

# By the C

“By the C” is the brainchild of Metric Events, Pilerats and Zaccaria Events & Touring who’s aim is to create a brand of event which delivers: A cultural gathering which showcases the best home-grown and international musicians and cultural attractions while placing a heavy emphasis on sustainability and the local community.



**Zaccaria Concerts and Touring (ZCT)** is the culmination of many years of experience in the live music industry, having developed unrivaled expertise in the promotion and production of large scale concert events, including outdoor concerts. The team consists of passionate people with extensive music industry backgrounds, focused on delivering a premium entertainment experience for its’ clients. ZCT have featured artists such as Mariah Carey, Lionel Richie and John Farnham to name a few.

**Metric Events and parent company Pilerats** are a collective creative of twenty-something year olds with a passion for all things cultural for the youth demographic of Perth and Australia. They are responsible for WA’s leading youth-culture and lifestyle blog (pilerats.com), large scale events like Wonderland, a leading live music venue just opened in Northbridge called Jack Rabbit Slims, and a full creative team that includes photographers, designers, videographers and writers.

**Castaway** saw the first joint venture for these two companies combining Metric's grasp on the interests of the 20-30 year old demographic with Zaccaria's reputation and expertise in delivering a safe and well executed large scale event. Castaway had been the most well received boutique event to hit the Western Australian circuit in recent times and a first for Rottnest Island. Castaway's reputation has been bolstered by flawless reviews from all parties involved on the island including The Rottnest Island Authority, WA Liquor Enforcement Unit, WA Police and all the local businesses that have seen positive effects from the influx in visitors to the area for the events. After 2015's successful debut for the event we have been invited back for a further two installments for the 2015/16 Summer season.

Zaccaria has been developing the Rottnest beach-front site for several years through their brand "Rotto Live" in conjunction with the RIA and Rottnest Hotel, presenting some of the best Australian talent including Icehouse, Jimmy Barnes, Tame Impala, The Presets, You Am I and Eskimo Joe amongst others. Through this experience we are confident in our capabilities to deliver a safe beachside event completely compliant with all local Liquor & Gaming, noise management, risk management and traffic management regulations.



### **By The C**

*By The C* is the proposed new cultural event to be located on the picturesque Cottesloe Beach. We aim to deliver a music and arts experience that engages local businesses and organisations in the Cottesloe Beach vicinity while being respectful to the local flora and fauna. Our goal is for this event to be a showcase of just how magical Cottesloe Beach really

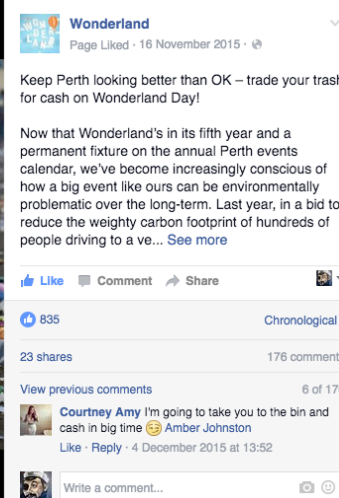
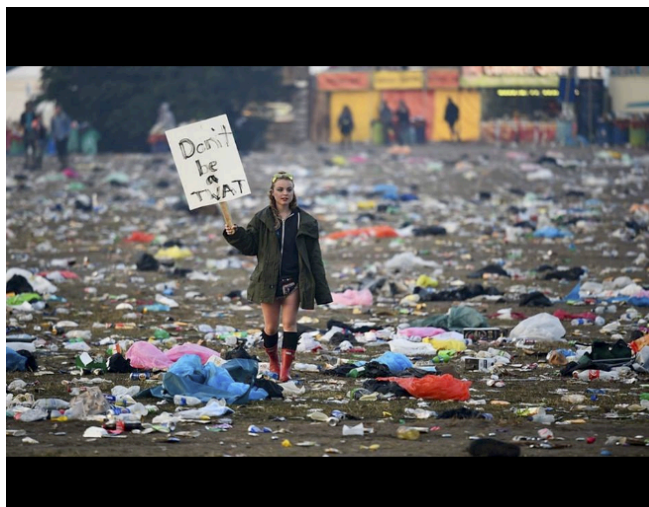
is, that would make our East Coast neighbours envious and reinvigorate the 21-30 year old demographic to return to their childhood playground.

### Going Green

Our 21-30 year old demographic are becoming much more conscientious of our effect on local flora and fauna and we will be investing to make sure Wonderland has as minimal an impact on the environment as possible. All of our marketing is done digitally through the use of social media and internet marketing to minimize wastage from marketing endeavours.

### Trash Talks

Last year at *Wonderland* saw the introduction of our “Trash Talks” incentive whereby punters are encouraged to deposit their empty vessels in our labelled recycling centres for a rebate on future purchases. This was very well received by our audience online (as seen below) and at the event. This year we will be going a step further and introducing re-usable water bottles to further reduce plastic waste at our event as well as sternly encouraging all of our suppliers, contractors and vendors to use only sustainable options for items including, but not limited to, napkins, cutlery and vessels. This will replace single-use plastics which are harmful to the environment with reusable, biodegradable and compostable materials. No plastic bags will be used at this event.



### Noise Pollution

As with all of our outdoor events, we will be engaging *Lloyd George Acoustics* to create a comprehensive Noise Management Plan and modelling of Wonderland 2016 to minimize noise pollution and impact on the local residence in compliance with our Reg 18 submission. Special consideration will also be put in planning our main stage position to further reduce impact on the local Cottesloe residents.

### Carbon Neutral



Contact has already been made with Carbon Neutral Pty Ltd to effectively calculate our estimated carbon footprint which we can then offset in a goal to make *By The C* a completely carbon neutral event. This will be done through a carbon offset program during ticket purchase, reducing power consumption during the event and we are investigating Plant-A-Tree initiatives to completely neutralize our carbon footprint.

### *Waste Management*

In conjunction with our *trash talks* initiative all waste disposal areas, both front of house and back of house, will have options for waste and recycling side by side with the lids closed to encourage punters to make the right choice in how to dispose of their rubbish.

### **Keep It Local**

We aim to engage local foundation ICEA to promote awareness of the Indigenous heritage of Cottesloe and the cause that they serve in every way possible. We will also be reaching out to the local businesses to activate food and product stalls to add to the cultural experience of the day with a wide variety of vendors and offerings. We are currently in discussions with both North Cottesloe Surf Club and Cottesloe Surf Club to minimize any impact from this event on their regular activities as well as to work on ways to promote their organisations to this audience.

### **Arts, Crafts & Food**

Through the *Pilerats* blog we will also be reaching out to local visual artists to showcase their wares as well as engaging the attendees with interactive showcases to round off the cultural experience delivered “By The C”. We have currently reached out to local arts organisation *ArtGames* to request their involvement in *By The C*.



In order to bridge the gap in Perth's art worlds, the *ArtGames* bring together diverse artistic minds and activating collaboration amongst the creative communities. An *ArtGames* event can involve intense competitions, fun games or just provide entertainment for an event. The purpose of the *ArtGames* is to showcase hidden & emerging talents of the creative people from the local area.

*Little Wing Corner Gallery* are also close affiliates of ours who have been contacted to request their involvement in *By The C*. The *Corner Gallery* is a self funded, temporary art gallery and community event space created by Alexander Miller and J'aime Fazackerley

which comes under the Little Wing Collective umbrella.

The aim of our gallery is to promote emerging and established artists and musicians from W.A and Australia and to help enrich the culture in Perth. Combining exhibitions, live art and music under one roof the Corner Gallery is a unique art space that brings together varying creative industries.

A wide range of food offerings are an essential part of any cultural event so we will endeavour to include as many local food truck vendors and outlets from the Cottesloe area to be included in the event to make *By The C* a fully immersive community affair. Vendors we've worked with in the past include *Eat No Evil*, *Toastface grillah*, *Kazz's Carribean Kitchen* and *Big El's Latin American Fusion*.

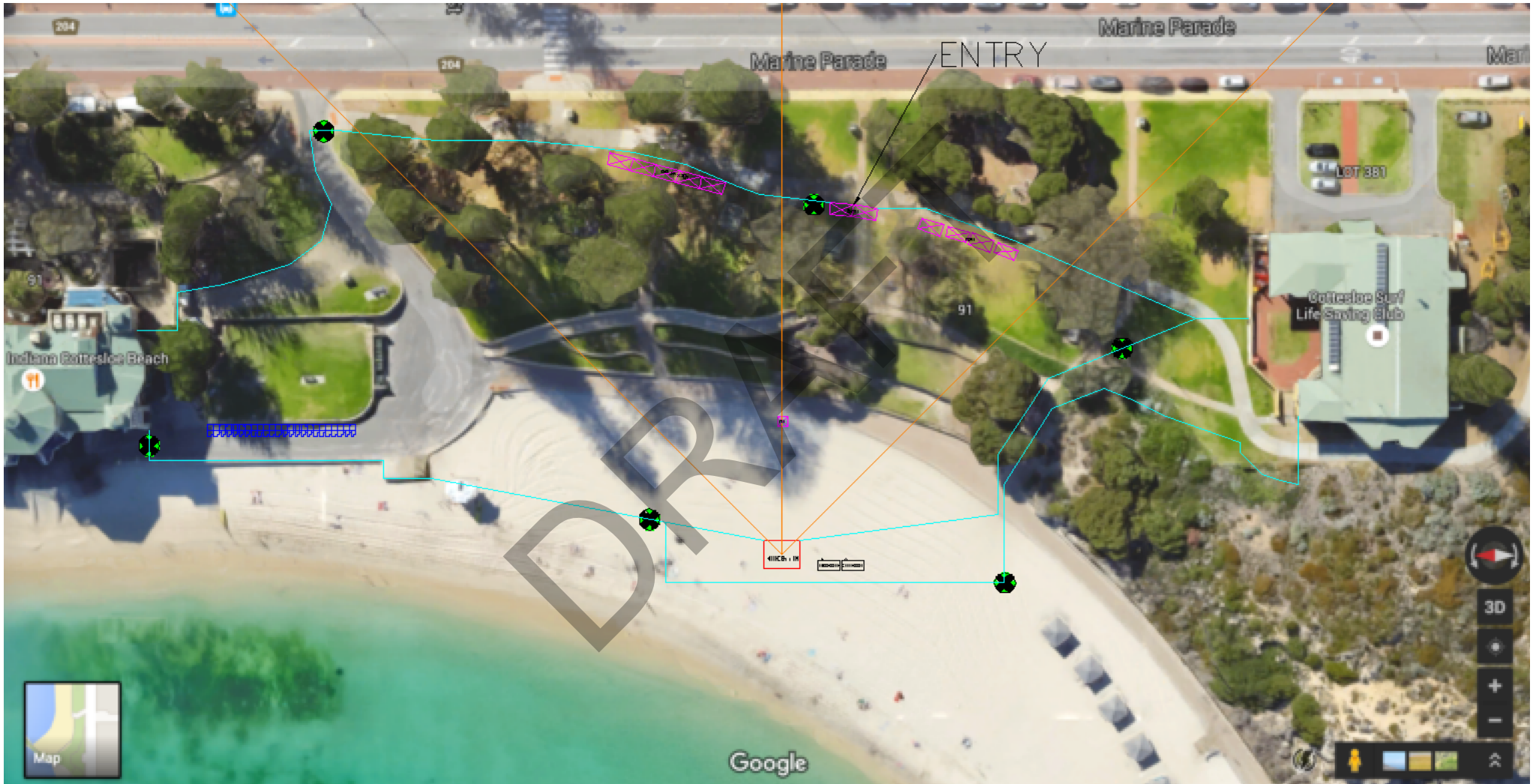
### **The music**

With one main live music stage we aim to procure a multi-band line up to keep patrons entertained throughout the day with a great array of world class musicians. One main interstate/international live act will 'headline' this stage with 2-3 interstate/local supports.

In conclusion, we believe that with the years of experience delivered by the Zaccaria Events and Touring team combined with the cultural passion and grasp of Metric Events, "By The C" will be iconic event that becomes a staple on the Cottesloe calendar.

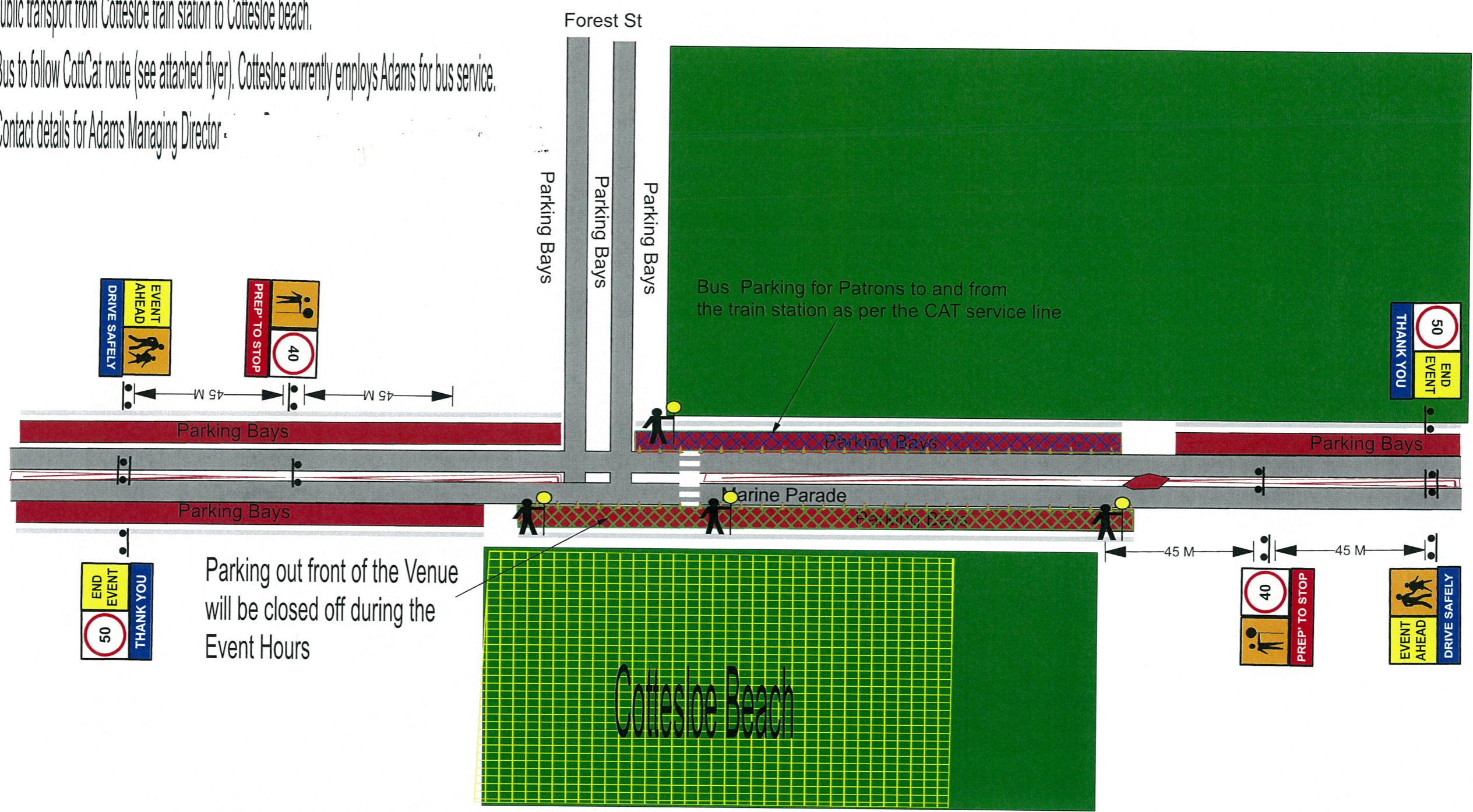









Public transport from Cottesloe train station to Cottesloe beach.  
 Bus to follow CottCat route (see attached flyer). Cottesloe currently employs Adams for bus service.  
 Contact details for Adams Managing Director -



	Site Location Street: Marine Parade Suburb: Cottesloe	TCD 01
11/05/16 Big Bang Productions By the C Concert Nov 25 2016 Concert Length- 3 pm to 8 pm	Current speed = 50 km/H  Event speed = 40 km/H	Designed By  STEVEN MACKNAK AWTM 14136701