

## FINAL 2004 WRAP-UP

Before the festive season arrives and everyone becomes inundated with Christmas parties, New Year celebrations and holidays, it is time for one last update for the year from the Darwin Festival.

We have well and truly recovered from this year's Festival and have begun planning for next year's big event. But before we leave 2004 behind, it's worth mentioning some of the highlights of this year's Festival and saying a few thank you's.

The addition of the Star Shell and outdoor entertainment hub at the Botanic Gardens was hailed a success, bringing a tropical "Top End" atmosphere to the events. Visitors and locals returned night after night to enjoy the various outdoor performances, not to mention the lively Festival Club afterwards.

People crammed as much as possible into the 18 days so that they could make it to as many of the **105 performances and events** that they could. This was evident in the record attendances of over **46 500 people**, including close to **18 000 at ticketed events** over the 18 days. And we can't neglect to mention the astounding efforts of our volunteers who provided over **1500 hours** of their valuable time to make the Festival the success that it was.

The brilliant and amazing performances by **local, interstate and international performers and artists** really made the Festival a fantastic and memorable



experience. There are far too many to mention, but if you want a reminder of this year's Festival, visit the Darwin Festival website to view some of the photographs taken at the events.

Finally, a huge thank you to our **government and corporate sponsors and supporters**. We value your support and we hope this year's Festival was as exciting and rewarding as expected. We look forward to working with you again to make next year's Festival even more successful.

If you don't want to miss any of the Darwin Festival next year, mark **August 11 to August 28** in your diaries, but we will keep you updated with news and information regularly between now and then.

In the meantime, have a safe and happy festive season, and we look forward to seeing you next year.



## E-NEWSLETTER REGISTRATION

If you want to make sure you don't miss out on *anything* to do with the Darwin Festival, register to receive these regular e-newsletters. To register, email [claire@darwinfestival.org.au](mailto:claire@darwinfestival.org.au) with *E-newsletter Registration* as the subject. If you do not wish to receive the Darwin Festival e-newsletter, email [claire@darwinfestival.org.au](mailto:claire@darwinfestival.org.au) with *Unsubscribe* as the subject.

# DARWIN FESTIVAL E-NEWS

## POSITIVE VIEWS - GREAT NEWS

The Darwin Festival this year attracted audiences from all over the globe, including from Australia, UK, Europe and the United States, according to the Darwin Festival market research survey results.

The Northern Territory Tourist Commission and Charles Darwin University assisted the Darwin Festival to survey audiences at 25 Darwin Festival events this year. The market research findings have provided us with an accurate snapshot of our audiences, their perceptions and feedback, which will be invaluable when planning next year's Festival.



Santos Concert on the Esplanade

The recent growth and new direction of the Darwin Festival has captured the attention of interstate and international visitors, evident by the number of visitors to the NT who attended the Festival this year. One quarter of Darwin Festival audiences were visitors to the Northern Territory, with 16% of these people coming to Darwin specifically for the Darwin Festival.

And the good news doesn't end there - half of the respondents were attending the Festival for the first time, and 80% of audiences plan to attend the Darwin Festival again in the future.

The findings also revealed very positive perceptions of the Festival, with 79% satisfied or very satisfied with performances they attended. This is a fantastic result, and compares favourably with satisfaction levels of other festivals and events.

This research has revealed very positive results, indicating excellent awareness of the Festival and strong support and loyalty. This means we will be working even harder next year to ensure the Darwin Festival lives up to everyone's high expectations.



Galuku Gallery

## GALUKU GALLERY FRAMED PRINTS - SPECIAL DISCOUNT OFFER!

Want to buy a special Christmas gift from the Territory for friends or relatives? Or perhaps you'd like one of these beautiful framed prints for your home or office. The Darwin Festival is extending a Galuku Gallery special discount offer to sponsors, supporters and our enews distribution list.

We are offering you the chance to purchase beautiful prints from the Galuku Gallery at discounted prices. A limited number of these prints are available, as seen on display at the Galuku Gallery in the Botanic Gardens during the Festival (see photo above). The prints are produced by Indigenous artists and printmakers from the Buku Larrnggay Mulka Centre in Yirrkala. The prints vary in size, but are around 98cm x 78cm and are professionally framed. When you purchase your print, you will receive a copy of the artwork story and information on the artist.

Please visit the online gallery at [http://www.darwinfestival.org.au/galuku\\_gallery\\_special\\_offer.html](http://www.darwinfestival.org.au/galuku_gallery_special_offer.html) to view the prints available and to make your selection.

The prices marked on the catalogue as part of this special offer are **15% less than the gallery price**. Additional costs will be incurred should you require the print to be posted to you. If you are in Darwin and can collect your print, postage and handling fees will not apply.

**If you wish to purchase one of these framed prints, call the Darwin Festival office on 08 8981 0083 or email [claire@darwinfestival.org.au](mailto:claire@darwinfestival.org.au).** Simply quote the reference number of your selected print and advise of your preferred payment method and delivery details. Payment can be made by cheque, cash or credit card (Bankcard, Mastercard or Visa).

[www.darwinfestival.org.au](http://www.darwinfestival.org.au)

# DARWIN FESTIVAL E-NEWS

## COMPETITION WINNER

Congratulations to Tali Warmington of Darwin who was the winner of the framed print from the Galuku Gallery. Tali participated in the market research survey and went into the draw with hundreds of others to win the print. Entries were drawn on Monday 4th October.



Red Flag Dancers

## DARWIN FESTIVAL T-SHIRT SALE - ONLY \$15!!

If you missed out on buying a Darwin Festival 2004 t-shirt, but would still like to get your hands on one, we have a small quantity of t-shirts left, and they are going at a heavily discounted price of \$15.

We only have ladies t-shirts available in a fitted v-neck style in black or white, sizes 12 and 14 only. Call 08 8981 0083 or email [claire@darwinfestival.org.au](mailto:claire@darwinfestival.org.au) to purchase your shirt now!

Postage will be an extra charge, where postage is required.



Saltwater Band,  
Santos Concert on the Esplanade

## OFFICE HOURS - HOLIDAY PERIOD

The Darwin Festival office will be closed from December 20, 2004 and will re-open January 10, 2005.

## SPONSORSHIP OPPORTUNITIES

Darwin Festival 2005 presents an exciting opportunity for businesses to align themselves with a rapidly expanding, unique arts and cultural festival. For information on how sponsorship can benefit your company, contact us on the number or email below.

## DARWIN FESTIVAL CONTACT DETAILS

Phone: 08 8981 0083; Fax: 08 8941 5457; Email: [contact@darwinfestival.org.au](mailto:contact@darwinfestival.org.au); Website: [www.darwinfestival.org.au](http://www.darwinfestival.org.au)  
Address: Brown's Mart, 12 Smith Street, Darwin NT; Postal Address: GPO Box 570 Darwin NT 0801

The Darwin Festival 2004 was kindly sponsored by:



[www.darwinfestival.org.au](http://www.darwinfestival.org.au)