



First Impressions Community Exchange (F.I.C.E.)

**– Resource Kit –
for Volunteer Visiting Team
Members**

**Thank you for your
commitment to be a volunteer
member of our Visiting Team
in the First Impressions
Community Exchange
(F.I.C.E.) ...**

Along with other visiting team members, you will make an unannounced, 'incognito' visit to our exchange community _____ on _____, 20____.

The Team's task is to tour the community, interact with locals, gather impressions, fill in the survey questionnaire and take photographs. During the week following the visit, the Team will assemble a Feedback Report and help prepare a PowerPoint presentation for the exchange community. A similar Team from the exchange community will carry out the same task, providing that service for our community.

You are not expected to offer expert advice – you are simply expected to give an honest outsider's viewpoint (positive and negative) on various aspects of the exchange community. F.I.C.E. provides a fun and structured opportunity for both participating communities to learn about the first impressions they convey to outsiders.

This Resource Kit provides copies of the two important feedback reporting tools – the **Survey Questionnaire** and the **Photo Log Form**. The Team’s Coordinator will also provide you with background information specific to the exchange community, a clipboard and a digital camera if you do not possess one.

The Survey Questionnaire contains eight sections which need to be completed by the end of the visit, namely –

- a) Impressions Prior to your Visit
- b) The First Five Minutes – Initial Impressions
- c) ‘Drive About’ Impressions
- d) ‘A Walking Tour’ of CBD / Main Street Impressions
- e) Impressions through Role-Playing
- f) Sensory Impressions
- g) Information Source Impressions
- h) Overall Impressions.

Expectations for each section are explained in the Survey Questionnaire. Many of the questions in the Survey Questionnaire require you to rate and comment. A standard rating scheme is explained at the beginning of the Survey Questionnaire document. The F.I.C.E. involves both observation and conversation. Interacting with as many locals as possible in the exchange community is vital.

For part of the exercise, Team Members will be allocated a role to act out – ‘tourist’, ‘retiree’, ‘potential resident (with family)’, ‘business operator’ and ‘young single adult’. This will provide invaluable perspective from five specific groups present in most communities. The role you have will determine some of the places you will visit and questions you will ask. Examples of questions you might use are –

- *‘I have never been here before. As a visitor what should I not miss?’*
- *‘I’m thinking of moving to a smaller (larger) community, maybe a place like this community. What are the schools like? Is it a good place to bring up a young family?’*
- *‘I am passing through this community next month for a wedding. Where would you recommend I stay?’*
- *‘My wife / husband and I want to retire to a community of this size. What are the health and recreational facilities like for people our age?’*

It is quite a task the Team has to do. Here are a few tips from Volunteer Visiting Team Members from other communities who have undertaken the F.I.C.E. Exercise –

F.I.C.E. Volunteer Team Member Resource Kit

- *You will get the best information if residents do not know you are there to assess the community – be as incognito as possible.*
- *Focus on the positive as well as the negative – everyone likes to hear when they are doing something right!*
- *Do not feel limited by the Survey Questionnaire – record any additional information about community strengths and weaknesses.*
- *Strike up as many conversations with local residents as possible.*
- *F.I.C.E. is all about initial impressions – it is not about right and wrong. Naturally, impressions may vary among Team Member's and that is fine.*
- *Have fun and enjoy the day!*

Finally, the exchange element of F.I.C.E. is based on the notion that all communities can learn from their peers. The F.I.C.E. experience will certainly give us insights, ideas and 'fresh eyes' as we return to our community.

First Impressions Community Exchange (F.I.C.E.) Survey Questionnaire

The Survey Questionnaire involves the completion of eight sections, namely –

- a) Impressions Prior to your Visit
- b) The First Five Minutes Initial Impressions
- c) 'Drive About' Impressions
- d) 'A Walking Tour' of CBD / Main Street Impressions
- e) Impressions through Role-Playing
- f) Sensory Impressions
- g) Information Source Impressions
- h) Overall Impressions

Remember to use this Survey Questionnaire document as a guide.

Feel free to add comments and to modify questions so as to better suit the community you are visiting.

Where you are asked to rate something, use the following as a guide:

- | | |
|---------------|--|
| 1: | Needs urgent attention / action |
| 2 – 4: | Needs improvement |
| 5: | Satisfactory |
| 6 – 9: | Good / Very good |
| 10: | Excellent! You should be telling others about this |

In the spaces provided, give specific (rather than general) comments on both the positive aspects of the community, and areas where you feel changes / improvements could be made.

a). IMPRESSIONS PRIOR TO YOUR VISIT

What is your impression of the community before your upcoming visit? What are you expecting to see? Please comment on what you know about this community.

For Visiting Team Coordinator:

How easy was it to get information by mail and telephone about the community you are visiting? Are you satisfied with the quality of information received? Did the information arrive in a timely manner?

Rate and comment on the community's online materials and information (only answer if you were assigned the task of reviewing the community's website).

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

b). THE FIRST FIVE MINUTES - INITIAL IMPRESSIONS

Upon arrival at the exchange community, drive through the community for five minutes without speaking to other team members. Park the vehicle and then record your first impressions of the community:

c). 'DRIVE ABOUT' IMPRESSIONS

As a group, spend up to one hour driving around the community and record impressions.

i). Community Entrances – Road / Highway

Approach the community from the major entrances. Rate and comment on each entrance in terms of signage, quality and quantity of community advertising, billboards, community statements, logos, beautification efforts and other pointers that you think might indicate exceptional community pride and involvement.

Entrance #1: _____
(Road name and direction)

How favourable an impression of the community does this entrance provide?

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Entrance #2: _____
(Road name and direction)

How favourable an impression of the community does this entrance provide?

| | | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|---|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | | Excellent |
| Attention | | | | | | | | | | |

Comment:

Entrance #3: _____
(Road name and direction)

How favourable an impression of the community does this entrance provide?

| | | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|---|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | | Excellent |
| Attention | | | | | | | | | | |

Comment:

Entrance #4: _____
(Road name and direction)

How favourable an impression of the community does this entrance provide?

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

ii). Community Entrances – Air Terminal, Railway Station and Bus Terminal (where applicable)

Air Terminal:

How favourable an impression of the community does this entrance provide?

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Railway Station:

How favourable an impression of the community does this entrance provide?

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Bus Station / Bus arrival point:

How favourable an impression of the community does this entrance provide?

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

iii). Housing and Residential Areas

Drive through as many suburbs as possible.

How would you rate the overall quality of housing in the community?

Types of housing -

Existing / older Homes:

1 2 3 4 5 6 7 8 9 10
Poor Satisfactory Excellent

Senior Citizen Housing:

1 2 3 4 5 6 7 8 9 10
Poor Satisfactory Excellent

New Construction:

1 2 3 4 5 6 7 8 9 10
Poor Satisfactory Excellent

Apartments / Rental Housing:

1 2 3 4 5 6 7 8 9 10
Poor Satisfactory Excellent

Comment:

Is there an adequate mix of housing to suit a variety of income levels?

Are there adequate housing rental options available in the community?

What are the most appealing features of the housing in this community? Why?

What are the least appealing features of housing in this community? Why?

Comment on the quality and availability of residential infrastructure (e.g. roads, sidewalks etc).

Comment on residential gardens, landscaping and sense of pride.

iv). Recreational Facilities

Comment on the community's range and condition of its parks, gardens, public spaces and playgrounds.

Did any recreational facility (private or public) in this community surprise you?

What recreational activities or facilities seemed to be lacking?

Rate the **overall suitability** of the recreational facilities for each of the following groups –

Senior Citizens:

| | | | | | | | | | |
|-------------|---|---|---|--------------|---|---|---|---|-------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Poor | | | | Satisfactory | | | | | Excellent |
| Suitability | | | | Suitability | | | | | Suitability |

Families:

| | | | | | | | | | |
|-------------|---|---|---|--------------|---|---|---|---|-------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Poor | | | | Satisfactory | | | | | Excellent |
| Suitability | | | | Suitability | | | | | Suitability |

Singles, young adults:

| | | | | | | | | | |
|-------------|---|---|---|--------------|---|---|---|---|-------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Poor | | | | Satisfactory | | | | | Excellent |
| Suitability | | | | Suitability | | | | | Suitability |

Teenagers:

| | | | | | | | | | |
|-------------|---|---|---|--------------|---|---|---|---|-------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Poor | | | | Satisfactory | | | | | Excellent |
| Suitability | | | | Suitability | | | | | Suitability |

Children (13 and under):

| | | | | | | | | | |
|-------------|---|---|---|--------------|---|---|---|---|-------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Poor | | | | Satisfactory | | | | | Excellent |
| Suitability | | | | Suitability | | | | | Suitability |

Comment:

Rate and comment on the appearance and state of –
Swimming Pool:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

Golf Course:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Community Sports Complex:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Youth / Community Centre(s):

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

v). Education Services

Rate and comment on the appearance of schools.

Pre-School / Daycare:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Primary:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Secondary:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

Post Secondary Educational Services:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

Question to ask later –

What do residents (young and old) think about the quality, reputation and accessibility of their local schools?

Overall, how would you rate the quality and availability of education facilities for a community of this size?

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

vi). Health Care Services

Rate and comment on the availability / accessibility and apparent quality of healthcare facilities and services.

Hospitals:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Doctors and Dentist of offices and clinics:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Nursing home facilities:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Other health services (e.g. chiropractor, physiotherapist, naturopath, masseur):

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Across the spectrum, how would you rate the adequacy of health care services / facilities for a community of this size?

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

vii). Social Services

What social services (e.g. senior's centre, counselling etc) are available accessible in the community?

What are the types of not-for-profit organisations and clubs that operate within the community?

Are there any obvious social services lacking in the community?

viii). Emergency Services

Question to ask later –

Do residents feel fire, ambulance and policing services are adequate?

ix). Public Toilets

Comment on the appeal of public toilet facilities in terms of quality, availability and accessibility.

x). Industrial Area(s) Appearance

Comment on the following aspects.

Location, accessibility and layout:

| | | | | | | | | | | |
|--|-----------|---|---|---|--------------|---|---|---|---|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | Needs | | | | | | | | | |
| | Urgent | | | | Satisfactory | | | | | Excellent |
| | Attention | | | | | | | | | |

Comment:

Signage and directions:

| | | | | | | | | | | |
|--|-----------|---|---|---|--------------|---|---|---|---|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | Needs | | | | | | | | | |
| | Urgent | | | | Satisfactory | | | | | Excellent |
| | Attention | | | | | | | | | |

Comment:

Beautification:

| | | | | | | | | | | |
|--|-----------|---|---|---|--------------|---|---|---|---|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | Needs | | | | | | | | | |
| | Urgent | | | | Satisfactory | | | | | Excellent |
| | Attention | | | | | | | | | |

Comment:

Degree of activity, diversity of businesses:

| | | | | | | | | | | |
|--|-----------|---|---|---|--------------|---|---|---|---|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | Needs | | | | | | | | | |
| | Urgent | | | | Satisfactory | | | | | Excellent |
| | Attention | | | | | | | | | |

Comment:

Did any businesses surprise you?

Would this community be an attractive location for business / industry relocation? Why or why not?

xi). Planning

Do you see any conflicting land uses in the community (e.g. a residential subdivision next to a pulp mill)?

Is all land usage appropriate (commercial, residential, green space etc)? Specify where you feel land usage is not appropriate.

xii). Tourism

List in order of priority the five most appealing tourist attractions of the community.

- 1.
- 2.
- 3.
- 4.
- 5.

Rate and comment on the visitor / tourist appeal of the community:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

d). 'A WALKING TOUR' – IMPRESSIONS OF CBD /MAIN STREET

The CBD / main street of any community is often an indicator of pride and confidence of a community. This part of the Survey Questionnaire focuses on this vital part of the community. Wander individually around the CBD / main street area, visiting as many businesses as possible.

What is your overall aesthetic / functional impression of the CBD / main street part of the community?

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

What is your impression of the overall economic health of the local community?

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Rate and comment on the variety of shopping options in the CBD / main street part of the community:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Rate and comment on the customer service you received in the CBD / main street part of the community:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | Satisfactory | | | | Excellent |

Comment:

Rate and comment on the window displays and merchandising in the CBD / main street part of the community:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | Satisfactory | | | | Excellent |

Comment:

Rate and comment on the people factor of the community e.g. friendliness, helpfulness, knowledge of local facilities, services and other businesses, smiles, welcoming, customer service etc:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | Satisfactory | | | | Excellent |

Comment:

Comment on the availability of facilities like:

1. ATM's –

2. Post boxes –

3. Water fountains –

4. Benches / seating –

5. Garbage bins –

Rate and comment on the number, maintenance and appearance of any historic buildings and features in the CBD / main street part of the community:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Comment on the use of public art in the CBD / main street part of the community:

Comment on accessibility of facilities and services for people with disabilities in the CBD / main street part of the community:

Did you experience any traffic or pedestrian congestion anywhere? If yes, please specify location.

Rate and comment on the signage in the CBD / main street part of the community:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Rate and comment on the quality and availability of parking in the CBD / main street part of the community:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Comment of the mix of facilities and services in the CBD / main street part of the community (housing, professional services, retail, recreational, accommodation & food, industry, parks etc):

What shops or services were missing that you expected to find?

What retail shops or services did you find that were unusual or unexpected for a town of this size?

What shop(s) / service(s) in this community would you travel a distance of more than 40 kilometres to patronise?

Rate and comment on the quality of food outlets in the CBD / main street part of the community:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Are there any obvious pressures on the CBD / main street? (e.g. development of big box retail developments in other parts of the community, lack of retail space, number of empty shops etc)

e). **IMPRESSIONS THROUGH ROLE-PLAYING EXERCISE**

*This section involves each Visiting Team Member assuming **one** of the following roles and recording impressions while 'in character'.*

i). **Tourist / Visitor Role**

Pretending to be a tourist, interact with locals and tourist operators in the search for an understanding of local attitudes towards tourism and the community's appeal as a tourist / visitor destination.

Rate and comment on the community's appeal as a tourist / visitor destination in terms of the following –

Knowledge and attitude of locals towards tourism:

| | | | | | | | | | | |
|--|-----------|---|---|---|--------------|---|---|---|---|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | Needs | | | | | | | | | |
| | Urgent | | | | Satisfactory | | | | | Excellent |
| | Attention | | | | | | | | | |

Comment:

Diversity, uniqueness and appeal of tourist attractions:

| | | | | | | | | | | |
|--|-----------|---|---|---|--------------|---|---|---|---|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | Needs | | | | | | | | | |
| | Urgent | | | | Satisfactory | | | | | Excellent |
| | Attention | | | | | | | | | |

Comment:

Availability and quality of tourist information:

| | | | | | | | | | | |
|--|-----------|---|---|---|--------------|---|---|---|---|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | Needs | | | | | | | | | |
| | Urgent | | | | Satisfactory | | | | | Excellent |
| | Attention | | | | | | | | | |

Comment:

Range of festivals and special events:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Availability and selection of accommodation:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Availability and selection of eating venues:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

After hours / evening visitor appeal of the community:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Does the community have a strong tourism sector?

Did you see any opportunities for new tourism product development?

Do you consider any existing assets / facilities / attractions to be underdeveloped in terms of tourism?

Would you recommend the community as a tourist destination? Why or why not?

ii). Potential Resident Role

Assuming the role of a potential resident with a young family, seek an understanding about the appeal of the community as a new family location.

Rate and comment on how the following issues would influence your decision to relocate –

Housing availability / affordability (including rentals):

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | |
| Attention | | | | | | | | | Excellent |

Comment:

Recreational opportunities:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | |
| Attention | | | | | | | | | Excellent |

Comment:

Schooling:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Community services:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Health facilities:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Community attitudes, engagement and welcome:

| | | | | | | | | | |
|------------------------------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs Urgent Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Would you recommend the community as a place that has appeal for a young family? Why or why not?

iii). Retiree Role

Assuming the role of a retiree, seek an understanding of the suitability of the community as a retirement destination.

Rate and comment on issues that would influence your decision to retire in the community –

Appropriate aged care housing:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | Satisfactory | | | | Excellent |

Comment:

Health services:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | Satisfactory | | | | Excellent |

Comment:

Community recreation facilities and services for the aged:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | Satisfactory | | | | Excellent |

Comment:

Community welcome, engagement and attitudes:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | Satisfactory | | | | Excellent |

Comment:

Disability facilities, accessibility and mobility:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Would you recommend the community as a retirement destination? Why or why not?

iv). Potential Business Operator Role

Assuming the role of a person seeking to establish a new business in town, seek an understanding of issues related to new business establishment through discussion with other operators, customers and municipal staff.

Rate and comment on how the following issues would influence your decision to establish a new business in the community –

Size of local market and degree of local customer loyalty:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Practical support from local Council:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

Business networking and vitality of local Chamber:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |
| | | | | | Satisfactory | | | | Excellent |

Comment:

Business support services:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |
| | | | | | Satisfactory | | | | Excellent |

Comment:

Availability of staff:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |
| | | | | | Satisfactory | | | | Excellent |

Comment:

Accessibility / availability of alternative markets outside the community:

| | | | | | | | | | |
|-----------|---|---|---|---|--------------|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |
| | | | | | Satisfactory | | | | Excellent |

Comment:

Are there any specific business establishment issues that need highlighting?

Would you consider locating your business here? Why or why not?

v). Young Single Adult Role

Pretend to be a young single adult (25 – 35 age group) who is contemplating relocation in terms of employment options to the community.

Rate and comment on issues related to the appeal of the community for this age demographic –

Appropriate / affordable housing:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Young adult night life:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Recreational and social facilities and activities:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | | | | | | |
| Attention | | | | Satisfactory | | | | | Excellent |

Comment:

Presence of other young adults:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | | | | | | |
| Urgent | | | | Satisfactory | | | | | Excellent |
| Attention | | | | | | | | | |

Comment:

What was the general perceived attitude of this age group (25 – 35 years) towards their community?

Would you consider this community as a suitable location for a young single adult? Why or why not?

f). SENSORY IMPRESSIONS

Describe the community using your senses.

i). Taste

Was there any specialty food item, bakery, restaurant or business that you will remember?

ii). Smell

Is there a scent that characterises the community?

iii). Sight

Was there any colourful or striking feature in the community that made an impression on you?

iv). Sound

What sounds did you hear? Please comment on the level of noise in the community.

g). INFORMATION SOURCE IMPRESSIONS

Were residents knowledgeable about their community? Explain your answer.

Was information on the community easily accessible?

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

Rate and comment on the community's Tourist Information Centre / services:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

Rate and comment on the availability and quality of the following information:
Community brochure / guides / maps:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

Business Directory:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

Community profile (including business and industrial opportunities):

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

Rate and comment on the appeal and usefulness of community information boards:

| | | | | | | | | | |
|-----------|---|---|---|--------------|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Needs | | | | Satisfactory | | | | | Excellent |
| Urgent | | | | | | | | | |
| Attention | | | | | | | | | |

Comment:

h). OVERALL IMPRESSIONS

Towards the end of the visit, take time in a coffee shop or on a park bench to reflect on the day and record your overall impressions.

Describe your overall 'gut feeling' about the community.

Was your perception of the community prior to the visit accurate? In what ways did the community surprise you?

Did the information you read on the community prior to the visit accurately reflect what you observed / experienced today? Why or why not?

What do you consider the most outstanding feature of this community? (i.e. a feature of service that makes it distinctive)

What do consider the key area that the community needs to give attention to?

List five positive things you learnt about this community:

- 1.
- 2.
- 3.
- 4.
- 5.

What are three potential opportunities available to this community?

- 1.
- 2.
- 3.

What are the five biggest challenges facing this community?

- 1.
- 2.
- 3.
- 4.
- 5.

Did residents identify any particular issues to be of major concern?

What will you remember most about this community six months from now (positive or negative)? What aspect had the greatest impact on you?

Did you sense strong community pride amongst residents? Explain your answer.

What have you learned today that has changed your impression of your **own community**?

Has today given you fresh ideas about what could happen **in your community**?
If yes, what?

Describe one or two ideas that you feel could be borrowed from this community for use in **your community**:

Are there any final comments you would like to record?

End of Survey
Many, many thanks for your efforts.

First Impressions Community Exchange Photo Log

Community: _____ Date: _____

| Photo # | Description: | Location: |
|---------|--------------|-----------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |
| 11 | | |
| 12 | | |
| 13 | | |
| 14 | | |
| 15 | | |
| 16 | | |
| 17 | | |
| 18 | | |
| 19 | | |
| 20 | | |
| 21 | | |
| 22 | | |
| 23 | | |
| 24 | | |

Notes:

Notes: