

Evaluation of the Good One party register



Canterbury
District Health Board
Te Poari Hauora o Waitaha

Report prepared for the Communities Team

by the Information Team
Community & Public Health, CDHB

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Executive summary

Background

As part of a Police-led initiative to decrease adverse events resulting from parties in Christchurch, particularly in the Riccarton West area, the Good One party register was set up in February 2014. Good One is a website where anyone can register the details of an upcoming party, which is currently targeted at tertiary students. After registration, it is intended that a Police representative contacts the party host. This enables the Police to develop a relationship with the host and to offer party management advice and become a contact point for further enquiries or assistance. This evaluation of the first phase of Good One provides the Working Group with evidence to inform its future planning and the ongoing implementation of the register.

Methods

Monthly registration data and website statistics from the Good One website and Facebook page were used to assess the uptake and use of the register. Separate online surveys were conducted to investigate the experiences and views of Good One party register users and stakeholders.

Findings

Good One website and Facebook page

Increasing numbers of people are accessing the Good One website, and website users tend to spend a relatively short period of time on the website. As of 30 June 2015, the Good One Facebook page had a total of 1,546 “likes”, and provided an avenue for people to access the Good One website.

Good One party register

In total, 282 parties were registered on the Good One register and took place since its inception and 30 June 2015, and the number of parties registered each month appear higher in 2015 than in 2014. The greatest number of parties were located in the Riccarton West, Upper Riccarton, and Ilam areas of Christchurch. Most register users heard about Good One via the University of Canterbury Students’ Association, the Police or a friend, and almost two thirds were affiliated with the University of Canterbury.

Experiences and views of Good One party register users

Thirty four register users completed a survey asking them about their views and experiences of Good One, and the overall response rate was 23 percent. Many respondents found out about Good One via advertising material or from a friend. Respondents stated that they used Good One because they wanted to avoid any problems, and ensure that their party was both fun and safe. By registering their party, respondents felt reassured that if there were any issues they would be able to get assistance quickly. Good One was seen as a simple way to notify the relevant agencies, and source

additional information. It was seen that using Good One facilitated a good relationship and enhanced communication with the Police.

The majority of respondents agreed that the tips provided on the Good One website and/or by Police officers were helpful, in particular, advice to think about your neighbours, know who was at your party, and to not hesitate to call the Police if need be. Using Good One encouraged communication with neighbours, and respondents mentioned that the personal connection with the visiting Police officer was beneficial. Twelve respondents mentioned that they were not contacted after registering their party.

When asked whether they would consider using Good One again, 84 percent of respondents indicated that they would. Many respondents had recommended Good One to other party hosts, and stated that they would do so again in the future.

Experiences and views of Good One project stakeholders

Fifteen of 29 stakeholders contacted completed a survey asking them about their views and experiences of Good One, giving an overall response rate was 52 percent. Respondents became involved with Good One through a variety of routes, and while some were actively involved in the day-to-day implementation of the project, most provided a support function, including promotion.

Many respondents expressed positive views of Good One. Positive outcomes described by respondents included the increased level of support for tertiary students, and the provision of information on host responsibility. Respondents felt that the use of the advice would contribute to safer and fewer problematic parties, further bringing about a reduction in alcohol-related harm, fewer antisocial problems in the community, more positive relationships with the Police, and also fewer call-outs for public services. Good One was also felt to provide a unique opportunity to build relationships between the different stakeholder groups. It was acknowledged that uncertain funding was a challenge to the long-term sustainability of the project. Other difficulties identified were promoting Good One to target groups, and ensuring consistency of programme implementation.

Stakeholder survey respondents suggested several other groups with whom to engage to increase the awareness and use of Good One, including parents, high schools, sports clubs, and landlords. The use of incentives to encourage young people to register their parties was suggested, as was encouraging other regions in New Zealand to adopt and promote the programme. It was thought that having a dedicated paid project staff member could also increase its capacity. As project resources are limited, collaborating with other businesses to sponsor give-aways, or organisations who have the capacity or skills for specific tasks, was suggested.

Discussion

Overall, it appears that Good One is meeting its main objectives, by providing a means for young people to easily access party management-related advice and support. By ensuring consistent implementation, personal contact with register users, and employing plans for a sustainable future, it is hoped that Good One can continue to support greater numbers of young people in Christchurch, and possibly, other parts of New Zealand.

Contents

Background	1
The Good One party register	1
The current evaluation.....	3
Methods.....	4
Evaluation objectives	4
Data collection	4
Data analysis	5
Ethical considerations	6
Findings	7
Good One website	7
Good One party register	8
Good One Facebook page.....	14
Experiences and views of Good One party register users	14
Experiences and views of Good One project stakeholders	20
Discussion.....	24
References	26
Appendices.....	27
Appendix A: Map of the Riccarton West Neighbourhood Policing Team area.....	27
Appendix B: Public service use.....	28
Appendix C: Online survey questionnaires	32

Background

The Good One party register

As well as the negative health-related consequences of the harmful use of alcohol (World Health Organization, 2014), in New Zealand intoxication and antisocial behaviour places a significant burden on emergency services (including Police, Emergency Department, and Fire Service), and can also contribute to property damage, criminal activity and arrests (Connor & Casswell, 2012; Health Promotion Agency, undated). Several incidents have been reported in the Christchurch media over the past few years involving parties requiring Police intervention due to alcohol-related disruption¹.

A Neighbourhood Policing Team was deployed in the Riccarton West area of Christchurch in January 2012, and soon after, the team visited more than 1,000 households in their area (see **Appendix A** for a map of the area). During discussions residents raised concerns about disorder and antisocial behaviour (often party and alcohol-related) in the community. As a significant proportion of the residents in the Riccarton West area are tertiary students, an idea was formed to create a list where people (particularly students) could register their parties, to try to avoid some of the negative consequences experienced within the community. An initial trial of a paper-based register was implemented in 2013 in the area (covering approximately 25 parties over 12 months), with positive informal feedback. After further discussion with the Accident Compensation Corporation and other agencies, a Working Group was established to further develop this programme.

The overall aims of the programme are to contribute to:

- fewer adverse effects of parties (e.g. noise, nuisance, property damage)
- less need for official intervention (e.g. by the Police, Christchurch City Council Noise Control, Fire Service)
- less alcohol-related harm, including adverse health effects, disorder, road accidents and assaults
- greater public order, neighbourhood tolerance and relationships, and
- greater support for policing, the large resident student body, and wider community.

The objectives of the programme are to:

- develop an online party register, to provide a way for people to register their party
- promote the register (particularly to tertiary students), and encourage party hosts to register

¹ For example:

<http://www.stuff.co.nz/the-press/news/67700533/Party-was-under-control-until-police-arrived-says-organiser>

<http://www.stuff.co.nz/national/crime/10082205/Police-pelted-with-bottles-at-student-parties>

<http://www.stuff.co.nz/the-press/news/68437169/bottles-hurled-at-police-as-parties-shut-down>

<http://www.stuff.co.nz/national/crime/5323509/Four-arrested-at-student-party-in-Christchurch-suburb>

<http://www.stuff.co.nz/national/education/4024237/Student-parties-out-of-control-police>

- provide online access to information about the responsibilities of party hosts, liabilities, and harm minimisation, for those who do and do not wish to register their party
- contact register users to discuss party management and build a relationship, and
- where necessary, visit register users, and follow up any party-related issues.

An online party register (Good One²) was developed, and launched on 17 February 2014, where anyone can register the details of an upcoming party. The register is currently targeted at young Christchurch residents (18-24 years of age), in particular, tertiary students. After registration, it is intended that a Police representative contacts the party host either by telephone or in person. By doing this, the Police develop a relationship with the host and can offer party management advice and become a contact point for further inquiries or assistance. Good One is a Police-led initiative, and is supported by a number of other organisations, including:

- Accident Compensation Corporation
- Health Promotion Agency
- Community and Public Health, Canterbury District Health Board (CDHB)
- Lincoln University, and Lincoln University Students' Association
- University of Canterbury, and University of Canterbury Students' Association, and
- Christchurch Polytechnic Institute of Technology (CPIT).

These organisations and others collaborate with Good One in a variety of different ways. For example, Community and Public Health has taken a role in communications and website administration, as well as contributing to the content of the Good One website by providing information on host responsibility and party-related risk management. Good One also links with the activities of other organisations interested in promoting and protecting the health and wellbeing of young people. These include Red Frogs³ – a support network for young people, whose work includes providing care, food, and water at events, and White Elephant Trust⁴ – a Trust that supports youth development activities in the Greater Christchurch area. In addition, some liquor outlets in Christchurch (including selected Super Liquor and Bottle-O stores) have been responsive to taking on promotion of the Good One party register. This has included displaying posters, providing flyers, and using Good One floor mats in store.

Party-related disturbances are not unique to Christchurch, and in similar efforts to decrease negative party-associated outcomes, there are other New Zealand-based and international examples of party registers, including the:

- New Zealand Party Register⁵ – an online register for Hawke's Bay and Rotorua
- Party Signup⁶ – an online register for Tauranga, administered by Tauranga Moana Safe City

² <http://goodone.org.nz/>

³ <http://nz.redfrogs.com/about>

⁴ <http://www.we.org.nz/>

⁵ <http://www.partyregister.co.nz/>

- paper-based registers administered by the Palmerston North⁷ and Whanganui Police
- Party Safe Program⁸, in states of Australia (e.g. Western Australia, Queensland, Victoria and Tasmania), managed by the Police, and
- Party Registration Program⁹ at the University of Colorado Boulder.

The current evaluation

This evaluation of the first phase of the Good One Party register provides the Working Group with evidence to inform its future planning and implementation of the register. It is expected that the evaluation will be used to:

- assist future planning
- assemble “lessons learnt” to guide ongoing implementation
- provide evidence for future funding
- help the Police roll out Good One nationally (potentially in November 2015), and
- develop Good One as a model with other target populations (e.g. construction workers).

⁶ <https://www.partysignup.co.nz/>

⁷ <http://www.police.govt.nz/news/release/planning-party-register-it-police>

⁸ For example: http://www.police.vic.gov.au/content.asp?Document_ID=9566

⁹ <http://ocss.colorado.edu/content/party-registration-program-0>

Methods

Evaluation objectives

The main objectives of this evaluation were to:

1. assess the uptake and use of the register
2. investigate the experiences and views of register users, and
3. explore the experiences and views of stakeholders.

It is not possible to directly investigate the impact of the register on party outcomes or public service use (e.g. noise complaints, or issuing of Alcohol Infringement Notices) for several reasons, including that there may have been other factors which influenced these outcomes during the same time period, the non-specific nature of the outcome measures available, and the lack of a suitable comparison group. See **Appendix B** for further detail.

Data collection

The evaluation consisted of three main data collection components:

Uptake and use of the register

To assess the uptake and use of the register, monthly registration data were requested from the administrators of the Good One website and Good One Facebook page. Good One website statistics were obtained using Google Analytics, and definitions of the website metrics were sourced from Google Analytics¹⁰ and the Web Analytics Association (2007).

Experiences and views of register users

To investigate the experiences and views of register users, individuals who had registered a party on the Good One party register between 1 January and 30 June 2015 (n=149) were invited to complete an online survey. The contact details of individuals are collected on registration for the purposes of contacting them in relation to their party. Register users were contacted by email, and provided with some brief information about the purpose of the evaluation, the reason why they had been invited to participate, and what participation would involve. The email included a web link to an online survey, administered using SurveyMonkey®. The survey contained the following questions (see **Appendix C** for a copy of the register user questionnaire):

1. How did you find out about Good One?
2. How many times have you (or your household) registered a party using Good One?
3. Why did you decide to use the register?
4. Who was the party you last registered for?
5. Did a Police officer contact you before your party?

¹⁰ <http://www.google.co.nz/analytics/>

6. Were the party tips/advice from the Good One website helpful?
7. Were the party tips/advice from the Police officer helpful?
8. Which were the most helpful tips/advice?
9. Did Police officers attend your party because of any problems?
10. Tell us about any good things (benefits) you experienced when using Good One.
11. Tell us about any problems you had when using Good One.
12. Would you consider using Good One again?
13. Have you recommended Good One to other party hosts?
14. Would you recommend Good One to other party hosts in the future?
15. What age group are you in?
16. Do you have any other comments about Good One?

Experiences and views of stakeholders

To explore the experiences and views of stakeholders, an online survey was conducted with stakeholders, who represented a range of organisations involved in the development, implementation, promotion and support of Good One (n=29), to ensure breadth of experiences and views. Stakeholders were contacted by email, and provided with some brief information about the purpose of the evaluation, the reasons why they had been invited to participate, and what participation would involve. The email included a web link to an online survey, administered using SurveyMonkey®. The survey included the following open-ended questions (see **Appendix C** for a copy of the stakeholder questionnaire):

1. How did you (and/or your organisation) become involved with Good One?
2. What is your (and/or your organisation's) role with Good One?
3. What do you think are some of the benefits, or positive outcomes, of Good One?
4. What do you think are some of the challenges associated with Good One?
5. How do you think the awareness, and use, of Good One could be increased?
6. What other groups/agencies do you think would be beneficial to have involved with Good One?
7. Do you have any further comments about Good One?

Data analysis

Quantitative data analysis from website statistics and certain online survey questions were undertaken using Microsoft Excel (2013) or IBM® SPSS® Statistics for Windows (version 22.0, released 2013. IBM Corp. Armonk, NY, USA). Data are summarised in figures (where appropriate), with accompanying text. Free text comment sections from the online surveys were analysed using an inductive thematic analysis to identify common themes and categories (Braun & Clarke, 2006).

In the surveys, some respondents did not answer all questions, therefore the number of respondents/responses (n) is displayed in all graphs and/or text. All percentages were calculated as a percentage of those who responded to the question (i.e. excluding missing responses). Where respondents could provide multiple responses to a question, the number of responses can exceed the total number of respondents.

The number of parties registered to occur between 17 February 2014 and 30 June 2015 in each suburb were plotted on a map to visualise the geographical distribution of register use. An address validation geocoding programme (eSAM Wrapper, Community & Public Health, CDHB) was used to establish the Census Area Unit of each party location using the street addresses provided on registration. These data were then imported into an online Geographic Information System (Map Machine, Community & Public Health, CDHB, 2015) to produce maps. The Census Area Unit of six party addresses could not be determined.

Ethical considerations

This evaluation was reviewed against the current Health and Disability Ethics Committee flow-chart (Health and Disability Ethics Committees, undated) and does not require review by an ethics committee because it does not involve:

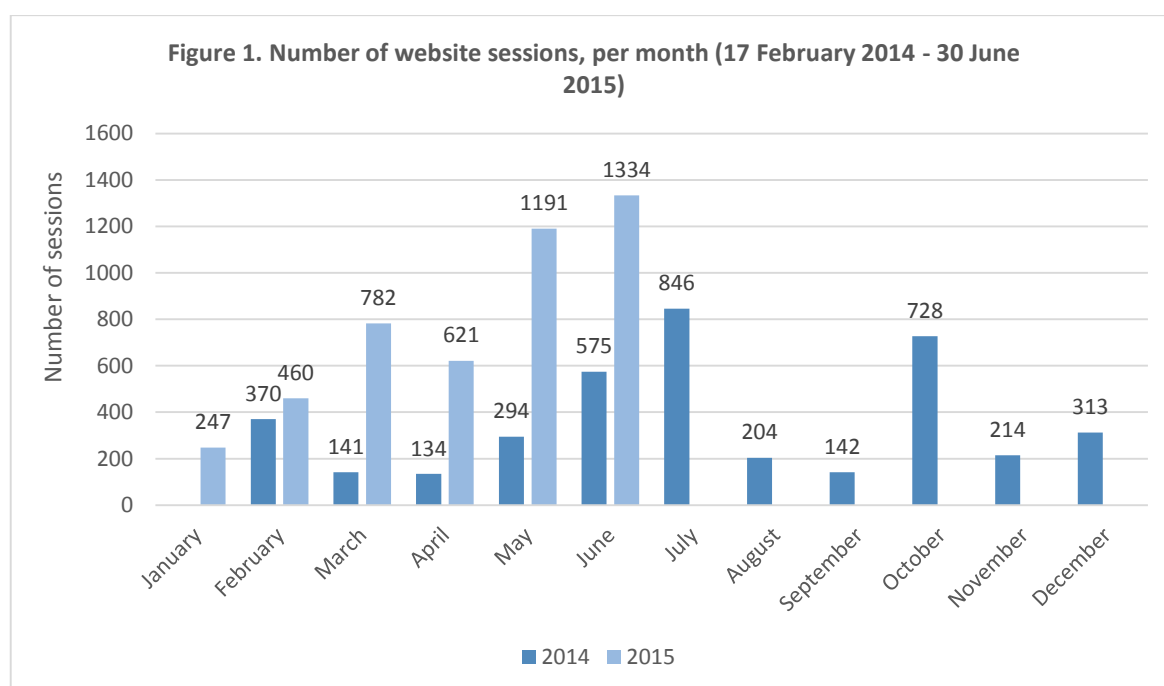
- human participants recruited in their capacity as:
 - consumers of health or disability support services, or
 - relatives or caregivers of such consumers, or
 - volunteers in clinical trials; or
- human tissue; or
- health information.

Participants were given the opportunity to ask questions regarding the survey, and/or withdraw from the evaluation process at any time. No identifying information was collected during the survey, and data could not be linked to specific respondents. Surveys were as brief as possible, and only information directly relevant to this evaluation was collected, to ensure the burden on participants was minimal.

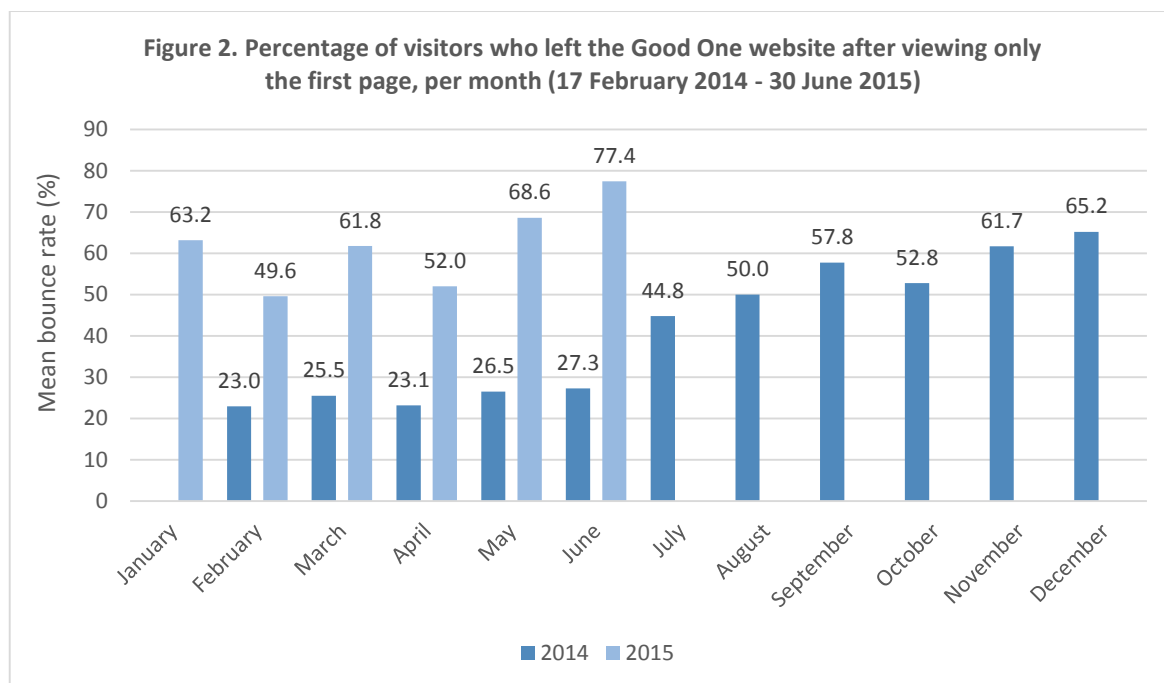
Findings

Good One website

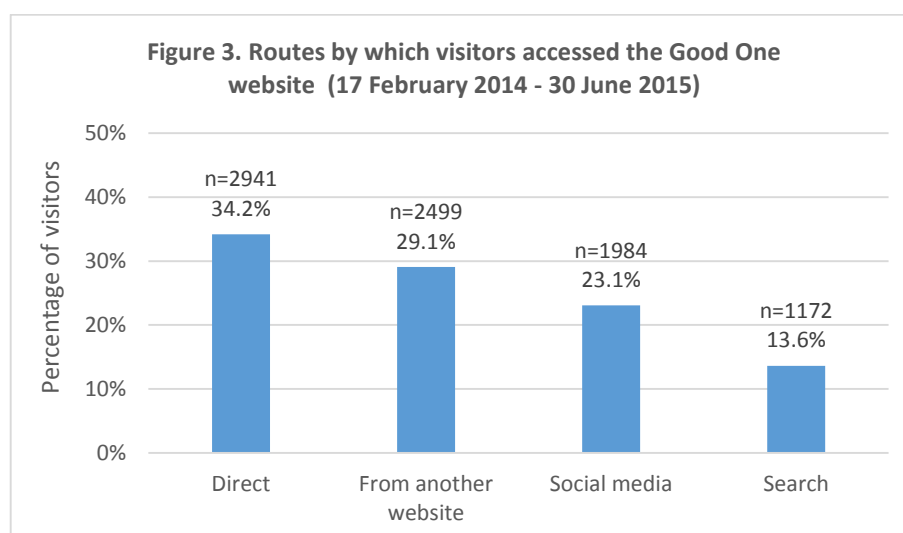
Between 17 February 2014 (the date that the Good One website went live) and 30 June 2015, a total of 8,596 visits (“sessions”) by an individual consisting of one or more page views were recorded on the Good One website. The average number of sessions per month was 506, however, the number of sessions appears highly variable between months (**Figure 1**). Where data are available for the same full months in both 2014 and 2015 (i.e. March, April, May, June), the number of sessions tended to be higher in 2015 than in 2014. Sessions were initiated by 7,729 returning and new users (on average, 467 per month), and it is estimated that 90 percent of these sessions were first-time visits.



The median number of Good One website pages viewed per month over this time period (including repeated views of a single page) was 1,101 (range = 354 – 1,912). On average, individuals viewed two pages of the Good One website per session (including repeated views of a single page), and spent just over a minute (69 seconds) on the website. On average, 55 percent of visitors to the Good One website left after viewing the first page rather than continuing on to view other pages within the website (referred to as the “bounce rate”). The bounce rate appears to have increased over time (**Figure 2**).



More than one third of (new and returning) visitors to the Good One website accessed there directly via goodone.org.nz, and a further 29 percent were referred from links on other websites (e.g. 459 from stuff.co.nz, 174 from ucsa.org.nz, and 69 from police.govt.nz) (**Figure 3**). Almost one quarter of visitors entered the website via social media, predominantly Facebook (n=1,973), and 14 percent used a search engine to get to the Good One website.

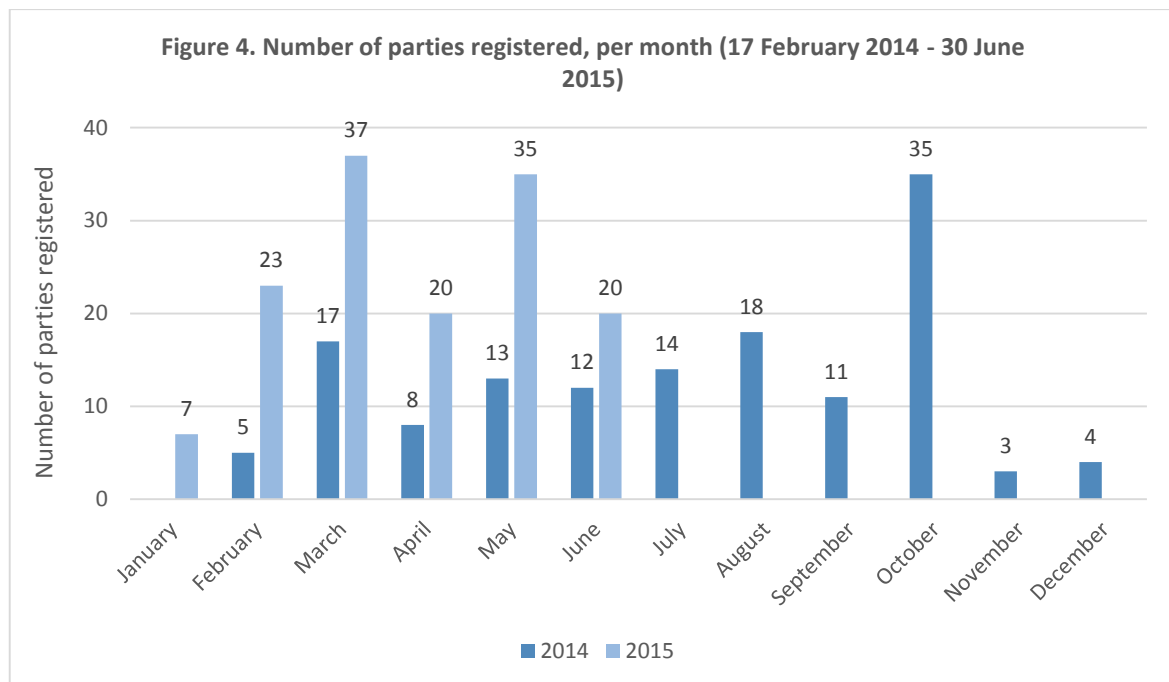


Good One party register

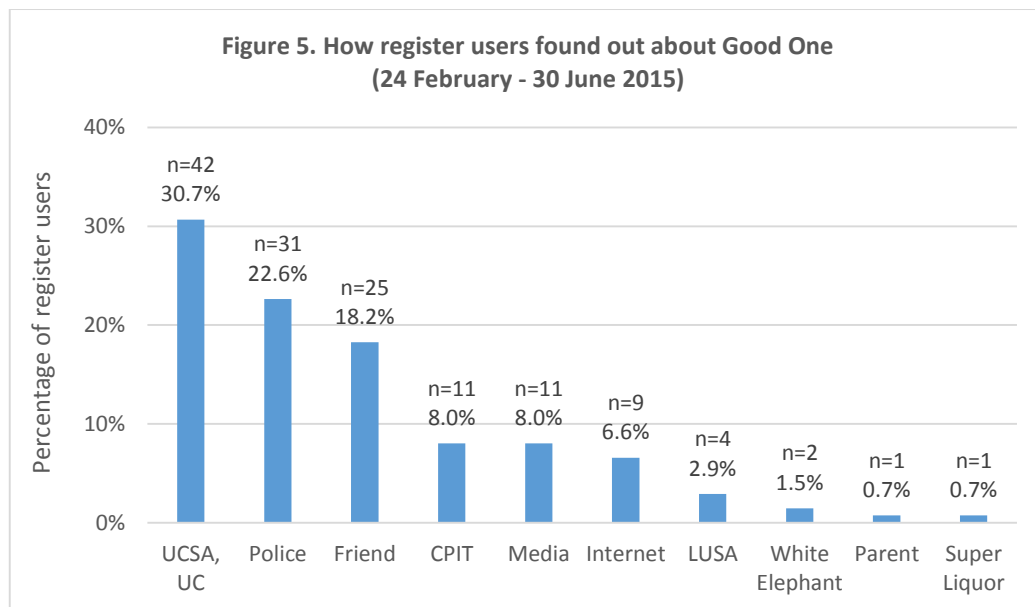
Register usage

In total, 282 parties were registered on the Good One register to occur between 17 February 2014 and 30 June 2015. A further eight parties were registered prior to 30 June 2015 to occur on or after 1 July 2015, and these registrations have not been included in the following sections. The mean number of parties registered was 17 per month, however, the number of parties registered tended

to be quite variable by month (**Figure 4**). Where data is available for the same full months in both 2014 and 2015 (i.e. March, April, May, June), the number of parties registered each month appears higher in 2015 than in 2014.



From 24 February 2015, the ability for register users to provide additional information was added to the Good One website – how they found out about Good One, the type of occasion they were registering, and whether they were affiliated with a tertiary institution, school, club or group. Of the 125 register users who provided information on how they came to find out about Good One, 31 percent stated that this information came from the University of Canterbury - either the University of Canterbury Students' Association (n=39) or the University of Canterbury in general (n=3) (**Figure 5**). Many register users had heard about Good One directly from the Police or a friend, and a smaller number of register users had heard about it through CPIT, media outlets (e.g. newspaper, television or radio), the internet (four via Facebook, and five via an internet search or website), and Lincoln University Students' Association. A few had heard about the register via White Elephant Trust, a parent, or at a Super Liquor store. Eleven register users mentioned more than one source of information about Good One.



Characteristics of registered parties

The potential number of party attendees estimated by 266 register users prior to the event (excluding large-scale events held by specific organisations, for example, White Elephant Trust, or as part of University of Canterbury Orientation Week) ranged from eight to 250 (mean = 77 attendees). The locations of registered parties were distributed across the greater Christchurch region (i.e. Christchurch City, Selwyn District and Waimakariri District, **Figure 6**), however the greatest number of parties were located in Riccarton West (n=48), Upper Riccarton (n=38), Ilam (n=29), and the adjacent areas of Christchurch City (**Figure 7**). Parties were held in a range of venues such as private dwellings, tertiary institution residences, community venues, and events centres.

Figure 6. Location and number of parties registered on Good One in the Greater Christchurch area (17 February 2014 – 30 June 2015), by Census Area Unit

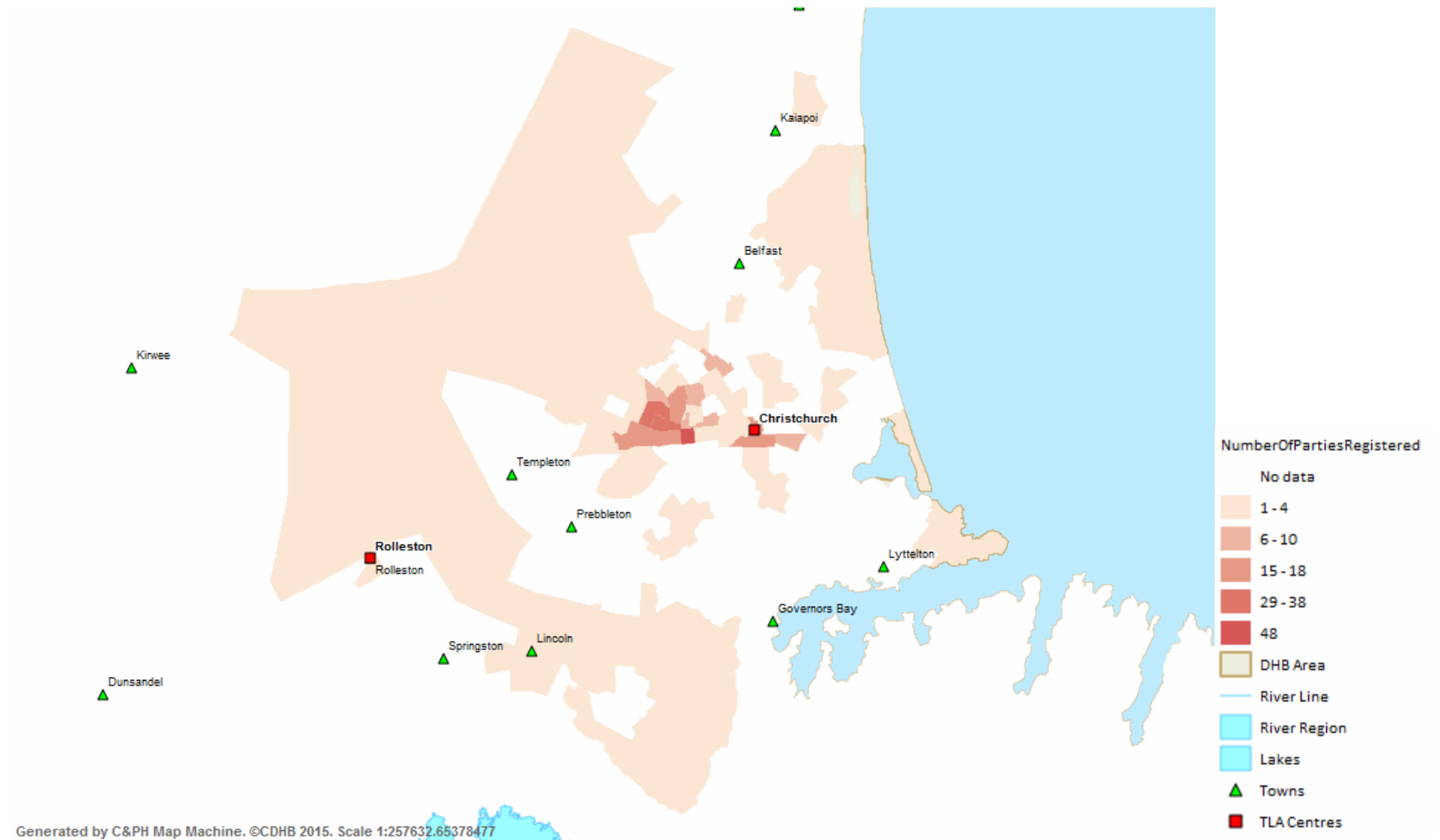
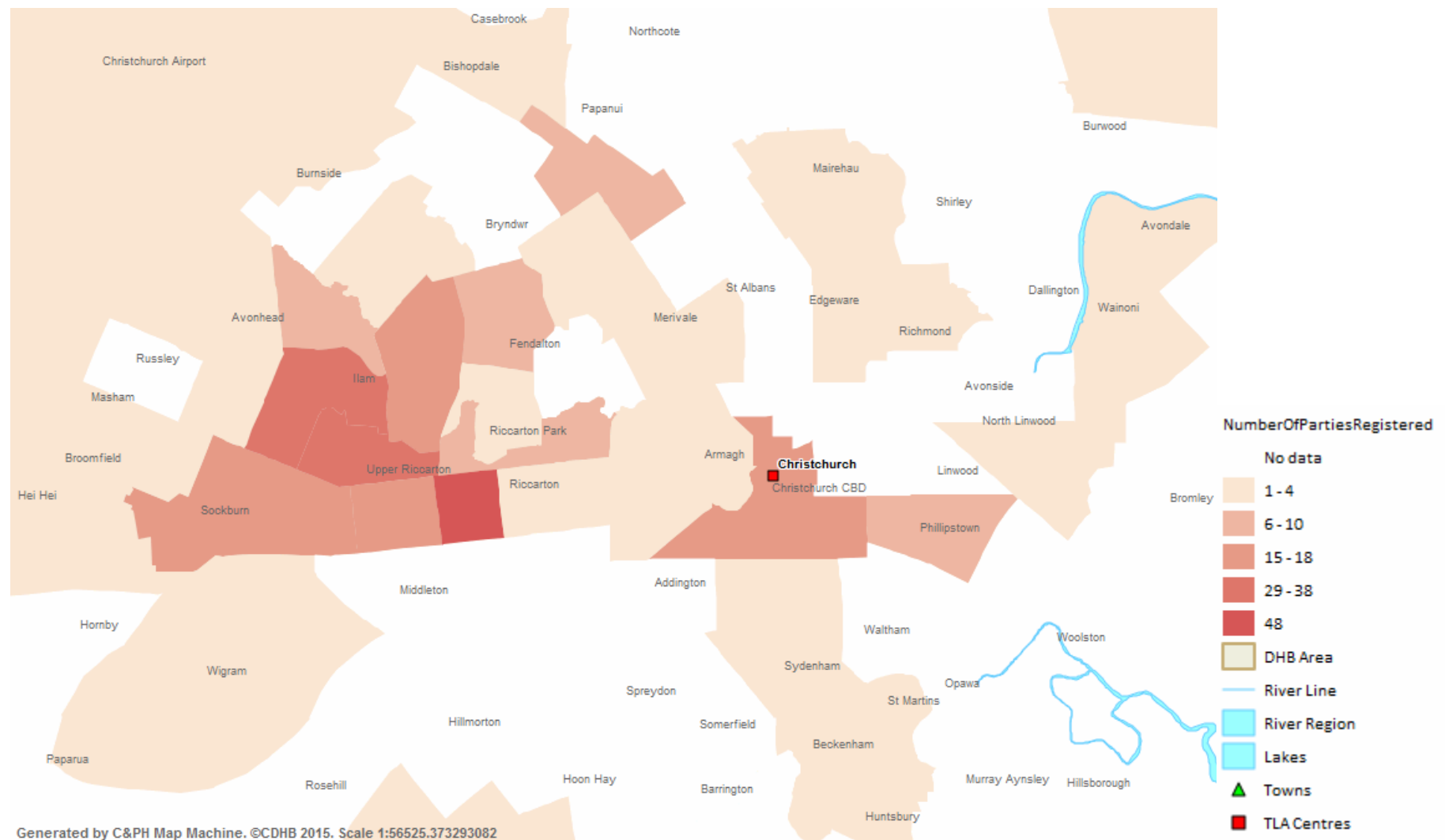
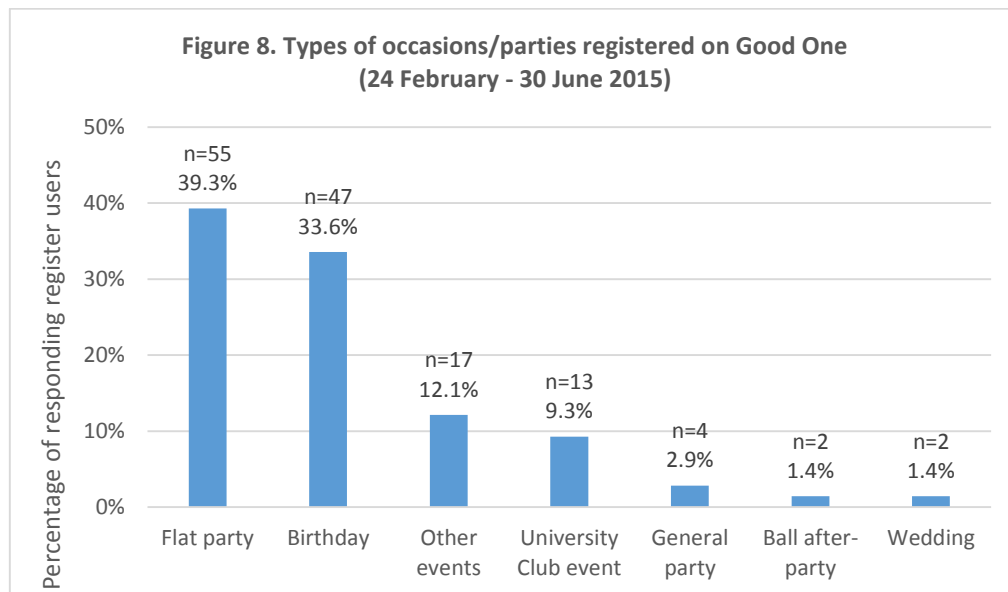


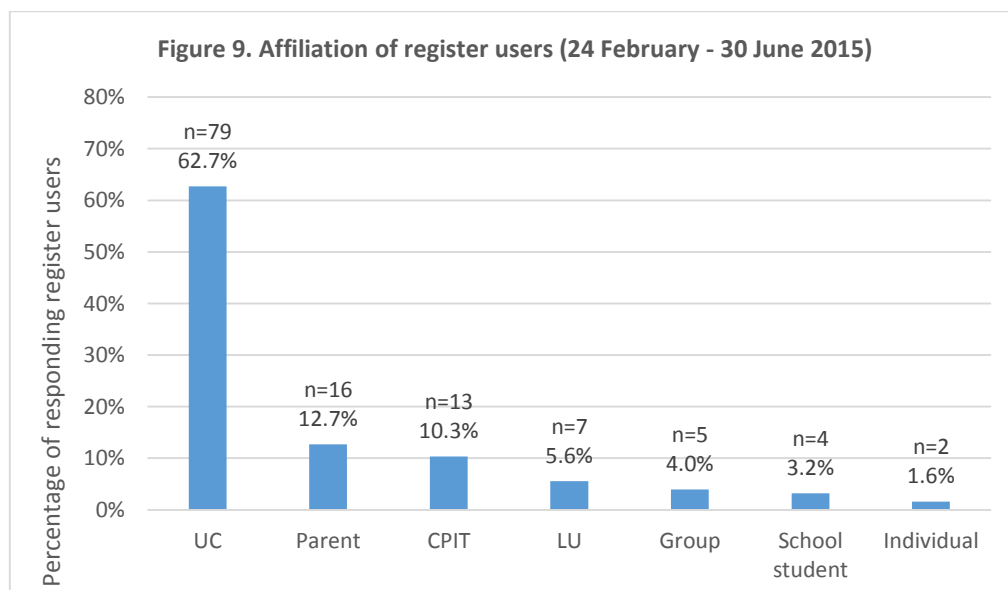
Figure 7. Location and number of parties registered on Good One in the Christchurch City area (17 February 2014 – 30 June 2015), by Census Area Unit



A total of 140 register users provided information on the type of occasion that they were registering, and of those the majority were holding a flat party or a birthday party (**Figure 8**). Approximately 10 percent of occasions were University Club events or other event-related gatherings (e.g. youth group, music gig, Orientation, Red Frogs’ “Random Acts of Pancakes”¹¹). A small number of general parties or gatherings, school ball after-parties, and weddings were also registered.



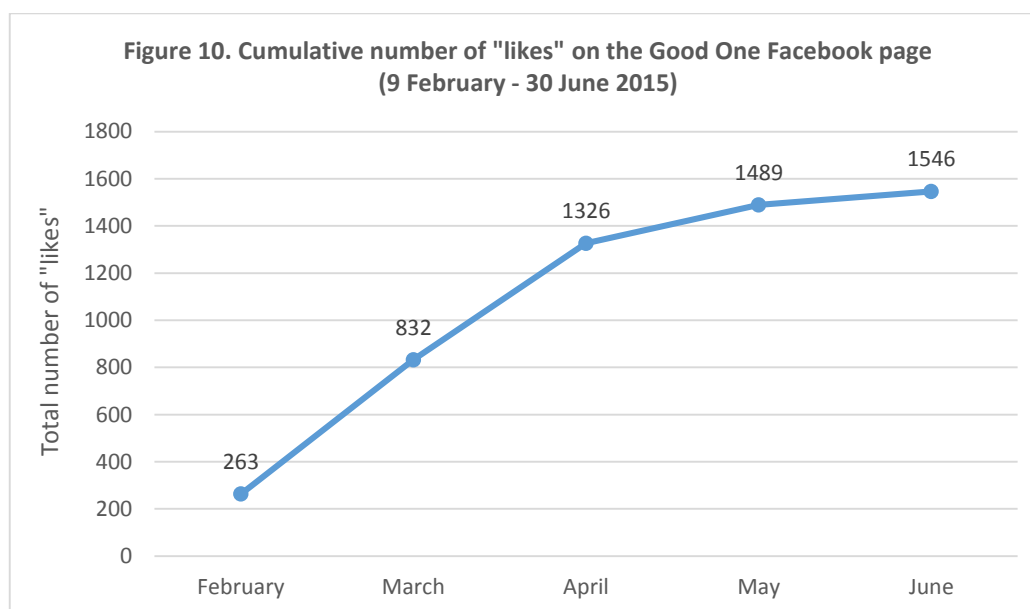
Of the 126 register users who provided information on themselves, 63 percent were affiliated with the University of Canterbury (**Figure 9**). Most other register users were parents, or associated with CPIT or Lincoln University. A smaller number were representing a club, group or organisation, a school student, or were an individual not associated with any of the listed groups.



¹¹ <https://www.tvnz.co.nz/one-news/new-zealand/-police-armed-with-pancakes-target-christchurch-partygoers-6109593.html>

Good One Facebook page

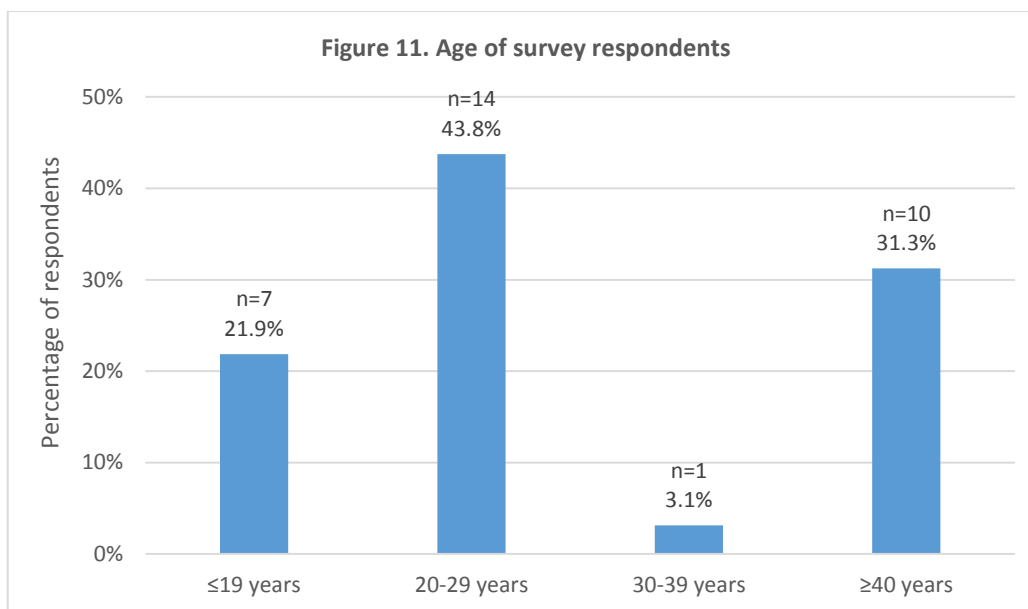
Between the creation of the Good One Facebook page¹² on 9 February 2015, and 30 June 2015, two to six posts were made per month by the Good One Facebook page administrator. As of 30 June 2015, the Good One Facebook page had a total of 1,546 “likes”, having obtained 263 in February, 569 in March, 494 in April, 163 in May and 57 in June (**Figure 10**). Over the last two months the number of “likes” obtained per month has tended to wane. It is estimated that the total reach per month (i.e. the number of people who were served any activity from the Good One Facebook page including posts, posts to the page by other people, mentions, etc) was 60,000 people in April, 54,000 people in May and 57,000 people in June. In June, there were 571 clicks through to the Good One website from the link on the Facebook page.



Experiences and views of Good One party register users

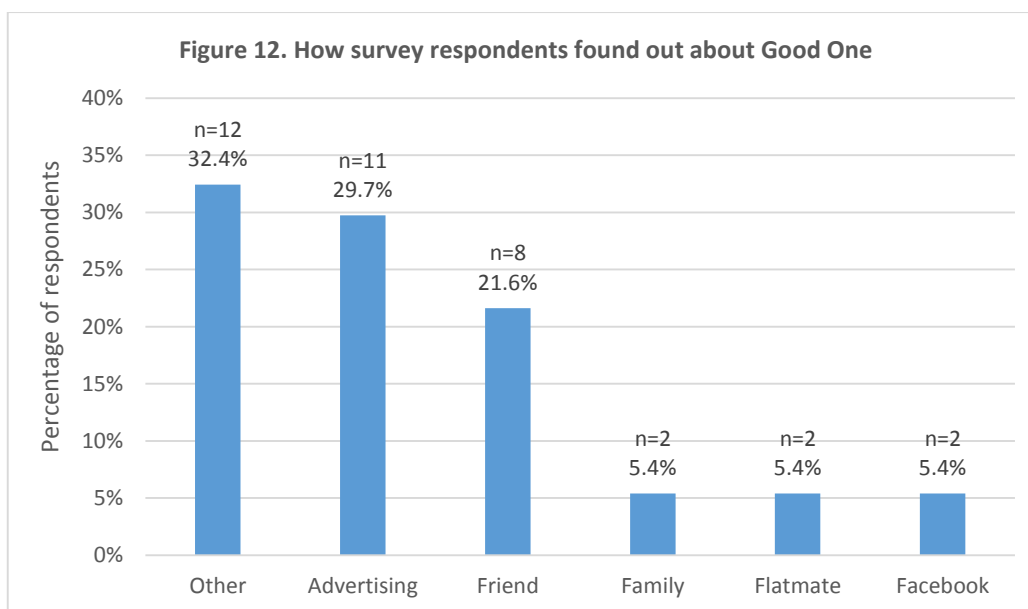
In total, invitations for the evaluation survey were emailed to 149 individual register users (i.e. individuals who had registered a party, and held that party, between 1 January 2015 and 30 July 2015), and three emails could not be delivered. Thirty four register users completed the survey, giving an overall response rate of 23 percent (The American Association for Public Opinion Research, 2015). Two thirds of survey respondents were less than 30 years of age (**Figure 11**).

¹² <https://www.facebook.com/goodonepartyregister>



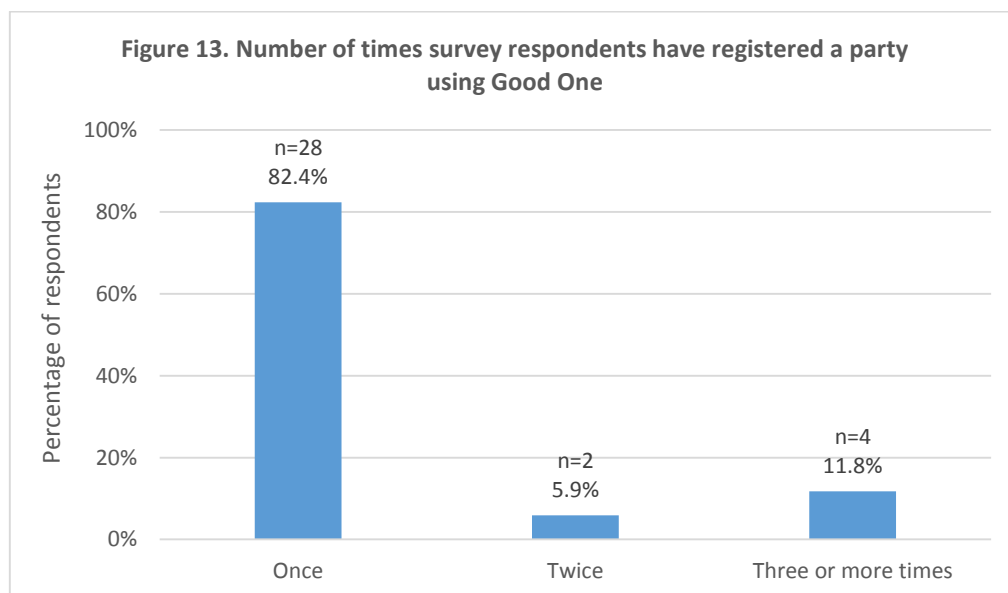
Using Good One

Many respondents found out about Good One via advertising material (e.g. pamphlets), or from a friend (**Figure 12**). Two respondents each found out through family, flatmates or Facebook. Of the third of respondents who mentioned another route, six found out about Good One via the Police (e.g. through talks given at the University of Canterbury, and direct contact), another six through the University of Canterbury (e.g. the Students' Association, Orientation Week, talks), and one by using an internet search.

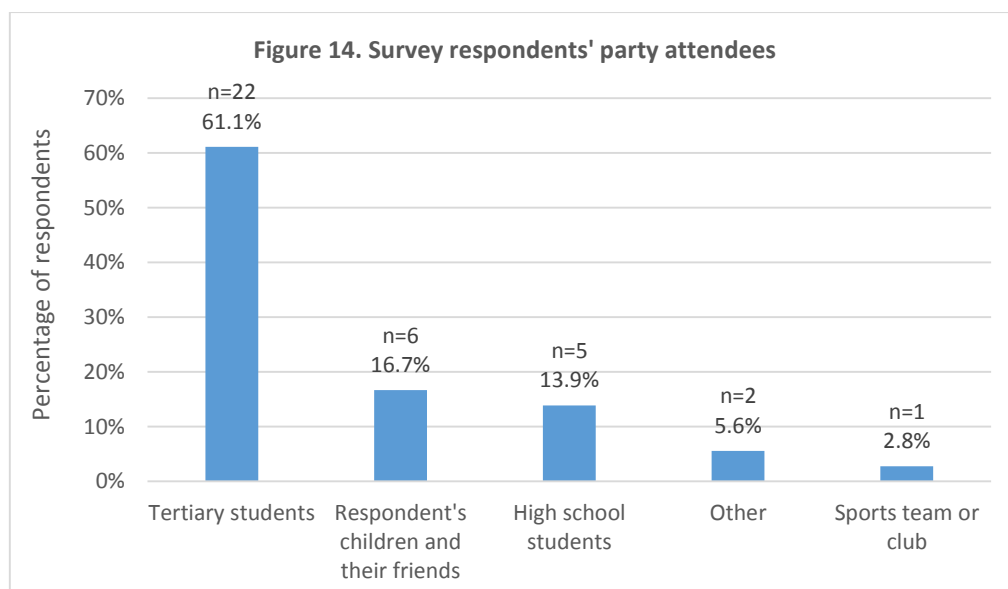


The majority of respondents had used Good One to register a party once, with a small number using the register twice or more (**Figure 13**). Of the 30 respondents who explained why they registered a party using Good One, many stated it was because it “sounded like a good idea” and they wanted to avoid any problems and ensure that everyone had a fun and safe experience. Potential problems to avoid identified by respondents included upset neighbours, noise complaints, and “gatecrashers”. By

registering their party, respondents felt reassured that if there were any issues they would be able to get assistance quickly as they were “on the radar” already. Good One was viewed as an “easy way” to notify the Police and other agencies and source additional information. It was seen that using Good One was the “responsible thing to do”, and facilitated a good relationship and enhanced communication with the Police. Some mentioned that due to the nature of the particular party they were organising (e.g. a large number of guests, or being in a neighbourhood where “out of control” parties often occur), they felt that they needed additional advice and support. Further, two respondents stated that they had been advised by the Police to use Good One, and one respondent had encountered problems at a previous party and wanted to avoid this happening again in the future.

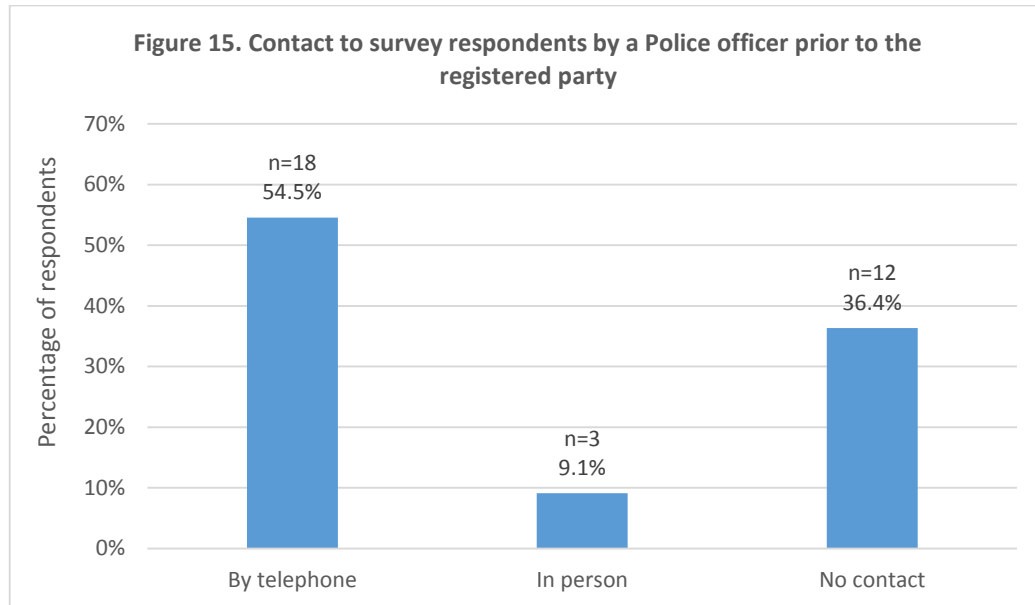


Just over 60 percent of respondents had registered their last party for tertiary (e.g. university or polytechnic) students (**Figure 14**). Several respondents had registered a party for their child(ren) and their child(ren)’s friends, or high school students. Only one party registration was for a sports team or club. Other party attendees included young adults working and/or studying, and wedding guests.

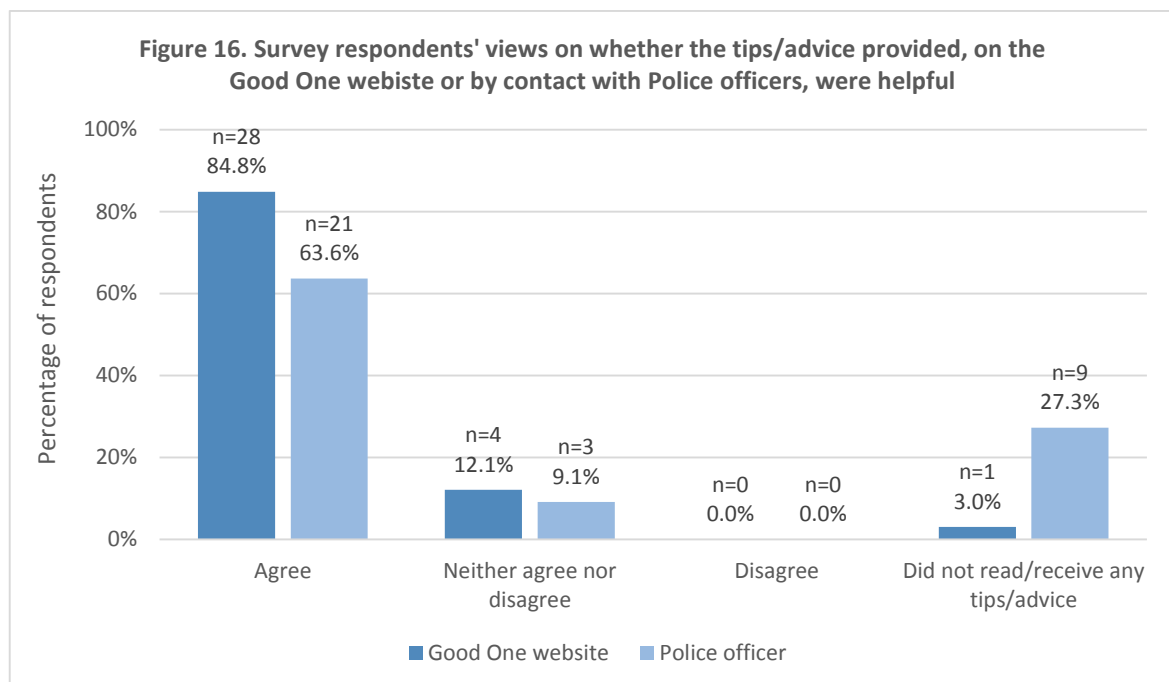


Support provided by Good One

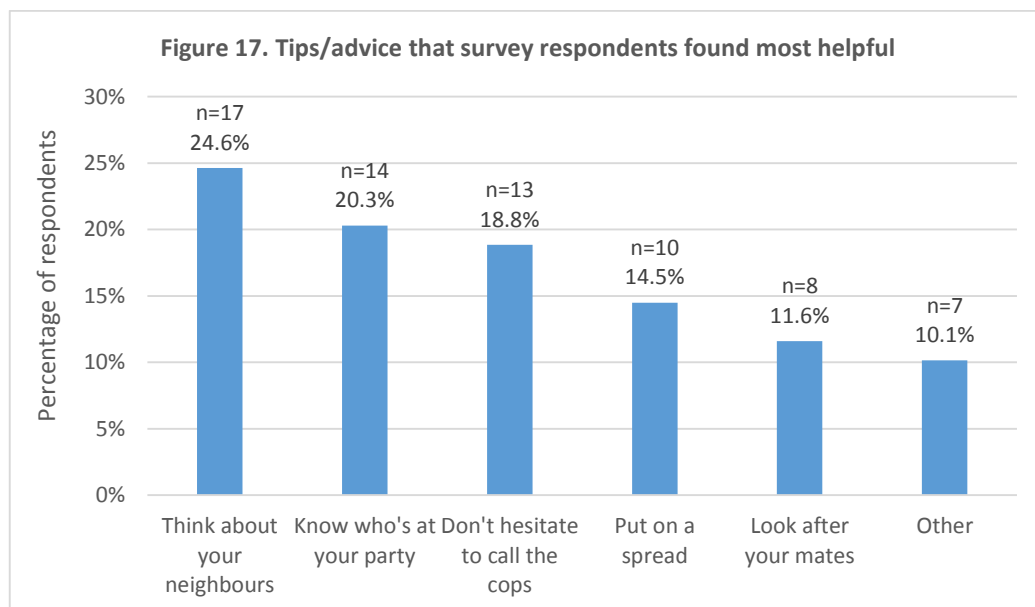
Almost two thirds of respondents were contacted by a Police officer prior to their party – 55 percent by telephone, and 9 percent in person (**Figure 15**). However, more than one third of respondents reported that they were not contacted prior to their party.



The majority of respondents agreed (or strongly agreed) that the tips and advice provided on the Good One website and/or by Police officers were helpful, and no respondents disagreed (or strongly disagreed) (**Figure 16**). More than one quarter of respondents stated that they did not receive any tips or advice from a Police officer.



The Good One website promotes six key “Good Party Tips”¹³. The first tip is to register the party using Good One, and the other five tips relate to party management. One quarter of respondents found that the “Think about your neighbours” tip was the most helpful, while approximately one in five respondents thought that the most helpful were “Know who’s at your party” and “Don’t hesitate to call the cops if things are getting hairy” (**Figure 17**). Fewer respondents thought that the tips to “Put on a spread” and “Look after your mates” were the most helpful. Many respondents selected more than one tip. Seven respondents provided other comments, including that they thought all of the tips were important (n=3), the tips were things that they had already considered (n=2), and two respondents mentioned other tips provided that they found helpful (i.e. providing bottled water to guests, and sending guests off in small groups to prevent people accumulating on the street).



Four respondents reported that a Police officer attended their party because of problems. The issues included disorder and fighting among partygoers, noise complaints, and people gathering on the street. Of these, two respondents specifically mentioned that they personally contacted the Police for assistance with the problems.

Benefits and problems associated with using Good One

Nineteen respondents provided details about some of the benefits they experienced when using Good One. Registering their party using Good One gave respondents “peace of mind”, and a feeling of reassurance that there was a “safety net” if they needed support from the Police. Registration was described as a simple process by which to make the Police aware of parties. Respondents were pleased that they were contacted, and in some instances visited, by a Police officer, showing follow-through with what was stated on the Good One website. The tips and advice provided were found to be helpful, and the advice aligned with what respondents already thought they should be doing. Using Good One encouraged discussion with neighbours, making them “feel more at ease”.

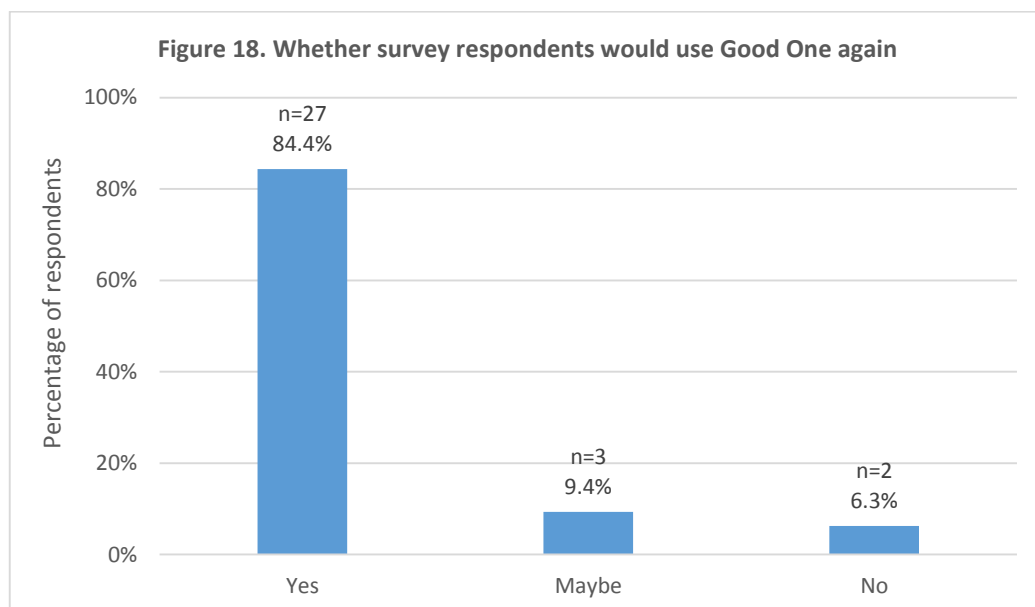
¹³ <http://www.goodone.org.nz/tips-for-a-good-one/>

Respondents mentioned that the personal connection with the visiting Police officer was beneficial. Having a Police officer visit the party early in the night to introduce themselves and “check everything was all good” meant that if they visited later in the evening, they were received positively and showed partygoers that they were on “good terms”. Police officers were described as friendly, helpful, and understanding that the partygoers “only intended to have a good time”. Respondents appreciated the follow-up provided after their party, and receiving positive feedback. Three respondents did not feel there were any benefits from registering their party with Good One.

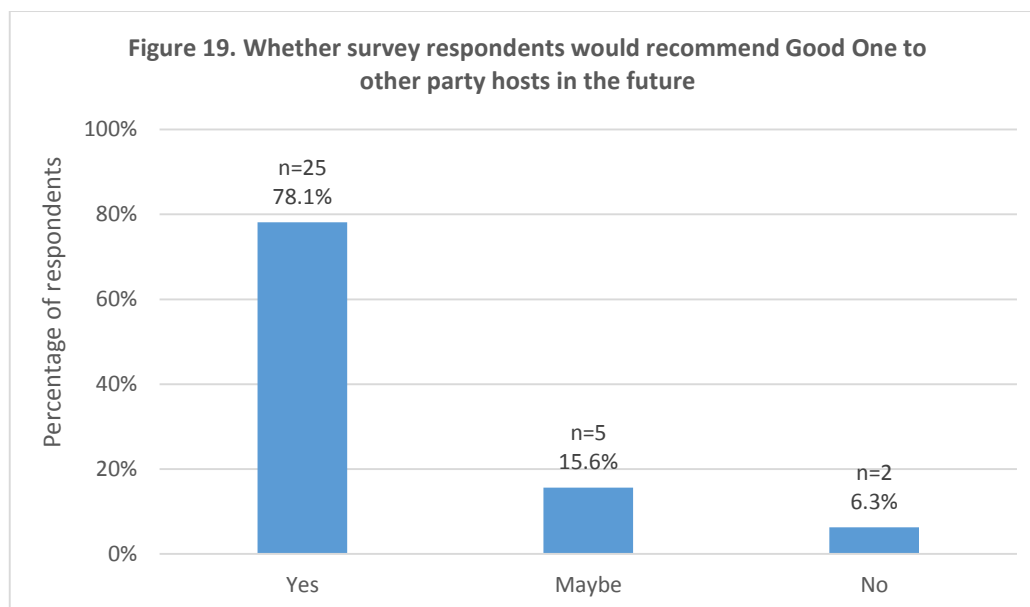
Respondents were also asked whether they had any problems when using Good One. Five respondents mentioned that they were not contacted after registering their party, which they expected would happen. No other problems relating to using Good One were reported.

Future use of Good One and its recommendation to other party hosts

When asked whether they would consider using Good One again, 84 percent of respondents indicated that they would (**Figure 18**). The reasons for using Good One again included that it was a simple and easy way to inform agencies, it was reassuring to know that Police assistance is available if needed, the potentially problematic nature of future parties, and because the Police officers were friendly. Two respondents who were not sure whether they would use Good One again stated that this was because they had not had any party-related problems previously, or would only use Good One if they were having a party with a large number of guests as it is “Not really worth it for smaller ones [parties]”.



Approximately 70 percent of respondents (71.9%, n=23) had recommended Good One to other party hosts, while more than one quarter (28.1%, n=9) had not. More than three quarters of respondents stated that they would recommend Good One to other party hosts in the future (**Figure 19**).



All additional comments provided by nine of the survey respondents were very positive. Respondents felt that Good One was a “great idea” to improve safety, and wanted Good One to “keep up the good work”. Respondents were thankful for the initiative, and hoped that over time more people will become familiar with, and use, Good One with increased publicity.

Experiences and views of Good One project stakeholders

In total, invitations to the evaluation survey were emailed to 29 stakeholders. Fifteen stakeholders completed the survey, and the overall response rate was 52 percent (The American Association for Public Opinion Research, 2015).

Stakeholders’ involvement and roles with Good One

Stakeholder survey respondents became involved with Good One through a variety of routes, and included those who were part of the initial creation of the project. While some respondents were contacted to become involved with Good One via a direct approach from these founding members, others heard about Good One through word-of-mouth and community or work connections. Several respondents became involved during the development phase of Good One, often through their role within organisations collaborating on the project.

Several respondents indicated that they were involved in the promotion of Good One. This included creating/organising promotional materials or content, distribution of materials to target groups such as tertiary students, and informing other organisations about Good One through presentations and wider promotion. Some respondents indicated that they were part of the project Working Group, or that their organisation collaborated with Good One on specific events. Some respondents were actively involved in the day-to-day implementation of the project, while others provided a support function, including sourcing funding or sponsorship. Often respondents had multiple and varied roles with Good One.

Perceived benefits associated with Good One

Respondents described several benefits and positive outcomes that they felt were associated with Good One. Firstly, it was noted that Good One has increased the level of support for tertiary students, and provides a preventive and proactive (rather than reactive) measure to tackle a complex issue. Good One provides a “youth-appropriate mechanism” to register parties and make available information to educate register users on host responsibility and party management. In doing this, young people are provided with some tools to become good party hosts and neighbours, and enables them to manage the risks associated with parties through sensible planning and preparation. Party hosts should also feel able to contact the Police more readily if “things get out of hand”, so difficult situations do not escalate. Respondents felt that party hosts using the advice and tips would contribute to safer parties and fewer “out-of-control” parties. This would in turn bring about a reduction in alcohol-related harm (such as injuries), fewer antisocial problems in the community, and also reduced criminal activity meaning fewer call-outs for emergency and other services.

It was perceived that the enhanced level of connection between tertiary students, their neighbours, and local residents would lead to improved community wellbeing. In addition, using Good One would “break down barriers”, resulting in a more positive perception of the Police by young people. Register users viewing Police in a supportive role will build better relationships between the Police, the tertiary student body and the community. While Good One is currently targeted at tertiary students, it was mentioned that the register and website also meet the needs of groups beyond tertiary students, including parents and other people (particularly young people) organising parties.

Some respondents provided specific examples from their own work of benefits related to Good One that they have noticed. These included reductions in the number of out-of-control parties and call-outs by agencies, increased communication between party hosts and their neighbours before and after parties, and increased collaboration between stakeholder groups. In particular it was noted that during the most recent 2015 tertiary student Orientation Week there were fewer incidents than in previous years both at the organised events and in the areas where many tertiary students reside. This included fewer disorder-related calls to the Police, fewer breaches in the liquor ban area, and less litter (e.g. bottles, cans and broken glass on the streets). These positive changes were attributed to a large effort by many people getting information to students through a variety of means (in particular the University of Canterbury Students’ Association), and enhanced monitoring. Finally, multiple respondents mentioned that Good One provides a unique opportunity to build relationships between the different stakeholder organisations, and a forum to enhance collaboration between those agencies.

Perceived challenges associated with Good One

In addition to the many benefits of Good One described by stakeholders, some challenges were mentioned. Firstly, it was acknowledged that inconsistent or uncertain funding was a challenge to the long-term sustainability of the project, and ongoing support from stakeholders and other agencies was needed. Similarly, having sufficient resources was identified as essential to enabling staff to implement the project to a high standard, and maintain “momentum”.

Another difficulty was “spreading the word” and communicating the message to target groups to use Good One. This related to both ways of informing the public about Good One, and how to convince young people to register their party, given that it may be viewed as “uncool”. Once people are using Good One, maintaining that engagement was mentioned as a crucial aspect to ensure people use the register again in the future.

Ensuring that the expectations of organisers are realistic, and that the Police response to party registrations is consistent with the project’s original protocols (for example, contacting all new register users prior to their event) were also identified as challenges. It may be that there is some inconsistency of implementation between different areas of Christchurch and/or individuals, meaning that the support provided to register users is variable.

Similar challenges were identified relating to the potential expansion of Good One to other regions of New Zealand. These included sourcing and securing funding partners, pressure on the Police to implement Good One within resource constraints, and the process of training others during the early stages of promotion and operation.

Increasing the awareness and use of Good One

It was suggested that continuing with the current strategies promoting Good One, and extending the publicity further (particularly beyond the University of Canterbury campus) would increase the awareness of Good One. Suggestions included using advertising in a wider range of target audience-appropriate media, pamphlet drops in areas with a high proportion of young adult residents, and requesting the Students’ Associations to consider highlighting Good One more visibly on their websites and other communication channels (if not doing so already). Ensuring that Good One is promoted as a “smart choice” not intended to impinge on the fun of partygoers, and highlighting positive stories from those who have used Good One previously, were suggested as ways to encourage the use of the register and “shift it to the new normal”. Encouraging other regions in New Zealand to adopt and promote the programme would also increase awareness and acceptability.

Respondents mentioned several other groups with whom to engage to increase the awareness and use of Good One, including parents of students, high schools, sports clubs, and landlords. The use of incentives to encourage young people to register their parties was suggested as this method may be particularly appealing to the target audience. Ideas for incentives included the provision of party-related items (for example, food and bottled water), prizes and competitions.

It was thought that having a paid co-ordinator or communications staff member dedicated to administering the Good One project could also increase its capacity. It was acknowledged that increased marketing, incentives and project-specific staff all require additional resources, and funding for Good One was limited. “Partnering up” was suggested, for example, with other businesses to sponsor prizes or give-aways, or with organisations who have the capacity or skills for specific tasks, such as communications/marketing.

Groups who could be involved with Good One

When asked what other groups or agencies could be involved with Good One, it was acknowledged that currently most of the key organisations were “around the table”, particularly as the focus is on tertiary students. A range of other groups or agencies who may be beneficial to have involved with

Good One (at present, or in the future when the target audience for Good One is expanded) were suggested, including:

- sports clubs
- parents, and parent groups
- landlords, property managers and leasing agents, who may want to insist that their tenants use Good One when having parties
- secondary schools, via Principals, teachers and the PTA, however it was raised that promoting Good One in schools will need to address issues around the consumption of alcohol by minors
- youth workers, and those organisations working with young people (e.g. Red Frogs and White Elephant Trust), including at-risk youth
- youth groups
- local community groups
- party hire businesses
- businesses manufacturing and selling alcohol - alcohol companies, liquor stores and licensed premises, and
- as mentioned in the section above, collaborating with businesses, brands, retailers or suppliers that have “leverage” with the target groups who could promote Good One or supply/sponsor incentives for register users such as food and/or non-alcoholic beverages.

Additional comments about Good One

Many respondents expressed positive and encouraging views of Good One, including that it was a “great initiative”, and “exciting” and “enjoyable” to be involved with. Additional comments tended to echo those mentioned in previous questions, including the necessity of extending the current promotion of Good One to other “avenues”. It was mentioned again that the future sustainability and continuation of the project, including the roll-out into other areas of New Zealand, could benefit from additional and more certain resources, and clearer strategic direction and goals.

Good One was described as “a very good example of what can be achieved when implementing community based solutions with collaboration between agencies and stakeholders”, and many of the perceived positive outcomes of the project were reiterated. These included, reductions in alcohol-related harm and problems in the community, enhanced safety, community-building, potential reductions in crime, a change in attitude and approach by parents, and fewer problems on the small number of occasions when registered parties were attended by Police for reported issues.

Discussion

This evaluation has assessed the uptake and use of the Good One party register using readily available data, and investigated the experiences and views of recent register users and stakeholders using online surveys. The number of people viewing the Good One website, and registering their parties, has increased since the website's launch in February 2014, indicating increasing awareness and acceptability of the project. Promotional materials, the University of Canterbury (in particular the Students' Association), the Police, and social networks are providing the majority of information about Good One. Links provided on other websites, such as the Canterbury University Students' Association, and Facebook provide an opportunistic and convenient way for people to access Good One.

The finding that the majority of registered parties are occurring in the Riccarton and Ilam areas confirms the specific focus of the Good One team working in these areas. The current targeting of the Good One message appears to be reaching the intended audience, as the majority of register users are planning parties for tertiary students and/or are affiliated with the University of Canterbury. Greater promotion and collaboration with Lincoln University, CPIT and other tertiary institutions may be needed to increase awareness and registrations from other tertiary students. Interestingly, parents are also using Good One for additional advice and support around planning parties for their children, highlighting another potential group to target with information about Good One.

Increasing the reach of the programme both within the tertiary student population and among other groups may need to employ some more diverse promotional methods. As suggested by stakeholders, utilising the skills of collaborating organisations, or enlisting the support of the business community or a paid staff member may be necessary as the project grows in size and scope. Potential conflicts of interest between any businesses and Good One (for example, within the alcohol industry) would need to be carefully managed. As uncertainties in funding were raised as a challenge, this issue will need serious consideration if Good One is expected to be sustainable and provide quality support to a greater number of register users in the long term.

On the Good One website it states "Your local police will get in touch with you, usually by phone, to have a quick chat about your party and what you have planned."¹⁴ While many survey respondents did receive this contact prior to their party, approximately one third did not, and several respondents mentioned that they assumed they would be contacted. Good One is unique in that it provides personal contact with party hosts prior to their event. Ensuring that first-time register users are contacted provides a good opportunity to make a personal connection and proactively identify potential issues and offer personalised advice in addition to that which can be obtained online. As the number of registrations is increasing, it may be timely to consider how the implementation of Good One can remain consistent between different individuals and teams working on the project, and in line with the original stated objectives.

¹⁴ <http://www.goodone.org.nz/how-does-it-work/>

It is encouraging to note that the majority of register users responding to the survey would use Good One again in the future, and would also recommend others do so. This is likely a reflection of their positive experience using Good One, the ease of its use, and the advice and reassurance it provided. As well as positive comments from survey respondents and stakeholders, Good One has also received positive media attention since its inception, including several radio and television interviews, and newspaper and stakeholder newsletter articles¹⁵. On multiple occasions, unprompted appreciative feedback (verbal and in writing) has been received by the Police from register users and parents on their experience with Good One.

It is important to note that the surveys used in this evaluation have some limitations. The response rate was low for the survey of registers users (23%) and moderate for stakeholders (52%), despite the surveys being open for 24 days, and register users and stakeholders receiving three reminders. This low response may have resulted in non-response bias, where those who completed the questionnaire (respondents) may have different characteristics or views from those who did not complete the questionnaire (non-respondents). These factors may limit the generalisability of the survey findings (Barribal & White, 1999; Blair & Zinkhorn, 2006) to the whole population of register users and stakeholders, and therefore, the survey findings should be interpreted with this in mind.

Overall, it appears that Good One is meeting its main objectives, by:

- developing and maintaining a youth-appropriate online party register to provide a way for people to register their party easily
- promoting the register (particularly to tertiary students), and encouraging party hosts to register, with the significant help of stakeholder organisations
- providing online access to clear and appropriate information about the responsibilities of party hosts, liabilities, and harm minimisation, for those who do and do not register their party
- contacting most register users to discuss party management and build a relationship, and
- on some occasions, visiting register users, and following up any party-related issues.

By ensuring consistent implementation and employing plans for a sustainable future, it is hoped that Good One can continue to support greater numbers of young people in Christchurch and further afield by providing information and guidance on party management and help them have a “Good One”.

¹⁵ For example:

<http://tvnz.co.nz/seven-sharp/help-police-your-party-video-6284152>
<http://www.stuff.co.nz/the-press/news/9736612/Students-urged-to-register-parties>
http://resources.ccc.govt.nz/files/Business/licencesconsents/alcohollicensing/Tri-AgencyNewsletter_March2015.pdf

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Appendices

Appendix A: Map of the Riccarton West Neighbourhood Policing Team area

Figure 20. Riccarton West Neighbourhood Policing Team area. This area was initially bordered by Wharenui Road, Blenheim Road, Riccarton Road, and Matipo Street. As of July 2014, the eastern (Matipo Street) border was extended to Deans Avenue.



Appendix B: Public service use

It is not possible to directly investigate the impact of the Good One party register on party outcomes or public service use. There are a variety of reasons for this, including that there may have been other (confounding) factors which influenced these outcomes during the same time period, the non-specific nature of readily-available outcome measures, and the lack of a suitable comparison group.

For descriptive purposes, some potential public service use measures that may be of interest to those working to reduce party- and alcohol-related harm among young people and their communities are discussed below. These measures include noise complaints, party-related fire service incidents, alcohol-related Emergency Department attendances, and Alcohol Infringement Notices. Each potential measure has limitations and some are either not able to be presented due to data unavailability or are unsuitable for inclusion. This selection process is discussed in the accompanying sections.

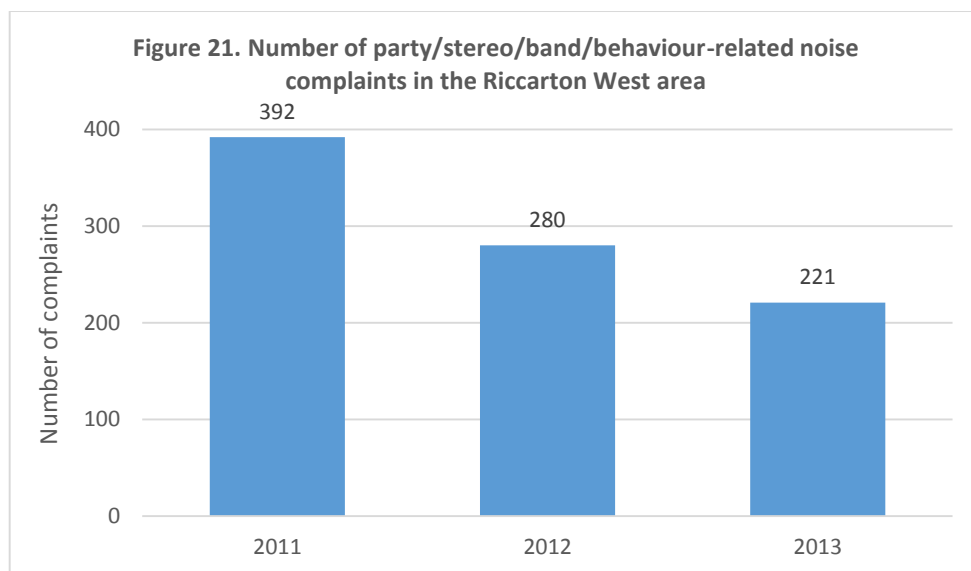
As the majority of parties registered using Good One were in the Riccarton West, Upper Riccarton and Ilam areas of Christchurch, and the current target group was tertiary students living in and around these areas, data for these areas have been used, where possible. Due to differences in data collection methods and boundaries between organisations, the areas covered by each measure may be slightly different, but are described along with the data. The timeframe for the measures presented here typically starts in 2011, prior to the deployment of the Riccarton West Neighbourhood Policing Team in 2012, continuing through the trial of a paper-based party register in 2013, and the launch of the online Good One party register in February 2014, to midway through 2015 (where possible).

Noise complaints

The Christchurch City Council deals with complaints made by the public related to noise under the Resource Management Act (1991)¹⁶. On receiving a noise complaint, a Noise Control Officer will assess the noise, and if the noise is excessive, can issue an Excessive Noise Direction. Noise complaints are categorised as either residential or non-residential, and by type (e.g. parties, construction, musical instruments, and animals).

Due to the way in which these data are stored, it is difficult to categorise noise complaints by geographical area. Therefore only data between January 2011 and June 2014 were provided for the Riccarton West Neighbourhood Policing Team area. Between 2011 and 2013, the number of residential noise complaints relating to parties, stereos, bands/concerts and behaviour in the Riccarton West Neighbourhood Policing Team area appears to have decreased (**Figure 21**). Between 1 January and 30 June 2014, there were 133 party/stereo/band/behaviour-related noise complaints in the Riccarton West area. The number of noise complaints gives an indication of the level of activity in this area, and apparent changes cannot be attributed to any particular cause.

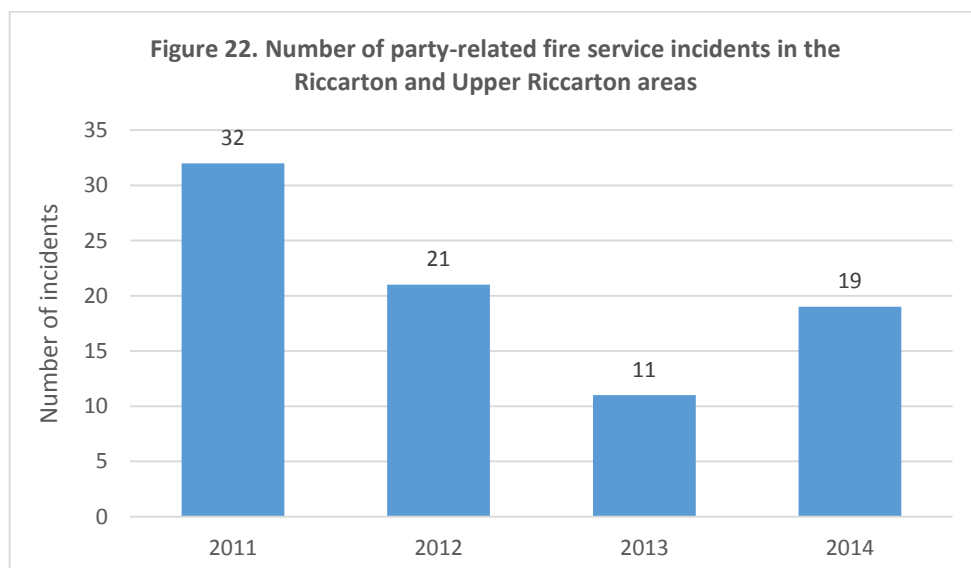
¹⁶ <http://www.ccc.govt.nz/services/noise-control/rules-about-noise/>



Data source: Christchurch City Council, Environmental Health Team.

Party-related fire service incidents

Between 2011 and 2014, 30 percent of party-related fire incidents attended by the New Zealand Fire Service (i.e. all incidents where the term “party” appeared in the incident message log) in Christchurch were for residences in the Riccarton and Upper Riccarton areas. These two suburbs had the highest number of these types of incidents out of all suburbs in Christchurch (although these numbers do not take the relative population size of suburbs into account). It is not possible to discern any statistically significant differences or trends in the number of party-related fire incidents attended in the Riccarton and Upper Riccarton areas from year to year, as the total annual number of party-related fire incidents in these areas is small (**Figure 22**). The number of incidents attended gives an indication of the burden in these suburbs, and any changes over time cannot be attributed to a specific cause.



Data source: New Zealand Fire Service.

Alcohol Infringement Notices

The purpose of alcohol bylaws is “to reduce alcohol-related harm, damage, disorder and crime, and to improve community safety in public spaces”¹⁷. The Christchurch City Council Alcohol Restrictions in Public Places Bylaw (2009)¹⁸ was amended in 2011 to include the Riccarton/Illam area as an area where permanent alcohol bans apply and where the possession or consumption of alcohol in public places is prohibited at all times. The geographical area of that ban was extended in 2014¹⁹. The bylaw is enforced by the Police, using special powers in the Local Government Act. The way in which breaches of alcohol bans are enforced changed in December 2013, and now, Police officers can issue Alcohol Infringement Notices on the spot. These changes mean that it is not possible to look at trends in Alcohol Infringement Notices issued to people in breach of alcohol bans over recent times. It also is important to note that this type of measure is driven by the level of enforcement, rather than reflecting the underlying incidence of the issue. While data were not available for the purposes of this report, these data are available to the local policing teams and can be used to inform their work at a community level.

Emergency Department attendances potentially related to alcohol consumption

The harmful use of alcohol is associated with a vast number of adverse health and social outcomes, including disease, disability, violence and death, not only for the drinker themselves, but also those around them (World Health Organization, 2014). In New Zealand, it is estimated that one third of 18- to 24-year-olds drink alcohol to a level that is hazardous to their health (Ministry of Health, 2014). In addition, alcohol consumption constitutes a significant health burden in New Zealand, and in 2007, injury was the biggest cause of alcohol-related deaths and years of life lost among young adults (those aged 15-29) (Connor, Kydd, Shield, & Rehm, 2015).

Attendances for injuries where alcohol was ingested within 4 hours of injury, or where alcohol contributed to injury, is the only directly alcohol-related measure that is reported for the Christchurch Hospital Emergency Department. Collection of these data began in August 2012, and applies only to Accident Compensation Corporation-funded episodes. In 2013 and 2014 (combined), 9 percent of all Emergency Department attendances among young adults (those aged 18-25 years, n=1,889) in Christchurch were for injuries where alcohol was ingested within 4 hours of injury, or where alcohol contributed to injury. Data specifically for young people living in the Riccarton West area are not presented here, as the total number of attendances is relatively small, and only two full years of data are available.

¹⁷ <http://www3.ccc.govt.nz/thecouncil/policiesreportsstrategies/bylaws/alcoholrestrictionsbylaw2009.aspx>

¹⁸ <http://resources.ccc.govt.nz/files/TheCouncil/policiesreportsstrategies/bylaws/alcoholrestrictioninpublicplacesbylaw2009-bylaws.pdf>

¹⁹ <http://resources.ccc.govt.nz/files/TheCouncil/policiesreportsstrategies/bylaws/Map-AlcoholBylaw-Riccarton-Illam.pdf> and <http://resources.ccc.govt.nz/files/TheCouncil/policiesreportsstrategies/bylaws/AlcoholRestrictionspublicplaces-StatementofProposal2014.pdf>

Injuries where alcohol consumption was a contributing factor represent only a portion of alcohol-related health outcomes, and this measure does not acknowledge chronic effects of alcohol consumption, or conditions where a person had to be admitted to hospital (e.g. acute alcohol poisoning).

Appendix C: Online survey questionnaires

Good One party register users

Your views and experiences of Good One

Thank you for agreeing to participate in this survey about the Good One party register.

To help with the future planning for Good One, we would like to know more about your experiences and views of Good One.

The survey will take approximately 10 minutes to complete, and your responses will be confidential and anonymous.

If you have any questions about this survey, you can contact

Using Good One...

***1. How did you find out about Good One? (please choose all that apply)**

☐ From a friend

☐ From a flatmate

☐ From a family member

☐ From pamphlets, posters, or other advertising

☐ From Facebook

☐ Other (please specify)

***2. How many times have you (or your household) registered a party using Good One?**

☐ Once

☐ Twice

☐ Three or more times

3. Why did you decide to use the register?

Your party...

Your views and experiences of Good One

***4. The party I last registered was for (please choose all that apply)**

- ☐ University, Polytech or tertiary students
- ☐ High school students
- ☐ My child(ren) and their friends
- ☐ A sports team or club
- ☐ Other (please explain)

***5. Did a police officer contact you before your party?**

- ☐ Yes, by telephone
- ☐ Yes, in person
- ☐ No

***6. The party tips/advice from the Good One website were helpful**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ I did not read the tips or advice from the Good One website

***7. The party tips/advice from the police officer were helpful**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ I did not receive any tips or advice from a police officer

Your views and experiences of Good One

8. If you did find some of the tips/advice helpful, which were the most helpful? (please choose all that apply)

- ☐ Put on a spread
- ☐ Know who is at your party
- ☐ Think about your neighbours
- ☐ Look after your mates
- ☐ Don't hesitate to call the cops if things are getting hairy
- ☐ Other (please specify)

Your party...

*9. Did police officers attend your party because of any problems?

- ☐ Yes
- ☐ No

If yes, tell us about what happened

10. Please tell us about any good things (benefits) you experienced when using Good One

11. Please tell us about any problems you had with using Good One

Using Good One in the future...

*12. Would you consider using Good One again?

- ☐ Yes
- ☐ No
- ☐ Maybe

Why / why not?

Your views and experiences of Good One

*13. Have you recommended Good One to other party hosts?

- ☐ Yes
☐ No

*14. Would you recommend Good One to other party hosts in the future?

- ☐ Yes
☐ No
☐ Maybe

If no, why not?

Lastly...

15. What age group are you in?

- ☐ 19 years or younger
☐ 20 - 29 years
☐ 30 - 39 years
☐ 40 years or over

16. Do you have any other comments about Good One?

Good One project stakeholders

Your views and experiences of Good One	
<p>Thank you for agreeing to participate in this survey.</p> <p>To inform future planning for Good One, we would like to know more about your experiences and views of Good One.</p> <p>The survey has seven questions in total, and your responses will be confidential and anonymous.</p> <p>If you have any questions about this survey, you can contact [redacted]</p>	
Tell us about your relationship with Good One...	
*1. How did you (and/or your organisation) become involved with Good One?	<input type="text"/>
*2. What is your (and/or your organisation's) role with Good One?	<input type="text"/>
Your thoughts about Good One...	
*3. What do you think are some of the benefits, or positive outcomes, of Good One?	<input type="text"/>
*4. What do you think are some of the challenges associated with Good One?	<input type="text"/>
Lastly...	
5. How do you think the awareness, and use, of Good One could be increased?	<input type="text"/>
6. What other groups/agencies do you think would be beneficial to have involved with Good One?	<input type="text"/>
7. Do you have any other comments about Good One?	<input type="text"/>