

# Filling the Gaps

## Trafalgar Communication Strategy Community Survey

October 2003

for



**Trafalgar Community Development Association**



*Prepared by:* Tina D'Urbano  
Gippsland Research & Information Service  
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Development Association

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## Foreword

The survey of Trafalgar's residents was a high priority of the Trafalgar Community Development Association ("TCDA"). It was also identified by the Trafalgar Community in the 2001/2002 Partners in Community Building Project as being important to the community

Its purpose was to assist local residents, businesses, clubs and other interested groups to communicate clearly, quickly and effectively to the various stakeholders, thus creating an environment for that will assist volunteer participation, economic and social activity, increased awareness of government policy and procedures (and other instrumentalities) and a better understanding by external service providers of Trafalgar's particular needs

A Project Board was established to oversee the project, consisting of Dorothy Hoare, David Balfour, Duncan Wade, Kellie Asmussen, Nathan Anderson and me.

The benefits of a project such as this are that the Trafalgar community now has a document that:

- identifies communication products currently used by local residents, businesses, clubs and other interested groups;
- assesses their effectiveness; and
- identifies other communication products not currently utilised that are of benefit to the community.

The results of this survey will permit local residents, schools, clubs and businesses to have a better understanding of how to better communicate within the community and with their various contacts outside the community.

The Gippsland Research & Information Service Monash University Gippsland, under the guidance of Tina D'Urbano, undertook the project. The Project Board is very appreciative of Tina and her team for their effort in this project. Special thanks also go to the Baw Baw Shire Council for supporting the project by providing financial assistance through funding it sourced from the Community Support Fund to enable the survey to be undertaken and then analysed. Finally, I thank the members of the Project Board for their enthusiasm and constructive input into the project.

The recommendations that form part of this report will be presented to the TCDA management committee, and those accepted by the TCDA will form part of the community's 2003-04 to 2006-07 Strategic Plan.



Mick Bourke  
President  
Trafalgar Community Development Association  
November 2003

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# **Filling the Gaps**

## **Trafalgar Communication Strategy**

### **Community Survey 2003**

#### **Executive Summary**

##### **Introduction**

Through support and financial assistance from Baw Baw Shire Council, Gippsland Research and Information Service (GRIS) of Monash University was contracted by the Trafalgar Community Development Association (TCDA) to undertake community consultation to identify what the general population's perceptions and attitudes are communication and information sharing within the district. The results from this survey will form part of a series of strategies to develop an understanding of the community's needs and will be used by the TCDA to produce communication actions for Trafalgar's Strategic Plan.

Using a questionnaire developed by TCDA in consultation with GRIS residents were asked to indicate the media types they currently have in their household and the form of communication used to obtain information about the Trafalgar community. Residents were asked to indicate what information they frequently look for, whether that information is readily available to them and if not, how they would prefer to access that information.

To assess the effectiveness of communication that residents currently use they were asked to rate a series communication and information sources on their ease of understanding, effectiveness of information content and the credibility of that source.

##### **Methodology**

Information was collected during October 2003 via a telephone survey conducted during the evening. There were a total of 150 responses to the survey from residents in Trafalgar and the immediate surrounding district. Phone numbers with 5633xxxx prefix were randomly selected from the Whitepages telephone directory.

#### **Survey Findings**

##### **Section 1: Respondents**

A total of 150 Trafalgar residents participated in the survey, of which 60% were female and the remaining 40% male. There was an equal gender balance among rural residents while town residents had a higher proportion of female respondents of 65% compared to 35% males.

More than half of the respondents to the survey were aged over 50 years with 26% being 51-64 years and 28% 65+ years. Representing a much lower proportionate sample were residents in the younger age groups of 18-25 years with 3.3% response and 26-35 years with a 12% response.

The majority of respondents were long time residents with 69% having lived in the area for more than 10 years, of which 57% have been resident for 15 years or more and 12% for 11-15 years. There was a further 19% of total respondents who have lived in the Trafalgar area for a short term of 5 years or less with the remaining 11% being resident for 6-10 years.

The survey yielded 70 % of responses from urban (town) residents and 29% from persons living in the rural area while the remaining 1% did not respond.

A total of 22% indicated that they own or operate a business in Trafalgar, of which three-quarters stated that it was a home based business. Rural respondents made up 58% of persons who own or operate a home based business, although it is possible that this figure could include farmers.

**Type of media in the household**

All respondents stated that they have a television in their household followed closely by 99% of residents who have a radio and nearly 97% who indicated that they use newspapers as a type of media.

A large proportion of households have at least one mobile phone while almost half stated that they have access to the Internet. Rural households were more likely to have access to the Internet/WWW compared to town residents. Of the 24 residents who stated that they run a home based business, more than half indicated that they have access to the Internet.

**Section 2: Communication Products Currently Used**

Residents were asked to indicate their first three source preferences currently used to obtain information about Trafalgar. This was an unprompted question, which meant that respondents would be most likely to recall information sources that they would more readily and frequently use and almost all respondents nominated at least one preference.

Residents would be more likely to use Traf News to obtain local information. Other local newspapers included the LV Express, Moe/Narracan News, Warragul Gazette and other unspecified newspapers.

The second most preferred communication source was Word of Mouth, which was nominated by more than half of the respondents. Other local community sources mentioned included Community Groups/Clubs, Noticeboards and Flyers/Brochures.

There was a total of 14 mentions of Community Groups/Clubs as an information source with sporting clubs being most frequently mentioned, such as Football Club, Bowling Club and Sporting Clubs in general. Other groups mentioned included Elderly/Senior Citizens, Rotary, Chamber of Commerce and Playgroup.

Local electronic media is not used extensively as a communication source with only 13 mentions as a preference. This low usage of local television and radio for information gathering may be due to the limited reception availability.

**Section 3: Information Frequently Looked For**

Residents were asked to state the type of information they frequently look for, whether that information was readily available to them and if it was not available, how they would like to receive or access this information.

The most commonly sought information is community news. Information on sporting events and up and coming events were both nominated by almost one quarter of respondents. Other information frequently looked for included local community services, local business information and educational activities. Only a few respondents stated that they frequently looked for information about Shire services and information on local business specials or classified advertisements.

Other information frequently looked for included garage sales, housing/real estate information, births and deaths, local politics, where the money is spent in Baw Baw Shire, church news, what's happening for kids, club news and meetings, GP services and historical/general information about Trafalgar.

**Section 4: Effectiveness of Communication Products Currently Used****Rating of Ease of Understanding information source**

Traf News was rated as the most easily understood information source with nearly all respondents rating it easy or very easy to understand. Other local newspapers were rated in a positive way with more than three-quarters of respondents stating that they are easy or very easy to understand, with the LV Express having the highest rating of very easy followed by the Moe/Narracan News.

Information provided by the Local Mobile Library was rated positively although there was only a small proportion of residents who responded to this question with most respondents indicating that they were unaware of the Local Mobile Library information or did not access the service.

Word of Mouth received a high rating for ease of understanding as did information provided by electronic media, local TV and local radio. Local TV was rated slightly higher than local radio. Information sought over the Internet receive a low rating although it must be understood that only half of the respondents indicated that they have access to the Internet in their home and this question was only answered by a low number of persons.

Community Noticeboards in supermarkets/shops and Flyers/Brochures were both rated as easy to understand by more than three-quarters of respondents with Noticeboards being rated as slightly more easy to understand than Flyers/Brochures.

The other source to receive a very positive rating was information provided by Community Groups/Clubs, while the lowest rating for ease of understanding was for information from the Baw Baw Shire.

#### **Rating of Effectiveness of information content**

As with ease of understanding, the Traf News received the highest rating for effectiveness of information content. The Local Mobile Library was rated a positive by nearly all respondents who responded to this question.

Local TV and radio both received ratings of over 70% with local TV receiving the higher rating for effectiveness of information content with 80% compared to 74% for radio. There was also a high response rate for Word of Mouth as an effective form of communication for information content which was closely followed by Community Groups/Clubs.

Overall, local newspapers including: LV Express, Warragul Gazette and Moe/Narracan News, received varying ratings for effectiveness of information content. LV Express was rated most positively followed by Warragul Gazette.

Both Noticeboards in supermarkets/shops and Flyers/Brochures received positive ratings for ease understanding although there was a less positive response for effectiveness of information content, with Noticeboards rating 67% and Flyers/Brochures only 52%.

Baw Baw Shire Council information once again received the lowest score with only half of the respondents rating content of information as effective.

#### **Rating of the Credibility of Communication and Information Sources**

Residents felt that information from the Local Mobile Library was the most credible although it must be noted that this question/information source was responded to by only 61 respondents.

Traf News was held in high regard by the majority of respondents. Other local newspapers did not fare as well as the Traf News, although LV Express did receive a high response for credibility. The credibility of information in the Warragul Gazette received a slightly lower rating than the LV Express.

A very high credibility rating was received for information produced by Community Groups/Clubs. Local TV and local radio received similar credibility responses with TV being slightly more positive.

Although information provided via Word of Mouth was rated as being easy to understand and effective, respondents were less likely to rate it as credible.

The two more 'direct marketing' sources of information, Noticeboards in supermarkets/shops and Flyers/Brochures received only slightly positive ratings for credibility, with Noticeboards being slightly more positive.

Once again the level of confidence in the Baw Baw Shire was low with only half rating information provided as being credible.

Less than half of the low number of respondents to the credibility of information from the Internet rated it positively with just over 38% being neutral. This data again must be used carefully due to the low number of responses.

## **Section 5: Identifying Other Communication Products Not Currently Used**

### **Information Gaps**

Respondents felt that the main source of the information gap was related to the Baw Baw Shire followed by Community Groups/Clubs and their interaction with each other and the community as a whole.

The information gaps attributed to the Traf News included that it should be published more regularly, it should be more available to the rural community and that the information is dated and not up-to-the-minute. A delay in getting information into the community was an issue for some respondents, particularly for rural residents. These delays also cause the problem of information being out of date by the time the community receives it.

Residents also made comments about the community noticeboard, or lack of, to display information, and that there are not enough flyers and brochures. There were issues relating to age groups, particularly information for the youth and that there is not enough general community information available. There were further suggestions that there is limited or slow broadband access and that it is difficult to pick up local television and radio transmissions.

## **Section 6: Use of Preferred Types of Information Contact to Communicate with the Community**

Overall, the most preferred or perceived effective type of information contact was Word of Mouth although as a first preference residents would more likely use print media as a more formal type of advertising and creating awareness of information. Newspaper articles was nominated by 33% of respondents overall, followed by newspaper advertisement/classified ads. Traf News was also seen as an effective way of communicating information.

Nominated newspapers included: LV Express, Warragul Gazette and Moe/Narracan News, with respondents more likely to use the LV Express rather than the Warragul Gazette or the Moe/Narracan News.

Direct marketing or advertising, such as flyers or brochures in letterboxes, was also seen as an effective way of contacting the community as was the use of a community noticeboard.

## **Section 7: Types of Information that would assist to become more involved in the Trafalgar Community**

The most prominent comments/suggestions related to the availability of community directories including lists of Community Groups/Clubs, listings printed in newspapers, listings of local organisations and of children's activities and groups. A similar information source was the suggestion of the production of a calendar of events and meetings, advertising or listings of sporting events/news, club news and group activities, and distributing this information through flyers and brochures.

Residents also felt that if they were more informed of council proceedings they could become more involved in the community while some respondents state that they would like council to hold public forums and be more open with the community and provide access to council minutes and historical documents relating to town planning and developments.

Use of the Traf News as an information source was recognised by some respondents as a way of keeping informed and assists with increasing community involvement. Other suggestions for keeping informed included: being pro-active, contacting the TCDA and staying aware of what is going on, while others stated that they wanted information on how to get involved or to be a volunteer and that there is a need for a very effective noticeboard.

## **Recommendations and suggestions**

Following are suggestions and recommendations of ways to improve communication within the Trafalgar community. This list is not exhaustive, although the researcher feels that all or most of these suggestions should be considered as a feasible starting block for developing an effective communication strategy for Trafalgar. Through further community consultation, particularly with retail and commercial organisations and key members of community groups, additional recommendations or suggestions may arise.

*\*note: Recommendations and suggestions are not listed in any preferential order.*

1. A community noticeboard to be installed as a high priority.
2. Continue with production of the Traf News. Expand information content and make provisions for all community members to access this paper. Invite increased participation from community members to include articles and information.
3. Ensure that all advertising or delivery of information is delivered in a timely manner.
4. Efforts should be made to ensure that distribution of information be inclusive of all residents, particularly rural residents.
5. Produce a community directory that lists community groups, clubs and organisations and distribute to all households within the Trafalgar district.
6. Develop and distribute a calendar of events and meetings of the community clubs and groups. This could be done on a quarterly basis and be included in the Traf News. Information should be displayed through Posters/Flyers on a community notice board.
7. The TCDA continue to develop and advertise it's new website and encourage businesses, clubs, schools and other organisations to utilise it as a communication source.
8. Develop mechanisms for the community's clubs and organisations to interact with one another on a regular basis. Initial co-ordination could be undertaken by the TCDA and then continued by the clubs themselves.
9. Community to lobby for improved local television coverage.
10. Community to lobby for expanded or improved broadband access.
11. Encourage Baw Baw Shire Council to work with the TCDA to improve its communication with and between the Trafalgar community.
12. Council to hold public forums on matters affecting the community.

# **Filling the Gaps**

## **Trafalgar Communication Strategy Community Survey 2003**

### **Introduction**

In an effort to gain an understanding of the preferred communication sources, gaps for accessing and providing information and how the Trafalgar community can communicate better, Gippsland Research and Information Service (GRIS) of Monash University was contracted by the Trafalgar Community Development Association (TCDA) to undertake community consultation to identify what the general population's perceptions and attitudes are. This project was supported and approved by Baw Baw Shire Council who provided financial assistance to make it possible for the survey to be undertaken.

The results from this survey will form part of a series of strategies to develop an understanding of the community's needs and will be used by the TCDA to produce a communication strategy for the Trafalgar district.

### **Questionnaire**

Using a questionnaire developed by TCDA in consultation with GRIS residents were asked to indicate the media types they currently have in their household and the forms of communication used to obtain information about the Trafalgar community. Residents were asked to indicate what information they frequently look, whether that information is readily available to them and if not, how they would prefer to access that information.

To assess the effectiveness of communication that residents currently use they were asked to rate a series of communication and information sources on their ease of understanding, effectiveness of information content and the credibility of that source. A copy of the questionnaire is provided in the appendix of this document.

### **Methodology**

Information was collected during October 2003 via a telephone survey conducted during the evening. There were a total of 150 responses to the telephone survey conducted in Trafalgar and the immediate surrounding district. Phone numbers with 5633xxxx prefix were randomly selected from the Whitepages telephone directory. Sampling from the telephone directory was seen as the most appropriate method to give a higher proportion of residents the opportunity to respond to the survey. For obvious reasons, persons who do not have a listed telephone number or are not connected could not be included in the sample.

To ensure that the sampled residents were given an equal opportunity to put forward their views of communication and information sharing in the Trafalgar community, up to 4 attempts were made on each phone number before it was deleted from the sample group. Respondents who indicated that the time of the initial contact was inconvenient were given to option to nominate a more appropriate time to be called back.

To gain a better understanding of the community's views on communication and information sources, a number of cross tabulations have been carried out, including town or rural residency, age group and length of residency within the Trafalgar community.

## **Survey Findings**

### **Section 1: Respondents**

A total of 150 Trafalgar residents participated in the survey, of which 60% were female and the remaining 40% male. There was an equal gender balance among rural residents while town residents had a higher proportion of females respondents of 65% compared to 35% males. When compared to data released from the 2001 ABS Census of Population and Housing, this would represent a slightly higher proportion of females (52% at 2001 Census), although this is not an uncommon gender ratio for telephone interviews where females are more likely to respond than males.

More than half of the respondents to the survey were aged over 50 years with 26% being 51-64 years and 28% 65+ years. This proportion of persons aged over 50 years is higher than results from the 2001 Census with 41% of persons aged 18+ years being in this age group. Representing a much lower proportionate sample were residents in the younger age groups of 18-25 years with 3.3% response (12% of 18+ years @ 2001 Census) and 26-35 years with a 12% response (17% of 18+ years @ 2001 Census).

The majority of respondents were long time residents with 69% having lived in the area for more than 10 years, of which 57% have been resident for 15 years or more and 12% for 11-15 years. Almost 60% of rural respondents stated that they have been a resident of the Trafalgar community for more than 15 years. There was a further 19% of total respondents who have lived in the Trafalgar area for a short term of 5 years or less with the remaining 11% being resident for 6-10 years.

#### **Length of residency by age group**

Those who have been longer term residents of 15 or more years were more likely to be in the older age groups of 51-64 years (67% of that age group) and 65+ years of age (59% of that age group), while nearly half (48%) of the persons aged 36-50 years have lived in Trafalgar for this same length of time. A very high proportion of respondents who have been a resident for 11-15 years are in the 36-50 year age group (67% of residency group). At the other end of the scale for length of residency, 0-5 years, the older age groups made up the highest proportions: 51-64 years of age – 31% of 0-5 years residency, 65+ years of age – 28 % of residency group and 36-50 years of age 21 % of residency group. Although it is not quantifiable with the results of this study, the length of residency by age groups tends to suggest that for the past 5 years there have only been a small number of new younger aged residents, particularly those with young families, moving into the area compared to the older age groups.

**Table 1: Age Group by Length of Residency**

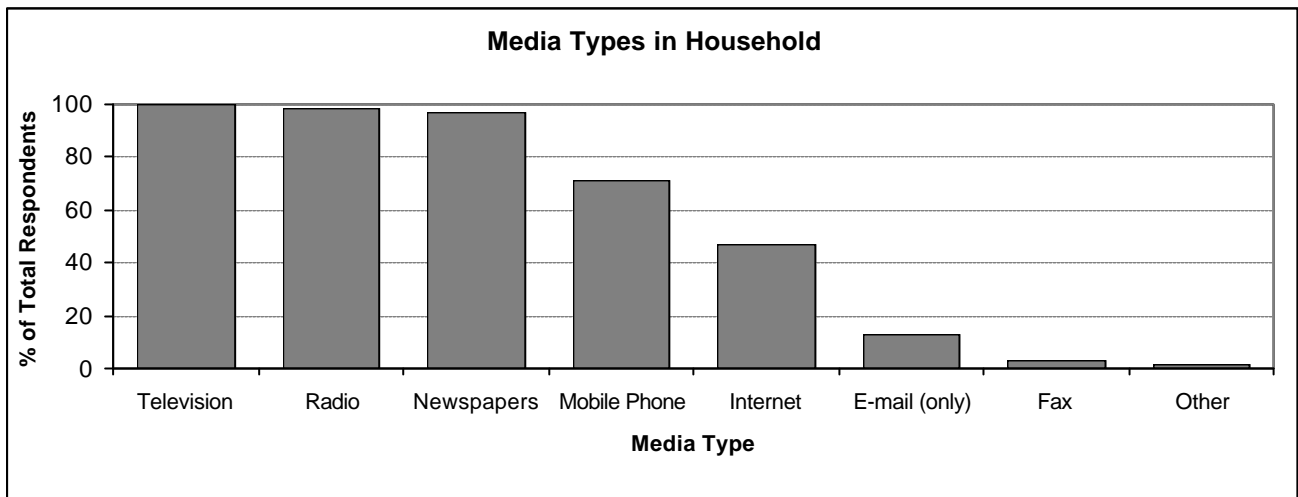
Age group	Length of residency								Total No.
	0-5 years		6-10 years		11-15 years		15+ years		
	No.	%	No.	%	No.	%	No.	%	
18-25 years old	1	3.5	0	0	1	5.55	3	3.5	5
26-25 years old	5	17.2	5	29.5	2	11.1	6	7.0	18
36-50 years old	6	20.7	6	35.3	12	66.7	22	25.6	46
51-64 years old	9	31.0	3	17.6	1	5.55	26	30.2	39
65+ years old	8	27.6	3	17.6	2	11.1	29	33.7	42
<b>Total</b>	<b>29</b>	<b>100.0</b>	<b>17</b>	<b>100.0</b>	<b>18</b>	<b>100.0</b>	<b>86</b>	<b>100.0</b>	<b>150</b>

The Trafalgar community includes a cross-section of urban and rural residents. The survey yielded 70% of responses from urban (town) residents and 29% from persons living in the rural area while the remaining 1% did not respond.

A total of 32 respondents, or 22%, indicated that they own or operate a business in Trafalgar, of which three-quarters (24 persons) stated that it was a home based business. Rural respondents made up 58% of persons who own or operate a home based business, although it is possible that this figure could include farmers.

Residents were asked to indicate what type of media they have in their household. Not surprisingly, all respondents stated that they have a television in their household followed closely by 99% of residents who have a radio and nearly 97% who indicated that they use newspapers as a type of media.

**Figure 1:**



A large majority of households (71%) have at least one mobile phone. Almost half (47%) the respondents stated that they have access to the Internet from their home with a further 13% who have access to email only. The responses for 'email only' should be used carefully due to the wording of the question. Access to email would necessitate being a subscriber to the Internet, although respondents may not use the web component or perhaps are not aware that they also have access to the Internet. Due to restrictions in the data collection these comments cannot be confidently validated, but it can be assumed that these respondents only access the email component for correspondence purposes and do not log into the WWW. Rural households were more likely to have access to the Internet with 63% of these households being on-line compared to 40% of town residents. Of the 24 residents who stated that they run a home based business, more than half (15) indicated that they have access to the Internet.

There were a further 4 respondents who gave an unprompted response of using a fax machine as a media or information source, although it may be fair to say that other households may also have this facility but during the interview did not recall or associate this function as a media or communication product. Two other types of media were stated which were Talking Books for the visually impaired and Latrobe City Newsletter.

Although only half of the total respondents stated that they have Internet access at home this figure is very comparable to national data of 46% of households with Internet access and higher than ex-metropolitan areas of only 39% (ABS., 2003, Household Use of Information Technology 2001-02, Cat. No. 8146.0). The fact that only half of the respondents have access to the Internet may be due to the high number of households with older aged persons or that broadband access is limited or slow, which is reinforced through comments made later in the survey.

**Table 2: Internet access by Age Group**

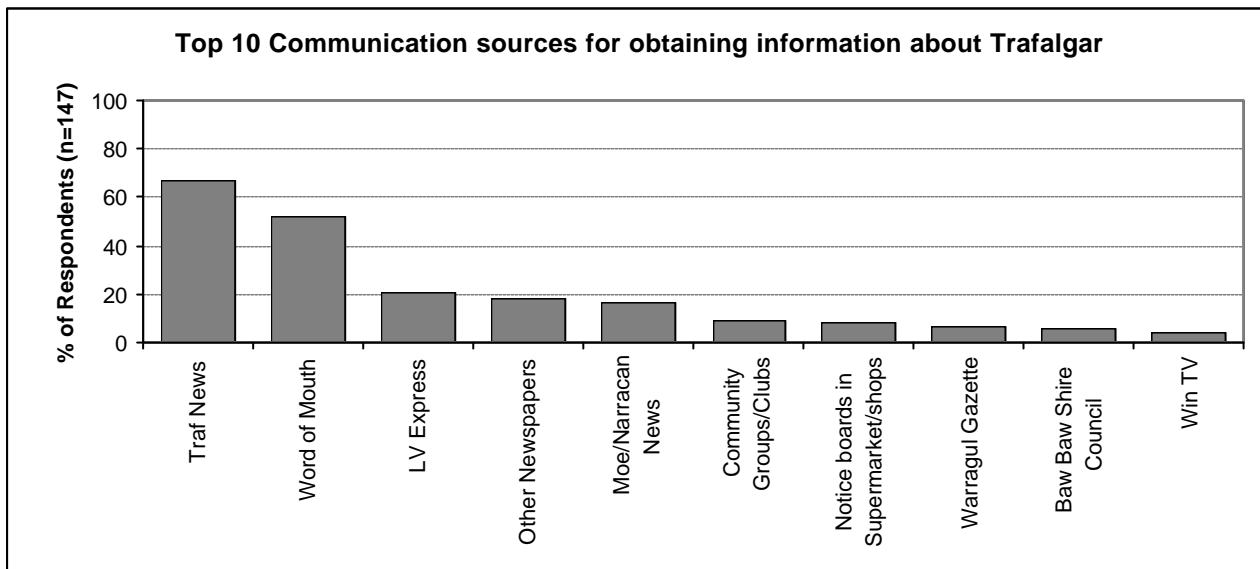
Age group	No. of respondents	% of Age Group
18-25 years	5	100.0
26-35 years	12	66.7
36-50 years	27	58.7
51-64 years	19	48.7
65+ years	7	16.7

The younger the age of the respondent the more likely it is that they have access to the Internet, with all respondents aged 18-25 years having access, 67% aged 26-35 years and 59% from the 36-50 years age group. Just under half of the respondents from the 51-64 year age group indicated that they have access to the Internet while only 17% of those aged over 65 years use the Internet.

## Section 2: Communication Products Currently Used

In an attempt to gain an understanding of the types of communication products residents currently use to obtain information about Trafalgar they were asked to indicate their first three source preferences. This was an unprompted question, which meant that respondents would be more likely to recall information sources that they would more readily and frequently use. Almost all respondents nominated at least one preference, 83% named two and less than half (48%) could nominate a third communication source.

Figure 2:



Results indicate that residents would be more likely to use print media to obtain local information, particularly the Traf News with 42% of respondents nominating this as their first preference and an overall response of 67%. Other local newspapers used as an information or communication source included the LV Express (20%), Moe/Narracan News (16%), Warragul Gazette (7%) and other unspecified newspapers (18%). The differences in using local newspapers are most likely due to how these papers are distributed. LV Express and Moe/Narracan News are available free of charge and are delivered to households whereas the Warragul Gazette must be purchased.

Table 3: Communication sources for obtaining information about Trafalgar

	First Preference No.	Second Preference No.	Third Preference No.	Total Preferences No.	% of Respondents (n=147)
Traf News	61	31	6	98	66.7
Word of Mouth	35	23	18	76	51.7
LV Express	7	14	9	30	20.4
Other Newspapers	10	13	4	27	18.4
Moe/Narracan News	13	9	2	24	16.3
Community Groups/Clubs	1	6	7	14	9.5
Noticeboards in Supermarket/shops	1	6	5	12	8.2
Warragul Gazette	2	4	4	10	6.8
Baw Baw Shire Council	4	4	1	9	6.1
Win TV	3	1	2	6	4.1
Flyers	1	5	-	6	4.1
3GG	2	-	2	4	2.7
School/School newsletter	-	-	3	3	2.0
Phone book/Yellow pages	1	2	-	3	2.0
SEA FM	-	-	2	2	1.4
Prime TV	1	-	-	1	0.7
Other	5	6	7	18	12.2

As would be expected with smaller communities, local information would more commonly be received or distributed through verbal contact or close association with family and friends, community groups and local commerce. This was reinforced where the second most preferred communication source was Word of Mouth

which was nominated by more than half of the respondents (52%). Other local community sources mentioned included Community Groups/Clubs (9%), Noticeboards (8%) and Flyers with 4%.

Local electronic media is not used extensively as a communication source with only 13 mentions as a preference. This low usage of local television and radio for information gathering may be due to the limited reception availability, as mentioned by some respondents who stated that they could not rate these sources.

There was a total of 14 mentions of Community Groups/Clubs as an information source with sporting clubs being most frequently mentioned, such as Football Club, Bowling Club and Sporting Clubs in general. Other groups mentioned included Elderly/Senior Citizens, Rotary, Chamber of Commerce and Playgroup. A further three mentions were made for School/School newsletters being a preference as an information source, although all three were seen as a third preference. There was also three mentions of using the telephone book or Yellow Pages as a communication/information source.

Of the 18 "Other" sources for information about Trafalgar there were two mentions for the "Pub/TAB". Other sources for information included: Business Directory, Community meetings, TCDA, Estate Agent, Judy Bishop, Internet, information through the mail and verbally asking for information.

### **Age Groups and Length of Residency**

There are some differences in preferences when we look at the age group or the length of residency of respondents. Although, there are some useful indicators when looking at the breakdown by age group and length of residency, figures should be used carefully due to the low number of responses for some sources/groups. Responses for persons aged 18-25 years have not been included as there were only 5 respondents from this age group.

The top two preferences for all groups was the Traf News followed by Word of Mouth but other preferred communication sources for obtaining information about Trafalgar were slightly different within each group. Tabulated data for Age Groups and Length of Residency is supplied in the Appendices of this document.

Overall, persons in the older age groups (51 + years) and those who have been a Trafalgar resident for more than 15 years provided a greater variety or a broader range of communication sources while younger and newer residents had a tendency to rely on more local/community based sources, e.g. Traf News, Word of Mouth and Noticeboards.

#### Traf News:

There were 98 preferences nominated for using the Traf News as a communication source for obtaining information about Trafalgar. More than half of all respondents within each age group nominated the Traf News as a preference with persons aged 51-64 years showing the highest preference (77% within this age group). Persons aged 36-50 years had the lowest percentage of group total with 59% nominating this source, although this is still a positive score.

Length of residency showed some varying differences for using the Traf News as an information source with 82% of those who have been a resident for 6-10 years nominating this source while less than half (48%) of the shorter term or newer residents of 0-5 years stated Traf News. Around 67% of longer term residents of 11 years or more showed a preference for the Traf News.

#### Word of Mouth:

With 76 total preferences nominated, this communication source was most preferred by respondents who were aged 65 years or more (64% of respondents within this age group) and those aged 36-50 years with 52%. Around 40% of respondents from within all other age groups nominated this communication source.

Those who have been a Trafalgar resident of 15 years or more were more likely to use Word of Mouth as a communication source for information with 52 responses of the total 76 preferences for this source. These 52 responses account for 61% of respondents from within this group of residents. Between 35% and 39% of

persons from all other residency groups: 0-5 years, 6-10 years and 11-15 years, nominated Word of Mouth as a preference.

**LV Express:**

More than half of the 30 preferences for use of the LV Express came from persons aged 51+ years and those who have been a resident for eleven years or more. Just over one third of residents who have been in the Trafalgar community for 11-15 years use this source for obtaining information while 36% of those aged 51-64 years cited LV Express as a preference.

**Community Groups/Clubs:**

Eleven of the 14 preferences came from persons who have been resident for 15+ years, which accounts for 13% of respondents within this group. This source was also nominated by 11 persons from the older aged groups: 51-64 years – 6 preferences and 65+ years – 5 preferences.

**Moe/Narracan News:**

Persons age 36-50 years had the highest number of preferences for the Moe/Narracan News (9), being almost 20% of persons within this age group. The Moe/Narracan News was also preferred by long term residents of 15+ years who nominated it 11 times (13% of this group), while 28% of persons who have been resident for 11-15 years indicated Moe/Narracan News as a preferred communication source for information.

**Noticeboards in Supermarket/Shops:**

Three quarters of the 12 preferences for Noticeboards in supermarkets/shops was from persons aged 36-50 years, while 7 responses were from long term residents of 15+ years.

**Warragul Gazette:**

Half of the 10 preferences for the Warragul Gazette was from persons age 65+ years, accounting for 12% of persons within this age group. Almost all (8) of these preferences for the Warragul Gazette were from persons who have been a resident for 15+ years.

**Baw Baw Shire Council:**

This communication source for obtaining information about Trafalgar was nominated only 9 times. More than half (5) of those nominating the Baw Baw Shire Council were persons aged 51-64 years. Of interest is that there were 4 preferences each from newer residents (0-5 years) and those who have been resident for 15+ years.

**Top 5 preferences by Age Group**

**Table 4.1: Persons aged 25-35 years**

	No. of preferences	% within age group
1. Traf News	11	61.1
2. Word of Mouth	7	38.9
3. Other newspapers	4	22.2
4. Moe/Narracan News	3	16.7
5. LV Express	2	11.1
5. Warragul Gazette	2	11.1

**Table 4.2: Persons aged 36-50 years**

	No. of preferences	% within age group
1. Traf News	27	58.7
2. Word of Mouth	24	52.2
3. Moe/Narracan News	9	19.6
4. Noticeboards in Supermarkets/Shops	8	17.4
5. LV Express	7	15.2
5. Other newspapers	7	15.2

**Table 4.3: Persons aged 51-64 years**

	No. of preferences	% within age group
1. Traf News	30	76.9
2. Word of Mouth	16	41.0
3. LV Express	14	35.9
4. Community Groups/Clubs	6	15.4
4. Moe/Narracan News	6	15.4
5. Baw Baw Shire Council	5	12.8
5. Other newspapers	5	12.8

**Table 4.4: Persons aged 65+ years**

	No. of preferences	% within age group
1. Traf News	27	64.3
1. Word of Mouth	27	64.3
3. LV Express	5	11.9
3. Moe/Narracan News	5	11.9
3. Warragul Gazette	5	11.9
3. Other newspapers	5	11.9
3. Community Groups/Clubs*	5	11.9

\* Bowls, Elderly/Senior Citizens, Op Shop

### Top 5 preferences by Length of Residency

**Table 5.1: 0-5 years**

	No. of preferences	% within group
1. Traf News	14	48.3
2. Word of Mouth	11	37.9
3. Moe/Narracan News	6	20.7
4. Other newspapers	5	17.2
5. LV Express	4	13.8
5. Baw Baw Shire Council	4	13.8

**Table 5.2: 6-10 years**

	No. of preferences	% within group
1. Traf News	14	82.4
2. Word of Mouth	6	35.3
3. LV Express	4	23.5
4. Moe/Narracan News	3	17.6
5. Other newspapers	2	11.8

**Table 5.3: 11-15 years**

	No. of preferences	% within group
1. Traf News	12	66.7
2. Word of Mouth	7	38.9
3. LV Express	6	33.3
4. Moe/Narracan News	5	27.8
5. Other newspapers	4	22.2

**Table 5.4: 15+ years**

	No. of preferences	% within group
1. Traf News	58	67.4
2. Word of Mouth	52	60.5
3. LV Express	16	18.6
3. Other newspapers	16	18.6
4. Moe/Narracan News	11	12.8
4. Community Groups/Clubs*	11	12.8
5. Warragul Gazette	8	9.3

\* Bowls, Elderly Citizens, Rotary, Chamber of Commerce, Football, Sporting Club, Playgroup

## **Section 2: Communication Products Currently Used - Summary**

Residents would be more likely to use Traf News to obtain local information. Other local newspapers included the LV Express, Moe/Narracan News, Warragul Gazette and other unspecified newspapers.

The second most preferred communication source was Word of Mouth, which was nominated by more than half of the respondents. Other local community sources mentioned included Community Groups/Clubs, Noticeboards and Flyers/Brochures.

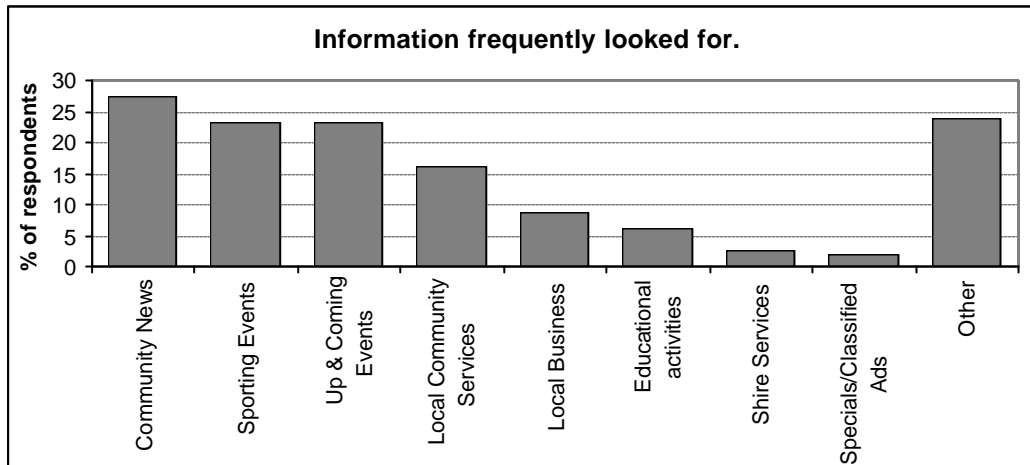
There was a total of 14 mentions of Community Groups/Clubs as an information source with sporting clubs being most frequently mentioned, such as Football Club, Bowling Club and Sporting Clubs in general. Other groups mentioned included Elderly/Senior Citizens, Rotary, Chamber of Commerce and Playgroup.

Local electronic media is not used extensively as a communication source with only 13 mentions as a preference. This low usage of local television and radio for information gathering may be due to the limited reception availability.

### Section 3: Information Frequently Looked For

Residents were asked to state the type of information they frequently look for, whether that information was readily available to them and if it was not available, how they would like to receive or access this information.

Figure 3:



The most commonly sought information is community news, including information on street-scaping and news on the community bank, which was nominated by 41 persons or 27% of respondents. Information on sporting events and up and coming events were both nominated by almost one quarter (23%) of respondents. Other information frequently looked for included local community services (16%), local business information (9%) and educational activities (6%). Only a few respondents (3%) stated that they frequently looked for information about Shire services while a further 2% looked for information on local business specials or classified advertisements.

There were 36 respondents who stated 'other' information that they frequently looked for including: garage sales, housing/real estate information, births and deaths, local politics and where the money is spent in Baw Baw Shire, church news, what's happening for kids, club news and meetings, GP services and historical/general information about Trafalgar.

#### Age Groups and Length of Residency

Again there are some slight differences in the types of information frequently looked when we break down responses by age group or the length of residency of respondents.

Figures should be used carefully due to the low number of responses for some groups. Responses for persons aged 18-25 years have not been included as there were only 5 respondents from this age group.

#### Community News:

There were 41 mentions of Community News as a type of information frequently looked for with 16 of these coming from persons aged 65+ years, being 38% of responses from that age group. This type of information was mentioned by 28 respondents who have been resident in Trafalgar for more than 15 years, being 33% of persons from that residency group. The highest group proportion was 35% of persons who have been a resident for 6-10 years.

#### Sporting Events:

Persons aged 36 to 64 years made the most mentions of looking for information in relation to sporting events. Just over one quarter (28%) of persons within the 51-64 year age group made mention of information on sporting events, with a similar proportion from those in the 26-35 years (28%) while there were 24% of persons in the 36-50 years age group.

Sporting information was mentioned by 25 persons who have been a resident for 15+ years which accounts for 29% of persons in that group. Although there were only 5 mentions by persons from the 11-15 years of residency group, it did account for 28% of persons in that group.

**Up & Coming Events:**

Again it was longer term residents who made the most mentions of this information type with 21 nominations or 24% of persons in that group although there was just over 35% of persons from the 6-10 years of residency group. There was only 11% of persons from the 11-15 years residency group who stated that they look for information about Up and Coming Events. When we look at age groups it was persons aged 51-64 years who made the most mentions (15) being 39% from those within that group.

**Local Community Services:**

Older persons and those who have been a Trafalgar resident for more than 15 years made the most mentions of looking for information about local community services. Persons aged 65+ years nominated this type of information 10 times, being 24% from within that age group, while there were 16 mentions from long term residents being 19% of that group. There was only around 10% of group proportion responses from those age 36-50 years and residents of 0-5 years.

**Local Business Information:**

There were only 13 mentions of looking for local business information with 5 mentions from persons aged 51-64 years, although the highest proportionate response was from those aged 26-35years (17%). Almost one quarter (24%) of the persons who have been resident for 6-10years made mention of looking for local business information, although this was only a total of 4 respondents.

**Educational activities:**

There were only small proportionate responses from each age and residency group for this type of information, although 8 of the total nine mentions did come from those who have been resident for 15+ years. Of note was that there were 4 mentions by persons aged 65+ years (the highest number by age group), although due to data collection methods it is not possible to determine the specific type of educational information sought.

**Top 5 mentions for Information frequently looked for by Age Group**

**Table 6.1: Persons aged 25-35 years**

	No. of mentions	% within age group
1. Sporting Events	5	27.8
2. Up & Coming Events	4	22.2
3. Community News	3	16.7
3. Local Business	3	16.7
5. Local Community Services	2	11.1

**Table 6.2: Persons aged 36-50 years**

	No. of mentions	% within age group
1. Sporting Events	11	23.9
2. Community News	10	21.7
3. Up & Coming Events	8	17.4
4. Local Community Services	5	10.9
5. Local Business	3	6.5
5. Educational Activities	3	6.5

**Table 6.3: Persons aged 51-64 years**

	No. of mentions	% within age group
1. Up & Coming Events	15	38.5
2. Community News	12	30.8
3. Sporting Events	11	28.2
4. Local Community Services	7	17.9
5. Local Business	5	12.8

**Table 6.4: Persons aged 65+ years**

	No. of mentions	% within age group
1. Community News	16	38.1
2. Local Community Services	10	23.8
3. Sporting Events	7	16.7
3. Up & Coming Events	7	16.7
5. Educational Activities	4	9.5

**Top 5 mentions for Information frequently looked for by Length of Residency**

**Table 7.1: 0-5 years**

	No. of mentions	% within group
1. Up & Coming Events	6	20.7
2. Sporting Events	5	17.2
3. Community News	3	10.3
3. Local Community Services	3	10.3
5. Special/Classified ads	2	6.9

**Table 7.2: 6-10 years**

	No. of mentions	% within group
1. Community News	6	35.3
1. Up & Coming Events	6	35.3
3. Local Business	4	23.5
4. Local Community Services	2	11.8
5. Other (not specified)	*	-

\* not specified

**Table 7.3: 11-15 years**

	No. of mentions	% within group
1. Sporting Events	5	27.8
2. Community News	4	22.2
3. Local Community Services	3	16.7
3. Educational activities	3	16.7
5. Up & Coming Events	2	11.1

**Table 7.4: 15+ years**

	No. of mentions	% within group
1. Community News	28	32.6
2. Sporting Events	25	29.1
3. Up & Coming Events	21	24.4
4. Local Community Services	16	18.6
5. Educational activities	8	9.3

**Section 3: Information Frequently Looked For -Summary**

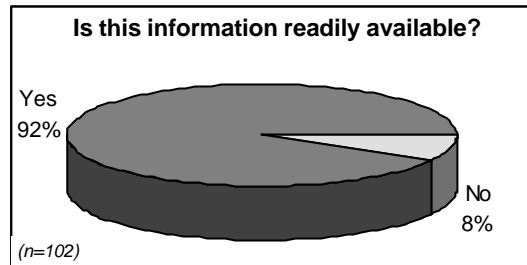
The most commonly sought information is community news. Information on sporting events and up and coming events were both nominated by almost one quarter of respondents. Other information frequently looked for included local community services, local business information and educational activities. Only a few respondents stated that they frequently looked for information about Shire services and information on local business specials or classified advertisements.

Other information frequently looked for included garage sales, housing/real estate information, births and deaths, local politics, where the money is spent in Baw Baw Shire, church news, what's happening for kids, club news and meetings, GP services and historical/general information about Trafalgar.

### Availability of information frequently looked for

Of the 102 persons who stated a type of local information that they look for, nearly all (92%) stated that the information was readily available to them. There were only 9 persons or 8% who indicated that the information they look is not easily or readily accessible.

**Figure 4:**



The types of information that residents stated they could not readily access included: Up and coming events (3), community news (3), Shire services, local community services and local business information.

Only 5 of the 9 residents who indicated that they have difficulty accessing or finding information made suggestions on how they would like to receive information. The remaining 4 respondents did not/could not make suggestions on how they would like the information to be made available. Nearly all persons stated that the best way to receive information would be through a community noticeboard. Comments made include:

*Noticeboard – updated daily and located in the CBD. More information put through school newsletters (both primary and high school).*

*A community noticeboard.*

*Put a noticeboard in the main street with information of things that come through the mail.*

*Through the Traf News, but this is only a monthly publication. Prominent public Noticeboards and the internet would be good.*

*I feel there is a lot left out about Trafalgar. I really like the information in the Wonthaggi Sentinel Times [newspaper]*

## Section 4 : Effectiveness of Communication Products Currently Used

There are many types of information and communication sources available and used by residents of the Trafalgar community some of which are more effective than others. So as to gain an understanding of the effectiveness of communication products that residents currently use they were asked to rate a series of media and information sources on their ease of understanding them, the effectiveness of the content ie. Does the message get across?, and how credible the information was from each source.

Although some sources or means of communication received different levels of rating or acceptability it must be understood that all individuals would have a favored means of communication that may not be of preference to others. It is envisaged that the higher rating scores would be the most preferred or acceptable communication tool to residents and these types of outlets should be embraced, although it would be inadvisable to dispose of or ignore other sources. For those that receive the lower scores, it would/may be of more benefit to improve either the information content or ways of accessibility to these sources.

Again it must be noted that there is a low number of residents who stated that they can receive “Local TV: Win TV and Prime TV” therefore resulting in a high proportion who did not rate this source.

### Ease of Understanding

Using a rating scale of very difficult to very easy, residents were asked to rate their ease of understanding a series of communication products or sources. Where residents did not use or access a particular source they were more likely to give a response of “not applicable”.

**Table 8: Rating of Ease of Understanding information source**

	% of Respondents					Respondents (No.)
	Very difficult to understand	Difficult to understand	Neither	Easy to understand	Very easy to understand	
Baw Baw Shire Council	3.0	7.6	29.5	42.4	17.4	(132)
Local Mobile Library	1.6	-	11.5	29.5	57.4	(61)
Noticeboards in Supermarket/shops	-	3.1	18.8	39.6	38.5	(96)
Local TV (eg Prime, Win)	1.5	1.5	10.8	53.8	32.3	(65)
Word of Mouth (Friends/family)	0.7	2.1	11.0	44.8	41.4	(145)
Community Groups/Clubs (e.g. Lions Club, Rotary, Sporting Clubs etc.)	-	5.0	13.0	52.0	30.0	(100)
Traf News	-	0.7	3.5	32.9	62.9	(143)
Moe/Narracan News	2.4	6.5	11.3	37.9	41.9	(124)
LV Express	0.7	4.5	14.9	36.6	43.3	(134)
Warragul Gazette	-	2.3	20.7	40.2	36.8	(87)
Internet/WWW	5.9	7.8	25.5	27.5	33.3	(51)
Local Radio (e.g. 3GG, 3TR etc.)	-	5.2	13.4	41.2	40.2	(97)
Flyers/Brochures	0.9	4.4	16.7	43.0	35.1	(114)

There were 3 Other information sources mentioned, both of which were Melbourne radio stations : ABC Radio (Melb), ABC Radio (Sale) and Gold 10.4FM, all of which were rated as very easy to understand.

Traf News was rated as the most easily understood information source with nearly all respondents (96%) rating it easy or very easy to understand, of which 63% rated it very easy and only 1 person rated it difficult to understand. Other Local Newspapers were rated in a positive way with more than three-quarters of respondents stating that they are easy or very easy to understand with the LV Express having the highest rating

of very easy. Although the Moe/Narracan News was rated positively by 80% of respondents it received a 9% response of being difficult to understand.

Information provided by the Local Mobile Library was rated positively with 87% stating that it was easy or very easy to understand, with more than half (57%) rating it very easy to understand. It must be noted though, that there was only a small proportion of residents who responded to the question, as most respondents indicated that they unaware of the Local Mobile Library information or did not access the service.

Not surprisingly, Word of Mouth received a high rating of 86% for ease of understanding although there were 20 respondents who were neutral or disagreed that it was easy to understand.

Respondents indicated that the information provided by electronic media, Local TV and Local radio, was easy to understand with more than an 80% positive rating. Local TV was rated with 86% for ease of understanding with 32% rating it very easily understood. It must be noted that there was a low number of responses who stated that they could receive reception of Local TV which resulted in only 61 (43%) of total respondents answering the question. Local radio received a positive score of 81% although there were 19% who disagreed or were neutral.

Information sought over the Internet received a low rating (although just over the positive mark) for ease of understanding with a score of 61% while one quarter rated it as neutral and 14% as difficult to understand. Although, it must be understood that only 70 respondents indicated that they have access to the Internet in their home and this question was only answered by 51 persons.

Community Noticeboards in Supermarkets/shops and Flyers/Brochures were both rated as easy to understand by more than three-quarters of respondents (78%). Noticeboards were rated as slightly more easy to understand with 39% rating it very easy compared to 35% for Flyers/Brochures.

The other source to receive a very positive rating was information provided by Community Groups/Clubs with an 82% rating, although only 30% rated it very easy to understand.

The lowest rating for ease of understanding was for information from the Baw Baw Shire with a rating of 60% with only 17% rating it very easy to understand. Nearly 11% rated it as difficult and a further 29% were more likely to be neutral or rate it as fair.

### Effectiveness of the Information Content

Again respondents were asked to use a rating scale to indicate their perceptions of the effectiveness of information content for the same series of communication products or sources. The rating scale ranged from Very ineffective to Very effective. There were two residents who tended to rate the availability of the information rather than how effective the content was, which was shown by the comment:

*I take "effectiveness" to mean "availability" and have answered the question on this basis.*

**Table 9: Rating of Effectiveness of the Information Content**

	% of Respondents					Respondents (No.)
	Very ineffective	Ineffective	Neither	Effective	Very effective	
Baw Baw Shire Council	7.0	10.1	30.2	42.6	10.1	(129)
Local Mobile Library	4.9	4.9	9.8	29.5	50.8	(61)
Noticeboards in Supermarket/shops	2.2	7.5	23.7	47.3	19.4	(93)
Local TV (eg Prime, Win)	-	4.3	15.9	60.9	18.8	(69)
Word of Mouth (Friends/family)	0.7	3.5	16.8	44.8	34.3	(143)
Community Groups/Clubs (e.g. Lions Club, Rotary, Sporting Clubs etc.)	-	5.8	17.5	51.5	25.2	(103)
Traf News	-	2.8	9.9	43.7	43.7	(142)
Moe/Narracan News	7.3	10.5	24.2	35.5	22.6	(124)
LV Express	3.0	4.5	20.5	40.9	31.1	(132)
Warragul Gazette	3.4	2.2	25.8	41.6	27.0	(89)
Internet/WWW	5.5	5.5	23.6	36.4	29.1	(55)
Local Radio (e.g. 3GG, 3TR etc.)	1.0	6.1	19.2	41.4	32.3	(99)
Flyers/Brochures	8.0	10.6	29.2	31.0	21.2	(113)

Effectiveness of information content and ease of understanding are very much associated in that if the information is not easily understood then the message is not getting across to the community and they would then most likely not seek or use that information source. This association or relationship is evident when making comparisons of effectiveness of information source and the previous table for ease of understanding, where the top 4 sources were the same in each group, as were the lower sources.

As with ease of understanding, the Traf News received the highest rating for effectiveness of information content with 87% rating it either effective or very effective, with only 4 respondents rating it ineffective and a further 14 being neutral. It can be assumed that these 18 respondents gave a low rating of the effectiveness of the information content because the Traf News is only published monthly and does not contain a lot of "up to the minute" news items. This assumption may be confirmed by comments made later in the survey such as:

*....it only comes out once month. Sometimes the information can be a little outdated.*

Just over 80% of respondents rated the effectiveness of information content from the Local Mobile Library as positive with more than half (51%) rating it as very effective.

Local TV and radio both received ratings of over 70% with Local TV receiving the higher rating for effectiveness of information content with 80% compared to 74% for radio, although there was a higher proportion of very effective for local radio.

A total of 113 or 79% of respondents rated Word of Mouth as an effective form of communication for information content with only 4% rating it ineffective. This positive response was confirmed by the comment:

*Word of Mouth is an effective and capable form of information. I don't bother with other forms of communication [as I am] too old.*

Word of Mouth was closely followed by Community Groups/Clubs with 77% of respondents rating the information content as effective, with one quarter rating it as very effective.

Overall, local newspapers including: LV Express, Warragul Gazette and Moe/Narracan News, received varying ratings for effectiveness of information content. LV Express was rated most positively with 72% stating that the information was effective followed by Warragul Gazette with a 69% positive rating. In comparison, opinions on the Moe/Narracan News were very different, with a positive score of only 58% and 18% rating the information content as ineffective (11%) or very ineffective (7%). Of note was the high proportion (20-25%) who rated these local newspapers with a neutral score.

Previously, both Noticeboards in supermarkets/shops and Flyers/Brochures received positive ratings for ease of understanding although there was a less positive response for effectiveness of information content, with Noticeboards rating 67% and Flyers/Brochures only 52%, with a negative rating of 19%.

Two thirds of respondents rated the effectiveness of information content on the Internet as positive while 11% rated it as ineffective. Again there was only one third of the total respondents who answered this question, so results should be used carefully.

Baw Baw Shire Council information once again received the lowest score with only half (51%) of the respondents rating content of information as effective and only 10% of these stating very effective. There was a further 17% who rated the content of Shire information as ineffective and 30% who gave it a more neutral rating.

## Credibility of Communication Source

It is very beneficial to understand what communication and information sources residents find easy to understand and how effective they feel the content is but it is essential to know what they feel is most credible. It would seem to be a pointless exercise to make information sources easy to understand and full of content if residents felt that what they were hearing and seeing was not accurate or credible.

Following are the ratings scores of how credible respondents perceived the series of communication products or sources from not at all credible to very credible. Although, rating of responses for credibility of information was similar to ease of understanding and effectiveness, the ranking order of the sources did change.

**Table 10: Rating of the Credibility of Communication and Information Sources**

	% of Respondents					Respondents (No.)
	Not at all credible	Limited credibility	Neither	Credible	Very credible	
Baw Baw Shire Council	6.2	13.2	29.5	33.3	17.8	(129)
Local Mobile Library	1.6	1.6	6.6	32.8	57.4	(61)
Noticeboards in Supermarket/shops	3.2	4.3	33.3	39.8	19.4	(93)
Local TV (eg Prime, Win)	-	5.9	22.1	54.4	17.6	(68)
Word of Mouth (Friends/family)	2.8	10.5	24.5	37.8	24.5	(143)
Community Groups/Clubs (e.g. Lions Club, Rotary, Sporting Clubs etc.)	-	5.0	12.0	54.0	29.0	(100)
Traf News	1.4	2.8	10.5	38.5	46.9	(143)
Moe/Narracan News	5.7	5.7	25.2	41.5	22.0	(123)
LV Express	1.5	8.2	17.9	41.8	30.6	(134)
Warragul Gazette	-	6.7	22.5	43.8	27.0	(89)
Internet/WWW	1.9	15.4	38.5	23.1	21.2	(52)
Local Radio (e.g. 3GG, 3TR etc.)	-	7.4	22.3	40.4	29.8	(94)
Flyers/Brochures	3.6	14.5	27.3	33.6	20.9	(110)

Residents felt that information from the Local Mobile Library was the most credible with more than half (57%) rating it very credible and only 3% rating it with limited or no credibility. It must also be noted that this question/information source was responded to by only 61 respondents with the remaining respondents indicating that they do not use the service or are unaware of the information provided.

As with the previous two questions, Traf News was held in high regard by the majority of respondents. Just over 85% rated the information content in the Traf News as credible, with nearly half (47%) rating it as very credible. Other local newspapers did not fare as well as the Traf News, although LV Express did receive a higher response of 72% for credibility but a negative score of nearly 10% for limited or no credibility. The credibility of information in the Warragul Gazette received a slightly lower rating than the LV Express with 71% rating it credible. The other local newspaper, Moe/Narracan News, received a credibility rating of 64% with only 22% rating it very credible, although nearly one quarter of respondents were neutral on this issue and a further 11% rating the information as not being credible.

A very high credibility rating was received for information produced by Community Groups/Clubs, with nearly 30% rating it as very credible and only 5% stating that the information had limited credibility.

Local TV and local radio received similar credibility responses with TV being slightly more positive with 72% agreeing that the information provided was credible. It must be noted that the number of respondents to this

information source was low with only 68 respondents, although those who did respond were more likely to be positive, particularly with one resident who commented:

*(Newsreader) from WIN News is very professional and credible in delivering the news.*

Local radio received a slightly lower credibility rating (70%) than TV, although respondents were more likely to rate this information source as being very credible (30%). There was a negative rating of just over 7% for the credibility of information on local radio, with one respondent making it known that they are not happy with some local radio programs.

Although information provided via Word of Mouth was rated as being easy to understand and effective, respondents were less likely to rate it as credible with only 62% being positive about this source and of these, one quarter rated it as very credible. There were a further 13% who felt that this type of information was not credible with the remaining 25% being neutral.

The two more 'direct marketing' sources of information, Noticeboards in supermarkets/shops and Flyers/Brochures received only slightly positive ratings for credibility, with noticeboards being slightly more positive with a score of 59%. One third of respondents rated this information source with a neutral score. Flyers/Brochures received a credibility rating of only 55% with only 21% rating it as very credible. Just over 18% rated this information source as not being credible while a further 27% were undecided or neutral, as per the comment:

*Flyers can sometimes be a bit "suss".*

Once again the level of confidence in the Baw Baw Shire was low with only half (51%) rating information provided as being credible and only 18% of these stating 'very credible'. There were more than 19% who rated Shire information as being limited or having no credibility with a further 30% being neutral.

Less than half (44%) of the low number of respondents (n=52) to the credibility of information from the Internet rated it positively with just over 38% being neutral. This data again must be used carefully due to the low number of responses.

### **Comparison of Mean Scores – Ease of Understanding, Effectiveness and Credibility**

Comparisons of mean scores for credibility, effectiveness of information content and ease of understanding are shown in Figure 5. Mean score ratings range from a minimum of 1 being very low or negative to a maximum of 5 being very high. A score of 3 is midpoint, or neutral, and anything above 3 would be rated as positive. Information is presented in order of credibility mean score ratings from highest to lowest.

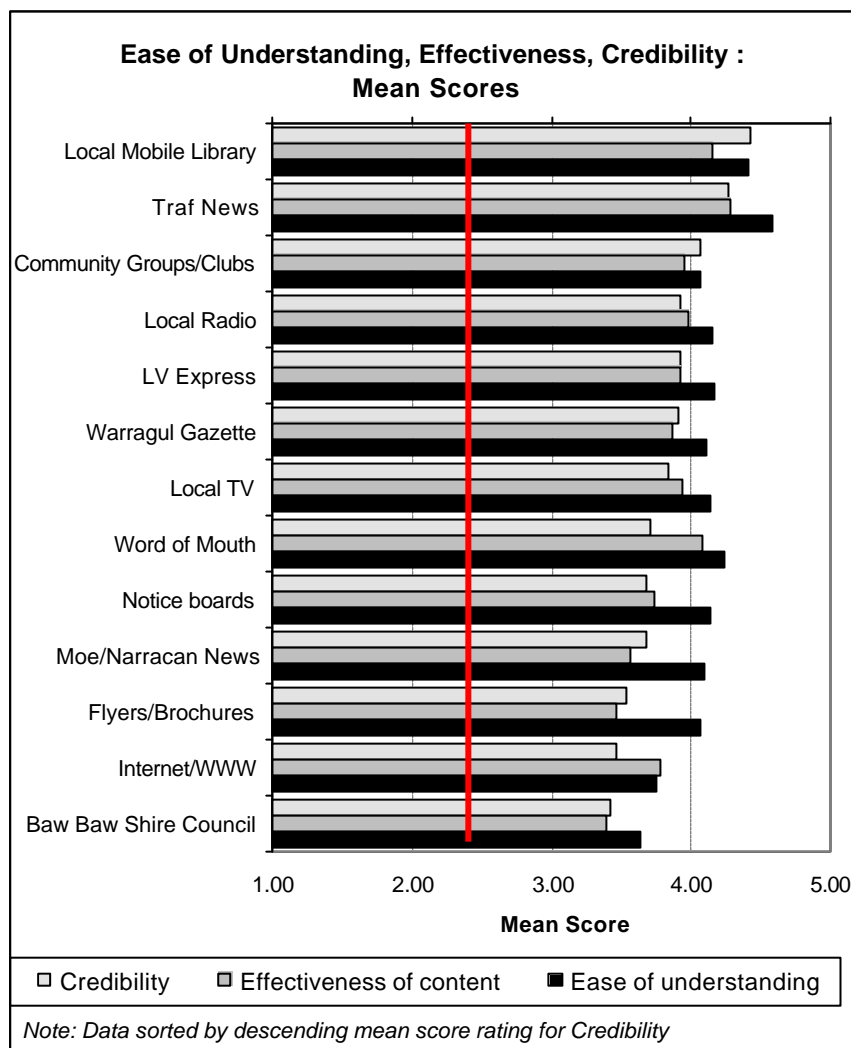
All information sources received an overall positive rating with the lowest score being 3.49 to the highest of 4.38. The very high scores of 4.00 and above were for: Traf News, Local Mobile Library, Community groups/club, local radio, Word of Mouth and LV Express. The overall rating score is the average of the mean scores for ease of understanding, effectiveness of the information content and the credibility of information and communication source.

Overall, respondents felt that the most positive information source was the Traf News with a total rating of 4.38. The highest individual mean score for this source was a very high 4.58 for ease of understanding, followed by 4.28 for effectiveness of information content and 4.27 for credibility of information. There was very little difference in opinion from town and rural respondents with gap ratings of between 0.05 and 0.18.

Rural respondents were more likely to be positive about the Traf News, particularly for credibility with a mean score of 4.40 compared to town residents who gave a credibility rating of 4.22.

The next information source to receive a very high overall mean score was the Local Mobile Library service with a 4.33 mean rating score, with residents rating the credibility of information as being most positive with a score of 4.43. Rural residents were very positive about the credibility of Local Mobile Library information giving it a rating of 4.58, being the highest rating score for all areas, compared to town residents with 4.36.

**Figure 5:**



Community Groups/Clubs also received a high overall rating of 4.03 although residents were slightly less positive about the effectiveness of information content with a score of 3.96. There was a town/rural rating gap of 0.21 for ease of understanding information from Community Groups/Clubs with town residents giving the higher rating of 4.13 compared to rural respondents at 3.92 mean score. Town residents were also more likely to rate the effectiveness of information content positively with a score of 3.99 compared to 3.89 for rural.

Local radio received a higher overall rating than local TV with an average score of 4.02 compared to local TV with 3.97. Higher ratings were also given for local radio for ease of understanding (4.16), effectiveness of information content (3.98) and the credibility of information (3.93). The largest gap for these two sources was for the credibility of information with local radio being rated at 0.25 higher than local TV. There were some differences in opinion between town and rural residents with rural residents being more positive about both of these sources particularly for ease of understanding the information.

Information collected from this survey suggested that most residents are comfortable with Word of Mouth as an information source although there were some differing opinions between the ease of understanding, effectiveness of information content and particularly the credibility of the information. Word of Mouth received an overall score of 4.01, with ease of understanding being most positively rated with a mean score of 4.24. Effectiveness of information content was rated with a score of 4.08 while the credibility of this information came in quite a bit lower at 3.71. Rural respondents tended to think that Word of Mouth was easy to understand with a score of 4.38 compared to town residents with 4.19, and that it was an effective form of

communication with a score of 4.29 compared to 4.00 for town residents. Town residents though, were not as optimistic about the credibility of the information, rating it at 3.65 compared to rural residents with 3.88.

Other local newspaper sources received an overall positive score with the LV Express rating the highest mean rating of 4.00, which was closely followed by Warragul Gazette at 3.96 and a lower rating for Moe/Narracan News at 3.78. All three local newspaper sources received a high mean score of between 4.10 to 4.17 for ease of understanding but less than 4.00 for effectiveness of information content and credibility. LV Express and Warragul News received similar ratings for credibility with 3.92 and 3.91 respectively while the Moe/Narracan News received a credibility rating of 3.68. Moe/Narracan News received a higher response rating from rural respondents for ease of understanding (4.23), credibility of information (3.90) and effectiveness of information content than for town residents. Town residents gave a higher rating for the credibility of information from the LV Express (3.99) and a score of 4.14 for ease of understanding of information in the Warragul Gazette.

All other information sources received a positive overall score: Noticeboards in supermarkets/shops (3.85), Flyers/Brochures (3.69), Internet/WWW (3.66) and Baw Baw Shire with the lowest score of 3.49.

Information and communication from the Baw Baw Shire Council received the lowest rating score (3.49), although this is still a positive rating. Effectiveness of the information content was the lowest overall mean score at 3.39 followed, by credibility of information (3.43) and the most positive rating for this source was for ease of understanding at 3.64. There were only very slight differences in opinion from town and rural residents with the largest gap rating being 0.06 for the credibility of information.

### **Effectiveness of communication products currently used – Age and length of residency**

The highest overall mean score rating of 4.77 for *ease of understanding* was given by persons aged 65+ years for Local Mobile Library followed by 4.71 for Traf News from persons aged 26-35 years. Internet/WWW had the lowest score for *ease of understanding* with scores of 3.20 and 3.57 from persons aged 65+ years and 36-50 years. Baw Baw Shire Council also received a low score of 3.57 from those age 51-64 years.

Persons aged 26-35 years rated the Traf News most positively for *Effectiveness of Information Content* with a score of 4.53 while those aged 36-50 years gave the lowest overall mean score of 3.14 for effectiveness of Baw Baw Shire Council information. This score of 3.14 was the lowest overall mean score rating for all age groups, information source, ease of understanding, effectiveness of information content and credibility of information.

The *credibility of information source* was seen most positively by persons aged 36-50 years for the Local Mobile Library (4.55) followed by those aged 26-35 years for the Traf News (4.41). A low credibility rating of 3.20 for Internet/WWW was given by persons aged 65+ years while those aged 51-64 years gave the low rating of 3.32 for Baw Baw Shire Council.

Newer residents to the Trafalgar community (0-5 years of residency) were most positive about all information sources with more of the highest mean score ratings for each source: 10/13 for credibility of information, 8/13 for ease of understanding. Effectiveness of information content only rated highest for 4/13 sources, although the other nine information sources rated the second highest mean score for effectiveness.

Tabulated mean score data by age group and length of residency is provided in the Appendices of this document.

#### **Baw Baw Shire Council:**

The highest average mean score was from persons in the 26-35 year age group with a rating of 3.64 closely followed by those aged 65+ years (3.62). Respondents within the 36-50 year age group gave the lowest average mean score of 3.35.

Persons aged 65+ years had the highest mean score ratings for ease of understanding and credibility of information provided by the Baw Baw Shire Council while those aged 26-35 years had the highest score of 3.69 for effectiveness of information content. The lowest mean scores were from persons aged 51-64 years for ease of understanding and credibility, and persons aged 36-50 years gave the lowest rating of 3.14 for effectiveness of information content. This score of 3.14 was the lowest overall mean score rating for effectiveness of communication products for all communication sources by age group.

Shorter term or newer residents (0-5 years) were more positive about information from Baw Baw Shire Council with scores of 4.04 for ease of understanding, 3.72 for effectiveness of information content and 3.96 for credibility while those who have been resident for 11-15 years gave the lowest mean rating scores of 3.35, 2.76 and 3.06. This score of 2.76 for effectiveness of information content was the lowest mean score rating across the board by length of residency for all information sources.

#### Local Mobile Library:

This information source received the highest overall mean score rating for ease of understanding (4.77) which was given by those aged 65+ years. Local Mobile Library was also seen as the most credible information source with a score of 4.55 from those aged 36-50 years.

Persons aged 65+ years gave very high mean rating scores for the Local Mobile Library service with 4.77 for ease of understanding, 4.38 for effectiveness of information content and 4.53 for credibility. Conversely those at the other end of the age scale, 26-35 years, gave the lowest mean score rating of 4.25 for ease of understanding, 3.88 for effectiveness of information content and 4.13 for credibility of information.

Those who have been resident for 11-15 years gave the highest mean score rating for ease of understanding (4.50) and effectiveness of information content (4.50) and second highest for credibility (4.60), while those who have been a Trafalgar resident for 5 years or less gave the highest credibility score of 4.78.

The lowest mean score rating of 4.30 was for ease of understanding from 0-5 year residents for ease of understanding, while those who have been resident for 6-10 years gave the lower scores of 3.50 for effectiveness and 4.00 for credibility.

#### Noticeboards in Supermarket/Shops:

All age groups gave positive mean score ratings of 4.00 or higher for Noticeboards, although ratings for effectiveness and credibility were all below 4.00.

Persons aged 26-35 years gave the highest rating for effectiveness with a mean score of 3.87 with the lowest of 3.48 from those in the 65+ year age group. Younger age groups, 26-35 years and 36-50 years, gave similar mean scores for credibility of Noticeboard information with 3.73 and 3.79 respectively, while those in the two older age groups were less positive with scores of 3.58 and 3.57.

Again it was newer residents who were most positive with scores of 4.42 for ease of understanding Noticeboards, 4.12 for effectiveness of information content and 4.00 for credibility of information. Persons who have been resident for 11-15 years gave lower scores with 3.83 for ease of understanding (the only residency group below 4.00), a very low 3.25 for effectiveness of information content and 3.38 for credibility.

#### Local TV (eg Prime, Win):

Persons aged 26-35 years gave the highest rating scores for ease of understanding (4.22), effectiveness of information content (4.11) and credibility of information (4.00).

Scores of above 4.10 was received from all age groups except those aged 36-50 years for ease of understanding of information on local TV. This age group rated Local TV with the lowest score 3.92 for ease of understanding, although this is still a positive rating. The lowest score for effectiveness of information content was from those in the 65+ year age group and persons aged 51-64 years rated the credibility of information at 3.62.

Persons who have been resident for less than 5 years gave the highest mean score rating for ease of understanding of 4.30 with the lowest score of 3.38 coming from those who have been a Trafalgar resident for

11-15 years. Effectiveness of information content and credibility of the information source was rate most positively by the newer residents with mean score ratings of 4.25 and 4.40 while those who have been long term residents (15+ years) gave the lowest scores: 3.86 for effectiveness of information content and 3.70 for credibility.

#### Word of Mouth:

All age groups rated Word of Mouth positively with a score of more than 4.00 for the ease of understanding and effectiveness of information content. The only exclusion was for those aged 36-50 years who gave the only score below 4.00 for effectiveness (3.86).

Although there were high scores from each age group for the ease of understanding and effectiveness of information content, the credibility of the information rated lower. Persons aged 26-35 years gave the highest credibility score of 3.83 followed by the 65+ aged group with 3.78, 51-64 years with 3.76 and the lowest score was from those aged 36-50 years at 3.52.

Again the newer Trafalgar residents gave the highest mean score ratings with 4.50 for ease of understanding, 4.33 for effectiveness of information content, and 4.26 for credibility. Persons from the 11-15 year residency group was once again less positive with scores of 3.89 for ease of understanding, 3.78 for effectiveness of information content while those who have been resident for 6-10 years rated credibility at 3.38.

#### Community Groups/Clubs:

Persons aged 65+ years gave Community Groups/Clubs the highest rating for ease of understanding (4.29), effectiveness of information content (4.13) and credibility of information (4.23) while those in the 36-50 years age group gave the lowest scores with 3.89, 3.69 and 3.89.

Community Groups/Clubs received varying mean score ratings from the length of residency groups with the newer and the longer term residents being most positive while those who have been resident for 6-10 years and 11-15 years giving the lower ratings for ease of understanding, effectiveness of information content and credibility of information source.

#### Traf News:

Across the board, Traf News received very positive mean score ratings of 4.19 and above for ease of understanding, effectiveness of information content and credibility of information, with the highest mean scores coming from those aged 26-35 years. The lowest mean rating score of 4.19 was received from persons aged 51-64 years for the credibility of information, followed by a score of 4.22 from persons aged 65+ years for the effectiveness of information content.

As with the age groups, all residency groups gave the Traf News positive scores for ease of understanding, effectiveness of information content and credibility of the information source. Persons who have been residents for 6-10 years gave the highest scores for ease of understanding (4.69), effectiveness of information content (4.44) and credibility of the information source (4.44).

#### Moe/Narracan News:

The Moe/Narracan News received mean score ratings of 4.00 and above from each age group for the ease of understanding the information although the effectiveness and credibility did not rate as highly.

Persons aged 26-35 years were most positive about the Moe/Narracan News with a score of 4.00 for effectiveness of information content while those aged 65+ years rated the effectiveness lowest at 3.30, followed by those aged 36-50 years with a score of 3.42. These same two age groups, 35-56 years and 65+ years, gave the lower credibility ratings with 3.59 and 3.30 respectively.

All residency groups rated the ease of understanding information in the Moe/Narracan News above 4.00 except for those who have been a Trafalgar resident for 6-10 years, although this group still gave a high rating of 3.94. Ratings for effectiveness of information content by residency groups were below 4.00 with the highest score of 3.95 from newer residents and the lowest being 3.44 from long term residents. Credibility of the information source received varying responses by each residency group with those who have been a resident for 0-5 years giving a mean score rating of 4.05 and long term residents of 15+ years giving a score of

3.56.

LV Express:

LV Express received similar mean score ratings to the Moe/Narracan News with the younger aged group, 26-35 years, being positive about this print media, although those aged 36-50 years gave the highest rating of 4.27 for ease of understanding compared to those aged 26-35 years with 4.12.

Persons aged 26-35 years gave a score of 4.13 for effectiveness of information content while those aged 65+ years gave the lower rating of 3.65. Credibility was rated most positively by the younger age group with a score of 4.12 while the older age groups, 51-64 years and 65+ years, gave the lower score 3.88, although this score would still be seen as a positive response.

All length of residency groups gave the LV Express scores of more than 4.00 for ease of understanding, with newer residents giving the highest rating of 4.39. The 0-5 years and 6-10 years residency groups were more positive overall with scores of more than 4.00 for ease of understanding, effectiveness of information content and credibility while those who have been resident for more than 11 years gave scores of less than 4.00 for effectiveness of information and credibility of the information content.

Warragul Gazette:

Persons aged 36-50 years gave Warragul Gazette the highest mean score rating of 4.41 for ease of understanding while those aged 51-64 years were less positive with a score of 3.87. Those in the 25-36 year age group gave a score of 4.10 for effectiveness of information content while all other age groups gave mean scores of less than 4.00 with persons aged 51-64 years giving the lowest score of 3.68. The credibility of the Warragul Gazette was rated highest by those aged 65+ years with a score of 4.12 and persons aged 51-64 years gave the lower score of 3.65.

Those who have been resident for 11-15 years gave the highest rating of 4.33 for ease of understanding although, they also gave the lowest scores for effectiveness of information content (3.60) and credibility (3.70).

Effectiveness for information content received the highest rating of 4.11 from the 6-10 year residency group while the 0-5 year residency group rated the credibility at a very high 4.88.

Internet/WWW:

Not surprisingly, the younger and older aged groups of respondents have very differing opinions about the Internet/WWW as a communication source. Persons aged 26-35 years gave the higher scores for ease of understanding 4.00, effectiveness of information content 4.00 and credibility of information 3.71, while those aged 65+ years gave the lowest scores of 3.20, 3.33 and 3.20.

Of note though, was responses given by those aged 51-64 years who were more positive than the next younger age group of 36-50 years. The 51-64 year age group gave the highest age group score of 4.09 for ease of understanding and second highest for effectiveness of information content (3.92) and credibility of information (3.55).

As with the age groups, the longer term residents were least positive about the Internet/WWW. This group rated ease of understanding at 3.50 while the 11-15 year residency group gave a score of 4.17. Effectiveness of information content received the highest rating from the 11-15 year residency group (4.13) and the lowest from the 15+ residency group of 3.64. The credibility of the Internet/WWW was rated very differently by each residency group with the new residents of 5 years or less giving the highest score of 4.89 and the 6-10 year residents rating it at 3.11 followed by the 15+ group with 3.38.

Local Radio (e.g. 3GG, 3TR, etc.):

Again it was the younger age group of 26-35 years who rated this information source most positively with scores of 4.50 for ease of understanding, 4.27 for effectiveness of information content and 4.33 for credibility. Local Radio received the lowest scores from persons aged 65+ years for ease of understanding and effectiveness of information content, while those aged 51-64 years rated the credibility at 3.70. Persons aged 65+ years had the second highest rating for credibility of 4.05.

Persons who have been residents of the Trafalgar community for 6-10 years gave local radio the highest mean score rating for ease of understanding (4.36), effectiveness of information content (4.31) and credibility (4.33). The newer residents of 5 years or less gave the lower scores for ease of understanding (4.00) and effectiveness of information content (3.89) while those who have been resident for 11-15 years gave the lowest score for credibility (3.70).

#### Flyers/Brochures:

Persons aged 65+ years were the only age group to give a score of below 4.00 for ease of understanding information in Flyers/Brochures with a score of 3.97. Persons aged 26-35 years rated ease of understanding at 4.20 followed by the 51-64 year age group with 4.10.

Effectiveness of information content and credibility received some varying scores by age group with persons aged 26-35 years giving the highest score of 4.00 for both. All other age groups gave scores below 3.50 with those in the 65+ age group giving the low score of 3.28 for effectiveness of information content while persons aged 36-50 years gave a score of 3.43 for credibility.

Flyers/Brochures were seen more positively by new residents who gave the highest mean score of 4.39 for ease of understanding and 3.90 for credibility, while those who have been resident for 6-10 years gave the highest mean rating score of 3.77 for effectiveness of information content. Although persons who have been a Trafalgar resident for 6-10 years gave the highest score for effectiveness they rated the ease of understanding lowest with a score of 3.64. Persons who have been resident for more than 15 years were not as positive about the credibility of Flyers/Brochures and rated this source at 3.35.

### **Section 4: Effectiveness of Communication Products Currently Used - Summary**

#### **Rating of Ease of Understanding information source**

Traf News was rated as the most easily understood information source with nearly all respondents rating it easy or very easy to understand. Other local newspapers were rated in a positive way with more than three-quarters of respondents stating that they are easy or very easy to understand, with the LV Express having the highest rating of very easy followed by the Moe/Narracan News.

Information provided by the Local Mobile Library was rated positively although there was only a small proportion of residents who responded to this question with most respondents indicating that they were unaware of the Local Mobile Library information or did not access the service.

Word of Mouth received a high rating for ease of understanding as did information provided by electronic media, local TV and local radio. Local TV was rated slightly higher than local radio. Information sought over the Internet receive a low rating although it must be understood that only half of the respondents indicated that they have access to the Internet in their home and this question was only answered by a low number of persons.

Community Noticeboards in supermarkets/shops and Flyers/Brochures were both rated as easy to understand by more than three-quarters of respondents with Noticeboards being rated as slightly more easy to understand than Flyers/Brochures.

The other source to receive a very positive rating was information provided by Community Groups/Clubs, while the lowest rating for ease of understanding was for information from the Baw Baw Shire.

#### **Rating of Effectiveness of information content**

As with ease of understanding, the Traf News received the highest rating for effectiveness of information content. The Local Mobile Library was rated a positive by nearly all respondents who responded to this question.

Local TV and radio both received ratings of over 70% with local TV receiving the higher rating for effectiveness of information content with 80% compared to 74% for radio. There was also a high response rate

for Word of Mouth as an effective form of communication for information content which was closely followed by Community Groups/Clubs.

Overall, local newspapers including: LV Express, Warragul Gazette and Moe/Narracan News, received varying ratings for effectiveness of information content. LV Express was rated most positively followed by Warragul Gazette.

Both Noticeboards in supermarkets/shops and Flyers/Brochures received positive ratings for ease understanding although there was a less positive response for effectiveness of information content, with Noticeboards rating 67% and Flyers/Brochures only 52%.

Baw Baw Shire Council information once again received the lowest score with only half of the respondents rating content of information as effective.

#### **Rating of the Credibility of Communication and Information Sources**

Residents felt that information from the Local Mobile Library was the most credible although it must be noted that this question/information source was responded to by only 61 respondents.

Traf News was held in high regard by the majority of respondents. Other local newspapers did not fare as well as the Traf News, although LV Express did receive a high response for credibility. The credibility of information in the Warragul Gazette received a slightly lower rating than the LV Express.

A very high credibility rating was received for information produced by Community Groups/Clubs. Local TV and local radio received similar credibility responses with TV being slightly more positive.

Although information provided via Word of Mouth was rated as being easy to understand and effective, respondents were less likely to rate it as credible.

The two more 'direct marketing' sources of information, Noticeboards in supermarkets/shops and Flyers/Brochures received only slightly positive ratings for credibility, with Noticeboards being slightly more positive.

Once again the level of confidence in the Baw Baw Shire was low with only half rating information provided as being credible. Less than half of the low number of respondents to the credibility of information from the Internet rated it positively with just over 38% being neutral. This data again must be used carefully due to the low number of responses.

## Section 5: Identifying Other Communication Products Not Currently Used

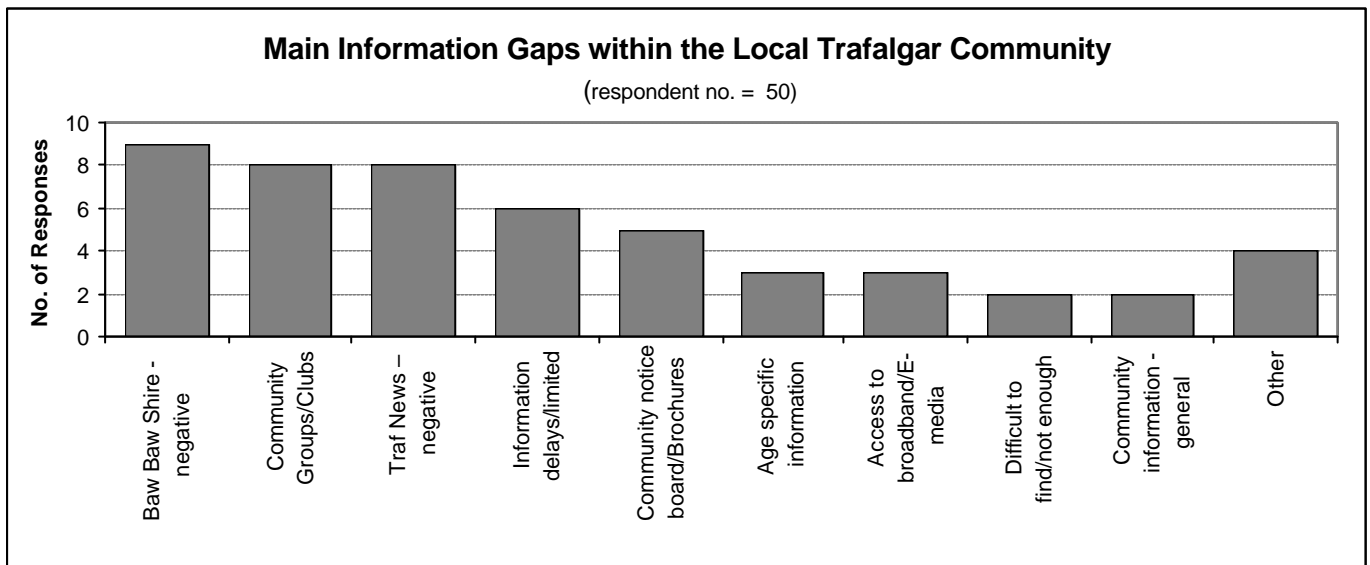
Respondents were asked to indicate where they believe the main information gaps exist within the local Trafalgar community and ways they feel these gaps can be overcome.

### Information Gaps

Of the 62 respondents who responded to the question about any information gaps that exist in within the Trafalgar community, 50 were able to nominate a particular gap, while eleven stated that there was not a gap and one person made the positive comment about the Traf News:

*There are no gaps – the Traf News has filled a big gap.*

Figure 6:



Respondents felt that the main source of the information gap was related to the Baw Baw Shire Council. Perceptions included that there is limited contact with council, particularly with the main office being located in Warragul and therefore creating a lack of recognition of Trafalgar. Respondents also felt the Council does not provide enough information about the locality and Shire information in general is lacking. Some comments about Baw Baw Shire Council included:

*Information gaps exist in the Shire because the Shire is centered in Warragul and they're not particularly interested in Trafalgar.*

*There is no Narracan Shire Council so there is limited recognition of services in Trafalgar.*

*Council does not give out information regarding the locality freely.*

Table 11: Main information gaps within the local Trafalgar Community

	No. of Respondents (n=62)
Baw Baw Shire - negative	9
Community Groups/Clubs	8
Traf News – negative	8
Information delays/limited	6
Community noticeboard/Brochures	5
Age specific information	3
Access to broadband/E-media transmission	3
Difficult to find/not enough	2
Community information - general	2
Other	4
Traf News - positive	1
There aren't any gaps	11

There were 8 respondents who saw a lack of interaction or 'cross-pollination' between all the Community Groups/Clubs and the community as an information gap. Issues that concerned respondents included situations where information is only relayed to members and at most times does not reach the general community. Comments relating to community groups and clubs included:

*Clubs – it seems that only their members and close outsiders know about events.*

*Getting better communication between the schools and the town itself. Lions/Rotary only really communicate with their own age.*

*I would like to see more sporting information available. What events are on and where they are being held so that the wider community is aware. Not just football and netball - include soccer, hockey etc.*

Although the Traf News received very favourable ratings as an effective communication source, not all respondents were positive. Some of the information gaps attributed to the Traf News included that it should be published more regularly, it should be more available to the rural community and that the information is dated and not up-to-the-minute. Comments about the Traf News included:

*The local paper is voluntary and comes out monthly. There's nowhere to advertise weekly.*

*The Traf News is unfortunately not representing current news. Due to its limited publication it tends to focus on past news and not upcoming news.*

One respondent also felt that the standard was not that high with the comment:

*The Traf paper is written like a Year 11 newsletter. It's just a gossip magazine.*

A delay in getting information into the community was an issue for 6 respondents, particularly for rural residents. These delays also cause the problem of information being out-of-date by the time the community receives it, as suggested by the comment:

*The time it takes notices or information to advertise what is on to get to the community is too long. There is a definite time lag. People need a lot of notice to plan their time ahead and what events they will take part in.*

Residents also made comments about the community noticeboard, or lack of, to display information and that there are not enough flyers and brochures produced. One resident suggested that the hotel would be an appropriate area to display or distribute information. There were also issues relating to age groups, particularly information for the youth, and that there is not enough general community information available. There were three respondents who stated that there is limited or slow broadband access and also that it is difficult to pick up local television and radio transmissions.

Other issues included:

*People do not congregate socially in large groups as they used to. Information used to be passed on by Word of Mouth in this way.*

*Individual needs.*

*I don't know a lot about what's happening in the area.*

*Me! - Working 5 days a week I don't have a lot of contact. It's my own fault if I don't know.*

A full list of comments is provided in the Appendices of this document.

Following is a table of the 5 most frequently mentioned information gaps by each age group and the length of residency groups. Persons aged 18-25 years did not provide any sources for information gaps. Due to the low number of responses it is difficult to draw any significant conclusion from this data, although those who have

been resident for more than 15 years and/or are aged between 51-64 years more able to indicate an information gap within the Trafalgar community.

**Table 12: Top 5 Information Gaps within the local Trafalgar Community by age group/length of residency**

	Age group				Length of residency				Total
	26-35 years	36-50 years	51-64 years	65+ years	0-5 years	6-10 years	11-15 years	15+ years	
Baw Baw Shire - negative	2	3	3	1	1	1	2	5	9
Community Groups/Clubs	1	4	3	-	1	1	1	5	8
Traf News – negative	-	3	3	2	2	-	1	5	8
Information delays/limited	-	2	3	1	2	-	1	3	6
Community noticeboard/Brochures	1	-	2	2	1	1	-	3	5
There aren't any gaps	2	1	2	6	-	1	1	9	11

## Section 5: Identifying Other Communication Products Not Currently Used - Summary

### Information Gaps

Respondents felt that the main source of the information gap was related to the Baw Baw Shire followed by Community Groups/Clubs and their interaction with each other and the community as a whole.

The information gaps attributed to the Traf News included that it should be published more regularly, it should be more available to the rural community and that the information is dated and not up-to-the-minute. A delay in getting information into the community was an issue for some respondents, particularly for rural residents. These delays also cause the problem of information being out of date by the time the community receives it.

Residents also made comments about the community noticeboard, or lack of, to display information, and that there are not enough flyers and brochures. There were issues relating to age groups, particularly information for the youth and that there is not enough general community information available. There were further suggestions that there is limited or slow broadband access and that it is difficult to pick up local television and radio transmissions.

### Ways to overcome information gaps

After indicating that there were some information gaps, respondents were then asked to suggest a way of overcoming these gaps. There were 50 respondents who could identify an information gap or the source of the gap, but not all respondents could suggest a solution for improving information delivery.

**Table 13: Suggested ways to overcome the main information gaps**

	No. of Respondents (n=39)
Traf News	10
Community noticeboard/Brochures/Flyers	8
Other newspapers	5
Community Groups/Clubs	4
Baw Baw Shire	3
Broadband/E-media	3
Get involved	2
Decrease delays/Word of Mouth	1
Other	1
Don't know	2

There were 39 suggestions for improving or overcoming any perceived information gaps with the majority being related to the Traf News. Suggested information gaps about the Traf News were mostly associated with how regularly the paper is produced and, naturally, the suggestions made for overcoming or improving these gaps included publishing the paper on a more regular basis or even on a weekly basis. Residents also

suggested that the Traf News should have more information content and that it should be delivered to rural areas. Comments about regularity and information content included:

*Add information to the Traf News about what's happening in the area.*

*Have a Trafalgar paper weekly.*

Although respondents suggested that the Traf News should be produced more frequently and that there should be an increase in the information content, they were also aware that there is limited funding available and made suggestions that if there was more funding it could expand. Suggestions included:

*The Traf News is a good start and I realise that funding is a problem, but it needs to get bigger.*

*Better use of Traf News, or put more into it. More funding for the Traf News.*

'Other' newspapers were commented on as being an option for improving the information gaps. Two suggestions related to the Warragul Gazette and included the suggestion that it should be delivered to rural areas and that it should include more information about Trafalgar. Other suggestions included:

*More advertising and articles in papers.*

*Get the youth involved to create their own paper – maybe a competition.*

Although respondents indicated only 5 types of information gaps relating to Community Noticeboards/Brochures/Flyers there were 8 suggestions of using this source to overcome gaps in the Trafalgar community. Suggestions included: putting up some Noticeboards and ways that the noticeboard should be designed to reduce vandalism, such as:

*The community noticeboard had a glass front and it used to be vandalised and that's why it stopped. They could have poly carbon or plastic for future Noticeboards.*

Nine respondents suggested that information gaps were related to the Baw Baw Shire Council but only three suggestions were made on how these gaps could be improved. Two of these suggestions indicated that residents felt that there was not enough local interaction between Council and the Trafalgar community including:

*More time given to issues outside of Warragul township.*

*Introduce Narracan Shire Council once again. Local people become local councillors. We need reports of council meetings.*

There were five comments relating to sending/ mailing out information using flyers and brochures, including:

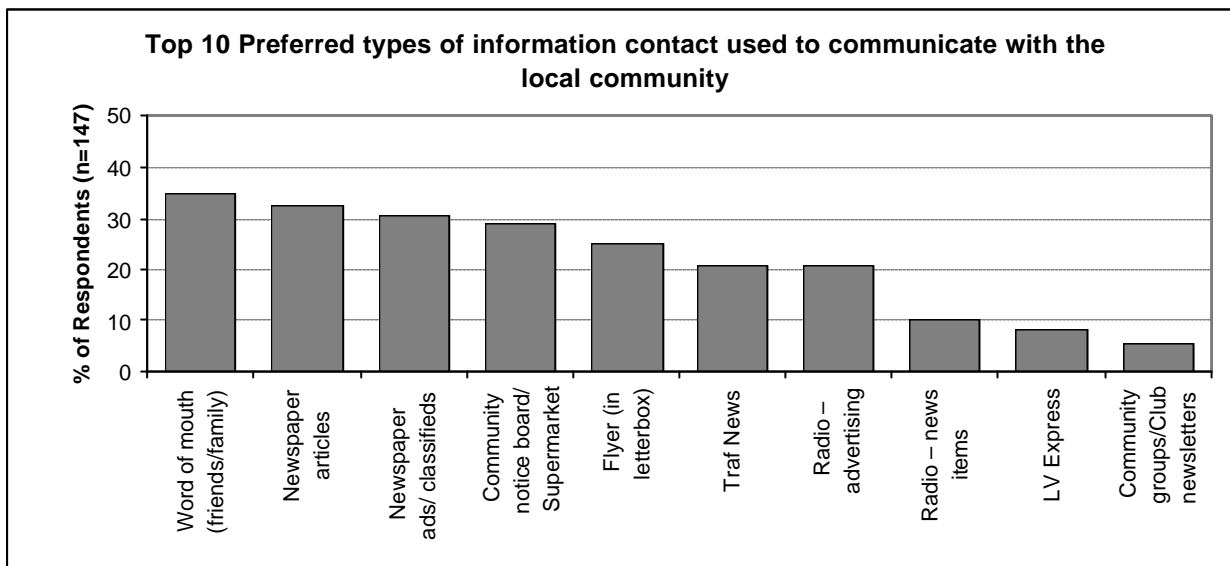
*The information gaps can be overcome by flyers and mail drops.*

Other ways respondents felt that information gaps could be overcome included better use of the Internet or web sites, use of local radio and improved broadband access. Use of Word of Mouth more effectively and simply asking questions and getting involved in the community were also suggested as ways of overcoming any information gaps within the Trafalgar community.

## Section 6: Preferred Types of Information Contact to Communicate with the Community

Residents were asked to state the three main types of information contact they would use if they wanted to communicate with the local community and then rank them in order of preference. All (n=147) respondents could nominate at least one type of information contact, 85% nominated two and almost three-quarters could nominate a third preference.

Figure 7:



This high proportion of people who could nominate three types of information contact could indicate that residents are aware of many different ways to communicate with the community if they needed or wanted to. The preferred types of information contact nominated may also suggest that residents are aware of any current restraints there are and of the benefits of being part of a smaller community, with the emphasis being on “community”. Although the sources or types of information contact nominated may be suitable for this community they may not be transferable or as effective for a larger population.

Table 14: Preferred types of information contact used to communicate with the local community

	First Preference No.	Second Preference No.	Third Preference No.	Total Preferences No.	% of Respondents (n=147)
Word of Mouth (friends/family)	21	10	20	51	34.7
Newspaper articles	31	14	3	48	32.7
Newspaper advertisements/ classifieds	24	15	6	45	30.6
Community noticeboard/ Supermarket	10	22	11	43	29.3
Flyer (in letterbox)	13	11	13	37	25.2
Traf News	15	10	6	31	21.1
Radio – advertising	9	10	12	31	21.1
Radio – news items	3	5	7	15	10.2
LV Express	3	2	7	12	8.2
Community groups/Club newsletters	1	2	5	8	5.4
Television news reports	3	1	3	7	4.8
Posters in public places	4	-	2	6	4.1
Warragul Gazette	1	3	-	4	2.7
Community groups/Club meetings	1	1	1	3	2.0
Moe/Narracan News	-	3	-	3	2.0
Internet/WWW – general site	-	1	1	2	1.4
Yellow pages	1	-	-	1	0.7
Internet/WWW – Trafalgar site	-	1	-	1	0.7
Other	7	16	12	35	23.8

Overall, the most preferred or perceived effective type of information contact was Word of Mouth which was nominated by more than one-third of residents, although there were a large proportion who would use this as a third preference after using a more 'formal' means of communication. As mentioned earlier, getting information out quickly or on time to a range of residents can be a difficult task for keeping the community informed, but as suggested by the following comment:

*.... Use general Word of Mouth more effectively eg. Shops/supermarkets ie, retail assistants*

Word of Mouth could be seen as an acceptable means of information source as most community members would have contact with commercial establishments within the township and therefore information could be passed on more efficiently.

Although Word of Mouth is overall the most preferred means of communicating information, as a first preference residents would more likely use print media (143 nominations) as a more formal type of advertising and creating awareness. Newspaper articles was nominated by 33% of respondents overall, with just over 20% stating that this would be their first preference, followed by newspaper advertisement/classified ads with a first preference of 16% or 31% overall. Traf News was also seen as an effective way of communicating information with 31 respondents (21%) nominating this source, of which half would use it as a first source of contact.

Nominated newspapers included: LV Express, Warragul Gazette and Moe/Narracan News, with respondents more likely to use the LV Express (8% of respondents) rather than the Warragul Gazette (3%) or the Moe/Narracan News (2%). It is feasible to suggest that some respondents who nominated 'newspaper articles/advertisements/classifieds' may also be referring to one or all of the named newspapers ie. LV Express, Warragul Gazette and Moe/Narracan News.

Direct marketing or advertising, such as flyers or brochures in letterboxes, was also seen as an effective way of contacting the community, with one quarter of respondents nominating this information type. The other form of communication, which focuses on the 'central hub' or frequently accessed areas in a smaller community, is the use of a community noticeboard. This communication source was mentioned 43 times, although using a community noticeboard would more likely be a second preference. All of these types of communication sources or preferences may relate back to the issue of timeliness and accessibility, as with Word of Mouth, which tends to get messages out in a much quicker manner and reach a wider audience.

E-media is not embraced as a preferred option when compared to hard-copy visual advertising. Although there was 46 nominations overall for radio advertising or radio news items, it was seen more as a second or perhaps third option. If residents were to use radio as a communication/information source they would more likely use advertising rather than a news item. Television was an unlikely means of communication which was nominated by only 7 respondents. This low preferred usage would most likely be attributed to the limited access to local television which is reinforced by comments such as:

*Because we don't get local television we miss a lot and the papers don't always cover everything like advertising and events.*

Internet usage, either a general site or a Trafalgar specific site, was nominated by only 3 respondents, and only as a second or third option. Again this low preference may be due to low numbers of respondents who have access in their home or the limited or slow broadband access as suggested in comments such as:

*Get Telstra broadband – we need it*

*I believe Internet access is woeful – too slow.*

Only 11 respondents nominated providing information through Community Groups/Clubs by meetings and newsletters as a preferred source. The low usage of this type of communication may be attributed to membership and the types of information people want to distribute. It would be more likely that this source would only be used by clubs/groups when reporting to their members and not the general public. When

reporting to the community they would be more likely to use other forms of communication such as posters or 'public' advertising, when promoting either their group/club or a special event.

Suggestions in the 'Other' category of ways residents communicate with the community included the use of telephones, distributing information through schools/newsletters, placing flyers in supermarkets (as opposed to a noticeboard), using the library (not specifically the mobile service) or contacting council directly.

### **Top 10 Preferred types of information to communicate by age group and length of residency**

#### Word of Mouth:

Around 38% of persons in all age groups except for those aged 36-50 years, nominated Word of Mouth as a preferred communication source while 26% of those within the 36-50 year age group nominated this source. This was also a preferred source for 35% of those who have lived in Trafalgar for less than 5 years and 40% who have been a resident for more than 15 years. More than half of the 51 preferences for Word of Mouth was from those who have been resident for 15+ years with 34 nominations.

#### Newspaper articles:

Persons aged 26-35 years had the highest group proportion for using newspaper articles with 44%, while those aged 51-64 years had a group proportion response of 28%.

Again it was the longer term residents who most preferred this type of information source with 29 nominations of the total 48, although these 29 preferences accounted for 34% within that residency group. The highest residency group proportion was from those who have lived in Trafalgar for 0-5 years with 41%.

#### Newspaper ads/classifieds:

This was a preferred source from persons who are aged 51-64 years old with 46% from that age group while there was only around a 22% proportion of responses from those aged 26-35 years and 65+ years. Persons who have been resident for 11-15 years had a 56% response from that residency group followed by 41% from those who have been resident for 6-10 years.

#### Community Noticeboards in supermarket/shops:

Around one third of persons from each age group, excluding those aged 51-64 years nominated community Noticeboards, while 26% of those in the 51-64 year age group mentioned this information source. Over half (59%) of persons who have been resident for 6-10 years nominated community noticeboard while only 10% of the newer residents stated the same source.

#### Flyer (in letterbox):

This was a preferred source from persons who are aged 26-35 years old with 44% from that age group while there was only a 14% proportion of responses from those aged 65+ years. Persons who have been resident for 6-10 years had a 35% response from that residency group while there was between 21% and 28% from the other resident groups.

#### Traf News:

There were 13 mentions of the Traf News from persons aged 36-50 years, being 28% of that age group. It was also the longer term residents who were most likely to nominate this source with 18 of the 31 preferences, although the highest proportionate group was those who have lived in Trafalgar for 6-10 years with 35%.

#### Radio advertising:

All age groups, excluding those aged 26-35 years, nominated radio advertising 9 time each being around 20% of persons in each group. The majority of preferences came from those who have been resident for 15+ years with 21 of the 31 total preferences, which accounted for 24% of that residency group.

#### Radio news items/LV Express/Community groups newsletter:

There were only small numbers of total preferences for these information types, although they were more likely to be nominated by persons aged 36-50 years and long term residents of 15+ years.

Tabulated data by age group and length of residency is provided in the Appendices of this document.

**Section 6: Preferred Types of Information Contact to Communicate with the Community - Summary**

Overall, the most preferred or perceived effective type of information contact was Word of Mouth although as a first preference residents would more likely use print media as a more formal type of advertising and creating awareness of information. Newspaper articles was nominated by 33% of respondents overall, followed by newspaper advertisement/classified ads. Traf News was also seen as an effective way of communicating information.

Nominated newspapers included: LV Express, Warragul Gazette and Moe/Narracan News, with respondents more likely to use the LV Express rather than the Warragul Gazette or the Moe/Narracan News.

Direct marketing or advertising, such as flyers or brochures in letterboxes, was also seen as an effective way of contacting the community as was the use of a community noticeboard.

## Section 7: Types of Information that would assist to become more involved in the Trafalgar Community

The progress of a small community is very much reliant on community involvement and interaction. In an effort to find out how residents could become more involved, respondents were asked to suggest what types of information would assist them in creating or improving involvement in the Trafalgar Community.

There were a total of 47 respondents who answered this questions although, there were three respondents who stated that they were already involved and another who said that Trafalgar already has a good response from the public. Two other respondents stated that they either don't want to or can't get involved. The following comment suggests that people who work, particularly full time, have limited time available for involvement:

*If you work full time, there aren't many avenues for people to join in. There are people that like to do the work but don't like being on committees.*

By removing these 6 comments, it leaves 41 suggestions of the types of information that would assist in increasing community involvement.

**Table 15: Information to become more involved**

	No. of Respondents (n=47)
Community directories	8
Calendar of events/Brochures/Flyers	7
Baw Baw Shire	5
Public meetings/forums	5
Traf News	4
Be pro-active/be aware	4
Health and welfare services	3
How do I get involved?	3
Internet availability	1
Community noticeboard	1
Can't/Don't want to get involved	2
Already involved	3
Positive comment	1

The most prominent comments/suggestions related to the availability of community directories including lists of Community Groups/Clubs, listings printed in newspapers, listings of local organisations and of children's activities and groups.

A similar information source was the suggestion of the production of a calendar of events and meetings, advertising or listings of sporting events/news, club news and group activities, and distributing this information through flyers and brochures.

Residents also felt that if they were more informed of council proceedings they could become more involved, as indicated by one respondent with the comment:

*A better idea of the structure of the Baw Baw Shire – recreational facilities especially. The history of other attempts in establishing recreational facilities in the area and where they had problems.*

Some respondents stated that they would like council to hold public forums and be more open with the community and provide access to council minutes and historical documents relating to town planning and developments.

Three respondents mentioned that information on Health and Welfare services would assist them, such as childcare centre information, information on how to raise children and mental health care information.

Information on developments through public meetings/forums would also be of assistance to residents to become involved. Information provided should include current affairs, sport and business information, tourism information and more general knowledge of the local community.

Use of the Traf News as an information source was recognised by four respondents as a way of keeping informed and assist with community involvement. One respondent said:

*Already very actively involved, but if I wasn't I would read the Traf News to see what is on.*

Being pro-active, contacting the TCDA and staying aware of what is going on was suggested by four respondents. There were a further three respondents who stated that they wanted information on how to get involved or to be a volunteer. One respondent stated:

*Volunteer opportunity – and what's involved and what the aim is, commitment level.*

One respondent stated that there is a need for a very effective noticeboard, while another wanted to know about the opportunities of accessing/using the Internet.

Due to the low number of suggestions, it is not possible to cross tabulate data by age group or length of residency.

### **Section 7: Types of Information to assist becoming more involved in the community - Summary**

The most prominent comments/suggestions related to the availability of community directories including lists of Community Groups/Clubs, listings printed in newspapers, listings of local organisations and of children's activities and groups. A similar information source was the suggestion of the production of a calendar of events and meetings, advertising or listings of sporting events/news, club news and group activities, and distributing this information through flyers and brochures.

Residents also felt that if they were more informed of council proceedings they could become more involved in the community while some respondents state that they would like council to hold public forums and be more open with the community and provide access to council minutes and historical documents relating to town planning and developments.

Use of the Traf News as an information source was recognised by some respondents as a way of keeping informed and assists with increasing community involvement. Other suggestions for keeping informed included: being pro-active, contacting the Trafalgar Development Group and staying aware of what is going on, while others stated that they wanted information on how to get involved or to be a volunteer and that there is a need for a very effective noticeboard.

## Section 8: Comments about communication needs within the Trafalgar Community

Respondents were invited to make further comments about communication needs in the Trafalgar community, of which 25 took up the opportunity.

A number of these comments were very positive, indicating pride in their community and some particular community groups and organisations. Some of these comments included:

*It's a good little town and I'm very happy here.*

*I think we must praise the people behind the Traf News because for a group of volunteers they do an excellent job and it really helps.*

*TCDA are doing a great job.*

*Traf News has filled a huge gap. The Chamber of Commerce is a wonderful help.*

*The Shire Services booklet that is put out is excellent.*

Comments also suggested that public meetings/forums should be held occasionally to assist in keeping the community informed of developments and community services.

**Table 16: Further comments about communication needs**

	No. of Respondents (n=25)
General positive comment	4
Traf News – positive	2
TCDA - Positive	1
Chamber of Commerce – positive	1
Shire services booklet – positive	1
Hold public meeting/Forums	2
Continue with community events	1
General negative comments	
Broadband/Internet café	3
Newspapers – negative	3
Use E-media	2
Small community centric	2
Need change of direction/more informed	2
Other	1

There were 11 negatively phrased comments about communication needs or gaps within the Trafalgar community. Two respondents suggested that there was a need for access to broadband connection or that the service should be faster, while one respondent suggested the establishment of an Internet Café.

Suggestions and comments were also made regarding the use of the local radio for promotion of Trafalgar and that a media liaison officer should be appointed for promotion of the township.

Three respondents made negative comments about newspapers including that “there is not information about Trafalgar in the paper”, “none of the local papers are any good” and that “there should be more ladies sports news”.

Other comments suggested that there are difficulties accessing information in small communities, including:

*All small communities suffer from a communication gap, especially rural communities. People who live in isolated areas will always miss out.*

*It's very hard for new people to get into groups and break into the community. They find it hard to do so.*

Two respondents suggested that the town/community was heading in the wrong direction and that “you need to look more broadly”, while another felt that the community needed to be kept informed of developments to assist in making decisions for future growth.

There was one respondent who said that they did not have any additional comments about the communication needs in the community but respond with:

*No, but if I wanted my voice to be heard I could make it.*

## **Section 9: Recommendations and suggestions**

Trafalgar is a community that relies heavily on local contact for communication and information sharing. This information sharing is evident through the comments and preferences for relying on Word of Mouth and suggestions of accessing information through a community noticeboard. There are some community concerns relating to timeliness of the provision or advertising of information and inclusiveness of all community members, particularly rural residents.

Following are suggestions and recommendations of ways to improve communication within the Trafalgar community. This list is not exhaustive, although the researcher feels that all or most of these suggestions should be considered as a feasible starting block for developing an effective communication strategy for Trafalgar. Through further community consultation, particularly with retail and commercial organisations and key members of community groups, additional recommendations or suggestions may arise.

*\*note: Recommendations and suggestions are not listed in any preferential order.*

1. A community noticeboard to be installed as a high priority.
2. Continue with production of the Traf News. Expand information content and make provisions for all community members to access this paper. Invite increased participation from community members to include articles and information.
3. Ensure that all advertising or delivery of information is delivered in a timely manner.
4. Efforts should be made to ensure that distribution of information be inclusive of all residents, particularly rural residents.
5. Produce a community directory that lists community groups, clubs and organisations and distribute to all households within the Trafalgar district.
6. Develop and distribute a calendar of events and meetings of the community clubs and groups. This could be done on a quarterly basis and be included in the Traf News. Information should be displayed through Posters/Flyers on a community noticeboard.
7. The TCDA continue to develop and advertise its new website and encourage businesses, clubs, schools and other organisations to utilise it as a communication source.
8. Develop mechanisms for the community's clubs and organisations to interact with one another on a regular basis. Initial co-ordination could be undertaken by the TCDA and then continued by the clubs themselves.
9. Community to lobby for improved local television coverage.
10. Community to lobby for expanded or improved broadband access
11. Encourage Baw Baw Shire Council to work with the TCDA to improve its communication with and between the Trafalgar community.
12. Council to hold public forums on matters affecting the community.

# APPENDICES

## Appendix 1: Information Gaps within the Trafalgar Community – comments

### **Baw Baw Shire - negative**

- People who don't read or listen to radio, end up ringing the Council for everything.
- Shire information is lacking.
- Council does not give out information regarding the locality freely.
- Between the Shire and the community and between community groups.
- The information gap exists between the local Council. Rural properties need the Warragul Gazette.
- Information gaps exist in the Shire, because the Shire is centered in Warragul and they're not particularly interested in Trafalgar.
- Communication between the Baw Baw Shire and the community is not at all good - eg. local groups, sporting clubs are not able to communicate easily with the Shire. The Shire is not as forthcoming as it used to be.
- No immediate contact with the Baw Baw Shire if you have a problem - limited communication with no main office in Trafalgar.
- There is no Narracan Shire Council so there is limited recognition of services in Trafalgar.

### **Community Groups/Clubs**

- Not enough information between groups.
- More interaction and co-ordination between community groups.
- Clubs - it seems that only their members and close outsiders know about events.
- Yes, if you're not a member of a committee or community group, you may miss out on what's happening in the community.
- Certain people don't encourage me to join groups, maybe because of different "social status" and being "left out".
- Too many separate groups that don't necessarily communicate within other groups eg. young mums may only mingle with other kinder mums.
- Getting better communication between the schools and the town itself. Lions/Rotary only really communicate with their own age.
- I would like to see more sporting information available. What events are on and where they are being held so that the wider community is aware. Not just football and netball - include soccer, hockey etc.

### **Age specific information**

- There is a gap in information needed for people between 18-25 regarding local events etc.
- Probably within Youth Services I know very little about what goes on in Trafalgar.
- More youth orientated media information and elderly citizen focused papers.

### **Community noticeboard/Brochures**

- There is a need for a central noticeboard in town or a newsletter to inform the local community on what's going on rather than the same information from a different media.
- Between flyers and brochures, there's not enough of them. Not enough Noticeboards either.
- If you had a noticeboard, you would look at it, but there's no Noticeboards.
- The Community Noticeboard used to be on the newsagents' wall - it would be good if they establish it again.
- Information at hotel.

### **Traf News - Negative**

- The Traf News.
- The Traf paper is written like a Year 11 newsletter. It's just a gossip magazine.
- There's no serious local paper.
- Regular delivery to all rural properties of the Traf News.
- The local paper is voluntary and comes out monthly. There's nowhere to advertise weekly.
- There's a community problem with getting up to date information, especially as the Traf News comes out only once a month.
- The Traf News, because it only comes out once a month. Sometimes the information can be a little outdated.
- The Traf News is unfortunately not representing current news. Due to its limited publication it tends to focus on past news and not upcoming news.

### **Information delays/Limited**

- Information is delayed at times getting to the local community.
- Information is late getting to us so it's no longer up to date.
- The time it takes notices or information to advertise what is on to get to the community is too long. There is a definite time lag. People need a lot of notice to plan their time ahead and what events they will take part in.

- Information gets lost if you're not a local.
- Yes - people who live out of town on rural properties miss out on information.
- Not enough access to information for people in rural Trafalgar.

#### **Access to broadband/E-media transmission**

- Because we don't get local TV we miss a lot and the papers don't always cover everything like advertising and events.
- Don't have Broadband Internet.
- There's a gap in Trafalgar's ability to receive ABC radio. We can't pick it up on our radio and I think it is very informative.

#### **Difficult to find**

- It's difficult to find out what's going on locally.
- Not enough detail or follow up.

#### **Community information - general**

- I find the communication other than by Word of Mouth is very limited. Only being new to the area and wanting to develop the recreational facilities, I struggle to find out information.
- I haven't heard anything recently about the progress of the proposed community bank.

#### **Traf News - positive**

- There are no gaps - the Traf News has filled a big gap.

#### **There aren't any gaps**

- There are no gaps x 8
- There are no major gaps.
- None really.
- There is none - the Trafalgar community is well catered for.

#### **Other**

- Me! - Working 5 days a week I don't have a lot of contact. It's my own fault if I don't know.
- I don't know a lot about what's happening in the area.
- Individual needs.
- People do not congregate socially in large groups as they used to. Information used to be passed on by Word of Mouth in this way.

## **Appendix 2: Ways to overcome the information gaps within the Trafalgar Community – comments**

### **Baw Baw Shire**

- It's the Councils responsibility to ensure that information is made easily available to the public.
- We need to have a good local paper.
- More time given to issues outside of Warragul township.
- Introduce Narracan Shire Council once again. Local people become local councillors. We need reports of Council meetings.

### **Community Groups/Clubs**

- More community minded people and meetings that can involve more clubs.
- Leaders of these groups to have a forum to discuss ways of working together.
- Information nights and web sites.

### **Community Noticeboards/Brochures/Flyers**

- Mail-outs to rural properties.
- When something's on, put more information out to people.
- Newsletters getting sent out would be good.
- Perhaps more flyers in letterboxes or more information in the Traf News.
- Signals.
- These information gaps can be overcome by flyers and mail drops.
- The Community Noticeboard had a glass front and it used to be vandalised and that's why it stopped. They could have poly carbon or plastic for future Noticeboards.
- They could put up some Noticeboards.

### **Traf News**

- Local paper, Word of Mouth.
- The Traf News could be weekly and there could be more articles in it.
- We need a more regular Traf News.
- More regular publications of the Traf News (more than once a month).
- I think they need to try and put it out a bit more often, even once every two weeks.
- Have a Trafalgar paper weekly.
- Have representatives from the local schools in the community groups as well. Have a representative from each group in the community (school, church, Rotary etc.) attend community development meetings for publicity and communication.
- Add information to the Traf News about what's happening in the area.
- The Traf News is a good start and I realise that funding is a problem but it needs to be bigger.
- Better use of the Traf News, or more input into it. More funding for the Traf News.
- Ensure that the Traf News is delivered to all rural properties as well.

### **Other newspapers**

- Get the youth involved to create their own paper - maybe a competition.
- Get the Warragul Gazette delivered to rural properties.
- More advertising and articles in papers.
- More information about Trafalgar is needed in the Warragul Gazette.

### **Broadband/E-media**

- Local radio would assist. The Traf News is doing a great job, it really focuses on the town.
- Better use of the internet web sites.
- Get Telstra Broadband - we need it.

### **Decrease delays/Word of Mouth**

- Get out information more quickly. Use general Word of Mouth more effectively eg. shops/supermarkets ie retail assistants.

### **Get involved**

- The information gap can be overcome by being concerned, having an interest or asking someone.
- Make the average person look past the narrow mindedness of the community and look towards the bigger picture. The Baw Baw Shire needs to pay attention to giving credible information.

**Other/Don't know**

- I'd go looking - I know where to find it.
- I don't know really.
- I don't know.

### **Appendix 3: What information would benefit you if you wished to become more involved in the Trafalgar community? – Comments**

#### **Baw Baw Shire**

- More information about what's going on with the Shire.
- A better idea of the structure of the Baw Baw Shire - recreational facilities especially. The history of other attempts to establishing recreational facilities in the area and where they had problems.
- More about the Council itself, the politics of the Council and how they come to make their decisions. Public forums are good but have some in Trafalgar re the working of the Shire.
- Council minutes, public forums. More information from Council about what's going on and Council processes. More openness from Council, instead of hiding behind closed doors.
- More regular information about when bins need to be put out etc., because they keep changing it and people get mixed up.

#### **Public meetings/forums**

- When and where meetings are held.
- Work going on in the area.
- Current affairs, sports information and business information.
- More general knowledge of the local community in order to make informal decisions.
- I'd be interested to know the traffic flow through the town. What is encouraging people to stop whilst driving through Trafalgar -- eg. what are they looking for, what are their needs?

#### **Community Directories**

- A community directory relevant to Trafalgar.
- More information on who's who in the community and how to contact local groups.
- Community groups.
- I'd like more information on various community groups that you can join.
- A concise paper - whole range of community groups, all in one section.
- What's in the shops.
- I'd like a list of local organisations and their contact numbers.
- Types of groups and activities available especially for the kids.

#### **Internet availability**

- Internet - availability of computers. Sports available in town. I do most things in Moe.

#### **Calendar of events**

- Information on public meetings and sporting events.
- Being kept aware of all community events. A town calendar of all meetings and upcoming events.
- Flyers/Brochures of local activities.
- More information than what's out there on group activities.
- See what information clubs are giving out. Get information about all local clubs to see what's happening.
- More information on sport.
- I'd like to know more about sporting events. I want to know how to join tennis or basketball.

#### **Community noticeboard**

- Need a very effective noticeboard like we used to have at the newsagents.

#### **Health and welfare services**

- Information on bringing up kids.
- Health care, in particular mental health. I suffer from a mental health condition and there seems to be very little information around.
- There's a lack of childcare centres here. Any information on childcare would be a benefit for all mothers.

#### **Traf News**

- Already very actively involved, but if I wasn't I would read the Traf News to see what is on.
- More information in the local paper.
- A continuation of what the Traf News is putting out - what's planned.
- The Traf News tends to concentrate on news that has happened and not so much on upcoming events.

#### **Be pro-active/be aware**

- Go places myself and see who I am for voluntary work - make self known.
- Get in touch with the development group.
- I would be pro-active and look for information myself.
- Have a general awareness of what is going on in the town. The development in the town is going well.

**How do I get involved?**

- More detail of what is involved and details of functions.
- I'd like to know more ways to contribute to the community without being judged. Lots of places that you join feel like you have to prove yourself first before you're welcome.
- Volunteer opportunity - and what's involved and what the aim is, commitment level.

**Already involved**

- I am already involved in the Trafalgar community.
- I am already involved.
- I am happy with the information that is provided so far. I am already involved in the community and don't wish to do anymore as I'm elderly.

**Can't/don't want to get involved**

- If you work full time, there aren't many avenues for people to join. There are people that like to do the work but don't like being on committees.
- Too old!

**Positive comment**

- Trafalgar seems to have a really good response from the public.

## **Appendix 4: Further comments about communication needs within the Trafalgar Community**

### **General positive comment**

- The communication needs within the Trafalgar Community are spot on!
- Overall it's not too bad.
- The opportunities are there to communicate if we need to.
- It's a good little town and I'm very happy here.

### **Traf News - positive**

- The Traf News is a "beauty".
- I think we must praise the people behind the Traf News because for a group of volunteers they do an excellent job and it really helps.

### **Other positive comment**

- TCDA are doing a great job.
- Traf News has filled a huge gap. The Chamber of Commerce is a wonderful help.
- The Shire Services booklet that is put out is excellent.

### **Hold public meeting/forums**

- We need to have a general meeting occasionally to be able to express concerns and ideas.
- Peoples rights to community services eg. community bus, GP's to distribute, local forums and advertising.

### **Continue with community events**

- Continuing with community events.

### **Broadband/Internet Café**

- I believe internet access is woeful - too slow!
- Need Broadband internet. It's too hard to compete with Moe/Yarragon without it.
- I would like to see an internet cafe established to encourage the youth.

### **Use E-media**

- Use the radio more on promoting Trafalgar.
- They should extensively promote the Battle of Trafalgar through the news (WIN) and have a media liaison officer to promote Trafalgar outside the area.

### **Newspapers - negative**

- More information on ladies sport in the media.
- None of the local papers are any good.
- Local newspapers leave Trafalgar out a bit eg. not much about Trafalgar in the Express.

### **Small community centric**

- All small communities suffer from a communication gap, especially rural communities. People who live in isolated areas will always miss out.
- It's very hard for new people to get into groups and break into the community. They find it hard to so.

### **Need change of direction/more informed**

- I think Trafalgar is heading in the wrong direction. We need to look more broadly and accept that not everyone thinks Trafalgar is as good as Trafalgar people think it is.
- We need to know of any developments that need to be made to keep Trafalgar going. If my kids will be using facilities in the next few years, but they are being run down, I will try to help in any way I can.

### **Other**

- No, but if I wanted my voice to be heard I could make it.

**Appendix 5: Communication sources for obtaining information about Trafalgar**

**Communication sources for obtaining information about Trafalgar - Number of responses**

	Total Preferences No.	% of Respondents (n=147)	Age Groups				Length of residency			
			26-35 years	36-50 years	51-64 years	65+ years	0-5 years	6-10 years	11-15 years	15+ years
Traf News	98	66.7	11	27	30	27	14	14	12	58
Word of Mouth	76	51.7	7	24	16	27	11	6	7	52
LV Express	30	20.4	2	7	14	5	4	4	6	16
Other Newspapers	27	18.4	4	7	5	5	5	2	4	16
Moe/Narracan News	24	16.3	3	9	6	5	6	3	5	11
Community Groups/Clubs	14	9.5	0	3	6	5	2	1	0	11
Noticeboards in Supermarket/shops	12	8.2	1	8	2	1	1	1	3	7
Warragul Gazette	10	6.8	2	2	2	5	0	1	1	8
Baw Baw Shire Council	9	6.1	0	3	5	1	4	1	0	4
Win TV	6	4.1	1	0	2	3	2	0	0	4
Flyers	6	4.1	1	3	1	1	2	0	0	4
3GG	4	2.7	1	0	2	1	1	1	0	2
Sea FM	2	1.4	0	1	1	0	0	0	1	1
Prime TV	1	0.7	0	0	1	0	0	0	0	1
Internet/WWW	1	0.7	0	0	1	0	1	0	0	0
School/School newsletter	3	2.0	0	0	0	0	0	0	0	0
Phone book/Yellow pages	3	2.0	0	0	0	0	0	0	0	0
Other	18	12.2	3	0	4	13	10	5	0	11
<b>Total Preferences</b>	<b>343</b>		<b>36</b>	<b>105</b>	<b>98</b>	<b>99</b>	<b>63</b>	<b>39</b>	<b>39</b>	<b>206</b>
<b>Total Respondents</b>	<b>147</b>		<b>18</b>	<b>46</b>	<b>39</b>	<b>42</b>	<b>29</b>	<b>17</b>	<b>18</b>	<b>86</b>

**Communication sources for obtaining information about Trafalgar - % within Total**

	Total Preferences No.	% of Respondents (n=147)	Age Groups % within total				Length of residency % within total			
			26-35 years	36-50 years	51-64 years	65+ years	0-5 years	6-10 years	11-15 years	15+ years
Traf News	98	66.7	61.1	58.7	76.9	64.3	48.3	82.4	66.7	67.4
Word of Mouth	76	51.7	38.9	52.2	41.0	64.3	37.9	35.3	38.9	60.5
LV Express	30	20.4	11.1	15.2	35.9	11.9	13.8	23.5	33.3	18.6
Other Newspapers	27	18.4	22.2	15.2	12.8	11.9	17.2	11.8	22.2	18.6
Moe/Narracan News	24	16.3	16.7	19.6	15.4	11.9	20.7	17.6	27.8	12.8
Community Groups/Clubs	14	9.5	0.0	6.5	15.4	11.9	6.9	5.9	0.0	12.8
Noticeboards in Supermarket/shops	12	8.2	5.6	17.4	5.1	2.4	3.4	5.9	16.7	8.1
Warragul Gazette	10	6.8	11.1	4.3	5.1	11.9	0.0	5.9	5.6	9.3
Baw Baw Shire Council	9	6.1	0.0	6.5	12.8	2.4	13.8	5.9	0.0	4.7
Win TV	6	4.1	5.6	0.0	5.1	7.1	6.9	0.0	0.0	4.7
Flyers	6	4.1	5.6	6.5	2.6	2.4	6.9	0.0	0.0	4.7
3GG	4	2.7	5.6	0.0	5.1	2.4	3.4	5.9	0.0	2.3
Sea FM	2	1.4	0.0	2.2	2.6	0.0	0.0	0.0	5.6	1.2
Prime TV	1	0.7	0.0	0.0	2.6	0.0	0.0	0.0	0.0	1.2
Internet/WWW	1	0.7	0.0	0.0	2.6	0.0	3.4	0.0	0.0	0.0
School/School newsletter	3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phone book/Yellow pages	3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	18	12.2	16.7	0.0	10.3	31.0	34.5	29.4	0.0	12.8
Total Preferences	343									
Total Respondents	147									

## Appendix 6: Information frequently looked for

### Information frequently looked for – Number of responses

	Total Mentions No.	% of Respondents (n=150)	Age Groups				Length of residency			
			26-35 years	36-50 years	51-64 years	65+ years	0-5 years	6-10 years	11-15 years	15+ years
Community News	41	27.3	3	10	12	16	3	6	4	28
Sporting Events	35	23.3	5	11	11	7	5	0	5	25
Up & Coming Events	35	23.3	4	8	15	7	6	6	2	21
Local Community Services	24	16.0	2	5	7	10	3	2	3	16
Local Business	13	8.7	3	3	5	2	1	4	3	5
Educational activities	9	6.0	1	3	1	4	1	0	0	8
Shire Services	4	2.7	0	2	1	1	1	0	0	3
Specials/Classified Ads	3	2.0	1	1	1	0	2	0	0	1
Other	36	24.0	6	15	7	7	7	5	8	16
<b>Total Preferences</b>	<b>343</b>		<b>25</b>	<b>58</b>	<b>60</b>	<b>54</b>	<b>29</b>	<b>23</b>	<b>25</b>	<b>123</b>
<b>Total Respondents</b>	<b>150</b>		<b>18</b>	<b>46</b>	<b>39</b>	<b>42</b>	<b>29</b>	<b>17</b>	<b>18</b>	<b>86</b>

### Information frequently looked for - % within total

	Total Mentions No.	% of Respondents (n=150)	Age Groups % within total				Length of residency % within total			
			26-35 years	36-50 years	51-64 years	65+ years	0-5 years	6-10 years	11-15 years	15+ years
Community News	41	27.3	16.7	21.7	30.8	38.1	10.3	35.3	22.2	32.6
Sporting Events	35	23.3	27.8	23.9	28.2	16.7	17.2	0.0	27.8	29.1
Up & Coming Events	35	23.3	22.2	17.4	38.5	16.7	20.7	35.3	11.1	24.4
Local Community Services	24	16.0	11.1	10.9	17.9	23.8	10.3	11.8	16.7	18.6
Local Business	13	8.7	16.7	6.5	12.8	4.8	3.4	23.5	16.7	5.8
Educational activities	9	6.0	5.6	6.5	2.6	9.5	3.4	0.0	0.0	9.3
Shire Services	4	2.7	0.0	4.3	2.6	2.4	3.4	0.0	0.0	3.5
Specials/Classified Ads	3	2.0	5.6	2.2	2.6	0.0	6.9	0.0	0.0	1.2
Other	36	24.0	33.3	32.6	17.9	16.7	24.1	29.4	44.4	18.6
<b>Total Preferences</b>	<b>343</b>									
<b>Total Respondents</b>	<b>150</b>									

**Appendix 7: Communication sources – Ease of Understanding, Effectiveness of information content and Credibility**

**Mean Scores by Age Group**

	Ease of Understanding				Effectiveness of Information Content				Credibility of Communication and Information Sources				Average Mean by Age Group			
	26-35 years	36-50 years	51-64 years	65+ years	26-35 years	36-50 years	51-64 years	65+ years	26-35 years	36-50 years	51-64 years	65+ years	26-35 years	36-50 years	51-64 years	65+ years
<i>18-25 years = only 5 respondents (not included due to low response)</i>																
Baw Baw Shire Council	3.69	3.58	3.57	3.76	3.69	3.14	3.43	3.52	3.53	3.33	3.32	3.59	3.64	3.35	3.44	3.62
Local Mobile Library	4.25	4.32	4.29	4.77	3.88	4.27	3.93	4.38	4.13	4.55	4.29	4.53	4.09	4.38	4.17	4.56
Noticeboards in Supermarket/shops	4.14	4.17	4.13	4.00	3.87	3.78	3.79	3.48	3.73	3.79	3.58	3.57	3.91	3.91	3.83	3.68
Local TV (eg Prime, Win)	4.22	3.92	4.16	4.10	4.11	3.81	4.05	3.76	4.00	3.86	3.62	3.95	4.11	3.86	3.94	3.94
Word of Mouth (Friends/family)	4.44	4.02	4.24	4.36	4.28	3.86	4.14	4.14	3.83	3.52	3.76	3.78	4.18	3.80	4.05	4.09
Community Groups/Clubs (e.g. Lions Club, Rotary, Sporting Clubs etc.)	4.00	3.89	4.04	4.29	4.08	3.69	3.96	4.13	4.08	3.89	4.07	4.23	4.05	3.82	4.02	4.22
Traf News	4.71	4.69	4.43	4.53	4.53	4.27	4.22	4.20	4.41	4.29	4.19	4.28	4.59	4.42	4.28	4.33
Moe/Narracan News	4.13	4.14	4.12	4.00	4.00	3.42	3.74	3.30	4.29	3.59	3.73	3.52	4.14	3.72	3.86	3.61
LV Express	4.12	4.27	4.15	4.06	4.13	3.96	4.00	3.65	4.12	3.91	3.88	3.88	4.12	4.05	4.01	3.86
Warragul Gazette	4.20	4.41	3.87	4.00	4.10	3.93	3.68	3.83	4.00	3.89	3.65	4.12	4.10	4.08	3.73	3.98
Internet/WWW	4.00	3.57	4.09	3.20	4.00	3.72	3.92	3.33	3.71	3.29	3.55	3.20	3.90	3.53	3.85	3.24
Local Radio (e.g. 3GG, 3TR etc.)	4.50	4.23	4.07	3.95	4.27	4.03	3.83	3.85	4.33	3.86	3.70	4.05	4.37	4.04	3.87	3.95
Flyers/Brochures	4.20	4.03	4.10	3.97	4.00	3.40	3.41	3.28	4.00	3.43	3.50	3.44	4.07	3.62	3.67	3.56
Other = 3																

**Mean Scores by Length of residency**

	Ease of Understanding				Effectiveness of Information Content				Credibility of Communication and Information Sources				Average Mean by Age Group			
	0-5 years	6-10 years	11-15 years	15+ years	0-5 years	6-10 years	11-15 years	15+ years	0-5 years	6-10 years	11-15 years	15+ years	0-5 years	6-10 years	11-15 years	15+ years
Baw Baw Shire Council	4.04	4.00	3.35	3.49	3.72	3.79	2.76	3.34	3.96	3.71	3.06	3.30	3.91	3.83	3.06	3.38
Local Mobile Library	4.30	4.33	4.50	4.43	4.40	3.50	4.50	4.11	4.78	4.00	4.60	4.36	4.49	3.94	4.53	4.30
Noticeboards in Supermarket/shops	4.42	4.21	3.83	4.08	4.12	4.15	3.25	3.63	4.00	3.92	3.38	3.58	4.18	4.09	3.49	3.76
Local TV (eg Prime, Win)	4.30	4.13	3.86	4.15	4.25	3.88	4.00	3.86	4.40	3.87	3.83	3.70	4.32	3.98	3.90	3.90
Word of Mouth (Friends/family)	4.50	4.19	3.89	4.24	4.33	4.19	3.78	4.05	4.26	3.38	3.53	3.63	4.36	3.92	3.73	3.97
Community Groups/Clubs (e.g. Lions Club, Rotary, Sporting Clubs etc.)	4.25	3.89	3.89	4.08	3.94	3.90	3.80	4.00	4.06	3.78	4.11	4.11	4.08	3.86	3.93	4.06
Traf News	4.59	4.69	4.67	4.54	4.38	4.44	4.11	4.26	4.33	4.44	4.06	4.26	4.43	4.52	4.28	4.35
Moe/Narracan News	4.30	3.94	4.25	4.06	3.95	3.69	3.47	3.44	4.05	3.81	3.65	3.56	4.10	3.81	3.79	3.69
LV Express	4.39	4.18	4.31	4.08	4.14	4.12	3.71	3.87	4.39	4.06	3.82	3.77	4.31	4.12	3.95	3.91
Warragul Gazette	4.14	4.00	4.33	4.09	3.93	4.11	3.60	3.85	4.88	4.11	3.70	3.92	4.32	4.07	3.88	3.95
Internet/WWW	4.00	3.89	4.17	3.50	4.00	3.67	4.13	3.64	4.89	3.11	3.63	3.38	4.30	3.56	3.98	3.51
Local Radio (e.g. 3GG, 3TR etc.)	4.00	4.36	4.22	4.16	3.89	4.31	4.00	3.93	4.00	4.33	3.70	3.85	3.96	4.33	3.97	3.98
Flyers/Brochures	4.39	3.64	4.23	4.02	3.65	3.77	3.31	3.37	3.90	3.77	3.64	3.35	3.98	3.73	3.73	3.58
Other = 3																

## Appendix 8: Preferred types of information contact to communicate with the local community

### Number of responses by age group and length of residency

	Total Preferences No.	% of Respondents (n=147)	Age Groups				Length of residency				
			26-35 years	36-50 years	51-64 years	65+ years	0-5 years	6-10 years	11-15 years	15+ years	
<i>* Only total includes persons aged 18-25 years</i>											
Word of Mouth (friends/family)	51	34.7	7	12	15	16	10	5	2	34	
Newspaper articles	48	32.7	8	14	11	13	12	4	3	29	
Newspaper ads/ classifieds	45	30.6	4	14	18	9	8	7	10	20	
Community noticeboard/ Supermarket	43	29.3	6	14	10	13	3	10	8	22	
Flyer (in letterbox)	37	25.2	8	13	9	6	8	6	5	18	
Traf News	31	21.1	5	13	4	6	2	6	5	18	
Radio – advertising	31	21.1	1	9	9	9	5	1	4	21	
Radio – news items	15	10.2	2	5	6	2	4	3	0	8	
LV Express	12	8.2	2	5	1	3	2	1	3	6	
Community groups/Club newsletters	8	5.4	1	3	2	2	0	1	2	5	
Television news reports	7	4.8	1	3	0	2	0	0	2	5	
Posters in public places	6	4.1	0	1	3	2	1	3	0	2	
Warragul Gazette	4	2.7	0	2	0	2	0	1	0	3	
Community groups/Club meetings	3	2.0	2	0	0	1	2	0	0	1	
Internet/WWW – general site	2	1.4	0	2	0	0	1	0	0	1	
Yellow pages	1	0.7	0	1	0	0	0	0	0	1	
Internet/WWW – Trafalgar site	1	0.7	0	1	0	0	1	0	0	0	
Moe/Narracan News	0	0.0	0	2	1	0	0	0	1	2	
Other	35	23.8	1	16	9	8	9	3	5	18	
<b>Total preferences</b>	<b>380</b>		<b>48</b>	<b>130</b>	<b>98</b>	<b>94</b>	<b>68</b>	<b>51</b>	<b>50</b>	<b>214</b>	
<b>Total respondents</b>	<b>147</b>		<b>18</b>	<b>46</b>	<b>39</b>	<b>42</b>	<b>29</b>	<b>17</b>	<b>18</b>	<b>86</b>	

**% of responses from within group totals by age group and length of residency**

	Total Preferences No.	% of Respondents (n=147)	Age Groups				Length of residency				
			26-35 years	36-50 years	51-64 years	65+ years	0-5 years	6-10 years	11-15 years	15+ years	
* Only total includes persons aged 18-25 years											
Word of Mouth (friends/family)	51	34.7	38.9	26.1	38.5	38.1	34.5	29.4	11.1	39.5	
Newspaper articles	48	32.7	44.4	30.4	28.2	31.0	41.4	23.5	16.7	33.7	
Newspaper ads/ classifieds	45	30.6	22.2	30.4	46.2	21.4	27.6	41.2	55.6	23.3	
Community noticeboard/ Supermarket	43	29.3	33.3	30.4	25.6	31.0	10.3	58.8	44.4	25.6	
Flyer (in letterbox)	37	25.2	44.4	28.3	23.1	14.3	27.6	35.3	27.8	20.9	
Traf News	31	21.1	27.8	28.3	10.3	14.3	6.9	35.3	27.8	20.9	
Radio – advertising	31	21.1	5.6	19.6	23.1	21.4	17.2	5.9	22.2	24.4	
Radio – news items	15	10.2	11.1	10.9	15.4	4.8	13.8	17.6	0.0	9.3	
LV Express	12	8.2	11.1	10.9	2.6	7.1	6.9	5.9	16.7	7.0	
Community groups/Club newsletters	8	5.4	5.6	6.5	5.1	4.8	0.0	5.9	11.1	5.8	
Television news reports	7	4.8	5.6	6.5	0.0	4.8	0.0	0.0	11.1	5.8	
Posters in public places	6	4.1	0.0	2.2	7.7	4.8	3.4	17.6	0.0	2.3	
Warragul Gazette	4	2.7	0.0	4.3	0.0	4.8	0.0	5.9	0.0	3.5	
Community groups/Club meetings	3	2.0	11.1	0.0	0.0	2.4	6.9	0.0	0.0	1.2	
Internet/WWW – general site	2	1.4	0.0	4.3	0.0	0.0	3.4	0.0	0.0	1.2	
Yellow pages	1	0.7	0.0	2.2	0.0	0.0	0.0	0.0	0.0	1.2	
Internet/WWW – Trafalgar site	1	0.7	0.0	2.2	0.0	0.0	3.4	0.0	0.0	0.0	
Moe/Narracan News	0	0.0	0.0	4.3	2.6	0.0	0.0	0.0	5.6	2.3	
Other	35	23.8	5.6	34.8	23.1	19.0	31.0	17.6	27.8	20.9	
<b>Total preferences</b>	<b>380</b>		<b>48</b>	<b>130</b>	<b>98</b>	<b>94</b>	<b>68</b>	<b>51</b>	<b>50</b>	<b>214</b>	
<b>Total respondents</b>	<b>147</b>		<b>18</b>	<b>46</b>	<b>39</b>	<b>42</b>	<b>29</b>	<b>17</b>	<b>18</b>	<b>86</b>	



**ASSESS EFFECTIVENESS OF COMMUNICATION PRODUCTS CURRENTLY USED**

*Now I am going to ask you to rate types of communication in terms of the ease of understanding them, the effectiveness and the credibility of them.*

**12. Using a scale of 1 to 5, where 1 is Very difficult to understand and 5 is Very Easy to understand, could you please rate your ease of understanding for the following:**

	Very difficult to understand	Difficult to understand	Neither	Easy to understand	Very Easy to Understand	Not applicable	No Answer
Baw Baw Shire Council	1	2	3	4	5	6	7
Local Mobile Library	1	2	3	4	5	6	7
Noticeboards in Supermarket/shops	1	2	3	4	5	6	7
Local TV (eg. Prime, Win)	1	2	3	4	5	6	7
Word of Mouth (Friends/family)	1	2	3	4	5	6	7
Community Groups/Clubs (e.g. Lions Club, Rotary, Sporting Clubs etc.)	1	2	3	4	5	6	7
Traf News	1	2	3	4	5	6	7
Moe/Narracan News	1	2	3	4	5	6	7
Express	1	2	3	4	5	6	7
Warragul Gazette	1	2	3	4	5	6	7
Internet/WWW	1	2	3	4	5	6	7
Local Radio (e.g. 3GG, 3TR etc.)	1	2	3	4	5	6	7
Flyers/Brochures	1	2	3	4	5	6	7
Other, specify: .....	1	2	3	4	5	6	7

**13. Now using a scale of 1 to 5, where 1 is being Very ineffective and 5 Very effective, Could you please rate the effectiveness of the information content in the following means of communication?**

	Very ineffective	Ineffective	Neither	Effective	Very Effective	Not applicable	No Answer
Baw Baw Shire Council	1	2	3	4	5	6	7
Local Mobile Library	1	2	3	4	5	6	7
Noticeboards in Supermarket/shops	1	2	3	4	5	6	7
Local TV (eg. Prime, Win)	1	2	3	4	5	6	7
Word of Mouth (Friends/family)	1	2	3	4	5	6	7
Community Groups/Clubs (e.g. Lions Club, Rotary, Sporting Clubs etc.)	1	2	3	4	5	6	7
Traf News	1	2	3	4	5	6	7
Moe/Narracan News	1	2	3	4	5	6	7
Express	1	2	3	4	5	6	7
Warragul Gazette	1	2	3	4	5	6	7
Internet/WWW	1	2	3	4	5	6	7
Local Radio (e.g. 3GG, 3TR etc.)	1	2	3	4	5	6	7
Flyers/Brochures	1	2	3	4	5	6	7
Other, specify: .....	1	2	3	4	5	6	7

**14. Again using a scale of 1 to 5, this time where 1 is Not at all credible and 5 is Very credible, could you please rate the credibility of the following means of communication?**

	Not at all credible	Limited Credibility	Neither	Credible	Very Credible	Not applicable	No Answer
Baw Baw Shire Council	1	2	3	4	5	6	7
Local Mobile Library	1	2	3	4	5	6	7
Noticeboards in Supermarket/shops	1	2	3	4	5	6	7
Local TV (eg. Prime, Win)	1	2	3	4	5	6	7
Word of Mouth (Friends/family)	1	2	3	4	5	6	7
Community Groups/Clubs (e.g. Lions Club, Rotary, Sporting Clubs etc.)	1	2	3	4	5	6	7
Traf News	1	2	3	4	5	6	7
Moe/Narracan News	1	2	3	4	5	6	7
Express	1	2	3	4	5	6	7
Warragul Gazette	1	2	3	4	5	6	7
Internet/WWW	1	2	3	4	5	6	7
Local Radio (e.g. 3GG, 3TR etc.)	1	2	3	4	5	6	7
Flyers/Brochures	1	2	3	4	5	6	7
Other, specify: .....	1	2	3	4	5	6	7

[Insert comment if offered].....

**IDENTIFY OTHER COMMUNICATION PRODUCTS NOT CURRENTLY USED**

**15. Where do you believe the main information gaps exist within the Local Traf. Community? (If NONE, go to Q17)**  
 .....  
 .....

**16. How do you think we can overcome these information gaps within the Local Trafalgar Community?**  
 .....  
 .....

**17. If you wanted to communicate information to the community, could you tell me the three main types of information contact you would use? (Rank first 3 preferences) (Don't read out)**

- |   |   |
|---|---|
| <input type="checkbox"/> Posters in public places             | <input type="checkbox"/> Community Noticeboards           |
| <input type="checkbox"/> Newspaper articles                   | <input type="checkbox"/> Flyers (in letterbox)            |
| <input type="checkbox"/> Newspaper advertisements/classifieds | <input type="checkbox"/> Word of Mouth (Friends/family)   |
| <input type="checkbox"/> Television news reports              | <input type="checkbox"/> Community Group/Club meetings    |
| <input type="checkbox"/> Television advertising               | <input type="checkbox"/> Community Group/Club Newsletters |
| <input type="checkbox"/> Radio – news items                   | <input type="checkbox"/> Information kit – new residents  |
| <input type="checkbox"/> Radio – advertising                  | <input type="checkbox"/> Information kit – new businesses |
| <input type="checkbox"/> Internet/WWW - generally             | <input type="checkbox"/> Yellow Pages                     |
| <input type="checkbox"/> Internet – Trafalgar site            | <input type="checkbox"/> Other, please specify: .....     |

**18. What information would benefit you if you wished to become more involved in the Trafalgar Community?**  
 .....

**19. Are there any other comments you would like to make about communication needs within the Trafalgar Community?**  
 .....

**Thank you very much for your time and co-operation**