

CITY OF JOONDALUP

MINUTES OF THE JOONDALUP FESTIVAL AND SUMMER EVENTS COMMITTEE MEETING HELD IN CONFERENCE ROOM 3, CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON WEDNESDAY 15TH MAY 2002, COMMENCING AT 5.30PM.

Cr Hurst, Deputy Chair declared the meeting open at 5.35pm and welcomed all in attendance.

1 ATTENDANCE AND APOLOGIES

Cr Judi Hurst	Deputy Chair
Cr Carol Mackintosh	Councillor
James Boyd	Cultural Development Co-ordinator
Natalie Maiden	Marketing Officer

Corine van Hall	Special Events Officer
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Apologies

Cr Paul Kadak	Chairperson
Graeme Hall	Acting Manager Leisure and Ranger Services

2 CONFIRMATION OF MINUTES

MOVED C Mackintosh **SECONDED** J Hurst that the minutes of the meeting held 11 February 2002 be confirmed as a true and accurate record of the meeting

CARRIED

3 2002 JOONDALUP FESTIVAL REPORT

J Boyd tabled the 2002 Joondalup Festival Evaluation Report.

The Festival held on the 23 & 24 March 2002 was considered highly successful. Police and City attendance estimates agreed on 95,000 people at the Festival and related satellite events. Market research conducted during and after the event indicated 97% of attendees were satisfied to extremely satisfied.

J Boyd explained that three new elements of the Festival were introduced in 2002. These were:

- 1 Extending the Festival into Central Park and the Police Academy
- 2 Increasing the opportunities for community participation
- 3 Allowing satellite events to take part over the Festival weekend

The Committee heard that extending the Festival into Central Park was well received, offering new activity spaces to utilise and increasing awareness of the parklands located in the CBD. It was noted that thousands of people followed the blue line between the Police Academy and the CBD.

Participation in the event increased due to the inclusion of innovative community cultural projects such as the Northern Suburbs High School Dance Project. In the project 137 local high school students from 6 schools performed the Festival finale. The total number of participants in the Festival reached 5,163 people.

The number of Satellite Events presented by Festival partners increased from three in 2001 to seven in 2002.

The Committee noted that attendance was slightly down on Saturday, however Sunday increased by 15,000. It was agreed that this was due to the inclusion of the Police Academy Open Day, which attracted 17,000 people. Total attendance at events included in the Summer Events Program reached 136,000, a small increase on 2001.

The Saturday night street parade attracted an estimated 26,000 spectators into the CBD. The parade involved 2,430 participants. There were 44 entries consisting of 16 school groups, 28 community groups and 4 professional floats commissioned by the City. The live commentary worked well with a new stage on Reid Promenade to help spread the crowd.

In summary, J Boyd pointed out that for the City's investment of \$231,947, the Festival secured an additional \$88,400 cash in grants and sponsorship and \$101,632 in in-kind sponsorship. Based on the attendance level of 95,000 the event generated an estimated \$1,539,000 into the City. Therefore for every dollar the City invested into the Festival it returned \$7.45 into the community. This is compared with \$7.14 in 2001. The increase was noted and applauded.

MOVED C Hurst **SECONDED** C Macintosh that the 2002 Joondalup Festival Evaluation Report be accepted by the Committee.

CARRIED

Cr Hurst left the meeting at 7.20pm

4 GENERAL BUSINESS

J Boyd concluded that the Festival was now in a good position and had achieved recognition as a high quality event, offering broad cultural participation opportunities. A five-year strategic plan would be development for Council's endorsement.

The dates for the 2003 Joondalup Festival were confirmed as Saturday 22 & Sunday 23 March.

5 DATE OF NEXT MEETING

To be advised

There being no further business Cr Mackintosh closed the meeting at 6.30pm.