



Phase one: Engagement summary report

Draft Events Strategy

April 2022



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Executive Summary

Of the 354 responses from both the short and long survey:

- Respondents were asked, 'How frequently do you usually attend events in the City of Port Phillip'. The majority of respondents said "about once a month" (18.3%) and "about every three to four months" (18.3%) followed by "about twice a year" (16.6%).
- When asked 'what types of events would you most like to see held in the City of Port Phillip', most respondents (49.6%) said "food and beverage" and "music" followed by "market" (49.3%) and "arts" (41.9%).
- When asked, 'what would encourage you to attend more events in the City of Port Phillip', most respondents (52.7%) said "more information about what is on / when" followed by "different types of events" (45.3%), "lower cost/free events" (38.2%) and "better parking availability" (30.6%).

Introduction

Developing the Events Strategy

The Port Phillip municipality is historically recognised as Melbourne's playground; a natural gathering point for the City due to its unique places, people and cultural heritage. Never has this been truer than today, when the municipality, and particularly its foreshore, is highly sought-after real estate for events. Port Phillip's assets, both natural and built - along with its proximity to the CBD and its renowned hospitality centres - make it one of Melbourne's gathering places. Council's own proud history of producing local and world-class events with extraordinary levels of participation and engagement combine with the municipality's popularity as an event site to bring the City of Port Phillip an enviable position within metropolitan Melbourne.

Council is developing a new Events Strategy that will help the City to deliver and attract the best events, activate the right places, and partner with the right organisations. The City of Port Phillip aims to plan, attract, and direct events to ensure our City is welcoming, healthy, safe, and vibrant for all.

Engagement approach

For the Events Strategy Council has chosen a two phased engagement approach:

1. **Priority setting:** During this phase we want to understand the community's needs and priorities for community events. Initial feedback will inform the development of the draft Events Strategy.
2. **Feedback on the Draft Events Strategy:** Community can review and give feedback on the draft strategy.

This report focuses on findings of the engagement phase which ran from 8 February 2022 to 2 March 2022, and included:

- A hard copy post card with a link to the Have Your Say page was given out at various locations around Port Phillip.
- A short survey was conducted face to face by staff at the following locations:
 - St Kilda (Carlisle St, Acland St, foreshore)
 - Albert Park (Bridport St)
 - Middle Park (Armstrong St)
 - Elwood (Ormond Rd, foreshore)
 - South Melbourne (South Melbourne Market, Clarendon St)
 - Port Melbourne (Bay St, foreshore)
 - Ripponlea (Glen Eira Rd)
- An online engagement page on Have Your Say.
- An Q&A on Have Your Say, where the community ask questions and get answers. Council staff provide answers and additional resources to help the community understand the project in a digital conversation style.

These activities were designed to provide an understanding of the key areas of interest to the Port Phillip community for Councillors to consider during determination of the new events strategy.

Engagement snapshot

Short survey (Face to face surveys at various shopping strips around Port Phillip)	269
Long survey (Have Your Say online survey)	85
Total responses/contributions	354

Purpose of this report

The purpose of this report is to provide a summary of community engagement on the draft Events Strategy. It details the engagement techniques used and presents the findings from this engagement program.

Purpose of engagement

The purpose of this engagement program was to inform the community of the development of the Events Strategy and to provide feedback to inform strategic directions for the strategy for further community feedback.

Limitations

Limitations to the community engagement process include:

- Informed feedback is dependent on people having read the draft documents.
- Contributions to this engagement program do not necessarily constitute a wholly representative snapshot of our community as people self-selected to participate.

Data Methodology

Data was collated in Excel. Where possible, data was analysed quantitatively and put into a graph. When analysing the qualitative data from open-ended questions, attention was given to the variety of responses, as well as identifying common themes through qualitative responses.

Caution should be taken in considering this information as statistically significant or representative given the small sample size versus statistically valid random sample of the population.

Survey Results

Short Survey

The short survey was completed by 269 people. The short survey was conducted face to face by staff out at various locations around Port Phillip.

Q: How frequently do you usually attend events in the City of Port Phillip?

Respondents were asked, 'How frequently do you usually attend events in the City of Port Phillip'. The majority of respondents said, "about once a month" (19%) followed "less than once a year" (15.6%), "about twice a year" (14.5%) and about "every three to four months" (14.1%) (see figure 1). (n= 269 responses).

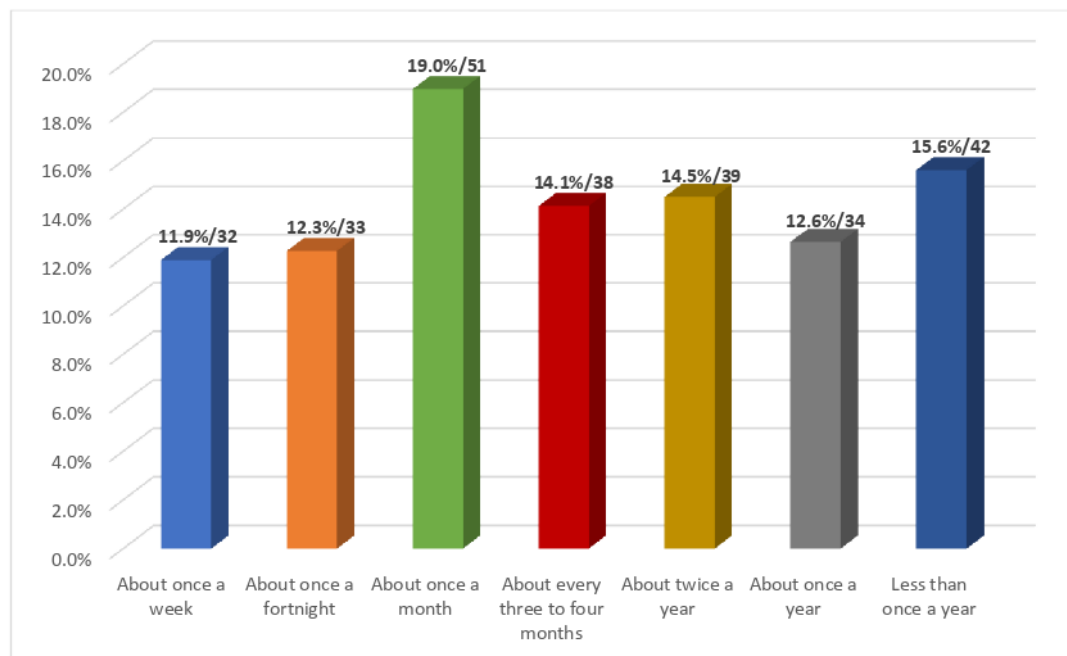


Figure 1: How frequently do you usually attend events in the City of Port Phillip?
Number of responses: 269

Q: What types of events would you most like to see held in the City of Port Phillip? (select all that apply)

When asked ‘what types of events would you most like to see held in the City of Port Phillip’, most respondents (49.4%) said “market” followed by “food and beverage” (47.6%), “music” (45.7%) and arts (36.1%) (see figure 2). (n= 269 responses).

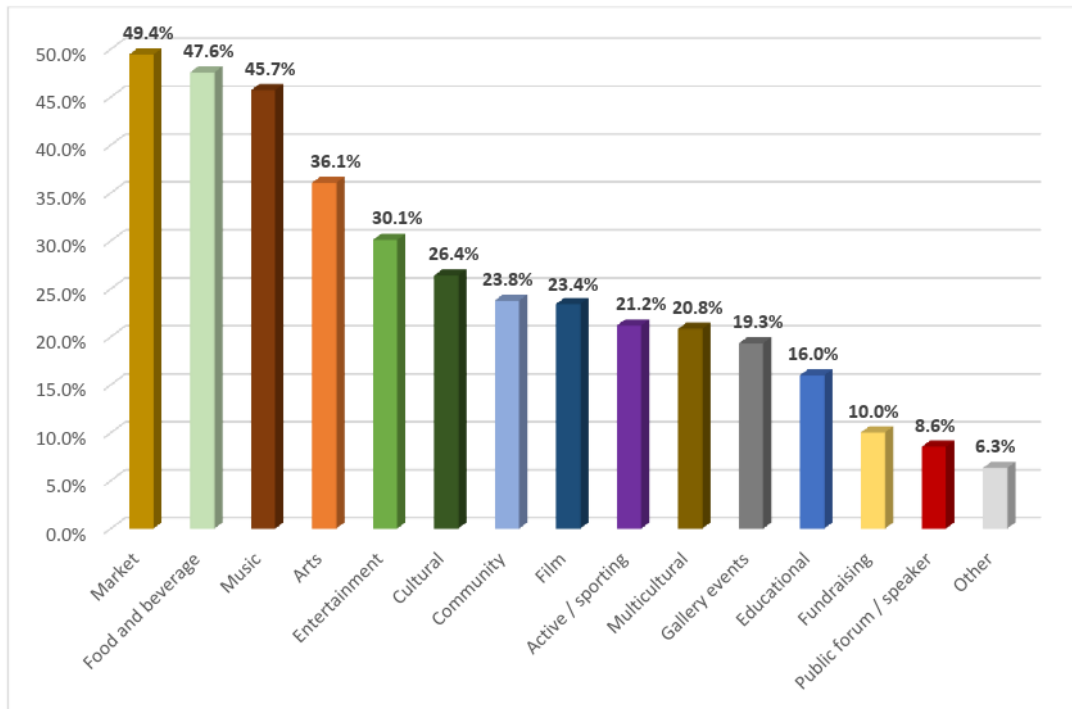


Figure 2: What types of events would you most like to see held in the City of Port Phillip?
Number of responses: 269

Please note the question above will not equal 100% due to respondents being able to choose more than one option.

Summary of other responses:

- More events for children
- More diversity in events
- Less events

Q: What would encourage you to attend more events in the City of Port Phillip? (select all that apply)

When asked 'what would encourage you to attend more events in the City of Port Phillip', most respondents (55%) said "more information about what is on / when" followed by "different types of events" (42.4%), "lower cost / free events" (39.4%) and "better parking availability" (36.4%) (see figure 3) (n= 269 responses).

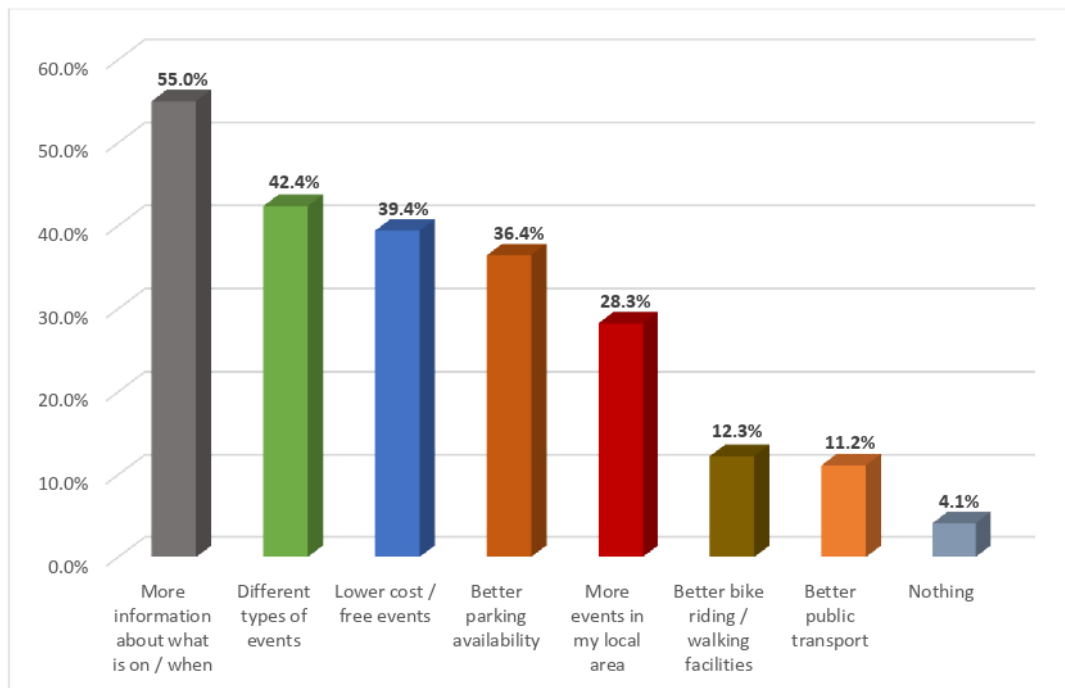


Figure 3: What would encourage you to attend more events in the City of Port Phillip?
Number of responses: 269

Please note the question above will not equal 100% due to respondents being able to choose more than one option.

Long Survey

Our long survey was completed by 85 people. The long survey was online on Council's engagement website Have Your Say.

Q: Have you been aware of, or attended any events held in the City of Port Phillip in the last twelve months?

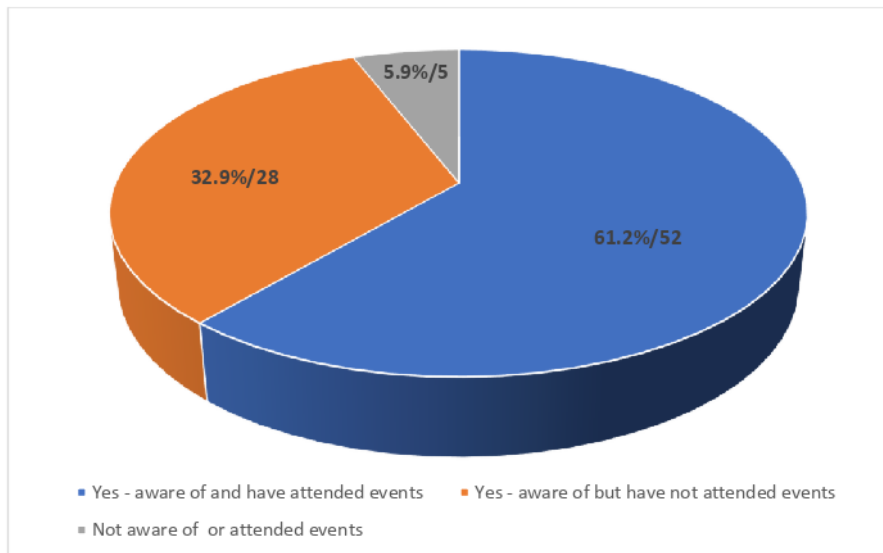


Figure 3: Have you been aware of, or attended any events held in the City of Port Phillip in the last twelve months?

Number of responses: 85

Q: What types of events were you aware of, and which if any did you attend in the last twelve months? (select all that apply)

Respondents were asked ‘what types of events were you aware of, and which if any did you attend in the last twelve months’. Surprisingly both *educational* and *fundraising* had very high awareness but very low attended. *Arts*, *entertainment* and *music* similar percentages for both awareness and attended (see figure 4). (n= 79 responses).

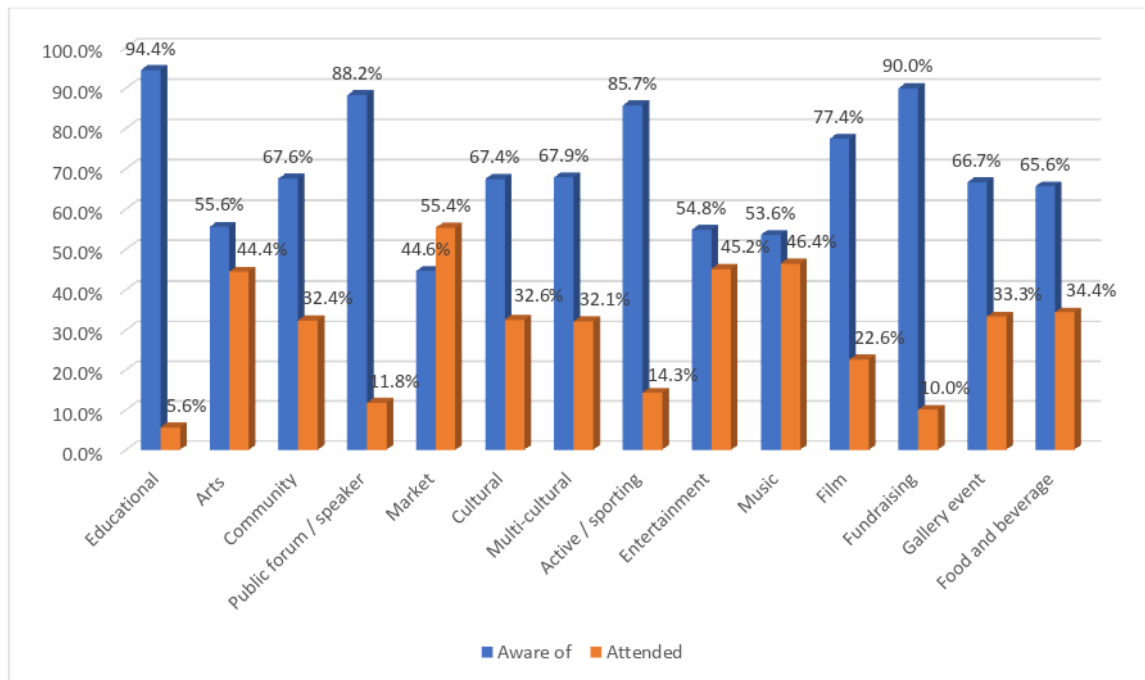


Figure 4: What types of events were you aware of, and which if any did you attend in the last twelve months?

Number of responses: 79

Q: What are all the ways by which you usually hear about events in the City of Port Phillip? (select all that apply)

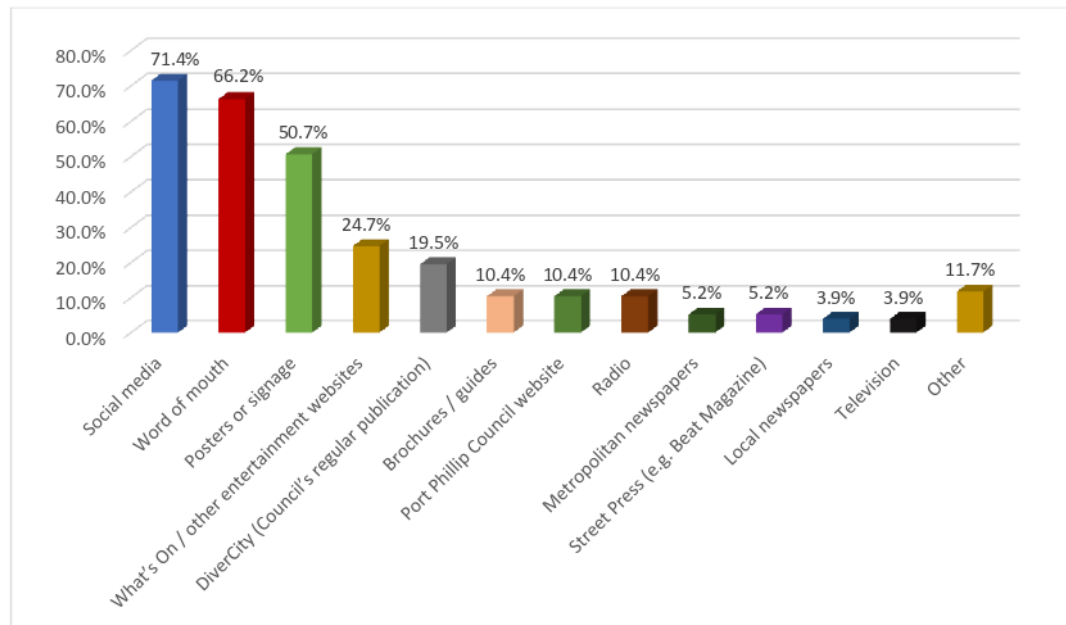


Figure 5: What are all the ways by which you usually hear about events in the City of Port Phillip? Number of responses: 79

Please note the question above will not equal 100% due to respondents being able to choose more than one option.

Summary of other responses:

- letter box drops
- Broadsheet
- Newsletters

Q: How frequently do you usually attend events in the City of Port Phillip?

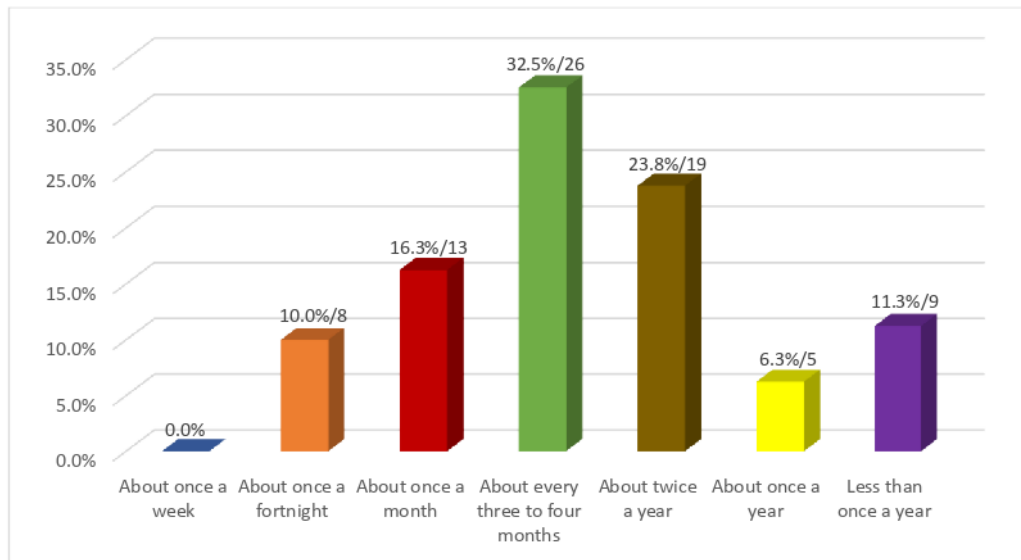


Figure 6: How frequently do you usually attend events in the City of Port Phillip?
Number of responses: 80

Q: How likely are you to attend the same events in the City of Port Phillip in the next twelve months as you did in the last twelve months?

When asked 'how likely are you to attend the same events in the City of Port Phillip in the next twelve months as you did in the last twelve months?', most respondents (45.6%) said "very likely" followed by "somewhat likely" (27.9%) (see figure 8). (n= 79 responses).

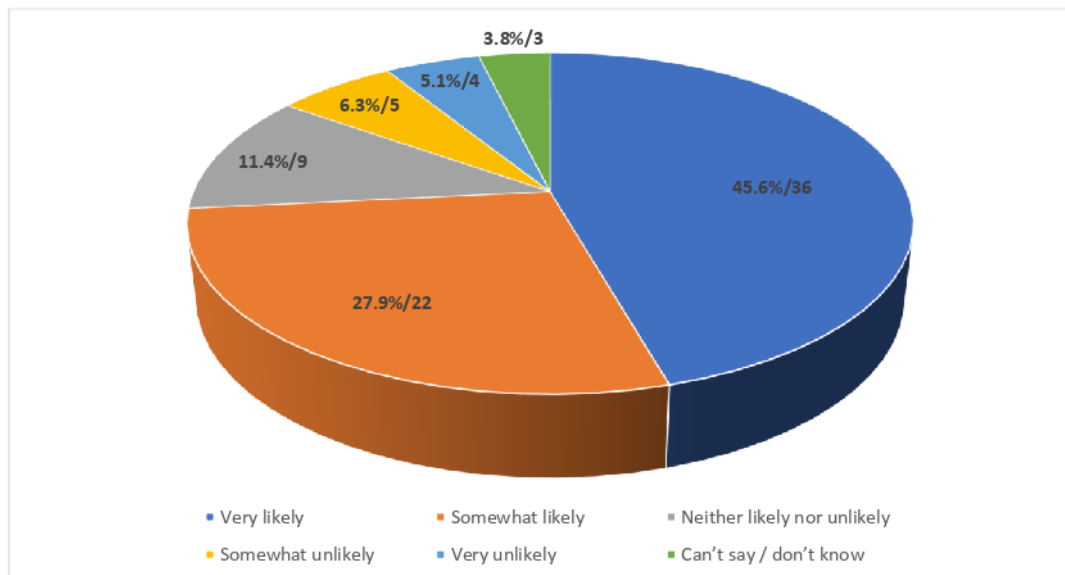


Figure 8: How likely are you to attend the same events in the City of Port Phillip in the next twelve months as you did in the last twelve months?
Number of responses: 79

Q: How likely are you to attend other or new events in the City of Port Phillip in the next twelve months?

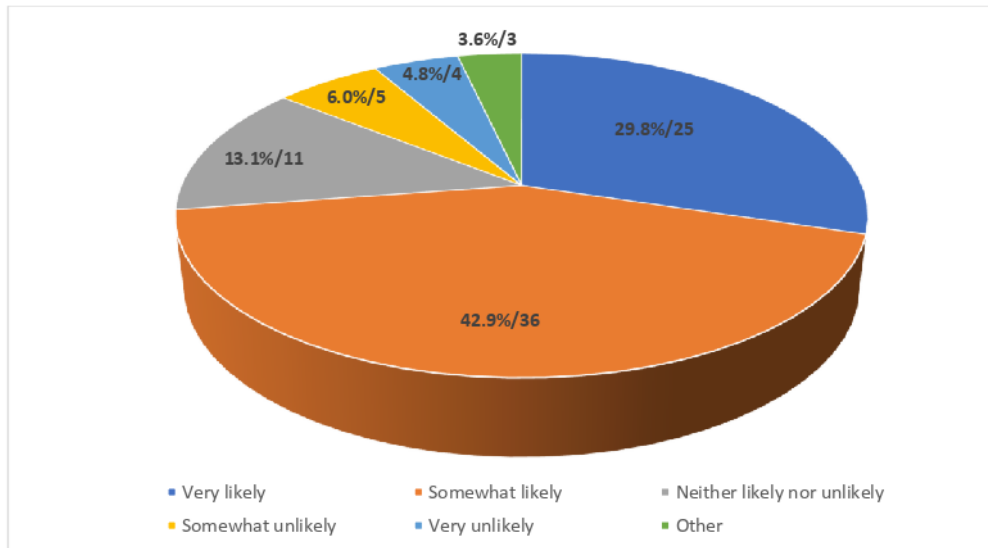


Figure 9: How likely are you to attend other or new events in the City of Port Phillip in the next twelve months?

Number of responses: 84

Q: What would encourage you to attend more events in the City of Port Phillip? (select all that apply)

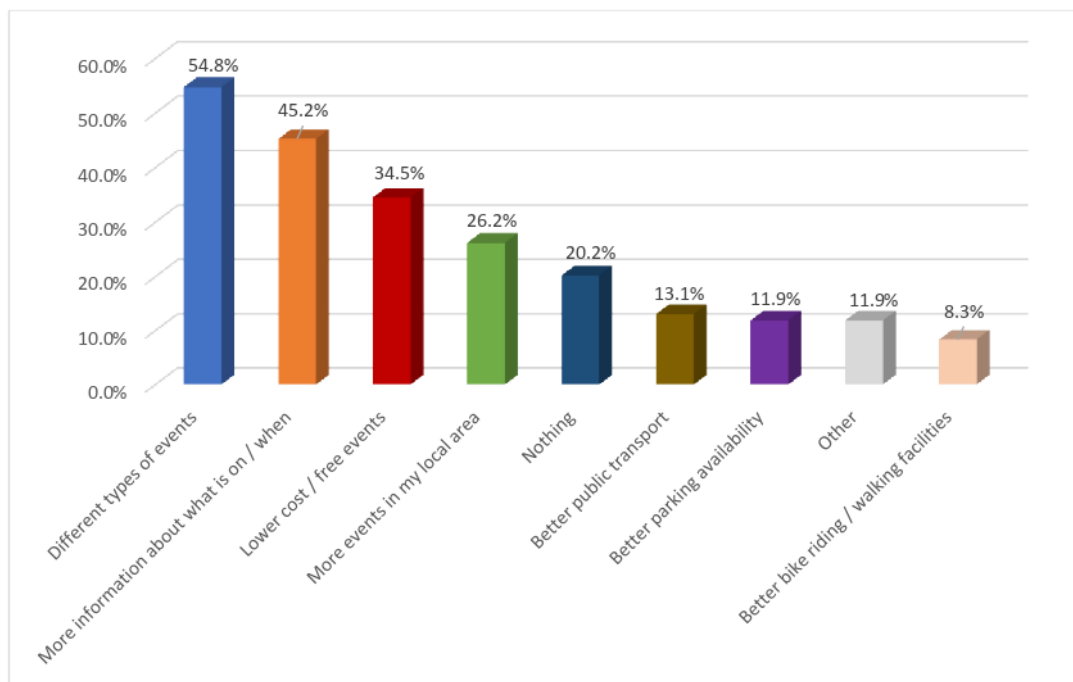


Figure 10: What would encourage you to attend more events in the City of Port Phillip?
Number of responses: 84

Summary of other responses:

- Better accessibility
- Better communication

Q: Do you think the number of events held in the City of Port Phillip is?

Respondents were asked 'Do you think the number of events held in the City of Port Phillip is'. The majority of respondents say, "about right" (45.8%) followed by "too many" (20.5%) (see figure 11). (n= 83 responses).

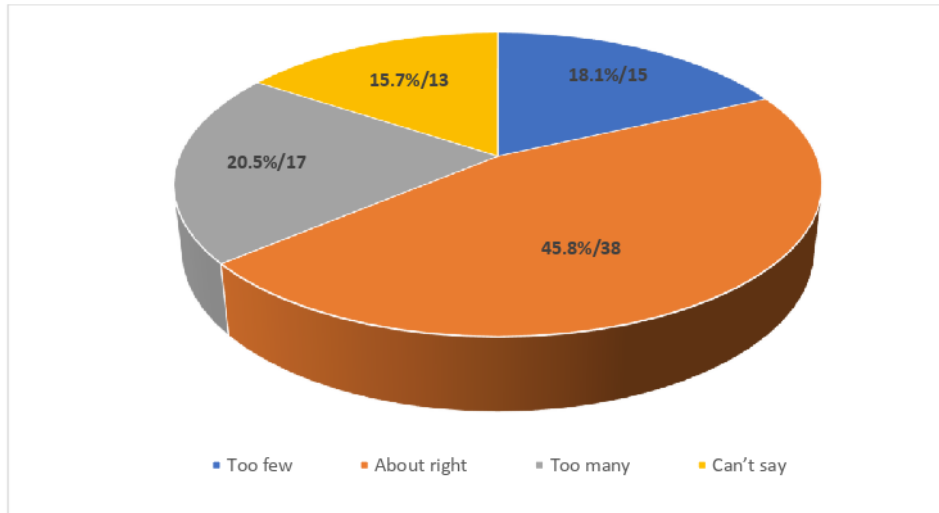


Figure 11: Do you think the number of events held in the City of Port Phillip is?
Number of responses: 83

Q: Do events make you feel proud of your community or area?

When asked 'Do events make you feel proud of your community or area?', most respondents (65.5%) said "yes" and "no" (20.2%) (see figure 12). (n= 84 responses).

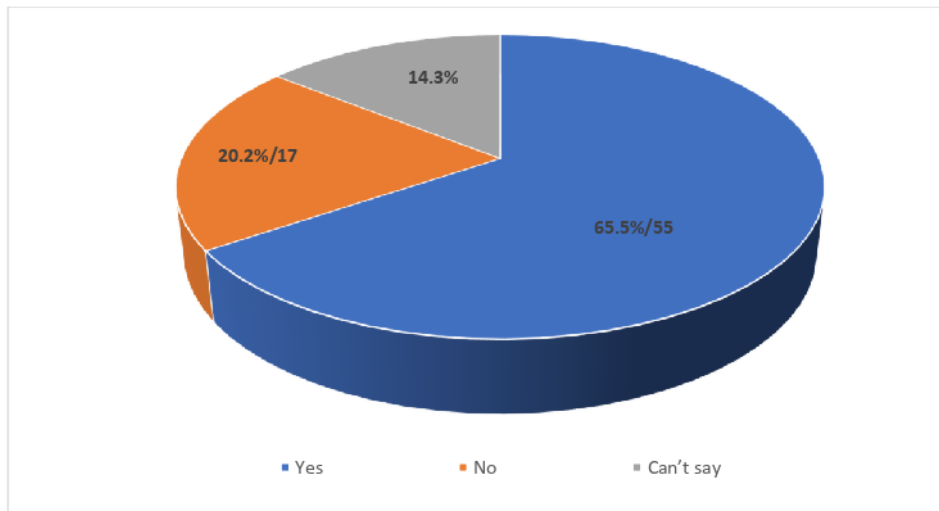


Figure 12: Do you think the number of events held in the City of Port Phillip is?
Number of responses: 84

Q: What types of events would you most like to see held in the City of Port Phillip? (select all that apply)

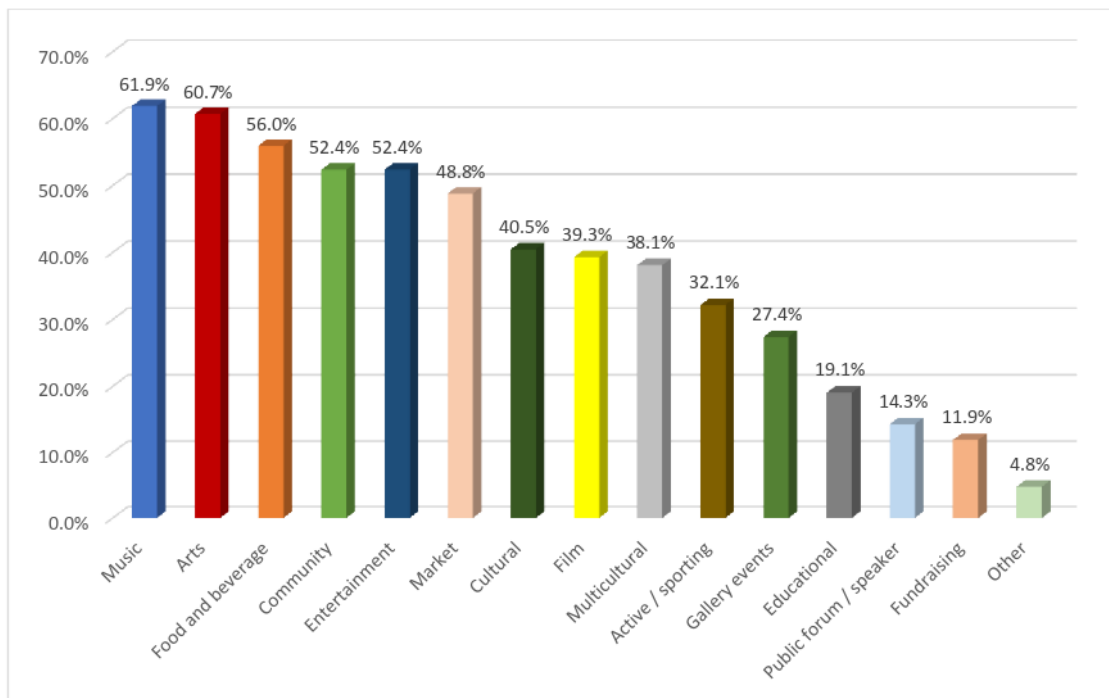


Figure 13: What types of events would you most like to see held in the City of Port Phillip?
 Number of responses: 84

Summary of other responses:

- More accessible events/incl artists with disability to be considered.
- Kite flying festival.

Q: What, if any do you think are the most valuable benefits for the City of Port Phillip in hosting events?

When asked ‘what, if any do you think are the most valuable benefits for the City of Port Phillip in hosting events?’, most respondents (79.3%) said support for “local business/local economy” followed by “opportunities for the community to come together” (63.4%) (see figure 13). (n= 82 responses).

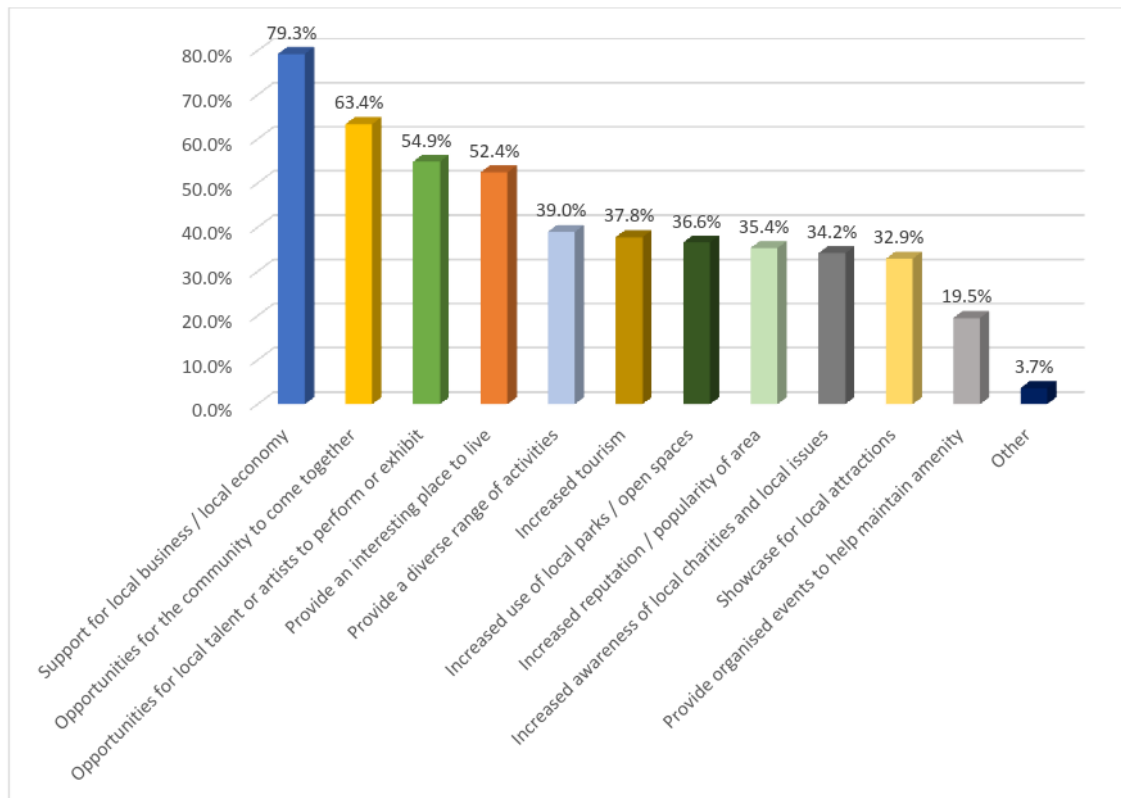


Figure 14: What types of events would you most like to see held in the City of Port Phillip?
 Number of responses: 82

Summary of other responses:

- I would prefer the council not to involve itself with events.
- Events are not wanted by residents.

Q: What, if any do you think are the biggest impacts to you and your local area of events being held in the City of Port Phillip?

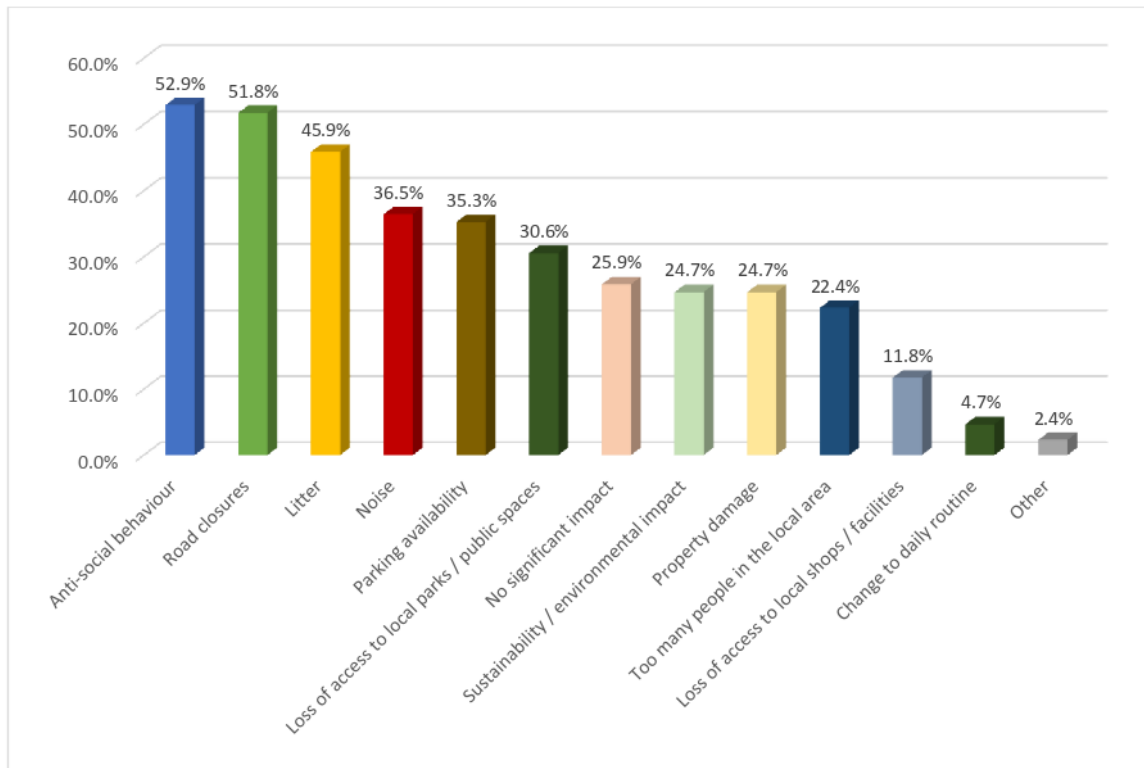


Figure 15: What, if any do you think are the biggest impacts to you and your local area of events being held in the City of Port Phillip?

Number of responses: 85

Summary of other responses:

- Alcohol use.
- Lack of accessibility.

Q: Does attending events in the City of Port Phillip make you feel part of your local community?

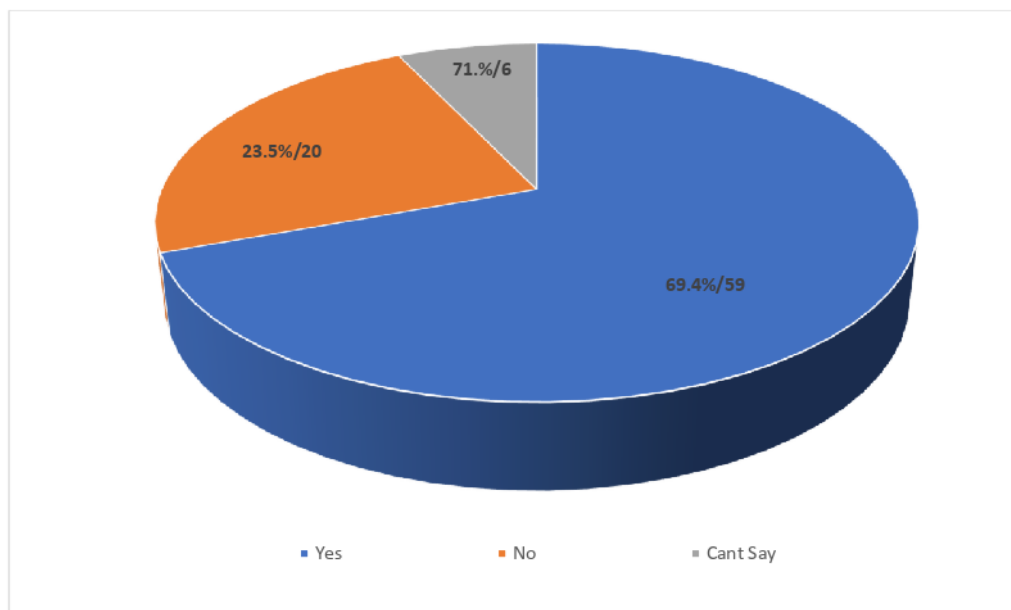


Figure 16: Does attending events in the City of Port Phillip make you feel part of your local community?
 Number of responses: 85

Q: Which of the following describes your connection to the City of Port Phillip?

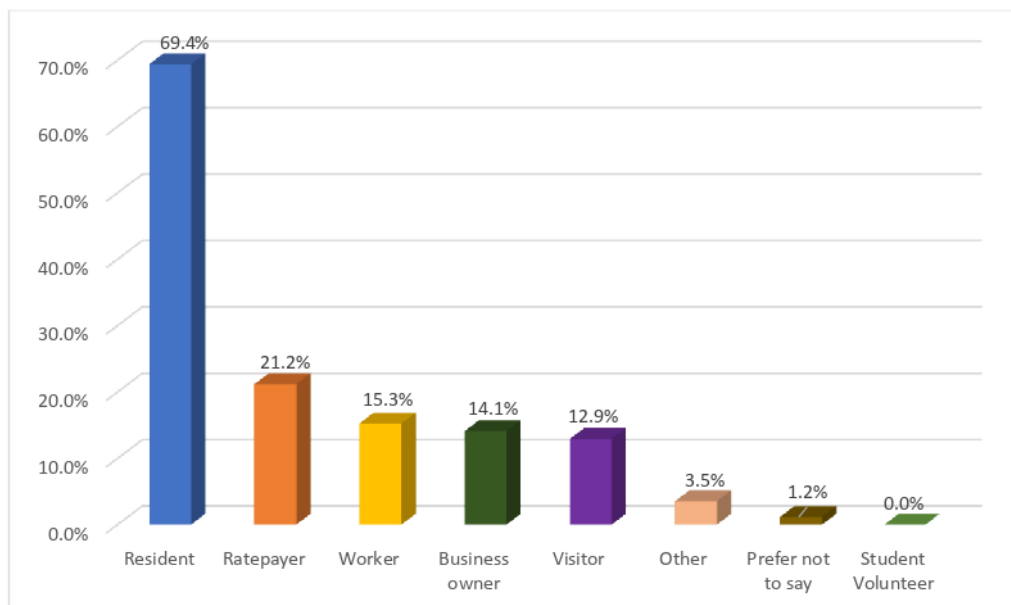


Figure 17: Which of the following describes your connection to the City of Port Phillip?
 Number of responses: 85

Q: What is your residential suburb?

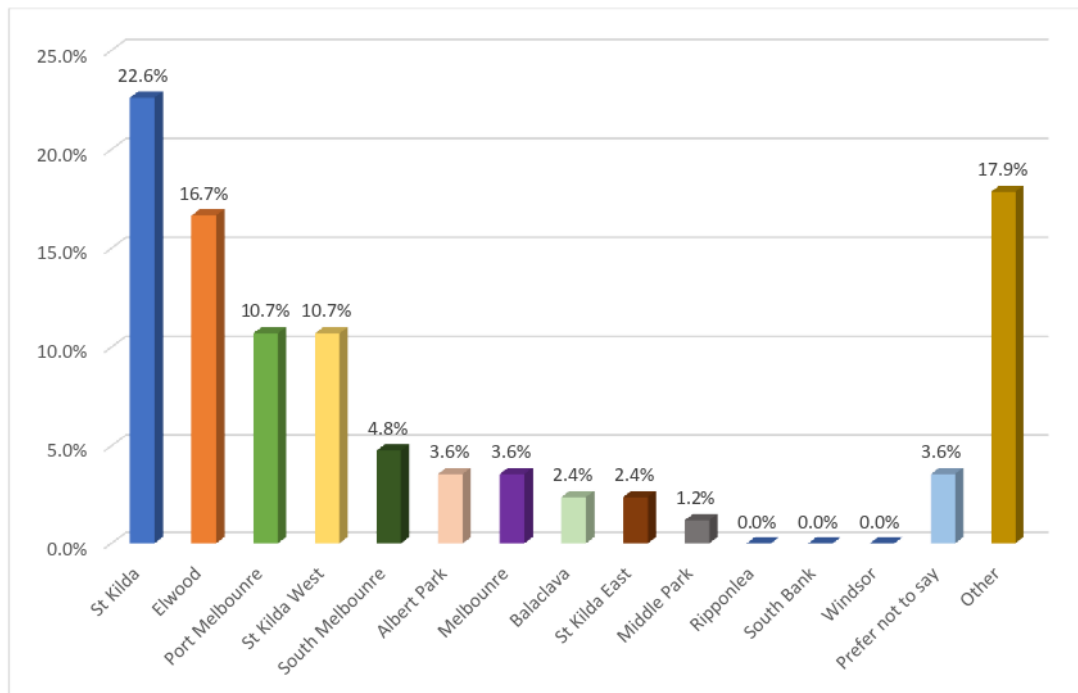


Figure 18: What is your residential suburb?
 Number of responses: 84

Summary of other responses:

- Maribyrnong
- Bayside
- Stonnington
- Yarra

Q: Which gender do you identify with?

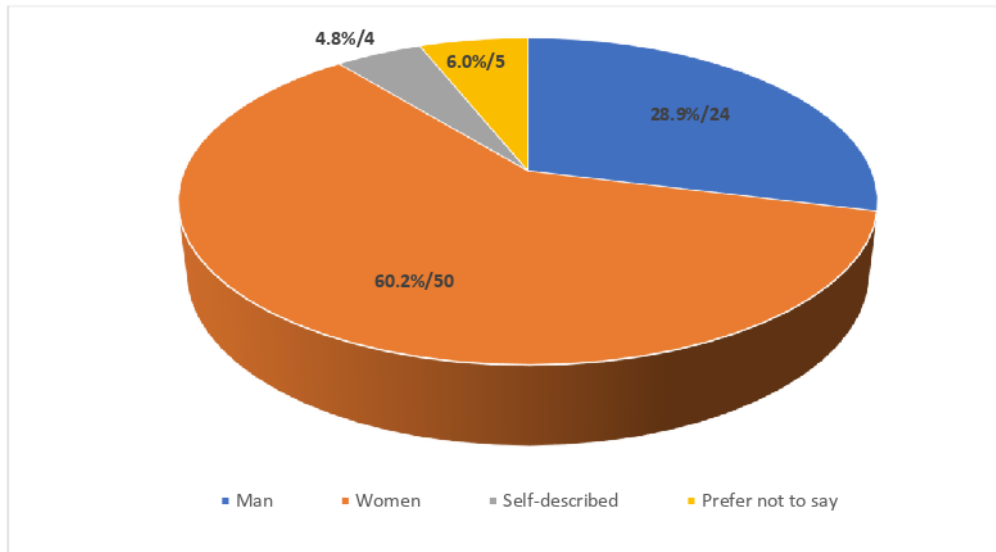


Figure 19: Which gender do you identify with?
Number of responses: 83

Q: Please indicate your age group?

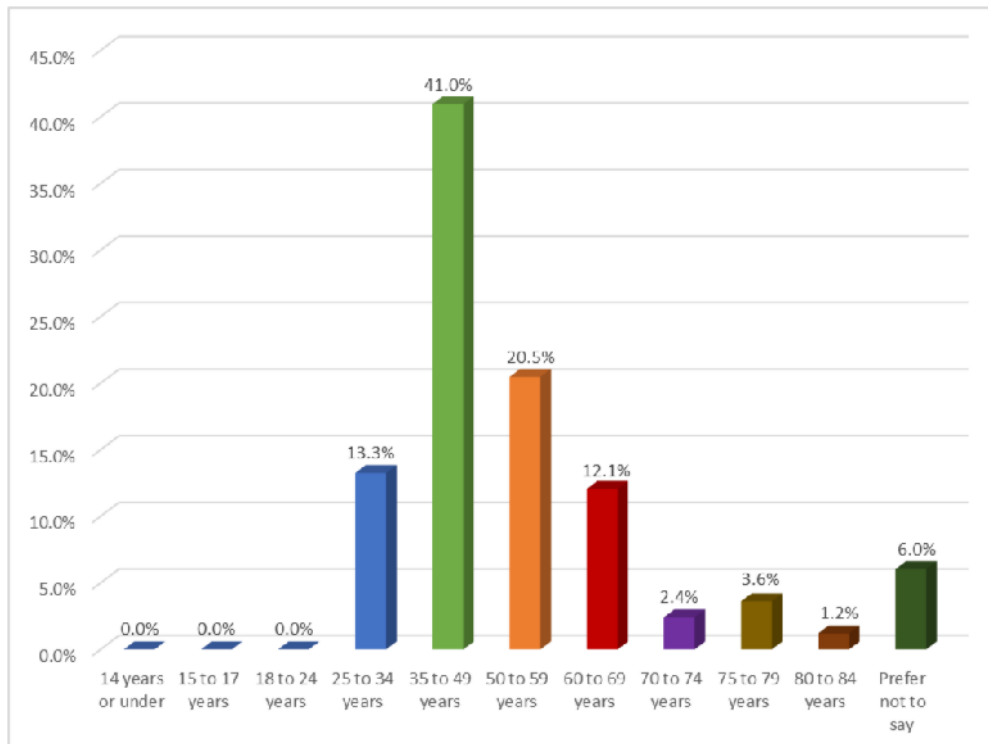


Figure 20: Please indicate your age group?
Number of responses: 83

Next steps

This report and the updated Draft Events Strategy will be presented to Council at the 15 June 2022 Ordinary Council Meeting. Council will have the Draft Events Strategy on Have Your Say for final feedback from 17 June 2022 - 07 July 2022.