



CHRISTMAS ON THE AVENUE POST PAGEANT SURVEY REPORT



Social Media


Please see social media insights, click the link to view each post.

September 19: [\(6\) At last night's ordinary meeting, Whyalla... - Whyalla City Council | Facebook](#)


Total Insights

See more details about your post.




Post Impressions 

12,496

Post reach 

10,345

Engagement 


6,907

December 5: [The GFG Christmas Pageant and Whyalla... - Whyalla City Council | Facebook](#)


Total Insights

See more details about your post.




Post Impressions 

3,860

Post reach 

3,654

Engagement 


282

December 21: [CHRISTMAS ON THE AVENUE 🎄🧑‍🎨: A very large... - Whyalla City Council | Facebook](#)


Total Insights

See more details about your post.




Post Impressions 

7,543

Post reach 

7,022

Engagement 

4,179

Social Media

December 21: [\(6\) We would love to hear your feedback about... - Whyalla City Council | Facebook](#)

Total Insights

See more details about your post.



Post Impressions

9,454

Post reach

8,386

Engagement

1,857

December 26: [\(6\) 🎄🧐 We hope everyone's having an amazing... - Whyalla City Council | Facebook](#)

Total Insights

See more details about your post.



Post Impressions

4,909

Post reach

4,382

Engagement

221

January 9: [\(6\) A reminder that we would still love to hear... - Whyalla City Council | Facebook](#)

Total Insights

See more details about your post.



Post Impressions

3,604

Post reach

3,269

Engagement

238

Campaign Monitor

Sent on 21 December to 1,306 subscribers:

[Christmas on the Avenue a success! | Campaign Monitor \(createsend.com\)](#)

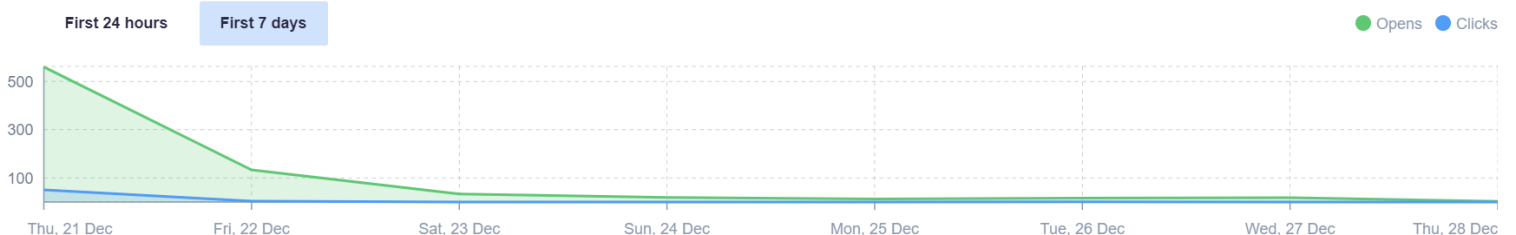


Christmas on the Avenue a success!
Give us your feedback now to help shape future Christmas events.

Engagement:

● **38.57%**
503 recipients
Opened

● **2.99%**
39 recipients
Clicked ⓘ



Website

Total views on the webpage:

[Click here](#) to view the Christmas on the Avenue webpage with the survey.

The views and engagements vary differently as we linked the survey directly instead of the page it was on, to make it easier for the community.

91	/our-city/news-and-events/latest-news/christmas-on-the-avenue-a-massive-success	44
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Bitly statistics (link clicks):



2023 Christmas on Avenue Feedback Survey


 Copy  



[bit.ly/3Rvri14](https://www.surveymonkey.com/r/LHGCBR5)







<https://www.surveymonkey.com/r/LHGCBR5>

 December 21, 2023 10:04 AM GMT+10:30  No tags

Engagements	540	Last 7 days	0	Weekly change	 -100%
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Total responses:

Insights

TOTAL RESPONSES 459	COMPLETION RATE  99%	TYPICAL TIME SPENT  1m:54s
	Is this useful?  	Is this useful?  

Whyalla News:

December 7 (date is incorrect in the paper as it was before the pageant date was moved).

NEWS

A Christmas full of wonder

RACHEL HAGAN

LOCALS and visitors will be spoilt for choice with a multitude of Christmas events covering the city of Whyalla this weekend.

To start the festivities the Tanderra Craft Village Christmas Markets begin at 10am on Saturday and finish at 2pm.

For people who do not want to do it all in one day, the markets will also be open on Sunday from 10am to 3pm.

This year Tanderra has brought back its Lolly Trail, where participants can begin their hunt around the village, collecting stamps, with a prize at the end.

All of the usual fun and entertainment will be out on the grounds with the revamped mini golf course and giant chess game.

Stall and maintenance coordinator Christene Lemmon said there would also be some extra fun with a face painter and a magician to entertain children at the special markets.

Ms Lemmon said there is still time for anyone wanting to participate in the markets, "the more the merrier".

Next on the list is the Whyalla Ballet School's COME ALIVE end of year performance at the Middleback Theatre.

Over 100 dancers will be showcasing their routines to the soundtrack of some of the most loved musicals, such as Sing, The Greatest Showman and SIX.

Then it is onto welcoming the jolly man himself to town.

Santa is set to arrive during Christmas on the Avenue, which begins at 4.30pm on Nicolson Avenue, between Russell and Ekblom Street with over 30 floats from Whyalla's community.

If you cannot make it to this year's pageant in person, the whole event will be streamed online for all to see on the Whyalla City Council's Facebook page.



The Saw Doctors from GFG Alliance will be taking part in his year's Whyalla Christmas Pageant: Vincent Alboino, Eamonn Worley, Timothy Williams, Kerrin Hunter and Gary House. **Picture: SUPPLIED**

But, if you are able to come, you will be there to witness the first time the GFG Christmas Pageant, the Christmas Fair and the Carols have all been combined into one big festive-filled day.

GFG Alliance have been proud sponsors of the pageant for many years, and this year is not exception.

The latest addition to the GFG pageant crew are the festive Saw Doctors, who will be joining more than 40 of their colleagues and families and bringing their best inner-elf to the people of Whyalla.

Once Santa has arrived, the crowd will be able to move down the road to Civic Park to start the Christmas Fair, which begins at 5.30pm.

Whyalla Show Society president Tamy Pond said it was going to be a jam-packed affair because this year they were over 30 stalls and about 15 food options.

"And the variety is great, anything from baked spuds to curries, and obviously coffee, ice creams and barbecues, it is going to be fantastic," Ms Pond said.

At 7pm, once everyone has had their fill, it will be time to take your seats and enjoy the show because the carols will be ready to commence.

Local talent such as Emily Rawlings, the Whyalla Players Choir, 2 Mirage, Hold My Beer, the Filipino Choir, Blake Brougham and many more will be there to perform all of your

favourite carols.

"We're also going to have a performance from the Grinch and a visit from Father Christmas," Ms Pond said.

And then to top it all off, Santos, Advancing Whyalla and Des's Transport will be providing free Christmas lights with bus tours operating from December 12 to 14.

The Whyalla City Council would love to hear your feedback for the 2023 Christmas on the Avenue event with their post pageant survey.

A feedback form will be available online or you can visit the Westland Shopping Centre on December 14 from 10am to 2pm to provide feedback in person.

Triple Y Council Show:

Council staff part-take in a council show with Triple Y Radio every fortnight, during the time of promotion (September – December), the pageant survey would have been mentioned numerous times by Ryan Sutherland (Events Coordinator) and Mayor Phill Stone.

Community Engagement

A large quantity of hard copy surveys were printed of the flyer (next page) and handed out to the community. These results were entered into the online survey after it had closed.

Hard copies were available at the following locations: Civic building, Public Library, Visitor Information Centre and Westlands Shopping Centre.



Whyalla City Council

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We would love to hear your feedback about last night's successful Christmas on the Avenue by completing a short survey to let us know what you loved, things to be improved and what you would like to see moving forward!

To complete the survey please click here: <https://bit.ly/3Rvri14>

Ryan and Molly from our friendly team are currently in the Westland Shopping Centre food court area RIGHT NOW from 10am to 2pm to help you complete your survey, so stop by and have a chat! 😊

Hard copies are also available at these locations: The Civic Building on Grundle St, the Whyalla Public Library and Visitor Information Centre.



CHRISTMAS ON THE AVENUE



CHRISTMAS PAGEANT SURVEY

Council is seeking your feedback from the recent Christmas on the Avenue event featuring the GFG Christmas Pageant, the After Pageant Fair and the Whyalla Community Christmas Carols.

**We would like to hear your thoughts
and what you would like to see for these
events moving forward!**

**SCAN HERE TO
COMPLETE
THE SURVEY**

