



Mildura Rural City Council

*Major Events
Major Player*

Proudly Supporting
Mildura Festivals & Events

FESTIVAL & EVENT SUPPORT SCHEME

EVALUATION REPORT

**Please complete and return to
Anita Dyer, Events Unit
Mildura Rural City Council
PO Box 105
Mildura VIC 3502
or Fax 03 5021 1836
Any queries phone: 5018 8317**

1. Name of Festival or Event.....
Date of Festival or Event.....

2. Name of person completing this Evaluation
Position on Organising Committee
Address
Phone
Email

3. Did the Festival or Event meet your Objectives/Expectations? *Please Explain*
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4. How many people attended your Festival or Event?
Breakdown – Locals (approx 100km radius)
– Visitors.....

How was this measured?

- Estimate Only
- Bookings/ Ticket Sales
- Registration
- Survey
- Other *Please Explain*

*Please attach a copy of your findings
(Report) from your surveys,
identifying no. of visitors attracted,
average length of stay and economic
impact to the region.*

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5. Where were the largest number of visitors from?

- Melbourne
- Elsewhere in Victoria
- NSW
- South Australia
- Other Australian States
- Overseas

What were the estimated age groupings of visitors you attracted to your Festival or Event?

- 0 - 18 years
- 18 - 30 years
- 30 - 50 years
- 50 + years

What was the average length of stay (nights) of your visitors?

6. How did you advertise your Festival or Event?

- Newspaper Advertising
- Press Releases- Newspaper Coverage
- Press Releases - Radio and Television Interviews/Coverage
- Festival or Event Program
- Brochure or Flyer
- Mailing List from past Events
- Through Organised Clubs or Associations
- Word of Mouth
- At other similar Events
- Other

Comments please:

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7. What advertisement worked best for your Festival/Event (results from Survey/Market Research Questionnaire). Please indicate ratings from 1-10 with 1 the most popular form of response.

- Newspaper Advertising
- Press Release - Newspaper Coverage
- Press Releases - Radio and Television Interviews/Coverage
- Festival or Event Program
- Brochure or Flyer
- Mailing List from past Events
- Through Organised Clubs or Associations
- Word of Mouth
- At Other Similar Events
- Other

11. Does your Festival or Event have scope for linking with other Events and Activities to attract increased participation?

Comments please:

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12. How could support from the local community be improved upon?

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13. Were facilities and services provided by the Mildura Rural City Council adequate?

- | | |
|-----------------------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Rubbish Bins | <input type="checkbox"/> P.A. |
| <input type="checkbox"/> Barricades | <input type="checkbox"/> Power |
| <input type="checkbox"/> Signs | <input type="checkbox"/> Stage |
| <input type="checkbox"/> Lighting | <input type="checkbox"/> Site/Grounds |
| <input type="checkbox"/> Stage | <input type="checkbox"/> Facilities/Rooms/Centres |
| <input type="checkbox"/> Deakin Avenue Signboard | <input type="checkbox"/> Banner |
| <input type="checkbox"/> Mildura Visitor Information & Booking Centre | <input type="checkbox"/> Other |

14. Useful information gathered from your survey not previously mentioned

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15. Please confirm how Council's support was expended.

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16. Please attach any press release material and promotional material recognising Mildura Rural City Council support.

17. Financial Analysis (see attached budget form on following page)

Comments please:

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ACTUALS

- **Please fill in all financial details of the Festival/Event in the financial table below** (Do not attach your own format unless it is to support information outlined in the table below).

EXPENDITURE		INCOME	
General Administration Costs (including utilities, telephone, amenities etc)	\$	Admission Fees and Ticket Sales expected <i>Attendance:</i>	\$
Travel & Accommodation	\$	Stall Holders Fee	\$
Promotion & Publicity	\$	Membership & Entry Fee	\$
Venue & Equipment Hire	\$		
Hospitality	\$	IN-KIND CONTRIBUTIONS	
		Goods/Equipment	\$
		Voluntary Labour	\$
FEES & SALARIES		CASH CONTRIBUTIONS	
Administration Staff	\$	Mildura Rural City Council	\$
Festival Co-ordinator	\$	Other Local Government	\$
Production Staff	\$	Commonwealth Government	\$
Performers & Artists	\$	State Government	\$
		FUNDRAISING	\$
Permits	\$		
Street Closure & Cleaning	\$	CORPORATE SPONSORSHIP (list below)	\$
SECURITY	\$		\$
Victoria Police	\$		\$
Private Security	\$		\$
			\$
OTHER			
St John's Ambulance	\$		
Royalties	\$		
Public Liability Insurance	\$		
Prizes/Awards	\$		
Other (please specify)	\$	TOTAL FESTIVAL INCOME	\$
TOTAL FESTIVAL EXPENDITURE	\$	Less expenditure	\$
		TOTAL FESTIVAL/EVENT PROFIT/LOSS	\$