

# 2025 Ballarat Ageing Well Expo

## FAST FACTS

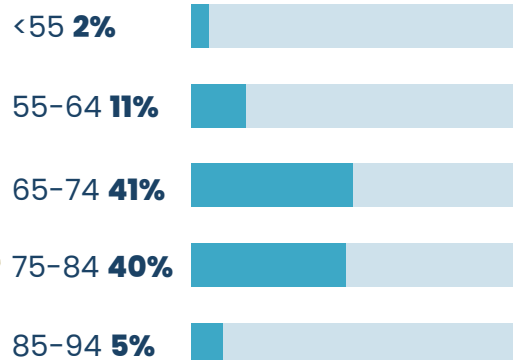


**440** people attended the expo with an additional **103 stallholders** representing **56 organisations**

**235** people attended the guest speaker presentations, averaged **59 people per session**

**94%** of attendee respondents think the Expo should be a regular event

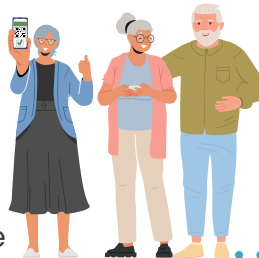
### Age demographic of attendee respondents to feedback survey:



### Top two topics people wanted to learn more about

**Healthy ageing** – positive ageing

**Knowing your rights** – preparing for the future



**91%**

of attendee respondents either agreed or strongly agreed that they felt more informed after the event

**96%**

of attendee respondents either agreed or strongly agreed that there was a good variety of stallholders

**94%**

of attendee respondents either agreed or strongly agreed that the event was worthwhile

**100%**

of stallholder respondents said the level of engagement and interest from attendees was good or excellent.

### Top four ways people found out about the Expo

Ageing Well Services update **20%**

Online inc. social media **17%**

From someone they knew **13%**

From the radio **10%**

### Top three reasons why people attended the Expo

**29%**

To increase understanding of local service system

**21%**

To learn more about ways to age well

**18%**

To learn more about changes to aged care

### Key learnings

- Attendees with health conditions and limited mobility need a greater number of seating options to be placed throughout the expo venue.
- Attendees require the presentation area to be a quieter space with a reduced amount of competing background noise, with clear sound to better engage with presentations.

