

Botanic Gardens Week 2025 Evaluation

The purpose of this evaluation is to collect your feedback, which will help us improve this event in the future. All information will remain confidential. Thank you.

* Required

1. Today's date *

2. Your first and last name *

3. Your email address *

4. Name of your organisation *

5. Your organisation's social media handles *

6. Did your organisation host any activities or events, including online ones, to celebrate Botanic Gardens Week this year? *

☐ Yes

☐ No

...

7. Please select one or more of the following reason/s if you answered no:

☐ Too busy with other events

☐ The weather is too unpredictable

☐ Didn't get the information from BGANZ in time

☐ Lack of, for example, staff, resources, etc.

☐ Other

8. Please list all activities etc. offered

9. Did the organisation generate any revenue and if so, how much, during the Botanic Gardens Week celebrations?

10. If yes, what were the main sources of revenue (e.g., ticket sales, plant sales, food and beverage sales, donations)?

11. Did your organisation collaborate with other entities (e.g., local businesses, educational institutions) to organise Botanic Gardens Week activities?

☐ Yes

☐ No

12. If yes, please provide details:

13. Did you send out any press/media releases?

☐ Yes

☐ No

14. Was there any media coverage of your event, e.g. radio, TV, local newspaper, magazine?

☐ Yes

☐ No

15. If yes, please provide details and links:

16. What was the estimated total reach and engagement on social media platforms during the campaign period?

17. Did your organisation use the hashtags (#BGW25 #GuardiansOfTheGreen #ZoosForPlants) to promote this year's Botanic Gardens Week activities?

☐ Yes

☐ No

18. Please give reason/s if you answered no:

19. Did you find the support from BGANZ useful, e.g. the marketing kit, member communications, etc

☐ Yes

☐ No

20. Please give reason/s if you answered no:

21. What suggestions or improvements do you have in relation to the support provided by BGANZ?

22. Do you have any other comments about Botanic Gardens Week?

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.