

ONE MOVEMENT FOR MUSIC FESTIVAL — HEALTHWAY SPONSORSHIP

1811. Mr J.N. Hyde to the Minister for Health

As One Movement Pty Ltd has received sponsorship from Healthway for the One Movement Festival, I ask:

- (a) what expected paid attendance totals of patrons for ticket-entry performances were offered/agreed to in negotiations with Healthway;
- (b) what expected attendance totals of patrons for free performances were offered/agreed to in negotiations with Healthway; and
- (c) can the Minister detail the sponsorship agreement between One Movement and Healthway?

Dr K.D. HAMES replied:

- (a) Not applicable. Healthway's negotiations with One Movement Pty. Ltd. were related to the non-ticketed One Movement Fringe Festival.
- (b) One Movement Pty. Ltd. estimated audience attendance totals for the 3-day Fringe Festival at 20,200.
- (c) Healthway provided funding of \$50,000 to One Movement Pty. Ltd. through the Arts Sponsorship Program to support the One Movement Fringe Festival. The Fringe Festival was a free non-ticketed event conducted in streets and laneways throughout the Perth CBD over 16-18 October 2009.

The sponsorship provided an outstanding opportunity to promote a smoke free message to a priority population group through a major outdoor event, consistent with Healthway's strategic objective to reduce harm from tobacco.

Under the terms of the sponsorship agreement \$40,000 was directed towards costs associated with the production and staging of the Fringe Festival to maximise performance opportunities for local artists and increase community engagement, conditional on the event being promoted as smoke free. A further \$10,000 was allocated towards promotional strategies and implementation of the smoke free policy.

Whilst not a condition of the sponsorship contract, as a result of the relationship with Healthway One Movement Pty Ltd expanded smoke free policies to other Festival venues and activities beyond the Fringe Festival.