

## **Community perceptions of CFA**

For many years we have collected annual baseline information on community perceptions of CFA and our service provision. Each year, public response demonstrates a positive perception of CFA with 99.5% of those surveyed believing that CFA provided excellent service, 93.2% believing all CFA members were highly skilled and competent to fight fires, and 97.2% expressing confidence in calling CFA in the event of a fire.

Community perception research is now being redesigned to allow benchmark measurement of community attitudes and flexibility for annual adjustment according to current areas of public or CFA concern. It will also provide a useful performance benchmark for measuring the effectiveness of our annual and corporate plans. However, due to a reallocation of priorities associated with the campaign fires and their aftermath, the next survey will be conducted later in 2003.