

Gold Industry Group

# Netball Partnership Impact Report 2022

January 2023



**DISCLAIMER**

This report has been prepared by Culture Counts™ for the Gold Industry Group. We would like to thank Gold Industry Group for their support through the development and delivery of the evaluation. We would also like to thank all stakeholders for their participation in the project.

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# EVALUATION HIGHLIGHTS

## Gold Survey



66% of surveyed respondents were aware of the Gold Industry Group  
+2% from 2021



48% had seen or participated in Gold Industry Group activations  
+2% from 2021



67% were aware of at least one Gold Industry Group Initiative



71% feel positive about Australia's Gold Industry\*  
+1% from 2021



78% agreed they had learnt something new through Gold Industry Group's activations\*  
+8% from 2021



69% agreed that Gold Industry Group's activations sparked their curiosity\*  
+5% from 2021



On average, 83% agreed that the Gold Industry Group activations engaged people from different backgrounds  
+3% from 2021



5% Increased engagement with younger audiences (under 20)



On average 87% of respondents agreed that they would come to a Gold Industry Group activation in the future  
+2% from 2021



12% of respondents indicated they were interested in exploring a career in the gold industry



78% were aware of at least one use of gold in their daily life  
+1% from 2021



64% attended a West Coast Fever game in 2022

\*represents %Agree + %Strongly Agree

# CONTENTS

<b>Evaluation highlights</b>	<b>3</b>
<b>1 Introduction</b>	<b>6</b>
1.1 Project	6
1.2 Evaluation Methodology	6
<b>2 EXECUTIVE SUMMARY</b>	<b>8</b>
2.1 Evaluation Recommendations	9
<b>3 Respondent Profile</b>	<b>10</b>
3.1 Age	10
3.2 Gender	11
3.3 Identity	12
3.4 Postcode Heat map	15
<b>4 Role and Participation</b>	<b>18</b>
4.1 Connection to Netball	18
4.2 Program Participation	22
<b>5 Gold Industry Group Awareness</b>	<b>26</b>
5.1 Gold Survey	26
<b>6 Gold Industry Group Initiative Awareness</b>	<b>28</b>
6.1 Gold Survey	28
<b>7 Gold Industry Group Activation Participation</b>	<b>32</b>
7.1 Gold Survey	33
<b>8 Perception of Australia’s Gold Industry</b>	<b>37</b>
8.1 Gold Survey	37
<b>9 Gold Industry Knowledge</b>	<b>39</b>
9.1 Knowledge of Gold Use	39
9.2 Knowledge of Gold Industry	43
<b>10 Learning and Curiosity</b>	<b>46</b>
10.1 Learning	46
10.2 Curiosity	47
<b>11 Gold Industry Careers</b>	<b>50</b>
11.1 Respondent – Gold Industry Career	50

11.2	Child - Gold Industry Career.....	52
<b>12</b>	<b>Netball Partnership Outcomes .....</b>	<b>54</b>
12.1	Dimension Statements.....	54
12.2	Netball Outcomes .....	54
12.3	Participants Only .....	57
12.4	Comparative Analysis .....	59
12.5	Margin of Error.....	60
<b>13</b>	<b>Comments and Feedback .....</b>	<b>62</b>
13.1	Gold Industry.....	62
13.2	Support for netball .....	62
13.3	Game day .....	63
13.4	Event details .....	63
<b>14.</b>	<b>Margin of error .....</b>	<b>64</b>
14.1	Gold Survey.....	64

# 1 INTRODUCTION

## 1.1 Project

Gold Industry Group is a proud supporter of netball in Western Australia, helping to underpin the development of the sport from grassroots level through to the elite.

Gold Industry Group is the Principal Partner of Netball WA, Partner of West Coast Fever and Partner of Shooting Stars. This partnership, established in 2019, is the first of its kind in supporting all levels of the sport across the State, advancing both the future of WA netball and its diverse communities.

## 1.2 Evaluation Methodology

Gold Industry Group first engaged Culture Counts to evaluate the outcomes of its netball partnerships in 2020. The methodology has been applied each year, to help organisers to better understand the impact of this partnership, and how key insights have trended year-on-year. This report compares the results of the most recent evaluations conducted in 2022, to data collected in previous years (2020 and 2021).

Culture Counts and Gold Industry Group developed a survey instrument, designed to target people that had engaged with netball in WA. The survey measures participant and spectator profile, the intrinsic outcomes of netball participation, awareness of the Gold Industry Group and its initiatives and overall perceptions of Australia's gold industry.

From 2020 to 2022, the 'Gold Survey' was distributed via email to the Netball WA database (once each year), with additional responses collected via fieldwork at key events. In 2022, a total of 1,878 people were surveyed as part of this study, survey details and response rates are presented in the below table.

In previous years, a Population Poll has accompanied this research, to generate an understanding of the partnership's impact on the general population. This poll will now be conducted biennially, with the next poll due to take place in 2023.

**Table 1. Gold Survey Distribution Summary - 2022**

SURVEY DATE	SURVEY NAME	DETAILS	REPONSES
27 March 2022	West Coast Fever Home Game March 2022	Culture Counts' fieldwork team attended the West Coast Fever home game at the RAC Arena to conduct interview surveys with spectators.	207
4 & 5 June 2022	Fuel to Go & Play Association	Culture Counts' fieldwork team attended the Fuel to Go & Play Association Championships	300

	Championships June 2022	to conduct interview surveys with spectators and participants.	
12 June 2022	West Coast Fever home game June 2022	Culture Counts' fieldwork team attended the West Coast Fever home game at the RAC Arena to conduct interview surveys with spectators.	150
6 July 2022	NAIDOC Netball Carnival July 2022	Culture Counts' fieldwork team attended the 2022 NAIDOC Netball Carnival at the Gold Netball Centre to conduct interview surveys with spectators and participants.	201
26 August 2022	Multicultural Netball Carnival August 2022	Culture Counts' fieldwork team attended the Multicultural Netball Carnival at the Gold Netball Centre to conduct interview surveys with spectators and participants.	108
November 2022	Netball WA Database 2022	Culture Counts' Gold Survey was distributed via email to all subscribers within the Netball WA database.	912

Note that throughout this report, each survey is referred to using the names displayed in the 'Survey Name' column. Throughout the report, the Gold Survey results are displayed over three different chart types;

- The 'Year on Year Average' compares the average results captured across all surveys conducted in 2020, 2021, and 2022
- The 'Email Database' tab compares the results received from the surveys sent to the Netball WA email database in November 2022.
- Finally, the 'Events and Programs' chart breaks down the results received for all the event surveys where fieldwork was conducted in 2022.

## 2 EXECUTIVE SUMMARY

Gold Industry Group is a proud supporter of netball in WA, helping to underpin the development of the sport from grassroots level through to the elite. Gold Industry Group is the Principal Partner of Netball WA, Partner of West Coast Fever, and Partner of Shooting Stars. This partnership, established in 2019, is the first of its kind in supporting all levels of the sport across the State, advancing both the future of WA netball and its diverse communities.

In 2022, Gold Industry Group engaged Culture Counts to evaluate the outcomes of this partnership. This report compares the results of the 2022 evaluation to the results collected in the previous two years of evaluations, to see how insights have changed or trended over the three-year period.

Culture Counts and Gold Industry Group developed the **Gold Survey**, designed to target those who engage with netball in WA and distributed six times over the 2022 calendar year. The survey constructs a participant and spectator profile and measures the intrinsic outcomes of netball participation, awareness of the Gold Industry Group, and its initiatives and overall perceptions of Australia's gold industry.

Survey responses came from a diverse range of netball community members, with representation from people of all age groups, throughout Perth and regional WA. The largest proportion of respondents identified themselves as a parent of a player and/or a netball fan/spectator. Respondents' participation was most prevalent at the West Coast Fever home games and the Fuel to Go & Play Championships.

Awareness of Gold Industry Group increased by 2% in 2022, with 66% of respondents identifying that they had heard of the Gold Industry Group. Of all respondents, those who attended the West Coast Fever home game were most aware of the Group highlighting that organisation visibility is more prevalent for audiences at these events. Awareness of Gold Industry Group's initiatives - the Heart of Gold Australia App and the Gold Jobs Website - both increased in 2022.

The survey asked people what they knew about gold's uses in their life, inviting respondents to select from a multiple-choice list. The aggregate year-on-year results demonstrate that knowledge for seven of the ten options increased in 2022, highlighting an increase in gold knowledge amongst the engaged netball community. 2022 also saw a larger proportion of respondents agreeing that they feel positive about Australia's gold industry and an increase in respondents interested in exploring a career in the gold industry.



Through their netball partnerships, Gold Industry Group enables community access to netball programs across the State, with benefits for players, fans and those who work in the industry. The outcomes summary revealed positive responses to all metrics, particularly the 'Access' dimension, demonstrating that this partnership helps to give people access to these activities, and the 'Diversity' metric, highlighting the programs' success in engaging people from different backgrounds.

In conclusion, it is evident that Gold Industry Group is achieving its desired outcomes amongst the netball community. Positive increases were seen for Gold Industry Group awareness, awareness of its initiatives, positive perceptions of the industry, gold knowledge, career interest from children and outcomes associated with netball participation.

## 2.1 Evaluation Recommendations

Based on the results of the primary evaluation conducted in 2020 and 2021, it is recommended that:

- Gold Industry Group and Culture Counts will continue to review the existing **Gold Survey** framework to maintain its relevancy and alignment to the Group's strategic goals in 2023.
- Gold Industry Group will continue to distribute the **Gold Survey** to the West Australian netball community in 2023, to continue to understand the impacts of their partnership.
- The **Population Poll** to be distributed in 2023 (following recommendations to conduct this survey biennially from 2021) to better understand how the Gold and Netball partnership flows on to impact the broader West Australian community.
- Fieldwork to be conducted at similar events that have been evaluated in previous years in 2023. Evaluating the same annual events could provide an additional layer of context and detailed insights that can be drawn from event comparisons while still capturing feedback from a diverse sample that represents the whole netball community.

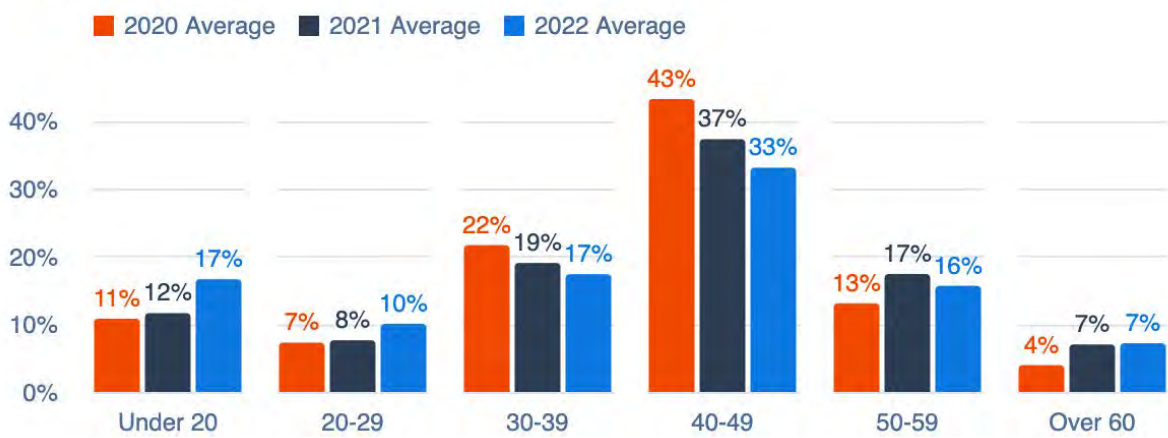
### 3 RESPONDENT PROFILE

Survey respondents were asked to provide their gender, age, and postcode. This helps organisers to understand the types of people that responded to the survey and engaged with their programs and activations. The charts show the proportion of survey responses captured for each of the gender, age, and identity demographics.

#### 3.1 Age

##### 3.1.1 Year on Year Average

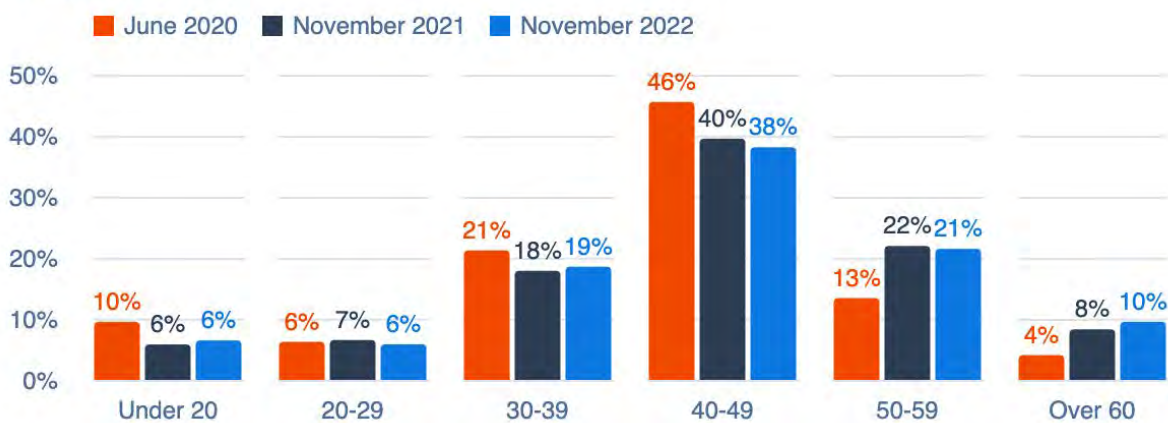
What is your age?



Responses: 2,833 (2020 Evaluation), 1,298 (2021 Evaluation), 1,641 (2022 Evaluation)

##### 3.1.2 Email Database

What is your age?



Responses: 2,166 (June 2020), 688 (November 2021), 787 (November 2022)

### 3.1.3 Events and Programs

What is your age?



Responses: 99 (Multicultural Netball Carnival August 2022), 169 (NAIDOC Netball Carnival 2022), 128 (West Coast Fever home game June 2022), 278 (Fuel to Go & Play Association Championships June 2022), 180 (West Coast Fever home game March 2022)

## 3.2 Gender

### 3.2.1 Year on Year Average

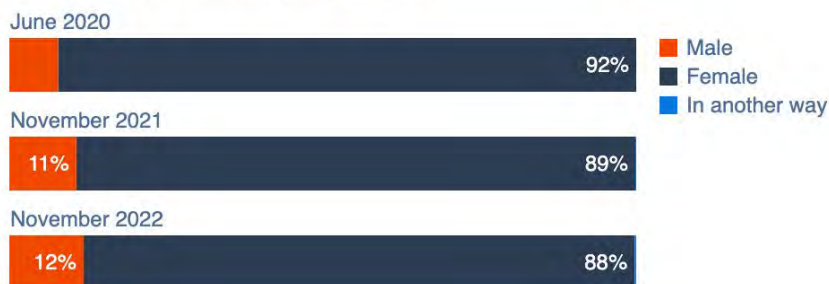
How would you describe your gender?



Responses: 2,886 (2020 Evaluation), 1,310 (2021 Evaluation), 1,663 (2022 Evaluation)

### 3.2.2 Email Database

How would you describe your gender?



Responses: 2,218 (June 2020), 701 (November 2021), 801 (November 2022)

### 3.2.3 Events and programs

How would you describe your gender?

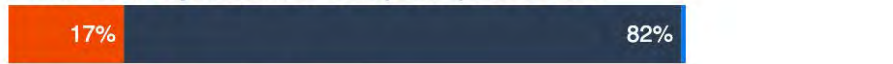
West Coast Fever home game March 2022



West Coast Fever home game June 2022



Fuel to Go & Play Association Championships June 2022



NAIDOC Netball Carnival July 2022



Multicultural Netball Carnival August 2022



Responses: 100 (Multicultural Netball Carnival August 2022), 168 (NAIDOC Netball Carnival 2022), 131 (West Coast Fever home game June 2022), 282 (Fuel to Go & Play Association Championships June 2022), 181 (West Coast Fever home game March 2022)

## 3.3 Identity

### 3.3.1 Year on Year Average

Do you identify with any of the following?



Responses: 2,826 (2020 Evaluation), 1,287 (2021 Evaluation), 1,649 (2022 Evaluation)

### 3.3.2 Email Database

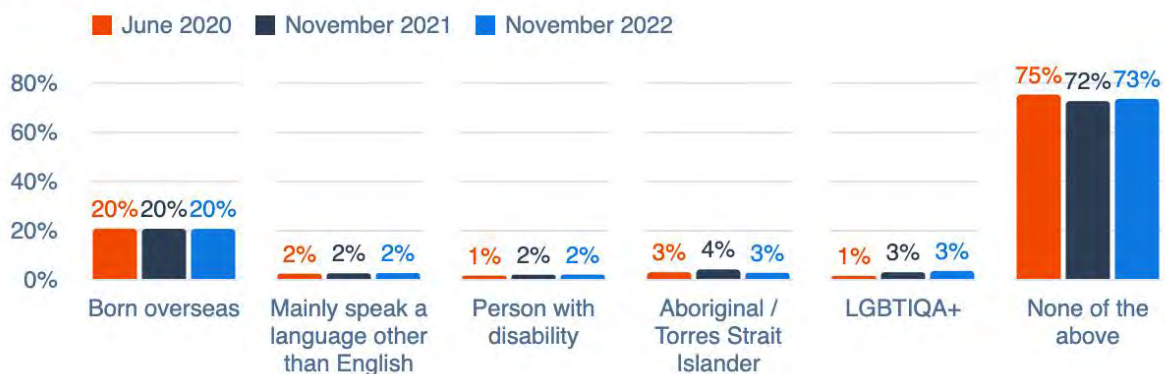
Do you identify with any of the following?



Responses: 2,171 (June 2020), 701 (November 2021), 796 (November 2022)

### 3.3.3 Events and Programs

Do you identify with any of the following?



Responses: 97 (Multicultural Netball Carnival August 2022), 169 (NAIDOC Netball Carnival 2022), 129 (West Coast Fever home game June 2022), 279 (Fuel to Go & Play Association Championships June 2022), 179 (West Coast Fever home game March 2022)

#### Insights

In 2022, the largest cohort of Gold survey respondents were in the 40-49 group (33%), a similar result to 2021 (37%). This was followed by those aged 30-39 and under 20 (both 17%). The comparative chart shows an increase from respondents aged under 20 (+15% from 2021) and those aged 20-29 (+2% from 2021) when compared to previous years and a decrease across the remaining age groups in both years' of data collection.

Overall, the Multicultural Netball Carnival had the youngest sample of respondents of the 2022 events and programs with respondents aged under 20 making up 72% of the event sample. The Fuel to Go & Play Association Championships had the highest proportion of respondents aged 40-49 (40%) while the West Coast Fever home game in March had the highest proportion of respondents aged over 60 (12%).

Most respondents in 2022 were female (89%), with the percentage of male respondents decreasing by 3% since 2021. The Fuel to Go & Play Championships had the highest proportion of males of all events (17%).

The identities of respondents were represented similarly across the three evaluated years, with 2022 showing a 1% increase in those who identify as LGBTQIA+. 2022 saw a 1% decrease of respondents who were born overseas.

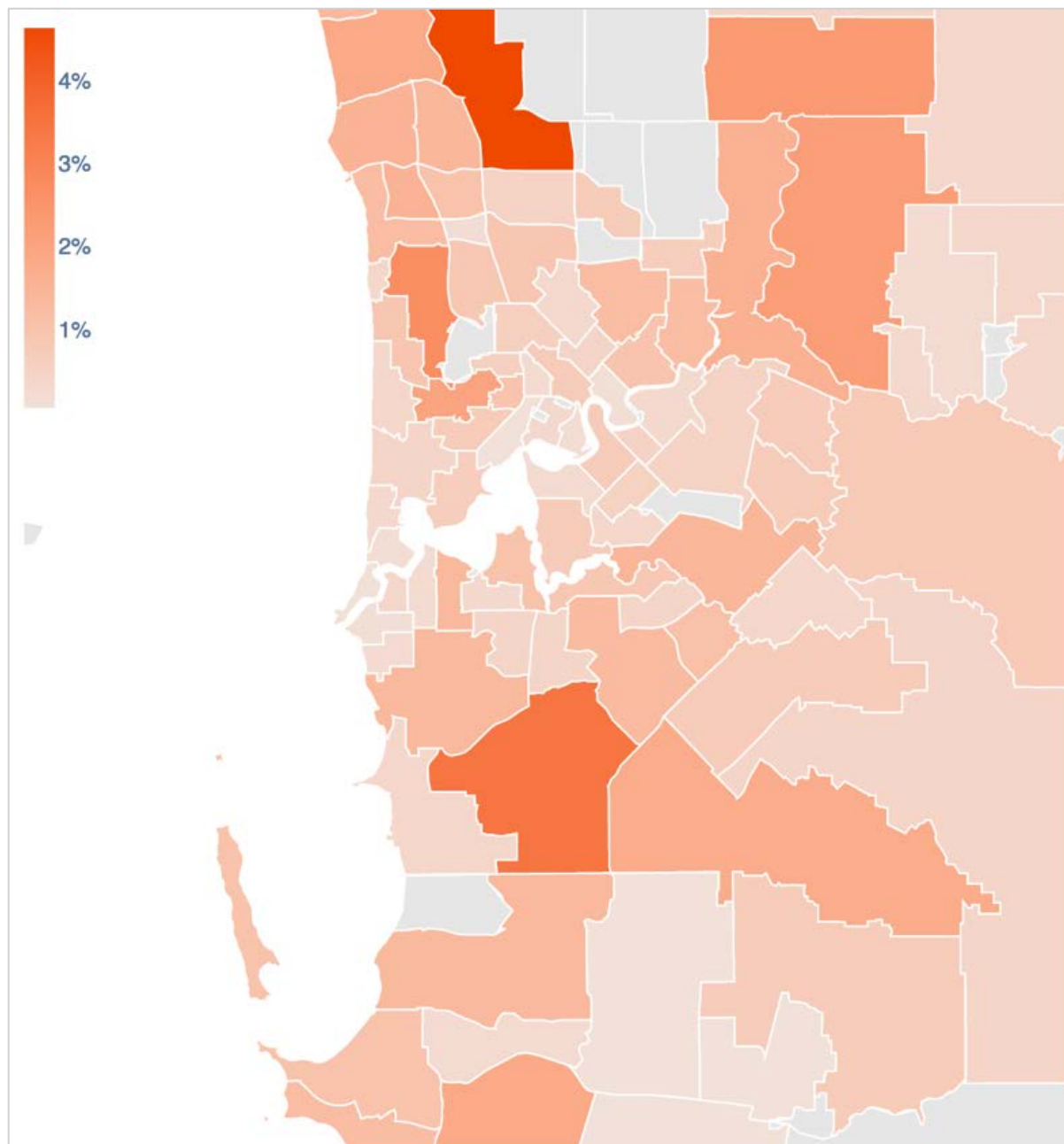
The 2022 NAIDOC Netball Carnival had the highest proportion of respondents who identified as Aboriginal / Torres Strait Islander (68%), while the Multicultural Netball Carnival had the highest proportion of respondents who were born overseas. 11% of the June West Coast Fever home game respondents identified as LGBTQIA+, the highest percentage when compared to other event and programs evaluated in 2022.



### 3.4 Postcode Heat map

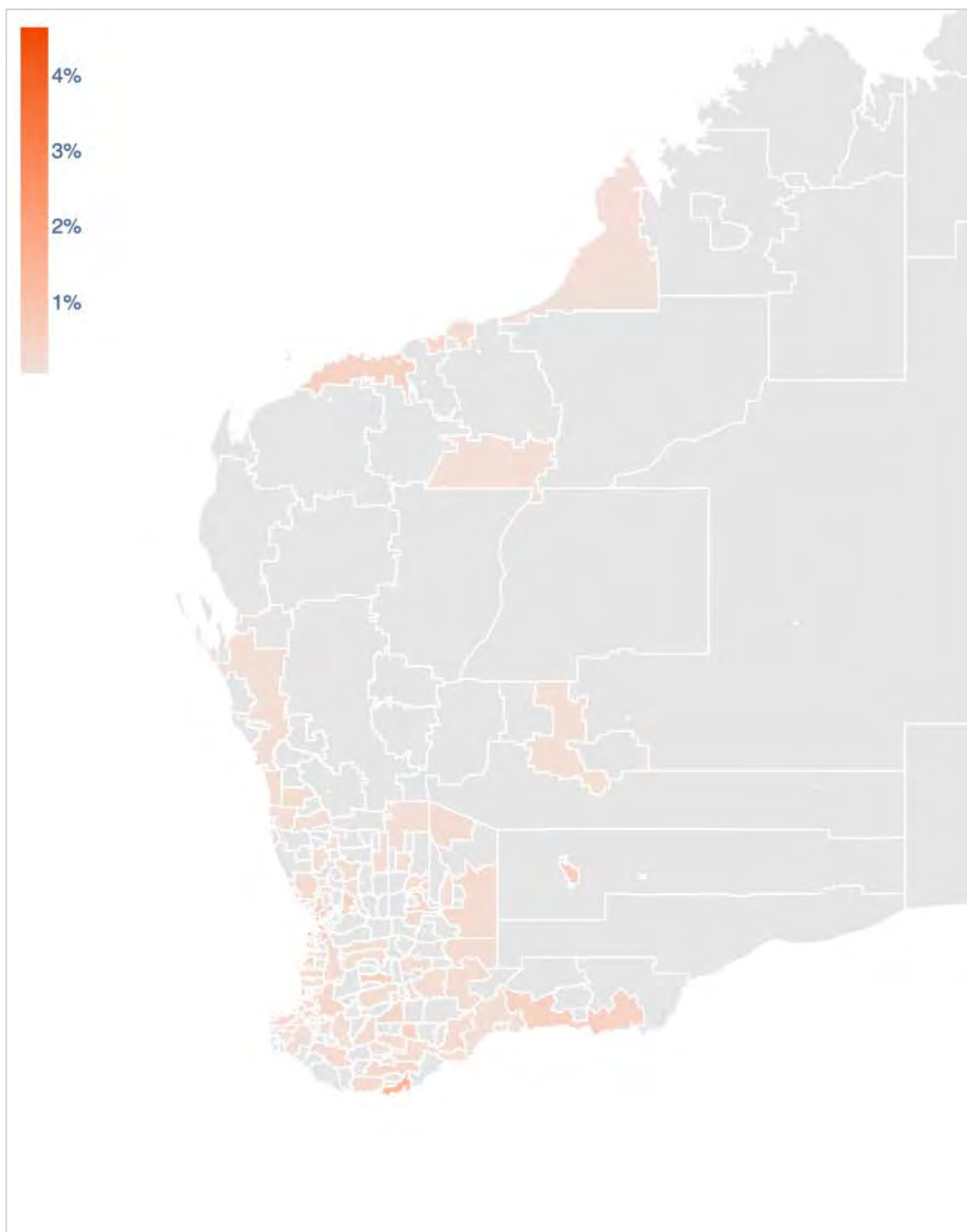
Survey respondents were asked to provide their postcode, this data identifies the demographic sample of people who responded to the surveys and took part in the events. The heat maps below illustrate the most frequent residential postcodes entered by respondents for the Perth metropolitan area and elsewhere in Western Australia.

#### 3.4.1 Perth 2022



Responses: 1,878

### 3.4.2 WA 2022



Responses: 1,878

#### Insights

The postcode analysis shows the far reach of the Gold Survey, with respondents from across Perth and regional WA.





## 4 ROLE AND PARTICIPATION

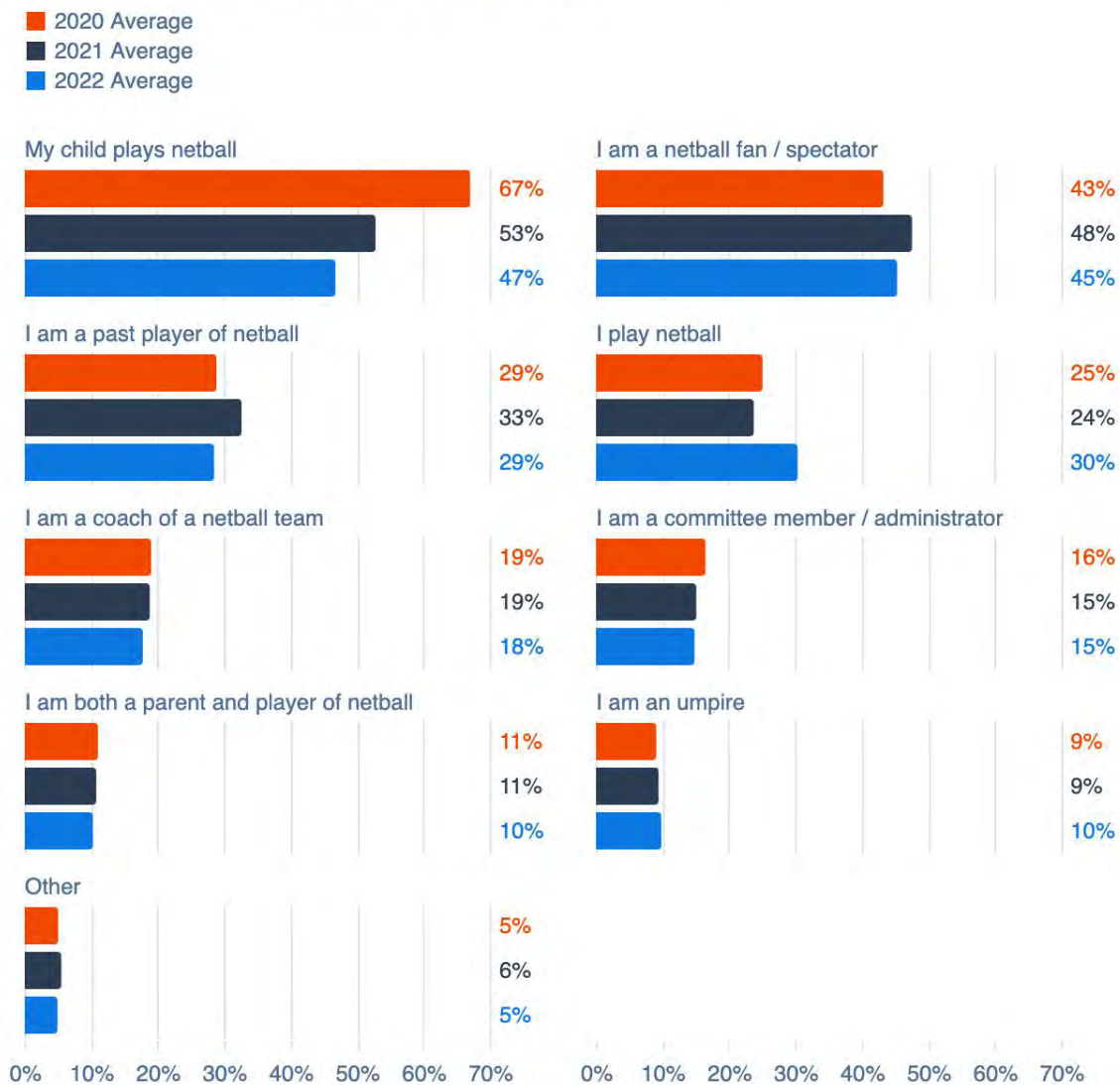
Respondents of the Gold Survey were asked to share their connection to netball. They were able to choose more than one option from the multiple-choice list.

### 4.1 Connection to Netball

These charts illustrate the variety of roles that contribute to the netball community and the proportion of respondents that fit into these roles.

#### 4.1.1 Year on Year Average

Please indicate your connection(s) to netball in WA



Responses: 2,959 (2020 Evaluation), 1,180 (2021 Evaluation), 1,863 (2022 Evaluation).

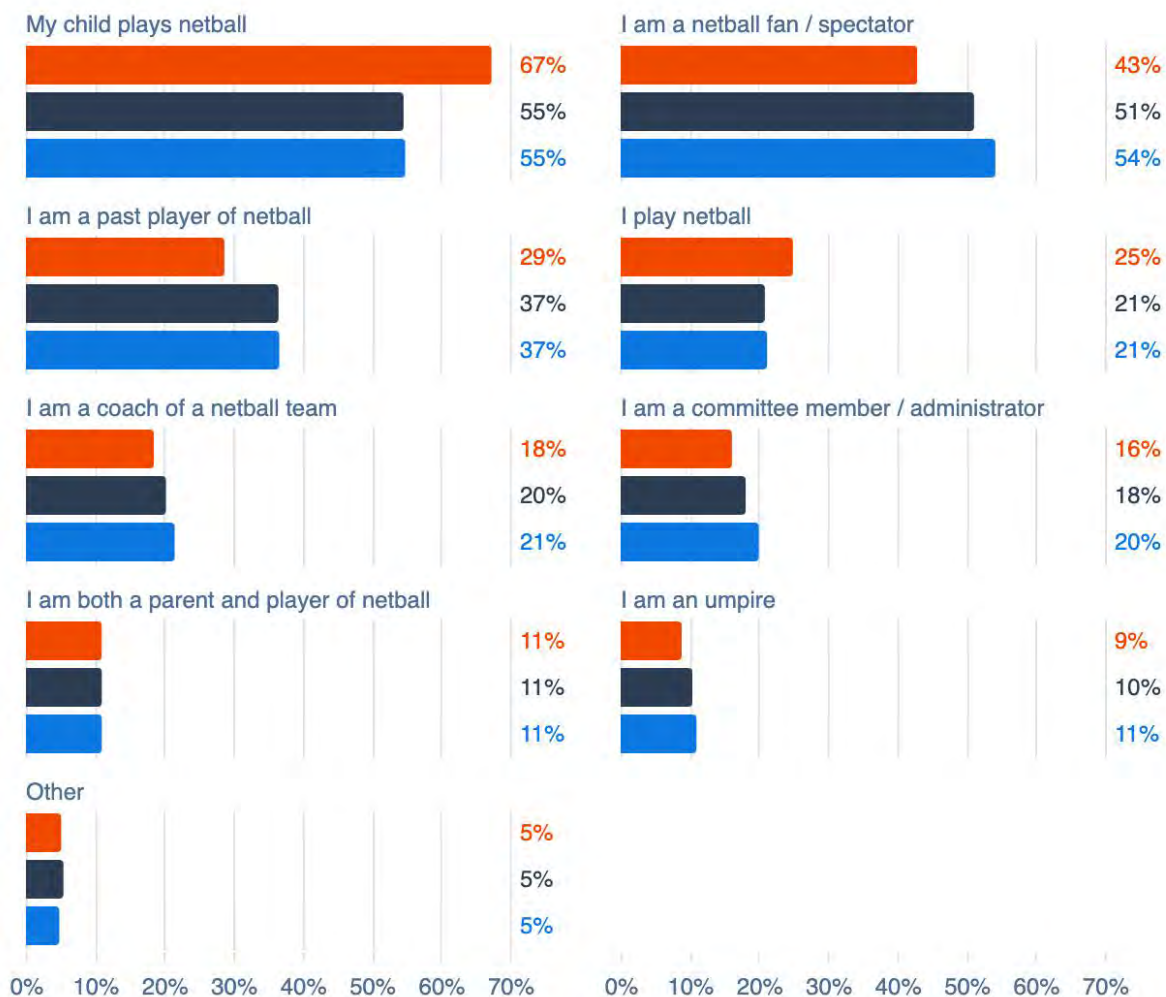
The language of response options changed based on the survey delivery type. i.e. 'I play netball' was an option in the email surveys and 'I'm playing netball' was used at events. These have been aggregated for the purpose of this analysis.



### 4.1.2 Email Database

Please indicate your connection(s) to netball in WA

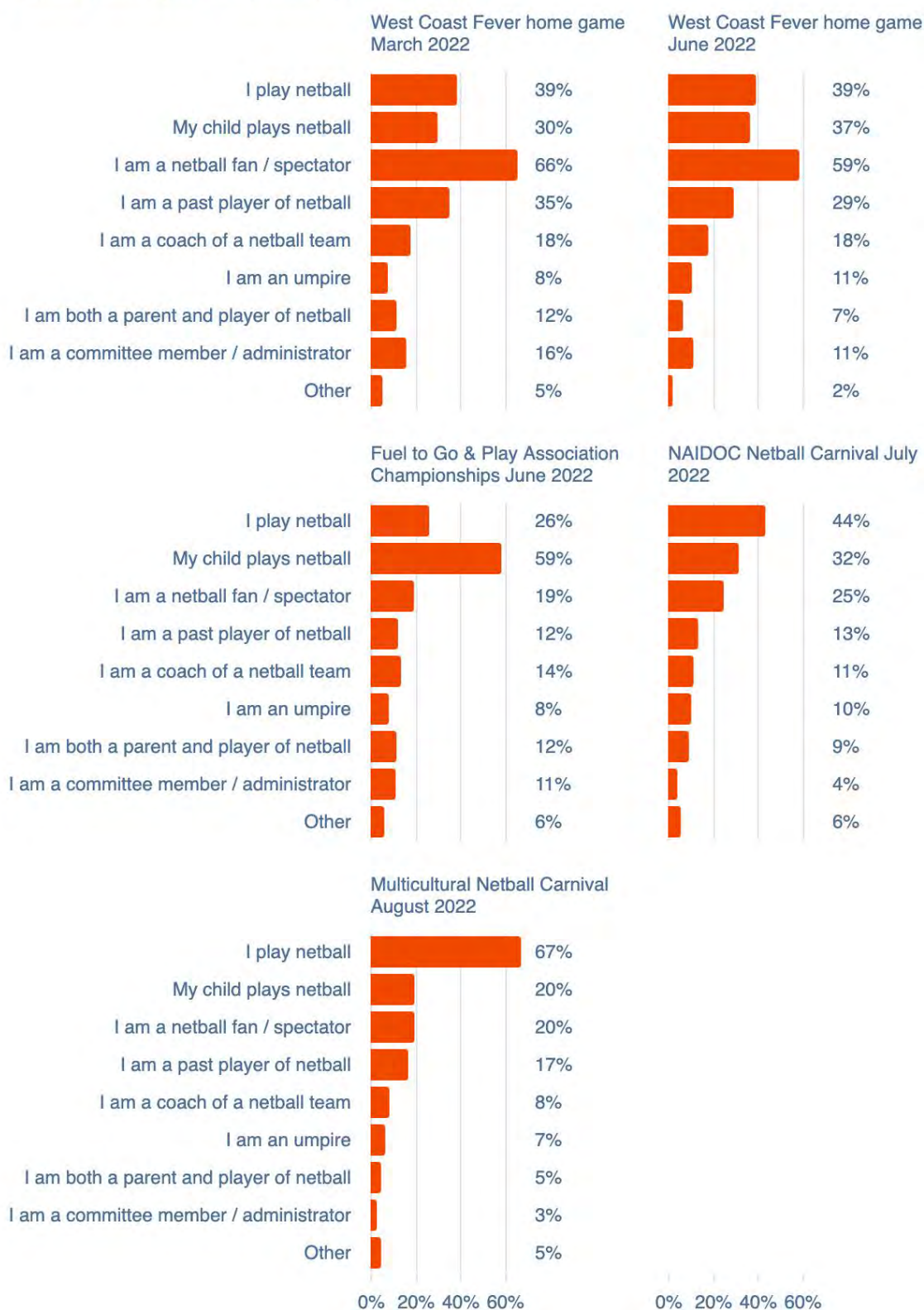
- June 2020
- November 2021
- November 2022



Responses: 2,904 (June 2020), 830 (November 2021), 912 (2022 Evaluation)  
 The language of response options changed based on the survey delivery type. i.e. 'I play netball' was an option in the email surveys and 'I'm playing netball' was used at events. These have been aggregated for the purpose of this analysis.

### 4.1.3 Events and Programs

Please indicate your connection(s) to netball in WA



Responses: 107 (Multicultural Netball Carnival August 2022), 193 (NAIDOC Netball Carnival 2022), 150 (West Coast Fever home game June 2022), 294 (Fuel to Go & Play Association Championships June 2022), 207 (West Coast Fever home game March 2022) The language of response options changed based on the survey delivery type. i.e. 'I play netball' was an option in the email surveys and 'I'm playing netball' was used at events. These have been aggregated for the purpose of this analysis.



### Insights

In 2022, the largest cohort of respondents was those with children that play netball (47%), this percentage decreased by 6% when compared to 2021 (53%). 2022 had the highest percentage of respondents who play netball (30%) and were an umpire (10%) out of the evaluated years.

Smaller proportions of the sample were represented by coaches of netball teams (18%), committee members / administrator (15%), both a parents and players of netball (10%), and umpires (10%).

The March West Coast Fever home game had the highest proportion of netball fans / spectators (66%) compared to other 2022 events and programs. Over half of the Fuel to Go & Play Championships sample (59%) indicated that their child plays netball. The Multicultural Netball Carnival had the most netball playing respondents, this cohort made up 67% of the sample collected at the event.

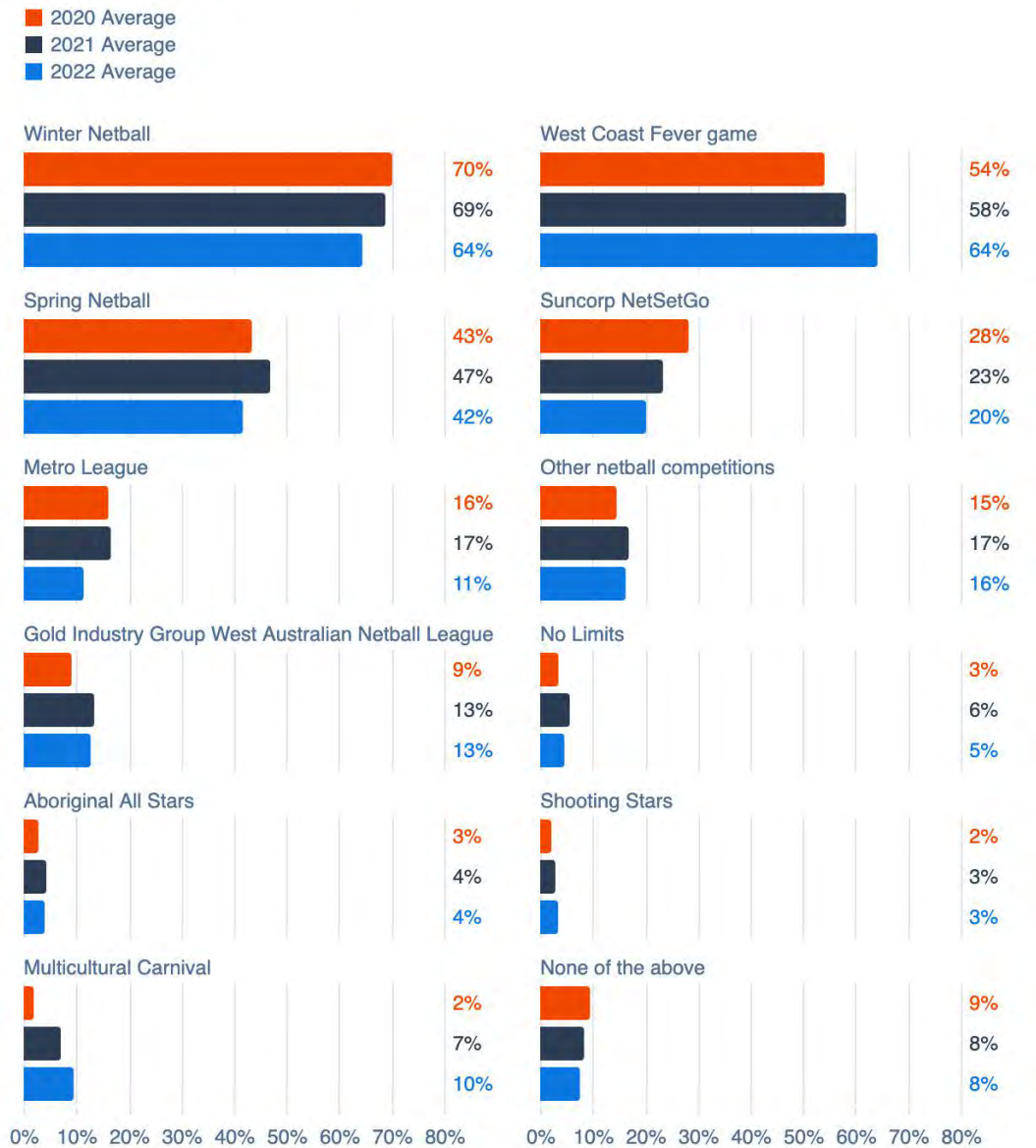


## 4.2 Program Participation

Gold Survey respondents were also asked to indicate which netball program(s) they had attended or participated in, within the 18 months prior to completing the survey. This breakdown is shown in the Aggregate and Comparative charts below.

### 4.2.1 Year on Year Average

Which of the below program(s) have you attended or participated in, in the past 18 months?



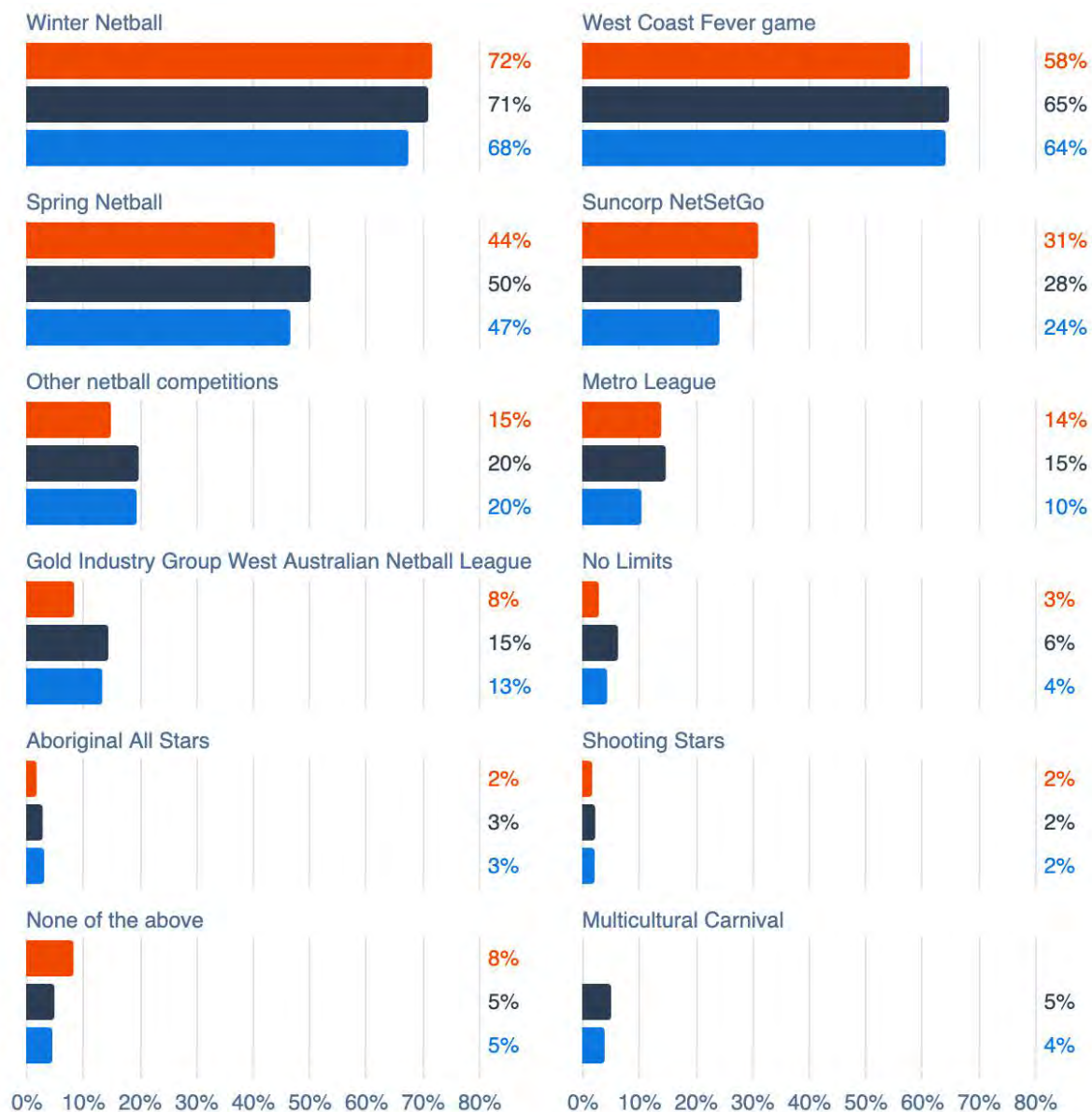
Responses: 3,553 (2020 Evaluation), 1,461 (2021 Evaluation), 1,852 (2022 Evaluation)



### 4.2.2 Email Database

Which of the below program(s) have you attended or participated in, in the past 18 months?

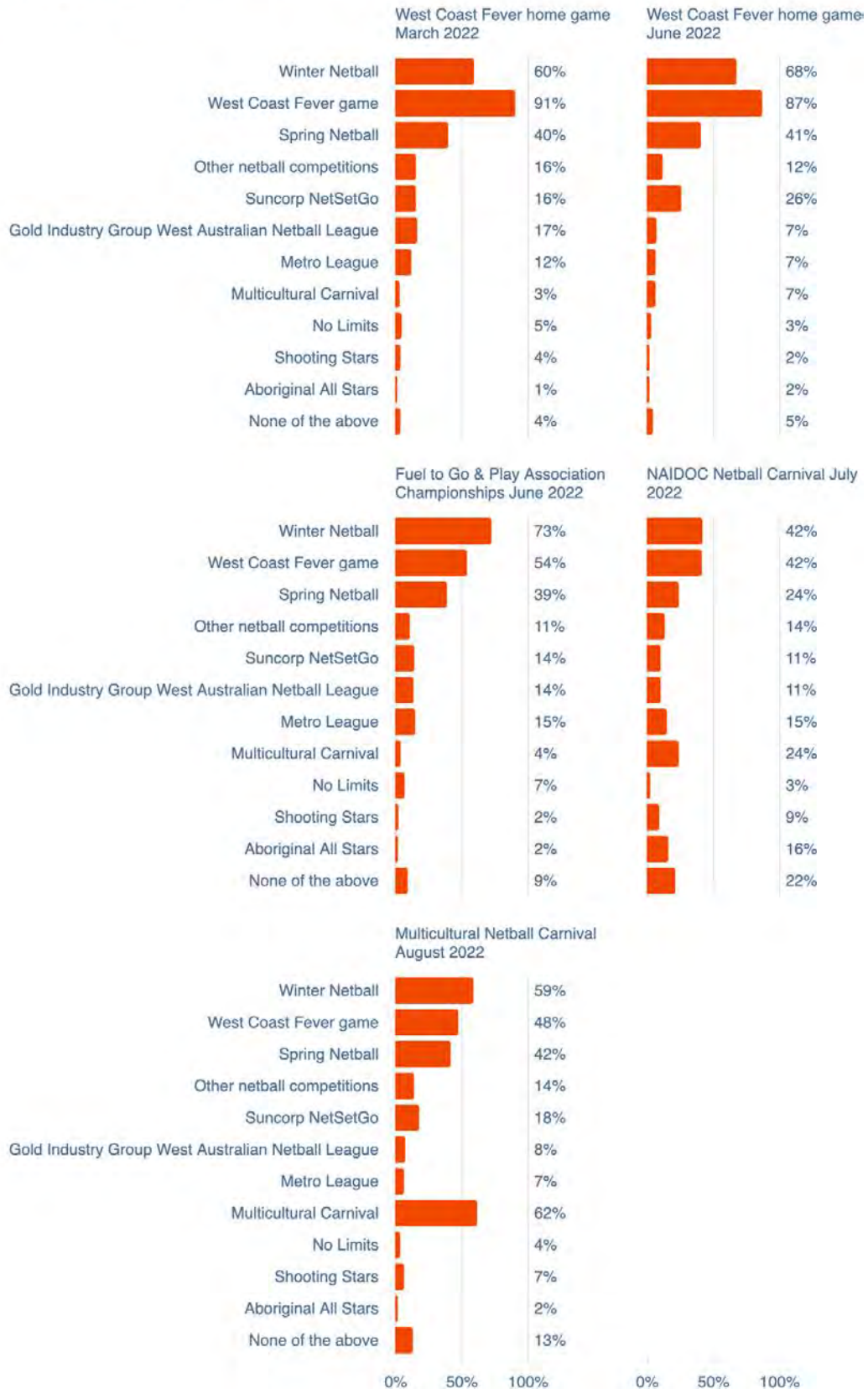
- June 2020
- November 2021
- November 2022



Responses: 2,864 (June 2020), 819 (November 2021), 906 (November 2022)

### 4.2.3 Events and Programs

Which of the below program(s) have you attended or participated in, in the past 18 months?





Responses: 105 (Multicultural Netball Carnival August 2022), 190 (NAIDOC Netball Carnival 2022), 149 (West Coast Fever home game June 2022), 297 (Fuel to Go & Play Association Championships June 2022), 205 (West Coast Fever home game March 2022)

### Insights

When asked about engaging with various netball programs over the last 18 months, respondents recorded very similar response levels across the three years of data collection. West Coast Fever games (64%) and the Multicultural Carnival (10%) achieved the highest levels of engagement in 2022. Despite this, respondents who indicated they attended Winter Netball decreased by 5% from 2021. This decrease can also be seen for Metro League (-6% from 2021), Spring Netball (-5% from 2021), Suncorp NetSetGo (-3% from 2021), and No limits (-1%) in 2022 when compared to 2021 results.



## 5 GOLD INDUSTRY GROUP AWARENESS

The Gold Survey asked respondents if they had heard of the Gold Industry Group before completing the survey.

### 5.1 Gold Survey

#### 5.1.1 Year on Year average

Before today, had you heard of the Gold Industry Group?

2020 Average



2021 Average



2022 Average



Responses: 3,132 (2020 Evaluation), 1,377 (2021 Evaluation), 1,748 (2022 Evaluation)

#### 5.1.2 Email Database

Before today, had you heard of the Gold Industry Group?

June 2020



November 2021



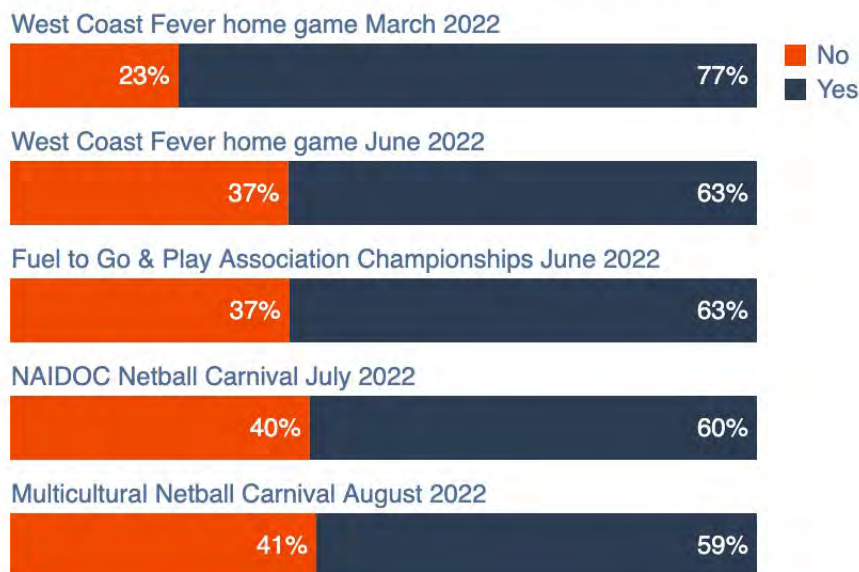
November 2022



Responses: 2,442 (June 2020), 747 (November 2021), 840 (November 2022)

### 5.1.3 Events and Programs

Before today, had you heard of the Gold Industry Group?



Responses: 100 (Multicultural Netball Carnival August 2022), 182 (NAIDOC Netball Carnival 2022), 137 (West Coast Fever home game June 2022), 294 (Fuel to Go & Play Association Championships June 2022), 195 (West Coast Fever home game March 2022)

#### Insights

In the Gold survey, awareness of Gold Industry Group increased by 2% in 2022, a positive result. Respondents who attended the March West Coast Fever home game (77%) demonstrated the highest levels of awareness of the organisation, out of all the events and programs evaluated, which suggests that these audiences have been more exposed to the brand.



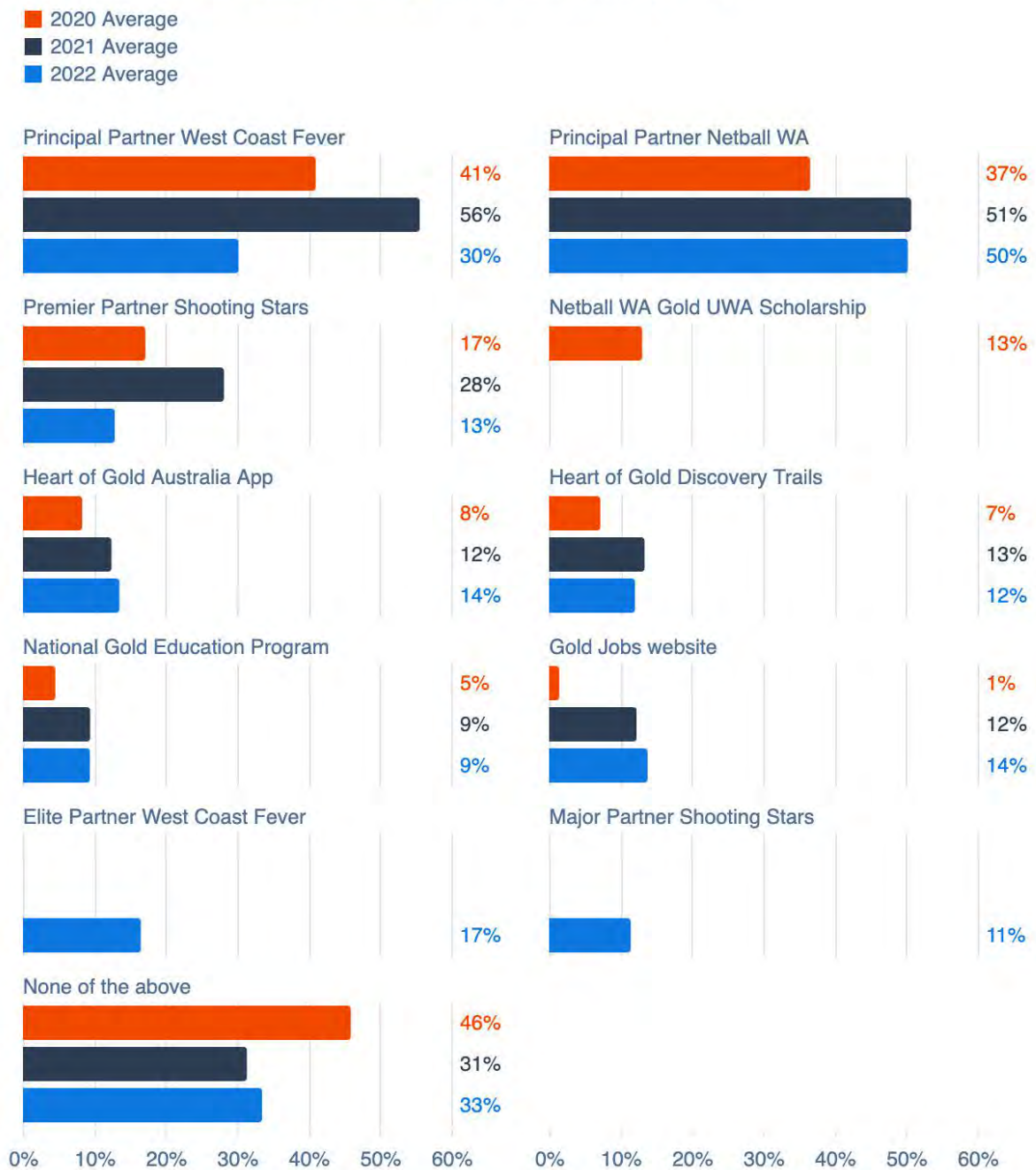
## 6 GOLD INDUSTRY GROUP INITIATIVE AWARENESS

Survey respondents were asked if they had heard of initiatives offered by the Gold Industry Group and, if so, which of the initiatives they had participated in.

### 6.1 Gold Survey

#### 6.1.1 Year on year average

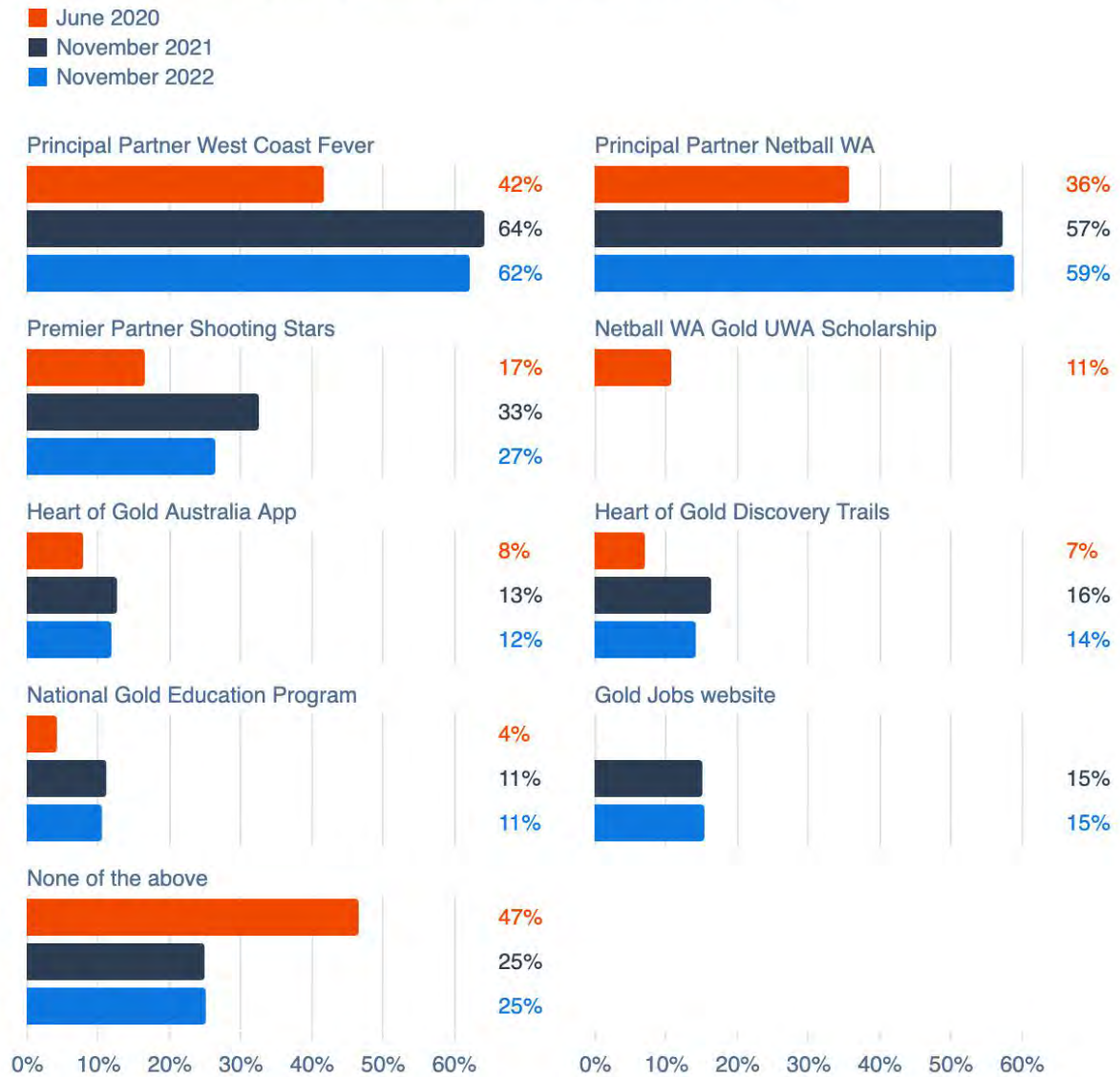
Have you heard of the below initiatives from the Gold Industry Group?



Responses: 3,039 (2020 Evaluation), 1,339 (2021 Evaluation), 1,696 (2022 Evaluation). Not all choices were used in all surveys.

### 6.1.2 Email Database

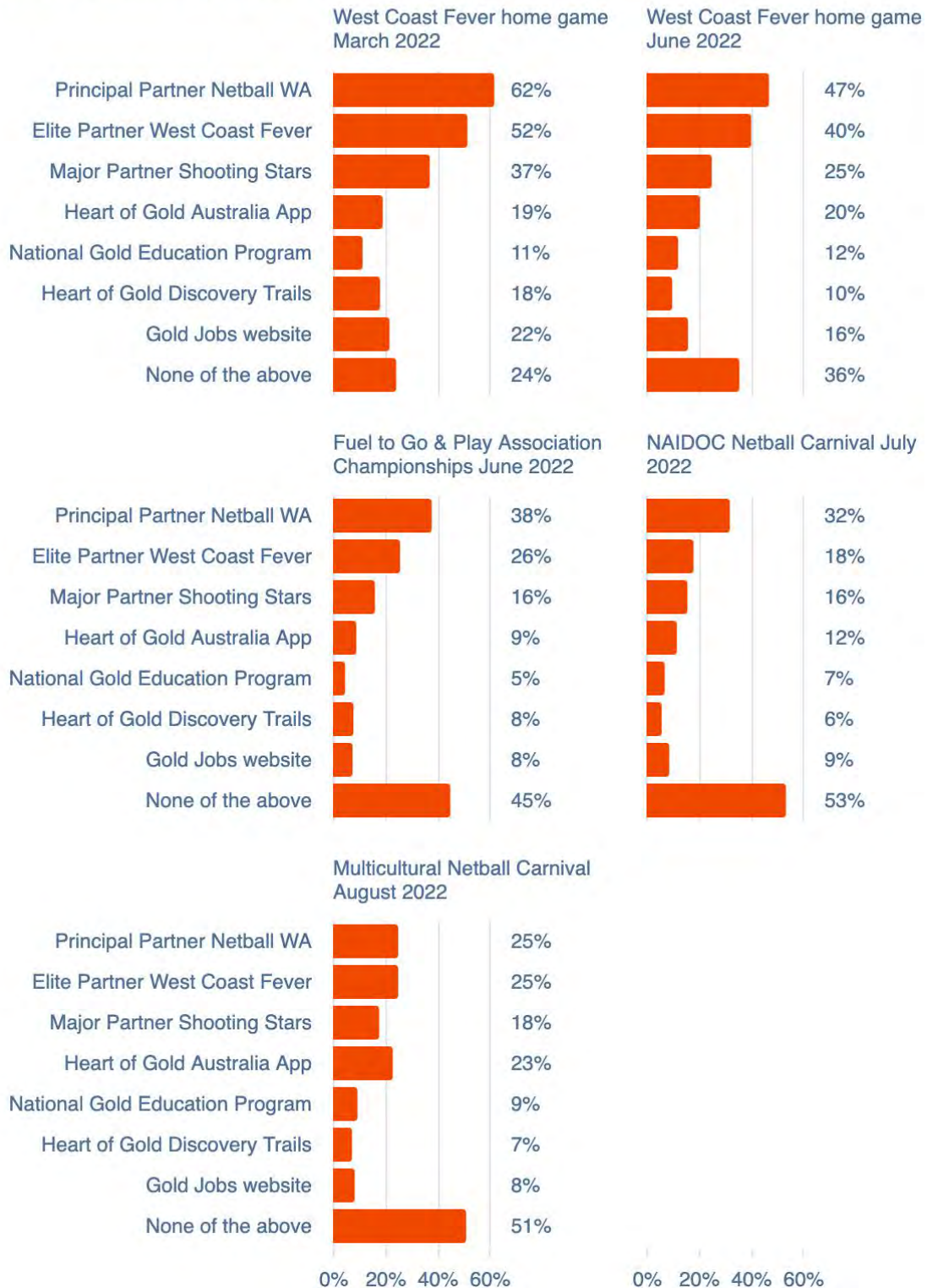
Have you heard of the below initiatives from the Gold Industry Group?



Responses: 2,372 (June 2020), 732 (November 2021), 822 (November 2022). Not all choices were used in all surveys.

### 6.1.3 Events and Programs

Have you heard of the below initiatives from the Gold Industry Group?



Responses: 96 (Multicultural Netball Carnival August 2022), 172 (NAIDOC Netball Carnival 2022), 132 (West Coast Fever home game June 2022), 280 (Fuel to Go & Play Association Championships June 2022), 194 (West Coast Fever home game March 2022)



### Insights

When asked about the various Gold Industry Group initiatives, two out of seven comparable initiatives saw increased levels of awareness since 2021, including Heart of Gold Australia App (+2%) and Gold Jobs Website (+2%).

The proportion of respondents who cited being aware of 'none of the above' increased by 2% in 2022, indicating a slight decrease of awareness of Gold Industry Group initiatives in general.

The levels of awareness of the different initiatives varied between the different events. Despite this, awareness of Gold Industry Group being the Principal Partner Netball WA was the initiative that had the highest level of awareness across all events and programs.





## 7 GOLD INDUSTRY GROUP ACTIVATION PARTICIPATION

Respondents to the Gold Survey were asked if they had encountered or participated in any of the Gold Industry Group's activations and programs. Responses were collected via a multiple-choice list and respondents were able to select more than one answer.

These results help organisers to understand the proportion of the netball community that has been reached by specific activations and programs.



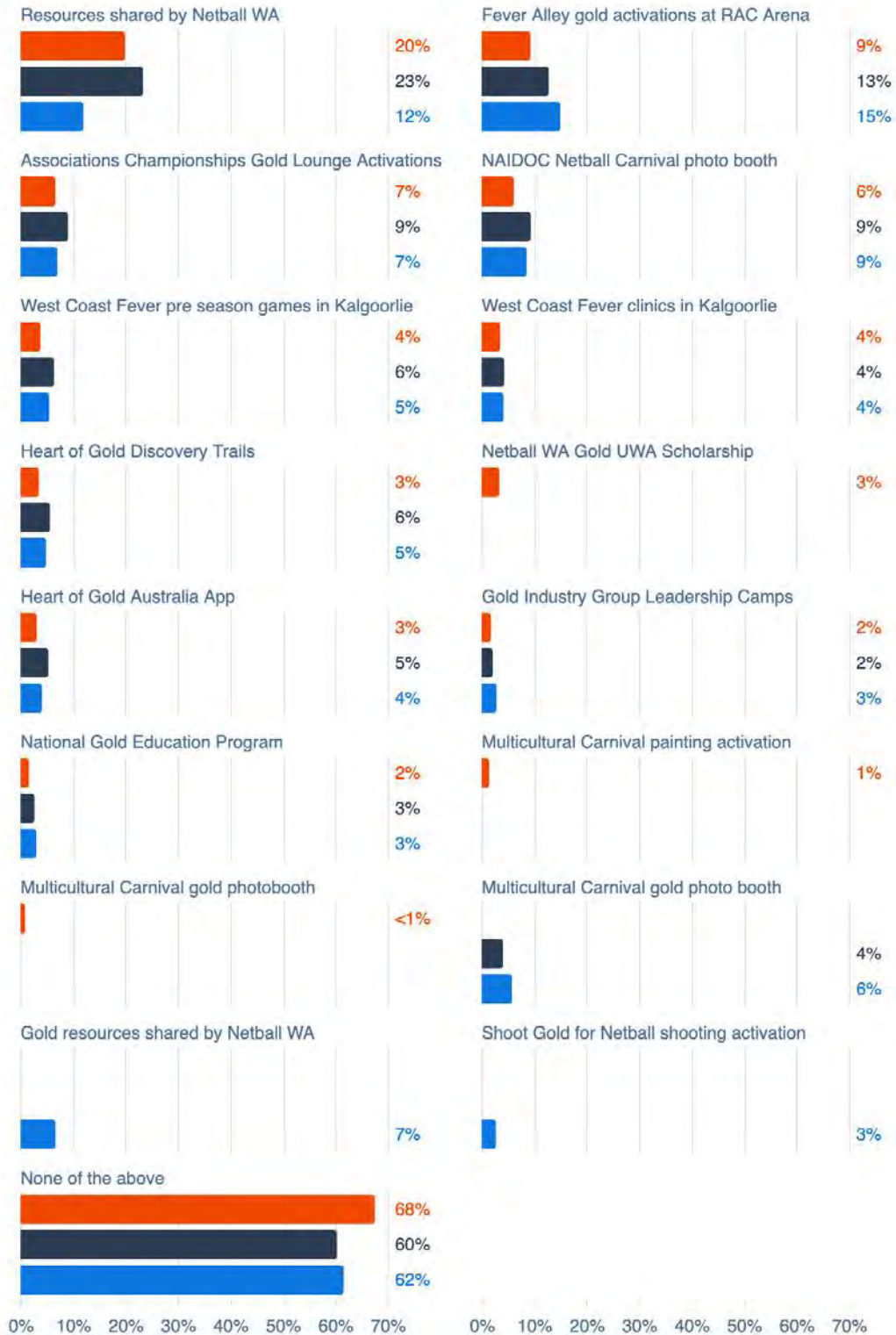


## 7.1 Gold Survey

### 7.1.1 Year on Year Average

Have you seen or participated in any of the below Gold Industry Group activations?

■ 2020 Average  
■ 2021 Average  
■ 2022 Average

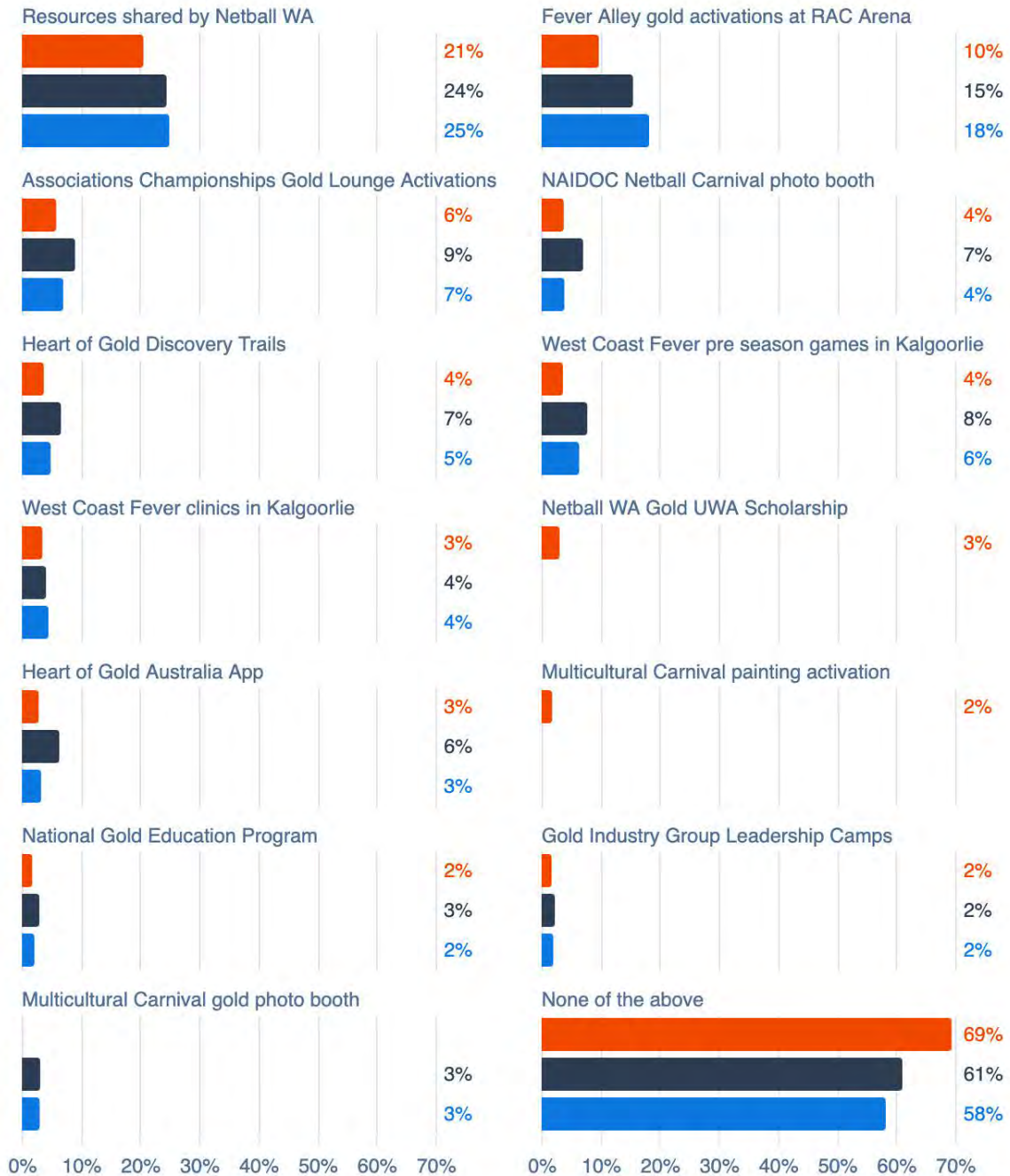


Responses: 2,905 (2020 Evaluation), 1,285 (2021 Evaluation), 1,669 (2022 Evaluation). Not all choices were used in all surveys.

### 7.1.2 Email Database

Have you seen or participated in any of the below Gold Industry Group activations?

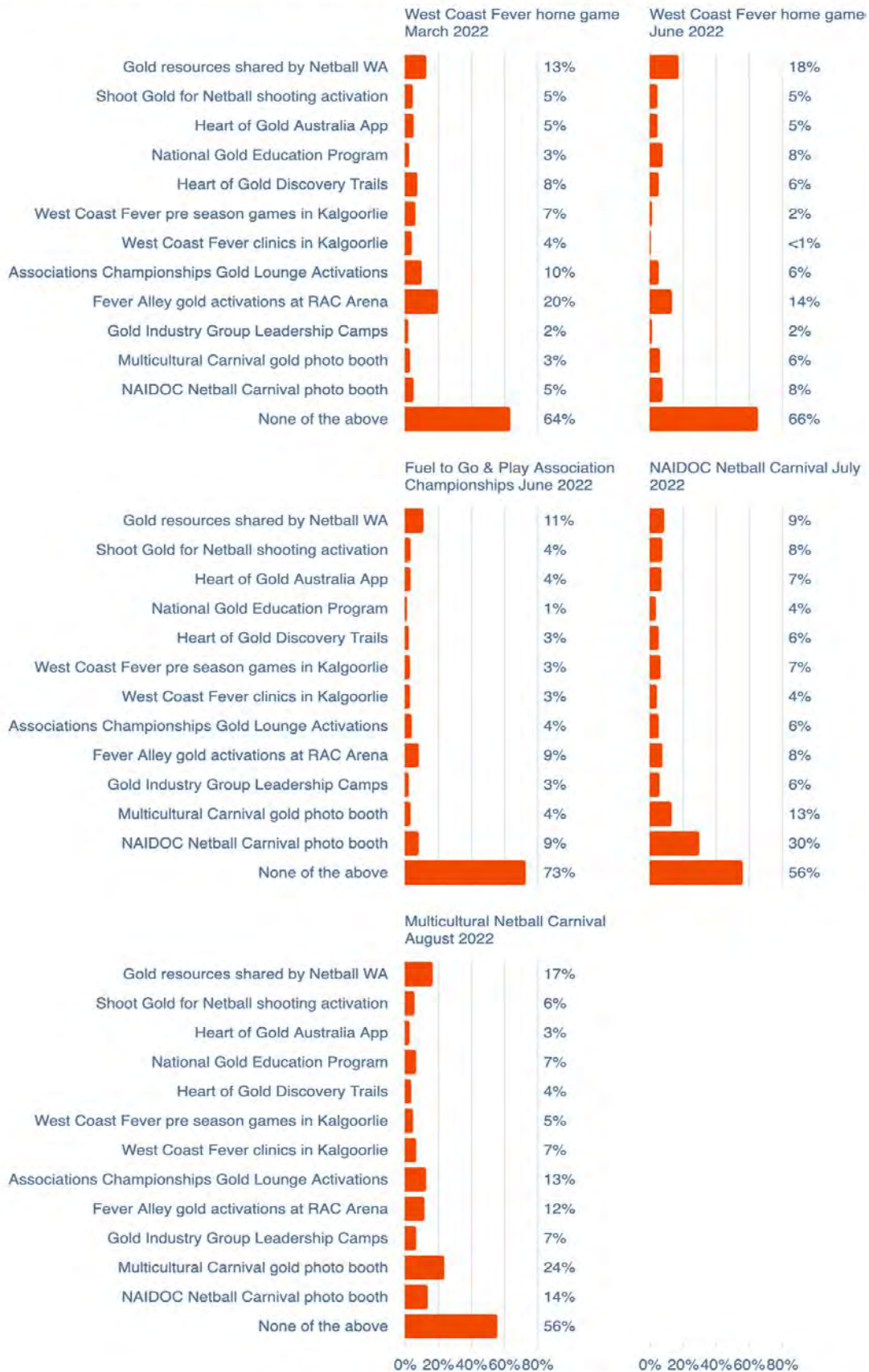
- June 2020
- November 2021
- November 2022



Responses: 2,293 (June 2020), 711 (November 2021), 802 (November 2022). The 'Netball WA Gold UWA Scholarship' and 'Multicultural Carnival painting activation' options were only available in the 2020 surveys.

### 7.1.3 Events and Programs

Have you seen or participated in any of the below Gold Industry Group activations?



Responses: 100 (Multicultural Netball Carnival August 2022), 179 (NAIDOC Netball Carnival 2022), 125 (West Coast Fever home game June 2022), 280 (Fuel to Go & Play Association Championships June 2022), 183 (West Coast Fever home game March 2022).



**Insights**

Two out of ten Gold Industry Group Activations reflected increased levels of engagement in 2022, including Fever Alley gold activations at RAC Arena (+2%) and Gold Industry Group Leadership Camps (+1%).

Comparative analysis demonstrates a similar level of engagement across the activations between events. However, awareness of the NAIDOC Netball Carnival photo booth and the Multicultural Carnival gold photobooth achieved higher levels of engagement with respondents who participated in the respective events.



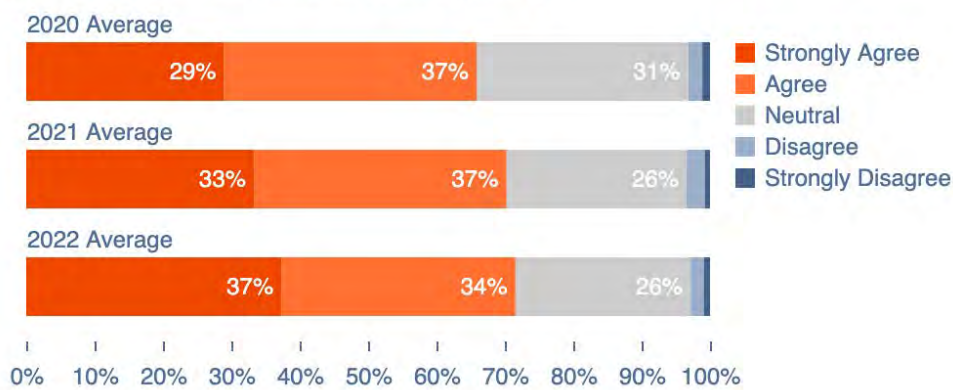
## 8 PERCEPTION OF AUSTRALIA'S GOLD INDUSTRY

Respondents of the Gold Survey were asked to respond to the statement, "I feel positive about Australia's Gold Industry". Responses are split into five categories to show the strength of agreement - Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree.

### 8.1 Gold Survey

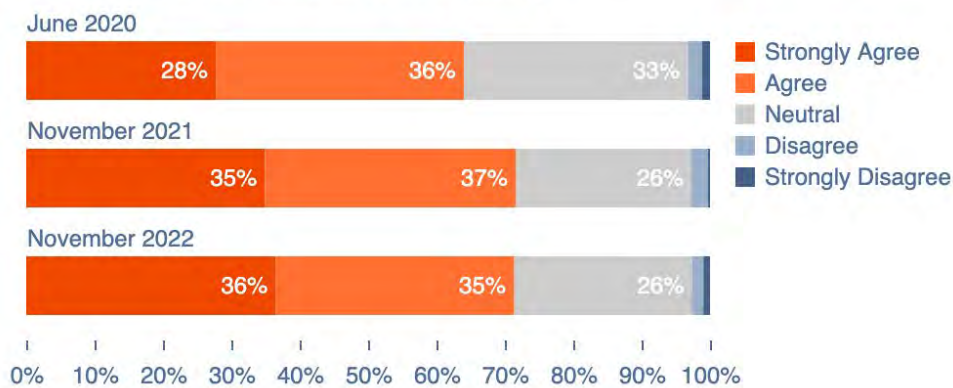
#### 8.1.1 Year on Year Average

I feel positive about Australia's Gold Industry



#### 8.1.2 Email Database

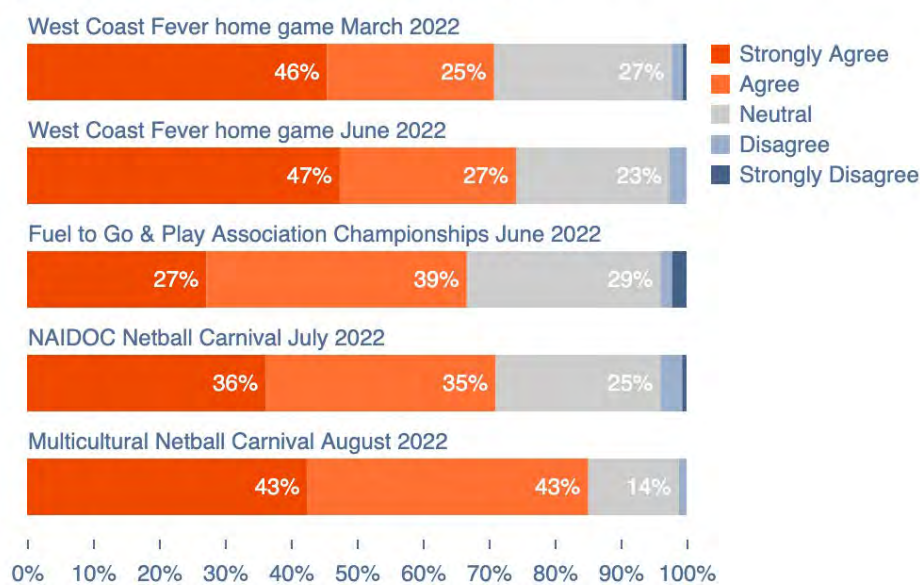
I feel positive about Australia's Gold Industry



Responses: 1,908 (June 2020), 630 (November 2021), 718 (November 2022)

### 8.1.3 Events and Programs

#### I feel positive about Australia's Gold Industry



Responses: 87 (Multicultural Netball Carnival August 2022), 152 (NAIDOC Netball Carnival 2022), 116 (West Coast Fever home game June 2022), 228 (Fuel to Go & Play Association Championships June 2022), 178 (West Coast Fever home game March 2022).

#### Insights

A higher percentage of 2022 survey respondents felt positive about Australia's Gold Industry when compared to the two other evaluated years. A higher percentage of 2022 respondents also strongly agreed with this statement, a 4% increase from 2021. This demonstrates one of the positive outcomes Gold Industry Group's partnership with Netball WA.

71% of the total sample agreed that they felt positive about Australia's Gold Industry in 2022, with 37% strongly agreeing. Just over one-quarter (26%) felt neutral about the statement, with the remaining 4% disagreeing to various extents.

Comparative analysis of the event and program results demonstrates similar levels of agreement across all events, with the highest seen for the Multicultural Netball Carnival (86%) and the lowest being seen for the Fuel to Go & Play Association Championships (66%).

## 9 GOLD INDUSTRY KNOWLEDGE

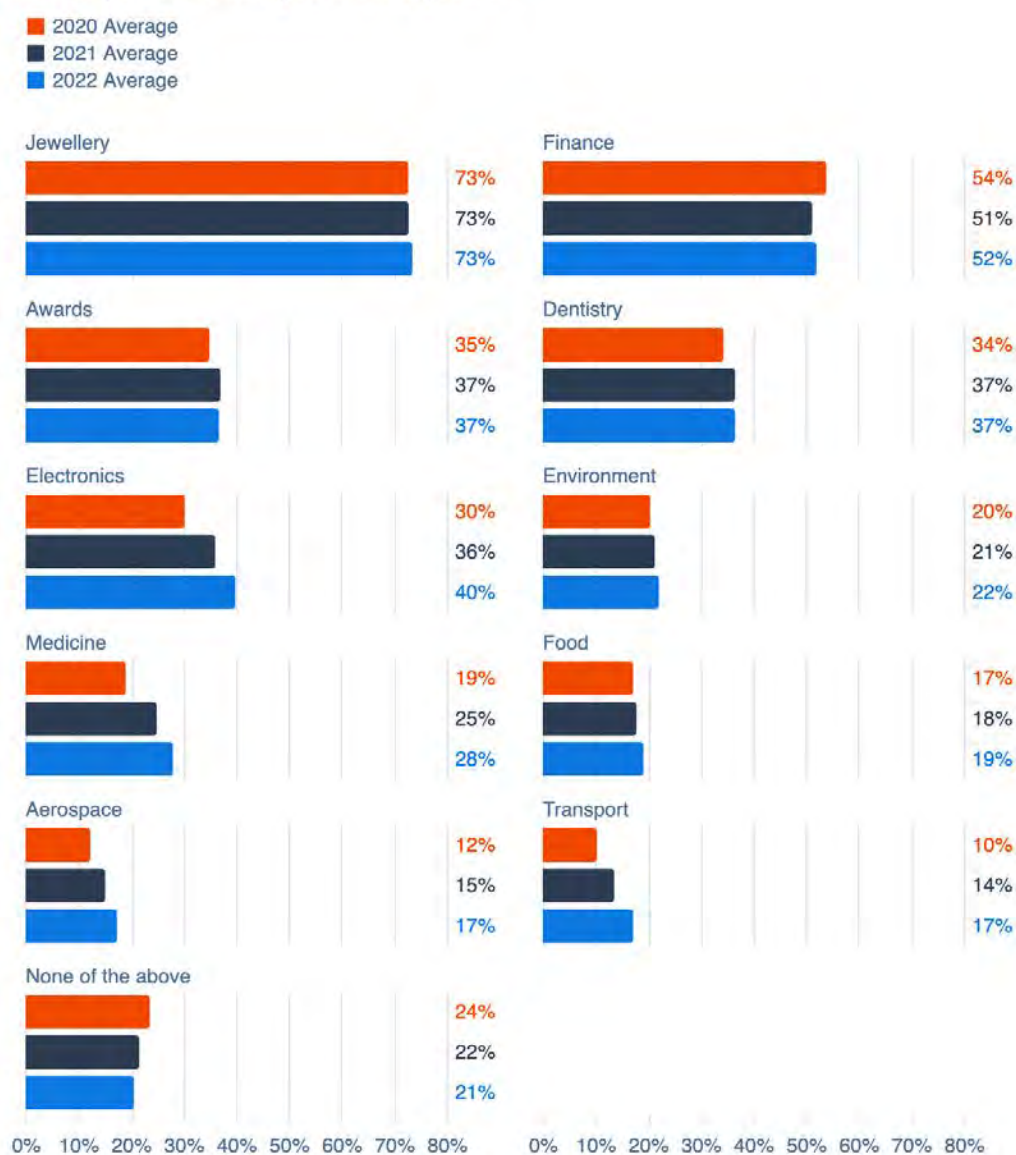
Respondents were asked to share their existing level of knowledge about the gold industry and gold's uses in life. For each question, response options were shown in a multiple-choice menu and respondents selected all that applied.

This information can be used as a benchmark for the understanding of gold uses and the gold industry amongst the netball community.

### 9.1 Knowledge of Gold Use

#### 9.1.1 Year on Year Average

What do you know about gold's uses in your life?

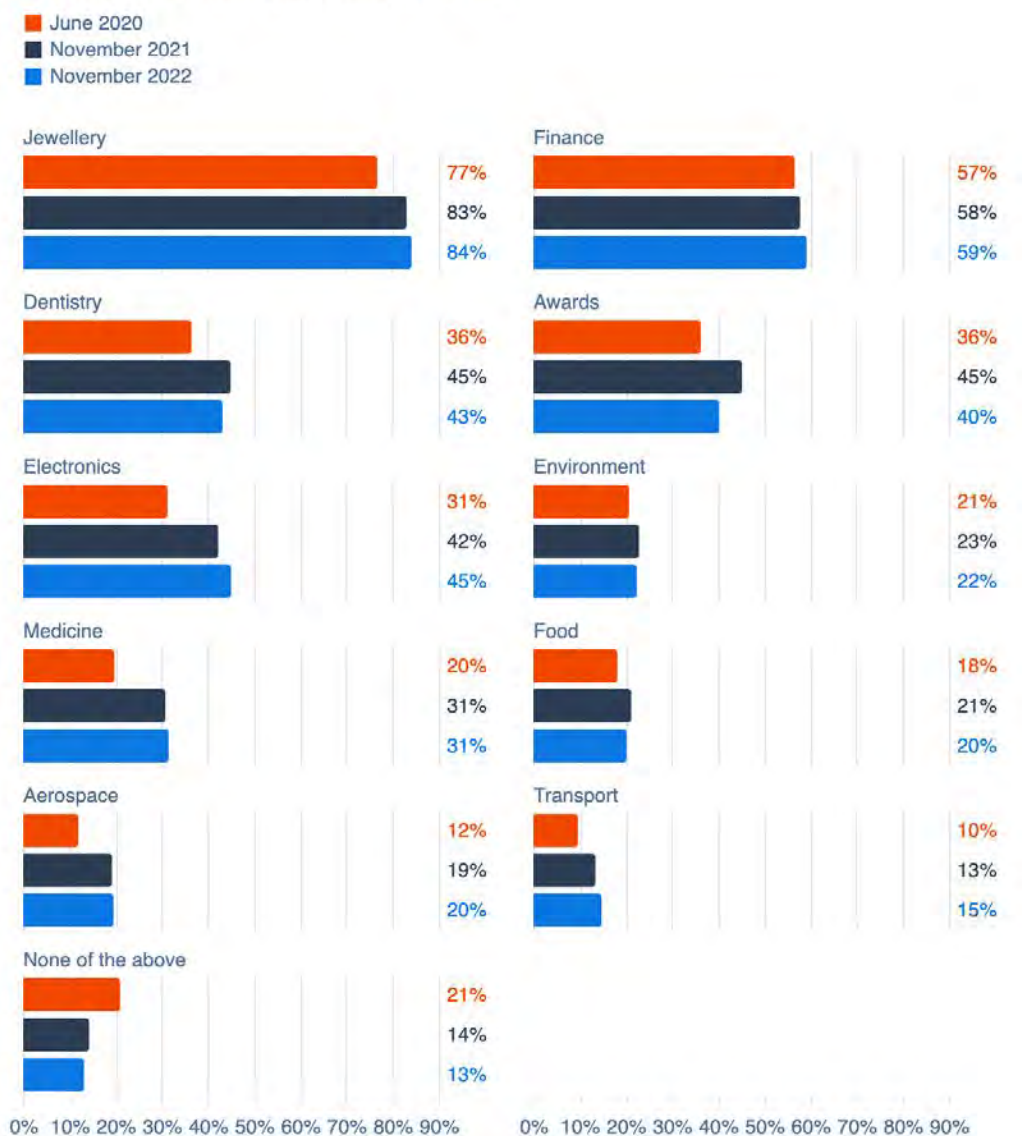


Responses: 2,894 (2020 Evaluation), 1,297 (2021 Evaluation), 1,677 (2022 Evaluation)



### 9.1.2 Email Database

What do you know about gold's uses in your life?

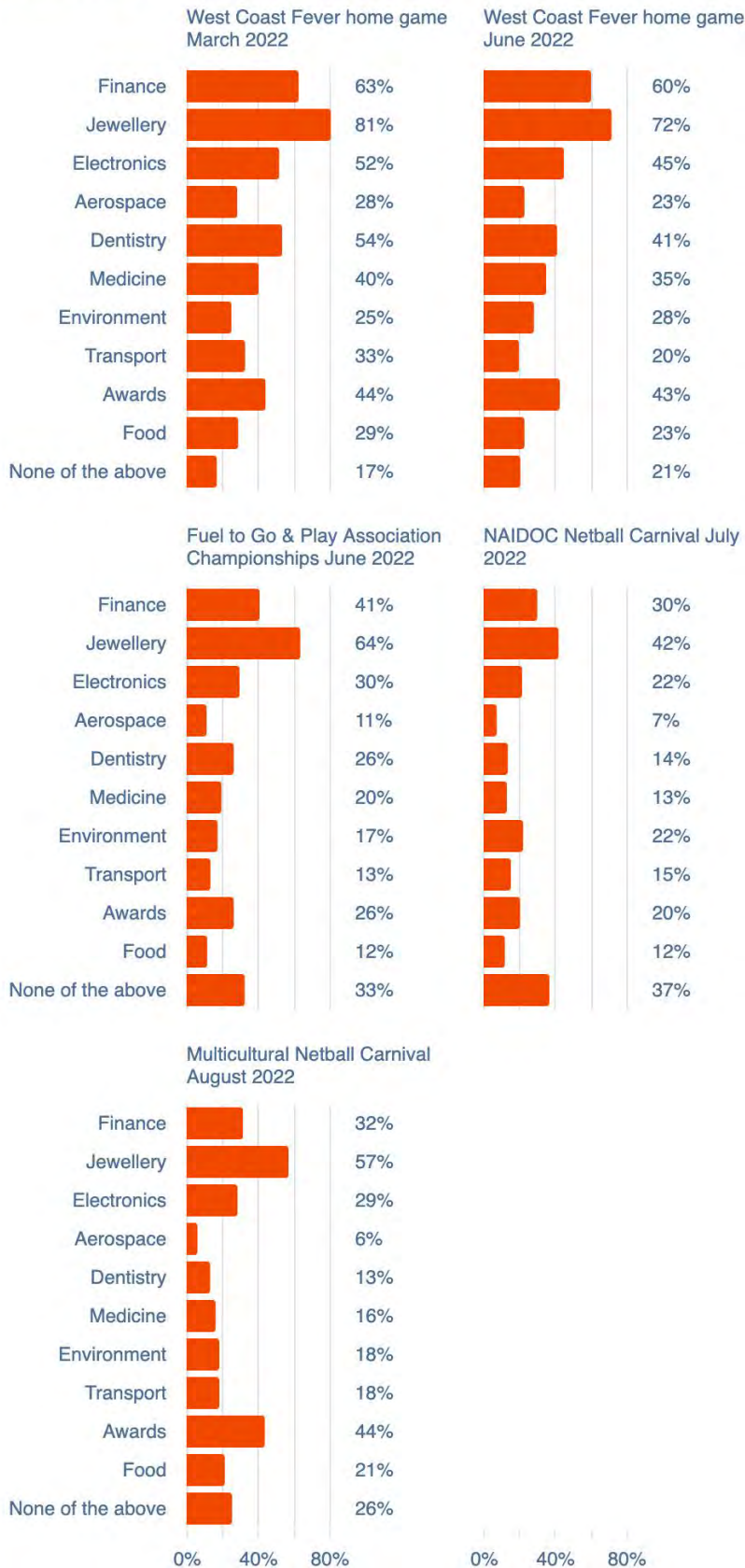


Responses: 2,255  
(June 2020), 708 (November 2021), 813 (November 2022)



### 9.1.3 Events and Programs

What do you know about gold's uses in your life?



Responses: 98 (Multicultural Netball Carnival August 2022), 176 (NAIDOC Netball Carnival 2022), 131 (West Coast Fever home game June 2022), 276 (Fuel to Go & Play Association Championships June 2022), 183 (West Coast Fever home game March 2022)

**Insights**

Almost three-quarters (73%) of 2022 Gold Survey respondents were aware of gold’s use in jewellery. This percentage has remained consistent across the three years. Finance (52%) was the next most selected option, followed by Electronics (40%), Awards (37%), and Dentistry (37%).

The aggregate year on year results demonstrate that knowledge for seven of the ten options increased in 2022, highlighting an increase in gold knowledge amongst the engaged netball community.





## 9.2 Knowledge of Gold Industry

### 9.2.1 Year on Year Average

What do you know about the gold industry?

- 2020 Average
- 2021 Average
- 2022 Average

Gold mining is the lifeblood of many regional communities



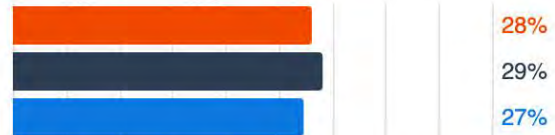
Gold mining contributes billions of dollars to Australia's economy



Around 70% of Australia's gold comes from WA



Gold miners pay hundreds of millions in taxes and royalties every year



Gold miners provide vital community services and funding



Australia is the 2nd largest producer of gold in the world



Gold is Australia's 4th largest export industry



Australia's gold industry employs more than 55,000 people



Australia's gold industry supports more than 200 000 workers



Gold is one of Australia's largest export industry



None of the above



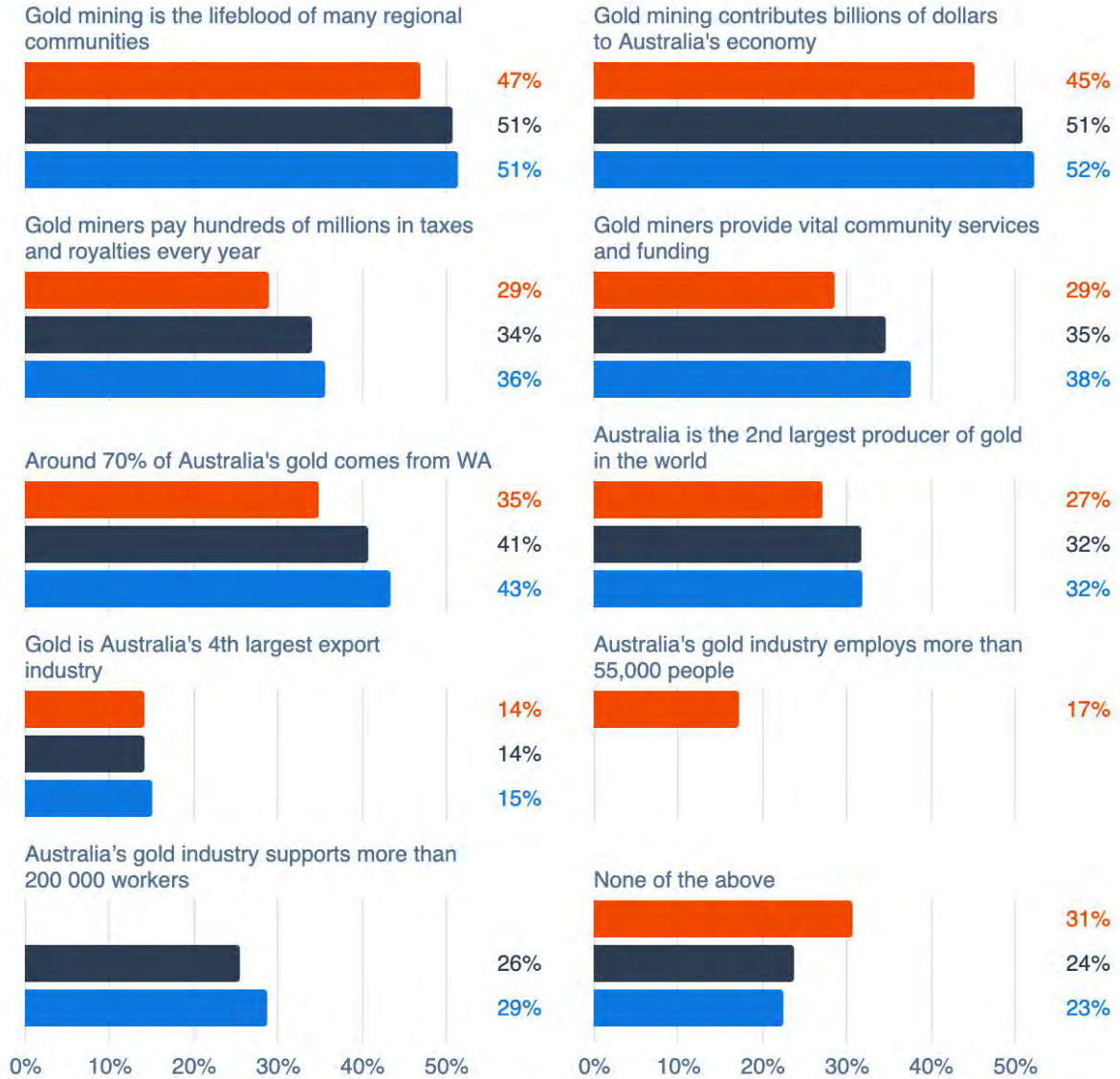
0% 5% 10% 15% 20% 25% 30% 35% 40% 45%

Responses: 2,838 (2020 Evaluation), 1,268 (2021 Evaluation), 1,622 (2022 Evaluation)

### 9.2.2 Email Database

What do you know about the gold industry?

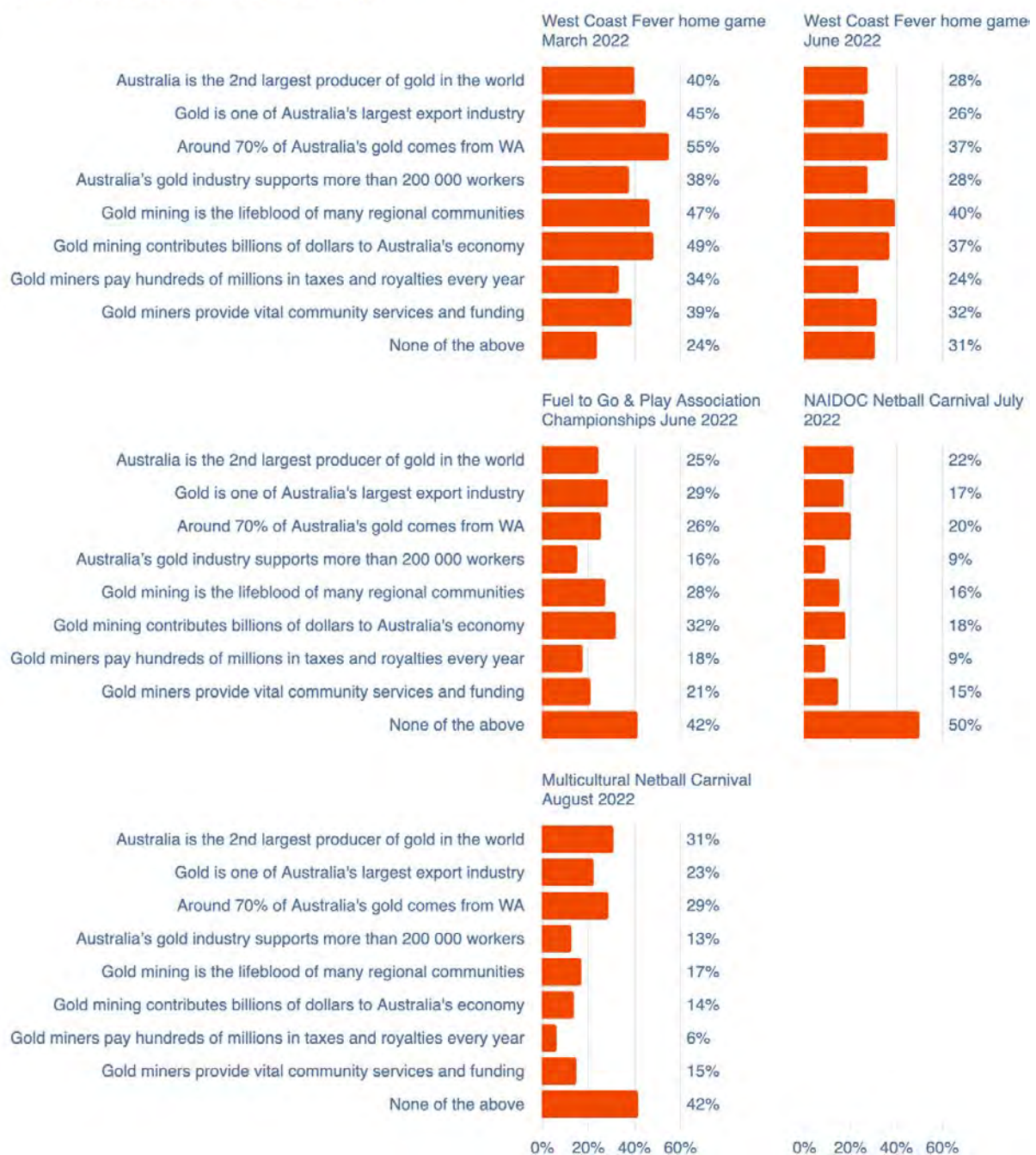
- June 2020
- November 2021
- November 2022



Responses: 2,218 (June 2020), 689 (November 2021), 799 (November 2022)



### 9.2.3 Events and Programs



Responses: 264 (Multicultural Netball Carnival August 2022), 161 (NAIDOC Netball Carnival 2022), 126 (West Coast Fever home game June 2022), 297 (Fuel to Go & Play Association Championships June 2022), 179 (West Coast Fever home game March 2022).

#### Insights

Respondents were asked, 'what do you know about the gold industry?' and were able to select their response/s from a multiple-choice list. Respondents to 2022 surveys were most likely to select the following options: 'Gold mining contributes billions of dollars to Australia's economy' (42%), 'Gold mining is the lifeblood of many regional communities' (41%), and 'Around 70% of Australia's gold comes from WA' (38%). Overall, an increase in knowledge was observed for five of the eight comparable measures.

## 10 LEARNING AND CURIOSITY

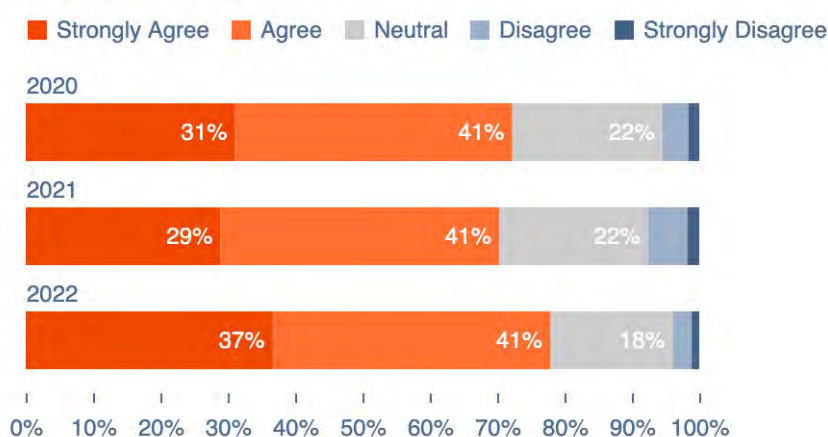
Gold Industry Group strives to educate and inspire netball communities with its activations at netball events.

Those who completed the Gold Survey and had previously encountered such activations, were asked if they'd learned something new or they felt inspired to find out more. The responses are summarised below.

### 10.1 Learning

#### 10.1.1 Year on Year Average

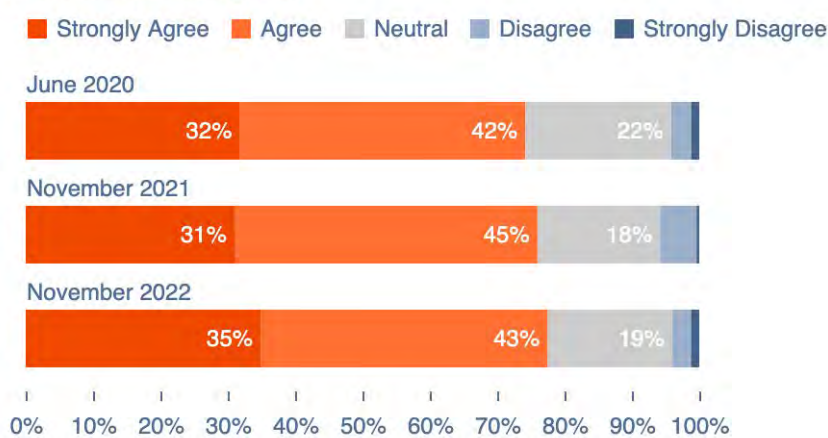
I learned something new



Responses: 933 (2020 Evaluation), 498 (2021 Evaluation), 619 (2022 Evaluation)

#### 10.1.2 Email Database

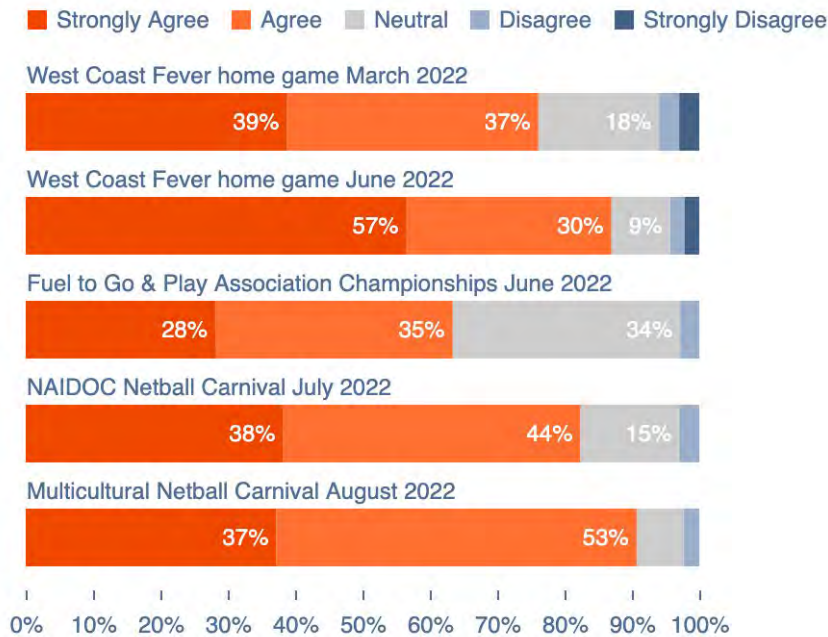
I learned something new



Responses: 670 (June 2020), 258 (November 2021), 324 (November 2022)

### 10.1.3 Email Database

I learned something new



Responses: 670 (June 2020), 258 (November 2021), 324 (November 2022)

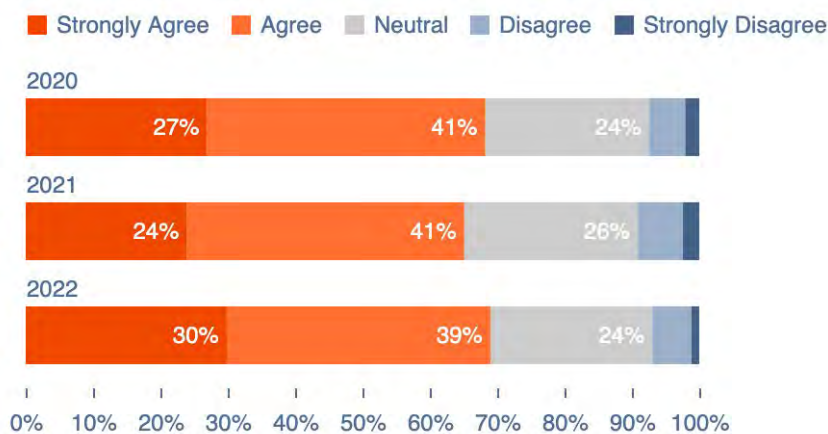
#### Insights

78% of 2022 survey respondents agreed that they learned something new in relation to their gold experiences through netball. This surpassed the results of 2020 and 2021. Multicultural Netball Carnival (90%) respondents were most likely to agree with the statement compared to respondents from other events.

## 10.2 Curiosity

### 10.2.1 Year on Year Average

It sparked my curiosity and made me want to find out more

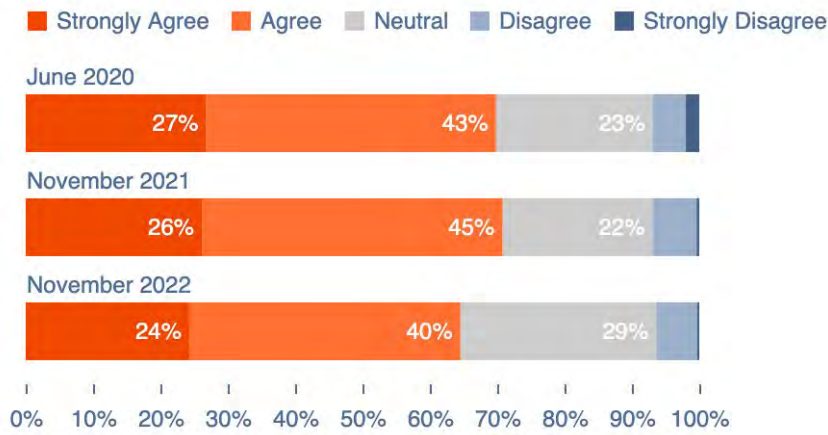


Responses: 913 (2020 Evaluation), 493 (2021 Evaluation), 603 (2022 Evaluation)



### 10.2.2 Email Database

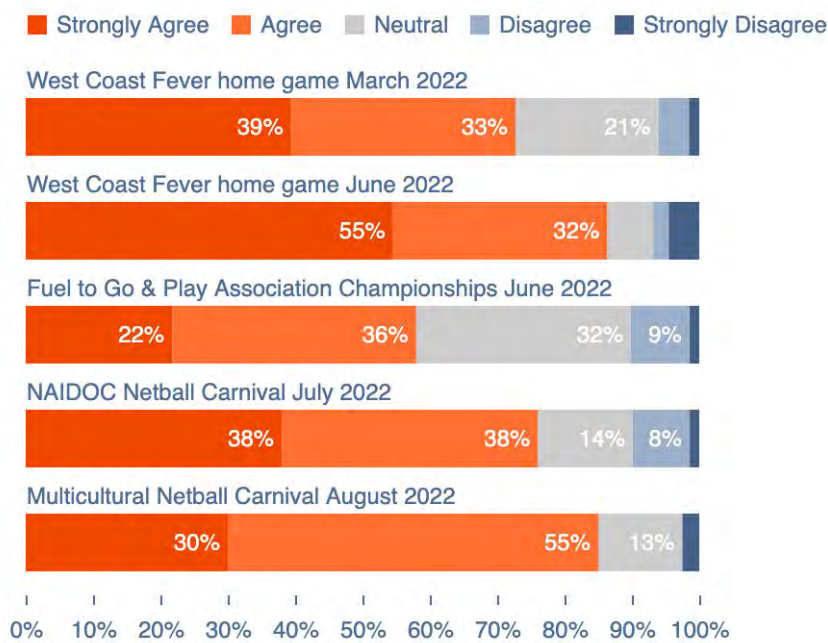
It sparked my curiosity and made me want to find out more



Responses: 653 (June 2020), 260 (November 2021), 313 (November 2022)

### 10.2.3 Events and Programs

It sparked my curiosity and made me want to find out more



Responses: 40 (Multicultural Netball Carnival August 2022), 71 (NAIDOC Netball Carnival 2022), 44 (West Coast Fever home game June 2022), 69 (Fuel to Go & Play Association Championships June 2022), 66 (West Coast Fever home game March 2022).

#### Insights

69% of 2022 survey respondents agreed that it sparked their curiosity and made them want to find out more. This surpassed the results of 2020 and 2021. Multicultural Netball Carnival (85%) and West Coast Fever home game (June) (87%) respondents were most likely to agree with the statement compared to respondents from other events.



# 11 GOLD INDUSTRY CAREERS

The Gold Industry Group is interested to understand if those who are part of the broader netball community are interested in exploring a career in the gold industry.

Respondents that indicated they were a parent/guardian of a netball player were asked to respond to this question on behalf of their child.

## 11.1 Respondent - Gold Industry Career

### 11.1.1 Year on Year

Are you interested in exploring a career in the gold industry?

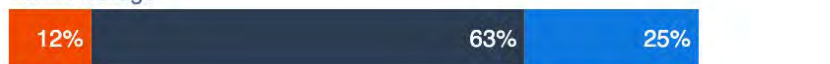
2020 Average



2021 Average



2022 Average



Responses: 1,695 (2020 Evaluation), 602 (2021 Evaluation), 1,512 (2022 Evaluation)

### 11.1.2 Email Database

Are you interested in exploring a career in the gold industry?

June 2020



November 2021



November 2022

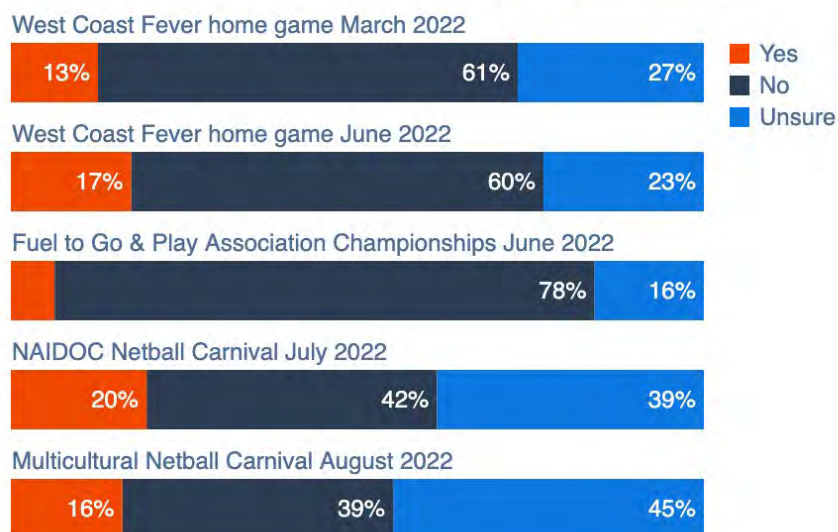


Responses: 1,407 (June 2020), 382 (November 2021), 759 (November 2022)



### 11.1.3 Events and Programs

Are you interested in exploring a career in the gold industry?



Responses: 87 (Multicultural Netball Carnival August 2022), 148 (NAIDOC Netball Carnival 2022), 121 (West Coast Fever home game June 2022), 222 (Fuel to Go & Play Association Championships June 2022), 175 (West Coast Fever home game March 2022).

#### Insights

In 2022, 12% of Gold Survey respondents indicated that they were interested in exploring a career in the gold industry. This is 1% more than the comparable result in 2021. A further 25% indicated that they were 'unsure'.

Comparing the responses from events and programs, a larger proportion of respondents to the NAIDOC Netball Carnival survey were most interested in the prospect, with 20% of respondents selecting 'Yes'.

## 11.2 Child - Gold Industry Career

### 11.2.1 Year on Year

Is your child interested in exploring a career in the gold industry?

2020 Average



2021 Average



2022 Average



Responses: 1,589 (2020 Evaluation), 622 (2021 Evaluation), 752 (2022 Evaluation)

### 11.2.2 Email Database

Is your child interested in exploring a career in the gold industry?

June 2020



November 2021



November 2022

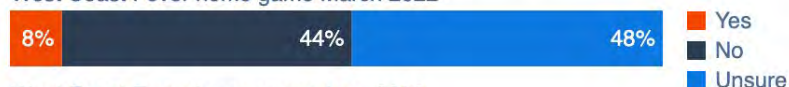


Responses: 1,293 (June 2020), 367 (November 2021), 423 (November 2022)

### 11.2.3 Events and Programs

Is your child interested in exploring a career in the gold industry?

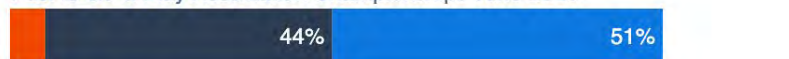
West Coast Fever home game March 2022



West Coast Fever home game June 2022



Fuel to Go & Play Association Championships June 2022



NAIDOC Netball Carnival July 2022



Multicultural Netball Carnival August 2022



Responses: 15 (Multicultural Netball Carnival August 2022), 49 (NAIDOC Netball Carnival 2022), 54 (West Coast Fever home game June 2022), 148 (Fuel to Go & Play Association Championships June 2022), 63 (West Coast Fever home game March 2022).

### Insights

Respondents with children that play netball were asked if they thought their child was interested in exploring a career in the gold industry. Results show that 2022 respondents were most likely to indicate that they were unsure (55%). The proportion of respondents that selected 'Yes' decreased by 3% in 2022.

Respondents that completed the NAIDOC Netball Carnival (20%) survey were most likely to select 'Yes' in response to this question.

It's worth noting that the proportion of people that responded with 'unsure' across both statements, represent a cohort that Gold Industry Group could potentially engage with in the future, by promoting the benefits of working in the industry.





## 12 NETBALL PARTNERSHIP OUTCOMES

The Gold Industry Group strives to achieve unique social and economic outcomes within the netball community, through its industry partnerships.

A set of standardised outcome metrics, referred to as 'dimensions' were used to measure the outcomes felt by those who engage with netball events. Survey respondents moved a slider to indicate whether they agreed or disagreed with the dimension statements using a Likert scale. The chart contains data for all public responses, showing the average score and the percentage of people that agreed or disagreed with each of the statements.

### 12.1 Dimension Statements

Domain	Dimension	Dimension Statement
Social	Access	It gave me the opportunity to access activities I would otherwise not have access to
	Connection	It helped me to feel connected to people in the community
	Wellbeing*	It improved my overall wellbeing
Economic	Diversity	It engaged people from different backgrounds
	Skills*	I gained new skills
	Networks*	It connected me with other people in my field
Quality	Enthusiasm	I would come to something like this again
	Local Impact	It's important that it's happening here
	Presentation	It was well produced and presented

*\*These dimensions were only shown to respondents who actively participate or work in the netball industry, including players, coaches, umpires, and committee members/administrators.*

### 12.2 Netball Outcomes

#### 12.2.1 Year on Year (Average Scores)

Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements in relation to the event. The following charts contain the response data for 'public' responses, showing the average result for each dimension.



Responses: 1,325 < n < 3,262 (2020 Evaluation), 260 < n < 1,258 (2021 Evaluation), 650 < n < 1,722 (2022 Evaluation)

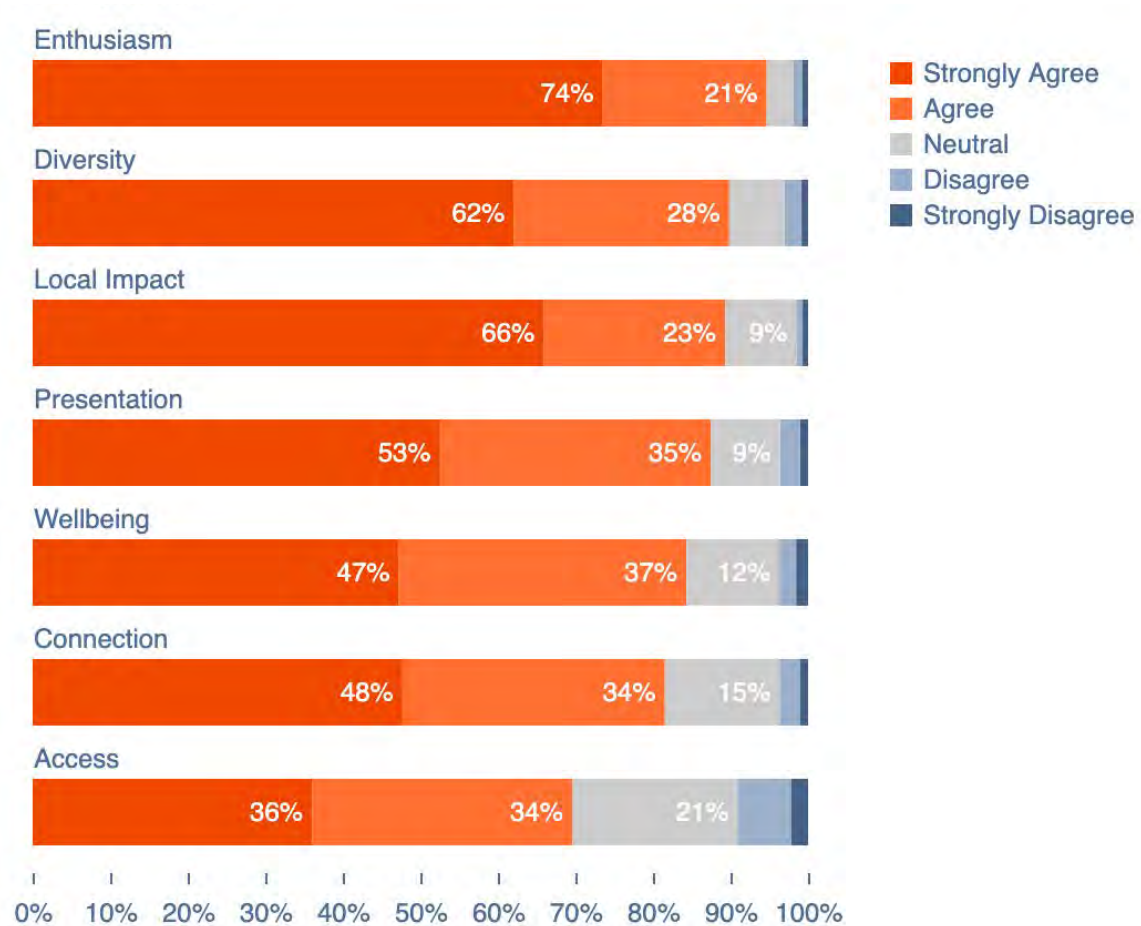
**Insights**

2022 respondents produced higher average agreement across all dimensions when compared to 2021. Annual agreement increases were recorded for 'Local Impact', 'Diversity' and 'Presentation' between 2020 and 2022 which demonstrates Gold Industry's continuous efforts in supporting programs that are

important that they are happening here, that engage people from different backgrounds, and are well produced and presented

### 12.2.2 2022 Outcomes (Agreement)

The chart below shows the percentage of 'public' respondents that agreed or disagreed with each of the statements and the strength of their agreement.



Responses: 650 < n < 1,722

#### Insights

Of the dimensions measured, 'Enthusiasm' (95%), 'Diversity' (90%), Local Impact (89%), and 'Presentation' (88%) received the highest level of overall agreement. This indicates that almost all respondents agreed that they would come to something like this again, it engaged people from different backgrounds, it's important it's happening here, and it was well produced and presented. This was followed by 'Wellbeing' (84%) and 'Connection' (82%).



## 12.3 Participants Only

### 12.3.1 Year on Year

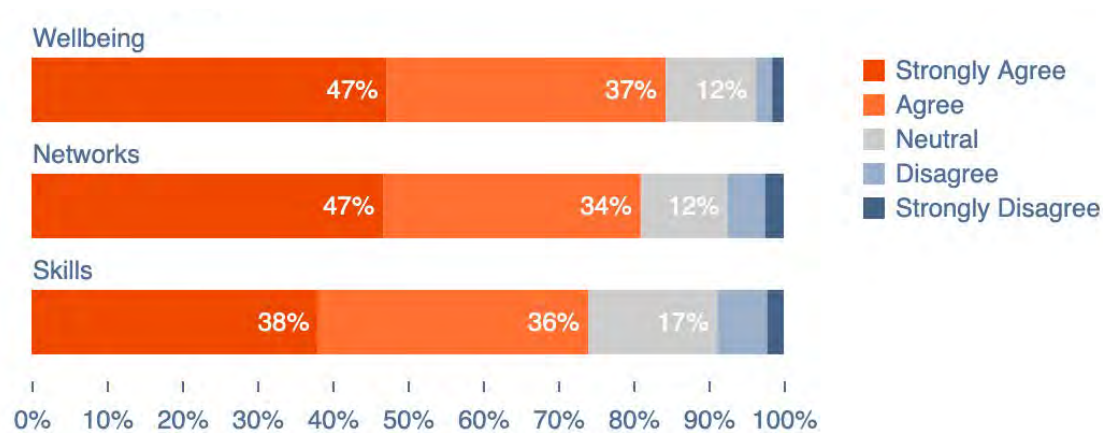


Responses: 966 < n < 1,325 (2020 Evaluation), 250 < n < 252 (2021 Evaluation), 635 < n < 646 (2022 Evaluation)

#### Insights

Overall, participants over the three evaluated years responded positively to the dimensions. The dimension agreement for 'Wellbeing' increased in 2022 (+2%) from 2021. 2021 produced the highest result for 'Networks' while respondents from 2020 were more likely to agree with 'Wellbeing' and 'Skills' when comparing the results from the three evaluated years.

### 12.3.2 2022 Outcomes



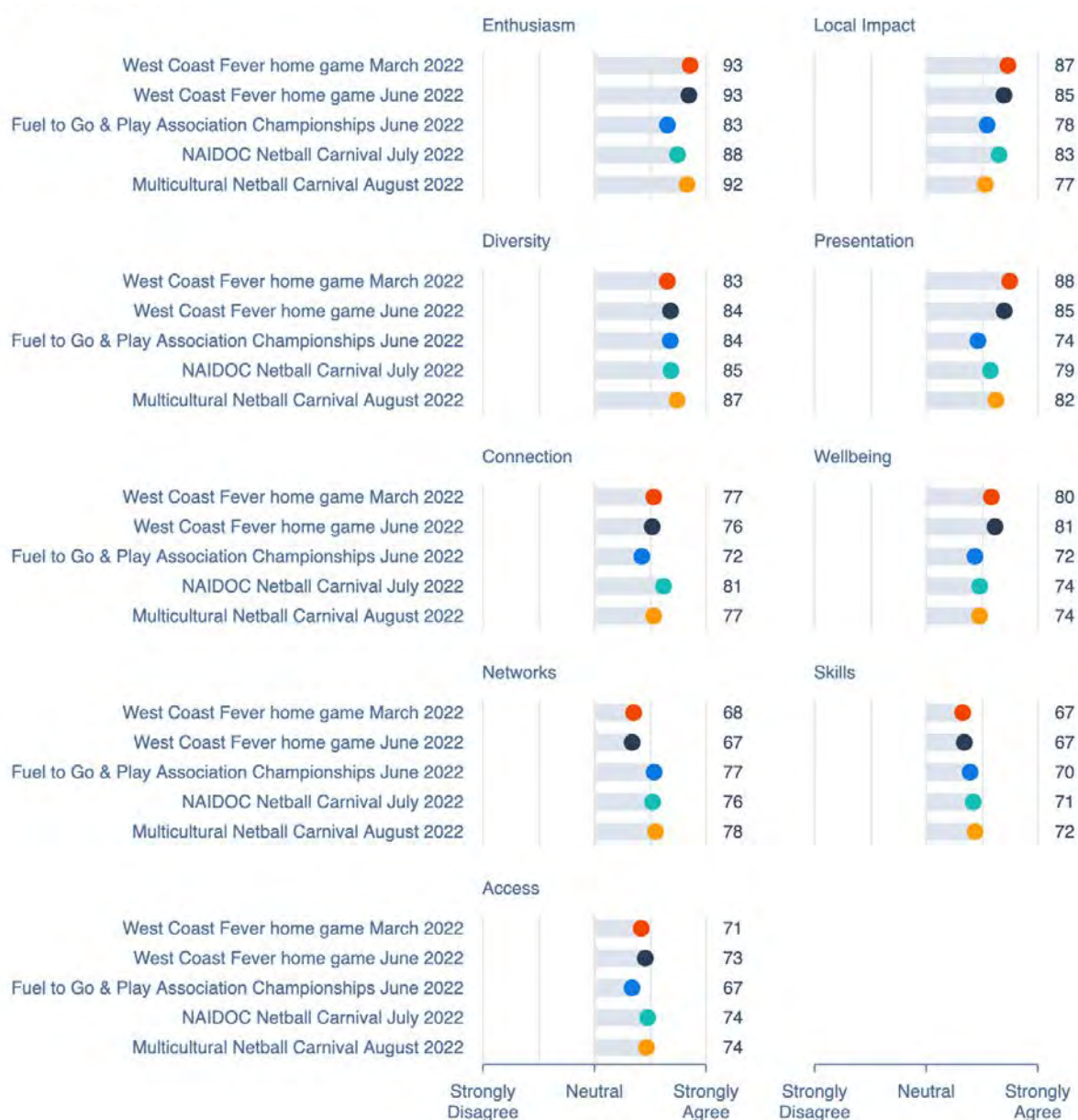
Responses: 635 < n < 650

#### Insights

Of the dimensions asked of participants, 'Wellbeing' (84%) received the highest level of overall agreement. This indicates participants were most likely to agree that their participation in the netball events and programs improved their overall wellbeing. This was followed by 'Networks' (81%) and 'Skills' (74%).

## 12.4 Comparative Analysis

Average scores from each survey can be compared to see if different parties experienced the strategic intent.



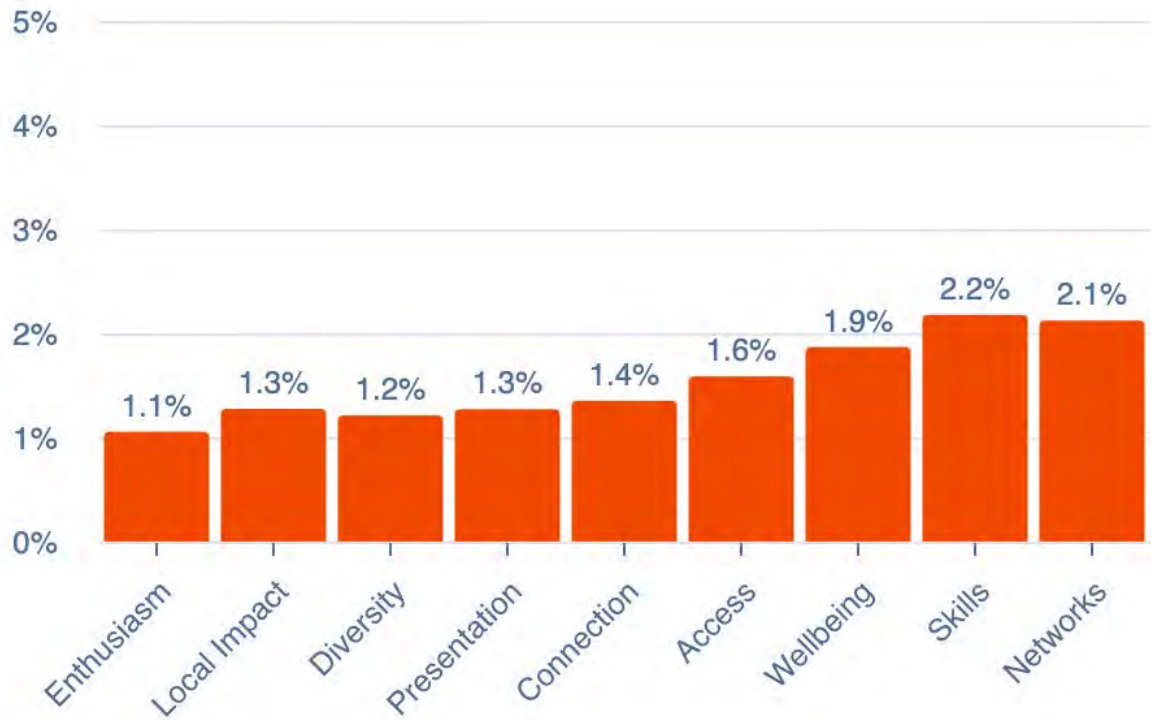
### Insights

Event and program comparative analysis shows that overall, attendees at the March West Coast Fever home game were most likely to agree with the 'Enthusiasm' (93%), 'Local Impact' (87%), and 'Presentation' (88%). Multicultural Netball Carnival respondents were most likely to agree with 'Diversity' (87%), 'Networks' (78%), and 'Skills' (72%) while NAIDOC Netball Carnival respondents were most likely to agree with 'Connection' (81%) compared to respondents from other evaluated events and programs.



## 12.5 Margin of Error

The Culture Counts digital platform aims to capture survey responses via various methods. Achieving larger samples enables organisations to be confident that the average result and opinions of the survey group are representative of the total audience. This chart shows the margin of error for each dimension from the sample.



### Insights

At a 95% confidence level, the margin of error for combined dimensions ranged from 1.1% to 2.2%. This means that we can be 95% confident that if we surveyed the entire visitor population, the average result for 'Diversity' would fall within 1.2% of the average generated by the sample in 2022.



## 13 COMMENTS AND FEEDBACK

Respondents were invited to share their comments and feedback as part of the Gold Survey distributed throughout 2022.

Topic modelling (text analysis) was applied to all written feedback with an aim to categorise the responses into the four most popular topics, and to better gain an understanding of the main themes. A selection of responses from each topic is highlighted below.

### 13.1 Gold Industry

- *I am so thankful that Gold Industry supports the West Coast Fever and have been to Kalgoorlie Pre Season game and done a mine tour while we were there.*
- *I love that NWA is supported by the Gold Industry.*
- *I already work in the gold industry and receive the GIG newsletter that I enjoy reading to keep up with the latest gold info.*
- *The kids all seem to enjoy the Gold themed activities, facepainting and giveaways : )"*
- *"I would love my daughter to have a career in the Gold industry, she is interested in motor mechanics.*
- *Gold is a fantastic asset to Australia*
- *Thank you for supporting netball wa. It gives many many kids opportunities they would not have had*
- *My daughter still wears her 'Heart of Gold' white hat that she got at your stall at the Fever final, that is the main reason I remember your name etc*

### 13.2 Support for netball

- *I've enjoyed all the years of netball my daughter has played during school. She's in year 12 this year and her netball journey might be over because I don't know if she's going to continue. So, I just wanted to say thank you for all the years of fun, excitement and fitness.*
- *Netball is a great game wonderful to watch I love watching it and playing it can't wait to see what 2023 brings us*
- *i love how inclusive everything is and I'm a huge west coast fever fan*
- *Everything you do for netball in WA is amazing it keeps community netball going. Thank you.*
- *Kalgoorlie NAIDOC Netball Carnival was hugely successful thanks to gold group and netball wa support. Thank you!.*
- *Netball is not advertised in grass roots enough, we missed out on Winter netball as there was nothing on it at the school or advertising on social media etc*



- *Thank you for supporting netball wa. It gives many many kids opportunities they would not have had.*

### 13.3 Game day

- *Great atmosphere.*
- *Great netball initiative and live this event.*
- *The game was incredible, there were some great passes and footwork. I would love to come again.*
- *Great time had the speaker system was just a little to loud .*
- *The carnival is fun and good because you learn and meet new people.*
- *Loved getting info at the championship carnival*
- *Netball is not advertised in grass roots enough, we missed out on Winter netball as there was nothing on it at the school or advertising on social media etc*
- *Attending netball games are my favourite part of my week*
- *I live in Kalgoorlie we look forward to WCF doing the regional program and games every year as we can't make it to Perth to support games it's so rewarding for our families and community thank you*

### 13.4 Event details

- *They need to use the main speaker system for the opening ceremony because you can't hear anything they say. second year in a row we couldn't hear it, other than that maybe more food vendors would be good cheers.*
- *It would be good to have split up the locations so its not so busy games closer together more food vans and facilities.*
- *Not enough food outlets plus the restrictions give to food outlets are very restrictive.*
- *The venue needs more food vans and more parking.*
- *this event is very good and I have lots of fun. It is a bit hot but overall it was good*
- *Great game, convenient location, COVID friendly, awesome atmosphere and good food.*
- *the carmival is fun and good because you learn and meet new people*
- *The game is presented so well and includes a variety of people. It always puts me in a good mood and I'm happy to know it support the community:)*
- *if we are talking about this event there needs to be way more food vans, open make toilets up to ladies or have portable as the lines are horendous !  
more car parks or allocate 3 parks per team/Association as the county teams car pool and perth people bring 1 car per person to create a more friendly car park environment*

## 14. MARGIN OF ERROR

The margin of error shows how closely the survey results reflect the views of the group of individuals in the wider unique reach population. Margins of error under 5% are considered reasonable representations of the opinion of a population. For example, if 82% of respondents answered a question as 'Yes' with a margin of error of 2%, this means that were the entire target population to be surveyed, the proportion who responded Yes would fall somewhere between 80% and 84%.

### 14.1 Gold Survey

#### **March 2022 - West Coast Fever home game**

This survey had a sample size of 207 responses from a population size of 5,120 total attendees. At a 95% confidence level, these results have a margin of error of 7%.

#### **June 2022 - West Coast Fever home game**

This survey had a sample size of 150 responses from a population size of 8,009 total attendees. At a 95% confidence level, these results have a margin of error of 8%.

#### **June 2022 - Fuel to Go & Play Association Championships**

This survey had a sample size of 300 responses from a population size of 12,000 total attendees. At a 95% confidence level, these results have a margin of error of 6%.

#### **July 2022 - Perth NAIDOC Netball Carnival**

This survey had a sample size of 201 responses from a population size of 3,184 total attendees. At a 95% confidence level, these results have a margin of error of 7%.

#### **August 2022 - Multicultural Netball Carnival**

This survey had a sample size of 108 responses from a population size of 1,500 total attendees. At a 95% confidence level, these results have a margin of error of 9%.

#### **November 2022 - Netball WA Email Database**

This survey had a sample size of 912 responses from a population size of 63,323 total attendees. At a 95% confidence level, these results have a margin of error of 3%.