

RED EARTH ARTS FESTIVAL

September 2016



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INTRODUCTION

The City of Karratha's 2016 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 seventh 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 16-25 September with a total of eleven events throughout the City of Karratha. Several of the free events were filled to capacity and many of the ticketed events sold out quickly resulting in additional tickets being made available where possible. The strong attendance combined with positive feedback from the community is a testament to the growing popularity and recognition of the REAF brand, as well as the appropriate programming of events.

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 attendees.

This final report outlines the outcomes achieved at 2016 REAF.



REAF LAUNCH

Timing: 6-10pm Friday 16 September

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

Cost: \$Free

Attendance: 4500—5000

HIGHLIGHTS

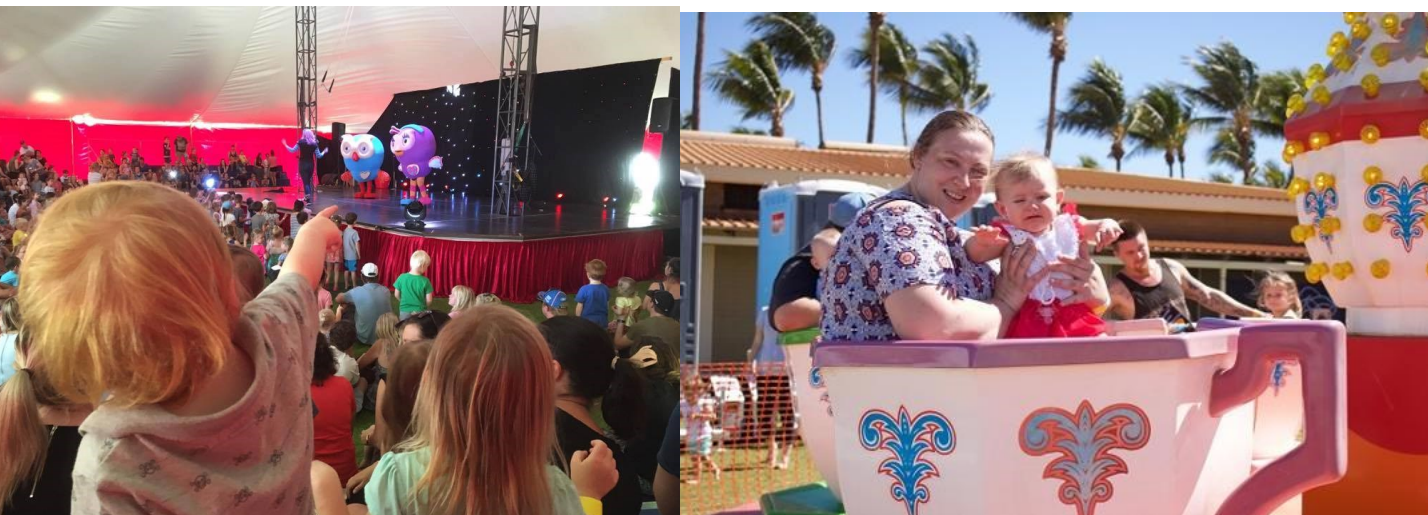
- ♦ Motorcross demonstration: Aerobatic stunts performing on ramps along Sharpe Avenue.
- ♦ Flying Corella Procession: Parade of local children with hand-made corellas on tall poles
- ♦ Boonderu Music Academy: Main stage performance from Roebourne youth choir
- ♦ What Now?: Live music by local band.
- ♦ Lunar Circus: Pop-up shows
- ♦ Mad Hatters: Local roaming performers.
- ♦ Children's activities: Amusement rides, face-painting, chalk art project
- ♦ 28 market stalls
- ♦ Pop-out catering and food vans

The **Welcome to Country** was not delivered at REAF Launch following a last minute cancellation due to illness. Mayor Peter Long delivered an Acknowledgement of Country during his welcome speech.

"The opening was great, the grassed quarter area really enabled the event to be successful. Its the first time in 2+ years that I have felt an atmosphere like it. could have been anywhere."
Robbie

"I loved the atmosphere and the community feel of the street party. It was a fantastic event that bought people in the community together."
Carolyn

"The launch party was the best yet! I love that it really brings the community together to enjoy a night."
Elle



REAF ACT-BELONG-COMMIT JUNIOR

Timing: 9-3pm Saturday 17 September

Location: Hampton Oval, Dampier

Cost: \$5

Attendance: 1100 (sold out)

HIGHLIGHTS

- ◆ Two shows from 9am-12midday and 12midday-3pm
- ◆ Lunar Circus performing their Kids Comedy Gala
- ◆ Hoot & Hootabelle performing a 20 minute show and meet & greet
- ◆ Amusement rides including the Gladiator Dual and Tea-Cup Ride
- ◆ Three healthy food vans including Letz Waffle serving their sugar free waffles, Yo-Get-It serving frozen yoghurt and fruit sticks, and the North West Coffee Van for parents.
- ◆ Face-painting and balloons in the Act-Belong-Commit marquee

Lunar Circus director Fatt Matt threw Act-Belong-Commit branded stress balls and Frisbees to audience members and distributed picnic sets in mini dance competitions and delivered messaging: *"Keeping mentally healthy which is just as important as staying physically healthy, and it's as easy as A-B-C!"* and *"Being active, having a sense of belonging, and having a purpose in life all contribute to happiness and good mental health and wellbeing."*

"My almost 2yr old daughter thought Hoot & Hootabelle was the greatest :) She tried to get on stage with them, loved the free rides too" Tamara



REAF BABBA

Timing: 7-10pm Saturday 17 September

Location: Sunset Room, Tambrey Tavern, Karratha

Cost: \$65

Attendance: 216 (sold out)

HIGHLIGHTS

- ♦ Extremely well-received performance by seasoned tribute band BABBA, performing a two part show and encore.
- ♦ Entrée and main meal included in ticket.
- ♦ 70s inspired theming.

"Bringing BABBA to Karratha was an awesome idea. I haven't heard of anyone that didn't enjoy it immensely." Dianne

"Loved the BABBA concert - it was amazing and everyone there seemed to be connected by the event - the atmosphere was amazing." Kerry

BABBA





REAF LUNAR CIRCUS

Timing: 7-9pm Sunday 18 September

Location: Hampton Oval, Dampier

Cost: \$15

Attendance: 550 (sold out)

HIGHLIGHTS

- ♦ Lunar Circus troupe performing their comedy show
- ♦ MC and crowd engagement from Lunar Circus troupe director Fatt Matt
- ♦ Combination of tiered and standard seating.
- ♦ Food vans
- ♦ Full lighting and production managed by Lunar Circus

"I thought it was really well managed and well advertised. Some event times were a bit tricky for school aged kids (ie the Circus on a Sunday night) - but to squeeze all those events into a week I guess there has to be some late school nights :)" Tanya



REAF COMEDY

SHOW ONE:

Timing: 7-10pm Sunday 18 September

Location: Wickham Recreation Precinct, Wickham

Cost: \$45

Attendance: 157

SHOW TWO:

Timing: 7-10pm Monday 19 September

Location: Hampton Oval, Dampier

Cost: \$45

Attendance: 513

HIGHLIGHTS

- ♦ All-star comedy line-up including Akmal, Mikey Robbins, Dave Callan and Bev Killick

"We loved the comedy night. Having such a bunch of experienced and well known comedians made the night." Emma

"I loved that the shows were now held in Wickham and were extremely well priced." Jo



REAF HYPNOTIST

SHOW ONE:

Timing: 7-9.30pm Wednesday 21 September

Location: Sunset Room, Tambrey Tavern

Cost: \$35

Attendance: 272

SHOW TWO:

Timing: 7-9.30pm Friday 23 September

Location: Wickham Recreation Precinct, Wickham

Cost: \$20

Attendance: 99

HIGHLIGHTS

- ♦ West Australian Comedian Hypnotist Matt Hale led twenty audience volunteers through a hypnotic meditation and comedy performance
- ♦ Several audience members attending the second show in Wickham commented that they purchased their tickets after hearing positive reviews from the previous show in Karratha.
- ♦ Karratha event including drink and burger on arrival within ticket price.

"The Hypnotist show was a hilarious night and Matt interacted with the crowd throughout the whole show! I had tears of laughter. I would absolutely recommend the show to anyone who wants a great night out filled with laughs." Holly

HYPNOTIST (KARRATHA)





REAF PERTH SYMPHONY ORCHESTRA

Timing: 6-9pm Saturday 24 September

Location: City Square, Karratha and intersection of Warambie Road and Sharpe Avenue (road closure)

Cost: \$Free

Attendance: 500

HIGHLIGHTS

- ◆ The Perth Symphony Orchestra strings section performed their classical twist on hit songs ranging from Led Zeppelin to Adele. The ensemble featured fourteen musicians and special guest singers Justin Burford and Sophie Foster.
- ◆ Karratha Senior High School students conducted a 20 minute performance.
- ◆ Free community event held on the City Square, road closure put in place due to demand.
- ◆ Community members watched from the Pelago restaurants and from the balconies at the Pelago and The Quarter.

"My favourite event was the Orchestra! They were fabulous... please, please bring them back! If it's manageable, the whole symphony would be AMAZING!" Tanya

"I loved the symphony orchestra. The accompanying singers were wonderful. Music was varied and well suited to the audience!" Kylee

PERTH SYMPHONY ORCHESTRA





REAF RECOVERY

Timing: 2-6pm Sunday 25 September

Location: City Square, Karratha

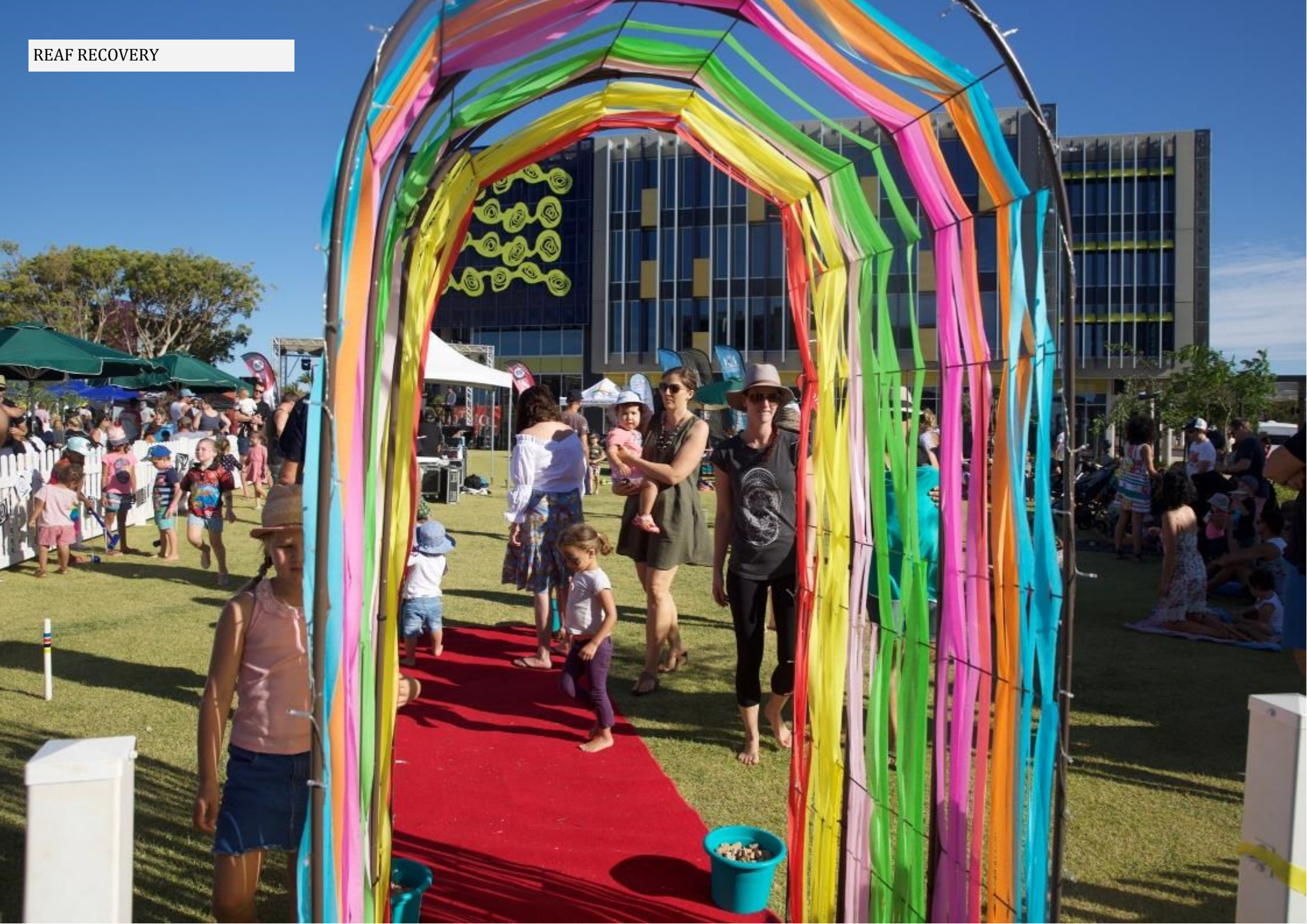
Cost: \$Free

Attendance: 1000

HIGHLIGHTS

- ◆ Pop-up licensed bar
- ◆ Kids Quarter featuring face painting and arts and craft
- ◆ Live music by Perth band Galloping Foxleys
- ◆ Music by local DJ Adam Markee
- ◆ Jumbo games
- ◆ Dance performance by local students
- ◆ Bucking bull

"I loved the range of activities! The kids has a great time! The girls dressed up as lizards at the reaf recovery were great to watch! Had the kids memorised! Thankyou city of Karratha and all involved." Rachel







REAF EXTRA: MOTOX DEMO

Timing: 3-5pm Saturday 17 September

Location: Wickham Recreation Precinct, Wickham

Cost: \$free

Attendance: 300

HIGHLIGHTS

- ♦ Aussie Adrenaline hired professional riders: Pat Bowden, Ash Rodgers and Jake Smith
- ♦ Extreme aerobatic stunts
- ♦ Marquee stalls from The Base youth services and W.R.A.P.S (Wickham motorcross club)

As part of their performance, Aussie Adrenaline produce a social media campaign that features a promotional flyer and video. The video clip they produced and shared on their social media page promoting their REAF performances in the City of Karratha was watched over 10,000 times.

"The Motocross was mind blowing – the kids loved it! Please bring it back to Karratha again so that we can see more!" Jen

"Watched a great show today in Wickham! Great job guys!! Would love to see more in the Pilbara." Lisa



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:

CATERERS

Blanche Bar
Bollywood Café
Empire 6714
Letz Waffle
North West Coffee Van
Rambla Bar & Bistro
Soul Café
The Dogfather
United Party Hire
Vicky's Curry House
Vita
Yo-Get-It

PERFORMERS

Boonderu Music Academy
Coloured by Claire
DJ Markee
Karratha Senior high School Instrumental Students
Megan Wood-Hill
Mikey Smith
Tanya Montgomery / Dampier Arts Studio
The Desert Princess
What Now?

SUPPLIERS

A Pom Pom A Day
Brida Horticulturalist
Cleanaway
Dampier Community Association
Dampier Party Hire
Dampier Volunteer Fire & Rescue
Fence It
Fortescue Bus Services
Gramma Bazita
Handy Hands
Ibis Styles
Karratha Contracting
Karratha Signs
Kennards Hire
Landcorp
ONYX
Pilbara Kick Up Dust Media
Pilbara Traffic Management
Pilbara News
RedFM
St John Karratha
Tambrey Tavern
Taniwha Security
United Party Hire
Wickham Ambulance
Wickham Recreation Precinct
Wrapped Creations

MARKET STALLS

Colours of India
Astala
Bina Kharal
Coco Chella
Comfort Cupboard
Destined Feather
Earth Bound
Eclectic Desert Pea
Gem Girl
Greedy Nanny's
Heather Elborough
Jewellery & Ceramics
Joli by Marni
Just You Beauty
LipSense
Mamatree
Mandala Art from the Heart
Mia Edwards
Miglio Designer Jewellery
My Little Remy
Retreat Yoga Karratha
Salt & Pebble
Shivana's
The Base
The Wired Salmond
Vanity Fashion
Wild Bohemian
WRAPS motorcross club



REAF ARTIST COMMISSION

RAINBOW ARCHWAY

- ◆ Local artist Jen Hourquebie from A Pom Pom A Day was commissioned to create a striking art installation for REAF.
- ◆ The Rainbow Archway was created to form an entry walkway at each event.
- ◆ The installation featuring a colourful archway and red carpet and was illuminated with solar lights for night-time events,

LIZARDS INSTALLATION

- ◆ Local dance choreographer Megan Wood-Hill was commissioned to facilitate a lizards performance installation which included costuming, choreography, and performance at REAF Recovery.
- ◆ Fifteen local women aged 12 – 20 participated in the performance.

FLYING CORELLA PROCESSION

- ◆ Local artist Tanya Montgomery was commissioned to facilitate a Flying Corella Procession for REAF Launch.
- ◆ Five workshops were held with children aged 2 –5 and aged 6—11 involving the Dampier Arts Studio, with the Children from Dampier Primary School, Dampier Family Playgroup and the children from Karratha Community House.
- ◆ 70 young participants created their own Corella using recycled materials which were then attached to a bamboo poles and paraded through REAF Launch.

ATTENDANCE

This year a total of 9,707 patrons attended REAF. This is a substantial increase of 23.36% on last year's attendance and meets the Objective to increase attendance from the previous year.

EVENT	DATE	GENRE	VENUE	TICKET	SPECTATORS	STAFF*	PERFORMERS
LAUNCH	Friday 16 September	STREET PARTY	The Quarter, Karratha	\$FREE	5000	25	114
JUNIOR	Saturday 17 September	CHILDREN	Hampton Oval, Dampier	\$5	1100	6	19
BABBA	Saturday 17 September	MUSIC	Tambrey Tavern, Karratha	\$65	216	15	4
CIRCUS	Sunday 18 September	CIRCUS	Hampton Oval, Dampier	\$15	550	5	15
COMEDY (Wickham)	Sunday 18 September	COMEDY	Wickham Recreation Precinct, Wickham	\$45	157	10	4
COMEDY (Dampier)	Monday 19 September	COMEDY	Hampton Oval, Dampier	\$45	513	7	4
HYPNOTIST (Karratha)	Wednesday 21 September	FRINGE	Tambrey Tavern, Karratha	\$35	272	15	2
HYPNOTIST (Wickham)	Friday 23 September	FRINGE	Wickham Recreation Precinct, Wickham	\$20	99	10	2
PERTH SYMPHONY ORCHESTRA	Saturday 24 September	CLASSICAL MUSIC	The Quarter, Karratha	\$FREE	500	10	20
RECOVERY	Sunday 25 September	MUSIC	The Quarter, Karratha	\$FREE	1000	20	25
MOTOX DEMO: Wickham	Saturday 17 September	EXTREME SPORTS	Wickham Recreation Precinct, Wickham	\$FREE	300	3	5
					9707	126	214

TOTAL ATTENDANCE:
9,707

STAFF* includes:

- ◆ City of Karratha events team
- ◆ One20 Production team
- ◆ Contractors (labour hire, electrical compliance checks, amusement ride supervision etc)
- ◆ Venue staff

SPECIAL ATTENDANCE:

Member for the Mining and Pastoral Region Robbin Chapple

Mayor Peter Long

City of Karratha Councillors (19 attendances throughout program)

ECONOMIC IMPACT

	INTRASTATE VISITORS (non-local area)	INTERSTATE VISITORS	TOTALS
Visiting specifically	190	50	240
Average daily spend (accommodation, food, activities costs)	\$93	\$67	n/a
Average length of stay (number of days)	6.6	12.5	n/a
TOTALS	\$116,622	\$41,875	\$158,497.00
GRAND TOTAL			\$158,497.00

ECONOMIC IMPACT TABLE:

- ♦ TOTAL NUMBER OF VISITORS: Data based on postcodes from ticketed patrons.
- ♦ AVERAGE DAILY SPEND: This is calculated based on the Australia's North West average.
- ♦ AVERAGE NIGHT STAY: This is based on the Tourism WA publication statistics for the City of Karratha.

BUY LOCAL:

Of the REAF budget, \$96,422.42 was spent with local suppliers. This combined with the Economic Impact equates to \$254,919.24 into the local economy.

BUDGET

ITEM	ACTUAL EX GST
INCOME	
SPONSORSHIP	-\$174,000.00
TICKET SALES	-\$62,000
EXPENDITURE	
CONTRACTORS AND CONSULTANTS	\$70,000
MATERIALS AND SERVICES	\$264,000
ADVERTISING	\$23,000
NET REAF COST	\$121,000

The following items are included in each expense category:

Contractors and Consultants

Production, Security , Staging, Photographer, Labour Hire, Traffic Management, Event Cleaners, Equipment Maintenance

Materials and Services

Performance costs, Catering, Per Diems, Theming, Equipment Hire, Fuel, Venue

Advertising

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



SPONSORSHIP

REAF 2016 was sponsored by Rio Tinto, Pilbara Ports Authority, Healthway / Act-Belong-Commit, Tourism WA, Kennards Hire, Ibis Styles and Cleanaway.

CASH SPONSORSHIP

ORGANISATION	CONTRIBUTION	
Rio Tinto	-\$	130,000.00
Tourism WA	-\$	15,000.00
Healthway	-\$	10,000.00
Pilbara Ports Authority	-\$	20,000.00

IN-KIND SPONSORSHIP

ORGANISATION	CONTRIBUTION
Ibis Styles	Discounted accommodation for performers
Kennards Hire	Provision of equipment
Cleanaway	Provision of waste services



MARKETING

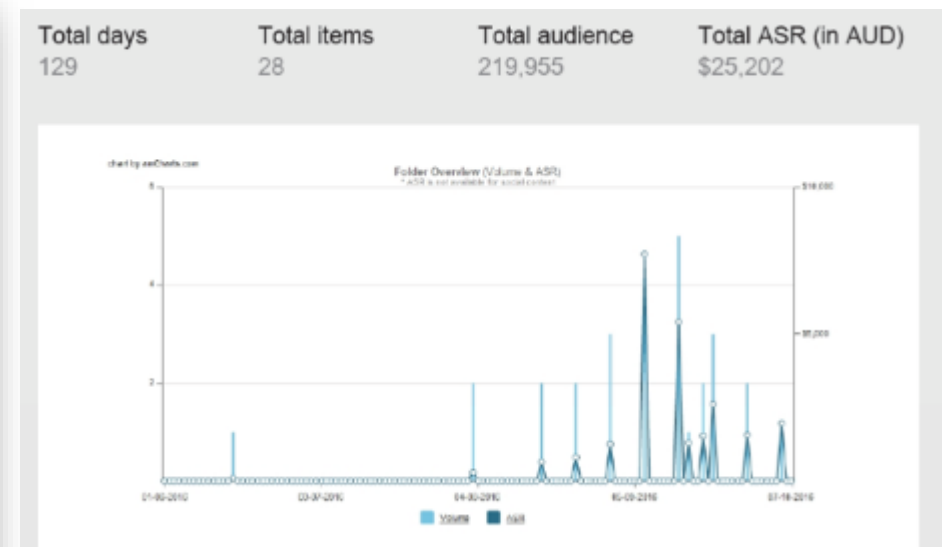
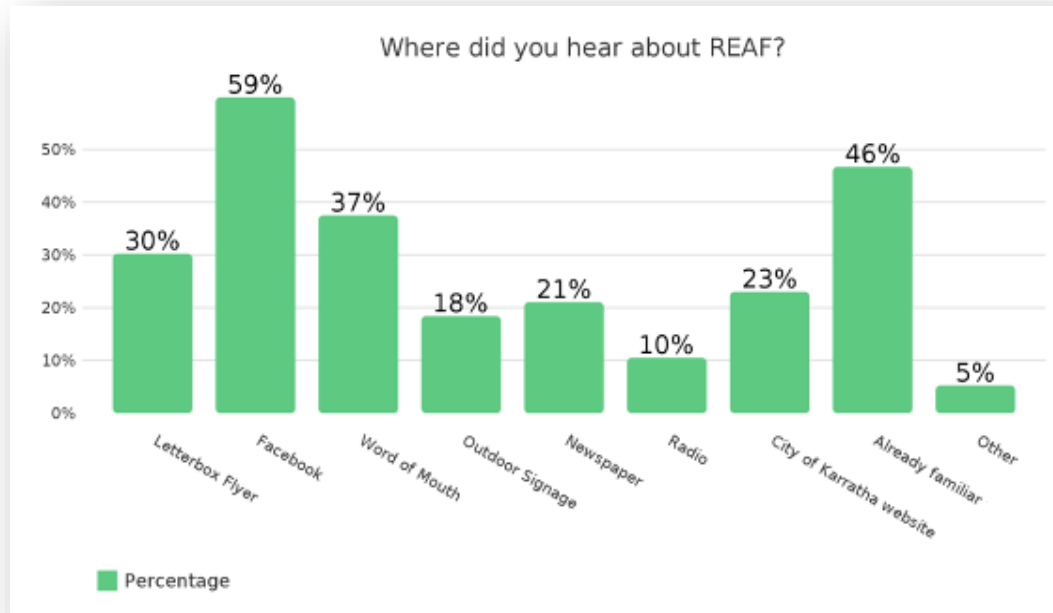
2016 MARKETING OBJECTIVES

- ♦ To increase guest attendance throughout all REAF events / reach audience of 10,000 (8000 in 2015)
- ♦ Raise awareness of REAF locally and in wider Pilbara area
- ♦ 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.

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 three main components included: Facebook, Word of Mouth / Already Familiar, and the Letterbox flyer. This indicates that two key marketing tactics including the social media campaign and program mailbox delivery were effective. The selection of Word of Mouth / Already Familiar indicates the growing reputation and familiarity with REAF brand.

MEDIA IMPACT: An analysis of coverage produced in the 129 days between 01 Jun 2016 and 07 Oct 2016 and located 28 items. This coverage reached a cumulative audience of 219,955 and had an advertising space rate of \$25,202.



MARKETING

A comprehensive marketing campaign was delivered locally and statewide from 5 August—26 September 2016.

MEDIUM	DETAILS
PRINT	ADVERTISING: <ul style="list-style-type: none"> ♦ 2 x full page advertisements with Pilbara News EDITORIAL: <ul style="list-style-type: none"> ♦ Pilbara News: 37 ♦ North West Telegraph (South Hedland): 8
RADIO	ADVERTISING: <ul style="list-style-type: none"> ♦ Radio marketing campaign with RedFM EDITORIAL: <ul style="list-style-type: none"> ♦ Hypnotist Matt Hale interview on ABC North West and SpiritFM ♦ Comedians Akmal, Mikey Robbins and Bev Killick interview on ABC North West and SpiritFM ♦ BABBA interview on ABC NorthWest
MEDIA RELEASES	<ul style="list-style-type: none"> ♦ 4 x media releases sent to media database (local, state and interstate) including GWN7, The Sunday Times, The West Australian
PROGRAMS & POSTERS	<ul style="list-style-type: none"> ♦ 11,000 DL posters delivered to all mailboxes within City of Karratha ♦ Additional 2000 programs and event posters delivered to key locations throughout City of Karratha
ONLINE	<ul style="list-style-type: none"> ♦ REAF website ♦ City of Karratha populated with REAF content
SOCIAL MEDIA	<ul style="list-style-type: none"> ♦ 31 posts via City of Karratha Facebook page, targeted locally and statewide, resulting in 8021 likes, comments and shares and 145,356 post views. ♦ Facebook advertising taken out with Perth-based media outlet 'Have A Go' ♦ Social media campaign delivered via New South Wales company Aussie Adrenaline featuring posters and a video content
E-NEWSLETTERS	<ul style="list-style-type: none"> ♦ Promotional REAF e-newsletters sent to 1500 database subscribers
MOONRISE CINEMA	<ul style="list-style-type: none"> ♦ Advertising slides featured at Moonrise Cinema
OUTDOOR SIGNAGE	<ul style="list-style-type: none"> ♦ 3 corflute signs installed at Dampier and Wickham (sized 2400x1200) ♦ 40 metre REAF bannermesh installed at corner of Sharpe Avenue and Welcome Road
SHOPALITE SIGN	<ul style="list-style-type: none"> ♦ Shopalite sign installed at Karratha Shopping Centre
COFFEE CUPS	<ul style="list-style-type: none"> ♦ 4000 REAF branded takeaway cups distributed via local cafes
TICKETING BOOTH	<ul style="list-style-type: none"> ♦ REAF branded ticketing booth set-up in Karratha and Wickham to promote festival and sell tickets

Tickets on sale for Red Earth Arts Festival

The 2016 Red Earth Arts Festival program will be announced this Friday.

Karratha's highly anticipated annual events and is set to attract more than 7000 visitors and

Karratha has the opportunity to participate in events and festivals which are relevant, exciting and

check out the program and grab tickets.

The festival is presented by the

All-star line-up for REAF

Akmal, Dave Callan, Mikey Robbins and Bev Killick walk into a bar... it gets funny.

Catch this all-star comedy cast for a night of big laughs and live music at Wickham Recreation Precinct on Sunday, September 18, at 7pm or Hampton Oval in Dampier on Monday, September 19, at 7pm.

Tickets for both shows are on sale now as part of REAF 2016 at www.leaf.com.au.

Red Earth Arts Festival includes 10 days of incredible arts and cultural attractions for the whole

family at a number of locations throughout the City of Karratha.

Visit www.leaf.com.au now to check out the full program and book your tickets.

The 2016 festival is proudly brought to you by the City of Karratha and Rio Tinto with support from Pilbara Ports Authority, Eventscorp, Healthway, Act-Belong-Commit, Cleanaway, Ibis Styles, Kennards Hire and The Quarter.

Stay up to date by following the City of Karratha's Facebook page.

Festival promises all-ages fun

■ Louise Allingham

The Red Earth Arts Festival is coming back to the Pilbara for another year and brings a line-up of events for all ages.

The City of Karratha recently announced this year's REAF program would run over more than 10 days, from September 18, and include eight diverse events.

Renowned comedians, an ABBA tribute band, street party, orchestra and circus are just some of the acts that have been added to the bill.

Kicking off the arts extravaganza is the festival launch, an annual arts street party in Karratha's town centre.



favourite tunes at their free September 24 show.

Other events include hypnotist Matt Hale's show at the Tambrey Tavern and Rambla bar, circus acts from the Lunar Circus Troupe and the REAF recovery session with Perth band Galloping Foxleys.

City of Karratha Mayor Peter

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City

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String section's festival twist

The string section of the Perth Symphony Orchestra will be a Red Earth Arts Festival highlight when they perform at Karratha this Saturday.

The Perth Symphony Orchestra will be performing at the festival on Saturday, September 18, at 7pm.

The City of Karratha and Rio Tinto are proud to support the festival.

The festival is presented by the City of Karratha and Rio Tinto.

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Karratha will host the Red Earth Arts Festival this month. Picture: City of Karratha



comedians for REAF. Picture: City of Karratha

Red Earth festival bringing it to the street

■ Louise Allingham

The intersection of Karratha's Sharpe Avenue and Warramboo Road will transform into a hub of activity for this year's Red Earth Arts Festival.

The official event will begin and feature in market stalls.

and roving performers. Lunar Circus and motocross riders Pat Bowden and Jake Smith of Aussie Adrenaline will provide demonstrations ahead of their performances later on in the festival and local band What Now?

Corella Parade, which will head down Sharpe Avenue from 9pm. City of Karratha Mayor Peter Long said the REAF launch street party was one of the City's biggest annual events and he expected to see a record turnout with a blistering music diverse

the City of Karratha for all and all interests," he said. "We're deliberating early to once again this year and as very much looking forward to seeing the community embrace this year's REAF program."

REAF brings with it a range of diverse



Perth Symphony Orchestra will perform contemporary songs at City Square this Saturday as part of REAF. Picture: Perth Symphony

Modern classic treats from PSO

PERFORMANCE
Perth Symphony Orchestra
Saturday, City Square

Come along to REAF on Saturday for a night of musical treats to remember.

Put a picnic and a rug for a night of musical treats to remember.

From Led Zeppelin to Queen and Coldplay, this isn't your average orchestral performance and you'll be blown away by the string versions of these iconic songs.

It all begins at 8pm on Saturday at City Square (the grassed area next to The Quarter) on Sharpe Avenue and entry is free.

If you do have tickets from the earlier date when they were required, please bring them along with you.

Space on the grass has been reserved.

For more information visit leaf.com.au or contact the City of Karratha Facebook page.

The Red Earth Arts Festival 2016 is brought to you by the City of Karratha alongside partner Rio Tinto with support from Pilbara Ports Authority, Eventscorp, Healthway, Act-Belong-Commit, Cleanaway, Ibis Styles, Kennards Hire and The Quarter.

Galloping Foxleys to headline event

COMMUNITY EVENT
REAF Recovery, Sunday, September 25, City Square

It's all about the recovery, and this Sunday REAF presents a fantastic, relaxing session on the grass at City Square, adjacent to The Quarter, on Sharpe Avenue. The event will feature live music from Perth band Galloping Foxleys, delicious food and drinks to buy, limbo lawn games for the family to enjoy and funky art spectacles.

This event is free to attend and kicks off from 2pm, and is the perfect way to wind down from a massive Red Earth Arts Festival and to round off the weekend. For more information, visit www.leaf.com.au or contact the City of Karratha Facebook page. REAF 2016 is proudly brought



Perth band Galloping Foxleys will be performing on Sunday in the final event of REAF. Picture: Galloping Foxleys

to you by the City of Karratha alongside principal partner Rio Tinto with support from Pilbara Ports Authority, the events

division of Tourism WA, Healthway, Act-Belong-Commit, Cleanaway, Ibis Styles, Kennards Hire and The Quarter.

Flights of fancy at Red Earth

Ewan, 7, and Isaac, 6, with their flying corella puppets, were among thousands who flocked to the Karratha Quarter and nearby intersection to launch the Red Earth Arts Festival on Friday night. A flying corella procession, music, circus acts and motocross demonstrations made it the festival's biggest and best street party to date.

REPORT PAGES 16-17
Picture: Aika Perera



MARKETING SNAPSHOT: PROGRAM



REAF RED EARTH ARTS FESTIVAL
16-25 SEPTEMBER 2016

City of Karratha RioTinto

EVENT PROGRAM

TICKETS ON SALE REAF.COM.AU

REAF RED EARTH ARTS FESTIVAL
16-25 SEPTEMBER 2016

EVENT PROGRAM

More info @ reaf.com.au
[cityofkarratha](https://www.facebook.com/cityofkarratha)

LAUNCH
FRI 16 SEPTEMBER, 6-10PM
KARRATHA QUAY

An art-filled party with a live performance and music. Food and drink available for purchase. Tickets: \$10

ACT-BELONG-COMMIT JUNIOR
SAT 17 SEPTEMBER, 9AM-12PM
KARRATHA QUAY

Meet & greet with the Red Earth Arts Festival team. Kids can win prizes for their artwork. Tickets: \$10 per person

BABBA
SAT 17 SEPTEMBER, 7-10PM
KARRATHA QUAY

A night of music and dance. Tickets: \$10 per person, includes dinner

LUNAR CIRCUS
SUN 18 SEPTEMBER, 3-8PM
KARRATHA QUAY

A night of magic and wonder. Tickets: \$10 per person

COMEDY
SUN 18 SEPTEMBER, 7-10PM
KARRATHA QUAY

HAIRTONIVAL, HAIRTON

A night of music and dance. Tickets: \$10 per person

HYPNOTIST
WED 20 SEPTEMBER, 7-10PM
KARRATHA QUAY

A night of magic and wonder. Tickets: \$10 per person

PERTH SYMPHONY ORCHESTRA
SAT 24 SEPTEMBER, 6-8PM
KARRATHA QUAY

A night of music and dance. Tickets: \$10 per person

RECOVERY
SUN 25 SEPTEMBER, 2-5PM
KARRATHA QUAY

A night of music and dance. Tickets: \$10 per person

EXTRA: MOTOX DEMO
SAT 17 SEPTEMBER, 1PM
KARRATHA QUAY

A night of music and dance. Tickets: \$10 per person

Red Earth ARTS Festival
Diverse Evolving
Community Focused
— Inclusive —
Eclectic Social
VIBRANT
Entertaining
Engaging Professional

PROUDLY BROUGHT TO YOU BY

City of Karratha RioTinto

www.reaf.com.au

MARKETING SNAPSHOT



REAF POSTER



REAF FLYER



COFFEE CUPS



TICKETING BOOTH



REAF 2016 begins this Friday night!
Kick off Red Earth Arts Festival right and head down to the FREE Launch street party tomorrow night at The Quarter, 6pm - 10pm. We'll have markets, live music, delicious food and a motocross demonstration from international FMX riders Pat Bowden and Jake Smith. Plus the Lunar Circus troupe will also be on hand.

E-NEWSLETTERS



OUTDOOR SIGNAGE



SHOPALITE SIGN

RADIO SCRIPT (RED FM)

Brace yourself for the Red Earth Arts Festival, with an epic line-up of events, proudly brought to you by the City of Karratha and RioTinto!

FVO: It all kicks off 6pm, Friday **SEPTEMBER 16** with a FREE street launch party at The Quarter!

MVO: Then lap up the family fun with REAF Act-Belong-Commit Junior
Relive the 70s with ABBA tribute band, BABBA!
Or check out a LIVE motoX demo!

FVO: Experience a night of madcap acrobatic mayhem with Lunar Circus
And catch an all-star comedy cast including Akmal and Mikey Robbins

MVO: Next up its Hypnotist Matt Hale...

FVO: Followed by a stunning free performance by the Perth Symphony Orchestra at The Quarter

Finally, wind down with a relaxing Sunday Session to see out the festival

ANCR: For dates and locations, visit "R-E-A-F dot com dot au"

REDFM RADIO SCRIPT



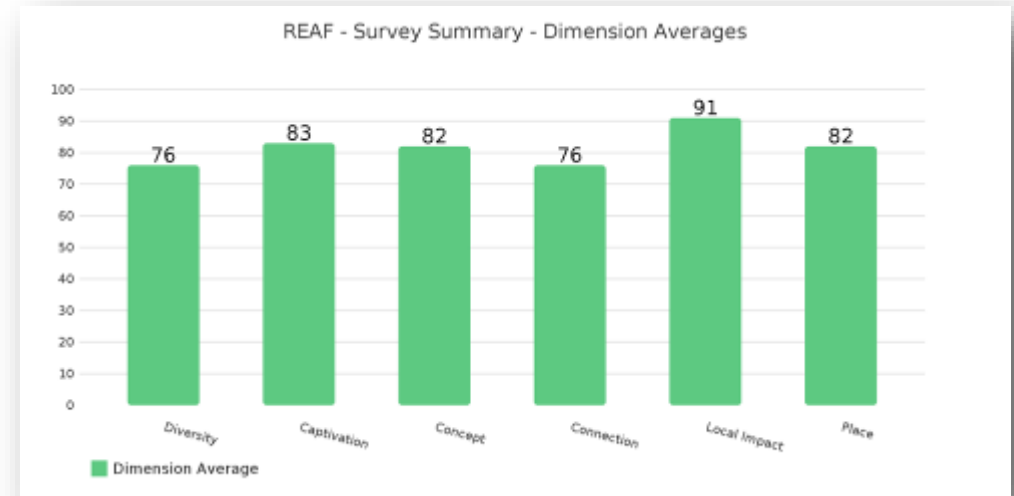
OUTDOOR SIGNAGE

FEEDBACK

Several evaluation strategies were put in place to measure the success and impact of REAF 2016 including an event survey to participants which assessed the quality of the event, overall rating, areas for improvement and recommendations for REAF 2017.

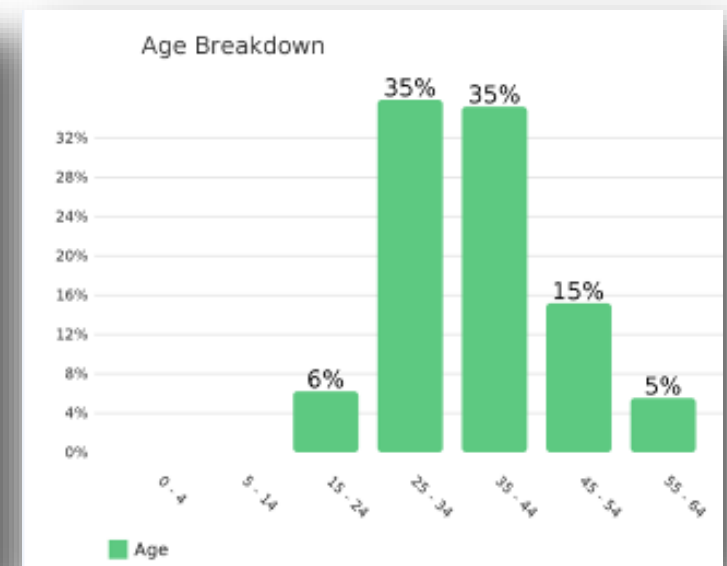
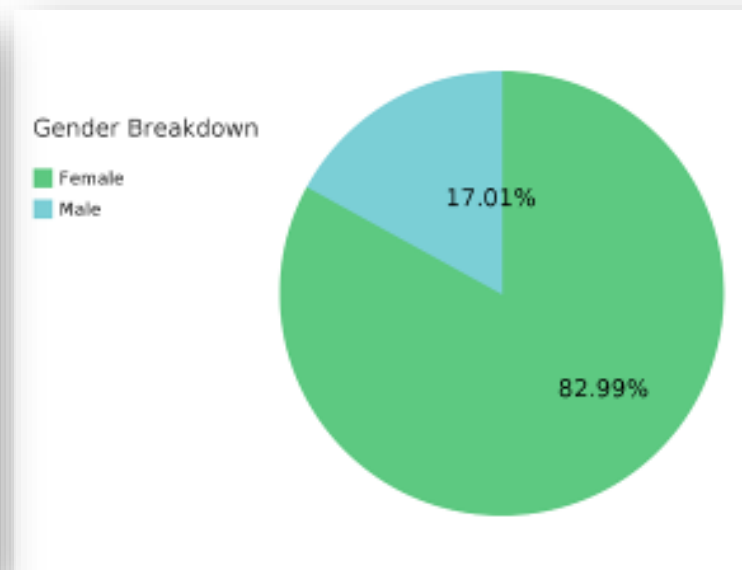
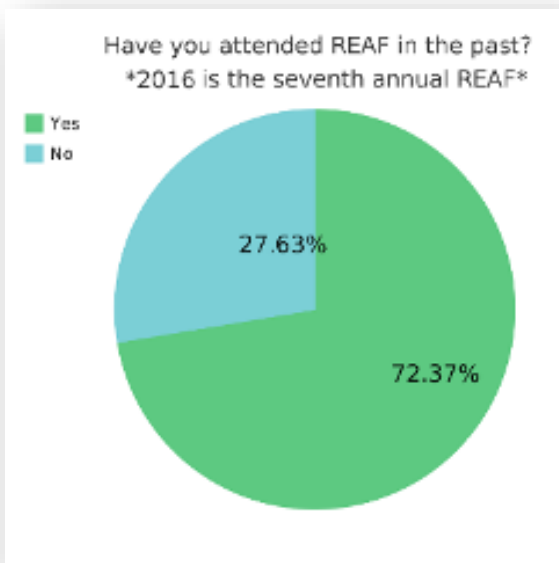
- ♦ A total of 161 survey responses were received.
- ♦ REAF received an overall rating of 84%

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



QUALITY BASED SURVEY RESULTS

SURVEY—DEMOGRAPHICS





COMMENTS

*"The **opening** was great, the grassed quarter area City Square really enabled the event to be successful. Its the first time in 2+ years that I have felt an atmosphere like it. could have been anywhere."* Robbie

*"Definitely bring the **orchestra** again please! And if it's manageable, the entire symphony would be AMAZING! **Comedy** is always a winner, kids love the circus - and they are pretty damn good! We were unable to attend the opening and recovery, but heard it was fantastic - such a great array of local involvement with food and pop up stalls plus displays from the various artists and performers."* Tanya

"I love how events are very different each year, not the same acts each time like some local events." Fiona

"The city came alive, loved seeing the town square happening, should happen much more open!" Aleisha

"It brought people together to experience such exciting events. I love stand up comedy, but had never been to one. It was quite an experience to watch stand up comedy live for the first time. The bikes as well, I used to see that on Tv. Watching those guys doing backflips live got my blood pumping as if I was the one flipping the bikes. It was amazing. The symphony was amazing. Those guys are so so talented. We want them back.. We live in the Pelago so everything was just directly underneath us.. So you can imagine how much fun we had. I loved everything about REAF.." Fungai

*"I missed REAF **"After Dark"** this year, although attended and loved 'Matt Hale' and 'Babba'. Would love a chance to dress up and 'crowd participate' maybe a murder mystery night or acted 'mock wedding' complete with comedy speeches?"* Melanie

"The City of Karratha should be congratulated for putting on yet another thoroughly enjoyable, diverse and well-coordinated series of community events as part of REAF 2016. I was fortunate enough to attend multiple events across the week, including the opening night, comedy show (Dampier), Perth Symphony Orchestra, sponsor's session and REAF recovery. The atmosphere created by the City of Karratha at these events was very family friendly, fun and festive – an excellent mix for the Karratha demographic. For many of these events, I think this atmosphere was helped along by their excellent choice of venue – our new City Square. Well done Keely / Nancy and the rest of the City of Karratha Events team! I certainly felt that Pilbara Ports Authority's support of this event was a well-placed investment into our local community". Dan



RECOMMENDATIONS

REAF 2017

- ◆ Continue with format of eight events over 10 days.
- ◆ Consider programming that will begin the transition across to how the Festival will sit within the context of the KACP from 2018.
- ◆ Launch, Junior and Recovery to remain core components of program.
- ◆ Consideration as to how and what hospitality is factored into events to ensure community acceptance and transparency.
- ◆ Review post event surveying to produce more detailed community feedback on types of events, ticket pricing and venue preference for future events.
- ◆ Re focus marketing on whole town activation rather than ticket sales.
- ◆ No major changes to operational and programming approach for 2017.

