

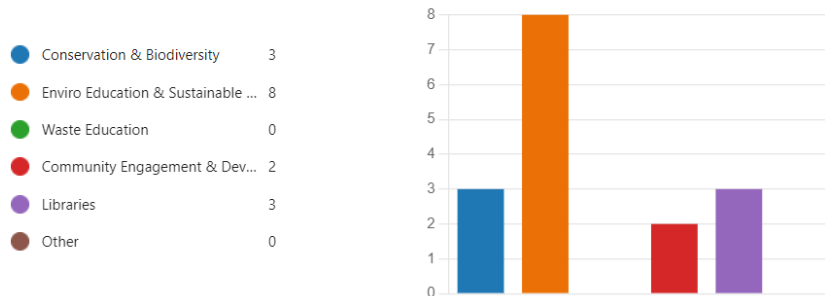
SURVEY – Researching attendance experiences with Local Councils in past 12 months

- Email send to 29 Councils on 5th October.
- Responses received 16 (55%)

Q1

1. In which section of Council do you work in? Tick one.

[More Details](#)

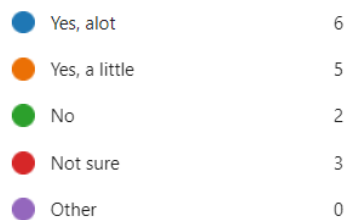


Of those responding 50% worked in the Environmental Education and Sustainability department of their Council.

Q2

2. Have you experienced a reduction in online community education event REGISTRATIONS in the last 12 months? Tick one.

[More Details](#)



Of those responding

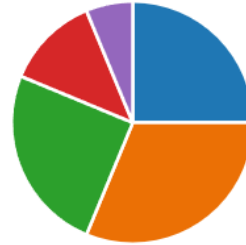
- 69% had noticed a drop off in registrations for online community education events (37% experienced a significant drop off, 31% a little)
- 13% had experienced no drop off in registrations for online community education events

Q3

3. Have you experienced a reduction in face to face community education event REGISTRATIONS, comparing now to before pre COVID? Tick one.

[More Details](#)

● Yes, a lot	4
● Yes, a little	5
● No	4
● Not sure	2
● Other	1



Of those responding

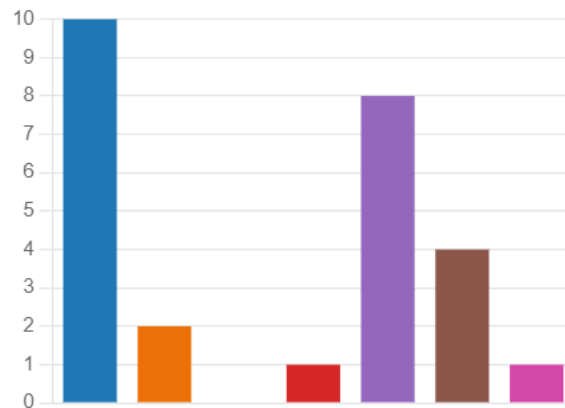
- 56% noticed a drop-off in registrations for face-to-face community education events, (25% noticing a significant drop off and 31% a little).
- 25% experienced no drop off in registrations for face-to-face community education events
- Generally, there is less drop off for registration for face-to-face sessions compared to webinars.

Q4

4. If you answered yes to Q2/Q3, what do you think are the main reasons for this? Tick those relevant.

[More Details](#)

● Don't want webinars now, post ...	10
● Accessed the info they needed ...	2
● Not interested in the topics offe...	0
● Can get info elsewhere and on ...	1
● Generally too busy to engage	8
● Nervous about attending face t...	4
● Other	1



Recognising there is a downturn in attendance, the reasons behind this were identified as predominately (shown as percentage of respondents)-

- Lack of interest in webinars (63%)
- Too busy to engage (50%)

- Nervous about attending face to face events (25%)

No respondents selected 'not interested in topics on offer'.

Recommendations – Identify an audience for each event you run and offer this in a format and a time that would be suitable for that audience. Prioritize face to face community education events with a mix of short bitesize online webinars (up to 30 mins). These webinars could be used to build knowledge following on from a face-to-face event. They can also be used to provide a recap if recordings are provided for those that cannot make it.

Q5

5. Of those who register, how many actually ATTEND the community education event? Provide estimate by ticking one.

[More Details](#)

 Insights

● 80 - 100%	0
● 60 - 80%	0
● 40 - 60%	14
● 20 - 40%	0
● Under 20%	1



Overwhelmingly, 88% of respondents identified a drop in registration numbers to attendance numbers as being 40 – 60%.

Recommendation – A drop off of 40% should be added to the events capacity in ticket booking systems. Materials and catering should be provided at a level of 40% of the number of bookings to reduce waste.

Q6

6. Why do you think those who have signed up, do not attend? Tick those relevant.

[More Details](#)

● Other commitments come up	13
● Change of mind	11
● Forget / loose booking	7
● No real commitment to begin w...	9
● Other	3



Of the 16 Councils responding, 81% indicated that they thought the reason for non-attendance was other commitments coming up, 68% it was due to change of mind and 56% thought it was from a

change in mind. But as question 7 indicates, without having contacted these audiences to see why they have not attended, it is hard to be confident about the reasons behind them not coming to the event.

Q7

7. Have you ever contacted those who do not turn up to find out why?

[More Details](#)

● Yes	3
● No	13



Of those responding, 81% had not contacted those that had not turned up to events to find out why.

Recommendation – Rather than contact those who did not show up to specifically ask why, incorporate a question about this in the feedback / follow up email and send to all who register to -

- Ask for feedback.
- Thank them for a wonderful evening and identify key learning or highlight.
- Make a comment about the giveaway (i.e. don't forget to send in photos of your free indigenous plants in their new home)
- Embed a photo of the giveaway / activity that took place with happy attendees in the shot.

Q8

8. Do you find offering incentives / giveaways at community education events reduces non attendance? Tick one.

[More Details](#)

● Yes, really effective	2
● Yes, somewhat effective	6
● No	3
● Havent tried it	5



Of those that had tried incentives and giveaways at community events (69%), only 18% said it was very effective, whilst 54% said that it was somewhat effective and 27% said that this approach was not effective at all. 31% of respondents have not tried to provide incentives.

Recommendation – if you offer initiatives and incentives to increase attendance, then these details will need to be in the event information. You also need to use incentives to create the Fear of Missing Out (FOMO) after the event by sending photos of the giveaways and the event to all registered people, to maximize the impact of the investment of the giveaway. See above.

Q9

9. Have you tried any other methods to increase attendance and reduce drop off at free community education events, that have worked? If so, what?

Every respondent gave some insights into charging, sending reminders, cross promotion and organising and post event services -

Charging

- charging for tickets seems to work as does taking a small payment to confirm a spot for expensive events such as training.
- talked internally about being clear there is a small amount payable for not attending if you have registered and then not shown up.

Reminders

- sending reminder emails before the event.
- calling everyone who booked in a day before the event, a 100% attendance then occurred.

Promotion / Scheduling

- linking the event with a wider community event is always successful.
- running events in partnership with community organisations (either through grants or through scheduling) is a great way to get community buy in.
- organising events during an awareness month/day e.g., national water week, link into topics already on the community's radar.
- Promoting catering if offered (snacks and beverages) Do not supply it without including it in event details.

Post Event

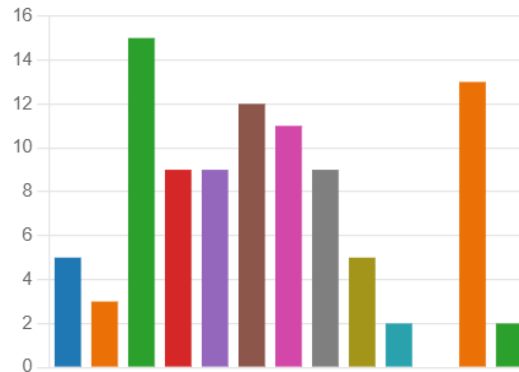
- recordings often work for webinars; we get more watching recordings than attending.

Q10

10. What types of community education are you offering for the rest of this financial year? Tick all relevant

[More Details](#)

● Program of sessions over a num...	5
● Program of sessions that particp...	3
● One off events on specific targe...	15
● One off events influenced by wh...	9
● Sessions run in partnership with...	9
● Sessions run in partnership with...	12
● Sessions run as part of another i...	11
● All events will still be free	9
● Certain events will be charged	5
● Offer face to face events only	2
● Offer online webinar events only	0
● Offer a mix of face to face and ...	13
● Other	2



- Delivery – In the next 12 months of those responding
 - 31% were planning to run a closed ticketed program series whilst 19% were planning an opt in program of events.
 - 94% were organising one off, topic driven events and 56% were open to being flexible with booking sessions based on what was on offer or what the community requested. On off events were the preferred delivery.
- Partnerships - 56% of respondents will deliver events in partnership with neighboring Councils; 75% with local community groups in their area; 69% will link into other initiatives such as Backyard Bird Count.
- Charging for events - 56% are going to continue to provide all events for free in the future, whilst 31% are going to charge for some events.
- future delivery mode - 81% are going to offer a mix of webinar and face-to-face events and 13% are going to offer face-to-face events only. No respondents are going to offer webinars only.

Collaboration and running events in partnership with other organisations is becoming increasingly popular. This enables cross promotion and wider community connectivity

Recommendations –

- Run community education events with community groups to support their calendar of events and access an established network and audience. To reach those hard-to-reach audiences, consider partnering with other types of community groups focused on culture, the arts, sports, recreation and interest clubs as well as facilities such as neighbourhood houses, sports pavilions, childcare centres and playgroups.
- Run hands-on sessions at other community events, open days, fetes, clean ups, festivals

- Organise several events so that they support other initiatives / umbrellas of events focused on a particular topic or activity, which often have their own events platforms which will reach a wider audience.

Q11

11. Are there any topics that you want to deliver as part of your gardening education program, but are struggling to locate a suitable presenter? List topics.

- Community Gardening 101 through to expert Community Gardening operations, coordination, dealing with members
- Backyard self sufficiency
- Wildlife or climate resilient gardens for schools/kindergartens/community facilities
- Connection to Indigenous Cultures - We have found there is a community desire for cultural connection opportunities and sessions. Would be worth exploring traditional gardening workshops and connection with first nations people.

Recommendation - If there is any gardening topic that you are interested in organising then get in contact with SGA. With over 20 years of experience we can use our knowledge, skills and contacts in the industry to develop new sessions you may want and can't find elsewhere.