

# CresFest22 Evaluation Survey Report

Version 2

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## Summary:

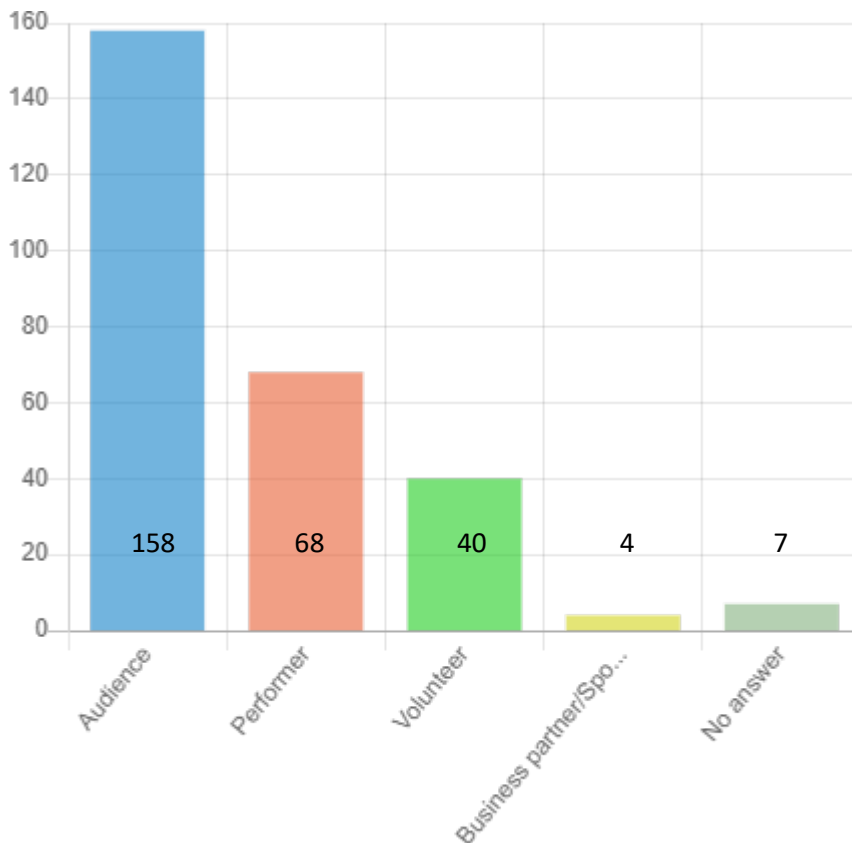
From the survey results it is clear that the festival was a great success, with 90% satisfaction and 94% of attendees willing to attend the next CresFest. Most heard about CresFest by word of mouth, Facebook, or email. For 26% of attendees CresFest was their first music festival, and this rose to 42% for audience members from Hepburn Shire. This is consistent with a major goal of the festival to provide music opportunities to local residents. Attendance over the weekend was consistently above 50% with the Saturday afternoon best attended with 67% of ticket holders. A wide range of performers were nominated as most enjoyed by festival attendees which endorses the broad range of music and experiences provided by the program. CresFest attracted many visitors to the region with 56% from outside Hepburn Shire. A conservative calculation of expenditure suggests that visitors spent more than \$112,000 on food, drink and accommodation while at the festival. The majority of people understood the ticketing system however the requirement for armbands and tickets for special events was a source of consternation for some and suggestions for improvement

are provided. Other suggested improvements are improved signage at venues and a more comprehensive printed program.

### The Survey:

The survey consisted of 21 questions divided in to 2 groups, “Your Festival Experience” and “Your Creswick Experience” (see Appendix I for full list of questions). Of 288 who logged in to the survey 277 continued and 220 completed. In question 1 the survey respondents were asked to nominate their role as shown in Figure 1. This question was used as a filter for analysis of later responses.

What was your role at CresFest?



**Figure 1.** The number of respondents nominating their role at CresFest as Audience, Performer, Volunteer or Business partner/sponsor.

For the questions regarding “Your Creswick experience” the first question “Are you a resident of Hepburn Shire” was used as a filter to differentiate between locals and visitors to the region.

Are you a resident of the Hepburn Shire?

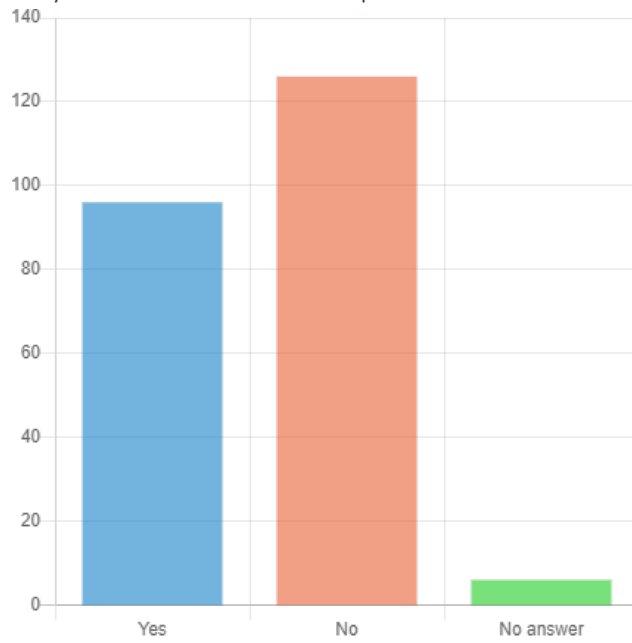


Figure 2: 42% of respondents are residents of Hepburn Shire. This question was used as a filter during analysis.

## Marketing:

How did you hear about CresFest?

Amongst all survey respondents 43% heard of CresFest by word of mouth, 22% Facebook, 10% Email and 8% outdoor advertising such as posters. Figures were similar for audience respondents. Of “Other” the majority (14 of 25) were invited performers or kids choir parents.

All respondents

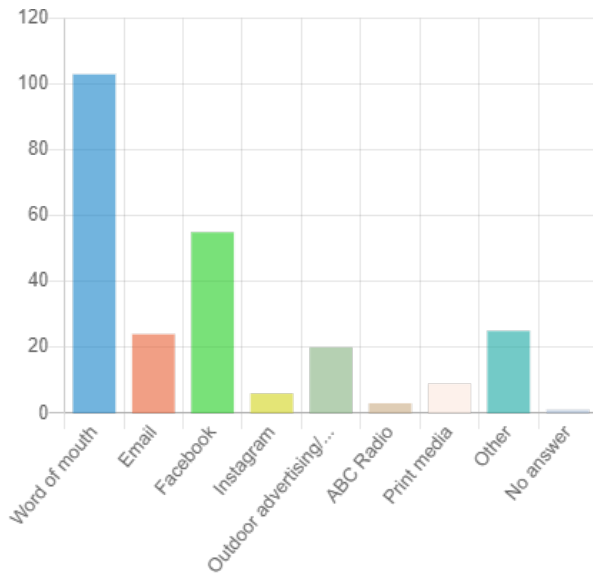


Figure 3. How did you hear about CresFest?

## Participation:

For 26% of total respondents (n = 229) and audience members (n = 137) CresFest was their first music festival. When audience responses were divided by place of residence, CresFest was the first music festival for 42% (n = 50) of Hepburn Shire residents compared to 17% (n = 87) of those residing elsewhere. Eighty percent of attendees were aged between 45 and 75 years of age with the 65-74 age bracket accounting for 40%.

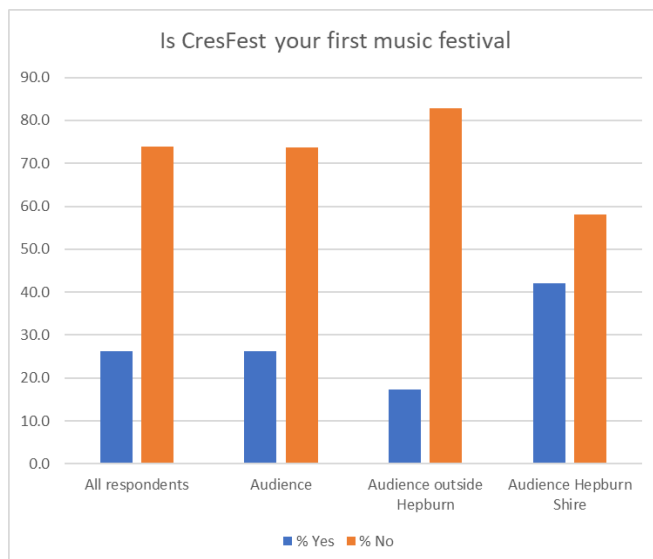


Figure 4. The percentage of respondents that answered yes (blue) or no (orange) to the question “Is CresFest your first music festival?”.

### How much did you attend?

Most respondents attended for more than one day with Saturday the most popular. However, the highest attendance was 67% for Saturday afternoon which suggests that many ticket holders did not attend the entire Festival.

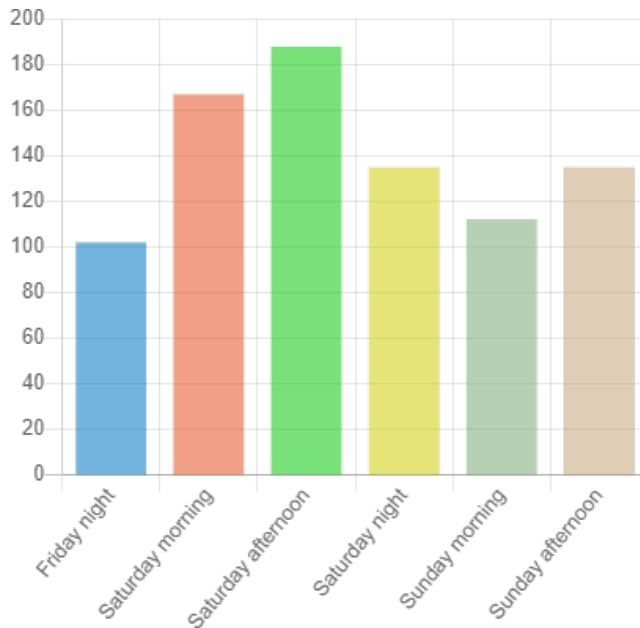


Figure 5: Attendance was greatest on Saturday morning and afternoon.

### What special events did you attend?

The Friday and Saturday night galas, Celtic colours and the Maes were the best attended special events

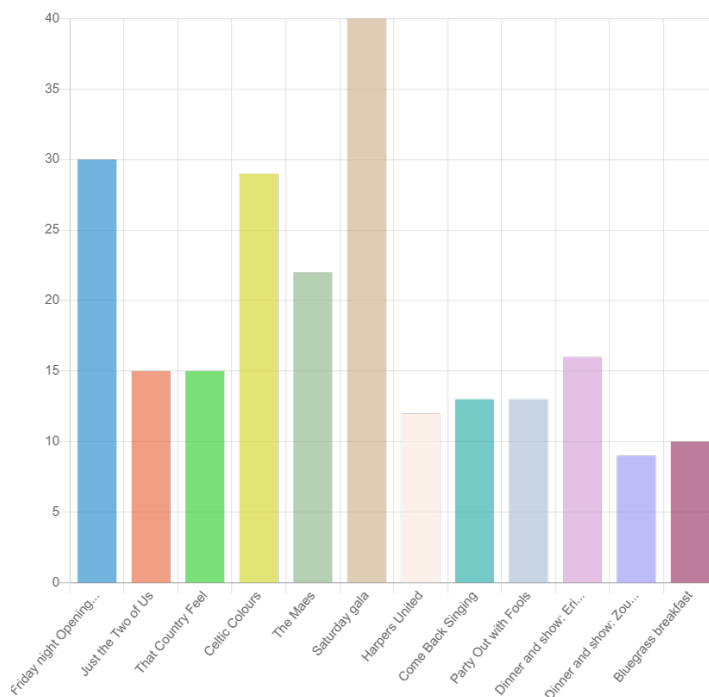


Figure 6: Attendance at special events.

What festival pass events did you attend?

There were responses from 83% of 237 respondents. Respondents did not really distinguish between special events and armband events in answer to this question.



Figure 7. Word cloud of responses to What festival pass events did you attend.

What did you most enjoy?

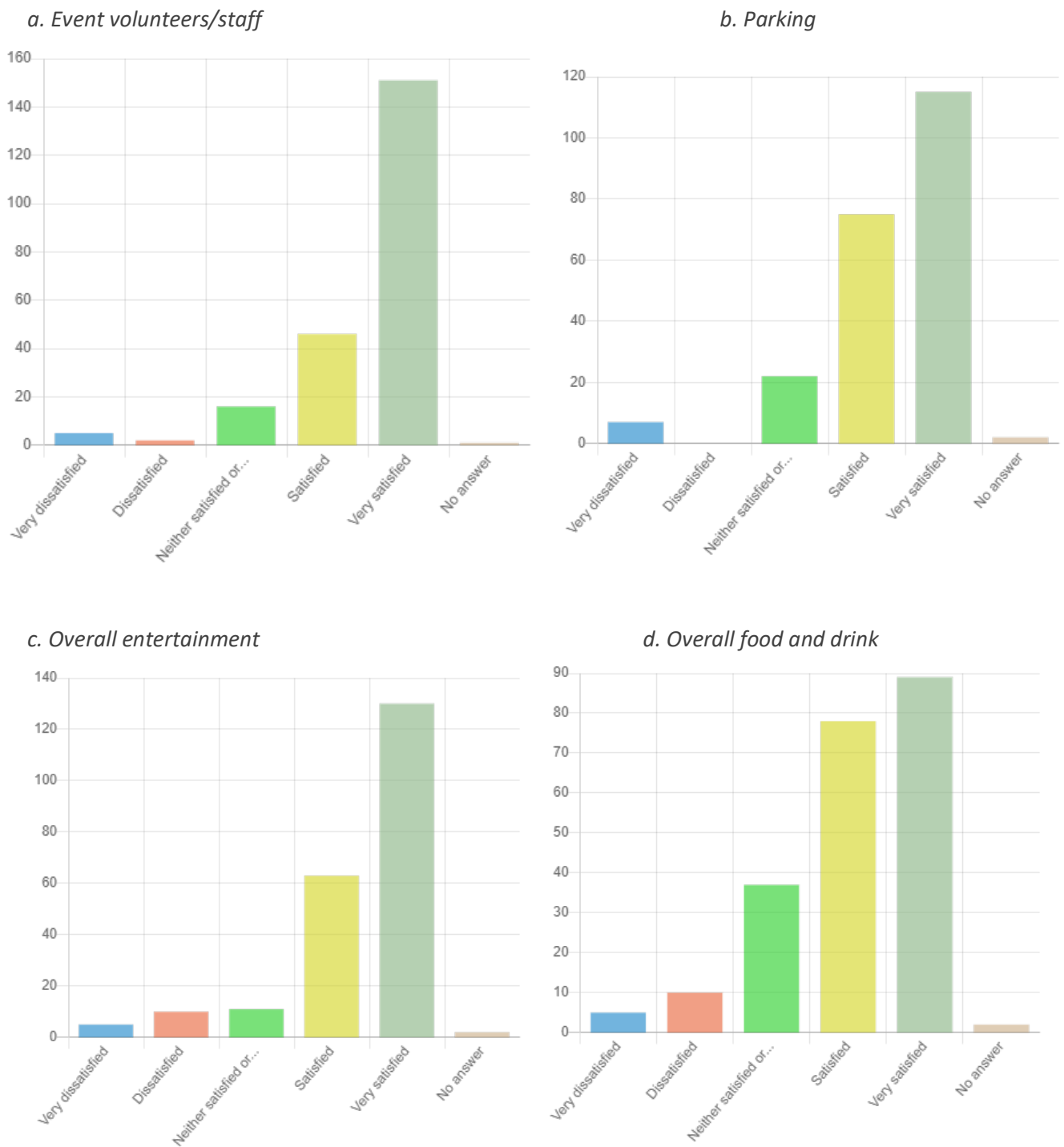
There were 210 responses to this question and a wide range of performers were mentioned (Figure 8). The top response was for Eric Bogle with 31 (15%). Another 12% couldn't decide, they enjoyed Everything! Other top rating events were the parade, the Bollywood extravaganza, buskers/busking, Scottish Fiddlers, and Everyone Loves Simmy. The list of the top 19 is shown below. The question "what did you least enjoy" was also asked but very few actually nominated an answer. There was one response "The Morris Dancers, sorry".



## Festival satisfaction

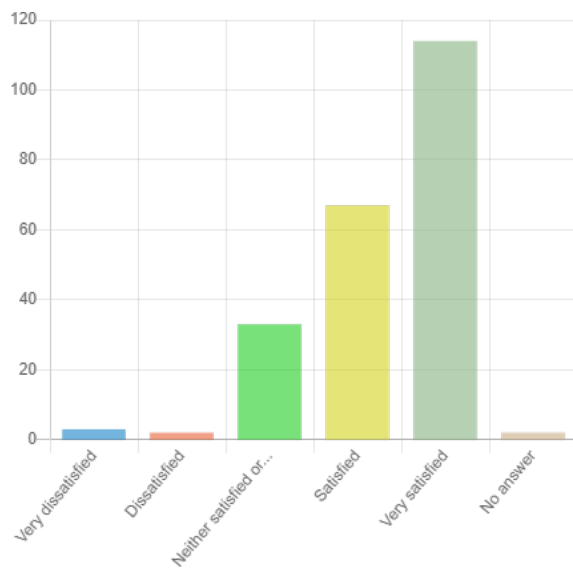
Respondents were asked a series of questions regarding their satisfaction with various aspects of the festival. There was 85 to 90% positive responses (“satisfied” or “very satisfied”) to each of these questions (Figures 9a-f). Most tellingly, when asked if they would come to the next Cresfest 94% said yes (217 of 232 respondents, Figure 9g).

Figure 9. Festival satisfaction

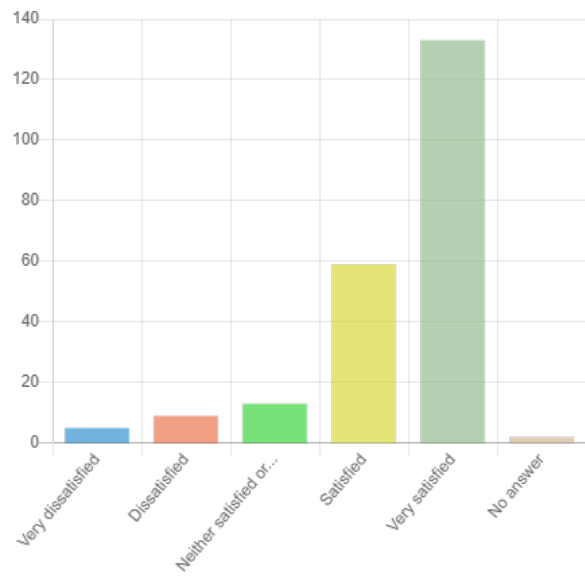




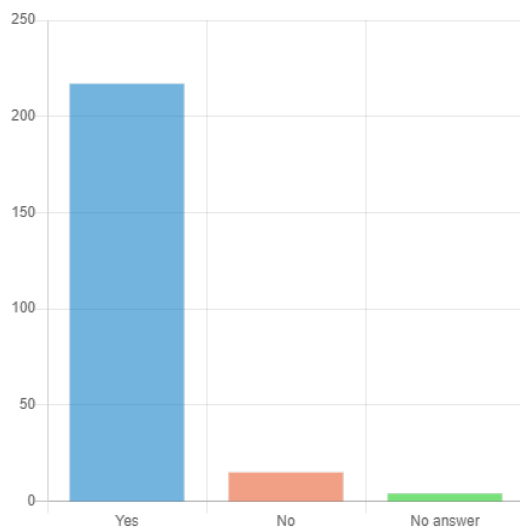
e. Overall impact on the local community



f. Overall event experience



g. Would you come to the next CresFest?



## Tourism and Economic impact

Respondents who reside outside Hepburn Shire were asked a series of questions regarding their visit such as reasons for visiting, accommodation, length of stay and expenditure. Of the 126 respondents, 84% came to the region specifically to attend CresFest and the majority (62%) stayed for two days or more. Most visitors stayed in Creswick (43%) or Ballarat (26%), small towns nearby (Smeaton, Kingston, Eganstown, Slaty Creek, Smokeytown, Newlyn) or nearby regional centres (Buninyong, Bendigo, Woodend) (Figure). Preferred accommodation was with friends or family, low cost options such as caravan parks, and for Ballarat and other nearby locations they commuted from home to attend (Figure). Two people used the shuttle bus but about twenty others thought it was a great idea!

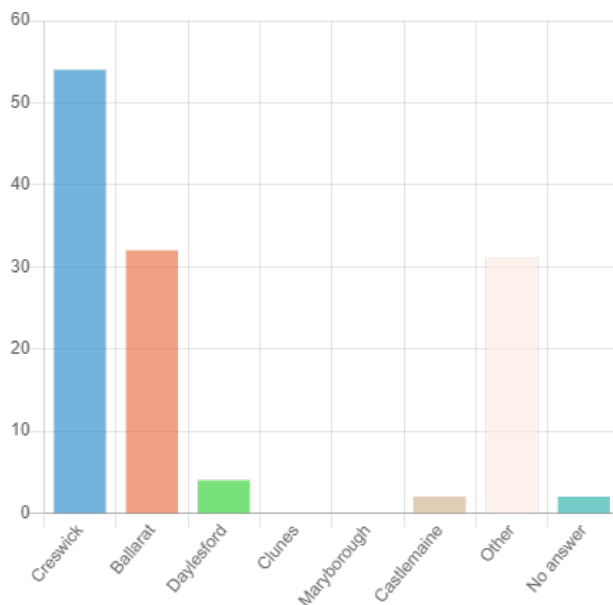


Figure 10: Most visitors stayed in Creswick or Ballarat. “Other” includes the towns and centres listed in the text above.

Visitors used a variety of accommodation types for their stay with the largest proportion staying with a friend or relative. Most responses listed as Other were “own home” and were people from Ballarat (n=25, postcode 335\*).

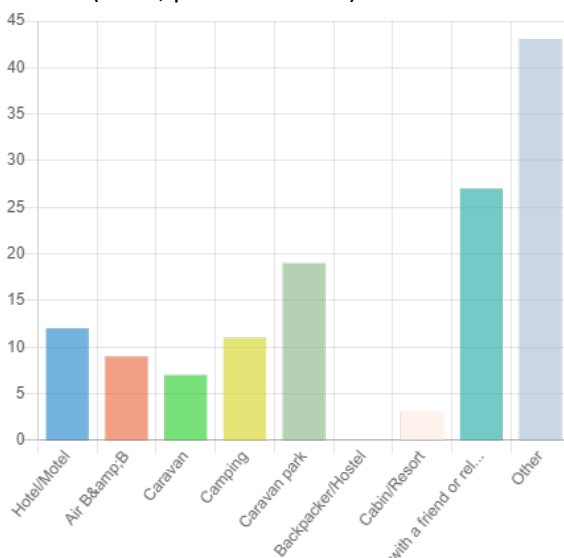


Figure 11: Accommodation types used by visitors to the festival. Other consists mostly of “Own home”.

On average, Hepburn Shire residents spent \$56 on food, drink and transport during the festival, while visitors spent \$90 per person. For those visitors that paid for accommodation (n=44) the average cost was \$226 for their total stay. The remaining 61 visitors had free accommodation.

Armband ticket sales (including complimentary) totalled 1,157. Of these 44% were locals, and 56% visitors, and 37% of visitors paid for accommodation. Extrapolating these figures to total festival attendance then gives the following:

Food, drink, transport for locals = **\$27,345**

Food, drink, transport for visitors = **\$58,527**

Accommodation (visitors) = **\$53,842**

Total expenditure (Visitors) = **\$112,369**

Total expenditure by festival attendees = **\$139,715**

*What else did you visit in the region?*

About 10% of people visited the Woollen Mills or St Georges lake. However, the majority of visitors were too busy at the festival to explore the beautiful surrounds of Creswick. The “Other” response category consisted almost entirely of “nothing else”.

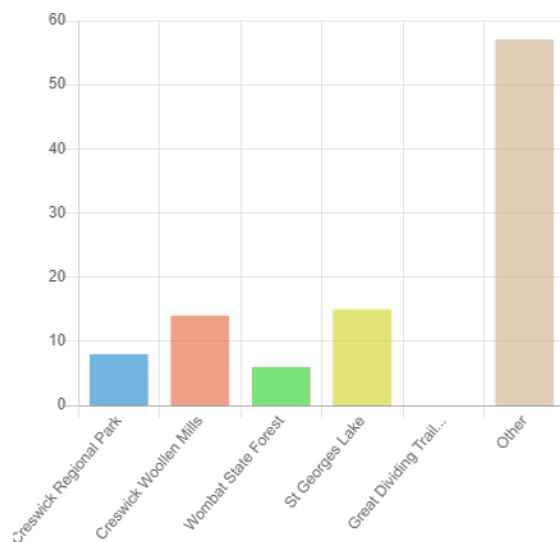


Figure 12: Responses to the question “What else did you visit in the region”.

Please provide suggestions for how the next CresFest could be improved.

The suggestions made were mostly couched in positive language about how great the festival was. There were many suggestions regarding the ticketing system (n=84) and these fell in to 4 main categories: 1. simplify it, 2. too expensive to buy an armband as well as several special events, 3. have day passes for those that can't attend the whole weekend, and 4. just have armbands or at least fewer special events that have separate tickets (no armband required). There were also specific questions and comments asked about ticket purchasing, which are presented in the next section.

There were other noteworthy suggestions for improvement. For example, signage (sandwich board) outside venues with a list of the program for the day at that venue. There were also about 20 comments regarding the printed program. Some would prefer a booklet with a grid, clearer designation of whether the events were free or required an armband, and more information on artists in the printed program. Taken together these suggestions would produce a printed program similar to those for Port Fairy or other major festivals. There were also a half dozen that would have liked more programmed concerts on the Sunday and more local businesses to be open longer and on Sunday. There were also 70 comments categorised as "Other", some of which were double categorised as they mentioned more than one idea. The full text of these are given in Appendix II.

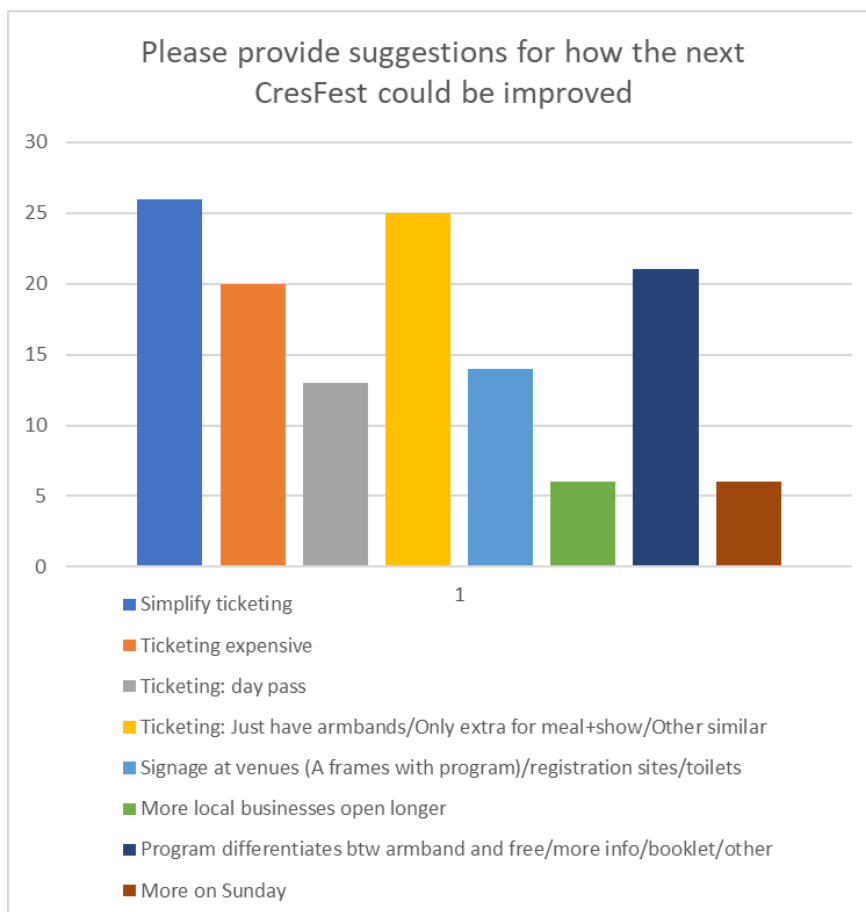


Figure 13: 194 responses Categorised into the 8 categories shown. There were also 70 comments categorised as "other" (see appendix II).

## Ticketing system

*Did you find the ticket sale process easy to understand?*

The majority (66%, n=253) responded yes to this question so overall the ticketing system worked. There were many comments (n=120) from both those who answered yes and no. These were analysed by coding the responses and listing examples. The comments are similar to the suggestions made about ticketing in response to the question “How could the next CresFest be improved”. All of these comments should be read in the context that 66% of attendees had no issues with the ticketing system. One reading of the comments is that people don’t like to pay twice (armband plus special events) when they don’t understand why.

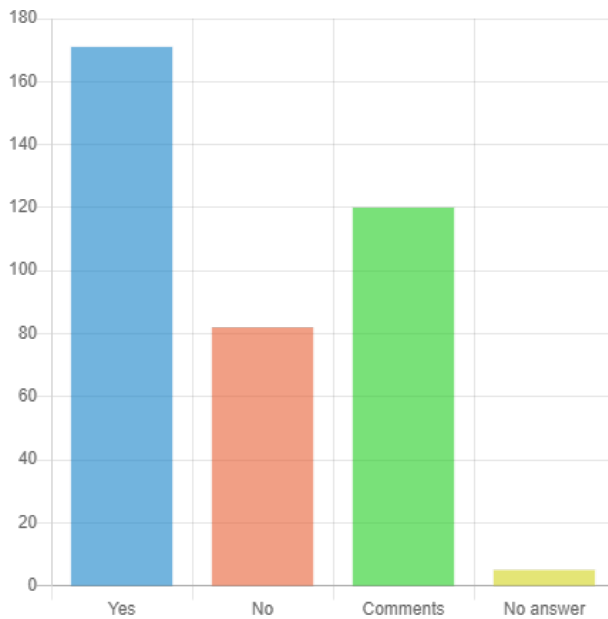


Figure 14: The majority of respondents understood the ticket sale process.

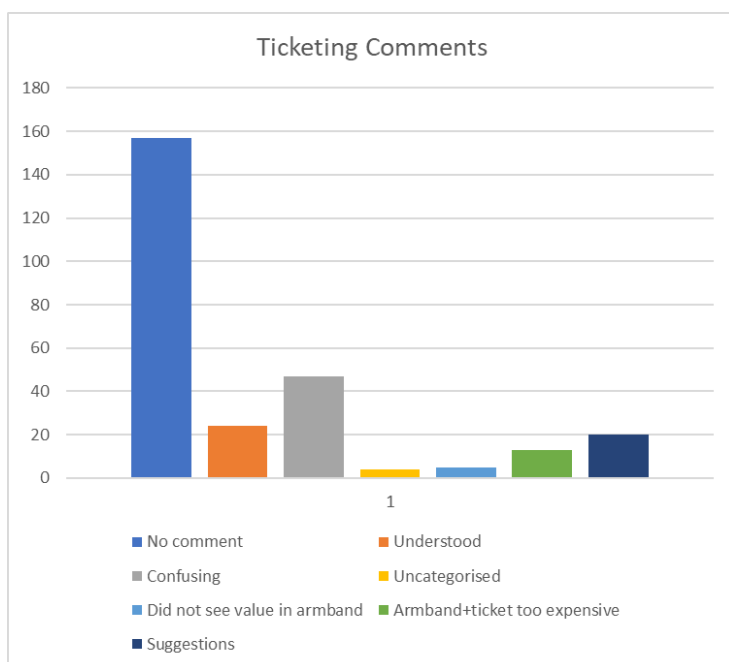


Figure 15: Coding categories for comments on the ticket sale process. The majority (n=157) made no comment. Of those that made comments 23 understood the process while 48 found it confusing.

### Example comments:

#### Understood:

Yes, but.... It felt like there were too many extra cost items. I understand the need to charge extra for big ticket performers or shows with meals, but there seemed like a lot of extras that weren't included in the ticket. It made it unnecessarily complicated for some folk.

It seemed like a good idea to pay for headline acts separately, but the costs added up quickly so I only attended a few

But didn't like to pay extra for performances. Prefer an all comprehensive ticket

Having the festival pass as a requirement in order to purchase a special event ticket was unusual and unattractive for some visitors only interested in specific shows. The three different colours on the program made sense to me, but I do think the whole ticketing setup was more complicated than necessary and spoke to a lot of people who were very confused. Also, for day trippers, not offering a day pass as an option meant I knew a few people who ended up coming for the day and not purchasing a ticket at all.

It wasn't clear what would be additional costs. It would have been great to have a day pass rather than pay for the whole weekend. It was also hard to tell what would be an extra cost

Once I read through it clearly, yes . It wasn't immediately obvious

On reading the instructions I understood it but it didn't satisfy my requirements.

Yes, just popped into the festival hub.

Initially no, but once I had made a ticket purchase it was clear.

I was given free entry, but information that I passed on seemed quite clear.

Wristbands were easy to use

I think it's a good model and is a good way to manage popular venues so that people know beforehand whether or not they can get in. Also keeps costs down if people can't afford special events and is ok if there are enough other options on those tickets.

Was an easy process with plenty of info.

#### Confusing:

The festival passes then additional costs per show was confusing and expensive

"Too complex and far too expensive. Simplify the event cut down on the high flyers."

The separate ticketing for special events was a bit confusing until the program filled. My friend had to spend \$80 just to see us perform on sat and a day ticket would have been more attractive to friends wanting to see us perform.

Honestly the ticketing system was quite confusing to me.

Too fiddly.

Perhaps it could be simpler.

The structure of the passes and tickets was confusing and kept changing.

Confusing as to what needed extra ticketing and why

A little confusing, but worked it out in the end. Would be easier if there was a pass to go to everything, which I think there was, and those wishing to buy day tickets could do that, plus be able to buy an individual ticket to indiv concerts.

A simplified model is required. Most festivals simply have one wristband available to purchase for hub events, then have separate ticketed events also available. Separate ticketed events should be limited in number with the wristband covering most events.

The complex ticketing of this event presented engagement issues for the general public, I know of several people who simply did not attend as they found the ticketing too cumbersome.

At a performance I was involved in, no-one was checking wristbands and punters were able to enter and exit at their leisure regardless of the ticket type they had purchased."

**Did not see value in armband:**

I only had time to go to one event - buying a festival pass as well as a ticket to the dinner/show was expensive & superfluous.

There were too many Special Events for my liking. It was difficult to know what performers you were able to see with the general \$80 ticket

**Armband+ticket too expensive:**

But thought it too expensive to go to dinner and live music plus the ticket.

"Too expensive. Yellow ticket didn't give me my moneys worth. Wanted to see different things at same time"

**Helpful Suggestions:**

**Armband only:**

Prefer to buy 1 outright ticket which allows entry to everything

The different level tickets for different acts seemed a little confusing. One ticket for all would have been much simpler.

Feel it could be streamlined by having wristbands for all venues and one cost. Obviously much more than this year but understand first time putting feelers out

**Day Ticket:**

I would have like to have been able to purchase a day pass.

Purchasing special event tickets was tricky and not required at other festivals that I've attended

## Appendix I. Survey questions

G01Q01	What was your role at CresFest?	List (radio)	Your festival experience	Soft
G01Q04	How did you hear about CresFest?	List (radio)	Your festival experience	Soft
G01Q05	Is CresFest your first music festival?	List with comment	Your festival experience	Soft
G01Q06	How much did you attend?	Multiple choice	Your festival experience	Soft
G01Q23	Did you find the ticket sale process easy to understand?	List with comment	Your festival experience	Soft
G01Q07	What Special Events did you attend?	Multiple choice	Your festival experience	Soft
G01Q08	What Festival Pass events did you attend?	Long free text	Your festival experience	
G01Q09	What event did you most enjoy?	Long free text	Your festival experience	
G01Q10	What event did you least enjoy?	Long free text	Your festival experience	
G01Q11	Please provide suggestions for how the next CresFest could be improved.	Long free text	Your festival experience	
G01Q24	Would you come to the next CresFest?	List (radio)	Your festival experience	Soft
G01Q25	Do you feel your sponsorship/partner arrangement was value for money? Please elaborate in the box provided.	List with comment	Your festival experience	Soft
G01Q26	Would you partner with CresFest again? Please provide a reason for your answer.	List with comment	Your festival experience	Soft
G01Q27	Why did you volunteer?	Short free text	Your festival experience	
G01Q28	As a volunteer did you feel informed and looked after? Please provide a comment in the box provided.	List with comment	Your festival experience	Soft
G01Q29	Please tell us below what venue(s) you worked at, how smoothly things went, and how the operation of those venues could be improved.	Multiple short text	Your festival experience	Soft
G01Q31	As a performer did you feel you were well looked after? Please provide an explanation in the box provided.	List with comment	Your festival experience	Soft
G01Q32	Please tell us what venue you performed in and what you thought of the experience.	Multiple choice with comments	Your festival experience	Soft
G01Q33	Would you be willing to perform at future CresFests?	List with comment	Your festival experience	Soft
G01Q030	What is your postcode?	Short free text	Your festival experience	
G01Q031	What is your age group?	List (dropdown)	Your festival experience	
G02Q12	Are you a resident of the Hepburn Shire?	List (dropdown)	Your Creswick experience	Soft
G02Q13	Did you come to the region specifically to attend CresFest?	List (radio)	Your Creswick experience	Soft
G02Q22	How many days did you stay in the region?	List (radio)	Your Creswick experience	Soft
G02Q14	Where did you stay?	List (radio)	Your Creswick experience	Soft
G02Q15	What type of accommodation did you use for your stay?	Multiple choice	Your Creswick experience	Soft
G02Q30	Did you use the shuttle bus?	List with comment	Your Creswick experience	Soft
G02Q16	How much did you personally spend on accommodation, for both yourself and the other people travelling with you, during your time in the region for the event?	Short free text	Your Creswick experience	
G02Q21	How much money did you personally spend on food, drink and transport, during your time at CresFest?	List (radio)	Your Creswick experience	



G02Q18 How much money did you personally spend on food, drink and transport, for both yourself and other people travelling with you, during your time in the region for the event? List (radio) Your Creswick experience

G02Q19 Including yourself, how many people do these amounts cover? List (radio) Your Creswick experience  
Soft

G02Q17 What else did you explore in the region? Multiple choice Your Creswick experience Soft

G02Q20 How satisfied were you with the following aspects of the event? Array Your Creswick experience

*Appendix II: Comments in response to how the next CresFest could be improved that were categorised as “Other”*

Question: Please provide suggestions for how the next CresFest could be improved. Category “Other”.
Clearer ticketing for the oldies Sandwich boards outside each venue to say what’s on within each venue. Better marketing of the free events for children Clearly indicating accessibility for venues as some venues were not accessible for disabled persons A quiet area for festival goers Markets To promote the local areas produce/crafts/community groups would have been nice
Consider a Day Pass. Received lots of enquiries for this. If run with Market again, ensure more food outlets are available (COVID allowed of course)
Bit hard to find St Andrews and a long walk for some. Youth events need more information in program or online -
Accessibility to all venues. eg Court House
More volunteer training  I’m sure finer details will be ironed out next time.
Maybe ensure each artist gets at least one full slot. Our gigs were all either short or part of a bigger event so we didn’t actually get our own slot to properly showcase ourselves
This might sound strange, but as a volunteer, I would have liked to help more - I was a bit disappointed at only being needed twice ????
As a volunteer I didn’t get a lot of the vital information I needed as stage manager until the event was already underway. Last minutes changes to the program weren’t communicated to me.
When you invite an artist to perform at least have sound gear and an Audience !
Better acts, more mainstream
Planning was amazing. Would like the last event that volunteers etc attend to have band artists, covers played that we can sing and dance to.
Whilst spreading out events throughout the day in various parts of town is a nice idea, it also appears to have limited the number of people attending to watch the performance or come to the workshop. Perhaps a more centralised part of town or grouping things closer to each other is a better idea. If we are invited to attend again in the future we would prefer to dance on a stage / hall with a bigger audience.
This might seem a little silly to say considering the size of Creswick but festival goers didn’t go down to the Farmers Arms. It was out of the way compared to where the other venues were situated
Perhaps encourage more businesses in Creswick to remain open. The parade was wonderful but perhaps assemble the parade slightly out of sight of the audience. There was a long wait time and some of the momentum was lost slightly. This was made up for in the end, but perhaps assemble first and come out with gusto and keep the parade moving instead of the stop start effect that happened at the start, I wonder if there are more opportunities for our clubs and service groups such as the Lions Club, the Scouts, Garden Club, sporting clubs and CFA. These clubs love to shine and could be another promotion for the town. I see groups like these with a high presence at the Port Fairy Folk Festival.
Dedicated jam session venues and facilitate impromptu jams. Set up camping in the township. More events accessible through base ticket. Better balanced sound levels (buskers and other musicians we’re drowned out by some speakers).
1. I expected more ease of participation in the session in the American downstairs - a bit more facilitation for beginners and intermediate players. 2. It was a shame that the Bulgarian dancing wasn’t in a more central and visible venue where passers-by could join in... maybe an open-sided marquee with a floor. 3. Was there too much in the program???

<p>More well organised free events, it was a bit haphazard. More inclusive pricing. More free events for children. Close the main or a side street. The parade was a great idea. More indigenous inclusion in the music. More events on the outdoor stage at the neighbourhood house, this would help with fears of Covid for older people indoors. More decorations and street performers to give a vibe. More food trucks. The Scottish singing at the library was good for children. The face painter was a hit as was the balloon man. More younger local acts from Ballarat and Hepburn on free stages. The youthrive stage was good</p>
<p>I think it was a great festival. It took a little while to warm up in the morning on Saturday, and I felt a bit for the performers at the early times, but not sure that starting later would really change that. If it were possible to have the parade go down the Albert Street (even though it's the main highway) - block of one side?? I think that I'd change the Morris Dancers leading off or make sure they don't keep stopping and starting to have a better flow.</p>
<p>Just keep working on pretty solid groundwork laid by first festival. And be sure to get as much local participation as you can</p>
<p>Would like to see more audience workshops like the Morris Dancing.</p>
<p>More designated areas of the town reserved for Cresfest events.</p>
<p>I felt comfortable attending as an immuno compromised person as people had to be fully vaccinated. But I was very disappointed to see that at venues such as Leavers anyone was walking in. No wrist bands were checked and the venue was very crowded. Also I was disappointed that there were many special events that cost extra. \$80 was a stretch for me and I thought this should have included all events. I enjoyed the atmosphere at the festival and really enjoyed the music I saw.</p>
<p>More included concerts, less 'extra payment' concerts More things to do on Sunday, Sunday program, very light on</p>
<p>Improve communications with performers.</p>
<p>Street stalls to add colour to the main street Council needs to really get on board to ensure the main street looks its best. As locals we were disappointed to see weeds growing up through the gutters and footpaths where visitors to Creswick walked. We expect that Council and other organisations will be keen to be involved in future CresFest years.</p>
<p>I enjoyed the whole festival, and the buzz in the town. When we left I was sorry there wasn't time to spend a bit more time in the bookshop. Also I've left a couple of things out of the earlier questions - just for the record, • also regularly attend Cygnet Festival; • enjoyed the Bollywood extravaganza - those girls were very easy on the eyes and enviably slim!! Next CresFest, - I would look for a significantly different headliner, I would make sure I varied the local artists, or else the content they bring, just so it looks really fresh. But I was full of admiration for the way the Festival employed local artists! Congratulations on that.</p>
<p>The busking competition would be better if it focused on original music. Some of the finalists were playing covers which anyone with rudimentary skills on the guitar and a basic singing voice can do. It is more of a stretch to sound good while performing originals. Perhaps the busking competition could reward those that compose their own songs rather than somebody else's</p>
<p>town hall less seating more standing dancing. The sound quality was very ordinary in there</p>
<p>A spontaneous session space rather than lead by hourly bands</p>
<p>I spent Saturday at the Garden Conference and it was fabulous with interesting and educated speakers....my husband has a Cres Fest Entry Ticket but he is a learner and performer so he was looking for jam sessions ... hard to find he said</p>
<p>The sound in the Shire Hall was not so good. I listened to Lucy Wise in the Opening Gala and couldn't hear the lyrics which are so important in her music because of the booming sound. Then when Emma Donovan and The Putbacks were performing the sound was way too loud. Emma has a wonderful voice that can fill a space much larger than that hall and so didn't need to be amplified as much as she was. I couldn't work out if it was just the acoustics in the hall as those old shire halls generally have terrible acoustics or if the speakers were just too big for the space. This will need more specific thought next year.</p>
<p>It was great that there were so many workshops, please keep them coming! Perhaps spread them out a bit more in the timetable. There were a few we missed because they clashed with others, especially those at the pub Saturday afternoon/evening. Did notice that there was no noticeable welcome to country or acknowledgement of country, nor any first nations cultural input. This seems like a pretty big miss these days!</p>
<p>It was spot on. No suggestions. Maybe more street activities</p>

<p>More publicity beforehand. However this year was governed to some extent by Covid restrictions that hopefully won't be present next time.</p>
<p>During Enda Kenny's session the door was locked...rightly or wrongly, but I didn't like that. It felt a bit us and them. We got into that gig thru the kitchen door cos it felt wrong going in while he was singing. I was gladdened to hear Aimee say (when the door was locked again) she was happy for people to come in and out of the door as they liked &amp; was happy to have the interruptions. I love Enda's work &amp; believe the more who see him the better. Also the Maes could have played something a bit more uplifting...but it was their set, I was just in the crowd.  Program was good.  Weather was good.  Good job for having a go.</p>
<p>Loved it so much.  Loved the atmosphere.  Loved the inclusiveness</p>
<p>Maybe raising awareness of the events in the pubs, they might have been impromptu but generated a great atmosphere.</p>
<p>There needs to be someone assertive at the workshops to let presenters know when to stop.  Good Tunes workshop had to start 20 mins late because the MSFC workshop didn't stop.</p>
<p>Available online contacts for queries.</p>
<p>Allow more buskers to add to the atmosphere.</p>
<p>It was great as it was. Make it annual!</p>
<p>Peripheral stuff -  Smarten up the Caravan Park, have shower block fully functional, clean the camp kitchen!  Trim bushes encroaching on footpaths. Resurface Wallaby Track.  There was just a general impression that the town wasn't entirely 'on-board'</p>
<p>More promotion..</p>
<p>More promotion.  Maybe a stage step up in the Cambridge street reserve area at the rear of the shops. For all weather for performers and public</p>
<p>Make Sunday more worth it for paying customers.</p>
<p>Don't charge for special events. I felt this made it clear that some musicians were worth paying for and others were not. That made me very uncomfortable (and I am sure some of the musicians too). I also really wanted to see The Royal High Jinx, but they only had one set which was with Eric Bogle. I see Eric often and didn't want to pay the extra and as a single person I did not want to pay for a dinner session. I wanted to be at the festival, meet up with friends and attend concerts with them. I like the freedom to choose and go with the flow at a festival. Both Friday and Saturday evenings, there was nothing on after about 8.30pm unless you attended a special event. I was going to pay for accommodation in Creswick and so glad that I did not as I was home by 9.30pm both nights (I live 30 minute drive away), if I'd stayed in Creswick I would have been back in my hotel room early which would have been a waste.</p>
<p>Promoting the festival to the local residents of Creswick &amp; district much more using every possible resource giving people much more notice. Maybe some of the local performers providing entertainment in the month leading up to the big event.  Why was there such little coverage by The Courier? The ABC were fantastic.  What I would have found helpful, was a written outline of the specific roles for each of the volunteers.  Also for those volunteers who were working as a team, to have met up prior to the Festival kicking off.  Also an outline of what each of the Co-ordinators were responsible for.  Some of the processes around the handling of money and the recording of necessary information around sales needs to be made clear from the start.  Like with an event that has lots of "players" in the mix, there needs to be clarity of messages been given. One person whom we go to for specific queries. Mixed meassages were a difficulty.  The above may sound rather negative. But hopefully helpful feedback.  All in all I had a great time and it was a wonderful experience.</p>
<p>I came with my small child, and intend to bring friends also with young (preschool) aged children next time. I would have loved a stage near some grass (e.g. an outdoor stage at Creswick Primary School). I probably would have set up a picnic rug and stayed there the whole weekend if that had been available. Neighbourhood Hall outdoor stage was almost like that, but it was hard to set up a picnic-style situation where kids could run around safely.</p>

<p>improve program - map smaller, events listed like on the nat folk fest, program hard to read. Put cd shop at registration area. Instrument lock up. Larger venues for performers, back door open to leave events if you have to get somewhere. Sessions just at night. Don't have the opening and closing as paid events, if you can't afford it you feel like you haven't got your monies worth. Sunday didn't have things I wanted to go to so i came home in the morning rather than stay - it was nearly all community events. I was going yo stay all day. Food options were limited Friday night - food vans would have been better. Lyndal session was great. Having pay extra events makes it hard on people who can't afford it.</p>
<p>Some artists seemed to be worked very hard.</p> <p>Also the original offer made to our band as that we would have in town camping and be able to attend blue events but both these offers were rescinded.</p>
<p>Skate park marquees and bands maybe - similar to iga outdoor band). However it was so good as it was. Well done! A lot of tea and coffees and less spend on food and alcohol but it was busy so it was definitely a benefit for our business. We cannot wait until next year ????</p>
<p>designated busking sites in street</p>
<p>A few more rubbish bins</p>
<p>A comment from a gentlemen who ph the info centre more seating in the street. Loved the festival An observation from me checking vaccine certificates. A large sign saying Vaccine checks here. So people know to start getting phones out .</p>
<p>If you are having a big band it needs to be outdoors or in a big venue. Up Late with Fools was deafening! More ticketed events.</p>
<p>A sign outside hub. VACCINE CHECKS HERE. Would prompt patrons to get their phones out.</p>
<p>Not sure why water street was closed. Thought there would be a stage or something set up but it seemed to be closed for no apparent reason. Residents located that side of town on eastern hill could have been notified.</p>
<p>I would love to be able to purchase a day pass... The workshops (top floor American Hotel) need handover time, so 10 -15 minutes when one workshop ends and the next one begins. The volunteer might want to be a bit more pro-active with this process so that Artists are introduced and handover to next Artist smooth.</p>
<p>It would be good to have food vans / stalls in the street but probably not possible to close street as it's the Main Hwy. The market was great but too crowded and long ques to purchase food or coffee around lunchtime. The food available was delicious. Could have been more stalls as vendors ran out of produce.</p>
<p>Better community market. Probably need to up the anti on the crafts. Invite local artisans people to turn that into more of an exhibition space. More food at the market. Shame the Patisserie was shut on Sunday... big opportunity missed. The music was all great. Plenty to see. Perhaps the parade was too late in the day on Sunday... we wanted to see it, but it was too late... possibly start that a bit earlier, i know people will have been tired. Great weekend, well done to everyone!</p>
<p>Maintain the high standard of organisation that was evident everywhere throughout this year's Cresfest. Like a bass line in music, good organisation is always more noticeable in it's absence than it's presence. The fact that it ran so smoothly was a testament to the beautiful bass line that ran throughout Cresfest - and for the weeks preceding. Suggest Phil Melgaard to provide children's musical entertainment.</p>
<p>More rubbish bins</p>
<p>An award named after Simmy, the amazing local identity, described by Neil Adam and friends</p>
<p>well run event, I expect it will grow and become even more wonderful.</p>
<p>Some more first nations music</p>
<p>Do not have session starting people it was bloody annoying playing in a session and then having it stopped, totally destroyed the atmosphere.</p>
<p>Fix the ticketing- A bit more diverse music to much emphasis on Celtic music.</p>
<p>We need a stronger youth presence - will provide Judy feedback from the Youthrive team.</p>
<p>Camping venue</p>
<p>To have a "locals" ticket available, where someone living locally can just buy one ticket for a single concert without having to purchase the wristband also. Therefore my husband could have come watch me sing in the Eric Bogle choir. As it was set up, he was not paying \$120 for one concert.</p>

## **CresFest Feedback emails**

1. Thank you to the organisers and volunteers for a wonderful festival. I am a regular at the Port fairy Folk festival and your Crestfest reminded me of what the folkie was like many years ago- smaller and much more relaxed.

Your artists were great and the venues perfect. I loved the old truck with the stage- I was wondering who owns this great set u? We had a party at our farm recently and would have loved that for our band. I would like to know for future reference.

Thank you again,

2. I loved being part of the CresFest Team as a volunteer, learned a lot, and look forward to future opportunities. Thank you for organising the festival - it certainly did a lot to reinstate Creswick as a place to enjoy in the region. It was good to see people enjoying themselves. All the best to everyone.

3. Congratulations on your inaugural Cresfest

We had a great time.

Thanks very much.

4. Oh my!! What an event. Happiness was the word expressed to me by so many visitors - and fun! (They probably just think events happen!! You all know otherwise! ha ha!! The good thing was, no one lost their sense of humour - or not that I could see!!!!!!!!!!!!!!)

My photos were just snaps that I took on phone which I emailed to cresfest email...hope that was okay. If any any good, please do with them what you like!!!!

And as I think we really all have a steak of wickedness in us! there will be no rest! of which I am sure you are pleased!!

It's been an absolute delight to have met you - thank you Rachel for helping me in the drinks department! So good to know that at my age I can learn a new skill. You are all lovely people and made me feel so welcome.

A HUGE thank you!!

5. Congratulations to all involved.

It was a memorable weekend

6. You and the team are well deserving after such a sterling effort, Judy and the reward ... success! So great to see the Community coming together bringing a new lease of life to all. Everyone was on a high! Great that there were free events for those not able to get to ticketed sessions. The Court House was a winner! Some folk spent the whole day there, comfy and relaxed. The variety of acts, the venue itself, the sound system, acoustics - great! We enjoyed playing there and also at Farmer's. The sound system in both venues great!! All very professionally done. Creswick has so much going for it, historical buildings and noteworthy surrounds....

7. Hi Judy and gang,

Thanks so much for having *us* play at Cresfest. Our gigs at Farmers Arms and at Youthrive were super enjoyable and we both had such a great time. We would love to be part of Cresfest 2023 and I genuinely believe that we could handle any venue you threw at us.

I wanted to also say that as a family of four (plus nanna) attending Cresfest, it was such a beautiful and well run event. The vibe along the Main street and in the venues was amazing and the range of music and activities felt just right. The volunteers were incredible and congrats on staging such an awesome event.

Thanks,

8. Short note. You would think cresfest had been going for 20 years. Everyone had a job and did it well. As good as any of the established festivals.. Great organisation.. 😊😊. hope you sold enough tickets to make it viable.

9. Verbal feedback (to Mark at the Pharmacy)

Overheard someone raving about CresFest while in the pharmacy. When approached discovered they were a volunteer from the info centre who wanted us to know that a group of friends from Geelong known as the Rolling Loners(?), widows who spend their time travelling to festivals together, stayed at the caravan park and just had the best time ever at CresFest, they loved it!

10.

Dear Judy , Neil and all the Cresfest Team

Thank you soooo much for all of your hard work to make Cresfest such a success .

It was delightful to be part of it ... our billet hosts were lovely as were all the volunteers and the sound crew were fabulous .

Spoke to Chantelle at Leavers and hope to return there for a Mary Black Tribute dinner / show concert soon ... on our way home now and hope to be back again to this very special festival .

Warmest regards

11. Dear Judy and Crestfest team,

I would like to congratulate you for the tremendous festival you put together. I can't imagine how you all feel now it is over but I know that an enormous amount of work went on behind the scenes to make the festival a success. Well done particularly to you Judy the innovator of it all.

I had a good time walking through town and seeing Creswick so alive.

Kind Regards

12. Hi Judy and Neil

I'd just like to say thanks for such a great festival. Besides the performances, there were so many wonderful aspects - a great vibe, variety of entertainment, chances to catch up with old friends, absolutely lovely volunteers, the fruit and snacks in the green rooms, close proximity of venues, spontaneity and unpredictability and the amazing street parade at the end with all the loudness - and the Morris dancers.

Already looking forward to the next one.

13. Hi Judy

Huge congratulations on an absolutely brilliant event.

As a punter, I loved lots of the program, the sessions, and the participatory, community vibe.

As a Zamp, I loved the market roving and the parade

As a performer, I had the BEST set at Leavers - I am still glowing from it!

As a member of the Community Music Victoria board, I am deeply impressed by the commitment to community embedded in the festival's philosophy, and how well it was carried out.

I hope it was a success financially, because it was definitely a success in every other way!

I have just completed the evaluation form (also excellent).

I am sure you must be exhausted - but it would be that wonderful exhaustion of achievement.

All the best

14. Just wanted to express my absolute gratitude towards the Creswick Library staff for hosting the Children's program.

We had an absolute ball with the children of Creswick and surrounds and our special thanks to the Librarian for being such a great sport allowing us not only to sing our cheeky songs but to push her "off the bus"

Many thanks and blessings for many more Cresfest to come

15. Dear Judy and Cresfest Team,

How can I begin to tell you just how much I enjoyed Crestfest last weekend.

I had THE BEST TIME!!!!

It was a joy from beginning to end and as I reflect on all the wonderful experiences I had it just puts me more and more in awe of the amazing feat of organisation and long term thinking that was done to create such a fabulous event.

It seemed to run seamlessly and yet given I heard you had several volunteers off with Covid, (and no doubt, a 101 other minor/major problems that we never hear about!) I can only imagine what that meant in terms of quick changes and people doing extra shifts and much time on the phone!

And yet, Judy, there you were at every event with such a glorious smile on your face and joining in at every possible chance, singing, dancing, playing and loving the music.

Your pre-planning of creating a community choir, children's choir and workshops with the local brass band meant that everyone in town must have felt the excitement and had their role to play and been eagerly anticipating the weekend for months.

It was such a brave thing to do given the past 2 years of on-again, off-again events and the very real threat of being shut down at the last minute. I'm sure all that has taken its toll.

I have been telling EVERYONE down here in soggy Gippsland about it and that it is a not-to-be-missed event if you feel you could do it again....

I certainly will be there with bells on!

Thanks once again for a truly memorable, moving and uplifting weekend

Love and congratulations to you, Neil and all the team

16. Yes - the courthouse was a lovely venue! Very cosy and intimate. I can imagine some great theatre gigs in years to come, but otherwise very good also to perform music on too. Thanks to the totally lovely staff & mixing person there - she did very well given very tight 30 minute sets.

17. Hi Judy, All credit to you and your committee. The festival was a roaring success, it was amazing to see Creswick with music at every corner.



Our volunteers were very supportive by either volunteering for Cresfest or doubling up to provide extra staff for the very busy information centre.

I think Cresfest will have quite an impact on tourism to our town, we often heard people say that they never stopped here before, but they will be back.

Thank you and your team for this wonderful event.

I will fw your mail to all our volunteers, I think that is what you have in mind?

18. I just wish to thank all the organizers for putting Cresfest together. A lot of committment. Cresfest was wonderful.music. singers .plays .Ballards.all very thought provoking. All performances were fabulous. Great venues A must for next year. *From Creswick Theatre Company*

19. Hi Cresfest

Could you forward this to the Creswick District News please?

Congratulations to the Creswick community for hosting a first class festival of international standard. Everyone involved should be proud of this event and what it achieved in the music community.

As Gippslanders it also ticked all the boxes for us as a tourism success, and it was great to see the locals getting involved.

We visited Malmsbury, Melville Caves, Dunolly, St. Arnaud, Stuart Mill, Talbot, Blue Pyrenees, Avoca, Maryborough, Clunes, and then three nights in Creswick

To our delight on the Sunday afternoon, Garry the electrician and Jennifer who live in the main street welcomed us into their home for a chat.

Totally random. As strangers we were walking past when they insisted we come in to meet Stella the kelpie.

Such a spontaneous gesture which we loved, along with their generous refreshments.

Thank you Creswick. We'll come back

Barry & Carolyn

20. Big congrats for taking on a monster challenge and nursing it through to a wonderful festival in gorgeous Creswick.

A big program and far reaching into the local community and district is a huge achievement and it worked very well across lovely venues and events.

I might look easy to do but every little bit as you well know adds quite a lot of extra complications. CresFest also worked so well on the level of widespread community support. It reflect the talents and generosity across the local movers and shakers, the volunteers, the organisations all jumping ? into action.

The model works so well It would seem to be mostly one to roll out next time and refine as required?

A good data based app should make it a lot easier than spreadsheets.

21. Dear team,

Yes, the festival was a joyful rollicking event, but as an outsider with no contacts in the choir, music groups & other members of your lovely community there was an uneasy lack of sufficiently professional musicians to attract us back.

Best wishes going forward,

22. Dear CresFest Team,

Congratulations on the Festival! I think it was a grand success! Well done for the inspiration Judy and the following through, such a huge job. I think the whole thing ran wonderfully smoothly, and

everyone looked so happy! The whole little town was really buzzing and it was admirable the way everybody seemed to be involved!

It was also wonderful to run into so many friends we haven't been able to catch up with in the last two years!

Well done all of you,

23. Dear Judy and Neil,

Now that the dust has settled, I just want to let you know much I enjoyed Cresfest and how well organised I thought it all was.

The engagement of the town and district was outstanding.

I hope you get some rest before tackling the next one.

Congratulations to you both and to your brilliant team.

24. Great 👍 festival vibe atmosphere, the town was alive with great music 🎵 and was such a pleasure to be part of it all x Many thanks 😊 to Judy, Neal, Chantel at Odessa at Leaver's Hotel & all the volleys for having us x You did an amazing job putting it all together. 🍷

We had such an amazing time celebrating 🎉 music 🎵 with you all x

25. Hello to the wonderful organisers of Cresfest..

I would just like to congratulate you all on the wonderful weekend of music and entertainment. And to the many talented artists, dancers, musicians, singers and street performers that made Creswick absolutely come alive..

It certainly helped the many local businesses of Creswick financially.. I know the business that I run had through the roof sales..

It has really showcased Creswick and it's people.. All the feedback we received regarding Cresfest was that people were so impressed with the whole experience and the friendliness of the people here...

All of them have said they will be back next year..

So Thankyou for all your hard work in organising such an amazing weekend, and here's to the next one in 2023.

26. I have been meaning all week to send you and your fabulous group of doers just how brilliant has been CresFest! I know I don't need to say this because you're bound to have had a million messages of congratulations already, but we've just had a CMVic Program Group meeting (one of our internal organisational groups), and several people there had been there at various times over the weekend, and the feedback was simply superlative. Perhaps one of the unique aspects of the festival has been the wonderful community engagement you all managed to embed in so many ways, especially the local musicians and groups, including the various kids activities.

Please pass on our congratulations to everyone involved. Simply fabulous!

## **Feedback from the ABC**

Hi team Cresfest,

Just wanted to say a big THANK YOU and congratulations for a fabulous event.

It's a massive undertaking to start a wholly new festival... and with all the uncertainty we're in right now, doubly so.

Thank you for being such great partners and approaching us in the first place to be a part of this project.

The feedback on the OB from Saturday has been very positive, and I'm already mentally lining up next year's in the event we get another opportunity.

You've really put Creswick on the map and I have no doubt the festival will go from strength to strength.

All the best,

Well done team Cresfest – fantastic to be part of your inaugural festival and glad it was a success!

### **Feedback Business Partners and Sponsors**

Thank you for the note. Congratulations on a successful event, 3000 people is fantastic.

We look forward to hopefully being able to support this further next year.

What a lovely letter to receive on Thursday afternoon.

The festival was truly AMAZING! The town felt alive and so so cheery. We are very happy to chat whilst basking in an afterglow that will be around for a long time.