

RED EARTH ARTS FESTIVAL

31 August—9 September 2018



RED
EARTH
**ARTS
FESTIVAL**

31 AUGUST-9 SEPTEMBER 2018

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INTRODUCTION

The City of Karratha's 2018 Red Earth Arts Festival was presented in partnership with Rio Tinto with the **vision** to deliver a ten-day arts festival that increases community engagement and interaction in arts and cultural events and activities that foster community ownership and sense of place. REAF 2018 was also to celebrate diversity within the community and create a shared sense of identity.

Now in its ninth year, REAF has forged its place as one of the region's most anticipated festivals with a diverse and vibrant program of events carefully selected to appeal to people of all backgrounds. REAF was hosted from 31 August—9 September 2018 with a total of eleven events presented throughout the City of Karratha.

Performing Arts Connections (PAC) and Performing Arts Exchange (PAX) held their conference in the Red Earth Arts Precinct (REAP) from Sunday 2—Thursday 6 September, 2018. REAF dates were brought forward to this time to coincide with the conference. Combining with PAC/PAX provided a unique opportunity to expose Karratha to diverse art and culture content. Some income and expenditure as outlined within this brief sat with REAP and PAC. It also imposed restrictions on timing of events that did not suit our local attendees. Officers recommend that this combination of conference and festival on such a scale not be agreed to in future.

REAF OBJECTIVES

- ◆ Reach an estimated attendance of 8,466
- ◆ Offer an event program that caters to a variety of audiences with eleven diverse and culturally rich events
- ◆ Deliver a colourful, dynamic and engaging marketing campaign to promote REAF as the region's premier annual arts festival.
- ◆ Build awareness of REAF locally, in wider Pilbara locales and state-wide through strategic marketing

This final report outlines the outcomes achieved at 2018 REAF.

ATTENDANCE

This year an estimated total of 8,630 patrons attended REAF which is a minimal 4% decrease on 2017. This exceeded the estimated attendance of 8,466, a reduction from 2016 and 2017 expected due to diversifying content for 2018 as well as more content being on offer year-round with the opening of the Red Earth Arts Precinct in April 2018.

EVENT	DATE	GENRE	VENUE	TICKET	ATTENDANCE/ CAPACITY
Launch	Fri 31 Aug	Car Park Party	REAP Amphitheatre, Karratha	\$FREE	4000/5000
Junior—Big Bounce Workshops	Sat 1 & Sun 2 Sept	Children	REAP Amphitheatre, Karratha	\$15	60/60
Junior—Public Jumping				\$10	556/560
Junior—Performance Only				\$FREE	360
				\$35: adult	195
Culture #1 (Modern Maori Quartet)	Sat 1 Sept	Cultural Music	REAP Amphitheatre, Karratha	\$15: 5-17	36
				FREE: 0-4	20/1200
Culture #2 (Welcome to Country)	Sun 2 Sept	Community Concert	REAP Amphitheatre, Karratha	\$FREE	300/1200
Culture #3 (Kimberley Echoes)	Sun 2 Sept	Theatre / Music	REAP Theatre, Karratha	\$25	265/447
Theatre (Bali)	Mon 3 Sept	Theatre	REAP Theatre, Karratha	\$25	271/447
Culture #4 (Tjaabi—Flood Country)	Tues 4 Sept	Cultural Performance	Ngurin Cultural Centre, Roebourne	\$FREE	500 (estimated)
Theatre (Skylab)	Wed 5 Sept	Theatre	REAP Theatre, Karratha	\$35	323/447
Comedy (The Umbilical Brothers)	Thurs 6 Sept	Comedy	Rambla Bar & Bistro, Wickham	\$30	102/120
	Fri 7 Sept		REAP Theatre, Karratha	\$45	436/447
Up Late (The Orchid and the Crow)	Sat 8 Sept	Theatre and Supper	REAP Theatre, Karratha	\$55	48/447
Dance Fusion—11AM	Sun 9 Sept	Dance	REAP Theatre, Karratha	\$5	433/447
Dance Fusion—4PM					452/463 (AA in)
					8,630

REAF LAUNCH

Timing: 6-10pm Friday 31 August

Location: Red Earth Arts Precinct Amphitheatre, Car Park and Lobby, 27 Welcome Rd, Karratha

Cost: \$Free

Attendance: 4000 / 5000

HIGHLIGHTS

- ◆ Performances by Legs On The Wall, Groove Train and a community music set
- ◆ Welcome to Country by Pansy Hicks, welcome speech from Mayor Peter Long and Rio Tinto representative Chris Osborn (General Manager Ports Cape Lambert)
- ◆ The Mask Family (Lollypop Ladies), Dance FX and Unicycle Riders roving performances
- ◆ Sutu Eats flies; Live Augmented Reality presentation
- ◆ Free children's activities: Amusement rides, face-painting, glitter tattoos
- ◆ Pop-out catering, food vans and 16 market stalls

OTHER CONSIDERATIONS

- ◆ To address conflicting feedback on venue, compare moving REAF Launch to the intersection at The Quarter as in previous years and look at cost and space comparisons.
- ◆ Increase REAF branding at event
- ◆ All other elements of REAF Launch can be delivered as in previous years

"Move the REAF launch back to the old location...much better atmosphere than in the car park at REAP"

"Put the launch back on the street it was way too cramped this year and lost the atmosphere"

"Beautiful venue. Really good having the stalls in the carpark instead of street. More contained and festive feeling"

"Congratulations on working towards a more cultural and artistic centre for the community and visitors to the area Bounce performance was a great choice to engage the children and provide great performance as well"

"The REAF launch was fantastic. Really well organised and a lot of fun with a nice vibe"

"Need more Art!"



REAF JUNIOR (LEGS ON THE WALL)

BIG BOUNCE WORKSHOP

Timing: 9am + 1.30pm Saturday 1 September
9am + 1.30pm Sunday 2 September

Location: REAP Car Park, 27 Welcome Rd,
Karratha

Cost: \$15 each/hour

Attendance: 60/60

HIGHLIGHTS

- ◆ Legs On The Wall brought a whole lot of trampoline fun to REAF 2018! 6x 25-minute breathtaking performances of Highly Sprung were each followed by a session of public jumping, where the audience had a quick turn at jumping on the set
- ◆ Jump socks and ice cream included in ticket price
- ◆ Legs On The Wall performances were programmed as a free event of a nationally acclaimed performance. The jumping sessions with the public gave children a chance to learn and to try the activity themselves which generated a small return.
- ◆ Free children's activities were available, with craft, mermaid appearances, glitter tattoos and face painting
- ◆ Food vans were available for some of the sessions as well as the REAP kiosk

OTHER CONSIDERATIONS

- ◆ Ensure marketing and communication is clear to manage patron expectations
- ◆ Consider time of outdoor physical activities with regards to heat and shade for performers and patrons

"I was very impressed and look forward to next year and the years to come. What an amazing building with non-stop free entertainment all year round. Thank you"

"This year's opening and children's activities were substandard to past years. The 'off the wall' was average to say the least"

"Better communication on tickets re: start times would be helpful"

"The jump off the wall was incredibly hot & the little shade just blocked the view so had to sit in front with no shade"

"Different acts like the legs on the wall was different, in a good way"



REAF CULTURE #1 MODERN MAORI QUARTET

Timing: 6.30-9pm Saturday 1 September

Location: REAP Amphitheatre, 27 Welcome Rd, Karratha

Cost: \$35 (adults), \$15 (5-17yrs), Free (0-4yrs)

Attendance: 195 (adults), 36 (5-17yrs), 20 (0-4yrs)
251 / 1200 (total attendance / maximum capacity)

HIGHLIGHTS

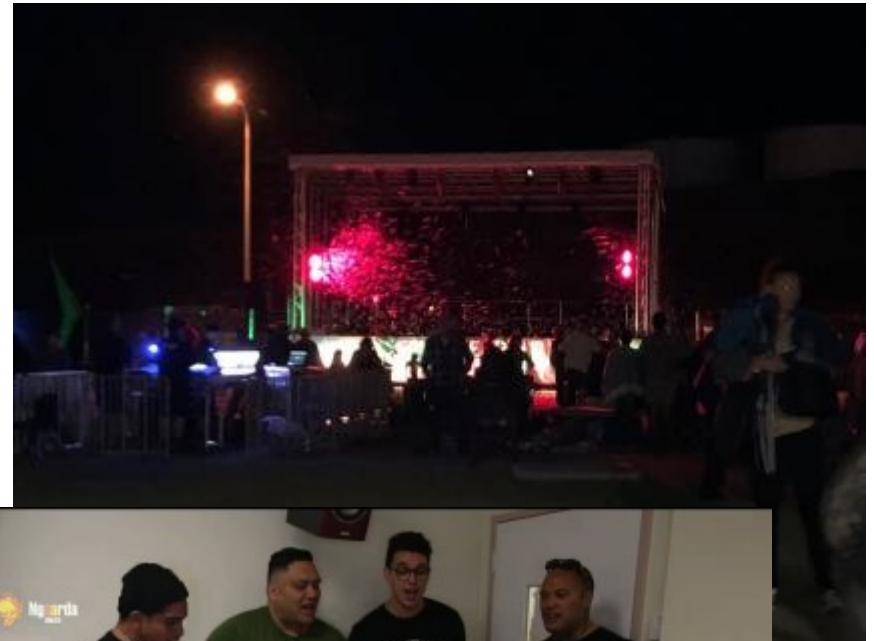
- ♦ Extremely well-received performance by the Modern Maori Quartet (MMQ), all the way from New Zealand
- ♦ BYO picnic + seating and mobile food vans on site
- ♦ Local radio personality, Pablo Miller was MC
- ♦ MMQ attended Yaandina Aged Care for a 15 minute free performance for residents at 9.15am Friday 31 August
- ♦ MMQ ran a 60 minute workshop at Karratha Senior High School with music students at 11.05am Friday 31 August

OTHER CONSIDERATIONS

- ♦ Increase resources to provide better management of community engagement opportunities
- ♦ The low attendance was believed to have been partially due to AFL and local football finals as well as the Pannawonica Rodeo

“Modern Maori Quartet were amazing and their voices were fantastic. It’s a shame it clashed with the Panna rodeo with this year it attendance would’ve been higher”

“Keep going with REAF, it’s awesome! I liked the how you brought in people from outside if Karratha and WA and Australia! They get to experience our uniqueness! And go and take tell everyone about us! We get to experience a bit of outside the Pilbara too!!”



REAF: MODERN MAORI QUARTET

Ngaarda Media

Like Comment Share

65 9 Comments 77 Shares

5.6K Views · about 4 months ago

The Modern Maori Quartet graced the Ngaarda Media studio this morning to make a harmonious sound before they perform tomorrow night at the REAF Culture #1 Modern Maori Quartet

Chat (on)

REAF CULTURE #2 WELCOME TO COUNTRY

Timing: 5-8pm Sunday 2 September

Location: REAP Amphitheatre, 27 Welcome Rd, Karratha

Cost: Free

Attendance: 300 / 1200 (total attendance / maximum capacity)

HIGHLIGHTS

- ♦ Local Roebourne band JoKeria were the opening and closing performance
- ♦ Tura New Music and Modern Maori Quartet performed a 20 minute set each
- ♦ IF Foundation Roebourne students delighted the crowd with singing and dancing
- ♦ Local dance group Magical Indian Moves arrived in bright costumes to perform some Bollywood dance pieces
- ♦ Local musician Josie Alec was MC
- ♦ Final short performance by Legs On The Wall
- ♦ BYO picnic + seating and food vans on site

OTHER CONSIDERATIONS

- ♦ The moderate attendance was believed to have been due to a clash with Father's Day and event taking place the night prior to a school day
- ♦ Do not include on program in 2019 as a separate event, however keep cultural programming component
- ♦ This was included at the request of the PAC conference and would not have been included otherwise.

"Love that there were Indigenous shows a part of it and Welcome to Country also"

"It was a lovely event and the kids had such a great time, from getting to perform in front of "A Lot of People!" to watching the Legs Up Performance (Mouths wide open the whole time) to watching other local groups, they had a wonderful night. I wish I had a photo of all our kids watching the traditional Indian dancers from the balcony enthralled and then trying out the moves. They loved seeing that other cultures have special dances as well, and this is what I feel makes events like last night so special" IF Foundation



REAF CULTURE #3 KIMBERLEY ECHOES

Timing: 8-9pm Sunday 2 September

Location: REAP Theatre, 27 Welcome Rd, Karratha

Cost: \$25

Attendance: 265 / 447 (total attendance / maximum capacity)

“Kimberley Echoes was a very moving and high quality production - really enjoyed it”

“Kimberly Echoes and Dance fusion were my favourite”

HIGHLIGHTS

- ♦ The first REAF event staged inside the REAP Auditorium, as part of PAC, at no cost to REAF

OTHER CONSIDERATIONS

- ♦ The moderate attendance is believed to have been due to the late event time prior to a school day, as well as scheduled on Father's Day
- ♦ Reconsider event commencement time particularly when prior to a school day
- ♦ Kimberley Echoes was part of PAC programming at no performance fee to the City. Officers did not recommend the time or content of this program at 8pm on a Sunday night (Father's Day) but agreed to it at the request of PAC. It was considered a bonus for the REAF program.

REAF CULTURE #4: TJAABI FLOOD COUNTRY

Timing: 8.30-9.30pm Tuesday 4 September

Location: Ngurin Cultural Centre Amphitheatre, Roebourne

Cost: Free

Attendance: 500 / 500 (total attendance / maximum capacity)

HIGHLIGHTS

- ♦ Production and setting was well received by patrons
- ♦ Excellent attendance
- ♦ Free buffet dinner provided by PAC

OTHER CONSIDERATIONS

- ♦ Undertake more thorough screening of performances on the program if not taking control of all event elements
- ♦ Continue to program cultural event in Roebourne, investigate audience development in relation to introducing ticketed events

“Loved that it was held in Roebourne”

“Tjaabi should also have been held at REAP so that the wider Karratha audience could see this excellent performance by Patrick Churnside and understand the indigenous culture”

“I liked that the City had events in Roebourne and Wickham”

REAF THEATRE: BALI

Timing: 8.30-9.30pm Monday 3 September

Location: REAP Theatre, 27 Welcome Rd, Karratha

Cost: \$25

Attendance: 271 / 447 (total attendance / maximum capacity)

HIGHLIGHTS

- ♦ The second REAF event staged inside the REAP Auditorium, as part of PAX, at no cost to REAF
- ♦ Standout theatre performance on the program for patrons

OTHER CONSIDERATIONS

- ♦ The moderate attendance is believed to have been due to the late event time prior to a school day

“The set-up was really good at Bali, with the photo booth. I really enjoyed the concept and it was different to anything I'd ever seen before. Who knew two guys sitting at a table would be so funny and keep you engaged for an hour!”

REAF THEATRE: SKYLAB

Timing: 8.30-10pm Wednesday 5 September

Location: REAP Theatre, 27 Welcome Rd, Karratha

Cost: \$35

Attendance: 323 / 447 (total attendance / maximum capacity)

HIGHLIGHTS

- ♦ REAF event staged inside the REAP Auditorium, as part of PAX, at no cost to REAF

OTHER CONSIDERATIONS

- ♦ The moderate attendance is believed to have been due to the late event time prior to a school day
- ♦ Ensure sufficient bump in and rehearsal time for shows when scheduling

“The start time of a couple of the midweek shows was too late. I took my son to Skylab and had to take him home at intermission as it started late and went for much longer than advertised. Some of the other shows start times were delayed due to the conference, which is unacceptable”

REAF COMEDY: THE UMBILICAL BROTHERS

WICKHAM

Timing: 7-9pm Thursday 6 September

Location: Rambla Bar & Bistro, Wickham

Cost: \$30

Attendance: 102 / 120 (total attendance / maximum capacity)

KARRATHA

Timing: 7.30-10pm Friday 7 September

Location: REAP Theatre, 27 Welcome Rd, Karratha

Cost: \$45

Attendance: 436 / 447 (total attendance / maximum capacity)

HIGHLIGHTS

- ◆ Both shows close to sold out
- ◆ Wickham:
 - ◆ Rambla Bar & Bistro closed to the public; exclusive access for ticket holders
 - ◆ Patrons were able to purchase food and drinks prior to the show whilst enjoying to live music by Bryan & Pete. Drinks available for purchase after the show
 - ◆ Theatre style seating, stage and draping to section of performance area
- ◆ Karratha:
 - ◆ Janelle Koenig support act very well received
 - ◆ Drinks available for purchase and free photo booth prior to and after show
 - ◆ Complimentary cocktail food served by Onyx prior to show
 - ◆ Live music by Summer Vibes, meet and greet with comedians after show

OTHER CONSIDERATIONS

- ◆ The high attendance is expected to be due to events held on Thursday and Friday; no clash with local sport
- ◆ Restaurant/bar venue in Wickham worked well however is not suitable for comedy theatre show due to technical constraints; consider performance suitable for banquet style seating in future for similar venues
- ◆ Secure well-known comedian for REAF Comedy 2019

“The talent of the Umbilical Brothers was phenomenal. The drinks and live music after the event was a big highlight.

Hanging around chatting laughing and the photo booth really made it a fun and memorable night” Karratha patron

“Loved the Umbilical Brothers, reputable duo that you don’t usually see in places like this. We knew we’d get value for money buying a ticket to see them” Wickham patron

“Live in Wickham love that it was night out in town and didn’t need to travel to Karratha” Wickham patron



REAF UP LATE: THE ORCHID AND THE CROW

Timing: 7.30-10pm Saturday 8 September

Location: REAP Theatre, 27 Welcome Rd, Karratha

Cost: \$55

Attendance: 48 / 447 (total attendance / maximum capacity)

HIGHLIGHTS

- ♦ Drinks available for purchase and complimentary photo booth prior to and after show
- ♦ Complimentary cocktail food served by Onyx and live music by Ed Hill after the show
- ♦ Show was booked for REAP prior to REAF event dates changing to align with the PAC conference, which led to The Orchid and the Crow being included on the program

OTHER CONSIDERATIONS

- ♦ The low attendance at REAF Up Late was due to local football grand final clash and ticket price higher than other shows on the program
- ♦ Ensure wording and schedule on marketing material is clear to manage patron expectations
- ♦ Performance did not meet expectations of some patrons.

“I was very disappointed that the rooftop portion of The Orchid and The Crow event was cancelled due to low ticket numbers”

“This was one show where my Jazz and Latin really shone. The audience were so appreciative and I did this one entirely acoustic, which was much more appropriate to the event” Ed Hill



REAF DANCE FUSION

Timing: 11am—1pm + 4pm—6pm Sunday 9 September 2018

Location: REAP Theatre, 27 Welcome Rd, Karratha

Cost: \$5

Attendance: 11am: 433/447 4pm: 452/463 (total attendance / maximum capacity) *front row brought in for second show*

HIGHLIGHTS

- ♦ Choreographer Annalouise Paul worked with students from all four local dance schools; Dance FX, Dance Kixx, Lea Cullen Performing Arts and Terre Rouge Ballet, to create 'the biggest dance performance of the year'
- ♦ Workshops in the lead up and development of opening and finale pieces
- ♦ The students rehearsed one month prior to the event and intensely for one week during the lead up
- ♦ Performance x 2

OTHER CONSIDERATIONS

- ♦ Consider increasing ticket price of similar community events so as not to compete with dance schools' concerts
- ♦ Consider removing Dance Fusion from the REAF program and in response to consultation with dance schools include a dance workshop-oriented schedule as part of another more suitable program
- ♦ Objectives and expectations provided to a choreographer, performer or artistic director by the City need to be outlined more clearly in future
- ♦ Consider opportunities to develop skills for stage management, technical elements etc of such a production, including education on etiquette towards and from a guest choreographer, performer or artistic director

ISSUES

Annalouise Paul's report as well as debrief with teachers from each participating dance school, presented numerous issues throughout the process including:

- ♦ Rehearsal schedule was limited due to PAC conference and other shows utilizing REAP Rehearsal Rooms and Theatre, which did not allow full dress rehearsal in Theatre prior to performance; in addition to this the choreographer adjusted the schedule regularly with short notice
- ♦ Lacked fusion of dances/transitions as well as fusion between schools due to choreographer not having the resources to closely manage choreographer as well as clashes between those involved
- ♦ Communication between choreographer and dance teachers was strained; which filtered through to other staff and members of community
- ♦ Dance teachers felt as though they were pushed to capacity with no payment or goodwill from the City

EYEJACK AUGMENTED REALITY

Timing: Daily Saturday 11 August—Sunday 9 September

Location: Cossack Bond Store (last weekend of Cossack Art Award exhibition), Roebourne Visitor Centre, REAP and Dampier Community Hub

Cost: Free

Attendance: Approximately 1000

Eyejack is an augmented reality exhibition, fully funded by Rio Tinto and Pilbara Ports Authority through the Arts and Culture Program 18/19 Creative Installation.

20x artworks printed to 1.2m x 1.2m were exhibited across the four locations over 30 days and received significant interest from all ages and demographics. One of the artworks was produced by a group of students in Roebourne. The focus of the exhibition was to increase community engagement and interaction in arts and cultural activities.

Eyejack creator Stu Campbell who resides in Roebourne attended REAF Launch and presented a live virtual reality performance inside the REAP lobby, and guided patrons through the augmented reality exhibition.

MARKETING

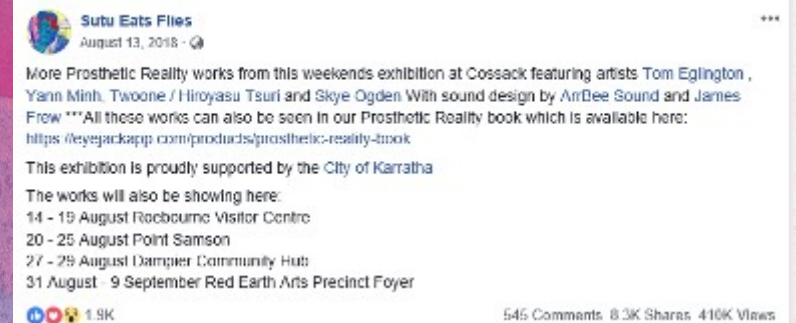
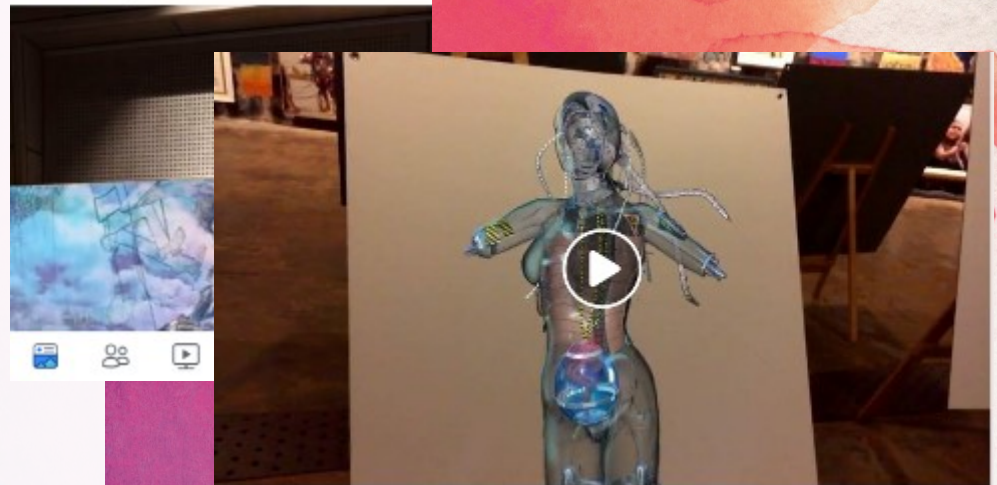
Marketing was carried out as part of REAF, along with an individual poster.

Pablo Miller of Spirit Radio interviewed Stu Campbell on 30 August.

Social media achieved the highest traction; Stu Campbell posted footage of the exhibition on Facebook on 13 August which was taken through the app and received 323,000 views by 17 September, with 8,300 shares.

BUDGET

ITEM	EXPENDITURE
COPYRIGHT LICENSE	\$5,000
ARTWORK PRINTING	\$4,620
EASEL HIRE	\$313.64
TOTAL	\$9,933.64



When surveyed patrons were asked “What was your favourite part about the event(s) that you attended?”:

“Sense of community in the theatre lobby”

“Art in REAP”

“The VR artist and his interactive app exhibit”

COMMUNITY ENGAGEMENT

REAF provides opportunities for the community to build identity, capacity and visibility of arts and culture within the region. There are many opportunities for local businesses, community groups and individuals to be part of REAF through the planning, promotion and delivery. A snapshot of community engagement is outlined in the lists: *(red delineates local business)*

MARKET STALLS

Arbonne	The Sunset Spot
Bulla Baby	The Jummi Factory
Candle & Melt Scentsations	The Mens Shak
Joli by Marni	Gorgeous Gift Balloons
Lillypop Toys	Tranquil Designs
Mysk Natural Soaps	Wild Bohemian
Business Wandering North	Tara & The Tigress
Sutu Eats Flies	Crystalki Bliss

PERFORMERS

Annalouise Paul	Kobe Giles
Big Hart	Lea Cullen Performing Arts
Black Swan Theatre Company & Yirra Yaakin	Legs On The Wall
Bryan & Pete (SpinFX Audio)	Leiani Fenner
Cody Fenner	Magical Indian Moves
Dance FX	Modern Maori Quartet
Dance Kix	Pablo Miller
Daniel Tobias	Pansy Hicks
Ed Hill	Sophia Holmes
Ethan Wood-Hill & William Holmes	Summer Vibes
Groove Train	Sutu Eats Flies
IF Foundation	Terre Rouge Ballet
Janelle Koenig	The Last Great Hunt
Jazz Van Dongen	The Mask Family
JoKeria	The Umbilical Brothers
Josie Alec	Tura New Music

SUPPLIERS

AAOK Karratha Caravan Park	Kmart
Ausolar	Mega Vision
Australia Post	Ngarliyarndu Bindirri Aboriginal Corp
Bishops Transport	oOh Media
Blanche Bar	Pilbara Media
CB Snapz	Pilbara Traffic Management
Coates Hire	Pure Star Clean
Dampier Community Hub	Red Earth Arts Precinct
EyeJack Augmented Reality	Resolute Security Services
Globe	Scott Print
Gorgeous Gifts and Balloons	Signature Music
Grateful Remnants	St John Ambulance
Helloworld Travel Karratha	Tagg Box
Home Timber and Hardware	Think Promotional
Karratha Leisureplex	Thrifty
Karratha Senior High School	Ticket River
Karratha Signs	United Party Hire
Kennards Hire	Woolworths

CATERERS

Bollywood Lounge	Rambla Bar & Bistro
Cruisy Crust	Red Frog Food Van
Fat Budda	Seeshaw
Flaming Dragon	Soak Mobile Café
Gino's Soft Serve	Tokyo Tucker
Jonny's Surf Shack	United Party Hire
Mexitos	Year of the Rooster
North West Coffee	Yo-Get-It
Onyx	

ECONOMIC IMPACT

Based on the data collected from a sample of 83 patrons, the visitor economic impact to the region can be calculated as followed:

	CITY OF KARRATHA	INTRASTATE VISITORS (non-local area)	INTERSTATE VISITORS	TOTALS
Visiting specifically	8125	482	23	8630
Average daily spend** (accommodation, food, activities costs)	\$92	\$117.00	\$132.00	n/a
Average length of stay* (number of days)	1***	3.8	7.4	n/a
TOTALS	\$747,500.00	\$214,297.20	\$22,466.40	\$984,263.60
GRAND TOTAL				\$984,263.60

* Average length of stay based on Tourism WA's Fast Facts Year ending March 2018

**Daily spend figures based on Tourism WA's Fast Facts Year ending March 2018

***It is estimated that residents within City of Karratha would not stay more than one night as a result of Red Earth Arts Festival

BUY LOCAL:

The City of Karratha spent \$92,397.84 directly within the local economy to deliver REAF, that's an increase of over 25% from \$73,611.97 in REAF 2017. Budget is spent with local suppliers to provide products and services such as catering, entertainment, hire goods and other. This combined with the Economic Impact equates to \$1,076,661.44 into the local economy.

BUDGET

ITEM	BUDGET EX GST	ACTUAL EX GST	TOTAL EX GST
INCOME			
SPONSORSHIP	-\$161,000.00	-\$147,000.00	
TICKET SALES	-\$70,000.00	-\$36,600.00	
TOTAL INCOME			-\$183,600.00
EXPENDITURE			
CONTRACTORS AND CONSULTANTS	\$250,000.00	\$220,800.00	
MATERIALS AND SERVICES	\$42,700.00	\$55,600.00	
ADVERTISING	\$29,250.00	\$22,100.00	
TOTAL EXPENDITURE			\$298,500.00
NET REAF COST			\$114,900.00

Variance in sponsorship due to Healthway not renewing sponsorship and a decrease in sponsorship from Tourism WA. Ticket sales were an estimate based on 2017.

The following items are included in each expense category:

Contractors and Consultants

Performers, production, Security , Staging, Labour Hire, Traffic Management, Equipment Maintenance.

Materials and Services

Catering, Per Diems, Theming, Fencing, Venues, Event Cleaners, Styling, First Aid.

Advertising

Advertising, Design Fees, Signage, Printing, Social Media, Signage

SPONSORSHIP


REAF 2018 was sponsored by Principal Partner Rio Tinto and the following Event Sponsors: Pilbara Ports Authority, The State Government via Tourism WA and Royalties for Regions, Performing Arts Connections Australia, Kennards Hire, Cleanaway, Nielsen Liquid Waste Services, Karratha Signs, Pilbara Media and Performing Arts Connections.

CASH SPONSORSHIP

ORGANISATION	CONTRIBUTION
Rio Tinto	Cash
Pilbara Ports Authority	Cash
Tourism WA	Cash

IN-KIND SPONSORSHIP

ORGANISATION	CONTRIBUTION	ESTIMATED VALUE EX GST
Performing Arts Connections	Provision of shows	\$10,000
Kennards Hire	Provision of equipment	\$4,000
Cleanaway	Provision of waste services	\$4,000
Redwave Media	Discounted event coverage on radio, print and online	\$2,090
Nielsen Liquid Waste Services	Transport and mounting of The Cloud	\$2,000
Karratha Signs	Discounted signage	\$2,650



City of Karratha
July 27 at 5:00 PM · 🌐

It's back... are you ready for it?

Tickets go on sale for the 2018 Red Earth Arts Festival at 9am on Friday 3 August 2018.

The 2018 Red Earth Arts Festival is proudly presented by [City of Karratha](#) alongside principle partner [Rio Tinto Western Australia](#) and supported by [Pilbara Ports Authority](#), the [State Government via Tourism Western Australia](#) and [Royalties for Regions](#), [Performing Arts Connections Australia - PAC Australia](#), [Kennards Hire](#), [Cleanaway](#), [Nielsen Liquid Waste Services PTY LTD](#), [Karratha Signs](#) and [Pilbara Media \(Pilbara News, Spirit Karratha and Red FM\)](#).

REAF

City of Karratha and Rio Tinto present
RED EARTH ARTS FESTIVAL

👍❤️ You, Courtney Williams and 27 others 1 Comment 4 Shares 973 Views

MARKETING

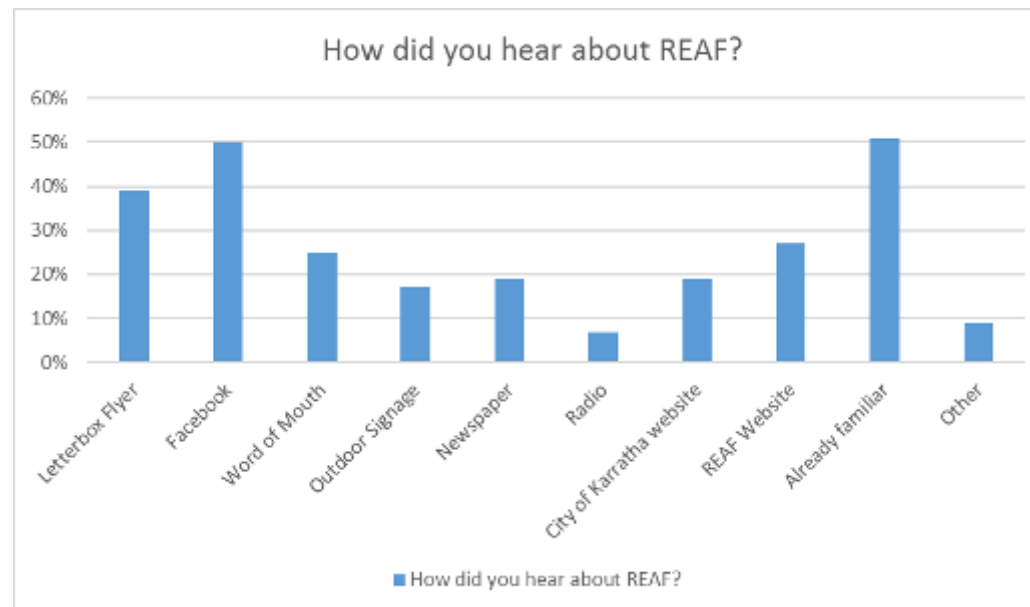
MARKETING

2018 MARKETING OBJECTIVES

- ♦ To reach attendance throughout all REAF events close to 8,466.
- ♦ Deliver a colourful, dynamic and engaging marketing campaign to promote REAF as the City of Karratha's signature annual arts festival.
- ♦ Existing branding with colour and vibrancy to be reflected across marketing and programming.
- ♦ Build awareness of REAF locally, in wider Pilbara locales and state-wide through strategic marketing; REAF to be highly visible throughout City of Karratha

REAF delivered a comprehensive marketing campaign featuring a combination of advertising, editorial and public relations tactics.

Attendees were asked in the event survey where they heard about REAF. The two main components included: Already Familiar and Facebook, with Letterbox Flyer following. This indicates that two key marketing tactics including the social media campaign and program mailbox delivery were effective. The selection of 'Already Familiar' indicates the growing reputation and familiarity with REAF brand. These results were consistent with survey responses in REAF 2017 as well as other events.



MARKETING

MEDIUM	DETAILS
PRINT	EDITORIAL: <ul style="list-style-type: none"> ♦ Pilbara News: 3
RADIO	ADVERTISING: <ul style="list-style-type: none"> ♦ Radio marketing campaign with RedFM and Spirit Radio ♦ Brekky Beast ticket giveaway morning of ticketing launch EDITORIAL: <ul style="list-style-type: none"> ♦ ABC North West WA: 4 ♦ Spirit Radio: 5 ♦ Ngaarda Media: 5
MEDIA RELEASES	<ul style="list-style-type: none"> ♦ Media release sent to media database (local, state and interstate) including GWN7, The Sunday Times, The West Australian
PROGRAMS & POSTERS	<ul style="list-style-type: none"> ♦ 10,800 brochures delivered to all mailboxes within City of Karratha ♦ Additional 2000 programs and event posters delivered to key locations throughout City of Karratha
ONLINE	<ul style="list-style-type: none"> ♦ REAF website ♦ City of Karratha populated with REAF content
SOCIAL MEDIA	<ul style="list-style-type: none"> ♦ 20 posts via City of Karratha Facebook page, targeted locally and statewide, resulting in 358 likes, 94 comments and 47 shares and a total reach of over 64,200 ♦ 11 individual event postings which attracted 369 'going' and 1011 'interested' responses
E-NEWSLETTERS	<ul style="list-style-type: none"> ♦ Promotional REAF e-newsletters sent to 1500 database subscribers
REAP	<ul style="list-style-type: none"> ♦ Advertising slides featured prior to movies ♦ Advertising images featured on screens throughout REAP
OUTDOOR SIGN-AGE	<ul style="list-style-type: none"> ♦ 1 corflute signs installed at Dreamer's Hill Karratha (sized 2400x1200) ♦ 20 metre REAF bannermesh installed on Karratha Leisureplex fence ♦ 20 metre REAF bannermesh installed on The Quarter laydown yard fence
SHOPALIVE SIGN	<ul style="list-style-type: none"> ♦ Shopalive sign installed at Karratha Shopping Centre: 2x panels for 4 weeks

MARKETING SNAPSHOT



PROGRAM



CORFLUTE SIGN



BUSKER CALL-OUT



EXAMPLE OF INDIVIDUAL EVENT POSTERS



REAF DANCE FUSION SINGLET ARTWORK



TEARDROP BANNER DESIGN



BANNER MESH/STAGE SKIRTS

MARKETING SNAPSHOT: BROCHURE

2018 CALENDAR
RED EARTH ARTS FESTIVAL
August 31 - September 9

TICKETS ON SALE NOW!
@REAFEST

NEED MORE INFO?
@REAFEST

LIKE US ON FACEBOOK:
@REAFEST

IT'S TIME TO PLAN YOUR REAF EXPERIENCE

FRIDAY 31 AUG	SATURDAY 01 SEPT	SUNDAY 02 SEPT	MONDAY 03 SEPT	TUESDAY 04 SEPT
REAF LAUNCH 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM	REAF JUNIOR 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM	REAF JUNIOR 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM	REAF THEATRE 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM	REAF CULTURE #4 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM
WEDNESDAY 05 SEPT	THURSDAY 06 SEPT	FRIDAY 07 SEPT	SATURDAY 08 SEPT	SUNDAY 09 SEPT
REAF THEATRE 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM	REAF COMEDY 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM	REAF COMEDY 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM	REAF UP LATE 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM	DANCE FUSION 12:00 PM - 1:00 PM 1:00 PM - 2:00 PM 2:00 PM - 3:00 PM 3:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 8:00 PM 8:00 PM - 9:00 PM 9:00 PM - 10:00 PM 10:00 PM - 11:00 PM 11:00 PM - 12:00 AM

A MESSAGE FROM THE MAYOR

On the morning of the festival, the Mayor of the City of Toronto will be present at the festival to welcome everyone and to wish everyone a successful and enjoyable festival.

EYEJACK AUGMENTED REALITY

At the festival, you will be able to experience the festival in a new way. You will be able to see the festival in a new way. You will be able to see the festival in a new way.

A DIFFERENT KIND OF LAUNCH PARTY

The festival is a celebration of the festival. The festival is a celebration of the festival. The festival is a celebration of the festival.

RED EARTH ARTS FESTIVAL
Hosted by the City of Toronto and the City of Markham

REAF CULTURE #1
NORTH AFRICAN CULTURE

REAF JUNIOR
LIVE ON THE WALLS

REAF CULTURE #2
WELCOME TO COUNTRY

REAF CULTURE #3
FAMILY BY THE LAKE

REAF THEATRE
DALL BY THE LAKE

REAF CULTURE #4
TOWN - COUNTRY

#REAFSELFIE

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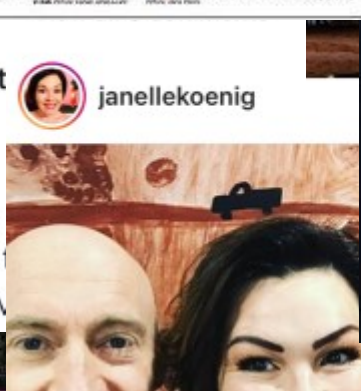
REAF CULTURE #2
WELCOME TO COUNTRY

REAF CULTURE #3
FAMILY BY THE LAKE

REAF THEATRE
DALL BY THE LAKE

REAF CULTURE #4
TOWN - COUNTRY

#REAFSELFIE



SURVEY RESULTS

Several evaluation strategies were put in place to measure the success and impact of REAF 2018 including an event survey through Culture Counts of participants which assessed the quality of the event, overall rating, areas for improvement and recommendations for REAF 2019.

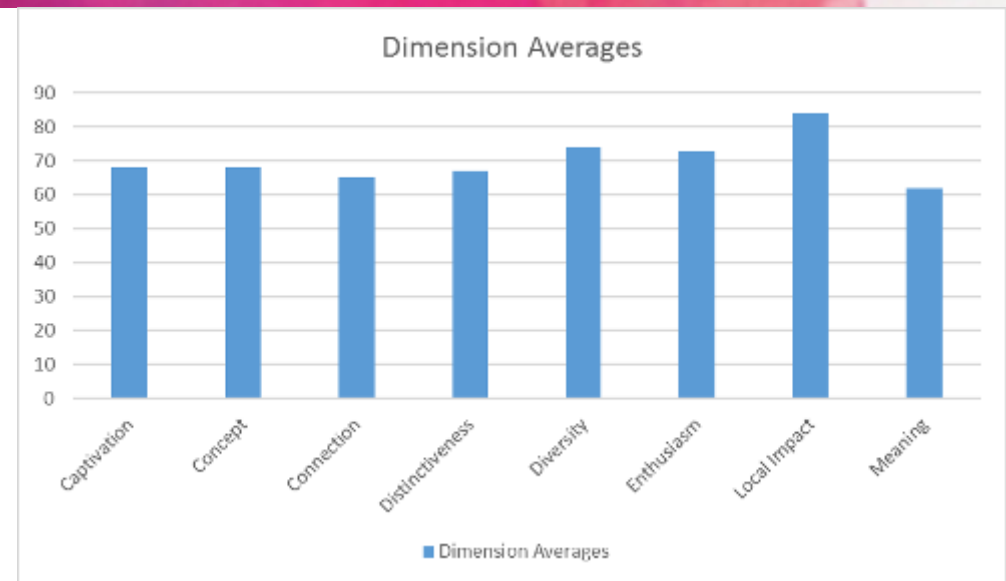
The Culture Counts surveys also produce quality based results on selected core dimensions, offering insight into merit, worth and significance and identifying if the event achieved objectives and in which areas improvements are to be made.

- ♦ A total of 83 survey responses were received.

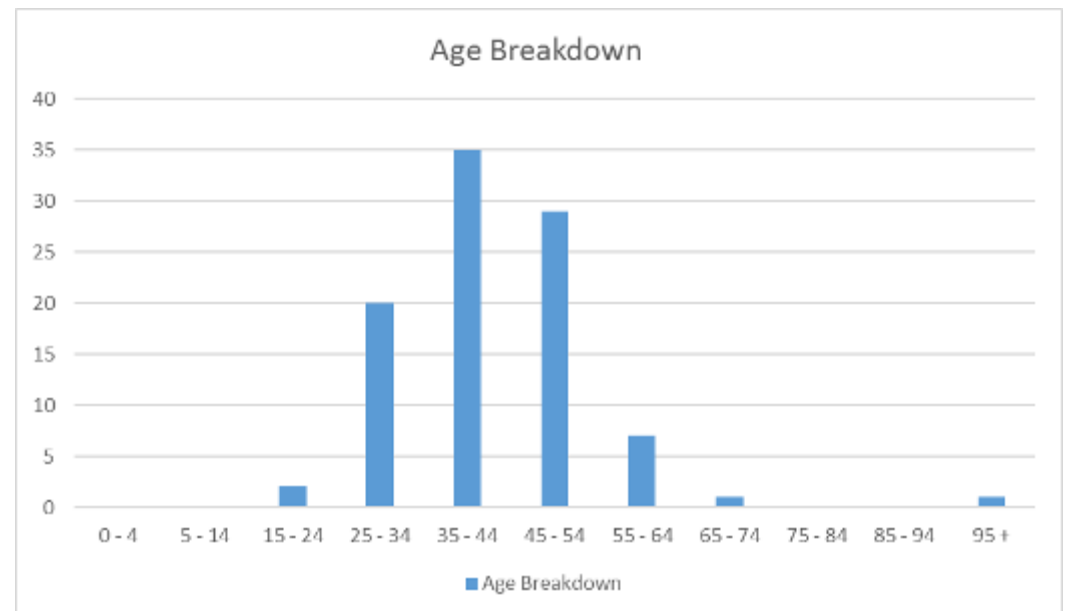
DIMENSION INSIGHTS:

- ♦ Diversity is about engaging people from different backgrounds. It scored second highest among respondents which is as expected due to the focus for 2018 being on diversifying the program.
- ♦ Local Impact was the strongest dimension as for REAF 2017, which reflects the importance of REAF to the City of Karratha community as well as the loyalty and ownership residents have towards the festival.

Discussions were also held with community groups, suppliers and entertainers to gather feedback about the event and have been met with a positive response and ideas for improvement; of particular interest is to increase local content and capacity which is addressed in the Recommendations section of this report.

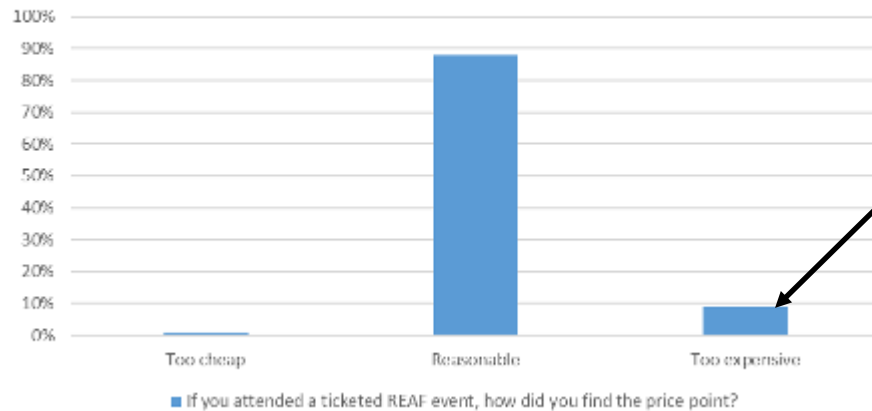


QUALITY BASED SURVEY RESULTS



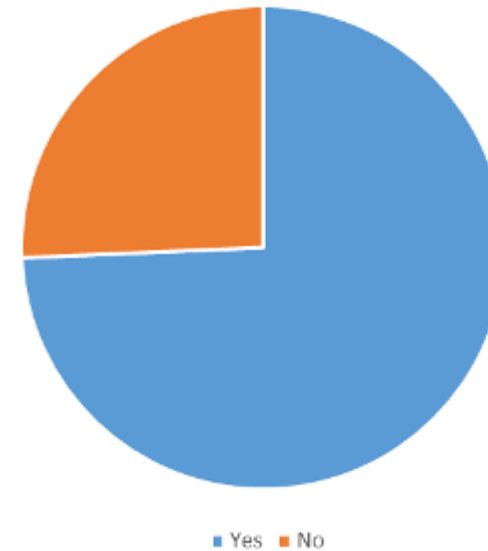
SURVEY RESULTS

If you attended a ticketed REAF event, how did you find the price point?

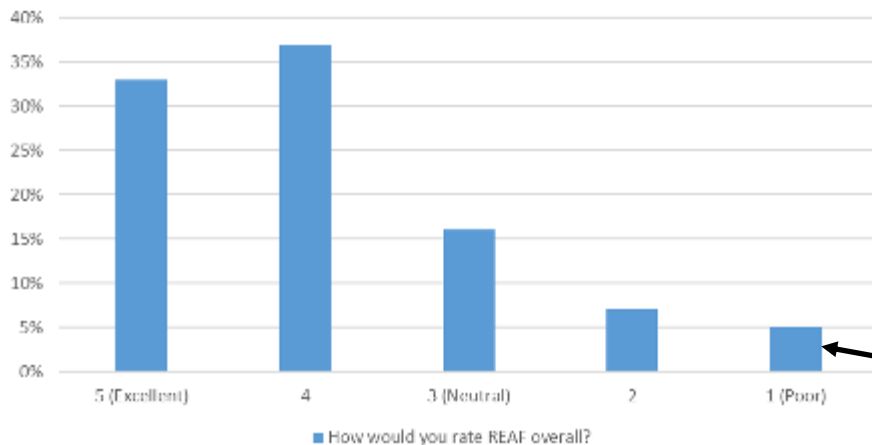


The survey feedback from respondents expressing their concern that price point was too expensive has decreased from 29% in 2017 to 9% in 2018.

Have you attended REAF in the past?



How would you rate REAF overall?



Mixed survey responses were noted regarding the increased diverse content, late start times of weekday shows and the REAF Dance Fusion choreographer which is expected to be a large contributing factor to the moderate overall ratings.

COMMENTS

What was your favorite part about the event(s) that you attended?

"The community coming together and enjoying the arts, especially in the amazing new REAP"

"The focus on cultural diversity and children entertainment"

"Seeing local talent, working with other members of the community within the same field and working with an artistic director from outside the community"

"I would have loved to see even more, the cost are good, I think there was a great variety that we were interested in, so many more events. this is the first time I have attended and didn't take much notice of it previous years, glad we participated and will definitely be excited to see what comes next"

"Having an amazing space to gather in and the diverse program"

"The whole town was buzzing with excitement during the festival!! The food vans set up in the car park was amazing too!"

What shows/events do you want to see in future arts and culture programming?

"None of the events really appealed to me. Timing was poor, too many things on. It was still cool enough to enjoy the natural elements. Previously REAF was unique with the different venues you could go to. Ballet by the ocean and so on. Pricing was still the same as well so whether you had it the arts centre or not so set up costs can't have been much higher"

"More of a selection of children and teenagers entertainment. Also earlier time slots preferably not on week nights. Shows were on too late on Sunday and Wednesday night for children to attend and there wasn't much in for them"

"More Aboriginal cultural events in Karratha. Art competition and/or exhibition. Continue providing opportunities for young musicians to perform. Modern poetry/spoken word performances at small venues like bars. A series of Art-house or indi movies to be screened at REAP. Beat boxing, rappers or heavy metal music - a bit of variety would be great"

"More items in the one place like you use to on Bulgarra oval. There was more to do which made it feel like a big event"

"Possibly more hands on "art" style courses/programs. More interactive artists. Art house/international movies like Somerville in Nedlands"

"Spiegel tent to come back. Unique venues/natural environment to be used more to boost our tourism"

How could the City of Karratha events be improved upon?

"Acts that people can't go to see in Perth who perform in regional areas....Jimmy Barnes, Diesel, comedians, a ballet, an opera, a children's stage act like paw patrol or Dora, Bollywood dancing"

"Not having the shows so late, 8:30pm is way too late for most people who have to be at work by 6am/ 7am the next morning"

"Culturally diverse arts including indigenous arts to be a focus"

"Less niche events - we don't have the market in this town to sell niche shows out. I would rather see the money spent to bring artists/performers to town that more people would want to see"

"More engagement with local artists and arts groups"

RECOMMENDATIONS FOR REAF 2019

GENERAL

- ♦ Review festival format to increase in length with less weekday programming
- ♦ Consider Spiegeltent or contained festival/extravaganza/fiesta over 2-3 days with additional outreach events
- ♦ Include programming across whole City footprint rather than REAP
- ♦ Launch, Comedy and Junior to remain core components of program
- ♦ Consider including closing event as in previous years; REAF Recovery
- ♦ Release an expression of interest aimed at locals offering any art form to increase local programming and provide an opportunity to build community capacity
- ♦ Consider providing back of house workshops in stage management and technical elements
- ♦ Review 2018 post event surveying to produce more detailed community feedback on types of events, ticket pricing and venue preference for 2019 events
- ♦ Liaise with other LGA's City Youth & Libraries teams to share programming opportunities
- ♦ Continue with multicultural programming
- ♦ Continue to avoid simultaneous events to relieve pressure on staffing and resources

MARKETING

- ♦ Continue strong social media marketing campaign with video content
- ♦ Discuss wider WA marketing strategy with City's Communications & Marketing department; promote in mainstream media in Perth, at Shinju Matsuri Festival in Broome, Kimberley Moon Experience in Kununurra
- ♦ Continue to run competitions leading up to REAF with ticket giveaways

LAUNCH

- ♦ Consider location to be moved to The Quarter and run 6-9pm
- ♦ Continue activating whole site including food vans and market stalls, seating, roving entertainment, main performance on stage with community showcase

JUNIOR

- ♦ Continue to be mindful of pricing due to feedback from large families, ensuring value for money in terms of length of event and cost for total family attendance.
- ♦ Consider programming theatre style show

All other programming elements to be discussed and decided during planning process.