

ESCFAN SURVEY ANALYSIS – Summary

Many thanks to all who contributed their feedback via the Eurovision Song Contest Fans of Australia Network (ESCFAN) Survey.

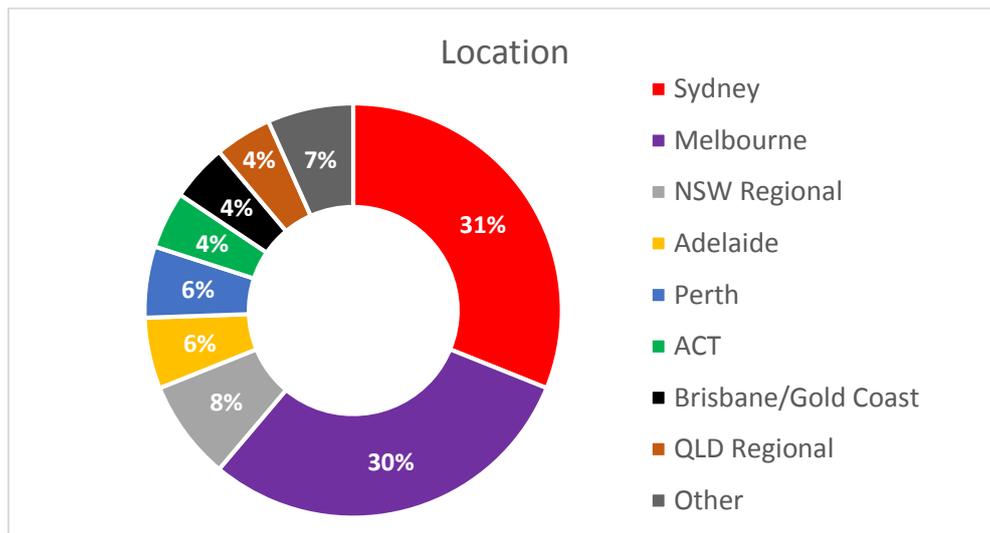
We received a total of 90 completed surveys during our collection period.

Please find below a summary of our findings and discussion regarding some of the issues raised.

Demographics

Based on the information gathered, exactly 66% (or two-thirds) of the respondents were male, and approximately 78% of the total of those surveyed fall between the ages of 25-55 years of age.

As seen in the graph below, approximately 3/5 of respondents have indicated that they are based in the cities of Sydney and Melbourne.



Just over 36% of the total surveys taken indicated that they were members of another fanclub, with OGAE Rest of the World being the most popular choice (30 people), and OGAE UK and OGAE Serbia also rating mentions.

The responses were roughly half each on the question of heritage and affiliations with other participating nations. 52% of responses indicated that they had European roots, with the UK, Greece and Germany being the top 3 most mentioned locations.

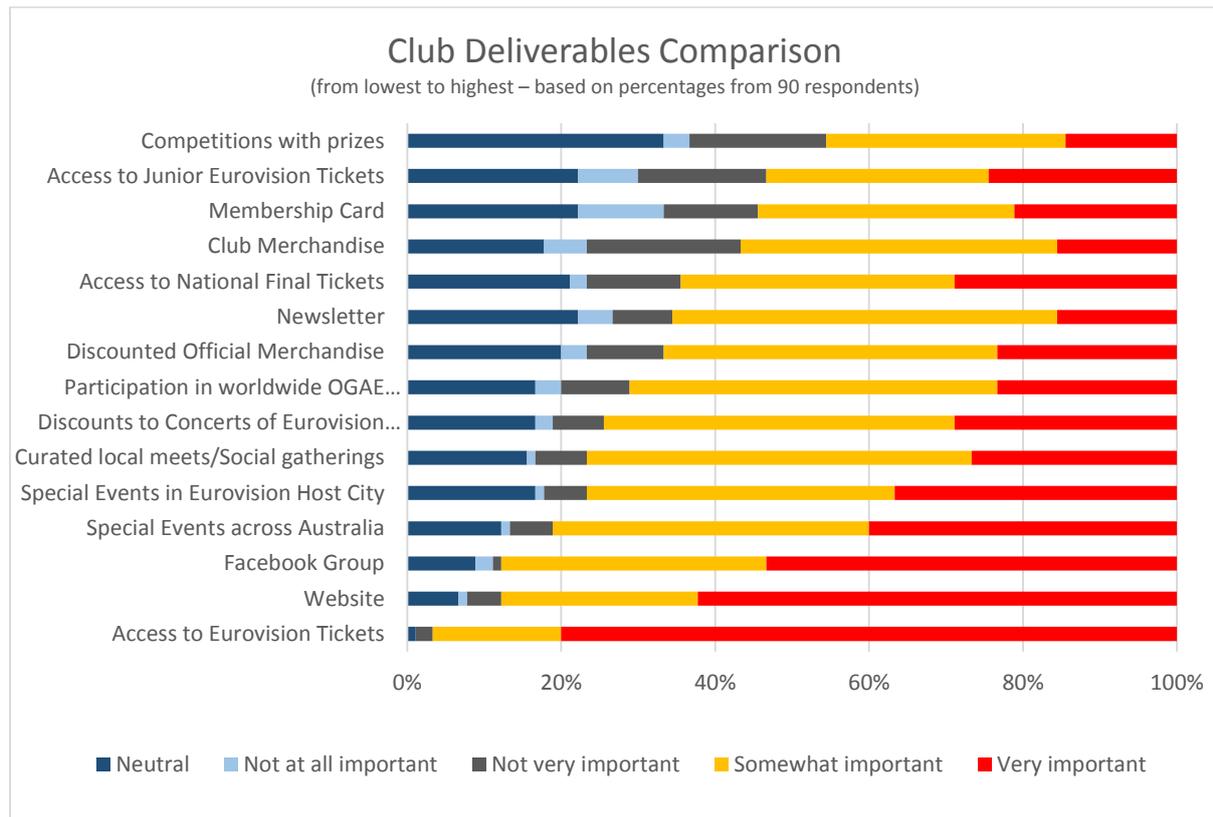
Exactly two-thirds of the surveys taken had indicated that they have attended Eurovision before, however 94.4% of respondents indicated that they wish to visit Eurovision in the future.

Just over 83% of fan responses indicated that they followed the selection processes leading up to Eurovision, with 28 countries rating a mention. The top 10 national selection processes were (in order) from Sweden, Norway, Denmark, Finland, Germany, Greece, Estonia, Ukraine, Iceland and Italy.

Club Deliverables

We asked what fans would most like to see ESCFAN offer as part of its memberships. The top 5 based on responses where rated either 'very important' or 'somewhat important' were access to Eurovision tickets, a club website, a Facebook group and special events (both in Australia and at the host city).

Whilst we currently have no access to ticketing, we are striving towards OGAE recognition this coming May, and can look into this as an option when successful.

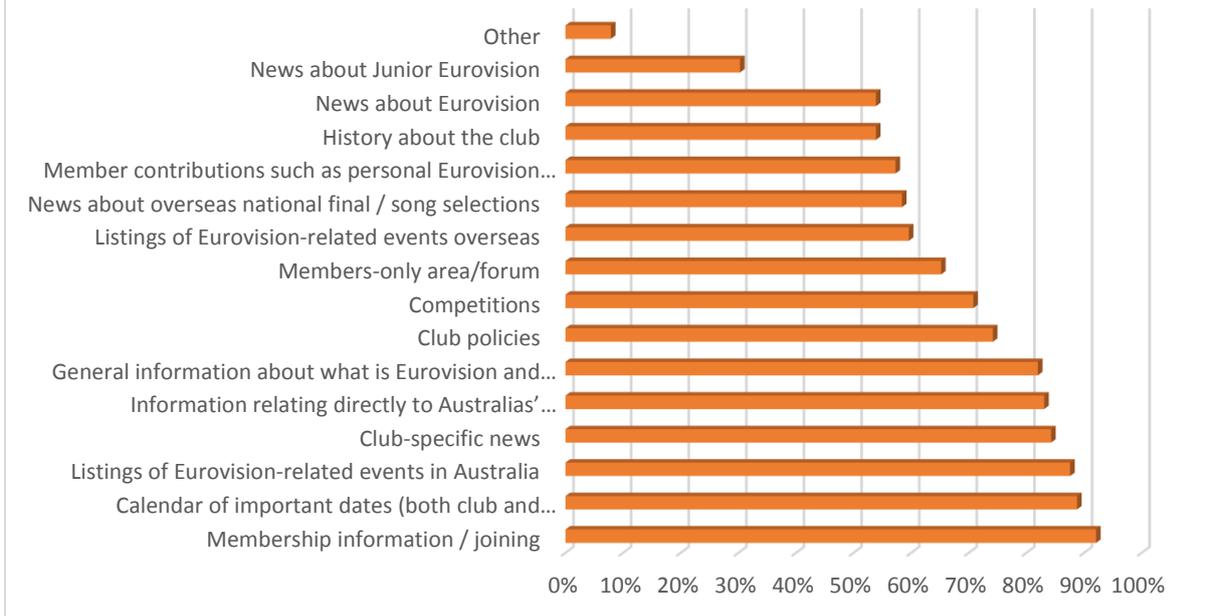


In regards to items covered on a future ESCFAN website, information about membership and joining, a calendar of important dates, listings of Eurovision events, club specific and Australian news rated most highly.

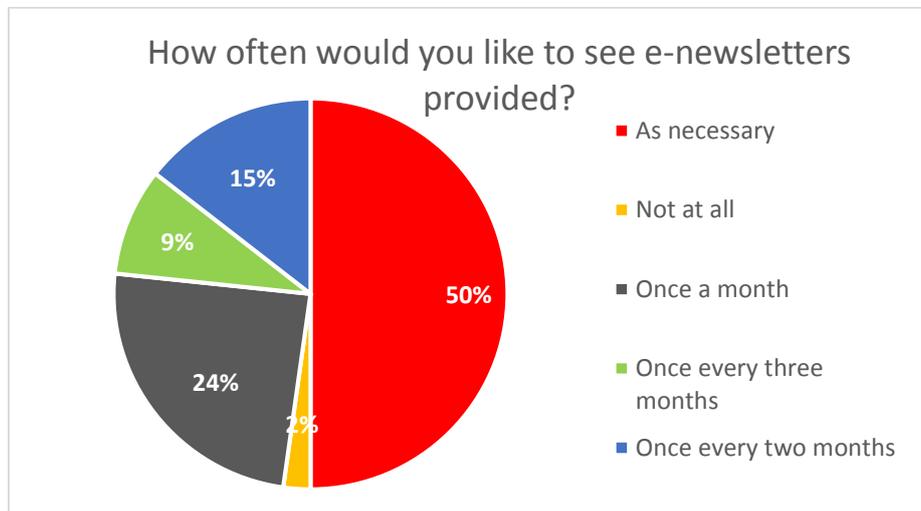
The other feedback we received was that there is no requirement to repeat the news format already found on countless other Eurovision sites. Instead, suggestions were made to feature long-form articles written by or about members, advertising of volunteer opportunities in the club, Eurovision trivia, travel and ticketing tips.

What would you like to see featured on a club website?

(from lowest to highest – based on percentages from 90 respondents)



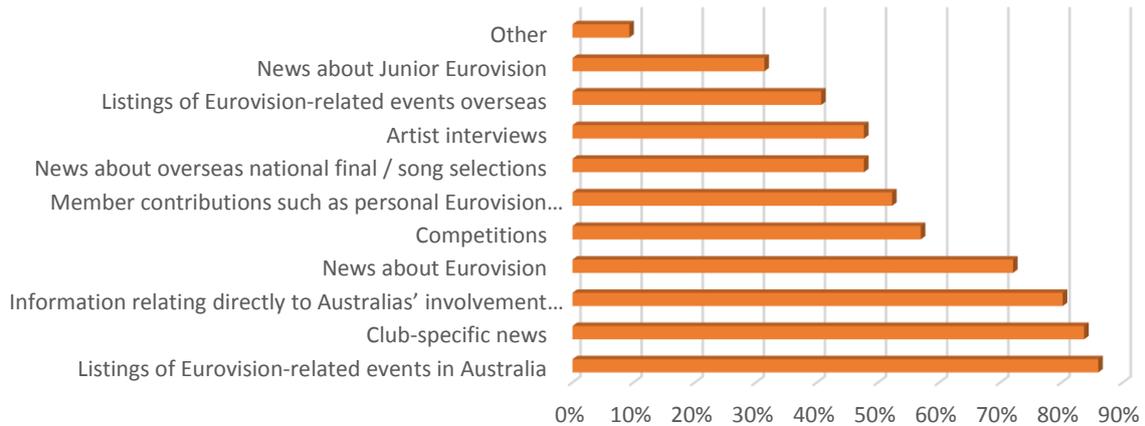
In comparison, the e-newsletter was not seen as much an important tool for the fanclub. Half of the respondents indicated that they would prefer newsletters are issued only on a 'as needs' basis, rather than a regularly scheduled item.



In terms of content in any issued newsletters, listings of Eurovision-related events rated most highly, followed by club-specific news and any news relating to Australias' involvement at Eurovision.

What would you like to see featured in newsletters?

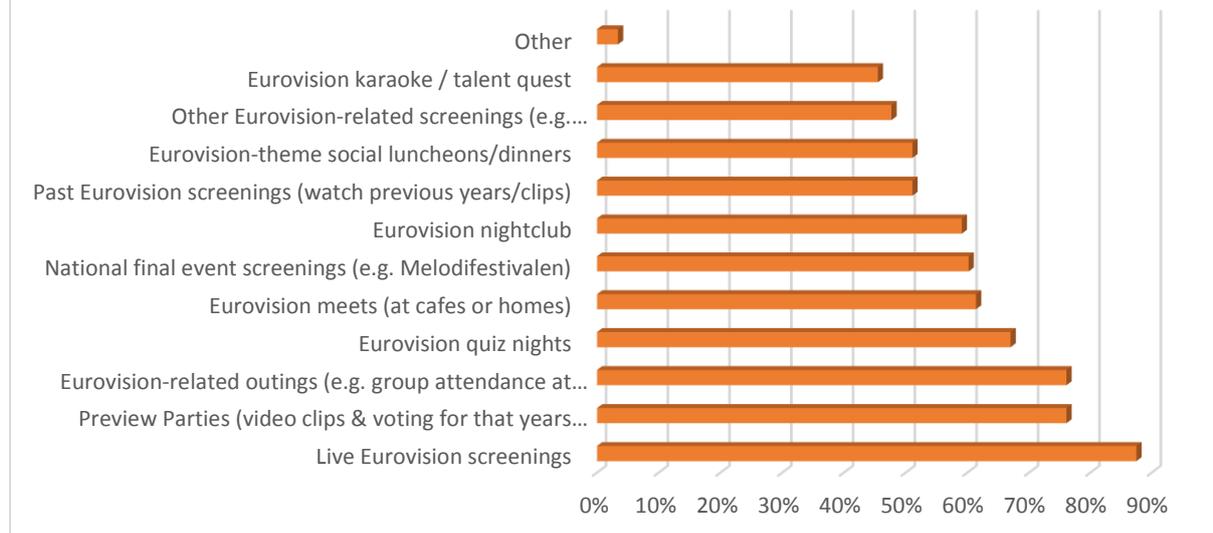
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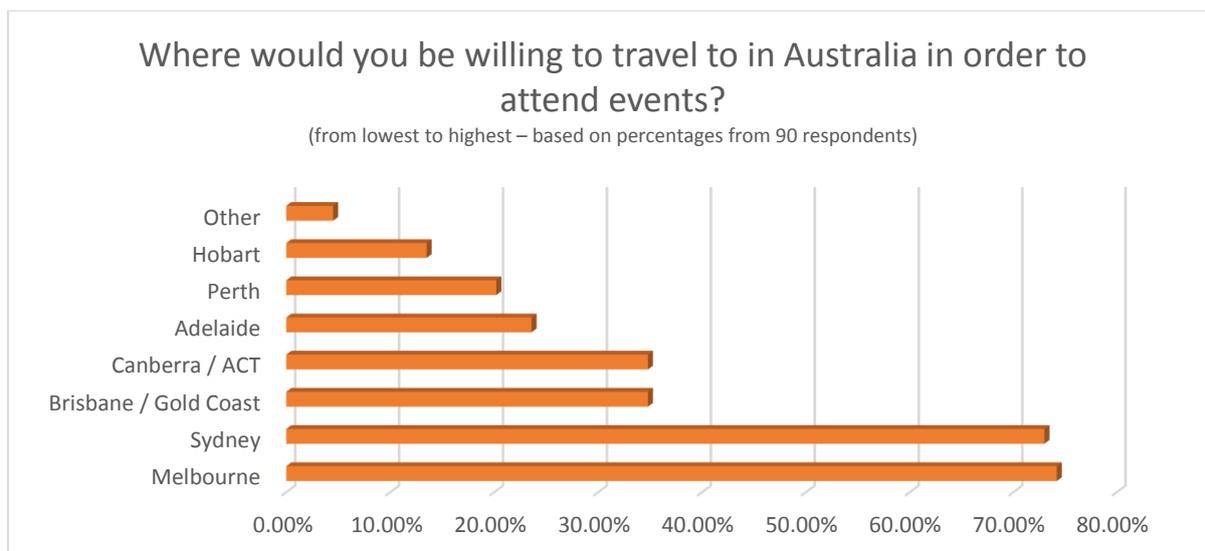
One of the most important items according to the survey for members is events. 87.5% of respondents indicated they are keen to attend live Eurovision screenings, followed by Preview Parties and Eurovision-related outings (both 76.1% of respondents).

What types of events are you interested in attending?

(from lowest to highest – based on percentages from 90 respondents)



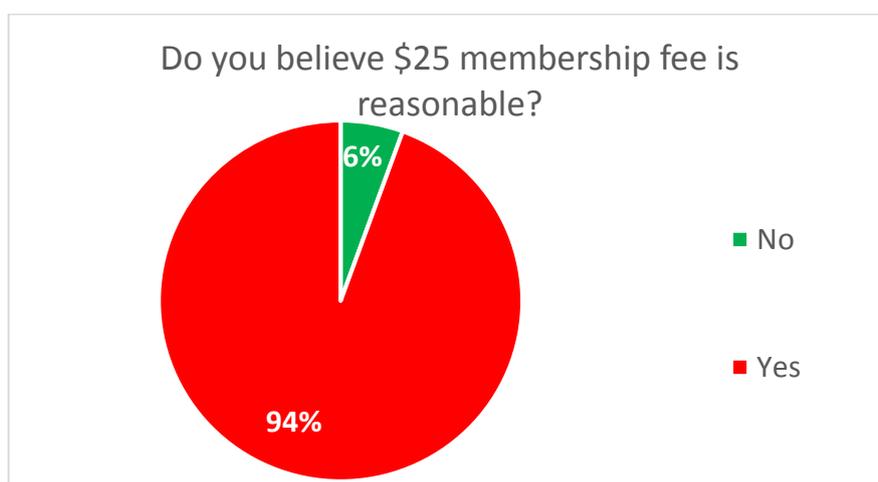
None to surprisingly, the East Coast of Australia featured prominently as where fans are willing to travel to attend events. Melbourne and Sydney rated as the top 2 cities (74.2% and 73% respectively). This is also mirroring where the majority of respondents were based. Brisbane and Canberra ranked next at 34.8% each, followed by Adelaide, Perth and Hobart.



Further down the list of deliverables for the club, fans would like to see opinion-based (76.5%), random draws (75.3%), and knowledge-based competitions (71.6%) for prizes. Less than half of responses were keen on creative competitions (35.8%).

T-shirts were the most popular choice if ESCFAN were to release any club merchandise (80.5%), followed by flags (59.8%). Other suggestions made included scarves, wine glasses, stubby holders, jumpers, jackets, tea towels, pens, temporary tattoos, fridge magnets and stickers.

Membership Costs



Based on the above survey information and current calculations, ESCFAN believes that the cost of membership for 2016/17 should be set at a flat joining-and-membership fee of \$25 for a period of 18 months taking us to the end of financial year (30 June) 2017. This period is in accordance with the model rules adopted as constitution by the club in December 2015.

The figure has been determined via a budget plan which covers for items such as business registration costs, email/website domain and hosting, events insurance, financial reporting requirements, stationary, postage, other fees and charges, as well as ensuring we meet the costs of deliverables expected of the committee by the fans.

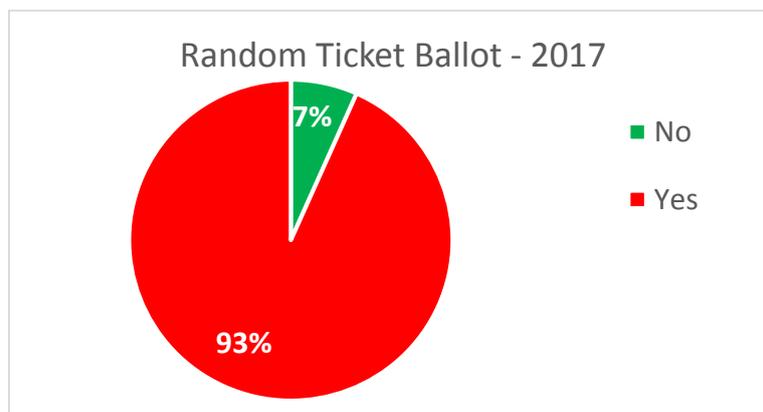
This cost, whilst higher than that of OGAE Rest of the World, is approximately half to one-third the cost of other European-based Eurovision fanclubs. ESCFAN is committed to deliver most if not all of the deliverables set out in the survey answers on the previous section. The club will run as not-for-profit, with funds being directed at providing the most and best services possible for members. Where money is made (e.g. events), this will be fed into the club once again to fund the next round of deliverables.

At this time ESCFAN cannot take into account any requests made by respondents for differing levels of membership based on ticket vs. non-ticket access, as we are not OGAE affiliated at this time and therefore have no access to tickets. The subject of the membership fees post-OGAE affiliation can be addressed by the committee once again at the AGM to investigate other methods and rates better suited to the club beyond June 2017.

Ticketing

Whilst ESCFAN currently has no access to fanclub tickets, it is striving towards OGAE recognition this May, and with this may come the opportunity to access tickets in 2017 for our members. The committee therefore felt it was important to discuss the issue and frame a survey question based on what we researched and identified as a best-practice model amongst other fanclubs who currently have ticket access.

The model put forward was that of a random ballot, where all current paid members who wish to attend the contest can have their names submitted for selection and then drawn randomly to make an order list. This was decided as the fairest method as all members of ESCFAN would be new to the club, and therefore starting from a blank page in regards to any other methods currently employed (e.g. merit-based, loyalty/length of membership etc).



We also welcomed responses in regards to this methodology for now and the future, and by far the greatest concern of respondents was that of couples who wish to access tickets together. This issue has been noted and will be addressed again once ESCFAN has gained any access to Eurovision tickets.

For those against the random-ticket ballot, the suggestions were made to look at merit, volunteer/attendance/activity (loyalty) and length of membership-based systems. ESCFAN believe that for a founding year, it would be inappropriate to adopt these strategies as the length of service and any point accrual would be too short a time frame when the club has only just formed. It is also important to note that such methodologies would potentially discourage new members from joining, and it may also favour those with more time, money and accessibility – disenchanting

regional members or people who do not feel comfortable in contributing more than a membership fee.

However, all comments have been noted for the future, and the ticketing methodology will be raised again at the AGM once ticketing access and OGAE-recognition has been granted. We welcome further feedback on these matters via our email address at any time.

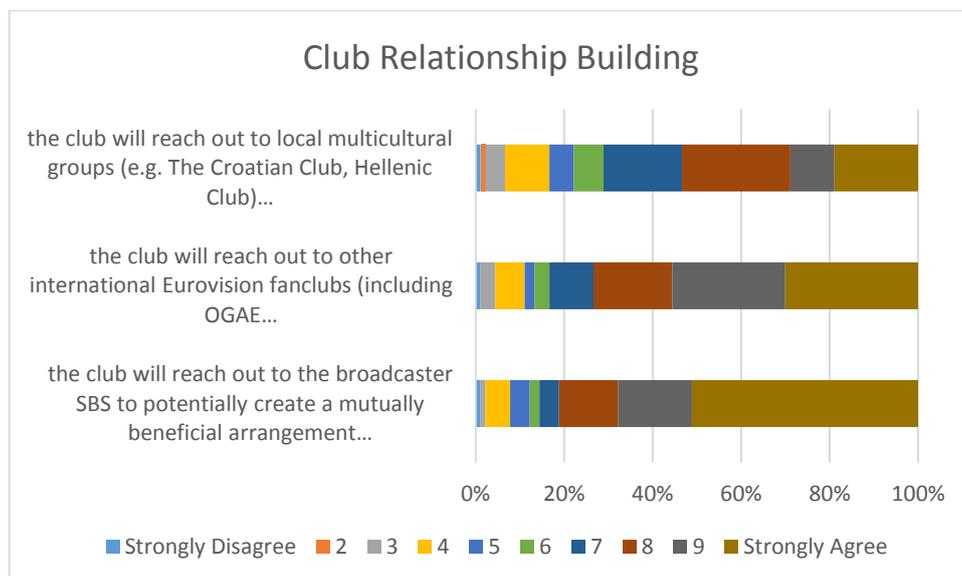
Policy

Relationships

One of the guiding ESCFAN purposes is “In conjunction with potential international partner organisations, to create a global network that enables cross-national communication”, and therefore the committee are examining any potential relationships that can be forged in order to meet its purpose.

These relationships include local multicultural groups, other international fanclubs, and broadcasters/delegations, including that of SBS.

All relationships were heavily supported, however respondents indicated the forging a partnership with SBS was most important (51.1% strongly agreeing). Feedback suggests that fans wish to see the fanclub working together with the broadcaster for events, news gathering, as well as the potential to meet any future participants put forward for Australia.



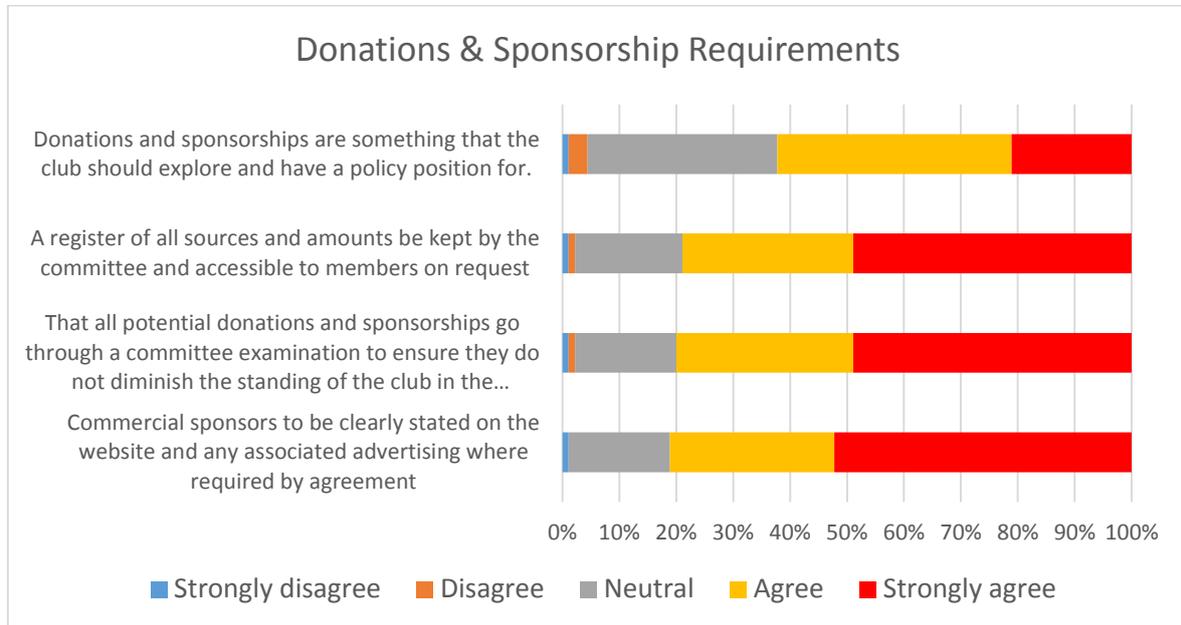
Sponsorship

We surveyed respondents regarding donations and sponsorship possibilities in order to fund the club in regards to future deliverables, such as big events. ESCFAN are open to the possibility that we may need to secure such money, and as such, a policy is prepared to be drafted to manage this.

Based on responses, 62% of the respondents either agreed or strongly agreed to the exploration of such money. Other suggestions were that it should not be necessary as membership fees should cover any costs incurred by ESCFAN.

By way of feedback, it was clear that it is expected all funds should undergo rigorous measures, such

as public declaration of sources and amounts (either online or by way of register), that a committee examination should occur to ensure it meets standards where it will not diminish the clubs standard (i.e. no conflict of interest, that the person/organisation should not hold discriminatory beliefs, nor should there will be any special privileges gained from such fund giving) and that these funds should be a one-year basis only.



Conflicts of Interest

ESCFAN believe that prior to standard for any role within the committee, that a declaration of all activities of the candidate by made that may be considered a conflict of interest e.g. broadcasting/journalist role, artist or country participating, provision of services relating to the contest such as tours etc. This was deemed a necessary policy by the ESCFAN committee as previous fanclubs have been used as a method of financial and information gain by committee members.

97% of respondents agreed to this measure. It is expected that candidates should either relieve themselves of their duties that may clash with the role, or where this not possible, to do their utmost to ensure that no crossover benefit from holding a committee position is gained e.g. using mailing lists and social media relating to the club for promotion of tours of artists they represent, or promotion of their other businesses to members etc.



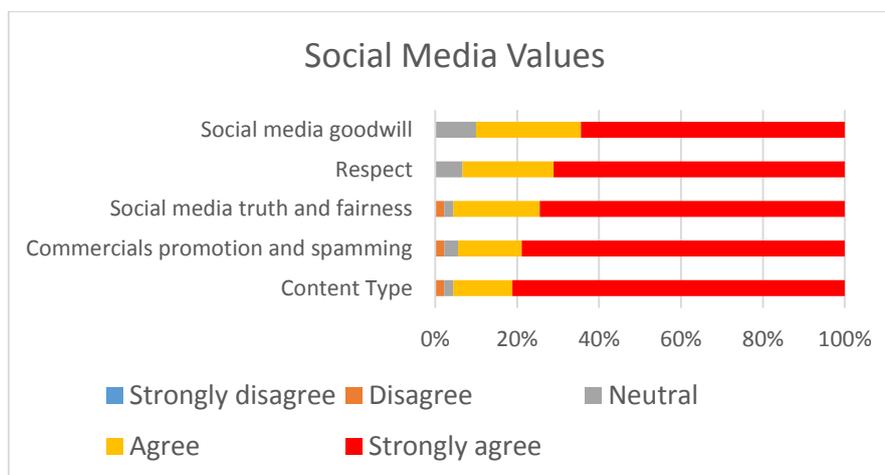
Other committee-related suggestions included holding meetings online to ensure transparency as well as deal with issues of remote locations, 1-year committee terms (which are already in place as per model rules adopted as constitution), and access to CV information of candidates, such as people skills, for all members prior to election. All of this feedback has been taken on board by committee to be adopted prior to the running of elections early in 2016 for all available roles. All paid members will be entitled to nominate themselves, as well as to vote.

Social Media

ESCFAN propose to draft a policy relating to the operations and monitoring of its social media outlets such as a Facebook group. A separate communications committee made up of both board members and other members will be utilised to control such outlets, and will as such, also be tasked with the decisions relating to complaint reports, warnings, timeout periods, banning and also appeals of any members who possibly breach the rules.

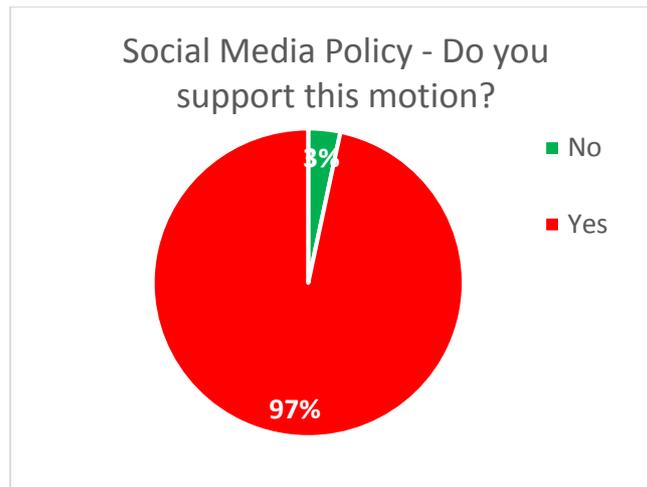
These processes are supported by the model rules adopted as constitution by ESCFAN in December 2015, and allow all members the opportunity to appeal any decisions made by the committee via general meetings, as well as give power to be removed from the club for a given time or permanently.

ESCFAN suggested 5 principles for the potential social media policy: goodwill, respect, truth/fairness, no spamming, and appropriate content. In all cases, more than 64% of respondents strongly agreed to these principles.



Due to feedback, the ESCFAN committee believe it is necessary to define what constitutes spamming under any future social media policy. This involves the repeated posting and promotion of any link/website without thought given to its relation to the specific nature of the club or its discussions held within. This can be best witnessed online where the authors of Eurovision content (websites, podcasts, etc) post the same or multiple links to their content primarily to promote themselves and drive web traffic across a large number of Eurovision groups over a short period of time. ESCFAN believe there are other and better outlets in which to do this on, and the behaviour is not encouraged. Any content creators are however welcome to contact the club in order to have one link to their outlet published on the club website for members to visit.

ESCFAN will however encourage members to contribute their own original works to the website (articles, photos, videos etc) which will be published and promoted via the social media outlets.



97% of respondents agreed that a social media policy should be adopted as discussed above. Feedback suggests that any punishments should however be appropriate to the breach, such as warnings for less offensive items in a first instance (e.g. spamming), given timeout periods for racial/politically insensitive comments, and outright banning for major breaches such as posting of illegal content or any links to illegal content (child pornography, gore material, malware etc).

Feedback has also been received in regards to specific instances that have already occurred online via other outlets. Please note that in regards to social media outlets for ESCFAN, only paid members will be able to access these. Therefore there will already be some controls set in place as the general public will not be able to post. The social media accounts will be new, and have therefore have no links to previous occurrences.

Other Feedback

Overall, the most referred to topics of feedback were that of tickets, committee staffing requirements and social media aspects.

As indicated previously, ESCFAN do not have access to tickets at this time, but we are happy to hear your thoughts to ensure that when we do gain such abilities, your feedback will help shape our policy on the matter. We received a number of comments about both the benefits and drawbacks of merit-based ticketing ballots. Some find it necessary to ensure an active fanclub community, others believe that the process is too onerous, exhausting and confusing and open to too much interpretation and bias.

Overall, it is believed that a fanclub should an inclusive environment that offers many benefits; it is not just a ticket agency. Therefore ESCFAN will focus on its commitments elsewhere first to ensure the best and most possible benefits to all.

Following on from the discussion of inclusion, ESCFAN will endeavour to make all members welcome – whether they are based regionally, overseas, and from other fanclubs. The relationships forged as part of our purposes should see Australians embraced as part of the global phenomenon that is Eurovision.