

ORIGINAL
SUBMISSION



AM/20
T-3-37-2

AUSTRALIAN FESTIVAL CORPORATION PTY. LTD.

The Company has recently been incorporated.

Its registered address is: 9 Dundas Lane, Albert Park, Victoria.
Telephone: (03) 690 5677 Telex: AA31738

DIRECTORS

Michael Chugg
Jim McKay
Ray Evans

257-6300

This Company was formed to promote the Sunbury Music & Cultural Festival and will be responsible for the total administration and operation of the Festival activities.

The Directors of the Company, listed above, have had considerable experience, over the past 20 years, in all aspects of the entertainment area, and at one stage or another have been involved with many large public presentations on a professional level, including large scale National tours by the world's leading entertainers, some of Victoria's largest sporting presentations, plus considerable experience with the last Australian Music Festival staged at N.S.W. in January 1983, "Narara '83".

JIM MCKAY

Managing Director of Active Marketing Pty. Ltd., St. Kilda Road, Melbourne - Australia's largest sports marketing company with clients including The Victorian Football League, Queensland Rugby League and the West Australian Football League.

Jim McKay was also involved in the first Sunbury to be staged, as publicist, and gained considerable experience throughout this position with the workings of a Festival of this scale.

As one of Jim's current responsibilities, is the co-ordination of VFL Park in respect to all public concert presentations that take place. Currently, together with the promoters, The Paul Dainty Corporation, he is responsible for the staging of the David Bowie concert to be held on 16th November at VFL Park.

MICHAEL CHUGG

Michael Chugg is a professional Artist's Manager and Concert Promoter. He is also Director of The Frontier Touring Company Pty. Ltd., Premier Artists Pty. Ltd., The Harbour Agency Pty. Ltd., MusicVision Pty. Ltd.

With 20 years' experience, Michael has been involved in the major music events that have been staged throughout Australia for many years, having presented concerts from as small as 2,000 capacity to 50,000 capacity, in all States of Australia, and for and on behalf of Local Councils including Bankstown, Lidcombe, Sydney City Council, Noosa Shire Council, Gosford - Arts Festivals including The Adelaide Festival of the Arts, The Festival of Sydney, Western Suburbs Football Club - Radio Stations including 2SM, 2MMM, 4MMM, 4SA-FM - Charities including Golden Stave Music Industry Committee (raising money for the paraplegics), the Channel Ten Telethon Concert, Odissey House, Woodville Football Club, NSW Premier's Bushfire Appeal.

In 1983, with the support of the N.S.W. Government and Gosford Council, Michael was responsible for presenting Australia's most financially successful three-day Festival to date, "Narara '83", on land adjacent to Old Sydney Town.

As the key motivating force behind Narara '83, the experience gained by him and his staff, Michael is more than qualified and also an integral part of Australian Festival Corporation Pty. Ltd.

RAY EVANS

Like Michael Chugg, Ray Evans is also a Director of Premier Artists Pty. Ltd., The Harbour Agency Pty. Ltd., The Frontier Touring Company Pty. Ltd., MusicVision Pty. Ltd., Mushroom Records, Evans Management Corporation, Video Software Replay Company Pty. Ltd.

All the above companies are actively involved in the day-to-day business of the media and promotional industry.

As Managing Director of Evans Management Corporation, Ray Evans is responsible for the professional careers of Derryn Hinch, John Michael Howson, Ian Meldrum, and Russell Morris.

His association and experience with Music Festivals includes the early Sunbury Music Festivals and it is in fact Mushroom Record's first album release which was entitled "Sunbury '73". His services were also employed by the then promoters of the 1973-74 Festivals to act in the capacity of Artists liaison, stage management and consultant.

Since then he has gained vast experience in the total aspect involved with staging public events.

SUNBURY MUSIC AND CULTURAL FESTIVAL

It is proposed to stage a three day, public music and cultural festival at the property of the Duncan family, Duncans Lane, Diggers Rest, commencing at 5.00 pm on Friday, 27th January and concluding at 6.00 pm on Monday, 30th January, 1984.

It is estimated that the attendance over the three days will be in the vicinity of 18,000 to 25,000 people.

The prime reason for wishing to utilise the above site is the history attached to the site and the fact that it has been proven in the past with the staging of three previous Sunbury Festivals, namely, '73, '74 and '75, that the site is ideally suited and situated for this type of presentation. The fact that previous festivals have been staged also gives the various authorities and government departments first hand experience and knowledge when considering a public festival for January, 1984. Added to this is the knowledge and experience of the site that has been gained by Messers Duncan, Senior and Junior, who will be utilised to the fullest in assisting with the preparation required to stage such an event. We feel that having fully researched and studied all of the past festivals staged on Mr Duncan's farm, that we are able to meet all the requirements necessary for the smooth-running and success of this proposed event as well as alleviate many of the problems that some of the residents surrounding the proposed site have encountered over the past festivals.

GOVERNMENT DISCUSSIONS

Discussions with the Minister for Police & Emergency Services and The Arts, Mr Race Mathews and The Minister for Youth, Sport and Recreation, Mr Neil Tresise, were held initially in March 1983 and again in August. The purpose of the meetings were to enlist the moral support of the respective departments for the concept of a music and cultural festival for the youth of Victoria on the Australia Day Weekend. In the period between March and August, the two Ministries discussed the festival and referred us to the various emergency services including the Police Department and the Country Fire Authority as well as their own departments who in turn submitted their reports.

In September of this year, the two Ministries agreed to support, in principal, the 1984 Sunbury Music and Cultural Festival. A member of the staff of both the Ministry for Youth, Sport & Recreation and the Ministry for The Arts was allocated to assist the Company in the planning and organisation of the festival. As the promoters, we felt it important for the government to be supportive of the concept of a festival if we were to put our names to it.

During October, a meeting was held with Mr K. Burr of the Melbourne and Metropolitan Board of Works, where a draft submission in connection with the festival was submitted. Once again the M.M.B.W. gave their support, in principal, to the festival.

Besides the above, discussion and submissions are under way with the St. John's Ambulance and local Hospital Authority, Telecom, the Railways, the S.E.C., local bus companies and the State Health Department.

FINANCING

As in any project of this scale, it is imperative that the Company be able to meet all its financial commitments and expenses that are incurred.

The Directors and Shareholders of Australian Festival Corporation Pty. Ltd. are all respected and creditable persons within the media and entertainment industries and as such, would not undertake a venture of this type unless this critical financial aspect had been fully and responsibly researched and established. Therefore, the Company will be capitalised through private investors' funds - including the Directors' own funding which will account for in excess of 45% of the total funds of \$800,000 required. The funds will be totally subscribed to by the investors in instalments with the last subscription being paid on the 10th January, 1984.

The working capital will be utilised for all aspects for the staging of the festival including, but not limited to:

- Site preparation
- Promotion and advertising
- Wages and salaries
- Artists' fees
- Professional consultancy
- St. John's Ambulance
- Telecommunications, etc.

The policy of the Company is to stage this event as a profit making concern but at all times to expend funds to comprehensively cover all aspects required.

Any ^{cl} works will be Bonded - and paid in full

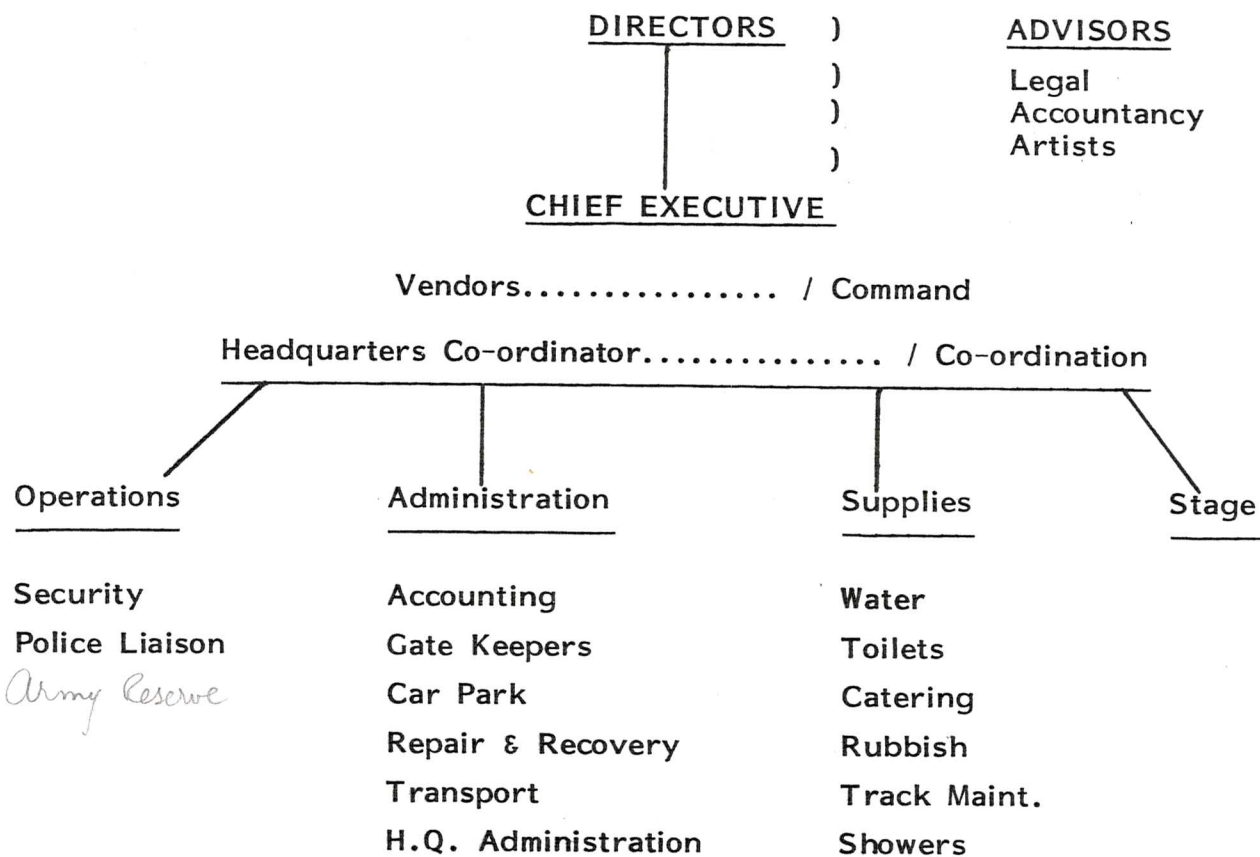
Agreement with adjoining Landowners to clean-up properties and reclamation of land - Landowners will be given a Bond.

* Emphasize offer to Property Owners.

- Security Officers for each adjoining 3 properties
- Cyclone Mesh Fences 6' x across river to hold in Garbage.

STRUCTURE OF ORGANIZATION

Listed below is an outline of the Structure of Organization that will be utilized prior and during staging of the Festival.



* On Site - extensive use of Army Reserve.

Access - Along Alderbury and along Duncans Lane.
- No Pass Outs will be issued.

STAFFING

We have already outlined the Directors who form part of the Structural Organization. Besides these, there will be hundreds of individuals involved from all walks of life, and at all times the company will secure the services of the best personnel available. Much of the work that needs to be done prior and during the Festival, and in particular the preparation of the site, will, where possible, be carried out by local contractors and suppliers who will be utilized before and during the Festival. These will include Electricians, Plumbers, Fencing contractors, Transport contractors, Earth-moving equipment, Signwriters, Child Care Personnel, Car Park Marshalls, Site Labourers, Cleaning Squads, Carpenters, etc. as well as obtaining the services of persons outside the Local Community.

Due to the nature of the Festival and the need for experienced people in being able to handle and cope with large numbers of the public, the Company has decided to draw on the experience of the Army Forces namely the Army Reservists who will occupy the key command positions including Headquarters Co-ordinators, Operations, Administration, and Supply Areas, together with Local Service Clubs, St. John's Ambulance Organization, C.F.A., Victorian Police Department, Private Security Contractors, and at all times, where possible, utilizing the local unemployed people to assist in the successful co-ordination and operation of the venture.

Assistance will also be obtained from the various Government Departments including Emergency Service, Youth, Sport & Recreation, Department of The Arts, the Railways, etc.

ACCESS

1. PUBLIC

The Company would endeavour to encourage as many people as possible to travel from Melbourne via train and bus to the festival site. Those travelling by car would travel along the Calder Highway to Duncans Lane and then exit off Duncans Lane to enter the site. (Refer map.) (Refer Security (2) point 4.)

There will be no pass outs issued and therefore, once the public have entered the site, they will remain there until they leave.

2. SERVICE AND EMERGENCY VEHICLES

A separate entrance to facilitate the above vehicles will be constructed off Bulla Road and it is envisaged to utilise an existing road with the co-operation of Mr Haan. This road would be used exclusively for these vehicles and would enable quick and easy access and departure at all times.

3. HELIPAD

In conjunction with the Transport Department, a designated area would be allocated for the exclusive use of helicopters. The position of this area would be adjacent to the Administration Block. (Refer map.)

We feel that the above will give the best traffic flow in and out of the festival site at all times.

PARKING AND CAMPING AREAS

We envisage two main types of camping:

1. The Pedestrian Camper -

Most of these people will be coming to the festival by train or bus and they will be taken by bus onto the site and delivered to their camping area. (Refer map.)

2. Campervans -

All other vehicles including campervans, caravans and station wagons would be directed to the appropriate areas where the appropriate blocks of showers, toilets and drinking water outlets would be situated. We feel that these areas are better to be placed in the most central position possible for ease of security and service facilities. (Refer map.)

- Centralized Camping Area.

SANITATION

1. Toilets :

Experience has shown that the best possible sanitation units to be utilized are portable chemical toilets. For this, a suitable contractor will be employed and retained at all times during the Festival's operation to service the units and to remove all waste (to be deposited in consultation with the Council).

A shift will be set up which will enable the portable toilets to be cleared, at least 3 times a day and initial planning has allocated at least 200 toilets to be sited. These will be set in all areas of the Festival site including camping area, catering area and other essential points (refer scale plan).

2. Garbage: (Cleanaway have contract)

A tender will be called for the placement of large compactor bins to be placed around the site and serviced throughout the Festival by large compactor trucks. As well as this, there will be, spread throughout the site, approx. 300 / 44 gallon drums to be serviced by small trucks or tractor trailers and emptied into compactor bins for removal from the Festival site. 12 Large Compactor Bins.

3. Removal of Rubbish from Outside the Site Area:

Throughout the Festival, cleaning squads will attend to the clearing of any rubbish that has accumulated on adjoining properties. This will be the responsibility of the Administration Co-ordinators who will monitor and co-ordinate the above.

Squads to clear-up each Day on adjoining properties.

4. Reclamation of Waterways :

Wire mesh will be placed across the river at each end of the swimming area, designated on the plan, and in effect will trap all rubbish going downstream and thus preventing it going into adjoining properties.

5. After the Festival:

After the Festival, further cleaning squads will undertake a total surveillance and cleaning of the total area to collect any rubbish that may remain after the Festival has concluded.

WATER SUPPLY

It is anticipated that the Company will use the existing 3/4" tapping already in use at the property, into an approx. 2" ring main, to service the site for necessary drinking water and if necessary, to supply shower areas as well. *- Many Drinking Points.*

In the event that there is not enough water supply for the shower areas, it is planned to pump water via the river to holding tanks and/or by tankering from off the site as the last option.

It is planned to supply at least 20 drinking points and 200 showers.

At each point where water is supplied for either drinking or showering, appropriate signs will be displayed accordingly.

POWER SUPPLY

Power supply will be organised in conjunction with the S.E.C. and the council, but it is proposed that the site be totally self sufficient for power. Therefore, the use of a multitude of generators is proposed, including the following:

1. 3 x 250kva generators for the stage and backstage area (all three phase).
2. 10 x 75kva generators for the catering area (three phase).
3. 5 x 75kva generators for the administration, hospital and other facility areas.
4. Multi-purpose day-maker units. 8 in total which incorporate lighting towers with generating power and festoon lighting with the capacity of approximately 1,000 square metres of lighted radius. These will be positioned throughout the perimeter fencing.
5. Reserve power. The Company will acquire, via the generator contractor, a back-up number of generators numbering 10 in all and ranging from 30kva to 2kva units.

LIQUOR POLICY

After discussion with various government departments, namely the Minister for Police and Emergency Services, Mr Matthews and the Deputy Police Commissioner, Mr Thompson, it was decided that the best method of controlling liquor is to ban the entry (refer point 6. - Security) and that alcohol be sold on the site and restricted to beer and wine only. It is felt that this would facilitate the best controlled situation with regard to liquor and eliminate the presence of glass as beer and wine would be sold in either plastic containers or aluminium cans.

No liquor
brought on
to site by
visitors.

The positioning of the points of sale of liquor would be confined to an area adjacent to the catering area on top of the hill.

The proposed ban would be widely advertised in the media and would also appear as a condition printed on the tickets.

The above policy on liquor and its application has been tried and tested and proven to be highly successful via the Narara '83 festival amongst other functions of this type.

Promotion

Last Day - telecast nationally.

FIRE PREVENTION AND SUPPRESSION

After many meetings with the Country Fire Authority and the subsequent enquiry and on-site inspection, the C.F.A. have issued a series of measures relating to fire prevention and suppression. These measures would be adhered to by the Company and are as follows:

Prevention

1. The Site

Commence a programme of fuel reduction in Spring, 1983, through to the date of the festival to ensure that fuel is reduced to an absolute minimum in the festival site and carpark area.

Construct a fire break of not less than 30 metres width right around the perimeter of the carpark and festival site. The carpark area to be separated from the festival site by a firebreak of not less than 30 metres width. On level ground these firebreaks should be bare earth breaks constructed mechanically by rotary hoeing or ploughing. Work to construct these breaks should commence early in Spring, 1983 and be regularly maintained to ensure that there is no new growth or dead vegetation in the breaks at festival time.

On sloping ground where soil erosion may be a problem firebreaks should be constructed by burning off just prior to the festival, when total removal of the fuel can be assured.

2. Access Routes

Construct firebreaks by rotary hoeing or ploughing adjacent to all festival site access routes on the property of Mr Duncan.

FIRE PREVENTION AND SUPPRESSION (2)

3. Surrounding Areas

- To reduce the possibility of wildfire entering the site, or a fire occurring the following fire preventions work would be carried out in the surrounding area:-

a) Roadsides

Duncans Road, Bulla/Diggers Rest Road. Both sides of these roads would be slashed, rotary hoed, ploughed or burnt as appropriate, for the full width of the road reserve to ensure that only a minimum of fuel exists at the time of the festival.

b) Private Property

On the property of Mr Duncan, the track heading north then north-east down to Jacksons Creek, then roughly south along the western side of Jacksons Creek would be rotary hoed or ploughed on both sides to provide a bare earth firebreak not less than 30 metres total width.

On the property on the north side of Jacksons Creek construct a firebreak of not less than 30 metres width by rotary hoeing, ploughing or burning off as appropriate, extending from Jacksons Creek opposite where the track on Mr Duncan's property (mentioned in the previous paragraph) reaches that creek, then north-east up the gentle slope and along the top of the escarpment above the creek to a point opposite the eastern boundary of the festival site.

FIRE PREVENTION AND SUPPRESSION (3)

Suppression

Seasonal conditions will dictate the fire suppression capability required at the site for the duration of the festival, therefore, it is too early at this time to make firm plans. However, to assist with the preparation the following would be a basic requirement:-

1. External

Two firefighting tankers would patrol Duncans Road and the Bulla/Diggers Rest Road, and the area north of Jacksons Creek opposite the festival site. The former would provide the initial response to any fire developing on the festival site.

2. Internal

For site security, we would provide not less than three firefighting tankers of not less than 2,000 litres water capacity and equipped with suitable pumps and hoses for firefighting purposes. Each of these privately owned tankers would be crewed by not less than three experienced fire fighters. These tankers would be immediately available and located strategically to provide protection within the site.

In addition to the private tankers the security personnel would be provided with an adequate number of knapsack spray pumps and B.C.F. Fire Extinguishers to enable them, in the first instance, to deal with minor outbreaks of fire, illegal campfires, motor vehicle fires and fire involving catering facilities and the electrical system.

Each of these tankers would be provided with communications on our internal radio communications network.

FIRE PREVENTION AND SUPPRESSION (4)

3. Water Supplies

Not less than 45,000 litres of water would be located at each private tanker point to provide back-up supplies to tankers.

4. Site Security

In the event of a wildfire approaching the festival site the patrons would be encouraged to remain within with site, other than if an evacuation is ordered by the police. To this end, a suitable fence would be constructed around the perimeter of the festival site.

5. Command And Control

Because of the large number of people that could be expected to attend this festival, plus police and other supporting organisations, an Officer of the Authority will be in attendance for the full duration of the festival, to carry out liaison and command and control functions as may be required.

- C.F.A Unit on Site
- and Divisional Officer permanently on Site
- No less than three full equipped Fire Trucks with back-up Water Supply.

INSURANCES

The Company will undertake, via its brokers, to obtain all necessary insurances cover including but not limited to, public risk, workers' compensation, and a special policy to extend cover to key surrounding neighbours' property for the unlikely increase in premiums that may incur if damage to fences etc. did occur.

CATERING

The Company, in conjunction to the Council and Health Department, will ensure that caterers who are selected to supply their services at the Festival, will, at all times, adhere to the conditions required by law and to ensure that during the Festival, this is adhered to, will allocate personnel to monitor the above.

The Company is desirous of arranging a variety of foods to be offered to the public and in particular would like to include caterers who would supply such items as Ethnic (Asian, Lebanese, Italian) and Barbecued type foods, health foods, fruit and vegetable stalls, cold soft drinks, a chemist facility, general store, and an ice vendor.

As well as the above, a wide range of home craft and cottage industry stalls will be included.

*Health Dept.
involved setting
requirements
for selling outdoor
food.*

SECURITY (1)

As in any event of this type and magnitude, the security area plays an integral part in the success of the festival and the well-being and safety of the patrons, as well as the security of the surrounding residents and is a joint-venture arrangement between the Victorian Police Force and private security contractors. (nominated by Police)

The security aspect commences with the planning and preparation of the site and in respect to this, our Company has gained a considerable amount of input from the surrounding residents as to some of the problems they have encountered with past festivals. In particular, the following points are, we feel, utmost for the security aspect:

1. Security Fencing

This was not included in past festivals and our research shows that by the inclusion of a security fence, the residents, the festival organisers and the public would greatly benefit by the following:

A 6' high cyclone mesh fence would be installed in key positions, namely the area encompassing the river frontage from Mr Haan's property, along the south perimeter of the creek (Duncan's property) to left of the stage area (refer plan), crossing the creek to Cousin's property, running along Cousin's creek boundary to 50 metres east of Duncan's boundary and finally finishes at Duncan's boundary, again on the south side of the creek.

The installation of the above fencing will immediately prohibit the public from gaining access via private property, namely, the surrounding neighbors being Messers Haan, Matthews, Thom and Cousins. To consolidate the fencing installation with the public, it is envisaged that this will be published prior to the festival along with many other operational aspects to make the public fully aware of the various operational aspects of the festival.

SECURITY (2)

The installation of the above fencing is not a cheap item, but after research, was introduced by the Company as what we feel will be one of the major contributing factors for peace of mind and alleviation of harassment to the surrounding residents.

2. Perimeter Security

Unlike past festivals, mobile lighting towers will be placed at intervals along all perimeter fences. In any problem areas, cyclone mesh fencing will be used, as on the river banks. These, along with mobile and stationary patrols, will ensure a maximum security level at all times.

3. Internal Security

Internal security will be present at all times and will be co-ordinated with the Victorian Police Force and our own security force which will consist of a minimum of one hundred men at any one time who will operate in three shifts of eight hours each. This will be supplemented by mobile squads of no less than twenty men who will be able to attend at any point of the festival as quickly as physically possible. They will utilise motor bikes, horses and helicopters. The entire security personnel will be equipped with two-way radios and communication links will be co-ordinated together with the Victorian Police Force via the Command Station which will be manned 24 hours a day.

4. Surrounding Area

In consultation with the Victorian Police Force, it is envisaged that the public access and departure will be controlled via Duncans Lane and only authorised personnel will be able to utilise the Bulla Road and will be issued with appropriate passes for both personnel and vehicles. This area will also be patrolled by the Victorian Police Force as well as mobile security squads who will enforce the conditions outlined.

SECURITY (3)

In consultation with key neighbors, the Company has agreed in certain instances to provide 24 hour security personnel to protect their privacy at all times. This will ensure that trespassing and the likelihood of damage is alleviated.

5. Pre-Festival Security

Approximately one week prior to the commencement of the festival, an adequate number of security personnel will be engaged and retained onsite to assist and co-ordinate the arrival of any early patrons. The Company's policy is to admit any early patrons which in turn will alleviate any possible harassment to the surrounding neighbors.

6. Prohibited Items

The public will be prohibited from entering the festival site with the following:

- Animals
- Weapons
- Drugs
- Glass items
- Alcohol

To supervise the above, searches will be carried out of all persons and vehicles.

7. Security Hotline

A separate telecommunications line, with its own number, will be allocated and made available for the residents' sole use and will put them in direct contact with the Command Station.

M. Chugg
J. McKay
R. Evans
S. Duncan
G. Duncans

By Laws Off.
S.H.S
B. Whellan
J.M.K.
J. Watson
M. Coddick
D. Turnbull.

S.S. Report
Note Meeting

Looking for State Gov't Support. prior to proceeding
Met with N. Treize
R. Mathews.

Report from C.F.A.
Police Dept
Ministry of Arts } Support in concept / moral support
Aug.

5 Campaign of talking to all Residents → ~~has~~ 30 have spoken to 30 Resid.

By and Large Residents not opposed.

R. Thom opposed.

If found extreme resistance would not have proceeded.

4 Been to MMBW. - what was required.
↳ Advised as temporary use no permit required

5

Today's meeting

Detail proposal of implementation

Looking for advice from CE as to detailed needs.

* Site has natural amphitheatre

Dept of Y.S.R & Municipal Arts. extra Activities apart from Pop Music Festival of Pop Music - Range of other Activities.

- a

- Print traffic directions on back of tickets & a provide.
- Instruction booklet issued ~~print~~ with Tickets.

- Discount for advance booking

- Stage Construction. - Building Permits etc

- Suggest contact E.P.A. have an interest in the matter.
- NOISE
- CREEK POLLUTION

- Entertainment Schedule - finishing at a reasonable hr.

- Buses from $\left\{ \begin{array}{l} \text{Diggers Rest} \\ \text{St Albans} \end{array} \right.$

- Discussions Re: Evacuation Procedures.

- Traffic Control Signs. - provided by Organizers.