



Asset Research
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Information for Success

Report on the
Avon Catchment Council
Community Survey 2007

(November 2008)

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TABLE OF CONTENTS

1.0	METHODOLOGY	3
2.0	EXECUTIVE SUMMARY	4
3.0	RESULTS OF THE SURVEY	
3.1	Involvement in Groups	7
3.2	Practices Used	9
3.3	Involvement / Interest in NRM	12
3.4	Business Intentions	
3.4.1	Large property holders	14
3.4.2	Small landholders	15
3.5	Managed Landcare / NRM Issues	17
3.6	Use of information Sources	19
3.7	Preferred Ways of Obtaining Information	22
3.8	Awareness of the Avon Catchment Council	23
3.9	Avon Catchment Council Information	25
3.10	Awareness of Avon Catchment Council Projects	26
3.11	Awareness of NRM Issues in Locality	29
3.12	Involvement in Addressing NRM issues in Locality	32
3.13	Demographics	
3.13.1	Gender	33
3.13.2	Age	34
3.13.3	Farmer incidence	35

APPENDIX 1 Questionnaires

1.0 METHODOLOGY

Over a period through December of 2006 and January of 2007, Asset Research undertook a community survey of large property holders and small landholders within the area comprising the purview of the Avon Catchment Council (ACC). The community survey (consisting of key stakeholders – farmers and members of community groups) was designed to assess a number of factors relating to the organisation. The factors assessed included:

- Stakeholders' understanding of the ACC.
- Satisfaction with the services and functions of the ACC.
- Stakeholders level of knowledge of natural resource management.

In order to gather the data used in this report, Asset Research conducted a random telephone survey. Potential respondents were contacted randomly and depending on the size of their property and whether they lived inside or outside of townsites, they were asked to complete either the large or small landholder questionnaire.

400 respondents completed the survey, consisting of 268 small landholders and 132 large property holders.

The response rate of 37.4% for all respondents is adequate to ensure survey reliability within a possible sampling error of +/- 5.0% at the 95% confidence level.

The completed survey information was input into Asset Research's statistical analysis software. The resulting statistics have been used to comprise the body of this report.

2.0 EXECUTIVE SUMMARY

Asset Research undertook a community survey of people located within the region in which the Avon Catchment Council operates. The survey was designed to gain an understanding of the NRM issues facing people within this region and their awareness of the role undertaken by the ACC.

A total of 400 completed surveys were obtained from respondents, consisting of 268 from small landholders and 132 from large property holders. The number of responses was sufficient to be able to report on all overall results within a sampling error of +/- 5.0% at the 95% confidence level.

- **Involvement in Groups**

Of the **small landholders** the largest level of involvement was in a landcare group (8.6%) with 1.9% indicating that they were involved with a catchment planning group.

Of the **large property holders**, 39.4% were not involved in any groups. This was followed by 36.4% who were involved in a landcare group, 29.5% involved with a catchment planning group, 22.0% with other farm/land improvement groups and 17.4% with focus catchment groups.

- **Practices Used**

97.7% of **large property holders** were involved in tree planting, followed by planting of native plant or tree species (89.3%), surface water harvesting (83.3%), protecting remnant vegetation (78.0%), pest/weed management (76.5%) and surface water management (73.4%).

56.7% of **small landholders** were involved in management of pests and weeds, followed by recycling (39.9%), rainwater harvesting (39.2%), and planting of native plant or tree species (30.9%).

- **Involvement / Interest in NRM**

41.7% of **large property holders** indicated they were involved in NRM. This compared to 58.3% who indicated that they were not involved.

- **Activity Involvement / Importance**

The largest proportion of **large property holders** is involved in monitoring natural resource conditions (41.7%) and landcare field days or farm walks (38.6%). The other key activities were QA systems (19.7%) and developing new industries (14.4%).

The activity considered by the largest proportion of **small landholders** to be 'at least important' was monitoring natural resource condition (64.3% very important and 33.2% important). This was followed by

accredited landcare training/workshops (25.7% very important and 68.7% important), QA systems (25.4% very important and 66.4% important) and developing new industries (57.9% very important and 32.8% important).

- **Managed Landcare / NRM Issues**

There is a fairly divergent perception of the activities that farmers actually undertake compared to those they are thought to undertake by small landholders.

The key issues managed by **large property holders** were weeds (100.0%), erosion (98.5%), vegetation (96.2%), soil (82.6%), surface water runoff (78.0%) and groundwater (59.1%).

The key issues that **small landholders** thought were managed by farmers in their local shire were waterways (82.5%), weeds (73.2%), vegetation (72.8%), salinity (70.4%), erosion (69.7%) and soil (64.2%).

- **Use of Information Sources**

There are varying levels of use of information sources for both large and small landholders. The key information sources for both are predominantly publications.

The top information sources for **large property holders** were:

- Local newspaper (80.3%)
- ABC radio (78.0%)
- Farm weekly (78.0%)
- Government Officers (59.1%)
- Countryman (58.3%)
- Government publications (58.3%)

The top information sources for **small landholders** were:

- ABC radio (91.4%)
- Local newspaper (82.8%)
- Internet (50.4%)
- Other farmers (49.6%)
- Colleagues or professional networks (42.2%)
- Publications from relevant industry related groups (41.4%)

- **Preferred Ways of Obtaining Information**

Large property holders would prefer to receive their information via newsletter (66.8%), publications from relevant industry groups (60.6%), the internet (59.1%) and email (50.8%).

Small landholders would prefer to receive their information via newsletter (62.9%), the internet (41.8%), email (33.9%), workshops

and seminars (25.4%) and publications from relevant industry groups (24.3%).

- **Awareness of the ACC**

100% of **large property holders** were aware of the Avon Catchment Council, whereas 72.2% of **small landholders** were aware of the ACC prior to the survey.

Of the respondents who were aware of the ACC, 100% of **large property holders** believed that they were aware of what the ACC does. 77.4% of **small landholders** (55.9% of all small landholders) believed that they were aware of what the ACC does.

- **ACC Information**

58.3% of **large property holders** received information from the Avon Catchment Council, whereas only 8.6% of **small landholders** did so.

- **Awareness of ACC Projects**

18.9% of **large property holders** were aware of any Avon Catchment Council projects that address integrated water, whereas only 3.6% of **small landholders** were aware of these ACC projects.

12.7% of **large property holders** were aware of any Avon Catchment Council projects that address natural diversity, whereas only 4.8% of **small landholders** were aware of these ACC projects.

14.1% of **large property holders** were aware of any Avon Catchment Council projects that address sustainable industry, whereas only 5.1% of **small landholders** were aware of these ACC projects.

- **Awareness of NRM Issues in the Locality**

60.6% of **large property holders** indicated they were aware of NRM issues in their area. This compared to 27.3% of **small landholders** who indicated that they were not aware of any local NRM issues.

- **Involvement in Addressing NRM Issues in the Locality**

19.7% of **large property holders** indicated they were involved in addressing NRM issues in their area. This compared to 1.5% of **small landholders** who indicated that they were involved in addressing local NRM issues.

3.0 RESULTS OF THE SURVEY

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 Involvement in Groups

In **question 1**, all survey respondents were asked:

“Are you involved in any of the following?”

Survey respondents were provided with a range of response options from which to choose, with the ability to select more than one response if applicable. The response options were as follows:

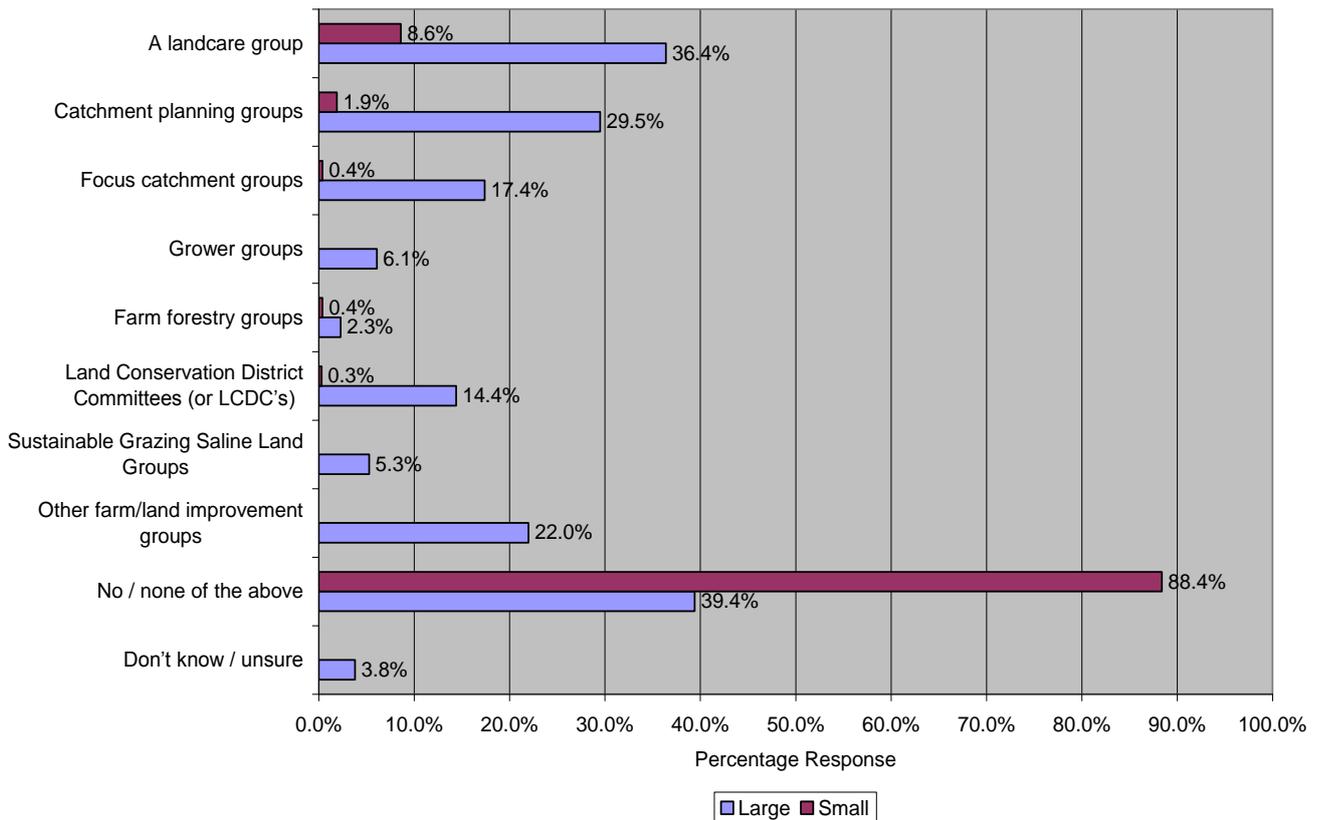
- A landcare group
- Catchment planning groups
- Focus catchment groups
- Grower groups
- Farm forestry groups
- Land Conservation District Committees (or LCDC’s)
- Sustainable Grazing Saline Land Groups
- Other farm/land improvement groups
- No / none of the above
- Don’t know / unsure

The same question was asked of both large property holders and small landholders, however each of the two sets of results has been presented separately for ease of analysis.

Graph 1, presented overleaf, shows that the majority of **small landholders** (88.4%) were not involved in any of the groups. Of the small landholders the largest level of involvement was in a landcare group (8.6%) with 1.9% indicating that they were involved with a catchment planning group.

Of the **large property holders**, 39.4% were not involved in any groups. This was followed by 36.4% who were involved in a landcare group, 29.5% involved with a catchment planning group, 22.0% with other farm/land improvement groups and 17.4% with focus catchment groups. Other group types and percentages are shown on graph 1. Please note that percentages add up to greater than 100% as respondents were able to list as many types of groups as they were involved with.

Graph 1 Group Involvement



In **question 1(a)**, all survey respondents who were not involved in any type of group were asked:

“Why are/aren’t you involved in these groups?”

Responses to this question have been coded on the basis of broad response grouping and are presented separately for both small and large property holders. Tables 1 and 2 show the reasons given and the frequencies relating to each.

Table 1 Reasons for involvement/lack of involvement – large property holders

Reason	Frequency Response
Too busy/no time	24
Do not believe that it will help/be effective	17
Do not work in that area/discipline	6
No interest	5
TOTAL	52

Table 2 **Reasons for involvement/lack of involvement – small landholders**

Reason	Frequency Response
Do not work in that area/discipline - Involved in mining not agriculture	87
No interest	69
Retired	36
No time	27
Other	18
TOTAL	237

3.2 Practices Used

In question 2, all respondents were asked:

“Have you used any of the following practices over the last two years?”

Survey respondents were provided with a range of response options from which to choose, with the ability to select more than one response if applicable. Results will therefore add to greater than 100%.

The response options for **large property holders** were as follows:

- Protecting remnant vegetation – hill top, waterways, valley floors
- Tree planting
- Surface water management
- Deep drains to control salinity
- Developing improved salt land pastures
- No tillage or reduced tillage cropping
- Lime application
- Trial plantings of perennial pastures
- Trialling high water use farming systems
- Surface water harvesting
- Pest/weed management
- Planting of native plant or tree species

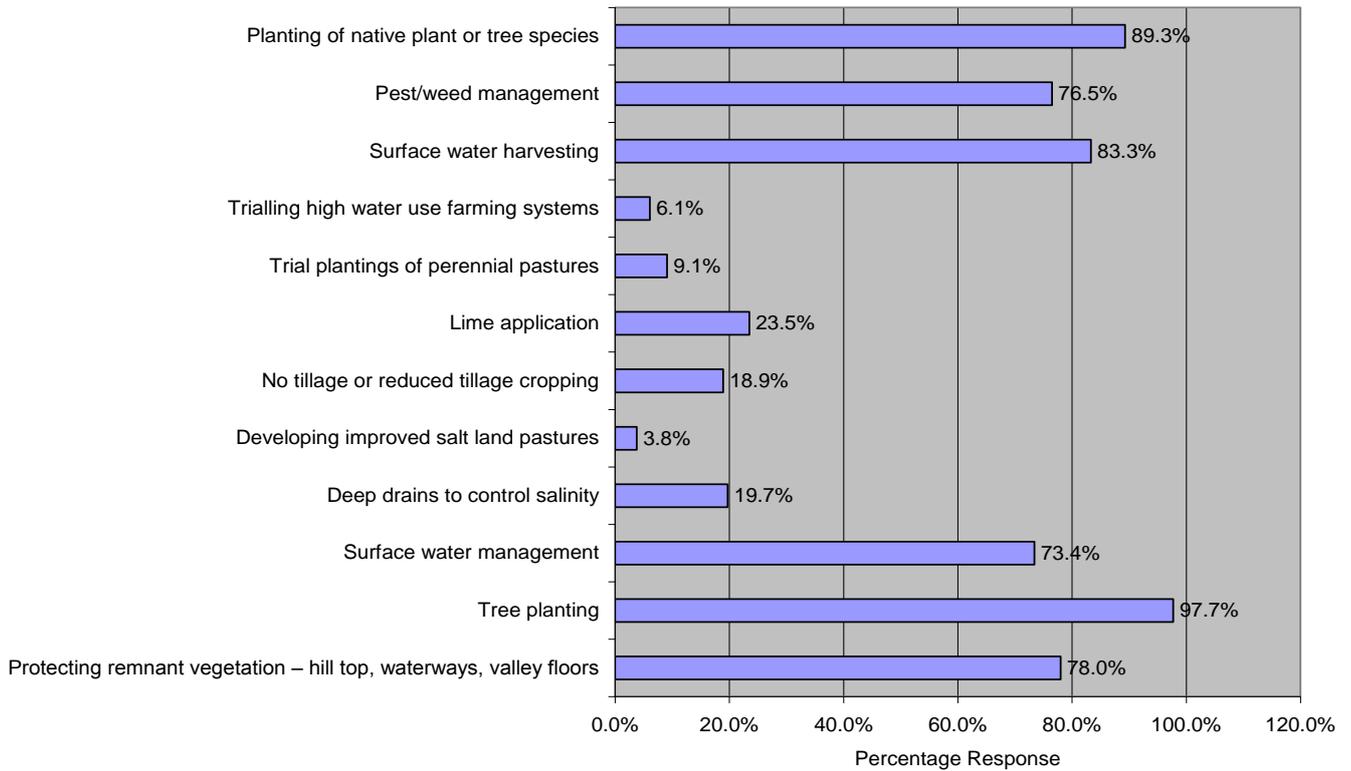
The response options for **small landholders** were as follows:

- Rainwater harvesting
- Water re-use
- Recycling
- Management of pests and weeds
- Tree planting
- Planting of native plant or tree species

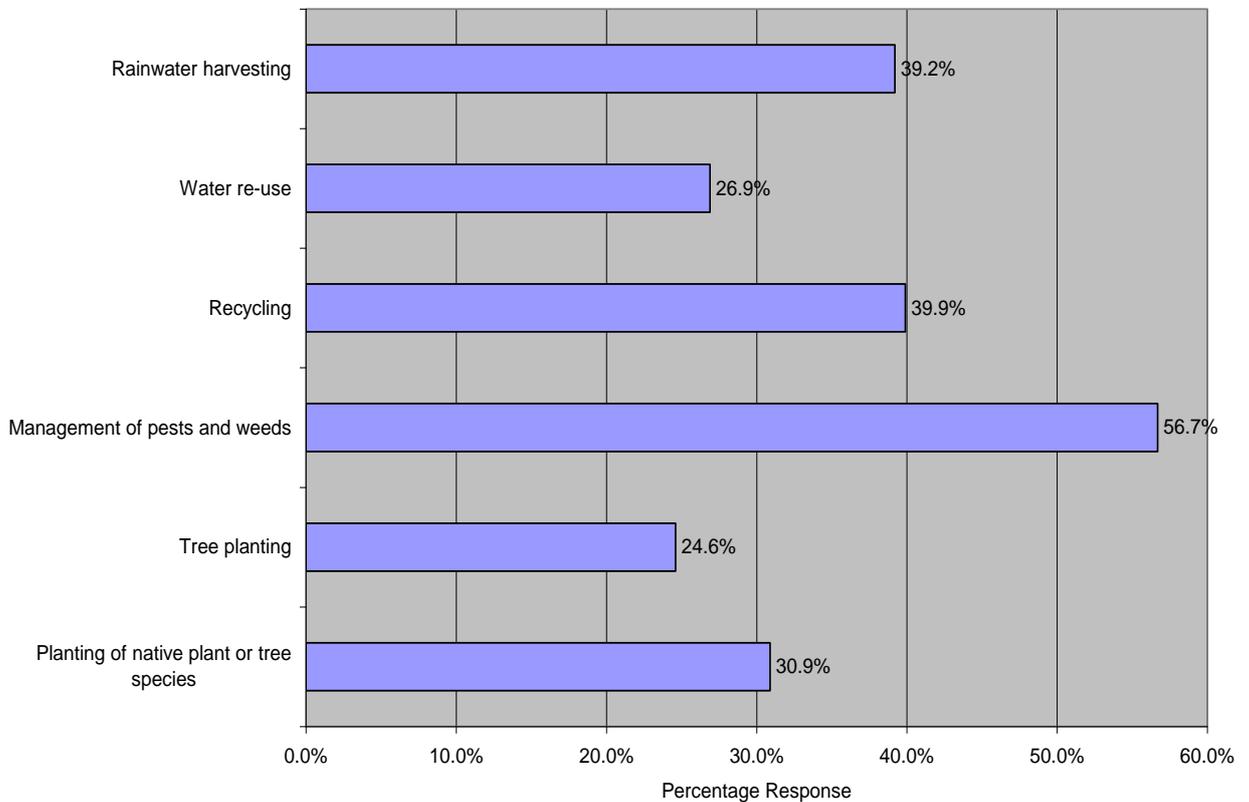
Graph 2, presented overleaf, shows that 97.7% of **large property holders** were involved in tree planting, followed by planting of native plant or tree species (89.3%), surface water harvesting (83.3%), protecting remnant vegetation (78.0%), pest/weed management (76.5%) and surface water management (73.4%).

Graph 3, also presented overleaf, shows that 56.7% of **small landholders** were involved in management of pests and weeds, followed by recycling (39.9%), rainwater harvesting (39.2%), and planting of native plant or tree species (30.9%).

Graph 2 Practices Used in Last 2 Years – Large property holders



Graph 3 Practices Used in Last 2 Years – Small landholders



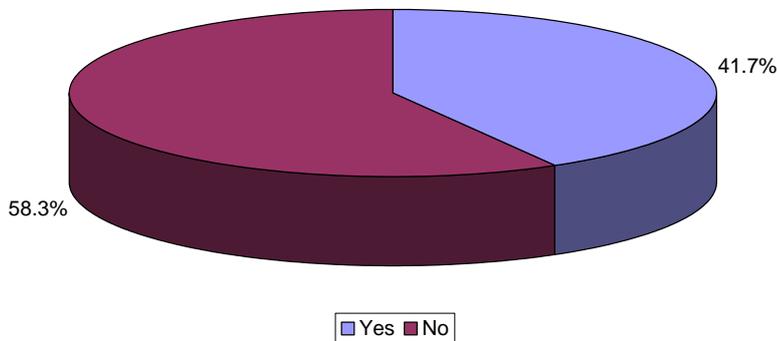
3.3 Involvement/interest in NRM

In question 3, large property holders were asked:

“Are you involved in NRM (natural resource management)?”

Graph 4 shows that 41.7% of **large property holders** indicated they were involved in NRM. This compared to 58.3% who indicated that they were not involved.

Graph 4 Involvement in NRM



In question 3(a), all **large property holders** who were involved in NRM were asked:

“What prompted you to become involved in NRM?”

Responses to this question have been coded on the basis of broad response grouping. Results may tally to greater than the total as more than one response was given by some respondents.

Table 3 Reasons for involvement in NRM

Reason	Frequency Response
Care about the environment	21
Property needed assistance – short/long term	20
Water conservation needed	13
Understanding salinity problems	8
Used to be involved – getting out now	3
Other	11
TOTAL RESPONDENTS	55

In **question 3(b)**, all **large property holders** who were not involved in NRM were asked:

“What would prompt you to become involved in NRM?”

Responses to this question have been coded on the basis of broad response grouping. Results may tally to greater than the total as more than one response was given by some respondents.

Table 4 **NRM involvement prompts**

Reason	Frequency Response
More time	32
Not interested in becoming involved	27
Further grants	18
More workshops	11
Other	9
TOTAL RESPONDENTS	77

3.4 Activity Involvement/Importance

3.4.1 In question 4, large property holders were asked:

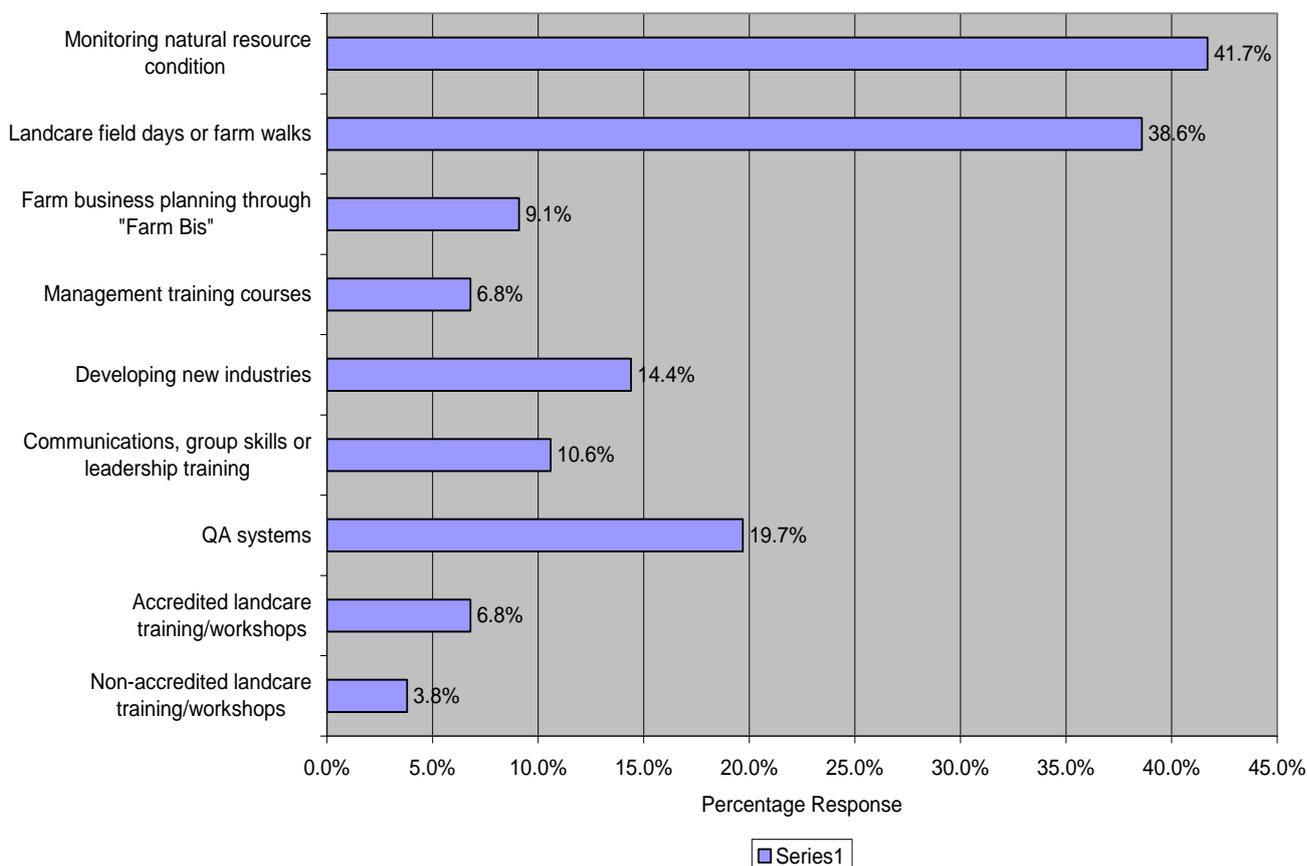
“Have you been involved in any of the following activities over the last two years?”

The activities listed were as follows:

- Monitoring natural resource conditions
- Landcare field days or farm walks
- Farm business planning through “Farm Bis”
- Management training courses
- Communications, group skills or leadership training
- Developing new industries
- QA systems
- Accredited landcare training/workshops
- Non-accredited landcare training/workshops

Graph 5 shows that the largest proportion of **large property holders** are involved in monitoring natural resource conditions (41.7%) and landcare field days or farm walks (38.6%). The other key activities were QA systems (19.7%) and developing new industries (14.4%).

Graph 5 Involvement in activities



3.4.2 In question 4, **small landholders** were asked:

“On a scale of 1 to 4 where 1 is very important, 2 is important, 3 is unimportant and 4 is very unimportant - please advise how important you feel each of the following issues is to natural resource management?”

The activities listed were as follows:

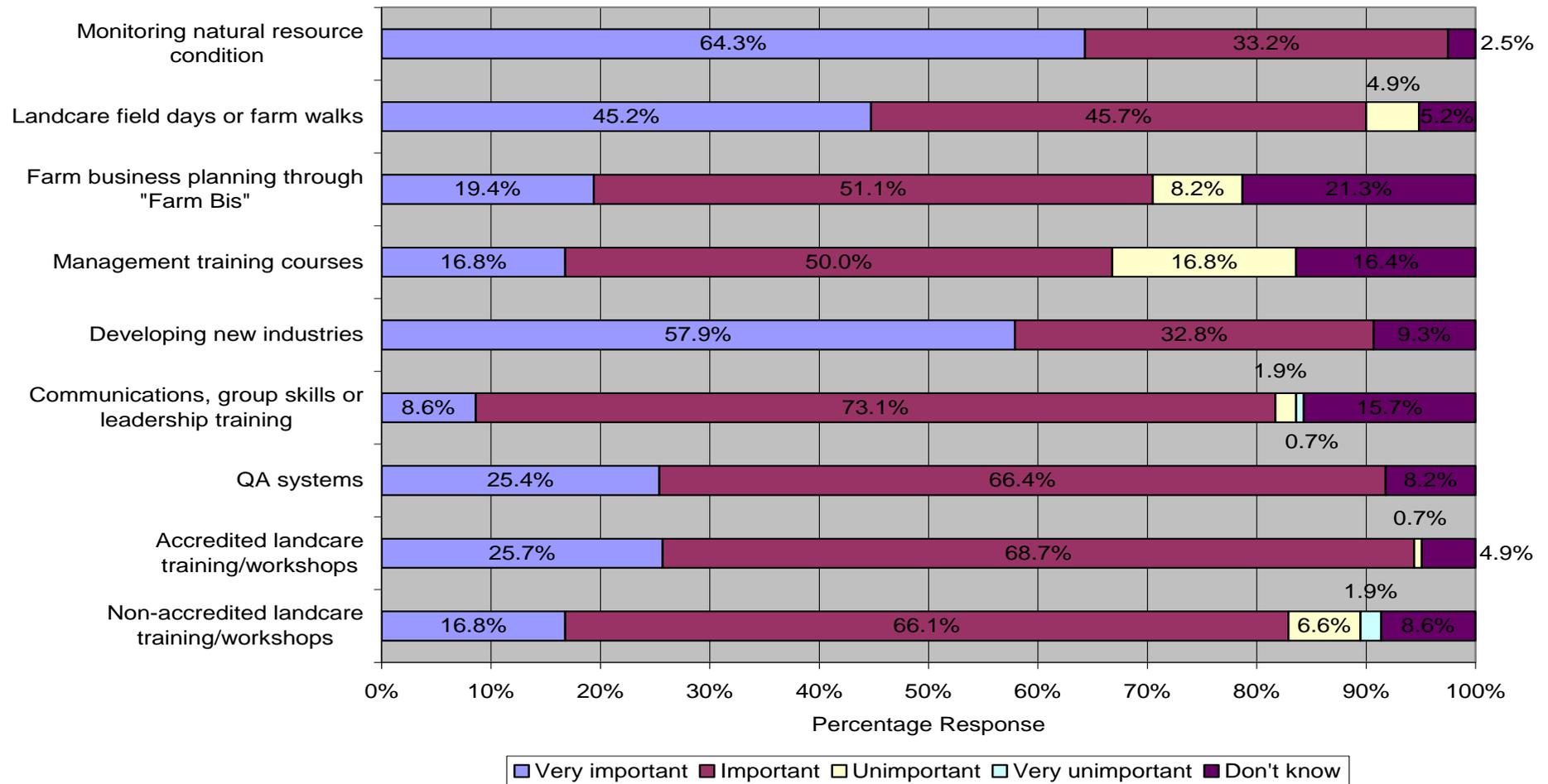
- Monitoring natural resource conditions
- Landcare field days or farm walks
- Farm business planning through “Farm Bis”
- Management training courses
- Communications, group skills or leadership training
- Developing new industries
- QA systems
- Accredited landcare training/workshops
- Non-accredited landcare training/workshops

Graph 6, presented overleaf, shows the range of importance scores given by **small landholders** across the range of activities listed.

The activity considered by the largest proportion of respondents to be ‘at least important’ was monitoring natural resource condition (64.3% very important and 33.2% important). This was followed by accredited landcare training/workshops (25.7% very important and 68.7% important), QA systems (25.4% very important and 66.4% important) and developing new industries (57.9% very important and 32.8% important).

While all activities had well above 60% of all respondents considering them to be ‘at least important’ the activities with the fewest important scores were management training courses (16.8% very important and 50.0% important) and farm business planning through “Farm Bis” (19.4% very important and 51.1% important).

Graph 6 Importance of activities



3.5 Managed Landcare/NRM Issues

In **question 5**, **large property holders** were asked:

“What landcare/NRM issues are you managing on your property?”

Alternately, **small landholders** were asked:

“Do you know if any of the following issues are being addressed by farmers within your local shire?”

The issues listed were as follows:

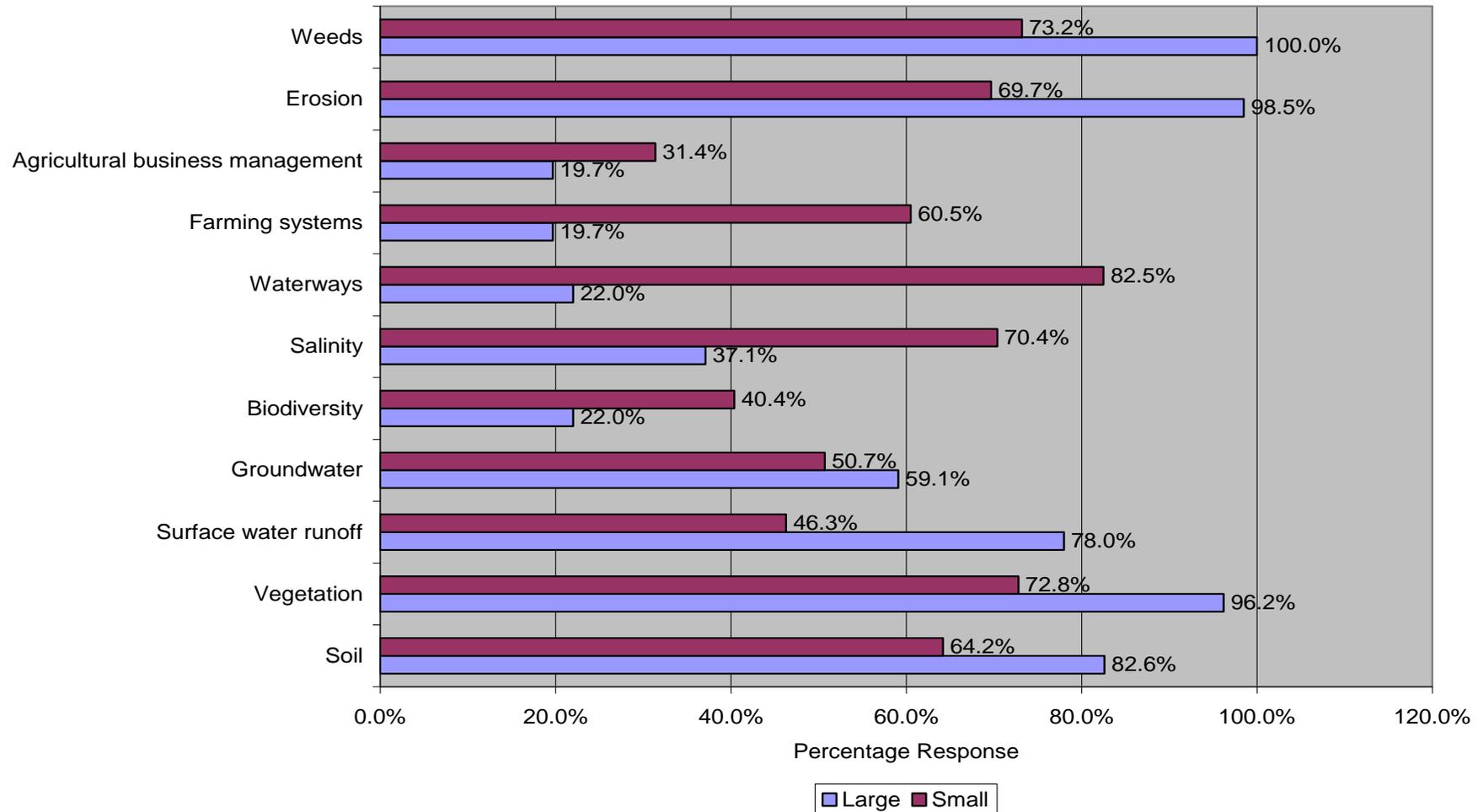
- Soil
- Vegetation
- Surface water runoff
- Groundwater
- Biodiversity
- Salinity
- Waterways
- Farming systems
- Agricultural business management
- Erosion
- Weeds

Graph 7, presented overleaf, shows the results for both small landholders and large property holders. It is evident from the graph that there is a fairly divergent perception of the activities that farmers actually undertake compared to those they are thought to undertake by small landholders.

The key issues managed by **large property holders** were weeds (100.0%), erosion (98.5%), vegetation (96.2%), soil (82.6%), surface water runoff (78.0%) and groundwater (59.1%).

The key issues that **small landholders** thought were managed by farmers in their local shire were waterways (82.5%), weeds (73.2%), vegetation (72.8%), salinity (70.4%), erosion (69.7%) and soil (64.2%).

Graph 7 Managed landcare/NRM issues



3.6 Use of Information Sources

In **question 6**, all survey respondents were told:

“I’m going to read out a list of sources of information relating to natural resource management. I’d like you to indicate whether you use each as a source of information.”

The information sources were classified into three key areas and were as follows:

People

- Farm consultant
- Government Officers
- Community landcare co-ordinators
- Rural merchandise and stock firms
- Avon Catchment Council
- Other farmers
- Colleagues or professional networks

Publications/media

- Countryman
- Farm Weekly
- Local newspaper
- Landcare related magazines
- Internet
- ABC radio
- Publications from relevant industry related groups
- Government publications

Events

- Conferences
- Field days
- Land Conservation District Committee meetings
- Seminars
- Field based events
- Workshops

Graphs 8 through 10, presented over the next two pages, show the varying levels of use of information sources for both large property holders and small landholders. It is evident from the graphs that the key information sources for both are predominantly publications.

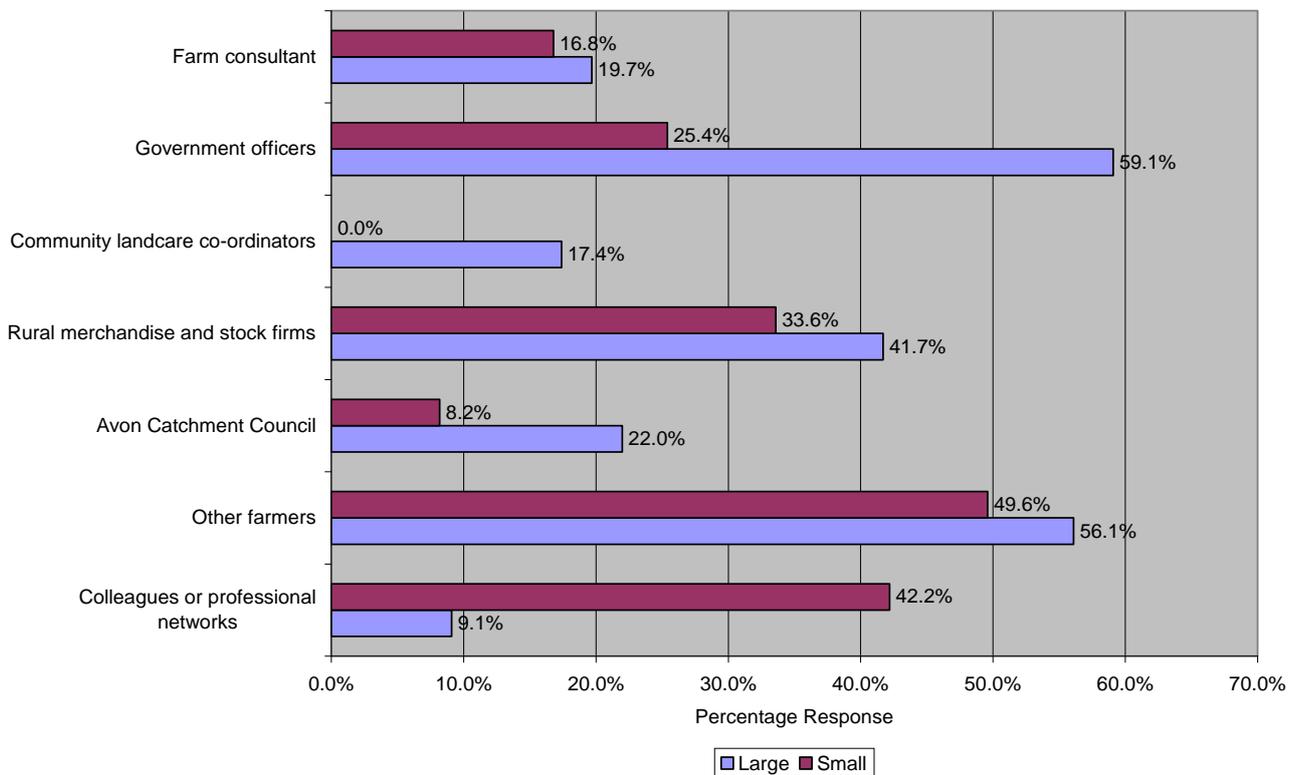
The top information sources for **large property holders** were:

- Local newspaper (80.3%)
- ABC radio (78.0%)
- Farm weekly (78.0%)
- Government Officers (59.1%)
- Countryman (58.3%)
- Government publications (58.3%)

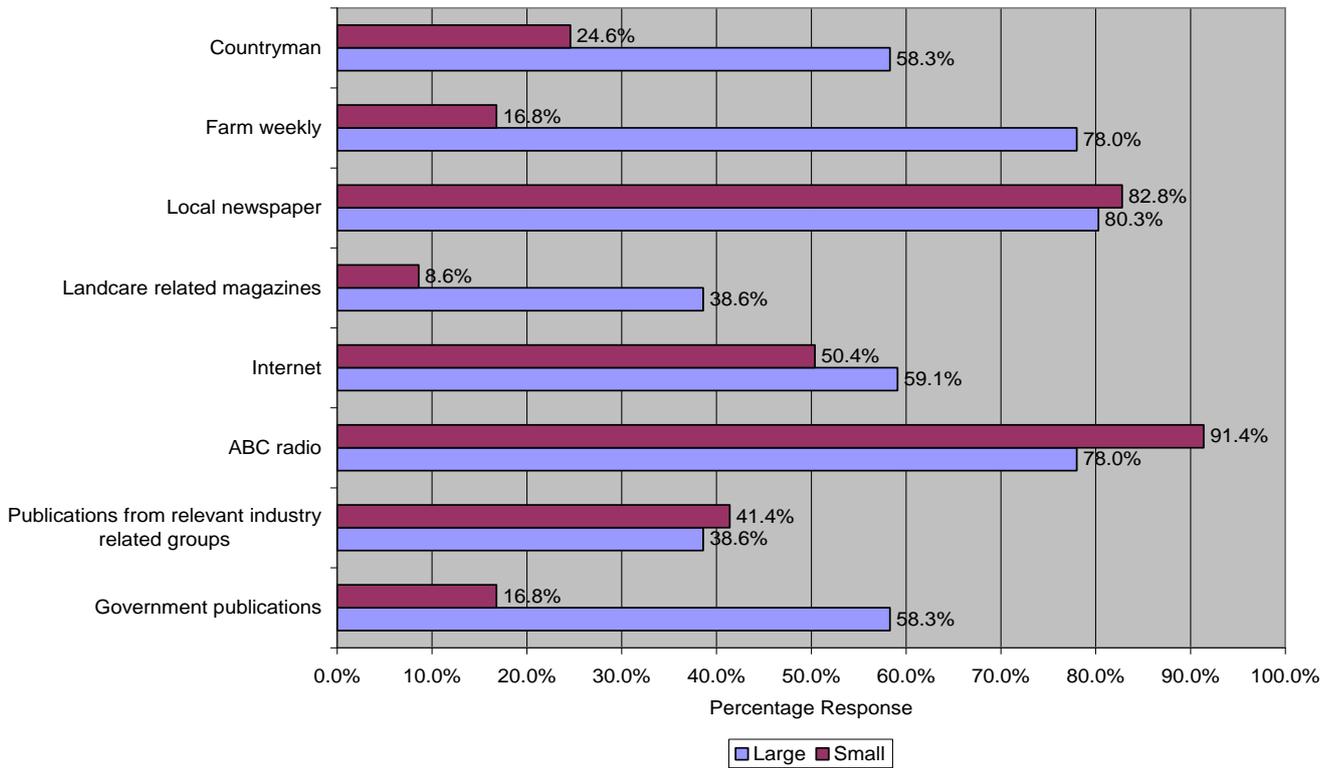
The top information sources for **small landholders** were:

- ABC radio (91.4%)
- Local newspaper (82.8%)
- Internet (50.4%)
- Other farmers (49.6%)
- Colleagues or professional networks (42.2%)
- Publications from relevant industry related groups (41.4%)

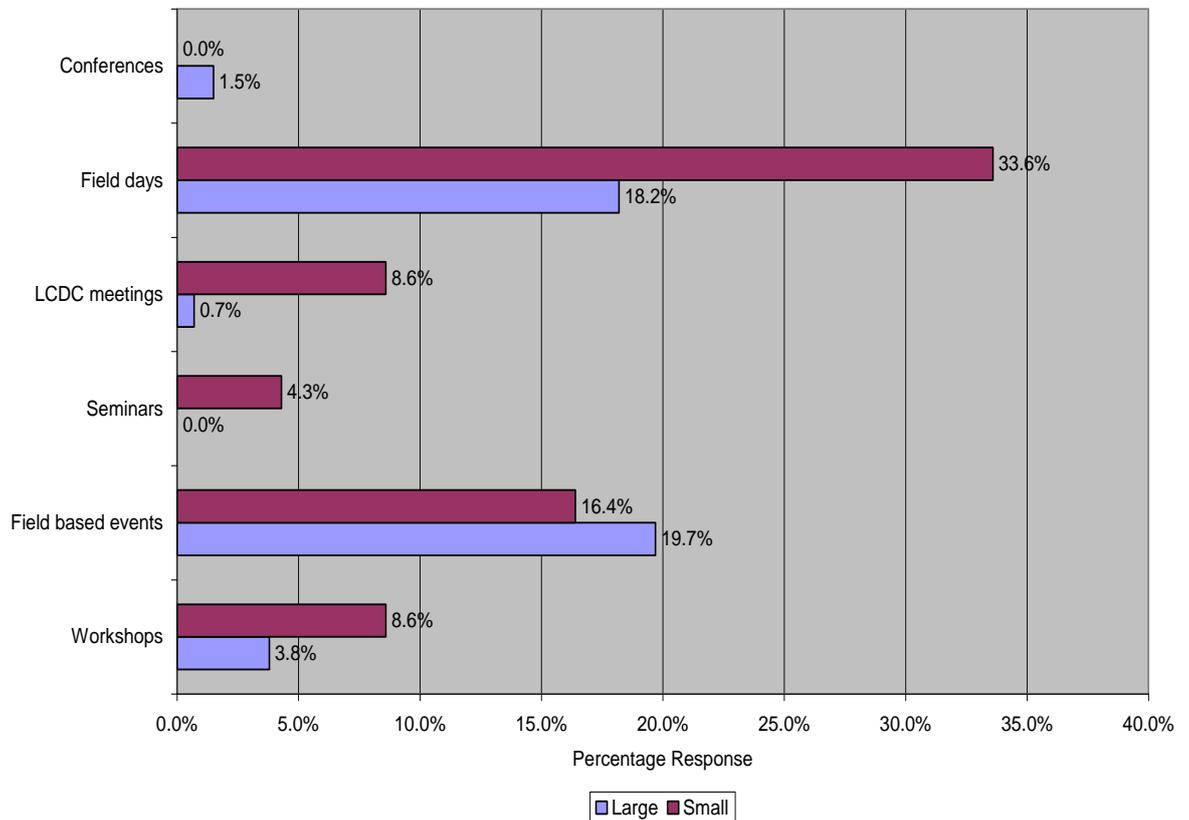
Graph 8 Use of Information Sources - People



Graph 9 Use of Information Sources – Publications/media



Graph 10 Use of Information Sources – Events



3.7 Preferred Ways of Obtaining Information

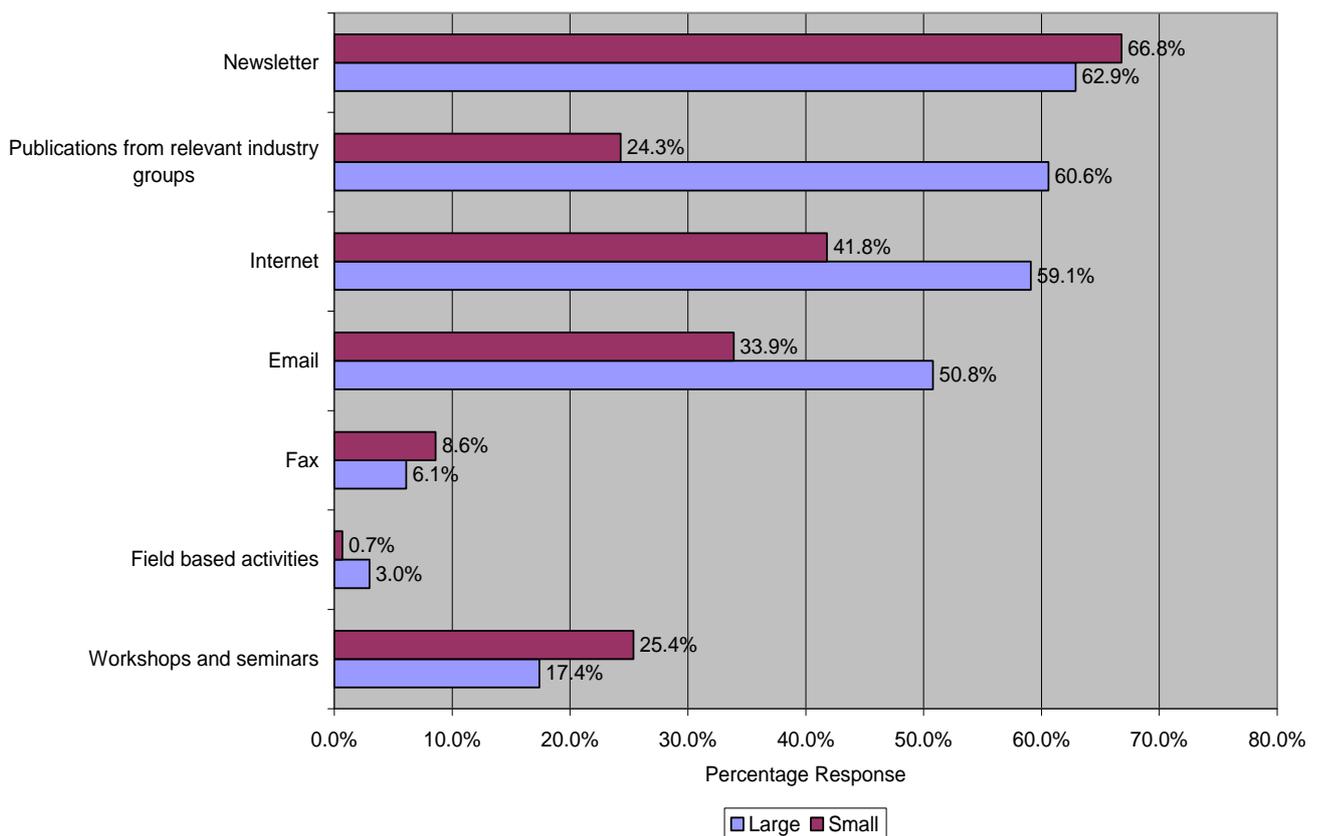
In question 7, all survey respondents were asked:

“I’m going to read out a list of ways to access/obtain NRM information. In order of 1 to 3, where 1 is the most preferred way to obtain information, can you tell me which of these are your top 3 preferred ways of obtaining information on NRM?”

Graph 11 shows that **large property holders** would prefer to receive their information via newsletter (66.8%), publications from relevant industry groups (60.6%), the internet (59.1%) and email (50.8%).

Small landholders would prefer to receive their information via newsletter (62.9%), the internet (41.8%), email (33.9%), workshops and seminars (25.4%) and publications from relevant industry groups (24.3%).

Graph 11 Preferred Ways of Obtaining Information



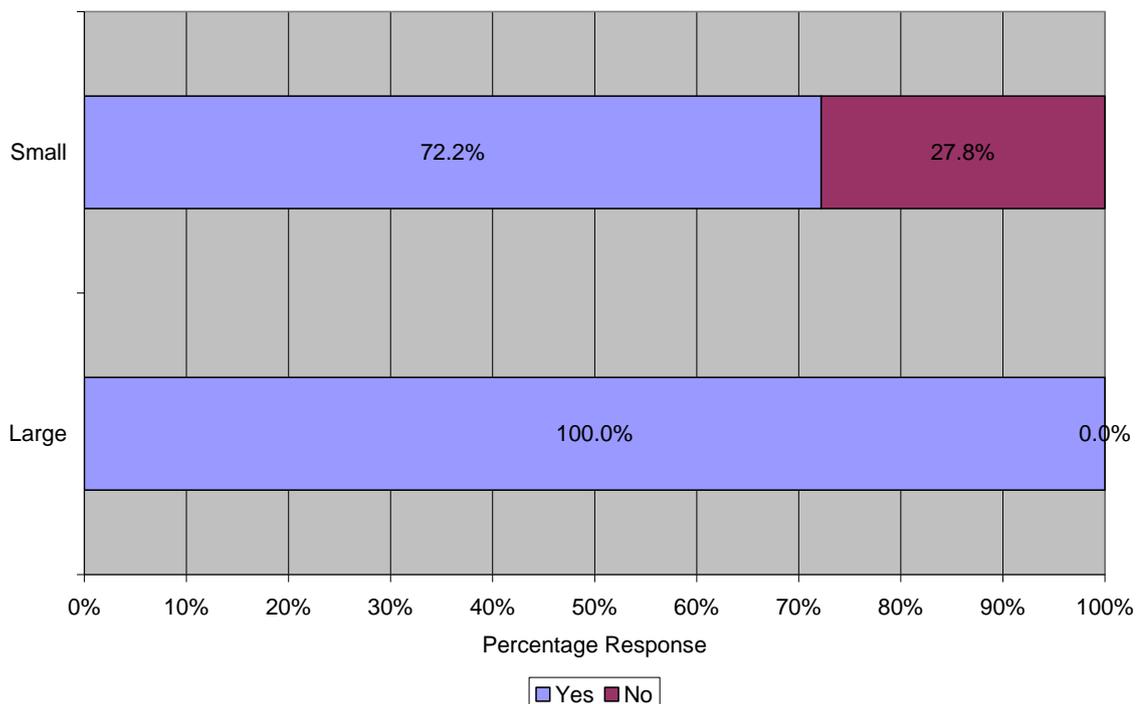
3.8 Awareness of the Avon Catchment Council

In question 8, all survey respondents were asked:

“Have you heard of the Avon Catchment Council before today?”

Graph 12 shows that 100% of **large property holders** were aware of the Avon Catchment Council, whereas 72.2% of **small landholders** were aware of the ACC prior to the survey.

Graph 12 Awareness of the Avon Catchment Council

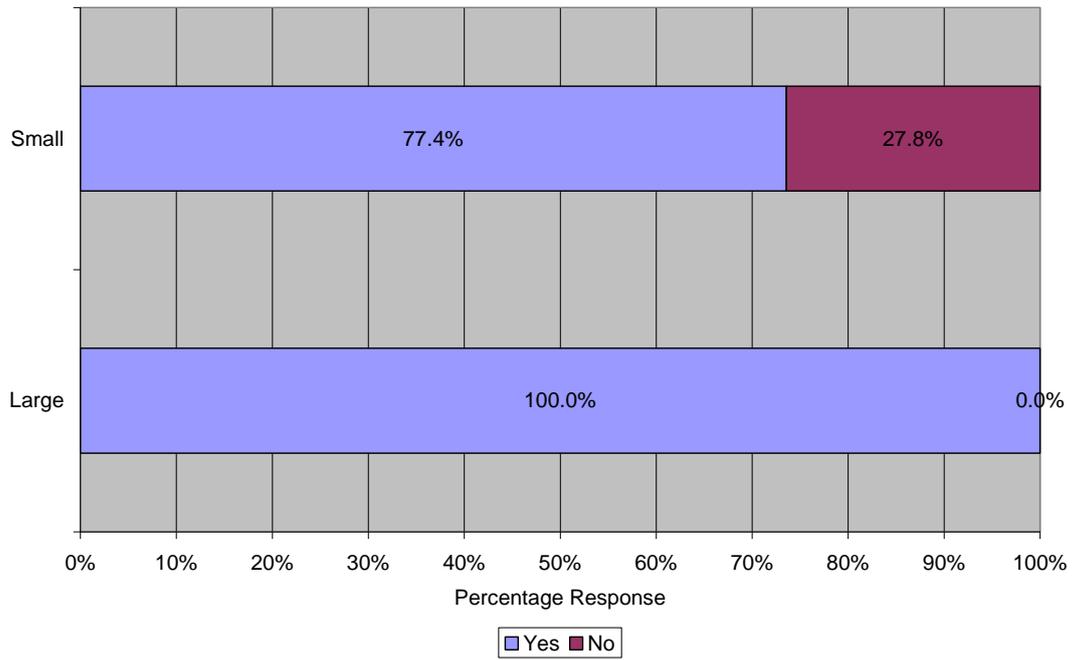


In question 9, all survey respondents who believed that they were aware of the ACC were asked:

“Do you know what the ACC does?”

Graph 13, presented overleaf, shows that of the respondents who were aware of the ACC, 100% of **large property holders** believed that they were aware of what the ACC does. 77.4% of **small landholders** (55.9% of all small landholders) believed that they were aware of what the ACC does.

Graph 13 **Awareness of the Role of the ACC**



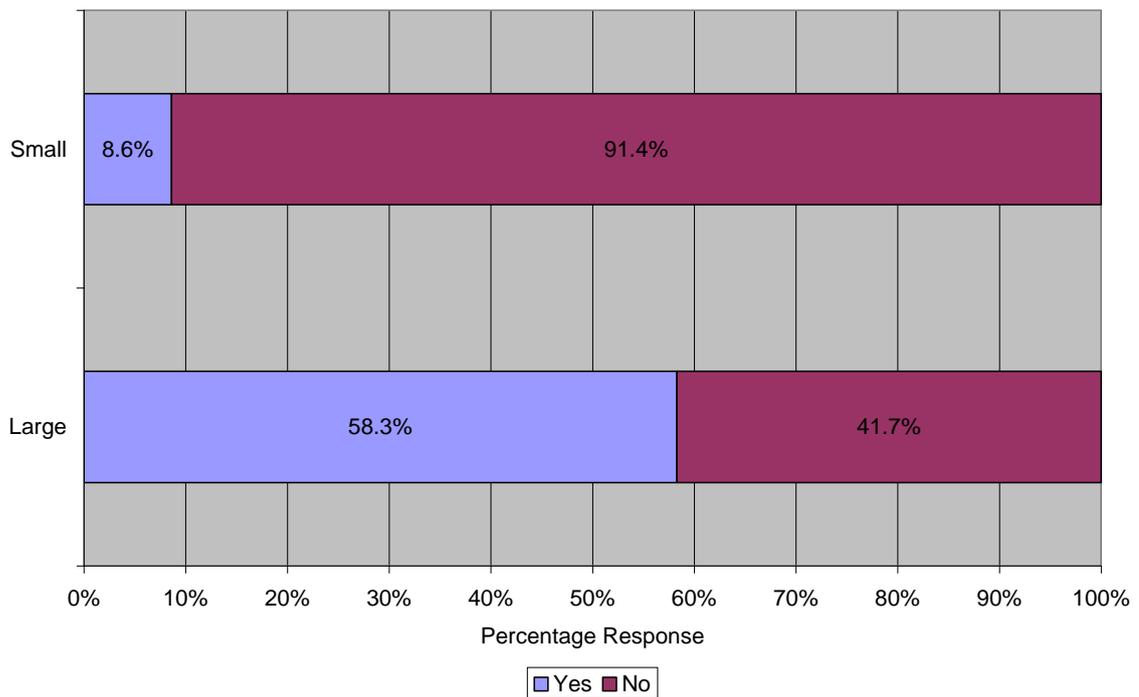
3.9 Avon Catchment Council Information

In question 10, all survey respondents were asked:

“Do you receive any information from the ACC?”

Graph 14 shows that 58.3% of **large property holders** received information from the Avon Catchment Council, whereas only 8.6% of **small landholders** did so.

Graph 14 Receipt of Information from the Avon Catchment Council



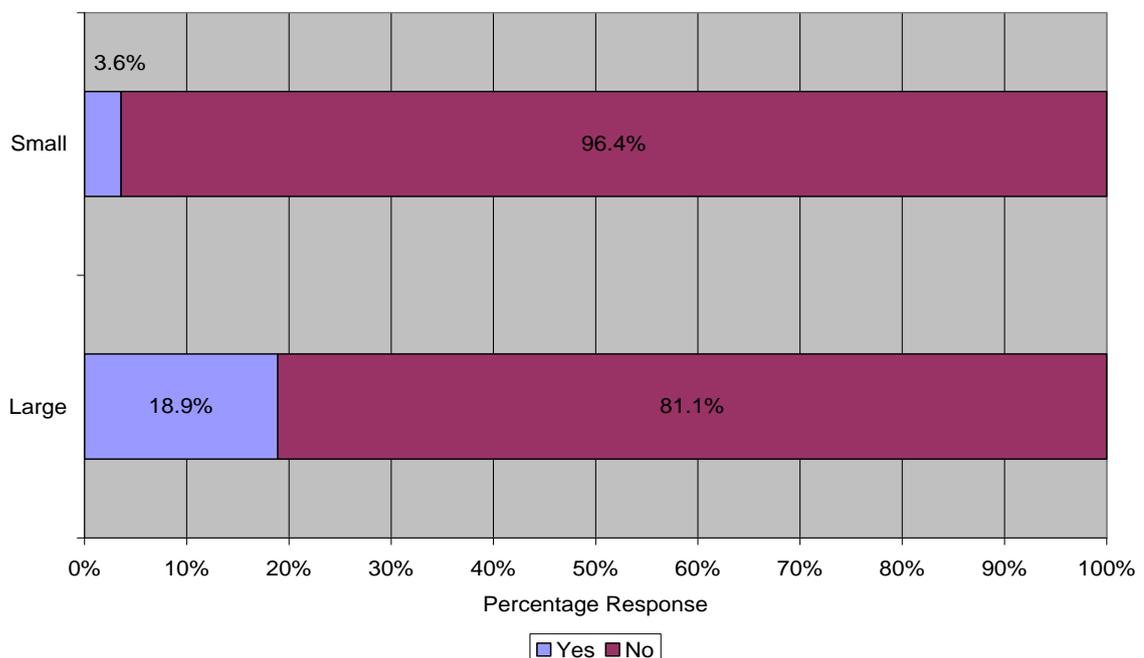
3.10 Awareness of Avon Catchment Council Projects

In question 11, all survey respondents were asked:

“Are you aware of any ACC projects (any projects) that address integrated water?”

Graph 15 shows that 18.9% of **large property holders** were aware of any Avon Catchment Council projects that address integrated water, whereas only 3.6% of **small landholders** were aware of these ACC projects.

Graph 15 Awareness of ACC Integrated Water Projects

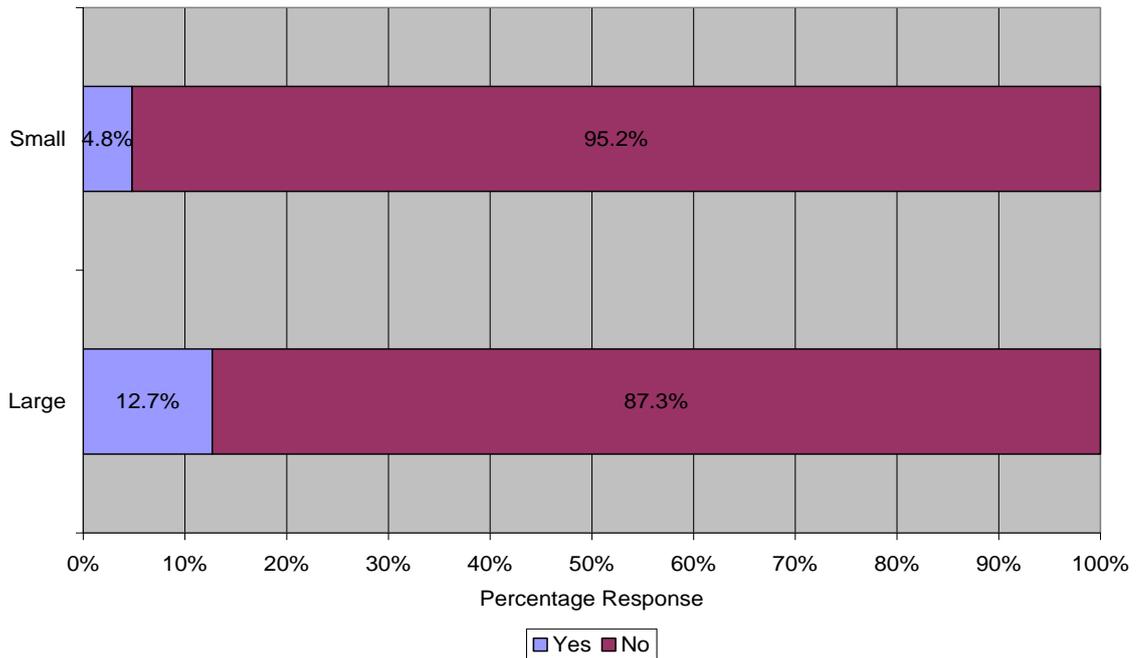


In question 12, all survey respondents who believed that they were aware of the ACC were asked:

“Are you aware of any ACC projects (any projects) that address natural diversity?”

Graph 16, presented overleaf, shows that 12.7% of **large property holders** were aware of any Avon Catchment Council projects that address natural diversity, whereas only 4.8% of **small landholders** were aware of these ACC projects.

Graph 16 Awareness of ACC Natural Diversity Projects

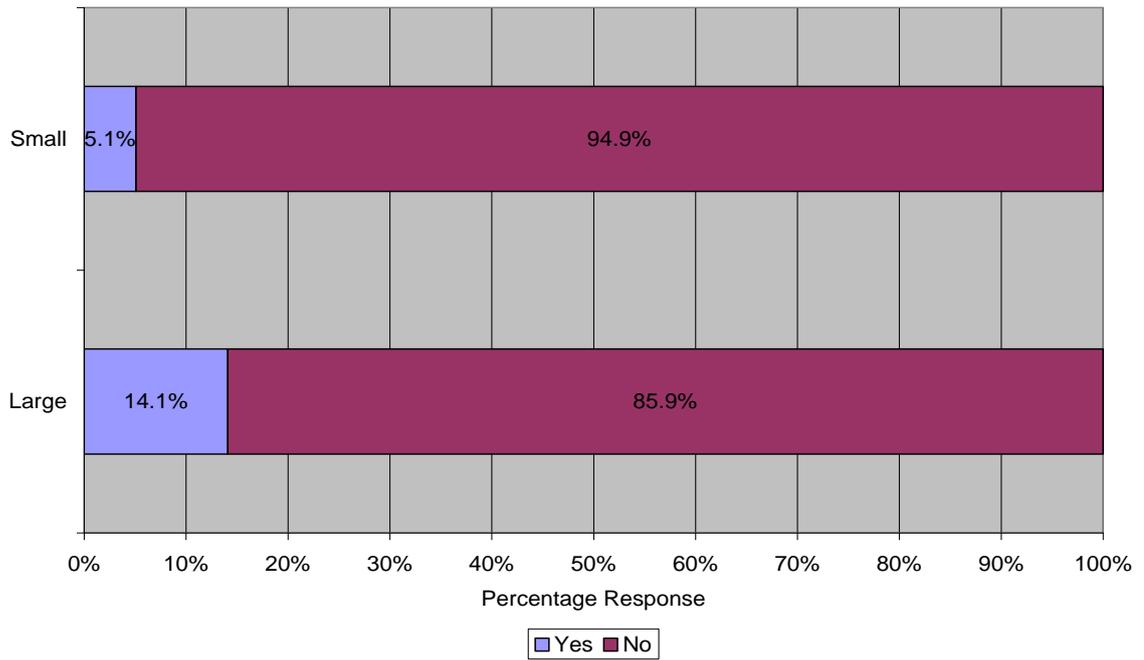


In **question 13**, all survey respondents who believed that they were aware of the ACC were asked:

“Are you aware of any ACC projects (any projects) that address sustainable industry?”

Graph 17, presented overleaf, shows that 14.1% of **large property holders** were aware of any Avon Catchment Council projects that address sustainable industry, whereas only 5.1% of **small landholders** were aware of these ACC projects.

Graph 17 **Awareness of ACC Sustainable Industry Projects**



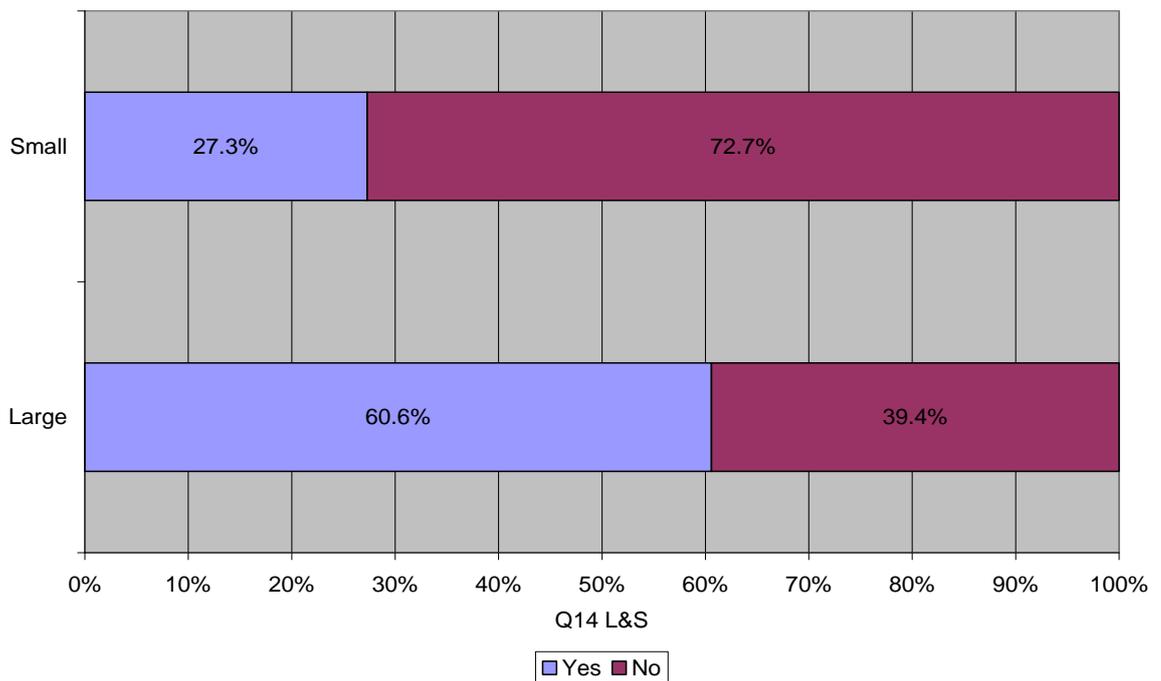
3.11 Awareness of NRM Issues in Locality

In question 14, all respondents were asked:

“Are you aware of any NRM issues in your area?”

Graph 18 shows that 60.6% of **large property holders** indicated they were aware of NRM issues in their area. This compared to 27.3% of **small landholders** who indicated that they were not aware of any local NRM issues.

Graph 18 Awareness of NRM Issues



In **question 15**, all survey respondents who were aware of local NRM issues were asked:

“What are the three key reasons for your awareness of NRM issues?”

Responses to this question have been coded on the basis of broad response groupings – with most responses being able to be categorised in the groups shown below. Most respondents simply provided one reason for their awareness of NRM issues and were unable to list more despite prompting. As listing of more than one reason was provided by some respondents, the tally of reasons is greater than the total number of respondents.

Reasons remained similar across large property holders and small landholders, although with less of a business emphasis among small landholders.

Table 5 **Reasons for awareness of NRM issues – large property holders**

Reason	Frequency Response
Discussions/reports in media	34
Need for continuity of work/business	29
Evident through day to day work/business	27
Visible/obvious identifiers in environment	22
Word of mouth	16
Need for environmental care for the future	11
Other	18
TOTAL RESPONDENTS	80

Table 6 **Reasons for awareness of NRM issues – small landholders**

Reason	Frequency Response
Discussions/reports in media	37
Visible/obvious identifiers in environment	21
Need for environmental care for the future	18
Word of mouth	13
Evident through day to day work/business	12
General interest	8
Other	9
TOTAL RESPONDENTS	73

In **question 16**, all survey respondents who were not aware of local NRM issues were asked:

“What are the three key reasons for your lack of awareness of NRM issues?”

Responses to this question have been coded on the basis of broad response grouping – with most responses being able to be categorised in the groups shown below. Most respondents simply provided one reason for their lack of awareness of NRM issues and were unable to list more despite prompting. As listing of more than one reason was provided by some respondents, the tally of reasons is greater than the total number of respondents.

Table 7 **Reasons for lack of awareness of NRM issues – large property holders**

Reason	Frequency Response
Too busy/no time	29
Lack of reporting in the media	18
Lack of interest	15
Will not affect my business/me	14
Being aware will not change the issue	12
Don't know/unsure	9
Not a working farm	5
Other	17
TOTAL RESPONDENTS	52

Table 8 **Reasons for lack of awareness of NRM issues – small landholders**

Reason	Frequency Response
No interest	103
Does not concern me/will not affect me	45
Lack of reporting in media	37
Too busy/no time	34
Haven't looked into it	22
Not on a farm, so don't need to be involved	19
Don't know/unsure	16
Would not change the problem/I cannot change it	10
Too old	5
Other	26
TOTAL RESPONDENTS	195

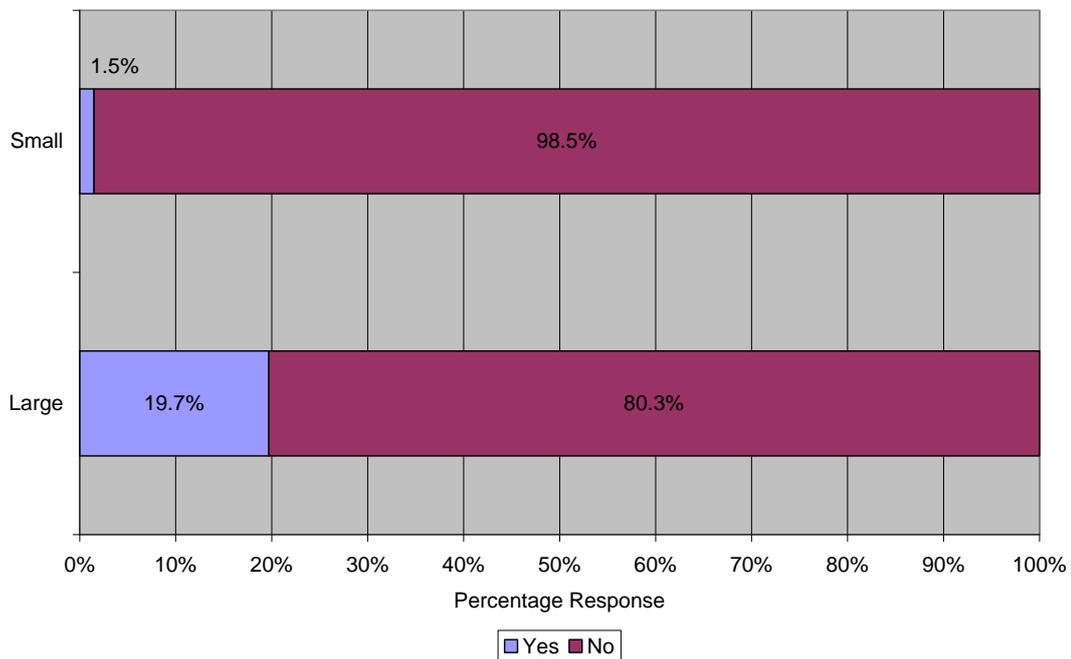
3.12 Involvement in Addressing NRM Issues in Locality

In question 17, all respondents were asked:

“Are you involved in addressing any NRM issues in your shire?”

Graph 19 shows that 19.7% of **large property holders** indicated they were involved in addressing NRM issues in their area. This compared to 1.5% of **small landholders** who indicated that they were involved in addressing local NRM issues.

Graph 19 Awareness of NRM Issues



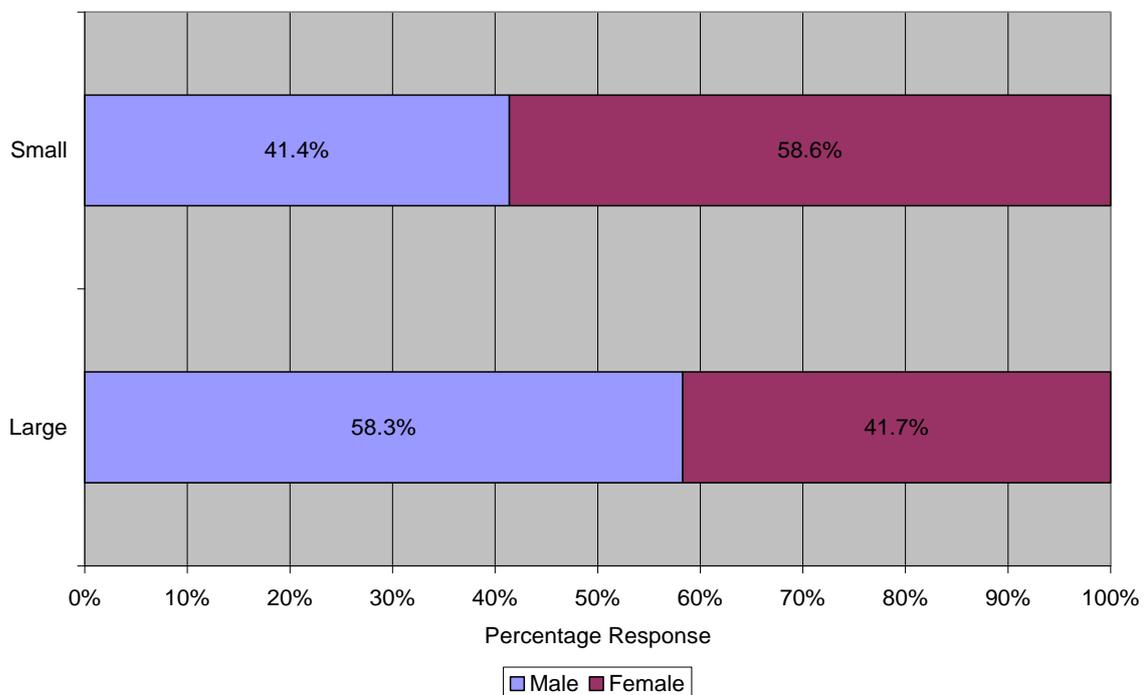
3.13 Demographics

3.13.1 In **question 19**, interviewers noted the gender of all survey respondents.

58.6% of small landholders participating in the survey were female compared to 41.4% of male respondents. This disparity is acceptable from a statistical point of view and simply reflects the greater likelihood of females answering the telephone within a residential household than do males.

58.6% of large property holders participating in the survey were male compared to 41.7% of female respondents.

Graph 20 Gender of Respondents



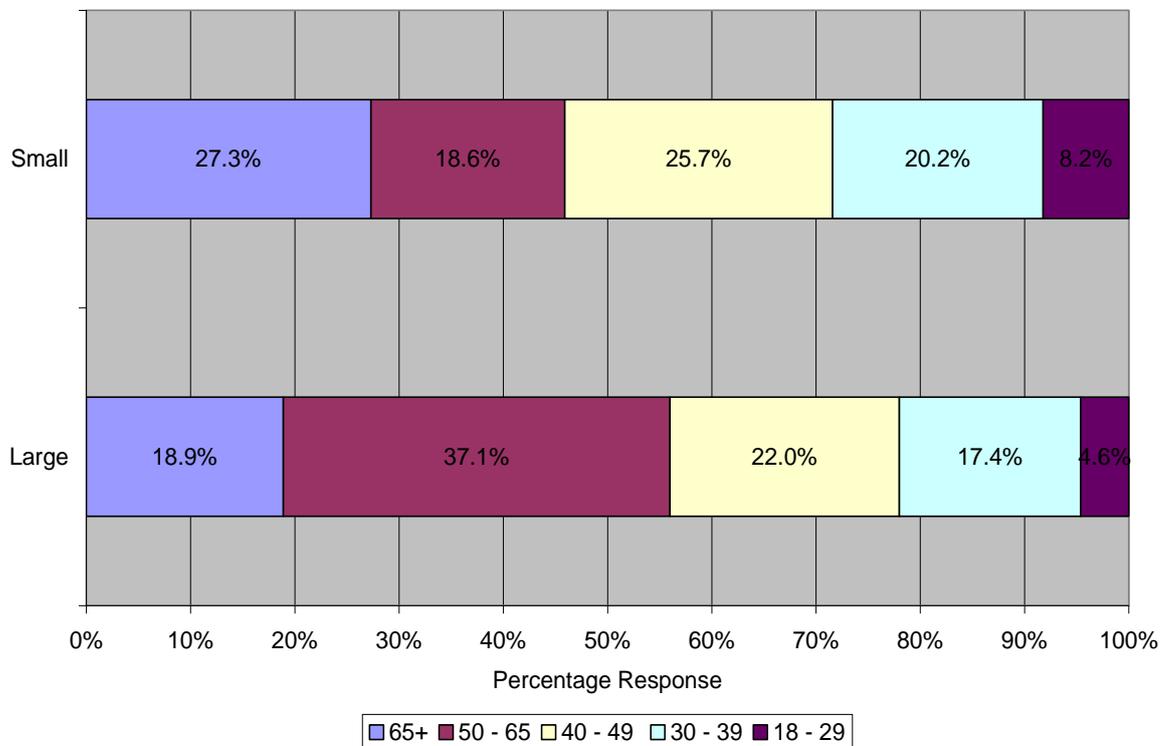
3.13.2 In **question 20**, all survey respondents were asked:

“Which of the following groupings best represents your age?”

Graph 21 reflects a normal distribution of ages of respondents to this survey. This lends support to the statistical reliability and accuracy of the results to this survey.

It is noted that age groupings for large landholder survey respondents are more centralized with a far higher proportion of respondents in the 50 – 65 age category than those for small landholder survey respondents.

Graph 21 **Age of Respondents**

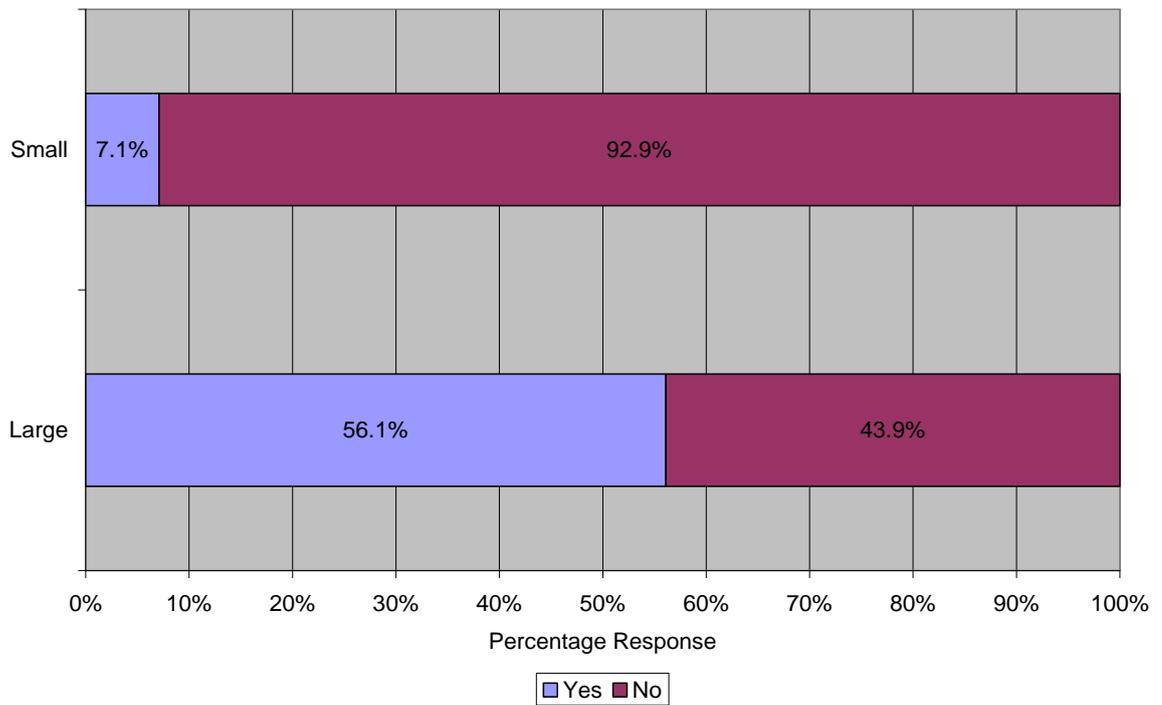


3.13.3 All survey respondents were asked:

“Are you a farmer?”

56.1% of large property holders advised that they were farmers, compared to 7.1% of small landholders.

Graph 22 **Farmer incidence**



Appendix 1

Questionnaires