

2019 Clunes Booktown Festival Review



Review Document, Clunes Booktown Festival 2019

Prepared by Creative Clunes Inc

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Australia

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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.

We respectfully acknowledge the Wadawurrung and Dja Dja Wurrung people - traditional custodians of the land on which we live and work.

*All photos by Chloe Smith Photography, unless otherwise stated.
All quotes verbatim from survey comments and author feedback.*

1. Summary of 2019 event

The 2019 Clunes Booktown Festival was the thirteenth year Clunes has held the Annual Booktown Festival and the twelfth year it was run over a weekend.

Due to an inclement weather forecast our attendance numbers were down on 2018 however our ticket Sales were almost identical to 2017. It is important to note that the 2018 Clunes Booktown Festival ran alongside the 11th Conference of the International Organisation of Booktowns hosted by Clunes, and as such the Festival welcomed visitors from Iceland, Norway, Sweden, Switzerland and New Zealand, thus boosting the overall attendance.

2. 2019 Innovations

Major innovations this year:

- CCI employed Louise Permezel as Festival Program Developer/Coordinator and Booktown showcased the largest panels/talk participation in the Festivals history with 72 authors, writers and artists taking part across five venues.
- A large Readings Kids Book Tent was present in the Kids Precinct, which was located at the Templeton end of Fraser Street.
- Booktown developed a number of ticketed children workshops outside the Kids Village precinct.
- Held our first all Children Panel Discussion with renowned children's author Gabrielle Wang.
- Continued our relationship with RACV Goldfields Resort for subsidised accommodation for VIP visitors and worked with RACV to develop an offer of 10% off Standard Rates to 2019 Clunes Booktown Festival attendees who booked RACV accommodation over the festival weekend.
- Sponsor Graham Ryan, Managing Director of Emergency Technical Services Pty Ltd, provided a 25 seater and 8 seater bus, and drivers, to shuttle guests between RACV and Clunes throughout the Festival Weekend.
- Continued our relationship with Federation University Australia with a dedicated venue in The Esmond Gallery, 36 Fraser Street, for academic discussions, talks and performances.
- Reinforced a dog-free policy across the Festival with advertising across social media and an email campaign. Patrons who brought their dog were given a leaflet advising them of our policy and what is expected of them as responsible owners.
- Installed mobile ATMs which provided non-interrupted network coverage over the weekend. The machines dispensed \$103,000 over 972 transactions.
- Engaged external company for PA and staging equipment.

- We saw local Civic Kids community organisation participate with their own initiative of the very popular *Festival Showbag*.
- Developed a Memorandum of Understanding with Smiths Journal and sister magazine Frankie.
- Engaged *Ballarat Words Out Loud* for a performance on our main stage.
- Relocated the Food Court adjacent to the main entrance, giving food vendors and patrons more space to navigate.
- Engaged *The YA Room Melbourne* to cover the Festival weekend and create a Vlog of their attendance and experience for our use.
- Employed Commercial Photographer Chloe Smith with a specific brief to capture a demographic of “30 something” affluent Mum + kids enjoying the Festival.
- We hired Nat from Chalky Signs to design and install artistic “on brand” Chalkboard signs throughout the precinct.
- Commissioned local artist Tom Ripon to design, build and install new Festival entrance.
- We saw The National Trust of Australia (Victoria) attend the Festival for the first time, setting up outside an empty heritage building on Fraser Street. Festival patrons verbalised their pleasure and gratitude at the organisations participation.



3. Attendance

Total attendance over both days is estimated at 15,000 which, due to poorer weather this year, is a drop from 2018.

4. Surveys:

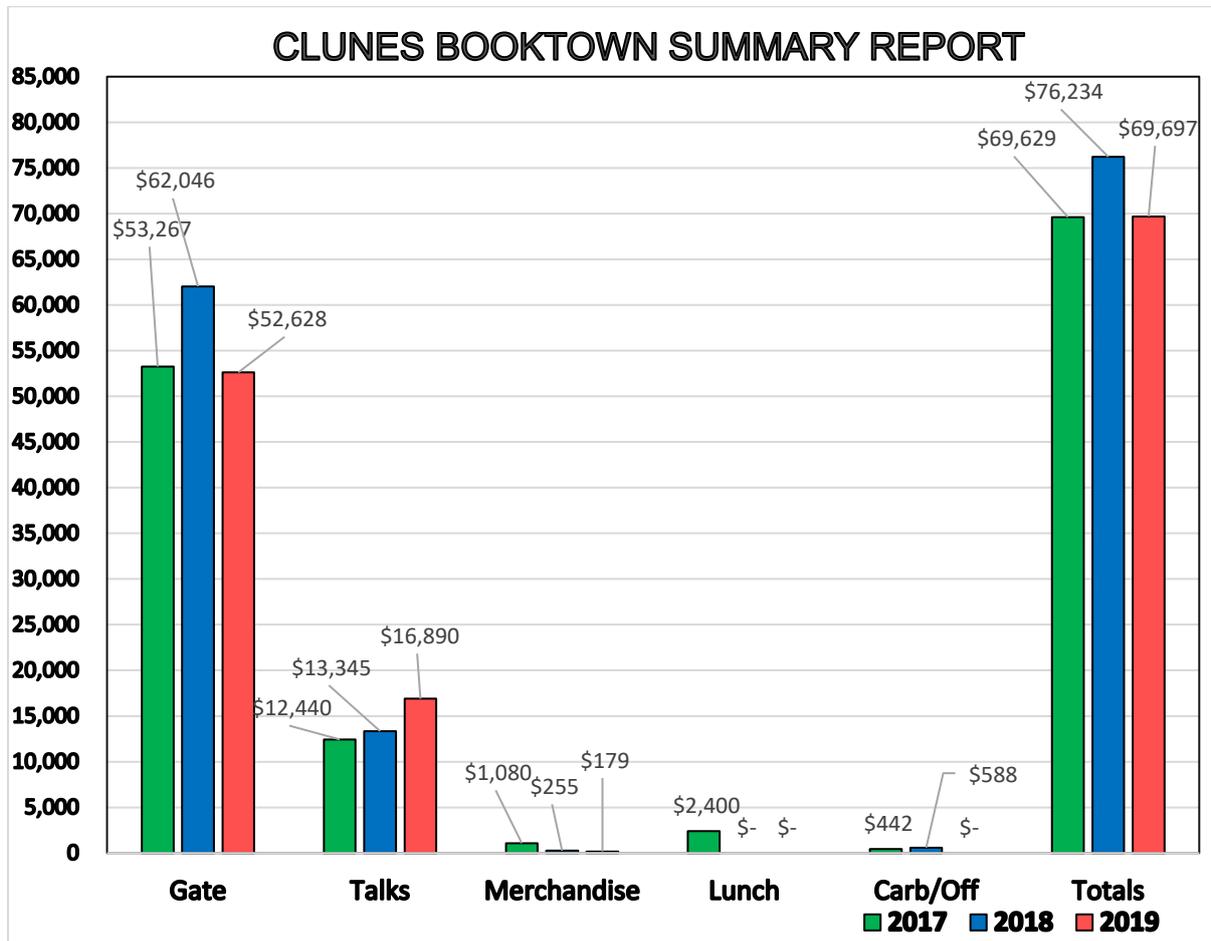
- Our Wesley College volunteers carried out face-to-face Festival Precinct Visitor surveys, asking:
 - How did you hear about the Festival
 - Did you travel to/stay overnight in the region
 - Where did you stay in the region
 - Approximately how many hours have you spent at the Festival
 - Postcode of respondent

66% heard of the festival through Word of Mouth
 43% stayed in the region over the weekend
 43% visited the Festival for a half day
 49% of visitors surveyed came from Melbourne



These responses are summarised [here](#).

5. Key Results for 2019:



- Gross festival income was equal to 2017
- Author Talks income increased 27% from 2018
- Gross festival income decreased 9% from 2018
- 91% of author talks are purchased on line
- The festivals busiest time was 12pm to 2pm on Saturday
- Almost 60% of the people arrive in the afternoon
- 85% of gate entry tickets are cash entry
- More people entered through Fraser/Service gate than in 2018

6. 2019 Partners



Major Partners:

Creative Victoria
 Hepburn Shire
 Federation University
 Australia
 Visit Victoria
 McPherson's Printing
 Group

Australian Government
 – Dept Communication
 and the Arts

Program Partners:

State Library of Victoria
 Readings
 V/Line
 VicTrack

RACV

Wesley At Clunes

The Wheeler Centre

Writers Victoria

VATE

PEN

White Ribbon

ETS

International

Organisation of

Booktowns

Media Partners

Gold FM

The Courier

Dilmac Media

Triple R

Smith Journal

ABR

Community Partners:

AAG Real Estate

All Nations Lodge

Clunes Emporium

Clunes Greengrocer

Clunes Newsagency

Clunes Primary School

Clunes RSL

Clunes Tourist and Development Association	National Hotel	Widow Twankey's
Full Parallel Productions	Neil Newitt Photography	Creswick and District Community Bank
Huc and Gabet	O'Hara's Bakery Café	<u>Advertisers</u>
IGA Supermarket Clunes	Quigley & Clarke	Creswick Woollen Mills
Index on Literature	Red Door Gallery	The Warehouse Clunes
Mount Beckworth Wines	The Book Fossicker	Clunes & District Real Estate
	Timeless Harmony	Mount Beckworth Wines
	Timmermans	
	Union Bank Arts Centre	

6.1. Wesley At 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 Bands. In particular, staff made the Bluestone available for the exhibition set up, The Weavery on Fraser Street as a book-selling venue and students assisted with Visitor Surveys and Sunday afternoon clean up. Wesley also provided an audio technician and PA equipment for the Petanque Stage and The Esmond Gallery.

6.2. Readings Book Sellers

Readings is the Festival's 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.

6.3. RACV

This year we continued a strong partnership with the RACV Goldfields Resort at Creswick, with our VIP guests enjoying subsidised accommodation and hospitality, along with 2019 Clunes Booktown Festival attendees being offered discounted accommodation over the weekend.

6.4. Federation University Australia

Creative Clunes Inc provided Federation University Australia with a dedicated space in the Esmond Gallery where they hosted a variety of Author Talks and Panel Discussions with support from the Collaborative Research Centre in Australian History. We are indebted to Professor Keir Reeves for his continuing support of the Festival.

6.5. Hepburn Shire

With our continuing MOU with Hepburn Shire we received support both financially and in-kind for the 2019 Festival.

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.

6.9. The Wheeler Centre

The Wheeler Centre provided marketing support and put together a Panel Discussion - *Blaze A Tale: The Power of Story* - for our Saturday program.

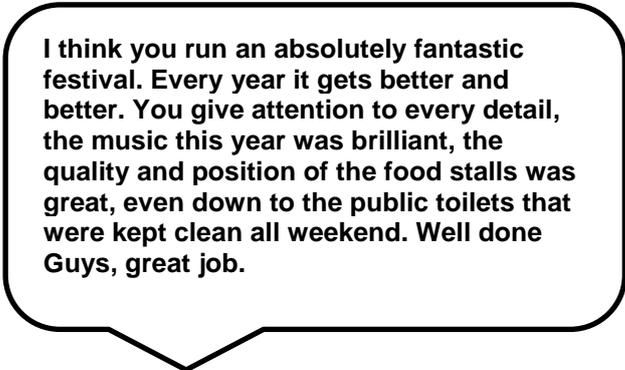
6.10. Writers Victoria

Writers Victoria celebrated 30 years and collaborated with The Booktown Festival to host a Panel Discussion - *The State Of Writing* – providing authors for the talk.

7. 2019 Book Traders

Due to restrictions on availability of buildings this year with the loss of the RSL, The Union Bank and *The Old Butcher Shop* on Fraser Street we continued with our 2018 method of booking sites, whereby we asked site holders to reserve a space of their desired size in either an outdoor marquee space or indoors. We then allocated space relevant to the stock that they had on offer.

This year we sold 66 sites with a number of new Book Traders and Independent Publishers coming on board. Due to space restrictions, with the loss of above mentioned buildings, we were not able to accommodate late inquiries for sites.



I think you run an absolutely fantastic festival. Every year it gets better and better. You give attention to every detail, the music this year was brilliant, the quality and position of the food stalls was great, even down to the public toilets that were kept clean all weekend. Well done Guys, great job.



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, located in The Warehouse, to receive their site location information, badges, etc. Volunteers moved the 'Check In' to Fraser Street and this worked well. As traders arrived on the street our volunteers intercepted them and were able to escort the Book Traders to their sites, bypassing the Festival Office.



Extremely enjoyable weekend. Great collection of books for browsing and purchase. Many more book stalls and activities to participate in than I would have imagined



7.1. Venues + Book Trader Locations

Long-established Book Trader locations included the Senior Citizens Centre, All Nations Lodge, AAG Real Estate, Union Bank Arts Centre, Wesley Weavery and The Club Hotel.



Kids' Book Traders were located within the Kids Area at the Templeton end of Fraser Street.

Again this year we used The 1872 Heritage Town Hall for headline Author Talks and Panel Discussions, with nearly all our ticketed talks at capacity, along with The Clunes Free Lending Library, Esmond Gallery and The Supper Room as our ancillary venues.



Town Hall Panel Discussion: Building Gardens that Sustain & Nourish Us | Presented by Smith Journal

[Link to full program](#)

7.2. Talks

In 2019 we used a total of five venues for Panel Discussions and Author talks :

- **The 1872 Heritage Town Hall** was used for headline ticketed Author Talks and Panel Discussions. With a capacity of 190 two Panel Discussions - *Building Gardens that Sustain & Nourish Us* and *What is Defining us as a Nation* – along with two Author Talks - *Kon Karapanagiotidis's The Power Of Hope* and *Jane Caro's Accidental Feminists* - **sold out** with standing room at the back and patrons looking to purchase tickets on the door being turned away due to the venue being at capacity.



Kon Karapanagiotidis



Jane Caro

A number of other talks and discussions were close to capacity in the Town Hall. Sound was an issue at the start of the weekend but was quickly rectified with the assistance of a sound technician volunteer.

- **The Clunes Free Lending Library** was again set up as a talks venue and sold well with the Panel Discussion *New Voices and Smart New Writing* and *Value of Books* selling out. However the venue proved a challenge with regards to disability access - the building does have limited wheelchair access at the rear of the building which can prove difficult to navigate.



What a surreal & humbling day at @clunesbooktownwriters fest. My talk sold out, got a standing ovation, signed books for 2 hours & all copies of my memoir #ThePowerOfHope already sold out & I still have another talk tomorrow. I'm taking myself for a pint to celebrate this moment

Kon Karapanagiotidis

- **The National Hotel** was used for free talks with authors including local author Michael Rowe debuting his book *The Art of Roadside Burning* and a very successful Panel Discussion - *Play Like a Girl* - with authors Alicia Sometimes and Nicole Hayes.
- **The Supper Room**, adjacent to the Town Hall was used in lieu of **The Cottage**, which became unavailable just before the Festival. This space was also our Green Room so it was a juggle accommodating authors with talks and workshops happening, but all our authors were very understanding. This year we held our first all Children Panel Discussion with renowned children's author Gabrielle Wang and the room was at capacity. We also sold out all our Poetry Wine and Cheese: Readings and Discussion on Saturday and Sunday.



- **The Esmond Gallery** was used by Federation University Australia as a dedicated space where they hosted a variety of Author Talks and Panel Discussions with support from the Collaborative Research Centre in Australian History.

7.3. Kids Area

This area was co-ordinated by Ember Parkin and Lana de Kort and it included activities for kids of most ages located at the Templeton end of Fraser Street, with dedicated marquees for kids, with circus skills workshops and performances, magic tricks, dress up parade and cartoon portraits.



Asking For Trouble, Circus Performance

We had a Pop Up Writing Studio with Melbourne Young Writer's Studio and Little Activist Letter Writing with Author Ailsa Wild, both of which proved very popular with our young audience.

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

Love love love this festival!!! I started bringing the kids a few years ago and now we look forward to it every year!!

Clunes was fantastic! Thank you for having me [@clunesbooktown](https://www.instagram.com/clunesbooktown) What a wonderful job the organisers & volunteers do. I signed lots of books thanks to [@readingsbooks](https://www.instagram.com/readingsbooks)

Gabrielle Wang

This year we had Civic Kids join the Festival with a number of their own incentives, one of which was their Festival Showbags, designed by kids for kids, which sold out quickly. Civic Kids is a place based participation program for kids aged 8 - 12 years. Civic Kids supports young people and communities to work collaboratively to create results that have an impact both now, and in the future.



7.4. Other attractions

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

Other attractions included:

- Paul Wookey and Philomena Carrol
- Creswick Brass Band
- Daylesford Community Brass Band
- Whizbang Orchestra
- The Mercurys
- Roving Entertainers, The Mad Hatter and Mad Hatty
- Jacques, the French Waiter
- Wesley College Student bands
- Interactive World Map
- Stopwatch Mime and Magic
- Paloma, The Roving Poet
- Tom Ripon's fanciful wire creatures were installed on many locations around the town

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 were not used as extensively as they have been in the past so we need to reassess the cost of hiring again for future Festivals.

Safety vests were worn by all key logistic staff during set up and take down, which helped to identify them to other 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

We continued with our 2018 layout of the Festival with all our Book Traders being consolidated along the centre of Fraser Street. We moved the Food Court adjacent to the main entrance. Collins Place was once again left free for tables and chairs to be used by picnickers and families.

We located the Kids Area on the western end of Fraser Street, but we will reconsider the Kids Village location for 2020 because, although the current location sent traffic to this part of the town, the Festival precinct seemed a bit disjointed with the Kids Book Traders being “cut off” from the main cohort.

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

8.3. Marquees

We purchased two new, colourful marquees for the Kids Village. We do have a good stock of marquees but may consider not hiring out marquees for the 2020 festival. We plan to do an audit late 2019 to assess what we have in stock.

8.4. Waste Management

Hepburn Shire provided a substantial number of event bins and skips for the Festival and they emptied all street bins prior to the Festival. The Clunes Agricultural Society gave invaluable assistance in emptying and replacing bins overnight.

8.5. Toilets

Moving the Food Court allowed us to install portable toilets in Gold Lane. This year we had chalkboard signage, along with corflute directional signage to both existing toilet facilities, as well as those brought in for the Festival. Hepburn Shire Council provided a cleaner for the weekend who kept Collins Place and The Warehouse toilets clean and in stock of paper. Once again, the Clunes Young Farmers group did a great job of cleaning and restocking the hired toilets

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. We need to consider whether or not we could close off the street from midday Thursday to enable safe construction of marquees. Fence visibility on the Thursday needs to be looked at. Instructions to Book Traders 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 Red Door Gallery at 69, Fraser Street.

8.8. Shuttle Bus Services

Many thanks to sponsor Graham Ryan, Managing Director of Emergency Technical Services Pty Ltd, who provided a 25 seater and 8 seater bus and drivers to shuttle guests between the RACV Goldfields Resort and Clunes throughout the Festival Weekend.

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, however this year passenger numbers were down on previous years.

8.10. Food Stalls

Food Vendors were located adjacent to the main entrance, on Anzac Corner, which proved successful for Vendors and patrons alike. Additionally we had an ice-cream vendor and twisty potatoes outlet located near to the Senior Citizens Centre to cater for kids at that end of town. Ed Bradley supervised all the co-ordination and set up of the incoming food vendors on Friday.

8.11. Functions

We held our celebration dinner at the Showgrounds on the Saturday evening, supported by the Creswick and District Community Bank, and it was a great success with wonderful food catering for all dietary needs. This year we welcomed *Lost in Sweden*, a musical duo, as entertainment.

8.12. Office

The Ulumbarra Room of The Warehouse, 36 Fraser Street, served as a central point for the Festival operations over the weekend, with thanks to the IT department of The Hepburn Shire who provided us with LAN connection over the weekend.

8.13. 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, and collect their identifying apron, at the Festival office located in The Warehouse.

8.14. Use of the Warehouse and Council facilities

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

9. Marketing and Media Campaign

9.1 Marketing Summary:

Based on survey data from the 2018 Clunes Ballarat Festival, second only to word of mouth, social media was named as the way most attendees first heard about the Festival. Recognising this outcome we again focussed heavily on social media as our key marketing strategy. This saw us create advertisements targeting our audience groups and posting up to multiple times a day across our channels. Posts on our Facebook Page received up to triple the numbers of shares compared to the best performing posts in 2018.

For 2019, we also prioritised establishing and growing media partnerships with outlets who share our target audience. Key successes included developing sponsorship relationships with Triple R radio and Smith Journal / Frankie Magazine. Along with securing very competitive advertising arrangements with these outlets, we also leveraged their social media audiences through giveaways.

While many of the influencers we approached to partner with were unavailable, some already engaged by the Sydney Writers' Festival, we engaged The YA Room - a Young Adult Melbourne Book Club and influencers - to promote, attend and document the Festival. We also engaged a major book influencer Tamsien West known as "Babbling Books" who promoted the Festival for free for us via a giveaway on her social media. While already engaged by Sydney Writers' Festival in 2019 and therefore limited in her involvement with Clunes Booktown Festival, Tamsien expressed interest in working with us more closely in 2020.

The sentiment on social media was very positive, with no negative posts unlike in previous years. Our Facebook rating also increased to 4.4/5 stars by the end of the Festival, and we had approximately 1,000 new images shared to Instagram, tagged with our brand hashtags.



9.2 PR Summary:

This year, Clunes media profile reached great heights with ABC Radio broadcasting live from Collins Place on Friday 3 May, with a full three hours dedicated to Clunes, the community and the annual festival. Local authors, community members and shop owners were interviewed alongside local members of government. This broadcast reached ABC Ballarat, ABC Central Victoria and ABC Greater Western, covering the Goldfields and beyond.

On top of this, popular ABC TV program *Back Roads* filmed the festival as part of their focus on Clunes in an episode to air later in 2019. This is a major coup for the town, shining a light on the glorious community of Clunes.

The *Ballarat Courier* sponsorship tied in well with the publicity plan with daily editorial appearing in print and online in the weeks leading up to the festival weekend.

Over the actual festival weekend, WIN TV, Channel Nine News and local reporters covered the event as well as *The Guardian* providing an excellent overview of the event and the community.

Each story was positive and well received, paving the way for another successful year of media coverage in 2020.

[Link to Media Report](#)

Recommendations and Future Actions

- 📖 Mobile Phone Coverage still a major issue. With Telstra's installation of a new tower on their exchange we hope to see an improvement in 2020.
- 📖 Relocate the Kids Area to make the Festival precinct more cohesive - kids book stalls should all be together and Reading tents need to be closer together
- 📖 Reduce the number of ticketed venues to assist with logistics
- 📖 Advise Primary and Pre-schools of the number of food/drink vouchers to they can stock their food stall accordingly
- 📖 Author VIP Passes – reconsider how passes are issued to VIPs.
- 📖 Relocate The Green Room to The Warehouse
- 📖 Set Fraser Street as the Stall Holders pass collection point
- 📖 Marquee assembly – reduce the number of marquees available for hire
- 📖 Fence visibility on the Thursday needs to be better
- 📖 Consider flood lighting for take down or flashing cones around the workers
- 📖 Make larger signs for designated Showground parking
- 📖 Clean Up should be more organised – more assistance needed
- 📖 Revamp Food Court entry to include a wheelchair ramp
- 📖 Consider “Refresher” volunteer sessions for 2020
- 📖 Investigate a money safe at the Railway as we were without an option to bank money over the 2019 Festival weekend
- 📖 Prepare ‘What If’ plan in the event of inclement weather
- 📖 No Dogs policy needs to be enforced.
- 📖 Consider making the Festival latex-free, no balloons



10 Creative Clunes Staff and Board

10.1 Staff

CEO	Richard Mackay-Scollay
Program Developer/Coordinator	Louise Permezel
Administrator and Author Liaison	Sharon Hughes
Media Consultant	Emily Osmond, goodmedia
Publicist.....	Ali Webb, House of Webb
Graphic Design	Sahm Keily
Official Festival Photographer	Chloe Smith
Assistant Photographer.....	Ann Jeffree
Logistics Co-Ordinators.....	Tim Parkin, Ray Nicholls
Volunteer Registration.....	Jane Lesock, Mount Beckworth Wines
Volunteer Co-Ordinator	Lois Nichols
Food Vendor Co-Ordinators	Ed and Geraldine Bradley
Book Trader Wranglers	Lily Mason, Gill Jedwab
Money Counter.....	Michael Mowat
Kids Area Co-Ordinators	Ember Parkin, Lana de Kort
Transport Co-Ordinator	Richard Gilbert
Accommodation Advisors.....	June and Graeme Johnstone

10.2 Board

Chair.....	Andrew Reeves
Treasurer.....	Chris O'Donnell
Secretary.....	Sharon Hughes
Members	Richard Gilbert
	Ember Parkin
	Tim Parkin
	Leslie Falkiner-Rose
	Amy Dainton
	Neal Jedwab
	Mick King
	Richard Mackay-Scollay (ex-officio)

11 Financial Report

11.2 Ticket Sales

We utilised trybooking.com again for online ticket sales, resulting in 2489 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.

11.3 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.

11.4 Money collections

We relocated money counting to a quieter and less accessible location, due to concerns about security at the point of counting but encountered an issue with banking because there was nowhere available in town over the weekend to safely bank money overnight due to the loss of the towns ATM/safe in the local newsagency.



11.5 Booktown Festival 2018 Income Statement

	Income	Expenses
Corporate Sponsorship	\$38,000	
Ticket sales - Gate	\$52,808	
Ticket sales – Author talks	\$16,890	
Local trader Program Advertising	\$2,364	
Booktrader Site Fees	\$18,591	
Food trader Site Fees	\$4,042	
Merchandise sales	\$179	
In kind support	\$37,960	
Advertising		\$23,178
Ticket sales online fee		\$635
Volunteers dinner		\$3,818
Program Developer/Co-ordinator		\$9,396
Primary School food vouchers		\$259
Media consultant fee		\$15,000
Program and advertising graphic design		\$7,313
Entertainers Fees		\$6,014
Equipment Hire / Purchase		\$19,739
Liquor License		\$120
Badges		\$3,388
Postage		\$2,028
St Johns Ambulance		\$836
Security		\$1,800
Stationery		\$188
Travel Expenses (local)		\$249
Venue Hire		\$927
Writers fees		\$13,470
Writers Travel, Accommodation and Hospitality		\$7,007
In kind support		\$37,960
Total	\$170,834	\$153,325

Notes:

Ticket Sales were down on 2018 but almost identical to 2017. We again had 2 paid venues (Town Hall and Former Free Lending Library) and three free venues (Esmond Gallery, National Hotel and The Supper Room) for author talks. Gate sales may have declined on 2018 due to an inclement weather forecast.

The Board elected to employ a Program Developer/Co-ordinator for the 2019 *Booktown Festival* and *Booktown on Sunday*. The amount reflected in the expenses is 90% of the total cost of this position.

In kind support has been estimated and included in the income and expenses. This is a summary total of estimated sponsorship from advertising and media discounts, accommodation (RACV and local), printing costs (McPhersons) and traffic management and waste management (Hepburn Shire Council).