

2025 GEELONG CALENDAR
COMMUNITY ENGAGEMENT SUMMARY REPORT

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CALENDAR



Louise, Edebone
Eastern Beach Sea Baths, Waterfront Geelong



The City of Greater Geelong is proudly on Wadawurrung Country

COMMUNITY ENGAGEMENT SUMMARY

Background

The Geelong Calendar has been a longstanding community initiative, to engage and celebrate the local area through photography and dissemination of events information.

For over a decade, it featured an annual photography competition that invited community members to submit their photographs. From these, 12-13 images were selected through a public voting process to feature in the calendar. The competition allowed residents to showcase their creativity and connection to Geelong, with each year's calendar reflecting the community's diverse interests and perspectives.

Distribution was changed in 2024 to include options for either collection or post via registration, emphasising a more sustainable and targeted approach.

The calendar's content features key information on City events, programs, services, and councillor details, sourced primarily from City staff and event organisers. This collaborative process continues to make the Geelong Calendar a valuable resource for the community.

HOW WE ENGAGED

WHAT DID WE DO?

Over a 53-day period, we received 380 contributions from community members. To support this engagement, we employed a mix of outreach methods, including print advertisements in local newspapers, targeted email campaigns to subscribers, and messaging on digital screens.

Our customer service team also handled inquiries related to the calendar and informed community members about the upcoming, and then open, opportunity to provide feedback.

The survey was available online and included both a questionnaire and a quick poll. Only one request was received for a hard copy of the survey.

53 DAYS

of community engagement (3 February until 28 March 2025)



9

print adverts in The Times, Independent and Asakis Advocate

DATA METHODOLOGY

The engagement was open to all residents. People who were interested in the calendar can subscribe to a database to be notified of its activity including photography competition, distribution and engagement. Over a third of click-throughs came through the direct email campaign.

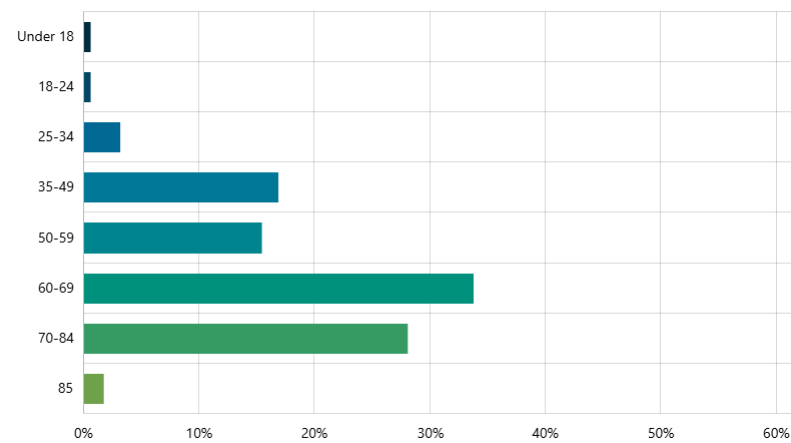
COMMUNICATIONS

The 2025 Calendar engagement was promoted via print ads in local newspapers (Times News Group and Independent), social media posts (Facebook and Instagram), targeted subscriber email campaigns, and digital screens. A media release was also distributed to local news media outlets.

WHO WE ENGAGED WITH

The community were invited to share some demographic data with us. The following is a snapshot of these people.

The age groups were well distributed, with the highest participant group aged 60-69 age group (33.71%). The 70-84 age group were also high contributors (28%).



Responses were well-distributed across all suburbs, highlighting the importance of the calendar to our community.

WHAT WE HEARD

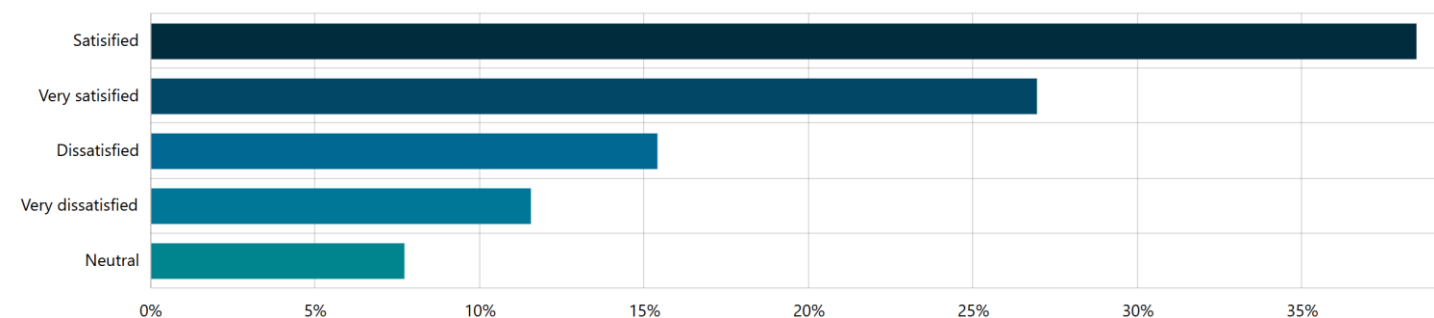
PARTICIPATION

During the period 3 February until 28 March 2025, 354 surveys were completed and 26 Quick polls were responded.

Quick Poll: The quick poll asked: ‘Did you vote on the calendar cover image?’

There were 26 contributions. The majority (65.38%) of community members were satisfied or very satisfied with the results of the calendar cover.

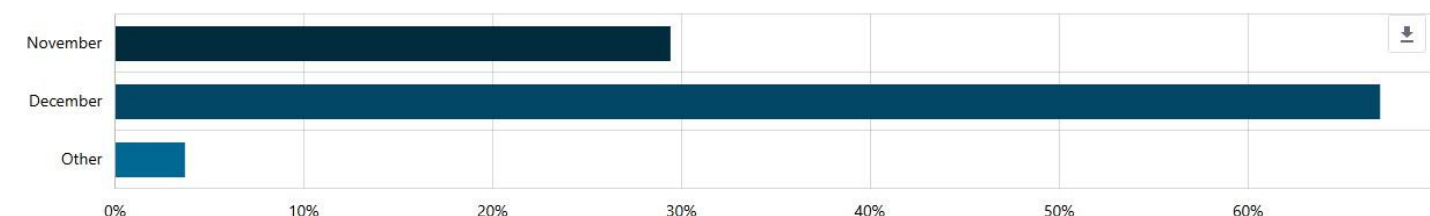
Voting Results



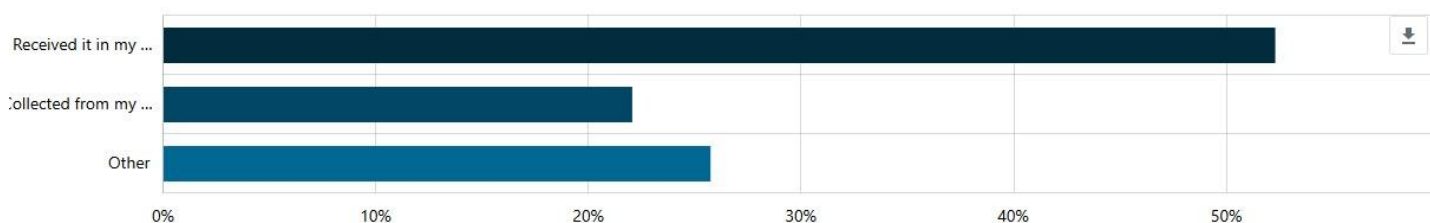
Survey

OVERALL KEY FINDINGS FROM THE SURVEY:

The majority of people want the calendar available in December.



Over 50% of respondents registered to receive the calendar in their letterbox.



47.18% of respondents were happy with the new distribution options, 5.3% preferred collection only and 47.46% would like 'other' options available.

Concerns

- The perceived exclusion of Australia Day was mentioned by 10.4% of survey respondents.
- Changes to photograph competition was noted by 5.2%
- Distribution time 4.5%
- Distribution method 1.9%.

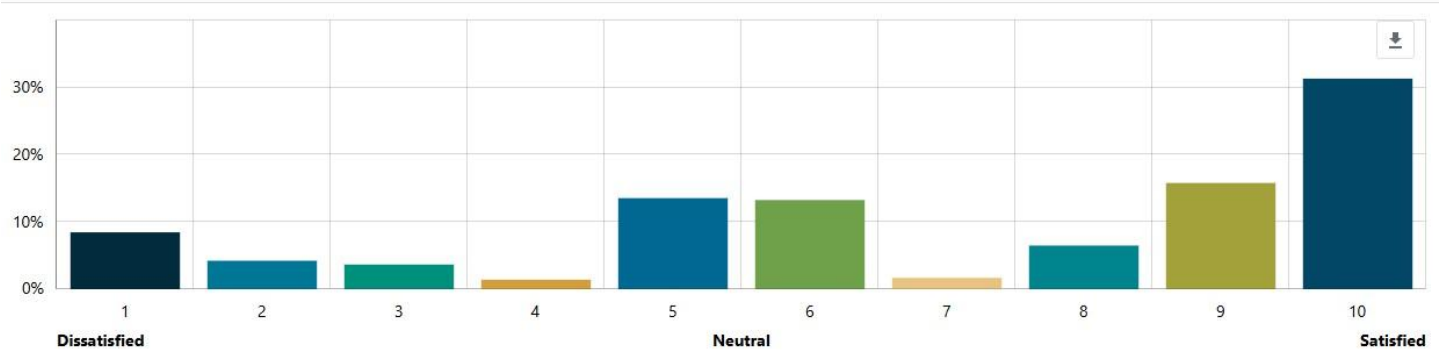
Calendar Use and Popularity

- 75% of survey respondents said they love the calendar
- 67% use it daily
- While 50% also use an online calendar, most simply listed 'phone' or iPhone' rather than naming a specific platform.

When asked about including QR codes to access more information:

- 31% supported the idea.

When asked how satisfied they were with the change to begin the week with Sunday. 31.36% gave a score of 'Very Satisfied'



NEXT STEPS

Insights from this engagement will be compiled into a set of recommendations for the City’s Executive Leadership Team to review and approve.

You can visit geelongaustralia.com.au/calendar to find out the latest on the 2026 Geelong Calendar.