



CBR FAIR DAY IMPACT REPORT

2017/2018





ACT
Government

In partnership with:



collectiveaction
the social impact specialists

CBR FAIR DAY IMPACT REPORT

CBR Fair Day is a well-loved event on the Canberra events calendar that has been bringing the community together to celebrate diversity for the last 20 years. The AIDS Action Council (the Council) has proudly hosted the event since 2001. Since that time, CBR Fair Day has evolved from a targeted LGBTIQ event to a whole-of-community event that fosters community cohesion. In 2017 and 2018, CBR Fair Day was sponsored by the ACT Government Office for LGBTIQ Affairs, further strengthening this important community event.

We are proud to be working alongside the ACT Government. Together, we are working to create a safe and inclusive city for all Canberrans, regardless of their sexual orientation, gender identity or HIV status. CBR Fair Day directly contributes to and aligns with the Government's pursuit of the 2019-2023 LGBTIQ Strategy, as well as their commitment to the Darlington Consensus Statement, by promoting a safe and supportive community where LGBTIQ people feel included, affirmed in their gender and sexual identities, and are able to access high-quality and relevant services and information.

ABOUT CBR FAIR DAY

CBR Fair Day is traditionally the launch event of the SpringOUT Pride Festival. It is the ACT's largest celebration of Canberra's wonderful and diverse LGBTIQ communities. While it is difficult to precisely record the number of people who attend CBR Fair Day, it is estimated that 1700 people attended in 2017 and 1900 in 2018.

CBR Fair Day creates a safe and inclusive space for LGBTIQ people and their allies to connect with their communities, community organisations and local businesses. It also provides a forum to showcase the creative talents of Canberra's local artists and to promote Canberra's cultural offerings. In 2017 and 2018, the Council partnered with Gorman Arts Centre to host the event. This successful and mutually beneficial collaboration enriches Canberra's cultural calendar.

Evaluation results show that attendees genuinely value CBR Fair Day, and that both the outcomes and reach of the event are consistently improving.

CBR FAIR DAY EVALUATION

In 2017, the Council launched our Contribution to Change Evaluation System, which enabled us to survey enough people to collect a representative sample of attendees on the day. As a result, we can say with 95 percent confidence that the data collected is representative of all CBR Fair Day attendees. Roughly 10 percent of attendees (n=171) completed the survey in 2017 and 12 percent (n=230) in 2018.

Evaluation results from 2017 and 2018 demonstrate that CBR Fair Day is achieving significant outcomes for our community and is contributing to the ACT Government’s vision of social inclusion by:

-  Strengthening community connection and cohesion
-  Supporting LGBTIQ people’s strength, resilience and optimism
-  Promoting Canberra as an inclusive city within the ACT and surrounding region
-  Contributing to a vibrant cultural life in Canberra
-  Creating a safe and inclusive space for LGBTIQ people, families, and their allies to celebrate Pride and participate in community activities
-  Providing a platform for community organisations and businesses to reach LGBTIQ people and families and to raise awareness about the services they provide.

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STRENGTHENING COMMUNITY CONNECTION AND COHESION

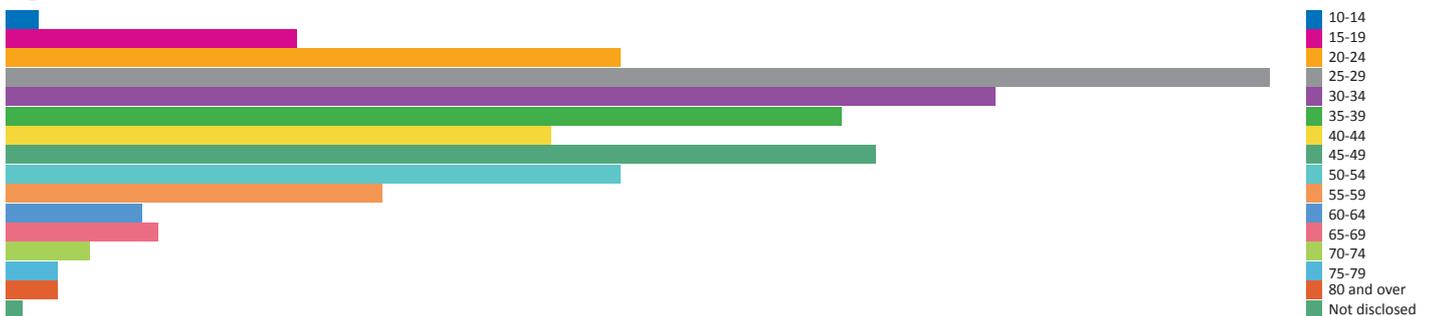
Evaluation results show that CBR Fair Day is engaging new members of the community while retaining its ongoing relevance to repeat attendees. 55 percent of respondents in 2017 had previously attended CBR Fair Day at least once or multiple times. In 2018, this number rose to 61 percent.

CBR Fair Day consistently engages a cross section of the Canberra community, demonstrating that it provides a safe and inclusive space for all.

EVALUATION DATA SHOWS THAT CBR FAIR DAY:

ATTRACTS PEOPLE OF ALL AGES

Age



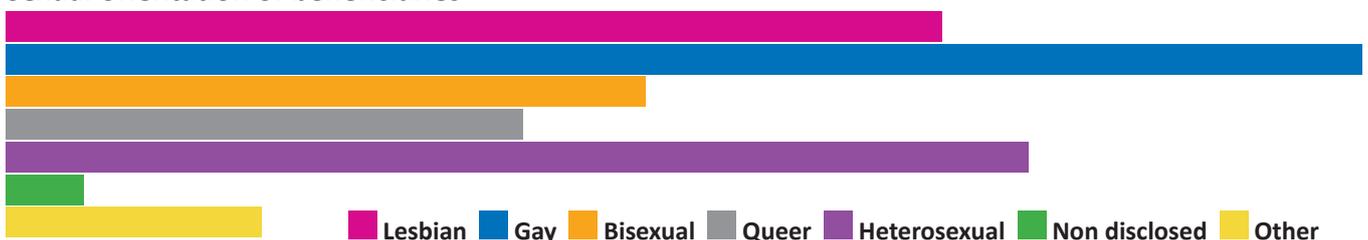
IS INCLUSIVE OF:

PEOPLE OF DIVERSE GENDER AND SEXUAL IDENTITIES AND EXPERIENCES

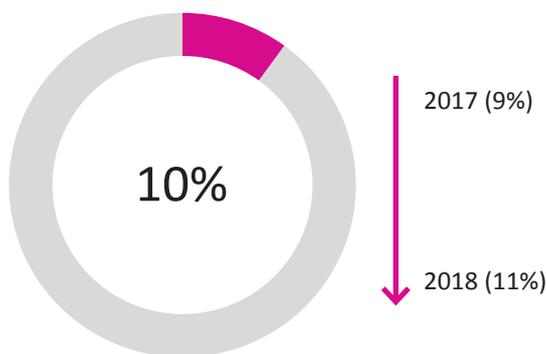
Gender Identity of beneficiaries



Sexual orientation of beneficiaries

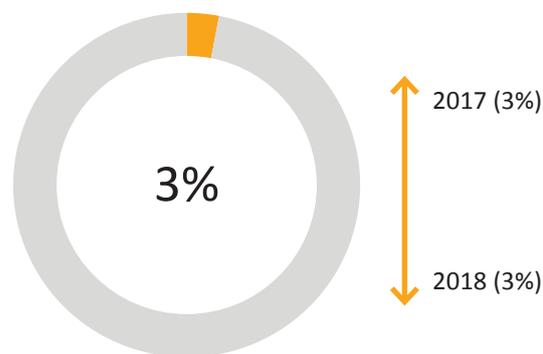


TRANSGENDER ATTENDEES



Average rating of 2017 & 2018

ATTENDEES WITH AN INTERSEX VARIATION

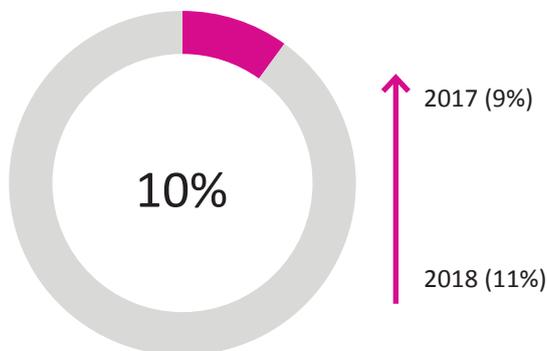


Average rating of 2017 & 2018

“I’m so glad there was an ace table! I felt so accepted! I met some amazing people yesterday and I’d love to meet even more!”

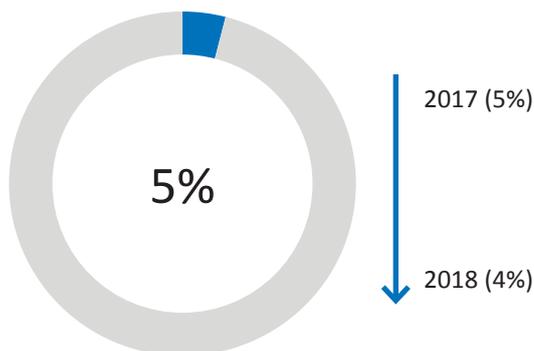
IS ACCESSIBLE TO PEOPLE WITH A DISABILITY

Evaluation results show that significant numbers of people with disabilities attended the event. However, we did receive feedback that wheelchair accessibility could be improved, and we strive to improve this in Fair Day 2019.



Average rating of 2017 & 2018

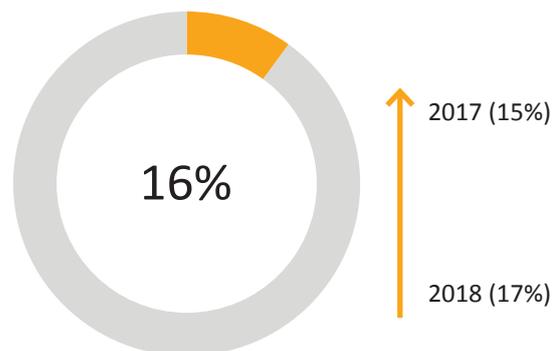
IS CULTURALLY SAFE AND INCLUSIVE



Average rating of 2017 & 2018

Aboriginal and Torres Strait Islander

Note: These figures have been rounded, the difference is only (0.3%).



Average rating of 2017 & 2018

Culturally and Linguistically Diverse

IS HIGHLY EFFECTIVE AT STRENGTHENING COMMUNITY CONNECTION AND COHESION

In gathering together people of diverse identities and experiences to participate in a day of entertainment and celebration of PRIDE, CBR Fair Day contributes to greater community connection and cohesion. In the context of the 2018 Australian Marriage Law Postal, this contribution was even more significant. CBR Fair Day 2018, which took place around the same time as the survey, engaged a higher proportion of cis-gendered, heterosexual people than in 2017. This indicates that the event brought the Canberra community together by attracting a greater number of allies who wished to support the LGBTIQ community through a very difficult time.

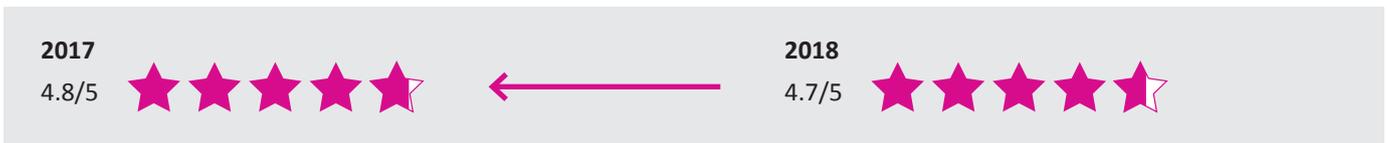
Average rating of the effectiveness of CBR Fair Day at strengthening community connection



SUPPORTING LGBTIQ PEOPLE'S STRENGTH, RESILIENCE AND OPTIMISM

CBR Fair Day enhances LGBTIQ people's strength, resilience, and optimism, which are strong protective factors for the health and wellbeing of LGBTIQ people. This is especially so when it comes to supporting youth and mitigating the effects of stigma and discrimination. The event contributes to bettering the lives and futures of LGBTIQ people, which is core to the ACT Government's proposed LGBTIQ strategy for 2019-2023.

Average rating of the importance of CBR Fair Day in supporting the resilience, strength and optimism of LGBTIQ people



Note: The average rating only changed marginally; however, the figure has been rounded down to 4.7. The average rating for both years is 4.8.

“CBR Fair Day is the BEST opportunity for LGBTIQ people in Canberra to celebrate what makes them unique, amazing, loving individuals.”



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PROMOTING CANBERRA AS AN INCLUSIVE CITY WITHIN THE ACT AND SURROUNDING REGION

In 2018, 45,400 people saw information about CBR Fair Day. This is an increase from 19,000 in 2017. Such information not only promotes the event, it also supports the ACT Government’s commitment to LGBTIQ inclusion.

“This year was fantastic. I loved the music, as did the kids. It was a very welcoming environment, with great food and an inclusive feel. Loved the CBR sign – it felt like it was a part of ACT Gov core business, which is pretty nice.”

“It is a credit to the Chief Minister that he committed his time to attending with all his competing priorities. So inclusive and in touch with all groups in the community. Truly inclusive as a person and a leader.”

In 2018, CBR Fair Day also engaged more attendees from outside of Canberra, and a greater number of these stayed in Canberra for longer. While it is not the primary focus of CBR Fair Day, this data suggests that in addition to achieving social outcomes for the Canberra community, the event is also raising Canberra’s profile in the region and contributing in a small way to tourism.

In 2018, 18 percent of attendees were from outside of Canberra, with the majority coming from Queanbeyan, Sydney, the South Coast and Bungendore. This is an increase of 12 percent from 2017.

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CONTRIBUTING TO A VIBRANT CULTURAL LIFE IN CANBERRA

Average rating of the effectiveness of CBR Fair Day at providing a fun-filled day of quality entertainment, cultural activities and community engagement:



“It was a fabulous day full of dynamic entertainment and great people. The atmosphere was great, and everybody seemed to be having a wonderful time.”

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CREATING A SAFE AND INCLUSIVE SPACE FOR LGBTIQ PEOPLE, FAMILIES, AND THEIR ALLIES TO CELEBRATE PRIDE AND PARTICIPATE IN COMMUNITY ACTIVITIES

CBR FAIR DAY PROVIDES A SAFE AND INCLUSIVE SPACE FOR LGBTIQ PEOPLE AND THEIR ALLIES TO CELEBRATE PRIDE

Average rating of the effectiveness of CBR Fair Day at providing a safe and inclusive space for LGBTIQ people and their allies to celebrate PRIDE:





PROVIDING A PLATFORM FOR COMMUNITY ORGANISATIONS AND BUSINESSES TO REACH LGBTIQ PEOPLE AND FAMILIES AND TO RAISE AWARENESS ABOUT THE SERVICES THEY PROVIDE

CBR Fair Day provides a platform for community organisations to raise awareness about their services and to engage in health promotion with LGBTIQ people and their allies. This is crucial to increasing access to services and social support for LGBTIQ people, both of which are strong protective factors for health and wellbeing.

Feedback from both attendees and stallholders shows that CBR Fair Day is successfully connecting LGBTIQ people with relevant organisations and businesses.

CBR FAIR DAY CONNECTS LGBTIQ PEOPLE AND THEIR ALLIES TO INFORMATION, SERVICES AND SUPPORT

Average rating of the effectiveness of CBR Fair Day at connecting LGBTIQ people with relevant services, information and support:

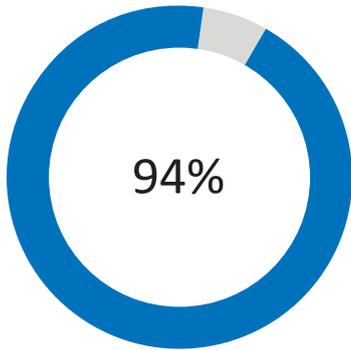


“The stall holders were very helpful and friendly and provided plenty of relevant information!”

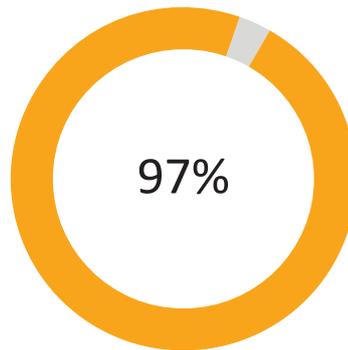
CBR FAIR DAY PROVIDES AN OPPORTUNITY FOR LGBTIQ-FRIENDLY BUSINESSES TO CONNECT WITH LGBTIQ PEOPLE AND THEIR ALLIES

2018 featured more stalls than ever before, with over 50 community and 25 business stalls.

Stallholder engagement with attendees continues to be strong. In 2018, 52 percent of stallholders estimated they reached over 100 people. Additionally, 24 percent of these stallholders estimated they reached over 200 people (an increase of 4 percent from 2017).



94 percent of stallholders at CBR Fair Day 2018 said they are likely (36 percent) or very likely (58 percent) to recommend CBR Fair Day to other businesses/organisations



97 percent of stallholders at CBR Fair Day 2018 said they are likely (28 percent) or very likely (69 percent) to hold a stall next year

Average rating of the effectiveness of CBR Fair Day as a platform for businesses/organisations to reach new audiences:



“Connection with community greatly exceeded expectations and provided extensive opportunities to grow our network.”

“For a charity like ours, these events are crucial for raising awareness of who we are and what we do.”

Average rating of the value for money of holding a stall at CBR Fair Day:



“As a charitable event I absolutely was happy to pay this stall fee.”

Overall stallholder rating of CBR Fair Day:



“The day was very successful for us. It was wonderful to be among so many fantastic organisations and people. “

“We did not have a stall to seek business opportunities or a new audience. We wanted to be a part of the celebrations.”

“Fantastic atmosphere...love the inclusion that has been encouraged!”

Average stallholder rating of how well CBR Fair Day was run:



“We saw plenty of AAC staff throughout the day checking in on us and the other stallholders, as well as interacting with visitors.”

CONCLUDING REMARKS

Evaluation results show that CBR Fair Day is a treasured event in the calendar for LGBTIQ people, families, and allies, and one that makes a significant contribution to the Canberra community.

When asked how CBR Fair Day can be improved in the future, the response was simple: they want more – more stalls, more food options, more workshops, and more entertainment. This shows overwhelming support for CBR Fair Day to continue to grow and evolve to respond to the diverse needs of our community.

“Make it bigger! This event was so amazing. I loved the market area, and I wish it went all day – like a sunset ending would be really nice.”

“Love Canberra CBR Fair Day.”



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