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COMMUNITY VALUES SURVEY

Diversity and inclusion: building strength and capability

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ABSTRACT

Values are the basis of decision-making. They direct the beliefs that determine what is most important and so underpin desirable goals that motivate action (Schwartz, 2012, p4).

Understanding similar and differing values is increasingly being used by organisations as a way to understand gaps between their organization, clients and communities they serve. For emergency management services to better represent the diversity of the communities they service, they need to not just understand the demographics of those communities, but also the values across their communities, particularly in relation to diversity.

This study undertook a community survey across 539 community members to ascertain values and attitudes in relation to Emergency Management Organisations (EMO). The survey used Schwartz's measurement of values, comprised of ten different values, based around four key areas: openness to change, self-transcendence, conservation and self-enhancement, as a basis. Questions from the Schwartz values study were amalgamated with the World Values Survey to develop the survey. The demographic varied across age, gender and cultural spectrums.

The data from this survey provide a baseline for understanding existing community values relating to diversity and inclusion. These results will be compared to those held by EMOs and their staff in later work. This has potential to help discern where there may be significant similarities and differences between EMS organisations and the community that influence current and future strength and capability of diversity and inclusion in the emergency management sector.



INTRODUCTION

Values are beliefs that are linked inextricably to affect and can refer to desirable goals that motivate a person's actions (Schwartz, 2012). Values guide the selection or evaluation of actions, and people decide what is good or bad, justified or illegitimate, worth doing or avoiding, based on their values.

The Schwartz values system is widely used to measure values internationally and identifies ten basic personal values that are recognized across cultures. By using the Schwartz values in this survey, we are able to tap into the findings of a large body of existing research.

The ten values are:

- **Self-Direction** (independent thought and action)
- **Stimulation** (excitement, novelty, and challenge in life)
- **Hedonism** (pleasure or sensuous gratification for oneself.)
- **Achievement** (personal success against social standards.)
- **Power** (social status and prestige, control or dominance)
- **Security** (safety and stability of society and relationships)
- **Conformity** (restraint of actions likely to upset social norms)
- **Tradition** (respect of customs of one's culture or religion)
- **Benevolence** (enhancing the welfare of one's 'in-group')
- **Universalism** (appreciation of the welfare of all)

In addition to identifying these ten basic values, the Schwartz values theory can explain the relationships between the different people's values and how they clash or complement. Any one person's values will conflict with others' values and align with yet others.

For example, a person who has strong achievement values typically conflicts with someone who has higher benevolence values. Any values that tend to support seeking success for oneself tends to obstruct values that support enhancing the welfare of others'.

This allows a survey of emergency services management to determine the collective and individual values that exist in different groups; by then surveying potential employees it is possible to see if there are values clashes or alignments.

For this exercise values can be categorised into four main groups: self-transcendence, openness to change, self-enhancement and conservation (Figure 1).

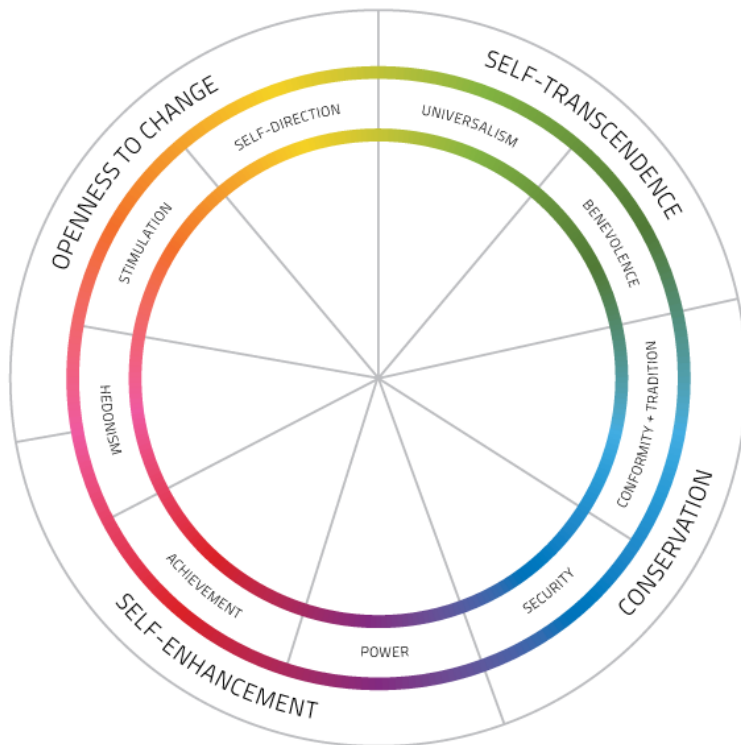


FIGURE 1: SCHWARTZ'S VALUE CIRCUMPLEX (HOLMES ET AL., 2011 BASED ON SCHWARTZ, 1992)

A four-sector chart developed by the Public Interest Research Centre has outlined the key characteristics of the Schwartz values spectrum as:

- **Self-transcendence** Universalism & Benevolence: Self-transcendence values are associated with positive attitudes towards diversity and stronger concern for equality and rights.
- **Openness-to-change** Self-direction, Stimulation & Hedonism: These values are associated with positive attitudes towards equality and civic action.
- **Self-enhancement** Power & Achievement: These values are associated with higher levels of prejudice and discrimination.
- **Conservation** Conformity, Tradition & Security: Conservation values are associated with higher discomfort with difference, change and diversity.

If emergency management services staff have any strong propensity towards **Self-enhancement** or **Conservation**, these values may not fit well with increasing diversity in emergency services.

However, staff with a strong propensity towards **Self-transcendence** or **Openness-to-change**, are more likely to support an increase in diversity (Figure 2).

The highest levels of concern for minority rights and equal treatment are likely to be held by the people who scored the highest on **Self-transcendence** and **Self-direction values**. **Achievement** and **Stimulation** values appear most associated with the positive attitude towards immigrants (Davidov et al, 2008).

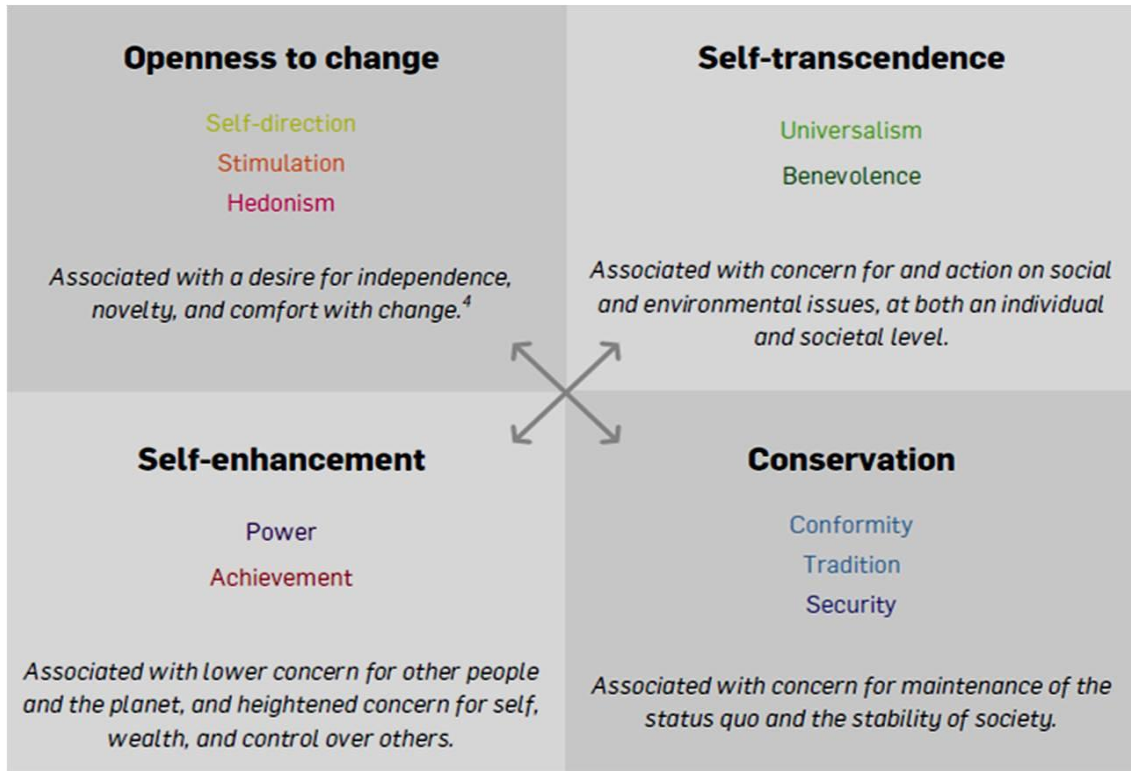


FIGURE 2: VALUE GROUPS AND VALUE AXIS (BLACKMORE ET AL 2012)

By amalgamating questions from the Schwartz values study with the World Values Survey, a sufficient level of detail should be obtained to provide the data needed for the first half of this study, which is to more accurately understand community values. The second half of the study, to be conducted later, will be to compare these values with key people working in emergency services areas.



RESEARCH PROJECT BACKGROUND

The project *Diversity and inclusion: Building strength and capability*, aims to assist understanding and practice of diversity and inclusion (D&I) in EMS organisations through the identification of current measurement, strengths, barriers, needs and opportunities in these organisations and the community.

The key need identified in the scoping phase of this project was to understand what effective D&I is, and what this means for EMS organisations in terms of practice and measurement. As a primary focus to guide the project, we have developed the following definition of effective diversity:

“The result of interactions between organisations and individuals that leverage, value and build upon characteristics and attributes within and beyond their organisations to increase diversity and inclusion, resulting in benefits that support joint personal and organisational objectives and goals, over a sustained period of time” (Young et al., 2018, p19).

Using case studies, the project examines Diversity and inclusion D&I systemically through a values, narratives and decision-making context across organisational, community and economic themes. Aspects of diversity being examined are: culture and ethnicity, gender, demographic status (age and education), and disability (physical).

The participating organisations are Queensland Fire and Rescue Service (QFES), Fire and Rescue New South Wales (FRNSW), and South Australian State Emergency Services (SASES). The community case studies selected are Bordertown in South Australia, Bendigo in Victoria and South-western Sydney in New South Wales, representing rural, regional and urban communities. A broader survey of community to provide quantitative data in relation to community values and their perceptions of EMS organisations has also been undertaken.

The project has three stages:

- Understanding the context in which D&I exists in EMS organisations and the community.
- Development of a D&I framework suitable for the EMS.
- Testing and utilisation of the framework.

The aim of this research is to develop a practical framework tailored to the EMS organisational context that builds upon and leverages current strengths and expertise within the EMS. This will be developed collaboratively with our end-user group as part of our research process. Its purpose is to support better management and measurement of D&I by providing a basis for more effective evidence-based decision making. The framework can be built upon by EMS organisations as practice progresses.

PURPOSE OF THE STUDY

This study was undertaken so that emergency services workers who work with communities during natural disasters can better understand the diversity of community values that exist, to help them do their work more effectively, and help them better mirror the diversity of the communities in which they work.



As outlined in the Building Strength and Capability through Diversity Project Plan, values-based approaches are increasingly being used by organisations, particularly in relation to change management. This is because values are the basis of decision-making, as they are the beliefs that determine what is most important and what motivates action (Schwartz, 2012, p4).

To better understand the types of values held within the community, an online survey was conducted in Queensland, NSW, Victoria and South Australia, with a total sample size of 539.

METHODOLOGY

A survey instrument was developed based on an amalgamation of the Universal Values Survey and the Schwartz Values survey.

After consultation and refinement across the working group it was administered as an online survey to a panel provided by the Online Research Unit. A total of 539 people took part in the poll, which was undertaken in February 2018, to reach required demographic spreads across age, gender, state of origin, education, and a diversity of languages spoken at home. For those areas where the panel differed significantly in demographics from the general population, and where it was an issue of interest (such as those in the 18 to 25 years old age bracket who would be a prime recruitment cohort), sampling extrapolations can be made.



KEY FINDINGS

Key findings of the survey included:

Insights into different community values, perceptions of the roles of women and the roles of emergency service workers, with community attitudes generally spread across quite a wide spectrum.

The survey findings generally accord with the World Values Survey, which allows for further use of that data in the project.

While women-only answers to some gender-based questions elicited significant differences to the general community, the gaps were not always great, indicating that there may be some strongly-ingrained gender stereotypes that exist amongst both men and women, which may need further study.

Likewise, the findings from younger people did not always reveal vast differences between general community values, nor always accord with popular images of young people's values – indicating that studying the nuances in responses will be important and relying on stereotypes of 'millennials' may be very misleading.

The data provides a baseline for the diversity of existing community values that can then be compared to the values of emergency services organisations and staff, to discern where there may be significant differences at both the community-wide and individual recruit level.



DEMOGRAPHIC SAMPLING

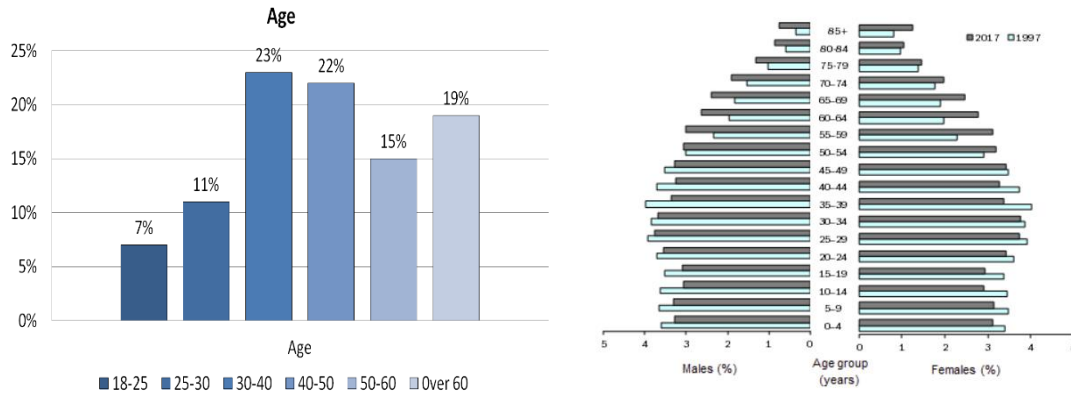


FIGURE 3: AGE DISTRIBUTION OF RESPONDENTS AND THE NATIONAL AVERAGE AGE-GENDER DISTRIBUTION

The Australian Bureau of Statistics age spread from the last census were used to gather approximate age categories for the survey (Figure 3). There were slightly higher responses from those aged 30–40 years and 40–50 years in the survey (though still able to give indicative findings when filtering by age groups (Figure).

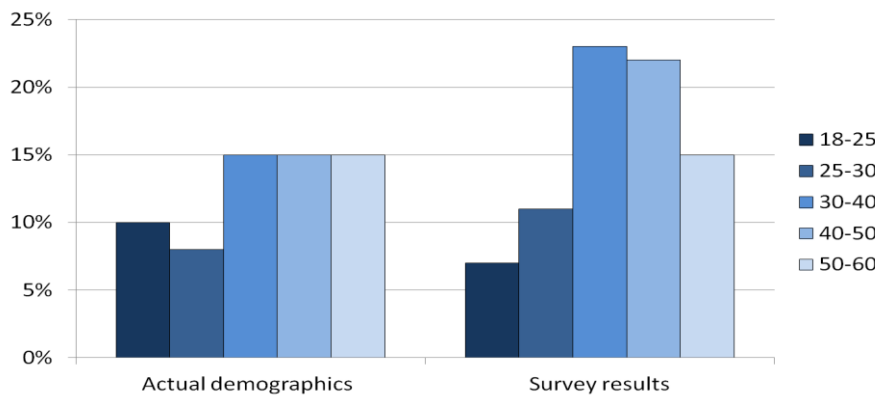


FIGURE 4: DIRECT COMPARISON OF NATIONAL DEMOGRAPHICS AND SURVEY DEMOGRAPHICS FROM FIGURE 3.

The spread of higher education levels across the panel was much higher than the general population (Figure). Such differences were not in themselves of major concern, as the sample groups simply became less definitive and more indicative – which is the nature of all surveys.

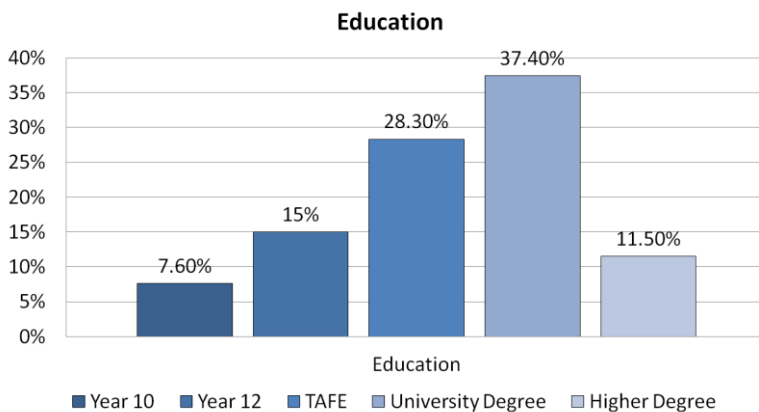


FIGURE 5: EDUCATION LEVELS OF RESPONDENTS



Any survey realistically represents a sample snap-shot at a particular time, and while being a very useful guide to understanding population trends, may not retain their accuracy over longer periods of time.

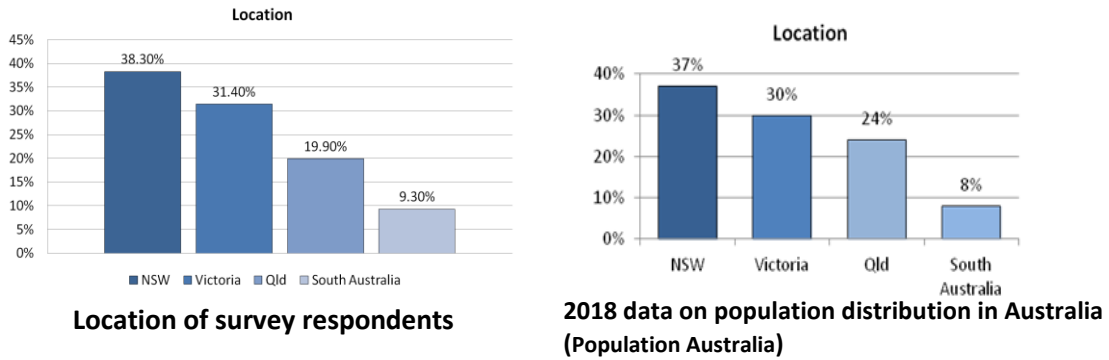


FIGURE 6: LOCATION OF SURVEY RESPONDENTS COMPARED TO PROPORTION OF STATE POPULATIONS FOR THE FOUR SURVEY STATES

The demographic breakdown of the location of survey respondents was very close to the national figures, with a slightly lower response rate from Queensland (

Figure 6). While gender distortions in Australia are more prevalent in higher age groups, the gap between males and females in the survey was within acceptable parameters of a 5% error difference.



MAIN SURVEY QUESTIONS:

Q.1. What languages are spoken at your home?

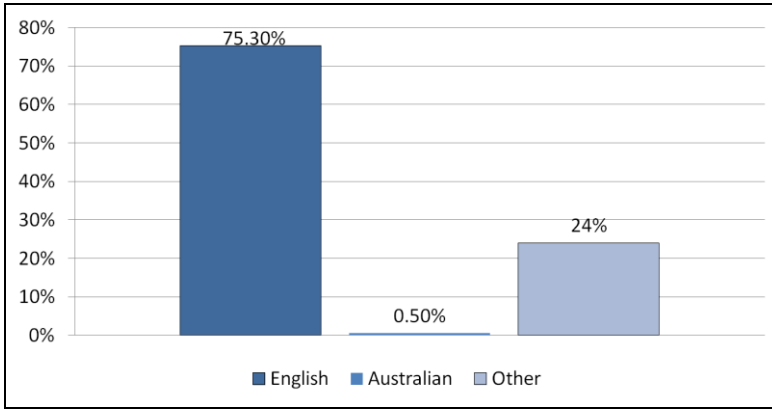


FIGURE 7: LANGUAGES SPOKEN AT HOME

A total of 24% of respondents spoke a language other than English at home (Figure 7; the ABS figure is 21%), with a very large diversity of languages being cited (27 different languages). Of interest, a small percentage, cited 'Aussie' or 'Australian' (ten responses) as the language spoken at home, which may indicate some very strong patriotic values that may also impact upon tolerance of other cultures. For instance, of the ten responses who stated they spoke Aussie or Australian, two stated they did not trust people of other countries and 8 said they neither trusted nor distrusted – which was below the survey average.

The most commonly cited languages spoken at home were:

- Chinese (including both Cantonese, Mandarin and 'Chinese'; 20% of those speaking another language)
- Hindi (12%)
- Italian (4%)

Q. 2. Here is a list of qualities that children can be encouraged to learn at home. How important are they to you?

The first value-based question asked was how important were different qualities that can be learned at home. The results showed high levels of support for teaching children variations of tolerance (58% rated teaching Tolerance as Very Important and 33% rated Tolerance of Gender Diversity as Very important, Figure 8). The graph above only shows the Very important ratings, to compare with the World Value Survey results, but when the Very Important and Important are combined, the ratings for everything except Religious faith scored between 70% and 90%.

Religious faith was only rated as Very Important by 16%, 13% stating it was opposed to their principles.

There was also high support for teaching Responsibility and Independence, botg being rated by 48% of respondents as Very important and combined Very important and Important ratings were 89% and 87%, respectively.

As shown above, the general trend pattern of answers was quite consistent with the World Values Survey, even though they used slightly different questions. This is important



both for validating the study findings and providing some certainty that other questions from the World Values Survey can be used in this project.

For instance, if working with a particular ethnic group it is possible to look at the World Values Survey findings of values scores from that country, providing some insight into where values may differ.

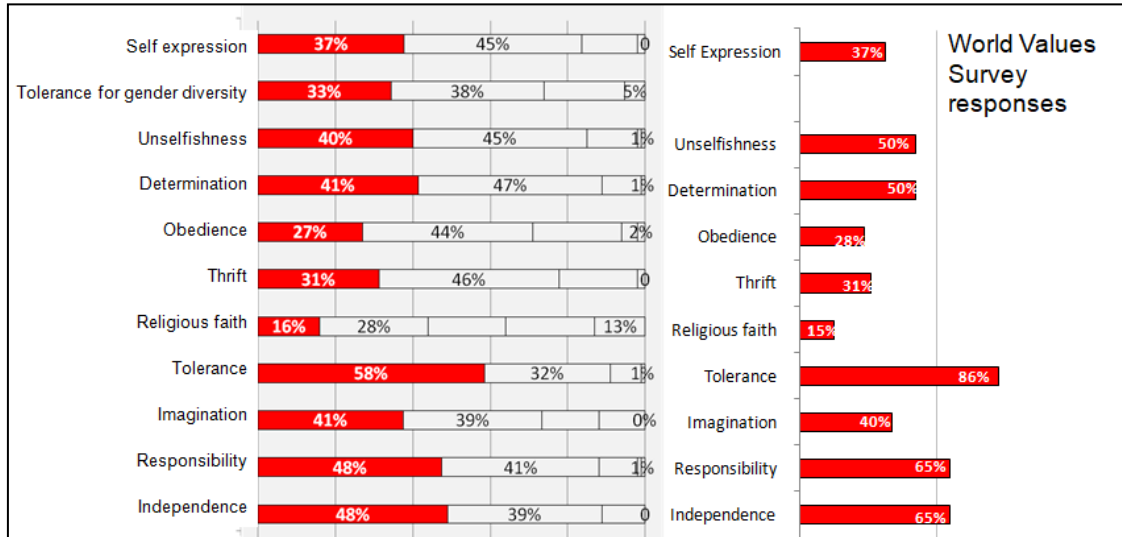


FIGURE 8: IMPORTANCE OF QUALITIES THAT CHILDREN CAN BE ENCOURAGED TO LEARN AT HOME

Q.3. How important do you think the following are for the country?

Looking at values relating to law and order, economic equity, individual freedoms and the aesthetics of place, respondents rated Law and order higher (Laws are obeyed 52% Very Important, and The fight against crime 50%) and Aesthetics and Individual freedoms of expression much lower (Figure). Trying to make our cities and countryside more beautiful 26% Very important, Less conservative and more innovation society 23%, Seeing people have more say about things in their jobs 24% and A society in which ideas count for more than money 25%.

When both the Very Important and Important ratings were used, Economic Opportunities for all, increased greatly, although law and order values were still the highest, ranking over 90%.

Of interest, these values diverged substantially from the World Values Survey – largest difference was for a high rate of economic growth, which only 27% rated as Very important in this survey, compared to 42% in the World Values Survey. Having more say about things in your job rated as Very important by only 24% in this survey, but by 35% in the World Values Survey. Otherwise, the World Values Survey results were significantly lower than the ratings in this survey.

It may be that the different way of asking questions led to a more pronounced effect under questions that were more interpretive than those in Question 2, or it might indicate some significant shifts across society on these issues in the six years since the World Values Survey was conducted in 2012.

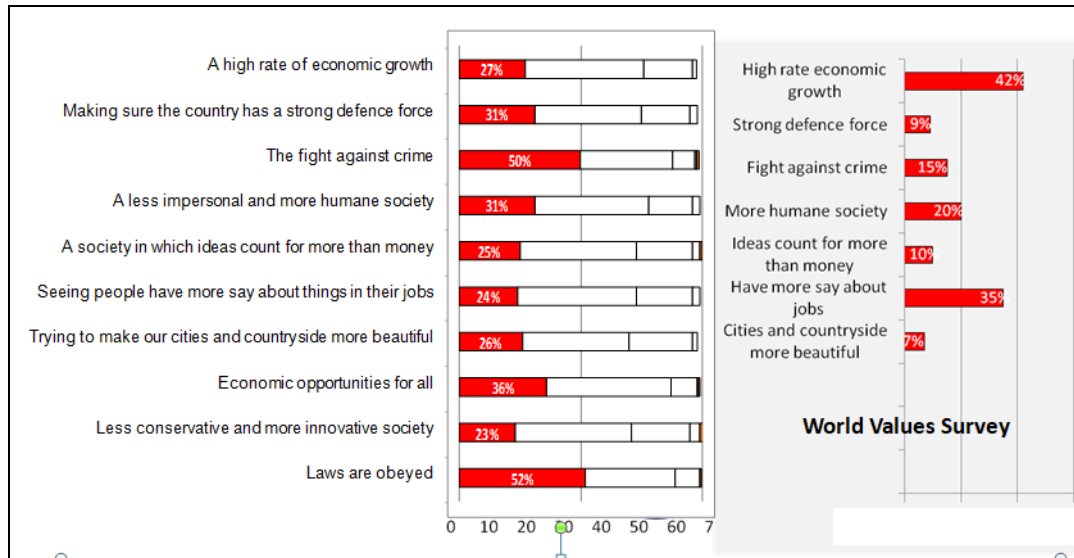


FIGURE 9: PREFERENCE FOR NATIONAL VALUES

Also of interest, women gave higher emphasis, rating every topic slightly more Very Important, with the largest rating for the fight against Crime at 55% stating it was Very important (compared to the survey average of 50%), and that Laws are obeyed, with 59% stating it was Very important (compared to the survey average of 52%).

Q. 4. How much do you agree with the following statements?

Looking at the first gender-based question of the survey, it is informative to note which questions rated the highest on Completely Disagree (It is more important for a man to have a job than a woman, and If a woman earns more that her husband it will cause trouble at home). However, there was a wide spread of responses, and 5% stated they Strongly agreed that It was more important for a man to have a job than a woman, while another 14% Agreed. About a quarter stated they Neither agreed nor disagreed (sitting on the fence perhaps) while another quarter disagreed and 30% strongly disagreed (Figure).

This means that across the survey only slightly more than half (54%) disagreed that it was more important for a man to have a job than a woman.

The women-only responses to the question were more heavily weighted to the disagree end of the scale than the agree end. These differences were notable, but not as strong as might be expected. For the question "It is more important for a man to have a job than a woman", there was no change between the survey average of 5% and the women-only response. There was more difference in those who stated that they Agreed (11% compared to 14% of the survey average). So, when only the women's responses were counted, 16% still agreed that it was more important for a man to have a job than a woman.

There was no difference between the women-only responses and total responses to those who Disagreed with the statement (24%), but there was a marked increase in those who Strongly disagreed (30% to 40%), amongst the women-only cohort. The male only responses are not given but can very simply be calculated by using the women's only responses and the total survey finding. So, for question 1, the Completely disagree



response across the whole survey was 30% and the women's only response was 40%, so the male only response would be 20% (survey total x 2 – female total).

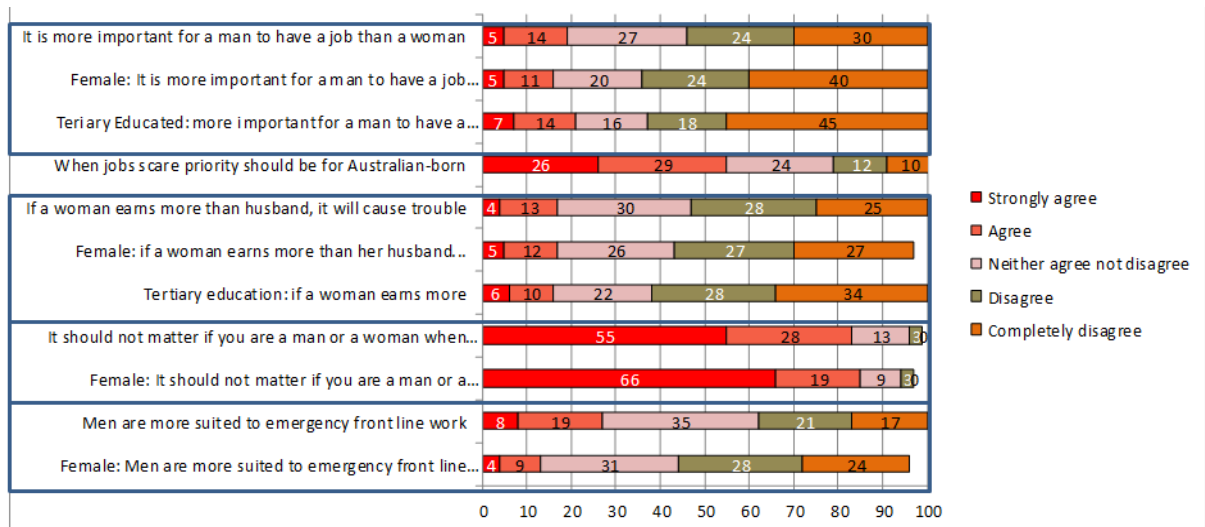


FIGURE 10: GENDER-BASED VALUES

Next a filter was run on women with a tertiary education, to see what impact it had on the results. While this reduced the sample size a lot (and thereby increasing the error rate), there was actually a small increase in those who Strongly agreed that "It was more important for a man to have a job than a woman" – rising from 5% to 7% and those who Agreed were the same as the survey response of 14%, and actually higher than the total women only response (11%).

There was a marked increase in those who Strongly Disagreed though, rising to 45% (40% for women only and 30% for the survey total), but the total of those who disagreed was actually smaller (63% compared to 64% for women only).

A similar trend was observed for the question "If a woman earns more than a man it will cause trouble at home". Across the whole survey 17% agreed with the statement (4% Strongly agreed and 13% Agreed), and when only the women's responses were counted, the figure did not change significantly (17% agreement consisting of 5% Strongly agree and 12% Agree). The tertiary educated women's rating was also quite similar (16%, with 6% Strongly agreeing and 10% Agreeing).

There was more change at the disagreeing end of the scale. With 53% disagreeing across the survey (25% Strongly disagree and 28% Disagreed), increasing to 54% for women only (27% Strongly disagree and 27% Disagreed) and for tertiary educated women total disagreement was 62% (34% strongly disagreed and 28% Disagreed).

This trend did not apply to the statement "It should not matter if you are a man or a woman when applying for a job in emergency services", as there was 83% support across the general survey, rising to 85% when asked of women only, with a particular rise in those who Strongly agreed (55% to 66%).

The final question saw more of difference in gender-based responses, with 27% of the survey total stating they agreed that men were more suited to emergency front line services than women, and the women-only response fell to 13% - and disagreement was strong, at 38% across the survey total and 52% for women only.



The implications of the finding of this question is that are significant number of people (including significant numbers of women) who appear to support gender stereotypes in emergency services. This should be the focus of more research to better understand what drives these attitudes and if they are particular to any certain demographic.

The non-gender statement in Question 4, was “When jobs are scarce priority should be given to Australian-born people”. Over 50% of respondents agreed with this and only 22% disagreed – something for consideration when looking at increasing diversity in emergency services positions.

Q.5. How much do you agree with the following statements about new recruits into emergency services work, that it is important...? General compared to 18 – 25 years old (n = 40)

Question 5 was used to compares general attitudes to work conditions for new recruits, with attitudes of the 18–25 year-old cohort who would often make up new recruits. Statements that had significant differences (10% or more), included that it was important for new recruits to (Figure):

- Have a good salary to be able to buy things they'd like to have (60% to 48%).
- That they can be successful (76% to 85%)
- That they look after the environment and care for nature (72% to 60%)
- That their values align with the organisation they work for (70% to 57%).

The disagreement rankings across the statements about new recruits into emergency services received rather similar spread of results across most questions, with the notable exception of avoiding anything dangerous (20% to 29%) and being able to think up new ideas and be creative (17% to 40%), which had the two largest disagree responses.

Comparisons to the responses from the 18–25 year-old cohort indicated less strength of agreement to all the statements (except the response to Be Successful, which while having a lower Strongly Agree response, had a higher Agree response). There was even large disagreement to the statements of “Avoiding anything dangerous” and “Being able to think up new ideas and be creative”.

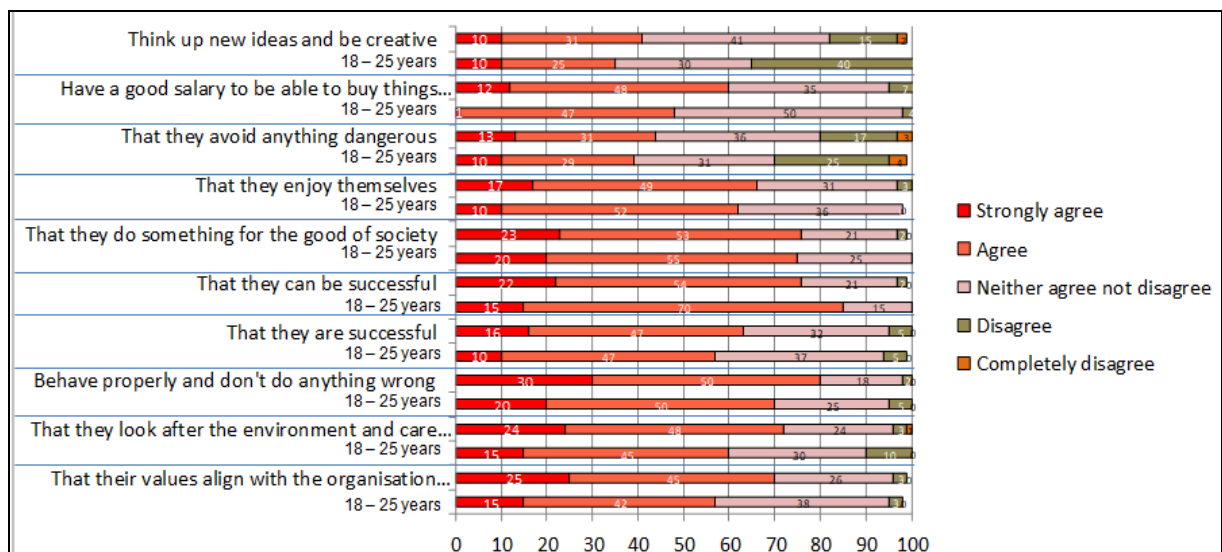


FIGURE 11: GENERAL ATTITUDES TO WORK CONDITIONS FOR NEW RECRUITS



Of interest, the survey findings tend to go against some of the media stereotypes of what millennials expect from a job or workplace. As was found in the Literature Review, it is more an issue that how millennials want to work is different, which will have consequences for managers who need to understand, adapt to and work with these differing values.

Q.6. Which people do you trust the most?

Looking at issues of trust supported the general finding across many surveys (and also supported by the World Values Survey findings) that people most trust Friends and Family above all others. Once again, the general trust data showed close alignment with the data from the World Values Survey, giving similar patterns of responses (more useful than comparing actually responses when slightly different questions are used).

The total Trust rating for family, including Strong Trust and Trust was 85% and the total trust rating for Friends, or People you know personally was 80% (Figure 12). Every other general group rate below 40% (with the exception to Emergency Services occupations.)

Trust in government agencies was low, with Strong trust rating below 5% and total trust in the low 20s. This is something that government agencies need to be aware of when working with communities, that their trust currency is low, and they need to partner with those who have a much higher trust rating.

Of the three emergency services cited, Ambulance workers rated the highest in trust with almost 90% (and 39% Strong trust). They were followed by Fire fighters with total trust of around 75% (and 29% Strong trust) and the Police with total trust of about 65% (and 24% Strong trust).

These are very important findings when needing to work with communities, as knowing who they most trust will dictate who they will more readily accept messages from.

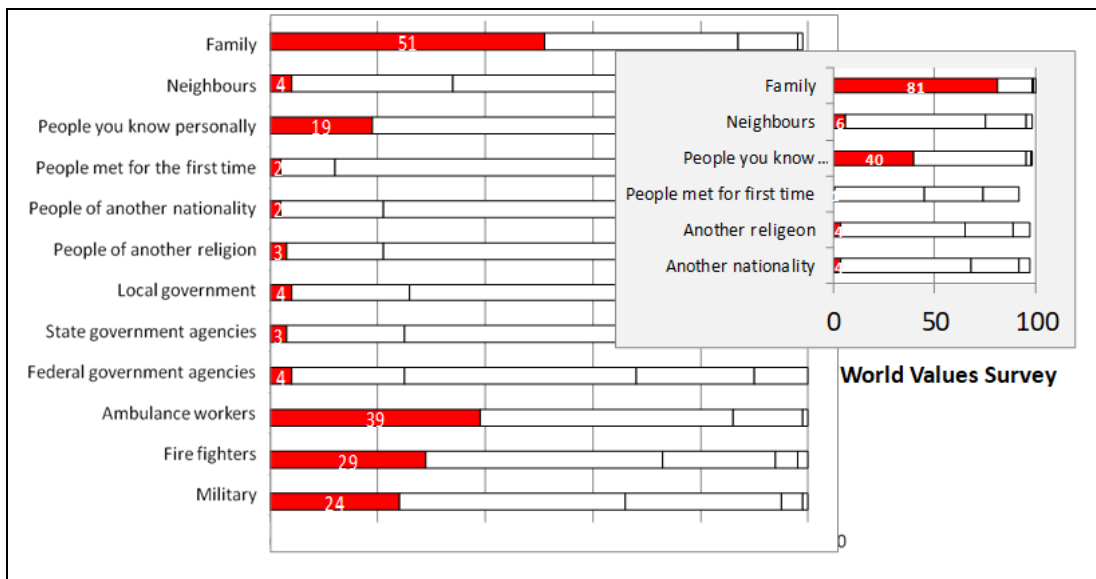


FIGURE 12: TRUST-BASED VALUES SHOWING STRONG TRUST RATINGS



Q. 7. To what degree do you support the following organisations?

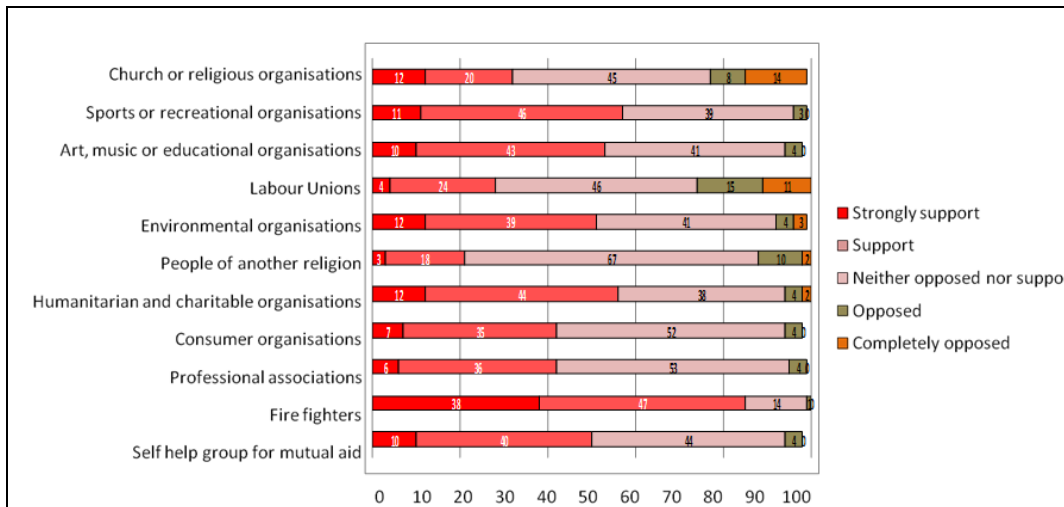


FIGURE 13: ORGANISATIONAL TRUST RATINGS

The standouts on levels of support were Fire fighters, way over any other group at 85% support (though this may have been due to some influence from the survey topic), and the levels of opposition to Church or religious organisations and Labour Unions (Figure).

While there was general high support for most of the organisation listed on the chart, those that failed to gain at least 50% support were Church or religious organisations (32%), Labour Unions (28%), People of another religion (the lowest support rating at 21%) and Consumer organisations (42%) and Professional associations just under 50%.

Of key interest is the polarising effect of Labour unions and Church and religious organisations, with both strong support and opposition. These findings are significant when emergency service organisations are looking to community groups to partner with, as there can be very varying levels of trust with them.

Q. 8. How important are the following in your life?

Looking at how important different things were in people's lives and comparing those to the 18–25 year-old cohort, a few interesting things emerged. Once again, the findings suggest that stereotypes of Millennials as placing more emphasis on leisure over work might be over-simplified. The younger cohort actually felt leisure to be less important than the survey average (80% compared to 85%), and work to be more important (70% compared to 56%). However, leisure was rated as more important than work by both the general population (85% compared to 56%) and the 18–25 year cohort (80% to 70%).

Again, family and friends rated as the highest importance to all people, with politics and religion rating as the least important, though quite polarising as whether they were import or not important. Younger people rated religion as more important to them (43% compared to the survey average of 31%).

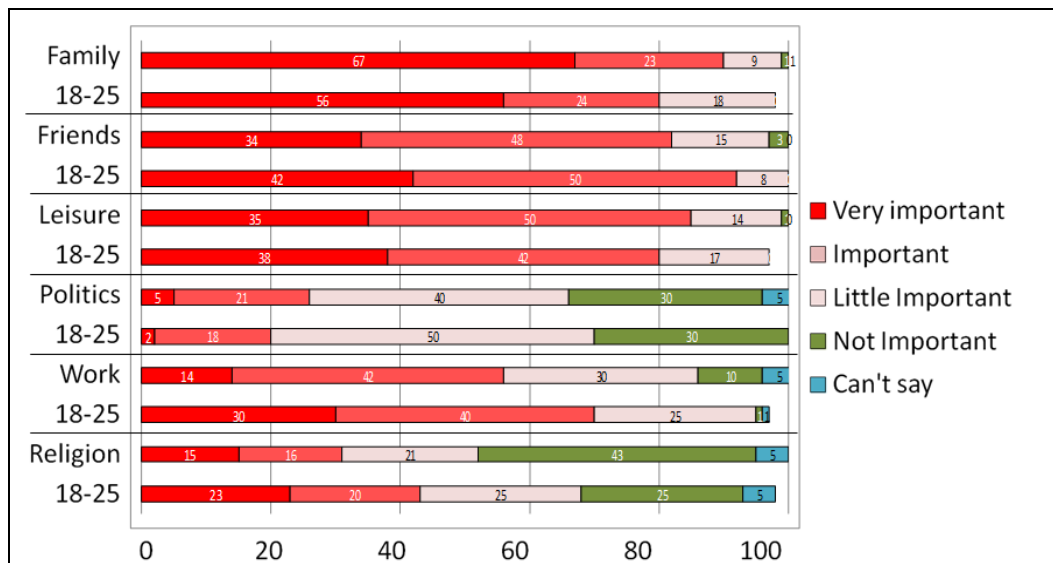


FIGURE 14: LIFE PREFERENCES

These findings may need further investigating with younger people who are potential recruits to Emergency Services organisations, to determine if there are discrete differences between the general younger cohort and those interested in a career in the Emergency Services Sector, or if these results hold up in general. If they do hold up, it will be useful to know that Work is given a high priority, but that it should not compromise the high importance of Friends and Family – at all age levels.

Q.9. How much do you agree with the following statements?

As in the previous gender-based question, while there was strong disagreement with stereotypical gender roles, there was also notable support for them – even among women.

For instance, while 48% the survey respondents in general did not agree that “Men made better political leaders than women”, and 33% disagreed that “Men made better emergency services managers than women”, 16% agreed with the former and 18% agreed with the latter (Figure).

When the women-only cohort was examined, the numbers who disagreed with these statements rose (61% of women did not agree that men made better political leaders compared to 48% of the survey respondents in total, and 52% did not agree that men made better emergency services managers compared to 43% of total survey respondents). But there was not a large drop in the number of those who agreed with those statements when the women-only cohort was examined (4% both Strongly Agreed that men make better political leaders than women (though the Agree rating dropped from 12% to 7%).

That men make better political leaders dropped from 16% to 11% and that men make better emergency services managers dropped from 18% to 13%. Again, the data indicates that are significant numbers of women who agree with stereotypical gender roles.

As to a woman's choice to do fulltime housework being as important as being in full time work, there was strong agreement by the total survey cohort (72%) and by the women-only cohort (77%).

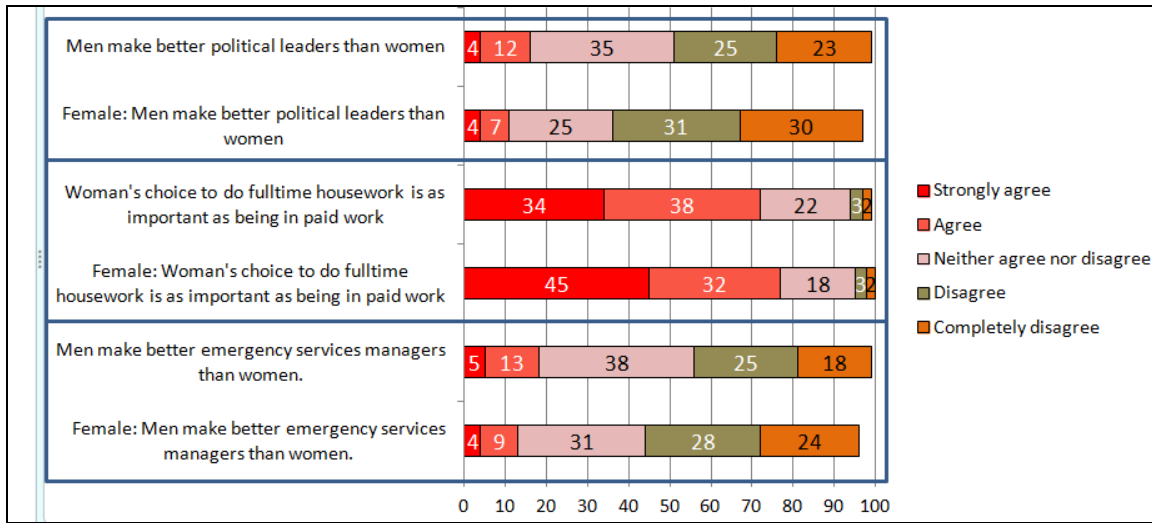


FIGURE 15: GENDER PREFERENCES IN POLITICAL LEADERSHIP, HOME DUTIES AND EMERGENCY SERVICE LEADERSHIP

Those who responded Neither agree nor disagree to the comments are an interesting group to consider as they may be fence-sitting or may be reluctant to enter into providing their attitudes on what might be thought of as a contentious social issue.

Q. 10. To what degree are you worried about the following situations?

Looking at the things that most worried people, the thing that rated the highest was a Terrorist attack (45%, Figure). Several topics had a close balance in either being Worried or Not being worried, including Losing my job or not finding a job (36% worried and 32% not worried – with those rating A little worried being counted as closest to neutral), A war involving my country (36% worried and 30% not worried), and Not being able to give my children a good education (33% not worried and 32% worried).

There was a bigger difference for the Government wiretapping or reading my mail or emails (40% not worried compared to 29% worried).

Of interest is the highest worry rating being given was to a terrorist attack, which is a very low probability of actual risk, and the relatively low risk perception of one losing one's job, which is a very real risk. This may reflect the media portrayal of both, and also public messaging from Governments that feed into the media.

As on all survey questions that resulted in polarised responses these, can be issues to watch, people can have very strong and differing opinions.

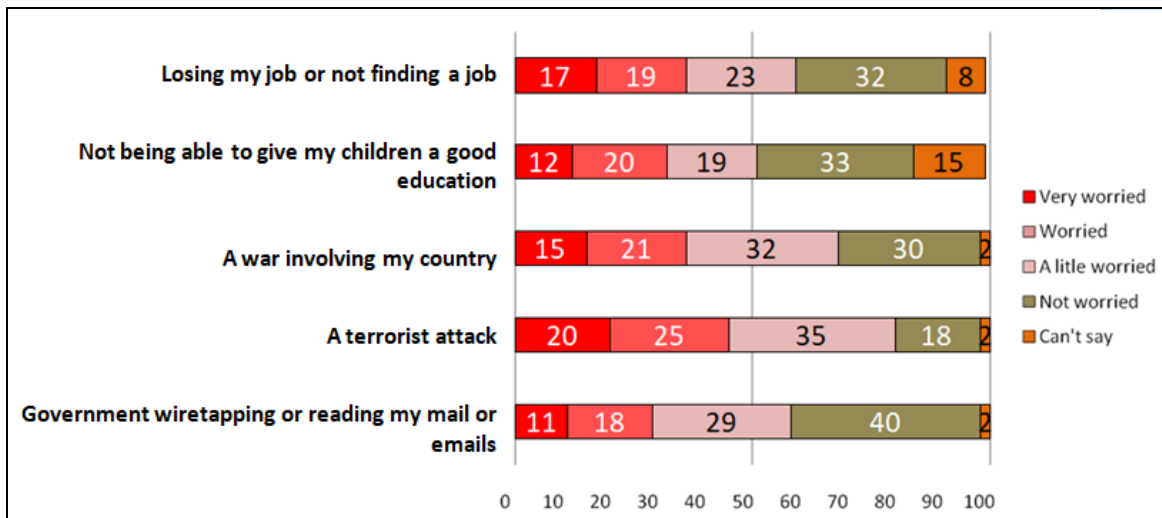


FIGURE 16: LEVELS OF CONCERN FOR EXISTENTIAL THREATS

Q.11 What comes to mind when you hear the words Emergency Services Workers?

The responses to this question were varied widely, with many variations of similar responses, many with multiple responses, and some stating adjectives like 'brave' or 'committed'. The most common single emergency services professions cited were Ambulance workers (55%), Fire fighters (54%), Police (23%) and SES (21%) – with many people citing all four, or three out of the four. As the majority of respondents cited multiple professions it indicates that there are diverse understandings of what emergency services workers can be.

Those who used adjectives to answer the question cited:

- variations of Helping (74 responses)
- Brave (13 responses)
- Trust (5 responses).

Responses also included comments such as:

- "I believe that their jobs are very difficult and they have to put up with many people who do not appreciate the job they do or respect them"
- "Men and women dedicated to saving lives and property at risk of their own"
- "responsible, knows what they are doing and have a calm state of mind"
- "people who are committed to assisting people in the community in need when disasters hit"
- "charitable, genuine, hard working to gather a good community culture"
- "People who legitimately want to help those who needed help the most for long hours each day"
- "brave men and women who risk their life to save others"

Q.12. What types of jobs do you think exist in the emergency services sector?

Again, there was a very wide variety of responses, ranging from 'Lots' to 'Clerical.', although 10% of respondents felt they could not answer the question, stating 'Unsure' or



'Don't know'. Most people answered the questions with multiple jobs, with the most common emergency services professions cited being:

- Fire fighters (47%),
- Ambulance workers (43%)
- Police (26%)
- SES (17%)
- Paramedics (13%)

There were a few interesting responses, including:

- "Not enough"
- "shit kicking"
- "crime fighters"

Q. 13 How much is your community at risk of a natural disaster/able to recover from a natural disaster?

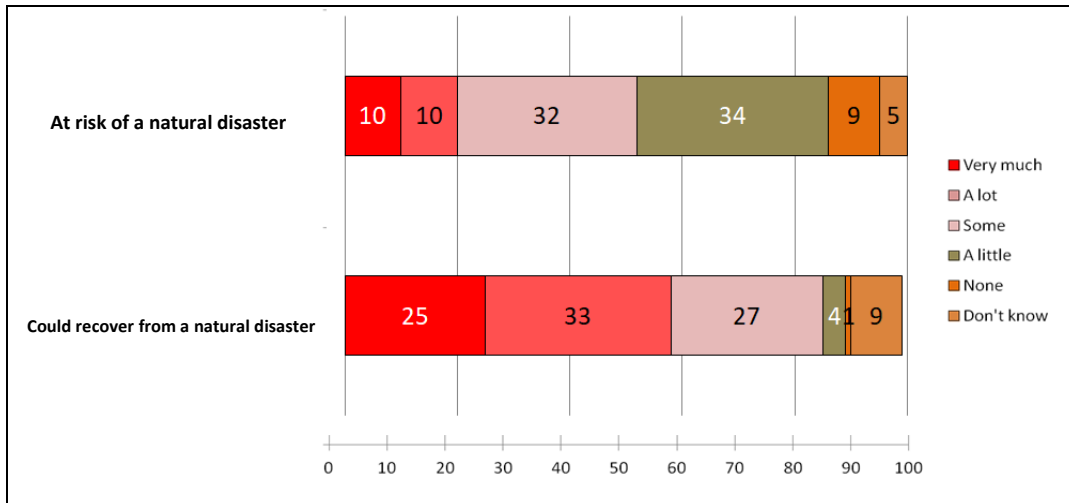


FIGURE 17: PERCEIVED LEVELS OF COMMUNITY RISK FROM DISASTER

While there tended to be moderate to low levels of belief that respondents' communities were at risk from a natural disaster (10% very much and 10% a lot), there were very high levels of belief that they could recover from a natural disaster (58%), with almost nobody stating that they felt they had no capacity to recover (Figure 17).

Q. 13.1 How much is your community at risk of a natural disaster/able to recover from a natural disaster? (State breakdowns)

Breaking down the data by States, showed that NSW and Victoria felt they were at a higher risk of natural disaster in their community (21% each), compared to 14% in Queensland and 16% in South Australia (Figure 18).

As to their community being able to recover from a natural disaster, Queensland rated the highest with 64% stating Very much or A lot, followed by NSW and Victoria, both at 59%, and in South Australia the rating was 50%. If all positive ratings of recovery were included, however, including Very much, A lot and Some, confidence in their community being able to recover for all States was above 80%.



It is worth noting that in Victorian and South Australia 3% and 12% respectively felt their community was at no risk of a natural disaster. There may be some strong urban vs suburban attitudes coming into play, and when those with non-metropolitan postcodes were analysed – the sample sizes were very small they tended to show an increase in the Very much and A lot ratings for being at risk of a natural disaster (however the resultant sample sizes were very small, with 70 or less). This indicates there may be higher concerns of being at risk of a natural disaster in regional areas, but with the increased error rating for the small sample size that should be understood as indicative not definitive, on this data.

There were also some relatively high don't know responses, rating as high as 10%.

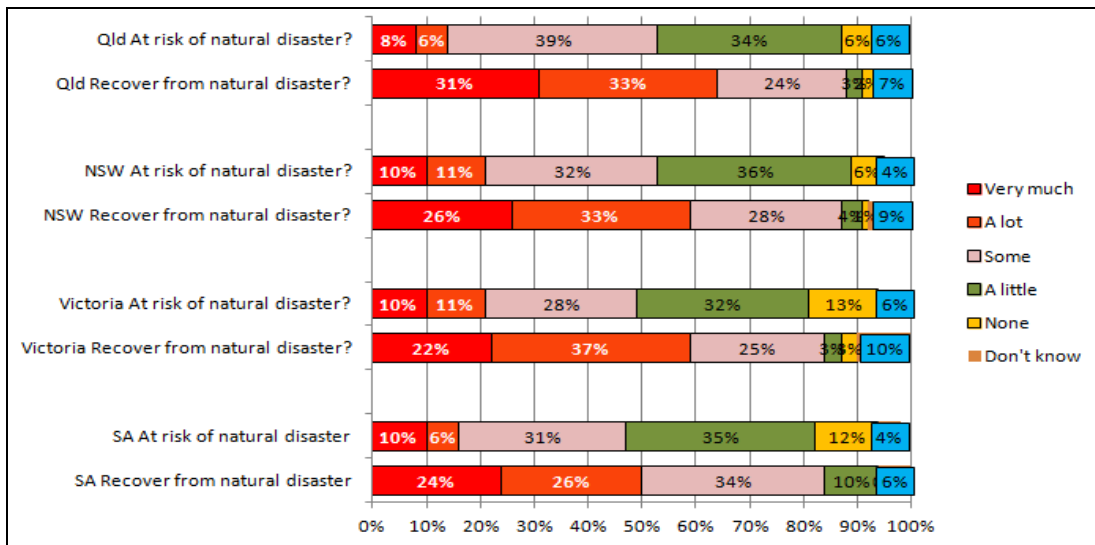


FIGURE 18: PERCEIVED LEVELS OF COMMUNITY RISK FROM DISASTER BY STATE

Q. 14. How much do you agree with the following statements?

As in early statements that concentrated on gender roles, there was quite a wide spread of responses to the statements amongst survey respondents (Figure). Once again the women-only response, while rating higher on the disagreement end of the scale, was not hugely different from the general survey responses on the agreement end of the scale.

This reinforces the finding that there are still some strongly entrenched female stereotypes across the community both for men and women; e.g., 16% of women stating that men tend to be calmer in emergency situations and 21% stating that women are less able to undertake the physical work required by emergency services workers.

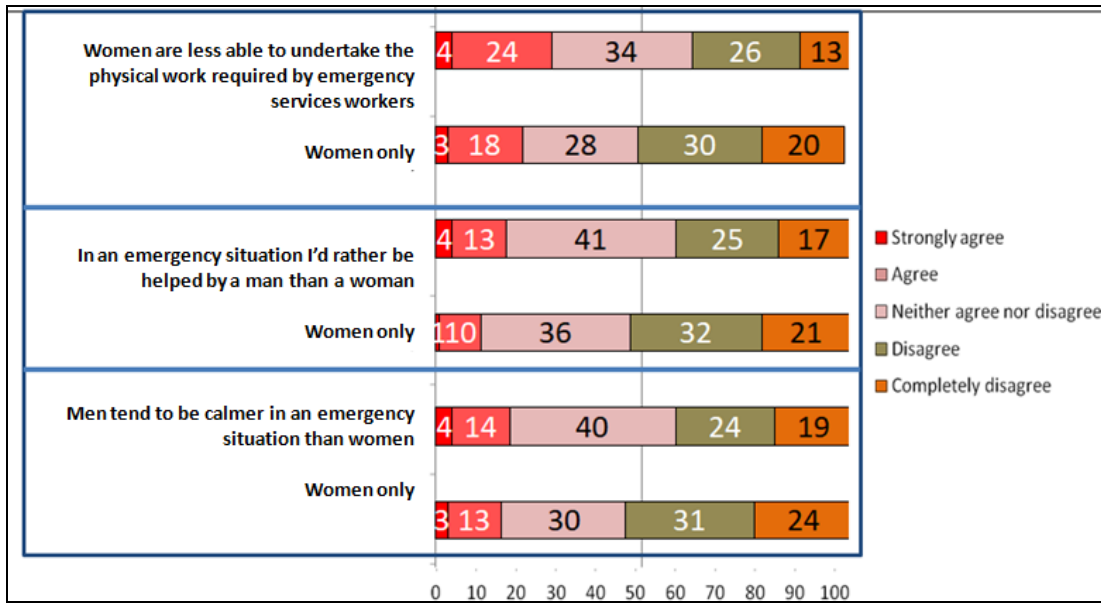


FIGURE 19: GENDER ROLES IN THE EMERGENCY SERVICES

14.1 Women are less able to undertake the physical work required by emergency services workers

Looking at the same three questions by age groupings provides some insights, though of course the age groupings reduce the sample sizes and increase the error ratings (for this reason numbers have been left off the charts, so the general trends are still observable, without being distracted by figures that will have higher error ratings; (Figure). But the general trend is that younger people between 18–25 have the highest disagreement with the statement that women are less able to undertake the physical work required by emergency services workers.

Of interest, the group with the highest agreement to this statement, according to data, are those between 25 and 40, and those over 60 (though the 25–30 and 30–40 year-olds actually had the highest ratings of Completely Disagree, so clearly this is a polarising statement). If that trend is confirmed by a larger data sample size then it will be interesting to find out what drives these attitudes in the different age groupings, and why disagreements rise, then fall then rise again.

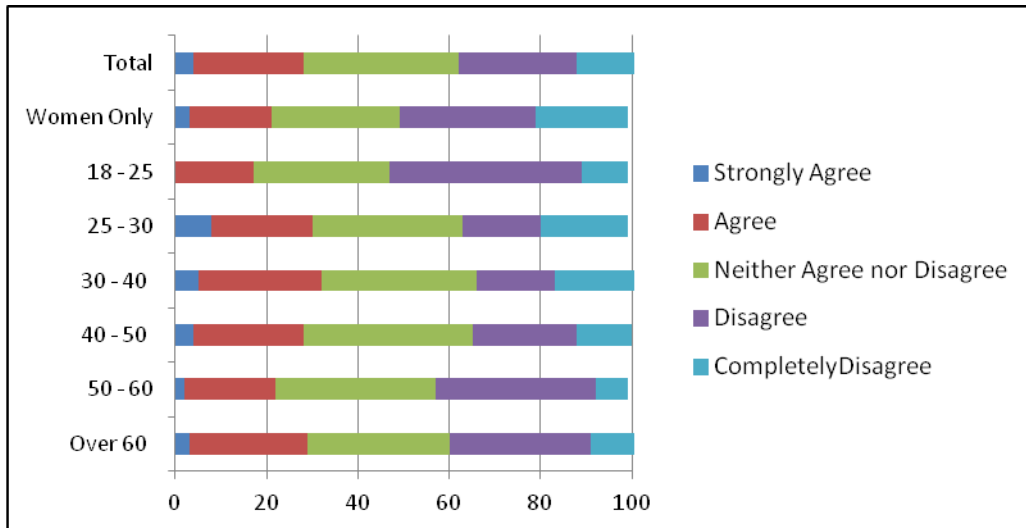


FIGURE 20: GENDER IN PHYSICAL ROLES IN THE EMERGENCY SERVICES BY AGE GROUP

14.2 In an emergency I'd rather be helped by a woman than a man

Similarly, when looking at the age breakdowns against the statement “In an emergency I'd rather be helped by a woman than a man”, the highest disagreements are amongst the 18–25s, dropping rapidly in the next age bracket (Figure 21). Though again, the 25–30 year old group had the largest Completely Disagree rating of the age groups. Also of note, the Neither Agree nor Disagree ratings for this question across the ages was very high, indicating that it is not really an issue for the many people, particularly as they get older.

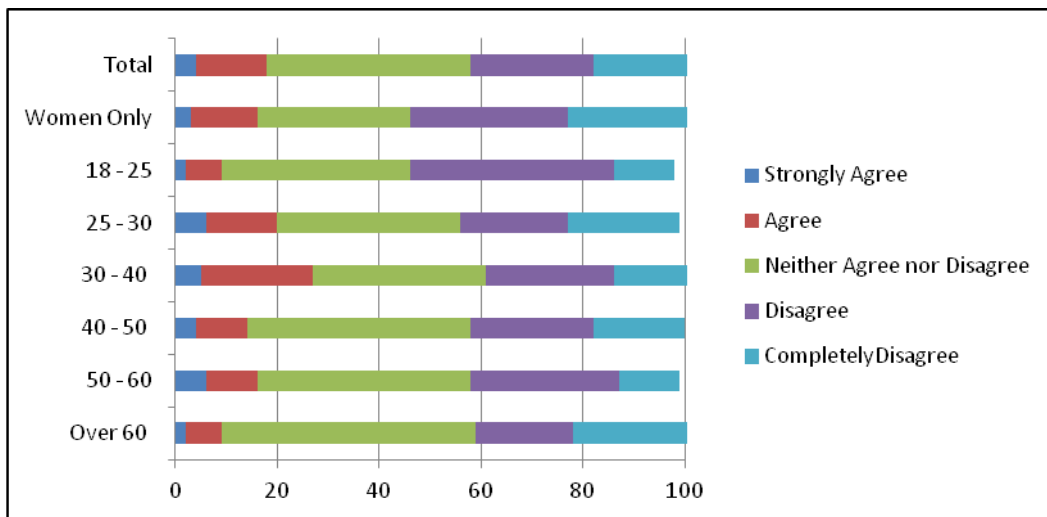


FIGURE 21: GENDER IN PHYSICAL ASSISTANCE IN THE EMERGENCY SERVICES BY AGE GROUP

14.3 Men tend to be calmer in emergency situations than women

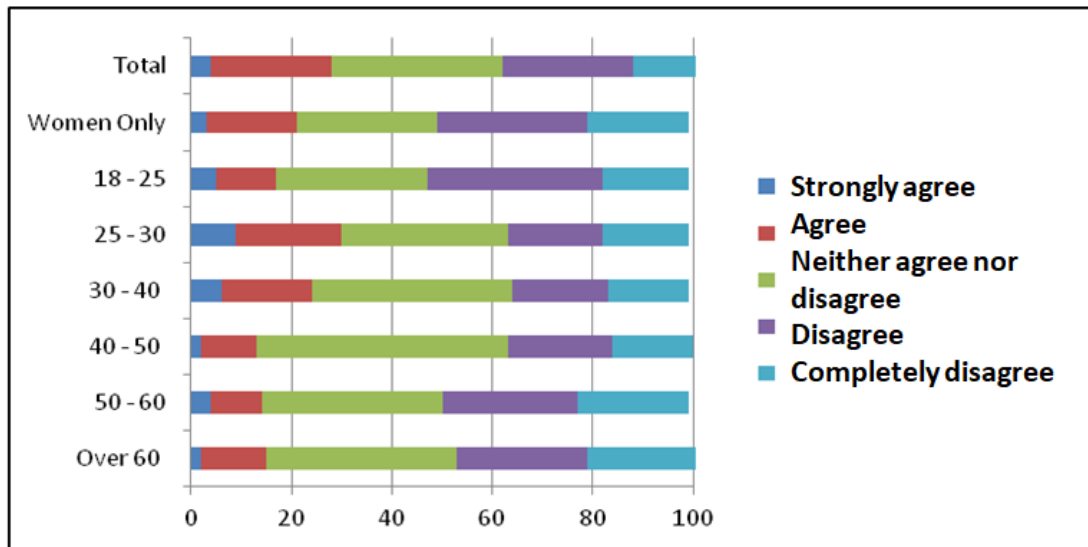


FIGURE 22: GENDER IN EMOTIONAL STABILITY IN THE EMERGENCY SERVICES BY AGE GROUP

Looking at the statement “Men tend to be calmer in emergency situations than women” again the 18–25 year olds had the highest disagreement, followed by the 50 – 60 and over 60 year olds (Figure 22). The oldest age cohorts also had the highest rating of Completely Disagreeing, outranking all others. Again, the neither agree nor disagree rating tended to increase as age increased.

Q. 15. How important do you think the following capabilities are for emergency services workers?

There were notable changes in responses to the capabilities respondents felt that Emergency Services Workers need to have Before, During and After a natural disaster. For capabilities rated as being needed Very Much, “Before a disaster”, “Being able to work in a team” was judged as being the highest importance, but that slowly dropped after a disaster, from 71% before, 70% during and down to 62% after (Figure).

“Understanding the community” moved the other way, with one of the lowest rankings before a natural disaster (47% with a Very much rating, rising to 49% during a disaster and rising again to 51% after a disaster).

English language skills also dropped, 65% before, 63% during and 57% after, and physical strength and interpersonal communications peaked During a disaster (37% before, 42% during and 33% after for physical strength, and 51% before, 56% during and 53% after for interpersonal skills).

There was more uniformity in score when both the Very Much and A lot ratings were combined, except for Physical strength, which saw the largest change of rating, from 76% During a natural disaster to 56% after.

Looking at the question relating to English language capability, there was a marked difference in the responses from those who only spoke English and those who spoke another language.

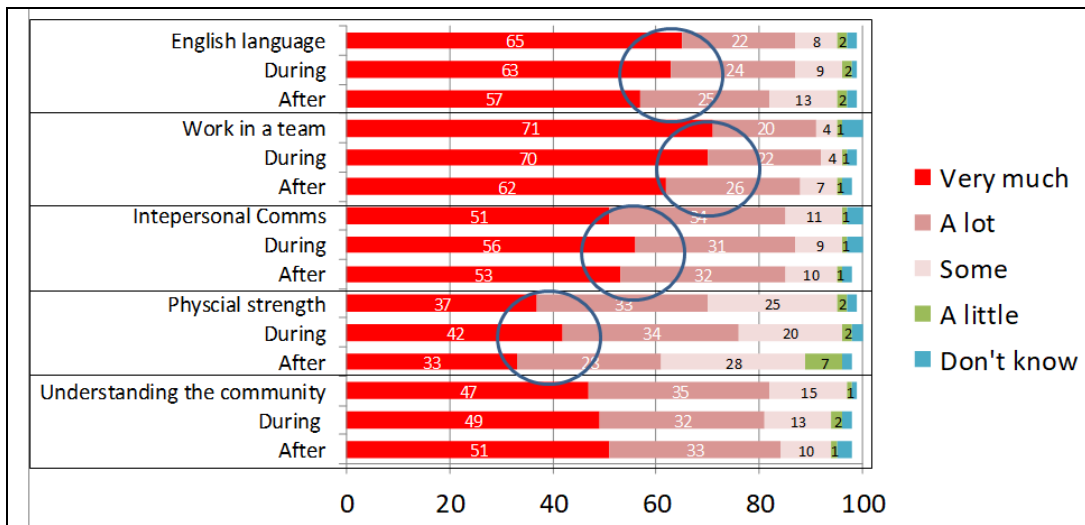


FIGURE 23: CAPABILITIES REQUIRED BEFORE, DURING AND AFTER NATURAL DISASTERS

Q. 15.1 How important do you think the following capabilities are for emergency services workers? English language.

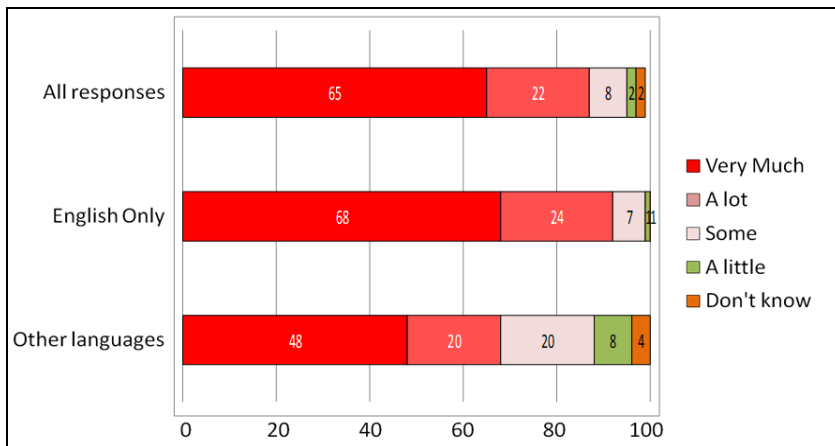


FIGURE 24: LANGUAGE CAPABILITIES FOR DISASTERS

Respondents who spoke English only had a slightly higher response to believing that English language was very important or important (92%), compared to the survey responses (87%), while those who spoke other languages had a lower rating of its importance (68%), (Figure 24). This will be very interesting to compare with the ratings that Emergency Services workers give it, and how recruits from non-English backgrounds rate it, and awareness of a potential conflict here (both of perception and reality) may need to be managed.



CONCLUSIONS

The data provides a useful snap shot of community attitudes to many values or interest to Emergency Services, and it highlights areas for more research in subsequent work.

In particular the data provides a baseline for the diversity of community values that can be compared to the responses of emergency services staff, to discern where there may be significant differences that need to be managed.

The survey confirms that there are stereotypes of gender roles that exist in the community, and that significant numbers of those stereotypes are held by women.

The survey also shows that the values of the 18–25 year-old cohort might not be those that exist in media portrayals of 'Millennials' in the work place.

There are some differences in people of non-English speaking backgrounds that need to be understood, particularly in relation to skills in English language.

Trust is very high for emergency services organisations, but not so high for some of the agencies that might be partnered with – which needs to be considered.

There is also varying levels of community perceptions of being at risk of a natural disaster, though there is general high belief in being able to recover from one.

Several questions demonstrated that the community has a strong spread of attitudes (which can lead to polarisation on some topics), and that can be an additional issue if it does not represent the spread of values within Emergency Services organisations.



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