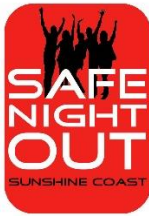


Sunshine Coast SNP Education Campaign 'Own Your Night'.

Evaluation of Campaign rolled out throughout the SC SNP – Maroochydore, Mooloolaba and Caloundra. SNP Grant Funding # 40.

Compiled by Sonia Clark, Safe Night Out Sunshine Coast.

July 2018



Own Your Night Campaign Overview:

The 'Own Your Night' campaign was developed for the Sunshine Coast SNP through funding obtained by the Sunshine Coast Safe Night Precinct board. The safety campaign provided an integrated communication strategy to educate and promote a set of 'social messages' to reduce risky and anti-social behavior within the SNP. The campaign period was billed to run from January 01, 2018 until March 31, 2018.

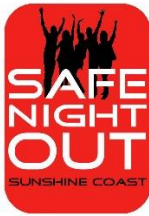
Targeting patrons in the 18-35 demographic, the campaign sought to reduce anti-social behaviors that can lead to the risk of harm from alcohol fuelled violence. A series of key messages were delivered encouraging greater self-awareness and self-governance, as well as reinforcing acceptable social expectations for those frequenting late-night entertainment venues. These messages were communicated to patrons through social media engagement and activity, branded venue assets and ambient activations throughout the Precinct during the campaign period. A younger demographic identified at risk of anti-social behavior during the consultation and design period of the campaign (18-24) was also actively targeted and engaged through the use of 'photobooth' activations and social media posts.

The Sunshine Coast campaign was closely based upon a similar model of engagement and delivery rolled out throughout the Fortitude Valley SNP with the 'Don't Stop the Fun' safety campaign. Considerable research and development underpinned the Fortitude Valley SNP investment of \$250,000, and the campaign, well supported by OLGR was developed through the Just Let It Go Foundation. The SC SNP local board were initially made aware of the Fortitude Valley SNP campaign through OLGR. This suggested endorsement along with the considerable investment allocated to that campaign and with presentations of research and delivery gave the local board confidence to look into options to engage the supplier at a localized level.

In collaboration with creative partners, Sch 4/3/3 a Director of the Just Let It Go Foundation (JLIG) developed the concept of the Sunshine Coast Campaign and facilitated design and delivery. As Campaign Director he was the only point of contact throughout consultation, set up and delivery of the Sunshine Coast campaign.

The Campaign Director was initially invited up to the Sunshine Coast to meet with SNP Management Committee members on March 27, 2017, and following the meeting invited to tailor a proposal for a three and six-month campaign based on an amount of \$43,250 (+GST). Funding for the campaign was pending approval from OLGR to reallocate previously received funds from a public awareness campaign to a more educational focused campaign.

A proposal was submitted and presented by the Campaign Director at a SC SNP board meeting on March 24. Following the meeting, the board sought further clarification from



the Campaign Director about aspects of the proposal, and communicated some reservations about proposed set up costs. A revised cost proposal was duly submitted by Campaign Director on May 5, 2017. This was forwarded to OLGR for consideration and the process of engagement began towards delivery of the 'Own your Night' campaign.

Prior to the 'on the street' rollout of the campaign, a consultancy process following 'collective impact' principles was undertaken by the Campaign Director to determine the key messages of the campaign. This process involved interviews with SNP venue operators, Rest and Recovery providers (Community Solutions), QPS and other SNP stakeholders. Patrons of the precinct were also flagged for consultation in two groups, 18-24 years and 25-35 years. An electronic survey (Survey Monkey) was also conducted with stakeholders. Observations were then carried out across the three sub precinct areas (Maroochydore, Mooloolaba and Caloundra) in venues and throughout public spaces- with the aim to have a better understanding of the SNP and to assist inform the best use of mediums and space to effectively create and deliver the key messages of the campaign.

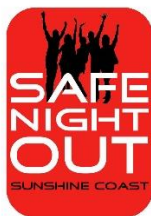
Underpinning the communication of key campaign messages was the importance of 'peer to peer' influence and encouraging a fun and responsible night out. The key areas of engagement involved targeted social media engagement (Facebook/Instagram posts), dedicated website, ambient campaign activations (photobooths x 4, taxi wrap x 4, corflute signage), branded campaign assets and posters. A press conference launching the campaign during February was also organised and the resulting coverage was well picked up by local media.

'Own Your Night' Campaign Messages:

15 key campaign messages and 12 secondary messages were set to be delivered through direct text and an image-based messaging approach during the campaign period of January 1 to March 31, 2018. A variety of channels and campaign materials were utilised, including social media, website, venue assets (bar runners, coasters, safety mats), corflute street signage, pull up banners, posters and taxi wraps. Social messages were also formatted to be used for Digital in-venue promotion. The distribution of 'Own Your Night' branded bottled water and branded message cards through collaboration with SNP rest and recovery providers was also included in the planned delivery of campaign message.

Key Messages:

- Own your Impulses
- Own your Actions
- Own your Decisions



- Own your Choices
- Own your Emotions
- Own your Attitude
- Own your Behavior
- Own your Night
- Own your Input
- Own your Thirst
- Own your Output
- Own your Hunger
- Own your Crew
- Own your Way Home
- Own Your Identity

Secondary Messages:

- Our Safety Matters
- Let the Sunshine In
- Two Hands for Beginners
- Left Handers are Waves
- In or Out of Control
- Right Handers are Waves
- Leak before you Leave
- Eat Early
- H2O Happy
- No ID No Idea
- It's all about Us
- Know Your Way Home

Branded Venue Assets:

Following consultation with SNP stakeholders that involved interviews, survey and observations carried out throughout key entertainment precinct areas during late September 2017, the design and delivery of the campaign was finalised during November 2017. Branded venue assets were distributed by the Campaign Director on December 18 and 19, 2017. These assets were campaign branded safety mats for ID Scanners, campaign branded bar runners and campaign branded coasters.

Venues were identified in priority of risk with late night traders receiving priority. Assets have been utilised at key late-night venues throughout the precinct including Sol Bar,



The Duporth Tavern, Pub Mooloolaba, The Wharf Tavern, O'Malley's, The Caloundra Hotel, and The Sands Tavern. A complete list of venues and corresponding campaign assets distributed by the Campaign Director has not been provided to date.

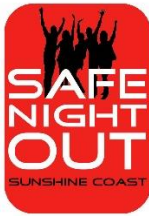
Following a request by the SNP for Campaign Posters to increase promotion of campaign messages, a series of posters was brought up by The Campaign Director for distribution following the board's management meeting on February 5, 2018. The SNP Secretary distributed these posters to the following venues:

- Elixiba
- Sol Bar/Old Soul*
- The Duporth Tavern
- The Post Office
- Chow
- The Sands Tavern
- The Wharf Tavern
- Pub Mooloolaba*
- O'Malley's*
- Caloundra Hotel* (* Distributed at Meeting)

Additional posters were requested for the Precinct for remaining venues and with identified key messaging (e.g. Leak before you Leave) – 250 additional posters were prepared but did not end up being delivered to the SNP/distributed throughout the Precinct. The Campaign Director returned later that week to film a cinema advertisement in collaboration with members of QPS for their 'Stop the Violence Campaign' however it was unclear what happened to the remaining requested SNP posters. Following the conclusion of the 'Own your Night' campaign, the board has been made aware that these additional posters were distributed at the University of the Sunshine Coast.

'Own Your Night' Ambient Activations:

The 'ambient activations' were designed for raising campaign awareness through the use of public spaces within the SNP. The ambient activations formed part of the integrated communication strategy to reinforce the campaign messaging delivered in venue, online and through social media. The ambient campaign involved delivery of corflute street signage, photobooth, branded water and taxi wraps to promote and attract patrons to the campaign.



‘Own Your Night’ Feedback:

The general feeling amongst SNP stakeholders was that the campaign was a great idea to improve promote social responsibility but not followed through well. They were happy to support the campaign wherever possible however there was very little ongoing engagement and communication in detail from the Campaign Director during rollout about what was planned, what the deliverable timeframes were and what realistic expectations were.

Most communication/campaign updates during the rollout period was at the instigation of the local board. Any concerns or issues were exacerbated by a shut-down of communication by the Campaign Director two thirds into the rollout period.

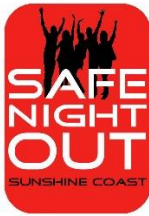
A greater success in ensuring the effective delivery of the campaign would have been more communication and greater notice surrounding activations and deliverables to allow greater involvement from stakeholders.

An expectation from stakeholders was that for the investment involved that the campaign would be effectively rolled out and delivered by the Campaign Director in line with campaign proposals. A key area of disappointment was the lack of ‘ambient activations’ – i.e. photobooths, branded water distribution and visual campaign presence (corflute street signage) especially outside of the Maroochydore area of the precinct.

No doubt running the local campaign from a Brisbane base along with the already considerable other commitments of the Campaign Director could have proved challenging. It would appear these challenges were either not budgeted for, not initially considered or the expectation of increased involvement of local stakeholders to ensure the smooth running of the campaign was overestimated or under communicated.

The localised motif imagery used throughout the campaign design was very well received and the bright colouring and direct messaging content was well suited to the Sunshine Coast audience. Most of the campaign messages were well identified and targeted, though feedback commentary indicated a couple of campaign messages were deemed confusing or off target to stakeholders – notably ‘right and left handers are waves’, ‘own your input’.

Social media metrics for the campaign would suggest that the safety messaging was well reaching the targeted audience. The evaluation submitted by the Campaign Director at the conclusion of the campaign indicted that the overall reach of the ‘messages’ were delivered over 1 million times which would indicate a good measure of success.



Examples of Feedback:

"We were delivered two packs of the Own Your Night coasters, 2 x floor mats to be used with our ID scanners and about 6 bar mats in mid-December. Personally, I liked the idea of the floor mats for the ID scanners but as far as the campaign went, that was the only benefit I really saw. The message on the bar mats made no sense too and was a bit of a miss, great idea, just poor execution." **Mike Parker, O'Malley's Irish Bar.**

"My opinion on the roll out and execution would be that everything looked like it was initially heading in the right direction regarding the messages we are sending out to the public via the social media platforms. My only concern is that from a punters point of view, I would prefer to see the 'photo booth team' etc out on the streets promoting the "own your night campaign" with more face to face interaction. Handing out water, uber or taxi vouchers, even cheap food vouchers could be a way to actually let the patrons know what we are all about, being a presence on the street and interacting with people face to face would have been far more beneficial initially and then perhaps the focus on the social pages."

"No feedback from patrons or staff, beside the occasional comment regarding the lack of direction, involvement and follow up throughout the campaign (ongoing support)" **Reuben Nash, Pub Mooloolaba**

"We didn't use the nightlife, we got delivered 4 bar mats and 2 door mats. Not a lot of discussion regarding campaign ether way" **Janelle Wright, Kings Beach Tavern**

"We had some posters that we used in the venue. No feedback. Don't think it made one bit of difference to our crowd behaviour - but we didn't put a lot of effort behind the campaign, to be fair" **John Calcino, The Post Office Bar and Restaurant**

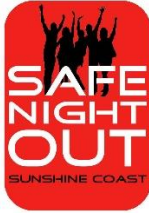
"Maroochy RSL had no involvement in the "Own Your Own Night" campaign as it was not really appropriate for our demographic" **Mary Thompson, Maroochy RSL**

"I would have liked to have seen more posters/signs around the SNP promoting the campaign" **Caitlyn Wall, O'Malleys**

"We are more than happy to support the campaign, but we are so busy that they just need to make it as easy as possible for us to promote" **Dan Hope Sands Tavern**

"I didn't even know that there was a photobooth here tonight" **Ocean Street patron 20/01/18**

"I am replying on behalf of Solbar and Old Soul. I never saw any digital display material, I can't confirm whether or not we ever received them but in either case we didn't use them. We did have bar mats, floor mats and posters delivered to both venues. I would estimate each venue received: 4 x floor mats, 8 x bar mats, 2 x A3 size variety of posters, 18-24 x A4 size variety of posters. I think Solbar Groups opinions on the campaign have been expressed previously". **Hayley Bridger, Sol Bar Live Pty Ltd**

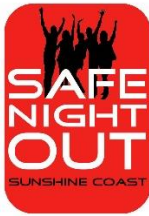


Sch 4/3/3

'Own Your Night' Campaign responses to queries from OLGR:

- 1. Social media: Facebook page for 'Own your Night' shows a number of posts during the campaign period with minimal likes or shares.**

One of the concerns held by the local board was the possibility that a more timely and effective rollout of the campaign - especially in regards to ambient activations would have contributed to a greater campaign presence throughout the Precinct. A greater engagement would have contributed to a greater 'pickup' of the campaign which potentially would have seen a greater social media engagement.



Viewing social media statistical data provided at the conclusion of campaign in the Campaign Directors evaluation, The SNP board acknowledges that there has been success in the social media reach of campaign messages as evident by back end statistical metrics referencing view data and reach. However more investment in 'peer to peer validation' could have been beneficial. As communication was halted by the Campaign Director two thirds of the way through the campaign rollout – any concerns regarding social media engagement were unable to be explored.

Regarding social media messaging promoting businesses within the precinct – the majority of these Facebook posts generally promoted events or specials of the venues within the precinct. It is assumed that these posts were created to engage interest in the Precinct, provide a diversity of content to appeal to audience engagement and to compliment the safety messaging of other posts.

2. Dates of Photobooths and subsequent postings on Facebook.

Photobooths were conducted on Ocean Street Maroochydore pictures were uploaded to Facebook page and website - the photobooths were run during the following dates:

December 16 (test), 2017 - Posted on Facebook 16/12/17

January 20, 2018 - Posted on Facebook 24/01/18

February 09, 2018 - Posted on Facebook 15/02/18

March 02, 2018 - Posted on Facebook 07/03/18.

The Photo Booth campaign assets are currently stored at Community Solutions rest and recovery Centre on Ocean Street. It is envisaged that the local board will utilise these branded assets in the future. These assets can be used to further promote any future 'Own your Night' messaging or continuing campaigns and can also be used at future Precinct events or venues if required. SNP stakeholders will also be invited to utilise these assets.

3. Branded Venue Assets.

A list of venues receiving these assets has been referred to as part of this evaluation. The definitive list would be with the Campaign Director, the SNP was not provided with this information.

4. Digital Displays.

Venues throughout the SNP had limited engagement and direction regarding this messaging medium. Originally venues were directed to access this information directly from the 'Own your Night' website following enquiry from SNP members. Issues were subsequently highlighted with the resolution of imagery "not being professional and not fit for the screen"



and communicated back to the Campaign Director. A drop box link was created and the following messages available:

Own your Night -Digital Messaging:

1. Know Your Way Home
2. Leak before you Leave
3. Right Handers are Waves
4. Just Let It Go
5. Let the Sunshine In
6. Eat Early
7. In or out of control
8. No ID no Idea
9. Left handers are waves
10. Be water wise
11. It's all about us
12. Our safety matters
13. Two hands for beginners
14. Own your impulses
15. Own your thirst
16. Own your night
17. Own your emotions
18. Own your attitude
19. Own your hunger
20. Own your identity
21. Own your behavior
22. Own your night
23. Own your way home
24. Own your decisions
25. Own your night
26. Own your input
27. Own your choices
28. Own your actions
29. Own your crew
30. Own your output
31. Own your night

Feedback from SNP venues was that this medium was used in a limited capacity which would correlate with the general lack of direction and information. Following the delivery of branded assets in December 2017, and a handful of emails – stakeholders within the SNP received only minimal engagement. The bulk of communication to stakeholders regarding the campaign was channelled through the SNP board meetings.

Digital displays were observed at the Wharf Tavern and Caloundra Hotel however the majority of venues that responded to SNP queries to assist in completing this evaluation indicated that the digital displays were not used effectively in-venue.



5. Website.

Transfer of the website (WordPress) log-in details have recently been approved by the Campaign Director (July 12, 2018) to be finally transferred from JLIG foundation accounts to the SCSNP board. This access is currently sitting with Sch 4/3/3 the owner of Zig Zagg Business Solutions who has employed by JLIG foundation to manage their social media. The local board will be seeking to reallocate current unspent funds received for 'Own Your Night' towards establishing an interim social media campaign to continue to build on the already established messaging and investment to date of the campaign.

It is envisaged that additional continuation of the website will be funded from funds received from Operational Grant #41. The board is aware that a considerable investment has already taken place to develop and create the original campaign and will be looking to explore viable options to continue the already established safety messaging for the benefit of the patrons and stakeholders within the precinct. Future campaign options will be discussed at the next board meeting August 6, 2018.

6. Poster Series.

Following requests of the local board for Campaign Posters – the Campaign Director facilitated a print run that was distributed throughout the local SNP. The list of printed assets is with the Campaign Director and was not provided to the SNP.

7. Information regarding the QPS Cinema Advertising.

RE: Cinema Advert - E-mail from Atkinson.SandraL[CR]: Cinema Advert
8/6/2018 08:01

To admin@safenightoutsunshinecoast.org.au Copy Culley.Stuart[CR] —
Robertson.MatthewA[CR]

The cinema ad is part of the pub safe project that I spoke to the committee some time ago that is being coordinated by Maroochydore Police. The first part of the pub safe project was launched in October 2016 - with many of your members present. It was organised by me on behalf of QPS as part of the national drug and alcohol foundation funding I received last year. The script was approved by QPS and the ad is in its final production at the moment. Filming was done in Ocean Street in February with licensee notified

This ad is not part of the own your night campaign - as pub safe has adopted the slogan Stop the violence let it go in 2016. The foundation of Stop the Violence was involved as we utilised Gloria Steensen in the ad. Sch 4/3/3 involvement was through the stop the violence foundation and organising Gloria for filming he approved part of the script that was involved in.

Senior Constable Sandy Atkinson
Station Crime Reduction Officer

Maroochydore Police station, Sunshine Coast District | Queensland Police Service

PO BOX 1175, Maroochydore 4558 | 13 Cornmeal Parade, Maroochydore, 4558 | Australia

Ph: 07 5475 2444 | Fax: 07 5443 9504 | e: atkinson.sandra@police.qld.gov.au | w: www.police.qld.gov.au



‘Own Your Night’ Campaign Assessment:

Campaign design incorporating natural environment as a key cultural influence was well tailored for the Sunshine Coast audience. The need to develop greater awareness of self-regulation by patrons of Sunshine Coast SNP was well addressed by the design and content of focused social messages. Key messaging and secondary messaging identified and addressed a number of social attitudes, behaviors and actions effectively that encouraged self-awareness and responsibility when enjoying a night out. The social media campaign in conjunction with visible branded assets within late night entertainment venues reinforced messaging, and ambient campaign activities would have reached the targeted audience and assisted in the reduction of anti-social behavior. Data supplied at the conclusion of the campaign suggests social media content viewed over 625,000 times, 1648 users of the website and a conservative estimated deliverable frequency (times the messages were delivered) across all platforms of engagement of 1,099,817.

Areas of Concern:

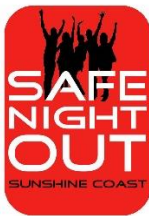
- Issues around deliverables and expectations of campaign implementation in regards to activation, visibility of assets, lead times, and street presence for the duration of campaign proved concerning. During the campaign rollout stage, general feedback regarding ambient activations (photobooths, street signage, poster distributions) were challenged by a lack of effective communication/co-ordination by Campaign Director. The campaign rollout would have greatly benefitted from more direct and timely communication with venues and rest and recovery providers. A much greater engagement with stakeholders within the SNP would have then been achieved which would have only benefitted the overall reach and pickup of the campaign.
- A major area of ongoing concern was the lack of ambient activation around the Mooloolaba Precinct – a key destination for targeted patrons and an expectation of the campaign. Despite repeated queries, no viable option was further explored and the entire area saw no photobooths, street signage and limited poster distribution. Minimised street activations throughout the Precinct would have muted the integrated impact of the campaign.
- During the campaign period from Jan1-March 31, social media engagement was not generally observed to be gaining as much traction as hoped e.g. number of Facebook posts (main platform of engagement) gaining limited ‘likes’. There were initial issues with the quality of the in-venue digital displays designed to complement the campaign, and questions were raised about the effectiveness of ongoing website management during this period. When viewed on mobile devices some content on



the website was unclear, very little new content was observed on the website during the three-month period (with the exception of photobooth uploads and a running Facebook feed).

- The lack of effective implementation of the corflute street signage, additional run of posters (especially to venues that didn't receive them during the initial run) and the branded water bottles throughout the Precinct – key areas of visual message reinforcement, was felt to have compromised the integrated delivery impact of the campaign.
- During the campaign period, The SNP board members were happy to assist wherever possible however a number of campaign deliverables had to be followed up to ensure the continued visibility of campaign throughout the Precinct– i.e. printing of posters, nightlife in house messaging for venues, corflute signage, website updates, ambient materials and campaign engagement (especially outside of Ocean Street) with varying degrees of success and contrary to campaign delivery expectations.
- An expectation upon concept signoff was that the Campaign Director was responsible for the effective delivery of the campaign. At no point during the planning stage or well into the campaign rollout was a reduction in management fee offered as a reason for the impact on effective campaign delivery.
- It should be noted that the Campaign Director chose to submit the 'Own Your Night' campaign evaluation directly to OLGR without the prior consent or knowledge of the SNP SC. As a contractor/supplier commissioned by the SNPSC this approach was highly unusual and contrary to normal business practice. This also allowed no redress for comments that were incorrect. For example, the reference to a loss of \$8,000 from the project as suggested in the final evaluation submitted by the Campaign Director is incorrect nor was the budget reduced three times. Personal comments submitted within the report are disappointing and suggest a 'blame shifting' approach to accountability. The SNP local board management committee and PSCC members have expressed their extreme disappointment in this conduct and a detailed discussion has been documented in the SC SNP minutes of June 4, 2018.

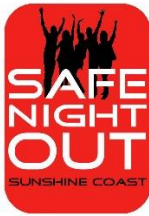
"The board finds it unacceptable that the communication was firstly fragmented and then ceased through the appropriate channels of the Secretary with regard to the expected deliverables. There is unanimous support from the Board that we articulate those parts of the contract that were not forthcoming. The board expresses its extreme disappointment that the contractor made a personal attack on the secretary of the SNP acting in good faith and at the behest of the board, made accusations that board members frustrated the delivery of the contract and laid blame at the feet of Community Solutions for not carrying out the deliverables on the contractor's behalf."



- Unfortunately, a significant barrier to a more positive, engaging and successful campaign was the unexpected lack/block of communication from the Campaign Director from the end of February to the conclusion of the campaign.
- This unprofessional situation has contributed to unnecessary negativity around the campaign engagement and frustrated the resolution of any issues.
This highly unusual professional situation has distracted focus away from **the real successes of the campaign in proactively addressing ways to TAFV and deter anti-social behavior and reaching a targeted audience.** It should be noted that to date the Campaign Director has provided no direct response to email enquiries regarding aspects of the campaign requested by SNP Secretary over the previous few months, this includes a formal letter of behalf of the SNP SC executive sent by the SNP Secretary and President requesting clarification of campaign matters (outlined in detail and included as part of the evaluation report) which to date remains unanswered and a request to clarify ongoing IP ownership of campaign assets.
- A confirmation to transfer social media pages, website login details and print files has been forwarded to the board on 13/07/18. This confirmation has been forwarded from the director of the social and digital media firm who took over management of the social media delivery earlier this year.

Campaign Budget:

- Initial proposed budget 19/04/17 for \$43,200 (+GST) included set up costs (\$22,500 + GST) and 1st quarter costs (\$20,700+GST) + additional 3 x (\$20,700 + GST)
- In 2017 a campaign proposal and budget was submitted, revised once, finalized and accepted. Set up costs were \$19,500 (+GST) and 1st Quarter costs were \$19,200 (+GST).
- Campaign Director presented campaign concept and proposed budget at SNP board meeting 24/04/17. Board members expressed reservations about set up costs (notably website design)/ongoing costs and requested further clarification.
- Revised budget received 02/05/17 (set up \$19,500 + GST) and quarterly costs of (\$19,200 + GST). Website design was reduced by \$3,000, and as submitted by Campaign Director - ambient campaign management reduced by \$1,000 and evaluation reporting reduced by \$500 (+GST) for the quarter.
- Accordingly, upon budget agreement, SNP grant funds #40 were redirected, \$38,700 +GST (\$42,570 total) has been paid in full to JLIG Foundation.



- Campaign consultancy and design proposal (with budget) received from Campaign Director 18/08/17. Consultation with stakeholders commenced late September. Final design document received 23/11/17 and signed off. Campaign commenced Jan 1, 2018 and concluded March 31, 2018.
- In addition to \$42,570 paid to JLIG Foundation, an additional \$31,031.06 was accessed via GCBF grant for branded campaign assets/ambient activity products – total amount to date of campaign \$69,731.06

Conclusion:

The 'Own your Night' Campaign was well designed to proactively address anti-social behavior and tackle alcohol fuelled violence by delivering a series of informative and educative safety messages. The success was in the reach of the campaign messaging throughout the Sunshine Coast and the residual impact of branded material assets.

Given the initial investment towards designing and implementing the campaign, and the existing campaign assets to hand, the local board will be looking into viable options to build upon the leverage of the already established campaign using a different supplier. The board would like to thank the work of the JLIG foundation in their commitment to delivery socially inspired messaging that can make a real difference to addressing anti-social behaviour. The local board is currently in discussion about how best to extend the messaging of 'Own Your Night' throughout the Precinct in the future.

Attachments:

- **Own Your Night Campaign Evaluation Report submitted by Campaign Director**
Sch 4/3/3
- **Letter sent to Campaign Director by Sunshine Coast Safe Night Precinct Local Board outlining aspects of the campaign delivery and activations causing concern 24/04/18. (no formal response received to date)**

#OWNYOURNIGHT

OWN
YOUR
NIGHT

OWN
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'Own Your Night' was a specifically designed integrated communication strategy for the Safe Night Sunshine Coast Precinct Inc. for the period 1st January – 31st March 2018. The campaign was developed using a "collective impact" model of investigation and incorporated into the design of the campaign to integrate stakeholder contributions to reduce alcohol fuelled violence on the Sunshine Coast. Significant considerations of the campaign included;

- Patron awareness of the Sunshine Coast SNP
- Increased contributions of stakeholders to reducing alcohol fuelled violence
- Delivery of messaging deigned to improve patron awareness of appropriate social standards of behaviour to reduce alcohol fuelled violence in the Sunshine Coast SNP
- The regions unique mix of social and cultural identities shaped by the dominant cultural influence of the surrounding natural environment

'Own Your Night' is the first campaign on the Sunshine Coast to address the need to develop a greater awareness of self-regulation in patrons frequenting late night venues. To achieve this, the campaign developed and delivered a series of focused social messages that targeted current risky behaviours of patrons that are drivers of anti-social and violent behaviour. To correct current social behaviours the targeted messages provided practical 'tips' for patrons. These included;

- Addressing current drinking practices
- Creating awareness of exit strategies
- Socially stigmatising risky social behaviours
- Encouraging healthy social practices including eating whilst consuming alcohol
- Promoting live music and entertainment

The objective of 'Own Your Night' is to communicate with patrons a set of social standards to improve 'self-governance' within the Sunshine Coast SNP. These communications will address risky behaviours that lead to self-harm or the harm of others and contribute to an advent of social change in patron behaviours.

To support the introduction of legislative reform and regulatory changes including the introduction of ID scanning, the campaign recognised there was no singular measure that would effectively reform patron behaviour. Rather, through the delivery of key messages across a variety of mediums and contributions from stakeholders, the campaign aimed to promote a set of 'social messages' that would initiate a change in the socio/cultural patron behaviour.

In addition to promoting behavioural change in patrons, the need to establish a visual and recognised identity of the Sunshine Coast's Safe Night Precinct(s) was integrated into the campaign.

This objective of the 'Own Your Night' was achieved by publishing key messages of the campaign in a variety of mediums, materials and events including;

- Safety mats for ID scanners
- Bar runners
- Coasters
- In house digital displays
- Social media channels
- Website
- Photobooth
- Street signage
- Posters
- Taxi advertisements
- Water bottles
- Press Conference
- Cinema Advertisement
- Live music

Branded venues assets

In preparation for the commencement of 'Own Your Night', late night venues and other licensed venues (members) of the Sunshine Coast safe night precinct were identified in priority of risk and issued with campaign assets. These included campaign branded ID scanner mats, bar runners with key messages and coasters with key messages. These campaign assets and others were acquired from additional funding provided to the SNP by the Community benefit Gambling Fund, which represented close to 50% of the campaign's budget. It was observed that venues were actively using assets from the commencement of the campaign on the 1st January 2018. These assets delivered campaign messages at the point of entry to a late night venue operating ID scanners, at the point of service on bar tops and under drinks on tables inside the venue. It is estimated that across all venues of the Sunshine Coasts Safe Night Precinct displaying these assets, campaign messages were delivered to the target audience (patrons) with a frequency of no less than 10,000 patrons per night. If all venues displayed their assets (recognising that coasters are perishable) over the course of 24 nights of trading (2 x per week of the campaign), these assets alone have generated a conservative frequency (reach) of 240,000.



Digital displays

The key messages of 'Own Your Night' were also designed to fit screen monitors and televisions in licensed venues, to be integrated amongst in venue advertising. Two formats, landscape and portrait were produced for licensed venues. Digital displays were observed being used by some venues, with the frequency of delivery determined by venue integration. It is conservatively estimated that a venues could deliver a message on a screen every 5 minutes across a trading period of 5 hours would results in 60 publications per screen, per venue, per night.



Social Media


Two social media platforms, Facebook and Instagram, were selected for the campaign, though several other platforms were considered, they did not fit the required functionality for delivery of 'key messages'. The use of snapchat filters was also considered, though due to budgetary conditions snapchat filters were deemed too expensive and not to as cost effective as the chosen platforms. Twitter was also considered, however the need for constant monitoring and engagement to enable effective interaction with users was too costly.

Director of Zig Zag Business Solutions the social and digital media firm recognised for its work with late night licensed venues was engaged to manage the social, web and digital/design media component of the campaign. Weekly meetings were held to select media content and review content publications. In summary of the campaign, Zig Zag productions writes, "Own Your Night found great success within both paid and organic social media channels. Initial research within Facebook suggested a potential 45,000 unique individuals exist within the effective travel ranges of the three Safe Night Precincts of the Sunshine Coast.


These unique individuals have an age ranges of 18-35, with interests under the headings of alcohol, live music and nightlife entertainment. These three headings and their related sub sets of interests were identified as associated factors related to alcohol fuelled violence.” Other local interests were also considered in the design of the campaigns targeting strategy including sporting likes and interest in local environmental issues and events.

Within the context of the social media campaign “Content produced fell into four distinct categories;

- Campaign messaging
- Behavioural evaluation
- Live music events
- Venue meals


Own Your Night
1 February · 🌐

We've all done silly things, but these days social media is forever, so make sure you're Owning Your Behaviour!
Do you know anyone that's been a bit silly lately?
#ownyournightsc
#socialmediaisforever
#thatsnohulahoop



Own Your Hula Behaviour!
00:31

15,903 people reached

Boost Again

Performance for your post

15,903 People Reached		
9,808 Video Views		
68 Reactions, comments & shares		
12 Like	8 On post	4 On shares
3 Haha	2 On post	1 On shares
1 Angry	0 On post	1 On shares
49 Comments	44 On Post	5 On Shares
3 Shares	3 On Post	0 On Shares
743 Post Clicks		
247 Clicks to Play	0 Link clicks	496 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

All social media posts were designed to underpin the key campaign messages including the scripting of post texts and the selection of relevant (new and existing) social media content. “Posts were intentioned to reinforce positive social behaviours while stigmatising negative behaviours often using proven ‘cut through’ techniques incorporating humour. The manner in which the posts were designed aimed to provide social examples to entice the target audience to distance themselves from the portrayal of risky behaviours and hence take greater ownership of their own behaviours. Comparisons and conversations were also promoted to develop focused dialogue on risky behaviours within targeted peer groups.”

Own Your Night
14 April at 16:23 · 🌐

Remember, your ID is your ticket to a great night out!
For safety's sake, don't leave it at home!
#OwnYourNightSC



👤 5,779 people reached

[Boost Again](#)

Performance for your post

5,779 People Reached

71 Likes, Comments & Shares 📊

57 Likes	55 On Post	2 On Shares
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10 Comments	8 On Post	2 On Shares
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4 Shares	4 On Post	0 On Shares
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194 Post Clicks

86 Photo views	0 Link clicks	108 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.


In summary;

- A total of posts 62 have been published, with content (posts) viewed 625,936 times during the course of the campaign
- This produced a monthly average of 208,645 views per month across the targeted 38,130 unique users
- These targeted (high risk) individuals (unique users) were exposed to (received) an average of 5.5 messages per month of the campaign
- The cost of delivery to these high risk individuals was \$0.10.5 cents per post, representing a very high degree of return on investment
- 48.33% of the campaigns' channels total reach was generated organically, meaning that for every \$1 spent on paid messaging, an additional \$0.94 of viral reach was obtained through shares and likes from user engagement
- Direct messaging to the campaigns channels was managed daily with prompt response times. Direct dialogue with social media users was used to stimulate targeted engagement
- At the time of this report there were 400+ likes to the Facebook and 57 following Instagram

Social Media Statistics for Facebook & Instagram

	Total Reach Unique Users (Aggregate)	Paid Reach Unique Users (Aggregate)	Organic Reach Unique Users (Aggregate)	Reach Split Organic/Total	People Reached Unique Users (Singular)	Adspend Leverage
NYE + Jan	177,347	88,087	89,260	50.33%	31,202	101.33%
February	220,074	115,569	104,505	47.49%	40,582	90.43%
March	228,514	119,789	108,725	47.58%	42,606	90.76%
Totals	625,936 aggregate	323,445 aggregate	302,491 aggregate	48.33% average	38,130 average	93.52% average
	208,645 average	107,845 average	100,830 average			

*To bridge the channels in lieu of further funding, an additional month of service was paid in April by the Just Let It Go Foundation for the management and sponsorship of posts on both the Instagram and Facebook social media channels.



Own Your Night is eating parmigiana at Pub Mooloolaba. ***
19 January · Mooloolaba · 📍

Own Your Hunger!
Pub Mooloolaba is serving up one of the biggest, baddest parmy challenges we've ever seen, the Parmageddon! If this doesn't fuel you up for a night from dusk til dawn, we don't know what will!
Tag a mate you'd demolish this with!
#ownyournightsc... See more

81,038 people reached

Boost Again

Performance for your post

81,038 People Reached

2,314 Reactions, comments & shares

268 Like	246 On post	22 On shares
10 Love	9 On post	1 On shares
3 Haha	2 On post	1 On shares
37 Wow	33 On post	4 On shares
1,956 Comments	1,872 On Post	84 On Shares
41 Shares	39 On Post	2 On Shares


5,350 Post Clicks

1,087 Photo views	0 Link clicks	4,263 Other Clicks
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NEGATIVE FEEDBACK


16 Hide Post	9 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.



Own Your Night
 9 February · 🌐

Left & Right Handers are Waves!
 Chill out, focus and do some amazing things just like this guy.
 Don't let violence ruin a good time, for yourself or your mates!
 #ownyournightsc
 #righthandersarewaves
 #ownyourimpulses
 #beawesomenotawful



Left/Right Handers are Waves!
00:17

Performance for your post

15,392 People Reached

6,429 Video Views

31 Reactions, comments & shares ⓘ

21 Like	20 On post	1 On shares
2 Love	2 On post	0 On shares
4 Comments	4 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares


137 Post Clicks

46 Clicks to Play ⓘ	0 Link clicks	91 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.



Own Your Night: Left/Right Handers are Waves!

Left & Right Handers are Waves! Chill out, focus and do some amazing things just like this guy. Don't let violence ruin a good time, for yourself or your mates! #ownyournightsc #righthandersarewaves #ownyourimpulses #beawesomenotawful

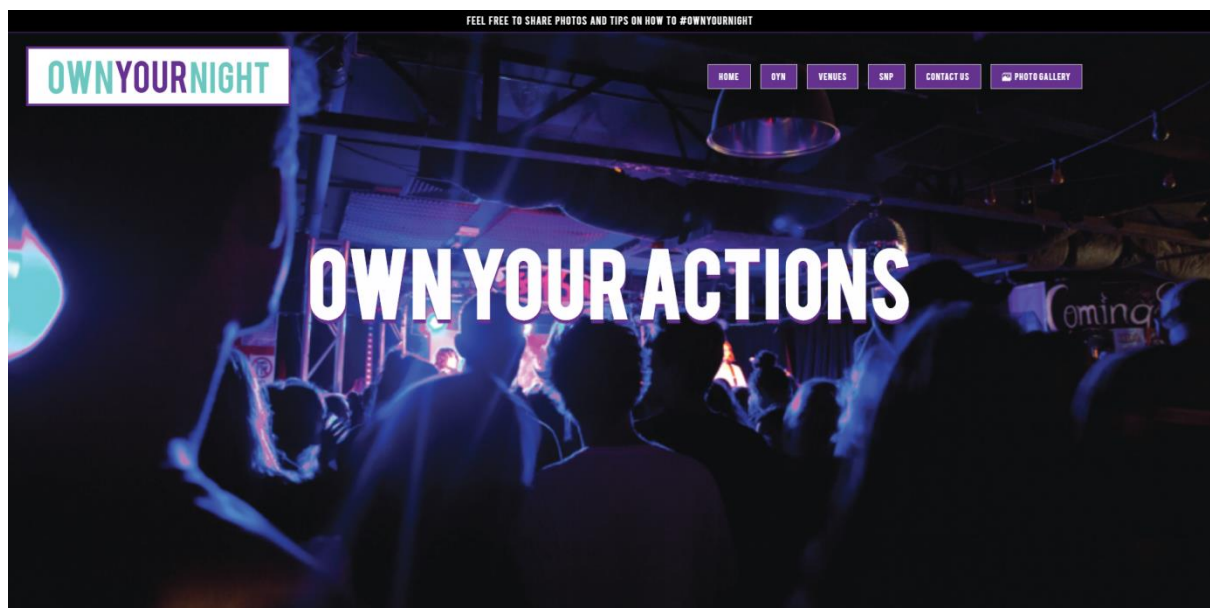
0:17 · Uploaded on 09/02/2018 · View permalink

Performance for your post ⓘ

⌚ Minutes viewed	2,238 >
📺 Video views	6,429 >
📺 10-second views	4,021 >
📺 Video average watch time	0:07 >
👤 Audience and engagement	>

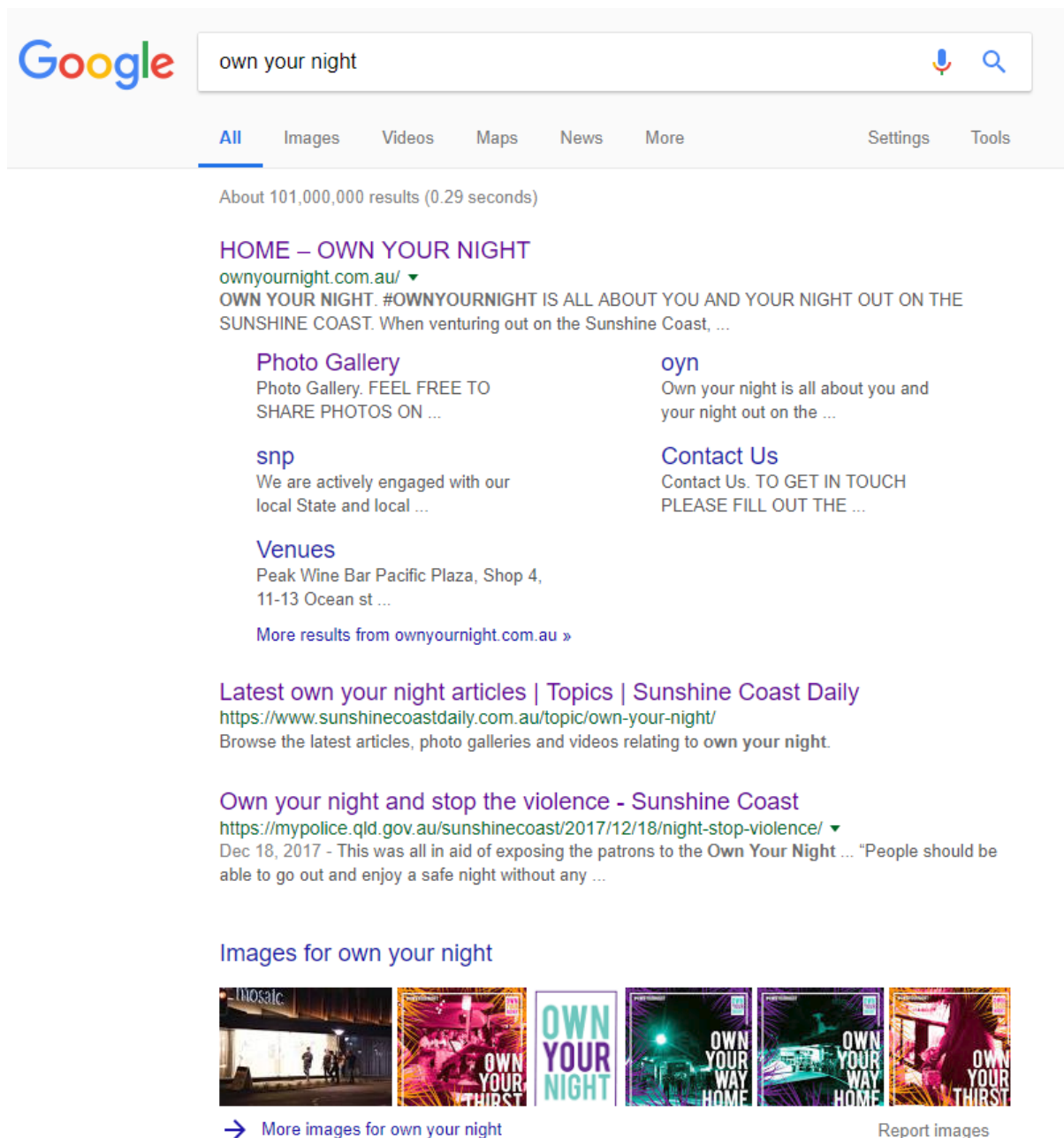
Website (www.ownyournight.com.au)

The Own Your Night website had 1648 individual users of the site during the campaign with 1,921 sessions recorded which averaged at 640.33 users per month. There were 3,606 page views with the photo gallery being the most popular page, followed by the home page of the site. The spike in users and sessions in February is attributed to increased exposure of the campaign resulting from the press conference, patron awareness of the campaigns photobooth, distribution of campaign message cards and social media traffic.



	Users	Sessions	Page Views	Bounce Rate	Popular Page
NYE + January	204	293	1,732	2.29%	Photo Gallery
February	1,321	1,390	843	0.07%	Photo Gallery
March	145	238	996	0.57%	Photo Gallery
Totals	1,648	1,921	3,606	0.97%	Photo Gallery

The Own Your Night website continues to rank no1 on Google for searches relating to the campaign, ahead of news articles and the social media channels of the campaign. The maintenance, daily monitoring, corrections, upgrading of website applications, SEO (search engine optimisation) was averaged at a cost of \$35.00 per day for the period 1st January - 31st March.



Ambient Activities

There were 3 components of ambient campaign undertaken during the delivery of 'Own Your Night'. These were;

- Photobooth
- Street signage
- Poster distribution

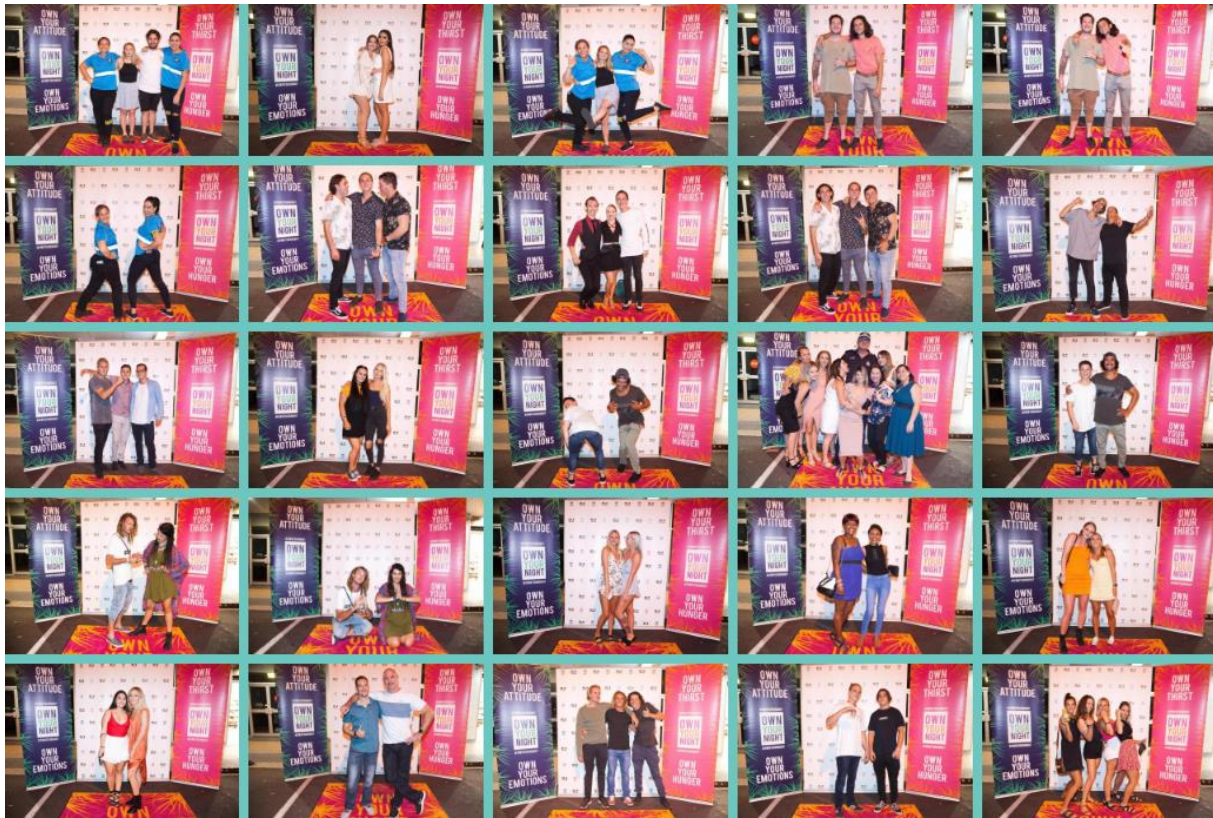
Photobooth

There were 8 photo booths programmed for Ocean St Maroochydore during the campaign. Each photobooth activity included 2 promoters and a photographer who journeyed from Brisbane. The photobooths activation ran from 10pm -12am. Photobooths conducted were under police supervision. There were zero (0) incidents reported during the photobooth activities. The photobooths were highly successful in engaging patrons with campaign messaging, creating awareness of the campaign in general and providing linkages to further campaign material via the website and Facebook channel. Patrons were highly supportive of the photobooth and populated it well during times of delivery. It is estimated that 381 photos of patrons were published online and on social media with patron inclusion reaching no less 1,524 (averaged at 4 persons per photograph). The photobooth also provided a point of engagement in a public space of the SNP with patrons observed to leave the photobooth with happy dispositions, reducing the potential of risk of aggressive behaviour. The photobooth allowed both QPS and Licensees in Ocean St to observe patron behaviours. In particular levels of intoxication were observed with a number of patrons being refused further entry into licensed venues in Ocean St.

Both promoters and the photographer wore branded Own Your Night doubled sided branded T-Shirts. Patrons were also given a 'key message card' and told when their photographs would be published. The Just Let it Go Foundation provided 1000 wristbands to the photobooth which were distributed to patrons. Community Solutions also utilised the popularity of the photobooth to hand out promotional items and increase general patron awareness of their service. It is estimated that at a minimum 12,000 patrons were exposed to campaign content through the photobooth.

The Photobooth was very popular with patrons in Ocean St Maroochydore. Other sites were deemed unsafe to stage a photobooth including the carpark at The Wharf Mooloolaba and the car park at the James Cook University. Friday night activations were more patronised than Saturday night activations, though heavily populated events like live music events saw an increase in engagement with patrons. The photobooth exhibited it greatest appeal to the 18 -24 year old demographic though this did not inhibit patrons of all ages from participating in the activity.

In total there 8 activations were programmed over the 12 weeks of the campaign. There were 4 cancellations due to poor weather including heavy winds and periodic showers. As the photobooth was located in an open air space, when conditions became adverse it became unsafe for the patrons, promoters and the photographer. These unfortunate onsite cancellations in March are reflected in a down turn in website users, as the photobooth page of pictures received the highest number of visitors per month across the duration of the campaign.



Photobooth dates

16/12 – Ocean St, Maroochydore

02/03 – Ocean St, Maroochydore

20/01 – Ocean St, Maroochydore

17/03 – cancelled illness Maroochydore

09/02 – Ocean St, Maroochydore

23/03 – cancelled wind, Maroochydore

24/02 – cancelled rain, Maroochydore

31/03 – cancelled rain, Maroochydore

*Community Solution volunteers have observed the photobooth on a number of occasions and also utilised the activation to increase awareness of their support services. The knowledge of how the photobooth operates and its value as a tool of engagement and observation is known to the organisation. It is recommended that the photobooth continue to be delivered periodically and if applicable integrated into their support service program. The intervention will require at a minimum, a highly experienced amateur photographer, though a professional photographer with experience of nightlife environments would be preferable and at least 2 x promoters. The 4 x pull up banners and 1 x safety mat (assets) are stored at the Community Solutions rest and recovery centre in Ocean St. In addition the foundation purchased portable sandbags to anchor the pull up banners of the photobooth.

Street Signage (Ocean St)

Due to a lack of available advertising space in the public domain of the Sunshine Coast SNP, a signage opportunity was developed with Energex to utilise their light poles in Ocean St to attach purpose designed corflute signage. The corflute's were designed with two key functions;

- To deliver campaign messages in the public space of the Maroochydore precinct
- To colourise and brighten the eastern end of Ocean street

With management fees for the campaign removed from operational budget, the onus was placed on developing stakeholder contributions during the consultation phase, which were then incorporated into the design and delivery of the campaign. An arrangement was made with the former manager of Community Solutions to store campaign materials at the rest and recovery centre and to install and remove corflute signage on Energex poles in Ocean St. Despite the corflute's being provided to Community Solutions prior to the commencement of the campaign, the signage was not initially installed in January. (It should be noted that the organisation underwent management changes at this time.)

The director of Just Let It Go took the time to visit the Ocean St to show volunteers and the new manager how to install the signage on identified which Energex light poles. The corflute's were to be put in place on Friday night and removed on Sunday morning.



Although the signage was not used to its maximum potential during the three months of the campaign the signage did feature in the filming of the cinema advertisement. Under new management, Community Solutions did install signage during February and March, There is also enough stock of corflute signs to continue being installed in Ocean St. The contact details of the Energex representative have been forwarded to the manager from Community Solutions responsible for the support and rest and recovery services. It is estimated that over the course of a weekend (Friday night to Sunday morning) approximately 5,000 patrons per weekend would become engaged with the 'key messages' of the campaign. This would equate to approximately 60,000 patrons being exposed to 'Own Your Night' messaging.

Poster Series (SNP licensed venues and Sunshine Coast University)

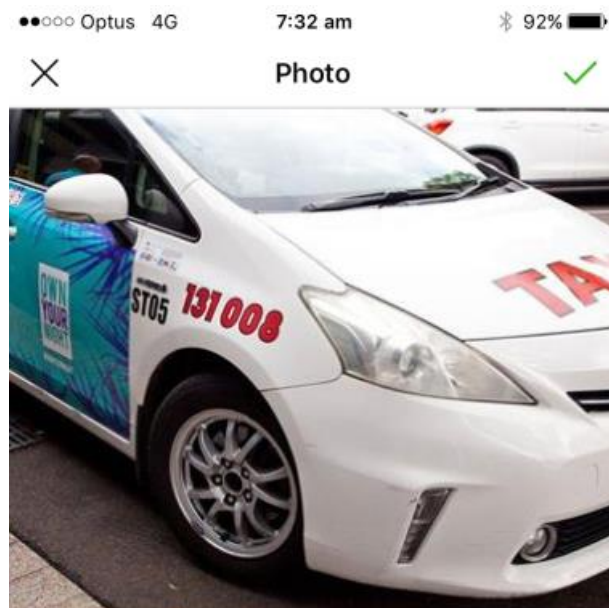
A series of posters were designed from campaign messages for licensed venues of the SNP and the Sunshine Coast University. The first series were provided to Solbar for distribution at the SNP local board meeting. Six key messages that were considered appropriate for the medium and locations were selected. The second publication of posters was distributed at the Sunshine Coast University. 65 posters were placed on all public notice boards of all faculties on the Sunshine Coast Campus during Orientation week.



The objective of placing the intervention (posters) at the university was to 'piggy back' off the introductory period of the academic calendar where students are being introduced or familiarising themselves with the institution. The university posters were targeted at the 18-24 year old demographic. There are 11,602 enrolled students at the university. It is conservatively estimated that the posters at the university were viewed at least 30,000 times by the 18-24 year old target audience.

Taxi Advertisements

A sponsorship arrangement and discount was negotiated with Suncoast Cabs and the GO transit media group for the decaling of taxis. 4 x campaign messages were selected relating to behaviour and exit strategies. The taxi advertisements ran from the 22.01.2018 – 25.03.2018. The taxi cabs were made available for the campaigns press conference and were featured in television news reports. The taxis were featured in social media posts of Suncoast cabs and Go transit media and a social media 'spotting' competition was developed and staged with patrons asked to snap a cab and post it to the campaigns Facebook page. Although figures are not available on the advertising reach of Suncoast cabs. It is estimated that each vehicle spends 56 hours per week on duty on the Sunshine Coast. This equates to 2,688 delivery hours of the 4 selected campaign messages.



♥ 153 people liked your photo

ownyournightsc Who wants to win a \$50 taxi voucher? All you need to do is keep your eyes out for our Own Your Night Suncoast Cabs! If you spot one, share a picture below and go into the draw to win!



Press Conference



With a general population of 303,000 living on the Sunshine Coast; to promote the campaign to the general population and extend the reach of the campaign beyond its social media and online presence, an 'Own Your Night' Press Conference was staged at Solbar, Ocean St Maroochydore. The activity consisted of identifying media outlets on the sunshine coast including television, newspaper print and radio, liaising with media outlets, publishing a press release, coordinating with SNP stakeholders, participating in interviews and documenting the event. Liaisons and coordination with QPS Maroochydore ensured the inclusion of QPS messaging. The SNP was also represented by its President. Additionally, Suncoast Cabs provided a vehicle for the event.

- All television stations on the Sunshine Coast ran feature stories on the campaign on their evening news bulletin and published articles on their website and social media channels.
- Radio stations ran live and recorded interviews on more than one program and published articles on their website and social media channels.
- A coloured photo and article was published in the Sunshine Coast Daily and other in Quest newspapers as well as online and on respective social media channels.

It is conservatively estimated that the reach of press conference across media platforms of Sunshine Coast media outlets totalled no less than 200,000 viewers. Articles generated from the press conference were also published on the respective social media channels of media outlets increasing the reach of the news stories to an estimated 30,000 subscribers. Printed articles are estimated to have reached 45,000 readers. Media Outlets that published stories on the On Your Night Campaign included;

Print

- Sunshine Coast Daily
- Queensland Times

Radio

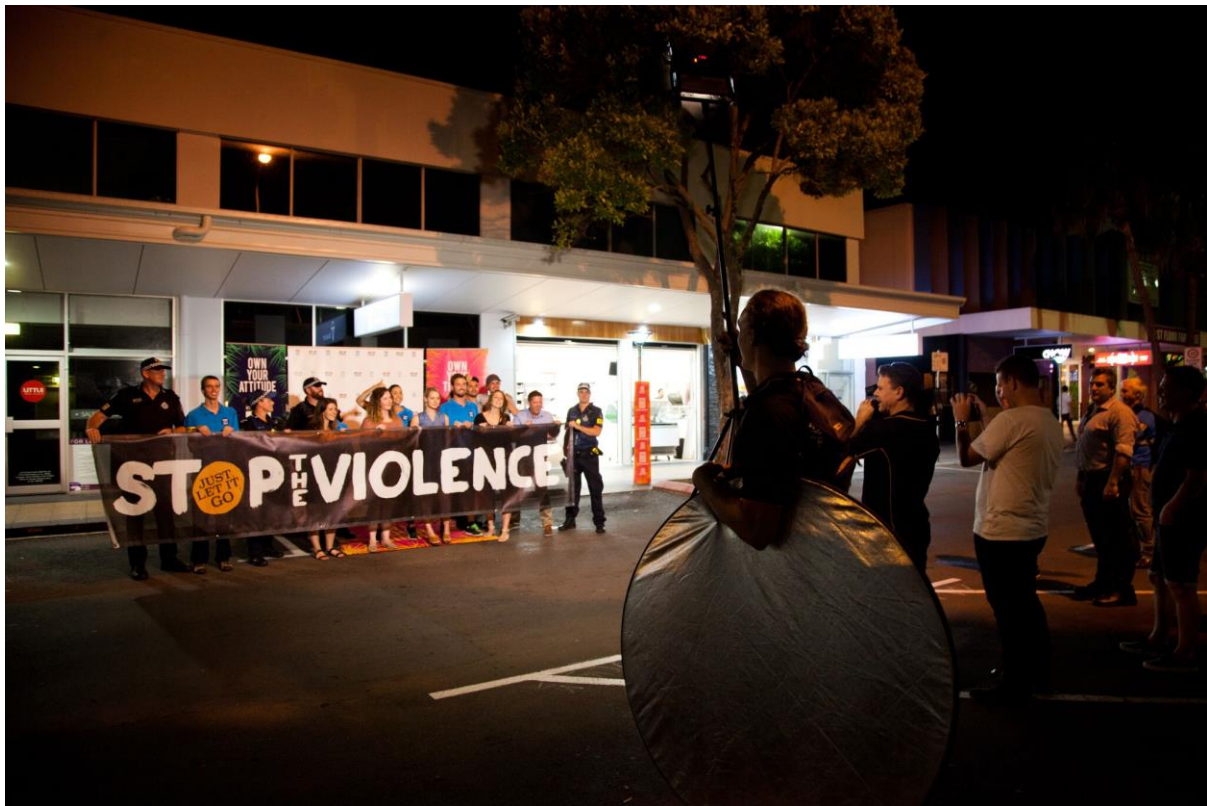
- ABC Saturday mornings
- Sunshine FM

Television

- Win 10
- Channel 7
- Channel 9



Cinema advertisement



In partnership with QPS Maroochydore station, a 30 second cinema advertisement has been filmed for the Safe Night Precinct of the Sunshine Coast and is booked for screening in Sunshine Coast cinemas in June 2018. The Just Let it Go Foundation contributed to the management and coordination of the filming in Ocean St, which included the campaigns photobooth and street signage. In addition the foundation produced and provided a banner for the advertisement that includes Community Solution volunteers, QPS staff, SNP patrons and OYN ambient campaign promoters. The foundation recently contributed to the development of the advertisements script and coordination with QPS and the production company for additional off site filming and sound recording.

Branded Water Intervention

Due to a delay in printing and wait times in bottling the 'Own Your Night' branded bottled water was delivered to Community Solutions in March. There are 52 cartons of 350 ml bottles to be used to engage patrons who may require support or intervention. The bottled water project can be used as an engagement tool with patrons or simply distributed to patrons who appear dehydrated.




Pub Choir

To provide additional support for the campaign, the foundation introduced the act Pub Choir to the Sunshine Coast SNP, through the venue Solbar. The foundation has worked with the act for several months and recognises the unique and inherent value of the act in relation to changing drinking cultures. As an act Pub Choir has;

- An early playing time usually 7-9pm
- Plays on nights outside peak times
- Is highly engaging with their audience
- Draws a demographically diverse audience
- Creates an inclusive environment within a licensed venue

It is the socially inclusive and diverse audience of the act that provides for venues an example of positive cultural drinking practices that reduce the potential risk of harm. Both promotional posts for the performance and a video produced by Pub Choir were integrated into the social media pages of the campaign. The act saw approx. 275 patrons attend the event with zero incidents recorded. It is noted that Pub Choir is due to return to the Sunshine Coast SNP at Solbar in May 2018.



Pub Choir #12 (Maroochydore): Dumb Things - Paul Kelly
03:16

Own Your Night shared a video.

4 March · 🌐

Something new for all you nightlife lovers! #pubchoir #ownyournight #solbar

60,475 Views

Pub Choir
4 March · 🌐

On Thursday, 320 tanned, beach coppers rocked up to Solbar in Maroochydore to have a crack at the Aussie CLASSIC, Dumb Things by Paul Kelly. Enjoy the fruits of

[See more](#)

16,318 people reached

[Boost Again](#)

Performance for your post

16,318 People Reached

305 Reactions, comments & shares

166 Like	0 On post	166 On shares
20 Love	0 On post	20 On shares
2 Haha	0 On post	2 On shares
3 Wow	0 On post	3 On shares
47 Comments	42 On Post	5 On Shares
68 Shares	68 On Post	0 On Shares

335 Post Clicks

27 Link clicks	308 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Project Constraints

Budget

Although \$46,000.00 was approved and available to design and deliver 'Own Your Night', the campaigns budget was reduced three times upon demand of the SNP secretary. The reduction to 38,000.00, a loss of \$8,000.00 saw the management fee for the delivery of the campaign, which was priced at \$500.00 per week, effectively removed. It was expressed to the secretary that the reductions would reduce the effectiveness and agility of the campaign to take advantage of opportunities arising during its delivery. The loss of \$8,000.00 from the project was transferred as costs to and met by the Just Let it Go Foundation. This loss of allocated income of the project was both detrimental to the campaigns delivery and to the Just Let It Go Foundation, who experienced a financial loss to deliver the campaign.

Weather

Although a seasonally predicted wet period, the months of February and March provided a barrier to the campaigns delivery. In particular the photobooth was cancelled on 4 occasions during the campaign due to unsafe conditions produced by rain and windy conditions.

Safe public spaces

The absence of appropriate public spaces in Mooloolaba within the precinct was also a barrier to the delivery of the photo booth initiative. Other spaces including the SCU carpark were also considered to pose a reasonable risk to safety and were determined to be inappropriate due to poor lighting to stage photobooth activities.

SNP contributions

Although the campaign was specifically designed to incorporate contributions from SNP members, this was not realised to its potential. With a variety of mediums available from prepared digital content on social media and online, digital assets could have been more widely distributed through by members including venues.

Other assets of the campaign like the corflute's specifically required the contribution of an SNP member to be activated. Despite being willing to contribute to the campaign, for which their role was designed, this aspect of the campaign was not fully realised, with the organisation undergoing management changes and staffing challenges installing signs.

The behaviour of the secretary of the Sunshine Coast SNP during the delivery of the campaign was at times unhelpful, passive aggressive in nature and unwarranted. A micro managing approach and dismissive attitude adopted by the secretary placed regular demands on the director of the campaign that were harmful to the delivery and contrary to the design of the campaign.

Results for the period 1st Jan- 31st March 2018

Venue assets

- Campaign materials including; bar runners
- Safety ID scanner mats
- Coasters
- Digital display files
- Estimated reach to target audience during the campaign **240,000**

Social Media

- Number of impressions **625,936**
- Number of targeted users **38,130**
- **95.3%** of target market received **5.5** posts per month

Website

- Number of sessions **1,648**
- Number of users **1,921**
- Number of pages viewed **3606**

Ambient Activities

- **381** photos
- **4** photoboosts
- **1524** patrons participated
- **100** posters distributed
- Approx. **30,000** views of campaign content at SCU

Taxi advertisements

- **4** taxi cabs
- **2,688** hrs of advertisement

Press Conference

- **200,000** views of press conference
- Published by **7** media outlets on the Sunshine Coast

Live Music event

- **275** patrons attended first pub choir event on the Sunshine Coast

Estimated (conservative) number of campaign messages delivered between

1st January -31st of March 1,099,817

Recommendations

- It is recommended that under new management Community Solutions improve the delivery of campaign signage in Ocean St on Energex light poles.
- The photoboosts continue to be used to engage patrons during late night trading in the SNP
- Venues continue to use both material and digital campaign assets
- The social media channels be continued by an industry professional
- The website be maintained and promoted by an industry professional
- It is recommended that the SNP look to further engage Pub Choir in future events that may occur in outdoor spaces of the SNP

This report concludes the period of activity from 1st January -31st March 2018. It is the position of the Just Let It Go Foundation that the charity is unwilling to work with the current staff of the Sunshine Coast SNP. However the foundation will continue to work with some stakeholder members with whom there is an established relationship. Given the immense importance and personal significance of the region to the foundations chairperson, this is most disappointing. The costs absorbed to deliver the campaign by the foundation have also impacted on the business of the foundation.

As reported there were a number of factors from weather to organisational performance to human behaviours that negatively impacted on the campaign. However the reduction of operational budgets, in specifically the removal of the campaigns management fees, arguably had the greatest impact on the campaigns delivery.

Licensed venues benefited from the campaign through promotion of venues, the introduction of live music act to the region, the variety of mediums used to deliver campaign messages, the provision of venue assets and the established awareness of the Sunshine Coasts SNP.

Despite the barriers to the project detailed in the report, 'Own Your Night' had a conservative estimated deliverable frequency (number of times messages were delivered) of **1,099,817**. The ability of the campaign to reach the identified target audience of at risk patrons aged 18-35 was 95.3%. It is the number of messages delivered and the accuracy of the targeted messages which unequivocally demonstrate the success of the 'Own Your Night' campaign.

Report compiled by

Sch 4/3/3

Director

Just Let It Go Foundation





Sch 4/3/3
Campaign Director
Own Your Night Campaign
c/o Just Let It Go Foundation

April 24, 2018

Dear

RE: OWN YOUR NIGHT CAMPAIGN

Following confirmation that the abovementioned campaign concluded on March 31, 2018, we would like to seek clarification regarding a few aspects of the campaign delivery and activations.

We wish to properly acquit our operational funding and Gambling Community Benefit Fund grants received towards activating and implementing this campaign, and our Association would like to feel satisfied that all work has performed according to expectation.

Our local board has felt the campaign concept, campaign message design and campaign objectives to be great, however some aspects of delivery have regrettably fallen short of our expectations.

We would appreciate if you could address the following matters:

Campaign Messaging-Social Media Content	<ul style="list-style-type: none">• 15 Own Your Night key messages and 12 secondary messages would be delivered throughout the campaign 1st quarter and a new theme and topic would be delivered each week of the 13-week campaign from January 1-March 31, 2018.• Facebook appeared to be the main platform of social media engagement.• Our expectation was that each of the key campaign messages/secondary messages as outlined in our campaign sign off document (20/11/17) would be delivered through the main social media platform. We understand that some messaging was not overt – however reference to: Own Your Choices Own your Emotions
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	<p>Own your Attitude Our Safety Matters No ID/No Idea were not noted on the facebook posts during the campaign period.</p> <ul style="list-style-type: none"> • During the campaign only 13 posts were posted on Instagram. (mixture of venue promo and campaign messages) • Re: Campaign Social Media engagement -Venues were emailed on 18/12/18 and then on 31/12/17 requesting facebook posts be shared (especially for NYE) leaving very little time for venues to organise promotion. • While shared posts from other sources did comparatively well and there was an excellent uptake on a local venue 'parramaddan' night and Pub Choir Posts, many of the Facebook posts had limited engagement with just a handful of likes. The photobooth posts which highlighted one of the key ambient campaign tools used to attract patrons to the campaign seemed to garner the least interest on social media. Concerns about the ambient campaign delivery will be outlined in more detail below. • Content is shared with/from Don't Stop the Fun facebook Page. Are the facebook social media management/posts being handled by the same person? Please clarify if the pages been managed by JLIG Foundation or a separate specialized creative agency?
Graphic Design (Total Cost \$6,500+ GST)	<ul style="list-style-type: none"> • In addition to \$3,500 paid for in the the setup costs for Graphic Design – an additional \$3,000 has been paid for Graphic Design during Jan 1 – March 31. Please clarify what design this was for.
Website Design and Management (Total Cost \$10,000 + GST)	<ul style="list-style-type: none"> • At the Board's request the Website design cost was reduced from \$10,000 in original budget to \$7,000 (+GST) in the revise budget. This cost was paid during the setup costs. • \$3,000 was paid during Jan1-March 31 for website management. During this period 3 x Photo Booth activations were uploaded and a social media feed link maintained. Members of the Board noticed very little new content during January and February. • On 29/01/18 – a request was made to have the Web people update some venue contact details/remove a venue that had closed and add the SNP logo to website. Changes to website were done around 19/02/18. SNP logo has not been added to website during campaign period. • When viewing web content on mobile devices some headers were not clear.

	<ul style="list-style-type: none"> • In venue digital campaign messaging download from website to upload to 'nightlife' not formatted for screen - feedback was it looked 'unprofessional'. (following SNP board follow up regarding this on 22/01/18 and 09/02/18 – Campaign Manager arranged to have a correctly formatted link emailed to venues. • Has there been a change in creative agency since set up looking after the website?
Ambient Campaign Activities/Management (\$3,000+GST)	<ul style="list-style-type: none"> • Ambient Campaign Test date (Photobooth) - Saturday 16/12/17 (Ocean Street Maroochydore) followed by: Photobooth 20/01/18 – (Ocean Street Maroochydore) Photobooth 09/02/18 - (Ocean Street Maroochydore) Photobooth 02/03/18 - (Ocean Street Maroochydore) • Specially designed corflute campaign signs were to be installed around Energex/lamp posts signs in Ocean Street and Mooloolaba respectively during 'high risk' weekend times of 9pm-5am from Jan 1-March 31. • This signage medium should have added greatly to the overall visual presence of the campaign and reinforced the key messages of the campaign while providing a highly visual link to the OYN campaign in public spaces. • No corflute signage was visible during January 2018. • Some Signage was placed up by Community Solutions throughout Ocean Street in February however no signage was placed throughout Mooloolaba/Caloundra. • There appeared to be a miscommunication of expectations about responsibility for placing up and removing the corflute signage in Maroochydore between Simon and Community Solutions during the campaign period. • The ambient campaign presence throughout Mooloolaba was not reinforced during the campaign. There were no photobooths/ campaign corflute signage/flags etc. during the campaign. Alternative solutions for Mooloolaba activations did not seem to be explored. • Queries about alternative activations/ ambient activity at USC were unanswered. • 14/03/18- Community Solutions contacted SNP to follow up about status of OYN branded water bottles. Contact had been made with Campaign Director however not followed through at time of email. Board expectation was that the water bottles would be provided to patrons during final hours of photobooths – however as delivery was not finalised until mid-March this did not happen.

	<ul style="list-style-type: none"> • Campaign Sign off document made reference to wristbands and message cards to be distributed to patrons at photobooth. Board is unclear if this activity took place.
Venue Communication /delivery of materials	<ul style="list-style-type: none"> • Venues were emailed on 18/12/17 that scanner mats/coasters and bar runners would be delivered the next day 19/12/17 for Maroochydore and 20/12/17 for Mooloolaba and Caloundra. • Social media content/Digital display graphics/campaign timings and activations were to be provided in separate email. • Social media update and request for venues to share facebook posts (especially for NYE) sent 31/12/17 allowing no time for promotion. • Following issues highlighted by SNP board with resolution of digital display graphics an email was sent out to venues around 12/02/18 • SNP board followed up with Campaign Director regarding campaign Posters were to place up at venues/behind toilet doors etc. on 22/01/18. Posters were brought up to media conference February 5. SNP board members distributed materials to venues on February 5. A list of venues with distributed materials was provided to Campaign Director. • Additional posters were required and requested. Campaign Director advised that they would be posted (250 A3 posters) – however as Campaign Director indicated that he would be attending a photobooth/JLIG ad shoot on Ocean Street on February 9, it was requested that he bring them up with him. • Expectation that Campaign Director distribute/organise distribution of posters expressed however Campaign Director indicated that it was up to SNP to distribute amongst membership. • Posters have since not been located -board is unsure what has happened to them. Requests for updates have not been answered.
Campaign Updates	<ul style="list-style-type: none"> • Outlines provided during setup period 18/08/17 for campaign consultation and design phase (total cost \$19,500 + GST) and campaign concept and sign off documents provided during November 2017. • Brief preliminary Report following the set-up period and brief campaign update provided 22/01/18. • Specific detail of campaign rollout not generally provided during campaign period Jan 1- March 31. Additional updates generally requested by SNP ahead of board meetings – updates generally only provided on request of SNP members. Actual rollout of campaign with specific

	<p>details felt to be vaguely communicated more specific detail would have been appreciated and would have added to engagement of SNP and stakeholders with campaign.</p>
GCBF (Total \$31,031.06)	<ul style="list-style-type: none"> • The board is keen to acquit the GCBF organised by Campaign Director towards promotional campaign materials and due now. • Following the conclusion of the campaign on March 31, there is still \$4514.81 in the SNP account allocated to GCBF. • An invoice for Taxi wraps has not yet been received from Campaign Director. Queries following this up have not yet been answered.
<p>Budget revision (Total OYN campaign to date \$38,700 + GST + GCBF \$31, 031.06)</p> <p>= \$69,731.06</p>	<ul style="list-style-type: none"> • In conversation with Campaign Director on 22/02/18 - reference was made a number of times to the OYN budget being cut and therefore running at bare minimum which including his campaign management fee. • Campaign Director was invited during the course of conversation to put any concerns into writing which would be passed on to the board. • The budget was revised once following initial submission to Board who queried the cost of Website design - reduced from \$10,000 to \$7,000 in set up costs. • First quarter costs were reduced by only \$1,500 in total (\$1,000 from ambient campaign management activities and \$500 off evaluation reporting) as submitted by Sch 4/3/3 in May 2017. In the revised budget document suggests that 'a significant amount of discount was initially applied to reduce campaign costs to less than 50% of Fortitude Valley'. • Given the significant difference in the number of late night trading venues, patronage and capacity between Fortitude Valley and Sunshine Coast SNP – a substantial difference in campaign cost would obviously be expected. • The final revised budget was submitted by accepted and submitted to OLGR and signed off. The Board would expect that campaign costs were adequately covered to ensure the success of the campaign and signed off accordingly. • On 14/03/18 OLGR responded to SNP board queries about reallocating \$4,500 back into OYN campaign that was earmarked for return following the reallocation of original Public awareness campaign to Own your Night. There was opportunity to provide reasons to retain these funds and direct them back to OYN. Campaign Director was copied in on the email by OLGR

	and followed up with invitation to provide feedback by SNP with no response to date.
Evaluation/Reporting (\$2,000 + GST)	<ul style="list-style-type: none"> • Please confirm an approximate date that the evaluation will be completed. The board requests the report is completed and submitted to us by the end of May, 2018 to allow us to fulfill our operational grant acquittal obligations.
Campaign Assets- Ongoing status of Own your Night Facebook page and Website.	<ul style="list-style-type: none"> • Please confirm what happens with these assets? • Please confirm if the SNP will be able to access and utilise the Facebook page and Website. • If so, please provide access/administrative information in a timely manner
Campaign Assets - Print Files for Posters	<ul style="list-style-type: none"> • Does the SNP board have access to the print files to generate further campaign material if required at a localised level?

We look forward to addressing these matters in a timely manner and await your earliest reply.

We also look forward to receiving your evaluation of the campaign and social media data analysis which will form part of our operational acquittal– please confirm the date that this will be delivered, our expectation is that it will be submitted to us by the end of May, 2018.

Yours sincerely,

Sonia Clark
Secretary Safe Night Out Sunshine Coast Board

Alex Johns
President Safe Night Out Sunshine Coast Board

DEPARTMENT OF JUSTICE AND ATTORNEY-GENERAL BRIEF FOR DECISION/ACTION

Date: 28 June 2016
To: **Attorney-General and Minister for Justice**
Minister for Training and Skills
From: Office of Liquor and Gaming Regulation – Liquor, Gaming and Fair Trading
Subject: Safe night precincts – approval of operational funding
Requested by: Internally generated

RECOMMENDATIONS

That you:

- (a) **approve** funding totalling \$27,315.50 (excluding GST) for application 20 submitted by Safe Night Airlie Beach CBD Precinct Inc subject to conditions;
- (b) **approve** funding totalling \$250,000 for application 28 submitted by Safe Night Fortitude Valley Precinct Inc subject to conditions;
- (c) **not approve** funding applications 27 and 37 submitted by Safe Night Airlie Beach CBD Precinct Inc; and
- (d) **note** the attached draft media releases (**Attachments 1 and 2**).

BACKGROUND SUMMARY

1. A budget of \$8 million has been allocated to the safe night precinct (SNP) operational grants program. To date, six grants have been approved totalling \$291,183 leaving a program balance of \$7.71 million.

ISSUES

Application 20 from Safe Night Airlie Beach CBD Precinct Inc

2. Safe Night Airlie Beach CBD Precinct Inc submitted application 20 seeking \$40,951.86 (excluding GST) to:
 - develop, produce and install brochures about responsible consumption of alcohol;
 - develop and install signage to inform visitors they are entering a safe night precinct and where they can go to find more information about the precinct; and
 - purchase bottled water.
3. The budget items of brochures and signage are recommended for approval, subject to an evaluation being undertaken of the initiative. Bottled water is not recommended for funding as this is a recurrent budget item and relates to rest and recovery services which are to be administered through the Department of Communities, Child Safety and Disability Services' (DCCSDS) rest and recovery Program.

4. The Office of Liquor and Gaming Regulation (OLGR) recommends you approve \$27,315.50 (excluding GST) with the following special conditions:
 - OLGR is to receive and approve an evaluation plan. The evaluation plan is to be provided within one month of the grant being approved;
 - OLGR receives the evaluation on acquittal of the grant; and
 - final quotes for the requested items are submitted to the OLGR prior to the release of the grant payment.

Application 28 from Safe Night Fortitude Valley Precinct Inc

5. Safe Night Fortitude Valley Precinct Inc submitted application 28 for \$110,719.05 (excluding GST) for part-costs of an initiative that would see the precinct work in partnership with the Just Let It Go Foundation and its project partners to deliver an anti-violence communications campaign. The *Just Let It Go* campaign will target identified anti-social and violent behaviour linked to the consumption of alcohol and other risky social behaviours.
6. The total cost of the initiative is estimated as \$250,000 and the local board has indicated an intention to use subsequent funding rounds to apply for grants required to fund the remainder of a 12 month campaign. While this initiative is considered to be highly desirable and the proposed expenditure over the full campaign justified, OLGR is concerned this would limit the ability of the local board to identify, develop and implement other initiatives using funding from the grants program.
7. The Fortitude Valley SNP is one of the two most significant entertainment precincts in Queensland, having a high concentration of late night trading licensed premises and large visitor numbers. Accordingly, it is important that all efforts be made to support and facilitate worthwhile initiatives of this local board. Therefore, to ensure the Fortitude Valley SNP local board has the opportunity to implement the *Just Let it Go* campaign initiative while also being able to apply for grants in 2016-17 for other worthwhile initiatives, OLGR recommends that you:
 - approve overall funding of \$250,000 for the carriage of the campaign for 12 months, with this representing the local boards full annual funding quota for 2015-16. This current application is the first and only operational grant funding application made by the Fortitude Valley SNP local board in 2015-16; and
 - note the initial grant payment will be \$110,719.05 (excluding GST) with the local board required to apply to the OLGR for the release of further payments by providing details of how funding will be spent from the balance of the approved \$250,000. The initial payment will cover:
 - campaign Edge Creative and Advertisement of up to \$80,000;
 - project management of up to \$10,000;
 - taxi branding (wraps) on six vehicles up to \$4,560; and
 - taxi boot ads on 35 vehicles up to \$16,159.09.
8. The *Just Let it Go* campaign has the potential to also be rolled out in other precincts, with economic efficiencies achieved through campaign development costs not being duplicated. The OLGR will work with the Fortitude Valley SNP local board to raise the awareness of other local boards regarding this initiative if it is approved. It is noted the intellectual property for initiatives created using SNP funding program grants resides with Government.
9. On 8 June 2016, you approved \$31,400 (excluding GST) to the Just Let It Go Foundation from the Gambling Community Benefit Fund, for collateral material related to the campaign.

Application 27 from Safe Night Airlie Beach CBD Precinct Inc

10. Safe Night Airlie Beach CBD Precinct Inc submitted application 27 for \$100,600 (excluding GST) to develop a security and information hub which would include a mobile station. Funding has been requested for:
- a van including registration, insurance, fit out and wrapping, service and maintenance costs and petrol (\$38,720 excluding GST);
 - security officer/s to disseminate information to the public about the objectives of the precinct and foster a safe night life environment (\$54,030 excluding GST);
 - shirts, first aid kits, pop up tents, chairs and tables and other sundries and supplies (\$5,850 excluding GST); and
 - implementation and evaluation of the initiative (\$2,000 excluding GST).
11. OLGR recommends this application **not** be approved as:
- at this stage, it is unclear how this initiative will fit in with the rest and recovery model being managed by the DCCSDS;
 - the grant is for a vehicle for which there is no guarantee of ongoing funding to manage its upkeep e.g. maintenance, fuel, registration; and
 - the local board should re-assess the need for this funding once the rest and recovery service has been operating in the precinct for at least six months.

Application 37 from Safe Night Airlie Beach CBD Precinct Inc

12. Safe Night Airlie Beach CBD Precinct Inc submitted application 37 for \$50,000 (excluding GST) for a 'Night Life Mayor' liaison officer to act as a link between the board and relevant stakeholders and Government to assist and promote the objectives of the association including managing initiatives and educating the general public on a number of areas including responsible drinking and consequences of anti-social behaviour.
13. The board advised the initiative will ensure a safer environment in and around venues by engaging with the public with the goal of reducing incidents, affecting cultural change around drinking practices, helping venues to improve responsible service of alcohol and maintaining and improving safe environments in and around venues. Funding has been requested for:
- salary of the Night Life Mayor for 12 months (\$40,000);
 - radios, phone credit, printing and uniforms (\$2,450);
 - safe transport (\$5,350); and
 - evaluation and survey (\$2,200).
14. OLGR recommends this application **not** be approved as there is insufficient demonstrated benefit for the initiative in Airlie Beach. In addition, components of the duties of the Night Life Mayor are activities that can be undertaken by the paid administrative support provided to the local board via a safe night precinct seed grant; or the activities may be considered a role of the rest and recovery service provider funded by the DCCSDS.

EMPLOYMENT IMPACT

15. Not applicable.

CONSULTATION WITH STAKEHOLDERS

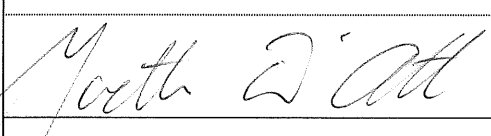

16. Not applicable.

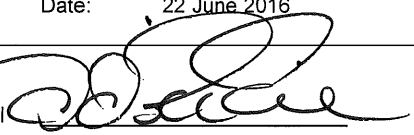
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FINANCIAL IMPLICATIONS

17. Not applicable.

POTENTIAL MEDIA18. Two media releases have been prepared by the OLGR (**Attachments 1 and 2**).

NOTED or APPROVED / NOT APPROVED Attorney-General and Minister for Justice Minister for Training and Skills Comments		
 YVETTE D'ATH MP Attorney-General and Minister for Justice Minister for Training and Skills 21/9/16	Chief of Staff / /	 Policy Advisor 4, 7, 16

Contact Officer: Name: Paul Ryan Position: General Manager Phone: 3224 7030 Date: 22 June 2016	Approved by: Name: David Ford Position: Deputy Director-General, LGFT Phone: 387 20926 (0412 123 156) Date: 22 June 2016
Approved by: Name: Michael Sarquis Position: Executive Director, OLGR Phone: 3872 0800 Date: 22 June 2016	Endorsed: David Mackie Director-General  28/6/16
<input type="checkbox"/> Election Commitment <input type="checkbox"/> CBRC / Cabinet related <input type="checkbox"/> ECM related	



Don't stop the
Fun

Evaluation Report

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Introduction

“There is no unitary measure that will reduce alcohol fuelled violence in our society. Rather what is required is a nuanced approach with the capacity to address a number of societal and behavioural issues that are related, compound and directly contribute, to an increased risk of harm to patrons in Brisbane’s Fortitude Valley Safe Night Precinct. These issues range from a lack of self-awareness and peer support, to violent antisocial behaviours that put at risk the general safety and health of patrons.” Sch 4/3/3 campaign Director

Evaluation

The Evaluation plan of Don’t Stop the Fun, the educational safety campaign for the Fortitude Valley Safe Night Precinct has been designed to evaluate the actions and activities of the campaign and the impact these activities had on patron behaviour. The record of activities forms a summative evaluation, while the impact of actions and activities is recorded as a formative evaluation. These two forms of evaluation will contribute to a record of the projects activities (actions) and the impact (recognition) of the campaign. Costs associated with activities of the campaign including ambient campaigns and social media advertising will also be evaluated to qualify the *value of investment* in the campaign. Evaluations have been conducted and recorded electronically, by email and online surveys. The contribution of data for the evaluation of the educational safety campaign has been received from stakeholders (members) and patrons of the Fortitude Valley Safe Night Precinct.

The objectives of the campaign were affect behavioural and social change;

- To reduce incidents of harm from physical violence
- To Improve patron behaviour
- To increase the social skills of patrons
- To effectively communicate the risks of anti-social behaviour
- To reduce preloading levels of patrons
- To improve the general safety patrons of the Fortitude Valley Safe Night Precinct

The evaluation methodology is therefore driven by a need to summarise the activities and the impact different activities had on patron attitudes and behaviour.

1. Visible changes to environment by the campaigns activities

- These include the identification of messaging
- Number of actions (events staged in the environment)

2. Recognition and recalling of campaign messages

- Patron perspectives (surveys)
- FV SNP Stakeholder surveys (members of the Fortitude Valley Safe Night Precinct)

Campaign Delivery Strategy

As stated in the introduction, “there is no unitary measure that will reduce alcohol fuelled violence in our society”. Therefore, Don’t Stop the Fun, developed a number of strategies from its consultations to deliver key campaign messages. These strategies included the identification of environments where targeted demographics aged 18-24 years and 25-35 years can be reached;

- In venues
- In public spaces of the Safe Night Precinct
- Online via; Social media platforms and the Internet
- On transport to and from the Safe Night Precinct

By utilising these identified environments, a series of key social messages, referred to as 'Tips' were developed with SNP stakeholders and patrons to effectively devalue social behaviours that increase the risk of harm from alcohol fuelled violence. Communication strategies were then created to address identified behaviours of patrons aged 18-24 and 25-35 years inside venues and in the public space of the Fortitude Valley Safe Night Precinct.

Targeted Audience

It is estimated that seasonally adjusted 30,000 patrons frequent the Fortitude Valley Precinct each week. This equates to approximately 1,560,000 patrons visiting the Fortitude Valley Safe Night Precinct per annum. Recent scanning data supports this estimate with venue entries varying between 300,000-400,000 per month.

It is therefore conservatively estimated) that there are approximately 3,600,000 entries to licensed venues in the Fortitude Valley Safe night Precinct per annum. This report therefore recognises that patrons regularly attend more than one licensed venue per night (visit to the SNP).

For example, when developing social media targets it was estimated that currently there are approximately 200,000 patrons aged 18-35, living within 50kms of the Fortitude Valley Safe Night Precinct whose interests encompass or are related to entertainment, live music, restaurants and licensed venues of the precinct.

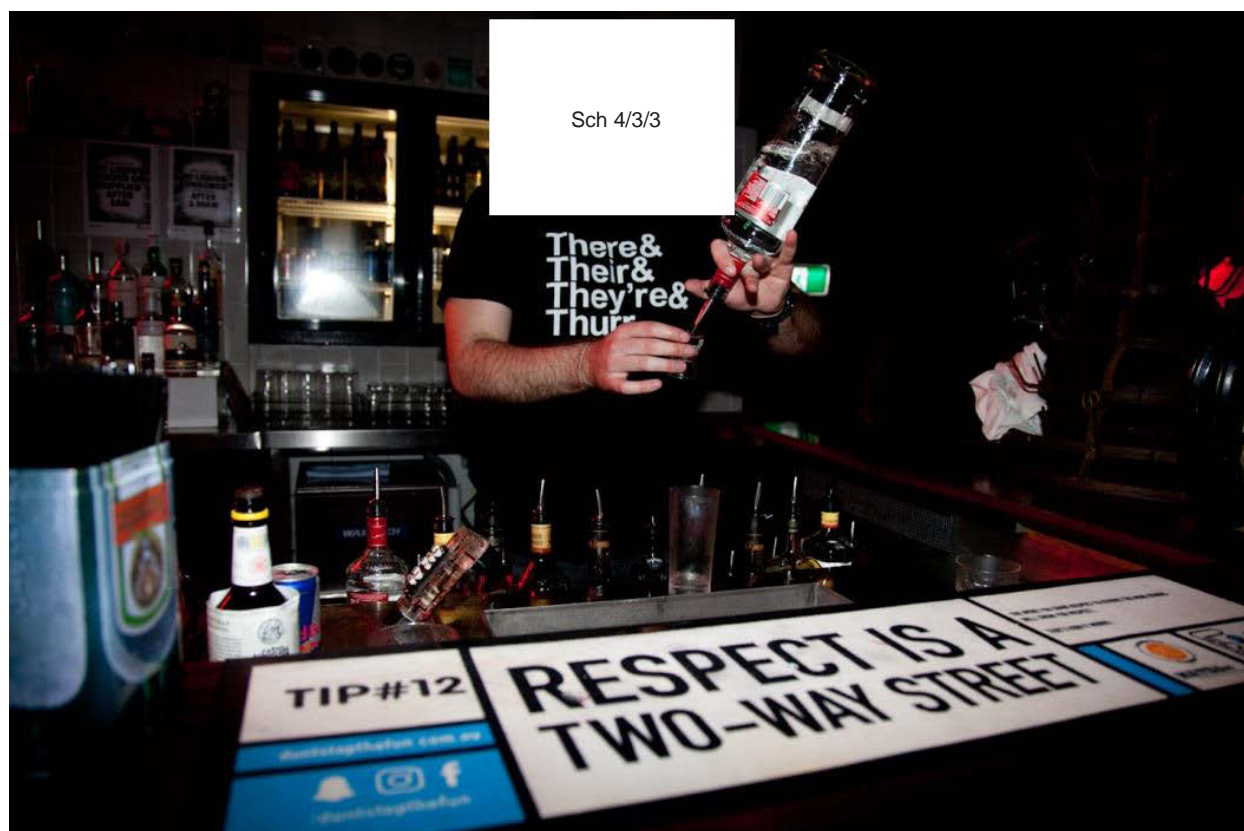


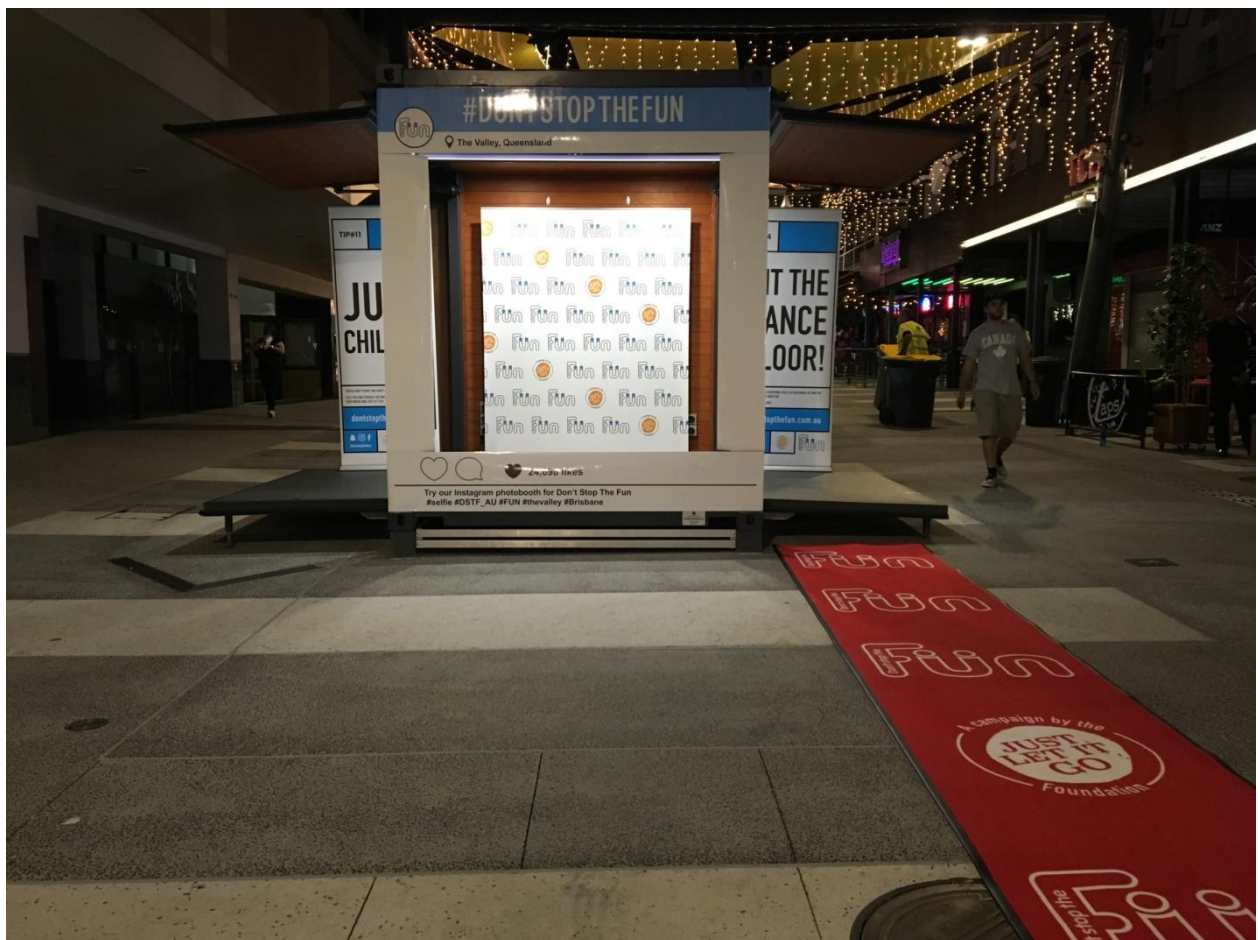
Campaign Mediums

A key strength of the campaign's strategy was its ability to utilise a number of mediums to effectively target the delivery of key campaign messages to patrons. These acute or boutique targeting methods were underpinned by selective message placements. Campaign mediums were assessed for their 'value for investment', location, use by, or exposure to, targeted demographics. The timing of messages was also critical to the delivery strategy. Patrons were delivered messages during weekdays, on arrival to the precinct, whilst in the safe night precinct, and upon exiting the precinct. Messaging also targeted periods of 'high need' including times of increased risk (12am-5am) and during licensed hours (till 3 am) during the consumption of alcohol in licensed venues.

Campaign mediums consisted of both digital and physical products. Campaign mediums included;

Campaign Mediums		
Type	Description	Location
Digital	Social media channels	Facebook and Instagram
Digital	Digital messages (social media)	Facebook and Instagram
Digital	DSTF Website	World wide web
Digital	Digital photographs	Various applications including social media, Fortitude Valley, POD Brunswick St mall
Digital	Digital Video's (Vox Pops)	Social media
Physical	Mr Sparkles A4 posters	100 locations in Brisbane
Physical	A4-A0 venue posters	Licensed venues FVSNP
Physical	A0 POD posters	Brunswick St Mall
Physical	2 -24 sheeter Streetscape posters	Fortitude Valley various locations
Physical	Taxi wraps (B&W) (Yellow cabs)	Brisbane
Physical	Mural	Brunswick St mall, TCB Building
Physical	Safety Mats	Licensed venues
Physical	Bar Runners	Licensed venues
Physical	Coasters	Licensed venues
Digital	Digital messages	Licensed venues
Physical	Posters A0- A4	Licensed venues
Physical	Wristbands	POD Brunswick St mall
Physical	T shirts	POD Brunswick St mall
Physical	Water bottles	POD Brunswick St mall
Physical	Message cards	POD Brunswick St mall
Physical	Photobooth signage	POD Brunswick St mall
Physical & Digital	Media stories	Courier Mail, ABC radio, Channel 2, 7 ,9 ,10 TV stations
Number of mediums: 22		







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Don't Stop the Fun Campaign Tips

The objective of the Don't Stop the Fun campaign was to deliver a series of key social messages, known as tips to patrons at risk of harm from alcohol fuelled violence. The purpose of these tips was to provide information that was non-judgemental, nor authoritative to change current drinking behaviours of patrons by debunking myths and providing social support that reinforces positive social behaviours. The concept of Don't Stop the Fun was to draw patron's attention to the positive aspects of social behaviours, create awareness of socially risky behaviours and to empower peer groups to 'act' to reduce the risk of harm from alcohol fuelled violence.

As lead campaign creative consultant Sch 4/3/3 of Campaign Edge writes,

"What it comes down to is this. We need to improve the Emotional intelligence of young people when they socialise with substances. We do this by noting increases in tolerant behaviour.

Alcohol does not make you violent. It does make you emotional. Anger and fear are the most common emotions that are expressed as violence. So we need to appeal to the emotional to express more empathetic, more tolerant attitudes. To support this we need to skill and build the social resilience and tolerance of young people. The need to appear authentic is essential to engage with narcissistic behaviours from "native" behaviours on social media platforms to self-referential imagery and environments.

The target is not the traditional hard-core offender this is too direct and proven to be ineffectual in the past. Rather the target within the identified age cohort is the "influencer" the member of social groups who may trade, dispense or earn the social currency of a group. By selling the value of tolerance and emotional resilience to influencers, the commodity is more likely to be traded in the targeted age cohort." Sch 4/3/3 Campaign Edge 2016

Campaign Tips	
DSTF Tip	Targeted behaviour
Eating's not cheating	Drinking behaviour
Don't Be a dickhead	Macho behaviour
Mates Don't Let mates be dickheads	Peer group behaviour
Don't peak too early	Macho behaviour
Respect is a two way street	Macho behaviour
Easy Tiger – The difference between fun you and boring you is 20 minutes	Drinking behaviour
Shit Happens	Macho behaviour
Loose the agro	Macho behaviour
Keep your cool	Macho behaviour
Hit the dance floor	Drinking behaviour
Water, it's not just for showers	Drinking behaviour
Just Chillax	Macho behaviour

Patron Survey of Tips (Head to Head evaluation)

The 5 most popular tips were selected from social media analytics and used in a head to head evaluation by patrons through social media. Don't Be a Dickhead ranked 1st, as the most popular tip used in the campaign with Mates Don't Let Mates be Dickheads ranking 2nd. Don't Peak too early was ranked 3rd, with Eating's Not Cheating a close 4th. The 5th ranked messages was Respect is a Two Way Street.

Tip	Result %	Vs	Tip	Result %
Eating's not Cheating	45%	Vs	Don't Peak too Early	55%
Don't Peak Too Early	21%	Vs	Don't Be a Dickhead	79%
Respect is a Two Way Street	29%	Vs	Mates Don't Let Mates be Dickheads	71%
Mates Don't Let Mates be Dickheads	33%	Vs	Don't Be a Dickhead	67%
Eating's Not Cheating	75%	Vs	Respect is a Two Way Street	25%
Mates Don't Let Mates be Dickheads	55%	Vs	Don't Peak Too Early	45%

KEEP YOUR COOL

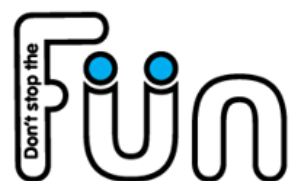
TIP#3

WE'RE MORE LIKELY TO MISINTERPRET OTHER PEOPLE'S BEHAVIOUR AND MISREAD SOCIAL CUES WHEN DRUNK.

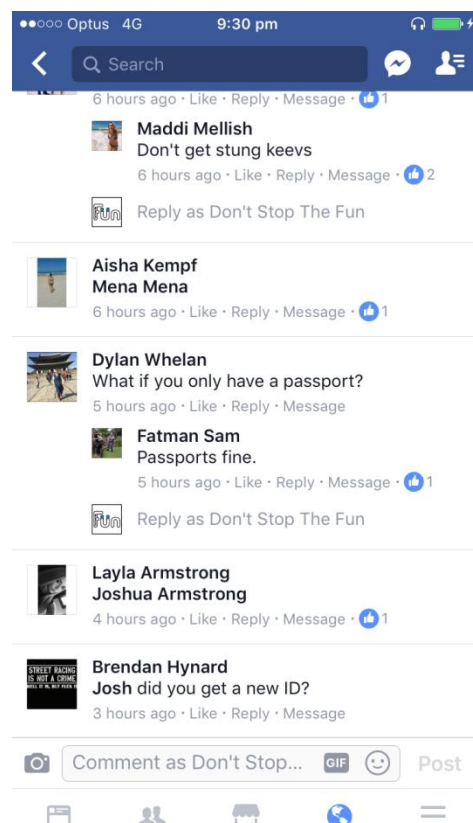
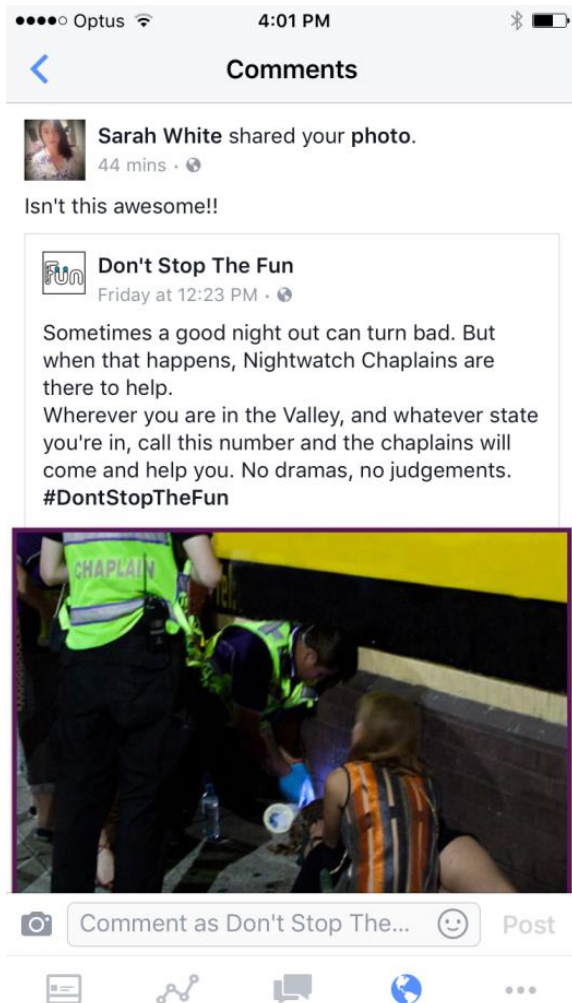
TOO MANY FIGHTS START OVER SOMETHING TRIVIAL.

DON'T OVERREACT.

dontstopthefun.com.au



What Did Patrons Say on Social Media?



Social Media

Social media plays a fundamental role in socially orientating the lives of young people. This is no exception for the 1,560,000 times patrons annually frequent the Fortitude Valley Safe Night Precinct. Three forms of targeting were used during the delivery of the social media campaign. These include;

- Geo location targeting
- Targeting based on areas of interest
- Targeting based on engagement

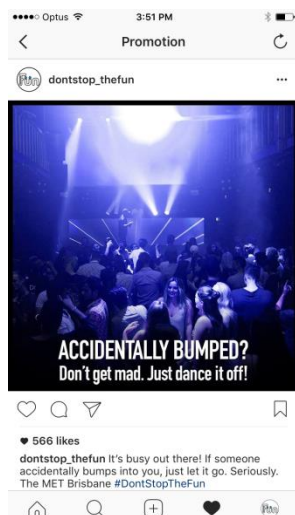
Whilst Geo location targeting is extremely accurate in delivering paid messages (sponsored posts) it was the initial targeting of patrons using areas of interest that established both the Facebook and Instagram pages. However it is the targeting based on engagement that created a group of patrons who regularly liked, shared and commented on campaign content (posts). This had a twofold effect of furthering the (reach) delivery of campaign messages to 'peers and peer groups' whilst creating a high rate of return on investment through the campaigns organic reach.

"Over the course of the campaign, as the demographic, psychographic and interest-based targeting was refined, the campaign developed a core group of Engaged Users; users that routinely reacted to, commented on, and shared campaign content. In conjunction with content creation that appealed to the target audience and spoke to them in their own language, these Engaged Users drove the total Reach and Impressions of individual posts far beyond the reach of users engaged by the "Paid Reach budgets of the campaign" Sch 4/3/3 Social Media Engineer, 2018

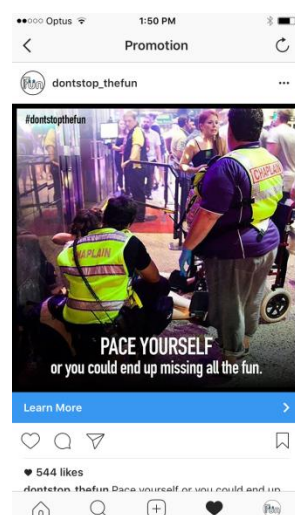
This is perhaps the most significant measure of the social media campaign and a true indication of the campaigns success to not only reach targeted audiences, but to have those 'most at risk' regularly (weekly) engaging and actively sharing campaign content amongst their peer groups.

"By creating high-quality content to provoke thought and consideration of negative social behaviours, users reached by paid advertising regularly and enthusiastically shared campaign material, resulting in comparably very high levels of organic reach beyond the intended target. On average (12 months) well over 81,000 impressions were delivered each week to 44,000 at-risk patrons, which equates to an average of two posts (messages) per week over a 52 week period". STF Social Media Engineer, 2018

The use of humour, authentic language and imagery from the precinct in the socially engineering of campaign content (posts) was highly effective in the development of the campaigns targeted audiences and their social acceptance of the campaigns key messages. This was again reflected by the continued growth in the organic reach of the campaign that was driven 'over time' by the accumulation of 7,225 followers of the Facebook page and the engagement of targeted audiences through the investment of the paid reach.



RTI 200350



File05



58

Social Media Analytics 2017

Page Activity	Page Likes	Engaged Users	Reach	Organic Reach	Impressions	Page Views
January	705	1,641	72,399	8,071	150,185	295
February	496	955	35,119	5,471	80,498	301
March	1,409	7,869	202,661	23,173	482,737	556
April	1,167	13,574	224,279	56,923	640,283	928
May	937	11,798	242,938	35,259	632,231	704
June	479	10,407	175,354	5,552	452,708	805
July	355	4,950	116,596	6,105	353,320	482
August	472	6,867	189,833	13,358	223,810	471
September	326	14,026	329,700	19,959	412,176	623
October	271	10,493	151,876	11,839	175,734	364
November	321	13,056	248,166	31,325	338,716	411
December	286	14,115	259,759	32,851	300,810	362
Total	7,224	109,751	2,248,680	249,886	4,243,208	6,302

Page activity summary

Over the course of the campaign, there were 324 posts (individual pieces of content) created. This equates on average to 27 posts per month or between 6-7 posts per week. Digital photography provided the majority of visual content. The ability of the campaign to produce an authentic image of Fortitude Valley, through photo documentation of patrons and their behaviours became a key 'hook' in generating interest and interaction with targeted audiences. In turn the authentic value of social media content enabled the campaign to build a narrative or voice to articulate to audiences not only issues of risk and harm but also other changes to the precinct including the introduction of ID scanners, reduction in trading of rapid intoxic drinks in addition to other social behaviours that were escalating incidents of violence including littering.

Impressions

The social media campaign generated 4,243,208 impressions on Facebook and Instagram pages, producing a monthly average of 353,600 impressions. The highest record month was recorded in April, whilst the lowest count was recorded early in the early stages of campaigns delivery in February.

Reach

The 4,243,208 impressions created by the campaigns social media platforms reached 2,248,680 users. The reach represents the total number times users of target audience viewed campaign content (posts), which averages out at 10 posts per user. The reach was reasonably consistent across each quarter (3 month period) of the campaign with an average of 187,390 posts being received each month.

Organic Reach

The paid reach of the campaign was 1,998,794 which generated and organic reach of 249,886, which is more than 10% of the total reach of the campaign. The monthly amounts of organically generated reach varied from month to month, coinciding more so with the popularity of individual posts that generated higher amounts of user engagement.

Engaged Users

The social media campaign was successful in engaging 109,751 users who interacted with campaign content including liking, commenting, tagging and sharing content with their peers. This is clear evidence of the success of the campaigns objective to generate socially engaging content for targeted audiences. In turn the social capital generated through the distribution of social media campaign content amongst the peer groups is a valuable outcome and measure of the campaigns success.

Page Likes & Page Views

The social media pages of the campaign attracted 7,224 followers over a 12 month period. This equates to an average attraction to the page of 602 users per month. In addition the campaign attracted 6,302 views of the social media pages, where users accessed campaign content.

	Performance comparison against the identified targeted audience				
Target audience	Engaged Users	Reach	Paid	Organic Reach	Impressions
250,000	109,751	2,248,680	1,998,794	249,886	4,243,208
Total	43.9%	900%	800%	100%	1700%

Social Media Campaign Performance

The performance of the social media campaign can be measured against the projected target audience of the campaign. From the identified 250,000 social media users the campaign was highly successful in engaging 43.9% of the targeted audience. The combined reach of posts equates to the delivery of 9 pieces of content per user, with 8 pieces of content generated from targeted paid promotions/ sponsored posts and 1 piece of content delivered organically by a peer. The potential number of pieces of campaign content delivered to the target audience was 17 over the course of 12 months.

Return on Investment

Social media played a major role in the campaigns success predominately from acute targeting and the timely delivery of engaging content. The total cost for the delivery of the social media campaign, considering the cost of photographic and video content was used in more than one application was \$44,000.00. \$28,000.00 was spent on sponsored or paid posts, which generated 1,998,794 posts to feeds of a targeted audience of 250,000.

When compared, the second 6 months of the social media campaign produced a higher rate of return on the investment, when taking into account the additional investment in the first 6 months in attracting 4,232 likes (followers) of the pages. Improved targeting; predominately through the refinement of the 'targeted interests' of users, also contributed to an improved rate of return on the investment in the second 6 months of the campaign.

Budget: Social media					
Period	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	12 months
Advertising	\$10,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$28,000.00
Social Media Management	\$4,800.00	\$4,000.00	\$4,000.00	\$4,000.00	\$16,800.00
Total cost: Social media					\$44,000.00

The paid/sponsored advertising produced an extremely high return on investment, with the cost of the total reach equating to just \$0.01 (one cent) per post. The average value of each page follower resulting from the advertising spend is \$3.87. The total cost to attract an engaged user was \$0.40 (forty cents). The total cost of the campaigns combined (total) reach was less than \$0.02 (2 cents per post) representing a very high rate on return on the total social media investment.

Return on Investment: Social media 12 months			
Analytic	Number of	Total \$44,000.00	Advertising \$28,000.00
Page Likes	7,224	\$6.09 per page like	\$3.87 per page like
Engaged Users	109,751	\$0.40 per engaged user	\$0.25 per engaged user
Reach Total	2,248,680	\$0.019 to reach each user	\$0.012 reach each user
Reach Paid	1,998,794	\$0.022 paid reach to user	\$0.014 paid reach to user
Reach Organic	249,886	\$0.000	\$0.000
Impressions	4,243,208	\$0.010 per impression	\$0.006 per impression

In summary

The analytics of the social media campaign produce a concise quantification of the value on the investment made over 12 months. However the social capital generated and value of that social capital in its capacity to influence a change in attitudes amongst peer groups, may represent the greatest return of investment. Although virtually impossible to qualify, the extremely low cost in delivering campaign messages through social media platforms, coupled with accurate targeting, produced what can be described as a social media army or brigade of 109,751 young people who actively shared campaign messages amongst their respective peer groups.

Selected Social Media Posts and Analytics across the 12 months of the campaign



Don't Stop The Fun

12 January 2017 · 🌐

There's nothing worse than a fun night turning into a drama.
Here's a tip to stop a good night turning bad. #DontStopTheFun

LOSE
THE
AGGRO


TIP#2

PROGRESSIVE MUSCLE
RELAXATION CAN HELP
DISTRACT YOU FROM
FEELINGS OF ANGER.

CONCENTRATE ON
FLEXING THEN RELAXING
EACH MUSCLE GROUP
IN YOUR BODY.

START WITH YOUR LEGS
AND WORK YOUR WAY UP.

dontstopthefun.com.au



👤 6,954 people reached

Boost Again

Performance for your post

1,147 People Reached

19 Reactions, comments & shares ⓘ

14 Like	4 On post	10 On shares
1 Love	0 On post	1 On shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares


111 Post Clicks

75 Photo views	0 Link clicks	36 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts



Don't Stop The Fun

13 January 2017 · 🌐

Snap Snap. Make sure you come along and get your photo taken at the Don't Stop The Fun Photobooth 8pm - 11pm tonight in the Valley Mall.



👤 13,997 people reached

Boost Post

👍 36

1 Comment 4 Shares

👍 Like

💬 Comment

➦ Share

⌵

Performance for your post

13,997 People Reached

56 Likes, Comments & Shares ⓘ

49 Likes	36 On Post	13 On Shares
2 Comments	1 On Post	1 On Shares
5 Shares	4 On Post	1 On Shares

350 Post Clicks

305 Photo views	0 Link clicks	45 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

RTI 200350

File05

62

Don't Stop The Fun
25 January 2017 · 🌐

If you're out celebrating Australia Day, look after your mates, have fun and keep your cool.
#DontStopTheFun



Don't Stop The Fun
Community

4,112 people reached

Boost Again

Performance for your post

4,112 People Reached

14 Likes, Comments & Shares ⓘ

13 Likes	9 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

88 Post Clicks

69 Photo views	0 Link clicks	19 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun
9 February 2017 · 🌐

Hit the dance floor to increase serotonin - making you feel better and making your night better #DontStopTheFun



2,216 people reached

Boost Again

Performance for your post

2,216 People Reached

28 Reactions, comments & shares ⓘ

20 Like	3 On post	17 On shares
1 Love	1 On post	0 On shares
0 Comments	0 On Post	0 On Shares
7 Shares	6 On Post	1 On Shares

89 Post Clicks

79 Photo views	0 Link clicks	10 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun
11 February 2017 · 🌐

Dancing makes you happy. It's scientifically proven! Dancing increases your serotonin levels which keep you feeling happy. #DontStopTheFun



**HIT THE DANCE FLOOR
FOR A HIT OF SERITONIN**

5,358 people reached

Boost Again

Performance for your post

5,358 People Reached

7 Reactions, comments & shares ⓘ

6 Like	5 On post	1 On shares
1 Love	1 On post	0 On shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

103 Post Clicks

86 Photo views	0 Link clicks	17 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun
3 March 2017 · 🌐

Heading out tonight? Don't forget to eat before or while you're out. Eating can help you pace yourself so you can have more fun for longer. #DontStopTheFun



TIP#5

**EATING'S
NOT
CHEATING**

8,007 people reached

Boost Again

Performance for your post

8,007 People Reached

38 Reactions, comments & shares ⓘ

32 Like	31 On post	1 On shares
1 Love	1 On post	0 On shares
3 Comments	3 On Post	0 On Shares
2 Shares	1 On Post	1 On Shares

123 Post Clicks

72 Photo views	0 Link clicks	51 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun
9 March 2017 · 🌐

If someone accidentally bumps into you, spills your drink or looks at you or your friends 'the wrong way', just let it go. Seriously. #DontStopTheFun



TIP#6

Don't Stop The Fun

17,721 people reached

[Boost Again](#)

Performance for your post

17,721 People Reached

401 Reactions, comments & shares 📊

325 Like	263 On post	62 On shares
8 Love	4 On post	4 On shares
3 Haha	2 On post	1 On shares
1 Wow	1 On post	0 On shares
42 Comments	26 On Post	16 On Shares
22 Shares	21 On Post	1 On Shares

765 Post Clicks

313 Photo views	0 Link clicks	452 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun
18 March 2017 · 🌐

What he said. GPO #DontStopTheFun #DontBeADickHead



TIP#6

DON'T BE A DICK HEAD

IF SOMEONE ACCIDENTALLY BUMPS INTO YOU, SPILLS YOUR DRINK OR LOOKS AT YOU OR YOUR FRIENDS THE WRONG WAY, JUST LET IT GO. SERIOUSLY.

Don't Stop The Fun

"DON'T LET A DICKHEAD RUIN YOUR NIGHT"
— Camilo, GPO

15,400 people reached

[Boost Again](#)

Performance for your post

15,400 People Reached

95 Reactions, comments & shares 📊

68 Like	61 On post	7 On shares
2 Love	2 On post	0 On shares
1 Haha	1 On post	0 On shares
19 Comments	16 On Post	3 On Shares
5 Shares	5 On Post	0 On Shares

560 Post Clicks

379 Photo views	0 Link clicks	181 Other Clicks 📊
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.



Don't Stop The Fun
 23 March 2017 · 🌐

Don't peak too early - otherwise you'll end up finishing your night earlier than you expect. #dontstopthefun



Don't Stop The Fun
 Community

[Learn More](#)



18,740 people reached

[Boost Again](#)

Performance for your post

18,740 People Reached

101 Reactions, comments & shares ⓘ

19 Like	14 On post	5 On shares
1 Love	1 On post	0 On shares
78 Comments	66 On Post	12 On Shares
3 Shares	3 On Post	0 On Shares

1,091 Post Clicks

789 Photo views	0 Link clicks	302 Other Clicks ⓘ
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NEGATIVE FEEDBACK


1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.




Don't Stop The Fun
 24 March 2017 · 🌐

Pace yourself or you could end up missing all the fun. #dontstopthefun
ChaplainWatch



Don't Stop The Fun
 Community

[Learn More](#)



11,454 people reached

[Boost Again](#)

Performance for your post

11,454 People Reached

57 Reactions, comments & shares ⓘ

40 Like	14 On post	26 On shares
1 Love	0 On post	1 On shares
10 Comments	6 On Post	4 On Shares
6 Shares	6 On Post	0 On Shares


236 Post Clicks

165 Photo views	2 Link clicks	69 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
1 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.




Don't Stop The Fun


31 March 2017 · 🌐

Sometimes a good night out can turn bad. But when that happens, Nightwatch Chaplains are there to help. Wherever you are in the Valley, and whatever state you're in, call this number and the chaplains will come and help you. No dramas, no judgements.

ChaplainWatch
#DontStopTheFun



ALL CARE.
0475 558 000
NO JUDGEMENT.


14,661 people reached

Boost Again

Performance for your post

14,661 People Reached

172 Reactions, comments & shares ⓘ

106 👍 Like	43 On post	63 On shares
4 ❤️ Love	3 On post	1 On shares
1 😂 Haha	1 On post	0 On shares
28 Comments	21 On Post	7 On Shares
33 Shares	31 On Post	2 On Shares


1,024 Post Clicks

336 Photo views	0 Link clicks	688 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page


Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.



Don't Stop The Fun


7 April 2017 · 🌐

The problem with drinking multiple shots is that the effect of a drink doesn't kick in till 20 minutes later. Which means you could accidentally end up far drunker than you intended. Spread your drinks out and you'll have fun for longer #DontStopTheFun



#dontstopthefun

TOO MANY SHOTS
and you'll end up in a shot like this.


32,868 people reached

Boost Again

Performance for your post

32,868 People Reached

464 Reactions, comments & shares ⓘ

188 👍 Like	113 On post	75 On shares
4 ❤️ Love	0 On post	4 On shares
10 😂 Haha	7 On post	3 On shares
3 😮 Wow	2 On post	1 On shares
1 😞 Sad	0 On post	1 On shares
242 Comments	201 On Post	41 On Shares
16 Shares	15 On Post	1 On Shares

2,635 Post Clicks

1,403 Photo views	0 Link clicks	1,232 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun

is with James Drew and 3 others.

25 April 2017 ·

If someone in your group is starting to lose it a bit, take them outside for a walk. Remind them you're all here to have fun and look after each other! #DontStopTheFun

41,862 people reached

Boost Again

Performance for your post

41,862 People Reached

559 Reactions, comments & shares ⓘ

266 Like	196 On post	70 On shares
4 Love	2 On post	2 On shares
3 Haha	1 On post	2 On shares
1 Wow	1 On post	0 On shares
266 Comments	234 On Post	32 On Shares
19 Shares	18 On Post	1 On Shares

4,018 Post Clicks

2,084 Photo views	0 Link clicks	1,934 Other Clicks ⓘ
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NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun

19 May 2017 ·

Trying to intimidate people isn't cool. Remember that respect is a two way street. Don't be that guy. #DontStopTheFun

14,485 people reached

Boost Again

Recent activity

Performance for your post

14,485 People Reached

143 Reactions, comments & shares ⓘ

95 Like	54 On post	41 On shares
5 Love	4 On post	1 On shares
3 Haha	1 On post	2 On shares
35 Comments	25 On Post	10 On Shares
6 Shares	6 On Post	0 On Shares

1,149 Post Clicks

732 Photo views	0 Link clicks	417 Other Clicks ⓘ
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Don't Stop The Fun

20 May 2017 · 🌐

It takes courage to go up and talk to an attractive stranger. And there's nothing wrong with that! But if it's clear they are not interested, back off. #DontStopTheFun

26,751 people reached

Boost Again

Performance for your post

26,751 People Reached

475 Reactions, comments & shares ⓘ

348 Like	314 On post	34 On shares
15 Love	13 On post	2 On shares
8 Haha	7 On post	1 On shares
89 Comments	78 On Post	11 On Shares
15 Shares	13 On Post	2 On Shares

1,569 Post Clicks

1,068 Photo views	0 Link clicks	501 Other Clicks ⓘ
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Don't Stop The Fun is with Tia Saunders and Sharni Lewis.

29 May 2017 · 🌐 · 📍

Tell it! #dontstopthefun #dontbeadickhead

107,503 people reached

Boost Again

Performance for your post

107,503 People Reached

1,991 Reactions, comments & shares ⓘ

1,600 Like	1,437 On post	163 On shares
36 Love	33 On post	3 On shares
54 Haha	49 On post	5 On shares
3 Wow	3 On post	0 On shares
1 Sad	1 On post	0 On shares
241 Comments	194 On Post	47 On Shares
56 Shares	54 On Post	2 On Shares

12,300 Post Clicks

8,491 Photo views	0 Link clicks	3,809 Other Clicks ⓘ
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NEGATIVE FEEDBACK

13 Hide Post	9 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun
3 June 2017 · 🌐

If you drink plenty of water while you're out partying you'll have more fun for longer. And you'll feel better the next day. And your skin will look better. It's a win win win! #DontStopTheFun



#dontstopthefun

TO MAKE A FUN NIGHT OUT, JUST ADD WATER!

9,350 people reached

Boost Again

Performance for your post

9,350 People Reached

62 Reactions, comments & shares ⓘ

47 Like	32 On post	15 On shares
1 Love	0 On post	1 On shares
10 Comments	9 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares

176 Post Clicks

130 Photo views	0 Link clicks	46 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun is with Martin Ingle.
23 June 2017 · 🌐

You learn all sorts of things on a night out. Martin and the crew find out hating on dickheads brings cultures together which honestly is one step away from world peace. #DontStopTheFun



00:36

26,633 people reached

Boost Again

Performance for your post

26,633 People Reached

3,827 Video Views

14 Likes, Comments & Shares ⓘ

9 Likes	6 On Post	3 On Shares
4 Comments	1 On Post	3 On Shares
1 Shares	1 On Post	0 On Shares

211 Post Clicks

81 Clicks to Play ⓘ	0 Link clicks	130 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Don't Stop The Fun
16 June 2017 · 🌐

The more you show respect to others, the more others will show you respect. That's how it works. #DontStopTheFun



5,902 people reached

[Boost Again](#)

Performance for your post

5,902 People Reached

13 Likes, Comments & Shares

11 Likes	11 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

144 Post Clicks

136 Photo views	0 Link clicks	8 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun is with Martin Ingle.
Published by Jayden Andersen [?] · 29 June 2017 · 🌐

Martin finds out what the definition really is.... #DontStopTheFun



97,093 people reached

[Boost Again](#)

Recent activity

Boosted on 30 June
Audience: Brisbane Area
By Jayden Andersen · Completed

[View results](#)

Performance for your post

97,093 People Reached

40,164 Video Views

462 Reactions, comments & shares

257 Like	128 On post	129 On shares
17 Love	8 On post	9 On shares
31 Haha	19 On post	12 On shares
1 Wow	1 On post	0 On shares
133 Comments	100 On Post	33 On Shares
25 Shares	21 On Post	4 On Shares

4,274 Post Clicks

1,955 Clicks to Play	0 Link clicks	2,319 Other Clicks
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Don't Stop The Fun

is with Maddi Mellish and Matilda Sweeney.

15 July 2017 · 🌐

They're scanning all IDs in the Valley now, so BEE prepared!
#DontStopTheFun

16,812 people reached

Boost Again

Performance for your post

16,812 People Reached

118 Reactions, comments & shares 🔍

82	79	3
Like	On post	On shares
3	3	0
Love	On post	On shares
2	2	0
Haha	On post	On shares
27	27	0
Comments	On Post	On Shares
4	4	0
Shares	On Post	On Shares

549 Post Clicks

366	0	183
Photo views	Link clicks	Other Clicks 🔍

NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun

29 July 2017 · 🌐

Experienced party people can spot trouble instantly, and know how to avoid it. That's why you're older, wiser and still having fun. #DontStopTheFun #YouAreBetterThanThat

5,626 people reached

Boost Again

Performance for your post

5,626 People Reached

44 Reactions, comments & shares 🔍

37	36	1
Like	On post	On shares
1	1	0
Haha	On post	On shares
6	6	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares

159 Post Clicks

132	0	27
Photo views	Link clicks	Other Clicks 🔍

NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun
11 August 2017 · 🌐

We all deserve to feel safe when out having fun. #dontstopthefun



**FORTITUDE VALLEY
NOW WITH ANTI-DICKHEAD TECHNOLOGY**

👤 30,095 people reached

Boost Again

Performance for your post

30,095 People Reached

584 Reactions, comments & shares ⓘ

363 👍 Like	337 On post	26 On shares
9 ❤️ Love	8 On post	1 On shares
53 😂 Haha	49 On post	4 On shares
1 😞 Sad	1 On post	0 On shares
3 😡 Angry	3 On post	0 On shares
128 Comments	117 On Post	11 On Shares
27 Shares	26 On Post	1 On Shares

1,603 Post Clicks

1,233 Photo views	0 Link clicks	370 Other Clicks ⓘ
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NEGATIVE FEEDBACK

5 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Don't Stop The Fun
22 August 2017 · 🌐

Scanner says no. #sorrynotsorry #freshprince #accessdenied



**BRING YOUR ID...
UNLESS YOU'RE ROYALTY**

👤 25,082 people reached

Boost Again

Performance for your post

25,082 People Reached

634 Reactions, comments & shares ⓘ

463 👍 Like	431 On post	32 On shares
3 ❤️ Love	1 On post	2 On shares
83 😂 Haha	76 On post	7 On shares
1 😞 Sad	0 On post	1 On shares
9 😡 Angry	9 On post	0 On shares
57 Comments	49 On Post	8 On Shares
20 Shares	18 On Post	2 On Shares

715 Post Clicks

373 Photo views	0 Link clicks	342 Other Clicks ⓘ
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NEGATIVE FEEDBACK

2 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Don't Stop The Fun
1 September 2017 ·

Littering in Fortitude Valley could cost you \$250 🤔
#justsaying #DDTB #BCC

DON'T DROP IT!

Performance for your post

93,929 People Reached

2,222 Reactions, comments & shares ⓘ

770 Like	500 On post	270 On shares
27 Love	12 On post	15 On shares
86 Haha	45 On post	41 On shares
23 Wow	22 On post	1 On shares
9 Sad	4 On post	5 On shares
12 Angry	1 On post	11 On shares
1,224 Comments	1,099 On Post	125 On Shares
74 Shares	59 On Post	15 On Shares

10,093 Post Clicks

5,462 Photo views	1 Link clicks	4,630 Other Clicks ⓘ
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Don't Stop The Fun
22 September 2017 ·

This weekend our resident bin chook took out the trash, geed up some ticketies and made the Valley a better place - one unsuspecting litterer at a time!
#NotAllHeroesWearCapes #Ibising #DontDropIt

DON'T DROP IT!

31,206 people reached

Boost Again

Recent activity

Boosted on 22 September
Audience: Australia: Brisbane Queensland, 18-35

Performance for your post

31,206 People Reached

9,823 Video Views

231 Reactions, comments & shares ⓘ

118 Like	89 On post	29 On shares
10 Love	8 On post	2 On shares
14 Haha	10 On post	4 On shares
1 Wow	0 On post	1 On shares
82 Comments	72 On Post	10 On Shares
6 Shares	6 On Post	0 On Shares

973 Post Clicks

313 Clicks to Play ⓘ	1 Link clicks	659 Other Clicks ⓘ
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Don't Stop The Fun

Published by Viv Mitchell [?] · 29 September 2017 ·

The Ringleader: They're the person who is always leading the group astray. They make bad ideas look like good ideas. They don't take no for an answer. Tag yours 😊

32,875 people reached

[Boost Again](#)

Performance for your post

32,875 People Reached

12,142 Video Views

68 Reactions, comments & shares

7 Like	7 On post	0 On shares
1 Haha	0 On post	1 On shares
58 Comments	49 On Post	9 On Shares
2 Shares	0 On Post	2 On Shares

138 Post Clicks

48 Clicks to Play	0 Link clicks	90 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun

2 November 2017 ·

Health consciousness: Eating burgers when drinking 🍷

If you were in the Valley right now, which would you smash?

- 🍷 "Greaser burger" from Greaser
- ❤️ "Double cheesy w candy bacon" from Ben's Burgers
- 🍷 "Holy cluck" from Chur Burger Brisbane
- 🍷 "Doughnut" kwitdis" from Ze Pickle Brisbane

#DontStopTheFun #FortitudeValley #EatingsNotCheating

16,765 people reached

[View Promotion](#)

Performance for your post

16,765 People Reached

261 Reactions, comments & shares

64 Like	64 On post	0 On shares
77 Love	76 On post	1 On shares
10 Haha	10 On post	0 On shares
33 Wow	33 On post	0 On shares
1 Angry	1 On post	0 On shares
69 Comments	66 On Post	3 On Shares
7 Shares	3 On Post	4 On Shares

555 Post Clicks

189 Photo views	4 Link clicks	362 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Don't Stop The Fun
Published by Viv Mitchell [?] · 13 October 2017 ·

Everyone has that one friend always trying to get you to do something stupid 🤡



30,064 people reached

Boost Again

Performance for your post

30,064 People Reached

3,605 Video Views

21 Reactions, comments & shares ⓘ

14 Like	10 On post	4 On shares
1 Love	1 On post	0 On shares
6 Comments	6 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

45 Post Clicks

32 Clicks to Play ⓘ	0 Link clicks	13 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Don't Stop The Fun
27 October 2017 ·

Boundaries yo. 🤡
#DontStopTheFun



Performance for your post

23,585 People Reached

178 Reactions, comments & shares ⓘ

119 Like	116 On post	3 On shares
3 Love	3 On post	0 On shares
26 Haha	25 On post	1 On shares
25 Comments	25 On Post	0 On Shares
5 Shares	4 On Post	1 On Shares


8,885 Post Clicks

8,706 Photo views	0 Link clicks	179 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.




Don't Stop The Fun is at 📍 The Valley (Fortitude Valley, Brisbane QLD).

Published by Zacc Thomas [?] · 25 November 2017 · Brisbane · 🌐


Remember, if you're going to clown around at [#thegreatestshowintown](#), someone is guaranteed to post it online, and your mates won't ever let you forget it!


Don't Be The Clown in Town! Tag a clown you'd expect this from!

[#dontstopthefun](#)



Clowning Around With Binhead
 02:10


23,459 people reached



Performance for your post

23,459 People Reached

10,566 Video Views

329 Reactions, comments & shares ⓘ

100 👍 Like	79 On post	21 On shares
78 😂 Haha	56 On post	22 On shares
1 😲 Wow	0 On post	1 On shares
115 Comments	90 On Post	25 On Shares
35 Shares	35 On Post	0 On Shares

3,895 Post Clicks

1,509 Clicks to Play ⓘ	0 Link clicks	2,386 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.



Don't Stop The Fun

15 December 2017 · 🌐

We've made a ban list, we're checking it twice, we already know who's naughty or nice!

Check yourself before you wreck yourself. Ban orders will stop you getting into your favourite clubs & pubs this festive season, the consequences might be a lot further reaching than you realise!

[#dontstopthefun](#)




5,647 people reached



Performance for your post

5,647 People Reached

57 Reactions, comments & shares ⓘ

23 👍 Like	18 On post	5 On shares
1 ❤️ Love	0 On post	1 On shares
3 😂 Haha	0 On post	3 On shares
7 😞 Sad	0 On post	7 On shares
1 😡 Angry	1 On post	0 On shares
20 Comments	19 On Post	1 On Shares
2 Shares	2 On Post	0 On Shares

376 Post Clicks

235 Photo views	0 Link clicks	141 Other Clicks ⓘ
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Don't Stop the Fun Website

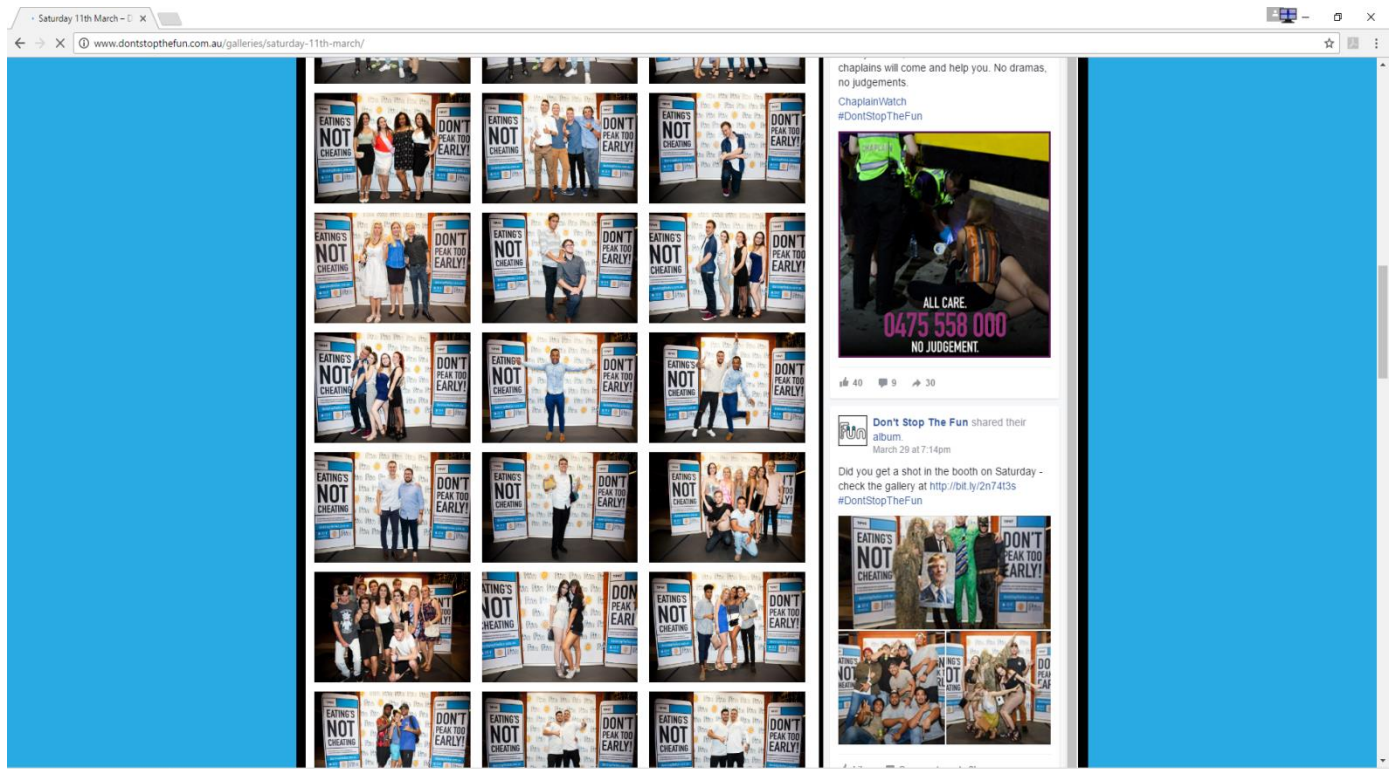
The Don't Stop the Fun website is the virtual repository of campaign content. The website includes 6 main pages;

- Home
- About
- Tips
- Photobooth
- Don't Be a Dickhead
- Venues

The campaigns social media pages are integrated into each page of the site. Vox pops and images from ambient campaign activities like the photobooth, and a news feed are also able to be viewed. A directory of all licensed venues (members) is listed on the site, as is a hotline contact for ChaplainWatch services and further information about ChaplainWatch services to improve the awareness of the support service in the precinct. The hotline number was designed to be utilised by patrons through the web browser on their mobile phones.

The website received updates monthly and included a rebranding for the delivery of the Greatest Show in Town campaign. Campaign content including tips and images from the Don't Be a Dickhead campaign are engineered to be shared on social media platforms Twitter and Facebook. The website also integrated live music advertisements from Streetscape advertising to promote live music acts and venues.

Website traffic (users) to the page was consistent across the 12 months of the campaign. April was the most popular month during the calendar year. The main driver of traffic (users) to the page was from the ambient activities' Photobooth, which was the most popular (visited) page on the website for 7 of the 12 months. The bounce rate for the site over the course of the campaign was less than 50%, which is generally considered a high rate of audience retention and a further indicator of the relevance of the sites content to users.



Website Analytics

Website	Users	Sessions	Page Views	Bounce rate	Most visited page
January	232	365	849	72.88%	Home 46.80%
February	228	387	944	46.51%	Home 34.30%
March	610	885	1894	53.56%	Photos 27.60%
April	981	1796	4388	45.32%	Photos 20.30%
May	380	533	1130	52.53%	Photos 28.3%
June	478	860	1777	49.07%	Photos 42.50%
July	472	825	1547	48.70%	Photos 26.20%
August	503	951	1876	46.30%	Photos 32.40%
September	464	693	1622	47.80%	Photos 35.10%
October	412	670	1306	49.10%	Home 44.50%
November	366	639	1276	49.60%	Home 48.30%
December	317	541	1190	49.20%	Home 59.20%
Totals	5,443	9,145	19,799	average 50.88%	Photos 35.40%

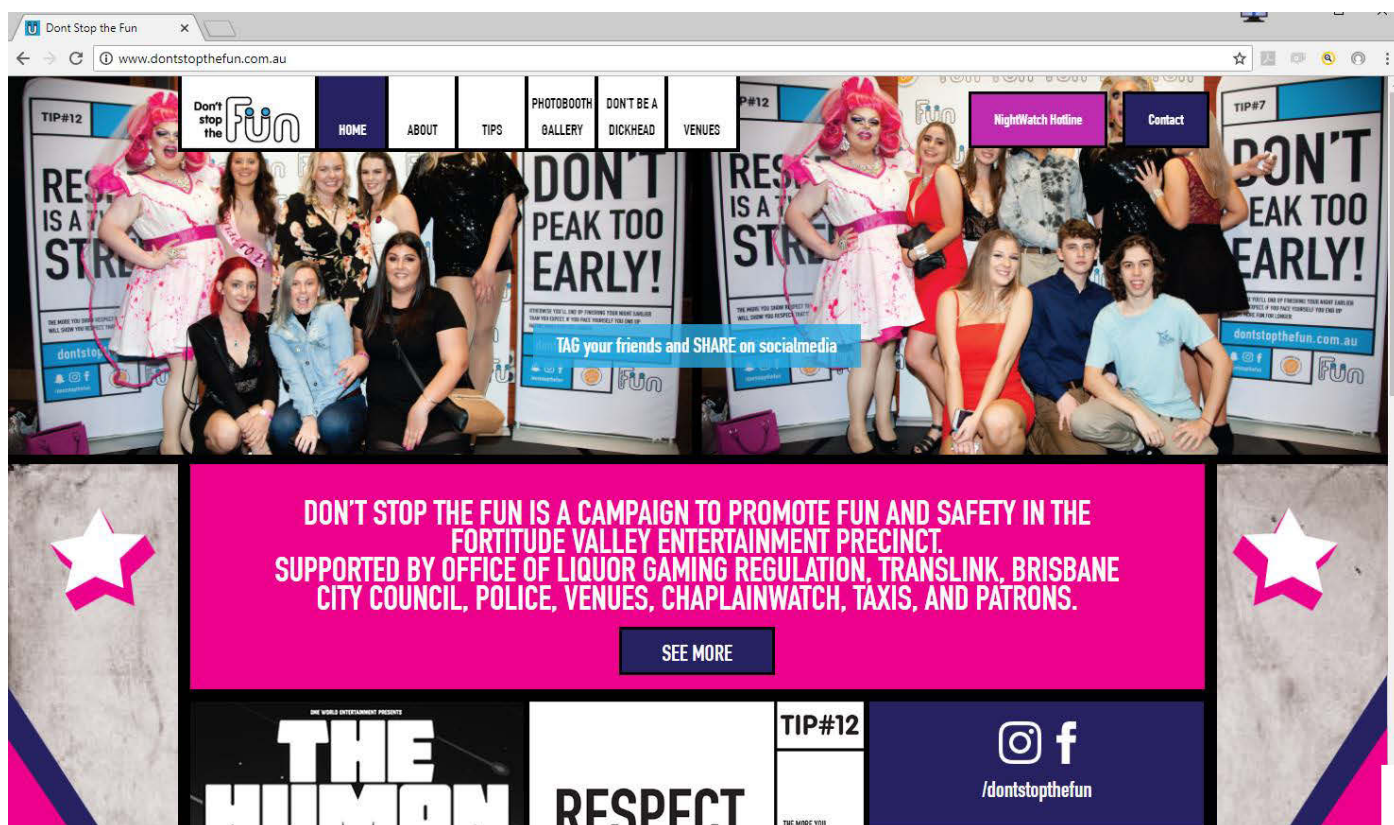
Return on Investment

The cost of developing, re imaging, extending and maintaining the campaigns website is listed in the table below.

Website Return on Investment (cost comparison0										
Period	1 st quarter	Cost Comp	2 nd quarter	Cost Comp	3 rd quarter	Cost Comp	4 th quarter	Cost Comp	Total	Total Cost Comp
Cost	\$12,200		\$6,000		\$6,000		\$0.00		\$24,200	
Users	1,070	\$11.40 per user	1,839	\$3.26 per user	1,439	\$4.16 per user	1,095	\$0.00	5,443	\$4.45 per user
Sessions	1,637	\$7.45 per sess	3,189	\$1.88 per sess	2,469	\$2.43 per sess	1,850	\$0.00	9,145	\$2.65 Per sess
Page Views	3,687	\$3.30 per view	7,295	\$1.66 per view	5,045	\$1.19 per view	3,772	\$0.00	19,799	\$1.22 Per view

In Summary

The total cost of the website, its upgrades, additions and improvements was \$24,200.00, which is \$15,800.00 less than its proposed original cost. A total of 5,443 users visited the website, with the majority using to the website to obtain and share images from the ambient campaigns photobooth. The cost per user of the website over 12 months was on average \$4.45. There were 9,145 sessions on the website, which cost on average \$2.65 per session over 12 months. There were 19,799 pages views of the website, with the photobooth page the most frequented by users. Each page view cost on average \$1.22. In summary it can be asserted that the majority of the 5,443 users visited the site more than once viewing on average 4 pages of the website over 12 months. The reengagement or return of users to the site, predominately to retrieve and share photos, extended the organic reach of the campaign (though this analytic is not available) and reinforce campaign content through multiple exposures over an extended period of time.



Ambient Activities

Ambient Activities of the campaign played a fundamental role in delivering messages to patrons in the public spaces of the Safe Night Precinct. Timings of ambient activities varied from 3 hours photobooth sessions from 9pm-12am to monthly periods of constant display on posters and billboards in the precinct. The campaign continued to increase the number of ambient activities over the course of the campaign as activities continued to grow in popularity with patrons, receive strong feedback from stakeholders and develop new partnerships with commercial businesses and SNP members.

Ambient Activities	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Total quarters & Total months
Type of activity	Photobooth	Photobooth	Photobooth	Photobooth	4 (12 months)
	Street/club shoot	Street/club shoot	Street/club shoot	Street/club shoot	4 (12 months)
	Message cards	Message cards	Message cards	Message cards	4 (12 months)
		Streetscape	Streetscape	Streetscape	3 (9 months)
		Taxi cabs	Taxi cabs	Taxi cabs	3 (15 months)
		Vox Pops	Vox Pops	Vox Pops	3 (9 months)
		Mr Sparkles A4	Mr Sparkles A4	Mr Sparkles A4	3 (9 months)
		Water distribution	Water distribution	Water distribution	3 (9 months)
			Line attendance	Line attendance	2 (6 months)
			Pub Choir	Pub Choir	2 (6 months)
				Trains	1 (3 months)
				Mural	1 (9 months)
				4ZZZ	1 (3 months)
Totals	3	8	10	13	34 (105 months)
Number of activities	5	6	4	1	15
	5	3	4	3	12
	10	9	8	4	31
		88	100	150	338
		6	-	4	10
		8	4	6	18
		300	600	900	1,800

		3	4	3	10
			3	0	3
			3	3	6
				32	32
				1	1
				3	3
Totals	20	410	705	1082	2,213
Number of interventions	946 (photos)	1,123 (photos)	724 (photos)	156 (photos)	2,949
	886 (photos)	1103 (photos)	924 (photos)	676 (photos)	3,589
	1,545	1,860	1,690	1,460	6,555
	-	-	-	-	-
	-	-	-	-	-
	-	82,900 (views)	22,000 (views)	45,700 (views)	150,600 (views)
	-	-	-	-	-
		524	1,248	724	2,496 bottles
			Approx. 1,200	-	Approx. 1,200
			-	-	-
				24	24
				1	1
Totals	3,377	87,510	27,786	48,741	167,414
Number of participants	2,832	3,369	2,172	468	8,841
	-	-	-	-	-
	1,545	1,860	1,690	1,460	6,555
	-	-	-	-	-
	-	-	-	-	-
	-	82,900 (views)	22,000 (views)	45,700 (views)	150,600 (views)
	-	-	-	-	-
		524	1,248	724	2,496
			Approx. 1,200	-	Approx. 1,200
			1,500	2,100	3,600

				2,452,710	2,452,710
				3,600,000	3,600,000
Totals	4,377	88,653	29,810	6,103,162	6,226,002

*views do not include number of times videos have been viewed from the website

*Approx. 1,200 based on the number of lollipops distributed

Photobooth

The Photobooth was designed as the primary point of engagement for the campaign within the public space of the Fortitude Valley Safe Night Precinct. By placing an intervention in the middle of the Brunswick St Mall, the key public thoroughfare of the precinct, patrons were drawn to the activity. The photobooth ran from 9pm-12am, providing a free photo of their night out; patrons were introduced to key campaign messages as they entered the pod and immediately after the photograph via a message card with details of the campaigns website and social media pages. Patrons were then able to retrieve their photos early in the following week from the Don't Stop the Fun website, where they were engaged again with campaign messages and content. Patrons were then able to share their portraits from the website on to their social media feeds increasing the reach of campaign messages to their respective peer groups, which appear in the background of the photos.



In total 15 photobooths were staged during the campaign from the 31st December 2016 – 23rd of December 2017. The 15 photobooths produced 2,949 photographs, with an average of three people per image; 8,847 were directly engaged and received key campaign messages at least 3 times. The Photobooth also provided the environment to introduce other interventions including;

- Water distribution
- Message card distribution (mentioned above)
- Patron Observations

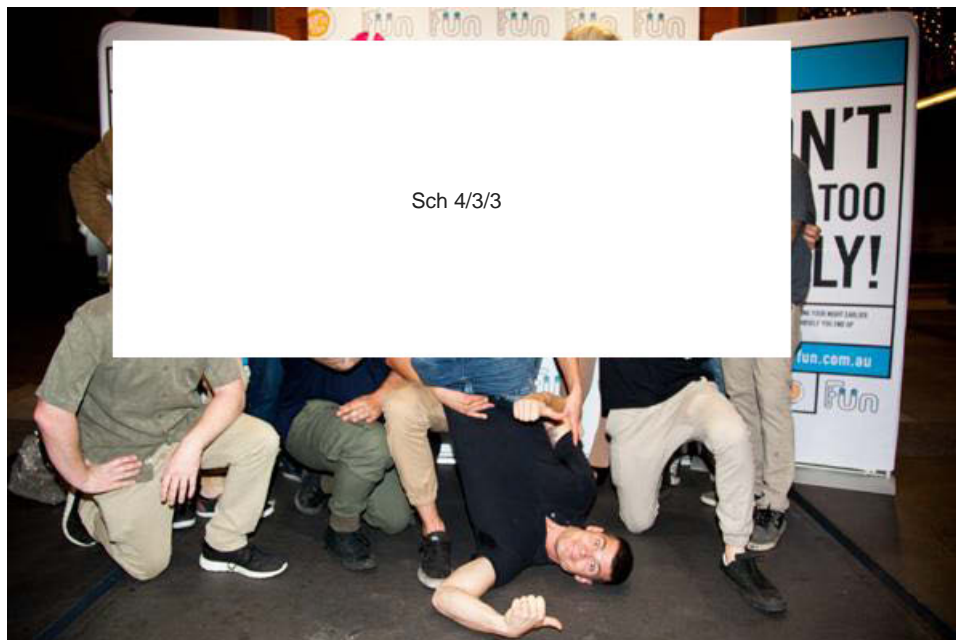
To increase patron attraction to the intervention, a number of characters were introduced to the photobooth. These included the use of costumes, the promotion of SNP member venues and the Queensland Police Service. The costume characters included;

- The Easter Bunny
- A Bubble Bee
- A Moose
- A Frog
- Santa Claus

The use of costumed animal characters was designed to attract patrons to the POD whilst using humour to reduce the pensiveness of in particular, young males in the public space of the precinct. By placing a 'life sized animal' in the POD, the change in behaviour of patrons was physically evident upon entering to exiting the photobooth. By using a surreal character, humour and the notion of childhood was evoked by the activity in turn creating a light and happy and enjoyable environment. The photobooth regularly developed a line where patrons were observed to respectively wait their turn for a photobooth opportunity. Characters were also used to highlight certain changes to the precinct including the introduction of ID scanning in July 2017.

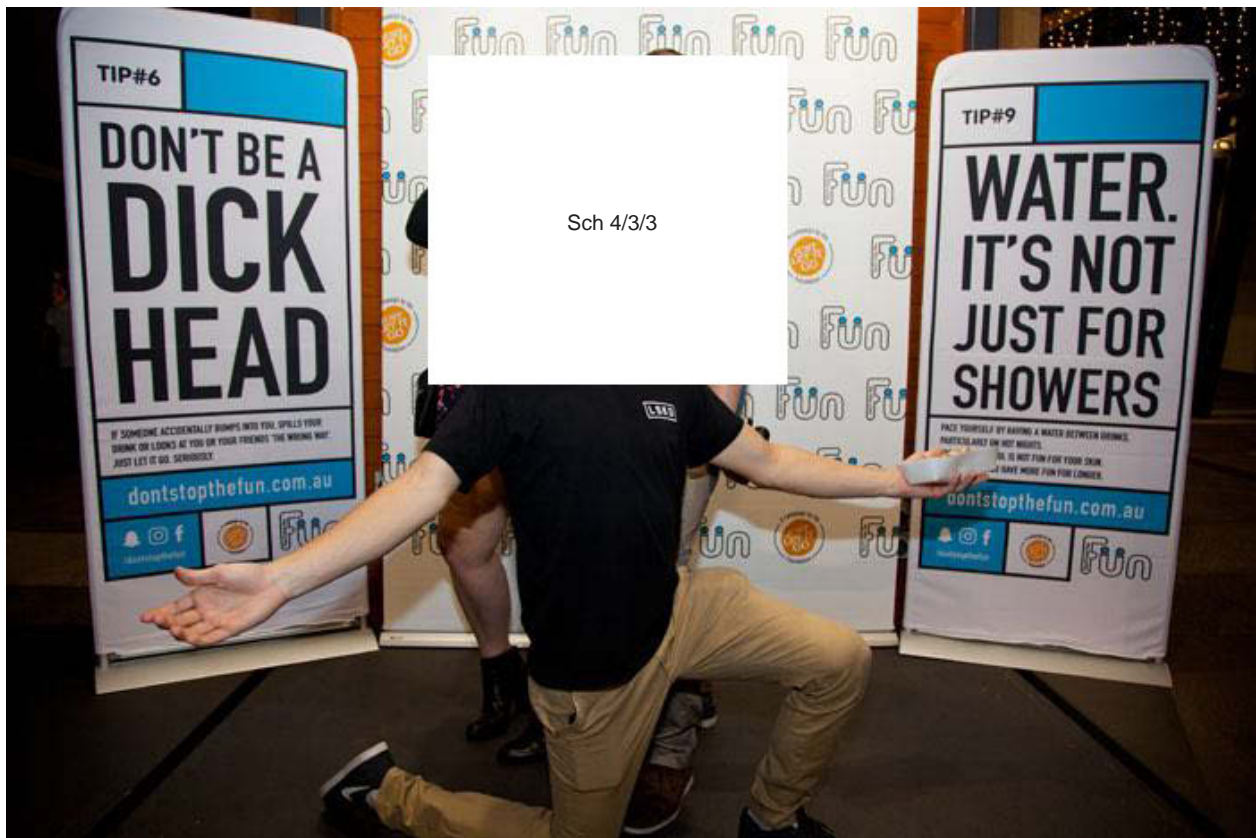


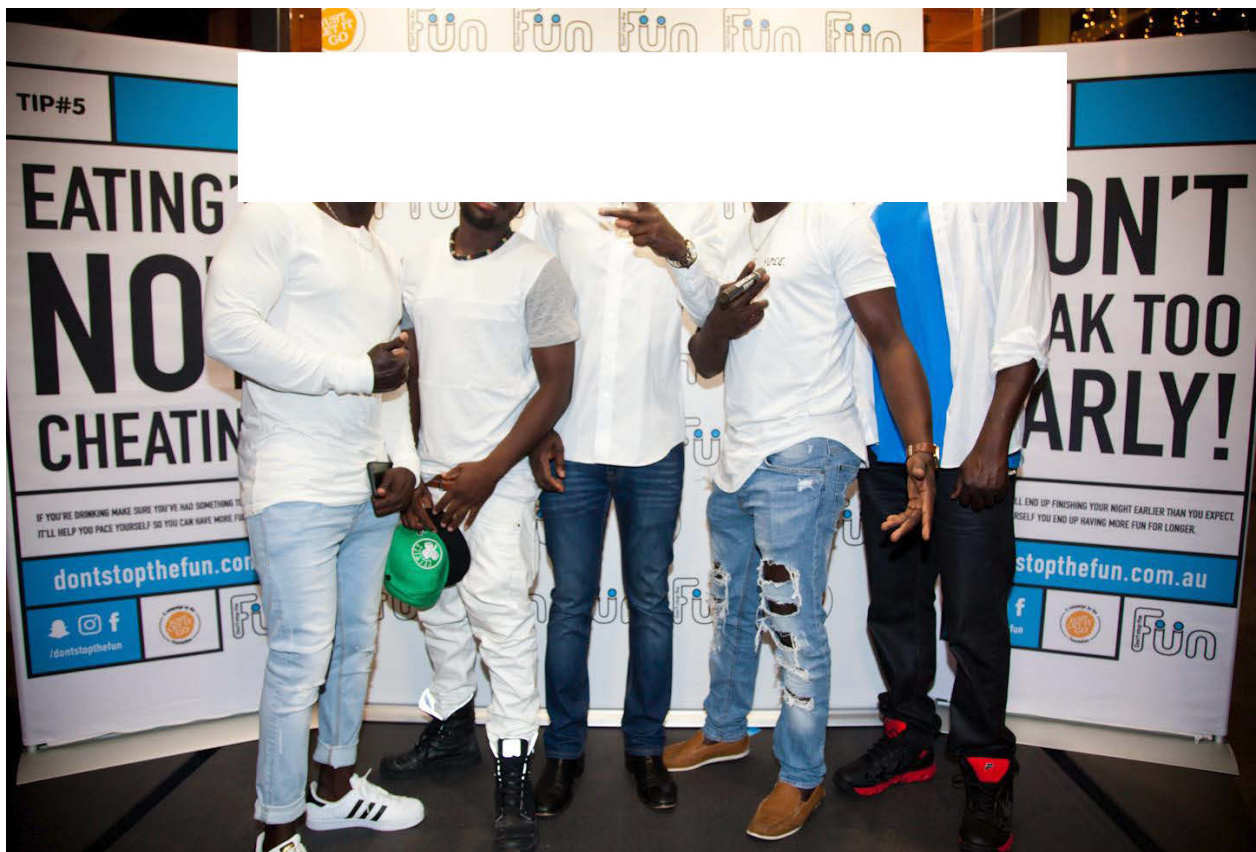
Collaboration with the Katarzyna Group's venue 'One' over two sessions, saw performers Shu Shu Fontana and Vollie LaVont dressed in cabaret costumes provide free photo opportunities for patrons. These sessions were aimed at increasing the social tolerance of especially young male patrons entering the precinct. It was observed on a number of occasions during this activity the change in behaviour and social acceptance by young men who engaged with photo opportunities. The manager of the nightclub One, remarked; "the project was professionally executed and very well designed. It also provided a great opportunity to engage patrons with our venues entertainers. At no time did our performers feel threatened or unsafe."

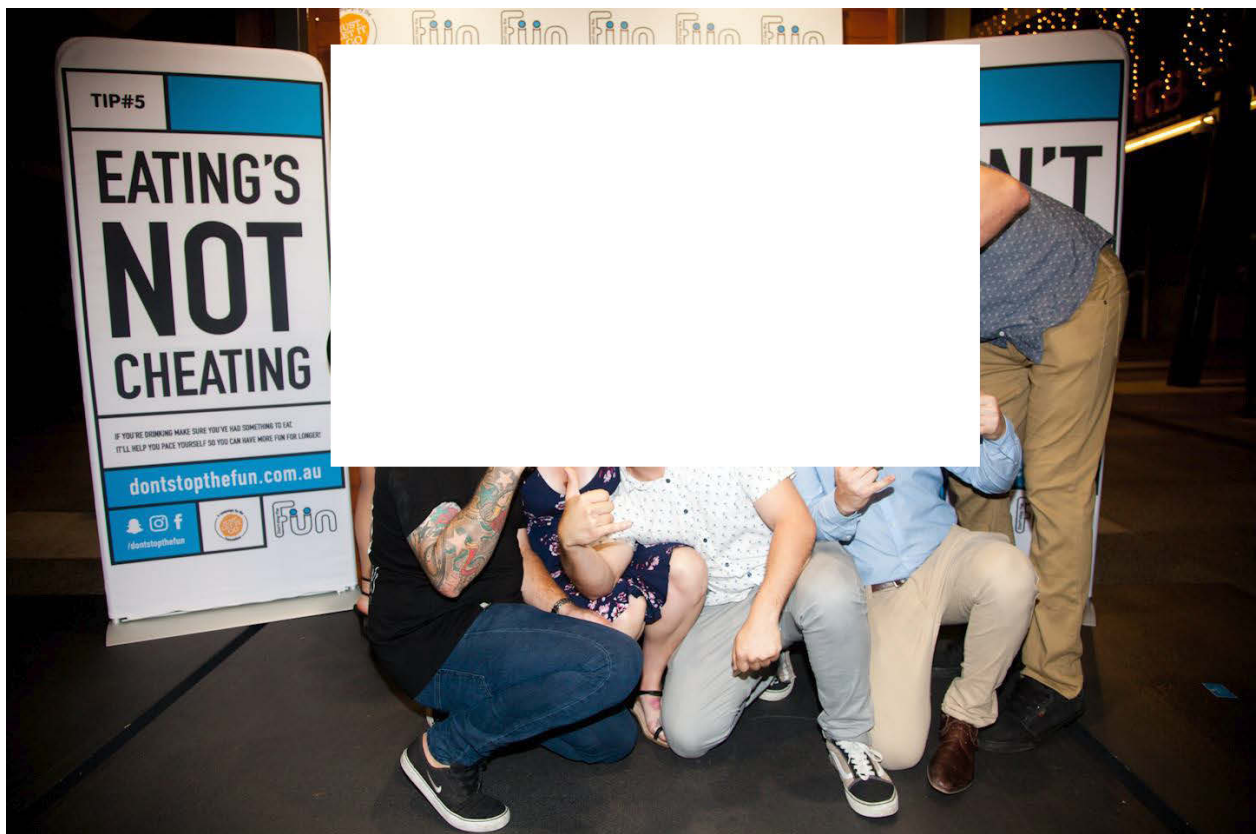


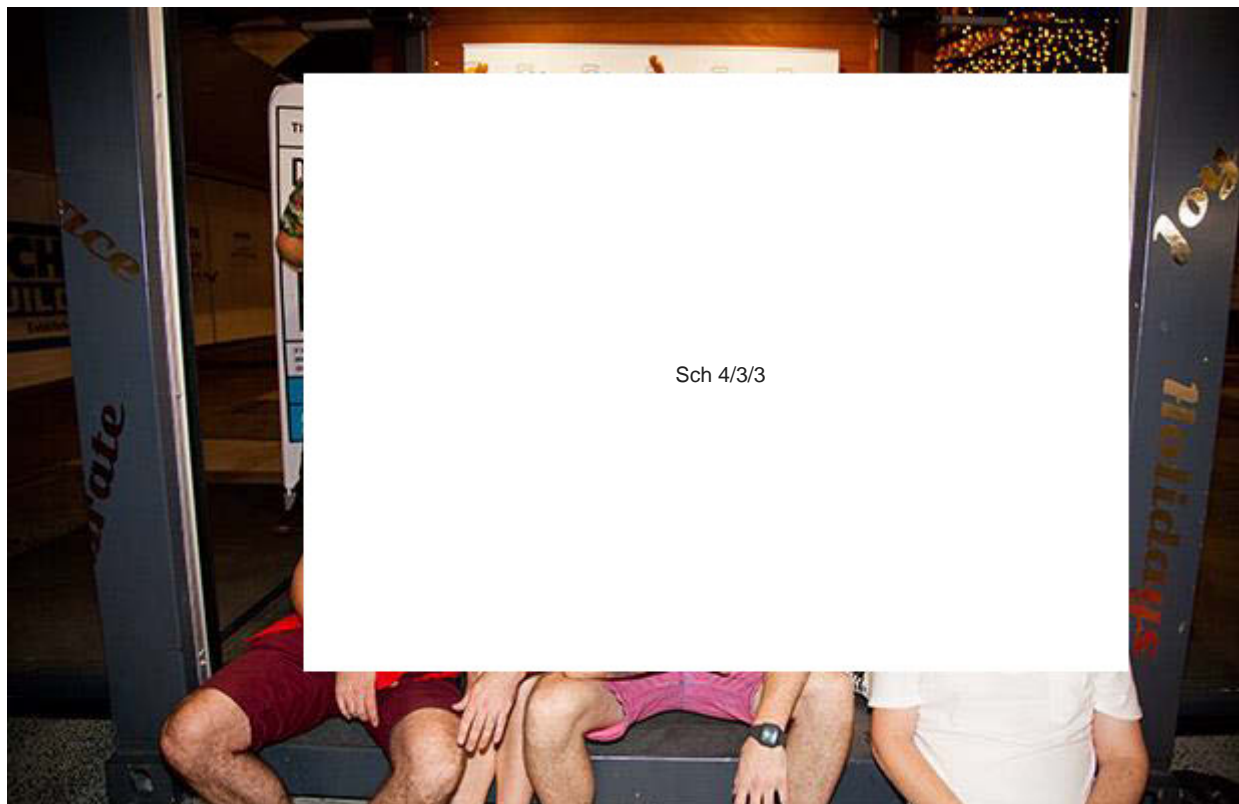
Collaboration with the QPS Fortitude Valley Station was another highlight of the Photobooth. To improve and increase patron interactions with QPS officers in the precinct, a QPS from the cycling division was placed in the Photobooth for a night. The Officer was particularly effective at attracting female patrons to the POD. The activity both reduced social barriers and removed negative stereotypes through the positive social interaction of the photobooth. QPS also commented on both the cooperation and respect shown by patrons during the activity.











Sch 4/3/3



Feedback: Quotes from Patrons

“Excellence is genius” remarking on the cabaret dancers in the photobooth

“Best use of the POD ever” common remark by patrons

“Love it, love the messages” remark by patrons

*Comments recalled by photobooth promoters



Project constraints

Two constraints presented during the delivery of the campaign. Despite meetings with BBC officers and the local councillor, the value of supporting the safety of patrons during the night time economy was consistently overlooked and placed second behind the BCC's programs to stimulate retail shopping in Fortitude Valley. Subsequently the timings of interventions were subject availability to the POD after the conclusion of BCC funded projects including day time DJ's and basket weavers. However, BCC malls management acknowledge on several occasions that the photobooth activation continues to be the most successful and well patronised activity undertaken in the POD.

The second constraint on the Photobooth was the arrival of inclement weather in the second half of 2017. Up to 6 activities were either cancelled before or called off during the activity, due to wet weather.

*During the delivery of the 15 photobooths, there were no incidents of violence or harm recorded to either promoters or patrons.

Water Distribution



The branded water distribution utilised the campaigns Waters Not Just for Showers tip and the photobooth. The intervention consisted of offering patrons who were engaged with the photobooth activity or walking through the Brunswick St mall a campaign branded 350 ml bottle of water. Targeted patrons were generally grateful for the water, even during the winter months of the year, though the summer period were slightly more popular. Patrons either;

- Respectfully declined the offer
- Accepted the water immediately
- Accepted the water after initially rejecting the offer

It is the third outcome which was the most encouraging for the intervention. The third outcome clearly demonstrates 'a change in patron behaviour' from initially refusing the water to (revaluating)

realising they were thirsty and in need of a drink of water, then accepting the bottled water and displaying gratitude. The intervention was therefore very successful at changing patron behaviour and attitudes. It is noted that the water is not specifically distributed to improve health outcomes as it is intended to act as an intervention (substitution) to break up a patron's constant consumption of between alcoholic drinks during the night. The final hour 11pm-12am was the most popular period in which water was distributed. In total there were 104 cartons (2,496) of branded bottles used in at the photobooth. Images were also captured at the photobooth and integrated into the campaigns social media pages.



Message Card Distribution

The message cards were used as a personalised method of delivering campaign messages to patrons. Distributed to patrons after their photo had been taken, the cards contained a key campaign message and the addresses of where patrons could retrieve their photos from during the following week. Message cards were also distributed during other ambient activities in the public space including scanner line interventions and club visits that were employed as of July 1st 2017. In total there were 31 activities where 4,500 message cards were distributed.

Photobooth Questionnaire

1. Was the photobooth popular?

A. The Photobooth attracted a large volume of patrons when it was operated. Some nights were busier than others, depending on how busy the Valley was itself, but overall it was popular.

2. Was the Photobooth successful in engaging patrons in the public space of the SNP?

Yes. There were many photos taken of patrons within the SNP.

3. What messages resonated the most often with patrons?

"Don't be a dickhead" & "Don't peak too early" would be the two biggest messages that patrons remembered and took on board.

4. What demographic engaged more often with the photobooth?

A. 18- 24 years

5. Did the photobooth change patron behaviours in the public space of the SNP?

A. Yes, I believe it did. Most patrons were keen to engage in the booth and grab some free water. They were usually positive towards it and displayed appropriate behaviour.

6. Did the Photobooth make patrons happier?

A. Yes. Everyone loved getting their photo taken, as well as the handouts we supplied.

7. Did Males or females dominantly gravitate to the costumes (animals) in the pod?

A. It was half and half, but tilted towards males.

8. Was the water distribution popular with patrons?

A. Very popular. This, besides having their photo taken was a major attraction to the booth.

9. What demographic was more engaged with the water distribution?

A. 18-24 years

10. Were patrons grateful for bottled water?

A. Most of them were very grateful and happy with receiving bottled water.

11. Any observations?

- *Mainly a younger age group associating with the booth, however the younger age group.*
- *Costumes worked, needs to be continually tailored towards current trends (big movie releases, social media trends etc.)*

- *Free food of some kind could be another avenue (barbecue with sausages, packet of chips or lollies etc.)*
- *Music is also another option that could be added to the booth (live DJ, Spotify playlist etc.)*
- *Overall a successful campaign!*

Sch 4/3/3 was engaged to manage the promoters of the photobooth. He took part in patron surveys and focus groups, 12 photobooths and other activations including the line attendances and photoshoots. is currently a university undergraduate and an emerging DJ on the Brisbane music scene. It was the involvement of some 30 -40 promoters across a variety of activities of the campaign, which was not only vital to the campaigns design and the production of campaign content, but also in the delivery of ambient activations and in developing successful engagement techniques. The young promoters involved brought an authenticity to the campaign that is reflected in the successful engagement with targeted age cohorts of patrons.

Streetscapes

The affordability of commercial advertising in bus stops, in railway stations and on other public signage leased by local or state government departments was a cost price barrier the campaign could not overcome. Despite the prime positions, these spaces were beyond the reach of the campaigns budget. To maintain the campaigns alignment to the underlining philosophy of diversifying the delivery of messages, a commercial partnership was developed with Streetscape Advertising to deliver campaign content on the streets and in the public spaces of the Fortitude Valley Safe Night Precinct. Streetscape clients include a number of venues, businesses and products aimed at the same demographics as the campaign. Their placement for billboards is the most expansive and diverse in Fortitude Valley and the opportunity to integrate campaign messages amongst live acts appearing in the precinct, created accessibility to patrons and an authenticity to the delivery of campaign content.



In total 14 Billboard/poster spaces were specifically identified in high patron traffic public spaces of the Safe Night Precinct and in areas where incidents of alcohol fuelled violence have occurred. The Billboard/poster campaign ran for 40 weeks of the campaign with messages installed at Streetscape billboard spaces in;

- Brunswick St Mall Duncan St (laneway)
- Winn St
- McLachlan St
- Brunswick St (west)
- Brunswick St Mall TCB arcade
- Wickham Tce
- Ballow St

Streetscape Campaigns		
Campaign	Number of weeks	Number of Posters
Don't Stop the Fun Tips	24 weeks	96
ChaplainWatch	16 weeks	32
Don't Be a Dickhead series	24 weeks	150
Greatest Show in Town	18 weeks	90
Total	72 weeks	338



Don't Stop the Fun Tips

A selection of tips was installed across all multi and single panel Streetscape billboard spaces in Fortitude Valley. Spaces were specifically selected to maximise exposure to targeted audiences. Observations were undertaken during periods of peak trade in Fortitude Valley to identify places of high volume foot traffic in the public spaces within the precinct. For example the corner of McLachlan Stand Brunswick St (east) where there is a concentration of late night venues experiences high volume foot traffic from 12am, or the bus stop on Ballow St, which was selected due its close proximity to the GPO nightclub. Other sites included Wickham St, Ann St, Duncan St Laneway in Brunswick St Mall, Brunswick St (west).



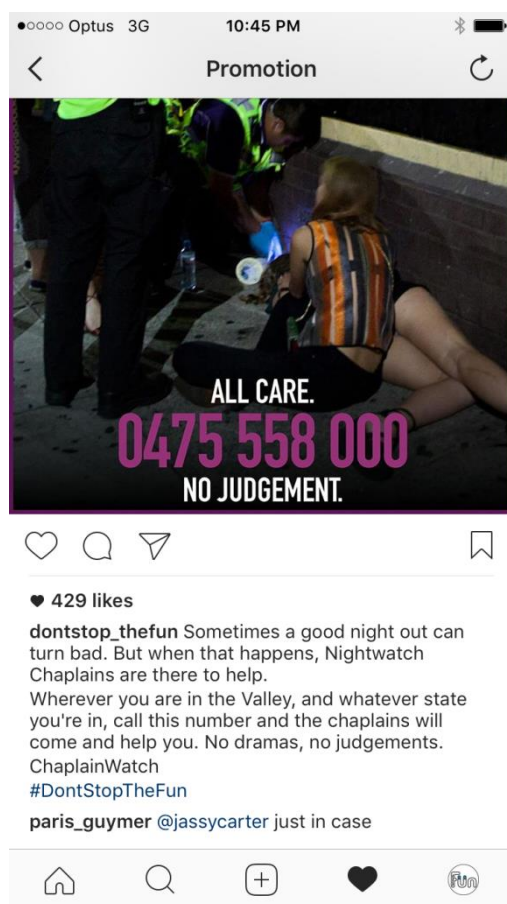
ChaplainWatch

The objective of the ChaplainWatch poster campaign was to create brand awareness in patrons of the NightWatch and Rest and Recovery services to reduce the severity of incidents and reduce service demand on emergency services (ambulances). The ChaplainWatch series was staged and photographed in the ChaplainWatch Rest and Recovery centre, the Chinatown Mall and on patrol with the street chaplains. A large photographic library was shared with ChaplainWatch to improve the quality of imagery used by the organisation in its own promotions, reports, website and social media.

The objective of this series of posters was to;

- Promote the ChaplainWatch Hotline (mobile number)
- Call to action "All Care. No Judgement."
- Develop brand awareness of patrons on ChaplainWatch mobile patrols & rest and recovery services

The photographic content was also integrated into social media campaigns. The poster series ran for 16 weeks with 4 posters displayed per week and rotated to other locations throughout Fortitude Valley every fortnight.



Evaluation: ChaplainWatch Questionnaire

1. Has there been a positive change and increased sense of safety in the Valley SNP in 2017?

A. Yes

2. Did the campaign promotion (online/social media/posters) of the ChaplainWatch hotline increase calls in 2017?

A. Much the same and we had a decrease in total incidents for 2017 by approximately 250 incidents

3. Did the campaign promotion (online/social media/posters) of ChaplainWatch increase general awareness of ChaplainWatch?

A. We found general public awareness has increased in the last 12 months

4. Have you experienced a general decline in the severity of harm related incidents in 2017?

A. The harm related incidents we attended to was an increase of 3 from 2016 to 2017.

5. Were the digital content (images) provided to ChaplainWatch by DSTF used by the organisation, and if so, how?

A. Yes, they were very much appreciated. We used them for our Facebook page, in training, and to various stakeholders to demonstrate the service.

6. Did the campaign promotion of ChaplainWatch increase the general morale of ChaplainWatch volunteers and staff?

A. Yes absolutely. The team was excited to see the support of Don't Stop the Fun, and it was great to see such a positive campaign.

7. In your opinion, Was the campaign successful in engaging young people with campaigns messages on Social media/online?

A. Yes we did follow along on Facebook and Instagram and was surprised by the amount of likes and shares by young people. Fantastic to see young people engaging with a positive campaign

And in the precinct?

A. Yes, we often saw many people collecting water bottles which we also encouraged them to stay hydrated with. We also saw many people stopping into the pod to get photos with positive messages that they snapchatted, or shared via social media. Overall, it was great to see a campaign that was looking to support the safety of people within the precinct.

Don't Be a Dickhead

Resulting from the initial patron interviews, the Don't Be a Dickhead tip was identified for its high message recall and overall popularity with the target audience (patrons). Campaign research conducted with a control group of patrons, bar staff, managers and licensees identified 11 common behaviours that are regularly identified as a precursor to alcohol fuelled violence.

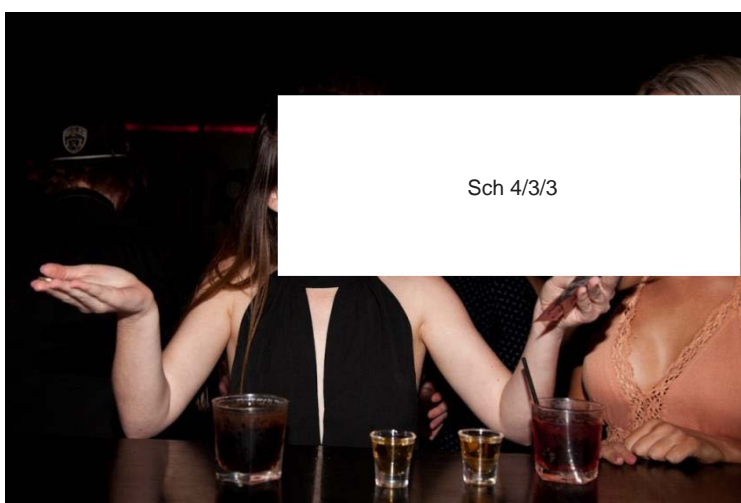
The purpose of the series was to develop greater patron awareness of behaviours exhibited by patrons *inside* licensed venues that are precursors and lead to violent behaviour inside or immediately outside licensed venues. This series is the only known body of work that addresses patron behaviours *inside* venues, rather than simply portraying an act of violence like a coward punch advertisement.

Name of Behaviour	Type of Behaviour
Don't Be Dickhead in Venue Behaviours	
Aggro	Patron who appears to be angry for some other reason, turns up to a venue with a bad attitude
Snappy	Patron who demands attention from staff or brings attention to themselves more than others
Sleazy	Patron who is unaware of his/her behaviour towards another patron, often refuses to accept no for an answer
Can't let it go	Patron who carries on demonstrating after an event, needs to be right and wants everyone else to know
Pushy	Patron who is not prepared to wait, often impatient and in a hurry
Pissed	Patron who is over intoxicated and requires the help of others
Clumsy	Patron who is not paying attention or is in a rush and not taking due care in a crowded space
Standover	Patron who physically imposes himself over others
Shouty	Patron who likes to hear their voice above others
Queless	Patron who thinks waiting in line is not applicable to them
Dancefloor	Patron who is unaware of their actions in a crowded space of the dance floor

The series of images also paid particular attention to the position of women patrons in venues, portraying them not as victims but rather the precursor social situation or position that they may be placed in. The series also considered behaviours commonly exhibited between young males that are also social signifiers of potential verbal or physical assault.

These behaviours were portrayed by an organised group of patrons in a controlled environment of a licensed late night venue prior to trade. The photoshoot produced a catalogue of images that were then digitally treated to create a series of posters and social media content. The images were fashioned from influences including 1960's black and white horror films and 1970's punk record covers. Each image of behaviour included a hand drawn graffiti tag to increase the 'street appeal' of the images and further integrate campaign messaging into the urban landscape of Fortitude Valley.

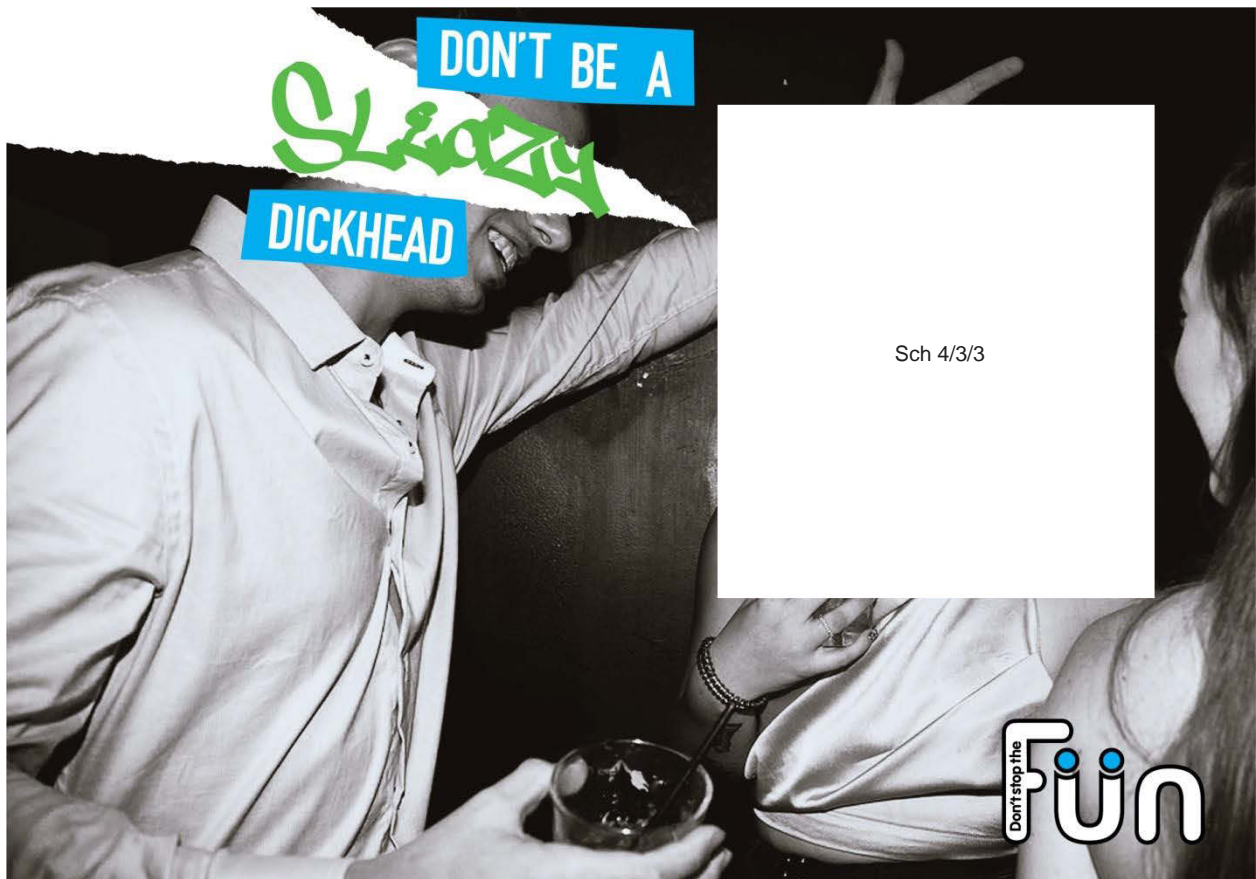
Three formats were developed for the poster series that ran from April – September 2017. A 24xsheet (billboard) format, a 4xsheet poster format (landscape) and a 2xsheet poster format (portrait) allowed the campaign to appear from wider spaces to more intimate spaces of the precinct. Patrons who participated in the photoshoots regularly shared images of the posters as did patrons of the precinct in their social media feeds.











The Greatest Show in Town

This series of the campaign included 9 x hand drawn images based on early circus posters, the first credited forms of entertainment advertising. Each character represented identified risky behaviours of 25-35 year old patrons. These behaviours were identified during the consultation process in the initial design of the campaign. The identified risky behaviours of the 25-35 year old cohort differ greatly from the 18-24 year olds. The main driver of difference being the time spent (experience) in the Fortitude Valley Precinct. This notion of experience impairs personal decision making, self-responsibility, and self-regulation; while inflating a sense of self-importance, righteousness and authority amongst this demographic. Consequently 25-35 year olds were identified to be more likely to challenge authority, believe they were more aware of their alcohol consumption threshold and were less likely to see their behaviour as anti-social.

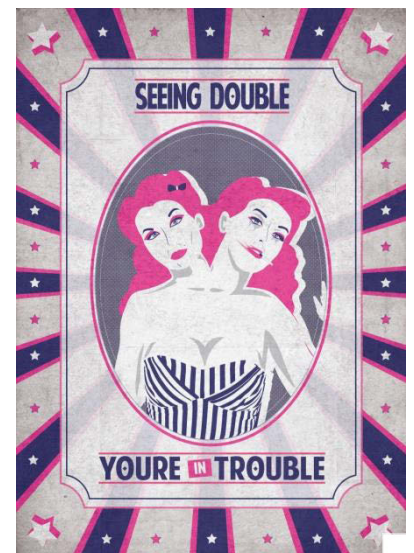
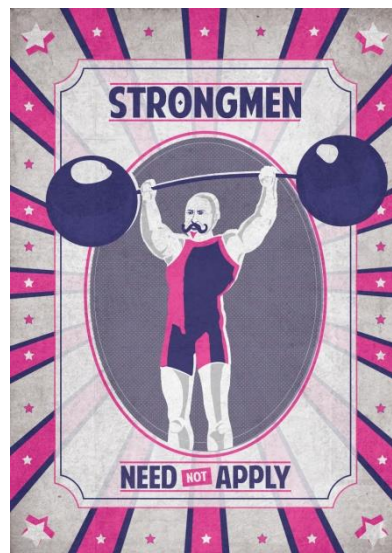
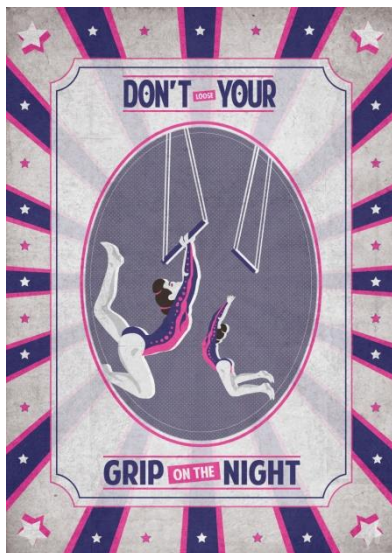
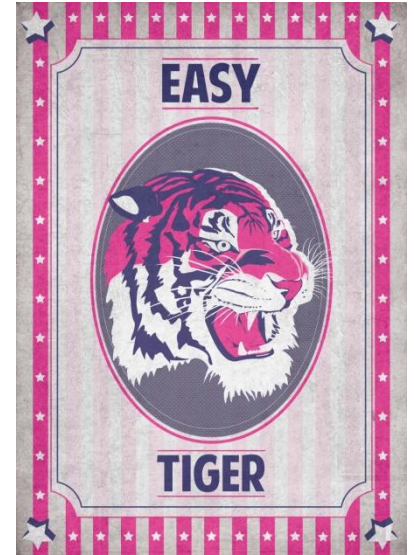
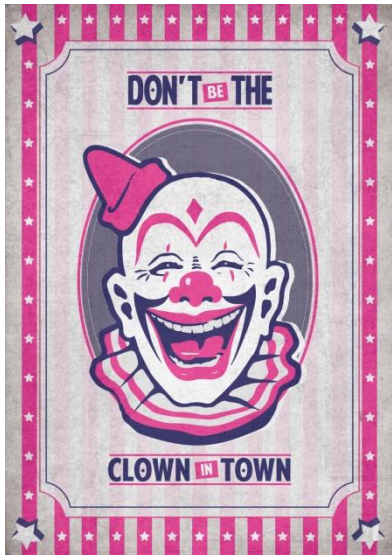
Subsequently, the campaign focused on communicating with this demographic by targeting and challenging their developed and established behaviours. In a sense, the campaign sort to engage the demographic; to create a renewed sense of self awareness of their behaviours by evoking in patrons some self-reflection to promote a correction of current social behaviours. The theme of the circus was chosen to promote and identify the diversity of patrons in the Fortitude Valley Safe Night Precinct and to reference the notion of individualism and entertainment.

Identified behaviours were represented by a character, whose behaviour is recognised as risky beyond the norm of accepted social behaviours. Hence the notion of 'acting up' or out of character was challenged by the imagery of 'freak show' circus performers. The images were formatted as 2xsheet posters and distributed throughout the Fortitude Valley Safe Night Precinct. Each image was published 10 times and ran for 2 weeks, with 2 characters appearing in the precinct at any given time during delivery from September 2017 to February 2018.

Character	Type of Behaviour
Don't Follow the Ringleader	dominant peer group influence
Don't Burn Your Mates	peer group support
Know how your night ends	exit strategy
Don't be the Clown in Town	self-regulation of behaviour
Don't Get Fired Up (out)	social tolerance in venues
Easy Tiger	moderate approach to consumption
Don't Loose Your Grip on the Night	self-awareness, self-control
Strongmen need not apply	macho behaviours
Seeing Double you're in Trouble	over intoxication

Feedback Over the duration of the partnership with Streetscape, which also saw the integration of Streetscape advertising to the website, the campaign received consistent positive feedback across the 4 campaigns. The Don't Be a Dickhead campaign attracted several comments from other advertisers, who remarked on the quality and clarity of messages and imagery. Comments received by Streetscape Advertising referred to the authentic aesthetic and the appropriateness (fit) of imagery with their other clients who advertise in Fortitude Valley. The use of photographic and hand drawn imagery was regarded as exhibiting a high quality of design. Streetscapes believe it was the campaigns ability to integrate key messages amongst other advertisers that was a key element in attracting audience attention.

Streetscape does not have a metric or an estimate on how many views their posters and billboards receive on a weekly basis. However they do recognise that their posters are constantly on view to the public and they have the most extensive series of poster and billboard spaces available in Fortitude Valley.



Investment	SNP	Translink	CBGF	Total
	\$15,000.00	\$21,500.00	10,500.00	\$47,000.00

Investment	Number of Weeks	Av investment per week	Number of images	AV investment per image
\$47,000.00	72	\$652.00	338	\$139 per image

*image sizes varied from 2 – 24 sheeters, costs for publishing and printing varied per size

Taxi Cabs

The concept behind taxi cab wrapping was to create moving advertisements within the Safe Night Precinct to deliver key campaign messages. As secondary reason for installing was, on occasion have campaign messaging reach patrons waiting in taxi ques.

Don't Stop the Fun was fortunate to gain the support of both taxi companies servicing the Fortitude Valley Safe Night Precinct. The sponsorship/partnership began in the first quarter of the campaign with 4 x Yellow Cabs initially being wrapped with the Stop the Violence Just Let Go Logo. This complemented two existing foundation wrapped Yellow Cabs. A further three Yellow cabs were wrapped with a logo colouring competition and two with Don't Stop the Fun Tips.

Black & White Cabs sponsored the Greatest Show in Town sub campaign providing four cabs for wrapping with four freak show characters. In total 10 taxis carried and continue to carry campaign material in Brisbane. The contribution by both taxi companies was highly valued by the campaign.

Industry Evaluation

"Black and White cabs were happy with the quality of advertisements on our taxis. We support the campaign 100% and believe that taxi wraps are a good way of helping the campaign spread its messages. Our drivers are proud to drive the Don't Stop the Fun cabs, which are still in circulation.

It is my experience that when you now something like the campaign is working, like advertising you have to keep going. You can't stop because when you stop advertising your audience stops listening. Sch 4/3/3 Black and White Cabs, Taxi Council of QLD

"13 Cabs, (Yellow Cabs) has provided strong support the work of the Just Let it Go Foundation since the charity's inception. We are proud to provide rent free advertising space on our taxis. Yellow Cabs values the safety of patrons and recognises the importance of communicating and educating young people to improve their social behaviours" Alfio Intelisano, 13 Cabs (formerly Yellow Cabs)





Vox Pops

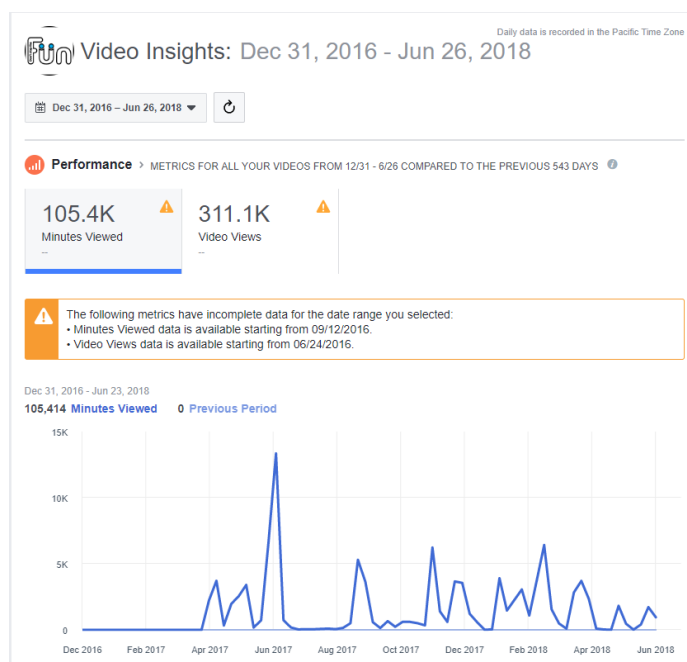
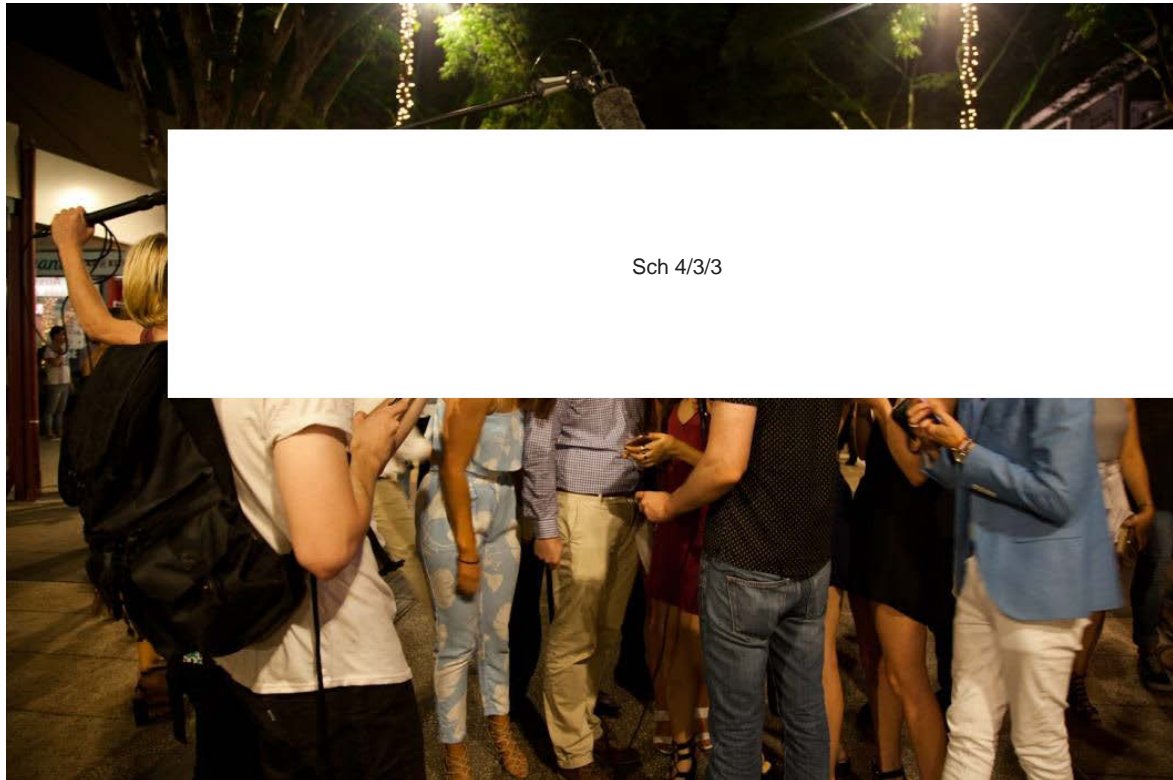
To create further the engagement with the campaign in the public space of the precinct, three series of Vox Pops were recorded and published on the campaigns social media pages and the website. A Vox Pop is, a “popular opinion as represented by informal comments from members of the public, especially when broadcast or published.” The use of the Vox Pop format was highly attractive to patrons of the precinct. The majority of Vox Pops were filmed in the Brunswick St mall.

To develop scripts, film edit and publish the campaigns Vox Pop’s young comedian and journalist Martin Ingle was approached. In 2016, Martin was the recipient of the Chaser’s scholarship where he produced a series of Vox Pop’s on the American election. The objective of the Vox Pops was to capture patron behaviour during the night through short interviews on a number of subjects from being a dickhead and littering in the precinct to performing in a circus. The three campaigns covered by Vox Pops included;

- Don’t Be a Dickhead
- Don’t Drop It – Bin Chicken
- The Greatest Show in Town

Vox Pop's				
Number of videos	Investment	Return per Video	Number of Views	Return per View
18	\$37,700.00	\$2,100.00	150,600	\$0.25

Although the cost of video production is considerably higher than the cost of photography in the production of campaign content, especially for social media, this increase in cost, is contributed to the number of people required to produce video media content, including actors, camera operators, sound recorders, a director, editor and legal administrator. However, the popularity of the Vox Pops with patrons in the Fortitude Valley Safe Night Precinct and the publishing of video's using social media saw the return on the cost per view return equal \$0.25 cents.



Mr Sparkles Poster Campaign

The Mr Sparkles A4 poster campaign was designed to occupy more intimate spaces, where posters are viewed at 100 inner areas of Brisbane (the city and adjoining suburbs) in small businesses. In total 1,800 posters were distributed over 36 the weeks of the campaign. The poster series selected for this campaign were the;

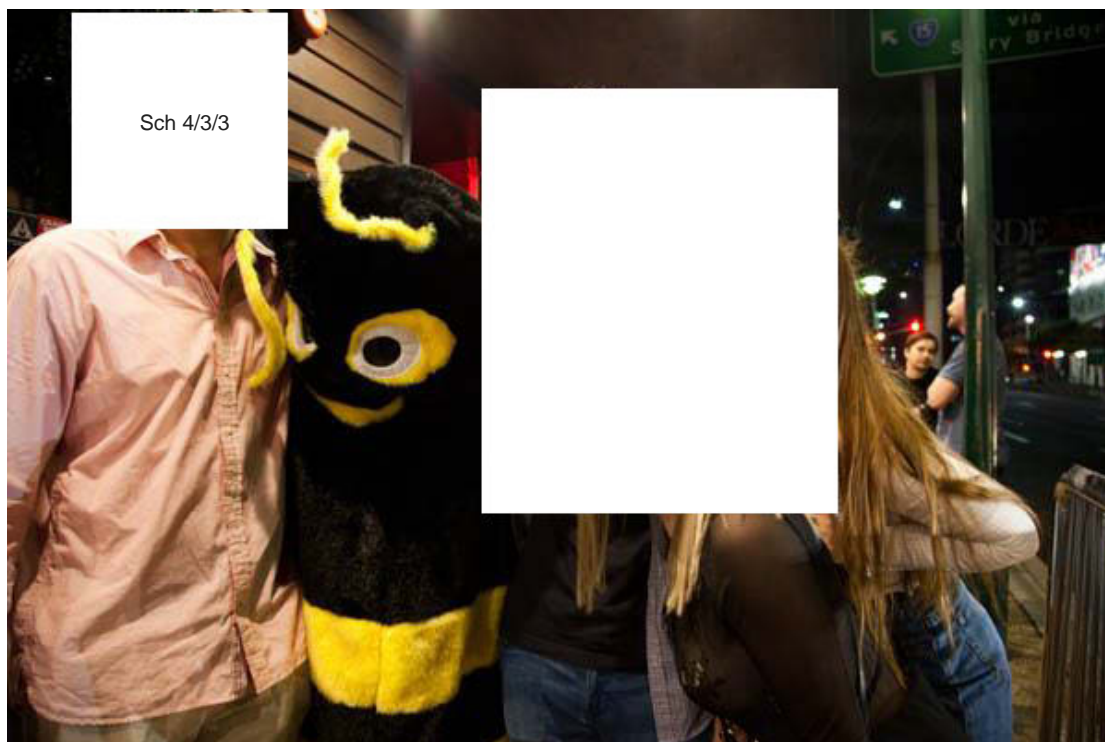
- Don't Stop the Fun Tips
- Greatest Show in Town





Line Attendance

With the introduction of ID scanning from the 1st of July 2017, Don't Stop the Fun identified the need to prevent potential conflict that may result from the changed conditions of entry to late night licensed venues. There were 3 ambient activities undertaken in July, August and September. The activity involved engaging patrons in line for venues with light entertainment and a distraction – in the form of a sealed lollipop. Two costumes were used, Santa and helper and a bubble bee. Both activities aided in distracting patrons enduring 'initially extended wait times' by briefly entertaining patrons with photos and lollipops. A number of venues were visited with venues like the Met with extended lines due to performances, visited multiple times during the night. Photographic content recorded from the activities was developed into social media content and uploaded to the website.







Pub Choir

To promote the notion of entertainment amongst the 25-35 year old demographic the campaign was influential in relocating the now nationally recognised and in demand live performance act Pub Choir to a license venue (The Elephant Hotel) in the Fortitude Valley Safe Night Precinct. The campaign worked with the act to improve its licensing agreements and to develop a regular calendar of events and (at the time) exclusive appearances in Fortitude Valley. The act was selected for its high level of audience engagement, socially and demographically diverse audience and it's out of high peak trading hours delivery (performance time – 7pm on Thursday nights).

Pub Choir performed at the Elephant from July 2017 – February 2018 before the venue could no longer accommodate audience numbers. Currently, the act is performing at the Triffid and will move shortly to the Tivoli again due to the need to increase venue capacity. The version of 'Zombie' sung at the Elephant hotel went viral on social media with 5.2 million views world-wide and shared by international bands the Cranberries and Pearl Jam. Video content produced by Pub Choir was integrated into the social media of the campaign. Since this time, Pub Choir has been introduced and performed at 2 other safe night precincts; Toowoomba and the Sunshine Coast.

"Truly the most fabulous night! That was my 6th Pub Choir and I have to say I don't go for the song choice...I go for the feeling of freedom (of mind) and achievement that this space gives me every single time as well as the connection with my friends and strangers alike. I've probably been excited for maybe 2 songs out of the 6 but have absolutely loved singing each and every one of them.

Sch 4/3/3

Facebook

Evaluation: Pub Choir Elephant Hotel

1. Was the event commercially viable given its timing (7pm) and day of performance (Thursday)

A. Yes worked well. Aimed at an older demographic which don't normally venture out mid-week but still worked.

2. Did the audience purchase more meals than a Saturday night performance?

A. Similar to food sales to a Friday night.

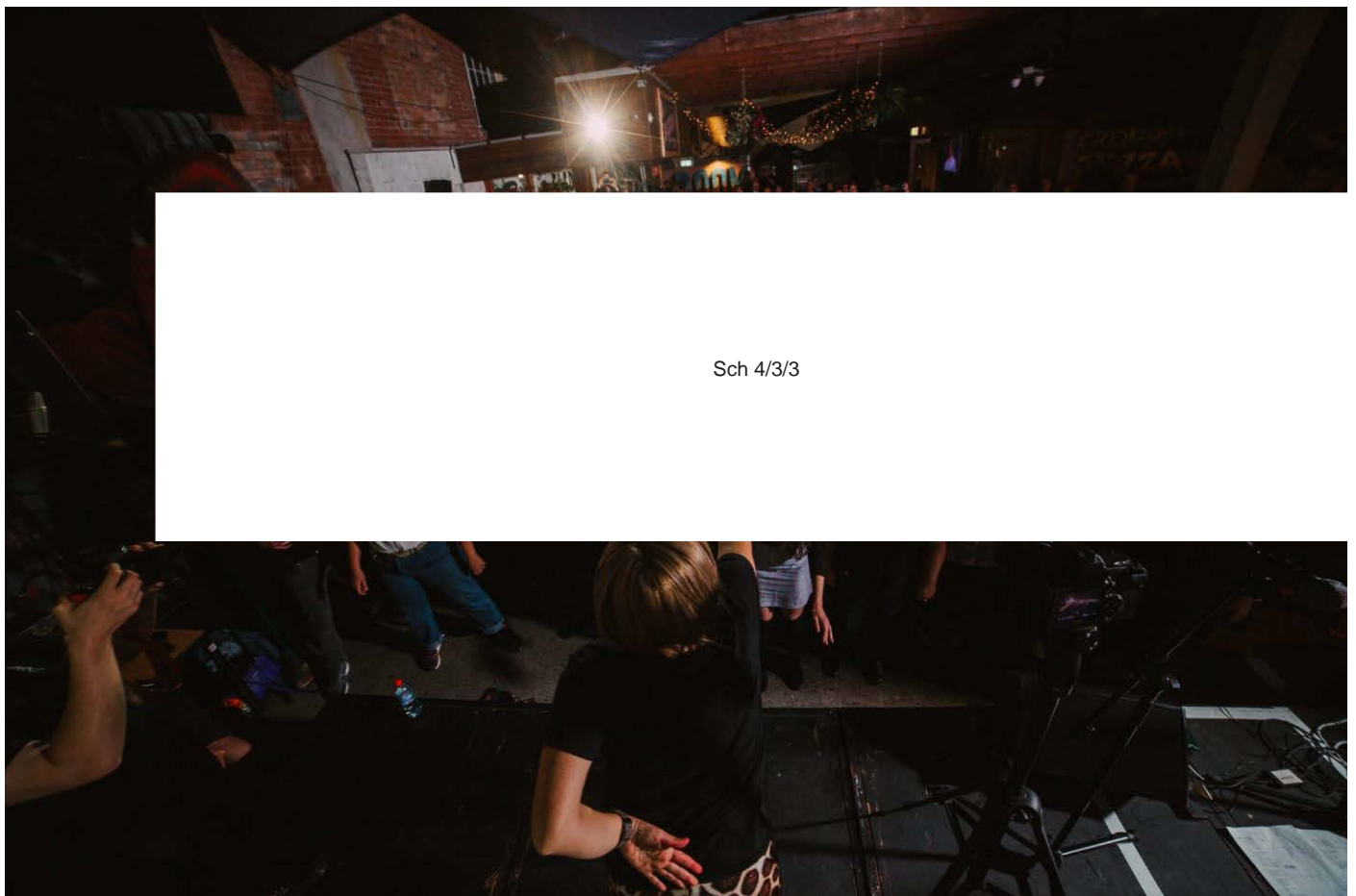
3. Were there any recorded violent or antisocial incidents recorded during any of their events?

A. No

4. What was the general opinion of audience behaviour?

- a. Below Expected (worse)
- b. Expected (usual)
- c. Better than expected (better)

A. C - better than expected



Sch 4/3/3

On Arrival - Queensland Rail Train Carriage Poster Series

The objective of the Transit Interior advertising activity was to engage with the targeted demographic of 25-35 year olds living in the inner city or in close proximity to Fortitude Valley. The use of public transport by young adults provided an 'out of SNP' opportunity to deliver key campaign messages. The selection of specific carriages used predominately on inner city lines a strategy used to deliver messages to patrons on arrival to the Fortitude Valley safe night precinct. Advertising spaces next to exit points (doors) on carriages were also chosen to increase the frequency of delivery and reinforce messages upon departing transport and entering the precinct. Properties of the selected format included;

- Increased contemplation time of campaign messages whilst in transit
- Messages located at exit points of the trains
- Trains selected that frequented inner city rail lines
- Utilising QR network and infrastructure



Age Group	Queensland	
Under 25	220,189	22%
25 - 34	200,172	20%
35 - 49	230,198	23%
50 - 64	200,172	20%
65+	150,129	15%
Total	1,000,860	

Duration: 12 weeks October – December 2017

Number of QR carriages: 24

Number of messages: 24 (door side panels)

Dimensions: 760 x 360 mm

Orientation: Portrait

Train carriage numbers

SMU	SMU	SMU	SMU	SMU	SMU	SMU	SMU
5289	5286	5263	5284	5296	5285	5244	5246
7289	7286	7263	7284	7296	7285	7244	7246
8289	8286	8263	8284	8296	8285	8244	8246

*QR figures provided by S&J Media indicate that the 24 messages installed on carriages were viewed by 2,452,710 single ride passengers during the 12 weeks from October – December 2017.





Brunswick St Mall Mural – Know How Your Night Ends.

A major element of the Greatest Show in Town campaign was the installation of the GSIT Fortune Teller Mural in the Brunswick St Mall. Located on the building façade of the TCB building, Hutchinson Builders provided free advertising space for a period of 8 months (32 weeks) from October 2017 – June 2018. The Mural measured 3m x 6m and depicted the head of a fortune teller staring into a crystal ball of the night. The caption Know How your Night Ends was one of the key exit strategy messages of the Greatest Show in Town, campaign. The purpose of promoting patron exit strategies was to;

- Reduce the time of patrons spent in public spaces after exiting venues
- Increase awareness in patrons of the need to develop exit strategies from the precinct.
- To promote transport options like taxi's

Based on a conservative estimate of 10,000 views per week/end, it is proposed that the mural attracted approx. **3,600,000** views during its 9 months of installation. The estimated in-kind support for the commercial cost of the mural given; its central location in the Brunswick St Mall of the safe night precinct, size and period of installation to be, no less than \$3,000.00 a week or \$108,000.00.



R

4ZZZ Community Announcements



4ZZZ is the leading independent radio station in Brisbane. The radio station is located in Fortitude Valley and its audience have spent time or currently spend time in the precinct. To deliver messages to patrons leading up to New year's Eve in 2017, Don't Stop the Fun worked with the radio station to produce;

- 1 community announcement
- 2 interviews

The community announcement was written to deliver a series of key messages to patron's visiting the precinct for New Year's Eve and was played on a number of occasions in the last week of 2017. The two interviews focused on what changes have occurred in the Fortitude Valley safe Night Precinct including;

- ID scanning
- The need to carry identification
- Which forms of identification work best
- Rapid intoxic drinks cessation at 12am
- Change to trading hours
- The value of coming out early and eating in Fortitude Valley
- The campaigns key messages

Fortitude Valley SNP campaigns

To reduce potential and incidents of alcohol fuelled violence in the Fortitude Valley Safe Night Precinct 4 minor targeted campaigns were specifically developed. These campaigns aimed to;

- Promote existing support services in the precinct
- Contextualise and educate patrons on the introduction of new legislation
- Address minor anti-social behaviour that lead to recorded incidents

ChaplainWatch Service and Hotline Promotion

The majority of patrons assisted by the ChaplainWatch service are engaged through the NightWatch service of patrols throughout the Fortitude Valley Safe Night Precinct. The NightWatch service also replies to venues who call for assistance. The objective of the ChaplainWatch campaign was to create brand awareness in patrons of the Hotline number, Nightwatch and Rest and Recovery services to reduce the severity of incidents and reduce service demand on emergency services (ambulances). An extensive photographic catalogue was compiled for the organisation in addition to publishing material on the social media channels of the campaign. The promotion of the image and the hotline number was also integrated into the Streetscape poster series of the ambient campaign.

New Legislation and regulation enforcement campaigns

During consultation and throughout 2017, 3 issues continued to be flagged by venues and raised with the SNP management as having the potential as a driver to increase the number of incidents of alcohol fuelled violence in the precinct. These included the introduction of ID scanners in July and the issuing of littering fines to patrons, especially those patrons in scanner lines waiting to enter venues. Subsequently 2 campaigns were developed to educate patrons on the introduction of Scanners, the need to bring ID and the use of banning orders and a campaign to reduce the number of littering incidents in the precinct. The two campaigns were

- Scanning and Banning Dickheads
- Don't Drop It

Social media was used to communicate with patrons prior to their arrival to the precinct in selected week nights and from mid-afternoon on Friday and Saturdays. Social media posts relayed messages relating to the need for scanners (banning dickheads and dickhead behaviours), the need to bring the correct identification (educational) and the consequence of being banned (social stigmatising). Social skills were also promoted including patience and respect for other patrons to reduce que jumping and frustration from waiting in ques.

3 ambient activities were undertaken to support venues with large events and expected lengthy ques. A Santa and two helpers provided queuing patrons with lollipops and were photographed with patrons. The other two activities involved the 'Be Good Bubble Bee' visiting scanner lines. Photographic content developed from these activities were used in a number of social media posts.

A social media competition was incorporated into the littering series of social media posts which, identified the cost of littering(educational), the social experience (stigma) of littering and the consequence of littering (being fined). A humorous Vox Pop was created to highlight to patrons the need to reduce littering in the precinct. The Vox Pop was published on the social media platforms of the campaign.

ID scanners new legislation

To coincide with the introduction of ID scanner regulation, Don't Stop the Fun identified the potential for anti-social behaviour that may lead to alcohol fuelled violence due to the immediate nature of changes to queuing and entering licensed premises after 10pm. One area of concern not initially identified was the number of patrons who were not carrying personal identification in the precinct. The key areas of concern included;

- Intolerance - Poor patron behaviour which may arise from the probable extension of time in line ups outside venues
- Rejection - Refusal of entry (banning)
- Rejection – Failure to produce personal identification



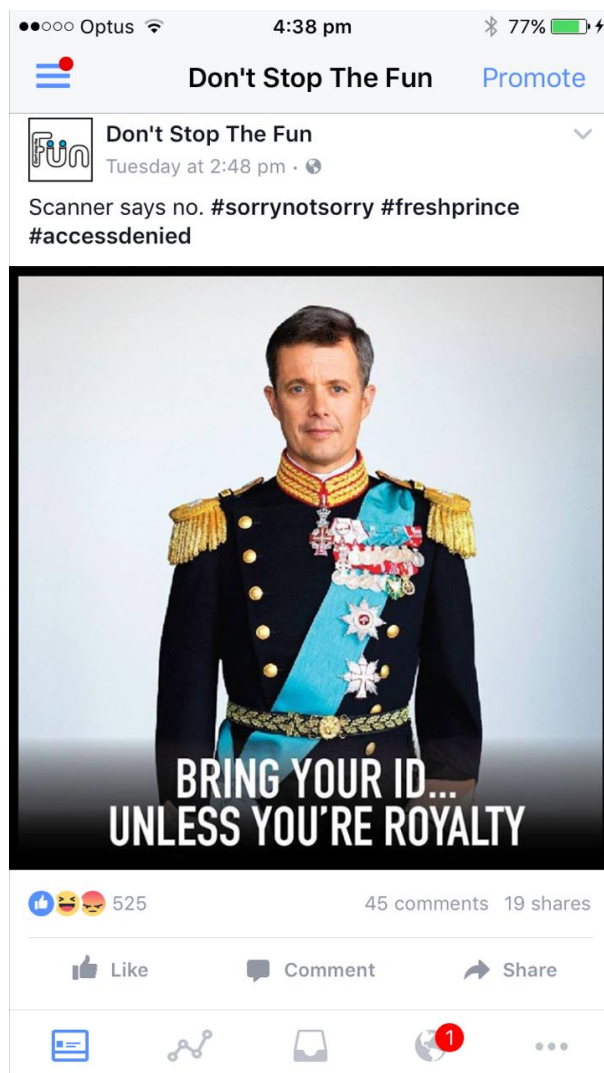
Promotion of the Banning Orders

The promotion of banning orders was delivered through social media. The posts provided education, socially stigmatised anti-social behaviours and portrayed the consequence of being banned. Banning order posts were also integrated into ID scanner posts to link and provide context for patrons of the new regulations. The Key areas of concern included;

- Promotion of banning orders
- Social exclusion as a consequence of receiving a banning order
- The contextual linkage between banning orders and ID scanners

Personal Identification

With the implementation of ID scanners, it was quickly brought to the campaigns attention that many patrons were turned away from venues because they did not carry the correct or any form of personal identification. To reduce the potential for conflict to arise as a result of rejection, a series of social media posts were developed to educate patrons on the need to carry personal identification. The use of the much published 'royal rejection' was highly successful in contextualising for patrons the need to carry identification to gain entry into venues after 10pm.



8 WAYS TO BEE HAPPY IN LINE

BEE PREPARED & BRING YOUR ID

MAKE A BEELINE FOR FOOD FIRST

BEE PATIENT

NO CUTTING IN – IT'S A BUZZKILL!

BEE A LOVER, NOT A FIGHTER

CHAT UP A HONEY WHILE YOU WAIT

KEEP BUSY WITH YOUR SOCIALS

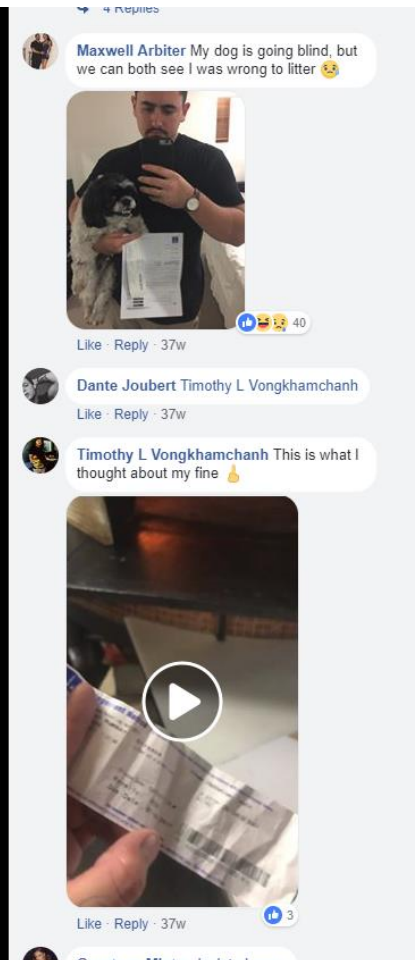
DON'T GET STUNG ON THE BANNED LIST!

Don't Drop It – BCC littering fines

Due to an increase in reported incidents and the escalation of incidents resulting from BCC ticket officer interaction with patrons and an increase in venue complaints to the management of the Fortitude Valley Safe Night Precinct, a campaign was developed to reduce the number of littering incidents, the potential for escalation and subsequent fines and educate patrons on the costs and consequences of littering in Fortitude Valley. The key areas of concern were to;

- Increase awareness of the cost of littering
- Reduce the number of littering incidents
- Reduce the number of recorded incidents
- Reduce the number of escalated incidents

Social media posts and a competition aimed at engaging patrons in dialogue about their fines were created. Both the posts and the competition were popular with patrons, who actively participated in an educational manner by sharing content amongst peer groups.



Venue assets - delivering campaign content in licensed venues

Identified as the most valuable asset in delivering campaign content to patrons, licensed venues volunteered their support for the campaign and made a number of spaces available within their venues. Perhaps the most critical point of intervention is at the bar of licensed venues when a patron is ordering a drink. Other spaces like toilets, digital displays, the entrance and exit of a licensed venue and under the drinks of patrons were also identified as key points of contact with patrons. The 4 venue assets provided by the campaign to venues included;

- Safety Mats
- Bar runners
- Coasters
- Digital displays
- Posters A0-A4

Participating Licensed Venues

Don't Stop the Fun was able to provide 48 venues of the Fortitude Valley Safe Night Precinct with campaign materials including posters, bar runners, safety mats, digital displays and coasters. Some venues choose to use all campaign materials provide whilst some venues choose a selection depending on their need. Venues also participated in distributing social media content on their pages and feeds, whilst some venues participated in ambient campaign activities including the POD, line attendances and photo shoots. Campaign materials for licensed venues were provided through funding Community Benefit Gambling Fund grants to the Just Let It Go Foundation and the Fortitude Valley Safe Night precinct and Don't Stop the Fun.

Campaign Material distributed to Licensed Venues	
Item	Total number of items
Safety Mats	80
Bar Runners	400
Coasters	36,000
Posters A0 –A4	1,000

Participating Licensed venues in the Fortitude Valley Safe Night Precinct					
Wickham Hotel	Tony's	Cru Bar	The Elephant	The Flying Cock	Pig & whistle
Hot Gossip	Fringe Bar	Alfred & Constance	Elixir	The Jubilee	Curbside
Oh Hello	GPO Hotel	Limes Hotel	X+Y2	The Zoo	Zuri bar
Brunswick & Ann	The MET	Cabaret Club	Family	Laruche	One
Royal George	Candy Club	Capulet	Birdees	Leemas Lounge	OMFG
Woolly Mammoth	The Brightside	The Beat	Prohibition	New Globe Theatre	The Greaser
Eye Candy	Love & Rockets	Heya	Retros	Sabotage social	Fin McCool's
Tomcat	OMFG	Famous	Osbourne	Netherworld	Number of venues 47

Woolly Mammoth Story

When undertaking a photoshoot for an article in the Courier Mail on the Don't BE A Dickhead campaign the manager of the Woolly Mammoth explained that the bar runners were having a positive effect on patrons. He explained that two young males were waiting at the bar to be served. One male grew impatient and reached over the bar to pour himself a beer from the tap. As he began to pour the beer his mate looked tapped him on the shoulder and pointed to the 'Don't Be a Dickhead' bar runner. His mate put down the glass and waited to be served.

The second story told by the manager involved the 'Don't Peak Too Early' bar runner. A female patron became obsessed with the bar runner that she paid a bar tender \$100.00 for the runner.



Bar Runners and Coasters – Elephant Hotel

Q. Which message(s) resonated with your patrons?

A. *Don't be a dickhead*

Q. Did the bar runners hold up to high volume traffic?

A. *Showing signs of wear after 2 weeks.*

Q. Were patrons seen to be reading the bar runners and coasters by staff?

A. *Only the "Don't be a dickhead" runner. Others didn't get as much attention.*

Q. Did patrons comment to staff on the bar runners and coasters?

A. *Asked if they could buy the don't be a dickhead runner, was told No but most were stolen anyway.*



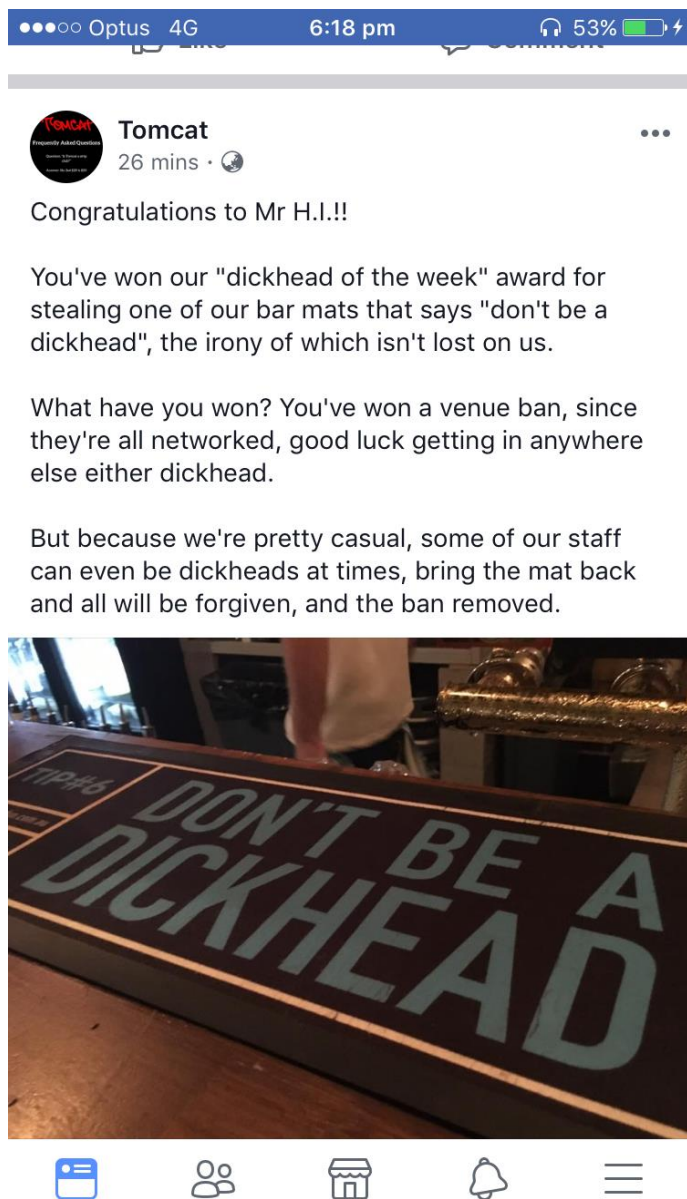
Feedback Provided By Tomcat

Hey Sch 4/3/3

Just some feedback with the bar runners, they were a great success, and still continue to be so. The slogan is catchy and resonates with our main age demographic of 18-25, as a venue this has been one of main ethos in regards to patrons, and rather than enforcing a dress code, we enforce a "no dickheads" rule.

The bar mats got a lot of attention, ironically a little to much at times with them being pilfered several times due to the slogan. We utilised this to our advantage posting about the bar mats being stolen & returned(thanks to cctv and scanners) and had very good engagement with our social media followers with these posts.

Venue Manager Tomcat



Venue Survey

A venue survey consisting of 5 questions was sent to licensees of the Fortitude Valley Safe Night Precinct. The survey received 10 responses, or 21% of licensees who participated in the campaign.

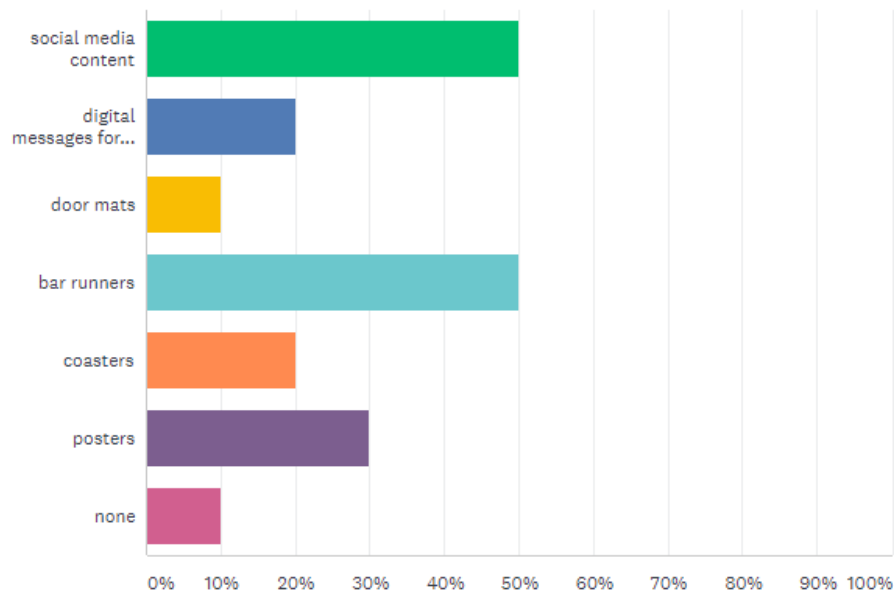
Q1

Customize

Export ▼

What campaign mediums did your venue use?

Answered: 10 Skipped: 0



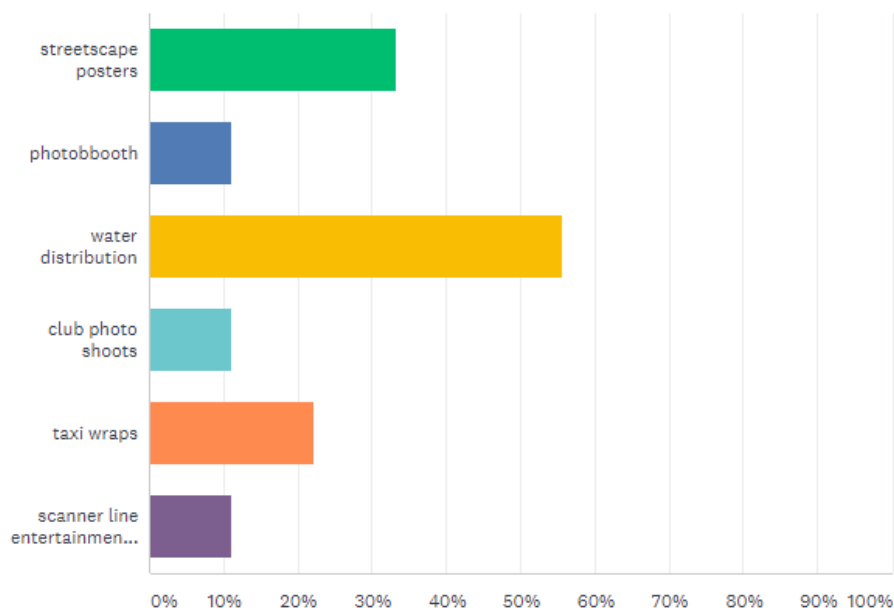
Q2

Customize

Export ▼

In your opinion which ambient campaigns were successful?

Answered: 9 Skipped: 1



R

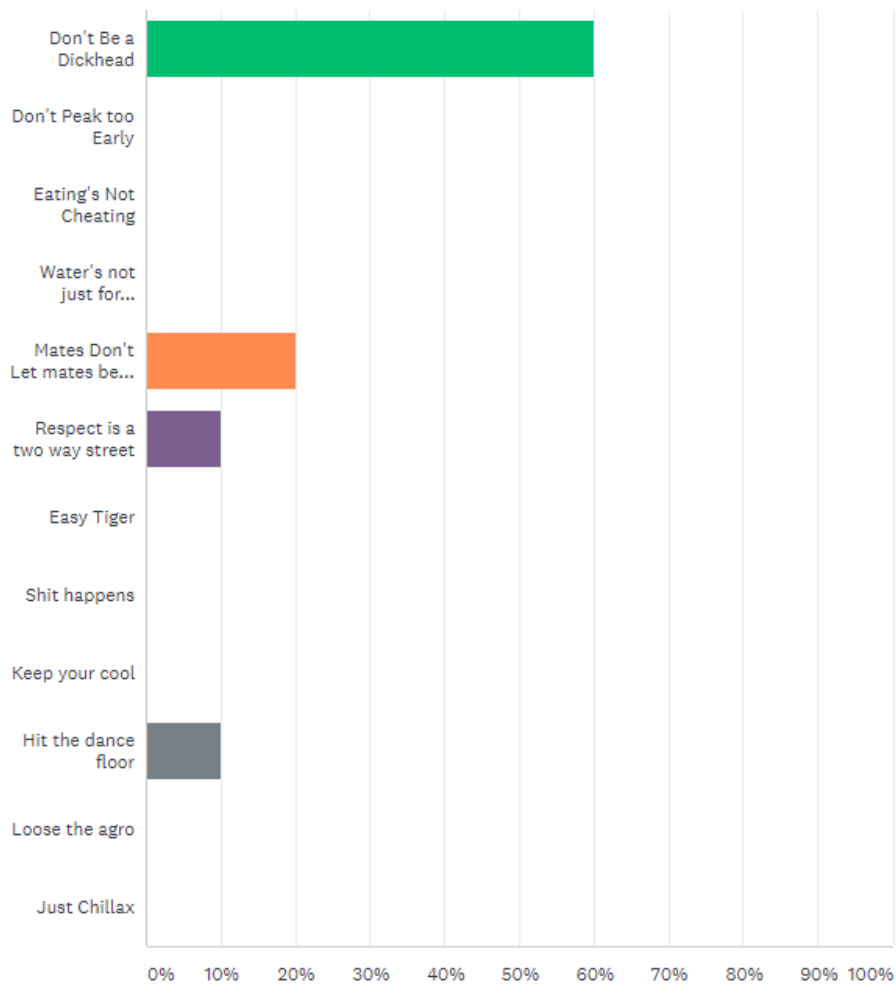
Q3

Customize

Export ▼

In your opinion which campaign message was most successful?

Answered: 10 Skipped: 0



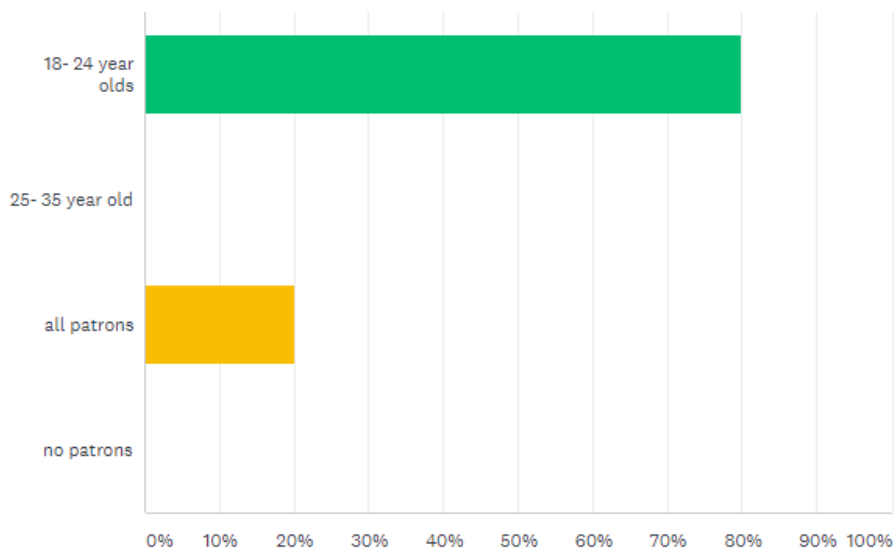
Q4

Customize

Export ▼

In your opinion which demographic benefited from the campaign

Answered: 10 Skipped: 0



R

Do you have any general feedback on the campaign?

Answered: 1 Skipped: 9

RESPONSES (1)

TEXT ANALYSIS

TAGS

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Showing 1 response

Great to see we are trying different things

Summary of results

1. Bar runners and social media content most popular, with all mediums used by venues receiving support
2. The water distribution and the streetscape advertising received the highest recognition, all mediums ambient campaign mediums receiving support
3. Don't be a Dickhead, was clearly the most popular message, with Mates Don't Let Mates be Dickheads, Hit the Dance Floor and Respect is a Two Way Street also receiving support
4. Majority of venues believe the 18-24 years cohort received the greatest benefited, with some venues recognising the benefit to all patrons
5. A general comment made supports innovation, "Great to see we are trying different things"

Queensland Police Service

1. Has there been (generally) a decrease in assaults in the FV SNP in 2017?
A. Unfortunately, without going in to the centrally verified statistics it is hard to quantify over the short term.
2. Has there been a reduction in the severity of assaults in the FV SNP in 2017?
A. As per the answer to question 1 this is hard to quantify.
3. Has there been a positive change and increased sense of safety in the Valley SNP?
A. Anecdotally the atmosphere in the Valley SNP is one of it being a "good vibe" particularly amongst patrons. There has not been the media focus of previous years which I feel helps the general atmosphere.
4. Has there been a general improvement in patron behaviour in 2017?
A. Probably much the same but as stated above the atmosphere is generally one of relative acceptance amongst patrons. Unfortunately, there are always those few who run against the mainstream societal norms.
5. Are patrons exiting the precinct in a timelier manner in 2017 – current?
A. Anecdotally the lock out created a trickle effect of patrons leaving the precinct between 0300-0500. The removal of the lockout has seen greater movement between venues. Several venues have tried to create environments to hold their patrons past 0300 with varying success. We do see the food vendors holding a lot of the crowd in the area at 0300 with a more sudden movement shortly after. Winter has seen the crowds leaving a bit earlier.

6. Were the communication strategies (messages of the campaign) identifiable in the FV SNP in 2017?

A. Yes – I think the social media aspect and messaging on bar coasters and runners offered a subtle reminder. Subtle signage around venues and the SNP also catches the eye.

7. Is there value in the delivery of communication strategies (messages of the campaign) to patrons in the FV SNP?

A. Yes, I believe so. Anything that encourages positive behaviours whilst discouraging the boorish is of value. The true effect and ongoing effect is hard to capture at this stage.

8. Was the QPS participation in the photobooth a positive experience?

A. From the perspective of Fortitude Valley Police, the photo booth opportunity was worthwhile. Obviously, it is reliant on the right type and character of officer being involved and pre-approval of the photos prior to release to ensure they meet with the service expectations. The officer's involved spoke positively of the engagement opportunity.

9. Is QPS Fortitude Valley happy with the delivery of the DSTF campaign in 2017?

A. Yes – the involvement of QPS staff in the focus group was at first met with scepticism by some of the officers involved but at the completion of the focus group they were quite positive and grateful for the input. Involvement and engagement within the SNP and the campaign is also very valuable from our perspective.

10. Is QPS Fortitude Valley supportive of future communication strategy campaigns?

A. Yes

Media

Don't Stop the Fun received strong media coverage over the course of the campaign. The campaign was successful in raising public awareness of the campaign and risky behaviours that lead to harm in the Fortitude Valley Safe Night Precinct. Media included, radio, television, newspapers, social media and www platforms, podcasts and magazines. SNP stakeholder contributions were regularly contributed to articles and stories to provide context and industry perspectives.



Extent of Reach



The popular international pod cast series from researchers of Steve Fry's QI show, 'No Such Thing as a Fish', produced in the UK, commented on the existence of the 'Don't Be a Dickhead' campaign. The podcast has an international subscription of 700,000 people.

Patron Feedback

A patron of the precinct contacted the campaign to tell a story about posters placed outside a venue. Two male patrons began to engage in a physical altercation when a young woman (peer) began filming the incident and then planned to film the poster. The video was uploaded to her Snapchat account where it was viewed 40,000 times over the course of 4 days. Jake Thomas, 22

It was noted throughout the course of the campaign from venue staff and promoters that patrons were often overheard using and repeating campaign messages. Attempts to purchase and or steal campaign branded items including bar runners and coasters are also a strong indication of the campaigns popularity with its targeted audiences. However the largest body of evidence relating to patron evaluation exists in the form of social media engagement, where on a weekly basis campaign messages were shared amongst peer groups, commented on and liked – 100's of 1000's of times.

Evaluation against other measurements

The evaluation also considers the effectiveness of the campaign to contribute to reducing incidents of alcohol fuelled violence against other measurements and indicators from other organisations. Although there is some information available for comparison, it is noted that academic results from a legislative review are not yet available. It should also be noted that due to a number of applied safety measures including reductions in trading hours, restrictions on some alcohol drinks and the introduction of ID scanning, it is not possible to simply isolate the performance of the Don't Stop the Fun campaign as the only driver in the reduction of alcohol fuelled violence in the Fortitude Valley Safe Night Precinct.

When approached QPS anecdotally noted a potential reduction in the number of recorded assaults in the 2017 calendar year and a reduction in the severity of assaults in the same calendar year. However with the commencement of ID scanning in July 2017, the number of issued banning orders being detected increased though the number of banning orders being issued remained consistent with previous years.

The ChaplainWatch annual statistical review of 2017 shows there has been a change in the type, severity and number of assaults, the timing of recorded first aid incidents (intox) and need for support in the 2017 calendar year compared to the 2016 calendar year.

In comparison to *other* recent campaigns which have sought to address alcohol fuelled violence, Don't Stop the Fun has achieved a greater level of engagement, using a greater array of mediums and approaches in the delivery of key messaging. It is also understood that there is no comparison to the campaigns demonstrated ability to engage with an 'at risk' target audience. The campaigns use of contemporary social mediums in its delivery, it's 'collective impact' approach of its consultation with stakeholders, construction of messaging and diverse range of deliverable mediums is well above and beyond the results of any recent efforts by the community or government sector in Queensland. The return in investment, when valued against target audience engagement is unsurpassed.

Project constraints

Project constraints perceived or experienced were;

- Availability of local government assets in Fortitude Valley
- Local government program priorities in Fortitude Valley
- Wet weather
- Cost of high end commercial advertising in public space
- Cost of high end commercial advertising on government assets
- Delays in the release of funding

Financial Support

Funds for Don't Stop the Fun were provided by;

- Safe Night Fortitude Valley Precinct Inc., operational funding, Office of Liquor and Gaming
- Safe Night Fortitude Valley Precinct Inc., Community Benefit Gambling Fund, Office of Liquor and Gaming
- Just Let It Go Foundation, Community Benefit Gambling Fund, Office of Liquor and Gaming
- Translink

In-kind support

- Members and stakeholders of the Safe Night Fortitude Valley Precinct
- B&W White Cabs
- Yellow Cabs
- Hutchinson Builders
- Brisbane City Council
- Mats R Us
- Just Let It Go Foundation
- Campaign Edge
- ChaplainWatch
- Zigzag Solutions
- Streetscape
- Mr Sparkles
- S&J Media

Special mention

A special mention needs to be made to recognise the numerous contributions of Revelry Entertainment, the MET nightclub, licensee's and staff in the design, delivery and overall success of Don't Stop the Fun.

A special mention also needs to be made to the former Secretary, Treasurer and President of the Safe Night Fortitude Valley Precinct Inc. Without their support, the campaign would not have materialised.

Summary

Don't Stop the Fun over the course of 2017 was highly effective campaign at engaging at risk demographics with social messages that to improve the standards of behaviour in the Fortitude Valley Safe Night Precinct. The cost of the program produced a positive return on the investment.

The campaigns principle philosophy that *"no unitary measure will reduce alcohol fuelled violence"* Sch 4/3/3 governed the approach from its design to its delivery, utilising 22 mediums to deliver key messages to patrons. The selected mediums of the campaign were located in a number of environments across or related to the Fortitude Valley safe Night Precinct. These included social media and virtual spaces, public spaces of the precinct and in licensed venues.

The campaigns philosophy was supported by the method and process of its delivery that was underpinned by the principles used in the design of preventative measures and an advertising perspective that identifies behavioural change as the desired outcome of the target audience. *"What it comes down to is this. We need to improve the Emotional intelligence of young people when they socialise with substances. We do this by noting increases in tolerant behaviour."*

The process to obtain a comprehensive and considered understanding of risk to patron behaviours from alcohol fuelled violence was supported by no less than 3 years research. Using a *Collective Impact* model of consultation, stakeholders across the Fortitude Valley Safe Night Precinct were invited to participate in a series of focus groups. Perspectives were assembled from offices and agencies of the Queensland Government to industry (licensees, security and staff), support services operating in the precinct and patrons. The Collective impact process was also used to identify assets, spaces and places to be utilised to deliver campaign content.

The contribution of key assets by venues, access to public assets, partnerships with commercial businesses operating within the Fortitude Valley Safe Night Precinct and patrons as promoters, provided a platform a a multitude of touch points between the at risk targeted audience and the campaigns' messages. The multiple points of delivery across the precinct from public billboards to bar was a strategic success in maximising patron exposure to messages in high risk spaces and at times where risk is at its greatest.

The timing of delivery was also a key component in the design and overall success of the campaign. Patrons were targeted as early as Tuesday during the week, with the number of mediums used increasing to be performing at its peak during periods of when and where the risk of harm is at its greatest.

The virtual success of the campaign was built upon a carefully developed set of audience profiles used specifically for developing social media content for the campaign. The recognition of social media spaces was critical in developing a method of engagement and distribution of key social messages amongst peer groups. It was the development of organic social media material, the comprehensive and sustained overall reach of the campaign and the appeal of campaign content with peer groups, which clearly indicate the immense value of communicating with young audiences. The ability of the campaign to develop an organic reach and appeal with targeted audiences and the appropriate use of language to successfully engage targeted audiences in social dialogue is further testament of the campaigns success, given the prior recognition that peer groups provide the greatest opportunity to change social beliefs within a set or defined group.

The agility of the campaign to respond to periodic developments and environmental changes, like the introduction of ID scanning to the safe night precinct was also a key factor in maintaining the relevance of the campaign. In fact, over the duration of the campaign, both the targeting and engagement with these audiences continued to increase. Again, the promotion of key messages to friends amongst peer groups provided self-evidence of behavioural reform including calling out friend's behaviours, relating a friend to a key message (Tip), reminding friends to bring ID's or promoting a social code (standard) of behaviour.

Delivering activities that engage audiences and work to intervene patron behaviour in the public space were also highly successful at changing patron behaviour and delivering campaign content. Whether it was the inclusion of patrons in the delivery of activities like the photobooth or the key placement of interventions and imagery throughout precinct, the campaigns ability to quickly become a socially accepted *part of the precinct* is another clear indication of the campaigns success.

Successfully working with venues in a number of capacities from utilising assets like the bar to staging interventions with venues performers provided a welcomed example of the active role venues wish to play in improving the safety of their patrons and the precinct in general. It was this key notion of shifting the social dialogue from *violence* to *safety* that played a significant role in focusing attention on the direct *need to improve* communication and social education of young people who frequent the Fortitude Valley Safe Night Precinct.

A critical concern of ambient campaign activities was to successfully *marry into* the aesthetic (look and image) of Fortitude Valley. By working with venues and patrons, the authentic nature of the campaign, from its language to its imagery was consistently recognised in feedback from stakeholders and patrons alike. Some patrons were reported to attempt to purchase and even steal campaign materials, which again confirm the *resonance* the campaign had with its targeted audiences.

The campaign also recognises that live entertainment plays a fundamental role in shaping patron behaviour. The campaign found the higher the level of audience engagement, the lower the risk of violence. Diversifying audience cohorts and demographics are also important factors to reduce the potential of social cultural dominance, which is an outcome of peer driven behaviour.

Although the number of impressions or the social media reach of the campaign may indicate how successful the campaign has been. Or the high level of engagement by patrons with campaign activities and mediums can be seen as recognition of the campaigns success. The greatest return on investment is in proof that through the research and identification of key behaviours can be addressed to effectively communicate and educate social peer groups to reduce both the severity and probability of alcohol fuelled violence occurring.

Recommendations

Continue the investment in the *Don't Stop the Fun* social media. A loss of this asset equates to a loss of audience.

Increase the investment in *Don't Be a Dickhead*, which clearly resonates across the precinct from patron to licensee. It is the communication of key messages that may prevent or deescalate violence.

Continued delivery within venues is helpful for high risk places and during high risk times.

Once established, communication and dialogue needs to be maintained and ongoing.

Consideration be given to the agility of social educational campaigns to deliver future key government messages.

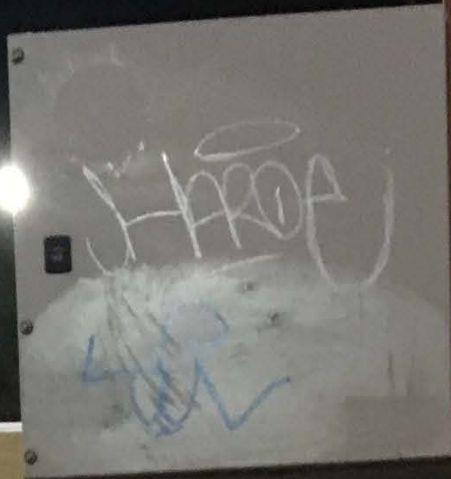
OLGR, Dept of Justice ensure with local governments share the same priorities, value of investment and not hinder or attempt to disrupt the success campaigns.

OLGR, Dept of Justice address reporting requirements and the SNP program generally to improve performance in order to ensure campaign timings and deliveries are not compromised or subject to delay.

This report has been compiled by;

Simon Turner





TIP#10

4 HARD 4

**MATES DON'T
LET MATES BE
DICKHEADS**

IF SOMEONE IN YOUR GROUP IS STARTING TO LOSE IT A BIT, TAKE THEM
OUTSIDE FOR A WALK. REMIND THEM YOU'RE ALL HERE TO HAVE FUN AND
LOOK AFTER EACH OTHER!

dontstopthefun.com.au



Safe Night Precinct – Seed Funding Acquittal Form

Safe Night Precinct Name: Safe Night Fortitude Valley Precinct Inc.

Application Number: 90

Due Date: 30 August 2018

APPROVED ITEMS

The table below outlines your organisation's approved items and the authorised amount for each items (excluding GST).

Item	Funded Amount
Administration Services	949.82
TOTAL	\$949.82

GRANT CONDITION

The following conditions have been placed on the grant approval:

- hours worked on administration duties must be recorded on timesheets;
- administration services to be invoiced monthly showing hours worked and duties performed; and
- the President/Treasurer is required to approve the timesheets and invoices by signing each document.

GRANT ACCOUNTABILITY

To complete the acquittal requirements, sign the acquittal form and return to snp-grants@justice.qld.gov.au along with the required documentation listed below:

- Copy of tax invoices/receipts for the approved items listed above. All tax invoices/receipts submitted must contain the business name, date of transaction, contact details of the supplier and have the ABN listed (where applicable). All items must be clearly identifiable and where more than one product or service is included these must be listed separately. GST must be listed as a separate component (where applicable).
- Copy of bank statement/s that include payment/s for the approved items listed above.

Name: _____

President

Name: _____

Secretary/Treasurer

Signature: _____

Signature: _____

Date: _____

Date: _____

R

Michelle O'Reilly

From: Lindsay Descovich
Sent: Friday, 18 May 2018 3:30 PM
To: Michelle O'Reilly
Cc: Jessica Kitching; Christine Daley; Richard Harkin
Subject: RE: BI Reporting required for SNP Cairns

Hi Michelle,

I have not referred to the application. The following table is simple the number of QPS incidents reported in the Cairns Compliance region for those periods up to yesterday.

	CAIRNS		
	Incident Count		
Financial Quarter	2016/2017	2017/2018	YoY % change
Q1	145	136	6.21%
Q2	155	130	16.13%
Q3	104	130	-25.00%
Q4	133	54	
Grand Total	537	450	16.20%

Hope this is OK

Cheers
Lindsay

R