

# FeNaCING Festival 2017



## Final Event Report

## Table of Contents

Event Description.....	3
Attendance Numbers .....	5
Marketing.....	5
City of Karratha – sponsorship entitlements .....	6
Event Budget .....	6
Evaluation .....	9

## **Event Description**

- FeNaCING Festival is the biggest festival held in Karratha each year.
- Activities include food and market stalls, fireworks entertainment for children and adults, show rides, show side alley and displays by local businesses as well as community groups and schools.
- The event this year was a huge success as it has been in previous years starting with the new Friday night street parade, the best local event every held in the City of Karratha.

## **Event Management, Planning and Objectives**

- The purpose of FeNaCING Festival is to provide the Karratha and surrounding communities with a free entry event for all members of the community. Funds raised by the Lions Club of Karratha Dampier are donate back to the community of the City of Karratha. A new initiative in 2017 was to change the Float parade from Saturday morning aong Searipple Rd to Bulgarra Oval to a Street Parade on Friday night in the city centre. This proved to be very successful and attracted a lot of interest and engagement from the local community and will be adopted in future years.
- The organiser of the Festival is the Lions Club of Karratha Dampier Inc. We invite other community organisations to help with running of events.
- Our application advises that we will run a successful festival and we achieved that based on the feedback we received from the Mayor of Karratha and being voted the best in Karratha by the listners of 1260 spirit and red FM Karratha.

## **Community Support**

**Describe the local community support from local businesses, community groups, local government authorities, volunteers, regional tourism organisations and visitor centres.**

Apex of Karratha ran the Iron man competition on Saturday and Tug of War on Sunday afternoons. This proved to be very popular with people of all ages coming down to the oval to cheer on the local competitors. The Autumn Club helped with the decorated cupcake competition which was a huge success with the kids.

We also ask other community organisations, sporting clubs and schools to help with various things like security and rubbish management. Donations are provided to assist the various groups with vital funding that helps to maintain a wide range of activities for people of all ages to participate in throughout the year.

Many local business have stalls at the Festival which helps to maintain the range of services that the community relies on when living in a remote location. Local groups that provide a valuable service to the City of Karratha provide information to the public e.g. Fire and Rescue, Men's Regional Health, St Johns, conservation groups and much more. A highlight of this year's festival was discounted helicopter flights over the area adjacent to the City of Karratha providing the opportunity for locals and visitors to the region to have an ariel view of everything that the region has to offer.

Support was provided by the WA police in Karratha with their presence on the ground as well as providing a public information service on crime prevention. The police donate a cool room to assist the Lions club with catering for the volunteers and visiting entertainment.

Other business assisted with the setup of the event by providing transport, lighting towers, fencing, toilets etc.

Entertainers were accommodated in the Karratha Village and transport was donated by the Pilbara Motor Group and Thrifty.

A free skin cancer check was provided to people by the Lions Cancer Screening bus.

Please provide a detailed list of local providers/suppliers engaged e.g food and beverage, equipment hire, accommodation etc.

Karratha Village  
Pilbara Motor Group  
Thrifty  
Coats Hire  
Karratha Police  
Karratha State Emergency Service – firework safety, radios, transport  
Karratha Volunteer Fire and Rescue  
St John Ambulance  
United Party Hire  
GCS  
Nelson Waste  
Karratha International  
Embroidery Excellence  
Pilbara News  
Spirit Radio  
Ice King WA  
Karratha Signs  
Karratha Building  
Signature Music  
Site Pics  
Tambrey Centre  
REFAP  
Karratha Bikers Association  
West Pilbara Softball Association  
Karratha BMX  
Karratha Netball  
Aus-kick

### Recommendations for future improvement

- Outline areas for improvement documenting how these will be amended for future years

Area For Improvement	Improvement Plan
Traffic Management for the Street Parade	Ensure all roads are closed and that there is a central area for all participants to congregate at the end to allow the judging and prize giving to take place on Friday night.
Street Parade Marshalling	Have a dedicated area for each group to assemble and then join the parade. This will streamline the start of the parade

The number of Volunteers	Actively seek to recruit more local people to assist with the organisation of the event both prior, during and after the festival.
Assistance with Grant Applications	Look for training and experienced volunteers to complete grant applications
Transport of Equipment	Single point of contact to organise the movement of equipment from suppliers to the oval
Pack Up of the Event	Additional resources for deconstruction of the festival ground
Conflicting Events e.g. City to Surf on same weekend restricting access to the event on the Sunday morning.	Avoid conflicting events on the same weekend so that roads are not closed off limiting access to the event. Ensure event dates are provided as early as possible. Note this event is always held on the first weekend in August to align with the August Public Holiday.

## Event Funding

- Describe what the City of Karratha funding went towards.

The city of Karratha funding went towards the following:

- Fireworks
- Entertainment e.g Stage, music/sound/lighting, bands and other acts on stage

## Attendance Numbers

Estimated total number of attendees: 30,000

Estimates total number of (if applicable):

*Artists: 320*

*Spectators: 30,000*

*Competitors: 450*

*Stall holders: 189*

*Other (please state):*

## Marketing

Detail the marketing activities undertaken to promote your event using the below table. Please also attach examples of your marketing from the event (eg poster)

Marketing				
Marketing undertaken:	Local	State	National	International

<b>Print – Magazines</b>	FeNaCLNG Program	WA		
<b>Print – Newspapers</b>	Pilbara News			
<b>Radio</b>	Spirit			
<b>Television advertising</b>	TV Advert GWN 7			
<b>Other:</b> Brochures/flyers, mail out, posters, outdoor signage				
<b>Online:</b> Event website, online banner advertising, search engine optimization/marketing and online event listings.	Web Page: <a href="http://www.lionsclubofkarrathadampier">www.lionsclubofkarrathadampier</a>  City of Karratha website			
<b>Social media:</b> Facebook, Twitter, YouTube etc	Facebook – Lions Page, Karratha Community Facebook Pages,			
<b>Public Relations:</b> Media releases, invite and/or host journalist, event launch, radio interviews and media opportunities / stunts	Margaret Bertling event MC, Radio Interview on Spirit before and during the event.			

### City of Karratha – sponsorship entitlements

- List the ways City of Karratha was recognised as a sponsor for the event/s
  - Signage displayed at event – welcome arch near the rec club entrance
  - Logo on marketing – program front page, sponsors page, TV advert
  - Mention on radio campaign- yes advert and on TV advert pre and post event
  - Announcement by MC – several throughout the weekend. Opening by Peter Long and Mark McGowan
  - Any other

### Event Budget

Provide a detailed final event budget, including all income and expenditure.

Column1	Column2	Column3	Column5	Column6	Column7
<b>FeNaClNG Festival 2017</b>					
<b>Sponsorship &amp; Income</b>			<b>Expenses</b>		
	<b>Cash \$ ex GST</b>	<b>In kind</b>	<b>Cash \$ ex GST</b>	<b>In kind</b>	
City of Karratha	\$60,000.00	\$20,000.00			
City of Karratha - Q Grant	\$1,500.00				
Woodside	\$50,000.00				
Dampier Salt	\$2,700.00				
FMG	\$5,000.00				
Citic Pacific Mining	\$3,000.00				
Yara Pilbara	\$16,500.00		\$16,500.00		Arty Bellas
Horizon Power	\$5,000.00		\$5,000.00		Street Parade
RIO TINTO	\$9,500.00				
Coates Hire			\$1,300.00	\$16,500.00	6 Toilet block, light towers, barriers
GWN7			\$8,000.00	\$48,500.00	TV advertising
Nielsen Waste				\$2,650.00	Water and pump out of Toilets
Plumbing				\$1,320.00	plumbing of toilets
Spirit Radio / Pilbara News			\$2,650.00	\$8,500.00	Print Ads & Radio Ads Interview / Survey
BGC Contracting				\$1,100.00	Temporary Fencing
Karratha International		\$1,500.00			Accommodation
RGR				\$1,000.00	Transport of toilets, light towers Generators
Pilbara Heavy Haulage				\$1,000.00	Transport of toilets, light towers Generators
Qube				\$6,600.00	Transport of toilets, light towers Generators
Ausolar				\$4,400.00	Electrical Compliance certificate
Flights			\$26,230.00		Qantas & Virgin Booked with Everywhere Travel
Pilbara Motor Group				\$2,800.00	Cars for entertainers,
Guest Bands			\$36,400.00		
Children's Entertainment			\$33,100.00		
Other Entrainment			\$6,650.00		
Local Bands			\$4,500.00		
Everywhere Travel		\$1,200.00		\$1,200.00	Spirit radio Survey
Thrifty Car Hire				\$2,300.00	

Water Corporation				\$1,200.00	Bottled water for Volunteers
CAT Energy				\$9,600.00	Generators
Ausco				\$1,300.00	2 Dongas - Change rooms
Watt	\$700.00		\$700.00		street parade
North West Waste Alliance				\$2,600.00	
Bankwest	\$1,000.00		\$1,000.00		
Battery World			\$2,300.00	\$600.00	
Flick				\$200.00	
Monadelphous				\$1,800.00	Supply and erect shade
Karratha Village			\$5,020.00	\$5,140.00	
Liftequipt				\$3,850.00	Hire and Transport of Forklifts
Lions Volunteer Hr @30p/hr				\$43,600.00	
Nova				\$2,400.00	
Lions Skin Cancer Bus				\$5,000.00	Skin Cancer checks
Fuel			\$6,500.00		
Karratha BMX			\$1,000.00		Gate security
Fireworks			\$25,000.00		
Prison of Roebourne			\$200.00	\$720.00	Fire work collection
Thunderbolts Netball			\$1,000.00		Rubbish collection
Karratha Netball Assoc			\$1,000.00		Rubbish collection
Footballers			\$500.00		Rubbish collection
Refap			\$300.00	\$1,200.00	Erection of temp fencing for fireworks
Pilbara Traffic Management			\$2,310.00		Street Parade traffic management
United Party Hire			\$5,300.00		street parade carnival and marquee hire
Woolworths		\$1,000.00		\$1,000.00	food for guest chef
Stage Hire			\$10,000.00		
Sound Equipment			\$16,500.00		
MC / Photographer			\$4,000.00		
Toilet Cleaning			\$2,500.00		
Consumables			\$3,500.00		Toilet paper, cleaning supplies, general supplies
WA Ice				\$500.00	Ice Freezer
Insurance			\$2,500.00		
WA Police				\$500.00	Coolroom
SINWA				\$1,000.00	Coolroom
Stallholders	\$98,645.00				
Lions Bar	\$64,126.00		\$35,259.00		
Chubb				\$390.00	
Total	\$317,671.00	\$23,700.00	\$266,719.00	\$180,470.00	



Financial statements for the Event must be supplied and certified by the Event Holder's Chief Financial Officer or Accountable Officer. Please see declaration below which must be signed.

Declaration: I, the undersigned, being the Treasurer (insert title)  
of Lions Club of Karratha Dampier  
(insert organisation name), confirm that the funding was used for the Event as per the sponsorship agreement.

Signed: KDonohoe

Date: 12/11/17

### **Evaluation**

Describe how you measured the success of your event, the achievement of your event objectives (i.e. surveys, ticket sales, feedback etc.)

Include any highlights or key achievements of your event.

Peter Long heralded the street parade as the best attended community event in the history of the City of Karratha. The club was asked to repeat this event format next year as it attracted a wide range of local groups, schools and volunteer organisations and brought the public out to Sharp Avenue.

Premier Mark McGowan attended the opening and complemented the Lions club on the event.

The event is to be featured on an ABC documentary – Backroads.

We received more than 60 applications from stall holder wishing to return to the event next year.

Attendees at the fireworks and Proud Mary concert completely filled the available space on the oval.

Winning Best of Karratha 2017 – voted best event by the listeners of 1260 spirit & Red FM

### **Images/Event Footage**

Please provide City of Karratha with access to any copies of photographs, DVD's and video footage of the Event. City of Karratha is hereby allowed to use such material to promote the Event and for publicity purposes.

Please include a disc or USB of images alternatively you can email them to:  
[emily.zimmerle@karratha.wa.gov.au](mailto:emily.zimmerle@karratha.wa.gov.au)