1. ATTENDEES

An estimated 1200 people attended the 2014 CLICK! Digital Expo from SMEs and NFP organisations across Brisbane and the broader South East Queensland area. The Expo was held 13-14 March at Brisbane City Hall. The following attendee data was collected and analysed from a registration process involving a series of questions to gauge current digital knowledge and engagement levels for over 1000 registrants. Comparative data from the inaugural CLICK! Digital Expo held in November 2012 (involving some 700 registrants) is also included.

![2012 Breakdown of number of attendees based on knowledge level](chart1)

![2014 Breakdown of number of attendees based on knowledge level](chart2)
The following graphs represent the comparison between the knowledge level of 2012 delegates and the 2014 delegates in a number of different categories. The questions in 2014 were structured differently to drill down more into the exact knowledge level of attendees:

**Internet (2012)**

- **Do you currently use the internet in your business or organisation?**
  - **Yes:** 97%
  - **No:** 3%

**Internet (2014)**

- **A - My business/employer does not use internet enabled services for business activities:** 1%
- **B - We utilise the internet for basic daily business activities such as emails and online research:** 32%
- **C - We rely on the internet for all or most business activities:** 67%

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2014 CLICK! Digital Expo Results Snapshot
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**Website (2012)**
Do you have a website?

- Yes: 85%
- No: 15%

**Website (2014)**

- A - We do not have a website: 15%
- B - We have a website but it is not well maintained and not well promoted: 27%
- C - We have a website that is constantly maintained, monitored and promoted: 59%

**Social Media (2012)**
Do you use social media?

- Yes: 72%
- No: 28%

**Social Media (2014)**

- A - We do not currently do business related social media engagement: 38%
- B - We have social media accounts but they are not used as a main marketing and/or client relations tool: 40%
- C - We use Social Media as a main marketing and/or client relations tool, and a social media strategy has been prepared and implemented: 23%
**Cloud (2012)**

Do you understand the requirements of 'Cloud Platforms'? 

- Yes: 74%
- No: 26%

**Cloud (2014)**

- A - I/we find it difficult to understand what the cloud is and what it could mean for the business.
- B - I/we understand the cloud and its benefits but have not yet moved the business to the cloud, or I have security concerns.
- C - I/we use cloud based services for many or all aspects of the business.

- Yes: 37%
- No: 24%

**Online Transactions (2012)**

Do you understand online transactions? 

- Yes: 44%
- No: 56%

**Online Transaction Processing (2014)**

- A - We are not utilising online transaction technologies beyond Electronic Funds Transfers.
- B - We utilise online transaction processing for sales transactions.
- C - We utilise online transaction processing to buy, sell, and market products.

- Yes: 22%
- No: 57%
Questions were asked in two additional categories as a reflection of the advances in both technology and the activities undertaken in Brisbane in the digital space, primarily related to the release of the Digital Brisbane Strategy, in the 18 months between the 2012 and 2014 Expos.

**Mobility (2014)**

- A - We do not currently use smart phones, tablets or other mobile devices to conduct business when away from the office (37%)
- B - We use some smart phone, tablet or other mobile device applications to conduct business when away from the office (15%)
- C - We are using smart phones, tablets or other mobile devices to conduct many aspects of the business remotely (eg customer sales, quotes, drawing, accounts) (49%)

**Digital Strategy (2014)**

- A - My business/employer does not have a digital strategy and I'm not sure where to start in preparing one (37%)
- B - We have a digital strategy but struggling with implementation (34%)
- C - We have a completed digital strategy that has been/is being implemented (29%)
The target audience was SMEs and NFPs. Types of NFPs targeted included Chambers of Commerce, business and industry associations, community service providers, and education and training organisations. The primary focus was on attracting prospective attendees from within the Brisbane Local Government Area, however the South East Queensland (SEQ) RDA network and CCIQ was utilised to broaden the reach to enterprises from the entire SEQ region.

A total of 1090 registrations were received through an online registration process for the Expo, including people who registered at the door over both days. In addition, some 150 people attended both Masterclasses.
2014 Enterprise type

- Private Sector: 58%
- Not-for-Profit Organisation: 12%
- Government department or agency: 9%
- Educational Institution: 11%
- Intending entrepreneur/business start-up: 5%
- Other: 4%
Following the CLICK! Digital Expo, a survey was conducted through eTouches of the registered attendees to evaluate the effectiveness of the event in meeting economic development outcomes. A total of 141 attendees responded to the survey, representing 12.9% of all website registrants. Respondents were asked to rate their answers to the questions between 1 and 5 (1 being poor and 5 being outstanding). Some of the key findings are represented in the graphs below.
If you registered online prior to attending the Expo, how would you rate the experience?

(1 being poor, 5 being outstanding)

- 46.80% rated 5
- 14.90% rated 4
- 32.70% rated 3
- 2.10% rated 2
- 0.90% rated 1
- 3.50% marked Not Applicable
Q. Rate the extent to which the Expo helped you gain a better understanding or awareness of opportunities for your enterprise in each of the following.

(1 being poor, 5 being outstanding)
Q. How do you rate the seminar sessions relevance to you?
(1 being poor, 5 being outstanding)

- 0.70%
- 2.10%
- 13.50%
- 17%
- 46.80%
- 19.90%

Q. Rate your overall satisfaction with the seminar topics presented
(1 being poor, 5 being outstanding)

- 0.70%
- 11.30%
- 5%
- 13.50%
- 48.90%
- 19.90%

- 1
- 2
- 3
- 4
- 5
- Not applicable

2014 CLICK! Digital Expo Results Snapshot
Q. There were 40 Exhibitors at the Expo. How would you rate your overall experience with them?
(1 being poor, 5 being outstanding)

- 46.80%
- 17%
- 13.50%
- 19.90%
- 0.70%
- 2.10%

Q. How would you rate your overall experience in attending the CLICK! Digital Expo?
(1 being poor, 5 being outstanding)

- 56%
- 21.3%
- 3.6%
- 0.7%
- 18.4%
Q. Do you plan to implement any changes to the way you conduct your role/run your business as a result of any new information you gained? (1 being poor, 5 being outstanding)

- Yes: 58.9%
- No: 22.7%
- Unsure: 11.3%
- Not Applicable: 7.1%

Q. If we were to hold a future CLICK! Digital Expo, would you be likely to attend?

- Yes: 92.9%
- No: 7.1%