



office of the
information
commissioner
new south wales

Review Report

Right to Information Roadshow – Regional

promoting open government

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Review report: Right to Information Roadshow – regional, October 2010

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Introduction

On 1 July 2010, the new *Government Information (Public Access) Act 2009* (GIPA Act) commenced, replacing the Freedom of Information Act.

State and local government agencies are now required to proactively release more information than ever before to the public and to ensure that formal applications for access to government information are a last resort.

In addition to encouraging a cultural change in agencies, the reforms impact on members of the public, community organisations and media representatives.

A key priority for the Office of the Information Commissioner (OIC) is to promote awareness and understanding of the *Government Information (Public Access) Act 2009* and the right to information reforms in New South Wales.

The OIC is tasked with offering information, advice, assistance and training to agencies and the public in support of the reforms, which aim to achieve openness, accountability and transparency in the NSW government.

In order to address this priority, the OIC decided to stage an awareness campaign across New South Wales.

Project summary

In order to address this priority, the OIC is to stage two activity programs across regional and metropolitan NSW with the first roadshow to target stakeholders in regional NSW.

This review report presents the overview and lessons learned of the first activity, the regional Right to Information roadshow.

The Right to Information roadshow featured opportunities for agencies, non-government agencies, community members and the media to engage with the OIC and the Information Commissioner.

For the regional roadshow, the Information Commissioner visited 11 locations across regional NSW from 20th August 2010 to 8th September 2010.

The roadshow featured the Information Commissioner and another OIC staff member running two information sessions over a half-day period with specific time for local agency staff and the public, followed by opportunities for meetings with media and community representatives.

The roadshow was supported by a communications, advertising and media campaign to alert local communities, agencies, non-government organisations and the media to the roadshow program.

The roadshow was also promoted through various OIC networks such as the Information Commissioner's updates, OIC news and through direct mail out by post or email with covering letter and venue flyers to:

- 1000 government agencies
- 104 local government councils
- 94 non-government agencies
- 40 MPs
- 1211 schools

The project was managed by a Project Officer and the Acting Manager of Learning and Development, with key support from the OIC communications team. Five selected OIC staff members also assisted in delivering the program by accompanying the Information Commissioner at the regional events.

Project deliverables

Prepare Itinerary for right to information regional roadshow - *
Identify, approve and book venues
Confirm travel allowance entitlements for travelling companions
Research, identify and create Contact lists for invitations and flyers - ◆
Determine newspaper advertising opportunities
Promotional material (including flyers, letters and emails from the Commissioner) design and approved - *
Research and identify accommodation in the various areas
Book flights, accommodation and hire cars booked
Distribute letters and flyers to regional contacts
Distribute email from Information Commissioner
Promote regional dates through Information Commissioner's email to stakeholders
Book advertising for placement two weeks prior to each event
Design artwork for advertising and Draft media materials
Finalise media contact list
Collate RSVP's for each event and liaise with venue providers and attendees as required
Publish Calendar of Events
Distribute media releases
Develop detailed checklist and itinerary for each event and prepare kits
Prepare and arrange courier packages of event material to pre-arranged venues
Finalise RSVP lists and arrange catering
Deliver presentations, respond to questions and meet with community representatives *
Co-ordinate set up and pack up for each presentation, gather questions and scenarios for follow up, collect feedback
Analyse feedback, questions raised and scenarios from each event.

See attached

- * **Annexure A** – Copy of roadshow Itinerary
- * **Annexure B** – Copy of flyer and letter distributed
- * **Annexure C** – Copy of the Presentation delivered by Deirdre O'Donnell

- ◆ See S:\Shared\AA New Structure\Policy and Good Practice\Learning & Development\Regional roadshow\Contacts\Roadshow Contact List V1

Regions and centres

The following regions were targeted and events held in the cities identified in bold:

1. Hunter
Newcastle
2. Western NSW
Broken Hill
Dubbo
Bourke
3. Riverina Murray
Wagga Wagga
4. South East
Goulburn
Queanbeyan
5. Illawarra
Nowra
6. North Coast
Coffs Harbour
7. New England/North West
Tamworth
Lismore

Statistics of attendance:

Centre	RSVPS	Govt	Public	Both	Attendance	Govt	Public
Newcastle	95	74	17	4	89	70	19
Broken Hill	56	52	4		50	45	5
Dubbo	86	71	7	8	82	78	8
Bourke	36	36			41	41	0
Wagga Wagga	71	66	4	1	55	50	5
Queanbeyan	32	30	2		31	28	3
Goulburn	65	62	2	1	58	53	5
Nowra	67	55	11	1	58	48	10
Tamworth	73	54	7	12	67	60	7
Coffs Harbour	89	79	9	1	89	77	12
Lismore	57	48	7	2	76	49	27
Totals	727	627	70	30	696	599	101

- The highest and lowest attended events were as follows:

Highest

- Newcastle 89
- Coffs Harbour 89
- Dubbo 82
- Lismore 76

Lowest

- Queanbeyan 31
- Bourke 41
- Broken Hill 45

Note:

- Bourke and Broken Hill expected as drew on smallest and most dispersed population areas.
- Queanbeyan a surprise, higher attendance was expected. Goulburn and Nowra were alternate venues and also did not receive high attendance rates.

Audience / attendees

The following stakeholders were targeted and/or attended:

- State government
- Local government
- Community members and the general public
- Media representatives
- Non-government organisations and advocacy groups
- MPs and their electoral staff

Brief Analysis of attendees:

- 727 RSVPs received
- 696 people attended all sessions
 - 86.06% attended by government agencies
- 274 attendees requested to be added to OIC information mailouts
- 454 feedback forms received (65.09% of attendees)

Roadshow expenditure

The total costs for the roadshow are as follows:

Venues – includes refreshments and IT/AV costs	5,430.50
Accommodation	1,789.50
Flights	3,794.26
Car Hire	1,248.12
Cabs	278.87
Postage	1,277.97
Media	25,830.84
Showbags - 750	1,294.59
Pens - 750	279.94
Magnets - 750	272.25
Stress balls - 540	933.76
Presentation Folders	851.49
Brochures, fact sheets & knowledge updates	1,317.25
Flyers	2,185.12
Companion allowances (estimate)	800.00
Project Officer 207.5 hrs *	10,069.20
Total	57,653.66

Projected costs were:

Venues – includes refreshments and IT/AV costs	7,150.00
Accommodation	1,500.00
Flights	5,049.00
Car Hire	1,650.00
Postage	1,500.00
Media	20,000.00
Showbags and contents + stress balls	10,039.00
Project Officer *	15,000.00
Total	<u>61,888.00</u>

* not an ongoing expense

Note: Cabs, companion allowances and printing not recorded in projected costs.

The projected and actual costs differ in some areas due to the following reasons:

- Flights and car hire were secured at government rates due to booking through Carlson Wagonlit Travel, the Department of Justice & Attorney General's designated travel management company, and therefore cost less.
- Venues lower in cost due to hiring function rooms at clubs instead of hotels who are dearer, especially the catering fees.
- Project Officer rate less than predicted.
- Showbags + contents (including flyers and knowledge sheets) less than predicted.
- Media costs higher than predicted

Media

The communications team ran advertising and media campaigns from August 3 to 30 to promote the Right to Information Roadshow to the public, community organisations, local councils and regional state government employees.

A two-week advertising campaign ran from August 3 to 17. A total of 21 ads were published in regional newspapers around the state.

The media campaign ran for a three-week period from August 9 to 30. The campaign featured media releases, media alerts and community noticeboard date claimers.

The communications team distributed the following materials to newspapers, radio and television stations:

- a statewide media release and statewide schedule issued to all NSW media outlets
- regionalised media releases and community noticeboard date claimers issued to more than 300 NSW regional media outlets
- regionalised media alerts issued to more than 300 NSW regional media outlets

Details for each of the 11 roadshow events were also published on NBN Television's online community noticeboard, which promotes events throughout the state.

The campaign generated coverage in nine newspapers spanning the state, from Bourke to Broken Hill and Wagga Wagga to Lismore. The Information Commissioner also conducted two ABC Radio interviews, in Broken Hill and Wagga Wagga, and two television interviews, in Broken Hill and Lismore. Additional broadcast media coverage was unable to be monitored for this campaign.

A sample of local media in response to the ad campaign are attached as **Annexure D**

Other promotional activities

The communications team also promoted the roadshow on the OIC website and through regular updates from the Information Commissioner to more than 1000 stakeholders throughout NSW.

Invitation letters and emails were drafted for distribution from the Information Commissioner to government and non-government stakeholders. As noted earlier approximately 2500 were distributed.

In addition, the communications team designed and printed promotional flyers, which were distributed to local councils, non-government organisations and regional government offices. The flyers were displayed in public contact points in key regional locations around the state.

Feedback

The overall response to the regional roadshow was overwhelmingly positive with a high degree of attendance and interest in the subject. It is felt that future regional roadshows would be welcomed and beneficial to stakeholders and build on these achievements.

The inaugural regional roadshow sessions were designed as awareness raising and it is recommended that future sessions be tailored to stakeholders developing understanding of the implications of GIPA and in response to issues they are experiencing.

	Feedback	Govt	Public	Requests to be added to IC's email update
Newcastle	28	19	9	19
Broken Hill	34	30	4	20
Dubbo	39	39		27
Bourke	11	11		5
Wagga	44	42	2	24
Queanbeyan	29	28	1	18
Goulburn	53	51	2	26
Nowra	49	44	5	30
Tamworth	46	41	5	32
Coffs Harbour	71	62	9	46
Lismore	49	33	16	30
Total	453	400	53	277

Above is a summary of feedback collected.

See the Register of Feedback collated from the completed feedback forms on page 12 for full details. The number of feedback forms reflects 65.09% of attendance rates.

A copy of the feedback form is attached as **Annexure E**.

Below is a brief Analysis on Questions/Feedback:

- Overall satisfaction with sessions 91.57%
- Met expectation 90.31%
- Understood implications 92.29%
- More confident 85.02%
- Relevance to their work 82.82%
- Overall presenter's effectiveness 97.14%

The percentages above reflect scores of 3 or 4 on the feedback forms (i.e. high satisfaction).

All comments provided on the feedback forms are recorded on **Annexure F** "Feedback Comments".

In Summary:

Positive:

- Majority of people very impressed the Commissioner attended and presented herself
- Found examples and scenarios very helpful/useful

- Many congratulations for informative, clear and concise presentation.
- Information helpful and easy to understand.

Requests/suggestions by attendees for improvements:

- Mention that slideshow and info available on our website at start of presentation so notes do not need to be taken
- Ask audience to keep specific questions to end
- Annual roadshows
- More specific training for specific agencies, organisations and on the Act itself.
- More case study examples
- Load examples used during presentation on OIC website.

For additional records of questions asked and comments made directly during the information sessions, please see the following Annexures:

- Feedback & Questions log – by venue **Annexure G**
- Questions asked log – by topic area **Annexure H**

Note: Suggested follow up actions in response to this data is proposed under “Follow up actions” page 16 of this document.

Register of Feedback

Date	Session Type	No of participants	No of feedback forms	Met Expectations No's 3 or 4	Understand Implications No's 3 or 4	More Confident No's 3 or 4	Relevance to Work No's 3 or 4	Presenter's Effectiveness No's 3 or 4	Overall % 3 or 4 (high)	No's worked with FOI	% worked with FOI
20/08/2010	Newcastle - public	19	9	8	8	8	7	9	88.89%	3	33.33%
23/08/2010	Broken Hill - agencies	45	30	29	29	27	24	30	92.67%	22	73.33%
23/08/2010	Broken Hill - public	4	4	3	4	4	3	4	90.00%	1	25.00%
24/08/2010	Dubbo - agencies	78	39	34	34	33	33	38	88.21%	24	61.54%
26/08/2010	Bourke - agencies	41	11	10	10	9	10	11	90.91%	4	36.36%
30/08/2010	Wagga - agencies	50	42	38	40	36	37	40	90.95%	22	52.38%
30/08/2010	Wagga - public	5	2	2	2	2	2	2	100.00%	0	0.00%
31/08/2010	Queanbeyan - agencies	28	28	26	27	24	24	27	91.43%	21	75.00%
31/08/2010	Queanbeyan - public	3	1	1	1	1	1	1	100.00%	0	0.00%
2/09/2010	Goulburn - agencies	58	51	40	42	42	36	49	81.96%	28	54.90%
2/09/2010	Goulburn - public	5	2	2	2	1	1	2	80.00%	1	50.00%
3/09/2010	Nowra - agencies	48	44	42	43	40	41	43	95.00%	29	65.91%
3/09/2010	Nowra - public	10	5	5	5	5	5	5	100.00%	4	80.00%
6/09/2010	Tamworth - agencies	60	41	37	37	35	30	39	86.83%	23	56.10%
6/09/2010	Tamworth - public	7	5	5	5	5	5	5	100.00%	3	60.00%
7/09/2010	Coffs Harbour - agencies	77	62	58	59	48	51	59	88.71%	31	50.00%
7/09/2010	Coffs Harbour - public	12	9	9	9	8	8	9	95.56%	4	44.44%
8/09/2010	Lismore - agencies	49	34	29	30	25	26	34	84.71%	26	76.47%
8/09/2010	Lismore - public	27	17	14	14	16	15	16	88.24%	7	41.18%
Total		696	455	411	420	387	377	442	18.3194193	267	10.09634
Average		34.8	22.75	90.33%	92.31%	85.05%	82.86%	97.14%	91.60%	13.35	50.48%

Lessons learned

- 1) Venue opening time to be confirmed
- 2) Data projector required (requested by attendees at Bourke)
- 3) Microphone quality in two venues poor
- 4) RSVP date not adhered to – more acceptances after date
- 5) Clubs as venues are most reasonable and were mostly well organised and attendees find them very accessible.
- 6) Stakeholders very interested in receiving further information via mailouts and further roadshows
- 7) Add the following question to future feedback forms “Where did you hear about the roadshow”. In the interim (eg. upcoming metro program) request Information & Assistance Officers to enquire and record this information when collecting RSVPs.
- 8) Additional strategies required to promote roadshow activity to the general public.
Now event and profile of OIC established, it may be easier to work with local councils and NGOs to assist more actively in information dissemination for future roadshows.

Proposals for next roadshow

Coverage:

The following regions and centres are recommended for next year’s regional roadshows:

- Hunter
Newcastle
- Western NSW
Dubbo
Orange or Bathurst
- Riverina Murray
Griffith
Albury
Wagga Wagga
- South East
Bega
Goulburn?
- Illawarra
Wollongong
- North Coast
Port Macquarie
- New England/North West
Armidale
Moree
Tweed Heads

Note:

1. Bourke and Queanbeyan not to be included in future roadshows due to the low attendance
2. Newcastle, Dubbo and Wagga Wagga to be revisited due to the high coverage and accessibility of and to those regions. Revisit to Goulburn also to be considered?
3. Either Orange or Bathurst to be considered.
4. The other centres recommended have been identified as alternate venues in those regions to centres visited in the inaugural roadshow.
5. We have tried to accommodate, where feasible, centres requested by stakeholders who notified us that they were disappointed we had not visited their region.

















Speakers:



To be divided amongst key OIC Staff. Critical for Information Commissioner to deliver initial awareness sessions but subsequent roadshow responsibilities (and resource impact) could be shared amongst the leadership team.

Timing:

Could be spread over longer period e.g. regions/speakers could be done consecutively or spread out over a couple of months (open for consideration). E.g.

1. Bega, Goulburn and Wollongong, Goulburn and Bega – drive/fly covered by one speaker over 3 days
2. Newcastle, Port Macquarie and Armidale – drive/fly covered by another speaker over 3 days
3. Fly to Tweed Heads and then fly to Moree and then Sydney – another speaker over 2 days.
4. Fly to Dubbo drive to Orange and fly Sydney – another speaker over 2 days
5. Griffith, Wagga Wagga and Albury – fly and drive – another speaker over 3 days.

Date	From	To	Mode	Time	Comments
TBC JULY 2011	Sydney	Wollongong		~1 ½ hrs	Collect car (night prior) drive to Wollongong, deliver sessions am. Drive to Goulburn pm.
TBC JULY 2011	Wollongong	Goulburn		~2 hrs	Stay overnight in Goulburn.
TBC JULY 2011	Goulburn	Bega		~3 ¾ hrs	Deliver session in Goulburn am and drive to Bega pm. Stay overnight Bega. (Merimbula Airport)
TBC JULY 2011	Bega	Sydney		1hr 10 min	Deliver session in Bega am. Fly to Sydney pm.
TBC AUG 2011	Sydney	Newcastle		~2 ¼ hrs	Collect car (night prior) Drive to Newcastle, deliver sessions am. Drive to Port Macquarie pm.
TBC AUG 2011	Newcastle	Port Macquarie		~ 3 hrs	Stay overnight Port Macquarie
TBC AUG 2011	Port Macquarie	Armidale		~ 3 ¼ hrs	Deliver sessions in Port Macquarie am and drive to Armidale pm. Stay overnight Armidale
TBC AUG 2011	Armidale	Sydney		1hr 15min	Deliver session Armidale am and fly back to Sydney pm.
TBC AUG 2011	Sydney	Tweed Heads		1hr 20min	Fly to Tweed Heads day before. Stay overnight. (Gold Coast Airport)
TBC AUG 2011	Tweed Heads	Moree		* see below	Deliver sessions am and fly to Moree pm. Stay overnight Moree. *See note below.
TBC AUG 2011	Moree	Sydney		1hr 30 min	Deliver sessions Moree am and fly back to Sydney pm.
TBC SEP 2011	Sydney	Dubbo		1hr 5 min	Fly to Dubbo day before. Stay overnight.
TBC SEP 2011	Dubbo	Orange		~2 ¼ hrs	Deliver sessions Dubbo am and drive to Orange pm. Stay overnight Orange.
TBC SEP 2011	Orange	Sydney		50 min	Deliver sessions am and fly to Sydney pm.
TBC SEP 2011	Sydney	Griffith		1hr 25 min	Fly to Griffith night before, stay overnight.
TBC SEP 2011	Griffith	Wagga		~2 ½ hrs	Deliver session am and drive to Wagga pm. Stay overnight Wagga.

TBC SEP 2011	Wagga	Albury		~2 ¼ hrs	Deliver sessions am and drive to Albury pm. Stay overnight Albury.
TBC SEP 2011	Albury	Sydney		1hr 25min	Deliver sessions am and fly to Sydney pm.

- Will need to drive to Brisbane 1.5 hours and get flight from Brisbane Airport to Moree (flight 1hour 5 min)
- Or – Could drive from Armidale to Moree (3.5hours) and fly home to Sydney
- Or – Could drive from Armidale to Moree (3.5hours) and then fly to Tweed Heads (1.5 hours) and then back to Sydney. *This would make it a 5-day roadshow (blue and yellow combined).

Follow up actions

1. Questions asked log to be forwarded to Policy and Good Practice team for analysis and reporting on any continuous improvement strategies re. publications, training support, future presentations etc.
2. Questions asked log to be reviewed by Policy and Good Practice team to identify potential communities or regions for follow up targeted engagement strategies.

Recommendations

1. Metropolitan Right to Information schedule commence ASAP (subject to separate metro schedule project report).
2. The regional roadshow programme be included in OIC budget and business plan as an annual event with \$50 000 budget allocated. (Metropolitan roadshow to be separate budget allocation or advertising to be budgeted separately if roadshow expenditure combined).
3. Early consideration be given to the likely venues for the next annual roadshow.

Reviewed by:

Date:

Justine McHarg

Signed

September 2010

Eugenie FitzGerald

Signed

October 2010

Shirley Southgate

Signed

October 2010

Deirdre O'Donnell

Signed

October 2010