



20  
24

# POST EVENT REPORT

Compiled by:  
Fran Macdonald & Leigh Houghton  
LSC Events team





# ABOUT CHILL & GRILL

Saturday 19th October 2024  
2pm – 9pm  
Mountford Park, Leeton

The 2024 Leeton Chill & Grill built on the success of previous years, introducing key enhancements to create a more engaging, inclusive, and dynamic experience for attendees.

This year saw an expanded culinary program, featuring celebrity chefs Tommy Prosser, Rod Pieper, and Nick “The Happy Harvester,” who brought a new level of excitement to the event’s cooking demonstrations.

The VIP experience was improved, offering a more substantial food selection and a prime location for enjoying the entertainment. Social media engagement surged, thanks to influencer collaborations leading to an increase in online reach.

The event received government funding through the NSW Government Department of Transport’s Open Streets Program, and generous support from local businesses who came on board as major sponsors.

With these advancements, Chill & Grill 2024 was a resounding success, though key takeaways will help shape further refinements for 2025, ensuring continued growth and improvement.

The next event is already locked in for Saturday 18 October 2025.



**SATURDAY 19 OCTOBER**

**2pm - 9pm**

**MOUNTFORD PARK**

LIVE ENTERTAINMENT BY

**JIAKOMO THIEF**

**+ DOUBLE SHOT**

**COOKING DEMONSTRATION  
& CULINARY COMPETITION**

with **CHEFS ROD PIEPER  
& TOMMY PROSSER**

**GOOD FOOD • GREAT MUSIC • KIDS AMUSEMENTS**



**FREE ENTRY** Tickets online at [events.humanitix.com/leeton-chill-and-grill-2024](https://events.humanitix.com/leeton-chill-and-grill-2024)



# QUICK STATS



21 food & beverage providers

7 alcohol providers

4 children's amusement providers

2 music entertainment acts

2 cooking demonstrations featuring a local chef  
and 2 celebrity chefs

funded by 1 major grant + 7 major local sponsors

Proudly funded by



LEETON  
SHIRE COUNCIL

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blumer

The Irrigator



BOOTS CIVIL



with in-kind support from



whose involvement in the event was followed by  
over 2,000 Facebook and Instagram users

and seen by nearly 44,000 Instagram users from September to October

Social media was the medium the public identified as their primary source  
of information and engagement regarding the event  
with a significant increase in reach and interaction from the previous year

at least **1249** patrons in attendance<sup>1</sup>

a potential **\$67,431** value-added to the local economy<sup>2</sup>

<sup>1</sup> number of tickets recorded as checked-in at gates.

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



FRIDAY OCTOBER 04, 2024

# The Irrigator

100 YEARS STRONG

Leeton's own newspaper since 1915

\$2.00 INC GST



Australian Professional Chef of the Year Tommy Prosser will head to Leeton to feature in this years Chill and Grill. Picture supplied

## Feast for foodies

BY ALLAN WILSON

AUSTRALIAN Professional Chef of the Year Tommy Prosser will head to Leeton to feature in this year's Chill and Grill on Saturday, October 19.

Known for his innovative approach to cuisine and reputation for excellence, Mr Prosser will team up with local culinary expert Rod Pieper for an exclusive cooking

demonstration showcasing Aquana Sustainable Murray Cod produce.

He will also host a live cooking demonstration using JBS Riverina Beef.

Meanwhile, Leeton's famous gardener Nick Rendina - aka The Happy Harvester - will also be on the scene as part of the make-up of the outing.

At almost 80 years of age and with an Instagram

following of 155,000, Mr Rendina has become a viral sensation sharing his simple recipes and home-gardening tips.

Organisers Fran Macdonald and Leigh Houghton say they are expecting numbers to be on par with last year, with some 3000 expected at Mountford Park.

"We're very excited," Mrs Macdonald said.

"Having a celebrity chef

and a local celebrity gardener is quite good," Mr Houghton said. "It goes to show there are people putting Leeton on the map."

As well, Jaikomo Thief will again entertain at the event.

"Their dynamic stage presence and engaging performances have earned them a strong following," Mr Houghton said. "They love coming back, working their gig tour around us.

"Key for us will be finding a happy medium between chilling and grilling."

The event is being sponsored by the NSW Government's Open Streets Program.

Residents and visitors are encouraged to book their free tickets in the lead up while a limited number of VIP tickets are on sale.

VIPs will have access to an exclusive menu, a bar and

meet-and-greet opportunities with chefs and entertainers.

They will also go into a draw prize from Worklocker. Online bookings are encouraged to help with the organising of the licensed event, as well as to facilitate attendees.

The 2024 Leeton Chill and Grill will be held Saturday, October 19 from 2pm until 9pm at Mountford Park.

If you're thinking of selling then call our friendly team



LIVE ENTERTAINMENT BY  
**JIAKOMO THIEF**  
+ DOUBLE SHOT



## SATURDAY OCTOBER 19

2pm - 9pm  
MOUNTFORD PARK

GOOD FOOD • GREAT MUSIC

COOKING DEMO & COMPETITION

with CHEFS **ROD PIEPER**  
& **TOMMY PROSSER**

Proudly funded by

Sponsored by

The Irrigator

**FREE ENTRY**

Get your tickets online at [events.humanitix.com/leeton-chill-and-grill-2024](https://events.humanitix.com/leeton-chill-and-grill-2024)

Follow us on



Chef Rod Pieper (inset), Leigh Houghton, Fran Macdonald and Bart Challacombe are set to Chill and Grill. Pictures by Talia Pattison, Neil McAlicee

# Time to chill and grill

BY TALIA PATTISON

POSTPONE whatever you have planned this weekend - it can all wait in favour of Leeton Chill and Grill.

Having grown to become one of the town's most popular events, Chill and Grill in 2024 is expected to be one of the best.

As the name suggests, there will be much time for eating, a drink or two and the chance to kick back and enjoy plenty of entertainment.

If you need further convincing, run your eyes through some of what's on offer:

- Cooking demonstrations and competitions;
- Live music with bands, including crowd favourite Jiakomo Thief;
- Amusements for the kids;
- A huge array of food and drinks;
- A chilled out, but fun atmosphere for an afternoon and evening of spring magic.

Leeton Shire Council events and tourism officer Leigh Houghton hopes for a big crowd on the day.

"We've had an amazing response from people and a great response to our VIP section as well," he said.

"It's shaping up to be a fantastic afternoon."

So, in order to take part - what exactly do residents need to do?

It's simple. Head to Humanitix online and search for Leeton Chill

and Grill 2024. It is here where you can snap up a ticket at no cost and take it with you on the afternoon.

You might be wondering why a ticket needs to be organised beforehand if it's a free event?

This is due to Leeton Chill and Grill being a licensed event, meaning organisers need to monitor the number of attendees.

On top of this it also helps for a speedy entry and data

will also assist in securing future funding to ensure this popular event can keep growing and evolving every year. "That is something we have worked hard on every year," council's events officer Fran Macdonald said. "We try to keep it fresh by adding new things, trying different things. We want everyone to have a great time." Leeton Chill and Grill will kick off from 2pm to 9pm in Mountford Park on Saturday, October 19.

Whilst a free event, being ticketed enabled concise data collection and communication with patrons as well as maintaining oversight regarding liquor licencing requirements.



**SATURDAY  
OCTOBER 19**

2pm - 9pm  
**MOUNTFORD PARK**





**FREE ENTRY**  
but it's a ticketed event so make sure you get your tickets online here!

Post event coverage in The Irrigator

# The Irrigator 100 YEARS STRONG

Leeton's own newspaper since 1915 \$2.00 inc GST

NEWS DINNERS DELIGHT PAGE 2



NEWS KID'S SAFETY PAGE 6



SPORT CRELLEY MOVES ON BACK PAGE



# Chill and Grill a fun day for all

BY CAI HOLROYD

Mountford Park

CHILL and Grill is one of Leeton's most popular events and the 2024 event on October 19 drew plenty of happy faces to Mountford Park.

Filled with food, music and conversation, crowds enjoyed a full day of activities including cooking demonstrations, competitions and live music from bands such as Leeton favourite Jakomo Thief.

Double Shot was first up before the demonstrations kicked off with Rod Pieper from Reggie's Hospitality partnering with Nick 'The Happy Harvester'.

Australian Professional Chef of the Year Tommy Prosser also put on a showcase with Aquina Murray Cod.

Plenty of volunteer organisations also came out to lend a hand, including Rotary Leeton, the Lions Club, Leeton Rainbow Pride Collective and Leeton's Volunteer Rescue Association.

Over two thousand people showed up for the celebrations throughout the day - some staying for the entire length while others drifted in and out.

Organiser Fran McDonald said they had estimated 2300 throughout the festivities, most coming in time for dinner after the day's work was over.

"By all accounts, it was a great success. We're very happy, it was a great vibe and everyone thoroughly enjoyed themselves," she said.



Picture by Neil McAleice.

"We've measured around 2300, which is slightly down on last year but still good. Most came in around 5pm, coming in to get their dinner and sit down to watch a good show."

Ms McDonald was a particular fan of the cooking demonstrations, and was thrilled to see them expand this year.

"I thought the cooking demonstrations were pretty

special. Rod did it last year, he was excited to bring some friends. Having Tommy Prosser was spectacular, I sampled some truly delicious food," she said. "It was special to have Nick on board

as well." She wrapped up by thanking, not only the stallholders and volunteers who put their time in to create the event but also the many attendees who came to ensure the day

went smoothly and successfully.

"Everybody enjoyed themselves, we're really grateful that everyone was keen to get involved," Ms McDonald said.

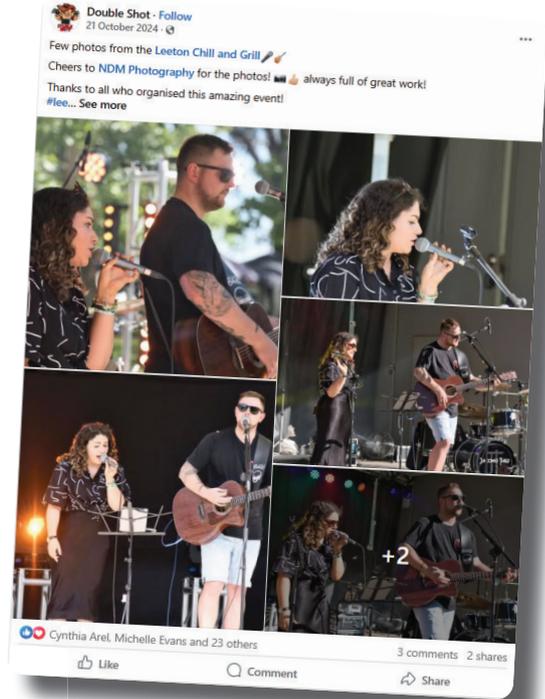
**NEWS: FIND OUT WHAT ELSE IS MAKING HEADLINES, INSIDE**

Promotion of the event in the newspaper was also supported by a short run advertising campaign on both radio and television, which hit the airwaves of the local channels starting in the last weeks of September.

# SOCIAL MEDIA STATS

## #LeetonChillandGrill

	2023	2024
<b>Facebook</b>		
Page followers	1,400	1,500
Post reach	12.7K	28.7K
Highest individual post reach	5.2K	5.3K
Highest reactions on a post	137	6.4K
<b>Instagram</b>		
Page followers	488	534
Instagram post reach	860	43.6K
Highest individual post reach	319	29.9K
Highest likes on a post	46	2.5K



### Instagram Top content by reach

<p><b>Meet Nick the Happy Harvester</b> 🌱 He's...</p> <p>30 September 17:31</p> <p>↗️ 29.6K    ❤️ 2.5K</p> <p>💬 146    📌 90</p>	<p><b>What do you think Nick's cooking up?...</b></p> <p>3 October 03:00</p> <p>↗️ 20.9K    ❤️ 647</p> <p>💬 23    📌 17</p>	<p><b>Nick's Personal Invite to You. Come to...</b></p> <p>10 October 16:03</p> <p>↗️ 19.7K    ❤️ 602</p> <p>💬 18    📌 37</p>	<p><b>Gardening Tips or Life Advice? Nick's back...</b></p> <p>8 October 01:39</p> <p>↗️ 19.6K    ❤️ 1.2K</p> <p>💬 32    📌 79</p>	<p><b>Nick's giving us a sneak peek into his...</b></p> <p>17 October 01:00</p> <p>↗️ 10.2K    ❤️ 408</p> <p>💬 9    📌 14</p>
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### Facebook Top content by reach

<p><b>Chill and Grill 2024 ~ Full Schedule Join u...</b></p> <p>18 October 00:00</p> <p>↗️ 3.8K    ❤️ 61</p> <p>💬 4    📌 10</p>	<p><b>What's on the Menu 2024? Here's a taste ...</b></p> <p>17 October 01:00</p> <p>↗️ 3K    ❤️ 26</p> <p>💬 12    📌 6</p>	<p><b>(JBS) sponsor shoutout</b></p> <p>9 October 00:00</p> <p>↗️ 1.8K    ❤️ 12</p> <p>💬 0    📌 3</p>	<p><b>TOP 10 CHILL &amp; GRILL ESSENTIALS 2024</b></p> <p><b>Your Essential Checklist for Chill an...</b></p> <p>16 October 01:00</p> <p>↗️ 1.8K    ❤️ 22</p> <p>💬 2    📌 6</p>	<p><b>Rod Pieper: The Local Legend at Chill and...</b></p> <p>30 September 02:00</p> <p>↗️ 1.8K    ❤️ 69</p> <p>💬 9    📌 6</p>
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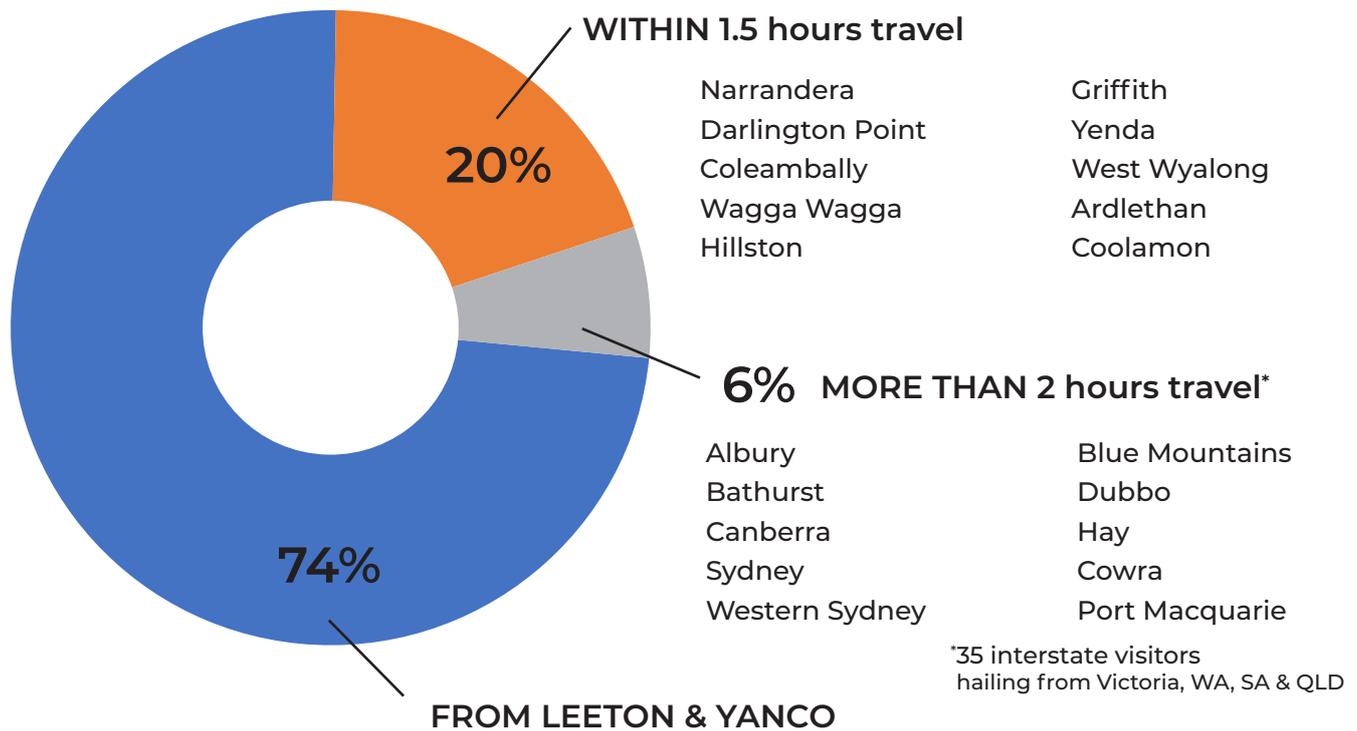
# AUDIENCE METRICS



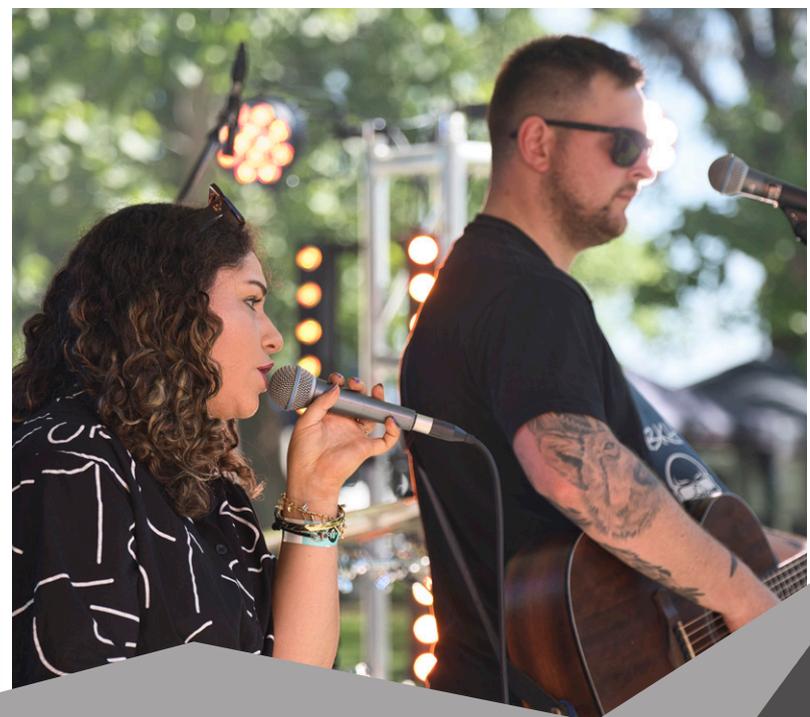
2370 tickets “sold” online (in 1005 orders) via Humanitix  
1249 people checked into the venue  
2300 people counted\* in Mountford Park

\*data collected by nCounters installed at Mountford Park

## TICKETS checked in



Of the 67 respondents who completed the after-event survey, only 1.5% spent the night away from home.



# BUDGET BREAKDOWN



## REVENUE

### GRANT FUNDING



NSW Government  
Department of Transport Open Streets Program

\$26,176.00

### SPONSORSHIP



LEETON  
SHIRE COUNCIL

Leeton Shire Council

\$10,000.00



Stahmann Webster

Cater & Blumer



Boots Civil

100TS CIVI

The Irrigator

The Irrigator

The Wade Hotel



Milbrae Concrete, Quarries & Mining Services

\$6,300.00

### VIP TICKET SALES

\$1,202.85

### STALLHOLDER FEES

\$1,042.70

**\$44,721.55**

## EXPENDITURE

### ENTERTAINMENT

Musical Acts

\$4,300.00

Cooking demonstration

\$3,636.36

Kids Entertainment

\$4,234.00

### INFRASTRUCTURE

AV Production

\$4,800.00

Infrastructure hire (marquees, tables, generator)

\$4,040.52

Infrastructure purchase (crowd control fencing, BBQs, eskies)

\$2,701.63

Waste removal

\$381.45

Consumables

\$837.56

### PERSONNEL

Security

\$5,760.00

First Aid, Gate Entry and Event Support (Community Groups)

\$2,250.00

Council staffing

\$6,106.10

ADVERTISING & MARKETING (Posters, Radio, Newspaper)

\$3,590.91

PHOTOGRAPHY & VIDEOGRAPHY

\$850.00

LICENSING Liquor Licence & Traffic Control

\$104.00

**\$43,592.54**

## PROFIT/LOSS

**\$1,129.01**

Some comments from the 67 respondents who completed the after-event survey

## What was the best thing about the event?



*Absolutely loved the vibe.*

*Loved seeing the kids up dancing and cheering on the bands.*

***It's family friendly being close to the park  
and all the entertainment on top of the different foods.***

*The best thing about this event is that family/friends get to spend a quality time together. It's bringing people together to support our local community.*

## ***Jiakomo Thief*** (x 10+ mentions)

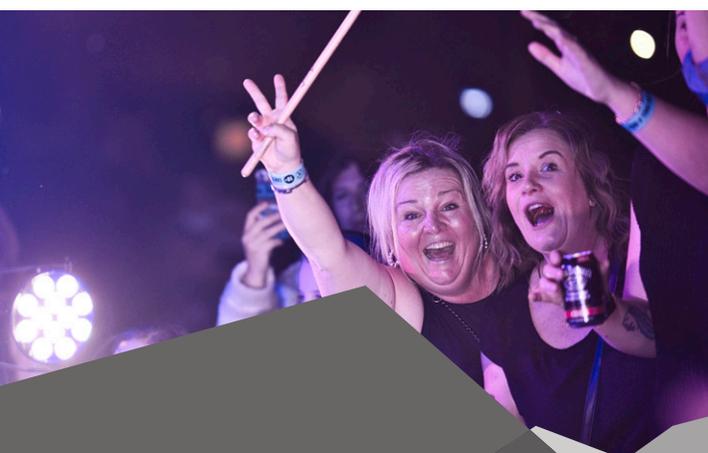
***Everything! Atmosphere, food stalls, free kids activities,  
catching up with friends while enjoying listening to live music...***

*Loved being able to sit anywhere and enjoy the drinks and food.*

*There were a lot more tables this year.*

***The entertainment, the venue, the food,  
the whole shabang!***

*The food, closely followed by the cooking demonstrations!* 



Some comments from the 67 respondents who completed the after-event survey

## What elements of the event could be improved?



### *More grilled/smoked meat type stalls*

*People throwing rubbish on the ground when there's plenty of bins...*

*More options for gluten-free people would be nice*

*More variety of food, too much of the same style*

*Food options - more dessert options*

*Music was super loud from the get go.*

*Lots of food stalls were a bit unprepared.*

*Wait times for food - queues were long and slow.*

*Making it very clear to get tickets before entering*

*Having a "map" of vendors*

*Workshops from vendors earlier in the day  
like "cocktail making" or the likes?*

*There needed to be more seating, or the seating to  
be back further so that the grass can be used more*

*Better toilet facilities - maybe some added portaloos*

*A big screen for the cooking demonstrations*





Some comments from the 67 respondents who completed the after-event survey

## Any other feedback or comments?



*Great event but I think the quality of Jiakomo Thief as the main band have been the reason myself and most people enjoy it.*

*Event was incredible. So grateful to Council for the effort made to provide the community with such an event.  
Saw lots of people from Griffith which is a positive for Leeton.*

*The best event ever*

*Well done!! Fantastic community event, hope it is on again next year as we have already penciled in the date on our calendar.  
Just brilliant!*

*The train was a great ride! Maybe have a few giveaway prizes, raffle etc*

*Really an excellent even to have in our community. I love the music and it's be great if it went for longer to have more bands participate. The atmosphere was also great. Maybe having table set up so rugs can go closer to stage for people to see better.  
Or a "reserve a rug" concept where people have rugs as an option to sit at as well as tables.*

*More transport to get people home after the event. Shuttle buses perhaps?*

*A wonderful event. Thank you to the organisers for a tireless effort. I saw lots of staff busy all day making sure it was run smoothly.  
Well done!*

