



Inquiry into annual and financial reports 2024–2025

Answer to question taken on notice

Asked by: Ms Chiaka Barry MLA

Addressed to: Minister for Multicultural Affairs

In relation to: National Multicultural Festival and Attendance feedback survey

Hearing: 12 November 2025

Uncorrected Proof Transcript pp 28-29

Transcript provided: 18 November 2025

Answer Due: 25 November 2025

MS BARRY: I just have a few more on the Multicultural Festival. I just want to understand how you compile the attendees' feedback for the festival.

Ms Connor: The attendance feedback, was that?

MS BARRY: Yes, so for example, how many individual responses did you gather?

Ms Bogiatzis: Yes, we have that information. So for the 2025 National Multicultural Festival we had a total attendance of 329,626, which was made up of 243,557 unique individuals. So some people were repeat attending the festival. We do conduct a survey which supports us to understand people's participation with the festival. And so from that—these statistics always sound a bit funny, but the average person visited 1.59 times, so meaning that people were—

MS BARRY: Two days.

Ms Bogiatzis: Yes, they were coming back, which was really great. So of those people that attended, we know that there was over 54 per cent who spent two to four hours at the festival, and 27 per cent spent longer than four hours. There was some severe weather in the festival, so that always impacts attendance. So I think on the Friday night it rained quite badly, so turnout perhaps was not as much as we had anticipated.

MS BARRY: So sorry, so are you saying the people that provided feedback is 246,000? Is that—

Ms Bogiatzis: Yes, that was the estimated number of people who attended the festival.

MS BARRY: So are they the ones who also provided feedback?

Ms Bogiatzis: I do not have— unless Ms Connor has the number of people who engaged in the survey?

MS BARRY: Yes.

Ms Connor: There are two surveys that we conduct. They are both done by external consultants. So I am just trying to find the info about how they make the calculation for attendance.

MS BARRY: Okay.

Ms Bogiatzis: We could maybe come back to that, if that is okay?

MS BARRY: Thank you. And I would also like to know, as part of that, what questions you asked or the areas recorded in the annual reports, if there were additional questions you asked? And how that is reflected in the annual reports as well?

Ms Bogiatzis: We could circle back to that.

MS BARRY: Thank you.

Mr Michael Pettersson MLA: The answer to the Member's question is as follows:

Attendee research following the 2025 National Multicultural Festival was undertaken through two surveys.

Firstly, the WintonSRS Canberra Omnibus Survey, a monthly multi-client survey of 1,000 adults within the ACT. This survey measured how many Canberrans attended the festival and, for those who did not, the reasons why.

Secondly, HCSD engaged IER to undertake an incidence survey across all 3 event days. This survey was designed to provide a detailed assessment of visitor origins (for accurate audience estimation) and to recruit participants for the post-event online survey.

A total of 1,587 responses were received to this incidence survey, of which 717 participated in the post-event online survey. In addition, an online survey was distributed to volunteers, performers, and stallholders. 314 responses were received from this cohort.

The IER research sought to understand:

- i. Demographic profile.
- ii. Place of origin, motivation to visit the ACT, spending behaviours, and length of stay (for out-of-territory visitors), to estimate the festival's economic impact.
- iii. Event experience, likelihood of returning, and likelihood of recommending attendance to others.
- iv. Participation in programming and activities.
- v. Perceptions of the National Multicultural Festival and the ACT.
- vi. Recall of marketing, sponsors, and key information to assess the effectiveness of festival communications.

Page 44 and 45 of the Community Services Directorate Annual Report 2024-25 provides a snapshot of some of the attendee feedback received in relation to the Multicultural Festival.

Approved for circulation to the Standing Committee on Social Policy

Signature:

A handwritten signature in blue ink, appearing to be 'MP', written over a light grey rectangular background.

Date: 27.11.25

By the Minister for Multicultural Affairs, Mr Michael Pettersson MLA