

SOUTHERN FLEURIEU AND KI POSITIVE AGEING TASKFORCE

FLOURISHING ON THE FLEURIEU EXPO

EVALUATION REPORT
APRIL 2014



INDEX

	Page
Summary	1
Introduction	2
Evaluation	5
Conclusions	12
Recommendations	12
Appendices	
1. Organising committee	
2. Budget	
3. Attendee Questionnaire	
4. Exhibitor Questionnaire	
5. Venue plan and program	

Acknowledgements

This second Flourishing on the Fleurieu Expo was a great success and many thanks must go to the organising committee and to the City of Victor Harbor for its generous loan of the Civic Centre and to the council staff for their forbearance and assistance on the day.

Special thanks to Dr Rob Thornton who was a very generous and engaging MC for the day.

Thanks go also to:

BankSA for donating the marquee hire for the day

Victor Harbor and Port Elliot Lions Club for providing parking attendants on the day

Staff of Chat and Cino for their hard work in catering for such a large number of people

And to all the guest speakers, performers and exhibitors who helped to make the day such a success.

Summary

Flourishing on the Fleurieu 2014 was a free community event held on 9th April 2014. It followed the first Flourishing on the Fleurieu Expo held in April 2012.

Held in the Victor Harbor Civic Centre, the objective of the event was to provide information about the activities available in the Southern Fleurieu to support a healthy, active lifestyle for people aged over 65 years.

More than 300 people attended the day and 40 exhibitors provided a wide range of both static and active displays. This was slightly fewer than the Expo held in 2012 but was possibly due to the inclement weather threatening rain.

Exhibitors are listed on page 3

Evaluation methodology included collating information from:

- a questionnaire which was distributed to attendees on the day (54 were returned);
- a questionnaire which was emailed to 24 exhibitors (14 were returned);
- unsolicited emails, letters and phone calls from exhibitors;
- verbal feedback provided to organising committee members.

The feedback from both attendees and exhibitors was overwhelmingly positive. Some people wanted another Expo to be held within 12 months.

Attendees enjoyed the exhibits and the entertainment and most believed that they had learnt something new.

Exhibitors thought that the Expo was well organised and that the venue, facilities and exhibition space were either “excellent” or “good”.

The age breakdown of the attendees who answered the questionnaire indicates that we were successful in attracting our target group with the majority being between 60 and 80 years of age.

Based on the feedback received the organising committee has identified the following common comments:

very good, excellent, very interesting, well done, very enjoyable, wonderful.

There were very few negative comments though a couple of people thought the noise level in the foyer was too loud.

Introduction

Planning

Planning for the Expo commenced in July 2013 and was managed by a small group of dedicated volunteers (See Appendix 1 for membership list) who work for the various service providers in the region. The group met frequently between December 2013 and April 2014.

The planning group used the evaluation from the 2012 Expo to inform some changes for this year.

These included:

- Providing parking attendants;
- Placing the marquee in a more accessible position;
- Keeping all activities outside /and not within the exhibition space;
- Organising public transport;
- Ensuring that the public address system was heard throughout the building;
- Using large banners for advertising rather than the posters we used for 2012.

A comprehensive publicity campaign was designed and implemented. It included advertising in local newspapers in Victor Harbor, Myponga, Mt Compass and Yankalilla, distribution of 10,000 flyers which were inserted in the *Times* newspaper (7,300) and provided to several local chemist shops, front counter of council offices, libraries and various other services and dropped into residential letterboxes, display of 10 large plastic banners around the communities. Editorial about the Expo was printed in the *Times* the week before the Expo. An announcement was also made on the ABC 891 evening program on Tuesday 8th April.

The Event

Flourishing on the Fleurieu was a free community event facilitated and funded by the Southern Fleurieu Positive Ageing Taskforce and held on the 9th April 2014 from 10am until 2pm at the Victor Harbor Civic Centre.

The aim of the Expo was to showcase the wide range of activities, clubs, exercise groups and healthy living supports that are available to older people living on the Southern Fleurieu.

A total of more than 30 different organisations or groups provided either static or interactive displays on the day. Activities included, gentle exercise, self massage and stretching classes and an iPad lounge. There were also displays of native plants, gemstone cutting, arts and crafts and a dragon boat. Two community choirs attended and provided choral interludes throughout the day and the Fleurieu Scottish Country Dancers and the ARPA Tapliners provided popular entertainment.

The entire ground floor of the Civic Centre was used for the Expo plus a large marquee donated by BankSA was set up near the front entrance and was used for opening and closing ceremonies and some of the other activities.

Five guest speakers were scheduled to provide 15 minute slots in the Encounter Room. Popular sessions were Dr Phil Duguid talking about healthy lifestyles and Kym Fuller talking about travel for seniors.

Formal proceedings started with a Welcome to Country by Phyllis Williams and a song sung in Narrendjeri language.

Local identity Sid James spoke about his life before and after the cycling accident which left him a quadriplegic emphasising that even for a person who is severely disabled there can be opportunities to have close engagement with the community and to offer their services as a volunteer.

The Master of Ceremonies for the event was Dr Rob Thornton who gave very generously of his time on the day.

An estimated 350 people attended the day and most attendees and exhibitors have provided very positive feedback.

Although subsidised transport was provided from Goolwa no one used it and only a small number of people used the LinkSA bus provided locally in Victor Harbor.

Exhibitors

A request for Expressions of Interest in participating in the Expo was published in the *Times* in early January 2014.

Exhibitors were also invited from a list that was derived from the *Southern Fleurieu Community Guide*, suggestions from members of the Working Group and several who identified themselves after reading or hearing about the event. Exhibitors included:

ARPA active over 50's
Dutch Aged Care
Create and Connect
Fleurieu Birdwatchers
GadBug cycling club
SAFKI
VH Coastcare
Victor Tours
St Johns
Friends of Nangawooka
Social Stretch
Encounter Centre
Create Dabble and Paint
COTA
Yankalilla Community
Dragon Boat Club
Probus Club of VH, Encounter Bay and Granite Island
RSB
U3A South Coast Inc
Fleurieu Quilters
ECH Therapy Services
ACH healthy lifestyles
Chess Club
Southern Rock Hounds
Senior Citizens
Be Fit to Live

VH View Club
Allied Health and Wellness Centre

Entertainment was provided by ARPA Tapliners, Harbourside Harmony, Fleurieu Community Singers and Southern Fleurieu Scottish Country Dancers. Guest speakers in the Encounter Room were:

Helen Deguet	Caring Neighbourhood Program
Phil Duguid	Local GP
Victours	Kym Fuller
Richard Cook	St Johns
Ben Footner	Librarian

Several requests to participate were also received from commercial operators or other more chronic disease focussed services. These were rejected on the basis that they didn't fit with the objectives of the Expo.

Costs

The Positive Ageing Taskforce covered all costs from within its funding stream. The total cost was \$5,655 – substantially less than the expo in 2012 – mainly due to receiving sponsorship for the marquee and not paying for guest speakers or administration support.

The costs included hire of amplification equipment, advertising costs- (banners and flyers) newspaper advertising, incidental supplies and gifts for speakers. (See Appendix 2 for detailed breakdown)

Evaluation

Methodology

Organising committee members in attendance on the day circulated amongst the crowd with a feedback questionnaire (Appendix 3). Fifty four attendees completed this. Results were entered manually into Survey Monkey.

Exhibitors were emailed a link to a Survey Monkey feedback form.

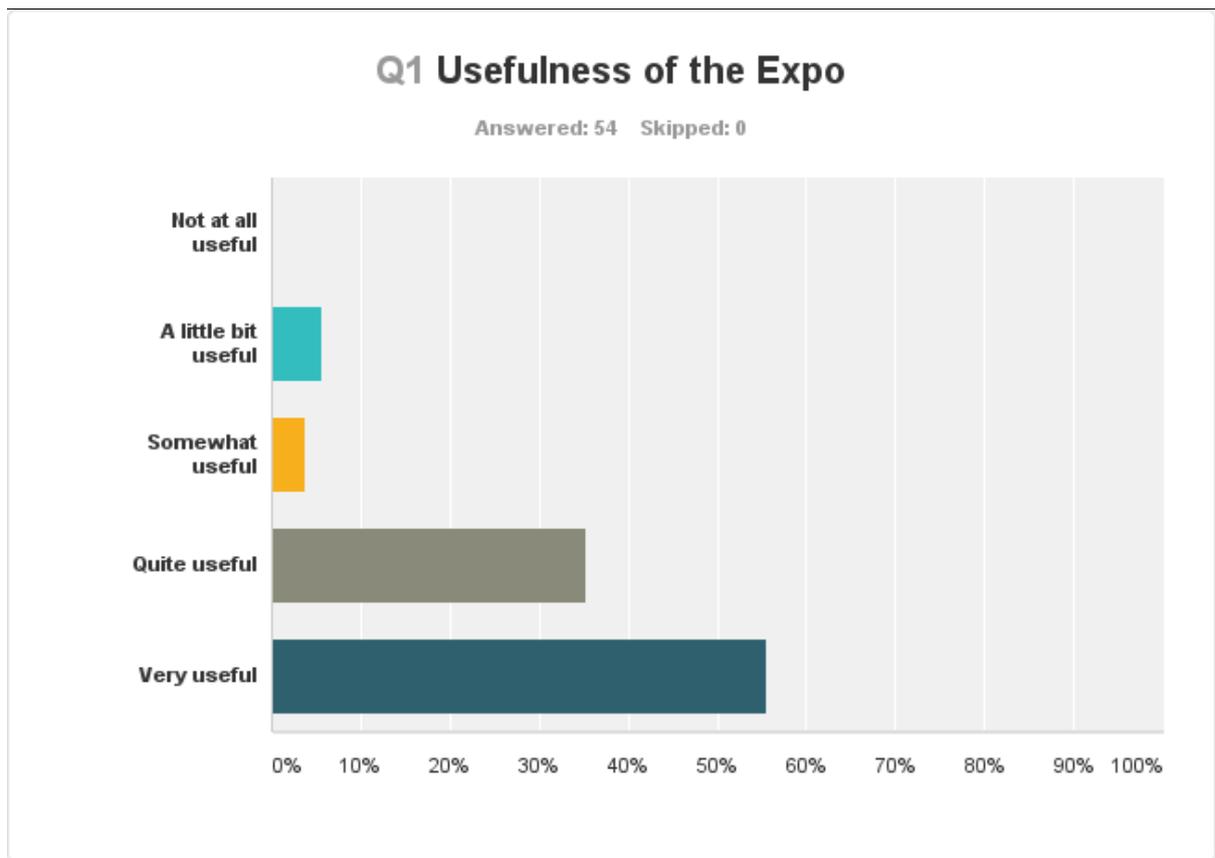
Survey Monkey was utilised to provide the reports which follow here.

Results

Attendees

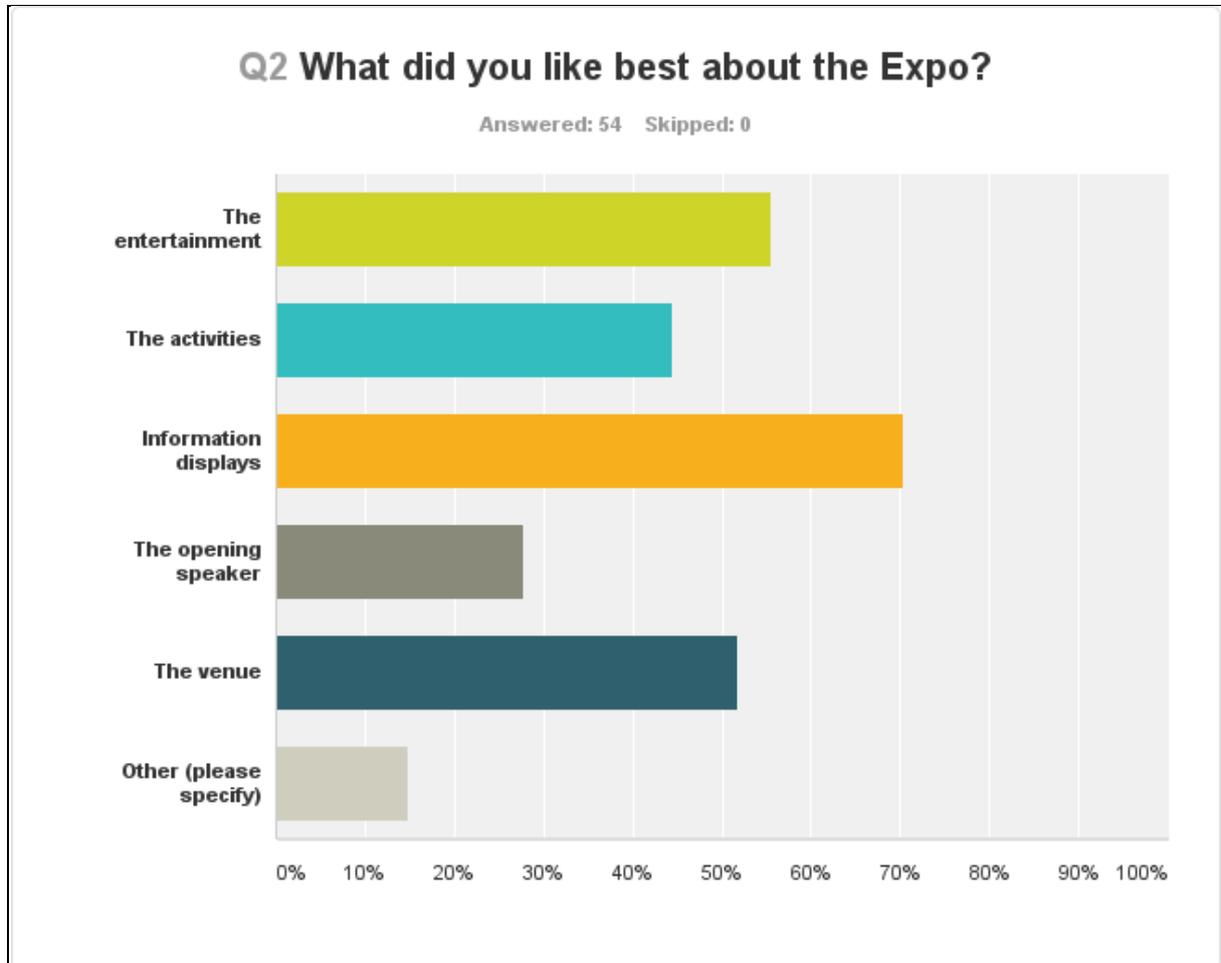
Question 1

Respondents were asked how useful they found the Expo to be. The majority 49/54 (91%) said it was “quite useful” or “very useful”.



Question 2

Secondly attendees were asked what they liked best about the Expo. The information displays and the entertainment were the most popular elements.

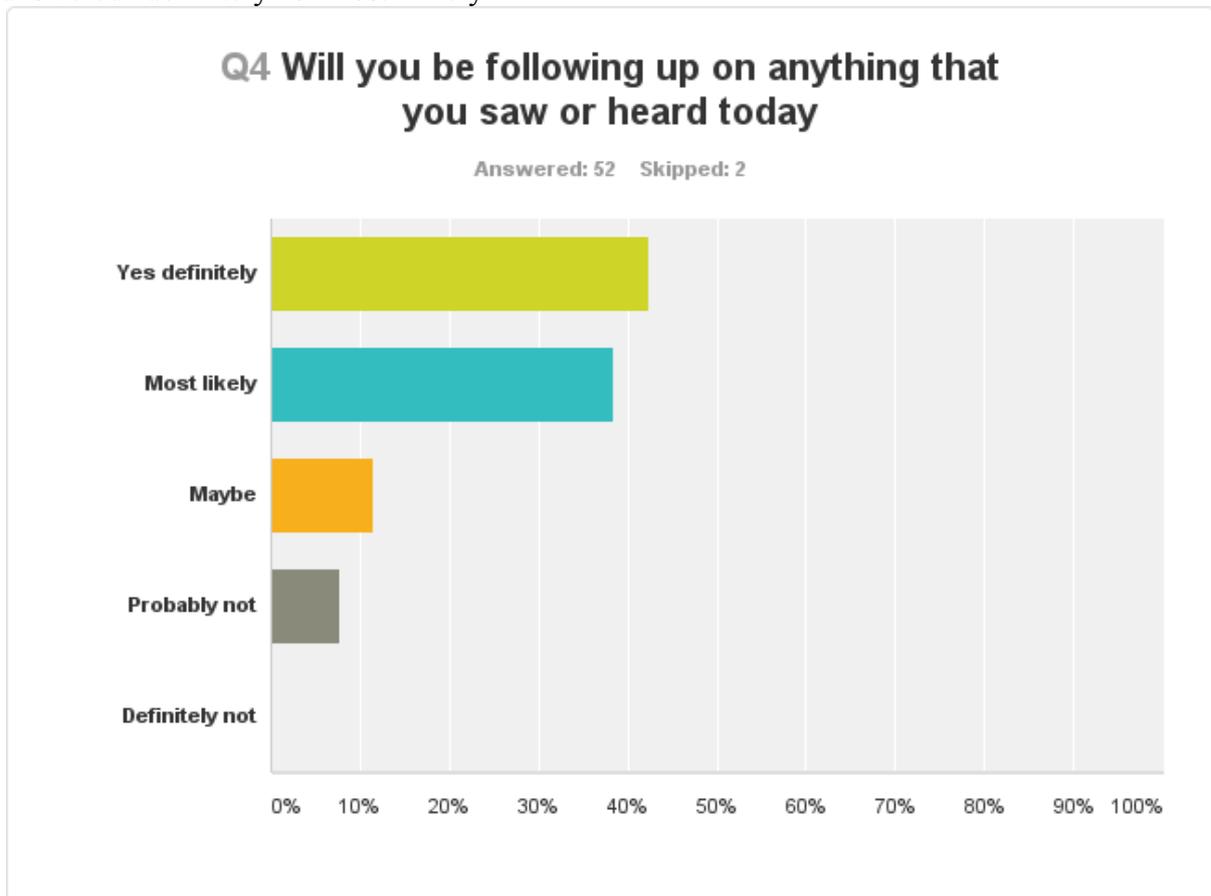


Question 3

Respondents were asked to identify what they liked **least** about the Expo. Two people identified “noise” as being an issue and two identified “parking” as being a problem though there were also many positive comments about the job done by the Lions volunteers as parking attendants. Two people commented that the eating area was crowded.

Question 4

When asked if they would follow up on anything they had seen or heard 44 (81%) respondents answered “definitely” or most “likely”.



Question 5

When asked what they would follow up – four people identified U3A, four identified Probus and EHealth and three identified native plants, and iPad.

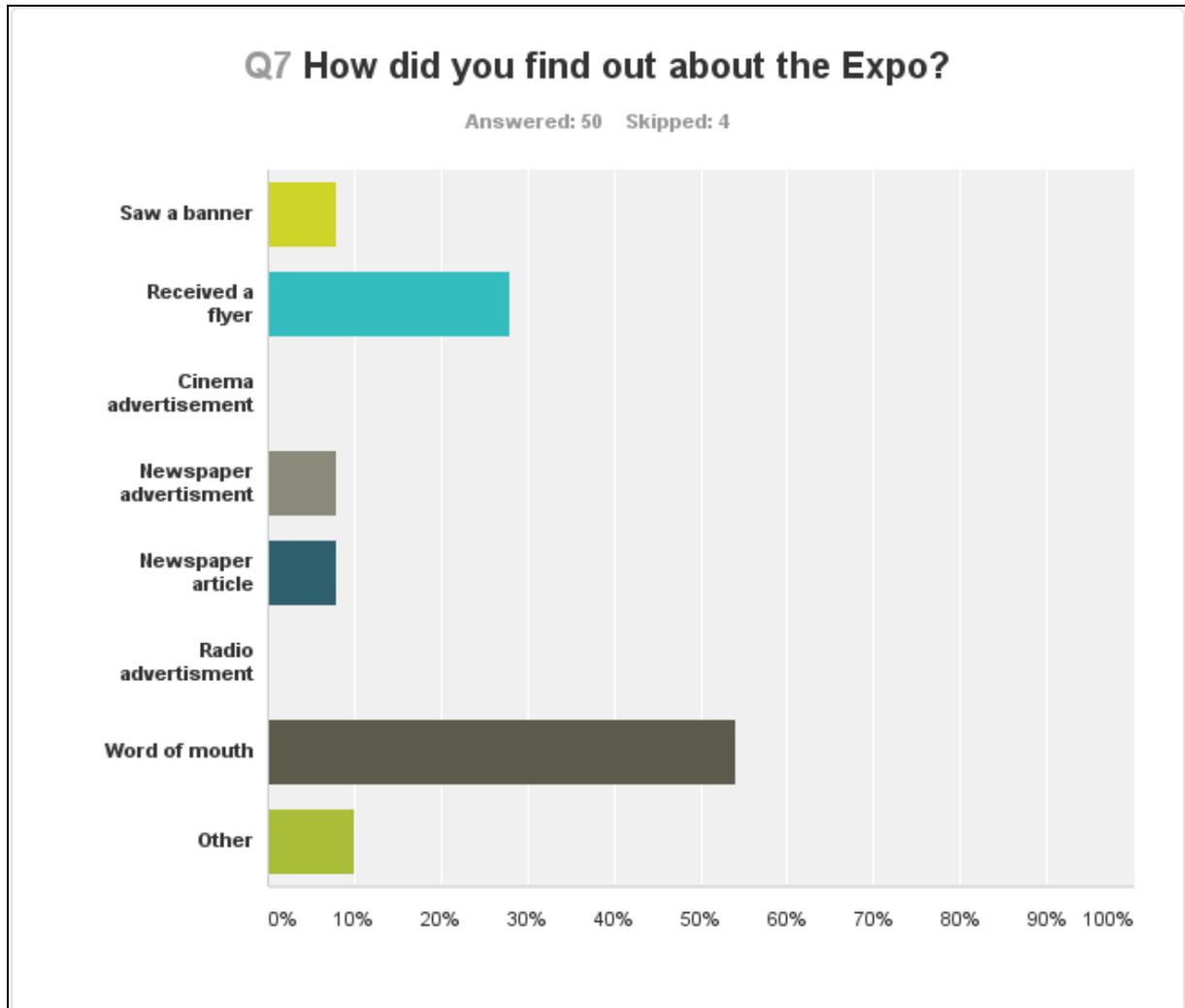
Question 6

Respondents were asked what/if any other displays or activities they would like to see at future Expos. There were no consistent answers to this though two people asked for gardening type activities and two others suggested healthy eating/cooking

Question 7 and 8

When asked how they had found out about the Expo word of mouth was the most common response 27 (55%). Fourteen (28%) received a flyer. The chart below demonstrates this breakdown quite clearly.

Five people had found out about the Expo through other activities that they were attending.



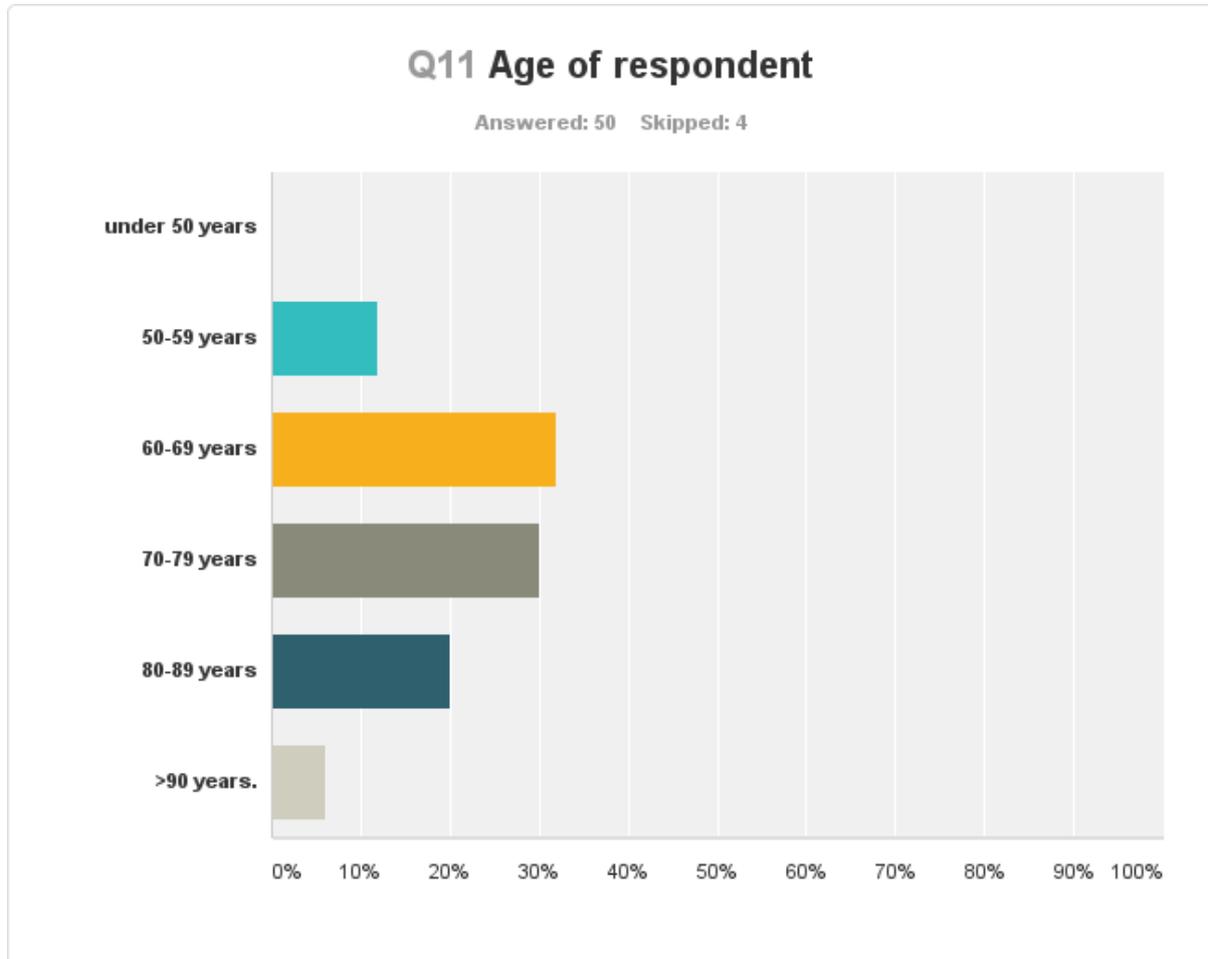
Question 9 and 10

Respondents were asked to indicate if they had made use of the public transport provided. Five respondents had used it.

When asked why they had not used it most people said it was because they had used their own cars to get to the Expo.

Question 11

Respondents were asked to indicate their age range. Most respondents were between the ages of 60 and 80 (62%) with the highest proportion (32.5%) being aged 60-69 years. The chart below demonstrates this very clearly.



Question 12

Question 12 asked for the respondent's post code. Forty eight people answered this question. Thirty four (71%) were from postcode 5211 (Victor Harbor). Only two people were from Goolwa. Other respondents were from other areas further afield in South Australia.

Question 13

Question 10 asked respondents to provide "any other comments". Nineteen comments were received.

Comments included words like *very good*, *excellent*, *very interesting*, *well done*, *very enjoyable*, *wonderful*.

Exhibitors

Twenty six (26) exhibitors were emailed with a link to the Survey Monkey survey (Appendix 3). Fourteen exhibitors responded.

Question 1

Thirteen of 14 respondents stated that they had seen publicity about the event leading up to it. One said that they hadn't.

Five said they had seen the banners. Two said they had seen flyers. Two said they had seen the advertisement in the *Times*. Two said that they heard by word of mouth. One commented that they didn't think there was enough advertising.

Question 2

All fourteen respondents said that they found the Expo useful for promoting their services.

Question 3

The feedback regarding organisation of the Expo, the venue, the facilities, space for exhibits, catering, opening and closing times, set up and packing up times was overwhelmingly positive.

One hundred per cent of respondents (100%) said that the organisation of the Expo was either good or excellent. Twelve respondents said that the venue and facilities were either excellent or good.

One person said that the space for their exhibit was "poor".

Comments included:

"The Tent could have been closer to the door of the building so people didn't have to walk in the cold to attend outside events. Like connecting it not sure if it is possible for next time most wanted to stay inside and not venture outside due to weather."

"Perhaps too many activities at once our group was disappointed not to have many people watching their live demonstration"

"The only negative we found, was that the male voice choir was not announced and there was so much noise of chatter that I could not hear them."

"Hadn't realised that the table would be so small. Needed a much bigger table or two of the size provided."

"The event had to be moved inside re weather and was somewhat congested."

"MC and speaker right near our area made it difficult to converse with people asking questions and to impart information. It became annoying and frustrating and people gave up trying to talk to us. Luckily a few came back to finish the conversation."

Question 4

All respondents said that they would like to participate in such an event again.

Question 5

Any other feedback:

“MC should say a few words about the groups performing instead of just announcing a groups name and the time they are performing it needs more info to intrigue people to come outside to watch or participate.”

“We were pleased to participate & would like to do so again we had a good response to our organization Great venue. organization & those that I spoke to from other groups felt the same.”

Organising Committee Feedback

Committee members also reported on their perceptions and the verbal feedback they had received. Suggestions for improvement included:

- Ipad lounge to be moved to a quieter location
- perhaps to limit time frames for “speakers Corner” – and also outside activities - attendance at these was often really limited because there was so much to choose between . Maybe 3 speakers 10.30 –12 and 3 outside activities 12-1:30.
- look at way of enticing people “outside “ - considering the potential weather variables.
- ensure day falls in school holidays and to negotiate with library to leave the Wednesday free from their school holiday activities. – better for parking and more space for the target group ... Lion’s involvement was great .
- publish the “overview” of activities / stalls/ exhibitors in the times a week prior
- publish the transport timetable as well.
- also to promote from the start - if you want assistance check out a purple shirt

Conclusions

Overall the Expo was very successful in meeting the goals set by the organising committee which were to provide information about active living for retired people living in the Southern Fleurieu.

The mix of exhibitors was appropriate to the audience. The majority of attendees were in the target audience age group.

The majority of attendees enjoyed the Expo and learned something new about their community through attending. University of the Third Age, E Health and Probus were the displays which attracted most new attention.

Word of mouth was the most effective way of advertising the event but flyers were also quite effective.

While the Expo attracted people from across the region, a large majority were from Victor Harbor and perhaps more effort could be made to include more people from the other towns.

Exhibitors found the Expo useful for promoting their services and organisations and would be interested in attending again.

Recommendations

The following recommendations flow from the evaluation report and other feedback received by the Organising Committee. They are:

1. The Expo should be held again in 2years time.
2. The Expo should incorporate basically the same exhibitions and activities next time.
3. Use the same theme again and the same banners.
4. Advertise the transport arrangements in the Times.
5. Move the Ipad Lounge into the Encounter Room
6. Advertise the full program in the Times a week before the event
7. Design the program with less overlap of activities.
8. MC to provide more detail about activities during the day.
9. Maybe provide heaters in the marquee if weather inclement.
10. Be more proactive in promoting the event in towns other than Victor Harbor.

Appendix 1

Organising Committee

Ann Nosworthy

Positive Ageing Strategic Planner

Glenys Brown

Volunteer

Deb Sparkes

SAFKI Medicare Local

Gwyn Elson

ACH (not in photograph)

Jennie Commane

Carers SA

Nerida Turner

ECH

Jenni Hewett

SFHS

Helen Deguet

Caring Neighbourhood Program

Mark Oliphant

Manager Community Services City of VH



