

POWERFUL STORIES FOR SOCIAL CHANGE



**DOCUMENTARY  
AUSTRALIA**

# **DISTRIBUTING SURVEYS FOR YOUR PROJECT'S EVALUATION**



**DOCUMENTARY  
AUSTRALIA**

Documentary Australia 2023

## **TYPES OF SURVEYS TO EVALUATE YOUR PROJECT**

Below are a range of commonly used survey types that will assist your film's evaluation of a range of outcomes, however not all surveys will be useful for every project. The Documentary Australia evaluation team are happy to assist with providing templates for any of these surveys, please get in touch via email to request a survey template or enquire about how we can help support your project's evaluation work.

### **AUDIENCE SURVEY**

This survey aims to capture information on the audience you have reached, their response, the impact of the film in terms of awareness, knowledge, empathy, attitudes and motivation to act, as well as audiences who would like to sign up to your newsletter or become involved in the release and campaign.

### **EDUCATIONAL NEEDS SURVEY**

Gathers feedback from Educators or Professionals who have seen your film to inform an educational or professional workplace guide

### **STUDENT SURVEY**

Designed to gather feedback from students after they have completed educational resources that are provided to support a film's educational outcomes in schools etc. Educational resources are commonly designed by professional educational partners such as COOL Australia.

### **TEACHER SURVEY**

A similar survey to the student focused survey that gathers feedback on effectiveness of resources at improving educational outcomes in students

### **POST-EVENT SURVEY**

This survey aims to capture information on the event response and outcomes as well as feedback on the film and its impact.

### **SCREENING HOST SURVEY – Request for screening**

A template form to collect data from requests to host your film.

### **SCREENING HOST SURVEY - POST SCREENING**

This survey collects feedback from hosts community screenings to demonstrate the films effectiveness at creating positive outcomes in a community setting.

### **SCREENING HOST SURVEY - 3 MONTH FOLLOW-UP**

Use this survey to collect data on longer term change or outcomes as a result of community screenings.

## When to consider a survey

Impact activity	Reach	Survey	When
Pilot screening	No. partners & supporters	In person survey	After
Release	Type, no. views, no. tickets	Audience survey	After and follow up
Community screenings	No. screenings, no. audiences, locations	Host surveys + Audience survey	Before, after and follow up
Educational Guide	No. downloads, no. schools & students	Needs survey Educational survey	After or Retrospective pre
Outreach	No. reached / beneficiaries	Community / partner survey	Before, after and follow up

## Distributing the surveys



## Social media examples

**You can share on your social media pages**

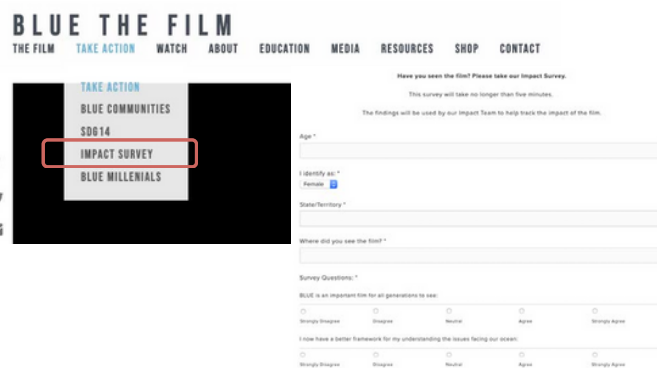
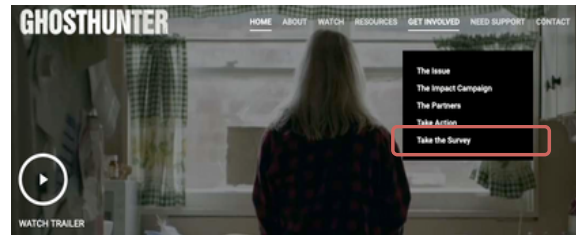
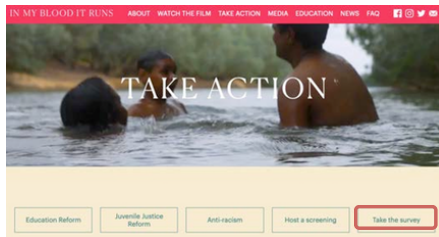


**... and via the Broadcaster or other partners**



# Website examples

Promote the survey on your website, e.g. in the “Take Action” or “Get Involved” sections

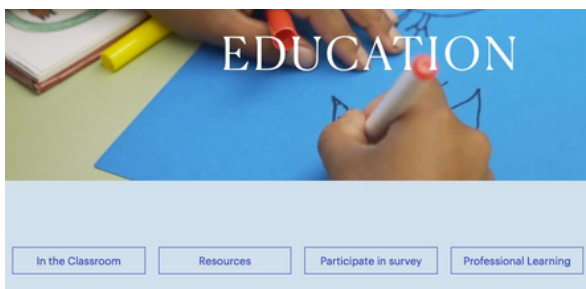


You can redirect to external survey links or embed the form.

# Educational examples

Share online with your Educational resources

and in the Educational Guide



## Resources

### Mental Health Resources:

When viewing and discussing Backtrack Boys with young people, it is incumbent on educators and youth service providers to create a safe environment for everyone involved.

One way to do this is to ensure that young people are aware of mental health services and support that are available to them. Educators and youth service providers should frame this discussion of mental health services and support in accordance to the specific protocols that apply for their school, workplace or organisation.

### Beyond Blue Secondary School Program:

[www.beyondblue.org.au/healthy-places/secondary-schools-and-tertiary/secondary-schools-program](http://www.beyondblue.org.au/healthy-places/secondary-schools-and-tertiary/secondary-schools-program)  
Catering to Years 9-10, BeyondBlue Secondary School Program equips students with the ability to deal with adverse events through the teaching of 'life skills' within a supportive and safe school environment.

### Black Dog Institute School Services:

[www.blackdoginstitute.org.au/education-services/schools](http://www.blackdoginstitute.org.au/education-services/schools)  
The Black Dog Institute provides a range of resources and support options for parents and teachers working with children at risk of depression, anxiety, suicide and other forms of illness. This site also offers a range of school-based programs.

### SAFEMinds at Headspace:

<https://theadspaceminds.org.au>  
The Headspace initiative SAFEMinds (Schools and Families Enhancing Minds) is a professional learning and resource package for schools and families that aims to enhance early intervention mental health support for by increasing teacher and parents' and carers' knowledge of mental health and emerging concerns.

### Lifeline:

<https://www.lifeline.org.au/>  
Lifeline is a national charity that provides Australians with access to 24-hour crisis support and suicide prevention services.

### Reach Out:

<https://reachout.com.au/>  
ReachOut is Australia's leading online mental health organisation for young people and their parents. They provide practical support, tools and tips help young people get through anything from everyday issues to tough times. They also offer resources for parents and teachers.

## Student Survey

Thank you for completing the Backtrack Boys ATOM guide. We would appreciate your feedback. Please complete the following survey: <https://www.surveymonkey.com/r/BacktrackBoysEducationSurvey>

## Backtrack Boys Film Resources

[www.backtrackboys.com](http://www.backtrackboys.com)  
Order the film and screening license from ATOM.

The Backtrack Boys website has the following resources available:

- ▶ Backtrack Boys workbook
- ▶ Downloadable film clips
- ▶ Screening and discussion guides for film screenings
- ▶ Downloadable posters and flyers
- ▶ Downloadable images from the film
- ▶ Media articles and reviews of the film
- ▶ You can donate to Backtrack Boys Impact Campaign to help bring this film to communities and schools around Australia via Documentary Australia

### Website:

[www.backtrackboys.com](http://www.backtrackboys.com)

### Facebook:

<https://www.facebook.com/BacktrackBoys/>

### Twitter:

<https://twitter.com/BacktrackDoc>

### Instagram:

<https://www.instagram.com/backtrackboysfilm/>

### Sign up to Newsletter:

<https://backtrackboys.com/subscribe/>

### Student Survey:

<https://www.surveymonkey.com/r/BacktrackBoysEducationSurvey>