

PRIMA NOTA INC.



Post-Event Report

15 February 2026 · Linde Reserve, Stepney, South Australia

1. EXECUTIVE SUMMARY

Folk Pancake Festival Maslenitsa SA 2026 was delivered on 15 February 2026 at Linde Reserve, Stepney, attracting approximately 1,500 attendees.

Presented by Prima Nota Inc., the festival continues to operate as the largest Slavic pancake celebration in South Australia — a free, alcohol-free, family-oriented multicultural event open to the broader public. The 2026 event demonstrated strengthened governance, structured volunteer leadership, and measurable community and economic impact.

Snapshot Metrics

Area	Result
Estimated Attendance	~1,500 persons
Volunteers Engaged	25 (incl. 10 event-day leads)
Total Volunteer Hours	4,320
Media Coverage	Glam Adelaide · ABC Radio
Facebook Views (28 days)	97,231
Non-Follower Engagement	83.8%
Total Est. Community Event Value	\$141,555
Net Operating Surplus	\$895

While the direct operating budget remained modest, the broader community value exceeded \$140,000 when volunteer labour and in-kind contributions are considered. The event generated substantial digital engagement with 83.8% of views originating from outside Prima Nota's established audience base.

2. ORGANISATIONAL CONTEXT & STRATEGIC ALIGNMENT

About Prima Nota Inc.

Prima Nota Inc. is a South Australian incorporated association committed to cultural preservation and artistic expression, migrant inclusion and integration, youth leadership development, multicultural civic participation, and responsible event governance.

Folk Pancake Festival Maslenitsa SA functions as a key annual initiative advancing these objectives.

Event Objectives

Objective	Status
Deliver a safe, accessible, alcohol-free public cultural event	Achieved
Support local vendors and small creative enterprises	Achieved
Promote cross-cultural exchange and multicultural representation	Achieved
Provide structured leadership opportunities for youth and community	Achieved
Strengthen engagement with local government and community stakeholders	Achieved

3. ATTENDANCE, PUBLIC INTEREST & DIGITAL REACH

Onsite Participation

Approximately 1,500 attendees engaged with the festival across the full program duration. Audiences included families with children, local residents, multicultural participants, interstate visitors, and government and community representatives. Despite elevated temperatures, participation was sustained through the afternoon and evening program, supported by real-time adaptive site management.

Facebook Event Engagement

Indicator	Result
Total event responses	2,500
Marked "Interested"	2,300
Marked "Went"	135
Event visibility	Public (on & off Facebook)

Facebook Performance Overview

Reporting period: 28 January – 24 February 2026

Metric	Result	Growth
Total Views	97,231	+12%
3-Second Video Views	13,163	+240%
1-Minute Video Views	232	+4,540% *

* The 1-minute view figure grew from a low base of approximately 5 views in the prior period. The absolute result (232 views) reflects growing audience retention on longer content. Context: base period had minimal long-form video content.

Audience Penetration

Audience Segment	Share of Total Views
Non-followers	83.8%
Existing followers	16.2%

The majority of digital engagement extended beyond Prima Nota's established network, demonstrating broad community penetration and growing public visibility for Maslenitsa SA as a South Australian cultural platform.

Content Type Performance

Content Type	Share of Views
Reels (video)	43.1%
Link Posts	34.9%

Photo Posts	13.4%
Multi-Photo Posts	5.2%
Text Posts	3.4%

Video-based content (Reels) generated the highest engagement, confirming strong audience responsiveness to performance and event programming. This informs the 2027 content strategy.

4. PARTICIPATION & CULTURAL ECOSYSTEM

Maslenitsa SA 2026 supported a broad network of vendors, performers, creatives, and community organisations, reflecting multicultural representation and direct local economic participation.

Food & Market Vendors (15)

Vendor	Vendor
BELLAS FOOD	K Foodie Adelaide
IF	Purely Pressed
A Great Day Gifts	Colour My Soul
Me Time	Orexi – Home of the Greek Souvlaki
TaCHs Stroopwafels	Friwi Crêpes & Co
In Style with Olga	Meals and Memories
La Fleur de Zefire	LoveChild
Maya's Fine Chocolate	

Performing Artists & Ensembles (10)

Performer / Ensemble	Performer / Ensemble
Macedonian Ensemble SLOBODA	Venezuelan Ensemble Querencia
Hungarian Ensemble Kalaris	Mexican Dance Group Revolution
Russian Ensemble Koleso	Chonkai Latin Dance Group
Eastern-European Folk Fusion Ensemble Zabava	DJ Papi Ruso
Prima Donna & Prima Voce Choirs	Sofia DeMond (solo)

Community Partners & Featured Contributors

Organisation / Contributor	Role / Feature
Diabetes SA	Health awareness partner
Russian-Speaking Women's Association SA	Partner & co-organiser
Cocoshnick in Australia	Cultural feature
Eastway Vikings	Community feature
Leandro Borelli	Krav Maga demonstration and sports programming
Svetlana Kendzhaeva	Painting masterclass
Kate Kim	Friendship bracelet workshop
DJ Papi Ruso	Sound direction

Local Independent Creatives

Seven independent local creatives participated across disciplines including jewellery making, caricature drawing, wool-felt toy artistry, watercolour painting, and handcrafted accessories — providing micro-enterprise exposure and artisan visibility.

5. SPONSORS, EVENT PARTNERS & GOVERNMENT ENGAGEMENT

Sponsors

Sponsor	Contribution
Central Audio Visual	50% equipment discount — in-kind value \$745
SNAP/SNAP	Fully donated photo booth activation — in-kind value \$500

Event Partners

Kennards Hire provided equipment access on flexible and affordable terms, supporting the event's infrastructure requirements. This commercial partnership is acknowledged separately from formal sponsorship.

Government & Council Engagement

The festival was attended and formally supported by representatives of both local and state government.

Representative	Acknowledgement
Cressida O'Hanlon MP	Attended & made a speech at the opening ceremony
Christel Mex	Attended & made a speech at the opening ceremony
Rita Excell	Attended & made a speech at the opening ceremony
Yan-Shi Ko	Attended
Premier of South Australia	Formal letter of support provided

The Premier's formal letter of support is included at the end of this report. This level of government engagement confirms Maslenitsa SA's recognition as a constructive multicultural civic initiative at state level.

6. GOVERNANCE, COMPLIANCE & SITE MANAGEMENT

Compliance

Requirement	Status
Council approvals	Secured
Event insurance	Confirmed
Vendor documentation	Managed and verified
Risk Management Plan	Implemented
Food safety compliance	Monitored onsite

Adaptive Site Management — Heat Response

Due to elevated temperatures on the day, the organising team executed a real-time adaptive strategy:

- Activity consolidation into shaded zones of the reserve
- Active crowd-flow monitoring and redirection
- Continuous onsite assessment throughout the operational window

This response demonstrated structured decision-making capability under field conditions. Based on the experience, Prima Nota has committed to a fully revised site strategy for 2027.

2027 Site Strategy

The full event footprint will be consolidated within the shaded section of Linde Reserve- the area which contains St. Peter's Youth Centre- in order to improve the foot traffic for the vendors and community partners alike as well as to consolidate the festival experience for those in attendance. Misting fans will be a new addition to the extreme weather issue. The stage reserved for the artists is going to be at least 8 x 6 metres to improve the performers' experience. This decision is data-informed, reflecting observed attendance patterns, the performers' feedback, and temperature impact analysis from the 2026 event. A revised site plan will be prepared and submitted as part of council pre-approval documentation.

7. VOLUNTEER GOVERNANCE & COMMUNITY INVESTMENT

The delivery of Maslenitsa SA 2026 relied on structured volunteer leadership across both a sustained planning phase and event-day execution.

Planning Phase (10 Months)

Element	Detail
Lead volunteers	3
Average daily contribution	6 hours per day
Working pattern	5 days per week
Planning period	~10 months (43 weeks)
Estimated planning hours	3,870 hours

Note: Planning hours represent an estimated aggregate across council liaison, compliance, vendor management, sponsorship, programming, marketing, and risk planning activities.

Event-Day Structure

Element	Detail
Organising leadership team	10 leads
Total onsite volunteers	25
Operational window	9:00 AM – 3:00 AM
Event-day hours	450 hours

Total Volunteer Investment

Component	Value
Planning phase hours	3,870 hrs
Event-day hours	450 hrs
Total volunteer hours	4,320 hrs
Rate (conservative community standard)	\$30 / hr
Estimated volunteer labour value	\$129,600

This reflects substantial civic investment and sustained community leadership that underpins the organisational capacity of Prima Nota Inc.

8. FINANCIAL OVERVIEW

Maslenitsa SA 2026 was delivered through a combination of direct operating funds, in-kind partner support, and substantial volunteer labour. The event concluded with a small operating surplus, reflecting prudent financial management.

Cash Income

Category	Amount (AUD)
Stallholder Fees	\$1,870
Community Donations	\$6,700
Food & Souvenir Sales (net)	\$2,140
Total Cash Income	\$10,710

Cash Expenditure

Category	Amount (AUD)
Infrastructure (stage, sound, equipment hire)	\$4,133
Insurance	\$1,037
Contractor Payments – Food Preparation	\$2,300
Contractor Payments – Non-Food Services	\$1,995
Miscellaneous	\$350
Total Cash Expenditure	\$9,815

Operating Result

Net Operating Surplus	\$895
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In-Kind Contributions

Contributor	Estimated Value (AUD)
Central Audio Visual (50% equipment discount)	\$745
SNAP/SNAP Photo Booth (fully donated)	\$500
Total In-Kind	\$1,245

Total Estimated Community Event Value

Component	Value (AUD)
Cash Income	\$10,710
In-Kind Contributions	\$1,245
Volunteer Labour (4,320 hrs × \$30)	\$129,600
Total Estimated Community Event Value	\$141,555

While the direct operating budget remained modest, the total estimated community value exceeded \$140,000 when volunteer labour and in-kind contributions are considered. This reflects significant civic investment and organisational capacity within Prima Nota Inc.

9. COMMUNITY IMPACT & FORWARD STRATEGY

Economic Contribution

Direct support for 15 independent food and market vendors; engagement of local contractors and service providers; artisan platform for 7 independent local creatives; and increased micro-enterprise visibility within a public community setting.

Social & Cultural Contribution

- Alcohol-free, family-safe public environment serving a diverse community audience
- Youth leadership platform through performance, choreography, and volunteer coordination
- Cultural education and exchange for non-Slavic attendees through multicultural programming
- Positive migrant representation and visibility within South Australian civic space
- Health awareness integration through partnership with Diabetes SA

2027 Strategic Direction

Focus Area	Planned Action
Site & Infrastructure	Full consolidation into shaded zone, the St. Peter's Youth Centre without across-the-bridge spread; site plan submitted for pre-approval
Heat Mitigation	Enhanced shade infrastructure; contingency protocols formalised; misting fans implemented
Vendor Layout	Refined clustering and traffic flow based on 2026 observations
Signage & Wayfinding	Improved directional and information signage throughout site
Data Collection	Systematic attendance and engagement tracking for reporting
Multicultural Partnerships	Expanded cross-cultural organisation engagement
Content Strategy	Increased Reels and video content based on 2026 engagement data

Prima Nota Inc. will continue to strengthen governance, refine event delivery, and expand its contribution to multicultural civic life in South Australia.

Prepared on behalf of the Managing Committee by
 Nina Iouguina
 Chairperson, Prima Nota Inc.

APPENDIX A

