

# GOOD LIFE

EXPO

GOOD

DEATH

no taboos: embracing all of life

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# Event Report

## Event Overview

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### Created by:

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Marketing and Events Manager, Palliative Care Queensland



10:00am 3:00pm

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### Held at the



**BRISBANE**  
convention  
& exhibition  
**CENTRE**

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[goodlifegooddeathexpo.org.au](http://goodlifegooddeathexpo.org.au)

### Hosted by



Queensland Compassionate  
Communities is a program of

**PalliativeCare**  
QUEENSLAND







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# Compassionate Communities Cafe

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# Event Summary

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## Compassionate Communities Cafe Program

10:00-10:30am	Registration
10:30-11:00am	Memorialisation: How to plan for your loved one's wishes
11:00-11:30am	Death Cafe: What you need to know
11:30-12:00pm	Healthy ageing strategies: How to live well into old age
12:00-12:30pm	My best work would be... How to plan for your legacy
12:30-1:00pm	Meal Cafe: What you need to know
1:00-1:30pm	Book Reading: Death is a Journey
1:30-2:00pm	Healthy ageing strategies: How to live well into old age
2:00-2:30pm	The National Project: How to plan for your legacy
2:30-3:00pm	Closing Address: Good Life Good Death Expo 2019



## Event summary

The 3rd annual Brisbane Good Life Good Death expo (GLGDexpo) was held on Sunday December 1, 2019 hosted by Queensland Compassionate Communities the community arm of Palliative Care Queensland (PCQ) at the Brisbane Convention and Exhibition Centre from 10am – 3pm.

This free community expo was a resounding success with 650 participants attending within the five-hour event. Participants had the opportunity to view 40 exhibitor booths, 31 informative and interactive program sessions as well as 4 free expert education seminars. Activities included raffle and prizes, free photo booth, free face painting and free barista coffee as well as kids drawing/play area.



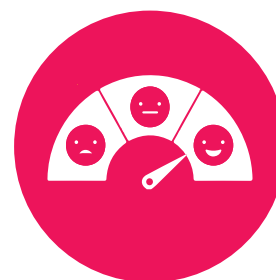
**650 community members participated**



**Date: Sunday December 1, 2019**



**Venue: Brisbane Convention and Exhibition Centre (BCEC)**



**71 evaluations completed**



*"It was great to see all different exhibitors under one roof and the various resources available as well as finding out about new programs and updated information, it was just great!" – Participant*

## Acknowledgements

The Brisbane GLGDexpo 2019 would not have been a possible without our supporters, exhibitors, PCQ team members, volunteers and most of all the community.

## Expo highlights



31 informative and interactive program sessions



40 exhibitors



30 expert speakers



15 volunteers



96% of feedback said they enjoyed the expo



More than 99,000 social media post impressions

- Welcome to Country by Songwoman Maroochy
- Engaging opening address by Brisbane's Lady Mayoress, Mrs Nina Schrinner
- Feedback provided through SurveyMonkey confirmed 96% (71/650) of feedback said they enjoyed the GLGDexpo
- High level of a younger demographic compared to previous years
- A large program of interactive and informative sessions
- Excellent overall feedback provided from exhibitors, participants and GLGDexpo partners

“

*“What a wonderful way to get to know the variety of companies and organisations that could help us.” – Participant*



## Objectives

Objectives of the GLGDexpo was to:

- Encourage participants to start conversations about loss, ageing, disability, dying and grief in an open, honest and friendly environment and help people understand that end of life shouldn't be a taboo subject
- To highlight services, supports and resources related to end of life in the form of exhibitor booths, handouts and presentations
- Provide free expert education seminars facilitated by speakers experienced in the topics
- Provide networking opportunities for local service providers, community organisations and group members

The word cloud below was a collection of popular words used to describe the GLGDexpo taken from feedback provided by participants, speakers and exhibitors.

met helping available able learning range variety care talk  
resources people networking information great dying  
informative sessions services death beautiful speakers



## Measures of success

The measures of success for the GLGDexpo was:

### Participants

- o Exceeding 2018 attendance by 8%

### Social media engagement

- o Twitter posts received 8,000 impressions
- o Facebook posts received 38,000 impressions
- o Facebook paid advertisements received 47,000 impressions
- o Instagram and LinkedIn received 6,000 impressions

### Participation in activities, seminars and workshops

- o **Compassionate Community Café**
  - Eight program sessions attended by 82 participants
  - 458 photos taken in the photobooth
  - Hundreds of coffees made in the free barista coffee bar
  - Face painting for all ages with more than 50 participants taking part
- o **Conversation Corner**
  - Nine program sessions
  - 19 speakers
  - 82 participants
- o **Youth Hub - facilitated by CanTeen**
  - Seven program sessions
  - Great feedback provided from CanTeen our expo partner
- o **Expert Education Seminars**
  - Five program sessions
  - Nine speakers
  - 183 participants
  - 51% evaluation feedback forms received

“

*“Once again, a wonderful expo! Thank you PCQ” – Participant*





Compassionate  
Communities Cafe

goodlife.gooddeathexpo.org.au

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# Program Summary

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**Compassionate Communities Cafe Program**

- Compassionate Communities Cafe**  
10.00am - 12.00pm
- Death Cafe**  
12.00pm - 1.00pm
- Healthy Aging Exercises**  
1.00pm - 1.30pm
- My Will, My Way**  
1.30pm - 2.00pm
- Wish Cafe**  
2.00pm - 2.30pm
- Book Reading**  
2.30pm - 3.00pm
- Healthy Aging Exercises**  
3.00pm - 3.30pm
- The Dementia Project Showcase**  
3.30pm - 4.00pm
- Prayer Service**  
4.00pm - 4.30pm

## Program summary

Time	ROOM: Main Expo Area - Plaza Terrace Room Level 3			ROOM: Plaza Terrace P5 Level 3
	Compassionate Communities Café <i>Facilitated by PCO</i>	Conversation Corner	Youth Hub <i>(Facilitated by CanTeen)</i>	Free Education Panels
Pre - Event 08:30 - 10:00am	08.30-09.45am <b>Ambulance Wish Queensland Breakfast:</b> Get involved and learn more - \$30/head (inc breakfast)			
10:00 - 10:30am	<b>Opening address</b> Including a welcome to country			
10:30 - 11:00am	10:30-11:00am <b>Remembrance trees</b> <i>(arts, craft and conversations)</i>	10:30-11:00am <b>When cure is no longer possible: how to access services and supports</b>	10:30-11:00am <b>Honouring our loved ones</b>	10.30-11.15am <b>FREE EDUCATION SESSION: What about your pets?</b> <i>(How to start a conversation about end of life planning)</i>
11:00 - 11:30am	11:00-11:45am <b>Death Cafe</b> <i>Lets talk about death</i>	11:00-11:30am <b>What is the role of a death doula?</b>	11:00-11:30am <b>Origami: A symbol of hope</b>	
11:30 - 12:00pm		11:30-12:00pm <b>Moving forward through grief and loss</b>	11:30-12:00pm <b>The Stairwell Project showcase (music)</b>	11:30-12:15pm <b>FREE EDUCATION SESSION: Create a circle of care</b> <i>(How to mobilise your support system)</i>
12:00 - 12:30pm	12:00-12:30pm <b>Healthy ageing exercises</b> <i>(with exercise physiologist)</i>	12:00-12:30pm <b>Everything you need to know about wills, estates and financial planning</b>	12:00-1:00pm <b>Grief support through web-based technology</b>	
12:30 - 1:00pm	12:30-1:00pm <b>My last wish would be...</b> <i>(with Ambulance Wish Queensland volunteers)</i>	12:30-1:00pm <b>What's new in seniors support and care?</b>		12:30 - 12:50pm <b>Threshold Choir</b> <i>(at the end of life these singers help ease the journey)</i>
1:00 - 1:30pm	1:00-1:45pm <b>Wish Cafe</b> <i>Let's talk about last wishes</i>	1:00-1:30pm <b>What's new in palliative care?</b>	1:00-1:30pm <b>Deep Speak: How to communicate through grief</b>	1:00-1:45pm <b>FREE EDUCATION SESSION: What is a good death?</b> <i>(How to find peace and comfort at the end of life)</i>
1:30 - 2:00pm	1:45-2:00pm <b>Book Reading</b> <i>Death, A Love Project</i>	1:30-2:00pm <b>When cure is no longer possible: how to access cancer specific services and supports</b>	1:30-2:30pm <b>Plant Honouring Ceremony</b> <i>Write a message to a lost loved one and plant it in a pot to signify new life</i>	
2:00 - 2:30pm	2:00-2:30pm <b>Healthy ageing exercises</b> <i>(with exercise physiologist)</i>	2:00-2:30pm <b>How do you plan a funeral?</b>		2:00-2:45pm <b>FREE EDUCATION SESSION: Talking to children about loss, dying and grief</b>
2:30 - 2:45pm	2.30-2.45pm <b>The Stairwell Project showcase (music)</b>	2.30-2.45pm <b>Book Reading</b> <i>The Bottom Drawer Book</i>	2.30-2.45pm <b>Facing anniversaries and celebrations</b>	
2:45 - 3:00pm	<b>Closing address: Raffle and prizes drawn</b>			

### Compassionate Communities Café

Set as a cafe style seating, the Compassionate Communities Cafe offered a front view of the welcome and closing addresses. In-between activities a quiet place to unwind and take in the experience of what the expo had to offer. The death cafe and the healthy ageing exercise classes were the most popular sessions.

### Conversation Corner

Located in the corner of the expo was the Conversation Corner facilitated by two PCQ staff members. Exhibitors whose organisations related to the chosen Conversation Corner topics were invited to share speaking spots. The topics were received well with 82 participants throughout the day. 'moving forward through grief and loss' and 'what is the role of a death doula' were the most popular topics.



## Youth Hub

New to this year's program was the addition of the Youth Hub facilitated by CanTeen Queensland. The area was brimming with sessions to attract a younger demographic experiencing illness, dying and grief. Numerous activities and sessions were held to bring comfort, hope and guidance to all who attended. Feedback provided by CanTeen revealed they were delighted to see a younger demographic at this year's expo additionally commenting that participants were more engaged compared to previous years.

## Expert Education Seminars

Located in a separate room adjacent to the GLGDexpo was the Expert Education Sessions. The aim for these sessions was to provide participants and speakers with a quiet space to learn, gather and educate one another on trending end of life topics. Speakers and topics were chosen by PCQ. Sixty-six formal feedback responses were collected (51% response rate) via SurveyMonkey with additional feedback provided throughout the event.

**8:30-9:30am**

**Ambulance Wish Queensland Breakfast**

**- 51 participants**

(Build the support and awareness Ambulance Wish Queensland)

**10:30-11:15**

**What about your pets? - 10 participants**

(How to start a conversation about end-of-life planning)

**11:30-12:15**

**Create a circle of care - 35 participants**

(How to mobilise your support system)

**1:00-1:45**

**What is a good death? - 47 participants**

(How to find peace and comfort at the end of life)

**2:00 - 2:45**

**Talking to children about loss, dying and grief**

**- 37 participants**

183

participants attended the Expert  
Educations Seminars

92%

of feedback said the presenters  
were excellent/good

94%

of feedback said the topic was  
excellent/good

- 97%\* of feedback agreed they had a greater level of understanding the benefits of early conversations about health care choices and knowledge of who in the community can assist them to achieve their wishes at end of life
- 88%\* of feedback feel more capable of advocating for help and care when it is needed, whether for themselves, their family or their neighbours
- 81%\* of feedback feel more capable of making plans for end of life (e.g. advance care plan, wills, financial plans, funeral planning)
- 81%\* of feedback had increased confidence in starting discussions related to death and dying

\*Calculated from 71 formal feedback responses received via SurveyMonkey.

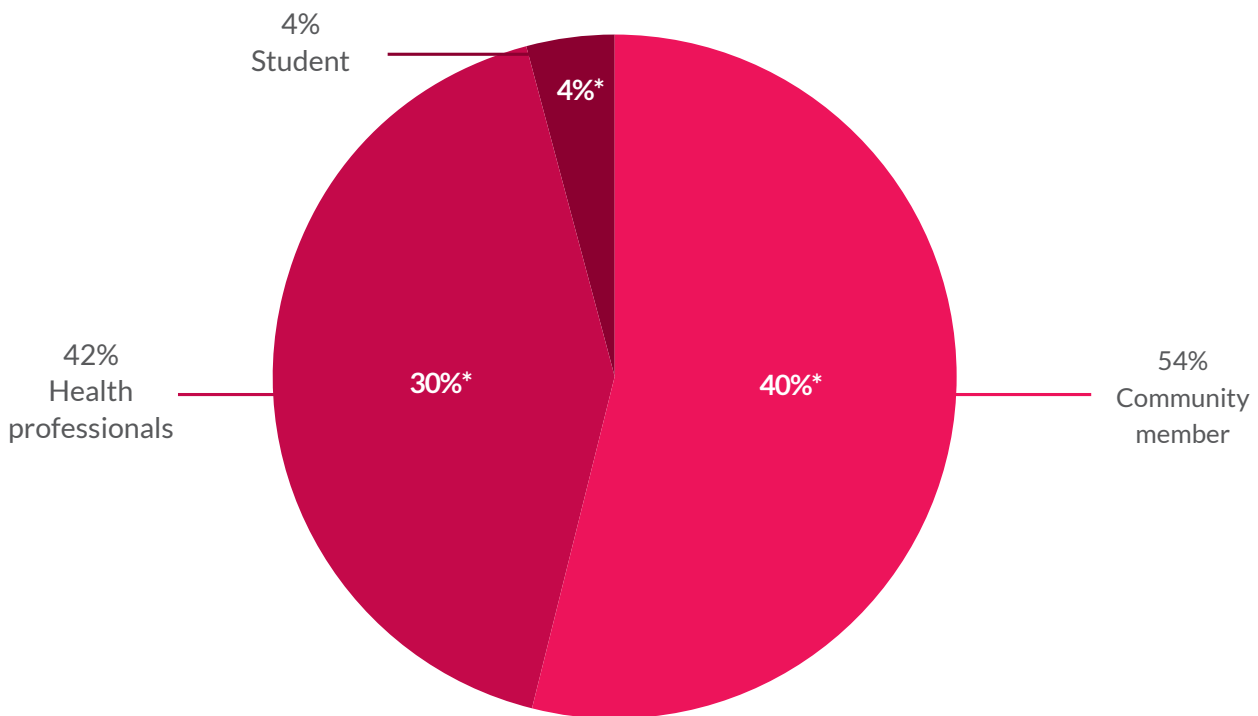


# Participant Summary

## Participant summary

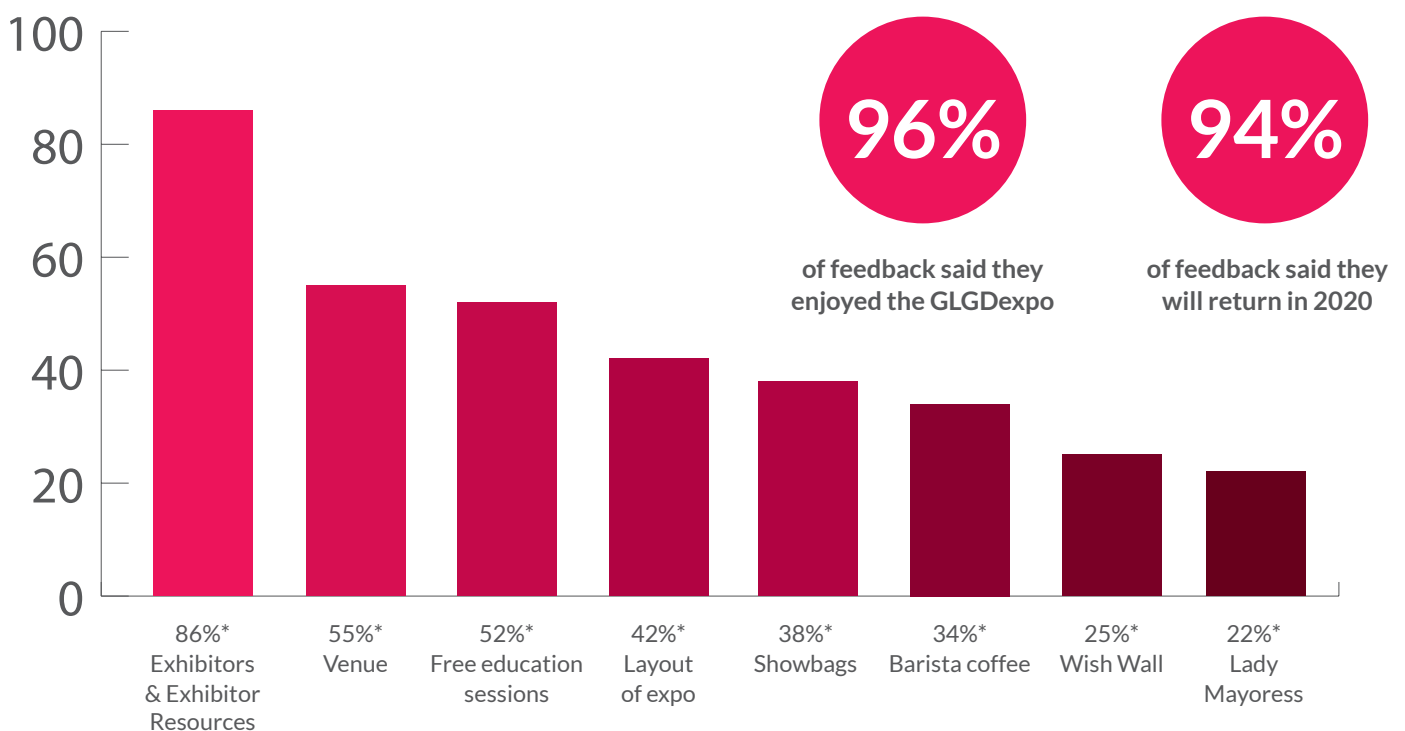
The GLGDexpo attracted community members from the south-east corner of Queensland and throughout the wider Queensland area with 650 people in attendance. Seventy-one formal feedback responses were collected via SurveyMonkey with additional feedback provided throughout the event.

### Participant demographic breakdown



\*Percentage calculated from 650 participants and 71 formal feedback provided

### What did participants enjoy most about the GLGDexpo? - Note participants could select more than one option



\*Percentage calculated from 650 participants and 71 formal feedback provided



“

*“What a relief to be able to talk about death and the learning about the available aid for people during the transition and after.” – Participant*

Participants’ feedback confirmed the GLGDexpo was bigger and better than ever, incorporating an interactive program with a variety of exhibitors, provided the community with a wealth of knowledge and resources.

When participants arrived at the GLGDexpo, they were presented with a showbag containing exhibitor promotional flyers and resources, an expo handbook guide containing the program of events, list of exhibitors and an expo map.



### Prizes and raffles

- Participants who registered prior to the Expo went into a draw to win an Apple iPad
- Participants who completed their passport card went into a draw to win a gift pack donated by Oil Quest
- Raffle tickets were on sale during the Expo, with prizes worth \$750. Prizes were donated by Moo Bakes, Green Dental Clinic, Deep Grey and Books @ Stones



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# Exhibitor Summary

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**Compassionate Communities Cafe Program**

**Compassionate Communities Cafe**  
 100% free of charge

- Bereavement Care**  
 100% free of charge
- Death Cafe**  
 100% free of charge
- Healthy living services**  
 100% free of charge
- My last wish would be...**  
 100% free of charge
- Wish Cafe**  
 100% free of charge
- Wish Writing**  
 100% free of charge
- Healthy living services**  
 100% free of charge
- The Spiritual Project services**  
 100% free of charge
- Display tables**  
 100% free of charge

## Exhibitor summary

In total 40 exhibitors participated at the Good Life Good Death Expo 2019. Exhibitors ranged from government services, grief counsellors, death doulas, lawyers, therapists, age care service providers, funeral directors, music therapy groups and residential age care homes.

These exhibitors were looking to engage with local community members about their services and products as well as to utilise the expo as a networking platform to connect with fellow organisations.

A total of 33 exhibitor feedback forms were received via SurveyMonkey (82% response rate) in addition to informal feedback given throughout the event and via email communication post event.

“

*“Broad range of booths with great resources.” - Participant*

100%

of feedback said they enjoyed the Expo

90%

of feedback would participate again in 2020

## What did exhibitors like most about the Expo?

“

*“The opportunity to educate, share knowledge and breakdown barriers”. - Exhibitor*

“

*“Attendees are ready to communicate and listen.” - Exhibitor*



# Speaker Summary

Compassionate Communities Cafe

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Compassionate Communities Cafe Program

Time	Topic
10:00 - 10:15	Registration
10:15 - 10:30	Compassionate Care: What it means and why it matters
10:30 - 10:45	Death Cafe: What you need to know
10:45 - 11:00	Healthy eating: Nutrition tips for people with chronic conditions
11:00 - 11:15	My last wish would be...: How to write your will and what to do if you don't
11:15 - 11:30	Wish Cafe: What you need to know
11:30 - 11:45	Book Reading: The Good Death
11:45 - 12:00	Healthy eating: Nutrition tips for people with chronic conditions
12:00 - 12:15	The Good Death: What you need to know
12:15 - 12:30	Closing address: What you need to know

## Speaker summary

“

*“Very good speakers and workshop topics just so relevant to the times!” - Participant*

Due to a wide-ranging program with topics in specialised areas the support of 30 speakers was essential. Speakers were provided with a speaker manual prior to the GLGDexpo, which listed in detail a checklist, runsheet, venue information, an expo program and general information.

100%

of speakers feedback said they enjoyed the GLGDexpo

80%

of speakers feedback would participate again in 2020







# Marketing and media summary

The 2019 marketing campaign consisted of both print and digital platforms:



Dedicated website - regularly updated content [goodlifegooddeathexpo.org.au](http://goodlifegooddeathexpo.org.au)



Social media - 7 paid Facebook advertisements



17 eDMs sent via MailChimp with an average open rate of 39%



Social media - 38 posts via Facebook, Twitter, Instagram and LinkedIn and 30 posts to 15 Facebook community group pages throughout Brisbane

Five news articles and press releases were disseminated to media outlets throughout Queensland as well as uploaded to the Palliative Care Queensland website





Radio advertisement - 30 second ad on Brisbane 4BC



Outdoor advertisement - bridge banner on Caxton Street, Milton



SMS campaigns - reminder SMS through Message Media (AWQ breakfast)



Website advertisement - What's on Brisbane website and EventBrite



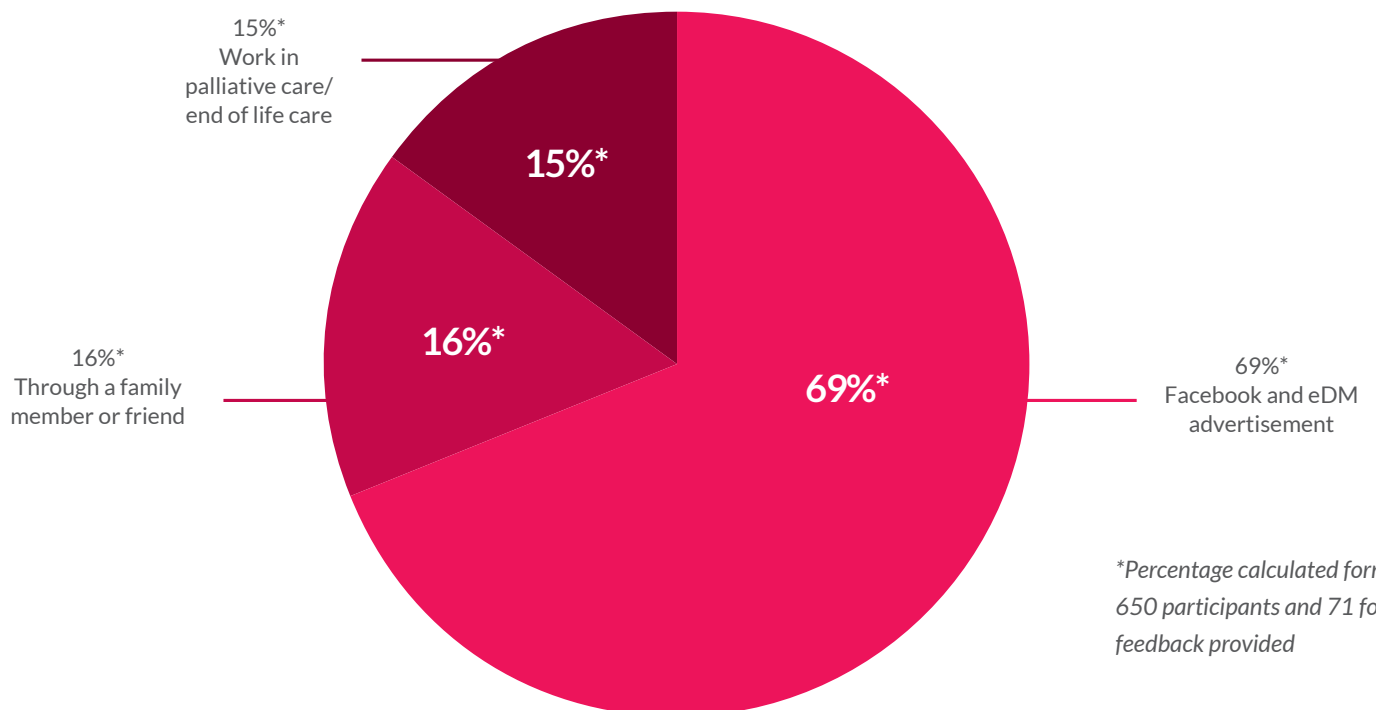
Organisations associated with PCQ sent emails to their database promoting the GLGDexpo



Flyer's were sent via mail to local RSL clubs, bowls clubs etc

Additionally the success of the above marketing campaign was confirmed in the feedback statistics below in addition to participants who clicked options 'other' or 'I work in palliative care/end of life care' would have heard about the expo through the various eDMs delivered to their work or personal email addresses.

### How did participants hear about the GLGDexpo?



## Appendix 1 - Media release



Palliative Care Queensland  
palliativecareqld.org.au  
hello@palliativecareqld.org.au  
07 3511 1539  
ABN 49 047 803 923 | ACNC - CH1825

PROGRAMS OF PALLIATIVE CARE QUEENSLAND



### MEDIA RELEASE

November 29, 2019

### Why are we so afraid to talk about death?

We're all going to die, so why is it so hard to talk about it?

On Sunday December 1, Queenslanders are invited to a FREE community expo to learn how we can all live a better life by planning for a better death.

From advice on *advance care health directives* to seminars on *how to talk to children about loss and grief*, tips for *planning a funeral* and information about *accessing support services for end-of-life care*, this expo is a one-stop shop for ageing well, dying well, loss and legacy.

The **Good Life Good Death Expo** at the Brisbane Convention & Exhibition Centre will provide free advice from industry experts with Q&A panels, exhibition booths, interactive activities and education sessions.

For many people, the worry about what will happen to a beloved pet when they are gone causes enormous distress, but Animal Welfare League Queensland will be on hand to provide advice about adoption programs for legacy pets.

CanTeen Queensland will host a Youth Hub with sessions on how to face anniversaries and celebrations like Christmas when families have lost a loved one and how to communicate during times of devastating grief, as well as craft sessions to create lasting memorials.

The Stairwell Project, an inspiring group of musicians who perform in the corridors and stairwells of hospitals, will showcase their talents at the expo and there will be a rare public performance by Brisbane's Threshold Choir. These beautiful singers help bring comfort at the bedside of those nearing death with their gentle voices and calm presence.

The expo will start with a special Ambulance Wish Queensland Breakfast from 8.30am-9.45am to showcase the charity program, which fulfils the last wishes of terminally ill Queenslanders. Tickets for the breakfast are \$30pp and bookings are essential as seats are limited.

The whole family is welcome to enjoy the free entertainment including a photo booth, arts and crafts, face painting, and a kids' drawing and play area.

Sunday December 1, 2019 from 10am-3pm at the Brisbane Convention & Exhibition Centre.

\*\*The education sessions have limited seating so bookings are essential.

To register for the expo go to [goodlifegooddeathexpo.org.au](http://goodlifegooddeathexpo.org.au) or call 07 3511 1539.

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Hosted by



Is a program of  
**PalliativeCare**  
QUEENSLAND

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