



illawarra FOLK

SLACKY FLAT, BULLI



FESTIVAL 

13-16 JANUARY 2011

presented by **ILLAWARRA FOLK CLUB INC.**

PO Box 5289, WOLLONGONG, NSW, 2500
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www.illawarrafolkfestival.com.au

FACT SHEET

THE EVENT

4 day event is organised by **Illawarra Folk Club Inc**, a non-profit incorporated association established in 1980.

Largest volunteer organised festival in Australia. NSW's largest folk festival.

First major festival was at Jamberoo in 1985. Moved to Bulli in 2006.

Winner of many Illawarra Tourism Awards.

Festival has received Regional Flagship Event Funding from Tourism New South Wales on 2 occasions.

Over 93% of the waste in 2009 & 2010 was recycled.

1 Hour south of Sydney at the end of the Grand Pacific Drive. 400 metres from Bulli train station.

THE FINANCE

Ticket sales contribute about 55% to total income. Season, Day and Evening tickets offered. Children are free.

Other fundraising activities such as a bar, stalls, merchandise, raffle contributes 30%.

The remaining 15% is sponsorship and grants.

THE PEOPLE

120 international, national and local acts with over 500 performers in 250 events over the 4 days of the event.

Attendance over the 4 days exceeds 8,000 people.

Makeup of audience includes families to youth to grey nomads and more.

Over 160 volunteers contribute their time to make the festival a success.

The organising committee of 30 people is a sub committee of the Illawarra Folk Club Inc.

THE VILLAGE

11 venues in total at Slacky Flat, Bulli Showground, Grevillea Park.

The 'village' includes multicultural food stalls, craft stalls, Festival bar, on-site parking, on-site camping and facilities, dance stage and children's area.

THE FEATURES

Over 250 theme concerts, dances, workshop, food/film and music events scheduled over the 4 days.

Folk Festival Fringe for 2 months before the festival with events in Sydney, Illawarra and South Coast venues.

2 day Folk Music School before the festival. Over 30 sessions.

Folk Music Train was arranged with the assistance of CityRail for the 2009 & 2010 event.

THE IMPACT

\$1M estimated economical benefit to region (IRISD report for 2001 event).

Receives ongoing support from over 50 local and regional business and government bodies.

Festival assists many charities with events before and at the festival. Donations to charities exceeds \$80,000 since festival inception.

THE CHALLENGES AND AIMS

Sustaining the volunteer and Organising Committee effort.

Ongoing sponsorship and support from business, government and tourism partnering.

Continue to support live performance, folk music, dance and poetry.

Nurture youth to be involved in all aspects of the event especially the Folk Music School.

Continue to encourage indigenous, multicultural performance and expression.

Increased attendance and recognition of the Festival as a major Tourism Event.