

**2022 TWEED ECO FESTIVAL
SURVEY RESPONSE SUMMARY REPORT**

**PREPARED FOR THE TWEED SHIRE COUNCIL
BY GRIFFITH UNIVERSITY
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The Objective of the Festival

The 2022 Tweed Eco Festival, run by the Tweed Shire Council (TSC), was to help the community learn how to build resilience to natural hazards and reduce their environmental footprint. In collaboration with emergency services and community agencies, TSC held an event that attendees enjoyed. The event was the first step in the research project Griffith University is undertaking to learn about TSC residents' current climate resilience and viewpoints, with hopes to recruit attendees to participate in a follow-up survey, interview, and co-design session.

Description of the Festival

The Tweed Eco Festival was held on Sunday, 13 November 2022, at Knox Park in Murwillumbah. Local businesses, governments, and organisations set up tents to spread information and knowledge to the attendees to help TSC residents raise their climate knowledge.

Picture 1: Eco Festival attendees enjoying a beautiful Sunday out.



Survey Objectives

Griffith University, funded by TSC, created an Eco Festival feedback survey to understand what went well and what could be improved in future Eco Festival events. The survey was designed to begin understanding TSC residents' climate event-related plans and learning about actions community members take to help reduce their impact on climate change. The Griffith team randomly approached respondents to fill out the survey. They were given a choice to complete the survey online or on paper. To recognise their help, the respondents were offered a chance to enter their names to win one of four lucky draws. The four draws consisted of different prizes worth an array of values (see Appendix 1 for each draw prize information)

Picture 2: Griffith University conducting research with Eco Festival attendees.



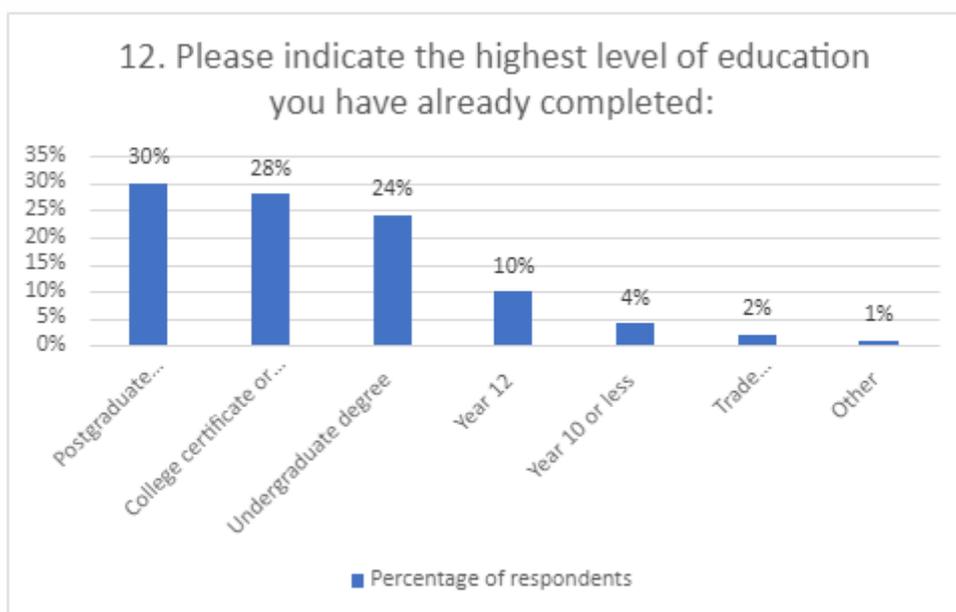
Survey Findings

Demographics

As per the TSC estimate, a total of approximately 500 residents attended the event. Of these, 50 attendees responded to the survey, representing a 10% of attendees' opinions. The respondents from the Tweed Eco Festival consisted of a diverse group of TSC residents. More females (n=38) filled out the survey compared to males (n=12) (*see Question 11 in Appendix 2*). Of the 50 respondents, 40% (n=20) had been to a TSC event before, with a majority (60%, n=30) never attending an event like the Eco Festival (*see Question 1 in Appendix 2*).

With regards to education, respondents with postgraduate degrees (30%) or college certificates or diplomas (28%) were the most prevalent, followed by 24% reporting undergraduate degrees (*see Figure 1 for a breakdown*) (*see Question 12 in Appendix 2*).

Figure 1: Education



Respondents predominantly worked full-time (32%) or part-time (28%). A prominent segment represented the retirees (16%) (see Table 1). Those who reported 'not in paid employment' mentioned the following reasons: disability, self-employed, student, and unemployed-seeking work (see Question 13 in Appendix 2).

Table 1: Employment Status

Employment Status	%
Working full-time (35+ hours per week)	32
Working part-time	28
Retired	16
Working on a casual basis	8
Unpaid work – volunteering/looking after house/children/dependents	8

Respondents were asked about their yearly household income for the 2021-2022 financial year, with a majority reporting earning \$40,000 or less (26%) a year (see Table 2) (see Question 14 in Appendix 2).

Table 2: Household Income (in order of most respondents)

Household Income	%
\$40,000 or less	26
Prefer not to say	20
\$80,001 - \$100,000	18
\$100,001 - \$150,000	12
\$150,001 - \$200,000	10
\$40,001 - \$60,000	10
\$60,001 - \$80,000	4

Eco Festival respondents consisted of 20% (n=10) identifying as Culturally and Linguistically Diverse (see Question 15 in Appendix 1) and 8% (n=4) identifying as Indigenous (see Questions 15 and 16 in Appendix 2).

All but one respondent (n=49) indicated English as their primary language at home, with Spanish being the main language in one household (see Question 17 in Appendix 2).

Living and housing

A majority of Eco Festival respondents live in postcode 2484 which includes Murwillumbah and surrounds (including townships of Chillingham, Tyalgum, Uki and Stokers Siding) where the EcoFest was held (38%, n=19) and 2486 (14%, n=7) which includes Tweed Heads South bounded by the Tweed River in the south and includes Banora Point, Terranora, Bilambil Heights and suburbs west (see Question i in Appendix 2). Twelve respondents have lived in the Tweed region for ten or more years, with one respondent living in the region for 30 years (see Question ii in Appendix 2).

Figure 2: Home tenure

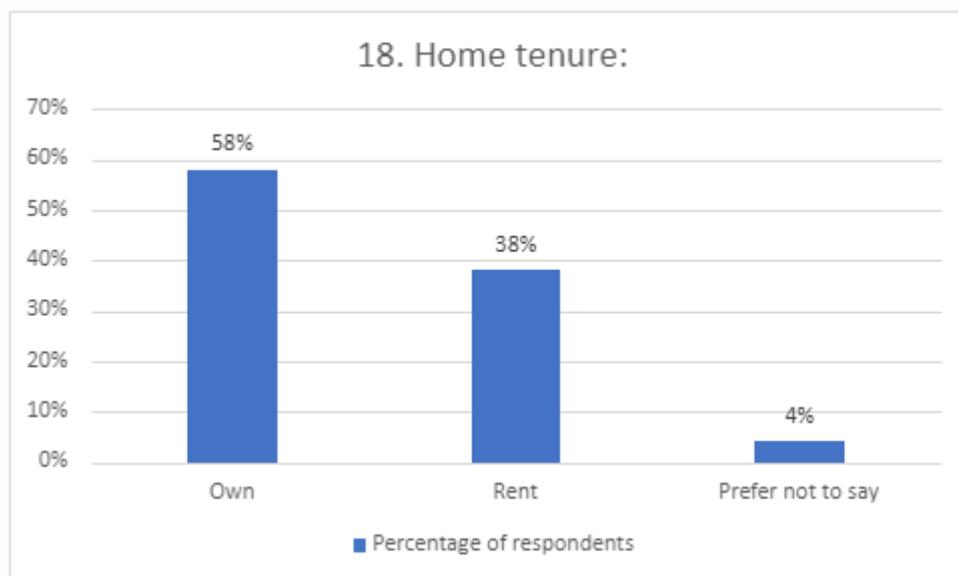
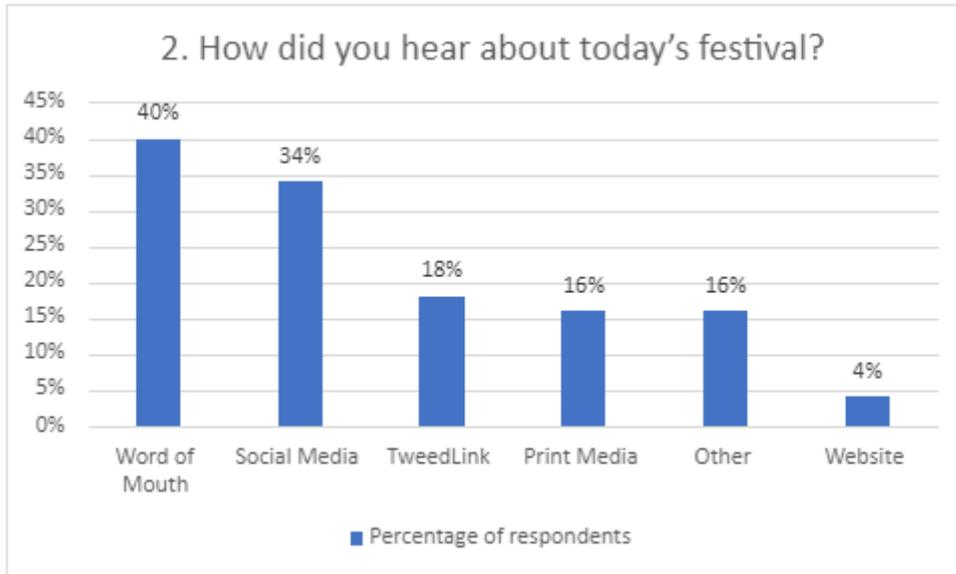


Figure 2 indicates respondents who own their house consisted of 58% of respondents (n=28), with 38% renting (n=19) and 4% (n=2) preferring not to say (see Question 18 in Appendix 2).

Event Related Questions

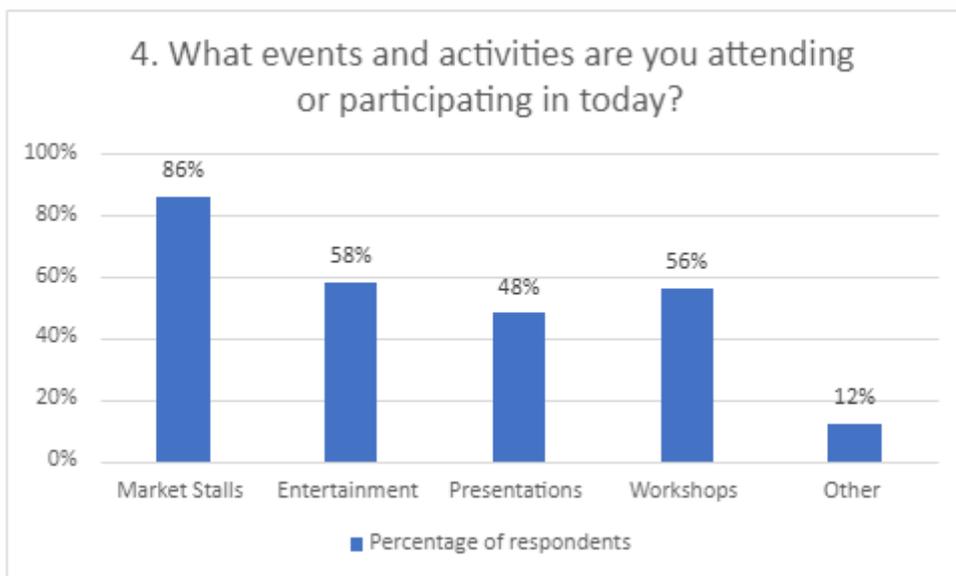
Attendees at the Tweed Eco Festival were asked how they heard about the event (see Question 2 in Appendix 2). Respondents heard about the event through an array of channels (see Figure 3 for a breakdown), with word-of-mouth and social media among the top two. Other channels included bridge banners (n=2), walking or driving by (n=2), emails from vendors (n=1) or work (n=3).

Figure 3: How Attendees Heard



Respondents were asked what they attended at the Eco Festival (see Question 4 in Appendix 2). Figure 4 shows the top three: market stalls, entertainment events, and workshops. 'Other' activities included the climate action stall, information booths, and the council speech.

Figure 4: What respondents attended.



Picture 3: Stallholders from Eco Festival

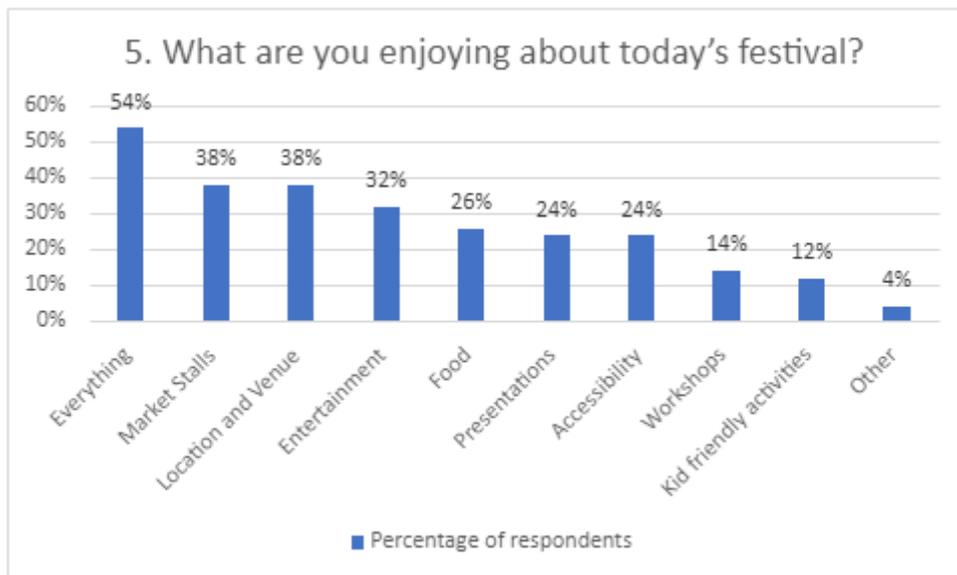


Picture 4: Workshops like the one pictured ran all day.



With regards to their enjoyment level (*see Question 3 in Appendix 2*), attendees overwhelmingly liked the festival with 28% (n=14) liking the event, and 72% (n=36) liking it a lot. Respondents were asked what they enjoyed about the Eco Festival (*see Question 5 in Appendix 2*). Figure 5 illustrates what attendees enjoyed the most in descending order. The two respondents that indicated they enjoyed ‘other’ stated the SES Murwillumbah CORE tent and the Tweed Water stall.

Figure 5: Festival Enjoyment

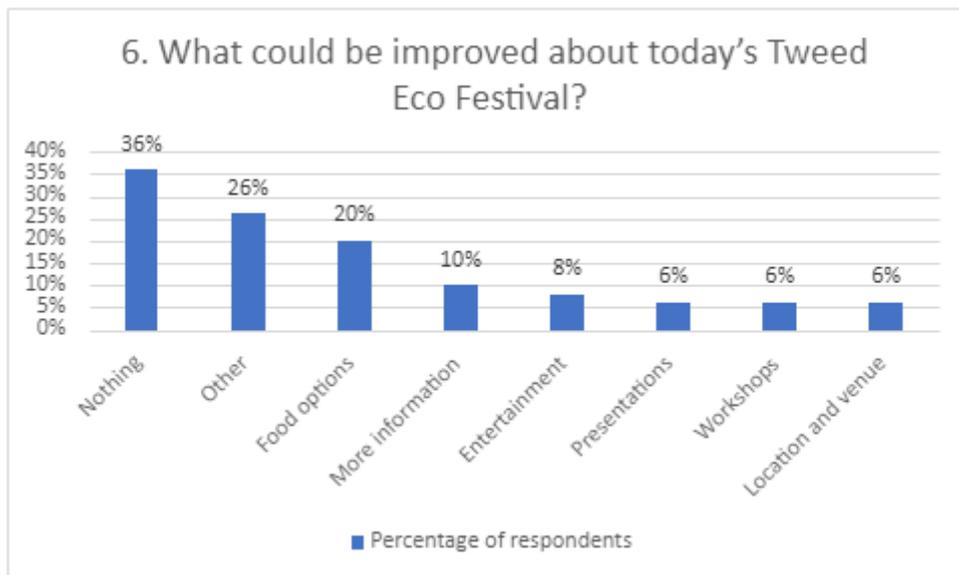


Picture 5: The TSC stall at Eco Festival



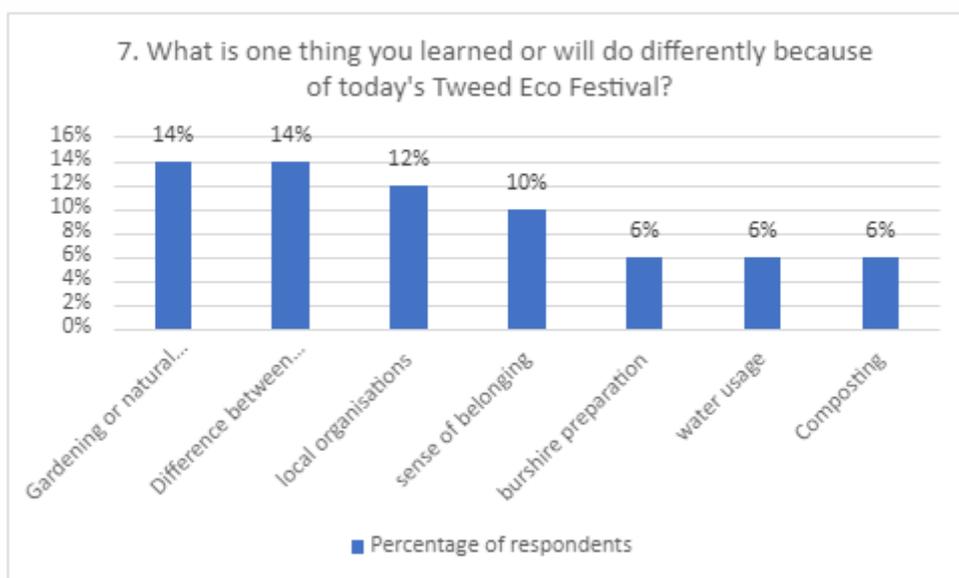
Over one third of the survey respondents reported no improvement required to the Tweed Eco Festival (36%) (see Figure 6) (see *Question 6 in Appendix 2*). Overwhelmingly, the events' accessibility was good for every respondent, with none indicating the need to improve it. Respondents that indicated 'other' improvements included better timing for families to attend (e.g., 10 am to 3 pm), better advertising or marketing of the event, and communication of the presentation schedule. Respondents also indicated that the Eco Festival should be different from Caldera World Environment Day, with more shade options and lower music volume. Two respondents had issues with dogs being off leash.

Figure 6: Improvements



Eco Festival respondents were asked what they would take away from the event as new knowledge (see *Question 7 in Appendix 2*). The respondents learnt about gardening or natural plants, differentiating between trash and recycling, local organisations, what they do, and ways to get involved (see Figure 7). Creating a sense of belonging with the greater community was also highlighted by respondents, along with learning about bushfire preparation, water usage, and composting. Raised awareness, climate change being an issue, healthy eating, and learning nothing were all reported by one respondent each.

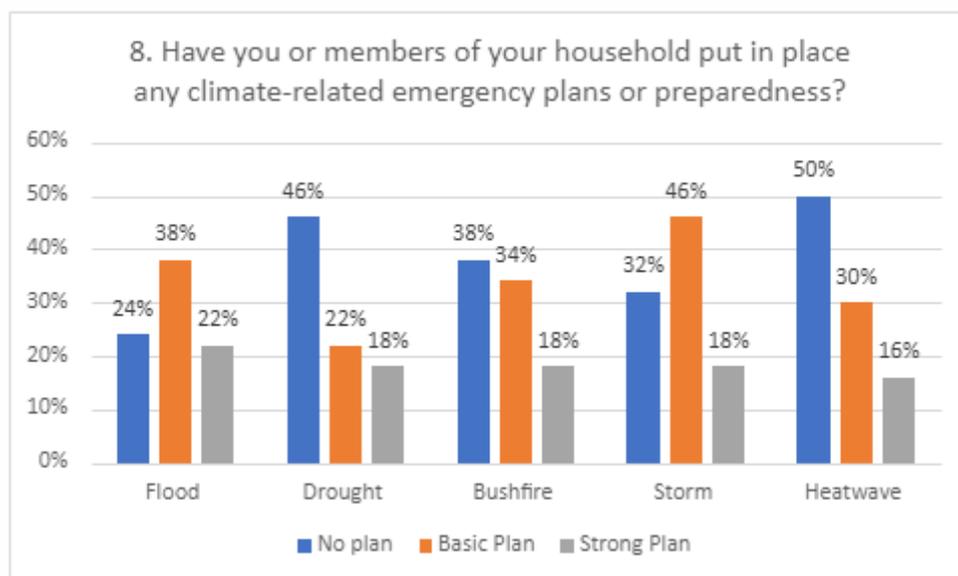
Figure 7: Learned from Eco Festival



Climate-related questions

After asking respondents their thoughts on the event, the research team included a few questions about respondents' climate event preparedness to gauge the community's perceptions and capacity in relation to extreme weather events (see *Question 8 in Appendix 2*). The respondents indicated various plans concerning extreme weather events (see Figure 8), on the whole, most prepared for floods while half had no plan for heatwaves, followed by drought and bushfire.

Figure 8: Climate event-related plans



Respondents were asked to indicate if they have changed anything about their behaviour because of climate change (see *Question 9 in Appendix 2*). Table 3 indicates the responses for each option. The top three choices were planting more native plants, composting, and recycling. The respondent that indicated 'other' said they try to make choices that reduce the impact or help biodiversity.

Table 3: Behaviour change options

Option	N	%
Planted more native plants	37	74
Composted more food scraps and other organics	35	70
Recycled more	34	68
Used compost to improve soil health	33	66
Reduced the amount of food I throw out	33	66
Become more efficient in my consumption of power (electricity, gas)	33	66
Reduced the amount of food I throw out	33	66
Reduced my use of plastic items	33	66
Purchased more things that are locally (rather than remotely) made/grown	29	58
Consumed less red meat	29	58
Switched to products that are more environmentally friendly	28	56
Become more efficient in my water consumption	27	54
Driven my car less	26	52
Avoided making unnecessary purchases	22	44
Changed to 'green' (e.g., solar) power	14	28
Changed my electricity supplier	12	24
Carpooled more often	7	14
Purchased a bicycle	6	12
Purchased an electric vehicle	4	8
I have changed none of these aspects of my lifestyle over the past year due to concerns about climate change.	1	2
Other	1	2

Respondents were asked if there were anything they would like to say about their views on climate change or natural disasters that were not included in this section of the survey (see *Question 10 in Appendix 2*). Key themes highlighted by respondents included the need for clear communication pathways with stakeholders (Council, NGOs, individuals), adapting to climate change quickly (more urgent action), and fossil fuel and chemical trial reductions. There is also an indication of wanting an increase in public transport and proper climate-resilient infrastructure (flood and landslide related) in the community.

Newsletters, Summary, Project Future

The respondents were asked if they would like to receive any TSC newsletters (see *Question 20 in Appendix 2*). Twenty-one respondents (42%) indicated wanting to sign up for the Environment and Sustainability e-newsletter, and 30% (n=15) for the Wildlife e-newsletter.

Respondents were also asked if they would like to receive a summary of the event findings, with 56% (n=24) indicating 'Yes' (see *Question 21 in Appendix 2*).

In relation to the next steps of this research project, respondents were asked which parts of the project they would like to participate in (see *Question 22 in Appendix 2*). Of the respondents, 56% (n=28) indicated they are interested in a longer survey relating to climate knowledge and action, 44% (n=22)

would like to participate in a follow-up interview with researchers, and 46% (n=23) would participate in a co-design session to help TSC adapt to climate change.

Recommendations

The attendee demographic profile was fairly distributed by income, gender, employment status, and home ownership. However, men and lower-educated individuals (those who did not attend university) were under-represented in the sample. In the future, the Council could attract these two groups by reaching out to relevant community groups such as sports bodies, men's groups, and tradie groups and targeting themes and advertising that would be appealing to these demographics. Secondly, advertising the event as an 'Eco Festival' may skew the attendees' demographics. Being titled an Eco Festival makes those more environmentally friendly inclined to attend and may have no interest to those who do not identify with environmental protection or environment and sustainability themed activities. In the aim is to support a wide variety of attendees from across the community, we suggest using a more neutral term focused on sustainable living, home and garden, community, or a festival market.

Attendees overall enjoyed many of the events and activities at the Eco Festival. With attendees enjoying everything, market stalls, location, and entertainment the most, TSC were able to champion a well-rounded event for the community to partake in. To make the Eco Festival more suitable for attendees, we recommend altering the time to suit community members who may not be early risers, especially on a Sunday, and publicising more to attract a larger audience at the event, as respondents said was not much advertising in the region. It will also benefit for the Council to communicate the program. And also to provide a more shaded environment.

TSC Council and stakeholders can help TSC residents improve their climate change perceptions, behaviours, and preparedness by holding more community-based events, seminars, or training sessions. Hosting training sessions on how to be prepared for climate-related events (drought, fire, flood) can equip TSC residents with the resources needed to adapt and overcome extreme weather events and reduce carbon footprint.

In the near future, Griffith University will conduct surveys, interviews, and co-design sessions to explore these perceptions further through extended conversations.

Appendix 1: Prize Draw Information

Prize bundle 1.

Bunyarabugalma Bundjalung yoga DVD and flash card gift pack from Murwillumbah Community Centre valued at \$130
Home Energy Smart Power Meter – valued at \$30

Prize bundle 2.

2 hour consult for your existing or new veggie garden, home garden or orchard valued at \$200 from Life a Little Greener
Bliss ball pack – valued at \$20 from SuperFood Revolution

Prize bundle 3.

An eco-friendly prize pack from South Pole including Joco keep cups, tote bags, and bamboo pens valued at over \$100



Your choice of children's book from Summer Hill Kids

Prize bundle 4.

A recycled plastic mat from Recycled Mats Tweed Heads valued at \$115
A handmade headband from Gravity Accessories

Appendix 2: Tweed Eco Festival Feedback Survey

The Tweed Eco Festival Evaluation Questionnaire

i. Residential postcode: _____

ii. How many years have you lived in your current suburb, town, or regional area? _____

Part 1: Your experience and opinions

1. Have you been to previous Tweed Shire Council events, such as the ‘Living for the Future’ Home Expo?

YES

NO

2. How did you hear about today’s Festival? Circle all that apply

Website

Tweed Link

Social Media

Print media

Word of mouth

Other: _____

3. How do you feel about this event?

Do not like

Like

Like a lot

4. What events and activities are you attending or participating in today? Circle all relevant options

Presentations

Workshops

Market stalls

Entertainment

Other? _____

5. What are you enjoying about today’s Festival? Circle all relevant options

Everything

Presentations Workshops

Market stalls

Entertainment Accessibility

Location and venue

Food stalls

Kids’ activities

Other? _____

6. What could be improved about today’s Tweed Eco Festival? Circle all relevant options

Nothing

Presentations Workshops

Use of environmentally friendly utensils/cups

Facilities (toilet, parking, seating, location) Location and venue

Accessibility

More food options

More information

Other: _____

7. What is one thing you learned or will do differently because of today's Tweed Eco Festival?

8. Have you or members of your household put in place any climate-related emergency plans or preparedness? Please mark an 'X' indicating the plan for each climate event

	No plan at All	Basic	Strong	n/a
Floods				
Droughts				
Bushfire				
Storms				
Heatwave				

9. Which of the following aspects of your lifestyle, if any, have you changed primarily because you wanted to reduce your impact upon climate change?

Tick all that apply to you. (Please do not tick changes in your lifestyle that were made for other reasons, e.g., financial necessity or Covid-19 restrictions)

<input type="checkbox"/>	Planted more native plants
<input type="checkbox"/>	Used compost to improve soil health
<input type="checkbox"/>	Driven my car less
<input type="checkbox"/>	Carpooled more often
<input type="checkbox"/>	Purchased an electric vehicle
<input type="checkbox"/>	Recycled more
<input type="checkbox"/>	Consumed less red meat
<input type="checkbox"/>	Reduced the amount of food I throw out

	Composted more food scraps and other organics
	Become more efficient in my consumption of power (electricity, gas)
	Changed to 'green' (e.g., solar) power
	Changed my electricity supplier
	Become more efficient in my water consumption
	Reduced my use of plastic items
	Switched to products that are more environmentally friendly
	Purchased a bicycle
	Purchased more things that are locally (rather than remotely) made/grown
	Avoided making unnecessary purchases
	I have changed none of these aspects of my lifestyle over the past year due to concerns about climate change.
	Other

10. Is there anything you would like to say about your views on climate change or natural disasters?

Part 2: Your demographics

11. What is your gender? Circle one

Male Female Other/Non-binary Prefer not to say

12. Please indicate the highest level of education you have already completed: Circle one

Year 10 or less Year 11 Year 12 College Certificate or Diploma

Trade Qualification/Apprenticeship Undergraduate Degree

Postgraduate Degree/Diploma

Other: *please specify:* _____

13. What is your current employment status? Circle one

- Working – Full-time (35+ hours per week) Working – Part-time Retired
- Working on a Casual Basis Unemployed – seeking work
- Student - not in paid employment
- Unpaid work – volunteering/looking after house/children/dependants
- Not in paid employment due to a disability
- Not in paid employment due to COVID-19
- Other - please specify: _____

14. Please indicate your approximate combined household income (from all sources, before tax) during the 2021-2022 financial year: Circle one

- \$40,000 or less \$40,001-\$60,000 \$60,001-\$80,000
- \$80,001-\$100,000 \$100,001-\$150,000 \$150,001-\$200,000
- Greater than \$200,000 Prefer not to say

15. Do you identify as a member of a culturally and linguistic diverse (CALD) community?

- Yes No Prefer not to say

16. Do you identify as an Aboriginal and/or a Torres Strait Islander? Circle one

- Yes No Prefer not to say

17. What is the main language spoken in your household? Circle one

- English Prefer not to say Other: please specify: _____

18. Home tenure: Circle one

- Rent Own Prefer not to say

Part 3: Follow up options

20. Would you like to subscribe to receive Tweed Shire Council's:

- Environmental Sustainability e-newsletter
- Wildlife e-newsletter

21. Do you wish to receive a summary of this study's findings: Circle one

- Yes No

22. Would you be interested in participating in follow-up activities? Mark all relevant options

- Complete a more detailed survey and go in the draw to win a gift basket of eco-friendly products to the value of \$500 or one of four runner up \$100 ‘Why leave home’ gift certificates**
- Participate in a follow up interview and receive a \$20 ‘Why leave home’ gift certificate to spend at participating Tweed businesses**
- Be notified of upcoming community workshops in early 2023 to shape Tweed community responses to climate change**

If yes to any of the above in 20-22, please fill out your first name and email so we can contact you in the future!

First name: _____

Email: _____