

Brisbane Writers Festival 2010 - Survey

1. How many Brisbane Writers Festivals have you attended?

First in 2010

How many prior to 2010?

2. How many days will you attend Brisbane Writers Festival this year?

1

2

3

4

5

3. How many free and ticketed sessions and events (including workshops) will you attend?

Free

Ticketed

4. Where do you live?

Australia (postcode)?

International (which country)?

5. Please indicate your age group

>18yrs

18-24yrs

25-34yrs

35-44yrs

45-54yrs

55-64yrs

<65yrs

6. Please indicate your gender

Male

Female

7. What is your employment status?

Full-time

Part-Time

Casual

Student

Retired

Unemployed

8. Where have you seen or heard about Brisbane Writers Festival? (mark more than one if applicable)

The Weekend Australian

SLQ magazine or website

Map memo

The Courier-Mail

BWF e-bulletins

Street press/local newspapers

612 ABC Brisbane

BWF website (www.bwf.org.au)

Promotional material (bookmarks, postcards, posters)

Network Ten

Arts Hub

Bridge banners

Other television

Writing Queensland (QWC magazine)

Word of Mouth

Dendy

The Big Issue

Other (please specify)

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9. Did you take advantage of any Festival ticket offers? (mark more than one if applicable)

- Did not know about any Festival ticket offers
- 10%-off for 10 tickets or more purchased in a single transaction
- Student rush tickets
- 10%-off early bird discount
- 15%-off for BWF members
- 10%-off group bookings of ten or more
- Happy Hour (Friday 27 Aug, 12-2PM) two-for-one tickets

10. How would you rate the following aspects of the Festival?

	Excellent	Good	Needs Improvement
Overall atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of artistic programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriateness of venues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of bookshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of food available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of volunteers/staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of purchasing tickets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money to ticketed events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Did the Breezeway Marketplace add to your Festival experience?

- Yes No

12. What are your main reasons for attending the Festival? (mark more than one if applicable)

- To meet industry professionals
- To hear well-known international, national and local writers
- To support emerging writers
- To socialise with other readers and writers

Other (please specify)

13. How do you choose which sessions to attend? (choose the most applicable)

- By writer By topic By venue By price

Other (please specify)

14. Did other ticketed events in Brisbane affect your decision to purchase Brisbane Writers Festival tickets?

- Yes No

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15. If so, which other events?

Brisbane Festival

Other national writers festivals throughout the year

Other (please specify)

16. Ticket sales support the long-term sustainability of Brisbane Writers Festival. Ticket prices to individual sessions need to increase to retain the current ratio of free-to-ticketed sessions. Which ticketing option would you support?

Daily Festival Pass

Less free and more ticketed sessions

Retain current free-to-ticketed ratio but increase ticket prices

17. Where have you noticed our Corporate, Government and Community Partner branding throughout the Festival:

program?

venues?

website?

e-bulletins?

Other (please specify)

18. What did you like about this year's Festival?

19. How could your Festival experience be improved?

20. Stay in touch with the BWF community throughout the year by providing your e-mail address to subscribe to our e-bulletin: