

## Appendix A: 2012/2013 Events Season Analysis

### Number of Artists, Participants and Audience

Events	Artists / Participants	Audience
DIY Arts Business Series	12	228
Darebin Music Feast	420	15,000 •
Ganesh	12	800
Darebin Moon Festival	60	400
East Reservoir Celebration	6	900
Carols in All Nations	60	2500
Darebin Community & Kite Festival	80	17,000 •
True North - Reservoir Arts Festival	45	8,000 •
Koorie Pride Youth Festival	25	300
Homecooked Comics Festival	20	750
Homemade Food & Wine Festival	65	1500
<b>TOTAL</b>	<b>745</b>	<b>47,378</b>

- Estimates only - These are based of Police and SES estimates and events industry standard calculations. Arts and Culture are working on ways to obtain more specific audience data for larger events.

### Intended Demographic

Events	Intended Demographic	Notes
DIY Arts Business Series	- Emerging Artists - Semi Professional - Darebin based	- Meeting Intended Demographic - 40% Darebin based
Darebin Music Feast	- Music Lovers / Artists - 20's to 40's age range - Melbourne wide	- 60% outside Darebin - 66% within age range - Meeting Intended Demographic
Ganesh	- Hindu Community - Faith based Event - Northern suburbs wide	- Hindu Community - - Meeting Intended Demographic
Darebin Moon Festival	- Chinese Community - Cultural Event	- Did not reach any new community
East Reservoir Celebration	- East Reservoir - Socially Isolated	- Meeting Intended Demographic
Carols in All Nations	- Families - Locals	- Meeting Intended Demographic
Darebin Community & Kite Festival	- Ethnic Communities - Families / Local - Municipality wide - International Students	- 22 International Student Volunteers - Partnership with DECC
True North - Reservoir Arts Festival	- Reservoir Residents - Melbourne wide - Arts Industry	- Meeting Intended Demographic
Koorie Pride Youth Festival	- Indigenous - Cross Cultural - Families	- Meeting Intended Demographic
Homecooked Comics Festival	- Comic Makers / Lovers - Local families - Geek Chic - Inner North	- Now focusing more on Graphic Novels rather comic lovers
Homemade Food & Wine Festival	- Seniors / Young - Ethnic Communities - Urban Farmers/Foodies	- Meeting Intended Demographic

- Generally all events are meeting the intended demographic. Arts and Culture will begin collecting demographic data for all events.
- Due to numerous reasons the Darebin Moon Festival did not reach any new demographic.

### **Safety / Incidents**

Events	Number of Incidents	Actions
DIY Arts Business Series	0	Nil
Darebin Music Feast	0	Nil
Ganesh	1	Hair burning incident at DAEC. Incident report completed, Risk Procedures followed and minor on site first aid delivered.
Darebin Moon Festival	0	Nil
East Reservoir Celebration	1	Patron collapse. Incident report completed and minor on site first aid delivered.
Carols in All Nations	1	Ankle injury to patron. Incident report completed and minor on site first aid delivered.
Darebin Community & Kite Festival	2	Protest on site. Incident report completed with no injuries or harm. Patron cut on glass. Risk Procedures followed and minor on site first aid delivered.
True North - Reservoir Arts Festival	0	Nil
Koorie Pride Youth Festival	1	Marquee incident during bump in. Not pegged in and caught by wind. Incident report completed with no injuries or harm.
Homecooked Comics Festival	0	Nil
Homemade Food & Wine Festival	0	Nil

- 6 incidents for the 2012/2013 Events Season.
- Only 4 requiring minor first aid - all actioned on site.
- It must be noted that safety incidents cannot be completely eliminated, more important than the number of incidents is how the incidents are reported, resolved and potentially eliminated for future years.
- All safety incidents have been actioned and procedure put in place (where possible) to eliminate for future events.
- The most serious incident was for Ganesh Festival where open flame is required for the religious aspects of the event. This incident has been reviewed and changes will be made for future festivals to ensure open flames are further away from patrons.

### **Budget**

Events	Council	Income	Total	Per Person
DIY Arts Business Series	\$3,370	\$0	\$3,370	\$14.78
Darebin Music Feast	\$64,000	\$26,900	\$90,900	\$4.26
Ganesh	\$6,500	\$0	\$6,500	\$8.12
Darebin Moon Festival	\$7,300	\$0	\$7,300	\$18.25
East Reservoir Celebration	\$6,500	\$0	\$6,500	\$7.20
Carols in All Nations	\$30,000	\$5,421	\$35,421	\$12.00
Darebin Community & Kite Festival	\$49,000	\$11,826	\$60,826	\$2.88
True North - Reservoir Arts Festival	\$25,500	\$13,775	\$39,275	\$3.18
Koorie Pride Youth Festival	\$12,500	\$0	\$12,500	\$41.66
Homecooked Comics Festival	\$12,500	\$0	\$12,500	\$16.66
Homemade Food & Wine Festival	\$20,500	\$0	\$20,500	\$13.66
<b>TOTAL</b>	<b>\$237,670</b>	<b>\$57,922</b>	<b>\$295,592</b>	<b>\$5.01</b>

- Please note: The cost per person is based off Council contributions and does not include income from other sources.
- Koorie Pride Youth Festival is the highest cost per person at \$41.66. The specific demographics for this event need to be taken into consideration.
- Arts and Culture will work with Songlines Music to bring this figure down.

### ***Partnerships Building and Renewal***

<b>Events</b>	<b>Existing Partners</b>	<b>New Partners</b>
DIY Arts Business Series	- Arts Media Partners	- Music Victoria - Thornbury Womens Neighbourhood House
Darebin Music Feast	- Arts Media Partners - Beat Magazine - RRR Radio - Indie Masters - Implant Media - APRA - Guitar World - The Push - Decibels	- Melbourne's Child - Melbourne Fringe - Head Gap Studios - Balcony TV - NMIT
Ganesh	- Arts Media Partners - SES - Bundoora Park - Yarra Trams	- La Trobe Uni - Mauritian and Fijian communities
Darebin Moon Festival	Nil	- Arts Media Partners - NEMCA - La Trobe Uni
East Reservoir Celebration	- Arts Media Partners - Neighbourhood House - East Reservoir Neighbourhood Renewal	Nil
Carols in All Nations	- Arts Media Partners - N'cote Uniting Church - Church of Christ - Darebin Uniting Church - Darebin City Brass	- Bank of Melb
Darebin Community & Kite Festival	- Arts Media Partners - La Trobe University - DECC	- Love Real Estate - Suitcase Rummage
True North - Reservoir Arts Festival	Nil	- Arts Media Partners - La Trobe University - Love Real Estate - Reservoir Traders - Beat Magazine - RRR Radio
Koorie Pride Youth Festival	- Arts Media Partners - Songlines Music	- Explosive Media - 3KND
Homecooked Comics Festival	- Arts Media Partners - Allen and Unwin - All-star Comics	Nil
Homemade Food & Wine Festival	- Arts Media Partners - NMIT - Preston Central Traders - Home Make It	- Reservoir Village - Good Beer Week

- Partners include financial partners, in-kind partners, programming partners, resource partners and venue partners.
- Arts and Culture have annual Media Partners for their Event Season.
- 2012/2013 Season Media Partners include Leader Community Newspapers, Yarra Trams and Jellis Craig.