



# POST EVENT REPORT

Compiled by: LSC Events team





# ABOUT FIESTA LA LEETON

Saturday 18 May 2024

5pm – 9pm

Wade Avenue South, Leeton

The JBS Fiesta La Leeton, held on Saturday 18 May 2024, is a vibrant celebration designed to highlight and showcase the diverse multicultural composition of the Leeton community. This annual event aims to foster and enhance community cohesion and integration, making it a cornerstone of our local festivities.

Originally inaugurated last year in March to coincide with Harmony Day, the event was moved to May this year to avoid any unseasonably hot weather and prevent clashing with the biennial SunRice Festival, which demands significant community engagement.

This year's Fiesta was once again hosted on Wade Avenue South, utilising the redeveloped precinct to create a unique street festival atmosphere. By relocating stallholders to the footpaths, we improved crowd movement and flow on the roadway, enhancing the overall experience for attendees.

Entry to the event was free, featuring a multitude of stalls offering diverse cuisines, various activities, and performances by local community acts as well as a professional band. The Fiesta proudly showcased at least 11 nationalities through their cuisine, music, and dance, reflecting the rich cultural tapestry of Leeton.

Organised by Leeton Shire Council in collaboration with the Leeton Multicultural Support Group (LMSG), whose core mission is to enhance community awareness regarding cultural diversity, the event's major sponsor was JBS Australia who as a major employer of a broad range of Leeton's multicultural communities was keen to support and showcase their employees. The event also received funding through the NSW Government's Multicultural NSW Stronger Together Program Festivals and Events (Round 2).

Measuring success against our aims to foster community spirit, celebrate multiculturalism, and provide economic benefits to local vendors, this year's JBS Fiesta La Leeton was a resounding success, bringing our community together in a joyful celebration of diversity.

Going forward, the intent is to move the event to activate the newly redeveloped Chelmsford Place precinct, allowing more room for growth. Additionally, shifting the date to April or early May is recommended to ensure more temperate weather, as the frigid conditions experienced in mid-May this year had a similar impact on attendance and enjoyment as the unseasonable heat did in mid-March last year.

(JBS)

# Fiesta la Leeton

a showcase of Leeton's diverse  
& multicultural character

**Saturday 18 May 2024**

5pm – 9pm on Wade Avenue

traditional & fusion cuisine    energetic dance & music



local performers +  
Nadya & the Gypsy Firecrackers



Multicultural  
NSW



LEETON  
SHIRE COUNCIL

The Irrigator

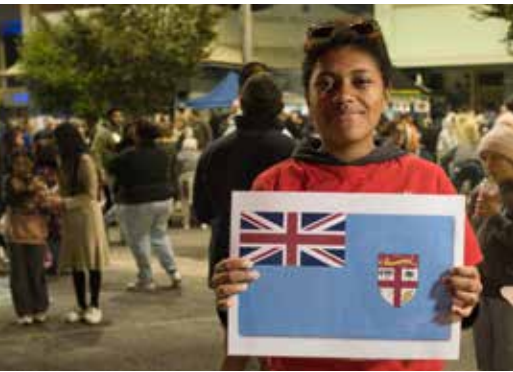


Leeton Multicultural  
Support Group

# QUICK STATS



1 travelling professional entertainment  
19 community stall holders  
and  
5 local community acts  
representing more than 11 nationalities  
living and working in the Leeton community



Presented by



LEETON  
SHIRE COUNCIL



with funding by



Multicultural  
NSW

and the support of



The Irrigator

with approximately 2,500 patrons in attendance<sup>1</sup>  
a potential \$68,642 value-added to the local economy<sup>2</sup>

<sup>1</sup> data collected by Camlytics trailer and nCounter operating at Wade Avenue during event time.

<sup>2</sup> i.d. Economic Profile Event Impact Assessment calculation based on average spend of estimated visitor attendance

# EVENT PROMOTION



## Fiesta La Leeton locked in again

BY TALIA PATTON

A MULTICULTURAL event activating a street space in Leeton will make a big return in 2024.

Fiesta La Leeton is back in 2024, with Leeton Shire Council and the Leeton Multicultural Support Group teaming up again to bring the event to life. A date has now been set for the event, which will be held in Wade Avenue as a big street-wide festival gathering on Saturday, May 18. The 2024 event is later in the year compared to its inaugural starting in 2023, which was weather-averse that time in 2023 had organisers rethink things so as to ensure a more precise and possible final program of events. Jill Fochs Australia have come on board as a major sponsor of the event, with council's events officer Pam Mackenbach excited to bring Fiesta La



Fiesta La Leeton will return for its second outing in 2024, with planning happening to bring the event to life again. Picture by Neil McAleice

Leeton back to life in 2024. "We are really excited to be holding the event again this year it is in May, so we are looking forward to the world here, so it's wonderful to be able to bring everyone together and celebrate," Mrs Mackenbach said.

## Club aims to add extras to venue

LOCAL LEADER  
Whitton community news

IT HAS been a very busy start to the school year at Whitton-Murrumbidgee Public School. A meet and greet barbecue dinner was held on the evening of February 22 where food was shared and everyone got to mingle and meet both new and existing boys.

Whitton-Murrumbidgee School hosted this year's Small School Swimming Carnival. From 10.30, five students went on to compete at the LIMPISA Swimming Championships. Local students also played on the beach football team at the recent LIMPISA beach football gala day held in Leeton.

All students will be participating in a six-week tennis program at the school with a qualified tennis coach. The stage three girls at Whitton, as well as those from Gairton, Wimmeroo and Yarram enjoyed a day learning about valuable tennis skills and career paths with the visiting team from S.A.I.T.

national day together and created a wonderful unity to take home.

Whitton Bowling Club held the first of its monthly casual music jam sessions last Sunday, which was enjoyed by those who attended.

Anyone is welcome to join in the next one (held on the first Saturday of the month).

Mutts are now available on Thursday nights, along with the raffles and super draw.

Everyone is welcome to Friday night bowls, which is followed by a barbecue.

In previous bowls, Whitton had a home game against Hamilton going down 13-46. This loss means Whitton has dropped to fourth on the ladder.

The 18 strong bowls team has taken on several projects at the club, including the erection of new shade cloth over the bowls, new steps from the barbeque area into the club and currently aiming to replace the outdated lighting with more efficient LED lighting, some new tables and chairs.

—TRACY GATLIN

Event promotion in *The Irrigator* included editorial in the lead up to the event accompanied by a general advertising campaign



Entertainment, fun and food galore will all be part of Fiesta La Leeton on Saturday, May 18. Picture by Neil McAleice, NDM Photography

## Fiesta La Leeton set to shine

JUST one sleep remains before it is time to party Fiesta La Leeton style.

The event promises exciting performances from dance and vocal groups in the shire, food from across the globe and a festival-type atmosphere.

Sydney entertainers Nadya and the Gypsy Firecrackers will take to the stage in Wade Avenue South.

This section of Wade Avenue will be closed off, meaning everyone will be free to wander at leisure, enjoy a bite to eat and take in a fusion of culture throughout the evening.

Entry is free, but cash will be essential for the food stalls.

"(Fiesta La Leeton) is realising event for everyone in the community to enjoy," Leeton Shire Council's Leigh Houghton said.

The event kicks off at 5pm until 9pm on Saturday evening.

a showcase of Leeton's diverse & multicultural character

NSW Multicultural NSW (JBS) LEETON SHIRE COUNCIL The Irrigator LMSG

## 'Celebration of humanity'

BY TALIA PATTON

IF GOOD food, great tunes and entertainment guaranteed to bring the shire in your style - look no further than this event.

Fiesta La Leeton is fast approaching, with the event promising to showcase Leeton's diverse multiculturalism through traditional and fusion cuisine, energetic dance and music.

To be held on Saturday, May 18 from 5pm to 9pm in Wade Avenue all of the planning is in place and now all that needs to happen is for everyone to turn out and support the event.

A section of Wade Avenue will be closed off for the evening, securing the street space for a wonderful food walk from a wide range of cultures offering up some of their best eats for all to enjoy.

A huge stage will be set up for the various entertainment acts featuring as part of the line-up including local performers and Sydney entertainers Nadya and the Gypsy Firecrackers.

Leeton Shire Council events and tourism officer



The 2024 Fiesta La Leeton is back for a second time, promising an evening of fun, food and activities in Wade Avenue. Picture by Talia Patton

Leigh Houghton said all of the final touches were now being added to ensure an evening to remember.

"We're looking at around 10 food stalls on the night - it's going to be bigger and even better than last year," he said.

"Last year the atmosphere was really that celebration sort of vibe. There was lots of dancing, all of the kids got involved."

"It's everyone coming together and a real feeling of celebration for everyone in the community to enjoy. It's a great atmosphere that takes over the place, so we're really looking forward to it."

Last year's event was the first Fiesta La Leeton and was held in March on a very hot evening. Organisers hoped by shifting the date it would mean a more pleasant night out.

Entertainment includes performances by students of the local Tjara, Subarna, Hignon and Zambian communities. Fiesta La Leeton will again be a celebration of what brings everyone together in one location.

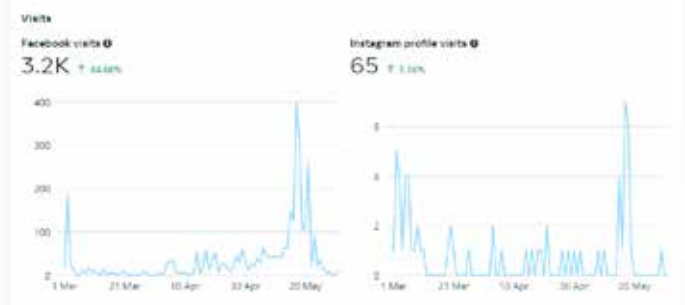
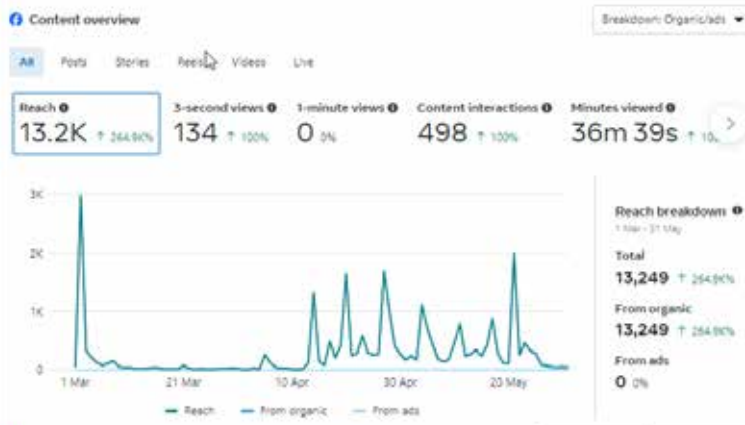
Entry is free, with the food available to purchase at each stall via cash.

The event is being made possible by Multicultural NSW, DfE, Leeton Shire Council, the Leeton Multicultural Support Group and The Irrigator.

5pm - 9pm  
Saturday May 18  
on Wade Avenue  
traditional & fusion cuisine  
energetic dance & music  
local performers  
+ Nadya & the Gypsy Firecrackers

NSW Multicultural NSW (JBS) LEETON SHIRE COUNCIL The Irrigator LMSG

# EVENT PROMOTION



The Fiesta La Leeton event was promoted with a short-run radio and TV advertising campaign, hitting the local air waves in the two weeks leading up to May 18.

The majority of content put out via social media reached over 13,000 Facebook users and saw 498 engagements and interactions.

A post-event survey was promoted via Facebook but received minimal response.

(15 survey responses were received from a post that was seen by 1524 Facebook users and had 20 interactions.)

2 THE IRRIGATOR Friday May 24, 2024  
**NEWS**



A night of good fun, company and entertainment was had by all at Fiesta La Leeton. Picture by Neil McAleice, NDM Photography

## Embracing culture and fun at Fiesta

**FIESTA LA LEETON**  
BY TALIA PATISON

LEETON'S Wade Avenue was completely transformed to bring to life a multicultural event that brought the entire community together over the weekend.

The second Fiesta La Leeton took place on a cool autumn evening on Saturday, May 18, but it did little to deter the crowd.

Organisers estimated around 2000 people attended the event in Wade Avenue, which had the road closed to traffic, a stage pop up and stalls all serving delicious

home-cooked food. The bites on offer were all from different countries and cultures from across the globe, with many selling out of their meals throughout the night.

Kicking off just before dark at 5pm, Fiesta La Leeton drew in the crowd right from the get-go with one food stall reporting it had sold-out of items thanks to early bird visitors soon after the event officially started.

Organised by Leeton Shire Council with the assistance of the Leeton Multicultural Support Group, the idea was to bring together the entire

community to celebrate the shire's cultures who live and work in the town.

Entertainment includes performances by members of the local Fijian, Solomon Islander, Cook Islands, Filipino, Zimbabwean communities and many more.

The street food was delicious and the performances had everyone up on their feet dancing.

Council events officer Fran Macdonald said even with the cooler temperatures there was no stopping the fun.

"It was a different vibe to last year where it was so hot

people held off on coming down — this time we had people coming out early and the stalls were very busy," she said.

"All of our stallholders did well on the night, so it was great."

The music and performances on the night ensured the party atmosphere continued through until the 5pm finish and the smiles on all faces were evident that a good time was being had.

"The Cook Islands group was amazing with their performance, the atmosphere really built to this crescendo when they were performing,"

events and tourism officer Leigh Houghton said.

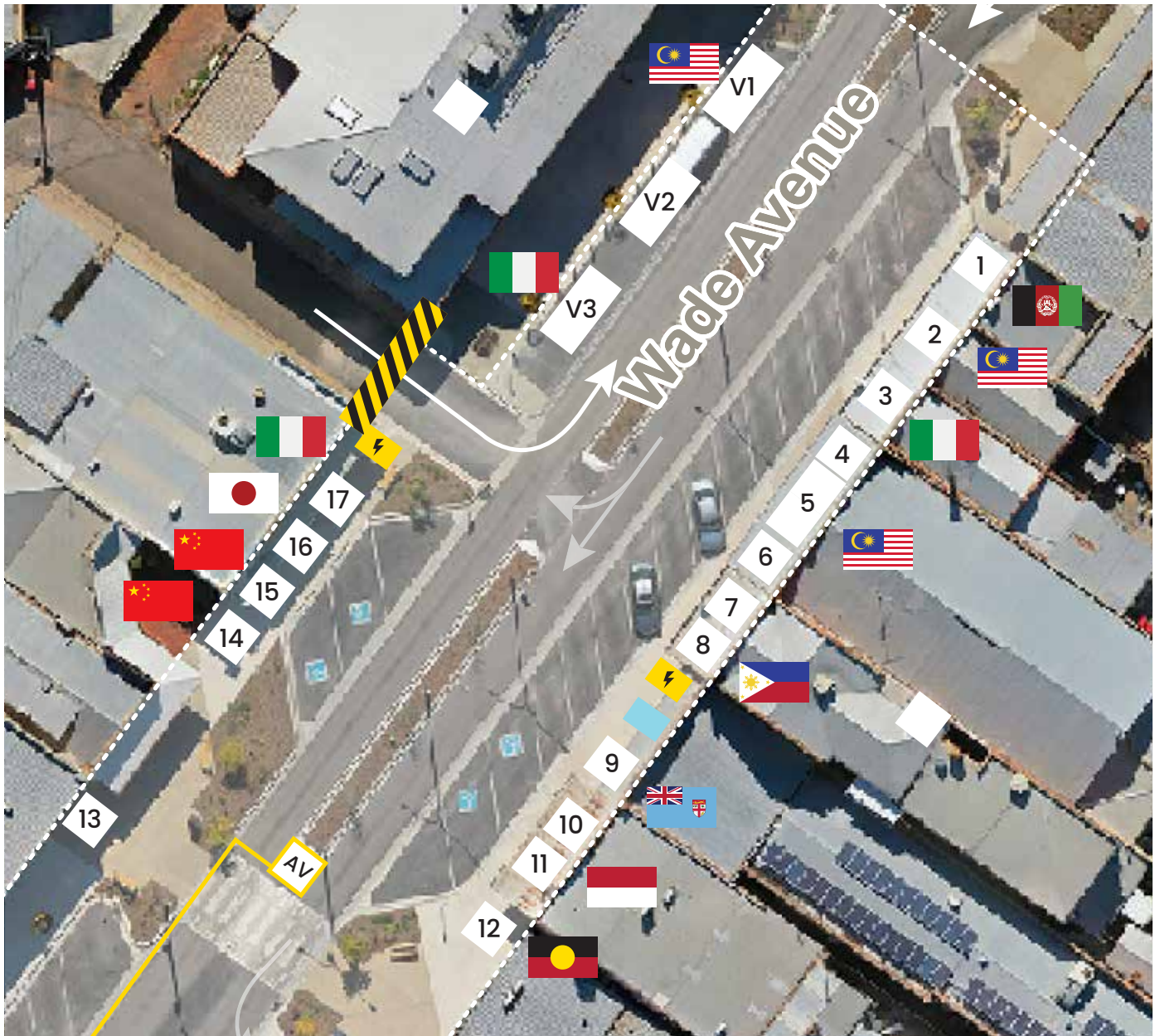
One of the main aims of Fiesta La Leeton was to showcase the shire's multicultural character and groups.

Organisers have confirmed the event will return again in 2025, with feedback on this year's event welcome by filling out a survey on the Fiesta La Leeton Facebook page.

Mrs Macdonald thanked all of the sponsors of the event, saying without their support and assistance it would not have been the success it was.



# EVENT STAKEHOLDERS



## Communities represented:

- Malaysian
- Filipino
- Afghani
- Fijian
- Solomon Islander
- Pukapukan - Cook Islander
- Chinese
- Italian
- Indonesian
- Pakistani
- Indigenous Australian





# BUDGET BREAKDOWN



## REVENUE

### FUNDING

 	NSW Government – Multicultural NSW Stronger Together Grants Program	\$15,000.00
JBS partnership		\$10,000.00
Council contribution (out of an allocated budget of \$10,000)		\$2,394.14
		<b>\$27,394.14</b>

### DELIVERY PARTNERSHIP



## EXPENDITURE

### ENTERTAINMENT

Performers	\$6,620.00
Welcome to Country	\$560.00

### INFRASTRUCTURE

AV Production (including stage & crew)	\$8,800.00
Infrastructure hire (tables, coolrooms, generators)	\$1235.44
Traffic Management	\$220.00
Waste management	\$170.00
Consumables	\$96.25

### PERSONNEL

First Aid support	\$500.00
Council staff	\$4,311.80

ADVERTISING & MARKETING (Posters, Radio, Newspaper)	\$4,380.65
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PHOTOGRAPHY & VIDEOGRAPHY	\$500.00
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**\$27,394.14**

## PROFIT/LOSS

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# FEEDBACK

SUSTAIN - FIX - IMPROVE

Some comments from the 15 respondents who completed the after-event survey

## What was the best thing about the event?



*The food and the atmosphere*

*Shows, food and people coming together*

*Giving people the opportunity to share their culture*

*Variety of food stalls and dance performances*

*Community activation.*

*Nadia and the Gypsy band ... closely followed by the awesome satay chicken at the Malaysian food stall!*

*Families all enjoying themselves, food was fantastic, entertainment bloody great!*



# FEEDBACK

SUSTAIN - **FIX** - IMPROVE

Some comments from the 15 respondents who completed the after-event survey

## What elements of the event could be improved?

QR

*More food, and maybe earlier in the day.  
May is always cold and the performers looked cold after the sun went down.*

*More seating to sit and eat – it's very hard for the elderly or people with disabilities to stand and eat.*

*Location and visibility of stage area, signage and prices of food.  
More seating or the option to place a rug on a grassed area so you could sit and eat and watch the entertainment.*

*More stall holders.  
Dancers within a closer timeframe.*

*Space ... spread out activities more.  
Very crowded after 6pm.*

*Easier access to food stalls*

*Bigger variety - no Indian! With the layout it was hard to see what people were selling and it was very cramped at food stalls.  
New Chelmsford Place would be a better layout for next year.*

QR



# FEEDBACK

SUSTAIN - FIX - IMPROVE

Some comments from the 15 respondents who completed the after-event survey

## Any other feedback or comments?

☞ *I really enjoy the variety of events that are held in our community that are open to everyone.*

*Great concept, poor location.*

*Concept is fantastic, enjoyed last year so much we went again, but left early as we couldn't see the performers.*

*I was so impressed with the crowd cleaning up after themselves and using the bins provided.*

*I'd shift the event back to late March/early April when it is not too hot or cold.*



Photos by Neil McAliece



