

# Mandurah Ukulele Festival



Supporting WA Mums Cottage

21 - 23 April 2023

Information Pack



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## Event Snapshot



2023 will be the third Mandurah Ukulele Festival. The event is run by a committee of volunteers from both the Ukulele community and WA Mums Cottage. This team has a broad skill set to make this a lively and enjoyable weekend in Mandurah. This is a family friendly event, encouraging locals and visitors alike to enjoy the variety of music available through the specific medium of Ukuleles and often including Banjos.

### ***What Sets us Apart?***



Mandurah is the perfect place to hold any event, but this one in particular. There are many Ukulele players across the state and what better place to congregate than our beautiful town. In 2023 we plan to show that the humble Ukulele is a remarkable instrument by performances, workshops and other mini events within the festival. You can expect to see Ukuleles all over Mandurah for the weekend sometimes with other performers, creating a magical musical extravaganza.

### ***Who Are We?***



WA Mums Cottage is the major beneficiary of this Festival, as well as being the event organisers. WA Mums Cottage exists to support Women in times of distress. This may be due to domestic violence, homelessness, bereavement or financial hardship. The Cottage offers advocacy and support in a compassionate and non-judgemental environment.

### ***Our Top 5 Priorities:***

- To continue to hold a sustainable festival each year to celebrate the music of Ukuleles
- To encourage everyone to have a go and play a Ukulele
- To highlight the beauty of the Mandurah region as a tourism destination
- To contribute to the local economy of the region through the festival
- To continue to be a successful community service project supporting WA Mums Cottage

## ***Making it Happen***

### ***Our Priority Actions are:***

- The Festival will continue to grow and become recognised as a Destination Event over the next three years
- For the Festival to attract sponsorship, by securing support from local and regional businesses to ensure sustainability
- To increase media attention to the Mandurah area to increase visitor and tourist numbers
- To spread the word about WA Mums Cottage and the work it does in the community

Sponsorships are available across the Mandurah Ukulele Festival. They are necessary for the sustainability of our festival. However, the real benefit of sponsorships is the partnership of local businesses with the Festival to ensure maximum community involvement and investment in a major regional event.

The economic benefits of festivals are easiest to see and most often cited – festivals attract visitors, which stimulates the growth of tourism and other businesses in a town or region.

Festivals also provide free marketing and advertising for local businesses as visitors talk about their fun experiences when they go home. If visitors post comments and photos about their experiences on Facebook or other social media, so much the better. The economic benefits of successful festivals ripple throughout a local economy – affecting tourism and non-tourism - related businesses alike.



The social benefits of festivals are less visible, but they are just as important. It's fair to say that festivals foster community pride, teach people new things, and strengthen relationships.

Festivals promote community pride by celebrating things that make a town special and evoke good feelings. Those things can be as "big" as ethnic heritage, or as "small" as a piece of fruit.

Whatever a festival's theme, it's bound to be instructional and visitors are bound to learn from it. Of course, education (including greater awareness and new knowledge) is another social benefit of festivals. But this isn't learning from a book or in a classroom—this is hands-on, experiential learning offered in the fun context of celebration.

A further social benefit of festival sponsorship and membership is stronger relationships within a community. Most of the relationship-building occurs in the festival planning phase. This is where the bonds among public and private organizations, government, and neighborhood groups are forged and where connections among elected officials, staff, volunteers and interested residents are made.

Assuming everything else goes well, the payoff to this relationship-building is a successful festival. But the benefits last well beyond the event, as people bring their connections and collective knowledge and skills to improve the community.

Connections are the "glue" that hold communities together; without them, a community stagnates and the quality of life declines. Experts call this glue social capital, so viewed through this lens— festival sponsorship increases the social capital that makes for healthy communities.

We welcome any involvement by local businesses particularly in sponsorships either financial or in-kind – both are invaluable and help make our festival the growing success that it is.



# WA Mums Cottage Inc

## Organisation Snapshot



**Our Purpose:** To Empower Women in a Nurturing Environment

**Our Values:** We are Compassionate, Respectful and Non-Judgemental

**WA Mums Cottage** has been operating since 2016, offering support to women in the Mandurah community in times of distress such as grief, separation, loneliness and domestic violence, as well in times of financial hardship or other stress in their lives.

We can help in a number of ways including recommendations and referrals to appropriate agencies or just offer an ear when times are tough.

### What Sets us Apart?

We offer companionship, social interaction, information and art / craft sessions. On Fridays, we offer a Play Group with a difference - Mums & Nanas can sit and relax while our volunteers supervise the children.

**WA Mums Cottage** runs a Boutique Op Shop and Garden Café offering great quality clothing, bric-a-brac, books all at realistic prices, as well as workshops in specialised crafts such as lead-lighting. It is a place to enjoy excellent coffee and homemade treats in a delightful cottage environment.

Our Op Shop Café offers to the Mandurah community an alternative to the mainstream large Op Shops, we treat everyone as a friend in the cosy and homely environment.

The Op Shop Café is vital to the self-sufficiency of the work that WA Mums Cottage does in the community.

### Who Are We?

We are a community organisation with strong Christian values run by a body of dedicated volunteers under the guidance of a Board of Directors. A recently appointed Executive Officer manages the day to day operation and continues to grow the work of the organisation in accordance with its 2022-2025 Strategic Plan.

WA Mums Cottage operates as a totally independent agency with no ongoing government support. It is funded by the Op Shop Café, generous community donations and various fundraising events during the year including the Mandurah Ukulele Festival and Op Shop Fashion Shows held throughout the region.

# Draft Program

Subject to change over the coming months

Mandurah Ukulele Festival

21-23 April 2022

<b>Friday 21<sup>st</sup></b>	<b>Event</b>	<b>Venue</b>
5:00	Registration	TBA
6:00	Open Mic	TBA
<b>Saturday 22<sup>nd</sup></b>	<b>Event</b>	<b>Venue</b>
9.00 – 11.00	Café Performances	Various around Mandurah
1:00 – 3:00	Workshops	Various TBA
3.30 – 5.00	Dancing	Mandjar Square
6.15 – 6.45	Fashion Parade	Mandurah Performing Arts Centre
7.00 – 10.00	Gala Concert	Mandurah Performing Arts Centre
<b>Sunday 23<sup>rd</sup></b>	<b>Event</b>	<b>Venue</b>
8.00 – 9.00	Breakfast in the Square	Volunteer organisations
9.30 – 12.30	Performances across two stages	Mandjar Square
1.00 – 3.00	Finale – massed Ukulele groups	Mandjar Square