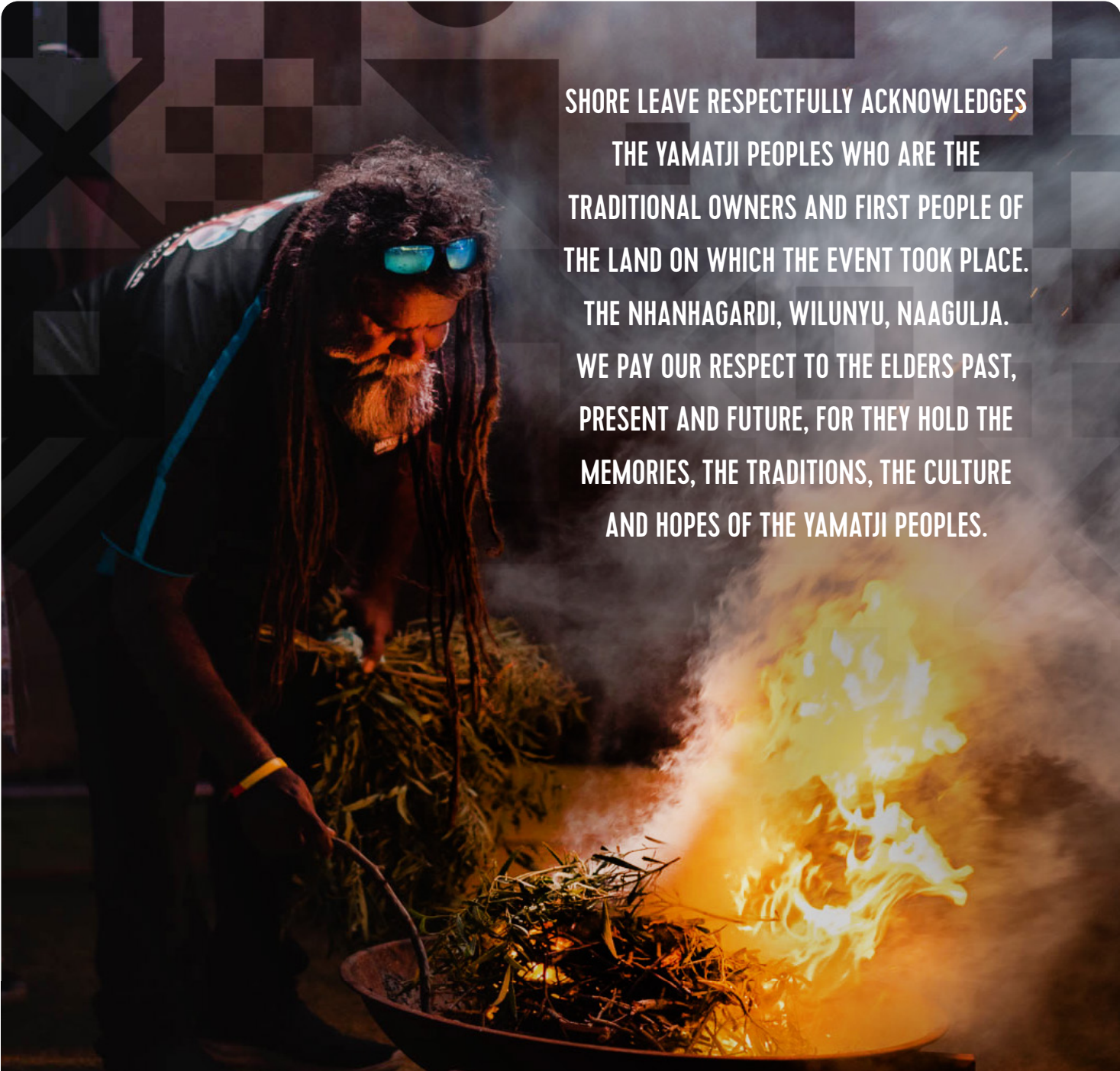




■ 
**SHORE
LEAVE**
 

POST EVENT REPORT

24-27 SEPTEMBER 2021

A man with long, dark dreadlocks and a full beard is shown in profile, looking down at a large, shallow metal pan filled with green leafy vegetables. He is wearing a dark t-shirt with a blue stripe on the sleeve and a yellow wristband. To his right, a large, bright fire burns in a traditional hearth, with thick white smoke rising. The background is dark and textured with a grid pattern.

SHORE LEAVE RESPECTFULLY ACKNOWLEDGES
THE YAMATJI PEOPLES WHO ARE THE
TRADITIONAL OWNERS AND FIRST PEOPLE OF
THE LAND ON WHICH THE EVENT TOOK PLACE.
THE NHANHAGARDI, WILUNYU, NAAGULJA.
WE PAY OUR RESPECT TO THE ELDERS PAST,
PRESENT AND FUTURE, FOR THEY HOLD THE
MEMORIES, THE TRADITIONS, THE CULTURE
AND HOPES OF THE YAMATJI PEOPLES.



THANK YOU FROM GERALDTON

Matt Rutter

Tourism Geraldton Midwest



The genesis for Shore Leave was a community desire for an event that celebrates our diverse and iconic region. The name Shore Leave is a nod to the rich maritime history and the connotations of holiday, leisure, and adventure synonymous with the Midwest.

We worked with over 70 community groups and businesses to represent a taste of everything the Midwest entails. The festival program covered everything from inspiring ancient Yamatji culture, epicurean feasts in iconic locations, through to free events that brought a smile to your face, a warmth in your heart and our community together.

The Shore Leave festival in September 2021 was a first of its kind for the Midwest region, but we have big plans to grow this festival every year. In the future, we want to engage with more community groups and evolve the Shore Leave festival; we will remain true to our Midwest soul while we delight, surprise and inspire a little wanderlust in our region.

I want to take this opportunity to thank the State Government and our many wonderful sponsors, supporters, contributors, vendors and volunteers for bringing Shore Leave 2021 to life. We look forward to a long and successful partnership in the future.

On behalf of Tourism Geraldton Midwest's members, we invite you to our beautiful corner of the world for Shore Leave 2022.

FROM THE STATE GOVERNMENT

Hon. Donald (Don) Punch

MLA



The McGowan Government was honoured to sponsor the inaugural Shore Leave festival held in September.

Even a last minute postponement following the impact of Cyclone Seroja could not stop the festival from delivering on its promise of a diverse and exciting showcase of the very best of the Mid-West.

Geraldton is one of the nation's top destinations for boating and fishing and the home of Australia's most valuable rock lobster fishery, with the local seafood industry supporting jobs in Geraldton and surrounding towns.

Mid-West fisheries produce some of the freshest and most delicious seafood in the world and contribute significantly to the State's economy – and I cannot think of a better way to recognise the industry's value than through a festival like Shore Leave.

From the incredible display of Aboriginal culture in collaboration with the Yamaji Art Centre on opening night through to the delectable lunch cooked over coals by talented WA chef Brendan Pratt at the gourmet Abrolhos Long Table lunch, the inaugural four-day Shore Leave Festival celebrated the Mid-West region's unique culture, produce and landscape.

The success of Shore Leave has cemented the event's status as Geraldton's signature gourmet event, with the festival's first iteration providing a welcome boon to local tourism, packing out hotels and eateries around town as thousands of tourists and locals alike flocked to Geraldton to attend.

I look forward to seeing Shore Leave's success for many years to come!



“Shore Leave was a true destination event that also provided activities for residents of the region.”

Festival attendee 2021



“The festival was incredible and brought a whole new attention to the region. I know my audience on Instagram loved the content and have since planned trips up to visit in the future.”

Festival attendee 2021

**“Superb.
So well done.
So many tourists.
Well done!”**

Festival attendee 2021



“Great community regional event bringing industry together in an enjoyable environment. The events I attended were well organised and nicely presented.”

Festival attendee 2021

FESTIVAL HIGHLIGHTS

The inaugural Shore Leave Festival was a feast – from the stellar dining to the cultural pickings available across the September long weekend.

Local produce was the star of gourmet events like the Abrolhos Long Table lunch, the Foreshore Feast, Midwest Paddock to Plate, Beach Price market day and Grand Final Day at the Helm. Hundreds turned out for world class dining experiences made memorable by top notch produce and guest chefs.

Elsewhere, more intimate ticketed events had strong audience uptake. The chamber music at Cathedral by Candlelight, the Little Mingenew star gazing event and the Marine Discovery tours were all sold out, offering promise for small, new initiatives for future festivals.

When the festival came to a close, thousands turned out for the fireworks, which many declared the best they’d seen.

“Enjoyed watching the kids tying knots with the scouts and doing the paint printing. Increasing those activities would be good.”

Festival attendee 2021



THE HELM

Dates

24 – 27 September 2021

Location

Geraldton Foreshore

The Helm was Shore Leave headquarters for the duration of the event. It served as the central gathering place for information, tickets, entertainment and workshops.

The Iluka workshops engaged the community and were a big success. Six workshops were well attended or fully booked. Knot tying, shanty writing, paper craft, wood work and clay making were among the activities for children and adults.

The Helm also offered the chance to don a virtual reality headset and watch a short film preview of Star Dreaming, a collaboration between Prospero Pictures, Yamaji Arts and

Curtin University. The 3D filmic taster combined local Yamatji artworks, astronomy and computer generated wizardry.

AFL Grand Final day saw the Helm activated anew with a barbecue feast, and the footy on the big screen. Punters brought western rock lobsters purchased from the back of boat sales earlier in the day and had them cooked up at the Helm. Family-friendly activities plus a bar serving local beers, Illegal Tender rum and StableViews gin cocktails added to the festive atmosphere.

All activities staged at the Helm were free.

ABROLHOS LONG TABLE

Dates:

Friday 24 September 2021

Location:

East Wallabi Island

Presented by Western Rock Lobster

Conditions were ideal for the festival's signature event, which offered a unique chance to bring people into the stunning Abrolhos Island setting.

Long tables and barbecue grills were set up on the sand at East Wallabi Island, and 230 guests feasted on lunch prepared by celebrated chef Brendan Pratt (Vasse Felix) with guest chefs Stephen Watson and Derek Lau. Hero dishes included western rock lobster and Abrolhos octopus.

As well as wines from Vasse Felix, StableViews Distillery launched its new Abrolhos gin at the event. Diners were among the first anywhere to sample the blue gin made from local samphire botanicals.


The event received huge support from local operators Shine Aviation and Geraldton Air Charters. In total there were 40 flights, a ferry and a helicopter transporting guests to the island.

The long table event was a premium ticketed event that brilliantly showcased the region's fine produce and world class settings.



Attendees:

 230

 70%
From outside
of Geraldton

Arrivals:

 90
By plane

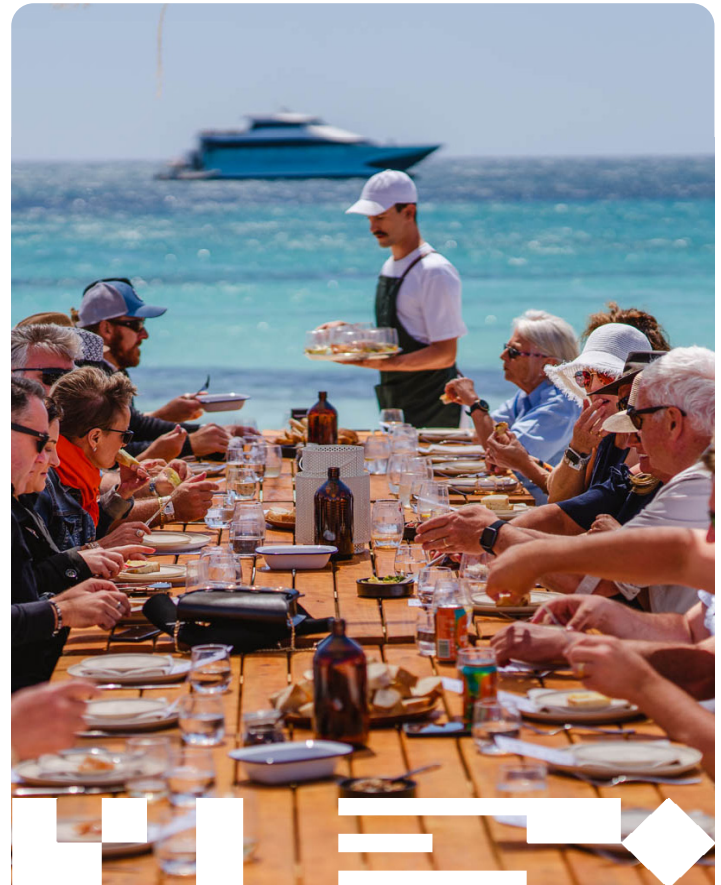
 135
By ferry

 5
By helicopter

Socials:

 2,199
Event reach

 68
Event responses





CATHEDRAL BY CANDLELIGHT

Dates:
Friday 24 September 2021

Location:
East Wallabi Island

A magical evening of music was staged at the beautiful St Francis Xavier Cathedral. The building's wonderful acoustics and architecture were enhanced by soft candlelight in this intimate performance of chamber music.

The Fremantle Chamber Orchestra crafted a program especially for the occasion. Featuring much-loved music from Mozart, Bach and Vivaldi, the rousing, energetic and heart-warming program appealed to both classical music aficionados and newcomers to the form.

The evening presented a chance to showcase one of Geraldton's architectural marvels in a warm and intimate concert, offering a tonal and cultural counterpoint to the festival's outdoor and food-centric offerings.

Attendees:
 **190**
Sold out

Socials:
 **2,294**
Event reach
 **130**
Event responses



MIDWEST PADDOCK TO PLATE

Dates:

Saturday 25 September 2021

Location:

Geraldton Foreshore

Attendees:

 140

 35%

From outside Geraldton

Socials:

 2,294

Event reach

 130

Event responses

Four well regarded Western Australian chefs created a four-course dinner enjoyed by 140 people on the Geraldton Foreshore.

The spotlight was on local produce, including Bookara goats cheese, Red Lime Jones granola, Block 275 canola oil, Abrolhos Island scallops, and meats sourced by local butchers. Wines were by Vasse Felix, with cocktails featuring local products Illegal Tender rum and StableViews gin.



BOBS GINSTRONOMY

Dates:

Saturday 25 September 2021

Location:

Gerald Hotel

Attendees:

 38

 26%

From outside Geraldton

Gin tasting and food pairing was the order of the evening at this event. Celebrity chef Jessica Arnott made a guest appearance at the intimate gathering, where gin enthusiasts got acquainted with different botanicals, mixers and condiments – and how to pair gin with food.

The all-inclusive ticket featured product from Verve Cartel and Heathcote Gin Distillery.



STAR DREAMING - IN CONVERSATION

Dates:
Sunday 26 September 2021

Location:
Geraldton Museum

Attendees:  **50** Sold out

This event set the scene for future outings of Star Dreaming, the ambitious 3D film project set in the Midwest that blends art, astronomy and film making.

Geraldton artists, esteemed scientists, film makers and local Geraldton school students combined efforts to make the documentary featuring ancient indigenous stories of the sky and the cutting edge science of the Square Kilometre Array telescope.

A preview of the film was enjoyed by many on Virtual Reality headsets at The Helm throughout Shore Leave. The Star Dreaming In Conversation event delved deeper into the art and science behind the film.

Three of the film's collaborators were part of the discussion: Julia Redwood from Prospero Productions, Roni Kerley from Yamaji Art, and Professor Steven Tingay, Executive Director of the Curtin Institute of Radio Astronomy.

The intention is to bring the full length documentary film to Shore Leave in 2022, to be screened on a 180 domed screen.



LITTLE MINGENEW

Dates:
Sunday 26 September 2021

Location:
Littlewell Reserve

Attendees:  **30** Sold out

Enthusiastic engagement in this evening of local Indigenous history, yarns and stargazing indicates great promise for the future of this event.

Wattandee elders who grew up on Mingenew's Littlewell Reserve gave a traditional welcome to country and shared stories of life on the reserve. An evening of guided stargazing and storytelling followed, with glimpses into the world's oldest culture and its unique relationship with the night sky.

This event owes thanks to the City of Greater Geraldton and the Mid West Development Commission's Regional Economic Development funding.

We are excited to extend and grow this event for future festivals.



BEACH PRICE MARKETS

Dates:

Sunday 26 September 2021

Location:

Fishermen's Wharf

This signature day time event centred around a bustling seafood market, showcasing the region's ocean-based bounty.

The WA Fishing Industry Council (WAFIC) Fresh Seafood Marquee saw the likes of McBoats and Fins selling fresh local seafood at beach prices.

Added activity came in the form of workshops in the ATCO Kitchen, at which three guest chefs gave useful seafood tips like cooking Abrolhos octopus over charcoal, making lobster and scallop toast, how to fillet fish, and how to perfect a cocktail.

Stakeholders involved in bringing together this day included Western Rock Lobster, ATCO, WA Fishing Industry Council, Geraldton Fishermen's Cooperative, and the Mid West Ports Authority.

Attendees:

 **3000**
Approximately

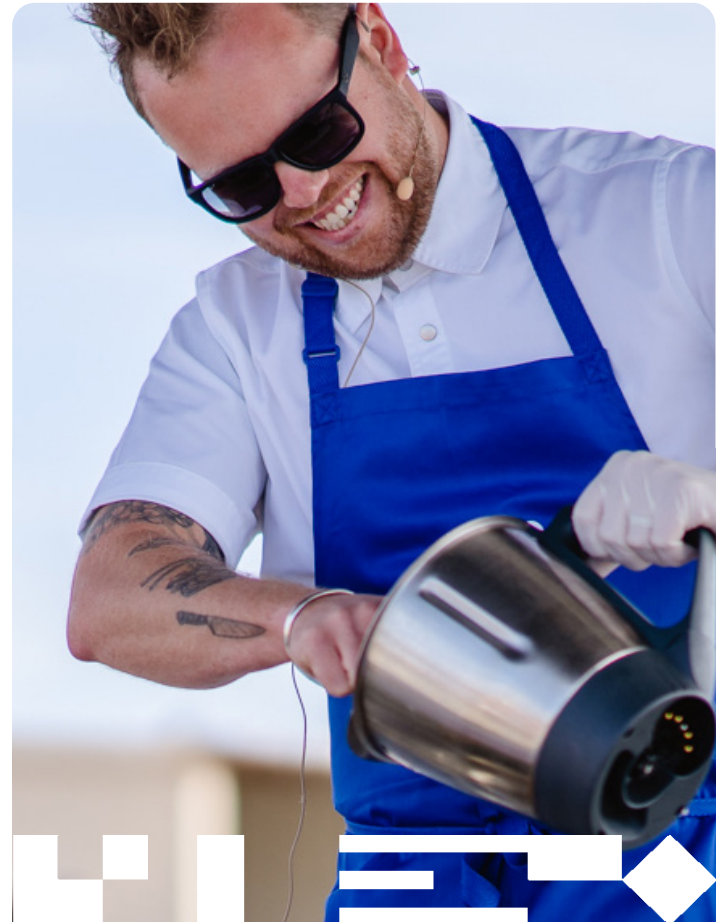
 **500**
ATCO Kitchen Audience

“Enjoyed the demos on the wharf, fish filleting and cocktail making.”

Festival attendee 2021

“The fish markets and lobster boat sales – good ideas.”

Festival attendee 2021



FORESHORE FEAST

Dates:

Sunday 26 September 2021

Location:

Geraldton Foreshore

A big crowd gathered for the Foreshore Feast, designed and delivered by chef Jessica Arnott along with visiting guest chefs.

A celebration of the abundant fresh produce of the region, the feast saw more than 450 people indulging in the local flavours on the Geraldton Foreshore.

Jessica Arnott, known for her grasp on flavour, is also a renowned cocktail slinger. She created two signature cocktails for the festival, enjoyed by guests on arrival at this event.

Local producers Illegal Tender Rum and StableViews Gin had their tipples featured in cocktails alongside seafood and other fare gathered fresh from the region.

The event began in the early evening as the sun set, showcasing the scenic setting. Live music and street performers kept guests entertained between mouthfuls.

Attendees:

 456

 33%

From outside Geraldton

Socials:

 15,862

Event reach

 894

Event responses



CLOSING CELEBRATIONS

Dates:
Monday 27 September 2021

Location:
Geraldton Foreshore

Record crowds attended the family friendly closing event, which saw the skies over the Geraldton Foreshore light up with an awe inspiring fireworks display. The spectacular light show was staged from multiple locations along the Foreshore, affording great views to all 5000 attendees.

There was a strong sense of festivity as crowds came together to acknowledge the success of the inaugural Shore Leave festival. People brought picnics or sampled fare from the food markets along the waterfront, enjoying live music from 5pm.

The 8pm fireworks display was a community highlight.

Attendees:
 **5000**
Approximately

Socials:
 **18,382**
Event reach
 **811**
Event responses



MARKETING OVERVIEW

FACEBOOK

1,700

SHORE LEAVE
PAGE LIKES

4,251

PAGE VIEWS
22 – 28 SEPTEMBER

26,122

ORGANIC REACH
22 – 28 SEPTEMBER

INSTAGRAM

1,905

SHORE LEAVE
FOLLOWERS

2,448

PAGE VIEWS
22 – 28 SEPTEMBER

3,240

ORGANIC REACH
22 – 28 SEPTEMBER

WEBSITE STATISTICS

6,494

TOTAL ENGAGED SESSIONS
22 – 28 SEPTEMBER

5,498

NEW USERS
22 – 28 SEPTEMBER

70%

MOBILE
1 MARCH – 28 SEPTEMBER

26%

DESKTOP
1 MARCH – 28 SEPTEMBER

4%

TABLET
1 MARCH – 28 SEPTEMBER

PREFERRED PLATFORM

Perth IS OK! PERTH IS OK PARTNERSHIP

EDM FEATURE

RECIPIENTS **21,748**

OPEN RATE **18.9%**

INSTAGRAM FEED POST

IMPRESSIONS **116,613**

LIKES **3,543**

REACH **89,154**

ENGAGEMENT **4,013**

INSTAGRAM STORY

IMPRESSIONS **16,378**

REACH **16,239**

SWIPE UP **162**

FACEBOOK POST

IMPRESSIONS **67,686**

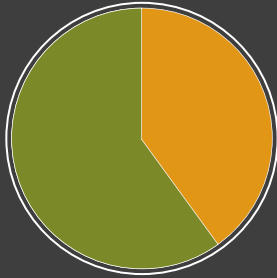
LIKES **975**

REACH **54,419**

ENGAGEMENT **3,269**

SHORE LEAVE SURVEY RESULTS

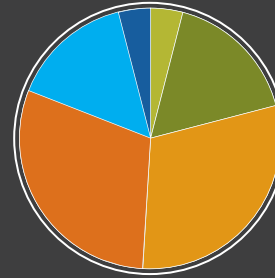
PEOPLE SURVEYED



40% PEOPLE SURVEYED FROM PERTH METRO AREA

60% PEOPLE SURVEYED FROM GERALDTON AND MIDWEST

VISITOR AGE



4% 18 – 24 YEARS

17% 25 – 34 YEARS

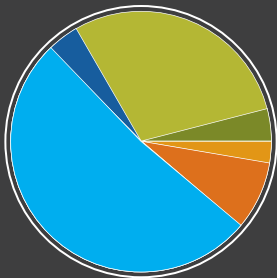
29% 35 – 44 YEARS

31% 45 – 54 YEARS

14% 55 – 64 YEARS

4% 65+ YEARS

MAIN REASON FOR VISITING GERALDTON



38% SHORE LEAVE

4% VISITING FRIENDS / FAMILY

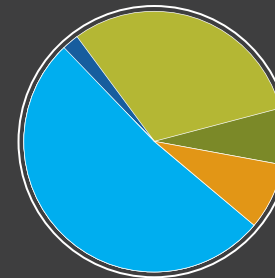
3% WORK TRIP

8% HOLIDAY

52% GERALDTON RESIDENT

4% OTHER

TRANSPORT OPTIONS



32% PERSONAL CAR

7% HIRE CAR

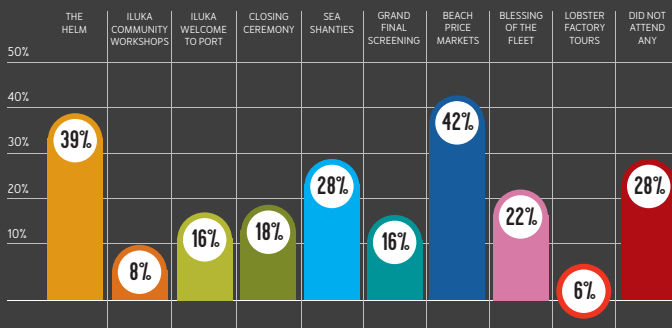
7% AIRCRAFT

0% COACH, TOUR OR CHARTER

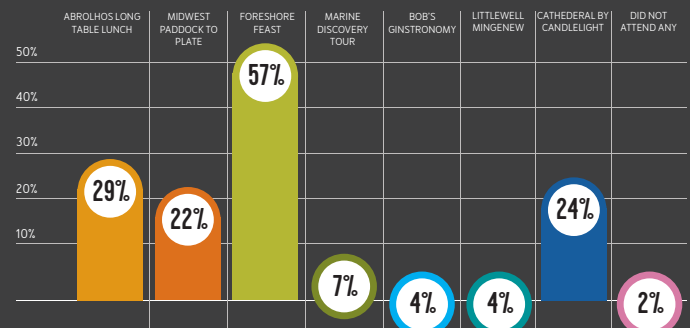
52% GERALDTON RESIDENT

2% OTHER

FREE EVENT ATTENDANCE



PAID EVENT ATTENDANCE



MEDIA COVERAGE

Shore Leave received excellent media coverage in its inaugural year.

It was represented in both local and state wide print and television, as well as digital channels.



58

PIECES OF
COVERAGE



319K

ESTIMATED
COVERAGE VIEWS



1

LINKS FROM
COVERAGE



62

AVERAGE
DOMAIN AUTHORITY



39K

CIRCULATION



55K

GWN TV AVERAGE
EVENING VIEWERSHIP

PARTNER ACTIVATION



WESTERN ROCK LOBSTER

Western Rock Lobster was welcomed as the inaugural Presenting Rights Partner for the Abrolhos Long Table Lunch. The partnership offered the ideal brand alignment with high profile premium content that was shared widely by all attendees and event partners. The Presenting Rights partnership delivered strong exposure for the product through pre-event paid promotion and quality collateral as well as strong professional vision and imagery on the event.

See vision from the Abrolhos event here:

<https://youtu.be/5ZghsJWzVHU>



PARTNER ACTIVATION



ATCO

The ATCO Kitchen provided the perfect backdrop for brand exposure and endorsement by respected personalities. The Beach Price Markets hosted the ATCO Kitchen. It was a free to attend event, promoting connection to community while aligning with profile chefs for increased exposure. The partnership provided the opportunity for the brand to engage with the public, showcasing its product with strong alignment and connection in the region.

See vision from the ATCO Kitchen here:
<https://youtu.be/DbndRWGOZLY>



PARTNER ACTIVATION



RIGTER'S SUPERMARKET GROUP

The Rigters IGA Stage at the Midwest Paddock to Plate provided the ideal brand alignment with regional produce and a premium event, communicating directly with customers. The partnership delivered connection with the community and Rigters customer base, offering instore activations and pre-event promotions as well as promotions on the day.

See vision from the Rigter's IGA stage at Midwest Paddock to Plate here:
https://youtu.be/7v5L_6p0nxs



MIDWEST PRODUCER SHOWCASE

Shore Leave was all about involving local businesses and showcasing producers from the Midwest.

We were pleased to work with the following Midwest suppliers:



ILLEGAL TENDER



RED LIME JONES + BLOCK 275



STABLE VIEWS



MIDWEST PRODUCER SHOWCASE

ABROLHOS OCTOPUS



abrolhos
octopus

BOOKARA DAIRY



MC BOATS



McBOATS



FOR FURTHER INFORMATION VISIT SHORELEAVEFESTIVAL.COM.AU