



29 September –
1 October 2023

2023 Event Prospectus

Albany International
Folk 'n' Shanty Festival

Document date: 24 February 2023



Introduction



Shanty singing is an international phenomenon. Tens of thousand attend large shanty events worldwide with the biggest events attracting over 100,000 attendees. The Albany International Folk and Shanty festival is the only maritime Folk and Shanty festival in Australia. It has already attracted an international following with groups and visitors from all over the world expressing interest in visiting and performing. The festival utilises multiple venues in the City, runs free events, a family/childrens event, a maritime themed talks program and a shanty hub in a marquee on the foreshore.



2023 Program

The 2023 program will include one of Europe's finest folk and shanty bands, El Pony Pisador (Spain). They will only perform in Western Australia. Other visiting acts include Australian folk legend Fred Smith presenting his Urban Sea Shanty project and the queer Shanty duo, The Salty Sirens. A charity raising "Tug O War" will feature various community groups. Talks engage local Noongar people and representatives from business, heritage and scientific community.



Image credit: Museum of Great Southern



New Initiatives

The most significant new addition to the festival is a "Shanty Hub". This comes in the form of a medium size marquee to be erected on the foreshore between Hazbeanz and the Hilton Garden Inn. In previous festivals, large numbers of attendees have filled venues to beyond capacity. The festival committee has therefore decided to create another venue. This will help reduce the impact of having packed venues but also gives us the opportunity to create a more diverse programming space (free family entertainment/feature concerts) and provide opportunities for local food and beverage operators.

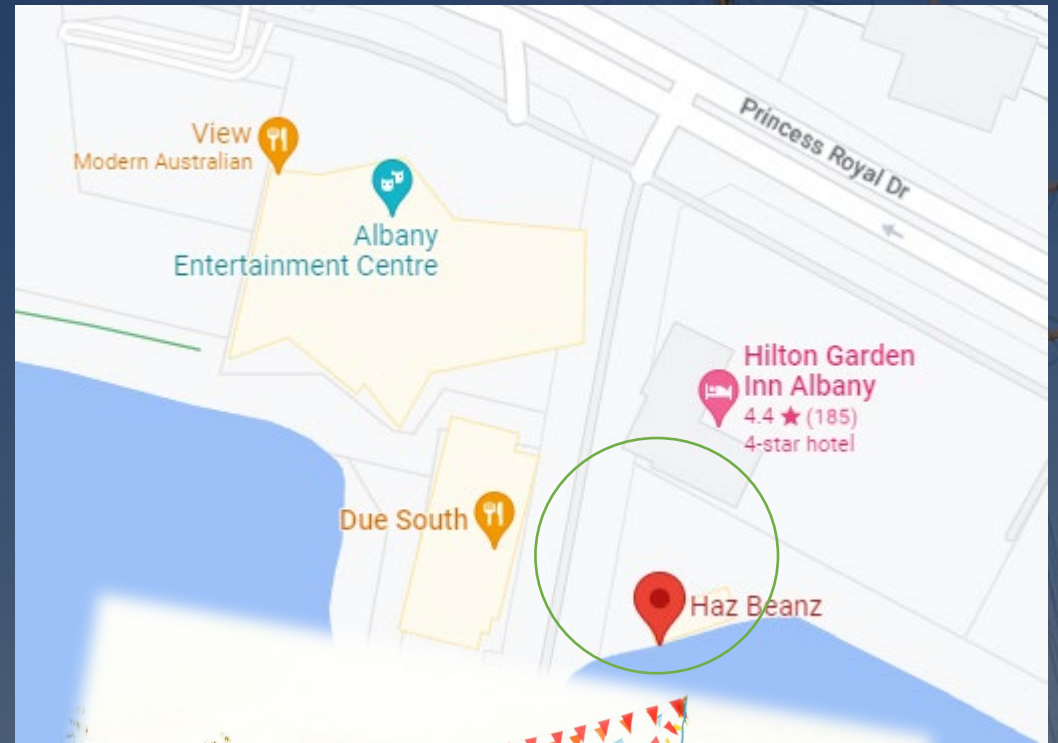


Image credit: Museum of Great Southern



Marketing & Publicity

- The AIFNSF Facebook page has an extensive and engaged following of 2.6k loyal fans and patrons of the festival.
- The AIFNSF committee introduced a Marketing and Communications role in 2022 to assist with ongoing media liaison, social media support, website support and email marketing.
- The 2022 festival attracted great media coverage including print articles in Albany Advertiser and Southerly Magazine, Farm Weekly magazine. Radio coverage on GoldMX and ABC Great Southern, and a feature on GWN7 (view here: <https://www.facebook.com/albanyfolkshantyfest/videos/550744933480486>)



SHANTY TUG OF WAR PULLS A CROWD

LIAM CROY

Spectators got more than they bargained for at the Albany Boatshed on Sunday when two of WA's best known shanty groups clashed in a tug of war for the ages.

Held on the final day of the 2022 Albany International Folk 'n' Shanty Festival, the inaugural shanty tug of war was contested by The Albany Shantymen and The Anchormen from Bunbury.

The Anchormen came disguised as news reporters from hit comedy Anchorman: The Legend of Ron Burgundy.

The Albany Shantymen, meanwhile, had accepted a challenge from their rivals to dress as barmaids from the late 1700s and 1800s.

As the tug of war got under way on a drizzly Albany day, it soon became evident the contest would be decided by endurance rather than a quick burst of strength.

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The Albany Shantymen, led by Gary Greenwald. Picture: Lillie Benson

POLICE REMEMBRANCE DAY P4-5 COUNCIL ELECTION P7

Albany RSL leader calls out 'unreasonable and unsustainable' system

ANZAC DAY FUNDS PLEA

STUART MCGUCKIN

There can be "no guarantees" about the standard of next year's Anzac Day services without extra funding from the City of Albany, Albany RSL service director Michael Tugwell says.

Mr Tugwell made an impassioned presentation at last week's council meeting, saying the current funding model, relying on six months of fundraising by the RSL, was "unreasonable and unsustainable".

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Marketing Strategy

- The 2023 Marketing Strategy for Albany International Folk 'n' Shanty Festival is guided by a vision to have a vibrant, full, festival that is valued by the local community and appealing to travellers.
- The plan is structured by three key objectives, Building Audiences, Brand Awareness and Maintaining Relevance.
- The measurable outcomes for this strategy are; increased participation in the festival, ticket sales and growth for local stakeholders and businesses.

- BUILDING AUDIENCES
- Encouraging younger audiences to the festival, developing a board market and loyal (returning) patrons
- BRAND AWARENESS
- Promoting the values of the festival, and cultural experiences to develop strong campaigns
- MAINTAINING RELEVANCE
- Ensuring the festival is relevant to the diversity and evolving needs of the community



SEPTEMBER 29TH - OCTOBER 1ST 2023