

EVENTS AND FESTIVALS STRATEGIC ACTION PLAN 2024-2028

ENGAGEMENT SUMMARY REPORT

4 MARCH - 1 APRIL 2024

WE ASKED

- Why you attend events and festivals
- What events and festivals you would like to see more of
- What Council should keep doing in regard to events and festivals

We reached



43,167 reached via Council e-newsletters



5231 reached via Council's social media



1800 visits to Council's online engagement platform, Shape Lake Mac



284 surveys completed

WHAT'S NEXT

Your feedback will help shape our updated Events and Festivals Strategic Action Plan, which is expected to be presented to Council for public exhibition in late April 2024.



ENGAGEMENT SNAPSHOT



Respondents currently attend events and festivals because they are family-friendly, close to home, are of interest to them and are entertaining.



Respondents would like to see more markets, live music and themed festivals.



Current events and festivals were identified as enjoyable, affordable and family-friendly.



Community connections and social participation were emphasised as positive outcomes of attending events and festivals.



Continue to offer a variety of events and consider diversifying types of events that target all ages, special interests and celebrate our city's diverse community.



Continue to involve and showcase local artists, community groups, businesses and sporting clubs.



Investigate ways to continuously improve the sustainability and waste management of events and festivals.



Create events and festivals that attract people to visit the city and that support the tourism sector throughout the year.



Parking, lack of public transport and traffic prevents people from accessing and attending events and festivals.



Promotion of events and festivals was identified as a high priority to increase community participation and attendance.



Consider holding events and festivals at locations throughout the city.