

UNE-ISA REPORT FOR THE 2004 INTERNATIONAL WEEK (9th – 15th August)

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Message from the ISA President

On behalf of the UNE-ISA representatives, I would like to thank everyone who took time to plan, organise and present the just concluded UNE-ISA 2004 International Week. The enormous voluntary time, the interpersonal as well as teamwork spirit that each member of the international week committee and the participants from a range of countries culminated to one of the most successful week-long festivals of culture that UNE has had in the recent past. As I stated at the start of the International Week, our aims for organising the events were simply to share, to recreate a multi-cultural/national awareness and more importantly to give back something in return to the support we continue to receive from UNE and the Armidale community members. On the same note, I would like to thank everyone who took timeout to attend our events; your interests in our activities overwhelmed us.

To our guest speakers – Prof. Ingrid Moses (Vice Chancellor), Prof. Peter Flood (Pro VC - Research), Clr. Brian Chetwynd (Armidale City Mayor), Mr Richard Torbay (Member for Northern tablelands), Prof. Robin Pollard (Pro VC – International) and Mr John de Boer (Outgoing AIA President), the UNE-ISA executives sincerely thank you for accepting our invitation and for your consistent support for the UNE-ISA activities.

I would also like to acknowledge the valuable commitment of our main sponsor the University through the International Office. This year, the International Week also received significant support (monetary, in kind or otherwise) from the UNE Union, UNESA, Medibank Private, Rosemerin Florist and Woolworths and Coles Supermarkets. Your support enriched the success of our events and we hope you will continue to sponsor more of our activities. Finally, a word of appreciation too goes to the local newspaper editors (the Armidale Express, the Independent and the Intune), Northern Daily Leader, Armidale Dumaresq News, as well as the Sydney Morning Herald (Sat 14th August) for willingly covering our 2004 International Week's events.

From us – the overseas students here in Armidale, we seek, as we pursue our academic obligations, to contribute to the unique multicultural diversity that makes the city of Armidale thrive.

Kiprono Lang'at, August 2004
President, ISA

1. Cultural Exhibition: Monday 9th August 2004

Starting time: 10am

Pre set up day/time: 8th Sunday 3 ~ 5 pm

Set up time: 5 am ~

Ending time: 4 pm

Venue: Bistro UNE Union (provided in kind by the UNE Union)

Guest of Honour: Prof. Peter Flood

Invited guests: VC, PVC (academic), PVC (international), IO, UNESA, UNEPA, UNE UNION, Armidale community, all students and the university staff.

Apologies: VC, Prof. Ingrid Moses, MP, Richard Torbay

Present: PVCA, AIA, IO, UNESA, media (local & Sydney Morning Herald, Armidale Express)

General Comments

There were a total 14 associations participating, and this was a great number compared to the previous year where we had only 8 countries participating. The day before this event, we requested Union to open Bistro for setting up our stalls and also hanging flags. Each country association/stall was subsidised to maximum \$50 for their preparation, and provided lunch. Big thanks to ISA members who participated and to the Union Staff for making the cultural Expo successful.

Welfare and Social Secretary duties included:

- buying stationaries (i.e. thumb tacks, blue tacks, sticky tapes, masking tapes, and etc)
- requesting our needs (mostly facility) to UNE Union Staff, i.e. Michael and Di.
- requesting flags from Trin (AIA) and Ruth (Wright Village).
- Asking two Thai student to prepare ribbon for the opening ceremony
- Publishing/Advertising our events (Brochure)

Treasurer's role was to:

- invite the guest of honour and to take the guests a round following official opening ceremony.
- invite other guests
- consult financial issue

Education Officer's role was to:

- invite all school in Armidale
- put our posters on around town and campus

President's role

- opens the event with a speech, and then walk with Guest of Honour around to each and every stall directly after the opening.
- advertises entire event to radios, newspapers.
- put our posters on around town and campus

Problems

Financial:

- We made clear statement to the exhibitors that ISA would subsidised each stall for/up to \$50, but some stalls were over budged. This needs more attention more next time.

Preparation:

- The day before event we made appointment with Union stuffs to open the Bistro and prepare stall, but due to what we later understood to be a Union's internal miscommunication they opened the venue 1 hour late.

Invitation:

- Although we did a excellent job to invite local schools this year, few students turned up.

Recommendations for improvements

- early year we had better make a plan of this event, like when and where.
- small brochures are economically efficient to send everyone rather than make big posters.
- It is better to advertise in advance. Late entry means high cost and perhaps stale publication.
- make short event (snap short of the cultural concert) in front of Union Café to make people attention, to invite them to our event, because this year we found that outside of Bistro a lot of people sat around courtyard, but they seemed unaware of our event. So probably it is better idea to do it or someone to go out and invite them.

2. International Food Fair: Tuesday, 10th August 2004

Set up time:	4.30 pm
Starting time:	7.00 pm
Ending time:	10.30 pm
Guest of Honour:	Clr. Brian Chetwynd (Armidale City Mayor)
Invited guests:	VC, PVICI, AIA, IO, UNE UNION
Venue:	The Bistro, UNE

General Comments

Jane and Michael were responsible for this event. The Bistro was chosen as a venue because of the limitation of the budget received from the university and the kindly support from the UNE-union in offering the low rental cost. Moreover, it could also hold a large a number of people.

All country associations gave a wonderful corporation in providing variety and bundle of fantastic foods. They informed and provided their budget to the treasurer in order to get

advance payment for cooking. Receipts of all expenses incurred were added to all claims submitted to ISA. Costs of electricity and gas were also reimbursed. Free tickets were provided to country associations participating in cooking for the event. The number of the free tickets granted to each country association varied from 1 to 4 depending on the amount of food supplied.

Tickets were available at various outlets and they were sold out. Transport was provided for delivering food and guest who would like to attend the food fair to the Bistro. We had a full house.

This year we got a kindly support from our new alliances; UNE-union and UNESA. The event was indeed a success. However, some problems were raised.

Problems

- It took very long time to let all people get the food.
- People were getting bored while they were waiting for their turn to get food.
- The tickets were not enough. Many people tried to get them on the last date.
- The income from tickets sold could not cover the cost of the event.

Recommendations for Improvement

- Increase the line to access the food
- Separate the food stall of different country association into different area
- Organise some performance while some people are waiting for their turn to get the food
- Encourage people to buy the ticket in advance
- Increase the ticket price for adult to cover cost

3. Film Night: Thursday, 12th August 2004

Set up time:	4.30 pm
Starting time:	5.00 pm
Ending time:	11.00 pm
Venue:	Biological Science building, UNE

General Comments

Jane and Gorawat were in charged of this event. There was a kindly support from the Biological Science Faculty in providing the place for free of charge. Three movies were shown in the night; Hero (Chinese), The Colour of Paradise (Iranian), and Life is Beautiful (Italian). Light refreshment was provided during the break between each movie. Gold coin donation was encouraged.

Problem

- It was 30 minutes late due to the technical problem. The computer and sound system in the building could not operate the first movie. The computer from ISA office was set up to run the movie instead.

Recommendation for Improvement

- The movie selected to show should be tested with technical system in the building to make sure that it can be operate under that specific system before a show time.

4. Multicultural Concert: Friday, 13th August 2004

Starting time: 7.00pm

Set up time: 6pm

Ending time: 9.30pm

Rehearsal time: From 2pm (13th of August)

Guest of Honour: Ingrid Moses, Vice Chancellor

Master of Ceremony: Ann Leong and Kiprono Lang'at

Invited guests: VC, PVCI, Mr Richard Torbay (MP), AIA, IO, UNESA, UNEPA, UNE UNION, all Armidale schools, media, and Head of Colleges

Apologies: nil

Present: VC, Mr Richard Torbay (MP), PVCI, AIA, IO, and UNESA

Venue: UNE Lazeby Hall

General Comments

There were no ticket sales as this was just organised for a gold coin donation. A total of 17 performances were envisaged and there were between 500-600 guests. The MCs declared the programme closed at the end of the evening. As discussed in the previous council meeting each of the group's performing were asked to submit their budgets for the things they will need for the concert. Thus, some of the performers presented their budgets and were given some money to buy things they needed. Due to the tireless efforts of all those involved with the organisation of the event, the performances were on time and the programme also ended on time.

Rosemond, Carina, and Gemini were tasked to coordinate this program. Their duties included the following:

- Ensure that the performance will be 2 1/2 hours from 7.00 pm – 9.30 pm.
- Ask people from various country associations to express their interest in performing.
- Organise a combined rehearsal before the program.
- In conjunction with the social and welfare officer organise venues for practicing. The following places were therefore made available:
 - The creative arts cottage
 - Magwick hall

- The social secretary was asked to make the keys available for these places.
- Refreshment will be available during the break.
- Provide someone to operate the curtains
- Operate the sound and light system
- The social and welfare officer's duty was to print the final programme and brochure for the concert

Problems

- Since members of the committee were busy coordinating activities there was no one at the door to ensure that at least every guest donated something

Recommendations for improvement

- Need to make it a paying event. Tickets could be sold for \$2 for adults and \$5 for a family to recover some of the cost.

5. Socio-cultural Awareness Event: Sunday, 15th August 2004

Starting time: 7.00pm

Set up time: 1.00pm

Ending time: 4.00pm

Guest of Honour: John de Boer (AIA President)

Venue: Wright Village

- The aim being to bring international students together, this event was organised as part of the international week festivity.
- A number of members turned up for the event.
- It was also a day to appreciate the work of the International Week Sub-committee and the volunteers (the ISA executive Committee presented certificates of appreciation to them).
- Tokens of appreciations (donated by the UNE Union, a bottle shop in town, T-shirts from ISA) too were distributed to the participants.
- Judy Redman, Alan Jones and Priscilla Connor all members of the AIA were singled out and applauded for their continuous support of ISA especially at the ISA Council and during the UNE-ISA's constitutional review.
- The BBQ went well

Problem

- Of all other international week events, socio-cultural awareness event did not receive much publicity

Recommendation

- This event is important and need more attention. Perhaps this event can be organise more regularly since is an opportunity for students to get to know who is who (among overseas students and the local community. It also provides a good avenue for members to raise their cultural awareness.

International Week 2004 Financial Report

The Total cost of the Week: \$6761.49

Sources of Funding:

International Office: \$5221.49
UNE Union: \$805.00
UNESA: \$355.00
Medibank Private: \$250.00
Woolworth: \$100.00 (in the form of voucher)
Coles: \$30.00 (in the form of voucher)

In addition to above figure, the savings of costs have been paid thanks to generous in-kind support of UNE Union for free hire of Bistro and equipment (Food fair and Expo) and Rosemerin Florist for providing flowers to decorate stage at the Concert .

Recommendation: Source different opportunities of funding from businesses in Armidale. Our first experience of getting Medibank Private, Woolworth, Coles and Rosemerin Florist on-board shown that there is opportunities there.

1. Cultural Expo

Budgeted: \$2000

Budget figure is based on the previous year's reports. Those reports might lack accuracy, but there were no other benchmarks available at that time.

Actually spent: \$483.93

2. International Food Fair

Budgeted spending: \$5500

Budgeted revenue from the tickets: \$1500

Budget figure is based on the previous year's reports.

Actually spent: \$4126.34

Actual revenues from the tickets: \$2144

Tickets sold: 253
Free tickets and invitations: 60
Total: 313

Price of tickets charged:
Adult: \$12
Student: \$8
Child: \$6
Family: \$30

Price per person, excluding free tickets and invitations: \$16.31

Pricing and ticketing:

The tickets tend to be unsold until last day before the event. All types of tickets are priced below the cost-recovery level.

Recommendations: There is good demand to attend the Food Fair.

We believe with appropriate advertising, there is an opportunity and logical necessity to raise gradually the price level for adult ticket till the cost-recovery level. Furthermore, there was confusion by ticket distributors regarding the price schedule (too many).

The following price schedule may be suggested for the next year:

Adult: \$15
Child/Student: \$10
Family: \$35

If the event still successful, further rise might be suggested.

We suggest continuing the practice of issuing free tickets to the associations based on the quantity of food cooked.

As most people are not aware, we recommend publicising that the tickets are subsidised by the ISA.

3. Multicultural Concert.

Budgeted spending: \$1000
Budgeted revenue from the tickets: Unplanned

Budget figure is based on the previous year's reports.

Actually spent: \$1256.51
Revenues (gold coin donations): \$272.35
Approximate turn up level: 500 people

The entry was on gold coin donation basis.

The price of Lazenby is pretty standard and does not seem many alternatives to this expensive venue.

Refreshments were provided. Sponsorship for that was arranged from Medibank Private.

4. Film Night.

Budgeted spending: \$0

Budgeted revenue from the donations: Unplanned

Actually spent: \$51.34

Revenues (donations): \$35.35

The actual spending may be underestimated as some of the refreshments were used from left-outs from previous events.

Recommendations: None

5. Social awareness/BBQ.

Budgeted spending: \$0

Actually spent: \$433.90

Recommendations: do not overestimate the number of participants.

6. General administration and advertising.

Recommendations: Establish a new administration expense article for the International Week. It will help to better estimate cost of the event.