



FAST FACTS

Now in its 8th year, WWAF brings together acclaimed Australian and international talent with the music, literary and arts community of the stunning Macedon Ranges over the June long weekend. The result is a world class showcase of vibrant, traditional and thought-provoking performances and events in the heart of one of Victoria's best food and wine regions.

- The Woodend Winter Arts Festival was the brainchild of locals Artistic Director Jacqueline Ogeil and Committee President John O'Donnell, themselves acclaimed classical musicians with international reputations. A committee was established in 2004 to organise the first Festival in 2005 - over the Queen's Birthday Long Weekend in June annually.
- The Festival now attracts more than 5000 visitors to the Macedon Ranges, and has grown to a program of more than 30 events over the long weekend.
- The Program covers classical music, jazz, literary events and visual arts, a program for young people and children and a series of free community events to ensure that it remains accessible to everyone.
- The Festival's classical music program is now broadcast nationally by the ABC Classic FM and internationally by the European Broadcasting Union. The world's best classical musicians apply to gain selection into the program which has become widely known for the calibre of artists and performances. WWAF receives 2 applications a week from overseas artists keen to participate.
- The Festival is a not for profit venture – it is funded entirely by ticket sales and sponsorship (please see out sponsorship page on-line to view our generous supporters) and supported by hard working volunteers.
- The Festival has had a huge impact on the local township economy:
 - Accommodation sells out one month in advance
 - Local restaurants are fully booked over the weekend
 - People have been known to buy houses and move to the area after a weekend at the Festival.
 - Local businesses report increases in daily takings by 100%-150% over the weekend, and
 - The town's main street is a hive of vibrant activity at all hours, every day of the Long Weekend.

Media inquiries:

Alicia Patterson, WWAF Media and Communications, 0403 172024

Dr Jacqueline Ogeil, WWAF Artistic Director, jackyogeil@ozemail.com.au



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About Woodend

Woodend, with a population of just over 3000 people (on a regular weekend) is a historic, picturesque town at the heart of the Macedon Ranges known for its landmarks Hanging Rock and Mount Macedon.

Woodend experiences the extreme of weather – it is bushfire country in summer, and experiences occasional snow falls in winter.

The Macedon Ranges has more professional artists working in the arts per capita that anywhere in Victoria.

Historic buildings line the main street of Woodend, and Festival events are held throughout the town in every available space – from the historic homesteads to the community centre, school and church halls and the local pubs.

Woodend High Street is home to numerous excellent cafes, eateries, boutiques and book stores – it even has its own brewery and the town is surrounded by wineries.

A number of accommodation options are available – but patrons must book early to avoid disappointment. See www.woodendwinterartsfestival.org.au for options and inquiries phone numbers.

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