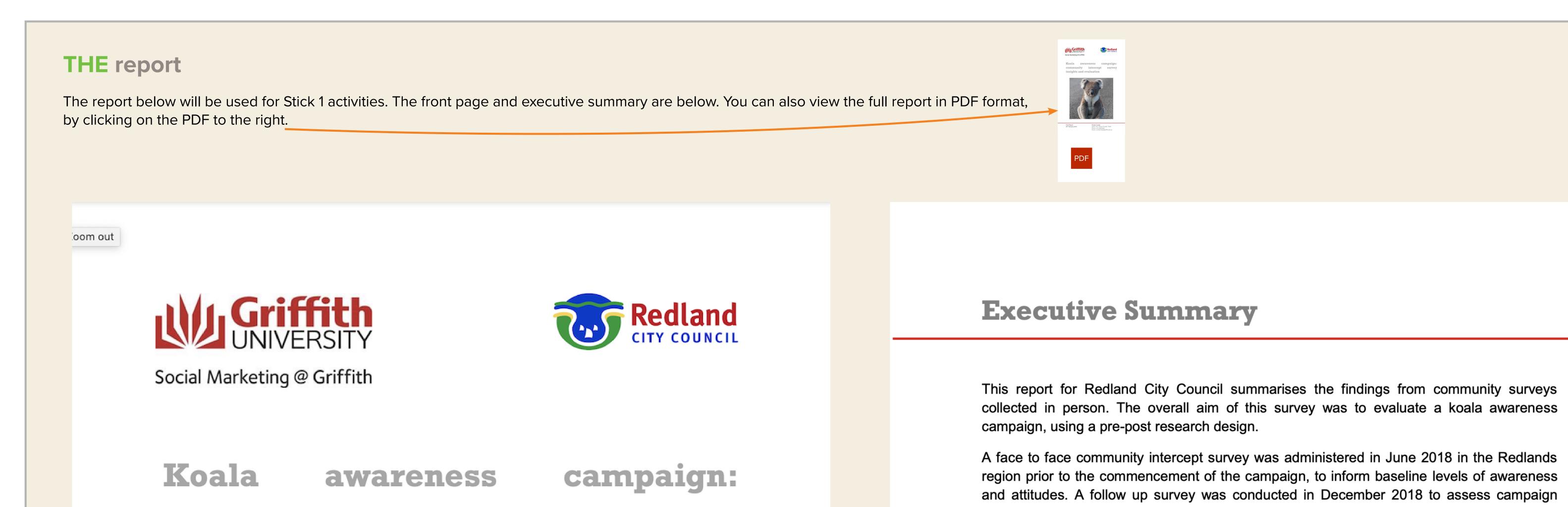
Visual Insights ACTIVITY TEMPLATE

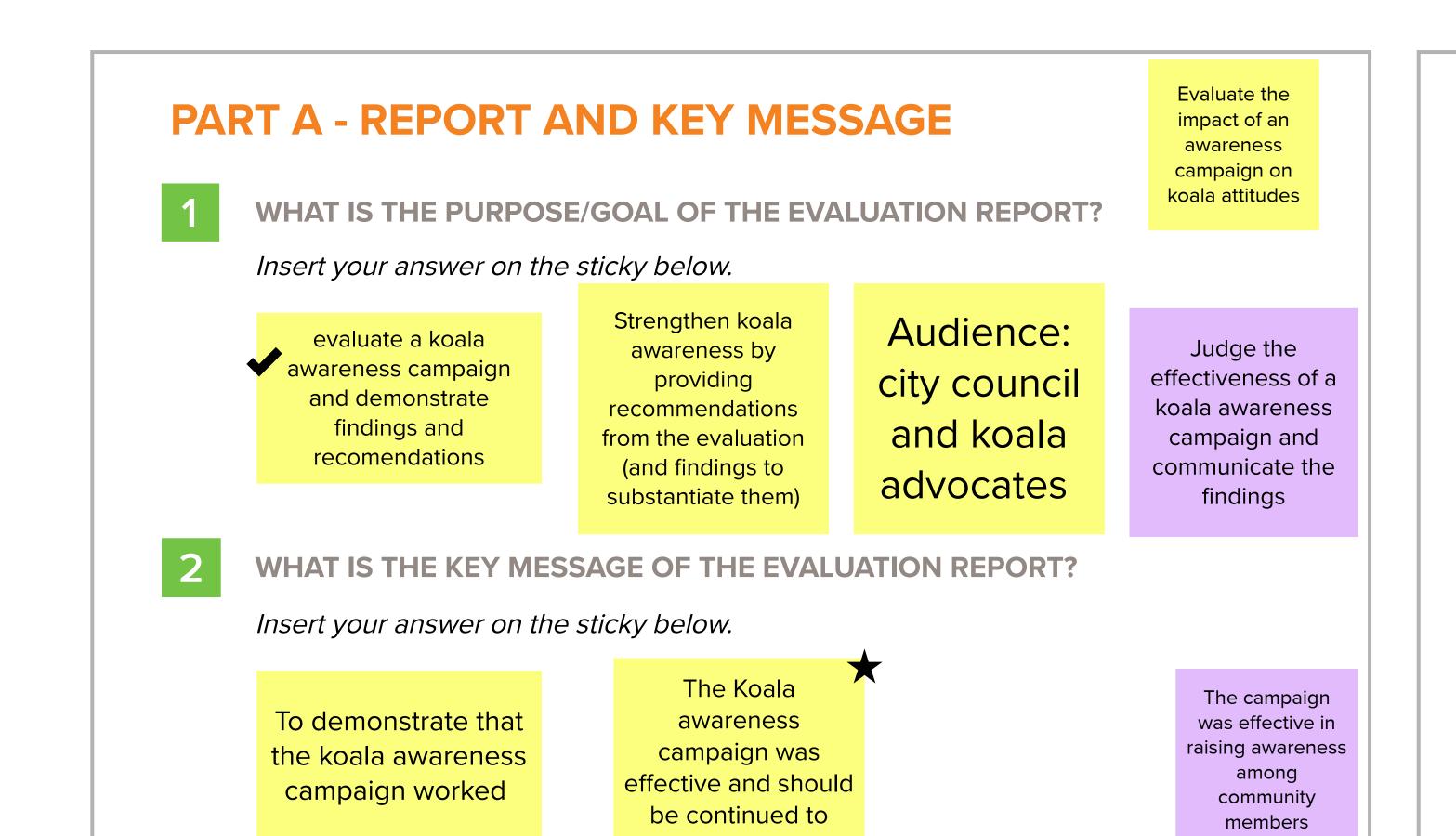
MAKING IT STICK 1:



Group Number: 2



SESSION 1



PART B - IDENTIFYING AND UNDERSTANDING EVALUATION RESULTS USERS (STAKEHOLDERS)

Using the example report and the sticky's on the stakeholder listing table below, complete the following 3 steps.

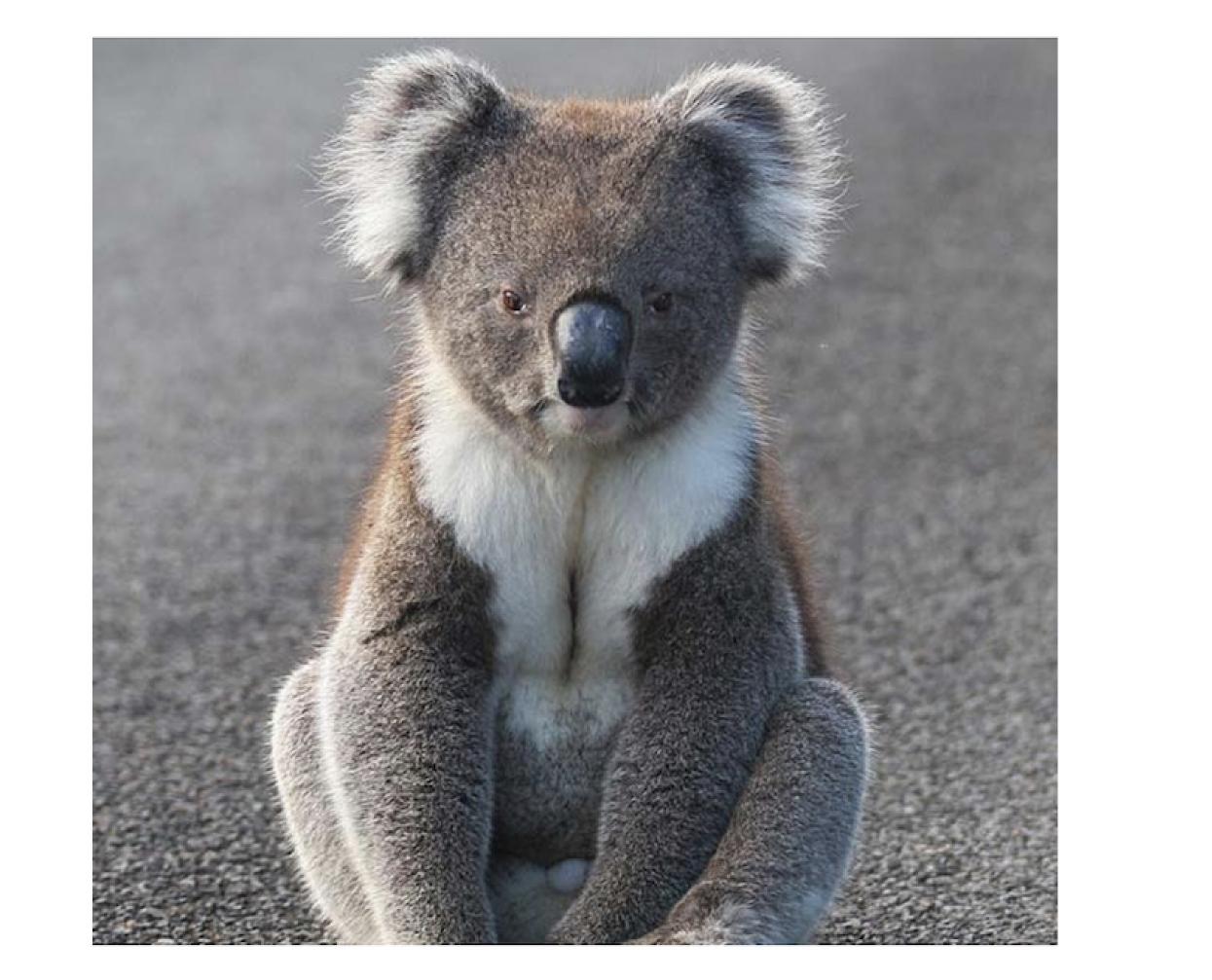
1 COME UP WITH 1 TO 3 INTENDED RECIPIENTS OF THE **EVALUATION REPORT.**

COMPLETE THE OTHER COLUMNS OF THE TABLE FOR THE **PRIORITY USER(S)**

2 PRIORITISE THEM ACCORDING TO THE ACTION YOU ARE LOOKING FOR.



intercept survey community insights and evaluation



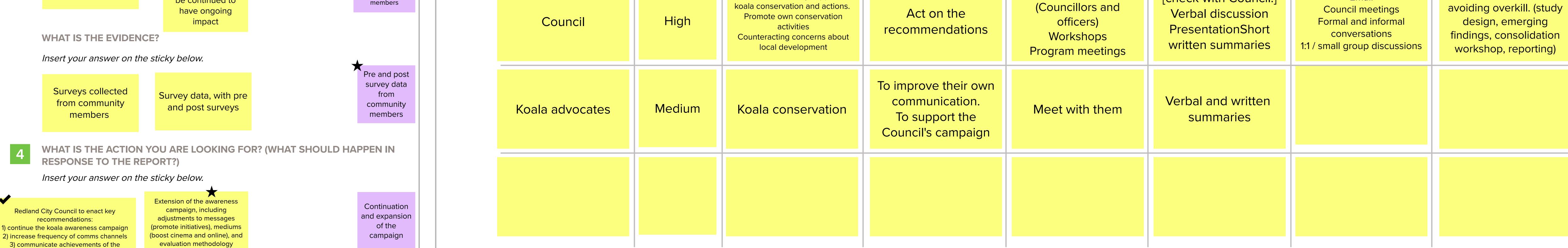
Final Report 25th February 2019

effectiveness. The follow up questionnaire included repeated measures of awareness and attitudes to examine whether the community changed their attitudes towards koalas. Survey participants were asked if they could recall the campaign.

Data was collected across the community. Surveys were conducted in public parks, markets, train stations, bus interchange and ferry terminals, and one triathlon event in the Redland City Council area. A total of 18 questions capturing community awareness of and attitudes towards koalas and respondent demographics were included in the surveys. A total of 502 Redlands residents completed the baseline intercept survey and a total of 596 Redlands residents completed the follow up intercept survey.

The results indicate that the koala awareness campaign was well received. 42.8% of the sample reported seeing one or more messages, and the most recalled channels are Billboards, Social Media, and Print Media. The most recalled advertisements include general koala conservation messages, threats to koalas, and koalas' breeding season. All four key awareness indicators were significantly increased including attitudes towards koala conservation and means to help protect koala. Questions regarding recalling seeing and thinking of koalas showed statistically significant differences, indicating an increase in recall of koala sights/thoughts. The following recommendations are made:

- The re-occurrence of the koala awareness program is recommended to sustain long term impact on local residents' positive attitudes towards koala conservation.
- Communication channels such as cinemas and online ads should be improved by increasing the frequency and exposure.
- Initiatives that are in place to counteract the effects of urban development on koala habitats need to be clearly communicated and ideally outcomes achieved to date by Redland City Council should be communicated.
- Moving forward an evaluation methodology that includes using matched samples for baseline and follow up assessment is recommended.



REFLECTION Questions

Surveys collected

from community

members

Redland City Council to enact key

recommendations:

2) increase frequency of comms channels

3) communicate achievements of the

campaign with the community 4) use the baseline to measure against

future reporting

1) continue the koala awareness campai

As a group consider the 3 reflection questions below. Insert your group reflections on the sticky's below. You can insert more sticky's if you need. Choose one person from your group to share these reflections when the session returns to the main room.

1. Reflecting on the priority intended user(s), how might this change the medium and channel of the report (from its current medium and channel and WRITTEN and FORMAL)?	2. Reflecting on the priority intended user of the evaluation, what are some additional ways you might communicate with them about the evaluation aside from through the report?	3. Reflecting on your recent reporting experiences, how might this process contribute to increased use of evaluation findings?
Council - - evidence base (on the awareness campaign in general) - Community facing - video / informal communication / Snapshot for the community - summary report - eg for koala advocates	Video / infographic for display Report back presentation / workshop	Generating community community support for and acceptance of koala conservation. Worth understanding Council priorities and funding

SESSION 2

Combine P2 and P3;

include further down instead of at the

start.

P2 bring up to the start of ES

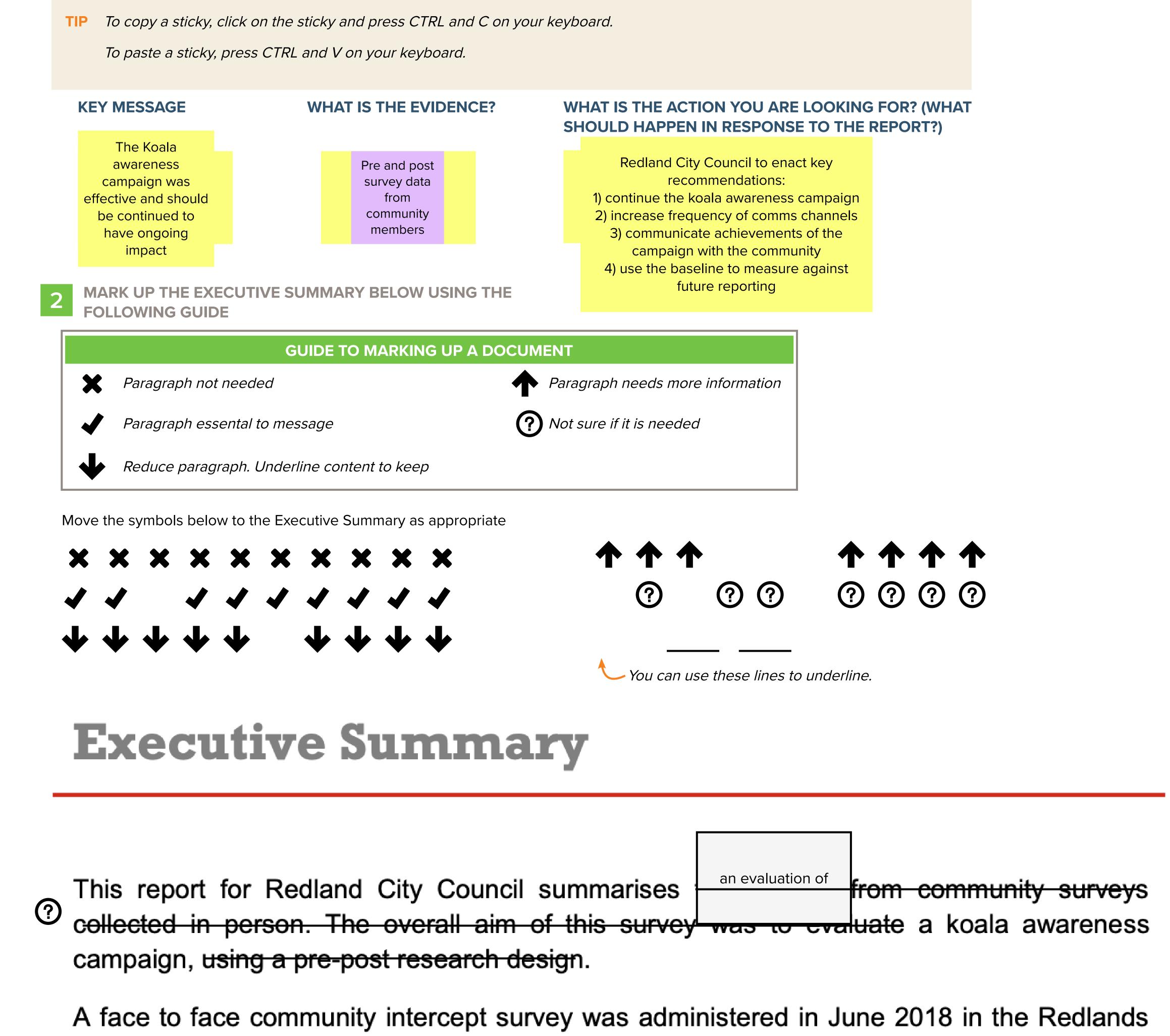
PART A - SHARPEN FOCUS USING KEY MESSAGE

KEY MESSAGE OF THE EVALUATION REPORT, EVIDENCE AND ACTION (FROM STEPS 2-4 IN ACIVITY 1 ABOVE)

Name: Prof. Sharyn Rundle- Thiele

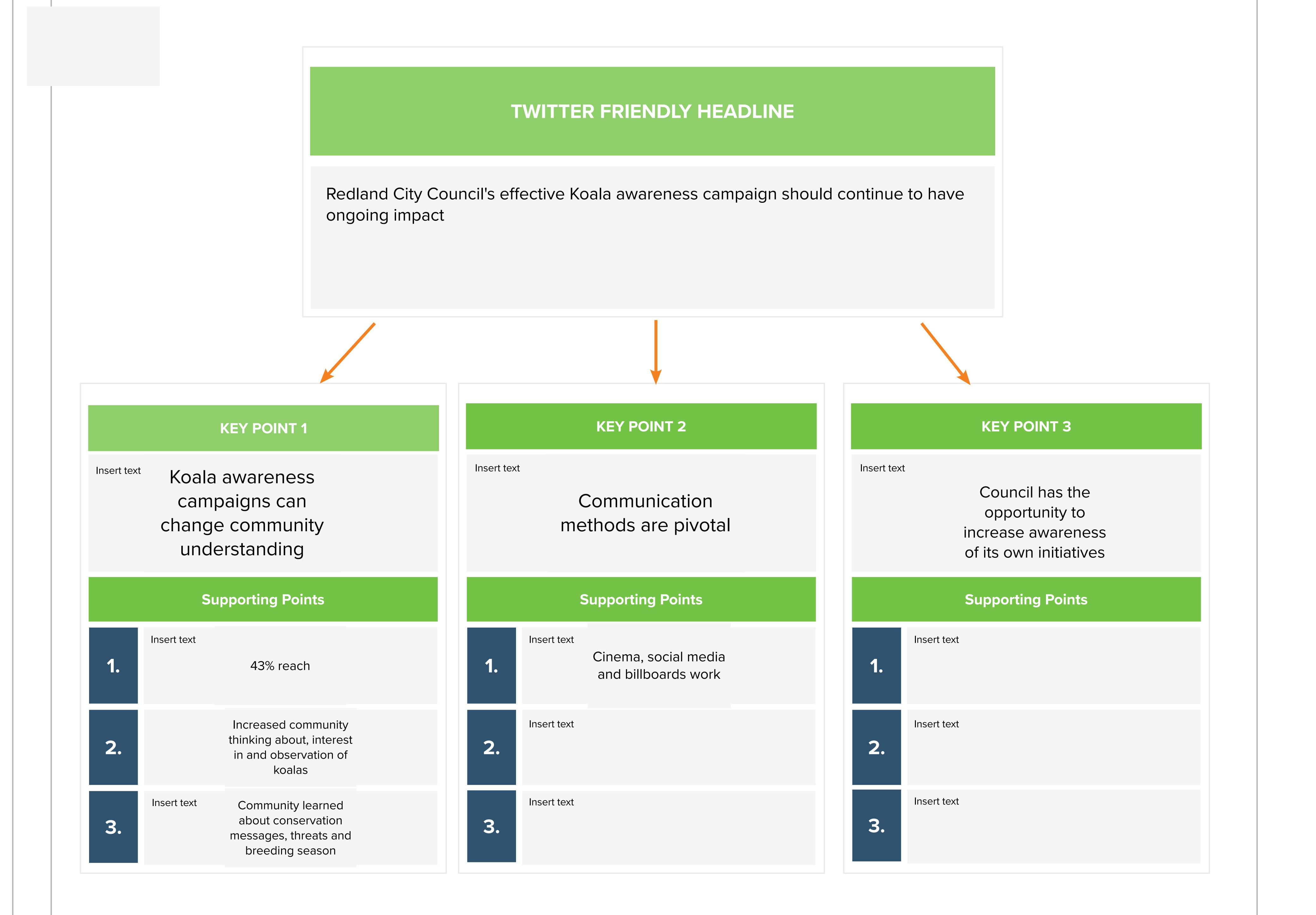
Phone: (07) 3735 6446 Email: s.rundle-thiele@griffith.edu.au

Copy the sticky's (key message, evidence and action) from Session 1 activity to the below area.



PART B - USING RULE OF 3 TO RESTRUCTURE FOR MEMORABILITY

USING THE "RULE OF 3" TEMPLATE BELOW, RESTRUCTURE THE CONTENT OF THE EXECUTIVE SUMMARY



region prior to the commencement of the campaign, to inform baseline levels of awareness and attitudes. A follow up survey was conducted in December 2018 to assess campaign effectiveness. The follow up questionnaire included repeated measures of awareness and attitudes to examine whether the community changed their attitudes towards koalas. Survey participants were asked if they could recall the campaign.

Data was collected across the community. Surveys were conducted in public parks, markets, train stations, bus interchange and ferry terminals, and one triathlon event in the Redland City Council area. A total of 18 questions capturing community awareness of and attitudes towards koalas and respondent demographics were included in the surveys. A total of 502 Redlands residents completed the baseline intercept survey and a total of 596 Redlands residents completed the follow up intercept survey.

The results indicate that the koala awareness campaign was ______1. 42.8% of the sample reported seeing one or more messages, and the most recalled channels are Billboards, Social Media, and Print Media. The most recalled advertisements include general koala conservation messages, threats to koalas, and koalas' breeding season. All four key awareness indicators were significantly increased including attitudes towards koala 🚓 conservation and means to help protect koala. Questions regarding recalling seeing and thinking of koalas showed statistically significant differences, indicating an increase in recall of koala sights/thoughts. The following recommendations are made:

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- Communication channels such as cinemas and online ads should be improved by increasing the frequency and exposure.
- Initiatives that are in place to counteract the effects of urban development on koala habitats need to be clearly communicated and ideally outcomes achieved to date by Redland City Council should be communicated.
- Moving forward an evaluation methodology that includes using matched samples for

 ¹
 baseline and follow up assessment is recommended.

REFLECTION Questions (Session 2 activity)

As a group consider the 3 reflection questions below. Insert your group reflections on the sticky's below. You can insert more sticky's if you need. Choose one person from your group to share these reflections when the session returns to the main room.

1. How will using the KEY MESSAGE strategy change the communication of the Executive Summary	2. How will using the the RULE OF 3 technique change the communication of the Executive Summary?	3. Reflecting on your recent reporting experiences, how might the use of these techniques change the reports?
make it sharper and more purposeful for the intended audience	Encourages you to simplify and group similar recommendations. Increase concise reporting and removing what's not relevant/ fit for purpose	Really useful tool. could make reports more articulate and straight to the point