



# SATC.

## Events post-COVID-19: Exploratory Research.

### *Research Report.*





*SATC engaged Colmar Brunton to conduct exploratory research with people who have been to ticketed events and festivals in the past 12 months and intended to go to a ticketed event or festival in the next 12 months, had COVID-19 not happened.*

*Two, 90-minute online focus groups were held on Monday 11<sup>th</sup> May 2020 – one with South Australian event and festival goers, and one with event and festival goers from NSW and VIC. 11 participants were involved in the SA session, and 12 participated in the NSW & VIC session. Participants had attended a range of ticketed events and festivals across sport, music, theatre and many other categories. Each group included a mix of both younger and slightly older event attendees who go with either their partner or a group of friends, as well as participants who go to events or festivals as a family (including children).*

*The sessions were moderated by Sarah Zanker and participants were each incentivised \$80 for their time and involvement.*

*This document presents the findings from this research. Quotes have been used throughout to demonstrate the thoughts, perceptions and needs of event and festival goers in the future. The comments have been provided verbatim, and may therefore contain some spelling and/or grammatical errors.*



Research  
findings.



COVID-19: How  
are people feeling  
and what signals a  
reduced threat?



## *Locals are itching to get out.*

***South Australian event and festival goers could not be more keen to get out and about and get back to experiencing the events and festivals they know, love and look forward to.***

Having seen the streak of days with 'no new cases' has had an incredible impact on the enthusiasm of South Australians to get back to resuming life.

There is a strong sense of recognition that a 'second wave' or another spike of COVID-19 cases may occur when some of the Government's recommended social distancing measures are gradually relaxed, however overall South Australians are feeling incredibly optimistic about how the pandemic has been handled locally, and about our ability to resume life in the coming weeks and months.

There was widespread recognition that a second wave of COVID-19 is likely, however they feel confident in themselves and in people around them to take steps to manage the risks. The benefit of getting back out and about outweighs the risk of a small increase in transmissions.

*"I work from home, so get me out of the house!!"*

***Government, through the media, is the single point of truth about the risk.***

Seeing the number of active cases decrease and new numbers continue to stay low is further reinforcement that things should soon be able to resume locally.

People look solely to the Government for advice around the risks and what is and isn't appropriate in relation to congregating in groups or getting together with friends and relatives. An incredible amount of trust has been built in Dr Nicola Spurrier, and if she said it was safe to attend events and festivals, South Australians would generally believe her.

*"I think that we need to be guided by the experts and have faith that we will be able to fight this virus."*

*"Federal & State Government announcing it; I trust our leaders to make the right decision."*

*"it means lots of people being tested and having low or very low numbers for at least a few more weeks."*

## »»»→ *Though some are more hesitant.*

### ***Some concerns for a 'second wave'.***

Those who have vulnerable loved ones including elderly parents, young children, or those with pre-existing illnesses raised concerns about getting straight back to events and festivals, however would watch the results of the first few events and festivals eagerly to see what the impact would be, and whether it leads to more infections.

*"I am looking forward to getting out and doing things again, possibly on a small scale to begin with friends etc and see whether the virus spikes like it has in other countries."*

*"I don't want to be in a packed place because I'm nervous there are still many cases that haven't been confirmed and don't want a second wave."*

### ***If the event is happening, it must be allowed to.***

There's a strong expectation that events will only start up again once they are legally allowed to, and that by purely advertising that an event is coming up, it suggests to South Australians that it is compliant with all relevant legislations and rules. As an event organiser, it's important to understand that this is an expectation and assumption of the community, and therefore all relevant legislation and safety procedures and protocols must be adopted and followed where possible.

*"If they are allowed to host the event that would surely mean its declared 'safe'."*



# Winter is a barrier, but also an opportunity.

In South Australia, the upcoming winter months were seen as a barrier of sorts. Coming into winter wasn't viewed as an incredibly exciting or inspiring time to re-enter the community, however could present an opportunity to start holding smaller scale, test case events.

*"I like the idea, but its too cold for outside."*

*"...really weather dependent I guess. Don't really want to dine outside if it's freezing."*

We outline in the 'messaging' section of this report the incredible interest that South Australians have in supporting other locals, and helping businesses and industries to get back onto their feet. A similar approach to the 'Book Them Out' campaign was mentioned as a way to reignite local tourism and attendance at events and festivals, and this research has found quite clearly that South Australians are ready to get back to it.

Could this be an opportunity for a series of smaller winter events in South Australia?

Could this be a potential way to encourage people to come out, reinforce and test the community's expectations around safety protocols, and use these as test cases for how events can be run safely in the coming months.

Trialling this with smaller events, having more of them, with appropriate space in between and testing event goes post-event (with consent of course) to measure the impact, would reassure people that they can start getting out into the community again.

*"Again, I'm waiting to see how things go, but it is definitely something that I am looking forward to doing again in the future."*

## »»»→ *Interstate event attendees are far more hesitant.*

### ***Those in NSW and VIC were far less optimistic about the prospect of events and festivals in 2020.***

There was an overwhelming sense that those from VIC and NSW were extremely unlikely to attend interstate events and festivals for at least the next 6, and potentially even 12 months. Overall, they were far more pessimistic about the type of events and festivals that may be the reality in the future, and were sceptical about when events and festivals would be able to happen again given current rules in place around social-distancing.

*“I think we are a long way from festivals/events on a big scale with large crowds.”*

*“I am quite hesitant to attend an event with a large number of people in a small area.”*

*“Not within 3 months. Probably not even within 6 months. I say next year some time.”*

### ***Like in SA, Government and media are the points of truth.***

When the Government and then media announce changes in social distancing practices, and the gradual relaxing of the protocols currently in place, it is very likely that the interstate event attendees level of optimism and enthusiasm about returning to events will increase. Until this happens, and the heavy policing of adherence to these protocols ceases, it's unlikely that these travellers will even consider researching let alone booking event and festival related travel.

*“Will be guided by what they tell us on the news, I check the online news during the day as well you get updates regularly.”*

### ***COVID-safe means zero cases.***

For those in NSW and VIC, a reduced threat or risk of COVID was seen to be zero cases for several weeks, fewer than 100 active cases and signalling from the Government that restrictions will be relaxed. Again, until any of these signals or triggers become more likely, it was quite challenging for these participants to see themselves travelling interstate to events and/or festivals.

*“0 active cases for two weeks in a location.”*



## Adelaide/SA well positioned.

### ***Greatest concern is for personal safety, and many worry about the behaviours of others.***

The primary concern for interstate event goers was related to crowds and the ability to maintain safe social distancing practices when surrounded by so many other people. Unlike South Australians who held some concerns over public transport use in these current times, those from NSW and VIC were quite open to the use of public transport, however had concerns over being at the event and unable to effectively distance themselves from others in that environment. Likewise, the inability to rely on others to follow the same protocols presented a concern for this group, with many distrusting the behaviour and actions of others.

*“We can keep ourselves healthy and safe, but we are ultimately relying on others doing the right thing. Many are not which is causing some of the spread.”*

*“I think we’ll all feel differently about being in big crowds. Even without the virus, maybe it will not be something that people want to do as much anymore?”*

### ***Location not a deciding factor, but is important.***

Not surprisingly, the appeal of the event destination depends on the appeal of the event or festival overall. For most however it was an important that the destination of the event has low COVID-19 cases, although many were concerned about how locals in that destination may see them, as people coming to visit, from a place that has much higher numbers of COVID-19 cases, and whether or not they would be welcomed.

*“Low numbers mean lower risk, so I guess the lower the number the place has, the more inclined id be to go there.”*

### ***Adelaide and SA perfectly placed to attract interstate event goers when border and travel restrictions relax.***

Due to a combination of both low case numbers and general appeal, many responded quite positively to the idea of going to Adelaide or SA for an event or festival. Again however, this needs to be considered in the context of the timeframe indicated by participants as to when they would feel safe to travel again – approximately 6 months or longer.

*“I’d be more likely - I planned to anyway, but if other states are showing high numbers, then it makes sense to go there as it’s not far and there is always something funky happening.”*



### ***Many want to visit and will do in 2021.***

Most interstate event goers were extremely open to the idea of visiting Adelaide or South Australia in 2021. The fact that SA has low COVID cases, was an appealing factor, however aside from this, South Australia was seen to have some great offerings, with participants specifically mentioning the following locations:

- Victor Harbor
- Barossa
- Glenelg
- Kangaroo Island
- Oakbank
- Hahndorf
- McLaren Vale
- Ngarrindjeri Country
- Salt Lake

Some specific events and activities were also mentioned as attractions:

- BBL on New Years Eve
- Wineries
- Train museum
- Adelaide Fringe
- Casino
- Markets
- Rundle Mall
- AFL match
- Restaurants

*“I think they [Adelaide/SA] are great. So much more laid back than other states. The crowds seem more welcoming too.”*

*“A great place to visit.”*

*“Heard really great things and would love to go when it's safe.”*

*“2nd best to Melbourne for festivals. Arts/Wine/Food.”*

*“SA always puts on a good show. I'm not a sports person (but get dragged along!) but Adelaide do a great job of the New Years Eve BBL.”*

*“It would be one of my first choices for a safe place for an event.”*



# When will they be ready to go back to events?

## SA Event Attendees

As proof of the COVID-safe 'bubble' that SA is currently in, almost all SA participants feel happy and confident planning for and booking into events in the coming months. In fact, many also felt comfortable attending events now, especially considering there are so few cases of COVID-19 in SA at this point in time (1 active case at the time of running the groups).

Although some would prefer to wait until winter is finished, the timeline for feeling comfortable returning to events and festivals for South Australians is for some within the next month, and for the majority it's within the next 3 months.



**0-3 months!**

## VIC & NSW Event Attendees

Short of a vaccine being developed and distributed, or a 10-minute COVID test created, interstate event goers are very unlikely to travel for events for at least the remainder of 2020, and for some, even longer. Their level of optimism is considerably lower than that of South Australians and many held quite significant concerns over their personal safety, particularly in the context of being around others who may not take the situation as seriously, when considering events and festivals.



**6-12 months.**



Post COVID-19  
event attitudes  
and preferences.

# »»»→ Motivators and barriers to attending events post COVID-19.

Motivators.	Barriers.
<p><i>Leverage motivating factors in communications to encourage people to come back to events and festivals.</i></p>	<p><i>Use communications to eliminate barriers, therefore further encouraging attendance at events and festivals.</i></p>
<ul style="list-style-type: none"> <li>• <i>Crowds / community and the event atmosphere after being isolated for so long</i></li> <li>• <i>Like minded people bonding over something they have in common</i></li> <li>• <i>Returning to a sense of normalcy</i></li> <li>• <i>Going out and making a day of something</i></li> <li>• <i>Creating new memories with friends and family</i></li> <li>• <i>Feeling the excitement before a game or event, and sharing this with friends and family</i></li> <li>• <i>Having something new to talk about</i></li> <li>• <i>Being around a lot of people / socialising again</i></li> <li>• <i>Being outside and in the fresh air</i></li> <li>• <i>Doing or seeing something new</i></li> <li>• <i>Getting out and living while we can</i></li> <li>• <i>Enjoying life to the fullest – you never know when it'll change</i></li> </ul> <p><i>“just being outside in the fresh air with family and friends again”</i></p> <p><i>“It feels like it's been lifetime since I've attended one; so keen and eager to get out and have some fun.”</i></p> <p><i>“I enjoy crowds! brings a buzz to an event :)”</i></p>	<ul style="list-style-type: none"> <li>• <i>Crowds pose the biggest potential risk from a potential COVID-19 transmission perspective, especially if an event is indoors</i></li> <li>• <i>Concerns for a second wave or secondary outbreak at an event</i></li> <li>• <i>If prices increase considerably</i></li> <li>• <i>Winter months coming up – unlikely to want to be at an outside event in that weather</i></li> <li>• <i>Vulnerable loved ones – parents, children or partner etc.</i></li> </ul> <p><i>“I feel much more nervous about being in large crowds.”</i></p> <p><i>“I like the Fringe and music festivals etc, but I think being so close to so many other people will be strange for a while.”</i></p> <p><i>“I will still go, just as long as they don't push up prices.”</i></p>

## »»» Will they attend the same types of events/festivals?

**Absolutely**... If anything, COVID-19 will encourage people to experience not only the same, but also new or additional events, festivals or experiences.

South Australians have an excitement and enthusiasm about getting back into the community and creating more shared experiences with friends, family and the wider SA community.

Some felt that **in the short term** their preferences may change slightly – to events with fewer people, more outside events and events where they feel they can spread out more and maintain an appropriate social distance. This however was seen to be a short term need, and that **in time they'll very much look forward to attending events as they used to.**

*"I'll probably be open to attending different events that I haven't experienced before if anything."*

*"Short term I don't see us going to many live music events at places like Thebby/Entertainment Centre for a while. We would more stick to outdoor festivals and local events. Longer term we would love to get back to attending what we can."*

*"...hopefully this is just a blimp on the radar."*

### Short term event preferences:

- Outdoors
- Cleanliness is key (even more important than maintaining the 1.5m social distance)
- Events with smaller crowds/less people
- More local events – to support smaller communities who may have suffered without local tourism
- Events that allow for social distancing – will still happen, but become more and more relaxed over time.

# »»» Considerations for specific types of events.

## Lower perceived risk.



Food and wine events and local footy were seen among the safest of events – as they allow people to spread out and maintain a good social distance. People saw these activities as places where you can find a spot to sit away from other people, and there’s plenty of opportunity to catch up with friends and enjoy the festival feel, from a safe social distance.

*“I think I will feel more nervous about large sporting events like AFL or music events. I feel more comfortable about food and wine because it generally isn't seated so you can keep distance from people.”*

Somewhere in between sits an important conversation about food safety... While some were hesitant about attending a food and wine festival due to the potential for COVID-19 transmission through food, others felt that at an event where the focus is on food and wine, greater care would be taken to manage risk through the process of food preparation (than would happen at the Footy where food is secondary to sport), therefore increasing the trust in the protocols in place at food and wine events. Despite this, it is still a risk to acknowledge.

*“I'd be holding off on attending food events until covid is contained.”*

*“It shouldn't be but I can see how some might think food at food festival could be seen as stricter rules because that is purely why the event is on, unlike the footy, its not the main reason.”*

## Higher perceived risk.



The events that pose a higher potential risk to event and festival goers were the types of events where people are generally in very close proximity to one another and where it feels like there are limited options to find space to maintain a social distance. Major concerts (both indoors and outdoors) were specifically mentioned, as were major sporting events.

*“Only in the short term I think I will avoid large music events.”*

# ➤➤➤ Motivators to attending events post COVID-19.

Motivators.	Barriers.
<p><i>Leverage motivating factors in communications to encourage people to come back to events and festivals.</i></p>	<p><i>Use communications to eliminate barriers, therefore further encouraging attendance at events and festivals.</i></p>
<ul style="list-style-type: none"> <li>• <i>Live music and other activities – actually seeing and feeling it there in person rather than behind a screen</i></li> <li>• <i>Catching up with friends and family</i></li> <li>• <i>Getting drunk</i></li> <li>• <i>Seeing new bands or acts – new experiences in life</i></li> <li>• <i>Trying new foods and wines</i></li> <li>• <i>Hearing and feeling the roar of a crowd</i></li> <li>• <i>Being surrounded by people - person to person engagement and interactions</i></li> <li>• <i>Living in the moment</i></li> <li>• <i>Atmosphere and buzz</i></li> <li>• <i>Beer from a tap</i></li> <li>• <i>Feeling young again – going back to happier times</i></li> <li>• <i>Meeting new people</i></li> <li>• <i>Feeling normal again</i></li> <li>• <i>Escaping the daily grind and routine</i></li> <li>• <i>Being relaxed</i></li> <li>• <i>Being able to get away from thinking about work or COVID</i></li> </ul> <p><i>“The energy you get from being with other people enjoying doing the same thing.”</i></p>	<ul style="list-style-type: none"> <li>• <i>The most significant barrier to interstate events and festivals is the potential for threats to personal safety – generally in the form of being in close proximity to others who may not share the same level of concern and don’t respect the social distancing protocols</i></li> <li>• <i>Air travel isn’t high on the priority list at this stage and is unlikely to be for the next few months, especially for leisure</i></li> <li>• <i>Some event formats – some mentioned avoiding multi-day camping style festivals, others mentioned wanting to avoid small venues with a large number of people in attendance</i></li> <li>• <i>Risk of being seen to bring COVID-19 to a place with low numbers – personal embarrassment</i></li> </ul> <p><i>“Multi day camping style due to continually trying to keep distance. It would get tedious.”</i></p>

## »»» Will they attend the same types of events/festivals?

For most, coming back to events won't necessarily change, as it's unlikely that preferences will have changed in interstate event and festival goers. However, if at the time of festivals and events recommencing a vaccine still has not yet been developed and widely delivered, **their expectations in terms of event and festival formats will have changed.**

*"If there is a cure then it will be back to normal of moshpits, loud music and great friends."*

*"Things need to change around queues. Noting worse than queueing for everything. That's when people tend to invade your space."*

*"I will prefer things that are a bit more spread out. Less people jammed into small spaces."*

*"...controlled entry and space will be the key to events."*

Short term event preferences:

- Shorter events with fewer people in attendance
- Considerably more cleaning
- Primarily outdoors, with sufficient room for social distancing
- Ticketed events rather than free and open access
- More gates for entry and staggered entry and queuing processes to enable adequate social distancing
- Pre-screening of attendees for health (temperature checks)

Longer term, interstate event and festival attendees are keen to get back to the style of events they attended and enjoyed pre COVID-19.

## »»» Considerations for specific types of events.

### Lower perceived risk.



The predominant risk associated with food and wine events was linked to any form of shared food that might be present. Interstate event goers recognised that all food and drink would need to be prepared to the highest standard of hygiene and cleanliness, however felt that risk would be introduced if there is any 'shared' foods, with most very quick to rule out buffets from future food and wine events.

*"I'm happy enough with Food and Wine events... I wouldn't be doing shared foods or platters though."*

*"hahah, yes, buffets are done for."*

### Higher perceived risk.



Larger, crowd-heavy events such as major sporting events and music concerts or festivals posed the greatest potential risk for interstate event goers. Like SA event goers, many felt that the nature of these events is quite group oriented, with everyone enjoying the same thing and therefore logistically everyone is quite close to one another in a stadium.

*"static events are probably more doable than anything with a mosh!!"*



Event safety  
measures and  
protocols.



## *An increased need for personal responsibility and accountability.*

There is an expectation among event goers from both SA and interstate that events as we have known them, will have to be different to what people are used to experiencing, until a vaccine is found. Social distancing measures and an increased focus on cleanliness and hygiene will be expected of event planners and organisers as a minimum.

An important part of maintaining community safety is a sense of individual accountability and self-regulation. This is true for attendee behaviour at events, but also before the event, particularly if someone suddenly becomes unwell and has to decide whether or not to attend.

Although event goers are incredibly keen to get back to going to events and festivals, there was a belief that anyone who becomes or feels unwell should be able to give up their ticket without consequence.

Event organisers will need to carefully consider how to ensure that people don't come to events if they are sick. At an absolute minimum, they'll expect a refund, however more may be required... How would we reward people for staying home if they're unwell? Could they get signed merchandise? A signed poster from the act? A credit towards a future event? Including a reward (in addition to a refund) may help dissuade anyone feeling unwell, from attending and putting others at risk.

VIC & NSW Event Attendees

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SA Event Attendees

*"This is a hard one: if you're feeling sick - stay away for the greater good."*

*"There should be an easier ticket onsell process so if you can't go you don't lose out."*

*"I would want to feel assured that i would be able to get a refund if it was cancelled at the last minute."*

*"I think I will be more careful about going out if I have a cold as well. Before i might have thought it was no big deal and pushed through, but i will take it more seriously and not go to events if i am even a little sick."*

# »»»→ *Protocols in a post COVID-19 event.*

## SA Event Attendees

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### **What is expected?**

- Social distancing protocols are in place and attendees are reminded of this throughout the event, including indications on the ground to signal safe distances between people in queues
- Staggering entry times to manage fewer people at any given time
- Space to self-isolate – event organisers need to be aware that attendees will look for places where they can choose to have greater access to space. Adequate room to facilitate this is important
- Minimise any impacts to feelings of enjoyment of the event
- Higher number, and increased sanitation of toilet facilities – cleanliness was absolutely critical to SA event goes, even more so than crowd control. Strict cleaning protocols are expected for shared areas particularly toilets and any food handing locations
- Event must follow the guidelines of the relevant health authorities
- Other patrons will self-regulate (not attend if unwell) and maintain social distances at the event
- Appropriate distancing is also applied to any seated venues

### **What is more of a nice to have?**

- Strict rules on number of attendees allowed, in order to maintain required 1.5m social distancing protocols
- Cashless payment facilities
- More handwashing stations
- Waste management plans – if everything is single use, some can imagine the litter becoming out of control
- Temperature checks
- Hand sanitiser available for event attendees
- Enabling pass-outs

### **What should be avoided?**

- Enforcing the use of masks
- Providing hand sanitiser for every single person isn't expected and seems excessive – attendees would prefer to bring this themselves

*“I don't care about crowds; I care about cleanliness”*

*“I really don't want to [wear a mask] would rather not go to the event to be honest.”*

### **What is expected?**

- Fewer people at events
- Temperature checks on entry
- Social distancing protocols in place – adequate space to spread out, clearly indicated 1.5m distances in queues for toilets, food and drinks
- Hand sanitiser made available to event and festival attendees
- More toilets than what is currently offered at events
- Reducing queuing as much as possible
- Cashless payments / non contact payments
- Ensuring all food handling takes place with the highest levels of safety and hygiene

### **What is more of a nice to have?**

- Policing of non-compliance with social distancing rules – additional security who will intervene (a strike or yellow card system was suggested)
- Constant access to adequate supplies in toilets – toilet paper, soap, paper towels
- More gates for entry and staggered entry and queuing processes to enable adequate social distancing
- Pre-ordered and paid for food through an app
- No buffets to be permitted, or share-style food
- Allow attendees to BYO food
- If public transport is required to access the event, have more buses to minimise the number of people per bus
- Outdoor events wherever possible
- Packaged food and drink to avoid risk of contamination

### **What should be avoided?**

- Enforcing the use of masks



## Transport to and from events.

Aside from the stark differences in terms of optimism towards and readiness to attend events in the near future, one of the major differences across local versus interstate participants was their level of comfort with public transport as a means to get to a festival or event.

Locals were much more conscious of the potential risks associated with public transport use, and the majority preferred to avoid public transport at this time, and drive instead. If access to an event or festival was solely through public transport, this would create a new barrier for local event goers.

Those from interstate were far more comfortable and accepting of the idea of catching public transport to a festival or event. Higher on their list of concerns was crowd management and enforcement of social distancing protocols – at the event, rather than transport to the event.

VIC & NSW Event Attendees

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SA Event Attendees

*“I’m not so bothered about the interstate travel  
- I would be fine with flying - but more so  
bothered about the large number of people in a  
small area and no social distancing etc.”*



## Pricing implications.

Event and festival attendees are quite realistic and understand that the additional safety protocols required will in turn increase the to cost event organisers.

**Generally participants were willing to pay more to cover the cost of additional features to reassure safety.** They acknowledged that the increased focus on cleaning would potentially have cost implications.

South Australians were more price sensitive, willing to pay \$5-\$10 more on top of a \$150 event or festival ticket. Interstate event attendees were willing to pay more in the range of \$20-\$30 more to ensure the event met their expectations from a COVID-safe perspective.

It's important to contextualise this, and recognise that although South Australians appear to want to spend less, they also expect less from event organisers and felt comfortable taking on more responsibility for their own safety at an event. Interstate event attendees however expect more from event organisers, so it is positive to see an increase in the willingness to pay for these additional measures.

### **A community approach.**

To provide as much support to the entire ecosystem around events, participants felt that it is important not to see these surrounding industries attempt to capitalise on the events industry recommencing. Event goers would be disappointed to see increases in prices for things like travel, accommodation and food and drink, instead feeling as though it should be an entire community effort, where we work together and support the sector by encouraging more people to attend rather than adding new barriers.

VIC & NSW Event Attendees

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SA Event Attendees

*"I would be happy to pay for an increase in ticket prices if it meant safe precautions were put in place."*

*"I think i would be watching and waiting just to see how much the mark up in accommodation for instance occurs. because to go interstate , we know that means accommodation so i dont want to be spending heaps ... more because other industries are banking off it."*

# »»» Where does responsibility lie, and are they willing to pay more for these added protocols?

Higher willingness to pay more.

## VIC & NSW Event Attendees

For interstate event and festival goers, their preference was to place a greater onus and responsibility on the venue or event organiser to have the relevant and appropriate protocols in place to ensure community safety. This includes providing adequate handwashing and sanitising stations for all attendees, providing enough security to police non-compliance with social distancing and to use temperature checks prior to allowing attendee entry into the event. Fortunately, interstate event and festival goers had a higher willingness to pay for these additional safety protocols.

Individual responsibility to take precautions.

## SA Event Attendees

Focus on self regulation and things they can do themselves (to decrease cost to venue) – empower them to bring own hand sanitiser, be mindful of personal space, leave toilets in a clean way, empower them to report any issues that they see – encourage self regulation and empowerment, they are willing to do this. All that then needs to be arranged is additional cleaning, some targeted at-event signage and some surplus hand sanitiser for those who forget on the day. Also – reward those who self-regulate and don't attend.

Venue responsibility to take precautions.

Lower willingness to pay more.



Messaging.



# Messaging hierarchy.

SA Event Attendees

There are multiple levels of messaging to consider around the recommencement of events and festivals...

- 1. Endorsement from the Premier and Chief Public Health Officer:** Before people will even consider booking an event, they'll need to be confident that they are allowed to attend. The Government must formally announce that it is safe to attend events. In SA this will need to come from the Premier and Chief Public Health Officer in a formal address, like restrictions have been announced and relaxed over the last few months.
- 2. Tourism campaign reinforcing the good that people can do to help SA get back on its feet:** A public announcement encouraging people to return to events and festivals, reassuring people that safety is top of mind, and that it's time for people to step up and help get SA back on its feet.
- 3. Specific event messaging to reassure and educate attendees:** This includes messaging at consideration, booking, pre-event and at-event. This communication is more about having information ready to reassure people that the event is taking all safety precautions possible to ensure a great event. Each message builds on the former to develop trust and credibility in the event and reassure attendees that all appropriate steps have been taken. This communication can also be used to remind attendees of what is expected of them at the event and how they can be prepared to enjoy the event in a safe way.

Each of these are explored in more detail on the following pages.



## »»» Step 1: Government *MUST* say *YES* to events.

Before people will even consider going back to events, there absolutely must be public endorsement from the relevant Premier and Chief Public Health Officer, informing the community that it is safe to attend events or festivals such as these.

Until this announcement is made, there will be widespread confusion amongst the community about whether or not they are able to attend events. If events are advertised before such an announcement, it could delay bookings and raise more questions.

Instead, we recommend having a pipeline of events ready to go, and use the announcement as the trigger for the program launch. Although locals tend to believe that if an event is happening, it must be allowed, the community is closely following the recommendation of Government, which reinforces the need for this initial endorsement.

Once publicly announced, among South Australian event goers, we'd expect to see an extremely quick return to events and festivals that occur around the state.

Interstate may take longer, and although they are also waiting for a similar endorsement from their Premier, they don't believe that it is something likely to happen within the next 3-6 months.

VIC & NSW Event Attendees

28

SA Event Attendees





## Step 2: Tourism campaign (SA specific).

As soon as the SA Government endorses and encourages a return to events and festivals, ideally this should trigger a significant campaign aimed at showcasing the events happening around the state and encouraging people to get to these events and support people, communities, businesses and the economy.

Communications should focus on:

- Appealing to motivating factors outlined earlier in this report – tapping into feelings of enjoyment, adventure, excitement, anticipation, entertainment and escape from COVID-19
- Addressing barriers to attendance, outlined earlier in this report
- Delivering a unified message about bringing South Australia back together to help us get back on our feet – showing the impact that going to an event can have on an individual, a business, a community and the economy.

The aim of this campaign should be to spark action, to encourage people to look for a local event and book it in, and to feel good about this decision – confident, reassured and as though they are doing something not just for their own enjoyment, but to help another South Australian.

## VIC & NSW Event Attendees

29

### SA Event Attendees

#### **SA comments:**

*“I also want to help people more since all this”*

*“...when advertising explain how they are making the event safe.”*

*“definitely want to see the state get back on its feet.”*

#### **Interstate comments:**

*“Australia, get back on your feet and dance.”*

*“I love that idea - talking about stirring the economy up.”*

*“I think as a festival manager u have to say words like Safety, Government Protocols, Staff Trained, but you also have to emphasise Individual Responsibility.”*

*“We can't wait to see you and share with your our food and wine. We have your health and safety at front of mind.”*

SA Event Attendees

	Key information to provide
<b>Event consideration and research (event advertising)</b>	Measures being undertaken to ensure a COVID-safe event (related to social distancing, cleanliness, food preparation, adherence to all legislate and recommended protocols).
	Event COVID-19 plan (including risk management plan) made available to those interested in reviewing it.
	COVID-19 specific FAQ available online.
	Information about the venue (size, capacity, toilets and hygiene stations) and maximum number of attendees.
<b>Booking</b>	Self regulation requirements – only attend if you are well and what to do if you are not.
	Expectations of attendees at the event – the option to pre-purchase hand sanitiser and/or a mask could also be offered at this point.
	Measures being undertaken to ensure a COVID-safe event (related to social distancing, cleanliness, food preparation, adherence to all legislated and recommended protocols).
<b>Pre-attendance (in the days leading up to, and the day of)</b>	Self regulation requirements – only attend if you are well and what to do if you are not.
	Empowering attendees to take control of personal hygiene and cleanliness – what to bring etc.
	Measures being undertaken to ensure a COVID-safe event (related to social distancing, cleanliness, food preparation, adherence to all legislated and recommended protocols).
<b>At event</b>	Expectations of attendees at the event – could be done through more creative methods to keep the excited atmosphere going – a short video between acts, messages from live acts etc.
	Signage in potential ‘hot spots’ i.e. toilets about what to do if the cleanliness is not up to standard, and how to operate the handwashing feature if using portaloos.
	Signage and information about who to contact if any COVID-related concerns exist.

*“give an example video as part of the intro or whilst at the event between gigs to demonstrate their changes. make it fun not boring.”*

*“I agree I think that there needs to be signage to remind people to be personally accountable.”*

*“Emails tend to go to the 'spam' folder in a mass email kind of system. A text is more reassuring and; I'll definitely read it.”*

*“maybe even a video from the organiser explaining they are taking it seriously and the things they are doing to be safe.”*





Recommendations.



## Recommendations.

1. *SA is much more ready to get back to events and festivals than VIC & NSW are, so focus on the local market first. People are ready to get out and about so it presents a great opportunity build momentum and show the rest of the country that it can work.*
2. *As soon as the Premier announces that events can proceed, go live with messaging that is focussed on supporting the SA economy and SA people to get back on its feet. Messaging should also focus on the key motivating factors for South Australians – atmosphere, excitement, socialising/crowds, making new memories and having a great time with friends and family. So it's good for individuals, good for business and good for the economy – everyone wins.*
3. *Consider holding a series of smaller, almost test-case winter events. Many will be watching the event from home to see whether it results in any new cases of COVID-19. Opening up with large events that result in new cases could be a PR nightmare – calling it a test and being open about this being a trial may help build trust and hope rather than scepticism.*
4. *Use the messaging roadmap to communicate at key points in the event journey including consideration, booking, pre-attendance and at event, to reassure event goers of the protocols in place, and how they can also be part of creating a safe event.*
5. *Use community expectations to shape a standard or checklist of minimum requirements for event planners and organisers in the coming months. Taking these steps will reassure event goers, and lead to increased trust and confidence in returning to the events that people know and love.*

