

Appendix A: 2013/2014 Events Season Analysis

Number of Artists, Participants and Audience

Events	Artists / Participants	Audience
DIY Arts Business Series	10	225
Darebin Music Feast	540	25,000 •
Carols in All Nations	210	3000/35000
Darebin Community & Kite Festival	80	10,000 •
True North - Reservoir Arts Festival	110	20000 •
Koorie Pride Youth Festival	45	500
Homecooked Comics Festival	20	950
Mayors Writing Competition	130	NA
Darebin Film Project	200	NA
Homemade Food & Wine Festival	64	1800
Koorie Pride	45	400
East Reservoir Celebration	6	1050
Ganesh	12	1000
TOTAL		45,800

* Estimates only - These are based of Police and SES estimates and events industry standard calculations.

Intended Demographic

Events	Intended Demographic	Notes
DIY Arts Business Series	- Emerging Artists - Semi Professional - Darebin based	- Meeting Intended Demographic - 38% 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
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
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	- Focusing more on Graphic Novels rather comic lovers
Homemade Food & Wine Festival	- Seniors / Young - Ethnic Communities - Urban Farmers/Foodies	- Meeting Intended Demographic
Mayors Writing Competition	-Primary school children, Young Adults and aspiring/ established writers/readers	- Meeting demographic via competition age categories
Darebin Film Project	Secondary, primary school aged children and patrons from the Intercultural Centre	- Meeting demographics via open selection and partnerships with schools and community groups

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Safety / Incidents

Events	Number of Incidents	Actions
DIY Arts Business Series	0	Nil
Darebin Music Feast	0	Nil
Carols in All Nations	0	Nil
Darebin Community & Kite Festival	0	Nil
True North - Reservoir Arts Festival	1	Actioned on site
Koorie Pride Youth Festival	0	Nil
Homecooked Comics Festival	0	Nil
Homemade Food & Wine Festival	2	Actioned on site
Mayors Writing Competition	0	NIL
Darebin Film Project	0	NIL
Ganesh	0	NIL
East Reservoir Celebration	0	NIL

- 3 incidents for 2013/2014 Season
- Only 2 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.

Budget

Events	Council	Income	Total	Per Person
DIY Arts Business Series	\$3,370	\$1390	\$4,760	\$14.97
Darebin Music Feast	\$83,300	\$46,613	\$129,913	\$3.76
Carols in All Nations	\$30,000	\$5,421	\$35,421	\$10
Darebin Community & Kite Festival	\$50,374	\$11,826	\$62,200	\$4.19
True North - Reservoir Arts Festival	\$81,331	\$13,775	\$95,106	\$18.00
Koorie Pride Youth Festival	\$10,000	\$7,500	\$7,500	\$25
Homecooked Comics Festival	\$14,000	\$0	\$14000	\$14.70
Homemade Food & Wine Festival	\$21,500	\$7,717	\$29,217	\$11.90
Mayors Writing Competition	\$10,000	\$0	\$10,000	\$76.00
Darebin Film Project	\$25,000	\$0	\$25,000	NA
Ganesh	\$6500	\$0	\$6500	\$8.01
East Reservoir Celebration	\$6500	\$0	\$6500	\$7.20
TOTAL	\$392,244	\$86,742	\$476,486	\$8.60

- Please note: The cost per person is based on Council contributions and does not include income from other sources.
- Koorie Pride Youth Festival is the highest cost per person at \$25.00. The

specific demographics for this event need to be taken into consideration, although the figure has decreased significantly from 2012/2013

- Arts and Culture will work with Songlines Music to continue to bring the cost of the event down.

Partnerships Building and Renewal

Events	Existing Partners	New Partners
DIY Arts Business Series	- Arts Media Partners - Music Victoria - Thornbury Women's Neighbourhood House - Economic Development	Economic Development
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	Latrobe University NMIT Music faculty
Carols in All Nations	- Arts Media Partners - Northcote Uniting Church - Church of Christ - Darebin Uniting Church - Darebin City Brass	- Bank of Melb - Equity and Diversity, Darebin Council
Darebin Community & Kite Festival	- Arts Media Partners - La Trobe University - DECC - Love Real Estate - Suitcase Rummage	
True North - Reservoir Arts Festival	- Arts Media Partners - La Trobe University - Love Real Estate - Reservoir Traders - Beat Magazine - RRR Radio	-Reservoir Bingo Centre
Koorie Pride Youth Festival	- Arts Media Partners - Songlines Music - Explosive Media	-Freeza - 3KND -Frontline -VACCA
Homecooked Comics Festival	- Arts Media Partners - Allen and Unwin - All-star Comics	

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Events	Existing Partners	New Partners
Homemade Food & Wine Festival	- Arts Media Partners - NMIT - Preston Central Traders - Home Make It - Reservoir Village - Good Beer Week	Books for Cooks The Garden Planner A is for Atlas Herbshare Darebin Fruit Squad
Mayors Writing Competition	New event for 2014	-The Emerging Writers Festival -n-SCRIBE 9 Committee -RMIT -Viewpoint. On books for young people -The Book Grocer
Darebin Film Project	New Event for 2014	Umbershoot Film, Bell Primary School, Reservoir High School, Thornbury High, Darebin Intercultural Centre, Reservoir Leisure Centre, Northcote Library, Reservoir Library

- Partners include financial partners, in-kind partners, programming partners, resource partners and venue partners
- Arts and Culture have annual Media Partners for the Event Season. 2013/2014 Season Media Partners include Leader Community Newspapers, The Emerging Writers Festival, Yarra Trams and Jellis Craig