

Northern Beaches Council

Warriewood Valley Community Centre –
Online vs Face-to-Face Comparison

Prepared by: Micromex Research

Date: March 2019



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Background



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Methodology & Sample

Research Objectives

Following on from the face-to-face survey conducted by Micromex Research for Northern Beaches Council (see separate report), an online version of the face-to-face survey was promoted by Council in order to allow greater participation from the community. Key objectives of the research included identifying the difference of preferences and needs of residents in the Warriewood area from the face-to-face and online survey.

Sample

N=446 interviews were completed.

Interviewing

446 respondents were recruited online, this was conducted at between the 4th – 24th March 2019.

As this is an opt in approach, this sample is only representative of those that contributed to the survey.

Data analysis

The data within this report was analysed using Q Professional.

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.



Sample Profile



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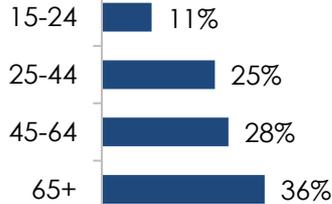
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Sample Profile – Face-to-Face vs Online

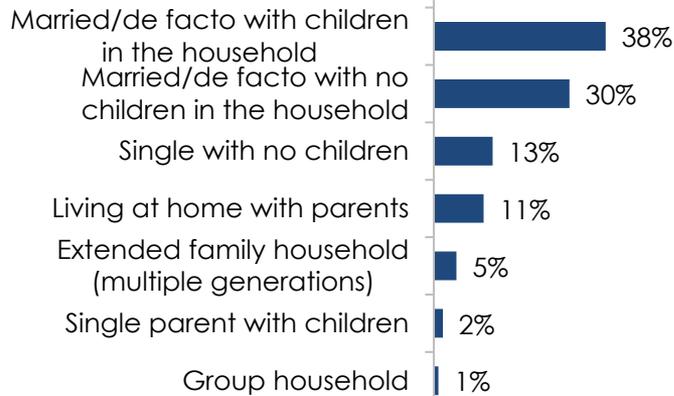
Gender



Age



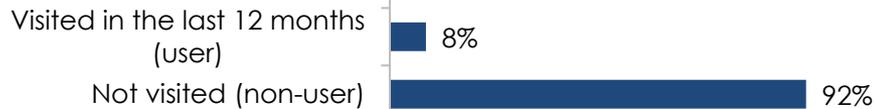
Household status



Awareness of the location of the NHCC

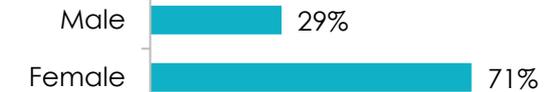


Visited the NHCC in the L12M

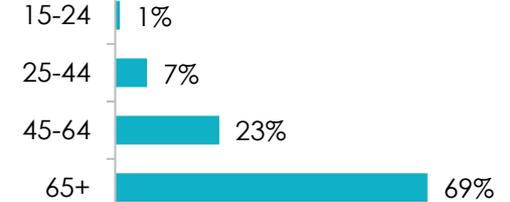


0% 25% 50% 75% 100%

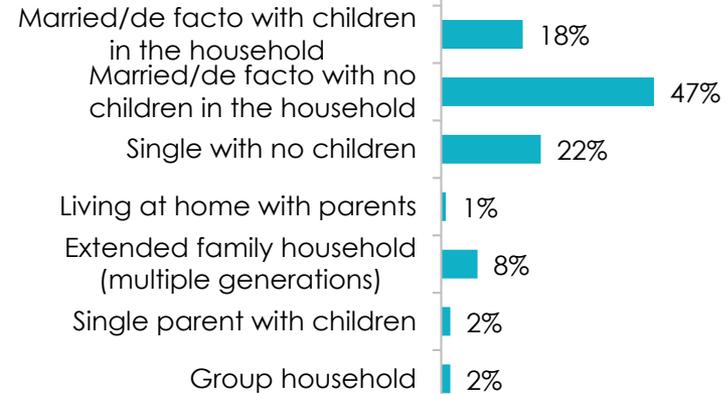
Gender



Age (3 refused)



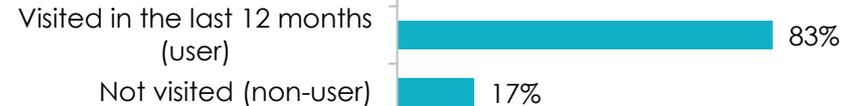
Household status



Awareness of the location of the NHCC



Visited the NHCC in the L12M



0% 25% 50% 75% 100%

Please see the Appendix for breakdown of age groups and suburb of residence

Key Findings



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Key Findings

As online is an opt in approach, the online sample is only representative of those that contributed to the survey. When comparing the online and face-to-face (F2F) survey, we can see that the online respondents are primarily users of the Centre.

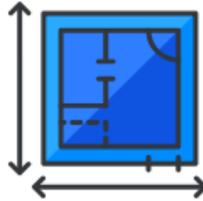
Both online and F2F respondents identified similar needs and produced fairly similar outcomes in terms of what they deem important.



97% 74%

Online F2F

are **aware of the location** of the Nelson Heather Community Centre



90% 87%

Online F2F

believe a **functional design** is important/very important



89% 80%

Online F2F

believe a **large indoor space** is important/very important



86% 24%

Online F2F

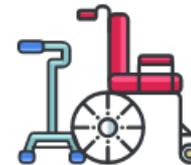
are **members** of a group/club that use the Centre



60% 62%

Online F2F

have **not used any other** community **centres** in the last 12 months



Potential activities/use of a multi-purpose facility:

- Passive recreation & competition (66% | 35%)
- Health & well-being activities (61% | 69%)
- Senior/Disabled activities (55% | 63%)
- Community learning (53% | 60%)

Results



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Awareness and Visitation

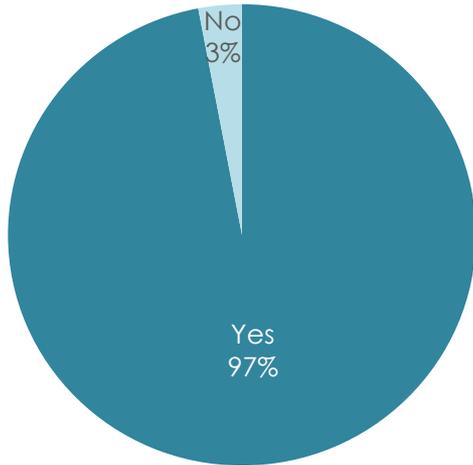


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Awareness of the Nelson Heather Community Centre

Q1. Do you know where the Nelson Heather Community Centre is?



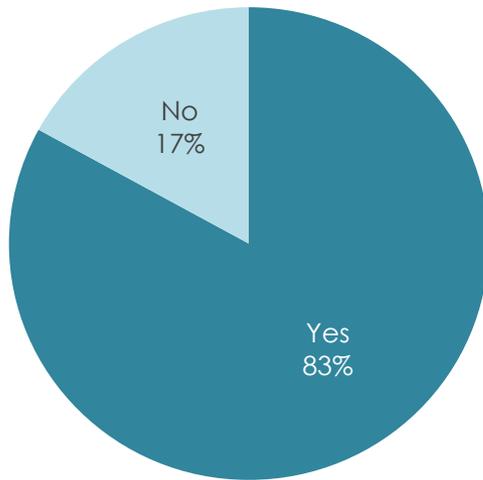
	Online (N=446)	F2F (N=261)
Yes	97%▲	74%
No	3%	26%

▲▼ = significantly higher/lower percentage

97% of online respondents knew where the Nelson Heather Community Centre is, significantly more than those interviewed face-to-face (74%).

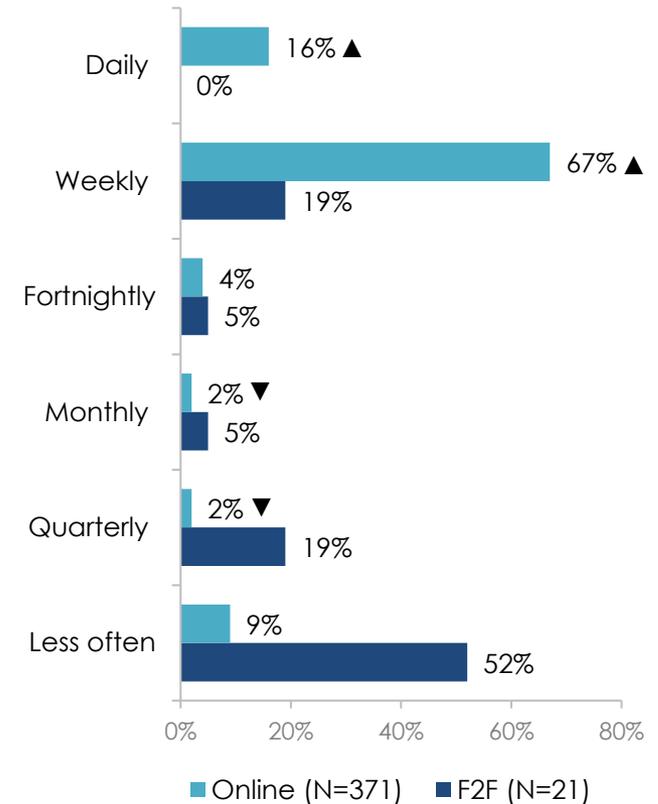
Visiting the Nelson Heather Community Centre

Q2a. In the last 12 months, have you visited the Nelson Heather Community Centre?



	Online (N=446)	F2F (N=261)
Yes	83%▲	8%
No	17%	92%

Q2b. How frequently have you used, or visited, the Nelson Heather Community Centre in the last 12 months?



▲ ▼ = significantly higher/lower percentage

83% of online respondents have visited the Nelson Heather Community Centre in the last 12 months, significantly more than face-to-face respondents (8%). Of those that have visited, 83% visit at least weekly (19% for F2F respondents).

New Facility Features/ Attractions



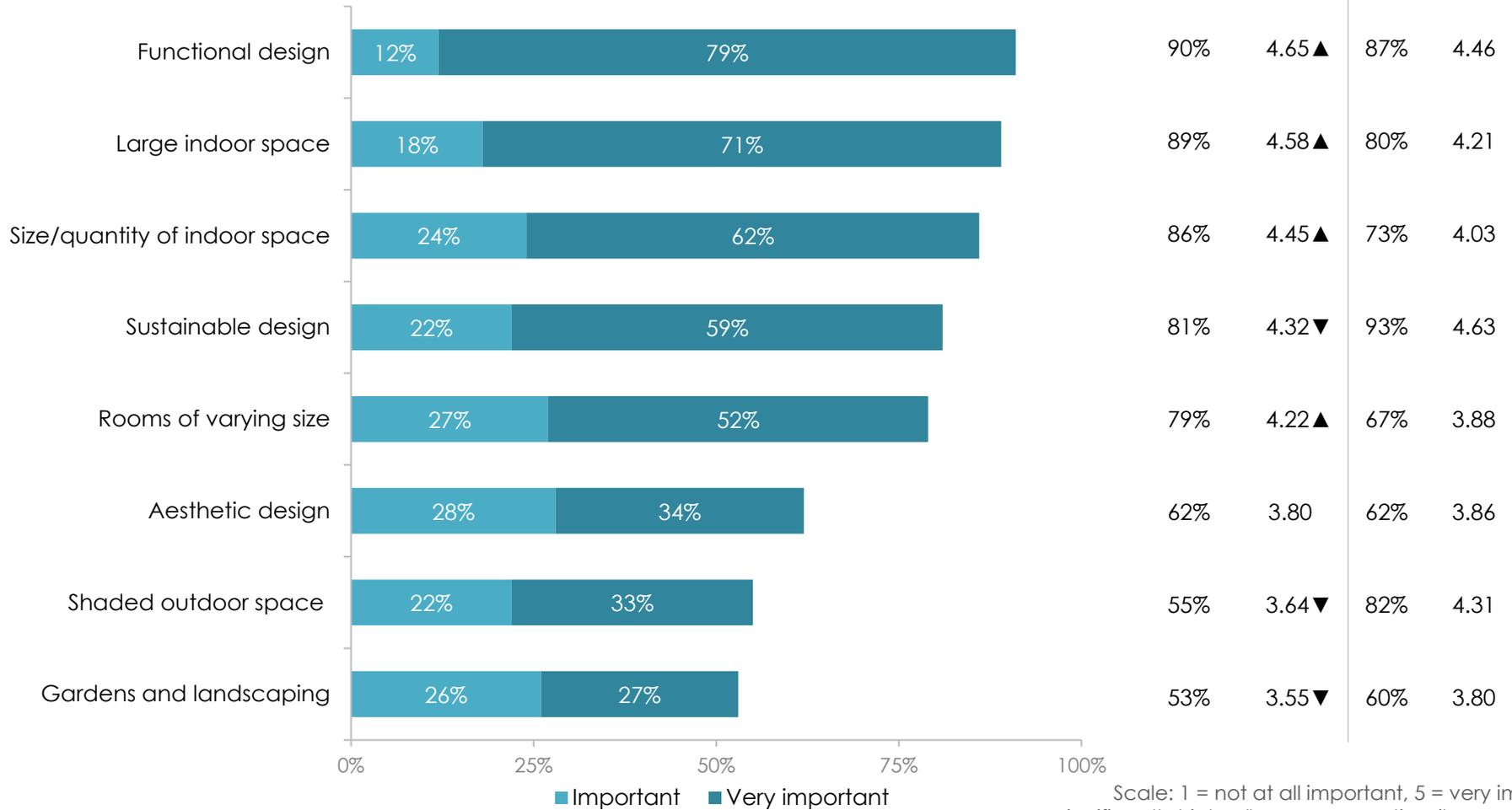
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New Facility Design

Q7. How important do you believe the following aspects are?

Top 2 Box – Important/Very Important



Scale: 1 = not at all important, 5 = very important

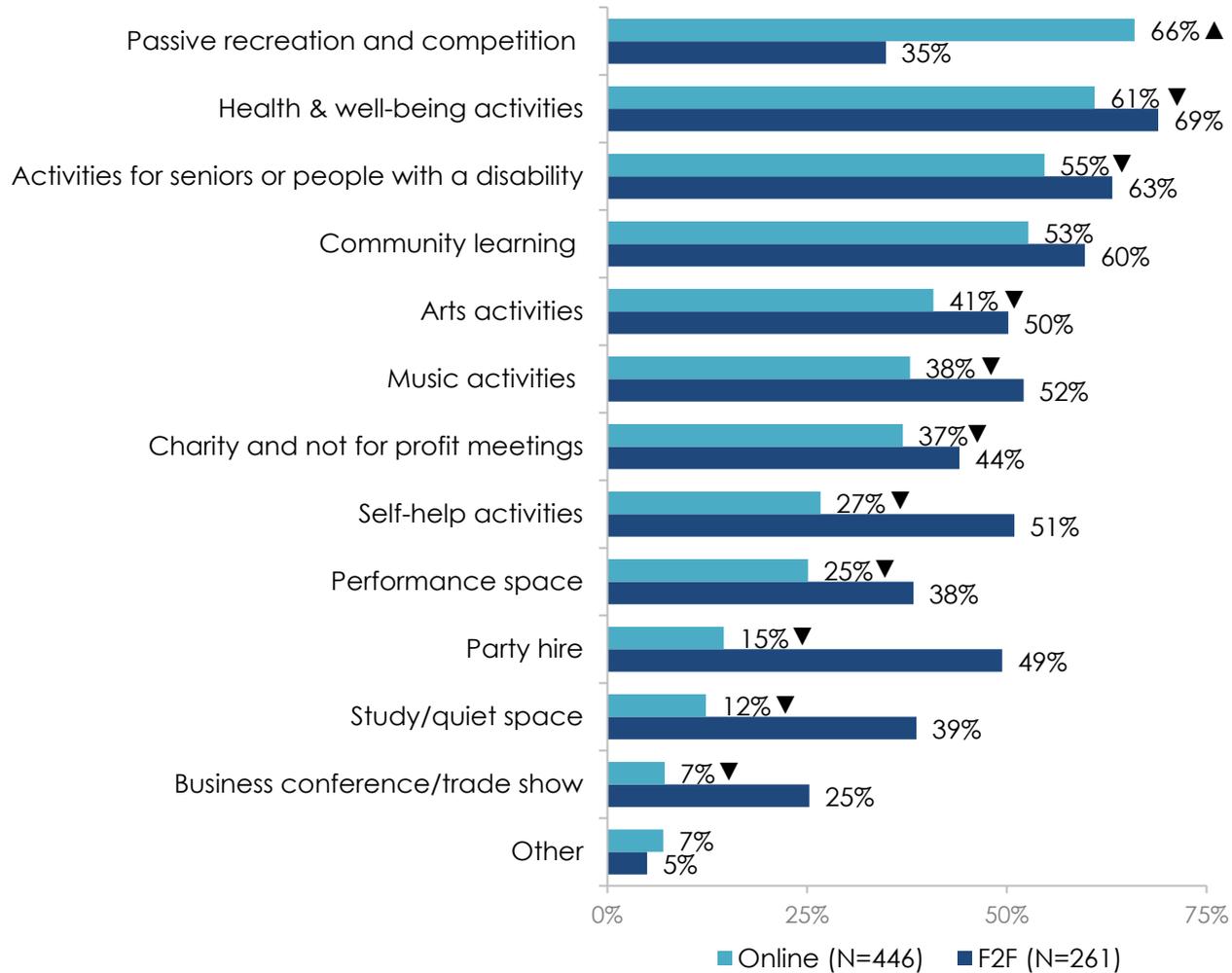
▲▼ = significantly higher/lower mean rating (by survey type)

Please see the Appendix for detailed results

‘Functional design’ was the most valued aspect for online respondents, while face-to-face respondents rated ‘sustainable design’ highest in importance.

Potential Activities/Use of the New Centre

Q6a. Which of the following types of uses/activities would you like to see catered for in a new multi-purpose community centre located in Warriewood?



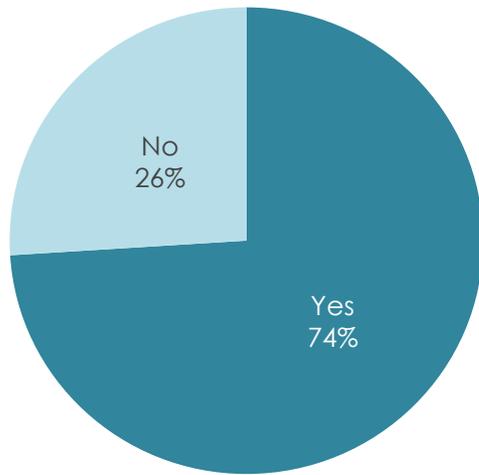
▲ ▼ = significantly higher/lower percentage (by survey type)

Please see the Appendix for Other specified

Two-thirds (66%) of online respondents would like to see the new facility cater for passive recreation and competition (bridge in particular, see Q6b and Q3a), significantly more than face-to-face respondents (35%).

Potential Groups/Clubs to Use the Facility

Q6b. Are there any specific groups/clubs that you think might want/need to use a facility like this?



	Online (N=446)	F2F (N=261)
Yes	74%▲	39%
No	26%	61%

Groups/Clubs/Activities	N = 329
Bridge clubs	61%
Exercise classes	17%
U3A	5%
Activities for seniors	4%
Current users	4%
Dance groups/schools	4%
Drama school/theatre group	3%
Elanora Players	3%
Health & well-being e.g. yoga, Pilates, weightwatchers	3%
Table Tennis	3%
Art groups	2%
Choir groups	2%
Music groups	2%
Warriewood Residents Association	2%
Youth/teenage groups	2%

▲▼ = significantly higher/lower percentage (by survey type)

Please see the Appendix for responses <2%

74% of online respondents had a specific group or club in mind for use in a new facility, with bridge clubs being the most commonly mentioned group/club (61%).

Current Behaviour



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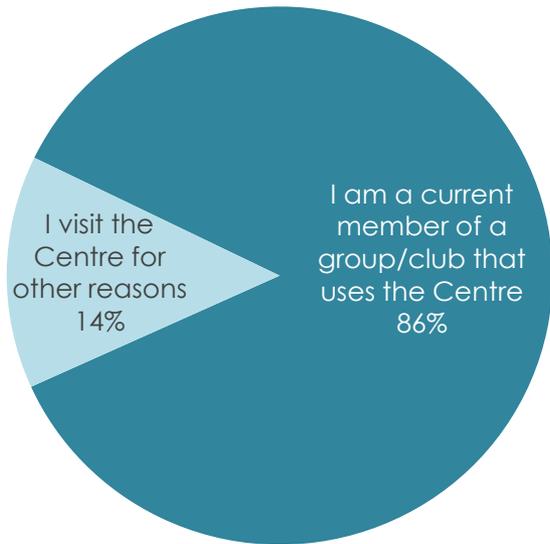
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Group/Club Membership

Q3a. Please identify which of the following most reflects you.

Q3b. Which group/club are you a member of?

Asked of those that have visited the Centre in the last 12 months



	Online (N=371)	F2F (N=21)
Current member	86%▲	24%
Visitor	14%	76%

Group/Club	N=319
Peninsula Bridge Club	72%
Exercise for over 55's	19%
U3A	4%
Healthy Lifestyle	3%
Narrabeen Senior Citizens	3%
Mona Vale Garden Club	2%
Table Tennis	2%
Tai Chi	2%
Weight Watchers	2%
Humming song	1%
Knitters Guild	1%
Northern Beaches Interchange	1%
Scottish Dancing	1%
Warriewood Residents Association	1%
AA - Sunday Banksia	<1%
Dee Why RSL Camera Club	<1%
Karinya Choir	<1%
Lungs in Action/Maintenance Class	<1%
Northern Beaches Creative Leisure & Learning	<1%
Peninsula Physical Culture	<1%
Permaculture Northern Beaches	<1%
Saturday Sewers	<1%

▲ ▼ = significantly higher/lower percentage (by survey type)

86% of those who have visited the Centre in the last 12 months are a member of a group/club that uses the centre, of those, 72% are members of the Peninsula Bridge Club.

Activities Undertaken at the Centre by Non-Members

Q4. What type of activities do you use this facility for?

Asked of those that have visited the Centre in the last 12 months for other reasons

Online Survey - activity type	Count
Utilising meeting space	12
Events/functions	12
Hobbies and recreation	8
Exercise class	8
Charity work	6
Education and training	5
Connecting socially	4
Lifeline bookfair	3
Meals on Wheels	3
Attending U3A talk	1
Employment	1
Escorting my grandchildren to activities there	1
Netball registration	1
Pilates	1
Soccer registration	1
Voting	1

Face-to-Face Survey - activity type	Count
Exercise class	6
Hobbies and recreation	4
Events/functions	3
Utilising meeting space	2
Connecting socially	1
Education and training	1
Junior indoor soccer game	1
Manage other community centres from this location	1

Base: Online N = 52, F2F N = 21

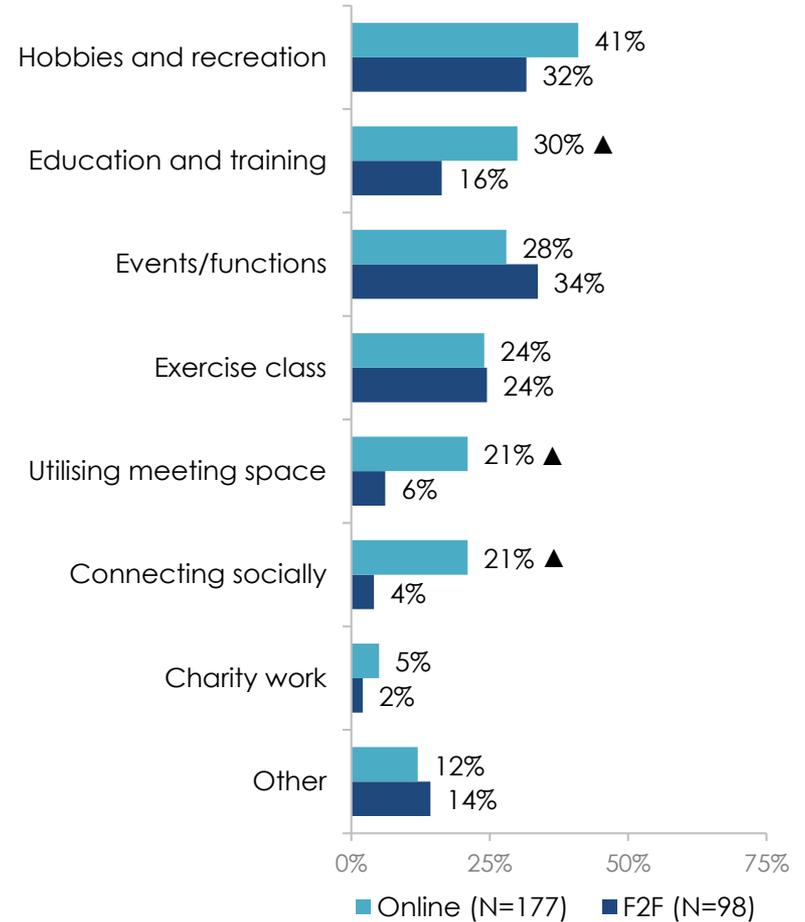
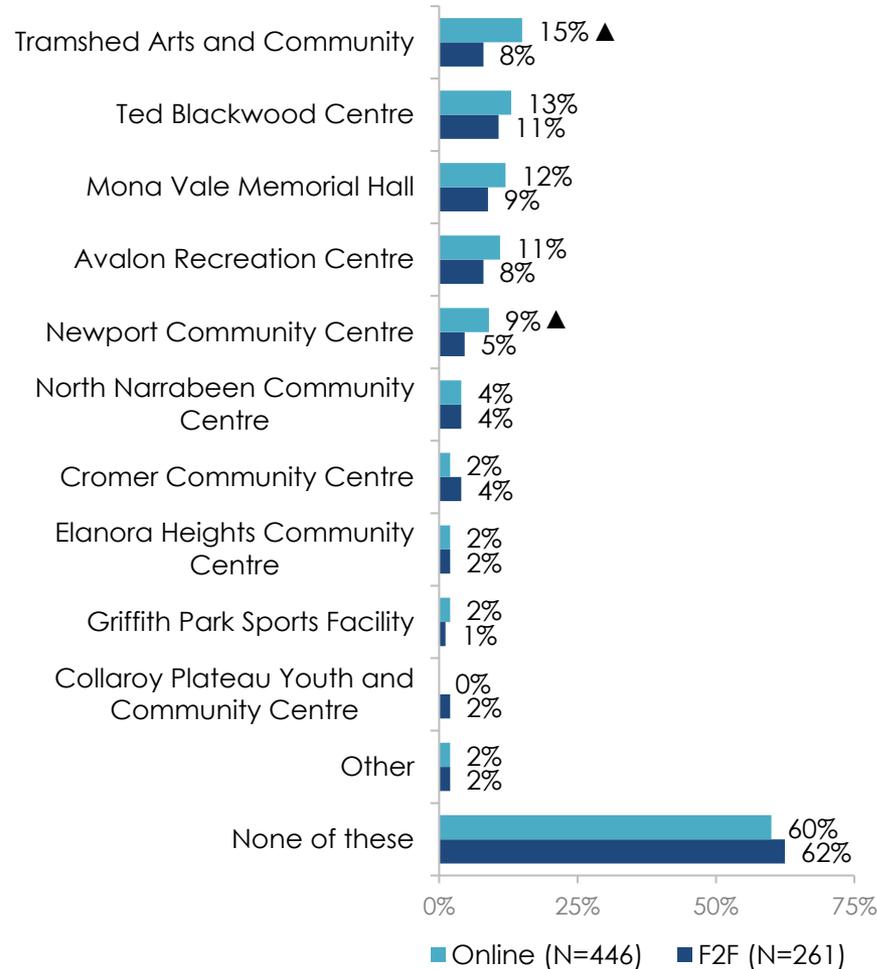
The most common activities for online respondents that visited the Centre for reasons other than being a club/group member were 'utilising meeting space' and 'events/functions', while the most common activities for online respondents were 'exercise class' and 'hobbies and recreation'.

Use of Other Community Centres

Q5a. Have you used any of the following community centres in the last 12 months?

Q5b. What type of activities do you use that/these other facility/facilities for?

Asked of those that have used other community centres in the last 12 months



Please see the Appendix for Other specified

▲ ▼ = significantly higher/lower percentage (by survey type)

40% of online respondents have used another community centre in the last 12 months (38% for face-to-face respondents), with the 'Tramshed Arts and Community Centre' being the most common.

Appendix



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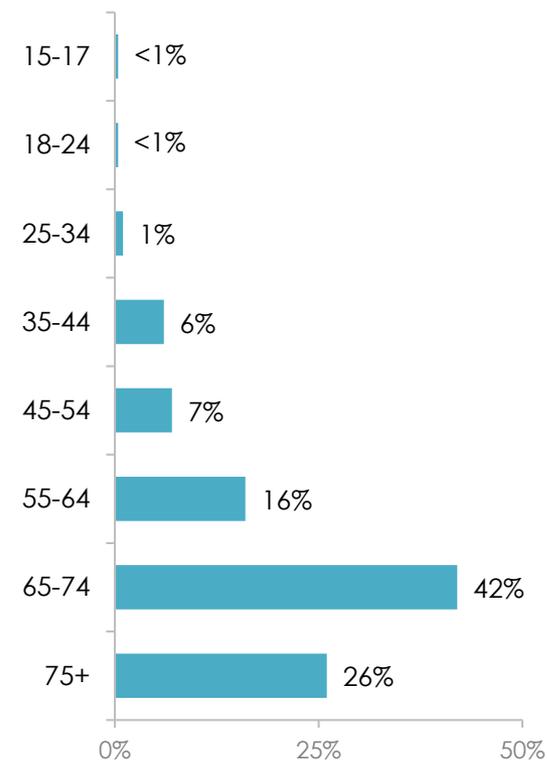
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Demographics

Q8. Which suburb do you live in?

Suburb	N = 446	Suburb	N = 446
Warriewood	21%	Bilgola	<1%
Mona Vale	13%	Bilgola Plateau	<1%
Newport	7%	Castle Cove	<1%
Narrabeen	6%	Clareville	<1%
Bayview	5%	Clontarf	<1%
Avalon	4%	Cremorne	<1%
Collaroy	4%	Curl Curl/South Curl Curl	<1%
North Narrabeen	4%	Davidson	<1%
Belrose	3%	Elvina Bay	<1%
Cromer	3%	Forestville	<1%
Elanora Heights	3%	Gordon	<1%
Fairlight	3%	Great Mackerel Beach	<1%
Frenchs Forest	3%	Ingleside	<1%
Allambie/Allambie Heights	2%	Lane Cove	<1%
Beacon Hill	2%	Narraweena	<1%
Balgowlah	1%	North Manly	<1%
Brookvale	1%	North Turramurra	<1%
Church Point	1%	Queenscliff	<1%
Collaroy Plateau	1%	Roseville	<1%
Dee Why	1%	Scotland Island	<1%
Freshwater	1%	Seaforth	<1%
Manly	1%	South West Rocks	<1%
North Curl Curl	1%	St Ives	<1%
Palm Beach	1%	Whale Beach	<1%
Terrey Hills	1%	Wingala	<1%
Wheeler Heights	1%	Woolloomooloo	<1%
Balgowlah Heights	<1%	Refused	<1%

Q9. Please stop me when I read out your age group.

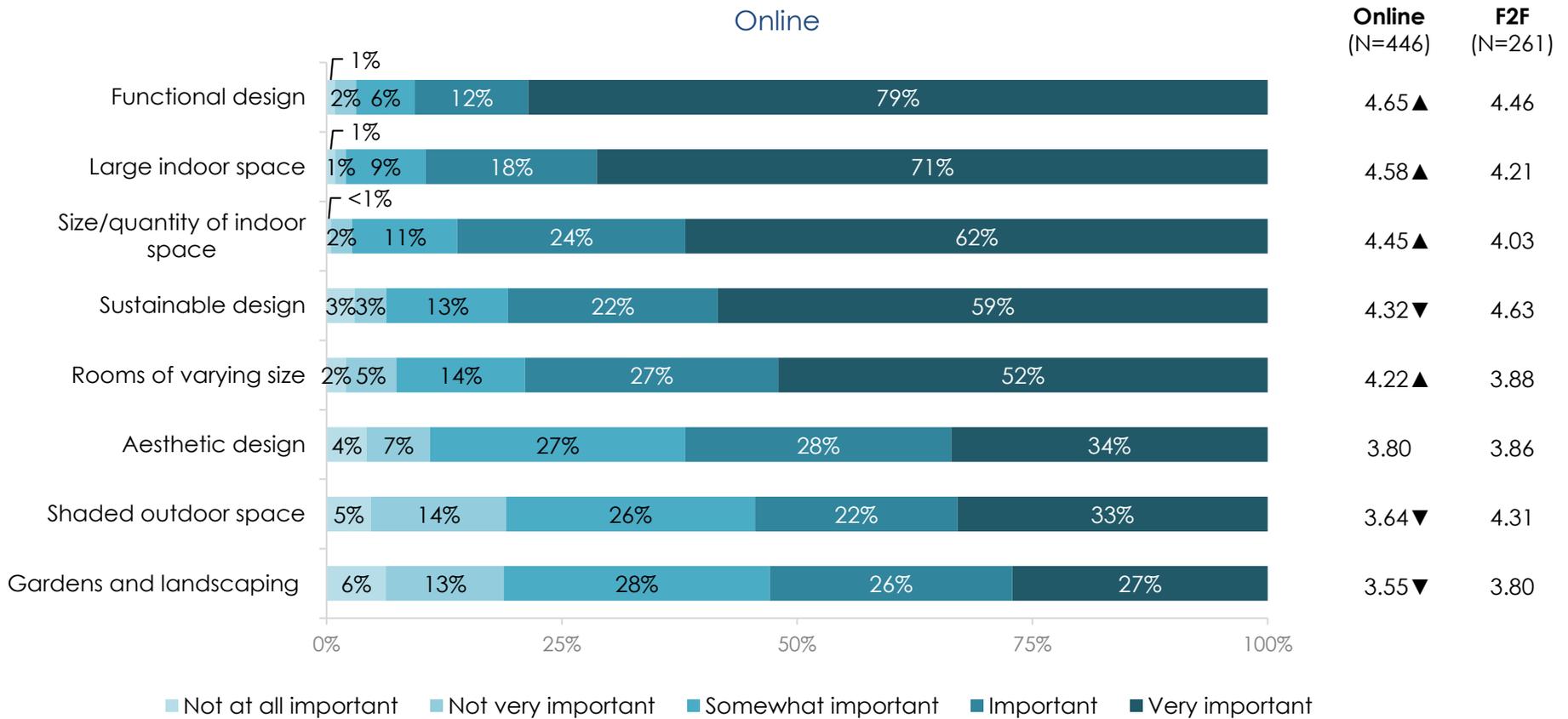


Base: N = 443



New Facility Design

Q7. How important do you believe the following aspects are?



Scale: 1 = not at all important, 5 = very important
 ▲ ▼ = significantly higher/lower mean rating (by survey type)



Potential Activities/Use of the New Centre

Q6a. Which of the following types of uses/activities would you like to see catered for in a new multi-purpose community centre located in Warriewood?

Other specified	Count
Lungs in Action class	6
Netball/basketball court	3
Table Tennis	3
Community centre/hub	2
Dog training	2
Indoor soccer	2
Swimming pool	2
Art Exhibitions	1
Centre is perfect as is	1
Ceramics with kilns	1
Children's activity groups (art, craft and drama etc.)	1
Community gatherings, like sports presentations	1
Community theatre	1
Exhibitions	1
Garden club	1
Meals on wheels	1
Meetings	1
None	1
Outdoor cafe	1
Outdoor exercise space	1
Printing press for print making	1
Space with water and sink access for dying yarn workshops	1
Youth centre	1



Potential Groups/Clubs to Use the Facility

Q6b. Are there any specific groups/clubs that you think might want/need to use a facility like this?

Groups/Clubs/Activities	N = 329	Groups/Clubs/Activities	N = 329
Board games	1%	Community education/learning groups	<1%
Book Club	1%	Exhibitions	<1%
Camera Club	1%	Guilds	<1%
Children groups/playgroups/care groups	1%	Gymbaroo	<1%
Community assistance groups e.g. meals on wheels, helping those less fortunate	1%	Gyuto Monks	<1%
Computer groups	1%	Historic societies	<1%
Disability groups	1%	Kung Fu	<1%
Discussion groups	1%	Mahjong groups	<1%
Gardening club	1%	Manly-Warringah Basketball	<1%
Knitting	1%	Mens groups	<1%
Mother's groups	1%	Northern Beaches Interchange	<1%
Netball clubs	1%	Northern Beaches Roller Girls	<1%
Northern Beaches Community College	1%	Not for profit groups	<1%
Probus groups	1%	Organisations needing meeting rooms	<1%
Rotary	1%	PCYC	<1%
School groups/after school activities	1%	Permaculture	<1%
Swimming groups/classes	1%	Playgroups	<1%
Tai chi	1%	Pre-school classes	<1%
AA groups	<1%	Scouts	<1%
Association for Brazilian Bilingual Children's Development	<1%	Sports clubs for function room hire	<1%
Badminton	<1%	Sydney Wildlife	<1%
Bike groups	<1%	Unemployed people	<1%
Carers group	<1%	WRA	<1%
Church groups	<1%		



Use of Other Community Centres

Q5a. Have you used any of the following community centres in the last 12 months?

Other specified	Count
Curl Curl Sports Centre	2
Nelson Heather Centre	2
Curl Curl art space	1
Curl Curl community centre	1
Forestville community centre	1
Forestville tai chi	1
Warriewood Senior Citizens Centre	1

Q5b. What type of activities do you use that/these other facility/facilities for?

Other specified	Count
Booksale	2
Library	2
Singing group	2
Toilet facilities at Avalon	2
U3A talks	2
Art and craft exhibitions	1
Cafeteria	1
Children's art activities	1
Coffee and cake at Tramshed Cafe	1
Community speakers and meetings Mona Vale	1
Craft and Balance classes at Tramshed	1
Dance classes for children	1
Elanora Players theatre group	1
Exhibitions	1
Northern Beaches Church	1
Outdoor play area	1
Play bridge	1
Playgroup	1
Sports	1
Table tennis	1
Toddlers Playgroup	1
Work	1



Questionnaire



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Northern Beaches Council
Warriewood Valley Community Centre Engagement Survey Questions
March 2019

Northern Beaches Council is proposing to build a new multi-purpose community centre on the existing Nelson Heather Community Centre site. We're seeking your feedback as to what the new centre might look like and how you would use it.

Q1. Do you know where the Nelson Heather Community Centre is?

- Yes
- No

Please look at this map.

Q2a. In the last 12 months, have you visited the Nelson Heather Community Centre?

- Yes
- No (Go to Q5a)

Q2b. How frequently have you used, or visited, the Nelson Heather Community Centre in the last 12 months?

- Daily
- Weekly
- Fortnightly
- Monthly
- Quarterly
- Less often

Q3a. Please identify which of the following most reflects you.

- I am a current member of a Group/Club that uses the centre
- I visit the Nelson Heather centre for other reasons (Go to Q4)

Q3b. Which group/club are you a member of? Please select all that apply.

- AA - Sunday Banksia
- Benevolent Society
- Dee Why RSL Camera Club
- Exercise for over 55's
- GKR Karate
- Healthy Lifestyle
- Hummingsong
- Knitters Guild
- Mona Vale Garden Club
- Narrabeen Senior Citizens
- Northern Beaches Creative Leisure & Learning
- Northern Beaches Interchange
- Pilates 4 You
- Precise Property
- Saturday Sewers
- Scottish Dancing
- Tai Chi
- The Link Church
- U3A
- Weight Watchers
- Peninsula Bridge Club
- Other (please specify)

Q4. What type of activities do you use this facility for? Please select all that apply.

- Utilising meeting space
- Education and training
- Hobbies and recreation
- Events/functions
- Exercise class
- Charity work
- Connecting socially
- Other (please specify)

Q5a. Have you used any of the following community centres in the last 12 months? Please select all that apply.

- Avalon Recreation Centre
- Elanora Heights Community Centre
- North Narrabeen Community Centre
- Ted Blackwood Centre
- Mona Vale Memorial Hall
- Collaroy Plateau Youth and Community Centre
- Cromer Community Centre
- Griffith Park Sports Facility
- Newport Community Centre
- Tramshed Arts and Community
- Other (please specify)
- None of these (Go to Concept statement)

Q5b. What type of activities do you use that/these other facility/facilities for?

- Utilising meeting space
- Education and training
- Hobbies and recreation
- Events/functions
- Exercise class
- Charity work
- Connecting socially
- Other (please specify)

Concept statement

It has been identified that there is a need for an improved range of facilities and programs for residents in the Warriewood Valley area.

Northern Beaches Council is responding to this need and is currently investigating the requirements for a new multi-purpose community centre located on the site of the existing Nelson Heather Centre.

Q6a. Which of the following types of uses/activities would you like to see catered for in a new multi-purpose community centre located in Warriewood? Please select all that apply.

- Community learning (e.g. language or computer classes)
- Arts activities (e.g. crafts, painting, sewing)
- Music activities (e.g. dance, band practice)
- Performance space
- Health & well-being activities (e.g. yoga, meditation, pilates, tai chi)
- Activities for seniors or people with a disability
- Passive recreation and competition (chess, bridge)
- Self-help activities (e.g. counselling groups)
- Charity and not for profit meetings
- Business conference/trade show
- Party hire (e.g. children's parties, weddings, engagements)
- Study/quiet space
- Other (please specify)

Q6b. Are there any specific groups/clubs that you think might want/need to use a facility like this?

- Yes (please specify)
- No

There are many options and trade-offs that need to be considered when designing a new facility. Council would like to understand what you think should be important.

Q7. On a scale of 1 to 5, where 1 is not at all important, and 5 is very important, how important do you believe the following aspects are?

	Not at all important			Very important	
	1	2	3	4	5
Functional design	<input type="radio"/>				
Gardens and landscaping (planting, lawns, etc.)	<input type="radio"/>				
Shaded outdoor space (balconies, terraces, courtyards, etc.)	<input type="radio"/>				
Large indoor space	<input type="radio"/>				
Rooms of varying size	<input type="radio"/>				
Size/quantity of indoor space	<input type="radio"/>				
Aesthetic design, i.e. look of facility	<input type="radio"/>				
Sustainable design (energy efficiency, water storage and reuse, passive solar design, etc.)	<input type="radio"/>				

Demographics

Q8. Which suburb do you live in?

- | | |
|---|--|
| <input type="radio"/> Allambie/Allambie Heights | <input type="radio"/> Freshwater |
| <input type="radio"/> Avalon | <input type="radio"/> Great Mackerel Beach |
| <input type="radio"/> Balgowlah | <input type="radio"/> Ingleside |
| <input type="radio"/> Balgowlah Heights | <input type="radio"/> Killarney Heights |
| <input type="radio"/> Bayview | <input type="radio"/> Lovett Bay |
| <input type="radio"/> Beacon Hill | <input type="radio"/> Manly |
| <input type="radio"/> Belrose | <input type="radio"/> Manly Vale |
| <input type="radio"/> Bilgola | <input type="radio"/> McCarrs Creek |
| <input type="radio"/> Bilgola Plateau | <input type="radio"/> Mona Vale |
| <input type="radio"/> Brookvale | <input type="radio"/> Morning Bay |
| <input type="radio"/> Careel Bay | <input type="radio"/> Narrabeen |
| <input type="radio"/> Church Point | <input type="radio"/> Narrabeen |
| <input type="radio"/> Clareville | <input type="radio"/> Newport |
| <input type="radio"/> Clontarf | <input type="radio"/> North Balgowlah |
| <input type="radio"/> Coasters Retreat | <input type="radio"/> North Curl Curl |
| <input type="radio"/> Collaroy | <input type="radio"/> North Manly |
| <input type="radio"/> Collaroy Plateau | <input type="radio"/> North Narrabeen |
| <input type="radio"/> Cottage Point | <input type="radio"/> Oxford Falls |
| <input type="radio"/> Cromer | <input type="radio"/> Palm Beach |
| <input type="radio"/> Curl Curl/South Curl Curl | <input type="radio"/> Queenscliff |
| <input type="radio"/> Currawong Beach | <input type="radio"/> Scotland Island |
| <input type="radio"/> Davidson | <input type="radio"/> Seaforth |
| <input type="radio"/> Dee Why | <input type="radio"/> Terrey Hills |
| <input type="radio"/> Duffys Forest | <input type="radio"/> The Basin |
| <input type="radio"/> Elanora Heights | <input type="radio"/> Warriewood |
| <input type="radio"/> Elvina Bay | <input type="radio"/> Whale Beach |
| <input type="radio"/> Fairlight | <input type="radio"/> Wheeler Heights |
| <input type="radio"/> Forestville | <input type="radio"/> Other (please specify) |
| <input type="radio"/> Frenchs Forest | |

Q9. Please select your age group.

- 15 – 17
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 – 74
- 75+
- Refused

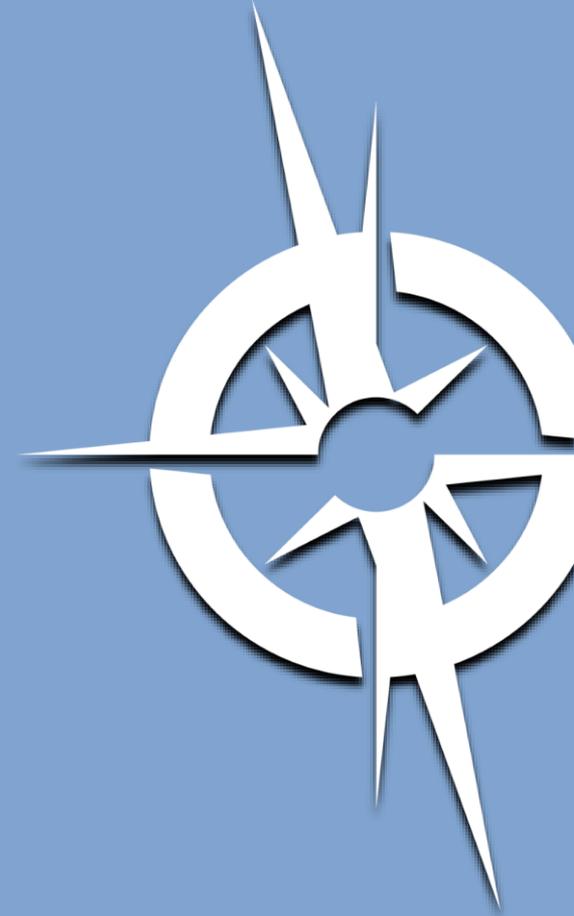
Q10. Which of the following best describes your household status?

- Living at home with parents
- Single with no children
- Single parent with children
- Married/de facto with no children in the household
- Married/de facto with children in the household
- Group household
- Extended family household (multiple generations)

Q11. Please select your gender.

- Male
- Female
- Other

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (02 4352 2388) on behalf of Northern Beaches Council (contact - Katie Kirwan - Community Liaison Officer 02 9942 2176).



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