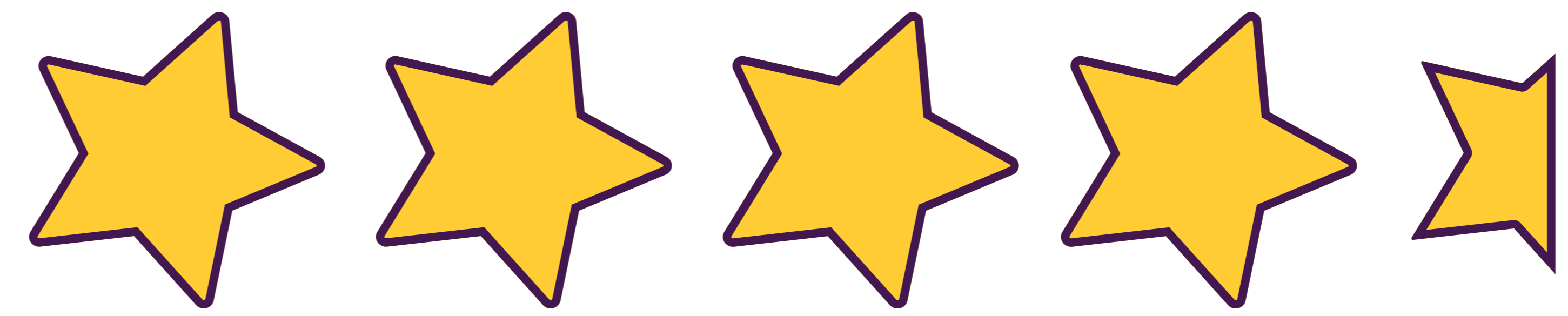


SUMMERFEST

STATISTICS 2024

15 Dec 2023 - 14 Mar 2024

Students rated SummerFest
4.4 / 5 stars!



up from
4.1
in 2023

"getting freebies and meeting new people"

"I really enjoyed all the live music"

"delicious food"

"The speed friending was super fun. I met some cool people that I otherwise wouldn't have crossed paths with!"

"I liked the wide range of activities. If it had not been so hot the week of, I might have attended more."

"More actives for postgraduate students"

"More free food!"

HOT 👍

- Clubs Expo
- Speed-friending!
- Festival vibes
- Live music & entertainment
- Free food
- Good UMSU staff vibes
- 23,218 club memberships
- New 17k+ IG follower record!

NOT 👎

- Big crowds
- Limited capacity events
- Long food queues
- The inclement weather

COMMS SUMMARY

- 1338 responses to feedback survey! An all-time high.
- Students generally rated their experience with SummerFest very highly, with most of the negative feedback around the hot weather and queues in the heat.
- Speed-friending was mentioned frequently in feedback. Students loved the event but the capacity was seen as too low with many missing out on a spot.
- Clubs Expo maintains its spot as the most attended/ rated SF event with most feedback being positive.
- We smashed our record (again) with a new high of 17k+ IG followers!
- Unsurprisingly, students commented on their love of freebies and giveaways almost as often as their wish for more of them.
- Some felt there weren't enough events catering to postgraduates.
- 153k+ hits on the SF website. Top pages:
 - SF home page
 - What's On
 - Schedule/Map
- 11 e-news were sent, with an average open rate of 77% and an average audience of 46k.

EVENTS SUMMARY

- Students loved the free food but commented often that there wasn't enough of it, or enough variety.
- The festival vibes were very strong, with lots of students praising the atmosphere.
- Meeting new people across the program was a strong feature in the positive feedback pool.
- We ran events across THREE campuses in 2024, with Burnley BBQ joining in with Southbank and Parkville.
- UMSU staff got a lot of kudos from attendees, with the helpfulness and positivity rating highly.
- Tix SOLD:
 - 1500 Host Tours
 - 1000+ Lunchbox Laffs
 - 1000+ SoUP
 - 700+ Back to Uni Bash
 - 600+ Boardgames & Bevs
 - 300+ Speed Friending
- Despite the three campus approach, some students still felt like Southbank was a little lacklustre in comparison to Parkville.
- Long queues got the thumbs down.
- We received less feedback about difficulty navigating the event which is largely due to improved maps and large signage.

**STUDENT
POWERED**
BY STUDENTS, FOR STUDENTS