

# RED EARTH ARTS FESTIVAL

## September 2017



The City of Karratha and Rio Tinto present

**RED EARTH  
ARTS FESTIVAL** 2017

15-24 SEPTEMBER



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# INTRODUCTION

The City of Karratha's 2017 Red Earth Arts Festival was presented in partnership with Rio Tinto with the **vision** to deliver a ten-day arts festival that ensures every person living in the City of Karratha has the opportunity to participate in vibrant, exciting and high quality events. REAF provides opportunities for self expression and community engagement while enhancing cultural identity, capacity and visibility of arts and culture within the region.

Now in its eighth 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 15-24 September 2017 with a total of eight events and one art installation presented throughout the City of Karratha.

## ***REAF OBJECTIVES***

- ♦ To present REAF as a leading regional arts festival drawing attention to the vibrant hub of arts and culture developing locally in the City of Karratha
- ♦ Increase overall REAF attendance
- ♦ Satisfied sponsors and attendee

This final report outlines the outcomes achieved at 2017 REAF.



# ATTENDANCE

This year a total of 9,023 patrons attended REAF which is a minimal 7% decrease on 2016. Based on feedback from patrons, the decrease is due to increased ticket prices.

## SPECIAL ATTENDANCE:

*Mr. Kevin Michel MLA, Member for Pilbara on behalf of the Hon David Templeman MLA, Minister for Local Government; Heritage; Culture and the Arts.*

*Hon Stephen Dawson MLC, Mayor Peter Long and City of Karratha Councillors.*

EVENT	DATE	GENRE	VENUE	TICKET	ATTENDANCE/CAPACITY
LAUNCH	Friday 15 September	STREET PARTY	The Quarter, Karratha	\$FREE	5000
THE URBAN ROLLER CLUB	Saturday 16– Tuesday 19 Sept	CHILDREN	Dampier Community Hall	\$15	492/1330
THE URBAN ROLLER CLUB	Thursday 21—Saturday 23 September	CHILDREN	Wickham Community Hall	\$15	92/770
COMEDY	Saturday 16 September	COMEDY	Hampton Oval, Dampier	\$59	250/750
SUNSET SESSIONS	Sunday 17 September	MUSIC	Hampton Oval, Dampier	\$59	500/750
THE PARIS UNDERGROUND CABARET	Thursday 21 September + Friday 22 September	DINNER AND SHOW	Cossack	\$99	120/150 + 150/150
AFTER DARK	Saturday 23 September	FRINGE	Karratha LIA	\$49	219/750
DANCE FUSION	Saturday 23 September	DANCE	The Quarter, Karratha	\$FREE	500/750
RECOVERY	Sunday 24 September	MUSIC	The Quarter, Karratha	\$FREE	700/1500
THE CLOUD	Friday 15—Sunday 24 September	ART INSTALLATION	The Quarter Laydown Yard, Karratha	\$FREE	1000 (plus Launch, Dance Fusion + Recovery)
					<b>9023</b>



# REAF LAUNCH

**Timing:** 6-10pm Friday 15 September

**Location:** Intersection of Warambie Road and Sharpe Avenue (road closure) and The Quarter, Karratha

**Cost:** \$Free

**Attendance:** 5000

## HIGHLIGHTS

- ◆ Performances by Justice Crew, Brad Holder and Welcome to Country by Patrick Churnside
- ◆ Welcome speech from Kevin Michel MLA, Mayor Peter Long and Rio Tinto representative Nate Foster (Manager Operations, Ports Dampier)
- ◆ Dance FX and Pirate Man Michael roving performances
- ◆ Children's activities: Amusement rides, face-painting, glitter tattoos, chalk art project
- ◆ Pop-out catering, food vans and 26 market stalls

## OTHER CONSIDERATIONS

- ◆ Move to Amphitheatre and car park at REAP to alleviate need for costly road closures.
- ◆ All elements of REAF Launch can be delivered as in previous years.



*"The atmosphere at the opening was fabulous through the range of different acts, stalls and all of the community gathering together to enjoy the night" Jodie*

*"I would love to see more roving street performers for the REAF launch (mimes, jugglers, street performers etc.). Other than Justice Crew, it seemed like another Karratha Market night"*

*"Families (young and old), young people and individuals enjoying the atmosphere in safety with the streets closed" Kaz*

*"More market stalls at the Street party"*

# REAF URBAN ROLLER CLUB (JUNIOR)

## DAMPIER

**Timing:** 8-8.45am, 9am-2pm, 5-8pm Saturday 16 September  
9am-2pm Sunday 17 September  
3-7pm Monday 18 September  
8-8.45am, 2-5pm Tuesday 19 September

**Location:** Dampier Community Hall, Dampier

**Cost:** \$15 each/hour

**Attendance:** 492/1330

## WICKHAM

**Timing:** 11am-2pm Thursday 21 September  
3-7pm Friday 22 September  
12-3pm, 6.30-8.30pm Saturday 23 September

**Location:** Wickham Community Hall, Wickham

**Cost:** \$15 each/hour

**Attendance:** 92/770

## HIGHLIGHTS

- ♦ The Urban Roller Club 80's themed roller skating/blading sessions: fit club, free skate and family 80's nights (inclusive of DJ, games and competitions)
- ♦ Skate hire included in ticket price

## OTHER CONSIDERATIONS

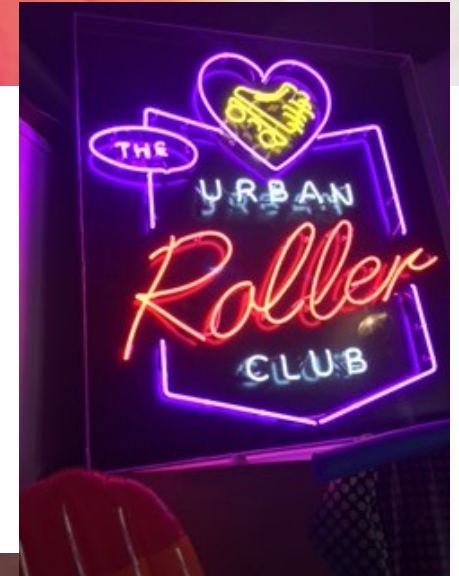
- ♦ Low attendance in Wickham due to programming coinciding with end of term for school / start of school holidays which is a busy time and many families head out of town. Venue was unavailable the weekend prior.
- ♦ Ticket prices reviewed to ensure affordability for families ie 4+ people

*"Lots of fun, great to get all ages moving and engaged in the community!" Melissa*

*"Roller skating was fun in Dampier but would prefer a larger venue" Kylee*

*"It meant I was more interactive with friends and was fun"*

*"The urban roller co was awesome, 2 adults and 2 children (8 & 5) great family activity and so much fun" Amanda*





# REAF COMEDY

**Timing:** 7-10pm Saturday 16 September

**Location:** Hampton Oval, Dampier

**Cost:** \$59

**Attendance:** 250/750

## HIGHLIGHTS

- ♦ Extremely well-received performance by comedians Tahir, Chris Franklin and Fiona O'Loughlin with Grant Busé as MC
- ♦ Licensed bar by Wrapped Creations, mobile food vendors
- ♦ BYO picnic + seating

## OTHER CONSIDERATIONS

- ♦ Review catering options vs BYO for patrons
- ♦ The moderate attendance at REAF Comedy was due to AFL finals clash

*"Was at the Comedy. Was fantastic. Also excellent idea having food trucks there as well"*

*"Comedy, atmosphere, good food, like-minded community members" Rhys*



# REAF SUNSET SESSIONS

**Timing:** 5-9pm Sunday 17 September

**Location:** Hampton Oval, Dampier

**Cost:** \$59

**Attendance:** 500/750

## HIGHLIGHTS

- ◆ The Perth Symphony Orchestra collaborated with beatboxer Tom Thum and conductor Gordon Hamilton to bring a first ever performance; Thum Prints
- ◆ Excellent attendance for an event that has previously be priced much lower
- ◆ Great atmosphere and unique setting

## OTHER CONSIDERATIONS

- ◆ Review pricing in relation to outdoor event. Likely to be a perception that for \$60+ these events should be staged in the theatre.
- ◆ Consider a major music event with an < \$50 price point to continue these unique events as part of REAF



*“Culture is blended with our beautiful environment. On orchestra under that stars, beside the beach, while having a picnic with friends is magic”*

*“The orchestra was lovely, I do think the prices were a bit high though but since we don't do it all the time it was worth it. My young daughter was very pleased to have lighting in the portable toilets” Trish*

*“Loved the music and the beat boxing! Haven't heard orchestra like that before. Also loved the venue and casual atmosphere. Quite different!”*

*“The orchestra running a full sound check during what should have been performance time made it quite difficult to settle into the performance when it started”*



ON STAGE AT SUNSET SESSIONS: PERTH SYMPHONY ORCHESTRA WITH  
TOM THUM

*"I loved the Perth Symphony performance with the beatboxer - it was a great variety of music I hadn't heard before"*

*"The sunset concert had a beautiful mix of classical and brand new music"*  
Jodi

*"Tom Thum - his skill and talent, especially combined with the orchestra, absolutely blew my mind!"* Bec

*"Perth Syphony Orchestra and Tom Thum was excellent"* Adelaide

*"Tom Thum was my highlight as he was super skilled and I'd never seen anything like it"* Melissa

*"Sunset Sessions also stood out because it was different and unusual, but such a top class performance and very entertaining! Loved the crowd interaction and the comedy the conductor and Tom added into the night. Picnic was also perfect set up"* Chrystal





# REAF THE PARIS UNDERGROUND CABARET

**Timing:** 7-10pm Thursday 21 + Friday 22 September

**Location:** Cossack

**Cost:** \$99

**Attendance:** 120/150 (Thursday) + 150/150 (Friday: Sold Out)

## HIGHLIGHTS

- ♦ The Paris Underground Cabaret took to the stage in the Cossack car park for a night of magic, circus and burlesque under the stars
- ♦ Three course French menu catered by Empire 6714, included in ticket price
- ♦ Wrapped Creations provided a licensed area for patrons to purchase beverages
- ♦ Bus tickets were available for purchase at \$13 each

## OTHER CONSIDERATIONS

- ♦ Review of catering services and limitations of kitchen facilities as food service was slow and some patrons reported their meal being cold when served.

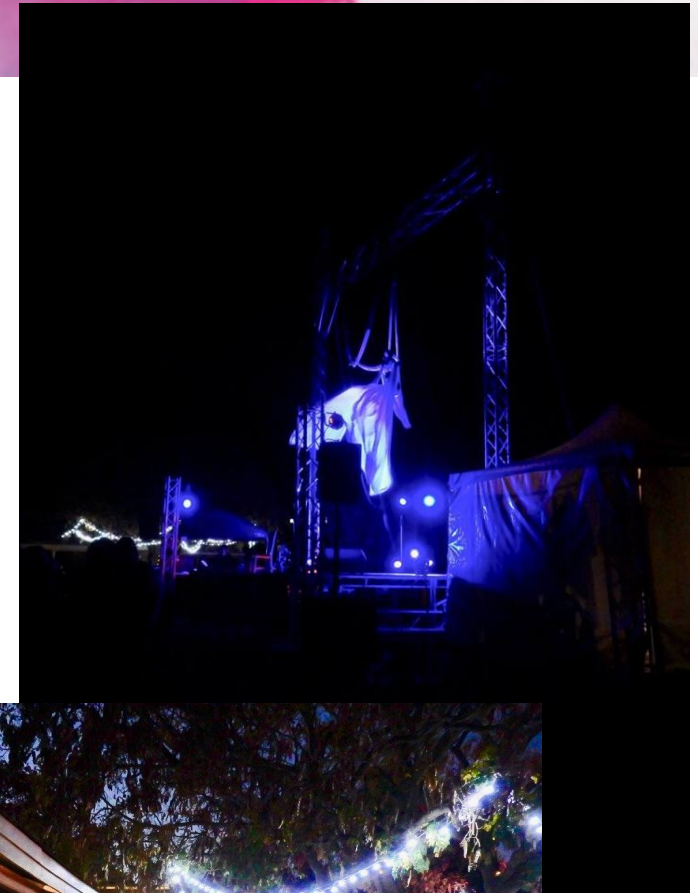
*"The Paris Underground was by far the best REAF show I have been in the last 4 years of living in the Karratha area. Please rebook them to come again, or for a stand alone show outside of REAF"*

*"At the Paris Underground Cabaret, a wonderful evening was dampened by a poor standard of food. Tough meat and freezing cold by the time it was served"*

*"Paris Underground was a stand out. So different and entertaining in so many different ways - comedy, dance and singing talent showcased, as well as circus. Also loved the set up of the event and that it was catered!" C*

*"The Paris Underground Cabaret performance and vibe was great, however, the food was stone cold, a bit tough and unorganised (it was tasty though)"*

*"Something you would see on a holiday or in a big city"*





# REAF AFTER DARK

**Timing:** 7-10pm Saturday 23 September

**Location:** 2014 Anderson Road, Karratha Light Industrial Area

**Cost:** \$49

**Attendance:** 219/750

## HIGHLIGHTS

- ◆ Comedian Bev Killick was MC of the fringe style event located on a vacant lot in the Karratha LIA. The Showhouse girls entertained the crowd with contemporary burlesque performances and singing in a dazzling array of costumes.
- ◆ Frankley Winehouse performed an intimate cabaret style tribute to the late Amy Winehouse while Nel Simpson mingled with guests on stilts with her act "Silent Partner"
- ◆ Onyx provided a licensed area with food and drinks for sale throughout the event, as well as tables and seating

## OTHER CONSIDERATIONS

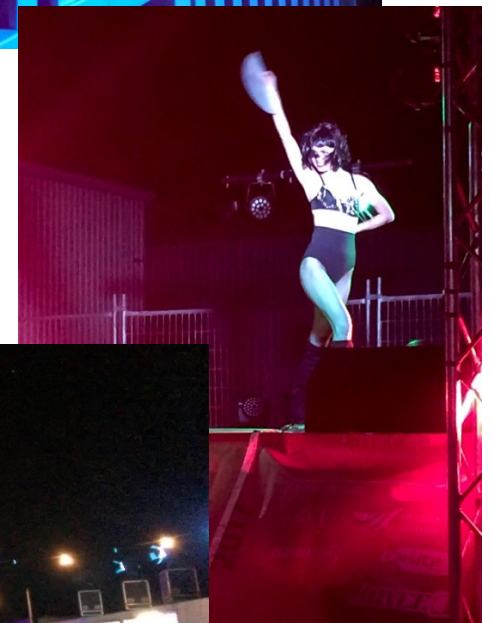
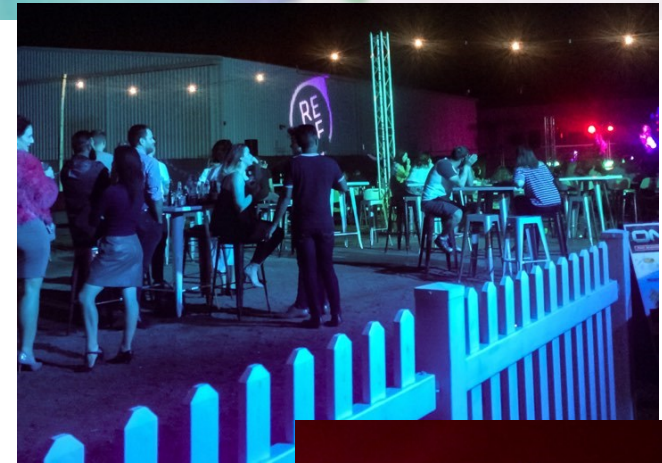
- ◆ Unexpected winds made for a cold evening, which deterred door sales and saw some patrons depart early. Contributing to this was an issue with EFTPOS at the bar early in the evening which was unfortunate for those without cash.
- ◆ Although still hilarious, Bev Killick disappointed patrons who attended REAF Comedy in 2016, as it was the same material. Positive feedback was received from those who weren't at the previous event.
- ◆ Programming would be better suited to an intimate, indoor venue.

*"Compere was funny & Amy Winehouse girl put on good show" Richard*

*"Too much fringe stuff"*

*"Perth show girls were amazing"*

*"After Dark was freezing!"*



# REAF DANCE FUSION

**Timing:** 7-10pm Saturday 23 September

**Location:** The Quarter, Karratha

**Cost:** Free

**Attendance:** 500/750

## HIGHLIGHTS

- ◆ Choreographer Virginia Ferris worked with students from all three local dance schools; Dance FX, Dance Kixx and Terre Rouge Ballet, to create the biggest dance performance of the year.
- ◆ Workshops in the lead up and development of “REAF Dance Company” to perform the opening piece
- ◆ The students rehearsed one month prior to the event and intensely for one week during the lead up.
- ◆ BYO picnic and seating on the grassed area at The Quarter, ice cream van on site
- ◆ Dance Fusion was last run in 2015 (250 attendance), excellent growth represents community support for this style of event.

## OTHER CONSIDERATIONS

- ◆ Consider holding event at REAP theatre with larger stage and secure dressing rooms for dancers

## COMMENTS

When participants or their parents were asked “What was yours/your child’s favorite part of your Dance Fusion experience?” there was consistent feedback that the students enjoyed collaborating with other dance schools. Some survey responses below:

***“Coming together as three separate studios with all different and individual styles and the amazing teachers working together to put on a show for the community. It shows our children that they can all dance at different places and it's okay they aren't the same as their friends studio but can still be mutual and get along all loving the same thing.... DANCE!!”***

***“Virginia was absolutely amazing!! The finale was great, involving all the dancers. Truly the best event of all of REAF”***

***“The ability to collaborate with other dance schools- on stage”***

***“Seeing the variety of dance styles and having a professional within the industry visit our town and work with our local dancers”***





# REAF RECOVERY

**Timing:** 4-8pm Sunday 24 September

**Location:** The Quarter, Karratha

**Cost:** \$Free

**Attendance:** 700

## HIGHLIGHTS

- ◆ Comedian Bev Killick captivated and entertained the crowd as MC, while Nel Simpson braved the wind and entertained guests on stilts with her costume “Extra-terrestrial being” throughout the event.
- ◆ Community BBQ competition was a hit, where three competitors battled it out to create the best BBQ meal reflecting a Pilbara Summer. This was judged by Mayor Peter Long, Comfort Cupboard owner Katie Smith and MC Bev Killick.
- ◆ Local musician Aaron Hopper performed an opening set, creating a chilled vibe for patrons who were relaxing on pallet lounges on the lawn, then moved on to judge the busking competition which brought five acts to the stage, showcasing our local talent.
- ◆ A Pom Pom a Day kept children busy with free colourful activities in the Rainbow Room, next to face painter Coloured by Claire. Free bouncy castle was also on site. Wrapped Creations provided a cozy licensed area for the adults.

## OTHER CONSIDERATIONS

- ◆ Unexpected strong winds made for a cold afternoon and evening which deterred the crowds, some of which took cover at nearby restaurants.

*“Cooking at the recovery, best fun”*

*“Picnic on the grass and relax with friends while being entertained!”*

*“The Recovery provided exceptional entertainment for families with young children. However safety was compromised (i.e. streets were not closed off) and the entertainment and food options were limited”*





# REAF EXTRA: THE CLOUD

**Timing:** 6-10pm daily Friday 15—Sunday 24 September

**Location:** The Quarter Laydown Yard, Karratha

**Cost:** Free

**Attendance:** 1000 (plus attendance at Launch, Dance Fusion + Recovery)

The Cloud is a large-scale installation made up of thousands of incandescent light bulbs, fully funded by Rio Tinto and Pilbara Ports Authority through the Arts and Culture Program 17/18 Installation Series.

This spectacular interactive sculpture from Canada is made up of 6000 light bulbs and requires participants to illuminate the cloud by pulling on chains to light up different parts. The Cloud aims to encourage togetherness and collaboration of the community to create an experience like no other.

The Cloud was installed in The Quarter laydown yard on artificial turf, with pallet lounges available for the community to dwell and enjoy the atmosphere.

*"Loved being able to see any night"*

*"So cool"*

*"Seeing how beautiful creative ideas come to fruition"*

*"I loved the cloud and the fact it was a centerpiece during the week"*

*"I stood in wonderment turning lights off and on and equally enjoyed watching others doing the same"*



PHOTO: INSTAGRAM @FEISTYWOMBAT

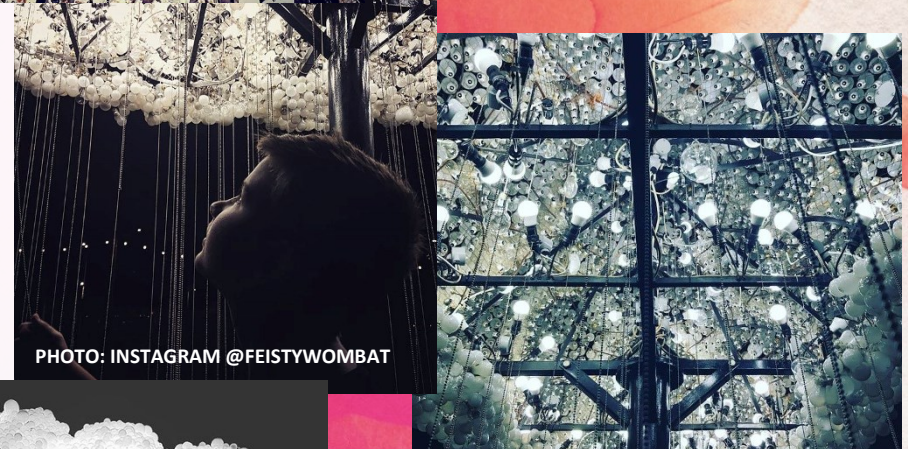


PHOTO: INSTAGRAM @FEISTYWOMBAT



PHOTO: INSTAGRAM @FEISTYWOMBAT



PHOTO: INSTAGRAM @FEISTYWOMBAT



## 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)*

### CATERERS

Blanche Bar
Bollywood Café
Burger Bus
Dampier Primary School
Dance FX
Empire 6714
Franno's Froffee Coffee
Gino's Soft Serve
High Tide Espresso
Javavan
Letz Waffle
North West Coffee
Onyx
Samson Soft Serve
Soul
The Comfort Cupboard
The Dog Father
Vita
Yo-Get-It

### MARKET STALLS

A Pom Pom A Day
Amber White—Glow items
Bulla Baby
Colours of India
Danee's Delight
Destined Feather
Earth Bound
Gem Girl
Gorgeous Gift Balloons
Glow!
Greedy Nanny's Granola
InKupcakes
LipSense + Kids Charms
Mamatree
Miglio Designer Jewellery
My Little Remy
Neap Tackle
Random Laser Crafts
Roebourne Art Group
Salt and Pebble
Sea's the Dream
Shae's Cakes and Cookies
The Desert Princess
The Wired Salmon
Tranquil Designs
City of Karratha Youth Services

### PERFORMERS

Aaron Hopper
Bev Killick
Brad Holder
Chris Franklin
Coloured by Claire
Dance FX
Dance Kixx
DJ Markey
Eliza Carbines
Fiona O'Loughlin
Frankly Winehouse
Grant Buse
Justice Crew
Nel Simpson
Patrick Churnside
Perth Symphony Orchestra
Pirate Man Michael
Showhouse Perth
Tahir
Terre Rouge Ballet
The Desert Princess
The Paris Underground Cabaret
Tom Horn
Virginia Ferris

## SUPPLIERS

A Pom Pom A Day
Bishops Transport
Blanche Bar
Coates Hire
Dampier Community Association
Dynamic Gift
Fortescue Bus Service
Handy Hands
Home Hardware
JSS Logistics
Karratha Signs
Kinn & Co
Kmart
Marketforce
Media Tonic
Nielsen's Liquid Waste
One20 Productions
Onyx
Pilbara Traffic Management
Prompt Fencing
Pure Star Clean
Quicksmart
Resolute Security Services
Scott Printing
Signature Music
Signs Banners Online
Slings & Rigging Equipment
St John Ambulance Karratha
The Ranges Karratha
Think Promotional
United Party Hire
West Australian Newspaper
Westelec
Woolworths
Wrapped Creations

## ECONOMIC IMPACT

Based on the data collected from a sample of 167 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	8825	180	18	9023
Average daily spend** (accommodation, food, activities costs)	\$85.78	\$85.78	\$85.78	n/a
Average length of stay* (number of days)	1***	4.7	4.7	n/a
TOTALS	\$757,008.50	\$72,569.88	\$7,256.99	\$836,835.37
GRAND TOTAL				\$836,835.37

\* Average length of stay based on direct consultation with Karratha Visitors Centre

\*\*Daily spend figures based on Tourism WA's Fast Fact Year ending March 2017

\*\*\*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 \$73,611.97 directly within the local economy to deliver REAF. 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 \$910,447.34 into the local economy.

## BUDGET

ITEM	BUDGET EX GST	ACTUAL EX GST	TOTAL EX GST
<b>INCOME</b>			
SPONSORSHIP	-\$174,000.00	-\$165,000.00	
TICKET SALES	-\$60,000.00	-\$78,000.00	
<b>TOTAL INCOME</b>			-\$243,000.00
<b>EXPENDITURE</b>			
CONTRACTORS AND CONSULTANTS	\$130,000.00	\$125,000.00	
MATERIALS AND SERVICES	\$200,000.00	\$202,000.00	
ADVERTISING	\$30,000.00	\$31,000.00	
<b>TOTAL EXPENDITURE</b>			\$358,000.00
<b>NET REAF COST</b>			<b>\$115,000.00</b>

*Variance in sponsorship due to Healthway not renewing sponsorship. Ticket sales actual is higher than budgeted due to increase in ticket prices.*

The following items are included in each expense category:

### Contractors and Consultants

Production, Security , Staging, Labour Hire, Traffic Management, Event Cleaners, Equipment Maintenance, First Aid, Styling.

### Materials and Services

Performance costs, Catering, Per Diems, Theming, Fencing, Venue

### Advertising

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



# SPONSORSHIP

REAF 2017 was sponsored by Rio Tinto, Pilbara Ports Authority, Tourism WA, JSS Logistics, Onsite Rental Group, Cleanaway, Redwave Media and Joyce Kranses.

## CASH SPONSORSHIP

ORGANISATION	CONTRIBUTION	
Rio Tinto	-\$	130,000.00
Tourism WA	-\$	15,000.00
Pilbara Ports Authority	-\$	20,000.00

## IN-KIND SPONSORSHIP

ORGANISATION	CONTRIBUTION	ESTIMATED VALUE EX GST
JSS Logistics	Transport of equipment	\$5,000
Onsite Rental Group	Provision of equipment	\$18,000
Cleanaway	Provision of waste services	\$4,000
Redwave Media	Event coverage on radio, print and online	\$5,090
Joyce Kranses	Transport and mounting of The Cloud	\$5,500



There was a great atmosphere in Karratha's City center for the launch of Red Earth Arts Festival 2017.

As Principal Partner, Rio Tinto is proud to support the City of Karratha to help make this 10-day Festival possible.

This year's REAF program offers something for everyone, be sure to check out <http://reaf.com.au/> for the full lineup and ticket sales.

Photo of the Cloud tree at the Red Earth Arts Festival taken by our team during the opening ceremony on Friday.



# MARKETING

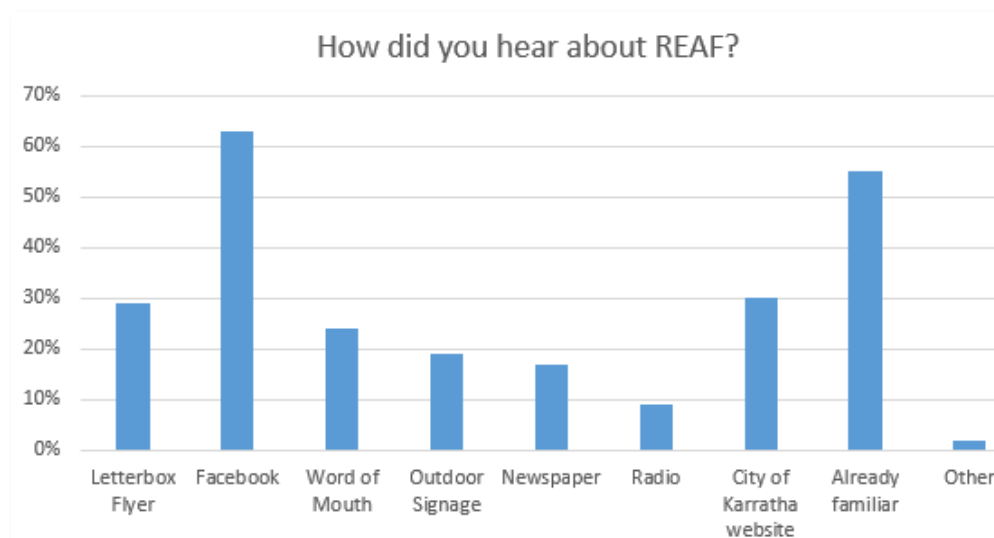
## MARKETING

### 2017 MARKETING OBJECTIVES

- ♦ To maintain attendance throughout all REAF events close to 10,000 mark.
- ♦ Offer an event program that caters to a variety of audiences with eight diverse events.
- ♦ Deliver a **colourful**, dynamic and engaging marketing campaign to promote REAF as the region's premier annual arts festival.
- ♦ New branding with colour and vibrancy to be reflected across marketing and programming
- ♦ Build awareness of REAF locally and in wider Pilbara locales through strategic marketing.

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: Facebook and Already Familiar, with City of Karratha Website and 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.





# MARKETING

MEDIUM	DETAILS
PRINT	EDITORIAL: <ul style="list-style-type: none"> <li>♦ Pilbara News: 2</li> </ul>
RADIO	ADVERTISING: <ul style="list-style-type: none"> <li>♦ Radio marketing campaign with RedFM</li> </ul> EDITORIAL: <ul style="list-style-type: none"> <li>♦ Chris Franklin interview with Pablo Miller on Spirit 1260 Karratha</li> <li>♦ Perth Symphony Orchestra interview with Pablo Miller on Spirit 1260 Karratha</li> </ul>
MEDIA RELEASES	<ul style="list-style-type: none"> <li>♦ Media release sent to media database (local, state and interstate) including GWN7, The Sunday Times, The West Australian</li> </ul>
PROGRAMS & POSTERS	<ul style="list-style-type: none"> <li>♦ 11,000 brochures delivered to all mailboxes within City of Karratha</li> <li>♦ Additional 2000 programs and event posters delivered to key locations throughout City of Karratha</li> </ul>
ONLINE	<ul style="list-style-type: none"> <li>♦ REAF website</li> <li>♦ City of Karratha populated with REAF content</li> </ul>
SOCIAL MEDIA	<ul style="list-style-type: none"> <li>♦ 43 posts via City of Karratha Facebook page, targeted locally and statewide, resulting in 1001 likes, 524 comments and 159 shares and a total reach of over 175,000</li> </ul>
E-NEWSLETTERS	<ul style="list-style-type: none"> <li>♦ Promotional REAF e-newsletters sent to 1500 database subscribers</li> </ul>
MOONRISE CINEMA	<ul style="list-style-type: none"> <li>♦ Advertising slides featured at Moonrise Cinema</li> </ul>
OUTDOOR SIGNAGE	<ul style="list-style-type: none"> <li>♦ 3 corflute signs installed at Dreamer's Hill Karratha, Wickham and Roebourne Highschool Oval (sized 2400x1200)</li> <li>♦ 40 metre REAF bannermesh installed on Karratha Leisureplex fence</li> <li>♦ 20 metre REAF bannermesh installed on The Quarter laydown yard fence</li> </ul>
SHOPALIVE SIGN	<ul style="list-style-type: none"> <li>♦ Shopalive sign installed at Karratha Shopping Centre</li> </ul>
COFFEE CUPS	<ul style="list-style-type: none"> <li>♦ 6000 REAF branded takeaway cups distributed via local cafes</li> <li>♦ City procured 4x local coffee vans who gave free coffee at Dreamers Hill and Point Samson markets in the lead up to REAF</li> </ul>

# MARKETING SNAPSHOT

**PLAN YOUR REAF** **RED EARTH ARTS FESTIVAL 2017** **BOOK YOUR TICKETS ONLINE NOW** [www.reatf.com.au](http://www.reatf.com.au)  
15-24 SEPTEMBER

**REAF LAUNCH**  
WHEN: Monday 15 Sept, 6pm-10pm  
WHERE: The Quarter, Karratha  
WHO: All ages • COST: FREE

**COMEDY UNDER THE STARS**  
WHEN: Saturday 16 Sept, 7pm-10pm  
WHERE: Hampton Oval, Dampier  
WHO: Ages 16+ • COST: \$10pp

**SUNSET SESSIONS**  
WHEN: Sunday 17 Sept, 5pm-8pm  
WHERE: Hampton Oval, Dampier  
WHO: All ages • COST: \$10pp, Kids \$5 • Under 15 FREE

**THE PARIS UNDERGROUND CABARET**  
WHEN: Thursday 21 & Friday 22 Sept, 7-10pm  
WHERE: The Quarter, Karratha  
WHO: 16+ • COST: \$10pp, \$15pp (return)  
From Karratha \$10pp (return)

**AFTER DARK**  
WHEN: Saturday 16 Sept, 7pm-10pm  
WHERE: The Quarter, Karratha  
WHO: 16+ • COST: \$10pp, \$15pp (return)  
From Karratha \$10pp (return)

**DANCE FUSION**  
WHEN: Sunday 17 Sept, 5pm-8pm  
WHERE: The Quarter, Karratha  
WHO: All ages • COST: FREE

**THE URBAN ROLLER CLUB**  
Program times & locations at [reatf.com.au](http://reatf.com.au)  
WHO: 16+ • COST: \$10pp, \$15pp (return)  
From Karratha \$10pp (return)

PROGRAM

**REAF** **RED EARTH ARTS FESTIVAL 2017**  
The City of Karratha and Rio Tinto present

**BUSKER COMPETITION**

Are you a solo artist, play in a duo or rock out in a rock band and think you have what it takes to win? Enter the REAF Busking Competition!

WHEN: Sunday 23 September 2017, 4pm-7pm  
WHERE: REAF Recovery, The Quarter, Karratha

Winner takes home a \$500 cash prize! For an entry form or more information, [events@karratha.wa.gov.au](mailto:events@karratha.wa.gov.au)



BUSKER CALL-OUT

**REAF OPENING WEEKEND** **BOOK YOUR TICKETS ONLINE NOW** [www.reatf.com.au](http://www.reatf.com.au)

**THIS FRIDAY**

**REAF LAUNCH** 6pm Sharpe Ave FREE

**THE CLOUD** 6pm Sharpe Ave FREE

**SATURDAY**

8am Dampier Hall \$15pp **THE URBAN ROLLER CLUB**

7pm Hampton Oval \$59pp **COMEDY UNDER THE STARS**

**SUNDAY**


**SUNSET SESSIONS**

**REAF 2017** **BOOK YOUR TICKETS ONLINE NOW** [www.reatf.com.au](http://www.reatf.com.au)

**THE PARIS UNDERGROUND CABARET**  
THURS 21 & FRI 22 SEPTEMBER 2017

MADOTTI & VEGAS PRESENT  
Cabaret: Magic, Circus and Burlesque  
Enter the Underground and witness astounding acts of magic, spectacular tap dancing, brilliant burlesque, breathtaking aerials, quirky circus and incendiary song in a classic European cabaret and variety show. Three course dinner by Empire 6714 included in ticket price and a bar is available to purchase drinks on the night.

WHEN: Thurs 21 & Fri 22 Sept, 7-10pm  
WHO: Ages 15+ • WHERE: Cossack • COST: \$99pp, Buses available from Karratha \$13pp (return)



EXAMPLE OF INDIVIDUAL EVENT POSTERS



BUNTING DESIGN

**REAF** **RED EARTH ARTS FESTIVAL 2017**  
The City of Karratha and Rio Tinto present  
15-24 SEPTEMBER

PRINCIPAL PARTNER: Rio Tinto  
PRESENTED BY: City of Karratha

EVENT SPONSORS: PILBARA PORTS AUTHORITY, JSS LOGISTICS, CLEANAWAY, onsite, 1260 SPIRIT, JOYCE.

COFFEE CUP DESIGN

**REAF** **RED EARTH ARTS FESTIVAL**  
The City of Karratha and Rio Tinto present  
15-24 SEPTEMBER 2017

CORFLUTE SIGN

**REAF** **RED EARTH ARTS FESTIVAL 2017**  
City of Karratha and Rio Tinto present  
15-24 SEPTEMBER 17  
**REAF.COM.AU**

PRINCIPAL PARTNER: Rio Tinto  
PRESENTED BY: City of Karratha

EVENT SPONSORS: PILBARA PORTS AUTHORITY, JSS LOGISTICS, CLEANAWAY, onsite, 1260 SPIRIT, JOYCE.

BANNER MESH/STAGE SKIRTS



# MARKETING SNAPSHOT: BROCHURE

## REAF

### RED EARTH ARTS FESTIVAL

15-24 SEPTEMBER

Tickets available online now: [www.reaf.com.au](http://www.reaf.com.au)

Need more information? [events@karrahta.wa.gov.au](mailto:events@karrahta.wa.gov.au) or [www.reaf.com.au](http://www.reaf.com.au)

Like us on Facebook: [cityofkarrahta](https://www.facebook.com/cityofkarrahta)

## PLAN YOUR REAF

FRI 15	SAT 16	SUN 17	MON 18	TUE 19
REAF LAUNCH	REAF LAUNCH	REAF LAUNCH	REAF LAUNCH	REAF LAUNCH
REAF LAUNCH	REAF LAUNCH	REAF LAUNCH	REAF LAUNCH	REAF LAUNCH
REAF LAUNCH	REAF LAUNCH	REAF LAUNCH	REAF LAUNCH	REAF LAUNCH
REAF LAUNCH	REAF LAUNCH	REAF LAUNCH	REAF LAUNCH	REAF LAUNCH

## RED EARTH ARTS FESTIVAL

15-24 SEPTEMBER

BOOK YOUR TICKETS ONLINE NOW [www.reaf.com.au](http://www.reaf.com.au)

## EAT & DRINK

Looking for delicious food and drinks during REAF? Check out some special REAF offers from some of our favourite local restaurants and cafes.

### EMPIRE 674

Our extensive menu brings you traditional breakfast and lunch favourites alongside a vast array of our delectable and easy-to-eat snacks. Sandwiches, fermented foods, and hand-made breads are just a few of the products we are proud to offer.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Empire 674. All rights reserved.

### OVITA CAFE DINING

Our Cafe has been designed with customers in mind. Whether it's a place to relax, a place to meet for business, a place to enjoy with friends and family, or a place to enjoy with friends and family, we have a menu to suit your needs. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Ovita Cafe Dining. All rights reserved.

### BLANCHE BAR

Blanche Bar is a modern, stylish bar and cafe. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Blanche Bar. All rights reserved.

### FIORITA DELI

Fiorita Deli is a modern, stylish deli and cafe. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Fiorita Deli. All rights reserved.

### RAMBLA BAR & BISTRO

Rambla Bar & Bistro is a modern, stylish bar and cafe. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Rambla Bar & Bistro. All rights reserved.

### SOUL CAFE

Soul Cafe is a modern, stylish cafe and bar. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Soul Cafe. All rights reserved.

## LOCATIONS

The Red Earth Arts Festival is the City of Karrahta's favourite annual arts festival. Join the celebrations across 4 different locations.

DAMPPIER  
KARRATHA  
WICKHAM  
COSSACK

## REAF

### RED EARTH ARTS FESTIVAL

15-24 SEPTEMBER

Tickets available online now: [www.reaf.com.au](http://www.reaf.com.au)

Need more information? [events@karrahta.wa.gov.au](mailto:events@karrahta.wa.gov.au) or [www.reaf.com.au](http://www.reaf.com.au)

Like us on Facebook: [cityofkarrahta](https://www.facebook.com/cityofkarrahta)

## REAF LAUNCH

Red Earth Arts Festival (REAF) is part of the City of Karrahta's commitment to creating a vibrant, inclusive, and high-quality arts and culture scene for all residents. REAF is a celebration of the City of Karrahta's rich cultural heritage and a chance for residents to enjoy a day of fun, food, and entertainment.

2017 marks the eighth annual REAF with eight major events being held throughout the City of Karrahta from 15-24 September.

As always, REAF is full of fun, featuring many performers, delicious food, and a wide range of entertainment options. We have a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© REAF. All rights reserved.

## COMEDY UNDER THE STARS

Featuring local comedians, stand-up and a night of fun. Comedy Under the Stars is a night of fun, food, and entertainment. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Comedy Under the Stars. All rights reserved.

## SUNSET SESSIONS

Featuring local, hip-hop and reggae sounds all backed by a live band. Sunset Sessions is a night of fun, food, and entertainment. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Sunset Sessions. All rights reserved.

## AFTER DARK

A late night, adult-only event featuring a selection of local performers. After Dark is a night of fun, food, and entertainment. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© After Dark. All rights reserved.

## DANCE FUSION

Choose your track, bring your best moves, and get ready to dance. Dance Fusion is a night of fun, food, and entertainment. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Dance Fusion. All rights reserved.

## THE URBAN ROLLER CLUB

Enter into the exciting pop-up roller world as The Urban Roller Club hits REAF! We'll be transforming Dampier and Wickham into roller skating arenas. Get ready to have your roller skates on your feet and enjoy a night of fun, food, and entertainment.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© The Urban Roller Club. All rights reserved.

## RECOVERY

Join us for the final event in the 8th annual Red Earth Arts Festival program, REAF Recovery! There will be live entertainment, interactive games, and a selection of food and drink options. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© REAF Recovery. All rights reserved.

## WHAT IS THE CLOUD?

The Cloud is a large-scale installation made up of thousands of small, white, cloud-like shapes. It is a night of fun, food, and entertainment. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© What is the Cloud? All rights reserved.

## SELFIE

A photograph that one has taken of oneself, typically taken with a smart phone or webcam. Selfie is a night of fun, food, and entertainment. We offer a wide range of food and drink options, including a full breakfast menu, lunch menu, and a selection of evening drinks. We also offer a selection of evening drinks, including a full bar menu.

Menu: "Coffee for REAF" and "Coffee for REAF" - \$10.00

© Selfie. All rights reserved.

## RED EARTH ARTS FESTIVAL 2017

PRINCIPAL PARTNER: [RioTinto](http://www.riontinto.com.au)

PRESENTED BY: [City of Karrahta](http://www.cityofkarrahta.wa.gov.au)

EVENT SPONSORS:

- [FIBARA PORTS AUTHORITY](http://www.fibara.com.au)
- [CLEANAWAY](http://www.cleanaway.com.au)
- [JSS LOGISTICS](http://www.jsslogistics.com.au)
- [onsite](http://www.onsite.com.au)
- [1260](http://www.1260.com.au)
- [SPIRIT](http://www.spirit.com.au)
- [JUICEIT](http://www.juiceit.com.au)



A Pom Pom A Day  
September 20 at 11:57am · 🌐

Join me on Sunday at REAF Recovery for some free and colourful kids activities from 4pm at Karratha Quarter 🌈🌈 Gorgeous REAF chalk ad on top of my rainbow chalk pic by @pablo\_miller #REAF2017



Katrina Cachia thank you for an amazing coffee!!!



Like · Reply · Message · 🌟 1 · 5 hrs

Tara Fraser Thanks City of Karratha and Javavan

Like · Reply · Message · 🌟 1 · 1 hr

Vu Nguyen A big thank you to City of Karratha and Northwest Coffee Co. for a delicious coffee!!! Awesome promotion for this event I might say... more more more!!! 🌟

Like · Reply · Message · 🌟 1 · 34 mins

Write a comment...

Pilbara News

Yesterday at 8:51 pm · 🌐

Beatboxer Tom Thum performed a great cover of Grandma's Hands with the Perth Symphony Orchestra for his REAF encore. Check it out here!



🌟 13 · 2 comments · 803 views



Like · Comment · 🌐

You, Samantha Stewart and 21 others





# SURVEY RESULTS

Several evaluation strategies were put in place to measure the success and impact of REAF 2017 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 2018.

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.

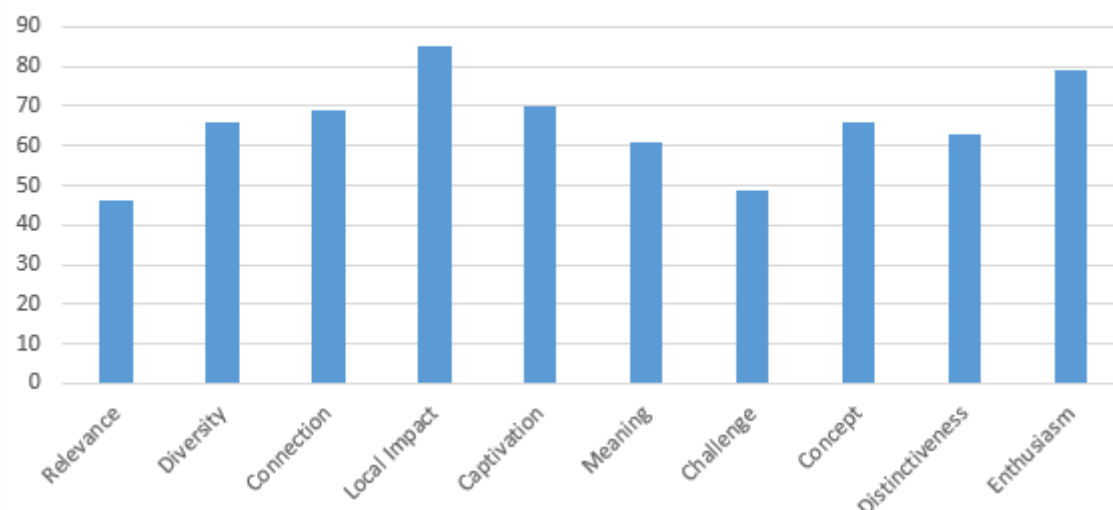
- ◆ A total of 167 survey responses were received.

## DIMENSION INSIGHTS:

- ◆ Relevance refers to 'saying something about today's world', while Challenge refers to 'though provoking'. As REAF is intended to be mainstream and at this stage largely for entertainment only, it is expected that these would receive the lowest scores.
- ◆ Diversity is about engaging people from different backgrounds. It was scored well among respondents despite written feedback that REAF should express existing diverse cultures in our local community, which programming for 2018 will be focused on.
- ◆ Local Impact and Enthusiasm were the strongest dimensions, which reflects the importance of REAF to the City of Karratha community as well as the loyalty and ownership residents have towards the festival.

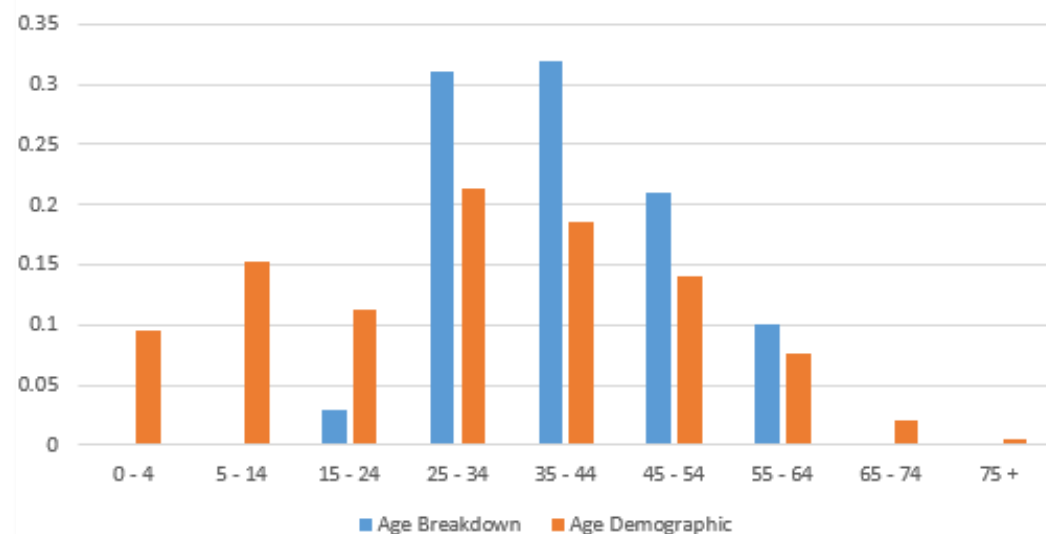
Discussions were also held with community groups, suppliers and entertainers to gather feedback about the event and have been met with a positive response and ideas for improvement.

Dimension Averages



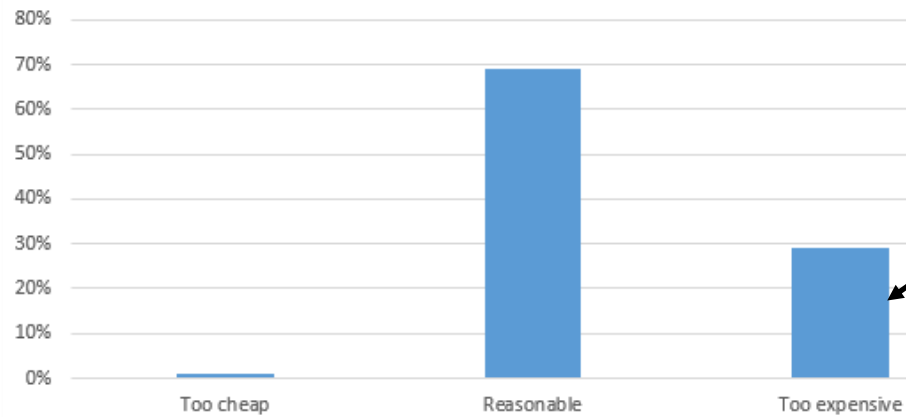
QUALITY BASED SURVEY RESULTS

Age Breakdown vs Demographic



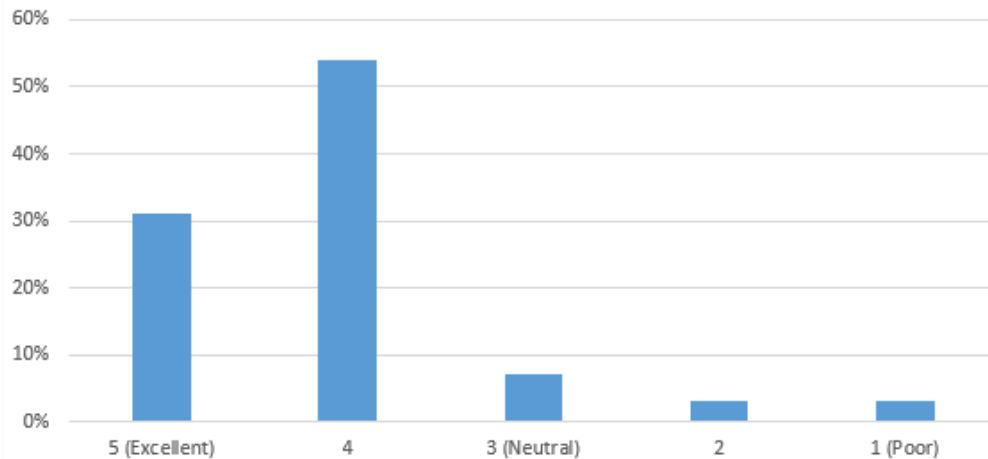
# SURVEY RESULTS

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

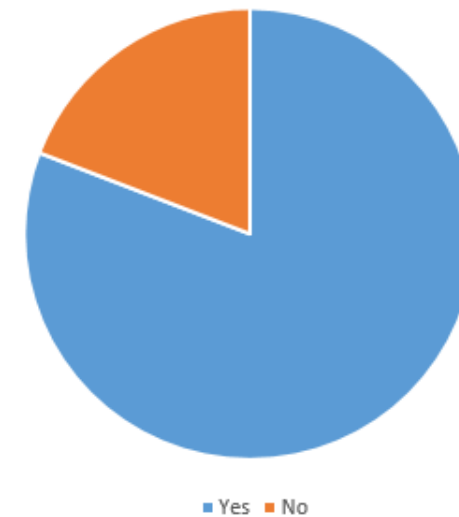


The survey feedback from respondents expressing their concern that price point was too expensive was due to programming generally not offering value for money given the ticket price, the price increase was perceived to be a jump from previous years rather than a small increment, and the cost for families of 4+ to attend ticketed events was too high.

How would you rate REAF overall?



Have you attended REAF in the past?





# COMMENTS

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

*"They were free and easily accessible" Tania*

*"Culture is blended with our beautiful environment. On orchestra under that stars, beside the beach, while having a picnic with friends is magic"*

*"I love that many events are outdoors, particularly around sunset - it makes for a stunning backdrop" Tanya*

*"Comradery of the community and cultural expanding experience it offered" Geoff*

*"Got us out of the house without a huge expense" Natalee*

*"Connecting with community" Victoria*

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

*"More community arts related events. REAF is a very packaged event that is rolled in and rolled out. There are no lasting benefits e.g. sculpture, public art piece, skills workshop for youth, kids, adults. No expression of existing diverse cultures in our local community. I would like to see workshops or programs across all fields of the arts including literature, music, public art etc. etc."*

## How could the City of Karratha events be improved upon?

*"I found some of the adult events were a lot more expensive this year which made it difficult to attend. REAF festival is great for the community and I hope it continues every year" Samantha*

*"More even spread across the year. REAF is fabulous but is a very intensive two weeks" Dean*

*"It would be nice to have more family friendly events going on" Joeline*

*"There was a lot of feedback about the bus issue from Wickham/Samson residents. Consider transport from all areas for all events. User pays..." Melissa*

*"Doing the free coffee at Dreamer's Hill to promote REAF was a cool way to spread the word" Kate*

*"We would love more workshops from visiting performers and artists" Laura*

# RECOMMENDATIONS FOR REAF 2018

## GENERAL

- ◆ Continue with format of no more than eight events over 10 days
- ◆ Launch, Junior and Recovery to remain core components of program
- ◆ Consider programming to coincide with PAC at Red Earth Arts Precinct
- ◆ Include programming in Roebourne & Point Samson
- ◆ Run annual busking or performer competition for community engagement
- ◆ Review 2017 post event surveying to produce more detailed community feedback on types of events, ticket pricing and venue preference for 2018 events.
- ◆ Liaise with other LGA's City Youth & Libraries teams to share programming opportunities
- ◆ Consider additional multicultural programming
- ◆ Reduce the number of 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

- ◆ Location to be moved to REAP Amphitheatre, this avoids road closure requirement and is a significant cost saving.
- ◆ Investigate activating whole site including food vans and market stalls, roving entertainment etc to be presented in REAP car park, main performance to be on stage.

## JUNIOR

- ◆ Review ticket pricing due to feedback from large families, ensuring value for money in terms of length of event and cost for total family attendance.
- ◆ Consider school hours when scheduling Junior event.

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