

Attachment 11.1.4

[External] Letter of Support

Graham Morrison <gmmorrison43@gmail.com>

Fri 19/04/2024 16:48

To: Shire of Nannup <nannup@nannup.wa.gov.au>

Cc: info@nannupmusicfestival.org <info@nannupmusicfestival.org>

Dear David Taylor,

After listening to comments both for and against in regards to the closure of one end of Brockman Street during the Music Festival, I fully support it being run on the same lines to 2024. If this is not done, I feel Nannup Music Festival will not have the income to be viable in the future.

Regards

Graham Morrison

7 Widdeson Street. Nannup

Sent from my iPhone

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[External] Nannup Music Festival - Partial closure of Brockman Street

Stacey Richards <stacey@astrotax.com.au>

Wed 17/04/2024 14:18

To: Shire of Nannup <nannup@nannup.wa.gov.au>

TO: Shire of Nannup / Shire Council

RE: Nannup Music Festival and Brockman Street road closure

I write not as a resident of Nannup but as a strong supporter of the town of Nannup, its businesses and festivals. We visit Nannup regularly, always ensuring we support the local cafes, bars and businesses by buying local during our stays (and also using local accommodation). We also heavily promote festivals and events within Nannup via our social media channels. My business is also a sponsor of both the Nannup Flower Festival and the Nannup Music Festival.

I would like to provide you with the perspective of a visitor (non-resident), attendee of the festivals, sponsor and supporter of Nannup.

Firstly, for the absence of doubt, we support the partial closure of Brockman Street. Unfortunately with rising costs and the higher levels of regulation in which we now live – financial viability of festivals has become extremely tenuous. We have seen the result of this with long standing festivals having to cancel and close down across the country, including in WA. Is the Shire proposing to provide financial sponsorship (not in kind but cash) equivalent to the reduced allowable ticket sales to the Nannup Music Festival to ensure its ongoing viability? If not, I am at a loss to understand this proposal to not allow the closure. Surely we should be doing everything we can to assist the festival to remain viable? Not put roadblocks in its way.

As an attendee and sponsor, I feel the whole town of Nannup does already feel like there is a community festival going on (with the stalls, local business events and music at other venues) but I prefer the “closed off” environment of the main venues such that as a ticket holder and sponsor, there is an exclusive area. As noted, the tickets are not cheap so it is important that any prospective ticket holders see value for their money.

If residents wish to be allowed into the area and don't wish to (or can't) buy a ticket – then volunteer. I believe if the area is not closed off – there are many people who will not bother to buy a ticket, but rather will sit in the area near the venues and listen from there.

If this proposal goes ahead, sadly, I foresee reduced ticket sales and potentially the closure of the festival. Certainly the attraction for us, has been the fact it is one ticket to attend any and all venues. If this was to change, we would re-consider our support and I don't believe we would be the only ones.

For the town of Nannup, for the local businesses – this would be dreadful and a large financial impost. Many country towns are struggling to keep their businesses and main streets alive and, unfortunately, I see this ahead for Nannup if this is the premise on which the Shire is going to act.

I love Nannup, its festivals, its businesses and we love our visits.

But if, as this seems to indicate, the Shire does not really want to encourage “outsiders” but rather wants to keep everything as a “local community event” then all I can say is good luck – if you don't really want our money...

To summarise:

- I support the partial closure of Brockman Street;
- I am disappointed that the survey was only to residents of Nannup;
- I believe that the Nannup Music Festival already feels like a whole of town community event and therefore I do not see what purpose refusing the partial closure has;
- I do not understand why the Shire would consider putting the financial viability of the Nannup Music festival at any level of risk, just so a few residents can get access to some food or other stalls, really? They can volunteer to gain access;
- If the proposal to have separately ticketed venues and events was to go ahead, it is unlikely we would continue to attend as the arrangement over the last 2 years was what prompted us to

become involved. Also, as a ticket holder, I expect there to be an exclusive area.

It is rare for me to put my views over matters like this into words, however I feel so strongly about this proposal that I felt it important that I make the Shire of Nannup aware (because it is unlikely it is only me who feels like this).

Thank you

Stacey Richards

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[External] NANNUP MUSIC FESTIVAL

wayne reed <waynefreed@hotmail.com>

Thu 25/04/2024 17:46

To:Shire President <shire.president@nannup.wa.gov.au>;Cr Vicki Hansen <Vicki.Hansen@nannup.wa.gov.au>;Cr Cheryle Brown <Cheryle.Brown@nannup.wa.gov.au>;Cr Patricia Fraser <Patricia.Fraser@nannup.wa.gov.au>;Cr Ian Gibb <Ian.Gibb@nannup.wa.gov.au>;Cr Robert Longmore <Robert.Longmore@nannup.wa.gov.au>
Cc:David Taylor <David.Taylor@nannup.wa.gov.au>

Dear Shire President and Councillors

Festivals and events are an important element to support the viability of Nannup businesses. The greatest contributor of all being the Nannup Music Festival.

The Music Festival should be retained. The Shire, with that in mind should negotiate with the festival organisers for the best outcome for the Shire residents and businesses, but not at the cost of potentially losing the festival.

Our particular interest is as owners of the property at 8 Warren Road (Stopping Place Cafe premises) and also if we proceed with the Six Seasons at Nannup Restaurant. Both projects regard the Music Festival as an important contributor to the viability or potential viability of these businesses.

Yours sincerely

Wayne Reed
Tugela Investments Pty Ltd

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Brandie Hodgins
8 Coverley Road Bridgetown WA 6255
email: brandie072ep@gmail.com ph: 043888 1488

12th April 2024

Mr David Taylor
Chief Executive Officer
Shire of Nannup
15 Adam Street
Nannup WA 6275
via email: nannup@nannup.wa.gov.au

Cc: All Nannup Shire Councillors, Nannup Music Festival Organising Committee

Dear David

Re: Feedback on the Nannup Music Festival Brockman Road Closures

I write today as a resident of neighbouring Bridgetown, employee at A Taste of Nannup and Beyond and Tiger Valley Gallery, business owner and supplier to these two business (Ecoshack Home), and attendee at this year's Nannup Music Festival. I have volunteered at major regional festivals including Blues at Bridgetown and have privileged insight into the workings of the Folkworld Fairbridge Festival for the past four years.

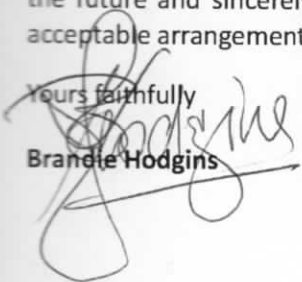
I would like to offer my personal perspective on the road closures at Brockman Street. I attended this year's festival and thought that it was exceptionally well laid out and organised. The fact that the market stalls were made available to the general public was an ideal arrangement. Similarly, the 2024 entry points made sense both economically and logistically, such that security was only really required at two gates, and venues could be collectively managed by roaming personnel rather than requiring separate teams for individual venues. This substantially helps with volunteer resourcing and assists in keeping fencing and security costs to a minimum.

I did receive only one complaint from a local resident who claimed that he had to walk down past the river to access the bridge, but access was still available to him. One suggestion to appease local kickback may be the programming of a community concert on the last day of the festival, which offers locals the opportunity to attend at heavily discounted ticket prices. This offering has been exceptionally successful for the Blues at Bridgetown (\$20pp for local residents showing ID) and encourages community members to invite their families and enjoy a positive experience as well as gaining important insight into how well these events are conducted.

Festivals like Nannup Music Festival are under threat from lagging ticket sales and increased expenses for insurance, production and undersupply of volunteers. The Fairbridge Festival was recently cancelled due to overwhelming location challenges and lagging ticket sales. The Nannup Festival is a State Living Treasure for a reason; it is a truly unique and a wonderful drawcard for tourism in the region and it would be devastating to lose it. Businesses like A Taste of Nannup and Tiger Valley basically exist because of the efforts of the Nannup Music Festival and the Nannup Flower and Garden Festival. As such, it is **vitaly important** to the survival of such businesses that the Nannup Music Festival organisers receive full and favourable support for their proposal. The failure of the Shire to enable their efforts would most certainly result in negative nationwide publicity and substantially damage the Nannup brand as a burgeoning tourist destination.

I appreciate your time and effort in canvassing feedback for this important event. I do intend to move to Nannup in the future and sincerely hope that the Shire and your Councillors can work with all stakeholders to reach an acceptable arrangement for this short but vitally important feature on the local business calendar.

Yours faithfully


Brandie Hodgins

Maggie Longmore
125 Blackwood River Drive
Nannup WA 6275

Davud Taylor
CEO Nannup Shire
Adam Street
Nannup WA 6275

Dear David and Shire Councillors

Firstly, I would like to congratulate the Shire on having the foresight to attempt to take an unbiased survey re the closure of Brockman Street for the Nannup Music Festival. Unfortunately, it will not be a true result as the Music Club committee and Festival team members have been replying to the many questions and so attempting to influence people's response, Shire Councillors and Staff are not permitted to respond even when I have seen statements put which I believe to be untrue,

Many of you will know that I was a Music Club Committee Member for 12 years and 7 of those as Chair and Coordinator with Phaedra, so do have a very good understanding of how the Festival runs. I am also currently Chair of the Nannup Flower and Garden Festival and am very up to date with current rules and regulations on running events.

I would urge all councillors to read the current Event Guidelines 2022 as put out by the WA Government as this may give you an a better understanding of the rules surrounding running events. One point that is clear it that the Local Shire has the overarching responsibility to ensure the event is run in a safe and effective manner, to the benefit of the community.

My understanding is that the Music Club are saying that if the a street is opened then they would only be able to sell 2000 tickets not the current 4500 they had on sale this year, I thought that the current capacity figure for the Amphitheatre alone was higher than this ?

My main point of concern is that the Music Club are not willing to compromise in any way and at least look at the many different alternatives that are possible. Bridgetown Blues run a very successful Festival all run by volunteers and there market stalls are for everyone not just ticket holders and they have several venues around the town , How wonderful would it be if the Music club looked at some past Festivals they have had and have some smaller venues up the street such as the Anglican Church and Youth Space , this would bring the Festival more into the business area and more people on the main street which I have noted as one concern that with the shuttle bus running from the Camp Ground to the top of Brockman people are just not walking along Warren Road . so local business is not getting the passing trade. How much of the money that is generated by the Music Festival stays in the Town. Certainly, a high proportion would be going out of town and therefore not benefitting our town . I would be happy to discuss a range of ideas that may provide alternatives.

I write as a community member.

Kind regards
Maggie Longmore
mlongmore@westnet.com.au

19th April 2024

12 A/B Forrest Street
Nannup WA 6275
0477 186 103
tigervalley11@outlook.com

Mr. David Taylor
Chief Executive Officer
Shire of Nannup
15 Adam Street
Nannup WA 6275
Email: nannup@nannup.wa.gov.au

cc: President Tony Dean, all Shire councilors and Nannup Music Festival Committee

Dear David,

I am writing to you in regards to the current issue of opening or keeping closed, the far end of Brockman Street during the Nannup Music Festival. I have completed your online survey and will note here that one question had me very confused and frustrated, as it forced me to contradict my previous answer because I was not permitted to continue nor finish, unless I did so. This particular question has given others the same problems. I am very concerned on how many people got to this question, decided not to 'change' their original answer and therefore, gave up on completing the survey.

I think it is important to acknowledge that you have put this survey out to everyone, based on the complaints of a tiny few who are upset they cannot have more access to a 'ticketed' event. Your final decision on this matter can surely not be sourced from a 2-week survey, which is not based on social or economic statistics, merely just collecting the opinions from people that do not have all the factual evidence on why the event organizers go about it the way they do. Nor do some have a clear understanding of the cost increases, new rules and different regulations since Covid-19, or understand the '1 person per 2 square meters' rule for events.

This particular event, embraces every business in town with the 24,000 plus people it brings in over the long weekend. Not to mention the extra business, local shop owners receive with out-of-town volunteers staying in Nannup days before and after the event. Without this festival, local businesses would suffer significantly and would certainly not get the exposure, nor see so many people returning back during the year. Whilst the festival is on, our business for one, easily quadruples our normal income over the same period of time. We are not alone.

Here are some facts that people complaining should understand:

- The Nannup Music Festival Organization is not for profit. Everything goes back into the next one or is used to better set them up. I.e.: owned land, as opposed to leased land.
- \$80,000 is spent on their free program in the non-ticketed areas.
- By opening up the bottom section of Brockman Street, the event organizers will lose approx. 2000 ticket sales, just so that locals have more access to food vans.
- This is not a 'food event'. This is a music event and the food vans are bought in to cater specifically, for the high number of attendees. It is a requirement and ticket holders earned the right to enjoy that within their event.
- 'Opening the gates' would mean the security would have to double, to secure the two extra gates, accessible by ticket holders. This extra expense alone would be massive.
- This year, the following was provided:

TICKETED AREA:	Food Stalls 14 ... Market Stalls 18
FREE ACCESS AREA:	Food Stalls 9 ... Market Stalls 47

So, there should be no complaints about people missing out...clearly there is plenty of access to a high majority of stalls. Or do the non-ticket holders, get a say on what food vans should be made available to them?

It is my understanding, that the festival committee has had plans to develop their property into a cultural space, with a multi-purpose building to foster culture and the arts in the region. This would greatly contribute the towns tourism and should be encouraged as again; it will bring visitors into the heart of town. Let's not forget that this festival is not shy of winning awards, one

being the Best Live Event in WA 2023. Infact, I believe it has won this, or similar awards at least three times. The dedication of the main organizers, along with the many volunteers, gifts to our town only positives. And we should be asking them: "How can we help...how can we support you?"

Again, it brings in over 24,000 people right into the heart of our town over one long weekend. Not one other single event has done that. It is an event that benefits visitors, passers-by, musicians, stall holders, locals, business owners, Nannup School, Nannup community groups, volunteers and also offers massive promotional opportunities for businesses that go world- wide. All of these benefits can surely not be taken away from us all to satisfy a few people who want to buy a \$25 bowl of noodles. No event, no matter how many bikes, will replace the economy boost this event brings our town not once, but every single year...and in the years to come... if we look after it.

Brockman Street is not all closed off, only the far section. I personally think that more can be done to advertise and encourage more locals to volunteer at this event given the benefits they receive from doing so. But are the ones complaining, willing to step up and help their community in order to reap the rewards?

As a shire, as our councilors, I would like to see the communication between you and the event organizers heal and grow, so that Nannup does not end up losing the Best Live Event held in WA. This is one event we do not want to lose; it will cost us all dearly. Some will say it never used to be so closed off. Well, times have change and we can blame Covid-19 for that. But I believe only in moving forward with what you have to work with. These days it is a tight budget all round. And given the amount of music festivals Australia is losing lately, it's a huge worry to be spending precious time, debating over something so minor as; access to a couple of food vans.

You have to ask yourselves, why a better solution cannot be arranged between the two parties and at the same time, you have to consider who you will be hurting should the Nannup Music Festival decide to shut it's 'million-dollar event' down because of perhaps, the outcome of a 2-week survey that will attract uneducated complaints. I myself have learnt of a few interesting facts by asking, and not merely by assuming or listening to the local grapevine.

The detriment to the local businesses, Music Festival Organization and the Shire Council that will follow should this outcome be a negative one, would do **irreversible damage** to our town. The decision to take away our music festival after 35 years, would be incredibly devastating and I hate to think of the impact it will have locally and further afield. Who will take responsibility for that if it happens? Certainly not the people chasing their bowl of noodles!

We have already lost the TOUR event and it is not because of 'accommodation issues. So, with a responsibility to support your local businesses and economy, I urge you to weigh out the pros and cons. I urge you to read all of the letters that I know businesses and festival supports and sponsors are likely to send you and have already sent you. I urge you, to do the right thing for your town and choose to support local businesses and the organizers that choose to make these massively successful events happen in our town. Make positive efforts to find a way to better communicate with the organizers to **please save our towns music festival...** and it does belong to Nannup... so that in the years to come, locals still have 'access' to thriving local businesses and successful local events that respect and involve everyone to the best of their ticketed-event abilities.

Thank you for taking the time to read my letter.

Kind regards,
Mandy Blount