



**31 March - 2 April  
2023**

**A festival for our community & beyond**



# REPORT TO PARTNERS

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# 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

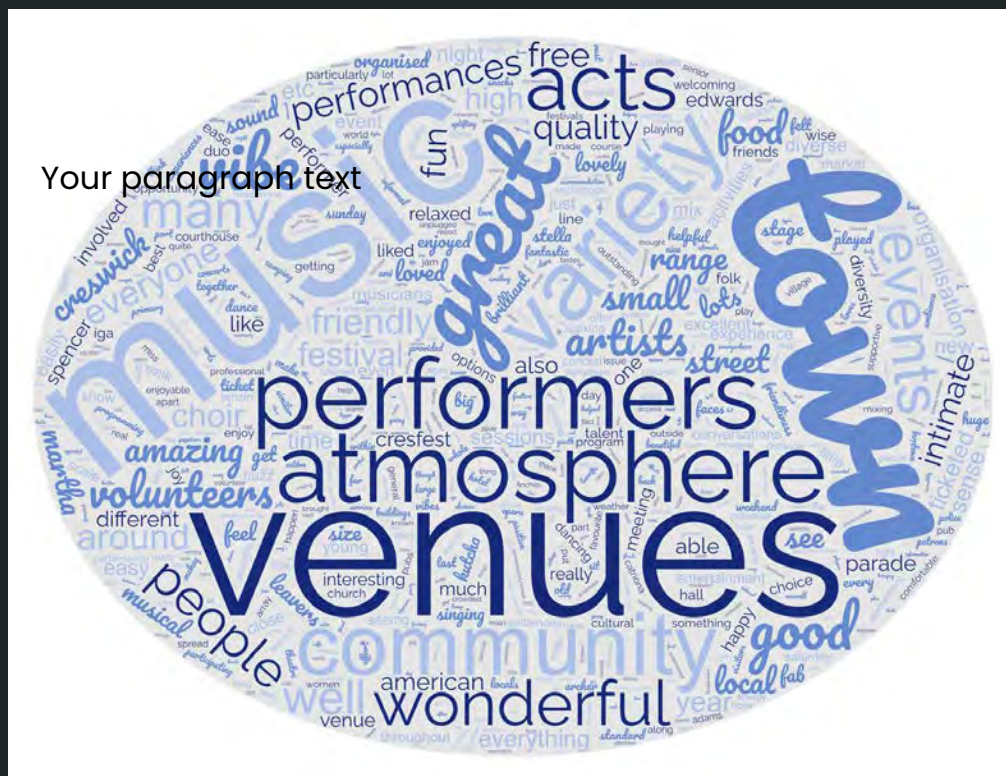




# WHAT PEOPLE\* SAID

\*\*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

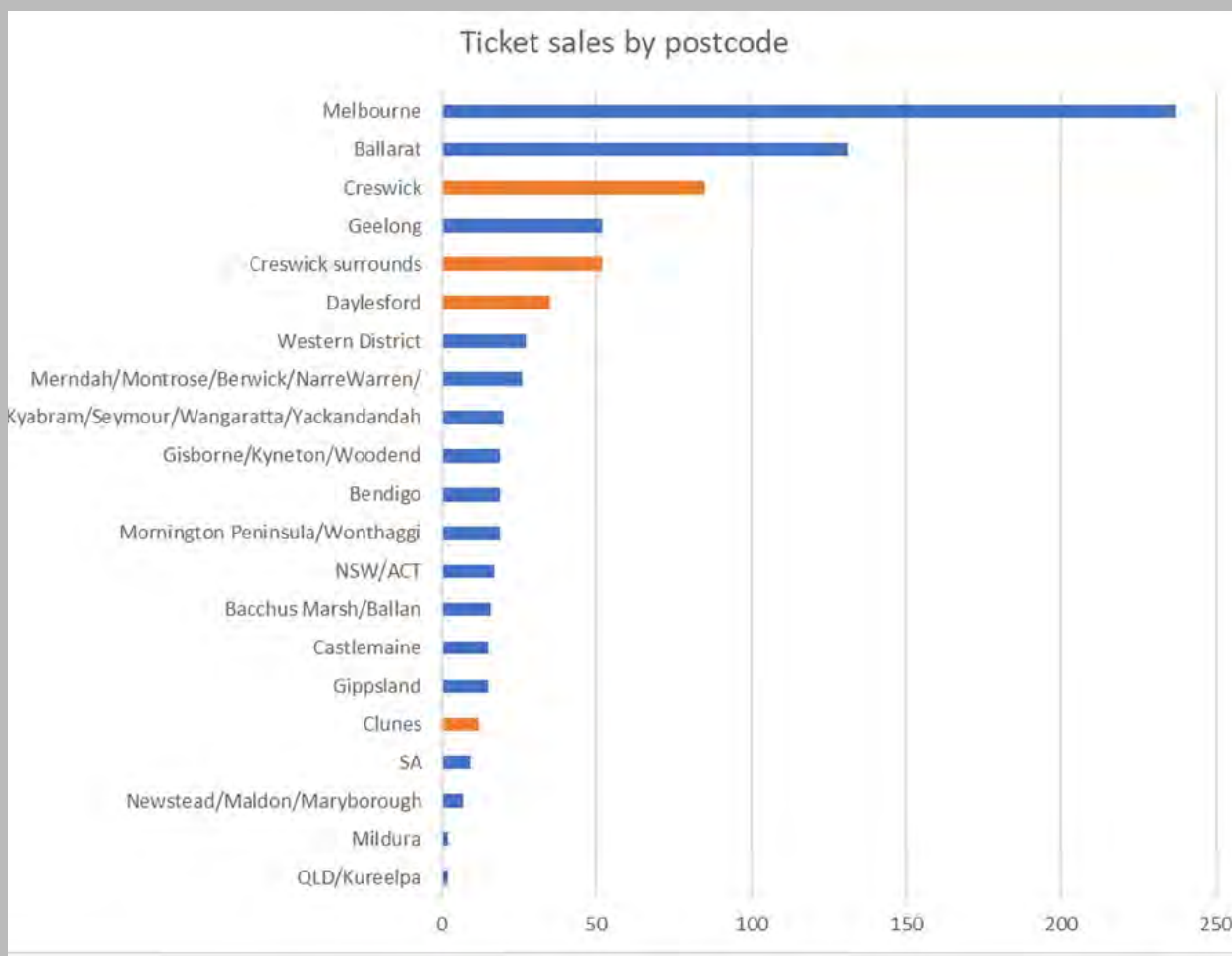


## ■ Attendances

Ticket Holders	
Friday	1729
Saturday	1795
Sunday	1797
	<b>5321</b>
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
	<b>2200</b>
<b>total paid and free 30 Mar- 2 April</b>	<b>7521</b>

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

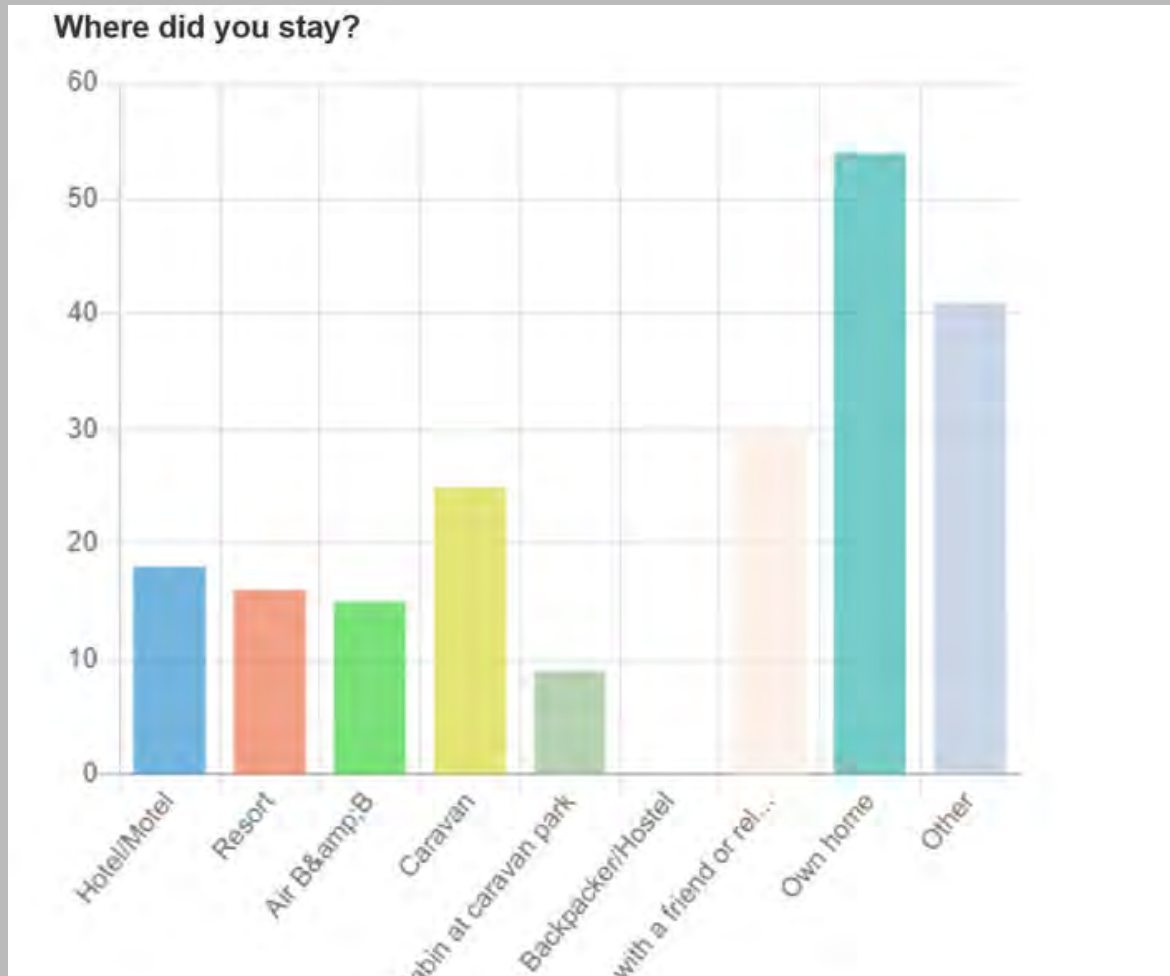
## ■ Places of origin



# STATISTICS 2



## Local accommodation



## Local spending

### Economic Impact

Over the three days of CresFest23 ticket holders spent \$373,840 in 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
<b>Total spend</b>	<b>\$373,840.26</b>

# 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
<b>TOTAL ESTIMATED VALUE</b>	<b>\$1,122,175.65</b>	<b>\$941,051.35</b>

## ■ 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

ABC Ballarat	Publicity across regional Victoria	Hepburn Shire Council	Infrastructure support; venue support, staff support, funding through Regional Events Grants
The American Hotel	Artist accommodation/venue support	IGA Creswick	IGA Busking competition/artist hospitality
Ballarat Times Group	Publicity across regional Victoria	Kingston & District Agricultural Society	Artist accommodation
Community Bank Creswick & District	'Community Bank Lights up Creswick'	Log Cabin Camp	Artist accommodation
Creative Victoria	MusicWorks grant	Miles Electrical	Lighting genius
Creswick Bus and Coach	Publicity across regional Victoria/bus driving	Leaver's Hotel	Artist hospitality/venue support
Creswick Neighbourhood Centre	Everything	PRD	Publicity throughout the region
Creswick Masonic Lodge	Venue support	RACV Goldfields Resort	Artist accommodation/ CresFest photo exhibition
Creswick Pharmacy	Funding St John Ambulance attendance	Regional Arts Vic	Small Regional Presents Grants
Creswick Primary School	Venue support/ accommodation support	Ross & Liz Wilkie	Creswick Kids Choir support
Creswick Theatre Company	Venue support	Triple R	Media/Broadcast Partner
Creswick and Smeaton RSL	Venue support	The Boite	Partnership - <i>The World Comes to Creswick</i>
Creswick Senior Citizens	Venue support/shuttle bus driving	Victorian Government	Multicultural Festivals and Events grant
Creswick Woollen Mills	Funding the Town Shuttle Bus	Uniting Church in Australia	Venue support, St Andrews Creswick
Daylesford Macedon Tourism	Tourism marketing support	University of Melbourne	Venue support/provision of artists
Dean Recreation Reserve	Artist accommodation	Victorian Scottish Heritage Cultural Foundation	Grant
Djaara Corporation	Welcome to Country	Waller & Chester	Printing support
Farmers Arms Hotel	Artist accommodation	Westnet Plumbing	Fixing stuff up
Folk Victoria	Young artist support	Youthrive Victoria	Venue support/provision of artists
Foundation for Rural Regional Renewal	Strengthening Rural Communities grant		

**CRESFEST IS A PROJECT OF THE CRESWICK NEIGHBOURHOOD CENTRE INC**  
 THE WORLD COMES TO CRESWICK IS PRESENTED IN PARTNERSHIP WITH THE BOITE INC

### FUNDING PARTNERS



### MEDIA PARTNERS



### LOCAL BUSINESS PARTNERS



# ART AT CRESFEST



CLOCKWISE STARTING AT RIGHT – Banner 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 +



	TOWN HALL	CNC HALL	CRESWICK PRIMARY SCHOOL	COURTHOUSE	LEIVERS	AMERICAN LOUNGE	AMERICAN LINDSAY ROOM	ST ANDREWS HALL	FARMERS ARMS
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10.45 PM									

This program was correct at time of printing.

SHARE YOUR PHOTOS AND TAG US @CRESFEST2023 ■ TICKETED EVENT - ARMBAND REQUIRED ■ FREE EVENT **CRESFEST 2023 | 15**

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

## Music in the Museum

Creswick Woollen Mills

### FREE CONCERTS

Enjoy an amazing selection of live music & performances throughout the weekend at Creswick Mill

#### SATURDAY 1/4

10:30am - Ballarat U3A Celtic Orchestra  
2:30pm - Masters of Opera Singers, University of Melbourne

#### SUNDAY 2/4

10:45am - Hotclub of Hepburn  
2:30pm - Mugi Rahayu Gamelan

#### FAMILY FUN

Sunday 12:30pm Ray Simpson from Blackberry Jam will unleash his expert whip cracking skills - front paddock, cnr Railway Pde & William St.

#### REFRESHMENTS

Coffee van Kombi for a Cause will be on site Saturday and Sunday | 10am - 4pm

#### OFFERS IN-STORE

FREE luxury wool cashmere scarf with every purchase of \$100 at our Mill shop | Go into the draw to win a Billabong Picnic Pack - valued at \$320

## 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 master-singer 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.



# 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>

# OUR VENUES 1



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



# OUR VENUES 2



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



# OUR VENUES 3



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 'session'



Havilah Masonic Lodge = the perfect venue for heritage art exhibit



Creswick Library = Kidzone on Saturday morning





# OUR VENUES 4



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 wonderful 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 visitors charming the crowd



Our Scottish visitors with many fiddles



People queued patiently to get in





# SPECIAL PROJECTS

## 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 origins 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 Goring, now hangs in Creswick Neighbourhood Centre Hall.



# SPECIAL PROJECTS

## 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. Creswick 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

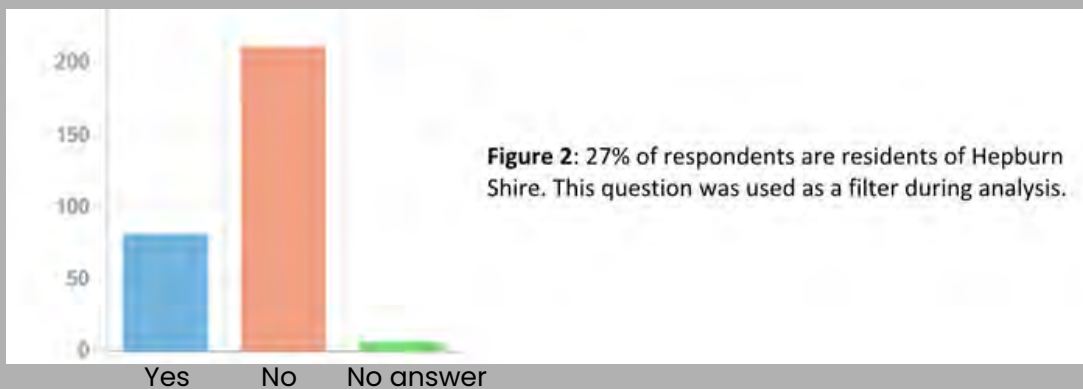


343 people responded to our follow up survey which had two parts - the festival experience and the Creswick experience. Some interesting findings are below

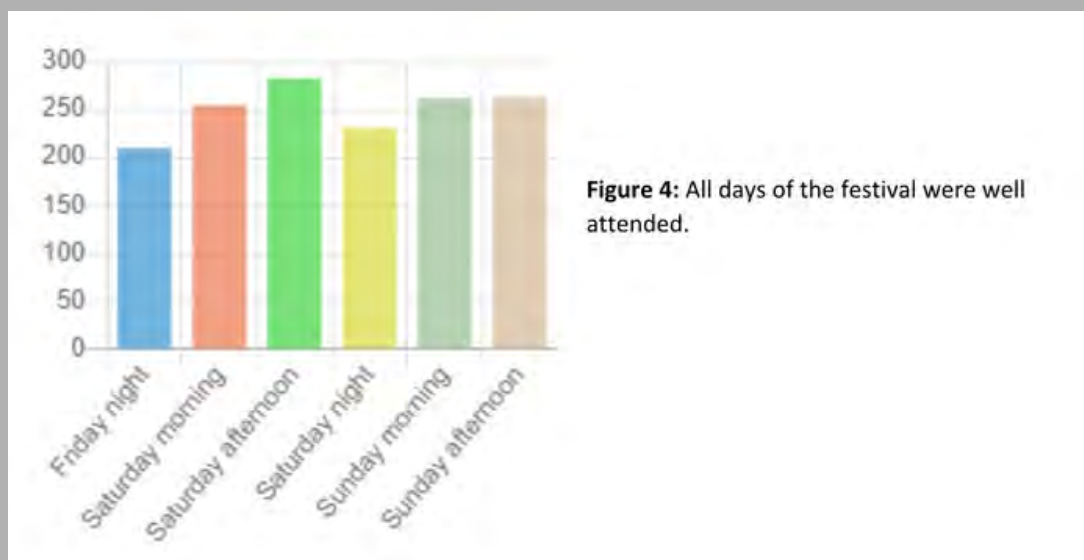
## Was this your first time at CresFest?



## Are you a resident of Hepburn Shire?



## Which days did you attend CresFest?

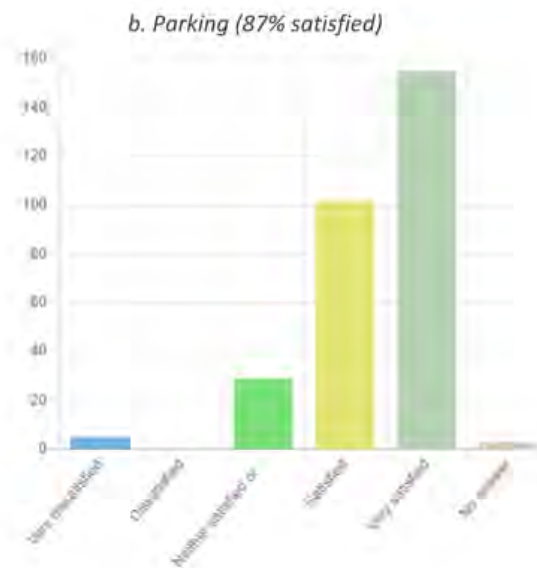
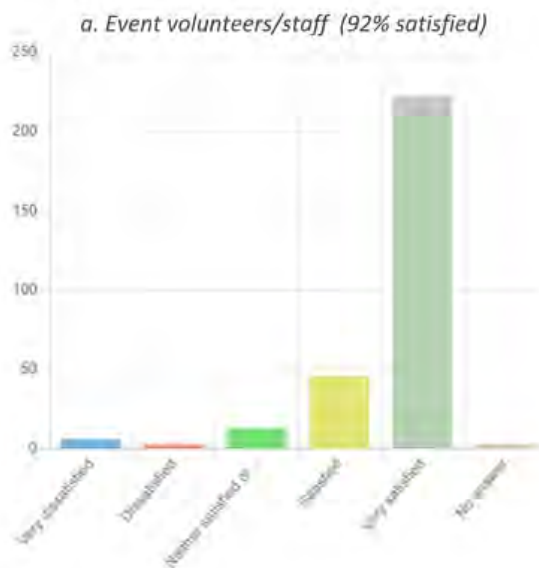


# SATISFACTION

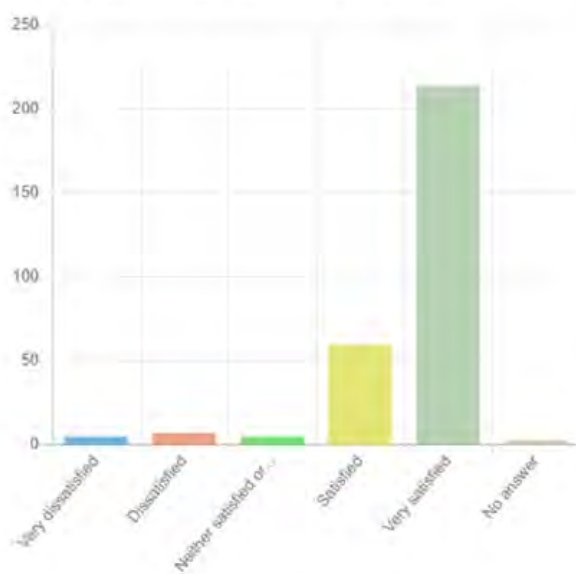
## Festival satisfaction

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.

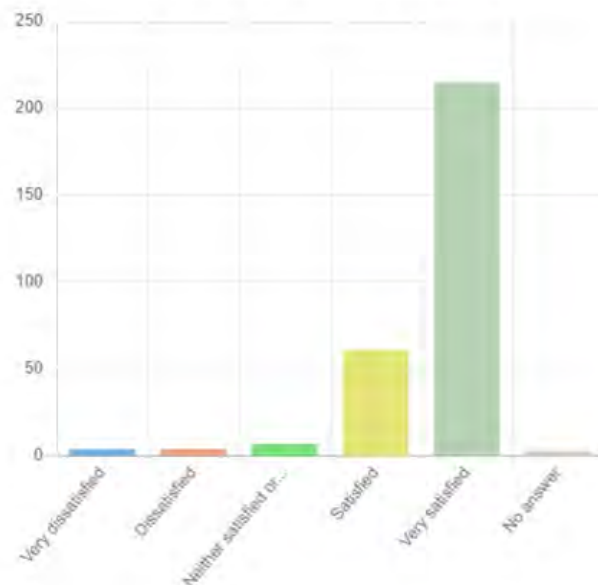
Figure 9. Festival satisfaction



**c. The program of performers (93%)**



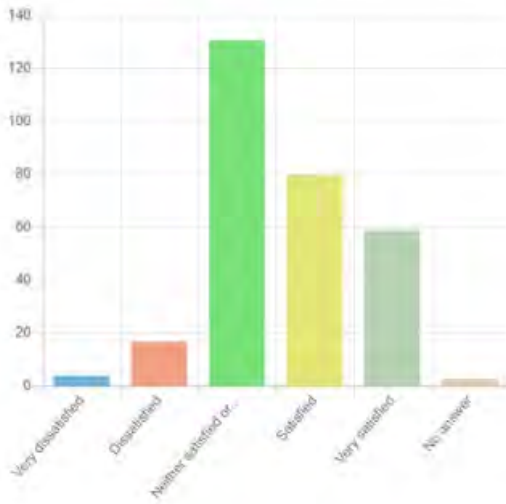
**d. Overall entertainment (94%)**





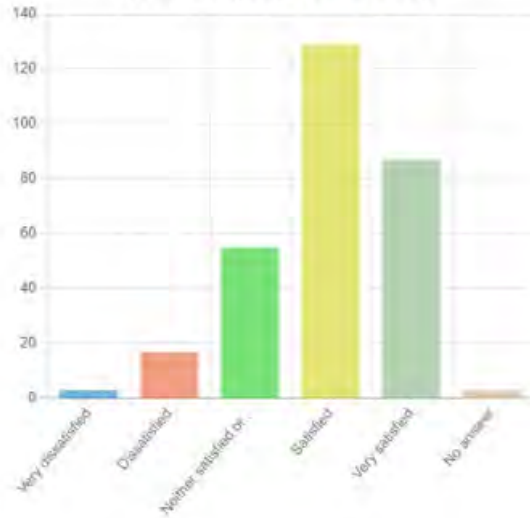
# SATISFACTION

e. The festival market (48% satisfied, 45% neutral)



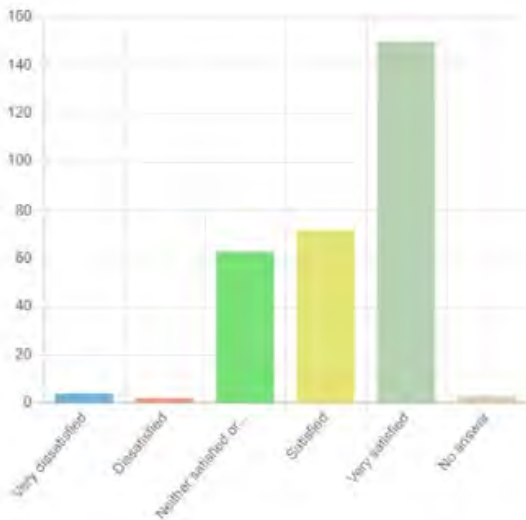
f. Overall food and drink

(73% satisfied, 19% neutral)



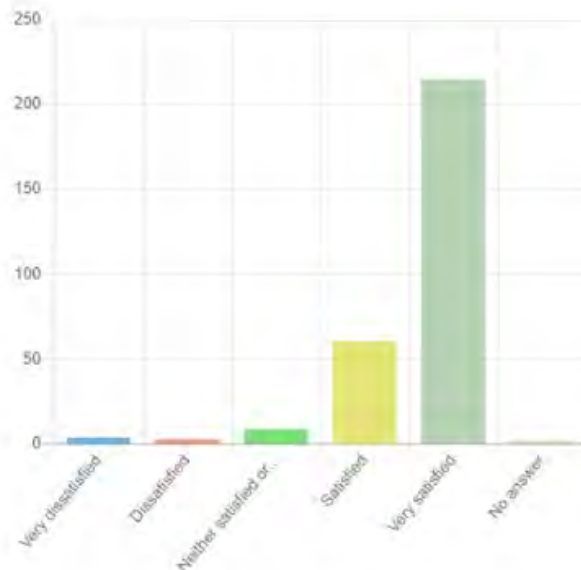
g. Overall impact on the local community?

(75% satisfied, 21% neutral)



h. Overall event experience?

(94% satisfied)



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





# WATCH OUR WRAP VIDEO



SEE YOU  
NEXT YEAR!



**CRESFEST**  
INC.  
**5-7 APRIL 2024**  
CRESWICK'S FOLK & ROOTS FESTIVAL