



ITEM 9.5.2
APPENDIX A

EVENTS

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26 November 2012

RE: YORK MOTORCYCLE FESTIVAL

The inaugural York Motorcycle Festival was held on Sunday 22 April 2012 and was one of the most successful events held in the area in recent months. More than 4000 people attended the event, bringing with them around 850 bikes. The event was held to support the Helmets for Hope charity ride, which raises funds for Wheels for Hope. The charity ride was well attended, with approximately 350 bikes taking part; and overall more than \$10,000 was raised for the charity.

Proposal for the 2013 York Motorcycle Festival

It is proposed to host the York Motorcycle Festival as an annual event. York is widely known as a popular tourist destination, as well as a popular place for motorcyclists to visit. Combining these two aspects in one major event is ideal.

Motorcycle festivals are gaining popularity across the world, attracting a diverse range of businesses exhibiting their products and services; and appealing to audiences of differing ages and socio-economic statuses. Motorcycling is becoming more widely enjoyed by a variety of people – those who enjoy being part of the motorcycle community, motorcycling as a social activity, a way to get out and enjoy the country; plus a celebration of a passion for those who simply enjoy their vehicles and accessories. Across the world, thousands of people attend motorcycle shows and festivals every year, and take part in organised rides. The York Motorcycle Festival has the potential to be recognised Australia-wide as it grows and develops in coming years.

York, as a tourist destination and as a popular spot to ride to, is the ideal venue for a motorcycle festival. Hundred of Western Australian motorcyclists take the trip through the long winding roads of the Avon Valley to enjoy the tranquil setting of this historic town. The York Motorcycle Festival will; draw more attention to the town as it brings in growing numbers of visitors each year.

The potential of the York Motorcycle Festival is limitless. As the Festival gains momentum as a trade show, more and more businesses will be attracted to exhibit at the Festival, bringing business to the town. The Festival itself will attract visitors for near and afar who will plan their social activities around the event. York will benefit from extra tourism from visitors that the Festival will bring; plus the town itself will be promoted through the Festival's marketing.

It is proposed that the York Motorcycle Festival be established as an ongoing annual event that can be built up over time to become a popular attraction for York and the WA motorcycling community.

Festival – 5 year plan

The ultimate aim of the York Motorcycle Festival is to create an event that is self sufficient within five years, so that grants/sponsorship is not so heavily relied upon. This will be achieved by:



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- Building up the event as a Trade Expo, so that visitors will recognise it as a place to come to make purchases. Visitors will travel to the region to view and purchase new products, increasing the economic value of the event.
- Establishing the event so that Exhibitors will pay fees to be part of the event. Fees will cover the budgeted costs.
- Potentially increasing the event to a two-day trade expo, making it more popular for exhibitors and visitors.
- Establishing the Saturday night concert as a major attraction, both as part of the York Motorcycle Festival, but also as an event of its own. This will draw visitors into town for the whole weekend, increasing the economic value to the community. accommodation.

2013 Festival Outline

The York Motorcycle Festival will take up the main street in York (Avon Terrace) for the whole of the one-day festival. Exhibitors will be set up along the street displaying a range of products and services. Visitors can come to the Festival to check out new products and to make purchases.

Entertainment will be scheduled throughout the Festival, and the entire event will be family friendly. Possible entertainment for 2013 could include:

- Freestyle Motocross demonstrations
- Trials demonstrations
- Buskers
- Live band
- Children's activities

It is also proposed that the 2013 event be started on the Saturday night with a concert to be held in the town. Tickets will be sold prior and the concert will involve a nationally recognised band as headline act, plus local support bands. The concert will encourage visitors to come to York earlier, to camp or take up accommodation in town, and then stay on the following day to enjoy the Festival.

The Festival will be widely marketed using national and local press, local television and radio, and strong online promotions.

Further information can be found on the York Motorcycle Website:

www.yorkmotorcyclefestival.com.au A prospectus will be available for interested exhibitors in the next few weeks.

For any further information, please contact me on (08) 9386 9666, mobile 0400 224 007 or email: events@premiereevents.com.au

Regards

Nerissa Garwell
Events Assistant

York Motorcycle Festival 2013

Festival Budget

INCOME	
Sponsorship Local Business	\$5,000
Stage Sponsors	\$2,000
Exhibitor sales - 20x\$150 approx per 3x3 stand	\$3,000
Marquee sales - 20x\$200	\$4,000
Other sponsors	\$1,500
Council - Cash	\$1,000
Council - In Kind	\$3,000
Grant	\$20,000
Food % of sales from outside vendors	\$1,000
Total	\$40,500

Please Note: Exhibitor sales will vary however we estimate 20-25 Exhibitors for the Festival.

EXPENSES	
Hall Hire/Parks Hire	\$2,000
Insurance	\$950
Stage and Marquee	\$2,200
Marquees for Exhibitors	\$4,000
Ada Sound - PA and stage sound	\$2,000
Management costs	\$10,000
Signage	\$1,000
Advertising/Web/Marketing	\$3,000
Artwork	\$1,000
Entertainment/MC/Feature guests	\$2,000
Freestyle Motorcross demos	\$5,000
Moto Trials demos	\$2,000

Stunt rider	\$2,000
Rubbish, Toilets, Cleaning	\$3,000
Total	\$40,150

Concert Saturday Night

INCOME	
Grant	\$25,000
Stage Sponsors	\$2,000
Gate Sales based on \$25.00 a head at 1000 attendance	\$25,000
Food % of takings for the night	\$2,000
Bar % of takings for the night	\$6,000
Council - Cash	\$1,000
Council - In Kind	\$6,000
Total	\$61,000

EXPENSES	
Band/s	\$15,000
Stage, lighting and sound	\$25,000
Management costs	\$5,000
Advertising/Web/Marketing	\$4,000
Signage	\$3,000
Insurance	\$1,500
Venue Hire - York Recreation Grounds	\$4,000
Toilets, Rubbish Removal, Cleaning	\$3,000
Total	\$60,500