



**Office Hours: Monday to Friday 8.30am to 4.30pm**

All communications to: The Chief Executive Officer, PO Box 22, WA 6280

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## **SPONSORSHIP OF TOURISM EVENTS EVALUATION FORM**

- *Please complete this form within six weeks of the project being finalized and return to the Shire of York.*
- *Attach additional information, supporting documentation or photos (we love photos) that demonstrate the outcomes achieved as part of this project.*

**Project Title: Perth International Jazz Festival**

**Organisation Name: Perth International Jazz Festival Inc.**

**Round of Funding: Community Grants 2017**

**Was the project implemented as per your application? (if not what changes were made, why?)**

A combination of ticketed and free community (pop up) events were programmed in York. PIJF Inc. in conjunction and in close liaison with the Shire of York agreed that street activation over the weekend would benefit the return of jazz to York. The inclusion of markets on Saturday May 27<sup>th</sup> would also assist the vibrancy of the weekend. The Friday evening 'Gala Event' aimed to open the weekend with two band performances. The quintet and quartet programming was aimed at attracting people to York and facilitate accommodation and other local business activity.

The Saturday street pop up performances were also designed to attract visitation and to provide vibrancy in the centre of town. Saturday programming staged seven different acts at the Castle Hotel and Settlers House from early afternoon (12:30pm) until 9:30pm. Changes included a greater number of pop-up street performances during the day, which were also designed to act as 'tasters' for the afternoon/evening ticketed events.

**Please describe the key outcomes of your project:** The Gala Friday night programming was not as successful as expected with slightly over 50 people in attendance. The Shire worked closely with the event management company, Jumpclimb, to ensure that the Town Hall space would cater for the more intimate numbers and adjust accordingly. Consideration of a Friday night opening in subsequent years will need to be considered carefully by all stakeholders, as well as the lead time needed in order to most effectively promote and advertise to ensure maximum numbers.

The Saturday programming by the Shire and Jumpclimb worked well with the majority of ticketed passes sold being 'weekend passes'. The main street look and feel successfully captured the spirit of the festival with active participation from many of the local businesses. The addition of food trucks organised through the Vintage Markets complimented the pop up music throughout the day.

The budgeted capacity for Settlers House and the Castle Hotel was 200 patrons for each venue, and performances were all well attended. The artists were grateful for the accommodation provided and many performers brought extra people with them over the weekend. One of the benefits of running dual Saturday live venues was the ability for staff and patrons to walk between venues. In the future, varying the start times at venues will possibly attract even greater interest and potential numbers.

Due to the cold late May evenings, early liaison with chosen venues will allow for adequate outside heating to be organised. In addition, a review of street signage to allow ease of movement between venues will also be considered.

The Sunday morning free community performances were also welcomed, and some suggestions of working with local food and beverage businesses and a coordinated offering of 'Jazz Breakfasts' were received by attendees. A number of jazz patrons who stayed overnight in York accommodation were hoping for more main street activity on the Sunday morning. Another suggestion was a final lunchtime performance either in the main street or at one of the venues to close the weekend. This inclusion would require budget considerations.

**How many people benefited from your project and in what way? \_\_\_\_\_**

Patron numbers in York were: 51 for the Friday night gala event and 164 for the Saturday venues. Visitor numbers in the main street and surrounds were obviously greater, and the Shire of York is likely to have an idea of the volume of people who were in York over the weekend and can apportion direct and indirect effects of the Jazz Festival to the visitation. The main street vibrancy was clearly visible over the weekend and the range of activities, colours, food and beverage offerings and general feeling added to the festival 'look and feel'.

**How was the Shire of York acknowledged throughout this project?** The Shire of York was acknowledged appropriately as per the conditions of the funding. The PIJF Board extended VIP invitations to the Perth CBD 'Brookfield Place' Sunday evening finale as a sign of the working relationship with the Shire of York administration and council. In future years, the PIJF Board is interested in working with the Shire to ensure appropriate acknowledgement is given.

- ***Please list the income and expenditure relating to your project and return within six weeks of the project's completion with a copy of any invoices to:***

INCOME	AMOUNT (\$)
ITEM/PROGRAM/PROJECT COSTS	
Artist Fees	6,500
Production (backline)	10,200
Event Management	3,500
Marketing and Other (Misc)	1,300

	SUBTOTAL	\$21,500
In Kind Support		
Vintage Markets and Other (Misc)		1,000
Artist Accommodation		1,000
	SUBTOTAL	\$2,000
AMOUNT SOUGHT FROM SHIRE OF YORK		\$21,500
	TOTAL INCOME	\$23,500
<b>EXPENDITURE</b>		<b>AMOUNT (\$)</b>
ITEM/PROGRAM/PROJECT COSTS		
Artist Fees		7,100
Production (backline)		10,200
Event Management		2,700
Marketing and Other (Misc)		1,500
	SUBTOTAL	\$21,500
In Kind Support		
Vintage Markets and Other (Misc)		1,000
Artist Accommodation		1,000
	SUBTOTAL	\$21,500
	TOTAL EXPENDITURE	\$23,500

**This form was completed by:**

Name: Dr. Ian Martinus                      Position: Secretary PIJF Inc.

Date: 26/06/2017

**Please send the completed form to:**

**Att: Community Development Officer**  
**Shire of York**  
**PO Box 22, YORK WA 6302; or email - [records@york.wa.gov.au](mailto:records@york.wa.gov.au)**