GEELONG CHILDREN'S WEEK 23 OCTOBER TO 31 OCTOBER

SUMMARY REPORT

The City, through the Family Services Unit, planning and promotion of Children's Week in Geelong since 2005.

positive collaboration between a wide range of local community organisations, groups and Council services.

Public events framework limits and restrictions and the safety and well-being of the community restrictions due to the coronavirus pandemic were delivered online and the fun delivered virtually to children and families.

THEME

Children have the right to choose their

Children's Week Activities



external performers, community groups and organisations involved in provision of an online event or activity.

CITY SOCIAL MEDIA









10,585 / 227 REACH ENGAGE



How people arrived at the website: Google 432 Direct 267 Facebook Referral 113 Geelong Australia 56 Mik Maks Facebook referral 28 Your Say 13





EVENTS GEELONG

14,807



Busiest day was Monday 22 October, with 112 users.

From the commencement of advertising (early August) through to the conclusion of Children's Week there have been 971 users and 2,715 page views.

How people arrived at the website: 58.5 per cent from mobile, 38.9 per cent from desktop and 2.6 per cent from tablet.

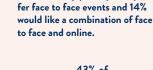
Children's Week Survey Results



surveys completed

Survey participants:

- 7 surveys completed (86% female).
- 43% surveyed heard about Geelong Children's Week through social media and 43% through the City's web page.
- 43% participated in 1 event, 43% participated in 2-3 events and 14% participated in 4-5 events.



86% of survey participants said

that they reconnected with nature

and the outdoors, 86% connected

with each other and the commu-

86% of survey participant's pre-

nity and 100% had fun.



43% per cent of organisations said they prefer face to face events and activities in the future.



43% of organisations prefer a . combination of face to face and online events and activities in future.

Children's Week Grants



City allocated \$400 grants to local NFP community groups (total \$4,350)

Submissions

Nature Faces Self-Creation Competition

- 22 photo submissions. 200 votes on Have Your Say page Promotion reach 6314
- Page views 1400

Babab Nyayl (Children's speaking up)

Children invited to tell us what they liked about Children's Week. 17 responses.





