

CITY OF JOONDALUP

**Minutes of the Joondalup Festival Committee Meeting held in Conference Room 2, Civic Centre, Boas Avenue, Joondalup on Wednesday 3<sup>d</sup> May 2000, commencing at 6.30pm.**

Cr Kadak declared the meeting open at 6.40pm and welcomed all in attendance

**1. Attendance**

Cr Paul Kadak	Chairperson
Cr Judi Hurst	
Mark Stanton	Manager Leisure and Ranger Services
James Lawton	Manager Marketing Services
Di Shaw	Cultural Development Co-ordinator
Corine van Hall	Special Events Officer

**2. Confirmation of Minutes**

**MOVED** J Hurst, **SECONDED** J Lawton that the minutes of the meeting held 15 March 2000 are a true and accurate record of the meeting.

**CARRIED**

**3. Festival Debrief**

Discussion took place regarding the Festival program and promotions.

The 2000 Joondalup Festival was considered a great success by the Committee. It was well attended by the community (90,000 attendees) and ran smoothly throughout the two days. It was noted that the overall atmosphere of the Festival felt safe due to the positive presence of Security Rangers and Joondalup Police.

**4. Market Research**

Mark Jessop from the Boshe Group presented a summary of the results of the Market Research; 515 intercept surveys were conducted over the two days of the Festival and 413 phone surveys were conducted on the Monday and Tuesday after the Festival.

Results from the surveys indicated that awareness of the Festival had risen by 4%, with the most influential sources being word of mouth and the Festival printed program. 90% of people who attended came especially for the Festival. As was the case with the inaugural Festival, satisfaction levels this year were extremely high, with 95% of attendees being satisfied to extremely satisfied with the Festival.

90,000 people attended the Festival over the two days, with 44,000 attending the Street Parade on Saturday night. These figures are based on Joondalup Police, Traffic Operations Group and Festival organiser's estimates.

The final market research report will be presented at the next meeting.

**5. Sponsorship and Funding**

Feedback on the Sponsors' Function has been very positive.

The Festival attracted significantly more media sponsorship this year totalling \$77,691. Additional cash sponsorship and grants totalled \$66,000 with a further

\$12,550 being raised in earned income from stalls etc. Thirty eight percent of the Festival budget was made up of sponsorship, grants and earned income.

Cr Kadak left the meeting at 7.40pm. The Chair was assumed by Cr Hurst.

Discussion took place regarding sponsorship of next year's Festival. D Shaw reported that in order to generate a significant increase in cash sponsorship it was likely that the City would need to offer naming rights of the Festival. However, this would have implications on the City's branding of the Festival. It was noted that naming rights were already being offered for components of the Festival program such as the Smarter than Smoking BMX Bike Competition.

**6. Economic Impact**

The average amount spent per head during the Festival was \$15. With 90,000 people attending the Festival, this resulted in \$1,350,000 being spent on goods and services in the CBD during the Festival. Restaurants, food outlets and bars reported doing great business during the Festival. Using the economic multiplier of 0.35% for this type of event there was an additional \$472,500 net benefit to the City.

**7. General Business**

Slides from the Festival were shown to the Committee.

**8. Date of Next Meeting**

To Be Confirmed

The meeting closed at 8.25pm