

INBD 2024 + Feedback report



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Financial:

2022:

2022 performers payment (2 @ \$48 each): \$96.00
Total rollover budget: \$821.00

2023:

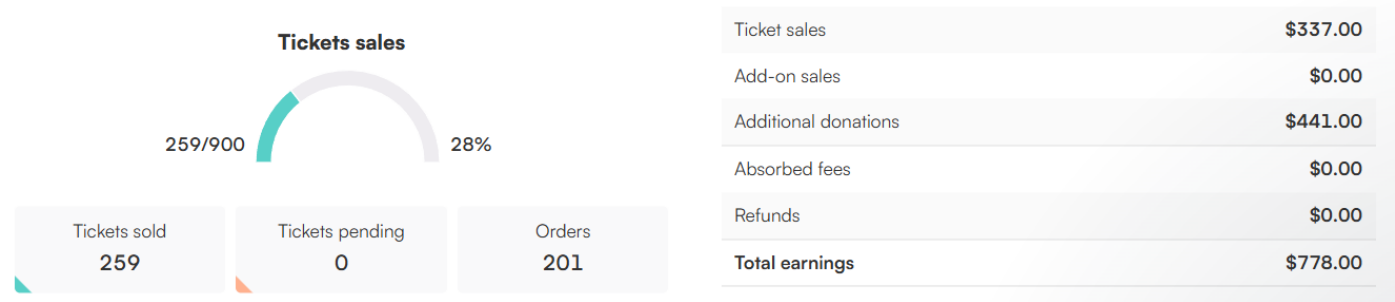
Backdock venue hire: -\$250
Event expenses: \$300.41 (Printing costs covered by Officeworks)
Total expenses: -\$550.41
Door donations: +\$282.00
Door donations (cash): +219.05
Online donations: +\$445.50
Tin returns: +\$5.30
2022 rollover remaining: \$270.59
2023 performers payment (3 performers @ \$80 each + 1 @ \$40 (50/50 split)): -\$280.00
Total 2023 remaining: \$951.85

2024:

2024 Budget: \$951.85 (rolled over from 2023)
Jagera Hall venue hire: -\$320.00
Additional expenses: -\$541.40 (accessibility, snacks, transport, drinks, fidgets, misc supplies, decor)
Door donations: +\$158
Online donations: +\$778
Donations specifically for INBD 2025: +\$500
Total: \$1660.45 - \$859.22 (expected 2025 expense) - \$500 (funds for 2025)
Total Profit: \$301.23
Performer Payment: (9 performers @ 33.50 each)-\$301.23
Performer Payments donated back to INBD: \$134.00
Total 2024 remaining: \$1794.45

Humanitix:

Your earnings: \$778.00



2025:

Total rollover budget: \$1794.45

Event 2024:

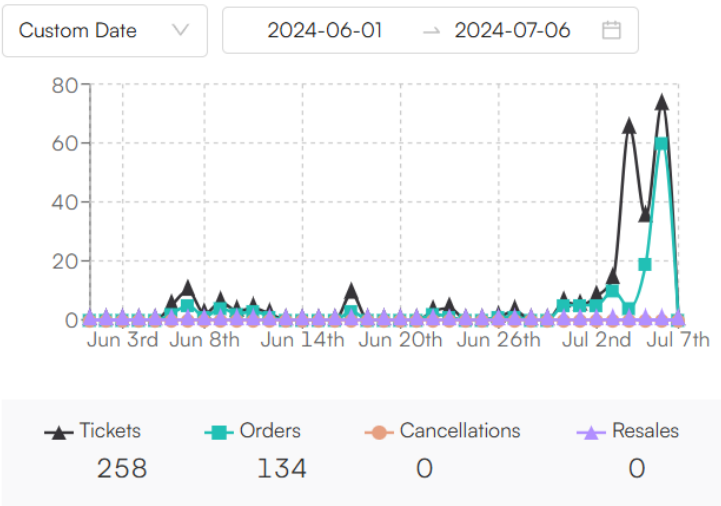
Attendance

Facebook expressed attendance: 141
Online ticket sales: 259 (eyeball attendance 200ish incl walk up)

Earnings by ticket type

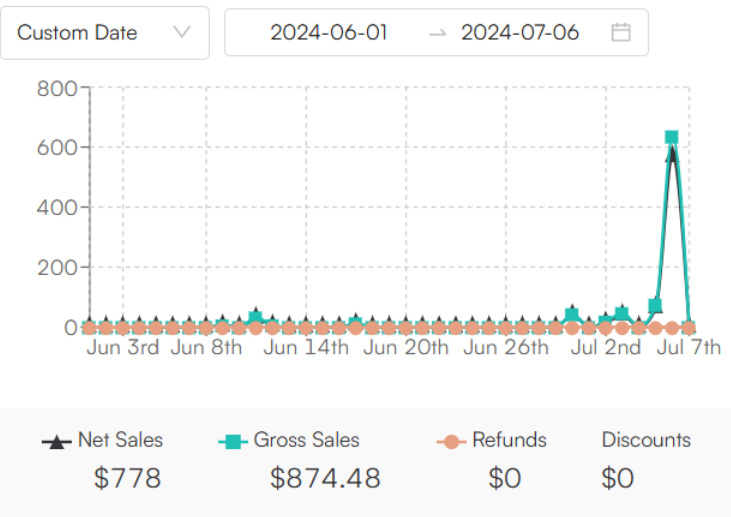
Ticket type	Earnings	Sold
Non-Binary folk - Free admission welcome home	\$0.00	143/300
Binary folk- donation to keep event running (Suggestion \$5.00, but you won't be turned away from lack of funds)	\$337.00	50/300
Stallholder	\$0.00	37/100
Performer	\$0.00	9/100
Volunteers/Organisers	\$0.00	20/100

Historical orders chart



Tickets were ordered for stallholders, performers and organisers and sent to those people. This may mean there were doubled up orders for those who ordered their own.

Historical sales chart



Donations made on the day were both via cash and through the Humanitix page. Explaining the increase on the day and due to walk-ins

Performances

11 Performers signed up

2 performers were unable to make it.

Performance Organisers liaised with performers, created set list and produced run sheet for event with MC notes.

Slots included 4pm 7 minute performances, 6pm 7 minute performances and adults only 8pm 7 minute performances. Open Mic was at the end of each performance slot. Queerioke was held at 7pm.

7 performers opted to keep their share of event profits*

4 performers opted to donate their share back to the event.

*Profits being any additional money made after expenses and predicted event costs for next year.

Stage was set up with equipment sourced from local community and politicians, including sound mixing, speakers, microphones, lighting, power cords and stands. 8pm show was moved indoors for a more intimate setting for the 18+ crowd.

Notes for next year: Include specific sign-up tick box for all performers to be non-binary (or have a non-binary member in the troupe). e.g. I understand that these performance spots are for non-binary adjacent folk and my/someone in my troupes identity aligns with the purposes of this event.

Ensure there is an auto-email or immediate response to submitting an application confirming they're in, and we'll be in touch closer to the event to finalise details.

Add to performer excel columns for confirmations, images made/descriptions written, post scheduled etc.

Markets

48 stalls signed up

33 stalls happened

4 stalls were not run by non-binary people so were unable to be approved.

Market Organisers Liaised with stallholders, created market layout and navigated accessibility and stall partnering to fit the space. Directed stallholders on the day and coordinated pack down of stalls.

Stallholders brought their own equipment or shared organisers equipment/other stallholders and venue items.

Market equipment was sourced from local community, politicians and the borrowing of a community van to transport marquees, cushions, and other loaned items. Lighting was provided by the venue, however better stall lighting was required for future events.

Stalls also included the Blahaj Pit & Craft Corner (indoors)

Notes for next year: Include specific sign-up tick box for all stallholders to be non-binary. e.g. I understand that these markets are for non-binary adjacent stallholders and my identity aligns with the purposes of the event.

Ensure there is an auto-email or immediate response to submitting an application confirming they're in, and we'll be in touch closer to the event to finalise details.

Add to stallholder excel columns for confirmations, images made/descriptions written, post scheduled etc.

Consider better lighting for stalls after dark.

Venue

Jagera Hall South Brisbane.

Included indoor & outdoor space and a balcony stage for performances.

Included limited parking options for stall holders, performers and disabled guests.

Included a green-room/dressing room & a sensory chill space (Unfortunately located near the stage)
Included multiple accessible toilets and a ramp to the building.

Decorations

Created bunting from previous year was put up, inclusion, rules and buddy posters were laminated for future years, indoor decoration and minimal outdoor decoration was useful

Notes for next year: Craft activity to contribute to bunting- continue in future years.

Food & Beverages

A picnic potluck was provided this year with packaged snacks, brownies and donated foods provided to the table for sharing. More savoury foods required for next year.

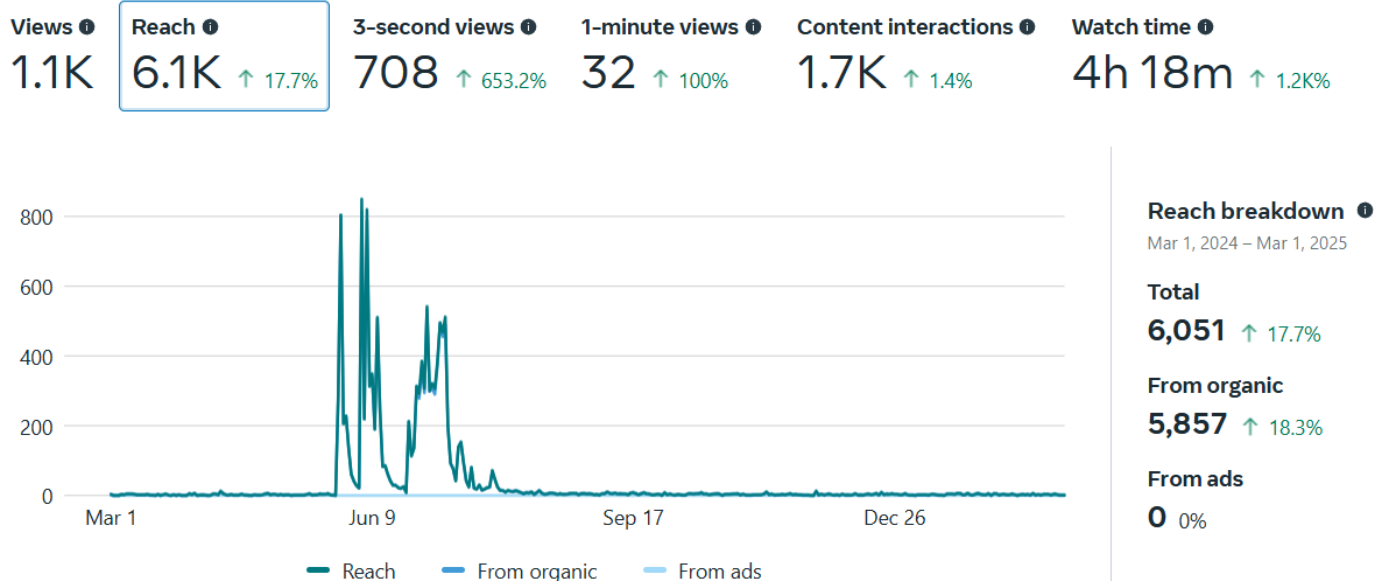
A Mixology lab was created with a non-cafeinated iced tea, 3 cordial flavours, soda water, and ice water, and a hot tea/coffee station provided. The performers all had their own beverage recipes and accompanying artwork for devoted fans to try. Lots of positive feedback about this was received on the day.

Note for next year: More planning for this with more volunteers on the day topping up beverages/ice, more drink cups needed (had 50)

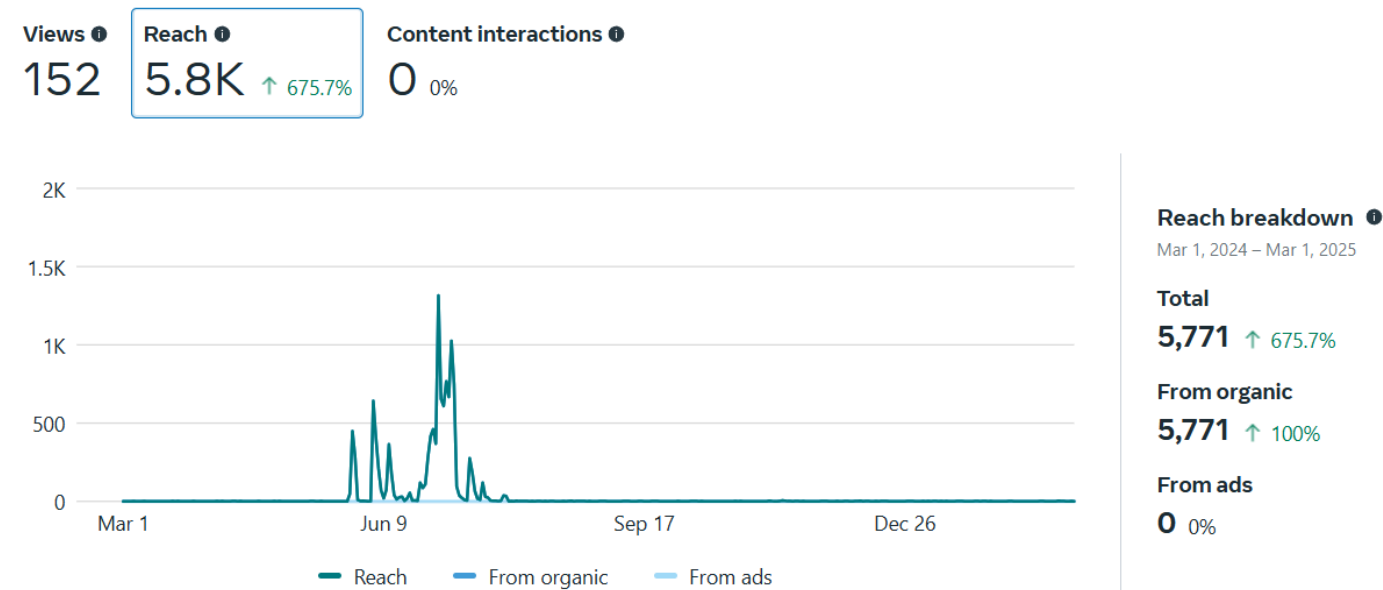
Social media

Suggestions for next year: Posting photos of the event itself, continued grouping of posts e.g. stallholders & performers, the frames rather than same introduction images helped, different language translations requested. Continue the style of communication as it reads as considerate, caring and demonstrates the purposes of the event.

Facebook Reach March 2024-March 2025



Instagram reach March 2024-March 2025



Reach breakdown ⓘ

Mar 1, 2024 – Mar 1, 2025

Total

5,771

↑ 675.7%

From organic

5,771

↑ 100%

From ads

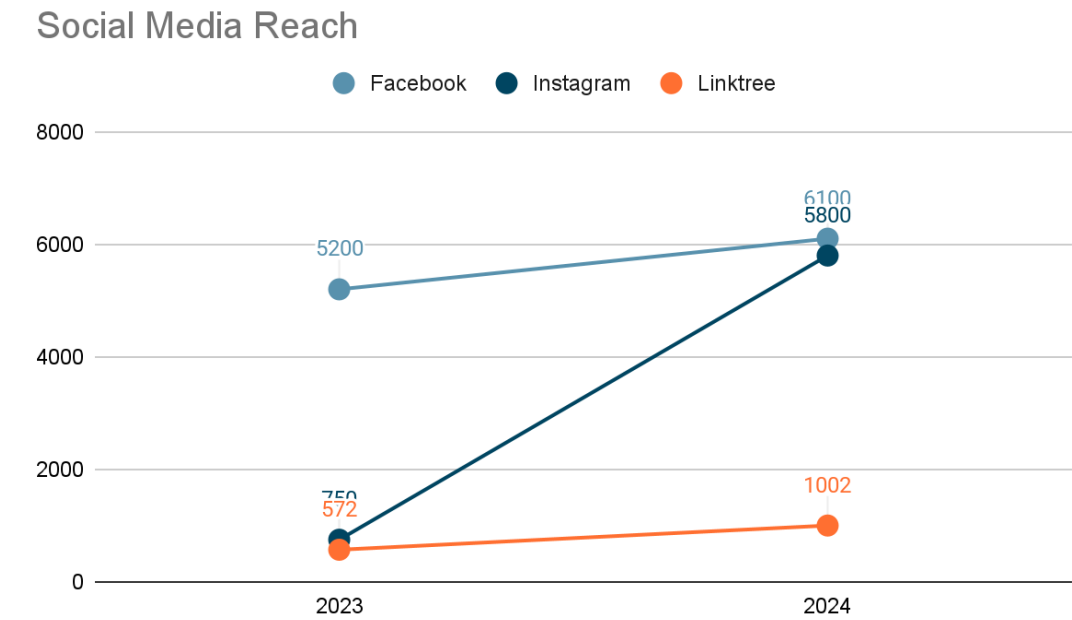
0

0%

Linktree (lifetime)



Overall Reach



Unfortunately no data available prior to 2023

Feedback Survey

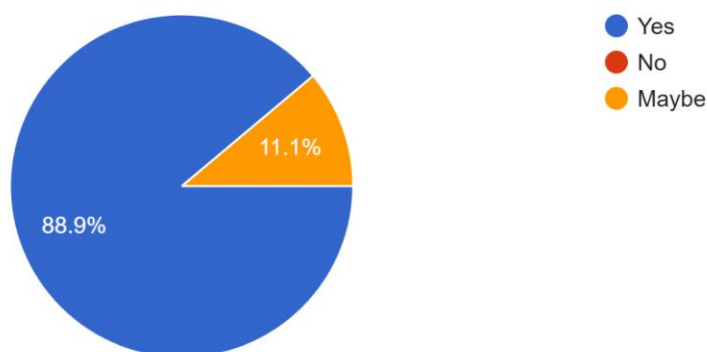
Event held: July 6th
Survey released July 17th

Summary:

9 overall responses from attendees, 88.9% would come back again.

Would you come back to INBD in future years?

9 responses



The following quotes were made available for sharing:

"INBD is so important for celebrating the community rather than just raising awareness. Thank you."

"I want to thank everyone who helped organise and/or helped on-the-day, in particular Jade and Val."

"Thank you to all the volunteers!"

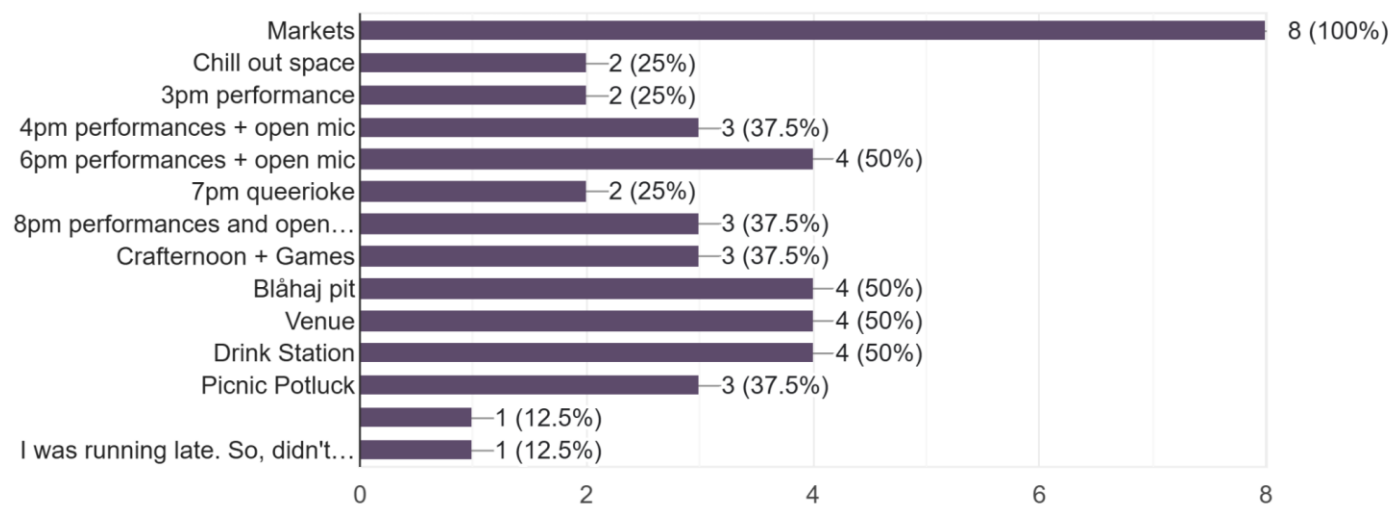
Overall, those surveyed rated INBD a 4.5 out of 5

Favourite Part of INBD 2024

General feedback highlighted the Markets as a favourite activity overall (100%).

What parts of the event did you enjoy?

8 responses



seeing: The Revenge of the Orcas, The 6pm show (family-friendly), the atmosphere, the community, the picnic potluck,

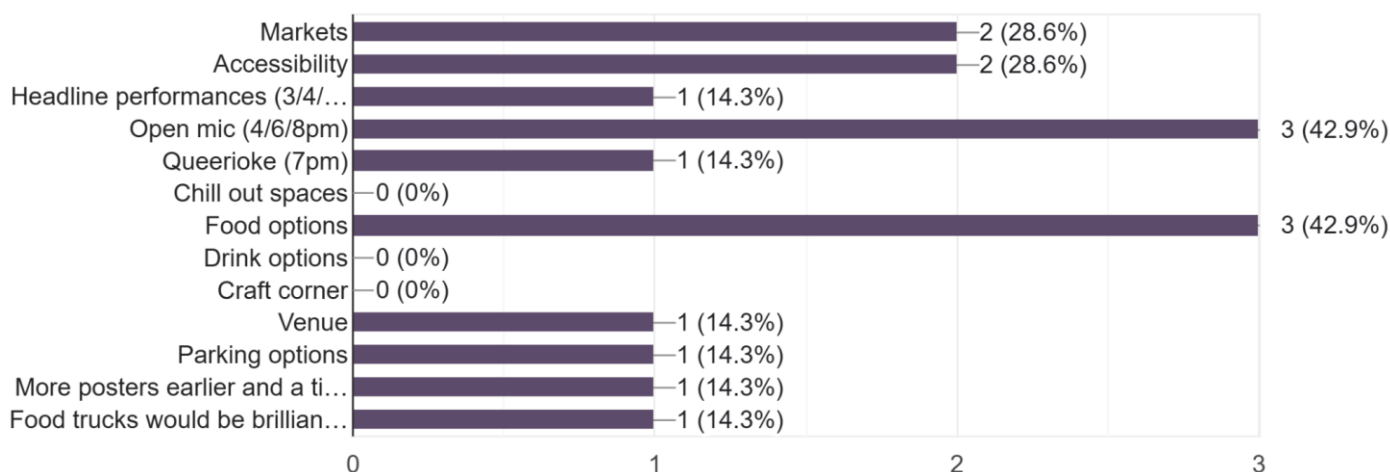
organisers: knowing the impact of the work put into making it happen

Improvements

Areas needing improvement included; The Open Mic, and food options.

What areas needed improvement?

7 responses



Venue: heaters or blankets, indoor event for accessibility and troublesome weather,

Chill-Out Space: Too close to the stage

Toilets: More toilet paper

Food: Food trucks / more food options, more paper cups at drink station

Market: Too many stalls made sales harder, lights for stalls after dark

Performances: children watching performances were singing/being too loud contributing to sensory overwhelm

Open Mic: Only 1 Open Mic spot needed

Parking: more free parking options

Misc: Bringing back more grassroots elements and speakers from INBD sharing about the event

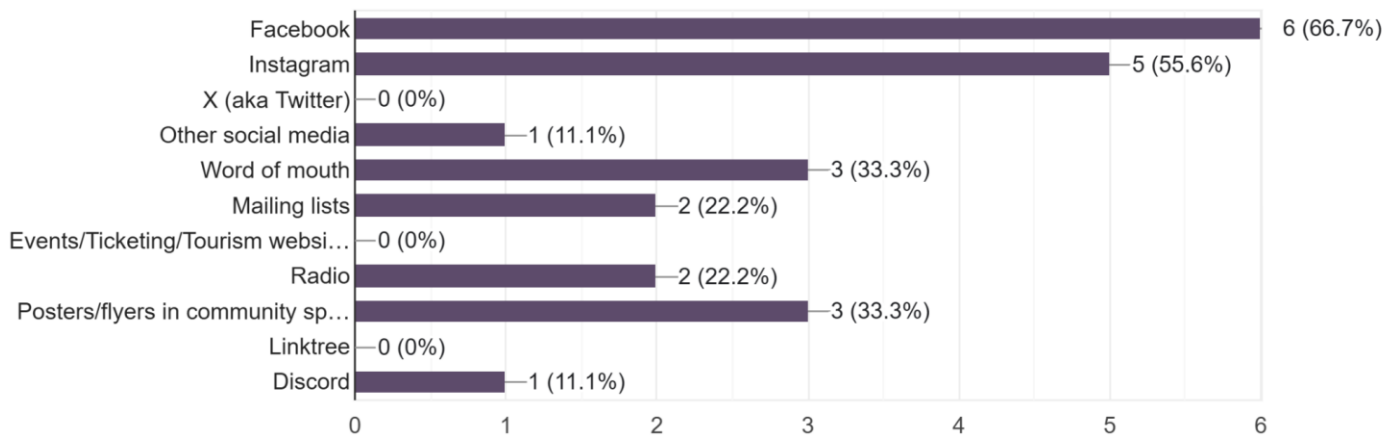
Social Media

Half the surveyed attendees discovered the event through facebook followed by Instagram, with a special mention to 4ZZZ.

Preferred methods of communication:

How do you prefer to get info about community events like INBD Meanjin?

9 responses



77.8% of attendees understood what was happening thanks to our social media presence. With notes that the information was considerate & caring, enjoying the grouped information. However, requests for multiple languages and photos of the event itself were made.

Transport

Attendees traveled to INBD via many methods of transport including walking, driving (and parking at venue), Rideshare, driving (parking elsewhere), dropped off, bus and train. 50% of attendees came with friends, with 50% bringing family (with or without kids), a small amount also attended alone.

Accessibility

Accessibility was rated by 100% of respondents a 4 out of 5.

Accessibility feedback

Venue: An indoor venue off the grass, improved ramp supports, the chill-out space being further away from the stage, more outdoor chill out areas with tables and chairs for socialising, more responsive communication from venue providers

Transport: More free parking, a flat path from public transport to venue

Signage: Improving closed captioning.

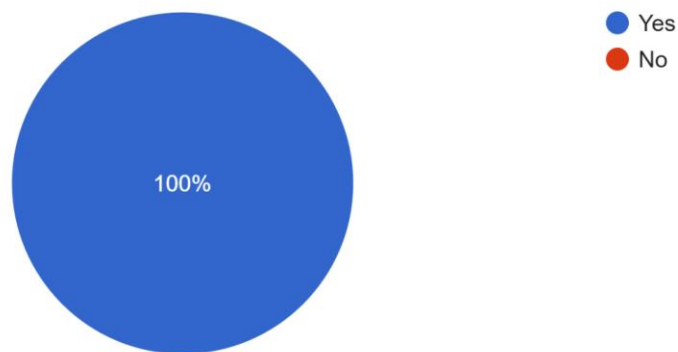
Misc: Breaking up the FAQ post into smaller chunks for easier reading, more friends going, and blankets and outdoor heating

Volunteers

33.3% of respondents volunteered. Using terms like awesome, wonderful and good. With 75% rating their experience a 5 out of 5.

Would you volunteer at INBD again?

3 responses



Organisers suggested improvements such as; avoiding professionalism goals, having a website, managing overwhelm in discord through muting unnecessary channels, more specific communication in the appropriate channels.

Stallholders

Not enough Stallholders participated in the survey to use those results.

Performers

Not enough Performers participated in the survey to use those results.

Shelf Lovers

Not enough attendees participated in the survey to use those results.

Highlights

Children loved being around other non-binary people, child friendly drag, the smooth running of the event, organisation and borrowing of marquees, getting to watch the livestream, loved everything, the community being lovely and wonderful, connecting with community.

Lowlights

Being hungry, more volunteers needed, strain on organisers, last minute weather changes, not being able to attend