
ORDINARY COUNCIL

Mayoral Minute

SUBJECT: MAYORAL MINUTE - CAMDEN FESTIVAL

FROM: The Mayor

TRIM #: 17/312900

Thousands of residents turned out for the recent Camden Festival events held throughout September. The festival kicked off with Picnic in the Park, followed by Kids Fun Day, Cinema under the Stars and closed with the ever-popular TASTE Food, Wine and Music Festival. With high crowd numbers and glorious weather, all events received overwhelmingly positive feedback from the community through social media channels and surveying of attendees.

Our Youth Movie Night held on 21 September was a sell out with 100 young people from the Camden LGA aged from 15 – 24 years old attending, watching the new release “Kingsman: The Golden Circle” on the night.

Large crowds gathered in the sunshine on 10 September for Picnic in the Park which featured an array of children’s activities, food stalls and live music by local musicians.

The following week saw the ever-popular Kids Fun Day event attract large numbers of pre-schoolers and their families to the event with Batman, face painting and a petting farm proving popular.

Cinema under the Stars went ahead with windy conditions throughout the day keeping the crowd numbers lower than expected, however those who attended enjoyed the family movie “Moana” in the beautiful surrounds of the Australian Botanic Gardens in Mount Annan.

TASTE Food, Wine and Music Festival proved to be as popular as ever, with larger crowds than previous years bringing picnic rugs and chairs along to stay and enjoy the day. Celebrity chef Miguel Maestre enthralled crowds with his enthusiastic and colourful cooking style. There was plenty of variety on offer with more than 40 food, wine and cider stalls, and something for all ages who attended.

Other events held as part of Camden Festival included the Free Skateboarding clinic on Saturday 9 September; Camden Park House & Garden open weekend on Saturday 16 and Sunday 17 September, The CWA Man Up & Cook a Cake for Charity on Saturday 16 September and the Camden Rotary Relay for Life on Saturday 23 & Sunday 24 raising over \$70,000.

This year the Communications and Events Team launched an extensive social media and promotional campaign to garner a greater online awareness of the Camden Festival, with a full program of events also listed on both the Council website and the Camden Festival website. Letterbox drops of the festival brochure were also delivered throughout the LGA, and a food blogger was used for the first time this year as a new initiative.

I would like to congratulate our Communications and Events Team on a very successful 2017 Camden Festival. Through Council providing these fantastic free family events, we are creating opportunities for our growing community to come together while providing a soft entry point for the community to engage with local businesses.

I have no doubt that these events are highly valued within our community and would like to thank the team for their ongoing innovation, commitment and delivery of community events that the whole community can enjoy and I look forward to a very fun filled Camden Festival program in 2018.



RECOMMENDED

That Council note the information.