

## **Extensive media coverage maximised exposure for our sponsors.**

### Ballarat Courier

- Print advertisements 14/02/15, 21/02/15
- City Of Ballarat *What's On* 21/02/14
- Web billboard. 21/02/15
- Story

### The Miner News

- Print advertisement 12/02/15
- Media article 18/02/15

### Ararat Advertiser and Stawell Times

- Print advertisement 20/02/15

### The Advocate, Hepburn

- Print advertisement 18/02/15

### The Moorabool News

- Print advertisement 17/02/15

### The Owner Builder, January 2015

### Buninyong News

### Buninyong Primary School news

### Intro magazine

- Print advertisement January 2015
- Print advertisement February 2015

### City of Ballarat online events calendar

### 3BA

- Readout, 21/02/15
- Online events calendar

### ABC Radio

- Interview, 19/02/15
- Readout, 21/02/15

### Buninyong Sustainability Enews x 7

### BREAZE enews x1

### Sustainable Living Festival enews

### Sustainable Living Festival booklet

## Web coverage

- [www.smartbuildingandlivingexpo.com.au](http://www.smartbuildingandlivingexpo.com.au)
- [www.friendsofroyalpark.org.au](http://www.friendsofroyalpark.org.au)
- Sustainable Living Festival [www.slf.org.au](http://www.slf.org.au)
- [www.breaze.org.au](http://www.breaze.org.au)
- City of Ballarat Events calendar

## Facebook

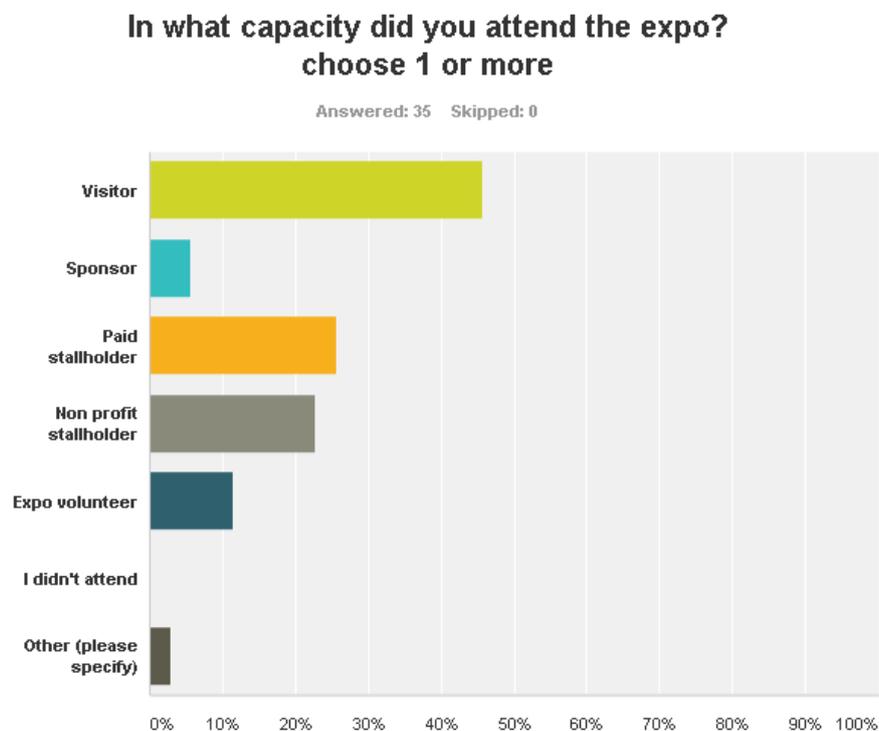
- Buninyong Sustainability – at Royal Park
- Making Buninyong
- BREAZE

## Twitter

- @BuninyongSus
  - @findingnorth1
  - @GreenDrinksBlrt
- 

## Survey results

We had 35 responses to our survey following the Expo this year.



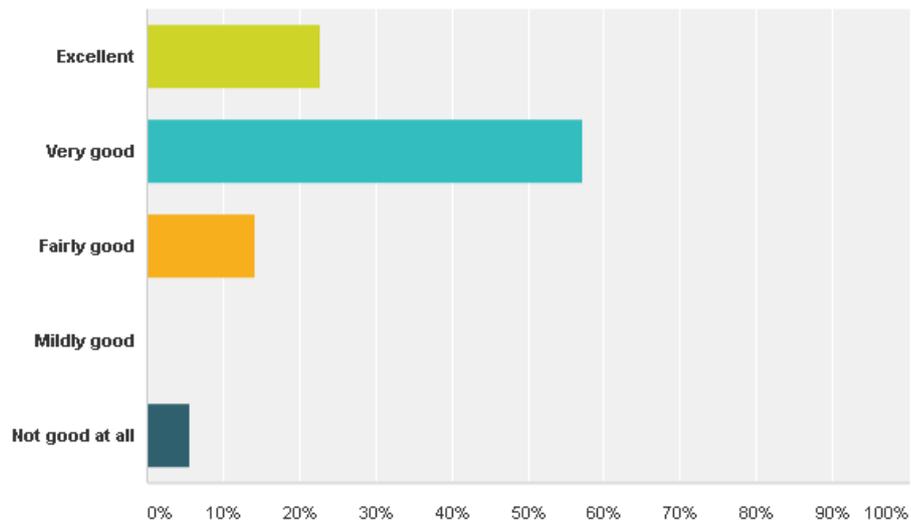
## How did you learn about this event?

Answer Choices	Responses	
▼ Buninyong Sustainability - FORP email	29.41%	10
▼ FORP/Smartbuildingandlivingexpo website	11.76%	4
▼ Buninyong Sustainability Facebook	14.71%	5
▼ slf.org.au web site	0.00%	0
▼ Other web site (note below)	8.82%	3
▼ Facebook (other)	11.76%	4
▼ Twitter	0.00%	0
▼ emails	8.82%	3
▼ Radio	2.94%	1
▼ The Courier	11.76%	4
▼ The Miner	0.00%	0
▼ The Moorabool News	0.00%	0
▼ Ararat Advertiser	0.00%	0
▼ Hepburn Advocate	0.00%	0
▼ Buninyong news	2.94%	1
▼ Local posters	2.94%	1
▼ Shop postcard	8.82%	3
▼ Roadside banners	2.94%	1
▼ Personal recommendation	11.76%	4
▼ Other (please specify)	<b>Responses</b> 35.29%	12

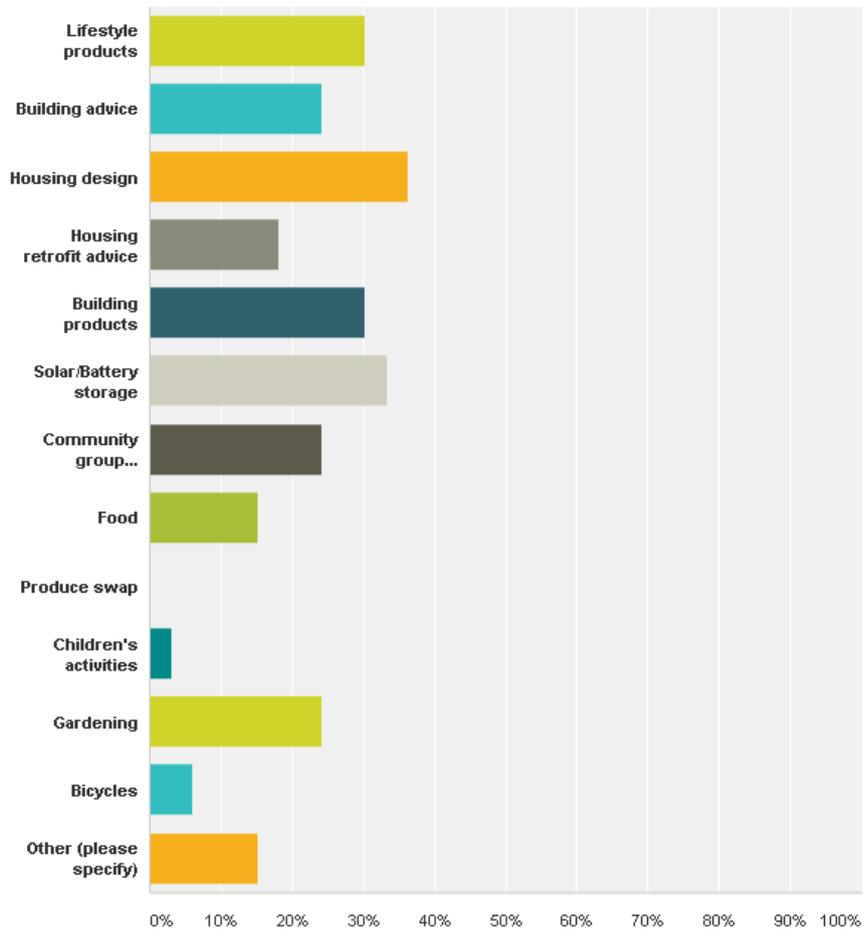
- Ballarat Rural Lifestyle expo last year.
- Green Drinks Ballarat x3
- google
- just know people at FORP
- BREAZE x2
- We were here last year x2
- Contacted us personally approached at other expo

## Overall, how would you rate the expo?

Answered: 35 Skipped: 0

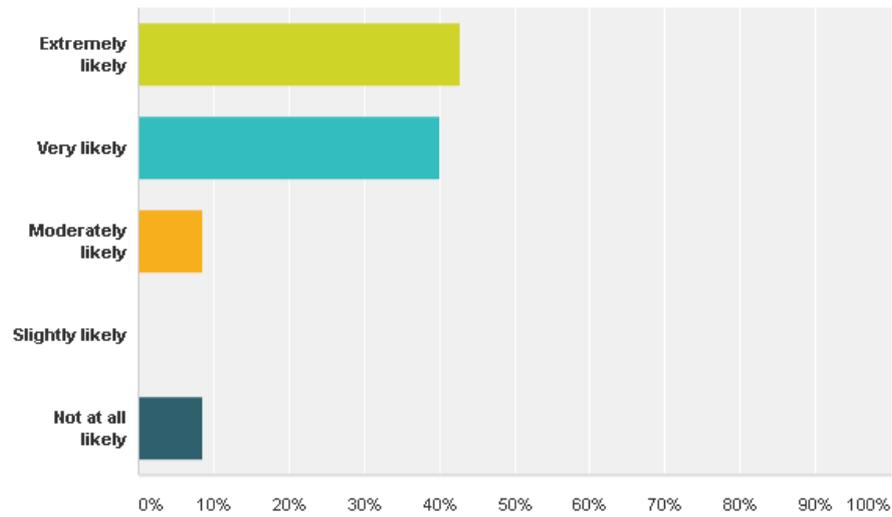


## What were the 3 main areas of interest that brought you to the expo?



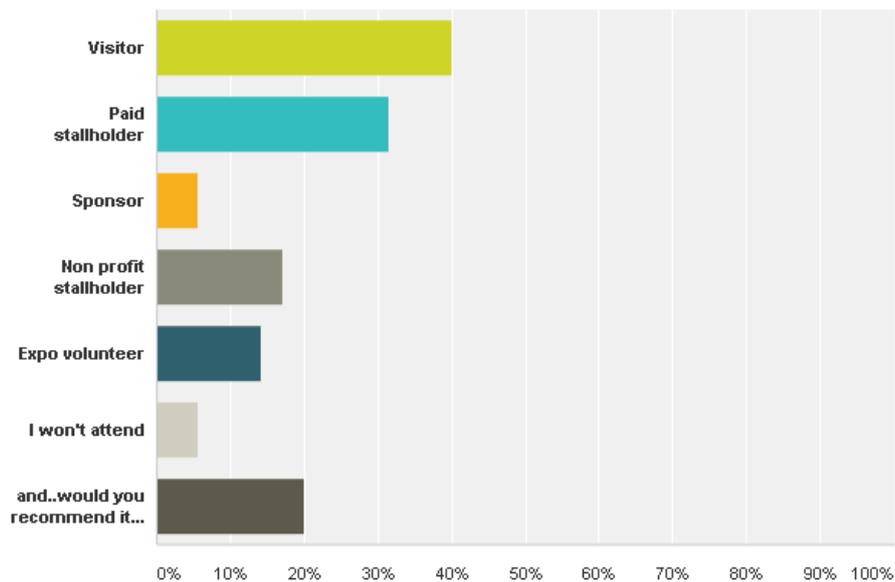
## How likely are you to attend the expo next year?

Answered: 35 Skipped: 0



## In what capacity would you attend the expo next year? choose 1 or more

Answered: 35 Skipped: 0

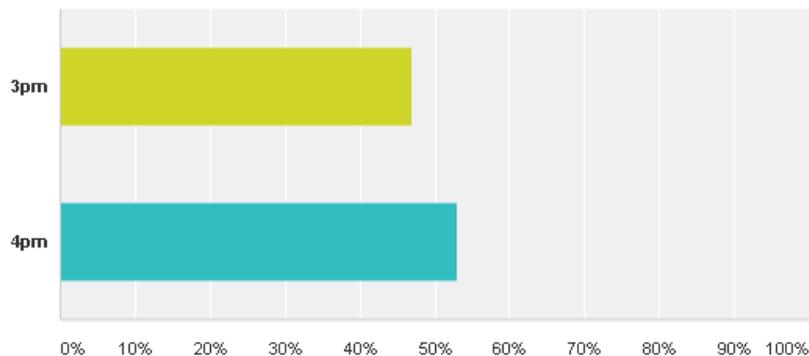


## What worked well?

- Everything, it was a really genuinely good event. Usually I am brutally honest with these things and have lots of feedback, but not with you. My favourite things thought - (1) that the event is free (this always creates a better atmosphere) (2) The amount of people that came through, who were all very open to chatting and taking brochures etc
- The Breaze Experts, who seemed to be constantly in demand, the hydration station, the number of volunteers on hand to give incidental assistance, the positive attitude of all.
- The relaxed atmosphere and food stalls (allowing dogs to come in with owners)
- The auction was ok, but needed more people and we needed a list of auction items so we knew what was coming up
- The spacing of stalls was great, and there was a very relaxed atmosphere which made it very enjoyable.
- The set up inside the building was good for our architectural display.
- The variety, perhaps more information and exhibits with plants
- The weather
- I was talking to customers flat out from 9.45 to 3pm ... and still talking at 4pm but slowed after 3pm ...
- A nice mix of stall holders, something for everyone
- Good atmosphere - nicely "crowded"
- Well organised, good range of interest
- Good mix of stalls, information, things to do for the kids (although ours were in a bit of a mood that day so weren't entertained for long!)
- Layout in Royal Park, links with market and ute muster all of it
- loved the shade tents for eating/resting the water cart it was great
- dry weather friendly people
- weather location organisation variation in stalls
- All pretty good!
- the closeness of the stalls
- variety of stallholders
- stall holders were in a small intimate area - family friendly, easy going - a great day for everyone
- Coffee was lovely
- Red Door Pizza
- wildlife display - owls, hawks
- plenty of shaded seating
- children's activities
- time of year was good
- The weather
- visitors interest
- Chill out zones samosas kids activities
- Location Indoor & outdoors Auction

## What could we have done better? This year we extended the closing time to 4pm. what time should we close?

Answered: 17 Skipped: 18



- I had a lot of issues with the online booking, which wasted a good couple of hours of my time. I sent multiple emails to get a site.
- Increase the number of stall holders to include a greater variety
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- More stallholders. It was pathetic. Not an EXPO!
- Found that after 3pm it was very quiet - not many people through.
- Better/clearer signage outside so people know there are stallholders in the building.
- Change venue to central Buninyong or combine with BREAZE Wendouree market to get more passing traffic. Many of those who were there were confirmed sustainability advocates and will not keep returning (although its a great social outing) - a new group of people need to be attracted each year.
- More building products - cladding, insulation
- Can't think of anything in particular. Didn't attend for long due to tetchy kids.
- More publicity re auction - more nursery/plant stall
- The last hour was very quiet. There didn't seem to be as many people as last year? Was it advertised/promoted as widely?
- A PA system to make announcements/inform visitors what's going on / use for the auction would be ideal.
- music?
- Have drinking water more central
- music would be good
- we should have come earlier
- more gardening, trees vegie patch
- wider range of displays?
- can't think of anything
- Auction with PA
- better signs from buninyong & ballarat
- live music
- I came as a visitor last year and was seriously impressed with the diversity and breadth of stalls and information So with this high expectation, I didn't feel that this year was quite up to that standard. Suggestions - more ambiance! some live music would be great!
- More Stalls

## What other stallholders would you like to see next year? (include business name and website if possible)

- Some type of vegan food truck
- Natural cosmetics, more outdoor/gardening stall holders, upcycled clothing, furniture.
- More products for sale (sustainable and locally produced) wood pellet slow combustion heaters perhaps?
- Lots more. There was hardly anything there other than some food stalls, some solar providers and a couple of architects. Terrible.
- Seeding Victoria may be of benefit
- Water treatment, builders, straw bale providers, materials, etc...there just wasn't much to look at at all. Extremely disappointed. We drove over an hour to go and it was a total waste of time.
- We are about to start an off grid build and were keen to see a range of products and services but walked away with nothing.
- The pvc windows were the only useful stall to us.
- Final thoughts about getting more people given that some locals might have "been there done that" - new people moving into town keep coming, could market to Bendigo and Geelong and West of Melbourne, could have a Band (not loud !!!)/Social/Festival Component  
No commitments yet (!) but I am fairly certain that we should have a stall next year, and would have this year had I been on board earlier,
- More sustainable building products would be great! Or builders/contractors that specialise in greener ways to construct.
- Recycled/up-cycled/eco/ethical homewares/furniture/jewellery etc would be great too! Some who attend the Creswick market/design-exchange market/pop-up shop would be good to target too... i.e. Michelle from <http://www.bokbokbgerk.com.au/> Andrea from <https://www.birdandblossom.com.au/> <http://www.woodduckpress.com.au/> or contact Lisa Cressey (from Pop-Up Co and who organises Buninyong Market and more!) who might help point you in the right direction!
- happy with what was here
- other building products  
more fun stalls, eg smoothy bikes earth ed trailer Alternate fuel soil health