

# **Report on Community Consultation for Roebourne Act-Belong-Commit Logo**



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## 1. Overview & Acknowledgements

As part of the community consultation for implementing Act-Belong-Commit in Roebourne, local residents were invited to submit entries to a logo competition. The competition was publicised via word-of-mouth, posters and email. Of note is that participants were invited to adapt the existing Act-Belong-Commit words and logo or to submit an entirely new slogan and logo.

The competition was organised and managed by Aboriginal Project Manager Lesley Murray and guided by the Roebourne Social and Emotional Wellbeing Group and Roebourne Consulting Services. A local Aboriginal graphic designer was engaged to develop promotional material and to assist in developing the logo prototypes for testing. Additional project partners included Mawarnkarra Health Services, CSSU Gurlu Gurlu, Roebourne Community Resource Centre, Yaandina Family Centre Youth Services, Roebourne District High School, Best Start, NBAC and Roebourne PCYC.

## 2. Background

Aboriginal people in Roebourne have told us that good social and emotional wellbeing depends very much on interacting with family, involvement in community activities and connecting to country and culture. The Act-Belong-Commit message, when framed in a cultural context, resonates well with Aboriginal people in Roebourne.

### Act-Belong-Commit in an Aboriginal context:

The Act-Belong-Commit campaign is all about getting people to look after their mental health by doing things that keep them mentally healthy.

**Act:** Keep mentally, socially, spiritually, physically and **culturally** active.

**Belong:** Build and maintain a strong Aboriginal identity by keeping connected to family and language group, and by getting together with others at cultural events and visits to country.

**Commit:** Commit to caring for country, to teaching the young ones about culture and language or re-learning culture and language yourself, keep up obligations to family and community, take part in cultural ceremonies and express culture in song, music, dance or stories.

## 3. The Competition

Given overall acceptance of the Act-Belong-Commit messages, the next step was to develop an Act-Belong-Commit branding that was locally relevant and culturally sensitive. Hence, Roebourne's Aboriginal community members were invited to create their own logo and slogan via Act-Belong-Commit's Roebourne Logo and Slogan Competition (see Appendix 1 for conditions of entry and judging). The competition was open for five weeks in July/August. Art stations were set up in various locations around town to provide community members with the opportunity to participate and to ensure that community members had access to supplies to do so (e.g. pencils, paper).

This approach was highly successful and enabled the Aboriginal Project Manager to engage with more of the community and other service providers than otherwise.

#### 4. The Judging



Thirty-seven entries were received across seven categories, including a people's choice award.

Winners were selected by a local panel of judges (comprising Ngarluma Elder David Walker, local Yindjibarndi man Russell Sandy, Gurlu Gurlu Maya's Shenara Smith and Mentally Healthy WA representative Gemma Brooks), and were announced at a community BBQ in Roebourne on the 12 August 2015. Around eighty men, women and children came together to view

the entries and enjoy the BBQ. Of note is that over three quarters of submissions and all of the judges' choices retained the Act-Belong-Commit words.

Based on the judges' decisions and the applicability and useability of the designs for the Roebourne Act-Belong-Commit logo/slogan, six logos were selected by the MHWA team for further consultation with the community. A Roebourne Aboriginal graphic designer was engaged to produce all six logos to the same level of 'finish' to be presented to the Roebourne community for feedback. These six logos are presented in appendix 2.

**Community gathering**



**Logo entries exhibition**





## **5. Community preference for a final logo via survey methodology**

A questionnaire (appendix 3) was constructed that presented respondents with the six selected logos and then asked respondents to do the following:

- Rank order the six logos from liked most to liked least.
- Give three reasons for choosing the most liked logo.
- List three feelings they might get seeing that logo around Roebourne.
- State whether there was anything they would change about their most liked logo.
- Give three reasons why they liked their second choice and anything they would change to make it better.
- State whether any of the logos gave a bad feeling when looking at them.
- Nominate which one(s) they would like to have on their t-shirt.
- State whether any logos were not a suitable symbol for helping the Roebourne community be strong in mind and body – to have good social and emotional wellbeing.

Respondents were then asked about their familiarity with and use of Facebook, and whether it would be good for Roebourne to have a Facebook page using one of these logos.

Finally, respondents were asked a series of questions about the sorts of activities that would be good for various groups to build their social and emotional wellbeing. The results of those questions are reported elsewhere. Note that the first 17 respondents were asked all of the above questions. A second group of 9 respondents was asked only the questions that focused on the logo preference.

### **5.1 Sample and procedure**

The sample was a convenience sample of N = 26 local Aboriginal residents and workforce, including those who identified with Roebourne but lived in Karratha, with an aim of achieving representation across the major language groups, age and gender.

Jolleen Hicks, Roebourne Aboriginal Consultant conducted the survey. Approximately half the questionnaires were interviewer-administered and half were self-completed by the respondents.

## **6. Results**

### **6.1 Sample characteristics**

The sample characteristics are shown in Table 1.

Table 1 shows that approximately two-thirds of the sample were women, with approximately three quarters aged 18 – 54 years, and just over half having children. The two main language/Native Title groups (Ngarluma; approx. 50%) and Yindjibarndi; approx. 25%) constituted three quarters of the sample. Just over half were resident in Roebourne, with just under half resident in Karratha.

**Table 1: Sample characteristics (n = 26)**

<b>Gender</b>	<b>N</b>
Female	18
Male	8
<b>Age*</b>	
18-34	10
35-54	9
55+	3
not stated	4
<b>Language group</b>	
Ngarluma	12
Ngarluma/Ngurinyunga	1
Yindjibarndi	6
Ngarluma/Yindjibarndi	1
Mardudunhera	3
Kuruna Mardudunhera	1
Maparli/Yindjibarndi	1
Banjyima	1
<b>Have children</b>	
Up to 15 years	8
16 and over	6
Not asked	6
<b>Where live</b>	
Karratha	9
Roebourne	11
Roebourne and Karratha	3
Karratha and Wickam	1
5 mile	2

## 6.1 Logo rankings

Table 2 shows the number selecting each logo either first or second, and the number ranking each logo last. Table 2 also shows the 'weighted score' for each logo based on these rankings. Table 2 shows that **D**, **E** and **F** were the most popular first and second choices and had the least number of least liked rankings. The results for each logo will be described in order of rankings.

**Table 2: Rankings and weighted scores for liking of all six logos (n = 26 respondents)**

Logo (total 1 <sup>st</sup> + 2 <sup>nd</sup> )	1 <sup>st</sup> ranks	2 <sup>nd</sup> ranks	6 <sup>th</sup> ranks	1 <sup>st</sup> x10+2 <sup>nd</sup> x5-6 <sup>th</sup> x5
<b>D (14)</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>105</b>
E (10)	5	5	2	65
F (9)	7	2	4	60
C (8)	4	4	6	30
A (7)	2	5	6	15
B (4)	-	4	5	-5
Total	26	26	26	

**D** was the most popular choice with 8 of the 26 (31%) respondents choosing **D** as 'most' liked, with a further 6 (23%) choosing **D** as their second choice. That is, just over half (54%) chose **D** as their first or second choice. Three respondents (11%) ranked **D** least liked. Given six logos to choose from, this indicates a relatively strong agreement for this logo.

#### LOGO D



**E** was the next most popular choice with 5 (19%) 'most liked' and 5 (19%) second choices, a total of 38% first or second most liked. Two (8%) ranked **E** least liked. AS for **D**, these figures indicate relatively good agreement for this logo.

#### LOGO E



**F** received 7 first (27%) and 2 (8%) second ranking, but 4 least liked rankings (15%).

#### LOGO F



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C was the next most popular choice, with 4 (15%) 'most liked' and 4 (15%) second choices, a total of 30% first or second most liked. However, C was ranked least liked by 6 (23%).

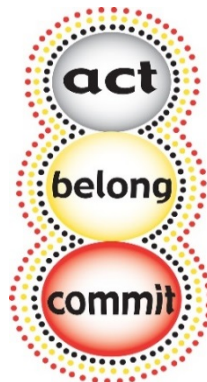
**LOGO C**



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A received 2 (8%) first and 5 (19%) second rankings (total 27% first or second), but received 5 (19%) least liked rankings.

**LOGO A**



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B received no first rankings, 4 (15%) second rankings but 5 (19%) least rankings.

**LOGO B**





Applying a weighting that emphasises 1<sup>st</sup> rankings (multiplied by 10) and 2<sup>nd</sup> rankings (multiplied by 5) as the key discriminators, but compensating for least liked (multiplied by – 5), logo **D** is clearly the most preferred with a score of 105. This score is substantially greater than for any other logo.

Logos **E** and **A** are the next highest scoring 65 and 60 points respectively, with the remaining logos scoring 30 or less.

Although sub-cell numbers are too small for reliable population-wide generalisations, in this sample Logo **D** was liked most or next most by all respondent types: males and females, younger and older respondents, respondents from all language groups, and Roebourne and Karratha residents.

## 6.2 Reasons for 1<sup>st</sup> and 2<sup>nd</sup> preferences

Table 3 shows the reasons respondents gave for their first and second choices. These have been categorised as either ‘meanings’ or ‘design elements’. All chosen logos were nominated for reasons relating to both meaning and design elements, with meanings dominating for **D** (16 vs 8) and design elements dominating for **F** (10 vs 6) and **E** in particular (18 vs 3). While the attractiveness of design elements is important, it is more important that the logos are interpreted in appropriate ways.

With respect to ‘meanings’, the main reasons for first and second choices are that the chosen logos represent ‘sharing, community togetherness, standing proud and strong’ (often with ‘together’), and ‘reaching out’. These are particularly applicable to **D**, and, to a lesser extent, **C** and **F**.

**Table 3: Reasons for 1<sup>st</sup> and 2<sup>nd</sup> selections**

<b>Meanings</b>	<b>D</b>	<b>C</b>	<b>A</b>	<b>E</b>	<b>F</b>	<b>B</b>	<b>Total</b>
Sharing	3	1	2	-	1	-	<b>7</b>
Coming together/being together	2	3	1	1	1	-	<b>8</b>
Stand proud/tall /strong /standing up for selves	7	-	1	1	1	-	<b>10</b>
Belonging	-	1	-	-	-	1	<b>2</b>
Fresh, new, inviting, reaching out	4	-	-	1	1	-	<b>6</b>
Family feeling	-	-	-	-	-	1	<b>1</b>
Friendship/walking together	-	-	-	-	2	-	<b>2</b>
Aboriginal flag	-	-	-	-	-	1	<b>1</b>
<b>TOTAL</b>	<b>16</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>37</b>
<b>Design</b>							
Overall design/pattern	4	3	1	7	6	-	<b>21</b>
Colours	1	2	1	6	4	-	<b>14</b>
Noticeable/eye-catching/different	2	-	-	4	-	-	<b>6</b>
Clear message	1	-	-	-	-	-	<b>1</b>
Highlights belong	-	1	-	-	-	-	<b>1</b>
Looks like has story to it	-	-	-	1	-	-	<b>1</b>
<b>TOTAL</b>	<b>8</b>	<b>6</b>	<b>2</b>	<b>18</b>	<b>10</b>	<b>-</b>	<b>44</b>

### 6.3 Feelings generated by 1<sup>st</sup> choice logo

Table 4 shows the feelings generated by each of the first choice logos. Consistent with the meanings communicated in the logos, the major feelings (across all logos – including **D**) are pride, togetherness, strong community, and sharing community. Along with ‘pride’ and ‘strong’, the major feelings generated by these logos relate to the community ‘coming together’, which is consistent with the major finding from the initial qualitative consultation and a perceived major goal for the campaign; that is, to assist in bringing the various groups within the community together.

**Table 4: Feelings generated by 1<sup>st</sup> choice logo**

Feelings of ....	D	C	A	E	F	B	Total
Pride	4	1	1	5	5	-	<b>16</b>
Strong/community standing strong	3	1	3	1	5	-	<b>13</b>
Togetherness/community/Closeness/included	4	3	1	-	2	-	<b>10</b>
Happy	3	-	-	3	4	-	<b>10</b>
Sharing community	3	2	1	-	1	-	<b>7</b>
Positive	3	-	-	2	1	-	<b>6</b>
Belonging/accepted	2	1	-	-	-	-	<b>3</b>
Respect	-	1	-	2	-	-	<b>3</b>
Other (open/calm/glad/Commitment)	2	-	-	1	-	-	<b>3</b>
Spiritual	-	-	-	-	1	-	<b>1</b>
	<b>24</b>	<b>9</b>	<b>6</b>	<b>14</b>	<b>19</b>	<b>-</b>	<b>72</b>

### 6.4 Other factors potentially mitigating choice of a logo

Table 5 shows that only one respondent stated they would like to change anything about their first or second choice logos, with that respondent stating they preferred a blue background for **E**. Two respondents stated they were ‘unsure’ when asked whether any logos were unsuitable for helping social and emotional wellbeing: one ‘didn’t like the colours’ of **C** and one was ‘not sure about the meaning’ of **A**. None of these mentions constitute a negative about the meaning of the logos.

Importantly, none reported a bad feeling from any of the logos. Furthermore, of those asked, all stated they would like to have one of these logos on a Roebourne Facebook page.

**Table 5: Changes required, bad feelings, unsuitability and use on Facebook page**

Question	No	Yes
Anything change about 1 <sup>st</sup> or 2 <sup>nd</sup> choice?	25	1 E: change black to blue background
Do any give you a bad feeling?	26	-
Are any not suitable for helping social and emotional wellbeing?	24	2 - unsure C: don’t like colours A: not sure about meaning
Use one of these on a Facebook page?	-	14*

\* Three did not respond to this question and 9 were not asked.

## 6.5 T-Shirt preference

Table 6 shows respondents' nomination when asked which logo they would like on their t-shirt. While most nominated their first choice as their t-shirt choice (i.e., as for **D**), some nominated another logo. In particular, while **F** attracted 7 'most liked' (and 2 second choices) and 4 least liked (see Table 2), **F** attracted the most (n = 11) nominations for a t-shirt.

**Table 6: T-Shirt preferences**

D	8
<b>F</b>	<b>11</b>
A	3
E	4
C	1
B	-
	27*

\* One respondent chose two designs.

## 7. Conclusion

Overall, these results indicate that the preliminary judging process was effective and that the judges and those who submitted entries that were successful, all showed a good understanding of what was required to be communicated by the logo for a campaign to build individual and community social and emotional wellbeing in Roebourne. That is, the major meanings and feelings communicated by the logos clearly reinforced social and emotional wellbeing (Tables 3 & 4). Furthermore, none of the logos generated any bad feelings, none of the first or second choices required any meaningful modification, and none was considered unsuitable for the campaign (although 2 were unsure - but not for counterproductive reasons).

Overall, at least in this sample, there was a clear majority preference for logo **D**. If the six logos were all equally liked, each would have attracted approximately three 1<sup>st</sup> choice and three 2<sup>nd</sup> choice nominations. **D** attracted eight 1<sup>st</sup> choice and a further six 2<sup>nd</sup> choices, indicating that it was most or next most liked by just over half of respondents.

Furthermore, only three ranked **D** least liked – whereas, apart from **E** (2 liked least), all others were least liked by 4-6 respondents. Overall, taking into account relative weightings for 1<sup>st</sup> and 2<sup>nd</sup> choices, and discounting for least liked, **D** clearly outscored all other logos.

**E**, with five 1<sup>st</sup> and five 2<sup>nd</sup> most liked rankings, along with two least liked rankings, was the second highest scoring logo (65), closely followed by **F** with seven 1<sup>st</sup>, two 2<sup>nd</sup> and four least liked, a total of 60. **F** was the most nominated t-shirt design (11), followed by **D** (8).

**D** communicated appropriate meanings of community, strength and pride, and generated these feelings in those choosing the logo. Other logos also communicated and generated these feelings, although reasons for choosing **E** and **F** were dominated by design elements rather than communicated meanings.

## 7.1 Recommendation

In the absence of any known negatives, **D** best represents the opinions of the Roebourne community based on this sample's 1<sup>st</sup>, 2<sup>nd</sup> and least likings, and the logo communicating the desired messages and feelings for a social and emotional wellbeing campaign in Roebourne. Hence **D** would be the most acceptable and potentially effective choice as the logo for the campaign in Roebourne.

Furthermore, given the meanings and feelings communicated by this logo as expressed by respondents, it is recommended that the slogan "Standing strong together in Roebourne" be coupled with the logo.

For particular occasions, and especially on t-shirts, the hand and foot elements of **F** could be used, provided it was clear that this was not the campaign logo.

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## Appendix 1: Competition Guidelines



**act  
belong  
commit**

**'CREATE A LOGO OR SLOGAN'**

Entries open Monday 22nd June 2015  
and closes Monday 3rd August 2015.

**act  
belong  
commit**

**COMPETITION GUIDELINES**



## 1. WHO CAN ENTER

- Aboriginal and Torres Strait Islander people living in communities in and around Roebourne, Western Australia, are eligible to enter.
- Youth aged between 6-17 in Youth Category.
- Adults aged 18 and above in Adult Category.
- Families and groups can enter a combined entry (one prize only for winning entry).

## 2. WHAT TO DO

Create a logo or slogan for the Act-Belong-Commit project in Roebourne.

### THIS IS THE THEME.

- A logo is a picture image, sometimes together with a slogan. Together that becomes the project logo. For example, the Woolworths logo is a green 'W' in the shape of a fruit or vegetable with the slogan 'The Fresh Food People'.
- Entries can be digitally created (using computers or phones) or made by hand, as long as they are 2D and no bigger than A4 in size.
- Entries can only be a maximum of 3 colours.



## 3. THE THEME: ACT-BELONG-COMMIT IN AN ABORIGINAL CONTEXT

The Act-Belong-Commit campaign is all about getting people to look after their mental health by doing things that keep them mentally healthy.

**Act:** Keep mentally, socially, spiritually, physically and culturally active;

**Belong:** Build and maintain a strong Aboriginal identity by keeping connected to family and language group, and by getting together with others at cultural events and visits to country.

**Commit:** Commit to caring for country, to teaching the young ones about culture and language or re-learning culture and language yourself, keep up obligations to family and community, take part in cultural ceremonies and express culture in song, music, dance or stories.

It's everyone's interpretation of the message. It's not telling everyone to go out and do everything; it's just whatever works for them and whatever makes them happy in a healthy way.

## 4. THE CURRENT ACT-BELONG-COMMIT LOGOS ARE:



Standard logo (campaign name in coloured balloons)



Standard logo with man and a slogan



Aboriginal logo

## 5. CATEGORIES

There are three categories for this competition. The categories are:

### (a) Adapt current Aboriginal logo:

Entrants may choose to adapt the current Aboriginal Act-Belong-Commit logo (as seen above) to be culturally relevant to Roebourne and surrounds. Entrants in this category must include the words 'Act', 'Belong' and 'Commit' in the logo.

Example:

Example:



### (b) Create a new slogan:

Entrants may choose to create a new slogan to go with the current Aboriginal logo or an adaptation of it.

Examples of new slogans:

- 'Growing Strong Together'
- 'Healthy Mind Healthy Body Healthy Spirit'

Examples of new slogan with current Aboriginal logo:



### (c) Develop new project logo and new slogan for Roebourne::

Entrants may choose to develop an entirely new logo AND a new slogan that fulfils the guidelines. It is optional (your choice) whether to include the words Act, Belong, Commit in the logo design (as shown in the example).

Example:



Note: Entrants are free to modify or use any of the above examples.

## 6. PRIZES

We have seven (7) prizes on offer to entrants, with two prizes for each category, and one (1) People's Choice winner.

CATEGORY 1 Adult adapted logo winner  
Prize iPad

CATEGORY 1 Youth adapted logo winner  
Prize Mini iPad

CATEGORY 2 Adult new slogan winner  
Prize \$200 voucher

CATEGORY 2 Youth new slogan winner  
Prize \$100 voucher

CATEGORY 3 Adult new logo and slogan winner  
Prize iPad

CATEGORY 3 Youth new logo and slogan winner  
Prize Mini iPad

CATEGORY Overall People's Choice Award  
Prize \$200 voucher

## 7. ENTRIES

All entries must include:

- Completed entry form;
- Competition entry; and
- Must be submitted by 4pm on Monday 3rd August 2015.

## 8. COMPETITION WINNERS

The Competition winners will be chosen by a panel of judges and then announced on Wednesday 12th August at the awards evening at Gurli Gurli Maya. If you have entered please be there just in case you have won!

## 9. EXHIBITION AND PEOPLE'S CHOICE AWARD

All entries will be exhibited at Gurli Gurli Maya from 1pm on the 10th August through to 4pm Friday 14th August.

Please note: to view the entries you will need to visit when meetings and groups aren't running from the centre's community area. The winners will be announced at the Act-Belong-Commit Logo/Slogan Competition Awards Evening, which will be held on Wednesday 12th August at Gurli Gurli Maya from 4.30pm.

All community members can vote for the People's Choice Award from 1pm Monday 10th August until the presentations commence on Wednesday 12th August.

## 10. ROEBOURNE'S FINAL ACT-BELONG-COMMIT LOGO AND SLOGAN

The purpose of the competition is to involve the Roebourne Aboriginal community in developing an Act-Belong-Commit logo that is locally relevant and culturally sensitive.

The top entries from each category will be presented to the community for feedback. Mentally Healthy WA will work with local organisations to develop the Roebourne logo and slogan.

Each entrant gives permission for the logo design and/or slogan to be combined with other entrants' work for the final Campaign logo chosen. All entries will be treated respectfully. This means that your design may be combined with another design.



## HOW TO ENTER

1. Familiarise yourself with the Act-Belong-Commit message and reflect on what social and emotional wellbeing means to you and Aboriginal people in Roebourne. Yam with the Aboriginal Project Manager Lesley Murray or visit [www.actbelongcommit.org.au](http://www.actbelongcommit.org.au) for more info about the message.
2. Select the category you wish to enter (maximum of three (3) entries per person).
3. Create a logo and/or slogan that fits the theme. You can use or modify any of the above examples.
4. Fill out an entry form and attach it to your entry. If you are entering into all three (3) categories, then make sure you have an entry form completed for each entry.
5. Post, email or hand deliver your logo or slogan with the entry form to

**POST:**  
**Lesley Murray**  
Aboriginal Project Manager - Roebourne  
Mentally Healthy WA  
PO Box 184, Roebourne WA 6714  
Email: [Lesley.murray@curtin.edu.au](mailto:Lesley.murray@curtin.edu.au)

**HAND DELIVER TO:**  
**Lesley Murray**  
WA Country Health Service (Population Health) building, Corner of Withnell & Hampton Roads, Roebourne (the old community health building).

**Shenara Smith**  
Guru Guru Maya  
Roebourne Children and Family Centre,  
47 Lookyer Way, Roebourne

**Beth, Sho-ella or Russell at**  
Roebourne Community  
Resource Centre,  
Unit 2/17 Sholl Street, Roebourne

6. Entries must be received by **4.00pm on Monday 3rd August 2015.**



## TERMS AND CONDITIONS

The Following terms and conditions apply to this Competition:

1. Entry is open to all Aboriginal and/or Torres Strait Islander people in and around Roebourne, Western Australia.
2. An entry into the competition signifies your acceptance of these Terms and Conditions.
3. Each entry must be accompanied with a completed entry form.
4. There is a limit of one entry per category for each person. This means that you can submit a maximum of three (3) entries, but not more than one (1) per category.
5. Submitted entries must be new original designs and original slogans, created by the individual entrant. You cannot use a design that belongs to someone else. It has to be your own design.
6. All logos must be 2D (two dimensional) and no bigger than A4 size (29.7cm high x 21cm wide). The logo must be original artwork and/or created digitally using software. All digitally created entries must be submitted in .pdf or .jpg format.
7. All Logos must only be a maximum of 3 colours.
8. All submitted entries must include a logo and/or a slogan encouraging your Aboriginal community to stay strong and to be socially and emotionally healthy.
9. Each entrant gives their permission to Mentally Healthy WA (Curtin University) and the Competition partners to copy and reproduce the submitted logo designs and slogans for social marketing, publicity, and educational purposes, prior to, during and following the Competition.
10. Each entrant gives permission for the logo design and/or slogan to be combined with other entrants' work for the final Campaign logo chosen. All entries will be treated respectfully. This means that your winning design may be combined with another winning design.
11. The 'Entry Form' must be signed and dated by the entrant. If the entrant is under 18 years of age, they must get a parent or guardian to sign the entry form.
12. All entries, along with their individual accompanying 'Entry Form', must be submitted either by post, email or hand delivered (see below details). Emailed entries will receive an 'acknowledgement of receipt' reply email once the entry has been received by the Aboriginal Project Manager.

**Post:** Lesley Murray  
Aboriginal Project Manager - Roebourne  
Mentally Healthy WA  
PO Box 184, Roebourne WA 6714  
Email: [Lesley.murray@curtin.edu.au](mailto:Lesley.murray@curtin.edu.au)

**Hand deliver:** to Lesley at the WA Country Health Service (Population Health), Corner of Withnell Street & Hampton Road, Roebourne (the old community health building); or of the named partners as outlined in the competition pack.

## TERMS AND CONDITIONS CONT.

The Following terms and conditions apply to this Competition:

13. Entries must be submitted and received by the Aboriginal Project Manager, Lesley Murray by:

**Closing deadline: 4.00pm 3rd August 2015**

14. Late entries will not be accepted under any circumstances.

15. We cannot guarantee the submitted logo designs and slogans will be returned to the entrant, however we will do our best to return entries where possible. Mentally Healthy WA's Aboriginal Project Manager will advertise times to collect the competition entries after the exhibition has closed.

16. All entrants retain copyright of their submitted advert; however Mentally Healthy WA (Curtin University) retains the right to use the design as per item 9 and 10 above.

17. The entrant gives permission to Mentally Healthy WA (Curtin University) to copy and reproduce the submitted advert for promotional, marketing and educational purposes prior to, during, and following the competition.

18. Entries will be judged on the following criteria:

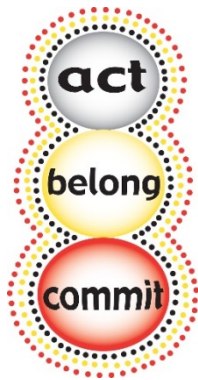
- How well it fits the theme;
- Cultural relevance;
- Creativity and design; and
- Suitability for Roebourne.

Please direct any enquiries to Lesley Murray on  
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## GOOD LUCK!

## Appendix 2: The logos

A



B



C



D



E



F



## Appendix 3: The questionnaire

### ACT, BELONG, COMMIT - ROEBOURNE LOGO SELECTION QUESTIONNAIRE

#### Background:

The Act-Belong-Commit team has been building relationships with the Roebourne Aboriginal Community since September last year. The project is delivered through Curtin University's Mentally Healthy WA. The Aboriginal Project Manager is Lesley Murray, who you may have met at some time in the community. The Act-Belong-Commit team wanted the Roebourne community to have their own logo/ slogan that they would feel connected to. So, this year, we held a logo competition for our Social & Emotional wellbeing campaign in Roebourne. We now have six logos from that competition and want to ask the Roebourne community which one they like the most.

Name (Optional): \_\_\_\_\_

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Aboriginal Group: \_\_\_\_\_

Where you live: \_\_\_\_\_

Do you have young children .... Up to 15 years old? Yes \_\_\_ No \_\_\_

Do you have teenage children over 16 years old? Yes \_\_\_ No \_\_\_

#### **BEST LOGO**

##### **[SHOW ALL LOGOS FOR Q1]**

1. Please list each logo from 1 to 6, with 1 being the design that you like the most (*deadliest*) and 6 being the one you like the least (*jaja*)

- a. Logo A \_\_\_\_\_
- b. Logo B \_\_\_\_\_
- c. Logo C \_\_\_\_\_
- d. Logo D \_\_\_\_\_
- e. Logo E \_\_\_\_\_
- f. Logo F \_\_\_\_\_

##### **[SHOW LIKED MOST LOGO: #1 FOR QNS 2, 3, 4]**

2. List three reasons why you like this logo you gave a 1 to, the most?

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

3. List three feelings you might get from seeing this logo you like the most around Roebourne?

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

4. Is there anything you would change about this logo you like the most? (E.g. colour, font ETC)? If so, please tell us what you would change.

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**SECOND BEST LOGO**

[SHOW SECOND MOST LIKED LOGO: #2 FOR QNS 5 & 6]

5. List three reasons why you like this second best logo?

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

6. Is there anything you would change about this logo to like it better?

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**OTHER LOGOS**

[SHOW ALL LOGOS FOR Q7, 8, 9]

7. Do any of the logos give you a bad feeling when you look at it/ them?

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8. If you could have a t-shirt with one of these pictures on it, which one or more would you most like to have on your t-shirt?

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9. Are any of these pictures NOT suitable as a symbol for helping the Roebourne community be strong in mind and body (to have good social and emotional wellbeing)?

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**SOCIAL MEDIA**

10. Are you familiar with Facebook? Please circle, Y >>> Go to Q11

N >>> Go to Q14

11. If yes, how often do you use Facebook? Please circle,

- a. Every day
- b. 3-4 times a week
- c. Once or twice a month
- d. Hardly ever
- e. Never

12. Do you know whether lot of Roebourne people use Facebook? How many Roebourne people do you think use Facebook? Please circle,

- a. Up to 10
- b. 10 – 30
- c. 30- 50
- d. More than 50
- e. No idea/don't know

13. Do you think it would be good for Roebourne to have their own Act Belong Commit Facebook page using one of these pictures? Please circle,      Y      N      Maybe

**BUILDING ROEBOURNE'S SOCIAL & EMOTIONAL WELLBEING**

14. What activities do you think would be good for Roebourne to build the community's social and emotional wellbeing? Please list up to five activities.

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15. Thinking about the young people in Roebourne, what sort of activities do you think would be good for their social and emotional wellbeing? Please list up to five activities.

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16. Thinking about the older people in Roebourne, what sort activities do you think would be good for them? Please list up to five activities.

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17. Thinking of Mums and Dads in Roebourne, what sort of activities do you think would be good for them? Please list up to five activities.

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**18. Thinking of families in Roebourne, what sort of activities do you think would bring families together and build up their social and emotional wellbeing?** Please list as many activities as you can think of.

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Thank you very much for taking the time to yarn with us. Once we have collated the surveys this will help us to pick the one logo that will be Roebourne own Act Belong Commit Logo to help build your social and emotional wellbeing. **Lesley Murray** is available by phone on **0427013153** or by email [Lesley.murray@curtin.edu.au](mailto:Lesley.murray@curtin.edu.au) (give Lesley's business card), especially if you have any questions or if you'd like to help with this Project.