

**beaufort
street
network**

479 Beaufort Street, Highgate WA 6003
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Beaufort Street Festival – Project Brief

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BEAUFORT STREET FESTIVAL PROJECT – PROPOSAL

FESTIVAL OBJECTIVES:

The Beaufort Street Network has identified the following key aims for the Festival:

- 1) Celebrates the unique and vibrant culture of Beaufort Street;
- 2) Brings together both commercial interests via local businesses and local residents and consumers who love Beaufort Street and together form part of the Beaufort Street community. This is crucial given in other key Perth commercial strips, there is a tendency to have separate retailer and residential organisations, which can be in conflict or opposition over a range of local issues;
- 3) Becomes an event to help establish the unique brand of Beaufort street, which reflects the cutting edge music, art, fashion and food scene of the strip; and
- 4) Becomes an annual event, which helps cement Beaufort street's reputation as a growing café, shopping and cultural hub for local and interstate tourists.

FESTIVAL CONSULTATION:

Following the welcomed news that the Council had agreed to provide \$60,000 in funding for the Beaufort Street Festival, the Network has strongly encouraged feedback from our membership. This has included two face to face meetings, encouraging brain storming on a range of topics, including

- The target market of the festival;
- Timing and date;
- The type of theme and focus;
- The organising committee and approach to businesses;
- Key attractions for the festival;
- Key specifics, including road closures;
- And other matters as raised.

Submitted here is the agreed framework for the festival from consultations to date.

FESTIVAL ORGANISATION AND BUDGET:

Beaufort Street Festival Committee

Like the Rotary's the Hyde Park festival, the Beaufort Street Network is proposing our incorporated organisation takes the primary role in the coordination and delivery of the Festival. However, we would be seeking a cooperative approach with the Town in the overseeing the Festival and would be seeking strong strategic advice, logistical assistance and in kind support where possible.

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BEAUFORT STREET FESTIVAL PROJECT

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(Beaufort Street Festival Committee continued)

It is proposed that a 9 member Beaufort Street Festival committee be established, hosted by the Beaufort Street Network, which has the following membership.

The proposed members of the committee are:

- Three members Beaufort Street Network – Elaine MacLeod/Behind the Monkey (Business owner), Jamie Phillips (Resident) and Isobelle Trollio (Ruck Rover).
- Two Councilors;
- One Town of Vincent staff member;
- One independent business representative;
- One independent resident representative; and
- Festival Director - Dave Cutbush (engaged contractor).

This would be the primary decision making body for the Festival and have final approval on decisions relating to the Festival. It would be recognised, however, that all liability for festival decisions would clearly remain with the Beaufort Street Network, as an incorporated organisation.

Sub committees

There would be four sub committees, reporting to this main Festival Committee. This includes

- Media and sponsorship, which would be open to any community members, but would not have final decision making approval. This committee would be chaired by Beaufort Street Network Executive Member John Carey.
- 3 Business precinct organising committees – each with its own coordinator. The precinct committees would be:
 - 1st precinct between Walcott and Barlee Streets;
 - 2nd precinct between Barlee and Mary Streets; and
 - 3rd precinct between Mary and Bulwer Streets (however official activities stop at Chatsworth Street)

It is clear that each business would be required to be met on a personal level as well as submitting a festival/membership pack to fully explain the festival concept to the wider business community and explain the advantages of participating and secure their expressions of interest.

Three volunteer coordinators (Event & Marketing students from Curtin University) have already offered their services to help run these committees.

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Festival Director

As with all festivals, there is no shortage of ideas and various events and ideas pitched at our consultation meetings and it was agreed there needed to be a separate meeting for ideas to be fully explored and locked in for proper consideration and research.

The Network believes there is real need to engage a specific creative Director for the festival, specifically responsible for coordinating key artistic elements of the festival, including art/fashion/music events, given that the Festival would have a strong arts and creative focus.

The Director would be engaged to be in tune with the current industry contacts, musical and artistic trends which accurately reflect Beaufort Street and having a strong affinity and understanding of the street culture.

Key responsibilities of the Director would be:

- Develop and drive the key artistic events for the Festival, including
 - Organisation of key music program and side music events, including stage set up as required.
 - Organisation of key art exhibitions and events, including stage set up as required.
 - Organisation of key visual and public art installations; and
 - Organisation of local community events for the Festival.
- The Festival Director would oversee 3 business precinct committees and assist businesses to develop their own particular artistic events for the Festival, if they wish to do so.
- Invite and assist other local community organisations in the Beaufort Street precinct to participate in the Beaufort Street Festival. There are a number of other groups who will be approached, including local gay and lesbian organisations, art organisations and local environmental and precinct groups.
- Develop and oversee the branding of the event, including creation of promotional material, festival logo and festival package for businesses.
- Pursue media, financial and in kind sponsorship arrangements to fund and promote the Beaufort Street Festival; and
- Undertake other activities as delegated by the Beaufort Street Festival committee.

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Performance indicators

A set of an agreed performance indicators and evaluation process is being developed for the Director and the Festival and would be submitted to the Beaufort Street Festival committee for approval.

It is proposed the performance of the Beaufort Street Festival will be evaluated against the following criteria:

- festival attendance;
- Council feedback;
- participation of Beaufort St businesses and their feedback;
- resident feedback;
- feedback from the Network;
- participation of sponsors;
- profit/loss (whilst the festival is not for profit it should not make a loss);
- media reviews; and
- attendee feedback from on-the-day survey.

Budget

The Beaufort Street Network wishes to contract Dave Cutbush from event management company *Life is Noise*, who previously was employed by RTR FM.

A detailed budget and project plan, with allocation of time for the Festival Director is attached for consideration by council.

Clearly, if full budget cannot be achieved, then the budget has been designed to enable certain events or initiatives to be reduced in scale to ensure final budget constraints are met.

Town of Vincent

The Beaufort Street Network recognises the important role of Town of Vincent and would be seeking both in kind support, strategic advice and logistical assistance.

In addition to providing strategic advice by the main Beaufort Street Festival committee, support sought from the Town of Vincent would be

- 1) In kind support in relation to liaising with Main Roads WA, regarding the closures of side roads to Beaufort Street;
- 2) In kind support in relation to advice on obtaining public liability insurance;
- 3) In kind support in the relation to advice and assistance with organisation of community safety, including on site emergency medical assistance;
- 4) In kind support for rubbish collection and removal and cleaning;
- 5) In kind support for advice and assistance on use of public laneways and alternative spaces for art installations and events; and

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6) In kind support on advice and assistance with parking and traffic control issues.

It would be requested that the Town of Vincent officer on the Beaufort Street Festival Committee assist with the organisation of in kind support. However, clearly this would be determined by the Town of Vincent whether such in kind support is appropriate.

FESTIVAL THEME AND BRAND:

From our consultation, it is clear that there is a general consensus that the branding and theme of the festival should focus on four key areas, which reflects the key strengths of Beaufort Street. These are:

- Music (reflecting the independent/Western Australian/alternative music which is presented on RTR FM and local music venues like The Flying Scotsman);
- Art (showcasing local artistic talent like those found on art galleries on the street);
- Fashion (covering a range of local fashion sold through retailers); and
- Food (representing the growing food scene on Beaufort Street)

It is proposed a specific brand and logo should be developed and created for the festival, developed in consultation with local businesses and residents, and approved by the Festival committee. It was also agreed that the festival's brand and theme should be developed to reflect the uniqueness of the street, rather than a standard community fair theme, as used for other festival/street fairs.

In relation to graphic design and branding work for the Festival, the Beaufort Street Network has already secured sponsorship from Two Dozen marketing and design, to undertake this work at no cost. This would include design for posters, fliers, website and other promotional material as required.

Festival business pack

A specific invitation package for local business on the strip is being developed, which includes

- A registration form for participating in the festival;
- A list of potential sponsorship and support opportunities;
- Request for a clear proposal on a specific event, stall, artistic installation, display, competition etc which the business will organize and hold during the festival.

This festival pack will be released to businesses, once a final date for the event has been set and approval given by the Beaufort Street Festival Committee.

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FESTIVAL DATE – SATURDAY, NOVEMBER 27th 2010.

Through our consultation, there has been significant discussion in relating to the proposed date. In particular, two dates were originally canvassed on Saturday, the 27th November and Sunday, 28th November 2010.

There was concern, however over both dates being too close to Christmas trading and retailers may be unable to commit time and window and floor space to participate. However it was noted that weather was likely to be more stable based on previous experience and advice from Council Staff.

Discussions have centred generally around Saturday being a better day to hold the event, given that:

- 1) Some business generally do not open on Sundays;
- 2) Opportunity for many cafes/bars/music venues to carry the Festival onto the evening.

It was recognised, however, Saturdays are busier in terms of car traffic.

From these meetings, it is proposed if the Festival was to occur in November, it should proceed on Saturday, the 27th November 2010 from 10am to 5pm.

It is also anticipated that festival events could also run during the week prior to the main day, which would be organised and funded separately by businesses, however promoted as part of Festival activities.

LOGISTICS – STREET ORGANISATION.

It is not proposed to close Beaufort Street, which is unlikely to be given permission by Main Roads WA and if possible, very expensive.

From our consultations, business have indicated it is preferable to keep the street open and leave festival activities in selected spaces in side streets and pavement areas outside the businesses.

Suggestions also included using the electronic signs to slow traffic down considerably and allow the use of festival goers to park cars alongside pavements to act as a 'buffer' between sidewalk pedestrian traffic and the road.

The Network would like council to consider closing

- Grosvenor Rd (For main stage area for music and live broadcast with RTR FM),
- Chelmsford Rd (Fashion precinct, with fashion shows),
- Mary Street (Secondary small stage for solo and duo music acts and stalls).
- Barlee Car park (Community stalls, DJs and YMCA mobile skate park).

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It is obviously suggested not to use the full length of each of these streets, but rather where they intersect with Beaufort Street. In doing this, it would create piazza type areas for pedestrian gatherings and events as part of the Festival.

It may also be appropriate to consider the closure of alternative streets if the proposed plan inhibits parking or traffic flow too much, in particular for car parking behind IGA.

Clearly, the closure of these entrances would require consultation with local residents and require Town of Vincent consideration and approval.

Location of the wet area would be determined with the Town of Vincent, Police and Liquor Licensing.

CITY OF STIRLING BUSINESSES

The Beaufort Street Network proposes the Festival committee will only organise events in the Town of Vincent precinct of Beaufort Street, given no funding appears to be forthcoming from the City of Stirling.

PROPOSED CREATIVE PROJECTS/CONCEPTS:

The Beaufort Street Network has had initial meetings regarding the potential events that could be held during the festival. The key focus has been on creating events that best reflect the unique nature of Beaufort Street and that work with individual business events and stalls. These include:

- *Knitting art installation across Beaufort Street* – The Beaufort Street Network has already established a separate knitting art installation committee which has more than 50 local knitters participating. The committee and network of knitters is already progressing a range of works along the strip for light poles, rubbish bins, seating and a spider web installation.
- *Music – main stage:* with live bands, DJ Sets and outside live radio broadcast with RTR FM. The open stage could be located outside of The Flying Scotsman/IGA, requiring the closure of Grosvenor Road if possible.
- *YMCA Mobile Skate Park* – skateboard ramps in the Barlee Street car park with displays of street art on the old corrugated fence line. DJs playing live at the exhibition. Initial contact with the YMCA indicates they are very keen and will have mobile park constructed by late August.
- *Red Carpet Alleyway Crawl* – use of lane way between Jacksons and former Cookbook Store, and laneway next to new Planet Video café for art installations and exhibitions. As part of the planning process, other unusual areas would be identified.

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(PROPOSED CREATIVE PROJECTS/CONCEPTS CONTINUED)

- *Blank Canvas* – a large blank canvas which encourages the local public to participate and help make a piece of public art.
- *Movie projections* - onto the side of buildings
- *New fashion* – local fashion business to hold fashion parades for latest cutting edge fashion in the Chelmsford Road fashion precinct.
- *Secondary music performances in usual spaces* – inside shops and other areas as identified.
- *The Battle of the cafes* – best café to produce coffee, with a community vote.
- *Urban wall murals* – The Beaufort Street Network is in the process of approaching owners of commercial properties to consider offering blank walls which could be used for temporary or permanent urban public art murals. The murals would then be painted by local artists on the day of the Festival.

FINAL NOTE:

The submission is the first step in the planning framework. Based on ongoing review and evaluation of the Beaufort Street Festival Committee, the Festival Director, the Town of Vincent and Main Roads, any component of the proposal and budget could be altered, if deemed more cost effective or more appropriate in terms of community safety and traffic planning.

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Appendix 1: Beaufort Street Network Background

The Beaufort Street Network is an incorporated community organisation for people who love one of Perth's most unique cafe and retail strips – Beaufort Street in Mt Lawley. The network brings together local residents, community organisations and retailers who want to bring out the full potential of the strip.

The network is open to

- Provide a strong voice for residents, retailers and community organisations within the Beaufort Street precinct in the Town of Vincent;
- Encourage and promote the unique vibrancy, lifestyle and retail environment of Beaufort Street; and
- Work with Local Councils, community organisations and private developers wherever possible to develop new initiatives and projects that enhance Beaufort Street, including the development of new public art and innovative streetscape design

The Network is open to any local resident, consumer, small business or community organisation that has a genuine commitment to enhancing Beaufort Street.

Membership costs just \$10 per year for residents and \$40 per year for small business and community organisations. Funds go towards the organisation of the Network.

With the launch of the Festival, the network has been planning to also release a new membership package with the festival package for a range of new businesses that have now joined the street as part of new developments and or become new lease holders, which includes some new restaurants and bars, as well as smaller retail shops.

The current executive is:

Chair: Haydn Robinson (Planet Video)
Deputy Chair/Secretary: Ben Doyle (Resident)
Treasurer: Pauline Burns (Resident)
Executive member: Elaine MacLeod (Behind the Monkey)
Executive member: John Carey (Resident)
Executive member: Jamie Phillips (Resident)
Executive member: Dale Emery (Method Clothing)

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Appendix 2: Proposed Festival Director – Life is Noise Background

About Life is Noise

Life is Noise is inspiration. We exist to bring culture to the community in a way that is innovative, authentic and exciting.

By way of introduction, Life is Noise is the event management business of David Cutbush, the proposed Festival Director. Dave has been creating successful festivals and music events in Perth for over a decade. As RTR FM's music director and events coordinator, Dave delivered many successful events including the annual In the Pines and Seriously Sound System festivals; he has vast experience in large-scale local music events.

Life is Noise loves music. Dave has an in depth understanding of the Perth music scene and a great relationship with local musicians and DJs. With his knowledge of the sector and his contacts Dave can bring in the right talent for this event, on budget, and make this festival amazing. Dave also has extensive networks with local contractors and production companies. This industry experience gives Dave accurate knowledge of what to pay bands and artists, contractors and staff, and the contacts to get the best prices.

Finally, Life is Noise also understands The Beaufort Street Network. Through their close relationship and extensive talks, Dave knows what the Network want from the festival and how they want it run. The Network knows Dave has the ability to deliver; that's why they asked him to coordinate it.

Choose Life is Noise and you choose a team with the knowledge and the contacts to be the most informed and cost-effective option for running this festival. We look forward to working with you to create a hugely successful event.

About the project

Life is Noise is committed to creating amazing events in a way that promotes local talent, involves the community and invests in the incredible culture that Perth has to offer.

The Beaufort Street Festival will be a celebration of the area and its cutting-edge culture. At the same time it will see local residents, local business and the wider community come together and showcase local musicians, artists and designers.

Project Delivery

We plan to deliver an exceptional festival in a manner that is highly organised and cost-effective.

See Appendix 3 for our **Budget**

See Appendix 4 for our **Project planning schedule**

Appendix 4

Beaufort St Festival Project Plan

Task	Detail	Further Detail	Responsibility	Jul	Aug	Sep	Oct	Nov Wk 1	Nov Wk 2	Nov Wk 3	Nov Wk 4	Day of Festival	After Festival	Life is Noise Time
Consultation with council/committee/network			Festival director/committee											20
Consistency with local business	assistance with festival participation		Festival director/committee											30
Liaise with council re road closures	consultation with main roads/council/contractor		Festival director/committee network/mrtd/contractor											10
Public Liability/Insurance			network/committee											5
Arrange sponsorship			festival director/network											35
Logistics planning			festival director/committee											30
Engaging contractors	staging		festival director											5
	lighting		festival director											5
	sound		festival director											10
	fencing		festival director											5
	portabos		festival director											5
	bar		festival director											5
	liquor license		festival director /network											10
	bar staffing		festival director											5
	security		festival director											5
	bar set up		festival director											10
	purchase of liquor		festival director											10
	freezer truck		festival director											5
Arts programming			festival director											20
	urban art		festival director											10
	knitting		festival director											10
	projections		festival director											10
Music programming			festival director											15
Fashion programming			committee											5
Select, contact and confirm bands/DJs			festival director											20
Design consultation			festival director/designer											10
Design, print & distribute posters/flyers			festival director/designer											10
Media and promotion			festival director											10
	radio		festival director											10
	street press		festival director											10
	Sunday times		festival director											10
	west australian		festival director											10
	community papers		festival director											10
	television		festival director											10
	posters/flyers		festival director											10
	online listings		festival director											10
	social networking media		festival director											10
Prepare and distribute media statements			festival director											10
Liaise with media re interviews/photoshoots			festival director											10
Prepare & publish full advertisements			festival director											10
Liaise with Council re rubbish collection			committee											5
Email information packs to performers			festival director											5
Finalise Bar staffing & prep			festival director											10
Contact production companies with schedule			festival director											10
Liaise with Police			committee											5
Art installation			festival director											5
Day of festival set up			all											10
Running day of event			all											24
Festival day pack down			all											6
Complete invoices and expenditure			committee											10
Evaluation			all											10
Total Life is Noise Hours														530