# Community Views Survey Cycle 2 (Part C) 2018

[Community Views Survey Cycle 2 (Part C) 2018 1](#_Toc524505001)

[Background 2](#_Toc524505002)

[Topics 2](#_Toc524505003)

[Demographics 2](#_Toc524505004)

[Outdoor advertising 2](#_Toc524505005)

[CBR BRAND 2](#_Toc524505006)

[RECONCILIATION DAY & week 3](#_Toc524505007)

[Planning and Development 3](#_Toc524505008)

[RATES 3](#_Toc524505009)

[Drones 3](#_Toc524505010)

[Home birth trial 4](#_Toc524505011)

## Background

* Orima Research is contracted to design the omnibus research program to seek the community’s views on the priorities, projects and programs of the ACT Government.
* The annual program consists of four surveys of 600 respondents each using Computer Assisted Telephone Interviewing (CATI) methodology. Respondents are stratified by region - North Canberra; South Canberra; Woden and Weston Creek; Belconnen and Gungahlin; and Tuggeranong. Overall results are provided at 95% ± 4pp confidence level.
* Each Directorate was given the opportunity to include topics of interest to support policy, initiatives and project development.
* A 15-minute survey was conducted in July 2018.

## Topics

### Demographics

* Both surveys used a stratified random sample approach across the seven broad regions within the ACT: Belconnen, Gungahlin, North Canberra, South Canberra, Woden, Weston Creek and Tuggeranong to enable some level of reporting on a region by region basis.
* In order to correct for the skews resulting from the equal sample sizes within each region, the data has been weighted so as to reflect the relative size of each survey region when reporting on the results for the ACT as a whole.

### Outdoor advertising

* The [Chief Minister Treasury and Economic Development Directorate](http://www.cmd.act.gov.au/) (CMTEDD) sought to better understand community preferences for outdoor advertising, including digital screens.
* The data indicates that when multiple businesses occupy the same street or building, 48% would prefer a single digital screen attached to the building showing the same messages in sequence, 29% prefered physical sandwich boards on footpaths, while 22% had no preference.
* Assuming sufficient regulation, individuals supported stand-alone outdoor digital screens in the ACT for use in emergencies and for traffic and road safety messages.
* These insights will be considered as part of [ongoing regulatory reform](https://www.cmtedd.act.gov.au/open_government/inform/act_government_media_releases/gentleman/2018/billboard-rules-to-be-reviewed-for-act).

###  CBR BRAND

* [Visit Canberra](https://visitcanberra.com.au/) in CMTEDD sought to better understand the community’s awareness and recall of the [CBR Canberra logo](https://canberra.com.au/brand/) and the We Are CBR logo.
* The research shows that 65% of all respondents had or thought they has seen the CBR Canberra logo, while 23% had or thought they had seen the We Are CBR logo.
* The data will be used by Visit Canberra as a foundation for future brand research.

### RECONCILIATION DAY & week

* The [Community Services Directorate](http://www.communityservices.act.gov.au/) (CSD) sought to gauge the community’s awareness and attendance of the Reconciliation day/week events in May 2018.
* The questions focused on the [Reconciliation Day in the Park](http://events.act.gov.au/reconciliationday) event held in Glebe Park, finding that overall 24% of all respondents were aware of events during the week, with 16% specifically aware of the event in the park.
* The Reconciliation Day in the Park event attracted most people through word of mouth (31%) and radio news broadcasts (22%).
* Overall those that attended were satisfied with the event, responding that it was worth attending.
* The research will be used for benchmarking future Reconcilation Day and Week events.

### Planning and Development

* The [Environment Planning and Sustainable Development Directorate](https://www.planning.act.gov.au/home) (EPSDD) sought to gauge the community’s involvement in planning and development processes over the past five years.
* Of those surveyed, 22% had made a submission on a planning issue, while 76% had not. 52% of those who had made a submission agreed that the process was easy to participate in and 51% agreed that the process was easy to understand.
* Factors which made people less likely to submit comments on planning matters included that they thought that processes for submitting feedback were difficult or protracted (16%), they were not interested in having input (15%), they thought their feedback would be ignored (15%), they were not informed of developments (10%), they didn’t have time (7%) or there were no developments in their area (7%). 21% could not identify any particular factors.
* Relevant results will be considered as part of the review of the [Territory Plan](http://www.planning.act.gov.au/tools_resources/legislation_plans_registers/plans/territory_plan), the development of future community engagements, and ongoing review of statutory planning processes.

### RATES

* [CMTEDD](http://www.cmd.act.gov.au/) sought to understand the community’s perceptions of how they think rates [revenue](https://www.revenue.act.gov.au/) is spent and how they think it should be spent.
* Results indicated that respondents thought the ACT Government is spending rates revenue on health services, education and city services, which correlates to the community’s [expectations of what government should be spending rates revenue on.](https://www.act.gov.au/yoursay/our-conversations/community-views-research-summary-of-actions)
* The data will be used to inform the community about the rates system in the ACT.

### Drones

* [CMTEDD](http://www.cmd.act.gov.au/) tested community attitudes and awareness on the commercial use of drones in the ACT to inform the regulatory environment.
* 94% of respondents supported the use of drones in bushfire or emergency response activities, while real estate surveying (40%), private individual use (28%), delivery of parcels to businesses (23%) and delivery of products to residences (20%) received less support.
* Privacy, flight paths, safety, licensing and noise were the key concerns for drones which respondents thought required further regulation.

### Home birth trial

* [Health](http://health.act.gov.au) tested community awareness of the [ACT Home Birth Trial](http://health.act.gov.au/our-services/women-youth-and-children/maternity-services/home-birth-trial) which has been in place since 2016.
* 26% of respondents reported they were fully aware of the trial, while a further 6% thought they had heard about it.
* Follow up questions sought to gauge potential parent’s appetite for taking part in the trial, finding that 40% of those considering having children in the next three years would definitely or probably consider participating.
* The results will be used in the evaluation of the [ACT Home Birth Trial](http://health.act.gov.au/our-services/women-youth-and-children/maternity-services/home-birth-trial).