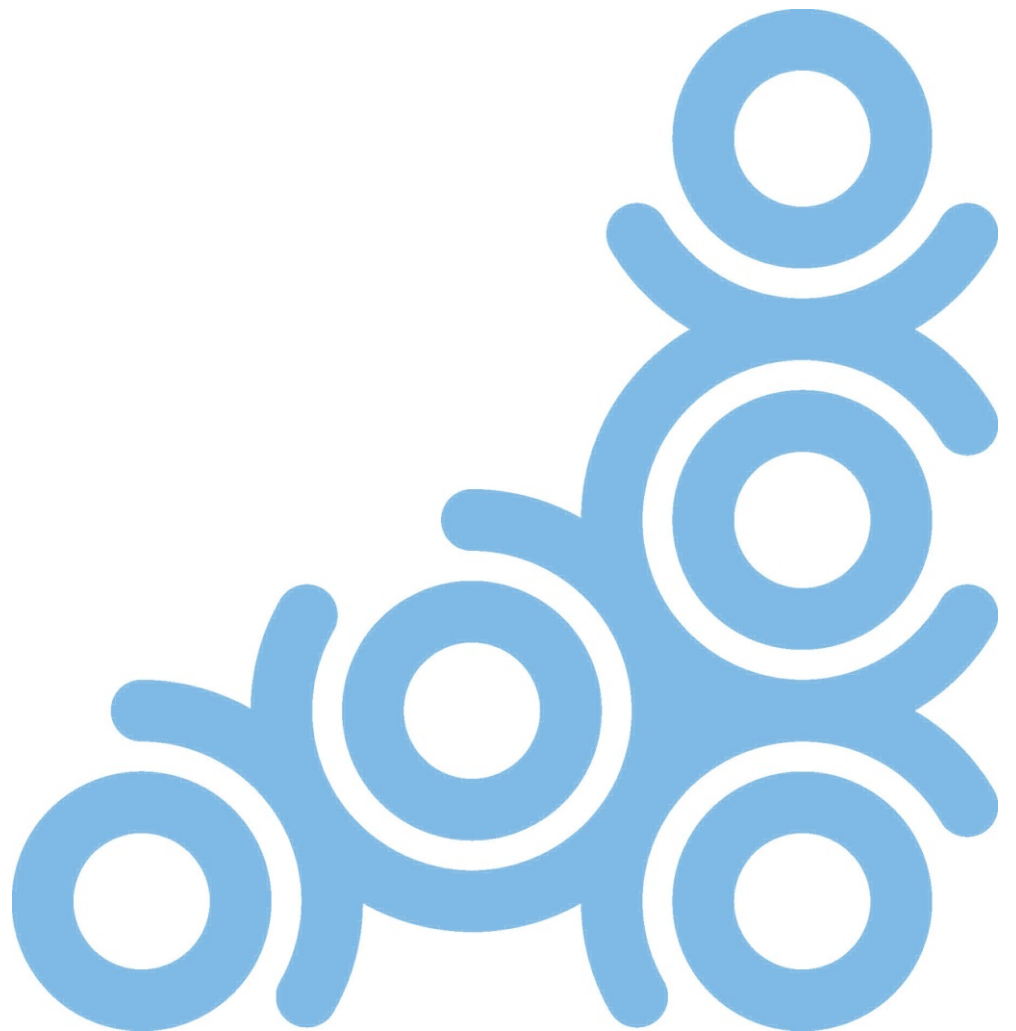




WINTER 2006 workplace  
big  
day out

## Evaluation Report





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*WorkPlace volunteers start the day out with a briefing session to familiarise them with working with people with disabilities, and the BacLinks program.*

workplace  
WINTER 2006 big  
day out



## Introduction

Thank you for your participation in the 2006 Winter Workplace Big Day Out, at the Corio Leisuretime Centre, 25 July 2006. Your involvement with this event is valued.

The Workplace Big Day Out is fast becoming a premier local event. This is not surprising as, time after time, the event continues to provide an exciting and rewarding day out for all participants.

BacLinks is committed to strengthening communities by bringing business and community sectors together to participate in a wide range of community-based projects. The Workplace Big Day Out is seen as an introduction to the business and social potential of workplace volunteering and other types of in-kind contributions and it is BacLinks expectation that businesses and their employees will go on to participate in the wide range of community-based projects available.

The evaluation surveys, completed by workplace volunteers at the conclusion of the day, indicated a strong degree of willingness by employees to become involved in community-based projects arranged through their workplace. They also strongly recognised business advantages to community involvement. This is consistent with results from previous events.

BacLinks hopes that you will find this information useful to better understand the concept of the Workplace Big Day Out and the needs it is intended to meet. Comments and suggestions made by workplace volunteers will be considered when preparing for future events.

We look forward to a future association with your business and your employees at the next Workplace Big Day Out and in other community-based projects.

Kind regards

A handwritten signature in black ink, appearing to read "Denise Howes".

Denise Howes  
WBDO Coordinator





The 2006 Workplace Big Day Out  
was proudly sponsored by:



Key Supporters:



Ad Design; Gateway Community Assist; Geelong Business News; Geelong Youth Choir;  
Goodman Fielder Bakers (Sunicrust); KABLE Staff and Karingal Inc; K-Rock; Ian Westerland; Igel Productions;  
McDonalds Corio; Newcomb SC Staff & Students; Rotary Highton; The Party Girl; United Way Geelong



*Robyn Martinez leading a 'fishy' group huddle*



*Joan McGovern (left) from Shell Refining with WBDO Ambassador, Tasha Lewis.*

*Ten Pin Bowling is always a favourite.*



*Getting ready to kick a goal*



*The Geelong Youth Choir kept everyone entertained*



*Learning the finer points of the Martial Arts*

## WBDO Magic moments...



*Making beaded bracelets with Dianne Higgins from Beadwerks (top)*

## Part 1: Event planning and implementation

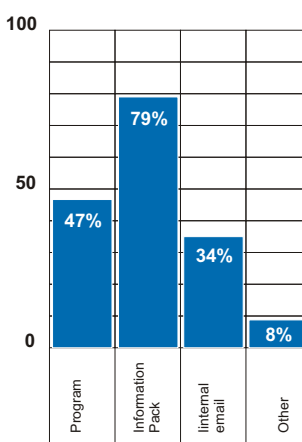
BacLinks is committed to continued strengthening of the Workplace Big Day Out experience for businesses, workplace volunteers and all other participants. The first section of the evaluation survey, completed by workplace volunteers at the end of the event, was designed to gauge participant satisfaction levels with event processes, services and activities.

### Pre-event information

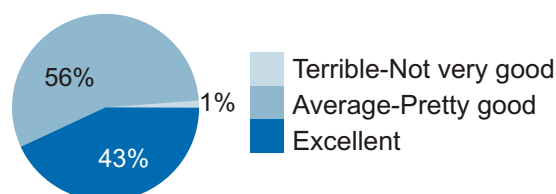
One of the issues identified in past evaluations has been that many workplace volunteers have arrived at the event unprepared or uninformed. To help rectify this situation BacLinks introduced an information pack that was forwarded to all participating businesses, along with the event Program.

- **99%** of respondents received basic date, time and venue information

Only **34%** of the respondents who stated they had received pre-event information claimed to have received the Business Information package. This package outlined important information relating to the event including Frequently Asked Questions, clothing requirements and workplace volunteer responsibilities.



**56%** of respondents rated pre-event information between average and good. A further **43%** believed it was excellent.



### Conclusion

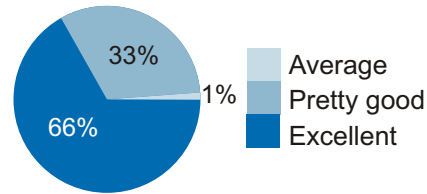
The standard of pre-event information received was generally well received and considered useful, with 43% considering it excellent. This suggests that BacLinks is on the right track.

The Business Information Package and Program were sent out to all participating businesses prior to the Workplace Big Day Out event. More specific evaluation beyond the scope of this evaluation is required to better determine if this information was circulated to all participating employees. Responses indicate that this may not have been the case and suggest that while more workplace volunteers appear to have received basic pre-event information than in previous events there is still room for improvement. It will also be important to determine if recipients, on receiving the Information Pack, fully read its contents. This will be addressed at a future event as it is of concern to BacLinks that full information is presented to workplace volunteers to better prepare them for the day and to understand their responsibilities.

Employers can help their employees feel more comfortable about their participation in the event by making the commitment to distribute all information forwarded on to them by BacLinks.

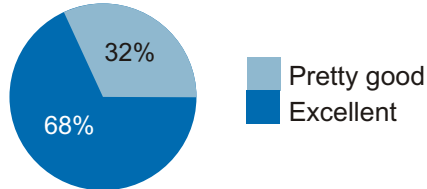
## Event organisation

**99%** of respondents rated event organisation to be of above average standard.



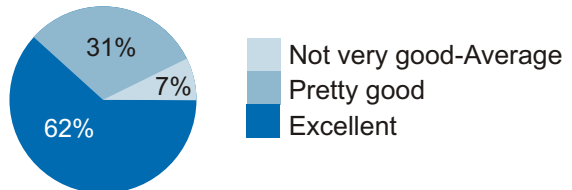
## Choice of activities and entertainment

**68%** of respondents rated activities and entertainment as excellent. **32%** thought it was quite good.



## Briefing Sessions

Respondents recorded mixed reactions to the briefing sessions, however **62%** rated them as excellent.



Workplace volunteers were asked whether the briefing sessions helped them to have a range of understandings of the BacLinks Program and people with disabilities. In response workplace volunteers agreed briefings helped them to:

Assist and interact with people with disabilities \_\_\_\_\_ Yes - **94%**; No - **6%**

Understand what business-community partnerships are about \_\_\_\_\_ Yes - **99%**; No - **1%**

Have an understanding of the BacLinks Program \_\_\_\_\_ Yes - **99%**; Undecided - **1%**

- **97%** of respondents indicated that they would like to attend another Workplace Big Day Out event
- **29%** indicated that they have already attended a previous Workplace Big Day Out event
- **54%** of returning attendees have attended more than one event

## Conclusion

The 2006 Winter Workplace Big Day Out was generally well received with the vast majority of workplace volunteers wanting to do it all again. This was consistent with previous events and has been supported by the large number of workplace volunteers who have attended events over and over again.

Anecdotal evidence and observation suggest that for most workplace volunteers, especially first time attendees, the Workplace Big Day Out experience is both challenging and rewarding and many feel a little apprehensive before the event. By the end of the event it is a very different story with many workplace volunteers tired but exhilarated from the experience.

Responses from this and past events suggest a correlation between first time workplace volunteers and how well an event is perceived, as most of the lower ratings relating to event organisation, briefings etc. appear to be recorded by first time attendees. Further evaluation is needed to determine if this is definitely the case and it may be worthwhile to evaluate before and after perspectives to assess expectations and help us all better prepare for the event.

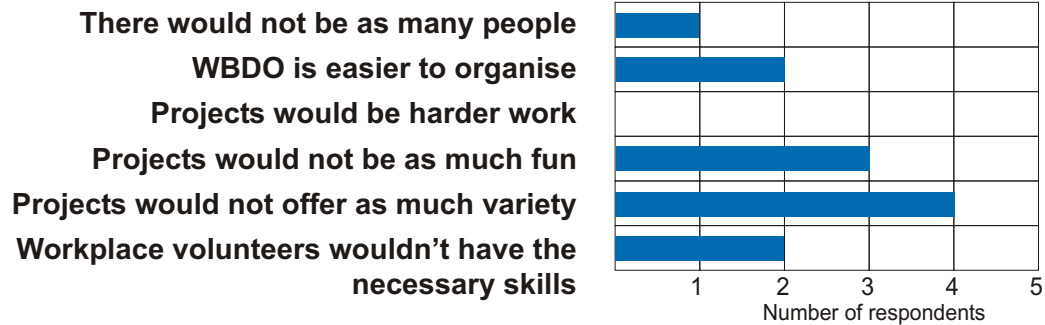
## Part 2:

### Business involvement in community based projects other than the Workplace Big Day Out

The Workplace Big Day Out is seen purely as an introduction to the business and social potential of workplace volunteering and other forms of in-kind support. It serves also to provide a wonderful staff training and development opportunity, however BacLinks has expectations that businesses will take the next step beyond the Workplace Big Day Out to become involved in the diverse range of available community-based projects.

- **90%** of respondents are interested in becoming involved in projects arranged through their workplace other than the Workplace Big Day Out
- **92%** believe that other projects would offer a similar experience to the Workplace Big Day Out

Workplace volunteers who thought projects would not offer a similar experience to the Workplace Big Day Out stated this would be because:



- **100%** of respondents believe their employer would gain by further involvement in community projects

The majority of businesses involved in this Workplace Big Day Out event provide a paid day off, time in lieu or flexi-time opportunities for their employees to participate in community projects arranged through the workplace.

- **62%** of respondents indicated they had been approached by their employer to participate in projects other than the Workplace Big Day Out

This means that **38%** had not been approached by their workplaces

- **37%** of the respondents approached by their workplace participated

A significant **63%** of respondents approached by their workplace did not participate

- Overall, this means **60%** of workplace volunteers who attended the Workplace Big Day Out have not been involved in any other community-based projects outside of the Workplace Big Day Out.

## Conclusion

BacLinks realises that the Workplace Big Day Out event is a unique, fun and exciting day outside of the workplace that offers a wonderful opportunity for staff training and development. This is reflected by the popularity of the event and the number of businesses and employees who return again and again. This is very good news and we want businesses to continue to support the event.

BacLinks expectation, however, is that those businesses involved in the Workplace Big Day Out then go on to get involved in other community-based projects which offer many of the same benefits and opportunities, often more, and are equally as enjoyable. Many projects have staff development and training potential and offer a different range of skills and benefits. Most community-based projects also offer a stronger, more holistic connection with community with far reaching community benefits that can make a bigger social and economic impact.

Community involvement is fast becoming an integral part of contemporary business. The benefits that can be realised out of a strong commitment to business-community relationships are too good to be overlooked by any business, large or small. A strong commitment by business is seen as necessary to build community involvement into their value and mission statements, business strategies and processes, and into their culture.

Employees have shown they are willing to participate in community-based projects other than the Workplace Big Day Out. The vast majority have indicated that they believe these other projects would offer a similar experience to the Workplace Big Day Out. All believe that their participation in other projects arranged through their workplace would have considerable benefits to their employers. Most businesses offer paid time off or similar opportunities to their employees who participate in community-based projects.

This would suggest a promising future for business-community partnerships outside of the Workplace Big Day Out and the role BacLinks can play in supporting this.

Responses from this Workplace Big Day Out event, however, suggest that there are a significant number of employees who indicated they had not yet been approached by their workplace to participate in projects other than the Workplace Big Day Out and that between these, and the number of employees who were approached and did not participate, there is significant room for improvement. This suggests that both businesses and employees are losing valuable opportunities to realise the range of benefits of becoming involved in a more extensive range of business-community partnerships.

There may be a number of reasons for this and BacLinks encourages businesses to provide feedback and suggestions to better service both business and community sectors.

BacLinks can assist your business to identify projects that meet business needs. Speak to one of the BacLinks team on 5222 8122 to discuss the possibilities, or visit our website [www.baclinks.org.au](http://www.baclinks.org.au)

**Participating businesses, community organisations and agencies  
at the 2006 Winter Workplace Big Day Out**

**Alcoa World Alumina Australia**  
**Alcoa Australia Rolled Products**  
**ANZ Bank**  
**Barwon Water**  
**Blue Circle Southern Cement**  
**Coulter Roache Lawyers**  
**Department for Victorian Communities**  
**Encompass**  
**Fishbowl**  
**GVREC**  
**Hobsons Bay City Council**  
**Karingal Inc**  
**Kingman Consulting** - Bronze Sponsor  
**Matchworks** - Bronze Sponsor  
**Mercure Hotel** - Silver Sponsor  
**National Australia Bank** - Bronze Sponsor  
**People Potential Recruitment**  
**Powercor Australia** - Silver Sponsor  
**Quiksilver**  
**Recipe for Happiness**  
**Shell Refining (Australia) Pty Ltd** - Gold Sponsor  
**St Laurence Community Services Inc**  
**Target Australia**  
**Telstra Country Wide**  
**The Austin Group**

We thank you all for your support of the Workplace Big Day Out and look forward to a continued relationship with you at further events, and in other projects.

For more information about the Workplace Big Day Out, current projects and the BacLinks program, please contact one of the BacLinks team on **5222 8122** or visit our website [www.baclinks.org.au](http://www.baclinks.org.au)

