



# Consumer focus group tools and templates



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The *ESDT Consumer Feedback Toolkit* is also available electronically. Microsoft word versions of some tools have also been created so they can be used electronically.

<https://www.esdt.com.au/>

<http://kpassoc.com.au/>

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The following templates have been developed to assist you to develop a *Facilitator's guide* for your focus groups. These are designed as examples only and should be updated and modified to reflect the needs of your group.

**Developing a *Facilitator's guide* creates consistency and in turn, builds the credibility and reliability of the information you collect.**

A *Facilitator's guide* provides the framework for how the group will run and the processes that will be followed to help you achieve the group's objectives. This will help you focus on priority topics, stay on track and keep to the allocated time. When you are running multiple focus groups, it also helps to ensure that information is collected consistently between groups (and facilitators). To ensure the focus group remains relevant, it is important to review and revise the facilitator guide after each session.

## Facilitator's guide templates

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Further information about developing a *Facilitator's guide* and other aspects of planning and running effective focus groups with consumers is included in '**Conducting focus groups**'.

# Focus group details

<b>Name of focus group</b>	
<b>Purpose of the focus group</b> (goals)	
<b>Date and time</b>	
<b>Venue</b>	
<b>Target group</b>	
<b>Number of participants</b>	
<b>Facilitator/s</b>	Name: Contact details:
<b>Assistant/s</b>	Name: Contact details:

# Roles and responsibilities



Key tasks (list the agreed tasks under each heading)	Person responsible	Timeframe	Complete (sign & date)
<b>Recruiting participants</b> <ul style="list-style-type: none"> <li>• Invitations.</li> <li>• Confirmation and reminder process.</li> </ul>			
<b>Venue booking</b>			
<b>Strategies to support attendance</b> <ul style="list-style-type: none"> <li>• Transport for consumers.</li> <li>• Carers/childcare.</li> <li>• Interpreters.</li> </ul>			
<b>Catering</b> <ul style="list-style-type: none"> <li>• Dietary requirements</li> <li>• Ordering.</li> <li>• Delivery and set up.</li> </ul>			
<b>Participant incentives</b>			
<b>Consumer consent processes</b>			
<b>Room setup</b>			
<b>Writing questions/preparing activities</b>			
<b>Facilitating the group</b>			
<b>Recording information</b>			
<b>Collating information</b>			
<b>Report writing</b>			
<b>Circulating report</b>			

# Equipment checklist

Equipment required	Person responsible	Organised
Focus group information sheets		
Consent forms		
Sign in sheet		
Name tags		
Incentives		
Resources for review by participants		
Facilitator's guide		
Note pad and pens to record information		
Catering supplies		
Room set up		
Sign in table		
<b>Tables and chairs</b> <i>Confirm preferred layout and any special needs.            Consider need for allocated seating.</i>		
Whiteboard and markers		
Butchers paper and textas		
<b>Laptop/projector etc.</b> <ul style="list-style-type: none"> <li>• Extension cords</li> <li>• Power board</li> </ul>		
Signs for the room/building etc.		
<b>Tape recorder</b> <ul style="list-style-type: none"> <li>• Tapes/memory cards</li> <li>• Batteries</li> </ul>		

# Running sheet

The running sheet is not designed to be a script you recite, but should include key information and questions to ensure you stay on track and are very clear about the goals and priorities of the focus group.

Introduction		
Key points	Content	Time allocated
<b>Welcome</b>	<ul style="list-style-type: none"> <li>• <i>Welcome the consumers to the session and thank them for attending.</i></li> </ul>	
<b>Purpose of the group</b>	<ul style="list-style-type: none"> <li>• <i>Provide an overview of the topic and purpose of the group including:</i> <ul style="list-style-type: none"> <li>– <i>Key points for discussion.</i></li> <li>– <i>How the information will be used.</i></li> <li>– <i>Value/Importance of participant's contribution.</i></li> </ul> </li> </ul>	
<b>Introductions</b>	<ul style="list-style-type: none"> <li>• <i>Introduce yourself and others involved in the group:</i> <ul style="list-style-type: none"> <li>– <i>Facilitator: Name &amp; role.</i></li> <li>– <i>Assistant: Name &amp; role.</i></li> </ul> </li> <li>• <i>Ask the consumers to introduce themselves and perhaps describe why they chose to be involved in the group.</i></li> </ul>	
<b>Schedule</b>	<ul style="list-style-type: none"> <li>• <i>Introduce how the group will run including:</i> <ul style="list-style-type: none"> <li>– <i>Key activities.</i></li> <li>– <i>Breaks.</i></li> <li>– <i>What to do if participants need support.</i></li> </ul> </li> </ul>	
<b>Recording/data collection and reporting strategies</b>	<ul style="list-style-type: none"> <li>• <i>Show participants how information will be recorded, analysed and reported.</i></li> </ul>	
<b>Consent and confidentiality</b>	<ul style="list-style-type: none"> <li>• <i>Reinforce consent and confidentiality.</i></li> <li>• <i>Remind the group that they don't have to answer anything they are uncomfortable with and can stop at any time.</i></li> </ul>	
<b>Ground rules</b>	<ul style="list-style-type: none"> <li>• <i>Set the ground rules (or group agreement).</i></li> </ul>	
<b>Any questions???</b>		



Focus group questions		
Key points	Content	Time allocated
Icebreaker	<ul style="list-style-type: none"> <li>• <i>Introductory activity to build rapport</i></li> </ul>	
Engagement question/s	<ul style="list-style-type: none"> <li>• <i>Easy question to introduce topic for discussion.</i></li> </ul>	
Exploration questions	<ul style="list-style-type: none"> <li>• <i>For each question include:</i> <ul style="list-style-type: none"> <li>– <i>Key question:</i></li> <li>– <i>Purpose:</i></li> <li>– <i>Format/structure:</i></li> <li>– <i>Equipment required:</i></li> <li>– <i>Prompts/probing questions:</i></li> </ul> </li> </ul>	
Concluding the group		
Key points	Content	Time allocated
Summary of key points	<ul style="list-style-type: none"> <li>• <i>Provide a summary of the key points you discussed, noting any particular highlights</i></li> </ul> <p><i>NB: The facilitator may invite the assistant to participate in this part of the discussion.</i></p>	
Purpose of the group	<ul style="list-style-type: none"> <li>• <i>Reiterate the purpose of the group and how the information will be used.</i></li> </ul>	
Final question	<ul style="list-style-type: none"> <li>• <i>Broad, open ended question that provides participants the opportunity to raise anything that's been missed in the discussion.</i></li> </ul>	
Next steps	<ul style="list-style-type: none"> <li>• <i>Clarify the next steps, including when and how you will share the results.</i></li> </ul>	
Staff contact details	<ul style="list-style-type: none"> <li>• <i>Provide contact details of someone they can speak to if a participant has any follow up questions, additional feedback or concerns.</i></li> </ul>	
Thank you		

# Note taking form

It's useful to set up a table for each question to document key feedback:

<b>Name of focus group</b>	
<b>Date and time</b>	
<b>Note Taker (Name)</b>	

Question:		
<b>General comments</b>		
Prompt	Participant	Comment
<ul style="list-style-type: none"> <li>Record the prompts or probing questions.</li> </ul>	<ul style="list-style-type: none"> <li>Use a code/initials or number to identify who made the comment.</li> </ul>	<ul style="list-style-type: none"> <li>Note down key points of discussion and/or time on recording.</li> </ul>
<b>Follow up required</b>		<ul style="list-style-type: none"> <li>Note down any key points that you will need to come back to or ask more about.</li> </ul>

# Brainstorming template: Potential challenges and risks

It's important to consider how you will manage any challenges that arise when you're running your group. Think about your consumers, what is required to support them and any challenges they may have participating in the group. Also think about the logistical challenges you may experience planning or coordinating the group, recording information and analysing the results.

Challenge/ risk	Management strategies	Person responsible
<ul style="list-style-type: none"> <li>• Provide a brief description of the potential challenge. Be specific.</li> </ul>	<ul style="list-style-type: none"> <li>• Describe the strategies that you will put in place to:               <ul style="list-style-type: none"> <li>– Prevent this event from happening.</li> <li>– Manage this if/when it does occur.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Identify a specific person who will be responsible for implementing each strategy.</li> </ul>

