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 18 OCTOBER 2000, COMMENCING AT 6.05PM.

Cr Kadak declared the meeting open at 6.05pm and welcomed all in attendance

1.   ATTENDANCE AND APOLOGIES

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

2.   CONFIRMATION OF MINUTES

MOVED M Stanton **SECONDED** J Lawton that the minutes of the meeting held 17th August 2000 are a true and accurate record of the meeting.

CARRIED

3.   WELCOME CULTURAL DEVELOPMENT CO-ORDINATOR

Cr Kadak welcomed James Boyd as the Cultural Development Coordinator to the Committee.

4.   2001 JOONDALUP FESTIVAL AND SUMMER EVENTS UPDATE

J Boyd advised the Committee of the proposed dates for the Summer Events Program. The Summer Events culminate in the Joondalup Festival 24th & 25th March 2001.

The proposal extends animation to the southern suburbs in the City responding to feedback from residents in the area. It is intended that regular events are conducted in the CBD through January and February 2001.

The Committee noted that a New Year Eve's event would be expensive and result in a considerable reduction in the number of events taking place in the CBD in 2001 compared with 2000. It was felt that this would be inappropriate.

It was agreed that the development of the programme continue, subject to identifying any clashes with other major regional events:

Carols by Candlelight	Saturday 16 December
Sorrento Beach, Hillarys	6.30-8.30pm
Summer Concert 1	Friday 5 January
Joondalup CBD	6-9pm
Summer Concert 2	Friday 19 January
Joondalup CBD	6-9pm
Little Feet Festival	Sunday 28 January
Hillarys Beach Park	11am-6pm
Buskers Festival	Friday 2 February
Joondalup CBD	6-9pm
Summer Concert 3	Friday 16 February
Joondalup CBD	6-9pm
Summer Concert 4	Saturday 17 February
Mawsons Park, Hillarys	6-8.30pm
Summer Concert 5	Friday 2 March
Joondalup	6-9pm
Joondalup Festival	Sat 24 & Sun 25 March
Joondalup CBD	

The Joondalup Festival will enhance its community focus with new special projects aimed at more actively involving youth. The special projects include the Worn Out Worn Art Workshop Project (subject to funding applications), the Youth Lounge and extended Festival Parade workshops.

Joondalup stakeholders such as Edith Cowan University, the Joondalup Resort and Arena Joondalup are currently being approached with the possibility of holding umbrella or partnered events in the Festival Program.

5.   PROMOTION UPDATE

J Boyd tabled the 2001 Marketing Plan for the Joondalup Festival. Promotion and marketing would remain at the same levels as last year. Cr Hurst raised the possibility of utilising banner poles throughout the City, roadside signage and merchandise opportunities. These would be investigated for the 2001 Program.

It was agreed that the Festival television advert should be reviewed for 2001. Opportunities for free media coverage would also be maximised in 2001.

6.   SPONSORSHIP/FUNDING UPDATE

J Boyd presented sponsorship and funding initiatives. In addition to successful funding received in 2000, additional applications for funding have been submitted to the ArtsWA Café Culture Fund for the Summer Concert Series and the Australia Council for the Worn Out Worn Art Workshop Project, as part of the Joondalup Festival. An increased request to Healthway had already been successful.

In 2001 local businesses are being targeted as sponsors, specifically in association with the Street Parade as potential Float Sponsors.

7   GENERAL BUSINESS

7.1 VIP FUNCTIONS

J Lawton raised the hosting of VIP Functions for the Summer Events and Joondalup Festival. The matter would be discussed further, however a function would be held during the Joondalup Festival with one function during the Summer Concert Series.

8.   DATE OF NEXT MEETING

Wednesday 15th November 2000

The meeting closed at 7.10pm.