



AUSTRALIAN
• **ART DECO** •
FESTIVAL // LEETON

2024 POST EVENT REPORT





The Australian Art Deco Festival – Leeton (AADFL) launched with great success in 2019, aimed at becoming a major regional event and economic driver for the Shire. While the COVID pandemic forced a hiatus in 2020 and 2021, the festival made a triumphant return in 2022, eagerly welcomed by the community.

Now in its fourth year, the festival continues to build momentum, aptly reflecting the century-old era it celebrates. Just as the “Roaring Twenties” emerged from global challenges, the AADFL thrives against a backdrop of modern economic pressures, including rising living costs.

The 2023 event marked another successful year, with the formation of new partnerships and the strengthening of existing relationships with venues and performance providers after overcoming planning and infrastructure challenges.

In 2024, the diverse spread of visitors highlights the Festival’s expanding regional and national appeal, reflecting success in communication strategies and the effectiveness of marketing efforts in reaching a wide audience.

The AADFL has solidified its position as a major cultural event, driving economic benefits and fostering community engagement. Its ability to adapt and evolve, coupled with effective marketing and outreach, sets the stage for ongoing success in the years ahead.



QUICK STATS

SUMMARY OF KEY RESULTS



39 EVENTS with 26 ticketed sessions

PERFORMERS & COLLABORATORS
FROM SYDNEY, MELBOURNE, EAGLEHAWK,
THE NSW SOUTH COAST & LEETON

VISITATION

3,000 visitors to the Festival

Patronage was measured using existing nCounters (mobile phone counters) installed at the location which give an approximate indication of numbers in attendance, postcodes collected and persons counted at venues and unique ticket orders.

Approximately 2,000 "people" were recorded in attendance at Mountford Park at the free Saturday event, with 253 recorded visitors at Leeton Museum & Art Gallery and 878 individual tickets sold across the three days.

Attendance in the park was down on last year but individual ticketed events saw an increase in patronage across the board.



TOURISM

44% of Festival patrons were local
36% came from elsewhere in NSW
20% from interstate

ECONOMIC IMPACT

40% of surveyed visitors stayed at least two nights in Leeton with a potential \$293,178 value-added[†] to the local economy over the three days of the Festival

†i.d Economic Profile Event Impact Assessment calculation based on the average spend of estimated visitor attendance

DEMOGRAPHIC

Festival attracts patrons aged 45-65+ years and they like to travel with 1-2 friends

STILL A FAMILY EVENT

25% surveyed visitors were families with kids
19% families without children
37% retirees

WORD'S OUT

33% of survey respondents heard about the Festival from a friend

40% of surveyed visitors heard about the event via Facebook

3.6K FB followers / **416** Instagram followers

624 newsletter subscribers with an average open rate of **62%**

A visitor feedback survey was conducted and received 68 respondents. The results are reporting against the benchmark of the events held in 2019, 2022 and 2023.

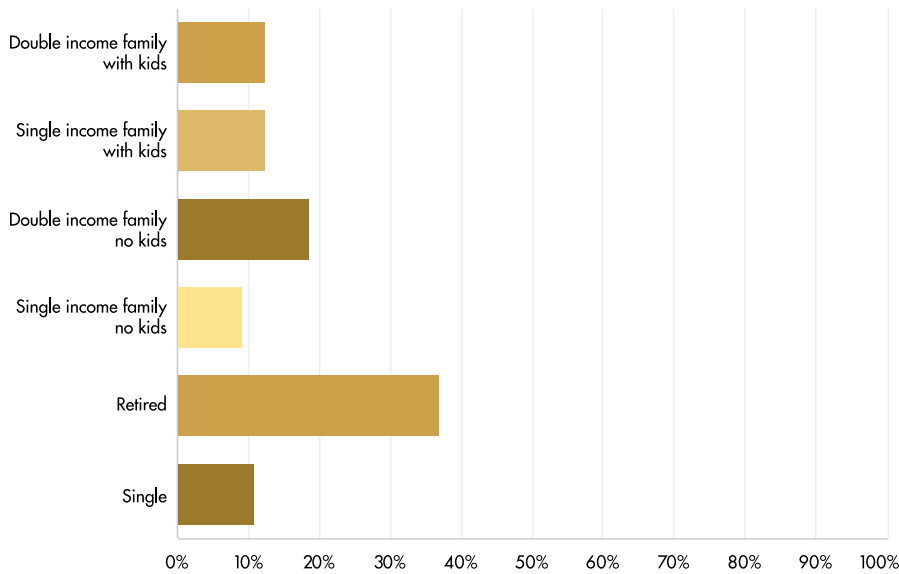
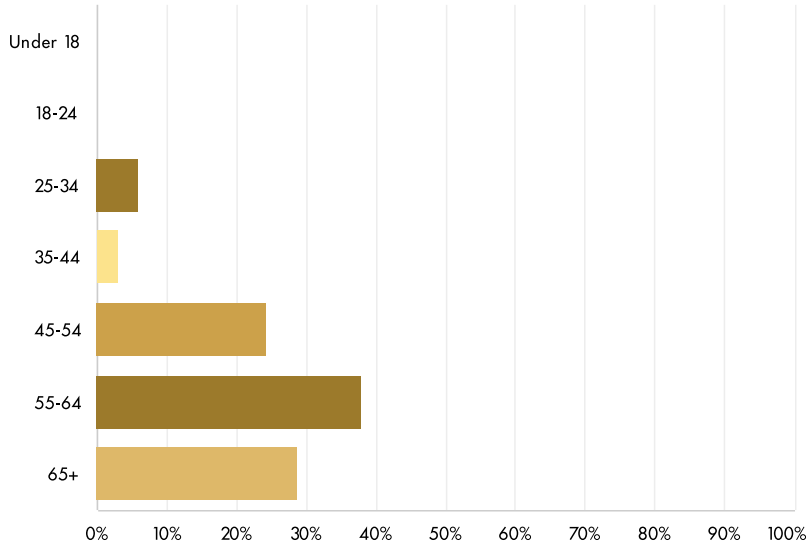
Visitor and stakeholder feedback informs future programming and event development as well as funding applications and sponsorship proposals.

AUDIENCE METRICS

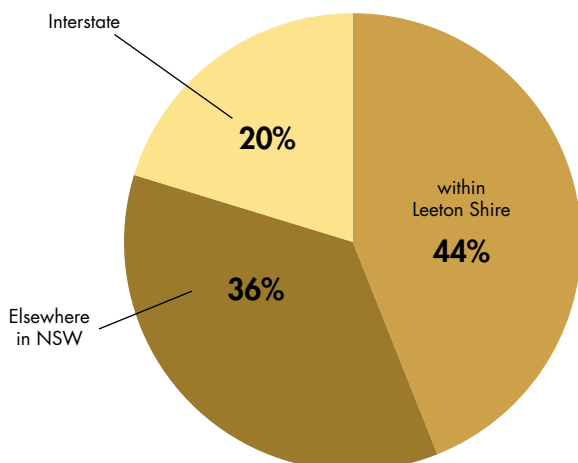
AGE, DEMOGRAPHIC & LOCATION



What age are you?



Where do you live?



Of the 878 ticket orders through which postcode data was collected, 386 patrons were Leeton locals.

56% of ticketed attendees were visitors to Leeton.

Where have you come from? Postcode data collection

NSW

Adamstown
Albury
Annadale
Ardlethan
Avoca Beach
Banora Point
Baulkham Hills
Beecroft
Bellevue Hill
Berry
Campsie
Cootamundra
Corrimal
Culcairn
Eastwood
Epping
Forbes
Forest Hill
Glebe
Greta
Griffith
Hamilton
Jerilderie
Kurrajong
Lake Cargelligo
Leeton
Lithgow
Moruya
Narrandera
Nelson Bay
Orange
Parkes
Penrith
Pymont
Rose Bay
Rosehill
Roseville
Ryde
Sanctuary Point
Seven hills
Surry Hills
Sydney
Terrigal
Tweed Heads
Ulladulla
Umina beach
Wagga Wagga
Wollongong
Wyangala
Wyong
Yanco
Yenda
Young

ACT

Bruce
Burra
Canberra
Chisholm
Harrison
Hawker
Lyneham
Macgregor
Mitchell
Nicholls
O'Malley

VIC

Ballarat
Box Hill
Flemington
Heidelberg
Mill Park
Rosebud
Shepparton
South Yarra
St Kilda East
Sunbury
Surrey Hills
Werribee
Williamstown
Wodonga
Woodvale
Yarrowonga

QLD

Hamilton

SA

Port Macdonnell

TAS

Hobart

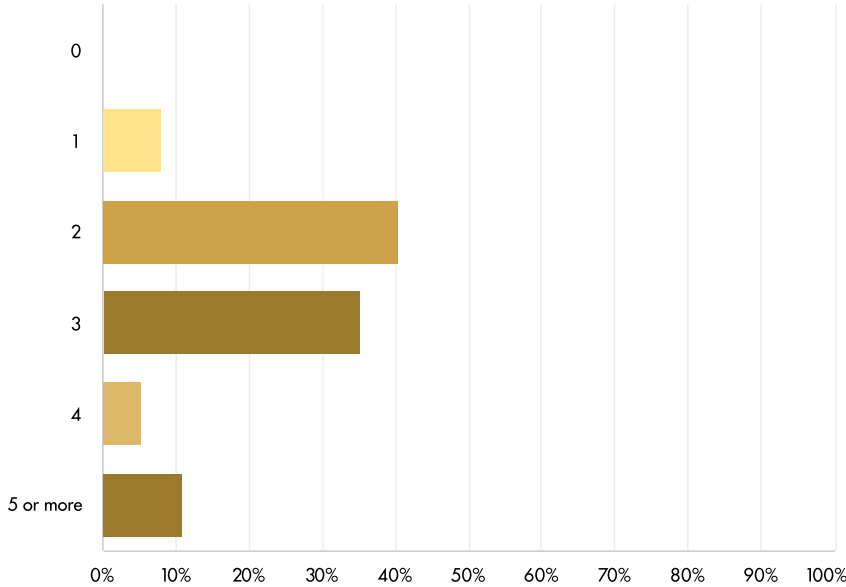
AUDIENCE METRICS

HOW LONG DID THEY STAY IN LEETON

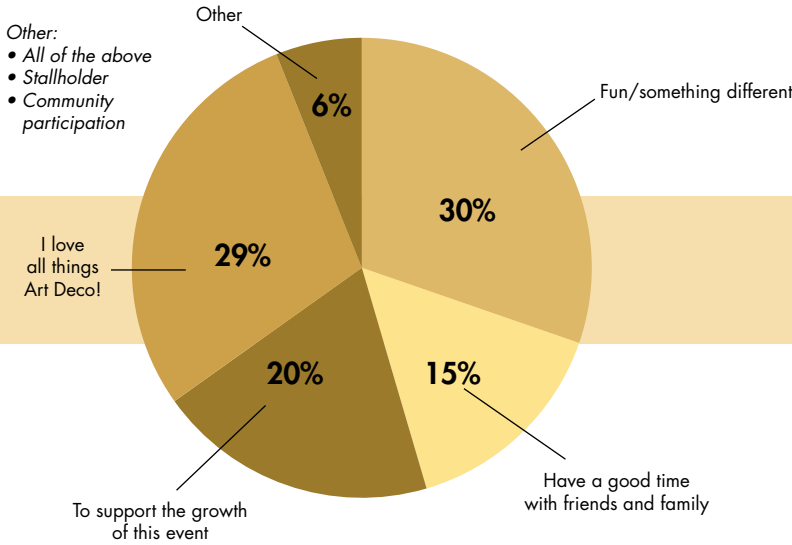


How many nights did you stay in Leeton during your trip?

37 survey respondents



What is your main motivation for coming to the Festival?



MAIN REASON FOR TRIP TO LEETON?

66% of respondents to Attend Art Deco Festival
 (2023 63% of respondents, 2022 73% of respondents)



Motel capacity over the Festival weekend:

Some operators were able to anecdotally attribute more than half of their occupancy to the Festival

	Fri	Sat	Sun
Leeton Centre Motel	52%	79%	62%
Blossom Cottage	100%	100%	
Heritage Motel	76%	76%	33%
Hydro Hotel	100%	100%	46%
Motel Riverina	55%	55%	

RETURN CUSTOM

As a performance venue and presenting partner, the Hydro Hotel advised they have been 95% booked for the 2025 event on check out from this year's event.

WILL YOU BE COMING BACK NEXT YEAR?

65% of survey respondents indicated **YES**

AUDIENCE METRICS

SOCIAL MEDIA ENGAGEMENT



Facebook

3.6K followers (up from 3.4K in 2023)

20.2K reach (46.9K in 2023, 31.5K in 2022)

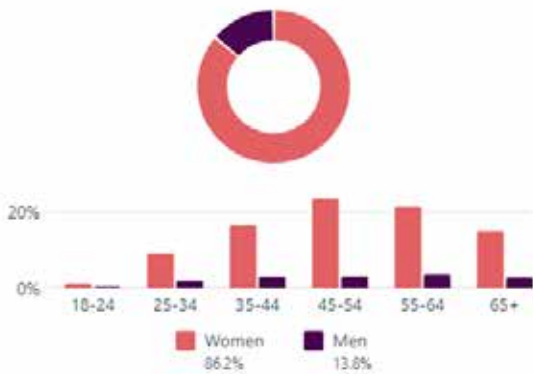
1.7K engagement/content interactions

Peak visitation Fri 12 July 1199 visits

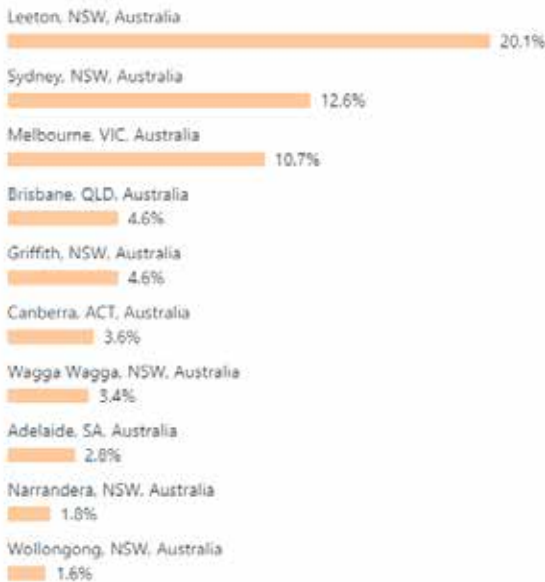
Facebook followers ⓘ

3,648

Age & gender ⓘ



Top towns/cities



Instagram

416 followers (up from 348 in 2023)

2.2K reach (2.5K in 2023, 1.5K in 2022)

539 engagement/content interactions

Peak visitation Fri 12 July 54 visits

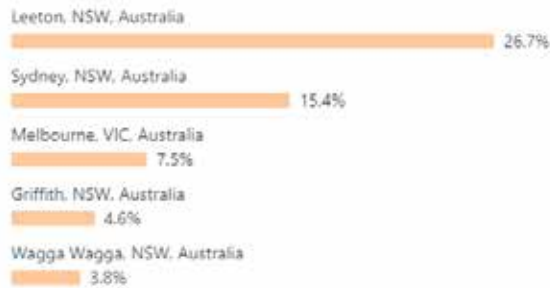
Instagram followers ⓘ

416

Age & gender ⓘ



Top towns/cities



Facebook Top content by reach



Instagram Top content by reach



PROGRAM & PERFORMANCE

SOCIAL MEDIA ENGAGEMENT



2024 FESTIVAL PROGRAM



FRIDAY JULY 12

11am – 11.30am	Henry Lawson at Home at Henry Lawson Cottage	Henry Lawson Cottage 10am to 2pm
1pm – 1.30pm	Henry Lawson at Home at Henry Lawson Cottage	Let Me Be Myself
1.30pm – 2.30pm	Adults Dance Workshop at the CWA Hall (Multipurpose Centre)	Anne Frank Exhibition Leeton Museum & Art Gallery 10am to 3pm
3pm – 4pm	Cocktail Making Workshop at the Hydro Hotel	Leeton: The Formative Years film screening Leeton Museum & Art Gallery Little Roxy theatre 10.30am, 12pm & 1.30pm
5.45pm – 7pm	Pre High Rollers Dinner at Pages on Pine	
7pm – 11pm	High Rollers at the Hydro Casino Night at the Hydro Hotel	
7pm – 10pm	Crafted Cocktails with Hippo Co at the Wade Hotel	

SATURDAY JULY 13

9.30am – 11.30am	ADA Urban Sketching Demo at the Library	MOUNTFORD PARK FESTIVAL Live music Market stalls 11am to 2pm
10am	Guided Art Deco Walking Tour meet at Mountford Park	
10am – 11am	Kids Circus Workshop at the CWA Hall (Multipurpose Centre)	Henry Lawson Cottage 10am to 2pm
11am – 11.30am	Henry Lawson at Home at Henry Lawson Cottage	
11.15am–12.15pm	Kids Dance Workshop at the CWA Hall (Multipurpose Centre)	Let Me Be Myself Anne Frank Exhibition Leeton Museum & Art Gallery 10am to 3pm
11.30am – 1.30pm	Dressing Deco – How to get that 1930s-40s Look at LMAG	
12.30pm – 1.30pm	Kids Circus Workshop at the CWA Hall (Multipurpose Centre)	Leeton: The Formative Years film screening Leeton Museum & Art Gallery Little Roxy theatre 10.30am, 12pm & 1.30pm
1pm – 1.30pm	Henry Lawson at Home at Henry Lawson Cottage	
1pm	Guided Art Deco Walking Tour meet at Mountford Park	
2pm – 4pm	Afternoon Tea & Crockery Display at Presbyterian Church Hall	
2.30pm – 3.30pm	Adults Swing Dance Workshop at the Hydro Hotel	
3pm	The Finishing Touch Whiskey tasting at the Wade Hotel	
3.30pm – 5.30pm	LOVE & FORGETTING – Tales from a Young Mixer at Circa 21	
4pm – 5pm	Cocktail Making Workshop at the Hydro Hotel	
5pm	The Finishing Touch Whiskey tasting at the Wade Hotel	
6pm – 11.30pm	Lionel's Bootleg Smokehouse at the Leeton Jockey Club	
6pm – 11.30pm	Kit Kat Cabaret at the McCaughey Mansion (Yanco Ag School)	
7pm – 10pm	Crafted Cocktails with Hippo Co at the Wade Hotel	

SUNDAY JULY 14

9.30am – 11.30am	ADA Urban Sketching in Pine Avenue	Henry Lawson Cottage 10am to 2pm
10am – 12noon	A Swell Sunday Brunch at the Hydro Hotel	Yanco Powerhouse Museum 10am to 2pm
10am – 12noon	Bastille Brunch at Pages on Pine	Let Me Be Myself
10am – 2pm	Miniature Train Rides at the Yanco Powerhouse Museum	Anne Frank Exhibition Leeton Museum & Art Gallery 10am to 3pm
11am – 11.30am	Henry Lawson at Home at Henry Lawson Cottage	Leeton: The Formative Years film screening Leeton Museum & Art Gallery Little Roxy theatre 10.30am, 12pm & 1.30pm
12.30pm	IN CONVERSATION with RARE BIRD ensemble at the Peddler's Corner	
1pm – 1.30pm	Henry Lawson at Home at Henry Lawson Cottage	
2pm – 4.30pm	Lies and Spies in Masterful Disguise High Tea at the Yanco Institute Rec Hall	
5pm – 7pm	LOVE & FORGETTING – Tales from a Young Mixer at Circa 21	

*PROGRAM IS SUBJECT TO CHANGE

3 DAYS
39 EVENTS
37 events in 2023
25 events in 2022
15 events in 2019

38 PERFORMERS
22 commissioned/professional entertainment artists
16 local community performers

878 individual tickets sold

BUDGET BREAKDOWN



REVENUE

Ticket revenue	\$48,920.00
Sponsorship (including in-kind value)	\$26,635.00
Stallholder Fees	\$420.00
Council Contribution Cash	\$20,000.00
Bar sales	\$1,635.00
	\$97,610.00

In-kind Sponsorship	\$15,035.00
Cash Sponsorship	\$11,600.00
	\$26,635.00

EXPENDITURE

Program & Performance	\$50,648.00
Theming	\$418.18
Marketing & Promotion*	\$4,111.10
Licensing & Permits	\$208.00
Infrastructure & Venue Hire	\$11,737.12
Event catering (food & alcohol)	\$13,222.57
Ticket sales on consignment	\$11,589.09
Council staff costs	\$5,899.07
	\$97,833.13

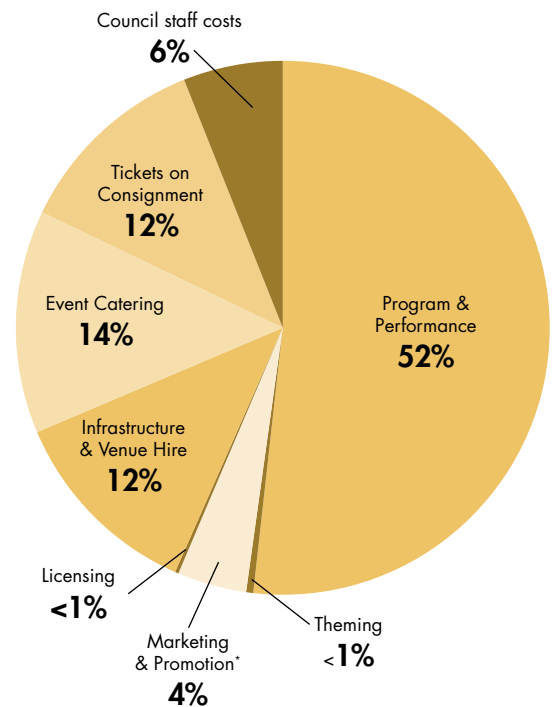
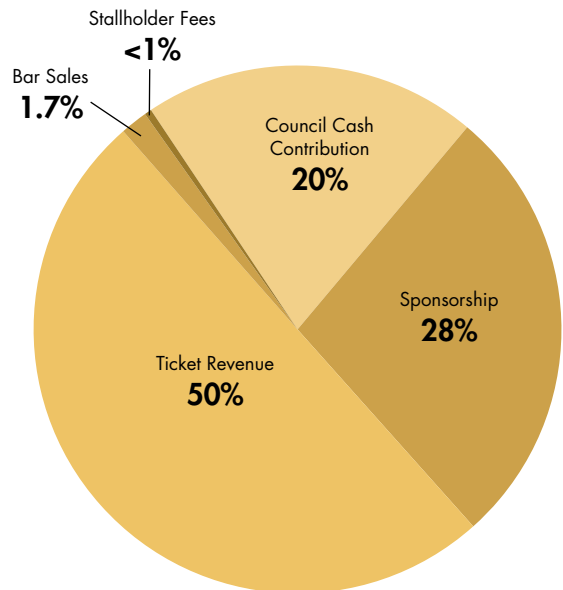
PROFIT/LOSS - \$223.13

The most significant cost for the Festival was once again the professional entertainment. The Art Deco period is a bespoke theme with a limited pool of quality performers available to draw from, making their engagement a crucial and costly component of the event. All performers at the 2024 Festival had previously showcased their talents at the Australian Art Deco Festival Leeton (AADFL).

Brooks & Baker significantly increased their commitment this year, bringing more performers to feature in flagship events across four venues and facilitating all workshops.

Geoffrey Graham also reprised his role as Henry Lawson, making appearances at multiple events beyond his "home" location.

The ongoing Chelmsford Place redevelopment meant the drawcard Soapbox Derby could not proceed, which again had a noticeable impact on local engagement and attendance.



Marketing costs included a national advertising campaign in the Rex Airlines inflight magazine and newsletter channels, as well as the production of print materials. However, the total marketing expenditure is not fully reflected in this report as it was funded by a grant received for the 2023 event (and thus reported for that event). Newspaper advertising for the 2024 event was sponsored by *The Irrigator* and received as in-kind value.

The Destination NSW grant funding received for the 2023 event was used for signage, photography/videography and to revamp the website, contributing to the promotion of the 2024 Festival. A grant funding application for the 2024 event was unsuccessful.

Despite these challenges, the professional entertainment and expanded marketing efforts helped maintain the Festival's appeal and reach, drawing both returning and new attendees to Leeton.

MARKETING & PROMOTION

MARKETING IMPACTS



Email marketing to an existing subscriber base of 492 commenced in May. During the course of social media campaigning (and an advisement of a glitch in the sign-up process which saw an error in the subscriptions activated), that subscriber list has grown to 624, with 11 general newsletters sent in the lead up to the 12-14 July event.

A feedback survey was distributed to the newsletter subscriber list plus the ticket holders for all 2024 events, totalling 787 email recipients.

A final newsletter with the acknowledgment of sponsors, link to event photos and notification of 2025 dates is scheduled to be distributed in late August/early September.

All newsletters had an open rate over 46% with an average unsubscribe rate less than 0.2%.

(NB: A good email open rate should be between 17-28%, depending on the industry you're in. For the travel, hospitality, and leisure industry, the benchmark in 2022 was 20%, click through: 1.4%, Click to open: 6% unsubscribe 0.4%. Essentially we are getting twice the industry standard.)

50% of survey respondents highly likely to recommend attending the Art Deco Festival

(Weighted average of 8.50 where rating of 10 is very likely)

65% of survey respondents indicated they would return next year

The Hydro Hotel has reported it has been majority booked for the 2025 event by patrons who stayed for the 2024 festival, rebooking on check-out or shortly after.



Dear Art Deco Lover

Step right up for this week's Art Deco Insider, where we're dishing out all the creativity and culture Leeton has to offer! Get ready to soak up captivating exhibitions, dive into interactive workshops, and explore the heart of artistic expression—we think you'll enjoy our curated lineup of artistic indulgence. Whether you're a theatre aficionado, a visual arts enthusiast, or a hands-on craft lover, there's something special waiting for you.

Don't be a lollygagger—join us in celebrating the arts (with an Art Deco twist) and spice up your Festival weekend with a dash of creative flair!



Immerse yourself in the world of Henry Lawson with Geoffrey Graham, as he expertly delivers the essence of the Australian bush through Lawson's poetry. A **FREE** event, don't miss [Henry Lawson at Home](#) running twice daily over the Festival or explore Henry Lawson's Cottage between 10 am and 2 pm.

Step into history at the [Leeton Museum and Art Gallery](#) with [Let Me Be Myself: The Story of Anne Frank](#), a compelling exhibition that delves into Anne's life from 1929 to 1945. This immersive experience is designed for all ages, making it a must-see for those seeking to engage with history and its contemporary relevance.



Dive into creativity with [Leeton Library's](#) two-in-one Friday craft activity! Kids aged eight and over can make a cozy no-sew fleece scarf and a stunning stained-glass window to take home. An adult must accompany children under 12, and [bookings are essential](#). At \$4, we think this is a steal, so unleash your child's artistic flair.



Step into the world of Urban Sketching with a **FREE** demonstration at [Leeton Library!](#) Join [Dorothy](#) and [Ayla](#) from Art Deco Arts as they guide you in capturing the charm of Henry Lawson Cottage through sketching. Whether a novice or a seasoned artist, bring your small sketchbook and essentials for a relaxing, creative session and enjoy the company of fellow sketching enthusiasts.



Head to [Leeton Museum and Art Gallery](#) for [Speakeasy Strokes](#) with [Sharon De Valentin!](#) Channel the spirit of the 1930s and 1940s, and bring your own Art Deco masterpiece to life under Sharon's guidance. Reserve your spot now for an afternoon of creativity, relaxation, and good company!

An exquisite cocktail of song, story, and stardust memory is masterfully woven into a cabaret bursting with timeless charm. Presented by **RARE BIRD ensemble**, don't miss [Love & Forgetting!](#) Enjoy a curated cocktail and indulge in delectable charcuterie platters available for pre-order. Your choice of bar stool at high tables or lounge chairs. [Circas21](#) will be open before and after the event; **entry during the event is ticket only.**



Unleash your creativity with more [Urban Sketching](#) and capture the charm of Leeton's Art Deco buildings on Pine Ave! Join [Art Deco Arts](#) for a two-hour sketching session. Connect with fellow artists and discover new perspectives on Leeton's timeless beauty.

Step into the thrilling world of [Lies and Spies in Masterful Disguise](#) with [Creative Connection Riverina's](#) radio drama production! Set against the backdrop of WWII espionage, this tale of romance and intrigue unfolds with spies, heroes, and the enigmatic femme fatale. Book your spot for a dramatic experience filled with secrets and surprises while indulging in a lavish High Tea, courtesy of [Leeton JumpStart Fund](#).



MARKETING & PROMOTION



8-page wrap-around program in *The Irrigator*
Tuesday 9 July 2024 edition

100 YEARS STRONG
The Irrigator
LEETON'S OWN NEWSPAPER SINCE 1914

Murrumbidgee Irrigator
ADVANCING MURRUMBIGEE BY THE LEETON IRRIGATION AREA

RUDOV'S GREAT WINTER SALE
Now in Full Swing

RICHARDS
Leeton's Leading Tailors
MADE TO MEASURE SUITS

ART DECO FESTIVAL // LEETON

GET YOUR TICKETS ONLINE AT ARTDECOFESTIVAL.COM

LIGHT UP FUN
ESS SHINES

MASTERFUL RADIO DRAMA

2024

WADE

GOOD OLD-FASHIONED FUN
WITH ROTARY CENTRAL

Dazzle Ball
Dorothy Hall, Rooker Hall

Rugby Football
LEETON V GRIFFITH

A COUNTRY GIRL
Leeton School of Arts Final Performance

OH
\$1,500

WESTON & WESTON

Leeton Discount Chemist

PHARMACY

100 YEARS STRONG
The Irrigator
LEETON'S OWN NEWSPAPER SINCE 1914

MAGIC OF FESTIVAL ARRIVES
Weekend of fun, hair, style and glamour is finally here. P2

NEWS: FREE FRUIT AND VEG FOR PEOPLE IN NEED, P7

PEOPLE AND PLACES

FESTIVAL PARTY

CELEBRATING ALL THINGS ART DECO
THE CULTURE OF THE INTERWAR ERA FROM 1910 TO 1949
DISCOVER THE ARCHITECTURAL HERITAGE OF AUSTRALIA'S REGIONAL ART DECO GEM!
SATURDAY 13 JULY 6PM
1930s, Berlin. Outside is unpredictable, turbulent and chaotic. Inside, it is safe and oh so delightful and we'd be thrilled to have you join us!
A fine dinner & dance experience - featuring a sumptuous feast crafted by acclaimed chef Rod Peppiar and dynamic performances by the Brooks & Baker crew. Join us for a night of glamour and excitement, where you can leave your troubles behind and immerse yourself in the enchanting atmosphere of the cabaret!

KIT KAT

CABARET
AT M'CAUGHEY'S MANSION

TICKETS AT ARTDECOFESTIVAL.COM Proudly sponsored by **The Irrigator**

ART DECO FESTIVAL // LEETON
JULY 12-14 2024

Extensive promotion and coverage in *The Irrigator* started in June and included over 30 individual advertising placements for 5 ticketed events, general event promotion and post event feedback.

MARKETING & PROMOTION



Events

Glamour and glitz at the Australian Art Deco Festival Leeton

Prepare to be transported back in time at Australia's largest celebration of all things Art Deco – the Australian Art Deco Festival Leeton! The event promises an unforgettable experience for enthusiasts and party goers alike.

The charming town of Leeton in the Riverina region of NSW is often described as the jewel in Australia's Art Deco crown, a testament to early 20th-century design with its retained architectural heritage, vibrant program of exciting performances, exhibitions, markets and workshops.



CLOCKWISE FROM TOP: The iconic Roxy Theatre. Dance up a storm with engaging workshops. Performers dressed to the nines. Images supplied.

The Festival was founded to celebrate Leeton's history, heritage and culture. Take in the iconic Roxy Theatre – a beautifully restored Art Deco gem – and while wandering the streets discover plenty of other architectural marvels boasting intricate period detailing.

The town will be buzzing with live performances, dance, fashion and culinary delights that capture the spirit of the era. Think flapper dresses, swing and jazz music, vintage cars and more! From the cabaret at Sir Samuel McCaughey's mansion to the High Rollers taking over the Hydro on Friday night, the festival is a whirlwind of entertainment with amazing performers guaranteeing a great show.

This year, the festival embraces the history of the 1930s-1940s, delving into the shadow of World War II with a performance of a radio drama full

of "Spies and Lies in Masterful Disguise" – a tale of romance, espionage and intrigue set against the backdrop of the growing Murrumbidgee Irrigation Area. The Leeton Museum & Art Gallery will also host a major exhibition centred around Anne Frank, adding a poignant touch to the festivities.

Make sure you catch 'LOVE & FORGETTING' – Tales from a Young Mixer: a contemporary cabaret performed by a "bartender" in a working cocktail bar. An immersive encounter devised at the Sofitel Melbourne On Collins for it's acclaimed Artists-in-Residence Program, it plays with the distinction between the real and the unreal in the stories we tell ourselves and each other.

Leeton's Rotary clubs will spice things up with bootlegging on the sly, and the billy carts will be racing once

again, adding a dash of excitement to the already vibrant event.

There will also be a wealth of experiences from restaurants and market stalls offering tantalising Art Deco-inspired cuisine, to engaging workshops and artists sessions. Learn iconic dance moves, indulge your creative flair and sample a variety of delicacies, including classic cocktails and canapés which pay homage to the flavours of the era.

Whether you're a seasoned Art Deco enthusiast or a first-time traveller, the Australian Art Deco Festival Leeton promises an exciting journey for all through a golden, bygone era.

Visit artdecofestival.com for tickets and more information. T/

20 TrulyAus

The illuminating story of an aspiring cyclist. Funny and heartfelt, the show deals with cycling and obsession, envy, ambition, winning and losing, and finding the inner grit to dominate the mountain stages of life. statetheatrecompany.com.au

Winehouse's (Marisa Abela) rise to fame and tumultuous life is captured in this authentic biopic. Showing the world from Amy's perspective, the film album and pays homage to a star that is already recognised as one of the greats of the 21st century. focusfeatures.com

Empire – throughout history, the British Empire has stolen a lot of stuff. It's sometimes funny, sometimes tragic production by ABC and CBC sheds light on forgotten stories and the dark past of an empire. Get your daily dose of history in 40-minute episodes covering everything from Ethiopian kings to ancient mummies. abc.net.au

16 TrulyAus

Advertorial feature in the Rex Airline inflight magazine during April/May saw national exposure and included a feature listing in the airline's marketing e-newsletter.



Rare ghost fish inspires children's book

WORDS: MATILDA MEIKLE

seabed. Then I noticed an eye looking at me. It was a hairy ghost pipefish! "In 30 years of diving I have not seen another and I've only heard of one other person who has seen this stunning fish on the Great Barrier Reef."



From: TrulyAus for Rex Airlines <rex@trulyaus.com>

Sent: Friday, April 5, 2024 1:44:13 PM

To:

Subject: Experience an Art Deco festival in Leeton, take a bite out of Brisbane and win a pair of pearl and diamond earrings! 🎉👑

[View in browser](#)



A golden era at the Australian Art Deco Festival Leeton

BY EMILY RICHES | MARCH 26, 2024
EVENTS AND REVIEWS, NARRANDERA-LEETON, NEW SOUTH WALES



Prepare to be transported back in time at Australia's largest celebration of all things Art Deco – the Australian Art Deco Festival Leeton!

The event promises an unforgettable experience for enthusiasts and party goers alike.



Choose your own adventure on the Rex network

Check out some awe-inspiring places and exciting activities across Australia that you can access on the Rex network. We've also included some great Australian business stories from AusBiz to keep you in the loop.



A golden era in Leeton

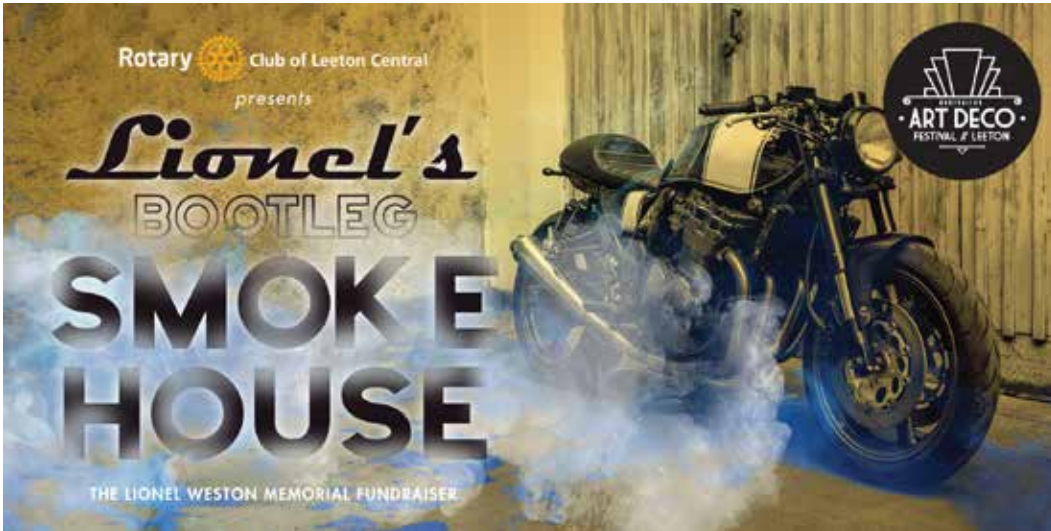
Put on your best dancing shoes and step back in time at the country's largest celebration of all things Art Deco – the Australian Art Deco Festival Leeton!

[READ MORE](#)



PARTNERSHIPS & COLLABORATIONS

EVENT HOSTS & ORGANISERS



Tickets sold through AADFL ticketing platform:

38

2023 EVENT 79 tickets sold

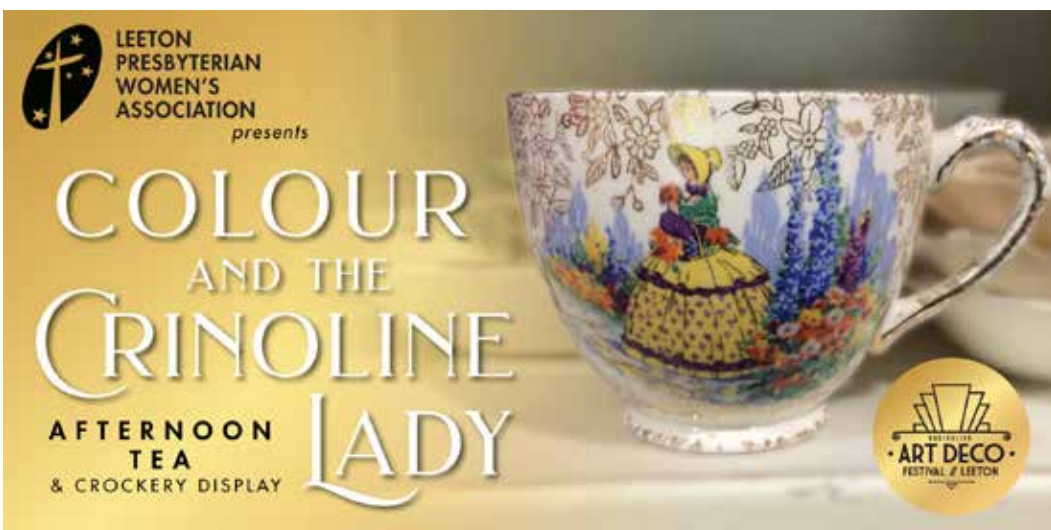
Coordinated by



65

SOLD OUT

Coordinated by



39

2023 EVENT 27 tickets sold
2022 EVENT 18 tickets sold

Coordinated by



PARTNERSHIPS & COLLABORATIONS

EVENT HOSTS & ORGANISERS



Tickets sold through AADFL ticketing platform:

132

over 2 sessions

NEW EVENT

Both sessions SOLD OUT

Coordinated by



31

over 2 sessions

2023 EVENT

35 tickets sold over 2 sessions

2022 EVENT

49 tickets sold over 3 sessions

Coordinated by



4

NEW EVENT

13 in attendance

at free demo in Library on Saturday

Coordinated by



PARTNERSHIPS & COLLABORATIONS

EVENT HOSTS & ORGANISERS



Tickets sold through AADFL ticketing platform:

34

2023 EVENT 24 tickets sold
2022 EVENT 26 tickets sold

Coordinated by

Pages on Pine
RESTAURANT & GRILL



18

NEW EVENT

Coordinated by

Pages on Pine
RESTAURANT & GRILL



50

SOLD OUT

2023 EVENT 50 tickets sold

Coordinated by

HYDRO HOTEL

PARTNERSHIPS & COLLABORATIONS

EVENT HOSTS & ORGANISERS



FREE EVENTS

Coordinated by:
Leeton Sport & Recreation Precinct parkrun,
Yanco Powerhouse Museum and Miniature Trains,
the Leeton Family & Historical Society and
Henry Lawson Cottage committee,
and Rare Bird Ensemble with the Peddler's Corner.



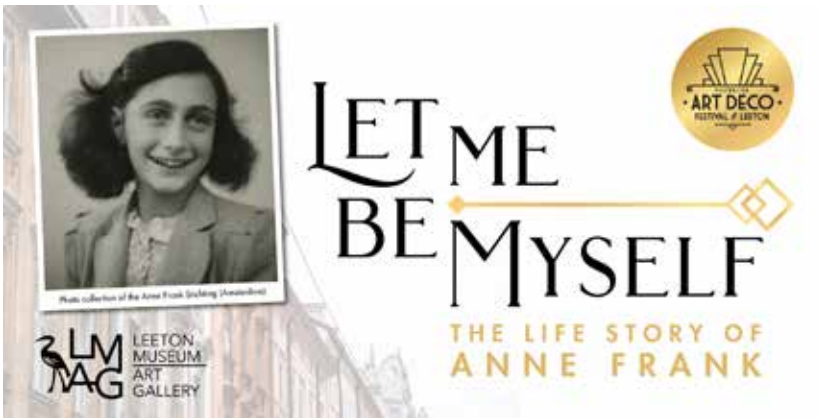
The Yanco Powerhouse Museum opened for Festival goes on Saturday in addition to Sunday, and the Henry Lawson Cottage was also open to the public over the three days of the Festival and saw 71 visit during that time.



A partnership between businesses saw Hippo Co take over the bar at the Wade Hotel on Friday and Saturday evenings to offer a menu of bespoke cocktails to patrons exclusively for the Festival weekend.

CORE EVENT INITIATIVES

COUNCIL-LED EVENTS



253 visitors to LMAG over the Festival

116 tickets to the Exhibition

“Let Me Be Myself: The Story of Anne Frank” provided a profound and educational experience centred around Anne Frank’s life and legacy. The exhibition resonated strongly with both local and regional audiences.



Tickets sold through AADFL ticketing platform:

17

2023 EVENT 14 tickets sold

Coordinated in conjunction with the Art Deco & Modernist Society of Australia.



43

SOLD OUT

2023 EVENT 40 tickets sold over 2 sessions

Patrons enjoyed an extended tour from previous years, taking in Wade Avenue South, Chelmsford Place and Pine Avenue. They were treated to their choice of beverage, provided by a different local café for each session.



FREE EVENT

Due to the ongoing upgrades at the Chelmsford Place precinct, the markets and performances were once again held in Mountford Park.

Visitors enjoyed entertainment from the Leeton Town Band, the Wild Tonics, and Orlando Combo on stage, along with captivating roving acrobatic performers.

Although the number of stallholders was lower than in previous years, we welcomed several new participants to the event.

CORE EVENT INITIATIVES



FLAGSHIP EVENTS & WORKSHOPS

Council coordinated events, with revenue that directly supports the hosting of the Festival.
 Tickets sold through AADFL ticketing platform to:



112 2023 EVENT 97 tickets sold
 2022 EVENT 127 tickets sold



118 SOLD OUT 2023 EVENT 104 tickets sold

Perennial program favorites, the flagship events—Friday’s casino night at the Hydro Hotel and Saturday’s gala—are major highlights of the Festival. The return of the Saturday night gala to the Roxy Theatre following its redevelopment is eagerly anticipated, though the gala has been successfully hosted at the Yanco Agricultural Institute Dining Hall in 2022 and the Yanco Agricultural High School’s administration building and dining hall in 2023 and 2024



23 2023 EVENT 36 tickets sold over 2 sessions
 2022 EVENT 28 tickets sold



27 2023 EVENT 40 tickets sold over 2 sessions
 2022 EVENT 15 tickets sold



9 2023 EVENT 11 tickets sold over 2 sessions
 2022 EVENT 9 tickets sold



23 2023 EVENT 19 tickets sold
 2022 EVENT 27 tickets sold over 2 sessions

To enable greater accessibility and attendance to the workshops for children, a dance workshop was included as part of the Leeton Vacation Care activity program on the Friday of the Festival. This was exceptionally well received by the participants, with the added benefit of raising interest in the activities of the Saturday program.



PARTNERSHIPS & COLLABORATIONS



MAJOR SPONSORS FOR 2024



LEETON
SHIRE COUNCIL

The Irrigator



OUR PRESENTING PARTNERS, HOSTS & CREATORS



- Yanco Miniature Trains Association
- Yanco Powerhouse Museum

OUR EVENT SUPPORT PARTNERS



COMMUNITY ENGAGEMENT



Leeton JumpStart Fund and Leeton High School volunteers served a rapt audience at the High Tea.



Cast & crew of *Lies & Spies in Masterful Disguise*



FEEDBACK

SURVEY RESPONSES



Some comments from the 68 respondents who completed the after-event survey

What was the best thing about the event?

The friendly atmosphere, the way everyone dressed up, the High Rollers night was a highlight and the food at the Kit Kat Cabaret was excellent. Afternoon tea at the Crinoline Lady crockery display was also wonderful

Loved the entertainers, the meal at the Kit Kat Cabaret was excellent this year! Catering at the casino night is also very good Hydro Hotel is amazing!

Do I have to choose just one thing? Aside from being a stall holder and loving that event, we attended the Kit Kat Cabaret and the Swell Brunch. Both were wonderful but I LOVED the cabaret. As a stallholder I would have loved to attend more events. Next year we're already planning to stay extra days which means I can.

The energy that it brings to the town – the visitors and locals excitement was contagious.

The atmosphere and vibe of the whole town made it feel very immersed in a different era.

What elements of the event could be improved?

Some shopkeepers had put in a huge effort with beautiful window displays – maybe extended shopping hours?

Return Saturday events back to Chelmsford Place.

Getting the Roxy Theatre up and going ASAP to be included. More stalls at the market including more food caravans. More retailers jumping on board and involving more restaurants and hotels

More businesses being involved, running their own art deco events to enhance the Festival.

Being held at a time of year that isn't always cold...

Need to promote among period-correct car clubs to add to the feel as in previous years.

Also need to get back to the festival atmosphere in Chelmsford place during the day.

Any other feedback or comments?

Encouraging more of the town and vendors to contribute would add to the event. Encourage more classic vehicles to attend. Playing the music in the streets was great. Market needs to be bigger more stalls. The entertainment was great. Including the dancers who attended main events including markets. More stalls = more people. Utilising the new area in front of the Hydro near water towers – have bands playing and other entertainment – that would be great!

Would be nice if all of the shopfronts got behind the Festival. We loved being invited into the hairdressers on the Walking Tour!

I wonder why the Festival is held in the middle of winter? Surely spring or autumn would be more comfortable times of year, especially for women dressing up in cocktail outfits for evenings. All in all it was such a fun, well-organised festival & great choice of events. Thanks for a great weekend. Hope to return!

Enjoyed the extra events on Sunday (we stayed an extra night to go to the Circa 21 bar which is fantastic!) Food this year at Kit Kat (Cabaret) was excellent - keep it up! Would have been nice to see more people dress up in the streets during the day, not just at events. Markets in new park area being built now (out front of Hydro Hotel) would be good – it was great in 2022. More stalls and vintage cars/bus.

Do not underestimate the number of people who will travel to attend this event. If it is better advertised in the Art Deco community it will be better attended and bring significantly more money into Leeton. Events sometimes felt like they were more for the local people than the visitors. That is OK, but do not discount the draw of events on the regular person traveling in from outside of town.



POST EVENT REVIEW

KEY NOTES & RECOMMENDATIONS



“Still getting dressed for the party!”

The 2023 Festival faced significant infrastructure challenges due to the redevelopment of the Roxy Theatre and Chelmsford Place, which carried over to the 2024 Festival as these projects are still ongoing. While this has impacted some traditional events and visitor experiences, the anticipation surrounding the completion of these projects injects a fresh vibrancy into the 2025 Festival experience.

“Herzog, get the car!”

The lack of a vintage car display was a notable gap in this year’s event, primarily due to a failure to communicate with stakeholders early in the planning stages and the unavailability of vintage car club members, who had other commitments. This highlights the need for earlier and more effective engagement with key stakeholders, such as car clubs, to ensure their participation and to prevent similar issues in future events.

“Are we all together on this?”

This year saw a commendable level of participation from local businesses, with many engaging in window dressing and offering weekend promotions that added to the festival atmosphere. Some businesses also extended their opening hours, contributing to the vibrancy of the event. However not all businesses, including pubs and clubs, participated to the same extent, indicating room for increased local engagement in future festivals.

The premise of hosting the AADFL in July is to draw visitation from outside the region to financially stimulate the economy during what is generally an off-peak tourism period – the AADFL still needs to build and engage greater local buy-in to the event and foster a greater involvement with businesses that don’t directly reap the benefits of increased visitation over the weekend.

To further grow the Festival, the AADFL needs to:

- Re-engage existing and canvas involvement of new, community groups, interest groups such as car clubs, businesses and potential program partners with a focus on quality product and performance. Further encouragement of local pubs and clubs to participate with responsibility for their own events.
- Refresh events program (whilst maintaining events levels) to keep content relevant, attract new patronage and enhance returning visitor experience.
- Refine timetabling to enable patronage to more events across the weekend.
- Further build on marketing presence through established channels (EDM newsletter, social media) and reengage through visual and audio mediums (broader print opportunities, TV & radio coverage in new markets)
- Build on local engagement through schools – invitation for direct involvement with activities such as workshops, performances and the soapbox derby.
- Increase volunteer base (many hands make light work!) – recruit and train earlier for involvement in broader scope eg. training of locals to facilitate walking tours etc.
- Secure significant sponsorship and funding at an earlier stage in planning.

