

2021 GEELONG CALENDAR



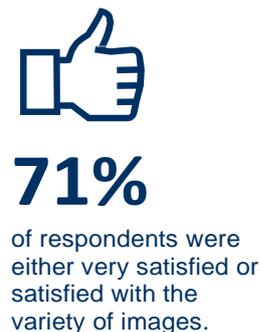
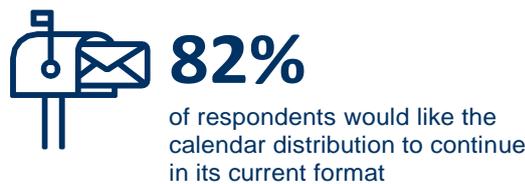
COMMUNITY ENGAGEMENT SUMMARY

The Geelong calendar encourages pride in our region and supports local tourism activities through communication of council events, activities and major public events.

The Geelong Calendar is a free publication delivered annually to the residents of Geelong. 130,000 copies are distributed via various channels from December each year

Between 22 March and 9 April, the City commenced community engagement on the 2021 Geelong calendar.

We asked the community to have their say on the competition, content and delivery. Using this feedback, we will be able to make informed decision around the processes in the 2022 Geelong calendar production.



WHAT WE HEARD

The following outlines some of the key issues and opportunities we heard from the engagement activities.

OVERALL KEY FINDINGS

The objective of the engagement was to get feedback on the competition, content and distribution of the calendar. Questions were aimed at those who had received the calendar, but also guided those that hadn't to contact customer service so that one could be sent to them.

Questions were a mixture of qualitative (open) and quantitative (closed) as it allowed us to measure using numbers but also provided opportunity for free responses on opinions and perceptions of the calendar production process.

What did the data tell us?

- 171 people provided responses to the 2021 Geelong calendar engagement. 56.7% received it through their letterbox, 29.3% through drop points, 12.2% requested it online and 1.8% received it through facility management (lifestyle and retirement villages).
- 83% of survey respondents voted that distribution remain in its existing format (mixed delivery via walkers, drop points and an option to request one to be delivered via and online form).
- 63% of respondents said they'd 'loved it' when asked about the 2021 calendar. 27% rated 'it's ok' and 11% 'don't use it'. See some of the responses below.



"Think it is outstanding!!!! Look forward to it each year!!!"

"It provides a showcase for the region - more important than ever."

"I don't use a calendar, but my elderly parents use it and love the photos."

"Informative. Plenty of space to add appts, birthdays, etc. Great photos."

"I love that local photographers get a chance to showcase their work."

"I prefer a more personalised calendar with inspirational quotes and follows the moon cycles. But I do like to see images of our region and the talent of photographers."

"Hard to love it when it took a lot of tracking down. local libarys run out as well. But I prefer the council calendars to others."

"It's the only calendar I have and I use it everyday."

- Several respondents used the survey as an opportunity to voice that they had not received the calendar. Calendars are available at drop points and can also be mailed out to home addresses using an online form request on www.geelongaustralia.com.au. In 2021 we received over 1300 requests for the calendar to be mailed to homes.
- When asked whether they would like to see the inclusion of further religious and cultural events in the calendar 64.5% said 'No' and 35.5% said 'Yes'.
- Of those who voted 'Yes' to the inclusion of further religious and cultural events 67.4% would like to see Ramadan listed, 67.4% would like to see Shrove Tuesday listed, 67.4% would like to see Ash Wednesday – Lent begins listed, 65.2% would like to see Diwali listed, and 63% would like to see Orthodox Christmas listed. Other options included Holi, Eid al Fitr, Mahayana New Year and All Saints Day. This question also allowed for respondents to type in other events.
- When asked about what content they would find useful in the calendar 86.4% of respondents said they would like to information on recycling and rubbish disposal. 75% of respondents would like to see market dates, 70.7% would like information on public support services (food relief, local health, social connection, police), 66.4% would like to see council services promoted (planning, arts and culture, family care, leisure services etc).
- 86% of respondents voted that we reintroduce market listings in the 2022 calendar (These were omitted in 2021 due to the coronavirus pandemic and uncertainty around public events)
- 87.9% of respondents said that they found the waste collection calendar useful.
- When asked about their level of satisfaction in relation to the design change of the dates (to allow more writing space) 67.9% selected they were 'very satisfied'. Several respondents asked for the sizing to be bigger but not compromise the images.
- 34% of respondents had entered the 2021 calendar photography competition. Of those, 73.5% said photography is a hobby for them and 50.5% said they entered because they were proud of their region.
- 52% of respondents had voted in the 2021 calendar photography competition. Of those that voted 71% were either 'satisfied' or 'very satisfied' with the variety of images to select from.
- 13% of respondents viewed the calendar exhibition in February 2021. Reasons for not visiting included not being aware of the exhibition, not being able to visit because of work and personal commitments and concerns around Coronavirus. It is worth mentioning that the '5-day circuit breaker lockdown' occurred in February during the exhibition period.

NEXT STEPS

The following is a list of actions we aim to achieve in the process of developing the 2022 calendar.

- We will promote the online request form (to order a calendar) further for the 2022 calendar. This will increase resident awareness that the calendar is accessible to all residents in a variety of delivery options, they do not need to collect.
- Space limitation restricts the amount of content that can fit in the inside back cover of the calendar. Reintroduction of market dates in the 2022 Geelong calendar was highly requested by respondents and we will include this in the 2022 Geelong calendar. More information on recycling and rubbish disposal was also requested. We will look to find opportunities within the design to include this to residents.
- There is further work to be done with the layout to allow residents to write their own appointments and reminders. We will look at design options that support this.
- We will promote the calendar exhibition further in 2022 to increase awareness or seek opportunities to change the format of the public exhibition so that it is more accessible.