

City of Port Phillip

Events Survey Report

August 2017



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City of Port Phillip

Prepared by:

Metropolis Research
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Introduction

Metropolis Research was commissioned by the City of Port Phillip to conduct primary research of the Port Phillip community (including both residents and a subset of business types) to explore a range of issues around the holding of events in the City of Port Phillip.

Specifically the research aimed to explore the following issues:

- ⊗ **Awareness** - of local events held in the City of Port Phillip, and the methods of hearing about events.
- ⊗ **Attending events** - including the frequency, likelihood of attending same events next year, likelihood of attending other or new events next year, and factors to encourage more attendance at events.
- ⊗ **Benefits of events** - to individuals, businesses, and the community as a whole.
- ⊗ **Impacts of events** – on individuals, businesses, and the community as a whole.
- ⊗ **Views about events** – preferred number of events, whether events make respondents feel proud of the community, preferred types of events, and whether attending events makes respondent feel part of their local community.
- ⊗ **Respondent profile** – including age, gender, language spoken at home, household disability status, household structure, dwelling type, period of residence in Port Phillip, business type, number of employees, period of operation in Port Phillip, and targeted age groups of the respondent business.

There were a set of questions included in this survey relating specifically to the St. Kilda Festival. They have been reported in a separate report.

Methodology and response rate

This research was conducted using two different methodologies.

The resident survey was conducted as a door-to-door interview style survey of 1,097 respondents drawn randomly from across the eleven suburbs comprising the City of Port Phillip over four weekends commencing the 15th of July and concluding on the 6th of August.

Surveys were all conducted during daylight hours on the Saturday and Sunday to ensure all residents had an equal opportunity to be invited to participate.

Approximately one hundred surveys were conducted in each of the eleven suburbs comprising the City of Port Phillip in order to maximise the statistical strength of the results at the suburb level.



The municipal results have consequently been weighted by the suburb’s population sourced from the 2016 *Census*. This ensures that the suburb results are as statistically significant as possible, particularly for the smaller suburbs, whilst also ensuring that each suburb contributes proportionally to the municipal result.

The weighting results as outlined in the following table.

Suburb of residence
Port Phillip City Council - 2017 Events Survey
(Number and percent of total respondents)

<i>Response</i>	<i>Unweighted</i>		<i>Weighted</i>	
	<i>Number</i>	<i>Percent</i>	<i>Number</i>	<i>Percent</i>
St Kilda	102	9.3%	219	20.0%
Elwood	93	8.5%	174	15.9%
Port Melbourne	100	9.1%	173	15.8%
South Melbourne	99	9.0%	120	10.9%
St Kilda East	102	9.3%	98	8.9%
St Kilda Rd	101	9.2%	84	7.7%
Albert Park	100	9.1%	73	6.7%
Balaclava	98	8.9%	59	5.4%
Middle Park	102	9.3%	46	4.2%
St Kilda West	99	9.0%	34	3.1%
Ripponlea	101	9.2%	17	1.5%
Total	1,097	100%	1,097	100%

Trained Metropolis Research survey staff conducted interviews of approximately ten to fifteen minutes duration. A number of surveys were conducted in a language other than English to help include multi-lingual households, and staff did seek to interview a person aged less than 35 years in the first instance to ensure that these hard-to-reach age groups were appropriately included in the sample.

A total of 6,358 households were approached with a view to inviting them to participate. Of these, 3,783 were unattended at the time the interviewer called and therefore were not invited to participate and played no further part in the research. 1,487 residents refused the invitation to participate and 1,097 completed the survey. This provides a strong response rate of 42.5%.

The business survey was conducted as a telephone interview survey of approximately seven minutes duration. A sample of businesses within six main industry types were sourced from a list broker, drawn from across all the suburbs located in the City of Port Phillip.



Glossary of terms

Measurable

A measurable difference is one where the difference between or change in results is sufficiently large to ensure that they are in fact different results, i.e. the difference is statistically significant. This is due to the fact that survey results are subject to a margin of error or an area of uncertainty.

Statistically significant

Statistically significant is the technical term for a measurable difference as described above. The term “statistically significant” and the alternative term “measurable” describe a quantifiable change or difference between results. They do not describe or define whether the result or change is of a sufficient magnitude to be important in the evaluation of performance or the development of policy and service delivery.

Significant result

Metropolis Research uses the term *significant result* to describe a change or difference between results that Metropolis Research believes to be of sufficient magnitude that they may impact on relevant aspects of policy development, service delivery and the evaluation of performance and are therefore identified and noted as significant or important.

Other subjective terms

Metropolis Research uses terms such as “*somewhat, albeit not measurably*” and similar terms such as notable and meaningful in this report to describe results that are not technically statistically significant, but which are likely to be of interest to readers as reflecting an important variation. This is often the case where the sample size is relatively small and a meaningful variation may not always be statistically significant.



Key findings

The following are the key municipal findings from the *City of Port Phillip – 2017 Events Survey*.

Awareness of and attendance of events

- ⊗ The overwhelming majority of both resident (74.9%) and business (76.4%) survey respondents were [aware of events](#) held in the City of Port Phillip in the last twelve months. Younger respondents tended to be more aware of events than older respondents, female respondents more likely than male respondents, and respondents from English speaking households more likely than respondents from multi-lingual households.
- ⊗ The [events](#) of which respondents were most likely to be aware were market (41.6%), music (40.7%), entertainment (38.1%), food and beverage (38.1%), and arts (31.6%) events. Similar results were found for business survey respondents.
- ⊗ The three most common methods by which respondents usually [hear about events](#) include posters / signage (47.8%), word of mouth (47.3%), and social media (40.5%). There was significant variation in these results observed by age structure, particularly in relation to social media and local newspapers.
- ⊗ A little more than half (56.6%) of resident survey respondents reported that they had [attended](#) at least one event in the last twelve months. Younger respondents were significantly more likely to attend events than older respondents, female respondents were more likely than male respondents, and respondents from English speaking households more likely than respondents from multi-lingual households.
- ⊗ The events resident survey respondents were most likely to have [attended](#) included market (29.0%), music (26.4%), entertainment (25.2%), and food and beverage (21.2%).
- ⊗ Whilst more than one-quarter (27.4%) of respondents [attended events](#) at least once a month, a similar proportion (27.8%) usually attended events only approximately once a year or less often. There was significant variation in this result by respondent by age, gender, and language spoken at home.
- ⊗ The overwhelming majority (88.5%) of respondents that had attended events in the last twelve months reported that they were somewhat or very likely to [attend the same events](#) again next year.
- ⊗ Almost two-thirds (60.7%) of respondents reported that they were either somewhat or very likely to [attend other or new events](#) in the City of Port Phillip in the next twelve months.
- ⊗ The [factors most likely to encourage respondents to attend more events](#) locally in the City of Port Phillip were more information about what is on / when (36.3%), lower cost / free events (31.9%), and different types of events (28.1%).



Benefits and impacts of events

- ⊗ Almost all (98.3%) of respondents attending events identified at least one [benefit they believe they get from attending events](#). The most common personal benefits from attending events in the City of Port Phillip were having a fun / enjoyable experience (65.6%), socialise with friends and the community (63.1%), seeing arts / culture / entertainment locally (47.4%), feeling part of the local community (44.7%), and opportunity to buy or shop locally (42.1%).
- ⊗ The main [benefits to local business](#) from events held locally include opportunities for partnership, or joint marketing (66.1%), general increase of people in the area (55.8%), and make it a more vibrant area to visit (54.5%).
- ⊗ The most valuable [benefits to the City of Port Phillip](#) in hosting events were support for local business / local economy (63.5% residents and 74.1% business), provide an interesting place to live (49.8% and 72.1%), and opportunities for the community to come together (44.8% and 77.1%), and increased tourism (30.4% and 82.4%).
- ⊗ The main [impacts on individuals and the local area](#) of events held locally were litter (32.3% of residents and 49.2% of business), parking availability (31.4% and 62.8%), and road closures (30.9% and 63.5%).
- ⊗ The main [impacts on local business](#) from events held locally were parking availability (59.1%) and road closures (56.5%).

Events in the City of Port Phillip

- ⊗ More than two-thirds of both resident (80.5%) and business (70.1%) survey respondents believe that the [number of events](#) in the City of Port Phillip is “about right” or could not say. Almost one-quarter (24.6%) of business survey respondents and 11.6% of resident survey respondents consider that the number of events in the City of Port Phillip is “too few”.
- ⊗ Approximately two-thirds of resident (67.4%) and business (63.1%) survey respondents [feel proud](#) of their local community / area as a result of events being held locally.
- ⊗ The most common types of [events respondents would like to see more of](#) in the City of Port Phillip include music (48.2% of resident and 40.2% of business), arts (42.0% and 34.6%), entertainment (39.7% and 33.9%), food and beverage (39.6% and 36.2%), and market (37.6% and 25.9%).
- ⊗ Almost three-quarters (70.8%) of respondents attending events in the City of Port Phillip believe that attending local events makes them [feel part of their local community](#).



Variation in results by suburb and respondent profile

Metropolis Research observed a number of major themes in these results particularly in relation to variation in the results across the eleven suburbs comprising the City of Port Phillip as well as by respondent profile.

Particular attention is drawn to the following key points:

- ⊗ ***St. Kilda and to a lesser extent Balaclava*** – respondents in these two suburbs tended to be significantly more engaged with and supportive of events being held locally in the City of Port Phillip.
- ⊗ ***Young person and young adults (aged 15 to 34 years)*** – respondents tended to be significantly more engaged with and supportive of events being held locally in the City of Port Phillip. They were also more likely to engage with information via social media and website.
- ⊗ ***Middle-aged, older adults and senior citizens (aged 50 years and over)*** – respondents tended to be somewhat less engaged with and supportive of events being held in the City of Port Phillip. They tended to be more likely to highlight negative impacts than were younger respondents, and they were less likely to be attending events. They were also more likely to engage with information via printed methods, with older adults and seniors in particularly more focused on local newspapers and DiverCity.



Awareness and attending events

Resident and business survey respondents were asked:

“Have you been aware of, or attended (residents only) any events held in the City of Port Phillip in the last twelve months?”

Approximately three-quarters of both the resident (74.9%) and business (76.4%) survey respondents were aware of events held in the City of Port Phillip in the last twelve months.

A little more than half (56.6%) of resident survey respondents reported that they had attended at least one event in the City of Port Phillip. Business survey respondents were not asked if they had attended any events, only if they were aware of any events.

Aware of / attended events in Port Phillip in the last 12 mths
Port Phillip City Council - 2017 Events Survey
(Number and percent of respondents providing a response)

Response	Residents		Business	
	Number	Percent	Number	Percent
Aware of and have attended events	620	56.6%	230	76.4%
Aware of but have not attended events	200	18.3%		
Not aware of or attended events	275	25.1%	71	23.6%
Not stated	2			
Total	1,097	100%	301	100%

There was some variation in the proportion of respondents aware of and / or attending events in the City of Port Phillip observed by respondent profile, with attention drawn to the following:

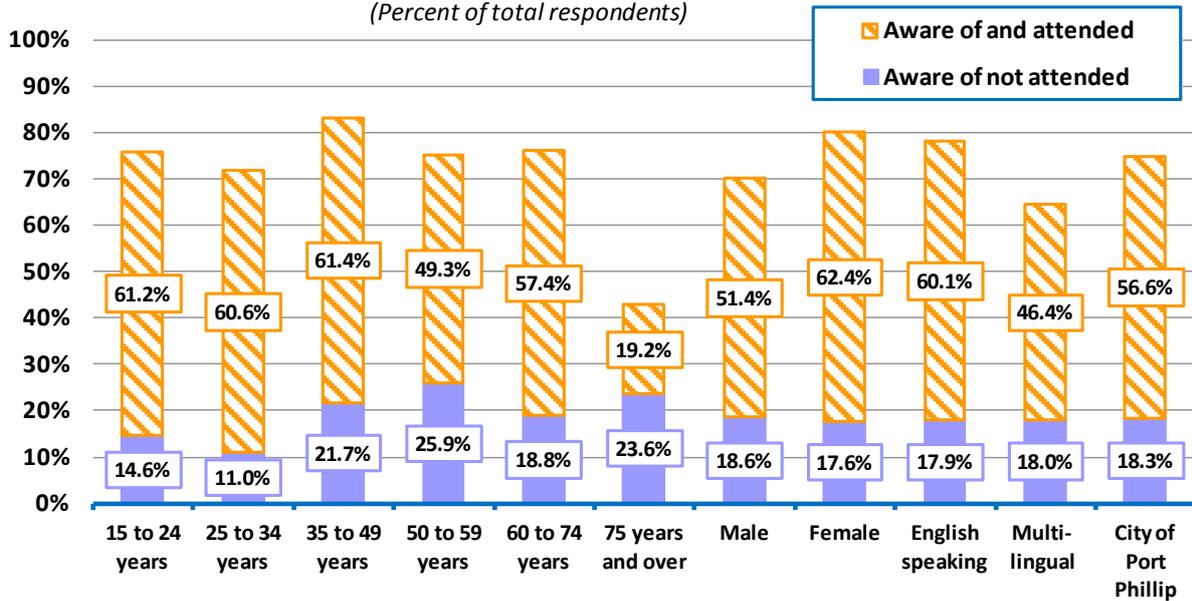
- ⊗ **Younger persons, young adults, and adults (aged 15 to 49 years)** – respondents were somewhat more likely than average to have attended events in the last twelve months.
- ⊗ **Middle-aged adults (aged 50 to 59 years) and senior citizens (aged 75 years and over)** – respondents were measurably less likely than average to have attended events in the last twelve months.
- ⊗ **Gender** – female respondents were measurably and significantly more likely than male respondents to have attended events in the last twelve months.
- ⊗ **Language spoken at home** – respondents from English speaking households were measurably and significantly more likely than respondents from multi-lingual households to have attended events in the last twelve months.



Aware of and / or attended events in the City of Port Phillip in the last year by profile

Port Phillip City Council - 2017 Events Survey

(Percent of total respondents)



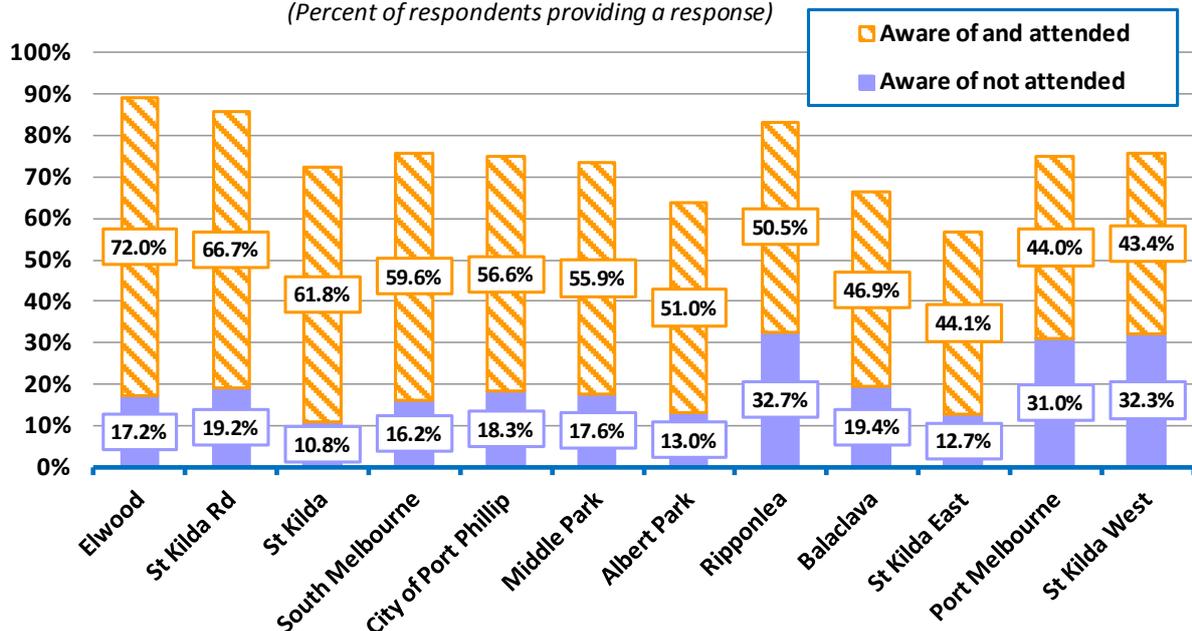
There was measurable and significant variation in the propensity of respondents to be aware of and / or attended events in the City of Port Phillip observed across the eleven suburbs comprising the municipality, with attention drawn to the following:

- ⊗ **Elwood and St. Kilda Road** – respondents were measurably more likely than average to have attended events in the last twelve months.
- ⊗ **Balaclava, St. Kilda East, Port Melbourne, and St. Kilda West** – respondents were measurably less likely than average to have attended events in the last twelve months.

Aware of and / or attended events in the City of Port Phillip in the last year by suburb

Port Phillip City Council - 2017 Events Survey

(Percent of respondents providing a response)



Awareness of events

Awareness of events in the last twelve months

Resident and business survey respondents were asked:

“What types of events were you aware of, and which if any did you attend in the last twelve months?”

Consistent with the results discussed above, approximately three-quarters of both resident and business survey respondents were aware of at least one of the fifteen listed types of events (including other events).

Resident survey respondents were aware of approximately five events per respondent, whilst business survey respondents were aware of slightly lower average of 4.75 events.

Aware of events in the City of Port Phillip
Port Phillip City Council - 2017 Events Survey
(Number and percent of total respondents)

Events	Residents		Business	
	Number	Percent	Number	Percent
Market	456	41.6%	126	41.9%
Music	446	40.7%	136	45.2%
Entertainment	418	38.1%	128	42.5%
Food and beverage	363	33.1%	79	26.2%
Arts	347	31.6%	76	25.2%
Community	297	27.1%	77	25.6%
Active / sporting	276	25.2%	102	33.9%
Cultural	263	24.0%	84	27.9%
Film	229	20.9%	60	19.9%
Multi-cultural	203	18.5%	52	17.3%
Gallery event	168	15.3%	35	11.6%
Educational	154	14.0%	29	9.6%
Fundraising	141	12.9%	44	14.6%
Public forum / speaker	124	11.3%	31	10.3%
Other	26	2.4%	45	15.0%
Total responses	3,911		1,104	
<i>Respondents aware of at least one type of event</i>	<i>775</i> <i>(70.7%)</i>		<i>232</i> <i>(77.1%)</i>	



The events respondents were most likely to be aware of included market events (41.6% of resident and 41.9% of business), music events (40.7% and 45.2%), and entertainment events (38.1% and 42.5%).

Metropolis Research does note that more than one-sixth of both resident and business survey respondents were aware of each of ten listed events. This highlights both the diversity of events being held in the City of Port Phillip, as well as the relatively large proportion of the community that are aware of the broad range of events being held in their municipality.

There was measurable variation in the events resident survey respondents were aware of observed across the eleven suburbs comprising the City of Port Phillip, with attention drawn to the following:

- ⊗ **Elwood** – respondents were measurably more aware than average of market, entertainment, music, community, active / sporting events.
- ⊗ **Middle Park** – respondents were measurably more aware than average of market events.
- ⊗ **Port Melbourne** – respondents were measurably more aware than average of food and beverage events.
- ⊗ **Ripponlea** – respondents were measurably more aware than average of music and gallery events.
- ⊗ **St. Kilda** – respondents were measurably more aware than average of arts and film events.
- ⊗ **St. Kilda Road** – respondents were measurably more aware than average of music, entertainment, arts, multi-cultural, and active / sporting events.
- ⊗ **St. Kilda West** – respondents were measurably more aware than average of music events.



Top ten events aware of in the City of Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

Albert Park		Balaclava	
Market	36.0%	Entertainment	38.8%
Music	35.0%	Arts	33.7%
Entertainment	28.0%	Music	32.7%
Cultural	27.0%	Market	27.6%
Food and beverage	24.0%	Food and beverage	27.6%
Arts	23.0%	Cultural	24.5%
Active / sporting	23.0%	Multi-cultural	23.5%
Community	22.0%	Community	22.4%
Multi-cultural	20.0%	Film	19.4%
Film	16.0%	Gallery event	19.4%

Elwood		Middle Park	
Market	54.8%	Music	48.0%
Entertainment	53.8%	Entertainment	41.2%
Music	48.4%	Market	34.3%
Community	44.1%	Arts	32.4%
Active / sporting	35.5%	Community	30.4%
Food and beverage	34.4%	Active / sporting	30.4%
Arts	28.0%	Food and beverage	30.4%
Cultural	25.8%	Cultural	20.6%
Film	21.5%	Film	20.6%
Multi-cultural	16.1%	Multi-cultural	17.6%

Port Melbourne		Ripponlea	
Music	43.0%	Music	53.5%
Food and beverage	43.0%	Market	39.6%
Market	40.0%	Entertainment	39.6%
Arts	35.0%	Food and beverage	29.7%
Entertainment	33.0%	Arts	28.7%
Community	32.0%	Active / sporting	27.7%
Cultural	30.0%	Gallery event	26.7%
Active / sporting	24.0%	Film	24.8%
Film	23.0%	Community	21.8%
Educational	19.0%	Cultural	18.8%



Top ten events aware of in the City of Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

South Melbourne		St Kilda	
Market	38.4%	Market	47.1%
Food and beverage	26.3%	Arts	43.1%
Community	22.2%	Music	43.1%
Music	21.2%	Entertainment	42.2%
Entertainment	20.2%	Food and beverage	39.2%
Arts	17.2%	Film	29.4%
Cultural	16.2%	Active / sporting	24.5%
Active / sporting	14.1%	Multi-cultural	23.5%
Film	9.1%	Community	21.6%
Public forum	8.1%	Cultural	21.6%

St Kilda East		St Kilda Road	
Market	32.4%	Music	55.4%
Music	28.4%	Entertainment	51.5%
Entertainment	24.5%	Arts	40.6%
Food and beverage	23.5%	Market	39.6%
Arts	22.5%	Multi-cultural	39.6%
Community	22.5%	Active / sporting	39.6%
Cultural	20.6%	Food and beverage	31.7%
Active / sporting	13.7%	Cultural	27.7%
Educational	12.7%	Film	27.7%
Film	11.8%	Gallery event	21.8%

St Kilda West		City of Port Phillip	
Music	51.5%	Market	41.6%
Entertainment	44.4%	Music	40.7%
Market	35.4%	Entertainment	38.1%
Arts	29.3%	Food and beverage	33.1%
Community	28.3%	Arts	31.6%
Active / sporting	27.3%	Community	27.1%
Cultural	26.3%	Active / sporting	25.2%
Food and beverage	25.3%	Cultural	24.0%
Multi-cultural	18.2%	Film	20.9%
Educational	15.2%	Multi-cultural	18.5%

There was measurable variation in the awareness of various types of events observed by respondent profile.



These results clearly indicate that younger respondents are more likely to be aware of a broader range of events than older respondents, and that there is some variation in the types of events that different age groups are more or less likely to be aware.

When examined by respondents' gender, it is clear that female respondents are significantly more likely to be aware of a broader range of types of events than male respondents. This is likely to reflect greater levels of engagement in these types of events by female respondents compared to male respondents.

It is also clear in these results that respondents from English speaking households are significantly more likely to be aware of a broad range of events than respondents from multi-lingual households. This variation may well reflect at least in part, a higher propensity of respondents from English speaking households to be more engaged in or prefer the types of public events in their local area than respondents from multi-lingual households. It is also true however that this variation may reflect greater access to information on local events for respondents from English speaking households than respondents from multi-lingual households.

Metropolis Research is firmly of the view that the variation is due more to a greater level of engagement by respondents from English speaking households rather than a lack of information for multi-lingual household respondents.

Attention is drawn to the following statistically significant variation:

- ⊗ **Young persons (aged 15 to 24 years)** – respondents were measurably more likely than average to be aware of music, entertainment, arts, food and beverage, active / sporting, film, and multi-cultural events.
- ⊗ **Young adults (aged 25 to 34 years)** – respondents were measurably more likely than average to be aware of music and food and beverage events.
- ⊗ **Adults (aged 35 to 49 years)** – respondents were measurably more likely than average to be aware of market, entertainment, community, and active / sporting events.
- ⊗ **Middle-aged adults (aged 50 to 59 years)** – respondents were measurably more likely than average to be aware of entertainment and community events.
- ⊗ **Older adults (aged 60 to 74 years)** – respondents were somewhat, albeit not measurably more likely than average to be aware of public forum events.
- ⊗ **Senior citizens (aged 75 years and over)** – respondents were less likely than average to be aware of most types of events.



- ⊗ **Gender** – female respondents were measurably more likely than male respondents to be aware of market, entertainment, community, and film events.
- ⊗ **Language spoken at home** – respondents from English speaking households were measurably more likely to be aware of market, music, entertainment, arts, community, active / sporting, cultural, and film events.

Top ten events aware of in the City of Port Phillip by respondent profile

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

Male		Female	
Music	38.1%	Market	46.5%
Market	36.5%	Music	42.5%
Entertainment	34.9%	Entertainment	41.0%
Food and beverage	31.7%	Food and beverage	34.0%
Arts	31.2%	Community	33.1%
Active / sporting	23.4%	Arts	31.3%
Cultural	23.0%	Active / sporting	26.5%
Community	21.1%	Cultural	24.6%
Multi-cultural	18.1%	Film	23.7%
Film	17.2%	Multi-cultural	18.3%

English speaking		Multi-lingual	
Market	44.5%	Music	32.7%
Music	42.9%	Market	32.3%
Entertainment	40.5%	Food and beverage	31.2%
Arts	34.4%	Entertainment	29.4%
Food and beverage	33.7%	Arts	21.6%
Community	30.2%	Cultural	19.3%
Active / sporting	28.1%	Multi-cultural	17.8%
Cultural	25.6%	Community	17.5%
Film	22.7%	Active / sporting	17.1%
Multi-cultural	18.5%	Film	15.2%



Top ten events aware of in the City of Port Phillip by age structure

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

15 to 24 years		25 to 34 years	
Music	55.2%	Music	47.3%
Entertainment	46.0%	Food and beverage	44.1%
Market	43.6%	Market	40.9%
Arts	41.7%	Entertainment	34.9%
Food and beverage	38.0%	Arts	30.2%
Active / sporting	32.5%	Cultural	26.0%
Film	31.3%	Active / sporting	25.6%
Multi-cultural	30.1%	Community	22.4%
Cultural	25.2%	Film	21.7%
Community	22.1%	Multi-cultural	21.0%

35 to 49 years		50 to 59 years	
Market	50.0%	Entertainment	43.0%
Entertainment	45.0%	Music	39.9%
Music	39.3%	Market	39.2%
Community	34.9%	Community	36.7%
Arts	33.6%	Arts	31.0%
Food and beverage	33.6%	Cultural	25.9%
Active / sporting	31.5%	Food and beverage	25.9%
Cultural	26.8%	Film	20.3%
Film	22.5%	Active / sporting	19.6%
Multi-cultural	17.1%	Gallery event	19.0%

60 - 74 years		75 years and over	
Market	31.6%	Market	27.1%
Entertainment	26.5%	Cultural	20.3%
Music	25.0%	Arts	18.6%
Arts	24.3%	Music	16.9%
Community	19.9%	Food and beverage	16.9%
Food and beverage	19.1%	Community	15.3%
Active / sporting	16.2%	Entertainment	15.3%
Public forum	15.4%	Educational	11.9%
Cultural	11.8%	Gallery event	11.9%
Gallery event	11.8%	Multi-cultural	10.2%



Methods of hearing about events

Resident survey respondents were asked:

“What are all the ways by which you usually hear about events in the City of Port Phillip?”

Almost all (96.7%) respondents that were aware of events identified at least one method by which they usually hear about events in the City of Port Phillip. These respondents identified an average of approximately 2.5 methods each.

There were six methods by which a significant proportion of respondents usually hear about events in the municipality, with particular attention drawn to posters / signage (47.8%) and word of mouth (47.3%), both of which were identified by almost half of the respondents.

The other significant methods by which respondents usually find out about local events were social media (40.5%), local newspapers (28.0%), DiverCity (24.3%), and brochures / guides (10.6%).

Methods of hearing about events in Port Phillip
Port Phillip City Council - 2017 Events Survey
(Number and percent of respondents aware of events)

Method	Residents	
	Number	Percent
Posters / signage	392	47.8%
Word of Mouth	388	47.3%
Social media	332	40.5%
Local newspapers	230	28.0%
DiverCity	199	24.3%
Brochures / guides	168	20.5%
What's On / other entertainment websites	87	10.6%
Street Press	60	7.3%
Radio	50	6.1%
Port Phillip Council website	49	6.0%
Metropolitan newspapers	26	3.2%
Television	17	2.1%
Other	42	5.1%
Total responses	2,040	
<i>Respondents identifying at least one method</i>	<i>793</i>	<i>(96.7%)</i>

There was measurable variation in the methods by which respondents usually find out about events in the City of Port Phillip observed across the eleven suburbs comprising the municipality, with attention drawn to the following:

- ⊗ **Albert Park** – respondents were measurably more likely than average to hear about events via posters / signage, and local newspapers.
- ⊗ **Balaclava** – respondents were measurably more likely than average to hear about events via social media.
- ⊗ **Elwood** – respondents were somewhat, albeit not measurably more likely than average to hear about events via word of mouth.
- ⊗ **Middle Park** – respondents were measurably more likely than average to hear about events via local newspapers and DiverCity.
- ⊗ **Port Melbourne** – respondents were somewhat, albeit not measurably more likely than average to hear about events via posters / signage.
- ⊗ **South Melbourne** – respondents were measurably more likely than average to hear about events via local newspapers.
- ⊗ **St. Kilda** – respondents were measurably more likely than average to hear about events via posters / signage, word of mouth, and DiverCity.
- ⊗ **St. Kilda East** – respondents were measurably more likely than average to hear about events via social media and DiverCity.
- ⊗ **St. Kilda Road** – respondents were measurably more likely than average to hear about events via social media, What’s On / entertainment website, and Street Press.
- ⊗ **St. Kilda West** – respondents were measurably more likely than average to hear about events via posters / signage and brochures / guides.

Top five methods of hearing about events in Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Percent of respondents who were aware of events)

Albert Park		Balaclava	
Posters or signage	54.7%	Social media	58.5%
Word of mouth	43.8%	Word of mouth	47.7%
Local newspapers	42.2%	Posters or signage	44.6%
Social media	37.5%	Local newspapers	32.3%
Brochures / guides	26.6%	DiverCity	23.1%
DiverCity	23.4%	Brochures / guides	16.9%
All other methods	53.1%	All other methods	44.6%



Top five methods of hearing about events in Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Percent of respondents who were aware of events)

Elwood		Middle Park	
Word of mouth	53.0%	Social media	45.3%
Posters or signage	48.2%	Word of mouth	44.0%
Social media	36.1%	Posters or signage	38.7%
Local newspapers	30.1%	Local newspapers	36.0%
Brochures / guides	24.1%	DiverCity	30.7%
DiverCity	21.7%	Brochures / guides	24.0%
All other methods	31.3%	All other methods	70.7%

Port Melbourne		Ripponlea	
Posters or signage	54.7%	Posters or signage	52.4%
Word of mouth	45.3%	Social media	33.3%
Local newspapers	28.0%	Word of mouth	32.1%
Social media	24.0%	Local newspapers	28.6%
DiverCity	20.0%	Brochures / guides	22.6%
Brochures / guides	14.7%	DiverCity	21.4%
All other methods	22.7%	All other methods	26.2%

South Melbourne		St Kilda	
Word of mouth	45.3%	Posters or signage	56.8%
Posters or signage	42.7%	Word of mouth	54.1%
Local newspapers	37.3%	Social media	47.3%
Social media	25.3%	DiverCity	35.1%
DiverCity	20.0%	Local newspapers	24.3%
Brochures / guides	17.3%	Brochures / guides	18.9%
All other methods	29.3%	All other methods	47.3%

St Kilda East		St Kilda Road	
Social media	55.2%	Social media	63.5%
Word of mouth	37.9%	Word of mouth	42.4%
Posters or signage	32.8%	Posters or signage	29.4%
DiverCity	31.0%	What's On / entertainment websites	23.5%
Local newspapers	24.1%	Brochures / guides	20.0%
Brochures / guides	22.4%	Street Press	14.1%
All other methods	65.5%	All other methods	37.6%

St Kilda West		City of Port Phillip	
Posters or signage	58.7%	Postage / signage	47.8%
Social media	40.0%	Word of Mouth	47.3%
Word of mouth	40.0%	Social media	40.5%
Brochures / guides	33.3%	Local newspapers	28.0%
DiverCity	24.0%	DiverCity	24.3%
Local newspapers	20.0%	Brochures / guides	20.5%
All other methods	32.0%	All other methods	40.4%



There was very significant variation in the main methods by which respondents usually find out about events in the City of Port Phillip observed by respondent profile.

It is very clear that the use of social media declines with the respondents' age, and to a lesser degree this is also true in relation to What's On and entertainment websites. It is also noted that word of mouth is more commonly used by younger than older respondents. The use of local newspapers as means of finding out about events in the City of Port Phillip tends to increase with the respondents' age, and a similar finding is true for DiverCity.

Attention is drawn to the following:

- ⊗ **Young persons and young adults (aged 15 to 34 years)** – respondents were measurably more likely than average to find out about events via social media, word of mouth, and What's On / entertainment website.
- ⊗ **Adults (aged 35 to 49 years)** – respondents were measurably more likely than average to find out about events via posters / signage and local newspapers.
- ⊗ **Middle-aged and older adults (aged 50 to 74 years)** – respondents were measurably more likely than average to find out about events via DiverCity and local newspapers.
- ⊗ **Senior citizens (aged 75 years and over)** – respondents were measurably more likely than average to find out about events via local newspapers, DiverCity, brochures / guides, and metropolitan newspapers.
- ⊗ **Gender** – female respondents were measurably more likely than male respondents to find out about events via posters / signage.
- ⊗ **English speaking** – respondents from English speaking households were measurably more likely than respondents from multi-lingual households to find out about events via word of mouth, social media, and DiverCity.
- ⊗ **Multi-lingual** – respondents from multi-lingual households were somewhat, albeit not measurably more likely than respondents from English speaking households to find out about events via local newspapers.

Top five methods of hearing about events in Port Phillip by respondent profile

Port Phillip City Council - 2017 Events Survey

(Percent of respondents who were aware of events)

Male		Female	
Word of mouth	45.6%	Posters or signage	53.6%
Social media	42.0%	Word of mouth	48.6%
Posters or signage	41.8%	Social media	38.0%
Local newspapers	26.6%	Local newspapers	29.8%
DiverCity	23.8%	DiverCity	24.8%
Brochures / guides	19.7%	Brochures / guides	21.2%
All other methods	42.0%	All other methods	39.7%



Top five methods of hearing about events in Port Phillip by respondent profile

Port Phillip City Council - 2017 Events Survey

(Percent of respondents who were aware of events)

15 to 24 years		25 to 34 years	
Social media	68.3%	Social media	57.7%
Word of mouth	59.3%	Word of mouth	56.2%
Posters or signage	48.8%	Posters or signage	46.3%
What's On / entertainment websites	14.6%	Brochures / guides	19.4%
Brochures / guides	12.2%	What's On / entertainment websites	16.4%
Local newspapers	12.2%	Local newspapers	13.4%
All other methods	32.5%	All other methods	37.3%

35 to 49 years		50 to 59 years	
Posters or signage	56.0%	Posters or signage	45.4%
Word of mouth	48.8%	DiverCity	44.5%
Social media	36.7%	Local newspapers	38.7%
Local newspapers	32.3%	Word of mouth	36.1%
Brochures / guides	25.8%	Social media	24.4%
DiverCity	21.0%	Brochures / guides	20.2%
All other methods	33.9%	All other methods	49.6%

60 - 74 years		75 years and over	
Local newspapers	49.0%	Local newspapers	48.0%
DiverCity	44.2%	DiverCity	40.0%
Posters or signage	39.4%	Brochures / guides	32.0%
Word of mouth	30.8%	Posters or signage	24.0%
Brochures / guides	16.3%	Word of mouth	24.0%
Social media	11.5%	Metropolitan newspapers	12.0%
All other methods	47.1%	All other methods	40.0%

English speaking		Multi-lingual	
Word of mouth	49.0%	Posters or signage	45.7%
Posters or signage	48.7%	Word of mouth	43.9%
Social media	42.5%	Social media	34.7%
Local newspapers	27.1%	Local newspapers	31.8%
DiverCity	26.3%	Brochures / guides	20.8%
Brochures / guides	20.3%	DiverCity	15.6%
All other methods	41.6%	All other methods	37.0%



Attending events

Resident survey respondents were asked:

“What types of events were you aware of, and which if any did you attend in the last twelve months?”

As discussed earlier in this report, a little more than half (56.5%) of respondents had attended at least one event in the City of Port Phillip in the last twelve months. These 620 respondents identified an average of 3.7 types of events per respondent that they had attended in the municipality in the last twelve months.

As is clearly evident in the following table, there was no stand out type of event that dominated these results, with approximately one-sixth or more of respondents attending six different types of events.

The most commonly attended types of events in the City of Port Phillip in the last twelve months included market (29.0%), music (26.4%), entertainment (25.2%), and food and beverage (21.2%) events.

Attending events in the City of Port Phillip
Port Phillip City Council - 2017 Events Survey
(Number and percent of total respondents)

Events	Residents	
	Number	Percent
Market	318	29.0%
Music	290	26.4%
Entertainment	276	25.2%
Food and beverage	233	21.2%
Arts	207	18.9%
Active / sporting	179	16.3%
Community	147	13.4%
Cultural	123	11.2%
Multi-cultural	105	9.6%
Film	98	8.9%
Gallery event	88	8.0%
Fundraising	78	7.1%
Educational	69	6.3%
Public forum / speaker	58	5.3%
Other	23	2.1%
Total responses	2,292	
<i>Respondents attending at least one type of event</i>	<i>620</i>	<i>(56.5%)</i>



There was measurable variation in the types of events attended in the City of Port Phillip in the last twelve months observed across the eleven suburbs comprising the municipality, with attention drawn to the following:

- ⊗ **Albert Park** – respondents were measurably more likely than average to attend cultural events.
- ⊗ **Balaclava** – respondents were measurably more likely than average to attend multi-cultural events.
- ⊗ **Elwood** – respondents were measurably more likely than average to attend market, entertainment, active / sporting, and community events.
- ⊗ **Middle Park** – respondents were measurably more likely than average to attend community events.
- ⊗ **South Melbourne** – respondents were measurably more likely than average to attend market events.
- ⊗ **St. Kilda** – respondents were measurably more likely than average to attend music, market, entertainment, food and beverage, arts, and gallery events.
- ⊗ **St. Kilda Road** – respondents were measurably more likely than average to attend music, active / sporting, arts, multi-cultural, and film events.



Top ten events attended in the City of Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

Albert Park		Balaclava	
Market	28.0%	Entertainment	27.6%
Cultural	21.0%	Market	24.5%
Arts	19.0%	Arts	22.4%
Music	19.0%	Music	20.4%
Food and beverage	16.0%	Food and beverage	19.4%
Community	15.0%	Multi-cultural	15.3%
Entertainment	15.0%	Cultural	13.3%
Multi-cultural	13.0%	Gallery event	12.2%
Active / sporting	13.0%	Community	11.2%
Film	10.0%	Active / sporting	11.2%

Elwood		Middle Park	
Market	36.6%	Music	26.5%
Entertainment	35.5%	Market	24.5%
Music	26.9%	Entertainment	24.5%
Active / sporting	23.7%	Community	23.5%
Community	22.6%	Arts	18.6%
Food and beverage	18.3%	Active / sporting	16.7%
Arts	17.2%	Cultural	14.7%
Cultural	10.8%	Food and beverage	13.7%
Gallery event	9.7%	Multi-cultural	10.8%
Film	8.6%	Gallery event	8.8%

Port Melbourne		Ripponlea	
Music	24.0%	Market	23.8%
Food and beverage	21.0%	Music	19.8%
Market	15.0%	Entertainment	12.9%
Active / sporting	15.0%	Active / sporting	11.9%
Entertainment	10.0%	Food and beverage	11.9%
Arts	9.0%	Community	10.9%
Community	9.0%	Cultural	10.9%
Cultural	8.0%	Arts	8.9%
Public forum	7.0%	Gallery event	5.9%
Film	7.0%	Film	4.0%



Top ten events attended in the City of Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

South Melbourne		St Kilda	
Market	37.4%	Music	38.2%
Food and beverage	22.2%	Market	36.3%
Entertainment	19.2%	Entertainment	36.3%
Community	15.2%	Food and beverage	31.4%
Music	15.2%	Arts	30.4%
Arts	13.1%	Film	14.7%
Active / sporting	12.1%	Gallery event	14.7%
Cultural	11.1%	Active / sporting	13.7%
Multi-cultural	10.1%	Multi-cultural	12.7%
Educational	7.1%	Fundraising	10.8%

St Kilda East		St Kilda Road	
Market	26.5%	Music	34.7%
Entertainment	20.6%	Active / sporting	30.7%
Music	20.6%	Entertainment	29.7%
Food and beverage	17.6%	Arts	25.7%
Community	16.7%	Market	24.8%
Arts	14.7%	Multi-cultural	24.8%
Cultural	13.7%	Food and beverage	18.8%
Active / sporting	11.8%	Film	13.9%
Educational	7.8%	Cultural	12.9%
Multi-cultural	6.9%	Fundraising	10.9%

St Kilda West		City of Port Phillip	
Entertainment	27.3%	Market	29.0%
Music	26.3%	Music	26.4%
Market	20.2%	Entertainment	25.2%
Arts	17.2%	Food and beverage	21.2%
Community	15.2%	Arts	18.9%
Food and beverage	14.1%	Active / sporting	16.3%
Active / sporting	13.1%	Community	13.4%
Cultural	12.1%	Cultural	11.2%
Multi-cultural	9.1%	Multi-cultural	9.6%
Fundraising	8.1%	Film	8.9%



There was measurable and significant variation in the types of events attended in the City of Port Phillip in the last twelve months observed by respondent profile.

It is clear that young persons in particular were more likely to attend a wide range of types of events, whilst older adults and senior citizens were less likely to attend events at all.

It is also noted that female respondents were more likely than male respondents to attend a wide variety of types of events. This is also true for respondents from English-speaking households compared to respondents from multi-lingual households.

Particular attention is drawn to the following:

- ⊗ **Young persons (aged 15 to 24 years)** – respondents were measurably more likely than average to attend music, food and beverage, entertainment, active / sporting, arts, and multi-cultural events.
- ⊗ **Young adults (aged 25 to 34 years)** – respondents were measurably more likely than average to attend music and food and beverage events.
- ⊗ **Adults (aged 35 to 49 years)** – respondents were measurably more likely than average to attend market, entertainment, and community events.
- ⊗ **Middle-aged adults (aged 50 to 59 years)** – respondents were somewhat, albeit not measurably more likely than average to attend gallery events.
- ⊗ **Older adults (aged 60 to 74 years)** – respondents were measurably more likely than average to attend public forums.
- ⊗ **Senior citizens (aged 75 years and over)** – respondents were significantly less likely than average to attend most types of events.
- ⊗ **Gender** – respondents were measurably more likely than male respondents to attend market, entertainment, community, and cultural events.
- ⊗ **Language spoken at home** – respondents from English speaking households were measurably more likely than respondents from multi-lingual households to attend most types of events, with the exception of food and beverage events.



Top ten events attended in the City of Port Phillip by age structure

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

15 to 24 years		25 to 34 years	
Music	45.4%	Music	34.9%
Food and beverage	33.7%	Market	33.1%
Entertainment	32.5%	Food and beverage	28.1%
Active / sporting	27.6%	Entertainment	24.9%
Arts	27.0%	Active / sporting	18.5%
Market	27.0%	Arts	18.1%
Multi-cultural	18.4%	Cultural	12.8%
Film	14.7%	Multi-cultural	11.4%
Gallery event	10.4%	Film	10.0%
Cultural	9.2%	Community	8.2%

35 to 49 years		50 to 59 years	
Market	35.2%	Entertainment	22.8%
Entertainment	29.9%	Market	22.2%
Music	21.8%	Music	22.2%
Community	21.1%	Arts	20.9%
Active / sporting	18.5%	Community	18.4%
Arts	17.8%	Food and beverage	17.7%
Food and beverage	17.8%	Cultural	12.0%
Cultural	12.8%	Gallery event	11.4%
Film	9.4%	Active / sporting	9.5%
Multi-cultural	8.7%	Educational	8.9%

60 - 74 years		75 years and over	
Market	24.3%	Market	11.9%
Entertainment	19.9%	Arts	8.5%
Arts	16.2%	Community	5.1%
Community	15.4%	Entertainment	5.1%
Public forum	14.0%	Gallery event	5.1%
Music	13.2%	Food and beverage	5.1%
Gallery event	11.0%	Cultural	3.4%
Food and beverage	11.0%	Fundraising	3.4%
Cultural	10.3%	Multi-cultural	1.7%
Active / sporting	8.8%	Music	1.7%



Top ten events attended in the City of Port Phillip by respondent profile

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

Male		Female	
Music	25.1%	Market	36.5%
Market	22.1%	Entertainment	29.4%
Entertainment	21.4%	Music	27.5%
Food and beverage	20.7%	Food and beverage	21.3%
Arts	18.8%	Arts	18.8%
Active / sporting	16.1%	Community	16.5%
Community	10.1%	Active / sporting	16.2%
Cultural	9.2%	Cultural	13.3%
Multi-cultural	9.0%	Gallery event	10.6%
Film	7.6%	Multi-cultural	9.6%

English speaking		Multi-lingual	
Market	32.0%	Market	20.8%
Music	28.5%	Music	20.1%
Entertainment	27.5%	Food and beverage	19.3%
Food and beverage	21.8%	Entertainment	18.6%
Arts	20.5%	Arts	13.8%
Community	14.8%	Community	9.3%
Cultural	12.6%	Cultural	7.4%
Multi-cultural	10.3%	Multi-cultural	6.7%
Gallery event	9.0%	Gallery event	5.2%
Educational	7.1%	Educational	4.5%

Frequency of attending events

Resident survey respondents were asked:

“How frequently do you usually attend events in the City of Port Phillip?”

Respondents who were aware of events held in the City of Port Phillip were asked how frequently they would usually attend events in the municipality.

Whilst a little more than one-quarter (27.4%) of respondents would usually attend events at least once a month, a similar proportion (27.8%) would usually attend events only approximately once a year or less often.



Approximately one-quarter (25.1%) of respondents would usually attend events in the City of Port Phillip every three to four months, and a slightly smaller 19.7% would usually attend approximately twice a year.

Frequency of attending events in Port Phillip

Port Phillip City Council - 2017 Events Survey

(Number and percent of respondents who were aware of events providing a response)

<i>Frequency - about</i>	<i>Residents</i>	
	<i>Number</i>	<i>Percent</i>
Once a week	19	2.4%
Once a fortnight	47	5.8%
Once a month	154	19.2%
Every three to four months	202	25.1%
Twice a year	158	19.7%
Once a year	90	11.2%
Less than once a year	67	8.3%
Never	67	8.3%
Not stated	16	
Total	820	100%

There was measurable and significant variation in the frequency of attending events in the City of Port Phillip observed by respondent profile.

Clearly the propensity to attend events within the City of Port Phillip tends to decline with the respondents' age, with the exception to some degree of older adults (aged 60 to 74 years).

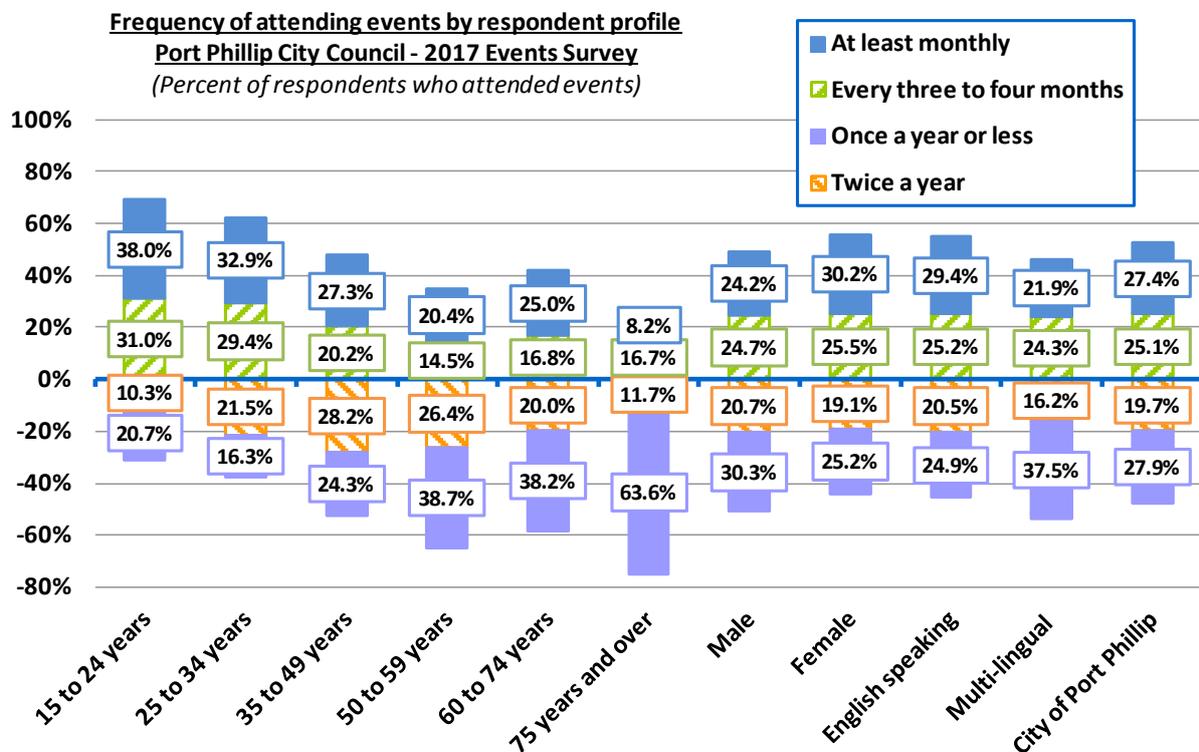
It is also noted that female respondents were more likely to often attend events than were male respondents, and respondents from English speaking households were more likely to frequently attend events than respondents from multi-lingual households.

Attention is drawn to the following:

- ⊗ ***Young persons and young adults (aged 15 to 34 years)*** – respondents were measurably more likely than average to attend events at least monthly or at least every three to four months.
- ⊗ ***Middle-aged adults (aged 50 to 59 years)*** – respondents were measurably less likely than average to attend events at least monthly or at least every three to four months and more likely to attend events once a year or less often.



- ⊗ **Older adults (aged 60 to 74 years)** – respondents were measurably less likely than average to attend events every three to four months, and more likely to attend events once a year or less often.
- ⊗ **Senior citizens (aged 75 years and over)** – respondents were measurably and significantly more likely to attend events once a year or less often.
- ⊗ **Gender** – female respondents were measurably more likely than male respondents to attend events at least monthly, and less likely to attend events once a year or less often.
- ⊗ **Language spoken at home** – respondents from English speaking households were more likely than respondents from multi-lingual households to attend events at least monthly, and less likely to attend events once a year or less often.

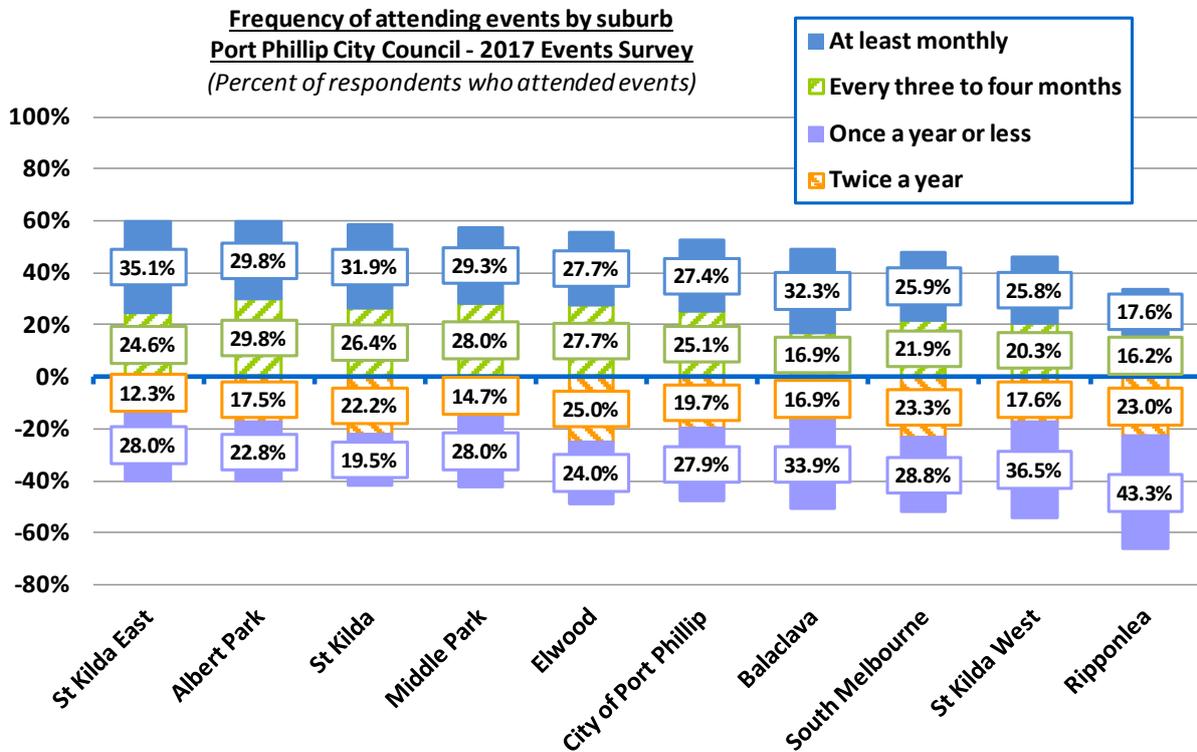


There was measurable variation in the frequency of attending events in the City of Port Phillip observed across the eleven suburbs comprising the municipality, with attention drawn to the following:

- ⊗ **Ripponlea** – respondents were measurably less likely than average to attend events at least monthly or every three to four months, and measurably more likely to attend events once a year or less often.
- ⊗ **Balaclava** – respondents were measurably less likely than average to attend events every three to four months.



- ⊗ **St. Kilda** – respondents were measurably less likely than average to attend events once a year or less often.
- ⊗ **St. Kilda West** – respondents were measurably more likely than average to attend events once a year or less often.



Likelihood of attending the same events in the next twelve months

Resident survey respondents who attended events were asked:

“How likely are you to attend the same event in the City of Port Phillip in the next twelve months as you did in the last twelve months?”

Respondents who reported that they had attended events in the City of Port Phillip in the last twelve months were highly likely to attend the same events in the next twelve months as they had in the last twelve months.

More than half (53.5%) of these respondents reported that they were very likely, and a further one-third (35.0%) were somewhat likely to attend the same events in the next twelve months.

This is a very positive result, as it suggests a very strong level of satisfaction with the events that these respondents had attended, clearly evidenced by their intention to attend the same events in the next year.

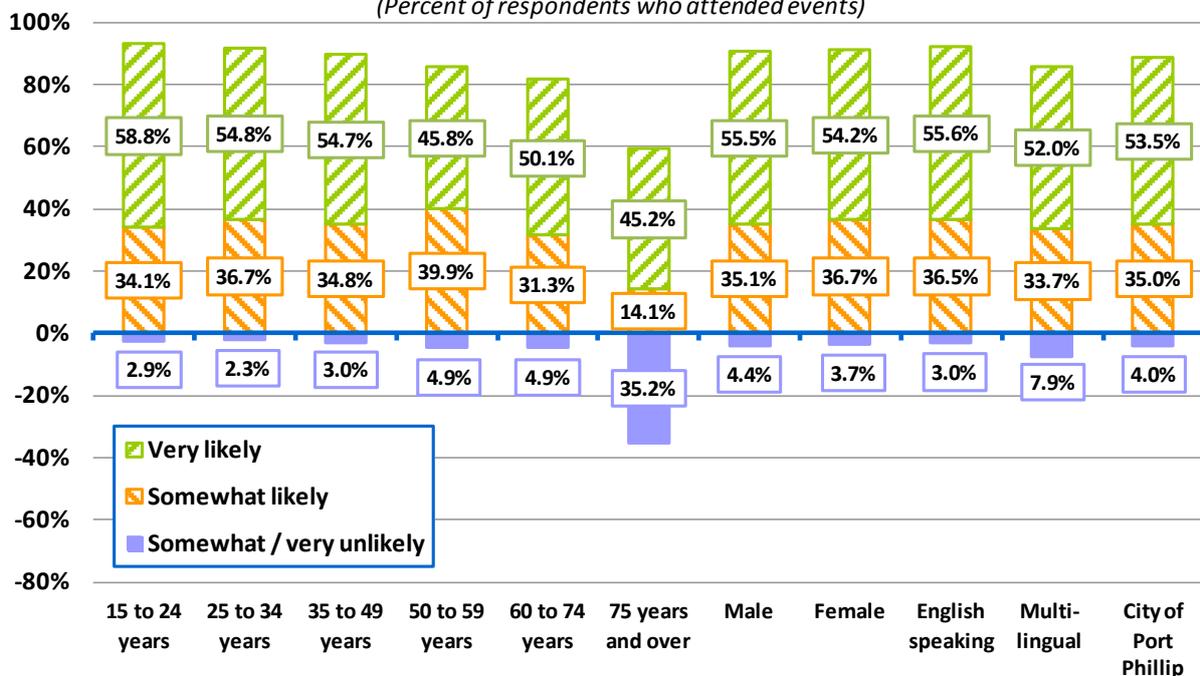


Likelihood of attending the same events in Port Phillip
Port Phillip City Council - 2017 Events Survey
 (Number and percent of respondents who attended events)

Likelihood	Residents	
	Number	Percent
Very likely	332	53.5%
Somewhat likely	217	35.0%
Neither likely nor unlikely	30	4.8%
Somewhat unlikely	14	2.3%
Very unlikely	11	1.8%
Can't say / don't know	16	2.6%
Total	620	100%

There was no statistically significant variation in these results observed by respondent profile. Metropolis Research notes that the sample of senior citizens attending events was very small (twelve respondents) and therefore their higher than average (35.2% compared to 4.0%) likelihood of not attending the same events in the next twelve months was not statistically significant.

Likelihood of attending the same events in Port Phillip by respondent profile
Port Phillip City Council - 2017 Events Survey
 (Percent of respondents who attended events)

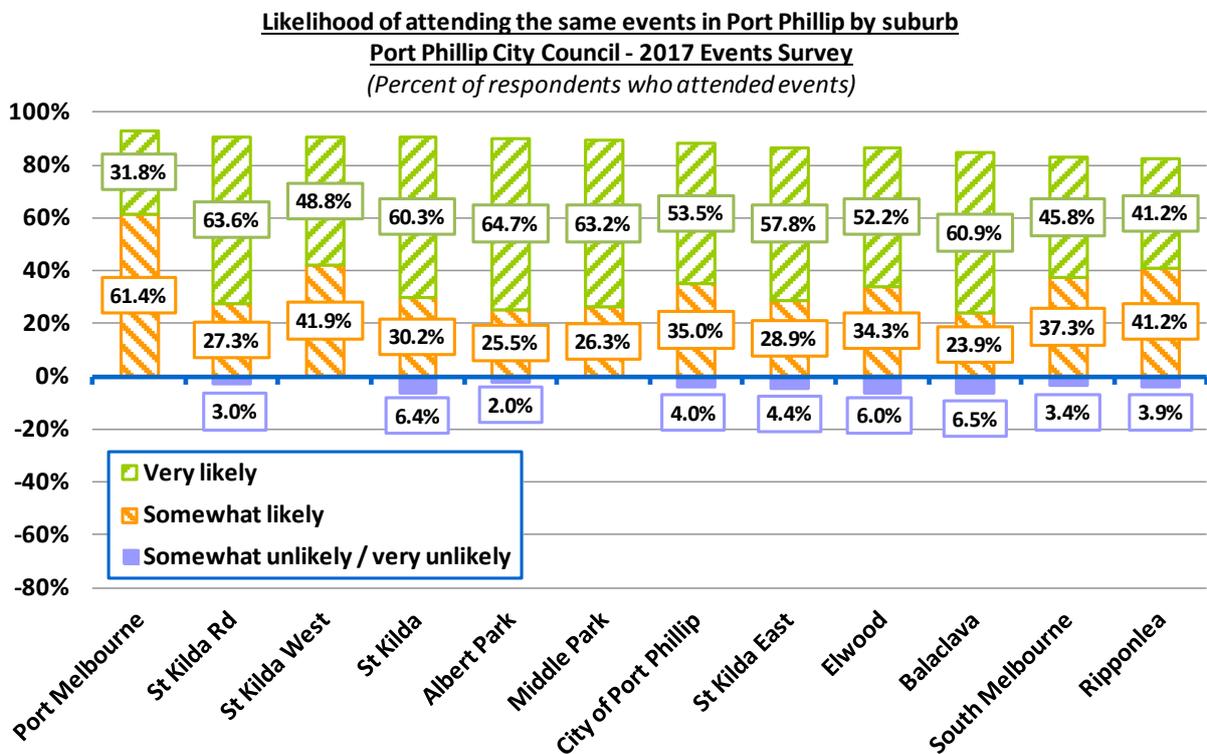


Given the relatively small suburb-level sample of respondents that had attended events in the last twelve months in the City of Port Phillip, there was little measurable variation in these results observed across the municipality.

This is particularly true in relation to the fact that less than seven percent of respondents from each of the eleven suburbs were either somewhat or very unlikely to attend the same events in the next twelve months as they had attended in the past twelve months.

Attention is however drawn to the following:

- ⊗ **St. Kilda Road, Albert Park, and Middle Park** – respondents were notably, albeit not measurably more likely than average to be very likely to attend the same events in the next year as they attended in the last year.



Likelihood of attending other or new events

Resident survey respondents were asked:

“How likely are you to attend other or new events in the City of Port Phillip in the next twelve months?”

All respondents were asked how likely they were to attend other or new events in the City of Port Phillip in the next twelve months. The overwhelming majority (90.2%) of respondents were able to say how likely they were to attend events.

Almost two-thirds (60.7%) of respondents reported that they were either very (25.4%) or somewhat (35.3%) likely to attend other or new events in the City of Port Phillip in the next twelve months. This represents a significant degree of community interest in attending events in the municipality.

Approximately one-sixth (16.2%) of respondents were either somewhat (8.9%) or very (7.3%) unlikely to attend other or new events in the municipality in the next twelve months.

Likelihood of attending other or new events in Port Phillip
Port Phillip City Council - 2017 Events Survey
(Number and percent of total respondents)

<i>Likelihood</i>	<i>Residents</i>	
	<i>Number</i>	<i>Percent</i>
Very likely	279	25.4%
Somewhat likely	387	35.3%
Neither likely nor unlikely	146	13.3%
Somewhat unlikely	98	8.9%
Very unlikely	80	7.3%
Can't say / don't know	107	9.8%
Total	1,097	100%

There was very significant variation in the likelihood of respondents to attend other or new events in the municipality in the next twelve months observed by respondent profile.

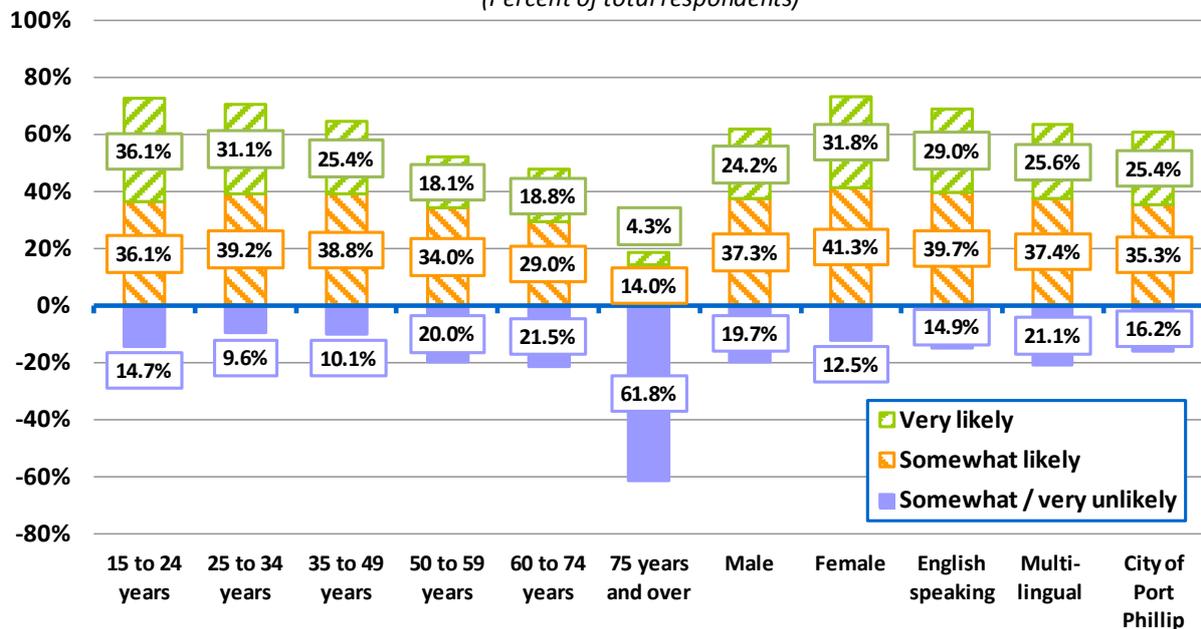
There is a strong correlation between the respondents' age and their propensity to attend other or new events in the municipality in the next twelve months. There was also a small correlation between gender and language spoken at home and the propensity to attend other or new events in the municipality in the next twelve months.



Attention is drawn to the following:

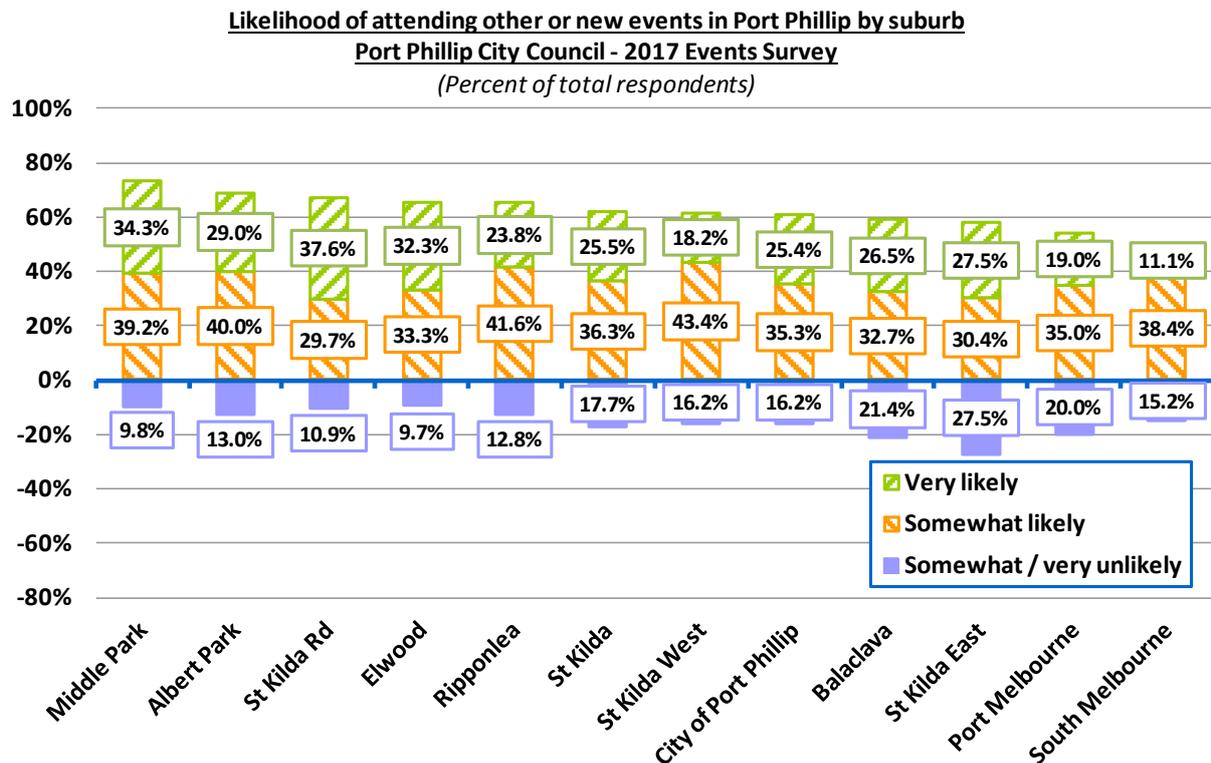
- ⊗ **Young persons and young adults (aged 15 to 34 years)** – respondents were measurably more likely than average to be very likely to attend other or new events in the next twelve months.
- ⊗ **Middle-aged and older adults (aged 50 to 74 years)** respondents were measurably less likely than average to be very likely to attend other or new events in the next twelve months.
- ⊗ **Senior citizens (aged 75 years and over)** – respondents were measurably and significantly more likely than average to be somewhat or very unlikely to attend other or new events in the next twelve months.
- ⊗ **Gender** – female respondents were measurably more likely than male respondents to be very likely to attend other or new events in the next twelve months.
- ⊗ **Language spoken at home** – respondents from English speaking households were somewhat, albeit not measurably more likely than respondents from multi-lingual households to be very likely to attend other or new events in the next twelve months.

Likelihood of attending other or new events in Port Phillip by respondent profile
Port Phillip City Council - 2017 Events Survey
(Percent of total respondents)



There was some measurable variation in the likelihood of respondents attending other or new events in the City of Port Phillip in the next twelve months observed across the eleven suburbs comprising the municipality, with attention drawn to the following:

- ⊗ **Middle Park and St. Kilda Road** – respondents were measurably more likely than average to be very likely to attend other or new events in the next twelve months.
- ⊗ **St. Kilda West** – respondents were measurably more likely than average to be somewhat more likely to attend other or new events in the next twelve months.
- ⊗ **South Melbourne** – respondents were measurably and significantly less likely than average to be very likely to attend other or new events in the next twelve months.
- ⊗ **St. Kilda East** – respondents were measurably more likely than average to be somewhat or very unlikely to attend other or new events in the next twelve months.



Factors to encourage attending more events

Resident survey respondents were asked:

“What would encourage you to attend more events in the City of Port Phillip?”

Three-quarters (75.0%) of the total sample of respondents identified at least one factor that would encourage them to attend more events in the City of Port Phillip, at an average of almost two factors for each of these respondents.

A little more than one-fifth (21.9%) of respondents reported that nothing would encourage them to attend more events in the City of Port Phillip, and thirty-four respondents did not provide a response to the question. This result clearly indicates that a significant majority (three-quarters) of respondents are prepared to consider attending more events in the City of Port Phillip. This is consistent with the results in the previous section which also highlight the high propensity for respondents to consider attending other or new events in the municipality.

The four most commonly identified factors that would encourage respondents to attend more events in the City of Port Phillip were more information about what is on / when (36.3%), lower cost / free events (31.9%), different types of events (28.1%), and more events in their local area (20.0%).

Factors to encourage attending more events in Port Phillip

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

<i>Factors</i>	<i>Residents</i>	
	<i>Number</i>	<i>Percent</i>
More information about what is on / when	398	36.3%
Lower cost / free events	350	31.9%
Different types of events	308	28.1%
More events in my local area	219	20.0%
Better parking availability	154	14.0%
Better public transport	97	8.8%
Better cycling / walking facilities	64	5.8%
More family oriented events	17	1.5%
More free time	15	1.4%
More interesting / attractive events	11	1.0%
Other	41	3.7%
Nothing	240	21.9%
Total responses	1,914	
<i>Respondents identifying at least one factor</i>	<i>1,063</i>	<i>(96.9%)</i>



There was some variation in these results observed by respondent profile, with attention drawn to the following:

- ⊗ **Young persons (aged 15 to 24 years)** – respondents were measurably more likely than average to identify more information about what is on / when, lower cost / free events, and different types of events as factors to encourage them to attend more events.
- ⊗ **Young adults (aged 25 to 34 years)** – respondents were measurably more likely than average to identify lower cost / free events as a factor to encourage them to attend more events.
- ⊗ **Adults and middle aged adults (aged 35 to 59 years) and senior citizens (aged 75 years and over)** – respondents were measurably more likely than average to report that nothing would encourage them to attend more events.
- ⊗ **Gender** – female respondents were more likely than male respondents to identify different types of events as a factor that would encourage them to attend more events.
- ⊗ **Language spoken at home** – respondents from multi-lingual households were somewhat more likely than respondents from English speaking households to identify better public transport as a factor that would encourage them to attend more events. Respondents from English speaking households were measurably more likely than respondents from multi-lingual households to report that nothing would encourage them to attend more events.

There was only a relatively small degree of variation in these results observed across the suburbs of the City of Port Phillip, with attention drawn to the following:

- ⊗ **Albert Park** – respondents were measurably more likely than average to identify better parking availability as a factor to encourage them to attend more events.
- ⊗ **Balaclava** – respondents were measurably more likely than average to identify lower cost / free events as a factor to encourage them to attend more events.
- ⊗ **St. Kilda** – respondents were measurably more likely than average to identify more information about what is on / when, lower cost / free events, and better cycling / walking facilities as factors to encourage them to attend more events.
- ⊗ **St. Kilda Road** – respondents were measurably more likely than average to identify better public transport as a factor to encourage them to attend more events.
- ⊗ **Middle Park, Ripponlea, South Melbourne, and St. Kilda Road** – respondents were measurably more likely than average to report that nothing would encourage them to attend more events in the City of Port Phillip.



Factors to encourage attending more events in Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

Factors	Albert Park	Balaclava	Elwood	Middle Park	Port Melbourne	Ripponlea
More information about what is on / when	33.0%	36.7%	30.1%	31.4%	42.0%	32.7%
Lower cost / free events	23.0%	39.8%	31.2%	25.5%	36.0%	15.8%
Different types of events	24.0%	25.5%	29.0%	31.4%	29.0%	11.9%
More events in my local area	25.0%	21.4%	22.6%	16.7%	20.0%	17.8%
Better parking availability	22.0%	11.2%	12.9%	9.8%	14.0%	13.9%
Better public transport	11.0%	8.2%	9.7%	6.9%	9.0%	6.9%
Better cycling / walking facilities	8.0%	6.1%	4.3%	6.9%	5.0%	2.0%
More family oriented events	0.0%	2.0%	2.2%	2.0%	3.0%	0.0%
More free time	0.0%	5.1%	0.0%	2.0%	2.0%	4.0%
More interesting / attractive events	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%
Other	1.0%	8.2%	1.1%	2.9%	5.0%	4.0%
Nothing	22.0%	20.4%	20.4%	33.3%	21.0%	38.6%
Total responses	169	184	152	172	186	149
<i>Respondents identifying at least one factor</i>	96 (96.0%)	97 (99.0%)	88 (94.6%)	97 (95.1%)	98 (98.0%)	101 (100%)

Factors	South Melbourne	St Kilda	St Kilda East	St Kilda Road	St Kilda West	City of Port Phillip
More information about what is on / when	24.2%	50.0%	32.4%	32.7%	29.3%	36.3%
Lower cost / free events	17.2%	45.1%	30.4%	26.7%	22.2%	31.9%
Different types of events	24.2%	35.3%	18.6%	28.7%	27.3%	28.1%
More events in my local area	11.1%	21.6%	15.7%	25.7%	16.2%	20.0%
Better parking availability	9.1%	13.7%	20.6%	13.9%	13.1%	14.0%
Better public transport	5.1%	8.8%	4.9%	16.8%	8.1%	8.8%
Better cycling / walking facilities	0.1%	12.7%	5.9%	3.0%	3.0%	5.8%
More family oriented events	1.0%	1.0%	1.0%	1.0%	1.0%	1.5%
More free time	0.0%	1.0%	2.9%	2.0%	1.0%	1.4%
More interesting / attractive events	0.0%	2.9%	1.0%	1.0%	2.0%	1.0%
Other	2.0%	5.9%	2.9%	5.9%	4.0%	3.7%
Nothing	27.3%	13.7%	23.5%	29.7%	22.2%	21.9%
Total responses	121	216	163	189	148	1,914
<i>Respondents identifying at least one factor</i>	89 (89.9%)	102 (100%)	102 (100%)	99 (98.0%)	93 (93.9%)	1,063 (96.9%)



Factors to encourage attending more events in Port Phillip by age structure

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

Factors	15 to 24 years	25 to 34 years	35 to 49 years	50 to 59 years	60 to 74 years	75 years and over
More information about what is on / when	42.3%	38.8%	33.9%	37.3%	36.0%	18.6%
Lower cost / free events	57.7%	39.9%	24.8%	18.4%	29.4%	3.4%
Different types of events	41.1%	33.1%	26.5%	17.1%	25.0%	10.2%
More events in my local area	25.8%	23.8%	18.1%	14.6%	21.3%	6.8%
Better parking availability	13.5%	15.3%	15.1%	14.6%	9.6%	13.6%
Better public transport	11.0%	11.7%	9.7%	3.2%	6.6%	3.4%
Better cycling / walking facilities	9.8%	6.8%	3.0%	2.5%	10.3%	10.2%
More family oriented events	0.0%	1.1%	4.0%	1.3%	0.0%	0.0%
More free time	0.0%	1.1%	2.0%	1.9%	0.7%	1.7%
More interesting / attractive events	0.0%	0.0%	1.0%	3.2%	1.5%	0.0%
Other	4.3%	3.6%	3.4%	3.2%	5.9%	3.4%
Nothing	9.2%	13.5%	27.9%	29.7%	20.6%	47.5%
Total responses	350	531	506	233	228	69
<i>Respondents identifying at least one factor</i>	158 (97.4%)	274 (97.3%)	289 (96.9%)	156 (98.3%)	133 (97.7%)	52 (87.0%)

Factors to encourage attending more events in Port Phillip by respondent profile

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

Factors	Male	Female	English speaking	Multi- lingual
More information about what is on / when	35.8%	37.9%	36.4%	37.5%
Lower cost / free events	30.6%	33.5%	31.4%	33.5%
Different types of events	26.4%	30.2%	27.4%	30.9%
More events in my local area	19.5%	21.0%	20.0%	19.7%
Better parking availability	12.7%	15.8%	13.6%	15.2%
Better public transport	9.2%	8.7%	7.9%	11.9%
Better cycling / walking facilities	5.7%	6.3%	5.4%	8.6%
More family oriented events	1.2%	1.7%	1.8%	0.4%
More free time	2.1%	0.6%	1.6%	0.4%
More interesting / attractive events	1.8%	0.0%	0.4%	2.2%
Other	4.2%	2.9%	3.6%	4.8%
Nothing	23.0%	20.4%	23.6%	16.7%
Total responses	973	930	1,409	490
<i>Respondents identifying at least one factor</i>	550 (97.3%)	502 (96.6%)	791 (97.0%)	258 (96.1%)



Benefits and impacts of events

Benefits of the events

Personal benefits from attending the events

Resident survey respondents were asked:

“What benefits do you personally get from attending local events in the City of Port Phillip?”

Almost all (98.3%) of the respondents that attended events in the City of Port Phillip in the last twelve months identified at least one benefit they get from attending local events, at an average of approximately four benefits per respondent.

Metropolis Research does draw attention to the fact that a significant minority of respondents attending events identified all of the ten listed benefits, with between one-sixth and two-thirds of respondents identifying each of the benefits.

The two most commonly identified benefits that respondents feel they get from attending local events were have a fun / enjoyable experience (65.6%) and socialise with friends and the community (63.1%).

Personal benefits from attending events in City of Port Phillip

Port Phillip City Council - 2017 Events Survey

(Number and percent of respondents who were aware of and have attended events)

<i>Benefits</i>	<i>Residents</i>	
	<i>Number</i>	<i>Percent</i>
Have a fun / enjoyable experience	407	65.6%
Socialise with friends and the community	391	63.1%
See arts / culture / entertainment locally	294	47.4%
Feel part of the local community	277	44.7%
Opportunity to buy or shop locally	261	42.1%
No need to travel to attend	235	37.9%
Awareness of local artists, facilities or community groups	206	33.2%
Increased physical health by attending	159	25.6%
Increased mental health by attending	151	24.4%
Fundraising for groups / causes I am involved in	113	18.2%
Other	15	2.4%
Total responses	2,509	
<i>Respondents identifying at least one benefit</i>	<i>609</i>	<i>(98.3%)</i>

There was measurable variation in the personal benefits respondents feel they get from attending local events in the City of Port Phillip.

Metropolis Research draws particular attention to the fact that respondents from St. Kilda and to a lesser extent Balaclava were measurably more likely than respondents from other suburbs to feel that they receive many of the listed benefits. This is a consistent theme developed throughout this report, that shows that respondents in St. Kilda and Balaclava tend to be more engaged with and have a positive disposition to local events than is found in many of the other suburbs.

Particular attention is drawn to the following:

- ⊗ **Balaclava** – respondents were measurably more likely than average to identify having a fun / enjoyable experience, socialise with friends / community, see arts / culture / entertainment locally, feel part of the local community, no need to travel to attend, awareness of local artists, facilities or community groups, and fundraising for groups / causes they are involved in as benefits they get from attending local events.
- ⊗ **Elwood** – respondents were measurably more likely than average to identify feel part of the local community and opportunity to buy or shop locally as benefits they get from attending local events.
- ⊗ **Middle Park** – respondents were measurably more likely than average to identify having a fun / enjoyable experience as a benefit they get from attending local events.
- ⊗ **St. Kilda** – respondents were measurably more likely than average to identify having a fun / enjoyable experience, see arts / culture / entertainment locally, opportunity to buy or shop locally, no need to travel to attend, awareness of local artists, facilities or community groups, increased physical health by attending, increased mental health by attending, and fundraising for groups / causes they are involved in as benefits they get from attending local events.
- ⊗ **St. Kilda Road** – respondents were measurably more likely than average to identify see arts / culture / entertainment locally as a benefit they get from attending local events.
- ⊗ **St. Kilda West** – respondents were measurably more likely than average to identify awareness of local artists, facilities or community groups as a benefit they get from attending local events.



Personal benefits from attending events in City of Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Number and percent of respondents who were aware of and have attended events)

<i>Benefits</i>	<i>Albert Park</i>	<i>Balaclava</i>	<i>Elwood</i>	<i>Middle Park</i>	<i>Port Melbourn</i>	<i>Ripponlea</i>
Have a fun /enjoyable experience	52.9%	80.4%	61.2%	78.9%	61.4%	54.9%
Socialise with friends/community	60.8%	78.3%	68.7%	68.4%	65.9%	80.4%
See arts / culture / entertainment locally	49.0%	67.4%	40.3%	52.6%	29.5%	27.5%
Feel part of the local community	31.4%	58.7%	61.2%	42.1%	43.2%	41.2%
Opportunity to buy or shop locally	23.5%	39.1%	61.2%	29.8%	20.5%	25.5%
No need to travel to attend	25.5%	41.3%	38.8%	31.6%	34.1%	31.4%
Awareness of local artists, facilities or community groups	25.5%	43.5%	32.8%	40.4%	27.3%	23.5%
Increased physical health by attending	11.8%	26.1%	20.9%	12.3%	27.3%	13.7%
Increased menthal health by attending	19.6%	30.4%	26.9%	28.1%	11.4%	23.5%
Fundraising for groups / causes I am involved in	9.8%	26.1%	23.9%	21.1%	9.1%	7.8%
Other	2.0%	10.9%	1.5%	3.5%	2.3%	0.0%
Total responses	159	231	293	233	146	168
<i>Respondents identifying at least one benefit</i>	<i>51</i> <i>(100%)</i>	<i>46</i> <i>(100%)</i>	<i>67</i> <i>(100%)</i>	<i>57</i> <i>(100%)</i>	<i>44</i> <i>(100%)</i>	<i>50</i> <i>(98.0%)</i>

<i>Benefits</i>	<i>South Melbourn</i>	<i>St Kilda</i>	<i>St Kilda East</i>	<i>St Kilda Road</i>	<i>St Kilda West</i>	<i>City of Port Phillip</i>
Have a fun /enjoyable experience	50.8%	79.4%	62.2%	72.7%	44.2%	65.6%
Socialise with friends/community	52.5%	65.1%	51.1%	53.0%	65.1%	63.1%
See arts / culture / entertainment locally	37.3%	58.7%	51.1%	59.1%	48.8%	47.4%
Feel part of the local community	44.1%	47.6%	24.4%	24.2%	39.5%	44.7%
Opportunity to buy or shop locally	44.1%	58.7%	28.9%	21.2%	30.2%	42.1%
No need to travel to attend	33.9%	50.8%	33.3%	28.8%	34.9%	37.9%
Awareness of local artists, facilities or community groups	27.1%	44.4%	20.0%	27.3%	46.5%	33.2%
Increased physical health by attending	18.6%	41.3%	17.8%	30.3%	16.3%	25.6%
Increased menthal health by attending	13.6%	36.5%	15.6%	27.3%	18.6%	24.4%
Fundraising for groups / causes I am involved in	5.1%	27.0%	15.6%	16.7%	20.9%	18.2%
Other	0.0%	3.2%	2.2%	3.0%	0.0%	2.4%
Total responses	193	323	145	240	157	2,509
<i>Respondents identifying at least one benefit</i>	<i>58</i> <i>(98.3%)</i>	<i>60</i> <i>(95.2%)</i>	<i>43</i> <i>(95.6%)</i>	<i>66</i> <i>(100%)</i>	<i>40</i> <i>(93.0%)</i>	<i>609</i> <i>(98.3%)</i>



There was some variation in the personal benefits from attending events observed by respondents’ age structure, with attention drawn to the following:

- ⊗ **Young persons (aged 15 to 24 years)** – respondents were measurably more likely than average to benefit from socialising with friends / community, and increased physical health by attending.
- ⊗ **Adults (aged 35 to 49 years)** – respondents were measurably more likely than average to benefit from the opportunity to buy or shop locally.
- ⊗ **Middle-aged adults (aged 50 to 59 years)** – respondents were measurably more likely than average to benefit from feeling part of the local community and awareness of local artists, facilities or community groups.
- ⊗ **Older adults (aged 60 to 74 years)** – respondents were measurably more likely than average to benefit from seeing arts / culture / entertainment locally, and feeling part of the local community.
- ⊗ **Senior citizens (aged 75 years and over)** – respondents were significantly, albeit not measurably more likely than average to benefit from increased physical health by attending.

Personal benefits from attending events in City of Port Phillip by age structure
Port Phillip City Council - 2017 Events Survey

(Number and percent of respondents who were aware of and have attended events)

<i>Benefits</i>	<i>15 to 24 years</i>	<i>25 to 34 years</i>	<i>35 to 49 years</i>	<i>50 to 59 years</i>	<i>60 to 74 years</i>
Have a fun /enjoyable experience	72.0%	72.9%	66.1%	56.4%	55.1%
Socialise with friends/community	73.0%	67.1%	57.9%	67.9%	52.6%
See arts / culture / entertainment locally	53.0%	43.5%	45.9%	48.7%	56.4%
Feel part of the local community	36.0%	32.4%	47.0%	62.8%	61.5%
Opportunity to buy or shop locally	35.0%	38.2%	51.4%	43.6%	34.6%
No need to travel to attend	42.0%	36.5%	41.0%	34.6%	32.1%
Awareness of local artists, facilities or community groups	40.0%	28.8%	31.1%	42.3%	30.8%
Increased physical health by attending	40.0%	25.3%	23.5%	14.1%	23.1%
Increased mental health by attending	21.0%	24.7%	22.4%	29.5%	28.2%
Fundraising for groups / causes I am involved in	17.0%	15.9%	21.9%	21.8%	14.1%
Other	1.0%	0.6%	1.6%	2.6%	10.3%
Total responses	432	654	751	331	312
<i>Respondents identifying at least one benefit</i>	97 (100%)	169 (99.6%)	183 (100%)	73 (93.0%)	77 (98.8%)



There was measurable variation in the personal benefits from attending events in the City of Port Phillip observed by respondent profile, with attention drawn to the following:

- ⊗ **Male** – respondents were measurably more likely than female respondents to benefit from increased physical health by attending.
- ⊗ **Female** – respondents were measurably more likely than male respondents to benefit from feeling part of the local community, opportunity to buy or shop locally, no need to travel to attend, awareness of local artists, facilities or community groups, increased mental health by attending, and fundraising for groups or causes they are involved in.
- ⊗ **Language spoken at home** – respondents from English speaking households were measurably more likely to benefit from having a fun / enjoyable experience, feeling part of the local community, opportunity to buy or shop locally, awareness of local artists, facilities or community groups, and fundraising for groups or causes they are involved in.

Personal benefits from attending events in City of Port Phillip by respondent profile
Port Phillip City Council - 2017 Events Survey
(Number and percent of respondents who were aware of and have attended events)

<i>Benefits</i>	<i>Male</i>	<i>Female</i>	<i>English speaking</i>	<i>Multi-lingual</i>
Have a fun /enjoyable experience	62.8%	67.9%	67.9%	57.6%
Socialise with friends/community	61.7%	64.5%	63.2%	63.2%
See arts / culture / entertainment locally	45.9%	48.8%	46.6%	48.0%
Feel part of the local community	39.7%	48.8%	47.0%	36.8%
Opportunity to buy or shop locally	33.4%	49.1%	45.8%	28.8%
No need to travel to attend	31.7%	43.2%	39.1%	34.4%
Awareness of local artists, facilities or community groups	27.6%	38.3%	35.4%	24.8%
Increased physical health by attending	28.6%	21.9%	25.8%	24.0%
Increased mental health by attending	20.3%	27.5%	24.7%	21.6%
Fundraising for groups / causes I am involved in	14.5%	20.7%	19.4%	13.6%
Other	4.1%	1.2%	1.6%	4.0%
Total responses	1,075	1,398	2,037	446
<i>Respondents identifying at least one benefit</i>	282 (97.3%)	321 (99.1%)	484 (98.9%)	119 (95.5%)



Benefits to your business from events held

Business survey respondents were asked:

“What, if any are the greatest benefits to your business from events held in the local area?”

A little less than three-quarters (71.1%) of respondent businesses identified at least one benefit to their business from events held in their local area, at an average of almost six benefits per business.

The most commonly identified benefits to respondent businesses from events held in their local area were opportunities for partnerships or joint marketing (66.1%), general increase of people in the area (55.8%), and that events make it a more vibrant area to visit (54.5%).

It is important to note that each of the eight listed benefits were identified by approximately one-third or more of the respondent businesses, which strongly suggests that the relevant types of business in Port Phillip tend to see a wide range of benefits from events being held in their local area.

Benefits to your business from events held in the local area
Port Phillip City Council - 2017 Events Survey
(Number and percent of total respondents)

<i>Benefits</i>	<i>Business</i>	
	<i>Number</i>	<i>Percent</i>
Opportunities for partnerships, or joint marketing	199	66.1%
General increase of people in the area	168	55.8%
Make it a more vibrant area to visit	164	54.5%
Feel part of the local community	144	47.8%
Increased customers / sales / business	132	43.9%
Make it safe area to visit	126	41.9%
Broader customer reach / attract different customers	116	38.5%
Increased return visitations	95	31.6%
I don't think there are any benefits	87	28.9%
Other	6	2.0%
Total responses	1,237	
<i>Respondents identifying at least one benefit</i>	<i>214 (71.1%)</i>	



Benefits for the City of Port Phillip in hosting events

Resident and business survey respondents were asked:

“What, if any do you think are the most valuable benefits for the City of Port Phillip in hosting events?”

The overwhelming majority of respondents to both the resident (96.9%) and business (92.7%) surveys identified at least one benefit that they thought of as most valuable for the City of Port Phillip in hosting events. Resident survey respondents identified an average of approximately four benefits each, whilst business survey respondents identified an average of approximately eight benefits each.

These results do suggest that local businesses are significantly more positive about the benefits to the City of Port Phillip of hosting events than are local residents.

The most commonly identified benefits that resident survey respondents believe the City of Port Phillip enjoys as a result of hosting events were support for local business / local economy (63.5%), events provide an interesting place to live (49.8%), and events provide opportunities for the community to come together (44.8%).

It is noted that a significant proportion of resident survey respondents (approximately one-sixth or more) identified each of the eleven listed types of benefits, with close to one-third or more identifying each of eight of the listed benefits.

More than half of the respondent businesses identified each of the eleven listed benefits that they believe enjoys as a result of hosting events, with the top three benefits being increased tourism (82.4%), opportunities for the community to come together (77.1%), and increased reputation / popularity of the area (74.8%).

It is also of note that approximately three-quarters or more of the respondent businesses also identified that events provide a diverse range of activities (74.4%), support for local business / local economy (74.1%), showcase for local attractions (72.4%), and provide an interesting place to live (72.1%).



Benefits for the City of Port Phillip of hosting events

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

<i>Benefits</i>	<i>Residents</i>		<i>Business</i>	
	<i>Number</i>	<i>Percent</i>	<i>Number</i>	<i>Percent</i>
Support for local business / local economy	697	63.5%	223	74.1%
Provide an interesting place to live	546	49.8%	217	72.1%
Opportunities for the community to come together	491	44.8%	232	77.1%
Provide a diverse range of activities	388	35.4%	224	74.4%
Increased reputation / popularity of area	361	32.9%	225	74.8%
Opportunities for local talent or artists to	361	32.9%	196	65.1%
Increased tourism	333	30.4%	248	82.4%
Increase use of local parks / open spaces	333	30.4%	203	67.4%
Showcase for local attractions	287	26.2%	218	72.4%
Increased awareness of local charities and local issues	256	23.3%	174	57.8%
Provide organised events to help maintain amenity	184	16.8%	178	59.1%
Other	15	1.4%	4	1.3%
Total responses	4,252		2,342	
<i>Respondents identifying at least one benefit to Port Phillip</i>	<i>1,063 (96.9%)</i>		<i>279 (92.7%)</i>	

With the exception of respondents from St. Kilda and Balaclava, there was relatively little measurable variation in the benefits that respondents believe are enjoyed by the City of Port Phillip as a result of hosting events observed across the eleven suburbs of the municipality.

These results clearly indicate that respondents in St. Kilda and Balaclava are somewhat more focused on the benefits to the municipality of hosting events. This is consistent with the fact that respondents from these two suburbs were two of the three suburbs with the highest level of attendance at events held in the City of Port Phillip in the last twelve months.



Attention is drawn to the following:

- ⊗ **Balaclava** – respondents were measurably more likely than average to identify provide a diverse range of activities, opportunities for local talents or artists to perform or exhibit, increased tourism, increased awareness of local charities and local issues, and provide organised events to help maintain amenity.
- ⊗ **Elwood** – respondents were measurably more likely than average to identify opportunities for the community to come together and increased awareness of local charities and local issues.
- ⊗ **Middle Park** – respondents were measurably more likely than average to identify provide an interesting place to live.
- ⊗ **St. Kilda** – respondents were measurably more likely than average to identify provide an interesting place to live, opportunities for the community to come together, provide a diverse range of activities, opportunities for local talent or artists to perform or exhibit, increased use of local parks and open spaces, increased tourism, showcase for local attractions, increased awareness of local charities and local issues, and provide organised events to help maintain amenity.
- ⊗ **St. Kilda Road** – respondents were measurably more likely than average to identify provide an interesting place to live and provide a diverse range of activities.



Benefits for the City of Port Phillip of hosting events by suburb

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

<i>Benefits</i>	<i>Albert Park</i>	<i>Balaclava</i>	<i>Elwood</i>	<i>Middle Park</i>	<i>Port Melbourne</i>	<i>Ripponlea</i>
Support for local business / local economy	69.0%	63.3%	63.4%	58.8%	65.0%	49.5%
Provide an interesting place to live	49.0%	54.1%	53.8%	58.8%	36.0%	47.5%
Opportunities for the community to come together	35.0%	51.0%	57.0%	38.2%	36.0%	32.7%
Provide a diverse range of activities	21.0%	45.9%	39.8%	31.4%	28.0%	28.7%
Opportunities for local talent or artists to perform or exhibit	28.0%	42.9%	33.3%	30.4%	21.0%	17.8%
Increased reputation / popularity of	24.0%	37.8%	37.6%	27.5%	35.0%	30.7%
Increase use of local parks / open spaces	23.0%	35.7%	35.5%	30.4%	23.0%	18.8%
Increased tourism	21.0%	41.8%	34.4%	22.5%	16.0%	14.9%
Showcase for local attractions	18.0%	33.7%	28.0%	21.6%	21.0%	13.9%
Increased awareness of local charities and local issues	18.0%	32.7%	31.2%	17.6%	19.0%	17.8%
Provide organised events to help maintain amenity	8.0%	26.5%	16.1%	12.7%	18.0%	6.9%
Other	0.0%	2.0%	2.2%	1.0%	5.0%	1.0%
Total responses	314	458	402	358	323	283
<i>Respondents identifying at least one benefit to Port Phillip</i>	<i>99</i> <i>(99.0%)</i>	<i>93</i> <i>(94.9%)</i>	<i>91</i> <i>(97.8%)</i>	<i>99</i> <i>(97.1%)</i>	<i>94</i> <i>(94.0%)</i>	<i>98</i> <i>(97.0%)</i>

<i>Benefits</i>	<i>South Melbourne</i>	<i>St Kilda</i>	<i>St Kilda East</i>	<i>St Kilda Road</i>	<i>St Kilda West</i>	<i>City of Port Phillip</i>
Support for local business / local economy	57.6%	70.6%	59.8%	60.4%	51.5%	63.5%
Provide an interesting place to live	34.3%	58.8%	50.0%	64.4%	41.4%	49.8%
Opportunities for the community to come together	46.5%	54.9%	42.2%	24.8%	36.4%	44.8%
Provide a diverse range of activities	17.2%	51.0%	29.4%	46.5%	26.3%	35.4%
Opportunities for local talent or artists to perform or exhibit	19.2%	54.9%	25.5%	34.7%	19.2%	32.9%
Increased reputation / popularity of	21.2%	39.2%	29.4%	35.6%	22.2%	32.9%
Increase use of local parks / open spaces	28.3%	41.2%	27.5%	22.8%	19.2%	30.4%
Increased tourism	17.2%	45.1%	33.3%	36.6%	29.3%	30.4%
Showcase for local attractions	17.2%	39.2%	21.6%	25.7%	22.2%	26.2%
Increased awareness of local charities and local issues	17.2%	34.3%	12.7%	14.9%	14.1%	23.3%
Provide organised events to help maintain amenity	5.1%	25.5%	12.7%	23.8%	5.1%	16.8%
Other	0.0%	0.0%	0.0%	1.0%	1.0%	1.4%
Total responses	278	525	351	395	285	4,252
<i>Respondents identifying at least one benefit to Port Phillip</i>	<i>94</i> <i>(94.9%)</i>	<i>100</i> <i>(98.0%)</i>	<i>100</i> <i>(98.0%)</i>	<i>100</i> <i>(99.0%)</i>	<i>95</i> <i>(96.0%)</i>	<i>1,063</i> <i>(96.9%)</i>



Impacts of the events

Impacts on you and your local suburb when events are held

Resident and business survey respondents were asked:

“What, if any do you think are the biggest impacts to you and your local area of events being held in the City of Port Phillip?”

Almost two-thirds (64.9%) of resident survey respondents and a little more than three-quarters (78.1%) of business survey respondents identified at least one impact that they believe impact on them and / or their local area (for residents) or on their local area (for businesses).

Impacts on you and local area of events being held in the City of Port Phillip
Port Phillip City Council - 2017 Events Survey
(Number and percent of total respondents)

Benefits	Residents		Business	
	Number	Percent	Number	Percent
Litter	354	32.3%	148	49.2%
Parking availability	345	31.4%	189	62.8%
Road closures	339	30.9%	191	63.5%
Noise	224	20.4%	103	34.2%
Anti-social behaviour	201	18.3%	107	35.5%
Too many people in the local area	155	14.1%	44	14.6%
Sustainability / environmental impact	113	10.3%	92	30.6%
Loss of access to local parks / public spaces	108	9.8%	88	29.2%
Property damage	84	7.7%	77	25.6%
Loss of access to local shops / facilities	63	5.7%	99	32.9%
Change to daily routine	52	4.7%	82	27.2%
Compete with local business	na	na	51	16.9%
No significant impact	347	31.6%	66	21.9%
Other	16	1.5%	11	3.7%
Total responses	2,401		1,348	
<i>Respondents identifying at least one negative impact</i>	<i>713 (64.9%)</i>		<i>235 (78.1%)</i>	

Respondents that did not believe there were any impacts responded “no significant impact”, which has been included in the table but is not included in the percentages identifying at least one impact. In other words, the results show that 64.9% of resident survey respondents identified at least one impact on them and their local area from events held in the City of Port Phillip, and 31.6% reported that there were no significant impacts.



It is noted that business survey respondents (5.7 impacts) identified a significantly higher average number of negative impacts than resident survey respondents (2.3 impacts).

Metropolis Research notes that for resident survey respondents, the proportion of respondents that believe there are no significant impacts is approximately the same as the proportion identifying the three most common negative impacts, those being litter (32.3%), parking availability (31.4%), and road closures (30.9%). This pattern is not evident however for business survey respondents, who were more likely to identify a range of negative impacts than they were to report “no significant impact”.

The most commonly identified negative impacts identified by resident survey respondents were litter (32.3%), parking availability (31.4%), and road closures (30.9%). Business survey respondents were significantly more likely to identify road closures (63.5%), parking availability (62.8%), and also litter (49.2%).

There was measurable variation in the impacts of events being held in the City of Port Phillip observed across the eleven suburbs comprising the municipality, with attention drawn to the following:

- ⊗ **Albert Park, Port Melbourne, Ripponlea, and St. Kilda Road** – respondents were measurably more likely than average to identify no significant impact.
- ⊗ **Balaclava** – respondents were measurably more likely than average to identify litter and property damage as impacts of events held in the local area.
- ⊗ **Elwood** – respondents were measurably more likely than average to identify parking availability, road closures, and too many people in the local area as impacts of events held in the local area.
- ⊗ **Middle Park** – respondents were measurably more likely than average to identify changes to daily routine as an impact of events held locally.
- ⊗ **St. Kilda** - respondents were measurably more likely than average to identify litter and anti-social behaviour as impacts of events held locally.
- ⊗ **St. Kilda East** – respondents were measurably more likely than average to identify loss of access to local shops / facilities as impacts of events held locally.
- ⊗ **St. Kilda West** – respondents were measurably more likely than average to identify road closures and loss of access to local parks / public spaces as impacts of events held locally.



Impacts on you and local area of events being held in the City of Port Phillip by suburb**Port Phillip City Council - 2017 Events Survey***(Number and percent of total respondents)*

<i>Benefits</i>	<i>Albert Park</i>	<i>Balaclava</i>	<i>Elwood</i>	<i>Middle Park</i>	<i>Port Melbourne</i>	<i>Ripponlea</i>
Litter	25.0%	49.0%	34.4%	20.6%	30.0%	23.8%
Parking availability	25.0%	36.7%	46.2%	24.5%	14.0%	26.7%
Road closures	27.0%	34.7%	50.5%	31.4%	17.0%	14.9%
Noise	19.0%	22.4%	26.9%	25.5%	18.0%	11.9%
Anti-social behaviour	14.0%	30.6%	21.5%	18.6%	12.0%	16.8%
Too many people in the local area	13.0%	8.2%	24.7%	6.9%	17.0%	9.9%
Sustainability / environmental	2.0%	17.3%	15.1%	11.8%	3.0%	5.0%
Loss of access to local parks / public spaces	13.0%	7.1%	15.1%	10.8%	6.0%	9.9%
Property damage	8.0%	18.4%	4.3%	12.7%	6.0%	6.9%
Loss of access to local shops / facilities	3.0%	4.1%	8.6%	6.9%	3.0%	5.9%
Change to daily routine	1.0%	3.1%	5.4%	8.8%	3.0%	4.0%
No significant impact	40.0%	26.5%	19.4%	39.2%	49.0%	45.5%
Other	2.0%	0.0%	0.0%	3.9%	1.0%	2.0%
Total responses	192	253	253	226	179	185
<i>Respondents identifying at least one negative impact</i>	<i>59</i> <i>(59.0%)</i>	<i>70</i> <i>(71.5%)</i>	<i>74</i> <i>(79.5%)</i>	<i>60</i> <i>(58.8%)</i>	<i>47</i> <i>(47.0%)</i>	<i>49</i> <i>(48.6%)</i>

<i>Benefits</i>	<i>South Melbourne</i>	<i>St Kilda</i>	<i>St Kilda East</i>	<i>St Kilda Road</i>	<i>St Kilda West</i>	<i>City of Port Phillip</i>
Litter	19.2%	46.1%	27.5%	20.8%	38.4%	32.3%
Parking availability	30.3%	39.2%	39.2%	12.9%	37.4%	31.4%
Road closures	29.3%	28.4%	35.3%	19.8%	46.5%	30.9%
Noise	20.2%	22.5%	13.7%	10.9%	26.3%	20.4%
Anti-social behaviour	11.1%	27.5%	8.8%	17.8%	19.2%	18.3%
Too many people in the local area	12.1%	11.8%	12.7%	6.9%	14.1%	14.1%
Sustainability / environmental	7.1%	16.7%	11.8%	5.0%	9.1%	10.3%
Loss of access to local parks / public	9.1%	8.8%	5.9%	10.9%	18.2%	9.8%
Property damage	8.1%	10.8%	1.0%	6.9%	8.1%	7.7%
Loss of access to local shops /	4.0%	5.9%	10.8%	5.0%	5.1%	5.7%
Change to daily routine	4.0%	5.9%	2.9%	8.9%	6.1%	4.7%
No significant impact	28.3%	23.5%	26.5%	47.5%	19.2%	31.6%
Other	2.0%	1.0%	3.9%	0.0%	6.1%	1.5%
Total responses	183	253	204	175	251	2,401
<i>Respondents identifying at least one negative impact</i>	<i>64</i> <i>(64.6%)</i>	<i>74</i> <i>(72.6%)</i>	<i>71</i> <i>(69.6%)</i>	<i>51</i> <i>(50.5%)</i>	<i>76</i> <i>(76.8%)</i>	<i>713</i> <i>(64.9%)</i>

There was also measurable variation in the perceived impacts of events on respondents personally and their local area observed by respondent profile, with attention drawn to:

- ⊗ **Young persons and young adults (aged 15 to 34 years)** – respondents were measurably more likely than average to believe events have no significant impact of events held locally.
- ⊗ **Adults (aged 35 to 49 years)** – respondents were measurably more likely than average to identify parking availability as an impact of events held locally.
- ⊗ **Middle-aged adults (aged 50 to 59 years)** – respondents were measurably more likely than average to identify parking availability, road closures, noise, anti-social behaviour, and too many people in the local area as impacts of events held locally.
- ⊗ **Older adults (aged 60 to 74 years)** – respondents were measurably more likely than average to identify loss of access to local parks / public spaces, and change to daily routine as impacts of events held locally.
- ⊗ **Senior citizens (aged 75 years and over)** – respondents were somewhat, albeit not measurably more likely than average to identify a change to daily routine as an impact of events held locally.
- ⊗ **Male** – respondents were measurably more likely than female respondents to identify loss of access to local parks / public spaces as an impact of events held locally.
- ⊗ **Female** – respondents were measurably more likely than male respondents to identify road closures as an impact of events held locally.
- ⊗ **English speaking** – respondents from English speaking households were measurably more likely than respondents from multi-lingual households to identify road closures as an impact of events held locally, but also were measurably more likely to believe that events held locally had no significant impact.
- ⊗ **Multi-lingual households** – respondents from multi-lingual households were measurably more likely than respondents from English speaking households to identify litter as an impact of events held locally.



Impacts on you and local area of events being held in the City of Port Phillip by age structure**Port Phillip City Council - 2017 Events Survey***(Number and percent of total respondents)*

<i>Benefits</i>	<i>15 to 24 years</i>	<i>25 to 34 years</i>	<i>35 to 49 years</i>	<i>50 to 59 years</i>	<i>60 to 74 years</i>
Litter	35.0%	28.1%	33.2%	36.7%	32.4%
Parking availability	20.9%	23.8%	37.9%	43.7%	34.6%
Road closures	20.9%	28.1%	34.6%	41.8%	35.3%
Noise	14.7%	14.9%	21.1%	24.7%	27.9%
Anti-social behaviour	11.7%	13.2%	17.4%	29.7%	23.5%
Too many people in the local area	6.7%	10.3%	12.8%	21.5%	25.0%
Sustainability / environmental impact	14.7%	7.1%	9.1%	11.4%	16.9%
Loss of access to local parks / public spaces	3.7%	5.0%	10.1%	14.6%	22.8%
Property damage	6.7%	5.0%	8.1%	8.2%	12.5%
Loss of access to local shops / facilities	3.1%	2.1%	6.4%	7.0%	11.0%
Change to daily routine	0.0%	2.8%	6.0%	6.3%	8.1%
No significant impact	36.2%	35.6%	31.9%	23.4%	29.4%
Other	1.2%	1.1%	2.0%	0.6%	1.5%
Total responses	286	496	686	427	383
<i>Respondents identifying at least one negative impact</i>	95 (58.5%)	170 (60.4%)	195 (65.2%)	119 (75.0%)	93 (68.7%)

<i>Benefits</i>	<i>75 years and over</i>	<i>Male</i>	<i>Female</i>	<i>English speaking</i>	<i>Multi- lingual</i>
Litter	27.1%	30.6%	34.2%	30.9%	36.1%
Parking availability	22.0%	28.3%	35.2%	31.0%	33.1%
Road closures	13.6%	29.7%	32.5%	32.4%	27.1%
Noise	30.5%	20.9%	20.4%	20.7%	19.3%
Anti-social behaviour	23.7%	19.6%	17.3%	19.0%	16.0%
Too many people in the local area	16.9%	13.1%	15.6%	14.4%	13.4%
Sustainability / environmental impact	3.4%	8.5%	12.5%	10.4%	10.0%
Loss of access to local parks / public spaces	6.8%	11.2%	8.7%	9.9%	10.0%
Property damage	10.2%	9.4%	6.2%	8.1%	5.9%
Loss of access to local shops / facilities	11.9%	6.5%	5.0%	5.3%	7.4%
Change to daily routine	8.5%	5.3%	4.2%	5.0%	4.1%
No significant impact	28.8%	34.2%	28.3%	32.6%	29.0%
Other	3.4%	0.9%	1.7%	1.7%	0.4%
Total responses	122	1,234	1,152	1,806	570
<i>Respondents identifying at least one negative impact</i>	39 (66.2%)	349 (61.7%)	506 (97.4%)	528 (64.7%)	176 (65.5%)

Impacts on your business when events are held

Business survey respondents were asked:

“What, if any do you think are the biggest impacts on your business when events are held in your local area?”

A little less than three-quarters (73.4%) of respondent businesses identified at least one impact on their business of events being held in the City of Port Phillip, at an average of a little more than five impacts per respondent business.

By far the two most commonly identified impacts on respondent businesses of events being held in the City of Port Phillip were parking availability (59.1%) and road closures (56.5%). These were the only two impacts to be identified by more than half of the respondent businesses.

A range of other impacts were identified by a significant minority of respondent businesses, with litter (39.5%), loss of access to local shops / facilities (29.9%), and anti-social behaviour (28.2%) most prominent in the results.

Impacts on your business of events being held in the City of Port Phillip

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

<i>Benefits</i>	<i>Business</i>	
	<i>Number</i>	<i>Percent</i>
Parking availability	178	59.1%
Road closures	170	56.5%
Litter	119	39.5%
Loss of access to local shops / facilities	90	29.9%
Anti-social behaviour	85	28.2%
Change to daily routine	81	26.9%
Sustainability / environmental impact	77	25.6%
Loss of access to local parks / public spaces	71	23.6%
Noise	67	22.3%
Property damage	55	18.3%
Compete with local businesses	52	17.3%
Too many people in the local area	24	8.0%
Other	4	1.3%
No significant impact	80	26.6%
Total responses	1,153	
<i>Respondents identifying at least one impact</i>	221	(73.4%)



Events in the City of Port Phillip

Number of events

Resident and business survey respondents were asked:

“Do you think the number of events held in the City of Port Phillip is?”

More than two-thirds of both resident (80.5%) and business (70.1%) survey respondents either believe that the number of events held in the City of Port Phillip was “about right” or could not say.

Particular attention is drawn to the fact that more than twice the proportion of business (24.6%) survey than resident (11.9%) survey respondents believe that there are “too few” events in the City of Port Phillip.

A similar proportion of both resident (7.6%) and business (5.3%) survey respondents believe that there are “too many” events already in the City of Port Phillip.

The number of events in the City of Port Phillip
Port Phillip City Council - 2017 Events Survey
(Number and percent of respondents providing a response)

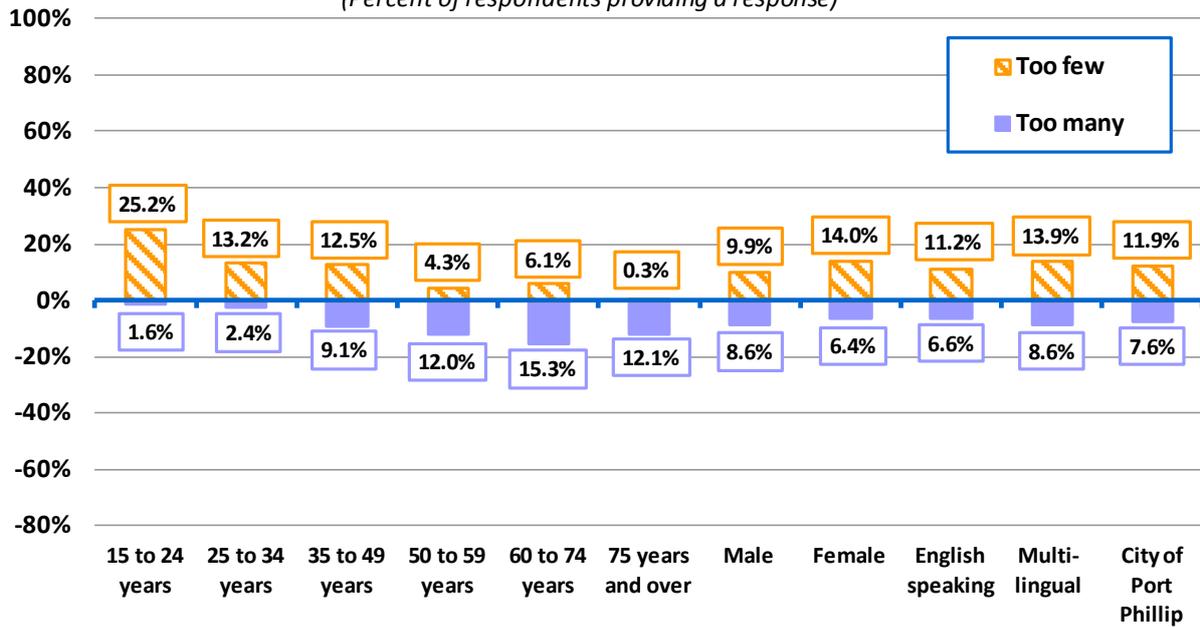
Response	Residents		Business	
	Number	Percent	Number	Percent
Too few	131	11.9%	74	24.6%
About right	517	47.1%	110	36.5%
Too many	83	7.6%	16	5.3%
Can't say	366	33.4%	101	33.6%
Total	1,097	100%	301	100%

There was some variation in these results observed by respondent profile, with attention drawn to the following:

- ⊗ **Young persons (aged 15 to 24 years)** – respondents were measurably more likely than average to believe that there are “too few” events in the City of Port Phillip.
- ⊗ **Middle-aged, older adults, and senior citizens (aged 50 years and over)** – respondents were measurably more likely than average to believe that there are “too many” events in the City of Port Phillip.

There was no meaningful variation in this result observed by respondents’ gender or language spoken at home.

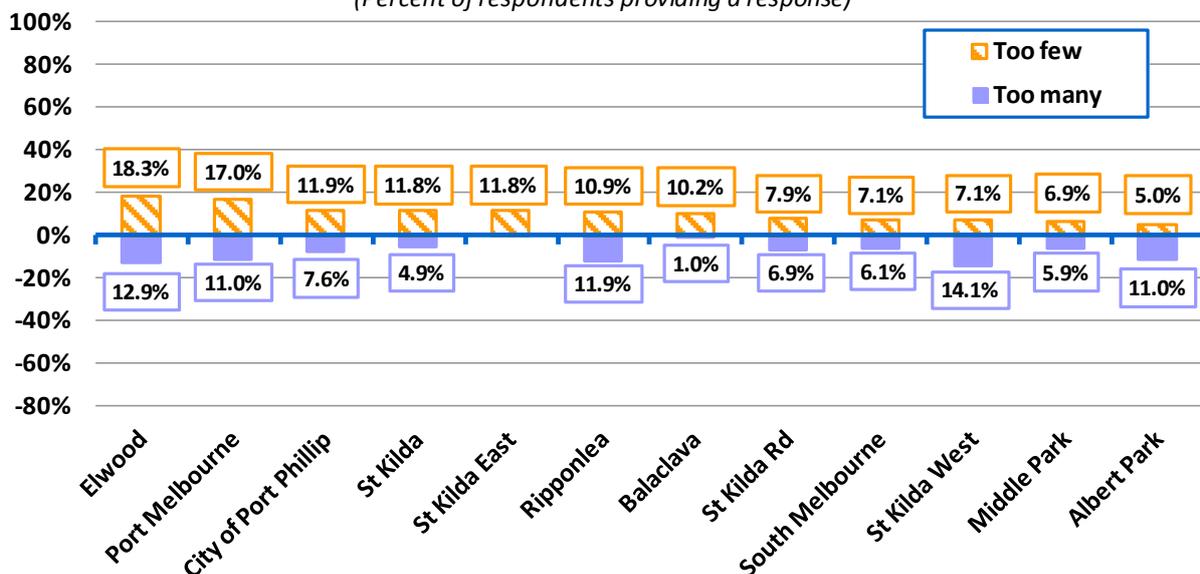
The number of events in the City of Port Phillip by respondent profile
Port Phillip City Council - 2017 Events Survey
 (Percent of respondents providing a response)



There was no statistically significant variation in this result observed across the eleven suburbs comprising the City of Port Phillip, although attention is drawn to the following:

- ⊗ **Elwood and Port Melbourne** – respondents were somewhat, albeit not measurably more likely to believe that there were “too few” or “too many” events in the City of Port Phillip.
- ⊗ **St. Kilda West** – respondents were somewhat, albeit not measurably more likely than average to believe that there are “too many” events in the City of Port Phillip.

The number of events in the City of Port Phillip by suburb
Port Phillip City Council - 2017 Events Survey
 (Percent of respondents providing a response)



Feel proud of the community or area

Resident and business survey respondents were asked:

“Do events make you feel proud of your community or area?”

Approximately two-thirds of both resident (67.4%) and business (63.1%) survey respondents believe that events make them feel proud of their local community or area. Particular attention is drawn to the fact that just 8.8% of resident survey respondents and 10.6% of business survey respondents reported that events did not make them feel proud of the local community or area.

Events make you feel proud of the community / area

Port Phillip City Council - 2017 Events Survey

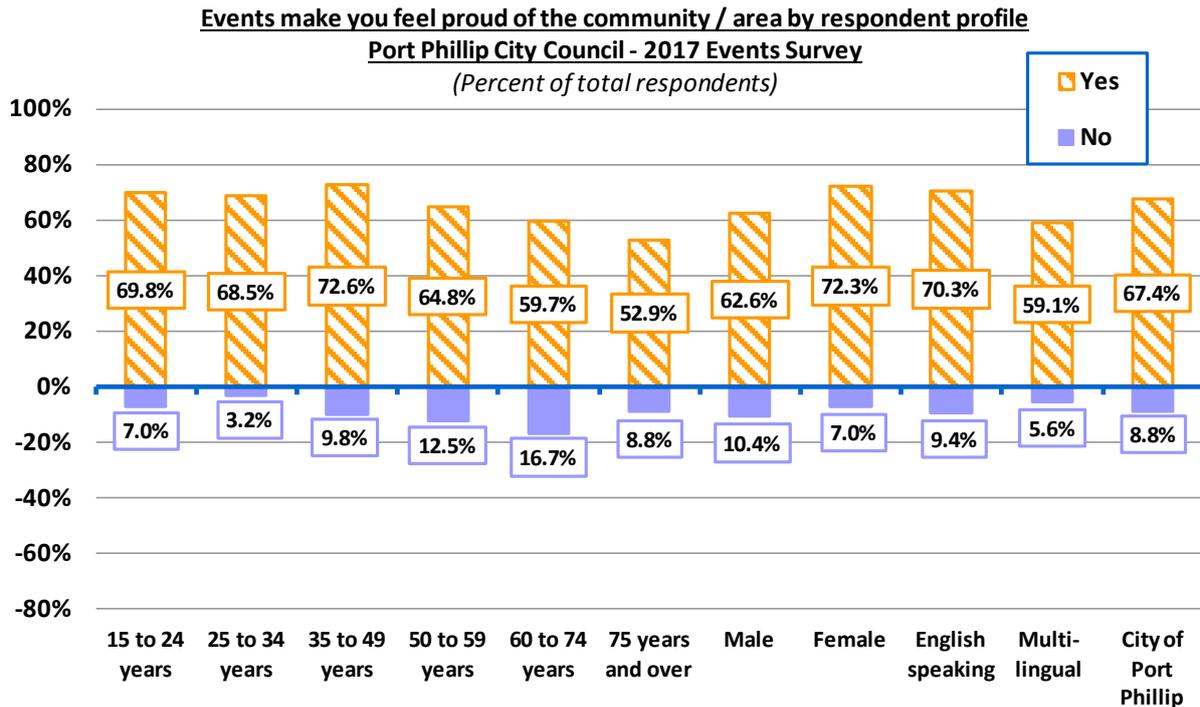
(Number and percent of total respondents)

Response	Residents		Business	
	Number	Percent	Number	Percent
Yes	739	67.4%	190	63.1%
No	97	8.8%	32	10.6%
Can't say	261	23.8%	79	26.2%
Total	1,097	100%	301	100%

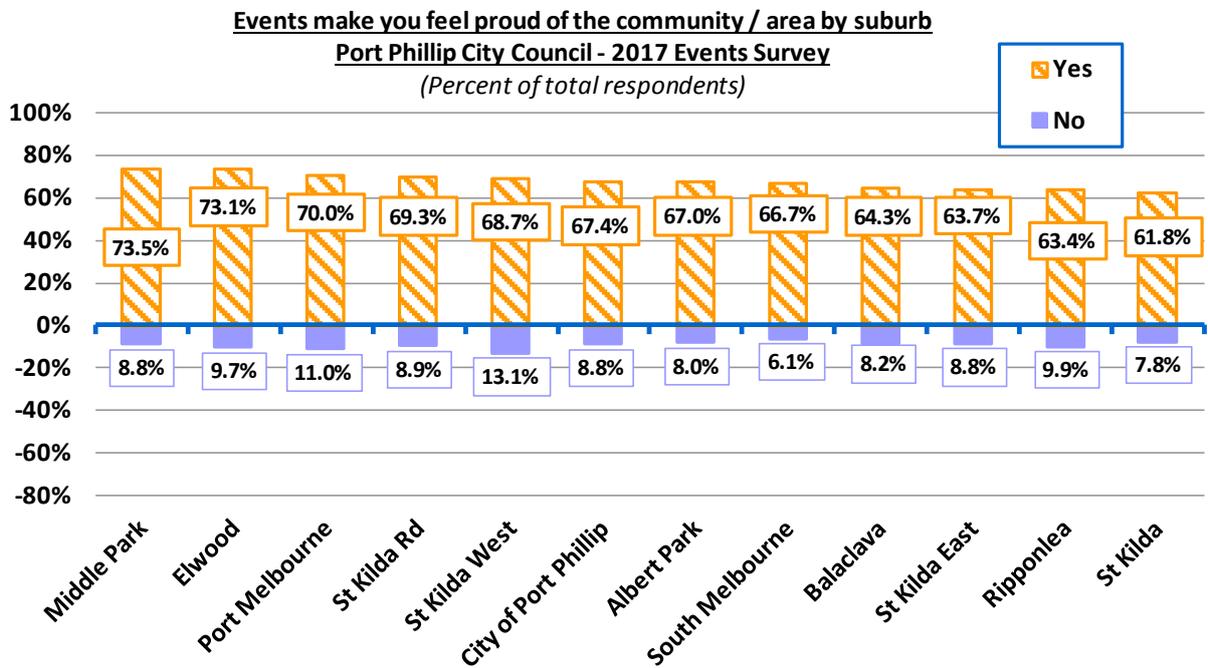
There was measurable variation in this result observed by respondent profile, with attention drawn to the following:

- ⊗ **Older adults and senior citizens (aged 60 years and over)** – respondents were measurably less likely to feel proud of their local community or area due to events.
- ⊗ **Older adults (aged 60 to 74 years)** – respondents were measurably more likely than average to not feel proud of their local community or area due to events.
- ⊗ **Gender** – female respondents were measurably more likely than male respondents to feel proud of their local community or area due to events.
- ⊗ **Language spoken at home** – respondents from English speaking households were measurably more likely than respondents from multi-lingual households to feel proud of their local community or area due to events.





There was no statistically significant variation in whether respondents feel proud of their local community or area due to events being held observed across the eleven suburbs comprising the City of Port Phillip.



Types of events most like to see held

Resident and business survey respondents were asked:

“What types of events would you most like to see held in the City of Port Phillip?”

The overwhelming majority of both resident (95.3%) and business (82.4%) survey respondents identified at least one type of event that they would like to see held in the City of Port Phillip. Resident survey respondents identified an average of approximately 4.4, whilst business survey respondents identified an average of five types of events each.

Metropolis Research notes that a significant proportion of both resident and business survey respondents identified most of the types of events listed on the survey form. This does strongly suggest that the Port Phillip community would like to see a wide variety of different types of events being held in the municipality.

The types of events most commonly preferred by resident survey respondents include music (48.2%), arts (42.0%), entertainment (39.7%), food and beverage (39.6%), and market (37.6%) events. Similar results are recorded for business survey respondents, although attention is drawn to the fact that 38.2% of businesses identified community events.

Events most like to see held in the City of Port Phillip
Port Phillip City Council - 2017 Events Survey
 (Number and percent of total respondents)

Events	Residents		Business	
	Number	Percent	Number	Percent
Music	529	48.2%	121	40.2%
Arts	461	42.0%	104	34.6%
Entertainment	436	39.7%	102	33.9%
Food and beverage	434	39.6%	109	36.2%
Market	412	37.6%	78	25.9%
Multi-cultural	344	31.4%	89	29.6%
Film	329	30.0%	69	22.9%
Cultural	322	29.4%	99	32.9%
Active / sporting	303	27.6%	80	26.6%
Community	277	25.3%	115	38.2%
Educational	231	21.1%	66	21.9%
Gallery event	195	17.8%	61	20.3%
Fundraising	130	11.9%	63	20.9%
Public forum / speaker	122	11.1%	51	16.9%
Other	56	5.1%	49	16.3%
Total responses	4,582		1,256	
<i>Respondents identifying at least one type of event they would like to see more of</i>	<i>1,045 (95.3%)</i>		<i>248 (82.4%)</i>	

There was measurable and significant variation in the preferred types of events respondents would like to see held in the City of Port Phillip observed across the eleven suburbs comprising the municipality.

Metropolis Research draws particular attention to the higher than average proportion of respondents in St. Kilda and to a lesser extent Balaclava that preferred to see many of the types of events held in the City of Port Phillip. This is clearly consistent with a number of other results outlined in this report that highlight that respondents in these suburbs are more positive in their views as to events in the municipality than respondents across the municipality on average.

Attention drawn to the following:

- ⊗ **Balaclava** – respondents were measurably more likely than average to prefer to see music, cultural, film and gallery events held in the City of Port Phillip.
- ⊗ **Elwood** – respondent were measurably more likely than average to prefer to see market and community events held in the City of Port Phillip.
- ⊗ **Middle Park** – respondents were measurably more likely than average to prefer to see educational events held in the City of Port Phillip.
- ⊗ **St. Kilda** – respondents were measurably more likely than average to prefer to see food and beverage, music, market, arts, entertainment, film, multicultural, and gallery events held in the City of Port Phillip.
- ⊗ **St. Kilda West** – respondents were measurably more likely than average to prefer to see educational events held in the City of Port Phillip.



Top ten events most like to see held in the City of Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Percent of total respondents)

Albert Park		Balaclava	
Music	46.0%	Music	63.3%
Arts	42.0%	Entertainment	46.9%
Cultural	35.0%	Food and beverage	44.9%
Entertainment	32.0%	Cultural	43.9%
Market	30.0%	Film	41.8%
Community	27.0%	Arts	40.8%
Multicultural	26.0%	Multicultural	37.8%
Food and beverage	26.0%	Market	34.7%
Educational	25.0%	Community	28.6%
Film	23.0%	Gallery events	27.6%

Elwood		Middle Park	
Market	47.3%	Music	51.0%
Arts	43.0%	Entertainment	48.0%
Entertainment	43.0%	Arts	41.2%
Music	39.8%	Food and beverage	34.3%
Food and beverage	36.6%	Educational	32.4%
Community	35.5%	Market	31.4%
Active / sporting	34.4%	Film	31.4%
Multicultural	30.1%	Cultural	30.4%
Cultural	29.0%	Multicultural	28.4%
Educational	25.8%	Active / sporting	26.5%

Port Melbourne		Ripponlea	
Music	46.0%	Music	31.7%
Food and beverage	44.0%	Entertainment	28.7%
Arts	35.0%	Market	27.7%
Active / sporting	33.0%	Cultural	27.7%
Market	31.0%	Food and beverage	23.8%
Multicultural	29.0%	Arts	21.8%
Entertainment	27.0%	Multicultural	18.8%
Cultural	26.0%	Film	18.8%
Film	26.0%	Educational	17.8%
Community	18.0%	Active / sporting	14.9%



Top ten events most like to see held in the City of Port Phillip by suburb

Port Phillip City Council - 2017 Events Survey

(Percent of total respondents)

South Melbourne		St Kilda	
Music	34.3%	Food and beverage	62.7%
Arts	33.3%	Music	61.8%
Market	32.3%	Market	56.9%
Community	30.3%	Arts	52.9%
Entertainment	30.3%	Entertainment	52.0%
Cultural	28.3%	Film	44.1%
Multicultural	26.3%	Multicultural	41.2%
Active / sporting	21.2%	Cultural	31.4%
Food and beverage	20.2%	Gallery events	30.4%
Educational	17.2%	Active / sporting	27.5%

St Kilda East		St Kilda Road	
Music	47.1%	Music	50.5%
Arts	46.1%	Arts	36.6%
Entertainment	43.1%	Entertainment	36.6%
Film	33.3%	Multicultural	34.7%
Food and beverage	31.4%	Food and beverage	30.7%
Market	27.5%	Active / sporting	29.7%
Cultural	27.5%	Film	28.7%
Active / sporting	25.5%	Cultural	18.8%
Multicultural	24.5%	Market	16.8%
Educational	21.6%	Educational	11.9%

St Kilda West		City of Port Phillip	
Arts	48.5%	Music	48.2%
Music	46.5%	Arts	42.0%
Entertainment	38.4%	Entertainment	39.7%
Community	34.3%	Food and beverage	39.6%
Cultural	32.3%	Market	37.6%
Food and beverage	32.3%	Multi-cultural	31.4%
Market	31.3%	Film	30.0%
Educational	30.3%	Cultural	29.4%
Multicultural	28.3%	Active / sporting	27.6%
Active / sporting	27.3%	Community	25.3%



There was measurable and significant variation in the preferred types of events respondents would like to see held in the City of Port Phillip observed by respondent profile. These results are broadly consistent with the strong theme developed throughout this report that shows that younger residents are more positively disposed towards a broad range of events being held in the municipality than are older residents.

It is true to say that female respondents have consistently throughout this report been more positively engaged with events in the municipality than male respondents, and this is highlighted in these results. This is also true in relation to language spoken at home, with respondents from English speaking households generally more positively engaged with events in the municipality than respondents from multi-lingual households.

Particular attention is drawn to the following:

- ⊗ **Young persons (aged 15 to 24 years)** – respondents were measurably more likely than average to prefer to see music, arts, entertainment, food and beverage, film, active / sporting, and multicultural events being held in the City of Port Phillip.
- ⊗ **Young adults (aged 25 to 34 years)** – respondents were measurably more likely than average to prefer to see music, food and beverage, and active / sporting events being held in the City of Port Phillip.
- ⊗ **Adults (aged 35 to 49 years)** – respondents were measurably more likely than average to prefer to see community events being held in the City of Port Phillip.
- ⊗ **Middle-aged adults (aged 50 to 59 years)** – respondents were somewhat, albeit not measurably more likely than average to prefer to see gallery events held in the City of Port Phillip.
- ⊗ **Older adults and senior citizens (aged 60 years and over)** – respondents were typically less likely than average to prefer to see most types of events held in the City of Port Phillip.
- ⊗ **Male** – respondent were measurably more likely than female respondents to prefer to see active / sporting events held in the City of Port Phillip.
- ⊗ **Female** – respondents were measurably more likely than male respondents to prefer to see music, arts, market, multicultural, film, community, and educational events held in the City of Port Phillip.
- ⊗ **English speaking households** – respondents from English speaking households were measurably more likely than respondent from multi-lingual households to prefer to see music, arts, entertainment, market, active / sporting, and community events held in the City of Port Phillip.
- ⊗ **Multi-lingual households** – respondents from multi-lingual households were measurably more likely than respondents from English speaking households to prefer to see multicultural events held in the City of Port Phillip.



Top ten events most like to see held in the City of Port Phillip by age structure

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

15 to 24 years		25 to 34 years	
Music	74.8%	Music	59.4%
Arts	54.0%	Food and beverage	47.0%
Entertainment	53.4%	Entertainment	45.6%
Food and beverage	47.2%	Market	40.9%
Film	47.2%	Active / sporting	35.9%
Active / sporting	46.0%	Arts	33.5%
Multicultural	41.7%	Multicultural	31.0%
Market	39.3%	Film	31.0%
Cultural	30.7%	Cultural	30.6%
Community	19.0%	Educational	16.7%

35 to 49 years		50 to 59 years	
Entertainment	44.6%	Arts	43.0%
Music	44.0%	Market	38.6%
Food and beverage	43.3%	Community	34.2%
Arts	40.9%	Music	34.2%
Market	36.9%	Food and beverage	31.0%
Multicultural	33.6%	Multicultural	27.8%
Community	31.2%	Cultural	26.6%
Film	29.5%	Entertainment	26.6%
Cultural	28.9%	Film	23.4%
Active / sporting	28.2%	Gallery events	22.2%

60 - 74 years		75 years and over	
Arts	47.1%	Arts	42.4%
Market	36.0%	Educational	32.2%
Music	34.6%	Community	25.4%
Cultural	33.8%	Market	23.7%
Food and beverage	28.7%	Gallery events	20.3%
Entertainment	28.7%	Cultural	18.6%
Multicultural	27.2%	Music	15.3%
Community	27.2%	Film	15.3%
Educational	25.0%	Multicultural	13.6%
Film	22.8%	Food and beverage	11.9%



Top ten events most like to see held in the City of Port Phillip by respondent profile

Port Phillip City Council - 2017 Events Survey

(Number and percent of total respondents)

Male		Female	
Music	45.1%	Music	51.5%
Arts	38.8%	Arts	45.8%
Entertainment	38.8%	Market	42.1%
Food and beverage	37.5%	Food and beverage	41.7%
Market	33.6%	Entertainment	40.8%
Active / sporting	32.2%	Multicultural	34.0%
Multicultural	28.7%	Cultural	33.3%
Film	26.9%	Film	33.3%
Cultural	26.4%	Community	28.5%
Community	22.3%	Educational	23.5%

English speaking		Multi-lingual	
Music	49.4%	Music	45.0%
Arts	43.3%	Arts	39.0%
Entertainment	41.5%	Food and beverage	37.5%
Food and beverage	40.5%	Multicultural	36.4%
Market	38.7%	Market	34.2%
Film	30.2%	Entertainment	33.8%
Multicultural	29.7%	Cultural	30.5%
Active / sporting	29.0%	Film	30.1%
Cultural	28.8%	Active / sporting	24.5%
Community	26.0%	Community	22.7%



Attending events make you feel part of the local community

Resident survey respondents were asked:

“Does attending events in the City of Port Phillip make you feel part of your local community?”

Almost three-quarters (70.8%) of the respondents that had attended events in the last twelve months believe that attending events makes them feel part of their local community, whilst just ten percent (10.1%) believed that it did not make them feel that way.

Attending events make you feel part of the local community
Port Phillip City Council - 2017 Events Survey
(Number and percent of respondents providing a response)

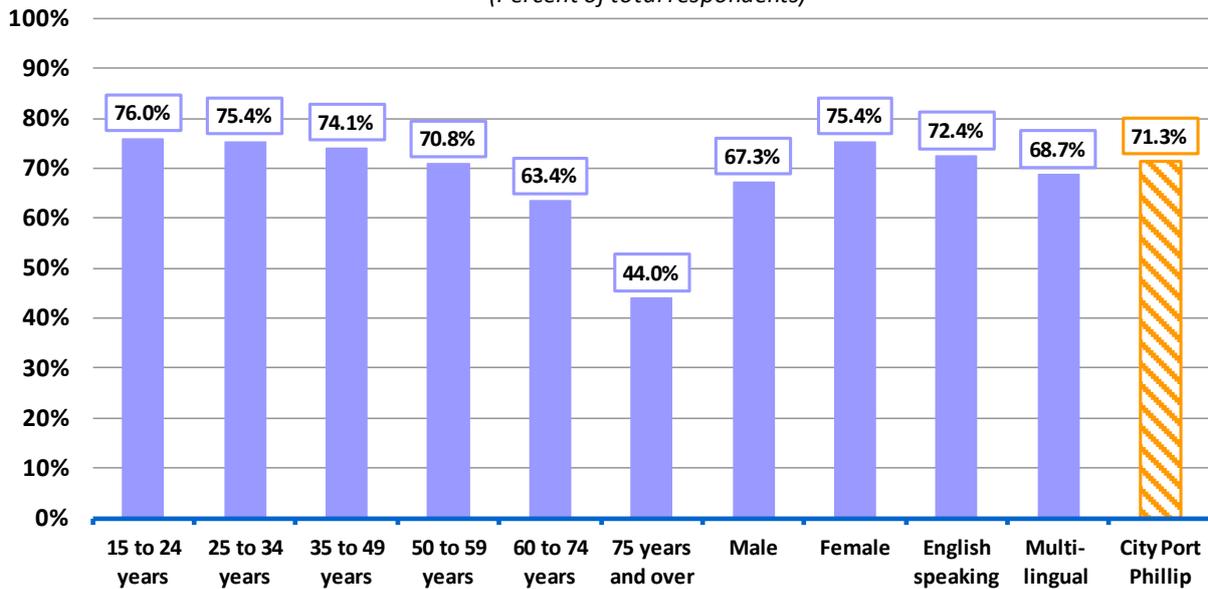
<i>Response</i>	<i>Residents</i>	
	<i>Number</i>	<i>Percent</i>
Yes	528	70.8%
No	75	10.1%
Can't say	143	19.2%
Total	746	100%

There was some variation in this result observed by respondent profile, with attention drawn to the following:

- ⊗ **Older adults and senior citizens (aged 60 years and over)** – respondents were measurably less likely than average to believe that attending events made them feel part of the local community.
- ⊗ **Gender** – female respondents were measurably more likely than male respondents to believe that attending events made them feel part of the local community.
- ⊗ **Language spoken at home** – respondents from English speaking households were somewhat, albeit not measurably more likely than respondents from multi-lingual households to believe that attending events made them feel part of the local community.



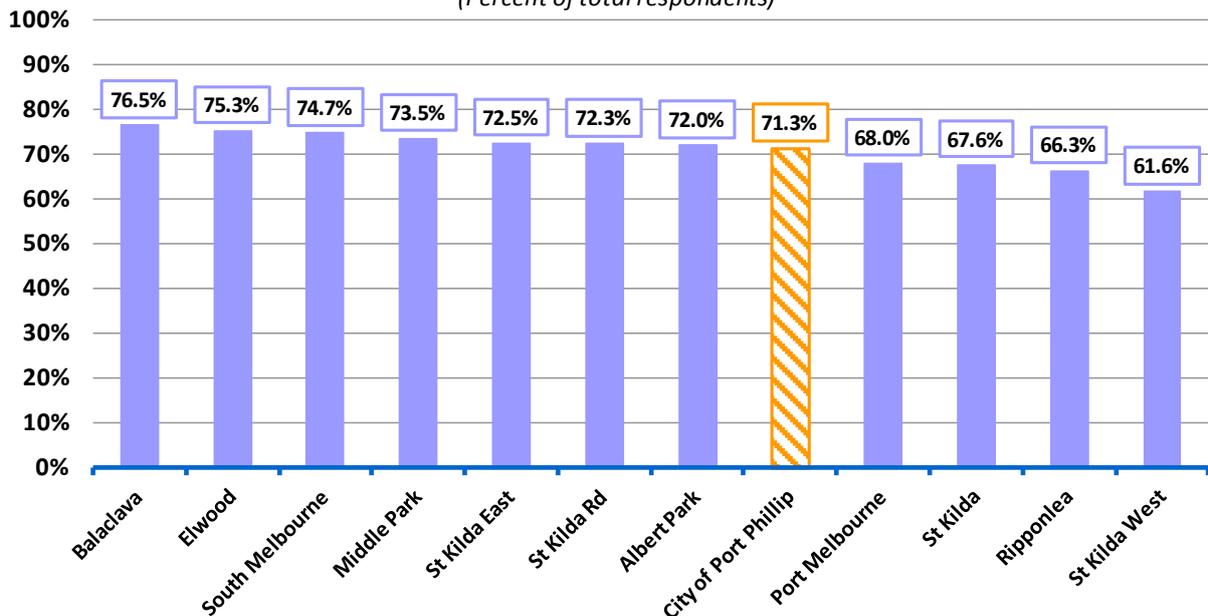
Attending events make you feel part of your local community by respondent profile
Port Phillip City Council - 2017 Events Survey
 (Percent of total respondents)



There was only a small degree of statistically significant variation in this result observed across the eleven suburbs comprising the City of Port Phillip, with attention drawn to the following:

- ⊗ **St. Kilda West** – respondents were measurably less likely than average to believe that attending events made them feel part of the local community.

Attending events make you feel part of your local community by suburb
Port Phillip City Council - 2017 Events Survey
 (Percent of total respondents)



Respondent profile

The following tables provide the details as to the respondent profile of respondents to both the resident and business surveys. The survey methodology was designed to ensure that the sample included an age and gender profile that reflected the underlying population of the City of Port Phillip. As is clearly evident in the tables this was achieved.

Gender

The survey obtained a near fifty / fifty split between male and female respondents.

Gender
Port Phillip City Council - 2017 Events Survey
(number and percent of respondents providing a response)

Gender	Survey		2016
	Number	Percent	Census
Male	565	51.9%	48.9%
Female	520	47.8%	51.1%
Other	4	0.4%	
Prefer not to say	8		
Total	1,097	100%	100,870

Age structure

The survey specifically targeted young persons and young adults, although it is noted that the sample does slightly over-represent 15 to 24 year olds, and slightly under-represent 25 to 34 year olds. Given the fact that the results for these two age groups tends to be quite similar in the results, this small level of variation is not considered significant.

Age structure
Port Phillip City Council - 2017 Events Survey
(number and percent of respondents providing a response)

Age group	Survey		2016
	Number	Percent	Census
15 to 24 years	163	14.9%	10.6%
25 to 34 years	281	25.6%	29.5%
35 to 49 years	299	27.3%	28.6%
50 to 59 years	158	14.4%	13.2%
60 to 74 years	136	12.4%	12.9%
75 years and over	59	5.4%	5.2%
Not stated	1		
Total	1,097	100%	89,086



Language spoken at home

Almost one-quarter (24.8%) of resident survey respondents were from households that spoke a language other than English at home, which are referred to in the report as “multi-lingual households”. This is almost identical to the 2016 *Census* which reported that 23.2% of households in the City of Port Phillip spoke a language other than English.

This result reflects the strength of the door-to-door interview style methodology in ensuring that residents who may have English language difficulties have the best opportunity to be involved in the survey.

Language spoken at home
Port Phillip City Council - 2017 Events Survey
(number and percent of respondents providing a response)

Language	Survey	
	Number	Percent
English	815	75.2%
French	31	2.9%
Greek	25	2.3%
Italian	20	1.8%
German	19	1.8%
Mandarin	17	1.6%
Spanish	11	1.0%
Hindi	8	0.7%
Portugese	6	0.6%
Hebrew	5	0.5%
Indonesian	5	0.5%
Albanian	5	0.5%
Dutch	5	0.5%
Cantonese	5	0.5%
Latvian	5	0.5%
Vietnamese	5	0.5%
Korean	5	0.5%
Croatian	4	0.4%
Japanese	4	0.4%
Tamil	4	0.4%
Thai	4	0.4%
Finnish	4	0.4%
Urdu	3	0.3%
Gujarati	3	0.3%
Persian	3	0.3%
All other languages (21 languages)	31	2.9%
Multiple languages	32	3.0%
Not stated	13	
Total	1,097	100%

Disability

A little less than ten percent (7.2%) of respondents were from households with at least one member with a permanent or long term disability.

Household member with a disability
Port Phillip City Council - 2017 Events Survey
(number and percent of respondents providing a response)

Response	Residents	
	Number	Percent
Yes	77	7.2%
No	990	92.8%
Prefer not to say	30	
Total	1,097	100%

Dwelling type

Whilst Metropolis Research did include a reasonable cross-section of dwelling types, including a significant proportion of low and high rise apartments, the sample does over-represent residents living in separate detached houses. This is most likely to be due to a poor choice of some of the SAL1 areas chosen for sampling due to time constraints.

Given that the sample reflects the underlying population in terms of age structure, gender, and language spoken at home, this variation from the *Census* results for dwelling type is not considered to have had a significant impact on the reliability of the results.

Dwelling type
Port Phillip City Council - 2017 Events Survey
(Number and percent of respondents providing a response)

Type	Residents		2016 Census
	Number	Percent	
Separate detached house	278	25.8%	8.8%
Semi-detached, row, or terrace house	360	33.4%	23.9%
Low rise flat, unit, or apartment	342	31.7%	65.8%
High rise flat, unit, or apartment	96	8.9%	
Other	2	0.2%	1.1%
Not stated	19		
Total	1,097	100%	44,926



Household structure

Whilst the sample for the residents' survey included a good cross-section of household structures, it did over-represent two parent families and under-represent sole person households.

Metropolis Research notes that voluntary surveys conducted for local government will tend to over-represent families with children somewhat, given that this group tends to be more engaged with the activities of local government than are sole person households.

This variation may also be related to the over-representation of separate detached houses in the sample. Given the fact that the sample reflects the demographic profile of the Port Phillip community very closely, this variation in household structure is not likely to have a significant impact on the reliability of the results, particularly given that the survey was a person rather than household focused survey.

Household structure
Port Phillip City Council - 2017 Events Survey
(Number and percent of respondents providing a response)

Structure	Resident survey		2016
	Number	Percent	Census
Two parent family total	369	33.8%	16.3%
<i>youngest child 0 - 4 years</i>	97	8.9%	
<i>youngest child 5 - 12 years</i>	121	11.1%	
<i>youngest child 13 - 18 years</i>	100	9.1%	
<i>adult children only</i>	51	4.7%	
One parent family	68	6.2%	5.9%
<i>youngest child 0 - 4 years</i>	6	0.5%	
<i>youngest child 5 - 12 years</i>	10	0.9%	
<i>youngest child 13 - 18 years</i>	20	1.8%	
<i>adult children only</i>	32	2.9%	
Couple only household	306	28.0%	27.9%
Group household	169	15.5%	9.0%
Sole person household	168	15.4%	39.3%
Extended or multiple families	13	1.2%	1.5%
Not stated	4		
Total	1,097	100%	45,250

Period of residence

The survey included a good cross-section of period of residence in the City of Port Phillip. There are no comparative results from the *Census* for this question.

Period of residence in the City of Port Phillip
Port Phillip City Council - 2017 Events Survey
(Number and percent of respondents providing a response)

Period	Residents	
	Number	Percent
Less than 1 year	158	14.4%
1 to less than 5 years	316	28.9%
5 to less than 10 years	183	16.7%
10 years or more	437	39.9%
Not stated	3	
Total	1,097	100%

Business industry

Business respondents were asked:

“Which of the following best describes your business?”

The business survey was, at the request of officers of the City of Port Phillip, targeted towards the six industries listed in the following table. No comparative results are available given that the sample does not aim to reflect a known industry profile for Port Phillip.

Industry
Port Phillip City Council - 2017 Events Survey
(number and percent of respondents providing a response)

Industry	Business	
	Number	Percent
Professional and business services	83	28.3%
Retail	73	24.9%
Hospitality	67	22.9%
Personal and other services	32	10.9%
Accommodation	9	3.1%
Other	29	9.9%
Can't say / prefer not to say	8	
Total	301	100%



Number of employees

Business respondents were asked:

“How many employees (full time equivalent) does your business currently have at this site?”

The majority of respondent businesses employed up to five full time equivalent employees. This reflects the nature of the industry types included in the sample, many of which are small businesses.

Number of employees (EFT equivalent)
Port Phillip City Council - 2017 Events Survey
(number and percent of respondents providing a response)

Number	Business	
	Number	Percent
Up to five employees	157	55.5%
Six to ten employees	49	17.3%
Eleven to twenty employees	35	12.4%
Twenty-one to fifty employees	25	8.8%
More than fifty employees	17	6.0%
Can't say / prefer not to say	18	
Total	301	100%

Period of operation

Business respondents were asked:

“How long has your business operated in the City of Port Phillip?”

The overwhelming majority of respondent businesses had been operating in the City of Port Phillip for ten years or more.

Period of operation in the City of Port Phillip
Port Phillip City Council - 2017 Events Survey
(Number and percent of respondents providing a response)

Period	Business	
	Number	Percent
Less than one year	5	1.7%
One to less than five years	14	4.8%
Five to less than ten years	31	10.7%
Ten years or more	239	82.7%
Not stated	12	
Total	301	100%

Targeted age groups

Business respondents were asked:

“Which if any specific age groups does your business target more than others?”

The business survey asked respondents if their business targeted specific age groups.

A little less than half (46.5%) of the respondent businesses reported that they target specific age groups. These 140 respondent businesses on average targeted three age groups out of the seven age groups listed.

Metropolis Research notes that many of these businesses tended to target three age groups together, such as the three younger age groups, three or four middle-ages, or in some cases the three or four older age groups.

Targeted age groups of respondent businesses
Port Phillip City Council - 2017 Events Survey
(Number and percent of total respondents)

Age groups	Business	
	Number	Percent
Less than 15 years	19	6.3%
15 to 24 years	38	12.6%
25 to 34 years	88	29.2%
35 to 49 years	100	33.2%
50 to 59 years	82	27.2%
60 to 74 years	57	18.9%
75 years and over	37	12.3%
Total responses	421	
<i>Businesses targeting at least one age group</i>	<i>140</i>	<i>(46.5%)</i>



Suburb of business

Respondent businesses were asked:

“In what suburb is this business located?”

Respondent businesses were sourced from the suburbs located in the City of Port Phillip, and the final numbers were as outlined in the following table.

Given the small sample size at the suburb level for many suburbs, no suburb level results have been provided for the business survey.

Suburb of business operation
Port Phillip City Council - 2017 Events Survey
(Number and percent of total respondents)

<i>Response</i>	<i>Business</i>	
	<i>Number</i>	<i>Percent</i>
St Kilda	84	27.9%
South Melbourne	73	24.3%
Port Melbourne	39	13.0%
Albert Park	25	8.3%
Ripponlea	23	7.6%
Elwood	15	5.0%
Balaclava	12	4.0%
Middle Park	11	3.7%
St Kilda East	7	2.3%
St Kilda West	7	2.3%
St Kilda Rd	5	1.7%
Total	301	100%

General comments

The following table provides the verbatim open-ended general comments received from respondents. These comments have been broadly categorised for ease of analysis.

General comments - residents
Port Phillip City Council - 2017 Events Survey
(Number of responses)

<i>Comment</i>	<i>Number</i>
<i>Parking and traffic</i>	
Traffic is pretty bad during events, needs to improve	4
During events - one of main issues would be parking and even public transport gets too	2
Improve the parking facility	2
Would love free parking during events	2
All good, except the parking facilities, need more spaces	1
Council is not issuing parking permits to new residents	1
Get rid of parking tickets. That is about it. They are money making excuse	1
Improve residential parking, many home owners lose their parking spaces during events	1
Negative impact - lack of parking	1
Parking in my street - Spring St East - should be restricted in some way. It is misused by non-residents to our disadvantage	1
Parking inspectors prosecute local residents	1
Parking is always a huge hassle during events	1
Please improve parking facility, people park anywhere and use residential parking	1
Priority for residents parking	1
The parking during festivals is expensive	1
Traffic has become an issue to a lot of people but it's manageable	1
We are old people and the parking gets fined and there is no space, Council should do something about it	1
<i>Cleanliness / litter collection</i>	
Council should manage the issue of litter during events	2
Big issue is that they have the events but do nothing about cleaning up later, it remains for days	1
Council to focus on waste disposal during events	1
Elwood beach park has been littered during events - people have held unauthorised events	1
It is a beautiful Council, but could be maintained more properly	1
Lots of graffiti happening, something needs to be done	1
On the south end the bins are not emptied enough	1
Take care of the rubbish collection in the area	1
Too much of litter these days. Council should take action on that	1



More / variety of events

More events in general	3
Bring more fun	1
Cheap educational courses	1
Cheap stretch or yoga classes / basic fitness	1
Council to promote more free events	1
Focus on sustainability and waste issue when organising events - recyclability of flyers, posters, restrict use of plastic	1
Housing seminars	1
I would encourage group activities	1
Improve sustainability, recycling - reduce plastic use	1
Jazz festival and world music festival would be an attraction	1
More art events	1
More diversity of youth events needed	1
More events for young adults / kids	1
More focus on educating people about sustainability. A garden festival they used to have it in St Kilda Botanical Garden, a suggestion to renew it	1
More music events	1
Should promote more music events	1
Support local music probably	1
Want to have more events in the local area	1
We need more live music venues support for local bands and also we need to encourage brands from everywhere else to perform here	1
We need more public speaking opportunities	1
Would like more music events	1
Would love to see more events at the St Kilda	1

Communication / promotion of events

More and wider marketing / promotion / advertisements about the events	10
More information needed	3
Better notification of events in advance	2
More brochures and promotional activities required from Council	2
Council needs to promote events more. Only commercialised events are being promoted	1
Council should find better ways to communicate the events besides newspaper, I don't read newspapers	1
Events are not well known, not enough exposure, hard to go library to find out events Big billboards around the area needed	1
More advertising through internet e.g. email and newsletter for the events	1
Much more simplified website is required	1
Need diversity and better ways of promotion	1
There are ads on social media and website, more old fashioned advertising materials would be good, like newspapers or flyers, so that older people who are not into music can be more aware of other events happening	1
This is the first time someone asked me about events in Port Phillip, so if someone can let me know more, it would be nice	1



<i>Financial priorities / rates</i>	
Don't care much about the events, rate payer's money could be spent better in providing	4
They are wasting money	3
Council rates too high	2
A lot of money is spent on events which could be spent wisely	1
Council to spend less money on events and more on facilities like garbage collection, roads	1
Don't like the Council paying for so many festivals, they should keep the rates low	1
Don't use money well, not enough grassroots engagement from Council	1
I think they need to focus on value for money events given the very high rate in the area	1
Keep rate increases to absolute minimum because too much already	1
The event cost is too expensive for rate payers	1
They spend a lot of money on these events with not much benefit to the community	1
<i>Grand Prix</i>	
Get rid of the Grand Prix (<i>Sth Melbourne, Albert Park, Middle Park</i>)	3
The Grand Prix makes a lot of noise and we get issues with traffic and public transport (<i>Middle Park</i>)	2
The Council is doing a good job with Grand Prix but they need to stop commercialising events (<i>Albert Park</i>)	1
Don't like the Grand Prix, it's too noisy but like the community events (<i>Middle Park</i>)	1
The Grand Prix leads to parking issue (<i>Middle Park</i>)	1
The only event in this park is Grand Prix, which is a major disruption because they stop children's sport and local businesses suffer, doesn't bring us any benefits (<i>Albert Park</i>)	1
<i>Safety / security</i>	
Always need to control anti-social behaviour	1
Homeless people in Carlisle Street, feeling unsafe because they drink alcohol and beer, this is your big issue of concern	1
Improve security measures for massive events	1
Improve security to prevent robbery and violence	1
Late night anti-social behaviour, drunk people	1
More police needed in events, lots of young drunk people	1
More street lighting on St Kilda Rd	1
No lights	1
There are some weird people sometimes, so it's about the safety of events. More police officers coming over would be good	1
There is no CCTV in Fraser St Station, it doesn't feel safe	1
Too many junkies in the area during St Kilda Fest, it's not safe	1
<i>Facilities and services</i>	
Make community centres cheaper	1
More public bathroom during events	1
Nicer toilets	1
Not enough attention is paid to basic services and too much on soft activities at great expense	1
Supplied good service through telephone	1
They need to support launch housing charity	1
Council should manage events better - the use of public parks	1



<i>Events / activities for children</i>	
Need family events. Events in which kids can be taken	6
<i>Noise</i>	
Council should be more accepting of live music in bars and should not require bars to shut down live jazz because of complain of noise	1
Events are a bit noisy but it's fine	1
Less sound restriction and more bass would be good	1
Too much noise during events in local park	1
Council should be involved with roads and bridges	1
Arrange job events and seminar for migrants	1
Keep on being as inclusive as possible - all races, all social-economic	1
More indigenous or cultural, traditional stuff, art	1
More multicultural events, getting together would help	1
<i>General negative</i>	
Too many events. Too commercialised	3
The local events are not really for local community, people come from all over Melbourne	2
Don't need initiatives if I'm able to do things myself	1
Events are good but too crowded, not for kids	1
Events are time consuming	1
For residents and businesses, some of the events are not valuable	1
Have less events	1
High quality of events will encourage me to go. The standard of offering is low	1
I am disappointed with the City Council because I have paid big rates and the Council does nothing with the tree damaging my fence	1
I am not interested in any events here	1
I enjoy other events which are not provided by Council	1
I like having the events but we have too many events	1
No more triathlons and marathons	1
Not many events organized locally	1
Sporting events create real problems such as taking 40 minutes extra to travel to places	1
The festival doesn't help the local economy and is funded by our rates , could be more community focused	1
The local events taking place are not relevant to local community here	1
The winter festival was poorly promoted	1
The winter garden is a bit lame	1
There are no interesting events to attend	1
There's nothing happening around St Kilda East. If I have a problem with the City of Port Phillip, I don't know how to approach them	1
Too many bike events	1
Too many corporate events restricts accessibility to the foreshore, the bike paths are closed	1
Too many Council events not relevant to Council responsibilities	1



<i>General positive</i>	
Events are great	5
Generally the Council is doing a good job	5
Events are pretty awesome and good way to relax	3
I love St Kilda, great place to live in	3
Keep up the good work	3
Council does a good job on events	2
I really support the events and I think it makes the community great	2
They run pretty well, I like the arrangement	2
Council does a great job	1
Food market is good	1
Good to see the Council getting feedback about events	1
Great selection of events	1
I kind of appreciate them and I am glad it is local	1
It is a good mix of festivals and would like to have more of them	1
It is all good	1
It's good if they can support more street art	1
It's lovely around here	1
Keep continuing the rich variety of events that appeal access all communities and groups. I love the vibrancy that it brings to the area	1
Keep it coming. It is great to be part of community	1
Keep open air events that are family friendly, we love them	1
Keep organising more events and improve the parking facility	1
Keep up with the farmer's market	1
Like the festivals in winter, keep people interested and inspiring	1
Love that there is a broad range - the more the better	1
Love the area	1
Love the footy matches and events near the beach	1
More cycle paths and cycle lanes	1
Port Phillip Council does a good job in maintaining facilities in Port Melbourne	1
Thank you for the service and look forward for more good	1
The Council should continue the events as it provides a sense of community	1
The events are good and Council has all kind of events going on	1
They are great - give people a diverse background	1
They enrich the community	1
This area is a positive environment - no violence and gangs	1
This is a vibrant area with lots going on	1
Very happy with community involvement	1
We like the environment, great place to live	1
We really like it. It is diverse, interesting, good for walking	1
Well organized, high quality, very safe events, quick cleaning afterwards and setting up of events	1
Winter festival was great, give it a chance better marketing of the festival, make more accessible for people on a tighter budget	1



<i>Other</i>	
Acland St Mall is terrible	1
Cheaper liquor licensing will improve local culture	1
City of Port Phillip needs to be more aware of poor people in our community and provide suitable housing and accommodation, more free events for them	1
City of Port Phillip struggles with a conflict between providing for tourists and for locals	1
Do not provide activities and interest groups for retired people with no ethnic group	1
Don't need any changes to events	1
Educational activities for my children	1
Events - look after people in St Kilda before other people. Fitzroy St has mix of tenants, get rid of backpackers	1
Events in local language would be good	1
Events should be more outside of working hours	1
Events should be targeted for all age groups	1
Events should run for longer time. Some wind up too soon in the evening	1
I would like to say all festivals and events to remain independent as possible. Feature local music and artists	1
If they could do it without the infrastructure it could be good	1
Just events that use the park more would be good sometimes I think they are under-used	1
Make them more local oriented and venue specific	1
More for kids - wouldn't take them to St Kilda festival	1
More little activities and cheaper options	1
More to Port Melbourne than St Kilda	1
More venues for underage performers - it's hard to get a venue if you're not 18	1
Music events for young people	1
Offering concessions for City of Port Phillip residents would encourage participation and advocacy	1
Should spread events around	1
South Melbourne Market has become commercial rather than practical. Can't afford to shop there anymore	1
Stonnington area has better events - jazz and opera in the park especially. St Kilda should do the same events as they do	1
Support St Kilda City Mission	1
Take away the workers park sign in Cobden St	1
The Council puts too much focus on St Kilda	1
The Council should promote events related to kids	1
The festival on Ormond Rd with stairs should be reopened with less regulations for local shops	1
They have to start looking after the public open space in this area	1
We need more activities for senior citizen, maybe IT. classes	1
Would be good to have events that would rejuvenate Fitzroy St	1
Would prefer smaller events, not interested in tourists, want small community events	1
Total	264



General comments - business
Port Phillip City Council - 2017 Events Survey
 (Number of responses)

Comment	Number
<i>Cleanliness / litter collection</i>	
The Council does a good job of cleaning up the litter	2
Council please clean the streets	1
More garbage bins	1
Manage the clean up after events more thoroughly	1
The Council should clean up leaves in commercial and residential areas more frequently	1
The Council takes too long to clean up	1
The parks and beach are looked after	1
<i>More / variety of events</i>	
More events - they are good for business	5
More events during winter	4
Should be more events around places other than St. Kilda	2
Annual event of Ripponlea (recently held as a 100 year event) should come every year	1
More events near the Wynyard Lane to help the business there	1
More events that bring people without competing with local business to Acland Street	1
More family based and community celebrations rather than commercial	1
More in Port Melbourne - everything shouldn't always be in St Kilda	1
More localised community orientated small scale events. Something marketed towards local rather than tourists	1
More publicity of events	1
More tourism related events	1
More youth events	1
Small events are great for the community	1
Would love there to be a Christmas Festival	1
<i>Safety / security</i>	
Beggars on the street - get rid of them	1
Family orientated events with no alcohol	1
More security - maintain the events which creates the atmosphere in the precinct	1
More security at events	1
More security guards and police need to stay late at night on St Kilda Festival	1
More street events, a bit more security	1
<i>Parking and traffic</i>	
Do not take away parking and keep it limited, but taking away negatively impacts on the business	1
More parking for locals	1
Parking - restrictions for people working is an everyday problem	1
Parking is always a problem. Too expensive	1
Parking is the main issue	1
Proposal to remove parking and current parking to disrupt the business	1
Reopen Acland Street to traffic	1



<i>Communication / promotion of events</i>	
Council should inform local business about events	3
Events should be available to the public	2
More publicity / promotion so we can be prepared for what is coming	2
Disbanding the business association was a bad idea, it led to a lack of communication and engagement with the business community	1
More advertisements to create awareness	1
More communication required or a magazine to be sent to our business	1
More community orientated events for all age groups	1
Never been aware of events	1
Not enough information! More connection with local community. Publicity opportunities for the business	1
The Council should advertise the events it holds this year	1
<i>Road closures</i>	
Events are generally good for the area, however road closures can be a bit of a problem	2
Road closures are the worst	1
Road closures during triathlon affected the business	1
Road closures impact the business a lot	1
Some of the big ones when road closures occur, it's shocking and detrimental to business	1
Too many triathlons causing the roads to be closed	1
When runs are happening and roads are closed, no one comes to the area which affects our business	1
<i>Grand Prix</i>	
Grand Prix is the worst event and shouldn't be paid for with taxpayers money (Albert P.)	1
Grand prix shouldn't exit, get rid of it (South Melb.)	1
<i>Financial priorities / rates</i>	
Don't want to pay rates for the big festivals	1
Too much money spent on non-local artists	1
Reduce costs - insurance, blocking roads	1
The tourists don't spend money on local businesses	1
Reduce the fee charge. It costs too much	1
Rather than spending money on events the Council should help out with other things - events don't help business at all	1
<i>General positive</i>	
Provide the diverse community to come together and get to know each other	2
Different culture and community events makes the area more interesting	1
Everything is going well and everyone is happy	1
Generally well run	1
Good for the community	1
Good tourist attraction	1
Huge supporter	1
I think the festivals team is doing a great job	1
Some events allow involvement of school this is appreciated	1
Support local activities that go on providing and promoting a lovely lifestyle	1
They do a great job catering to a community very diverse needs	1
You have a great community	1



<i>General negative</i>	
Disappointed with the planning of the tent	1
Events at Catani Gardens are a significant interruption to our operation	1
Strongly oppose the festival that was held at Luna Park and was open until 1am	1
The Alma Park dramatically affected my business "Little Carnival". It means competition to me	1
The city doesn't do anything for me	1
<i>Other</i>	
Interrupts the business but it is great to have them for the City	2
Acland Street should not have been made into a mall	1
Benefit existing traders and not to bring in others	1
Events should be more spread out - not to focus only on St Kilda and the South Melbourne market	1
Festivals benefit tourists and not locals	1
Like it to last longer	1
Make St Kilda more attractive for Aboriginal peoples	1
Make use of Plaza on Belford St before it closes down	1
Music venues should be allowed to be loud	1
No restriction on your off-premise licence	1
No street vendors - the local traders lose out	1
Not enough local artists	1
People who are anti-social are overrepresented in Port Phillip	1
Ripponlea 100 years was great	1
The Council should not have knocked down the greyhound hotel	1
We would like to see the Council use local suppliers for events	1
Total	108



Appendix – survey forms



1 Have you been aware of, or attended any events held in the City of Port Phillip in the last twelve months?

Yes - aware of and have attended events **1** Not aware of
 Yes - aware of but have not attended events **2** or attended events (go to Q.6) **3**

2 What types of events were you aware of, and which if any did you attend in the last twelve months?

(please select as many as appropriate)

	Aware of	Attended
Educational (e.g. a workshop, seminar or conference)	1	1
Arts (e.g. events focused on artistic performance, show or exhibition)	2	2
Community (e.g. a school fete or commemorative event)	3	3
Public forum / speaker (e.g. a lecture, talk or forum)	4	4
Market (e.g. a temporary or pop-up market)	5	5
Cultural (e.g. a celebration of a particular group or tradition)	6	6
Multi-cultural (e.g. a celebration of cultural / ethnic groups in society)	7	7
Active / sporting (e.g. a triathlon, marathon, fun run, swim event)	8	8
Entertainment (e.g. a street festival or general performance)	9	9
Music (e.g. a concert or music festival)	10	10
Film (e.g. a film festival or pop-up temporary cinema)	11	11
Fundraising (e.g. An event focused on raising money for a cause)	12	12
Gallery event (e.g. an exhibition opening)	13	13
Food and beverage (e.g. a food and wine or beer festival)	14	14
Other (specify): _____	15	15

3 What are all the ways by which you usually hear about events in the City of Port Phillip?

(please select as many as appropriate)

Posters or signage **1** Port Phillip Council website **8**
 Brochures / guides **2** Street Press (e.g. Beat Magazine) **9**
 Social media **3** Word of mouth **10**
 Local newspapers **4** Radio **11**
 Metropolitan newspapers **5** Television **12**
 DiverCity (Council's regular publication) **6** Other (specify): _____ **13**
 What's On / other entertainment websites **7** _____

4 How frequently do you usually attend events in the City of Port Phillip?

About once a week **1** About twice a year **5**
 About once a fortnight **2** About once a year **6**
 About once a month **3** Less than once a year **7**
 About every three to four months **4** Never (go to Q.6) **8**

5 How likely are you to attend the same events in the City of Port Phillip in the next twelve months as you did in the last twelve months?

Very likely	1	Somewhat unlikely	4
Somewhat likely	2	Very unlikely	5
Neither likely nor unlikely	3	Can't say / don't know	9

6 How likely are you to attend other or new events in the City of Port Phillip in the next twelve months?

Very likely	1	Somewhat unlikely	4
Somewhat likely	2	Very unlikely	5
Neither likely nor unlikely	3	Can't say / don't know	9

7 What would encourage you to attend more events in the City of Port Phillip?

(please select as many as appropriate)

Different types of events	1	Better parking availability	6
Lower cost / free events	2	Better cycling / walking facilities	7
More events in my local area	3	Nothing	8
More information about what is on / when	4	Other (specify): _____	9
Better public transport	5	_____	

8 Do you think the number of events held in the City of Port Phillip is?

Too few	1	Too many	3
About right	2	Can't say	9

9 Do events make you feel proud of your community or area?

Yes	1	Can't say	9
No	2		

10 What types of events would you most like to see held in the City of Port Phillip?

(please select as many as appropriate)

Educational	1	Entertainment	9
Arts	2	Music	10
Community	3	Film	11
Public forum / speaker	4	Fundraising	12
Market	5	Gallery events	13
Cultural	6	Food and beverage	14
Multicultural	7	Other (specify): _____	15
Active / sporting	8	_____	

11**What benefits do you personally get from attending local events in the City of Port Phillip?***(please select as many as appropriate)*

See arts / culture / entertainment locally	1	No need to travel to attend	7
Opportunity to buy or shop locally	2	Have a fun / enjoyable experience	8
Awareness of local artists, facilities or community groups	3	Fundraising for groups / causes I am involved with or support	9
Increased physical health by attending	4	Feel part of the local community	10
Increased mental health by attending	5	Other (<i>specify</i>): _____	11
Socialise with friends / and community	6	_____	

12**What, if any do you think are the most valuable benefits for the City of Port Phillip in hosting events?***(please select as many as appropriate)*

Increased tourism	1	Provide an interesting place to live	7
Support for local business / local economy	2	Provide a diverse range of activities	8
Opportunities for the community to come together	3	Opportunities for local talent or artists to perform or exhibit	9
Increased use of local parks / open spaces	4	Showcase for local attractions	10
Increased awareness of local charities and local issues	5	Provide organised events to help maintain amenity	11
Increased reputation / popularity of area	6	Other (<i>specify</i>): _____	12

13**What, if any do you think are the biggest impacts to you and your local area of events being held in the City of Port Phillip?***(please select as many as appropriate)*

Road closures	1	Property damage	8
Noise	2	Litter	9
Parking availability	3	Anti-social behaviour	10
Loss of access to local parks / public spaces	4	Change to daily routine	11
Loss of access to local shops / facilities	5	No significant impact	12
Sustainability / environmental impact	6	Other (<i>specify</i>): _____	13
Too many people in the local area	7	_____	

14**Does attending events in the City of Port Phillip make you feel part of your local community?**

Yes	1	Can't say	9
No	2		

The following set of questions are focused specifically on the St. Kilda Festival

15

Were you aware of, and did you attend the St. Kilda Festival (Festival Sunday) held on Sunday 12th February this year?

- Yes - aware of and attended this year **1** Not aware or attended (*go to q.17*) **3**
 Yes - aware of but did not attend (*go to q.17*) **2**

16

If you attended the St. Kilda Festival, on a scale from 1 (very poor) to 5 (excellent), please rate your satisfaction with the following aspects of the festival day?

(please circle one number for each aspect)

	<i>Very Poor</i>	<i>Poor</i>	<i>Ade-quate</i>	<i>Good</i>	<i>Excellent</i>	<i>Can't say</i>
1. Family and children's activities	1	2	3	4	5	9
2. Live music programs and stages	1	2	3	4	5	9
3. Extreme sports and sporting demonstrations / competitions	1	2	3	4	5	9
4. Carnival attractions (rides and amusements)	1	2	3	4	5	9
5. Promotion of the City of Port Phillip itself	1	2	3	4	5	9
6. Attracting tourism to the area	1	2	3	4	5	9
7. General atmosphere of the festival	1	2	3	4	5	9
8. Community group participation	1	2	3	4	5	9
9. Overall satisfaction with the St. Kilda Festival	1	2	3	4	5	9

If overall satisfaction rated less than 3, why do you say that?

17

Overall which of the following statements best reflects your current views of the St. Kilda Festival (Festival Sunday)?

- I strongly support the St. Kilda Festival **1** I oppose the St. Kilda Festival **4**
 I support the St. Kilda Festival **2** I strongly oppose St. Kilda Festival **5**
 I neither support or oppose St. Kilda Festival **3** Can't say / don't know **9**

18

How likely are you to attend any events as part of the St. Kilda Festival next year?

- Definitely likely **1** Probably unlikely **4**
 Probably likely **2** Definitely unlikely **5**
 Maybe / undecided **3** Can't say / don't know **9**

19

Would you like the St. Kilda Festival to continue in the future?

- Yes **1** Can't say **9**
 No **2**

20	With which gender do you identify?			
	Male	1	Other	4
	Female	2	Prefer not to say	5

21	Please indicate which of the following age groups best describes you?			
	15 to 24 years	1	50 to 59 years	4
	25 to 34 years	2	60 to 74 years	5
	35 to 49 years	3	75 years and over	6

22	Do any members of this household speak a language other than English at home?			
	English only	1	Other : _____	2

23	Do any members of this household have a permanent or long-term disability?			
	Yes	1	No	2

24	What is the structure of this household?			
	Two parent family (<i>youngest child 0 - 4 yrs</i>)	1	One parent family (<i>youngest 13-18 yrs</i>)	7
	Two parent family (<i>youngest child 5 – 12 yrs</i>)	2	One parent family (<i>adult children only</i>)	8
	Two parent family (<i>youngest child 13 - 18 yrs</i>)	3	Extended or multiple families	9
	Two parent family (<i>adult children only</i>)	4	Group household	10
	One parent family (<i>youngest child 0 - 4 yrs</i>)	5	Sole person household	11
	One parent family (<i>youngest child 5 – 12 yrs</i>)	6	Couple only household	12

25	In what type of dwelling do you live?			
	Separate detached house	1	High rise apartment (4 or more storeys)	4
	Semi-detached row or terrace house	2	Other	5
	Low rise flat, unit or apartment (1 to 3 storeys)	3	Can't say	9

26	How long have you lived in the City of Port Phillip?			
	Less than one year	1	Five to less than ten years	3
	One to less than five years	2	Ten years or more	4

27	Do you have any other comments you would like to make about events in the City of Port Phillip?			
	<input type="text"/>			
	<input type="text"/>			

Thank you for your time in completing this survey
Your feedback is most appreciated

1 Have you been aware of any events held in the City of Port Phillip in the last twelve months?

Yes 1 No 2

2 What types of events were you aware of being held in the City of Port Phillip in the last twelve months?

(please select as many as appropriate)

Educational (e.g. a workshop, seminar or conference)	1
Arts (e.g. events focused on artistic performance, show or exhibition)	2
Community (e.g. a school fete or commemorative event)	3
Public forum / speaker (e.g. a lecture, talk or forum)	4
Market (e.g. a temporary or pop-up market)	5
Cultural (e.g. a celebration of a particular group or tradition)	6
Multi-cultural (e.g. a celebration of a particular group or tradition)	7
Active / sporting (e.g. a triathlon, marathon, fun run, swim event)	8
Entertainment (e.g. a street festival or general performance)	9
Music (e.g. a concert or music festival)	10
Film (e.g. a film festival or pop-up temporary cinema)	11
Fundraising (e.g. An event focused on raising money for a cause)	12
Gallery event (e.g. an exhibition opening)	13
Food and beverage (e.g. a food and wine or beer festival)	14
Other (specify): _____	15

For the following questions, please think of the area where your business is located

3 Do you think the number of events held within your local area?

Too few 1 Too many 3
 About right 2 Can't say 9

4 What types of events would you most like to see held within your local area?

(please select as many as appropriate)

Educational	1	Entertainment	9
Arts	2	Music	10
Community	3	Film	11
Public forum / speaker	4	Fundraising	12
Market	5	Gallery events	13
Cultural	6	Food and beverage	14
Multicultural	7	Other (specify): _____	15
Active / sporting	8	_____	

5 What, if any are the greatest benefits to your business from events held in the local area?

(please select as many as appropriate)

- | | | | |
|--|---|--|----|
| Increased customers / sales / business | 1 | Feel part of the local community | 7 |
| General increase of people to the area | 2 | Make it a safer area to visit | 8 |
| Broader customer reach / attract different customers | 3 | Opportunities for partnerships, or joint marketing | 9 |
| Increased return visitations | 4 | I don't think there are any benefits | 10 |
| Make it a more vibrant area to visit | 5 | Other (<i>specify</i>): _____ | 11 |

6 What, if any do you think are the most valuable benefits for the City of Port Phillip in hosting events?

(please select as many as appropriate)

- | | | | |
|---|---|---|----|
| Increased tourism | 1 | Provide a diverse range of activities | 8 |
| Increased awareness of local charities and local issues | 2 | Opportunities for local talent or artists to perform or exhibit | 9 |
| Opportunities for the community to come together | 3 | Provide organised events to help maintain amenity | 10 |
| Increased use of local parks / open spaces | 4 | Showcase for local attractions | 11 |
| Support for local business / local economy | 5 | I don't think there are any benefits | 12 |
| Increased reputation / popularity of area | 6 | Other (<i>specify</i>): _____ | 13 |
| Provide an interesting place to live | 7 | _____ | |

7 What, if any do you think are the biggest impacts on your business when events are held in your local area?

(please select as many as appropriate)

- | | | | |
|---|---|---------------------------------|----|
| Road closures | 1 | Compete with local business | 8 |
| Noise | 2 | Property damage | 9 |
| Parking availability | 3 | Litter | 10 |
| Loss of access to local parks / public spaces | 4 | Anti-social behaviour | 11 |
| Loss of access to local shops / facilities | 5 | Change to daily routine | 12 |
| Sustainability / environmental impact | 6 | No significant impact | 13 |
| Too many people in the local area | 7 | Other (<i>specify</i>): _____ | 14 |

8 What, if any do you think are the biggest impacts for your precinct when events are held in your local area?

(please select as many as appropriate)

- | | | | |
|---|---|---------------------------------|----|
| Road closures | 1 | Compete with local business | 8 |
| Noise | 2 | Property damage | 9 |
| Parking availability | 3 | Litter | 10 |
| Loss of access to local parks / public spaces | 4 | Anti-social behaviour | 11 |
| Loss of access to local shops / facilities | 5 | Change to daily routine | 12 |
| Sustainability / environmental impact | 6 | No significant impact | 13 |
| Too many people in the local area | 7 | Other (<i>specify</i>): _____ | 14 |

9**Do events make you feel proud of your community or area?**

Yes	1	Can't say	9
No	2		

The following set of questions are focused specifically on the St. Kilda Festival

10**Were you aware of the Festival Sunday event as part of the St. Kilda Festival held on Sunday 12th February this year?**

Yes	1	No	2
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11**Did you open your business for trade on Festival Sunday event as part of the St. Kilda Festival held on Sunday 12th February this year?**

Yes	1	No	2
-----	---	----	---

12**How likely are you to open your business for trade on Festival Sunday next year?**

Very likely	1	Somewhat unlikely	4
Somewhat likely	2	Very unlikely	5
Neither likely nor unlikely	3	Can't say / don't know	9

13**Overall which of the following statements best reflects your current views of Festival Sunday at St. Kilda Festival?**

I strongly support Festival Sunday	1	I oppose Festival Sunday	4
I support Festival Sunday	2	I strongly oppose Festival Sunday	5
I neither support or oppose Festival Sunday	3	Can't say / don't know	9

14**Would you like the St. Kilda Festival to continue in the future?**

Yes	1	Can't say	9
No	2		

15**Which of the following best describes your business?**

Retail	1	Professional and business services	4
Hospitality (e.g. restaurants, cafes, bars)	2	Personal and other services	5
Accommodation	3	Other (specify): _____	6

16**How many employees (full time equivalent) does your business currently have at this site?**

Less than five employees	1	Twenty-one to fifty employees	4
Six to ten employees	2	More than fifty employees	5
Eleven to twenty employees	3	Can't say / prefer not to say	9

17**Which if any specific age groups does your business target more than others?***(please select as many as appropriate)*

Under 15 years	1	50 to 59 years	4
15 to 24 years	2	60 to 74 years	5
25 to 34 years	3	75 years and over	6
35 to 49 years	4		

18**How long has your business operated in the City of Port Phillip?**

Less than one year	1	Five to less than ten years	3
One to less than five years	2	Ten years or more	4

19**Do you have any other comments you would like to make about events in the City of Port Phillip?**

Thank you for your time in completing this survey
Your feedback is most appreciated