

JULY  
2005 workplace  
big  
day out

## **Evaluation**

**26 July 2005**  
**Corio Leisuretime Centre**

Providing links to strengthen  
communities



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# JULY 2005 workplace big day out

## Introduction

Thank you for your involvement in the July 'Workplace Big Day Out' at the Corio Leisuretime Centre.

Your business was one of 32 that participated. This was easily the largest representation of Geelong businesses to date and shows an encouraging interest in business-community partnerships.

The evaluation surveys, completed by workplace volunteers at the conclusion of the day, provide important feedback for your business and the BAC-Links team. They point to the personal strengths and insights gained by employees on the day and demonstrated the benefits for your business through involvement in the 'Workplace Big Day Out' and other community based projects.

These findings have been distributed to all agencies that participated on the day and will be used as a marketing tool to encourage the involvement of other businesses. We hope 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.



*Elaine Janes enthusiastically leading the way on the dance floor*



*Elite wheelchair athletes take on workplace volunteers in a demonstration wheelchair basketball game*



*Volunteers representing Gold Sponsor, Alcoa, assemble before the start of activities*

*"Thank you...the Big Day Out was great. Everyone from St Laurence had a good day".*

*"We can't wait until the next Big Day Out"*

*St Laurence clients*



July 2005  
'Workplace Big Day Out',  
was proudly  
sponsored by:




australia's aluminium



Thanks also go to:

Corio Leisuretime Centre for providing the venue

... and  who generously supplied the meat and fruit on the day

Black Dog Promotions, Karingal Worklinks Crew, Highton Rotary Group, Geelong Business News, United Way Geelong, Igel Productions, Newcomb Secondary College students, PPI, BIC Graphic, NGV, McDonalds Corio, RISE Workshops, Sunicrust Bakeries (Goodman Fielder)

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## Why have a Workplace Big Day Out?

The 'Workplace Big Day Out' is more than an event, it is an experience. Anyone who has ever participated in one knows it as a wonderfully exciting, personally rewarding, but highly challenging day. For many workplace volunteers it is life altering.

"I have never participated in anything else like this before and was grateful for the experience..."

*Workplace volunteer*

Feedback from evaluations attest to this phenomena and to the large range of skills and attributes developed on the day. These travel back into the workforce creating a more skilled, productive, loyal and harmonious work environment.

This is great news for business. Apart from strengthening employee skills and relationships the 'Workplace Big Day Out' also provides opportunity for businesses to strengthen their economic, social and environmental standing in the communities in which they operate. They begin to be seen more positively and this ultimately reflects in improved business performance.

The 'Workplace Big Day Out', however, is only an introduction to the personal, community and business benefits of workplace volunteering and other forms of community support. The next step forward for your business is to commit to the values of good corporate citizenship by sustained involvement in community projects. With this commitment both the community and your business will be strengthened.

Many regional businesses are keen to become involved in community partnerships. BAC-Links makes this process easier and less time consuming by identifying community needs, matching them to business interests, coordinating projects and providing backup and support.

BAC-Links facilitates a range of projects requiring different levels of involvement and different areas of expertise, so it doesn't matter if your business is large or small there is always something that your business can be involved in.



Some of the magic moments at the July 2005 'Workplace Big Day Out'...



Warming up before an activity...



Playing ribbon tag as part of the Games Sense activity



Bending it like Beckham!!! A workplace volunteer gives it her best shot



Learning to exercise body and spirit through the gentle art of yoga



Sue Simpson demonstrating one of the expressive tai chi moves



Shooting a goal against some serious opposition



Malcolm Ayles from Seido Karate Grovedale demonstrating the finer points of martial arts to an enthusiastic group



Para-Olympian Richard Colman and Ashleigh Chambers representing Geelong and District Wheelchair Sports, demonstrated their extraordinary talents

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## Evaluation data

### 'Workplace Big Day Out' strengthens employee skills and workplace relationships

Based on their interaction and experience at the 'Workplace Big Day Out', workplace volunteers were asked to identify the skills and/or attributes they felt they had developed on the day. These, when applied back into their workplace, create a more skilled, productive, loyal and harmonious business environment.

Figure 1 identifies each of the listed skills/attributes and the percentage of respondents who acknowledged them as skills gained on the day:

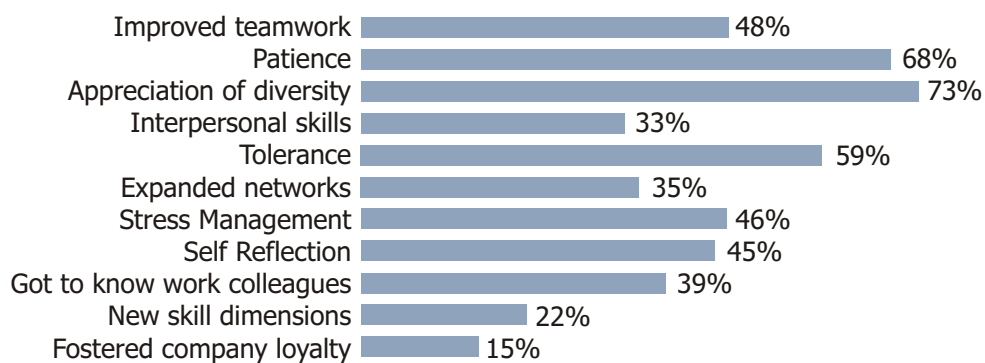


Figure 1

#### Summary:

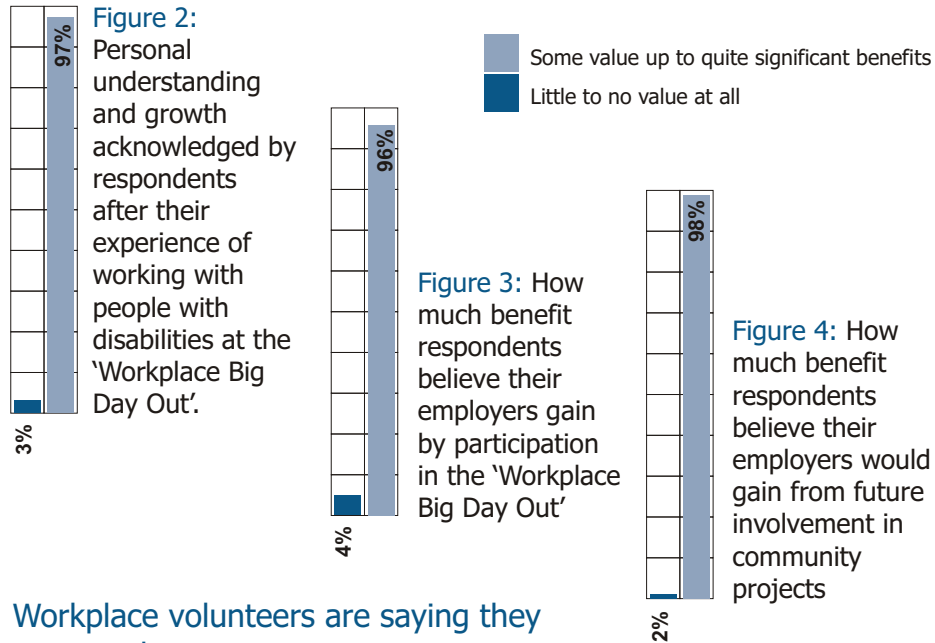
- ▶ All listed skills/attributes were identified more than once
- ▶ 100% of respondents identified two or more attributes
- ▶ 42% of respondents identified five or more attributes



## Evaluation data

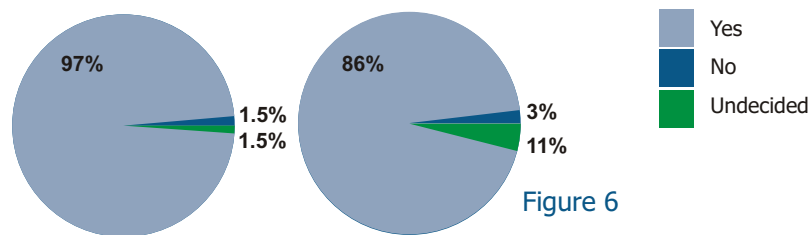
### 'Workplace Big Day Out' benefits both employees and businesses

Workplace volunteers were asked to rate perceived personal growth and employer benefits from participation in the 'Workplace Big Day Out' and further involvement in community projects (Figures 2,3,4). The results were overwhelming positive.



### Workplace volunteers are saying they want to do more...

Workplace volunteers were asked whether they would participate in another 'Workplace Big Day Out' and also whether they were interested in getting involved in other community activities arranged through their workplace.



**Figure 5**  
Percentages of workplace volunteers who would like to participate in future 'Workplace Big Day Out's

**Figure 6**  
Percentages of workplace volunteers who would like to participate in other community activities arranged through their workplace

**SPECIAL NOTE:**  
Two volunteers from this 'Workplace Big Day Out' have gone on to become ongoing volunteers in community programs



# JULY 2005 workplace big day out

## Summary

101 workplace volunteers representing 32 regional businesses registered to attend the July 2005 'Workplace Big Day Out' at Corio Leisuretime Centre.

Workplace volunteers enjoyed the activity-filled day alongside 120 plus clients and 30 staff drawn from St Laurence, Nelson Park, Karingal and Geelong EmployAbility. This interaction challenges employees to step outside their comfort zone whilst providing inclusive social support for our community members with disabilities.

Activities on the day included tai chi, netball, soccer, games sense, wheelchair basketball, martial arts, indoor cricket, dance, 10 pin bowling and yoga. A BBQ lunch was provided followed by a wheelchair basketball demonstration and a friendly, if not one-sided, competition between workplace volunteers and the elite athletes representing Wheelchair Sports Victoria.

Evaluations were completed by 78% of attending volunteers. Their comments and responses were invaluable in gauging the effectiveness of the event from our point of view, and that of business.

Their positive feedback attested to the personal enjoyment and fulfillment they got from the day. It also strongly indicated that employees would like to be more involved... in other 'Workplace Big Day Out' events and in further community projects organised through their workplace.

It is hoped that the 'Workplace Big Day Out' experience, and this evaluation, have demonstrated how the community and your business can benefit from business-community partnerships.

## Good corporate citizenship

Good corporate citizenship involves upholding the values of the 'triple bottom line', a global incentive endorsed by the United Nations and many governments worldwide, including Australia. The days of 'benevolence' and 'philanthropy' have given way to a new mindset that emphasises the development of two-way relationships between business and community. These 'win-win' partnerships strengthen communities and businesses alike and increase business commitment in their regions.

## The example set by Bill and Melinda Gates

"We face many challenges as a society, but staying connected is an important one".

"We work with a diverse mix of partners - governments, other foundations, the private sector, and non-profits - to increase the momentum, scale, and sustainability of change".

*Gates, B & M 2005, Letter from Bill and Melinda Gates, Viewed 23 August 2005, <<http://www.gatesfoundation.org>>*



## To our local 'Good Corporate Citizens' Thank you...

### Supporting business throughout 2005:

AJ Fletcher - Painter & Decorator; Alcoa; ANZ; Corio Bakers Delight Newcomb (2 stores); Bakers Delight Waurm Ponds; BKM Electrics; Blue Circle Southern Cement; Boral Bricks; Climatic air Conditioning; COGG; Coulter Roache Lawyers; Creative Force; Deakin University; Diversitat; Faggs Mitre 10; Freemasons; Geelong Business News; Geelong Grammar School; G-Force Recruitment; GJ Gardner; Gordon Consulting; GP Association; GPAC; Harwood Andrews Lawyers; Ideal Electrics; Karingal WorkLinks Program; Martyn Mulholland - Concreter; Matchworks; Myer Community Fund; Narana Creations; Nilfisk - Advance; Pathcare Pathology; Rose & Heinz Hensel; S & J Turner Builders; Shell Refining (Australia) Pty Ltd; Skilled Engineering; St Josephs College; Suncorp Metway; Supportworks; Telstra Country Wide; Telstra Credit Management; The Austin Group; The Body Shop; Think2 Design Studio; TR Brady Builders; WHK Day Neilson

### Supporting businesses at the July 2005 'Workplace Big Day Out':

BAC-Links would like to thank the following businesses for their participation:

Alcoa World Alumina Australia  
Austin Group Limited  
Australia & New Zealand Banking Group Limited  
Bendigo Bank  
Blackdog Promotions  
Blue Circle Southern Cement Ltd  
Bretzel Biz  
Cane Lending Solutions  
Centrelink  
City of Greater Geelong  
Climatic Air Conditioning  
Coulter Roache Lawyers  
Karingal Inc.  
Jones & Jones Engineering Design Pty Ltd  
MatchWorks  
National Australia Bank  
Powercor  
S & J Turner Builders  
Shell Refining (Australia) Pty Ltd  
Smart Geelong Region LLEN  
Supportworks  
Target Australia Pty Ltd  
Telstra Country Wide  
The Body Shop  
Think 2 Design Studio  
WHK Day Neilson

BAC-Links would also like to thank Karingal, St Laurence, Nelson Park and Geelong EmployAbility for supporting this event and look forward to a continued relationship in the future.

## Taking the next step beyond the 'Workplace Big Day Out' Projects on the go...

BAC-Links have a number of fantastic opportunities for businesses to get involved in community projects this year.

Here is a sample of just some of those available:

**Communities in Action - Rosewall Connections Park:** Includes the Rosewall Community Garden and the site for the planned Geelong Community Shed. This continues to be an active educational precinct. Projects requiring support either with sponsorship and funding, or with volunteers and organised working bees, include the Wetlands Corner; Pathways Links; Shelter Spot and construction of the Geelong Community Shed

**Community Theatre Curtain Project:** Your artistic skill and flair is needed! Let Loose Theatre and Karingallery have joined forces to manufacture a beautiful theatre curtain which will display the talents and contributions of all participants

**Glastonbury Child and Family Services Kids Comfort Project:** Donations are required for a range of essential and personal goods for disadvantaged families, children and foster carers for children in their care. Goods will be made available for free and include personal items like beanies, gloves & scarves, hair products, towels, t-shirts, hair brushes & combs, tampons & pads, hand mirror, envelopes, pens, paper, stamps, diaries etc. Items will be packaged up into a 'Care Pack' (back pack) appropriate to the age of the child receiving the goods

**Australian Red Cross (Geelong Branch):** Volunteers required to assist staff and Red Cross volunteers for a number of one day working bees to paint some of the local offices

**North Shore Primary School:** 2 fantastic projects! One involves a minor renovation and painting of the old dental clinic housed on the school property to make it suitable for use as a community hub for parents and the wider community. The other innovative project involves the establishment of a 'Frog Bog' and indigenous Garden which will incorporate a new water catchment & recycling system, a bird hide and education centre

**Quality of Life Commonwealth Games Warm Up Event, 20th November:** 10 volunteers required to assist on the day with marshaling, registration etc. This community fun run, walk and cycle event will be followed by entertainment, interactive displays and a BBQ.

**Mentoring Programs:** Red Cross, together with Bellarine Secondary College and the BAYSA Big Brothers Big Sisters Program, require mentors to provide leadership, friendship and support to young people in need by matching them with a positive adult role model. These programs require a few hours a week over 12 months and are a wonderful way for individuals or businesses to make a difference in the lives of a young person.

**Corporate Head of the River:** Volunteers are required over a period of 4 days to assist with the preparation and running of this fabulous event. 6th-9th October.

For further information about any of these exciting projects, or the BAC-Links Program, contact one of our team on **5249 6118**.

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