



Our Vision is Your Vision

Partnership Opportunities with
Creative Clunes Inc.



Executive Summary

Creative Clunes Inc is the parent body behind the annual **Clunes Booktown Festival** (held each May), and runs a year-long program of author talks (the **Booktown on Sunday** program), as well as hosting the Biannual **Clunes Ceramic Awards**, one of the richest Ceramic Awards in Australia.

Creative Clunes Inc is seeking new partnerships to ensure that the various programs it runs remain desirable, feasible, viable and sustainable.

One of our key objectives is to attract visitors to spend time in the region, to explore its many features, and to return as regular visitors throughout the year.

Our Organisation is maturing so we'd like to grow our private and corporate partnerships, and we believe *our* vision is *your* vision.



Organisational Background

Creative Clunes Inc is a not-for-profit incorporated body. In 2014 it was placed on the Australian Taxation Office's Register of Cultural Organisations and has Deductible Gift Recipient status.

Our Mission Statement:

Creative Clunes is committed to hosting and developing cultural experiences of the highest standard. Creative Clunes will work to meet the needs and expectations of all its stakeholders – community, artists, traders, investors, and guests. Creative Clunes will work with energy and enthusiasm to develop and promote the Booktown concept and the town as a cultural hub. Creative Clunes will seek to provide superior artistic development opportunities for writers, artists, performers and the wider community.

Clunes Booktown was initiated in 2006, by a dedicated band of volunteers, at a time when the town was experiencing a downturn in population, vacant shops, and loss of identity.

At the time of the first Booktown Festival, in 2007, the population stood at approximately 900 residents, and now, twelve years on, the estimated population has topped 2,000. Clunes was cited as a test case in the paper "Tourism and the Creative Economy" presented at the OECD Conference in 2014, as a model of "Literature as a creative asset for rural development."



In 2012 Clunes gained membership of the prestigious **International Organisation of Booktowns (IOB)**, and is the only official Booktown in Australia.

In May 2018, Clunes hosted the Bi-annual International Organisation of Booktowns Conference. Delegates from seven member countries attended.

The International Organisation of Booktowns includes members from:

Belgium
Croatia
Finland
Germany
Iceland
Italy

Malaysia
Netherlands
New Zealand
Norway
Portugal
Scotland

South Korea
Spain
Sweden
Switzerland
UK
Wales



Clunes Booktown also has a special relationship with **Paju Korea**. In 1904 a photographer, George

has a special **Book City** in **South** Clunes-born Rose, travelled to Korea

and captured images of daily life during the Japanese occupation. More than a century later saw the fruition of a cultural exchange program, *Capturing the Spirit of George Rose – A Cultural Partnership Between Australia & Korea* exploring Clunes' unique and historical relationship with Korea. This exhibition of photographs opened in Clunes at the 2015 Booktown Festival and subsequently was presented in Seoul in October 2015 and in Sydney in June 2016. Images from this Exhibition are now displayed in the Australian Embassy, Seoul.

The Festival

The **Clunes Booktown Festival** is the annual 'red letter' event that attracts audiences of around 18,000 predominantly tertiary educated professionals, from Melbourne, regional Victoria and interstate and has established itself as one of Victoria's key regional events. Held over the first weekend in May each year, the Festival has developed a strong reputation and is now a trusted brand.

The event is unique in Australia as a 'Festival of the Book'. Over the Festival weekend Clunes' regular complement of booksellers swells to approximately 65, comprising visiting traders who set up shops and stalls in and around the town's heritage buildings, bringing with them the largest collection of second-hand, rare, antiquarian and collectable books gathered in one place in Australia. The historic streetscape creates an unique backdrop for book browsing, in keeping with the trend towards 'slow' and authentic experiences.

The Festival hosts a range of book-related activities and exhibitions including book binding, paper making, book collecting, book plates and book valuations, alongside book sculpture and paper art. Talks by some of Australia's most prestigious authors and writers are another feature of the event.

Previous guest speakers include:

The Hon Anna Bligh AC

The Hon Tim Fischer AC

Geoffrey Blainey AC

Julian Burnside AO QC

The Rt Hon Malcolm Fraser AC

The Hon Bob Hawke AC

Kate Grenville

Frank Moorhouse AM

Barry Jones AC

Hannie Rayson

Clementine Ford

Jane Harper

Tony Birch

Hannah Kent

Henry Reynolds

Peter Goldsworthy AM

Ann James AM

Ann Haddon AM

Richard Flanagan

John Marsden

Peter Fitzsimons AM



The Festival also features a ***Kids Village*** component of the program, which includes book-readings and book-making workshops, and offerings such as a giant straw-bale maze, face painting, story-telling, circus activities and old style street theatre that is carefully selected to add to the nostalgic 'old world' village atmosphere.

The Clunes Booktown Festival generates in excess of ***\$4 million*** in the region. Since it was first launched in 2007, the Festival has captured the imagination of Victorian booklovers right across metropolitan and regional areas. Last year 56% of our visitors came from regional Victoria with 40% from Melbourne.

The event is made possible by volunteers – some 70 local community members cover more than 150 two-hour shifts over the weekend alone, driving buses, selling Festival badges, being site supervisors, event information officers, volunteer coordinators, erecting marquees and performing many other jobs. Hundreds of other community members are involved in the Festival supporting local organisations who take up food and book sales sites as a fundraising opportunity.

The Festival is supported by key strategic partnerships including with Creative Victoria; Federation University Australia; Hepburn Shire Council; RACV; Readings; Visit Victoria; Creswick and District Community Bank (Bendigo Bank); Writers Victoria; Telstra; V/Line and the Wheeler Centre.

Booktown On Sunday

A monthly series of free Author Talks, the **Booktown on Sunday** program features Victorian fiction or non-fiction writers, held on the third Sunday of each month. Each event attracts between 30 and 100 visitors, with the author in a 45minute 'In Conversation' with their host, and an opportunity for the audience to ask questions, plus obtain signed copies of the book.

Clunes Ceramic Award

The **Clunes Ceramic Award** is a Biannual national award, open to all ceramic artists who are residents of Australia, and was initiated in 2010, held biannually thereafter, in 2011, 2013, 2015, 2017 and 2019. Residents of the Central Goldfields, Pyrenees, City of Greater Bendigo, Mt Alexander, City of Ballarat and Hepburn Shire Councils are particularly encouraged to enter.

Entries open in mid-March, attracting some 110-150 entries from all over Australia. Final judging of approximately 40 long-listed finalists takes place in September, prior to a four week Exhibition and Sale of works. The Award holds an Official Opening at which winners are announced. This year's Guest Judge is Chris Weaver, a renowned ceramicist from New Zealand.

The winner receives a cash prize (\$10,000 in 2019) and the winning work is acquired by one of the participating Galleries, either the Art Gallery of Ballarat or the Castlemaine Art Gallery and Historical Museum. In 2019 the work will be acquired by the Art Gallery of Ballarat for its permanent collection. Awards are also made to a People's Choice winner and three Encouragement Awards are presented. Prize monies total \$13,000 plus in kind support from local businesses.

The Award is promoted to all tertiary Fine Arts establishments, as well as independent galleries and pottery workshops.

Marketing Strategy

Our major event, the **Clunes Booktown Festival**, is marketed to a broad audience of adult booklovers via an integrated campaign that combines paid press, radio, digital and TV advertising with extensive PR and social media activities. For example, for the last several Festivals, we have engaged media buying agency Millmaine to bring in their buying power and expertise in arts-based marketing, in order to expand and optimise our campaign. Additionally, we have engaged a media consultant/publicist to strengthen and maximise our marketing reach.

Our online advertisements performed **above average** for click through rates - some up to **270%**; our email newsletters performed at approximately 100% above industry average for open and click through rates; and we **increased** followers on our three existing social media profiles by an average of **98%** on the previous year.

We're estimated to have reached more than **one million people** through our advertising and the Festival was **featured more than 100 times** across newspapers and magazines, TV, video, radio, blogs, email newsletters and event listings.

- Key target audience for paid advertising is adult booklovers in Melbourne, the local area and surrounding region and intrastate visitors. The campaign is also designed to appeal to cultural tourists and the resurging interest in retro/nostalgic experiences.
- Total estimated marketing budget of \$40,000 with \$22,000 for paid advertising, supported by promotional materials such as guides, posters, and bookmarks provided partly through sponsorship.
- Key promotional materials are available six weeks out from the event, with advertising and PR activities commencing four weeks out from the event. These include:
 - Posters, fliers and bookmarks distributed via direct mail to over 1,000 contacts including libraries across Victoria and south-eastern South Australia, university and secondary school libraries, new and used bookshops, Visitor Information Centres; local / regional cafes and B&Bs;
 - Posters distributed to cafes and restaurants across the Melbourne CBD;
 - 15,000 DL fliers distributed to Readings subscribers; and
 - 8,000 full colour souvenir guides distributed to all visitors at point of entry.
- Collaborative opportunities are now being drawn up to maximise cross-promotional opportunities with such organisations as Daylesford Macedon Tourism, Ballarat Regional Tourism, Victorian Goldfields Tourism Executive, V/Line and Writers Victoria.
- An active social media campaign is conducted via Facebook (over 2800 likes), Instagram and Twitter feeds, supported by author tweets and blogs, plus a paid Facebook advertising campaign, and other platforms such as SnapChat, Pinterest and the like.

How We Can Work Together

Creative Clunes Inc values its partners and sponsors and is proud of the strength and longevity of these relationships. Our Organisation is maturing and it is timely to continue to explore opportunities with new partners.

We have five categories of partnerships:

Portfolio Partner - Naming Rights for a particular component of the Creative Clunes Inc portfolio (\$ to be negotiated) for example:

- Kids Village component of the Festival
- Writer's Program of the Festival
- Booktown On Sunday monthly Author Talks
- BiAnnual Clunes Ceramic Award, next held in September 2019.

Volume Partner \$20,000 plus

Book Partner \$10,000 plus

Chapter Partner \$5,000 plus

Page Partner \$2,000 plus

We recognise that each partner has unique needs and values different options within a partnership package. We seek a partnership that works for both partners. Therefore, we will negotiate with you on how best to service your aspirations.

For example, this could include:

- Meeting with, introducing and chairing authors in conversation or panel discussions;
- Hosting an Author at a private event;
- Involvement in our marketing campaign including photo opportunities; entertainment opportunities;
- Logo representation on all collateral, including signage, posters, program, fliers and bookmark; and
- Other logo display opportunities.

Partners are invited to a Reception at the commencement of the Festival, with the Authors, writers, other partners and VIPs, with attendees including politicians, media, and local identities.

Additionally, Partners are invited to attend Exhibition Openings, Author Talks and other events during the year.

Summary

This is an opportunity to support a community determined to make a difference, and contribute to the growth, valuing and importance of culture in rural Victoria.

We look forward to discussing how we might tailor a partnership deal with you.

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