



Shelter SA Housing Matters Radio Program Evaluation Report December 2014

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housing matters



Introduction and Background

Shelter SA is the peak body for housing in South Australia. Shelter SA's vision is for every citizen to have an affordable, safe and secure place to call home. Shelter SA conducts policy, legislative and systems advocacy and research to produce advice for governments, stakeholders and the general public. Traditionally, peak bodies produce large volumes of written work including submissions, reports and research papers. Shelter SA communicates regularly and consistently with members and stakeholders but wished to pursue alternative avenues of communication and engagement with people who are new to Shelter SA and the general public through a more accessible and wide reaching medium. In 2013, Shelter SA planned the production of a one hour community radio show which aimed to create a media presence for serious debate and discussion about housing and homelessness contrary to mainstream media which often only reports superficially about relevant issues in these sectors. A second aim of the radio show was to increase stakeholder engagement. Through conducting recorded and live interviews with Ministers, politicians, senior public servants, commissioners, not for profit CEO's, academics and other peak bodies and service providers throughout the past year, we have strengthened our relationships and increased our public profile.

Surprisingly, Radio Adelaide does not provide metrics for individual broadcasts. Shelter SA conducted its own evaluation exercise to gauge external satisfaction with Housing Matters and the reach of the show and the results are presented in this report.

Aims

In keeping with the objects of Shelter SA, our Strategic Plan, Community Development Principles and Stakeholder Engagement Policy the aims of the radio show were as follows:

- Maintaining, developing and increasing stakeholder engagement for existing and new audiences;
- A platform for advocacy activities controlled, owned and operated by Shelter SA;
- Raising public awareness about housing and homelessness issues;
- Increasing the range of mediums for communication
- Providing information; and
- A medium more accessible than lengthy, written reports.



Outcomes

Maintaining, developing and increasing stakeholder engagement for existing and new audiences

The radio show provided a successful vehicle to maintain, develop and increase engagement with stakeholders. Shelter SA was able to have robust discussions with key individuals and organisations in the sector. Each interviewee and their organisation were informed of the timing of their appearance on the radio show so that they were able to share it with their own staff and networks. Shelter SA stakeholders were informed about weekly shows via our regular ebulletin.

A number of interviewees provided qualitative feedback and Shelter SA received a number of unsolicited views from members of the public including the following:

Housing Matters Qualitative Feedback

“...we genuinely appreciated the opportunity to be invited to talk about [our organisation] and the broad range of housing issues we can assist with.”

“...I think the program overall is a good reflection of the agencies and the work they do for which Shelter SA is the peak.”

“Received feedback from listeners who said that the information was clearly presented and succinct. It achieved its aim.”

“I think it is a good forum to explore housing and related issues in a depth not normally afforded in mass media explorations of these issues.”

“The lady from equal opportunities was quite good. You are really good at interviewing and ask good questions”

“Your interview went really well as did the whole show”

“I do not enjoy media work but felt team were fabulous and made it a good experience, the show is a great idea and I will tune in more often”

“Just wanted to let you know I have discovered the Housing Matters program and I think it’s really good that you do that profile of things in the community. My daughter was helped by the Create Foundation and it really made a difference to our family and it is good to hear them getting the credit they deserve”

“I really enjoyed your show today. Domestic violence is awake and alive where I work and it’s the children that suffer the most. Thank you for your informative talk as well as some great points that were brought up. You are doing such a great job”

“I’m pleased that it went well. I thought it was a really good interview when we recorded it.”

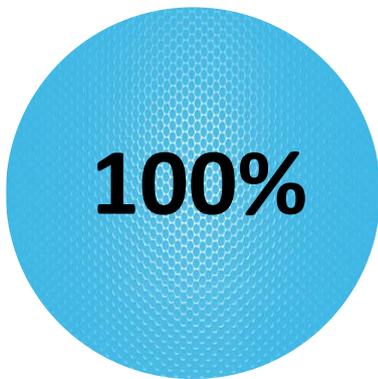
“I actually don’t like listening to myself after the fact but I would like my Board to hear it. Thanks for the opportunity.”

Informal feedback from Minister Bettison’s Chief of Staff that Minister enjoyed appearing on the show in a supportive environment.

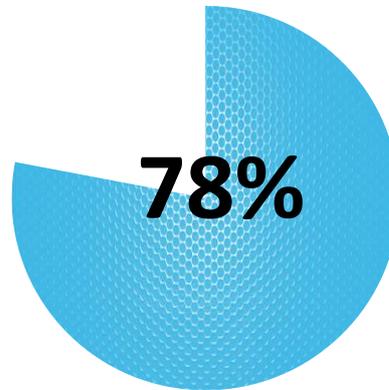


Guests who were interviewed on Housing Matters were given an opportunity to provide feedback on their experience. Their responses showed:

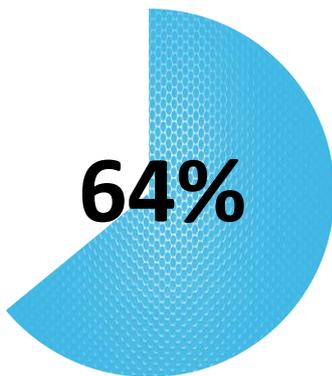
Interviewee Survey Responses



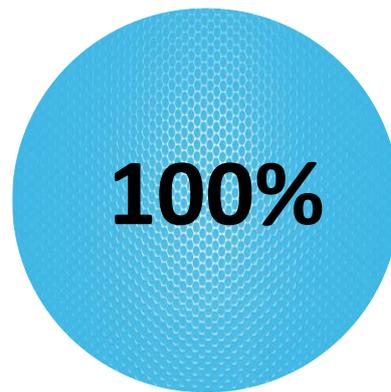
Enjoyed the interview process



Said there were no improvements for the show to make

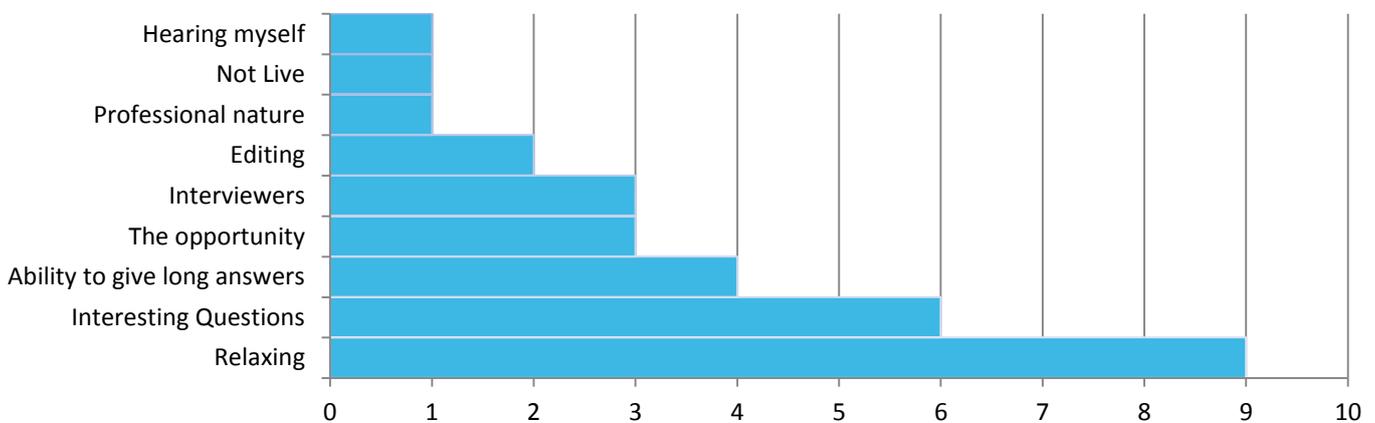


Rated their experience 5 out of 5 (highest score)



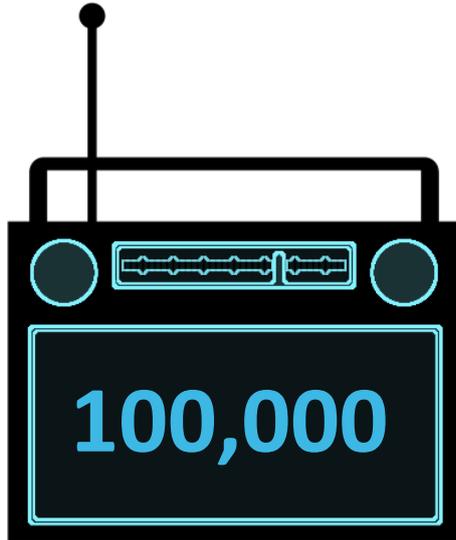
Said the radio show was reflective of what Shelter SA does

What did our interviewees enjoy most?

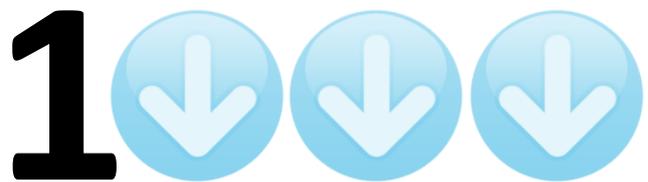


The following statistics, provided by Radio Adelaide, indicate the level of audience engagement in the Housing Matters programs:

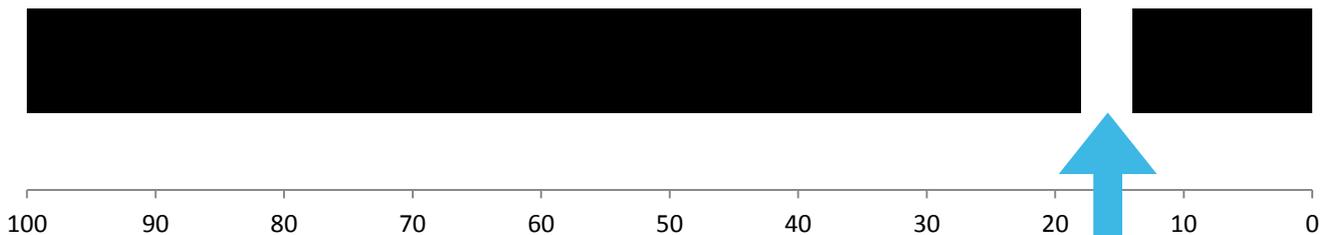
Housing Matters Listenership Statistics



Radio Adelaide's listening audience is 100,000 listeners per week, with an average listening time of 12 hours per week



Our 52 online podcasts have been downloaded, collectively, over 1000 times



Out of roughly 100 programs, Housing Matters was the 16th most visited podcast over a 12 month period.

These statistics collectively indicate that Housing Matters was enjoyed and valued by existing listeners and facilitated the engagement of a wider audience.



A platform for advocacy activities controlled, owned and operated by Shelter SA

Evidence of Shelter SA's ability to operate and control the program can be found in the audio products created from conducted interviews. By consistently asking guest interviewees similar questions, we were able to compile the answers into audio packages that present a coherent voice from key stakeholders. An example of this can be found at: <https://www.youtube.com/watch?v=N3rpPsbWuI>. The ability to express the voice of stakeholders is vital for a peak body, so having a platform for advocacy that we were able to operate freely was highly valued.

Raise public awareness about housing and homelessness issues

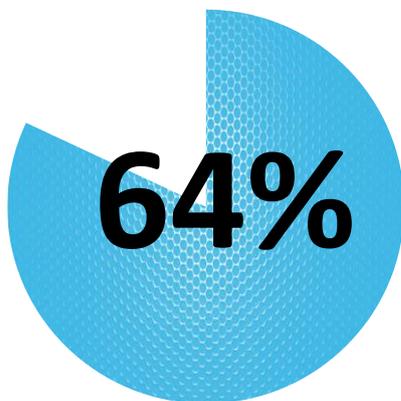
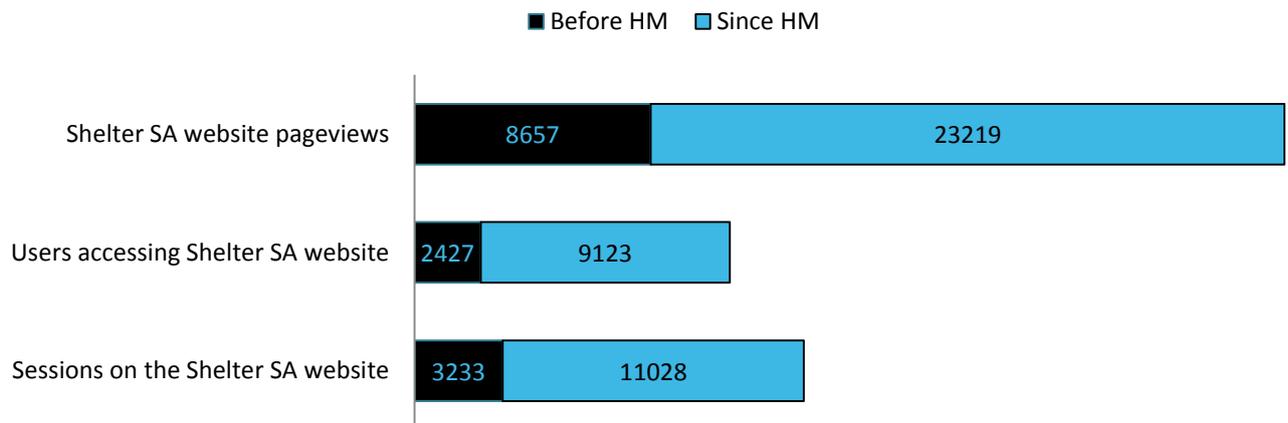
The radio show provided Shelter SA with a unique opportunity to reach out and raise public awareness about housing and homelessness. Submissions and reports serve as a valuable resource for existing stakeholders but can fail to reach new audiences. The lead up to the 2014 South Australian Election was one occasion where Shelter SA was able to broaden public awareness of issues relating to housing and homelessness through the radio show. Relevant ministers, shadow ministers, independent politicians and community groups were questioned by Shelter SA on community airwaves specifically about housing and homelessness, meaning the advocacy of Shelter SA extended far beyond traditional, existing networks.



Increase the range of mediums for communication

To increase the range of communication Shelter SA has with its stakeholders and wider audience, every show featured direct references to the Shelter SA website, along with publications Shelter SA had produced relating to the issues discussed. Google Analytics reports indicate that the radio show was a successful way of connecting listeners to our other mediums of communication. Shelter SA saw the following increase in website activity throughout the 12 month period of the radio show:

Shelter SA Website Activity Growth



Of Website visitors were 'new visitors'. New audiences were attracted to the Shelter SA website



Clicks per website visit. Visitors exploring the website

There is a clear correlation between the radio show and an increase of internet activity to Shelter SA's website.



Providing Information Packages

Shelter SA provided a range of different information products through the radio show. Over the course of the year, Housing Matters featured the following regular segments:

- **Featured interview.** A detailed conversation with key voices from the field regarding their work, their concerns for the sector, good news stories and other relevant topics. The list of people interviewed by Shelter SA can be found below.
- **Question and Answer Session.** Shelter SA team answered questions on relevant topics, recent submissions, or upcoming events and informing the listener of Shelter SA's view on the topics being discussed.
- **Data Pack.** Shelter SA team discussed the topic of the week's show by looking at relevant data from Australian Bureau of Statistics, Australian Housing and Urban Research Institute and other credible sources to provide listeners with statistics related to the issues being discussed.
- **Everyday People.** Shelter SA gathered voices from people who do not necessarily work in the sector, giving the listeners the voice of the people. Everyday people discussed the importance of a safe and affordable home, the role of Reconciliation, individual housing journeys and relevant life experiences.

Several topics discussed on the radio program that focussed on housing and homelessness issues also coincided with various international and national days of recognition such as National Reconciliation week, Refugee week, Anti-poverty week and World Homeless Day. All the segments, over 52 weeks, increased awareness, provided a wealth of information from multiple community voices, and constantly reinforced Shelter SA's policy positions to listeners.

An Accessible Medium

Listeners could tune in live on 101.5fm, online on radio.adelaide.edu.au, or via the podcast on Radio Adelaide's website (which was linked to Shelter SA's Facebook, website and e-bulletin). Shelter SA ensured each episode could be consumed and accessed in a number of ways.



Shelter SA would like to sincerely thank all who took the time to be part of Housing Matters.

Hon. Tony Piccolo MP – Minister for Social Housing

Thomas DeMasi – DeMasi Jones

Katrine Hildeyard – CEO Together SA

Eugenia Tsoulis – CEO Migrant Resource Centre

Michele Slatter – Centre for Housing, Urban and Regional Planning

Mark Parnell MLC - Leader of SA Greens

Graham Brown – CEO Junction Australia

Marlene Littlewood

Fuzzy Trojan

Rev. Jana Norman – Pilgrim Church, Adelaide

Deanna Rorsheim - Relationships Australia (Together 4 Kids)

Dr Dee Michele – Lecturer University of Adelaide

Brian Butler – Lateral Love and former Shelter SA board member

Kris Hanna - Independent

Robert Brokenshire MP– Family First

Duncan McFetridge MP– Former Shadow Minister for Social Housing

Khatija Thomas - Commissioner for Aboriginal Engagement

Anne Gale – Equal Opportunity Commissioner

Judee Adams and Julia Sumner – Oxfam Australia

Anne Bainbridge - EO Youth Affairs Council SA

Claudine Scalzi, Tamika and Sonia - Create Foundation

Brooke, Paige and Nathan - HYPA

Paul Coulson – Network Director Towards Independence

Ben Sarre - EO of Habitat for Humanity

Megan Hughes - EO Southern Domestic Violence Services

Julie Felus – EO Northern Domestic Violence Services

Adrian Pisarski - CEO National Shelter

John Oliver – CEO HomeStart

Michael Bampton - Consumer and Business Services

Paul Edwards - Policy Project Manager REISA

Zoe Bettison MP – Minister for Social Housing

Professor Andrew Beer – Director, The Centre for Housing, Urban and Regional Planning (CHURP)

Tamara Stewart-Jones - Multicultural Youth SA

Andris Banders – CEO, SA Network of Drug and Alcohol Services

Jodie Sachs – Team Leader of the Red Cross Homelessness Prevention Unit

Kate Fox – Housing Grants Portfolio Manager of Wyatt Foundation

Rachel Sanderson – Shadow Minister for Social Housing

Michael Wanganeen – Manager of Operations & Client Services at ALRM

Scott Langford – GM, Junction and Women's Housing

Annette James - Property Management & Letting Specialists of SA

Mark Waters - State Manager of Reconciliation SA

Gillian Cordell - Homelessness SA

Phil Fagan-Schmidt, ED Housing SA

Amanda Tsoundarou and Stephanie Del Canto - Outreach Case Workers with Legal Housing Clinic

Dean Bowley – Regional Director at ABS

Ivan Copley – Indigenous Engagement Manager at ABS

Tim Horton – Registrar of the Architects Registration Board of NSW

Simon Schrapel – CE Uniting Communities

Professor Nicholas Procter – Chair Mental Health Nursing, University of SA

Ned Cutcher – Policy Officer at Tenant's Union NSW

Paul Edginton – CEO SYC Ltd.

Ian Cox – CEO Hutt Street Centre

Maria Palumbo – CEO of Common Ground

Leigh Garrett - CEO, OARS Community Transitions

John Herrmann - Housing Regulator and Registrar at the Housing Information Branch



Conclusion

Housing Matters is regarded as a highly successful and positive venture for Shelter SA. The program created a medium that allowed Shelter SA to directly engage with the sector, create new stakeholders and provide advocacy at relatively low cost. External feedback shows that existing stakeholders enjoyed the opportunity to voice their opinions in such a unique forum, and new audiences responded positively by dramatically increasing Shelter SA's website traffic and visiting Housing Matters' [podcast](#) page.

Recently, Shelter SA was formally advised that Dr. Alice Clark and Amanda Taylor have been nominated in the 2014 Radio Adelaide Station Worker Awards in the category of Best Community Connection with winners to be announced shortly.

Shelter SA was able to voice its position on a range of vital topics that were accessible to listeners across the whole of South Australia. Each aim of the project has been achieved in keeping with our strategic intention of using radio as an alternative medium. All recordings, interviews, data packs and unique content remains the property of Shelter SA for future use.

Video is described as one of the most popular mediums of the current technological environment and Shelter SA's next venture into an alternative medium is the creation of a You Tube channel also to be named Housing Matters. We look forward to the production of a range of short videos to engage our stakeholders and the public while continuing to provide information views and news.

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