



APPENDICES

Ordinary Council Meeting

Monday, 16 December 2019

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**FINAL REPORT
SHIRE OF YORK
2019 FUNDING ACQUITTAL
1st December, 2019**





The York Festival 2019

The introduction of Wara Art in the 2018 and 2019 Festival programs has been a highly successful project that is helping the Festival achieve its aim of becoming the Avon Valley's premiere cultural event.

For the 2019 Festival, we took the decision to create a trail of Wara Art sculptures and with support from Festivals Australia, the Australia-Japan Foundation, Department of Local Government Sport & Cultural Industries (DLGSCI) and the Shire of York, were able to bring three Japanese Wara artists to York for this project. Akira Moriya, Professor Shingo Miyajima (the founder of Wara Art Japan) and Masaharu Noguchi oversaw the design and construction of four new sculptures of endangered Australian fauna. The artists worked with four Australian artists Fiona Gavino, Yuko Takahashi, Ako Roberts and Ilsa Bennion and a large contingent of local, intrastate, interstate and other volunteers who travelled to York to work on the sculptures. Many had volunteered in 2018 and others returned at various times during the construction, such as the surgeon who commented *'stitching the toba is just like the technique I use in microsurgery'*.

The resulting Wara Art Trail comprises six sculptures located in and around York, including one each at York Olive Oil and Faversham House who both sponsored (along with the Shire of York and Country Arts), the Festival Director's attendance at the 2018 Wara Art Summit in Gifu prefecture in Japan and negotiate our plans for 2019.

We estimate 28,000+ attended over the two week festival period, compared to 39,000 over four weeks in 2018, and the trail continues long after the festival has closed. For example, during a day of repair work undertaken on the Murray Cod in November, over 100 tourists mainly from China and Japan were counted visiting the sculpture.

As the Council will be aware, we have experienced some small scale damage to the Murray Cod which has now been repaired. The Shire has helped with security by installing lights and CCTV camera which we hope will discourage further misuse of the sculpture. We have appointed one of our volunteers, York local Melissa Webb, to act as guardian of the wara art trail. Melissa will monitor the sculptures and provide status reports and carry out repair work from time to time.

Other highlights of our 2019 Festival program included *A Day In Japan*, a new event that celebrated York's growing relationship with Japan. A large contingent of Japanese themed activities, including traditional tea ceremonies, Japanese drummers, bamboo flute making workshops, kites, ikebana, dance and martial arts demonstrations and kimono displays. The new Japanese Consul General in Perth, Mr Toru Suzuki visited with his wife and expressed great delight in discovering York. During his visit, Mr Suzuki took part in a tea ceremony with the Shire President, Cr Dave Wallace and visited the exhibition 'Spirit Chasers' at Gallery 152 and the Wara Art sculptures at Faversham House and York Olive Oil.

The 2019 Festival program comprised 35+ events including:

- **Wara Art** sculpture trail;
- **The Running of the Lambs**, the Ram's Rampage and the Ewe Beauties;
- **A Day in Japan**;
- **String Symphony** (Spare Parts Puppet Theatre);
- **Kitemaking**;
- **40 Year Old Popstar** (Alli Butler);
- **Art & Craft Award** (York Society);
- **Arty Umbrellas**;
- **The York Escape Maze** (Upbeat Events and York DHS students);
- **The Last Straw** (York River Conservation Group)
- **Makers Market** (each Sunday);
- **Find the Feature** (be first to find 60 architecture features along Avon Tce);
- **Spirit Chasers** exhibition (Gallery 152);
- **Gallery Nights**;
- **York Garden Art Trail** (York Garden Club);
- **Shearing** demonstrations;
- **Woodchop** demonstrations;
- **3D pavement painting**;
- **Free community concert**;
- **From Hooves to Highways** exhibition (York Motor Museum and the Perth Museum);
- **Sake Malarkey** sake tasting;
- **Madjitiil Moorna** Noongar community choir with York's Noongar primary students singing in Noongar;
- **Medieval Fayre** (York Friendship Club);
- **Business Tips from the Richest Man in the Colony** (the story of John Henry Monger)
- **Archery in the Park**;
- Plus numerous other events such as the markets, the Night Tour, Architecture Tour, Tour of York's Public Clocks and York in the 1850s Walk over multiple weekends;



Evaluation of 2019

Total attendance (inc visitors, artists, stallholders & participants)
 Attendance excluding returning visitors and visitors who didn't attend specifically
 Local participation 32% (increased from 26% in 2017 and 2018)

37,020
 28,875
 9,529

Marketing/Market Reach

Our marketing activities in the lead up to the Festival included:

- Festival website
- Regular eNewsletters
- Social media (Facebook, Instagram & twitter)
- Online event guides (eg Australian Tourism Data Warehouse, Scoop, Eventfinda, Evensi, ExperiencePerth, WesternAustralia.com, AvonValleyWA.com.au, TheGuide.com.au, Perthling, Senioricity, Buggy Buddies, and numerous others (see attached report from DB Publicity)
- Coverage in WA media including: WA Newspapers Inside Cover, Sunday Times, Have a Go News, Avon Valley Advocate, Community Newspapers
- Print media advertising in community papers in York, across Perth and the Avon Valley
- 20,000 printed programs distributed throughout the Perth metropolitan area, and across the Avon Valley;
- PR into 720 media outlets in Japan;
- Two videos promoting York and York's wara art produced for online audiences in Japan;
- Posters, flyers and a foldout program distributed around York, Toodyay, Northam and Beverley
- Roadside banners.

PR was undertaken by DB Publicity for Perth media and 2020 Marketing for digital marketing and resulted in a significant increase in our market reach. Together the two were able to strategize their respective marketing activities to maximise engagement across all media (excluding television).

Social Media activity commenced in July with the callout for volunteers for the Wara Art and concluded when the festival closed on 13th October.

Outcomes of social media marketing campaign:

- 31% growth in Facebook 'likes'
- 7% growth in Instagram 'followers'
- 18% grown in subscribers
- ~4,015,638 unique reach of 119 posts on TYF's Facebook and Instagram pages



Other Media:

PR consultant Dixie Betts' (DB Publicity) campaign achieved significant coverage across print media, radio and online, see report attached.

There is little doubt that the impact of publicity this year has far exceeded our expectations. In addition to the media coverage discussed above, advertising included the RAC's Horizon magazine, Have a Go News and Subiaco Post.

Economic Impact

The cumulative effect of greater awareness of The York Festival's brand and the Wara Art sculptures, a high impact public art / international art exchange project attracted 28,875 over two weeks and three weekends. The growth in attendance is:

1539 in 2014
 1905 in 2015 (24% increase)
 2419 in 2016 (27% increase)
 5212 in 2017 (115% increase)
 39,010 in 2018 (648% increase) over four weeks = 9752/week
 28,875 in 2019 (over two weeks) over two weeks = 14437/week

Note this does not include the six week period when artists and volunteers were in York to construct the Wara Art trail.

Using Tourism WA's formula for calculating visitor numbers and economic impact, the estimated the economic impact of visitors attending during the festival has radically exceeded our KPIs for 2018:

	Actual	KPI's*
Attendance to York 2019 (incl artists, volunteers, competitors, participants, incl. local attendees)	28,875	6,700
Attendance by York locals (32% of 28,875)	9,240	
Average length of stay	1.3 days	
Average spend/day	\$153/day	
Estimated spend	\$3,856,433**	\$518,919
Share of York contribution	\$22,000	\$22,000
Multiplier	175	24

*KPI's per executed multi-year agreement

**excludes expenditure in York in period leading up to the festival

Attached are emails received from Settlers and York Olive Oil show the positive impact the Festival has had on their businesses.

Other Benefits to the York Community

In addition to the economic benefits cited above, the increase in local community involvement in the festival program is indicative of the community's greater 'ownership' of the Festival and can be seen as evidence that the Festival is making an impact on community spirit. As an example, the York Garden Club held a Garden Art Trail comprising 10 gardens that attracted over 1300 visitors, provided an opportunity to fundraise for particular projects, eg over \$600 was raised by one garden for a church roof. The York Motor Museum hosted the Perth Museum's exhibition 'From Hooves to Highways' and the York River Conservation Society hosted a talk by Dr Jeff Barrett. Faversham House, York Olive Oil and the Imperial Homestead Hotel also contributed in the festival program by either adopting one of the wara art sculptures or staging events eg woodchopping and shearing demonstrations. In total 7 community groups or local businesses hosted or staged events during the festival compared to nil in 2017.

Lessons Learnt from 2019

- The decision to reduce the festival period from four weeks to two weeks was more manageable for our committee and we have resolved that the festival will remain a two-week event for the foreseeable future;
- This year we worked with the Voice of Avon Community radio station to promote the festival program on a week by week basis in the lead up to and during the festival period, which is likely to have contributed to the increased attendance from the local community;
- The theft of roadside banners (including pickets) was worse than any year previously and we will need to look at alternative methods of promoting the festival to motorists.

Plans for 2020

The 2020 festival program is still being fleshed out, however current plans include:



- Festival dates are September 26 to October 11 2020;
- On March 6th, we plan to take one sculpture to Perth for the Japan Day festival at Elizabeth Quay. This one day event attracts around 30,000 visitors and while there we will demonstrate toba making and display banners promoting The York Festival and York's Wara Art Trail.
- The artist exchange with Wara Art Japan will continue with plans for three artists to come to York to construct one new sculpture, expanding the Wara Art Trail from six to seven sculptures (our current plan is to install the sculpture near the Information Bay at the entrance to town (subject to Council approval);
- The local community will be invited to submit proposals for projects that will activate the empty shops along Avon Terrace. We propose to use funding from Lotterywest to help fund these initiatives;
- We are in discussions with a local artist to create replicas of the Wara Art sculptures in metal to be installed at the intersection of Avon Tce and Great Southern Hwy (subject to Council approval);
- We plan to launch the Avon Valley Writer's Festival which will be a collaboration with West Australian journalist Will Yeoman, formerly the Director of the Perth Writer's Festival and Literary Editor for the West Australian and is currently Travel Writer for the West Australian). Will is the Director of the New Nordic Writer's Festival (which he launched several years ago). The Avon Valley Writer's Festival will be restricted to York for its inaugural event in 2020.

Shire of York's contribution to the Festival Program

In addition to the multi-year funding, we are particularly grateful for the Shire's decision to produce a Wara Art Trail map. Healthway also supported the production of this trail map through the commissioning of 'colouring in' line drawings of each sculpture in the trail, which were printed on the map's reverse side to encourage children to engage with the wara art. The Trail Map has already had one reprint, with a total of 3,000 being printed to date.

We would like to take the opportunity to thank Councillors and the Shire of York staff for its ongoing support.

Jenny Garroun
Festival Director

1st December 2019

Acquittal Report for Shire of York 2019 York Festival

Income

4-2000 Grants		
Healthway		29,775
Shire of York		22,000
DLGCI		40,392
LotteryWest		33,900
WA Tourism		10,000
DFAT / AJF		20,000
Bendigo Bank		1,500
DCA/Festivals Australia		71,582
Total 4-2000 Grants		229,149
4-2021 Entry Fees		0
4-2050 Workshop Fees		0
42060 Merchandise		0
42010 Other Income		
Programming Fees		2,041
Video		3,040
Total Other Income		5,081
Total Income		234,230

Expenses

Wara Art	145,350	
Entertainers	59,971	
Marketing & PR (inc advertising)	19,520	(+ \$11,000 Wara art)
Overheads	11,055	
Total Expenses	235,896	

Shortfall **-1,666.00** recouped by fund raising activities

Revenue Sources							
Other	Shire of York	AJF	FA	Healthway	RES	Lotterywest	DLGCI
1,500	22,000	20,000	71,582	29,775	10,000	33,900	40,392
-							
-							
-							
2,041							
3,040							
Split of Expenditure							
1,500	7,000	20,000	71,582	5,800			40,392
	13,471			20,000		25,000	
	1,529			4,000	10,000	3,000	
						5,900	
1,500	22,000	20,000	71,582	29,800	10,000	33,900	40,392