

## 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 24 JANUARY 2001, COMMENCING AT 6.30PM.**

Cr Kadak declared the meeting open at 6.35pm and welcomed all in attendance

**1. ATTENDANCE AND APOLOGIES**

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

Apologies	
Corine van Hall	Special Events Officer

**2. CONFIRMATION OF MINUTES**

**Item 5. SPONSORSHIP/FUNDING UPDATE**

It was noted that the City would hold only one function for sponsors and VIPs during the 2001 Summer Events Program at the Joondalup Festival as the benefits of holding two events did not justify the additional expenditure.

**MOVED** J Lawton **SECONDED** J Hurst that the minutes of the meeting held 13 December 2000 are a true and accurate record of the meeting with the above amendment.

*CARRIED*

**3. 2001 JOONDALUP FESTIVAL AND SUMMER EVENTS UPDATE**

J Boyd advised that the first two concerts of the Summer Concert Series had been very successful and attended by approximately 4,000 people each.

A detailed traffic control strategy for the event that included a strong attendance by the SES, City Watch, signage and carefully controlled parking areas was presented to the Working Party. In addition the following additional actions would be implemented:

- a leaflet drop to adjoining houses about the event and the controls in place to avoid parking on private verges;
- the Whitfords train station shuttle bus stopping at the Whitfords Shopping Centre.

J Boyd gave a breakdown of the main elements of the draft Joondalup Festival program including the music program on the main stage, street parade, youth lounge, Ben Laden & the Garden, Skate and BMX competitions, and Worn Out Worn Art festival finale.

Satellite events are confirmed to take place at West Coast College of TAFE, Joondalup Resort, Edith Cowan University and Arena Joondalup.

It was agreed that it was important that the fireworks start on time and that they should take place after activity on the main stage.

**4. PROMOTION UPDATE**

The Committee viewed the two promotional inserts that had recently been published in the Wanneroo Times.

J Boyd reported that promotion was on schedule for the Joondalup Festival. J Hurst suggested a distributing festival posters to schools in the region. J Boyd described the concept of the Festival TV advertisement. A viewing of the first draft of the advert will be presented at the next meeting.

**5. SPONSORSHIP/FUNDING UPDATE**

The Committee was advised that the grant application to the Australia Council had not been successful. The grant was to boost funds for the Worn Out Worn Art Project and the project will be scaled back to fit the reduced funds available. Apart from the Australia Council grant other funding and sponsorship is on target.

The Committee noted that it was proposed to hold the VIP and sponsors function at the Festival held in the same location as in 2000. A draft of the guest list would be tabled at the next meeting. It was suggested that the function should, if possible, be placed in a bigger tent and should start approximately 1½ hours prior to the parade and end at 7.00 - 7.20pm as the parade starts.

**6. GENERAL BUSINESS**

Cr Kadak suggested that promotion of the Deborah Conway concert should include a live or pre-recorded interview with Deborah Conway on 94.5FM.

**7. DATE OF NEXT MEETING**

Wednesday 14 February at 6pm

The meeting closed at 8.00pm.