

# Scaling Up Sexual Health Promotion:

The NSW Festivals Initiative Report and Evaluation



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## EXECUTIVE SUMMARY

The Get Tested, Play Safe (GTPS) campaign was a statewide advertising initiative developed by the NSW Ministry of Health (MoH). The campaign ran in 2009 and 2011 and utilised traditional marketing methods, including TV, radio, online, cinemas and print. The campaign aimed to increase their awareness of issues relating to sexually transmissible infections (STI) testing, treatment and prevention and was targeted at young heterosexual people. It also focused on supporting a change in behaviour in accessing general practitioners and improve skills in relation to sexual health communication and prevention practices.

However, as marketers have discovered that they have to reach out to Gen Y (target audience of the campaign) in new and innovative ways. Music festivals tap into the youth market's desire for experiential activity. Music festivals provide an ideal platform to develop partnerships between the health and entertainment sectors for aligning congruent messages, accessing target audiences en masse and value adding to the experience of the festival goer (Roberts 2009). Music festivals are well placed to promote and reinforce social marketing messages (Weinreich 2010). This is a space that typically attracts a sub-population of young people that are at a higher risk of STIs than the broader population of 16-24 year olds (Lim et al 2009). They are also a population that may engage in other social practices that are associated with increased levels of risk, such as illicit drug use and unsafe alcohol consumption (Lim et al 2010).

In order to extend the reach of the campaign and engage directly with this target audience (16-24 year olds) a pilot festival initiative was developed in 2011 between the MoH HIV and STI Branch, NSW STI Programs Unit (STIPU), and the promoters of Creamfields music festival. The aim of the initiative was to improve young heterosexual people's skills in relation to sexual health communication and prevention practices.

Based on the evaluation of this successful pilot, strategies to expand the delivery and measure the impact of festival activities were explored. To assist in maintaining the profile of the GTPS campaign a second partnership initiative was developed for three music festivals - Stereosonic in November 2011 and Creamfields & Groovin the Moo (GTM) in 2012 – the NSW Festivals Initiative. Activities around the festivals were coordinated by the STIPU and Ministry of Health (MoH).

The funding partners for social marketing activities for the NSW Festivals Initiative were MoH Centre for Population Health HIV and STI Branch, the Mental Health Drug and Alcohol Office (MHDAO), NSW STI Programs Unit (STIPU) and South East Sydney, Illawarra Shoalhaven, , Hunter New England, Nepean Blue Mountains, Western Sydney, Sydney & South Western Sydney LHD HARP Units (HARP Units). Community engagement on site was embarked upon at the Creamfields and Groovin The Moo events. Activities were provided and funded by South East Sydney, Illawarra Shoalhaven and Hunter New England LHDs, Family Planning NSW (FPNSW), MHDAO and Hunter Community Drug Team. For the purposes of this partnership an investment of \$58,000 was made in total plus some infrastructures costs met by MoH and STIPU. The Sexual Health Infoline (SHIL) also supported the project with the phone number being utilised as a major referral pathway on resources and advertising across the three festivals.

A price of \$1 per head was negotiated with the festival promoters for all three festivals. This is significantly cheaper than the cost per head for a commercial sponsor and reflects

the promoters' commitment to the health and well-being of their audience. It was planned that MHDAO would pay 50% of this cost and implement activities around their own campaign. With the contracts already signed assuming that the attendance at Stereosonic would be 40,000, a change of venue resulted in an extra 25,000 tickets to be sold. We received an added 30% value as a result.

Acknowledging the unique environment of festivals, the decision was made to utilize one guiding aim of the GTPS campaign in order to achieve maximize its reach:

- Improve young heterosexual people's skill in relation to sexual health communication and prevention practices.

The following GTPS campaign objective was identified as the most appropriate in allowing tailored social marketing to be delivered:

- To increase awareness of the importance of using condoms to prevent STIs.

In order to embed the campaign as an intrinsic part of the festival experience, the MoH adapted the original GTPS campaign message to place an emphasis on holistic sexual health. Thus, the new message 'Love Sex? Love Condoms!' (LS?LC!), increased the prominence of the condom use message and was sex positive. LS?LC! utilized the same graphics in order to echo the GTPS advertising and take advantage of the original reach that the GTPS campaign achieved with the 'above the line' advertising. This message was utilised as both a standalone message and logo alongside the original GTPS message and logo.

Festival partnerships have two components, acquisition and activation. Acquisition rights refer to partnering with the music festival promoter, providing access to festival co-branding, online messaging through social media engagement, data and online evaluation channels. Activation rights refer to the community engagement activities that occur at the festival event itself. All three festivals utilised a range of acquisition and activation strategies to promote the campaign and message.

To measure the impact of this initiative, festival goers at the three music festivals were surveyed via an online post-festival evaluation promoted through the Moshtix (ticket seller) database or the music festivals' Facebook pages. There were 1,823 responses overall (Stereosonic- 817, Creamfields- 433 Groovin The Moo- 573). Questions addressed demographics, sexual behaviour and risk practice (e.g. sex without a condom) as well as campaign/message awareness, relevance and intended action. A similar survey was also administered by activation staff at Groovin The Moo on the day of the event, providing a snapshot of comparison data.

## **KEY FINDINGS**

The majority (median= 74.3%) of ticket purchasers at all three festivals were within the campaign's target market, (16-24 years old), a substantial majority had engaged in sex recently, many had more than one partner-casual partners, condom use was not consistent and STI testing rates were low.

Festival goers travelled from all over NSW to attend the festivals, with regional festivals attracting a larger proportion of residents from rural/ regional NSW than the Sydney based festivals.

- Stereosonic attendance- 65,000: 7.9% regional/ rural NSW ticket purchasers
- Creamfields attendance- 11,780: 5.9% regional/ rural NSW ticket purchasers
- GTM attendance- 20,000: 70% regional/rural NSW festival survey respondents

There was a trend of increased visibility of the message/ campaign building across the three festivals; Stereosonic (59.6%), Creamfields (70.9%) and GTM (81.8%). Those festivals which utilised a combination of both acquisition and activation strategies achieved greatest impact; Stereosonic had limited on the ground activation and therefore, least impact.

Visibility of campaign messages was stronger via activation strategies, including the entry/ exit signage, presence in festival programs and the presence of the tents and staff. Reach of the LS?LC! message and GTPS campaign via online strategies varied. The music festivals were not only attended by large numbers of festival goers on the day of the actual event, e.g. 60,000 people at Stereosonic, November 2011, but also engaged larger numbers of people via interaction with the festival experience online in the lead up to and following the events (Currently 113,000 people 'Like' Stereosonic Facebook page). There was an increasing trend in website engagement across the season (Stereosonic- 19.7%, Creamfields- 22.4% and GTM- 25.5%) and engagement with social media strategies (Stereosonic- 11.9%, Creamfields- 13.9% and GTM- 10.1%).

Respondents consistently understood the key objective of the campaign, identifying that the LS?LC! message and GTPS campaign conveyed; 'always use condoms when having casual sex', and 'you can protect yourself from STIs by using condoms' and 'get tested for STIs'. Respondents consistently identified the key call to action of the LS?LC! message and GTPS campaign as 'using condoms with casual partners', 'using condoms every time you have sex' and 'increasing my use of condoms' across all festivals. 'I trusted my partner' was the most consistently stated reason for festival goers not using condoms the last time they had sex.

The LS?LC! message and GTPS campaign was considered relevant or very relevant to a large majority of festival goers across all three festivals (median = 88.5%). A considerably higher number of festival goers surveyed at Stereosonic preferred the sex positive LS?LC! message over the GTPS message (67.3% vs 28.2%).

Using the original GTPS campaign evaluation questions as a framework this provides useful comparison data. However, as an outcome evaluation framework was not developed as part of the GTPS campaign, there is a need to explore initiatives to measure the overall project aim.

The NSW Festivals Initiative was extremely cost-effective in the way it was negotiated and delivered. Overall, the LS?LC! message and GTPS campaign appears to be relevant, appropriate and increasingly visible in the festival environment to increase awareness of the importance of using condoms to prevent STIs and pathways for information and testing. Festivals offer a unique platform for positive co-branding with large-scale exposure of the messages to young people across NSW.

## RECOMMENDATIONS

- Establish a festivals working group led by NSW STI Programs Unit, steered by the HPR Project Working Group, with partners including from LHD HARP HP teams and MoH;
- Continue to build on the LS?LC! message across all platforms, with the GTPS message to be utilised as the secondary message when targeting young people in a festival environment;
- Further explore effective social media activities at future festival events;
- Continue to support the Festival Initiative through further research;
- Strategies need to be tailored to the “personality” of each festival.

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## 1. INTRODUCTION

### 1.1 Background

In 2009 and 2011 the MoH launched GTPS, a statewide STI campaign targeting heterosexual young people. It utilised a range of traditional marketing strategies and approaches, including TV, radio, print and online advertising. The original aims of the campaign were to:

- increase young heterosexual people's awareness of issues relating to infections STI testing, treatment and prevention;
- change young heterosexual people's behaviour in relation to accessing general practitioners for STI testing and treatment; and
- improve young heterosexual people's skills in relation to sexual health communication and prevention practices.

More specifically, for the primary target audience of this campaign the objectives were to:

- increase awareness of the high prevalence of STIs and the asymptomatic nature of many STIs and the implications of this in new regular relationships;
- increase the awareness and availability of simple testing and treatment / management for STIs; and
- increase awareness of the importance of using condoms to prevent STIs and HIV.

As an extension of the second phase of the GTPS campaign in 2011, the NSW Ministry of Health (MoH) HIV and STI Branch developed a pilot partnership initiative with the promoters of Creamfields music festival (Totem One Love Group) and the agency representing their interests (Talking Heads Group) to extend the reach of the campaign and engage directly with the target audience (16-24 year olds).

The festival initiative was evaluated alongside Wave 4 of the main GTPS campaign evaluation through a specific survey delivered online and onsite at the festival. Results indicated the GTPS campaign's integration into the Creamfields brand was effective. Festival goers had a 24% higher campaign recall (87%) than 16-24 year olds in the general population (63%). Importantly, a majority of festival goers (92%) felt that the campaign was relevant or very relevant within the context of music festivals. The initiative also provided access to this segment of the population with 73% of attendees aged 18-23. The evaluation also found that festival goers may take more risks than the general population; they were more likely to have been sexually active in the last month (68% to 37%) and almost twice as likely to have had sex with a casual partner than a regular partner in the past year (53% to 27%). Creamfields 2011 was an 18 plus event.

Based on the evaluation of this pilot, strategies to deliver, manage and measure impact at further festivals were explored. To assist in maintaining awareness of the GTPS campaign a partnership was developed to purchase the acquisition and activation rights for three music festivals - Stereosonic in November 2011 and Creamfields & Groovin the Moo (GTM) in 2012.

Stereosonic, Creamfields and GTM are all promoted through the Talking Heads Group (THG), which has now been acquired by Peer Group Media (PGM), is a commercial rights

agency that specialises in sponsorship acquisition and management for major music events. PGM represents festivals that sell music, experience and fun. The summer festival season for them in NSW starts with Fat as Butter in Newcastle in September/October and continues right through the summer until GTM in Maitland in May.

Festivals are well placed to promote messages around health and awareness at the start of what is typically a high risk taking period for young adults and reinforce that message throughout the summer period. This adds value to their image as organisers of safe events where “duty of care” and health and safety considerations are taken seriously.

‘Acquisition right’ refer to partnering with the music festival promoter, providing access to festival co-branding, online advertising and engagement, access to data as well as online evaluation channels. ‘Activation rights’ refer to the community engagement activities that occur at the festival event.

The acquisition funding partners included MoH Centre for Population Health HIV and STI Branch, the Mental Health Drug and Alcohol Office (MHDAO), NSW STI Programs Unit (STIPU), Sexual Health Infoline (SHIL) and South Eastern Sydney, Sydney West, Hunter New England, Nepean Blue Mountains & South Western Sydney Local Health District HIV and Related Program Units (HARP Units). Activation at the festivals on the day was provided by and paid for by South East Sydney, Illawarra Shoalhaven and Hunter New England LHDs, Family Planning NSW (FPNSW) and the Hunter Community Drug Action Team (CDAT).

MHDAO acted as partner to MoH and entered into independent contractual agreements with the promoters, paying 50% of the acquisition costs for all three festivals. This resulted in a huge discount for the initiative. MoH considered MHDAO an appropriate partner in this venture, taking into account the context of young people’s lives and the context of their risk taking sexual behaviours.

## **1.2 Aim and Objective**

Acknowledging the unique festival environment, the decision was made to utilize one guiding aim of the GTPS campaign in order to achieve maximize its reach:

- improve young heterosexual people’s skills in relation to sexual health communication and prevention practices.

The following GTPS campaign objective was identified as the most appropriate in allowing tailored social marketing and activities to be delivered to the particular audience attending the events- heterosexual young people engaging in risky sex practices.

- to increase awareness of the importance of using condoms to prevent STIs and HIV.

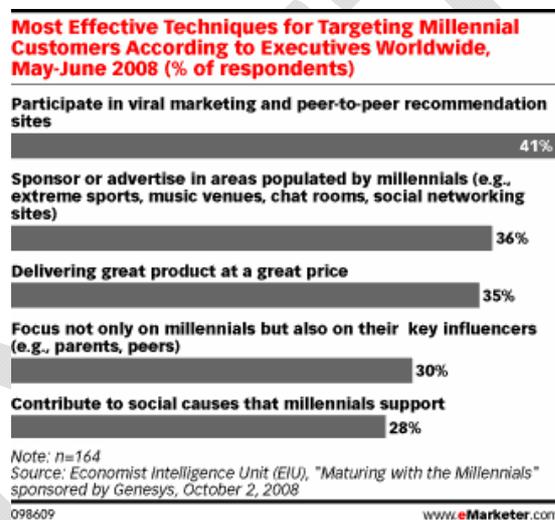
## **1.3 Target Audience**

In line with the GTPS campaign, this initiative was aimed at heterosexual young people aged 16-24 years.

The youth segment, often referred to as ‘Gen Y’ and are defined by their love of experimentation, innovation, technology and collaboration (Emeagwali 2011). This segment is image conscious and places importance on belonging. They feel comfortable

moving in large groups, and they have a very different, somewhat looser definition of what it means to be a friend (Tourism Australia 2012). Gen Y have grown up with technology (Cheese 2008), with the exponential rise in popularity of online social media and social networking sites among this group highlighting the necessity for marketers to access audiences through these means (Williams and Page 2012). In Australia alone, these are currently 11,009,080 Facebook users, with 25% aged between 18-24 years (Social Bakers 2012).

Marketers are constantly looking for ways to build relationships with the youth segment. The traditional channels of reaching a target audience – advertising in print, radio and television – have given way as marketers have discovered that they have to reach out to Gen Y in new and innovative ways. To reach Gen Y with a message that resonates, it must be taken to them – to skate parks, concerts, clubs, shopping malls, and sporting events – in order to be heard (Annapr 2011).



Music festivals tap into the youth market's desire for experiential activity. Festivals are an ideal platform for aligning messages with an experience and accessing target audiences en masse, allowing marketers to 'add' to the experience of the festival goer (Roberts 2009). Festivals are also a release occasion for young adults. Several survey respondents pointed to the growing abundance of drugs, alcohol and violence at such events as the key issue for the shift in behaviour (Stephenson 2011). The risky practices of those who attend these events is also supported with regard to sexual behaviour. A study undertaken by the Burnet Institute at Melbourne's Big Day Out, highlights the low knowledge of STIs, regular engagement in risk behaviours and low risk perception around susceptibility so STIs in festivals goers (Lim et al 2007). These findings are supported by the 2011 GTPS campaign evaluation's study of attendees at the Sydney based Creamfields 2011 festival. This report highlighted low rates of condom use, high rates of casual partners and low intentions to test for STIs (Gfk Bluemoon 2011). Such reports highlight the necessity of accessing this target audience in this space.

#### 1.4 Change of Message/Logo

Building upon the recommendations of the 2011 GTPS campaign evaluation, and to complement the unique environment at festivals, MoH adapted the biomedical language

used with the Get Tested, Play Safe (GTPS) campaign message to place an emphasis on more holistic sexual health. This new message was also sex positive and increased the prominence of the condom use message, with the phrase 'Love Sex? Love Condoms!' (LS?LC!) being added. This message was utilised as a standalone, as well as being linked to the original GTPS campaign message (see images below) in order to take advantage of the GTPS campaign reach achieved via the above the line advertising. The images were used at the three festivals on various promotional materials including signage, posters, flyers, programs, festival websites, Facebook and Twitter pages, ticketing, wristbands and other festival paraphernalia (See Appendix A).



## 1.5 Investment

Across the three festivals, the MoH HIV and STI Branch, Media and Communications Branch, MHDAO and the STIPU, SES, SW, HNE, NBM & SSW LHD HARP Units (HARP Units), Family Planning NSW (FPNSW) and the Hunter Community Drug Action Team (CDAT) invested a total amount of \$58, 000 to the festivals partnership.

Partner Organisation	Amount	Other Resources
NSW STI Programs Unit	\$18,000	Signage/ banners
MoH HIV and STI Branch		#GetTested Smartphone optimisation
SESLHD	\$10,000	Sexual health resources, wages of activation staff and peer educators
SWSLHD	\$15,000	
HNELHD	\$7,000	Condoms, prizes, wages of activation staff
NBM & SWLHD	\$5,000	
Family Planning NSW	\$3,000	Safe sex packs, sexual health resources, prizes, wages of activation staff

\*Partner organisations involved in festival activations paid for costs associated with their staff working outside normal working hours according to their individual policies.

# Prior to the festivals the MoH funded changes to the Get Tested site in order for it to be compatible for use on smartphones (\$16,000).

The NSW Sexual Health Infoline (SHIL) also supported the project with the phone number utilised as a major referral pathway on resources and advertising across the three festivals. Furthermore, SHIL supported Nurse Nettie, an 'email a question' service which was added to the festival websites and partner pages. This is discussed in more detail throughout the report.

## 1.6 Evaluation

Part of the contractual negotiations with promoters included access to evaluation channels via ticket purchaser databases allowing festival goers to respond to a survey measuring impact of online and onsite strategies from the festivals initiative. The questions utilised reflected the questions from the GTPS campaign evaluation conducted by GfK Blue Moon and echoed the evaluation of the Creamfields 2011 pilot. This was done purposely in order to collect some results longer term and in order to validate and compare results.

## **2.0 STEREOSONIC FESTIVAL EVALUATION**

### **2.1 Promotion**

Totem One Love Group PTY Limited (Totem) is the promoter of Stereosonic. Extensive promotion of the festival was undertaken by Totem through social media networks and print media. The Stereosonic festival Facebook page currently has 113,054 'likes' (July (2012) and the festival's twitter account has 7,566 followers. The Stereosonic Facebook page has a high level of engagement with over 10% of fans regularly engaging in conversation about the page content outside of the key festival period. This engagement level increases more than two fold in the month leading up to the festival itself. In the lead up to, across and following the festival (01/07/11 - 31/12/11) the Stereosonic website received 875,836 unique visitors.

### **2.2 Attendance**

Stereosonic is Australia's fastest growing festival and began in Sydney in 2009. Billed as 'Australia's electronic music festival', the line-up spans trance, dubstep, house, techno and electronic music genres. Stereosonic falls in late November and early December, travelling to Perth, Adelaide, Melbourne, Sydney and Brisbane. . In 2011, the festival sold out in record time enabling organizers to secure a larger venue and subsequently increase the attendance for the 2012 Sydney event from 40,000 to nearly 65,000. Stereosonic is an 18 years plus event.

### **2.3 Sponsors**

the Stereosonic festival was sponsored by Nandos, Pure Blonde, Smirnoff and Strongbow. The Mental Health, Drugs and Alcohol Office (MHDAO) of the MoH also had an agreement with the Stereosonic festival.

Given the State Plan's goal to reduce risk drinking it was vital to create distance across the web activities between NSW Health as a partner and the other commercial sponsors, who were primarily liquor brands. MoH and Totem reached a mutual agreement about the separation of sponsor activities.

### **2.4 Acquisition**

The festival acquisition rights for Stereosonic are listed in Appendix B. They included co-branded Stereosonic/LS?LC! print collateral, such as posters and flyers; a banner ad and the Ls?LC!/GTPS logo under a "Partners" heading on the Stereosonic website homepage; a link from there to the a page which linked to the GTPS TV commercial and the Get Tested website. The team at THG provided considerable guidance and support to assist in leverage with the partnership with Totem.

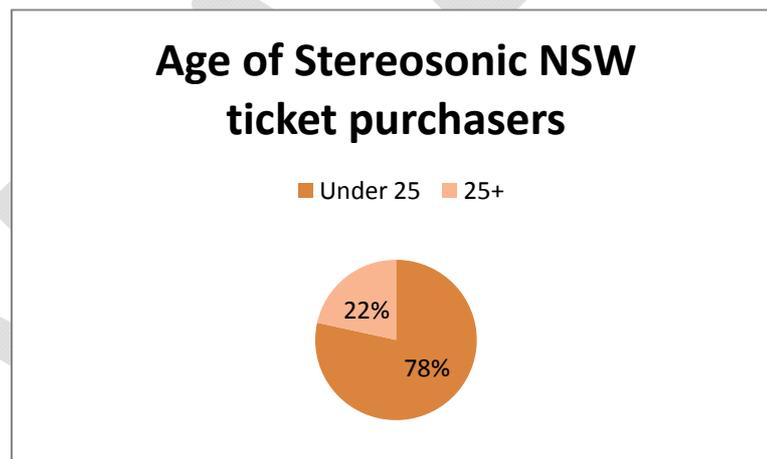
Utilisation of the Stereosonic website's social media was a key benefit of the activities. This activity provided good insight and learning in respect to the management and moderation of online content and key subject matter, with the level of self-moderation of the groups being a positive result. It was also key to accessing the festival goers for evaluation purposes, with post-festival evaluation surveys being promoted via the festival Facebook page. Content generated on Facebook in respect to the campaign and its activities with Stereosonic is included in Appendix C.

## 2.5 Activation

The festival activation rights for the Stereosonic festival are listed in Appendix B. Limited activation on the ground was conducted due to budget, staff capacity and resource constraints. Whilst the purchase of 15,000 lanyards provided an excellent co-branding opportunity, with many promotional and other staff on site wearing them on site and photographs posted on several websites post-event, the announcement of the development of a festival program smart phone application at short notice seemed to overshadow the benefit of the advertising placement in the hard copy festival program guide. On the day, the evidence of unused and discarded paper-based programs strongly suggested the attendees' preference to utilise the smart phone app. Co-branded entry and exit signs were also erected. Condoms were distributed on the day via an independent agreement between a condom company and Totem.

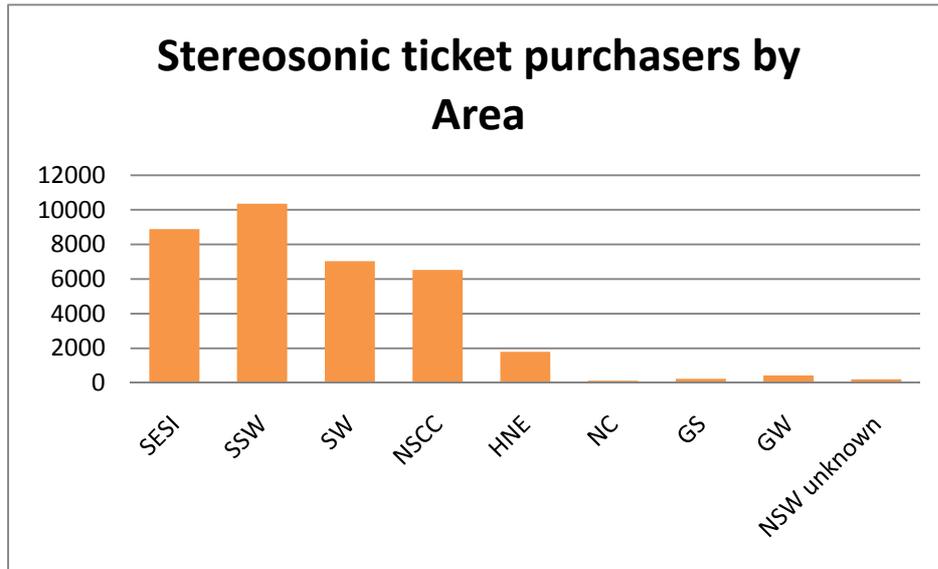
## 2.6 Results from Stereosonic Festival ticket purchasers' demographic data

Demographic data of Stereosonic attendees was collected at the time of ticket purchase via Moshtix. It should be noted that demographics were only collected from the ticket purchaser, not every ticketholder. Based on the data collected, Stereosonic 35,626 ticket sales were by residents from NSW, with 78% being under the age of 25. There were 16,523 males (46.3%) and 18,078 females (50.7%) and 1,024 (2.9%) gender unknown/ unstated.



Moshtix (2012)

The following graph highlights the geographic distribution of Stereosonic ticket purchasers across areas of NSW. The majority of ticket purchasers were from the Greater Sydney area, with the highest number residing in South West Sydney. Regional and rural areas accounted for 7.9% of Stereosonic ticket purchasers.



Moshitix (2012)

## 2.7 Festival Impact Evaluation Survey

An impact evaluation of the campaign at Stereosonic was conducted using a post-festival survey promoted via the festival Facebook page and administered through SurveyMonkey. As the survey was promoted through the Stereosonic Facebook page and accessible by Stereosonic attendees from all over Australia, the data for NSW residents was unable to be extracted.

In total there were 817 responses, 404 male (50.3%) and female (49.7%). The survey was incentivised by Totem with free tickets to Creamfields 2012.

The survey included the following topics-

- Demographics
- Sexual behaviour and risk practice (e.g. sex without a condom)
- Message awareness, relevance and intended action

### *Demographics*

There were 817 survey responses, 49.7% female and 50.3% male. Of the respondents 71.5% were aged 18-24 years, aligning with the intended target audience of the project. There was a considerable survey response rate from residents living in regional or rural NSW at 13.2%, with a further 40.4% of respondents from Sydney. Of the respondents, 64.5% were engaged in full or part time work and 30.6% were studying.

### *Sexual behaviour and risk practice*

Survey respondents were asked about their sexual behaviour, with 88.6% having engaged in sex in the previous 12 months and 71% in the last month. Furthermore, in the previous 12 months, 27.2% of respondents engaged in sex with casual partners only and a further 24.8% with casual and regular partners. Among those who had ever had sex, only 27.9% reported always using condoms, with just under half (45.5%) reporting that they did not use condoms the last time they had sex. Trust in partner was the most stated reason for not using condoms at 54%, with other barriers like where to access them, embarrassment

and cost ranking lowly. However, respondents who had utilised condoms the last time they had sex were able to elect various response options for not using condoms; therefore it may influence the data in an unreliable and biased manner. This anomaly was rectified for the following festivals. Of the respondents, 50.8% had never been tested for an STI with half (50.1%) of the total sample indicating that they did intend to test in the next 6 months.

#### *Message awareness, relevance and intended action*

When asked about advertising at Stereosonic, 59.6% of respondents saw the LS?LC! message or the GTPS campaign. This included seeing messages on posters, flyers, ticketing, the Stereosonic Facebook page and the Stereosonic website. Survey responses indicated that 34.8% recalled the entry/exit signs, 20.8% saw the message/campaign in the program and 17.6% on a lanyard. The online strategies for promoting the LS?LC! message and GTPS campaign were seen by 19.7% of respondents on the Stereosonic festival website and 11.9% on Facebook.

When asked what the LS?LC! message and GTPS campaign conveyed, respondents always using condoms when having casual sex (70.7%), getting tested for STIs (51.8%) and protecting yourself from STIs when having sex (49.3%). The message that was identified as being conveyed by the least percentage of respondents was that STIs often have no symptoms (14.0%). Survey respondents were also asked which tag line had more impact on them, 67.3% identified LS?LC! and 28.2% chose GTPS (4.5% chose neither). This confirmed the change in emphasis as important. Overall, the survey results indicate that the LS?LC! message and GTPS campaign were accepted in a festival environment, with 89.6% of respondents finding them relevant or very relevant to young people at music festivals.

In the week leading up to Stereosonic there were 197 unique visitors to the Get Tested site. Over the week of the festival there were 147 visitors and in the week following the event, there were 149 unique visitors. There were 23 unique visits from traffic accessing the site from links placed on the Stereosonic website. Further work is needed online to actively drive traffic to the Get Tested website.

When asked what the message and campaign prompted people to do, respondents identified 'using condoms with casual partners' (37.9%), 'using condoms every time you have sex' (34.6%) and 'increasing my use of condoms' (30.2%). With regard to the message and campaign prompting respondents to discuss condoms, 21.1% reported they thought about doing so with their partners and 9.8% with family/ friends. This was slightly higher with regard to STIs, at 21.3% with partners and 13.0% with family/friends.

### 3. CREAMFIELDS FESTIVAL EVALUATION

#### 3.1 Promotion

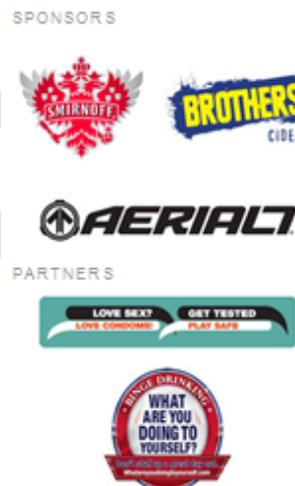
Totem is also the promoter of the Creamfields festival in 2012. Creamfields has active Facebook and twitter profiles with 55,194 fans subscribed to their Facebook and 1,329 followers on their Twitter account. Extensive promotion of Creamfields was undertaken by the promoters through social media networks as well as print media. The Creamfields website saw 297,409 unique visitors between December 2011 and May 2012.

#### 3.2 Attendance

Creamfields has established itself as the world's greatest electronic music festival and is part of the Cream franchise. Now in its 13<sup>th</sup> year, it continues to dominate the festival markets, spanning 17 countries and attracting a worldwide audience of nearly 3 million people. Beginning in Winchester (UK) in 1998, Creamfields continues to hold the crown as one of the world's favourite dance festival brands. This year the festival in Sydney attracted 11,780 people. Creamfields is an 18 years plus event.

#### 3.3 Sponsors

Sponsors associated with Creamfields included: Aerial 7, Brother Cider and Smirnoff. The Mental Health, Drugs and Alcohol Office (MHDAO) also engaged in an agreement with the Stereosonic festival. Terms were agreed for ensuring distance between MoH social marketing activities and these commercial sponsors across the web activities.



#### 3.4 Acquisition

The Creamfields acquisition rights are listed in Appendix D. They included a banner ad on the home page, newsfeeds on the homepage, Twitter and Facebook feeds with links to the Get Tested website and co-branded entry/exit signage at the festival. It also included the logo on the homepage of the Creamfields website, linking through to a Partner Page including links to the Get Tested TV commercial, The Get Tested website, the Family

Planning NSW website and Nurse Nettie. Nurse Nettie is a front for the SHIL email drop box, a new addition to the Partner Page.

Despite being in the contract, one of the pre-event news feeds was not posted until after the event. This news feed included details around the onsite event activation and therefore online signposting to the activation was lost.

Social media remained a key benefit of the partnership. The request and inclusion of a banner ad of the festival website also provided strong exposure to the festivals network. Content generated on Facebook in respect to the campaign and its partnership with Creamfields is included in Appendix E.

### 3.5 Activation

A list of the activation rights for Creamfields is provided in Appendix D. This included erection of the entry/ exit signs. Overall, the activation activities were well received, with over 500 people engaging with staff across the day and the distribution of around 500 safe sex packs and sexual health resources. Activities were conducted from the LS?LC! tent, and included; races to place a condom on a banana while wearing 'beer goggles' with an instant view electronic timer/leader board, a safe sex graffiti wall and other games that addressed common myths about condom usage. There were prizes given out across the day, incentivising festival goers to participate in the activities.



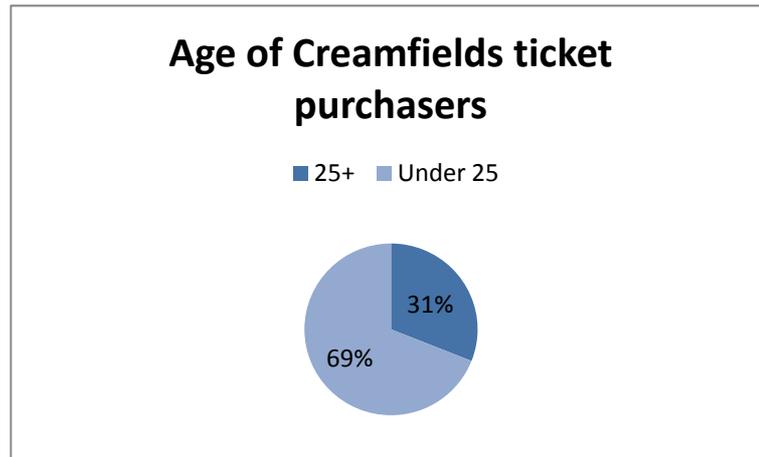
These activities were promoted by staff from SESLHD, FPNSW and youth peer educators trained through the SESLHD HARP Safe Summer Survival program. Peer educator involvement was well received by festival goers, with many commenting on the importance of outreach activities at music festivals. Although there were six peer educators engaged in the activation, four peer educators cancelled prior to the day.

FPNSW distributed 3,500 service cards. These directed festival goers to the tent as well as promoting the FPNSW Facebook page. The addition of FPNSW resources and logo resulted in mixed messaging which had not been the intention.

There is a need for a more detailed 'bump in' strategy for the activation staff around the festival site induction process, including organising public liability insurance for peer educators.

### 3.6 Results from Creamfields Festival ticket purchasers' demographic data

Like Stereosonic, Creamfields demographic data was collected at the time of ticket purchase through Moshtix. This data indicated that Creamfields ticket sales were made by 6,673 residents from NSW, with 69% being under the age of 25. There were 3,175 males (47.6%) and 3,227 females (48.4%) and 270 (4%) gender unknown/ unstated.



Moshtix (2012)

The following figure highlights the distribution of Creamfields ticket purchasers' by Area. As would be expected with a Sydney based event, the majority of ticket purchasers came from Sydney metropolitan and Greater Sydney Area (SESI, SSW, NSCC and SW), with ticket purchasers from regional and rural Areas making up 5.9%.



Moshtix (2012)

### 3.7 Festival Impact Evaluation Survey

Like Stereosonic, a post-festival survey was conducted via the Creamfields Facebook page to measure the impact of the campaign. Participation in this was incentivised by a free double pass to Creamfields 2013. The survey included the following topics-

The survey included the following topics-

- Demographics
- Sexual behaviour and risk practice (e.g. sex without a condom)
- Message awareness, relevance and intended action

#### *Demographics*

There were 433 survey responses, 56.8% female and 43.2% male. Of the respondents, 66.7% were under 25 years of age, aligning with the intended target audience of the campaign. There was a higher response rate in the post-festival survey from people living in regional/ rural NSW than those who living in Sydney when compared to the percentage who purchased tickets for Creamfields, with 16% of responses coming from attendees living in regional/ rural NSW and 78% from Sydney. Just over half of the respondents were engaged in full or part time work 64.9% and 32.6% were studying.

#### *Sexual behaviour and risk practice*

Survey respondents were asked about their sexual behaviour, with 88.5% having engaged in sex in the previous 12 months and 70.2% in the last month. Furthermore, over half (59.2%) had more than one partner in the previous 12 months, with 27.2% engaging in sex with casual partners and a further 28% engaging in sex with both casual and regular partners. Among those who had ever had sex, just under half (47.5%) reported that they did not use condoms the last time they had sex, with 85.6% reporting trust in their partner as the reason and worryingly, a further 8.6% reported not thinking about it [condom use]. Other barriers like where to access condoms, embarrassment and cost were ranked low. Of the respondents, 46.5% had never been tested for an STI, with under half (44.1%) of the total sample indicating that they did intend to test in the next 6 months.

#### *Message awareness, relevance and intended action*

When asked about advertising at Creamfields, 70.9% of respondents saw the LS?LC! message or GTPS campaign. This included messages on posters, flyers, social media sites or the festival website.

Survey responses indicate that the activation strategies were mostly successful in promoting the message and campaign, with the respondents most often reporting seeing the LS?LC! tent and branded entry/exit signs at 41.8% and 40% respectively. The online strategies for promoting the LS?LC! message and GTPS campaign were seen by 22.4% of respondents on the Creamfields website and 13.9% on Facebook or Twitter.

When asked what the LS?LC! message and GTPS campaign conveyed, respondents listed 'always use a condom when having casual sex' (67%), 'get tested for STIs' (53.8%) and 'you can protect yourself from STIs by using condoms' (48%). The message least conveyed was that 'STIs often have no symptoms' (14.1%). When asked what the message and campaign prompted people to do, respondents identified 'using condoms with casual partners' (36%), 'using condoms every time you have sex' (33.7%) and 'increasing my use of

condoms' (32.6%). With regard to the message and campaign prompting respondents to discuss condoms, 18.9% reported they thought about doing so with their partners and 10.9% with family/ friends. This was slightly higher with regard to STIs, at 22.9% with partners and 12.9% with family/friends.

Overall, the survey results indicate that the LS?LC! message and GTPS campaign were acceptable at Creamfields, with 87.3% of respondents finding them relevant or very relevant to young people at music festivals.

In the week leading up to Creamfields there were 218 unique visitors to the Get Tested site. In the week over the event there were 246 visitors and 309 in the week following the festival. There was a noticeable spike in traffic to the Get Tested page when feeds were placed on the Creamfields Facebook and Twitter pages. However, these were not direct source links and cannot be directly attributed to the feed placements. There were however, 64 unique visitors that accessed the GetTested site from links placed on the Creamfields website. Further work is needed to actively drive traffic to the Get Tested website in future.

#### **4. GROOVIN THE MOO FESTIVAL EVALUATION**

##### **4.1 Promotion**

The Groovin The Moo (GTM) festival is promoted through Cattleyard Promotions and managed by THG. It was promoted across Australia through a range of online media sites such as In The Mix as well as the festival website, Facebook (81,546 'likes' to date) and Twitter (5,035 followers) pages.

##### **4.2 Attendance**

Over the last seven seasons, GTM has gained national recognition as the only single date touring music festival to visit regional cities around Australia including the Nation's capital. The GTM audience is described as enthusiasts of all kinds, including music, art, fashion, technology, culture, sport and travel. The main age demographic is between 16-25 year olds, made up of city, regional and interstate visitors as well as locals from each town and the immediate area. The festival has a history of sell-out events, catering for all ages, as well as being licensed. This year GTM Maitland sold out, attracting around 20,000 people. GTM is a 16 years plus event.

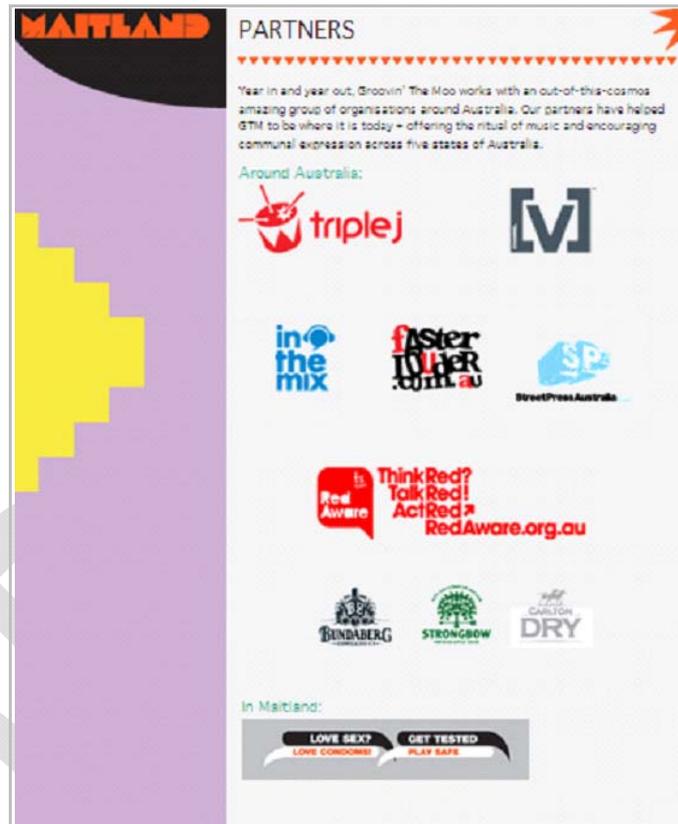
##### **4.3 Sponsors**

National sponsors associated with the GTM include: Triple J, Channel V, In the Mix, Faster Louder, Street Press Australia, YEAH, Bundaberg Rum, Strongbow and Carlton Dry.

As with Stereosonic and Creamfields, the agreement allowed for GTPS to be distinguished from other commercial sponsors through the use of a Partners tier. Initially, MHDAO was also involved with the festival as a partner, assisting in reducing the acquisition cost. However, after signing contracts with the festival promoters, MHDAO pulled out as an acquisition partner due to a conflict of interest with regard to an energy drink company [V] being a major festival sponsor, noting the link between binge drinking and energy drinks. However, MHDAO did assist the CDAT in maintaining activation presence at GTM Maitland. Despite MHDAO pulling out, we were able to maintain our acquisition arrangement with

GTM as well as a relationship with MHDAO, who are enthusiastic to partner on other festivals with the HIV and STI sector again in the future.

A late addition to the sponsorship around these messages was YEAH, a Victorian based non-government organisation that primarily focus on HIV education among young people. While they were the the national fesitval partner in 2011, touring to each festival site, they did not have confirmation as the national sponsor for 2012 until after our contract had been signed with Cattleyard Productions.



#### 4.4 Acquisition

A list of the festival acquisition rights for GTM is provided in Appendix F. They included co-branding of the festival advertising collateral with the campaign logo, Partner Page, a non-static banner ad on the Maitland homepage, Twitter and Facebook feeds with links to referral pathways, branded entry/exit signage at the festival as well as a festival site map branding.

Only some of the acquisition rights and benefits in the contract were delivered due to a disagreement with the promoters as to their authority to veto content of newsfeeds. Despite negotiation between THG, MoH and the promoters, the promoters were insistent that the content of newsfeeds could be adapted, revised and posted by them in formats outside those specified in the contract. Given the fact that SES LHD had pre-approved this content, it was not possible to get new content approved in the timeframes available. The presence of YEAH messaging on the website was not helpful in terms of LS?LC! message

clarity either. Therefore, exclusive rights to sexual health messaging should be sought in the future. A substantial discount to the costs in the contract was applied after the event due to the missing deliverables.

#### **4.5 Activation**

A list of the GTM activation rights is listed in Appendix F. This included erection of the entry/ exit signs and 20,000 campaign wristbands that were used as tickets and advertised the Get Tested website and SHIL phone number.

The activation activities were conducted at the “Party Safe” tent, which was advertised on the festival site map and the GTM website. The activities were co-ordinated by the HNELHD HARP HP team and local CDAT team. Staff from the harm minimisation team, clinicians from the local publicly funded sexual health clinic, ACON and FPNSW were also present. This multiagency approach was not made clear to STIPU or MoH prior to the event. It was acknowledged in a staff feedback survey that there were too many staff in the Party Safe tent at one time and no “site manager” coordinating. Addressing the management of the activation as well as the overall look of the activation at the tent may ensure greater acceptability and accessibility to young people in a festival.

As with Creamfields, a range of engagement activities were facilitated by staff at the Party Safe tent, including; a timed race for festival goers to place condoms on a banana while wearing ‘beer goggles’ and other games that addressed common myths about condom usage and alcohol. An additional onsite activity was a short evaluation survey, with 175 people participating. Approximately 7,500 condoms were distributed across the day, as well as prizes to promote participation in activities.

While there was little evidence of wastage or littering on the ground, it was reported that many festival goers were taking condoms without engaging with staff or activities. This may have been due to staff not being briefed prior to the event around the intended objective of the activation.

YEAH were unwilling to engage with MoH about a cohesive approach to the activations on site despite being approached with several solutions. One YEAH resource distributed at GTM utilised the message “I ♥ Safe sex”, another included the Get Tested website address and SHIL phone number as referral points (See Appendix G).

Festival organisers did not provide activation staff with a site induction, citing a lack of time. Furthermore, there was little support or communication around the activation site and activities on the day from the festival organisers.

#### **4.6 Groovin The Moo Festival Ticket Purchasers’ demographic data**

Despite the contract clause related to this data, the Moshtix demographic data was not provided for GTM.

#### **4.7 Festival Survey**

Like Stereosonic and Creamfields, a post-festival evaluation survey was conducted. However, the survey was emailed to GTM ticket holders via the Moshtix database rather than promoted through the festival Facebook page, providing a larger response rate, with

an uptake of 9.6% of GTM ticket purchasers. This survey was incentivised by free tickets to GTM Maitland 2013. Given the issues around the limited web content, YEAH's presence on the website and the promoters insistence on a joint evaluation survey it was decided to narrow the GTM post-festival evaluation survey. The survey still included the following topics-

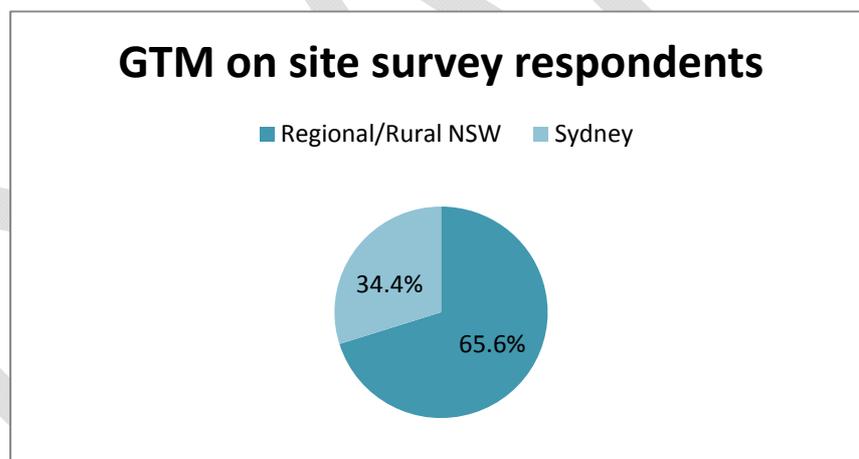
The survey included the following topics-

- Demographics
- Sexual behaviour and risk practice (e.g. sex without a condom)
- Message awareness, relevance and intended action

The additional post-festival evaluation survey administered by staff at GTM enabled responses to be compared.

### *Demographics*

The post-festival survey received 573 responses, 68.8% female 31.2% male. The festival was an all ages event, with 75.9% of respondents aged 25 years or under, consistent with the intended project target audience. This festival specifically caters to regional target audiences. This was reflected in the survey, with the majority of respondents (65.6%) from regional/ rural NSW. Of the respondents, 49% were engaged in full or part time work, 22.3% were studying and a further 25.7% were still at school. With the exception of the work and study balance, this demographic spread is similar to that collected through the survey administered on the day of the festival, by staff at the LS?LC! tent.



Moshtix (2012)

### *Sexual behaviour and risk practice*

Survey respondents were asked about their sexual behaviour, with 76.6% having engaged in sex in the previous 12 months, 58.8% in the last month and 33% with more than one partner in the previous 12 months. Among those who had ever had sex, 40.1% reported that they did not use condoms the last time they had sex, with 84.7% reporting trust in their partner as the reason and a further 10% reported not thinking about it [condom use]. Other barriers like where to access condoms, embarrassment and cost ranked lowly. Only 35.8% of the respondents had ever been tested for an STI. This was even lower when asked at GTM on the day, with only 31% of sexually active respondents having ever been tested for STIs.

### *Message awareness, relevance and intended action*

When asked about advertising at GTM, 81.8% of respondents saw LS?LC! message or the GTPS campaign. This included seeing messages on posters, flyers, social media sites and festival website as well as other paraphernalia. Survey responses indicate that the activation strategies were most successful in promoting the message and campaign, with the respondents most often reporting the branded entry/exit signs (47.8%), LS?LC!/GTPS tent (36.6%) and festival posters (36.6%).

The online strategies for promoting the LS?LC! message and GTPS campaign were seen by 25.5% of respondents on the GTM festival website and 10.1% on Facebook or Twitter. Again, these results were similarly reflected in the survey conducted onsite at GTM administered by activation staff.

When asked what the LS?LC! message and GTPS campaign conveyed, respondents surveyed at GTM on the day listed always using a condom when having casual sex (74%), getting tested for an STI (50.6%) and using condoms to prevent STIs (49%). The message identified as conveyed by the fewest people was that STIs often have no symptoms (19%). When asked what the message and campaign prompted people to do, respondents identified discussing STIs with partners (47%), discussing condoms with partners (46%) and using condoms with casual partners (43%).

Overall, results both from the survey conducted at the on the day GTM and post-festival online, indicate that this was an acceptable setting for sexual health messaging, with 95% of respondents at the festival and 88.6% post-festival finding them relevant or very relevant to young people at music festivals.

In the week leading up to Groovin The Moo there were 309 visitors to the Get Tested site. In the week across the event there were 409 unique visitors and in the week following there were 258 unique visitors. Like with Creamfields, while there was an increase in traffic to the site across the event period, this cannot be directly attributed to the festival activities. There were 22 unique visitors to the GetTested site via links on the GTM website. Further online strategies are required to drive traffic to the Get tested website online.

## **5. CAMPAIGN REFERRAL PATHWAYS**

### **5.1 NSW Sexual Health InfoLine (SHIL)**

The SHIL phone number was utilised as a major referral pathway on resources and advertising across the three festivals. It was included on ticketing, lanyards and festival websites and social media sites. Reports on caller statistics are included in Appendix H.

Overall, there was an increase in the number of phone calls made to SHIL leading up to, across and following all three festivals. However, it is unclear whether this was in response to festival promotional strategies or a coincidental increasing trend in calls made to the line. Call data was only reported for the two weeks leading up to and following each festival. It is therefore possible that data is not capturing those in the target audience who reflect on the campaign messages and make a phone call to SHIL following the festival events.

Furthermore, callers were not provided with a specific 'call to action' regarding the campaign messaging. The resources generally displayed the SHIL phone number next to the LS?LC! message and GTPS campaign logos without a directive. This was reflected in the post-festival evaluation surveys, with only 3.7% of respondents across the three festivals being prompted by the LS?LC! message and GTPS campaign to think about calling SHIL. Examples of the resources containing the SHIL phone number are included in Appendix A.

## 5.2 Nurse Nettie



The interactive Q&A 'Nurse Nettie' was utilised as part of the Creamfields/ GTM partnership and was a confidential section of the festival websites and Facebook pages that allowed participants to have sexual health and STI questions answered within 24 hours by staff from SHIL. Reports highlighting the questions emailed through across the festivals are included in Appendix H.

There was a very low uptake of the Nurse Nettie feature on the festival websites and Facebook pages compared to the high numbers of people engaging on the sites they were hosted on. There were 9 questions asked via Nurse Nettie across the Stereosonic festival and 7 questions across the Creamfields and GTM festivals.

While Nurse Nettie was an innovative tool aimed at overcoming embarrassment and stigma associated with discussing Sexual health and STIs, it was not 'branded' in the same manner as the rest of the festivals campaign. This was reflected in the post-festival evaluation surveys with less than 2% of respondents being prompted by the LS?LC! message and GTPS campaign to think about writing to Nurse Nettie.

Furthermore, staff working on the festivals campaign did not have access to social media/ social networking sites from workplace computers, and so, could not actively monitor or drive several social media components. This was problematic on a number of occasions, including monitoring misspelt campaign messages and correcting misinformation on Facebook feeds.

## 5.3 Get Tested website

The Get Tested website, like the SHIL phone number, was utilised as a major referral pathway on resources, including wristbands, the LS?LC! tent, banners and event guide. Given that the main message utilised at the festivals was LS?LC!, there may have been some confusion for festival goers around branding, as the website referral point was [www.gettested.com.au](http://www.gettested.com.au), a seemingly unrelated phrase. This was supported by the post-festival evaluation survey with only 15.65% of respondents being prompted by the LS?LC! message and/or the GTPS campaign to think about looking up the site.

The Get Tested link was also embedded in banner ads as well as newsfeeds that were sent to festival goers via the festival Facebook and Twitter pages. Google analytics data highlights that there were 109 unique visitors accessing Get Tested site via links on the festival sites. The newsfeed sent out via the Facebook and Twitter pages provided points of discussion for people who had 'liked' the festival pages. As MoH staff are unable to access social networking sites, the opportunity to interject in misinformation and further guide discussion was minimised.

While there was an increase in visitor traffic leading up to and across the both Creamfields and Groovin The Moo, this could not directly be attributed to the online strategies utilised as part of the Festivals Initiative. Further online strategies are required to drive traffic to the Get tested website online for future festival initiatives.

## 6. CONCLUSIONS

The majority of ticket purchasers at all three festivals were within the campaign's target market, both demographically 16-24 years old (74.3%) and behaviourally; a substantial majority had engaged in sex recently, many had more than one partner, condom use was not consistent and STI testing rates were low.

Festival goers travelled from all over NSW to attend the festivals, with regional festivals attracting a larger proportion of residents from rural/ regional NSW than Sydney based festivals.

- Stereosonic attendance-60,000: 7.9% regional/ rural NSW ticket purchasers
- Creamfields attendance-11,780: 5.9% regional/ rural NSW ticket purchasers
- GTM attendance-20,000: 70% regional/rural NSW festival survey respondents

Aligned with Lim et al's (2007) previous research focusing on the risk behaviour of festival goers Stereosonic, Creamfields and GTM attendees engaged in risky sexual behaviours. A large majority of attendees at both Stereosonic and Creamfields had engaged in sex in the last month (~70%) with GTM attendees reporting slightly lower rates, at 58.8% (possibly due to slightly younger audience). Of particular note was the high number of respondents across all three festivals that did not use condoms the last time they had sex (40.1%-47.5%) as well as high rates of casual partners (52%-55.2%).

The LS?LC! message and GTPS campaign was considered relevant or very relevant to a large majority of festival goers across all three festivals (median = 88.5%). Respondents consistently understood the key objective of the initiative, identifying that the LS?LC! message and GTPS campaign conveyed; 'always use condoms when having casual sex', and 'you can protect yourself from STIs by using condoms' and 'get tested for STIs'.

Respondents consistently identified the key call to action of the LS?LC! message and GTPS campaign as 'using condoms with casual partners', 'using condoms every time you have sex' and 'increasing my use of condoms' across all festivals.

Interestingly, unlike barriers to testing for STIs such as embarrassment, cost, and lack of access (Adam et al 2011), these were not seen as reasons for not using condoms, with 'I trusted my partner' the most consistently stated reason. This highlights a difference in the

motivations for behaviour and should be specifically targeted/captured in future campaign messaging to further promote the campaign objective.

Furthermore, given that a considerably higher number of festival goers preferred the sex positive LS?LC! message over the GTPS message (67.3% vs 28.2%). continued to utilisation of the LS?LC! message instead of the GTPS message at festivals should be considered.

However, while continuing with the LS?LC! message supports the objective for the festival - to increase awareness of the importance of using condoms to prevent STIs, the overall GTPS campaign message around the importance of STI testing must also be maintained. Data from the three festivals confirmed the limited associations in young people's consciousness between the LS?LC! message, GTPS campaign and of the asymptomatic nature of STIs (14%-19%). Furthermore, a substantial number of respondents had never been tested for STIs (50.8% at Stereosonic, 46.5% at Creamfields and 59.2% at GTM). It may be necessary to redevelop or further explore a message for young people to prompt the target audience to test for STIs.

With the exception of GTM, discussing condoms and STIs with partners, family and friends was not an activity that was prompted by the LS?LC! message and GTPS campaign at the festivals. In line with previous research around fear of partners, family and friends reactions to STI testing (Adam et al 2011), it is important to consider the impact of the current festival messaging in prompting festival goers to engage in conversations around STIs.

Campaign visibility was strong across all three festivals, with the majority of respondents seeing some form of advertising. There was an increasing reach in reported visibility across the festival season- Stereosonic (59.6%), Creamfields (70.9%) and GTM (81.8%), which was seen across all of the message/campaign promotional strategies. This may have been due to festival goers attending more than one festival across the season and becoming more aware of the messaging. However, it is important to note when comparing the impact of the LS?LC! message and GTPS campaign in reaching festival goers, those festivals which utilised a combination of both acquisition and activation strategies had greater visibility than those that only utilised acquisition strategies. This is exemplified by Stereosonic, which had a very limited on the ground activation and less campaign visibility compared to Creamfields and Groovin The Moo.

Message and campaign visibility was strongest via activation advertising and materials at festivals, following an increasing visibility as the festival season continued. Greatest visibility was reported by post-festival evaluation survey respondents at GTM. The most popular strategies included the entry/ exit signage, festival programs and the presence of the tents.

Given that the tents were one of the most effective mechanisms for target audience reach, it may be necessary to streamline the activation strategy in the future. This includes management of activation staff, training around engagement activities, resource distribution and streamlined signage/messaging at the tent. Furthermore, if peer educators are utilised for future festival projects it is necessary to consider cost versus the use of staff from a promotions company.

Reach of the LS?LC! message and GTPS campaign via web strategies (festival websites) slightly increased across the season, gaining most visibility at GTM. Social media engagement and visibility was steady across the festival season. There was a heavy

reliance on the THG to complete online social media strategies as most Health (MoH and HARP HP Teams) staff do not have access to social media/ social networking sites. This was problematic as there were several occasions where particular contracted acquisition components could not be checked or monitored.

It is important to note that while the target market is the same across all festivals, each festival attracts a slightly different audience. This was most notable with GTM-, where there was a slightly younger audience and a substantially higher rural/regional attendance. Given these differences, it may be necessary to tailor the acquisition and activation strategies to suit these unique demographics.

The low uptake of Nurse Nettie indicates the need to brand the activity in the same or similar manner to the rest of the festival campaign advertising/ imagery. Furthermore, Nurse Nettie was a static Q and A design, so did not actively engage young people to 'take control' or 'action' in the same manner that social media and social networking sites are designed. In future, Nurse Nettie may need to be more active in engaging target audiences in a social media environment or discontinued in future.

While SHIL did have an increase in the number of phone calls across the festivals, like Nurse Nettie, there was no association with regard to branding or link to the LS?LC! message/ GTPS campaign and the SHIL number. Furthermore, the referral pathway added another layer of complexity and could be made simpler. Also, it is possible people will ring when the need arises later rather than calling around the time of the festival

With regard to the Get Tested website, while some visitors accessed the site via links placed on the festival web pages, more online strategies are required to drive traffic to the website. Furthermore, the campaign target audience may not have associated the web address [www.gettested.com.au](http://www.gettested.com.au) with the altered LS?LC! message being utilised on paraphernalia at the festivals. Therefore, it may be necessary to create a landing page utilising 'lovesexlovecondoms' that links to Get Tested in order to maintain the brand while driving festival goers to the site.

Having utilised the original GTPS evaluation as a framework for this evaluation this provides useful comparison data. However, an outcome evaluation framework was not developed as part of the original GTPS campaign. It will be necessary to explore the inclusion of a behaviour change measure for the festivals Initiative to evaluate young heterosexual people's skills in relation to improved sexual health communication and prevention practices.

Overall, the LS?LC! message and GTPS campaign is a relevant, acceptable, appropriate and increasingly visible in a festival environment to increase awareness of the importance of using condoms to prevent STIs.

This space offers an innovative and unique platform for positive brand alignment and large-scale exposure to young people right across NSW, not only for those who attend the event on the day but also for those large numbers of people who engage with festivals and messaging online. The audiences attending festivals are a group who tend engage in risky sexual practices and we must continue to work with this population in order to achieve longer term change in social practices.

## 7. RECOMMENDATIONS

- Establish a festivals working group led by NSW STI Programs Unit, steered by the HPR Project Working Group, with partners including from LHD HARP HP teams and MoH, which will:
  - Develop a three year project plan for future festival initiatives across NSW;
  - Develop and contribute to an appropriate level of funding for future partnerships with music festivals;
  - Attract support from other traditional and non-traditional partners (NGOs and private sector);
  - Develop and keep updated a list of upcoming festivals and events, including Sydney based and regional/ rural locations.
- Continue to build on the LS?LC! message and ‘brand’ across all platforms, with the GTPS message to be utilised as the secondary message when targeting young people in a festival environment. This will require the following actions:
  - GTPS website to be redeveloped;
  - Explore a condom distribution strategy;
  - Explore messaging that promotes peer and settings based conversations (partners, family/ friends, appropriate settings) around sexual health and relationships;
  - Develop clearer ‘call to action’ and create smarter links to referral pathways from the message/campaign;
  - Develop an understanding of the need to work under a single sexual health brand with all partners involved in future festivals.
- Further explore effective social media activities at future festival events. This will require the following actions:
  - Advocate within SESLHD for social media and social networking site access for HPR Project Manager;
  - Facilitate the development of social media use policies across the state.
- Continue to support the Festival Initiative through further research. This will require the following actions
  - Explore a longitudinal outcome evaluation;
  - Explore strategies that promote peer/community conversations and viral reach around sexual health;
  - Investigate social factors that influence ‘partner trust’ with regard to condom use;
  - Investigate the notions of ‘regular’ and ‘casual’ partners from young people’s perspectives.
- Strategies need to be tailored to the “personality” of each festival. On site this will include the following actions:
  - Explore the relevance/appropriate use of peer educators and/or other voluntary/paid staff around the community engagement process on site;
  - A detailed ‘bump in’ strategy for the activation staff around the festival site induction process, including organising public liability insurance for peer educators.
  - Develop training and briefing packages for staff;
  - Explore partnerships with other relevant services and organisations;
  - Coordinate single brand resources for distribution on site by partners.

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APPENDIX A



**creamfields**

ADL FRI APR 27 / MEL SAT APR 28  
 SYD SUN APR 29 / PER SAT MAY 5  
 GOLD COAST SUN MAY 6

HOME ARTISTS LOCATIONS TICKETS NEWS SET TIMES PHOTOS PARTNERS W & W REMIX COMP

LOVE SEX? LOVE CONDOMS! GET TESTED PLAY SAFE

**LOVE SEX? LOVE CONDOMS! : POST-GIG BLUES????**  
 MAY 9, 2012

Don't add to them by regretting the risks you've taken with your sexual health. If you have taken anything away from Creamfields apart from great memories, hopefully it's Love Sex? Love Condoms! And if you haven't loved condoms so much lately, see your GP, or any GP for that matter, and *get tested*. Then make a promise to yourself to have worry-free, great sex by using a condom every time!

MIXMAG ON THE IPAD OR IPHONE FIRST ISSUE AND MIX IS FREE!

PRESENTED BY CATTLEYARD PROMOTIONS & SUPPORTED BY TRIPLE J & CHANNEL [V]

**GROOVIN THE MOO**

HOME ~ NEWS ~ TICKETS ~ LINEUP ~ SHOW INFO ~ BLOG ~ COMPETITIONS

LOVE SEX? LOVE CONDOMS! GET TESTED PLAY SAFE  
 If you haven't loved condoms lately, see your doctor to GET TESTED for STIs. Call 1800 451 624 for confidential advice or visit [gettested.com.au](http://gettested.com.au)

VENUE SELECTOR: MAITLAND NEW

2012 Groovin the Moo (GTM) 2012 30 TVC

0:00 / 0:35

## APPENDIX B

### STEREOSONIC ACQUISITION RIGHTS

- Get Tested logo on the Stereosonic Festival for wave 2 advertising collateral, which includes café posters and flyers with 24/10/2011 distribution date.
- Get Tested logo and four links to the Get Tested Play Safe website ([www.gettested.com.au](http://www.gettested.com.au)) website pages, leaflet PDF, 15 and 30 second television commercial (TVC) on “Partners Page” on the Stereosonic Festival website.
- A link to the Get Tested Play Safe website ([www.gettested.com.au](http://www.gettested.com.au)) and NSW Sexual Health Infoline (1800 451 624) on all news feed Stereosonic Facebook page and Stereosonic Twitter feed.
- One Get Tested banner ad inclusion on Electronic Digital media sent to the Supplier’s event database.
- Two pre and two post event campaign specific news fed on the Stereosonic festival website with link to Get Tested Play Safe website ([www.gettested.com.au](http://www.gettested.com.au))
- Photographs of the Get Tested activation at the Stereosonic Festival, with the Get tested log and link visible clearly visible in some photos, included in festival’s official photo gallery.
- Post event online survey sent to all NSW patrons who purchased tickets online through Moshtix including NSW Health Get Tested Play Safe evaluation questions (10 questions) within two weeks of the festival.
- Provision of de-identified demographic data from Moshtix ticket purchase database in excel file.
- Post event report provided for the festival including data from the NSW Health evaluation questions within eight weeks of festival.
- Design elements for the activations including the lanyards, program and signage.
- 20 staff admission tickets to Stereosonic Festival for NSW health staff for local activation/evaluation activities.
- Co-branding rights on the festival water fountains and entry and exit signs.

### STEREOSONIC ACTIVATION RIGHTS

- Advertisement in the Stereosonic Festival Program
- 15,000 lanyards and plastic pockets (packed with program featuring the above advertisement for Get tested Play Safe advertisement co-branded with the Stereosonic Festival)
- Lanyards will feature a safety clip for ease of removal and will be packed and distributed by the Supplier’s staff and volunteers.
- Key campaign messages on blog on the Stereosonic Festival website
- Erection of entry and exit signs

## APPENDIX C

### STEREOSONIC FACEBOOK CONTENT

facebook Search

stereosonic Notes

**Got a "burning" question about your sexual health?**  
Friday, November 18, 2011

"Itching" to get an answer because you haven't loved condoms as much as you could have lately? Email your question to Nurse Nettie (she's a specialist sexual health nurse), and she will get back to you confidentially within 24 hours (Mon -Fri). You can find her at [www.stereosonic.com.au/nurse-nettie](http://www.stereosonic.com.au/nurse-nettie)

Or..... call one of her team on 1800 451 624 and s...

View Full Note · Like · Comment

Courtney Kyle likes this.

1 share

facebook Search

stereosonic Notes

**Condoms - Cheap As Chips**  
Tuesday, November 22, 2011

Have you ever been **really** tested? Had to choose between a mates' night out and a lovers' night in? Between a taxi home and a kebab? Between a bag of chips and a packet of condoms? If you've ever gone chips, you might want to think about getting tested for STIs (sexually transmissible infections) because.....

Many STIs have no symptoms so the only ...

View Full Note · Like · Comment

13 people like this.



stereosonic

Notes

**Did you feel the love at Stereosonic? Did you get lucky after the gig?**

Friday, December 2, 2011

If you did but didn't use a condom, it's a good time to go and get tested for STIs because you may have shared more than just the love!!! Getting tested is easy, painless and treatment usually takes no time at all. So....

call up your doctor and make an appointment, call the NSW Sexual Health Infoline 1800 451 624 for advice or email your questions...

View Full Note · Like · Comment

17 people like this.

**Nicholas Hinz** I thought it was like pokemon?

December 2, 2011 at 12:56pm · Like · 2

**Emica Janson** judging by the state of the toilets i think enuf ppl got lucky at the concert, condoms everywhere!

December 2, 2011 at 12:57pm · Like · 1

**Niggles Tran** Dash berlin should have been main stage!

December 2, 2011 at 12:58pm · Like · 4

**Tristan Ford** haha^

December 2, 2011 at 12:59pm · Like

**Samuel Ball** Indeed I did!

December 2, 2011 at 1:00pm · Like · 1

**Tristan Ford** pretty sure those condoms in the toilets were used for smuggling in pills etc.....not they're usual purpose

December 2, 2011 at 1:01pm · Like · 11

**Ellis Smith** Was there many sniffer dog there?

December 2, 2011 at 1:06pm · Like

**Luke Kasapolli** lucky!

December 2, 2011 at 1:07pm · Like

**Adrian Whittaker** The sniffer dogs were too busy playing catch with a tennis ball from what i saw!

December 2, 2011 at 1:10pm · Like · 1

**Teleah Mizzi** LOL

December 2, 2011 at 1:17pm · Like

**Kylie Wilson** Ohhhh I felt the love - but didn't need to get lucky - I was just lucky to be there and dance my pants off ;)

December 2, 2011 at 1:17pm · Like · 1

**Aaron Thompson** I got stripped searches does that count?

December 2, 2011 at 1:28pm · Like

**Dusan Mistic** I bet all them SHIRTLESS sick cunts got lucky :p

December 2, 2011 at 2:10pm · Like · 1

**Andrew Cook** Was there sniffer dogs at the perth gig?

December 2, 2011 at 2:29pm · Like

**Jules Brunell** Unfortunately I went with my brother and as we don't look alike, people probably thought we were together (Oh, wait. That sounds incestuous! ummm.....FML. LOL)

December 2, 2011 at 4:03pm · Like

**Reece Gillis** no homo

December 3, 2011 at 5:20pm · Like



stereosonic

Notes

### stereosonic's Notes

#### Stereosonic Post Event Survey

Tuesday, January 10, 2012

Every year we aim to improve our events and such your input is invaluable to us. If you came to the Sydney event please take a minute to provide us with some feedback, your thoughts and such, and you will instantly go in to the draw to win Creamfields 2012 double passes!

Enter here: <https://www.surveymonkey.com/s/Stereosonic2011>

Best wishes for the...

View Full Note · Like · Comment

3 people like this.



**Sam Skrzeczynski** Any reason why Brisbane didn't even get a laser show for Armin? Pretty dodgy Brisbane always gets fucked like that...  
January 11 at 10:40pm · Like · 1

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## APPENDIX D

### CREAMFIELDS ACQUISITION RIGHTS

- *Campaign* logo to be included under a partners heading on the *Creamfields* festival homepage
- Provision of a 'Partners' page on the *Creamfields* festival website with four links to websites relevant to the *Get Tested* campaign including; *Get Tested* homepage ([www.gettested.com.au](http://www.gettested.com.au)), *Get Tested* 15 second television commercial (TVC), FAQ page & Nurse Nettie shopfront; tab for the 'Partners' page to be included on the menu bar on the *Creamfields* festival website homepage.
- One *Campaign* banner ad to be included in the banner ad rotation on the *Creamfields* festival website homepage.
- Three pre and one post event brand specific news feeds on the *Creamfields* festival website, *Creamfields* Facebook page, and *Creamfields* Twitter feed with link to 'Partners' page of the *Creamfields* website.
- Inclusion of link to the *Get Tested* website ([www.gettested.com.au](http://www.gettested.com.au)) and NSW Sexual Health Infoline (1800 451 624) on the *Creamfields* Facebook page.
- *Campaign* logo to be included in the site map on the Smartphone App, program and website program for *Creamfields*
- *Campaign* signage included at festival Entry and Exit points. Signage placement to be clearly visible to festival patrons. Signage to be provided by NSW Health and delivered to location nominated by Totem One Love Group Pty Ltd Joint Venture (Totem). Totem to be responsible for the return on signage to NSW Health; cost for loss or damage of signage to be borne by Totem.
- 20 staff admission tickets to *Creamfields* festival for Sydney South Eastern Local Health District staff and contractors/Family Planning NSW staff for local activation/evaluation activities.
- Photographs of the *Campaign* activation at the *Creamfields* festival. Inclusion of photos in the festival's official photo gallery with the web address and Infoline telephone number clearly visible in some photos, included in festival's official photo gallery.
- Inclusion of ten questions specific to the *Campaign* to be included in the post event online survey sent to all NSW patrons who purchased tickets online through *Moshtix*. Incentivised by Totem One Love Group. Survey to be distributed no later than 18 May 2012.
- Provision of de-identified demographic data from *Moshtix* ticket purchase database in excel file to be provided no later than 18 May 2012.

### CREAMFIELDS ACTIVATION RIGHTS

- Design elements for the all acquisition and activation elements as required.
- Erection of entry and exit signs.
- 6m x 3m marquee plus tables, chair
- Electronic leader board with name input and stop watch facility

## APPENDIX E

### CREAMFIELDS FACEBOOK CONTENT

Search

Creamfields Australia Timeline Joined Facebook

Creamfields Australia  
April 20

Condoms – Your friends with benefits! The Benefits....Great sex with no regrets. Learn more here: <http://bit.ly/HWrflM>



FAMILY PLANNING NSW  
[www.fpnsw.org.au](http://www.fpnsw.org.au)

Like · Comment · Share 44

44 people like this.

Justin Gerada condoms at entry?  
April 20 at 1:42pm · Like · 2

Nicholas Hinz If they are on top the font get pregnant, gravity, it's science  
April 20 at 1:53pm · Like

Nicholas Hinz Dont\*  
April 20 at 1:54pm · Like

Gregarious Oryo Biskit Isnt that where you go when the condom fails?  
April 20 at 2:11pm · Like

Creamfields Australia Selling out? We hardly think that we are working proactively with health organisations :)  
April 20 at 2:29pm · Like

Lachlan Geddes I guess the fields wont be very creamy this year with the use of condoms... Lol  
April 20 at 2:37pm · Like

Creamfields Australia  
April 23

Got a "burning" question about your sexual health? Nurse Nettie can help you out. For more info head to <http://bit.ly/Jjarac>

Like · Comment · Share 8

8 people like this.

Joel Raiti Float like a butterfly , Stings when i pee..  
April 23 at 6:05pm · Like

Travis Fisher Will bookmark for viewing after Creamfields.....wut?  
April 23 at 6:05pm · Like · 2

 **Creamfields Australia**  
May 1

Love Sex? Love Condoms? Take the Test here > <http://bit.ly/IIGBTU>

Like · Comment · Share

11 people like this.

 **Michael Jesus Tremeer** I love sex, but the only thing I need when participating is a good firewall  
May 1 at 5:40pm · Like · 6

 **Costa Mappis** Lol ^^^^  
May 1 at 5:44pm · Like

 **Wade Loane** Love sex, hate condoms  
May 1 at 5:45pm via mobile · Like

 **Vildan Milovanovic** The human body, in its physical form, is to be kept as one's temple. The lock which opens to any key would reveal a tarnished temple, however the Key which opens any temple, is indeed the Master Key.  
May 1 at 5:58pm · Like

 **Sheryl Vivian** Mlk lol  
May 1 at 5:59pm via mobile · Like

facebook

Search

 **Creamfields Australia** Timeline Now Highlights

 **Creamfields Australia**  
May 9

Love Sex? Love Condoms! Post-gig Blues? Don't add to them by regretting the risks you've taken with your sexual health. Find out more about STIs at <http://creamfields.com.au/news/love-sex-love-condoms-post-gig-blues/>

Like · Comment · Share

20 people like this.

 **Dino Scott** People laughing at this will be laughing one day when they get an STI. just sayin.  
May 9 at 9:59am via mobile · Like · 3

 **Matt Keher** Since when has Hardware,totem creamfields all Promoters post and give advice on S.T.D's??? please am confused  
May 9 at 7:32pm · Like

 **Matt Keher** Well o.k education never hurt any1,but c` mon, fests over, do this like a couple months b4 the event. And please make the tickets with big fat ink, no drugs tolerated and a dozen sniffer dogs r gonna b there, and hers an idea, when u jump out of the train,have sum big ass posters telling you,no drugs,have a abin with some secchie`s, and if u choose to keep walking with the shit on u, well youneed pyhc help  
May 9 at 7:38pm · Like

 **Dino Scott** Everyone should be educated. They have a large fanbase and i respect them for giving this info to the masses.

2 things.  
1 it's STI  
2 they are spreading like wildfire  
May 9 at 7:38pm via mobile · Like

## APPENDIX F

### GROOVIN THE MOO ACQUISITION RIGHTS

- *Campaign* logo (*Love Sex? Love Condoms!/Get Tested, Play Safe*) logo to be included on the *Groovin the Moo* festival advertising collateral.
- *Campaign* logo to be included under a 'Partners' heading on the *Groovin the Moo* festival homepage.
- Provision of a 'Partners' page on the *Groovin the Moo* festival website with four links to websites relevant to the *Get Tested* campaign including; *Get Tested* homepage ([www.gettested.com.au](http://www.gettested.com.au)), *Get Tested* 15 second television commercial (TVC), FAQ page & Nurse Nettie shopfront; tab for the 'Partners' page to be included on the menu bar on the *Groovin the Moo* festival website homepage.
- One *Campaign* banner ad to be included in the banner ad rotation on the *Groovin the Moo* festival partners' page on the website.
- Three pre and one post event brand specific news feeds on the *Groovin the Moo* festival website, *Groovin the Moo* Facebook page, and *Groovin the Moo* Twitter feed with link to 'Partners' page of the *Groovin the Moo* website.
- Inclusion of link to the *Get Tested* website ([www.gettested.com.au](http://www.gettested.com.au)) and NSW Sexual Health Infoline (1800 451 624) on the *Groovin the Moo* Facebook page (views x 3).
- *Campaign* logo to be included in the site map on the festival set card
- *Campaign* signage included at festival Entry and Exit points. Signage placement to be clearly visible to festival patrons. Signage to be provided by NSW Health and delivered to location nominated by Cattleyard Promotions. Cattleyard Promotions to be responsible for the return on signage to NSW Health; cost for loss or damage of signage to be borne by Cattleyard Promotions.
- 20 staff admission tickets to *Groovin the Moo* festival for Hunter New England Local Health District/Community Drug Action Team staff for local activation/evaluation activities.
- Photographs of the *Campaign* activation at the *Groovin the Moo* festival. Inclusion of photos in the festival's official photo gallery with the web address and Infoline telephone number clearly visible in some photos, included in festival's official photo gallery.
- Inclusion of ten questions specific to the *Campaign* to be included in the post event online survey sent to all NSW patrons who purchased tickets online through *Moshtix*. Incentivised by VIP tickets to next Totem One Love Group Pty Ltd Joint Venture event. Survey to be distributed no later than 1 June 2012.
- Provision of de-identified demographic data from *Moshtix* ticket purchase database in excel file to be provided no later than 18 May 2012.
- Post event report provided for the festival including data from *Campaign* evaluation questions and *Groovin the Moo* website analytics relevant to the *Campaign*. This report to be provided no later than 29 June 2012
- Design elements for the all acquisition and activation elements as required.

### GROOVIN THE MOO ACTIVATION RIGHTS

- Erection of entry and exit signs
- 6m x 3m marquee plus tables
- Electronic leader board with name input and stop watch facility
- 15,000 *Campaign* branded wristbands with Sexual Health Infoline telephone number and *Get Tested* web address.

APPENDIX G



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## Appendix H

### THE NSW SEXUAL HEALTH INFOLINE REPORT FOR THE CREAMFIELDS AND GROOVIN' THE MOO 2012 MUSIC FESTIVALS CAMPAIGN

#### PRELIMINARY

A safe sex promotion at Creamfields and Groovin' the Moo 2012 music festivals targeting young heterosexuals was coordinated by a partnership between the NSW STI Programs Unit, Ministry of Health AIDB, Local Health Districts (SESLHD, HNELHD), FPNSW and the NSW Sexual Health Infoline. The NSW Sexual Health Infoline number was advertised broadly and the service also provided answers in response to emailed questions via the festival websites.

#### CAMPAIGN TIME PERIODS

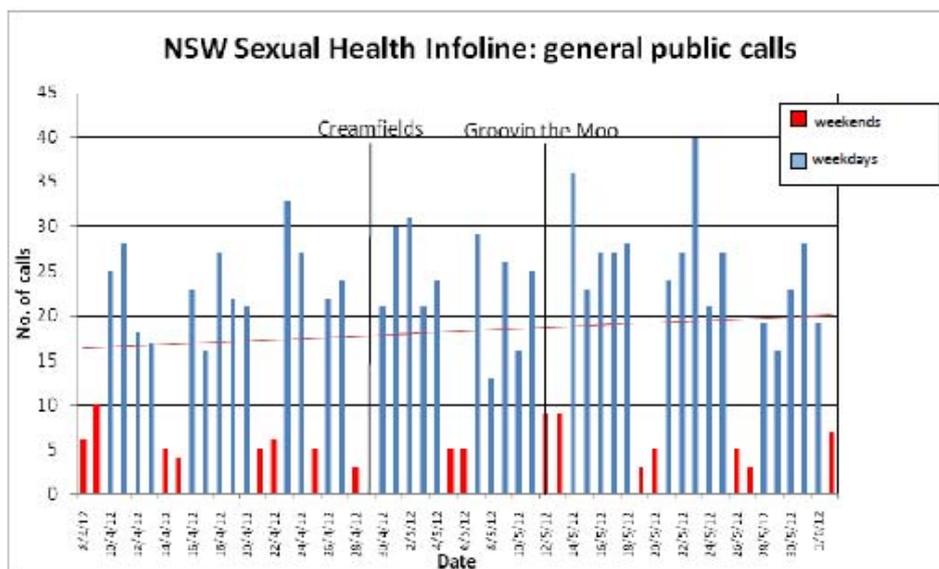
Creamfields music festival occurred on 29<sup>th</sup> April, 2012 in SESLHD. Data will be reported from the 8<sup>th</sup> April to 20<sup>th</sup> May, 2012.

Groovin' the Moo occurred on 12 May, 2012 in HNELHD. Data will be reported from 21<sup>st</sup> April to 2<sup>nd</sup> June, 2012.

#### OUTCOMES

The NSW Sexual Health Infoline received 680 calls during the Creamfields festival time period and 727 calls during the Groovin' the Moo festival time period.

The daily call demand for the two campaigns is illustrated in the chart below. There is a linear trend of calls increasing from the beginning of April towards the end of May.



### CALLER CHARACTERISTICS

During the months of April and May 2012

Characteristics	April n=306	May n=296
Men	191 (62%)	196 (66%)
Women	115 (38%)	100 (34%)
Heterosexual men	122 (40%)	142 (48%)
Heterosexual women	94 (31%)	91 (31%)
MSM	59 (19%)	49 (16%)
Men 18-24 years	51 (17%)	41 (14%)
Women 18-24 years	22 (7%)	28 (9%)
Heterosexuals with recent partner change	83 (27%)	67 (23%)
Symptoms of STI	64 (21%)	75 (25%)
Contact of STI	16 (5%)	18 (6%)
SESAHS*	114 (37%)	107 (36%)
SSWAHS*	43 (14%)	55 (18%)
NSCCAHS*	65 (21%)	57 (19%)
SWAHS*	26 (8%)	17 (6%)
HNEAHS*	26 (8%)	38 (13%)
Found the service on the internet	155 (51%)	155 (52%)
Found the service through marketing	12 (4%)	8 (3%)

\*AHS data only available

### Emailed questions from the campaign websites

1. (12/4/12) how long do u have to leave getting tested b4 it can show up if u got anything
2. (5/5/12) Hi, please can you tell me if i have only my wife as a partner but in same time we trying with IUI should i get myself SWAB tested ??
3. (17/5/12) Can i get checked without my parents finding out?
4. (17/5/12) My grandson Darcy and two friends were interviewed at Groovin' in the moo last weekend. Could you please forward the you tube link.
5. (21/5/12)To whom this may concern, I am currently studying Bachelor of Health Promotion and I recently saw your campaign at a festival I attended. I am interested in volunteering over the Christmas period (Nov-Feb) and was wondering if there is any information on this? I look forward to hearing from you. Thanks
6. (21/5/12) Can you send me a list of places to get tested in the Inner West or city area of Sydney? Do I need a medicare card to get tested?
7. (22/5/12)What are the symptoms? I'm not sure if i have it or if I'm just paranoid.

### CONCLUSION

The NSW Sexual Health Infoline provided phone and email support for the 2012 music festivals campaigns. Call demand increased over the time period, particularly in heterosexual men; in those with symptoms of STI and in SSWAHS and HNEAHS. Consistently half of callers found the SHIL phone number through the internet with only a small number through marketing.

Music Festivals 2012\_SHIL report