



Summerama 2018

Sydney Coastal Councils Group
Summer Activities Program

OUTCOMES REPORT





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Introduction

This report provides an overview of outcomes from Summerama 2018, the annual summer activities program coordinated by the Sydney Coastal Councils Group (SCCG) in partnership with its Member Councils.

Summerama is now in its 15th year. The program provides a platform for the community to enjoy, learn about and interact with Sydney's coastline and harbour through family-oriented, educational activities.

Summerama aims to enhance community awareness of sustainable coastal and estuarine management through the coordination of family-oriented, engaging and informative activities.

Established as part of Coastcare week, the program started off as a week of activities amongst a small group of councils. Today, activities span the month of January and range from educational walk 'n' talks to snorkelling, rock pool and wetlands tours, as well as many creative activities for children.

Activities are organised and delivered by participating councils, while the SCCG coordinates the promotional campaign and sponsorship. This collaborative approach facilitates information sharing and extends the reach of promotions regionally, while still allowing activities to be tailored to individual local council areas and community.

In 2018, the National Parks Association NSW hosted a Summerama activity, and SCCG hosted two of its own activities – the Summerama Coastal Explorer Bus Tour and the Long Reef Walk for the Chinese speaking community.

In-kind support was supplied by Member Councils for Summerama activities & SCCG gained financial & In-kind support from the Greater Sydney Local Land Service for the Summerama Coastal Explorer Bus Tour.

Support was also provided by the Australian National Maritime Museum and Transmission Films, through the provision of prizes for the 2018 Photo Competition.

Participating Member Councils in 2018:



2018 Highlights

Summerama 2018 was again a successful program with eight of the ten Member Councils participating in the program by offering activities to the community to raise awareness and appreciation of the coastal environment. The majority of these activities were fully booked with some requiring waiting lists.

Summerama 2018 saw **75** activities planned across **8 participating councils**, with over **5067 participants**.

Activities on offer included favourites such as snorkelling, rock pool rambles, kayaking, walks and talks, and various creative sustainability activities for children. The diversity of activities attracted a range of participants, from school & pre-school aged children through to adults.

Appendix 1 provides a list of all activities offered in 2018.

Table 1: Activities and Attendance

Council	# Activities	Attendees
Northern Beaches	3	103
Mosman	5*	3007
North Sydney	17	394
Willoughby	3	546
Sutherland	1	65
Waverley	6	168
Woollahra	5	60
Randwick City	32	686
SCCG	2	23
National Parks Association NSW	1	15

*Mosman Council hosted 'Shark in a Bus' at Balmoral Beach from Jan11 to Jan 28. During this period, the touring shark museum recorded 2526 attendees (included in total above).

SCCG Activities

In 2018, SCCG were fortunate to receive funding support from the Greater Sydney Local Land Services through the Australian Government's National Landcare Program, to run the Summerama Coastal Explorer Bus Tour. This event saw participants visit three of Sydney's spectacular coastal environments & engage in a range of hands-on activities.

Participants explored Sydney Park Wetlands with Ecologist Arthur White & were fascinated by the complexity of design & macroinvertebrates thriving in the man-made wetlands. Participants also enjoyed exploring the rock pools of Rocky Point (Balmoral), where they were captivated by the interesting creatures found living there. At Chowder Bay, participants undertook a beach cleanup, collecting approximately 55 liters & spoke with Harriet Spark, co-founder of SO Manly, about the impacts of plastic pollution & ways in which they can reduce plastic use.

SCCG also developed a guided rock pool walk of Long Reef with in-kind support from Greater Sydney Local Land Services staff and Aquatic Champions volunteers. This event was specifically aimed at engaging the Chinese speaking community to address the issue of non-English speaking communities often missing out on key messages around safe and sustainable enjoyment of Sydney's coast.

A total of 10 people attended the event this year, including translators, all of which learnt important information about the Aquatic reserve & the biodiversity of Long Reef Rock Platform, which they could then share with their community.



Limitations

Unfortunately, some activities did have to be postponed due to severe weather conditions, however those activities still went ahead during Summerama 2018.

Most events were fully booked, some with waitlists, however not all booked attendees turned up on the day. Unfortunately, some events had as little as 50% of those registered attending the event.

The Member Councils that did not participate cited a lack of resources, including lack of time, staff away over January or leaving their role, & limited funds.

Resources and Sponsorship

Participating Member Councils dedicated one staff member to be the 'Summerama Champion', who was responsible for developing their council's activities and liaising with the SCCG. As Summerama has grown and councils have developed their own resources, some participating councils now have a dedicated budget to deliver the program, whilst others rely on in-kind contributions and internal resources.

SCCG reached out to various potential sponsors for sponsorship of Summerama 2018 & prize donations for the Summerama Photo competition.

The Australian National Maritime Museum kindly donated two family passes for winners of the Summerama 2018 photo competition.

Transmission Films reached out to SCCG with an offer of 5 double passes to the recently released Australian ocean Documentary BLUE. Release dates did not coincide with Summerama; however, the DVD was released on 31st January & SCCG were therefore fortunate to secure 8 DVDs to give away to photo competition entrants.



In 2018, SCCG scoped the possibility of a coastal activities bus tour to engage Sydney residents & visitors with the coast by visiting multiple coastal sites across Sydney's spectacular coastline. The aim of this event being to show participants how they can enjoy, appreciate & protect Sydney's ocean, coast & estuaries. Sponsorship was sought from multiple organisations / companies and we were successful in securing a grant from the Greater Sydney Local Land Services through the Australian Government's National Landcare Program.



**Local Land
Services**
Greater Sydney



Australian Government

**National
Landcare
Program**



The Promotional Campaign

In addition to Member Councils' individual promotions, the SCCG promoted Summerama through multiple channels including web, social media, and mainstream media. An overview of the 2018 promotional activities is provided below.

Website

The Summerama website is a centralised location for Member Councils activities, providing a calendar format and overview of events for the public, linking visitors back to the events/booking page of individual Member Councils. This was found to be successful in streamlining the visitor journey and reducing duplicate bookings. The centralised calendar format has continued to provide a broad overview of activities & make it easy for visitors to the website to find activities not only in their LGA but across Sydney.

In 2018, the website had 1101 page views between 1 December 2017 and 31 January 2018 (compared to 1553 in 2017, 2408 in 2016 and 2684 in 2015). This is likely due to the increased promotion of Summerama by Member Councils and decreased reliance on SCCG to promote activities. Member Council events and activities are increasingly standalone, fully booked and promoted independently to SCCG. This could also be linked to the decrease in the Summerama Facebook page posts compared to previous years.

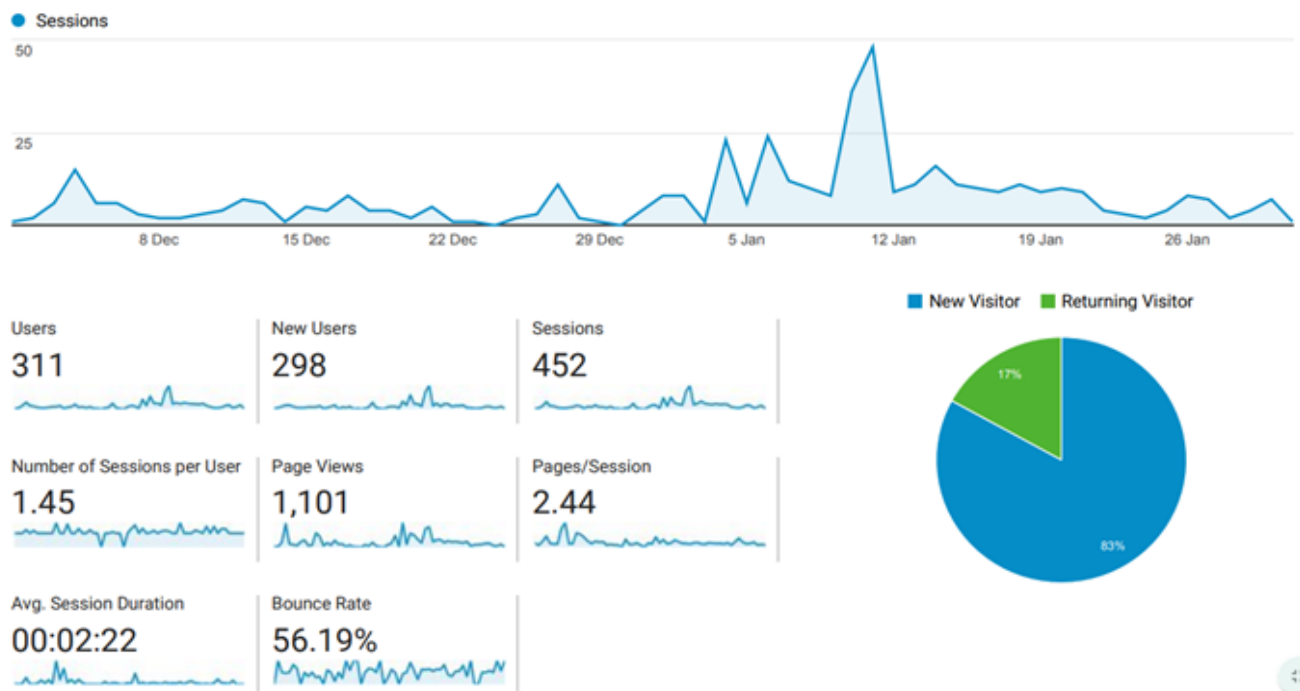


Figure 1: Key website statistics from 1 December 2017 to 31 January 2018

Media

SCCG staff capacity was limited during the 2018 Summerama Program, and media promotion efforts were subsequently reduced compared to previous years. SCCG distributed a media release for the Summerama Coastal Explorer Bus Tour throughout its network, including the monthly newsletter and the website. Additionally, a template media release was made available to Member Councils for promotion of their own activities and events, however, feedback shows that council communications teams have their own media releases and promotional materials. Some councils indicated that their communications teams are hesitant to promote events or activities not organised by council staff.

Despite no mainstream media outlet attention for Summerama 2018 events, attendee levels were high, and activities were successful. As places are limited in many activities there could be less need for coverage by mainstream media outlets to promote events. However, the attention of mainstream media such as Sydney Morning Herald, Good Living and Destination NSW would be beneficial for promoting the overall message of Summerama; enjoying and protecting coastlines. It could also be beneficial for reaching residents outside coastal council areas.

Summerama Champions reported that their activities featured in the following media outlets as per Table 3 below.

Table 3: Media outlets featuring Summerama activities

Council	Media Outlet
Willoughby	A6 program booklet & posters – distributed at community centres, child care centres, libraries and information spaces across the Willoughby LGA, Council Website and Social Media
Mosman Council	Instagram, Facebook, Council Website, Posters and Living Mosman eNews
Randwick City Council	Southern Courier local newspaper, The Beast, flyer, poster, Council website, Social Media, Randwick App and Randwick eNews
Woollahra Municipal Council	Council Website and local media
Northern Beaches Council	Council What's on page, direct email to networks, eNews and social media (boosted post for one event reached 21,667 people)
Sutherland Shire Council	SSC Website and Facebook
Waverley Council	Second Nature e-mail blasts, Mayor's column on the Wentworth Courier and The Beast, Council Website and Facebook, The Beast Online, eNews, e-mails and brochures to local primary schools and radio interview on East Side Radio

Social Media



The Facebook page provided an important platform to promote the Summerama program, especially sharing event information of Member Councils' activities. The Facebook page now has 495 "Likes", up from 468 in 2017 and 451 in 2016.

Throughout the January period 18 posts were made to the Facebook page which reached 2,744 people, including 2 boosted posts for the Summerama Coastal Explorer Bus Tour (1,715 reach). Throughout December 4 posts were made, reaching 538 people, and 3 posts during February, reaching 336 people.

The post that organically generated the most interest was the first post of January, promoting the calendar of activities. This is similar to the reach of posts in 2017, however significantly less people than in 2016 where an external contractor was engaged to manage the Summerama Facebook page, creating 91 posts that reached 5,943 people.

In 2018 SCCG started a Summerama Instagram account (Sydneysummerama) to promote the photo competition being run again this year, however, having only created the account this year, the posts were not able to reach many people (38 people reached through 4 posts).

Most Member Councils do not make much use of the Summerama Facebook page, preferring to rely on their own communication channels, most notably council Facebook pages or webpages which have a broader reach. In the council feedback and analysis, it was reported that the Summerama Facebook page was only used by 3 Member Councils, only 1 of which actively shared and interacted with Summerama posts. In contrast to the Summerama Facebook Page, the Summerama social media posts by member councils reach thousands of people. One reason for the limited reach & engagement with the Summerama Facebook page could be the lack of posts throughout the year from February to November. This could be improved if posts were made periodically throughout the year (e.g world oceans day, sea week).

Photo Competition

The Summerama photo competition was run again this year, receiving 8 entries from 6 entrants. This result was similar to previous years where the number of entries was quite low. The aim this year was to run the photo comp through Instagram, which is a more image-based social media platform than Facebook, so that it would be easier for participants to enter than previous years where entries were via email. Logistically this was not possible within the Summerama timeframe and having only just created the Instagram account & therefore not having any followers. The decision was made to run the photo competition through Facebook. Of the six councils who provided detailed promotional feedback, only one council was able to assist in promoting the competition because most other councils had staff away or had already sent their activity promotion materials/requests to their communications teams before photo competition details were finalized & distributed.

Council Resource Kit



As per previous years, participating councils were provided with a resource kit that contained web tiles, blurbs and logos to promote Summerama directly through Council and local media channels. The kit also included examples of Facebook and twitter posts for Councils to use, and colouring-in templates for councils to use at children's activities or larger 'drop-in' events.

Of the eight Member Councils involved in Summerama, six provided in-depth analysis of activities and feedback. In total, five of those six Councils reported that they had used the logo on their promotional materials and only one council reported using the colouring templates.

No councils reported using other Summerama promotional materials as their respective councils have their own promotions, images & activity sheets.

Feedback from Summerama Champions in previous years suggest that most participants find out about the activities through local media channels such as council newsletters and websites, as well as the local newspapers and flyers mail dropped to residents or available at community centres, library etc.

Evaluation

The 2018 Summerama Reporting Template included questions relating to the program's promotions and Member Council's use of SCCG promotional materials and other resources. Summerama Champions were asked to provide this feedback in order for SCCG to evaluate the 2018 Summerama program and the role of SCCG in supporting Member Councils. Of the eight participating Member Councils, six provided detailed feedback on the 2018 program. The information gained has been reviewed and aligned with the results of *SCCG Community Outreach Workshop 13 October 2015* which surveyed Member Council's views on community outreach activities (including Summerama) and the support offered by SCCG, with recommendations for improvement.

Attendance

Most events were well attended, and many were fully booked. A small number of activities had to be either postponed or relocated due to large swells, and some activities had reduced attendance likely due to unfavourable weather conditions.

In the past couple of years, some Member Councils have started charging a minimal fee for activities with the aim of reducing the number of people who book but do not attend activities. This appears to increase attendance rate and other councils may consider doing this in the future. One Member Council reported that despite two of their free activities being fully booked, they recorded only 50% attendance. One Council commented that a few of their usually most popular activities were down on numbers this year (75% booked, down from close to 100% in previous years).

The attendance figures for each event were gathered throughout Summerama activities from participating Member Councils. The total recorded was over 5067 attendees across 75 events. This figure includes Mosman Council's "Shark In A Bus" which was open to the public every day for 18 days. During that period, "Shark In A Bus" recorded 2526 visitors to the mobile museum.

In 2018 Member Councils organised a number of larger events, festivals, and movies screenings which may explain the higher than average attendance rate this year.

Participant Satisfaction

As in previous years, participant satisfaction was again very high in 2018. No negative feedback from participants was reported to SCCG. One attendee that took part in Mosman Council's Rethink Rubbish Pop Up: Two Hands Project (Upcycling old t-shirts) activity said:

"I'm really behind this. It's the best thing you've done down here and the whole beach is talking about it"

Many participants from Randwick Council's snorkelling activities, rock pool rambles, Botany Bay boat tours & Sharks talk gave feedback on how amazed they were to discover what is living just below the surface & how important it is to protect our coastal environments and its inhabitants.

Dr Rip was a popular activity again in 2018, with five talks across three Council areas. Participants felt it was really valuable to learn to read beach and ocean conditions, in order to enjoy the beach safely. One participant commented that they "love beaches and respect them".

Waverley Council reported that people were very happy with the Summerama activities that they attended. Of note were the interactive events that provided opportunities to engage with coastal creatures and products in the coastal environment, especially the parent of a child that attended the Backyard Bugs Adventure who commented, "Great activity, loved the fact that children could see and touch the animals".

The SCCG's Summerama Coastal Explorer Bus Tour had very positive feedback from all attendees, one commenting that her daughter (age 8) was excited to meet her first real marine biologist as she wants to be one herself.

Promotions

Utility of the SCCG's promotional materials and event coordination activities was generally rated low, councils are now capable of providing these services independently. For many councils, the program forms part of ongoing community engagement activities, for which they have existing promotional channels and administrative systems. The majority of participants find out about Summerama activities through councils' own networks, or via local print media, rather than the Summerama website or Facebook page.

All Councils indicated that they promote their events through Council websites and what's on pages, many displayed posters at community centres, libraries, Council childcare centres and other local hotspots. Most Councils used social media to promote their Summerama events and a couple of Councils reported paying for boosted Facebook posts, including one Northern Beaches Facebook post boosted for \$100 that reached over 21,000 people. Willoughby Council also advertised their events/Summerama on 'Ella's List' and 'North Shore Mums' two popular websites dedicated to daily ideas & children's activities for Sydney & North Shore mums (www.ellaslist.com.au & www.northshoremums.com.au). Waverley and Randwick Council were the only two councils to report local media coverage, including articles and mentions in "The Beast", "Southern Courier" & "Wentworth Courier" papers, plus a radio interview

Prior to Summerama 2019, it is worth evaluating the relevance and purpose of SCCG media coverage and promotions as events are often at capacity. Media coverage may still be beneficial in promoting the overall message of Summerama and engaging Sydney residents outside coastal council areas.

The SCCG *Community Outreach Workshop 13 October 2015*, identified common audience 'gaps' in Member Councils' community outreach programs, including people in their 20s-30s, and Culturally and Linguistically Diverse (CALD) communities. These gaps could be potentially better addressed through the Summerama Facebook page, as 31% of the page's followers are between 18-30 and there are followers from 29 different countries. Targeted paid posts may be useful in engaging these groups, as the organic reach of the Facebook page is limited (due to its limited use throughout most of the year). In 2018, SCCG worked closely with Greater Sydney Local Land Services (GSLLS) to promote the Chinese Speakers Long Reef Guided Rock Pool Walk through their Chinese 'Aquatic Champions' group. Willoughby Council also noted promoting this event via email through their multicultural centre, if other Member Councils have similar centres or community groups it could be beneficial to promote specific events directly to them.

The Theme

Following Member Council feedback, it was deemed unnecessary to have a specific theme for Summerama 2018, promoting Summerama as widely 'caring for our coast'. Without a specific theme, Councils were less restrained in the activities they organised & it gave participants an opportunity to experience many different aspects of the coastal environment from learning about the amazing biodiversity along our coast, to how to identify rips and stay safe in the ocean. This year a number of Member Councils also ran some fantastic sustainability activities.

The SCCG's Future Role

The future of SCCG's role in Summerama has been debated for the past few years by some Member Councils, and the feedback from the 2018 event highlights the benefits of Summerama as a broad overarching banner under which SCCG and Member Councils can promote 'caring for the coast' whilst also enjoying it safely.

Champions that provided comment on the role of SCCG in Summerama identifies their Council's comprehensive program that would stand alone regardless of SCCG involvement. However, each Champion generally also acknowledges the benefit of involving their activities under the broader campaign and banner of Summerama. Feedback on the role of SCCG in future Summerama programs was limited this year due to many staff changes among Member Councils and therefore new Summerama contacts could not provide as much insight. Feedback received did however still paint a positive picture for the importance of the Summerama Activities Program in coastal education of the Sydney community.

"Council's Marine and Coastal Discovery program is comprehensive. I think Summerama is great in focusing attention on the whole of the Sydney coastline and all the Council's involved"

"The program provides a great opportunity to raise awareness about the local coastal biodiversity and issues affecting it"

Conclusion

The Summerama Activities Program should be recognised for its achievements over the last fifteen years, in enhancing community awareness of coastal processes, habitats and life, and connecting the community to the coast.

Summerama continues to provide an opportunity for the SCCG and its Member Councils to engage with the Sydney community on the coast in a fun and informative way. Participation in Summerama activities is persistently strong and feedback from participants is overwhelmingly positive.

The consistent demand for the activities offered by Summerama, the number of activities offered, and the diversity of participants involved continue to be key strengths of the Summerama program. The SCCG have continued to tailor the program each year based on Member Councils' feedback to ensure that it achieves its key objectives.

In the early years of the Summerama Program, the SCCG played a much larger role in assisting councils with direct promotion, planning and organisation of activities and speakers. Many Member Councils had resource limitations and environmental education programs were not extensively offered, particularly coastal-based educational activities. However environmental education programs have become part of the 'mainstream' of a number of Member Council programs. Many Member Councils that once relied heavily on the SCCG to implement the Summerama Program are now largely self-sufficient when it comes to organising and promoting summer coastal activities.

Summerama is a valuable program for its ability to promote the overall message of caring for coast, engage a wide range of participants across Sydney, and connect people with the coastal environment. SCCG will continue to work with Member Councils to determine how SCCG can enhance its support and continue to deliver a successful Summerama activities program in the future.

2018 List of Activities

(ordered by council)

Council	Date	Activity Name
Mosman	11/01	Rethink Rubbish Pop-up: Reverse Garbage
Mosman	18/01	Rethink Rubbish Pop-up: Two Hands Project
Mosman	21/01	Rethink Rubbish Pop-up: Seaside Scavenge
Mosman	25/01	Rethink Rubbish Pop-up: Circus Solarus
Mosman	11/01-28/01	Shark in a Bus
North Sydney	15/01	Shark Lady
North Sydney	15/01	Pavement Graffiti
North Sydney	16/01	Story Time & Craft
North Sydney	16/01	Fairy Trail (Berry Is Reserve)
North Sydney	17/01 & 24/01	Family Kayak (x 4 sessions)
North Sydney	18/01	Drawn To Nature
North Sydney	18/01	Pirate Island Escape Show
North Sydney	19/01	Beach Art
North Sydney	22/01	Under The Sea Show
North Sydney	23/01	Scats & Tracks
North Sydney	23/01	Flower Pot Craft
North Sydney	23/01	Spotlight Walk & Talk
North Sydney	25/01	Reptile Show
North Sydney	25/01	Shadow Puppets
Northern Beaches	25/01	Dr Rip – Science of the surf – Warriewood
Northern Beaches	25/01	Dr Rip – Science of the surf – Manly
Northern Beaches	31/01	Sydney's Cryptic Coral's – Science talk
NPA of NSW	18/01	Dragons of Sydney' for Summerama
Randwick	11/01	Walk the Fort guided tour
Randwick	11/01	Snorkelling at Bare Island Beginner
Randwick	11/01	Snorkelling at Bare Island Intermediate
Randwick	12/01	Kamay Botany Bay Guided tour by Adventure Boat
Randwick	12/01	Botany Bay Adventure Boat Tour
Randwick	13/01	Snorkelling at Clovelly – Beginner
Randwick	13/01	Snorkelling Gordons Bay - Intermediate
Randwick	16/01	Catchment to Coast, Fred Hollow's Reserve 'Walk & Talk'
Randwick	17/01	How the coast was formed 'Walk & Talk'
Randwick	17/01	Dr Rip's Science of the Surf Talk at Coogee
Randwick	17/01	Sharks! Talk at Coogee
Randwick	18/01	Dr Rip's Science of the Surf Talk at South Maroubra (with dye release rip identification demonstration)
Randwick	18/01	Rockpool Ramble - South Maroubra

Council	Date	Activity Name
Randwick	19/01	Rockpool Ramble - South Maroubra
Randwick	19/01	A Discovery of Coastal Birds at South Maroubra
Randwick	20/01	Sea Kayaking at Malabar Beach
Randwick	20/01	Sea Kayaking at Frenchmans Bay
Randwick	10/01	The Amazing Drumming Monkeys
Randwick	23/01 (rescheduled from 15/01)	Learn to Surf at Maroubra – kids
SCCG	27/01	Long Reef Guided Rockpool Walk – Mandarin Speakers
SCCG/GSLLS	28/01	Summerama Coastal Explorer Bus Tour
Sutherland Shire	17/01	Science of the Surf 2018 – North Cronulla
Waverley	14/01	Backyard Bugs Adventure
Waverley	14/01	Under the Sea Adventure
Waverley	14/01	Nature Craft
Waverley	14/01	Recycling Challenge
Waverley	17/01	Breakfast with the birds
Waverley	24/01	Family Bush tucker walk and tasting
Willoughby	19/01	Chatswood Family Fun Day – Deep Sea Virtual Reality Experience
Willoughby	19/01	Chatswood Family Fun Day – Rangers on the Run
Willoughby	19/01	Chatswood Family Fun Day – Finding Dory Movie Screening
Woollahra	12/01	Snorkelling tour
Woollahra	12/01	Snorkelling tour
Woollahra	16/01	Rockpool Ramble
Woollahra	20/01	Snorkelling tour
Woollahra	20/01	Snorkelling tour



