

CITY OF JOONDALUP

Minutes of the Joondalup Festival Committee Meeting held in Conference Room 2, Civic Centre, Boas Avenue, Joondalup on Wednesday 17 August 2000, commencing at 6.00pm.

Cr Kadak declared the meeting open at 6.05pm and welcomed all in attendance

1. Attendance

Cr Paul Kadak	Chairperson
Cr Judi Hurst	from 6.30PM
Mark Stanton	Manager Leisure and Ranger Services
James Lawton	Manager Marketing Services
Corine van Hall	Special Events Officer

2. Confirmation of Minutes

Moved M Stanton **Seconded** J Lawton that the minutes of the meeting held 3rd May 2000 be confirmed as a true and accurate record of the meeting.

Carried

3. Festival Report

C van Hall presented and tabled the 2000 Festival Report to the Committee. The finalisation of the report was deferred due to planning for the Olympic Torch Relay immediately after the Festival.

The 2000 Joondalup Festival was considered a great success by the Committee. There were 90,000 attendees over the two days, an increase of 67%. The biggest attraction was the Festival Parade with 44,000 attendants and 1900 participants. The Joondalup Festival is developing a strong reputation for the high participation of young people.

4. Market Research

The final Market Research report was tabled. A summary of the report was presented by Mark Jessop at the previous Festival Committee (3rd May 2000). The initial Market Research Report presented was returned to the Boshe Group for corrections and further clarification. Unfortunately the amended report was slow to be returned to the City causing delays in the finalisation of the Festival Report.

The final Market Research Report was very positive providing excellent information from which to build for the 2001 Festival. Key points include that 91% of attendees came to the CBD specifically for the Festival, up from 77% last year and the number of those "not interested" in attending dropped considerably from 21% to 11%, confirming the success of both Festivals. The average time spent at the Festival also increased by 1½ hours to 4 hours, despite the Festival being shorter by 20%.

Changes to the report include that the average spend rose from \$15 to \$22.50 per person. The economic impact of the Festival can therefore be calculated at \$2,025,000 over the

two days. This is a direct benefit to local restaurants, bars and other business, as the Festival is free.

Cr Judi Hurst arrived at the meeting at 6.30pm.

5. 2001 Joondalup Festival

The 2000 Joondalup Festival successfully consolidated the inaugural Festival and has provided a solid basis upon which to develop the 2001 Festival. The 67% increase in attendance in its second year is a very strong indication that the Festival has achieved stakeholder and community confidence.

To ensure the Festival's growth and popularity are maintained, program development opportunities are currently being researched. City of Joondalup stakeholders are being consulted to develop partnership opportunities for the Festival. Stakeholders consulted include the Joondalup Resort, Arena Joondalup and Edith Cowan University.

Discussions involve new sponsorship strategies, the possibility of holding ticketed events and the inclusion of umbrella events as part of the 2001 Joondalup Festival Program.

The Summer Events Program will be extended into the Southern suburbs of Joondalup by moving the Little Feet Festival to Whitfords Nodes and one concert to another park to be confirmed. The concerts will be held every second week and will act as a lead up to the Joondalup Festival.

Program development opportunities to provide more interest for adults at the Festival included a mini business expo, encouraging community interest stalls to participate in the Sundown Markets and providing an outdoor bar/eating area.

6. General Business

Nil

7. Date of Next Meeting

To Be Confirmed

The meeting closed at 7.00pm.