

CITY OF JOONDALUP

Minutes of the Joondalup Festival Committee Meeting held in Ward Office 1, Civic Centre, Boas Avenue, Joondalup on Tuesday 7 December 1999, commencing at 11.00am.

1. Attendance

Marilyn Clark-Murphy	Commissioner
Mark Stanton	Manager Leisure and Ranger Services
Di Shaw	Cultural Development Co-ordinator
Belinda Cobby	Arts Project Officer
Corine van Hall	Special Events Officer

Apologies

James Lawton	Manager Marketing Services
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2. Confirmation of Minutes

MOVED M Clark-Murphy, **SECONDED** M Stanton that the minutes of the meeting held 12 October 1999 are a true and accurate record subject to the following amendment – that the name ‘Healthway’ be added under Sponsorship and Funding Update, at the end of the second line.

CARRIED

3. Welcome to Special Events Officer

Corine van Hall, the new Special Events Officer, was welcomed to the committee and organisation.

4. Marketing and Promotions Update

D Shaw distributed the Marketing Plan to the committee and gave an update on marketing and promotions for the Festival. A meeting with Festival Designers, Turner Butcher, was held and both parties are happy with timelines put in place for the Festival. The web page with its own address will be linked to the City of Joondalup home page and will also include a direct link to the Summer Events Program and the Regional Events Program. B Cobby tabled an outline for the web page that had been given to Turner Butcher.

MOVED M Clark-Murphy, **SECONDED** M Stanton that the Festival Committee formally adopt the Marketing Plan for the 2000 Joondalup Festival.

CARRIED

D Shaw reported that the response from the Breakfast and Business Briefing and the Principals’ Forum had been extremely positive, with the relationship with the District Education Office going from strength to strength.

An Information Pack was mailed out to schools on 28th October inviting expressions of interest to participate in Music Making and Costume Making workshops for the Street Parade. An overwhelming response was received, with 20 schools expressing interest and approximately 5,000 students wishing to participate. Festival organisers have selected 10 schools and asked them to restrict student numbers to 200 – 250 per school in order to accommodate numbers.

D Shaw tabled the Summer Events Fridge Magnet. 20,000 were printed with additional information about each event on the back. Extra magnets were produced in partnership with Marketing with Council News information on the back and were distributed to each household in Joondalup.

The VIP Function will be held on Saturday 25th March of the Festival weekend, with the venue to be advised.

5. Sponsorship and Funding Update

D Shaw gave an update on funding and sponsorship. Sponsorship has been confirmed from Healthway, LandCorp, Edith Cowan University, Joondalup Resort and West Coast College of TAFE. Media sponsorship has been secured from Network Ten, The West Australian, Community Newspapers, 96FM and X_Press Magazine. Further proposals have been submitted to the Australia Council, Festivals Australia, Office of Youth Affairs and the Gordon Reid Foundation. A proposal for additional funds is being submitted to the Lotteries Commission on the basis of the population the City of Joondalup services and the lack of cultural events in the region.

Research and preliminary approaches are being made to local businesses, particularly restaurants, to get involved in “Feastival”. Based on a Taste of a Nation, “Feastival” is being looked at as an opportunity to promote the restaurants and culinary delights of Joondalup. Food stalls will provide one or two simple dishes to keep people in the streets and add to the atmosphere of the event. Local restaurants will be encouraged to take this on as a sponsorship of the Festival. This is a new sponsorship initiative.

6. Programme Update

D Shaw tabled the Festival Program for the Main Stage, Dance Stage and general events throughout the Festival.

MOVED M Clark-Murphy, **SECONDED** M Stanton that the Festival Committee formally adopts the proposed Festival Program for the 2000 Joondalup Festival.

CARRIED

7. General Business

M Clark-Murphy thanked members for ensuring the Festival Committee was a positive forum for the Festival and wished the Committee the best for the future. M Stanton thanked M Clark-Murphy for her valuable contribution to the Committee.

8. Date of Next Meeting

To be advised.