



Appendix 5

14.1 Queenscliff Music Festival

*2012 Queenscliff Music Festival Review for
Borough of Queenscliffe*

Ordinary Meeting of Council

Wednesday 11 April 2012 at 7:00pm

Queenscliff Town Hall
50 Learmonth Street, Queenscliff

2012 QMF Review for BOQ

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BOROUGH OF
QUEENSCLIFFE

Executive Summary

This report is supplementary to the official QMF Evaluation Report submitted to the Borough of Queenscliff as part of the Memorandum of Understanding 2011-2012. It outlines specific event issues based upon Council, community and festival attendees feedback in addition to an internal QMF organisation review conducted throughout Dec 2011-Jan 2012.

The report addresses the key individual issues arising from the move of the QMF into the Princess Park precinct with proposed action points for 2012. It also addresses other festival operational issues outside the precinct. It must be read in conjunction with the Evaluation Report.

1. Festival Precinct Site

In 2012, the QMF relocated to Lower Princess Park and Princess Park. This move was endorsed by Council in June 2011.

A. Stage Locations & Orientations

With reference to the stage locations, the only significant change that occurred from the June proposal submitted to Council in June (see attached) was the repositioning of Stage #2, (Hippos stage). This was done in order to align the stage out towards the Rip and reduce the impact on residents on the north side of Wharf St. The plans submitted as part of the Event plan on 31/10/11 (see attached) showed quite accurately, the actual end alignments and sound projections of all of the stages. The Lighthouse stage was aligned in a more southerly projection due to the limitation to locate the tent structure around the pine tree located adjacent to Weeroona Parade. This resulted in additional spiking of the road.

Action for 2012 QMF is investigating different tent structures and sizes that would allow enough under cover area whilst not requiring intrusion onto the road. Should tent stakes need to be installed in the road then this will be highlighted in the Event plan submitted 6 weeks prior to the Festival.

B. Foliage & Grassed Areas

Perseveration of the grassed areas and foliage within the park precinct was due to a strict movement policy during setup and breakdown. The fencing of the mulched areas and trees was an onerous and somewhat redundant task. More feedback was received about the overkill of fencing and pedestrian barriers in what is a natural picnic area than any other site issue. QMF has a mature well behaved crowd that obeys directions, signage and delineation of no go areas. In addition, the total number of attendees is far less than for events such as the Hot Rod Show which does not provide such protection.

Action for 2012 QMF would request that it not be required to provide additional protection of trees and plants in the precinct area due to the low risk nature, limited number of patrons and sufficient delineation of paths, mulch, trees and no go areas.

C. Flooding

The flooding that occurred on the Saturday resulted in a significant one-off financial loss for the QMF. At no stage was there any indication given by Council to QMF that this area was prone to flooding. QCM market sites are allocated there and the structure was located in the site as indicated

on the detailed site map submitted to Council in the event plan (See attached). QMF was aware of water build-up in this area but not to the extent of what occurred.

Action for 2012 QMF would request that Council address the flooding issue in the area of the Barwon Water pump station at Wharf St and Hygeia Drive and keep QMF informed of flood alleviation plans. To compensate for the loss of available usable area in 2012 the QMF will need to relocate food stalls to another area of the precinct. These ideally would be located in the general area of Princess Park where the main picnic area is and where the carnival sets up over summer. They would impact on this area far less than the carnival does.

D. Infrastructure

Temporary electrical poles have been installed at QMF expense throughout Lower Princess Park. This is seen as a site improvement and future asset. A water tap was installed into the main stage area and QMF requested a picnic table to be relocated from the main entrance area of lower Princess Park.

Action for 2012 QMF is happy to work with Council and other parties (eg Powercor) to progress further upgrade of infrastructure assets in the precinct site. QMF will request some further minor park improvements to help accommodate its stages that will not only benefit the festival but other users of the Park throughout the year.

E. Pier & Harbour Access

QMF placed signs in the week before regarding Pier access and provided external signage on its perimeter. There was also an issue with regards to access from the Harbour.

Action for 2012 QMF will modify and improve its communication plan regarding Pier access and access from the Harbour and submit to Park's Victoria and BOQ in September 2012.

2. Traffic Management

A. Traffic Management Plan

Road barriers and their inability to secure road blocks appear to be an on-going problem. QMF is in no position to fund manned barriers for the duration of the festival, however if volunteer staff can be assigned this task then that would be feasible.

Immovable barriers may restrict emergency access into the Festival, however alternative emergency vehicle access could be via other precinct gates. An issue would arise for emergency access to areas outside the precinct (eg Esplanade Hotel, etc), especially if the southern closure on Gellibrand Street was to move closer to Hobson Street.

In addition, moving the southern Gellibrand Street closure towards Hobson street will require access control for affected residents and businesses.

QMF found the service provided by Go Traffic to be of a low standard. There is little value in a manned crossing on Wharf Street on the Saturday and Sunday of the festival. The inherent nature of the Wharf St, Symonds Street and Jordan Reserve entry is problematic and dangerous throughout the year and due to its open and large size, pedestrian control is unmanageable.

Action for 2012 QMF will address and update the TMP accordingly as well and integrate it with a parking plan for 2012. This will form the basis of a communication to festival attendees and be part of the 2012 EMP.

B. Satellite Parking for Campers

Satellite parking options are not feasible at this stage and no planning is underway for 2012 given a capacity fixed at the 2011 level. To set up satellite parking requires a level of infrastructure and manning beyond the current resources of the QMF. Commercial hire rates for shuttle buses make it infeasible without incorporating it into the ticket price of campers - something QMF is unwilling to do. As with the pedestrian flow within the precinct, the total number of extra cars the festival brings in is far less than during the peak summer season or other one off events.

Action for 2012 QMF will investigate options for the provision of low or zero cost Shuttle services for campers and improve its communication of parking option to campers. The latter will be derived from the parking plan mentioned in the previous section.

3. Health

There were no QMF affiliated food concessions outside of the precinct. Council provided feedback regarding vendors "outside the QMF compound". QMF is unsure of which food vendors this is in reference to. The cricket club ran a BBQ independent of the QMF Camping but this can be more closely co-ordinated in 2012, but with the responsibility resting entirely on the cricket club for meeting all food serving regulations and obtaining permits.

Provision of hot water at the festival site continues to be a recurring issue.

Action for 2012 QMF will continue as it did in 2011 in working with the BOQ Health Officer to ensure full compliance of QMF food vendors within the precinct. Hot water and sullage options will be reviewed but will require input from Council for options.

4. Noise Management

A. Pelican Bar

The main issue with regards to noise complaints is the sound from the Pelican Bar and specifically from the after party on Sunday night. All other stages projected a far smaller sound energy level on residential areas than ever before at the festival.

The final placement and orientation of the Pelican Bar (Stage 3) was determined largely by allowing the safest possible access and egress into the tent through the mulched areas. The original intention was to orientate it further south east, reducing the footprint of sound energy projecting up Gellibrand Street. However when locating the tent, to allow safe egress into and out of that area, the tent alignment was orientated slightly more southerly than intended.

B. After Party

The Sunday after party is an important component and revenue stream for the festival. In previous years it has occurred at various locations throughout the town (Royal Hotel, Bowling Club, Town Hall, etc) however the cost of providing additional production and venue fees makes it far more feasible to hold the after party on site.

Programming of the festival has taken into account the need to reduce the impact on residents for a number of years. The festival programs the bands so that the "energy" level of the festival reduces towards the end of each night. In 2011, the after party was programmed accordingly with the highest "risk" or loudest band scheduled to finish by 8pm.

Action for 2012 It is proposed that the Pelican Bar structure be slightly larger to accommodate and allow for safer access and egress. It will allow the stage to be pointed in a more direct south east direction allowing the sound footprint to run parallel with Gellibrand Street and not cross over into residences.

Action for 2012 QMF will hold the after party at the RIP stage (stage #4), the venue furthest away from any residential area. It would be programmed to stop again at 11pm with a similar strategy of the energy levels from each band getting progressively lower as the night progresses.

5. Camping Options

Camping was well received. A full review of internal QMF operations running the campground has been conducted with the aim to improve customer service and the overall customer experience in 2012. QMF incurred a significant loss providing full facilities for the campers. 50% of the ticket cost went towards providing additional shower and toilet facilities.

Business loss incurred by the council due to the QMF camping option is debatable. This is a level of camping below that offered at the Rec Reserve and priced accordingly. The festival overall incurred an approximate 10-15% reduction in volume (i.e. walk ups,) due to the weather on Saturday which may reflect a loss of walk up campers that in previous years were accommodated at Royal Park.

It should be noted that the Reserve Park Waste contractor would not provide extra services (for payment) to accommodate the QMF camping area. QMF was informed verbally that it was not worth their while to provide the extra bins or services. QMF indicated it did want to pay. This needs to be addressed.

Action for 2012 We would be seeking to utilise existing services in the new Monahan centre or come to some sharing arrangement of facilities with the Reserve. QMF would work with the Caravan Park to share costs if it was deemed reasonable. This would also equate to waste management services. The target for 2012 is again 600 campers.

6. Queenscliff Community Market

Positive feedback was received from patrons with regards to the Queenscliff Community Market at the Railway station site.

The Festival has forgone a significant revenue stream in removing its own stalls off the streets.

QMF has significant concerns over the traffic and pedestrian management entering that reserve and area. These exist outside of the festival weekend and during other such special events (i.e. Thomas days, etc).

Action for 2012 QMF will not compete with the QCM with regards to itinerant craft and goods stalls. It will have no such traders inside the festival precinct and will work with its partner the QCM to promote and enhance the November market. QMF will abide by any decision the QCM makes with regards to location and help facilitate and advertise the market location.

7. Community Feedback

QMF has received positive feedback from attendees, local traders and residents. QMF received two noise complaints in writing and one complaint from a COGG resident regarding waste management in Point Lonsdale.

8. Visitor Information Centre

QMF views the service provided by the QVIC as invaluable. The QVIC is the only advertised physical outlet for ticket purchases for the Festival. QMF also guaranteed that its own Box Office would only open after 5pm on the Friday of the festival to maximise revenue opportunities for the QVIC.

QMF provided an information booklet for the QVIC to assist with customer enquiries. Please see attached.

Action for 2012 QMF will make the same guarantees with regards to ticket selling opportunities as above. QMF would ask that a review of the information booklet be provided highlighting what additional information is required. As part of the QMF internal review, it is expected a better and more informative flow of communication will occur between the festival, QVIC and visitors in 2012.

9. Other

A. Transport

QMF continues to rely on Department of Transport subsidies for additional McHarry services. QMF would seek continued support from BOQ for obtaining this subsidy given that over 50% of ticket sales are session only and a significant percentage of those day attendees require viable and affordable public transport. In addition, a large proportion of accommodation options located in Point Lonsdale are dependent on these additional services.

B. Policing

QMF has been asked to fund in part policing of the festival. Given the nature of the festival and the low number of incidents that have occurred in recent years, that a review of the Policing be undertaken and that BOQ be involved with this. The festival has progressed on from being a "Schoolies" event in the early 00's and a review of the resources attending be undertaken.

C. Emergency Management

QMF would request that the EMP of the festival be reviewed in the coming months by all relevant stakeholders and parties (BOQ & BOQ MERO, QMF, Vic Police, CFA, Vic Roads, St Johns, Parks Vic, etc) to ensure procedures and chain of command structures are valid for 2012. It is requested that BOQ facilitates this.







