

# Queensland African Migrant Services (QAMS)

## Queensland African Multicultural Creative Arts Festival 2017 Report

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**QAMCAF 2017**

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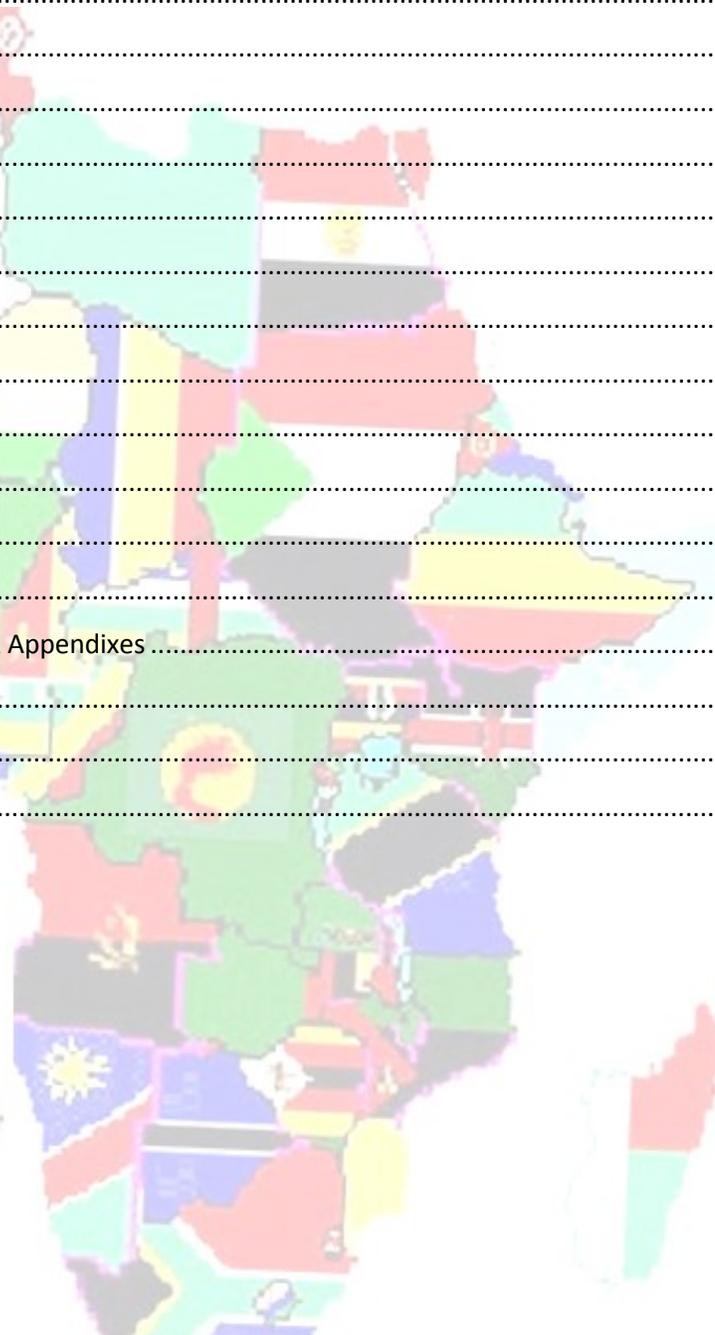
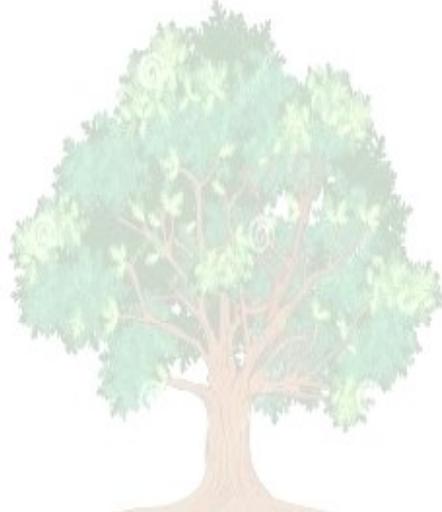
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### I. Acronym

|        |   |
|--------|---|
| ARCSI  | Acacia Ridge Community Support Services Incorporated    |
| BCC    | Brisbane City Council                                   |
| BEMAC  | Brisbane Multicultural Centre                           |
| CAC    | Culturally Appropriate City                             |
| CBOs   | Community-Based Organisations                           |
| CBN    | Client-Based Network                                    |
| FoC    | Free of Charge  |
| GST    | Goods & Service Tax                                     |
| FRM    | Festival Road Map                                       |
| FRS    | Festival Run Sheet                                      |
| KIPs   | Key Progress Indicators                                 |
| MAP    | Marketing Advertising Promoting                         |
| QAMCAF | Queensland African Multicultural Creative Arts Festival |
| QMC    | Queensland Multicultural Centre                         |
| REAMEP | Re-Engineering African Migrant Education Pathways       |
| QAMS   | Queensland African Migrant Services                     |
| TFR    | Total Festival Revenue                                  |
| VIPs   | Very Important Persons                                  |



## II. Acknowledgement

It is my pleasure to acknowledge Brisbane City Council (BCC) for proudly supporting the Queensland African Multicultural Creative Arts Festival 2017 (QAMCAF). QAMCAF 2017 did not only bring together our community, but it also provided us with enormous insight and resources that are at our disposal as African migrants and refugees in Queensland. Therefore, it is our hope and aspiration that BCC will endeavour to support QAMCAF 2018. We are also grateful to Annerley Woolworths Supermarket for its "Gift Card" contribution which enabled us to handle some of our catering costs.

We also want to seize this opportunity to recognise BEMAC for allowing us to use the Queensland Multicultural Centre (QMC) and we also appreciate the fees charged for Non-For-Profit organisations. Our special acknowledgement goes to Simon Mula and Christina Hwong for their unflinching support during approximately four months of planning QAMCAF 2017.

To our traditional Partners: Brighter Future Collective, Liberia Strategic Agency for Investment and Development (LISAID Pty Ltd), Triple AAA Consulting, Acacia Ridge Community Support Services Incorporated (ARCSI), Queensland African Communities Council (QACC) and Foodbank Queensland for their continuous support. Meanwhile, your institutional support – financial, moral or in kind for QAMCAF 2017 indeed helped us to achieve a meaningful success.

However, it is also important to recognize the following African businesses for their support: Avinotab, Juranda Hair & Beauty Salon, Dashable Jewellery, Sheger Bakery and Grocery, Faimajo's African Boutique, African Market, Sahari Hair, Bisbishe Beauty and Grocery, Ethiopian Products, Razan Music, Nauma Universal Cosmetic Shop, Dashbishil, Xharago, Selmavit, Maywand Grocery, Upendo Family Store International, Sao Dana Barbing and Braiding, Yeshi Bundi, Sheriff Grocery Shop, Made-In-Africa Ethiopian Restaurant and Muooz Restaurant and Catering. The managers of the above businesses shared their busy schedules with our media team to conduct interviews and video recordings for our Marketing, Advertising, and Promotion (MAP) Project.

Notwithstanding, I am delighted to appreciate our service providers: Mu'ooz Eritrean & African Restaurant for catering for the dinner; A2A Talk Show, we are forever grateful for your selfless contribution during the recordings and interviews of African business managers in Annerley, Inala, and Moorooka. We also want to thank Irene Drawman Photography for considering our request to photograph and videotape QAMCAF 2017. Words are inadequate to express how grateful we are for your services and contributions during the planning and implementation of QAMCAF 2017. Therefore, it is our hope and desire to call upon you in 2018 when such opportunity presents itself.

On behalf of the Management Committee of QAMS, I am honoured to thank you all for your time, efforts and contributions towards the successful implementation of QAMCAF 2017.



*Simon Sebastian Korman*  
Executive Director, QAMS

### III. Appreciation

On behalf of the Board of Advisors of Queensland African Migrant Services (QAMS), I am highly honoured to extend thanks and appreciation to Brisbane City Council (BCC), Management and staff of Brisbane Multicultural Centre (BEMAC), Community-Based Organisations (CBOs) and business institutions for their meaningful contributions which made QAMCAF 2017 a success. Additionally, the Board recognises and appreciates BEMAC's offer to use its facility to stage QAMCAF 2017. We also want to sincerely thank BEMAC for providing the ways and means to keep our respective African cultures and traditions alive.

To Mr Simeon Sebastian Kormon, Executive Director of QAMS and Organizing Chairman of QAMCAF 2017, the entire Organizing Committee, volunteers, well-wishers and supporters of QAMS; on behalf of the Board of Advisors, I would like to extend its gratitude and appreciation for successfully executing QAMCAF 2017.

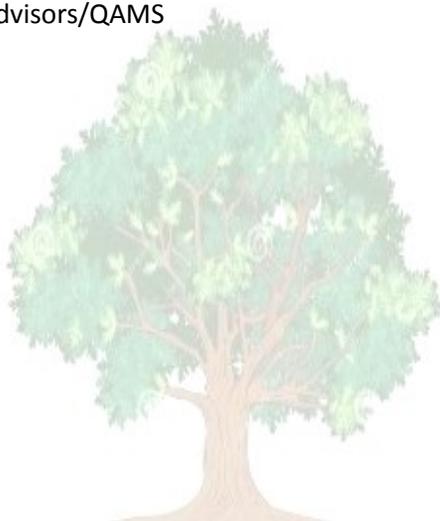
To our dynamic and enthusiastic Partners, QAMS' Board of Advisors is proud of your unflinching support and encouragements during the period under review. Your institutional contributions since the establishment of QAMS and subsequent involvement in the planning and implementation of QAMCAF 2017 significantly helped the program to achieve its objectives. We say a big thank you!

Finally, to the Executive Committee of QAMS, my fellow board members; I am pleased to acknowledge your time, efforts and financial contributions towards our institution. I hope that we will continue to work cohesively together to promote our cultures, advance socio-economic developments that will enable us to engage the broader Australian community constructively to attract the needed benefits for migrants and refugees that are settling in Queensland.

*Alexander Clarke*

CHAIRMAN

Board of Advisors/QAMS



### IV. Executive Summary

QAMCAF 2017 Report has six Sections: **Section One** contains information about planning, organising, and implementing activities of the Queensland African Multicultural Creative Arts Festival 2017 (QAMCAF 2017). **Section Two** outlines QAMS’ business models: Marketing, Advertising and Promoting (MAP) which are aimed at African migrant and refugee businesses in Queensland. **Section Three** provides information about QAMS’ Projects which are but not limited to the following: Queensland African Multicultural Festival, Community Library/NAPLAN Project, Brisbane African Christmas Festival, Brisbane EID Mubarak Festival, QAMS’ Relief Services, REAMEP, Vacation, and Excursion. **Section Four** briefly discuss contradictions: Intellectualism Vs Mediocrity and Migrants Vs Refugees. **Section Five** provides information on the financial costs for the successful implementation of QAMCAF 2017 as well as Income and **Section Six** includes: Conclusion, Recommendations, Acquittal, and Appendixes.

This report highlights QAMS’ primary aims: 1) to bridge Numeracy and Literacy gaps among African migrant and refugee students in Southern Brisbane and 2) to Market, Advertise and Promote (MAP) African migrant and refugee businesses in Queensland. Therefore, for QAMS to generate financial resources to achieve its objectives; she has to continually organise programs, functions, ceremonies, activities, and festivals that will attract residents of Brisbane together.

Also, this report focuses on the needs of our community, migrants, and refugees who have not had the opportunity to celebrate their cultures, traditions and customs as a result of prolonged conflicts before arriving in Australia. Therefore, it is about time that we start to make our cultural contribution to the first generation of African migrant and refugees in Australia. QAMS believes that our cultural contributions should not be left to the next generation as a result of contemporary challenges and obstacles of everyday life. Because no society is 100% fulfilled. Moreover, will always be room to accommodate emerging cultures, customs, and traditions. And since migration is a process of nation-building, no time is better than now for African migrants, refugees, and businesses to begin making their contributions.

This report does not provide a success story of QAMCAF 2017; it also discloses few inherent contradictions that have always posed some fundamental challenges to African migrants and refugees integration and development.

As a common tradition at QAMS, we provide 100% financial information to our funding institutions, donors, members, board and interested stakeholders. Therefore, QAMCAF 2017 Expense and Income table are submitted below.

| Projected Revenue   | Sales           | Account Receivable | Total Expenses  | Profit/Loss   |
|---|-----------------|--------------------|-----------------|---------------|
| <b>7,385.00</b>   | <b>1,500.00</b> | <b>5,885.00*</b>   | <b>6,922.75</b> | <b>462.25</b> |
| <i>* Collection of Account Receivable is ongoing via direct bank transfer from attendants</i>   |                 |                    |                 |               |
| <i>BCC Funding + Actual Festival Revue = Total Festival Revenue   Total Festival Revenue (TFR) = 462.25 + 5,000.00   BCC funding is considered as a revenue on our book because this amount is non-refundable   Therefore <b>TFR = 5,462.25</b></i> |                 |                    |                 |               |

To conclude, the Queensland African Multicultural Creative Arts Festival 2017 (QAMCAF 2017) was successful because it brought together residents of Brisbane in a spectacular way that left impressions on the minds of its audience. The program also made Brisbane a Culturally Appropriate City (CAC) for tourists, migrants, and refugees as well as domestic travellers.

### V. Photo Gallery

For this report, few photos have been included on this page. However, due to privacy reason, the majority of the pictures and videos will be uploaded on our website at [www.qams.org.au](http://www.qams.org.au) at the appropriate time after consultations with those involved.



## Section One

### 1.0 Introduction

#### 1.1 Multicultural Festival 2017

This report is divided into Six Sections. **Section One** contains information about planning, organising, and directing activities of the Queensland African Multicultural Creative Arts Festival 2017 (QAMCAF 2017). **Section Two highlights** Queensland African Migrant Services (QAMS) business models: Marketing, Advertising and Promoting (MAP) which are aimed at African migrant businesses in Queensland. **Section Three** provides information about QAMS' Projects. **Section Four** briefly looked at some contradictions within African migrant and refugee communities. **Section Five** provides information on the financial costs to successfully implement QAMCAF 2017 as well as Income and **Section Six** includes: Conclusion, Recommendations, Acquittal and Appendixes.

#### 1.2 Methodology: Internal & External

To achieve a successful QAMCAF 2017, the festival organising committee was able to create a Festival Road Map (FRM). The FRM is a comprehensive dossier that produced a Festival Run Sheet (FRS). The FRS highlights activities of African migrant and refugee businesses, the Queensland African Multicultural Creative Arts Festival which involves showcasing African food, dances, music, costumes, Braids, Arts and Crafts, dinner to the residents of Brisbane. The below table presents QAMCAF 2017 methodology – both internal and external:

#### No. Internal Methodology

- |   |  |
|---|--|
| 1 | Wrote the Festival Road Map (FRM) and delegated functions and responsibilities to staff and volunteers |
| 2 | Designed Festival Promotional Materials (FPM) 30 days in advance to 29 April 2017                      |
| 3 | Printed all FPMs 21 days to festival's date  |
| 4 | Marketed the QAMCAF 2017 for 21 days and sent tickets to guests in Brisbane                            |
| 5 | Identified Community-Based Organisation (CBO) leaders and sent tickets to them- 3 weeks in advance     |
| 6 | Projected QAMCAF 2017 revenue and costs  |
| 7 | Adjusted QAMCAF 2017 revenue after feedback from guests and stakeholders                               |
| 8 | Updated staff via text messages, phone calls, Facebook Messenger, Emails and regular called-meetings   |

#### No. External Methodology

- |   |  |
|---|--|
| 1 | Recruited of mainstream Australians to promote multiculturalism in Queensland                  |
| 2 | Networked QAMS with stakeholders in Queensland State Government to sell dinner tickets         |
| 3 | Contacted related organisations within the multicultural industries to assist with QAMCAF 2017 |
| 4 | Connected with CBOs and its staff for the establishment of Partnerships                        |
| 5 | Connected QAMCAF 2017 with businesses to provide information about the festival                |

- 6 Conducted interviews and video recordings of African migrant and refugee businesses for ads contracts
- 7 Identified an appropriate caterer to obtain public approval for the dinner
- 8 Approves the following Contracts: renting of a hall, hiring of artists, caterer, photographers and video recorder. And hired an armature journalist to interview and videotape African migrant & refugee shops.
- 9 Conducted regular consultative meetings with stakeholders: BEMAC, Artists, Caterer, businesses managers
- 10 Hired a photographer to photograph and record the entire festival for documentary purposes
- 11 Made follow up on all major stakeholders of the festival within every 48 hours to ensure consistency
- 12 Identified contingency plans for all stakeholders of the festival as a backup plan
- 13 Identified QAMCAF 2017 targeted audience to market, advertise and promote the festival
- 14 Drafted a "Cancellation Plan" in case of severe weather or other emergency situations beyond control

## 1.2 Findings

Planning a festival for a short period, approximately four months (from 28 January to 28 April 2017) does not involve only people, businesses, organisations, volunteers and stakeholders coming together to celebrate the day's event, but also include some challenging findings that need serious attention relating to the festival as well.

Therefore, QAMCAF 2017 Organising Committee was keen to have documented every aspect of the festival from the beginning to its logical conclusion. Although there may be some oversights for some issues to be left out, the following table below presents some of the most important aspects that took our attention:

### No. Findings

- 1 Managers of businesses are not aware of potential marketing, advertising and promotion opportunities that are available for companies during QAMCAF 2017
- 2 CBOs lack assigned institutions that will enable them to attract resources for the general good of their communities for them to functional and proactive to settle and integrate amicably
- 3 Deep-seated conflicts experienced overseas are easily imported in Australia, and therefore it is impeding community cohesion within African migrant communities.
- 4 African refugees feel that they are more Australian than African migrants. Whereas African migrants think that they are more educated than African refugees
- 5 In most instances, African migrants come with vast experiences and education and are prepared to contribute upon arrival in Australia. On the contrary, in most cases, African refugees come with anger, stress, and traumas as a consequent of prolonged conflicts from refugees' camps. They have to be re-trained, resettled, rehabilitated and reintegrated into healthy life for a protracted period before being capable of contributing holistically to the mainstream Australian society
- 6 Depending on the level of experiences, education and skills a migrant or a refugee has, some

- 7 refugees or migrants are considered as "clients" and "Partners" within the mainstream Australian community
- 7 "Community Deficits" are common to both migrants and refugees, but Community Deficit can be easily identified among African-Australians with a refugee trajectory than African-Australian with a migrant path in Australia
- 8 Due to the lack of marketing, advertising and promotional methodologies for African migrant and refugee businesses in Queensland, 2/3 of African migrant or refugee business managers are not reaching their target sales to enable them to cover overhead costs
- 9 Some African business managers have to work in other industries to cover the costs of their businesses and to contribute to their living expenses.

**1.3 Limitations**

In documenting our findings during the QAMCAF 2017, we experienced some barriers that hindered the progress of planning, organising, and implementation of the festival. However, our resilience to have the festival implemented enabled us to overcome some of the hindrances. The below is a table that shows some of the unresolved challenges during the planning and execution of the program.

**No. Limitations**

- 1 The lack of permanent volunteers to complete urgent tasks during QAMCAF 2017
- 2 Limited material and financial resources to adequately achieve QAMCAF 2017 deliverables
- 3 Time constraints were associated with available some volunteers and staff due to paid work commitments
- 4 Limited capacity of volunteers to meet targeted results and signed duties
- 5 Unable to reach out to volunteers or staff within the community due to work-related schedules
- 6 Partners, beneficiaries, and clients were not located in the same suburb that the festival was held. Therefore, there were delays, postponement or cancellation of few meetings.
- 7 The lack of social capital among the businesses to enable them to attend QAMCAF 2017 that will allow them to Market, Advertise and Promote their companies in Queensland
- 8 Limited time to hold consultative meetings with all stakeholders at one location

**1.4 Objectives**

Staging a festival is more than dancing, eating, having fun with friends and relatives as well as the broader Brisbane community. Therefore, QAMS has developed a culture of having a clear objective for any activities or ceremonies before committing its resources and staff to them. Given the aforementioned, QAMCAF 2017 has identified the following goals:

## No. Objectives of QAMCAF 2017

- 1 To support the Government of Queensland multicultural efforts that will make Brisbane City a culturally inclusive community for tourists, Africans, and other nationalities
- 2 To market, advertise and promote African businesses so that they can reach their full potentials and enable business owners to expand and create employment opportunities
- 3 To raise funds for QAMS' suspended Community Library/NAPLAN Project which aimed at bridging numeracy and literacy gaps among Mainstream Australian and African migrant/refugee students in Southern Brisbane

### 1.5 Window of Opportunities

No matter how difficult a situation might seem to be for the first time, there is always a Window of Opportunity (WoF) for future collaborations and engagements that stakeholders can lean on. Therefore, challenges encountered during QAMCAF 2017 are considered learning curves because this was the first time that QAMS has to reach out and also worked with all of the organisations that performed various roles during the implementation of QAMCAF 2017.

Therefore, QAMS' staff and volunteers will exhaust all efforts to engage and to create a Partnership with these organisations. The Organising Committee of QAMCAF 2017 can't afford to let go the vast opportunities that have been created by African entrepreneurs. Additionally, it will be unrealistic for QAMS' Management to assume that dealing with other organisations, business managers, residents of Brisbane for the first time will be an easy journey. Notwithstanding, the management and staff of QAMS will make tremendous efforts to bring the below-listed opportunities to its logical conclusion to benefit all stakeholders for the greater good of our community.

### No. Window of Opportunities

- 1 There are likelihoods to develop Partnerships with service providers, organisations, Community-Based Organisations and businesses that Sectionicipated in QAMCAF 2017
- 2 QAMCAF 2017 Organising Committee has the opportunity to collaborate with organisations to jointly planned, organised, and implement QAMCAF 2018 for the general good of the residents of Brisbane.
- 3 QAMCAF 2017 Organising Committee can keep the cultures of African communities alive and to showcase them to the broader Australian community that will make Queensland an inclusive and a culturally appropriate state for tourists to visit and for residents to settle in upon arriving in Australia.
- 4 QAMCAF 2017 Organising Committee has provided a corridor for QAMS to establish a working relationship with Brisbane City Council (BCC) that would enable BCC to have more insights on what is happening within various communities instead of relying on information from its traditional sources.
- 5 Participating organisations, businesses and CBOs can jointly apply for funding to implement multiple QAMCAF 2018 festival in Queensland.

### 1.6 Outcomes and Key Progress Indicators

It will be unrealistic for the Management of QAMS to assume that QAMCAF 2017 will be 100% successful or achieve all its Outcomes during its first launching on 29 April 2017 at a location/venue that is not known to many Africans in Southern Brisbane.

Although QAMCAF 2017 did achieve a 100% anticipated Outcomes, we are pride for implementing a festival by our target goals. Notwithstanding, QAMCAF 2017 completed 87% of Objectives as a result of identifying the following Outcomes and Key Progress Indicators (KPIs).

### No. Outcomes and Key Progress Indicators (KPIs)

- |   |   |
|---|---|
| 1 | QAMCAF 2017 created working relationships with BEMAC, Mu'ooz Restaurant, A2A African Talk Show and Irene Drawman Photography  |
| 2 | QAMCAF 2017 has established a network with twenty African businesses in Moorooka, Inala, and Annerley respectively that will lead to Partnerships in the future   |
| 3 | QAMCAF 2017 interviewed 20 African business managers and 20 video recordings of their stores to market, advertise and promote (MAP) their goods and services to the broader Australian and African residents in Queensland  |
| 4 | QAMCAF 2017 was able to bring the residents of various African communities, mainstream Australians, and business managers together during QAMCAF 2017 on 29 April 2017 at Queensland Multicultural Centre (QMC), Kangaroo Point to celebrate diversities, share stories and journeys and to promote Queensland as a genuinely Multicultural State |
| 5 | QAMCAF 2017 was able to showcase Queensland Multicultural Centre (QMC) to many Africans who did not know that the facility exists in Brisbane   |

## 2.0 Multicultural Creative Arts Festival 2017

For some Australians and other nationalities that have little or no knowledge about the African continent, Africa is a country. But for those who have had experiences on the continent, come across the Africa Continent in print or electronic media, Africa is more than a continent if it is compared to North or South Americas. Therefore, QAMS has seized these opportunities to bring to the public arena through the Queensland Multicultural Creative Arts Festival 2017 to showcase the many cultures, customs, and traditions of the African continent. However, what is essential is for Federal and State Government of Australia for them to begin the process of showcasing the other side of the African continent that is shown on the Mass Media to Australians so that they can start the process of appreciating such a beautiful cultures, tradition, customs, arts and crafts, and millions of African cuisines that have existed and survived for more than a millennium.

## 3.0 Widening Multiculturalism in Queensland

African is a continent, not a country! Its cuisines, cultures, costumes, and traditions are countless. But due to cultural adaptations, assimilations, rigorous processes of food importation, restrictions on food importation couple with a high cost of freight are making it difficult if not impossible to see multiples of African cuisines on the shelves of western supermarkets such as ALDI, Coles, and Woolworth.

Although there are few African entrepreneurs in Annerley, Inala, and Moorooka who have taken up the initiatives to open grocery shops in order to meet the food demands for some Africans who would like to combine their everyday western meal with some African food occasionally, cost is still a potential constraint as a result of limited supplies and varieties from which they make choices from in the marketplace. Therefore, it will be prudent for mainstream Australian grocery supermarkets to start placing African Groceries on their shelves to open this vast and vibrant food industry in Australia.

The above initiative will not just increase trade route between Australia and the African Continent; it will also increase supplies which will in return reduce prices, then increase sales, and expand businesses at various levels and industries in Australia. Similarly, these African migrant entrepreneurs should begin the process of exporting Australian foods to Africa to create a menu supply-chain networks for Australian made meals on the continent of African. However, the introduction of African foods on mainstream Australian supermarket shelves is an ambitious project but is not impossible with social and political commitments. We can begin this process by conducting surveys that will enable us to gather feedbacks before abandoning this idea.

## 4.0 Windows of Opportunities

The Queensland African Multicultural Creative Arts Festival (QAMCAF) 2017 has created unique opportunities for African migrant and refugees residing in Southern Brisbane to celebrate their cultures, traditions, costumes, foods, and the beautiful hairstyles of African women via braids. More to these opportunities are a space that has been created for both Australians and Africans to appreciate and celebrate their diversities in a Multicultural Queensland. However, these opportunities are not restricted to residents of Southern Brisbane but can be extended to other communities of non-African backgrounds to market, advertise and promote their products and services to the broader Australian community.

## 5.0 Coalition of the Unwilling

Although QAMCAF 2017 has provided multiple opportunities such as free marketing, advertising and promoting, along with a relatively low-cost three-course dinner for family of 5 at \$75.00, networking of African migrant businesses, Community-Based Organizations (CBOs), African migrants and refugees respectively remains a vast challenges that need to be overcome in order to motivate our community. However, as a result of previous engagements and experiences with other CBOs and mainstream institutions, there seen to be a “Coalition of the Unwilling” barrier standing in the way of QAMS.

To our disbelief, having worked with CBOs leaders, African migrants, refugees and business managers regarding the QAMCAF 2017 from February to April 2017, there were less than 100 adults excluding children that attended the festival. Although our record from consultations, engagements, text messages and follow up had revealed that our attendants would be about 125, therefore we ordered 100 plates at the cost of \$25.00 excluding GST from Mu'ooz Restaurant. Regrettably, some prominent CBOs leaders who had previously confirmed to attend the festival via direct consultations sent their apologies while the festival was ongoing. About 15 CBOs leaders had shown great courage and enthusiasm to attend the festival. Therefore, tickets posted so their mailing addresses. Other interesting experiences were, some of the festival guests were arriving at the site while final remarks were being made and other were calling QAMCAF 2017 Frontline Service Providers (QFSP) in to check in if the festival has started because they were on their way to Queensland Multicultural Centre (QMC) to attend the festival.

## 6.0 Components of QAMS' 2017 Multicultural Festival

Staging a festival is a complex operation that involved: planning, organising, directing and controlling all aspects from start to finish. QAMS Management Team was aware that if one logistical component of the QAMCAF 2017 was missing, the outcomes of the festival would not be obtained in full. Therefore to make QAMCAF 2017 successful, the following were carefully considered at least a month in advance:

### 6.1 Venue

This should be a place of convenient and interesting to a target audience. Therefore, the following venues were considered: Mortimer Road Park, QACC African House, and Queensland Multicultural Centre (QMC). After series of negotiations, QMC was selected for the festival.

### 6.2 Caterer

The caterer QAMCAF 2017 is a recognised restaurant that most of the residents of Brisbane are familiar with and must know for its high quality and delicious food. Therefore, Mu'ooz Restaurant won our selection criterion to cater for QAMCAF 2017. However, to provide a level playing field for businesses dealing in the restaurant industry, a Competitive Bidding Process will be initiated for QAMCAF 2018. This is intended to Market, Advertise and Promote all restaurants in Southern Brisbane.

### 6.3 Performers

Performers of QAMCAF 2017 were chosen from a list of famous artists that were recommended by Brisbane Multicultural Arts Centre (BEMAC), but their information was withheld from the audience – this was done to keep them in suspense until their arrival on stage. On the contrary, if performers are known to the audience beforehand, there is a probability to deduce momentum and euphoria while performing on stage.

### 6.4 Public Transportation Route

Getting to QAMCAF 2017 venue should not pose any difficulty to guests – finding public transport to the festival venue should convenient and direct. Therefore, Woolloongabba Bus Station was chosen and printed on all QAMCAF 2017 Tickets because it was known by all guests that were travelling via public transport

### 6.5 Private Packing

QAMCAF 2017 had few Very Important Persons (VIPs) and Patrons. Therefore, the organising committee ensured that VIPs and Patrons are informed of the availability of “Free Parking” so that they can have an option either to use their private vehicles or consider using public transport.

### 6.6 Duty security

QAMCAF 2017 anticipated more than 100 guests. Therefore, a duty security was requested for the festival because there could have been unacceptable behaviours from other guests.

### 6.7 Master of ceremony (MoC)

To have an impressive QAMCAF 2017 that involves live music, a three-course dinner and multiple performances; the MoC were prolific persons, and they kept the audience awake during the festival.

## 6.8 Photographer

On the one hand, images of QAMCAF 2017 will play the significant role after the festival on 29 April 2017 because they serve as means of flashback and record. On the other hand, poorly captured images serve as a constant reminder of wasted time and resources and therefore will not stay longer on QAMCAF 2017 database. Therefore, QAMCAF 2017 photographer has captured high-quality images that will occupy some space and time on QAMCAF 2017 achieve – both online and hardcopy.

## 6.9 Video-recorder

Our chosen video recorder for QAMCAF 2017 is an experienced person who has done quality jobs in the past. Because a poorly recorded video will not just be a waste of time and resources but also has the potential to damage QAMS' reputation as well. On the other hand, a quality video recording will speak for itself and the kind of Organizing Committee that implemented QAMCAF 2017. More importantly, it will be the only source of reference in the future. Therefore, QAMCAF 2017 Organising Committee selected a Video Recorder from a list of qualified and competent vendors for the festival.

## 6.10 Promotional Materials & Flyers

As it is often said, “first impression counts”. Therefore the organisers of QAMCAF 2017 carefully selected the kind of images, words, and artworks that were used on flyers. Also, QAMCAF 2017 Organisers considered the following on its flyers: age-groups and sexes. Because of poorly prepared promotional materials, miss-directed flyer and inappropriate communication can turn away interested audience the festival, and the opposite is true. However, if QAMCAF 2017 Promotional and Flyers had targeted the wrong age-groups, sexes, and audience, QAMCAF 2017 would have been a complete failure. But our anticipation was 100 guests for the first launch of QAMCAF 2017, and interestingly 87 adults attended the festival excluding children.

# 7.0 QAMS' 2017 Festival Support Services

## 7.1 Partners

Finding the appreciate Partners for QAMCAF 2017 had significant impact on its success or failure. Therefore, QAMCAF 2017 Partners were identified based on the kind of industry that they are involved with, their track records towards supporting Community-Based Organisation (CBO), their willingness and ability to adjust on policy issues in order to accommodate an emerging African migrant and refugee organization. These criteria were identified, which formed the basis upon which our decision was made to select organisations that were contracted to provide services, advice and recommendations. And their involvement led to QAMCAF 2017 being a successful because some of our tasks were shifted to some our Partners for execution.

## 7.2 Funder

All aspects of QAMCAF 2017 were associated with costing. So the organisers of the festival had to showcase QAMS' ability to plan, organise and implement. Moreover, QAMCAF 2017 was a **Three-In-One** door event which involved: a festival, dinner and our MAP Project (Marketing, Advertising and Promoting) African migrant businesses in Southern Brisbane. Therefore funding for the QAMCAF 2017 was provided by the Brisbane City Council (BCC) which enables us to have a successful festival.

### 7.3 Sponsors

Brisbane City Council (BCC) is the Proud Sponsor of QAMCAF 2017 in the amount of \$5,000.00 and while Woolworth Supermarket Annerley supermarket provided a \$100.00 Gift Card.

### 7.4 Target Audience

In order to have successful QAMCAF 2017, the Organising Committee had to carefully choose festival's target audience. Therefore, the following categories of audience were considered: 1) individuals that we were familiar with and who have followed our track records regarding activities and projects, 2) politicians – local and state who have in one way or the other who have supported our projects or activities in the past, 3) inviting those we have worked in the past and working with at the moment with, 4) our clients, 5) extending invitation to familiar business managers, 6) our Partners and 7) sending invitation to friends of friends via Social Media. All the above target audiences were between the ages 19 to 55 year old.

### 7.5 Fees

From a common practice in Brisbane, most festival are free to attend and are held in an open space. Therefore the organising committee of QAMCAF 2017 decided to change from an “Open-Space Festival” to “In-door” festival in order to enable to recover cost. Fee charged for QAMCAF 2017 is intended to fund QAMS' Community Library/NAPLAN Project from July – December 2017.

### 7.6 Festival Operational Locations

In order to have a successful festival, the Organising Committee of QAMCAF 2017 was willing to work from various locations – be it convenient or inconvenient. Because every day that passes by without achieving an assigned task has a negative effect that will offset other planned dates and schedules of the festival. It also has the ability to put members of the committee under unnecessary stress and conditions that have the propensity to produce a less desired result. Therefore, the committee was able to work from the following locations when it was necessary to do so: New Farm and Doolandella Offices, MDA Woolloongabba office and Inala Hub Conference Room, Online, QMC, Woolworth Supermarkets in Moorooka, Inala, Buranda, and Annerley respectively.

### 7.7 Staffing

Staffing is an important aspect at QAMS. Therefore, staffs are carefully managed in order for QAMS to achieve its immediate, short and long-term goals. Therefore, QAMCAF 2017 Management Committee had to consider the possibility of various types of staffing methods: 1) volunteers, 2) facilitators, 3) Pro Bono, and 4) Work-For-Dole. However, QAMCAF 2017 had only one volunteer and one Pro Bono staff that started the planning process of QAMCAF 2017 to the day the festival was held on 29 April 2017. Although other volunteers signed up and were assigned various roles and responsibilities, they were not able to show up due to changes in their respective schedules.

However, apart from QAMS' Pro Bono staff (Mr Simeon Sebastian Kormon – Executive Director of QAMS), the following contractors assisted to implement QAMCAF 2017. These contractors came from the following organisations: BEMAC: 4, Mu'ooz Restaurant: 1, A2A Talkshow: 3, and Drawman Photography: 1.

Although these nine contractors were delivering on schedule, it was difficult to make significant progress with QAMS' Work-For-Dole Pro Bono staff because they were not stable QAMS' office as a result of reporting and job search requirements from Centrelink Couple. These inconsistencies of staff availability at QAMS created constraints on some key deliverables.

Regrettably, QAMS as a Community-Based Organisation (CBO) does not have the financial means to hire a paid staff. Therefore, the organisation is currently being managed by one full-time Pro Bono staff and few volunteers who are committed to the team who see their services as collective responsibility towards African migrant and refugee communities in Queensland.

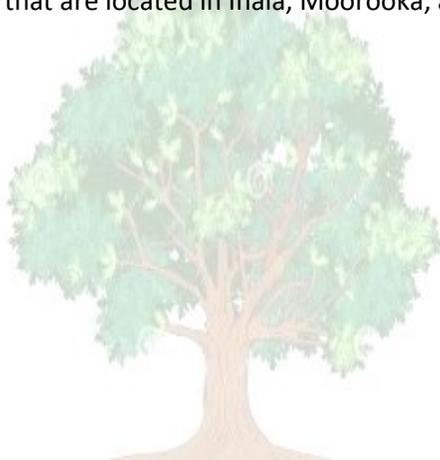
## 8.0 Supporters

The following supporting organisations were instrumental in making the QAMCAF 2017 a reality: Liberia Strategic Agency for Investment & Development (LISAID Pty Ltd), Triple AAA Consulting, BEMAC, Acacia Ridge Community Support Incorporated (ARCSI), New Farm Neighborhood Community Centre, Brisbane African Christmas Festival and Foodbank Queensland.

## 9.0 QAMCAF 2017 Beneficiaries

QAMCAF 2017 was hosted to benefit two industries within the African migrant and refugee communities in Queensland: 1) African migrant and refugee students from non-English speaking backgrounds and African migrant and refugee businesses in Southern Queensland.

However, due to limited financial resources, our target beneficiaries for the Numeracy and Literacy project were between the ages 7 – 18 or from Year 1 to 12 from the following suburbs: Inala, Durack, Oxley, Richland, Forest Lake, Darra, Moorooka, Sunnybank Hills, Doolandella, and Annerley. And for businesses, QAMS has targeted companies that are located in Inala, Moorooka, and Annerley.



## Section Two

### 10.0 QAMS' Business Models

#### 10.1 Marketing, Advertising & Promoting Platforms

QAMS as a Not-For-Profit Marketing, Advertising and Promoting CBO has two (2) primary aims: 1) to bridge Numeracy and Literacy gaps among African migrant and refugee students in Southern Brisbane and 2) to Market, Advertise Promote (MAP) African migrant and refugee businesses in Queensland. Therefore, for QAMS to generate financial resources that will enable her to achieve its aims; the following Business Models have been developed:

#### 10.2 Free Websites Development

At QAMS, we build a website for businesses Free-of-Charge (FoC) and direct customers to it on a daily basis.

#### 10.3 Free Business App

QAMS builds Apps which makes it much easier for businesses to have their goods and services online.

#### 10.4 African Business Magazine

QAMS deliver to businesses to potential customers door that features in its African Business Magazine.

#### 10.5 YouTube Live Channel

QAMS puts businesses on a specialised YouTube Channel that enable millions to view locally.

#### 10.6 Facebook Marketing

QAMS reaches out to customers via Facebook Marketing on a daily basis.

#### 10.7 Flyer Distribution

QAMS deliver goods and services flyers to customers that are within your suburbs to inform them about the availability of new products and services.

#### 10.8 Surveys

QAMS makes 100 new customers know your business by conducting a weekly survey for and on behalf of your business.

#### 10.9 Symposium

QAMS organises Symposiums that will enable business managers to share current information within respective businesses industries.

#### 10.10 Retreats

QAMS organises retreats for businesses to realistically review their performances on a quarterly basis

#### 9.11 Dinner, Events and Functions

QAMS' Dinner, Events, and Functions provide unique opportunities for residents, tourists and business managers to a network.

### 9.12 Live Interviews

QAMS offers live interviews for African migrant and refugee businesses. This was done for African migrant and refugee businesses in Moorooka, Inala, and Annerley.

### 9.13 Text Messages

QAMS sends out Text Messages to potential customers for and on behalf of African migrant and refugee businesses that are read in real time on aeroplanes, train, bus, Taxi, homes, stadiums, restaurants, offices, universities.

### 9.14 Tele-Marketing

QAMS makes calls to residents of Brisbane and particularly those within the suburbs that African migrant and refugee businesses are located to continually provide services and product information to them.

### 9.15 Email Marketing

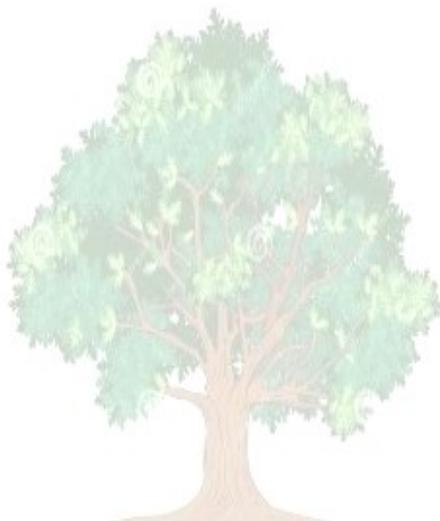
QAMS sends out approximately 1000 Emails which contain services and products that are read by residents in Brisbane on a weekly basis.

### 9.16 Electronic News Magazine

QAMS produces an online Electronic News Magazine that Market, Advertises and Promotes African migrant and refugees businesses on a monthly basis.



Qams



## Section Three

### 11.0 QAMS' Projects

QAMS has advanced the following Community-Development driven project which serves enables her to meet needs of African migrants, refugees and business managers in Queensland.

#### 11.1 Queensland African Multicultural Creative Arts Festival

QAMS' Queensland African Multicultural Creative Arts Festival (QAMCAF) 2017 is one of its signature projects that bring together the following: African foods, costumes, dances, music, braids, and arts and crafts. Major participants are African migrant and refugee students between the ages 11 to 25 year old. These age groups are targeted because QAMS want to promote African cultures, traditions, and customs among the yonder generation of African in Queensland to preserve them.

#### 11.2 Community Library/NAPLAN

QAMS conducts Numeracy and Literacy/NAPLAN studies among African migrant and refugee students – particularly those from non-English speaking backgrounds. The focus of the project is to bridge the Numeracy and Literacy gaps among mainstream Australian and African student in Queensland. More information can be found about QAMS' at [Community Library/NAPLAN](#) or <http://www.qams.org.au/projects.html>

#### 11.3 Brisbane African Christmas Festival

Brisbane African Christmas Festival brings together students from various religious backgrounds. Predominant of these students are Christians who are Section of our Community Library/NAPLAN Project. The festival is used as a closing ceremony for each circle of the project and awards are presented to participating students. The [Brisbane African Christmas Festival](#) is also intended to bring parents, children, and the wider Australian community together in an open space that will enable them to celebrate Christmas in an African style.

#### 11.4 Brisbane Eid Mubarak Festival

Because our organisation is multicultural which has students from many religious backgrounds, it is our policy to duplicate every project that has some element of religious attraction or flavour. Therefore, Brisbane Eid Mubarak Festival is also held to promote inter-religious dialogue between Christian and Muslims students that are participating in our Community Library/NAPLAN Project.

#### 11.3 QAMS' Relief Services

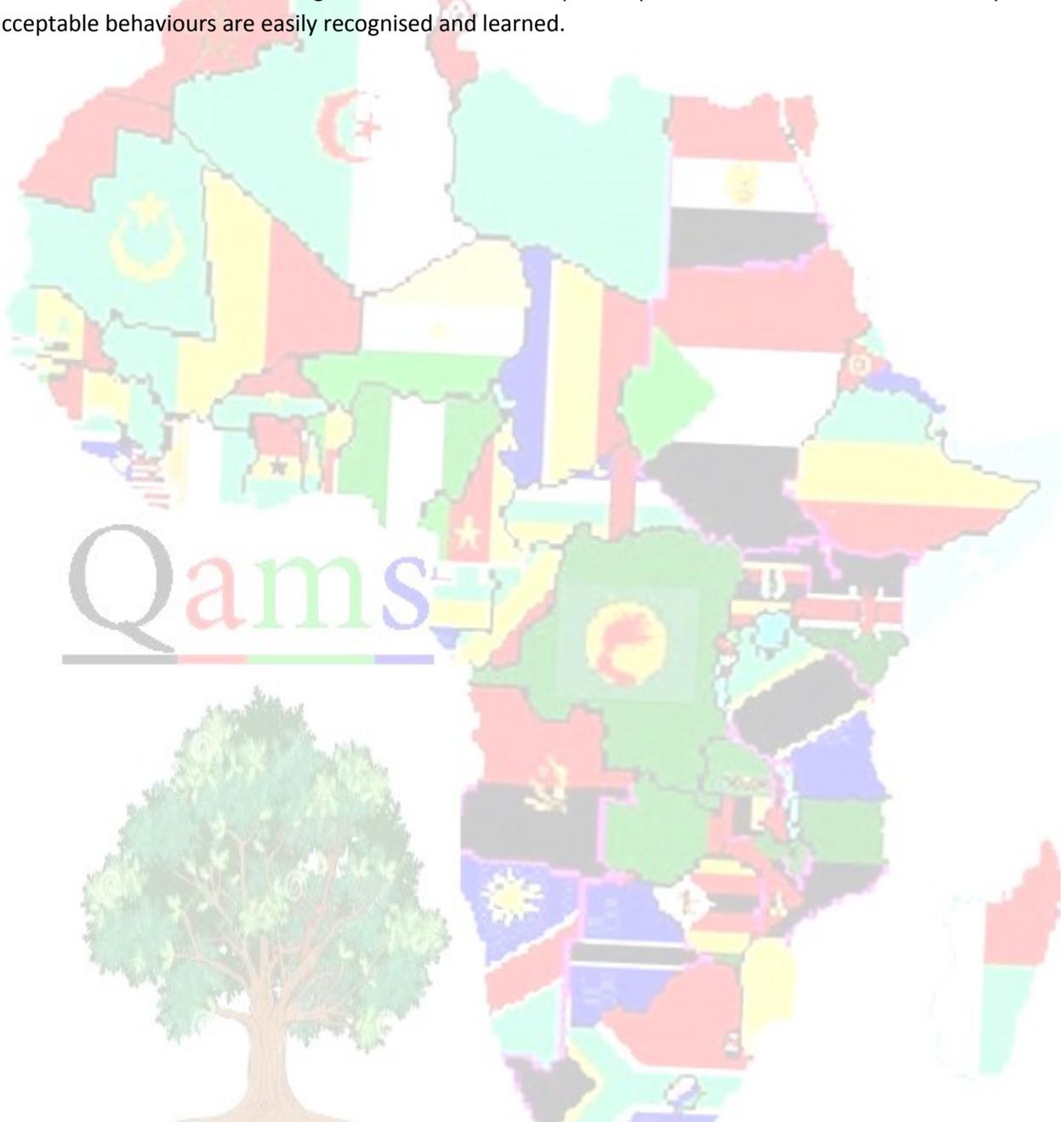
QAMS has always seen the need to travel alongside with African migrants and refugees to provide support when necessary. To do so, QAMS is receiving donated food and household items from [Foodbank Queensland](#) and [GIVIT](#) which gives us the unique opportunities to assist those in need.

#### 11.5 REAMEP

QAMS has adapted the Re-Engineering African Migrant Education Pathways (REAMEP) project, but funding is not available at the moment. The project is aimed at providing mentoring and guidance to African migrant and refuses student before graduating from high school.

### 11.6 Vacation Excursion

Multiculturalism will only be successful in Australia when the younger generation – both Australian and all refugee or migrant youths are involved and understand that there is a commonality that should be protected, respected, admired and promoted by all. Therefore QQAMS' Vacation Excursion project brings mainstream Australians and African children together to interact in the public space where Australian values, acceptable and unacceptable behaviours are easily recognised and learned.



## Section Four

### 12.0 Inside Multicultural Queensland

#### 12.1 The Contradictions

There is some form of internal contradictions in every society, people, race, country, culture, tradition, custom or religion that poses a fundamental challenge to its past and present generation. And new problems will emerge in the future, but these challenges are not meant to be a vehicle for a division. Notwithstanding, these challenges give us insights as to how to search for standard contemporary solutions that will bring us together in a different multicultural society. In this Section, we will highlight few of these internal contradictions in Multicultural Queensland among African migrants and refugees.

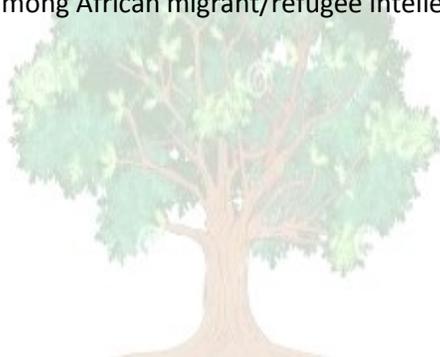
#### 12.2 Migrants Vs Refugees

On the national front, all Africans are expected to have some common goals, and some of these common objectives are: 1) mutual respect, 2) protection, 3) love, 4) peace and 5) harmony. Because these goals are shared which have led millions of African to seek refuge in many Sections of the World including Australia. But they're seen to be more divisions, conflicts and neglects African migrants and refugees in Australia than those who have made them escape from their homeland. And these internal contradictions have led to deep-seated disputes among some migrants and refugees within African migrant and refugee communities in Queensland.

On the one hand, some migrants have got a feeling of superiority complex over some refugees with a view of being more educated and exposed to corporate life before coming migrating to Australia. On the other hand, refugees are considering themselves to be favoured in Australia than migrants, because their (refugees) airfare were paid for by the Australia Government.

#### 12.3 Intellectualism Vs Mediocrity

Any group of an intellectual class that turned their backs on its mediocrity community as a result of being too intelligent will forever keep their people in backwardness. Any mediocrity community that does not recognise the importance of its intellectual class will perish in a culture of backwardness. The above scenario is currently occurring among African migrant/refugee intellectuals and mediocrity African migrant/refugees communities.



## Section Five

### 13.0 QAMCAF 2017 Expenses & Income

#### 13.1 Financial Reports: Expenses & Income

On the one hand, the financial report is one of the most critical aspects of managing an organisation, especially when another organisation donates 90% of its funds. On the other hand, even if 90% of its funding were contributed by QAMS's Board of Advisors (BoA), the manager of QAMS is also obligated to its members and other external statutory governing bodies. Therefore, QAMS has adopted a rigorous financial accountability policy to account for all funds – whether they were contributed internally or contributed by another organisation. Please see below QAMCAF 2017 Financial Report:

#### 13.2 Festival Expenses

| Expenditure Items                    | Expenses        | BCC's Grant     | QAMS' Cont.     | Total Expenses   |
|--------------------------------------|-----------------|-----------------|-----------------|--|
| African Business Videos & Interviews | 775.00          | 5,000.00        |                 | Contributions from Brisbane City Council (BCC), Woolworths Supermarket and QAMS. |
| Artists Fees                         | 1,163.00        |                 |                 |  |
| Facebook Advertising                 | 66.00           |                 |                 |  |
| Catering Mu'ooz Restaurant           | 2,747.50        |                 |                 |  |
| Irene Drawman Photography            | 350.00          |                 |                 |  |
| Festival Hall Rental                 | 1,526.25        |                 |                 |  |
| Festival Banner & A-Frame            | 195.00          |                 |                 |  |
| Woolworths Supermarket Annerley      | 100.00          |                 |                 |  |
| <b>Total Expenses</b>                | <b>6,922.75</b> | <b>5,000.00</b> | <b>1,822.75</b> | <b>6,922.75</b>  |

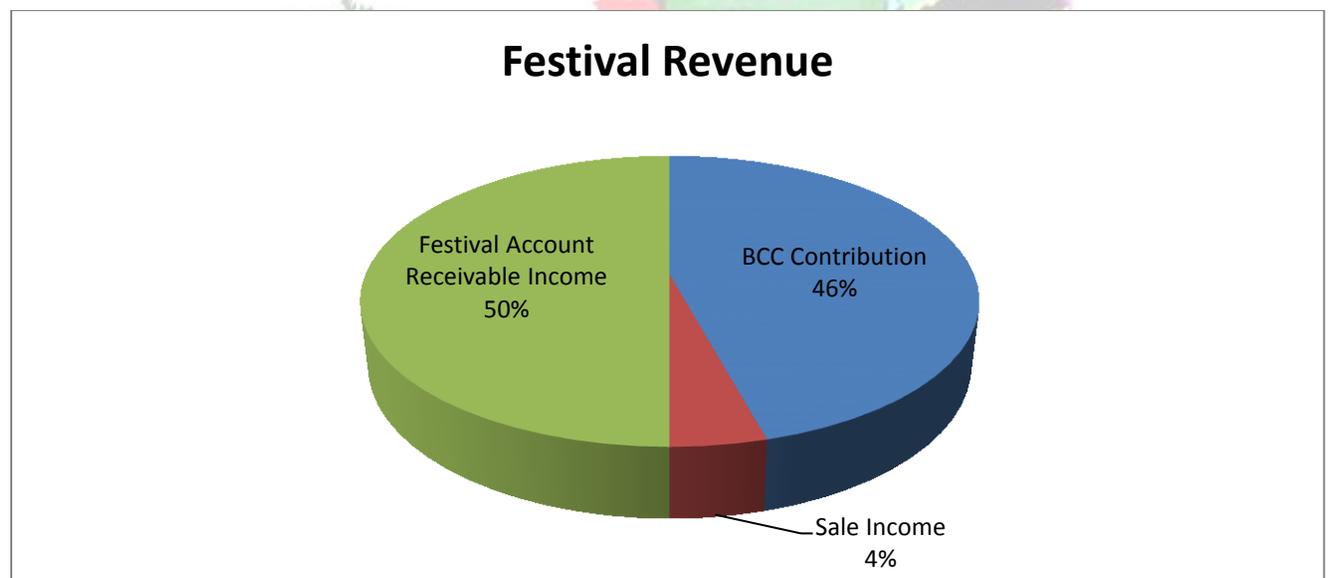
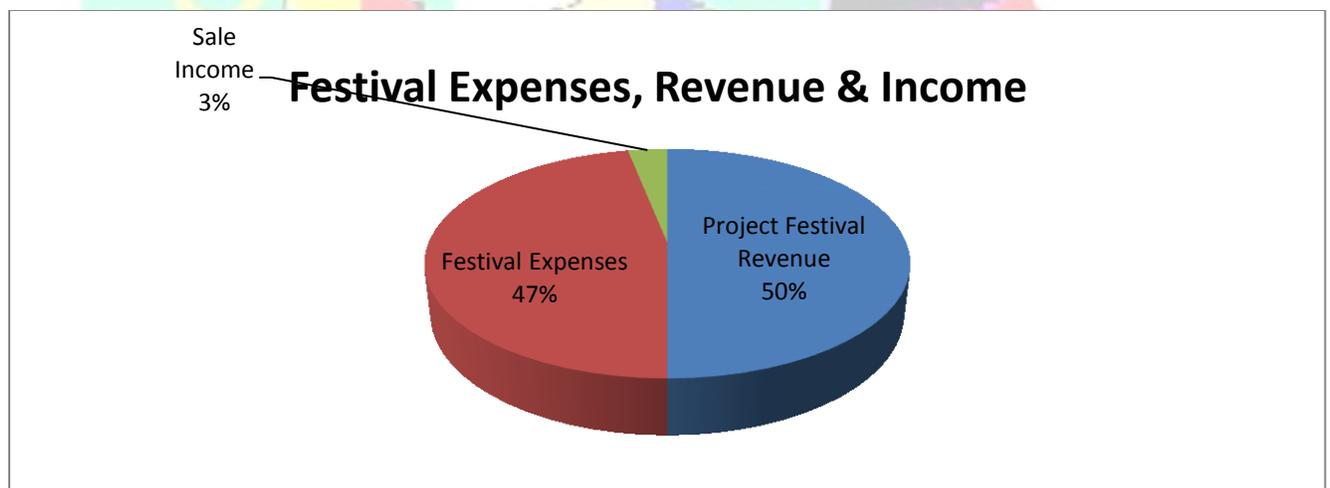
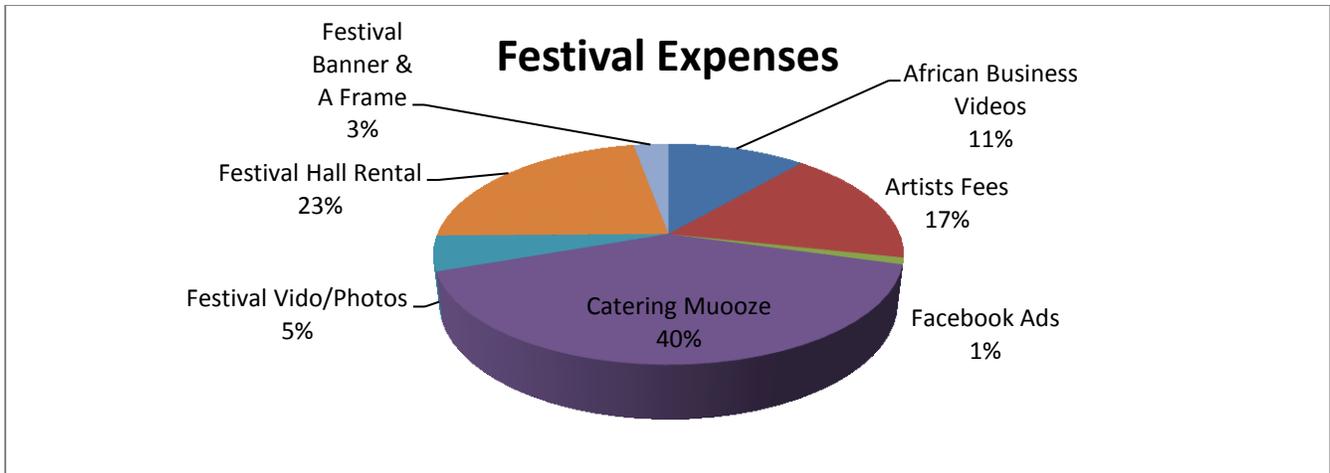
*Currency of transaction in Australian dollars*

#### 13.3 Festival Income

| No. of Revenue Tickets Distributed | Complimentary Tickets | Patron Tickets | VIP Tickets | Couple Tickets | Family Tickets | Single Tickets | Unit Cost | Projected Revenue |
|------------------------------------|-----------------------|----------------|-------------|----------------|----------------|----------------|-----------|-------------------|
| 10                                 | 2                     | 150.00         | 100.00      | 70.00          | 75.00          | 35.00          | 430.00    | 860.00            |
| 10                                 | 2                     | 150.00         | 100.00      | 70.00          | 75.00          | 35.00          | 430.00    | 860.00            |
| 5                                  | 1                     | 150.00         | 100.00      | 70.00          | 75.00          | 35.00          | 430.00    | 860.00            |
| 5                                  | 1                     | 150.00         | 100.00      | 70.00          | 75.00          | 35.00          | 430.00    | 860.00            |
| 10                                 | 2                     | 150.00         | 100.00      | 70.00          | 75.00          | 35.00          | 430.00    | 860.00            |
| 10                                 | 2                     | 150.00         | 100.00      | 70.00          | 75.00          | 35.00          | 430.00    | 860.00            |
| 30                                 | 6                     | 150.00         | 100.00      | 70.00          | 75.00          | 35.00          | 430.00    | 860.00            |
| 1                                  |                       |                |             |                | 75             |                |           | 75.00             |
| <b>81 + 19</b>                     | <b>16 + 3</b>         |                |             |                |                |                |           |                   |
| <b>100 Tickets</b>                 |                       |                |             |                |                |                |           | <b>7,385.00</b>   |

#### 13.4 Financial Updates

| Projected Revenue  | Sales           | Account Receivable | Total Expenses  | Profit/Loss   |
|--|-----------------|--------------------|-----------------|---------------|
| <b>7,385.00</b>  | <b>1,500.00</b> | <b>5,885.00*</b>   | <b>6,922.75</b> | <b>462.25</b> |
| * Collection of Account Receivable is ongoing via direct bank transfer from attendants<br>BCC Funding + Actual Festival Revenue = Total Festival Revenue   Total Festival Revenue (TFR) = 462.25 + 5,000.00   BCC funding is considered as a revenue on our book because this amount is non-refundable   Therefore <b>TFR = 5,462.25</b> |                 |                    |                 |               |



## Section Six

### 14.0 Conclusion, Recommendations, Acquittal & Appendixes

#### 14.1 Conclusion

Queensland African Multicultural Creative Arts Festival 2017 (QAMCAF 2017) was successful. It brought together residents of Brisbane in a spectacular way that left a significant impression on the minds of its audience. QAMCAF 2017 Objectives were met, which are but not limited to the following: 1) to make Brisbane a Culturally Appropriate City (CAC) in Australia, 2) the Market, Advertise and Promote African – cultures, cuisines, Braids, traditions, Arts and Crafts, and customs to the broader Australian community, and 3) to re-engineer the younger generation of African youths towards African cultures, traditions and customs.

QAMCAF 2017 was able to unearth some of the challenges that African cultures, customs, and traditions are going through and if no early intervention is done; sooner or later, African cultures, customs and traditions will disappear or will only be associated the ageing population of African migrants and refugees that are residing in Queensland.

Notwithstanding, QAMCAF 2017 has provided an opportunity to network with managers of African migrant and refugee businesses and these networking exercises have resulted into knowing the managers that were interviewed. Regrettably, none of them was marketing, advertising and promoting his/her business in the mainstream or corporate environment that will enable them to increase sales and revenues.

However, QAMCAF 2017 did not only enable QAMS' Management Team to know its weakness and strength, opportunity and threats in areas such as staffing and funding, it also opens up windows of opportunities that will enable us to work with Brisbane City Council (BCC), BEMAC, Mu'ooz Restaurant, A2A Talk Show, Drawman Photography, LISAIID Pty Ltd, Brighter Future Collective (BCF), Acacia Ridge Community Support Centre(ARCSI), Foodbank Queensland, Comslib Liberia, Multicultural Development Association (MDA), Queensland African Communities Council (QACC), Triple AAA Consulting and Woolworth Supermarket Annerley.

Proceeds generated from QAMCAF 2017 will be used to finance QAMS' Community Library/NAPLAN Project. The project is intended to bridge Numeracy and Literacy gaps among African migrant and refugee s and Mainstream Australian students in Queensland.

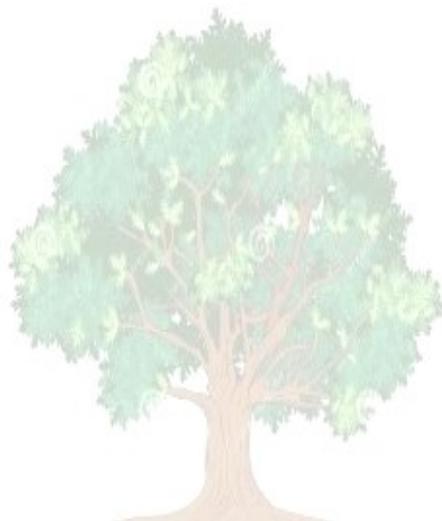
## 14.2 Recommendations

- That the Queensland African Multicultural Creative Arts Festival (QAMCAF) be sponsored as by Brisbane City Council (BCC) as an annual event to reflect Brisbane as a Culturally Appropriate City (CAC) for tourists, migrants, and refugees as well as an inter-state traveller in Australia.
- That Brisbane City Council (BCC) and other relevant state departments of the Queensland Government form Partnerships with QAMS and begin the process of working on some critical settlement issues.
- That funding is placed or entrusted with mainstream migrant and refugee service providers from which emerging African migrant and refugee Community-Based Organisations that meet statutory requirements in Queensland can apply to for funding.
- That since competing with already established Community-Based Organisations are causing emerging CBOs becoming ineffective as a result not being able to win a grant in 18 month period and beyond, all organisation with the following lifespan (for example organisations that are under five, under 15, under 25 and 30 plus years of assistance ) compete within a funding pool.
- That African migrant and refugee business managers seize the opportunity to Market, Advertise and promote their businesses via QAMCAF to increase their sales and customers in Queensland which will lead to increase in revenue.
- That African migrants and refugees focus on what will unite them which will lead to adequate re-settlement, rehabilitation, re-integration in Australia rather than allowing personal egos and self-centered ambitions.
- That African migrant and refugee students learn to appreciate their cultures, traditions, and customs by playing active roles during the QAMCAF annual event in Brisbane.
- That businesses and service providing organizations that participated in QAMCAF 2017 form a Partnership that will enable them to network, save time and resources for the implementation of QAMCAF 2018
- That the residents of Brisbane support the QMACAF 2017 fundraising campaign which is aimed at financing QAMS' Community Library/NAPLAN project that will enable African migrant and refugee students to bridge the Numeracy and Literacy gaps among mainstream Australian students.

**14.3 Acquittal**

The below information provides Acquittal to Brisbane City Council (BCC) for the amount of \$5,000.00 that produced for the Queensland African Multicultural Creative Arts Festival (QAMCAF) 2017. BCC should consider the expenses highlighted in **“YELLOW”**, and **BOLD** fonts BCC and those in white fonts are QAMS’ financial contributions. Please see attached invoices from concern institutions.

| Expenditure Items                 | Expenses        | BCC’s Grant     | QAMS’ Cont.     | Total Expenses  |
|-----------------------------------|-----------------|-----------------|-----------------|---|
| A2A Talk Show                     | 775.00          | 5,000.00        |                 | Contributions from Brisbane City Council (BCC), Woolworths Supermarket and QAMS.<br>Currency of transaction in Australian dollars |
| <b>ARTISTS FEES</b>               | 1,163.00        |                 |                 |   |
| Facebook Advertising              | 66.00           |                 |                 |   |
| <b>CATERING MU’OOZ RESTAURANT</b> | 2,747.50        |                 |                 |   |
| Irene Drawman Photography         | 350.00          |                 |                 |   |
| <b>QMC FESTIVAL HALL RENTAL</b>   | 1,526.25        |                 |                 |   |
| Festival Banner & A-Frame         | 195.00          |                 |                 |   |
| Woolworths Supermarket Annerley   | 100.00          |                 |                 |   |
| <b>Total Expenses</b>             | <b>6,922.75</b> | <b>5,000.00</b> | <b>1,822.75</b> |   |



**Submitted By:**

Jacob Hallie Lendin

**SECRETARY**

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