

## CITY OF JOONDALUP

## APPENDIX 2

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

Mark Stanton assumed the chair and declared the meeting open and welcomed all in attendance

**1. Attendance**

Cr Paul Kadak

Cr Judi Hurst

Mark Stanton

Manager Leisure and Ranger Services

Di Shaw

Cultural Development Co-ordinator

James Lawton

Manager Marketing Services

Corine van Hall

Special Events Officer

**2. Appointment of Chairperson**

**MOVED** Cr J Hurst, **SECONDED** D Shaw that Cr Paul Kadak be nominated as Chair of the Joondalup Festival Committee.

There being no other nominations Cr Kadak was declared elected and assumed the chair.

**3. Terms of Reference**

A revised 'Terms of Reference' for the Joondalup Festival Committee was tabled. The only changes made have been to incorporate the Summer Events Program. Cr P Kadak enquired whether the committee should consider more broad Terms of Reference to include other events. M Stanton stated that this had been considered and could be amended as the need arose.

**MOVED** J Hurst, **SECONDED** M Stanton that the Joondalup Festival Committee recommends that Council endorse the amended Terms of Reference for the Joondalup Festival Committee.

**CARRIED**

**4. Confirmation of Minutes**

**MOVED** M Stanton, **SECONDED** D Shaw that the minutes of the meeting held 7 December 1999 are a true and accurate record of the meeting.

**CARRIED**

**5. Marketing and Promotions Update**

J Lawton advised that there would be two VIP functions as part of the Summer Events Program and the Joondalup Festival. The first VIP function would be held Friday 4 February with the Marcia Hines Concert in Reid Promenade. The mayor and Councillors had been sent a running order for the evening. The VIP function would be held at Joondalup House at 8 Davidson Terrace, in close proximity to the event. There would be rows of reserved seating for VIP guests. The main function would take place before the first set and during the intermission of the concert. 160 invites had been distributed to Directors, Councillors, Sponsors and their partners.

The VIP function for the Joondalup Festival would be held in a marquee on Grand Boulevard on Saturday 25 March in the evening.

J Lawton informed the meeting that a liftout would again appear in the West Australian as feedback and market research indicated it was well received last year. It has been proposed the Festival Liftout wraps around the Regional Feature and includes colour maps and the program. The Regional Feature will be 12 pages. Marketing has forwarded contacts to The West Australian for editorial content in the Regional Feature. Spots on page 2 and 4 have been set aside for the City of Joondalup.

D Shaw advised the Joondalup Festival website was up and running. It contains links to the Summer Events Program. Software to count hits to the site is currently being installed. The website is being promoted through all Festival promotions and Education 2000. Cr J Hurst suggested using school newsletters.

D Shaw informed the committee that work on the poster and printed program is underway. The printed program will be distributed to every household in the region two weeks out from the Festival. TV and radio advertising will be broadcast in the two weeks leading into the Festival.

J Lawton left the meeting at 6.40pm.

**6. Sponsorship and Funding Update**

D Shaw confirmed Healthway, LandCorp, ECU, Joondalup Resort and the West Coast College of TAFE as sponsors of the Festival. A response from the Office of Youth Affairs, Lotteries Commission and Gordon Reid Foundation are all being finalised. Last years media sponsors have again come in at a dollar for dollar agreement.

Sponsorship this year is slightly higher than last year as expected. Expanding the program into the region and satellite venues such as ECU, the Resort and the Arena was discussed for 2001. It is expected that this would result in an increase in sponsorship, with a focus on free events in the City centre and an ability to ticket events at other venues.

**7. Programme Update**

C van Hall gave an update of the Food Festival, "FEASTIVAL", indicating that feedback from the restaurants had been very positive. It would comprise 6 to 10 stalls with a market style eating area. Only local restaurants had been approached, in order to promote the CBD as a great place to eat. Discussions had begun with police and the Old Bailey to license the area. It would be set up adjacent to the stage in Reid Promenade.

D Shaw gave an update on the Program detailing acts throughout the two days. It has been difficult to secure an appropriate act for the Festival finale on Sunday evening. Opera was being explored for the finale and feedback was sought from the committee. The committee felt that if it were visually spectacular, Opera would work in the City of Joondalup.

Ideas on future events and the expansion of the program were discussed, such as a regional expo that would link local business and lifestyle issues.

C van Hall gave an update on the Street Parade. Festival float builders, music makers and costume designers have been selected. The City of Joondalup had over 87 requests for the Selection Criteria for Festival Artists, and 30 applications were received. The applications were of a very high standard and 9 artist groups were selected. These artists will hold workshops with the 10 selected schools. It is estimated that 2,500 people will participate in the parade, with over 50,000 spectators.

**8. General Business**

D Shaw spoke to the Summer Events Program. Bad weather had caused one concert to be cancelled. Rain had dampened the Buskers Festival but people had still attended with their umbrellas and raincoats and the event was well received. Extreme heat had also affected the attendance for the Little Feet Festival. A contingency plan for Marcia Hines will enable the concert to be moved to the Arena should the weather be inclement.

Numbers attending the events have been approximately:

- Millennium Celebration, 10,000 - 15,000
- Beach Party in the City, cancelled
- Buskers Festival, 4,000
- Hip Mo' Toast, 5,000
- Little Feet Festival, 6,000
- The City is expecting 10,000 - 20,000 for the Marcia Hines Concert on Friday 4 February.

D Shaw outlined promotions for the Summer Events Program, which included:

- Fridge magnets distributed to every household in Joondalup, 55,000.
- 4 page full colour insert in the Wanneroo Times for Summer Events Program.
- 4 page full colour insert in the Wanneroo Times for the Little Feet Festival.
- Regular ads in both editions of Wanneroo Times.
- Separate posters for January Summer Events, February Summer Events, and the Little Feet Festival.
- Website link to the Joondalup Festival.

Meeting Closed at 7.55pm

**9. Date of Next Meeting**

Wednesday 1 March at 6.30pm.

**CITY OF JOONDALUP**  
**JOONDALUP FESTIVAL AND SUMMER EVENTS COMMITTEE**  
**TERMS OF REFERENCE**

**1 Definitions**

Joondalup Festival:	Council's major event that will provide opportunities to celebrate and promote life in the Joondalup City Centre.
<i>Summer Events Program:</i>	<i>Council's Summer Concerts, Buskers Festival and Little Feet Festival conducted in the summer months to celebrate and promote life in Joondalup.</i>
Council:	The Council of the City of Joondalup.
Committee	The Joondalup Festival and Summer Events Committee.
External funding bodies:	Private and public agencies separate to Council.

**2 Membership**

The Committee shall consist of the following members:

- *Two Councillors*
- Manager Leisure and Ranger Services
- Manager Marketing Services
- Cultural Development Coordinator

**3 Objectives**

- 3.1 To make recommendations to Council on:
- 3.1.1 development of business, marketing, financial and sponsorship plans to ensure the success of the *Summer Events Program and* Joondalup Festival.
  - 3.1.2 strategies for the ongoing development of *the Summer Events Program and* the Joondalup Festival.
- 3.2 To liaise with community and other interested groups to develop support for, and involvement in, *the Summer Events Program and* the Joondalup Festival.
- 3.3 To liaise with external funding bodies regarding funding opportunities for *the Summer Events Program and* the Joondalup Festival.

**4 Management**

**4.1 Terms of Appointment**

All appointments to the Committee shall be by nomination and shall be endorsed by the Council. The term of office shall be for twelve months from the first Council meeting in June.

#### **4.2 Chairperson**

The committee shall appoint a Chairperson.

#### **4.3 Meetings**

Meetings shall be arranged at regular intervals as determined by the Committee at an appointed time and place.

#### **4.4 Quorum**

A quorum will be by simple majority.

#### **4.5 Minutes**

Minutes shall be made of all meetings. A copy of confirmed minutes shall be forwarded to the Committee Clerk. Minutes of all Committee meetings shall be forwarded to all members at least seven days prior to the following meeting.

#### **4.6 Deputations**

The Committee may invite any persons or organisations to attend any meetings to discuss issues of interest.

#### **4.7 Action Groups**

The Committee may appoint a group of its members to work together on a specific issue. The group will undertake only those duties specified by the Committee.

#### **4.8 Vacancies**

If a casual vacancy is created the Committee shall recommend the appointment of a person for the remainder of the Committee's term of office.

#### **4.9 Powers of the Council**

Nothing herein contained shall restrict the powers of Council.

### **5 Sunset Clause**

Within two months of the completion of the Festival, the Committee shall submit an evaluation report to the Council. On submission of the report, the Committee shall dissolve pending Council resolution.