



horizon

NSW Government

Multicultural NSW

***Findings of a Market Research Study
to Evaluate
'The Point Magazine'.***

Horizon Research May 2018

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1.0 Introduction

Since its first edition in July 2013, The Point Magazine has published over 41 editions and over 320 articles across a range of issues, including local and international politics, religion, society and culture, and technology.

The Point Magazine is somewhat unique in that its singular focus is to investigate the domestic impacts of overseas conflicts on communities here at home and address the social impacts of violent extremism in Australia.

The Point Magazine gives young people and community leaders a voice to address sensitive issues in an environment where communities are often distrustful of government by serving as a non-judgemental engagement tool and showcasing role models and best practice in community-based resilience.

By drawing on the expertise and opinions of a range of stakeholders in these types of issues including young people, community and religious leaders, governments at all levels, the media and academia, The Point Magazine serves as a vehicle to help facilitate collaboration, dialogue and informed debate at the community level in Australia.

It has become timely for Multicultural NSW to undertake an independent external review of The Point Magazine and consider the Magazine's effectiveness in enhancing:

- Its profile as a trusted and accessible source of information, news and current affairs relating to violent extremism in Australia.
- Collaboration, dialogue and informed debate between governments, communities, young people, the media, and academic experts on the issue of violent extremism in Australia.
- Understanding of the attitudes and opinions of young people about violent extremism, terrorism and counter-terrorism, and their impact on communities in Australia.
- Public awareness of what communities and young people can do, and what they are currently doing, to address issues relating to violent extremism and the local effects of global terrorism and counter-terrorism on community harmony.

- Understanding of the impact of mainstream and new media on community relations in their coverage of issues relating to Islam and terrorism.

Horizon Research successfully tendered to conduct quantitative and qualitative research with key subscribers and stakeholders. This document reports the findings of the study for which fieldwork was conducted in Q1 2018.

2.0 Executive Summary

1. The Point Magazine (thepointmagazine.com.au) aims to be a trusted, accessible source of information, news and current affairs relating to violent extremism and its impacts on local communities in Australia. The project seeks to participate in current community conversations and open new opportunities to engage, enable, and empower communities to speak about and address issues relating to violent extremism.

Since the publication of its first edition in July 2013, The Point Magazine has published over 320 stories across a range of across a range of issues, including local and international politics, religion, society and culture, and technology.

In late 2017, Multicultural NSW sought to undertake an independent external review of The Point Magazine. Horizon Research successfully tendered to conduct quantitative and qualitative research with key subscribers and stakeholders, and the findings are detailed in this report.

2. The study indicates The Point Magazine is unique, highly regarded and valued.

97% of the sample had a very positive/positive view and respondents in the qualitative fieldwork spoke with some passion about the magazine and felt there would be a disappointing void were no longer produced. Readers were not acquainted with any other materials that could replace The Point Magazine.

3. When reviewing these findings it is important to note a significant part of the sample (41%) was officials from various departments within the Australian government, the NSW government (plus some from other state governments), and local councils. Only 15% of respondents described themselves as 'private individuals'.

Complementing the government officials was a group of participants (c22%) with roles in community and youth groups and education in metropolitan and regional areas and many became aware of The Point Magazine via their dealings with Multicultural NSW. Indeed, Multiculturalism NSW's email notification system was the primary conduit to readers with 87% reporting that this was how they came to receive each issue.

4. Therefore, the role and influence of The Point Magazine is a little different to many traditional publications as the findings suggest there were a number of user groups including:

- i. **A core user base.**

The government personnel, community and youth workers, educators and others referenced above formed the core user base. They saw The Point

Magazine as a valuable *resource*. It was a source of insightful, credible materials – *a direct voice from the grassroots* – views they could not obtain from other materials and that were helpful in their various roles. 88% of respondents thought it covered important grassroots issues and 89% of respondents thought The Point Magazine was a credible source of information. It helped them understand and engage with communities and informed policy and government programmes and initiatives.

However, the significance of the core users was not limited to their number or use of The Point Magazine to inform government. They also played a key role as distributors of The Point Magazine and its articles by sharing items with a much larger and broader audience. 36% of the sample had forwarded an article from the November 2017 issue, and on average, each sent the item to **28** other people.

ii. ***Referred readers***

This segment of readers was largely composed of those who received an article (or link to the particular Point Magazine article) forwarded by someone in the core user base. Many in this group were possibly unaware they were reading The Point Magazine (and therefore did not respond to the invitation to participate in this evaluation survey) because they occasionally received a recommendation and a link to an article of interest rather than visit The Point Magazine website to review an issue.

iii. ***Conventional readers***

This segment were people who had a personal interest in the topic and were regular readers of The Point Magazine.

As such, the reach of The Point Magazine extends into diverse audiences. It influences various segments and impacts on thoughts and feelings about multicultural issues and acceptance across communities. 82% of respondents thought The Point Magazine was doing a very good job/ a good job in being 'relevant to me'.

5. There was a strong belief The Point Magazine was fulfilling its objectives, i.e. fostering greater harmony across all sections of the community. Whilst it did not seek to overtly dissuade hate, radicalisation or extremism, respondents thought The Point Magazine contributed in a subtle and effective way, i.e. it *influenced* views without telling people they were right or wrong. Overall, 91% of respondents thought it helped bring a sense of community harmony.

The value of the approach used by The Point Magazine was captured in an observation made during the interviews, i.e. *'The Point Magazine does not tell people what to think...it helps them think about situations and different groups in the community.'*

6. The Point Magazine's influence was seen to be driven by some unique features:

- It is based on first hand stories/articles rather than particular events, the stance or 'lens' of a news organisation or journalist. 94% of respondents believed The Point Magazine was doing a very good job/a good job letting real people tell their stories.
- These personal pieces are about the emotions and humanity of different community groups and their experiences and contained a positive message. The top 4 topics were:
 - a. Community
 - b. People
 - c. Culture
 - d. Youth Issues

As such, they provide strong background and contextual perspectives which were powerful in helping people understand groups, beliefs and situations. Some of the personal stories were described as inspiring. It was by 'touching' individuals in this way The Point Magazine was seen to help reduce hate and extremism. 88% of respondents thought The Point Magazine was doing a very good job/ a good job in providing a strong voice against hate/extremism.

- A bias towards younger contributors. Respondents believed younger people were seeking a voice, to have their views heard. Importantly, younger people wanted to hear from their contemporaries.

As such, The Point Magazine was valued for being a direct voice from the grassroots, authentic stories and different viewpoints. The diversity of articles also contributed was based on a range of observations and experiences from many people. Indeed, it was also noted that other news organisations (e.g. ABC and SBS) were increasingly using The Point Magazine as a reference or source of information.

7. There was a high regard for the standard of insight provided, the quality of the writing, the design, visual and navigation elements. The growing use of video was well received and most advocated a greater role for video pieces.

There were few real criticisms. Instead, the key 'observation' was The Point Magazine has a strong bias towards the Muslim community and the issues it faced. A significant part of the sample saw a role for The Point Magazine to cover a broader range of communities and multicultural issues as it was felt to be important to foster the harmonious acceptance of all groups within the community. This was a particular issue with respondents from country areas where resources were even more limited.

8. Respondents had a strong desire for The Point Magazine to continue. They felt it worked with multiple audiences to be effective in building understanding and harmony. They believed there was a long term need for such an important and unique role and advertising should be used to build awareness and readership.

3.0 Study Design

3.1 The Research Objectives

The core objective of the research was to:

EVALUATE THE OVERALL SUCCESS AND IMPACT OF THE POINT MAGAZINE IN SUPPORTING THE STRATEGIC PRIORIEITES OF BOTH MULTICULTURAL NSW AND THE COUNTERING VIOLENT EXTREMISM CENTRE

In meeting this objective, the research also sought to:

- Determine the overall level of readership of the publication amongst the different stakeholders.
- Investigate how the various stakeholders perceive The Point Magazine.
- Determine the success of the publication in engaging stakeholders in meaningful dialogue on issues related to combatting violent extremism.
- Evaluate the influence, impact and perceived value of The Point Magazine
- Explore what readers/stakeholders think of the design and content.
- Gather critical readership data that can be used by Multicultural NSW to build a business case evaluation to look at the merits of supporting The Point Magazine into the future.

3.2 The Research Approach

3.2.1 Quantitative research stage.

The quantitative component was based on an on-line questionnaire which is attached as Appendix A.

Subscribers and people who had accessed The Point Magazine via links or social media were emailed a personalised invitation (to prevent multiple entries) to participate in the survey. 85 completed and valid replied were received and used for the analysis.

3.2.2 Qualitative research stage

The qualitative stage of the study took the form of telephone interviews.

Recruitment of these participants took one of two forms:

- i. Respondents completing the questionnaire.

The survey concluded by explaining there was a follow-up stage of qualitative research and asked the respondents to provide an email address and mobile phone number if they were willing to be involved with a focus group or interview.

Approximately a third of those completing the survey indicated they were agreeable to contribute. 16 such interviews were completed with readers of The Point Magazine from several Australian states.

- ii. From a list supplied by Multicultural NSW.

Horizon was supplied with a roll of key users and other stakeholders such as past editors who were considered to have valuable insights and perspectives on The Point Magazine. Interviews were conducted with 8 people from this cohort.

The moderator's guide is attached as Appendix B

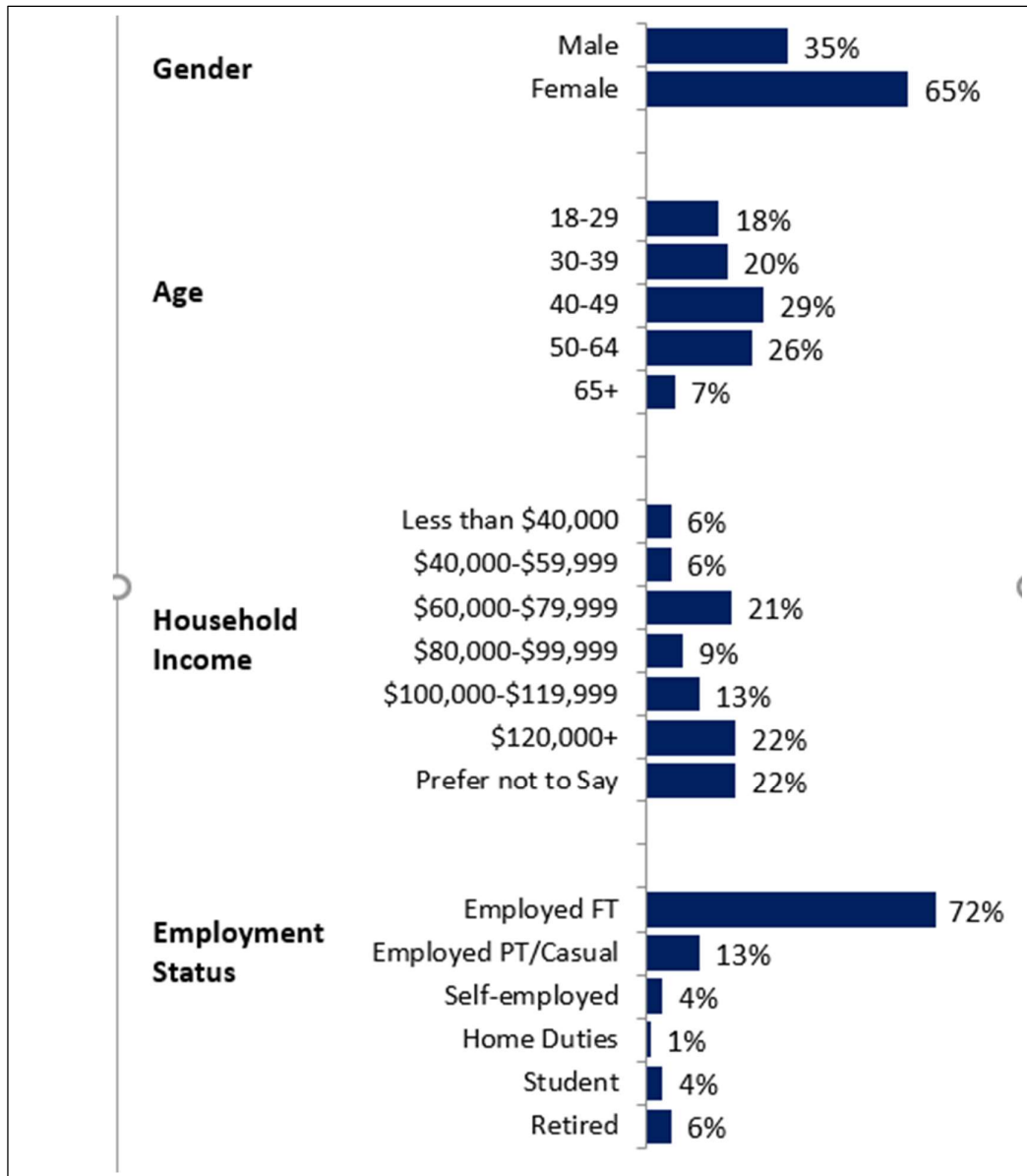


Main Findings

4.1 Main Findings – Quantitative Research

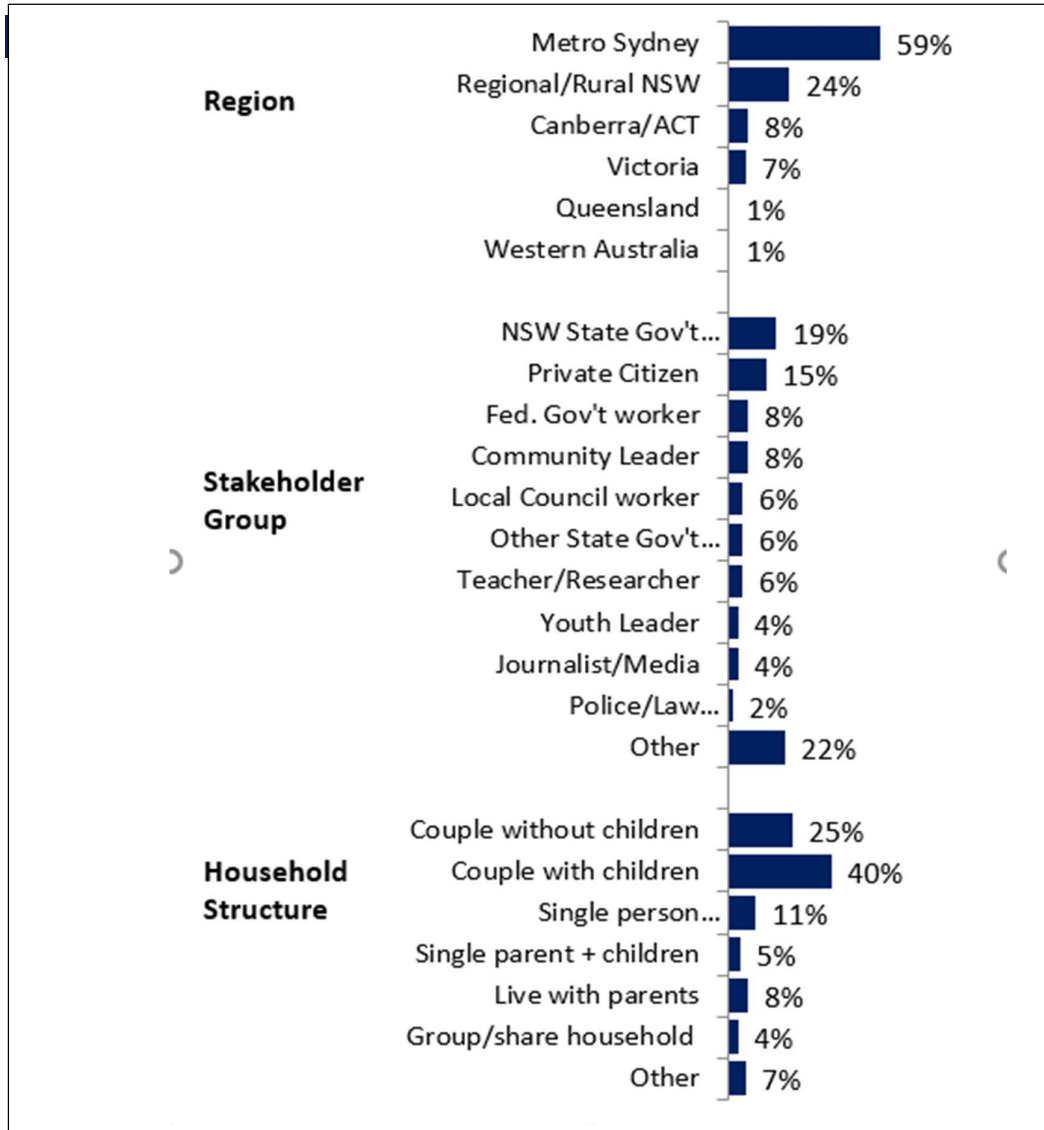
4.1.1 Introduction

The profile of the sample outlined below shows a bias towards females though the age distribution largely reflects the Australian population. The incidence of public servants has influenced the percentage in full-time employment and the level of household income reported.



The sample showed a strong bias towards New South Wales with a total of 83% of respondents with 59% being based in the Sydney Metropolitan area.

Approximately a quarter of respondents worked for state governments with another 14% worked for government – either at the federal level or in local councils.

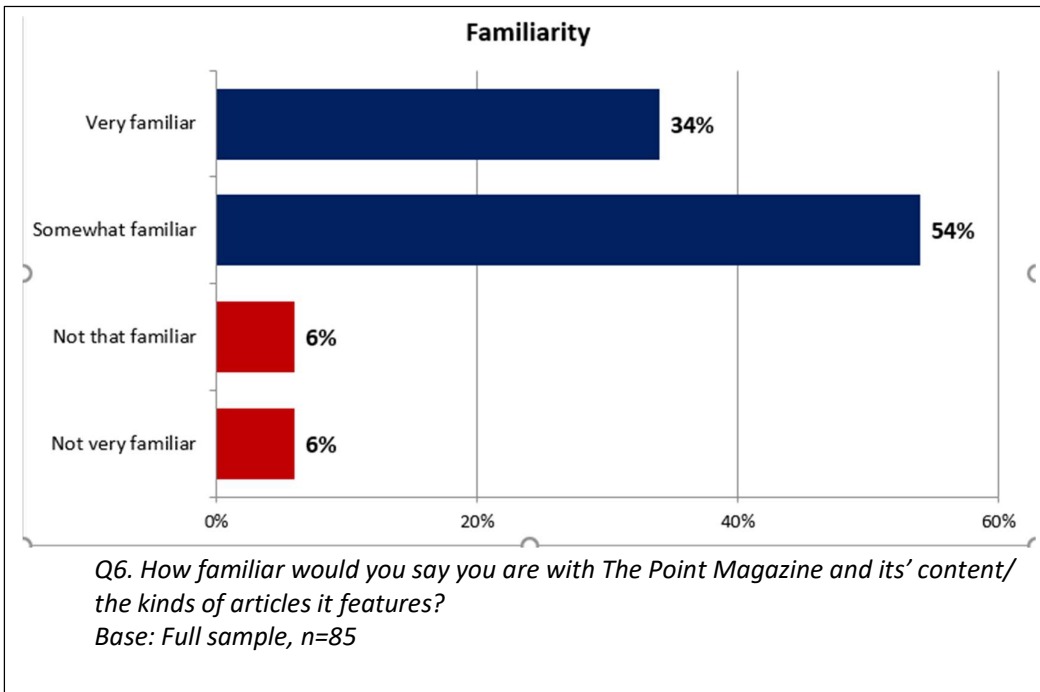


4.1.2 Familiarity and overall impressions

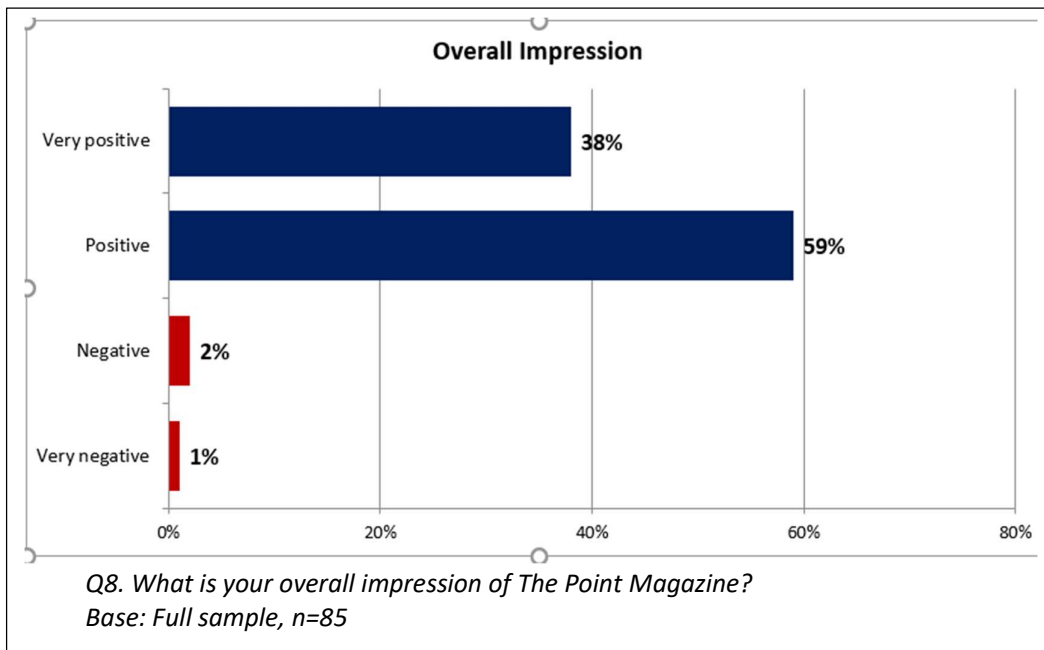
The data indicates respondents were well acquainted with The Point Magazine. As the following chart shows, 88% claimed to be very or somewhat familiar with The Point Magazine.

Whilst the sample is too small for a more detailed breakdown of familiarity with The Point Magazine, there was some evidence that the subgroups with less familiarity were

those over 50 years of age, living in multi-lingual households and with income under \$100,000 per year.

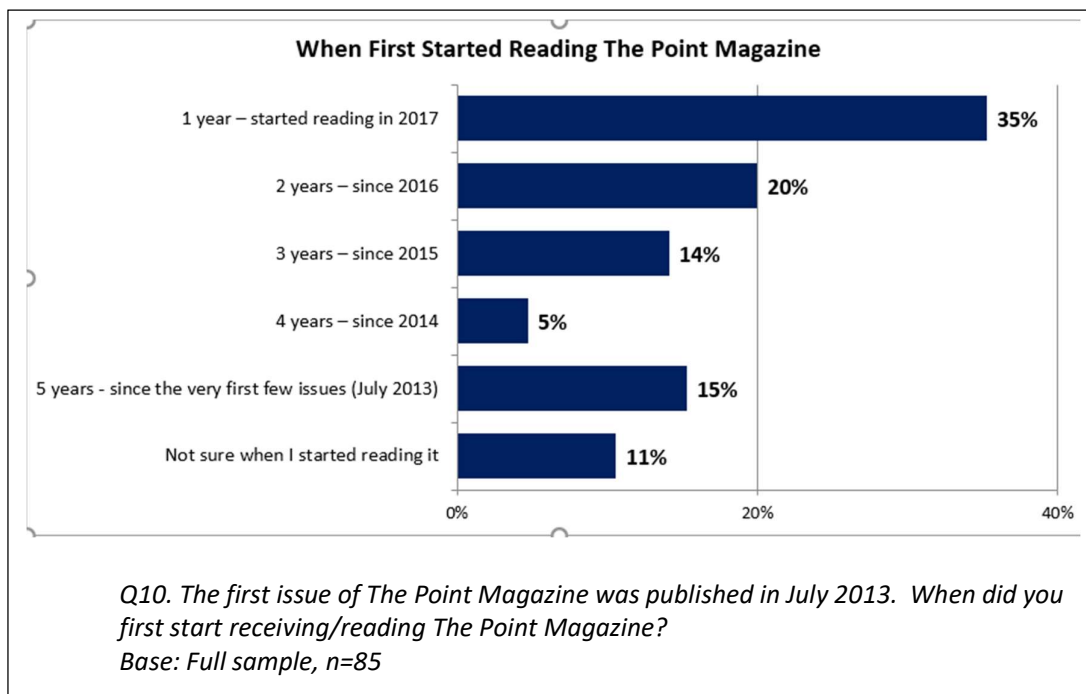


Virtually all (97%) of readers had a positive impression of The Point Magazine as detailed on the following chart.



4.1.3 Readership findings

The Point Magazine appears to enjoy a long term reader base with 69% having read the magazine for 3+ years as shown on the following chart.

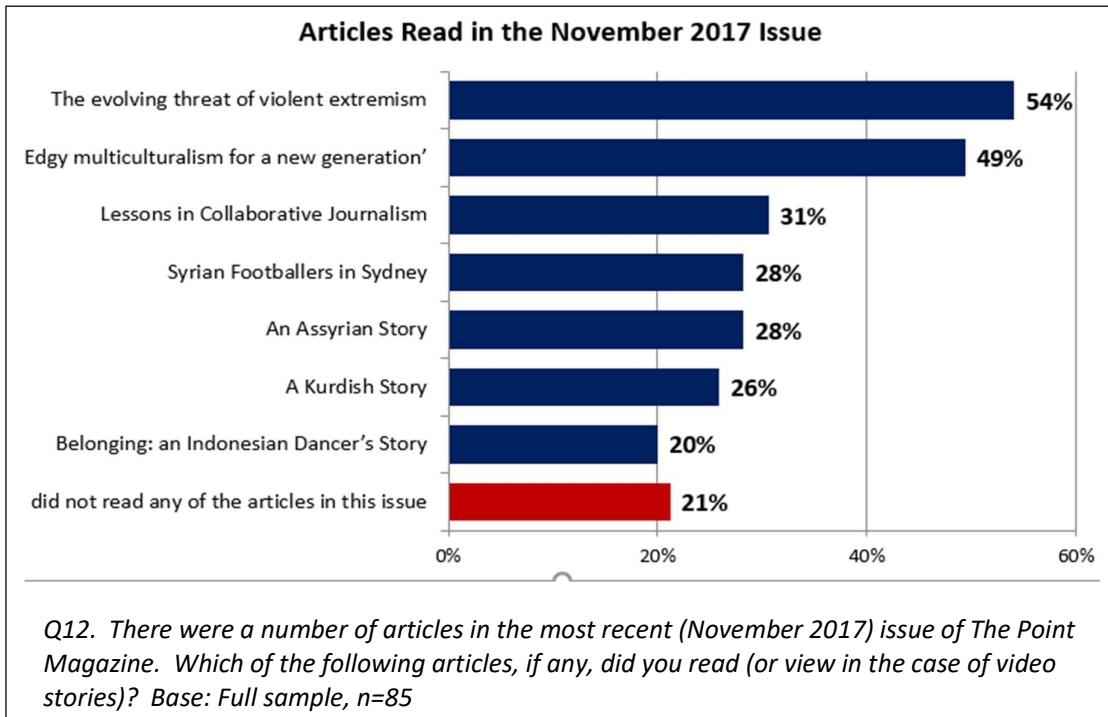


Whilst the sample size was too small to include a detailed breakdown, a review of the data indicates:

- Even though there was a female bias to the sample, more longer term readers (4 or 5 years) were male than female.
- A differences between ages was also observed; readers over 40 were much more likely than those under 40 to be long term readers.
- Similarly, the review suggested readers born overseas were much more likely to be long term readers than those Australian born.

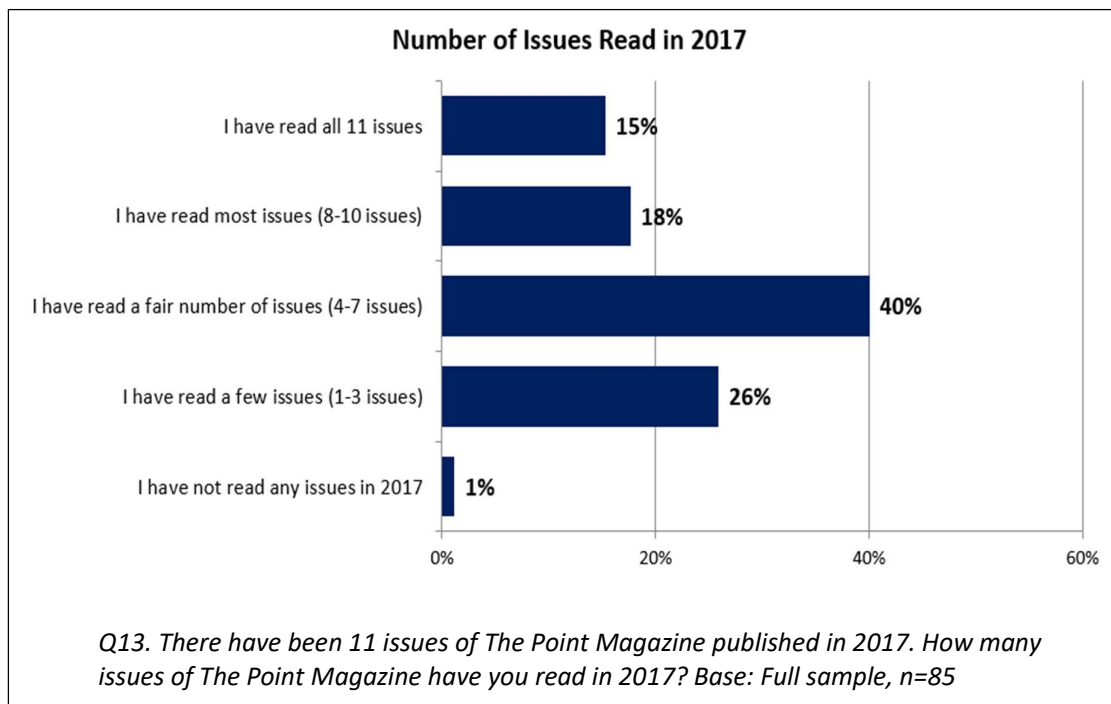
Fieldwork was conducted following the release of the November 2017 issue, and as such, some specific questions were asked about that edition.

'The evolving threat of violent extremism' and 'edgy multiculturalism' attracted the greatest interest as the following chart indicates.

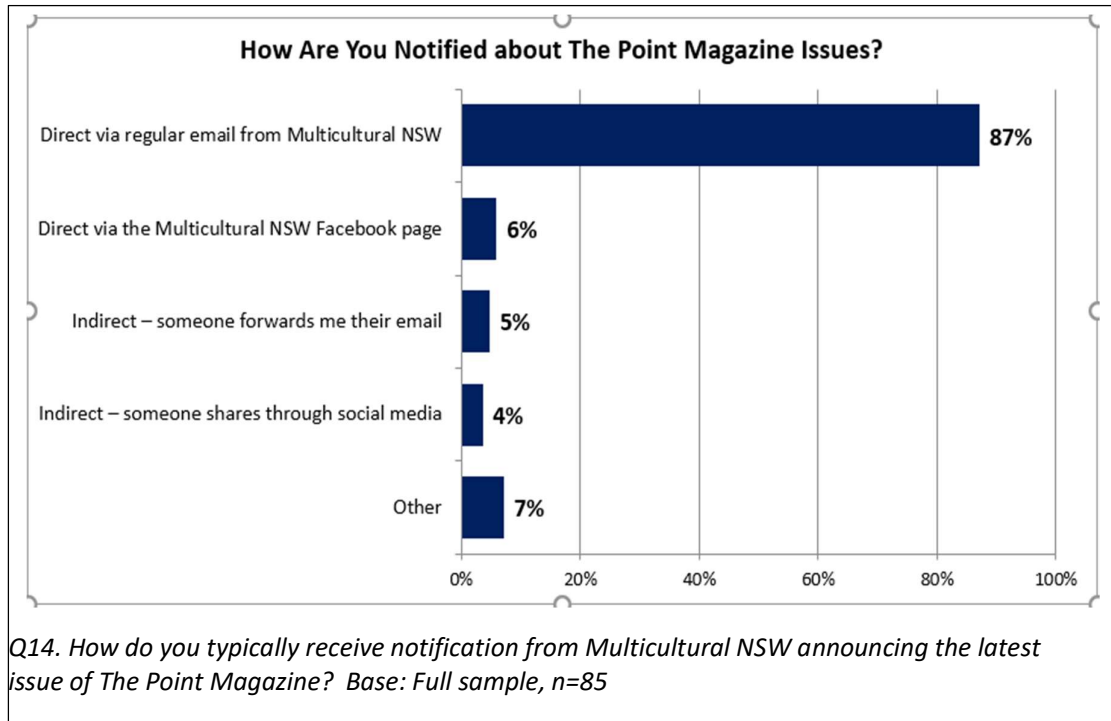


Interestingly, only 15% of respondents reported reading all 11 issues published in 2017. Males were more likely than females to reported having read all 11 issues in the year.

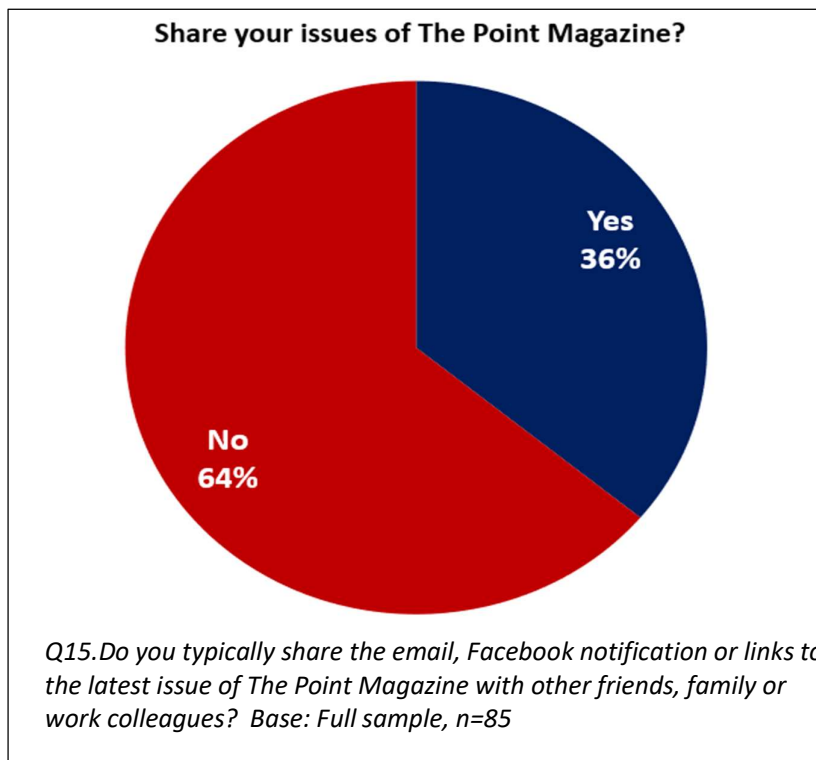
The largest group (40%) read 4 – 7 issues and just over a quarter read less than 4 issues. The chart below shows a breakdown:



Almost nine-out-of-ten readers report receiving notification of the latest The Point Magazine issue direct from Multicultural NSW via email as indicated on the following chart:



A key finding relates to the number of these readers (more than one-in-three) who shared at least one item from the most recent issue of The Point Magazine with others, including family, friends and work colleagues.

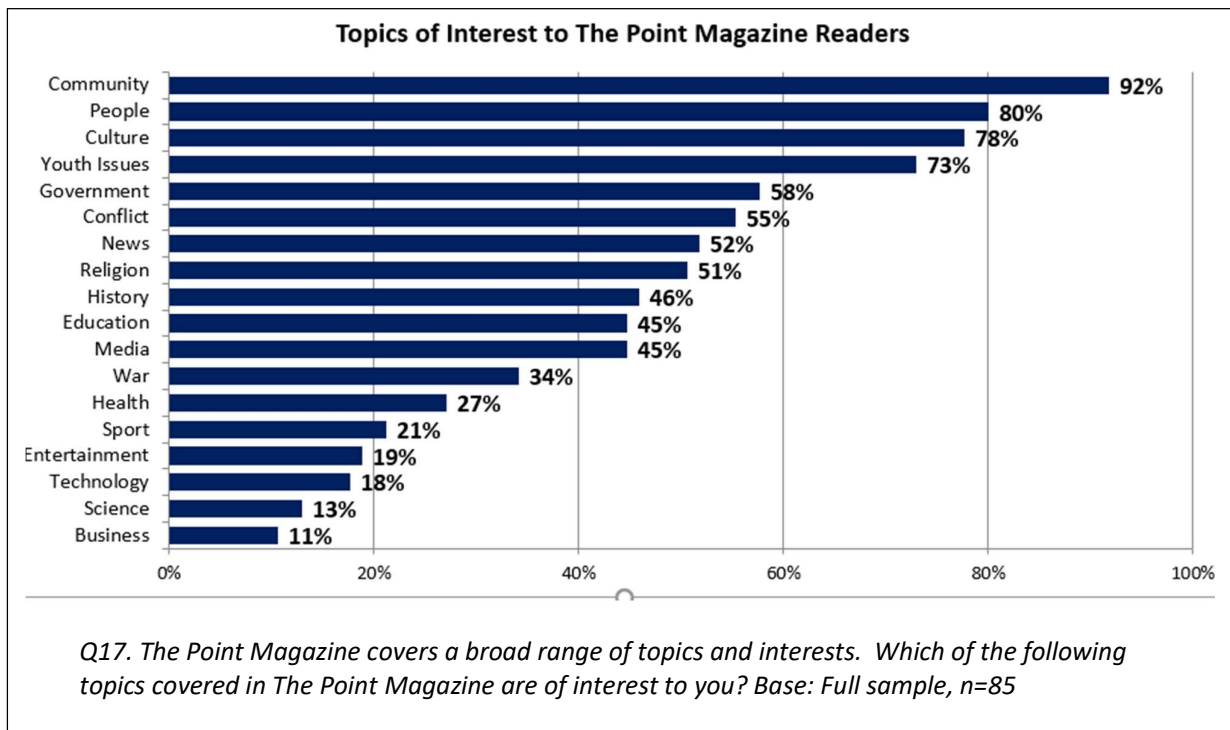


A review of the data further indicates:

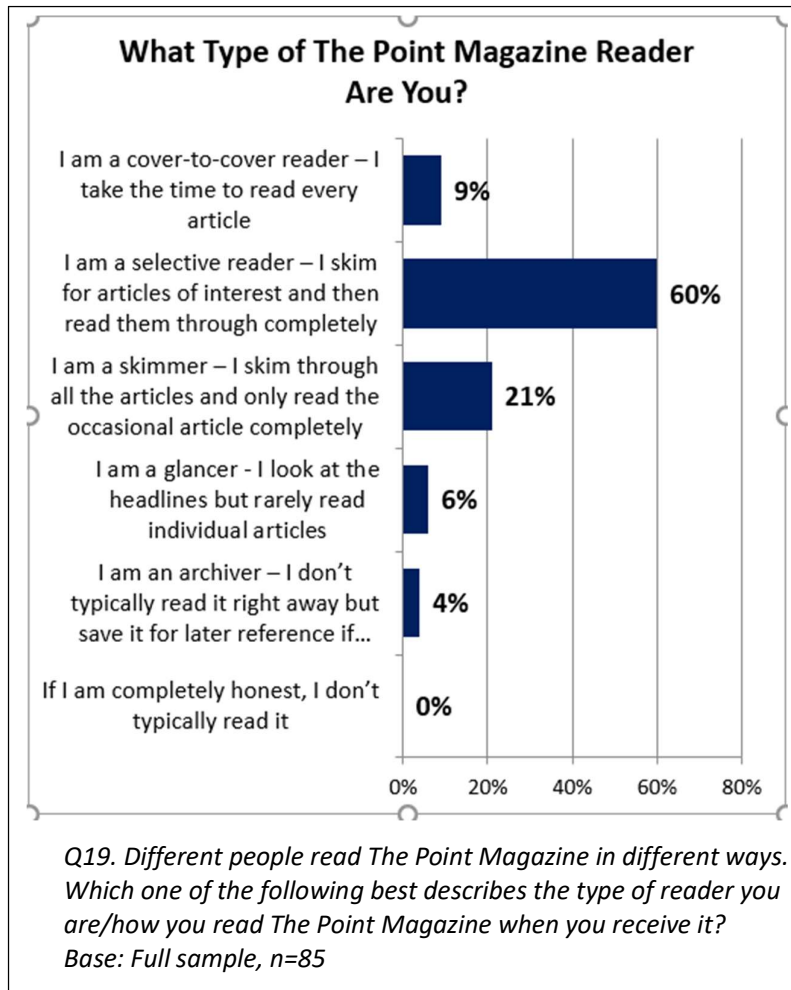
- Those who share The Point Magazine issues, report sharing with an average of 28 others
- Females were more likely to share than males.
- Those 40-49 were much more likely than those under 40 or over 50 to share The Point Magazine with others.
- Readers born overseas were much more likely to share than Australian born readers.

Four topics dominated these respondents' interest:

1. Community
2. People
3. Culture
4. Youth issues



The majority of respondents readers described themselves 'Selective Readers' when reading The Point Magazine. The following chart shows 60% indicated they skimmed each issue for articles of interest and then read them through completely.

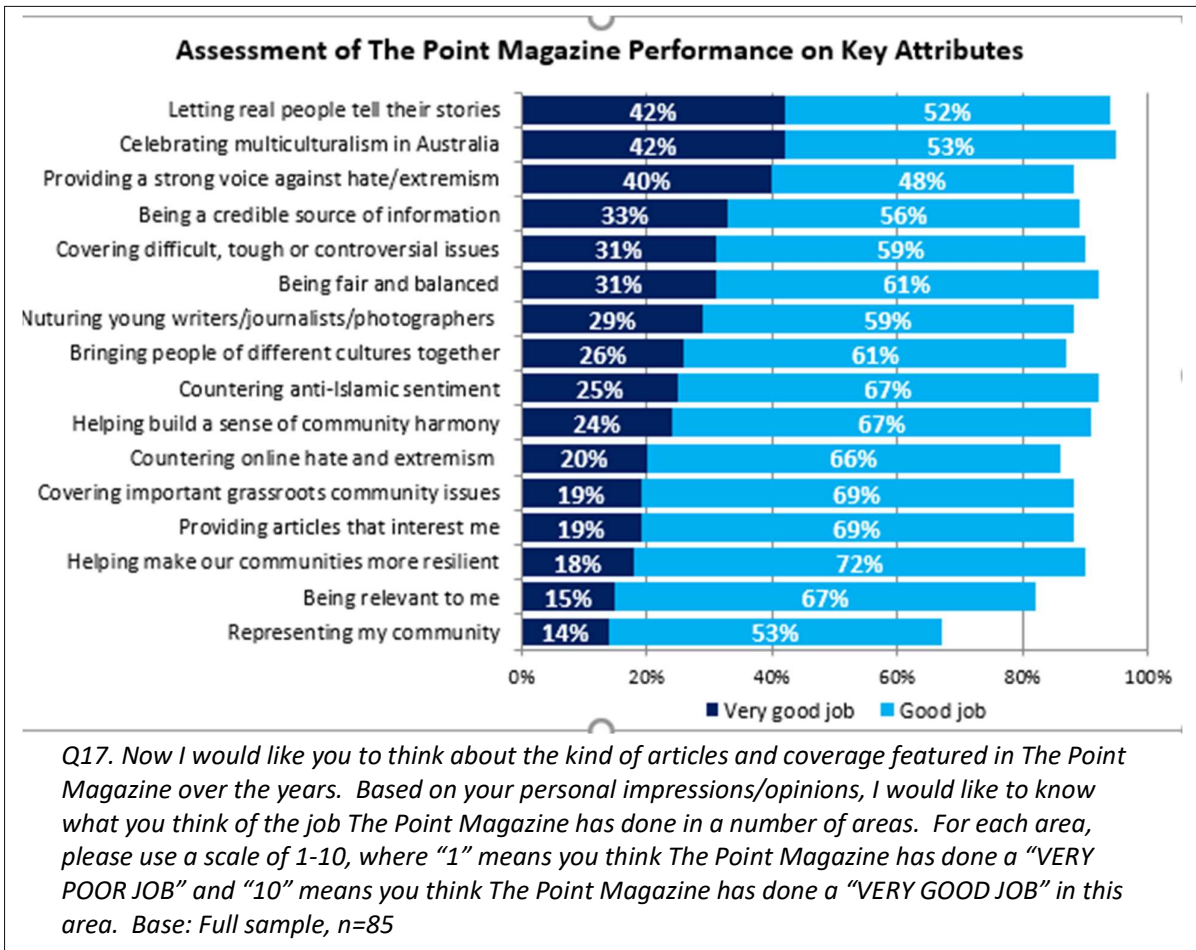


Importantly, respondents gave The Point Magazine very high ratings across a range of attributes most notably on:

- Letting people tell their stories
- Celebrating multiculturalism
- Being a strong voice against hate/extremism.

On the following page is a chart which shows the assessment of The Point Magazine across a range of attributes.

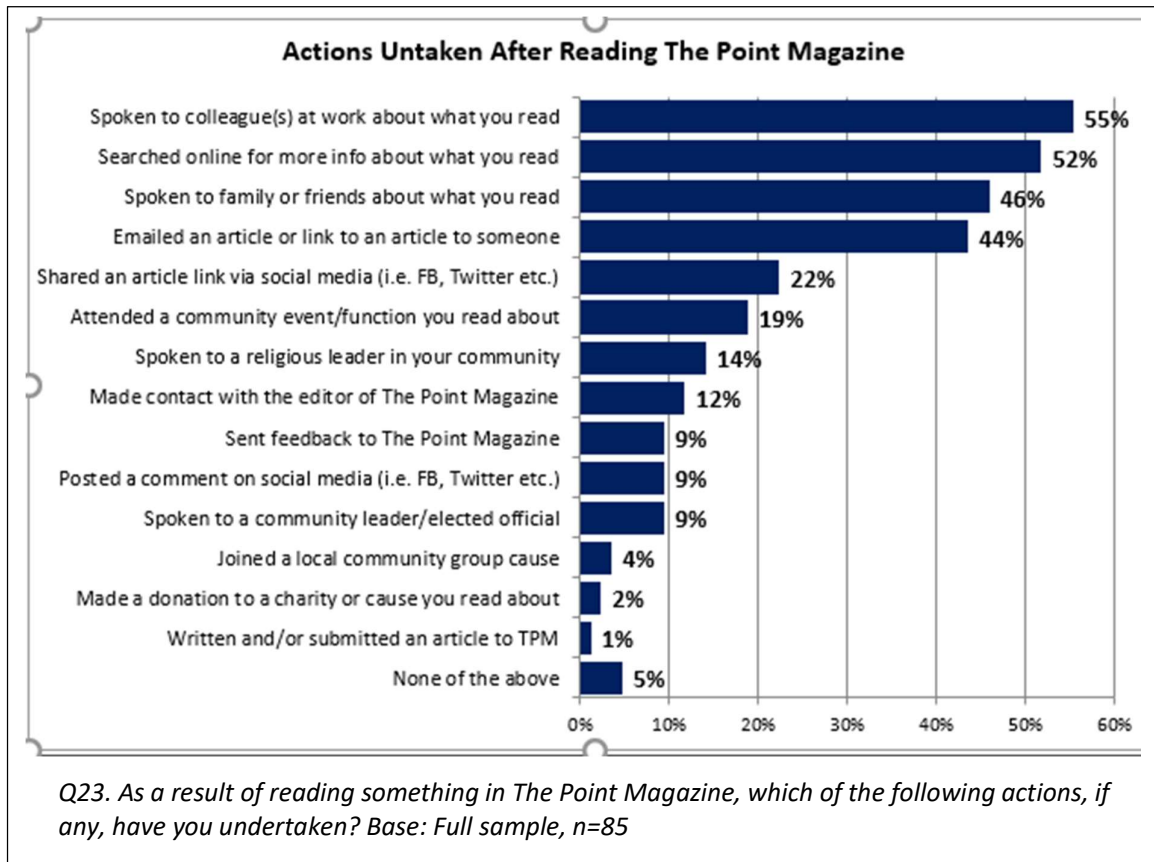
The lowest score (though still a very credible 67% for doing a very good job/a good job) was for representing my community. Given the scale of cultural diversity in Australia and the limited space available in The Point Magazine, it is possible some felt their community was not adequately covered.



Respondents were also asked about the impact or their response to reading The Point Magazine.

The top responses were:

1. speaking to colleagues or family
2. Searching online for more information or
3. Sharing articles with others



4.1.4 Summary of quantitative findings

The key finding that can be drawn from the results of this study is that readers of The Point Magazine have a very high opinion of the publication, as evidenced by the following:

- 88% of The Point Magazine's readers report being familiar with the publication (34% very familiar/54% somewhat familiar).
- 97% of readers indicate that have a positive impression of The Point Magazine (38% very positive/59% positive).
- Whilst The Point Magazine appears to have a strong, core readership (over half have read the magazine for 2+ years), it continues to attract new readers with 35% being new readers in 2017.
- More than one-in-three (36%) readers report that they shared the link to The Point Magazine with others and evidence suggests that sharing readers were quite prolific - sharing with an average of n=28 others.
- The Point Magazine readers gave the magazine very high ratings across a range of attributes most notably on letting people tell their stories, celebrating multiculturalism and being a strong voice against hate/extremism.
- The top four topics of interest to The Point Magazine readers were community, people, culture and youth issues.
- After reading The Point Magazine, the 'calls to action' reported by respondents were speaking to colleagues or family, searching online for more information or sharing articles with others
- Multiculturalism NSW's email notification system is the primary conduit to readers with 87% reporting that this was how they came to read each issue.

4.2 Main Findings – Qualitative Research

4.2.1 Perceptions of The Point Magazine

The discussions held for this study clearly indicated The Point Magazine was held in high regard.

The main criticism was 'not enough'! There was a general wish for an increase in the number of articles, the breadth of topics covered and the frequency of publication. Participants also felt publicising the magazine (e.g. with some advertising) would help extend its reach, readership and influence. Numerous contributors also commented a printed or 'hard' copy would extend reach and involvement.

In the course of the conversations a number of other observations were also made:

- i. Topic mix provoked some comments. A small group of interviewees felt The Point Magazine had an overwhelming bias towards Muslims and the issues they faced, e.g. Islamophobia.

Whilst accepting Muslims were, compared to people from other backgrounds, often confronted with a range of additional challenges due to world events, and fostering harmony was the *raison d'être* for the magazine, there was nevertheless a feeling that other communities and multicultural issues were also legitimate and should not continue to be excluded.

“There is a lack of real diversity...”

“So many groups and diversity are not reflected...”

“...Could have been developed further...”

- ii. A cautious approach.

There was also some divergence of views about The Point Magazine taking a 'considered' or reserved position and avoiding any controversy given it was a government publication (or at least receiving government funding).

One cohort believed The Point Magazine provided a balanced and genuine voice (as noted later in this report).

“...Free of government speak...”

“...Not about government policy...”

Other contributors felt The Point Magazine avoided controversy and provocative points-of-view.

"...Owned by the government...not controversial..."

"...Bland..."

- iii. Whilst the issues of 'preaching to the converted' or only communicating with the 'more intellectual' members of the community were raised, they did not appear to be widely held. The dominant view was that The Point Magazine was forwarded to a very diverse group of readers, especially young people which would include those who were unsettled and unsure of a range of issues affecting the broader community and specific groups within Australian society. Rather than defining a 'right' or 'wrong' position about any of these matters, The Point Magazine was thought to be influential by giving personal stories to provide some context and help people have a broader view and better understand topics.

"...Personal accounts that can inspire people who are impressionable..."

"Real balance to how many of these issues are treated and seen..."

***"...It's about the value, diversity and richness of multiculturalism...
not something to be feared..."***

"...A more balanced view...not just people being demonised..."

"...Not a sound bite from a politician..."

Notwithstanding these observations, interviewees shared very positive impressions.

When asked to give 3 – 4 words to capture their feelings and thoughts about The Point Magazine, participants commented:

Thought provoking	Values
Open minded	Human
A voice	Real people
Relevant	Depth
Modern	Perspective
Diverse	Engagement
Authentic	Fresh
Balanced	Refreshing
Insightful	Energetic
Community insight	Honest
Enriching	

In the course of the various interviews, these words were inherent in a number of themes which were thought to characterise The Point Magazine:

- Give voice to groups who are rarely heard in the mainstream media.

Among the users of The Point Magazine there was a strong view that the mainstream media provided a limited and often one-sided account of events and situations.

Against this background, The Point Magazine was considered refreshing different.

It wasn't 'chasing' an audience.

"...It's not about 'clicks'..."

It was not seen to be the mouthpiece disseminating the policies of government or a specific group. It was not the analysis, selective editing or stance of a journalist or media organisation. The articles did not seek to persuade readers to change their minds or adopt a particular point-of-view.

Instead, The Point Magazine was highly valued for introducing contextual information allowing people from affected communities and others to speak openly and was described as:

"...A voice for the communities to speak for themselves..."

"...Unbiased opinion...not edited..."

"...A platform for people not represented in the mainstream media..."

"...Fills a gap..."

"...So important when there is so much mistrust between communities, government and the media..."

"...Credibility...not just the mouthpiece of government..."

"...Another perspective...challenges dodgy narratives..."

"...Not clichés..."

"...Not sensationalised..."

"...Intelligent pieces from a different perspective..."

"...You don't see many stories like these..."

In some instances, the topics could be very broad such as the food or cuisine of a particular community.

When discussing the role of The Point Magazine in giving voice to a group rarely

heard in mainstream media, respondents also highlighted the prevalence of articles by younger members of various communities.

This was viewed as another differentiating and valuable feature of The Point Magazine. Government officials, youth and community workers firmly believed young people from across Australian society wanted to hear from their contemporaries, to hear from others like them and gain their insights. However, it was often thought difficult to find pieces by young people in the mainstream media or credible and balanced views on-line.

"...Young people are keen to be media practitioners and have their voice heard..."

"...Abuse and hate can be easily found on line... it can be harder to find more positive views..."

"...The issues raised by young people can be different to what government and others consider..."

"...There's a lot of extremist activity but little discussion on how to come together..."

"...There's a lot of fatigue and anger with the mainstream media... people are looking for places where it is safe to be heard, to be treated with respect..."

There was also mention of some instances where contributing to The Point Magazine gave a writer a profile or exposure which was noted and used by other organisations, e.g. being invited to sit on a panel at conferences or company workshops or to contribute to other media outlets.

- Authentic views.

Participants noted that the value of The Point Magazine was more than simply providing a 'soapbox' for minorities. The character and nature of the articles were also important i.e. the authenticity of the writers and their views enhanced the value of the different perspective provided. Rather than third-hand observations and opinions about those affected, The Point Magazine was thought to offer authentic and unadulterated insights – background details, personal experiences and the consequences being felt by people in the Australian communities involved in the news and connected to global conflicts.

"...My only link with real people at the grass roots..."

"...Written by people from different backgrounds..."

"...People willing to tell their stories...feel valued..."

"...Not stereotypical..."

"Professional journalists are typically far removed from the cultures and the communities..."

"...Access to the stories and experiences of different people..."

"...Real, 1st person humanity..."

"...Personal stories are trusted..."

"...It is often shared experiences which change views..."

- A positive perspective.

In addition to drawing on the stories and experiences of real people, The Point Magazine was further valued for featuring positive aspects of multiculturalism, various communities and cultures. It helped people understand beliefs and practices.

"...It provided good background information on many areas..."

"...Reflects a level of diversity others can't..."

"...Shows the positive side of cultures and communities..."

"Some stories are inspiring..."

"...Lives turned around...people making a difference..."

- Helps people think about issues rather than telling them what to think.

Rather than providing articles that simply offered the opposing view, The Point Magazine was thought to cover broader and more informed insights, especially with a focus on the humanity, the experiences and the emotions rather than the politics of events. A key feature was the depth of coverage, especially when compared to the mainstream media.

"...The articles are about pulling together rather than pulling apart..."

"...Makes people think a little more..."

"...It's all about raising awareness and understanding... fosters more tolerance and being less fearful..."

"...The articles are not about the events but the issues behind the events..."

"...The Point Magazine brings context to issues that cause friction,

"passions and emotions..."

"...It's hard to change people's mind on hot topics but The Point Magazine provides some context and perspective..."

"...Looks at the emotional issues, not just one side..."

"...Depth of the articles...more comprehensive...not as westernised..."

However, respondents did not believe this approach meant The Point Magazine 'soft' or 'fluffy'. Instead, there was a consistent view The Point Magazine covered important, tough and contemporary issues.

"...Tackles hard issues..."

"...It was more thoughtful and acknowledged problems..."

"...It raises questions...it is not aligned with any policy..."

"...Shines a light on issues those communities find important..."

"...Not pre-prepared media releases..."

"...Sees issues emerge and develop..."

"...Explores what is important to communities..."

"...Can be hard hitting..."

These insights were considered important to fostering harmony and tolerance. They showed a broader view of different groups and how violence and extremism was marginal and not central to those communities.

4.2.2 How The Point Magazine is used

Given the profile of respondents and their involvement in multiculturalism and connections to Multicultural NSW:

- It was not surprising to learn all received an emailed copy or link to The Point Magazine.
- There was also a consistent pattern of usage, i.e. open, quick scan of articles to identify those of interest or particular relevance which would be read in detail – usually at a later time or another day.
- Few read every article.
- Few 'saved' each issue.

Specific articles were saved or filed and there was a widely held view that it was unnecessary to retain articles. Access to The Point Magazine Website and archive made it easy to source items if, and when required.

- Articles (usually in full, though excerpts and quotes could also be used) were regularly circulated to a very wide group.

As noted earlier in the report, the key use of The Point Magazine was to gain new insights and enhanced understanding to:

- Hear from people in communities affected, especially those who are not always afforded coverage in other media and younger people.
- Gain new perspectives; a broader context, background information, personal accounts and experiences about the emotions and feeling relating to multicultural communities living in Australia and relating to world events.

“...The thoughts and feelings of people I am unlikely to ever meet...”

“...It generates discussion...”

- Find and share the human values that connect and unite people, to contribute towards harmony.

As such, it appears The Point Magazine has considerable impact and influence. For the core subscribers it contributes to the understanding of communities and issues. It provides references and first-hand information. It can inform policy and discussions.

“...It can 'educate' government personnel and others...”

For a broader group, its influence is from highlighting the human side of those involved as well as inspiring with personal stories.

“...Experiences can often shape views...”

4.2.3 Functional characteristics

The 'production values' of The Point Magazine were highly regarded. Consistently across the interviews respondents spoke about:

- Perceiving the writing to be of a very high standard.

Articles were felt to be easy to read, modern and engaging.

Liked the design and visual elements, especially the more recent format where there is a headline and visual for each article on the landing page or when an issue was 'opened'.

“...Stylistically, it’s good...”

“...Easy to read...a good font size...”

Nevertheless, it was also noted that the ‘digital space’ is one of the most dynamic environment characterised by innovation and constant change. As such, there was a suggestion that The Point Magazine would benefit from evolving its look and feel to maintain its contemporary persona.

“...There’s always room for improvement...”

“...On-line, people like to see new ideas and presentations... especially young people...”

- Overall, navigation and other ‘technical’ elements were thought simple, quick and effective though some felt it was hard to ‘flick through’ each issue.

“...Not complicated or overwhelming...”

“...It is categorised in a common-sense way...”

However, there were some isolated comments suggesting there were some limitations to the search function.

A key suggestion was to make greater use of Facebook as it was seen to be the platform of choice for younger people. The key thought was to have The Point Magazine on Facebook rather than simply using the platform to send links to access the webpage.

- Greater use of videos.

There were a number of comments advocating greater use of videos which were seen to be an increasingly common or popular format in the digital space. Videos were thought to provide greater richness, especially seeing people, hearing them speak as well as showing related items.

4.2.4 An ‘Obituary’ for The Point Magazine

Asking respondents to talk about what they would miss if a brand or product disappeared is an established qualitative research technique. It provides a different perspective and helps tease out perceived strengths and core differences – rather than generic qualities. The approach can also involve tasking participants to outline key points they would include in an obituary for the product, what they would miss and what other products could not replace. Such an exercise was used in this study.

Were The Point Magazine to cease production, respondents believed :

- A voice would be lost.

A void would be created which no other media would effectively replace. The 'gap' would be *diversity*, different insights and new thoughts on a range of topics and issues, especially those of young people and typically those in communities affected by world events.

"...A valuable tool...a voice that was normalising and empowering those marginalised..."

"...Miss a quality of unity...topics no one covers..."

"...Connecting and engaging people..."

"...A young and fresh take..."

"...It gave oxygen to discussion..."

- The removal of opportunities.

People from many multicultural communities would be denied a platform to share their experiences and perspective and work towards building understanding and respect.

"...We would lose hearing a different perspective..."

"...Back to hearing a very one-sided view..."

There were also examples of young people building a profile and gaining broader media roles through contributing to The Point Magazine. Articles had been noted by various groups and the writers ask to join panels or provide items to other platforms. Therefore, the demise of The Point Magazine would deny this group an influential 'stepping stone'.

"...It opened many doors..."

"...It built knowledge of how to disseminate information and to engage communities..."

"...It had become a brand and represented something..."

5.0 Conclusions and Recommendations

5.1. Conclusions

The survey provided some insight into the reader profile of The Point Magazine, how it is used, its perceived uniqueness and the high regard in which it is held.

9. However, when reviewing these findings it is important to note there was only a small number (15%) of 'private individuals' who contributed to the on-line survey and the qualitative stage. Whilst considerable effort was made to gain a broad spread of participants - email invitations and reminder messages had been sent to several thousand people who had accessed the magazine via the website or social media – only a very small number responded.

Instead, a significant group of respondents (41%) in the qualitative fieldwork was officials from various departments within the Australian government, the NSW government (plus some from other state governments), and local councils. Complementing these respondents was a group of participants (c22%) with roles in community and youth groups and education in metropolitan and regional areas. Many of these contributors had dealings with Multicultural NSW and/or Countering Violent Extremism units within government and they became aware of The Point Magazine via their dealings with Multicultural NSW. Indeed, Multiculturalism NSW's email notification system was the primary conduit to readers with 87% reporting that this was how they came to receive each issue.

10. Therefore, the role and influence of The Point Magazine is a little different to many traditional publications as the findings suggest there are a number of user groups including:

- iv. ***A core user base.***

The government personnel, community and youth workers, educators and others referenced above form the core user base. Their existence was also suggested by the data which showed 34% of the sample had read The Point Magazine for 3+ years (though the magazine continues to grow with 35% of respondents having read their first issue in 2017).

The 'core users' saw The Point Magazine as a valuable *resource*.

It was a source of insightful, credible materials that informed these professionals. *It was a direct voice from the grassroots* – views they could not obtain from other materials and that were helpful for their work discussions, briefings and in developing policy. 88% of respondents thought

it covered important grassroots issues and 89% of respondents thought The Point Magazine was a credible source of information.

"...The topics are relevant to work as a multicultural officer..."

"...Use as a reference, to show examples or to demonstrate..."

*"...Can't be across so many diverse groups...
helps have contact with people I might never meet..."*

However, the significance of the core users was not limited to their number or use of The Point Magazine to inform government. They also played a key role as *distributors* of The Point Magazine and its articles by sharing items with a much larger and broader audience. 36% of the sample had forwarded at least one article from the November 2017 issue, and on average, each sent an item to **28** other people.

v. ***Referred readers***

This segment of readers was largely composed of those who received an article (or link to the particular Point Magazine article) forwarded by someone in the core user base. The implied endorsement (being sent a link by a known source) had the potential to enhance the influence of the material, and whilst this group were possibly only occasional readers of selected items, they were nevertheless exposed to the insights captured by The Point Magazine.

vi. ***Conventional readers***

This segment were people who had a personal interest in the topic and were regular readers of The Point Magazine.

As such, the reach of The Point Magazine extends into a diverse audience and influences various segments that can impact on multicultural issues and acceptance across communities. 81% of readers skim each issue and chose articles of interest to read whilst 82% of respondents thought The Point Magazine was doing a very good job/ a good job in being 'relevant to me'.

11. There was a strong belief The Point Magazine was fulfilling its objectives and fostering greater harmony across all sections of the community.

Whilst it did not seek to overtly dissuade hate, radicalisation or extremism, respondents thought The Point Magazine contributed in a subtle and effective way, i.e. it influenced views without adopting a particular position or stance or telling people they were right or wrong. Overall, 91% of respondents thought it helped bring a sense of community harmony.

Importantly, the avoidance of any political or cultural bias was not at the expense of covering significant or contentious topics. The Point Magazine was

seen to include items on important and current issues, that communities wanted raised or with which they struggled. 90% believed The Point Magazine did a very good job/a good job at covering difficult, tough or controversial issues.

The value of the approach used by The Point Magazine was captured in an observation made during the interviews, i.e. *'The Point Magazine does not tell people what to think...it helps them think about situations and different groups in the community.'*

12. Respondents for this study (across all segments) had a high regard for The Point Magazine.

97% of the quantitative sample had a very positive/positive view and respondents in the qualitative fieldwork spoke with some passion about the magazine.

It was highly regarded and respected and respondents described it as unique. Among the words used to capture impressions of The Point Magazine were:

Thought provoking	Fresh, refreshing
Relevant	Energetic
Diverse	Honest
Authentic	Perspective
Modern	Insightful
Depth	Values

There was a widely held view across the qualitative interviews that if The Point Magazine ceased production, a disappointing void would be created. None believed similar material could be obtained from any other source.

13. The Point Magazine's influence is thought to be driven by a number of unique characteristics:

- It is based on first hand stories/articles rather than particular events, the stance or 'lens' of a news organisation or journalist. 94% of respondents believed The Point Magazine was doing a very good job/a good job letting real people tell their stories. It was described as *'giving voice to groups who are rarely heard in the mainstream media'* and 88% of respondents thought The Point Magazine was doing a very good job/ a good job in covering important grassroots community issues.
- These personal pieces were about the emotions and humanity of different community groups and their experiences and contained a positive message. The top 4 topics were:
 - e. Community
 - f. People

- g. Culture
- h. Youth issues

As such, they provide strong background and contextual perspectives which were powerful in helping people understand groups, beliefs and situations. Some of the personal stories were described as inspiring.

It is by 'touching' individuals in this way The Point Magazine was thought to help reduce hate and extremism. 88% of respondents thought The Point Magazine was doing a very good job/ a good job in providing a strong voice against hate/extremism.

- A bias towards younger contributors. Respondents believed younger people were seeking a voice, to have their views heard. Importantly, younger people wanted to hear from their contemporaries. 88% of respondents thought The Point Magazine was doing a very good job/ a good job in nurturing young writers/journalists/photographers.

14. There was a high regard for the standard of insight provided, the quality of the writing, the design, visual and navigation elements. The growing use of video was well received and most advocated a greater role for video articles and segments.

There were few real criticisms. Instead, the key 'observation' was The Point Magazine has a strong bias towards the Muslim community and the issues it faced. However, other groups from the multicultural communities felt they also confronted issues of acceptance and tolerance and should be included on in efforts to promote harmony.

As such, a significant part of the qualitative sample saw a role for The Point Magazine to cover a broader range of communities and multicultural issues, especially to assist in country areas where resources are even more limited.

15. Across the sample there was a strong desire for The Point Magazine to continue. Respondents felt it was effective in building understanding and harmony. They believed the need for such an important and unique role would continue for some time into the future.

5.2. Recommendations

1. These findings suggest consideration be given to continuing The Point Magazine as:
 - It is widely used.
 - It has been successful in meeting the objectives of effectively participating in current community conversations and open new opportunities to engage, enable, and empower communities to speak about and address issues relating

to violent extremism.

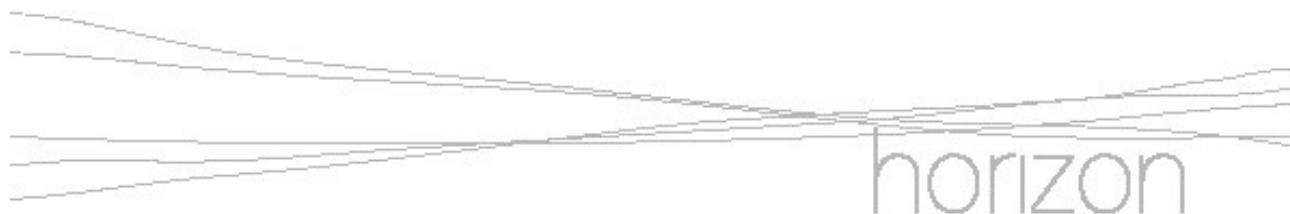
- Its users do not believe the insights and contribution can be replaced by other sources.

Indeed, there was a desire and request for 'more' – more articles (especially involving other communities as noted in 6 above) and even more issues as well as a printed version!

2. Whilst there was little perceived need for substantial change in the approach and format, some suggestions were recorded, e.g.

- Continue the evolution and up-dating of design elements.
- Include more video which was an important format for young people and had the potential to add richness showing individuals and communities, showing how they interact and hearing them talk.

Appendix A – Quantitative survey questionnaire



INTRODUCTION

Recently Horizon Research was asked by Multicultural NSW to conduct a readership survey of subscribers and readers of The Point Magazine to get their views on the publication and its contribution.

Please rest assured that your participation in this survey is completely voluntary and confidential and that no individual responses will be reported back to Multicultural NSW – only aggregated responses.

The survey covers a range of topics and should take 10-12 minutes to complete, depending on your responses.

Should you require any further information about the survey or how the results will be used, you can contact Elizabeth McFarlane, Community Resilience, Multicultural NSW at elizabeth.mcfarlane@multicultural.nsw.gov.au or (02) 8255 6769.

GENDER

1. Gender

- MALE..... 1
- FEMALE..... 2

AGE

2. Into which of the following broad age categories do you fall?

- UNDER 18 YEARS OF AGE 1
- (TERMINATE)**
- 18-9 YEARS 2
- 30-39 YEARS 3
- 40-49 YEARS 4

50-64 YEARS	5
65+	6

LOCATION

3. Where do you currently live?

METRO SYDNEY	1
REGIONAL NSW.....	2
RURAL NSW	3
CANBERRA/ACT.....	4
VICTORIA	5
QUEENSLAND	6
SOUTH AUSTRALIA	7
WESTERN AUSTRALIA.....	8
TASMANIA.....	9
NORTHERN TERRITORY	10
OUTSIDE OF AUSTRALIA	11

POST CODE

4. What is the postcode you live in?

Post Code: _____	
DO NOT LIVE IN AUSTRALIA	11

STAKEHOLDER GROUP

5. People from all walks of life read The Point Magazine. Which one of the following best describes you and/or what you do for a living?

PRIVATE CITIZEN	1
ELECTED OFFICIAL (LOCAL/STATE/FEDERAL)	2
POLICE / LAW ENFORCEMENT	3
RELIGIOUS LEADER.....	4
LOCAL BUSINESS PERSON	5
WORK FOR A LOCAL COUNCIL.....	6
WORK FOR THE NSW STATE GOVERNMENT	7
WORK FOR ANOTHER STATE GOVERNMENT	8
WORK FOR THE COMMONWEALTH GOVERNMENT.....	9
COMMUNITY LEADER	10
YOUTH LEADER	11

JOURNALIST / MEDIA.....	12
TEACHER / RESEARCHER / ACADEMIC.....	13
OTHER (SPECIFY: _____)	14

TOPLINE FAMILIARITY AND IMPRESSIONS

OVERALL FAMILIARITY

6. How familiar would you say you are with The Point Magazine and its' content/the kinds of articles it features?

NOT VERY FAMILIAR	1
NOT THAT FAMILIAR	2
SOMEWHAT FAMILIAR	3
VERY FAMILIAR	4

PERCEIVED OBJECTIVE OF THE POINT MAGAZINE

7. What would you say is the overall objective of The Point Magazine?

OVERALL IMPRESSION

8. What is your overall impression of The Point Magazine?

VERY NEGATIVE.....	1
NEGATIVE.....	2
POSITIVE	3
VERY POSITIVE	4

REASON FOR OVERALL IMPRESSION

9. And why is your overall impression of The Point Magazine **(INSERT Q8 RESPONSE)?**

READERSHIP

WHEN DID YOU FIRST START READING

10. The first issue of The Point Magazine was published in July 2013. When did you first start receiving/reading The Point Magazine?

5 YEARS - SINCE THE VERY FIRST FEW ISSUES (JULY 2013)	1
4 YEARS – SINCE 2014.....	2

3 YEARS – SINCE 2015.....	3
2 YEARS – SINCE 2016.....	4
1 YEAR – STARTED READING IN 2017	5
NOT SURE WHEN I STARTED READING IT.....	6

MAIN REASON FOR READING THE POINT MAGAZINE

11. What would you say is the main reason you read The Point Magazine?

READERSHIP OF THE LATEST ISSUE

12. There were a number of articles in the most recent (November 2017) issue of The Point Magazine. Which of the following articles, if any, did you read (or view in the case of video stories)? **(PLEASE SELECT ALL THAT APPLY)**

'Edgy multiculturalism for a new generation'	1
The evolving threat of violent extremism	2
An Assyrian Story	3
A Kurdish Story	4
Syrian Footballers in Sydney	5
Lessons in Collaborative Journalism.....	6
Belonging: an Indonesian Dancer's Story	7
I did not read any of the articles in this issue	5

CONSISTENCY/LEVEL OF READERSHIP

13. There have been 11 issues of The Point Magazine published in 2017. How many issues of The Point Magazine have you read in 2017?

I HAVE READ ALL 11 ISSUES.....	1
I HAVE READ MOST ISSUES (8-10 ISSUES)	2
I HAVE READ A FAIR NUMBER OF ISSUES (4-7 ISSUES)	3
I HAVE READ A FEW ISSUES (1-3 ISSUES)	4
I HAVE NOT READ ANY ISSUES IN 2017	5

NOTIFICATION OF NEW ISSUES

14. How do you typically receive notification from Multicultural NSW announcing the latest issue of The Point Magazine?

- DIRECT VIA REGULAR EMAIL FROM MULTICULTURAL NSW 1
- DIRECT VIA THE MULTICULTURAL NSW FACEBOOK PAGE 2
- INDIRECT – SOMEONE FORWARDS ME THEIR EMAIL 3
- INDIRECT – SOMEONE SHARES THROUGH SOCIAL MEDIA.....4
- OTHER 5

ASK Q15 IF RECEIVE NOTIFICATION DIRECT AT Q14

SHARING BEHAVIOUR

15. Do you typically share the email, Facebook notification or links to the latest issue of The Point Magazine with other friends, family or work colleagues?

YES..... 1

NO..... 2

ASK Q16 IF RECEIVE NOTIFICATION DIRECT AT Q14"

MULTIPLIER EFFECT

16. Please provide your best estimate of the number of people you would typically share each issue of The Point Magazine with?

ESTIMATED NUMBER OF PEOPLE SHARED WITH _____

UNSURE..... 99

TOPICS OF INTEREST

17. The Point Magazine covers a broad range of topics and interests. Which of the following topics covered in The Point Magazine are of interest to you? **(PLEASE SELECT ALL THAT APPLY)**

RANDOMISE

- PEOPLE 1
- EDUCATION 2
- CONFLICT..... 3
- RELIGION..... 4
- GOVERNMENT..... 5
- HEALTH 6
- ENTERTAINMENT 7
- YOUTH ISSUES..... 8
- SPORT 9
- MEDIA..... 10

TECHNOLOGY	11
CULTURE	12
BUSINESS.....	13
NEWS	14
COMMUNITY.....	15
HISTORY	16
WAR.....	17
SCIENCE.....	18

ASK Q18 IF SELECTED MORE THAN ONE TOPIC AT Q17:

MAIN TOPIC DRIVING READERSHIP

18. And which **one** of the following topics covered in The Point Magazine would you say is the one you are most interested in?
(PLEASE SELECT ONE ONLY)

RANDOMISE

PEOPLE	1
EDUCATION	2
CONFLICT.....	3
RELIGION.....	4
GOVERNMENT.....	5
HEALTH	6
ENTERTAINMENT	7
YOUTH ISSUES.....	8
SPORT	9
MEDIA.....	10
TECHNOLOGY	11
CULTURE	12
BUSINESS.....	13
NEWS	14
COMMUNITY.....	15
HISTORY	16
WAR.....	17
SCIENCE.....	18

TYPE OF READER

19. Different people read The Point Magazine in different ways. Which one of the following best describes the type of reader you are/how you read The Point Magazine when you receive it?

- I AM A COVER-TO-COVER READER – I TAKE THE TIME TO READ EVERY ARTICLE..... 1
- I AM A SELECTIVE READER – I SKIM FOR ARTICLES OF INTEREST AND THEN READ THEM THROUGH COMPLETELY 2
- I AM A SKIMMER – I SKIM THROUGH ALL THE ARTICLES AND ONLY READ THE OCCASIONAL ARTICLE COMPLETELY 3
- I AM A GLANCER - I LOOK AT THE HEADLINES BUT RARELY READ INDIVIDUAL ARTICLES 4
- I AM AN ARCHIVER – I DON'T TYPICALLY READ IT RIGHT AWAY BUT SAVE IT FOR LATER REFERENCE IF NEEDED 5
- IF I AM COMPLETELY HONEST, I DON'T TYPICALLY READ IT 6

PERFORMANCE RATINGS

PERFORMANCE RATINGS

20. Now I would like you to think about the kind of articles and coverage featured in The Point Magazine over the years. Based on your personal impressions/opinions, I would like to know what you think of the job The Point Magazine has done in a number of areas.

For each area, please use a scale of 1-10, where "1" means you think The Point Magazine has done a "VERY POOR JOB" and "10" means you think The Point Magazine has done a "VERY GOOD JOB" in this area.

VERY POOR JOB										VERY GOOD JOB
1	2	3	4	5	6	7	8	9	10	

RANDOMISE

- BEING FAIR AND BALANCED..... _____
- BEING RELEVANT TO ME..... _____
- COVERING DIFFICULT, TOUGH OR CONTROVERSIAL ISSUES _____
- PROVIDING A STRONG VOICE AGAINST HATE/EXTREMISM..... _____
- REPRESENTING MY COMMUNITY _____

- BEING A CREDIBLE SOURCE OF INFORMATION ____
- HELPING BUILD A SENSE OF COMMUNITY HARMONY ____
- BRINGING PEOPLE OF DIFFERENT CULTURES TOGETHER..... ____
- COUNTERING ONLINE HATE AND EXTREMISM ____
- PROVIDING ARTICLES THAT INTEREST ME ____
- CELEBRATING MULTICULTURALISM IN AUSTRALIA..... ____
- LETTING REAL PEOPLE TELL THEIR STORIES ____
- COUNTERING ANTI-ISLAMIC SENTIMENT ____
- HELPING MAKE OUR COMMUNITIES MORE RESILIENT ____
- COVERING IMPORTANT GRASSROOTS COMMUNITY ISSUES ____
- NUTURING YOUNG WRITERS/JOURNALISTS/PHOTOGRAPHERS ____

CALL TO ACTION

VISITED THE POINT MAGAZINE WEBSITE

21. Have you ever visited The Point Magazine website -
(www.thepointmagazine.com.au)?

- YES 1
- NO 2

VISITED THE MULTICULTURAL NSW FACEBOOK PAGE

22. Have you ever visited the Multicultural NSW Facebook page -
(www.facebook.com/multiculturalnsw/)?

- YES 1
- NO 2

ACTIONS UNDERTAKEN

23. As a result of reading something in The Point Magazine, which of the following actions, if any, have you undertaken? **(PLEASE SELECT ALL THAT APPLY)**

- RANDOMISE**
- EMAILED AN ARTICLE OR LINK TO AN ARTICLE TO SOMEONE..... 1
- SPOKEN TO FAMILY OR FRIENDS ABOUT WHAT YOU READ2

SPOKEN TO COLLEAGUE(S) AT WORK ABOUT WHAT YOU READ3

SPOKEN TO A COMMUNITY LEADER/ELECTED OFFICIAL4

SPOKEN TO A RELIGIOUS LEADER IN YOUR COMMUNITY5

SHARED A LINK TO AN ARTICLE VIA SOCIAL MEDIA
(I.E. FACEBOOK, TWITTER ETC.)6

POSTED A COMMENT ON SOCIAL MEDIA (I.E. FACEBOOK, TWITTER ETC.)7

SEARCHED ONLINE FOR MORE INFORMATION ABOUT WHAT YOU READ .8

ATTENDED A COMMUNITY EVENT/FUNCTION YOU READ ABOUT9

JOINED A LOCAL COMMUNITY GROUP CAUSE.....10

MADE A DONATION TO A CHARITY OR CAUSE YOU READ ABOUT11

SENT FEEDBACK TO THE POINT MAGAZINE.....12

MADE CONTACT WITH THE EDITOR OF THE POINT MAGAZINE13

WRITTEN AND/OR SUBMITTED AN ARTICLE TO THE POINT MAGAZINE14

NONE OF THE ABOVE15

OTHER (SPECIFY: _____)16

SOCIAL MEDIA / DEMOGRAPHICS

SOCIAL MEDIA

24. Which of the following social media platforms do you use at least three times a week? **(PLEASE SELECT ALL THAT APPLY)**

FACEBOOK 1

TWITTER 2

LINKEDIN..... 3

INSTAGRAM 4

WHATSAPP 5

SNAPCHAT 6

TUMBLR 7

OTHER (SPECIFY: _____) 8

Now just a final few questions to make sure we've spoken to a good range of people.

HOUSEHOLD MAKE-UP

25. How would you describe your current household?

Single person household, just me.....	1
Live at home with both parents / guardians	2
Single parent household with one or more children	3
Couple without children.....	4
Couple with children (includes children aged 18 years and older) ..	5
Group or shared household (most people in household are non-related)	6
Something else (e.g. siblings living together, multigenerational families)	7
Other (Specify: _____)	8

EMPLOYMENT STATUS

26. Which one of the following best describes your employment status?

FULL TIME EMPLOYEE	1
PART TIME EMPLOYEE	2
CASUAL EMPLOYEE	3
SELF-EMPLOYED.....	4
HOME DUTIES	5
STUDENT.....	6
RETIRED	7
UNEMPLOYED	8
WORKCOVER	9
DISABILITY PENSION.....	10
PREFER NOT TO SAY	99

HOUSEHOLD INCOME

27. Finally, which of the following broad categories best describes your approximate total household income, over the last 12 months BEFORE TAXES?

LESS THAN \$40,000	1
\$40,000 – LESS THAN \$60,000	2
\$60,000 – LESS THAN \$80,000	3
\$80,000 – LESS THAN \$100,000	4
\$100,000 – LESS THAN \$120,000	5
\$120,000 AND OVER	6

CLASSIFICATION QUESTIONS

The next set of questions relate to languages spoken at home, ancestry and religion.

These questions and the answer categories come from the most recent Australian Bureau of Statistics Census Form and are designed to be used to classify responses during the analysis.

Some people find these types questions a little sensitive and can be uncomfortable answering them. As such, please know that you have the option to skip, any of these questions, if you prefer not to answer.

Your responses to the rest of the survey will still be included in the research, just not for any questions you choose not to answer.

Signed,
The Horizon Research Team

LANGUAGES SPOKEN AT HOME

28. Do you speak any languages other than English at home?
29.

NO, ENGLISH ONLY	1
YES, MANDARIN	2
YES, ARABIC	3
YES, CANTONESE.....	4
YES, VIETNAMESE.....	5
YES, GREEK	6
YES, ITALIAN	7
YES, HINDI	8
YES, SPANISH.....	9
YES, KOREAN	10
YES, OTHER LANGUAGE (SPECIFY: _____)	11
PREFER NOT TO ANSWER.....	99

PLACE OF BIRTH

30. Where were you born?

AUSTRALIA	1
OVERSEAS	2
PREFER NOT TO ANSWER.....	99

PLACE OF BIRTH - FATHER

31. Where was your father born?

AUSTRALIA	1
OVERSEAS	2
PREFER NOT TO ANSWER.....	99

PLACE OF BIRTH - MOTHER

32. Where was your mother born?

AUSTRALIA	1
OVERSEAS	2
PREFER NOT TO ANSWER.....	99

ANCESTRY

33. What is your ancestry? (**YOU CAN SELECT ONE OR TWO ANCESTRIES ONLY**)

ENGLISH	1
CHINESE	2
IRISH	3
SCOTTISH	4
ITALIAN	5
INDIAN	6
LEBANESE.....	7
GERMAN	8
GREEK	9
FILIPINO	10
VIETNAMESE	11
KOREAN.....	12
MALTESE	13
NEPALESE	14
DUTCH	15
MACEDONIAN	16
CROATION	17
POLISH	18
SPANISH	19
PAKISTANI	20
OTHER (SPECIFY: _____)	21
PREFER NOT TO SAY	99

RELIGION

34. What is your religion?

NO RELIGION	1
-------------------	---

CATHOLICISM	2
ANGLICAN CHURCH OF AUSTRALIA	3
ISLAM	4
UNITING CHURCH	5
BUDDHISM	6
PRESBYTERIAN	7
HINDUISM	8
CHRISTIAN (NO FORMAL DENOMINATION)	9
GREEK ORTHODOX	10
BAPTIST	11
PENTACOSTAL (NO FORMAL DENOMINATION)	12
JUDAISM	13
SIKHISM	14
Other	15
PREFER NOT TO SAY	99

INTEREST IN FURTHER RESEARCH

In addition to this readership survey, the research team will also be conducting further research over the next 1-2 months:

- An online bulletin board/discussion group with participants from all over Australia;

and/or
- A series of face-to-face, 90-minute focus groups at a central location in Sydney where a small cash payment will be provided to cover transport costs

Participation in these research endeavours is completely voluntary and confidential and no individual responses will be reported back to Multicultural NSW – only aggregated responses.

All participants would receive an honorarium/cash incentive for their time.

35. If you are interested in participating in further research, please provide your name, email address and mobile number so one of our researchers can contact you, ask you some screening questions and see if you qualify to attend.

FULL NAME:.....

EMAIL ADDRESS:.....

MOBILE NUMBER:

Appendix B – Qualitative research Moderator's Guide

NSW Government

Multicultural NSW

Qualitative Market Research (telephone interviews) to Evaluate 'The Point Magazine'

Moderator's guide

Draft 1

- Moderator's introduction

Confidentiality, adherence to Privacy legislation, no 'right' or wrong' answers, all comments valued etc.
- Participant's introduction, e.g. where trained, number of years' practice, key features of their department or section.
- Brief profile/introduction to each participant. They will be asked to describe their role and time in such a position.
- 3 – 4 words to summarise their impressions of the Point Magazine.
- *Reading The Point:*
 - *Relate the circumstances leading to 1st reading The Point Magazine.*
 - *How often they read*
 - *Talk a little about using The Point Magazine – do they look forward to it...do they read every issue...all articles...is it a quick flick through or a more*

considered read...do they trust the information...

Their impressions of the content...do they find the content very different to other materials read (give examples)...what does it ad...

Do they always agree with the content –how has it impacted on their views (e.g. changed opinions or provided support for opinions)....does it stimulate interest in a topic, do they look for more information

- *Which articles do they find most interesting...most useful...which have they shared...would like more of – explain the factors behind each*
- *Would they visit the website and archives and identify an article they found particularly memorable and post it to the site and explain why it had such impact*
- *What would they like to see more of and less of in The Point Magazine*
- *How would they describe the design, layout and writing style of The Point Magazine*
- *Do they mention The Point Magazine or particular articles to friends or other people...who do they think The Point Magazine has been designed for*
- *Would they miss The Point Magazine if it disappeared – explain a little...if they had to write an obituary for The Point Magazine what would they say*

Using Research

This document reports includes the findings of a qualitative research study and a small scale quantitative research study. Qualitative research by its very nature seeks to explore participants' impressions and opinions and that element of the study is in no way a prediction of opinion or future behaviour. Even within the quantitative stage there are some margins of error. The commercial risks involved in applying these finding lies solely with the user.