Biltwell Inc.

DIRT DAZE

• WEEKEND •

5-7 APRIL 2019

EVENT PROPOSAL FOR WELLINGTON SHIRE

DIRT DAZE WEEKEND

FRIDAY 5th – SUNDAY 7th April 2019

JIMMY GOODE, KUSTOM KOMMUNE

EVENT OVERVIEW

Dirt Daze Weekend, in its inaugural year is a three-day motorcycle camping festival where custom motorcycle builders & vintage enthusiasts get the rare opportunity to run their road bikes on a range of dirt tracks.

Dirt Daze Weekend is a ticketed event ($129, plus gst & booking fees) and is a cultural celebration of the 'Glory days of Motorcycling, eg 1960's-1980's era. The event is planned for Friday 5th – Sunday 7th April 2019 with the main event taking place on Saturday 6th of April 2019, with an estimated attendance of approximately 1500 attendees from all around Australia.

The event attracts creative people young and old. The custom motorcycle community is a thriving, friendly community in Australia represented by fan clubs, events, community workshops, like our ours (Kustom Kommune) and media.

Dirt Daze Weekend has its roots set firmly into vintage and custom culture that Kustom Kommune is already well known for. We aim to attract new riders and nurture the already growing scene.

APPLICATION SPECIFICS

Friday 5th to 7th April 2019
1500 attendees **/Campers**

- Council Event Permit , or;
- Place of Public Entertainment (if applicable)
- Small stage with DJ & Live music from 6pm – 11pm.

CONTACTS LIST

MANAGEMENT TEAM

Jimmy Goode	Event Producer
Louis Reeves	Site Operations Manager
Nina Mihalic	Production Manager
Cassie Walker	Entertainment Manager
Cliff Overton	OH&S Manager
Dan Krusic	Venue Manager/Owner

KEY CONTRACTORS

Liquor License	Snakarama Pty Ltd
Power	Event Power Solutions
Food & Beverage Infrastructure	TBA
Sound	Craig: Wall of Sound
Stage	Event Stage Solutions
Security Officer	Neil King Security
Insurance	Boutique Risk
Sanitary Amenities	Rowsaloo

CONTRACTORS TBA

Traffic Management	Direct Traffic Services

KEY TIMINGS

A full bump in, event run sheet and bump out schedule will be provided in due course.
Initial schedule below: times are subject to change after council conversations.

Friday 5th April	
4pm	Gates open to ticket holders
5pm	GASTOWN Opens and light entertainment starts (DJ)
11pm	GASTOWN Entertainment ends and music reduced to background
12am	GASTOWN Closes
Saturday 6th April	
7am	Gates open
8am	GASTOWN Opens
8am	Tracks open
6pm	GASTOWN Entertainment starts
8pm	Tracks close
11pm	GASTOWN Live Entertainment ends and music reduced to background

12am	GASTOWN Closes
Sunday 7th April	
7am	Gates open
8am	GASTOWN opens
8am	Tracks Open
3pm	Tracks Close
5pm	Gates Close and bump out beginsx

PROPOSED SITE PLAN

Dirt Daze Weekend is located at Krusic's Ride Park, Signboard Lane, Dutson Downs

Site map follows on the next page.

TICKETING / EVENT ACCESS

Who can attend

- A ticketed event with 1,500 expected attendees. Entry managed through Eventbrite.

- Event Passes are only available online via Eventbrite.
- Spectator days passes available at the gate for $25 per person.
- Family Friendly
- Under 18 spectators need to be accompanied by an adult. No under 18s in licensed area after 630pm.
- The venue capacity is 2,500 people, with 1,500 attendees expected.

Entrance system

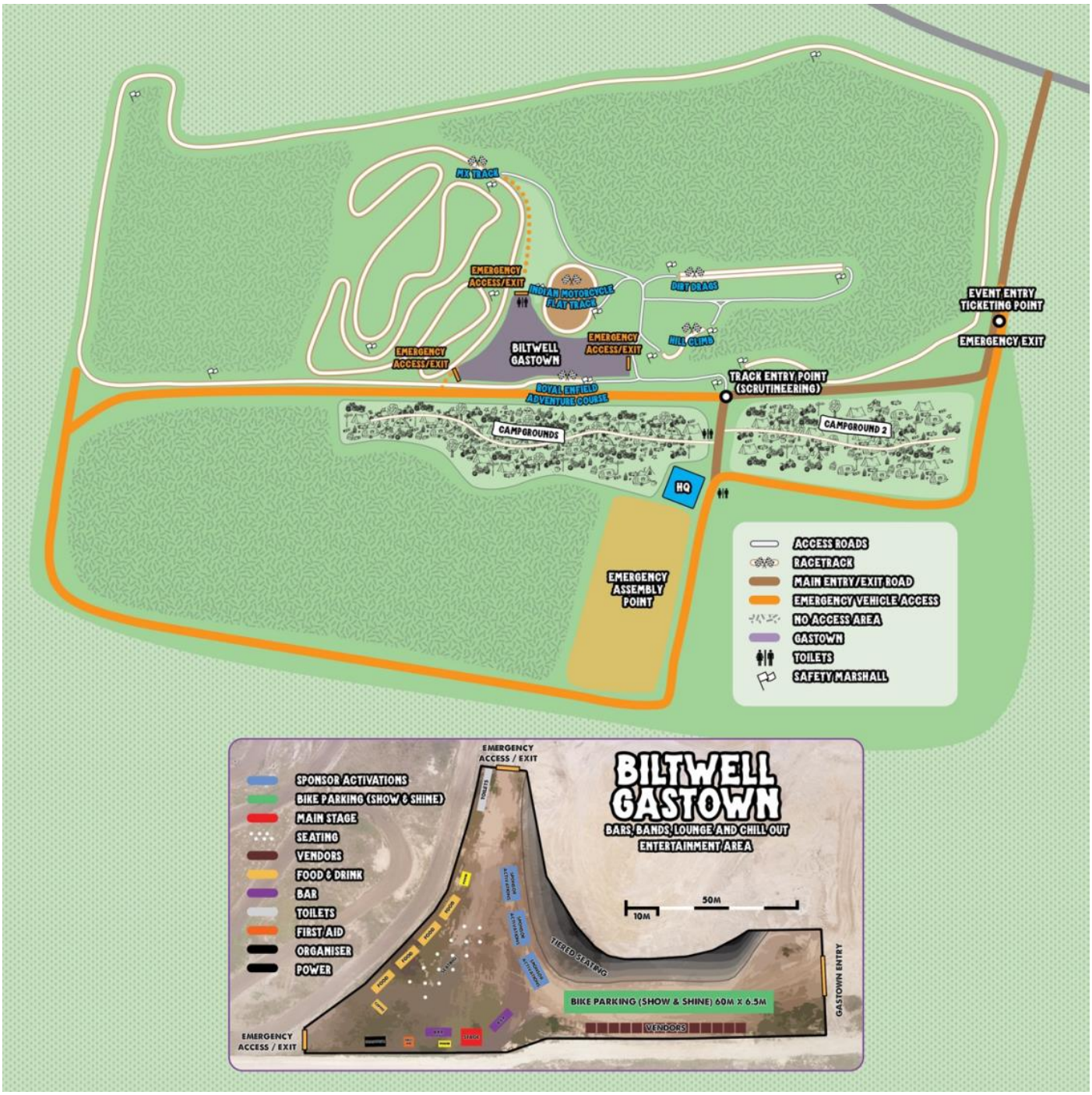
- Event entrance will be positioned at Krusics Ride Parks main gate, on Signboard Lane.
- Clear signage will indicate entrance and exit points
- Disabled access will be through entrance created for motorbike access
- Agreed number of security on the gates following security assessment
- Vehicle checks will be taking place at gate way to ensure site rule are followed
- ID will be required- over 18s will be given a wristband to prove they have been ID-checked so they can display at the bar

Bump-in entry / emergency exit

- Security guard will be positioned at the entry/emergency exit point at all times during the event
- Clear signage will indicate emergency exit points

General rules

DIRT DAZE WEEKEND / SITE MAP



- Security reserve the right to refuse entry
- No patrons wearing club patches / colors will be admitted entry (will be advertised)
- Anyone intoxicated will not be allowed entry
- Patrons must wear shoes
- BYO is welcomed in campsites, No BYO in licenced area. Security will be positioned at entry/exit point to advise patrons.
- Patrons are not permitted to bring the following;
    - No pets (Safety of animals running onto tracks)
    - Gas bottles
    - Glass
    - Kegs
    - Generators
    - Drugs
    - Fires
    - BBQs
    - Flares, Fireworks etc
    - Weapons
    - Bad attitudes
    - Egos
    - Sexist, Racist or Homophobic prints, logos, patches and attitudes
    - RIDERS MUST NOT DRINK AND RIDE – No exceptions. Breath testing will be carried out at track entry point.
    - Must wear a helmet anytime they are on a motorcycle.
    - Must keep riding through camp areas to a minimum. E.g. only when getting to and from tracks.
    - Must not put others in danger
    - Must look out for one another.

Event Closure

- A full plan for closing the event will be created with liaison form all stakeholders
- Location is well serviced by public roads
- Event zone will stay open for 1 hour after vendors, bars and entertainment have finished to spread the numbers leaving the event over a longer period of time and to allow people to make their plans for after the event

PROPOSED ON SITE ACTIVITIES

Dirt Daze Weekend will discuss event details with Wellington Shire in detail.

GASTOWN

The main HUB for Dirt Daze Weekend. Licenced, Live Entertainment and Food & Drink Area

- 3 Food Vendors
- 1 Coffee Vendor
- 2 Bars
- Small Music Stage

- Free Water Stations
- Seating and Shade Areas
- Art Installations – Sculptures and Projection

Music Stage – live bands

Live music from Australia's best Garage, Rock and Surf bands.

- Stage will provided by staging contractor and will be a mid-sized fully equipped mobile trailer stage (view example), which has been selected for ease to bump in and bump out.
    - Total footprint open 9.5m x 7.1m
    - Total height 4.5m
    - Stage size is 8m x 4.2m
    - Stage to ground 1m
    - Stage to roof 3.5m
- Sound and lighting system will be installed into trailer stage
- FOH control desk will be positioned to the side of the stage within a 3m x 3m marquee
- An artist's green room will be positioned behind the stage with secure access for performers
- The stage will be powered by Generator, 32 amp 3 Phase supplied by Power contractor
- Appropriate pit barrier will be installed at the front of the stage

Crowd Safety:

A crowd/security management plan will be prepared by the event security company in conjunction with event management and relevant stakeholders. The plan will cover all facets of crowd safety including

- Capacity planning
- Entry/exits
- Crowd flow/congestion
- Stage activity
- Asset protection
- RSA

Vendors

Market and trade stalls including lifestyle brands, local businesses and artists and bespoke garages.

Vendor consultation process

- We are in the process of appointing a vendor liaison contact. This person will be the contact for all vendors to liaise with and will be available to discuss requirements for the event.
- Vendor offer letters to be distributed which will specify what infrastructure, equipment and documentation and vendor will need to provide
- Vendors will need to provide their own structure which is to be proposed in advance
- All stalls selling any sort of orally consumed product will require public and product liability to trade.

- Vendors will go through a selection process and all outlets are required to complete and agreement that outlines the conditions that operators must comply with including Council requirements
- All vendors will be safety checked before they are allowed to open
- An onsite diesel generator will be supplied for vendors provided by our Power contractor

Seating zone
Kommune Seating area and shade made from reclaim furniture and pallets for guests to enjoy coffee and food

- Temporary 10m x 8m open sided freeform tent structure (freestanding and weighted) **TBA**
- Seating constructed from pallets
- Artwork and displays
- Motorbike helmet artwork
- Coffee cart vendor (council approved)

Art Installations
Up to three art installations will be commissioned by Dirt Daze Weekend. These will include large sculpture & projections
Displays will be positioned within their own safe freestanding structures, such as braced wooden flats or scaff frames.

- All structures will be checked by the onsite health and safety officer and a structural engineer if required to ensure they are safe for the public
- Signage will be administered to prevent any damage to the art displays

RIDING EVENTS - DIRT TRACKS
5 Open tracks.

- MX Track
- Dirt Drag Track
- Flat Track
- Enduro Track
- Hill Climb

Ticket holders will be able to participate on all tracks. Motorcycles will go through basic scrutineering to ensure they are safe to ride. Majority of entrants will be riding road registered and compliant motorcycles.

Please note this is not a 'racing event' and there are no competitions or heats. Dirt daze Weekend is an "open day' for those that wouldn't normally have the opportunity to ride their motorcycle on a dirt track.

CAMP GROUNDS
Camping for up to 1000 Patrons is available on site. With car parking.

EVENT BRANDING/ SIGNAGE

Main entrance – Event Branding

- Its proposed that the Main Entrance will have an over arching sign displaying the event name. This sign will be a self-supporting, 4m high truss or scaffold structure with sufficient weighting.

Banners

- Bunting Banners will be placed around each track. This acts as both a barrier and branding.
- It is proposed that each track Start point will have an overarching sign displaying the Track sponsor. These signs will be a self-supporting, 4m high truss or scaffold structure with sufficient weighting.

Gastown Branding

- At the entrance to Gastown (food, beverage and vendor area) there will be signage promoting food trucks who are in attendance. These will likely be self standing vertical, vinyl banners.
- Its proposed that the entrance of Gastown will have an overarching sign displaying the area name. This sign will be a self-supporting, 4m high truss or scaffold structure with sufficient weighting.

MANAGEMENT/OPERATIONAL ROLES

MANAGEMENT TEAM

Jimmy Goode	Event Producer
Louis Reeves	Site Operations Manager
Nina Mihalic	Production Manager
Cassie Walker	Entertainment Manager
Cliff Overton	OH&S Manager
Dan Krusic	Venue Manager/Owner

Event Organiser: Jimmy Goode, Director, Kustom Kommune, Abbotsford

Jimmy Goode director of Australia's first community motorcycle workshop, based in Abbotsford. Jimmy is an experienced Event Director, previously involved with large scale events attracting from 3,500-20,000 patrons such as:

- Camperdown Cruise, Camperdown VIC (Organiser)
- Ararat Jailhouse Rock Festival, Ararat, VIC (Organiser)
- Ballarat Beat Festival, Ballarat, VIC (Co-Founder & Organiser)
- Oil Stained Brain Exhibition, Melbourne, VIC (Co-Founder & Organiser)

Role:

- Principal contact for council liaison
- Pre-production and planning of entire event
- Provider of public Liability insurance
- Provider of certificate of currency for workers comp

Site Operations Manager: Louis Reeves

Louis has worked in the entertainment business for 10 years including on the Management team of festivals such as:

- Unify Festival
- Crown Casino Spring Carnival
- Cheltenham Food Truck Festival
- Melbourne Bicycle Film Festival

Role:

- Site operations manager
- Ensuring safe and license compliant operation of the site during bump in, live event and bump out
- Responsible for all suppliers and subcontractors and entertainers
- Main point of contact for emergencies, security and production issues

Entertainment Manager: Cassie Walker

Highly experienced music manager, booking agent, publicist, administrator, ticketing manager and tour manager spanning over 10 years.

- Responsible for the entertainment on stage
- Ensuring running times and curfew adhered to
- Responsible for the installation and control of all event sound and lighting
- Managing sound levels within EEP guidelines

Security; Neil King

- Licensed security company of 20 years
- Managing crowd safety during event
- Managing security of bar service areas
- Managing arrival process at entrance - bag checks
- Overnight security to ensure site infrastructure is safe

Safety management OH&S: Cliff Overton

A safety officer will be onsite to ensure successful delivery of the safety plan management at all times.

Noise management, TBA

A noise management plan will be prepared for the event, the plan will include monitoring on the day and responding to any local resident noise complaints or concerns.

Bar Licensee; Snakarama Pty Ltd

- Responsible for all matters related to the service of alcohol, liquor license and licensed area (as per the license)

Bar Operations

Bar set up, equipment, staff, stock, general cleaning and waste management, toilets and other associated provisions

Bar Staff

RSA accredited staff to deliver all beverage and food operations during opening hours,

- Including setup, service, stock management, cash handling, cleaning
- Reporting directly to the Licensee.

Vendor liaison: TBA

- Venue liaison will be in charge of selecting vendors and ensuring they are in compliance with council requirements
- They will be the point of contact to position vendors and ensure they have been approved from a H+S perspective before the event is open

Bump-In Crew, TBA

- Responsible for management and execution of delivery, placement, installation, setup and connection of all infrastructure, AV, theming and dressing pre-event
- Reports into Production manager

Bump-Out Crew, TBA

- Responsible for management and execution of pack-down, removal and disconnection of all infrastructure, AV, theming and dressing post-event (includes site manager).
- Reports into Production manager

SOUND MANAGEMENT

- If required, local residents will be notified about our Event (see section on **Local Resident Communication**)
- JTA Health, Noise and Safety Specialists (or similar company) will be engaged to analyze noise propagation and to prepare assessment and recommendations and controls regarding the control of music noise from Kruisic's Ride Park
- This noise management plan contains appropriate measures that will ensure the event adheres to the applicable noise limits and causes minimal disturbance in residential areas.

BAR OPERATION

Alcohol Management

An alcohol management plan will be prepared for the event.

Several strategies have been adopted for Dirt Daze events in relation to Alcohol Management. Key features of the plan include:

Over 18s wristbands

- All patrons are ID Checked by security on entry to the event and issued with secure wristbands to mark that they have been checked for proof of age.

Licenses

- Licencing will be provided by **Snakarama pty ltd**
- Statutory regulations will require this licensed event to minimize the harm connected with the misuse or abuse of liquor, such as violent and anti-social behavior.
- The licensee, bar staff, RSA security (and general event staff to a lesser extent where applicable) will ensure appropriate procedures and practices will be in place so that liquor is sold, supplied and served responsibly. As well, all reasonable steps are taken to prevent intoxication on the premises and at the event.

No Special Promotions

- Dirt Daze Weekend will avoid discounting alcohol, as this is associated with binge drinking and high levels of intoxication.
- Avoid promotional materials, happy hours and other activities, which encourage excessive alcohol consumption, will be discouraged in favor of other activities that encourage responsible drinking.
- Avoid 'shot' sales of alcohol.

RSA & Bar Staff

- Responsible serving of alcohol is a legal requirement and will be reinforced and communicated through written and verbal information provided to the bar & contractor security RSA staff.
- Presentation, recruitment, demeanor and training of security contractor staff should all foster the maintenance of a courteous and professional team who are vitally involved in the responsible RSA strategy; security staff numbering, registration and appropriate rosters will be undertaken along with the recording and reviewing of all incidents.

Responsible Service of Alcohol

- Responsible service of alcohol will be maintained at all times to control consumption where possible and minimize the harm associated with the misuse and abuse of alcohol such as harm arising from violence and other anti social behavior.

- No alcohol will be sold in glass containers. Any beverage in glass will be decanted into reusable plastic cups.
- All beverages will be opened by bar staff before being handed to the purchaser to minimize "stock piling."
- Low alcoholic and non-alcoholic beverages will be available to purchase.
- Clearly signed free water points will be available at the event. Free water will also be made available at First Aid posts.
- RSA Security staff will maintain static positions and assist in the implementation of RSA practices at all outlets selling and distributing alcohol. In addition to RSA security at all bars we will have roving RSA security.
- Security will also rove the site and ensure that RSA practices continue throughout the area.
- No person under the age of 18 is served or supplied with alcohol. RSA Security staff to ensure compliance with this obligation.
- Any patron wishing to purchase alcoholic beverages will enter the bars via a queuing system.
- RSA Security Staff will be stationed at the entry to the bars. RSA Security staff will be responsible for managing the queues and ensuring that people entering have been issued wristbands and those wristbands remain in good order.
- The bars will close at least half an hour prior to the end of the event (11pm) to aid in ensuring an orderly departure of patrons.

Signage

- All bars will display the prescribed harm minimization / RSA signage. Signage should also be displayed at the entrance to the licensed premises.

Notification of Incidents

- Bar managers and or RSA security staff will notify the EOC when an incident is about to occur or has occurred. After dealing with the incident a full record will be entered into an incident book by the relevant zone supervisor overseeing that area.

FOOD VENDORS

- We request that approval is granted for the sale of food in the event area for the duration of the event to meet the demand of the general public in attendance.
- A hand-picked selection of bespoke offering food trucks will be onsite for the weekend.
- Food Vendors will be located in GASTOWN as per map
- All food vendors will be checked that they are registered with a principle council in Victoria and their registrations will be submitted to the council.
- Tables and Seating will be provided, along with complimentary drinking water.
- We will send through a list of proposal over the coming weeks.
- Catering outlets will go through a selection process and all outlets are required to complete a Catering Operators Agreement that outlines the conditions that

operators must comply with including Council Health Permits, Building Regulations (fire and electrical safety) and Gas Safety.
- All vendors will be safety checked before they are allowed to open

COMMUNICATIONS STRATEGY

Nearby Resident and Business Communication – If required.

- If required nearby residents and businesses will be notified about our Event. We are happy to take advice from Council on what residents or local business we should contact.
- We will have a "Residents Response Hot Line" number in place. At any stage during the event a resident is experiencing any excessive noise, waste or anti social behavior issues they can contact the "Resident Response Hotline" which is manned in the EOC. If a call is received in the EOC mobile response crews will be deployed immediately to the caller. The Resident Hotline Number is;

Event Day Communication

- All event day communications will be channeled through the EOC Radio channel, stakeholders present in the EOC or on the EOC radio channel will include, Event Representatives, First Aid, Security and the Resident Response Hotline operator.

TRAFFIC MANAGEMENT PLAN

- Onsite parking will cater for all patrons.
- Camping and parking set up is open from 4pm Friday to Midnight.
- Camping and Parking will re-open at 7am Saturday and close at midnight Saturday.
- Sunday camping and parking will be open from 7am until 6pm Sunday.
- Site access for emergency, vendor, staff, volunteers and performers will be available from a dedicated access point and available 24 hours via contacting site security if not during active site hours.
- Per discussions with council and police roadside event signage and appropriate speed limitations will be implemented on roads providing access to festival site.

OH&S, INSURANCE & EMERGENCY MANAGEMENT

Accident & Indemnity Insurance

- Public Liability insurance and workers comp will be provided by **Sound Insurance** for $20 million.

Operational Plans

Operational plans/schedules to be provided closer to the event including:

- Site plan
- Risk management plan

- Emergency management plan
- Catering plan
- Crowd Management/Security Plan
- Traffic management plan
- Waste management plan
- Production/site delivery schedule
- Structure list (temporary infrastructure)
- Work, Health &Safety Plan Ensuring PL insurance, workers comp, SWMS, inductions etc. from all subcontractors and suppliers

Wet Weather Contingency

- In the event of severe inclement weather, the organisers reserve the right to close any part of the festival at any time in the interest of public safety

POWER

- The onsite power contactor company will be responsible for the safe installation, distribution and cabling of power at the event
- The stage will be powered by Generator, 32 amp 3 Phase.
- Any cabling will run against walls where possible and visible cable matting will be used
- Internal spaces will be assessed and additional cabling provided for lighting and equipment where needed
- All powered equipment will need test n tag certification

SECURITY

- Dirt Daze and King Security will develop a robust Security Management plan and security risk assessment plan for the event.
- The Security Management Plan and Security Risk Assessment documents will form part of the overall operational plan for the event, which will be distributed to all key stakeholders.
- Security guards will be used throughout Krusic's Ride Park at access points to camping, Entrances and entry to and around Gastown (food and beverage area) to protect infrastructure and supervise patrons throughout the event and overnight
- Dirt Daze and contracted security companies will work closely with all stakeholders including Victoria Police to ensure a safe environment for all patrons and staff.

EVENT LIGHTING

- It is proposed that Festoon lights will be installed in Gastown and at all entry points for atmospheric and safety purposes.
- Adequate temporary event lighting will be installed if specified in the H&S operations plan
- Qualified Electricians will be contracted to install and remove lighting.

WASTE MANAGEMENT

- A waste management company will be contracted to provide, clean and maintain event waste.
- Bins will be hired and located throughout the site and emptied as required.
- Cleaners will also roam food and beverage area throughout the day to ensure there in no waste in public areas
- Concluding the festival cleaners will also empty campsite once vacated of any refuse left behind.
- Show Cleaners will be contactable via radio for rapid response.

TOILET FACILITIES

- Sufficient toilets and amenities (permanent and portable) will be provided to comply with the requirements of BCA Vic H102.4 "Sanitary & Amenity Facilities".
- Portable toilets will be located in an accessible location.
- Toilets will be regularly checked and maintained by contracted cleaning company.

WATER STATIONS

- Free water will be provided at the event

EVENT FACILITIES

EFTPOS

- EFTPOS Facilities will be located at vendors sites.

Lost property

- A lost property register will be located at The Kustom Kommune garage area/event hub, all lost property will be held by The Kustom Kommune and can be collected after the event.

MEDICAL

- A first aid plan will be prepared for the event
- In keeping with the St John standard approach to event and emergency management, we will have an event command team allocated for the planning and event day operational management, the team will include an event commander, deputy commander, event liaison officer and **clinical coordinator** to manage the event operations.
- St Johns Ambulance Victoria will have 2 paramedics with ambulance onsite at all hours of operation in our first aid area and the local hospital will be notified of the event in the unlikely case that an extra ambulance needs to be called in

- Pending final site layout and planning - it is expected that the First Aid Post be located at adjacent to GASTOWN and will be staffed by first aid and first responder qualified members.
- In order to appropriately staff and provide the best possible first aid and medical support services to the patrons it is expected that 2 St John staff will be onsite for the duration of the event.

EVENT PROMOTION

Dirt Daze is set to become one of Australia's must see events in the motorcycling community and receives a lot of organic advertising via the online custom motorcycle community of blogs and forums.

Dirt Daze will undergo an intensive 6-week advertising campaign leading up to the event. We will be advertising with publications and websites such as:

- Online
    - Social Media campaign by Dirt Daze and Kustom Kommune
    - Blogs such as;
        - Bike Exif social = 340,000+
        - Return of the Cafe Racers social = 280,000+
        - Pipeburn Social = 130,000+
        - Silodrome Social = 41,000+
        - The Bike Shed = 230,000+
- Print
    - Herald Sun Weekend magazine = 1.09 million
    - Time Out Magazine = 81,000
    - Just Bikes = 117,000 + 650,000 (online)
    - Melbourne Everguide = 100k pageviews month
    - Broadsheet = 400k pageviews month
    - The Thousands Melbourne = 50,000 pageviews month
    - Tank Moto Magaine
    - Fuel Tank Magazine

- Other
    - Bill Posters around local area
    - 10,000 Flyer distributed to local business and motorcycle shops around Victoria
    - Pop up displays in selected Motorcycle Stores
    - PBS Radio