

GEELONG DESIGN WEEK

2023
EVENT
REPORT





Summary

In 2017, the City of Greater Geelong was awarded the UNESCO Creative City of Design designation. Six years on and we are now reflecting on the fourth Geelong Design Week program as we build our reputation as a clever and creative region.

Geelong Design Week 2023 was held during 19–29 October with a huge surge in interest from the public. Record attendance numbers of more than 17,000 were boosted by popular events hosted at the Geelong Arts Centre and the Geelong Gallery – with these two major venues reaching a combined audience of more than 9,700 during the 11 day program.

Delivered within a short timeframe and with restrained resources, Geelong Design Week 2023 was

tightly and purposefully curated with a provocation of 'Design for Humanity'. This reflected Geelong's history of reinvention and our ability to make new uses of old – in place, space and the built form.

The 2023 program featured 52 events with more than 907 hours of content across 13 locations. This year's Geelong Design Week involved 114 partners that were engaged either as exhibitors, presenters, services or suppliers.

60 speakers and 20 exhibitors brought together local designers, dove into Geelong's design heritage, and offered firsthand experiences with groundbreaking urban design, architecture, and fashion design.

The children of Geelong were invited to engage in building and envisioning a sustainable city and future and over 5,000 people experienced The Indirect Object's Chromatica installation at the Geelong Arts Centre.

Opening up access to historic structures such as Customs House as an Architecture and Design Hub was indicative of the connection to place and design that proved popular in 2023.

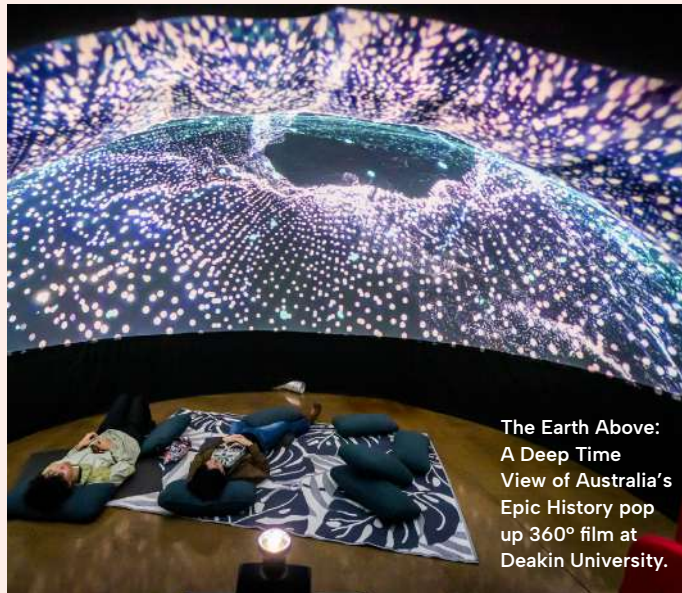
While 45% of attendees heard about Geelong Design Week via word of mouth, media coverage was estimated to reach an audience of 10,280,949.

While the audience hailed primarily from Geelong and surrounds (67%), 26% of attendees journeyed

from the Melbourne Metro area – compared to 8% in 2022 – and 1% travelled from interstate, indicating an expanding regional and national heightened awareness in Geelong Design Week.

As a result, visitors boosted our local economy by over \$1.65 million.

We trust you find this report useful, and we look forward to delivering Geelong Design Week 2024 and beyond.



The Earth Above:
A Deep Time
View of Australia's
Epic History pop
up 360° film at
Deakin University.



Tim Ross 'Designing a Legacy'
live show at Customs House.
Photo by Patrick Callow.

Background

Geelong Design Week is an annual celebration of Geelong's global recognition as a UNESCO Creative City of Design.

It acknowledges our commitment to use design and creativity to build a more sustainable, resilient and inclusive future.

Geelong has a proud history as a creative city and leader in design. Design is a driver of Geelong's economic and creative sectors and as a city we are committed to advancing research, innovation and strengthening international cooperation.

The Geelong Design Week program is an initiative of the City of Greater Geelong to engage the community in a high quality and inclusive program that showcases local design talent and creative endeavour while attracting visitors from near and far.

For more information about our UNESCO Creative City of Design designation visit: geelongcityofdesign.com.au

Attendance and impact

Over the 114 businesses engaged 51.7% (59) businesses were from Greater Geelong, 33.3% (38) from Melbourne, 6.1% (7) from the Surf Coast, 3.5% (4) from Regional Victoria, and 2.6% (3) from New South Wales.

Geelong Design Week 2023 featured a surge of interest with 17,288 attendances at events across the 11-day program. This was an increase of 172.6% from 2022 (6,343).

A bulk of the attendances can be attributed to programmed events at both the Geelong Arts Centre (5,053) and the Geelong Gallery (4,687).

High-level estimates using REMPLAN suggest that the impact of visitors from outside Greater Geelong who attended Geelong Design Week events injected \$1.65m* revenue into the local economy over the 11 day period.

**This economic data was only based on attendance figures (5,581) where postcode data was collected. With improved, shared ticketing systems, data collection and analysis would be more accurate and impactful.*

52 events which
included 907
hours of content

13 locations

60 speakers

114 businesses were
engaged either as
partners, services
or suppliers.

Audience data

The Geelong Design Week brand continues to grow outside of the Geelong region and appeal to an increasingly younger audience. In 2023, we saw more young people and people from Melbourne attend the program. Word of mouth has grown to be the key source of referral to attend which suggests that we are creating the necessary 'buzz' with target audiences.



Place of residence

67% from Geelong and surrounds

26% from Melbourne Metro

6% from regional Victoria

1% from interstate

1% from overseas

Demonstrating the growth and reach of the Geelong Design Week brand, 1% of attendees were from interstate and 1% from overseas. This is the first record of interstate visitation to the program which highlights the importance of the social media partnerships brokered by Tourism Greater Geelong & the Bellarine.



Demographic

Age groups

60+ 27%
(down from 37% in 2022)

50–59 20%
(down from 22% in 2022)

40–49 19%
(equal to 2022)

30–39 16%
(up from 13% in 2022)

20–29 6%
(equal to 2022)

Under 20 2%

Male / Female

63% Female

33% Male

4% Unspecified

Geelong Design Week continues a trend of attracting a predominantly female audience.



Participation

While there was a significant decrease in the number of people attending a single event, there were strong increases in the number of people who attended multiple events in 2023. This could be due to the more curated nature of the program in 2023 which the tighter focus on design.

2023

56% attended 2–4 events (increase from 30% in 2022)

32% attended 1 event
(decrease from 65% in 2022)

12% attended 5 or more
(increase of 5% from 2022).



Events of interest

Exhibitions 60%
(doubled since 2022 – 30%)

Panel discussions 59%
(up from 14% in 2022)

Live shows/speaker events/ presentations 49%

Installations 33%
(large increase from 2022 – 13%)

Workshops 31%

Guided walking tours 30%

Networking events 26%

Meet and greet experts 17%

Immersive Experiences (i.e. Snorkelling) 12%

Other 1%.

There was a sharp decrease in interest for Open Studios as this element was not delivered in the 2023 program (2022 – 14%).



How did people find out about the event?

There was a sharp increase to 45% in word of mouth communication in 2023 (23% friend referral in 2022), which could infer a greater level of awareness in the community of the program generally. Assuming a growing subscriber base or use of email newsletters, this category also grew to 20% in 2023 from a base of zero recorded in 2022.

2023

Word of Mouth 45%

Social Media 25%

Email newsletter 20%

Website 18%

Previously attended 10%

Print advertising 7%

Other 6%

Digital engagement

Social media reached 121,938 accounts through City of Greater Geelong owned, paid and influencer social posts.



Social media data

Influencer reach 3,813

City of Greater Geelong (paid) reach 45,924

City of Greater Geelong (organic) reach 72,201

Total reach 121,938



Email marketing

Six email newsletters were distributed to an overall database of 10,542 receiving 4,638 opens, which equates to an open rate of 43.96%.



Website data

Web users:
8,878 users (9,987 in 2022)

Web Page Views:
32,916 (29,640 in 2022)

New users:
99% (41.5% of these were attributed to Melbourne, 20.43% couldn't be identified due to new privacy technology, 8.6% were attributed to Geelong and 4.4% were attributed to interstate visitors).



How did users navigate to the website?

55% direct entry of geelongdesignweek.com.au into their browser (39% in 2022)

20% direct click from organic social media (30% in 2022)

18% via organic search 'Geelong Design Week' search (23% in 2022)

5.5% via referral pages

How did users view the website?

57.5% via desktop (46% in 2022)

41% via mobile (49% in 2022)

1.5% via tablet (5% in 2022)



Attendees at the Open House Melbourne event 'Your Geelong: Past, Present & Future Family Workshop'



'Chromatica' Installation at Geelong Arts Centre. Photo by Peter Foster.



Visitors of the launch event for 'Kungka Kunpu (Strong Women)' exhibition at Geelong Gallery.

Highlights

Refreshed and reinvented this year's content shared objects and things, interactions and systems, services and experiences, and a robust demonstration of what lies beneath the invisible fabric of Geelong. Design shapes our city and this was evident through the 2023 program.

Geelong Design Week 2023 advanced our knowledge of design in a range of sectors including communication design, textile and material design, architecture, interior design and product design. It encompassed a range of leading venues, including the Geelong Arts Centre, Geelong Library, Geelong Gallery, Deakin University, the

National Wool Museum and two new locations – Customs House and Wurriki Nyal Civic Precinct.

The provocation of 'Design for Humanity' allowed a dynamic program to emerge that shaped the activities on offer this year: from urban walks and underwater tours, to talks and panels, parties, exhibitions, and workshops.

Numerous activities and events were singled out for their contribution to the program. However, the exceptional attendance figures at both the Geelong Arts Centre and Geelong Gallery warrant special recognition.

The Indirect Object's Chromatica

Installation at the Geelong Arts Centre was a free event open during Thursday 19 – Saturday 21 October. Playing with colour and light to become mesmerising patterns, the Chromatica Installation turned a classic childhood kaleidoscope into a large-scale interactive artwork. With 5,053 people experiencing this installation it can proudly claim the largest single attendance record in Geelong Design Week history. This exceptional result could also be reflective of the trend for the audience's strong interest in immersive experiences.

The Geelong Gallery hosted two events: The Housing Question and Kungka Kunpu (Strong Women).

These two events combined to reach attendance figures of 4,687 over 11 days.

Telling the inspiring tale of women supporting each other across generations, Kungka Kunpu (Strong Women) was expressed through exemplary paintings, large-scale woven sculptural installations and moving image. In the Housing Question, collaborative video work by Helen Grace and Narelle Jubelin explored contemporary ideas about house and home through two modernist homes in Sydney and Madrid.

The exceptional increase in attendances for 2023 can be attributed to strong interest in

these three events in our cultural precinct and showcases the significant role our cultural precinct can play in collaborative events for the community.

Formal recognition of projects included in this year's program include Deakin's Perpetual Pigments: Sustainable Colour Continuous Culture exhibition. This participatory, 'art meets science', exploration displays the results of testing the effectiveness of recycled pigments from discarded textiles and fabrics for visual art practice by First Nations artists.

Perpetual Pigments was announced as the winner of the 2024 International Anthem Awards in



Attendees experiencing the 'House of Fast Fashion' installation at National Wool Museum



Kate Heppell with Kip & Co's new homewares collection in collaboration with Ernabella Arts.

the Sustainability, Environment & Climate category.

The Dell Eco Reef Snorkelling Tour was a chance to deep dive into design.

Alex Goad of Reef Design Lab and Bay City Scuba provided a breath-taking opportunity to hear about this incredible project, then snorkel in an artificial reef. The Dell Eco Reef at Clifton Springs comprises 46 sculptural wave units and is a groundbreaking initiative that merges innovative technology and ecological expertise to enhance coastal defence.

The Dell Eco Reef was announced as the winner of the international

Dezeen Award for Sustainable Design (Building Product) of the Year 2023.

Engaging with young people was a strong theme in 2023.

At the Geelong Tech School, the Industry Design Sprint was a one-hour session where attendees heard from Year 8-10 students from across Geelong who had been collaborating, ideating and prototyping designs to develop innovative solutions to help address challenges presented by local industries.

As part of this year's Geelong Design Week program, the biennial We The Makers Sustainable Fashion

Prize returned and attracted over 100 expressions of interest from emerging designers across the world. Delivered by the National Wool Museum, the fashion and fibre program extended to fabric installations, open catwalks showcasing DIY fashion shows and local makers takeovers, all exploring fashion's sustainable future.

"The Industry Design Sprint: This event concerning six teams of young students being alerted to industry challenges, researching them, coming up with real solutions and presenting them to us was delightful. Their modelling and presentation skills were awesome. Well done, Teams!"

"I am lucky enough to teach Design Thinking in a Geelong school. I seek out the activities and events for Geelong Design Week each year and loved the opportunity to create together with my daughter in the family workshop."

Geelong Design Week received significant support from local and state-wide media outlets with an estimated audience reach of 10,280,949 through media publications (print, online, radio & external electronic direct mail). This compared favourably to a 2.5 million reach in 2022 with a 400% increase in audience.

State-wide highlights included a half-page article in The Age about The Dell Eco Reef as part of Geelong Design Week, radio interviews with Geelong Design Week ambassador and show host Tim Ross on ABC Radio Melbourne, an article on Geelong Design Week events in Architecture & Design and Architecture AU as well as an article and event listing on Urban List.

Local media highlights included Tim Ross' interview on KRock's morning show with Tom, Lingy

& Loggy, an article with Kip&Co co-founder Kate Heppell in the Geelong Times, Perpetual Pigments exhibition featured on Sustainability Victoria, Geelong's UNESCO City of Design article in the Geelong Advertiser, and an event highlights celebration in the Geelong Independent.

In a collaboration with Communications Collective, a PR strategy and influencer campaign for Geelong Design Week was developed. Briefs were turned around in a very short timeframe with exceptional results. Communications Collective was also engaged to focus publicity on Melbourne metropolitan, Ballarat, Bendigo and Surf Coast media, design publications and audiences while the City of Greater Geelong team focused on local reach. This proved to be a good strategy to build on for future years.

Back for 2023, Geelong Design Week (GDW) is an annual community celebration of local talent, excellence and Geelong's designation as Australia's only UNESCO City of Design.

The program, running from October 19-29, features a range of installations, exhibitions and workshops, as well as walks, talks and tours that will investigate and illustrate the vital role design plays in everyday life.

Deakin University will host and co-host six free events at its waterfront campus.

Led by design experts from Deakin's School of Architecture, the program will have a major impact on the community," she said.

With world-class facilities and ranked in the top 10 Australian universities for architecture and built environment (QS World University Rankings by Subject 2023), Deakin is at the forefront of design problem solving across the architecture, industrial design, engineering, materials science, communication design and information technology disciplines," she said.

Deakin design students have kicked off the waterfront events with an exhibition of real-world design solutions to social problems through in-

PERPETUAL pigments: sustainable colour continuous culture, October 21, 10am-4pm. This participatory "art meets science" exhibition displays the results of a world-first research project led by Deakin's Institute for Frontier Materials, where extracted pigments from discarded textiles are used for visual art practice by First Nations artists.

ACCELERATING change through green infrastructure and design, October 25, 5pm-7pm. Learn about what's happening in green infrastructure and design and how things such as green walls, roof gar-



Professor Tuba Kocaturk, deputy head of Deakin's School of Architecture and Built Environment with design work. Picture: Deakin University



**Custom
made
designs**

Architect Julie Pham, K/S Furniture's Lisa Cunningham and wallpaper designer Marie Wilder in Customs House with some of their designs. Pictures: Brad Flood



• NEWS
ong's
roach



Strat Gear
Enthusiasts



Design Week ready to kick off

Garment Design Week (GDW) will feature more than 50 exhibitions, talks, film premieres, and unique experiences on all things design, architecture, fashion, green clothing and textile waste and participate in a runway show.

The DNY or DfE Fashion Show and Cocktail Party featuring East Jaden's at the

the region's willingness to be adaptive and forward-thinking community system to be recognized and Creative.



Chelsea Bunting
Historic Customs House in
central Geelong is open to
the public for the first time as

BUILD AUSTRALIA

NEWS PRODUCTS LEADING DESIGN MEDIA STRUCTURES CLIENTS PRODUCTS AND SERVICES

at 6 W Retirement living could reduce aged care costs

Creativity and inspiration to flourish during Geelong Design Week

10 Dec 2023

The image shows a collage of vibrant, abstract art pieces, likely part of the Geelong Design Week exhibition. The art features bold colors and geometric patterns, creating a dynamic and creative visual experience.



Use for a
swave events
of architect
S Furniture's
ham and
per Moore

James "J" Clark, who also
designed the New Treasury
Building in Spring St.,
Melbourne, and the Geelong
Supreme Court in Myers St.,
which has since been

century. Customs House
was constructed in a colonial
Georgian style for which Mr.
Clark was famous, using
Barabool freestone and
bluestone with a slate roof.

the council was thrilled to
open the building for the
public to explore and get to
know our region's design
history.

Customs House will open

show at
were built
ing the lives

demanded
the most
of the great
of colonial
Australia in the 19th

While no larger used for
the original purpose, it was
renovated in 2012.
Major Trent Sullivan said

For more information, visit
geelongdesignweek.com.au
October 29

—CLUB
Kipp
colour
Katie Hap

Top tips for families to during Geelong Design Week

There are several free events going on during Geelong Design Week, which runs from October 29 to November 4. The week is a celebration of the city's creative and design community, and it's a great time to see some of the best local talent. Here are some top tips for families to make the most of the week:

1. Plan ahead: Check the Geelong Design Week website for a full list of events and venues. Many events are free, but some may have a small fee. Plan your itinerary accordingly to see as many events as possible.
2. Go early: Many events start at 10am or 11am, so arrive early to get a good spot. This is especially true for outdoor events where the sun is shining.
3. Bring a picnic: Many events are held outdoors, so bring a picnic to enjoy on the grass. This is a great way to spend the day with your family.
4. Wear comfortable shoes: You'll be walking a lot, so wear comfortable shoes. This is especially true if you're attending events in the city center.
5. Bring a bag for your kids: Many events have activities for kids, so bring a bag to carry their things. This is a great way to keep them entertained and happy.
6. Stay hydrated: It can get hot during the day, so bring water for your family. Many events have water stations, but it's always better to have your own.
7. Be respectful: Geelong Design Week is a celebration of the city's creative community, so be respectful of the artists and their work. Don't touch the art, and please don't drink or smoke.
8. Have fun! Geelong Design Week is a great time to see some of the best local talent, so have fun and enjoy the week.

There are a number of events going on during Geelong Design Week, including:

- The 2012 Art Market: A collection of over 100 local artists and designers selling their work.
- The 2012 Craft Market: A collection of over 100 local crafters selling their work.
- The 2012 Design Market: A collection of over 100 local designers selling their work.
- The 2012 Fashion Market: A collection of over 100 local fashion designers selling their work.
- The 2012 Home Market: A collection of over 100 local home designers selling their work.
- The 2012 Kids Market: A collection of over 100 local kids' designers selling their work.

For more information, visit geelongdesignweek.com.au



Geelong Design Week is a celebration of the city's creative and design community, and it's a great time to see some of the best local talent. The week runs from October 29 to November 4, and there are a number of events going on, including art markets, craft markets, design markets, fashion markets, home markets, and kids markets. For more information, visit geelongdesignweek.com.au



Following the 1994 eruption, scientists used the white shells of bay mussels found at each of the 10 typical stations of the transect diversions. These shells show the long-term effects of the acid rain on environmental conditions, such as

Independent

FREE DIGITAL EDITION

Design Week comes alive

[illegible]

Satisfaction and connection

An online survey was emailed to 870 registered event attendees which included 28 questions with a mix of closed-ended (rating scales) and open-ended questions to gather both quantitative and qualitative data. A total of 91 surveys were completed.

Overall, 90% of attendees rated their Geelong Design Week experience as "Excellent" or "Good."

What we did well

Our survey results showed that attendees rated very highly (85–94%):

- Their ability to participate in community activities;
- Their positive feelings about their community's future and cultural contribution; and
- The positive and local impact of Geelong Design Week.

We also rated highly (79–84%) in delivering:

- A well-produced and presented event;
- New learning outcomes;
- Access to cultural activities;
- Pride in their local area; and
- Activities people were willing to travel for.

What needs improvement

Our survey results showed that attendees wanted more connection to the community and Geelong's shared history, and a greater share of diverse voices to feel more welcome and included.

COMMENTS FROM OUR AUDIENCE

"The artists' statement of the art installation 'The Housing Question' followed by the discussion panel. Really made me rethink urban housing design and the right to have a safe place to live."

"I think it was great that Melbourne Open House participated in the event and were able to reach a wider audience. I really enjoyed the presentation by Bruno Mendes of Woods Bagot about the new Convention Centre Precinct. All the talks and presentations and events that I attended were of a very high standard."

"I was looking for something 'designy' to do on my day off and this popped up on my socials, so I thought I'd come by. Really enjoyed taking part in the Urban Design Walk and Wurriki Nyal Tour."

"I didn't know that Geelong was a UNESCO City of Design! And the only one in Australia! That's something we can be really proud of – and we should be teaching the kids at school, too."

"I just moved here four months ago and am certainly not an 'arty' person but I've been to four Geelong Design Week events and have definitely been inspired by the creative talent in the region."

"I did a lot during Geelong Design Week – tours, walks, kids workshop and exhibitions – really enjoyed the many events and that all events were family friendly and I could bring my son along. It's definitely made me more appreciative of Geelong's architecture and makes me feel more connected to the city."

COMMENTS FROM OUR HOSTS

Members consider that this year Geelong's UNESCO Design Week 2023 was much better served by being run from the Arts and Culture Department, as Design is an integral part of their work in supporting the municipality's culture...The Branch hopes that eventually Geelong will have a UNESCO Design Centre with a dedicated staff able to run Design events year-round, from changing displays about local inventors, inventions and design to exhibitions of student work and University developments, with outreach to smaller Greater Geelong towns, architecture tours, and tours of our outstanding heritage buildings.

Graham Hobbs

President, National Trust – Geelong Branch

Thank you ever so much for all your support with our 'Grounded' Exhibition.

The response we are receiving after the event is overwhelmingly positive. We have been invited to present at Science Gallery Melbourne, and potentially evolve the project for Melbourne Design Week with Communications Collective. We are already planning for next year to continue the momentum.

Sacred Heart College

A comment I heard quite often, by the public and professionals was, it is surprising to see so many architectural practices exist in our region. It has been motivating to have Greater Geelong value design, to allow emerging and experienced creatives to gather in the significant venue of Customs House.

Irons Architects

Areas of focus

After hosting the 2022 Geelong Design Week event, a consultancy was commissioned to assist us to establish objectives, define branding opportunities and broaden thinking to help plan more strategically for 2023. This process was coupled with a review of the qualitative and quantitative feedback from our survey, focus groups and direct program feedback.

We found that the overwhelming view was for Geelong Design Week 2023 to be:

- More tightly curated;
- Have a much stronger link to design; and
- Include a more diverse group for planning and decision-making.

Part of the challenge in delivering 2023 was due to a changing internal environment at the City of Greater Geelong and a restriction on resources with shorter time frames. As a result, we focused on the objectives of a more tightly curated program with stronger links to design.

The report card below aims to track our progress against focus areas in four areas: programming, process, promotion and partnerships.

PROGRAMMING			
2022 FOCUS AREA	2023 RESPONSE	PROGRESS	
The lack of clarity regarding 'what is design?' This focus area also delivered on aspirations and feedback from previous GDW evaluation reports.	The Curatorial Group agreed on a definition of 'design': Good design has purpose, follows a process and solves a problem –for this reason it is not art, but it is creative. It is human-centric and for the benefit of all people (and living things). Takes us from now into the future with curiosity and care.	In 2023, the program was far more tightly curated to reflect the agreed 'design' definition. Agreement on the 2023 provocation of: 'Design for humanity.'	
The need for parameters on the program content with a clear vision for delivery.	The program was contained to seven partner organisations within CBD precincts and there was no public expression of interest process for 2023. This enabled for the 'design' definition to be curated tightly within an environment of restrained resources and timeframe.	These tighter design parameters were based on ANZSIC industry codes related to design and included advice from the Curatorial Group and Working Group of other categories of practice to inform the focus for the 2023 Geelong Design Week program.	
Aim to ensure higher levels of content from the local design industry.	Concerted effort to use local designers in delivery of program content.	Held a local designers showcase at Wurriki Nyal and Customs House. Architecture Hub Speaker Series featuring local architects. Collective Architecture Exhibition by architects from Geelong & the Surf Coast. Five local Geelong creatives shortlisted for We The Makers Sustainable Fashion Prize at the National Wool Museum	
Ensure where possible to program with minimal event clashes or crossovers.	The 2023 program managed to have only two occasions over the 11 days where there were 3 or less events at the same time. When scheduling and cross over, the organisers ensured these events were of differing content to minimise competition for audiences.	Continue to plan for a diverse program with minimal event clashes to maximise audience attendance.	



Achieved



In progress



Needs improvement



Yet to start

PROCESS

2022 FOCUS AREA	2023 RESPONSE	PROGRESS	
The need to have a greater diversity of views regarding planning and decision-making.	Due to tight timeframes and resources, the delivery of GDW in 2023 did not provide opportunity for early and deep engagement outside of the Curatorial Group.	Due to a range of factors, there was no public EOI process with events limited to seven key organisations and a broader curated program.	
Including voices from a wider cultural and age profile along with representatives from Geelong region design-based industries.	Engagement and involvement from local designers demonstrated program elements. Several events showcased collaborations with First Nations including Designing with Wadawurrung and Design + Place: Murrk Ngubiti Yarrum Yaluk Excursion	This focus area will continue to be built on for future GDW's including early engagement with diverse communities. Our commitment to First Nations voices, culture and heritage remains a priority.	
Consideration to using a consistent ticketing system to improve data collection.	With no clear view on whether ticketing should be centralised or split between hosts, GDW 2023 used multiple systems.	More work needs to occur to ensure data collection is improved between venues and GDW delivery team. This would ensure accuracy when calculating data such as economic impact.	

PROMOTION

2022 FOCUS AREA	2023 RESPONSE	PROGRESS	
Build on 2022's investment in promotion & explore creative ways to raise GDW awareness.	In 2023, due to use of external PR agencies the brand was very strong. This included working with social media 'influencers' via Tourism Greater Geelong & the Bellarine.	Media coverage reached an estimated audience of 10,280,949 (up from 2.5M in 2022) Combined social media efforts reached 121,938 accounts as well as 4,638 people through EDMs (down from 2022).	
Deepen connection with national and international networks to increase awareness outside of Geelong & Melbourne.	UNESCO Creative Cities Network continued to be utilised for advice and support. The City presented 2023 Geelong Design Week summary and highlights to 43 other Cities of Design internationally at the UNESCO Cities of Design Subnetwork meeting.	Increased attendances from Melbourne (up from 2022 to 26%) and interstate audiences (1%) showing a growth in interest beyond the local area.	
Further improve the functionality of the GDW website as core promotional tool.	Geelong Design Week website had 32,916 (up from 2022) views with 8,878 users (down from 2022).	More work is needed to ensure the online program can be searched chronologically by location wise.	



Achieved



In progress



Needs improvement



Yet to start

PARTNERSHIPS

2022 FOCUS AREA	2023 RESPONSE	PROGRESS
Re-build external relationships to improve the depth and quality of the program.	Deepening relationships with Deakin University delivered a strong program with a focus on urban design, sustainable cities, circular cities, social inequities. This also aligned with the aspiration to facilitate impact towards the UNESCO Sustainable Development Goals.	Delivered a program in 2023 with specific focus on areas such as architecture and sustainable design. Enabled growth in the relationship with the design industry and help inform local stakeholders on issues of interest e.g. sustainable growth. 
Strengthen relationship with Melbourne Design Week	Due to time constraints and scheduling, the opportunity to leverage Melbourne based events was limited.	Deeper relationships with Melbourne based events and programs to be explored including Melbourne Open House, Melbourne Design Week & M Pavilion. 
Build on relationships with key state and national professional organisations to deliver content for the design industry.	The 2023 program delivered 53 events in partnership across 13 locations with seven key partner organisations.	Continue building relationships with the Office of the Victorian Government Architect, Design Institute of Australia, and Creative Victoria. 
Develop content for children and young people.	Partnerships with local schools, Geelong Tech School and Deakin University delivered strong program outcomes for young people.	Ongoing engagement and program development for children and young people will continue. 
Review of Open Studio Model to ensure participation opportunities are maximised	Due to tight timelines and a more focused design theme, Open Studios was not explored in 2023.	Open Studio concept to be considered for future GDW within context of 'design' 
Develop a GDW Ambassador program to help support growth and connection with the program.	Due to tight timelines, this focus area was not explored	An ambassador program will be considered for future GDW programs. 



Achieved



In progress



Needs improvement



Yet to start

Recommendations

GEELONG DESIGN WEEK 2024 AND BEYOND

Geelong Design Week has the potential to grow to a major marquee event for the region. As a key pillar of the city's designation as a UNESCO Creative City of Design, Geelong Design Week needs to embrace its global potential and plan for the short, medium and long term with a clear vision and alignment to the UNESCO Sustainable Development Goals and UNESCO Creative Cities Network Mission Statement.

GOVERNANCE & PLANNING

To achieve the aspirations for Geelong Design Week the program requires strong financial support, clear governance and longer-term planning. This includes:

- A review of the role and purpose of the UNESCO Creative City of Design Working Group and the Geelong Design Week Curatorial Group.
- The development of a five-year framework for the UNESCO Creative City of Design designation aligned to the UNESCO Sustainable Development Goals and UNESCO Creative Cities Network Mission Statement. This will help inform the objectives and impact of future Geelong Design Week programs.
- With significant lead times for larger institutional organisations and to ensure the delivery of a high-quality program, a three-year plan for Geelong Design Week needs to be developed, resourced and funded. To ensure sustainability, the program delivery also needs to include sponsorship from industry and other partnerships.

ELEVATE THE PROGRAM WITH GLOBAL ATTRACTORS

The UNESCO Creative City of Design designation needs to be leveraged to attract national and international audiences as a key brand narrative for the region. This may include:

- Ensuring the Geelong Design Week program is clearly linked to the UNESCO Sustainable Development Goals and UNESCO Creative Cities Network Mission Statement.
- Geelong Design Week hosts an Australian or International Design Fair and/or Design Awards program with the potential for a special Design Commission.
- Collaborating with a highly credentialled external curator (rotated annually according to yearly provocation).
- Leveraging existing high profile, relevant initiatives including Melbourne Design Week, Melbourne Open House and the Premier's Design Awards.
- Showcasing local exemplar designers and design-thinking initiatives to national and international audiences.
- Developing an international Designer in Residence exchange program with other Design Cities

DEEPENING ENGAGEMENT & DIVERSITY

Significant feedback received highlighted the need for deeper engagement with more diverse communities. With longer lead times, financial support and stronger governance, Geelong Design Week needs to hold conversations with community consistently over a 12-month period. This may include:

- Appointing a dedicated, experienced resource for ongoing engagement with key stakeholders and target audiences locally, nationally and internationally. This resource could work on leveraging the key relationships required to ensure deep and authentic conversations and support the delivery of a truly globally recognised design-focused outcome for the region.
- Holding regular forums and collaborating with local designers, artists and creatives to understand, build and showcase local ideas, innovation and talent.

Acknowledgements

This event was managed and delivered by the Arts and Cultural Development team at the City of Greater Geelong in collaboration with a Curatorial Group who make recommendations of events, provide suggestions and guidance on program theme, working with stakeholders to shape the program, planning events and panels, and showcasing works across the sector.

Geelong Design Week Curatorial Group

Dr Mary-Jane Walker, The School of Lost Arts

Dr Tonya Meyrick, Senior Lecturer Screen and Design, Deakin University & Board member, Creative Geelong Inc

Jason Smith, CEO and Director, Geelong Gallery

Padraic Fisher, Director, National Wool Museum

Dr Yolanda Esteban, Senior Lecturer in Architecture and Urban Design, Deakin University

Michael Williams, Industry and Pathways Coordinator, Geelong Tech School

Tracey-Lea Smith, Coordinator Arts & Cultural Development, City of Greater Geelong

A range of partners, groups, businesses and organisations were involved with delivering Geelong Design Week 2023. We thank them all for their support.

- Adams Print
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- Alex Goad
- Alice Bergin
- Antarctica Architects
- ARC Centre of Excellence for Australian Biodiversity and Heritage (CABAH)
- Architecture Associates
- Architectus
- ARM Architecture
- Australian Government Department of Infrastructure, Transport, Regional Development, Communications and the Arts
- Australian Graphic Design Association
- Australian Institute of Architects
- BAE Systems
- Barwon Water
- Bay City Scuba
- Bellarine AV
- Boom Gallery
- Breathe Architecture
- City of Greater Geelong
- Communications Collective
- Cooper & Blake Architecture
- Cotter Reid Architects
- COX Architecture
- Creative Victoria
- CSIRO
- Dal Catering
- De Atelier Architects
- Deakin Motion Lab
- Deakin University
- Design Institute of Australia
- DJ Wrmbay
- Eldridge Anderson Architects
- Elisa Zorraquin
- Emily Rastas
- Equitecture
- Fast Fashion
- Fiona Horne
- Fleetwood Print Group
- Forte
- Fytogreen Australia
- Geelong Advertiser
- Geelong Arts Centre
- Geelong Defence Alliance
- Geelong Gallery
- Geelong Heritage Centre
- Geelong Independent
- Geelong Manufacturing Council
- Geelong Regional Libraries Corporation
- Geelong Tech School
- Gerard Black
- Greenhouse Interiors
- Greg Jones + Partners
- Halo Editions
- Hanwha Defense Australia
- Hassel Architects
- Hunting for George
- Ivy Street
- JAM Architects
- Jasmine-Skye Marinos
- Justin Lane
- K5 Furniture
- Kate V M Sylvester
- Kelly Koumalatsos
- Kip & Co
- Lady and the Fox
- Lazarus Gordon
- Loci Landscape Architecture
- Lucinda Goodwin
- Michelle Searle
- Morton + Co Architects
- National Trust of Australia – Geelong & Region Branch
- National Wool Museum
- Nicholson Construction
- Office of the Victorian Government Architect
- OMG Architects
- Open House Melbourne
- Paperhangings
- Patrick Callow
- Plot Architecture
- PMDL McGlashan Everist
- Pulse FM
- Reg Ryan
- Regional Development Victoria
- Resident Avenue
- RMIT University
- Ross Thompson Furniture
- RT Architects
- Ruck Agency
- Ryan Brearly
- Sacred Heart College – Design Futures Lab
- Social Events
- Soft Loud House Architects
- Stonehouse Irons Architecture
- Studio 101 Architects
- Studio Tweed
- Sundown Lighting
- TandemVox
- The Concept Distillery
- The Indirect Object
- The School of Lost Arts
- The View From Here
- Tim Ross
- Times News Group
- Tourism Greater Geelong and The Bellarine
- Tract
- True South Film
- Tsai Design
- Two Lines Studio
- Victoria Mathews
- Victorian Government Department of Transport and Planning
- Wadawurrung Traditional Owners Aboriginal Corporation
- What's On Magazine
- Winter Architecture
- Woods Baggot



Images

Top Left: 'Creative Capital' Speaker and Networking Event presented by AGDA and Nice Nights. Photo by Patrick Callow.

Bottom Left: "Challenges of Small Business in Design" panel at Greenhouse Interiors. Photo by Patrick Callow.

Top Right: Attendees of 'The Dell Eco Reef Snorkelling Tour'.

Bottom Right: Students involved in the 'Grounded' Bioplastic Pavilion Installation at Sacred Heart College. Photo by Patrick Callow.



GEELONG DESIGN WEEK

We Acknowledge the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We pay our respects to their Elders, past, present and emerging. We Acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

In the development of this report, the City of Greater Geelong employed a combination of qualitative and quantitative methods, aimed to gather diverse perspectives to evaluate Geelong Design Week 2023.

The integration of these methods provided a comprehensive understanding of Geelong Design Week's success, areas for improvement, and insights crucial for future iterations or similar initiatives. Method and tools for this evaluation included:

Data Collection via surveys

Qualitative Analysis

Benchmarking

Data Visualisation

Evaluation Workshops

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