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The President
Bulla Shire Council
BULLA 3047 Vic.

ODESSA PROMOTIONS

THE SUNBURY SUMMER HAPPENING

Dear Sir,

I submit for the approval of your council, a proposal to hold a Pop Festival in the Sunbury area on the Australia Day Week-End, January 29th, 30th and 31st, 1972.

I use the theme "Pop Festival" because I feel that the words "Peace" or "Love" Festival have been over used.

Our Festival is a Commercial Enterprise which will almost certainly have the backing of the Coca-Cola Bottling Company, a prestige national sponsor. We aim to attract the largest possible number of young people of the 14 - 25 year old age group in a well conducted and controlled, good wholesome three days of outdoor music, entertainment and fun. We believe that we will have the best co-ordinated and most successful Festival ever to be held in Australia. Sunbury is an ideal location, and for your consideration we submit details of the "Sunbury Summer Happening".

THE SITE

The area is the property of Mr. George Duncan of Duncans Road, Diggers Rest, bounded by Duncan's Road on the North/South Boundary, the Bulla-Diggers Rest Road on the South Boundary and Jacksons Creek on the Northern Boundary. The site comprises 130 acres in a magnificent bushland setting of which sixty-five acres has been set aside for the entertainment and camping area and sixty-five acres for car parking. In addition, forty acres will be held in reserve in case crowds are greater than expected.

THE AUDIENCE

We estimate 10,000 per day and 5,000 camping per day will attend. We envisage that the majority of our audience will fall within the 14 - 25 year old age group. The audience at other Festivals held throughout Australia seem to have fallen into the 18 - 25 year old age group. The reason for the older group was probably the fact that the tickets sold were either 3 day or 2 day or 1 day passes only, making it too expensive for the younger 14 to 18 group. At Sunbury, one day tickets will be available as we want to encourage the 14 - 18 year old group as well.

ENTERTAINMENT

It is our intention to provide over the 3 day period a total of 43 hours of entertainment, with the performance times being Saturday 10.00 a.m. to 2.00 a.m. Sunday morning; Sunday Midday to 2.00 a.m. Monday; Monday 11.00 a.m. to 12 Midnight.

Acts will change every half hour during the televised portion of the concert, when the format of the afternoon's entertainment will be adjusted accordingly. As you are no doubt aware, it is very difficult to obtain good acts during this period of the year when work is abundant. However we have acquired an option on many of Australia's top groups and top entertainers,

both in the folk and rock music field and we are confident that we can provide our patrons with the best entertainment available. It is also our intention to bring an overseas group or artist to supplement the Australian performers. In all, we will provide 43 hours of non stop live wire entertainment. The word "entertainment", and in this case, includes other extras. Extras, like a full scale carnival, bazaar-handcraft, art exhibitions, movies, light shows; everything falling within the spectrum of the word "entertainment". You name it, we'll provide it.

PUBLICITY GIMMICKS

Apart from our own paid advertising and contra advertising, the television and radio stations will obviously do their own promotion for the telecast. Consequently, it is not felt that we need a large number of publicity gimmicks. However we will donate 30 cents per ticket to the Pakistani Relief Fund.

FACILITIES

1. TOILETS

We will construct 100 totally enclosed toilets all fully serviced and cleaned regularly. We have employed a staff to ensure the highest standard of hygiene. The units will comprise 50 x 120 gallon units with own urinals, pans and washing facilities and 50 of the normal pan service variety. In addition we will have on-site a tanker to vacuum all the wastage for deposit at the Council's night soil farms.

2. SHOWERS

We will supply 2 units of showers with provisions for a total of fifty showers, 25 for males, 25 for females. Some will have hot and cold water, others just cold. The waste water will be pumped into a disposal trench away from the river to prevent contaminated water reaching the river. To ensure that these provisions are adhered to, we are quite willing to pay the Council Health Inspector to be on the site for the 3 days of the Festival.

3. CAMPING

An area of 10 acres has been set aside as a camping area. It is flat, open undulating ground with almost no fire risk. However to safeguard against fires, we will provide fire plugs and hoses at strategic points on the site and any long grass will be cut. In addition, we will also have a fire unit on permanent standby. The camping area will be patrolled regularly by police and security men to ensure that patrons adopt a high standard of behaviour.

4. DRINKING WATER AND HOT WATER

We will install a Rheem portable gas hot water service comprising two Rheem 44/55 service units which will serve 6 shower units with 2 hot showers. For drinking water and cold water for other purposes, we will provide two 4,500 gallon tankers to be parked on the site and the water will be delivered by two x 1 inch plastic pipes to water points throughout the entire camping and entertainment area.

5. TRANSPORT

Access to the site is very good. The general area is bounded by the Calder Highway and the Melbourne/Lancefield Road (Tullamarine Freeway) which with the distance from these highways being $1\frac{1}{2}$ from the Calder Highway and four miles from the Melbourne/Lancefield Road. For patrons wishing to use public transport we shall arrange 4 trains per day each carrying 1,032 passengers to the Digger's Rest Railway Station. From Digger's Rest it is approximately 2 miles to the Festival Site and we shall provide a fleet of buses to operate a shuttle service between the station and the site. We believe that this festival will have the best transport linking service provided by any concert held at any time in Australia.

6. CAR PARKING

There is an area available for the parking of 6000 cars at any one time, on the basis of 100 cars per acre at a

charge of 20¢ per day. Patrons wishing to stay for three days will need to purchase a 60¢ parking ticket, or as they wish.

7. MEDICAL PROVISIONS

The St. Johns Ambulance Brigade has agreed to provide a complete medical service comprising Doctors, Nurses and attendants. It will also provide tents for these personnel and an ambulance. However, we will also provide at our own expense, an extra ambulance service.

8. SECURITY

We will employ the services of 60 professional security personnel with previous experience of festivals throughout Australia. These men will be supplemented by a number of Police, to be decided by the Victorian Police Force. Mayne Nickless will handle the transport and security of all cash.

9. ADMINISTRATION AREA

We will build on the site 4 modular office units, one for the police, one for security and control, one for tickets and one for projects administration. There will be telephones to the administration centre and radio control to mobile security units, also an inter-office intercom hook up to all offices and the stage manager. Caravans will be provided as sleeping quarters for the administrative staff and also for ticket sellers, police, security, and others working on the project.

9. AREA AND CROWD CONTROL

The organizers of other Festivals have experienced problems in controlling large crowds, basically because it takes the patrons quite a long time to familiarize themselves with the facilities and lay out of the area. We will give each patron a diagram of the area, outlining all facilities and borders to ensure that everyone knows where everything is.

10. RELIGIOUS SERVICES

Entertainment will not commence until midday on the Sunday to allow for religious services to be held. We shall provide

one Roman Catholic Service, and one non-denominational service. In view of current religious trends, we shall also provide an additional rock mass, i.e. readings from the Bible adapted to music for the general audience.

11. CATERING

The rights for catering will be assigned to a professional commercial organization with previous experience in catering for very large audiences. The contract will more than likely go to the Dennis Hotel Group. For others, barbeques will be provided and steaks and other meats will be on sale. Of course, all soft drinks on sale will be exclusively the products of the Coca-Cola Bottling Company.

12. LITTER AND WASTE COLLECTION

Thirty, 44 gallon drums will be positioned on posts throughout the site. Signs will be posted on each bin reading "Don't Litter Australia". We want the concert to look neat, and of course the expense of a heavy clean-up bill must be avoided.

The Sydney Health Authorities have recommended since the festival held at Wollacia last year that the disposal of garbage is best handled by the local council's official garbage collector. We would of course very much like to use the Council garbage facilities and we would gladly pay for such a service.

13. FIRE PRECAUTIONS

The owners of the property have agreed to cut a fire break around strategic areas. We will arrange with the Country Fire Authority for a fire unit to be on permanent stand by throughout the 3 days of the Festival.

14. FENCING

The area will be fenced along necessary boundaries by a post and wire fence.

15. RESTORATION OF SITE

We have provided in the budget for a contractor to completely

restore the site to its original setting.

16. INSURANCE COVER

We will be adequately covered against rain, public risk and workers compensation claims. Stenhouse Australia Proprietary Limited, a duly authorised Agent of Lloyds of London have agreed to cover all these policies. The terms and conditions are as follows:

1. RAIN COVER

The sum assured is \$35,000.00 for a premium of \$3,790.00. The conditions: 10 points of rain to fall within a four hour period on the first day, or 10 points of rain to fall within any one of two four hour periods on the second and one four hour period on the third day. We believe that a cover of \$35,000.00 is more than adequate.

2. PUBLIC RISK

The cover for this policy is \$400,000.00.

3. WORKERS COMPENSATION

All employees, including entertainers working either in the setting up or during the concert itself, will be fully covered against accidents arising either during the performance of their duties or travelling to or from work. The policy covers them for loss of wages and also for any medical expenses they may incur.

RIGHTS AND APPROVALS

The owner of the property Mr. George Duncan has agreed to allow us full access to his property for a set-up period of three weeks before the commencement of the concert and for a further five day restoration period after the concert has finished. It is our intention to have the concert set up one week prior to the concert to allow the local council and other Government authorities a chance to inspect the layout and facilities.

We have been in touch with the Victorian Health Commission and they have advised us that so long as we comply with

your health officer's recommendation there should be no problems.

In conclusion the Sunbury Summer Happening is waiting to happen. As you can see, there has been detailed planning of this concert.

We believe that we can do justice to our sponsor, our patrons and your Shire, Bulla.

As we said in our introduction we are business men not idealists, we are looking for a success and we believe we can find it - at Sunbury.

We anxiously await consideration of our project.

Yours faithfully,

A handwritten signature in cursive script, appearing to read "John D. Fowler". The signature is written in dark ink and is positioned above the printed name.

JOHN D. FOWLER

On Behalf Of - Odessa Promotions