

Event Report



Bassendean
Festival
of Local Business


Bassendean Means
Business

Sunday 8 April 2018
12pm-6pm

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Introduction

On Sunday 8th April the first Festival of Local Business was held at the Community Hall, 48 Old Perth Rd Bassendean. It operated for 6 hours from 12 mid day to 6.00pm. Planning for the event commenced in late 2017 with the festival planning commencing in earnest in January 2018.

As the event hadn't been delivered before, early planning was spent interrogating the structure and objectives. Meetings with local businesses were set up to gain an insight into what the community was interested in.

The program comprised of 15 speakers, mostly from within Bassendean community and those that showed an interest. Over 40 people were actively engaged on the day to deliver the event including speakers, presenters, and approximately a dozen volunteers assisting people on arrival and helping to set up. The festival was a demonstration of how we are facilitating Economic Development for Bassendean.

Presenting itself more as a resource for local businesses the Council is encouraging business to take the initiative and to work together. The festival was presented to launch a new inclusive approach to boosting business in Bassendean, where success is a result of the region just as much as it is a result of individual effort.

Under the banner of localism the festival was the platform and vehicle to showcase the importance of the local economy, to showcase the diversity of local business, to demonstrate business in action to inspire and encourage locals to go into business.



Objectives

The objectives of the event were to strengthen existing businesses, increase local business turnover, create local jobs, strengthen relationships between residents and local businesses, encourage the launch of new businesses and encourage the migration of businesses into Bassendean.

To develop an ecosystem in Bassendean focused around localism directly benefits businesses and residents.

As a catalytic event it attracted and brought together entrepreneurs to learn and connect ... creating vibrant entrepreneurship ecosystems.

The Localism initiative aligns strongly with Key Priority Areas in Strategic Community Plan including Economic Objectives

- Build economic capacity: Encourage and attract new investment and increase capacity for local employment, plan for and build capacity for Commercial and Industrial, support and promote home-based businesses.
- Facilitate local business retention and growth: Strengthen local business networks and partnerships, continue the activation of Bassendean's Town Centre, enhance economic activity in neighbourhood centres.

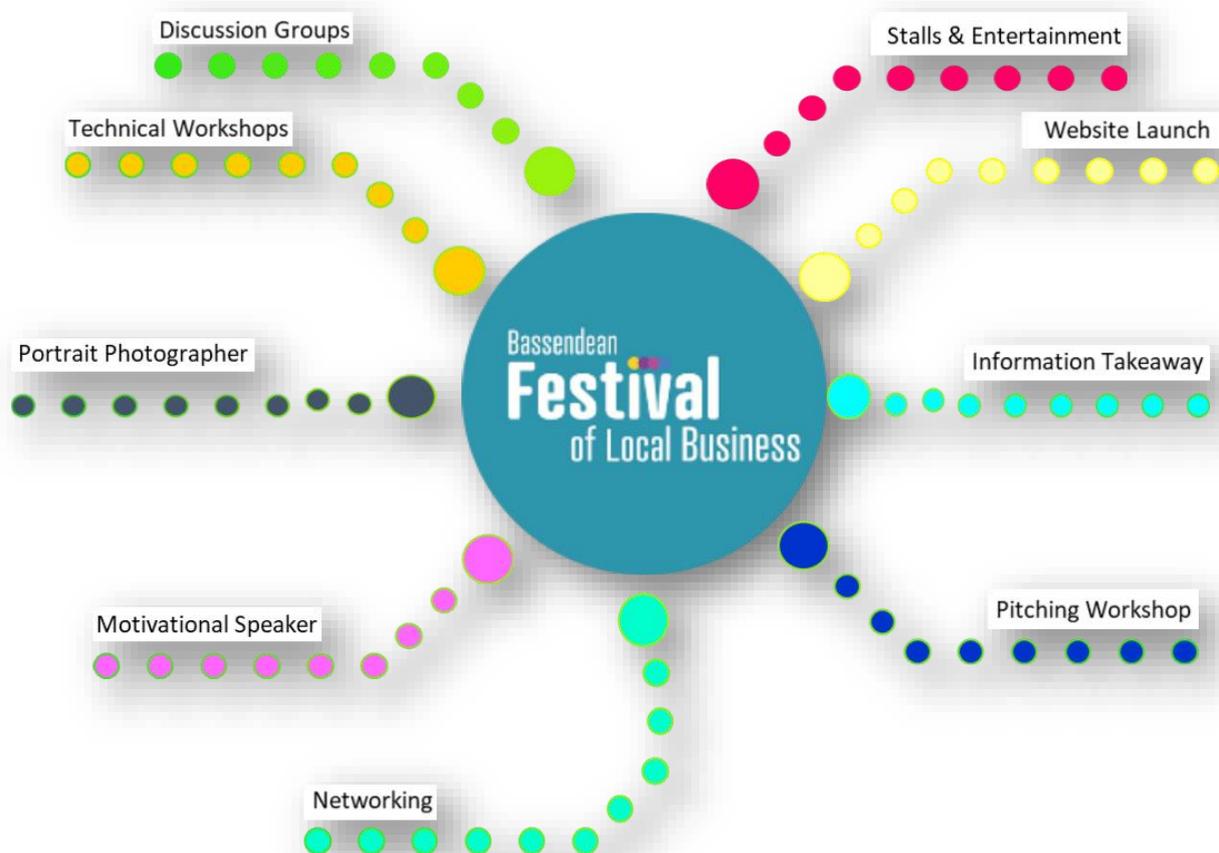
Social Objectives:

- Build a sense of place and belonging: empower local communities ... facilitate community festivals and events.
- Ensure all community members have the opportunity to be active, socialise and be connected: provide life-long learning opportunities, enhance partnerships with the local Noongar people, ensure people with disabilities and from diverse backgrounds are supported to participate in community life, support volunteers and community groups to remain empowered, dynamic and inclusive.
- Plan for increased population and changing demographics: plan for local neighbourhoods and their centres, strength and promote Bassendean's unique character and heritage.

Elements of the Festival

The festival was a multifaceted event and was many different events rolled into one. It was partly conference, partly awards, and partly festival. Accordingly the event was interesting for more people and reflected the diverse Bassendean economy. The festival was directed on the day by MC Sean Walsh. He did a great job and being local made a great impression. The festival utilised many different means of delivery from demonstrations, to discussion groups and interactive sessions, one on one sessions, as well as printed documents to take away.

The design and structure of the event was deliberate to achieve the objectives as previously identified and to achieve the best results of presenting the information and getting across the messages. The full program is attached.



1. The Discussion Groups aimed to bring out common problems and challenges and tackling them. Of the two discussion sessions the second was more popular than the first. They were both well facilitated, but the first probably suffered because attendees were not settled in yet and not fully engaged. As a means of demonstrating knowledge and sharing ideas the first group struggled to articulate the message.
2. Stalls, Entertainment featuring a selection of local and regional activities were provided on the lawn. These were to attract the attention of passers by, to integrate the work and relaxation

aspects of the event. There was also an effort to offer “baby sitting” service to free up parents for a short while allowing them to indulge in more serious discussions.

The stalls were generally happy with the program but were unable to listen to the speakers. The childrens entertainment got limited numbers. The music entertainment (Lush Life and Blind Spot) were very professional but there was some conflict in noise that bled from the court yard stage into the main stage.

3. Technical Workshops on social marketing, accounting and unlocking big ideas provided succinct qualified insight into issues and challenges faced in business. The social marketing got the most attendees which was generally anticipated since social marketing is less technical and easier to absorb. Unlocking big ideas went a long way to unveiling a much larger topic which will be offered as a two day workshop in June.
4. The web site launch could have been made a more significant event and feature of the festival. It was the introduction to localism and the main vehicle to continue the discussions started at the festival. The site has access to Instagram and Facebook and is designed to prominently feature local businesses and the owners.
5. The portrait photographer was poorly promoted and a wasted opportunity. Access to professional photographer is rare. In an increasingly visual and image driven era, a great portrait photo is very valuable.
6. Information take away in the delegate bags was carefully managed. No unnecessary publicity material was inserted and a strong effort made to ensure the material related to the actual speakers and presentations on the day. This included the mugs which were personally designed locally by Cyril Jackson students. They serve as a long term reminder of the event.
7. Key Note Speaker opened the event as was chosen as a motivational and inspirational person. Unfortunately her message was not well received with some believing she spoke more about herself than translating her journey into inspiration for others. Also, there were only a few people at the opening of the festival and this took away from her style of delivery.
8. Pitching workshop and demonstration was the desire to encourage all attendees to pin down exactly what they are selling and how to engage with customers and how to manage networking sessions.
9. Networking event with catering closed off the event. Free beer and wine and food is always going to be popular and this part of the day was popular. It worked well as a relaxed atmosphere after an intense and information overload few hours. The discussions at this event were still on topic and everyone felt they got more information, knowledge, empowerment from the networking event.

Survey Results

A post event survey with 14 questions was circulated through facebook and directly to all people remotely involved with the event. The survey was anonymous to encourage objective and honest feedback. 23 responses were received. The full results are attached.

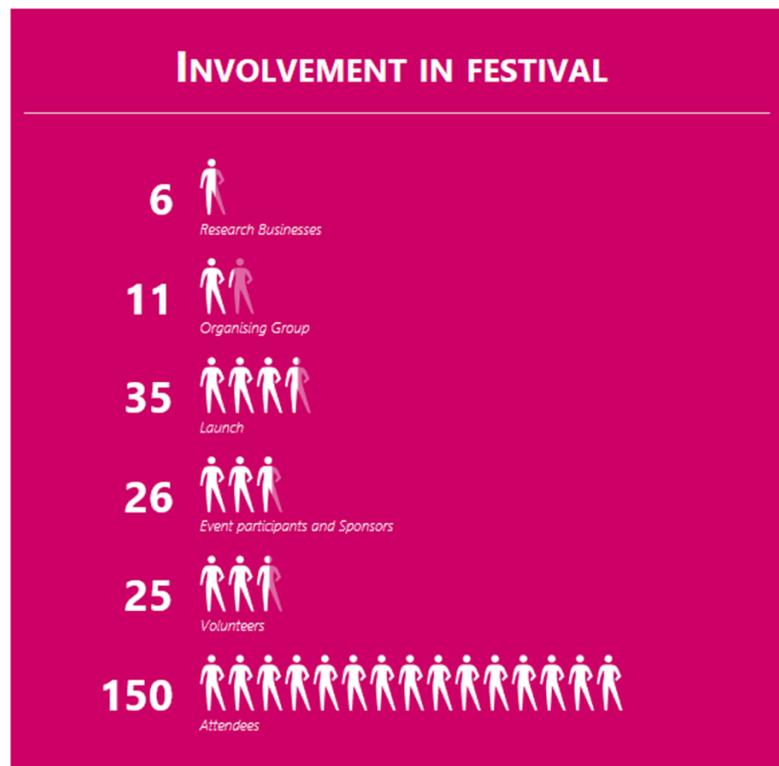
Of note:

75% rating of recommend the event to a friend or colleague, 80% felt the event met their expectations, 88% are likely to attend another festival if it was held.

A lot of constructive comments and recommendations were shared. Many of these are incorporated into views and recommendations in this report. There was a consensus of opinion that the festival should be run again. This event has revealed a clear desire to develop and build on a momentum and passion for local empowerment.

Businesses and Groups Reached by the Festival

Animac Consultants
Bankwest
Bassendean Business Association
Bassendean Flowers
Bassendean Hotel
Bassendean Kebab & Cafe
Bassendean Library
Bassendean Pet Food Supplies
Bassendean Physio Therapy
Bassendean Primary School
Bassendean Railway Museum
Bassendean Wellness Place
Blue Kelpie Web Design
Capricorn RealEstate
Coles



Cork and Bottle
Cyril Jackson Senior Campus
- Art House

Cyril Jackson Senior Campus
- Blind Spot Band
Daisy & Rowe
Eco Fusion Buildings

Electrical Controls & Programming	Lush Life Duo	Soul Rites
Epoch Training	Martin Jane Sculptures	SpaceToCo
Fairy Rose Face Painter	MASC	Sparx ELC
Flo Edge	MASC	Speaking Savvy
Forever Now	Molijor – Archery Equipment	Spotted
Get slashed	Morrison Art	Step Into Life
Gill Cordiner	NEED FUNDING ?	Step into Life Bassendean
Guildford Garden centre	Nail Brewing	Stuart Ridgway Design
Holly Rayes	Nami's Art Room	Swan Districts Football Club
Home Chef	O2 Cafe	Tasty Pear
In Focus Careers	PAV	Tehmar Group
Itchy Palm Designs	Perth Mediation Centre	Tempo Tax and Accounting
Jacquis Book Keeping Services	Practical People Solutions	The Swiss Butcher
Jeanette Madison	Railway Museum	This Little Pig
Joanne Parfitt	Reeces	Trademark Graphics
Judith Willings	Reject Shop	Transition Town Guildford
KidzaBuzz	Science Alive	Vai Yoga
Labyrinth Constructions	Sean Walsh	Vinnies Bassendean
Learning Fundamentals	Shonie McKibbon	Violet Clothing
	Short Promotional Runs	WA Leafscreeener

Publicity & Marketing

The marketing of the festival was managed by Daniele Foti-Cuzola, through a targeted social and traditional media campaign. There was a delay in starting the campaign which meant exposure was limited.

Online platforms

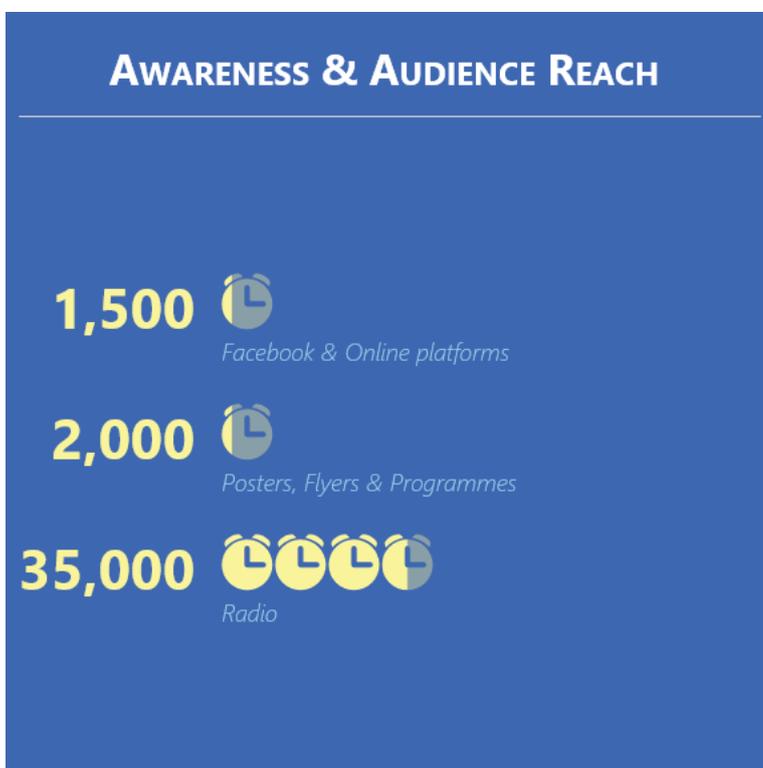
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- www.scoop.com.au/Region/Bassendean/Events/Bassendean-Festival-of-Local-Business
- 98five.com/event/bassendean-festival-of-local-business/
- www.eventfinda.com.au/2018/festival-of-local-business/perth
- www.perthhappenings.com.au/events/bassendean-festival-of-local-business
- www.evensi.com/bassendean-festival-local-business-town-hall/252840273
- www.WeekendNotes.com.au
- Facebook page and event

Radio

- Petra from Spotted interview with 95.3 FM
- Elaine Olsen with the Kalamunda station
- Bec & Petra on 6PR

Printed

- Photo and article in Community News
- 20 A1 Posters on Street side
- 500 A5 flyers for launch
- 400 A5 Programmes
- 200 A3 Shop posters distributed



Costs

The festival was budgeted in 2017/18 under place activation programs and establishing local business groups within the Town and those utilizing the Town.

As this event had not been delivered before it was difficult to accurately predict the costs and expenses.

We positioned it as a community event and all businesses got on board.

We received considerable support through discounts, volunteering time and resources from virtually all participants. In other words nobody charged full price.



The figures for Discounts and In Kind are estimates only.

Summary & Recommendations

1. Ambitious, Timely and Do it again

The concept of this event was new and different. Based on strong research on localism it was particularly well suited to the attributes of Bassendean. The event tapped into a well of endeavor, industry, creativity in our local region. It provided a platform, a context and setting that has great potential to grow.

A unanimous view in the survey responses and more broadly in the community is to keep the momentum going and hold the event next year. Many said they were not very clear about what the event was trying to achieve beforehand and now they understand it. They said they enjoyed the event more than they expected. The comments received through the survey and via emails have strongly endorsed the concept of the festival.

The frequency of the event can be spread out after 2019 and have a two year gap. eg 2018, 2019, 2021, 2023.

If it is agreed to hold the event in 2019, the planning should commence in August 2018.

2. Keep it local

The most important element of the whole event was that it featured locals. Approximately 80% of participants were from Bassendean, Eden Hill, Ashfield. A further 10% were from our region.

The local speakers were received more positively by the audience, suggesting future programs should be driven by local business owners. Since the event we have met and become aware of many new small start up businesses. They have contacted us to ask how they can get involved, and where they can get support. The event has encouraged people to confidently seek out other businesses. There is plenty of talent in our area to keep it local.

3. Promote strongly

The event this year suffered because the marketing was slow to get traction. This was partly because the structure of the event was not finalized and some participants were slow to commit.

To maximize exposure, the marketing needs should be commenced as early as possible after the event has been agreed. The concept for this festival will be better understood the second time around and should attract greater engagement and support. With the flow through from this first attempt we will likely get stronger word of mouth publicity and support.

4. Strong organizing group

The event this year suffered because there was a very loose organizing group. A significant amount of time and work was carried by two or three people. This meant decisions were slow, follow ups to enquiries were not done, suggestions and ideas were not followed up. A sub group of the Economic Development Committee could form the heart of the organising committee for the festival and bring in additional knowledge and connections where needed.

5. Tweak the structure

As the feedback from attendees reveals there was some difficulty to attend or be part of all elements of the event. There was also some distraction from the music on stage two with the main stage inside the community hall. The sessions became more popular later in the day suggesting starting of the event at 1pm with the rest of the event to commence at 12 midday to allow people to arrive and engage with the festival.

A number of improvements can be made to the general structure to achieve stronger support and enjoyment for all participants.

Complete Post Event Survey Results

Overall, how satisfied were you with the festival?	... date and time?	... the speakers?	... the workshops?	... the venue?	... the staff?	... the food? @	Did the event meet your expectations?	How likely is it that you would recommend it to a friend or colleague?	Why did you give it a {{answer_78971880}}?	What did you like most about the festival?	What did you like least about the festival?	How likely are you to attend another Festival?	Do you have any other suggestions or comments to help us improve our future events?
3	1	3	4	5	5	5	2	3	I think this event needs to be more broadly advertised and a bigger event with more businesses presenting and contributing. They could promote to potential clients and charitably contribute to the community overall. It should be held on a Saturday afternoon – I believe attendance would be stronger. Event coordination was excellent.	Gozlemes! No I think I enjoyed being involved however was unable to attend the workshops and speakers events as a volunteer	Time of day, lack of support, not enough businesses involved	5	I will email
4	5	4	3	4	4	4	5	8	the event exceeded my expectations	the panel discussion	the mug	5	Great timing, interesting local speakers, excellent networking opportunity, looking forward to the next one.
4	4	4	3	4	4	4	3	7	Some very useful information.	The general concept.	All ok	4	More publicity.
3	3	4	4	5	5	5	3	5	The overall feel and vibe of the event was fantastic but a larger crowd would have been an improvement.	Meeting new people	Lack of people ₤£	4	Possibly better event advertising emphasising not only the business aspect but the local makers market as well. Lots of people i spoke to didn't realise there would be stalls
3	3	1	2	3	3	4	3	3	Can't see the benefit of the event.	Food	Upstairs seemed like a mini market	3	
4	5	4	3	4	5	5	4	8	A couple of rough edges but that's to be expected on the first run.	Relaxed atmosphere	Music a bit close to a couple of the talks.	5	
4	4	3	3	4	4	4	4	7	it is a fun day with food, exercises and entertainment, while people get inspired and educated	Group people together for a meaningful life	I hope to see all retailers and home business around town to be involved	5	Bring all home business around town visible. Give them a place to promote themselves. The more people involve, the more impact create. Welcome neighbours from maylands, guildford to be part of this vibrant but invisible town. People go to guildford and maylands coffee strips but not Bassendean. Increasing traffic to town is essential to local business. Explor small amount of entry fee or donation to cover operating costs. Make it bigger next time. We can do it.
5	5	5	5	4	5	5	5	10	I think building the local business community is a fantastic idea.	Connecting with other local businesses.	It felt a little small.	5	
3	2	3	3	4	4	2	3	4	I did not see all programs but ones I saw did not relate to me.	The idea of helping and promoting local businesses.	Not a lot of promotion about it.	2	Topics about young people going into business. Showing the way to start ie how to get a licence etc.
4	4	3	3	4	4	3	4	8	A great opportunity to meet and greet in a lovely spot	I enjoyed being in the park and sharing my work with others. Staff were very supportive	I did not see any presentations as I was busy at my Marquee	4	None come to mind well done.
3	3	4	4	3	4	5	3	5		the meet up at end	not enough people ,better on a sat perhaps??	3	better publicity lead up social media especially ,signage around town ..advertising i think .. choosing the right day? place?
4	4	4	4	4	4	4	4	8	As I was only a volunteer I couldn't really comment on the workshops. The event could have been more supported by the local residents.	The variety of businesses being represented.	Perhaps the date and time. It was fine for me but maybe not on a Sunday afternoon for the residents.	5	There were too many volunteers at the beginning of the event. Maybe they should have been more spread-out. I've no idea about the remainder of the day, but the next volunteer at the information desk failed to materialise.
5	3	4	4	4	4	4	4	8	Good speakers, loved the pitching, things on for families	The speakers on the day	The time the event started and length of event	4	Change the time of the event, maybe combine with the Bassendean markets as there will be more people around. Otherwise have the event starting in the morning when the coffee run is happening for more foot traffic
5	5	5	5	5	5	5	5	10		The speakers and the panels		5	Advertising must be ramped up, more exposure in the media, locally and social media. More explanation of what the event is. Video's explaining it, more than just pics and posts.

4	4	5	4	3	5	5	4	8	A good first time with this event. Great concept with different "sessions" ie speakers, workshops, networking, displays, panels etc Still a little development in venue, promotion and overall cohesion of the event. But great start and stepping stone upwar	The interaction with other local businesses and community, not feeling the pressure to "sell" in an expo style format. Conversation naturally came up as everyone was curious about the event and generally happy.	Venue felt to disconnected because it is hidden away, rather out in the open for community to see and walk in	5	Greater awareness of what the event is about, how it operates to general community and also to the wider business community. (the Town's goal of Bassendean to be seen as a place to do business, needs to show the business community of people already doing
4	4	4	4	4	4	4	4	7		Warm atmosphere and strong feeling of 'localism'. The drinks and networking opportunity afterwards was also an extremely valuable way of strengthening connections and creating new ones.	Unclear involvement - being asked to speak seemed to actually also mean being asked to be involved in the design of the festival. A great opportunity in itself if you are keen and available but clearer defined roles in the future would be helpful.	5	More time for those involved to be able to develop marketing material to support their initial promotion Some feedback I received was: That microphones needed to be turned up to be heard over music Person handing out bags could have been really briefed o
5	5	5	5	5	5	5	5	10	Because I didn't hear any negative feedback and after telling Daniel from 'Step into life' about being thrown to the ground by a Hereford cow a few days earlier, some of which was my own doing, I was feeling a bit sore, so he suggested I do some Yoga. I said later, he said what about now, so I got to do my first Yoga class ever on Sunday, and I feel better. Thankyou!	The interaction	Nothing, i think it went well.	5	Keep the momentum going and you'll become the example of what others want to emulate.
5	5	5	4	4	4	5	4	8				4	
4	3	5	4	5	5	5	5	10	It was a fantastic opportunity to network with other businesses, promote my own and brainstorm ideas. The workshops shared a wealth of knowledge.	Meeting so many like minded people. The community spirit.	hope we can build it to pull a slightly bigger audience next year.	5	Promote the event line up earlier.
4	4	4	4	3	5	3	4	9	Overall the program worked well, some variety in content, I liked the stalls out on the street to attract those passing by. The two stages didn't work when there was music playing, and having the main stage continuously meant it was hard for those presenting outside at the same time.	Actually doing it. I was sceptical when I first heard the idea but I think it turned out well. A lot to go on with for future years. And was very well run.	The first speaker spoke about her own journey too much rather than on what we as business owners could do to get our own stories out there	5	Just thanks for having me and look forward to v2.0.
5	3	5	5	4	5	4	5	8				4	
5	5	5	5	5	5	5	5	9	Great effort achieved by all involved. I would love to see this event continue and would happily be involved with ti again next ear.	The community spirit, the informative speakers and workshops, the friendliness and great community spirit that is Bassendean.	That I didn't get to talk longer...hahaha!	5	
5	4	5	4	5	5	4	5	10	It was inspiring and generated valuable conversations and energy	speaker sessions	missed some things, to attend others	5	perhaps start 2pm? program bigger gaps to allow for people to check in on other sessions watch the noise of the 2 spaces (indoor/ outdoor)
4.1	3.8	4.1	3.9	4.1	4.5	4.3	4	7.5				4.4	

LAUNCH OF REFRESHED BASSENDEANBUSINESS.COM.AU

Final Program



The brains behind the upgraded business website OM4, who have worked with a number of Bassendean businesses, will launch the new Bassendean Means Business website, strongly reflecting our local support and engagement. The refreshed logo and website will champion the new enterprises which are emerging from across the community.

BE THE FACE OF BASSENDEAN BUSINESS



Portrait Photographer Rob Frith

As part of the refresh of the Business website, the new Business directory will feature the images of many business owners and operators. If you are a Bassendean based businesses you can get your portrait photo taken by the Rob Frith, Professional photographer at the festival for free (1pm-3pm only).

WHAT'S NEXT

Epoch Training Workshop:

How to think like an entrepreneur – a workshop especially for people who want to explore ideas, harness their creativity and build their own side business.

Bassendean Library, Sat 9 & Sat 16 June

For further details and to book, visit <http://www.epochtraining.com.au>

HOSTED BY THE TOWN OF BASSENDEAN & SUPPORTED BY

BLUE KELPIE WEB DESIGNERS • CORK & BOTTLE • CYRIL JACKSON SENIOR CAMPUS
EPOCH TRAINING • FOREVER NOW • HOLLY RAE'S CAFE • KIDZABUZZ • OM4
NAIL BREWING • PAV EVENTS • SCIENCE ALIVE • SPOTTED • STEP INTO LIFE BASSENDEAN
TEHMAR GROUP • TEMPO TAX & ACCOUNTING • VAI YOGA



Bassendean Festival of Local Business

Sunday 8 April 2018

12-6pm, FREE

Community Hall, 48 Old Perth Road, Bassendean

MORE INFO:
[facebook.com/
FestivalofLocalBusiness](https://www.facebook.com/FestivalofLocalBusiness)

A forum for the
passionate people
doing business in
Bassendean.

INSPIRATIONS
Stories • Art

DISCUSSIONS
Networking • Workshops

CELEBRATIONS
Food • Music





Sean Walsh – MC

Sean has been an active member of the Western Australian performing industry for almost 20 years. He is currently the Creative Producer at The Last Great Hunt as well as many theatre credits including the part of Alan Bond in Perth Theatre Company's Taking Liberty. Sean is also a member of the very successful improvisational comedy ensemble The Big HooHaa! Sean is one of Australia's premier voice-over artists, and is locally based in Bassendean.



Lisa Evans – Keynote Speaker

Lisa is the director of Speaking Savvy and Chief Storyteller of Stories from Heart. She is an award winning international speaker, author, member of Professional Speakers Australia, World Class Certified Speaking and Storytelling Coach, Speechwriter, TEDx speaker coach and improvisation actor. Lisa helps leaders globally to create powerful presentations and captivating stories.

FACILITATORS

Gabriella Filippi, Town of Bassendean
Ingrid Reiger, Forever Now

PANELLISTS

Daniel Amato, Step Into Life Bassendean
Andrew Fox, Tehmar Group
Bec Hall, Kidzabuzz
Holly Irving, Holly Rae's Cafe
Marie Molloy, Cyril Jackson – Arthouse
Elaine Olsen, Floedge
Petra Richardson, Spotted
John Stallwood, Nail Brewing

WORKSHOPS



Elliott Brannen
Three things every start-up
business needs to know



Kim Veale
Unlock your big idea



Daniele Foti-Cuzzola
Make it Social

FAMILY ACTIVITES

SCIENCE ALIVE
LARGE GAMES
FACE PAINTING

PLUS

ARTS MARKETS / FOOD / MUSIC



12pm	Session One – THE GATHERING
	Welcome – Sean Walsh, Master of Ceremonies Acknowledgement of Country: Vivienne Weir Introduction – Deputy Mayor Cr Bob Brown
12:15pm	Storytelling for Business
	Lisa Evans, Speaking Savvy
12:40pm	Being Authentic
	Facilitated by Ingrid Reiger Andrew Fox – Tehmar Group Elaine Olsen – Floedge Daniel Amato – Step Into Life Bassendean
1:00pm	Courtyard Stage Children's Entertainment
	Science Alive presents <i>Very Strange Stuff</i>
	Session Two – THE DEMONSTRATION
	Starting from Zero
1:45pm	Main Stage Workshop Kim Veale from Epoch Training presents "Unlock your big idea"
	Courtyard Stage Workshop Elliott Brannen from Tempo Tax and Accounting presents "Three things every start-up business needs to know"
2:10pm	Main Stage Pitch with a Purpose, facilitated by Sean Walsh
	Courtyard Stage Workshop Daniele Foti-Cuzzola presents "Make it Social", a presentation on how to use social media to grow your business
	Following the workshops, music by "Blind Spot" students from Cyril Jackson
3:00pm	Session Three – THE RALLY
	Embracing the Passion
	Facilitated by Gabriella Filippi Marie Molloy – Arthouse John Stallwood – Nail Brewing Petra Richardson – Spotted Bec Hall – Kidzabuzz Holly Irving – Holly Rae's Café
3:50pm	Closing Remarks
	Mayor Cr Renee McLennan
4:00pm	Networking event
	Join us for Cork & Bottle and Nail Brewing reception from 4–6pm in the Community Hall Courtyard, with music by Lush Life Duo