

# SUSTAINABLE DEVELOPMENT DIRECTORATE

# **APPENDICES**

**BOOK 3** 

Appendices: 12.2.5 - 12.2.7

### ORDINARY COUNCIL MEETING

To Be Held

Wednesday, 27<sup>th</sup> of October 2021 Commencing at 5.00pm

At

Shire of Dardanup
Administration Centre Eaton
1 Council Drive - EATON

This document is available in alternative formats such as:

<sup>~</sup> Large Print

<sup>~</sup> Electronic Format [disk or emailed] Upon request.

EVENTS PR·MEDIA MARKETING



To: Lucy Owen-Conway
Shire of Dardanup
1 Council Drive | PO Box 7016
EATON WA 6232

Dear Lucy,

### RE: Letter of Proposal for funding request for Lost & Found 2022

Firstly, please accept our appreciation to the Shire of Dardanup for supporting the inaugural Lost & Found Festival, held over 4 days from September 9-12 in Bunbury, the Shire of Dardanup and the Ferguson Valley.

The funding allowed us to increase the reach of the event through our marketing channels, and as a result, we had an incredibly successful first year. A full list of outcomes is outlined in the Post Event Report however in summary, the inaugural program had 22 events across 16 venues, with more than 55% happening within the Shire of Dardanup. 87% of the total tickets available were sold, with approximately 4000 attendances over the 4 days, 30% of which were from outside the region.

The event has the potential to have significant, ongoing, economic benefits for businesses within the Shire of Dardanup, as guests to the events were either from out of town (30%) or were encouraged to explore businesses/regions they weren't familiar with (74%). The audience was predominantly made up of professionals (47%) who spent more than \$100 on their Lost & Found experience (74%), 100% of which goes back into the businesses that exist in the region. In addition to spending money on tickets to the events, 67% of survey respondents said they spent additional money on other products and services, such as meals out, transport, accommodation, wine and other items.

In 2022, we're excited to build on the solid foundations that were laid in the 2021 event by increasing the size of the program, attracting more consumers, and expanding the number of





experiences to include more live music, nature-based activities and more large-scale family events (all top experiences of interest to our survey participants).

In order to build upon the economic, social and cultural benefits of the event for the Shire of Dardanup and its businesses, we are requesting an increase in funding to \$15,000 plus GST for the 2022 event. This will allow us to increase the reach of the festival, which will in turn increase outcomes for the region. This \$5000 increase in funding will be leveraged dollar for dollar, as the City of Bunbury will match funds invested by the Shire of Dardanup, meaning a \$10,000 increased investment for Lost & Found.

Please take a read over the post event report to understand the complete scope of outcomes and benefits that Lost & Found can bring to the Shire of Dardanup, the community and businesses. We have also outlined partnership benefits for the funding in an attached document.

If you have any questions or require further information on anything mentioned here within, please do get in touch and we'll be happy to assist. You can reach us on phone or email below.

Yours sincerely,

**Brianna Delaporte** 

Co-Director, AHOY Management
Co-Festival Director, Lost & Found Festival

brianna@ahoymanagement.com

0474 701 226

**Erin Molloy** 

Co-Director, AHOY Management Co-Festival Director, Lost & Found Festival

erin@ahoymanagement.com

0404 073 580

# 

2021 POST EVENT REPORT

WHAT IS

LOST & FOUND WAS A FOUR-DAY FESTIVAL SET WITHIN THE FERGUSON VALLEY, BUNBURY & SURROUNDS ON SEPTEMBER 9 - 12, 2021.



GUESTS WERE INVITED TO GET LOST IN THE BUSTLING PORT CITY OF BUNBURY AND ITS WINE LOVING NEIGHBOUR, FERGUSON VALLEY, BOTH OF WHICH CAME ALIVE WITH MORE THAN 20 SPECIAL EVENTS MADE FOR LOVERS OF GREAT FOOD AND WINE, CRAFT BEER, LIVE MUSIC, FAMILY FUN AND MORE.

EVENTS RANGED FROM LONG TABLE DINNERS IN BARREL HALLS AND ROCKING HOEDOWNS, TO VERTICAL TASTINGS, WINE WORKSHOPS, BOOZY BRUNCHES AND LIVE MUSIC EVENTS





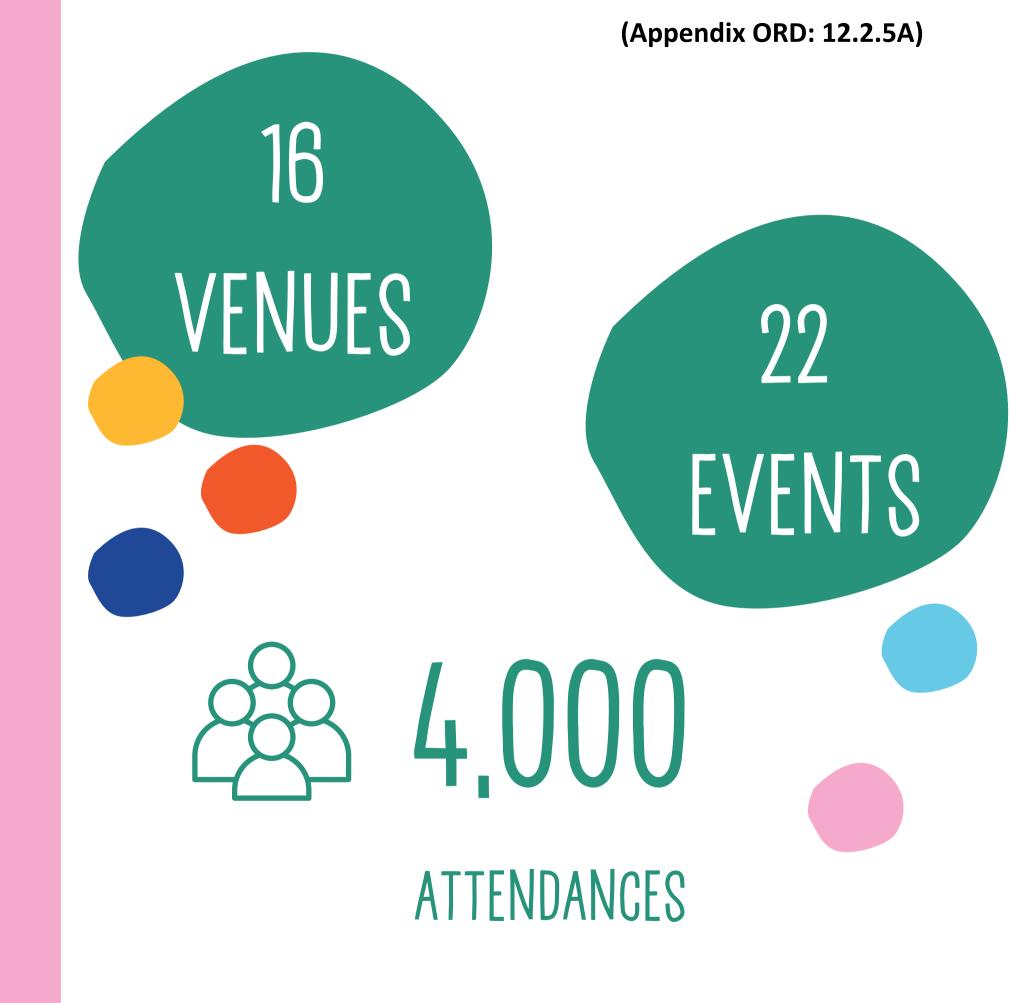
1,131
TOTAL TICKETS SOLD

87%

OF TICKET CAPACITY SOLD OUT

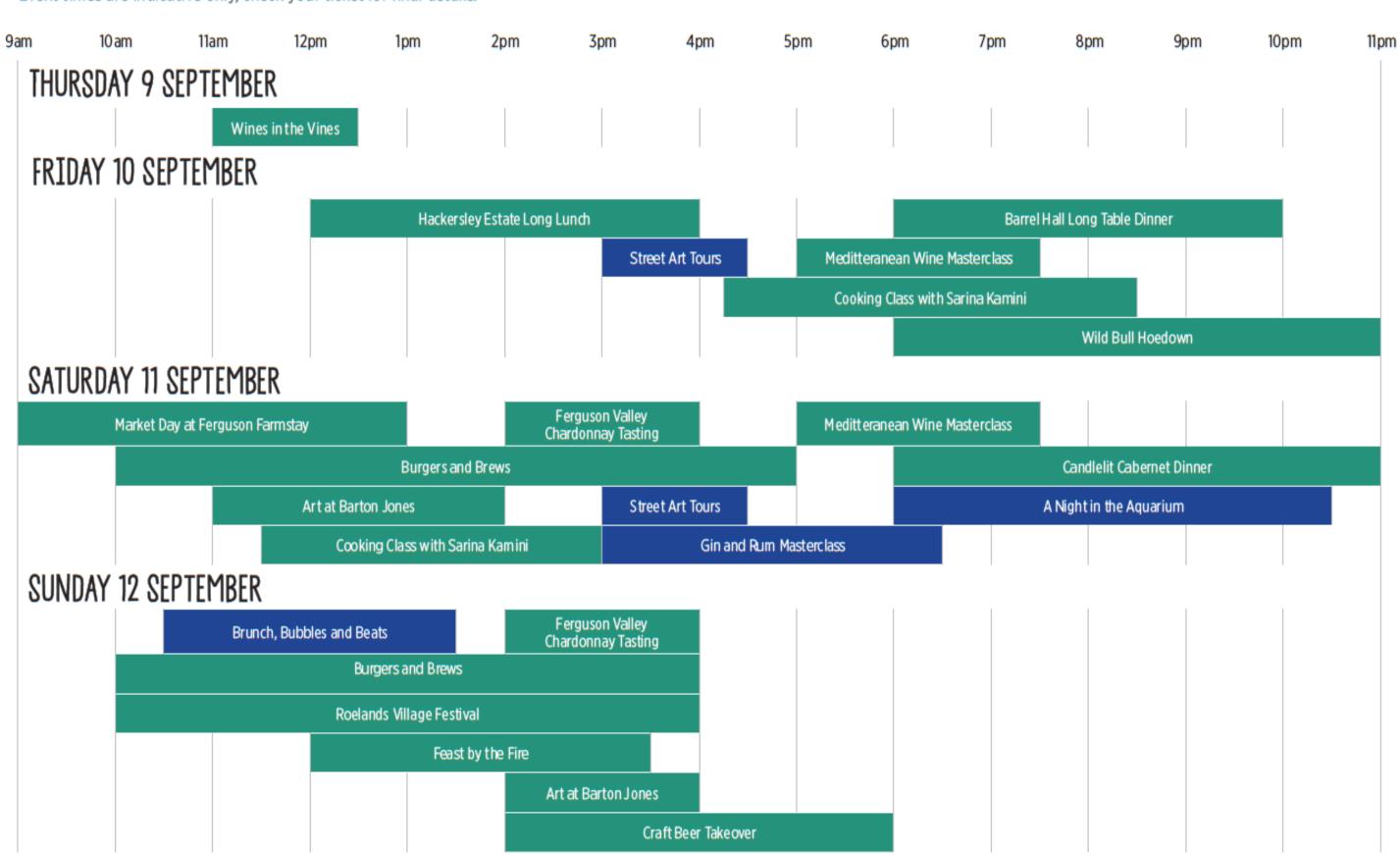


TOTAL BUSINESS REVENUE



# PROGRAM CALENDAR OF EVENTS

Event times are indicative only, check your ticket for final details.



# MARKETING ACTIVITIES: OWNED



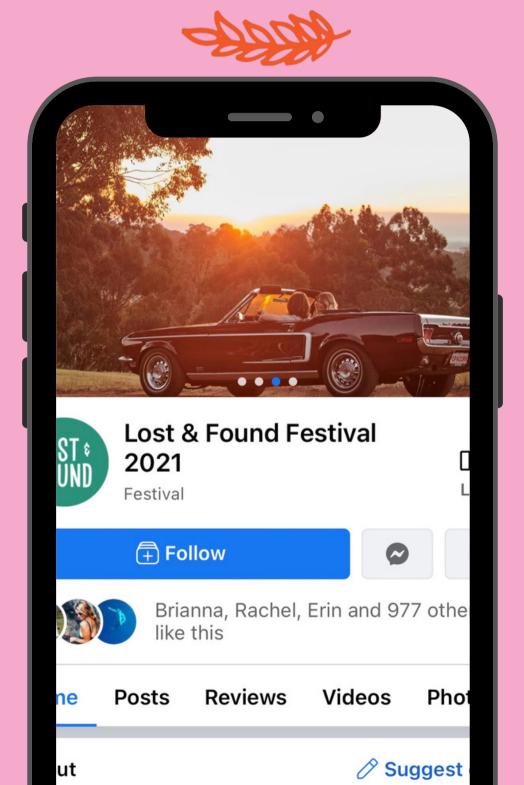
# INSTAGRAM

837 FOLLOWERS 109,546
IMPRESSIONS

70,814 REACH 115
WEBSITE CLICKS

# MARKETING

ACTIVITIES : OWNED



# **FACEBOOK**







181,466

**IMPRESSIONS** 

# MARKETING

ACTIVITIES : OWNED

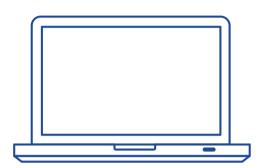


# FESTIVAL NEWS



WANT TO PLAN YOUR LOST & FOUND ATTACK?

# BLOG ARTICLES + EDMS



6 UNIQUE BLOG POSTS WRITTEN

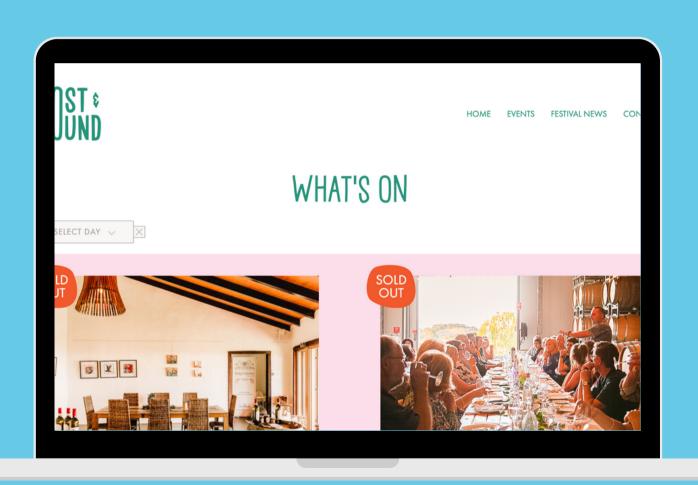


5 EDM NEWSLETTERS SENT

# MARKETING

ACTIVITIES : OWNED





# WEBSITE

7,067 USERS 30,680 PAGE VIEWS

9,748 SESSIONS

75.4%
OF USERS
FROM PERTH



# SOCIAL MEDIA CAMPAIGNS



**PROGRAMS** 



**POSTERS** 



BILLBOARDS

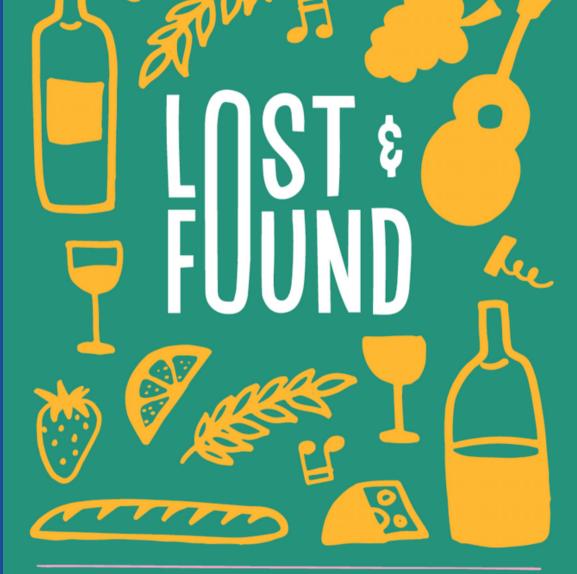
+ SIGNAGE



MEDIA ADVERTISEMENTS

# MARKETING ACTIVITIES: PAID





Bunbury and the Ferguson Valley

lostandfoundfestival.com.au

FESTIVAL PROGRAM



# SOCIAL MEDIA CAMPAIGNS

\$0.97
COST PER LINK CLICK

\$0.05
COST PER 3 SECOND VIDEO VIEW

\$0.69
COST PER EVENT RESPONSE

775,196
IMPRESSIONS

297,552
REACH

64,269
ENGAGEMENT



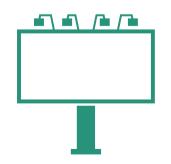
300

POSTERS DISTRIBUTED ACROSS
PERTH AND THE SOUTHWEST



7,000

PROGRAMS PRINTED AND DISTRIBUTED



2
BILLBOARDS ACROSS BUNBURY







1 DEDICATED BLOG



2 NEWSLETTER FEATURES (32,000 SUBSCRIBERS)



MULTIPLE POSTS ACROSS SCOOP'S FACEBOOK, INSTAGRAM AND TWITTER ACCOUNTS (29,000 FOLLOWERS)



WEBSITE PROMOTION (70,000 UNIQUE VISITORS PER MONTH)



A PREMIUM LISTING 1 WEEK PRIOR TO THE EVENT (160,000 CONTENT SEARCHERS PER MONTH ON LOCALISTA)



# This Week In Perth & WA

VHAT'S ON | HOME | PERTH GUIDE | TRAVEL WA | WINERIES

**Events This Week** 



Book ahead for the spring food and wine festival in Bunbury and the Ferguson Valley

# **Bunbury Herald**

Wednesday, 22 September 2021

BIG WIN: History made as Wines wins Brownlow Medal

### **NEWS > BUNBURY HERALD**



'Lost' festival finds its niche

Angie Ayers, Noel Brunning and Brianna Delaporte. Picture: Carly Laden/Carly Laden/Bunbury Herald



# South Western Times west rewards



# **South Western Times**

South Western Times | South West | Regional WA | Festivals

COVERAGE

MEDIA

Program launches for new Lost and Found Festival putting Bunbury, Ferguson Valley talent on the map



**Ailish Delaney** | South Western Times Thu, 8 July 2021 9:46AM



South Western Times | South West | Regional WA

Lost and Found Festival showcasing food, art and wine of Ferguson Valley, Bunbury

















# COVERAGE ACROSS TOURISM WA'S SOCIAL CHANNELS



NEWSLETTER MENTIONS ACROSS CITY OF BUNBURY, DISCOVER FERGUSON VALLEY, VISIT BUNBURY GEOGRAPHE, AUSTRALIA'S SOUTH WEST AND EAT, DRINK, DISCOVER.



2-MONTH FREE BILLBOARD USE ACROSS CITY OF BUNBURY DIGITAL AND STATIC BILLBOARDS



3 X ARTICLES IN SOUTH WESTERN TIMES
1 X ARTICLE IN THE BUNBURY HERALD



3 X STORIES/MENTIONS ON TRIPLE M BREAKFAST RADIO PROGRAM WITH ANGIF AYFRS















# FESTIVAL HIGHLIGHTS





# THE MARKET DAY AT FERGUSON FARMSTAY

SATURDAY, SEPTEMBER 11

4 STALLS SOLD OUT!



"STREET
ART
TOUR
WAS
FANTASTIC"

"ABSOLUTELY BRILLIANT AT GREEN DOOR AND CUPRUM DISTILLERY. **THOROUGHLY** ENJOYED BOTH EVENTS AND EAGER TO REPEAT NEXT YEAR. "

(Appendix ORD: 12.2.5A) "FEAST BY THE FIRE AT MAZZA. IT WAS AN EXCEPTIONAL EVENT".

"WE HAD AN AMAZING LONG LUNCH WITH WINE PAIRING. EXCELLENT FOOD, GREAT HOSTS, MET SOME NICE PEOPLE, BEAUTIFUL SETTING. WOULD HIGHLY RECOMMEND HACKERSLEY ESTATE WINERY."

"ATTENDED ST AIDEN CABERNET DINNER – GREAT NIGHT, FOOD AND WINE. WISH WE COULD HAVE ATTENDED MORE EVENTS."

# WHAT GUESTS WANT MORE OF



OF GUESTS WANT MORE FOOD AND BEVERAGE SPECIALS AT PARTICIPATING VENUES



OF GUESTS WANT MORE LIVE MUSIC AT EVENTS



OF GUESTS WANT MORE WINE EDUCATION EVENTS

# MOST COMMON FEEDBACK

"FERGUSON FARM MARKETS. GREAT VENUE AND LOCAL STALLS. WOULD LIKE TO SEE MORE STALLS IF POSSIBLE."

WHAT DID OUR
VENUES HAVE
TO SAY?

"VERY WELL ORGANISED

& COMMUNICATED."

"GREAT TO WORK WITH THE GIRLS! LOOKING FORWARD TO

NEXT YEAR!"

"TICKETS SOLD VERY QUICKLY AND THE EVENT WAS SOLD OUT WHICH WAS GREAT!"

"GREAT!"

# IMPACT ON LOCAL BUSINESSES



INCREASE OF NEW CUSTOMERS
THAT WERE NOT ON A PREVIOUS
MAILING LIST



INCREASE IN SOCIAL MEDIA FOLLOWERS

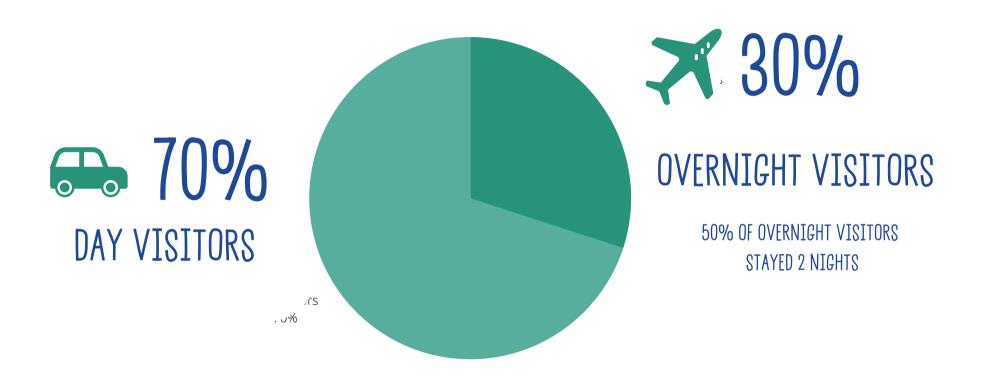


4 - 12 LOCAL SERVICE PROVIDERS
HIRED FOR EACH VENDOR



"LOT OF WORK
SETTING OUR
EVENT UP,
BUT WORTH THE
EFFORT."

# OUR AUDIENCE



46
AVERAGE AGE OF ATTENDEES



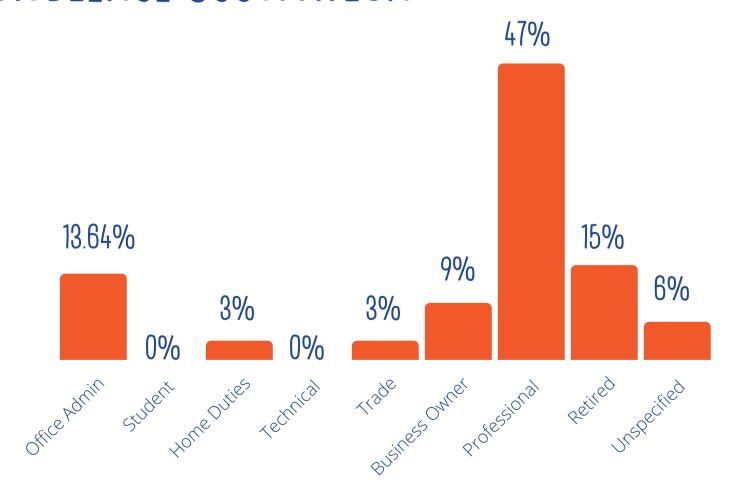


AGE 45 - 54
HIGHEST SOCIAL EVENT RESPONSE

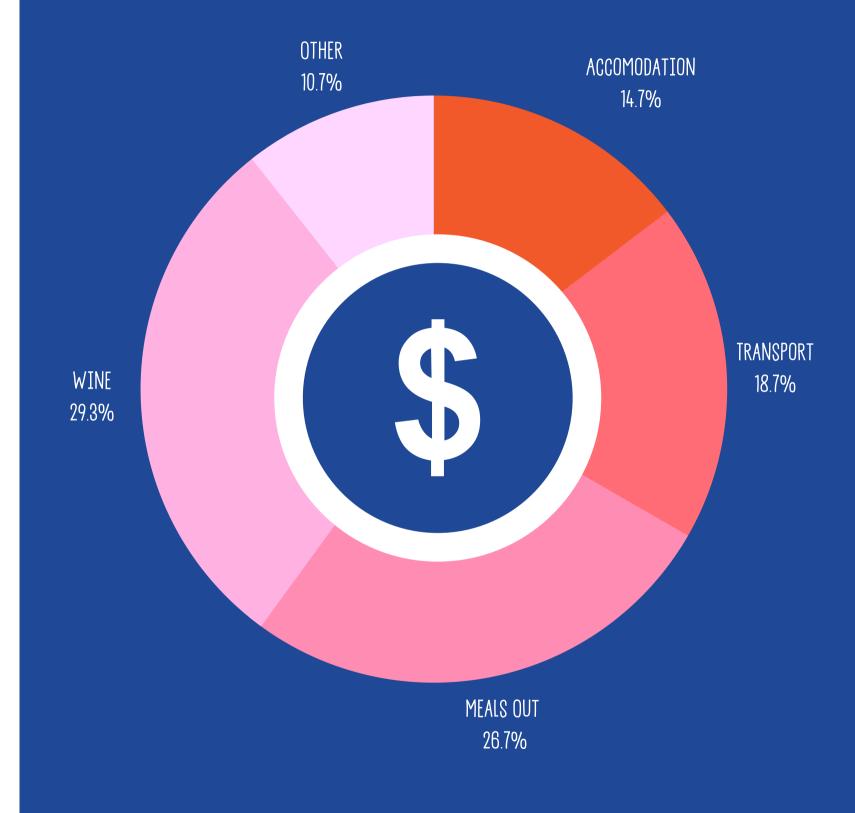
# AMOUNT SPENT



# AUDIENCE OCCUPATION



(Appendix ORD: 12.2.5A)

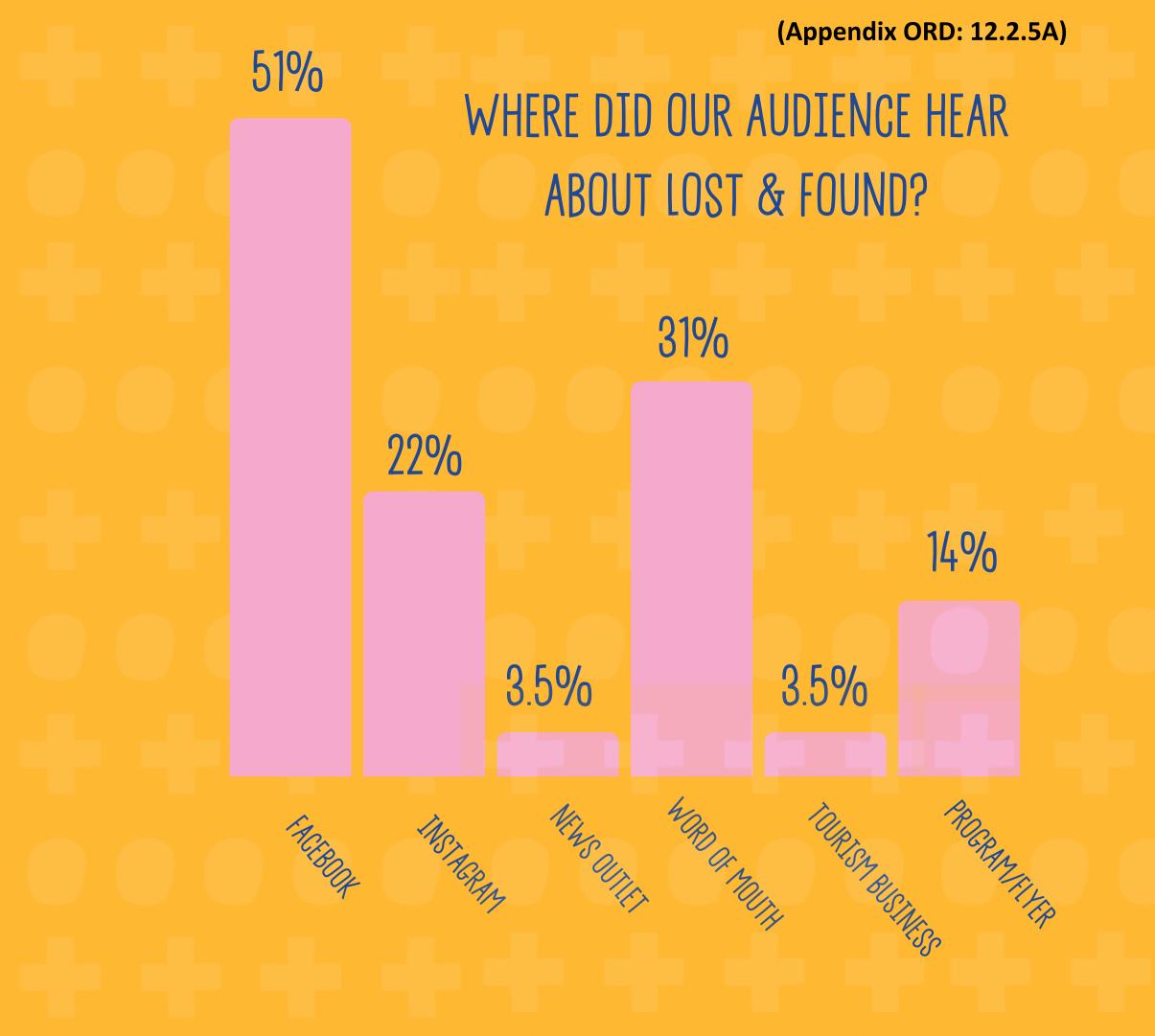


GUESTS SPENT \$\$ ON PRODUCTS AND SERVICES OUTSIDE OF LOST & FOUND TICKETS AND EVENTS

OF ATTENDEES PLAN
ON RETURNING IN 2022



ENCOURAGED PEOPLE TO EXPLORE THE REGION



# AREAS OF IMPROVEMENT





MORE STALLS AT THE FERGUSON FARMSTAY MARKET DAY



MORE TRANSPORTATION OPTIONS FOR GUESTS

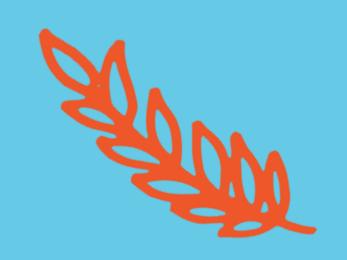


WORKING WITH VENUES TO ENSURE THAT WHAT IS PRINTED IN THE PROGRAM/SIGNED OFF ON AS THE OFFERING IS DELIVERED, AND IF NOT, IT'S CLEARLY COMMUNICATED PRIOR TO EVENT.



MORE VENUE GENERATED CONTENT THAT CAN BE SHARED VIA OUR PLATFORMS

# AREAS OF OPPORTUNITY





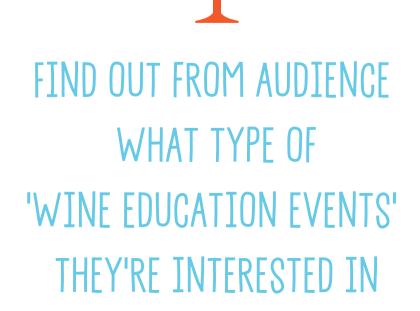








**GUESTS WANT** 



# PARTNERS











# LOST & FUND



# FIND YOUR BRAND IN THE FERGUSUN VALLEY AND BUNBURY THIS SPRING!

9-12 SEPTEMBER 2021













## WHAT IS LOST & FOUND?

Lost & Found Festival is your invitation to discover the best of the Ferguson Valley and Bunbury this Spring. This new four-day festival aims to shine a spotlight on the producers, makers, artists and businesses in this beautiful area of Western Australia, through a range of one-off experiences.

The inaugural festival, to be held between September 9-12, 2021, will feature 20-30 individual events held across the region, ranging from food and beverage events dotted around the rolling green countryside of the Ferguson Valley wine region, to live music and space activations which highlight the urban, oceanside atmosphere of Bunbury.

The event is a collaboration between The Shire of Dardanup, City of Bunbury and the businesses that reside here.

We want you to be a part of it too!

## WHAT TO EXPECT

The 4-day program will offer a carefully curated selection of one-off events that are unique to the Lost & Found Festival. These will include:

### **Produce-driven events**

Think glorious food and beverages in little-known locations. Barrell halls not open to the public, after-hours access to your favourite wineries, and long table lunches with jaw-dropping views. Events that highlight the amazing produce and producers of the region.

### Pop-up live music locations

Chill in a country beer garden, discover a hidden amphitheatre or relax on the lawn at a beautiful winery, all while enjoying live tunes.

# Your favourite neighbourhood bars reimagined

Lost & Found will highlight niche experiences that are heroes in the region, and activate existing favourites like they've not been seen before.

## TARGET MARKETS

The event will attract a targeted mix of local, South West and Perth-based residents. Of those, the festival aims to attract patrons wanting to escape and connect in the slower paced life of the Ferguson Valley and Bunbury:

- Culture Vultures who like to explore hidden artworks, new musicians and new night time establishments.
- City dwellers who want to escape and connect with loved ones in relaxed, out of the way places.
- Those who like to get off the beaten track and explore undiscovered areas of their State.





We only approach partners who share our values and who we know we can provide real benefit to. It's why we approached you to become part of Lost & Found.

## WHAT WE NEED

We are looking for cash and in-kind sponsors for Lost & Found 2021 to ensure the festival exceeds the expectation of attendees and partners, and to see its continuation in 2022 and beyond.

# WHAT WE CAN OFFER

We will work with you to meet the individua objectives of your business. You tell us what your objectives are, and we will work with you to find a tailor-made solution to showcase your brand during the festival.





## WHAT NEXT?

If you'd like to be a part of Lost & Found Festival in 2021, let's discuss a sponsorship package for your business, regardless of how big or small your budget is. Below are some example packages, but we want to tailor a sponsorship package to meet your business objectives, so get in touch.

### **Lost & Found Partnership Packages**

### \$5,000

- 4 x tickets to launch party, to be held Thursday, 8th September
- 2 x double passes to Lost & Found events
- Half page ad in program (7000+ copies printed, plus digital version)
- · Logo on program and website
- 2 x news articles in enews
- 2 x boosted social mentions on Instagram and Facebook
- Opportunity to promote your brand at an appropriate event
- · Competition/promotion for your business
- Verbal recognition of brand at launch event and/or relevant Lost & Found consumer event

### \$10,000

### All elements of 5K, plus:

- Upgrade to 4 x double passes to Lost & Found events
- Upgrade to 1x full page advertisement
- Opportunity to create bespoke/VIP experiences for clients
- Dedicated, on-brand e-news to our
  database
- Premium logo placement on printed material – banner advertising, posters etc.
- · Opportunity for product
- Activation at the Bunbury/Ferguson Valley region launch of Lost & Found on Thursday, 8th September

### \$20,000

### All elements of 10K, plus:

- Upgrade to 8 x double passes to Lost & Found events
- Dedicated press release announcing partnership
- Facilitation of business to business meeting/ networking opportunities
- Opportunity to activate through a Lost & Found event with naming rights
- Double page advertorial spread in printed program
- Dedicated activation support through our partners/contacts
- Promotional signage designed and printed to promote your activation
- Key metrics tested through surveys and ticket sales
- Branded competition element backed by digital marketing spend
- Database access
- Opportunity to address guests at the Lost & Found launch event in Perth or Bunbury/Ferguson Valley



LFT'S CHAT!

**Brianna Delaporte** | Ph: 0474 701 226 E: brianna@ahoymanagement.com **Erin Molloy** | Ph: 0404 073 580 E: erin@ahoymanagement.com



### **RISK ASSESSMENT TOOL**

**OVERALL RISK EVENT:** Funding Request: Lost & Found Festival 2022

**RISK THEME PROFILE:** 6 - Engagement Practices

RISK ASSESSMENT CONTEXT: Operational

CONSEQUENCE		PRIOR TO TREATMENT OR CONTROL			RISK ACTION PLAN	AFTER TREATEMENT OR CONTROL		
CATEGORY	RISK EVENT	CONSEQUENCE	LIKELIHOOD	INHERENT RISK RATING	(Treatment or controls proposed)	CONSEQUENCE	LIKELIHOOD	RESIDUAL RISK RATING
HEALTH	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.
FINANCIAL IMPACT	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.
SERVICE INTERRUPTION	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.
LEGAL AND COMPLIANCE	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.
REPUTATIONAL	Council's reputation could be impacted dependant on their decision on the Regional Event grant application.	Minor (2)	Unlikely (2)	Low (1 - 4)	Not required.	Not required.	Not required.	Not required.
ENVIRONMENT	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.

### **RISK ASSESSMENT TOOL**

**OVERALL RISK EVENT:** Leeuwin Ocean Adventure Program Sponsorship

RISK THEME PROFILE:

6 - Engagement Practices

RISK ASSESSMENT CONTEXT: Operational

CONSEQUENCE		PRIOR TO TREATMENT OR CONTROL			DISK ACTION DI AN	AFTER TREATEMENT OR CONTROL		
CATEGORY	RISK EVENT	CONSEQUENCE	LIKELIHOOD	INHERENT RISK RATING	(Treatment or controls proposed)	CONSEQUENCE	LIKELIHOOD	RESIDUAL RISK RATING
HEALTH	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.
FINANCIAL IMPACT	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.
SERVICE INTERRUPTION	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.
LEGAL AND COMPLIANCE	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.
REPUTATIONAL	Council's reputation could be affected if they decide to agree to the Lions of Dardanup conditions.	Insignificant (1)	Rare (1)	Low (1 - 4)	Not required.	Not required.	Not required.	Not required.
ENVIRONMENT	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.

### **RISK ASSESSMENT TOOL**

**OVERALL RISK EVENT:** Reconsideration of Conditions - Approval for Sea Container – Bunbury and Districts Dog Club – Glen Huon Reserve

RISK THEME PROFILE:

2 - Business and Community Disruption

RISK ASSESSMENT CONTEXT: Operational

CONSEQUENCE	RISK EVENT	PRIOR TO TREATMENT OR CONTROL			RISK ACTION PLAN	AFTER TREATEMENT OR CONTROL		
CATEGORY		CONSEQUENCE	LIKELIHOOD	INHERENT RISK RATING	(Treatment or controls proposed)	CONSEQUENCE	LIKELIHOOD	RESIDUAL RISK RATING
HEALTH	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.
FINANCIAL IMPACT	Financial impact to Council should the sea container require relocation to access services.	Minor (2)	Possible (3)	Moderate (5 - 11)	Not required.	Not required.	Not required.	Not required.
SERVICE INTERRUPTION	Inability to effectively access underground services in the event of maintenance or repair.	Major (4)	Possible (3)	High (12 - 19)	Placement of sea container in alternative location that doesn't compromise services access.	Major (4)	Rare (1)	Low (1 - 4)
LEGAL AND COMPLIANCE	Failure to comply with the Dog Act 1976 will result in prosecution.	Moderate (3)	Unlikely (2)	Moderate (5 - 11)	Not required.	Not required.	Not required.	Not required.
REPUTATIONAL	Sea container location may be received negatively by the community, particularly Cowin Gardens residents.	Minor (2)	Likely (4)	Moderate (5 - 11)	Not required.	Not required.	Not required.	Not required.
ENVIRONMENT	No risk event identified for this category.	Not Required - No Risk Identified	N/A	N/A	Not required.	Not required.	Not required.	Not required.

