

2018 Clunes Booktown Festival Review



international.organisation.of
book.towns



Review Document, Clunes Booktown Festival 2018

Prepared by Creative Clunes Inc
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Creative Clunes Inc, the producers of the *Clunes Booktown Festival*,
Booktown on Sunday and the *Clunes Ceramic Award*,
is supported by the Victorian Government through Creative Victoria.

*All photos by Ann Jeffree unless otherwise stated
All quotes verbatim from online survey comments*

*A wonderful, friendly book
experience. Someone said it
was like being in a book
bubble and I think that works..*

1. Summary of 2018 event

The 2018 Clunes Booktown Festival was the twelfth year Clunes has held the Annual Booktown Festival and the eleventh year it was run over a weekend.

We were very fortunate to have two superb days of clear blue skies with not a drop of rain, resulting in attendance numbers being consistently strong over the whole weekend.

The 2018 Clunes Booktown Festival ran alongside the 11th Conference of the International Organisation of Booktowns hosted by Clunes, and we welcomed visitors from Iceland, Norway, Sweden, Switzerland and New Zealand. Although we had received registrations from Germany and Portugal, neither delegation attended.

2. 2018 Innovations

Major innovations this year:

- Renewed a three-year Memorandum of Understanding with Hepburn Shire Council
- Hosted the 11th Bi-Annual Conference of the International Organisation of Booktowns - for which we decorated the whole of Fraser Street with international flag bunting
- Presented a Regional Creative Symposium
- Presented ticketed author talks and panel discussions in the heritage listed Free Lending Library as well as the Town Hall
- Presented a stand-alone sound installation '*Held Down, Expanding*'
- Continued the strong relationship with Federation University Australia with a pop-up stage and marquee on Anzac Corner as a dedicated site for academic discussions, talks and performances
- Presented a collaborative exhibition of rare and beautiful books with the State Library Victoria, alongside rare book sellers, in the Wesleyan Bluestone
- Located the Kids Area at the Templeton end of Fraser Street, with circus and magic activities, the World Map and the ever-popular straw bale maze
- Once again, worked closely with RACV Goldfields Resort for subsidised accommodation for VIP visitors
- Instigated a resource-sharing arrangement with other Festivals in the region
- Initiated a No Smoking policy across the whole Festival precinct
- Also adopted a dog-free policy across the Festival. However, this was tempered slightly as we realised that we could not ask their owners to put dogs back in their car, so we stipulated that:
 - They must be on a short leash at all times
 - They must be with their owner at all times
 - Accidents must be cleaned up promptly

- Installed mobile ATMs adjacent to the National Hotel, and, although they proved popular, the service was erratic due to network dropout
- Arranged for a drone flyover to capture video and still images of the crowd. Link to drone footage [here](#)

3. Attendance

Total attendance over both days is estimated at 18,000, with an apparent - and very welcome - lowering of average age of attendees.

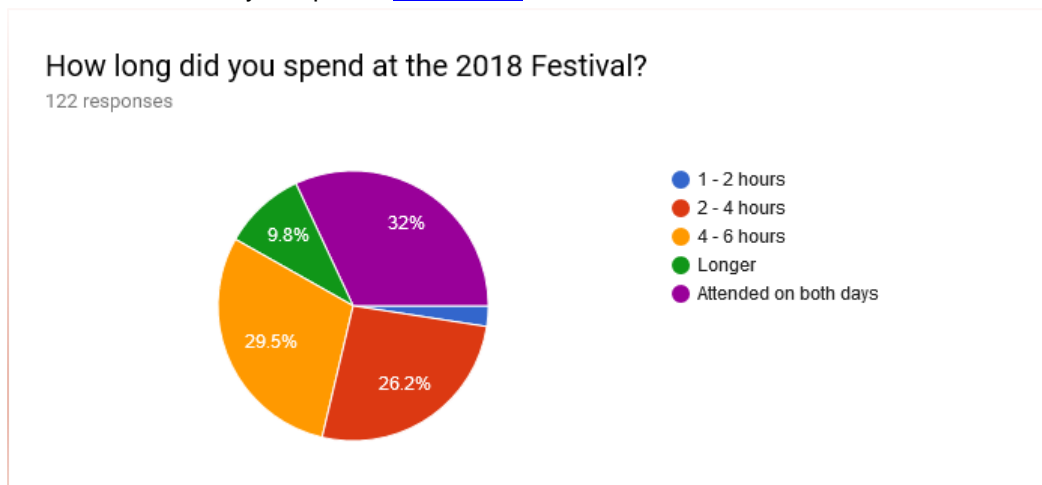
4. Surveys:

- Our volunteers carried out a small survey of visitors, asking:
 - Postcode of respondent
 - Approximately how many hours have you spent at the Festival
 - Did you stay overnight in the region
 - Where did you stay in the region
 - How did you hear about the Festival

These responses are summarised [here](#).

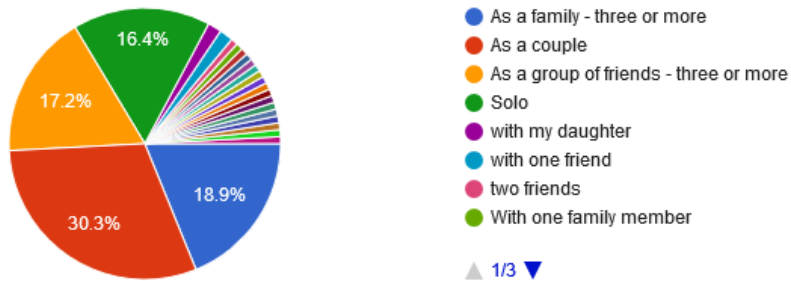
- An online survey was sent to 490 ticket purchasers, with 122 respondents. Although a small sample size, we believe that the results were indicative of the broader cohort of attendees.

Link to Online Survey Response [Comments](#)



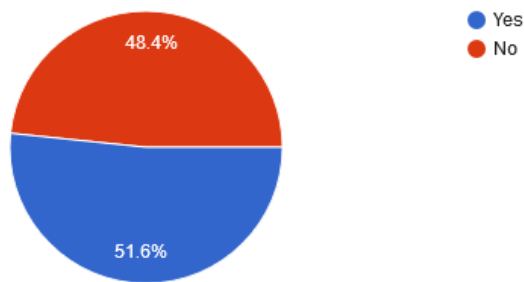
Did you attend:

122 responses



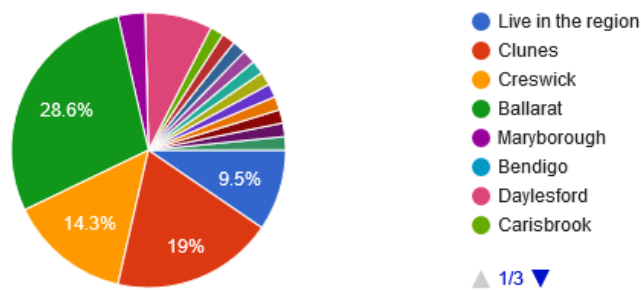
Did you stay in the region overnight?

122 responses



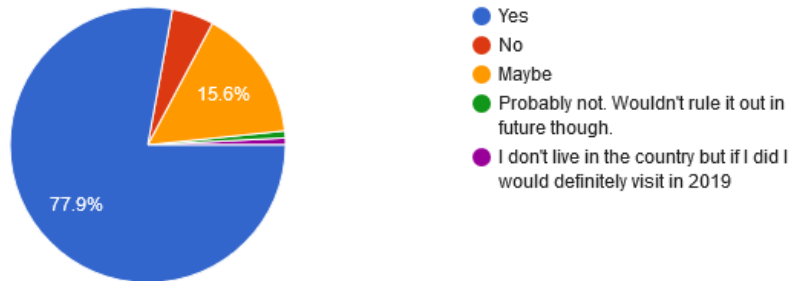
Where did you stay?

63 responses



Would you be likely to visit the Clunes Booktown Festival in 2019?

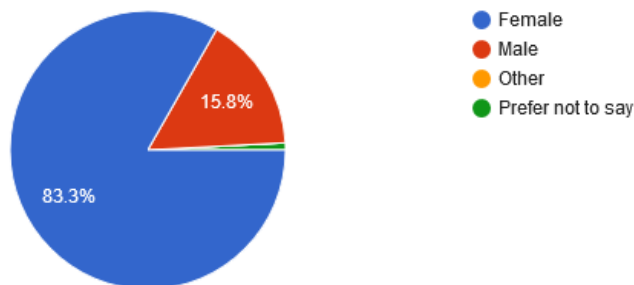
122 responses



We also asked the following optional questions:

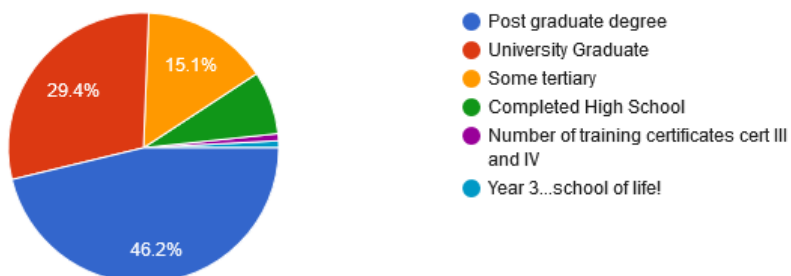
Your gender?

120 responses



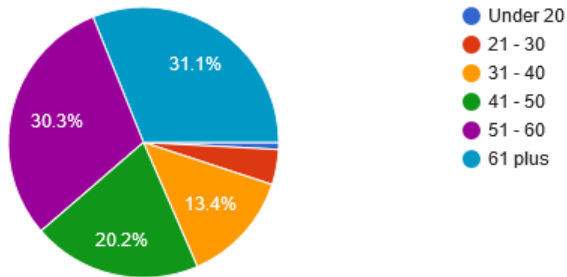
Your education level?

119 responses



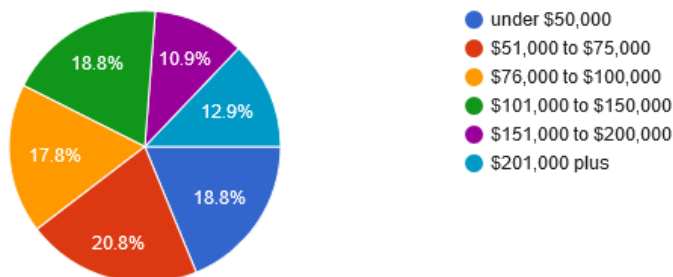
Your age?

119 responses



Combined household income per annum?

101 responses



Have been for a number of years. Really enjoy the atmosphere. Love the author talks and the variety of books

5. Revenue Snapshots:

- Gross income increased 9% from 2017
- Gate entry income increased 16% from 2017
- Author Talks and Panel Discussions contributed over \$13,000 to income
- 48% of Author Talk/Panel Discussion tickets were sold online
- 20% of gate entry tickets were sold online
- Sunday attendance greater in the afternoon

6. Partners in 2018

Major Partners:

Creative Victoria
 Hepburn Shire
 Federation University
 Australia
 Visit Victoria
 Australian Government –
 Dept Communication and
 the Arts

Program Partners:

McPherson's Printing
 Group
 State Library of Victoria
 Creswick and District
 Community Bank
 Readings
 V/Line
 VicTrack
 RACV
 Wesley @ Clunes
 The Wheeler Centre

Writers Victoria
 VATE
 Dilmac Media
 Gold FM
 Ballarat Courier
 Waubra Wind
 Hepburn Wind
 Regional Centre for
 Culture 2018

Community Partners:

AAG Real Estate
 All Nations Lodge
 Clunes Emporium
 Clunes Greengrocer
 Clunes Newsagency
 Clunes Primary School
 Clunes RSL
 Clunes Tourist and
 Development Association
 Clunes Words in Winter
 es
 Full Parallel Productions

Huc and Gabet
 IGA Supermarket Clunes
 Index on Literature
 McRae Property Group
 Mount Beckworth Wines
 National Hotel
 Neil Newitt Photography
 O'Hara's Bakery Café
 Quigley & Clarke
 Red Door Gallery
 The Book Fossicker
 Timeless Harmony
 Timmermans
 Union Bank Arts Centre
 Widow Twankey's

Advertisers

Creswick Woollen Mills
 Tuki Trout Farm
 Clunes & District Real
 Estate
 The \$5 Book Shop

6.1. Federation University Australia

Creative Clunes Inc collaborated with Federation University Australia to deliver relevant Author Talks and Panel Discussions as well as student performances, with strong support from the Collaborative Research Centre in Australian History in the presentation of academic discussions, and with the Fed Uni Marketing and Communications team in the live streaming of talks and events.

6.2. Wesley @ Clunes

Wesley was once again a major supporter, providing venues, a huge amount of support from staff and students as well as music from the Wesley College Student Band. In particular, staff made the Bluestone available for the exhibition set up, The Weavery on Fraser Street as a book-selling venue and students enthusiastically assisted in the Friday setup and Sunday afternoon clean up. Wesley also provided an audio technician and PA equipment for the Petanque Stage.

6.3. Readings Booksellers

Readings is the official bookseller. In return they provided significant promotion including 15,000 fliers being inserted into the April issue of their monthly magazine and significant store-wide publicity.

Their marquee was placed prominently in Fraser Street, and a number of featured books were sold out. The Readings marquee also hosted author book signings.

6.4. RACV

This year we continued a strong partnership with the RACV Goldfields Resort at Creswick, with our VIP guests enjoying subsidised accommodation and hospitality.

6.5. Hepburn Shire

We renewed the MOU with Hepburn Shire, and received an increase in their support both financially and in kind. Additionally, Hepburn Shire enthusiastically supported the Regional Creative Symposium, with a number of their officers attending.

6.6. McPherson's Printing Group

Outstanding support from McPherson's included the provision of the main program booklet, DL flyers, A4 and A2 posters as well as bookmarks.

6.7. Creswick and District Community Bank

In a continuing relationship with Creswick and District Financial Services, we received strong financial support for the Community Dinner, held on the Saturday evening.

6.8. ChillOut Festival

We continued a collaborative arrangement with the ChillOut Festival for the sharing of resources and equipment.

7. Booktraders

Due to restrictions on availability of buildings, and a desire to populate Fraser Street with booksellers in genre-themed allocations, we continued a slightly different method of booking sites, by asking site holders to reserve a space of their desired size in either an outdoor marquee space or indoors, whereupon we would then be able to allocate space relevant to

the stock that they had on offer. We did, however, have to turn away two long-term traders who required large indoor spaces as we were unable to offer them any suitable location.

Despite some initial concerns, 71 sites were sold, with a few 2017 sellers choosing not to return, but several new sites coming on board.

An information pack including setup information, terms and conditions was prepared and sent out to all incoming traders, with an invitation requiring RSVP to the Saturday Night Dinner.

Traders were asked to 'Check In' at the Festival Office to receive their location information, badges, etc., however some of the more regular traders bypassed this process.

7.1. Locations

Traditional locations included the Senior Citizens Centre, All Nations Lodge, AAG Real Estate, Wesley Weavery, Union Bank, RSL etc.

The Court House was unable to be used due to foundation underpinning works, however the adjoining Town Hall proved very suitable for Author Talks and Panel Discussions, but does require better heating.

Kids' book traders were located within the Kids Area at the Templeton end of Fraser Street.

The Wesleyan Bluestone hosted rare book traders alongside an exhibition of WW1 books and documents from the State Library Victoria, as well as Bookbinding demonstrations.

[Link to full program](#)

7.2. Talks

We used a total of five venues for talks:

- The 1872 Heritage Town Hall, for ticketed Author Talks and Panel Discussions. With a capacity of 200, this was sold out for Richard Flanagan's talk, and close to capacity for the 'Why I care about nature' Panel Discussion and Eddie Ayres' talk. Heating is an issue in the Hall, as it takes quite a while to warm up. We invested in some lapel radio mics for panellists this year, which worked well.
- The National Hotel, for free talks with authors including an Auslan interpreted discussion with Emma Viskic and Mark Brandi, and a talk by Michael Rubbo hosted by his brother, Mark Rubbo, MD of Readings Books. Unfortunately, sound quality in the Hotel was unsatisfactory, and we will need to adjust times to suit the regular trade.



- The Petanque Stage, a Pop-up stage on an area of Collins Place commonly used as a petanque pitch, again worked well as a music venue this year, however this stage is not suited to author talks.
- The Federation University Australia Stage, another Pop-up stage on Anzac Corner, adjacent to the old Central Garage, again hosted talks and discussions by Fed Uni academics. This was also the venue for performances by Fed Uni Arts Academy students.



- The Clunes Free Lending Library, on Templeton Street was set up as a talks venue, and was popular although slightly challenging to access, as the front steps are not disabled user friendly, but overall worked well.



7.3. The Warehouse

The Warehouse was used for displays by the Clunes Arts Group, and by the book artist Carol Kite.

7.4. Kids Area

This area was co-ordinated by Jane Thomson, Emma Bennett, Ember Parkin and Louise Falconer and included activities for kids of most ages located at the Templeton end of Fraser Street, with dedicated marquees for kids, with circus skills and performances, magic tricks, magic spell-book making, dress up parade and cartoon portraits.

The straw bale maze was again very popular, alongside the specially commissioned interactive World Map complete with moveable landmark icons.

While most kids were well catered for there remains an identifiable lack of engaging activity for teens and young adults. This is a continuing challenge to be addressed with further partnering with local community groups and Federation University Australia.

7.5. Other attractions

The Four Seasons Fine Music Festival presented performances in the St Pauls Church, on both days.

Other attractions included:

- Creswick Brass Band
- Daylesford Community Brass Band
- Jacques, the French Waiter
- Wesley College Student bands
- Interactive World Map

- Stopwatch Mime and Magic
- Cartoon Portraits by Irene
- Federation University Arts Academy 'Word of Mouth' Performance
- The Bottle Collector
- Nathan Curnow, poet performer
- Paul Wookey and Philomena Carroll
- Tom Ripon's fanciful wire creatures were installed on many locations around the town
- The premises at 69 Fraser Street, previously home to the Clunes Mechanical Services, hosted a pop-up exhibition of local artworks, alongside the sound installation '*Held Down, Expanding*'

8. Logistics

8.1. Safety and Security

Due to previous Festivals experiencing major problems with mobile phone coverage, we again hired in two way radio units for all senior co-ordinators. These proved invaluable.

Additionally, safety vests were purchased and worn by all key staff during both days and helped to identify them to volunteers and the general public.

Once again we were indebted to the local Agricultural Society, who provided overnight security for the whole event.

8.2. Street Layout

Consolidating the footprint of the Festival to Fraser Street proved very effective, with the street full of book traders, and food vendors located in Gold Lane, leaving Collins Place for tables and chairs for picnickers and families.

Locating the Kids Area on the western end of Fraser Street helped to invigorate this part of the town.

Overall, the more compact layout was popular with the public and with traders, both local and incoming.

8.3. Marquees

We purchased one new 6m x 6m marquee to expand our stock, and we envisage this having a life of at least five Festivals. We now have a good stock of large marquees, and we are indebted to the Clunes Maker's Market for the loan of smaller pop-up marquees.

Shortly before the Festival, we acquired a second 12m shipping container and located it adjacent to the Booktown Office at Clunes Railway Station – providing safe, dry and rodent free storage of our growing number of assets.

8.4. Waste Management

Hepburn Shire provided a substantial number of event bins and skips for the Festival, with Clunes Agricultural Society emptying and replacing bins overnight.

8.5. Toilets

Due to locating the Food Court in Gold Lane, portable toilets were again located in Templeton Street. Once again, the Clunes Young Farmers group did a great job of cleaning and restocking the toilets. In general, more directional signage is needed to existing toilet facilities, as well as those brought in for the Festival.

8.6. Road Closures

Fulton Hogan were again contracted via Hepburn Shire to provide Traffic Management, and this proceeded very smoothly, with Fraser Street closed off from 7.30am Friday to 6pm Sunday, however consideration could be given to closing from midday Thursday to enable safe construction of marquees. Instructions to booktraders included reference to the necessity to set up before 4pm Friday, however this was not strictly adhered to.

8.7. Parking

Extensive signage was erected to direct visitors to parking, and a dedicated area for disabled parking was located adjacent to the former Garage at 69, Fraser Street.

8.8. Shuttle Bus Services

Many thanks to the National Hotel for the use of their bus for the shuttle service around town, which was very popular, and RACV provided a shuttle bus from the Goldfields Resort, with a volunteer driver.

As always, excellent comments regarding the courtesy and helpfulness of the drivers.

8.9. Train Service

Extra services to and from Ballarat and Maryborough were again provided by V/Line and passenger numbers were high.

8.10. Food Stalls

Food outlets were predominantly located in Gold Lane, with an ice-cream vendor and twisty potatoes outlet located near to the Senior Citizens Centre to cater for kids at that end of town. Once again, Ed Bradley stepped up to supervise all the co-ordination and set up of the incoming food vendors on Friday.

Ed re-arranged Gold Lane slightly so outlets that required patrons to wait (pizza, dumplings) were located at the end, easing bottle-neck concerns.

8.11. Power

Two 30KVa generators were hired in, both located in Purcell Street, providing all the power requirements for the food vendors in Gold Lane.

Consideration should be given to providing higher capacity power outlets on Anzac Corner.

The Readings marquee requires power for Cash registers, EFTPOS and lighting and this will require better access to power outlets.

8.12. Functions

We welcomed our International Visitors to a number of functions, including:

- Informal greeting and reception at a local residence;
- BBQ and sheep-shearing demonstration at a local farmstead;
- Meet & Greet on the Friday evening at the Bottle Museum, which included authors, writers and other VIPs; and
- The traditional Saturday night dinner at the Showgrounds which also featured a Twilight Retreat by the Naval Band, and performances by Nathan Curnow and Geoffrey Williams.

At the Showgrounds Dinner, the official Sceptre of the International Organisation of Booktowns was formally accepted by Gunnel Ottersten on behalf of Borrbj, Sweden, the next host Booktown.

8.13. Office / Merchandise

We were very grateful to David and Beatrice who enabled us to utilise the vacant Five Mile Creek Butcher at 61 Fraser Street, which was very convenient and served as a central point for the Festival operations over the weekend.

8.14. Volunteers

This event would not be achievable without a dedicated band of volunteers, and once again large numbers of residents of Clunes and the surrounding area stepped up to undertake this vital task.

Volunteers were requested to sign-on at the office of the Mechanical Service Garage, from where VIPs and media also collected their credentials.

8.15. Use of the Warehouse and Council facilities

We received very good support from the Warehouse staff and volunteers both before, during and after the Festival weekend.

9. Media and Marketing Campaign

[Link to Media Report](#)

10. Recommendations and Future Actions

- 📖 Mobile Phone Coverage still a major issue. Still require strong bi-partisan support for additional tower in Clunes, if only for the weekend
- 📖 Promotion/Signage for Kids Area to be improved – brighter marquee?
- 📖 Investigate ways of ensuring that times/dates of talks etc printed on tickets
- 📖 Nametags for Volunteers and Book Traders
- 📖 Marquee assembly – dedicated teams needed
- 📖 Consider moving food vendors to Parterre or utilise one lane of Purcell Street
- 📖 Book trader layout simpler
- 📖 Clean Up should be more organised
- 📖 Consider concession entry for seniors/pensioners
- 📖 Mark up Roadway earlier
- 📖 Revamp entry logistics, staffing and money-handling
- 📖 Consider relocating Fed Uni to Esmond Gallery
- 📖 Relocate mobile ATMs outside gates
- 📖 Prepare 'What If' plan in the event of inclement weather
- 📖 Meet n Greet Friday – better venue?
- 📖 Liaise with Police to have a presence all weekend
- 📖 No Smoking and No Dogs message needs more promotion



*I am a huge fan of Clunes Booktown
- ideas, authors, books and a
beautiful heritage town. Plus the
weather was so perfect. I loved it*

11. Creative Clunes Staff and Board

11.1. Staff

CEO	Richard Mackay-Scollay
Program Direction	Tim Nolan
Administrator and Author Liaison	Lily Mason
Media Consultant	Emily Osmond, goodmedia
Publicist	Ali Webb, House of Webb
Graphic Design	Jeanean Pritchard
Admin Assistance	Erica Nicholl
Photography	Ann Jeffree
Technical Co-ordinator	Luke Grimes
Logistics Co-Ordinators	Phill Burnie, Malcolm Hull, Ray Nicholls, Tim Parkin
Volunteer Registration	Jane Lesock
Volunteer Co-Ordinator	Lois Nichols
Food Vendor Co-Ordinators	Ed and Geraldine Bradley
Book Trader Wrangler	Leslie Scott
Money Counter	Michael Mowat
Bluestone Exhibition Co-Ordinators	Lily Mason
Kids Area Co-Ordinators	Jane Thomson, Emma Bennett, Ember Parkin and Louise Falconer
Transport Co-Ordinator	Richard Gilbert
Accommodation Advisors	June and Graeme Johnstone

11.2. Board

Chair	Tim Nolan
Deputy Chair	Louise Permezel
Treasurer	Chris O'Donnell
Secretary	Margaret Fox
Members	Richard Gilbert Ember Parkin Tim Parkin Phill Burnie Richard Mackay-Scollay (ex-officio)



12. Financial Report

12.1. Ticket Sales

We utilised trybooking.com for online ticket sales, resulting in over 2,400 tickets sold. With funds only taking a couple of days to clear, this was a simple, cheap and efficient setup and brought us a lot of data on our ticket purchasers.

This year, we released all tickets for Author Talks and Panel Discussions with the release of the program.

12.2. In kind support

In kind support has been estimated and included in the income and expenses. This is a summary total of estimated sponsorship – both corporate and government, local traders, V/Line, advertising & media discounts, venue hire and printing of programs, bookmarks and brochures, accommodation both commercial and private.

12.3. Money collections

We relocated money counting to a quieter and less accessible location, due to concerns about security at the point of counting/banking.

Many thanks to Craig and Cynthia at the Clunes agency of the Creswick and District Community Bank.



Clunes Booktown Festival 2018 Review

12.4. Booktown Festival 2018 Income Statement

	Income	Expenses
Ticket sales	\$64,965	
Corporate Sponsorship	\$38,273	
In Kind Support	\$31,695	
Site Fees - Booktraders	\$19,591	
Grants	\$3,750	
Site Fees - Food Stalls	\$3,409	
Local trader support	\$2,745	
Traders Dinner Sales	\$973	
Miscellaneous Writer payments	\$348	
Donations	\$100	
Admin Support		\$10,803
Advertising		\$23,554
Badges		\$3,923
Booking fees		\$882
Booktraders refunds		\$136
Catering		\$4,886
Consultant fee - advertising		\$12,855
Entertainers		\$6,072
Equipment hire		\$14,791
Festival program design		\$6,300
In Kind Support		\$31,695
Insurance		\$155
Phone/Internet		\$36
Postage		\$1,800
Security & First Aid		\$2,445
Stationery		\$143
Venue Hire		\$782
Volunteer expenses		\$2,569
Workshop fees		\$309
Writers accommodation		\$2,319
Writers Fees		\$12,211
Writers hospitality		\$780
Writers transport		\$2,872
	\$165,848	\$142,319
Income	\$165,848	
Less Expenses	\$142,319	
Surplus/Deficit	\$23,530	