

1.2 2010 CHINESE NEW YEAR AND LANTERN FESTIVAL (CL:ARTS43)

Responsible Director: Carolyn McClean

RECOMMENDATION:

That Council:

1. *Acknowledges the work of the Monash Chinese Events Organising Committee (EOC) in the successful delivery of the inaugural Glen Waverley Chinese New Year and Lantern Festival (The Lantern Festival) as a significant community cultural celebration.*
2. *Approves and supports the EOC to deliver the Lantern Festival in partnership with Council for a second year to be held in February 2010 in the Glen Waverley Activity Centre.*
3. *Approves the management model remain the same in 2010 until Council has an opportunity to review delivery methods of all its festivals.*
4. *Acknowledges the partnership arrangement between Council and the EOC and approves \$80,000 in funding comprising of \$50,000 in direct funding to the EOC and \$30,000 for Council support services subject to final 09/10 Budget approval.*
5. *Funding to the EOC for the Lantern Festival is subject to the following conditions:*
 - *Both parties sign off on a funding agreement*
 - *The EOC provides evidence of appropriate public liability insurance for the festival*
 - *A festival proposal is submitted to Council*
 - *A suitably qualified and experienced Event Manager and Risk Manager is engaged by the EOC*
 - *A Risk Management and Safety Management Plan is submitted to Council*
 - *Council approves all sub-contractors*
 - *All other sponsors and stallholders engaged by the EOC are consistent with Council Policies*
 - *Council is acknowledged in all promotional material as the major sponsor and Council approves such promotional material*
 - *The EOC seek other funding for the event to the value of at least \$20,000.*

INTRODUCTION

The purpose of this report is to review the 2009 Glen Waverley Chinese New Year and Lantern Festival (Lantern Festival) and make recommendations for Council's support of the Lantern Festival in 2010.

BACKGROUND

On 7 October 2008, Council approved funding of an inaugural Chinese and New Year Lantern Festival for Glen Waverley. Funding of \$80,000 was approved for this event, comprising \$60,000 in direct financial support to the EOC and \$20,000

for Council support services. Recommendation 7 of the report stated that Council review the festival on its completion and make recommendations about the most appropriate model for its future delivery, management and funding arrangements.

The Lantern Festival Event Organising Committee (EOC) demonstrated their ability to generate income, in addition to Council's contribution, in a relatively short period of time. The EOC generated \$23,000 in extra income that comprised funding from the Victorian Multicultural Commission and site fees from stallholders.

The Lantern Festival was held on Sunday 8 February 2009 from 12pm – 9pm in Kingsway, Glen Waverley. Organisers estimate attendance at the Festival to be approximately 30,000 people. This was a significant increase from the anticipated numbers of 10,000 people.

Highlights of the event included:

- 54 food and trade stalls
- Live entertainment on stage featuring a variety of cultural performances including:
 - Traditional Chinese programming
 - Bhangra dance
 - East & West instruments,
 - Australian bush dance and Latino dance
 - Mexican dance
 - Pacific Island Dance
- A Cultural Corner featuring:
 - Tea ceremony and cooking demonstration
 - Victorian Chinese immigrant play
 - Chinese musical instruments
 - Kung Fu Performance
 - Cantonese Opera performance
 - Ma Jiang and chess social games
 - Chopsticks games
 - Calligraphy and brush painting
 - Red packet arts and craft
 - Free lanterns for colouring
 - Glen Waverley Library Storytelling
- 2 Lion Dance performances and fire cracker displays
- Roving Lion and Dragon dance
- Night Lantern Parade and Chinese Dragon Dance featuring children and drummers
- Karaoke on the main stage

ANALYSIS AND CONSULTATION

The EOC, Council Officers and the Risk/Event Manager have reviewed the 2009 Lantern Festival and identified areas of improvement that will support the partnership and the management model of the Lantern Festival, if supported again in 2010.

At the conclusion of the Lantern Festival comprehensive debriefing and reporting back occurred involving the EOC, Council Officers and the Risk/Event Manager. The main points of interest from this process are outlined below:

- Identification of the need for a more structured process in relation to promotions and marketing;
- Improvements need to be made in regard to waste management;
- Management of the process of allocating of stalls needs to be structured and adhered to within stated timeframes;
- Review start and finish times of the festival;
- Review the road closure arrangements;
- Review site safety;
- Crowd numbers were considerably higher than first anticipated and future planning needs to reflect this;
- Insurance requirements to be clarified; and
- That support from Council Liaison Officer was required at a greater level than anticipated which impacted on the Arts and Cultural Development Unit who deliver 6 major festivals between December and April.

The method for managing the funding agreement between the EOC and Council was a new concept whereby Council provided a liaison officer who became the main point of contact between the EOC and Council. The Council Liaison Officer communicated with over 45 individual officers on behalf of the EOC and also ensured that the EOC was meeting their requirements under the funding agreement. The Council Liaison Officer also sat on the Committee and attended 10 formal meetings in total between November and February.

It is recommended that the management model for the 2010 Lantern Festival continue to be a partnership between Council and the Monash Chinese Events Organising Committee. Council is committed to assisting the EOC in the delivery of a well-managed, safe and well-attended event through the support of a Council Liaison Officer. However significant staff resources are needed to adequately support the EOC to address the issues identified in the debriefing and analysis of the 2009 event. The extent of the resources needed was not adequately identified in the initial planning for the 2009 event.

Managing a diverse and complex festival like the Lantern Festival was challenging, however the festival was ultimately well managed and successful. Key to that success was the support of the Council Liaison Officer and the appointment by the EOC of an experienced Event and Risk Manager. The EOC were successful in securing funding, including other government funding, from a variety of sources and it is expected that a greater level of funding could be secured in 2009 given the longer lead time to the 2010 festival. Skills acquired by the EOC would have been quite significant, including those connected to: risk management; event management; stallholder management; traffic management; fundraising; grant submission writing, contractor management; and in regard to governance of committees. These skills give members of the EOCe the capacity to manage interesting and inclusive cultural events that are closely aligned with community identity.

IMPLEMENTATION

It is recommended that the Chinese New Year and Lantern Festival remains managed by the EOC in partnership with Council who will provide liaison services and support at an increased level from the 2009 festival.

Funding would be subject to conditions set in an Agreement between Council and the EOC.

On review, it is proposed that Council funds the EOC to the amount of \$50,000 in direct funding and allows for \$30,000 within the 2009/10 budget for Council support services. This budget breakdown is in recognition of the partnership arrangement between Council and the EOC. It has been identified in the analysis of the Lantern Festival that significant Council support is required and needed for the 2010 festival and this support will be expanded in recognition of the considerable planning required in relation to the event.

Council recognises the EOC's potential ability to generate significant income for the event and to possibly secure a grant from external funding bodies. This would also encourage the EOC to source other outside funding, for example commercial sponsorship.

The increase in the amount relating to Council support services recognises the resources required for the Council Liaison Officer that were insufficient for the 2009 event and the need for more labour and equipment in relation to Waste Management Services because of the larger than expected attendance.

As the Arts and Cultural Development team will conduct a general review of the delivery of all Council managed and supported festivals and events in 2009/10 the delivery method of Chinese New Year and Lantern Festival will be reviewed as part of this review.

FINANCIAL IMPLICATIONS

The Lantern Festival requires a direct Council contribution of \$50,000 from the 2009/10 budget to be paid to the EOC. Council internal resources and staff time of \$30,000 is required to support the Lantern Festival from the 2009/10 budget.

CONCLUSION

The inaugural Chinese New Year and Lantern Festival was successful in providing a community cultural celebration for Monash and surrounding areas. Council recognises the significant contribution of the community groups and individuals involved in bringing this event to fruition.

It is anticipated that this success would be realised again in its second year and it is recommended that the Lantern Festival receive support from Council for 2010 as outlined in the recommendations.