



Inquiry into annual and financial reports 2024–2025

Answer to question taken on notice

Asked by: Mr Thomas Emerson MLA

Addressed to: Minister for Tourism and Trade

In relation to: Tourism and Trade and Floriade participating businesses feedback

Hearing: 14 November 2025

Uncorrected Proof Transcript p12-13

Transcript provided: 20 November 2025

Answer Due: 27 November 2025

UPT p4

MR EMERSON: Thank you. I wanted to ask about Floriade About Town. I am on the page where it says, “discover the 2025 Floriade participants here”. Unfortunately, that link does not work anymore, which is probably fair enough given it has already happened, but I was wondering how many participants there were in that program, and how the effectiveness of the program or that initiative is measured, if you are tracking increased kind of attendance, that sort of thing?¹

Mr Triffitt: So approximately 80 businesses were involved this year. Last year we had approximately 40. We will do a survey of all of those businesses that have been involved to seek feedback from them as to whether any enhanced foot traffic, any feedback they may have about improving the program, but essentially, it is designed to leverage off the Floriade audience and promote those local businesses and their offerings.

MR EMERSON: Is that survey, if it was done last year, is that available, and has that been done for this year? Might the results—

Mr Triffitt: I think it is just going out now.

MR EMERSON: Could you provide the—I assume you have a summary of feedback from last year?

Mr Triffitt: Yes, sure.

MR EMERSON: Would that be okay on notice?

Mr Triffitt: I can take that on notice, yes.

MR EMERSON: Thank you. Has any consideration been given to doing something similar with other events like Enlighten?

Mr Triffitt: Yes. So we have the Enlighten Beyond Program.

MR EMERSON: Of course, yes.

Mr Triffitt: The focus on that particular program is more on programming elements, so ticketed events, but we are considering how that might expand into other offerings that other businesses may have.

MR EMERSON: I guess I am thinking about you get to the end of the night, you have had a great event, but there is still more night left. How do we get these people kicking on, especially in the city?

Mr Triffitt: Yes, sure. Well, I mean, obviously the events they are stimulating visitation, and we are working with those city businesses or businesses in town centres as to how they may be able to attract the audience that we have for Enlighten, so yes, certainly night time activities, the night time economy are all considerations in that program as well.

MR EMERSON: Just with that question on notice, do you think you could share the survey questions from this year as well.

Mr Triffitt: Sure.

Andrew Barr MLA: The answer to the Member's question is as follows:

1. In 2024, there were 43 participating businesses in Floriade About Town and 72 in 2025, an increase of 67 per cent.
2. Results from the survey of the for Floriade About Town 2024 found the event was widely appreciated as a creative and inclusive initiative.

Participants expressed overall positive sentiment toward the concept and valued the opportunity for free participation.

At the same time, feedback highlighted a desire for more tangible outcomes to ensure the effort invested delivers measurable benefits for businesses and the community.

Below is a summary of feedback from eight businesses who participated in Floriade About Town 2024:

a. Positive Aspects:

- i. Polished organisation and improved advertising
- ii. Better layout compared to previous years
- iii. Businesses gained leads and validated their brand
- iv. Community engagement and free marketing opportunity

b. Negative Aspects:

- i. Limited impact for some businesses

- ii. Insufficient social media promotion
 - iii. Design and listing issues
 - iv. High effort for small organisations
- c. Suggestions for Improvement:
- i. Clearer communication on design requirements
 - ii. Enhanced promotion via social media, newsletters, radio ads
 - iii. Interactive map and dedicated design support
 - iv. Provide social media assets for participants
3. The feedback from 2024 informed planning for the 2025 event.
4. The survey questions for 2025 can be found at Attachment A.

Approved for circulation to the Standing Committee on Economics, Industry and Recreation

Signature: 

Date: 28.11.25

By the Minister for Tourism and Trade, Andrew Barr MLA

Attachment A: Floriade About Town survey questions 2025

1. How did you hear about Floriade About Town? *(Order of answers is randomised)*

- a. Email from Events ACT
- b. Word of mouth
- c. Industry Link
- d. Participated in 2024
- e. Floriade Website
- f. Recommended to me
- g. Email from CRA
- h. Other (open)

2. Did customers mention Floriade About Town when visiting your business?

- a. Yes
- b. No
- c. Unsure

3. Did you see an increase in foot traffic, sales or visits to your business as a result of offering a Floriade About Town promotion?

- a. Significant increase
- b. Moderate increase
- c. No change
- d. Decrease
- e. Unsure

4. How would you rate your overall experience with Floriade About Town?

- a. Excellent
- b. Good
- c. Fair
- d. Poor
- e. Very Poor

4.1 What made it a positive experience for you? *(if they selected A-C, prompted to this question)*

- a. Comment box

4.2 What made it a negative experience for you? *(if they selected D-E, prompted to this question)*

- b. Comment box

5. What advertising did you see or hear about that Events ACT used to promote Floriade About Town? *(Order of answers is randomised)*

- a. Radio ads
- b. Digital/social media ads (e.g., Facebook, Instagram, Google)
- c. Posters
- d. Signs at Floriade
- e. None of the above
- f. Other (open)

Attachment A: Floriade About Town survey questions 2025

6. How easy was it for you to provide the promotional content required (text, images, and concept) to Events ACT?

- a. Very Easy
- b. Easy
- c. Neutral
- d. Difficult
- e. Very Difficult

- **Can you please provide more details as to why you found it difficult?**

Open text only pops up for anyone who said 'difficult' or 'very difficult' in question 9.

- **What could have been done to make it easier for you?**

Open text only pops up for anyone who said 'difficult' or 'very difficult' in question 9.

7. Based on your experience, would you participate in Floriade About Town again?

- a. Drop down: Yes, No, Unsure
 - i. Comment box **Can you elaborate on your answer?**

8. Would you recommend participating in Floriade About Town to other businesses in your community?

- a. Drop down: Yes, No, Unsure
 - i. Comment box if selected yes or no – **Can you elaborate on your answer?**

9. What aspect of Floriade About Town would you like to see improved or enhanced for future activations?

- a. Open text, optional

10. What additional support, resources or print collateral would you have found valuable during Floriade About Town?

- a. Open text, optional

11. How valuable did you find the About Town print collateral (e.g. posters, table top displays) in promoting your venue's participation?

- a. Extremely valuable
- b. Somewhat valuable
- c. Not very valuable
- d. Not at all valuable
- e. I didn't use the print collateral

12. What best describes your role within the business?

- a. Business Owner
- b. Director
- c. Manager