

## 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 15 AUGUST 2001, COMMENCING AT 6.30PM.**

**1. ATTENDANCE AND APOLOGIES**

Cr Paul Kadak	Chairperson
Cr Judi Hurst	Councillor
Cr Carol Mackintosh	Councillor
Mark Stanton	Manager Leisure and Ranger Services
James Boyd	Cultural Development Co-ordinator
James Lawton	Manager Marketing Services

**Apologies**

Corine van Hall	Special Events Officer
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**2. CONFIRMATION OF MINUTES**

**MOVED** J Hurst **SECONDED** M Stanton that the minutes of the meeting held 9 May 2001 be confirmed as a true and accurate record of the meeting.

***CARRIED***

**3. 2002 SUMMER EVENTS PROGRAM**

J Boyd reported that development of the 2002 Summer Events Program was on schedule. A number of exciting projects are being developed and funding and sponsorship in support of these projects is being sought. J Boyd advised an outline of the likely program would be presented to the next meeting.

Perth International Arts Festival (PIAF)

J Boyd outlined a proposal that the City has received from PIAF to host an exciting element of its 2002 Festival. The cost of the event to the City would be up to \$35,000 and the City would also assist PIAF find additional local corporate sponsorship. The total cost of the event is \$215,000.

J Hurst advised that enrolment time at West Coast College of TAFE would present useful promotional opportunities for this event.

It was agreed that the City should continue its efforts to secure the event.

Festival TV Sponsor

J Boyd advised that sponsorship proposals had been received by Channel Nine and Channel Ten in support of the Joondalup Festival. The assessment based on a multi criteria weighted assessment was outlined.

J Boyd advised that Channel Nine had made the strongest proposal and that it would be offered exclusive television sponsorship rights to the Joondalup Festival for 2002, 2003 and 2004. The main reasons for accepting Channel Nine's proposal included:

- editorial coverage of the event on Postcards WA over three weekends around the Festival, that would offer significant regional marketing benefits;
- cost savings in the production of a Festival television commercial and documentary video of the festival;
- the total audience reach on Channel Nine exceeds Channel Ten and has little difference in the number of young viewers.

**4. GENERAL BUSINESS**

J Boyd advised that at least two summer events would take place in the southern suburbs. J Hurst advised that a music concert in the south should focus on fun and target young children and families. Venues suggested for a music concert included Mawson Park, MacDonald Reserve and Penistone Reserve.

**5. DATE OF NEXT MEETING**

To be advised.

**6. MEETING CLOSURE**

There being no further business the Chairperson closed the meeting at 8.25pm.