

2024 POST EVENT REPORT



ABOUT LIGHT UP LEETON

Sunday 8 December 2024 4pm – 8.30pm Mountford Park, Leeton

In 2024, Light Up Leeton celebrated its 29th year, continuing its tradition as a cherished community event. This year's concert featured 25 talented acts, drawing approximately 2,250 attendees and bringing together both long-standing participants and fresh faces.

Roving entertainment and face painting added to the carnival atmosphere, whilst a familiar advertising campaign—including radio and television—helped broaden the event's reach, generate positive feedback from patrons and stallholders, and enhance sponsor recognition. Exciting new sponsorships and partnerships have also opened doors for Light Up Leeton to expand its festive offerings in the future.

While attendance was lower than in previous years, this may be attributed to the packed schedule of events leading into the festive season. Traditionally held on the first Sunday of December, this year's event was moved to the following weekend to avoid clashing with the NSW Schools Spectacular, ensuring that performers, volunteers, and patrons could fully participate—critical to the event's success and the fundraising efforts of community stallholders.







MicrotechDPS

The Irrigator





























QUICK STATS



16 not-for-profit & community stallholders
12 food & beverage providers

2 local community amusement providers

25 concert acts performed by local schools, dance studios, musicians, entertainers and community groups

(plus a visit by a VIP guest and his wife)

Sponsored by





































16 local business sponsors

whose involvement in the event was followed by 2500 and seen by over 16,200 Facebook users.

Facebook was the medium the public identified as their primary source of information and engagement, noting that it is a well known and anticipated event on the annual community calendar.

approximately 2250 patrons in attendance¹ a potential \$34,434 value-added to the local economy²

EVENT PROMOTION

TUESDAY DECEMBER 03, 2024 irrigator.com.au

Leeton's favourite festive event set to dazzle again in 2024

Leeton's favourite festive extravaganza is just days away. Light Up Leeton will be held on Sunday, December 8 in Mountford Park and the whole community is invited. The event is one of the town's most treasured on the calendar every year and 2024 will be no

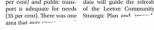


Is shire thriving?

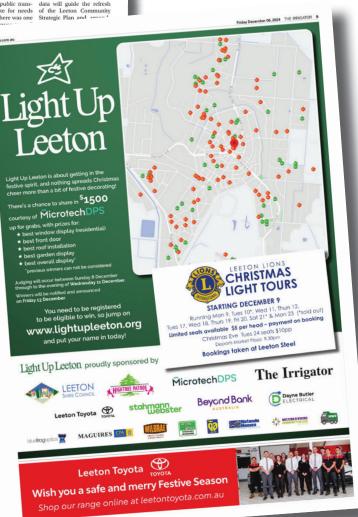
different.

STORY: PAGE 3

Ph 02 6953 6976









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

to go

SUNDAY (8) DECEMBER

欧

Light Up

Leeton

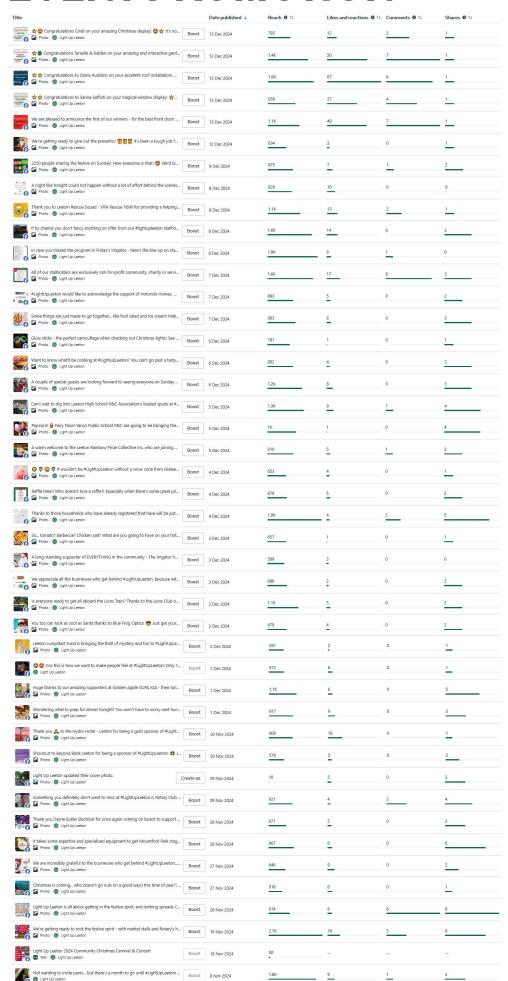
Community

Christmas Carnival and Concert

15



EVENT PROMOTION





The 2024 Light Up Leeton
event was promoted
with a short run radio
and television
advertising campaign,
hitting the air waves
in the three weeks
leading up to
December 8.

The majority of targeted content was put out via social media (a total of 44 posts) which reached over 16,000 Facebook users.

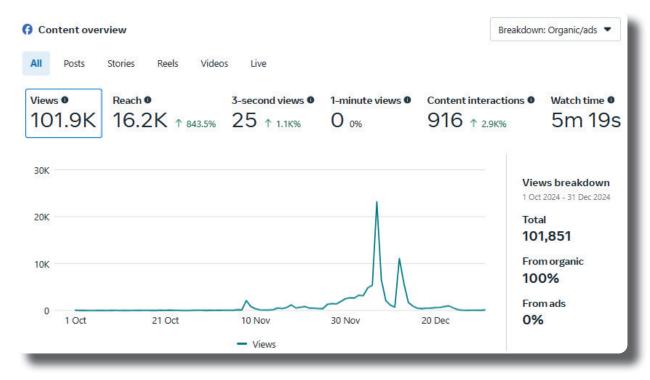
A post-event survey was promoted via Facebook but received minimal response.

(Only 9 survey responses received from a social media post that was seen by 875 & had 10 engagements.)



SOCIAL MEDIA STATISTICS

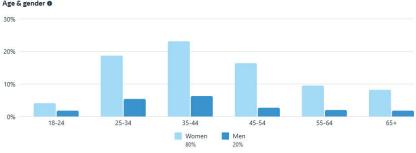




#LightUpLeeton

Facebook

Post reach	16,209
Total views (Oct - Dec)	101,851
Highest individual post reach	2,077
Total content interactions	916
Highest reactions on a post	67
Highest comments on a post	8
Page followers	2,504



0% 18-24	25-34	35-44	45-54	55-64	65+
		Women 80%	Men 20%		
Top towns/cities		Top countries			
Leeton, NSW, Australia			stralia		4000
		45.4%			100%
Canberra, ACT, Australia 10.4%		Inc I 0	dia).2%		
Griffith, NSW, Australia 6.7%			ew Zealland 0.2%		
Sydney, NSW, Australia 4.5%			nited States 0.2%		
Narrandera, NSW, Australia			nada).1%		
Wagga Wagga, NSW, Australia			ypt).1%		
Melbourne, VIC, Australia 1.6%		Fiji I C	i).1%		
Wollongong, NSW, Australia ■ 1.2%			kistan).1%		
Yanco, NSW, Australia 1.2%			nited Kingdom).1%		
Brisbane, QLD, Australia ■ 1%					



TUESDAY DECEMBER 10, 2024 irrigator.com.au

The Irrigator

Bec Van den Heuval, Santa Claus and the students from Aspire2B opened the show. Picture by Cai Holroyd

Aspire2B opened the show. Picture by Cai Holroyd

Aspire2B opened the show. Picture by Cai Holroyd

SPIRIT OF THE SEASON

Light Up Leeton was a busy night of joy and music. Full story on page 2.

NEWS: CATCH UP ON WHAT'S MAKING HEADLINES, INSIDE

4 THE IRRIGATOR Friday December 13, 2024
PEOPLE AND PLACES



Santa makes his arrival

RSVP BOO LEETON CO CHRISTMA



The Rotary Club of Leeton brought out their annual ham raft



Krystal Waring-Bryant, Hallee Burns and Peyton Burns.

AMAZING NIGHT



John Fletcher and Shante Smith as Spider-Man and Spider-Gwe



Light Up Leeton attracted huge crowds to Mountford Park in 2024. Pictures by Cai Holroyd

Tash Walker, Tyler Walker, Avah Walker and Evie

WE'RE ALL PART





Post event coverage in *The Irrigator*

irrigator.com.

Post event coverage in *The Irrigator*

2 THE IRRIGATOR Tuesday December 10, 2024

Leeton keeps festive cheer

Light up Leeton 2024 came to life

BY CAI HOLROYD

IT WAS a beautiful, summery evening at Mountford Park as hundreds of families came to enjoy Light Up Leeton, the town's annual Christmas celebration.

The annual night of music, entertainment and joy drew a crowd to the park for a fivehour showcase of everything that makes Leeton great with a festive spin.

It wouldn't be the Light

Up Leeton festival if the big man himself didn't show up, and true to form, Santa and Mrs Claus showed up at around 6pm.

The two made a grand entrance on a motorbike with a posse of famed friends before making their way to the

stage to begin the show.

Bec Van den Heuval
opened the show alongside
dancers from Aspire2B studio, before the schools and young people took to the stage with a wide range of Christmas carols.

Whether it was the comic classic 'Aussie Jingle Bells' from Wamoon Public School or Leeton Public School's high-energy rendition of classics (courtesy of Hi-5,) the crowd spectating was

happily enjoying the music.

The park was filled with picnic blankets, but for everyone who didn't bring their own food, plenty of stalls from not-for-profit organisations set up to sell dinner and snacks for the crowds.

The night serves as a major fundraiser for many groups including the region's schools and sports clubs alongside others.

In fact, only not-for-profits and charities are even allowed to sell at the night's event - with commercial businesses politely turned away at the door.

The 223 Army Cadet Unit gave out glowsticks, while Little Athletics brought the pulled pork nachos and burgers. The Galloping Greens had lamb kebabs on offer as well.

Leeton Rainbow Pride Collective president Denise McGrath manned a stall, offering egg sandwiches and coffee for those needing an extra pick-me-up. She noted that the egg

sandwiches had proved es-pecially popular, along with the coffee

The Christmas celebrations don't need to end on



Rachel Diversi, Louise Diversi, John Diversi and Stephen Collis in their matching shirts. Picture by Cai Holroyd

December 8 either, as the Light Up Leeton website now showcases a community-created map of Christmas lights and holiday cheer.

of the season, and perhaps help with the electricity bills, there's even prizes worth up to \$1500 in prizes for those registered.

ries include best residential window display, best door, best garden, best roof installation and best overall display.

to create the perfect tour of to fill the nights with a little more anticipation as Santa Claus prepares for the

Book launch to feature special touches TWO visiting poets, includ-

ing one from America, will be in Leeton to celebrate the third anniversary of the Riverina Writing House

Nathanael O'Reilly, who teaches creative writing at the University of Texas at Arlington and Lachlan Brown, who is a senior lecturer in English at Charles Sturt

University in Wagga, will be the headline names for the festivities

A night of celebration with the two poets as part of the third anniversary of the Riverina Writing House will be held on Wednesday, December 11 in the Hydro Hotel's dining room from 6.30pm.

The two poets will share

on the night with those gath-

There will also be readings from local writers, books for

sale and an open mic.
The event will also double as a launch for the book Land, Light, Spirit, which is a collaboration between poets and photographers from

The book has been in the works for some time and is a homage to Leeton and its landscape.

Two former mayors will have their work featured, with Paul Maytom's photography showcased on the pages and poetry by Tony Reneker. Other photographers to feaBailey, Neil McAliece, Anne Lepper, David Atherton and Laurelle Lewis.

Poets and writers Antonio Aloisi, Ben Smith, Jason Richardson, Adam Morris, Debbie Walker, Christie Talbot, Jack Walton, Sanaa Younis, David Atherton and

words immortalised. The final poem in the book is written by the late Mark Ciavarella to the Riverina Writing House's own Sarah Tiffen. Dinner and drinks can be purchased from the Hydro Hotel on the night, with entertainment by Sliver

- TALIA PATTISON







<u>TOYS, TOYS AND MORE TOYS!!!</u>

Lerfect for the kids More in store Call in and have a look!

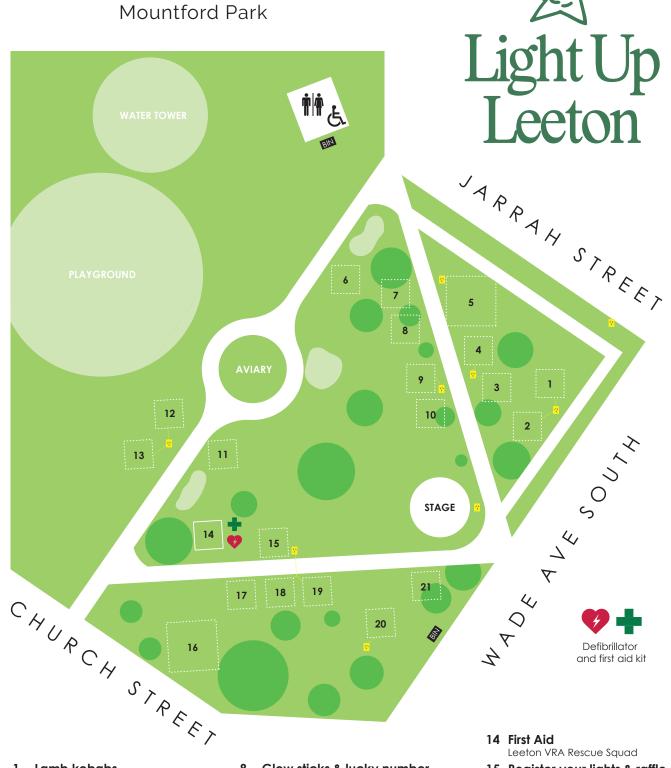




LEETON AMCAL PHARMACY 113 Pine Avenue | 02 6953 3602

EVENT STAKEHOLDERS

Sunday 8 December



- Lamb kebabs
 - Leeton Rugby League Football Club
- Chicken & gravy rolls Year 12 2025 @ St Francis
- 3 **Snow cones** Gralee P&C
- Fairy floss, popcorn & lollies 4 Yanco P&C
- 5 **Ham Carnival** Rotary Club of Leeton
- **Face Painting** with Meg's Face Painting
- Lucky dips & jewellery Leeton JumpStart Fund

- 8 Glow sticks & lucky number 223 Army Cadet Unit Leeton
- Coffee, slices & sandwiches Leeton Rainbow Pride Collective
- 10 Register your lights & raffle Light Up Leeton Committee
- 11 Steak sandwiches & Hamburgers Yanco Wamoon Hawks
- 12 Fijian BBQ River of Life ANCF Leeton
- 13 Fresh fruit salad & ice cream St Peter's Anglican Church

- Leeton VRA Rescue Squad
- 15 Register your lights & raffle Light Up Leeton Committee
- 16 Lions Train Lions Club of Leeton
- 17 BBQ Salvation Army
- 18 Pulled Pork Nachoes Leeton Little Athletics
- 19 Stuffed potatoes & hot dogs LHS P&C
- Rotary Club of Leeton Central

BUDGET BREAK DOWN



REVENUE

SPONSORSHIP





MicrotechDPS HYDROHOTEL The Irrigator





























COUNCIL CASH SPONSORSHIP	\$5,000.00
BUSINESS CASH SPONSORSHIP	\$7,600.00
IN-KIND SPONSORSHIP	\$8,650.30
STALLHOLDER FEES	\$600.00

\$21,850.30

EXPENDITURE

ENTERTAINMENT

Roving & children's entertainment \$3,335.00

INFRASTRUCTURE

AV Production \$3,000.00 Consumables \$330.55 Waste management (in-kind) \$300.00 Electrical managment and installation (in-kind) \$466.00 Lighting display installation (in-kind) \$5,000.00

PERSONNEL

First Aid support \$500.00

ADVERTISING & MARKETING (Posters, Radio, Newspaper) \$5,479.75 PHOTOGRAPHY & VIDEOGRAPHY \$500.00

PRIZES for Lights Competition \$1,500.00

\$20,411.30

PROFIT/LOSS \$1,439.00









Some comments from the 9 respondents who completed the after-event survey What was the best thing about the event?

QQA fantastic family fun event. Long standing tradition!

The atmosphere and the ease of everything, a very relaxed night, also a great variety of goods to purchase.

Lots of community inclusion

Love that it's not-for-profit/community Relaxed and fun atmosphere

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FEEDBACK SUSTAIN - FIX - IMPROVE



Some comments from the 9 respondents who completed the after-event survey What elements of the event could be improved?

66

Performances aren't all Christmas!

It's great to see some performances but it's a Christmas concert...

Loved seeing the kids having fun, up and dancing following Barbie on stage performance, be great to see more of that.

Christmas or general music to be playing between 4pm and 6pm to create some atmosphere...

A shout out to not only 2 businesses that opened - there was others up town open and could have put all on the social post.

Would love it to be on a Saturday. I call it the Light up Leeton hangover that seems to last the whole week. The kids are up so late and then have to go to school the next morning. They are so tired and at this time of year it seems to take its toll.











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Some comments from the 9 respondents who completed the after-event survey **Any other feedback or comments?**

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We have family who travel here for it and have now made it an annual tradition. They don't have community events like this at home!

Well done to the committee, fantastic event once again

I found it really disrespectful the way some children were throwing and kicking around the stage decorations. Parents didn't do anything.

I do love watch the younger children's excitement as they have a little dance on the stage at intermission.

Bring the buses back

Photos by Neil McAliece





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