



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 ON NOTICE

Asked by NICOLE LAWDER: To ask the Minister for the Environment and Heritage

Ref: EPSDD, Heritage, 3.1

In relation to: HERITAGE FESTIVAL - Decrease in participants

- 1) Considering last year's event attracted over 20,000 participants, and 55% of this year participants had never attended a heritage festival event before, why did 15,000 people who participated last year not attend again this year.
- 2) Of the 26 posts on social media that was boosted- at what cost was each boosted?
- 3) Why was the reach only a 50% increase when compared to the 7 posts last year when there was a 271 % increase in the number of posts?
- 4) Is the decrease in participants and the decrease in engagement an example of the fact that the Heritage Festival is currently stale and in need of a revamp?

MICK GENTLEMAN: The answer to the Member's question is as follows:-

- 1) Participation in the survey is voluntary therefore results should be considered as a representative sample of Festival attendance, not a definitive representation.

Significant differences in survey results between years is likely influenced by one off large scale events such as the 2017 Majura Bush Festival which attracted 8000 attendees.

The survey does not capture the views of those who do not attend.

- 2) One post, a video titled "Five essential experiences for 2018 Canberra and Region Heritage Festival" received \$100 boost and ran the entire time of the Festival (14 – 29 April). Its reach was 17,919 with 33 link clicks.
- 3) The rise of 26 posts compared to seven in 2017 resulted in 50% increase in reach. Of the seven posts for 2017, four were live streams taking place at the launch and large scale events such as the Majura Bush Festival (8000 attendees). Of the 26 posts this year only one livestream occurred.

Learning from these results, in 2019 EPSDD will have the ability to be more responsive to posts not having the desired reach including the ability to better target defined demographic groups.

4) See answer to Question 1.

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

Signature:



Date: 30/11/18

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