

FESTIVAL FLEURIEU



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FLEURIEU

19–27 APRIL
2025

STRATEGIC PLAN 2023–2025

Festival Fleurieu is a biennial festival held on the Fleurieu Peninsula, which encompasses the whole region from coast to hills and agricultural land to scenic landscapes.

The inaugural Festival was held in 2003 and for the first six Festivals was known as the Leafy Sea Dragon Festival. In its original format the Festival was environmentally-focused with a strong emphasis on local artists and community. A change of name to Festival Fleurieu and a change of focus to a broader palette of arts and cultural events were implemented for the 2013 Festival.

The Festival Fleurieu is an expression of life on the Fleurieu Peninsula. It gives local communities an opportunity to express the vibrancy and distinctiveness of the Fleurieu Peninsula. The Festival attracts visitors from greater Adelaide, from across South Australia, as well as from interstate. The Festival is a not-for-profit venture of the community.



VISION

TO CELEBRATE THE DIVERSE
CULTURES OF THE FLEURIEU
PENINSULA, ENRICHING THE
LIVES OF BOTH RESIDENTS
AND VISITORS.



MISSION

TO STAGE A BIENNIAL
FESTIVAL, CELEBRATING
ARTS, CULTURE AND
COMMUNITY, ON THE
FLEURIEU PENINSULA.



VALUES

We acknowledge the heritage of the Kurna, Narrandjerri and Ramindjeri lands and people of the Fleurieu Peninsula.

We walk with First Nations people in support of the Uluru Statement of the Heart and the implementation of a First Nations Voice to Parliament

We acknowledge and respect the contributions of successive generations that contribute to the shape of communities of the Fleurieu Peninsula.

We celebrate the beauty and integrity of the Fleurieu Peninsula's varied and unique environment.

We value the great diversity that characterises the region and the wider population.

We embed environmental sustainability across the Festival.

We value developing partnerships and collaborations.



STRATEGIC OBJECTIVES

1: A FESTIVAL PROGRAM THAT IS ENGAGING AND VIBRANT

Maintain a high-quality program of relevance to the community of the Fleurieu Peninsula.

Originality, innovation and the pursuit of excellence characterises all events.

2: DEMONSTRATED, SOUND AND SUSTAINABLE GOVERNANCE

Strong financial management and resilience.

Development of robust and diverse revenue streams to ensure ongoing sustainability.

An effective, engaged and accountable Board.

3: ENGAGEMENT WITH KEY STAKEHOLDERS AT ALL LEVELS

Community collaboration informs program planning.

Working with key regional organisations and community groups.

Ensuring that funders and sponsors derive value.

4: INNOVATIVE MARKETING AND COMMUNICATION

Raise the profile of Festival Fleurieu and develop brand recognition.

Implement appropriate marketing, promotion and media strategies.

FESTIVAL FLEURIEU ASSOCIATION INC.

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