



# neighbour day

## Evaluation Report 2019



Australian  
National  
University

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## 1.2 Acknowledgements

This project was funded by Relationships Australia with in-kind support from the Australian National University. All comments and enquiries regarding the report should be addressed to Dr Tegan Cruwys: [tegan.cruwys@anu.edu.au](mailto:tegan.cruwys@anu.edu.au).

We are grateful for the assistance of Daniel Schlumpp and the generous participation of over 400 Neighbour Day hosts.

## 1.3 Report Date

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## 2 Executive Summary

An evaluation of Neighbour Day Campaign 2019 (NDC 2019) was undertaken in collaboration between Relationships Australia and researchers at the Australian National University. A two-timepoint quantitative study of Neighbour Day hosts was conducted. Surveys were administered pre-event (400+ respondents) and post-event (200+ respondents with complete data at both timepoints).

Locations of Neighbour Day activities were diverse, with 344 suburbs represented ranging from very disadvantaged to very advantaged neighbourhoods. Hosts were also diverse in their socio-demographic background, although most commonly represented were university-educated and employed women in their 30s or 40s.

This longitudinal evaluation of NDC 2019 provides evidence showing that respondents who either hosted an event or took action had:

1. **an increased sense of neighbourhood identification;**
2. **an increased sense of belonging;**
3. **enhanced perceptions of their neighbourhood environment.**

These are key psychosocial variables which recent research has shown to be protective of mental health, in the context of neighbourhoods.

The key recommendations from this report are six-fold:

1. **Continue to promote Neighbour Day and the importance of social connection throughout Australia, with extra coverage to target specific states to increase participation.** The reach of Neighbour Day is already significant, with QLD particularly well represented. However, this could be extended through social and mainstream media, with extra coverage targeting states that are underrepresented, particularly NSW.
2. **Develop a strategy to encourage residents of different housing types to connect with their neighbours.** Target residents of semi-detached, apartments, units and medium to high-density developments, which may use Neighbour Day as an opportunity for getting together.
3. **Increase awareness of Neighbour Day and the importance of neighbourly actions among sub-populations who are vulnerable to social isolation.** Increase awareness of Neighbour Day among people who may be more vulnerable to social isolation (e.g., minority background, older retired people, high-rise occupants particularly in disadvantaged contexts) in advertising and promotional materials for the 2020 campaign or future campaigns. For instance, focus groups

might be conducted in communities with large numbers of non-English speaking or older residents, or neighbourhoods which are particularly diverse, to gain insight on how best to adapt the Neighbour Day Campaign for these areas.

4. **Continue to collect survey data from respondents at multiple time-points.** Engagement strategies such as competitions and incentives reduce the attrition rates of study respondents across multiple time-points, which increases the statistical power of the study to detect any effects.

5. **Follow-up with respondents using a longer timeframe to assess whether outcomes are sustained.** Measure whether changes in individual perceptions and community connections facilitated by Neighbour Day are sustained over a longer period of time (e.g., 6 to 9 months after Neighbour Day).

6. **Collect survey data from attendees as well as event hosts to assess community-based outcome measures, such as social capital.** Investigate other possibilities of collecting survey data from individuals participating in Neighbour Day events and not just those organising or hosting the events. This may be a way to assess the quality and quantity of connections formed by attending a Neighbour Day event, both among attendees and in the local community more broadly. Targeting high-rise communities might be an effective way of obtaining this data.

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## 3 Introduction

### 3.1 Preamble

*"Alone, we can do so little; together we can do so much."* Helen Keller

*"A sense of belonging is a boon to life, while loneliness is the bane of life."* Saul Levine M.D.

*"...when health is understood as being determined in large part by the social environment in which a person finds themselves, then responsibility for that person's health lies not with them alone but also with the groups, communities to which they belong."* (C. Haslam, Jetten, Cruwys, Dingle, & Haslam, 2018)

### 3.2 Inception

Neighbour Day was founded in Melbourne in March 2003 by Andrew Heslop after the remains of an elderly woman were found inside her suburban home. Widespread local and national media interest followed and it was this coverage that prompted Mr Heslop to suggest a 'National Check on Your Neighbour Day' in a letter to the editor of The Melbourne Age in 2003. Mr Heslop managed Neighbour Day with his own and in-kind resources until he handed over responsibility for Neighbour Day to Relationships Australia on 1 January 2014; he continues as Founder and Ambassador for Neighbour Day.

### 3.3 Relationships Australia

Relationships Australia <http://www.relationships.org.au> is a leading provider of relationship support services for children, adults, couples, families and communities. It is an Australian, community-based, not-for-profit organisation with no religious affiliations. Services are for all members of the community, regardless of religious belief, age, gender, sexual orientation, lifestyle choice, cultural background or economic circumstances.

Services around the country include counselling, family dispute resolution and mediation, family violence services, mental health services, and a range of family and community support and education programs. Relationships Australia is a federation of service providers in each Australian state and territory, with their national office based in Canberra.

Relationships Australia utilises Neighbour Day as a community development tool to positively influence individual and community wellbeing. It operates as the backbone support organisation within a collective impact style framework (Kanier & Kramer, 2011).

Successful collective impact initiatives typically have five conditions: (a) a common agenda; (b) shared measurement systems; (c) mutually reinforcing activities; (d) continuous communication; and (e) backbone support organisations (Kanier & Kramer, 2011:36-41).

Whilst Neighbour Day is not a formalised collective impact program, these conditions serve as a useful framework in guiding Relationships Australia to collaborate with others to achieve its social impact objectives.

Neighbour Day also provides Relationships Australia with strategic connections in the form of a positive cause around which to align a public campaign focusing on positive relationships as a practical demonstration of its organisational values in action.

### 3.4 Neighbour Day Campaign

Neighbour Day is a year-round grass roots community development campaign that aims to bring people together to reduce loneliness and promote social inclusion. The culmination of the Neighbour Day Campaign is celebrated on the last Sunday in March every year. People are encouraged to connect with their neighbours and the members of their local communities.

The Campaign relies on three key elements. These are:

- a stakeholder management framework;
- tools and materials to support Neighbour Day events; and
- a communication campaign.

Stakeholder relationships are central in building the reach of the Campaign with both formal and informal relationships forged and maintained with suitably aligned organisations and individuals, internal and external to Relationships Australia. The stakeholders provide grassroots networks, which the Campaign utilises year round to extend its national footprint.

These relationships are developed to increase the awareness of the Neighbour Day and Relationships Australia brands, and the links between them, and facilitate community engagement where messages about good relationships and mental health are spread widely in a celebratory and accessible way.

The Campaign's external stakeholder framework includes Neighbour Day Ambassadors, Very Neighbourly Organisations (VNOs), local champions, businesses, government and community organisations. In turn, the stakeholders utilise Neighbour Day as a mechanism to catalyse action within their communities of interest.

### 3.5 Background

It is well-established that the neighbourhood environment plays a significant role in community

health and wellbeing (Stafford, De Silva, Stansfeld, & Marmot, 2008; Ziersch, Baum, MacDougall, & Putland, 2005). The neighbourhood environment provides the social and spatial context whereby its residents conduct their daily lives and social interactions.

Social capital is a measure of the quality and quantity of social relationships within communities and is recognised as a protective factor in the wellbeing of individuals and communities (De Silva, McKenzie, Harpham, & Huttly, 2005). Social capital has also been defined as an umbrella term that encompasses aspects such as trust, reciprocity, and social cohesion, at either the individual or geographical unit such as in a neighbourhood or a city (Whitley & McKenzie, 2005). Numerous studies have found a positive association between social capital and the wellbeing of individuals, families and communities (Carrillo Álvarez & Riera Romaní, 2017; Oshio, 2015; Stafford et al., 2008). Therefore, residents who have neighbours they can count on and with whom they trust are protected against poor health outcomes.

Apart from measures of social capital, psychosocial measures such as perceived social cohesion and collective efficacy in neighbourhoods are positively associated with wellbeing and health (e.g., Fone et al., 2014; Sampson, Morenoff, & Gannon-Rowley, 2002). The perceived quality of the neighbourhood environment itself (e.g., presence of litter and vandalism) is associated with feelings of personal safety (Allik & Kearns, 2017), mental health (Polling, Khondoker, Hatch, & Hotopf, 2014) and whether residents are likely to engage in active travel (Cerin et al., 2014; Hoehner, Brennan Ramirez, Elliott, Handy, & Brownson, 2005). Similarly, previous studies have found a positive correlation between neighbourhood cohesiveness and parents' perceptions of their childrens' safety, which predicted their willingness to give children more independence (Schoeppe et al., 2015). Therefore, neighbourhood social capital and cohesion are recognised as important aspects of the social environment, which play a critical role in supporting good mental health for both individuals and communities (Ehsan & de Silva, 2015).

However, why are some neighbourhood communities more trusting, more cohesive, more efficacious and more willing to help than others? In order to understand how social capital is developed, we must first establish potential *mechanisms* that underpin a sense of trust, helping behaviour and affect how people perceive their neighbourhood environment. This would also assist with the evaluations of interventions such as the Neighbour Day Campaign, which target the development of social capital and inclusion in neighbourhoods.

One social psychological approach, which can help explain when people will form trusting bonds with others or extend helping behaviour is the *social identity approach*. Social identity is the sense of affiliation with a social group or community of people. When a person socially identifies with a particular group, they come to think of themselves not in terms of "I" and "me" but rather as "we" or "us". In the residential neighbourhood context, these group-based self-definitions can take the form in a collective sense of "us Paddington residents", or "we Allora Court neighbours."

Research that applies a social identity approach provides evidence that shared in-group identity is the basis of bonds forged between people and motivates helping behaviour (Levine, Prosser,

Evans, & Reicher, 2005). In addition, one of the key factors that determines whether individuals are motivated to help or trust others is through a sense of *social identification* (Tajfel, 1979). Evidence also shows that identifying with social groups also reduces stress and shapes the way people appraise stressful situations and environments (Alnabulsi & Drury, 2014; Haslam, O'Brien, Jetten, Vormedal, & Penna, 2005).

Research provides consistent evidence that there are health benefits of incorporating social groups into one's sense of self in the form of multiple positive social identities (Haslam et al., 2018; Jetten, Haslam, Haslam, & Branscombe, 2009). In fact one recent study found that feeling socially connected with one's neighbourhood (or a sense of neighbourhood identification) can attenuate the deleterious effects of low neighbourhood socio-economic disadvantage on perceived neighbourhood quality, which in turn predicts better wellbeing (Fong, Cruwys, Haslam, & Haslam, 2019a). More specifically, in this large study of over 14,000 Australians, people who highly identified with their neighbourhood were more likely to perceive their neighbourhood environment positively and this was associated with better mental health.

More evidence of the benefits of neighbourhood identification was found in another Australian study, which tracked long-term residents across the nation over a five-year period coinciding with the recent housing construction boom (2011-2016). This study found that feeling highly identified with one's local neighbourhood protected residents from developing symptoms associated with mental ill-health in the context of neighbourhood change (e.g., gentrification; Fong, Cruwys, Haslam, & Haslam, 2019b). These results, using a nationally representative Australian sample, correspond with other findings from the UK (McIntyre, Wickham, Barr, & Bentall, 2017) showing that neighbourhood identification is protective of mental wellbeing in the general population.

Overall then, it is clear from the academic literature that neighbourhood identification is associated with more cohesive and trusting communities, and ultimately better wellbeing and health. What has received much less attention, however, is the specific ways in which we can *build* neighbourhood identification in practice.

### **3.6 The present report**

In this report we seek to investigate whether taking part in the Neighbour Day Campaign enhances peoples' neighbourhood identification, feelings of belonging, and perceptions of the neighbourhood environment from baseline level. As the above review of the literature suggests, social identification with one's neighbourhood is an important psychological resource that can be protective of mental health. Given that a key goal of the Neighbour Day Campaign is to connect people, with long-term goals of building neighbourhood social capital and social inclusion, the first step is to assess whether hosting or taking action as part of the annual Neighbour Day celebrations increases respondents' (1) sense of neighbourhood identification, (2) sense of belonging and (3) enhances perceptions of their neighbourhood environment. As previous research has shown, a sense of social identification with others in the neighbourhood, if sustained, will be a key determinant in the health outcomes of respondents. We expect that, relative to baseline measures taken before Neighbour Day, respondents of this year's Campaign will experience an

increase in neighbourhood identification, feelings of belonging, and positive perceptions of the neighbourhood environment. We also measured more distal outcomes such as feelings of personal safety, social cohesion, parents' perception of children's safety. We expect that respondents' feelings of loneliness will decrease.

## 4 Evaluation methodology

### 4.1 Purpose

The aim of this report is to evaluate the impact of hosting or taking action during the Neighbour Day Campaign 2019 (NDC 2019) on a range of short-, medium-, and long- outcomes. These outcomes are a subset loosely drawn from Relationships Australia's Program Logic Framework from previous years (See Appendix A). The results of this report on collected survey data will be presented as:

The **short-term outcomes** are focused around Relationship Australia's goals around increasing knowledge and awareness of their organisation. Specifically: (a) to increase knowledge and awareness of Relationships Australia as the home of Neighbour Day; and (b) to increase knowledge and awareness of Neighbour Day and its relationships to individual, family and community wellbeing; and (c) increased support of Neighbour Day from individuals and organisations. Our measures were:

- Usefulness of promotional materials
- Top 3 promotional materials
- Values and messages
- Promoting awareness of Relationships Australia
- Respondents' affiliation (e.g., with a community organisation)

The **medium-term outcomes** are focused around Relationships Australia's goals to achieve behaviour change and long-term sustainability. Specifically: (a) to increase contact between neighbours and community participation; and (b) to increase capacity in hosting events. Our measures were:

- Estimated reach
- NDC 2019 by planned venues
- Private vs. public events
- NDC 2019 by action type
- Intended future contact with neighbours
- Benefits of participation

The **long-term outcomes** are focused around Relationships Australia's goals of building social capital and social inclusion in neighbourhoods. Specifically: (a) to increase social capital; and (b) to improve social inclusion; and (c) to ensure that the Campaign is sustainable. The key goal of this

external evaluation was to ascertain whether hosting or taking action during NDC 2019 has the capacity to improve participants' perceptions of a number of key psychological constructs outlined in the study background. Our measures were:

- Sense of neighbourhood identification
- Sense of belonging
- Perception of neighbourhood
- Feelings of personal safety
- Feelings of loneliness
- Perception of social cohesion
- Parental perception of children's safety

To gauge the sustainability of the Campaign, we measured:

- NDC participation in previous years
- Intended future NDC participation

## 4.2 Ethical Approval

Ethical approval for this study (Protocol: 2019/132) was obtained through the Human Research Ethics Committee at the ANU.

## 4.3 Method

The pre- and post- event survey data was collected via the Relationships Australia website. Members of the public and event registrants accessed the survey either through the website or via a link sent to them by email from a mailing-list of previous Neighbour Day respondents. Given that visitors to the website accessing Neighbour Day resources were likely to be planning events or taking action, they were invited to participate in the nationwide pre-event survey through pop-up links and a perma-link on the webpage's side bar. In the pre-event survey, respondents who were also interested in participating in the post-event survey were asked to provide their email address. Participation in both surveys was voluntary (for timeline, see Figure 1).

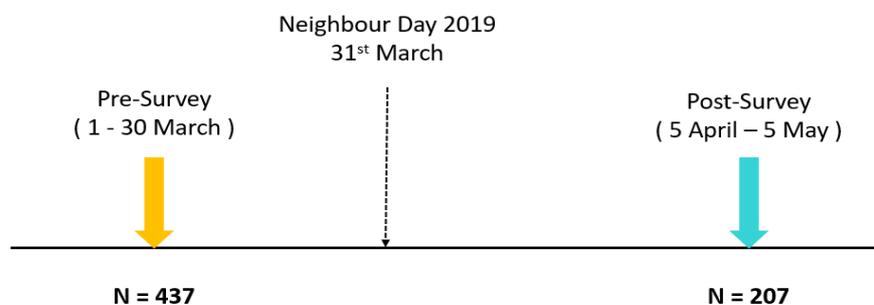


Figure 1. Timeline of the pre- (in yellow) and post- (in blue) survey.

#### 4.3.1 Method | Pre- and Post- event surveys

The pre-event survey (Appendix B) was administered *before* hosts took action or organised an NDC 2019 event. A total of 437 people completed the pre-event survey. Only unique survey entries were included for analyses. One week after Neighbour Day 2019, all respondents who provided their contact details in the pre-event survey were sent an email with a link to access the post-event survey (Appendix C). Respondents' email addresses were used to link their pre- and post-event survey responses. A total of 207 people participated in both the pre- and post-event survey. Only responses which could be reliably linked to their pre-event survey response were included for analyses.

#### 4.3.2 Method | Survey incentives

In the pre-event survey, respondents were given the opportunity to enter into a draw to win one of two \$200 Bunnings vouchers. Winners were randomly chosen from all those who completed the pre-event survey. Respondents of the post-event online survey were informed that the first 100 respondents to complete the survey will receive a \$50 Coles/Myer shopping voucher. All winners received their prize, a digital gift voucher, by email. As a reminder and incentive to respondents who had not yet responded, the remaining respondents were given another opportunity to win another \$200 Bunnings voucher one week before the post-event survey closed.

### 4.4 Respondents characteristics

#### 4.4.1 Respondents per state

##### 4.4.1.1 Respondents per state at pre-survey

NDC 2019 event/action registrations came from all eight states and territories in Australia. Participation in Queensland was relatively higher than expected by population in comparison to New South Wales and Victoria, which are more populous states (see Figure 2a). Respondents described 437 separate Neighbour Day 2019 events being planned across 344 Australian suburbs.

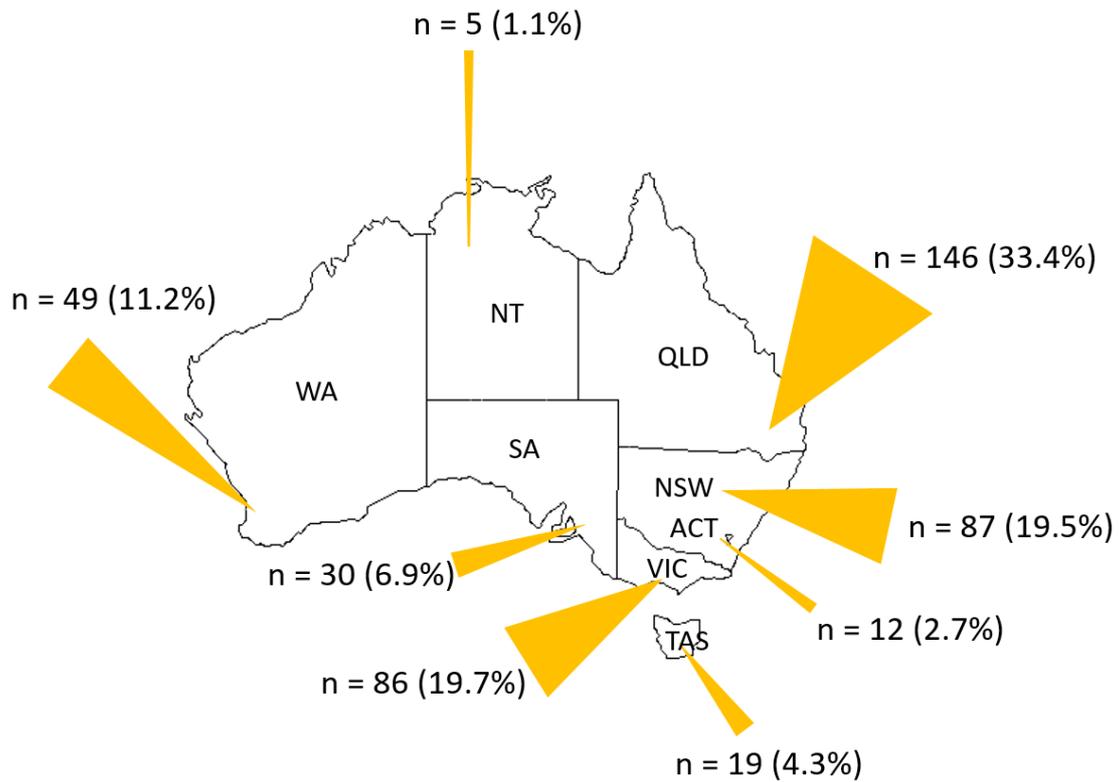


Figure 2a. Neighbour Day registration by State/Territory at pre-event (N = 437, in 344 suburbs)

#### 4.4.1.2 Respondents per state at post-event

At post-event (see Figure 2b), retention of respondents was comparatively strongest in Queensland (+2.3%), Western Australia (+2.3%) and New South Wales (+1.3%) in relation to other states (which had decreases ranging from -.01% to -2.1%).

#### 4.4.1.3 Respondents per state according to unique downloads

In addition to survey data, the Neighbour Day website was also used to estimate the number of unique downloads of Neighbour Day resources (7088), as well as the approximate geo-location of these downloads.

This download information was broadly consistent with the survey data. In particular both sources found evidence of: (1) relative overrepresentation from Queensland, relative to population size, and (2) relative underrepresentation from New South Wales, relative to population size.

Lendlease Communities QLD were early adopters of Neighbour Day in 2014 and undertook the pilot with Neighbour Day in 2015. Since then they have driven the Neighbour Day campaign within the Lendlease Communities to include a number of its interstate counterparts. Given Lendlease Communities QLD's role in Neighbour Day promotion since 2014, this may provide one reason as to why engagement and participation in Neighbour Day in Queensland appears high for its population size.

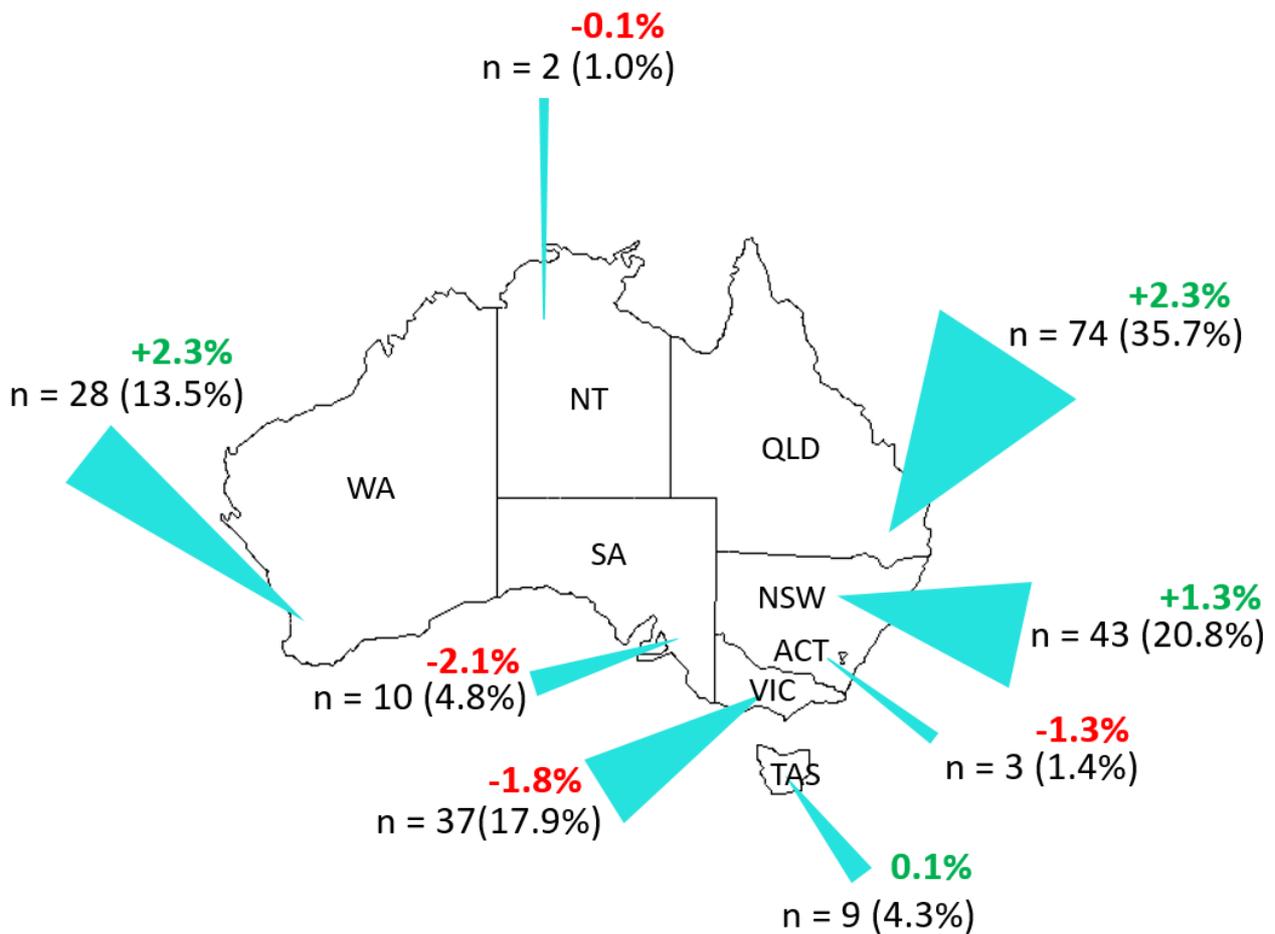


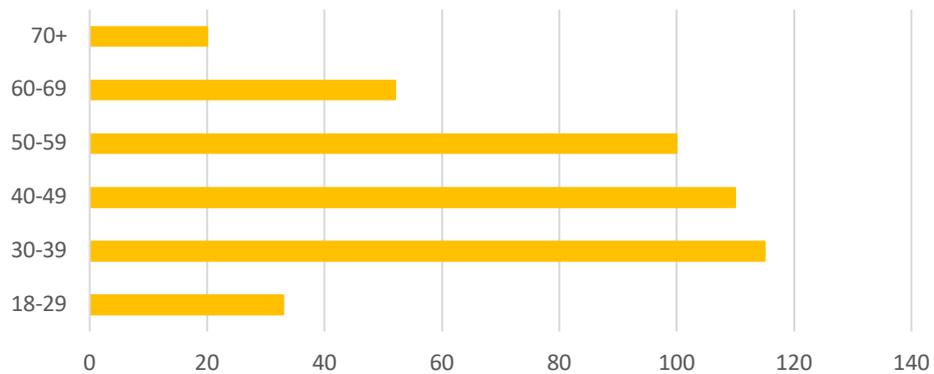
Figure 2b. Neighbour Day registration by State/Territory at pre-event (N = 207, in 176 suburbs). [% showing increase or decrease in no. of respondents per state from pre-event]

#### 4.4.2 Respondents socio-demographics

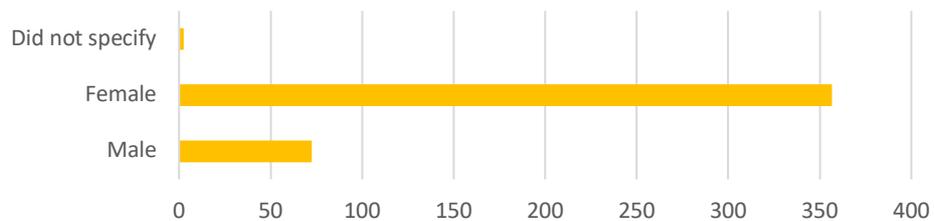
The majority of respondents were between 30-59 years of age (72.9%); 82.8% were female. About half of all respondents held at least one university degree (50.8%). This suggests hosts were more likely to be university educated people as the national share of population who hold a bachelor's degree or above in 2017 is 27% (Granwal, 2018). The majority of respondents were in full-time employment (44.5%) and a further 31.8% were employed part-time. A large proportion of respondents identified white or Caucasian (83.5%) as their ethnic background. Almost half of respondents (46.7%) lived in a two-parent household with child(ren) under 18 years old. The majority of respondents lived in detached houses (77.6%), with 16.3% residing in townhouses and units/apartments. Two-thirds of respondents indicated they had lived for less than 10 years in their neighbourhoods, with 13.7% having lived there for less than one year. Overall, the following baseline graphs of the pre-event sample showed that there was representation of a diverse socio-demographic range of respondents in the collected data. This socio-demographic profile was

similar across pre- and post- event surveys, with the exception of household type. Noteworthy was a noticeable drop in the number of respondents of single-parent households and an increase of those who live in house-share arrangements.

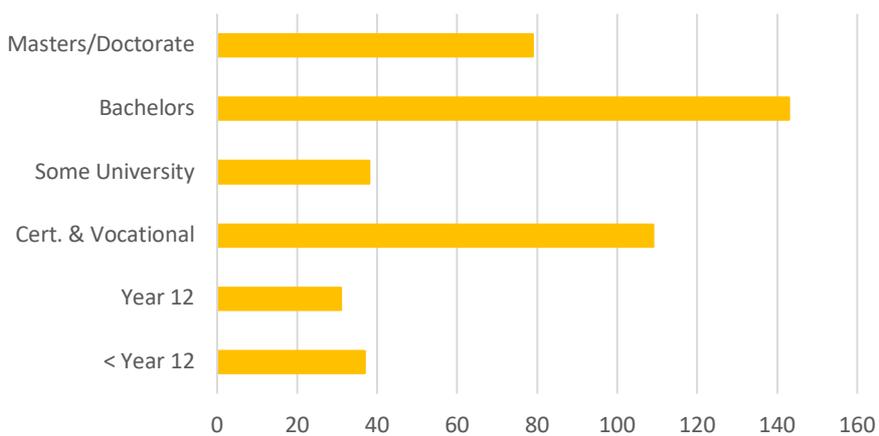
#### 4.4.2.1 Respondents by age group



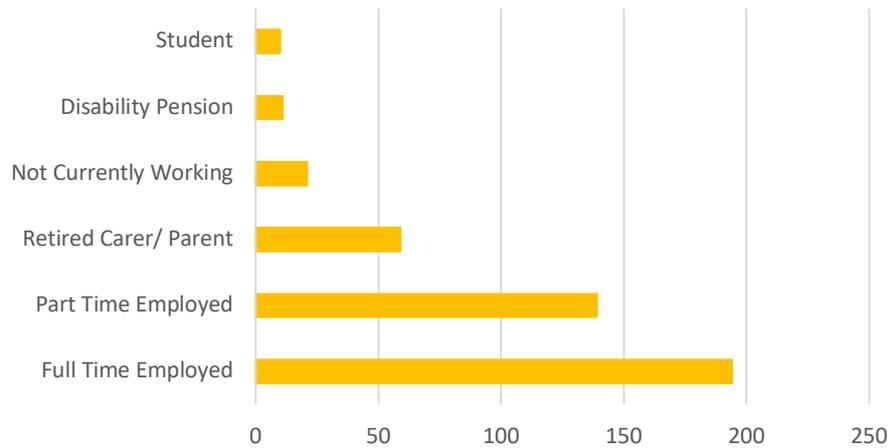
#### 4.4.2.2 Respondents by gender



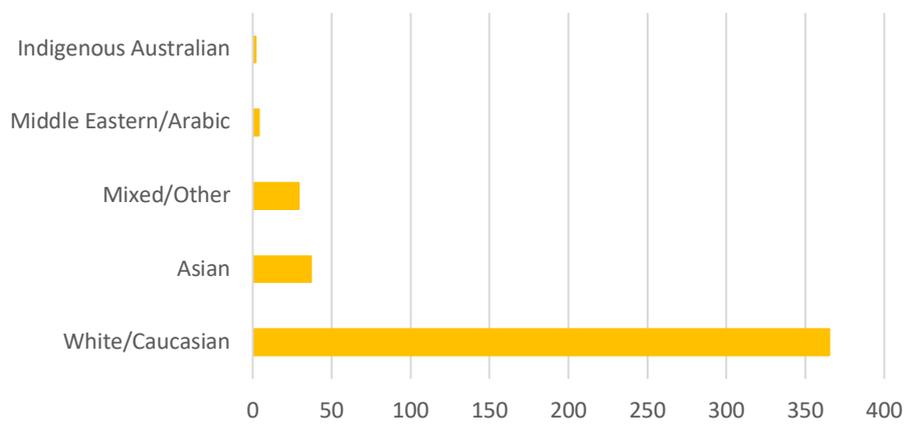
#### 4.4.2.3 Respondents by educational attainment



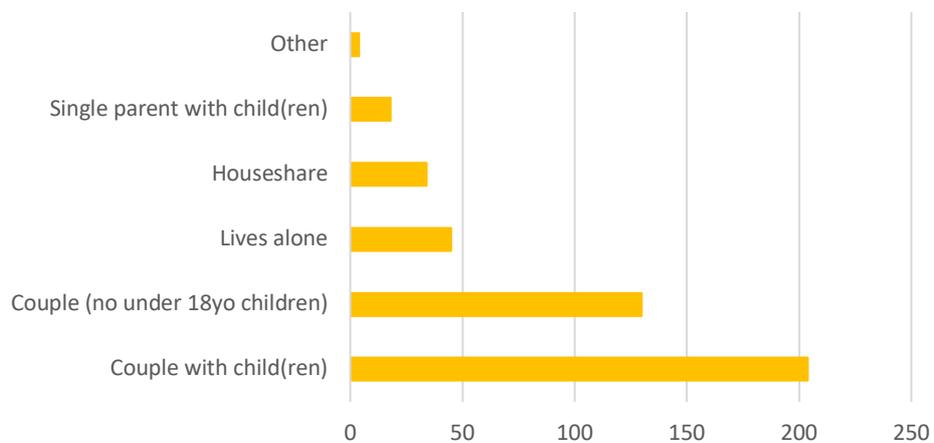
#### 4.4.2.4 Respondents by employment status



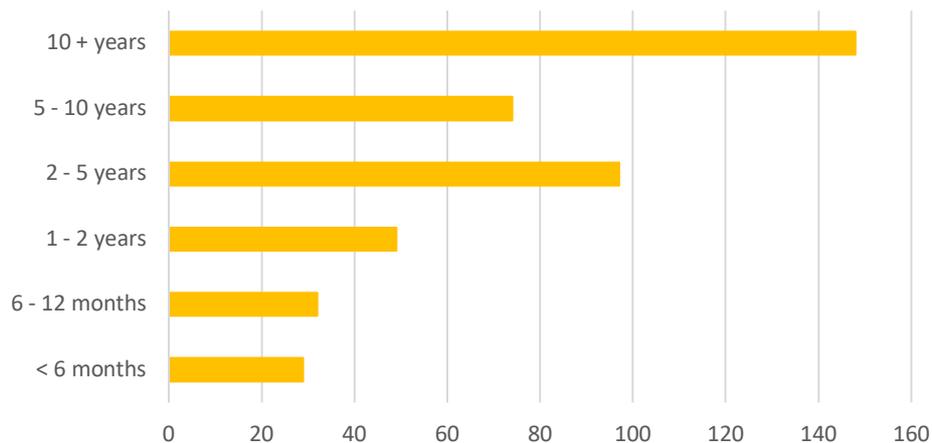
#### 4.4.2.5 Respondents by ethnicity



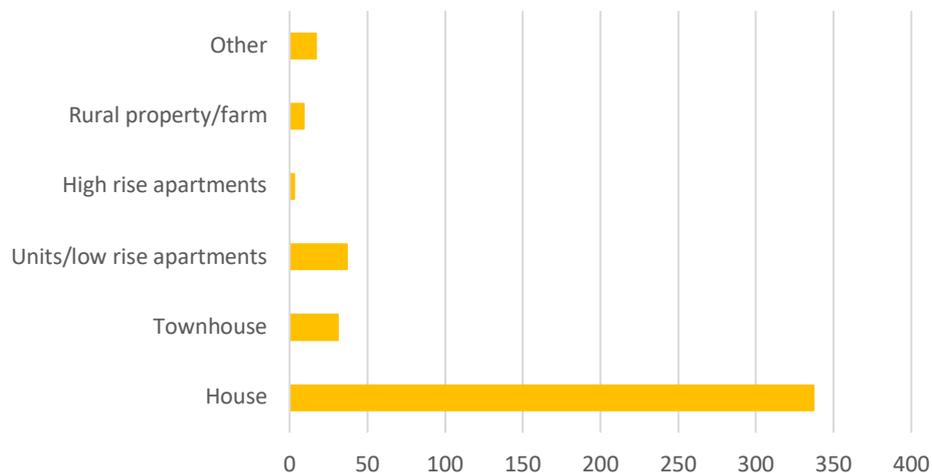
#### 4.4.2.6 Respondents by household type



#### 4.4.2.7 Respondents by length of residence



#### 4.4.2.8 Respondents by dwelling type



#### 4.4.3 Respondents by socioeconomic advantage-disadvantage

Respondents provided postcode information which was cross-referenced with ABS Census data to provide an aggregated measure of socioeconomic status by the suburb's postal office area (POA) code. This SEIFA Index of Relative Socioeconomic Advantage-Disadvantage (IRSAD; [www.abs.gov.au](http://www.abs.gov.au)) is scaled from 1 to 10, where the value 1 represents the least advantaged suburbs and 10 represents the most advantaged (see Figure 3). Across the Australian population, the proportion of people in each decile is approximately equal. An independent samples *t*-test,  $t(430) = 0.36, p = .718$ , revealed that respondents who responded at pre-event survey only ( $n = 227; M = 6.23, SD = 2.74$ ) did not significantly differ on IRSAD characteristics from those who responded at both time-points ( $n = 205; M = 6.14, SD = 2.55$ ). This suggests that geographical socioeconomic status did not predict whether survey participants responded on one or both surveys. While lower socioeconomic status neighbourhoods were somewhat under-represented in

the sample, respondents from a socioeconomically diverse range of neighbourhoods participated at both time-points (see Figure 5).

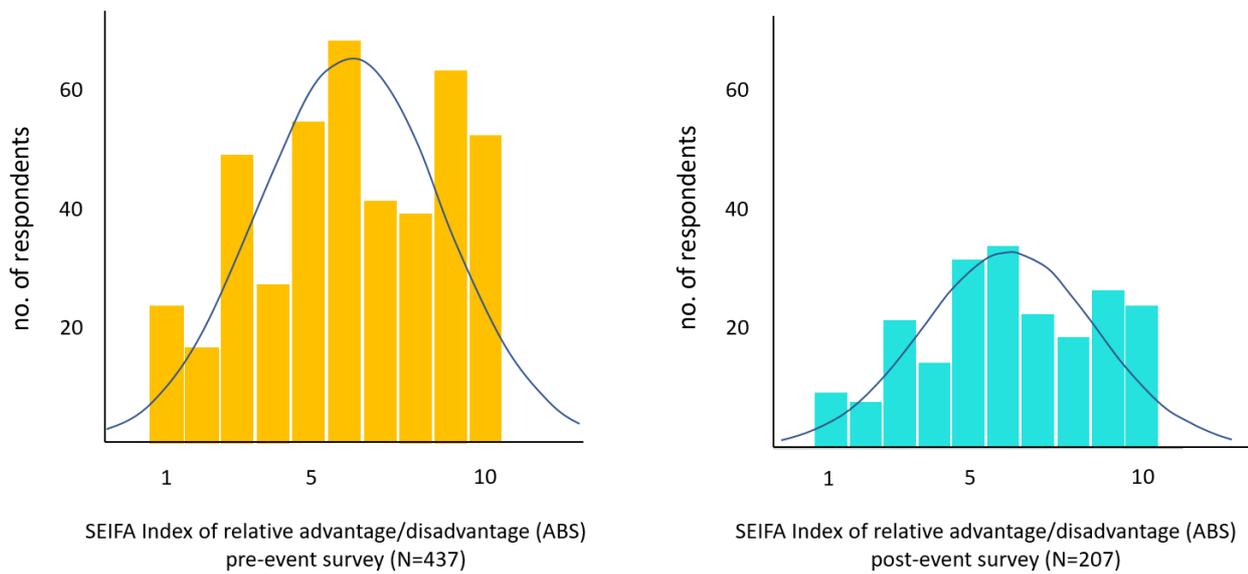


Figure 3. Respondents' area level socioeconomic status split by pre- (left) and post-event survey (right).

## 5 Results

### 5.1 Results | Short-term outcomes

#### 5.1.1 Results | Use of promotional materials

Respondents (at post-event) were asked to indicate the way(s) that they choose to promote their NDC 2019 event (see Figure 4). The most popular methods were through face-to-face interactions (24.9%), by invitation (18.8%) and via posting on Facebook (18.1%), suggesting that these were perceived as the most useful. Other methods included radio announcements, newspaper advertising, promotion on digital screens at Council libraries and mobile phone SMS messages.

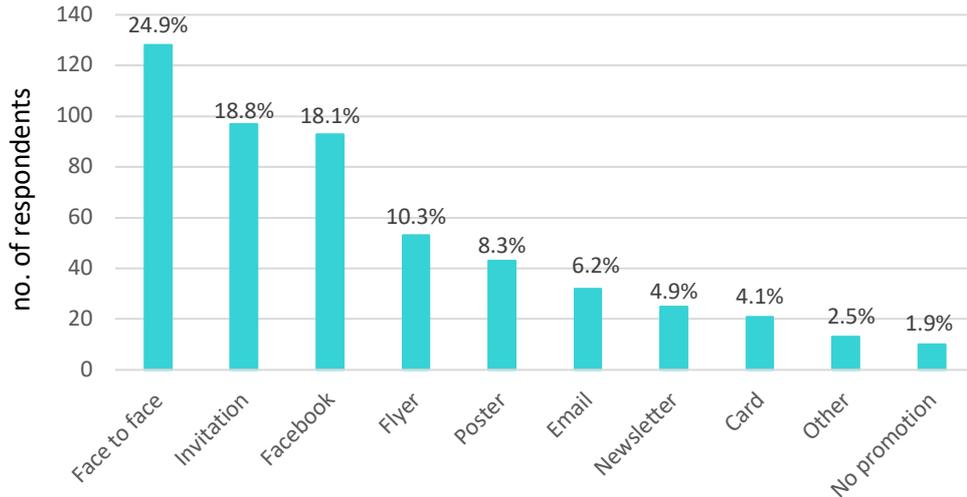


Figure 4. Promotional materials used (post-event).

### 5.1.2 Results | Top 3 promotional methods

Respondents (at post-event) were asked to rank the top three most successful ways of promoting their NDC 2019 event in order of usefulness (see Figure 5). The top three methods selected were face-to-face interactions, a left invitation and via Facebook.

1	Face to Face
2	Invitation
3	Facebook
4	Flyers
5	Cards
6	Posters
7	Email
8	Newsletter

Figure 5. Rank order of most successful promotional materials used (post-event).

### 5.1.3 Results | Values and Messages

Respondents (at post-event) were asked whether they used Neighbour Day Campaign values and messages in their involvement of other community activities. The majority (62%) indicated they did, while 18.3% indicated they did not and 19.7% indicated they were not involved in any other community activities. This suggests that for one fifth of survey respondents, the Campaign was their only major community involvement and possibly their only opportunity to connect with others in their residential area.

### 5.1.4 Results | Promoting awareness of Relationships Australia

Respondents (at post-event) were asked to compare how much they had known about Relationships Australia prior to participating in NDC 2019. The majority of respondents (91.7%) had only some, slight or no knowledge of Relationships Australia before their participation. This suggests that NDC 2019 events promoted and increased awareness of Relationships Australia among respondents.

### 5.1.5 Results | Respondents' affiliation

The majority (71.1%) of post-survey respondents indicated that they were hosting NDC 2019 events or taking action as individuals (see Figure 6). The rest of the respondents were representatives of organisations such as councils, NGOs, businesses with a sizeable proportion who were acting on behalf of their local community group.

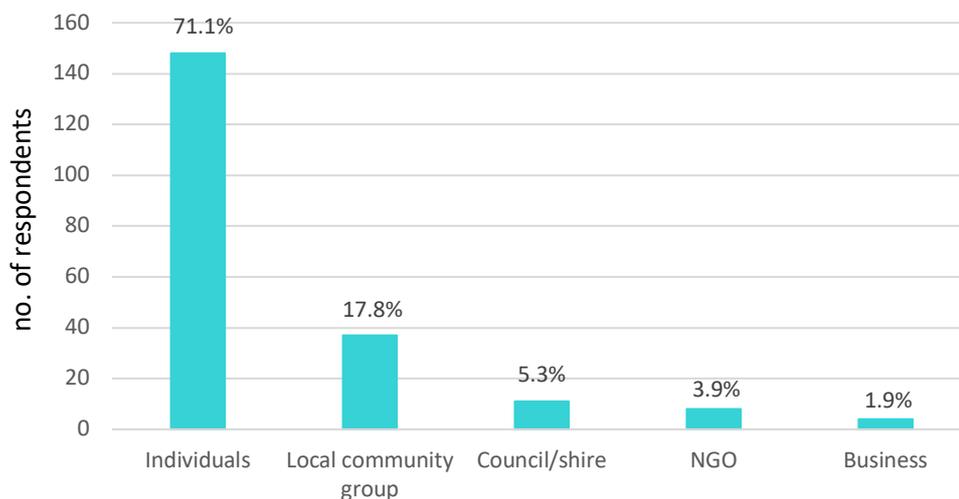


Figure 6. Respondents by individuals, groups and type of organisation (post-event).

## 5.2 Results | Medium-term outcomes

### 5.2.1 Results | Estimated reach

The Neighbour Day Campaign is a community-led initiative, and as such it is difficult to accurately quantify the exact number of NDC 2019 events that were held and to infer the resulting total number of people who attended registered events. Based on the unique number of downloads for Neighbour Day resources accessed from the Relationships Australia website, the total participation numbers across Australia were estimated to be 290,608 people (see Appendix D for the calculation method). This is an estimation for people who attended, hosted or took action in either registered and *non-registered* events which made use of Neighbour Day resources available

from Relationships Australia. We note that these figures do not include other Neighbour Day events which were not registered, and did they download the Neighbour Day resources. For instance, Relationships Australia have contact with and provide support to some major councils which run Neighbour Day promotions using their own independent resources, which would be additional to these estimates.

In the pre-event survey, the majority of respondents reported planning events that involved between 3-50 people (79.6%); the most common event size was between 21-50 people (28.4%). Based on this, we estimated that the 437 respondents in the pre-event survey hosted events with an estimated 24,270 attendees, using an average of the expected group size. Comparing across pre- and post-event survey data on the estimated vs. actual number of attendees, it is clear that events of 50 or less people were more likely to be underestimated or correctly matched, while events of 50 or more people were more likely to be overestimated (see Figure 7). At post-event the data suggests that the majority of NDC 2019 events ranged between 3-50 people (87.2%), with a smaller percentage that involved 50+ people. Obviously, these figures and comparisons reflect only those from respondents who participated in both pre- and post- event surveys [N = 207], and therefore provide only a rough and conservative estimate of the actual number of events and attendees of this surveyed sample.

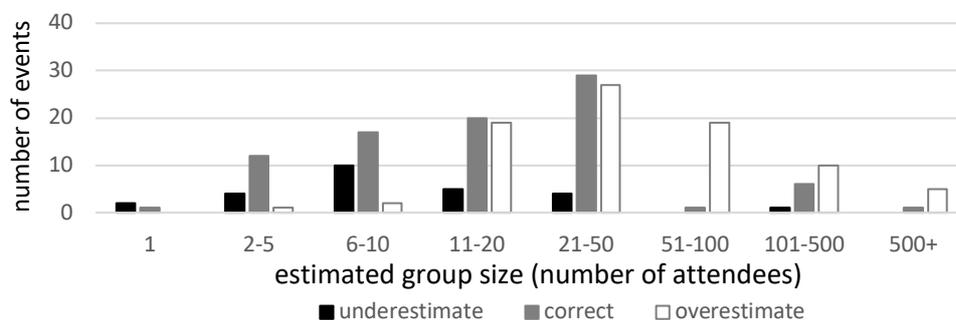


Figure 7. Estimates of attendees by event group size between pre- and post- event surveys.

### 5.2.2 Results | NDC 2019 by planned venues

At pre-event the majority of planned events were likely located at the host’s home, either in the garden or inside a freestanding house (40.8%). Other planned venues included places of work, e-spaces such as an organisation’s website and community pages on social media (e.g., Facebook), the rest were planned to be held in community spaces outside the home (most commonly in local parks). See Figure 8.

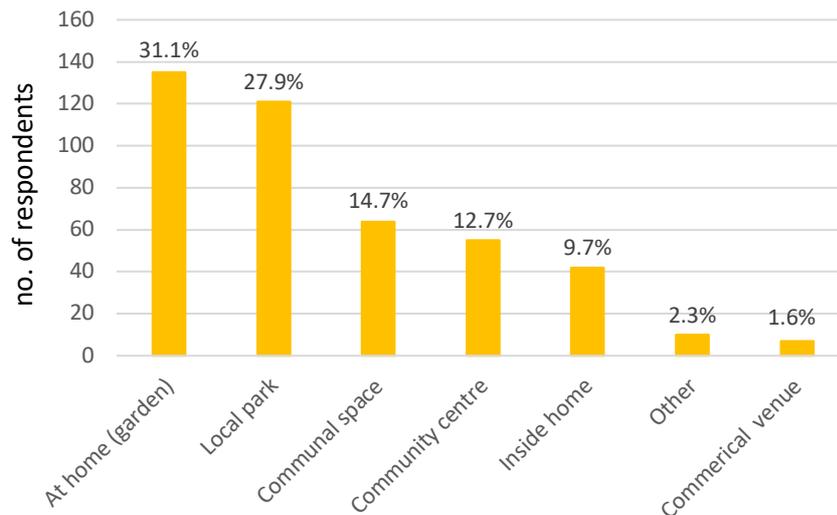


Figure 8. Planned venue of Neighbour Day event (pre-event).

A binary logistic regression analysis on planned venue type (home = 0 vs outside the home = 1) indicated that the estimated number of attendees at pre-event was significantly associated with the location of the event (i.e. at home or in community spaces outside the home,  $\beta = .04$ ,  $\chi^2(1) = 30.28$ ,  $p = .001$ ). This was such that people who hosted events outside the home tended to expect a larger number of attendees. Participant's dwelling type ( $p = .284$ ) and neighbourhood advantage/disadvantage ( $p = .123$ ) were not significant predictors of planned venue type. This model explained 19 to 25% of the variance on planned venue type. (For full results, see Appendix E, Table 1).

### 5.2.3 Results | Private vs. public events

Respondents (at post-event) indicated that many (62%) of the NDC 2019 events were by invitation only, while the rest were open to the local community and the general public.

### 5.2.4 Results | NDC 2019 by action type

At post-survey the majority (92.7%) of action types involved place-based face-to-face interactions (food or activity related). Hosting a BBQ was the most popular action taken (14.7%). Some of these events were conducted in conjunction with actions taken through social media (9.8%) or leaving a card in neighbours' mailboxes (6.6%). A small percentage did not involve face-to-face interactions (7.3%) while an even smaller percentage did not take any action (0.68%). Other events or actions included events such as yoga and playing sports, communal gardening, car boot sales, crafts, live music and a car wash. See Figure 9.

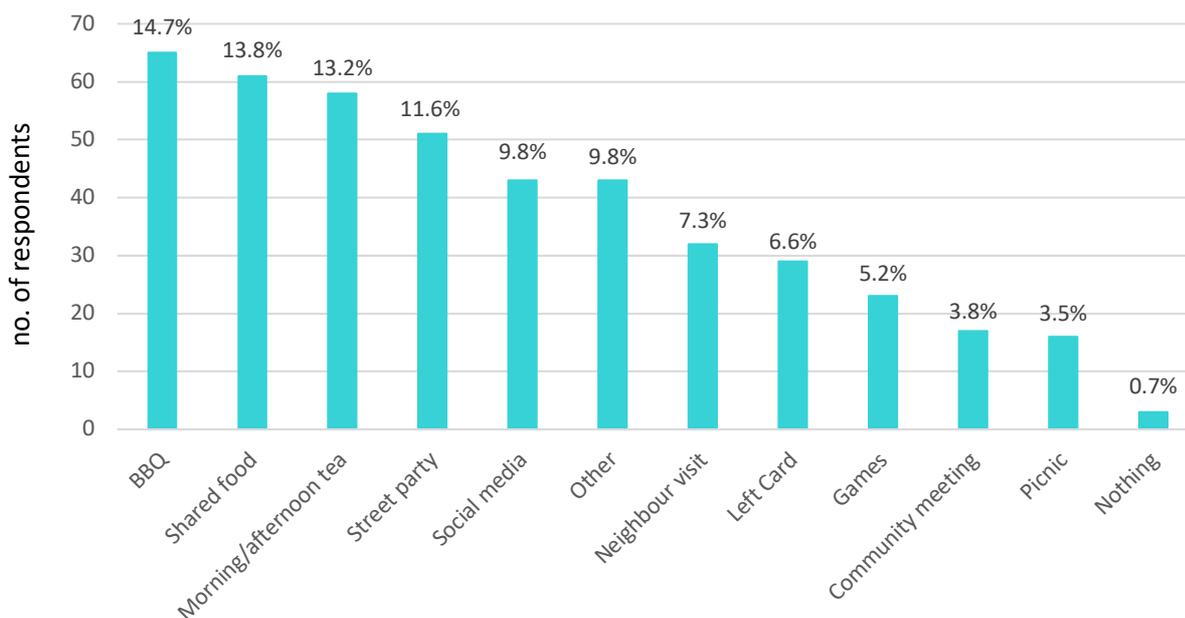


Figure 9. Breakdown of the event/action type (post-event).

While dwelling-type did not predict the planned venue of NDC 2019 events, it did however predict the type of action taken. A binary logistic regression on action type (nonface-to face = 0; 'face to face' actions = 1) indicated that dwelling type significantly predicted type of event,  $\beta = 1.65$ ,  $p = .009$ . This was such that respondents who lived in semi-detached dwellings, apartments and units (16.3% of respondents) were more likely to engage in NDC 2019 actions or events that involved face-to-face interactions. Participant's length of residence ( $p = .800$ ) and neighbourhood advantage/disadvantage ( $p = .438$ ) were not significant predictors of action type. This model explained between 4% to 11% of the variance in event type. (For full results, see Appendix E, Table 2)

### 5.2.5 Results | Intended future contact with neighbours

The great majority of respondents (93.3%) indicated that they planned to maintain ongoing contact with their neighbours and people in their local community. A small percentage indicated that they were unsure (3.8%) and yet a smaller percentage indicated they would not (2.8%). Of those who intended to do so, they planned to have more regular visits (28.5%) and get-togethers (26.5%) in the future (see Figure 10). However, as the post-event survey occurred 1-4 weeks after Neighbour Day, it is difficult to know whether these intentions lead to sustained behavioural change in the long-term.



Figure 10. Planned ways of maintaining contact in future.  
(M/A = morning or afternoon)

### 5.2.6 Results | Benefits of participation

Respondents considered a range of potential benefits of taking action or hosting an event during NDC 2019, either for themselves personally or for their neighbourhood community (see Figure 11). The most often cited benefits of the Neighbour Day Campaign were the celebratory or enjoyment aspects and the opportunity of getting to know their neighbours. The most frequent responses centred on benefits to the whole community (e.g., creating stronger community, neighbourly awareness and support) rather than individual outcomes (e.g., personal safety/support, mental health, physical health). One exception to this was feeling connected with the community, *a key social psychological mechanism*, which was the fourth highest response.

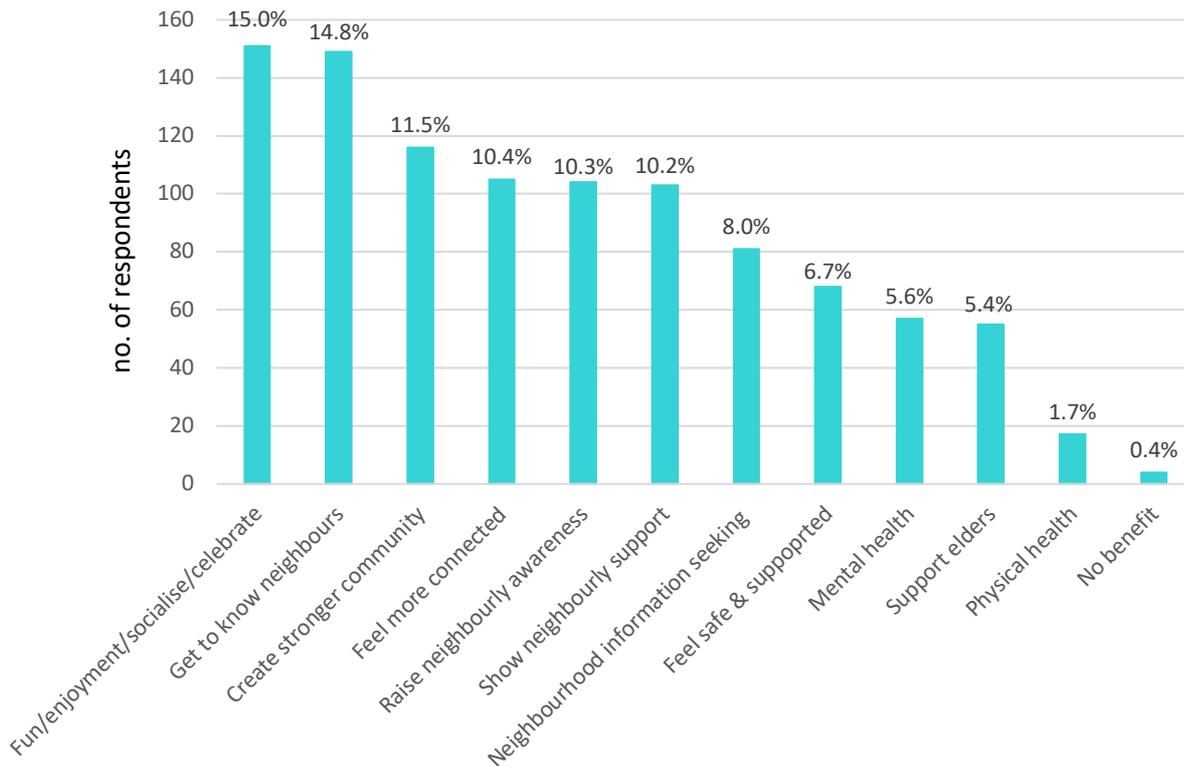


Figure 11. Perceived benefits of participating in NDC 2019

### 5.3 Results | Long-term outcomes

#### 5.3.1 Results | Increased sense of neighbourhood identification

Respondents were asked to rate on a four-item scale (e.g., I identify with the people in my neighbourhood; Ellemers, Spears, & Doosje, 2002) on the extent to which they felt identified with their neighbourhood. A paired samples t-test revealed that there was a significant change in participant’s neighbourhood identification from pre- ( $\alpha = .88$ ;  $M = 5.49$ ,  $SD = 1.25$ ) to post- ( $\alpha = .91$ ;  $M = 5.71$ ,  $SD = 1.10$ ) the Neighbour Day 2019 event,  $t(204) = -4.00$ ,  $p < .001$ . See Figure 12.

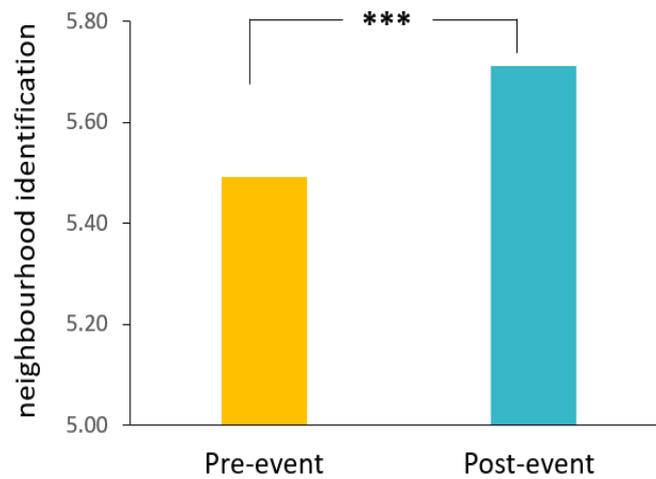


Figure 12. Significant positive change in *neighbourhood identification* at post-event

### 5.3.2 Results | Increased sense of belonging

Respondents were asked on 1-item to what extent they “feel they were part of their local community.” A paired samples t-test revealed that there was a significant change in participant’s sense of belonging from pre- ( $M = 5.10, SD = 1.59$ ) to post- ( $M = 5.44, SD = 1.31$ ) the Neighbour Day 2019 event,  $t(204) = -3.94, p < .001$ . See Figure 13.

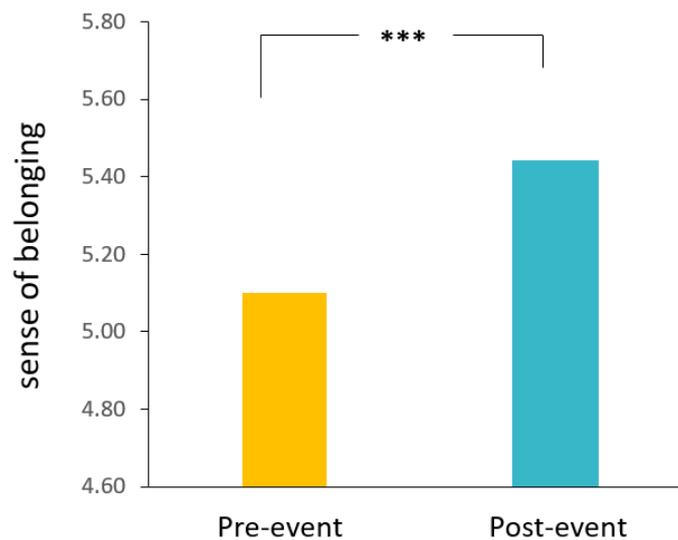


Figure 13. Significant positive change in *sense of belonging* at post-event

### 5.3.3 Results | Enhanced perception of neighbourhood

Respondents were asked to rate their perceptions of potential neighbourhood environmental problems on a number of items e.g., presence of rubbish and litter, vacant houses and abandoned cars (LaGrange, Ferraro, & Supancic, 1992; Taylor & Hale, 1986). This scale was reversed scored so that a higher rating reflected fewer neighbourhood problems and hence, higher perceived environmental quality. A paired samples *t*-test revealed that there was a significant change in participant's perception of their neighbourhood's environmental quality from pre- ( $\alpha = .85$ ;  $M = 5.55$ ,  $SD = 1.01$ ) to post- ( $\alpha = .88$ ;  $M = 5.71$ ,  $SD = 0.99$ ) the Neighbour Day 2019 event,  $t(203) = -3.24$ ,  $p = .001$ . See Figure 14.

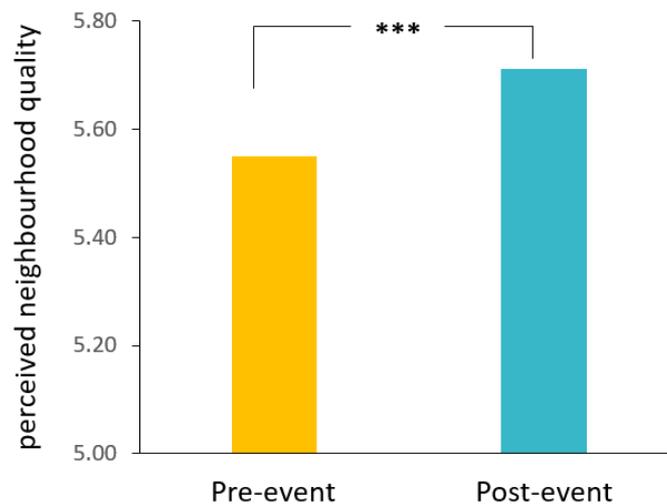


Figure 14. Significant positive change in *perceptions of neighbourhood quality* at post-event

### 5.3.4 Results | Feelings of personal safety

Respondents were asked whether they feel safe being outside and alone in their neighbourhood during the day and at night (McGarrell et al., 1997), at both pre- and post- event. Generally, respondents felt safer during the day compared to at night. There was however, no significant change in respondents' perceived safety of being alone outside in their neighbourhood during the day-time ( $M = 6.08$ ,  $SD = 1.28$  vs  $M = 6.09$ ,  $SD = 1.22$ ,  $p = .947$ ) or night-time ( $M = 4.92$ ,  $SD = 1.75$  vs  $M = 4.93$ ,  $SD = 1.73$ ,  $p = .904$ ) from pre- to post- event. For comparison purposes, this measure of personal safety was transformed according to a US study conducted by McGarrell and colleagues' (1997). Overall, our Australian respondents in this study felt higher levels of safety in their neighbourhoods on average ( $M = 7.89$ ;  $N = 437$ , at pre-event) than those in the US sample ( $M = 4.33$ ;  $N = 998$ ; McGarrell et al, 1997). This may explain why no difference was observed across time-points.

### 5.3.5 Results | Feelings of loneliness

Respondents were asked to rate their sense of loneliness on a 1-item scale “I often feel very lonely.” An independent samples t-test, comparing respondents who completed both surveys and those who responded at pre-event only, revealed that respondents who rated significantly higher on loneliness at pre-event were more likely to complete the survey at time 2. However, there was no significant change in these respondents’ sense of loneliness from pre- ( $M = 3.06, SD = 1.69$ ) to post- ( $M = 3.08, SD = 1.75$ ) event,  $p = .851$ .

Compared to a nationally representative sample of Australian adults ( $M = 2.72, SD = 1.75$ ; data from Fong et al., 2019a), this sample rated slightly higher on feelings of loneliness on the same measure. Therefore, this provides some indication that the Neighbour Day Campaign raises awareness of neighbourly connections among people who may be feeling lonely. Alternatively or in addition, hosting a Neighbour Day event or taking action may be more appealing to those who are experiencing loneliness.

### 5.3.6 Results | Perception of social cohesion

Respondents were asked to rate on their perception of social cohesion in their neighbourhood on a 5-item scale e.g., “people around here are willing to help their neighbours” (Sampson, Raudenbush & Earls, 1997). Compared to a nationally representative sample of Australians ( $M = 4.66, SD = 1.06$ ; data from Fong et al., 2019a), respondents in this sample reported higher levels of social cohesion on the same measure. There was no significant change in respondents’ perceived neighbourhood social cohesion from pre-event ( $\alpha = .81; M = 5.06, SD = 1.13$ ) to post-event ( $\alpha = .78; M = 5.04, SD = 1.03$ ),  $p = .790$ .

### 5.3.7 Results | Parental perception of children’s safety

Where applicable, respondents who were parents ( $n_s = 103 - 119$ ) were asked to rate on whether they thought it was safe for their children to (a) play in the front garden ( $M_{pre} = 5.11, SD_{pre} = 1.82$  vs  $M_{post} = 5.02, SD_{post} = 1.87$ ); (b) play in the nearby park ( $M_{pre} = 4.91, SD_{pre} = 1.76$  vs  $M_{post} = 4.97, SD_{post} = 1.70$ ); (c) walk to a friend’s house ( $M_{pre} = 5.04, SD_{pre} = 1.71$  vs  $M_{post} = 5.05, SD_{post} = 1.73$ ); and (d) walk to school ( $M_{pre} = 4.62, SD_{pre} = 1.95$  vs  $M_{post} = 4.62, SD_{post} = 2.03$ ), at pre- and post-event. There were, however, no significant changes in participant’s perception of children’s safety ( $ps = .497$  to  $.949$ ). Note. The different number of responses for each item varied depending on whether the question was applicable (e.g., not all children live within walkable distances from their school.)

To replicate the findings from a cross-sectional study by Schoeppe et al., (2015), we assessed whether parental perception of children’s safety (averaged across the four items) could be predicted from neighbourhood socioeconomic status, social cohesion and their interaction term as the predictor variables. The sample at pre-event was used due to the larger sample size.

Consistent with Schoeppe et al. (2015), our results showed that neighbourhood socioeconomic status ( $\beta = .08, p = .009$ ) and social cohesion ( $\beta = .50, p < .001$ ) both predicted parents' perception of children's safety. Higher neighbourhood wealth and social cohesion was associated with higher perceived children's safety from parents. In contrast to other findings, the interaction term was not significant ( $p = .317$ ) suggesting that social cohesion did not moderate the effects of neighbourhood wealth on parental perceptions of children's safety. These main effects remained after controlling for respondents' age, gender and level of education, which were not significant predictors ( $ps .093$  to  $.653$ ). Overall, model fit was  $R^2 = .18$ , explaining 18% of the variance in parents' perception of children's safety,  $F(5, 283) = 11.99, p < .001$ .

### 5.3.8 Results | NDC participation in previous years

While most respondents (73.3%) indicated that 2019 was their first time hosting or taking action during this year's NDC, the rest had participated in prior years (see Figure 15). A small percentage of the sample (2.5%) indicated that they had participated every year since 2014, half of these were through local community groups. This provides some tentative evidence that retention rates may be higher among local community groups than individuals. These figures however suggest that the Neighbour Day Campaign is gaining both substantial interest among those who are new to the event, as well as retaining some respondents from prior years ensuring the Campaign's sustainability into the future.

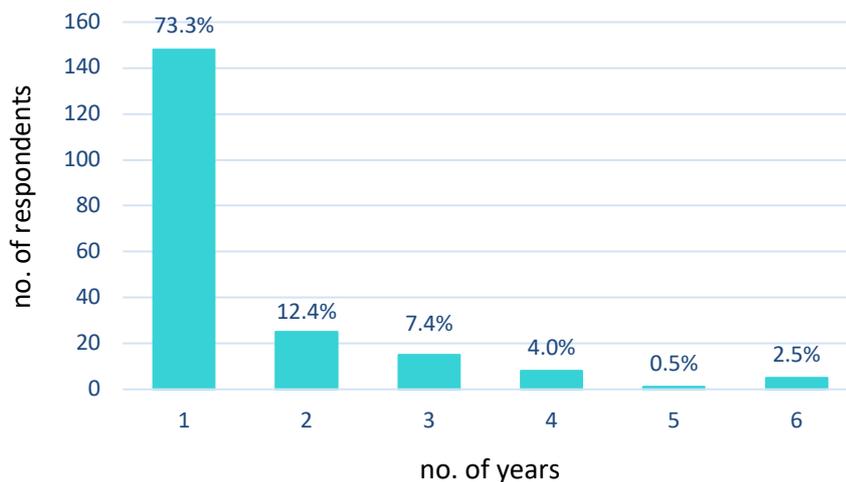


Figure 15: Years of participating in the Neighbour Day Campaign.

### 5.3.9 Results | Intended future NDC participation

The majority of respondents (86.5%) indicated that they intended to take action on Neighbour Day next year. A small percentage were unsure (10.1%) and yet a much smaller percentage indicated

that they would not (3.4%). This provides evidence supporting the future sustainability of NDC events.

## 6 Discussion

*The short-term outcomes* of Relationships Australia's Neighbour Day Campaign that were within the scope of this report were threefold: (a) increased knowledge and awareness of Relationships Australia as the home of Neighbour Day; (b) increased knowledge and awareness of Neighbour Day and its relationships to individual, family and community wellbeing; and (c) increased support of Neighbour Day from individuals and organisations. We found positive evidence for all three of these outcomes. For example, the great majority of respondents surveyed at pre-survey reported having had little or no prior knowledge of Relationships Australia and indicated that they used Neighbour Day Campaign values and messages in their involvement of other community activities.

*The medium-term outcomes* of Relationships Australia's Neighbour Day Campaign that were within the scope of this report were twofold: (a) increased contact between neighbours and community participation; and (b) increased capacity in hosting events. While most of the events or actions were undertaken by private individuals, almost one third of the events or actions were held by organisations, councils and community groups. This sizeable proportion of non-individual and better-resourced public entities suggest increased capacity in reach. For example, our results showed that *where* respondents intended to hold their Neighbour Day Campaign event was not influenced by where they lived (i.e., dwelling type, neighbourhood socioeconomic status) but rather their vision of the number of people from their local community likely to participate in their event or action. Furthermore, the fact that almost 40% of the events were open to the public (i.e., not by invitation only) is indicative of the capacity of the Neighbour Day Campaign to help residents form new connections, which could be particularly beneficial to newcomers in the neighbourhood and facilitative of Relationship Australia's long-term goals of improving neighbourhood inclusion. Our results also indicated that the most important benefits gained from Neighbour Day Campaign involvement were community-level outcomes such as opportunity to socialise, getting to know neighbours and building a stronger community as well as social psychological outcomes such as *feeling connected with the community*.

*The long-term outcomes* of Relationships Australia's Neighbour Day Campaign that were examined in this report were threefold: (a) to increase social capital; (b) to improve social inclusion; and (c) to ensure that the Campaign is sustainable. We further explored whether participation in NDC 2019 enhanced key social psychological measures, which are critical to building neighbourhood social capital and inclusion.

In utilising a pre- and post- survey design, this evaluation report found evidence that Neighbour Day Campaign participation increased respondents' pre-event levels of (1) neighbourhood identification, (2) sense of belonging, and (3) positive perceptions of the neighbourhood environment. We found no difference between pre- and post- levels of respondents' feelings of personal safety, loneliness and perceived social cohesion in their neighbourhood. Similarly, we did

not find any difference on parents' perception of children's safety in the neighbourhood between the pre- and post-survey. Our results suggest that while respondents in our sample felt their neighbourhood to be *more cohesive* than the national average, there was indication that they personally felt *more lonely* than the national average. While this combination may be somewhat unusual, this might make neighbourhood engagement particularly likely.

The results of this report indicated that the vast majority of respondents were likely to continue contact with neighbours and participate in future Neighbour Day Campaign events. Our figures showed that over a quarter of respondents took part in Neighbour Day Campaign events in preceding years, suggesting that the Campaign is sustainable in terms of retention and attracting new hosts. There was indication that respondents were motivated primarily by the community-level benefits of participating in NDC 2019 events (e.g., creating stronger community) rather than by personal benefits (e.g., individual physical and mental health).

### 6.1 Study Limitations

Our findings indicated that NDC 2019 participation increased respondents' sense of identification and belonging with others in their neighbourhood. Previous research suggests that enhanced social identification can potentially facilitate neighbourhood social capital and social inclusion. However, social capital and inclusion are *community*-level measures and while our sample was geographically and socioeconomically diverse, our findings relied on data from *individuals*, and in particular, Neighbour Day Campaign event hosts. For the first time, this Neighbour Day Campaign evaluation employed a repeated measures design by following participants over two time-points. However, because this study covered only a two month period, it is difficult to infer long-term effects of Neighbour Day Campaign participation. Future studies would be best placed to assess the medium and long-term outcomes of the Neighbour Day Campaign if they were to take a community-wide sampling and longitudinal approach with a longer time-frame to examine whether the intervention has sustained individual and community-level impacts on social capital and inclusion.

## 7 Conclusion and recommendations

The aim of the Neighbour Day Program is to promote the Neighbour Day Campaign as a vehicle to encourage people to connect with their neighbours and communities with the overall aim of improving individual, family and community wellbeing.

Based on this evaluation, Neighbour Day appears to be achieving some of its long-term outcomes, specifically toward developing social capital and inclusiveness in neighbourhoods. The information presented in this report should provide a baseline with which to measure the future success of the Campaign in 2020.

This evaluation has demonstrated that the Neighbour Day Campaign was an effective tool for individuals, communities and organisations to facilitate connection. Furthermore, there is preliminary evidence showing that Neighbour Day 2019 participation led to improvements in respondents' sense of identification and belonging with their neighbourhood, as well as enhanced

perceptions of the neighbourhood environment. There was some indication that the majority of this year's respondents planned to continue to remain in contact with neighbours and people in their local community. In terms of the Program's sustainability there was strong evidence that the Neighbour Day campaign is able to attract new recruits as well as retain a high percentage of respondents (approximately 25%) from previous years.

The key recommendations from this report are six-fold:

- 1. Continue to promote Neighbour Day and the importance of social connection throughout Australia, with extra coverage to target specific states to increase participation.** The reach of Neighbour Day is already significant but could be extended through social and mainstream media, with extra coverage to target specific states such as NSW, which was underrepresented in the survey and download data, relative to their population size. QLD may provide a useful model for how to increase participation, as this state is overrepresented relative to population size, likely due to its longer history of Neighbour Day involvement.
- 2. Develop a strategy to encourage residents of different housing types to connect with their neighbours.** Target residents of semi-detached, apartments, units and medium to high-density developments, which may use Neighbour Day as an opportunity for getting together. For example, our results show that residents of medium- and high- density dwellings (compared to detached home dwellers) were more likely to host face-to-face NDC events.
- 3. Increase awareness of Neighbour Day and the importance of neighbourly actions among sub-populations who are vulnerable to social isolation.** Increase awareness of Neighbour Day among people who may be more vulnerable to social isolation (e.g., minority background, older retired people, high-rise occupants particularly in disadvantaged contexts) in advertising and promotional materials for next year's campaign. For instance, focus groups might be conducted in communities with large numbers of non-English speaking or older residents, or neighbourhoods which are particularly diverse, to gain insight on how best to adapt the Neighbour Day Campaign for these areas.
- 4. Continue to collect survey data from respondents at multiple time-points.** Engagement strategies such as competitions and incentives reduce the attrition rates of study respondents across multiple, ideally at least three, time-points, which increases the statistical power of the study to detect any effects.
- 5. Follow-up with respondents using a longer timeframe to assess whether outcomes are sustained.** Measure whether changes in individual perceptions and community connections facilitated by Neighbour Day are sustained over a longer period of time (e.g., 6 to 9 months after Neighbour Day). A survey design with multiple time-points and over a longer period can be more informative in assessing the causal role of the Campaign on key outcomes.
- 6. Collect survey data from attendees as well as event hosts to assess community-based outcome measures such as social capital requires data from members of the same community.**

Investigate other possibilities of collecting survey data from individuals participating in Neighbour Day events and not just those organising or hosting the events. This may be a way to assess the quality and quantity of connections formed by attending a Neighbour Day event as well as the level of social inclusion at such events. Targeting high-rise communities might be an effective way of obtaining this data.

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## 9 Appendices

### 9.1 Appendix A | Relationships Australia Neighbour Day Campaign Program logic

#	Short-term outcomes <i>(change in knowledge, skills, awareness and motivation)</i>	Medium-term outcomes <i>(Change in behaviour or practice)</i>	Long-term outcomes <i>(environmental, economic or social changes)</i>
1	Increased knowledge and awareness of Relationships Australia as the home of Neighbour Day	Increased contact between neighbours and community participation	Increased social capital
2	Increased knowledge and awareness of Neighbour Day and its relationships to individual, family and community wellbeing	Increased commitment of the Relationships Australia federation to Neighbour Day	Social inclusion
3	Increased support of Neighbour Day from individuals and organisations	Increased in-kind and financial support from external stakeholders	Improved physical and mental wellbeing
4	Increased media engagement	Increased capacity in hosting events (less input required over time)	Neighbour day campaign is sustainable.
5	Increased confidence in the community in hosting a Neighbour Day event	Strategic relationships developed with relevant organisations as a result of Neighbour Day	
6	Stakeholder needs are understood		
7	Neighbour day is aligned with current and future business		
8	Internal and external champions knowledgeable and supported to facilitate Neighbour Day engagement		

## 9.2 Appendix B | Pre-event registrants survey

1. At your 2019 event or activity, approximately how many people do you plan to invite, or expect to engage with?

- 1
- 2-5
- 6-10
- 11-20
- 21-50
- 51-100
- 101-500
- 500+
- NA

2. Where do you plan to host your Neighbour Day event?

- At home (inside)
- At home (in the garden)
- In a neighbourhood park or greenspace
- At a community centre (library, seniors centre, council offices)
- At a commercial venue (coffee shop, restaurant, pub)
- Common space (a carpark, street)
- Other (please specify)

3. Please rate on how much you agree with each of the following statements:

(1 strongly disagree to 7 strongly agree)

- There are enough public spaces (e.g., library, community centres) near where I live.
- There are adequate greenspaces and parks near where I live.
- It's quite easy to walk around in my neighbourhood.
- It's quite easy to find somewhere to park in my neighbourhood.
- There are a good variety of shops (grocer, butcher, coffee shop etc) near where I live.
- There are adequate transport options near where I live.
- There are many opportunities to meet other residents in my neighbourhood.

4. Please rate on how much you agree with each of the following statements:

(1 strongly disagree to 7 strongly agree)

- I feel a part of my local community
- I identify with (the people in) my neighbourhood
- I see myself as a resident of this neighbourhood
- I am pleased to be a neighbourhood resident
- I have strong ties with other residents in this neighbourhood
- I identify with other residents in this neighbourhood
- I am satisfied with my neighbourhood.

5. Please rate on how much you agree with the following statements: (1 very unsafe to 7 very safe)

- I feel safe being outside and alone in my neighbourhood at night
- I feel safe being outside and alone in my neighbourhood during the day

6. How would you rate the following problems in your local area?

(1 not a problem at 7 all to a very big problem)

- Rubbish and litter
- Loose dogs
- Bad neighbours
- Graffiti on footpaths and walls
- Vacant houses and abandoned cars
- Unsupervised groups of young people
- Too much noise
- People drunk
- People dealing illicit drugs

7. Please rate on how much you agree with each of the following statements:

(1 strongly disagree to 7 strongly agree)

- People around here are willing to help their neighbours
- People in this neighbourhood can be trusted
- People in this neighbourhood generally do not get along with each other
- This is a close-knit neighbourhood
- People in this neighbourhood do not share the same values

8. I often feel very lonely

(1 strongly disagree 7 strongly agree)

9. As a parent or guardian of school aged children, I think it is safe for my child(ren) to:

Please answer if applicable by rating on the following items:

(N/A; 1 strongly disagree – 7 strongly agree)

- play in the front garden
- play in the nearby park
- walk to school, if they attend the local school
- walk to a friend's house who lives close

10. Please tell us a little bit about where you live:

What best describes where you live?

I live in a ..... (please tick one)

- house
- townhouse
- units/low rise apartments
- high-rise apartment (more than 4 storeys)
- rural property or farm
- Other (please specify)

11. What is the name of your suburb?

12. What is your postcode?

13. How long have you been living in your neighbourhood?

- Less than 6 months
- 6-12 months

- 1-2 years
- 2-5 years
- 5-10 years
- 10+ years

14. On average how wealthy do you consider the people in your neighbourhood compared to the rest of your city/regional area?

Please rate on a scale from 1 to 10.

(where 1 star represents the least wealthy and 10 stars represents the wealthiest people in your city)

15. Please tell us a little bit about yourself:

Please indicate your gender:

- female
- male
- other

16. How old are you?

- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

17. What is your current living situation?

- living alone
- couple with no children under 18 living at home
- couple with at least 1 child under 18 living at home
- single parent with at least 1 child under 18 living at home
- living with housemates
- Other (please specify)

18. What is your highest level of education?

- Less than Year 12
- Year 12 Certificate
- Certificate or vocational diploma
- some university
- Completed a Bachelor Degree
- Completed a Master/Doctorate Degree

19. What is your current employment status?

(you can select more than one answer)

- Full time employed
- part time employed
- student
- retired, carer/parent
- disability pension

- not currently working

20. What is your ethnicity?

- White/Caucasian
- Asian
- Middle Eastern/Arabic
- Indigenous Australian
- Mixed/Other

21. At Relationships Australia, we want to make Neighbour Day the best it can be. To help us understand what worked well and less well for you, we'd like to contact you again after Neighbour Day to participate in another short survey. The first 100 people to complete it will earn \$50!

If you are willing to help us with this research, please provide your contact details below. This information will be stored securely and not linked to your responses in the survey. It will not be used for any other purpose except to (1) contact you about the follow-up survey.

Email Address

Phone Number

### 9.3 Appendix C | Post-event survey

1. In what years have you promoted Neighbour Day in your neighbourhood or community?

(you may choose more than one):

- 2019
- 2018
- 2017
- 2016
- 2015
- 2014
- Other (please specify)

2. How did you celebrate Neighbour Day in 2019? You may select more than one option.

- Morning/Afternoon teas
- BBQ
- Street party
- Bring plate/shared food
- Picnic
- Games
- Visited neighbour(s)
- Left connection or calling card
- Community meeting
- Posted a message on social media
- Other (please specify)

3. Was your Neighbour Day promotion, event and/or action done by :

- You as an individual
- Council/Shire
- NGO
- Local community group
- Business
- Other (please specify)

4. Was your promotion, event or action? w

- Open to the public
- Private/invitation only
- Other (please specify)

5. At your 2019 event or activity or action, approximately how many people attended/participated/were engaged with?

- N/A
- 1
- 2-5
- 6-10
- 11-20
- 21-50
- 51-100
- 101-500
- 500+

6. How did you promote your event? (you may choose more than one) w

- Face to face invitations
- Invitation left
- Promotional flyers
- Calling or connection cards
- Posters
- Email
- Facebook
- Community newsletter
- I didn't promote an event.

7. What was the most successful form of promotion? (please rank in order of usefulness) w

- Face to face invitations
- Invitation left
- Promotional flyers
- Calling or connection cards
- Posters
- Emails
- Facebook
- Community newsletter
- I did not use these resources

8. Which Neighbour Day online resources were useful? (please select your top three) w

- Posters
- Invitations
- Calling cards
- Connection cards
- Ecards
- Promotional flyers
- Name tags
- Selfie and event signs
- Certificate of recognition
- Colouring in page
- Media template
- How to Neighbour Day
- How to for hosts
- How to for Councils and Community Organisations
- How to for the Workplace
- How to social
- Social media channels e.g. Facebook, Twitter, Instagram
- Neighbour Day graphics e.g. Very Neighbourly tips, We feel better when we belong etc.
- I didn't use any resources
- Other (please specify)

9. Will you promote and/or host a Neighbour Day event or undertake a Neighbour Day action again?

- Yes
- No
- Maybe

10. Everyone does Neighbour Day in their own way.

What were the benefits of promoting and/or hosting a Neighbour Day event in your neighbourhood/community, and/or undertaking neighbourly action?

- Benefits for you (you may choose more than one): w
- I got to know my neighbours/community
- Raise awareness of the importance of neighbours
- Fun/enjoyment/socialise/celebrate
- Show support for others / check in on neighbours
- I was able to connect with elderly / vulnerable people
- I felt more connected to my neighbourhood
- Improved mental health
- Improved physical health
- Feelings of safety/support
- Opportunity to learn and discuss what is happening in my neighbourhood
- Help create a strong community
- I didn't benefit
- Other (please specify)

11. Are you planning on maintaining ongoing contact with your neighbours/community? w

- Yes
- No
- Maybe

12. Provide example(s) (you can select more than one option) w

- Regularly visit/check in on neighbour(s)
- Regularly telephone/check in on neighbour(s)
- Joined a volunteer activity
- Regular morning/afternoon tea catch ups
- Regular neighbourly get-togethers
- Regularly attend community meeting(s)
- Joined a community organisation/club
- Other (please specify)

13. Do you use the Neighbour Day values and messages in the other community activities you are involved in?

- Yes
- No
- I'm not involved in community activities

14. How much did you know about Relationships Australia before participating in Neighbour Day compared to now?

- Nothing
- A little bit
- Some
- A lot

Please tell us a little bit about where you live.

15. Please rate on how much you agree with each of the following statements:

(1 strongly disagree to 7 strongly agree)

- I feel a part of my local community
- I identify with (the people in) my neighbourhood

- I see myself as a resident of this neighbourhood
- I am pleased to be a neighbourhood resident
- I have strong ties with other residents in this neighbourhood
- I identify with other residents in this neighbourhood
- I am satisfied with my neighbourhood.

16. Please rate on how much you agree with the following statements: (1 very unsafe to 7 very safe)

- I feel safe being outside and alone in my neighbourhood at night
- I feel safe being outside and alone in my neighbourhood during the day

17. How would you rate the following problems in your local area?

(1 not a problem at 7 all to a very big problem)

- Rubbish and litter
- Loose dogs
- Bad neighbours
- Graffiti on footpaths and walls
- Vacant houses and abandoned cars
- Unsupervised groups of young people
- Too much noise
- People drunk
- People dealing illicit drugs

18. Please rate on how much you agree with each of the following statements:

(1 strongly disagree to 7 strongly agree)

- People around here are willing to help their neighbours
- People in this neighbourhood can be trusted
- People in this neighbourhood generally do not get along with each other
- This is a close-knit neighbourhood
- People in this neighbourhood do not share the same values

19. I often feel very lonely

(1 strongly disagree 10 strongly agree)

20. As a parent or guardian of school aged children, I think it is safe for my child(ren) to:

Please answer if applicable by rating on the following items:

(N/A; 1 strongly disagree – 7 strongly agree)

- play in the front garden
- play in the nearby park
- walk to school, if they attend the local school
- walk to a friend's house who lives close

## 9.4 Appendix D | Calculation of participation numbers NDC 2019

### Method used to estimate participant numbers

For NDC2018 and NDC2019 we used the following process.

Post event survey asks for numbers of people who attended events or were involved in Neighbour Day actions.

Brackets for participant numbers are as follows:

1-5	6-10	11-20	21-50	50-100	101-500
501+					

Steps to calculate participant numbers (in an Excel spreadsheet)

1. Count the number occurrences of each bracket (from the survey question)
2. Multiply each figure by the mid-point of each bracket number
3. Add the totals together
4. Divide by the number of events
5. Total = Y

X=number of unique downloads (from the Neighbour Day website)

Y=average number of people that attended each event as reported in by respondents in the post survey

$X \times Y =$  Total participant numbers

Therefore for NDC2019

$7088 \times 41 = 290,608$

State & Territory participation is extrapolated from the geo-location data from the downloads using the respective percentages per state and territory from that report i.e. not the actual numbers (as these will vary from the total download figure).

For example: If QLD is 35% of total - therefore 35% of 7088 (total unique downloads) = 2480

## 9.5 Appendix E | Result tables

Table 1.

Predictor	$\beta$	SE	Wald's $\chi^2$	df	p	e $\beta$ (odds ratio)	95% C.I. for e $\beta$ Lower Upper	
Constant	-0.021	0.430	0.002	1	.962	0.980	NA	
SEIFA Index adv/dis	-0.070	0.045	2.380	1	.123	0.933	0.853	1.019
Dwelling type (0 = detached house, 1= semi-detached, apartments, units)	-0.328	0.306	1.150	1	.284	0.720	0.395	1.312
Estimated attendees	0.036	0.007	30.278	1	.001	1.037	1.024	1.051
Test			$\chi^2$	df	p			
Overall model evaluation								
Likelihood ratio test			437.33	3	.001			
Score test			37.17	3	.001			
Wald test			7.401	1	.007			
Goodness-of-fit test								
Hosmer & Lemeshow			189.18	8	.001			

Cox and Snell  $R^2 = .19$ . Nagelkerke  $R^2 = .25$ .

Table 2.

Predictor	$\beta$	SE	Wald's $\chi^2$	df	p	e $\beta$ (odds ratio)	95% C.I. for e $\beta$ Lower Upper	
Constant	2.300	1.054	4.765	1	.029	9.979	NA	
SEIFA Index adv/dis	-0.097	0.124	0.602	1	.438	0.908	0.711	1.159
Dwelling type (0 = detached house, 1= semi-detached, apartments, units)	1.649	0.627	6.904	1	.009	5.200	1.520	17.789
Residence length	-0.021	0.082	0.064	1	.800	0.979	0.833	1.151
Test			$\chi^2$	df	p			
Overall model evaluation								
Likelihood ratio test			81.31	3	.047			
Score test			10.061	3	.018			
Wald test			81.024	1	.001			
Goodness-of-fit test								
Hosmer & Lemeshow			7.325	8	.502			

Cox and Snell  $R^2 = .04$ . Nagelkerke  $R^2 = .11$ .