

FESTIVE SEASON REVIEW SURVEY

The Festive Season Review survey was electronically administered by Sunshine Coast Council's Events Team from 3 July 2012 to 10 August 2012. The survey comprised ten questions designed to elicit sentiments about the Festive Season, which council defines as "the period between December and January during which Christmas, New Year's Eve and Australia Day are celebrated". Survey questions scoped the importance of council's current Festive Season activities, satisfaction with these activities, and funding responsibilities. Demographic and engagement information was also requested. The overall objective of the Festive Season Review survey was to identify the extent to which council's current Festive Season program matches community values and expectations. A variety of methods were used to advertise the feedback opportunity to the Sunshine Coast community, including a spotlight advertisement on council's webpage, direct emails to a variety of industry databases, including the extensive Library e-news, and radio and newspaper spots. From 13 to 21 August 2012, survey data was collated and analysed by council's Community Precinct & Engagement Team, who have provided the following summary to inform the review of the Festive Season Strategy 2010-2015.

1.1. Demographic Analysis

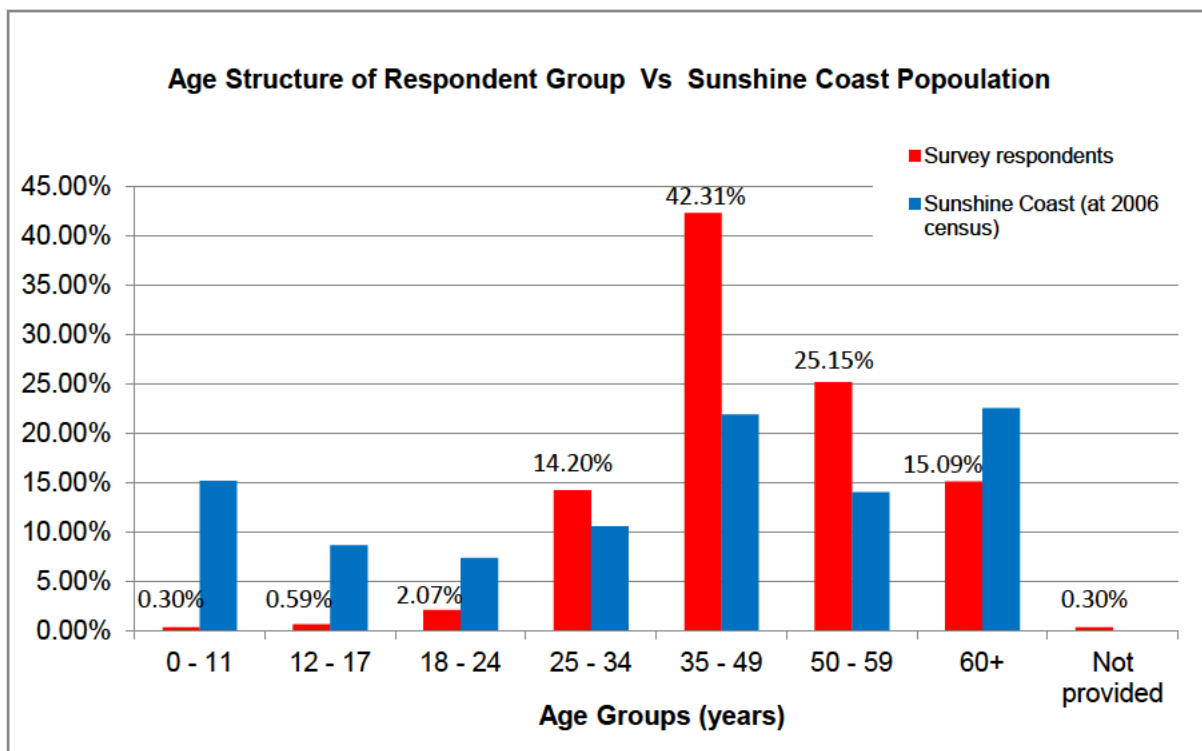
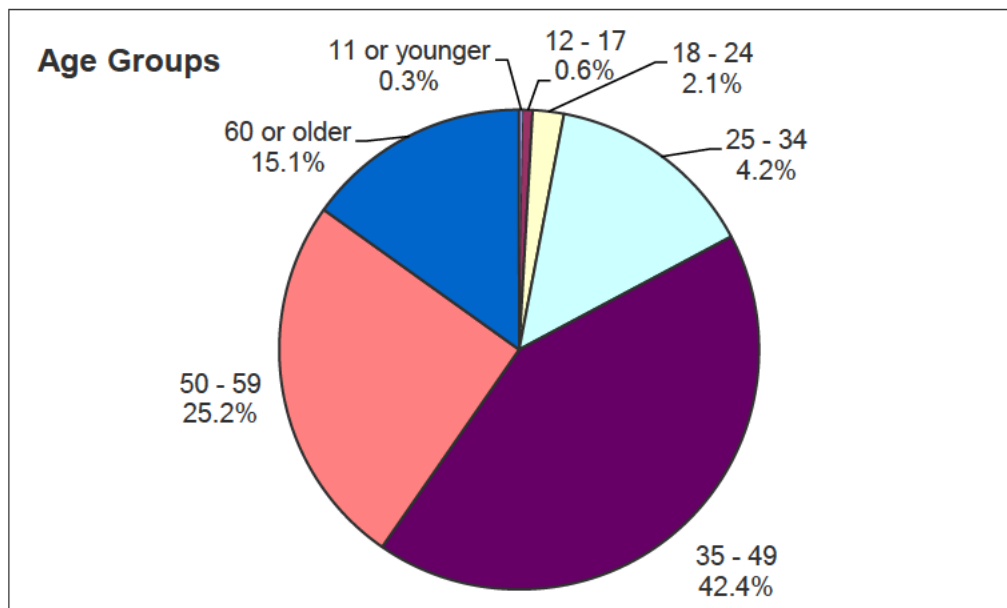
338 completed Festive Season Review surveys were received via Survey Monkey – council's external online survey platform. When compared with a total Sunshine Coast population of 276,266 people (by usual residence at Census 2006), the response to the Festive Season Review survey was low.

It is not the case that the community does not care about the Festive Season, because feedback received after each season shows the strong sentiment surrounding this period. Awareness of and access to the survey are unlikely to have affected respondent numbers, as the survey was thoroughly promoted through various forms of direct and indirect marketing, and online submission support was available through the Sunshine Coast Libraries. Survey participation is more likely to have been affected by council's administration of the survey through July and August. As the survey appeared four months from the start of the Festive Season, it may have been perceived by the community to lack relevance, causing higher numbers to opt out of participation. Had the survey been administered across December and January, during the Festive Season, a higher number of participants could have been expected.

The low number of respondents to the Festive Season Review survey has the following ramifications. First, trends in the survey data are not necessarily representative of sentiments across the Sunshine Coast as a whole, because survey respondents comprise just 0.12% of the region's population. Following from this, the survey data cannot be treated as the definitive word on council's Festive Season program. At most, data from the Festive Season Review survey provides examples of some of the sentiments that exist in the community about council's Festive Season program. But this information needs to be supplemented by community feedback from other channels as well as council internal studies. A demographic summary is provided in the table below, and an overview follows in section 1.1.1.

AGE GROUP	GENDER			Total
	Female	Male	Not provided	
11 or younger	-	1	-	1
12 - 17	1	1	-	2
18 - 24	6	1	-	7
25 - 34	44	4	-	48
35 - 49	117	26	-	143
50 - 59	67	17	1	85
60 or older	28	23	-	51
Not provided	1	-	-	1
TOTAL	264	73	1	338

1.1.1. Respondents by age group and age structure

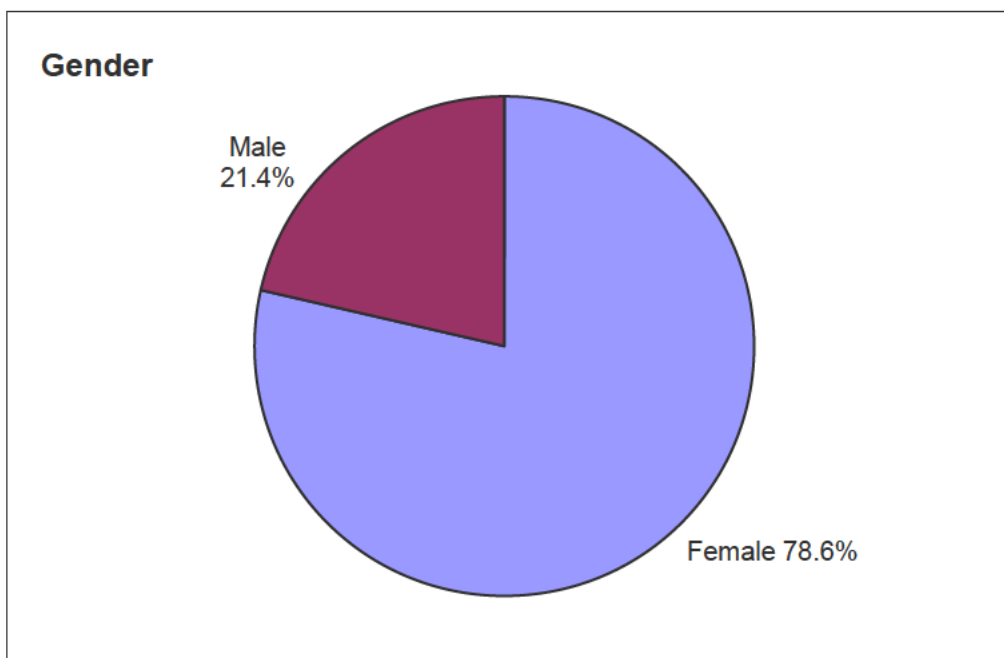


Of the 338 people who responded to the Festive Season Review survey 42.31% were aged 35-49 years, 25.15% were aged 50-59 years, 15.09% were aged 60 years or older, and 14.20% were aged 18-24. This age structure did not reflect the overall age structure of the Sunshine Coast (see chart above). Rather, survey respondents aged 35-49 years were over-represented by nearly 20% against their age group in the broader population. And those aged 50-59 years were over-represented by nearly 14%. By contrast, those aged 0-11 were under-represented by nearly 15%, with those aged 12-17 years under-represented by nearly 8%. Over-representation of any age group equates to over-representation of the perspectives and interests of that age group in the data. Whereas under-

representation may indicate that the perspectives and interest of a significant age group within the population are not significantly captured in the survey data.

If the results of the Festive Season Review survey are to be used in authentic decision-making processes, age-appropriate engagement opportunities might need to be provided for the 0-11 and 12-17 age groups to improve the quality and representativeness of the survey data overall. Low level participation by these age groups in the Festive Season Review survey should not be equated with a lack of interest from these groups in the Festive Season or council's program of activities. It is more likely to be an indicator of insufficient ability to respond to a formal survey, preference for informal or collaborative response options, lack of awareness of the opportunity to provide feedback, and / or lack of understanding of the importance of young people's views in council's decision making processes.

1.1.2. Respondents by gender



337 survey respondents provided information about their gender, and 78.6% of these respondents were female, compared with 21.4% male. The discrepancy between female and male survey respondents in the Festive Season Review survey was in excess of the differences in the Sunshine Coast population as a whole. In the broader Sunshine Coast population at the 2006 census, 51.3% of the region's population were female and 48.7% male. Correspondingly, a greater number of males might have been expected to respond to the Festive Season Review survey. It is possible that the content of this particular survey was simply more significant to females than males, and thus, a stronger driver of female participation. However, an overwhelming majority of female respondents is also in keeping with a well established trend towards greater survey participation among females than males. This trend is thought to reflect the fact that females are more interested in providing feedback via surveys; that females have more time to provide feedback / make time to provide feedback; that females will respond on behalf of their partners and families; and / or that surveys are more accessible to females because of the locations or mediums through which they are provided.

1.1.3. Respondents by locality

The 338 respondents to the Festive Season Review survey represented 89 suburbs across the Sunshine Coast, and all of council's 44 'localities of interest'. 14.8% (50) of respondents were from Locality 6: 'Caloundra – Kings Beach – Moffat Beach – Shelley Beach', which may be due to the incentive offered for completion of the survey (i.e. entering the draw to win free tickets to the Caloundra music festival). 7.7% (26) of respondents hailed from Locality 43: 'Wurtulla – Buddina & District'. And once again, the survey incentive may have driven greater participation from this district, which is a close neighbour of Caloundra. Locality 29: 'Nambour – Burnside & District' claimed 6.5% (22) of respondents to round out the top three. The number of respondents for all localities, including the top three, was very low. 32 localities were represented in the survey by less than 10 respondents, and 8 localities were represented by just one respondent. Locality trends are subsequently too insignificant to be able to draw firm conclusions about the effectiveness of council's Festive Season activities in any single locality. A full summary of respondents by locality is provided below.

Locality Number	Locality Name	Number of respondents	% of respondents
6	Caloundra – Kings Beach – Moffat Beach – Shelley Beach	50	14.8%
43	Wurtulla – Buddina & District	26	7.7%
29	Nambour – Burnside & District	22	6.5%
5	Buderim – Kuluin – Mons – Kunda Park	20	5.9%
11	Currimundi – Aroona - Battery Hill – Dicky Beach	18	5.3%
7	Coolum Beach – Mount Coolum – Yaroomba – Point Awkwright	13	3.9%
24	Marcoola – Twin Waters – Pacific Paradise – Mudjimba	13	3.8%
25	Maroochydore	13	3.8%
21	Little Mountain – Caloundra West – Meridan Plains – Bells Creek	12	3.6%
26	Mooloolaba – Alexandra Headland	12	3.6%

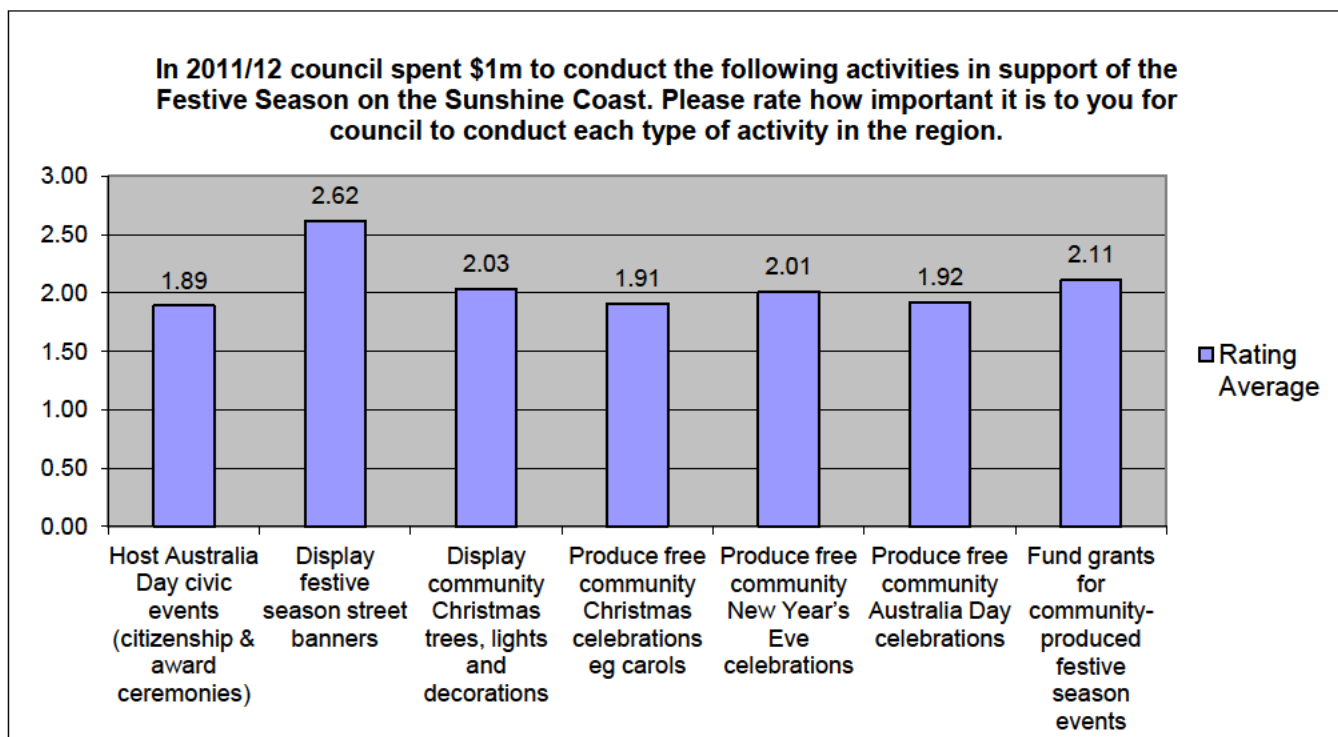
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30	Noosa Heads	11	3.3%
22	Maleny –Witta – North Maleny	10	3.0%
32	Palmwoods – Chevallum – Montville – Hunchy	10	3.0%
4	Bli Bli – Rosemount & District	8	2.4%
10	Cooroy	7	2.1%
41	Tewantin	7	2.1%
44	Yandina – Yandina Creek & District	6	1.8%
14	Glasshouse Mountains – Beerburrum – Coochin Creek – Bribie Island North	5	1.5%
17	Kin Kin – Cootharaba & District	5	1.5%
20	Landsborough – Mount Mellum	5	1.5%
31	Noosaville	5	1.5%
42	Woombye	5	1.5%
28	Mountain Creek	5	1.5%
13	Eumundi – Eerwah Vale – North Arm – Bridges	3	0.9%
15	Golden Beach	3	0.9%
23	Mapleton – Flaxton – Obi Obi	3	0.9%
27	Mooloolah Valley – Diamond Valley – Balmoral Ridge – Bald Knob	3	0.9%
33	Pelican Waters	3	0.9%
39	Sippy Downs – Palmview	3	0.9%
3	Black Mountain – Ridgewood	2	0.6%
12	Doonan –Weyba Downs – Verrierdale	2	0.6%
16	Ilkley – Eudlo & District	2	0.6%
19	Lake Macdonald – Tinbeerwah – Cooroy Mountain	2	0.6%
37	Pomona – Pinbarren	2	0.6%
40	Sunrise – Sunshine – Marcus – Castaways Beach	2	0.6%
1	Beerwah	1	0.3%
2	Belli Park – Cooloolabin – Gheerulla – Coolabine	1	0.3%
8	Cooran – Federal	1	0.3%
9	Cooroibah – Ringtail Creek	1	0.3%
18	Kureelpa – Kiamba	1	0.3%
34	Peachester – Crohamhurst – Booroobin – Wootha	1	0.3%
35	Peregian Beach	1	0.3%
38	Reesville – Curramore & District	1	0.3%
Unknown	Sunshine Coast	1	0.3%
Skipped Question	-	11	3.25%
TOTAL		338	96.7%

1.2. Festive Season Review

1.2.1. Importance of regional Festive Season activities

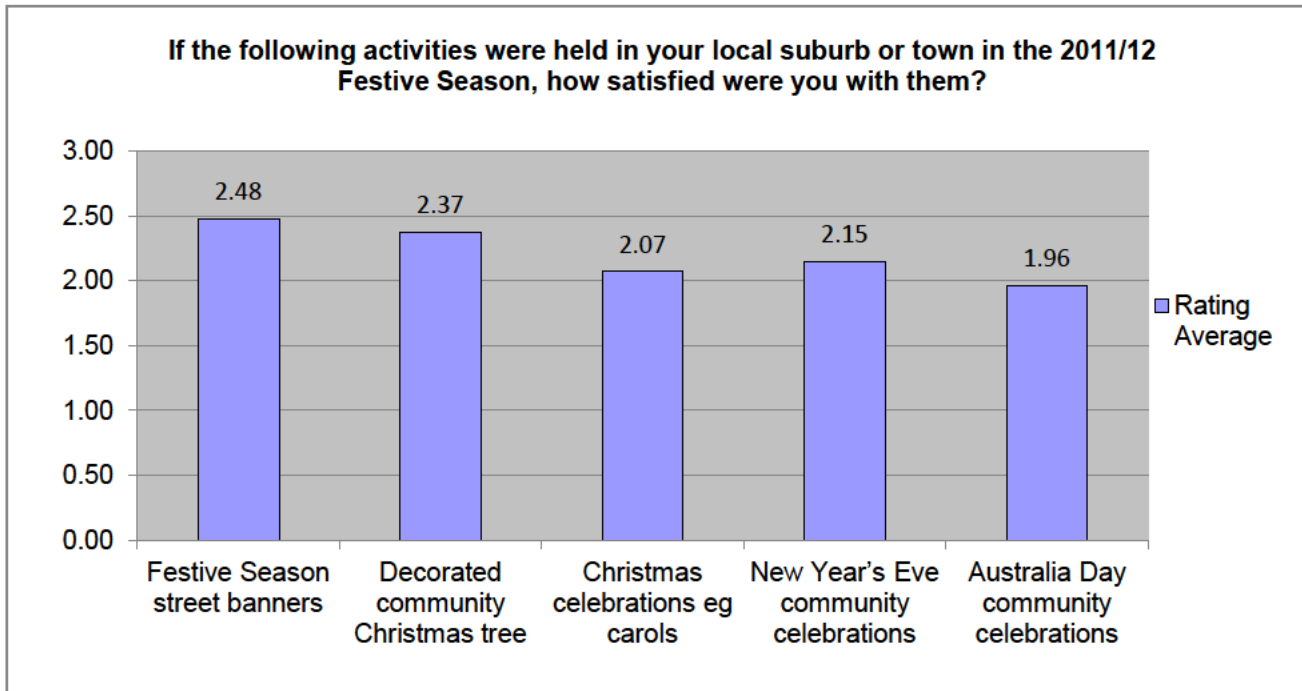


For Question 1 of the Festive Season Review survey, respondents were asked to rate the importance of seven different response options. A scale of importance adjacent to each option was coded as follows: 1. Extremely important, 2. Very important, 3. Moderately important, 4. Somewhat important, and 5. Not at all important. The purpose of the question was to collect rating averages, or a measure of respondents' overall feeling about each option, against the five point scale. Rating averages closer to 1 reflect that the option is more important to respondents, while averages closer to 5 reflect that the option is less important to respondents. When plotted on a chart, a higher degree of importance is subsequently represented by a shorter column.

All 338 survey participants provided responses to this question, and the rating averages were plotted in the chart above in the order in which the response options were presented in the original question. Rating averages for all seven options fell between 1 and 3 on the scale, or between 'extremely important' and 'moderately important'. Hence, even the lowest rated option was more strongly regarded by the majority of respondents as 'moderately important' rather than 'not at all important'. The top rating averages were 1.89 for hosting Australia Day civic events, 1.91 for producing free community Christmas celebrations, and 1.92 for producing free community Australia Day celebrations. For the majority of the 338 survey respondents it was therefore tending towards 'extremely important' for council to host or produce these Festive Season options, and it was deemed more important that council host or produce these options than produce free community New Year's Eve celebrations, display community Christmas trees, lights and decorations, fund grants or community-produced Festive Season events, or display Festive Season street banners.

Of least importance to respondents was that council fund grants for community-produced Festive Season events or display Festive Season street banners. These options received rating averages of 2.11 and 2.62 respectively; or tending towards 'very important' for grants, and between 'moderately important' and 'very important' for Festive Season street banners.

1.2.2. Satisfaction with local Festive Season activities



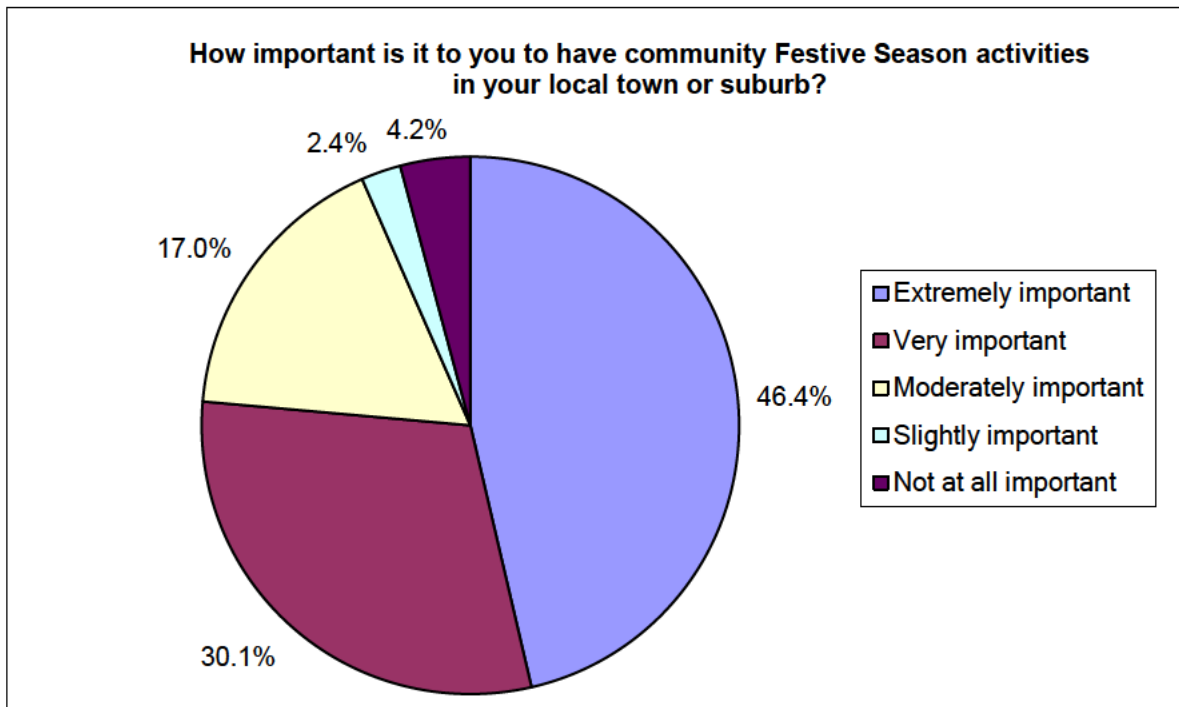
Question 2 was a rating question, like Question 1. However, the variable being assessed in this question was satisfaction with local events in 2011/12, rather than the importance of regional events in general. A five-point satisfaction scale was utilised, containing the following points: 1. Extremely satisfied, 2. Somewhat satisfied, 3. Neither satisfied nor dissatisfied, 4. Somewhat dissatisfied, 5. Extremely dissatisfied. A non-rated response, 'Not held in my town / did not attend', was also provided to improve the relevance of the question. Responses to this non-rated option were not plotted, but are accounted for below. For this question overall, a lower rating average is represented by a shorter column in the chart above, but indicates a higher degree of satisfaction with a particular option.

334 participants responded to Question 2 with four participants opting out of response. Rating averages of between 1 and 3 were received for all options, indicating overall satisfaction with the Festive Season events held in 2011/12 in respondents' local town or suburb. Of all the options, respondents were most satisfied with the Australia Day community celebrations held in their local town or suburb. This option received a rating average slightly stronger than 'somewhat satisfied' and tending towards 'extremely satisfied'. Satisfaction with Christmas celebrations was also indicated, with this option receiving a rating average of 2.07 across all responses, or slightly weaker than 'somewhat satisfied'. New Year's Eve community celebrations were also rated just less than 'somewhat satisfied', at 2.15.

Whilst respondents were less satisfied with decorated community Christmas trees and Festive Season street banners, these response options also received rating averages between 3 and 2, 'neither satisfied nor dissatisfied' tending strongly towards 'somewhat satisfied'.

When the non-rated option 'Not held in my town / did not attend' is taken into account, an interesting trend is revealed. Although New Year's Eve, Australia Day, and Christmas celebrations received more selections of 'Not held in my town / did not attend', those who did attend these events were satisfied with the activities, as indicated by their low rating averages. By contrast, fewer respondents selected 'Not held in my town / did not attend' for the option Festive Season banners, but the option received a higher rating average, indicating that although it was experienced by more respondents, it was not as satisfying.

1.2.3. Importance of local Festive Season activities



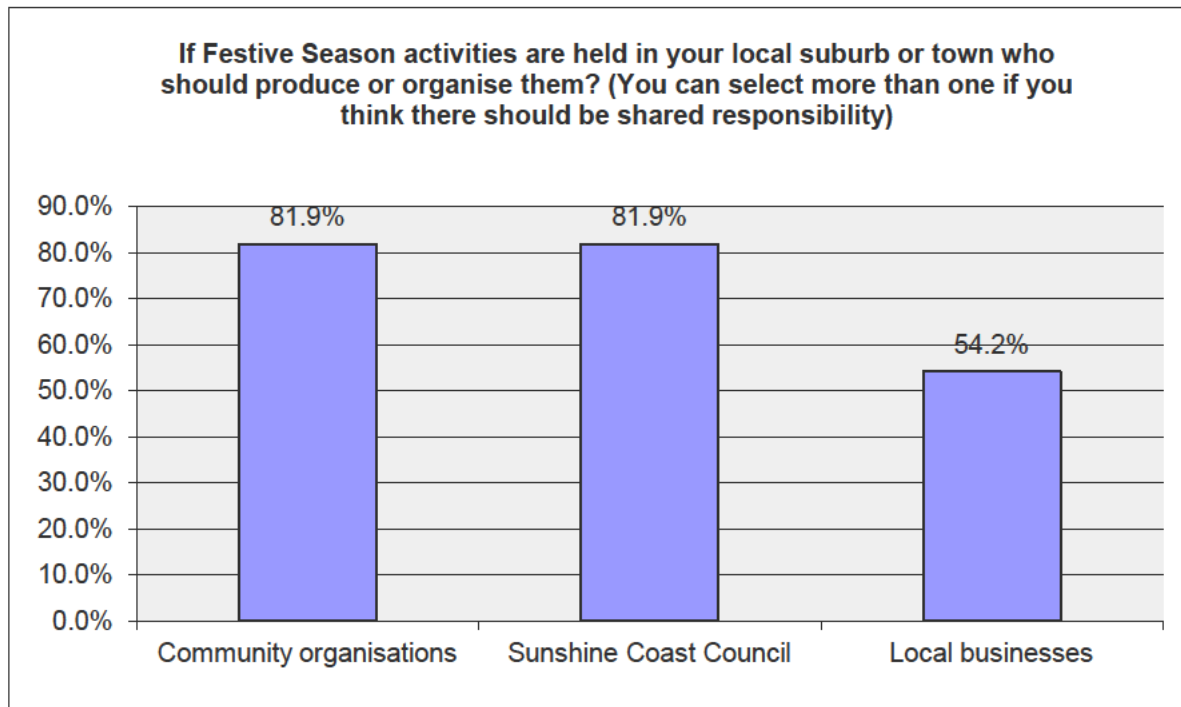
Question 3 of the Festive Season Review survey was a single choice question asking respondents to rate how important it is to them for community Festive Season activities to be held in their local town or suburb. 336 people responded to the question and 2 people did not provide responses.

Of the 336 respondents, nearly 80% felt strongly and positively about festive season activities being held in their local town or suburb. Of these respondents, 46.4% (156) felt that Festive Season activities in their local town or suburb are 'extremely important' and 30.1% (101) stated that they are 'very important'. Another 17.0% (57) of respondents felt that such activities are 'moderately important'.

Just 2.4% (8) of respondents felt that activities in their local town or suburb are 'slightly important', with 4.2% (14) of respondents stating that it is 'not at all important' to them to have these activities in their local town or suburb. For this last category of respondents, it may not be the case that Festive Season activities in general are not important. The phrasing of the question allows that some or all of the 4.2% *do* find Festive Season activities important, but feel that the proximity of these activities is less important.

Questions 1 and 2 (Sections 1.2.1. and 1.2.2., above) provide an indication of some of the activities that people might be referencing here as important for their local town or suburb. The options in those questions ranged from big ticket items like Australia day and New Year's eve celebrations, to Christmas trees and Festive Season banners. As all of these options received rating averages between 'somewhat important' and very important', any of them might be desired as local (or regional) events.

1.2.4. Responsibility for local Festive Season activities



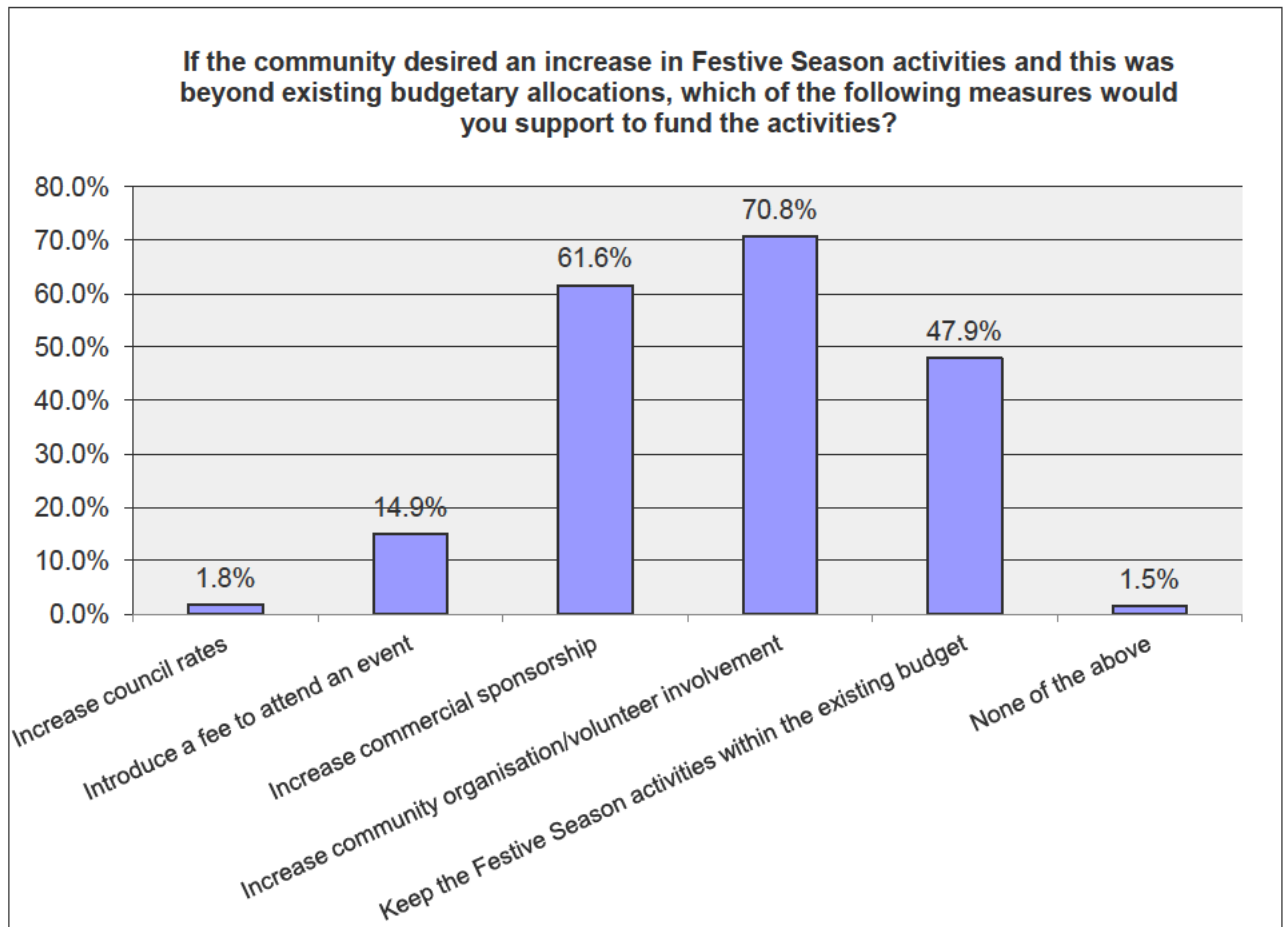
Question 4 was a multiple choice questions that asked respondents who should produce or organise Festive Season activities if those activities are held in their local suburb or town. More than one response was allowed per respondent. Hence, the total response percentage for this question does not equal 100%.

336 people responded to Question 4, and 6 people opted out of responding. 81.9% (272) of respondents stated that Community organisations should produce or organise local Festive Season activities. And an equal 81.9% (272) of respondents stated that Sunshine Coast Council should produce or organise local Festive Season activities. 54.2% (180) of respondents felt that local businesses should produce or organise events.

These results indicate that respondents sees a strong role for council in and around Festive Season activities, but recognise an equally strong role for community organisations. Written comments in support of the options showed an interest in dollar for dollar community grants from council to assist with community involvement in organising and / or producing local Festive Season activities. Schools and churches were also specifically mentioned for involvement in Festive Season activities. One respondent also raised the idea of a Festive Season committee with a chair person to help manage collaboration between council and the community through the Festive Season.

Respondents were almost evenly divided about whether local businesses should share responsibility for producing or organising local Festive Season activities. A few written responses to this question, suggested that the business community is already struggling in the current financial climate and that council and the community should not “go overboard” with Festive Season activities, but instead, should target key areas and key events.

1.2.5. Funding for increased Festive Season activities



Question 5 was a multiple choice question so the values for each option do not sum to a total of 100%. This question required reflection on the funding of Festive Season activities, and specifically, which measures might be adopted if the community desired an increase in Festive Season activities. 336 people responded to this question, and two people opted out of responding.

70.8% (238) of respondents were in favour of increasing community organisation / volunteer involvement to meet any desired increase in Festive Season activities. However, written comments in support of this option reinforced the need for assistance from council in the form of grants, to facilitate any increased community involvement. It was not clear how the provision of grants might allow for an increase in activities without an increase in the budgetary allocation for those activities. However it is possible that the respondents envisaged council easing out of Festive Season delivery in some areas, but extending its role of coordinating and supporting community delivery in those and other areas.

It is interesting to note the emphasis in this question and the preceding question on increased community responsibility and volunteering, when the option of 'funding grants for community-produced Festive Season events' was rated sixth most important out of seven responsibilities for council in Question 1 (Section 1.2.1., above). Stronger promotion of the role and value of council's community grants program may be needed if council is to modify its delivery of the Festive Season program to incorporate increased community responsibilities.

61.6% (207) of respondents were supportive of increasing commercial sponsorship, and one respondent raised the idea of a Festive Season fundraising raffle with a grand prize to a resort on the Sunshine Coast. This same respondent suggested using the raffle as part of a 'holiday at home' tourism campaign to encourage locals to stay on the Coast during the Festive Season and keep their spending local.

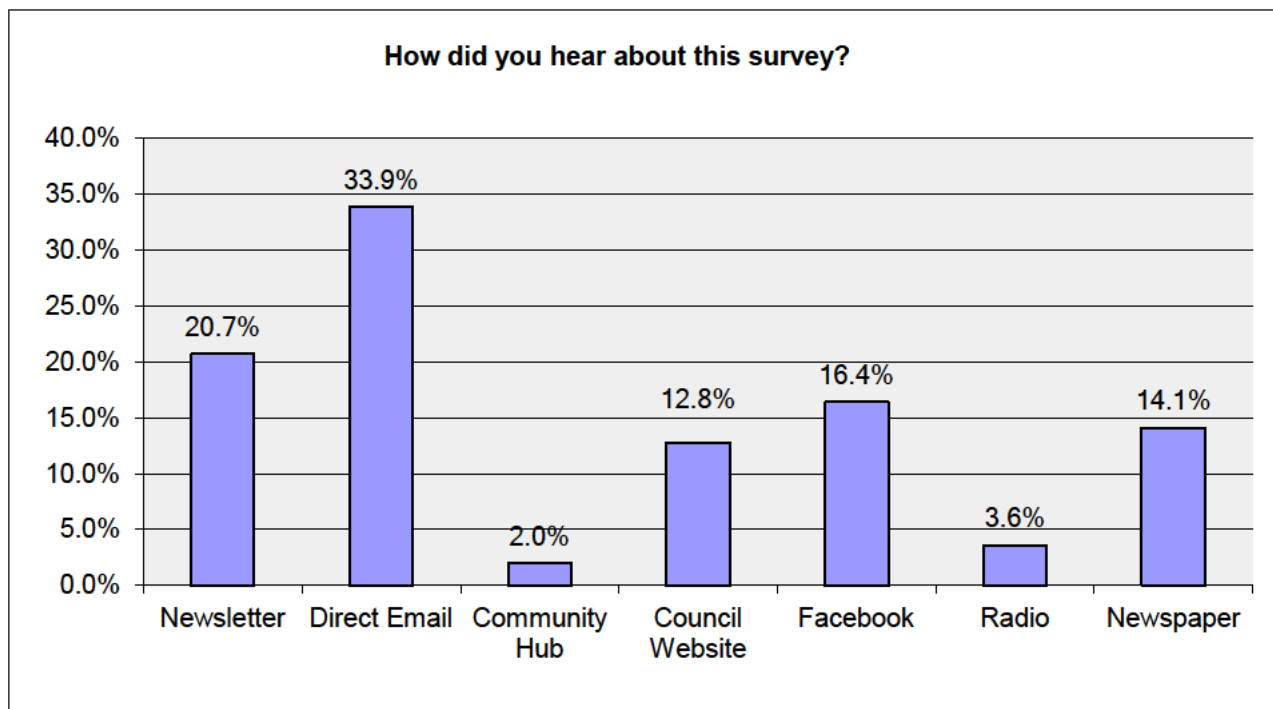
47.9% (161) of respondents showed a preference for keeping Festive Season activities within the existing budget, rather than allowing an increase in activities beyond current budgetary allocations. One respondent noted the importance of community events for community health, but stated that any additional funding for community Festive Season activities should not come at the expense of long-term investment in infrastructure, education and health care. Another respondent suggested that council look into cost-saving measures rather than additional activities. Yet another suggested shifting funds from Australia day activities to other activities. However this last response was not in keeping with the strong support expressed by the majority of respondents for regional and local Australia day events conducted by council.

14.9% (50) respondents supported the option of introducing a fee to attend events. A number of these respondents also appear to have qualified their selections in the free text area, stating that the fee could be nominal, or that parents could be charged but children admitted free.

Just 1.8% (6) of respondents were in favour of increasing council rates if the community desired an increase in Festive Season activities outside of the current budget. And 1.5% (5) of respondents chose none of the options provided. It is likely that some of the latter group added comments in the free text area, where new suggestions appeared, such as de-centralising activities and spreading funds around more areas; or gathering higher contributions from those areas where activities are actually taking place.

1.3. Community Engagement

1.3.1. Promotion of Festive Season Review survey



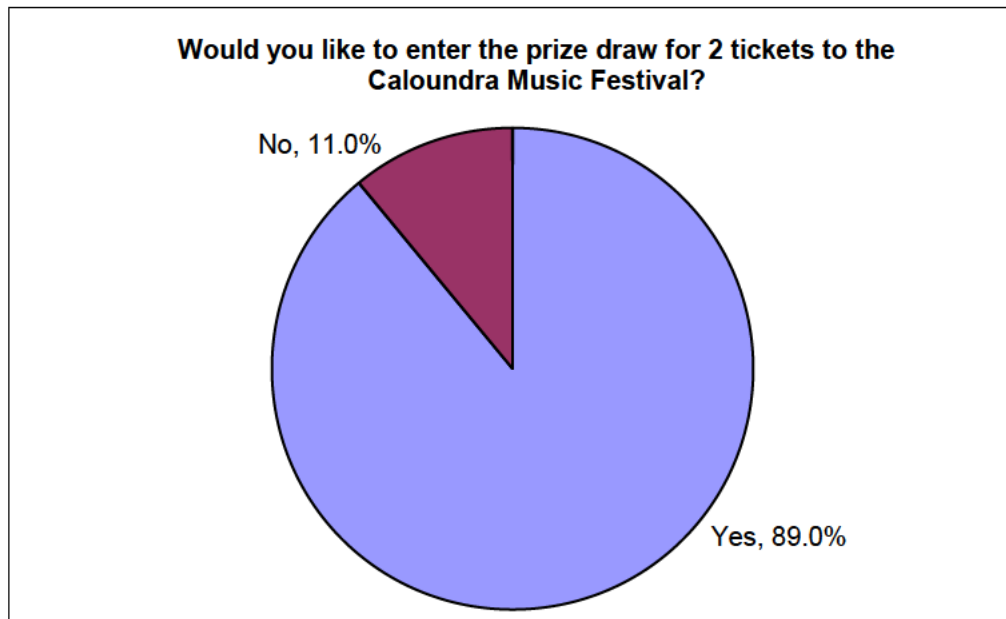
This question was designed to gather data about the marketing approach for the Festive Season Review survey. 34 people skipped the question, but 304 participants responded and 50 of these respondents chose more than one response option. Although this should indicate engagement with council across multiple platforms, it actually seems to reflect the fact that two of the response options provided were not mutually exclusive and respondents were forced to choose both to account for one information channel, or to use 'Other' to explain their selection of one or the other of the options.

Around 40,000 people would have received information about the Festive Season Review survey via Library e-news, and the Newsletter information channel was subsequently expected to have the greatest reach, and to receive most selections in this question. However, the data show that most respondents heard about the survey through Direct Email (33.9%; 103), followed by Newsletter (20.7%; 63). Respondents appear not to have understood council's definition of Direct Email, and included 'word of mouth', or indirect emails, in this option, as shown by additions to the 'Other' field like "sent by a friend", "work email that was forwarded" or "email from organisation to which I belong". Whilst this may account for some of the Direct Email figure, part of it also appears to derive from respondents who received Library e-news and classified it as a Direct Email (or both a Direct Email and a Newsletter). The addition of "Library e-news" and "library newsletter" comments to the 'Other' field supports the interpretation that respondents did not understand council's definitions of Direct Email and Newsletter and had to explain their selections.

The similar figures for Newspaper (14.1%; 43) as for Facebook (16.4%; 50) and Council Website (12.8%; 39) reflect the need to continue integrating traditional and new media in promotional activities – newspapers are still successful in informing the community about opportunities to participate, even as new media use grows.

Radio (3.6%; 11) and CommunityHub (2.0%; 6) were the least successful promotional channels. However, radio is expected to be more hit and miss than direct marketing through emails and newsletters, and the CommunityHub is still in its developmental phase and has not yet been strongly promoted as a key council communication channel.

1.3.2. Incentive to participate in Festive Season Review survey



The incentive for participation in the Festive Season Review survey was the option of entering a draw to win two free tickets to the Caloundra Music Festival. 337 people responded to this question, with 89.0% (300) choosing to enter the prize draw, and 11.0% (37) choosing not to. It is not possible to confirm whether the incentive was successful, because participation rates may have been similar even if the incentive was not offered. However, it is possible to say that the incentive was attractive because the majority of people took the extra time to provide their details for the draw. Providing an incentive for surveys may, over time, encourage the community to look out for further opportunities to participate, improving awareness of other surveys and potentially also participation. The only significant issue with this particular incentive is that it appears to have encouraged higher participation rates from Caloundra and neighbouring localities, leading to the over-representation of these localities in the data (see section 1.1.3., above).