

September 2020

DCS474B - Attachment - Events in the Greater Geraldton City Region Survey Report - FINAL



# Events in the Greater Geraldton City Region Survey Report

TRIM Reference: D-20-117271

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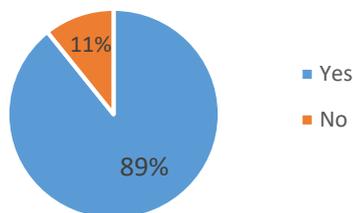
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## Background

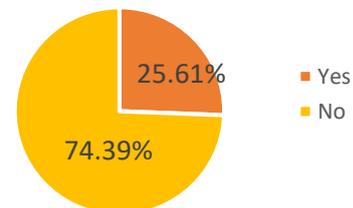
Three years ago, the Events Strategy was developed in response to the need to provide a vision and increased clarity regarding the City's direction and role in managing and supporting events in Greater Geraldton. To ensure the strategy still aligns with community's wants and needs in regard to events and live entertainment, the City sought feedback from the community and events stakeholders on annual events held in the City region via a community survey. The survey also asked for ideas on how events could be improved and for ideas on potential new events.

The Events in the Greater Geraldton City Region Survey was promoted via a media release and a social media campaign. Events stakeholders (organisers, stallholders, entertainment/service providers, local businesses involved in various events, volunteers) were directly invited by City staff to take the survey. The survey was open for three weeks and received 178 responses. Of these respondents, nearly 90% said they had attended events in the City region including events in Mullewa and more than 25% identified themselves as an event stakeholder.

Events attendance in City region



Event Stakeholder



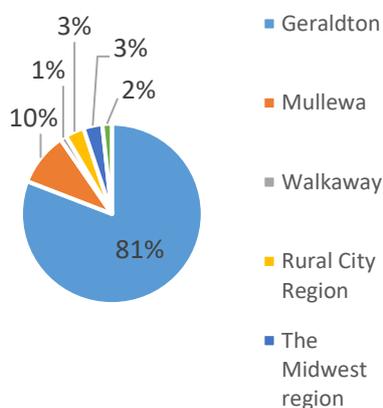
## Survey Results

### Snapshot of survey respondents

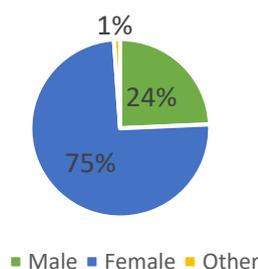
The majority of survey respondents reside within the City (82%) and City region (15%) whilst 3% stated they lived elsewhere in the Midwest and 1% stated they lived in either Chapman Valley or Perth.

The majority of respondents were female and between the ages of 25-54 years, while only 5% of respondents were youth.

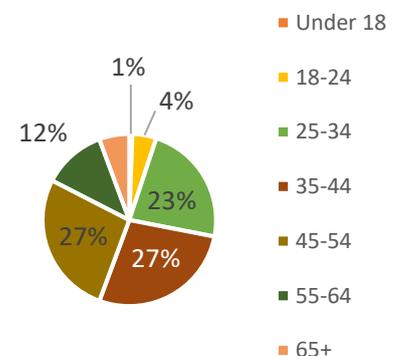
Place of residence



Gender



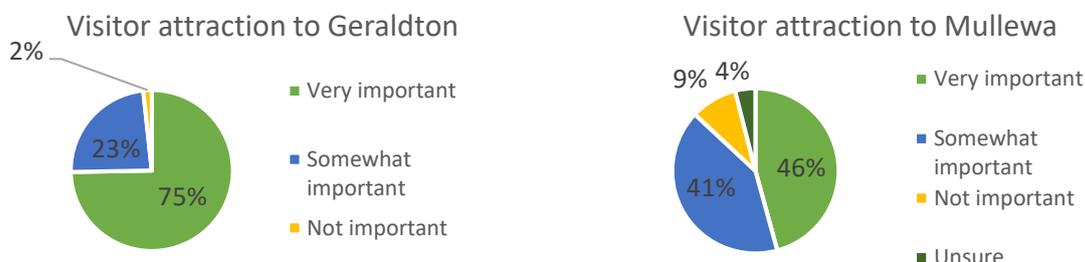
Age



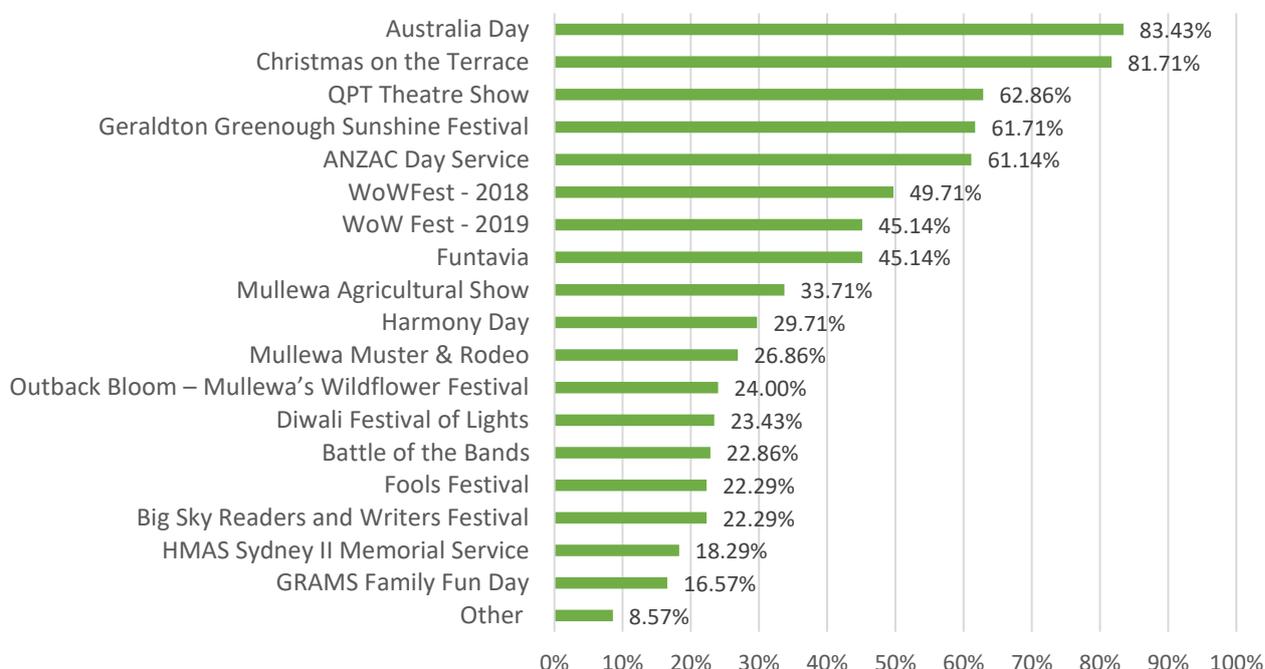
## Importance of events

The majority of respondents, 98%, said it was important to hold events to attract visitors to the City.

The majority of respondents, 87%, said it was important to hold events to attract visitors to Mullewa. Although 9% of respondents said it was not important to hold events to attract visitors to Mullewa, it is worth noting these respondents do not live in Mullewa. The most attended events are Australia Day, Christmas on the Terrace and the Geraldton Greenough Sunshine Festival.



## Events attended

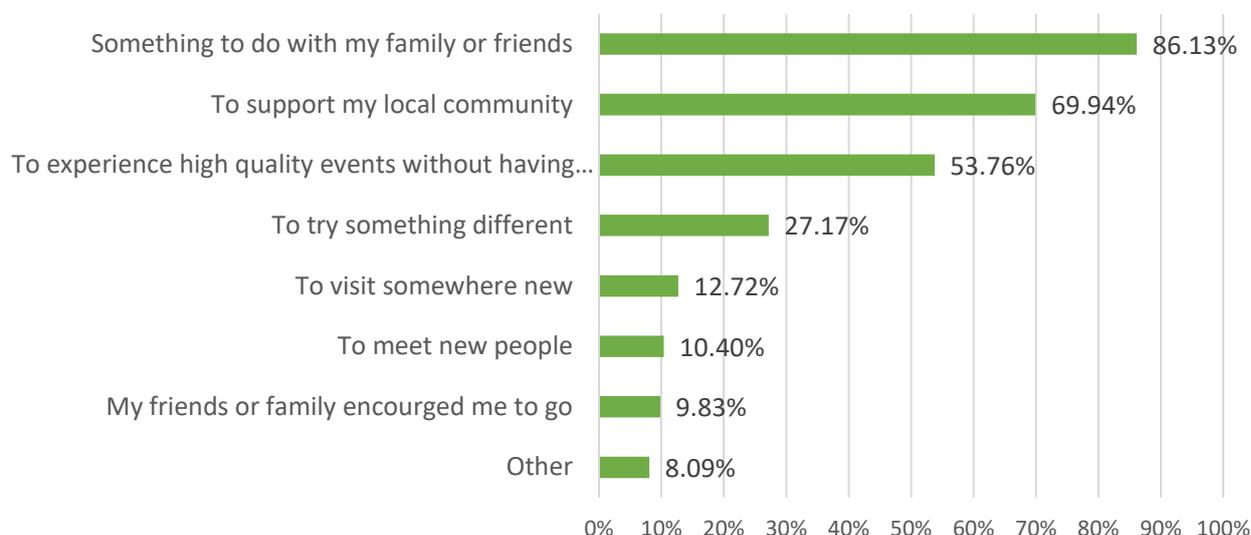


Other events/shows attended include:

|   |
|---|
| Morning Melodies  |
| Houtman Abrohlos Festival   |
| Art Drive   |
| Sundays by the Sea  |
| Runfest, AFL preseason game, Tennis Easter Tournament, Country Cricket Carnival, Triathlon, Soccer, Harriers, Parkrun |
| Electric Vehicles   |
| Water sport events (comps)  |
| Cold Chisel   |
| Christmas Bonanza   |
| Aquarena Family Fun Days, Sundays by the Sea, Foreshore movies  |
| JJJ One Night Stand   |
| Relay for Life  |
| WA Day  |

## Why events are attended

The majority of respondents said the reasons they attended event were to be entertained, support their community and experience high quality events without having to travel far.



Other reasons respondents said they attended events include:

|  |
|--|
| Socialising with family and friends                    |
| They were an event organiser or volunteer              |
| Provided food/beverages or other services at the event |
| They participated in the event                         |
| They enjoy being entertained                           |

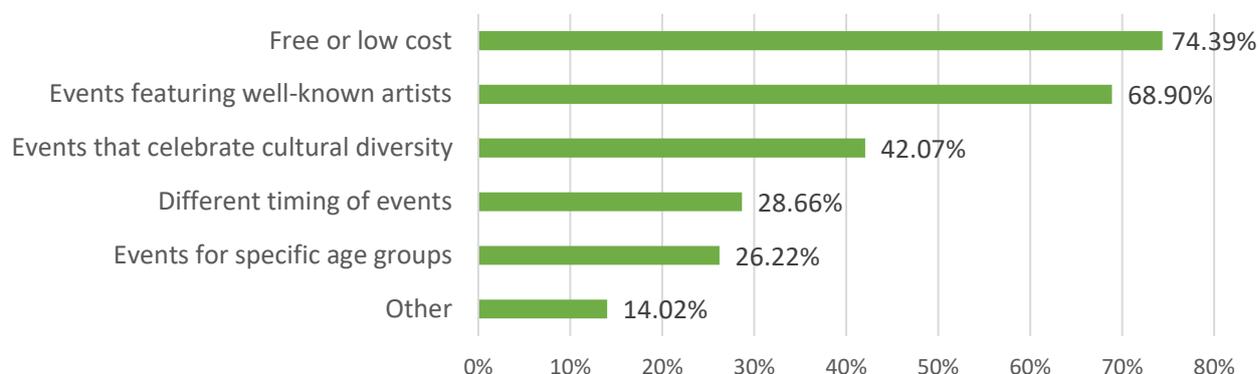
## Why events are liked

69% of survey respondents, or 112 people, responded to the question about what they most liked about events being delivered in the City region. The same or similar responses were themed into 36 categories listed in the table below including the percentage of times the comment was made. See APPENDIX 1, page 10, for full list of responses.

| Reason                                   | Mentions | Reason                            | Mentions |
|--|----------|-----------------------------------|----------|
| Don't have to go far, easy access        | 24.11%   | Gets people out and about         | 4.46%    |
| Good variety of events                   | 15.18%   | Creates vibrancy                  | 4.46%    |
| Promotes City/showcases local businesses | 13.39%   | Catch up with family and friends  | 3.57%    |
| Brings people together                   | 10.71%   | Great atmosphere                  | 3.57%    |
| Local community involvement in delivery  | 8.93%    | High quality event facilities     | 3.57%    |
| Good for tourism                         | 8.04%    | Showcase local culture            | 3.57%    |
| Lots are free or inexpensive             | 8.04%    | Can buy or bring your own food    | 2.68%    |
| Being entertained                        | 7.14%    | Opportunity to celebrate          | 2.68%    |
| Family Friendly                          | 7.14%    | Well run and organised            | 2.68%    |
| Showcase local talent                    | 7.14%    | Organisers give back to community | 1.79%    |
| Events for all ages                      | 5.36%    | Good weather                      | 1.79%    |
| Brings class and culture to the City     | 5.36%    | Opportunity to come to Geraldton  | 1.79%    |
| High standard of events                  | 5.36%    | Good value for money              | 1.79%    |

## Encouraging more event attendance

The majority of respondents agreed that providing free or low cost events or events featuring well known artists would keep them attending events.



Other reasons respondents provided are:

|   |
|---|
| Transportation from Mullewa   |
| Courtesy bus for seniors i.e. carparks to event venue                                     |
| Events featuring local established and developing artists                                 |
| A variety of events (educational, for kids under 7 years old, bus trips)                  |
| Family friendly events  |
| Something that celebrates the region, themes specific to area, showcase local attractions |
| Disabled friendly events  |
| Events should be sustainable e.g. no single use plastic                                   |

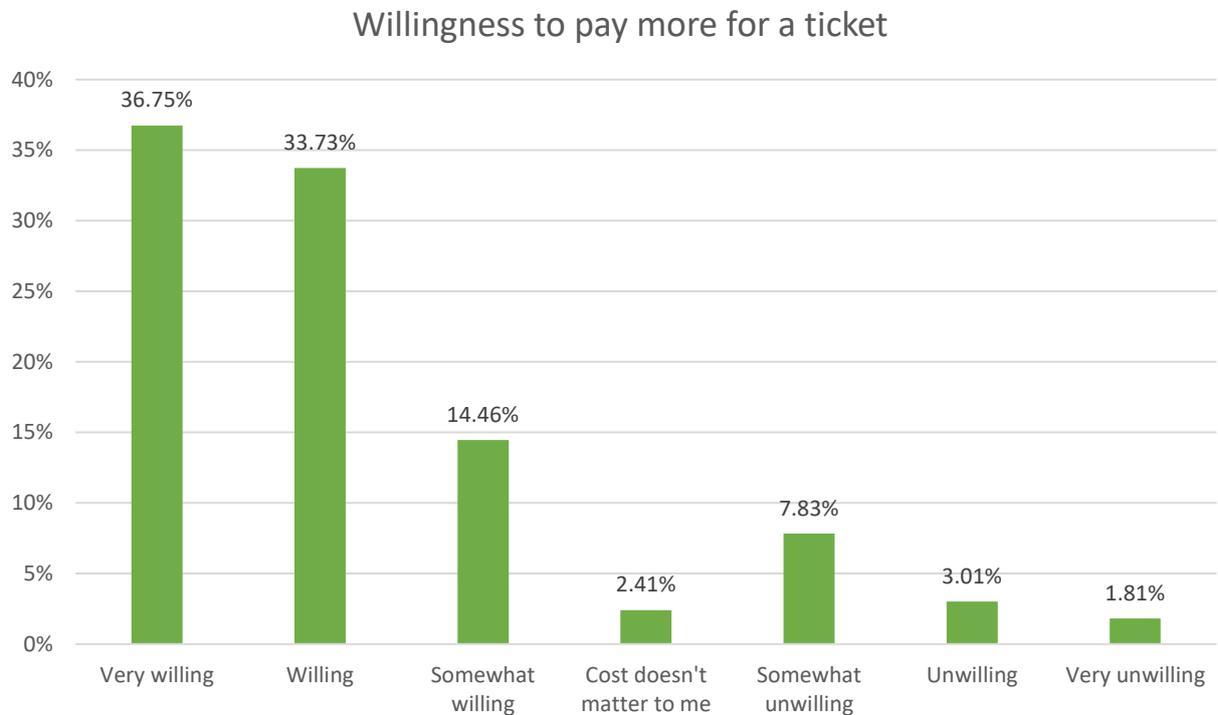
## Types of events people want

56% of survey respondents, or 100 people, made suggestions about what type of event or events they would like to see delivered in the City region. The same or similar responses were themed into 22 categories listed in the table below including the percentage of times the suggestion was made. See APPENDIX 2, page 13, for full list of responses.

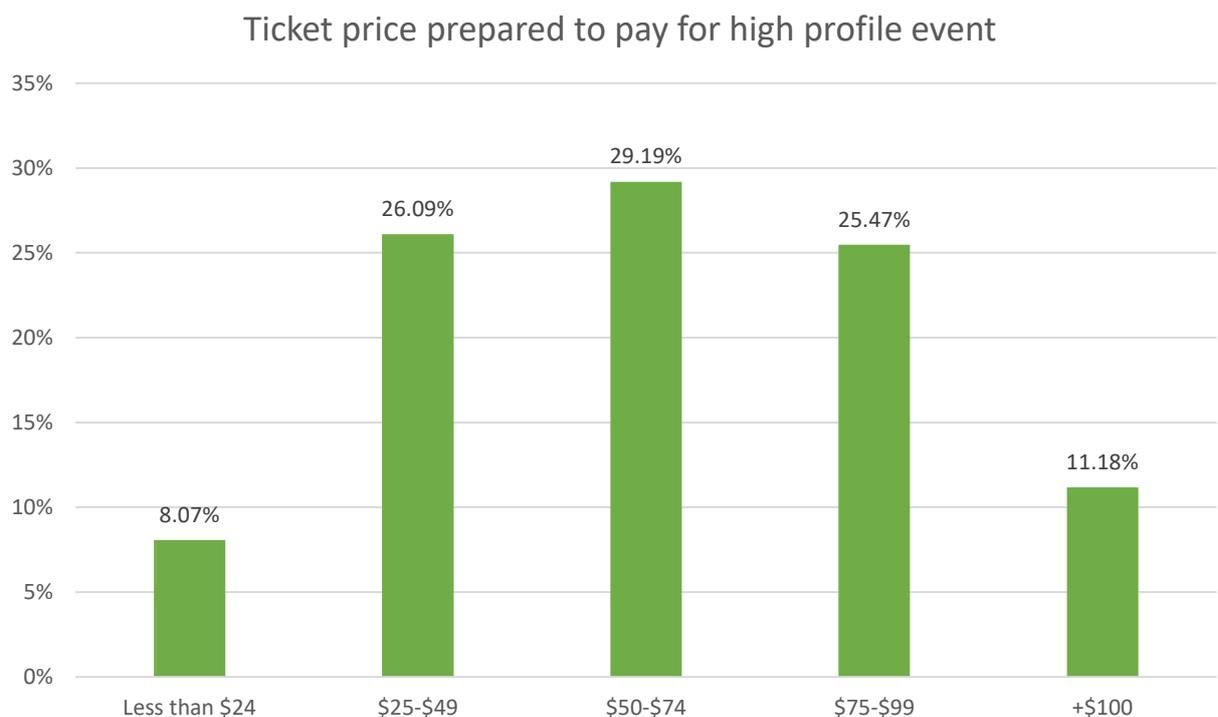
| Type of Event                        | Mentions | Type of Event        | Mentions |
|--------------------------------------|----------|----------------------|----------|
| Live music or music festivals        | 33%      | Grow existing events | 3%       |
| Food, wine or beer festival          | 17%      | Local talent         | 3%       |
| Family or family fun days            | 8%       | Outdoor cinema       | 3%       |
| Kids or children festivals           | 7%       | Seniors              | 3%       |
| Sporting                             | 7%       | Carnivals            | 2%       |
| Comedy/Fringe festivals              | 6%       | Colour rave          | 2%       |
| Youth                                | 6%       | Gay pride            | 2%       |
| Arts and crafts                      | 4%       | Ice skating          | 2%       |
| Blues and Jazz festivals e.g. Nukara | 4%       | Live art             | 2%       |
| Theatre                              | 4%       | Musicals             | 2%       |
| Water sports                         | 4%       | Wind sports          | 2%       |

## Ticket Pricing

The vast majority of respondents, nearly 85%, said they would be somewhat to very willing to pay more for a ticket if it delivered a high profile event. Whereas less than 5% said they would be unwilling to pay higher ticket prices.



Even though the majority of respondents said they would be willing to pay more for a ticket to attend a high profile event, there was no consensus regarding how much they would be prepared to pay for a ticket. However, 80% of respondents did indicate they would pay between \$25 and \$99 for a ticket.



## Improving the event experience

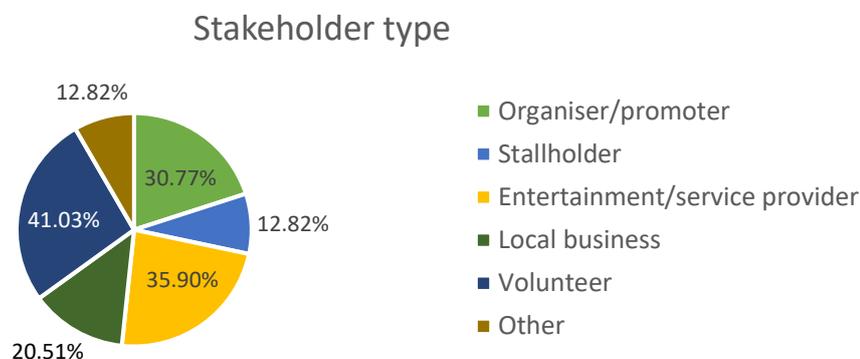
52% of survey respondents, or 94 people, stated how their event experience could be improved upon. The same or similar responses were themed into 19 categories listed in the table below including the percentage of times the comment was made. See APPENDIX 3, page 15, for full list of responses.

| Suggested Improvement           | Mentions | Suggested Improvement                                      | Mentions |
|---------------------------------|----------|--|----------|
| More advertising/promotion      | 19.15%   | Provide a courtesy bus                                     | 3.19%    |
| More food options               | 8.51%    | More local stall holders                                   | 3.19%    |
| More regular events             | 8.51%    | More incentives for locals to attend e.g. ticket discounts | 3.19%    |
| More parking                    | 7.45%    | Better organisation  | 2.13%    |
| More variety                    | 5.32%    | More later evening events                                  | 2.13%    |
| More local talent               | 5.32%    | Midwest wide events/sporting events calendar               | 2.13%    |
| Combine events                  | 4.26%    | More family friendly events                                | 2.13%    |
| More police/security presence   | 4.26%    | Food/wine/beer festivals                                   | 2.13%    |
| Events for +18                  | 3.19%    | More high level events                                     | 2.13%    |
| Bus transportation from Mullewa | 3.19%    |  |          |



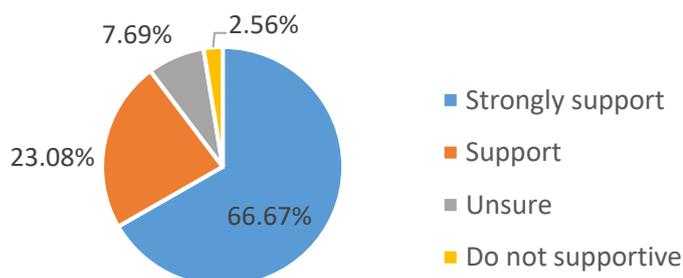
## Event Stakeholders Survey Results

More than 25% of survey respondents, or 42 people, identified themselves as event stakeholder. Stakeholders include event organisers, stallholders, entertainment/service providers, local business providing products at events and volunteers. The highest number of stakeholders who responded to the survey were volunteers followed by entertainment or service providers and organisers or promoters.



## Support for inclusive events

The majority of event stakeholders, nearly 90%, said they would support the provision of more inclusive events.



## Attracting people to attend events

74% of events stakeholders, or 31 people, made suggestions about what they believed would make the City of Greater Geraldton more attractive for people to travel or visit to attend events. The same or similar suggestions were themed into 11 categories listed in the table below including the percentage of times the comment was made. See APPENDIX 4, page 18, for full list of responses.

| Suggestion                                      | Mentions | Suggestion  | Mentions |
|---|----------|---|----------|
| Geraldton specific theme                        | 25.81%   | More tourist attractions  | 9.68%    |
| Develop packaging for different ages and tastes | 22.58%   | Quality over quantity   | 9.68     |
| Food festival                                   | 9.68%    | Improve service at local shops and restaurants                                | 6.45%    |
| More advertising/promotion                      | 9.68%    | Timing - no conflicts with events in Perth, align with people traveling north | 6.45%    |
| More/better food options                        | 9.68%    | Stronger cultural themes  | 6.45%    |

## Raising our profile as an events destination

60% of event stakeholders, or 25 people, stated what they believed the City and other local event organisers could do to raise the City of Greater Geraldton's profile and brand an events destination.

The three most common responses were better promotion, providing high quality events and better collaboration between organisers. See APPENDIX 5, page 19, for full list of responses.

| Themed suggestions  | Mentions |
|---|----------|
| Better promotion from every organisation involved in the event                    | 28%      |
| High quality events featuring well known artists                                  | 20%      |
| Better collaboration between all event organisers to ensure events don't over lap | 12%      |

## Delivering events

52% of event stakeholders, or 22 people, made suggestions about how the City could make it easier to deliver events.

The most common response, at nearly 40%, was about reducing red tape. See APPENDIX 6, page 20, for full list of responses.

| Themed suggestions                                       | Mentions |
|--|----------|
| Reduce red tape  | 40.91%   |
| Provide events specific grant funding                    | 18.18%   |
| Improve communications between staff and event organiser | 13.64%   |
| Streamline application process                           | 9.09%    |
| Lower costs e.g. event permits, extra bins, etc...       | 9.09%    |
| Help promote non City organised events                   | 9.09%    |

## Getting involved in event delivery

45% of event stakeholders, or 19 people, made suggestions about how the City could make it easier for stakeholders to get involved in City run events.

The two most common responses were about promoting the opportunity to be involved and reducing red tape. See APPENDIX 7, page 21, for full list of responses.

| Themed suggestions                                    | Mentions |
|---|----------|
| Better promote/communicate opportunity to be involved | 31.58%   |
| Minimise red tape                                     | 10.53%   |

# APPENDICES

## Appendix 1: Why events are liked

|   |
|---|
| That it's local people.   |
| A lot of local knowledge can be accessed when you attend.   |
| Not having to travel to Perth, supporting locals.   |
| Not having to travel far.   |
| There is a variety of events.   |
| 1. Opportunity to help out and give back to the community and be involved.<br>2. It's a reason for the community to get together.   |
| Socialising and enjoying the events.  |
| Nice to see such interesting competitions like they have been held around our area called 'The Second Life of Old Things' fantastic installations were presented twice.   |
| Family entertainment without having to travel to Perth  |
| Close by  |
| Showcase and bring community together   |
| Something different to do on weekends happening in Geraldton which until the last few years we haven't particularly had much of   |
| Lots are free.  |
| Easy catch up with mates who live close enough to attend and spend a night in Geraldton.  |
| They are great  |
| Community feeling, something to look forward to, chance to celebrate  |
| They are relatively inexpensive and easy to access  |
| Interesting, easy to access events  |
| Concert   |
| A sense of community. Meeting new people, seeing familiar faces Something that unfortunately you can't find in the city.  |
| Brings people out and showcases local talent  |
| They are always well run. No travel to attend   |
| QPT events are the best! They bring a bit of class and excitement to the area and make living so far from Perth bearable.   |
| Being entertained by variety  |
| Great value for money   |
| High quality entertainment and facilities. Variety of experiences being offered   |
| The high standard of entertainment and facilities offered, and the variety  |
| It's local and fun.   |
| Something to do, promote our city   |
| Sunshine Festival   |
| I loved having the bouncy castles on Australia Day and the fireworks! To see the smile on my 3yr olds face was amazing!   |
| The range of things provided and the fact they are here at all. Free things are good too. I don't mind some paid things, but if the all events were all behind a fence it would not be good.  |
| There's been some great artist performing at the QPT, always enjoy the concerts and hope there is many more to come. The Triple J one night stand was great and well organized. Hoping to see more mini festivals like that, where the whole family can attend and enjoy great music. |
| The diversity of attractions and types of events.   |
| Most events are super family friendly, just wish some events were a little cheaper.   |
| Family friendly events are important. It's nice to have new things to do and be available at lower cost to families, we don't have a lot things we can do like that in this region.   |
| The support that local businesses get and the exposure they get is amazing  |
| Very good and more should be done with rides  |

|  |
|--|
| It's putting Geraldton on the map. Good for tourism.   |
| Great location   |
| Local community involvement and if they are unique   |
| Trying to get headline bands to come to Geraldton and enable local bands to support. Things we haven't seen before like the big puppets or the kites. Workshops for learning for a wide range of ages  |
| Brings families together   |
| Events and Entertainment bring vibrancy to our region. It gives us a chance to show how wonderful our city and regions is.   |
| I think we have a good variety of types  |
| I previously couldn't enjoy outdoor music festivals etc. because the children were too young. I'd love to enjoy more like that now that I can. Very relaxed, with food vans etc. or you can bring a picnic.  |
| Don't have to travel far.  |
| Because they are interesting, you meet people you know and new people and the weather is always amazing here so no excuse to get out and about. Good exercise and fun.   |
| The sense of community and family.   |
| Easy to get to, relatively frequent, food options  |
| Not having to drive for hours and find somewhere to stay   |
| Worth living in Geraldton, need a sense of culture that isn't just for children  |
| Something interesting happening  |
| No need to travel anywhere   |
| I can honestly say that the quality of events in Geraldton keep me here. I could not envision living here and raising my family here if we couldn't attend community and cultural/ art events. No events, no us.   |
| They really are much the same. We need an iconic event!  |
| local cultural and community celebrations  |
| Family friendly  |
| Great for the Community and culture of Geraldton fantastic to have such great events in our city and not have to travel.   |
| Things that focus on community needs and include local community members   |
| I love the diversity of the events available. There is something for everyone and there is always an opportunity to try and experience something new.  |
| They are right on our doorstep and they support local businesses   |
| Not having to travel to Perth. Feeling pride in my local events. Often free or very good value entertainment.  |
| I like that we have had events that enabled family & friends to come to Geraldton & visit as opposed to me going away from Geraldton all the time to go to things where they are. So nice to show them around.   |
| It is nice to have things on and not have to travel to Perth.  |
| Events enrich the cultural experience of living regionally. All the good stuff seems to happen in Perth, but events bring some of that here so we don't feel like we're missing out.   |
| Culture and vibrancy they add to our community.  |
| I love the use of the Foreshore area to bring people together. The music events hold the young community members here and add vibrancy. The Literacy events e.g. Big Sky Festival add another dimension to our town and reach a different demographic. Much appreciated all. Thank you!          |
| I don't have to leave the City for entertainment.  |
| Not having to go to Perth  |
| There local, and we are not forced to travel to Perth and pay associated cost. Events in Geraldton give the City an identity, and create a sense of belonging. The Covid-19 cancellations have highlighted the importance of events and the need to have them start back up as soon as possible. |
| I like that they are affordable and have something for everyone  |
| They are so different- there is something for everyone   |
| It makes you feel like this place really is city   |
| Get to see what's on offer and to see the town   |
| Brings local communities together  |

|  |
|--|
| Promoting & stimulating local economy, promoting local tourism, opportunity for local bands/performers/artists   |
| Community focused /free or low cost  |
| Don't have to spend money on flights or spend a day driving to Perth for events, plus accommodation unless i want to drive back at midnight  |
| High quality with relaxed vibe   |
| Local performers   |
| They add another dimension to Geraldton & Mullewa and contribute culturally to the region. They bring people together and give people/families/young people something to do. I think well run events are important and worth the City investing in to. |
| Ability to celebrate the local region and the things that make this area special and unique. The Mullewa muster was amazing and so unique!   |
| Need more school holiday activities  |
| Not needing to travel to Perth to attend.  |
| Quality entertainment and cultural events plus the bringing the community together. Always a great atmosphere  |
| Chance for local groups to showcase themselves   |
| The brilliant organisation and easy going atmospheres of all the events  |
| They are close to home and attract visitors to the area  |
| Community spirit   |
| It gets community out and about and supports locals  |
| Family friendly atmosphere   |
| They bring more tourist to Geraldton and it makes Geraldton more fun and the best town ever and it's good for family friends outings   |
| Having exciting experiences in my home town, all my family and friends can easily join and I always make lots of new friends too   |
| I like that they are getting bigger and better each year with bigger music acts such as The Veronicas and Temper Trap.   |
| Geraldton is a great place to hold events because of the good weather  |
| Music, Fireworks and friendly people.  |
| WoW Fest   |
| It makes it a vibrant interesting place to live. It also encourages friends and family from other places a reason to visit and appreciate where I live.  |
| Easy access and convenient to attend. Usually make a night of it and have dinner from food trucks etc.   |
| Events bring a vibrancy to the region and encourage people to visit and explore the local towns  |
| They have the interests of the local community at heart, and present high standards when it comes to organising events. Represents the City very well to those that live outside the Midwest region.   |
| Mullewa Muster and Rodeo is a unique event that brings people to that town. It sits well with its target audience that is for an older audience and one that has leaning to Country music. Some other events need to have more community engagement.   |
| So much to do without having to travel to Perth  |
| Diverse and dynamic event for a range of interests and differing groups of people.   |
| The variety and quality of different events.   |
| visually interesting, great music, outdoor event spaces, well organised  |
| vibrancy and local enjoyment, also the economic boost and variety it brings  |
| The live entertainment   |
| Volunteering opportunities in my community   |
| Promotion of Geraldton as a tourist destination  |
| Not having to travel to Perth to take part in them   |

## Appendix 2: Types of events people want

|   |
|---|
| More events for all aged kids   |
| Events suitable for families/children   |
| A big kite event for all ages including a workshop or several to make own kites.  |
| Younger children events. Child friendly adult events.   |
| Live music, kid friendly, of different ages.  |
| More activities and events for seniors  |
| More activities for seniors, Dances, entertainment, continuation of morning melodies.   |
| High profile sporting events  |
| Attract more family theatre/musicals  |
| Concerts, family fun days   |
| City band performing with local talent/s in stow gardens.   |
| Loved the Sunshine Fest and Wind on Water.  |
| More carnivals  |
| More interactive  |
| None, simply retain and expand WoW Fest and Big Sky   |
| Alternative lifestyle events such as sustainable living, wind/solar energy,   |
| Invention's...encourage new idea's  |
| Live music  |
| Pride event & bring back G Fest.  |
| Things for families with children in primary school. Whole family events  |
| More youth events.  |
| Plays, musicals, ballet, opera, stand up.   |
| Music concerts  |
| More big bands. Better quality sunshine festival.   |
| More music festivals and events, it would be good to have Nukara festival continue, Performance art and live art- shows, cultural events , colour rave for young people                               |
| More music festival events, more cultural festivities, art-based activities targeting young people and adults, family friendly days, wine and food festival, colour rave for young people             |
| Food, Christmas events, country music.  |
| Food festival   |
| Maybe a mud run? Ice skating rink in winter (maybe school holidays?)  |
| Small shows or gigs. Comedy roadshow festival in past years was good. The bands on the foreshore in summer were excellent too. Produces a really good vibe down there.                                |
| Something more for young teens  |
| Mini music festival   |
| I like what is already on.  |
| Rides   |
| Under age events for younger children and events aimed at 30-45 group.  |
| Easter show, pop up things for kids like ice skating  |
| More music festivals  |
| New fresh ideas. Involving the community. We have great local talent here. Use them.  |
| Live music  |
| I love outdoor concerts, cinema. A big Midwest food festival let's celebrate our local produce. Bigger theatre productions of higher profile plays/comedians  |
| Just love those outdoor music events. Especially with our ocean as a back drop. In summer if you're going for a swim first in the late arvo, amazing to have music in the background whilst you swim. |
| Quality sporting events   |

|   |
|---|
| Large state art/craft festival.   |
| Food events like food truck festival, more music  |
| Low waste, sustainable events with good food options  |
| Ones for the disabled, the ones with invisible disabilities or the mid aged disabled  |
| More local music/artists.   |
| Non children events. Outdoor bar and band down the foreshore. Floating Bar in foreshore.  |
| More day time, alcohol free, inclusive events for families  |
| Sporting events   |
| I think there's been plenty. Make the ones we have the best they can be instead of many average ones.   |
| Music festivals!  |
| There is a great balance already with Indigenous, high art and community events.  |
| Seafood festival. Windsurfing and water sports festival. Fun run  |
| Local produce/food/feast event. Local business showcase. Science/STEM exploration zone  |
| Beer and BBQ festival   |
| More events like fools fest or Funtavia   |
| I think there is a more than satisfactory range already.  |
| Music festivals, comedy festivals, fringe festival  |
| More theatre  |
| I think we have plenty of events already and instead of adding more events should focus on making existing events better.   |
| More food and music events.   |
| Music Concerts, Films in the Park, Battle of the Bands.   |
| Food festival   |
| A winter event of some kind, and more events for local artists within Geraldton to perform as headline acts   |
| I like getting out of Geraldton and seeing different places, cultures and attractions   |
| Open air concerts, movies, teen orientated events, utilising beaches and outdoor parks  |
| arts festival / world music festival  |
| New year's eve music, rides and fireworks. (Does not need to be adults only, something for everyone. The pubs can do the adults only events)  |
| Events for ages 10 to 15 specifically   |
| Festivals, public art installations and live music during school holiday periods  |
| I would like to see the Sunshine Festival revamped or combined with a Seafood Festival.   |
| Projection festival, circus street art activation, more cabaret and jazz music shows! More for kids also, similar activation to the Awesome festival held in Perth ( it's actually called Awesome festival) |
| Larger sporting events  |
| Foreshore concerts  |
| Blues and Roots Festival now that Fremantle doesn't run one anymore.  |
| A BIG festival of some kind   |
| A music festival like Bunbury's groove In the moo   |
| Outdoor concerts  |
| More high quality sports events like AFL and BBL games. Plus somewhere to host a state level MTV event.   |
| Music and food festivals  |
| More music entertainment  |
| Craft Beer Festival   |
| Music and cultural events. Sporting events would good if at the right level i.e. - national competition standard.   |

A family reunion weekend, with family activities, family histories and gatherings. Why not live in the Geraldton region event that showcases the regions lifestyle, real estate, schools, employment and business. Matched to all the sports and recreation activities. Possibly a an addition to the Sunshine Festival time with a \$50,000 Treasure hunt with people answering questions about Geraldton but question whereby they need to visit. Can be run over a month with the major celebrations over a weekend of events. Key stakeholders could be the MWCCI, REIWA, Midwest Sports, City, Mining companies (Geraldton FIFO Hub). Over 55 event with all local sporting and community groups encouraged to organise over 1-2 weeks events targeting the over 55 market. Golf, swimming, bowls tennis etc. Photography, arts, nature walks with central foreshore hub for night markets, food and entertainment. Indian Ocean Seafood Festival - build the event similar to Diggers and Dealers in Kalgoorlie. Conference with international participants, major fishing industry trade event with technology, boat builders, equipment supplies etc. Major seafood festival with celebrity chefs including a grand dinner and major concerts. 3-4 day event including golf days, horse racing (2 meetings) Coordinated by the City and industry bodies.

Events related to our tourism attractions - and uniqueness. Wildflowers, Lobsters and seafood, Biodiversity

Would love to see the Sunshine Festival back to its former glory. Needs a bigger budget. Great time of year, school holidays, weather etc.

Similar to what has been in the past

150 year Geraldton anniversary

Food and Produce Festival

Car shows

Live music and theatre. Water sporting events

Outdoor music festival

Food festival, we produce great seafood, beef, lamb and horticultural produce of all kinds. Add some local brewers etc. and have a Midwest Foodies Fest.

A fringe style festival with some risqué cabaret for adults

major sporting events (i.e. basketball, football, cricket & motorsports)

Water sport events

Music festivals

### Appendix 3: Improving the event experience

More advertising

Better parking choices as well as a courtesy bus for elderly to attend.

Better/more parking

Better parking

Transport from Mullewa

Better advertising of events in towns outside of Geraldton. Transport from Mullewa.

Access to a calendar of community and sporting events that covers CGG and surrounding shires.

Cheaper, more accessible and diverse food options. More family friendly.

Better food options

Afternoon live theatre shows. Sometime not well enough promoted - not everyone is on Facebook.

Actually publicise them lots so people know things are on.

more advertising

Including variety not same thing every year

Tighter organisation of events.

Think they do a good job so far, free parking all times is a must I think

The event are well done but more thought should be given to the stalls. I love the local food and craft stalls, but all the ones coming in from outside with their cheap, Chinese crap does my head in and prevents me from taking my children there (because they will just want that crap). Let's use this as an opportunity showcase local only.

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| Clear advertising with event schedules etc. Staff at QPT need to enforce the no talking expectation during live performances. It's extremely rude and disrespectful to the artists  |
| More events more often  |
| More multi stage events to get more than one show for your ticket as in a music festival.   |
| Having more regular events, having a good mix of local talent and that of talent travelling in, a dedicated arts precinct, having a good mix of paid attractions and free activities. 18+ events as well as family friendly ones as it's generally only family events or the pub which is not exactly a cultural experience, providing different experiences that are not the expected norm or catering to the widest demographic |
| Have different regular events, making sure the sound/ lighting etc. is spot on, having a good mix of local talent and those from outside the region, possibly more transport options to increase attendance at Mullewa events, Expand Funtavia to more days or over 2 weekends maybe, increasing visibility/ reach of Sunday's by the sea by having more food trucks and better stage lighting                                    |
| More police presence, day and evening events, more food stall options.  |
| Include more variety of activities  |
| There was a few events mentioned I didn't know existed so potentially the promotion of the events? Maybe a flyer in the mailbox? Or email for people that receive rates via email?  |
| Note for answers 12 and 13, for the right thing I'd be very eager and willing to pay. For some things I'd be willing to pay, but not as much and then there would be some things I wouldn't be interested in, so take those answers as an average. As for improving events, have a diverse range of things. I might not be interested in something this month, but next month I'd love to attend something else.                  |
| More advertising.   |
| Discounted tickets for families.  |
| Don't know  |
| Security improved   |
| Some of the items like bouncy castles to have two for different age groups, such as under 0-5 and 6-10 or something like that as sometimes little kids get flattened by kids that much older and bit disrespectful to younger kids.   |
| Just have one major event in Geraldton WOW and one in Mullewa RODEO. The rest should apply for funding through the city.  |
| More incentives for local residents not just tourists, events not so spread out.  |
| Don't know  |
| Less emphasis on who delivers events cause at a community that is less important and more focus on what the reason the event exists is  |
| Having a better indoor venue for live acts. QPT is good for theatre but not great for live bands. Way to kill a vibe.   |
| More of them  |
| To police it better with drinking and make it smoke free and dog free nothing worse than people bringing dogs when there is kids around   |
| More local food put to the centre of our events.  |
| I think combining a couple to make something bigger would be good, some festivals/events are quite small, so a nice big large one, would be great such as WOW combined with Sunshine.   |
| More frequently   |
| The previous question is meaningless without context  |
| Advertising better and much sooner especially for the smaller events. Very few people read the paper now, so it needs to be via social media now.   |
| Definitely need more marketing e.g. we would have loved to go in helicopter for Abrolhos event but didn't know until it was too late  |
| Decrease the waste, offer water bottle refill stations, encourage trucks/stalls to avoid single use plastics, more/better food stalls   |
| Parking and more things later evening   |
| More actual culture. Indigenous for e.g. Always the same stalls and food trucks looking for \$\$\$ - actually not a lot HAPPENING. Nothing ever runs to the advertised schedule. Very little for under 5s to do. Why should anyone travel here for an event when nothing runs past 4pm? Please no more of the belly dancers. I can't cope any more. Diwali is the best event each year without a doubt.                           |
| More events for adults  |

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| Less half-naked children grinding in public a.k.a. dance school performances   |
| Better advertising (also of smaller events)  |
| More variety for those in their 20's - 30's. There's plenty for family, not so much for single/young couples without kids.   |
| It's pretty perfect as is  |
| Let's get away from community fair type of festivals and really dive into what we have to promote. Seafood, wind sports  |
| Better parking and access  |
| Wider variety-not just the same 4 family friendly options (bouncy castle, petting zoo, pony rides, face painting). Variety of smaller events as well as large scale events, providing different experiences.   |
| Low cost, more advertisement.  |
| More community involvement and more local professionals and local artists  |
| Access to pre event tickets being given to local residents   |
| Ample parking. Free activities for children under 10.  |
| More information in regards to the actual event, at times the city feed does not come up on my social media and info is lost   |
| I think some of the current events might work better if combined bringing more people together for a larger event instead of several smaller ones  |
| I'm happy with my events experience.   |
| Reduced wait times on food and beverages.  |
| It the events were themed, with a sense of identity. One of the issues for events in Geraldton is the similar nature of several using the Stow garden space. Similar set up, similar food and entertainment  |
| More affordable options  |
| I want to see artists from Geraldton play as headline acts in Geraldton events   |
| Consider every 2nd or 3rd year big events, consolidate local events, don't have events running same weekend as Perth   |
| More of them   |
| Enough to see and do for a sustained period of time  |
| Better infrastructure?   |
| Nothing really as I work weekends & that makes it difficult to attend events.  |
| Better curation of events and using MCs to deliver staged programming.   |
| Improved advertising for events. It's difficult to know what's on sometimes being local, makes it difficult to attract people to the area.   |
| Quality food vans  |
| Better organisation  |
| Nothing I can think of. The planning and thought that goes into making Geraldton great is excellent.   |
| Thinking about the fine details - mirror above chef giving a demonstration   |
| Better advertisement   |
| Better marketing   |
| Too much of a good thing kills it. We don't need Fools, WOW and sunshine. They're all the same and 2 should be axed. I also don't think the council should be spending massive money on headline musicians. Just get a high quality Perth band and support the locals. |
| Better earlier advertising   |
| More vegan options   |
| More security to deter antisocial behaviour  |
| More high artists or food festivals  |
| The calibre of the event is important to me. High level event with a cost attached is reasonable as I'd have to travel to Perth to get the same experience.  |
| Clipper buses to and from the event, good food (gluten free), special areas for corporate, seated areas.   |
| Needs to be more diversity - events are good, but tend to all be the same, with same entertainment and format.   |

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| All food/drink vendors especially generators to be located on carpark areas surrounding stow gardens. Leave more grass area for families etc. to sit. Better viewing platforms, less foot traffic and noise pollution that vendors create so you can enjoy the performance going on plus makes the crowd bigger which attracts more people to go the event. |
| More advertising on social media sites - not just City sites  |
| Roaming bus service from suburbs to and from events   |
| The event needs to have an identity, a defined theme/target demographic and stick to scope. Not try to be everything to everyone.   |
| Variety of organisers   |

## Appendix 4: Attracting people to attend events

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| In addition to the event they are travelling to attend, it is important to promote the other attractions and activities they can enjoy while they are here (e.g. work with sporting clubs to develop/promote packages for our visitors). This information needs to be readily available through all platforms.  |
| Packages - combining accommodation, tickets to event, meals etc.  |
| More shopping and food options  |
| Quality over quantity.  |
| A decent seafood festival   |
| Continuity in providing quality events over time will create a buzz and make people more likely to visit as the events become more established and given more credibility. The beautiful surrounds of the locations the events are on are a major draw card and should be used to maximum effect. Theming events to capitalize on our strengths as a town and marketing these well. A good example is wow fest- as well as the main headline event, there was the sunset sounds with the fire barrels and performers along the stretch of beach. Also, the visual arts and installations. Awesome idea- providing a unique and entertaining atmosphere and experience. Funtavia is another one, such a great vibe and celebration that offers something different- would be good to expand the days of it or have it over a few weekends maybe. As well as events themselves, the presentation of the town as a vibrant, cultural hub is extremely important in giving the overall feel of an events destination. There is some great street art and artists that can add to this (e.g. mural on the silos), a dedicated arts precinct, street performers and quality musicians in well- placed outdoor locations. I believe the city may have to invest in paying performers in order to do this rather than it being quite hit and miss with buskers occasionally doing so but not in a way that is framed as a performance put on for the benefit of visitors. This is particularly relevant when we have the tourists here. How can Geraldton give them an overall vibrant, cultural experience of our town- whether there is an event on or not? I think there have been missed opportunities in this area, for example when cruise ships come into town, what do we provide them to wow them about Geraldton and have them want to come back here for an event or tell their friends about why it stood out to them? Other things like Sunday's by the sea could benefit from more visibility, food trucks, and better stage lighting, maybe sound engineers? Also, events celebrating the coastline and beach activities in general would be good as it's our main asset |
| I think any type of event with everything going on in the world relating to the COVID situation would be well supported in WA being in our lucky situation.   |
| Keep our beautiful ocean at the centre and protect it through explicit low waste/low impact events.   |
| Stop trying to be a mini Perth and do something unique and meaningful for our culture and history   |
| Run customer service courses for local businesses. They treat tourists very rudely  |
| Quality and uniqueness  |
| Uniqueness  |
| Maybe event tours- a group of people come together for the event and stay together.   |
| Better local natural asset tourism promotion and linkages to events   |
| Stronger Cultural Identity  |
| Accommodation targeted to the younger generation, affordability   |
| People need cost effective and convenient ways of travelling to Geraldton for events (I'm thinking air fares, but also cars & buses). Accommodation is the next consideration, so maybe Event & Accommodation Deals could be considered.  |

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| The town pulling together to provide an all-round experience. Dinner options open past 8.00pm other than Fast food outlets. Opening restaurants and shops on public holidays especially around Christmas January school holiday time.   |
| Sports events, I feel are a sure fire way to attract visitors. Music and food events are always going to attract local people but will struggle with attracting visitors due to the other regions, closer to the Metro area doing it better, or being renowned for food.  |
| More culturally relevant and authentic events: food festival that has a high level of Indigenous Australian foods and culture/ input. Draw on our unique heritage (Batavia/ Indigenous Australians/ rural history and combine these to be a truly unique event that celebrates something that no other town can replicate   |
| More tourist attractions  |
| Event packages: airfares, accommodation, event ticket   |
| Culturally unique offerings that other cities can't offer   |
| Leave the visitor centre were its accessible  |
| Moresby Ranges need to be leased or purchased to open them up for walking/Mountain biking/parasailing.  |
| If we continue to have acts such as The Veronicas, Hilltop Hoods - people will naturally travel here.   |
| Tying a number of events together i.e. adding a cultural aspect to sporting carnivals, more advertising and support for the Sunshine Festival   |
| Promotion in targeted regions of metro and state with food and industry displays in shopping Centres at various locations and events like City of Wanneroo, Armadale and Bunbury.   |
| Finding a time on the Events Calendar that we aren't competing with events down south. Maybe incorporate something while people are traveling north that time of year that they have an excuse to stay a night or two in Geraldton.   |
| Promote Geraldton i.e. the islands, the Batavia, wild flowers etc. Stop just repeating what other communities have which does not attract tourists.   |
| The community needs to work together for the experience to be seamless. When I travel for an event, I want to see the advertising for the event across multiple channels. I want discounted airfares for the event. I want accommodation to be available and easy to find. I want to know there is good food available nearby and at the event. I want to see festival brochures or maps all over town. I want to know what else is on the next day so I stay for a bit longer. I want friendly people in the street to help with directions. I want a good coffee shop for recovery. I don't want the event to clash with other events in my calendar, or be available in a couple of weeks in Perth. I want a unique experience that I can only get in that town e.g. sunset long table on cable beach in Broome, surf comp in Margaret River, ANZAC Day in Albany/Kings Park |
| More activities for families, teens (roller drome, theme park, trampoline park like 'bounce', mini golf etc.)   |

## Appendix 5: Raising our profile as an events destination

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| Strengthen partnerships and focus on a coordinated approach that will ultimately benefit industry and the community. Work with stakeholders to establish a coordinated calendar of events that provides opportunity for event clustering but also eliminates overlap... the clustering of events across multiple shires will provide opportunity for visitors to stay in the region for longer.   |
| Target specific audiences   |
| Deliver high quality local products, food, better and bigger atmosphere at events.  |
| Bring back the Geraldton Visitors Centre! They were VITAL for tourism in and around Geraldton. It was visitors' first experience in Geraldton and it made it a positive one. It was in a perfect location in a historical building, by the beach, overnight camping, marine terrace, port for cruise ships etc. the city made a huge mistake moving it to the GRAG, which devalues each centre. How dare Geraldton say it values tourism when it downsized and devalued the Geraldton Visitor Centre. |
| Great bands, good festivals   |
| For everyone involved to collaborate in order to make the best events possible instead of competing events. Reassess certain events such as the Sunshine Festival and decide how these could be revitalized and renewed. Liaising with community service providers to see how community events could be made more symbiotic between the arts and community development. A good mix of ongoing smaller cultural experiences, smaller events, and large- scale events.                                  |
| I think you already have a fantastic events team.   |

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| Music for sure, as not everyone wants to travel to Perth. You have the Mid-West, Gascoyne and even Pilbara who want a closer location.  |
| Keep high profile events such as WoW and change Fools to a summer long weekend  |
| Local artists and business and community involvement  |
| See the event as an attraction and not just for the local community but more for tourism  |
| This is all about marketing - I'm not an expert at this. A target market has to be Perth and I think it would be helpful to aim at families for the Easter and October school holidays (instead of Bali, chase the sun to Geraldton), especially since there are already events at these times. |
| Not sure. Possibly continue to talk to each other so events don't overlap unless that is helpful to bring people here.  |
| It would have to be truly unique to the region. Something that no other area has offered.   |
| Continue to support the events that are on and build these up.  |
| make its venues more affordable/ provide more sponsorship opportunities   |
| More into marketing, if the city puts on events even at a loss, it would bring people into the city which means more business for the locals.   |
| A combined marketing strategy that covers a wide range of events  |
| Much like the last question, continue to bring high quality acts.   |
| Do events that are relevant to people outside of the Geraldton region, currently only the Mullewa Muster has broad market appeal  |
| By getting those who are involved to spread word of mouth of how great Geraldton is via different media platforms. Try promoting the local tourism adventures we have here to enjoy to those who are coming from outside the region.  |
| Stop spreading the message so thin, find a core message we all can understand and have all drive that message.  |
| Promoting well  |

## Appendix 6: Delivering events

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| Streamline the event application process and provide in-kind support to event organisers, many of whom are volunteers and are hosting events that have significant social and economic benefits for our whole community. If there is opportunity to provide funding to host community and sporting events, this should be delivered through an equitable and informed process with a clear rationale for the decision. |
| Minimise red tape  |
| Bring back the visitors centre to its former glory!  |
| Bring back arts grants   |
| Respond to space hiring applications in a more timely manner   |
| Less bureaucracy and insurance requirements  |
| Clear concise communication and lower permit costs and resources easily available  |
| Refine your needs in regards to paperwork also make sure that the person in charge on events and events knowledge at the CGG is welcoming and actually responds to their emails!!!   |
| Continue to provide Community Grant Funding Rounds to financially support volunteer run events. Include smaller events in CGG marketing, you have the capacity to reach a wider audience. Make sure the event application process and compliance requirements are easy to follow, timely and supportive (they usually are, but it's worth mentioning so it's captured in your data)                                    |
| More wind protection in Stow Garden to reduce the SSW wind during the summer months  |
| Continue what you are doing (support, grants, liaison staff)   |
| Less red tape  |
| Assist with access to event space  |
| Assist in cost of promotion  |
| Put a roof on that useless stage down the foreshore.   |
| Help with coordination, help with funding and sponsorship arrangements and reduce red tape for people wanting to participate.  |
| By having less RED Tape.   |

Council event guidance or standard that can be followed. Other councils have a strategy or policy.

Reduce the red tape

Stop charging for things like event bins at sporting events

## Appendix 7: Getting involved in event delivery

Minimise red tape

Advertise.

Working with the cities events team has been great and I wouldn't change anything.

Reach out more if you want an info stall, etc.

Involved as in helping or involved as in visiting?

I don't want to be involved in City run events as an organiser or volunteer, I already have enough on my plate! I enjoy City run events as a participant and I find it easy to get involved, so I have no suggestions.

Support Centacare volunteer register and promote this to draw volunteers as these people make events happen

Notifications of event opportunities

More information

Outsource contracts

Less red tape

Support local artists.

Support local stallholders by having a local first policy.

Organise event that will bring people to town and make a difference. Plus events that encourage more people to come and live in Geraldton and work towards making Geraldton a FIFO base for people from all over Australia.

Having paperwork that goes out to the community for those who are willing to volunteer or gain an experience of helping their local community in an event. e.g. Australia Day

Community event grant support