

SUMMARY OF RESULTS FROM 2017 REFLECTION & VISION SURVEY

A "Reflection and vision survey" was completed to find out which values we share, to have a yard stick to measure decisions we make and show new members what Goolawah is about (Quote from newsletter). It was an extensive process, planned at community meetings and by a committee type group. It followed a two-step process. Firstly, members got together to brainstorm ideas and formulate the survey. The second step was where members completed the survey. Both steps were advertised and open to all. A number of prompts to members boosted participation to 42 members. It was a wide ranging survey exploring our: values, priority areas, areas to be addressed, what we do well and don't do well. The excel dataset of results is useful to look at, if extensive. Below is a summary of the key results. Results are provided in the form of percentages of participants and a colour coding system used to indicate when:

More than 75% of participants

More than 66% of participants chose this response/item

More than 50% of participants chose this response/item

1. OUR VALUES

For the survey, members were presented with a range of 25 different values that were identified during step 1 of the process and asked to choose: (1) core values for Goolawah; (2) secondary values; (3) values they were unsure of; and (4) values they did not support.

1.1 Core Values

Top 6 Core Values - More than 3/4 of Participants Selected these Values as Core Values

Protecting the environment (86%)

Supporting each other in times of hardship (86%)

Working together to achieve common goals (81%)

Safety to speak honestly without persecution or hard feelings (81%)

Trust (76%)

Personal responsibility (76%)

Values Selected by More than 2/3's of Participants

Equality (69%)

Low cost living (67%)

Social interaction (64%)

Organic / Chemical free gardening / Permaculture (64%)

Warmth towards each other despite differences (62%)

Effective communication (62%)

Inclusiveness (62%)

Values Selected by More than Half of Participants

Altruistic service - contributing without expectation of reward (55%)

Sharing resources (52%)

Selected by Less than 50% of Participants

Personal growth (45%)

Participation (43%)

Diversity (40%)

Privacy (38%)

Optimism (38%)

The Arts (36%)

A positive reputation in the wider community (33%)

Selected by Less than 25% of Participants

Contributing to the wider / global community (24%)

Alternative economic models (21%)

Entrepreneurship (10%)

1.2 Secondary Values

Response rates for secondary values were lower than for core values, i.e. not as many people selected secondary values compared to core values. As expected items that were ranked high for core values, then ranked low for secondary values, as people already selected them as higher level values.

Selected by More Than Half of the Participants

Contributing to the wider / global community (55%)

This value was a one of the lowest ranked core values, but the top ranking secondary value, indicating people thought it was an important value for Goolawah, but as a secondary value rather than as a core value.

Selected by Less than 50% of Participants

Participation (48%)
Privacy (45%)
Diversity (43%)
A positive reputation in the wider community (40%)
The Arts (36%)
Alternative economic models (38%)
Sharing resources (38%)
Entrepreneurship (38%)
Social Interaction (29%)
Optimism (31%)
Personal growth (26%)
Effective Communication (26%)
Altruistic service - contributing without expectation of reward (26%)
Inclusiveness (26%)

Selected by Less than 25% of Participants

People ranked the following values highly as Goolawah's core values therefore should not be our secondary values.

	Ranked as a Secondary Value by	Ranked as a Core Value by
Organic/chemical free gardening/permaculture	21%	64%
Warmth towards each other despite differences	21%	62%
Low cost living	21%	67%
Trust	19%	76%
Personal responsibility	19%	76%
Working together to achieve common goals	17%	81%
Protecting the environment	12%	86%
Supporting each other in times of hardship	10%	86%
Equality	10%	69%
Safety to speak honestly without persecution or hard feelings	7%	81%

1.3 Values people were Unsure About

Very few people were unsure about the values. However, there were a couple of values with higher responses than the others.

Values People were Unsure About
Entrepreneurship (26% of people)
Optimism (21% of people)

Around a quarter of people were not sure if we should have entrepreneurship and optimism as part of our values. These values also ranked lower down in people's chosen core and secondary values for Goolawah.

1.4 Low Priority / Not Important Values

The following values were rated as low and no importance by the following percentage of members.

Rating for Values of Low/No Importance
Alternative economic models (45%)
Entrepreneurship (40%)
The Arts (36%)
A positive reputation in the wider community (31%)
Contributing to the wider / global community (29%)
Personal growth (26%)
Diversity (26%)

2. OUR PRIORITIES

Members were given a choice of 41 different areas of priority that Goolawah could focus on and asked to rate how high or low a priority each was.

2.1 Priority Items

The priority items identified by the most participants were:

Item	Combined Total (VH+ P)	Very High Priority (VH)	Priority (P)
Food producers selling /swapping produce to/with members	86%	40%	45%
Solar and lighting upgrade for camp kitchen	83%	26%	57%
Sit down communal dinners to share food, stories, art, etc	81%	26%	55%
Recycling / reuse center	81%	29%	52%
No burning of rubbish, toxic waste, plastic	76%	50%	26%
Social, inclusive working bees with lunch etc provided	71%	33%	38%
More people with positive energy moving in	71%	31%	40%
A big multi-purpose community centre	71%	48%	24%
Sporting / exercise facilities like bike tracks	71%	21%	50%
Car sharing 'Güber	69%	24%	45%
Food growing everywhere	67%	36%	31%
Food co-op	67%	36%	31%
Workshops	67%	17%	50%
Extensions to Camp Kitchen + Last Resort to allow more diversity on gatherings	67%	26%	40%

2.2 Items with Less Support

Items that had the most unsure or unsupported responses are listed below, indicating less support for them as a priority area for the community and less likely to make it onto our list of priorities.

Item	Combined Total	Unsure	Don't Support / Oppose
Everyone go vegan	88%	17%	71%
A tower on red hill	86%	57%	29%
More regular yoga	71%	62%	10%
Electronic format for proxies	67%	40%	26%
More contribution to wider community e.g. local festivals	67%	55%	12%
Fields with goals and cricket pitch etc	64%	48%	17%
Shared intranet	62%	45%	17%
More events open to the public, e.g. food market	62%	33%	29%
Large community garden	59%	40%	19%
Small industrial area	59%	29%	31%
Monitoring of dams for water quality	59%	45%	14%
"Goola-Fest" music, dancing and camping at Gold Mine	57%	29%	29%
Train members as mediators to do restorative circles, etc	55%	43%	12%
More diverse membership	55%	40%	14%
Lower prices for blank shares	55%	31%	24%
Tourism based income opportunities (e.g. eco-cabins)	55%	19%	36%
A shed for Men's Shed with commercial-scale equipment	52%	43%	10%
"Outsider" tours to show them community/eco/off-grid living	50%	26%	24%

Notes: The remaining 10 items are not reported here as they were middle ground, see full data set for the results on these. A number of the above items have been completed in the intervening period. The DA did not make it on the list as it had been approved and we were working with Council on the conditions. Bringing cats/dogs/cloven hooved animals onto Goolawah did not make it onto the list as it was not a priority area identified by members at the time. The cloven foot animal ban was in place since 2003; an attempt was made in 2007 to remove it but it was not successful (3 votes in favour).

3. WHAT WE NEED TO ADDRESS AND DON'T NEED TO ADDRESS

This was a list of 13 issues that members ranked by priority.

3.1 Priority Issues

The priority issues to be addressed as identified by the most participants were:

Item	Combined Total (VH+P)	Very High Priority (VH)	Priority (P)
Improving Long Term Planning	79%	26%	52%
Dealing with conflict amongst members	74%	24%	50%
Relating well to our neighbours	71%	26%	45%
Preventing isolation of members due to differing views, opinions etc	64%	19%	45%
Removing ego and personal agenda from decision making	62%	40%	21%
Getting more members to actively participate in the life of the cooperative	57%	17%	40%
Reducing emissions	55%	21%	33%
Improving Short Term Planning	55%	7%	48%

3.2 Issues with Less Support

Issues that had the most unsure or unsupported responses are listed below, indicating less support for them or a "not to do" list.

Item	Combined Total	Unsure	Don't Support / Oppose
Telling the outside community what we're about	76%	31%	45%
Improving gender equality	71%	29%	43%
Empowering directors to make executive decisions	67%	40%	26%
Improving meeting structure and facilitation	62%	24%	38%
Becoming less dependent external income	55%	12%	43%

4. HOW WELL ARE WE DOING?

Members were asked how well we did 17 different things/events that were identified as important to the community in step 1 of the process. The results indicated at least 50% of members thought we did all most of them well. Two items had high number of unsure responses, presumably because members did not participate in the activity and were therefore unable to assess it firsthand, i.e. Men's Shed and Sunday Yoga. The item members said we did least well was low green house gas emissions.

Item	Do Well (Always/Mostly)	Unsure	Not So Well (Occasionally/never do Well)
Socialising /social events that bring the community together	95%	2%	2%
Beautiful nature surrounding us	95%	5%	0%
Good roads	95%	0%	2%
Communication ie newsletter, website, text, notice board	93%	5%	2%
Caring for wildlife	86%	10%	5%
Sharing of resources - skills, labour, stuff, knowledge , time, tools, produce.	86%	7%	7%
Working together on community projects	86%	5%	10%
Friday night at Larry's	88%	10%	0%
Low cost living	76%	17%	7%
Meetings that are respectful and inclusive	76%	12%	12%
Helping each other in challenging situations	76%	10%	14%
Feeling of true community	74%	10%	17%
Acceptance of a wide range of faiths, core values, life choices, allowing freedom and independence	71%	14%	14%
Capacity for evolution to embrace a changing membership profile and to respond to new challenges	71%	19%	10%
Mens Shed	57%	38%	2%
Low Green House Gas Emissions	55%	21%	24%
Yoga Sundays	52%	48%	0%