

CITY OF JOONDALUP**MINUTES OF THE JOONDALUP FESTIVAL AND SUMMER EVENTS COMMITTEE MEETING HELD IN CONFERENCE ROOM 2, CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON WEDNESDAY 9 MAY 2001, COMMENCING AT 6.05PM.**

Mark Stanton declared the meeting open and welcomed all in attendance. Cr Mackintosh was welcomed as a member of the committee.

1. ATTENDANCE AND APOLOGIES

Cr Paul Kadak	Chairperson
Cr Judi Hurst	
Cr Carol Mackintosh	
Mark Stanton	Manager Leisure and Ranger Services
James Boyd	Cultural Development Co-ordinator
Corine van Hall	Special Events Officer

Apologies

James Lawton	Manager Marketing Services
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2. APPOINTMENT OF CHAIRPERSON

MOVED Cr J Hurst, **SECONDED** Cr C Mackintosh that Cr Paul Kadak be nominated as Chair of the Joondalup Festival and Summer Events Committee.

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

3. CONFIRMATION OF MINUTES

MOVED J Hurst **SECONDED** M Stanton that the minutes of the meeting held 14 March 2001 be confirmed as a true and accurate record of the meeting.

CARRIED

4. 2001 JOONDALUP FESTIVAL MARKET RESEARCH

MOVED P Kadak **SECONDED** J Hurst appreciation and congratulations to all City of Joondalup staff on the success of the 2001 Joondalup Festival.

CARRIED

J Boyd presented an overview of the Market Research performed during and immediately after the Festival by Hides Consulting. Police and Festival organisers estimate 93,000 people attended the Festival over the 2 days of 24 & 25 March, with 35,800 attending the Street Parade. Key findings saw an increase in satisfaction levels rise by 3% to 98%, with the average stay increasing from 2 to 3.5 hours. The positive economic impact can therefore be calculated at \$1,230,000.

The most important promotional sources for attending the Festival was cited as the Wanneroo Times at 41% and word of mouth 37%. The full report will be available by 18 May 2001.

It was noted that the BMX & Skate competitions were well managed with an atmosphere of general respect present. It was suggested a prominent program be placed at entry points to the Festival for the general public. The Parade was noted as particularly creative this year, with the commentary working quite well. The finale was a fantastic end to the Festival with great community spirit, but could have been shortened.

5. 2002 SPONSORSHIP AND FUNDING

J Boyd reported that a proposal had been received from Network Ten for another 3 year sponsorship agreement for the Festival. The committee agreed that all television networks should be approached by the Festival to source the best option available.

Feedback from sponsors of the 2001 Festival indicated nearly all are keen to be involved in 2002, though no formal proposals have been tabled.

Cr Kadak indicated that the Police Academy is keen to be involved in the 2002 Festival, perhaps through participating in the Parade with the Police Band.

6. GENERAL BUSINESS

Cr Hurst reported that she had received a lot of positive feedback from residents in the Southern suburbs. They felt the extension of the Summer Events Program to Hillarys parks and recreation areas was a great initiative.

7. DATE OF NEXT MEETING

Wednesday 13 June 2001.

8. MEETING CLOSURE

There being no further business the Chairperson closed the meeting at 7.25pm.