

Rural Resilience Program 2016 Stakeholder Survey

Background

The Rural Resilience Program (RRP) surveyed a range of stakeholders across NSW to:

1. Gain feedback on their experience with the RRP.
2. Consider areas for improvement.
3. Identify the RRP impact on stakeholders, farmers, organisations and communities.

Response rate

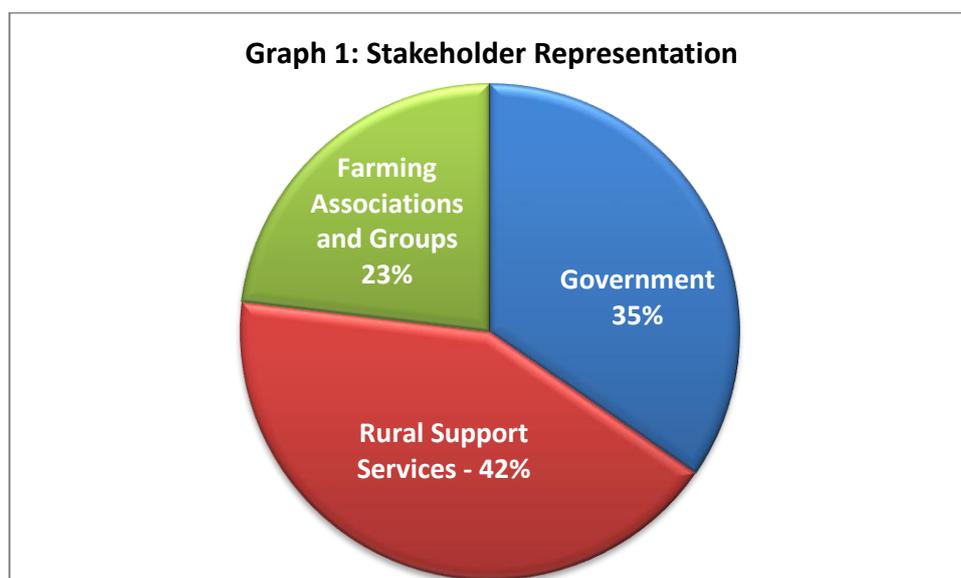
The survey was initially delivered via email to 53 stakeholders in May 2016. A follow up phone call was also made to stakeholders who had not responded to the email.

In total 30 stakeholders responded including 17 to the initial survey request (via email) with a further 13 providing responses during the telephone phase - response rate of 56.6%.

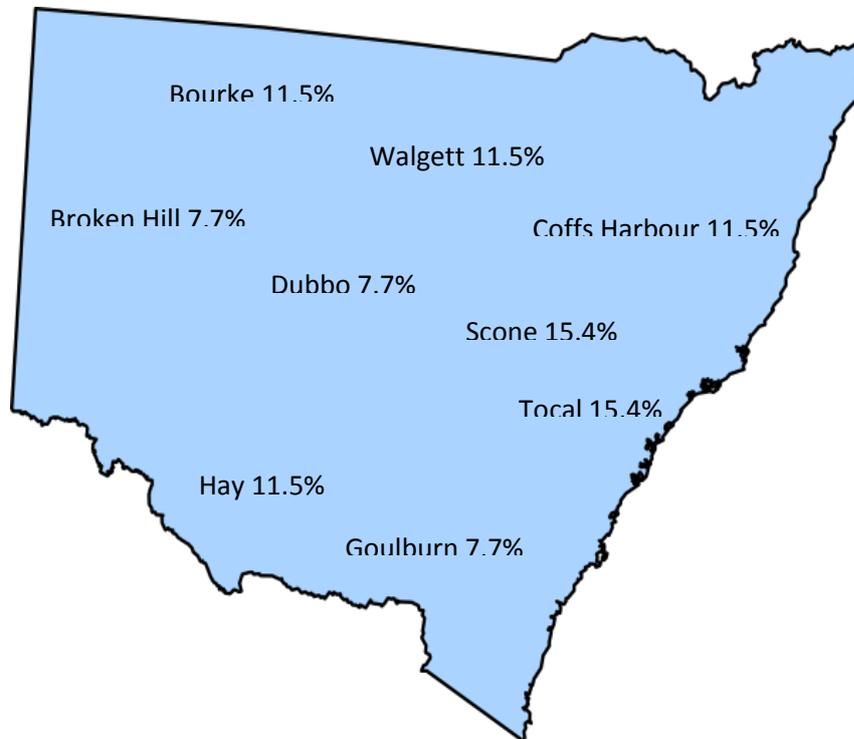
Respondents were sought from a range of stakeholder groups and locations to ensure the greatest level of representation.

Graph 1 below identifies the percentage of respondents according to stakeholder groups which included:

- Government – Local Land Services, Department of Human Services (Commonwealth), NSW Family and Community Services, Singleton Council and NSW State Emergency Service.
- Rural Support Services – Centacare, QOE Health, Rural Adversity Mental Health Program, Rural Financial Counsellors, Rural Flying Doctor Service.
- Farming Associations and Groups – DB Grazing, Granite Borders Landcare, Monaro Farming Systems, Northern Cooperative Meat Company, NSW Farmers, Partners in Grain, Singleton Beef and Land Management Association.



Representation was provided from across all areas of the state and for all Rural Resilience Officers and Rural Support Workers. In some instances Respondents stated they had partnered with RRP staff across multiple areas. In such cases the respondent has been identified as operating within the area where they were most likely to connect with the Program. The illustration below identifies the range of representation across NSW.



Summary of results

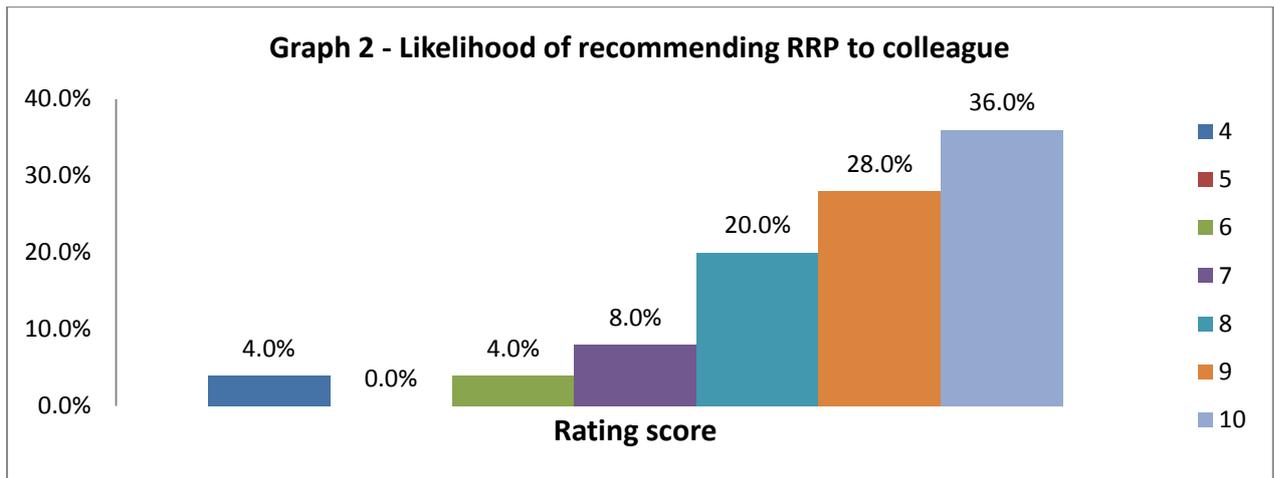
Question 1: How likely are you to recommend the RRP to a colleague?

Respondents were asked to rate on a scale of 0 – 10, with 0 being the lowest score and 10 the highest, how likely they were to recommend the RRP to their colleagues. In total 25 respondents provided a score – a response rate of 83.3%.

The vast majority responded in the positive with 64% recording a likelihood of 9 or 10 with only 2 responses of a rating of 6 or less. Graph 2 (below) illustrates the range of ratings as a percentage of responses received.

The high level of top end responses has resulted in a Net Promoter Score of 56% - see below Table.

Detractors						Passives			Promoters	
0 (not at all)	1	2	3	4	5 (neutral)	6	7	8	9	10 (extremely)
Score				1		1	2	5	7	9
%				4%		4%	8%	20%	28%	36%

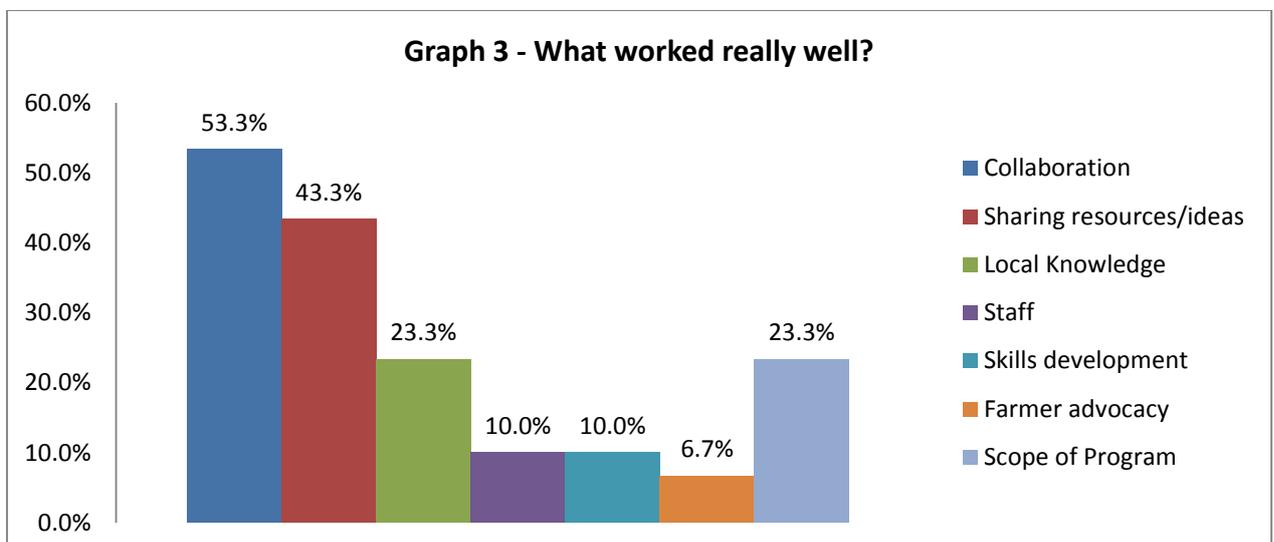


Question 2: Reflecting on your partnership with the RRP, what worked really well?

This was an open ended question answered by all respondents (n=30). Responses indicate that what worked well included:

- Opportunities to work collaboratively – *“Collaborating to provide mental and physical health support to an isolated rural community including many stakeholder groups.”*
- Sharing of ideas, resources and funds - *“Sharing ideas on common themes.”*
- RRP’s knowledge of farming communities and local issues – *“The RRP understand what is happening in rural NSW and have very practical solutions and ideas.”*
- Individual RRP staff members – *“Open, enthusiastic nature of our local RR support worker.”*
- Opportunities to develop skills – *“RRP provides opportunities for learning and skill development not readily available through other outlets.”*
- Farmer advocacy – *“....much needed advocate for local land holders...”*
- Overall scope and flexibility of the RRP – *“Reach and scope of program – can be applied to a whole range of things.”*

Graph 3 illustrates the percentage of respondents for each theme identified above. Individual responses are listed in Annex 1.



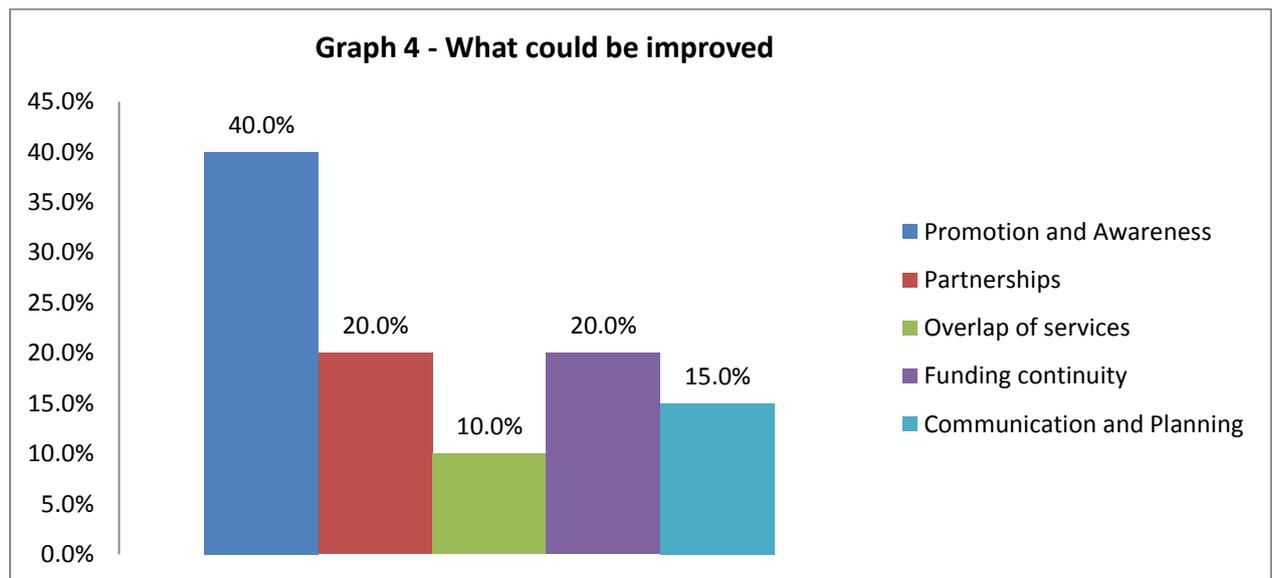
Question 3: What could have been improved?

This was an open ended question answered by 20 respondents - a response rate of 66.7%.

Responses indicate that what could be improved include:

- Promotion and awareness of the RRP – *“Better promotion – we didn’t know the program existed.”*
- Opportunities for more partnerships – *“Would be great to have opportunity to broaden network.”*
- Overlap of expertise – *“Sometimes focuses too much on mental health and can look like they are doing the same things as other agencies which are set up to working that area – too much cross over.”*
- Continuity of funding – *“Needs longevity and certainty about future to give farmers comfort.”*
- Communication and Planning – *“Early planning of a schedule of activities which has been difficult with our busy schedules.”*

Graph 4 illustrates the percentage of respondents for each theme identified above. Individual responses are listed in Annex 1.



Question 4: Please share a 'story' that demonstrates an impact a RRP partnership activity has had on either you, an individual, a family, an organisation or a farming community?

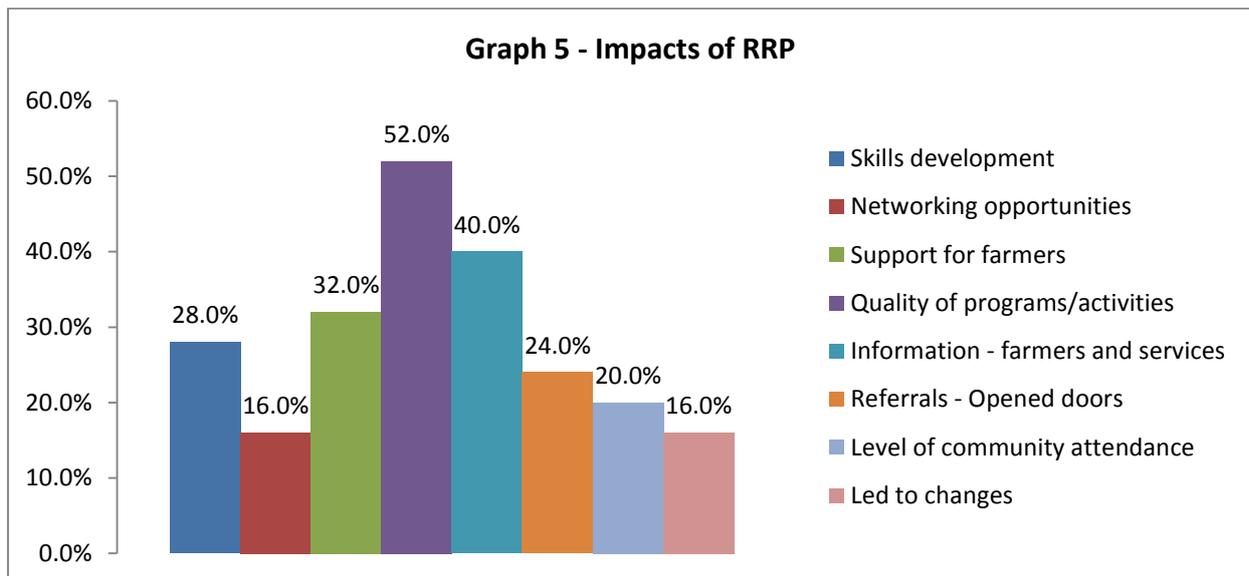
This was an open ended question and answered by 25 respondents – response rate of 83.3%.

Responses indicated that the RRP has made an impact in the areas of:

- Skills development – *“Three attendees have gone on to set up their own businesses as a side activity. It’s given them something else to focus on and an idea they have talent. Programs are fabulous.”*
- Networking opportunities – *“Great opportunity to link in with non-traditional partners.”*

- Support for farmers – “...gave me hope in what was often trying conditions on the land.”
- Quality of programs and activities – “You could have heard a pin drop. Farmers were sitting there thinking about how they can look after themselves and their mates. It was really well received.”
- Access and availability of information for farmers and service providers – “.... bringing information and services to farmers and other land managers.”
- Referrals to services and opening doors – “The Forum ... was really well received – feedback from participants was that it was a great initiative and led to follow up of other health treatments.”
- Engaging the community as demonstrated through levels of attendance – “Very well attended event with great speakers.”
- Changing behaviours and the way people do things – “Feedback that as a result of the program/activity people have changed the way they do business.”

Graph 5 illustrates the percentage of respondents for each theme identified above. Individual responses are listed in Annex 1.



Suggested actions for 2016-17

1. Continue to coordinate Rural Support Networks and invite other external groups to participate as required.
2. Develop some simple resources to promote the RRP to stakeholders and farmers i.e.: animations, power point presentation etc.
3. RRP staff members to develop local contact lists which include skills and knowledge areas of external agencies to assist with farmer referrals.
4. Maintain and improve our relationships with existing stakeholders.