

# ZIG ZAG COMMUNITY ARTS FESTIVAL REPORT 2015

## Act - Belong-Commit Zig Zag Community Arts Festival *"Tracks, Trees and Trains"*

Prepared by Celia Cheffins

The 2015 Act Belong Commit Zig Zag Community Arts Festival 'Tracks, Trees and Trains' was a very successful celebration of this important 30th Anniversary of the Festival in Kalamunda. It was made even more special with the inclusion of a celebration of the 10th successful year of operations for Madjitil Moorna choir which was one of the many important community initiatives that Zig Zag Community Arts have fostered in its 30 years of community development projects. The theme brought alive the vibrant history of the Shire of Kalamunda and the Hills area by celebrating the arts, dance and music to wonderfully illustrate the rich cultural heritage that we enjoy.



*The beginning of the Finale Photo: Dragancaor Creative: G Berry*

The event undoubtedly exceeded our usual attendance numbers throughout the whole of the day and the crowds at the end of the day for our spectacular finale were larger than they have ever been in the history of the Festival. The big draw card for the Finale was the 'History of the Hills' stage production which involved over 300 choir children, two adult choirs, dancers and 2 large bands. The rousing spectacular was the culmination to a great day of free activities, entertainment and quality craft and food.

It is estimated that at least 8,000 people attended during the day. The children's area was able to expand this year because of the dryness of the ground and thousands of kids and their families really enjoyed all the creative activities. The three stages of entertainment were all very popular during the day and the Youth Stage program and organisation was exceptional this year due to Zig Zag Arts collaboration with **Kalamunda Senior High School** which gave these local students the chance to plan and implement the Youth area for the Festival.

The afternoon Parade was huge, the combined bands of **Junkadelic**, **Kalamunda Primary School** and **Kalamunda Senior High** Students played a number of great original compositions and the Zig Zag 'Little Black Kettle' train and conductors lead all the participants back to the park. This big ambitious Parade project was sponsored by **Healthway's Act-Belong - Commit** message.



This year's Festival stretched our concept of the level of community involvement that it was possible to achieve for our 30th Anniversary celebration. Although not necessarily reflected in the budget (thanks to all the excellent volunteers) this year's Festival was a much larger event than Zig Zag Community Arts has hosted in many years. By starting early in the year we had the time to concentrate on planning and funding our pre-festival workshops in the community and in schools fairly early. Most of our artistic collaborations and community outreach projects started much earlier as well, which made the challenge of designing Festival day possible to meet.

Scores of new volunteers came on board this year as a result of our annual workshops and arts activities during the year that encourage the involvement of members of the community and taps the wellspring of creativity that exists in the Hills region.

We received financial support from the **Shire of Kalamunda, Healthway, Lotterywest, the Rotary Club of Kalamunda and Bendigo Bank** to cover all the expenses of the Festival.

## **1. FESTIVAL DAY-*Creating the Festival Atmosphere***

On the day of the Festival our vision to bring alive **the History of Kalamunda** was achieved through the efforts of scores of artists and the wealth of creativity we could draw on. The feedback has been very positive and overall the event ran smoothly. The size of the event, including the number of activities, number of performers and volunteers exceeded our expectations. It took a lot of team-work to achieve this milestone 30th anniversary Festival.



The weather was just perfect and people started arriving early to set up under the trees to enjoy the day. The crowds kept coming all day, usually there is at least a 2 hour 'quieter time' in the early afternoon but that didn't happen this year. The Stalls, children's area and youth area were very busy and well attended and there were good audiences at all the entertainment stages. All these areas were capably organised by the area supervisors and resident artists. The craft and food stalls all reported good sales and maybe over one thousand people were still in the park when the Parade arrived at 6pm. The access and parking around the park worked well, with special parking being provided for the hundreds of school choir children and their families.

The feedback from all the participants, volunteers and the public has been overwhelmingly positive and our recent successful Bush Dance on New Year's Eve attests to the fact that **Zig Zag Community Arts** continues to be a real force for creative community arts development in Kalamunda.

Every year **the Craft Fair** draws thousands of people from all over WA. This year we had 35 arts and craft stalls and 10 community stalls which are offered to local groups free of charge as our contribution to the health and happiness of our residents. Much of the craft market area stayed shady which made it a pleasant place to browse. The flow of traffic through the area was very constant all day and all the traders this year were pleased with their sales, a few stalls even stayed late and took advantage of the wonderful evening atmosphere.



This year we had 21 food stalls in all, that is the most ever and all of them fared well, perhaps because of the large crowds of hungry children. Many stalls did a roaring business till the end of the Festival at 7:30pm.



The **Kalamunda Historic Society** set up a fantastic historical display next to the Festival tent and their volunteers spent the day promoting **the History Village** and their new **Historical Map**. In the same marquee, Zig Zag Arts also set up a small retrospective photographic exhibition featuring the snippets from previous Festivals.



*Pictures by the Kalamunda & Districts Historical Society*



### ***The Children's Arts Area***

(Excerpts of report by ***Norma Hatchett*** - Children's Activity Coordinator)

"The wind and clouds threatened but Kalamunda's biggest party started early and went all day. At 10.30 kids started streaming in and there was no turning back. Most of the activities planned went ahead, the children's area was expanded and there were over 20 free creative activities for kids. Some of these were spiders, lavender bags, finger puppets, hessian mouse and frog and Hooked on Hessian, these were all incredibly popular this year."

"I was able to hand over these activities to leaders and volunteers and the feedback was they loved them." One mum said: "*These activities are good because a four year old can do them with a bit of help and the older kids can do them on their own.*"



"This year preparation for the Children's Activities was critical and it all paid off on the day. Extra signage was cut and painted. We decided on a "***Wallaby Track***" theme and this was the trigger for most of the activities. An animal theme with animal encounters. Setting up a ***kid's central*** at the **KI** stall was very useful with a list of volunteers hanging from a tree and a map so everyone knew what was happening and where."

"Pottery was a buzz with ***Marie's*** plaster cast animal foot prints and the ***Kalamunda Men's Shed Wood Shop*** did a fantastic job and the kids made some amazing things. They left a bit early because the kids used up all the wood! Their flying contraptions were awesome, by the end of the day there were bi and tri planes all over the park."



"The *Kalamunda Scouts* set up their popular **rope bridge** by the lake and *Walliston Primary* did a **play dough** activity. For the first time we had a wonderful shaded **story telling area** and four children's writers occupied this space throughout the day. One of our new signs was used to promote these events with the names and times of story tellers."

"*Jo Randall* coordinated making fresh **Flower Garlands** and *Madjitil Morna* choir members helped out with this. They also set up a stall and sold olive oil and other fund raising items. It all looked lovely and relief volunteers came all through the day, as did extra supplies of flowers."

"There were too many activities to speak of each of them separately, but luckily since the weather was perfect we were prepared for a big crowd. Due to extra activities there were no big queues and everyone had a wonderful time."

"My estimate is that we had about 80 volunteers just in the kids section on the day. Thanks to the Committee who helped mark the park and set it up, and Gail who sent out all the parking and festival information to all my activity leaders; it went very smoothly."

## 2. ENTERTAINMENT AND STAGE PROGRAMS

### • *The Sound Shell Stage*

The Festival was opened at 11am with an acknowledgement of the traditional owners of this beautiful home of the Hills. We then welcomed *the Shire of Kalamunda's Deputy Shire President, John Giardina*, who spoke of the Shire's support for *Zig Zag Community Arts* and all that we do within the community. Local MP *John Day* a long time supporter of *Zig Zag Arts* also welcomed the crowd and congratulated *Zig Zag Arts* for 30 years of excellent service to the community. Then the Festivities started in earnest with the rollicking band '*Jarrah Celts*' playing some lively Australian music.



*Zig Zag Gymnastics in Action!*

*Kalamunda Kalajos* has changed its name; it is now called *Zig Zag Gymnastics*. They still do the same wonderful job of training scores of local kids and winning competitions throughout the state. The little gymnasts were great fun to watch. Their coordinators brought over 30 youngsters from 4 years old to 15 to thrill the audience with their feats of balance and entertaining show.

After a great set of songs and ukulele tunes by *Hoo-Haa* and *Las Locas* the *Perth Morris Men* took over the floor.





*Perth Morris Men entertain the crowd*

Early in the afternoon **Madjtil Moorna Choir** performed many of their favourites and some new songs as well. This is the 10th year this choir has been in operation, having started as a 6 month project with Zig Zag Arts in 2005 before it became it's own incorporated body. They are the most popular and authentic Noongar singing group in WA.



*Madjtil Moorna Choir*

At three o'clock **Lesmurdie High School Guitar Ensemble** performed to an appreciative crowd and then an old favourite, **A Kappella Munda** choir, kept the energy going with their great interpretation of songs from around the world including the lovely Chinese love song, "Kang Ding".

- ***The Kalamunda Rotary Checkerboard Stage***

***The Rotary Checkerboard Stage*** was one the most popular places to chill out and listen to great 'world' music under the trees. This stage was again sponsored by the **Kalamunda Rotary Club**, who has supported the Festival for all of its 30 years in operation.

For the second year in a row we had a new shelter for the



*The Pioneers Big Band*

performers and the sound desk. **Forrestfield and High Wycombe Community Bank** another local sponsor, loaned us two double Pop-up marquees which were perfect to set up a much more comfortable, wind, weatherproof and sturdy stage arrangement.



The line-up was a great mix of local world music groups and 'imported' entertainers that kept everyone calling for more.

The stage opened at 11:15 with a some great fiddle tunes by **Rob Zielinski's** band '*Siar*' and that was followed by an extended line up of '*The Pioneers Bush Band*'.

**Adam B. Harris** played his wonderful Irish harp and **Black Chook Chutney** played a set of their most lively tunes with an Italian flavour to acknowledge early migrant families to Kalamunda.

The hit of the day was the original songs and poetry performed by **Josie Boyle**, aboriginal writer and performer who worked with **David Rivett** to bring a wonderful mixture of traditional and not so traditional music to the stage. The evening finished with a soothing performance by the **Overflow Jazz Trio**.

- ***The Youth Zone and Stage***

This year the **Youth Stage** was bigger and better than ever with a program of 10 local acts taking to the stage. This year the stage was mostly coordinated by students from the year 10 music class at **Kalamunda High School** and their teacher **Marcus Roberts**, Head of the Music Department.

The **Youth marquee** filled up early in the day and stayed fairly full all day long. The local kids really came out in support of the groups from **Kalamunda** and **Lesmurdie High Schools** and visiting bands from Armadale were a great addition to a truly full program.

The **Kalamunda High** students helped to bring all these talented young people together and really knew how to please the audience. We believe this is the most successful that this stage has ever been. **Forrestfield and High Wycombe Community Bank (Bendigo Bank)** sponsored the Youth Stage this year and we were very grateful for their support.



---

### 3. ***THE FESTIVAL PARADE***

---

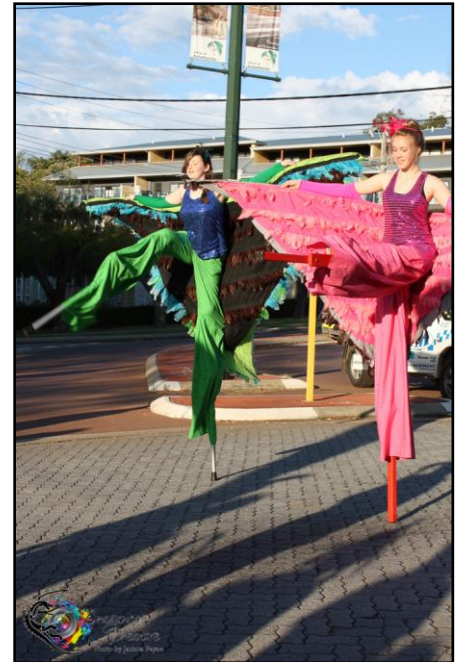
The Festival Parade turned out to be the longest and most well attended Parade we have held in many years. There were at least 60 participants just in the '**Little Black Kettle**' float and accompanying bands. The Festival coordinator, Celia Cheffins lead the Parade this year, closely followed by the Kalamunda Pipe Band who were the perfect start to rouse up the crowds for the procession to follow.





Lots of other groups joined the parade to Stirr Park....the *Kalamunda Historical Society* really got into the spirit of this heritage celebration, they also had a stall set up in the park all day that traced **the history of Kalamunda** and the '*Little Black Kettle*'.

The fantastic *Cirquest Circus School* dancers and stilt walkers were absolutely amazing, and it was a long way to dance.



*The crowds at the end of the Parade were Huge!*



#### 4. FESTIVAL FINALE

'A *Cast of Thousands*' is how many people described this very special **30th Anniversary Finale Concert**. The Finale started at 6:15 and the crowds in front of the stage were really amazing! This is perhaps the largest collaboration that Zig Zag Arts have ever attempted.



The big sound and light show, in just over an hour, traced the history of the Hills' community, starting from the **First Peoples**, through the **age of timber** and then the history of the **Zig Zag Railway** right up to **Today**.

A number of original scores were written for this combined concert.

The largest group of musicians and singers taking part were **Combined Schools Choir** with almost 300 school children from around WA who were part of their '**Noongar Songs in Schools**' workshop project that **Madjitil Moorna Choir** had organised with schools and teachers for months before the Festival. They were joined by **Aboriginal dancers**, a **didgeridoo player** and a wonderful young **Auslan Signer** interpreted for deaf people - their songs at the beginning of the finale brought many people to tears.





*Huge crowds at the Finale for the Welcome to Country*

*A Kapella Munda Choir, Black Chook Chutney, and David Rivett (one of the composers), Kalamunda High School and Junkadelic Brass Bands came together in a rousing depiction of the shared **History of the Hills**. The **Little Black Kettle** train made an appearance during the original tune performed by all the groups in succession.*



*Junkadelic are channelling the beat of 'The Little Black Kettle' ...*

The finale finished with a beautiful tribute to our ancestors with the haunting song '*All Our Days*' which brought everyone together for ..... *while the audience dances.* a moving closing ceremony.



## **5. FESTIVAL PROJECTS and FUND RAISING EVENTS**

- *The 2014 New Year's Eve Bush Dance*



This was the largest Bush Dance ZZCA ever hosted in Stirk Park, people started arriving



really early and for the first hour many people sat in the shade and listened to the great music from '**Black Chook Chutney**'. The event was designed to cater to families, starting at 6:00pm and ending at 9:00pm.

It was decided to celebrate a '**Tuvaluvian**' New Year, as that part of the world is one of the first to bring in the New Year. Some people were even brave enough to take a bash at singing the National Anthem of **Tuvalu**.

We estimate there were over 200 families attending, the sausage sizzle almost sold out and the central dancing space was full with people having a wonderful time throughout the evening.



### • **The 2015 AGM**

On April 16th we held the **AGM**. There was a great turn out of interested people, about 17 committee members and visitors came along. It was a very interesting meeting with a great 'brainstorming' session afterwards that gave us lots of ideas to work with for the upcoming Festival.

Everyone was very enthusiastic about our '**Tracks, Trees and Trains**' theme and re-telling the history of Kalamunda as part of our 30th Anniversary Festival. **Pat Hallahan**, a long time member of the **Kalamunda Historical Society** came with **Gaye Bridgement** and they gave us some great ideas of 'old time' attractions and games for the Festival. **Marcus Roberts**, the head of music at **Kalamunda Senior High School** was there to talk about the proposed Parade project along with **Ken Allen** who went on to coordinate those projects and the making of the '**Little Black Kettle**' train later in the year.



It was a good meeting with lots of enthusiasm generated. **Albert Hazebroek** was elected **Chairperson**. It was the first time he had held this Office, after 30 years of membership of the committee. (He had originally joined as a representative for the **Scouts**). The rest of the 2015 committee were:

**John Matthews** - Vice-Chairperson and assistant Treasurer; **Gail Campbell** - Treasurer; **Mike Cheffins** - Secretary; **Celia Cheffins** - Festival Coordinator; **Norma Hatchett** - Children's area coordinator; **David Rivett** and **Liz Agar**.

### • **The 2015 August Bush Dance**

This is the first time Zig Zag Arts have held an indoors Bush Dance during August, in 2014 we held a similar function in July during school holidays.

We had a very small turn up to this event, but those that were there were very appreciative and energetic.



We held a small raffle, which along with the door and limited food sales, covered our costs and raised a couple of hundred dollars for the Festival. The crew worked very hard to get this up and going, but you can't win them all and we learned a valuable lesson about the timing of events.

- ***Women's Art & Practice Workshops***

The Perth Hills region has an unusually high percentage of resident artists and craft people. There are scores of semi-professional and amateur women artisans that want and need the opportunity to develop both their skills and their understanding of how to promote and/or sell their wares.

We decided to host a series of comprehensive workshops from June to October in Kalamunda. The Workshops comprised a 2 hour session of hands-on *art skills development* in a particular art form, and a 1 hour 'tutorial' or lecture on ways and means for women to develop skills to economically sustain their artistic careers and potentially develop a part or full-time enterprise.



The workshops were free to participants and facilitated by a number of successful professional women artists, most of whom have already developed their art into viable businesses. The aim was to encourage participants to meet and build collaborations with other women artists to successfully pursue their ambitions.

The project focused on women's economic development, targeting creative women who wanted to learn how to develop a home-based sustainable micro-business. The project also developed leadership and communication skills for the facilitators, to encourage the participants to take on community leadership roles as advocates or tutors in the creative arts.



Award winning artist **Mikaela Castledine** was one of five facilitators for this series of workshops for women. Her workshop on September 4th taught how to use crochet with unusual textiles and ropes to produce powerful organic sculptural shapes.



The other artistic facilitators for the series were:  
**Norma Hatchett** Hooked on Hessian on August 7th,  
**Gail Campbell**: Mixed Media, August 21st,  
**Janie Hubble**: Cartonnage on September 18th &  
**Marie Jacquier**, opened her home to host *Tangled*



*Threads'* a really exciting workshop on *felting* held on Oct. 2nd in her lovely garden, as pictured right.

- ***Healthway Act-Belong-Commit Parade Project***

We received ***Healthway*** funding to undertake this exciting 30th anniversary project. Community input was the highlight of these pre-festival workshops. The approach taken by ***Ken Allen*** of ***Junkadelic Arts Collective*** when leading each of the workshops starts with energising the participants to make the concept their own. Building from that to visualise what the final outcome will be like and then set about making it happen.

- ***Parade Workshops***

To celebrate the 30th Anniversary of the Zig Zag Festival with the theme ***Tracks Trees and Trains*** – the ***Junkadelic Parade workshops*** will be focussing on the “***Trains***” for the Parade performance.

The concept for the parade built on past Zig Zag Festival Parade tradition – with some elements of New Orleans Mardi Gras – to create a parade event where a large motorised Train will chug through the streets of Kalamunda to the Zig Zag Festival – along with an array of train conductors, railway workers and a ***60 piece community band*** comprised of ***Junkadelic*** Percussion, Brass, Vocals and other instruments.

**Train Building and Music Workshops** were held with members of the Kalamunda community and in ***Kalamunda Primary*** and ***Kalamunda Senior High School*** in the lead up to a parade performance for the 2015 Zig Zag Festival on the 25th October.

The project consisted of:

- 5 workshops for the construction of a large 3 carriage motorized train - designed and built with the general public. Added to this will be an introductory (brainstorm) workshop at the beginning of the event workshops. The engine will have as its base a battery operated 2nd hand mobility scooter (gofer).
- 5 workshops for music & percussion in collaboration with the ***Kalamunda Youth Swing Band***.



***Kalamunda Primary School***  
Percussion practice

- 5 School Inursion Workshops for the construction of Train carriages and workshops to manufacture percussion instruments with the ***Kalamunda Primary School***.
- 5 School Inursion Workshops each with the ***after school band class*** for music and percussion at the ***Kalamunda Senior High School*** Music Department. These workshops featured wind and brass and other band instruments.

- **Music - The Black Chooks (Black Chook Chutney)**

Now in their eighth year, *The Black Chooks* continue to develop their unique community approach to music performance. They meet weekly on Wednesday nights in **Headingly Road Cottage** when they practise a very wide range of musical styles. They are a very inclusive group of people, there are no auditions, and they all participate in the decision-making.

The folk scene in Western Australia has one major festival at **Fairbridge Village** in April each year. The *Black Chooks* had applied in September the year before, and only heard of their acceptance early in the New Year. The choice of music for a folk-savvy audience was daunting but led by **Jenny Hoffman**, the long list was prepared and whittled down to a short list and then practised - intensely.



Picture Michael Edwards

The band on the day comprised 21 musicians: 4 violins, 1 cello, 2 flutes (one doubling on recorder or whistle) 1 tenor / alto recorders, 1 ukulele, 3 mandolins (all of those players doubled on other instruments), 4 guitars, 1 bass guitar, 1 English concertina, 2 piano accordions (plus 1 melodeon), 2 percussionists and a vocalist.

They completely filled the entire width of the main **Mandja Stage** on Sunday morning. The band had no expectations of a large audience as the first show of the day, but in the end, the crowd filled the huge marquee.



Picture HK Photography



The festival sound crew were excellent and the results were brilliant. The choices of music showed the breadth of repertoire. The musical arrangements were effective, bringing light and shade to a very large ensemble of players. The energy and the enthusiasm were palpable and the reception received was overwhelming.

Praise arrived from unexpected places: other musicians posted us on their FaceBook pages, and the Fairbridge Festival Committee called the Chooks '*one of the finds of the Festival*'.

Other concerts and performances during the year included:

8 March at **Zanthorrea Nursery** in support of '**Garden Releaf**' a fundraiser for **Beyond Blue**



Video Stills Mike Cheffins

28 March (becoming a regular fixture) the **Kalamunda Agricultural Show**.



Video Stills Mike Cheffins

23 May in **Kalamunda Performing Arts Centre** with **the Perth Scottish Fiddlers & Twisted Herring** saw a large flock of Chooks on stage for **Another Concert for Kanyana**.



Picture: Peter Goodall

17th July until 8th August saw smaller groups of Chooks take to the stage in support of a play season at **KADS Theatre**.

'**Picasso at the Lapin Agile**' is theatre of the absurd, written by American comedian **Steve Martin**, set in a Parisian cafe with **Albert Einstein** and **Pablo Picasso** as central characters in the story.

The **Chooks** set up on stage and played French cafe music for about an hour before the play started.



Picture: Mike Cheffins

(**AWARD** In January 2016, at the **Health Ledger Theatre State Theatre Centre**, during the **Independent Theatre Association Findlays Awards** the **Chooks**' "creation of atmosphere" won the Findlays Judges' special achievement award).

18 October was the new date for the Shire's **Walk the Zig Zag** had the **Chooks** on Bend 3 again; a good acoustic facing the cliff gave the **Chooks** a four hour rehearsal for the Festival,



with 3,000 audience members walking past and hearing us for perhaps 5 minutes each.

Video Still Mike Cheffins



**Festival Day** 25th October had *the Chooks* performing in the morning on the **Rotary Checkerboard Stage**. Their choice of music was designed to reflect the arrival of the European migrants to the Hills. As a part of **the Finale**, *the Chooks* again reprised the Italian dance numbers and **Albert Hazebroek** and **Michelle** took to the stage and danced to the *Tarantellas* (see the picture on *Page 10*);



The last of the *Tarantellas*: *Funiculi-Funicula*, turned out to be a tune known to **A Kappella Munda Choir** who promptly joined in and that added to the performance.

November 1st afternoon concert '*Hills Alive*' at the *Hainault Winery* in the Bickley/Carmel Valley saw most of **the Chooks** out in full sun playing a mixture of the French numbers from KADS and the *Tarantellas* they'd prepared for the Festival.

Picture: Jill Higgins



Finally, at the end of the year *the Chooks* headlined the **New Year's Eve Bush Dance** in Stirk Park.



Video Still Mike Cheffins

Photo Derek Campbell

Crowds surpassed all previous estimates for the **New Year's Eve Bush Dance** and the atmosphere was completely family friendly.

This year has seen *the Chooks* receive solid acclaim and due recognition. They're being sought out in their own name. Truly, it has been a landmark year for a community project.



## 6. COMMUNITY INVOLVEMENT

### • *Community Outreach*

Zig Zag Community Arts is all about working with people and organisations in our community to directly involve them in our annual offering of projects, workshops and of course the annual Zig Zag Community Arts Festival. This year we were pleased to be part of a number of collaborations with local arts groups, artists, schools and other not for profit community groups. In keeping with our aim to build a 'Community Connected by Creativity' we either hosted or participated in the following events in 2015.

#### **Encouraging greater community input.**

- The 'resident group' of musicians - ***Black Chook Chutney*** are our most active exponent of arts in the community. This large group of musicians were busy this year with all their concerts, performances and a number of very productive collaborations with other musicians, local arts groups and businesses.
- '***All We Need is Right Here***' is one of the local organisations that continues to support Zig Zag Community Arts. This year they were very helpful in spreading the word about our AGM in April and provided a number of food vouchers to use to put on a lovely buffet for the attendees.
- In May we were asked to be part of the ***Bickley - Carmel Harvest Festival*** by the organiser Rachel Davenport asked our Festival Coordinator Celia Cheffins to be one of the judges for their amazing Scarecrow competition at Myattsfield Winery. The creations displayed really attested to the imagination and creativity of our Hills residents.



- All local schools and community groups were offered the opportunity to have a promotional stall at the Festival and some groups opted to run food stalls to raise funds for their organisation. The display stalls were especially vibrant this year.
- ***The Kalamunda Men's Shed*** is in its 3rd year of volunteering to provide a free *wood working activity* in the children's area. Early in the year they confirmed they would be there and then they spent months getting little kits together for the children to enjoy banging together. This year they created lots of different types of aeroplanes that thrilled the kids who made them and everyone who saw them. The crew from the ***Men's Shed*** really enjoy this outing and are always willing to contribute their energy, goodwill and expertise in supporting Zig Zag Community Arts.
- ***Kalamunda Senior High School*** was one of our most successful collaborations with a local secondary school we have ever instigated. The head of the music department, ***Marcus Roberts*** got involved very early in the year and continued to work with his students to form a very effective crew of young stage helpers, performers and comperes to take over the ***Festival Youth Stage*** in 2015. We look forward to developing this partnership more in the coming years.
- ***Local Businesses*** – Around 15 local businesses contributed sponsorship funds to the Festival. We continue to have a dedicated core group of local businesses who will contribute regardless of the state of the economy. We raised approximate \$2,000 in local business sponsorship this year.
- ***Registered Festival Volunteers*** numbered around 80 in the children's area alone this year, so we estimate overall we have around 110 volunteers that provided much needed labour and passion to make the Festival a success.



## 7. FESTIVAL ORGANISATION

This year being the 30th Zig Zag Festival in Kalamunda inspired us to have a historical theme and after much debate we settled on '*Tracks, Trees and Trains*'. The idea was to ensure that our event traced the complete **history of the Kalamunda area**, highlighting those things and people that makes the Hills such a special place.

*David Rivett* and *Celia Cheffins* did a lot of research early in the year and worked with *the Kalamunda Historic Society* to bring together a meaningful and entertaining summary of the past of the region, starting with the first peoples through to the influx of various ethnic groups who contributed to the formation of the region. This research and the partnership with *the Historical Society* helped create the shape and content of this year's October Festival.

Early in March we were contacted by *Jo Randell* of *Madjitil Moorna* with a proposal to work with us to create a huge and fantastic finale which incorporated representatives of every cultural group that helped make the Hills area what it is today. This grew into a very ambitious collaboration involving *Madjitil Moorna* Choir, *A Kappella Munda* Choir, members of the *Kalamunda Swing Band*, *Junkadelic Brass Band*, *Liz and David Rivett* and *Black Chook Chutney*. As this project progressed *Madjitil Moorna* instigated the **Noongar Songs in Schools Project** which organised school workshops all over the Perth area to teach songs in language to school children from over 10 schools. This wonderful project culminated in a huge performance of the large combined school choir at the Festival Finale where they were definitely the stars of the show. .

Grants were lodged with all our major sponsors, the *Shire of Kalamunda* and *Lotterywest*, and *Healthway*. Most of the major site and production expenses were funded by the contributions of *Lotterywest* and the *Shire of Kalamunda* covered both site expenses and entertainment. *Healthway* contribution of \$10,000 this year allowed us to concentrate on the fantastic parade project. Other sponsorship included a successful request to *Forrestfield and High Wycombe Community Bank* for a grant to cover costs at the **Festival Youth Stage**. The *Rotary Club of Kalamunda* donated to the cost of the **Rotary Checkerboard Stage**.

The media campaign seemed to work well last year, so the media officer again booked double page ads in the Kalamunda Reporter and the Hills Gazette both part of the **Community News Group** and the independent local newspaper the **Echo**. Other short articles were lodged during the year to promote our fund raising events. The webpage [zigzagfestival.org](http://zigzagfestival.org) was kept up to date and generated lots of traffic, and increasingly, we can depend on **FaceBook** to circulate information and to communicate with all our contributors and the general public. This year we paid for advertising on FaceBook for the first time.

The parking and security officers monitored the reserved parking for participants and performers and it seemed to run very smoothly this year. That part of the park was wonderfully dry and easy to navigate this year. The first aid officers from *St. John Ambulance Brigade* reported no major incidents. The cleanup is always a big job, many people start helping just after the Festival ends, but there were only 2 or 3 people left to finish the pack up and clean up of the park. This is an unfair burden on a few willing helpers and would need to be outsourced for future festivals.

We estimate that from 11am till 7pm that about 8,000 people, including participants and visitors came to the Festival. This was certainly the largest Festival that has been mounted in many years, more entertainment, more activities and the huge Finale achieved the scope and level of excitement that was envisioned for this special anniversary celebration.

## 8. MEDIA

This is the second year we have received major sponsorship from Healthway and awarded them naming rights for the Festival. Our major Festival media campaign reached thousands of households.

There were two-page spreads in two local Community Newspapers. These spreads comprised copies of the Festival Program including the *Shire of Kalamunda* logo, editorial copy including a quarter page dedicated to the **Act-Belong-Commit** Health Message

These spreads comprised tasters of the activities on festival day and the **Act-Belong-Commit** Health Message incorporated within the Festival Program.

There was also a one page advertisement in **the Echo** (Midland and Kalamunda editions) which ran two weeks before the Festival.

**The Echo** (Suburban News Group) state it has audited circulation figures of 60,000 <http://www.perthsuburbannews.com.au/echo/echodemographics/> it is distributed to Foothills, hills and eastern hills suburbs.

Also 10x2 adverts were placed in the following newspapers: **The Advocate**, **Canning News**, **Fremantle Gazette**, and **Western Suburbs Weekly**.

Local Kalamunda radio station **KCR-FM** ran community service announcements which included the Act-Belong-Commit Message through the naming rights as from Monday 13 October.

Local personality **Nicole O'Neill** interviewed both **Michael and Celia Cheffins** on her lunchtime program on Friday 16th of October and this interview included the health message throughout the conversation.

### Community Workshop posters



This poster was distributed to all schools for placement on notice boards, also electronic copies were sent to all primary schools for newsletters just before school holidays. Probable reach >3,000 families

Posters were also placed in local shops, libraries, community centres, child-care centres and family health care practitioners to promote these pre-festival free workshops.





**Act-Belong Commit 2014 Zig Zag Community Arts Festival Posters** 200 hard copies (all schools, for notice boards, plus electronic copies distributed to all primary schools for newsletters just after school holidays). Probable reach >3,000 families

Large format posters were also placed in local shops, libraries, and community centres.

An Extra Large format poster was used at the **Kalamunda Rotary Village Markets** Saturday 4 October (probable reach >5,000 adults) supplemented by personally handed-out *mini flyers* (> 1,500 actual)



Front



Sunday 25 October 11am until 7:30pm Free Entry  
3 stages of live entertainment; FREE Children's Activities; top quality Arts and Crafts Market; Community & Charity Displays; Glorious International foods; Parade at 5:30pm on Haynes Street; HUGE Music Dance and Light Finale 6:00 till 7:15pm  
[www.zigzagfestival.org](http://www.zigzagfestival.org) and [info@zigzagfestival.org](mailto:info@zigzagfestival.org)

Back

Extra large poster also displayed at the Zig Zag Community Arts Stall on the **Walk the Zig Zag** Shire of Kalamunda Event on Sunday 18 October (probable reach 1,500 - 2,500 adults) supplemented by personally handed-out *mini flyers* (1,200 estimated).

Extra Large format poster was used at the **Kalamunda Chamber of Commerce Sunday Farmers' Markets** Sunday 28 September, and 12 & 19 October (probable reach > 2,000 adults) supplemented by personally handed-out *mini flyers* (over 1,200 actual each Sunday).

The recycled roadside **signage** was mounted on all key routes in the shire, plus all primary schools in the Shire were chosen as locations for these 37 signs. (Estimated reach >>10,000)



## 9. BUDGET

The operating budget for the 2015 Zig Zag Festival was \$80,578 ZZCA received \$68,522 funding from the following State and local funding organisations for the Zig Zag Festival:

- Shire of Kalamunda .....\$31,827.00
- All We Need is Right Here.....120.00
- Lotterywest .....\$19,903.00
- Dept. of Communities..... \$4,400.00
- Healthway.....\$10,000.00
- Forrestfield and Districts Community Bank (Bendigo) .....\$2,272.00
- Kalamunda Rotary Club .....\$2,000.00

Stall bookings earned an income of \$4,700 and the sponsorship campaign raised a further \$2000 toward the Festival. Income from workshops plus other fund raising activities and donations raised \$7,000.

Zig Zag Community Arts Festival Budget was right on target, all our accounts were paid in time and all our grants have now been acquitted. Our current balance of approximately \$10,000 is an improvement over last year and leaves enough in the bank to cover operating and upcoming costs and to instigate a few new projects in 2016. The Kalamunda Zig Zag Community Arts Festival is a not-for-profit organisation and all income is expended on the Festival and ZZCA community projects.

## 10. OVERVIEW AND EVALUATION

Ultimately everything the Zig Zag Arts Committee does during the year contributes to the annual Festival in October. Starting with our AGM in April where the Festival theme is announced and our other plans for the year are introduced. This year a number of our collaborators came along and made it a very productive session. Also in 2015 we re-introduced another series of craft workshops with local women artisans which were well attended and as an extra bonus brought us five new volunteers for the Festival at the end of the year.

The detailed planning of the Festival started even earlier this year, in March the concept for the collaboration with Madjtil Moorna and other musical groups was developed and fine-tuning took place over the following months. This project almost seemed to take over the Festival and for many it was a big challenge keeping everyone informed and in step to produce a one hour spectacular for the Festival Finale.

The event can be evaluated by how well it met the major goals set out by the mission statement in the current Strategic and Business plan

- The 2015 Festival improved community access to the appreciation of arts and culture in our community. It was surprisingly large and reached more sectors of the community than ever before. The contingent of Aboriginal people from all over Perth was bigger than ever, many had children in the massed school choir and came to support their children and stayed on to enjoy a very moving final ceremony.
- As always there were even more children having fun in the Children's Arts Activity area and luckily there were enough volunteers to help provide thousands of children with great arts experiences.
- The involvement of *Kalamunda Senior High* and *Lesmurdie Senior High School* has reinvigorated our outreach to secondary schools in the area. This is something we can build on in future years.
- To continue to operate we need more permanent committee members on board to run another Festival. Many of the key people on the committee went travelling overseas this year and it was difficult to keep things running smoothly. Although everything got done, such a situation is not optimum.
- This event supported and nurtured community cultural development in the Kalamunda region by bringing together a vibrant creative network of people in the community which seems to expand every year.
- The Festival brings thousands of people to Kalamunda which benefits our regions, our town and our community. It is one of the highlights of the cultural calendar in WA and has continued to grow over 30 years to build a *Community Connected by Creativity*.

## 11. FEEDBACK

- Congratulations from all around.....most people thought it was the largest, busiest and most exciting Zig Zag Festival they had ever attended. It brought together more representatives of all the cultures in this area like never before and exceeded everyone's expectations.
- Our upgraded media campaign worked well again this year - it became a real partnership between *Healthway's* promotion arm and our media officer. This is the second year we have received a large grant from *Healthway* and each year it gets easier to meet all their expectations and incorporate the health message into our event.



- Many people commented that the Festival poster and road side signs were very eye catching and colourful this year. They thought the graphic really illustrated the vision of the historical theme.
- **'Black Chook Chutney'** musicians continue to be some of our most ardent supporters and active volunteers. Not only did they help with the set up of the park, they performed twice on Festival day and stayed on to help clean up. We need more groups like this to contribute to the hard work that organising an event takes.
- More people were involved than ever before. The finale brought over 320 performers together to really amaze the audience and it was a wonderful surprise even to the choirs and musicians on stage to be part of such a complicated show.

*Photographs by: Gillian Berry, Michael or Celia Cheffins unless indicated otherwise*