



# POST EVENT REPORT

Compiled by: Fran Macdonald | LSC Events Officer







# ABOUT FIESTA LA LEETON

Saturday 18 March 2023

5pm – 9pm

Wade Avenue South, Leeton

The Fiesta La Leeton is an event designed to highlight and showcase the diverse multicultural composition of the Leeton community, to foster and enhance community cohesion and integration.

The event was organized in partnership with the Leeton Multicultural Support Group (LMSG), who's core mission is to enhance community awareness regarding the rich cultural diversity within our region. A primary goal of this partnership was to facilitate cultural events and foster a greater understanding of cultural diversity among the community.

The inaugural Fiesta event was held on Saturday 18 March 2023 in Wade Avenue South. The intent was to activate the redeveloped Wade Avenue precinct and create a street festival environment, distinguishing the event from the array of community gatherings centred around food and music.

A recipient of funding through the NSW Government's Reconnecting Regional NSW Community Events Program, this event was solely grant funded. The intent is to make the event an annual fixture in the community calendar, with a financial contribution allocation having been included in Council's 2023/2024 budget.

Entry to the event was free and featured numerous stalls offering food and various activities as well as performances by local community acts and a professional band.

At least 12 nationalities were represented at the event, either through showcasing their cuisine or music and dance.

Whilst unseasonably hot weather potentially impacted the number of attendees, the event was well received with an estimated 1,200 people in attendance. A first event experience and learning curve for many of the stallholders, many of the community group food stalls were sold out early in the event.

This year's event was held in conjunction with Harmony Day which is held annually on March 21, but it is noted that in 2024 that date is the week prior to Easter and the biennial SunRice Festival. Considering the scale and the community resource requirements of the SunRice Festival, it is recommended that an alternative date be considered to ease the responsibilities on the stakeholders involved.



LEETON MULTICULTURAL SUPPORT GROUP  
and LEETON SHIRE COUNCIL present

# Fiesta la Leeton

a showcase of  
Leeton's diverse  
& multicultural  
character

5pm – 9pm

**Saturday 18 March 2023**

**on Wade Avenue**

traditional & fusion cuisine    energetic dance & music



local performers  
+ travelling ensemble – Worlds Collide

Proudly funded by



Supported by



LEETON  
SHIRE COUNCIL

**The Irrigator**

# QUICK STATS



1 travelling professional entertainment troupe

12 community stall holders

and

4 local community acts

representing more than 12 nationalities  
living and working in the Leeton community

Proudly funded by



Presented by



LEETON  
SHIRE COUNCIL



with the support of



The Irrigator

with approximately 1200 patrons in attendance<sup>1</sup>  
a potential \$18,000 value-added to the local economy<sup>2</sup>

<sup>1</sup> data collected by 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

FRIDAY FEBRUARY 24, 2023

irrigator.com.au



## The Irrigator

100 YEARS STRONG  
Leeton's own newspaper since 1915 \$2.00 INC GST

### New festival in the works with focus on different cultures

A NEW festival is coming to Leeton and not only will it celebrate culture, but part of a busy road will be shut down for all of the fun. The Leeton Multicultural Support Group in conjunction with Leeton Shire Council is planning the inaugural Leeton Multicultural Festival.



Members of the Leeton Multicultural Support Group are helping plan a special festival for Leeton in Wade Avenue. Picture by Talia Pattison

### Work on

irrigator.com.au

2 THE IRRIGATOR Friday February 24, 2023

### INSIDE FRONT



The Leeton Multicultural Support Group is excited about bringing the festival to life in Wade Avenue. Picture by Talia Pattison

## New festival to bring good vibes and fun

WHAT'S ON BY TALIA PATTISON Leeton Multicultural Festival

A NEW festival is coming to Leeton and not only will it celebrate culture, but part of a busy road will be shut down for all of the fun.

The Leeton Multicultural Support Group in conjunction with Leeton Shire Council is planning the inaugural Leeton Multicultural Festival.

The festival will be one for all of the senses and aims to be a celebration of the cultures that call Leeton home.

To be held on Saturday, March 18 from 5pm to 9pm, a section of Wade Avenue will be closed so that festival can take to the road.

Food tents will setup shop, showing cuisines of all kinds, including Afghan, Malaysian, Filipino, Polynesian, Taiwanese and Australian Indigenous flavours.

Solonon Island and Fiji food will combine for a hang, which is also sure to delight.

Bringing the good vibes will be performances by the Solokon Islanders, Filipino Zimbabwean and Filipino communities living in Leeton and surrounds.

They will be complemented by the energetic ensemble World's Collide from Western Sydney.

The idea to hold the event in Wade Avenue was first thought of to ensure the festival has its own identity, rather than being in Meantford Park like so many others.

Leeton Multicultural Support Group chairman Paul Maytom said it was important to showcase the many cultures found in the shire.

"We wanted to do it in a bigger way than say a Harmony Day event in a community hall, we wanted to

open it up to all people to attend, no matter their culture or background," he said.

"It's showcasing our town and all of our many different cultures who call Leeton shire home.

"We're hoping to give more exposure to these cultures and what they do for our community.

"We'd love for everyone to come along and embrace this event."

All the businesses that would normally be open on a Saturday will still be trading.

Parking will be available on Kurrajong Avenue, Pine Avenue and around the park on Jarrah Street.

With so much on offer, Mr Maytom said it would be shame for anyone to miss out.

"We're aiming for it to be a fun night out for everyone with a great atmosphere and wonderful food," he said.

"Hopefully our first one will be a success as the plan will be to hold this on an annual basis after the first one."

There are simple steps residents can take to avoid being a target of thieves.

### Protect homes from crime

LEETON police have warned residents they can't over-the-top when it comes to their safety.

After a spate of burglaries, police have warned, police have warned, police have warned.

This can be done in many ways and should include:

# Fiesta La Leeton

a showcase of Leeton's diverse & multicultural character

Proudly funded by NSW Government Supported by LMSG Leeton Multicultural Support Group LEETON SHIRE COUNCIL The Irrigator

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

2 THE IRRIGATOR Friday March 10, 2023 NEWS



Sydney band Worlds Collide will be in Leeton for the multicultural event Fiesta La Leeton on March 18.

## First-class performers

BY TALIA PATTISON

A FUSION of food, good times and excellent music will collide at the inaugural Fiesta La Leeton in the coming weeks.

The multicultural festival will be held in Leeton's Wade Avenue on March 18, with part of the roadway to be closed for the festivities.

Alongside Western Sydney sound pioneer Richard Petkovic, producer/guitarist

part at the event is Worlds Collide, travelling from Sydney to be part of the fun.

World's Collide is the intersection of our multicultural nation, seven cultures coming together creating new contemporary Australian music.

They weave a global and contemporary sound into their infectious music, fusing culture, hip-hop rhythms, grooves, melodic hooks and languages into a fun, authentic and powerful experience.

The seven-piece outfit couldn't be more diverse if it tried.

Featuring Uyghur band Shohrat Furusat whose vocal power channels the angels from the Silk Road, Yaw Dorkyi (Ghana) on percussion and vocals, Uruguayan drummer Juan Andres, Ian Derkyi (Philippines) as 'Esky' Escandor (Philippines) on vocals.

Alongside Western Sydney sound pioneer Richard Petkovic, producer/guitarist

is award-winning bassist Jonathan Narioly, from Amsterdam, Indonesia.

At the core of their message is inclusivity, cultural pride, and a celebration of diversity, with their music elevated by the socially conscious rhymes of ESKY MC from the streets of Mount Druitt, making them uniquely Australian.

Their live set packs a powerful punch erupting audiences into enthusiastic dance, call and response

and chants.

From their debut performance on a car park rooftop at the immersive Sydney Sacred Music Festival launch in 2017, they have steered an impressive trajectory.

While they are the headline act for the event, many other performances from local groups and artists will also take place.

Fiesta La Leeton will be held in Wade Avenue on March 18 from 5pm to 9pm.

It is free to attend and most stallholders will be cash-only

# Fiesta La Leeton

5pm - 9pm Saturday March 18 on Wade Avenue

traditional & fusion cuisine energetic dance & music local performers + travelling ensemble Worlds Collide

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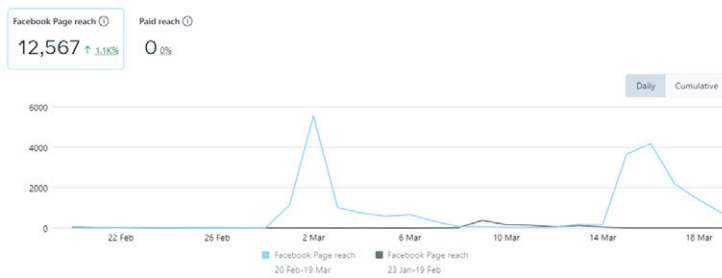
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# EVENT PROMOTION



Title	Type	Date published	Reach	Likes and reactions	Sticker taps	Link clicks	Comments	Shares
Did you attend Fiesta La Leeton? If you took an...	Boost post	24 March 18:34	689	3 Reactions	--	--	0 Comments	1 Shares
Wonderful images captured by NDM Ph...	Boost Unavailable	24 March 18:09	136	8 Reactions	--	--	0 Comments	0 Shares
We are glad you had a wonderful time!	Boost Unavailable	23 March 13:41	133	4 Reactions	--	--	0 Comments	0 Shares
PLEASE GIVE US YOUR FEEDBACK Wow! What a...	Boost post	21 March 17:06	983	18 Reactions	--	25 Link clicks	0 Comments	1 Shares
What a spread! Going to be lots of delici...	Boost post	15 March 17:33	9K	199 Reactions	--	--	42 Comments	37 Shares
Happy International Women's Day!	Boost post	8 March 08:45	255	2 Reactions	--	--	0 Comments	0 Shares
We cannot wait to see you there! Please note thi...	Create Ad	7 March 13:34	243	4 Reactions	--	--	3 Comments	2 Shares
There's been a lot of interest in our event and w...	Boost post	7 March 12:50	661	18 Reactions	--	--	1 Comments	3 Shares
Fiesta La Leeton A showcase of Leeton's diverse ...	Boost post	23 February 16:23	9.6K	221 Reactions	--	--	30 Comments	37 Shares
Leeton Multicultural Support Group updated thei...	Create Ad	23 February 16:17	2	1 Likes and reactions	--	--	0 Comments	0 Shares
We are after people who would be interested in...	Boost post	9 February 18:00	593	3 Reactions	--	--	9 Comments	2 Shares



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

The majority of content put out via social media reached over 12,000 Facebook users and saw an average of 305 engagements and interactions.

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

(32 survey responses were received from a post that was seen by 983 Facebook users and had 99 engagements.)



Fiesta La Leeton had everything from energetic performances to food and good times. Picture by Neil McAlicee

## Event 'heart of Leeton'

BY TALIA PATTISON

"BRINGING everyone together is what Leeton does best".

That was the sentiment of Leeton Multicultural Support Group chairman Paul Maytom following on from the inaugural Fiesta La Leeton.

The multicultural event was held on March 18, shutting down part of Wade Avenue and transformed into a space jam-packed with cul-

tures from cultures from all over the world, dancing and singing on a hot afternoon and evening.

Wade Avenue was chosen for the event in an attempt to set it apart from most others that are held in Mountford Park.

However, organisers are open to moving the event if need be, saying the community threw its support behind this first outing of Fiesta La Leeton.

More than 1200 people

attended. Stallholders were not commercial operators, rather they were members of the community preparing the cuisines of their country of origin with representation by Malaysian, Filipino, Afghan, Fijian, Solomon Islander, Taiwanese, Japanese and Italian communities. A First Nations had been due to attend, but was unable to due to a scheduling clash. However, a welcome to country and performance from Parkview Public School's

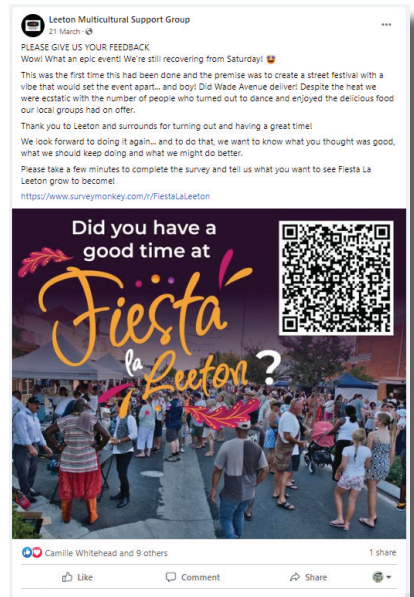
Wiradjuri dance group ensured the shire's Indigenous community was represented.

"We were always hopeful we would get the support we do care for and support people of all backgrounds," Mr Maytom said. "To see that spirit on show was just quite amazing to say the least."

"It was one of those outstanding evenings for me. Sometimes the community might see these people from

different cultures around town and what they don't realise that they are part of life here and our community.

"So, it was just wonderful to see everyone come together to celebrate that." Constructive feedback on the event to help organisers plan next year's Fiesta La Leeton is welcome at [www.surveymonkey.com/r/FiestaLaLeeton](http://www.surveymonkey.com/r/FiestaLaLeeton). The event was able to go ahead thanks to funding from the NSW government.





# EVENT STAKEHOLDERS



## What's cooking!

**PHILIPPINES**

- Lechon (roast pig)
- Barbecue Express (chicken/pork)
- Kakanin (dessert)

**AFGHANISTAN**

- Afghan chicken kebabs
- Rice · Bulani · Salad

**JAPAN**

- Sushi rolls
- Japanese Chicken
- Taiyaki & Mochi desserts

**FIJI**

- Lovo & Island-style barbecued meats
- Custard pie

**ITALY**

- Penne bolognese
- Arancini
- Desserts

*Fiesta in Ruston*

## What's cooking!

**MALAYSIA**

- Nasi Minyak (vegetarian rice)
- Fried sweet potato · Fried banana
- Coconut rice (with egg, chicken)
- Murtabak (stuffed pancake)
- Cendol (iced sweet dessert)
- Kuih Akok Kedut (sweet fritters)
- Malaysian ABC drink (sweet milk, jelly)
- Onde onde (dessert)
- Ice pop & snow cone

**SOLOMON ISLANDS**

- Motu (pit-oven cooked) meats
- Cabbage · Sweet potato

**TAIWAN**

- Swiss roll cake
- Winter melon tea

+

Baked goods by

Steak sandwiches by

Coffee & donuts

Multicultural communities represented:

- Malaysian
- Filipino
- Afghani
- Fijian
- Solomon Islander
- Taiwanese
- Japanese
- Italian
- Pakistani
- Indian
- Zimbabwean



# BUDGET BREAKDOWN



## REVENUE

### GRANT FUNDING



NSW Government  
Reconnecting Regional NSW Community Events Program

\$30,740.00

**\$30,740.00**

### DELIVERY PARTNERSHIP



LEETON  
SHIRE COUNCIL



**The Irrigator**

## EXPENDITURE

### ENTERTAINMENT

Performers

\$6,800.00

Welcome to Country

\$570.00

### INFRASTRUCTURE

AV Production (including stage, crew & generator)

\$9,475.00

Infrastructure hire (marquees, tables, coolrooms, generators, catering equipment)

\$3,322.75

Traffic Management (TCP & permits)

\$632.00

Electrical & Food Safety Compliance

\$588.90

Waste management

\$100.00

Consumables

\$92.96

### PERSONNEL

First Aid support

\$500.00

DIAP Event Coordination

\$1,000.00

Council staff

\$1,859.91

ADVERTISING & MARKETING (Posters, Radio, Newspaper)

\$1,702.06

PHOTOGRAPHY & VIDEOGRAPHY

\$3,682.00

**\$30,325.58**

## PROFIT/LOSS

**\$414.42**



# FEEDBACK

SUSTAIN - FIX - IMPROVE



Some comments from the 32 respondents who completed the after-event survey

## What was the best thing about the event?



*It was such a joyous event with smiles and laughing everywhere.  
The local and visiting performers were great as were the food stalls.*

***Different cultures coming together as one,  
the children enjoyed themselves as well and the food!***

*The atmosphere was awesome. Amazing food and entertainment.*

*The closeness of the event, food and music*

***That it was something! A great representation of the various  
cultures that are our community and the location.***

*Many delicious food. Many different culture and people.*

***GOOD VIBES. Good people***



Some comments from the 32 respondents who completed the after-event survey

## What elements of the event could be improved?



*Many will say the location, but the street vibe is what made it different, possibly the Chelmsford Place end may allow more room. The weather is beyond anyone's control.*

*Food stalls ran out quickly so we did miss out but seeing this was the first of hopefully many events of its nature – there was no way of telling the volume of attendance.*

*Change of location, the street was not a great location for families as it was hard to keep younger children occupied. My kids and friends kids repeatedly asked to go the park around the corner however we had to say no as it was too far away to supervise. If you were not close to the stage it was hard to see performers. Signage for food stalls could have been better. More activities for kids.*

*We would have stayed longer if it was cooler.  
More seating would be great.  
We went and sat in the park on the grass.*

*Program even if it was online or Facebook so you know what is happening ie opening, band, performances, speeches etc as missed parts of the event as didn't know what was next or was going on.  
Didn't mind sitting in the gutter and garden but would have been nice to rest plates of food on bar table to eat or extra chairs or picnic tables etc Or even tell people to bring their own chairs.  
Stall holders needed bigger signs to see what food etc they were selling. Also when the lines were long you couldn't get past on one side of the road.  
Recycling bins or bins for cans etc so the event is eco-friendly/ environmental sustainability etc.*

*Loved the street vibe and idea. But perhaps the park would be more practical?*


*Bigger place like No 1 oval that also has big car park.  
Should be holding regularly in town.*

*More shade. median strip in the road was a hazard.  
Just not the right place for it.*



Some comments from the 32 respondents who completed the after-event survey

## Any other feedback or comments?

 *It's a good event for town people to attend and enjoy a great night together. Just like a night market that we should hold it every few months. One again the food was highlights of the event. All the friends were very impressed. Big shout out to the organizers and all the food stalls.*

*Provide good shade, place for picnic or big area...  
love the music.. not too loud. Good everything!*

*More nationalities could participate. Provide more seating - there was no where to sit. People need seats as not everyone can just stand or sit on the ground, and the median strip was a hazard, especially for people who have issues walking or people with mobility disabilities.*

*A venue like the park with more adequate shade would work better, also better access to toilets and play equipment for children.*

*Fantastic and different event, well done. Really enjoyed it, thank you.*

*Keep striving to make change despite the 'naysayers', they are a minority.*

Photos by Neil McAliece and Brett Naseby

