

WORLD CULTURE CONCERT & ART FESTIVAL 2006

DESCRIPTION OF THE EVENT

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The World Culture Concert & Arts Festival is an important event in Sydney's calendar. Emphasising the appreciation of the rich and diverse cultures of the world, this event is a unique kaleidoscope of colour and tradition which mirrors the ultimate ideal *The World is one Family*. A very vibrant, performance oriented festival it welcomes the spectator to travel around the world experiencing the traditions, costumes and cultures of the different countries without leaving the shores of Sydney. The Festival will begin with a concert on the 2 October 2006, incorporating dance and music performances from across the globe.



HISTORY



The Bharatiya Vidya Bhavan Australia's inaugural World Culture & Arts Festival, held at Sydney Town Hall on Sunday 15 August 2004 was proclaimed unanimously as a great success. The music and dance concert with over 200 artists from cultures around the world combined with an arts exhibition celebrated the spirit of multiculturalism and the vibrancy of the ethnic arts community in Australia. It was opened by Indira Naidoo,

popular ABC TV presenter and one of multicultural Australia's great success stories, with performances by the great Kamahl and the first Australian country music singer from India, Bobby Cash. It was decided to make this event a major annual multicultural event to be held at Sydney Town Hall every year on 2 October starting with 2005 as a tribute the great apostle of peace Mahatma Gandhi on the anniversary of his birth. The World Culture Concert and Art Festival of 2005 was blessed with equally great success.



PERFORMANCES over the past two years have included

- **World Peace songs by KAMAHL** with Brent Street Kids
- Introduction by **Indra Naidoo** , SBS and ABC TV presenter
- **Indian classical Kathak-tarana** presented by Natraj Dance Academy
- **Traditional Scottish Airls and Scottish Highland Bagpipe** presented by Sydney Scottish Fiddlers and Blairgowrie Dancers
- **Chilean Fiesta Alarcon** – the spring season presented by Los Chilenos
- **Our nation's beginnings** by the **Kuuku-Yalanji tribe** of North Queensland presented by Jeremy Donovan



Bharatiya Vidya Bhavan Australia

- **Turkish Traditional and folk** performances by the Academy of Turkish Music & Fine Arts
- **Indian classical Bharat Natyam** dances by Natananalya Dance Academy
- **Sudanese Peace song** music from the different regions of Africa by Asim Gorashi
- **Polish traditional and folk dances** presented by the Polish Syrenka
- Traditional and folk performances presented by the spectacular **Argentinean and Uruguyan Grupo Raices**
- **Classical fusion dances from the four corners of India** presented by Nupur Dance Group and Geetanjali School of Dance and Performing Arts
- **Cambodian traditional and folk** performances by the Khemara Angkor Dance Group Chhayam (long drum)
- **Traditional and folk** group dances by Australian **Bosnian & Herzegovinian Cultural Association**
- **Traditional Argentinean and Uruguayan** dance and drum music by **Grupo Raices**
- Folk dances by **Grupo Folklorico Jacaranda**

- **Australian and Indian Country music** by Bobby Cash
- **Traditional and folk** dances and music by **Macedonian Cultural & Artistic Association**
- **Traditional and folk Portuguese** dances by Aldeias De Portugal
- **Traditional Bhangra** and Punjabi dances by Devendra Singh Dharia
- **Rhythms of the World** fusion music performances by instrumental artists from various countries
- **World Choir** by Blue Sky Choir Group of over 25 artists from the various countries
- **And the list goes on ...**

The World Culture Concert and Art Festival has been blessed by the messages and the presence of prominent dignitaries such as:

- His Excellency Major General Michael Jeffery AC CVO MC (Retd) Governor-General of the Commonwealth of Australia
- The Right Honourable John Howard MP Prime Minister of Australia
- The Honourable Kim C Beazley MP Leader of the Opposition
- The Honourable Morris Iemma MP Premier and Treasurer of New South Wales
- The Honourable Bob Carr MP former Premier of New South Wales
- The Honourable John Brogdon former Leader of Opposition New South Wales
- The Honourable Clover Moore Lord Mayor of Sydney
- Stephan Kerkyasharian AM, Chair, Community Relations Commission for a Multicultural New South Wales and
- The High Commissioners / Ambassadors and Consuls General of various countries.



The Major Sponsors for the past two concerts included Qantas, Sydney, City of Sydney, Telstra.

OVERVIEW OF THE MARKETING PLAN

The World Culture and Arts Festival is the fastest growing multicultural event that has been appreciated by the various communities and the VIP's in Australia. It is still very much in its infancy, especially when we nurse an ambition of proving a single platform for all the communities of the world to come together. With this in mind, we present unlimited opportunities to broaden the competitive advantage of our sponsors by increasing the image and prestige in associating itself with the largest NGO in the world that enjoys patronage from many leaders of the world.

Our Marketing Plan focuses on the most dynamic marketing mix offering significant opportunities for distinct marketing and competitive advantages, as well as showing support of the event.

The Marketing Plan encompasses:

Product: The World Culture & Arts Festival is a one-of-its-kind event where performers of different nationalities forget their differences and come together on a single platform to celebrate the spirit of Global citizenship. Appreciated by the various communities and leaders from Australia, it is a mirror to experience the various cultures and traditions in all its finery and grandeur without leaving the shores of Sydney. This event also promises to enhance the Australian image of a widely multicultural country where all the citizens of the world focus on a common goal to highlight the Australian nation on the world cultural map.

Place: Sydney is recognised as one of the greatest metros in the world where more than 80 communities of different nationalities live together in harmony. The Sydney Town Hall is perhaps the most prestigious indoor venue in Australia and has a very rich legacy and is also very centrally located in the heart of the CBD.

Promotion: The Promotion will take place simultaneously on-air, print and direct marketing. Radio jingles will be especially made for the event and will be aired on several radio channels. Advertisements, in colour and black and white, will be inserted in various mainstream and ethnic newspapers. Direct marketing tools including fliers, posters and small cards will be used extensively. All the main areas of Sydney will be covered to attract as many people as possible. Our direct marketing team will visit the various restaurants, cafes, colleges, malls etc. and place the fliers and posters to ensure maximum coverage.

TIMELINE

- 8 June 2006 – commence correspondence with potential sponsors
- 15 June 2006 – commence initial media schedule
- 30 June 2006 – finalisation of all significant sponsors
- 20 July 2006 – print advertisements and promotional material to be approved by the sponsors with their logos
- 10 August 2006 – fliers and posters to be distributed
- 16 September 2006 – final media schedule commences