

CBR FAIR DAY EVALUATION 2019

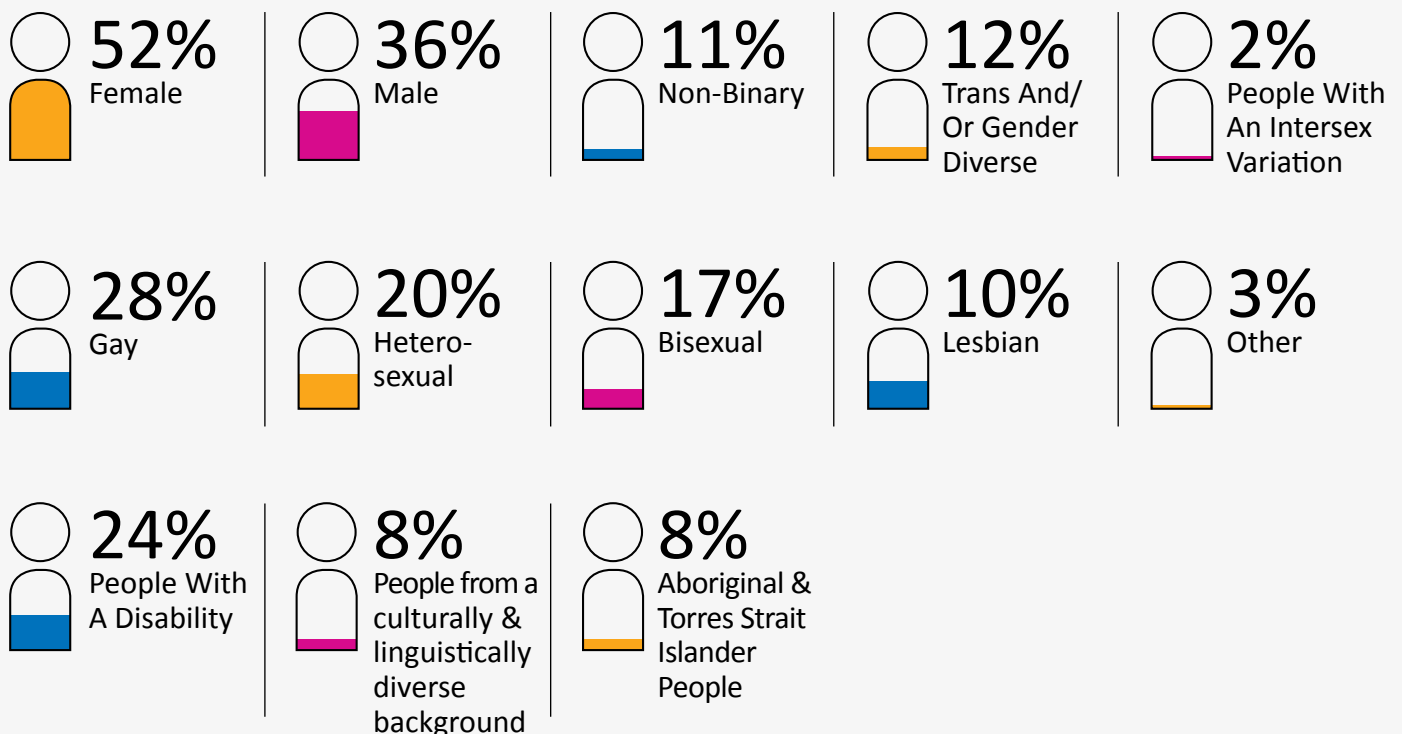
CBR FAIR DAY PROVIDES A SAFE AND INCLUSIVE EVENT FOR ALL MEMBERS OF OUR COMMUNITY

Evaluation results show that CBR Fair Day is engaging new members of the community while remaining its ongoing relevance to existing attendees. 86% of respondents had attended CBR Fair Day at least once, if not many times before, and 14% attended for the first time in 2019.

Fair Day consistently engages a cross-section of the Canberra community, demonstrating that it is providing a safe and inclusive space for all members of our community.

KEY DEMOGRAPHICS*

* Percentages have been rounded up.

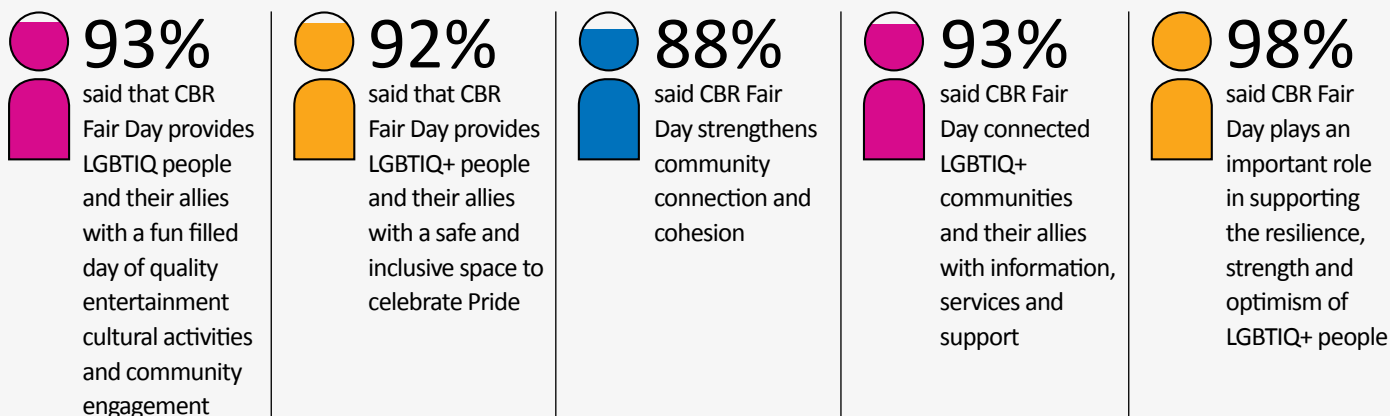


CBR FAIR DAY STRENGTHENS COMMUNITY CONNECTION AND COHESION

CBR Fair Day provides a safe and inclusive space for our community's LGBTIQ+ people and their allies to come together to celebrate PRIDE and diversity, connect with the community and learn about relevant community organisations and businesses. Evaluation results show that attendees highly value CBR Fair Day and the event is having a positive impact on the lives of LGBTIQ+ people and their allies.



OF CBR FAIR DAY ATTENDEES WHO COMPLETED THE SURVEY



Love the venue, great atmosphere, great event

Fair Day was fabulous, as always! Thank you for your hard work.

What a sensational event - make it bigger and better

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


CBR Fair Day provides a platform for community organisations to raise awareness about their services and provide targeted information to LGBTIQ+ people and their allies. It also provides an opportunity for LGBTIQ+ friendly businesses to reach LGBTIQ+ people and their allies and promote relevant services and products.

OF CBR FAIR DAY STALLHOLDERS WHO COMPLETED THE SURVEY

 **100%**
said CBR Fair Day is effective or very effective as a platform for businesses/organisations to reach new audiences.

 **58%**
estimated they reached over 100 people - 36% of those estimated they reached over 200 people.

 **96%**
said they are likely (29%) or very likely (67%) to recommend CBR Fair Day to other business/organisations.

 **96%**
said they are likely (16%) or very likely (80%) to hold a stall next year.

 **100%**
rated their overall experience of CBR Fair Day as good or excellent.

 **100%**
said CBR Fair Day is good or excellent value for money.

 **100%**
said the assistance and support provided by AIDS Action Council staff and volunteers was good or excellent.



As a volunteer for two stalls throughout the day, I found the experience was very well-organised and connected the community in a meaningful way.

Well run, friendly volunteers and great community spirit.

Seamlessly run, wonderful Council volunteers, great vibe, incredible conversations.