


Purpose	The purpose of this tool is to collect data for the evaluation of face-to-face community engagement activities with the general public.
When?	<ul style="list-style-type: none"><li>• During and directly following face-to-face events such as festivals</li></ul>
Resources	<ul style="list-style-type: none"><li>• Approximately 10 minutes before each activity to setup the feedback form and voting system</li><li>• Asking community members for feedback during the activity</li><li>• 30 – 60 minutes within one week of each activity to collate and assess feedback (depending on how many people provided feedback)</li></ul>
Rating	

When conducting face-to-face engagement activities with the community such as festivals, employment programs, and ad-hoc interactions, it is important to track the activities, costs involved, and the possible outcomes for the community. To help you do this, we have provided three tools for face-to-face activities:

1. **Feedback form #1:** this feedback form is focused on the **customer experience**, that is, understanding if participants had a good experience when interacting with your stall/ activity.
2. **Feedback form #2:** this feedback form is focused on the **customer perception of the Australian seafood industry**. This tool helps you understand whether participants support and trust the industry after engaging with your stall/ activity.
3. **Anonymous voting jars** - this is an easy method for getting participant feedback while you are engaging with people. It can also be tailored for kids.

## Activity participant feedback forms

When running any face-to-face activities, it is important to get feedback from attendees to assist with continuous improvement of your community engagement. The templates below can be used/ tailored for any face-to-face community engagement activity that you undertake. However, be careful when adding questions, longer questionnaires often results in lower response rates. Depending on how involved you are in running an event (ie: just running a stall or coordinating an entire festival), you will also have to tailor these questions somewhat.

There are two forms below – select and adapt one form for use at your face-to-face activities:

1. **Tool #1:** this tool is focused on the **customer experience**, that is, understanding if participants had a good experience when interacting with your stall/ activity.
2. **Tool #2:** this tool is focused on the **customer perception of the Australian seafood industry**. This tool helps you understand whether participants support and trust the industry after engaging with your stall/ activity.

Setup one of these forms before the event by bringing paper copies and pens, or setting up Google Forms and bringing an iPad for people to fill out at the event.

When you ask people to fill out these feedback forms, it is important to not just ask the people who you think have had a really good experience engaging with you. When you are doing a more targeted engagement activity like running a session with a particular audience, you should offer the feedback forms to everyone attending. When you are at events with the general public, offer these feedback forms to anyone who you interact with. Asking a broader group of people will give you a more representative picture of how people are experiencing your engagement activity.

## Feedback form #1: customer experience

**1. How satisfied are you with today's [event/activity/stall or presentation]?**

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

**Why have you given this rating?**

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**2. What did you like best about your experience today? Why?**

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**3. What about your experience could be improved? How?**

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**4. After today's event, how do you feel about [organisation name]?**

- Very positive
- Positive
- Neutral
- Negative
- Very negative

**Why have you given this rating?**

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**5. What did you learn about [insert what communication message your stall was aiming to convey to attendees] from your experience today? (eg: about sustainability practices in the industry; local employment in the seafood industry; economic contribution of the industry to our community)**

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## Feedback form #2: perception of seafood industry

**1. How do you feel about [the Australian seafood industry]?**

- Very positive
- Positive
- Neutral
- Negative
- Very negative

**2. What type of messages do you hear about the [Australian seafood industry]?**

- Mainly positive messages
- A mixture of positive and negative messages
- Mainly negative messages
- I don't recall hearing anything about the industry

**3. How much trust do you have in [the Australian seafood industry]?**

- No trust at all
- Little trust
- Quite a bit of trust
- A lot of trust

**4. Do you think Australia's seafood industry (that is the industry as a whole) is sustainable?**

- Yes, I do
- No, I don't
- Not sure/ I don't know

**5. What are your thoughts on the [Australian seafood industry]?**

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## Anonymous voting jars

Anonymous voting jars are a method of collecting data for a single survey question, without burdening respondents with an online or paper survey. This method works best at a stall which community members visit then leave, such as a stall at a festival. You might also want to use this method when you are asking for responses from younger participants like school children who for ethical and practical reasons may not be able to fill out a survey questionnaire.

The method works like this: There are a number of jars or tins on a table which represent the different responses to a survey question. Have the question clearly written on a board or a card on your stall's table and have pre-prepared tokens for the 'voting'. For school-age participants having tokens with smiley faces, unsure faces and frowns is an easily understood symbol for 'positive', 'unsure' and 'negative'.

All participants are given a token and asked the question, then asked to place the token in the jar which represents their response. One advantage of this method is that respondents are less susceptible to groupthink, because they cannot see the others' responses.

**Variation:** you can do the same method, but with post-it notes instead of tokens. Ask participants to write their reason why on their post-it before folding it up and putting it in the jar. This variation will provide you with some qualitative data as well the numbers.

The number of tokens in each jar/ tin are counted at the end of the activity and recorded in the activity log (see above). A standard question is suggested below. The question can be changed based upon the needs of your organisation, but we recommend keeping the same response format (ie: positive, unsure and negative) so that you can compare response rates more easily.

### Suggested question

#### 1. How do you feel about [the Australian seafood industry]?

- Very positive
- Positive
- Neutral
- Negative
- Very negative