

National Multicultural Festival Survey

29 March 2022



YOUR SAY
PANEL

Background

The 2023 National Multicultural Festival represents the 25th anniversary of the event and will be the first time it has taken place since before the COVID-19 pandemic. To help shape and inform planning for the 2023 festival, YourSay Panel members were invited to take part in a short survey which looked at past experiences and intentions to attend the event, motivations and barriers to doing so, and ideas for 2023.

Methodological notes:

- All YourSay Panel members were invited to participate (n=5,847)
- Panel results have been weighted to reflect relative population proportions based on the ABS Census
- The methodology is biased towards those with internet and computer literacy
- In single choice questions, results may not add up to 100% due to rounding



How many?

1,268

When?

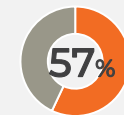
**17 – 21
Mar 2021**



Key findings

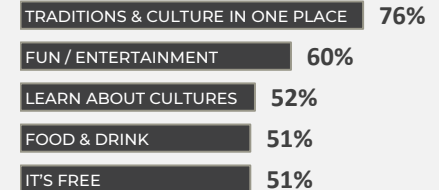
- On average, respondents rate their experience at past National Multicultural festivals a 7 out of 10
- Main highlights include food and drink offerings, atmosphere and vibrancy and connecting with and learning about diverse cultures
- Challenges and issues associated with past attendance involve crowds and congestion, access and facilities
- More than half of Panel members intend to go to the 2023 festival with a further 3 in 10 unsure at this point
- The main drivers for going include exposure to cultural experiences and the provision of free entertainment
- The main barriers to going relate back to congestion and crowding, accessibility, and conditions such as lack of shade / cover and seating
- COVID-19 continues to be a barrier to attendance, with outdoors space reiterated as something which would make some more comfortable in attending
- Consequently, ideas for 2023 mainly involved spreading out and providing more space, improving access and facilities, as well as broadening and diversifying the cultural experiences on offer

Attendance in 2023

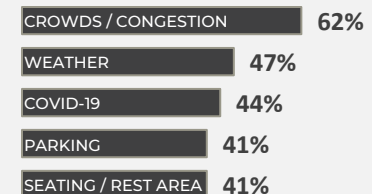


OF PANEL
RESPONDENTS
INTEND TO GO IN
2023

Top motivators



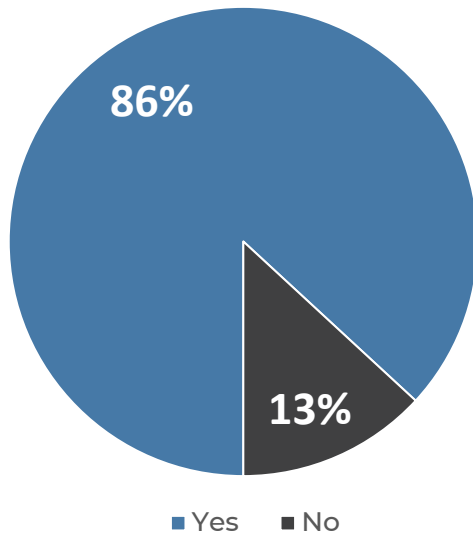
Main barriers





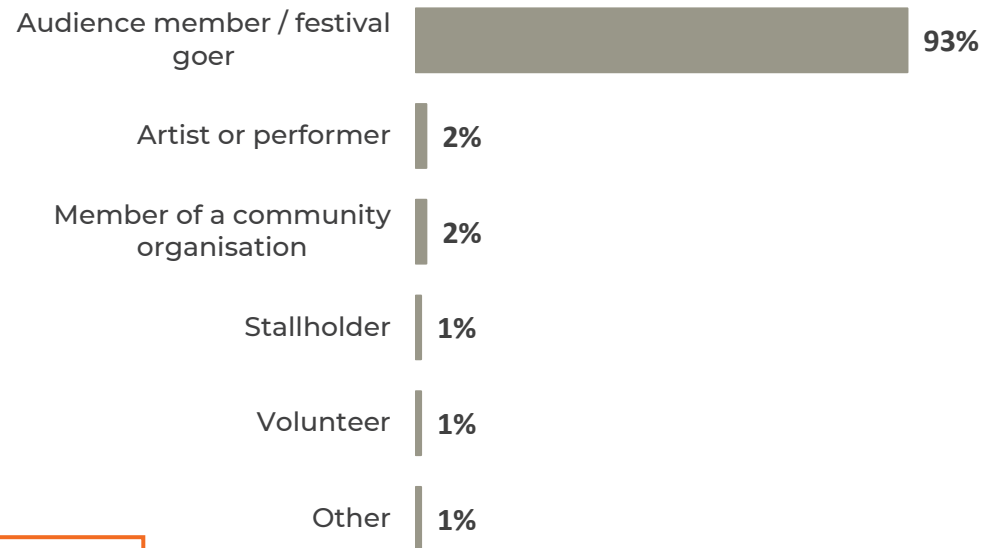
Most respondents have been to the festival in the past as audience members

Q. Have you attended the National Multicultural Festival in the past?



Attendance peaks among 35-54 years olds – 92%, compared with 86% of 16-34s and 79% of 55+

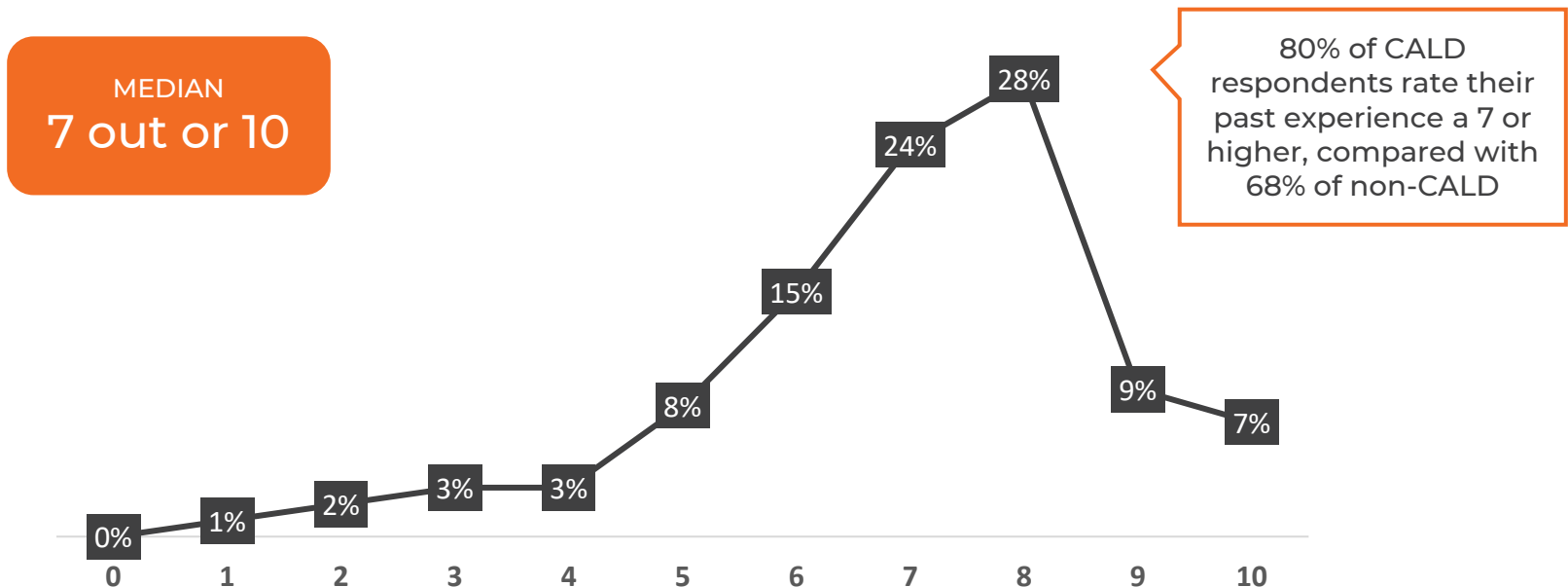
Q. What was your main reason for going to the last festival you attended?





On average, attendees rate their past experience at the festival a 7 out of 10

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 the festival?





ACT
Government

YOUR SAY
PANEL

Common highlights and lowlights of past experiences

Q. Tell us ONE highlight of attending the festival in the past.

Food and drink experiences
Live performances
Atmosphere, happy, vibrant
Diversity of Canberra on show
Connecting with others
Learning new things / about different cultures

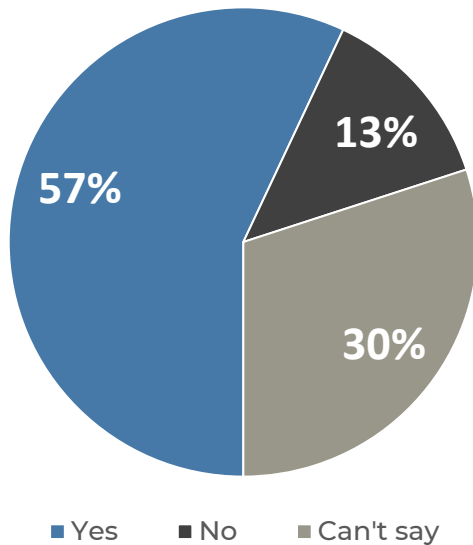
Q. And tell us ONE thing that didn't quite hit the mark.

Congestion / crowds / queues
Layout, not enough seating
Noisy / rowdy / drunkenness
Difficulties parking
Food prices
Some parts tokenistic / not authentic / commercialised

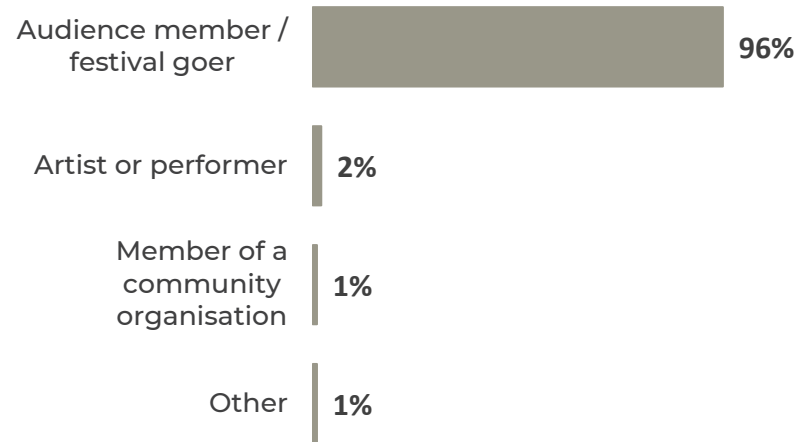


Almost six in ten say they plan to attend the festival in 2023, with a further three in ten unable to say for now

Q. Do you plan to attend the festival in 2023?

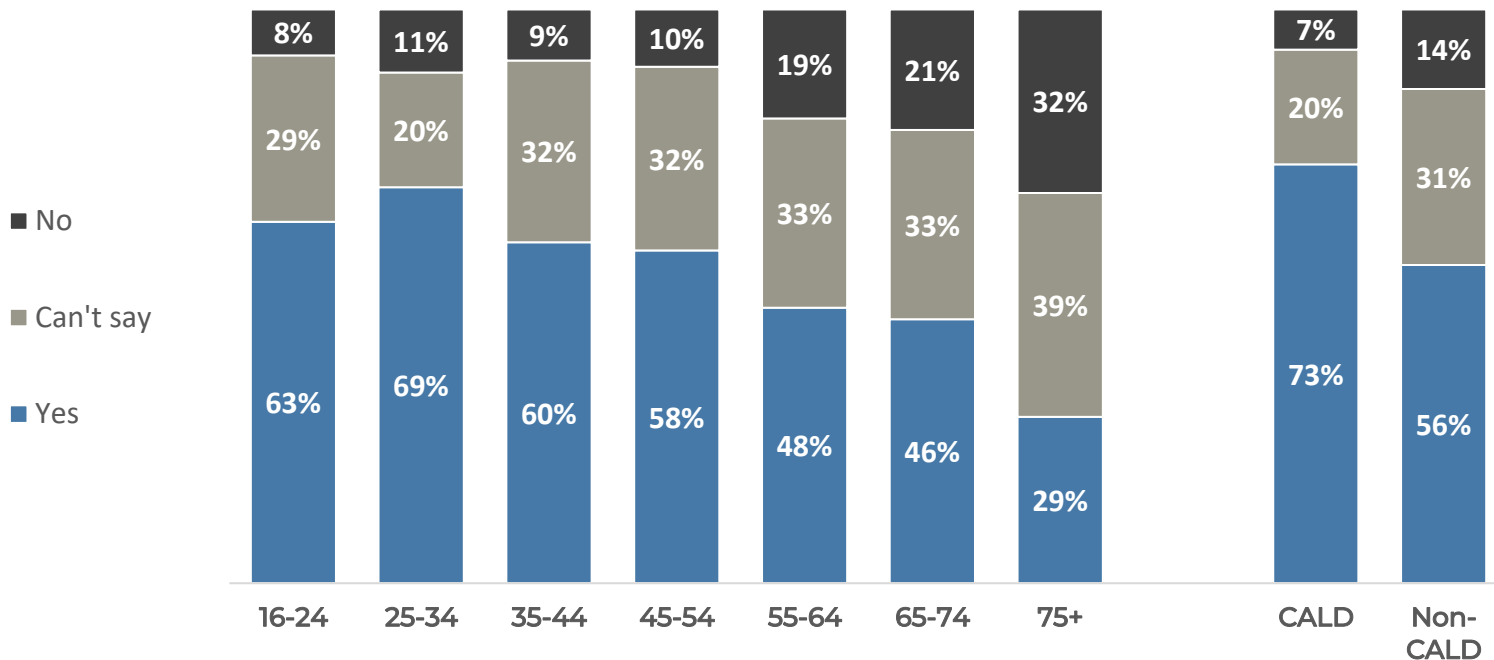


Q. What is your main reason for going to the 2023 festival?



Younger Canberrans and those from a CALD background are more likely to attend in 2023

Q. Do you plan to attend the festival in 2023?





Reasons for non-attendance in 2023 – verbatim themes

Q. At this stage, is there any reason why you would not go to the 2023 festival?

Crowds,
congestion,
queues

Not interested,
not my kind of
thing

Been before and
don't see the
need to go again

Risk of
COVID-19

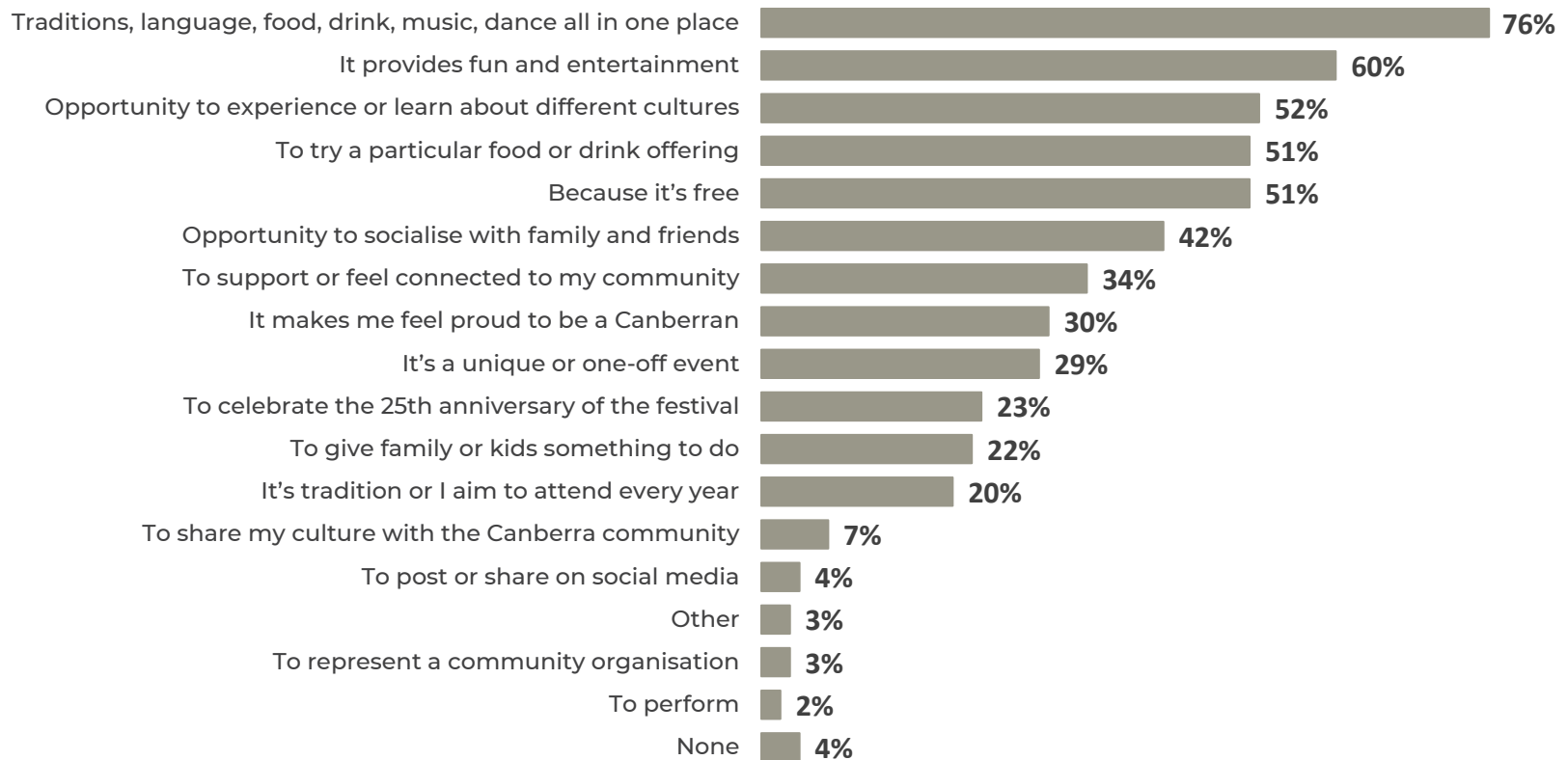
Issues with
mobility / health
make it difficult

Difficulty
accessing /
parking

Price of food /
can't afford it

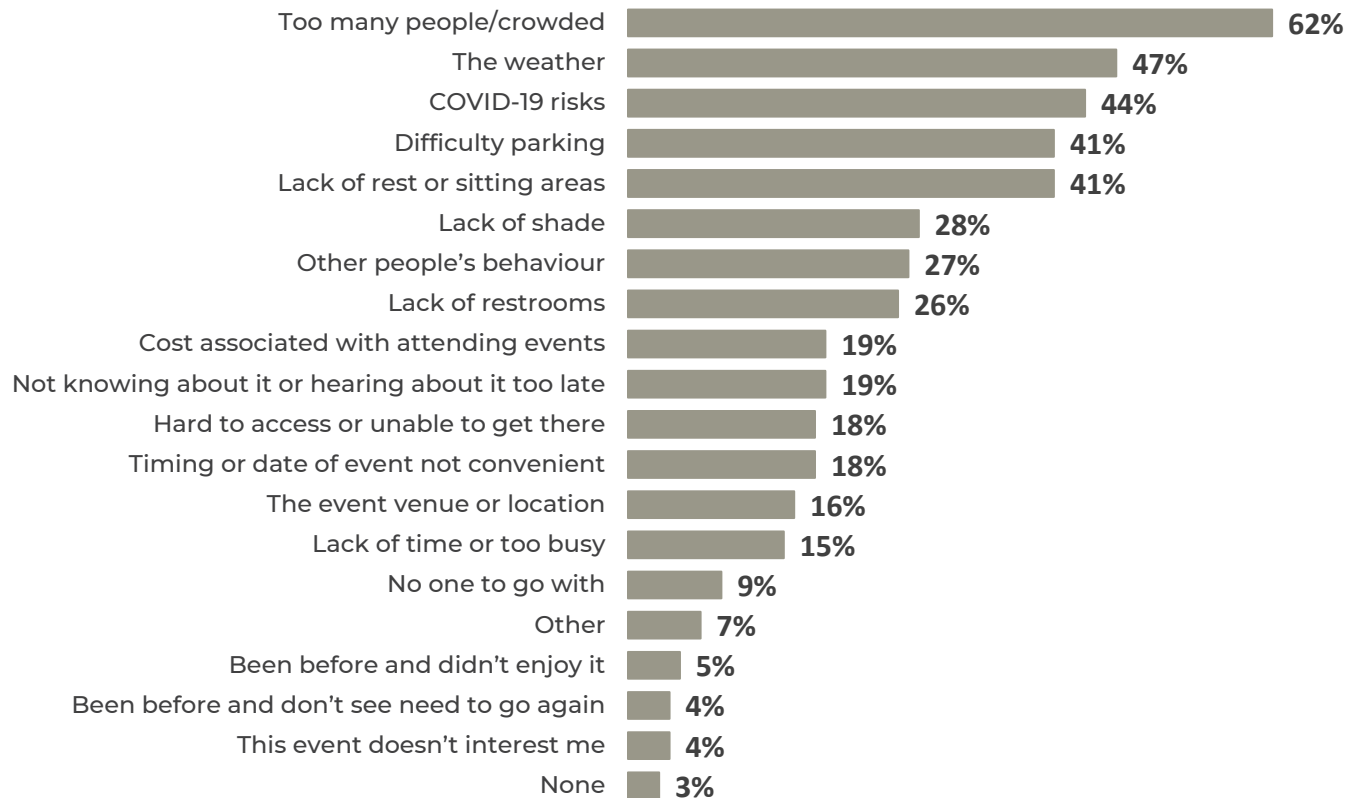
Cultural experiences and social opportunity are the main motivators for attendance

Q. Which of the following things, if any, would make you want to attend the festival in 2023?



Crowding, discomfort and the prospect of COVID-19 are the main barriers putting people off attending in 2023

Q. And which of the following things, if any, might put you off going to the festival in 2023?





What would like to see in 2023 – main themes

Q. Thinking about any past National Multicultural Festivals you may have attended, is there anything you would like to see done differently for the 25th anniversary festival?

Change of venue,
more space / ability
to spread out

Better facilities –
e.g. seats, toilets,
shade, bins

Decentralised,
different events
in different
places

Signage /
maps

Crowd control,
address queues
and bottlenecks

More parking /
accessibility /
public
transport

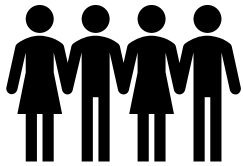
Broader range of
experiences – e.g.
arts, crafts, film

More authentic
cultural
experiences

Something unique
/ different to usual

Preferences for communication about the 2023 festival embrace the whole range of channels

Q. How would you like to hear about the festival in the future?



Around 4 in 10 say...

Social
media

email



Around 3 in 10 say...

Print /
online news

Radio

TV



Around 1 in 10 say...

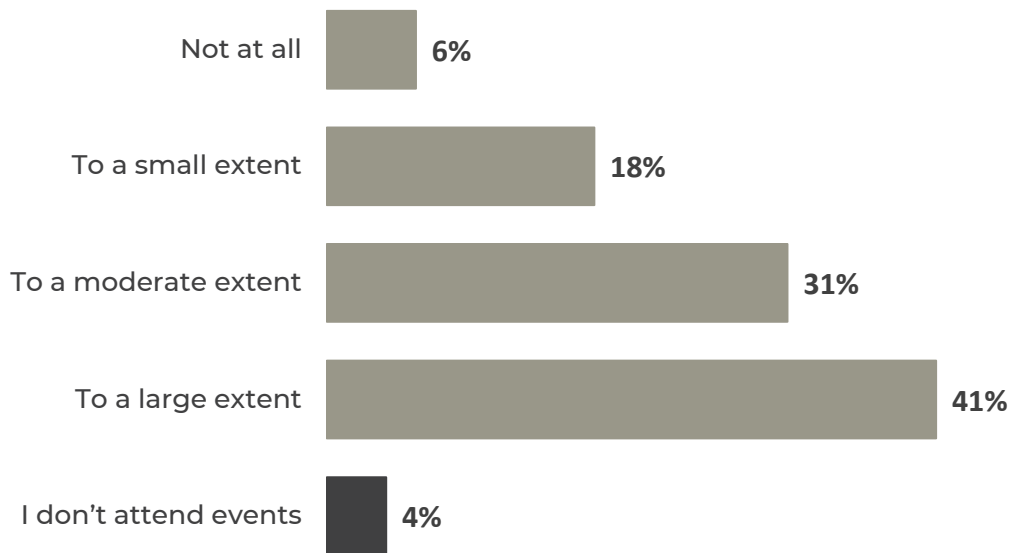
Our
Canberra

Outdoor ads



Seven in ten have considered the risks of COVID-19 to a moderate or large extent in relation to event attendance

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



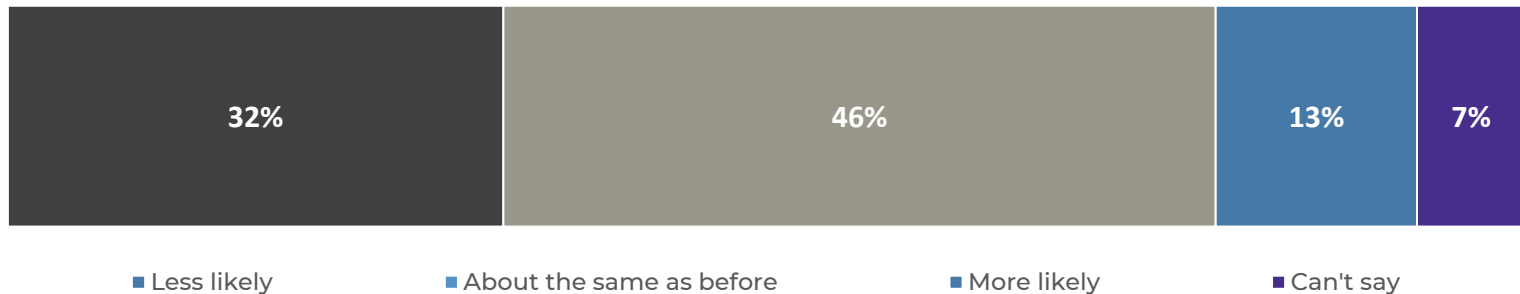
Results are similar to those recorded in June 2021, when 68% said they had considered this to a moderate or large extent

There is a trend for consideration of COVID-19 to increase by age



One third of respondents say they are less likely to attend an event like the festival than they were before the pandemic

Q. And if no restrictions are in place, how likely would you be to attend the National Multicultural Festival in February 2023, compared to before the COVID-19 pandemic?

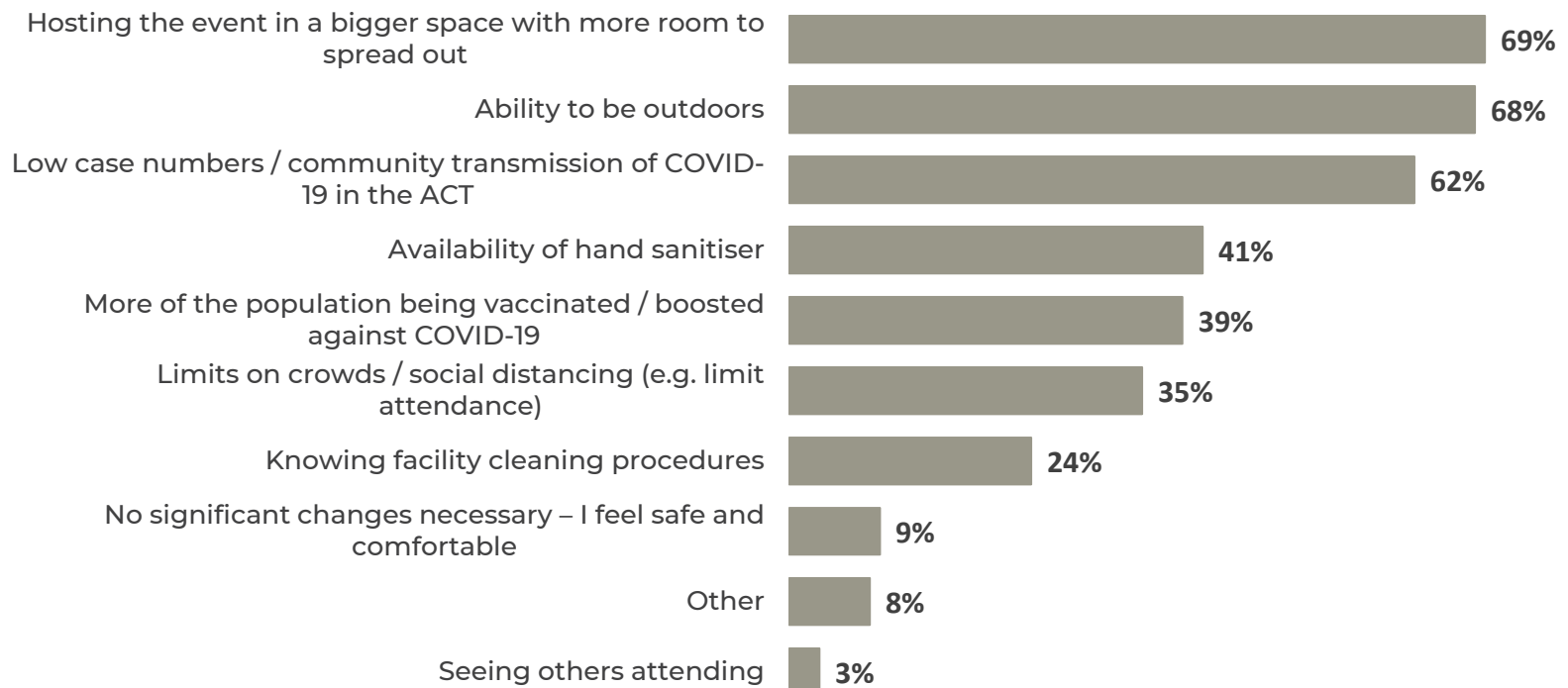


There are few significant differences in this propensity among population groups

16-24 year olds and males / men are slightly more likely to say they will attend than before the pandemic

In the context of COVID-19, space and outdoors are key to making people feel more comfortable to attend the festival

Q. Which, if any, of the following actions would make you feel more safe or comfortable enough to attend the festival in the context of COVID-19?



Appendix

About the YourSay Panel

- Around **6,000** Canberrans have signed up to have their say through the YourSay Community Panel
- The Panel captures the pulse of the community at a given point in time through regular online surveys about a range of topics
- Panellists are recruited through a mix of online and offline channels but must have internet access and an email account to take part
- The Panel closely resembles the overall ACT population by age, gender, region as well as a range of other demographic characteristics
- Members are invited to take part in approximately two activities per month and participation is completely voluntary
- The membership base is highly active with around 4 in 10 members completing each survey on average
- Regular checks are made to ensure results are accurate by comparing them to other independent survey research

5,847

Current members

30-40%

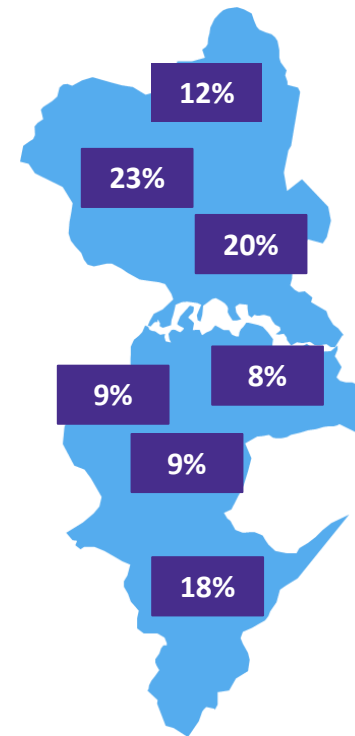
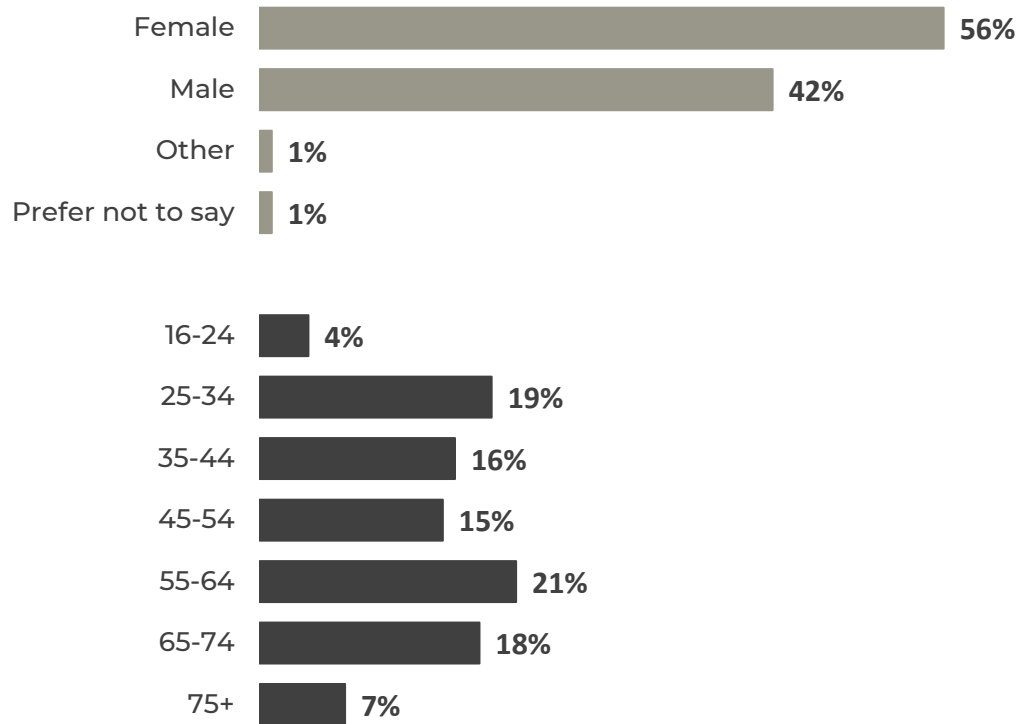
Average survey
response rate

45+

Major surveys
completed



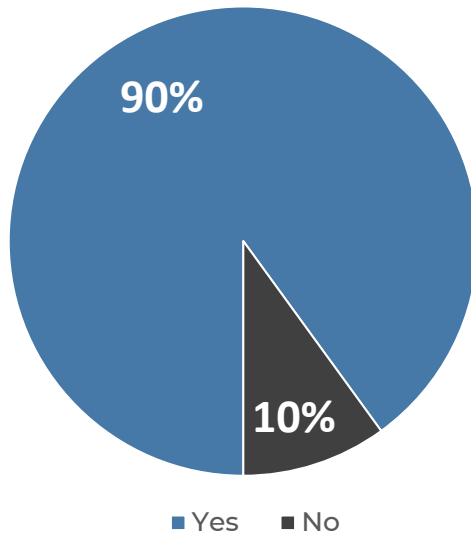
Survey sample profile (unweighted)



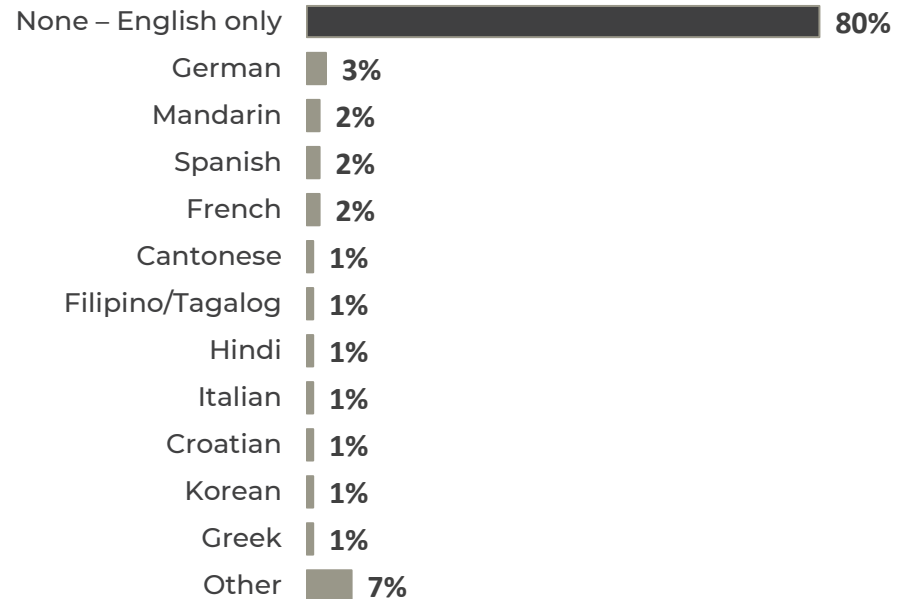


Survey sample profile – languages spoken (unweighted)

Q. *Is English your first language?*



Q. *Which language(s) other than English are spoken in your household?*





ACT
Government

YOUR SAY
PANEL