FRIDAY 24 MARCH 2017
SIDNEY MYER MUSIC BOWL
ARTS CENTRE MELBOURNE

Asia Pop Fest is supported by the Australian Government through the Australia-Japan Foundation of the Department of Foreign Affairs and Trade.
INTERNATIONAL STUDENTS IN VICTORIA

VICTORIA’S INTERNATIONAL STUDENT POPULATION

175,000 +
  • 33% are from China
  • 15.8% are from India
  • 6.5% are from Malaysia

International students are now 1 in 7 of the youth population of Victoria and 1 in 5 of the residents of the City of Melbourne

Since 2016, Mandarin has been the most commonly spoken language by residents of the City of Melbourne and far more CBD residents identify themselves as Chinese (38%) than Australian (5%).
ASIA POP FEST AT A GLANCE

1. 2,000 glowsticks
2. 2 football clubs
3. 100,000 listeners to the SBS PopAsia live broadcast
4. 100 university student volunteers
5. 35 local, 9 international + 1 virtual artist involved
6. 32 K-pop dancers
7. #asiapopfest17 trending nationwide
8. 82 prizes given away through Stamp Me
9. 1 MINISTER
10. 25 stalls
11. 92% attendees were students
12. 6,058 attendees
13. 83.7% audience from culturally and linguistically diverse backgrounds
14. 32K pop dancers
15. 25 stalls
16. 90 minutes of screaming
17. Ailee fans
18. 32K pieces of Nene fried chicken
19. 1000 on twitter
20. 90 during event

1. Lord Mayor
2. 1 MINISTER
3. 25 stalls
4. 90 minutes of screaming
5. Ailee fans
6. 1000 on twitter
#asiapopfest17 was trending nationwide no.5 on Twitter

**Facebook:**
- 496 interactions
- 35,532 organic reach
- 2,000 audience on Facebook Event Page

**Twitter:**
- 500 posts
- 176 contributors
- 333,629 organic reach
- 779,887 impressions

**Instagram:**
- 1,072 posts

**WeChat:**
- 12,863 messages opened
- Average 3,000 per week Mini App views

**Total engagement across all platforms (excl. Facebook Event page) = 32,469**
• 84% of the 6058 Asia Pop Fest attendees spoke a first language other than English

• Most prominent language groups: Mandarin (20.65%), Vietnamese (20.65%) and Cantonese (15.22%)

• 77% were from metropolitan Melbourne, 19% from regional Victoria and 4% from interstate

• 85% first time users to Sidney Myer Music Bowl and 25% first visit to one of Melbourne’s cultural institutions

• Asia Pop Fest attendees came to spend time with friends, be part of a communal experience and to see their favourite Asian pop artist

• 93% said the event met or exceeded their expectations, with 68% saying they would recommend Asia Pop Fest to their friends “even if they weren’t asked about it”

Demographic information based on post-show survey
Digital communication through niche marketing platforms is key

Utilising digital influencers can increase effectiveness of paid digital marketing

Popular Platforms:
- WeChat & Weibo
- Kakaotalk
- WhatsApp
- Social media fan groups

Help them get their friends along:
- Shareable content (QR codes, post on social media)
- Photobooths

Communities Leaders as ambassadors to facilitate access to:
- University groups / events
- Community circles
- Melbourne has changed—are we keeping up?

- Want to attract a new audience? Ask your audience what they want to see, or partner with someone that already knows the audience and understands their preferences.

- For Chinese speaking audience—if it’s not on WeChat, it doesn’t exist!

- Shareability, merch & food offer are an important part of any event experience.

- Consider familiar/ on trend programming as an accessible entry point.