

Pre-activity Briefing Document

This document is designed to help the organisers and survey facilitators prepare for and carry out the surveys during a creative placemaking event.

For a 360-degree understanding of your event, it is suggested that you survey the following groups:

External people

- The attendees: anyone at the event.
- Business: anyone operating a commercial or not-for-profit enterprise in the vicinity of the event (you might like to decide on a maximum distance from the event that would suit).

Internal people

- The organisers: those who have put the event together.
- Facilitators of the survey: the people carrying out the *Attendee and Business Surveys*.

Suggested steps for organisers before the creative placemaking event

- You can use the full Attendee, Business, Organiser and Facilitator surveys as they are presented in this toolkit or
- Use the *Question Section Tool* to select the survey questions that will suit your project for each of the Surveys that you will use.
- Go through the planning stage of the *Organiser Overview Template* with your team.
- Provide copies of the Surveys to share with the Survey Facilitators to discuss and carry out test runs. If you wish to reduce the Survey questions from the full set provided, you can do this in advance of a pre-activity briefing meeting.

Data privacy and personal information

Please ensure that the collection of any personal information (as defined in Section 4 of the Privacy & Personal Information Protection Act 1998 (NSW) (or PPIIP Act) complies with the Information Protection Principles in that legislation.

Please note that a collection notice is always required for the collection of all personal information except for sensitive personal information (defined as "information about ethnic or racial origin, political opinions, religious or philosophical beliefs, sexual activities or trade union membership") where informed consent to the collection should be obtained.

If consent is required, please see more information on privacy and data collection specific to online surveys on the NSW Government's Digital Service Toolkit: <https://www.digital.nsw.gov.au/delivery/digital-service-toolkit/activities-and-templates/obtaining-consent>, which includes a 'Consent form template for surveys'.

For more information on privacy fundamentals and the NSW Information Protection Principles (IPPs), please see the Information and Privacy Commission's 'Essential Guidance Toolkit on information access and privacy fundamentals': <https://www.ipc.nsw.gov.au/privacy/resources-agencies/essential-guidance-toolkit-information-access-and-privacy-fundamentals>

Understanding the facilitator survey

A Survey facilitator is anyone conducting the surveys at a placemaking event. If you are a survey facilitator, you can provide a unique perspective on the event. While you are undertaking surveys with attendees and business people, your observations of the event can help to provide extra insight into the project – so one of the surveys - the *Facilitator Survey* - is designed to survey you! Terms in the facilitator survey include:

Visibility: If it is a night time event, information about lighting and ability to see around you in terms of perception of safety.

Points of congregation: This is an indicator of social value. Points of congregation are particular places at the venue where two or more people come together. They might not be interacting, but they will be within a 2 metre proximity of each other, and relatively stationary. An example might be at a corner, on a bench, at a bus stop, under a tree.

Conducting surveys

The device with the surveys loaded can be handed to the attendee to fill themselves or you can operate the device and step them through the survey questions (this may provide more consistent results).

Sometimes there is no opportunity for a comment, but the attendee may say something that does not fit in the form: at the end there is an opportunity for "other comments or suggestions", you can remember the comments for later, or forward to the end to record them as you go.

All surveys ask questions about demographics, including the *Facilitator and Organiser Surveys*. This information is important to provide an understanding of the diversity of everyone involved in the event.