

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

18 July 2017

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2016 Great Shepparton CBD Festive Decorations Survey

Background

Following discussions within the Festive Decorations Advisory Committee meetings as well as feedback from community members, it was decided that community consultation was required to gain a broader understanding of the communities' attitude towards the festive decorations in the Shepparton CBD in the 2016 Festive Season. This consultation was designed to inform future festive decoration placement and investment, and ensure that the Greater Shepparton festive displays are an asset making the whole community proud to celebrate Christmas.

Methodology

The survey was developed under the direction of the Festive Decorations Advisory Committee. The committee designed the survey, consisting of 7 questions and one open ended comment section. The survey was available online and in hard copy from:

- Council website and Facebook page
- Council Customer Service Desk
- Aquamoves
- Mooroopna Education & Activity Centre
- North Shepparton Hub
- South Shepparton Community Centre

Hard copies of the survey were also provided to business owners/traders in the Maude Street Mall. The 2016 Greater Shepparton CBD Festive Decorations Survey was launched on Monday 3 February 2017 and closed on Wednesday 8 March 2017. 133 surveys were received, the majority of which were completed online.

Key Findings

- Over half (52%) of respondents thought the festive decorations were either 'noticeable' or 'very noticeable'.
- One third (34%) of respondents thought the festive decorations at Victoria Park Lake were above average (27%) and/or fantastic (7%).
- 20% of respondents thought the Maude Street Mall decorations were 'poor', with the majority indicating 'average' (43%).
- Hope, Peace and Rejoice were favoured by 37 respondents (28%) whilst 35 respondents (26%) favoured Giant Santa and 24 (18%) favoured the Christmas Cows and Sleigh.

In the open ended comment section:

- 7 respondents nominated the baubles in the trees at Monash Park and Victoria Park Lake as their preferred decorations.
- 9 respondents nominated the Mall decorations as their preferred decorations
- 24 respondents suggested more lights/fairy lights on display
- 6 respondents would like to see more decorations in the Maude Street Mall

Discussion

A common concern highlighted by this consultation was the feeling that our small towns are being excluded from festive celebrations. 26 respondents (19%) were from our small towns, and 6 respondents made special mention of the lack of decorations in places like Tatura, Murchison and

Mooroopna. The way in which neighbourhoods/locales and small towns are included in the festive decorations program needs to be considered. Respondents from small towns expressed not feeling like a part of the Greater Shepparton municipality as they were not included in any way by the festive decorations program.

Survey responses demonstrate that there is a feeling within the community that the festive decorations need to be more impressive. 23 respondents (17%) felt very negatively towards them, using words such as “uninspiring”, “not wowed at all” and “dull and insignificant”. Along with the suggestions to install fairy lights throughout the trees in the CBD, words like “shine” and “bright” were common in suggestions of what needs to be done to improve Christmas in Greater Shepparton.

26 respondents (19%) used the comment section to suggest that more garlands, baubles and colourful decorations (not just traditional colours) need to be attached to poles and street lights throughout the CBD and in the Mall.

A small number of respondents (2) requested that Greater Shepparton incorporate more cultural and aboriginal decorations to celebrate our diverse and historically rich community.

Recommendations

In light of the festive decorations program 2016 and taking into account survey findings, Council Officers:

1. Require the parameters of the festive decorations program in Greater Shepparton to be defined.

This needs to include:

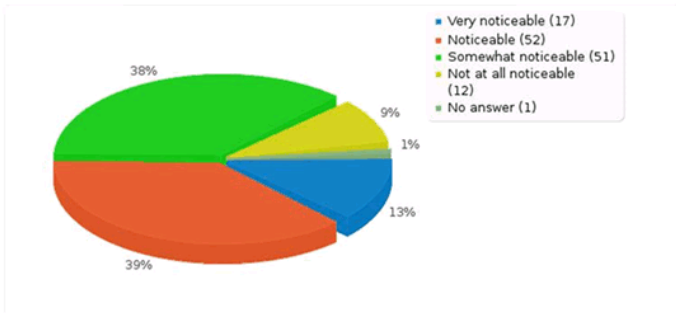
- Budget allocation
- Townships/neighbourhoods/precincts to be included
- Priorities (Mall activation, more lights, other)

2. Recommend the development of a 3 year strategy with a consistent ‘theme’ and suite of options to help create a Greater Shepparton festive decorations ‘brand’ to support efficient capital investment and a cohesive, consistent festive identity, maximising promotion and communications.

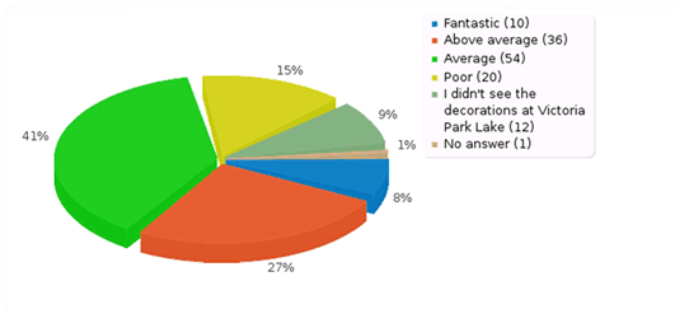
3. Recommend the reinvigoration of the Maude Street Mall, in partnership with Shepparton Show Me and Investment Attraction, during the festive season. Based on survey findings this could include:

- reinstatement of Santa’s Village as a major attraction
- a Greater Shepparton Christmas window display competition for Mall businesses
- a Maude Street Mall Christmas launch/celebration

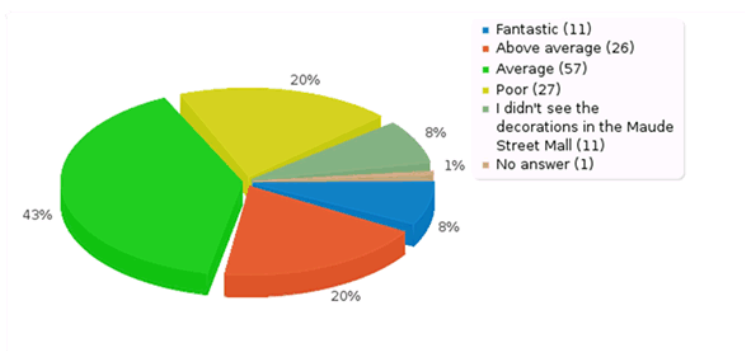
How noticeable were the Christmas decorations in Shepparton?



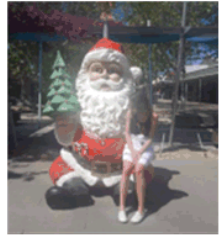


How would you rate the Christmas decorations at Victoria Park Lake?







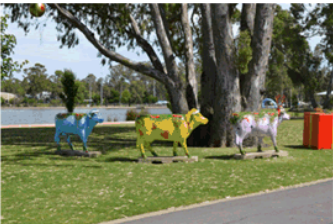

How would you rate the Christmas Decorations at the Maude Street Mall?








DECORATION	LIFESPAN (approx.)	Current Age	LOCATION 2016	CAPITAL COST	INSTALLATION & DECOMMISSION COST 2016 (approximate)
Aluminium Christmas Trees (3) with lights 	10 seasons	Estimated 3 seasons	John Pick Park Grassy Knoll Queens Gardens	\$45,000.00	\$7,020.00
Giant Baubles (29) 	2 seasons before repaint is required	Estimated 3 seasons	Monash Park and Vic Park Lake Trees	\$30,000.00	\$11,864.00
Giant Santa (1) Survey favourite (26%) 	10 seasons plus-will require paint touch ups and water proof/UV sprays will help	1 season	Maude Street Mall	\$4,000.00	\$400.00



DECORATION	LIFESPAN (approx.)	Current Age	LOCATION 2016	CAPITAL COST	INSTALLATION & DECOMMISSION COST 2016 (approximate)
<p>LED Stars (7)</p> 	<p>5 seasons- often require small repairs due to damage by community members</p>	<p>Mall stars: 2 seasons Queens Gardens Stars: 1 season</p>	<p>Queens Gardens Maude Street Mall</p>	<p>\$29,875.99</p>	<p>\$3,500</p>
<p>Large Christmas Tree (1) with lights</p> 	<p>5 seasons- hopefully longer with the picket fencing</p>	<p>Estimated 3 seasons</p>	<p>Maude Street Mall</p>	<p>\$15,221.00 (including picket fencing and safety sign)</p>	<p>\$3,000</p>


DECORATION	LIFESPAN (approx.)	Current Age	LOCATION 2016	CAPITAL COST	INSTALLATION & DECOMMISSION COAT 2016 (approximate)
Garlands and Star Pole-Toppers (40 sets) 	2-3 seasons	Estimated 3 seasons	Maude Street Mall	Original cost unknown, but to purchase new garlands approx. \$67 per 2metres.	\$1,800.00
REJOICE sign (1) Survey favourite (28%) with Peace & Hope 	10 seasons	2 seasons	Showgrounds	\$27,500.00	\$5,000
PEACE sign (1) Survey favourite (28%) with Rejoice & Hope 	10 seasons	3 seasons	Aquamoves	\$40,230.00	\$6,000

DECORATION	LIFESPAN (approx.)	Current Age	LOCATION 2016	CAPITAL COST	INSTALLATION & DECOMMISSION COAT 2016 (approximate)
Hope sign (1) Survey favourite (28%) with Rejoice & Peace 	10 seasons	1 season	Shepparton Sports Stadium	\$23,550.00	\$5,000
Merry Moos (3) Survey favourite (18%) 	2-3 seasons	1 season (need repairing)	Underneath Victoria Park Lake Tree	\$15,000	\$500
Present boxes (18) 	Need repaint every 2- 3 seasons (approx. \$2000)	Estimated 3 seasons	Council Offices Sports Stadium Victoria Park Lake Monash Park Bakers Delight Coles Bunnings	\$3,306.70	\$500

DECORATION	LIFESPAN (approx.)	Current Age	LOCATION 2016	CAPITAL COST	INSTALLATION & DECOMMISSION COAT 2016 (approximate)
<p>Red bows on poles (51)</p> 	3 seasons	Estimated 2 seasons	Queens Gardens	\$1,657.50	\$150
<p>Metallic Baubles (72)</p> 	2 seasons. A repaint may be required after this time. New baubles need to be purchased to replace damaged ones.	1 season	Maude Street Mall Rotunda	\$3,694.00	\$150

DECORATION	LIFESPAN (approx.)	Current Age	LOCATION 2016	CAPITAL COST	INSTALLATION & DECOMMISSION COAT 2016 (approximate)
Shopfront Garlands (8) 	2-3 seasons	1 season	Various shops in Maude Street Mall	\$2,096.00	\$150
Steel Angels (2) 	10 season	Estimated 3 seasons	Maude Street Mall Pergola	\$176.00	\$150
Seasons Greetings Flags (4) 	2-3 seasons depending on weather	Estimated 3 seasons	Eastbank Wall	\$6,270.00	\$400

DECORATION	LIFESPAN (approx.)	Current Age	LOCATION 2016	CAPITAL COST	INSTALLATION & DECOMMISSION COAT 2016 (approximate)
<p>Sleigh (1)</p> 	2-3 seasons	Estimated 3 seasons	Victoria Park Lake Tree	\$1,500.00	\$150
<p>Fibreglass stars (8) *not being used pending engineers report</p> 	2-3 seasons	Estimated 3 seasons	Victoria Park Lake Tree	\$6,565.50	\$8,476.00

DECORATION	LIFESPAN (approx.)	Current Age	LOCATION 2016	CAPITAL COST	INSTALLATION & DECOMMISSION COAT 2016 (approximate)
<p>Geraniums (400)</p> 	1 season	1 season	Maude St Mall	\$3,520.00	No cost (rec and parks)



Christmas Icon Images



Christmas Colours



Christmas Flags



Application Examples



Flags/banners on poles

Vinyl pavement stickers

Window stickers



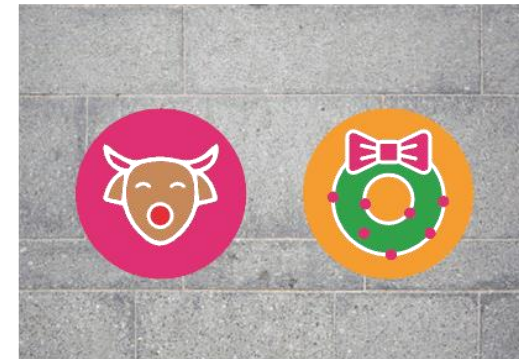


Printed corflute tree/pole guards through cbd

Rubbish bin stickers

Graphics on street furniture

Vinyl pavement stickers







Festive Decorations Style Guide



Christmas Design Elements



Christmas Colours



Christmas Flags





Christmas Design Elements



Christmas Colours



Christmas Flags

