



# YourSay Community Panel

## Major Events Survey

21 June 2021





**Background:** Events ACT conducted research with the YourSay Community Panel to better understand the views and experiences of Canberrans towards major events in the capital. The survey examined participation in and experience with events, motivators and barriers to attending events (including COVID-19), perceptions of events on special dates, and perspectives around the role of events contributing to the fabric of the community.

**Purpose:** The findings will help inform future planning around major events in the ACT to best meet the needs and preferences of Canberrans.

**Timeframe:** The survey took place between **4 – 10 June 2021**

**Sample:** **1,347** YourSay Community Panel members completed the survey.

**Weighting:** The results have been weighted to reflect relative population proportions based on Australian Bureau of Statistics (ABS) Census figures.

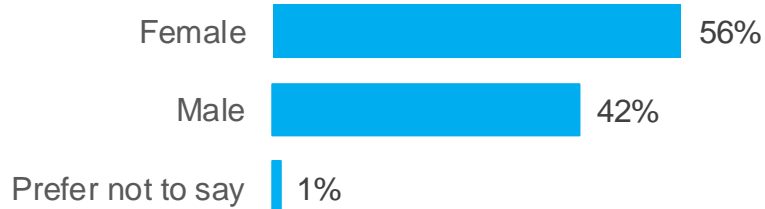
**Rounding:** In single choice questions, results may not add up to 100% due to rounding.

**Limitations:** The methodology is biased towards those with internet and computer literacy.

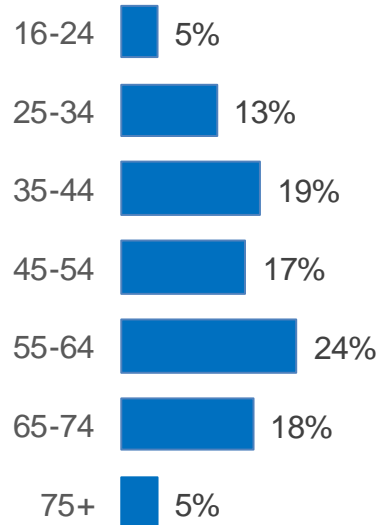


## Sample profile (unweighted)

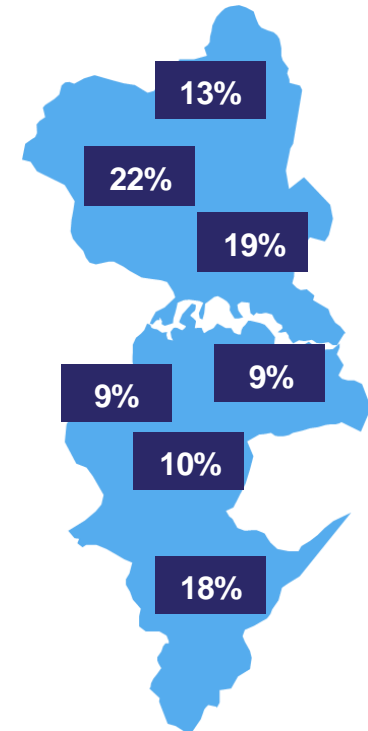
### Gender



### Age



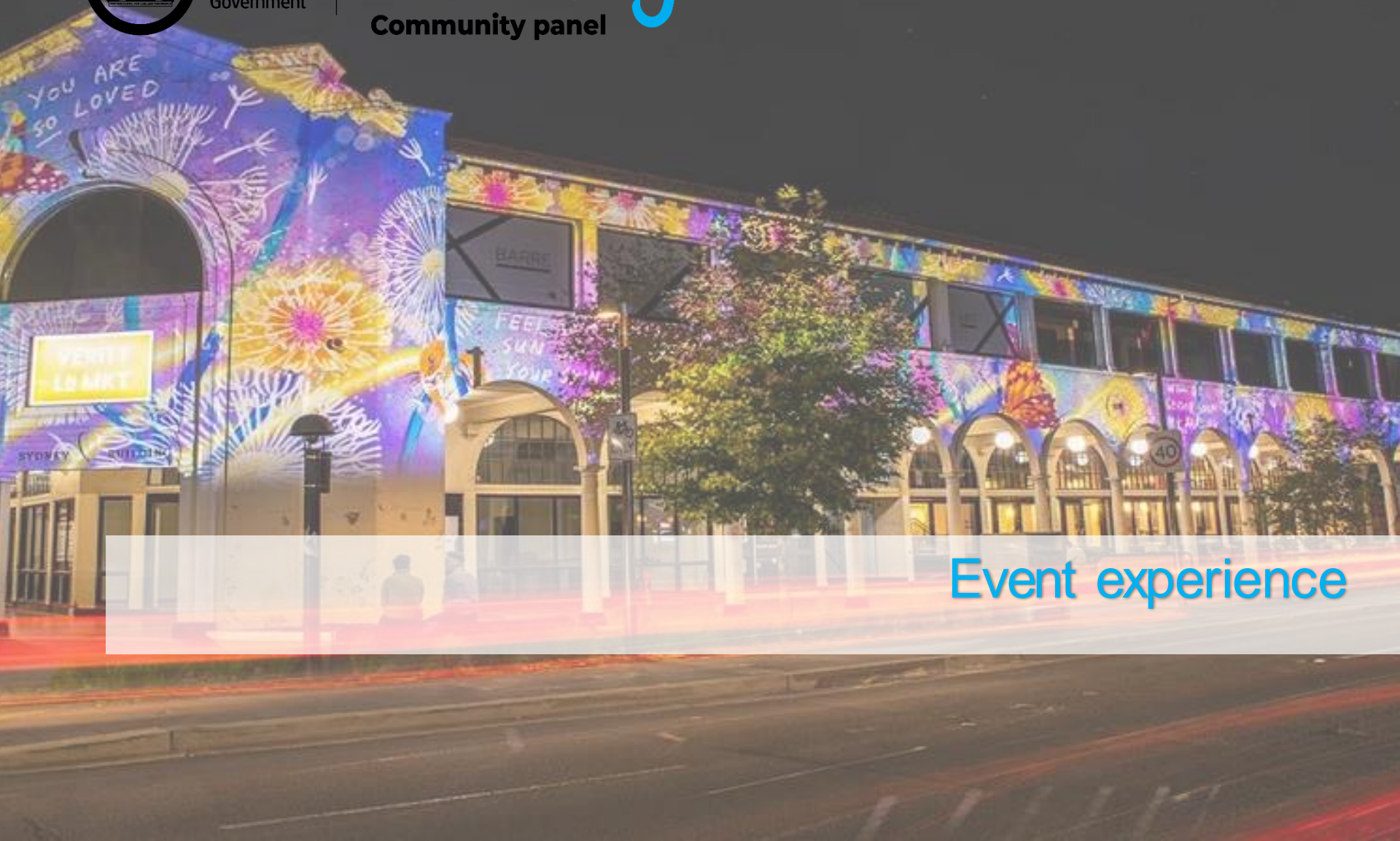
### Region





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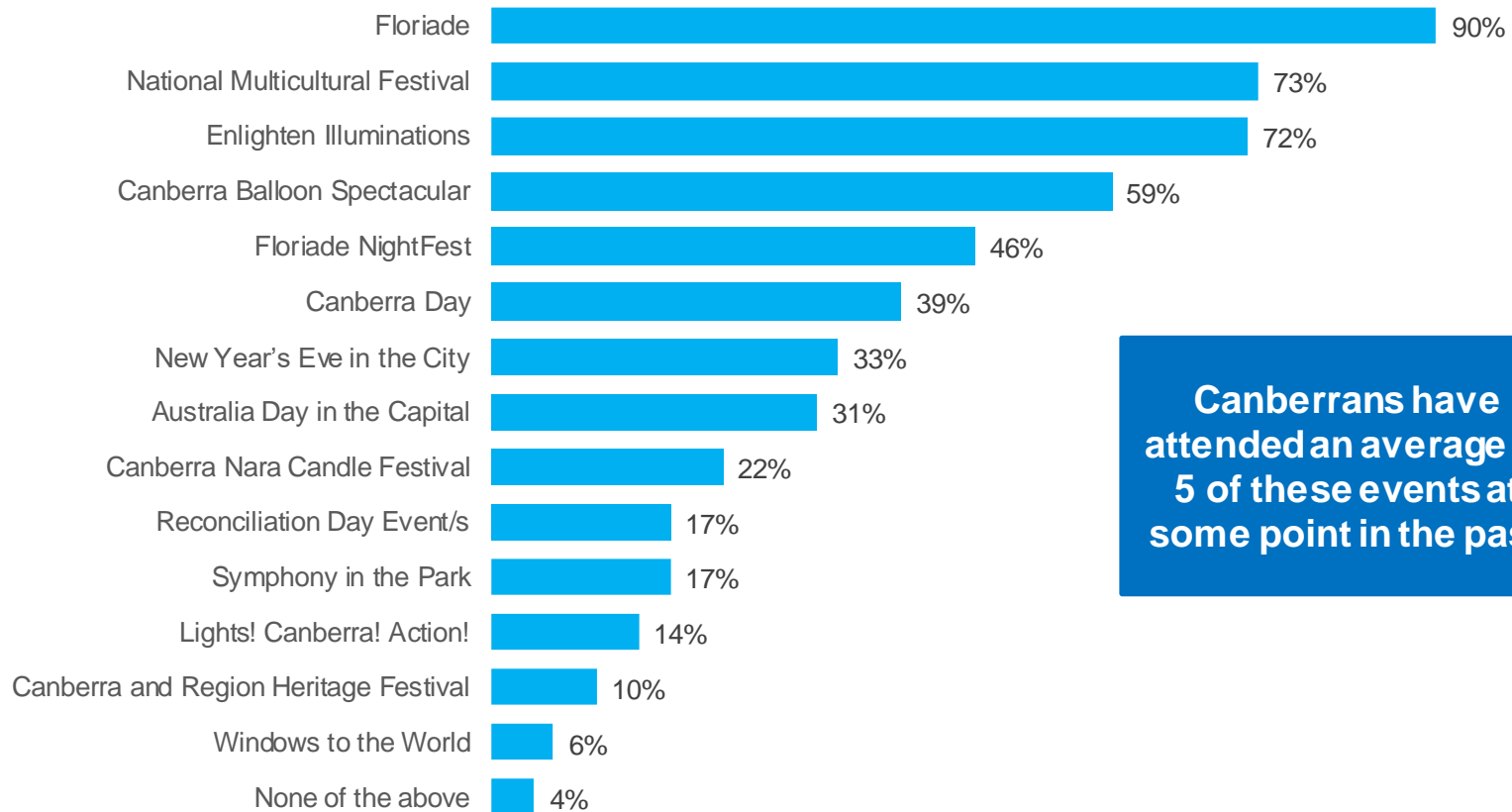


Event experience



# Floriade has been the most widely attended event, followed by Multicultural Festival and Enlighten

Q. Which of the following events have you attended in Canberra in the past?



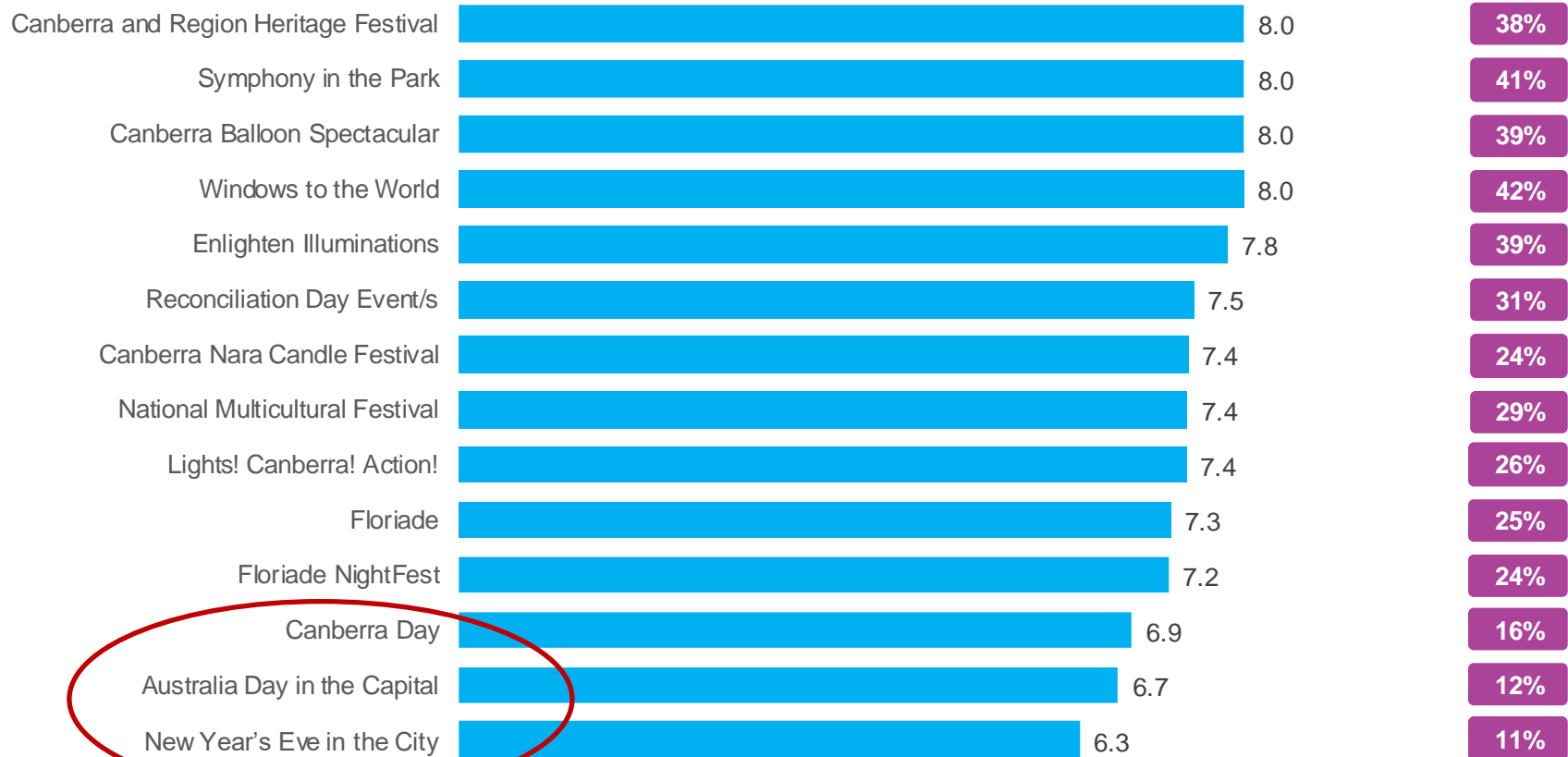
Canberrans have attended an average of 5 of these events at some point in the past



## Event ratings are positive, dipping slightly for those associated with specific days

Q. On a scale of 0 to 10, where 0 is very poor and 10 is very good, how would you rate your last experience attending... **MEAN SCORE**

% rating a  
9 or 10





## Event highlights – common themes

*Q. Tell us ONE memorable highlight of any of the events you attended in the past*

**Sensory experiences – light, sound, smells**

**Food, different food experiences, cultures**

**Time with family, friends**

**Balloons launching – iconic, spectacular**

**Hands-on activities, workshops**

**Live music, dancing, entertainment**

**Opportunities for photography**

**Community spirit, atmosphere**

*The atmosphere at Enlighten. Lots of people, lots of live music and entertainment*

*The mix of food and cultures at the Multicultural Festival and particularly the life/atmosphere it injects into the City*

*My kids' excitement and joy watching the balloons float over the lake and then their glee when we chased them to watch them land*



## Event let downs – common themes

*Q. And tell us ONE thing that didn't quite hit the mark at any of the events you attended*

Same every year, tired, underwhelming

Crowds and congestion

Parking / access issues

Food choices, cost of food

Queuing

Bad weather

Other peoples' behaviour (e.g. drunk)

Lack of amenities (toilets etc)

Commercialised

*Multicultural festival is always so hot, crowded and uncomfortable. It might be nicer to move it to a mildertime of year?*

*Floriade can be a bit dated. It's a bit same same now - great for tourists, but when you've seen a few...*

*Hard to park. Big queues for food.*

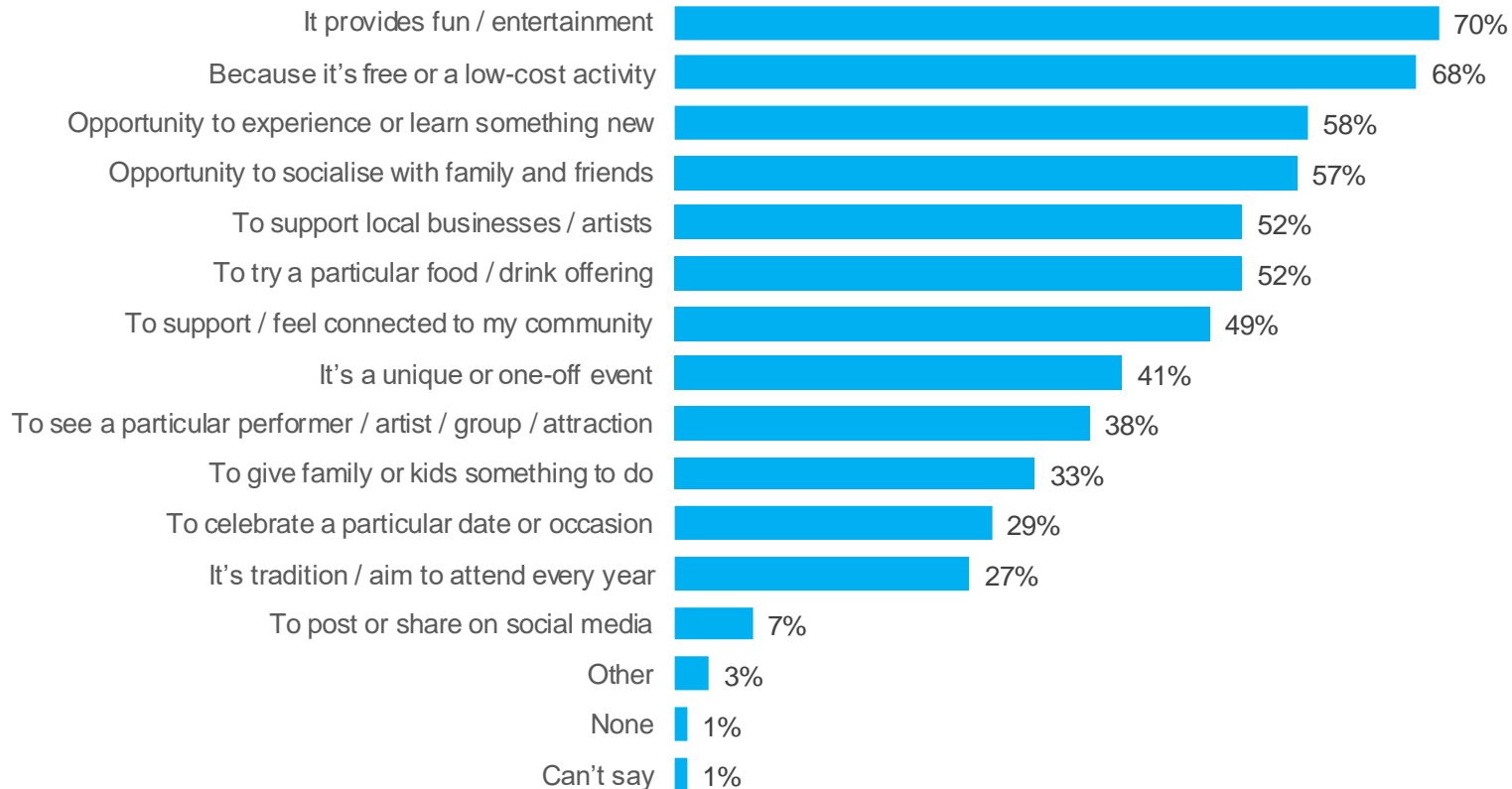
*Food is often very pricey for what you get.*





# Canberrans are most drawn to events to do something fun which is free or low-cost

*Q. Thinking in general about events in Canberra, which of the following things, if any, make you want to attend?*





# Almost two-thirds say the sustainability of events influences their consideration to attend

Q. How much do you agree or disagree with the following statement?

I am more likely to consider going to an event knowing steps have been taken to reduce its environmental impacts

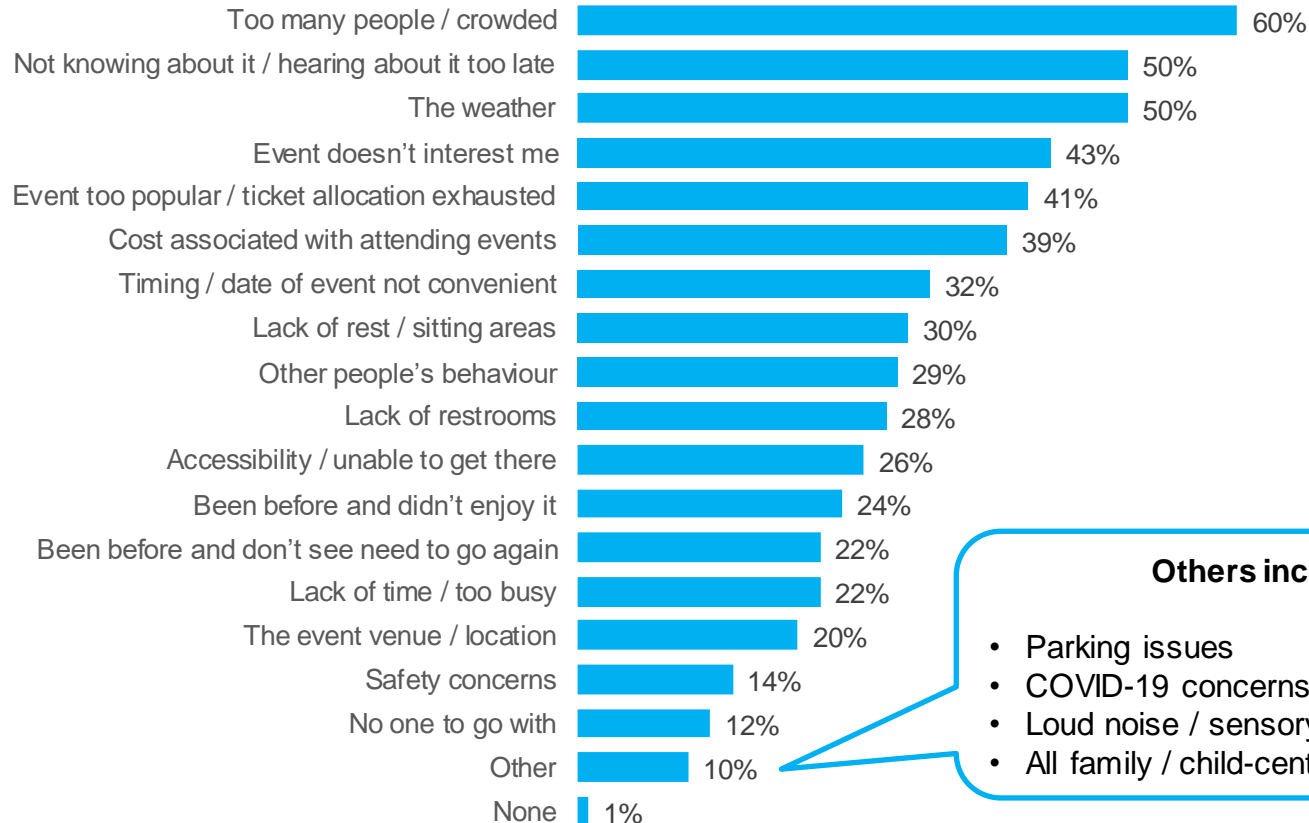


■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Can't say



# Crowd sizes are considered the largest barrier to event attendance, followed by a lack of awareness

*Q. Which of the following things, if any, might put you off going to events in Canberra?*



**Others include:**

- Parking issues
- COVID-19 concerns
- Loud noise / sensory issues
- All family / child-centric



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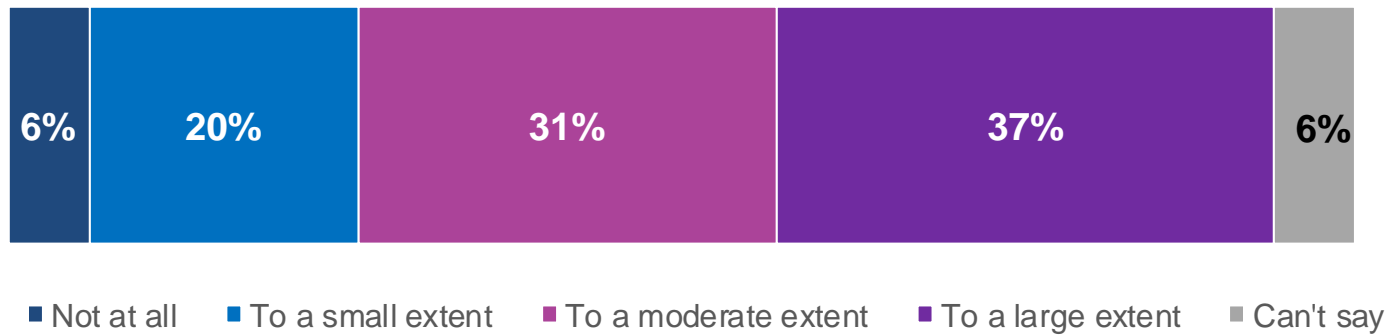
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Events and COVID-19



## Consideration of COVID-19 risk in relation to event attendance remains high for around two thirds of the population

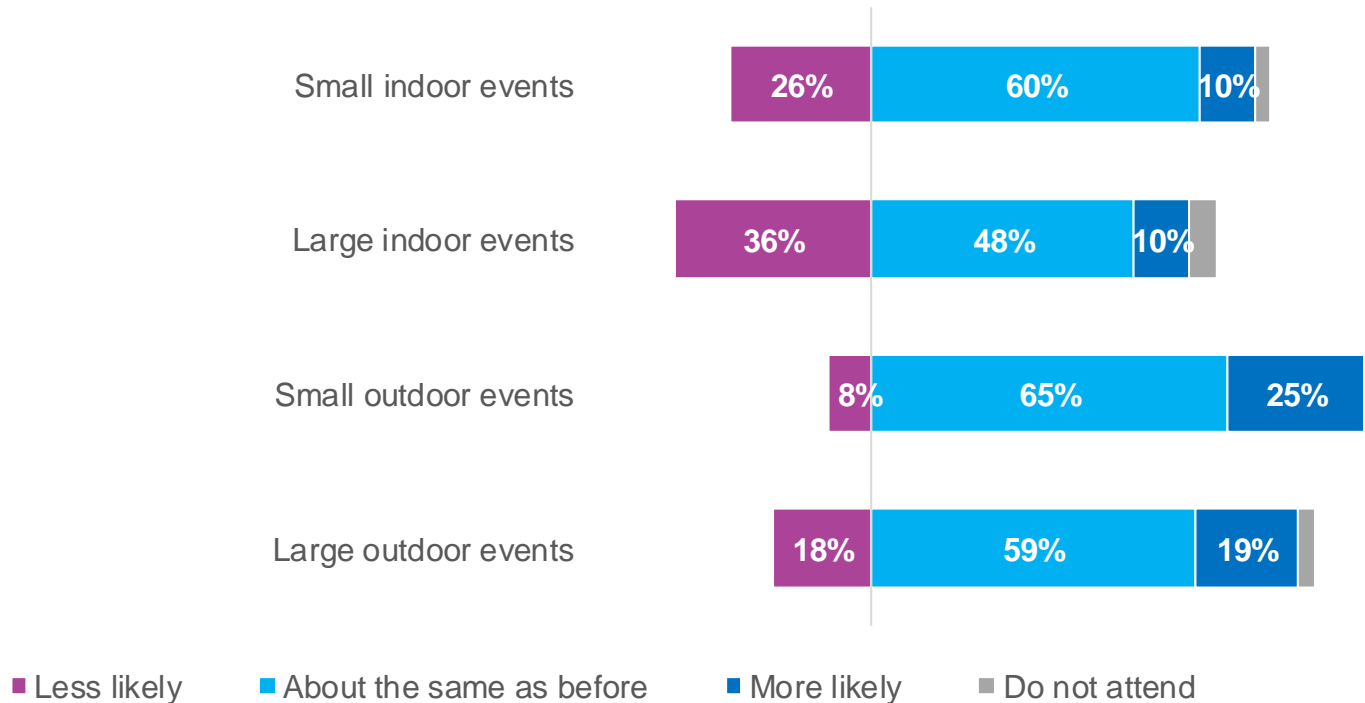
*Q. To what extent have you considered the personal risks of engaging with events due to the current COVID-19 pandemic?*





## Around three in ten are less likely to attend indoor events than they were before the pandemic

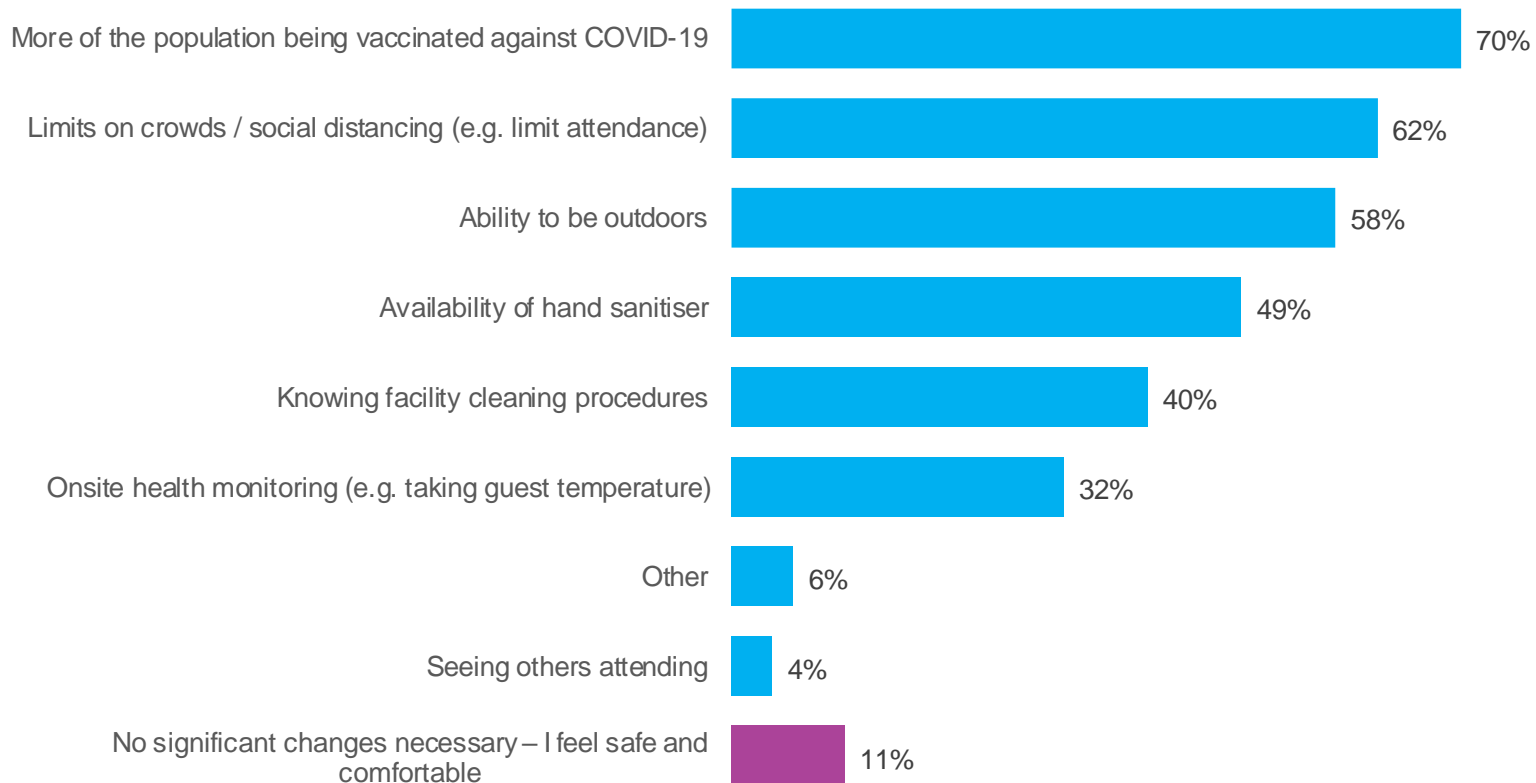
*Q. If no restrictions are in place, how likely would you be to attend the following types of events in Canberra over the next 6 months, compared to before the COVID-19 pandemic?*





## Beyond vaccination, there remains desire for actions to minimise the COVID-19 risk at events

*Q. Which, if any, of the following actions would make you feel safe or comfortable enough to attend an event in the current climate?*





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Canberra Day





## What Canberra Day means – common themes

**A day off,  
holiday,  
long weekend**

**Time with  
family**

**Some fun things  
to do,  
entertainment**

**A day to celebrate  
our city**

**Recognising the  
City's founding**

**Enjoy the  
outdoors – usually  
nice weather**

**Celebrate what we  
have to offer – e.g.  
local sights, food, arts**

**Our own  
unique day**

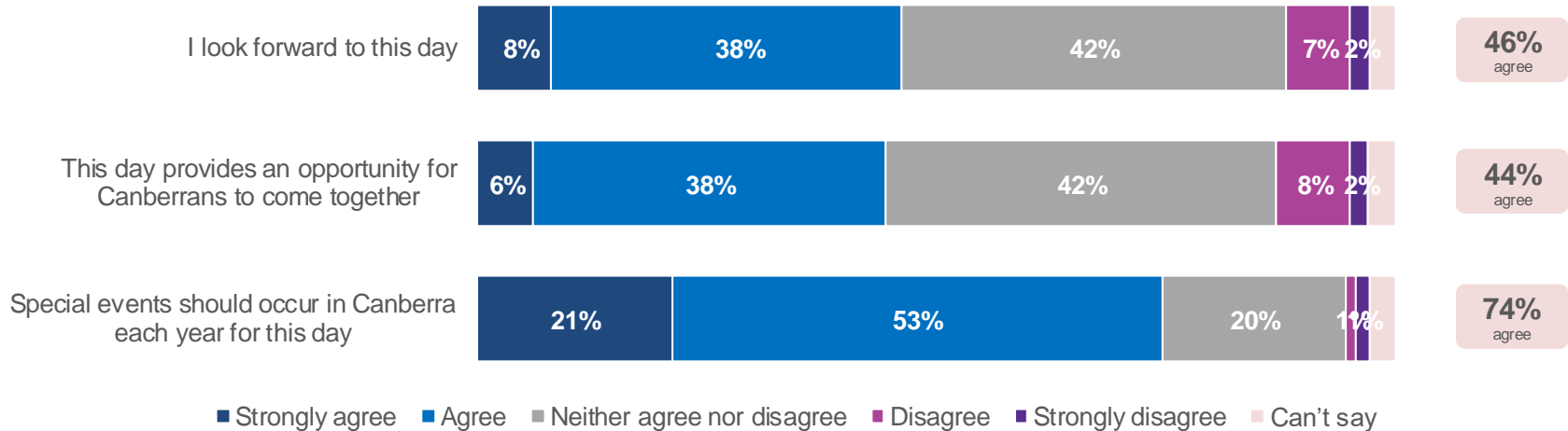
**Doesn't mean  
much to me**

**Feels a bit  
artificial**



# While not everyone is enthused about it, three-quarters support events taking place on Canberra Day

*Q. How much do you agree or disagree with the following to do with Canberra Day?*





## Activities would like to see for Canberra Day – common themes





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Reconciliation Day



## What Reconciliation Day means – common themes

**Most Canberrans  
(96%) are aware of  
Reconciliation Day**

**A day to reflect on past  
events and how they have  
affected Indigenous  
Australians**

**Not much, a day  
off / holiday**

**Acknowledge  
and celebration  
Indigenous  
culture and  
contribution to  
society**

**Look to the  
future, building  
connections  
together**

**Could seem a  
bit tokenistic**

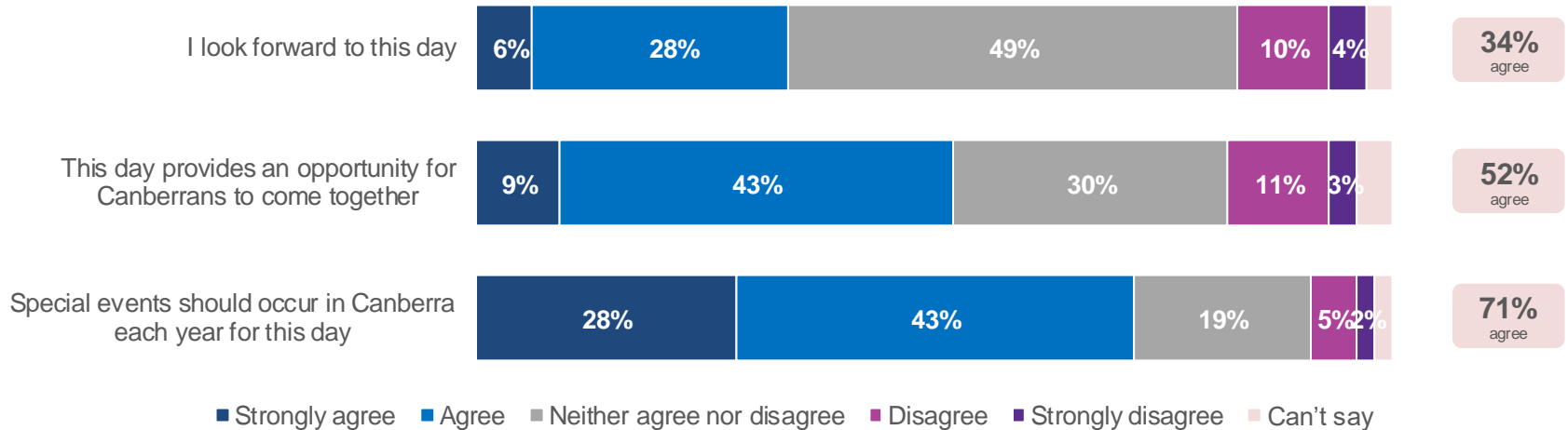
**A small step  
in the right  
direction**

**Raise  
awareness of  
history**



# Most people believe events should take place on Reconciliation Day

*Q. How much do you agree or disagree with the following to do with Reconciliation Day?*





## Activities would like for Reconciliation Day – common themes

More educational activities – e.g. talks, workshops

Open days, tours of Indigenous landmarks

Indigenous-led walks on country

Participatory activities – e.g. storytelling, weaving, bushtucker

Activities that are Indigenous-designed and led

Concert, Indigenous artists, food etc

More meaningful action / activism

Reflection / remembrance ceremonies

Small events across the ACT, at different institutions



## Divergent perspectives around how Reconciliation Day was personally marked this year

Q. Did you mark the Reconciliation Day public holiday this year in a way that was right for you / your family?



### How was it right for you?

- Reflection / quiet acknowledgement
- Attended / participated in events
- Spent time with family / loved ones
- Learning, reading, discovering something about Indigenous history and culture
- Spent time on land / in country
- Went away, leisure activities

### Why was it not right for you?

- Just another day, didn't mean much
- Had to work or study
- Health reasons, ill, sick children
- Forgot about it
- Felt pointless, tokenistic – no meaningful action





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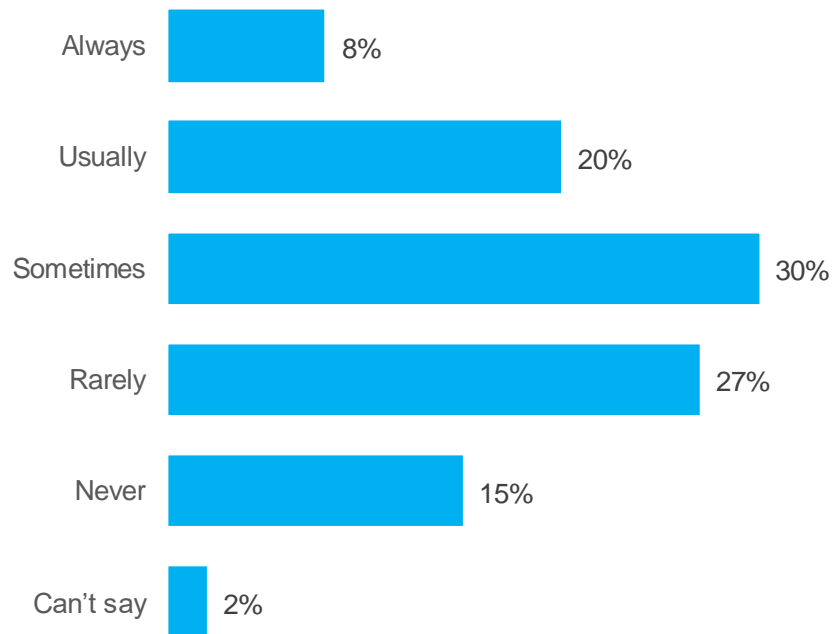
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Fireworks



Around three in ten always or usually attend fireworks in the capital, while over four in ten rarely or never go to these

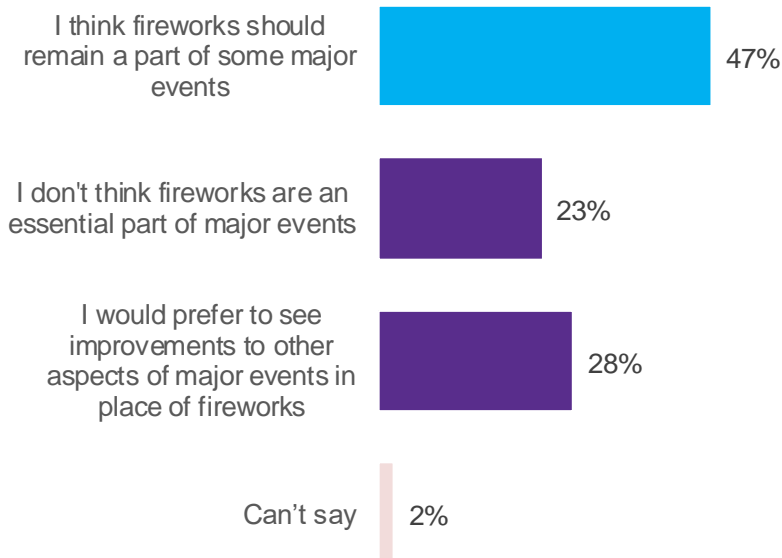
*Q. Before the bushfires and pandemic, how often would you normally attend fireworks displays held as part of major events / festivals in Canberra?*



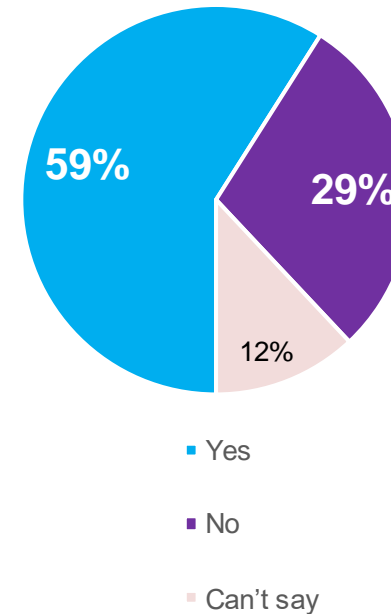


## When asked, six in ten believe fireworks should continue to be a part of major events in Canberra

*Q. Which of the following statements best reflect your views on the use of fireworks at major events?*



*Q. And do you think fireworks displays should continue to be a part of major events / festivals held in Canberra?*





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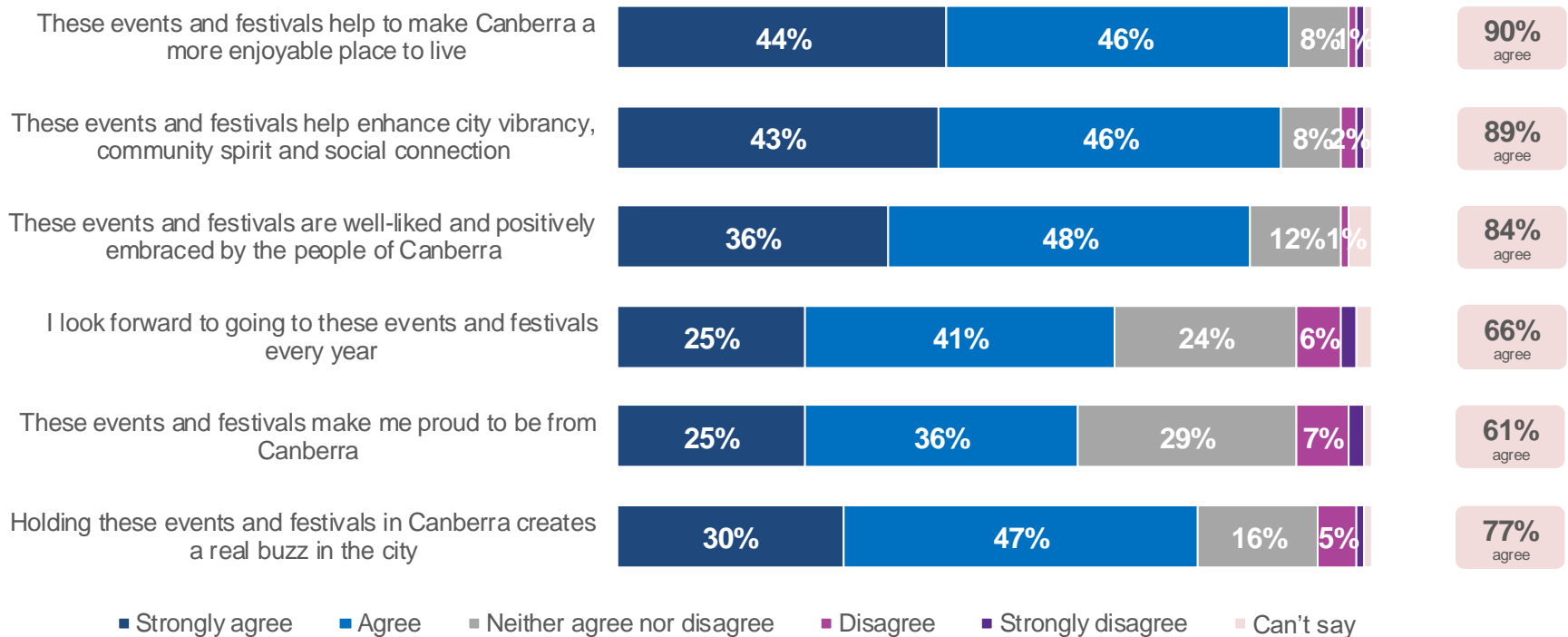
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Role of events going forward



# There is widespread endorsement of the role of events in contributing to city vibrancy, community and life satisfaction

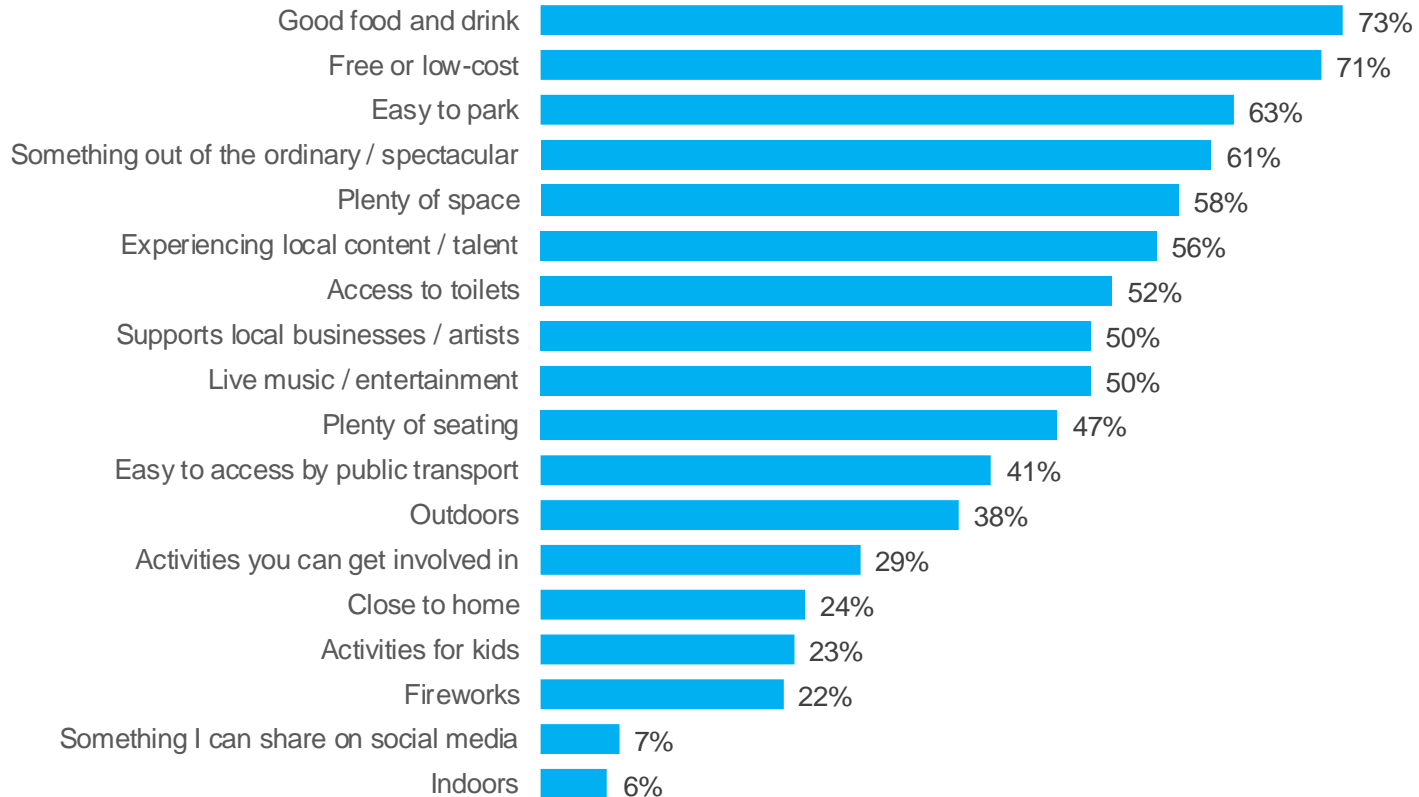
*Q. Thinking about the ACT Government produced events and festivals that take place in Canberra, how much do you agree or disagree with the following:*





## Good food and drink, being free or low-cost, and ease of parking feature regularly in people's conceptualisation of a perfect event

*Q. Now imagine the perfect event for you comes to Canberra! Please select from the following list any aspects of this event that make it perfect for you...*





## Suggested event considerations and ideas – common themes

More localised events, spread across the suburbs

Better public transport to events – shuttle buses etc

More / better amenities (seating, toilets etc)

Just better publicised

More community level, low key type events (e.g. local markets, activities etc)

Better parking, traffic management + leeway in parking enforcement

Address accessibility / participation for people with complex needs

A more integrated program of events – smaller events and activities

Mix it up a bit – not same old events every year

Think outside the box – more innovative, daring content and less traditional / ceremonial stuff



## How Canberrans would like to hear about events in future

For the most part, Canberrans envisage hearing about events through multiple channels and sources, i.e.

TV & Radio, local news

Social media

Direct email / newsletter

Our CBR

ACT Government websites

Local papers, magazines

Outdoor advertising

Word of mouth

Some participants suggest there is need for centralised information – a single, up-to-date point of reference

*OMG - this is such a problem! I don't pick up papers or stop to read them. Provide a "Calendar of events" sent to each paying resident so we can put it on wall/toilet and plan our year around our favourite events*

*Events Canberra could be much better at gathering information in one place*

*Maybe a website you could subscribe to that would provided you with event details by email or SMS*

*A central location to go to on a social media platform to obtain information, book tickets, directions etc*





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