



Common Ground

Profiles of 18 cultural festivals in
NSW's Northern Rivers Region

Report for the Arts Northern Rivers
Festivals & Events Network

August 2006

By Lisa Andersen and Nicole Talmacs
Audience Development Project,
Regional Arts NSW

Produced in partnership between the Regional Arts
NSW Audience Development Project, Arts Northern
Rivers and festival and event organisers in the North-
ern Rivers.

The NSW Regional Audience Development Project is
funded by the Australia Council for the Arts.

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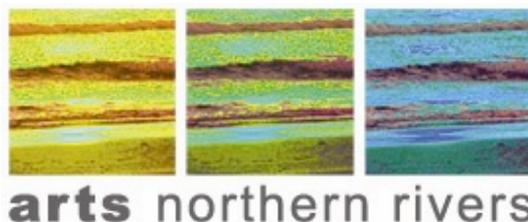
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Cover Image: 'Yellow – The Sound of Colour', Lismore Lantern Parade 2005. Photo by Sonia Friedrich. Performer: Kathy McCormick.



In cooperation with



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Merran Morrison, artsCape: the nature of sculpture (Byron Bay)
Liz Shepherd, Ballina Rivafest
Gai Taylor, Great Eastern Fly In (Evans Head)
Dee Tipping, FEHVA 48 hours of Visual Art (Bangalow)
Helen Trustum, Bentley Art Prize
Kate Welch, Coraki Tea Tree Prize and Artsfest
Rose Wright, Art, Food and All that Jazz Festival (Kingscliff)

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Sue Serone, Beef Week Festival (Casino)
Dom Ferry, Surfing the Coldstream Festival (Yamba)

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1. Executive Summary and Recommendations

1.1 AIM OF REPORT

This report provides a preliminary overview of festivals in the Northern Rivers region with a focus on audiences and marketing. It makes no claim to be comprehensive and was designed as a starting point; to assist the Arts Northern Rivers Festivals and Event Network in their aim to develop a database of local events and to be better able to collect and share information.

By identifying common ground in the development needs, marketing approaches and current challenges faced by the festival organisations, it is also able to recommend opportunities for joint approaches and co-resourced activities; including professional development programs and collaborative marketing and sponsorship activities.

1.2 OVERVIEW OF THE FESTIVALS IN THIS REPORT

The research focuses on 18 annual festivals in the Northern Rivers with 2005 audience numbers ranging from 500 at an event for visual arts enthusiasts in its second year, the FEHVA 48 Hours of Visual Arts, to 70,000 at the sixteenth East Coast Blues and Roots Festival.

It is a characteristic of this region that festival culture is well established; most of the festivals have been running for longer than eight years and two featured in this report are more than 20 years old.

The high numbers of local visitors regularly attending these events suggest that they are important catalysts for community pride, spirit and cultural identity.

The large number of repeat inter-regional, interstate and international visitors to some of the large, established festivals demonstrates the importance of these events in place-making for tourism and lifestyle migration.

Almost all of the festivals occur outside the summer period; providing economic stimulation during low (winter) or shoulder (spring and autumn) tourist seasons to the host towns and neighbouring areas.

WINTER	Lismore Lantern Parade
	Byron Bay Writers Festival
	Wintersun Festival
	Kingscliff Art, Food and All That Jazz
	artsCape: the nature of sculpture
	FEHVA 48 hours of Visual Arts
	Bentley Art Prize
	Splendour in the Grass
SPRING	Ballina Rivafest
	Wollumbin Festival
	Tyalgum Festival of Classical Music
	Surfing the Coldstream, Yamba
	Ulmarra Festival of the River
	Coraki Tea Tree Art Prize and Artsfest
	Speed on Tweed
SUMMER	Great Eastern Fly In (Evans Head)
AUTUMN	Casino Beef Week
	East Coast Blues and Roots Festival

14 of these festivals have previously undertaken research on their audiences.

Age categories attracted to different Festivals include:

Younger audiences (under 35): Splendour in the Grass, East Coast Blues and Roots Festival, Wollumbin Festival and Lismore Lantern Parade.

Middle Years audiences (35-55): Tweed River Festival, Ballina Rivafest, Wintersun Festival and Kingscliff Art, Food and All That Jazz.

Older audiences (50+): Ulmarra Riverfest, Tyalgum Classical Music Festival, Great Eastern Fly In and the Byron Bay Writers Festival.

Audiences to the Festivals predominantly came from within the Northern Rivers region. Festivals that featured international talent were more likely to attract cultural tourists from around Australia or overseas. A high proportion of festival visitors came from south-east Queensland.

The print media of the region is invaluable for promoting festivals, with many audience surveys ranking newspaper advertising and coverage as second only to word-of-mouth for marketing effectiveness.

1.3 PRIORITIES, CHALLENGES AND PROFESSIONAL DEVELOPMENT NEEDS

The top two strategic priorities identified by many festival organisers were:

- Audience development in terms of both building relationships with local audiences and attracting visitor audiences.
- Maintaining and developing festival quality and programme quality.

The top challenges facing event organisers were:

- Logistics and event management; especially in terms of venue development and crowd, traffic and noise control
- Securing, maintaining and increasing revenues from box-office, funding and sponsorship
- Volunteer recruitment
- Attracting new audiences

Their professional development needs included:

- Financial planning
- Risk Management and Insurance
- Applying for grants and funding
- Event management

1.4 RECOMMENDATIONS AND FINDINGS

1.3.1 Collaborative Marketing

It is the key recommendation of this report that the Network investigate models of collaborative marketing and develop cooperative approaches that deliver benefits to individual Network members - including enhanced buying power and access to audiences - and group outcomes that assist in raising visibility and developing partnerships.

Ideas suggested by this research include:

- A joint project with Tourism NSW to assist them to develop the State Tourism Data Warehouse to better service the needs of cultural tourists
- “Subscription Season” packages for events with similar audience profiles
- Marketing Consortium to access cheaper print and advertising rates
- Regional media sponsorship management
- A jointly resourced stall at regional markets to promote upcoming events and provide visitors with opportunities to plan return visits

1.3.2 Further Research

- The database of information begun in this report should be expanded to include all the cultural festivals in the region, starting with the Network participants.
- A comparative analysis of regional festival audiences is possible if there is a commitment from festival organisers currently collecting audience data to allow full access to that data.
- Network members agree to ask the same set of core demographic questions in all future visitor research using categories consistent with those used by the Australian Bureau of Statistics.
- Further discussion is needed within the Network as to how local festivals might be classified in ways that will prove useful for themselves, as well as others. Current suggested categories include the scale of the event (*‘Development Application event vs. Letter-to-the-Council event’*), the types of audiences (*‘tourist event vs. local event’*) and/or where revenue comes from (*‘commercial sponsor event vs. government funded event’*).
- Mapping the skills and experiences of the people who are managing and running local festivals to support an inter-regional professional development program (*see below 1.3.3*).
- Undertaking an audit of relevant professional development and training programs for event managers and event volunteers that can be accessed in the Northern Rivers region (*see below 1.3.3*).
- Research into event volunteer expectations and needs (*see below 1.3.4*).
- Questions that might also be considered in future research include:
 - *What can historical research tell us about the factors that underpin successful events in this region?*
 - *What makes festivals in the Northern Rivers distinctive?*
 - *What is the relationship between the time of year an event on and who is coming?*
 - *If many events are being held in shoulder or low seasons and missing out on summer tourism audiences, what factors have determined the timing of these events?*
 - *What is the relationship between the quality of the event - theme, guest artists, program content - and the types of audiences?*
 - *What marketing strategies have been successful in delivering different types of audiences?*
 - *Is it true that people from inland and the hinterland attend coastal festivals but that coastal people do not attend inland events? If so, what strategies will change this behaviour?*

1.3.3 Professional Development Opportunities

The collective experience of the large number of local, professional event managers provides an opportunity for regional capacity building through:

- Continuing skills and knowledge exchange through the bi-annual Network meetings and other tailored forums.
- Funded mentoring programs that build relationships to share expertise; with a focus on financial and business management, logistics and operations, risk management, audience development and building revenue streams through box-office, funding and/or sponsorship.
- A database of locally accessible and relevant professional development opportunities and programs, catering to different levels of experience, as a starting point. Then working with training institutions to tailor relevant programs.

1.3.4 Volunteer Recruitment, Training and Management

Many festival organisers – especially those from smaller events - were experiencing difficulty recruiting, training and managing volunteers. Issues included:

- The negative impact of recent changes to social security on volunteer numbers.
- No “one stop shop” or brokerage service for people to hear about volunteering opportunities in the region.
- A lack of resources for volunteer training programs.
- The fact that volunteers are often unwilling to take on the “non-glamorous” event management jobs and need to be given a variety of jobs to keep them happy.
- The problems with using volunteers to undertake audience surveys, both in terms of reliability – they don’t turn up - and ensuring the rigor of research outcomes.

Solutions suggested during the research included:

- Brokering agency that can act as ‘matchmaker’ between local people - including students - and event volunteering opportunities.
- Sharing of volunteer information and contact databases between festivals.
- Development of on-site training programs for festivals to train volunteers each year with a completion certificate that volunteers can use for future and other events.
- Special funding for the volunteer management of events, including training and developing incentive and reward schemes.
- Small events can be used as training grounds to skill up local volunteers who would like to work on the bigger festivals.
- Development of a Volunteer Streaming Plan for the Northern Rivers which includes research into volunteer expectations and needs.

2. Introduction and Background

This report - produced by the Audience Development Project at Regional Arts NSW on behalf of the Arts Northern Rivers Festivals and Events Network - provides a preliminary overview of festivals and their audiences in the region. It makes no claim to be comprehensive and was designed as a starting point; to assist the Network in their aim to develop a database of local events and to be better able to collect and share information.

It also highlights some current information gaps and – by identifying the common ground in the development needs, marketing approaches and current challenges faced by festival organisations – recommends opportunities for joint approaches, including professional development programs and collaborative marketing and sponsorship activities.

2.1 REGIONAL PROFILE

The Northern Rivers region of New South Wales consists of the Ballina, Byron, Clarence Valley, Kyogle, Lismore, Richmond Valley, Kyogle and Tweed Shires and has an estimated population of 271,000.

Major cities in the region are Tweed Heads, Lismore, Grafton and Ballina, and it is known for its tourism icons such as Byron Bay and Nimbin.

The Northern Rivers is a culturally diverse and creative region that has the highest concentration of artists and creative industry workers outside the capital cities.

The culture of the region is influenced by its Indigenous Bundjalung, Gumbaynggirr and Yaegl heritage, a rural and agricultural past, the New Italy settlers, the alternative cultures introduced after the Aquarius festival in Nimbin in 1973, surf culture and university students, and the newest wave of sea-change settlers relocating from metropolitan centres.

The region is home to NORPA, one of the few regionally located professional theatre production companies in Australia, the Northern Rivers Symphony Orchestra, Spaghetti Circus and a range of professional and amateur arts organisations.

Music and Cultural Festivals also attract large numbers of national and international visitors to the region. Events include the East Coast Blues and Roots Festival, Splendour in the Grass, The Byron Bay Writers Festival, the Wintersun Festival, and heritage festivals such as the Jacaranda Festival in Grafton and the Banana Festival in Murwillumbah.

The region is also a centre for arts education through Southern Cross University based in Lismore, the many campuses of North Coast Institute of TAFE, the Northern Rivers Conservatorium and Arts Centre and the Clarence Valley Conservatorium, and North Coast Community Colleges.

In late 2003 Arts Northern Rivers was established as the peak body for the arts and cultural sector in the region. Arts Northern Rivers Inc is supported by Arts NSW and the seven local governments of the region - Ballina, Byron, Clarence Valley, Kyogle, Lismore, Richmond Valley and Tweed – and is part of the Regional Arts NSW network of 13 Regional Arts Boards across regional communities in NSW. Regional Arts NSW is the Sydney based professional association for the network.

2.2 ARTS NORTHERN RIVERS FESTIVALS AND EVENTS NETWORK

The Arts Northern Rivers Festivals and Events Network was established after Arts Northern Rivers' first community consultation meetings in November 2004. Festival and event organisers throughout the region recommended the establishment of a network, convened by Arts Northern Rivers, to meet regularly to:

- share information and resources
- develop a cultural events database and calendar
- develop regional connections and relationships
- provide professional development opportunities and
- work with the tourism sector to develop marketing strategies

Since 2004 Arts Northern Rivers has convened two Festival and Event Network meetings each year, which are enthusiastically attended by organisers of the full range of festivals, from leading national festivals to the smaller and community focussed events, and the local government festival and event officers.

This project was proposed during a meeting of the Northern Rivers Cultural Festivals and Events Network that took place in November 2005. The report focuses on 18 annual festivals who agreed to participate at that time:

- artsCape: the nature of sculpture
- Ballina Rivafest
- Bentley Art Prize
- Byron Bay Writers Festival
- Casino Beef Week
- Coraki Tea Tree Art Prize & Artsfest
- East Coast Blues and Roots Festival
- FEHVA 48 Hours of Visual Arts
- Food, Art and All That Jazz
- Great Eastern Fly In
- Lismore Lantern Parade
- Speed on Tweed
- Splendour in the Grass
- Surfing the Coldstream
- Tyalgum Festival of Classical Music
- Ulmarra Festival of the River
- Wintersun Festival
- Wollumbin Festival

Recommendation:

This database of information improved into the future and aim to expand to include the other local cultural festivals not in this report because of time and resources available.

A draft of this report was circulated to contributors between March and June 2006. On 28 June, 2006, the Network met at a Forum in Ballina. 40 people - including representatives from 21 cultural festivals and from 5 local governments – attended to provide feedback on the draft and consider final recommendations for this report. These recommendations are included in Section 1 of this report.

3. Research Method

The research was undertaken as part of a larger project investigating arts audiences in rural and regional NSW. For further information contact Lisa Andersen, Regional Arts NSW, on 02 9270 2508 or email lisa@regionalartsnsw.com.au.

Information about the Northern Rivers festival audiences was obtained from audience research reports on 14 festivals. However, differences in survey methodologies and questionnaires and the fact the most events did not supply research data tables limited our ability to compare information.

Recommendations:

Comparative analysis should only be undertaken in the future only if data tables are provided

Organisers should consider asking a set of standard demographic questions across the region based on Australian Bureau of Statistics and tourism standards.

Further information was collected from event descriptions and websites and festival organisers were asked to complete an email survey [SEE APPENDIX ONE] asking them to identify challenges and priorities for their event and professional development needs.

Telephone interviews on marketing strategies for four events with different characteristics were also undertaken with Jill Eddington (Byron Bay Writers Festival), Sue Serone (Casino Beef Week), Jyllie Jackson (Lismore Lantern Parade), and Dom Ferry (Surfing the Cold Stream).

4. Priorities, Challenges and Professional Development Needs

Top two priorities for event organisers:

- Audience development in terms of both building relationships with local audiences and attracting visitor audiences.
- Maintaining and developing festival quality and programme quality.

Table One: Priorities for Northern Rivers Event Organisers

Involving the local community in the festival (meaning of festival, creative education)	6
Maintaining event quality/ quality of program	6
Marketing beyond the local region (including developing tourism packages)	6
Marketing (building audience databases, effective marketing mix, graphic design)	4
Increase financial viability of festival (including increased audience expenditure)	3
Audience research (developing surveys, recruiting researchers)	2
Managing audience development (maintaining current audiences, controlling increased audiences)	2
Better facilities	1
Curtauling scalping of tickets (eBay etc.)	1
Developing partnerships with other organisations	1
Festival visitors' relationship with local environment and community	1
Programme development	1

Top challenges:

- Logistics and event management; especially in terms of venue development and crowd, traffic and noise control
- Securing, maintaining and increasing revenues from box-office, funding and sponsorship
- Volunteer recruitment
- Attracting new audiences

Table Two: Challenges for Northern Rivers Event Organisers

Event logistics: problems with venue - too small, sightlines, environmental impact, permanent venue needed – and crowd, traffic and noise control	9
Securing/maintaining/ increasing revenue (including box-office income, funding and sponsorship)	7
Volunteer recruitment	5
Attracting new audiences	5
Providing visitor accommodation (too little in area, too expensive)	2
Maintaining quality of programme	2
Developing international profile (including attracting international talent)	2
Time management	2
Public liability costs	2
Increasing crowd participation	1
Succession planning	1
Transition from volunteer to professional structure	1
International trends: Bird Flu, currencies, terrorism	1
Developing successful partnerships	1
Support from local council	1
Budgeting	1

Professional Development needs:

- Financial planning
- Risk Management and Insurance
- Applying for grants and funding
- Event management

Table Three: Professional Development Needs of Northern Rivers Event Organisers

Financial planning (for increasing revenue and staffing and for programming purposes)	6
Risk Management and insurance	5
Applying for grants and funding	4
Event management	4
Marketing	3
Website development	3
Event evaluation and audience research	2
Succession planning	1
Networking opportunities	1
Volunteer recruitment	1

5. Audit of Audience Research

5.1 WHO HAS UNDERTAKEN RESEARCH?

14 festivals had previously undertaken research on their audiences. A number of the survey instruments used are included with this report to:

- provide questionnaire templates for those event organisers considering undertaking audience research, and
- benchmark existing questionnaire and fieldwork methodologies.

Face-to-face interview surveys [APPENDIX ONE]

- Ballina Rivafest 2005 Survey Form
- Byron Bay Writers Festival Visitor Survey (August 2005)
- Lismore Lantern Parade Survey (June 2003)
- Richmond Valley Council Generic Survey
- Tweed Events Audience Development Survey

Self-completion surveys [APPENDIX TWO]

- Regional Arts NSW Festival Survey (August 2005)
- 2005 Ulmarra River Festival Visitor Survey

5.2 AUDIT OF AUDIENCE QUESTIONNAIRES

The range of information collected by the seven survey models included in this report have been compiled in the list below which may be a useful guide to festival organisers looking to develop their own set of visitor questions.

a. Demographic questions

- Age
- Sex
- Place of residence
 - Name town/ suburb/ local council area/ country, or
 - Elsewhere in [local] Shire
 - Elsewhere in Northern Rivers
 - Other NSW
 - Elsewhere in Australia
 - Overseas
- Postcode
- Income
- Occupation
- Education level achieved
- Background – CALD, ATSI

b. Marketing effectiveness

- How did visitor hear about event?
 - Advertisement
 - Event organisation
 - Flier / brochure (posted, picked up, email)
 - Internet/website
 - Invitation or free ticket
 - Magazine
 - Media story
 - Newspaper

- Poster
- Radio
- Review
- Television
- Tourist bureau
- Tourist publication
- Visitor information centre
- Word of mouth
- Sponsor awareness

c. Festival attendance and experience

- Group size (including number of adults, number of children under 16)
- Number of festival days attended
- Previous attendance at festival + number of previous attendances
- Distance travelled to attend
- Mode of travelling to the festival
 - Air
 - Bus
 - Car
 - Ferry
 - Tour Bus
 - Train
- Reasons for attending
- Perceptions of Festival (“family focused”, “just for artists”)
- Festival events attended or planned to attend
- Estimated expenditure at Festival
- Satisfaction ratings for:
 - Accessibility of venue
 - Atmosphere
 - Cleanliness
 - Comfort of venue
 - Convenience to get to
 - Crowd control
 - Ease of buying a ticket
 - Ease of finding information in advance of coming
 - Food/ refreshments
 - Helpfulness of staff and volunteers
 - Headline events or specific activities
 - Information at venue (signage etc)
 - Organisation
 - Overall experience
 - Parking
 - Program quality
 - Program variety
 - Retail outlets
 - Safety
 - Temperature of venue
 - Toilets
 - Value for money
 - Venue
- Come again to festival?
- Reasons for not coming again

- Suggest improvements or other activities for festival
- Favourite aspect of festival
- Least favourite aspect of event
- Attendance at other festivals or events
- What activity would visitor be doing if not at festival?
- Membership of festival organisation
- Add name to festival mailing list?

d. Regional Visitors and Expenditure

- Visiting region specifically for event? or Main reason for visit to the region including:
 - Business
 - Festival
 - Holiday
 - Visiting Friends and Relatives
- Length of stay in area (number of nights)
- Type of accommodation used
 - Camping
 - Caravan Park
 - Guest house/ B&B
 - Holiday house/ cabins
 - Hotel/motel/resort
 - Paid accommodation
 - Staying at home
 - Staying with friends or relatives
- Where accommodation is located (name of town)
- Estimated expenditure during stay or Estimated expenditure on:
 - Accommodation
 - Food and drink at event
 - Food and drink elsewhere
 - Other entertainment
 - Personal services
 - Transport
- Other (non-festival) activities during stay
 - Attend movie or shows
 - Beach
 - Bushwalking, rock climbing, horse riding or other activities
 - Eat out at restaurants/ cafes (in town/ elsewhere in area)
 - Guided tours or excursions
 - Massage/ yoga/ health treatments
 - Play golf, tennis or other sports
 - Pubs/clubs/discos
 - Shopping
 - Visit arts and craft galleries
 - Visit museums and heritage sites
 - Visit National Parks
 - Visit [name of local town]
 - Visit Hinterland
 - Whale/ dolphin watching

5.3 STRATEGIES FOR SUCCESSFUL DATA COLLECTION

Some successful strategies for collecting data on audiences identified during this and other regional research include:

- Collecting phone numbers from audience members on-site who have indicated their willingness to participate in a short, post-festival telephone interview to increase response rates. (Wintersun Festival).
- Have an on-site team dedicated to surveying with no other event responsibilities to distract them. Partnerships with universities – Southern Cross University and Griffith University - and local TAFEs have been successful in the Northern Rivers. (Byron Bay Writers Festival, Wintersun Festival, the Tweed festivals).
- Offering incentives - certificates, end of event celebrations and/or complimentary tickets to the festival or other events - to volunteer survey workers increases their commitment to the work that they are doing. (Byron Bay Writers Festival)
- Training survey volunteers in simple observational random sampling techniques (Bathurst’s Catapult Youth Festival).
- Attaching self-completion surveys to cheap clipboards or cardboard to give visitors something to ‘lean on’. Then working in set areas to distribute surveys and collect them (and the clipboards) a short time later. (Canowindra SpringFest Street Parade)
- Pauses in between attractions/races/performances/entertainment offer the opportunity for survey work; and filling in a survey can be a ‘fun’ distraction for audience members. Seated refreshment areas are a good place to catch people at ‘pause’. (Catapult Youth Festival, Byron Bay Writers Festival).
- Surveying the surveyors themselves and festival volunteers post-festival to supplement information collected by a survey. Complaints, comments and recommendations are made by visitors to volunteers throughout the event. This sort of feedback will also assist in tailoring surveying methodology for future events; what worked and what did not. (Byron Bay Writers Festival, Canowindra SpringFest)
- Where there are no resources to do post-event survey analysis, choose the three most important questions and survey the audience as they pass by with simple tally marks on clipboards, using surveyors eyes to estimate age and gender. This method only requires a “tally up” at the end, without the need for spreadsheets or statistical analysis software. (artsCape: the nature of sculpture)
- Assign box office to ask for age and postcode and to note gender at ticket points-of-sale. (East Coast Blues and Roots Festival)

6. Short Profiles of 18 Northern Rivers Festivals

It is a characteristic of this region that many of the festivals are well established and have been running for 8 years or longer; two featured in this report are more than 20 years old.

The high numbers of local visitors regularly attending these events suggest that they are important catalysts for community pride, spirit and identity. The large number of repeat inter-regional, interstate and international visitors to some of the large, established festivals demonstrates the importance of these events in place-making for tourism and lifestyle migration.

Almost all of the festivals happen outside the summer period; providing economic stimulation during low or shoulder tourist seasons to the host towns and neighbouring areas.

WINTER	Lismore Lantern Parade
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SPRING	Ballina Rivafest
	Wollumbin Festival
	Tyalgum Festival of Classical Music
	Surfing the Coldstream, Yamba
	Ulmarra Festival of the River
	Coraki Tea Tree Art Prize and Artsfest
	Speed on Tweed
SUMMER	Great Eastern Fly In (Evans Head)
AUTUMN	Casino Beef Week
	East Coast Blues and Roots Festival

Short profiles of each of the festivals are featured below in alphabetical order.



artsCape: the nature of sculpture

Location: Cape Byron Headland

2005 Dates: 26 June to 11 July

Free Event

Event Description:

- 2 week contemporary sculpture show set on the landscape of Cape Byron
- Artworks explore the theme of nature, sustainability and the environment
- Coincides with FEHVA 48 Hours of Visual Arts and the annual migration of whales up the east coast of Australia

Audience Description:

- Site attracts approximately 90 000 people in July
- 37 letters of support were received with positive feedback from stakeholders and the community at conclusion of event
- 189 out of 200 visitors to the exhibition answered 'yes' to the question: "Should *artsCape* be an annual event?"
- 42% came to the Cape headland specifically to see the Event, 34% to see the lighthouse and 9% to watch the whales

Marketing:

- 900 catalogues printed
- 1500 bookmark fliers
- 500 invitations
- 50 posters
- 6 quarter page ads in the Byron Shire and Northern Rivers Echo
- Banner on the Byron Bay Community Centre balcony
- The Cape Byron Headland and CBT received coverage in 24 news stories, 1 editorial and 7 radio stories including news announcements on ABC North Coast, Triple Z, Triple J and 2AW
- Television media coverage included prime time television news stories on NBN and Prime

Marketing Effectiveness:

- Word-of-mouth (55%)
- Newspaper (44%)
- Radio (7%)
- Poster/flier (3%)

Funding, Sponsorship and Other Income:

- The Byron Reserve Trust
- Partners: The Byron at Byron- Resort, Spa and Conference Centre; Buddha Bar; Byron Bay First National Real Estate; Regensis; Greenrdige Press; id bytes.net; tallgrass imaging; Thursday Plantation East Coast Sculpture Show; Tikitiboo on screen media; Echo; BudgetHousing.com.au; ecoce; pick me; in the pink, Byron Helicopters; Emerald Planet; Coast Country Liquor; Act Today; FEHVA; Toll Express; evenoticeyou.com; Bay Leaf Café; eden at Byron; Art for Colour Picture Framing; Byron Bay Chamber of Commerce Inc. Pinnacle Business Solutions Pty. Ltd.; Byron Visitor Centre; Sydney Cider; Cape Byron
- Prize Partners: Cape Byron Trust; Tikitiboo on screen media; The Byron at Byron, Resort, Spa and Conference Centre, tallgrass imaging, Mountain Bike Tours; Beach Hotel; Vistoris Spring Designs; Regensis

Audience Survey Methodology:

Festivals & Events in the Northern Rivers of NSW:
a profile of 18 regional, cultural festivals and their audiences

- A volunteer (also an exhibiting artist) on the last weekend surveyed 200 people, asking them 3 questions face-to-face

Questions were: ‘Why did you come to the Cape?’, ‘Should artsCape be an annual event?’, and ‘How did you hear about the event?’

Ballina Rivafest

Location: Richmond River, Ballina

2005 Dates: 17 and 18 September, (2 days)

Free event with some ticketed events

Began: 2004

Festival Description:

- 2005 program consisted of Dragon boat racing events, 'Thundercats' (inflatable boats with high powered motors) and other water races and events, Food, Entertainment, Circus workshops, ABC Centre reading of Harry Potter, dance performances, fireworks, markets and heritage trails
- Festival has a focus on community engagement and spirit
- Ballina Rivafest developed through community consultation from the 'Ballina Alive Aquatic Festival'

Audience Description:

- 66% female and 34% male
- 49% were aged 35 to 54 years
- Attended in groups of 2 (20%)
- 53% stated that the Festival was their main reason for attending the area
- Returning audience: 48% had attended the Festival previously
- Good local appeal: 76% lived within the Ballina Shire, with 57% lived in Ballina, 13% came from elsewhere in the Northern Rivers Region
- Visitors to Ballina stayed in Ballina for their visit (43%) and 50% were staying with family and/or friends, with 29% staying for 2-4 nights
- 29% of visitors were camping or staying in a caravan

Marketing:

- Marketing strategy unknown
- Website: <http://www.ballinarivafest.com.au/>

Marketing Effectiveness:

- Audience heard about the Festival through newspaper (59%), radio (24%) and television (7%)
- Word-of-mouth (40%)
- Fliers (16%); pamphlet in mail (7%)
- Poster (6%)

Funding, Sponsorship and Other Income:

- Gold Sponsor: Ballina RSL club; Ballina Shire Advocate; Ballina Shire Council
- Silver Sponsors: Jam Communications; The Northern Star
- Bronze Sponsors: NBN delivers more; The Northern Rivers Echo; Paradise FM 1019; TP Health, Health by Nature

Audience Survey Methodology:

- 111 intercept surveys conducted on Sunday 18 September, 2005
- Surveying volunteers from Ballina Shire, Northern Rivers, local TAFE and Southern Cross University Tourism students

Survey instrument developed by Cathie Johnston (Marketing Manager, Ballina RSL club Ltd), Jemima Hoile (Southern Cross University), Liz Shepherd (Tourism and Development Manager, Ballina Shire Council) and Kerry Greedy (Ballina Rivafest Event Coordinator)

Bentley Art Prize

Location: Bentley Public Hall

2005 Dates: 27 to 29 July (3days)

2006 Dates: 5, 6, 7 August

Ticketed event

Began: 1984

Festival Description:

- 3 day event showcasing more than 300 artworks from around the local region including photographs, sculptures, paintings and Aboriginal art
- Gives lesser-known artists the opportunity for public exposure
- Bentley Art Prize in 2005 judged by Robyn Sweaney from Mullumbimby, and the photography Darcy McFadden from Lismore
- Local music, crafts and produce (such as Northern Rivers coffee and Olive Oil) featured at the day-time market stalls
- Community BBQ takes place at the Bentley Public Hall

Audience Description:

- Attendance estimated over the 3 days to reach 1000

Priorities for audience development:

- Event where the whole district can join in
- Building on the Family Day program
- Measuring visitor satisfaction levels

Top three challenges for Festival faced at the moment:

- Maintaining sponsor enthusiasm and funding
- Maintaining younger generation involvement
- Continuing activities that offer high levels of family involvement

Funding, Sponsorship and Other Income:

- Local Council
- Commercial sponsors
- Media sponsors

Marketing:

- Brochure or flier: posted; emailed (email to be used for the first time in 2006); to be handed out or picked up
- Advertisements: radio and newspaper
- Posters
- Media stories
- Tourist information/publication/s
- Invitations/complimentary tickets

Professional Development needs:

Event management skills

Byron Bay Writers Festival

Location: Byron Bay

2005 Dates: 4-7 August, (3 days)

Ticketed: Yes (8500 tickets sold)

Began: 1996

Event Description:

- Festival in 2005 included 118 writers presenting concurrent sessions
- Highlights included opening night with Julian Burnside, a literary lunch with Kate Jennings, special cinema, theatre and humour events
- Youth program introduced in 2005, with school events held both on- and off- site
- \$110, 000 of books sold at the Festival in 2005

Audience Description:

- 72% female and 28% male
- 45-64 years (56%)
- Most likely to attend all 3 days (52%)
- 56% came from outside the Byron Shire, including 16% from other regions (outside Northern Rivers) in NSW, 16% from interstate (QLD 10% and Victoria 6%), 2% from overseas
- Loyal audience: 59% of the visitors had attended the Festival 3 or more times
- 57% of all Festival visitors stayed in the area for more than 3 days

Marketing:

[see marketing case study]

- Brochure or flier: posted; emailed; to be handed out or picked up
- Advertisements: radio; television; newspaper; cinema
- Posters
- Media stories
- Tourist information/publication/s
- Invitations/complimentary tickets
- Website: <http://www.byronbaywritersfestival.com.au/>

Marketing Effectiveness:

- 53% said they had heard by word-of-mouth
- Newspaper (20%)
- Northern Rivers Writers Centre (14%)
- Fliers, brochures, posters (each 10%)
- Radio (7%)
- Been before/know it's on (each 7%)
- Television (4%)
- Internet/website (4%)

Funding, Sponsorship and Other Income:

- Byron Shire Council: in-kind support for parking management
- Principle Sponsors: BECTON, Southern Cross University, NSW Ministry for the Arts, Tourism NSW, Macquarie Bank, Dymocks Booksellers
Community Partner: Tweed Richmond Regional Library
Event Sponsors: Good Reading, fto, Beach Hotel, Cape Gallery, Byronbay.com, Jetset, wordswithwisdom David Arrowsmith

Major Sponsors: TP Health, Random House Australia, UQP, Books Alive, FINS, Byron Bay Chamber of Commerce Inc., Women's Weekly, Frontline Copycentre, The Rails Byron Bay, AWG, Herzberg Heydon Solicitors, Griffith Review, Michael Malloy, Zentried's, Byron Bay First National Real Estate, Holding Redlich lawyers, Cape Byron

Community Sponsors: Northern Liquor Distributors, Allen & Unwin, Rochdale Accounting & Financial Services, Hachette Livre Australia, Bayview Lodge, Melbourne University Publishing, Penguin, Paramount Publication House, Harper Collins Publishers, Choux Choux Patisserie, the NSW Writers' Centre, Musica Viva, Sydney PEN, Victoria Spring Designs, Currency Press, Stonier Mornington Peninsula, Jennifer Regan & John Bennett, Varuna The Writers' House

Patrons: Byron Cinemas, Melsa Films, Byron Cove Beach House, Tim Hayes Gardening Design & Construction, Litlink, The Kasbah

Supporters: Byron Bay Taxis, BP Ozigo, Anna Middleton, BellaRosa, Friends of the ABC, Quality Plus Printers, Rob Doolan, Cape Byron

- Media Sponsors: All local media and many industry related media in-kind; ABC North Coast, Bay FM 99.9, Echo, The Northern Star, The Northern Rivers Echo, The News (industry sponsors named above)
- Grants - Australia Council; Festivals Australia (in 2005 with the addition of the Youth program)
- Ticket sales
- Percentage of book sales: Initial cash-up-front contribution from booksellers plus a further 5% of the profits
- Taxis: Festival shares profits with taxi company that is used exclusively to transport writers and participants around Byron

Audience Survey Methodology:

- 445 personal interviews conducted over the 3 days
- Visitors and writers randomly selected at the four main venues: the marquees, dining room, Lakehouse and the café/bookshop
- Volunteers receive a half-day pass to the Festival in return for working a four-hour shift each day
- Volunteers sent a thank you letter for their contribution and provided with a feedback form to fill out. In 2005 they received 40 volunteer feedback forms
- Sponsors sent a feedback form, by which they are given the chance to express concerns about signage and publicity on the day
- Drinks party arranged at the Festival conclusion to thank volunteers

Top three challenges for Festival faced at the moment:

- Balancing the maintenance of high levels of satisfaction with increasing audiences
- Need for more resources in order to cope with the demand
- Site management due to increased audiences

Priorities for audience development:

- Controlled management of increasing audiences
- Maintaining high levels of attendance
- Broadening demographics - attracting younger audiences and more men

Professional Development needs:

- Network with major players
- How to get funds for a regional festival from major Government bodies
- How to access support from the international agencies e.g. Canada Council, British Council etc.

Casino Beef Week

Location: Casino

2005 Dates: 25-31 May, (7 days)

Free events and 4 ticketed events

Began: 1981

Event Description:

- 7 day festival showcasing the local beef industry
- Cultural activities include: Casino Beef Week Arts Exhibition and the Casino Beef Week Crafts Expo: Admission \$2.50
- Other forms of free entertainment: dancing, singing and physical theatre at different locations in city, including the RSM club and at the Entertainment Stage in Walker Street and the Post Office
- Secondary School Eisteddfod, which showcases school bands: admission \$6
- Commercial float parade showcases the Lismore City Concert Band, the Lismore City Pipe Band and the Casino & District Brass Band

Audience Description from research conducted so far:

- Estimated audience: 16, 000 to 20, 000 (2005)
- Audience from the Richmond Valley Council region, followed by neighbouring areas of Lismore, Ballina and Byron Bay regions and then north QLD.
- North QLD audience due to fellow Beef industry city, Rockhampton, which event organisers claim to be an age-old rival of Casino
- Visitors travelled in groups of two and 44% were returning visitors
- Over 20% of the respondents stayed between 2 and 4 nights; 20% staying in paid accommodation
- Favourite aspect of the festival: Cattle in the Street & Judging (38%) and the Float Parade (10%)
- Perceptions of event: family focused (26%) and balance of family and arts (19%)

Marketing:

[See marketing case study]

- Brochure or flier: posted; emailed; to be handed out or picked up
- 20,000 Official Casino Beef Week Programs (sponsored by The Land Newspaper) delivered to households in Casino and distributed throughout Australia via the Beef Week Office, The Tourist Information Centres and Travel Centres
- Advertisements: radio (900 2LM); Prime television; newspaper (The Land Newspaper and The Northern Star)
- Posters
- Media stories
- Tourist information: Hazelton Airlines promotes the Festival in travel circulars e.g. Inflight Magazine
- Invitations/complimentary tickets
- Merchandise available prior to Festival
- Website: www.casinobeefweek.com
- Advertising campaigns target national, regional and local regions

Marketing Effectiveness:

- Audience heard about the Festival through television (22%), word-of-mouth (21%), newspaper (7%) and website (3%)

Funding, Sponsorship and Other Income:

- Richmond Valley Council: in-kind sponsorship plus small monetary sponsorship
- Gold Sponsors: George and Fuhrmann ; Northern Star; Rex Regional Express; 900 2LM, Casino RSM Club; CHT; Richmond Valley; Cassino, The Land and Telstra, Prime television
- Silver Sponsors: Country Energy, Exhibition Marketing Primex,
- No Bronze Sponsors at the moment
- Blue Ribbon Sponsors: National Australia Bank, Mills Transport, Casino Travel Shoppe, Pinkertons, Scrivener and Webb Chemist, Lavender Rose & Nutrimetics, Australian Brahman Breeders' Association (NSW Branch), Kibbles Coffee Lounge, Richmond Bakery, Norco Paul's Milk, Northern Co-operative Meat Company, Hewitt's and Deniston's Dairy, Anthony J Hogan Optometrist; Tattersalls Hotel, Premier Art and Framing, J.J & F.E Biggin, Bridgestone Tyre Centre, Browns Caravan Park, Café 1882, Camera House(Lismore), Casino Joinery, Casino Medical Centre, Casino Motor Inn, Casino Refrigeration & Air-conditioning, Casino SupaFresh, Chicken Express, Chroma Australia Pty Ltd, Coraki Rural & Hardware Supplies, Da Leone Deli, David Schwarzl, Echo Newspaper, Hotel Cecil, F.J McKey (Monumental Mason), Newstead Automotive Services, Northcoast Petroleum ('Liberty' Service Station), Northern Rivers Drawing & Drafting Supplies, Parrys Office National, River Park Motor Inn, Royal Hotel, Shaws Office National, South Casino Beauty Salon, South Casino Pharmacy, Southern Hair Design, The Platypus Gallery, Toy Kingdom (Lismore), McDonalds Pharmacy, The Good Homemakers (Casino) and Breens Furniture, Hotel Cecil, Days Machinery, Lewingtons Transport, Yulgilbar Pastoral, Casino School of Arts Library, Commercial Hotel, Beaurepaires for Tyres, Riverina StockFeeds, Frank Hannigan, Solicitors, Australian Brangus Assoc, Casino, Rural Traders, Westfarmers Federation, Insurance Ltd, Thomas George Trophy., Northern Rivers Angus Breeders, Summerland, Charolais Group, Bonview Charolais Stud, Northern Rivers Limousin Promotions Group, Droughtmaster Stud Breeders Society. State Forests of NSW Casino Branch, Quayside Holden in association with Drake Hotel, Chocolate Chip, Casino Smash Repairs, Car Warehouse, Peter, Woolford Mechanical, ATZ Auto Dismantlers, Eric Box Mitsubishi, Foscars, Carline Mufflers Casino & Sil Gava Mechanical, Singhs Tyres and Mechanical, Signs & Things, Kruger Enterprises Axe Handle Manufacturers, Hurfords Building Supplies Pty Ltd, Mitchell, Playford & Radburn Solicitors, Eagle Boys Pizza Casino, Rodney Botfield, Coca-Cola Amatil (Aust), Westlawn Finance Limited, Paul's Norco Ice Break Milk, Neumanns Petroleum, Norco Rural Store Casino, Fort Dodge Cydectin, Charcoal Inn Casino, Lanson Trading & Davey Products. Norco Rural Stores, Keith & Betty Serone, Richards Sawmilling Co, Gloucester Park Rural, Northern Marketing/Ampol, Norco Rural Store Casino, Fort Dodge-Cydectin Pour On, Clydesdale Steakbarn & Motel. Casino Veterinary Clinic, Just Brakes and Exhausts, Centre Street Dental Clinic, Casino Funerals & Monuments, Londy's Takeaway, Casino Orchid Society, Ted Wilson, Casino Bos Indicus Youth Roundup, Foscars, Casino Assemblies of God

Audience Survey Methodology:

- Generic Richmond Valley Council survey instrument used
- 500 visitors to the Casino Beef Week surveyed face-to-face on the street

Top Three Priorities of audience development currently:

- To formulate a more appropriate visitor survey
- To engage a person/volunteer to collate survey
- To increase our audience base

Coraki Tea Tree Art Prize & Artsfest

Location: Coraki

2005 Dates: 28-29-30 October (3 days)

Ticketed event

Began: 1997

Event Description:

- Annual event with over \$5000 in prizes, including \$1000 for 'Best in Show'
- Also offers arts and crafts workshops as part of the Artsfest

Audience Description:

- Estimated attendance over the weekend: 700

Top three challenges for Festival faced at the moment:

- Developing successful events to run alongside the Art Prize
- Volunteer recruitment to instigate ideas and implement them
- Maintain quality of work and reduce entries of artwork

Priorities of Audience Development:

- Community participation and ownership
- Raising cultural awareness within the community and district
- Drawing audience from outside the community

Funding, Sponsorship and Other Income:

- Local Council
- Commercial sponsors: \$5400 for prizes
- Media sponsors
- Others: printing and stationery

Marketing:

- Brochure or flier: posted; to be handed out or picked up
- Advertisements: radio (unpaid community announcements); television; newspaper
- Posters
- Media stories
- Tourist information/publication/s
- Invitations/complimentary tickets

Professional development needs:

- Event management
- Insurance understanding
- Marketing of Event

East Coast Blues and Roots Festival

Location: Byron Bay

2005 Dates: Easter Long Weekend; Thursday 24 to Monday 28 March, (5 days)

Ticketed Event

Began: 1988

Festival Description

- Features Blues and Roots music
- 2005 line-up included Michael Franti, the Cat Empire, Jack Johnson, John Lee Hooker Jr., Dave Matthews band and REM.
- 5 day festival including market and craft stalls, international food fair, cafes, restaurants, licensed bars, secure parking, carnival rides, kids' activities, street theatre etc.

Audience Description

- 70,000 people over 5 days.
- 52% male and 48% female
- 70% aged between 25 and 50 years.
- 24% from the Northern Rivers region, 33% from QLD and 32% from NSW (excluding Northern Rivers Region).
- 11% came from other states in Australia and overseas, including America, Canada and Germany.

Marketing:

- Brochure or flier: posted; emailed; to be handed out or picked up
- Advertisements on radio and newspaper
- Posters
- Media stories
- Music publicist
- Tourist information/publication/s
- Complimentary tickets
- Website: <http://www.bluesfest.com.au/>

Funding, Sponsorship and Other Income:

- Commercial sponsors
- Media sponsors
- Ticket sales

Audience Survey Methodology:

- Audience demographics for festival organisers are based on an analysis of attendee's postcodes

Current top three challenges for Festival faced at the moment:

- Venue
- International trends i.e. currencies/terrorism/bird flu

FEHVA 48 Hours of Visual Arts

Location: Byron Bay Community and Cultural Centre

2005 Dates: 1, 2, 3 July

Ticketed event

Began: 2003

Event Description:

- 48 Hours of Visual Arts (as part of the FEHVA year round visual arts programme) includes a line up of panel discussions and guest artist/speaker presentations over 3 days
- 2005 focus was on built in art and public art with two female public artists Judy Watson and Janet Laurence as guest speakers. Theme of 2005 included: "*Embedding art in architecture - the relationship between artist, architect and /or commissioning body and where are we going with it*"
- Festival also includes an art auction and sale, highlighting artists of the Northern Rivers. Artworks auctioned in 2005 by Robert Bleakley, former CEO of Sotheby's (funds to go to The Buttery Inc)
- Scheduled in conjunction with artsCape: the nature of sculpture at Cape Byron

Audience Description:

- Estimated attendance: 400-500

Marketing:

- Programme posted; emailed; to be handed out or picked up
- Advertisements: radio; television; newspaper
- Posters
- Media stories
- Invitations/complimentary tickets
- Word-of-mouth

Funding, Sponsorship and Other Income:

- Commercial sponsors
- Media sponsors

Top three challenges for Festival faced at the moment:

- Finding qualified volunteers
- Accessing improved and increased sponsorship
- Time management for administrative responsibilities, including writing up grant proposals etc

Priorities for audience development:

- Creating a programme to cover several target audiences to increase ticket sales
- Arts marketing skills, so as not to waste money
- Creating a good looking programme for minimal expense and to create maximum interest

The Great Eastern Fly-In

Location: Evans Head Memorial Aerodrome

2005 Dates: 30 December, 2004 to 2 January, (4 days)

Free event

Began: 1992

Festival Description:

- National aviation festival, with air displays, joy flights and aircraft displays
- Included music by Werner from Werner's Fun Fleet, QLD
- The Evans Head *Living* Museum organised in 2005 a tent for merchandise and a book launch of the revised edition of *Wings at War*, the WWII history of the Evans Head Memorial Aerodrome

Audience Description:

- Aged 40-60 years
- 50% attended for their first time
- Two-thirds male and one-third female
- Estimate 150 aircrafts flew into Evans Head over the four day period, a third of all aircrafts carrying 2 persons
- The bulk of aviators came from NSW (56 aircrafts), QLD (51 aircrafts)
- Audiences came from NSW (50 respondents), QLD (12 respondents) and Victoria (1 respondent)
- Paid accommodation used was in the form of camping/caravanning or motel

Marketing:

- Brochure or flier: posted; emailed; to be handed out or picked up
- Advertisements: radio; television; newspaper
- Posters
- Media stories
- Tourist information/publication/s
- Invitations/complimentary tickets
- Local school Fly-In competition
- Word-of-mouth throughout aviation circles Australia-wide
- Computer screen located in local RSL and Bowls Club runs a feature continuously about the Fly-In. The feature is based on digital photos from the previous year and organisers report that the programme is very popular
- Website - www.greateasternflyin.com
- Information in www.aeroclub.com.au events section
- Coverage in a mail out every 2 weeks by an aviation enthusiast who sends event information out independently

Marketing Effectiveness:

- Over two-thirds found out through word-of-mouth

Funding, Sponsorship and Other Income:

- Richmond Valley Council
- Commercial sponsors: Country Energy; Evans Head/Woodburn RSL Club- for shuttle bus
- Other sponsorship/funding: In-kind - free printing of brochures and posters from Pacprint, Lismore.

Audience Survey Methodology:

Festivals & Events in the Northern Rivers of NSW:
a profile of 18 regional, cultural festivals and their audiences

- Generic Richmond Valley Council survey instrument used
- 62 surveys collected from the 100 distributed by volunteers over the four day period

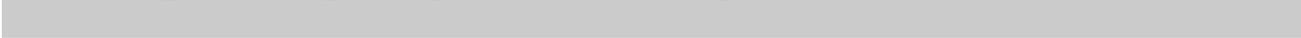
Top 3 Challenges faced at the moment:

- Sponsorship – financial
- Volunteer recruitment
- Support from local Council

Priorities for Audience Development:

- Marketing strategies to increase and broaden exposure
- Development of wider target markets
- Better facilities

Professional Development Needs:

- Event management strategies - organisation, timetabling etc.
 - Business plan development
 - Computer development - publisher, website usage
- 

Kingscliff Art, Food and All that Jazz Festival

Location: Kingscliff

2005 Dates: 4-6 August (3days)

Ticketed and free events

Began: 1997

Festival Description:

- Weekend Festival where restaurants showcase their culinary mastery
- Jazz performances of all styles including: Hot Jazz, Cool Jazz, Dixieland Jazz and Contemporary Jazz
- Art exhibitions, auctions, workshops and demonstrations for adults and children throughout the weekend

Audience Description:

- Estimated attendance: 25, 000
- 58% female and 42% male
- Good representation of age demographics from 18 years up to 69 years
- 61% from Tweed Shire region, 9% from the Gold Coast and 5% respectively came from Brisbane, Victoria and Sydney and Surrounds. 4% came from overseas
- 52% came in groups of 2
- 56% came specifically for the Festival, 36% indicating they came to the area for other reasons and discovered the festival was on
- 'Caravan Park' recorded as most common form of accommodation, indicative of the Festival's proximity to a caravan park
- 50% had attended the Festival previously

Marketing:

- Brochure or flier: posted; emailed; to be handed out or picked up
- Advertisement on: radio; television; newspaper
- Posters
- Media stories
- Tourist information/publication
- Invitations/complimentary tickets
- Website: <http://www.tropicalnsw.com.au/kingscliff/events.html>

Marketing Effectiveness

- 35% of respondents had found out through word-of-mouth
- Newspaper (30%); radio (6%); and TV (4%)
- Posters (2%)

Funding, Sponsorship and Other Income:

- Local Council
- Commercial sponsors:
- Media sponsors
- Other: Tourism NSW (one off)

Audience Survey Methodology:

- Audience research conducted in 2004 by Centre for Regional Tourism Research, Southern Cross University, as part of the Tweed Shire City of the Arts 2003-2005 Audience Development Program
- Survey team interviewed face-to-face 120 audience members throughout Saturday 6 August, 2004

- Tweed Council survey instrument used with survey customisation to suit the Festival
- Observational comments by the researcher point out that the main event day was Sunday 7 August and so this Saturday survey may not be a complete image of the total audience

Top three challenges for Festival faced at the moment:

- Funding – As Festival is recognised as a free even, it is hard to create ticketed event spaces
- Poor contribution and commitment on behalf of local business
- Volunteer recruitment for surveying and other tasks

Priorities of Audience Development:

- Interactive artistic experiences for children and adults
- Youth art/music showcase and professional development
- Access to a broad range of jazz blues music genres

Professional Development Needs:

- Risk management training, resulting in the completion of a risk management plan
- Production management training

Lismore Lantern Parade

Location: Lismore

2005 Dates: 18 June

Non ticketed, entry to Fire Event by donation

Began: 1994

Event Description:

- Occurs on or near the Winter Solstice
- Workshops featuring: lantern making, school workshops, costumes & props development, street band, the Samba Blisstas and the dance groups all start around Easter
- Lantern Fair takes place during the day, including arts and crafts, workshops, demonstrations and children's activities and community information
- Parade includes larger than life lanterns, masks, costumes, dancers and drummers
- Concludes at the banks of Wilson's' River with a Grand Finale Performance of outdoor theatre, dance, fire art and pyrotechnics
- Focus of parade on community engagement, building on community stories and providing an opportunity for economic investment and interest in Lismore
- Festival established by the community after the City of Lismore was faced with anti-social behaviour, economic downturn and a desire for a cultural festival linked to the seasons

Audience Description:

- Attracts an estimated 20, 000 people (2005)
- Attracts people under 34 years
- Most likely to live in the Lismore and further Northern Rivers region (78%)
- Female 53% and Male 47%
- Travelled in groups of 2 or 3 or more
- Growth of the Parade seen in the high percentage of visitors outside of the Northern Rivers region claiming that the Parade in 2005 was their first ever attendance (85%) and of the Northern Rivers residents themselves (70%) and even Lismore residents attending for the first time (39%)

Marketing:

[See marketing case study]

- Brochure or flier: posted; emailed; for pick up
- Advertisements: radio; television; newspaper (The Northern Star, Northern Rivers Echo and Byron Echo)
- Posters
- Media stories
- Various websites including Federal Government cultural sites
- Tourist information/publication/s
- Invitations/complimentary tickets
- Other: Safety sheet hand-outs include invitations to Lismore Lantern Parade when performing outside of Lismore
- Website: <http://www.lismorelanternparade.com.au/>

Marketing Effectiveness:

- Word-of-mouth: Lismore Residents: 46%
Northern Rivers Residents: 48%
Other Location Residents: 93%
- Advertisement on television: Lismore Residents: (16%)
Northern Rivers Residents: (11%)
Other Location Residents: (21%)
newspaper: Lismore Residents: (40%)
Northern Rivers Residents: (35%)
Other Location Residents: (21%)
radio: Lismore Residents: (15%)
Northern Rivers Residents: (29%)
Other Location Residents: (5%)
- Poster: Lismore Residents: (7%)
Northern Rivers Residents: (2%)
Other Location Residents: (7.5%)
- Internet: Lismore Residents: (0%)
Northern Rivers Residents: (0%)
Other Location Residents: (26%)

Internet resources are most likely to be used by non-locals to access information about events. Locals are more likely to find out through local newspapers and radio stations.

- Tourist brochure: Lismore Residents: (0%)
Northern Rivers Residents: (11%)
Other Location Residents: (11%)
- Tourist Centre: Lismore Residents: (0%)
Northern Rivers Residents: (5%)
Other Location Residents: (11%)

Funding, Sponsorship and Other Income:

- Lismore City Council
- Council prepares the parks and gardens and assist with promotion and community networking. Various departments sponsor the large Community Heart Lanterns for community organisations.
- Sponsors: Country Energy; Hurfords Building Supplies; Sunspirit Oils; NORCO; Lismore Unlimited Opportunities; TURSA; WFD labour; North Coast Ad Agency; Southern Cross University; Thrifty trucks; Sound Solution; Tourism NSW Flagship Event Funding
- Media Sponsors: Northern Star; Northern Rivers Echo; NBN Television; Music Media Online; Byronbay.com; Northern Rivers Gateway; Coastal Printing; McGifford Media; Byron Echo
- Other: Regional Arts Fund (2005)
- Small cash donations and in-kind support from businesses and individuals
- Workshops, small sponsorships for big lanterns and a percentage of all project fees throughout the year

Audience Survey Methodology:

- Audience research conducted by Dr. Peter Wynn-Moylan of Southern Cross University and a team of volunteers from the local TAFE and Southern Cross University in 2005
- Sample group of 176 surveyed face to face, with 106 responses prior to the entertainment and 70 at the conclusion

Top three challenges for Festival faced at the moment:

- Sight-lines for the Fire Finale, which are currently very poor and a major source of dissatisfaction for audience
- Crowd numbers; ticketing to be introduced as a solution to control numbers for Finale in amphitheatre
- Succession planning – management team training and replacement

Priorities for audience development:

- Partnership Development- Extend and add value to the event by developing partnerships with other organisations e.g. introducing an arts/culture based conference/master class with Southern Cross University
- Develop food events; exhibitions; children's festival activities and entertainment
- Attract high yield visitors- short stay packages linked to B&Bs arts based accommodation
- 2006/2007 - developing packages as a part of Triennial Tourism NSW Flagship Event Funding; SCU conference planning for 2006 or 2007
- Improve financial viability - sell seating; ticketing to after party/food; major sponsorship; and increase management team
- To pay artists and performers independently

Professional Development needs:

- Sponsorship development
- Marketing especially arts marketing and packages
- Grant/Funding application development
- Financial management and team development
- Volunteer recruitment

Speed on Tweed

Location: Murwillumbah

2005 Dates: Third week of September

Ticketed event with evening functions free

Began: 2001

Event Description:

- 160 drivers race on a 1.4 km street circuit
- Attracts well-known international names in motor sport history
- Festival includes a street party and parade of the racing cars
- Special Saturday evening event showcased in 2004 the Northern Rivers Symphony Orchestra and in 2005, Opera QLD and Vavachi Classic Occasions

Audience Description:

- Estimated attendance: 15,000

Priorities for Festival audience development:

- To be the very best Event, hosting top quality international and national cars and drivers
- Ensuring that the town is proud to host this event
- Keeping the event fresh, exciting and introducing a new aspect each year

Top three challenges for the Festival faced at the moment:

- Transition from volunteer structure to professional organisation
- Accommodating growth of Festival, attendance, accommodation, crowd controls
- Getting greater international and national recognition

Funding, Sponsorship and Other Income:

- Tweed Shire Council
- Sponsors: Shannons, Bowdens, Penrite and Vodaphone, Children's Cancer Institute Australia
Community Partnership: Rotary Club of Murwillumbah
- Media Sponsors: Local print media; Channel 10; RPM program, NBN coverage
- Other: In-kind construction and building materials, labour, local advertising, promotional tents, venues for ticket and merchandise sales

Marketing:

- Brochure or flier: posted; handed out
- Advertisements: radio; television; newspaper- (including car magazine editorials and free articles and radio interviews)
- Posters
- Media stories
- Tourist information/publication/s
- Invitations/complimentary tickets
- Other: visiting like events and handing out brochures
- Selling raffle tickets for a unique collectors item bike prior to event
- Coverage on TV for collecting money for high profile charity (Children's Cancer Institute of Australia)
- Website: <http://www.speedontweed.com>

Professional development needs:

- Succession planning

Audience Survey Methodology:

- Audience research conducted by Centre for Regional Tourism Research, Southern Cross University as part of the Tweed Shire City of the Arts 2003-2005 Audience Development Program
- Survey team interviewed face-to-face 160 audience members throughout Sunday 19 September, 2004
- Tweed Council survey instrument used with survey customisation to suit the Festival
- Observational comments by the researchers

Splendour In The Grass

Location: Belongil Fields, Byron Bay

2005 Dates: 23 and 24 July, (2 days)

Ticketed Event

Began: 2000

Event Description:

- Festival showcases internationally acclaimed musicians in contemporary rock, electronic, hip-hop and folk acts, plus well-recognised Australian acts
- 2005 line-up included international acts: Bloc Party, Interpol, Moby, Queens of the Stone Age and Shihad
- Australian acts included: Sarah Blasko, Decoder Ring, The Finn Brothers and PNAU.
Australian hip-hop artists included: Downsyde, Hilltop Hoods and Kid Confucius

Marketing:

- Brochure or flier: emailed; to be handed out or picked up
- Advertisements: radio; newspaper
- Posters
- Media stories
- Tourist information/publication/s
- Invitations/complimentary tickets
- Website: <http://www.splendourinthegrass.com>

Funding, Sponsorship and Other Income:

- Commercial sponsors
- Media sponsors: Triple J, Channel V and Rolling Stone nationally, plus street presenters Time Off (Brisbane) and Drum Media (Sydney)

Top 3 priorities:

- Ensuring our organisational and patron management levels are improved with each event
- Ensuring patrons are sympathetic towards local community and environment
- Ensuring quality of entertainment and facilities to maintain the Festival's standing as the best mid-winter music event in Australia

Top three challenges:

- Curtailing scalping of tickets via eBay etc.
- Providing more low cost accommodation (camping) for patrons who are otherwise forced to pay high season hotel rates with minimum 4 days booking periods for an event that is 2 days in duration
- Finding a long term permanent site for the festival

Surfing the Coldstream Arts/Fringe Festival

Location: Yamba

2005 Dates: 22-23 October, (2 days)

Free event

Began: 2004

Festival Description:

- Arts/Fringe Festival, including local artists, performers and organisations in as many mediums as possible
- Showcases a large selection of interstate and visiting artists, musicians and performers
- Includes music, food, street theatre, comedy, film, circus, poetry and visual arts and workshops for all ages

Audience Description:

- Estimated attendance: 8000 to 10,000 over the two days
- 53% came to Yamba primarily for the Festival
- 46% came in groups of 2
- Respondents came from: Byron Bay, Newcastle, Ulmarra, Grafton, Junction Hill, Iluka, Nerang, Morton Bay, Gladstone (Qld), Mackay, Noosa, Woolgoolga, Woombye, Gunnedah, Coffs Harbour, Maclean, Cessnock, Old Bar, Coraki, Gold Coast, Runaway Bay, Perth, Central Coast, Glenreagh, Gold Coast, Melbourne, Walcha, Brisbane, Lismore, Ballina, Toronto, Scone, Tucabia, Lawrence, Padstow, Southgate, Coutts Crossing, Roma, Nambour, Port Stephens, Melbourne, Sydney, Musselbrook, Casino
- 40% said they would spend their money on fast food and 30% said they would spend their money in cafes
- Reasons for attending included: children's theatre – word-of-mouth - friends - film festival - concerts - markets - climate - holiday - encouragement of Festival - arts - street activities - sporting getaway – music/bands - location - live theatre - parade - visiting parents - just to have a look

Marketing:

[See marketing case study]

- Brochure or flier: emailed; to be handed out or picked up
- Advertisements: radio; television; newspaper
- Cinema (DVD promo in foyer)
- Posters
- Media stories
- Tourist information/publication/s - iMAG and Australian Traveler
- Website: <http://www.surfingthecoldstream.com.au/>

Marketing Effectiveness:

- 38% heard through word-of-mouth
- Newspapers: Clarence Valley Review, Echo, Examiner, (18%), television (8%), ABC Radio (8%)
- Poster (10%)
- Brochure (10%)
- Internet: Chamber of Commerce website (3%), Tourism website (3%)

Funding, Sponsorship and Other Income:

- Federal: Festivals Australia Govt Grant
- Clarence Valley Council
- Commercial sponsors: Clarence Valley Review; Clarence Valley Council; Festivals Australia; Tursa Employment & Training Inc.; Yamba District Chamber of Commerce; Zanzaba Pty Ltd
- General sponsors: ABC North Coast; Calypso Caravan Park; Daily Examiner; Kennedy Saunders Pty; Maclean/Yamba Security; Pacific Hotel; Wesley Uniting Employment; Westlawn Finance Ltd; Yamba Cinema
- Friends of the Festival: 2GF; Abmay Designs; Angourie Road Second Hand Antiques; arthouse Australia; Aston Villa Motel – Yamba; Australia Post – Yamba; Broad Horizons Travel; Chroma Paints; Clarence Cleaning Shop; Clarence Coast Cultural Committee; Clarence Valley Window Tinting; Coldstream Pizza; Eagle Boys Pizza; Graeme Evans Screenprinting – Grafton; Hurfords Building Supplies – Ballina; Maclean High School; Mills Transport – Harwood; Moby Dick Waterfront Motel – Yamba; Nicholson Fine Foods; PRD Nationwide – Yamba; Signcraft; Spar – Yamba; Street Biz; Top Of The Coast Plumbing; Vital Sign; Yamba Bowling & Recreation Club; Yamba Glass & Aluminium; Yamba Golf & Country Club; Yamba Markets; Yamba Paint Supplies; Yamba Picture Framing; Yamba Ready Hire; Yamba Waters; Caravan Park

Audience Survey Methodology:

- Research conducted by the Yamba Chamber of Commerce
- 102 random festival patrons interviewed face-to-face by Yamba Chamber of Commerce members during course of Festival

Top three challenges for Festival faced at the moment:

- Securing sufficient funding at all levels to keep the Festival entry free and viable to run
- Creating a program that's better than last time within the same parameters
- Establishing strong sub-committees for better task delegations

Priorities of Audience Development:

- Clarifying exactly what this Festival is about to the region
- Reaching outside the Clarence Valley shire boundaries more effectively
- Continuing to satisfy current Festival audience and supporters

Professional Development Needs:

- Staff expertise in the form of a professional publicist
- Better canvassing of Festival goers in future years
- Greater funding and more reliable sponsorship

Tyalgum Festival of Classical Music

Location: Tyalgum

2005 Dates: 2-4 September

Ticketed events

Began: 1990

Festival Description:

- Weekend-long Festival that takes place in the historic hall of the Tyalgum Literary Institute
- 2005: Festival showcased winners from the Murwillumbah Festival of Performing Arts, First Prize Winner of the Lev Vlassenko Piano Competition, the “People’s Choice” Young Virtuosi, winner of the 2005 Tyalgum Festival Prize of “Most Outstanding Classical Instrumentalist”, The Limpwood Ensemble and the Flinders Quartet
- The Festival also offered in 2005 a Masterclass featuring music section winners from the 2005 Murwillumbah Festival of Performing Arts on the Saturday
- Local park/oval offers space to set up picnic chairs, rugs and hampers for comfortable in-between-performances breaks

Audience Description:

- 63% female and 35% male
- Mostly aged 50 years and over; greatest concentration between 60-69 years (35%)
- 39% came from the Tweed Shire region; 15% from Brisbane and 11% from the Gold Coast Area.
- 89% of respondents indicated they came to the area specifically for the Festival
- High use of paid accommodation, with over 40% staying in either a hotel/resort or B&B
- Returning audience: 54% stated that they had been to the Festival in previous years
- Main motivation to attend the Festival was for the entertainment (58%), social (23%) and atmosphere (13%)

Marketing:

- Marketed to classical music interest groups through direct mail outs
- Advertising through Queensland Conservatorium and similar publications
- Further marketing strategy unknown
- Website available at <http://hillcrestbb.com/tyalgum/tyalgumfestival.htm>

Marketing Effectiveness:

- 58% heard about the Festival through word-of-mouth
- Newspapers (11%)
- “Other” (16%): 5 responses referred to the festival brochure
- Posters (7%)

Funding, Sponsorship and Other Income:

- Tweed Shire Council

Audience Survey Methodology:

- Audience research conducted by Centre for Regional Tourism Research, Southern Cross University as part of the Tweed Shire City of the Arts 2003-2005 Audience Development Program Research conducted by Jo Mackellar and Stefan Puehringer, SCU, Centre for Regional Tourism Research for the Tweed Shire City of the Arts 2003-2005 Audience Development Programme
- 60 audience members interviewed face-to-face on Saturday 4 September, 2004. Limitations to surveying methodology arose due to bad weather and limited areas where surveying could be conducted
- Tweed Shire survey instrument used, with survey customisation to suit the Festival

Ulmarra Festival of the River

Location: Ulmarra, Clarence River

2005 Dates: 23, 24 and 25 September, (3 days)

Ticketed event with some free events

Festival Description:

- Weekend Festival that incorporates yachting races on the Ulmarra River with Entertainment, Bush Poetry, Displays and markets

Audience Description:

- 40% over 50 years and 22% between 41-50 years
- 60% of respondents named the Festival as their reason for visiting the Clarence Valley
- 59% were attending the Festival for the first time
- 57% considered Entertainment to be a highlight of the Festival; 53% considered the Markets a highlight; 35% considered the Displays; 30% considered the Bush poetry
- 7% of the respondents were staying in paid accommodation, with the majority Locals (39%) or staying with family and friends (23%)
- 84% travelled by car to attend the Festival

Marketing:

- Marketing strategy unknown

Marketing Effectiveness:

- 30% heard about it through word-of-mouth
- Newspaper (17%), radio (17%), television (12%) and “other” (23%)

Audience Survey Methodology:

- 154 Surveys were conducted face-to-face on the Saturday and the Sunday of the Festival

Wintersun Festival

Location: Coolangatta and Tweed Heads

2005 Dates: 3rd to 13th June (10 days)

Ticketed and free events

Began: 1988

Festival Description:

- Nostalgia festival of the 50s and 60s
- Features over 100 bands and street performers; includes dancing, movies and street parades alongside the showcasing of over 1000 'Hot Rods' and custom and classic cars
- Rockabilly, Swing and Cabaret genres

Audience Description:

- Attracts an estimated 50, 000 people (2005)
- 53% male and 47% female
- 40-59 years demographic who were retired (18%) or employed in Admin/Production (16%) and Sales/Clerical/Service (15%)
- 77% of the respondents came from local regions of Brisbane, Gold Coast, Northern Rivers and the Sunshine Coast
- 43% were travelling in a group of 2
- Loyal audience: 75% respondents indicated they had been to the festival previously; 62% had been 3 or more times in the past

Marketing:

- Brochure or flier: posted; emailed; to be handed out or picked up
- Advertisements: radio; television; newspaper
- Posters
- Media stories
- Tourist information/publication/s
- Invitations/complimentary tickets
- Website and links to other websites
- Magazine
- Cross promotion with other similar events
- In 2004 Wintersun established its own radio station for the festival duration
- Website: www.wintersun.org.au

Marketing Effectiveness:

- Audience heard through word-of-mouth (53%)
- 33% identified "Other" including through special interest clubs and previous experience
- Newspaper (14%); radio (9%); television (7%)
- Posters (5%)

Funding, Sponsorship and Other Income:

- Local Council
- Commercial sponsors
- Media sponsors
- Other: Major income sources:

Ticket sales / on sells	\$150,000
Merchandise sales:	\$70,000
Site fees:	\$55,000
Entry fees:	\$40,000

Audience Survey Methodology:

- Audience research conducted by Centre for Regional Tourism Research, Southern Cross University as part of the Tweed Shire City of the Arts 2003-2005 Audience Development Program.
 - 220 people surveyed face-to-face on Sunday 13 June
 - Tweed Shire Council survey instrument used, with survey customisation to suit the Festival
- Economic Impact Research undertaken by Griffith University in 2004

Top three challenges for Festival faced at the moment:

- Traffic management
- Cost of compliance (using only licensed traffic controllers, requiring RSA for bars, cost of police etc)
- Revenue raising

Priorities for audience development:

- Exceeding expectations of repeat visitors
- Increasing the length of visitor stay
- Increasing per head spending at the event through ticketed shows and merchandise sales

Professional development needs:

- Risk analysis
- Web & graphic design
- Sponsorship

Wollumbin Festival

Location: Tyalgum

2005 Dates: 14 to 16 October, (3 days)

Ticketed event

Began: 2000

Festival Description:

- Festival takes place at the Showground in Tyalgum, with the 2005 themes of “Respect, Culture, Values, Tradition, Environment & Compassion”
- Cultural features include Indigenous Elders talking circle, Bundjalung dancers, music, arts and craft exhibitions with an indigenous focus, kids activities, free workshops and forums, Corroborees & traditional dance
- Drug, alcohol and pet free event, with on-site camping

Audience Description:

- 51% female and 49% male
- 63% 40 to 59 years and 16% 18-29 years
- Mostly employed as professionals for or students of social, cultural (including arts) and environmental activities
- 52% came from the Tweed Valley, 18% from Other Northern Rivers regions, 12% from the Gold Coast and 6% from Other NSW
- 43% came in groups of 2; 24% were accompanied by children
- 70% claimed it was their first visit to the Festival; respondents showed characteristics of being regular festival goers to festivals of similar natures
- Main reason for attending were social (53%), entertainment (53%) and the Indigenous programme (42%)

Marketing:

- Marketed in alternative media
- Promoted at similar environment and cultural events held in Tweed, elsewhere in NSW and QLD during the year
- Website: <http://www.wollumbindreaming.org/festival.html>

Marketing Effectiveness:

- 61% found out about the Festival through word-of-mouth
- Posters (17%)
- “Other” (12%)
- Newspapers (5%)
- Website (5%)
- Radio (1%)

Funding, Sponsorship and Other Income:

- Tweed Shire Council: Grant and in-kind support with wheelie bins and fencing material.
- NSW Reconciliation Council Inc.
- Singh’s IGA supermarket in Murwillumbah
- Southern Cross University

Audience Survey Methodology:

- Audience research conducted by Centre for Regional Tourism Research, Southern Cross University as part of the Tweed Shire City of the Arts 2003-2005 Audience Development Program
- A survey team interviewed 73 festival participants throughout Saturday 23 October, 2004
- Observational analysis was also conducted by researchers from the Centre for Regional Tourism Research TEEM
- Tweed Shire survey instrument used, with survey customisation to suit the Festival

7. 2005 Marketing Case Studies

Casino Beef Week: 2005 Marketing

Distribution of Promotional Material

Fliers are printed in January:

- Posted from mailing list of 350 contacts
- Distributed to tourist offices in the region
- Handed out at different markets in the region (including Lismore, The Channon, Lennox Heads and Evans Head markets)
- Volunteer-run letterbox drop in Casino
- Trucking services, regional coach services, delivery services and beef industry auctioneers voluntarily distribute boxes of fliers and programmes during their intra- and inter-state travels
- Friends and relatives of festival organisers distribute fliers on the Gold Coast. Relatives living in other regions are also posted boxes of fliers for distribution.
- Festival organiser, Sue Serone, distributes fliers wherever she goes throughout the year (including holidays) focusing on tourist centres and accommodation.
- The Caravan Motor Campervan Association Village outside Casino promotes Beef Week to a database of members throughout Australia (2005 research found that the Village increased by 200 campervan homes during Beef Week).

Programmes are printed closer to the Festival with the timetable of events and Festival sponsors. They are inserted into a Regional Information Package that is a cooperative marketing project by Casino event organisers.

Advertising

Radio

- From May until the event 30-second ads are played on sponsor radio stations: Lismore's 9002LM and ZZZ, Warwick's 4WK and a Tamworth country music station.

Print media

- The Northern Star and The Land are sponsors run ads from April. 'Sister' newspapers including the Warwick News and the Grafton Daily Examiner also run ads for the event.
- 2 weeks before the event The Northern Star, The Land, their sister newspapers and the Express Examiner feature a 12 page Beef Week Guide.

Television

- Prime Television - which broadcasts from Tamworth through to SE QLD – broadcast more than 330 ads from the first week of May to the Festival. This was a mix of 30-second and 15-second grabs.

Publicity

Local media sponsorship leads to editorial coverage of the event and Hazelton Airlines, as a Gold Sponsor, features the event in its in-flight magazine.

The Beef Queen and King act as ambassadors for the Festival and attract publicity.

- Attend public events in the area and undertake public speaking at schools and community organisations to build awareness of the Festival
- Meet and greet visitors to Beef Week
- In the past few years the Beef Queen has been featured on A Current Affair (Channel 9), UK News, and Hey Hey It's Saturday and was featured in a marketing campaign for a Spanish insurance company. In 2005 the Daily Telegraph wrote a feature on the introduction of Mr Beef Week.

Town rivalry between Rockhampton and Casino for the title of Australia's Beef Capital has attracted visitors from Rockhampton. The theme is being incorporated into the 2006 programme including a public debate in the main street.

Merchandise

- Coffee mugs, candles, glassware, t-shirts and stickers are sold from the Beef Week office in the main street of Casino.
- Requests for stickers are commonly received through the Casino Beef Week website: <http://www.casinobeefweek.com.au>.

Byron Bay Writers Festival: 2005 Marketing

Membership

The Byron Bay Writers Festival has a well established contacts database. This includes a mailing list (free to join via the Festival's website) with approximately 5000 contacts and a members database with 700 members. To become a member costs \$50 and to renew each year costs \$40. Members receive updates about the festival and discounts to tickets and events.

Distribution of promotional material

Promotional bookmarks

- 15 000 bookmarks were printed in 2005.
- Bookmarks distributed through volunteers, sponsors and general mail.
- Distributed at the Brisbane Writers Festival in October
- From Christmas on they are distributed around the Byron Bay region in cafes, shops and other services.
- In December bookmarks and welcome letters are sent to the database inviting them to become members or if they are a member, inviting them to renew their membership.
- Distributed at Sydney Writers Festival in May,
- Inserted into the Good Reading, June edition

Early-bird tickets

- In March the early-bird tickets go on sale. Members receive a form to order tickets (and receive a further discount on ticket prices).
- Early-bird tickets are advertised in local and regional newspapers.
- Contacts on the mailing list and member database receive personalised letters announcing the availability of early-bird tickets.

Programmes

- In June, members receive hard copies of the programme in the mail.
- All other database contacts are notified that programmes are available via a link which is emailed, lowering promotional distribution costs.
- Hard copies of the programme are delivered to database contacts without internet access.
- In 2005, 15 000 programmes were printed and approximately 6000 programmes were mailed.
- The other 9000 programmes were distributed to district bookshops, tourist centres, cafes, libraries in the Northern Rivers region and as far as bookshops in Melbourne, Sydney and Brisbane.
- Volunteers deliver programmes throughout the region and newspaper deliveries drop off programmes to wet weather drop offs in regional newsagencies.
- The Festival sponsor, Dymocks, delivers to regional and capital cities where they have bookshops. Approximately 1000 of these programmes reach Sydney and 500 reach Melbourne through Dymocks' distribution.

Email

- If an email address is available, contacts will receive updates about the upcoming festival. Members will receive information every week leading up to the Festival.

Posters

- Posters are displayed in shop front windows around Byron Bay, 'painting the town red'.
- Poster design is similar to the bookmark and accompanies the programmes when they are distributed around regional and interstate bookshops, cafes, newsagents and other service outlets.
- Posters are A3/A4 size and in colour. When organisers attend functions where the Festival can gain exposure (regional conferences, openings etc.) laminated A1 posters are hung.

Advertising

Print media

- \$700-\$800 is spent on paid advertising in local newspapers, such as the Northern Star, The Byron Shire Echo and the sister newspaper The Northern Rivers Echo.
- Advertisements (and editorials) are also published in literary magazines such as Good Reading and the Griffith Review.

Television

The Festival received up to \$10 000 worth of advertising time on television channel, Southern Cross. Helped in-kind by a local filmmaker who directed and shot the ad, production costs were kept at a minimum.

- The TV ads were run 2 weeks leading up to the Festival and were of lengths of 30 seconds and 15 second grabs.
- The ad was screened despite certain events being sold out, so as to maintain excitement surrounding the Festival.

Cinema advertising

In 2005, a cinema advertisement was used for the first time which came from a sponsorship arrangement with an independent local cinema.

- The cinema ad ran for 2 weeks prior to the festival and was based on the television advertisement.
- Event organisers are considering using the local Byron mainstream cinemas in 2006.

Tourist information/publication/s

The Festival offers sponsorship recognition in return for exposure in a number of publications.

- Two of those are Byron publications: an accommodation guide called “The Byron Guide” and “What’s on in Byron”. Northern Rivers Tourism also offers free exposure.

Publicity

There is a focus on generating publicity for this festival rather than advertising spending.

Publishers are requested to display the Byron Bay Writers Festival logo where the ‘showcased’ books are being sold throughout Australia.

ABC

- Interviews writers and review books that are to be showcased.
- Having national appeal, the festival received in 2005 extensive coverage on Radio National (In the Deep End).
- Festival organisers allow for interviews and editorials with writers and participants post-festival, to continue the interest and attract new audiences.

Youth Program

- In 2005, a youth program was introduced which extended awareness to the families of the 2400 children who participated and their respective schools.

Print media:

- Ten weeks leading up to the Festival the Byron Shire Echo have book reviews written by local celebrities.
- Northern Star publishes book reviews conducted by journalists.
- Literary journals and arts newsletters such as art Reach.

Engaging important personalities from the community to play a role in a particular event also generates publicity (both print and broadcasting) opportunities.

Word-of-mouth is used to supplement the few paid advertisements that are done.

Complimentary tickets

- Given to sponsors, writers and volunteers

Lismore Lantern Parade: 2005 Marketing

Lismore Lantern Parade employs Byron Bay based agency AUM to manage some of their public relations, marketing and new business development. AUM also helps with Sponsors and VIPs' Reception at the parade - in 2005 this was a marquee serving hot chocolate and mulled wine before the show.

Distribution of Promotional Material

Fliers

- 2000 'flier-packages' sent to pre-schools, schools and backpacker hostels and other organisations they cannot hand deliver
- 10,000 fliers distributed via: Visitor Information Centres in Northern Rivers, mid-north Coast, New England and South East Queensland; Arts Councils; Local Government; Schools; TAFEs; Southern Cross University, Griffith University, Queensland University of Technology and University of Queensland campuses; other festivals including the Byron Bay Writers Festival, Bellingen Festival, Lismore Herb Festival; locally hosted events and conferences; Lismore Lantern Parade Stall at regional markets or other stall holders; tourist outlets; back-packer hostels; bus companies; art galleries; and other networks organisations such as the Northern Rivers Writers Centre.
- 1000 fliers are also emailed to a contacts database who are requested to forward the information on to their networks

Posters

- 1500 colour A3 posters included in the flier packages and displayed in Lismore, neighbouring villages and up the South East Queensland coastline
- B&W posters also used to advertise volunteer roles, lantern workshops, carnival band, samba dance, gatekeepers, stalls at fairs and the Lantern Fair and Street Party in community and social service centres, dance schools, TAFEs and clubs.

Banners

- Four large banners displayed in prominent positions around Lismore in the month before the event
- In 2006 small banners are planned for the light poles on gateways roads to Lismore

Website

- Has attracted visitors from overseas including Taiwan, Singapore, the USA, Canada, Holland and the UK. Through their website, event organisers have also received invitations to festivals in Canada, Taiwan, Singapore and the US.

Documentary DVD

- In 2005 Southern Cross University Media students filmed the preparations, the parade and the Fire Event and produced the DVD documentary *Colour of Sound* with a soundtrack composed by Fred Cole. The DVD will be used for promotional purposes and be given to festivals in the US, Canada, Korea and Taiwan who have previously expressed interest.

Advertising

Print media: ads were produced in B&W and colour, with some half-page ads

- Ads in the Northern Star and Northern Rivers Echo for up to 3 months before the Parade.
- Sister newspapers of the Northern Star printed ads in nearby regions
- Ads in local Red Cross fundraising Calendar and in Northern Star pull-out feature for children starting kindergarten

Radio

- Ads on 2NCR FM, COW FM and BAY FM in the three weeks leading up to the Parade.
- Ads on 2LM and ZZZ for two weeks prior to event.

Television

- Three weeks prior, 42 x 30 secs ads - produced by the parade organisers using footage from previous parade - are run on NBN.

Publicity

Print media

- Extensive coverage in the lead up to the event in the Northern Rivers Echo and the Northern Star. Both publications featured a weekly update on the parade by Director Jyllie Jackson from 2 months prior. Thursday before the Parade both papers gave the Festival a full front page and printed maps of the Parade route.
- Coverage in the Sydney Morning Herald, The Courier Mail, NRMA's On the Road, 4 wheel drive magazines, backpacker magazines, Virgin, Qantas and Jetstar's in-flight magazines and BAM magazine.
- Stories in specialist arts publication – such as artReach and Regional Arts NSW e-bulletin
- Listings in local, regional and national arts and events calendars.

ABC

- ABC regional radio features interviews and updates on the Lantern workshops and other community involvement with the Parade
- In 2005 the Parade was featured on ABC Radio National, ABC Digital Radio, ABC 2 Television and on the ABC website *In My Backyard*.
- In 2006 it is hoped that local ABC radio personalities will construct their own lantern and there will be a live broadcast from the Parade.

Websites

- Included on various websites including the DCITA cultural website, the CCD website and the Arts Northern Rivers events calendar.

Complimentary Tickets

- Family tickets sent out to media contacts
- 150 tickets for sponsors and VIPs
- Traditional Custodians and local Elders
- Special seating passes for people with disabilities and senior citizens.

Other

- A special Parade and verandah party takes place in Lismore Hospital Children's Ward sponsored by the Northern Rivers Echo and Woolworths and with volunteer support from the Girl Guides Association.
- Girl Guides can now receive a 'Lantern Badge' for contribution in workshops and participation in the Parade
- In 2005 the Coffee Culture Trail launched on the same day which attracted additional media interest for the Parade. A lantern shaped like a coffee cup was constructed for the Parade.
- Visitors to the farming expo Primex – which finishes on the same day as the Parade - were targeted through accommodation. In the future years promotional material will be sent out with the Primex promotional material to encourage visitors to stay an extra night for the Parade.
- In 2005 the Lismore Chamber of Commerce's Stocktake Sale occurred on the same Saturday. Businesses, the Parade and the Workshop activities all benefited from increased audiences. It is planned to synchronise these events again in coming years.
- A CBD Traders Window Dressing Competition was held in 2005 with 25 local businesses decorating their shops with lanterns and the rainbow theme of the event.
- A Christmas lights collaboration in the community is also being considered with the CBD decorated with Lanterns.
- The Lismore Lantern Parade also participates in many events in regional NSW and Queensland. Safety Sheets are handed out during these performances which include an

invitation to the Lismore Lantern Parade. This has been effective both for interesting people the Lismore Parade and bringing invitations to participate in other events, extending the community's sense of pride in the Parade.

- In 2005 a Taiwanese book, *Festivals around the World*, featured the Lismore Lantern Parade

Surfing The Coldstream: 2005 Marketing

Distribution of promotional material

Fliers

- A festival information stall at the local monthly market organised, where fliers could be distributed amongst market goers from June to September. The stall was an opportunity for locals to come and ask questions about the festival.
- Three or four committee members were available for questioning each Sunday.

Programmes

- A4 size (folded into 3 sections) programmes were available for distribution 3 weeks prior to the Festival.
- Sent to accommodation houses in the region, cafes, service industries, tourist centres, shops, cinema, and pubs and displayed at the market information stall.
- An 8-page wrap-around version of the programme distributed with The Clarence Valley Review and inserted into 'sister' newspapers, The Byron Shire News and the Lismore Echo the day before the commencement of the Festival.
- This increased the programme circulation from 17 000 to 52 000 readers during the week before.

Email

The Yamba Chamber of Commerce collected a database of contacts that the flier was emailed to. The Chamber of Commerce's members make up about a quarter of the lower Clarence area and they in turn were requested to forward them on to their e-lists.

- An estimated 2000 emails were sent with a digital version of the flier

Advertising

Radio

- 2Day FM and FM 104 as sponsors went dollar-for-dollar in production costs
- 30 ads a week were run for the 3 weeks prior to the Festival, receiving air-play throughout the day
- Production costs were reduced by Dom Ferry performing the voice overs for the advertisements himself

Television

- 60 ads were screened on each channel on the weekend prior to the event
- Advertisements on Prime: screened during prime time breakfast shows and evening news
- Advertisements on Southern Cross: screened in the afternoon and evening between shows like 'Everybody loves Raymond' and 'The Simpson's'
- Due to Yamba's location, organisers had to share their advertising potential over two TV channels to cover the whole Clarence Valley-'Prime' broadcasting from both Lismore and the Coffs Harbour

Tourist information/publication/s

- Advertisement purchased in IMAG, a 12,000 strong tourism industry publication by a private media company that operates out of Port Macquarie
- Full back page (A4 size) advertisement in September edition and in return exposure was given in-kind via a quick box mention on the front page
- Editorial attention in the September and October editions was also given

Publicity

Print media

Organisers focused on print media to publicise their event. The Clarence Valley Review with a circulation of about 17 000 became principle sponsors.

- Over the 12 months leading up to the Festival, 34 editorials featuring the Festival were published
- The Daily Examiner (General sponsors) and their weekly known as ‘Coastal Views’ gave extensive editorial coverage
- The Festival was mentioned in a magazine called the “Australian Traveller” who featured Yamba as a tourist destination in the October edition. The Festival was listed in their ‘state events’ calendar

Promotional DVD

Festival organiser, Dom Ferry, compiled his own 3 and a half minute promotional DVD from street theatre footage already in his collection. These theatre and festival images were then interspersed with shots of Yamba- its scenery, the cafes, the shops, the boats and the townspeople.

- DVD screened in the foyer of the town’s cinema alongside trailers for up and coming films
- Shown while cinema patrons waited to be let into the cinema
- Promotional DVD updated 3 times as the line up of performers changed

Community presentations were given by Dom Ferry to inform community groups, clubs, organisations, rotaries and schools of the upcoming festival. At the conclusion, the promotional DVD was then screened, helping the community visualise the festival and build their confidence in the project.

Website

The Festival had its own website www.surfingthecoldstream.com and featured on the Yamba Chamber of Commerce website www.yambansw.com.au in its events calendar.

Merchandise

DVD

- Second one-hour DVD produced post-Festival and features festival highlights
- Sold through the local cinema and shops
- DVD to help organisers financially and maintain interest and community involvement for the future
- To be used as a promotional tool and for funding advocacy

Stickers designed to be stuck onto cars were produced in-kind.

- Sicker seen on local post vehicles and cars of local residents
- Large Logo banners stuck on the Yamba Chamber of Commerce’s Pacific Highway signs approaching Yamba

Caps and t-shirts were sold at the information stalls at the markets the t-shirts and stickers sold at the information stall leading up to the Festival.

APPENDIX ONE : Email Survey of Northern Rivers Event Organisers

1. Name of Event:

Dates of festival:

Estimated Attendance at festival:

How many years has it taken place to this date:

Is it a ticketed or non-ticketed event?:

What are the top 3 priorities for your festival and/or event audience development?

-
-
-

What are the top 3 current challenges facing your event/festival?

-
-
-

2. Funding and Sponsorship:

Please identify the funding and/or sponsorship you receive under each category:

Media Sponsors:

Local Councils:

Others (please list):

3. Marketing:

Please simply delete the marketing that you do not use from this list:

Brochure or flier:

By post

By email

For public pick

Advertisement on:

Radio

Television

Newspaper

Cinema

Poster

Media Story

Tourist Information/publication

Invitations/Complimentary tickets

4. Please identify your professional development needs (top 3):

APPENDIX TWO: Face-to-face Audience Questionnaires

Ballina Rivafest 2005 Survey Form

Hi, I'm working as a volunteer for Ballina Rivafest and I was wondering if you would mind answering a few questions regarding the event?

Q1. Where do you live?

Town/Suburb _____ Postcode _____

Country (if applicable) _____

Q2. Are you visiting Ballina especially to attend Ballina Rivafest?

Yes 1
No 2

Q3. What type of accommodation are you using during your visit to Ballina?

Hotel/Motel/Resort	1	
Guest House/Bed & Breakfast	2	
Staying with Friends/Relatives	3	
Caravan/Camping	4	
Other (specify) _____	5	
Staying at home	6	(Go to Q7.)

Q4. (a) What town are you staying in? _____

(b) For how many nights?

Less than one day	1
1 night	2
2-4 nights	3
5-8 nights	4
9-15 nights	5
More than 15 nights	6

Q5. How did you travel to Ballina?

Car	1
Bus	2
Air	3
Other (specify) _____	4

Q6. As a visitor, what activities have you taken part in, or do you intend taking part in, while you are in Ballina and the Northern Rivers region?

Restaurants/Cafes	1
Pubs/Clubs	2
Shopping	3
Whale watching	4
Visited the Hinterland	5
Visited Byron Bay	6
Beach	7
Attend a movie or show	8
Guided tours or excursions	9
Visit arts and crafts galleries	10
Museums/Heritage sites	11

Q7. How did you find out about the event? (participants can mention more than 1 source)

Word of mouth	1
Local Newspaper	2 Which newspaper(s)? _____
Magazine	3 Which magazine(s)? _____
Radio	4 Which station(s)? _____
Flyer	5
Poster	6
Internet/website	7
Visitor Information Centre	8
Ballina RSL Club newspaper	9
Television	10
Other (specify) _____	11

Q8. Have you attended Ballina Rivafest (formerly Ballina Alive) before?

Yes	1	If yes, how many times? _____
No	2	

Q9. Will you come to Ballina Rivafest again in the future?

Yes	1
No	2
Not sure	3

Please give reasons for your answer

Q10. Please rate the following aspects of Ballina Rivafest?

ASPECT	Exc	Good	Satisf	Poor	V/Poor	n/a
Overall Atmosphere	5	4	3	2	1	n/a
Overall Organisation	5	4	3	2	1	n/a
Parking Facilities	5	4	3	2	1	n/a
Toilet Facilities	5	4	3	2	1	n/a
Crowd control/ safety	5	4	3	2	1	n/a
Signage	5	4	3	2	1	n/a
Food Stalls	5	4	3	2	1	n/a
Cultural activities - Art sculptures - Roving entertainers - Opening Ceremony - Static displays - Markets	5	4	3	2	1	n/a
Heritage activities - Norton Street Heritage trail	5	4	3	2	1	n/a
Water activities - Thundercats - Waterskiing - Wakeboarding - Dragonboats - Baysail - Duck Race	5	4	3	2	1	n/a
Cuisine activities - TAPS Restaurant & Bar - Pelican 181	5	4	3	2	1	n/a
Kids/Family Activities - Sand modelling - Treasure hunt - Amusement rides - Fireshow/fireworks	5	4	3	2	1	n/a
Workshops - Dance workshops - Circus workshops - Gamelan workshops	5	4	3	2	1	n/a
Music - Fatter Than Nusrat - Bourbon Street - Mission Ignition	5	4	3	2	1	n/a

Q11. How many people did you come along with today/tonight?

Number of children under 16 _____

Number of adults _____

Q12. Which days have you attended, or do you plan to attend, Ballina Rivafest?

Both Saturday & Sunday	1
Saturday only	2
Sunday only	3

Q13. What is your main reason for attending Ballina Rivafest?

Q14. Gender

Male	1
Female	2

Q15. Which age group are you in?

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75-84	7
85 +	8

Thank you for your assistance.

Location:	Eastern End Fawcett Park	1
	Western End Fawcett Park	2

Date:	Saturday, 17th September	1
	Sunday, 18th September	2

Time:

Interviewer:

Byron Bay Writers 2005 Festival Visitor Survey

Good Morning/Afternoon.

I am(name) a volunteer helping the *Writers' Festival Committee* find out what the visitors liked and disliked about the Festival, and I would really appreciate a few minutes of your time:

- Q.1 Where do you live? What is your postcode?
- | | |
|--|-------------------|
| Byron Bay - (P/C 2481) | 1} |
| | } Go to Q8 |
| Elsewhere in Byron Shire (P/C) | 2} |
| Elsewhere in Northern Rivers (P/C) | 3 |
| Other NSW (P/C) | 4 |
| Elsewhere in Australia (P/C) | 5 |
| Overseas (specify country) | 6 |

ASK ALL OUTSIDE BYRON SHIRE (i.e. CODES 3, 4, 5 & 6)

- Q.2 What type of accommodation are you using on this trip?
- | | |
|--|--------------------|
| Hotel/Motel/Resort | 1 |
| Guest house/Bed & Breakfast | 2 |
| Staying with friends | 3 |
| Other (holiday house, cabins, caravan) | 4 |
| Staying at home | 5 Go to Q.8 |
- Q.3 Are you visiting Byron Bay especially to attend the Writers Festival?
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
- Q.4 How long are you staying in the Byron Bay area?
- | | |
|-------------------|---|
| Less than one day | 1 |
| 1-3 days | 2 |
| 4-6 days | 3 |
| 7-14 days | 4 |
| More than 14 days | 5 |
- Q.5 How did you travel to Byron Bay?
- | | |
|----------------------|---|
| Air | 1 |
| Train or Bus | 2 |
| Car | 3 |
| Other (specify)..... | 4 |

Q.6 Which of these activities have you taken part in or do you intend taking part in while you are in Byron Bay? -
[SHOW CARD A] You may mention any number. PROBE. **Any Others?**

- Beach to swim, surf, drive, walk, etc. 1
- Visit National parks, bushwalking, rainforest 2
- Go whale/dolphin-watching 3
- Visit the hinterland 4
- Play golf, tennis or other sports 5
- Other activities such as horse riding, or rock climbing, etc 6
- Visit arts & crafts, galleries, etc. 7
- Go on guided tours or excursion 8
- Eat out in cafes/restaurants 9
- Visit pubs, clubs, discos 10
- Go shopping 11
- Massage, yoga, health treatments, etc. 12
- Other (specify) 13

Q.7 Where have you eaten or intend eating in Byron Bay?

- Only at Festival at Beach Resort 1
- At restaurant/café in Byron Bay 2
- At restaurant/café elsewhere in area 3

Q.8 **ASK ALL RESPONDENTS**

(a) How did you find out about the Festival?

- Radio 1
- Flyer, brochures, posters 2
- Byron Bay/Government Tourist Bureau 3
- Northern Rivers Writers' Centre 4
- Newspaper 5
- Internet/ website 6
- Television 7
- Word of mouth 8
- Other (specify)..... 9

(b) Have you seen or heard the Festival advertised on **(READ AND CIRCLE IF YES)**

- Television 1
- Radio 2

Q.9(a) Have you attended the Festival before?

- Yes 1
- No 2

(b) **IF YES** - how many times have you attended, including this one (up to 9)

Q.10(a) Would you come again next year?

- Yes 1
- No 2

(b) IF NO - Why not? **PROBE** Any other reasons?

.....

Q.11(a) How convenient or easy is the festival site to get to? **READ**

- Very easy/convenient 1
- Fairly easy/convenient 2
- Not that easy/convenient 3
- Not at all easy/convenient 4

(b) Did you attend any events at other venues?

- Yes 1
- No 2 **Go to Q.12**

(c) **IF YES** - How convenient or easy is the venue to get to? **READ**

- Very easy/convenient 1
- Fairly easy/convenient 2
- Not that easy/convenient 3
- Not at all easy/convenient 4

Q.12 How many days have you/will you attend the Festival? Days.....

Q.13 (a) Have you attended or do you plan to attend a workshop at the Festival?

- Yes 1
- No 2 **Go to Q.14**

IF YES

(b) Did you come to Byron Bay earlier especially to attend a workshop?

- Yes 1
- No 2

Q.14 (a) And now, finally, could you please rate a few aspects of the Festival according to this card (**SHOW CARD B**) - **READ**

ASPECT

	<i>Exc</i>	<i>Good</i>	<i>Satis-</i>	<i>Poor</i>	
<i>Very</i>					
			<i>factory</i>		
<i>Poor</i>					
Overall atmosphere of Festival	1	2	3	4	5
Overall organisation of event	1	2	3	4	5
Quality of program, i.e. speakers	1	2	3	4	5
Variety of topics covered	1	2	3	4	5
The bookshop facility	1	2	3	4	5
Venue generally	1	2	3	4	5
Quality of food at venue	1	2	3	4	5
Ease of buying a ticket	1	2	3	4	5
Value for money	1	2	3	4	5

IF QUALITY OF FOOD RATED POOR / VERY POOR ASK

(b) Why did you rate the food.....(PROBE) any other reasons?

.....

- Q.15 Are you a member of the Northern Rivers Writers Centre?
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
- Q.16 Do you consider yourself to be a writer, a reader, or both?
- | | |
|--------|---|
| Writer | 1 |
| Reader | 2 |
| Both | 3 |
- Q. 17 Now, into which of the following age groups do you fall (**SHOW CARD C**)
- | | |
|-------------|---|
| 15-24 Years | 1 |
| 25-44 | 2 |
| 45-64 | 3 |
| 65 and over | 4 |

SEX

- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

BACKGROUND

- Are you from a Non-English speaking background?
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
- Do you identify as Aboriginal or Torres Strait Islander
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |

READ

Many thanks for your help

Date:

Interviewer:

- Location:**
- | | |
|---------------|---|
| Marquee: | 1 |
| Lakehouse | 2 |
| Dining Room | 3 |
| Café/Bookshop | 4 |

Lismore Lantern Parade 2003 Survey

General Survey (prepared by Jyllie Jackson)

1. Where do you usually live?Post Code.....
2. If you live out of the area, are you staying in Lismore? Motel Caravan Park Friends or Family, Other
3. Did you come to Lismore or especially for the parade? YES/NO
4. Did you bring your children to the parade? YES/NO
5. Have you been to the parade before? YES/NO
6. How old are you? Under 25yrs; 26-40yrs; 41-50yrs; 51-65yrs; over 60yrs
7. Will you eat out in Lismore tonight? YES/NO
8. How much do you estimate you will spend in Lismore tonight/this weekend - \$less than \$10 \$10 - \$50 over \$50
9. How did you hear about the parade?
 - TV;
 - Radio - ABC, 2NCR, 2LM, 3Z;
 - NR Echo;
 - Northern Star
 - Posters/Flyers
 - Word of mouth
 - Other
- 10 Do you know who Sponsored the Lismore Lantern Parade?..... .Can you name some.....
- 11 What did you like best about the Lismore Lantern Parade?
.....
- 12 How can we improve the event?
.....

Thank you for participating in our survey

Richmond Valley Council Event Survey

We would appreciate you spending 5 minutes of your time to complete this survey. The information you provide will be **completely confidential** and will help identify the economic impact of the Coraki Artsfest to the Richmond Valley.

Q1 Where do you normally reside?

Postcode _____

Q2 How many night do you expect to stay in the Richmond Valley?

Nights _____

Q3 In **which town** are you staying for this visit?

Town _____

Q4 What **type of accommodation** are you staying in this visit? (please tick)

<input type="checkbox"/>	Motel
<input type="checkbox"/>	Bed and Breakfast
<input type="checkbox"/>	Caravan Park
<input type="checkbox"/>	Camping
<input type="checkbox"/>	Staying with Friends/Relatives
<input type="checkbox"/>	Other (please specify) _____

Q5 **How many people** are travelling with you in the region?

Adults _____ Children _____

Q6 Are you visiting the **especially for the (your event)?** (please tick)

Yes No

Q7 **How did you find out** about the (your event)?

<input type="checkbox"/>	Word of Mouth (1)
<input type="checkbox"/>	Television (2)
<input type="checkbox"/>	Newspaper/Magazine Article (3) (please specify) _____
<input type="checkbox"/>	Newspaper/Magazine Advert (4) (please specify) _____
<input type="checkbox"/>	Web Site (5)
<input type="checkbox"/>	Other (6) (please specify) _____

Q8 How do you **perceive this event?** (please tick)

<input type="checkbox"/>	Family Focused (1)
<input type="checkbox"/>	Just for Artists/Art Industry (2)
<input type="checkbox"/>	Balance of Both (3)

Q9 Is this **your first time** at our (your event)? (please tick)

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No - please specify how many times you have attended _____

Q10 **How do you rate** the (your event)?

<input type="checkbox"/>	Very pleasing
<input type="checkbox"/>	Average
<input type="checkbox"/>	Needs improvement

Q11 What was your **favourite aspect**? (please specify)

Q12 Is there an **activity that you felt should have been included** but was not available?
(please specify)

Q13 **Overall comments** on the (your event) as an event. (please specify)

Q14 Are you? (please tick)

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

Q15 What is your **age** bracket? (please tick)

<input type="checkbox"/>	15 - 19 years (1)
<input type="checkbox"/>	20 - 29 years (2)
<input type="checkbox"/>	30 - 39 years (3)
<input type="checkbox"/>	40 - 49 years (4)
<input type="checkbox"/>	50 - 59 years (5)
<input type="checkbox"/>	60 or older (6)

Q16 What is your **estimated expenditure** in the Richmond Valley during this visit? We would appreciate you including all spending made by you or likely to be made by you and all members of your family.

- a) Accommodation (including pre-paid)
\$ _____
- b) Meals, Food and Drinks (not spent at Art Prize)
\$ _____
- c) Meals, Food and Drinks at the Art Prize
\$ _____
- d) Other entertainment during your visit?
\$ _____
- e) Transport in the Richmond Valley (e.g. taxis, petrol, car hire, repairs)
\$ _____
- f) Personal Services (e.g. hairdressers, beauty, medical, laundry)
\$ _____
- g) Other expenditure (e.g. film, gifts, souvenirs etc)
\$ _____

Thank you from the Richmond Valley Community. Your assistance will help make this event an even greater success next year.

APPENDIX THREE: Self-completion Audience Questionnaires

Regional Arts NSW 2006 Audience Survey

Regional arts organisations would like to find out how local arts events meet your needs. Please take a few minutes to fill out this questionnaire and return it. The information collected will be confidential, anonymous and used to improve services for you. Please fill out only one survey only during your visit.

THANK YOU FOR TAKING PART

1. How many times have you attended _____? (please tick **ONE** only)

- This is my first ever visit ₁
 Once ₂
 2 or 3 times ₃
 4 or 5 times ₄
 6 to 10 times ₅
 11 times or more ₆

2. How did you hear about _____? (please tick **ALL** that apply)

- Brochure or flier ₁ Picked up ₂ By e-mail ₃
 Poster ₄
 Media story ₅
 Advertisement ₆ Radio ₆ Television ₇ Newspaper ₈ Cinema ₉
 Read or heard a review ₁₀
 Someone I know told me ₁₁
 Tourist Information/publication ₁₂
 Information on Internet ₁₃
 By invitation or free ticket ₁₄
 Other source (please state) ₁₅ _____

3. We would like to know the **3 main reasons** why you came to this event.
 (Please tick **UP TO THREE (3)** only or your answer will not be counted)

- A media story I heard or read ₁
 An advertisement or promotional material I saw ₂
 I have heard good things about it ₃
 I came with family members and/or friends, OR ₄
 I brought family members and/or friends with me ₅
 To meet up with family and/or friends ₆
 I like coming to this venue ₇
 The reputation of the artists and performers ₈
 As part of an organised group excursion, OR ₉
 I came on a school trip ₁₀
 To support local events in _____ ₁₂
 To try something new ₁₃
 To have a good time out ₁₄
 I know someone who is part of the event ₁₅
 Other reason (please state) ₁₆ _____

4. Thinking about your experience here, how would you rate the following?

	Excellent	Good	Average	Poor	Not applicable
Ease of finding out information in advance of coming here	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Being an easy place to get to	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Value for money (<i>if applicable</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Ease of buying a ticket (<i>if applicable</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Parking	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Refreshments	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Comfort of the venue	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Toilet facilities	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Helpfulness of staff and volunteers	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Accessibility of the venue	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Quality of information at venue (<i>signage, program information etc...</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Temperature of venue	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Your overall experience	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

5. If you answered “poor” to any above, please give a bit more detail so we can improve in future.

6. What specifically have you enjoyed about your attendance at this event?

7. Is there anything, specifically, that would have made your visit more enjoyable?

8. Would you come again? Yes ₁ No ₂

9. Since this time last year, how many times have you been to the following:

	Have not attended	Once	2 or 3 times	4 or 5 times	6 to 10 times	11 times or more
Art Galleries	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Museums	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Libraries (<i>excluding school, college or university</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Cinemas or drive ins	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Classical music concerts	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Other music concerts (<i>rock/jazz/pop/folk etc</i>)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Musicals and opera	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Theatre performances	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Dance performances	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Variety shows or revues	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Circus or physical theatre	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Festivals	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

10. Where do you usually live? (name of rural locality/ town/ city/ or other country)

11. Postcode _____ 12. Local Council/Shire Area _____

13. How far did you travel to get here? (approximate kilometres)

0 to 10 kms ₁ 141 to 280 kms ₄
11 to 70 kms ₂ more than 280 kms ₅
71 to 140 kms ₃

14. Are you? Female ₁ Male ₂

15. What is the level of your highest qualification? (please tick ONE only)

Still at school ₁ Advanced Diploma ₅
Year 10 (or equivalent) ₂ Bachelors degree ₆
Year 12 (or equivalent) ₃ Graduate Diploma/Certificate ₇
TAFE Certificate (or equivalent) ₄ Postgraduate degree ₈

16. What is your main occupation? (please tick ONE only)

Full-time paid work ₁ as _____
Home duties ₂
Part-time paid work ₃ as _____
Retired ₄
Self-employed ₅ as _____
Student ₆
Unemployed ₇
Other ₈(please state) _____

17. What best describes your gross (before tax) yearly income, including pensions and benefits?

\$0 to \$4159 ₁ \$26,000 to \$36,399 ₅
\$4160 to \$8,319 ₂ \$36,400 to \$51,999 ₆
\$8,320 to \$15,599 ₃ \$52,000 to \$77,999 ₇
\$15,600 to \$25,999 ₄ \$78,000 + ₈

18. Which of the following age groups includes your age?

Up to 24 years ₁ 55 to 64 years ₅
25 to 34 years ₂ 65 to 74 years ₆
35 to 44 years ₃ 75 years and over ₇
45 to 54 years ₄

19. **IF YOU ARE A VISITOR TO THIS REGION**, how long are you staying in the area?

One night (overnight) ₁ 4 to 7 nights ₃
2 to 3 nights ₂ 8 nights or longer ₄

20. Did you stay in? The home of a friend or relative ₁
Paid accommodation ₂

21. Was the reason for your visit to the area for [Event]? Yes ₁No ₂

THANK YOU FOR YOUR TIME

If you would like to be added to a mailing list to hear about upcoming arts events at the _____, please write your name and address here. (Remember, all responses to this survey will be treated as anonymous and confidential.)

Name _____

Address _____

Postcode _____

E-mail _____

Ulmarra River Festival 2005 Visitor Survey

We are conducting this survey to establish future direction and promotion of our festival. Your time and participation with this survey is greatly appreciated.

1. Which age group best describes you?
 Under 21 21 – 30 31 – 40 41 - 50 Over 50

2. How many people are with you today? ___ Adults ___ Children

3. What is your means of transport today?
 Private Car Public Transport Bus/Ferry Tour Other

4. Where do you usually reside? Overseas
If so which Country

 Australia
Town and Post Code

5. What is the main reason for your visit to the Clarence Valley?
 Ulmarra River Festival Holiday Visiting Friends and
Relatives Business
 Other _____

6. If applicable, how long are you staying in the Clarence Valley?

7. Have you previously visited the Ulmarra River Festival?
 No Yes (2002 2003 2004)

8. What do you consider to be the highlights of the Ulmarra River Festival?
 Entertainment Markets Bush Poets Breakfast Displays
 River Events
 Other _____

9. Where are you staying?
 Friends and Relatives Paid Accommodation Other

10. How did you hear about the Ulmarra River Festival?
 Word of mouth Newspaper Radio (2GF ABC
FM104.7)
 Television Other

Do you have any suggestions or comments to assist us in improving the festival?

Thank you. We hope you enjoy the Ulmarra River Festival

Festivals & Events in the Northern Rivers of NSW:

77177

a profile of 18 regional, cultural festivals and their audiences