

31 March - 2 April 2023

A festival for our community & beyond



REPORT TO PARTNERS

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June 2023

SUMMARY



IN ONLY OUR SECOND YEAR, STILL AUSPICED BY CRESWICK NEIGHBOURHOOD CENTRE, THE COMMITTEE ACHIEVED THE FOLLOWING:

- 1) We created our second festival of folk and roots music, including dance, themed concerts, plays and the spoken word to bring joyful encounters to our small regional town of Creswick, situated halfway between Ballarat and Daylesford.
- 2) We shone a light on Creswick its buildings, its trees, its streetscape, its friendliness
- 3) We provided opportunities for local people to participate as performers, volunteers and festival hosts, bringing the festival to all parts of our community
- 4) We partnered with community groups and businesses creating a shared endeavour for the benefit of the town and the region beyond
- 5) We seeded and supported new projects: The Festival Market; The World Comes To Creswick; Light Up Creswick; Courthouse Conversations; Creswick Primary School Banners; as well as repeating successful projects from year one: IGA Busking Competition, YouThrive Stage; Shire Showcase; Parade and Dance Extravaganza; Art exhibitions across town.
- 6) We included a strong representation of First Nations artists and liaised closely with Djaara Corporation



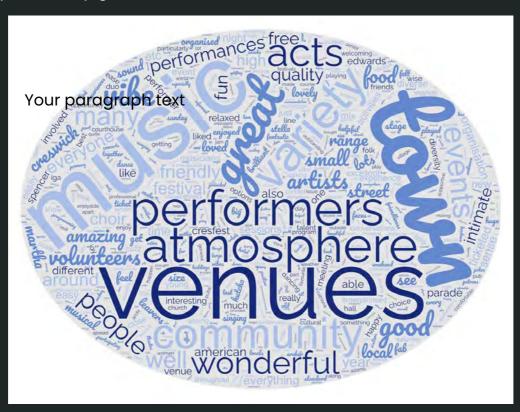




WHAT PEOPLE* SAID

**audience/musos/vollies

- "What a wonderful festival one of the very best I have ever taken part in.
- The whole town was alive with music, companionship, and a sense of community.
- It was extraordinary. The community atmosphere at Cresfest was second to none. Genuinely felt like the whole town was involved and onboard.
- This was quite an unbelievable weekend. The atmosphere was joyous and the music and all art forms on display were just a delight to consume.
- Congratulations to the Cresfest Team on a fantastic contribution to increasing the sum total of human happiness.
- CresFest allows festival goers to be active participants in the music making and celebrations. A point of difference from other music festivals is the broad scale community engagement that CresFest goes out of its way to engender.
- The free events such as the IGA caravan stage was fantastic. The youth stage was awesome. These were great to take the kids to!! But the best thing was the vibe, just so fantastic...and of course it is in my home town!!!!
- The situation beautiful setting, lovely buildings, friendly vibe and people, lineup was very good."



STATISTICS 1

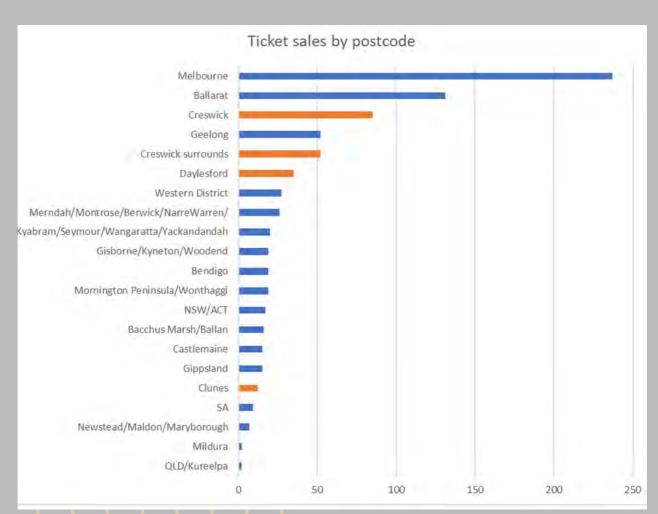


Attendances

Ticket Holders	
Friday	1729
Saturday	1795
Sunday	1797
	5321
Estimated free/street crowds	
Thursday/Friday incl Light Up	250
Saturday incl ABC/market / busking/ parade/Youthrive	750
Sunday incl buking/market/skating/Youthrive & The World Comes to Creswick	1200
	2200
total paid and free 30 Mar- 2 April	7521

NB people with weekend tickets were counted each day as per standard industry practice

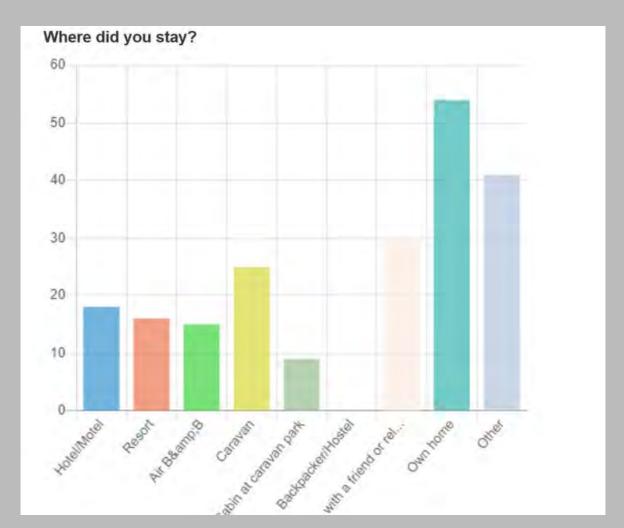
Places of origin



STATISTICS 2



Local accommodation



Local spending

Economic Impact

Over the three days of CresFest23 ticket holders spent \$373,840in Creswick and surrounds over the course of the weekend. This figure was calculated based on the average of the reported total expenditure on accommodation or food and drink. These figures were then multiplied by the number of attendees at the festival, taking in to account the percentage that stayed in paid accommodation (Table)

Category	
Average expenditure meals food and drink	\$105.43
Average weekend expenditure on accommodation	\$388.80
Total attendees (weekend passes plus 1/3 day passes)	1,435
Percentage of people that paid for accommodation	39.90%
Total accommodation spend	\$222,585.40
Total spend food/drink	\$151,254.86
Total spend	\$373,840.26

STATISTICS 3



Estimate of value

SPENDING BY GUESTS	CresFest23	CresFest22
Average expenditure meals food and drink	\$105.43	\$74.00
Average weekend expenditure on accommodation	\$388.80	\$226.00
Total attendees (weekend passes plus 1/3 day passes)	1,774	1157
Percentage of people that paid for accommodation	39.90%	20.72%
Total accommodation spend	\$275,180.51	\$54,179.07
Total spend food/drink	\$186,995.14	\$85,618.00
Total spend	\$462,175.65	\$139,797.07
VOLUNTEER TIME COSTED		
100 volunteers @ average 20 hours @ \$30	\$60,000.00	\$60,000.00
12 volunteers @ average 200 hours @ \$30	\$600,000.00	\$600,000.00
TOTAL ESTIMATED VALUE	\$1,122,175.65	\$941,051.35

Marketing reach

By being a partner in 2023 you reached our audiences ...

7521 Festival goers (over the festival weekend)

2,000 Email database

2,000 Printed programs

312,747 Facebook reach (across campaign period)

500,000 reach (approx) In print and digital advertising

13,695 Instagram reach (across campaign period)

37,000 visitors to website

5,052 YouTube reach (across campaign period)

OUR PARTNERS



Making CresFest Possible Through Their Support

Publicity across regional Victoria
Artist accommodation/venue support
Publicity across regional Victoria
'Community Bank Lights up Creswick'
MusicWorks grant
Publicity across regional Victoria/bus driving
Everything
Venue support
Funding St John Ambulance attendance
Venue support/ accommodation support
Venue support
Venue support
Venue support/shuttle bus driving
Funding the Town Shuttle Bus
Tourism marketing support
Artist accommodation
Welcome to Country
Artist accommodation
Young artist support
Strengthening Rural Communities grant

Hepburn Shire Council	Infrastructure support; Venue support, staff support, funding through Regional Events Grants
IGA Creswick	IGA Busking competition/ artist hospitality
Kingston & District Agricultural Society	Artist accommodation
Log Cabin Camp	Artist accommodation
Miles Electrical	Lighting genius
Leaver's Hotel	Artist hospitality/venue support
PRD	Publicity throughout the region
RACV Goldfields Resort	Artist accommodation/ CresFest photo exhibition
Regional Arts Vic	Small Regional Presents Grants
Ross & Liz Wilkie	Creswick Kids Choir support
Triple R	Media/Broadcast Partner
The Boîte	Partnership - The World Comes to Creswick
Victorian Government	Multicultural Festivals and Events grant
Uniting Church in Australia	Venue support, St Andrews Creswick
University of Melbourne	Venue support/provision of artists
Victorian Scottish Heritage Cultural Foundation	Grant
Waller & Chester	Printing support
Westnet Plumbing	Fixing stuff up
Youthrive Victoria	Venue support/provision of artists

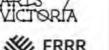
CRESPEST IS A PROJECT OF THE CRESWICK NEIGHBOURHOOD CENTRE INC THE WORLD COMES TO CRESWICK IS PRESENTED IN PARTNERSHIP WITH THE BOÎTE INC

FUNDING PARTNERS

















LOCAL BUSINESS PARTNERS





























ART AT CRESFEST



at Creswick Primary School by Rachel
Turner; Banner at Courthouse by Loris
Button, Banner at Creswick
Neighbourhood Centre by Catherine
Freemantle; Cover art by Jo Marchese
and Loris Button; Banner at CPS by CPS
students - all these were new in 2023
and added to the magnificent banner
by Alison Parkinson in the Creswick
Town Hall - created in 2022.



Charm of Finches







Cate Kennedy interviews Eddie Perfect & Casey Bennetto



The Maggie Carty Band

FRIDAY PROGRAM +



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Between 31 March and 2 April,
CresFest presented
105 TICKETED CONCERTS
50 FREE CONCERTS
9 DANCE WORKSHOPS
5 PUBLIC DANCES
9 CONVERSATIONS AND SHOWS
38 STREET PERFORMANCES
10 INSTRUMENTAL WORKSHOPS
16 SESSIONS
8 KIDS ENTERTAINMENTS



SPECIAL WORKSHOP EVENTS

Ami Williamson Masterclass/Workshop Sat 10am - St Andrews Church

Four singers will be chosen to test their wares at Ami Williamson's Vocal Performance and Songwriting workshop. Ex-Opera Australia, folk singer/songwriter, Ami Williamson invites singers to 'Sing your song, sing any song and be inspired'. "The day I don't want to improve, is the day I hang up my racket" *Venus Williams*. Come along and watch this mastersinger in action.

Sun 9am - Artist Central

Tenzin invites string players at the festival (violin/viola/cello/bass) to accompany him in his Sunday afternoon show – a unique opportunity for players grade 6 and above with good sight reading skills. Show your armband at the door.

Kutcha Edwards' Cultural Immersion Workshop

Sun 11.30am – 12.30pm – The Old Creswick Courthouse

Proud Mutti Mutti songman Kutcha Edwards will pose some curly questions in a workshop designed to draw understanding from the participants about Aboriginal Australia and enhance knowledge with reality checks along the way. Through stories, songs, and two-way conversations, Kutcha explores, defines and imparts his understanding of what it is to be an Indigenous person in Australia today, and the true history that brought us to this point in time.

Come early, this intimate venue will fill up.

WEEKEND PROGRAM



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SUN	IDAY 2	APRIL			TO 17 SOCIETY (18 SOCIETY)	RESILET	023
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8.00AM		of Colombia	_	_	Communities	French June	
9.15AM			Zamporéstas	THE OWNER WHEN		3-9.30am	
8.30 AM	-	Annah Sana	- Contraction	Shaw Act			
9.45.AM		Mugi Rahaya Gamelan				The Westing	
10.00 AM	and the same	9.36-10.15am		Apolline	CC Sussessions	9.36-10.15am	
10.15.4M	Greg Champton 10-10.40am		Bed Speed Month	9.45-10.30am		Nillia.	
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11.00 AM	Maggie Carty	10.30-11.15401		Security Sections	Hust fluth Highligan 10-114m	PROCEERS GALORE	South America
II 15 AM	Band			Charm of Finches 10.45-11.30am			10.39-11,15m
11.30 AM	19.45-51.3Gam		Apper Swort	mes-remain			
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2 00 PM		Band 11,30-12,15am		Natalie &:	Warkshop	dig Holde	Jane Harding
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2.30PM	12-12-Ripm		AUG MARKETON CO.	Acres and	Contraction of the last	11 Water-18 Table	Magpies) 11.35am-12.45p
2.45PM		Mitselft Zamuri					11.31am+12.40g
1,00PM		12.30-1.15pm	_	Skysoraper Stan	200.00	Apoline	Parameter States
1.15 PM	_		Color Manufacture Inc.		Sparrows of Kabut	12.45-1.20pm	Crimick Folk I Acoustic Music
1,30PM		Service Service W	and the same	rates rateller	Fired Savich	The business of	Out
145PM	MSRC	Valarga Khoza & Creswek Cherus		Lucy Wine	1-2.30pm	Hepturn 130-1/5pe	10th anniversal session
2.00PM	1,30-2,15pm	1.50-2.15pm		Album Liumch			1-2.15pm
2.15PM	Chris Strut &		ROLLING	Total the Blad 1.45-2.30pm		Shel-O'Tools	
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3.00PM	2.15-3jus	Sangeri		Comp. Com.	CC: Sharic as Artivism		singing session
3.15.PM		2.45-3.30		Custo Custo 2.45-3.30pm	- playing for a greater world Charle light		with jarren Rigi
3.30PM				Section 1	with juries Resourche 145-3 (Sport		A jars Thomps 230-145pm
3,55PM	The Sawa Pitts				2 KP-C HOPE		- re-respin
4.00PM	Bard	Terrain-Choegyal & Cresifiest Screech			-		
4.15 PM	3.30-4.35pm	Certhestra		Austral	tion is all		
4.30PM	Deglar Seekel	3.45-4.30pm	Crement Chapter's	4-4-Atigin	Mathers It the music leakants with	Pints	The Last Huma with Evan Davi
LASPN			Change Collins		Care Nut Creek	4.15-5.150m	Chian & Much
5.00PM	Stella Sary & guests Archer, Karloba	The Lint Clog	_	White &	4-Spm		4-5.30pm
5.15.PM	6 Votergo Ocean 430-530pm	4.45-530pm		Marthews			
5.38PM	- Laurence			5-5.45pm			
5,45 PM						Party on at	
6.00PM		Sore	legs? Need a bi	reak?		Suffices till fate	
8.15.PM 8.30.PM			d. Friendly drivers				
S'365.							

	AMERICAN LINESAY ROOM	STANBREWS CHURCH	STANGRENS	YOUTHERVE STACE	FAMILIES April	WELSOURNE	KGA SUCKO STRAKE
8.45 AM			Dance Workshops			Modaliops	MA Pushing Competition
9.00AN			-			The same of the sa	-
9.30 AM							
9.45 AM		Palin Sunday Church					
10.00 AW	_	Service with	_			Account.	Ridestenz
10.15 AM 10.30 AM	Corn Nutr Check	Rev Hosemary Carter -		Saylah Thomas.		Avarging old	16-10-30an
10.45 AM	10-11am	Worship and		19-10-40MH		tures to sound	
11.06 AM		Referentings				new 10-11am	Breckle
11.15 AM			Palka Datast Char	Wings Secure Visit State			10,45-11,158
11.30 AM			The Last Clag 15-11-45am	15/11/2000		James Righy &	The Printes
12.00 PM	Arri Williamson					Java Thompson: Harmonise	11.00mm-12p
12.00 PW	11.30am- 12.30am	Fully Acoustic	Tararpella Rosa Vote	Robert Bauter	French Spre	with same	
12.30PW	of referen	The second second	(Satacers)	12-12-40am	LL-12-Atem	11.36-12.30pm	Callesta Kats
12.45 PM		Chion Ajarem	12-12.45pm				12.15-12.450
1.00 PW		unplugged	Name and Address of the Owner,	The Robe Whee	The Britte	Orm Name Whitesa.	12.45-1.15pm
1.15 PM	Cat Cantes	12.30-1.30pm	Appaintmen (Tagging Martha Special with	1-Litigate	Pratik Secret	Leo Dale and	Support Secon
1.50PM 1.65PM	5-2pm		Car & Clare (~1.45pm		1- LANGER	Wrod Problems	1.15-1.30pm
2.00PW		Montgue Clere	-	-		True breast o-ship	Thirting Maga 1,45-2, high
2.15 PW		unplugged	English Coupling Coroll Reid	Tom Neithersole 2-2-Allgers	Nat Wind & Yafe Morrigan		1740-5 5581
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2,45PW 3,00PW	The Region					Mobiume Tune Collection Kate	2_85-5pm
3,00 PM	2.30-1.20pm	Martha Spencer	Color Mandonian	The Solar Victoria	Hispham Hispes Daylesford Eate	Obrintion (Macil &	-
3.30PW		urplaged	Dance Dangage	weeples.	MWI 3-1450m	NAMES AND POST OFFI	2-15-3-41cm
3.45 PM		3-4pm	Statem				a to-marke
4.00PM	Joan Bast Drow			The Solbe Prock			Steve High
4.35PM 4.30PM	- singalong with	Park Market	Family Bush	Searce 4-430pm	Open Maz		44.00
LASPE	Supertin Harift 4-Spen	Lucy Wise unplugged	Dance		roll up and sign to		Soling New
5,00 PM	- Julian	4.33-5.35pm	Blackbury jam 4-5.80m	The Bobs his Ner 4.45-5.15pm	4-530pm	_	Stew 4.30-5p
5.15PM							Braining Assa Presentation 2
5.30PM							2-590
5.45PW 6.00PW							
8.15 PW							
8.30PM							

To coincide with CresFest, Hepburn Shire Council Youth Development and the YMCA are running a Skate Park Competition between 11am-3pm at the Creswick Skate Park on Sunday 2nd April. The Comp is open to all ages, and includes Scoot (11am), BMX (12.30pm) and Skate (1.30pm). The competition is completely free, and prizes are up for grabs. For information and registration: skateparkleagues.com

O () (O) SHARE YOUR PROTES AND THE ESCRESSESTIMS INCRESSESSION ANNIAND REQUIRED IN PRECIOEST

SKATE PARK

COMPETITION

CRESFEST IN PICS





Creswick Kids Choristers



A young busker at IGA



Guitar wizardry



Family friendly



A parade for everyone



Courthouse Conversations

See our wrap video and many more festival photos at https://www.cresfest.com.au/past-festivals/2023-video-photos







St Andrews Hall = dancing workshops



The Rotunda area = street parade



Outside at Leaver's = chill out zone



Inside at Leaver's = intimate concert venue



The streets were alive with the sound of music



St Andrews Church = our beautiful acoustic only venue







Creswick Primary School multi purpose building = a major concert venue



Creswick Courthouse = a venue for conversations, films and shows



Neighbourhood Centre inside = a free venue, for 'The World Comes to Creswick'



Neighbourhood Centre outside = the market, dancing groups and much more



Senior Citizens = Artist Central



Old Post Office= Youthrive Stage







Creswick-Smeaton RSL = Festival Hub and outdoor entertainment



Creswick Woollen Mills = venue hosting

Opera singers from University of Melbourne



American Hotel Lindsay Room = elegant and secluded venue



American Hotel Lounge - all weekend long, a monster 'sesssion'



Havilah Masonic Lodge = the perfect venue for heritage art exhibit



Creswick Library = Kidzone on Saturday morning







Creswick IGA Forecourt = Busking competition



Creswick IGA indoors = pop up appearances all weekend



University of Melbourne Seminar Room = instrumental workshops & Drumming



Farmers Arms Hotel = concerts by 'Hepburn Heroes' all weekend



Creswick Skate Park = YMCA skate demos and competitions



Businesses allowed shop fronts to be used for busking and street entertainers



OUR TOWN HALL



With only a few weeks to go we were delighted to learn that Council had found a way to work with the restoration specialists who were still ensconced at the Town Hall, enabling CresFest to use our premier venue across the weekend. Without the Town Hall the event would have lacked the gravitas and dignity which our wonderul old home bestows. We were very grateful to the Hepburn Shire staff and elected representatives for their unswerving support.

The Town Hall was full to capacity at all concerts, thanks to our revised ticketing model where people bought one ticket for the whole weekend - feedback was over 90% positive about the changes we made in year two.



Kutcha Edwards enlightening the crowd



Our US vistors charming the crowd



Our Scottish visitors with many fiddles



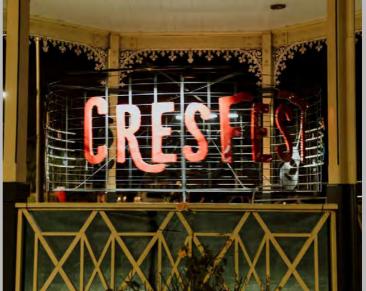
People queued patiently to get in



COMMUNITY BANK LIGHTS UP CRESWICK

Thanks to support from the Community Bank Creswick and the tireless work of volunteer Gary Miles (electrician) we were able to introduce a new element - lighting for the night streets. In year one we had noted the dark that descends on the town at night, and vowed to improve the night vibe with uplighting, installations and lighting washes across buildings. This was achieved and delivered at a community opening on Wednesday 29 March, at which representatives of the Bank, the Shire and CresFest spoke, and entertainment was provided by members of Creswick Chorus and Creswick Ukestra, for the 100 or so people who came along. As well as uplighting some significant trees in Albert Street several buildings were illuminated and the Rotunda filled with a rotating installation. Safety checks were undertaken by Council officers and all installations complied with local requirements.





In preparation for 2024 we are talking with local building owners and Council about how to extend and expand the impact of Light Up Creswick for the enjoyment of visitors and locals alike.

SPECIAL PROJECTS



THE WORLD COMES TO CRESWICK





With their origns in countries as diverse as Macedonia and Lithuania, the Middle East and Italy, from China and Tibet, from Persia, Indonesia, Chile, Scotland and old England, we introduced our audiences to a panoply of acts from around the world. The Boite Inc provided young emerging artists from Melbourne's diverse communities to share their brilliance with our town.



The World Comes to Creswick was made possible by a grant from Multicultural Festivals and Events Victoria and a partnership with The Boite INC. Art above by local artist Jackie Gorring, now hangs in Creswick Neighbourhood Centre Hall.

STREET PARADE AND DANCE EXTRAVAGANZA

In 2022 a grant from Festivals Australia made possible our first ever Parade and 'Brass and Bollywood Extravaganza'. That event was held on Sunday with mass Bollywood dancing as the culmination of our festival at the Creswick Neighbourhood Centre. In 2023 we decided to bring the parade into the heart of town, with mass salsa dancing outside the Old Post Office. Crewick Brass Band was joined by bands from Kyneton, Inverloch and Preston, with dancing led by Elemento One and Los Locos, from Ballarat – there was dancing in the streets!



Planning has begun for our 2024 extravaganza, with our sights set on creating a massed klezmer dance party in the streets of Creswick.

SOME INSIGHTS

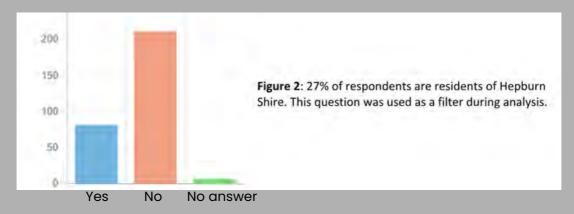


343 people responded to our follow up survey which had two parts the festival experience and the Creswick experience. Some interesting findings are below

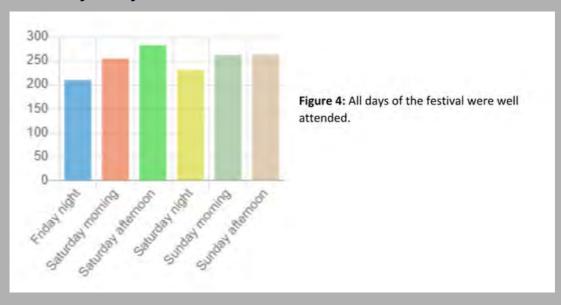
Was this your first time at CresFest?



Are you a resident of Hepburn Shire?



Which days did you attend CresFest?



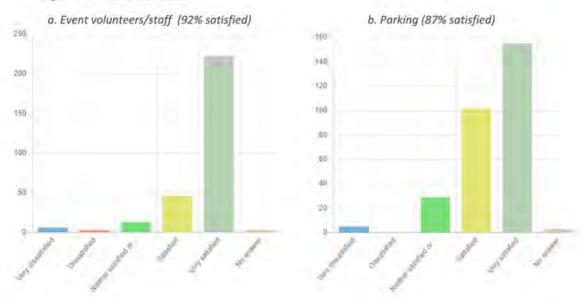
SATISFACTION

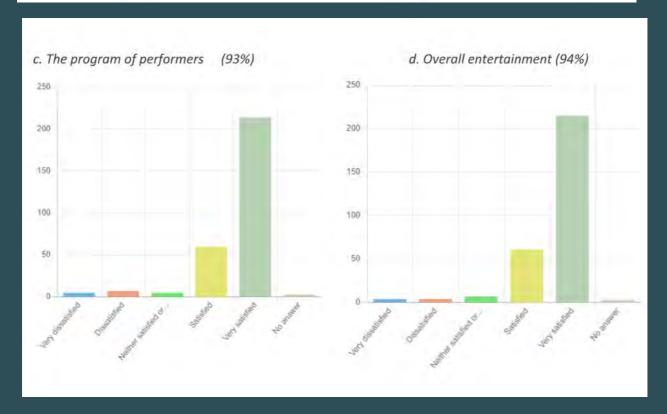


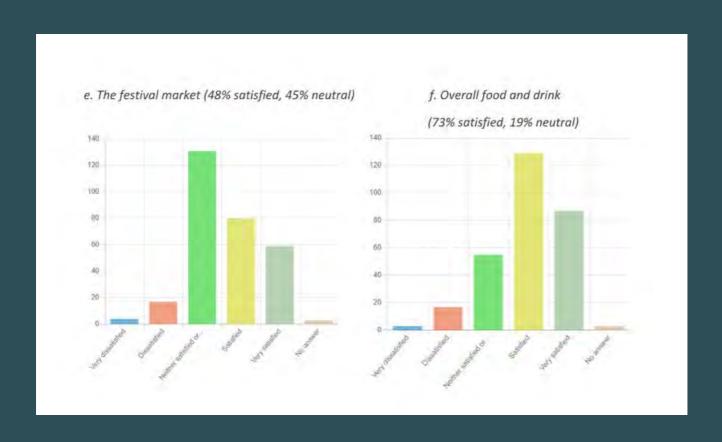
Festival satisfaction

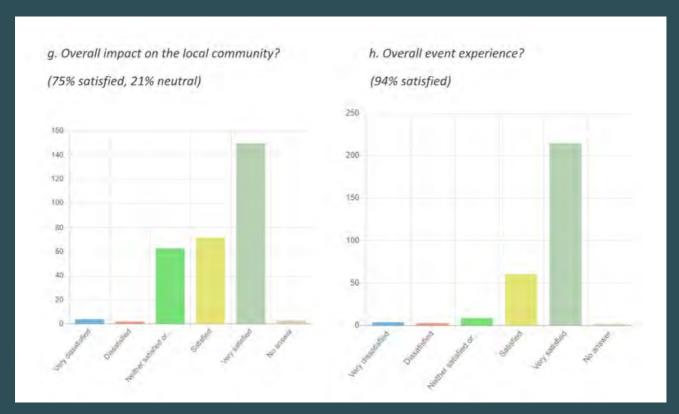
Respondents were asked a series of questions regarding their satisfaction with various aspects of the festival (Figures 9a-h). Responses to questions regarding volunteers, performers and overall experience rated 92-94% satisfied.

Figure 9. Festival satisfaction





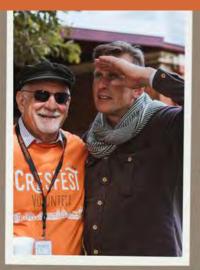




96% said they would come back again!

VOLUNTEERISM

120 people volunteered across the weekend - here are the faces of just a few of these committed individuals.

























THANKS... FROM ALL OF US









SEE YOU NEXT YEAR!

