

2022 GEELONG CALENDAR



COMMUNITY ENGAGEMENT SUMMARY

The Geelong calendar encourages pride in our region and supports local tourism activities through communication of council events, activities and major public events.

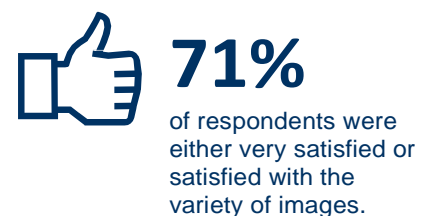
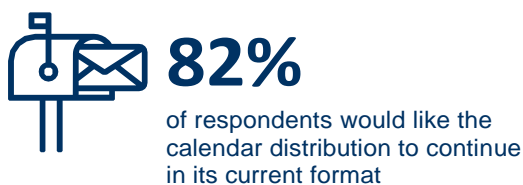
The Geelong Calendar is a free publication delivered annually to the residents of Geelong. 130,000 copies were distributed in December 2021. The distribution model was changed from walker delivery to Australia Post this year after a review of supplier offerings.

Last year, we asked what content respondents would find useful in the calendar.

- More than 86% of respondents said they would like more information on recycling and rubbish disposal, as a result of this feedback, we introduced a waste tip for each month.
- 75% of respondents wanted to see market dates return, this was also included.

Unfortunately, the football fixture was released later than usual and was not included due to print deadlines. It is unlikely to return given the high demand for an earlier distribution.

Between 28 February and 28 March, we sought community feedback on the 2022 Geelong calendar. We asked the community to have their say on the competition, content and delivery. Using this feedback, we will be able to make informed decision around the processes in the 2023 Geelong calendar production and distribution.



WHAT WE HEARD

The following outlines some of the key issues and opportunities we heard from the engagement activities.

OVERALL KEY FINDINGS

The objective of the engagement was to get feedback on the competition, content and distribution of the calendar. Questions were aimed at those who had received the calendar, but also guided those that hadn't to contact the City's customer service so that one could be sent to them.

Questions were a mixture of qualitative (open) and quantitative (closed) as it allowed us to measure using numbers but also provided opportunity for free responses on opinions and perceptions of the calendar production process.

What did the data tell us?

- 120 people provided responses to the 2022 Geelong calendar engagement. 66.67% received it through their letterbox (an increase of 10%), 24.79% through 'other', 4.2% collected at their local library, 1.7% collected from their customer service centre and 0.85% received it through facility management (lifestyle and retirement villages).
- 45.95% of survey respondents voted that they would like the distribution to begin earlier. 48.65% responded 'didn't mind' and 5.41% said 'no'.
- 82% of survey respondents voted that distribution remain in its existing format (mixed delivery via Australia Post, drop points and an option to request one to be delivered via an online form).
- 63% of respondents said they'd 'loved it' when asked about the 2021 calendar. 24% rated 'it's ok' and 13% 'don't use it'. We asked those that don't use it why. See some of the responses below.



"I have a smart phone. I don't like the idea of so much paper being used. I don't need a calendar.."

"Not enough space to write things in. Needs to be much bigger, a planner style layout that is useful rather than just a visual."

"I received it wrapped in plastic and completely wet. The outside was dry but the inside was ruined. Couldn't use it at all."

"I use the calendar on my computer but I love to look at the photography."

"As a family of four I use a family calendar. The current format of the COGG calendar doesn't work for us. There isn't enough space to write appointments etc."

- Several respondents used the survey as an opportunity to voice that they had not received the calendar or to make comment about other council activities. Calendars are available at drop points (libraries and customer service centres whilst stocks last) and can also be mailed out to home addresses using an online form request on www.geelongaustralia.com.au. In 2022 we received over 323 requests for the calendar to be mailed to homes.
- Last year 86% of respondents voted that we reintroduce market listings in the 2022 calendar. These were reintroduced based on that feedback. 74% of respondents were happy with the re-introduction.
- 21% of respondents had entered the 2022 calendar photography competition. Of those, 87% said photography is a hobby for them and 69.5% said they entered because they were proud of their region.
- 50% of respondents had voted in the 2022 calendar photography competition. Of those that voted 67% were either 'satisfied' or 'very satisfied' with the variety of images to select from.
- 42.7% of respondents viewed the calendar exhibition. An increase of almost 30% from the 2021 exhibition. This large increase can be explained by the transition from an in-person exhibition to an online.

NEXT STEPS

The following is a list of actions we aim to achieve in the process of developing the 2023 calendar.

- The distribution model was changed from walker delivery to Australia Post this year after a review of supplier offerings. Unfortunately, due to increased deliveries in December coupled with staff absences during the pandemic our distribution took longer than expected. After discussing with Australia Post we will aim to distribute the 2023 calendar earlier so that it is outside the peak delivery times.
- Several respondents reported issues with the engagement platform including a sliding scale response option where we asked for a written comment, a sliding scale that only allowed 0 or 10 to be selected, and that 'not satisfied' was preselected for them in the image satisfaction question.
- Some respondents felt a thicker cover stock would be better to prevent folding and tearing on the drill hole. Due to paper cost increases this unfortunately cannot be budgeted.
- We will continue the calendar exhibition in an online format in 2023.
- When asked "Is there any other information you would like us to include in the calendar?" several suggestions came through. Some are listed below. We will consider all the feedback and where there was significant demand, look for opportunities.



"Footy Fixture for Cats."

"Love the aussie focused public holidays & events."

"We used to get one trailer load of rubbish free to drop off each year at the tip. the voucher for this was on the back of the calendar. I would love that to be included again."

"A suggested place to visit each month."

"Library events / kids events / family events / art and culture events..."

"Consider making the start of the week a MONDAY not a Sunday please - it would be more useful."

"All local events, festivals, in Geelong and surrounds."

"ONLY amateur photographers should have their photos included (MANY of those submitted included professional logos or captions) & only ONE photo per photographer."

"A notes section where there is space on the month."

"Include a QR code that links to a webpage with more in-depth descriptions about all your events. Calendar should be printed locally, name the printer for publicity."