, means we must cut non-mandatory services to achieve financial sustainability.

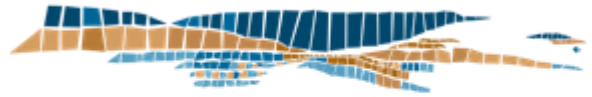
This means Council needs to make some difficult decisions about what non-mandatory services we can continue to offer whilst still being able to maintain our assets and pay our bills when they fall due.

To help the Council in its decision making processes, the City is holding a Community Summit. The purpose of the Summit will be to prioritise the non-mandatory services the City delivers within the context of budget constraints.

This prioritised list will be a critical piece of information to assist Council in their ultimate decision-making about the services that will continue to be delivered and those that won't.

The #changesCGGcommunity Summit will give members of the community an opportunity to learn more about the non-mandatory services the City provides, deliberate with other participants about what is important and to develop a priority list of non-mandatory services created through their combined vote.

The community priority list will join a suite of other documents that the City will submit to Council to help inform their decision on the range of non-mandatory services the City will continue to provide.



Attachment 3

Community Summit

Consent Form

1. I give permission to the WA Centre for Rural Health to forward my contact details to the City of Greater Geraldton community engagement team for the purposes of my possible recruitment in the CGG Community Summit.
2. I would like to be contacted by a CGG community engagement team member about my participation in the CGG Community Summit by:

☐ Telephone ☐ Email ☐ In-person

Details: _____

3. I have read and understood the Information Sheet for the CGG Community Summit.
4. The details of the CGG Community Summit have been explained to me.
5. I understand that the CGG Community Summit will involve one afternoon/evening session between 4pm and 8pm on Wednesday, 4 March 2015 and a full day session between 9.30am and 4pm on Saturday, 14 March 2015.
6. I understand that participation involves very little risk.
7. I understand that the information collected cannot be used in a way that would identify me.
8. I understand that my contact details collected by the WA Centre for Rural Health, and once forwarded to the City of Greater Geraldton, will be destroyed.
9. Any questions that I have asked have been answered.
10. I understand that staff from the WA Centre for Rural Health and their representatives will maintain confidentiality and that any information supplied will be used only for the purposes of recruiting participants for the CGG Community Summit.
11. I understand that my participation is voluntary and that I may withdraw at any time.

Name: _____ Signature: _____

Address: _____

Date: _____

Statement by the WA Centre for Rural Health

☐

I have explained the recruitment process and the implications of participation in , the CGG Community Summit to this resident and I believe that the consent is informed and the resident understands the implications of their participation.

If the WACRH representative has not had an opportunity to talk to the resident prior to them participating in the CGG Community Summit, the following must be ticked.

The resident has received an Information Sheet where my contact details have been provided so the resident has the opportunity to contact me prior to consenting to participate in this summit.

WACRH Representative: _____

WACRH Representative Signature: _____

Date: _____

Attachment 4

Sorry I missed you...

I stopped by earlier to personally invite you to take part in a City of Greater Geraldton Community Summit.

In order to keep rates down, the Council will need to make decisions about the non-mandatory services the City can continue to provide and those it cannot. As such, the WA Centre for Rural Health, on behalf of the City, would like to invite a resident over the age of 18 from this address to have their say.

Community Summit participants will develop a priority list of non-mandatory services to assist the Council in its decision making. Its serious business and we would like your help to assist plan for the City's future.

If you would like to know more or be involved, contact us at:

Phone: 9964 0248

Email: cggsummit-wacrh@uwa.edu.au



Western Australian Centre for Rural Health