

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 15TH JANUARY 2003, COMMENCING AT 6.00PM.

Cr Hurst declared the meeting open at 6.00pm and welcomed all in attendance.

1 ATTENDANCE AND APOLOGIES

Cr Judi Hurst	Deputy Chair
Cr Carol Mackintosh	Councillor
Cr John Hollywood	Councillor
Cr Paul Kadak	Chairperson (arrived 6.30pm)
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

Apologies

2 CONFIRMATION OF MINUTES

MOVED C Mackintosh **SECONDED** J Hurst that the minutes of the meeting held 20 November 2002 be confirmed as a true and accurate record of the meeting

CARRIED

3 2003 SUMMER EVENTS UPDATE

The Cultural Development Coordinator presented an update on the 2003/04 Summer Events program. The opening of the Joondalup Night Markets with the Sensitive New Age Cowpersons on December 6 had been well attended. The Markets, now managed inhouse, have been very successful to date and given us information on which to base management decisions for next year.

Handel's Messiah performed by the Perth Oratorio Choir on December 15 had sold 600 tickets. The organisers and city staff considered the event a great success for the choir's first concert in Joondalup.

The Criterion Series and Jazz concert was well received on the 5th January. Over 4,000 people were estimated to have attended. A debrief on the event suggested bringing the race forward in order to hold the concert on the streets after the race.

The concert at Kingsley Reserve was also well attended but was rained out at interval. The Kingsley community expressed their appreciation of the event.

Coming events include the Little Feet Festival in Hillarys Beach Park on January 19; the Afro Celt Sound System in Reid Promenade on January 24, the Pigram Brothers in Mawson Park on January 27 and the Buskers Festival with the Night Markets on January 31.

Shakespeare in the Park has unfortunately been cancelled from the Summer Events Program as Deckchair Theatre Company felt the risk of performing in Joondalup was too great for their company. The Company Manager stated that their Kings Park season has seen smaller audiences this year and they had also lost some key technical and acting staff for the Joondalup show. The listing for the event has been removed from the Festival website.

Cr Kadak arrived 6.25pm

4 JOONDALUP FESTIVAL UPDATE

The Cultural Development Coordinator confirmed that the Joondalup Festival program would focus on the Law Courts grass area on the corner of Grand Boulevard and Reid Promenade. The Festival Parade route has been confirmed with a new start time of 5pm on Saturday 22nd March. The program will again include a non-stop program of music, free family entertainment, and aviation activities. An Aviation Coordinator has been employed to coordinate activities including flight simulators, sky diving, aerobatic displays and fly pasts.

Cr Hollywood, as Chair of the Environment Advisory Committee, put the proposal to the Committee to hold a “Car Free Day” in the City centre for the duration of the Festival. It was agreed that signage would be placed at the Festival at road closures promoting the event as part of International Car Free Day. It was agreed that the Festival was not a suitable event to make the whole of the city centre car free as so many visitors to the event rely on vehicle transport. The Environmental Committee will provide signage for display.

Cr Hollywood also expressed an interest to encouraging local senior citizen groups to present activities and stalls at the Festival. It was agreed that senior citizen groups would be encouraged to present art and craft stalls within the Joondalup Night Markets during the Festival.

The Sponsorship Function was discussed and it was agreed that the car park near Ken Travess’ office would again be used for the function.

Sponsorship and Funding Update

The Cultural Development Coordinator presented the cash sponsorship, funding and in-kind support obtained to date. Total income from external sources was on target. The committee recommended approaching Mayne, as the City has an excellent relationship with the Joondalup Hospital. The Cultural Development Coordinator informed the

meeting a sponsorship proposal was also with both Qantas and Virgin and an answer was expected soon.

5 PROMOTION

The Cultural Development Coordinator informed the meeting that most promotional partners of the Festival are now confirmed. Twin Cities Radio have indicated an interest in hosting a live broadcast during the Festival. Channel 9 and Postcards WA are developing two segments to be produced on the festival, going to air on the 15 March and 22 March.

Promotion of the Festival in the southern suburbs of Joondalup was discussed. It was suggested that street signs promoting the Festival be placed on major intersections in the region. It was also suggested that programs and posters be distributed to all schools and universities in the northern suburbs.

6 DATE OF NEXT MEETING

Wednesday 5th March 2003 at 6pm

There being no further business Cr Kadak closed the meeting at 7.25pm.