



Australian Government
**Department of Immigration
 and Citizenship**

DIVERSE AUSTRALIA PROGRAM

EVERYONE BELONGS

Harmony Day 2009 Promotional Product Survey Results

In 2009, 4000 clients registered Harmony Day events on our website. A survey was sent to these clients, seeking their feedback on the new look for Harmony Day and the suite of promotional products used for Harmony Day in 2009. Suggestions for products for future Harmony Day campaigns were also sought.

Following is a summary of feedback provided by the 500 respondents.

What did you think of the Harmony Day 2009 promotional products?

An overwhelming majority of respondents from all organisation types provided a positive response to the Harmony Day 2009 promotional products, commenting that they found the products appealing and eye-catching. Respondents further commented that they found the imagery used in the promotional products to be effective in symbolising and conveying the meaning of Harmony Day.

- Over 90% of respondents rated the products 'excellent' or 'good'
- 7% rated them as 'OK'
- The remainder either did not provide a response or recorded a 'poor' or 'very poor' rating

What did you think of the new look for Harmony Day?

The new look of Harmony Day received an overwhelming majority of favourable comments, with more than half of the respondents rating the products as 'excellent', the highest rating available. Many respondents liked the new contemporary design and bright colour scheme; however some commented that they did not like the black background, whilst others suggested that more products should feature orange, the colour traditionally associated with Harmony Day. Of the 500 responses:

- Over 88% rated the new look 'excellent' or 'good'
- 7% rated it as 'OK'
- The remainder either did not provide a response or recorded a 'poor' or 'very poor' rating

Which product/s did you like best and why?

Overall, the badges, and badges with cards, were the most popular products among all organisation types, although early childhood organisations preferred stickers and tattoos. Posters were particularly popular with government organisations.



Which product/s did you like least and why?

Some early childhood organisations had concerns about the safety of badges with young children, while a small number of respondents considered tattoos to be unsuitable for young children. A substantial number of comments related to the environmentally unfriendly plastic packaging of some products.

Do you have any suggestions for Harmony Day 2010?

Respondents put forward a range of suggestions for Harmony Day 2010. The most frequently suggested products were pens, balloons and banners/wraps. Educational worksheet activities and more use of orange in promotional products were also recommended.

Other suggestions included wristbands, pencils, t-shirts for purchase, extra space on the poster for event details, ribbons, small flags, and bookmarks.

Thank you for your feedback! As a result, we are working to make the following changes:

- Adding orange 'eco' balloons to our products
- Increasing the number of kit types available to allow clients to select the products and quantities they need
- Including posters with a space to record event details
- Making Harmony Day graphics available on the website for clients to print onto t-shirts
- Developing extra educational materials
- Including posters in all kits

Further information

For further information regarding the Harmony Day 2009 Promotional Product Survey, please contact the Harmony Team on 1800 331 100 or email harmonyday@immi.gov.au

