

## Request to Shire of Denmark for Waiver of Venue Fees for Denmark Festival of Voice 2012

Denmark Arts Council would like to request a waiver of the fees for the Denmark Festival of Voice (DFOV) 2012 as follows:

- Denmark Recreation Centre Fri 1<sup>st</sup> June to Mon 4<sup>th</sup> June
- Denmark Civic Centre Wed 30<sup>th</sup> May to Mon 4<sup>th</sup> June

The Denmark Festival of Voice has been in operation since 2003. It is a celebration of community singing and the joy of voice, and run by a small team of dedicated people. All feedback received (available on request) suggests that it is valued not only for its excellence as an artistic event but also for its management and professionalism. It has a designated volunteer-maintained website: [www.dfov.org.au](http://www.dfov.org.au) The festival is the only one of its kind, (specifically dedicated to the voice), in mainland Australia, and has huge potential to grow.

**Sponsorship:** The festival has state-wide recognition, and attracts sponsorship from Healthway, Lotterywest, local businesses and the Perth-based *Have a Go News* and *Voice Moves*. Festival promotion is widespread with sponsors receiving high profile exposure throughout Denmark, the Great Southern, South-West and into the Perth market. We would invite the Shire of Denmark to add their name to the growing list of sponsors by waiving the fees as detailed above. We would be more than happy to offer naming rights to the opening concert as we did last year in honour of your sponsorship and the Shire's 100 years celebration.

**Tourism:** DFOV is the premier event in Denmark during the quiet winter months, offering both locals and visitors an experience of joyous community. It balances involvement from the local and visiting community, attracting, in 2011, a total of 2000 people.

**Community:** In 2011, we had over 500 local people coming to events, another 180 performing or running workshops, and over 50 Denmark people volunteering. A great example of community arts! In 2011 we trialled a 'Festival Fringe', with great success, offering free events (eg Blues at the Pub) as well as encouraging local businesses to create separately ticketed events with DFOV providing the musicians (eg Teahouse Books, Lakehouse Cafe). This was done with the intention of increasing access to the festival for local people who may not be in a position to be able to attend for the full weekend. We will be repeating and building on this in 2012.

Whilst we attract funding and sponsorship from a number of sources, DFOV is still run on a very tight budget with significant volunteer input in its conception, management and implementation. Support from the Shire in the form of the fee waiver will assist us to continue to produce an excellently run event which is of significant benefit to the Denmark community.

Yours sincerely,



Vivienne Robertson  
Artistic Director  
2.11.2011



Department of Culture and the Arts

