

# Furneaux Islands Festival Report 2023

## Overview

The aim of this report is to provide Flinders Council with an overview of the 2023 Furneaux Islands Festival. A significant community event held annually in partnership with the Flinders Island Aboriginal Association Inc.

The festival highlights local talent, fosters community spirit, and provides an opportunity for residents and visitors to come together and celebrate our Island's unique lifestyle. The festival crew strives to deliver an inclusive event that showcases the Island's history, encourages creativity and participation, generates local economic benefit, and offers a unique visitor experience during the month of January.

Since its inception in 2014, the Furneaux Islands Festival has become one of the most important community events on Flinders Island, with the Flinders Island Aboriginal Association Inc. (FIAAI) a creative and financial partner since 2016.

This year, the Festival featured the inaugural Islander Portrait Prize, facilitated by Furneaux Community Arts and supported by Council. The exhibition of portraiture works took place at the Lady Barron Hall, with 56 portraits submitted and over 300 people visiting the exhibition.

## The Event

Flinders Council staff and the Festival crew remain focused in their commitment to achieving outcomes outlined in the Flinders Council Strategic Plan 2021-2031, with a strong emphasis on social impact, while also maximising the economic value for the community generated by the event.

By collaborating with Flinders Island Aboriginal Association (FIAAI), Council plays a pivotal role in fostering social cohesion and cultural enrichment through the Festival. This annual event draws participants and visitors from away, providing a platform for promoting arts, culture, and community engagement. In addition to its cultural significance, the festival contributes to the hospitality, retail, and tourism sectors, providing economic opportunities for the local community.

## Economic Benefit to the Community

Recognising the potential of the increased visitor numbers during January, Council actively supports local producers and providers, helping them thrive and benefit from the Festival's positive impact. The resulting economic benefits are significant, Council's focus extends beyond financial gains to include the social and cultural growth of the Flinders Island community.

A survey of festival stallholders resulted in 16 responses from 24.

Friday Twilight Market Event revenue for stallholders - \$9898

Saturday Market Day revenue for stallholders - \$4055

This year, the Festival attracted over 1000 attendances at seven different events across the Island.

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## Furneaux Islands Festival Events

### Friday 20<sup>th</sup> January

- **Twilight Market - Showgrounds**

Attendance – approximately 500

**Local community/business opportunities-** Twelve local stallholders selling food and beverages. Stalls ranged from private enterprise to community groups. Music was provided by Launceston band the Embers. The Social Circus provided children's entertainment.

### Saturday 21<sup>st</sup> January

- **Community Tai-Chi Session with Glenn Sandford** – Twelve people attended the session before Park Run and Glenn now runs Tai Chi classes at Emita Hall on Tuesdays based on the interest.
- **Community Yoga Session with Kathleen Ives Heap** – Eight people attended a yoga session after Park Run on the foreshore.
- **Festival Market Day – Whitemark**  
**Local community/business opportunities** – Eighteen stallholders in Bowman St, Whitemark, the theme was 'handmade/homegrown'
- **Music at the Tav - Furneaux Tavern, Lady Barron** - The event was hosted by the Furneaux Tavern and helped boost their usual Saturday night trading. The evening featured visiting and local musicians.

### Sunday 20<sup>th</sup> January

- **Festival Finale – FIAAI Park, Lady Barron**

Attendance – 358

Community Day hosted by Flinders Island Aboriginal Association and Flinders Council at FIAAI Park, featuring live music, entertainment for the kids, cultural circles of string making and kelp baskets with Auntie Patsy and a spectacular BBQ lunch by local chefs Toni Wood and Mikey Yeo assisted by Flinders Councillors on the BBQ tools.

Music by visiting artists. Entertainment – WSM Freestyle, facepainting for the kids, Lyndens Laser Tag, Social Circus and TIS (Tackling Indigenous Smoking)

### 15<sup>th</sup> – 22<sup>nd</sup> January

- **Islander Portrait Prize**

In collaboration with Furneaux Community Arts, artists were invited to submit a work of art to the inaugural Islander Portrait Prize. The subject matter of the works was a person who has a known connection to the Furneaux Islands.

The exhibition attracted 56 entries and was attended by over 300 people throughout the week.

### School Holiday Program tie-in

Social Circus Festival Workshops were held throughout the weekend festivities. A special workshop for the School Holiday program was held to focus on Circus Skills and Teamwork activities. The workshop was held in the school gym at Flinders Island District High School and fourteen children attended.

*"The children had a wonderful time participating in movement games, playing hula hoops, practicing cartwheels, and exploring handstands on the mat."*

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## Expense Report

Furneaux Islands Festival Account	2023
<b>Income</b>	
FIAAI Component Food/Chef Community BBQ	<b>3,408.00</b>
Tickets BBQ Day / Merchandise Sales	3,497.37
<b>Total Income</b>	<b>6,905.37</b>
<b>Operating Expenses</b>	
Visiting Performers / Local Chefs / Tai Chi & Yoga	12,372.73
Portrait Prize contribution	1,000.00
Council Employee / Plant Costs	12,482.03
General Expenses - Printing / freight	637.82
Community BBQ Day / Merchandise / Marquee Covers	8,941.66
Travel Expenses - Airfare, Car Hire, Accom	5,725.03
<b>Total Operating Expenses</b>	<b>41,159.27</b>
<b>Net Profit</b>	<b>(34,253.90)</b>

## Strategic objectives met

### 1. Liveability

- **1.2** A harmonious and healthy community actively engaged in recreation, volunteering, arts and culture.
- **1.1.2** Promote the Islands' authentic lifestyle, business and entrepreneurial opportunities to attract 'working age' population and families.
- **1.2.2** Maintain and develop partnerships with Arts and Cultural organisations and support activities, projects and events that provide opportunities for community involvement and creative expression.

### 3. Economy / Business

- **3.1** Ongoing opportunities across all business sectors

### 4 Good Governance

- **4.1.2** Improve communication channels between Council and Community to foster greater community participation and outcomes.

All the aforementioned strategic objectives have been successfully achieved, resulting in the delivery of an essential community event that celebrates the diverse social fabric of the Flinders Island Community.

As the Festival enters its tenth year, Council staff, Festival Crew and the Community have gained valuable experience in effectively managing and enhancing the event. This has transformed it into a low-risk operation, with the added benefit of improving the management of many other events under the Council's Community Development banner.

In addition to Council's \$25,000 contribution, the Flinders Island Aboriginal Association Inc. (FIAAI) also provides its own financial support for the Furneaux Festival. This includes covering expenses related to visiting musicians and performers, as well as the costs associated with FIAAI staff and Community BBQ Day.

To provide a comprehensive understanding of the expenses incurred by Council, the event expense report for this year includes hard costs for staff during the Festival weekend and plant hire, totaling \$12,482 (which have previously been unbudgeted for.)

Council's budget allocation of \$25,000 for the event has proven to be a low-risk investment, considering the significant socio-economic benefits it brings to the Island.

For the 2023 event, no grant applications were submitted as available funding on offer was focused on event marketing rather than support for operational activities.

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## Festival Feedback from Stallholders

A few quotes

*"From the growers market I now have orders to grow 2500 seedlings. The ongoing success from the market for my business, relates to advertising of the business to the residents of Flinders Island, the face to face contact was so valuable. Thank you."*

*"Really enjoyed the layout this year for the Friday night market (luckily the weather gods were on our side) and the fact the entire event area was a 'wet area'. I found the process to participate as a stallholder really easy and encouraging. The Council team was very supportive and helpful. Wonderful effort!"*

*"Loved the Makers & Growers Market!"*

*"It was a really positive event for PWS volunteers... we had a great deal of interest with 22 names to potentially sign up as volunteers. Thanks again for the opportunity and for all the effort you put into the whole festival."*

*"Those attending were appreciative of a bar in attendance. Site location was good. Council staff assistance setting up was fantastic."*

*"It was fantastic to turn up to a stall already set up (that only needed to be decorated and filled with products). It was great event and eats for the stall holders."*

*"Really well organised, professional and a joy to be a part of. Well done to all involved!!"*