



Festival of Bright Ideas

22 & 23 August 2025 | Princes Wharf, Hobart

Community Engagement, Tasmania Engagement

September 2025



Surveys conducted

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Survey methodology

- **Visitors** to the Festival of Bright Ideas (FOBI) on Saturday 23 August 2025 (Public day) were invited to complete the survey in two ways:
 1. At the event, 96 visitor surveys were completed. Approximately 2,600 people visited FOBI.
 2. After the event, we emailed ticket holders who had attended FOBI (n=644). 106 surveys were completed.
- A total of 202 visitor surveys were completed.
- An incentive of 3 x \$100 voucher was offered.
- **Schools, activity providers, and volunteers** were invited via email after the event to complete a feedback survey:
 - 38 schools were invited to complete the survey. 14 schools completed the survey.
 - 38 activity providers were invited to complete the survey. 10 activity providers completed the survey.
 - 16 volunteers were invited to complete the survey. 7 volunteers completed the survey.



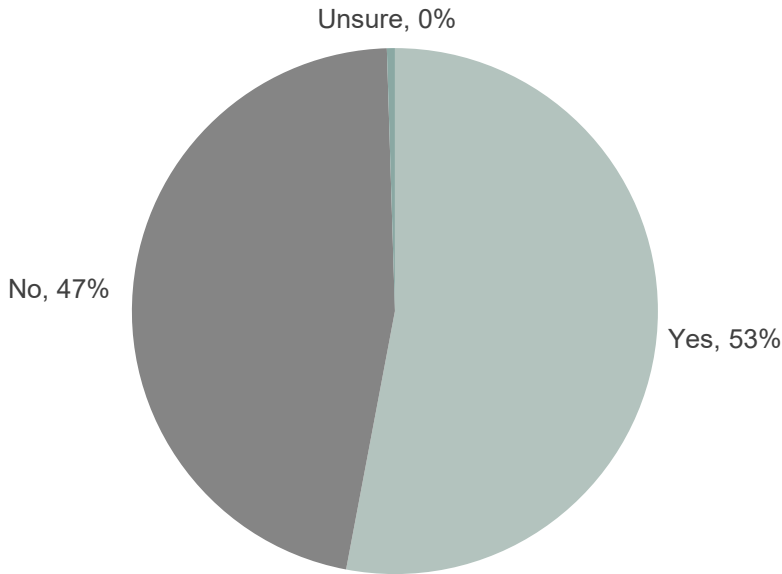


1

Visitor survey results

More than half of attendees had visited Festival of Bright Ideas in a previous year

Have you been to the Festival of Bright Ideas before?

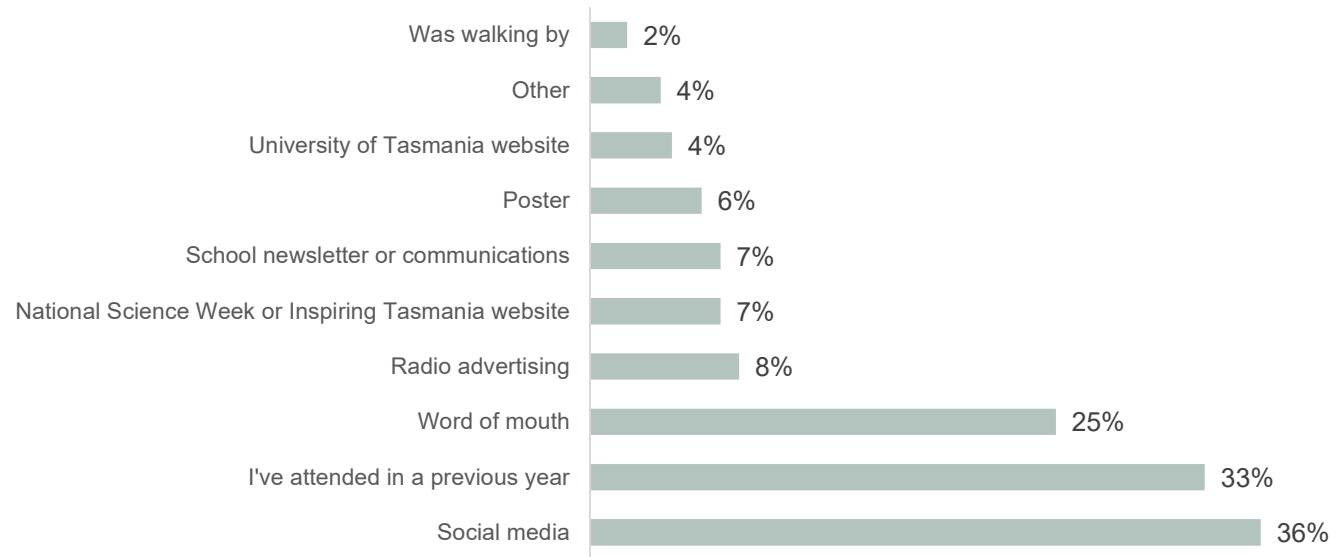


Key insights

- 53% of survey respondents indicated that they had been to FOBI before, compared to 56% in 2024 and 51% in 2023.

Social media and repeat patronage continue to be the main ways that respondents find out about FOBI

How did you find out about the Festival of Bright Ideas?

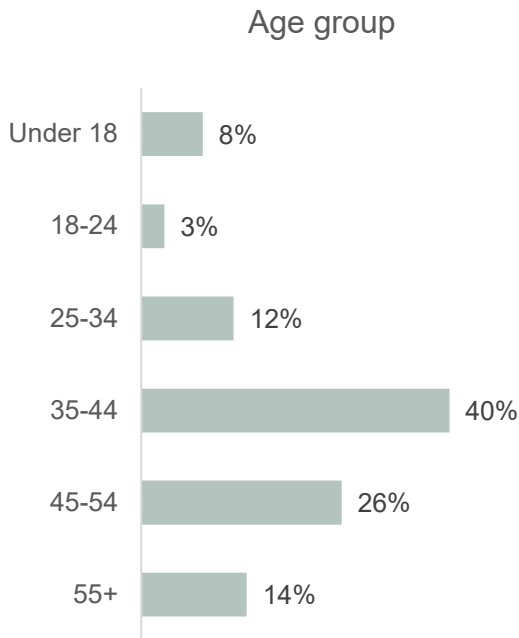


Key insights

- The top three ways respondents find out about FOBI continue to be:
 - Social media
 - Previous attendance
 - Word of mouth
- This year, more respondents indicated they found out about FOBI from radio advertising (8% compared to 5% in 2024).
- This year, less respondents indicated they found out about FOBI from:
 - previously attending (33% vs 36% in 2024), and
 - poster (6% vs 9% in 2024).

The majority of respondents were aged over 35 years

What is your age?

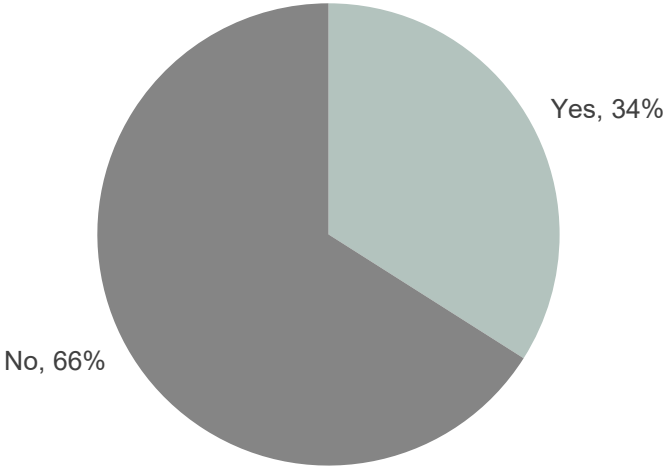


Key insights

- The majority of respondents (80%) were aged over 35 years.
- This reflects the fact that most ticket purchasers and survey respondents are parents/grandparents/guardians, not children.

Two-thirds of respondents were from non-science backgrounds

Do you currently work or study in a science-related field?

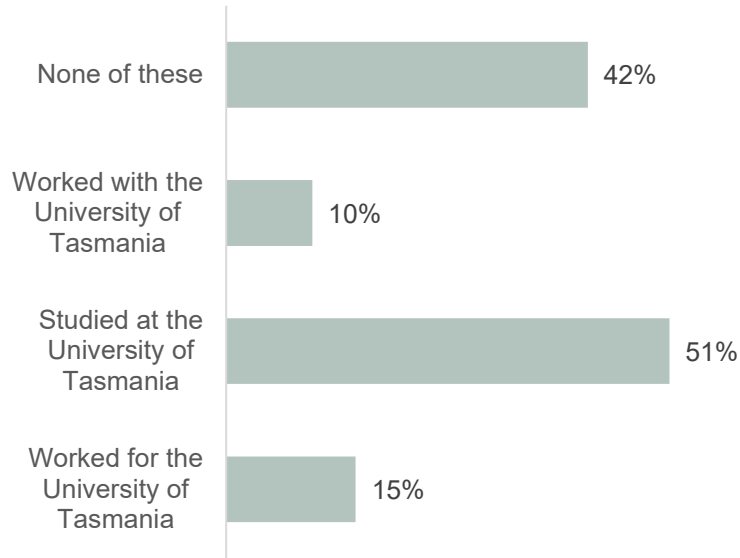


Key insights

- 66% of survey respondents reported that they do not currently work or study in a science-related field, compared to 77% in 2024.

More than 2 in 5 respondents are not connected with the University

Have you or an immediate family member ever done any of the following: [tick all that apply]



Key insights

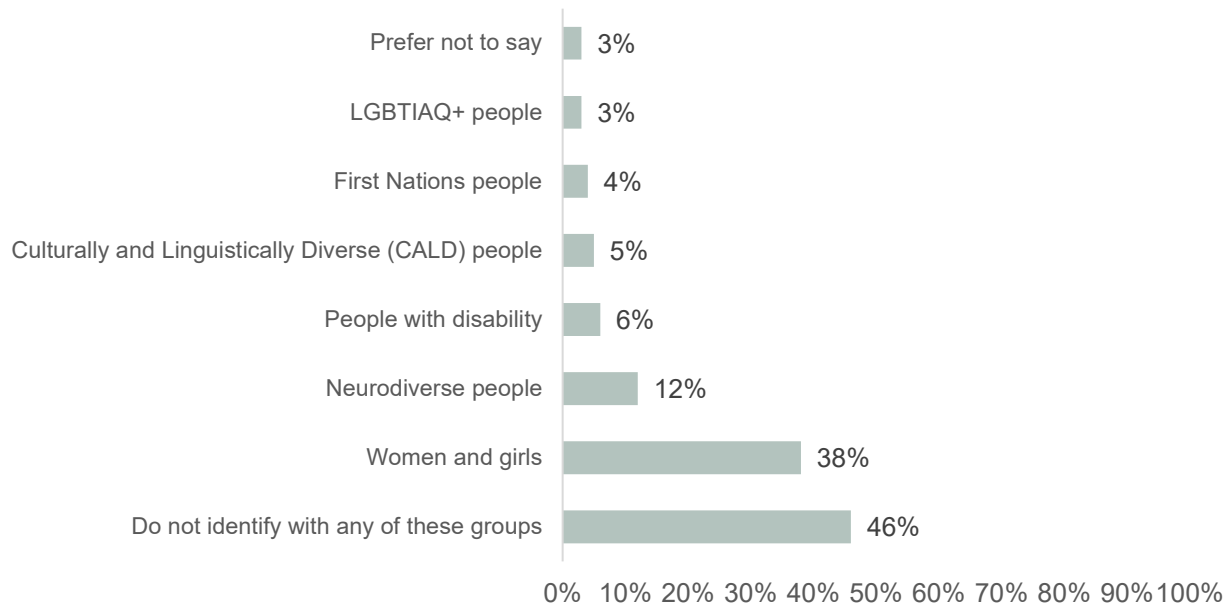
FOBI'25 reached an audience where more than 2 in 5 have no connection with the University of Tasmania.

42% of survey respondents reported that they or an immediate family member have never:

- worked for the University of Tasmania,
- studied at the University of Tasmania, nor
- worked with the University of Tasmania.

'Women and girls' was the top group historically underrepresented in STEM that respondents identified with

Do you identify with belonging to any of the following groups (Tick all that apply):

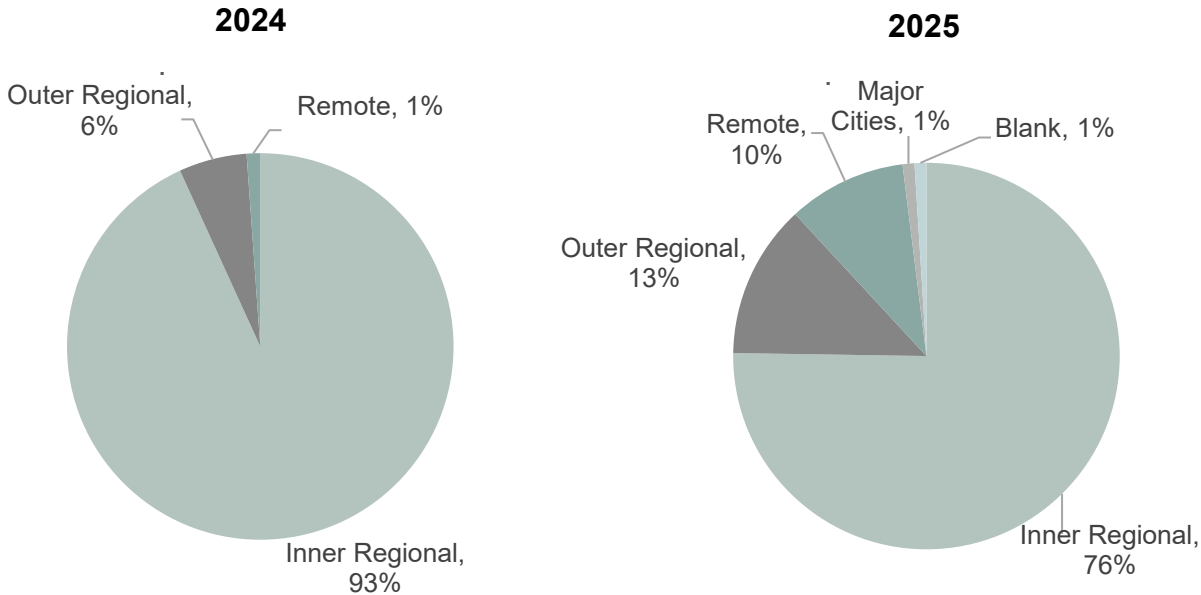


Key insights

- 'Women and girls' continued to be the top group that respondents identified with, though this decreased to 38% from 45% last year.
- Identification with the other groups remained similar to last year.
- Compared to last year, less respondents identified with groups historically underrepresented in STEM (46% in 2025 compared to 41% in 2024 did not identify with any groups).

While the majority of respondents were from 'Inner Regional' areas; there was an increased number of respondents from 'Outer Regionals' and 'Remote' areas.

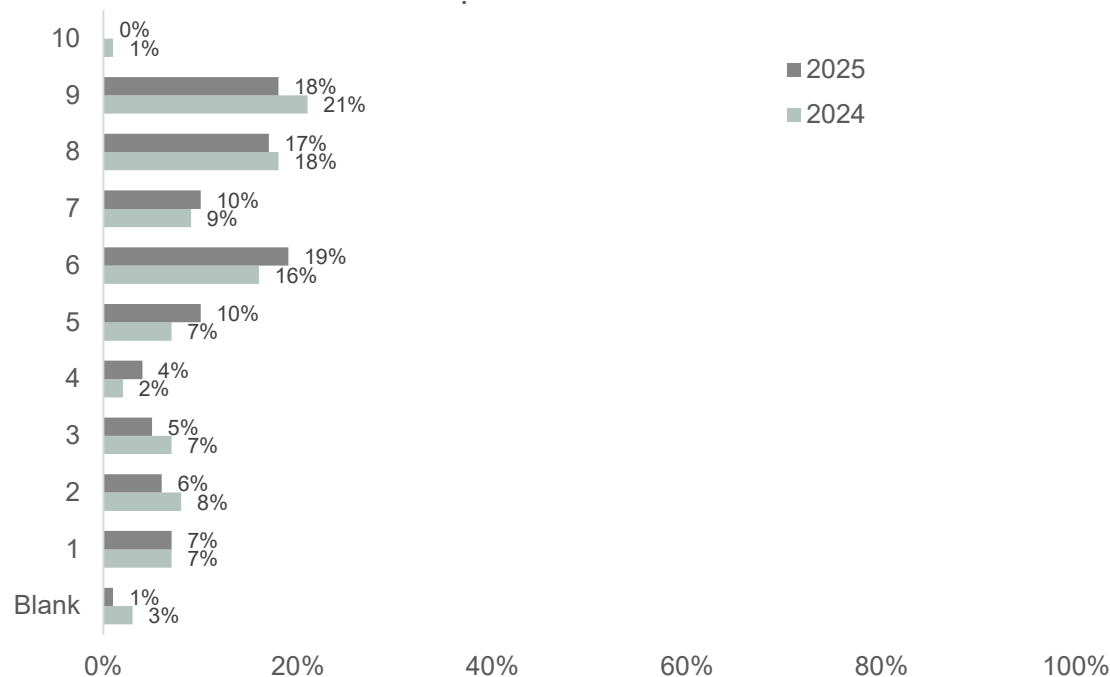
Remoteness of areas in which respondents reside



- At FOBI 2025, more respondents were from areas considered 'Outer Regional' and 'Remote' than last year (13% in 2025 vs 6% in 2024; and 10% in 2025 vs 1% respectively).
- Less respondents were from areas considered 'Inner Regional' than last year (76% in 2025 vs 93% in 2024).
- All of Tasmania is classed as **regional** (either Inner Regional, or Outer Regional) or **remote**.

Almost one in five respondents reside in areas of greater socio-economic disadvantage

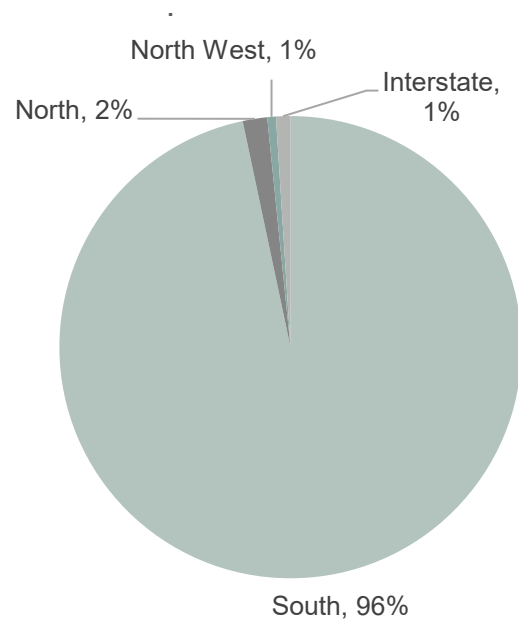
The Index of Relative Socio-economic Advantage and Disadvantage (IRSAD) categorises postcodes into 10 deciles – 1 is the lowest score and 10 is the highest



- The [Index of Relative Socio-economic Advantage and Disadvantage \(IRSAD\)](#) summarises information about the economic and social conditions of people and households within an area, including both relative advantage and disadvantage measures.
- A **low score** indicates relatively greater disadvantage and a lack of advantage, while a **high score** indicates a relative lack of disadvantage and greater advantage in general.
- This year, **18%** of respondents (almost 1 in 5) came from the **lowest three deciles**, compared to 22% in 2024. Overall, the distribution was similar to last year.

The majority of respondents were from the South of Tasmania

Region in which respondents reside

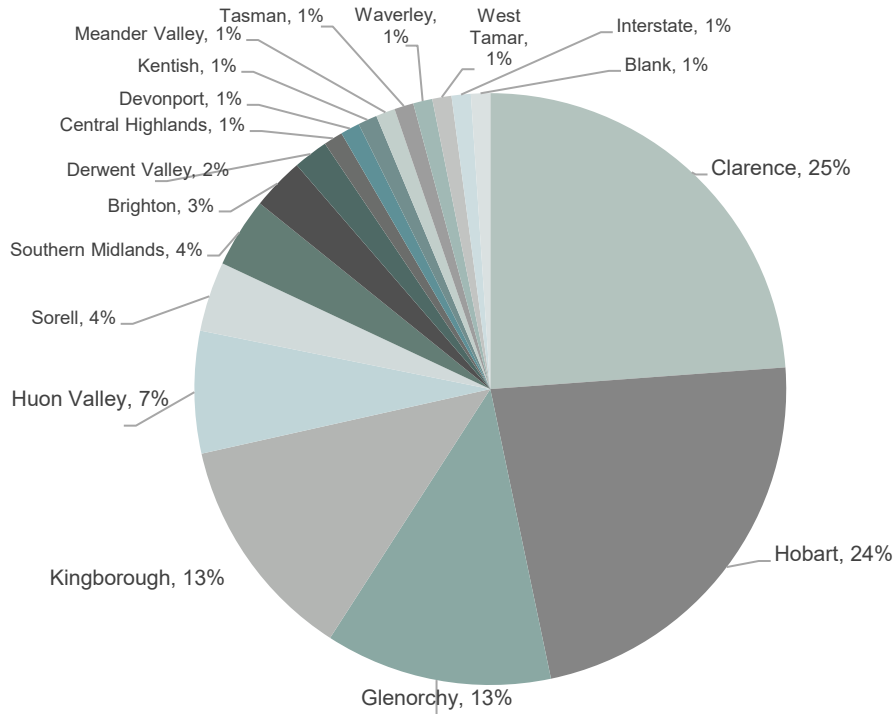


Key insights

- 96% of respondents were from the South of Tasmania. 2% were from the North and 1% from the North West. 1% were from interstate.

The majority of respondents were from the Clarence, Hobart, Glenorchy, and Kingborough LGAs

Local Government Areas in which respondents reside

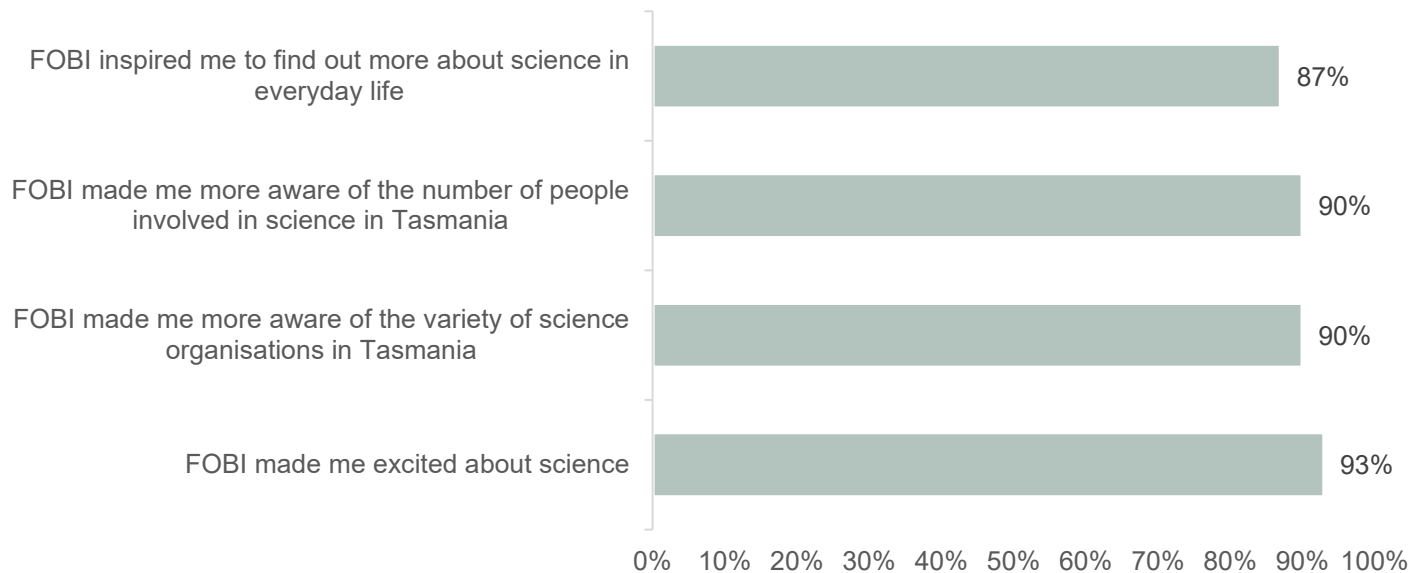


Key insights

- 3 in 4 respondents were from the Clarence, Hobart, Glenorchy and Kingborough LGAs.
- This year, we saw:
 - a small decrease in the number of respondents from the Clarence LGA (24% down from 31% in 2024).
 - an increase in the number of respondents from the Kingborough LGA (13% up from 5%). This could be attributed to the targeted Facebook post boosting and the live radio crosses in Kingston in early August.

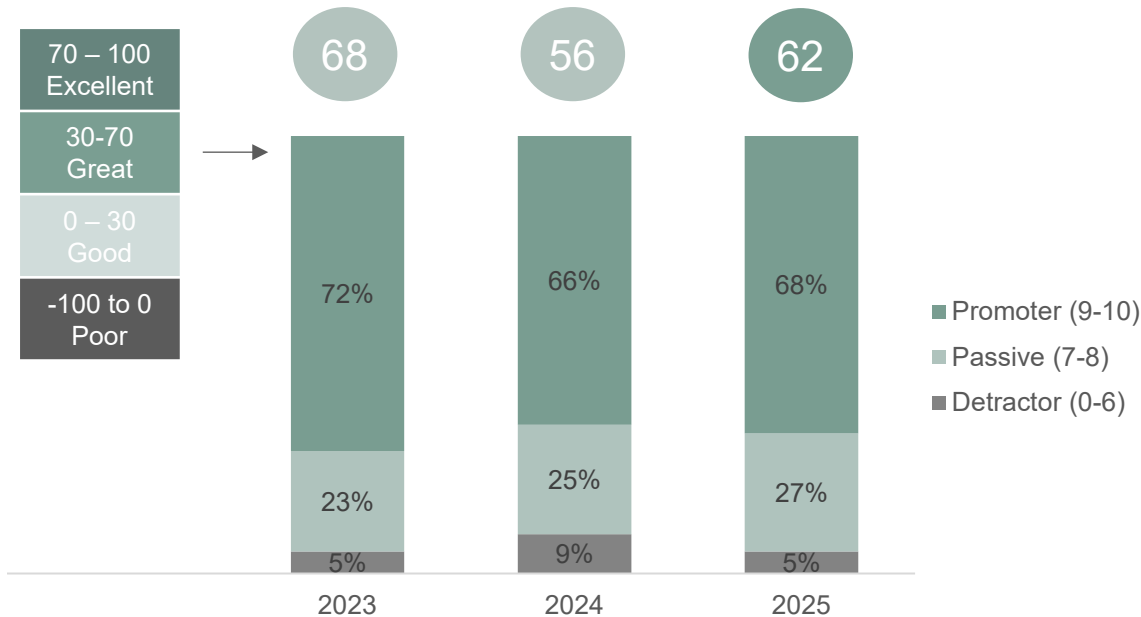
9 in 10 respondents agreed that the Festival of Bright Ideas achieved its aims

Respondents who **agreed or strongly agreed** with the following statements about the Festival of Bright Ideas – Overall agreement; All respondents



The Festival of Bright Ideas 2025 was well received by visitors

Net promoter score – Visitors to the Festival of Bright Ideas



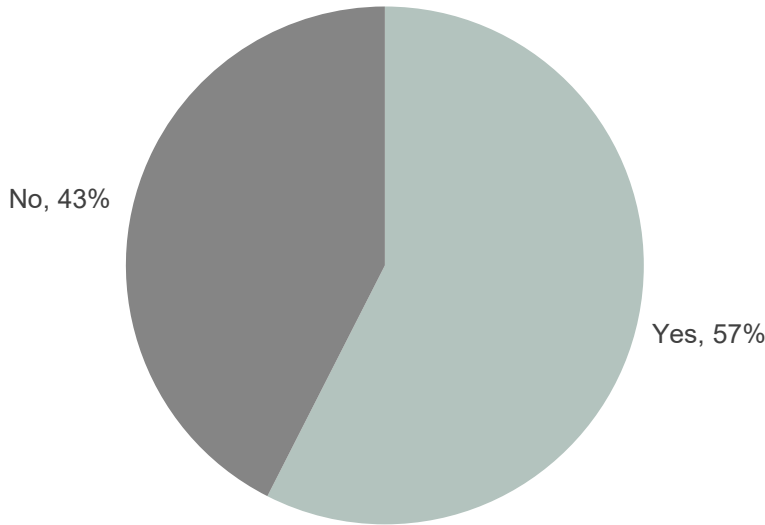
Key insights

- The Net Promoter Score for the Festival of Bright Ideas increased to **62** from 56 last year.
- **68%** of visitors surveyed were **very likely** (9 or 10 out of 10) to recommend the Festival of Bright Ideas to a friend or colleague.
- **54%** of visitors surveyed said they would **definitely** recommend (10 out of 10) the Festival of Bright Ideas to a friend or colleague – this is up from 49% last year.

Net promoter score is calculated by subtracting detractors (0-6) from promoters (9-10)
Note: Percentage labels may not add up to 100 due to rounding.

More than half of respondents want to be kept updated about the next FOBI

Would you like us to keep you updated about the next Festival of Bright Ideas event?

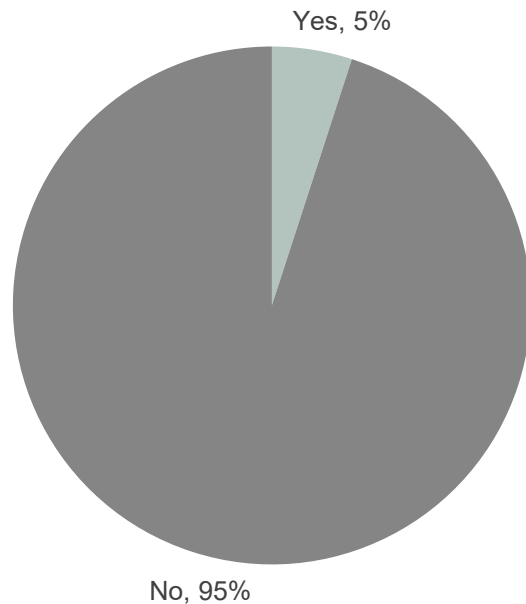


Key insights

- 57% of respondents surveyed would like us to keep them updated about the next Festival of Bright Ideas event.

Some visitors want to be contacted by a University of Tasmania representative to discuss study opportunities

Would you like a University of Tasmania representative to contact you to discuss opportunities for your future study?

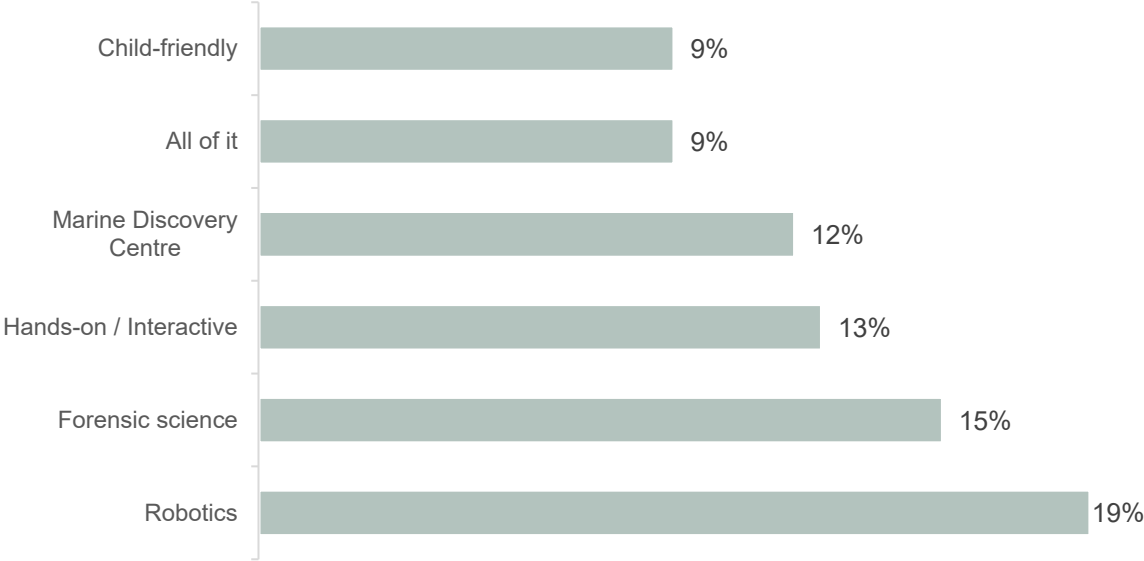


Key insights

- 5% (n=10) of the respondents would like to be contacted by a University of Tasmania representative to discuss future study opportunities.

Visitors most enjoyed robotics and forensic science. Many visitors also said they enjoyed the interactivity.

What activities did you enjoy most at the Festival of Bright Ideas?
(top 6 categories shown)

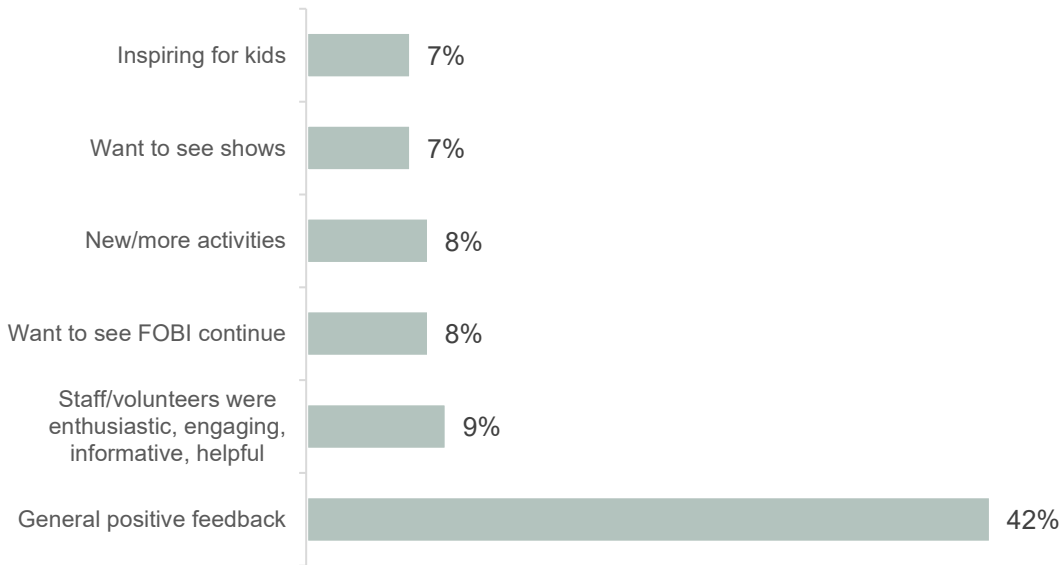


Key insights

- The top three activities most enjoyed by respondents were:
 - robotics (19%),
 - forensic science (15%), and
 - Marine Discovery Centre (12%).
- Drones, Hydro Tasmania, and engineering activities were also frequently cited.
- 13% of respondents indicated that they most enjoyed the fact that that activities were hands-on/ interactive.
- 9% of respondents said they enjoyed everything, and 9% commended activities being child-friendly.

Many visitors gave positive feedback. Some visitors want to see shows and new activities.

Do you have any additional feedback about the Festival of Bright Ideas?
(top 6 categories shown)



Key insights

- More than 4 in 10 respondents (42%) gave general positive feedback about FOBI'25.
- A further 9% praised staff/volunteers, another 8% said that they intend to attend FOBI again, and 7% said FOBI was inspiring for children.
- 8% (down from 16% in 2024) of respondents would like to see more or new activities.
- 7% (down from 12% in 2024) said they missed the live shows from previous years – or suggested offering talks/ demonstrations.

Visitor feedback

“Terrific engaging and thought provoking activities for our primary school aged children. Opened their eyes to what can be done and is indeed being done in Tasmania today. Also gave more of an insight into what UTAS offers too.”

“Hope you keep the festival going for Tasmania and the next generations to come”

“I think it was great and my 11 [year old] and 13 [year old] loved it. It has inspired them to explore careers in [STEM].”

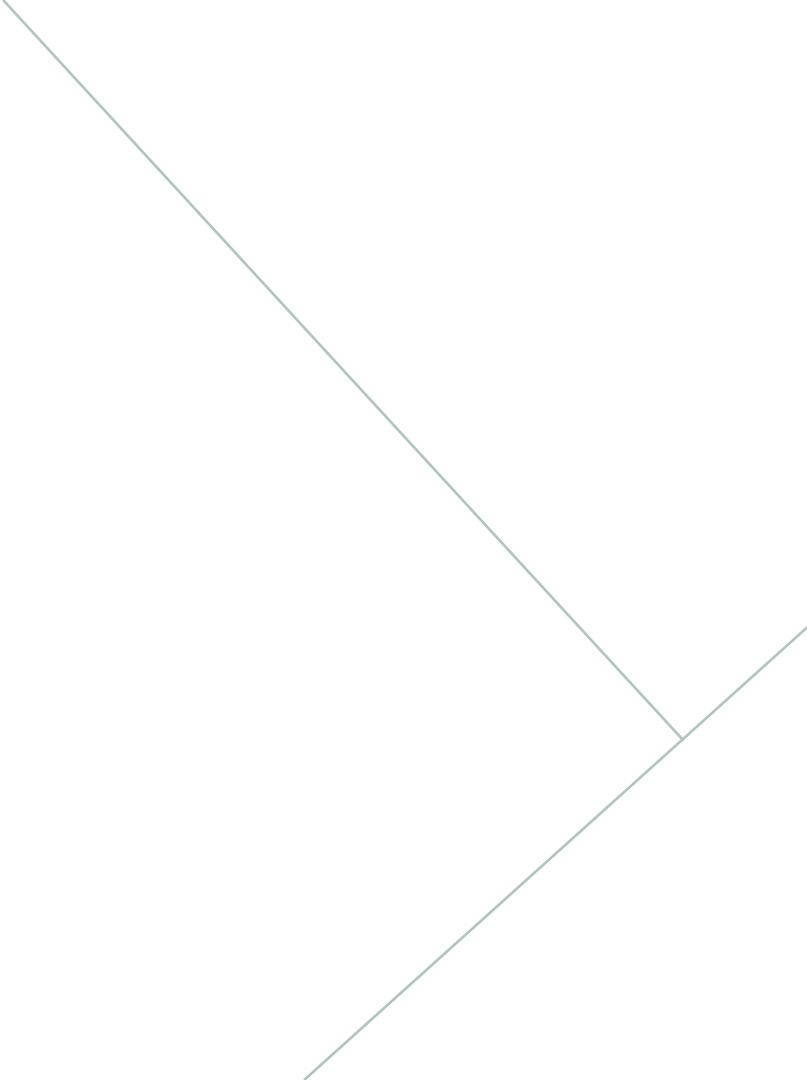
“It was excellent as usual and my kids got lots of learning out of it. Lots of variety in the activities and the facilitators where so enthusiastic and engaging, I think it will do a good job of inspiring some future scientists, well done!”





2

Schools survey results



FOBI'25 was well received by schools

38 schools were invited to complete the survey.
14 schools completed the survey.

The **majority** of respondents had attended FOBI previously.

Almost all respondents agreed or strongly agreed with the following statements that FOBI:

- made their students more aware of the *variety* of science organisations in Tasmania,
- made their students more aware of the *number* of people involved in science in Tasmania,
- made their students excited about science, and
- was a worthwhile experience for their students.

Almost all respondents indicated they were very likely to recommend FOBI to a friend or colleague.

Almost all respondents indicated they are interested in bringing students to the next FOBI.



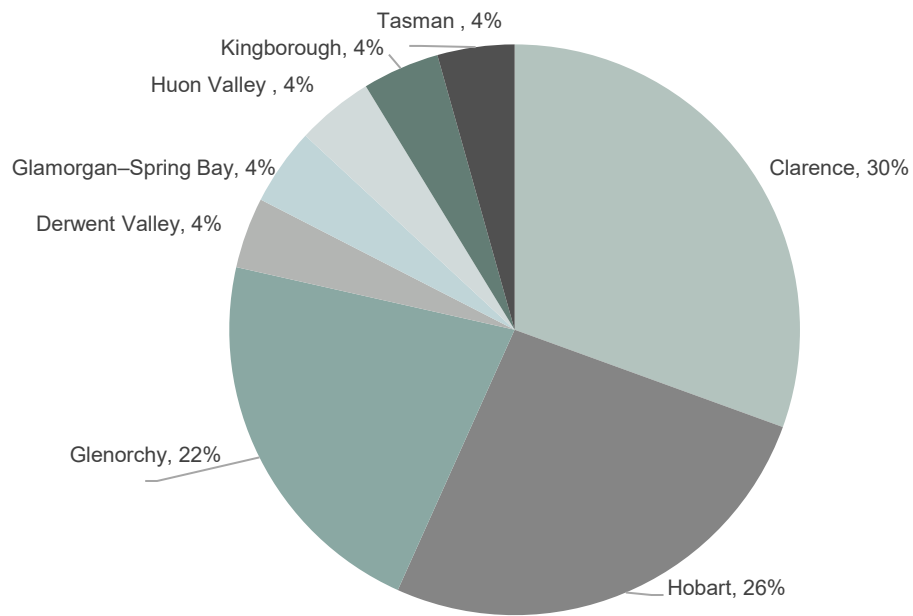
Students most enjoyed the interactivity

- Schools indicated that their students most enjoyed **hands-on activities**, where students were engaged in making things, conducting experiments, etc.
- **A variety of activities** were commended by several schools, particularly Tas Police's forensic science, Hackerspace, and drones.



23 school attended FOBI'25. Most schools are in the Clarence, Hobart, and Glenorchy LGAs

Local Government Areas in which attending schools are located



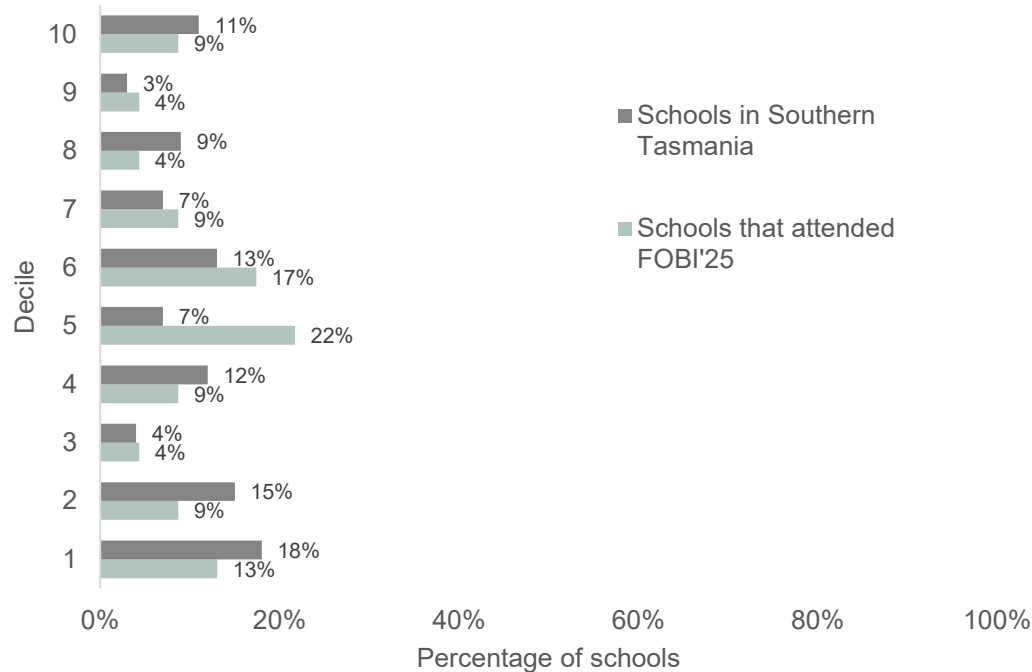
Key insights

- **Top three LGAs:** 30% of attending schools were from the Clarence LGA, 26% from the Hobart LGA, and 22% from the Glenorchy LGA.
- **Region:** all attending schools are located in the South of Tasmania.
- **Remoteness:** 83% of attending schools were from areas considered 'Inner Regional' and 17% from 'Outer Regional'.

Note: The homeschool group is not included. Percentage labels may not add up to 100 due to rounding.

23 schools attended FOBI'25. A quarter of the attending schools have greater educational disadvantage.

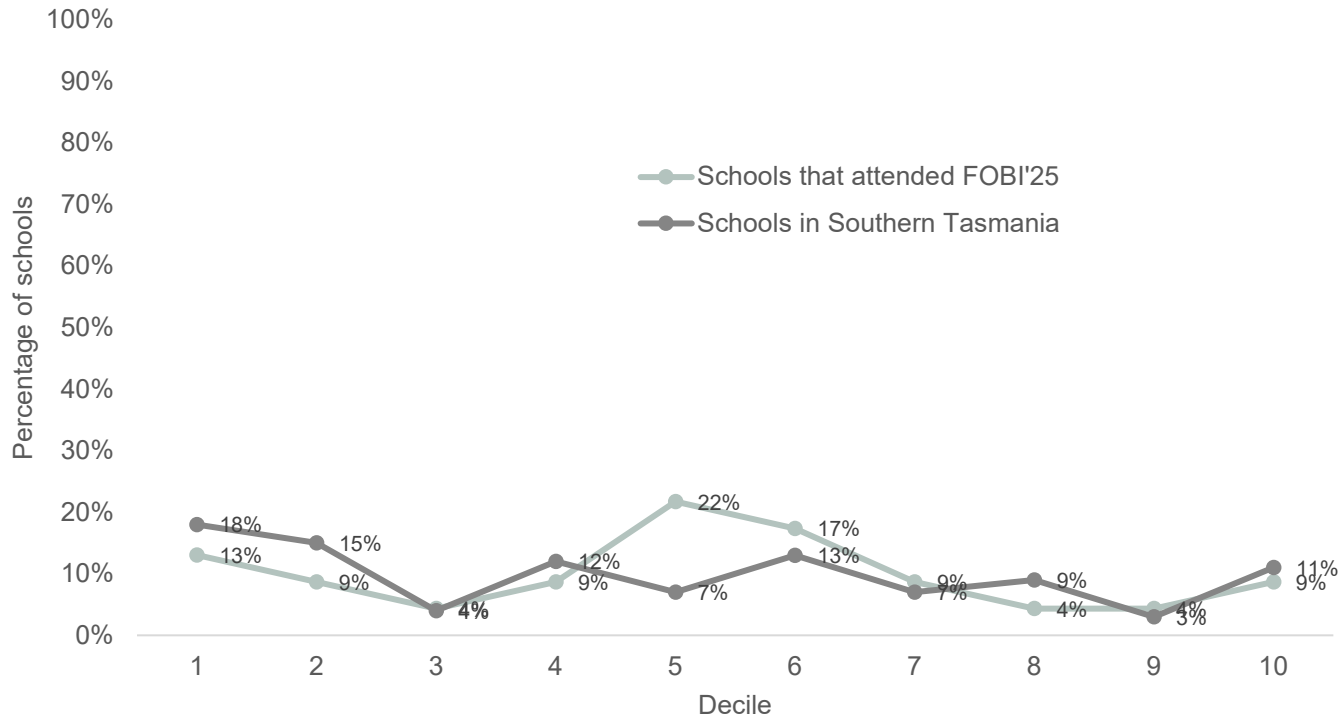
Attending schools' Index of Community Socio-educational Advantage (ICSEA) percentiles categorised into 10 deciles – 1 is the lowest score and 10 is the highest



- The [Index of Community Socio-educational Advantage \(ICSEA\)](#) is a scale of socio-educational advantage that is calculated for each school.
- The school ICSEA percentile is reported to help understand where the selected school is placed on the Australian scale of ICSEA.
- Based on ICSEA percentiles, 37% of schools in Southern Tasmania are in the lowest three deciles, indicating greater educational disadvantage.
- **26%** of the schools that attended FOBI'25 came from the **lowest three deciles** (indicating greater educational disadvantage), compared to 31% in 2024.
- **17%** of the schools that attended FOBI'25 came from the **highest three deciles** (indicating lesser educational disadvantage), compared to 31% in 2024.
- Two schools that attended FOBI'25 (both in the lowest four deciles) sought and received a **travel grant** from the University of Tasmania to assist with transporting students via bus.

There was slightly greater representation from mid-range ICSEA schools.

Attending schools' Index of Community Socio-educational Advantage (ICSEA) percentiles categorised into 10 deciles – 1 is the lowest score and 10 is the highest



Key insights

The socio-educational profile of schools that attended FOBI 2025 is broadly similar to that of schools in Southern Tasmania, though attending schools peaked at decile 5 (22%), while Southern Tasmanian schools peaked at decile 1 (18%), indicating slightly greater representation from mid-range ICSEA schools at the event.

Note: The homeschool group is not included. Percentage labels may not add up to 100 due to rounding

3

Activity provider survey results

Activity providers reported that it was worthwhile participating in FOBI

38 activity providers were invited to complete the survey.

10 activity providers completed the survey.

The **vast majority** of the respondents had exhibited at FOBI previously.

The **majority** of respondents agreed or strongly agreed that FOBI was a worthwhile experience for them/their organisation.

A third of respondents indicated they are interested in participating in the next FOBI. **More than half** indicated they are unsure about participating next year.

The **majority** of respondents indicated they were very likely to recommend FOBI to a friend or colleague.



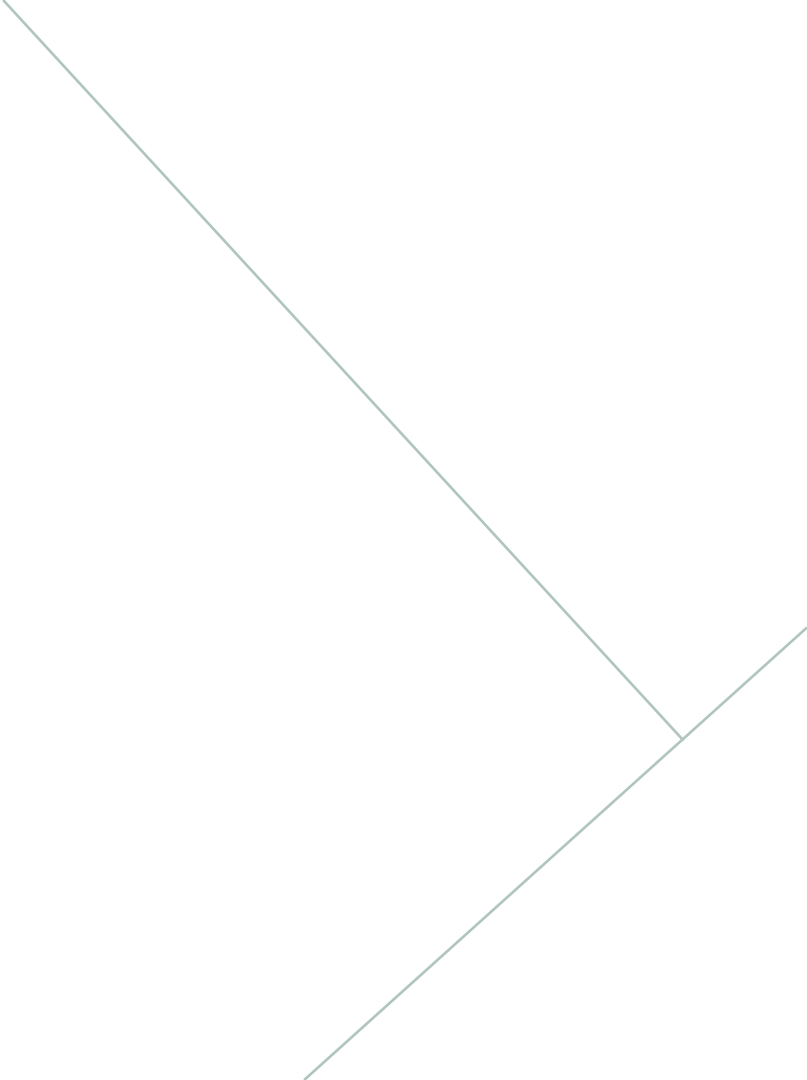
Activity providers felt FOBI made an impact on attendees

All respondents agreed or strongly agreed with the following statements that FOBI:

- made attendees more aware of the *variety* of science organisations in Tasmania,
- made attendees more aware of the *number* of people involved in science in Tasmania,
- made attendees excited about science, and
- has inspired attendees to find out more about science in everyday life.

When asked what was the best thing about FOBI'25, the **majority** of respondents said it **made science accessible/engaging/relevant** to students and the public.





4

Volunteer survey results

Volunteers felt FOBI was worth participating in

16 volunteers were invited to complete the survey.
7 volunteers completed the survey.

The **majority** of respondents had volunteered at FOBI previously.

The **majority** of respondents indicated they were very likely to recommend FOBI to a friend or colleague.

The **majority** of respondents strongly agreed that volunteering at FOBI was a worthwhile experience for them.

The **majority** of respondents indicated they are interested in volunteering at the next FOBI.



Volunteers felt FOBI made an impact on attendees

The **vast majority** of respondents agreed or strongly agreed with the following statements that FOBI:

- made attendees more aware of the *variety* of science organisations in Tasmania,
- made attendees more aware of the *number* of people involved in science in Tasmania,
- made attendees excited about science, and
- has inspired attendees to find out more about science in everyday life.

When asked what was the best thing about FOBI 2025, the **majority** of respondents mentioned the wide variety of activities.





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Thank you