

5 September 2017



Attention: Mr Garry Bird, Manager Corporate & Community Services

## **Cottesloe Outdoor Film Festival**

This letter is in support of, and in addition to, the Event Application supplied.

We are writing to seek your support for the continuation of the Cottesloe Outdoor Film Festival that commenced in February 2017. This proposal is to request:

- approval to run the festival for the next three years 2018 – 2020
- a waiver of Council fees
- event funding of \$5,000 per annum to assist in covering the costs of providing this service to the Cottesloe community

## **BACKGROUND**

The Cottesloe Outdoor Film Festival was launched in 2017 as collaboration between Cottesloe Films ([www.cottesloefilms.com](http://www.cottesloefilms.com)) and Sunset Cine ([www.sunsetcine.com](http://www.sunsetcine.com)).

Cottesloe Films is owned by Miranda Edmonds, a local filmmaker whose short films have screened on SBS Television, Qantas, United Airlines and at numerous Oscar-qualifying festivals around the world. As a resident, she frequently attends the Somerville in Nedlands and Camelot Outdoor in Mosman Park, but has always wished an outdoor cinema experience existed here in Cottesloe.

The aim was to bring some world-class cinema to the Town of Cottesloe in a range of genres and styles. The 2017 program included:

- **Tanna** (Australian) - Oscar nomination, Best Foreign Language Film 2017
- **Paper Planes** (Australian) - Cancelled due to weather
- **Embrace of the Serpent** (Columbian) - Oscar nomination, Best Foreign Language Film 2016
- **Hunt for the Wilderpeople** (NZ)

Prior to each feature film, a short movie about the Cottesloe Coastcare Association was screened, as well as a short documentary from the Film & Television Institute's *Indigenous Community Stories* program.

The festival ended up running over three nights, with over 600 attendees. Financially it broke even, allowing a nominal fee of around \$4K for each organiser. This was made possible by the Council's generosity in waiving hire fees, the commitment of Coastcare volunteers and the fact that all electrical and lighting equipment was provided at 10% of the normal cost, thanks to Sunset Cine.

Unfortunately Peter Hudson of Sunset Cine is unable to be part of the festival going forward due to the very large time commitment required. Whilst Peter will be sorely missed, Cottesloe Films is excited to be continuing the festival into its second year.

In 2018, Cottesloe Films is partnering with Estelle Buzzard of Buzz Productions ([www.buzzproductions.com.au](http://www.buzzproductions.com.au)) to run the festival. Estelle has extensive experience in publicity, event management and film promotion through her PR company, Buzz Communications ([www.buzzcommunications.com.au](http://www.buzzcommunications.com.au)).

Estelle has represented award winning Australian actors and directors; consulted to numerous documentary, film and TV companies, international sales agents and distributors; and managed dozens of film events and premieres. Her previous event clients include CinefestOZ Film Festival, ScreenWest, Perth Fashion Festival, Chevron City to Surf, GO3 Electronic & Entertainment Expo, MonsterFest, and X Media Lab to name a small few.

Her skills will be a great asset to the team and allow us to market the festival in a more effective manner.

## **2018 FESTIVAL SUMMARY**

- We propose to screen six films over three weekends:
  - 27 – 28 January 2018
  - 2 - 3 February 2018
  - 9 - 10 February 2018
- We request a capacity of 450 people per evening.
- Our proposed ticket price is \$15 for kids/concession and \$22 for adults, with \$2 from each adult ticket going to the Cottesloe Coastcare Association. An additional fee maybe charged for those wishing to participate in the opening night and closing night festivities.
- The inflatable screen and speaker system will be placed on the main lawn of the Civic Centre, facing towards the Tennis Club, to minimise noise impact to nearby residents.
- The event will open at 5.30pm and be concluded by 11pm.

The wonderful thing about outdoor cinema is that it becomes more than a movie. The festival brings to Cottesloe a fantastic opportunity for the community to come together and enjoy the stunning views of the Indian Ocean, listen to local acoustic musicians, hear from talented filmmakers, and experience world-class films.

Situated at the Civic Centre, our vision is that many families will be able to walk to the venue and enjoy such a night. It will also provide a great opportunity to get many local businesses and the Town of Cottesloe involved in a great community event.

## **2018 FILM PROGRAM**

We are passionate about showcasing local and national films, as well as bringing great international films to Western Australia. Some examples of the material we are considering for 2018:

- **Three Summers [AUS]** - Directed by Fremantle resident Ben Elton and filmed in WA.
- **I Am Heath Ledger [CAN]** - Friends and family remember his life and career, 10 years on.
- **The Documentary of Dr G Yunupingu's Life [AUS]** - A soaring, evocative audio-visual journey into the life, culture and landscapes of one of Australia's most beloved singers who passed in 2017.
- **Final Portrait [AUS]** - starring Geoffrey Rush
- **Patti Cake\$ [USA]** - Sundance favourite starring Australian Danielle Macdonald
- **Oscar Short Film Evening [INT]** - Selection of Oscar-nominated short films
- **Happy End [EUR]** - Directed by Michael Hanake
- **Jungle [AUS]** - Directed by Greg McLean, starring Daniel Radcliffe
- **Ellipsis [AUS]** - Directed by David Wenham

At least one night will be specifically aimed at families with a film such as:

- **Storm Boy [AUS]**
- **Oddball [AUS]**
- **Eddie the Eagle [UK]**

Where budget allows, we will be inviting filmmakers and/or actors to introduce the film and participate in post-screening Q&A sessions. As we grow the festival, we envisage that this will become the norm rather than the exception.

To further enhance the audience's experience, we will be theming the weekend's events, supporting them with specific promotional materials and relevant activities on the night (e.g. bouncy castle at kids' films, Indigenous musicians prior to Indigenous films).

Example Program:

**27 - 28 JANUARY 2018**

Celebrating the lives of two extraordinary Australians with feature documentaries on the Australia Day long weekend.

- **I Am Heath Ledger** to coincide with the 10<sup>th</sup> Anniversary of his death, 22 January. Screening to be introduced by the Ledger family. Cross-promotional opportunity with the Art Gallery of Western Australia, which is hosting *Heath Ledger: A Life in Pictures* exhibition (14 October – 29 January). Opening night sponsors event to be hosted prior to screening, and festivities to continue after the screening with live music.
- **The Documentary of Dr G Yunupingu's Life** to coincide with the singer's first birthday since his passing. He would've turned 47 on 22 January. Screening to include a traditional Welcome to Country and local Indigenous performances.

**2 - 3 FEBRUARY 2018**

A perfect way to start the new school year with a family night under the stars. Heart-warming stories that will make you laugh and cry.

- **Storm Boy** is the much-anticipated retelling of Australia's best-loved animal story, starring Geoffrey Rush and Jai Courtney. At the heart of the tale is a young boy who forms a special bond with a pelican named Mr Percival. Cottesloe Coastcare to be 'front and centre' for this event. Director and actors invited to host the screening.
- **Eddie the Eagle** is a biographical sports comedy-drama about a British skier who became the first competitor to represent Great Britain in Olympic ski jumping since 1929. The film co-stars Hugh Jackman and had its world premiere at the Sundance Film Festival on 26 January 2016. Focus on British music, food and drink specials.

**9 - 10 FEBRUARY 2018**

The Best of Cinefest – highlighting the audience favourites from the recent CinefestOz Film Festival.

- **Ali's Wedding** is an irreverent and warm-hearted comedy, based on the life of the lead actor and writer, Osamah Sami. Set in Melbourne, the film is an affectionate and entertaining story of love and duty. Osamah invited to host the screening.
- **Three Summers** is a romantic comedy film, written and directed by Fremantle resident, Ben Elton. Set and filmed in WA, its large ensemble cast includes Magda Szubanski, Michael Caton, Deborah Mailman, Jacqueline McKenzie, John Waters and WA's Peter Rowsthorn. Ben Elton and Peter Rowsthorn invited to host the screening. Closing night sponsors event to be hosted prior to screening, and festivities to continue after the screening with live music.

## **Food and Beverages**

In order to create a vibrant atmosphere and a place for the community to interact, we will encourage people to come early and enjoy dinner together before the film. They will be able to either bring their own picnic or purchase delicious, affordable food from one of two food trucks that will be available each night.

We would like to provide a small bar selling beer and wine. Alcohol sales will be subject to us obtaining an extraordinary liquor licence to run this bar.

## **The Screen and Equipment**

The inflatable screen and equipment is entirely portable and installed in under 3 hours. It will be removed entirely at the conclusion of each night.

For all other equipment we request permission to leave it in place between the two screenings each weekend. As such, we would employ a security guard to remain with the equipment at all times when event organisers are not present.

## **Noise**

Film evenings will take place on Friday, Saturday and/or Sunday nights with all sound systems completely shut down by 11pm.

The screen and speaker system will be placed on the main lawn, facing towards the Tennis Club, to minimise noise impact to nearby residents. In addition to the actual films, the nights may include acoustic musicians, presentations and/or host Q&A interviews with talent, using microphones.

No generators are planned to be used and it is not expected noise limits will exceed the limits set by the Town of Cottesloe. Noise limits were not exceeded at the 2017 festival.

## **Community Benefit**

The Cottesloe Outdoor Film Festival will engage local people and businesses, whilst providing enjoyment of residents and visitors.

We will be approaching local businesses regarding sponsorship and advertising opportunities, giving them a means to promote their products and services.

We are also open to using the events (and screen) to promote awareness and education campaigns, an opportunity we hope the Town of Cottesloe will embrace.

Whilst we want to create a commercially sustainable event, we are committed to making a formal donation. A percentage of ticket sales will be donated to a not-for-profit organisation of our choice, whose projects specifically benefit the suburb and residents of Cottesloe. We believe this to be an important aspect of community engagement that will benefit all stakeholders.

In addition to financially supporting our chosen charity, the festival gives them a platform to promote their organisation via screen advertising, signage and branded volunteers at each event. We had a successful partnership with the Cottesloe Coastcare Association in 2017 and hope to continue this at subsequent festivals.

## **COUNCIL SUPPORT 2018 – 2020**

We view the Cottesloe Outdoor Film Festival as an annual project with the potential to provide significant community engagement and goodwill far into the future. We had a great start in 2017 and would like to build on the momentum and knowledge gained from this first year to build an event that becomes an established part of the Cottesloe calendar.

***We would like to request permission to run the festival for the next three years and have the exclusive rights to do so. We have specified dates for the 2018 Festival and request in principal support for 2019 and 2020.***

This would allow us to plan the execution and growth of the festival with some continuity. It would also save on distractive time, effort and costs for both the Council and organisers. It is a very big workload and we would like to know that if we put in the effort to establish the event that we have a future going forward.

Knowing that the Festival is confirmed for the next three-years will enable us to approach and secure long-term sponsors. Currently there are several local businesses that are excited by the Festival's potential growth and are keen to support the initiative. It also enables businesses to incorporate the sponsorship into their marketing budgets for the next three years.

***As part of this application, we also seek the Council's financial support in two forms.***

We seek a replication of the fee waivers that were granted for the 2017 festival. Conservatively, current fees payable to the Town are approximately \$1000 per evening, which essentially means the event would not be viable. With the support of the Town we will be able to make the event sustainable whilst still supporting a local community organisation. It is envisaged that after this period, we would have grown the Festival to a point where we will be in a position to cover Council fees from our sponsorship and advertising revenue.

The fees in particular we seek to have offset by the Town of Cottesloe are:

- Location hire and set up fee
- Noise monitoring fee
- Fee for two food vans on site
- Fee for section 59 liquor licensing (if required)
- Fee for rubbish bin hire/disposal

In addition, we seek a financial contribution of \$5,000 each year from 2018 - 2020, to assist in the running of the Festival.

In return for this financial support, we would tailor a sponsorship package specific to Town of Cottesloe's requirements, including but not limited to:

- Unlimited signage at screenings
- Prominent logo placement on all promotional materials
- Cinema advertisement at all screenings (static ad valued at \$1200)
- Printed advertisement in any flyer, program and/or brochure produced
- Donation of 20 tickets to each screening to local charities or community organisations of your choice (valued at \$2640)
- 20 additional VIP tickets to Opening and Closing Nights events (valued at \$1600)

We also request permission to put up a sign on the corner of Broome and Napier Street from November 2017 until three weeks after the conclusion of the Festival to ensure maximum opportunity for local people to learn about the event. This sign would feature the Town of Cottesloe logo.

### **Conclusion**

Financial viability is always a risk for new events, particularly when delivering to a high quality is a priority. Our aim is to keep ticket, food and beverage prices at a reasonable level to ensure maximum community participation.

As an integral stakeholder in this program, we would like to be able to acknowledge the Town of Cottesloe as a major supporter of this community event.

We trust the Town of Cottesloe Council will look favourably on our proposal and request for assistance, enabling us to continued this exciting, vibrant event in the heart of our town.

I can be contacted at any time for further input or clarification.

Thank you and regards,

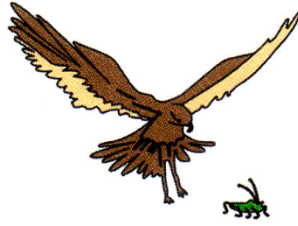
**Miranda Edmonds**

Cottesloe Outdoor Film Festival

2018	ITEM	BUDGET per night	TOTAL BUDGET - 6 nights	NOTES
<b>6 nights, 450 capacity, average 350 sales</b>				
<b>REVENUE</b>				
	Adult tickets - \$22	\$ 5,500.00	\$ 33,000.00	250 sales per night
	Concession/Kids tickets - \$15	\$ 1,500.00	\$ 9,000.00	100 sales per night
	Sponsorship	\$ 1,666.67	\$ 10,000.00	
	Beverage sales	\$ 2,622.50	\$ 15,735.00	3 x 2017 sales
	Bean Bag hire	\$ 300.00	\$ 1,800.00	\$10 for beanbag hire
	Food van appearance fee	\$ 200.00	\$ 1,200.00	2 vans
	<b>TOTAL REVENUE</b>	<b>\$ 11,789.17</b>	<b>\$ 70,735.00</b>	
<b>EXPENSES</b>				
<b>Talent</b>	Musicians (pre-show entertainment)	\$ 600.00	\$ 3,600.00	
	Other preshow (e.g Welcome to Country)	\$ 500.00	\$ 500.00	
	Special guests - directors/actors	\$ -	\$ -	Depends on sponsorship and film selection
	M/C (opening and closing)	\$ 400.00	\$ 800.00	
	Festival Director	\$ 833.33	\$ 5,000.00	
<b>Marketing &amp; Promotions</b>	Publicist	\$ 833.33	\$ 5,000.00	
	Print Advertising	\$ 611.67	\$ 3,670.00	1/2 page in the Post, 3 weeks <i>*potential sponsorship opportunity</i>
	Graphic design	\$ 416.67	\$ 2,500.00	
	Web hosting	\$ 17.50	\$ 105.00	
	New domain name purchase	\$ 5.83	\$ 35.00	<a href="http://www.cottfilmfest.com.au">www.cottfilmfest.com.au</a> - for use on materials, page will redirect to existing website
	Printing	\$ 250.00	\$ 1,500.00	<i>*potential sponsorship opportunity</i>
	Street sign - Vanguard	\$ 33.33	\$ 200.00	
	30 x Branded beanbags	\$ 430.00	\$ 2,580.00	One off purchase to be split over 3 years <i>*potential sponsorship opportunity</i>
<b>Council Fees</b>	Comp tickets	\$ 440.00	\$ 2,640.00	based on 20 adult tickets per night
	Civic centre hire - council fee	\$ 690.00	\$ 4,140.00	
	Noise monitoring - council fee	\$ 166.67	\$ 1,000.02	
	Food van certification - council fee	\$ 80.00	\$ 480.00	
<b>Bar Expenses</b>	Rubbish bin hire & removal	\$ 120.00	\$ 720.00	6 bins?
	Liquor licencing	\$ 53.00	\$ 224.00	application fee
	RSA Approved Bar Manager	\$ 200.00	\$ 1,200.00	
	Alcohol purchases	\$ 1,399.33	\$ 8,396.00	Depends on sponsorship negotiated
	Water - plain & sparkling	\$ 60.00	\$ 360.00	<i>*potential part sponsorship opportunity</i>
	Soft drinks	\$ 80.00	\$ 480.00	



	Mobile cool room hire	\$ 306.00	\$ 1,836.00	
	Bar - lighting, tables, chairs, glassware	\$ 392.00	\$ 2,352.00	Reeces
	Sundries	\$ 100.00	\$ 600.00	Globes, openers, ice, glass breakages
	Eftpos machines/service	\$ 66.67	\$ 400.00	ticket sales and bar
	Screening licence fee	\$ 2,100.00	\$ 12,600.00	
	Screen Hire	\$ 800.00	\$ 4,800.00	
	Power	\$ 482.00	\$ 2,892.00	Quote from Reeces, based on top lawn
	Security	\$ 300.00	\$ 1,800.00	Overnight - once per weekend
	Fencing	\$ 132.00	\$ 792.00	
	Ropes & bollards	\$ 75.00	\$ 450.00	
	Long Cocktail Table Package (6 stools) x 3	\$ 198.00	\$ 1,188.00	
	Public liability Insurance	\$ 223.33	\$ 1,340.00	QBE \$20,000,000
<b>Other</b>	less Donation (\$2 from every ticket)	\$ 500.00	\$ 3,000.00	
	<b>TOTAL EXPENSE</b>	<b>\$ 13,895.67</b>	<b>\$ 79,180.02</b>	
	<b>PROFIT (LOSS)</b>	<b>\$ (2,106.50)</b>	<b>\$ (8,445.02)</b>	



## COTTESLOE COASTCARE

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Miranda Edmonds  
Director Producer  
Cottesloe Films  
3 September 2017

Dear Miranda,

Cottesloe Coastcare Association volunteers were pleased to be part of the inaugural Cottesloe Outdoor Film Festival earlier this year.

We enjoyed supporting such an excellent community event in our beautiful Cottesloe Civic Centre grounds. The Festival also provided us with the opportunity to show a two minute video about our voluntary restoration work along the Cottesloe foreshore. All evenings were family oriented, fun community events. The food and drinks suppliers provided a great picnic service too.

CCA volunteers assisted each evening and we received a very generous donation from COFF of \$2 for every full priced ticket sold.

We would be delighted to be able to continue a relationship with COFF in 2018 and we hope that the Film Festival can be a part of our local summer fun again next year.

Yours sincerely,

Robyn Benken

Vice –Chairman, Cottesloe Coastcare Association (Inc)

[www.cottesloecoastcare.org](http://www.cottesloecoastcare.org)

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COTTESLOE COASTCARE ASSOCIATION (INC)  
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