

Attachment 2: Perth International Jazz Festival Sponsorship Proposal

PROPOSAL FOR DEVELOPMENT OF THE PERTH INTERNATIONAL JAZZ FESTIVAL 2013
16th May 2012

MISSION STATEMENT AND GOALS**Vision**

To create a world class International Jazz Festival that will help Perth become a more vibrant city and establish itself as a leader in Jazz performance and education.

Mission

To develop music industry, government, corporate and community partnerships to further promote the exposure of quality jazz music in Western Australia.

Goals

- To seek sponsorship and partnerships to present an inaugural jazz festival (Perth International Jazz Festival 2013) in the City of Perth

PROPOSAL**Preamble:**

Perth, Western Australia, is blessed with some of the finest Jazz musicians in the world. This is largely due to exceptional training facilities at The Western Australian Academy of Performing Arts (WAAPA), Western Australian Youth Jazz Orchestra (WAYJO), with mentoring programs provided by the JAZZWA and The Ellington Jazz Club amongst others. Jazz is a truly international art form and has without doubt established itself as a vital part of 21st Century arts, culture and entertainment. ABS statistics reveal that the music industry contributes more to GDP than the construction industry. Our Jazz industry must be utilised and developed commercially at a local, national and international level and the propositions outlined in this document will provide opportunities for investment and partnership with this valuable industry.

Executive summary:

Perth International Jazz Festival 2013:

Perth is desperately in need of a world class, financially sustainable International Jazz Festival and the main purpose of this document is to raise interest among potential businesses and government organisations who may wish to sponsor or partner in this important start up community event. The Ellington Jazz Club has been a very successful live music venue and currently attracts between 4-5 major artists who have travelled to perform at the Melbourne International Jazz Festival in May/June and/or at Wangaratta Jazz Festival in October/November. However we are a small Jazz Club and some of these artists, if promoted professionally, would draw much larger crowds than we are able to accommodate at The Ellington and give a much wider community audience opportunity to be exposed to some of this amazing national and international talent.

City of Perth, City of Vincent, MRA, Department of Culture and the Arts, Eventscorp, Healthway, Festivals Australia, and Lottery West are all potential sponsors of this event and initial feedback has been very positive. We are currently negotiating a major corporate naming rights partner and several other sponsors, partners, suppliers and supporters to make this important event a reality on Perth's cultural calendar. Incentives for companies will be significant, as the festival will engage a professional marketing, promotional and publicity campaign in order to ensure it is a huge success. This event will provide a wonderful opportunity for community engagement and will feature extensive educational opportunities and a lasting legacy for our youth through the partner organisations of WAYJO, JAZZWA and WAAPA.

Timeline:

The proposed dates for the festival are the 24th, 25th and 26th May 2013.

The Perth International Jazz Festival is represented by a committee including Associate Professor Dr Graham Wood (Director – The Ellington Jazz Club, Director of Music at WAAPA) as inaugural President and committee members Jamie Oehlers (Head of Jazz Studies WAAPA), Peter Jeavons (General manager JAZZWA), Johannes Luebbers (President Perth Jazz Society), Mace Francis (Musical Director WAYJO and leader of MFO), Jessica Patterson (Lavan Legal) and Anton Mazandarani (media consultant) and Ronald Woss (business).

The market for Jazz in Western Australia is strong with the most recent success being The Ellington Jazz Club. Sales for previous Jazz festivals have been reasonable but several factors need to be addressed to improve the business model including:

1. Location of the Festival – The centre of Perth must be the location of this festival for economic and accessibility reasons;
2. A program of artists that the community can identify with;
3. Ongoing support from business and government;
4. A professional, realistic, well organised festival.

The Ellington Jazz Club has engaged a marketing manager, a graphic designer, an IT consultant and management resources to ensure the success of the 2013 Jazz. There is no other competition on the Jazz market in Western Australia at the time of writing this document.

Proposed venues for The Perth International Jazz Festival include;

- Major outdoor venue – Weld Square, cnr Newcastle and Beaufort St Perth (City of Vincent)
- Major indoor venue – The Ellington Jazz Club 191 Beaufort St Perth
- The East Perth Power Station
- The Spiegel Tent (City of Perth)
- The Heath Ledger Theatre (City of Perth)
- Forrest Chase – (City of Perth)
- Northbridge Piazza (City of Perth)
- And a range of bars in the Perth/Northbridge area.

The anticipated budget for a modest festival is \$300,000 - \$500,000 and over time this festival will build to be a major event on the Perth calendar in years to come. Perth is already becoming known both nationally and internationally as a leader for Jazz performance and education in Australia.

Investing in this project will see a major return over many years. This is a key cultural event that is missing from our city and to invest at an entry level will produce an excellent opportunity to engage with the community and invest in the future of our city and our young and talented musicians.

Graham Wood

0408 069 867

g.wood@ecu.edu.au

<http://www.perthinternationaljazzfestival.com.au>