



## Weekend Post Saturday 25/10/2008

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### Festival flutters

IT doesn't really matter whether Mayor Val would prefer to see a greater indigenous and environmental focus for Festival Cairns or not. It's a matter of making sure the festival, first of all, survives, second, meets the criteria of its charter and, thirdly, that it flourishes.

While the mayor's comments may or may not have been taken in context, the issue is it's time for a review.

That's not to say the festival isn't a wonderful event but, in the life of

everything, if you don't look where you've been, you probably won't go any further.

In any business, strategic reviews are necessary from time to time to ensure goals are achieved and new courses charted.

For example, what is the aim of Festival Cairns?

Is it local, state or national in focus?

Are all the events that come under the festival's umbrella critical to its success or are they simply included because of timing?

Only a thorough review can come up with the right answers.