



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

STANDING COMMITTEE ON ENVIRONMENT AND TRANSPORT AND CITY SERVICES
SUZANNE ORR MLA (CHAIR), CANDICE BURCH MLA (DEPUTY CHAIR), JAMES MILLIGAN MLA

Inquiry into referred 2017–18 Annual and Financial Reports
ANSWER TO QUESTION TAKEN ON NOTICE
13 November 2018

Asked by NICOLE LAWDER MLA:

In relation to: Heritage Festival attendance data

MS LAWDER: With regards to the Heritage Festival for example do you get a sort of demographic breakdown of attendees, male, female, age group, that kind of thing?

Mr Gentleman: During all of the events during the festival? Maybe Fiona.

Ms Moore: Fiona Moore, Senior Manager, ACT Heritage and secretary, ACT Heritage Council. Annually we do not normally capture that data but last year we received one-off funds to conduct an external evaluation on the festival and that did produce some of that data that you are looking for.

So I might take it on notice to holistically answer it but I can give you a broad figure that a key finding that came back was that 75 per cent of our attendees were 50 plus age wise. So that was possibly not a surprise but will actually form how we start our planning for next year's.

We know that we need to engage in that younger demographic and get them engaged and particularly families. We want capture the kids and the young parents. So if I can take that on notice to give you the reports from that finding.

MINISTER GENTLEMAN: The answer to the Member's question is as follows:—

IER, the research company contracted to study the attitudes and behaviours of the 2018 Canberra and Region Festival, presented in its final report the following breakdown of demographics:

- 56% female, 44% male
- Age:
 - <18 years 3.3%
 - 18-35 9.3%
 - 36-50 23.3%
 - 51-65 28%
 - 65+ 36%

➤ Household composition:

- | | |
|--|-------|
| ○ Couple/Single, all children left home | 32.3% |
| ○ Single/Couple with adult children still at home | 13.8% |
| ○ Solo household, never had children | 13.8% |
| ○ Single/Couple family with mainly primary aged children | 10.1% |
| ○ Couple, never had children | 9.4% |
| ○ Single/Couple family with mainly high school aged children | 8.8% |
| ○ Shared household | 5.7% |
| ○ Single/Couple family with mainly young children yet to attend school | 4.7% |
| ○ Other/rather not say | 1.3% |

Approved for circulation to the Standing Committee on Environment and Transport and City Services

Signature:



Date:

23/11/18

By the Minister for the Environment and Heritage, Mick Gentleman MLA