'Make Your Voice Heard' Project

Evaluation Report:

'Communications & Media' forum

Introduction

The *Communications & Media forum for Multicultural Community Organisations* took place on 18 February 2016 at the SBS Studios at Federation Square over a four hour session. 35 participants attended the session and 24 completed the post-workshop evaluation questionnaire.

The post-workshop evaluation was composed of 2 Likert scale questions, 2 open-ended written response questions, 3 "yes/no" questions and 2 media related questions about participants' organisations. These questions aimed to assess the relevance of the workshop topic to their organisation, information and skills gained, the types of media used by their organisation, which of the presented strategies the participants would implement in the future and how the forum itself could be improved.

Attendees were asked to circle whether they were attending the forum as an individual from an ethno-specific, multicultural or mainstream organisation. Of the 24 who completed the evaluation forms, 5 reported coming from an ethno-specific organisation, 9 from a multicultural organisation, 4 from a mainstream organisation, and 6 did not respond.

Summary

The overall results from the 24 participant evaluation questionnaires received indicate that there was a positive response to the *Communications & Media forum for Multicultural Community Organisation'*. Participants gained useful information on a range of topics, including the importance of social media and keeping up to date with the latest tools for communication and media. Participants learned strategies to engage with mainstream media and journalists and utilise social media tools for effective marketing to promote their services. The presentations, relevance and clarity of the information were well received by the participants who indicated overall satisfaction with the event. Suggested improvements included having a healthier tea options, an earlier start time, the possibility of a different location, and future networking opportunities.

Results

Table 1
Self-Assessment Post-Workshop Survey
N: 24

	Strongly agree	Agree	Disagree	Strongly disagree
2. The forum topic was useful and relevant to my organisation.	8 (33%)	15 (63%)	1 (4%)	0
3. The information was presented in a way that was clear and easy to understand	8 (33%)	16 (67%)	0	0

Table 1 shows the results from both Likert scale type questions, assessing the relevance and the clarity of the information presented. The results indicate that at least one participant disagreed with the relevance of the topic or the clarity of the information presented. However, most participants either agreed or strongly agreed that the topic was useful, and all agreed or strongly agreed that the information was presented in a way that

was clear and easy to understand. This suggests that the information presented was interesting and dynamic and that the presentations were relevant to the individuals and organisations attending.

Table 2
Self-Assessment Post-Workshop Survey
N: 19

Survey Question	Participants' Comments

4. What strategies were provided to you today that you plan on implementing in your communications & media plan?	**Ethno-specific Community Organisations**
	Proper use of social media, i.e. Facebook.
	The benefit of messaging.
	Greater focus on stories and the audience. Explore social media and its benefits.
	Interview preparation- Form relationships with the media.
	
	Multicultural Organisations
	How to engage in media.
	I will share with other communities that could not be here today. I work with communities as a photographer/ film maker/ documenter etc. It reaffirmed what I thought and was doing. I think educating people on how to work with journalist is very empowering to the communities.
	How to deal with journalists.
	   - *Need to be prepared before speaking to media*
	Proper use of social media, example Facebook.
	Determine key messages.
	   - *Include background page to media release.*
	Know your "stack".
	   - *Key messages*
	   - *your (ideal) audience*
	Know how you want to say it.
	
	Mainstream Organisations
	Media/ journalist engagement. Social media content- videos.
	How to communicate with Journalists
	Videos + social media content.
	
	Organisation not identified
	Build trust yet be cautious
	   - *Ask questions fine more information*
	Try to reach the community through different media platform.

	Media releases, working with journalists.
	Will learn more on social media.
	Social media.

Table 2 shows which strategies participants planned to implement in their communications & media plan, based upon those strategies provided during the workshop. Many participants noted that the strategies on how to engage with journalists were a vital resource they will use in the future. A number of participants also noted strategies on how best to use social media as useful.

Table 3
Self-Assessment Post-Workshop Survey
N: 24

	Yes… new improved marketing strategies	No… effective existing methods	Did not answer
5. Does your organisation need to respond to the changes within the sector by improving their media and communications strategies as a result of having to promote their services in a competitive market or are you able to continue to use existing methods to compete?	**20** **(83%)**	**3** **(13%)**	**1** **(4%)**

Table 3 shows participants' assessment of whether their organisation needed to improve their media and communications strategies as a result of having to promote their services in a competitive market. While 13% of respondents feel content with their organisation's existing methods, the results show that the majority of respondents identified the need for new improved marketing strategies.

Table 4
Self-Assessment Post-Workshop Survey
N: 24

	Yes	No	Did not answer
6. Is promotion of your organisation's services going to be a key tool in allowing your organisation to continue operating these programs?	**22** **(92%)**	**1** **(4%)**	**1** **(4%)**
If yes, please provide information as to why promotion is vital to their organisation. **i.e. consumer directed care impact on service delivery- client's choice of service provider "selling a service to your client"**	**Comments:** *-Potential partnerships can only be developed by getting organization services out there.* *-Health education programs - we provide need community awareness* *Due change of legislation.* *Profile- funding.* *It will mobilize and change people perceptions.*		

	To build sustainable relationships and rapport with the community we serve. *Promotion helps to get the word out to the community.* *Rate Capping affects budget to continue library programs- require local residents to understand.* *Clients' choice is what will impact us and our services.* *Trying to recruit into our program- need to find new consumers.* *Competitive industry- Aged care (Residential and Home Care packages).*

Table 4 identified that the majority of respondents agreed that the promotion of their organisation's services was a key tool in allowing their organisation's programs to continue operating. When asked why, a number of participants noted that it helped to build sustainable relationships with the community. Several participants also commented that it helped to generate awareness about issues and services available, such as health education programs.

Table 5
Self-Assessment Post-Workshop Survey
N: 24

	Yes	No	Did not answer
7. Does your organisation have a dedicated paid staff for media and communications?	11 (46%)	6 (25%)	7 (29%)
If no who currently does the promotional material for the organisation?	Comments: A range of roles: - HR - Health promotion Ad hoc. Volunteers. Secretary.		

Table 5 shows how many participants' organisations have a paid staff for media and communications. For those without a dedicated paid staff, those responsible for communications and media varied widely and appeared to be of a more ad hoc nature, either with volunteers or spread across various roles.

Table 6
Self-Assessment Post-Workshop Survey
N: 22

Survey Question	*Participants' Comments*
8. Which social media promotional tools, does your organisation use?	**Ethno-specific Community Organisations** *Website x 2* *Facebook x 4* *YouTube x 1*

	Other: Newsletter
	Multicultural Organisation
	Website x 4
	Facebook x 6
	YouTube x 2
	Twitter x 2
	Other: Newsletter
	Mainstream Organisations
	Website x 2
	Facebook x 2
	Twitter x 1
	Other: Newsletter
	Organisation not identified
	Website x 1
	Facebook x 2
	Other: Vimeo

Table 6 shows which social media tools participants found most useful to promote their organisation's materials. Facebook was most frequently selected by participants as the most useful tool. Websites, Twitter and YouTube were also selected by a number of participants, along with the Newsletter, and 'other' social media tools, as being useful for marketing and promotion.

Table 7
Self-Assessment Post-Workshop Survey
N: 20

Survey Question	*Participants' Comments*
9. Please number 1-10 (1- being the most effective) the media tools your organisation uses to promote services/ programs to reach their clientele?	**Ethno-specific Community Organisations** 1- Electronic Letters 2- Facebook 3- Newsletter/ Letter **Multicultural Organisations** 1- Facebook 2- Newsletter/ Letter 3- Community Leaders **Mainstream Organisations** 1- Website 2- Newsletter/ Letter 3- Community leaders **Organisation not identified**

	1- *Website*
	2- *Facebook*
	3- *Newsletter/ Letter*

Table 7 identifies top 3 media tools used by participants' organisations. A number of participants from a multicultural organisations rated Facebook as being the most used media tool. A few participants from Ethno-specific Community Organisation preferred using electronic letters media tool. It was interesting to note that participants from mainstream organisations noted websites as their most effective tool and did not place social media in their top 3. Few participants selected community leaders as being highly effective in reaching out to the community.

Table 8
Self-Assessment Post-Workshop Survey
N: 8

Survey Question	*Participants' Comments*
10. In what way could this information session be improved? Example: location suitability, time suitability, relevance of material, presentation, materials, etc.	**Ethno-specific Community Organisations** *Venue not suited to small group work/ reporting SBS Tour of limited benefit because of size of groups. SBS "information" not really relevant.* - *Agnes Cusack was very helpful.* **Multicultural Organisations** *Early morning is a personal preference.* *More time.* **Mainstream Organisations** *Running on time.* *Practical skills- for orgs with few resources.* *Time keeping- OK if sessions run over so long as the event finishes on time.* **Organisation not identified** *Healthier options for tea.* *Location not suitable for group work.*
Or list other information you would like to receive	**Multicultural Organisations** *Networking Facebook private group to share* **Organisation not identified** *iPhone videos, editing, scripting short stories.*

Table 8 identified ways in which the session could be improved. Start time and time keeping were raised by a number of participants as something to improve on, along with the suitability of the venue for the size and work of the group(s). One participant would have liked a means for future networking through social media and another would have liked more information on iPhone videos, editing and scripting short stories.

Appendix 1:
Names of Organisations that Attended

- Breast Screen VIC
- BSL
- C31
- Case Cultura
- CEH
- City of Whittlesea
- Culture + Ethnicity
- DutchCare
- ECCV
- Filipino-Australia
- Friends ASSN, Inc.
- Fronditha Care
- Hepatitis Victoria
- Hobsons Bay Libraries
- ICV
- ISIS Primary Care
- JCMA
- MCWH
- Multicultural Media Exchange
- NRISA
- Peep Network
- SBS
- Scanlon Foundation
- SOYA Inc.
- Spanish Latin American Welfare Centre
- Temple Society Australia
- TSA
- Victoria Police