



Festival Evaluation Report

Every year we ask our visitors to give us feedback about what we could do to improve the event; as a result in 2010, we changed the way we delivered some of our programs for the Fair@Square 2011.

1. Fair Living Tent previously an activity based tent became a walk through display of what an ethical home resembles. This was an extremely popular program.
2. Fair Fashion Show was moved indoors to BMW Edge on Friday the 2nd of December 2011 and marked the official opening of the event.
3. The Fair Talk tent was moved to the River Terrace
4. Increased publicity and advertising reaching over 5 million people

Our belief is that for Fair and Ethical Trade to become the norm we must create situations where the general public can be educated in a non threatening way and can be inspired to become a catalyst for change.

The Fair@Square Team conducted **1009 public surveys** over two days and the feedback was very encouraging. It has also provided us with important information for future events.

Stall-holders numbers and classification

We had a great combination of stalls on the day, which gave the general public a good idea about the range of fair and ethical products and services currently available.

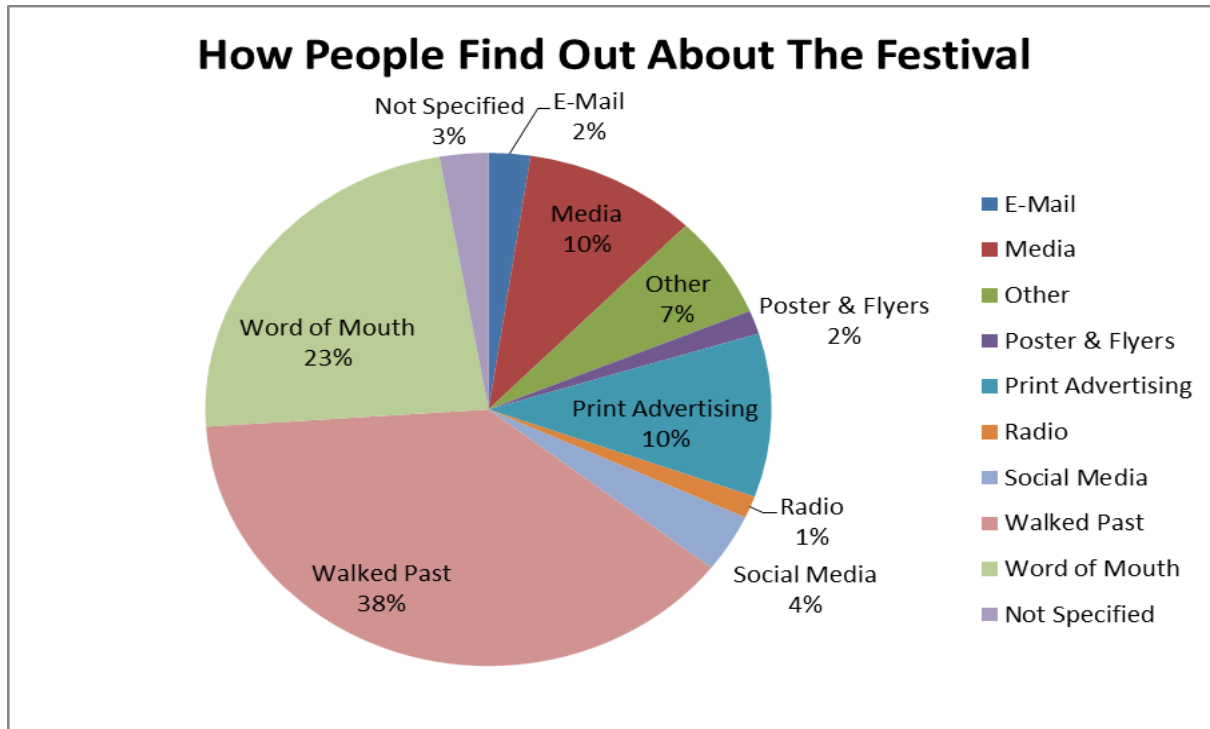
Products & Services	No. of Stall
Beauty Products	3
CarSharing Service	1
Charity Fundraising	3
Cleaning products	1
Clothing	4
Clothing & Homeware, Gifts	1
Coffee, Tea & Chocolate	6
Diaries and calendars	1
Ethical Funds	1
Food - Catering	6
Footwear, clothing & sporting goods	1
Homeware & Gifts	5
Informational & awareness raising purpose	7
Organic Dairy	2
Spices	1
Toys, Baby items, Gifts, Handicrafts, Bags & Homewares	10
Travel	1
Total Stallholders	54

Attendance Numbers

Federation Square Management estimated crowds of **79,206** over the two days at Fed Square.

Estimated Visitation		
Sat	3/12/2011	40,900
Sun	4/12/2011	38,306

How did people find out about the Festival?



Data revealed that 59% of people found out about the festival via marketing and promotion of one form or another.

Media Coverage Results

Media exposure for Fair@Square 2011 reached a potential audience of more than **five million** people.

The event was featured as a full page editorial in The Age, the lead story in the small business section in both The Age and the Sydney Morning Herald, a half page editorial in the Australian Financial Review, the Sun-Herald in Sydney, MX, Dynamic Business, The (Melbourne) Magazine, G Magazine, Peppermint Magazine, City Weekly and Royal Auto - to name just a few. It also appeared in numerous blogs covering the environmental/sustainable and fashion sectors. The event also has Radio Coverage on 3CR and ABC.

Dozens of stakeholders also ran event listings on their own websites and in newsletters – these covered the environmental/sustainable, business, fashion, events and travel sectors.

The results reflect a four months strategic PR campaign, with media results appearing from October to December when the event began.

The organisers also reached audiences by the distribution of:

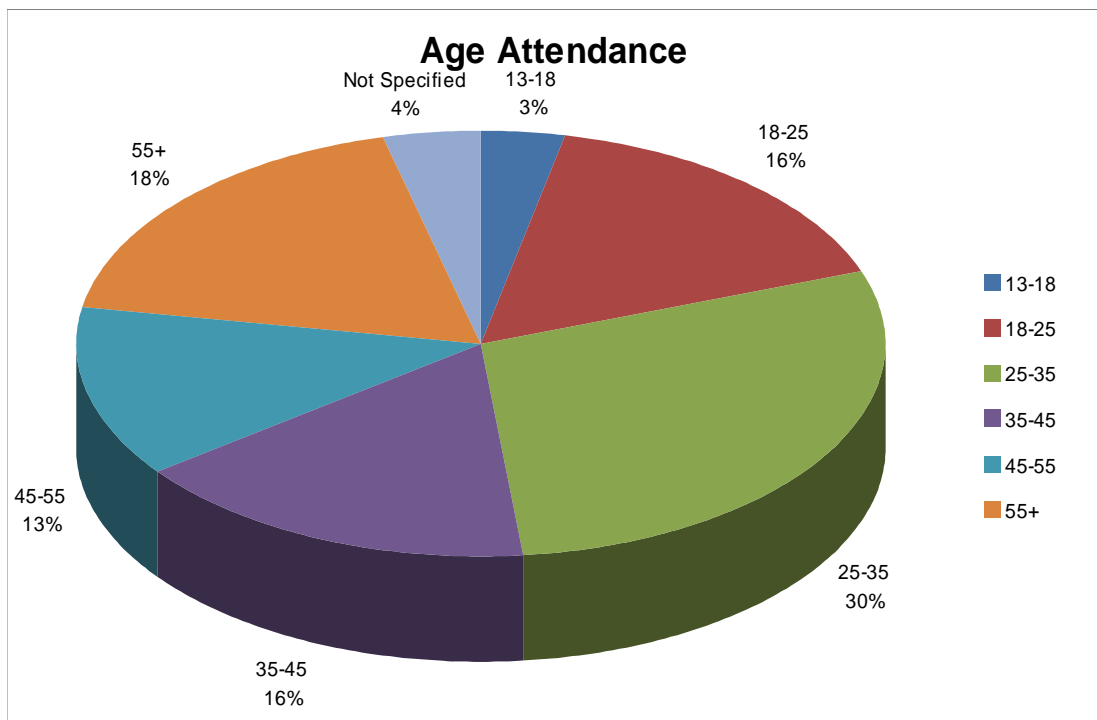
- 500 posters distributed prior to the Festival
- 5,000 Flyers around Melbourne
- 15,000 Program Guides
- Website with full program and sponsors and Exhibitor Listing
- Ran the Register to Win Competition online and at the event raising over 1,000 surveys.

Demographic Profile

Most of our promotion and advertising was focused around Melbourne; this is reflected in the percentage below which shows the demographic of where people came from.

Metropolitan Melbourne	73%
Regional Victoria	9%
Interstate	8%
International/Overseas	2%

Age Attendance



Female attendance amounted to 68%. This year the event attracted a well balanced mixed of ages. The highest percentages of visitors (30%) were aged between 25-45 years old, followed by the (18%) 55+ years old and 16% (18-25%) demonstrating an overall interest in fair and ethical trade and across all consumers.

Reason for Attending

Our aim for 2011 was to encourage people to come along to learn about Fair and Ethical Trade and to encourage Ethical Shopping during the Festive Season.

Survey conducted revealed that 37% of people surveyed came to learn fair and ethical trade and 28% came specifically for Christmas Shopping

Majority of participants came to Fair@Square for ½ a day (86%).

We asked people to tell us if Fair@Square made them more aware of fair and ethical trade and as a result of that if they would consider buying ethically produced products. The results were very encouraging with 88% claiming that Fair@Square made them more aware and 79% being more likely to purchase ethically produced products.

Satisfaction Survey

From a general public perspective, it was pleasing to see that 94% of people were satisfied with Fair@Square, with a roaring 46% rating the event as Very Good and 17% as Excellent.

92% of people indicated that they would attend Fair@Square again.

