

# Events in Frankston City

## Survey Form

### Events in Frankston - tell us what you think!

We would like to invite you to participate in this detailed survey. Your answers will help us shape the future of Frankston City's event season. Please note, this survey may take 10 minutes to complete.

#### Events in Frankston - Part 1

Council are currently reviewing our event season and are seeking your feedback on Council-run events and future events which may form part of the event season moving forward.

This section will influence **programming and marketing** of our events.

#### 1. What Local Government Area (LGA/Council area) do you live in?

- ☐ Frankston City
- ☐ Other, please specify

#### 2. What is your age group?

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> 15-18 years | <input type="checkbox"/> 60-69 years       |
| <input type="checkbox"/> 19-25years  | <input type="checkbox"/> 70-79 years       |
| <input type="checkbox"/> 26-29 years | <input type="checkbox"/> 80-89 years       |
| <input type="checkbox"/> 30-39 years | <input type="checkbox"/> 90-99 years       |
| <input type="checkbox"/> 40-49 years | <input type="checkbox"/> 100+ years        |
| <input type="checkbox"/> 50-59 years | <input type="checkbox"/> Prefer not to say |

#### 3. What is the age group of those in your household? (select all that apply)

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> 0-4 years   | <input type="checkbox"/> 50-59 years       |
| <input type="checkbox"/> 5-10 years  | <input type="checkbox"/> 60-69 years       |
| <input type="checkbox"/> 11-15 years | <input type="checkbox"/> 70-79 years       |
| <input type="checkbox"/> 16-18 years | <input type="checkbox"/> 80-89 years       |
| <input type="checkbox"/> 19-25 years | <input type="checkbox"/> 90-99 years       |
| <input type="checkbox"/> 25-29 years | <input type="checkbox"/> 100+ years        |
| <input type="checkbox"/> 30-39 years | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> 40-49 years |  |

**4. If you live outside of Frankston City - Pre-COVID (March 2020) how often did you travel to Frankston City to attend events?**

- |   |   |
|---|---|
| <input type="radio"/> less than once a year | <input type="radio"/> 7-10 times a year         |
| <input type="radio"/> 1-3 times a year      | <input type="radio"/> more than 11 times a year |
| <input type="radio"/> 4-6 times a year      |   |

**5. If you live outside of Frankston City - Post-COVID restrictions, how likely are you to travel to Frankston City to attend events?**

- |   |   |
|---|---|
| <input type="radio"/> less than once a year | <input type="radio"/> 7-10 times a year         |
| <input type="radio"/> 1-3 times a year      | <input type="radio"/> more than 11 times a year |
| <input type="radio"/> 4-6 times a year      |   |

**6. If you live in Frankston City - Pre-COVID (March 2020) how often did you travel outside of Frankston City to attend events?**

- |   |   |
|---|---|
| <input type="radio"/> less than once a year | <input type="radio"/> 7-10 times a year         |
| <input type="radio"/> 1-3 times a year      | <input type="radio"/> more than 11 times a year |
| <input type="radio"/> 4-6 times a year      |   |

**7. If you live in Frankston City - Pre-COVID (March 2020) how often did you travel outside of Frankston City to attend events?**

- |   |   |
|---|---|
| <input type="radio"/> less than once a year | <input type="radio"/> 7-10 times a year         |
| <input type="radio"/> 1-3 times a year      | <input type="radio"/> more than 11 times a year |
| <input type="radio"/> 4-6 times a year      |   |

**8. Which statement best represents how you feel about attending events in the near future.**

Please note COVID Safe Principles include things such as COVID Safety Marshals, scanning QR codes throughout the site, prominent hand sanitisers, COVID Safe Plans and capacities across the site.

- ☐ I cannot foresee attending an event until there is no COVID risk
- ☐ I will attend when I am confident the risk of COVID transmission is minimal
- ☐ I will attend events if the COVID Safety principles (outlined in above question) are well publicised as this will give me confidence
- ☐ Now or as soon as permitted
- ☐ Other, please specify

**9. Can you please provide us with more information about why you feel this way?**

**10. Where do you generally look for events to attend which interest you? (select all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> Council's Facebook pages (Discover Frankston, Frankston Events, Frankston City Council etc.) | <input type="checkbox"/> Discover Frankston website     |
| <input type="checkbox"/> Facebook groups  | <input type="checkbox"/> Frankston City Council website |
| <input type="checkbox"/> Instagram  | <input type="checkbox"/> Beat Magazine                  |
| <input type="checkbox"/> Frankston City News (FCN)  | <input type="checkbox"/> Mornington Peninsula Magazine  |
| <input type="checkbox"/> Local newspapers   | <input type="checkbox"/> Peninsula Essence              |
|   | <input type="checkbox"/> Community Radio Stations       |
|   | <input type="checkbox"/> Other (please specify)         |

## Events in Frankston - Part 2

Council currently have eight events as part of their Major Event season:

- [The Mayor's Family Picnic](#)
- [Pets' Day Out](#)
- [Frankston's Christmas Festival of Lights](#)
- [The Waterfront Festival](#)
- [Ventana Fiesta](#)
- [The Big Picture Fest](#)
- [Party in the Park](#)
- [South Side Festival](#) (coming in 2022, may be excluded from some questions)

These events are owned and managed by Frankston City Council.  
This section relates to these **events** only.

**11. Have you attended a Council run major event in the last three years? (i.e. the events listed above)**

- ☐ Yes
- ☐ No

**If no, is there a particular reason why you haven't attended these events in the past?**

- ☐ These types of events aren't of interest to me
- ☐ I wasn't aware of these events
- ☐ Accessibility issues at these events
- ☐ I found it hard to get to these events (parking or transport issues)
- ☐ Too many people attend these events and crowds are of concern
- ☐ Other, please specify

**12. Are you willing to pay to attend Council-run events?**

- ☐ No – Council events should be free
- ☐ Yes – Only if the events are under \$10
- ☐ Yes – Only if the event ticket price matches the quality of programming/experience
- ☐ Yes – Pay what you can \$0, \$5 to support an artist, \$15 to support a band, etc

**13. Can you please provide us with more information about why you feel this way?**

**14. What do you look for at an event? (select all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> Live music                                   | <input type="checkbox"/> Amusement rides  |
| <input type="checkbox"/> Family friendly entertainment and activities | <input type="checkbox"/> Supporting local (Frankston City) artists and businesses |
| <input type="checkbox"/> Food and drink experiences                   | <input type="checkbox"/> Arts and culture   |
| <input type="checkbox"/> Parking Proximity to public transport        | <input type="checkbox"/> Experiences not available elsewhere                      |
| <input type="checkbox"/> Workshops and activities                     | <input type="checkbox"/> COVID Safety   |
| <input type="checkbox"/> Market stalls                                | <input type="checkbox"/> Other (please specify)                                   |
| <input type="checkbox"/> Community groups and displays                |   |

**Is there anything else you'd like to share about your experiences at Council-run major events?**

## Events in Frankston - Part 3

In this section we would like to explore what opportunities there might be for **additional events** in the municipality and want you to focus on other events from what we spoke about in the last section.

Have a think about any gaps you see in our current event season and what events you would like to see in Frankston City.

**15. If Council was to expand its event calendar, which types of events would you like to see include in the program? (select all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> Food and wine          | <input type="checkbox"/> Public art         |
| <input type="checkbox"/> Live music             | <input type="checkbox"/> Dance              |
| <input type="checkbox"/> Art                    | <input type="checkbox"/> Intercultural      |
| <input type="checkbox"/> Children's programming | <input type="checkbox"/> Indigenous Culture |
| <input type="checkbox"/> Other (please specify) |   |

**16. What events have you travelled to outside of the Frankston municipality to attend in the past 3 years? What attracted you to these events?**

**17. What do you look for in programming at an event? (select all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> Diversity in programming showcasing emerging talent, cultural backgrounds etc. | <input type="checkbox"/> Exclusive and memorable experiences that I can't get anywhere else |
| <input type="checkbox"/> Attracting well known activities or performers to Frankston City               | <input type="checkbox"/> Feeling connected to the Frankston City community                  |
| <input type="checkbox"/> Things my family can do together   | <input type="checkbox"/> Other (please specify)   |
| <input type="checkbox"/> Activities to keep my children entertained                                     |   |
| <input type="checkbox"/> Being connected to local music and food  |   |
| <input type="checkbox"/> Educational experiences  |   |

**18. Order the following list of events you would be likely to attend?**

Order from 1-9 with 1 being most preferred and 9 being least

	An open-air dining experience
	A light and sound festival in George Pentland Botanic Gardens
	A live music event in the centre of the Frankston City
	A twilight market series along the Frankston foreshore
	A music, food and wine event at McClelland Gallery
	Live theatre performances in Ballam Park
	A contemporary arts fair across the Municipality
	A local Indigenous Festival
	A laneway series of events in the centre of Frankston

**19. If you could pick up any event from across the world and stage it in Frankston, which event would you choose?**

**20. Which locations in Frankston would you like to see activated with events?**

- ☐ Parks and Gardens
 ☐ Neighbourhood strips
- ☐ City centres
 ☐ Foreshores
- ☐ Other (please specify)

**21. I am proud of Frankston City as an events destination**

- ☐ Yes
- ☐ Unsure
- ☐ No

**22. Is there anything else you would like us to know/consider?**

We would like to thank you for sharing your feedback with us.

If you would like to stay up to date with upcoming events please subscribe to the Discover Frankston Newsletter here: <https://www.discoverfrankston.com/about-frankston/...>

**Follow along on:**

Discover Frankston Facebook: <https://www.facebook.com/DiscoverFrankston>

Discover Frankston Instagram: <https://www.instagram.com/discoverfrankston/>



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## Do you want to enter into a draw to win an exclusive prize pack for The Waterfront Festival 2022?

If so, please provide us with your contact details.

First Name

Last Name

Email address

Contact number

### Competition information

If you would like to enter into the draw to win an exclusive prize pack for The Waterfront Festival 2022 (including amusement ride, showbag and food vouchers), please leave your details at the end of the survey. The Waterfront Festival 2022 is scheduled to occur on Saturday 19 and Sunday 20 February 2022. The winner will be drawn at random and notified the week of the 29th November 2021.

### Privacy Statement

The information on this page is being collected and used by Council in the exercise of its powers and functions under legislation (including the *Local Government Act 2020*) in order to achieve its purposes as provided in the legislation. Your personal information will only be disclosed outside Council with your consent, or where required or permitted by law. For instance, Council may disclose your personal information to its contractors, credit providers or professional advisors to assist Council to perform its functions. This information will not otherwise be disclosed without your consent or as required or permitted by law. The information will only be amended upon receipt of written instructions either from yourself or from parties authorised to act on your behalf. You have a right to access your personal information subject to some exceptions allowed by law. If you have any questions related to privacy, please contact Council's Privacy Officer on 1300 322 322.

### Competition Privacy information

Frankston City Council has one exclusive prize pack for The Waterfront Festival 2022 event, valued at \$100 on offer as part of this competition. The Waterfront Festival 2022 is scheduled to occur on Saturday 19 and Sunday 20 February 2022.

An individual is only able to enter once into the competition and is only eligible to be a recipient of one (1) prize pack. Frankston City Council will collate all competition entries (individual's details) and assign a number to them. Staff will then use an online random number generator (<https://www.randomresult.com/num.php>) to choose one (1) within a number range (number range will start at one (1) and finish at the last competition entry). Personal information will not be entered into the random number generator.

The winners will be drawn at random and notified the week of the 29th November 2021 via email or phone call. The prize pack will be transferred to the winner in January 2022 ahead of the festival.

Should the festival not be able to proceed due to COVID-19 restrictions a voucher to the value of \$100 will be provided to the winner to a local business.

All personal information gathered for the purpose of the competition will be only used for this Competition. Personal Information will not be used for any other purpose or project.