

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 5TH MARCH 2003, COMMENCING AT 6.30PM.

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

1 ATTENDANCE AND APOLOGIES

Cr Judi Hurst	Deputy Chair
Cr Carol Mackintosh	Councillor
Cr John Hollywood	Councillor
Mike Smith	Manager Marketing Communications & Council Support Services
James Boyd	Cultural Development Co-ordinator
Corine van Hall	Special Events Officer

Apologies

Cr Paul Kadak	Chairperson
Graeme Hall	Manager Community Development Services

In Cr Kadak's absence Cr Hurst chaired the meeting.

2 CONFIRMATION OF MINUTES

MOVED C Mackintosh **SECONDED** J Boyd that the minutes of the meeting held 15 January 2003 be confirmed as a true and accurate record of the meeting

CARRIED

3 2003 JOONDALUP FESTIVAL UPDATE

Cr Hollywood informed the meeting that the Environment Committee had decided against participation in the 2003 Joondalup Festival. Cr Hollywood also advised that that the Whitfords Senior Citizens will participate in the Festival with displays and activities in a vacant shop in Central Walk. Liaison between the groups was being managed by Nick Baxter, Strategic Planning.

J Boyd presented the final program of the 2003 Joondalup Festival. Highlights will include eight satellite events presented by regional Festival partners, a performance by the youth band Killing Heidi, performances by Melbourne's Strange Fruit, aerobatic displays and flypasts, the street parade and the community finale. The fireworks display has been sponsored by Westpac to celebrate their new call centre.

The Parade start time has been changed to 5.00pm to encourage participants to return into the Festival site after the parade. It is also hoped that the early start will increase visibility for spectators and increase parade safety.

The main stage music program focuses on youth bands to begin Saturday and then becomes more family focused for the rest of the weekend. Community cultural groups have been invited to perform on the main stage at the Festival for the first time and both the Youth Lounge and the Dance Program have been extended into Saturday night to provide a diversity of entertainment post-parade. The Central Park program has also been extended to incorporate both days of the Festival.

The Sponsorship Function will start at 4.00pm on Saturday, prior to the street parade. A band will be provided and street performers have been programmed to entertain visitors. It was agreed that the function would finish between 7.00 – 8.00pm.

Sunday has been promoted as Aviation Day with aerial displays planned for most of the afternoon. Aviation clubs and the RAAF are contributing aerobatic and flypast displays for no charge. Activities such as flight simulators, hosted by Greenwood Senior High School, Peter Cowan Writers Centre poetry readings, Over the Fence Comedy Film Festival in Club Justice and a local art exhibition are all new to the Festival program.

5 SPONSORSHIP AND FUNDING UPDATE

J Boyd presented the cash sponsorship, funding and in-kind support obtained to date. Total income from external sources was on target. J Boyd informed the meeting that Westpac had come on board as a major sponsor and had bought naming rights to the Festival fireworks. A final level of sponsorship would be provided to the Committee at the next meeting.

6 PROMOTION

J Boyd informed the meeting that promotion of the Festival was underway. The Festival program would appear in a Joondalup regional feature in the West Australian on the 14 March and as a wrap around the Stirling and Wanneroo Times on the 18 March. For the first time the Festival has employed a publicist to maximise free publicity through the media.

Channel 9 filmed two Postcards WA segments on the Festival. 92.9FM are confirmed as the new Festival radio sponsors in response to the change of programming occurring at 96FM. An agreement has also been made with their sister station, 94.5FM, to ensure reach into a family audience.

7 DATE OF NEXT MEETING

TBA

There being no further business Cr Hurst closed the meeting at 7.20pm.

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 30TH APRIL 2003, COMMENCING AT 6.00PM.

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

1 ATTENDANCE AND APOLOGIES

Cr Paul Kadak	Chairperson
Cr Judi Hurst	Deputy Chair
Cr Carol Mackintosh	Councillor
Graeme Hall	Manager Community Development Services
Mike Smith	Manager Marketing Communications & Council Support Services
James Boyd	Cultural Development Co-ordinator
Corine van Hall	Special Events Officer

2 CONFIRMATION OF MINUTES

MOVED C Mackintosh **SECONDED** J Hurst that the minutes of the meeting held 5 March 2003 be confirmed as a true and accurate record of the meeting

CARRIED

3 2003 JOONDALUP FESTIVAL WRAP UP

Attendance for the 2003 Joondalup Festival and Satellite Events has been estimated at 99,000. J Boyd presented a summary of the market research conducted by Patterson Market Research. The market research was very positive with 95% of attendees indicating they were satisfied to extremely satisfied. The number of attendees extremely satisfied has risen from 14% in 2002 to 22% in 2003, an indication the Festival is achieving targets and providing quality entertainment for an audience that is increasingly discerning.

Awareness of the Festival within the Wanneroo and Joondalup regions has also risen from 78% in 2002 to 89% in 2003. This statistic was derived from 400 random telephone surveys conducted in the week following the Festival. The most mentioned sources of awareness were word of mouth and Community Newspaper adverts followed by newspaper articles and the Festival program delivered in the mail. M Smith suggested looking at alternative advertising opportunities such as bus shelters, cinema advertising and a more broad community newspaper advertising schedule. M Mackintosh suggested colourful banners on Grand Boulevard.

For 53% of attendees, the 2003 Festival was the first Festival they had attended. 25% of attendees were from outside the region, a figure consistent with the result in 2002.

The market research indicated strong community support with 78% of respondents stating it was very important that the City hold an annual festival. 80% of respondents aged 16 to 24 year olds indicating they felt the festival was very important.

Highlights of the Festival program included the headline band Killing Heidi, performances by Melbourne's Strange Fruit, the RAAF aerobatic displays and flypasts, the street parade and the community finale. The parade start time was changed to 5.00pm and this seemed successful in encouraging participants to stay at the Festival into Saturday evening. M Smith suggested working with CBD Promotions Officer to get feedback from local restaurants on the effects of this change.

The eight Festival satellite events were all successful. However, the Police Academy were slightly disappointment with public attendance at their Night Graduation on Friday 21 March. It was noted that the Academy did not promote the graduation after the enormous response to last year's open day.

General feedback from stakeholders and sponsors has been very positive. It was noted that the Premier attended the event on Sunday afternoon and conveyed to the City his very positive impressions.

Sponsorship and funding achieved by the Festival had been extremely high with \$127,008 cash support and \$137,900 of in-kind support. This means that for every dollar the City invests in the Festival \$1.46 is attracted.

A full Festival report will be presented to Council shortly.

5 GENERAL BUSINESS

On behalf of the Festival Team, J Boyd thanked Cr Kadak and Cr Hurst for their valuable contribution over the past four years and wished them well in their new endeavours. This was echoed by all committee members. Both Crs Kadak and Hurst returned the thanks and indicated that they had enjoyed being members of the Festival and Summer Events Committee and found it to be very rewarding.

6 DATE OF NEXT MEETING

TBA

There being no further business Cr Kadak closed the meeting at 7.20pm.