

Community Panel Recruitment Report

Introduction

A deliberative panel has been created consisting of members of the community of Belmont, to make recommendations on the future of the Belmont Trust Lands. This 40-person panel was to be made up of people that meet the follow criteria;

Qualifying Criteria

- Available for all dates and commitments of a panellist
- A resident, rate payer or business owner within the City of Belmont
- No known conflicts of interest in their involvement in the process
- Meets on one or more of the following Primary demographic criteria
- Sign a confidentiality agreement
- Proof of vaccination.

Primary Demographic Criteria (matched to ABS data)

- Age range and gender balance
- Representation across the suburbs within the City of Belmont
- Cultural Diversity
- Disability

Secondary Demographic Criteria

- Housing Type
- Occupation/Education level

The City of Belmont data was pulled from the available Australian Bureau of Statistics (ABS) data to define the numeric targets for the panel.

Some variations to the ABS data can be seen when comparing to the panel, for the following reasons.

- The stratification was positively weighted to include more people from the City that are Aboriginal and to achieve the target for people from culturally diverse backgrounds.
- Percentage comparison between the full population and a group of 40 people will not be equally presented ie: One person in a group of 40, represents 2.5%, where one person in the whole population will not register a rounded percentage difference.
- Recruiting across multiple stratification criteria narrows the pool of people you can approach. At times balance in one criteria is sacrificed to balance in another
- Due to COVID the proposed workshop with the City's Access and Inclusion and CALD advisory committees did not occur (therefore we lost an opportunity to promote participation)
- COVID factored into some participants with disability declining the offer to join the panel

Note: There is a natural attrition through the panel process of usually 4-5 people, due to illness or other personal reasons. These places are not back filled unless they occur prior to commencement of the panel.

Selection Process

The panellists have been selected from two main data sources:

- 35% (n14) of the panel was filled through an expression of interest (EOI) process that was promoted as part of the broader community engagement run between 5 February to 13 March 2022
 - The EOI was promoted through Social Media, the Belmont Bulletin, Pop Up engagement activities, and at workshops
 - At the time of submitting an EOI, respondents were informed about the 20% quota that was to come from the EOI data, but opted to increase this due to number of response received.
 - A total of 65 applications were received and not all people approached from the EOI list were available for all dates
 - While there was a high number of EOI respondents from Ascot Waters, the ABS data required 3 panel spaces. We have ended up allocating 6 positions on the panel to support meeting some of the other demographic criteria. 5 of the 6 positions came from the EOI.
- 55% (n22) of the panel was filled through direct emails and calls made by Thinkfield Research Solutions.
 - 532 emails were sent to their database
 - 170 people were called
- 10% (n4) of the panel were invited
 - 3 from the City's Aboriginal Advisory Group and 1 from Ascot Kilns & Parry Field Action Group

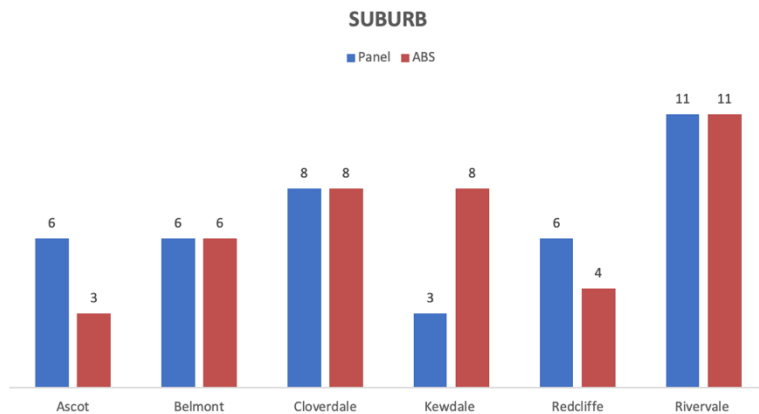
The stages of screening included:

1. Review EOI lists for age, gender and suburb (and other specification) and places held for the maximum in relevant suburbs
2. Pre-screening occurs in the exchange that follows based on stratification criteria.
3. Respondents are then called based on the difficulty of filling a specific quota, i.e. ATSI spots first as they are the hardest to find and want them to have open quotas, then move to CALD and then younger respondents and so on.
4. Respondents are screened over the phone. The full process is explained - Number of workshops, requirements before and after and the specific times and dates.
5. If the respondent agrees to the time commitment and dates and fits the required quotas, they are booked in.
6. Prior to the first session, all participants are called again to confirm attendance, and last minute replacements are made (which can sometimes skew the data a little more.)

The City of Belmont was given the opportunity to review the list, with the understanding that candidates would only be changed if there were significant conflicts of interest (eg: pending legal proceedings). This report confirmed, there were no such requests made.

As such the panel stands as presented by Thinkfield Research Solutions.

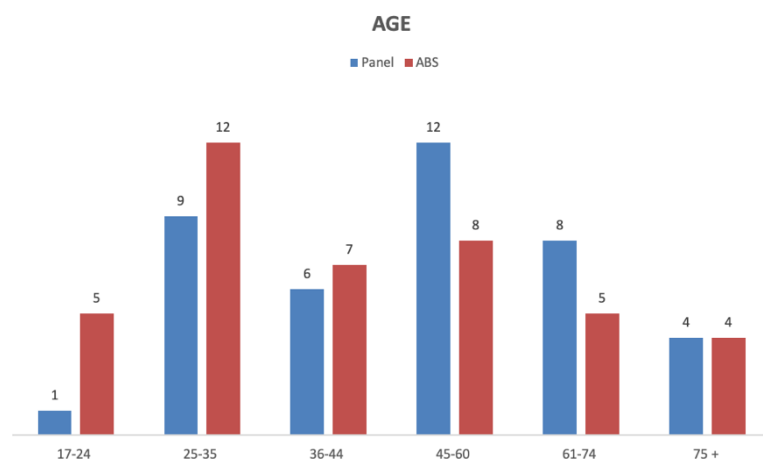
Panel Sample



There is a strong correlation between City suburbs and panel members, with the one outlier of Kewdale.

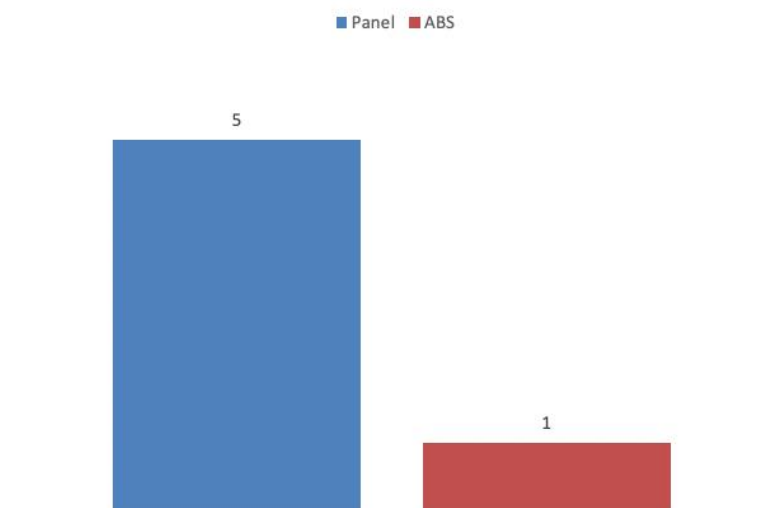
This is in part a difficulty in recruiting people during COVID, in part due to challenges with stratification. But if the opportunity presents to back fill a position, we will prioritise Kewdale.

Additional spots from Ascot Waters helped improve the other representation demographics and allowed for more people from the EOI list to be considered.



There is a strong correlation between age ranges of people within the city and panel members.

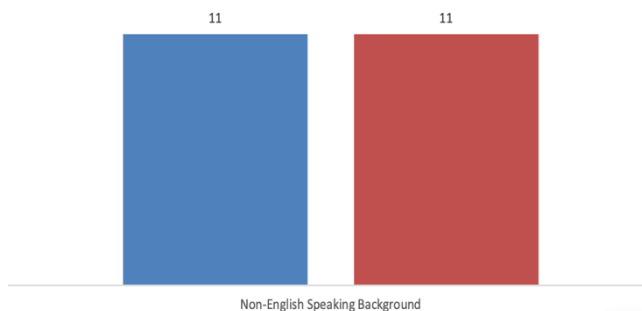
ABORIGINAL AND TORRES STRAIT ISLANDER



In recognition of the importance of this site to Aboriginal people the panel has delivered 5 times the ABS requirement for representatives of the Aboriginal community.

Non-English Speaking Backgrounds

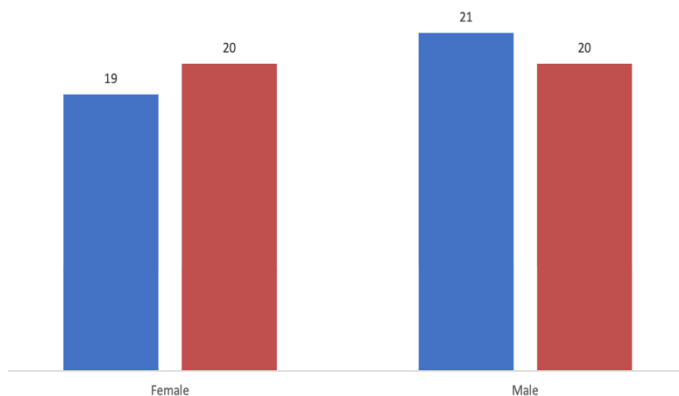
■ Panel ■ ABS



The panel comprises 9 people from Non-English speaking backgrounds, including 7 who were not born in Australia.

GENDER

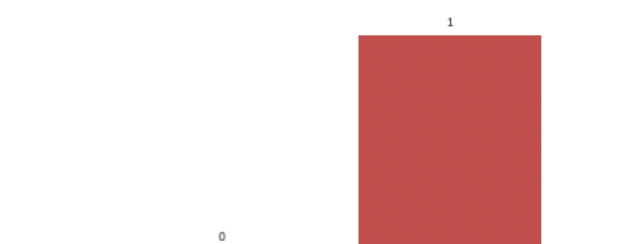
■ Panel ■ ABS



An exact gender balance was sacrificed for improving CALD representation.

DISABILITY

■ Panel ■ ABS



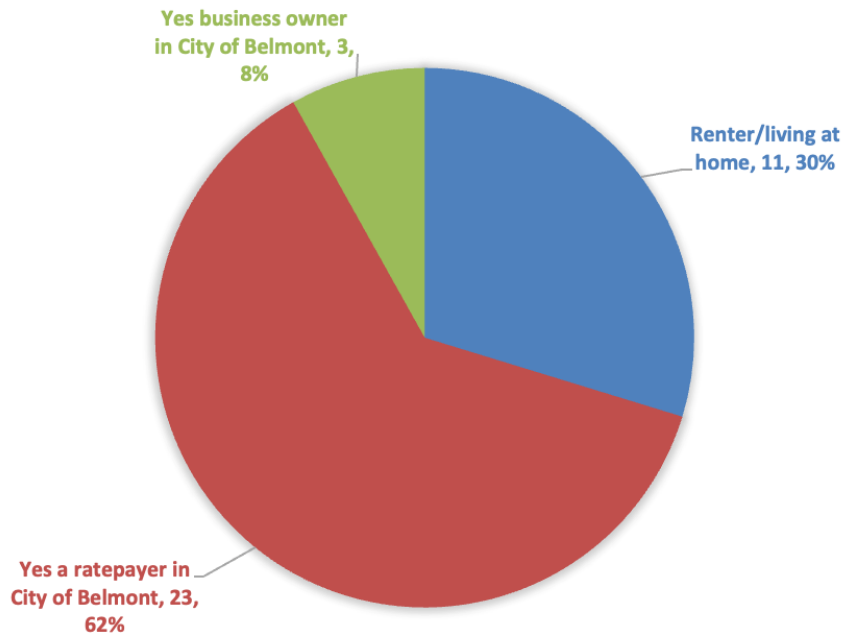
There were 5 prospective candidates who each respectively withdrew from the panel. The city promoted the opportunity through their access and inclusion network and more widely throughout the disability sector. COVID was a factor for many candidates in deciding to participate.

The session planning will ensure this is given focus during the panel.

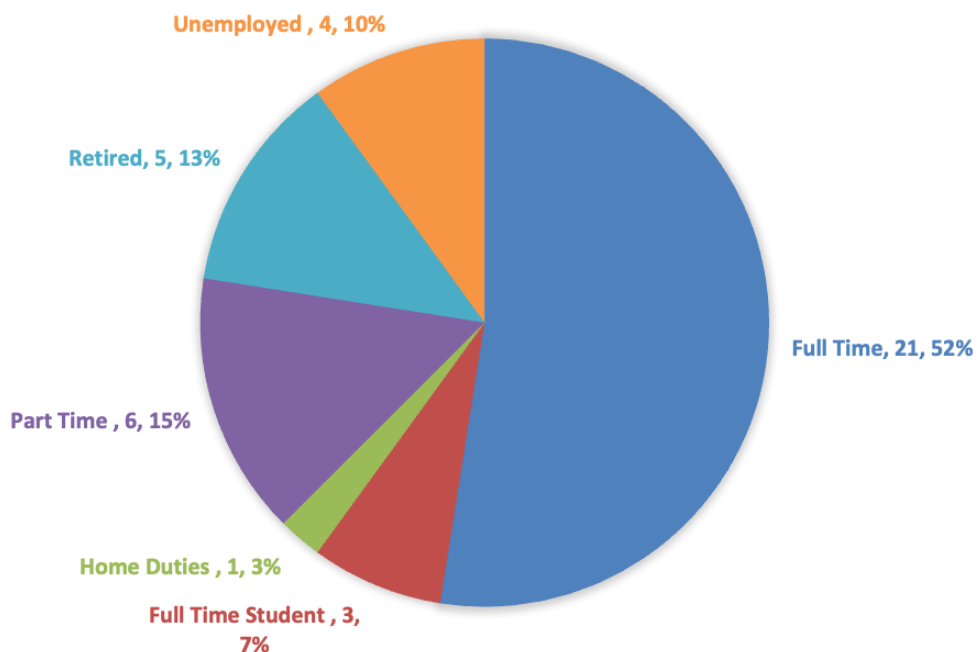
Additional Panel Insights

The following information was not matched against the ABS data but is provided to demonstrate the breadth of people represented by the panel.

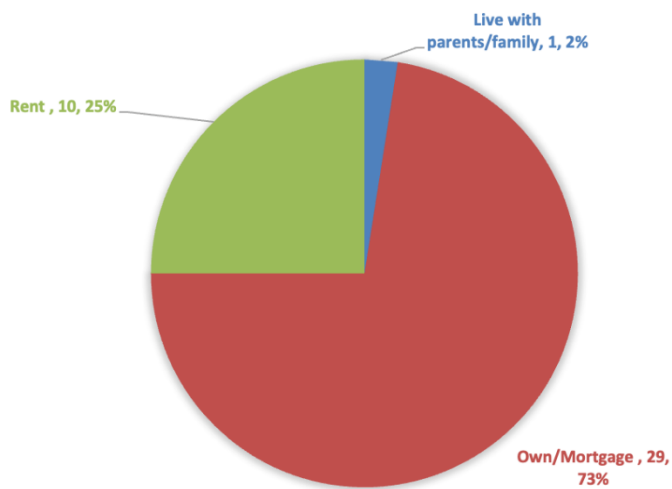
RESIDENTS / RATEPAYERS / BUSINESS OWNERS



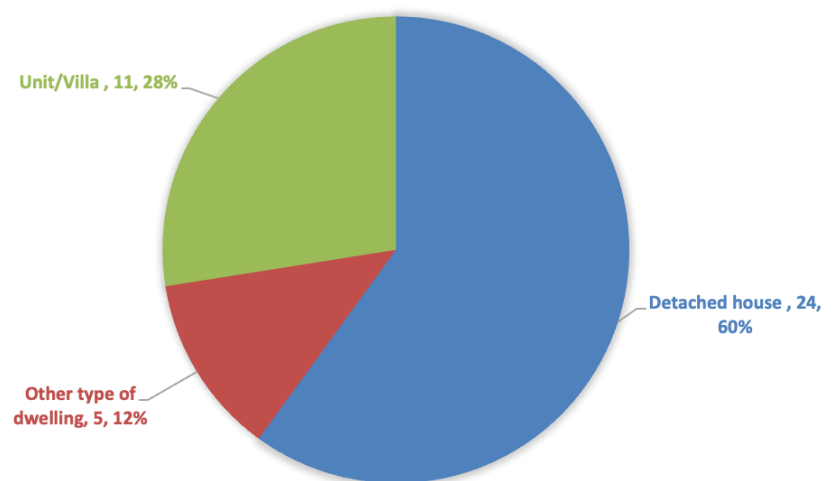
EMPLOYMENT STATUS



HOME OWNERSHIP



HOUSING TYPE



HIGHEST LEVEL OF EDUCATION

