



15-18 January 2015



150 ACTS • 12 VENUES • 400 CONCERTS • GREEN MUSIC TRAIN • FOLK SUMMER SCHOOL • ONSITE CAMPING

Fact Sheet

Further Information:

David De Santi 0409 57 1788

media@illawarrafolkclub.org.au

www.illawarrafolkfestival.com.au

presented by the Illawarra Folk Club Inc

The Event

- 4 day event is organised by Illawarra Folk Club Inc, a non-profit incorporated association established in 1980.
- Largest volunteer organised folk festival in Australia.
- NSW's largest folk festival.
- First major festival was at Jamberoo in 1985. Moved to Bulli in 2006.
- 1 hour south of Sydney at the end of the Grand Pacific Drive. 400 metres from Bulli train station.
- Over 93% of the waste in has been recycled at the last 6 festivals.
- Festival has received Regional Flagship Event Funding from Tourism New South Wales on 2 occasions.
- Winner of a number of Illawarra Tourism Awards and the 2012 Events & Tourism Award, NSW /ACT Regional Achievement & Community Awards

Finances

- Ticket sales contribute about 60% to total income. Season, Day and Evening tickets offered. Children are free.
- Other fundraising activities such as a bar, stalls, merchandise, raffle contributes 30%.
- The remaining 10% is sponsorship and grants.

The People

- 150 international, national and local acts with over 600 performers in 350 events over the 4 days of the event.
- Attendance over the 4 days exceeds 10,000 people.
- Makeup of audience includes families to youth to grey nomads and more.
- Over 350 volunteers contribute their time to make the festival a success.
- The organising committee of 30 people is a sub committee of the Illawarra Folk Club Inc.

Festival Village

- 12 venues in total transform the Slacky Flat, Bulli Showground, Grevillea Park into a global musical village!
- The 'village' includes multicultural food stalls, craft stalls, Festival bar, on-site parking, on-site camping and facilities, dance stage and children's area.

Features

- Over 350 theme concerts, dances, workshop, food/film and music events scheduled over the 4 days.
- Folk Festival Fringe for 2 months before the festival with events in Sydney, Illawarra and South Coast venues.
- 2 day Folk Music School before the festival. Over 30 sessions.

- Green travel option with Folk Music Trains on Saturday / Sunday arranged with the assistance of NSW Transport / CityRail.

Regional Impact

- \$1.2M estimated economical benefit to region (based on IRIS report for 2001 event).
- Receives ongoing support from over 50 local and regional business and government bodies.
- Festival assists many charities with events before and at the festival. Donations to charities exceeds \$90,000 since festival inception.

Challenges and Aims

- Sustaining the volunteer and Organising Committee effort.
- Ongoing sponsorship and support from business, government and tourism partnering.
- Continue to support live performance, folk music, dance and poetry.
- Continue to nurture youth to be involved in all aspects of the event especially the Folk Music School.
- Continue to encourage indigenous, multicultural performance and expression.
- Increased attendance and recognition of the Festival as a major Tourism Event.
- Continue to develop partnerships with other community organisations