

Casey events

Community engagement summary report
March 2024

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2 Background

This document provides a summary of stakeholder and community feedback on the Council-run events schedule.

The City of Casey run several community events each year. From 19 February to 22 March 2024, a four-week community engagement process was held to gather community and stakeholder feedback on the Casey events schedule to determine if the community is satisfied with the current Council-run community events or if further changes or additions are required.

Community feedback will help us to understand the types of events the community enjoy and would like to see more of. Consultation was also undertaken to gain a further insight into the barriers that may prevent the community from attending Council-run events.

2.1 Key findings

'Fund-it' participants were generally supportive of the Council-run events schedule with support received for all event categories. A high level of support was received for event categories such as food/culture, kids entertainment and music/concert. There was strong support from survey participants who had attended a Council-run event in the past 12 months with 95% loving or liking the event/s they attended.

Forum participants provided suggestions for alternative events they would support being introduced into Council's event schedule. Popular suggestions for alternative events included, festival celebrations, family picnic day, easter egg hunt for kids, markets, winter school holiday kids carnival, food festival for dietary requirements, vintage cars and hot rods, LGBTQIA+ community events, Casey family day out and Lunar New Year celebration.

2.2 Next steps

Council officers will consider community feedback and finalise the Casey events schedule by April 2024.

3 Consultation overview

3.1 Consultation purpose

The consultation was designed to provide affected stakeholders, particularly those who attend or would like to attend Council-run events, and the broader community with the opportunity to provide input into the future Casey event schedule.

3.2 Consultation process

The tools and techniques selected for this project were informed by the project content, stakeholders and type of feedback sought.

Key tools for communicating the project

- Council's e-newsletter, Casey Catch up
- Emails to key stakeholders
- Social media
- Digital screens at Bunjil Place

Key methods for gathering feedback

- Online engagement through Casey Conversations, including opportunity to provide feedback via survey, online 'fund-it' tool and forum, or ask a question online
- Contact email address and phone number of Council Officer provided for interested community members to ask for further information or provide feedback
- Printed information available, as required.

Details	Activity
19 February – 22 March 2024 390 visitors 142 contributions	Casey Conversations Website Project information, online survey, 'fund-it' tool, and forum hosted on the engagement platform Casey Conversations. Online survey: 36 responses 'Fund-it' tool: 66 contributions Forum: 38 contributions
19 February – 22 March 2024 2 questions	Question and Answer forum 2 questions were asked via the Q&A forum relating to events and marketing-related jobs for youth and provisions for older generations to socialise and interact with the community.
Written statements/ feedback 2 responses	Correspondence Direct feedback provided through contacting the Project Officer for further information or to provide feedback over the phone or via email.

4 Who we heard from

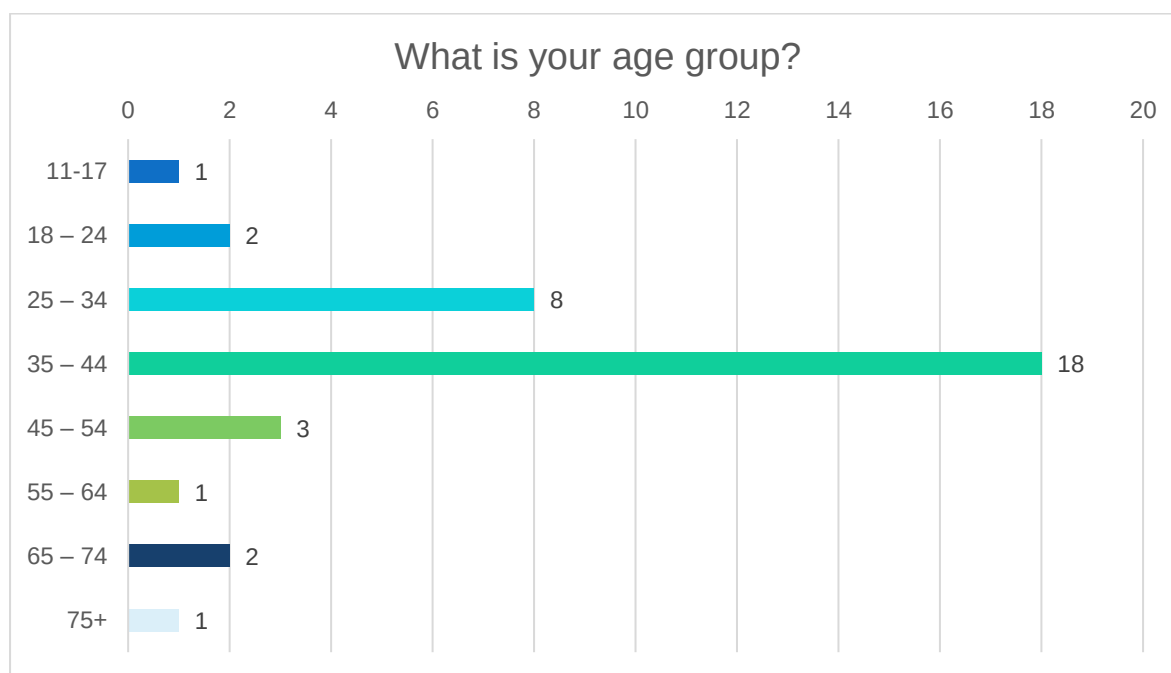
Survey respondents were asked to qualify their connection to Casey events and to Casey. All respondents (36) had a connection to Casey, with some identifying with multiple options:

- 30 said they were a Casey resident or ratepayer
- 6 said they were a Casey tenant
- 2 said they were a visitor to Casey
- 11 indicated that they work or study in Casey
- 3 said they own/operate a business in Casey
- 2 said they were a person with a disability or a carer
- 8 said they were a community volunteer

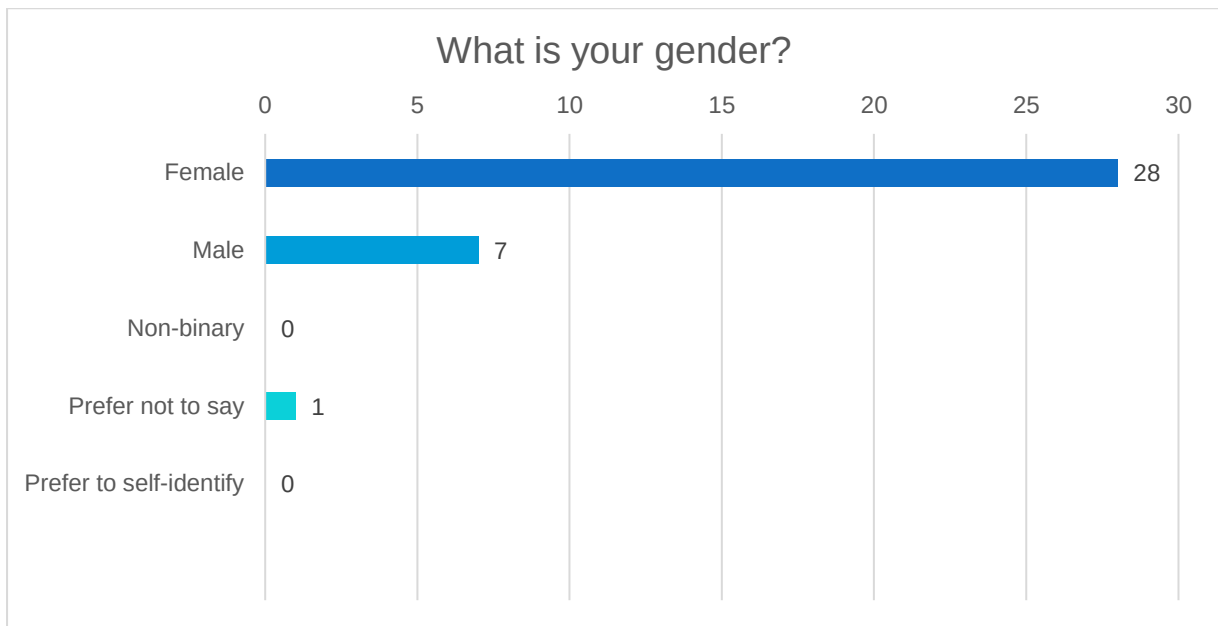
No respondents identified as Aboriginal or Torres Strait Islander.

Demographic information such as age, gender and suburb was requested from survey respondents, with all questions being optional to answer. This information was requested to evaluate the sections of our community who are most engaged with Council-run events and highlight areas where further engagement is required.

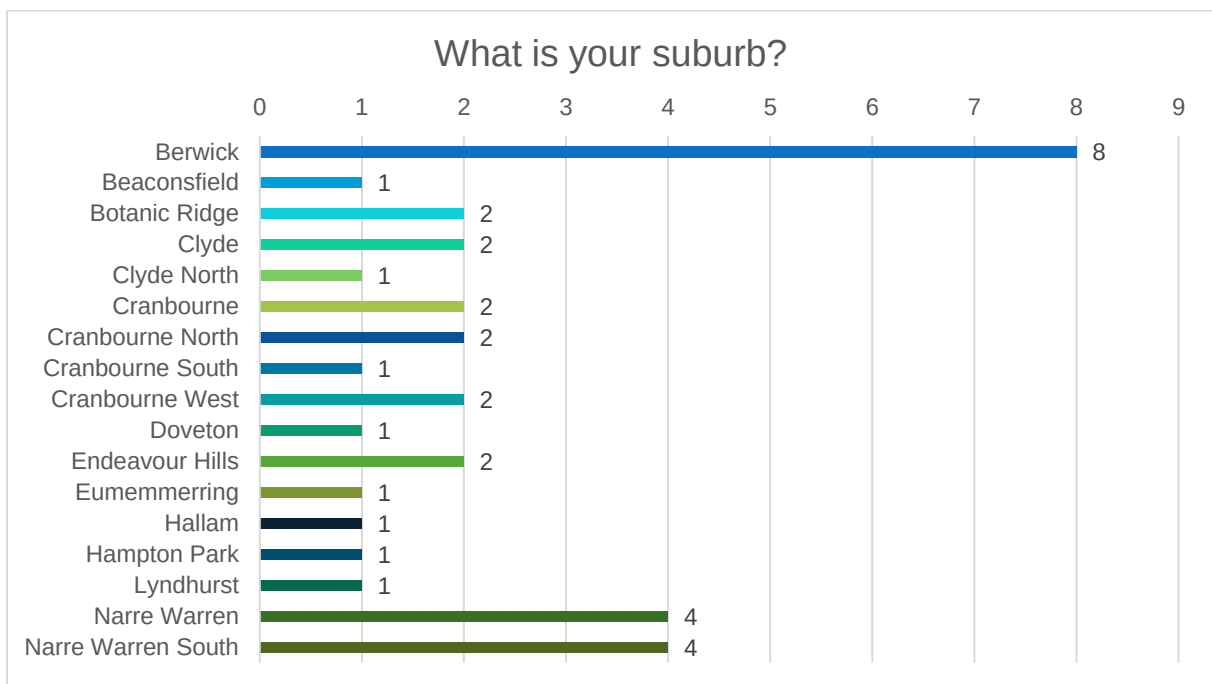
Survey respondents were asked to identify their age from categories ranging between 11-75+. All respondents (36) identified their age group and contributions were received in all age brackets. The most contributions were attributed to respondents aged between 35-44.



Survey respondents were asked to identify their gender with the following options, female, male, non-binary, prefer not to say and prefer to self-identify. From 36 respondents 28 identified as female, 7 identified as male and 1 person preferred not to say. No one indicated they identified as non-binary or preferred to self-identify.



Survey respondents were asked to identify which suburb they lived in. The below graph outlines the suburbs of respondents who contributed to the survey. All respondents who completed the survey (36) identified their suburb.



There were no survey responses from community members who live in Blind Bight, Cannons Creek, Cranbourne East, Devon Meadows, Harkaway, Junction Village, Lynbrook, Lysterfield South, Narre Warren North, Pearcedale, Tooradin and Warneet.

5 Consultation findings

The following section summarises the key themes which arose in community feedback on the Casey events schedule. In the interest of stakeholder and community privacy, individual quotes have not been included within this public document. Where there was more than one mention of a topic or item, the number of mentions has been specified in brackets and italics.

5.1 Support for actions

Participants were asked via a 'fund-it' activity, forum, and online survey, to provide feedback on Council-run events including their preferred events to attend, suggestions for new events and views on the current events provided.

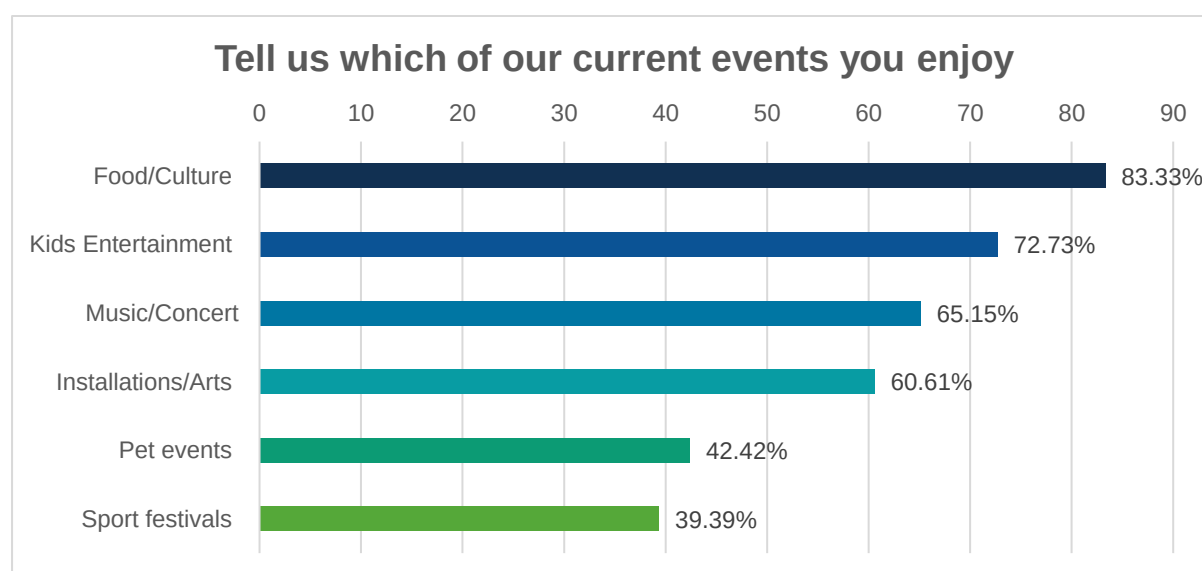
Fund-it tool participants were asked to 'tell us which of our current events you enjoy' and requested to select the 'like' button to tell us their favourite or preferred events. Participants were able to 'like' up to 6 types of events Council currently provides.

The 'fund-it' activity received 66 contributions and a total of 240 votes. All event types were selected to varying degrees by the 66 participants. The most popular types of events were food/culture, kids entertainment and music/culture.

- Overall, 55 or 83.3% of participants selected food/culture
- Overall, 48 or 72.7% of participants selected kids entertainment
- Overall, 43 or 65.1% of participants selected music/culture

The less popular events included installation/arts, pet events and sports festivals.

- Overall, 40 or 60.6% of participants selected installation/arts
- Overall, 28 or 42.4% of participants selected pet events
- Overall, 26 or 39.3% of participants selected sports festivals



5.2 Feedback from forum participants

The forum allowed participants to suggest a new event they would like to see included in Councils event schedule. The forum received a total of 38 contributions which included 29 suggestions for new events and 9 comments.

Participants could also 'like' or 'dislike' suggested events, the forum received a total of 100 likes and 1 dislike.

Suggested events have been categorised and included in the table below, likes and dislikes have been included in brackets and italics to demonstrate the popularity of each suggestion.

Topic	Community feedback
Food/Culture (11 suggestions)	Berwick Village Festival Bollywood Night (<i>2 likes</i>) Multicultural Celebration (<i>2 likes</i>) Onam, Kerala community celebrates International Women's Day (<i>1 like</i>) Lunar New Year Celebration (<i>4 likes</i>) Holi celebration (<i>3 likes</i>) Vintage cars and hot rods (<i>5 likes</i>) Food Festival for Dietary Requirements (<i>6 likes</i>) LGBT+ community events (<i>8 likes, 1 dislike</i>) Markets (<i>6 likes</i>)
Music/Concert (5 suggestions)	Tooradin Country Music Festival Traditional Carols by Candlelight (<i>4 likes</i>) Bunjil Plaza Concert featuring community acts (<i>2 likes</i>) Littlefoot & Co Movie Nights (<i>1 like</i>) Tree lighting Festival (<i>2 likes</i>)
Kids entertainment (4 suggestions)	Winter School holiday Kids Carnival (<i>6 likes</i>) Easter Egg Hunt for the kids (<i>7 likes</i>) Family Picnic Day (<i>8 likes</i>) Casey Family day out (<i>4 likes</i>)
Installations/Arts (1 suggestion)	Youth Art Exhibition (<i>4 likes</i>)
Other (8 suggestions)	Showcasing Casey's Volunteer in a Carnival atmosphere (<i>1 like</i>) Second-hand clothing market (<i>1 like</i>) Family fun, orchestra in the park, kids carnival, library reading competition, sports trial day (<i>1 like</i>) Community Clubs and Societies (<i>3 likes</i>) Come and try a new sport or hobby (<i>2 likes</i>) Celebrate Casey Talent (<i>3 likes</i>) Sustainability (<i>3 likes</i>) Festival Celebrations (<i>11 likes</i>)

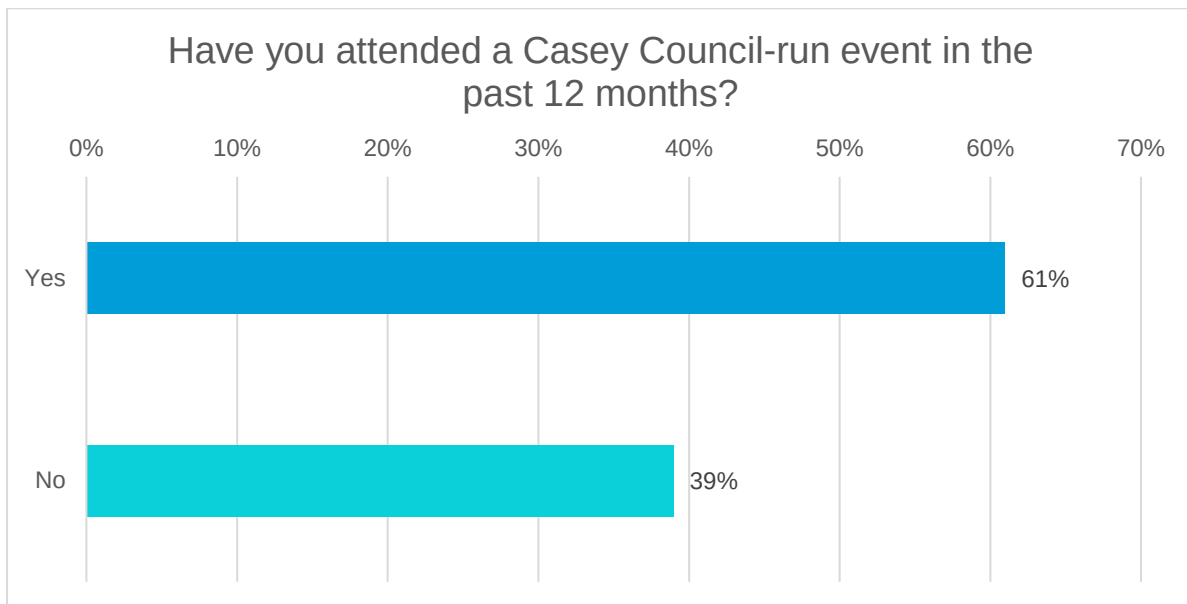
Nine (9) comments were received on eight (8) suggested events, comments have been summarised and included in the below table:

Suggested event	Community feedback
Vintage cars and hot rods	Any other suggestions welcome Would be a great event of interest
Multicultural Celebration	An event like this is a wonderful way to learn about other cultures and their beauty. This be a great opportunity for local artists to showcase their talent, not just professional artists. It's always good to watch performances, which stream out of mere love and passion.
Traditional Carols by Candlelight	Good to have a traditional event
Family Picnic Day	Movie nights like what are held at Wilson Botanical Gardens are other good ways to get families out in the community.
Markets	It would be good if we had like a once a month farmers market. People could go and buy fruit, vegies, local produce, have some food trucks.
Sustainability	Love the idea, like a local clothes swap. It helps to have gender or age groups specified to draw the correct demographics.
Casey Family day out	Something with enough entertainment so families don't spend the whole day queuing. Maybe live music with space for picnic as well as other entertainment.
Festival Celebrations	It would be good to have a Diwali festival and other cultural ones. Something to bring the kids to celebrate our diverse community in Casey.

5.3 Feedback from survey respondents

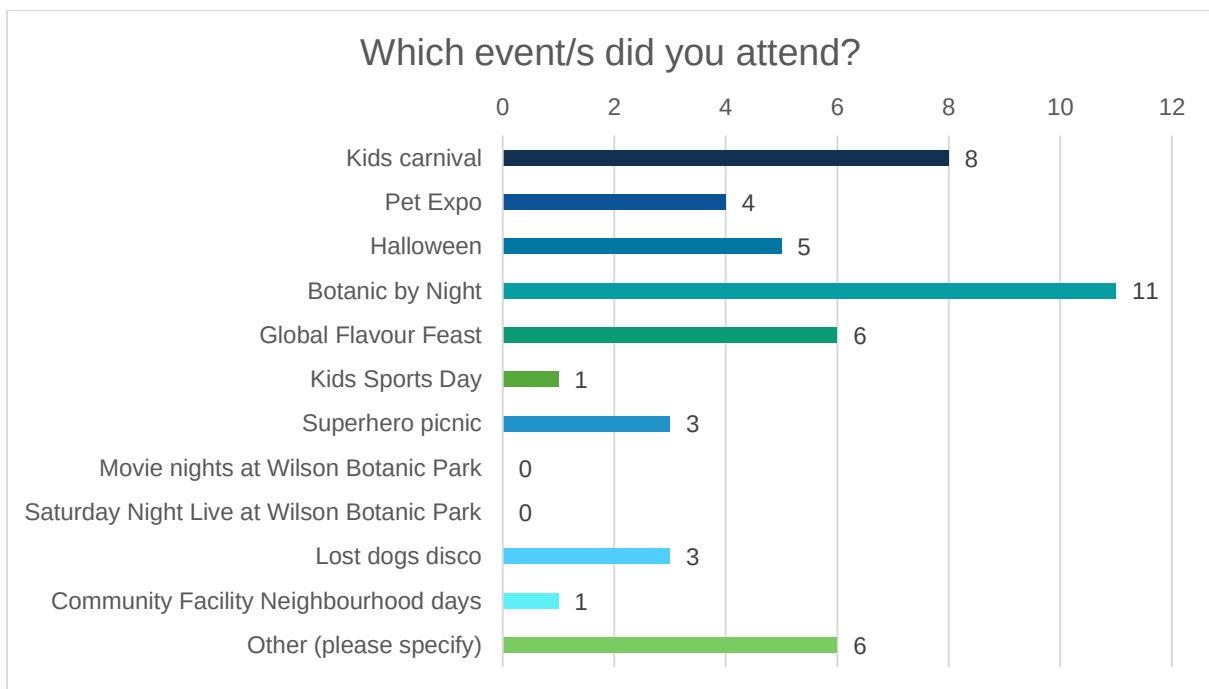
Feedback from respondents who participated in the survey have been analysed and summarised below.

Survey respondents were asked if they had attended a Casey Council-run event in the last 12-months. All survey respondents (36) provided a response to the question with most respondents (61%) indicating they had attended a Council-run event.



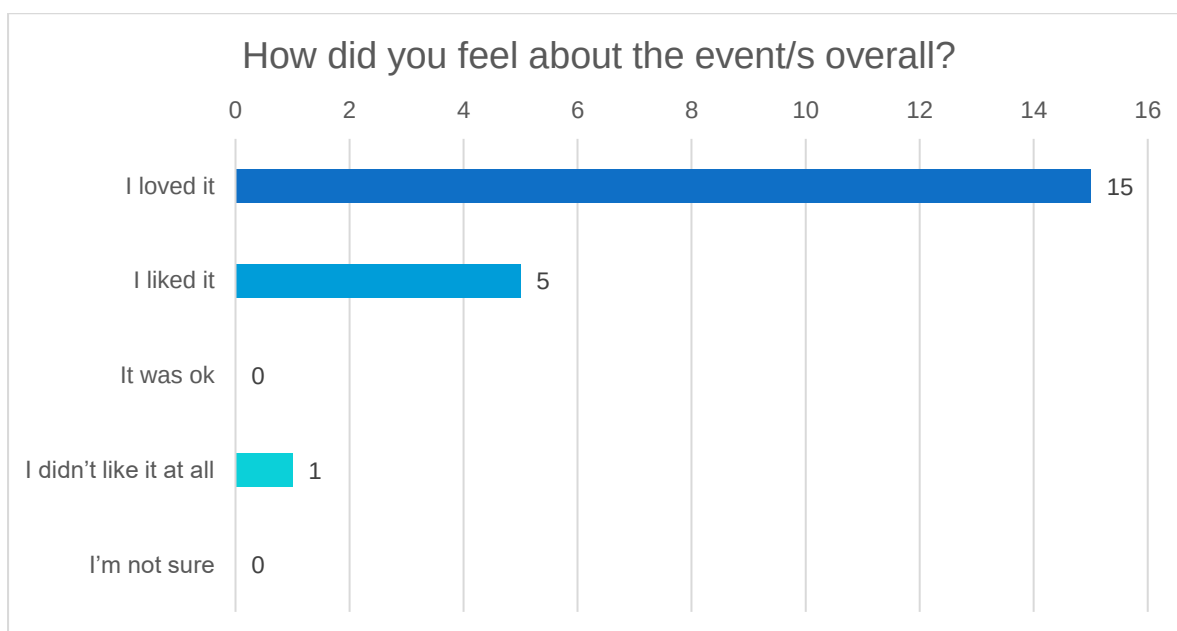
5.3.1 Feedback from survey respondents who had attended an event in the past 12 months.

Survey respondents who had attended a Council-run event were also asked which event/s they attended. All respondents provided a response with some selecting multiple options.



Six (6) respondents selected 'Other' as the event they had attended. One respondent indicated they attended the Ageing Positive Festival, one respondent stated they attended the Orchestra at Wilson Botanic Park, one respondent indicated they attended the Doveton Show and Festival of the World, one respondent stated they attended the Stars cricket big day out and Myuna farm trucks and tunes one respondent said they attended the library opening at Cranbourne West and one respondent said they attended Summer fest.

A total of 22 respondents indicated that they had attended an event/s in the past 12 month, 21 respondents provided feedback on how they felt about the event/s they attended, 15 respondents (71%) said they loved the event, 5 respondents (24%) said that they liked the event and one respondent (5%) said they didn't like the event at all.



5.3.2 Comments from respondents who attended an event.

Respondents who had attended an event in the past 12 months (22) were asked to provide a reason for their response regarding how they felt about the event/s they attended.

Comments provided by the 19 submitters are summarised by theme in the tables below:

Topic	Community feedback
Expressed satisfaction with event	Fantastic events. Well run and good range of events. Absolutely loved Doveton show. Amazing, engaging, fun-filled, and had so many options for both activities and food to explore. Good atmosphere and nice selection of activities Kids had a great time and loved it. It was a fun experience. Excellent activities for kids, we loved it. All the kids events I have attended have been well priced, easily accessible and have had lots of fun activities. Great for making family memories. Love kids events with lots of activities at the Old Cheese Factory. Halloween was better this last year than the year before. Parking at the cheese factory was good. Overall the events were good.
Neutral or expressed concern with event	Barely any people came to Festival of the world, wish it was promoted more. Could be better. Halloween was great fun for the kids, but the problem was that it was quite busy. More activities needed that are spread out like arts and crafts etc.

	For the most part I liked it, but some of the events were overwhelmed by the number of attendees like the kids carnival. There were no people just a dj playing songs. I loved walking around with my dogs, meeting other people and their dogs. I wasn't thrilled with the stalls, and it would have been better with some activities for people and their dogs. Good to see Casey Council promoting more events but needs more exposure and more inclusive food items and areas for parent and people with disabilities.
Suggestion for event	I would love to see more free Orchestra event in the park for entire family to enjoy. It is an all aged event and give opportunity to young kids to be community connected. More cultural shows would be nice. Dandenong seems to have more multicultural events than Casey it seems. Especially at the Markets.
General comments	Lots of fun for my kids. Great way to get out the house. I got to spend time with friends and experience things that I otherwise wouldn't have. Free activities, well organized, clear communication From a food vendor's point of view City of Casey do an impressively great job at running events. From communication, marketing, and theme. It's always fun and well thought out and planned. We appreciate you guys.

5.3.3 Feedback from survey respondents who had not attended an event in the past 12 months.

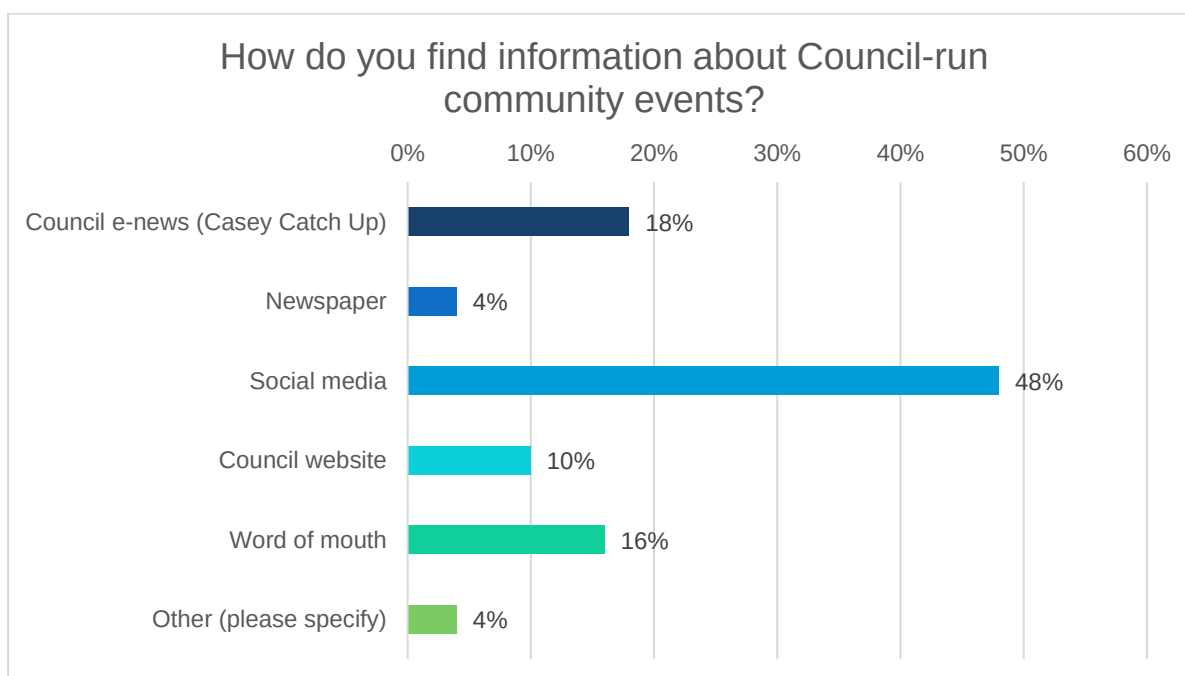
Survey respondents who had not attended an event in the past 12 months (14) were asked if there 'is there anything that deters you from attending community events?'. Comments provided by the 12 submitters are summarised by theme in the tables below:

Topic	Community feedback
Time	Availability Time
Location	Nothing seems to be down the southern end of Casey. Never have any events in our suburb. All events are held elsewhere, Endeavour Hills seems a lost suburb in Casey.
Awareness of event	I don't know about the events until after it happens. I generally don't know about them. Not enough prior notice. Most events are in the Berwick/Narre Warren, and I often don't know what is on until a friend tags themselves at an event.

Inclusivity of event	Would like to see more events which are more inclusive; that is, visitors have an option to participate as well. Most are very specific to a particular type of interest level. Not many inclusive events for my age group.
General comment	I only recently moved here. Haven't seen anything that's caught my eye. Date, location, car parking.

5.3.4 How do you find out about Council-run events.

All survey respondents were asked 'how do you find information about Council-run community events' and requested to select from 6 options which included 'Council e-news (Casey Catch Up)', 'Newspaper', 'Social media', 'Council website', 'Word of mouth' and 'Other (please specify)'. The feedback provided by the 50 submitters is summarised in the table below.



Survey respondents who selected 'other' were asked to specify the ways in which they find information about Council-run events. Two responses were received one respondent found out about council run events through the Brentwood Park Community Centre and the other respondent found out information about events as they are part of the FReeZA Committee.

5.3.5 General comments for consideration about Council-run events.

Survey respondents were asked if they had 'any other comments about Council-run events that you'd like Council to consider', with 24 comments received.

The feedback provided by the 24 submitters is summarised by theme in the table below:

Topic	Community feedback
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Current event	Casey Kids Carnival should run over 2 days. There are many families that miss out on tickets for this fabulous event. The food trucks at the Myuna thing were maybe not very kid friendly. The music on the grass was not very dance-able, if it was more upbeat there would have been a bunch of kids dancing. I like the library's line up of events including meet the Author Casey Camp out in 2022 was an amazing event, needs to be done again and to offer more tickets.
Event suggestion	Arrange events for Casey residents to showcase their talent, not just events for professionals. Many people would still be amazing even though they aren't 'professional'. Art and craft competitions that include different types of artworks for all ages. STEM activities in library, Casey Tech School for the public. Reading competition in the library. Family activities to promote literacy, critical thinking and STEM. Petting zoo, magical show, Museum incursion in the library Suggest running neighbourhood clubs and societies as they could encourage residents to connect over similar interests and promote social cohesion. Running information programs regarding digital and financial literacy would be good. Community Family Day out Affordable markets Carols by candlelight, like how other councils run them, or a large festival like Knox festival. Would love a kids Christmas event at the Old Cheese Factory. LGBT Hobbie based activities as well as Non-LGBT based activities for themed youth events. Activities that support LGBT, Disability and Diverse youth like sports, outdoor larger group activities with prizes, dancing, painting, hair styles, bead making, singing, contests, stores and group activities. Late events held with private tents for therapy sessions, confidence building, and movie nights. Entry fees would be \$5-10 donation, and tents would be age-specific.

	Events that support marginalised community members or bring awareness to issues like homelessness. Host a sleep-out that raises money for charity.
General comment	Maybe include other religions/cultures More cultural events and more kid related events Have more events that consider, involve and cater to older generations so they don't feel isolated and segregated. Provide more opportunities for creatives to perform and display artwork. Provide more events and bigger events like Botanic by Night. Ensure all events are accessible and inclusive for all community members. Keep them low cost Thank you Please keep providing outings and events for young kids Provide more vendors who cater to dietary requirements. We love the kids events and want to see more events for primary aged kids during school holidays.
Location	Have events in local suburbs not everything in suburbs around Bunjil. Consider locations towards the southern ends of Casey, such as Tooradin, Cannons Creek and even Cranbourne.
Other	Possible breastfeeding locations-even chairs/benches to make it easier for new Mums

5.4 Written submission feedback

A total of two (2) written submissions were received regarding the Casey events consultation.

5.4.1 Written submissions received via email.

2 written submissions were received by the Project Officer via email and are summarised below.

Written submission 1:

The submitter suggests the idea of voluntary activities for pre-teen adolescents aged 10-15 to enhance their confidence and abilities by contributing to the community or assisting others. They believe that such activities can help develop essential life skills, build resilience, and improve interpersonal communication. The submitter also offers various examples of community activities that children can engage in, such as environmental or clean-up groups, coaching junior sports, or helping with aged care or disability services. They further suggest that community activities can provide a nurturing setting for children to interact with peers and positive adult mentors, gain diverse perspectives on the world, and understand how to implement their beliefs for the benefit of others.

Written submission 2:

The submitter suggests the idea of hosting a music festival, such as Jazz, Blues, Country, or Western, and engaging local community groups and schools to showcase their talent. They believe that such an event can provide a platform for local artists to showcase their skills and connect with a broader audience. The submitter also highlights the potential benefits of such an event, such as promoting community engagement, fostering creativity, and supporting local businesses.

6 Consultation evaluation

This report presents the findings from the analysis of the community feedback gathered during community engagement from 19 February – 22 March 2024.

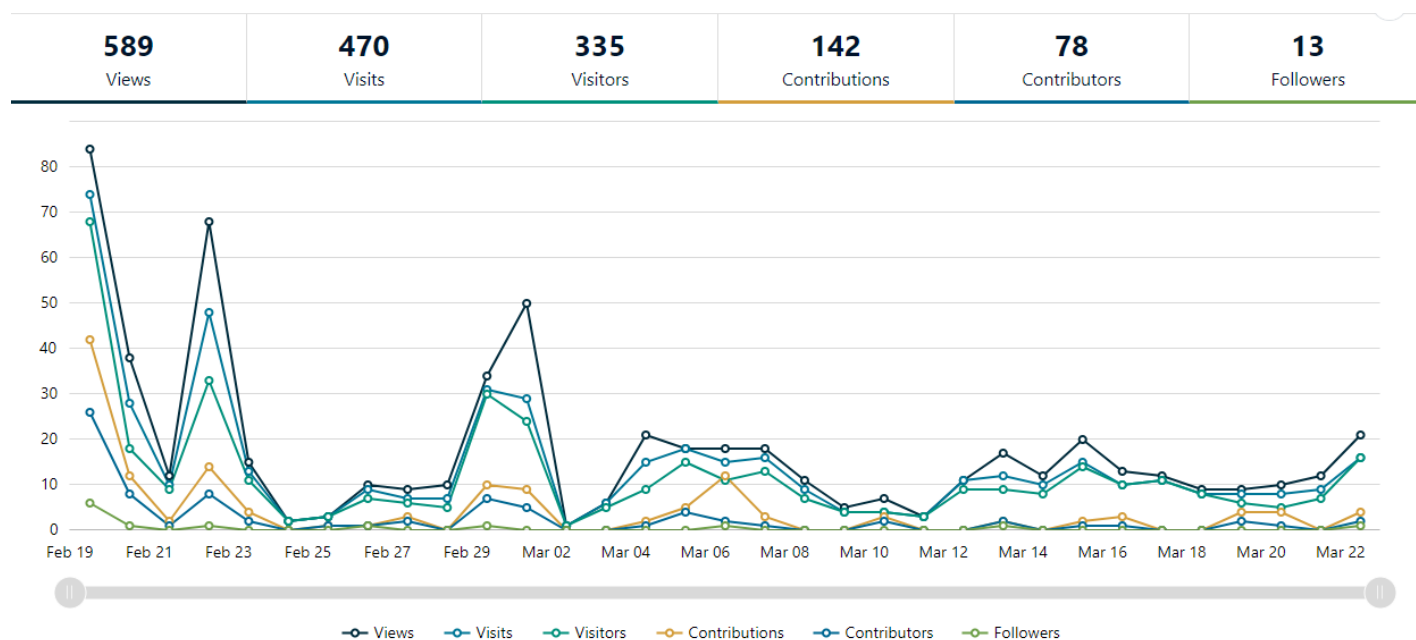
The consultation was promoted to key stakeholders including Casey Conversations subscribers.

The social media post and Casey Catch-Up e-newsletter also ensured the wider Casey community was given the opportunity to provide feedback.

The length of consultation was four weeks, with most responses received in the first two weeks.

The engagement program received a total of 144 contributions, including 36 online surveys completed via Casey Conversations, 66 'Fund-it' submissions completed via Casey Conversations, 38 Forum submissions on Casey Conversations, 2 questions completed via the Q&A forum on Casey Conversations and 2 written statements received via email correspondence.

6.1 Casey Conversations project page



Engagement targets for the Casey Conversations webpages were that:

- 15% of visits would last at least one active minute (exceeded, 37.45%)
- 10% of visits would have at least two actions performed, such as moving around the project page or clicking on links (exceeded, 30.43%)
- 5% of visits had at least one contribution made (exceeded, 16.17%)

6.2 Satisfaction with engagement process

Survey participants were generally satisfied with the consultation process and materials, with a majority of participants selecting they had the required information to participate, and it was very (64%) or mostly (28%) easy to find/understand. It is noted that no participants found the information mostly or very hard to find/understand, however some participants (8%) were not sure if they had the information they needed to provide their feedback.

Engagement plan

The engagement plan for this project was published and is available to view at: <https://conversations.casey.vic.gov.au/CaseyEvents/CaseyEvents-engagement-plan>