

# GEELONG CHILDREN'S WEEK

23 OCTOBER TO  
31 OCTOBER

## SUMMARY REPORT



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

The City coordinates the local planning, promotion and funding for the event program. The annual development and implementation of the Children's Week program represents a 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 were our main priority. In response to the current restrictions due to the coronavirus pandemic (COVID-19), the majority of events and activities were delivered online and the fun delivered virtually to children and families.

The City's support for Children's Week is consistent with key priorities contained within the Municipal Early Years Plan.

2021

THEME

Children have the right to choose their own friends and safely connect with others

### 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 / ENGAGEMENTS



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  
REACH



2,715  
WEB VIEWS

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



7  
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 community and 100% had fun.
- 86% of survey participant's prefer face to face events and 14% would like a combination of face to face and online.



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



Family Services successful application for  
**\$700 DET GRANT**

11

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.