

Wind on Water Festival 2012 AUSTRALIA DAY CELEBRATIONS EVALUATION REPORT





BACKGROUND

On Australia Day we come together as a nation to celebrate what's great about Australia and being Australian. It's the day to reflect on what we have achieved and what we can be proud of in our great nation. It's the day for us to re-commit to making Australia an even better place for the future.

This is a day to celebrate being an Australian. To celebrate our differences as Australians who have chosen this country as their home to mingle with those who have been born in this wonderful country. It is an opportunity for people to commemorate and honour their heritage and learn to understand and appreciate how history has shaped their community.

The events build awareness of Australia Day, encourage and promote active citizenship, instill pride in our community and enhance community harmony by facilitating positive interaction among people of different religious, cultural and ethnic backgrounds.

'Wind on Water Festival' is a branding of the national celebrations held in Geraldton and is built on solid foundations. Strategically it increases the range and diversity of activities and utilises the two key elements of Geraldton's climate - wind and water.

The Wind on Water Festival - Australia Day Celebration is the largest single event on the City of Greater Geraldton calendar with the varied program commencing at 8am and continuing until 10pm.

The Festival is guided by the Australia Day Advisory Committee which encourages involvement by community members in inclusive activities reflecting our cultural diversity. This includes recognising our Aboriginal heritage. Members of the Advisory Committee represent the key community event coordinators, Champion Bay Surf Life Saving Club and Rotary Club of Geraldton along with City Councillors.

The City of Greater Geraldton provides administration and event management along with budgetary support which is supplemented with grants and sponsorships.

STRATEGIC PLANNING

City of Greater Geraldton has a Strategic Community Plan and a 2029 and Beyond Charter which supports a community to embrace and celebrate diversity. The Wind on Water Festival directly supports City's primary strategies including:

2.2: Greater Geraldton as a leading regional and rural destination

- Strategy 2.2.1: Attract, facilitate and promote regional, national and internationally significant events
- Strategy 2.2.2: Promote tourism and investment opportunities including cultural tourism

3.1: A community that embraces and celebrates diversity

- Strategy 3.1.1: Create vibrant and diverse neighbourhoods that meet local and regional needs
- Strategy 3.1.2: Develop and promote services, facilities, events and activities that support our cultural diversity
- Strategy 3.1.3: Celebrate "Yamatji" culture
- Strategy 3.1.4: Preserve and activate the heritage of our community

3.2: A community that attracts creative people through nurturing creative industries

Strategy 3.2.2: Facilitate and support Aboriginal, cultural and arts and technology based creative industries

Strategy 3.2.3: Provide opportunities for youth based creative services and industries



FUNDING

The City of Greater Geraldton provided a budget of \$75,000. The City also provided additional in kind support with venues, planning, marketing and administration staff and resources to assist the event.

The City was successful in receiving grant funds and sponsorships and along with stall holder fees provided a healthy budget for the successful delivery of this special community event.

Total Income:

•	Lotterywest	\$16,070
•	Healthway	\$15,000
•	Eventscorp	\$ 6,000
•	Sponsors (Cash)	\$13,500
•	Stall holder fees	\$ 1,150
•	City of Greater Geraldton	<u>\$75,000</u>

Total Budget \$126,720

In addition to cash sponsorships business in kind contributions was in the vicinity of \$17,950 with community in kind support valued at approximately \$5,000.

WIND ON WATER FESTIVAL OVERVIEW

The Geraldton foreshore was chosen as the site for the 'Wind on Water - Australia Day Celebrations' due to its accessibility. The one kilometre of foreshore has pathways, shelters, barbeques, playground equipment and grassed areas which are welcoming and accessible to the whole community. The foundational infrastructure is in place to support events which attract in excess of 12,000 patrons. The majority of events were free or low cost activities and open to participation by the whole community which is an encouragement for families to attend.

The program commenced at 8am with a marathon swim followed by the presentation of the Premier's Australia Day Citizenship Awards (with a record 47 nominations) and a naturalisation ceremony. Woolworths Australia Day Ambassador, Damien Thornber, provided the Australia Day address.

The Kids Beach Party at 10am, complete with birthday cake, provided entertainment for the younger set while the teenagers had the opportunity to enjoy the sound of local bands and entertainers at the Youth Concert at 2pm. The inaugural Geraldton Fame Seeker due much interest from the under 25's during the auditions held in December 2011 and early January 2012. The finals held during the Youth Concert hosted by Perth based comedian Bonnie Davis showcased the massive youth talent based in Geraldton.

For the second year international competitor, Julia Galvin travelled from Ireland to compare the WA Wife Carrying Competition which drew much amusement from the crowds.

The senior members of the community were well catered for by the Rotary Club of Geraldton at the Seniors Afternoon Tea held at the Queen Elizabeth II Seniors and Community Centre (QEII). After holding the event at the foreshore in 2011, seniors opted to return to the QEII where the facilities are more suited to their needs. The Geraldton City Band provided the entertainment supported by local singers.

The Market Creations Family Concert and Fireworks held late in the afternoon and early evening attracted the greatest crowds. Entertainment ranged from stilt walking, face painting to Paint Storm by Phil Doncon (painting 10m canvases to music) to the headline act of the Tribute Band to the Beatles. It has been reported that the fireworks provided by Midwest Fireworks could be seen from the Waggrakine area which is approximately 10 km from the site of the celebrations.

Expression of Interests were invited from community organisations to provide food and drinks stalls during the festivities which resulted in a cultural mix of food cultural groups showcased their special treats.

All activities were conducted in a safe environment with security patrols, police and emergency organisations, if not on site were on notice, for the event. The of aim conducting the celebrations for the enjoyment of the community at which patrons are safe before, during and after the proceedings was achieved.

It has been independently estimated that between 12,000 and 14,000 attended the festival which extended from 8am to 10pm.

PARTICIPANTS

Various local cultural groups and service providers participated in the events either with performances or stalls. The following list comprises of the performers, stalls and activities respectively, and provides the cultural and community representation:-

Performances

8am	Awards Breakfast	 TS Morrow Australian Naval Cadets (parade) Batavia Coast Pipe Band Catherine McLernon (National Anthem) Damien Thornber (Singer – Australia Day Ambassador) Sing Australia Geraldton (Choir) Zumba demonstration
Noon	Rock4Christ	Tim Burns (band)Fiona Dost (singer/guitarist)Nalini Tranquim (singer/keyboard)
2pm	SmokefreeWA Wind on Water Youth	 Bonnie Davies (Comedian – MC) Echo Embassy (youth band)

	Concert	Geraldton Fame Seeker finalistsDamien Thornber (Singer/guitarist)
2pm	Seniors Afternoon Tea at QEII	Geraldton City BandCatherine McLernon (singer)
5pm	Market Creations Family Concert & Fireworks	 Mark Long (MC from Theatre 8) Folk Lore (Irish singer/guitarist and violinist) Emily Ruffin (singer) Zain Laudher (singer) Sirens of Samarkand (bellydancers) Paint Storm – Phil Doncon (painting 10m canvas to music) PCYC Circus (silk aerialists) Nel Simpson (silk aerialist) Beatles Tribute Band the FabFour



Stalls

O - t A t	F 0 0' b dri 0
Geraldton Amateur Swimming Club	Food - Sausage Sizzle, burgers, cool drinks & water
	Food & Activity - Cool drinks and hamburgers 9-
1st Geraldton Scouts	4pm. Rope Bridge 9-4pm
Bluff Point Strathalbyn Cricket Club	Food - Ice-creams, icy poles, cans of soft drink and water.
Batavia Coast Baseball &	
Teeball	Food - Sausage sizzle and drinks
Aussie Natural Spring Water Co.	Water - 600ml / 1.5 Ltr spring water bottles
Gay Midwest Social Committee	Food - Jacket Potatoes (various toppings) and water.
Talbot Fairy Floss	Food - Fairy Floss
Midwest Show & Shine	Food - (van 1) Hot dogs, hamburgers, drinks
Geraldton Girl Guides	Food: Pavlova, lamingtons, damper, billy tea
Geraldton Girl Guides	Souvenirs: make your own badge and others
	Handmade & Fashion Jewellery, clothes, windmill,
Pamela Criddle	flashing light Food -satays, curry puffs, rice and curries, pratha
Ikwan Café	bread
	Food -spring roll, curry puff, fried rice, kebab,
Geraldton Mabuhay Cultural Association	noodles, prawn Cracker, soft drinks and water, wanton
The Provincial café and wine	Food -steak sandwiches, pizza by the slice, soft
bar	drinks
Local Drug Action Group	Drink - free no alcoholic mocktails
Ziggys Icecreams	Soft serve icecreams and soft drinks
In Good Hands	Wooden educational toys and dried fruit
Geraldton Surf Life Saving	,
Club	Food - BBQ vegies, kebabs, fresh fruit, cold drinks

Activities/Displays

Adventures with Jump n Bump Amusement	Adventure 2 in 1 waterslide; Large Pirates of Caribbean; Double Lane Waterslide
Aqua Fun Park	Inflatables in the water
Kids Beach Party	 Have a go games (Junior Boards, Beach Flags, Pillow fights) Sand castle competition Face painting
Carnival	Side show with inflatables, ferris wheel, showbags and games
Theatre 8 Display	Demonstrations in make up, set design and costumes
QEII Seniors Art	Demonstration by artist and artwork display
WA Museum Geraldton	"Under the Sea" making hand puppets, fridge magnets and painting activities
Kelly Raynor	Cartoonist/Illustrator/Custom Artist sketching patrons
Chalk Drawing	Along the pathway supervised by ACDC Community Artist – community participation.
Giggle Box	Free photos during the Youth Concert

INFRASTRASTURE

Significant costs and labour associated with the events includes the hire and set up of marquees, shade domes, on site generators, electrical equipment and electrician, sound equipment and technician, stage, portable toilets, security and marketing.

The City of Greater Geraldton staff organised the risk management, onsite layout planning, purchasing, sponsorship, funding, contactor and community group liaison, marketing, risk management governance, reticulation grounds and waste management staff with an estimated 1200 hours (at average amount of \$30 per hour amounts to \$36,000 in kind) administrative and support hours.

On the event day the City staff included the event manager, stage/site manager, youth concert staff, Australia Day Awards staff, 2029 & Beyond staff, busker venue staff and setup and bump out staff with a further 90 staff hours (at average amount of \$30 per hour amounts to \$2,700 in kind) involvement with the event.

PATRON FEEDBACK

A survey questionnaire was circulated for feedback comments for participants and summarised as follows:-

What did you enjoy most about the 2012 Australia Day celebrations in Geraldton?

- Range of activities on offer for us to all enjoy.
- Fab Four were great.
- There always seemed to be something going on.
- Wife Carrying.
- Fireworks.
- The atmosphere.
- The variety of things to do and look at and the fact that each act on the main stage didn't go for too long so it didn't get boring.
- · Kids events.
- Great atmosphere to relax with my young family.
- Excellent acts. Safe, family friendly feel at the concert.
- The food stalls available this year were excellent

What did you enjoy least about the 2012 Australia Day celebrations in Geraldton?

- Toilet block at stow gardens locked when the concert/fireworks were on.
- Lack of local ice cream stall.
- The rain.
- Fireworks.
- The sunshades in front of the stage blocked the view of the stage. It meant we
 couldn't see the silk aerialist acts or the people singing from the top of the
 scaffolding on the stage. Perhaps these could be taken down once the sun
 goes down and before the big concert at night.
- Several comments to alcohol being consumed by sponsors as either unfair or distasteful.

What would you like to see included in the 2013 Australia Day celebrations in Geraldton to make this an even more enjoyable experience?

- Free sunscreen, hats for sale, free skin cancer checks'
- Shuttle bus to encourage greener environment or do something to encourage families to ride cycles.
- Fruit for sale and more child friendly foods.
- Seniors lunch to be held closer to foreshore maybe at library to keep with inclusion of foreshore festivities.
- Families said it didn't interest little ones.
- let the Bands play first and finish with fire works.
- More indigenous displays.
- No more fireworks.

Comments

- The Geraldton SLSC was not placed in a very good position. Dome were not happy having us directly in front of them blocking their view etc. And we were not near the crowds at all, therefore our stall did not sell much of what we expected. Next year I would recommend we be placed closer to the other stalls, towards the pine tree area.
- It was a very multicultural crowd, which in many respects represents Australia today.
- It was a really great day. I went down for half an hour and ended up staying for 4 hours, I think it was done really well. Loved that it was along the beach.
- Please live up to the City's sustainability strategy by not wasting money on non-environmentally friendly fireworks.... please move forward into the future with no fireworks.
- Well done to those involved! this is a great event.

PLANNING RECOMMENDATIONS 2013

The following recommendations are made in order to improve planning and process and the event outcomes. An initial draft program is required that establishes content and budget for the purpose of both attracting sponsors and submitting grants, and should be undertaken early.

Event Planning

The coordination of the project is to be directed from a management position, and an event team created together with administrative support adequate to drive the project, source all additional funds and liaise and organise all facets of the project and time schedule all major planning requirements.

The Manager is responsible for the creative direction and leadership of the event team and will coordinate meetings with the working party which will meet monthly. The role of the working party is to provide community perspective and endorse proposed program activities and infrastructure.

The event is the City's major event and a significant public relations opportunity for the City to have its own stalls to communicate current and future major projects and programs within the city. In 2012 the 2029 and Beyond team surveyed patrons on a redevelopment of the Merry go Round by the Sea Precinct consultation. Other suitable opportunities should be sought including volunteering for the city and surveying and collecting event evaluation information from patrons.

The event requires numerous infrastructure staff involvement in the lead up to the event including risk assessment, environmental health, grounds, waste management and marketing.



Event staffing

On the day before, the day of the event and on the following day staffing will be required for setup, bump out and various event duties. This period will require a Senior first aid officer to be nominated for both pre and post St John attendance over setup and bump out period and all site personnel will require an event site induction including formal safe manual handling instruction and event plan and duty statement documentation.

Whether the city uses paid staff only or a combination of paid and volunteers a considerable number will be required on the day of the event. The responsibilities of the key personnel with this event is paramount to its success, and with a long working day consideration needs to be incorporated in duty rosters so that there are suitable breaks for all staff.

Program

The 2012 festival had two unique brandings, firstly as the Australia Day event with the associated citizenship and Australia Day awards, and secondly as the Wind on Water festival. The event program incorporated a Youth concert and a morning and evening Family concert and a separate busker's venue, and although this worked satisfactorily the relationship to the themes was disparate. It is recommended to further consolidate the establishment of the Wind on Water theme and to integrate a concerted focus on beach activities.

It is recommended to have the Australia Day awards in the morning from 9am and be followed with Australian themed entertainment engaging local performers through until midafternoon. Then follow up in the afternoon with world music encompassing many of the local cultural groups that make up our community until late afternoon/early evening following with Aboriginal performances. An approach has been made by Council to engage Mary G and a quote has been obtained. A further profile act should also be considered to round off the performance program.

It is recommended to further the impact of the Wind on Water theme by having temporary artworks lining the foreshore utilising wind and lighting with traditional and indigenous Australian icons and symbols as the context. The fireworks have been a traditional feature of the Australia Day celebration and it is recommended to present a further spectacle with laser light and film projections and dedicated lighting on temporary artworks setup on the shoreline to provide a dramatic prelude to the fire display which continues during the evening and creates greater impact with the fireworks.

The water itself can be ultilised as a display point with floating artworks, with LED and battery operated lighting. It is envisaged to make the artworks through a program with local artists, schools and community groups during the months preceding the event. This will further build community participation and can ably support the strategic community plan directions and programs.

It is a suggestion to have a themed sand sculpture competition and attract a corporate sponsor to support the activity. The sand sculptures then become a display throughout the event, the competition can start the previous day and participants complete their work on the day with the judging midafternoon by a suitable creative judge with the sponsor. This will provide unique community participation and support the Wind on Water theme. The beach areas near the Dome would be a suitable venue. A further idea to this is to engage an experienced profiled sand sculpture artist to produce an iconic sand masterpiece for the event and have them come to Geraldton in the spring to run workshops to further the skills of local participants so that this may in turn be a continuing skill base for our community and our events.

It is recommended that a dedicated youth area be established with a substantial marquee placed as close to the beach as possible and to connect with water activities appropriate for youth. The marquee can include activities by Youth service providers, circus and music workshops, and a performance space which can convert to a youth dance space in the evening with a profile DJ performer. The suggested area for youth is in front of the Yacht Club right through to the shoreline. The Geraldton Fame seeker event which was a major component of the Youth concert in 2012 is now preferred to take place as part of National Youth week.

Just as we create a space for youth it is also recommended to create a space for younger children by the water playground area, with an activities marquee and performance space. Again utilising the beach area with water activities and possibly a children's sand castle competition.

The Geraldton Champion Bay Surf Lifesavers have successfully held a morning beach activities event in the past and this supports the Wind on Water context and adds to the program and is recommended to continue.

In the past there has been a senior's afternoon tea hosted by the Geraldton Rotary club, in 2012 this was held in the Queen Elizabeth II Seniors and Community Centre, and although it is understood that comfort levels are an issue this unfortunately becomes a satellite event rather than an inclusive event and it is recommended that

a comfortable venue on the foreshore be investigated, it is suggested the Yacht Club could be approached as an alternative.

Budget

The City together with the working party will identify grant opportunities and potential sponsors and the Council is to coordinate grant submissions and sponsorship proposals based upon the program requirements. The Wind on Water festival opens up the avenue to apply for creative arts grants as well as event grants. The event will require further support to the City budget and grant funding in marketing, infrastructure and program activities and can be sought for each. The event scale may be affected on the success of grants and an emphasis on attracting diverse sponsorship opportunities can provide budget security for the long term continuance and success of the event.

For sponsorship considerations of what the City can offer corporate business sponsors for the event needs to take place early and it is recommended that proposal formats be based upon the criteria of the draft program, the marketing requirements and the infrastructure requirements as separate entities.

It is recommended that a VIP sponsor / media tent (non-alcohol) with catering which is organised and hosted by the City offers a direct presence for sponsors. Principal Sponsors can display their banners/popups and business information in an adjacent marquee space together with any City enterprise so that the area is staffed by a City personnel and a sponsor has the opportunity to also staff this area if they choose. In this way sponsors have the opportunity to both be visible and engaged yet still have some privilege. With this concept the sponsors tent may perhaps have opportunities to meet with the headline performers and treated to a quick impromptu performance and be served some platter food. It is suggested invitations be extended to elected members and executive staff as well. Although this may cost \$2k-3k this is well compensated if \$30k-\$40k repeat local businesses invest in the event. Another possible incentive for sponsors is projected screen images promoting the sponsors at the events and hyperlinks on our website to their business for major sponsors. Major sponsors can be offered naming rights for specific program brandings within the event typically such as the Australia Day awards, youth program, stage program, sand sculpture prizes or creative arts program.

The projected 2012/13 budget is made up of \$75k plus \$20k surplus from the 2012 event from the City. Funding grant submissions are to defined and recommend applications be investigated to be made to Healthways, Lotterywest, Mid West Community Foundation, Community Arts Network WA, Country arts WA and the Department of Arts and Culture. Most probable grants are from Healthways (recommended request \$15k) and Lotterywest (recommended request \$20k). Grant funding is not guaranteed and therefore sponsorship is also deemed as necessary, the combined funding and sponsorship target needs to be established and allowance for shortfall and the effect on the event adjusted. The City contribution ensures that the event will take place, yet funding and sponsors ensures the scale and quality and will reduce the reliance and impact of City resources.

A planning schedule for grant submissions and sponsorship proposal submissions and closing dates needs to be established early and coordinated by the event manager. Event sponsors and grant funders are to be confirmed and closed off by November.

Marketing

A marketing campaign and schedule needs to be created incorporating all branding and supporters branding, all media deadline requirements. Principal media sponsors and supporters need to be included in the Sponsorship proposals. It is recommended that the event manager takes control of scheduling all marketing requirements and that a fully detailed promotion and marketing plan is endorsed.

The web should be the prime source of all information about the event and all secondary sources should refer to the website in regard to all promotion and all participant information. Recommended improvements include a graphic branding of Wind on Water, with full details of the event posted on the City website and progressively uploaded in the lead up to the event, commencing by August.

The Australia Day nominations and awards information should also be coordinated via the website.

By placing as much information as possible about the event on the web the Australia Day event can be filed in topics and we reduce the number of phone enquiries. We can possibly create a social media / survey for community engagement to determine what events/activities they like/dislike or would like to see at future events including bands/entertainment and how they like to find information out in their respective age groups. Engage this survey by volunteers or staff on the day to capture a good evaluation of the event.

The Layout

It is recommended that the main stage shade should be replaced with a tarpaulin roof for further protection; as in 2012 light rain threatened the exposed electrics throughout the evening.

The generators were sponsored yet were not designed for events and all were loud, these need to be placed more strategically if the same used in 2013. Consider installing permanent power supply boxes strategically to suit events.

As stall holders provided and installed their own marquees it was found that guide ropes and pegs were often placed poorly as trip points and the placement of cooking surfaces needed to be repositioned or bunted off from the public, and some were asked a to reposition electrical cords. All responded to requests, however OHS requirements should be explained in a stallholders information pack to reinforce their responsibility. Consider the City supplying all the stall marquees for uniformity and

liability falling upon marquee hire contractors, (using water weights) and avoiding lightweight all shapes and sizes with random guide ropes from community groups and then charge by space to the stallholder. This makes a safer layout and defines liability if marquee was to come apart in the wind and injure anyone

There were excessive car numbers parked in the food stallholder's area, and this needs to be monitored.

The Iluka tent is an OHS hazard with numerous tent ropes and pegs, it is recommended this should not be used for City events in the future.

Waste bins needed to be emptied during the day, suggest skip bin placement for high volume areas such as food stalls, and a collection point for wheelie bins and a staffing task throughout the day. Also recommend a separate cage for drink cans and MC could also remind patrons to use bins and pick up rubbish throughout the day, it also sends out a positive environmental message from Council

The foreshore is a permanent dry zone and improved signage providing the dry zone boundaries should be put in place.

It is also recommended that an event storage space be set up to house creative projects, décor items and signage and that there is an investment in City corporate event signage.



Stalls

The number of food stalls at 2012 was reasonably good however there was a distinct lack of healthy food choices and too many sausage sizzles. It is recommended that the City be selective and promote healthy food with a limited number of sausage sizzles. Consider a food demonstration area with a PA system with both traditional bush tucker cooking and Australian favorites.

The Stall registrations need to close much earlier, so that the coordinators are in a position to select the best mix of food and activities and if need be then organise shortfalls in the mix. All performers /stall / participant documents, insurance cover notes are required to be confirmed by a set date to suit the printing of program dates. It is recommended that Expression of Interest for stalls including all support documents be received and close 6 weeks prior to the event.

It is suggested the City investigate supplying all the stall marquees for uniformity and thereby placing liability upon marquee hire contractors. This would avoid stalls using lightweight all shapes and sizes with random guide ropes from community groups which are not necessarily safe and therefore places the city at some risk. This will make for a safer site layout, reduces the risk likely hood and defines the liability if a marquee was to come apart in the wind and injure anyone. The city can then recover some costs by charging for the marquee space to the stallholder. The city will need to investigate with local contractors if they can meet the full supply.

Activities that use stalls need to be risk assessed, and activities that primarily engage minors need appropriate clearance checks as determined by the risk assessment team.

Security, Evacuation and Traffic Management

The event requires a presence of crowd control management over a large area and the event attracts approximately 12,000 patrons and is in a designated dry zone. A security contractor needs to be engaged with a prescriptive duty statement from the City and all responsibilities defined and listings of key personnel and their contact details. Localised security will also be required in the stage areas.

An evacuation plan is required detailing responsibilities of staff and contractors and need to be available to security, police and emergency services.

The event team will need to organise any road and car park closures and alterations with appropriate city staff and notifications to all appropriate services.

The scale of this event requires notification to Police and all local Emergency services including Sea Rescue and the Geraldton Port Authority. The event team is required to do all notifications and seek permissions and approvals in sufficient time not to jeopardise the event.

Risk Management

The scale and nature of this event has numerous risk factors and the implications to the City in not providing a thorough risk assessment is significant. The Manager of event team has the responsibility to ensure that the risk assessment is done in a timely and professional manner so that City is in an acceptable level of risk.

The event team will work and liaise with Risk assessment and Governance and all activities defined as high risk will be notified to the manager for directions of providing further safeguards and cancelations.

The manager will be responsible for the cancelation of the event in full or in part should event conditions dictate any risks to the community or participants and actions are to be taken in line with the risk management assessment plan.

The key event personnel are to be fully conversant with the Risk Assessment plan and their responsibilities and roles in assessing risks within the event including the emergency procedures.

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