

# Peregian Originals Att 5 Long Term Plan

Operational Plan 2012 – 2017 – Peregian Originals (East Coast Originals Inc)

**East Coast Originals Inc**

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ABN: 42 251 016 308

Prepared: 19 July 2012

# *Peregian Originals*

(East Coast Originals Inc)

Operational Plan 2012 – 2017



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**Peregian Originals is an established and iconic cultural event that has grown with its home at Peregian Beach, Queensland. We are recognised locally, nationally and internationally. Our event not only allows musicians of all levels of experience to shine and connect with audiences, but is intrinsic to community building and sharing. Peregian Originals is Art, heart and community in practice.**

**~ A letter of support, June 2012 ~**

**From Traditional Custodian (Kabi Kabi woman), Sunshine Coast Australia Day Awards Young Citizen of the Year 2010 and current Australian Action Partner working globally for social justice and equality - Bianca Bond.**

As a Traditional Custodian whose ancestors have walked these lands of the Sunshine Coast for tens of thousands of years and whose culture very much embraces and encourages the sharing of stories through song and dance, through arts and the building and strengthening of relationships amongst the collective by gathering and sharing spaces, it breaks my heart to see that once again there is a struggle between the government and the people of the land in up-keeping a cultural tradition.

Peregian Originals is now very much a culture of its own. A culture that embodies multiculturalism and unites all of our differences through the music, the people involved and the community who engages. It gives me great joy to see my people's Traditional Values being practiced in Contemporary Times.

This happened to my forebears not too many years ago when they took our song, dance, storytelling and gathering spaces away and now is occurring once again in the Sunshine Coast community of today in the year 2012, but not only to Aboriginal people but to people of the colours of the rainbow (humanity).

Peregian Originals is a place where people of diverse beliefs, races, backgrounds, social status etc gather together twice a month (if we're lucky because wet weather cuts half out as it is), we gather together as a united community, with family and friends, young and old, dancing and laughing, enjoying and respecting the space.

Most of us spend the fortnight leading up to the day with much excitement and contentment that Peregian Originals will be on and the community of young and old, rich and poor will gather once again to share in song, dance and loving conversation.

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I have been attending Peregian Originals almost every time the show has been able to go on for around 3 years now and I have never once seen an outbreak of violence or abuse, disrespect of the environment that my ancestors have looked after for tens of thousands of years, nor have I seen anyone walking around with anything but a smile and a good vibe about them. Peregian Originals is one of the best things about the Sunshine Coast that draws people from all around the country to attend, we even have international guests whose minds are blown to the beauty of the afternoon. To see this come to an end will be devastating to our community, our children will be devastated and once again the community will lose its faith in their local government for their inability to truly represent the people and their wishes to continue strengthening our community and its relationships through our love of music and the family friendly BY DONATION outdoor event.

Please don't do this to your community!

With much sadness and distress

Bianca Bond

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This letter is one of hundreds that were shared with event organisers, media and the Sunshine Coast Regional Council when it again seemed that Peregian Originals was likely to be irrevocably damaged. Repeatedly, local residents, businesses, community groups, musicians and artists have stood shoulder to shoulder with event organisers to preserve and protect Peregian Originals. Repeatedly, and increasingly, support has flowed across the Sunshine Coast, Queensland, Australia and internationally. It has a value beyond music. Peregian Originals is unique. It is a model for thriving, connected community.

As organisers of Peregian Originals, it is our sincerest wish that the tremendous value of the event is recognised and embraced.

We hope we are now moving into a phase of Peregian Originals where we can work in partnership with our Council, with the common goal of preserving and strengthening this iconic event well into the future.

East Coast Originals

19<sup>th</sup> July 2012

## Summary

### Organisation Details

Business name:	East Coast Originals
Trading name:	East Coast Originals
Business structure:	Incorporated Association- Non-Profit Organisation
ABN:	42 251 016 308
Date established:	30 January 2010
Date registered:	30 January 2010
GST:	Not Registered
Domain names:	<a href="http://www.peregianoriginals.com">www.peregianoriginals.com</a> <a href="http://www.peregianoriginals.org">www.peregianoriginals.org</a> <a href="http://www.eastcoastoriginals.org.au">www.eastcoastoriginals.org.au</a> (no longer in active use)
Licenses and permits:	Permit for Peregian Originals until September 2012
Business location:	Our permit allows us to hold the Peregian Originals events in Peregian Beach Park, between Peregian Beach Surf Club and the beach.

### Objectives

#### To facilitate community building through:

1. **Fostering healthy growth of live, original music on the Sunshine Coast.**
2. **Encouraging younger musicians.**
3. **Providing opportunity for emerging musicians to perform in public.**

**Concerts are vital to these objectives. Peregian Originals is essential to the preservation of live, original music on the Sunshine Coast.**

### Aims

#### **Our aim is to run the best event possible.**

To do this we have considered the following:

- Formalisation of process and development of a safe and sustainable ‘Peregian Originals’ operation manual
- Suitability of site
- Sustainable relationships with community
- Environmental sustainability of Peregian Originals
- Development and implementation of sustainable transport strategies
- Financial sustainability

## Vision

### *Vision Statement*

**Our aim is for Peregian Originals to continue to develop organically at Peregian Beach, serving the community as a safe, wholesome, artistically inspiring, all-ages, socially-interactive public concert event.**

### **Specific agendas**

1. To establish a stronger online presence, and more effective means for garnering public donations and institutional grants, in order to ensure event sustainability.
2. To increase and broaden our relationships with other organisations in the wider community, with a view to sustainability.
3. To continue to foster original performance ‘art with heart’, with the clear long-term goal of contributing to the cultural identity and growth of Peregian Beach and the wider Sunshine Coast.
4. To seek greater connection with indigenous musicians and communities.
5. To expand our multi-cultural and cross-cultural activities by actively seeking out performers from diverse communities to share their work with our Peregian Originals community.

### **Goals/Activities**

1. Create a Peregian Originals website that will serve the following specific goals:
  - Increase our online presence for local, national, international access
  - Facilitate the sharing of information relating to our operational strategies
  - Provide a platform to celebrate and advertise our community sponsors
  - Create an online donation facility
  - Provide a Community Forum for interactive public communications
2. Establish the best sound production team on the Sunshine Coast, utilising an increase in funds to hire two top local engineers. Currently, we can afford just one.
3. Build on our existing partnerships and affiliations and seek further interaction and partnering with other organisations in the wider community.
4. Strive to be a ‘good neighbour’.

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5. Continue to explore and implement strategies that foster sustainability of the event at Peregian Beach:
  - Environment (our impact on the park and its environs)
  - Transport (promotion of options)
  - Community relations (openness and approachability, responsible strategies related to alcohol, building on connections).
  - Financial
6. Aim for improved relations with Council.

## *Background*

### *A History of Peregian Originals*

In the year 2000 two performers, Jay Bishoff and Paul Fogarty, set up a small PA system in the village square at Peregian Beach and performed a two-hour set to a handful of kids on bikes. Baked Poetry Café provided lunch and drinks. Unbeknown to the two musicians, they had begun an event that would become the heart of the Sunshine Coast over the colourful course of many years. Jay and Paul decided they would return to the venue for another performance at the next Peregian Markets Sunday. Soon, the humble performance ritual was established, and Sunday afternoon crowds grew to the twenties, fifties, gradually sneaking up on three figures. The focus was not money, but free artistic expression in a warmly supportive, all ages community environment.

Realising that the momentum could not be maintained with just the two of them, other singer-songwriters and original acts on the coast were welcomed into the fold. This helped foster the natural, organic growth of the event. Local free press publications got on board and played a key role for many years in the survival of Peregian Originals. Eventually Noosa Council realised an event was running without a permit, a hurdle sorted with the support of Councillor Vivien Griffin. In order to meet the growing expenses associated with the event, the community raffle developed – this remains our primary method of funding Peregian Originals.

In 2003 Mayor Bob Abbot awarded Jay Bishoff and Paul Fogarty with the ‘Noosa Shire Cultural Award’ for ‘most significant cultural contribution’. During the following year Paul Fogarty left Peregian Originals for the full-time pursuit of his career as a performing songwriter. By this time, word on the magic little community concerts at Peregian Beach had spread to Brisbane and beyond. National touring bands looking for a local venue were drawn to the event, lifting the standard of performance, giving the event a cosmopolitan buzz. Peregian locals began to take pride in identifying with the event, planning their family weekend around Peregian Originals.

Permit issues continued, and the first noise complaints emerged, ultimately leading to the event’s 2006 relocation to Peregian Beach Park, behind the surf club. This was the beginning of an ongoing relationship between Peregian Originals and Peregian Beach Surf Club. The event’s attendance climbed to between 300-400 by 2007 and Peregian Originals continued to thrive. With this came challenges, primarily in the form of a small group of neighbours

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frustrated with the event. Open forum meetings were established. Numerous strategies were implemented to mitigate the impact these residents highlighted, but complaints and agitation continued, placing more and more pressure on the Council. This led to a period of intense public campaigning by the event and its supporters, culminating in a hugely successful protest rally in December of 2009 where a 2000-strong crowd made it clear that Peregian Originals delivers far more to its community than live, original music, and Council plans to shut down the event were halted. This in turn led to Peregian Originals being incorporated in early 2010 as East Coast Originals.

Despite efforts to find solutions to concerns raised by a small group of residents, agitation to shut the event down continued even after the huge public show of support. This resulted in a move in March 2011 by Sunshine Coast Council to cut permitted events at Peregian Beach from 24 to 12, with a remaining 12 to become some kind of mobile event. This was felt by many to be a move designed to quietly bury and kill this highly successful cultural icon, and again the event organisers and supporters mobilised. The ensuing campaign ably demonstrated the huge and widespread public support for the event as well as the overwhelming support from Peregian Beach businesses that Peregian Originals remains in its current location, in its current format. Council granted a permit valid until June 30, 2012 for the full 24 concerts (weather permitting) in Peregian Beach Park.

Since incorporation, Peregian Originals has moved to formalise its processes, and sought and implemented strategies to stabilise its running. Following the 2011 protests we have worked, and continue to work, toward finding solutions to legitimate concerns raised by opponents to the event, as well as moving toward financial stability while meeting ever-increasing running costs as we meet permit stipulations. Additionally, we continue to explore as many options as possible to make Peregian Originals sustainable in its current location and format. We have also sought to find a more harmonious relationship with Sunshine Coast Council. In the last twelve months the event has stabilised in many aspects of its operation, and attendance has reached an average of between 500-700. Despite not seeking it, Peregian Originals has gained coverage and/or inclusion in a number of tourism publications. These most notably include a listing in *The Australian's* 'Top 10 Things To Do on the Sunshine Coast' (June 2011), a listing in *Lonely Planet Queensland* and, in December of 2011, a feature in *Jetstar Magazine's* summer edition. We also note Sunshine Coast Council itself, in the document "A Snapshot of Peregian Beach", highlights the pride and appreciation felt toward the event by members of the Peregian Beach community.

Our focus now is Peregian Originals' continued development, organically and sustainably, at Peregian Beach Park, serving the community as a safe,



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wholesome, artistically inspiring, all-ages, socially interactive public concert event.

## *Suitability of site*

Peregian Originals is intrinsic to Peregian Beach. It has developed in this community, with the support of local businesses and residents, from its earliest days. The event has grown with its community and the two are firmly interwoven. Passionate public opinion, as well as business support, repeatedly demonstrates this. It is therefore fundamental that Peregian Originals takes place in Peregian Beach.

We believe there are factors related to site that warrant consideration for any ‘Originals’ event. These factors include:

- Venue is a public space, open to all members of our community.
- The location must be beautiful: an area that offers an experience of our ‘great outdoors’.
- As we run a ‘family’ event, there needs to be nearby facilities for children and preferably teens: at the least we would look for a safe, well-maintained playground for young children
- The location must be able to comfortably hold upwards of 500 patrons
- The location needs to allow a stage set that encourages close interaction between performer and audience
- Access to power
- Food needs to be available close by
- Non-alcoholic beverages need to be available close by
- Access to public transport
- Ample areas for public parking
- Be wheelchair accessible, with amenities for the disabled
- For an event near the ocean, there needs to be ready access to fully-trained lifeguards
- Ready access to qualified first aid care and/or medical assistance
- Be relatively unaffected by weather, i.e. ground not subject to waterlogging, for example, which would increase cancellations.

The benefits of a venue with these features have become apparent over the course of Peregian Originals’ history, as many of these are the things that make it a ‘community’ event rather than just a concert. For proximity of these features at Peregian Beach see Figure 1.

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**Figure 1: Location of Peregian Originals and surrounding features.**

- Permitted area for Peregian Originals concerts, Peregian Beach Park (public space). The area comfortably accommodates in excess of 500 patrons
- Availability of food/non-alcoholic beverages
- ‘great outdoors’ – Peregian Beach, with lifeguards
- Playground (south), skate bowl (north)
- Public transport (bus line 620, running between Noosa and Sunshine Plaza)
- Public parking areas (preference for Rufous St area)
- Lifeguards/first aid/access to medical and emergency services

Based on experience we believe it is imperative that the event continues in its current location, as no other site meets the needs we’ve determined essential for the development and continuation of a successful community-driven event of this kind.

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Our focus is not only minimising and mitigating the impact of the event but on actively striving toward sustainability of the event within the confines of its community. Running up to 24 concerts each year for over a decade has given us immense understanding of which acts pull the most people. Therefore, we foresee no danger of exceeding comfortable capacity for our venue or for the infrastructure of Peregian Beach.

## **Challenges with the park**

Problems related to the park are not faced exclusively by Peregian Originals and are indicative of larger problems facing Peregian Beach. Access to the park is very difficult, with insufficient and restricted parking in the Peregian Beach Village area. The amenities block in the park itself is old and does not meet the needs of key park stakeholders. At this stage these problems are deflected on to organisers of various events in the form of Council requirements related to provision of portaloos and implementation of traffic management plans.

Rather than being viewed as an imposition on the park infrastructure, we believe that the proven regularity of Peregian Originals and its patronage should be recognised at Council level and factored into all decisions regarding the park. We are not the only community group that uses the park, but we are the most regular and visible.

It is our understanding that Council parks are classified as ‘local’, ‘district’ or ‘regional’, and that this affects the types of activities normally permitted. Part of the problem with the continuation of Peregian Originals within Peregian Beach Park results from its classification as a ‘local’ park rather than ‘district’. This classification means that it does not comply with a number of Council requirements to hold such events.

While these technicalities of definition and function go some way to explaining ongoing problems we face as organisers, permanent resolution of these issues need to be addressed at Council level. This may include re-evaluating the classification of the park based on its regular and predictable usage. This would be an investment in a highly-functional and proven creative community. Given our 12+ years of producing regular, high-quality, much desired and valued concerts that have contributed heavily to our region on many levels, we feel it is reasonable that our Council examines all means of supporting the community’s wish to have the event continue in the most responsible way possible. We believe we have earned support.

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At present time research is being conducted in relation to redevelopment of Peregian Beach Park. Overall, we have few issues with the park itself. We do believe the success of our event warrants consideration of a simple stage structure (a plan was drawn up some years ago between the surf club and Peregian Originals) with appropriate power supply. Refurbishment of the amenities block, which will benefit the entire community, is long overdue. Appropriate vehicular access to the park for our key crew and performers is also essential. We have shared our views with independent consultants as key stakeholders in the park and await the next stage of the project.

Park redevelopment presents us with a number of uncertainties related to the future shape and features of the park, timeframe and interruption/displacement of our event. Strategies for preserving the event will need to be revised with Council as more information becomes available.

## *The Peregian Originals event format*

As the event has grown and developed there has been ample opportunity to test various format options. Through trial and error the format below has proven to be the most effective. It allows a natural momentum to build through the afternoon while honouring the grass roots foundations of the event.

**1<sup>st</sup>:** emerging artist - usually solo, occasionally duo, usually a local artist

**2<sup>nd</sup>:** duo/trio – a more established performer

**3<sup>rd</sup>:** band – experienced, good energy, often where a ‘less mainstream’ act might be scheduled (i.e. Balkan, Egyptian (both with dance workshops), African, punk, or something in some way ‘unusual’)

Between acts 3 and 4 the raffle is drawn and volunteers are asked to help with collection of donations. Sale of raffle tickets usually begins through the 2<sup>nd</sup> act.

**4<sup>th</sup>:** an established, high-energy band likely to get the crowd dancing.

Although our current permit allows us to operate between 1 and 5 pm, a 1 pm start is unusual as the pack up of the Peregian Beach Markets generally prevents us starting much before 1.20 pm. It has been suggested that dropping the first act would be a logical way to solve this time issue. However, providing a platform for emerging artists to present their original material to a supportive and appreciative audience while gaining performance experience lies at the very heart of Peregian Originals concert events. It is our view that rather than being sacrificed due to time constraints this opportunity must be preserved.

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Young and emerging artists have difficulty gaining performance experience, particularly in front of warm and receptive audiences interested in live, original music. Most venues are reluctant to book inexperienced performers with untested material, and minors interested in pursuing performance of their original works are additionally hampered by liquor licensing, which prevents access to many venues. Peregian Originals is a unique opportunity for such performers, and has been a springboard for several young musicians now beginning to make their impact in the music industry.

Against this, established and successful bands are a draw card. Apart from advantages of bringing larger crowds, thereby increasing income on the day, it also allows the natural development of mentoring of emerging performers.

*Frequency of event:  
Necessity of 24 concerts per year model*

## **Weather**

As a non-ticketed event that relies on proactive online social media engagement, reducing to 12 events per year would break social/advertising momentum.

We experience an average of 6-8 rainouts per year at Peregian. We have recently watched rained-out events cause the disintegration and eventual collapse of our sister event, Nambour Originals. If we were to lose 4 or 5 events from a 12-event calendar, Peregian Originals would not survive two years.

## **Creative Industry/Creative Communities**

The community-enriching qualities and rewards of twice-monthly Peregian Originals events are in clear demand by the vast majority of the local and wider coastal constituencies. This has been strongly evidenced by two popular protests against sudden Council moves to reduce our event's permit to 12 events annually.

The local and national demand for 'more' – not less – community performance opportunities and whole community events is intense. Standard, commercial venues are restricted by age and financial bottom-line priorities. Peregian Originals continues to foster a breeding ground for emerging local/regional artists. The regular, mini-festival atmosphere provides invaluable field experience for performers at all career stages, as well as lucrative industry

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possibilities, through networking and merchandising.

Consistency and regularity of the ‘tradition’ of Peregian Originals remains integral to our event’s reputation. The high standing of our reputaton allows us to access reputable acts for far less than standard industry fees. Under our longstanding (12+ years) 24 events per year permit, acts aim to feature at our event several times annually, establishing deeper relationships with their Sunshine Coast fan base. This leads to ‘local/non-local’ cross-fertilising opportunities for both sides. Example: Brisbane band ‘Cheap Fakes’ is now nearly a household name on the Coast, and local act, Dave Flower Band, often shares the bill with them at Brisbane events.

## **Additional operational considerations**

The most recent proposal before Council (June 2012) offered a ‘guarantee’ of 12 events per year by permitting an event to run on the 3<sup>rd</sup> Sunday should the 1<sup>st</sup> Sunday be cancelled due to rain. This is operationally unsound. Apart from presenting an enormous challenge to the flow and advertising of the event (it’s on the 1<sup>st</sup> Sunday except for the months it is on the 3<sup>rd</sup>), and the disruption to momentum already discussed above, it would necessitate booking an entire back-up event each month in case of rain out. It is not possible to simply ‘shift’ an event back a fortnight, as we frequently schedule touring artists, and most more established musicians work around existing gigs. Our professional crew – security and sound, for example – will not be able to refuse work on the 3<sup>rd</sup> weekend ‘just in case’ of a cancellation on the 1<sup>st</sup>. This proposal also does not allow for stretches where we lose two or more events in a row. Although this is rare, it has occurred. The twice-monthly format, well-established as our tradition and understood by our regular followers, allows for a relatively quick recovery from rain cancellations.

## **Economy**

Peregian Originals is a major contributor to the Peregian Beach economy. Our concerts currently generate the major source of revenue for the Peregian Beach Surf Club. A reduction in the number of permitted events will also have a direct result in the village, both in terms of jobs and viability of some businesses. We are a major facet of the Peregian Beach economy and continue to have the strong support of businesses for the continuation of our twice-monthly events. Economic factors are discussed in our ‘financial’ section.

## Weather

Although our permit allows 24 concert events to take place in Peregian Beach Park, it is inevitable that some will be cancelled due to weather. As the location does drain fairly readily, cancellation is generally due to rain/storms on event Sundays. We operate as an outdoor, open-air event, so weather cancellations are called primarily due to safety concerns surrounding electrical equipment.

During wet weather, or when the ground is soggy and/or muddy enough that it causes problems for the Peregian Beach Markets, Peregian Originals does not operate. This means we contribute in no way to environmental damage to the park during wet weather. Peregian Originals and wet weather are currently mutually exclusive.

Some days it is very difficult to determine how weather will unfold during concert afternoons. In these cases we generally err on the side of caution and cancel. In addition to safety concerns, financial considerations come into play. Although we have a core of dedicated patrons who are happy to attend even in inclement weather, attendance inevitably drops. As we generate the bulk of our funding through raffle ticket sales and donations during concerts, this places us in a tenuous financial position.

The role of the weather in the operation of our event is a central reason why the 24-event model (1<sup>st</sup> and 3<sup>rd</sup> Sundays) is essential. On average, 18 events per year have taken place since Peregian Originals' inception. Reduction to a maximum of 12, such as was proposed by Council in March 2011 and again in June 2012, is not viable.

With the increasing stability of the event we are investigating weatherproofing options that will both suit our operational needs and comply with our permit as a means to avoiding cancellation on days when weather is mildly inclement.

It is also worth noting that wind direction has played a substantial role in noise complaints from a small number of residents over the years. Positioning of the stage area aims to direct sound more toward the ocean, but gusty wind conditions do mean some sound may carry to residential areas even when we are within our permitted sound levels.

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## *Value to Community (General)*

- The all ages social environment at Peregian Originals events provides healthy behaviour modelling for Sunshine Coast youth.
- Peregian Originals concert events provide a healthy gathering place for families to share the day together. The performances are for all ages. Playground for the children, skate bowl for teenagers, surf club veranda for parents who need a break, and the grass for everyone together.
- Organic mentoring situations consistently arise at Peregian Originals concert events, a natural bi-product of the grass-roots social scene, engaging itself with large numbers gathered at all concerts.
- The combination of local, national, and often international performing artists inspires the local scene by the high standard of professionalism on stage.
- The event brings substantial business to Peregian Beach, affecting shops, cafes and even real estate. It also encourages the arrival of community-minded people. There are countless reports of people moving to Peregian Beach to be close to Peregian Originals concerts.
- Other types of creativity are also strengthened through Peregian Originals. We attract a number of photographers who regularly contribute their work. One of these received significant exposure through the inclusion of one of his photos in a publication advertising our event. We have received enquiries from people wanting to work with us for filming project, television pilots and art exhibitions. The creative connections extend far beyond music.
- Peregian Originals has now featured in ‘in flight’ magazines on national airlines, and in Lonely Planet Queensland. The event enjoys a terrific, widespread underground reputation across the nation, boosting the artistic/cultural reputation of the Sunshine Coast nationally.

## *Value to Music Community*

“Peregian Originals has provided Cheap Fakes with a platform to showcase their music to an audience that may not usually have the opportunity to come to a gig, whether that be due to age (young or old), family commitments or any other reason. It has, over time, supported, encouraged and assisted in the growth of their fan base through this exposure and has instilled in Cheap Fakes a sense of community beyond anything they have ever experienced.”

~ Rebecca Andrews, Manager, “Cheap Fakes”~

Peregian Originals is open to musicians across most genres, provided they have a set primarily comprising original work. We accept artists with all levels of performance experience.



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Peregian Originals seeks to work collaboratively with other venues and events with a view to (re)creating a vibrant live music scene on the Sunshine Coast. Touring bands have access to a number of venues as part of their Sunshine Coast experience and we work together to ensure each venue is able to best benefit from their bookings. This collaborative approach is working well. Bands performing at venues such as Solbar (Maroochydore) and Coolum Beach Hotel (Coolum) welcome the opportunity for an entirely different performance opportunity at Peregian Originals.

Musicians of all levels of experience are delighted by the free and intimate exchange between themselves and the Peregian Originals audiences, and touring musicians reiterate our view that what we have here is a unique event and experience. Increasingly we are attracting the attention of bands based in Brisbane, the Gold Coast and northern NSW and, most recently, Melbourne. Peregian Originals has a reputation in music circles – locally and nationally – as an excellent event in a peaceful and engaged community. We have also had a number of international artists (hailing from Canada, USA, France, Britain, Ireland, Germany, South Africa), many of whom continue to include Peregian Originals on their Australian tours.

We currently work collaboratively with:

- Solbar (Maroochydore)
- Woombye Pub (Woombye)
- Coolum Beach Hotel (Coolum)
- Golden Days Festival (Coolum)
- Lighthouse Music Events (Coolum)
- House Concert Series (Eumundi)
- Original Song Competitions (Yandina Hotel and Coolum Beach Hotel)

## *The Peregian Beach community – benefits and impacts*

In addition to the general benefits already mentioned, Peregian Beach gains in a number of specific ways.

- Culturally, Peregian Beach is recognised nationally as the home of an iconic, unique event.
- The sense of community in Peregian Beach - something that both results from and feeds the success of Peregian Originals – has expanded to include other community successes, such as the gardens and activities at Peregian Beach Community House.

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- Many people from outside the village visit Peregian Beach, increasing tourism.
- The economy of Peregian Beach is substantially enhanced through our event's operation. This is discussed in our financial section.
- The Peregian Beach Surf Club gains much needed revenue from our patrons, without which the possibility of closure will significantly increase.

In discussion about Peregian Originals during the Ordinary Meeting of Sunshine Coast Regional Council on June 28<sup>th</sup>, 2012, significant concern was expressed for looking after the 'ratepayers' of Peregian Beach. We agree with this, provided the view of 'ratepayers' is expanded from that being espoused at that meeting, which was largely and obviously skewed toward those objecting to our current level of operation. It is essential that opposing views and criticisms be examined, and that we be held accountable for our event. However, there are many 'ratepayers' who support Peregian Originals. Beyond that, the views of non-ratepaying Peregian residents are relevant, as are those of people who operate and work for local businesses.

One recent piece of communication from a councillor to a supporter stated that a survey of emails he had received showed *“the overwhelming majority of those in favour of the event continuing in its current status resided outside of the area, and surprisingly that many of them only attended as little as 2-3 times per year, while the residents in the immediate area have to live with this event every second Sunday.”*

While the general point that we need to listen to those most impacted is recognised, we also need to look beyond this. With active followers numbering in excess of 7000 it is inevitable that the majority do not live in the residential areas immediately neighbouring the park. The event's widespread reputation brings patrons from far beyond Peregian Beach, bringing much-needed economic benefit to local businesses and enhances the area's cultural status. We do not view this as a negative.

Discussion with residents, business owners and representatives of Peregian-based community groups at a recent Peregian Beach Economic Forum revealed widespread support and pride in Peregian Originals. Some at this forum in fact resented the idea that a sense of “community” should be reduced to an “us and them” division, viewing the 'Peregian Originals community' as a valued and valuable entity regardless of patrons' postcodes. Likewise, frequency of patronage was not viewed as particularly relevant. The tremendous value is in knowing the event runs, and the contribution we accordingly make to the culture, economy and diversity of the Peregian Beach

community.

## **Recent support from the Peregian Beach community for Peregian Originals' continuation**

During the four days leading up to the Ordinary Meeting of June 28<sup>th</sup>, 2012, 108 letters of support were gathered from Peregian Beach residents, and were tabled at that meeting by Cr Russell Green. Other supporters who live locally sent letters independently. Peregian Beach Surf Club remains a major supporter of our event's continuation and Peregian Beach Community House also sent letters of support and co-ordinated information for residents wishing to offer support. We also collected and submitted letters of support from 34 businesses within Peregian Beach Village. Many of these businesses are owned/operated and staffed by Peregian locals, and we took the opportunity to gather up-to-date information regarding our impact upon these businesses and the village square. This information has been used to revise certain aspects of our operational plan.

In addition to dedicated, return patrons, we've also received communication from residents and businesses who, while not being patrons themselves, explicitly support the event's continuation because of the obvious benefit to Peregian Beach as a whole.

Far from having little support from those residing closest to the event, some members of our volunteer team live or have lived in those most-impacted areas and are long-time Peregian Originals patrons and Peregian Beach residents.

Since the most recent challenge to the event's continuation we have received many offers of support from all sectors of the Peregian Beach community, resulting in stronger connections. Several local residents have taken on volunteer roles and/or are taking on specific areas of operation. In exchange for this increased level of support we are stepping up to take a more active role within that community.

Furthermore, the threat to Peregian Originals and therefore the wider Peregian economy and culture, has been a contributing factor in moves by various entities to unite in order to present and defend community views and wishes.

## *Specific impacts on the community*

With any successful enterprise generating an influx of people into an area there will be strains and challenges.

On the 1<sup>st</sup> and 3<sup>rd</sup> Sundays of each month Peregian Originals brings an average of 500-700 people to the Peregian Beach business area and park. Our own internal reviews, feedback from the surf club, residents, community groups and businesses highlight a variety of impacts. These include:

- The size of the event – some hold the view that it has outgrown its venue.
- Increased traffic flow and parking issues, particularly along the closest residential streets of Kingfisher Drive and Plover Street.
- Concern that the presence of so many people in the park may make people not interested in attending the Originals feel unwelcome or uncomfortable in the park, and impinges on access through the park and to the beach.
- Noise (primarily music, and particularly bass frequencies).
- A perception of public drunkenness.
- Instances of anti-social behaviour.
- An increase in litter as a result of the event.
- On days where we implement the Traffic Management Plan, as stipulated by our permit, local residents are further affected by restricted access to residential streets and properties. Some businesses have reported to us that the implementation of the plan has greater impact on business during the 1<sup>st</sup> and 3<sup>rd</sup> Sundays than any other aspect of the event. This will be further discussed in our Traffic section.

In the proposal before Council in June 2012, three areas were put forward as justification for a 12 events per year model:

- a) 'reprieve' for residents opposing Peregian Originals
- b) potential damage to the park
- c) loss of amenity in Peregian Beach Village

While these areas all need to be addressed for sustainability, it is also important to note that some problems are merely highlighted by our event. This is particularly the case with traffic and parking, which is problematic in Peregian Village on any given day. The success of our event increases the demands, but a long-lasting solution to lack of sufficient infrastructure is beyond us or any other community group.

## *Opposition to Peregian Originals*

In times of friction surrounding permit renewal Council speaks of ‘strong opposition’ to Peregian Originals. We believe this is misleading and does not stand up to closer inspection.

### **General**

Opposition is ‘strong’ in the sense of determination, rather than numbers. Certainly, there is a small minority of residents who remain strongly opposed to the event remaining in Peregian Beach Park. In their view, the presence of Peregian Originals impacts on their lives very substantially. Our 2011 permit (extended until September 2012) requires East Coast Originals representatives to meet with residents on a quarterly basis at meetings chaired by Councillor Russell Green. We have met with three such residents and have not received complaints on behalf of any other residents at these quarterly meetings. Complaints from these residents have centred primarily on traffic/parking problems, litter, noise and anti-social behaviour from our patrons (target areas of our operational plan) and a general view that the event (and Peregian Beach Markets before us) has ‘outgrown’ the venue. The clear preference of this group is that the event is either permanently relocated or closed down.

### **Threats/hostility**

Over the last several years Peregian Originals organisers, crew and volunteers, as well as staff at the Peregian Beach Surf Club, have been the target of numerous private and public threats related to the event. Prior to the issue of our 2011 permit, Peregian Originals crew were required to periodically take sound level readings in residential areas where such behaviour was commonly experienced, exacerbating hostilities. Some incidents have prompted police consultation and, in the last 12 months, have led to changes in our security briefing. For personal safety reasons, this also led to the implementation of a policy whereby personal contact details of our personnel are no longer made available to the general public. While providing peace of mind for our organisers and crew, it has impeded open communication with residents, most of whom are respectful despite open opposition to what we do.

## The nature of complaints/opposition

The chief view of residents with whom we have had discussion is that the event has outgrown its location. As this lies at the heart of sustainability of Peregian Originals this is discussed more fully in operational areas of our plan.

Feedback from residents at the quarterly meetings still highlights four specific areas of grievance: traffic, litter, noise and anti-social behaviour. Traffic/parking is by far the main area of contention. Accordingly, this is a priority area for us to review and develop. Council has installed additional signage related to changed parking conditions on the 1<sup>st</sup> and 3<sup>rd</sup> Sundays of each month. Increased littering was a concern, although indications are that measures we've put in place are having positive impact. We remain focused on improving our litter management strategies and continue to monitor. Noise complaints have lessened and it should be noted that we've been operating within our permitted levels, as verified by Council officers throughout our 2011 permit. One resident in particular raised concerns about anti-social behaviour (public urination, yelling etc) from patrons returning to their vehicles at the event's conclusion. Our security staff are vigilant for any behaviour getting out of control through the afternoon, but are limited in their legal capacity to operate outside of the event's hours or location. We continue to monitor this area.

It is our understanding, based on information shared publicly by Cr Tony Wellington at the Ordinary Meeting on June 28<sup>th</sup>, 2012, that between November 2011 and February 2012 a letter drop was carried out in residential areas neighbouring the park in an effort to gauge levels of support. The stated results were: 32 replies, 12 of which were supportive, 7 of which were critical of some aspects and 13 of which objected to the event. Cr Wellington further stated that since the issue of our 2011 permit Council had received 22 complaints from 11 separate residents.

It is important to clarify that the nature of the complaints or objections arising out of either the letter drop or the 22 complaints have not made their way from Council to event organisers. Therefore, we have been unable to take steps to address specific concerns. This presents us with a major challenge in our relations with Peregian Beach residents. Our perceived lack of response may fuel bad feeling among those residents - likely appearing that we do not take their concerns seriously - when in fact we are not receiving full information from Council about these concerns. This gap in communication has to be rectified as a matter of urgency.

## Future goals

Peregian Originals strives to be a ‘good neighbour’ and as such would prefer to find amicable solutions working with residents and, where necessary, with Council to affect changes that reduce the impact of the event.

In our experience, the quarterly residents’ meetings have achieved little: the same residents turn up with the same complaints, and often appear frustrated with the slow rate of progression in certain problem areas (such as traffic) or because they feel their objections (such as to the event’s continuation) are not being heard. While respectful dialogue between parties has led to some improvements in areas like signage along Kingfisher Dr and Plover Street, for example, it is our view that we need to examine other means of dealing with legitimate concerns of residents:

1. Establishment of a ‘liaison’ role between event organisers and all residents.
  - a. It is our view that this would best be achieved by dealing primarily with The Residents and Ratepayers Association, in order to have an accurate idea of support/opposition across Peregian Beach, and issues as they arise.
  - b. This will ideally be a role undertaken by a member of our organisation who lives in Peregian Beach and therefore has an understanding of local issues and sensitivities.
  - c. Because of previous threatening behaviours, we would prefer such a volunteer to have training and some experience in conflict resolution, or be willing to undertake relevant training.
2. Provision of clear means for residents to contact organisers.
  - a. For reasons already stated, we will not release any private contact details as general contacts. Because of the verbally abusive and threatening nature of some previous dealings we have not maintained a general phone contact, although this is being reconsidered.
  - b. Website, Facebook and email contacts will be made readily available to the Residents’ Association and Peregian Beach community groups.
3. Improved communication between Council and ECO.
  - a. There needs to be a process put in place for Council to pass on complaints. This will give us a more accurate idea of the level of concern, areas of operation we need to revise/develop, residential areas being affected, and whether it is an isolated issue or an ongoing problem. We cannot realistically address problems or develop processes without disclosure of this

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information, and we believe that residents concerned enough to write to Council would expect that we are notified.

Participation in the recent Peregian Economic Forum has opened doors for more productive communication with businesses and residents, particularly in relation to the ongoing difficulties surrounding traffic and parking. This is discussed further in our ‘Transport’ section.



## Market Assessment

### Target Market

- Peregian Beach community
- Sunshine Coast community
- Visitors
- Tourists
- People of all ages and backgrounds

### Assessment of Market

#### Demographics

A visual assessment of any given Peregian Originals concert audience shows a wide spread of ages (babies in arms through to elderly members of our community). The majority of these become familiar faces, as we have a steady core of regular patrons.

The most accurate statistical information comes from our substantial Facebook following. As of 19<sup>th</sup> March, 2012, we have 6,684 followers. A breakdown of available data is given in Figure 2, and reflects what we see in the park at events.

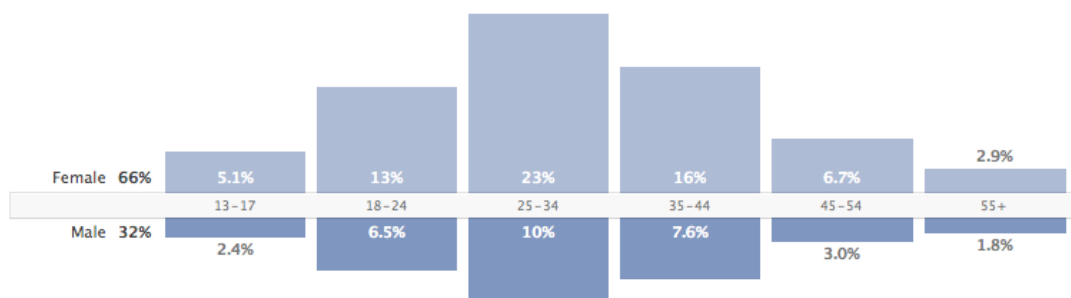


Figure 2: Demographics of Peregian Originals Facebook followers. (NB. A full 100% is not available as not all Facebook users list gender and/or age)

We see a blend of cultures, and varying sub-cultures. The event attracts people from all walks of life who comfortably enjoy each other's company in the park.

The park is also wheelchair accessible, with suitable amenities, and we have a number of regular wheelchair patrons.

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Over our two events in November 2011 we conducted a postcode survey in order to better target the delivery of information. Patrons were only permitted to answer the survey once. The total sample was 303 patrons. It demonstrates that the largest proportion of patrons come the Marcus Beach – Peregian – Coolum areas (4573). Suburbs radiating out from the Peregian area represent the next highest percentages.

This information will primarily be used to determine which areas would most benefit from additional modes of information delivery, such as the placement of flyers on notice boards. It will also be used in the implementation of transport strategies, particularly active transport solutions.

<b>Post codes</b>	<b>Number</b>
4573	73
4567	54
4566	32
4564	31
4565	23
4557	13
4562	9
4556	9
4563	4
4552	3
4560	2
Greater Brisbane area	28
Qld – other, visitors/tourists	14
International visitors/tourists	8
<b>TOTAL SURVEYED</b>	<b>303</b>

Figure 3: Postcode survey

Broader information on the geographical spread of our Peregian Originals supporters is available through our Facebook followers (See Figure 4). While good for a general overview, and demonstrating the level of support from not just our own area but from much further afield, it does not allow for an accurate breakdown of followers on a suburb-by-suburb basis. We do not as yet have data for non-Facebook users who support Peregian Originals.

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## COUNTRIES

6,216 Australia
76 United Kingdom
53 United States of America
43 Brazil
36 New Zealand
35 Switzerland
34 Canada
28 Germany
12 France
12 Indonesia
7 Ireland
7 Japan
6 Sweden
6 Italy
5 Netherlands
5 Spain
5 Thailand
4 India
4 South Korea
4 Norway

## TOWNS/CITIES

2,513 Brisbane, Qld
482 Coolum Beach, Qld
469 Noosa Heads, Qld
340 Noosa, Qld
257 Sydney, NSW
198 Maroochydore, Qld
185 Mooloolaba, Qld
178 Melbourne, Vic
162 Caloundra, Qld
127 Buderim, Qld
77 Gold Coast, Qld
55 Nambour, Qld
48 Maleny, Qld
43 Noosaville, Qld
43 Sippy Downs, Qld
42 Eumundi, Qld
39 Coolum, Qld
38 Alexandra – Mooloolaba, Qld
38 Tewantin, Qld
36 Perth, WA

**Figure 4: Location of Peregian Originals' Facebook followers as of 19<sup>th</sup> March, 2012.** (NB. Sunshine Coast locations listed under towns/cities are approximate only, based on users' estimated home locations).

## *Patron/customer management*

### **Maintaining a good relationship with our patrons**

Peregian Originals has an excellent relationship with patrons. Most of this is achieved through regular and open communication online, in recent years almost exclusively via Facebook. Through this medium we share information on upcoming events and news related to the running of Peregian Originals. Occasionally this leads to frank and robust debate among followers and between event organisers and patrons.

We expect all interaction related to Peregian Originals to be conducted respectfully without threats, inappropriate language, or acts of intimidation or violence. This is certainly an important underlying expectation for patron

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behaviour at concert events, but we also expect this in online discussion and in any communication on our behalf. (In times of protest, supporters have been explicitly and repeatedly reminded of this expectation as part of letter writing campaigns, for example). Our Facebook page is carefully monitored and commentary moderated. Although we are not able to screen comments before posting we do remove any which violate our principles of respect and non-violence. The same will apply to the Community Forum which will operate as part of our new website.

## **Points of contact for our patrons**

The Peregian Originals team is approachable during concert events. First contacts are often made in person at events.

In addition to Facebook, we are contactable via email on [admin@eastcoastoriginals.org.au](mailto:admin@eastcoastoriginals.org.au). This is the most common avenue for individuals, groups, organisations and businesses wanting to discuss particular points and, at this stage, initial performer enquiries. Again, this is actively monitored and enquiries addressed promptly. With the launch of the new website, we now have additional email points of contact.

## **Patron satisfaction**

We have a substantial core of return patrons. Peregian Originals strives to ensure that each and every event provides excellent and varied entertainment and takes place within a harmonious, warm and respectful atmosphere. Our longevity and demonstrated support suggests that in general we achieve this. It is important this is not something that we take for granted, but instead keep central to the planning and execution of each concert event.

## ***Peregian Originals' Products/Services***

For nearly 12 years, Peregian Originals has focused almost entirely on providing high-quality community concerts twice a month, without any consistent source of external funding. Our product has been our unique high-quality concerts and the amazing whole-community atmosphere created at our events.

In addition to our main product we are looking at the following:

- Providing affordable live (audio/video) recordings of our concerts to acts who have performed at our event. These acts will then have a

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product they can sell to their fans.

- Producing a compilation CD of live performances from our concerts throughout each year. This would be a means of both generating income and promoting Peregian Originals.

## **Market position**

Our concert events offer a high-quality entertainment experience at a budget price. We are encouraging patrons to support us with an offering of \$5 in raffle ticket purchases and/or donation. Many of these same artists perform at other venues where the door price is more typically \$25-50. We therefore offer exceptional value for money.

## **Unique selling position**

Peregian Originals continues to succeed in no small part because it has evolved with the community. Because of the event's long history within the same community we have a very clear understanding of the types of artists/music that will suit and have honed its format accordingly. Peregian Originals thrives because it is widely regarded as a true 'community' event (run by the people for the people), and many people therefore feel a level of investment in the event's continuation.

Feedback from tourists (both Australian and international) and touring musicians (national and international) continues to suggest that not only is Peregian Originals unique within Australia, but quite possibly globally. While there are many music festivals with similar aims these are primarily annual events. No other event of this kind takes place so regularly. We are aware of no event anywhere with a similar format, community involvement and pride, or longevity.

## **Anticipated demand**

The event's history ably demonstrates that there is a demand for Peregian Originals. Since the demonstration of December 2009 the average attendance has settled to between 500-700 patrons. A substantial majority of these are regular patrons. Based on evidence from that public demonstration of support, protests in March 2011 and most recently in June 2012, we know that there are a substantially larger number of people who have and will actively support the event's continuation in its current form. Weather permitting, we run a concert on the first and third Sundays of each month, with the average patron attendance already cited.

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## Pricing strategy

We are not able to charge an ‘entry fee’ for our concerts, and therefore rely instead primarily upon monies generated from raffle sales and donations. This method has evolved naturally with the event and allows a broad means of support by

- providing businesses a means of supporting us (raffle prize donations) and
- offering a way for patrons to offer financial support.

Based on our average attendance of 500-700, a target of \$5 would enable us to meet our costs.

## Value to customer

- Patrons are able to attend a mini-festival for the whole family to enjoy twice every month.
- Often patrons bring visiting friends from other parts of Australia, or international guests, proudly showcasing Sunshine Coast culture.
- Some families may actually ‘raise their children’ in the park, the event providing a cultural guiding anchor experience for their children as they approach teen hood.
- Patrons may regularly enjoy acts that charge \$25-50 for their performances elsewhere across the land.
- Additionally, patrons have learned to take an important stand for community, for an event he/she believes in. This is community forming/building/fostering. Peregian Originals offers togetherness and contributes to community identity.

## Growth potential

Our focus is not to encourage larger crowds, but to reach a sustainable operation with minimal negative impact on the park and environs. The event has an excellent reputation for its welcoming, relaxed, family-friendly atmosphere, which has largely been achieved through word-of-mouth. The growth potential of Peregian Originals lies instead in other avenues.

- Expansion of a multi-cultural experience of Peregian Originals not just by being open to performers of other cultures, but by actively seeking out musicians to share their culture with Peregian Originals audiences.
- Actively seek out cross-cultural performance experiences
- Incorporate broader representation reflecting our relationships with other community groups: children’s program/children’s event connected to liaising with youth programs, youth multi-cultural dance programs (for example), therefore building stronger relationships with

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local schools

- Building bridges across the standard chasm of artistic disciplines by engaging theatre groups and incorporating live theatre as a part of our event
- Financially, we will aim to increase channels of income through donations, products and raffle ticket sales and, in the long term, replicating this model in other areas within the Sunshine Coast and further afield. Funds will be directed back into the event to improve operation.

## *Innovation*

The very nature of our events is innovative:

- Creating a venue where amateurs can share the stage with the most seasoned veterans, right up to national, international stars (e.g. Kate Miller-Heidke). This effectively inspires the local youth culture, and also inspires artists from all over the country to consider moving to the Sunshine Coast, affecting the cultural landscape of the coast, providing artistic life and colour. For example: Paul Robert Burton (The Angels, Brewster Brothers) and Caroline Trengrove (Angus & Julia Stone, Jigzag).
- Organically creating and developing a vibrant original music 'scene' and offering a regular 'mini-festival' venue to showcase acts of all levels, consecutively on the same stage, in front of a huge, consistently open and supportive, all ages audience.
- The healthy rubbing of shoulders between nationally-established bands and local emerging bands, leading to spontaneous blended performances: for example, the horn section of main-act Brisbane band 'Cheap Fakes' suddenly on stage with 'Kindread', one of the coast's up-an-coming bands during the latter's performance.

Our means of maintaining and funding the event has also been innovative:

- There has been no consistent external funding, with financial costs being met through raffle ticket sales and donations from the community.

Our successful model of operation has evolved from over a decade of experimentation, trial and error. Having honed this model, we are not looking to alter this facet of our event at this stage. 'Innovation' is inherent in the programming of artists, however, with a conscious effort to take calculated 'risks' on bands that are unknown, or outside the usual experience of our patrons.

After 12 years the focus remains not on money but providing space for free creative expression within and for an appreciate, supportive all-ages community.

## *Intellectual property*

We encourage the proliferation of other events similar to Peregian Originals and aim to share any existing knowledge base rather than protect it. We are currently pro-active in addressing the development of our own first offshoot, Nambour Originals.

### **Protection of intellectual property**

- Trademarking 'Originals' name

### **Proliferation of intellectual property**

#### **In the twelve months to June 2013:**

- Complete Peregian Originals operational manual as a formalisation of our processes.
- Develop a strategy for supportive development of satellite 'Originals' events wishing to follow our format, objectives and aims. This strategy will need to accommodate events on the coast where we could reasonably have greater regular input as well as those further afield where advice and support would take on a more remote nature.
- Undertake market research to determine which communities would best suit our event model and ethos.
- Develop a workshop that we can take to different communities with a view to establishing satellite events.
- Develop support material and strategies for those community events following the 'Originals' model.

The initial target of these actions will be the resurrection and improved support of our sister event 'Nambour Originals', which disintegrated due to a number of factors.

#### **July 2013 – June 2014:**

- Trial expansion of the 'Originals' model to communities in other parts of Queensland and/or Australia.
- Strengthening and fostering of international connections with a view to opening up cross-cultural exchanges within the 'Originals' model.



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This will necessitate review and adaptation of our methods according to particular communities.

## **July 2014 – June 2017:**

- Based on the trialing of satellite events, additional supporting resources will be developed
- Identify additional target communities within Australia where the community-building benefits of our model will have significant benefit
- Continue to strength and foster international connections

## ***Advertising and promotion***

Peregian Originals is in the somewhat unusual position of not needing to advertise or seek out promotion. The event has an established reputation for its high-quality entertainment and community atmosphere, and this is shared through word-of-mouth. This has played a phenomenal role in our event's success: we could not buy this level of advertising. While we are not aiming to 'grow' our event through larger audiences, we do intend to advertise our performers and promote the successes of our event.

Periodically, Peregian Originals receives intense media attention. This can require representatives taking part in interviews on radio, television and in print media. As such, our media liaisons must have strong communication skills and a thorough knowledge of the event's history, issues and aims.

At this stage of our operation interaction with all media is handled either by Peregian Originals Founder/Event Organiser, Jay Bishoff, or East Coast Originals President, Anita Sweeney.

## **Advertising and promotional strategy**

Our strategy shall focus on:

- Effectively increasing channels of income through donations, products, raffle ticket sales and sponsorship. This is essential for financial sustainability.
- Sharing details of upcoming events and performers
- Increasing our connections to other community groups

Recent years have seen us shift our focus from mainstream media to almost exclusively relying on Facebook.

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## **In the twelve months to June 2012 we shall:**

- Further develop our website, allowing
  - Celebration of the successes of our event
  - More efficient advertising of upcoming events and performers
  - Visibility for sponsors
  - A platform for information on products as they become available
  - Extension and celebration of community connections
- Continue to utilise Facebook
- Re-engage mainstream media, basing our advertising intensity on the ‘pulling power’ of the acts featured on a specific Sunday
- Develop ‘media package’ for journalists, scholars, researchers and interested parties wanting information about our event, its history and its aims
- Consult with media/public relations professionals to further hone and develop our strategies

## **July 2013 – June 2014**

- Continue development of our website
  - In addition to existing aims: extension and celebration of multi-cultural and cross-cultural connections
- Develop greater integration of all social media options
- Implement strategies arising from consultation with media/public relations professionals

## **July 2014 – June 2017**

- Annually review strategies
- Implement new strategies as required through review
- Continue development of website
- Explore and utilise relevant social media options as they emerge

## **Sales and marketing objectives**

The bulk of our marketing over the coming 5 years will take place on our website, with Facebook and mainstream free press acting utilised as possible and practical.

Our objectives are as follows:

### **In the twelve months to June 2013**

- 1) To develop channels of income by

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- Diverting followers to our website, thereby increasing traffic
  - Creating advertising space on our website
  - Developing sponsorship packages
  - Inviting, welcoming and celebrating sponsors
  - Dedicating space to acknowledge and celebrate the many business that offer raffle prizes, beyond ‘mentions on the day’, our current method of achieving this
  - Having a platform for information and purchasing options on products as they become available
  - Developing products, such as a ‘Peregian Originals’ CD and/or T-shirt
- 2) We will promote our event with
- Clear information on the event: times, dates, where to park, how to support us, history.
  - More detailed information on upcoming events, with links to audio/video files of upcoming artists, as well as to their band pages and tour information
  - Photo galleries and video footage capturing our community event
- 3) We will promote and support our community by
- Developing a Community Forum that builds on the already-existing sense of belonging among many of our supporters – this space will allow followers to share information about events in the community, community issues of concern, items wanted/for sale etc
  - Acknowledging our core partners
  - Acknowledging groups with which we are affiliated
  - Linking to like-minded groups, events and businesses

## **July 2013 – June 2014**

- Research further expansion and integration of online presence
- Promote channels of income listed
- Implement online purchasing for relevant products
- Promote any products
- Review sponsorship packages

## **July 2014 – June 2017**

- Annually review strategies
- Review sponsorship packages
- Implement changes as necessary

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- Remain at cutting edge of online technology for promotion of sponsors and products
- Conduct ongoing research into products suited to and naturally arising from our event

## *Insurance*

Public/product liability Insurance to the value of \$20 000 000 is held through QBE Insurance (Australia) Limited. This policy covers James Bishoff (Peregian Originals event organiser) and Dan Lyons (Nambour Originals event organiser). It also lists Sunshine Coast Council as an interested party.

Policy number: **AS A278939 PLB**

Expiry: 16/07/2012

New insurance will be forwarded to Council. Due to current uncertainty about our permit renewal this will likely cover August and September only (as per our extended existing permit), with larger financial outlay for a full year when our permit is confirmed beyond September 2012.

## **Risk, Protection & Legals**

### *Legal considerations*

#### **Governance of the event**

East Coast Originals Inc, in conjunction with the Peregian Originals Event Organiser, must ensure that we comply with all Office of Fair Trading requirements, Work Health and Safety legislation, anti-discrimination legislation, tax legislation, financial probity and privacy legislation.

Associations Incorporations Act 1981

#### **Operation of the event**

##### **General**

Collections Act 1966

##### **Health and Safety**

Work Health and Safety Act 2011

Electrical Safety Act 2002

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First Aid Advisory Standard 2004

Noise Code of Practice 2004

Risk Management Code of Practice 2007

Child Protection Act 1999

Commission for Children and Young People and Child Guardian Act 2000

## **Environment**

Environmental Protection Act 1994

Environmental Protection Regulations 2008

## **Alcohol**

Liquor Act 1992

Code of Practice, 5 Responsible Service, Supply and Promotion of Liquor 2005

## **Raffles**

Charitable and Non-Profit Gaming Act 1999

Charitable and Non-Profit Gaming Regulations 1999

Charitable and Non-Profit Gaming Rules 1999

## ***Risk management***

Peregian Originals is becoming increasingly stable is in operation, reputation and level of support. There are a number of areas that have the potential to seriously impact on the event. These are attached as Appendices A - D.

- An Operational Risk Assessment is attached, together with Permit Compliance Register (Appendix A)
- A Financial Risk Assessment is attached (Appendix B)
- A full Health and Safety risk assessment of the event is attached (Appendix C)
- An Environmental risk assessment is attached (Appendix D)

## Operations

### *Management*

The committee runs East Coast Originals strictly from a governance standpoint. The operations aspect will be managed by various contractors who are responsible for the actual running of the event, including adherence to Council requirements as agreed upon.

### *Key Stakeholders*

- Event Founder Jay Bishoff
- East Coast Originals Inc
- Peregian Beach Surf Life Saving Club
- Sunshine Coast Council
- Peregian Beach Traders Association
- Peregian Beach Community
- Sunshine Coast Community

### *Event organisation*

A diagram of the current organisational structure of Peregian Originals is shown in Figure 5.

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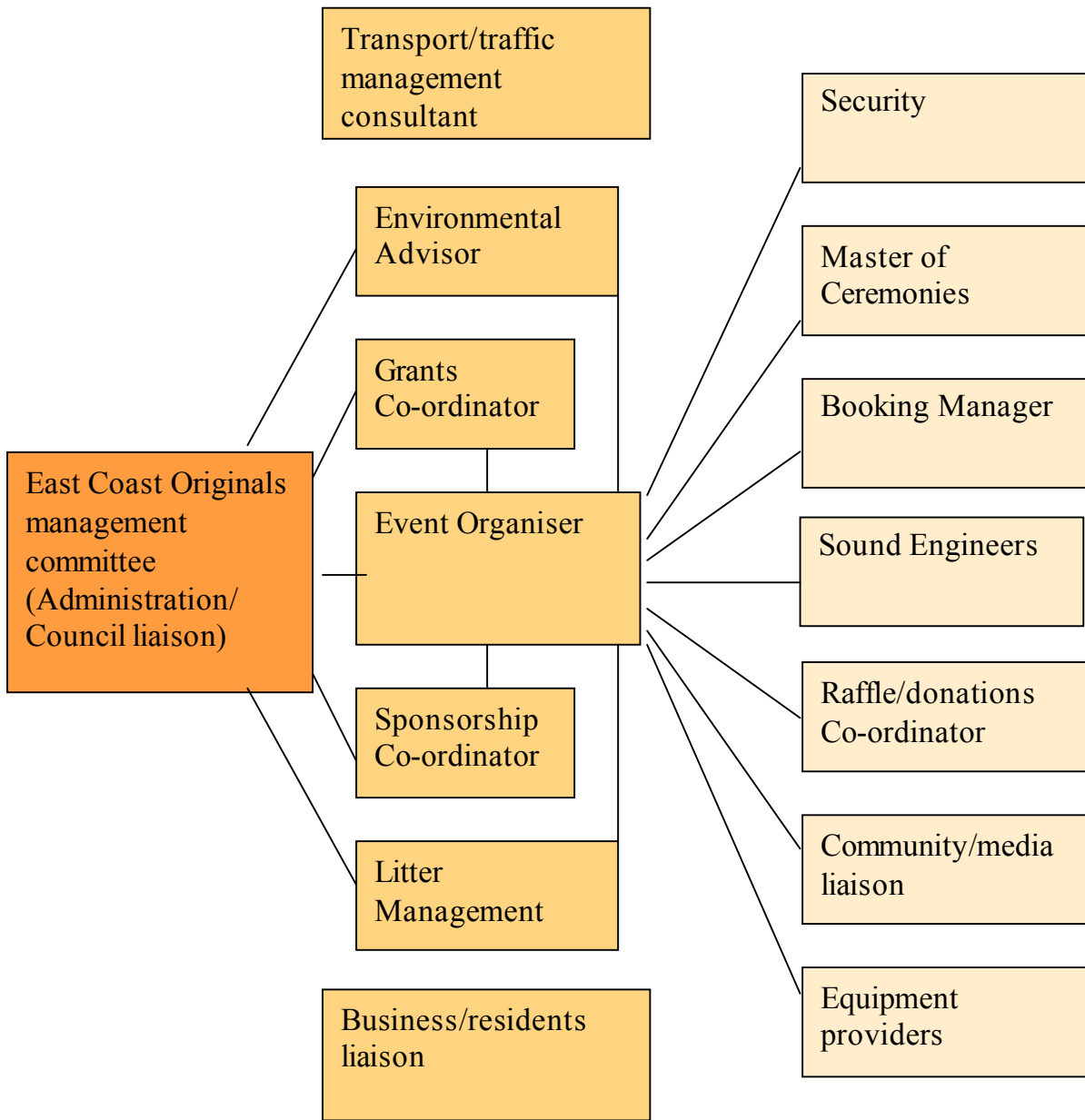


Figure 5: Organisation of Peregian Originals operation

## *Key personnel*

### **Current staff**

- Event organiser
- Booking manager
- Master of Ceremonies
- Sound engineer/s
- Security guards x 2 (sometimes 3, for larger events)
- Raffle co-ordinator
- Community/media liaison
- Grant co-coordinator/s
- Litter management co-ordinator
- Environmental advisor
- Traffic management advisor
- Businesses liaison

### **Required staff**

- Sponsorship co-ordinator
- Marketing manager

### **Recruitment options**

Peregian Originals personnel all volunteer their services based on the perceived value of the event. Some personnel receive payment for services, although it should be recognised that all such personnel are essentially receiving such payment as expenditure reimbursement with significant in-kind donation of their services.

Advertising for vacancies will either happen online or through announcements at events.

### **Training**

Those working in the areas of sound and security are appropriately trained and all currently working in their sphere of expertise outside Peregian Originals. Their skills are kept current through their professional activities and requirements.

The areas of booking, MCing and raffle co-ordination are likewise executed by personnel with many years experience, and, in the event of needing to refill these positions, we would seek individuals with similar levels of experience.



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Although the Peregian Beach Surf Club handles our first aid needs, Peregian Originals personnel are encouraged to undertake current first aid training. This is done in-house, as one of our team is a fully qualified first aid instructor.

## Suppliers

- Sound management (A. Rottier and Spark 1 Studios)
- Traffic management (currently stipulated in permit as East Coast Traffic Services, although at the time of writing we are working with an independent consultant)
- Security (East Coast Operations)
- Amenities: port-a-loos (Hire-a-loo)

## Technology (software)

We aim to develop a dynamic web presence. Our current focus is on our website and Facebook page. All our online systems are fully maintained and managed by Peregian Originals.

- Website (custom built, with a Wordpress backend)
  - Promotion of event
  - Source of information on event's operation and history
  - Visibility of sponsors
  - Avenue for online donation
  - Forum for community sharing and expansion
  - Photo/video gallery
- Facebook (music/band page – current 'likes' 6,684)
  - Promotion of upcoming events
  - Sharing of important information pertaining to the event
  - Community sharing (primarily in commentary)
  - Sharing of photos and videos of events by community members
- Online donation engines
  - Paypal

Over the next year we aim to renew our electronic newsletter. This was quite successful in the past and allows for more detailed communication with patrons who elect to be on the mailing list. It also allows another avenue for sponsorship visibility. This will be done using the free capabilities of Mailchimp.

## *Communication channels*

We are contactable via our

- Peregian Originals Facebook page (followers may post on our Wall of add comments to our postings, or the postings of others)
- Peregian Originals website (launch imminent)
- East Coast Originals website (not our main platform, but with valid contact capabilities)
- Email ([admin@eastcoastoriginals.org.au](mailto:admin@eastcoastoriginals.org.au)) (listed on the 'info' tab of our Facebook page, and linked to the East Coast Originals website).

We are also available during concerts, and are reconsidering establishing a dedicated phone line.

## *Complaints line and register*

In addition to the above means of contact, our permit also requires us to maintain a phone for contact during concerts. This number is 0487894589. It has been listed on our Facebook page and distributed by Council to the core group of residents opposing the event.

We are also required as part of our permit conditions to maintain a register of complaints. To date we have received no complaints during concerts.

We do not operate this phone outside concert events and, due to a history of aggressive and threatening behaviour from one particular opponent, it is our policy that personal contact details of Peregian Originals personnel are not made available to the public. Contact is possible outside concert events through our other paths.

## *Hours of operation*

We operate between 1 – 5 pm on the 1<sup>st</sup> and 3<sup>rd</sup> Sundays of the month only. Set up is permitted from noon on those days, and generally pack up takes us through to 6 pm. Music stops at no later than 5.05 pm, as per our permit.

We find that attendance at our events is consistently between 500-700 regardless of season or time of year. Bigger attendances are generally due to a particularly popular main act, rather than seasonal factors.

Income through the raffle and passing of the hat drops a little around

Christmas.

## *Payment types accepted*

We accept in-kind donations, monetary donations, bartering and sponsorship. Paypal is set up for online donation as well as purchase of future products. Supporters can also donate via direct deposit or at an ANZ branch, as our account details are available online.

## *Partnerships, Memberships & Affiliations*

### **Core partnerships**

- Peregian Beach Surf Life Saving Club
- Sunshine Coast Council

### **Affiliations**

- Peregian Beach Traders Association
- Music Association Sunshine Coast
- Noosa Community Radio
- Peregian Beach Community House
- Australian Music Industry Network

### **Memberships**

- CALM (Collaborative Approaches to Liquor Management) Peregian and North Shore

### **Affiliations being sought**

- Noosa Biosphere

### **Memberships pending**

- Q Music
- Queensland Folk Federation
- Noosa Tourism
- Coolum Business and Tourism Association
- Noosa and District Landcare

## Immediate challenges

### **Permit renewal**

The most pressing of our immediate challenges relates to the process of permit renewal.

We believe that the popularity of this event, together with the overwhelming support it has within its home at Peregian Beach (and further afield) in its current format, warrants a better renewal process than is currently occurring. The repeated need to protest upon a community-wide level in order to restate the obvious support for the event is an additional drain on resources and energy all sides could do without. Monitoring of the event throughout our last permit demonstrated overwhelming compliance. Despite receiving only one ‘strike’ (for going 8 minutes overtime) and being informed of no major issues related to operation or impact, the proposed permit was to halve permitted concerts and effectively destroy the event.

Permit uncertainty seriously impinges on our ability to plan far into the future, to outlay large sums of money for operational requirements such as insurance, to produce predictable packages for potential sponsors, and to honour bookings with performers (which are necessarily made well in advance). We are expected to operate to high standards of compliance and accountability and draw up long-term plans within a fundamentally uncertain framework.

In order to plan with any sense of certainty we need – and deserve – a smoother renewal process. If we are now expected to produce long-term plans for our event, then we expect long-term guarantees of support for Peregian Originals, in line with community wishes.

Therefore, we are seeking a five-year permit. Within that we would expect to submit certain supporting materials periodically, to be compliant with all conditions, and to develop a proactive partnership with our Council.

### **Pending redevelopment of Peregian Beach Park**

East Coast Originals has taken part in interviews with independent consultants in relation to Park redevelopment. This is our venue and, based on previous proposals by Council to make our event ‘mobile’, we have some concerns that park closure will be used as an excuse to relocate the event.

While we recognise that park closure may be unavoidable, we expect guarantees that all means will be taken to preserve Peregian Originals and

minimise the impact not only upon us, but upon the wider business community that benefits from our operation. As a key stakeholder in the park, we also expect to be informed of progress on redevelopment in order to adjust planning.

## **Possible Council de-amalgamation**

We are aware that there is a continued push for the de-amalgamation of Sunshine Coast Regional Council with a view to re-establishing Noosa Council and that the Queensland Government has appointed a Boundary Commissioner. As Peregian Beach previously fell into Noosa Shire, we also seek guarantee that, in the event of such Council restructuring, any permits granted by the current Sunshine Coast Regional Council will be honoured by a possible Noosa Council.

## **Sustainability**

Peregian Originals is intrinsically connected to its location in Peregian Beach and therefore our future focus is on making all aspects of our event sustainable and overwhelmingly positive. Based on consultation with numerous groups, feedback and reviewing of our operation we have isolated a number of areas that need particular attention.

- Community relations
  - General
  - Alcohol management
- Environmental management
  - General environmental management
  - Litter management
  - Noise management
- Transport
  - Active transport (walking/cycling)
  - Public transport
  - Parking
- Financial sustainability

## Community relations - General

Maintaining good relations with and within our community is essential. We will further develop and implement strategies that reduce our impact on our surrounds and add to healthy lifestyle and liveability. Where applicable these will be developed in consultation with Peregian Beach residents, businesses and community groups. These strategies are more fully explored under the sub-headings of alcohol management, litter management, noise management and transport.

On a general communication level we will strengthen our Peregian Originals ‘community’ with the launch of our website, which will provide more detailed information about our event and its objectives and aims, and eventually include a Community Forum. This will be a dedicated space where our supporters can communicate with each other on everything from raising awareness of and promoting discussion on social/environmental/political issues to upcoming events on the Sunshine Coast to items wanted/for sale. Facebook does not adequately allow this type of approach while maintaining focus on our primary objective: running a music event. However, repeated instances of requests and postings on all these areas have demonstrated to us the need for such a space.

We are also developing a Children’s Festival. This will be scheduled for one of our allotted Sundays and give us an opportunity to focus on the many children who regularly attend Peregian Originals with their families. In addition to working with musicians with child-friendly sets, we aim to work with a local touring theatre company that regularly works with child audiences, as well as increasing awareness of child safety strategies. The latter will be achieved in partnership with a coast-based foundation working in this area.

To further contribute to our local music community we will seek partnerships with training organisations offering courses in sound and event management. Our event is a warm and open environment to welcome students for work experience as part of their education within the music industry.

### **In the twelve months to June 2013 we will:**

- Expand our website (facilitating communication and broadening communication within our community)
- Maintain communication with all sectors of our Peregian Originals community

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- Listen to feedback and implement strategies that address legitimate problems arising from our event
- Continue consultation with a variety of organisations (many currently in progress)
- Continue to research and develop our Children’s Festival
- Run our Children’s Festival
- Seek partnerships with training organisations (USC, SCIT, School of Rock, for example) with students in courses such as sound and event management
- Increase our active role within the Peregian Beach community
- Foster connections with other community groups
- Work with Council as a partner in initiatives such as “SmartArts”
- Investigate opportunities for increased multi-cultural experiences and cross-cultural exchanges
- Monitor current strategies

## **July 2013 – June 2014**

- Review existing strategies
- Expand our website (facilitating communication and broadening communication within our community)
- Maintain communication with all sectors of our Peregian Originals community
- Listen to feedback and implement strategies that address legitimate problems arising from our event
- Increase our active role within the Peregian Beach community
- Foster connections with other community groups
- Continue to work with partners, other stakeholders, local businesses to protect amenity of Peregian Beach and find solutions to any problems as they arise
- Be an established partner for offering mini-apprenticeships/work experience participation
- Work with Council as a partner in initiatives such as “SmartArts”
- Incorporate opportunities for increased multi-cultural experiences and cross-cultural exchanges into standard programming

## **July 2014 – June 2017**

- Annually review existing strategies
- Continue to expand our website and integrate online presence (facilitating communication and broadening communication within our community)
- Maintain communication with all sectors of our Peregian Originals community
- Listen to feedback and implement strategies that address legitimate

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problems arising from our event

- Increase our active role within the Peregian Beach community
- Foster connections with other community groups
- Continue to work with partners, other stakeholders, local businesses to protect amenity of Peregian Beach and find solutions to any problems as they arise
- Be an established partner for offering mini-apprenticeships/work experience participation
- Work with Council as a partner in initiatives such as “SmartArts”
- Incorporate opportunities for increased multi-cultural experiences and cross-cultural exchanges into standard programming
- Incorporate broader representation, reflecting our relationship with other community groups: children’s program/event connected to liaising with youth programs, youth multi-cultural dance programs, for example, therefore building stronger relationships with local schools.
- Build bridges across the standard chasm of artistic disciplines by engaging local theatre and incorporating live theatre as part of our event.

## Post 2017

2020 will mark twenty years of Peregian Originals concerts.

- As we approach 20 years of operation we will aim to occasionally feature top-level Australian performers (Paul Kelly, Neil Finn, John Butler, Xavier Rudd etc) in special, one-off local appearances. We would like to focus the larger, special Peregian Originals events – ideally two per year – in active liaison with council
- Working with Council’s Creative Industries program, for example, these rare opportunities to have legendary, top-level performers in our region would be used to engage these ‘big’ acts directly with our local youth, possibly as the culmination/celebration/finale event of a Council Youth Mentorship program. In the past, Peregian Originals instigated this co-operative promotions approach by providing Council with access to acts such as Ash Grunwald and Ember Swift (Canadian touring artist).



## Community relations - Alcohol Management

Peregian Originals has taken the initiative to address this area more thoroughly, as we have received several accusations related to ‘public drunkenness’ despite our long track record with very few alcohol-related issues. As unchecked alcohol-related problems would negatively impact on our event’s good standing within the community we are pro-active in addressing our management of this area.

### Objectives

The objectives of the strategy are to:

- Maintain a safe, enjoyable environment
- Minimise/prevent alcohol-related violence associated with Peregian Originals concerts
- Minimise/prevent anti-social behaviour and disorderly conduct associated with Peregian Originals concerts
- Foster public perception of a safe event
- Improve safety and security
- Be ‘good neighbours’

### Aims

Our aim is to run safe, family-friendly concert events promoting live, original music with minimal alcohol-related anti-social activities and harm.

### Background

Peregian Originals has a twelve-year history with very few alcohol-related incidents. We are not a licensed event, but many patrons choose to bring alcohol with them as part of their enjoyment of the event. This has not been promoted or condoned by event organisers but, as it is in line with Australian culture, it is very difficult to prevent.

After the protest of December 2009 average attendances have increased to between 500 – 700. Although our patrons represent all ages, there has been an increase in younger patrons with a tendency to bring in larger amounts of

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alcohol. At a meeting with Peregian Beach Surf Club and Sergeant Hardy Wirth in May 2011 we were made aware of problems, particularly after the event. We were informed that the Peregian Beach Hotel had encountered difficulties with drunken patrons trying to gain entrance after Peregian Originals finished, necessitating hiring of additional security personnel. These problems had been referred on to local police on occasions.

At a meeting with residents on June 17, 2011, concerns were raised about anti-social behaviour as patrons returned to vehicles to depart the event. Reported behaviour included inappropriate disposal of litter, rowdiness and public urination. These incidents were not followed up with the police. In December 2011 police received a fresh complaint by a Plover St resident about ‘public drunkenness’ associated with Peregian Originals, resulting in more frequent police walk-throughs.

One alcohol-related arrest has taken place at a Peregian Originals event in its 12-year history: that is **one arrest over the course of some 220 events**. This took place on Jan 1, 2012. The patron had been drinking before the event (in all likelihood at a New Year’s Eve event) and, after not complying with requests from our security personnel, was referred to police. Although we are aware there is a perception in some sectors that Peregian Originals encourages public drunkenness we do not believe this is reflected in the very small number of actual alcohol-related incidents. We are seeking actions and processes that will instead promote the perception and reality of a very safe, family-friendly event.

In the last twelve months we have taken steps to be more aware of flow-on affects of patron behaviour on Peregian Beach residents and businesses. In addition to attendance at quarterly meetings with concerned residents we consulted with the manager of Peregian Beach Hotel to minimise and mitigate the impact of the event on the hotel. We have sought to tighten our security presence during and, as necessary, after each event. In addition, we have sought consultation and solutions. Police have consistently favoured self-management, but do visit events regularly. We welcome a police presence.

As of January 2012 East Coast Originals is a member of CALM (Collaborative Approaches to Liquor Management) Peregian and North Shore. This will allow us to gauge alcohol-related issues arising from the event much more quickly, facilitate communication and collaboration with nearby licensed businesses, police concerns, current concerns and updates from and communication with the Office of Liquor and Gaming Regulation and Sunshine Coast Council initiatives. It will enable us to more accurately assess the perception of our events and to pro-actively address concerns.

We are currently investigating having the area approved for our events registered as a Designated Public Place for Liquor Consumption.

## *Contributing factors*

### **Social environment**

Australia has an ‘alcohol culture’ which includes pre-loading, public drinking and underage drinking. Specifically: long-standing cultural habit of enjoying a drink during picnics/BBQs etc.

### **Alcohol supply**

Proximity of licensed premises (Peregian Beach Hotel, Peregian Beach Surf Club, Zachary’s), bottle shop – location, trading hours and autonomy (in main square, primary source of alcohol brought onto premises, trading during Peregian Originals hours), trading hours of licensed premises

### **Physical environment**

Public space (open air) where we are unable to monitor entrance of patrons, hot weather exacerbating alcohol-induced dehydration, insufficient public toilets with need to provide additional portaloos during events

### **Enforcement**

Monitoring by event security only in the park and surrounds during events and for up to an hour after events as needed.

## *Consultation participation*

- Office of Gaming and Liquor Regulation
- CALM (Peregian and North Shore)
- Sunshine Coast Council
- Coolum Beach Police
- Peregian Beach Surf Club
- Peregian Beach Hotel
- Feedback from Quarterly Residents’ Meetings
- Live music venues and events on the Sunshine Coast
- Peregian Originals personnel
- Peregian Originals patrons

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## Actions

From this material actions have been collated into five areas:

### Regulation

How do we make sure we are being compliant and operating as legally as possible (given cultural practice of public drinking)?

### Communication

How do we get information out to patrons and other parties?

### Collaboration

Who do we seek advice from and consultation with? Who do we work with on a regular basis?

### Community safety

How do we ensure that we are running events that are as safe as possible not just for patrons and Peregian Originals personnel but also for nearby residents and businesses?

### Monitoring and evaluation

How do determine whether our actions are working? How often to we review practices?

## Alcohol Management Action Plan

Area	Strategy	Responsibility	Resources	Time Frame
Regulation	Ensure all personnel & security staff are aware of alcohol management strategy.	ECO/event organiser	Regular meetings, email	April 2012
	Provide regular updates on harm minimisation policies and practices.	ECO/event organiser	Regular meetings, email	Ongoing
	Ensure personnel have access to relevant literature on liquor	ECO	Regular meetings, email	April 2012

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	laws and regulations, and CALM.			
	Closely monitor arriving unduly intoxicated patrons (with recognition that the event is held in a public space and we cannot vet arrivals)	Security		In place
	Assign security staff at regular intervals to move through premises to assess any potential problems. (Monitoring should also include toilets).	ECO/organiser		In place
	Security advise patrons when behaviour is problematic (i.e. showing signs of being unduly intoxicated or displaying anti-social behaviour) and that they will be asked to leave the premises.	Security		In place
	Actively monitor all patrons to ensure they are not underage by checking proper proof-of-age ID if in doubt.	Security		In place
	Encourage orderly departure of patrons when event finishes.	MC, security	PA system	In place
	No alcohol as raffle prize	Raffle co-ordinator		In place
	Notify police immediately if situation cannot be contained.	Security/event organiser		In place
<b>Communication</b>	Encourage patrons to drink responsibly	MC, event organiser	PA system Facebook	In place, as needed
	Inform patrons they will be asked to leave if they become intoxicated, disorderly, violent or quarrelsome.	Event organiser, security, MC		In place, as needed
	Encourage patrons to park well away from residential	Event organiser/ ECO	Facebook PA system	In place (FB, MC)

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	areas in the suggested area along Rufous Street to minimise the effect of anti-social behaviour on residents and businesses.		Website Signage	announcements, signage) Website pending
	Assist patrons in accessing safe transportation in and out of the area. (For example, offer information about access to the railway station, bus services and taxi ranks and encourage patrons to use these quickly and quietly when departing).	Event organiser, ECO, security	FB Website (pending)	Pending
	Educate patrons about the need to respect the local amenity and to arrive and depart the area in a quiet and orderly manner.	ECO/ event organiser, MC	FB PA system	In place
	Encourage patrons to respect 'family' nature of event and handle alcohol consumption responsibly	ECO/event organiser, MC (as needed)	FB PA system	In place as needed
	Photos/images used to promote event to be mindful of promoting family-friendly character of event	ECO	FB Photo collection	In place
<b>Collaboration</b>	Fully cooperate with Police and other CALM members on ways to improve public safety.	ECO	Regular meetings	In place
	Implement Council feedback as necessary	ECO/ event organiser, security		In place
	Attend regular meetings with residents, and respond to legitimate complaints, resident concerns and take all reasonable steps to ensure the event is functioning as a 'good neighbour'.	ECO, event organiser, security	Quarterly meetings	In place
	Actively liaise with Police	ECO		In place

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	and other licensed premises when disorderly patrons have been ejected or are moving through the area.			
	Where required, agree to implement additional or local strategies that relate to specific safety and security issues in and around the premises.	ECO Event organisers Key stakeholders		In place
	Notify police, other relevant authorities, and residents of any special events likely to significantly increase the number or type of people in the area. This should happen well in advance of the event.	ECO Event organiser	Email to council to inform actively opposed residents. Newspapers, notice boards	In place
	Establish good communication with security at other venues e.g. venue-to-venue radio and or a telephone contact listing.	Security ECO (through CALM)	CALM membership	In progress
	Ensure close liaison and open communication with the Office of Liquor and Gaming Regulation	ECO	CALM membership	In progress
<b>Community Safety</b>	Ensure pathways are kept clear and that immediate surrounds are safe and allow good visibility.	ECO/surf club/ security		In place
	Ensure presence of security personnel.	ECO		In place
	Do not permit glass to be brought into the park from the Surf Club.	Surf club security PO security		In place
	Encourage all staff members to undertake first aid courses and where possible ensure one person with a first aid	Provision of first aid is provided by the surf club		In place

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	certificate is present each event.			
	Maintain current list of emergency phone numbers that is readily accessible by all staff.	ECO/event organiser		In place
	Ensure water is available to reduce alcohol-induced dehydration. <ul style="list-style-type: none"> <li>• Free water station for event patrons</li> <li>• Ensure bottled water is available for purchase at reasonable prices</li> </ul>	Surf club		In place
	Provide and promote reasonably priced snacks and food throughout operating hours	Surf club Food available from nearby businesses		In place
	Offer and promote a range of non-alcoholic beverages	Surf club		In place
	Do not promote activities that might encourage harassment by patrons of Peregian Originals personnel or other patrons	Event organiser		In place
	Offer to call intoxicated patrons a taxi and/or provide water whilst they wait in a safe environment.	Security Surf club (water)	Phones	In place
<b>Monitoring and evaluation</b>	Conduct regular risk assessment of premises and environs.	ECO		In place – six monthly reviews
	Maintain a register of all safety incidents noting the time, date and nature of the incident in and around the premises and the response by staff and management.	ECO/event organiser to provide register - All personnel to report incidents		In place - ongoing



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	Data/information regarding alcohol-related incidents associated with Peregian Originals	ECO (to attend meetings with CALM and residents)	CALM Quarterly residents meetings Our records	Ongoing
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This Alcohol Management Strategy will be reviewed annually and adjusted according to:

- Feedback from relevant groups
- Any incidents in the preceding twelve months
- Whether Peregian Beach Park becomes a 'Designated Area for Liquor Consumption'
- Changes in legislation
- Advice from Queensland Police Services

Overall, we expect this part of our operation to be reasonably stable over the next five years.

## Environmental Management Plan

### *Objectives*

- Create a safe, healthy and enjoyable environment
- Minimise/prevent damage to Peregian Beach Park and surrounds associated with Peregian Originals concerts
- Partner with environmental groups/organisations with interests in the park
- Foster public perception of an environmentally conscious event
- Improve environmental sustainability through management of litter, noise and transport
- Contribute to environment health of the area
- Be ‘good neighbours’

### *Aim*

Our aim is to run safe, family-friendly concert events in Peregian Beach Park with minimal environmental impact.

### *Consultation participation*

- Sunshine Coast Council
- Peregian Beach Surf Club
- Noosa and District Landcare
- Feedback from Quarterly Residents’ Meetings
- Other festivals and events on the Sunshine Coast
- Peregian Originals personnel
- Peregian Originals patrons

### *Contributing factors*

#### **Presence of the Markets immediately prior to Peregian Originals**

- Movement of vehicles through the park proper (where we are not permitted to take vehicles)
- Pedestrian traffic from markets patrons

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- Generation of litter prior to Peregian Originals
- Possible damage to grounds (from vehicles and tents) prior to our event set up
- Overlap of Markets breakdown and Peregian Originals set up
- Increased vehicular traffic to Peregian Beach business area from early on Sunday mornings as patrons attend Markets

## **Physical environment**

- Dunes immediately adjoin the park on the eastern side, with business area to right and residential areas to north and south.
- There is insufficient parking in the Peregian Beach business area on any given day, and the restrictions further placed on parking on 1<sup>st</sup> and 3<sup>rd</sup> Sundays add to the difficulty.
- Largely unused areas are available at a short walking distance on the western side of David Low Way.
- Wind direction plays a significant role in how sounds carries with certain events.

## **Jurisdiction**

Complaints from residents about litter after Peregian Originals are largely focused on the northern end of the park, around the skate-bowl and into Kingfisher Drive. Peregian Originals is not connected with the skate-bowl and there is no evidence that people using the skate-bowl are there because of our event. We, however, receive the complaints about litter left in this area.

## **Long-established parking habits of patrons to both the Markets and Originals**

- Patrons prefer to park as close to the park as possible. This has been the pattern for many years and is slow to change.
- Although some residents would prefer there to be no traffic associated with the event, while it is legal for patrons to park along the neighbouring residential streets some will choose to do so.
- Traditionally, there has not been a widespread usage of public transport or walk/ride options.

## **Misunderstandings related to how and when we operate**

A recent piece of communication from one Councillor to a Peregian Originals supporter highlights a basic misunderstanding of how and when we operate, a misunderstanding that unfairly places blame for damage to the park on the

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event. This Councillor stated that he, along with a fellow Councillor, visited the park *“to witness the impact upon the park environment, which is substantial especially after wet weather.”*

It needs to be clearly understood that Peregian Originals does not run in wet weather. Therefore any reports of damage to the park during wet weather cannot possibly arise from our concerts.

If we are uncertain about proceeding we consult with the surf club. This is a basic safety issue, as amplification of our event requires electricity.

Under the conditions of our permit, vehicles belonging to crew and performers are permitted to park near the amenities block. These vehicles do not come and go from the park throughout the afternoon and therefore have insignificant impact on the grounds. It should be further noted that we are not permitted any vehicles in the park area between the surf club and the dunes. The only traffic in this part of the park is pedestrian: people sit on chairs and blankets in the park, walk around the park and, later in the afternoon, some people will dance in front of our stage area and children run and play. We have never received any reports of damage to trees or the dunes after one of our concerts (which would have constituted a breach and earned us a ‘strike’ under our 2011 permit). These long-established patterns of usage (monitored by Council over the last twelve months), together with our non-operation in wet weather, contradict claims that we are responsible for ‘substantial’ damage ‘especially after wet weather’.

## **General environmental management**

We have conducted an Environmental Risk Assessment of the event. This is attached at Appendix B.

Consultation is ongoing with a variety of environmental organisations with interests in Peregian Beach, and particularly the park area. Results of these consultations will inevitably lead to additional strategies, most probably relating to how we support those organisations.

### **Over the next 12 months to June 2013 Peregian Originals will:**

- Continue to consult with relevant environmental organisations
- Monitor impact of our event upon the park and surrounds
- Determine the best way to support relevant environmental organisations in work they do in Peregian Beach (possible advertising of certain

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- events, seeking volunteers etc)
- Seek strong partnerships with such organisations
- Develop a traffic management plan that better suits the demands and operation of the event
- Liaise with businesses and nearby residents about proposed traffic plan and open communication channels for feedback once it is in place
- Expand and promote the ‘Transport’ section of our website to educate our patrons on transport options (promote public transport, walk/ride, carpooling) and responsible parking
- Promote traffic management strategies with assistance from traders and other community groups in the form of posters/flyers at key businesses, the Surf Club, Community House, on noticeboards in target suburbs and via announcements Noosa Community Radio
- Liaise closely with businesses in the village square regarding litter
- Further implement strategies that foster public perception of Peregian Originals being an environmentally friendly and conscious event
- Trial alternate sound set up for larger events, which will reduce overall volume and bass frequencies while allowing for a better audience experience

## **July 2013 – June 2014**

- Review Litter Management Plan every 6 months
- Review Traffic Management Plan
- Review Noise Management Plan
- Review input, feedback and partnership from environmental organisations and Council/Parks
- Adjust Management Plans as necessary
- Continue to liaise with residents and businesses and monitor impact of our strategies
- Continue to promote transport and parking options on our website and through Facebook and MC announcements
- Aim for a reduction in litter overall
- Implement changes to sound set up based on previous trials

## **July 2014 – June 2017**

- Review Litter Management Plan every 6 months
- Annually review Traffic Management Plan
- Annually review Noise Management Plan
- Review input, feedback and partnership from environmental organisations and Council/Parks
- Have a strong working relationship with key environmental groups attached to Peregian Beach Park and the foreshore/dune area – such as Landcare/Coastcare

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- Adjust Management Plans as necessary
- Continue to liaise with residents and businesses and monitor impact of our strategies
- Continue to promote transport and parking options on our website and through Facebook and MC announcements
- Aim for a reduction in litter overall

## *Litter Management Plan*

### *Objectives*

- Create a safe, healthy and enjoyable environment
- Minimise/prevent littering in Peregian Beach Park and surrounds associated with Peregian Originals concerts
- Foster public perception of an environmentally conscious event
- Improve environmental sustainability through more effective management of litter
- Contribute to environment health of the area
- Be ‘good neighbours’

### *Aim*

Our aim is to run safe, family-friendly concert events in Peregian Beach Park with minimal environmental impact.

### *Consultation participation*

- Sunshine Coast Council
- Peregian Beach Surf Club
- Noosa and District Landcare
- Feedback from Quarterly Residents’ Meetings
- Other festivals and events on the Sunshine Coast
- Peregian Originals personnel
- Peregian Originals patrons

### *Contributing factors*

#### **Presence of the Markets immediately prior to Peregian Originals**

- Generation of litter prior to Peregian Originals from both stalls and sausage sizzle
- Overlap of Markets breakdown and Peregian Originals set up

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## Jurisdiction

Complaints from residents about litter after Peregian Originals are largely focused on the northern end of the park, around the skate-bowl and into Kingfisher Drive. Peregian Originals is not connected with the skate-bowl and there is no evidence that people using the skate-bowl are there because of our event. We, however, receive the complaints about litter left in this area.

## During the concert events

- Wheelie bins (generally pairings for general refuse and recyclables) are placed in high traffic areas around the park. (See Figure 6: bin placements)
- Patrons are reminded several times throughout each event about appropriate and responsible disposal of litter
- We are now encouraging patrons to take litter with them (similar to national parks protocol)
- Smaller bins are scattered throughout the audience in an effort to ensure smaller items that are harder to collect later are more likely to be disposed of appropriately (targeting raffle tickets, bottle tops and cigarette butts in particular)
- Those smaller items are specifically mentioned in announcements over the PA
- Wheelie bins are redirected to the northern end of the park at the end of the event to facilitate disposal of rubbish as patrons leave

## Clean up after concert events

Many patrons make an effort to pick up litter left lying around and place it in bins provided. However, the majority of the clean up is performed by the same volunteer who co-ordinates management throughout the afternoons. The process is as follows:

- A general sweep of the park at the end of the concert, usually leaving by 5.45 pm, as light is fading.
- A more thorough sweep of the park at dawn the following Monday. This also takes in the playground area, the area north to the skate bowl, and the known areas of concern, particularly heading into Kingfisher Drive.
- Another sweep later in the morning, timed to coincide with Council staff doing their rounds of parks, thus allowing a prompt idea of any problems associated with litter management at the event.

Feedback collected from businesses in June 2012 indicate a general increase of litter after Market/Originals Sundays, as would be expected with any



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significant influx of people. While not enough to cause major concern for any business, this will be a target area in our litter management strategies. We are considering establishing a volunteer team that can aid in checking the village square before business the following Monday.

## **Monitoring and review**

Our litter co-ordinator sends through a written report of observations following most events. In this, areas of particular concern may be highlighted.

Any changes to process deemed appropriate (such as trialling alternate bin placements, or targeting specific items in announcements) will be implemented at the following event. In the case of such changes, information may be passed on the MC for inclusion in announcements. As this approach is working (residents have indicated an improvement in litter), we will maintain these strategies.

The overarching Litter Management Plan will be reviewed every six months to ensure any changes put in place event to event are documented. This review process is factored into the long-term breakdown under 'General environmental management'.

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Figure 6: Bin Placement

■ Permanent Council bins (additional bins in park south of playground)

■ General placement of additional bins (pairing of general refuse and recyclables)

*(NB Smaller bins are scattered throughout audience to encourage appropriate disposal of small items such as raffle tickets, bottle tops and cigarette butts)*

## *Noise management*

### **Background**

Noise complaints have plagued the event for many years, and numerous approaches have been trialled to minimise the impact on the surrounds. This remains a major area of complaint for the core group of disgruntled residents. Weather has often played into this, with certain wind directions resulting in more complaints than others.

Peregian Originals has monitored levels for many years, being conscious of permitted limits. Industry professionals with many years experience in live sound have always managed sound production. In recent years Council efforts to appease residents have included the requirement to measure and record sound decibel levels every 15 minutes, including several trips into the affected neighbourhood. This placed Peregian Originals staff in hostile territory, as they were often met with unfriendly, verbally-aggressive neighbours. A six month study by Peregian Originals offered the unequivocal fact that the event was running well within its legal requirement of maintaining volume no louder than 70 db at the nearest affected neighbourhood site. The EPA was hired to do their own four-month decibel level study at Peregian Originals, the results to be presented to Council. The EPA's results matched those of Peregian Originals: the event was consistently running well within its legal parameters.

Under our most recent permit Council-appointed professionals monitored sound at each event. Readings were taken from a number of locations. This was introduced in order to guarantee independence of results. Peregian Originals personnel consulted with Council staff throughout the afternoon.

Current noise management strategies include:

- Angling the stage to direct sound more toward the ocean
- Sound team works to less than 90 dB at the sound desk. As sound levels drop significantly and quickly the further back one goes, this keeps us comfortably under our maximum limit.
- Our sound team is instructed that sound is to be turned off at 5.05 pm.

Peregian Originals aims to be at the forefront of live sound production on the Sunshine Coast. Accordingly, we are working to improve the set up we currently employ. Within the next 12 months we aim to trial a new system set up that will:

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- Improve the experience for the audience, allowing everyone to better experience everything happening on stage
- Allow lower overall volume on big days
- Ensure front of house speakers will not have to push as hard on big days, which will in turn mean subs will not need to push as hard (this will reduce the distance sub frequencies travel – an ongoing source of complaint from one resident in particular)

These implementations are not currently possible as they are dependant on greater funding than is currently available. It is, however, a high priority for improving not only the overall quality of our event, but reducing the impact of our event on the Peregian Beach community.

We will comply with permit conditions related to sound levels, and review our operations as indicated under ‘General Environmental Management’. As with litter, any major issue - WHS, noise complaints, sound quality - will be addressed before the next scheduled event as sound is a core element of our operation.

## **In the twelve months to June 2013 we will:**

- Ensure we develop and maintain a reputation for providing top-level live sound on the Sunshine Coast
- Monitor sound levels and comply with all sound-related permit conditions
- Keep a register recording complaints related to ‘noise’
- Trial a different sound set up, particularly for larger bands/audiences
- Seek partnerships with training organisations with a view to mentoring sound students

## **July 2013 – June 2014:**

- Review Noise Management Plan and adjust according to sound trials, feedback from Council and complaints
- Maintain a reputation for providing top-level live sound on the Sunshine Coast
- Monitor sound levels and comply with all sound-related permit conditions
- Keep a register recording complaints related to ‘noise’
- Implement different sound set ups according to band and anticipated attendance
- Expand on partnerships with training organisations with a view to mentoring sound students

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## **July 2014 – June 2017:**

- Annually review Noise Management Plan and adjust according to sound trials, feedback from Council and complaints
- Maintain and build upon our reputation for providing top-level live sound on the Sunshine Coast
- Monitor sound levels and comply with all sound-related permit conditions
- Keep a register recording complaints related to ‘noise’
- Implement different sound set ups according to band and anticipated attendance
- Expand on partnerships with training organisations with a view to mentoring sound students – be a sought-after training ground for music industry students wanting work experience in live sound

## Transport

### Objectives

- Develop and implement sustainable transport strategies that ease congestion and redirect traffic/parking associated with the event
- Encourage patrons to take advantage of active options where possible, such as walking and cycling
- Provide clear information on transport options to and from Peregian Originals
- Provide clear information about better parking options
- Work with Sunshine Coast Council's *Sunshine Coast Sustainable Transport Strategy 2011-2031* and *Sunshine Coast Active Transport Plan 2011-2031*

### Background

While we are aware of a small number who cycle, walk or catch public transport, by far the majority of event patrons drive their own vehicles. As our average attendance sits between 500-700 people this influx causes congestion, primarily in neighbouring residential streets where most attempt to park. Issues related to traffic and parking are at the forefront on ongoing discontent with those residents opposed to the event. During the protests of December 2009 it was clear that the December 20 concert and rally was going to be hugely attended, and traffic management was put into place, along with courtesy buses (with volunteer drivers) ferrying patrons into Peregian from other locations. Additionally, Di Hurst Oval was made available on that day for patron parking.

This level of traffic management was for an exceptionally large attendance. However, at the end of 2009 a traffic management system based on this was developed with East Coast Traffic Services. This system prevents traffic flow down Kingfisher Drive and Plover Streets, and limits flow around the village square.

Early in 2010 the expectation was that this plan be enacted with each event: the result was chaos. SES volunteers helping with the plan eventually refused to be a part of it, citing repeated abuse from some of the residents this plan was supposed to help. We also received complaints that access to properties was adversely affected by the traffic plan, and residents' visitors could not get through on these days.

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Numerous businesses also resented the traffic plan. The feeling is that while the aim is to restrict access to residential streets to appease a number of disgruntled residents, the reality is that it is the businesses that suffer. Patrons of Peregian Originals will, according to this view, find a place to park even if it is at some distance, whereas customers wishing to park near businesses will be frustrated by the additional restrictions and either leave or not come in the first place.

This requirement was eventually relaxed, although it became a condition of the current permit for anticipated attendances over 600.

Sunshine Coast Council erected signs in early 2011 alerting visitors to changed parking regulations on the 1<sup>st</sup> and 3<sup>rd</sup> Sundays of the month. This forbids parking on the western side of Kingfisher Drive and Plover Street. Since April 2011 Local Law enforcers have been present throughout each event, issuing fines for parking infringements along these areas. We have aimed to direct patrons to areas along Rufous Street.

In September 2011, after discussion at one of the quarterly residents' meetings, Council provided us with signage to help divert traffic away from these streets. These target both Markets and Originals patrons and need to be in place all day on 1<sup>st</sup> and 3<sup>rd</sup> Sundays.

We have made and continue to make regular postings on our Facebook page, regular announcements at events, and Noosa Community Radio has broadcast information related to preferred parking areas.

The current Traffic Management Plan provided to us by East Coast Traffic Services and specified within our permit is shown in Figure 7. It is our belief that this plan does not achieve the objectives. Additionally, it adds a substantial running cost to our event.

**As of July 2012 we have sought an independent review of our Traffic Management Plan. This is being done by Daniel Clark, a Peregian Beach local, who works for Transport and Main Roads and has experience in creating and assessing TMPs. Mr Clark used to sit on the Sunshine Coast Major Events Committee. Once the draft is complete, we will be sharing this with Peregian Beach businesses, community groups and residents for feedback.**

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Figure 7: Current Traffic Management Plan developed by East Coast Traffic Services.



## Contributing factors

- There is insufficient parking around the village square on non-Peregian Originals days.
- People generally attempt to find a parking spot as close to the park as possible, favouring these neighbouring residential streets.
- It takes a long time to change people's habits.
- Patrons do not see the signs advising of changed parking regulations on 1<sup>st</sup> and 3<sup>rd</sup> Sundays.
- Not all visitors to the area are there for Peregian Originals.
- Traffic to the area is also increased because of the Markets in the mornings.
- Engaging followers on Facebook with parking information is not easy. Data showing our 'reach' with these postings indicates far fewer followers even read these posts.

## Sustainable transport strategies

- Peregian Originals will promote elements Sunshine Coast Council's *Active Transport Plan 2011-2013* and *Sustainable Transport Strategy 2011-2031* as applicable. The location of Peregian Originals makes this ideal: local residents will be encouraged to walk and/or cycle to and from the concerts while patrons further afield will be encouraged to take advantage of public transport options. There are numerous areas around the village square where bikes may be locked/parked, as well as near the park.
- Patrons will be advised of public transport options. The 620 bus route runs between Sunshine Plaza and the Noosa Interchange regularly on Sundays, with regular stops along David Low Way, the closest being a very comfortable distance from the park.
- Patrons who choose to drive will continue to be directed to Rufous Street, which will accommodate approximately 140 vehicles at capacity. This will alleviate considerable congestion of the business area and nearby residential streets, and is aided by signage provided by Sunshine Coast Council.




The Rufous Street area, locations of parking signs directing and nearby bus stops are shown on Figure 8.

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Figure 8: Public transport, and suggested parking area.

-  Placement of parking signs directing patrons to Rufous Street (signs at Woodland Drive/David Low Way t-junction are visible from both north and south).
-  Rufous Street – suggested parking area. A path links the southern end of Rufous St to David Low way.
-  Bus stops (approximate positions)

## Informing patrons

We have been heavily reliant on our Facebook page for most of our communication with patrons over the last couple of years. This does present some disadvantages. Sharing of certain types of information is not easy, and we've have been hampered by Facebook's layouts and capabilities particularly for sharing information related to transport and traffic.

With the launch of our new website these problems will be much less. Transport information will feature prominently, and include:

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- Information on bikeways leading to and around the park
- Links to current bus timetables
- Maps showing location of bus stops on David Low Way
- Map directing patrons to parking areas along Rufous Street.

Information will also be made available through the announcements over Noosa Community Radio, and with maps placed on notice boards in target locations suggested as a result of the postcode survey.

This section of our plan will be overhauled pending the review in progress.

## Finances

### *Our contribution to the Peregian Beach economy*

Peregian Originals' foundation and long history first in the village square and now in the park mean our success and growth is tied to the success and growth of the area itself. The event is intrinsically connected to its location, and is a significant contributor to the Peregian Beach economy.

The event enjoys a symbiotic and unique relationship with the Peregian Beach Surf Club, and the ongoing success or failure of one will inevitably impact on the other. Peregian Originals plays a substantial role in the financial viability of the surf club, as our event brings large numbers to the area that would otherwise not visit, and is a major source of revenue. The Peregian Beach Surf Club is the most obvious and notable beneficiary of our event's continued existence. Relocation of Peregian Originals would not only seriously impact on the event itself but would in all likelihood place the continuation of the surf club, and therefore its lifesaving capabilities, seriously in jeopardy.

The flow on economic benefit to many Peregian Beach businesses is significant. Food sellers particularly do steady trade on Peregian Originals Sundays, as does the bottle shop. Zachary's Gourmet Pizzas further capitalises on the influx of people by providing live music that continues after our event concludes.

Peregian Originals is also recognised as a tourist attraction. Many resorts recommend our event to visitors, as do backpackers' hostels and information centres. Although we have not actively sought inclusion in tourist promotions, Peregian Originals has been included in *The Australian's* 'Top 10 things to do on the Sunshine Coast' (June 2011), is listed in *Lonely Planet Queensland* and was highlighted in *Jetstar Magazine's* December 2011 edition. The existence of our event and its overwhelmingly positive reputation is a boon for Peregian Beach. The economic value of this should not be underestimated.

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## *Our Finances*

The focus of Peregian Originals has always been music and community building; not money. During the early years running costs were not high, and nor were takings from raffle/hat collections. At some events a very small profit would be made, whilst at others raffle/hat takings were not quite enough to cover costs. Traditionally, both losses (for example, covering payment promised to bands and then additional costs as permit conditions increased) and profits (perhaps between \$50 - \$150) were absorbed by the event organiser. At times rumour and innuendo in some quarters have suggested that significant amounts of money were going to the event organiser. This is simply not true.

The transition of this event from one being run by an individual to one being overseen by an incorporated association makes operating the event for personal profit impossible and illegal. We are fully accountable for all funds generated by and for our event. In keeping with legislative stipulations members of the East Coast Originals committee are not able to accept any payment in relation to Peregian Originals. The event attracts people who are community-minded and not primarily motivated by financial gain.

Over the last twelve months the majority of our attention has gone into stabilising event operation, and documenting processes in preparation for a Peregian Originals Operational Manual covering all aspects of the event. As this has come into focus, and we have navigated two significant leaps in operational costs (the first in April 2011 related to portaloos and the traffic plan, and the second in January 2012 related to the departure of Founder, Jay Bishoff), financial stability has become a higher priority for our future sustainability.

Peregian Originals has a reputation as a “free” event. Philosophically, we hold the view that all members of our community should be able to enjoy good quality entertainment with friends, family (and strangers) in a warm and welcoming atmosphere even if their financial situation makes donation difficult. Although we do not and cannot include a cover charge (and patrons can therefore attend without paying) there are substantial costs to running the event and meeting compliance with our permit. Peregian Originals is primarily funded by in-kind and monetary donations. We are currently striving to educate our patrons about the costs related to the event, with the aim to lift the average donation per person (through raffle tickets and/or donation) to \$5 per person. Where possible we ensure Peregian Originals is promoted as a ‘by donation’ event. This is an overall aim we believe would allow us to readily meet our costs.

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## Expenditure

- Insurance
- Security
- Sound
- Portaloos hire
- MC (Master of Ceremonies)
- Traffic Management Plan (when attendance of 600+ is anticipated)
- Booking/event management
- Performers

Insurance and traffic management are both provided by professional businesses and we pay full rates. Our current provider of portaloos meets our needs with a substantial discount. Members of our team engaged in the running of Peregian Originals (security, sound, MC, booking/management) provide professional services at substantially discounted rates, with donated in-kind support. Their remuneration is essentially expenditure reimbursement. In the case of our sound team payment also recognises that working in an outdoor environment next to the ocean contributes to accelerated wear and tear of equipment. Peregian Beach Surf Club provides in-kind donation of tents (including set up and pack up), free water to help patrons stay hydrated, sale of food and non-alcoholic beverages at the bistro and first aid if needed.

Our performers receive minimal payment (varying according to number of performers in a band, level of professionalism etc), but in many cases amounts to expenditure reimbursement. Performers with merchandise are encouraged to place it on sale, and this is where they are able to make a potentially decent income out of their Peregian Originals performance.

Members of the East Coast Originals Inc committee do not receive any payment.

Currently it costs us approximately \$2600 per event. This is based on our minimum hire of 4 portaloos and no traffic plan. For events with attendances of 1000+ our costs exceed \$3000.

## Income

We aim to cover costs for each event with monies collected on the day through our raffle and donations. Many local businesses regularly support

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us with raffle prizes, as do businesses further afield. We also have excellent relations with a number of Sunshine Coast live music venues, and this is reflected by the regular donations of entry to other music events as raffle prizes. This spread of support is best demonstrated in sample raffle prize list, (from February 19, 2012):

3 x double concert passes to Donovan Frankenreiter	Sol bar (Maroochydore)
Concert Double passes	Joe's Waterhole (Eumundi)
\$100 Herbal Remedies	Medicine Room (Eumundi)
\$30 Sushi voucher	Sushi Wave (Peregian Beach)
\$25 Dinner voucher	Siam Spicy Thai (Peregian Beach)
\$25 Seafood voucher	Wahoo Seafoods (Peregian Beach)
\$25 Book voucher	Annie's Books (Peregian Beach)
\$20 Bistro voucher	Peregian Beach Surf Club
Book giveaway (Beyond the Road)	S. Sean Tretheway, local author
4 x double passes – Mind, Body and Soul Expo	Peregian Beach
Community House	

This is a small selection of our regular raffle prize donors.

We have one regular sponsor contributing \$300 per event.

This model of managing running costs has developed organically with the event. It presents both advantages and disadvantages.

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## Advantages and disadvantages

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• It allows businesses to make small but valuable contributions as frequently as suits them.</li> <li>• It fosters ties between the event and businesses, both locally and further afield</li> <li>• We are able to offer good quality prizes to the value of \$600+ each event</li> <li>• Patrons are able to make financial contribution without spending large amounts of money - \$2 buys a raffle ticket</li> <li>• It highlights the ‘community’ nature of the event by involving businesses and patrons</li> <li>• Patrons are further able to actively participate in the running of the event by volunteering to sell raffle tickets on the day</li> </ul>	<ul style="list-style-type: none"> <li>• It is impossible to predict, let alone guarantee that we will raise a specified amount on any given day.</li> <li>• If they event has to be cancelled part way through (e.g. if rain starts during the afternoon) we are unable to meet that day’s costs, meaning we are unable to take the financial risk on days where the weather forecast could go either way.</li> <li>• We are unable to pay anyone even a small amount on rained out days, although in some cases performers have incurred travel costs and for performers and crew alike other paid work may have been forsaken because of commitment to the event.</li> <li>• When raffle sales/donations are low we cannot cover costs and must make up that short fall in other ways. Traditionally the event organiser absorbed losses, although this is no longer appropriate or possible.</li> </ul>

## Future financial sustainability

Although event takings have increased so too have our running costs. We cannot continue to thrive with this as our sole generation of income.



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## **In the twelve months to June 2013 we will:**

- Expand other avenues of income in addition to our raffle/hat takings during each event: online donations, grants, sponsorships, in-kind support, product development
- Build up enough funds to absorb days where takings do not cover costs
- Build up enough funds to cover one complete event, in order to facilitate running on days where weather is only mildly inclement (we currently cancel as there is a financial risk if we have a low turn out and therefore low raffle/hat takings)
- Gather appropriate ‘responsible people’ to manage separate fund, as required for us to attain Deductible Gift Recipient status and submit relevant paperwork to ATO
- Have accounts overseen by independent accountant
- Seek grants to assist with operational costs and development of certain key aims such as a children’s program, multi-cultural performances and cross-cultural exchanges
- Seek cash sponsorships

## **July 2013 – June 2014:**

- Expand other avenues of income in addition to our raffle/hat takings during each event: online donations, grants, sponsorships, in-kind support, product development
- Maintain enough funds to absorb days where takings do not cover costs
- Build up enough funds to cover two complete events, in order to facilitate running on days where weather is only mildly inclement (we currently cancel as there is a financial risk if we have a low turn out and therefore low raffle/hat takings)
- Promote DGR status as a path for income
- Seek grants to assist with operational costs and maintenance and expansion of certain key aims such as a children’s program, multi-cultural performances and cross-cultural exchanges
- Increase payments to performers and crew, towards industry standards

## **July 2014 – June 2017:**

- Maintain avenues of income in addition to our raffle/hat takings during each event: online donations, grants, sponsorships, in-kind support, product development
- Seek grants to assist with operational costs and maintenance and expansion of certain key aims such as a children’s program, multi-

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cultural performances and cross-cultural exchanges

- Increase payments to performers and crew, towards industry standards
- Build up funds in preparation for larger, one-off events featuring top-level Australian performers as we approach our twentieth anniversary

## ACTIONS

### *Administrative/operational*

#### **In the twelve months to June 2013:**

- Secure new permit: seek 5-year permit with reporting schedule, guarantee of park development not being used as a means to relocate the event, and a guarantee of transfer of permit in the event of a new Noosa Council being formed
- Further develop website
- Consultation with professionals to further hone Peregian Originals' operation/plans (when financially able)
- Review Constitution
- Submit paperwork to have Peregian Originals placed on Cultural Register
- Review operations annually
- Review risk assessments six-monthly (January and July)
- Regular meetings with partners
- Annual preparation for permit renewal process
- Review of yearly operational plan by March 2013
- Trademarking 'Originals' name
- Investigate models for operating 'Originals' expansion
- Complete Peregian Originals operational manual as a formalisation of our processes.
- Develop a strategy for supportive development of satellite 'Originals' events wishing to follow our format, objectives and aims. This strategy will need to accommodate events on the coast where we could reasonably have greater regular input as well as those further afield where advice and support would take on a more remote nature.
- Undertake market research to determine which communities would best suit our event model and ethos.
- Develop a workshop that we can take to different communities with a view to establishing satellite events.
- Develop support material and strategies for those community events following the 'Originals' model.

The initial target of these actions will be the resurrection and improved support of our sister event 'Nambour Originals', which disintegrated due to a number of factors.

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## **July 2013 – June 2014:**

- Trial expansion of the ‘Originals’ model to communities in other parts of Queensland and/or Australia.
- Strengthening and fostering of international connections with a view to opening up cross-cultural exchanges within the ‘Originals’ model.

This will necessitate review and adaptation of our methods according to particular communities.

## **July 2014 – June 2017:**

- Based on the trialing of satellite events, additional supporting resources will be developed
- Identify additional target communities within Australia where the community-building benefits of our model will have significant benefit
- Continue to strength and foster international connections

## ***Community relations***

### **In the twelve months to June 2013 we will:**

- Expand our website (facilitating communication and broadening communication within our community)
- Maintain communication with all sectors of our Peregian Originals community
- Consultation on pros and cons of having event area made a ‘Designated Area for Liquor Consumption’
- Listen to feedback and implement strategies that address legitimate problems arising from our event
- Continue consultation with a variety of organisations (many currently in progress)
- Continue to research and develop our Children’s Festival
- Run our Children’s Festival
- Seek partnerships with training organisations (USC, SCIT, School of Rock, for example) with students in courses such as sound and event management
- Increase our active role within the Peregian Beach community
- Foster connections with other community groups
- Work with Council as a partner in initiatives such as “SmartArts”
- Investigate opportunities for increased multi-cultural experiences and cross-cultural exchanges
- Monitor current strategies

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## July 2013 – June 2014

- Review existing strategies
- Expand our website (facilitating communication and broadening communication within our community)
- Maintain communication with all sectors of our Peregian Originals community
- Listen to feedback and implement strategies that address legitimate problems arising from our event
- Increase our active role within the Peregian Beach community
- Foster connections with other community groups
- Continue to work with partners, other stakeholders, local businesses to protect amenity of Peregian Beach and find solutions to any problems as they arise
- Be an established partner for offering mini-apprenticeships/work experience participation
- Work with Council as a partner in initiatives such as “SmartArts”
- Incorporate opportunities for increased multi-cultural experiences and cross-cultural exchanges into standard programming

## July 2014 – June 2017

- Annually review existing strategies
- Continue to expand our website and integrate online presence (facilitating communication and broadening communication within our community)
- Maintain communication with all sectors of our Peregian Originals community
- Listen to feedback and implement strategies that address legitimate problems arising from our event
- Increase our active role within the Peregian Beach community
- Foster connections with other community groups
- Continue to work with partners, other stakeholders, local businesses to protect amenity of Peregian Beach and find solutions to any problems as they arise
- Be an established partner for offering mini-apprenticeships/work experience participation
- Work with Council as a partner in initiatives such as “SmartArts”
- Incorporate opportunities for increased multi-cultural experiences and cross-cultural exchanges into standard programming
- Incorporate broader representation, reflecting our relationship with other community groups: children’s program/event connected to liaising with youth programs, youth multi-cultural dance programs, for example, therefore building stronger relationships with local schools.
- Build bridges across the standard chasm of artistic disciplines by

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engaging local theatre and incorporating live theatre as part of our event.

## Post 2017

2020 will mark twenty years of Peregian Originals concerts.

- As we approach 20 years of operation we will aim to occasionally feature top-level Australian performers (Paul Kelly, Neil Finn, John Butler, Xavier Rudd etc) in special, one-off local appearances. We would like to focus the larger, special Peregian Originals events – ideally two per year – in active liaison with council
- Working with Council’s Creative Industries program, for example, these rare opportunities to have legendary, top-level performers in our region would be used to engage these ‘big’ acts directly with our local youth, possibly as the culmination/celebration/finale event of a Council Youth Mentorship program. In the past, Peregian Originals instigated this co-operative promotions approach by providing Council with access to acts such as Ash Grunwald and Ember Swift (Canadian touring artist).

## *Environmental management (incorporating litter management)*

### **Over the next 12 months to June 2013:**

- Continue to consult with relevant environmental organisations
- Monitor impact of our event upon the park and surrounds
- Determine the best way to support relevant environmental organisations in work they do in Peregian Beach (possible advertising of certain events, seeking volunteers etc)
- Seek strong partnerships with such organisations
- Develop a traffic management plan that better suits the demands and operation of the event
- Liaise with businesses and nearby residents about proposed traffic plan and open communication channels for feedback once it is in place
- Expand and promote the ‘Transport’ section of our website to educate our patrons on transport options (promote public transport, walk/ride, carpooling) and responsible parking
- Promote traffic management strategies with assistance from traders and other community groups in the form of posters/flyers at key businesses, the Surf Club, Community House, on noticeboards in target suburbs and via announcements Noosa Community Radio
- Liaise closely with businesses in the village square regarding litter
- Further implement strategies that foster public perception of Peregian

# Peregian Originals Att 5 Long Term Plan

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Originals being an environmentally friendly and conscious event

- Trial alternate sound set up for larger events, which will reduce overall volume and bass frequencies while allowing for a better audience experience

## **July 2013 – June 2014**

- Review Litter Management Plan every 6 months
- Review Traffic Management Plan
- Review Noise Management Plan
- Review input, feedback and partnership from environmental organisations and Council/Parks
- Adjust Management Plans as necessary
- Continue to liaise with residents and businesses and monitor impact of our strategies
- Continue to promote transport and parking options on our website and through Facebook and MC announcements
- Aim for a reduction in litter overall
- Implement changes to sound set up based on previous trials

## **July 2014 – June 2017**

- Review Litter Management Plan every 6 months
- Annually review Traffic Management Plan
- Annually review Noise Management Plan
- Review input, feedback and partnership from environmental organisations and Council/Parks
- Have a strong working relationship with key environmental groups attached to Peregian Beach Park and the foreshore/dune area – such as Landcare/Coastcare
- Adjust Management Plans as necessary
- Continue to liaise with residents and businesses and monitor impact of our strategies
- Continue to promote transport and parking options on our website and through Facebook and MC announcements
- Aim for a reduction in litter overall

## **Noise Management**

### **In the twelve months to June 2013 we will:**

- Ensure we develop and maintain a reputation for providing top-level live sound on the Sunshine Coast
- Monitor sound levels and comply with all sound-related permit conditions
- Keep a register recording complaints related to ‘noise’

# Peregian Originals Att 5 Long Term Plan

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- Trial a different sound set up, particularly for larger bands/audiences
- Seek partnerships with training organisations with a view to mentoring sound students

## **July 2013 – June 2014:**

- Review Noise Management Plan and adjust according to sound trials, feedback from Council and complaints
- Maintain a reputation for providing top-level live sound on the Sunshine Coast
- Monitor sound levels and comply with all sound-related permit conditions
- Keep a register recording complaints related to ‘noise’
- Implement different sound set ups according to band and anticipated attendance
- Expand on partnerships with training organisations with a view to mentoring sound students

## **July 2014 – June 2017:**

- Annually review Noise Management Plan and adjust according to sound trials, feedback from Council and complaints
- Maintain and build upon our reputation for providing top-level live sound on the Sunshine Coast
- Monitor sound levels and comply with all sound-related permit conditions
- Keep a register recording complaints related to ‘noise’
- Implement different sound set ups according to band and anticipated attendance
- Expand on partnerships with training organisations with a view to mentoring sound students – be a sought-after training ground for music industry students wanting work experience in live sound

## ***Transport***

**This area is highly dependent on results of independent review and community consultation.**

- Provide clear information on website
  - Bikeways
  - Links to current public transport
  - Parking information
- Provide Noosa Community Radio with relevant information
- Seek other organisations to partner with in promotion of transport strategies
- Monitor habits of patrons and review strategies six monthly



## *Finances/marketing*

### **In the twelve months to June 2013:**

- Expand other avenues of income in addition to our raffle/hat takings during each event: online donations, grants, sponsorships, in-kind support, product development
- Build up enough funds to absorb days where takings do not cover costs
- Build up enough funds to cover one complete event, in order to facilitate running on days where weather is only mildly inclement (we currently cancel as there is a financial risk if we have a low turn out and therefore low raffle/hat takings)
- Gather appropriate ‘responsible people’ to manage separate fund, as required for us to attain Deductible Gift Recipient status and submit relevant paperwork to ATO
- Have accounts overseen by independent accountant
- Seek grants to assist with operational costs and development of certain key aims such as a children’s program, multi-cultural performances and cross-cultural exchanges
- Seek cash sponsorships

### **July 2013 – June 2014:**

- Expand other avenues of income in addition to our raffle/hat takings during each event: online donations, grants, sponsorships, in-kind support, product development
- Maintain enough funds to absorb days where takings do not cover costs
- Build up enough funds to cover two complete events, in order to facilitate running on days where weather is only mildly inclement (we currently cancel as there is a financial risk if we have a low turn out and therefore low raffle/hat takings)
- Promote DGR status as a path for income
- Seek grants to assist with operational costs and maintenance and expansion of certain key aims such as a children’s program, multi-cultural performances and cross-cultural exchanges
- Increase payments to performers and crew, towards industry standards

### **July 2014 – June 2017:**

- Maintain avenues of income in addition to our raffle/hat takings during each event: online donations, grants, sponsorships, in-kind support, product development
- Seek grants to assist with operational costs and maintenance and

# Peregian Originals Att 5 Long Term Plan

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expansion of certain key aims such as a children's program, multi-cultural performances and cross-cultural exchanges

- Increase payments to performers and crew, towards industry standards
- Build up funds in preparation for larger, one-off events featuring top-level Australian performers as we approach our twentieth anniversary