

2015

Clunes Booktown Festival



Review Document, Clunes International Booktown Festival 2015

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REVIEW

The Clunes Booktown Festival is an initiative of Creative Clunes Inc.
Member of the International Organisation of Book Towns.

1. Review Methodology

For the review of the 2015 event we emailed or wrote to stakeholders inviting feedback. These included volunteers, food and book stall holders, speakers, participants, sponsors and Wesley College.

2. Summary of 2015 event

The 2015 Clunes Booktown Festival was the ninth year Clunes ran a Booktown Festival event and the eighth year it was run over a weekend.

In 2015 the Festival attracted a large number of Melbourne visitors, many for both days of the Festival, and a positive response from our booksellers.

Major innovations this year:

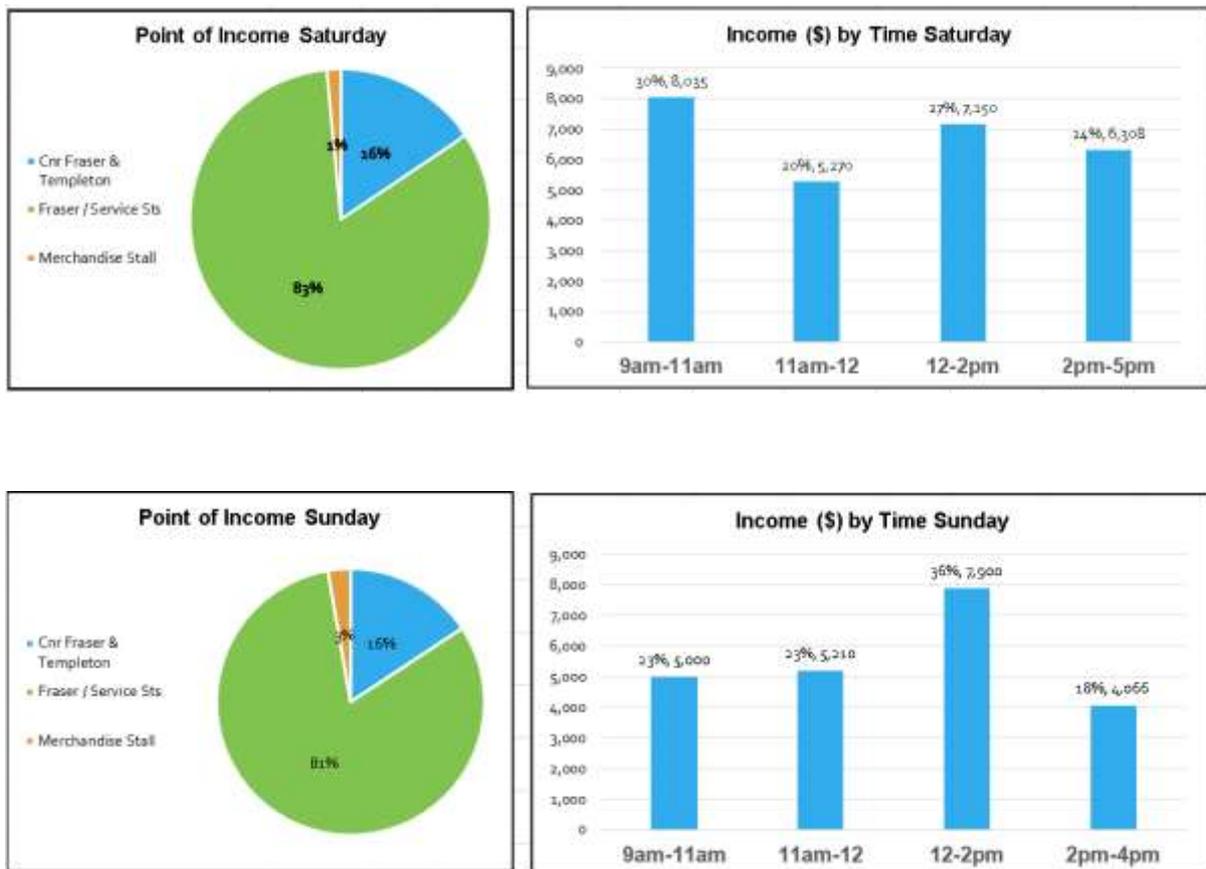
- Introduction of the \$10 Entry fee for those age 16+.
- Centralised the Children's Book Festival into Collins Place.
- Development of merchandise, using the office space as a shop.
- Set up a Book Bazaar for charities and smaller dealers.
- Combined various dinners into one night including performances from a guest writer and acoustic musician.
- Readings Booksellers set up author book sales and signings and made a significant contribution to our marketing campaign.
- Federation University had a strong presence, with their own large speaking marquee, and participating as part of the Children's area.
- Worked to develop sponsorship packages.

2.1 Attendance

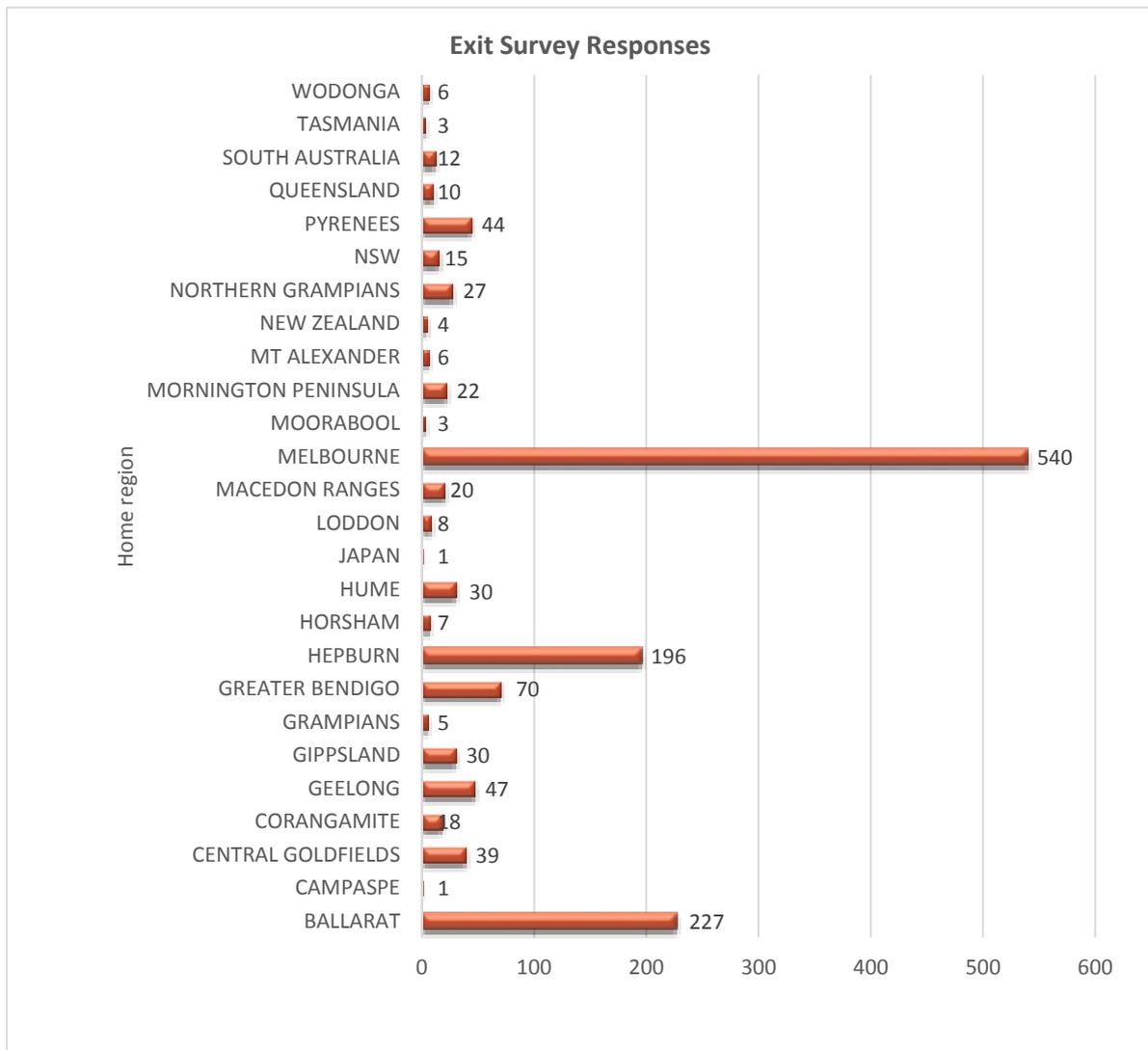
Numbers over both days is estimated at 15,500.

Strong numbers were on both days with Sunday being the busier day. Saturday ticket sales were 55% and Sunday 45% of the total. A significant number of ticket buyers returned the second day.

The following charts indicate where and when badges for the event were sold. Overwhelmingly, the corner of Fraser/Service St was our busiest entrance:



The following chart shows audience distribution by postcode. Of 1391 visitors surveyed at our two exit points, 40% were from Melbourne, 17% from Ballarat and 3% from interstate or overseas.



3. Sponsors in 2015

Creative Victoria	Wesley College	National Hotel
Federation University	Regional Arts Victoria	The Dukes B&B
Australia Council for the Arts	Museum of Australian Democracy at Eureka	XII Stone Steps
Korea Foundation	Gold FM	Skemah
Australia-Korea Foundation	AsiaLink	Clunes Newsagency
Culture Victoria	Ballarat International Foto Biennale	Five Mile Creek
McPherson Printing Group	Lucky Strike Lounge, Clunes	All Nations Lodge
Hepburn Shire	Terry Cocks	Clunes RSL
Tourism Victoria	Union Bank Arts Centre	O'Hara's Bakery Café
State Library of Victoria	AAG Real Estate	Clunes Caravan Park
Creative Partnerships Australia	Mt Beckworth Wines	Gold and Relics Gold Prospecting Adventures
Bendigo Community Bank, Creswick	Clunes Tourist and Development Association	Timeless Harmony
The Wheeler Centre for Books, Writing and Ideas	Baker's Antiques, Collectables and Books (incorporating 'French Pear')	The Book Fossicker
Writers Victoria	Full Parallel Productions	Neil Newitt Photography
Readings		Orpheus Books
Telstra		IGA Supermarket Clunes
		Index on Literature
		Clunes Swap Shop

3.1 Wesley

Wesley was once again a major sponsor, providing venues, a huge amount of support from staff and students as well as music from the Wesley Group. In particular, staff made the Bluestone available for the exhibition set up and many commented upon the helpfulness of the students on Friday set-up and Sunday afternoon clean up.

3.2 Readings Booksellers

Readings became the official bookseller. In return they provided significant promotion including 15,000 bookmarks being inserted into their monthly magazine and significant store-wide publicity.

The marquee was placed in the main street and their sales were strong. It is hoped this arrangement will continue.

It would be better if the book tent was immediately next to the author talk area.

4. Booksellers

In all a record number of book sellers with 71 sites sold.

There were no reported problems from the general booksellers. One local bookseller got left out of the program which was an unfortunate mistake.

4.1 Very Small Publishers

This was held in the Cottage on Fraser. The idea was to provide a small space with a good profile at a low cost to single-title publishers. There was no shortage of takers and the 12 sites of \$100 each sold quickly. But the seller's expectations were not met. The problem of how to cater for single title authors is still to be resolved. These sellers are characterised as having little funds and resources, high expectations and often poor retail/marketing skills.

4.2 Book Bazaar

This was held in the space by the War Memorial. 10 sites were sold at \$125 a site. The site holders had to provide their own tents, tables, etc.

Two obstacles occurred. 1. They were not highlighted in the program (although were on the map) and 2. It proved impossible to erect the banner and signage.

However the group were active and created their own good fortune.

Positive reports suggest this is an area that could be developed with the sound suggestions that we:

- draw up and allocate specific sites
- make it into a street-type layout
- Have the Bazaar leading through to the exit.

5. Program of events

The program was well received with all sessions at capacity crowds (120+ per session) and record numbers of books sold.

There were no significant issues with the authors. Clare Wright had to cancel her Sunday session and Omar Musa was the replacement. Omar Musa missed his flight but arrived later in Clunes. Omar Musa also gave a reading at the Saturday night dinner which went well and books were sold. Rachel Lee acted as translator for Hwang Sun-mi and took great care that our Korean guest was well looked after, including a short tour of Melbourne's cultural hub. Our intern Christine Ebbs was exceptional as writer liaison officer and looked after all aspects of the authors from meeting them in Melbourne to making sure they got from the talks to their book signings.

5.1 Speaking Program

SATURDAY PROGRAM			SUNDAY PROGRAM		
THE WAREHOUSE			THE WAREHOUSE		
TIME	EVENT	SPEAKERS	TIME	EVENT	SPEAKERS
10:00 - 11:00	<i>Writing Keating</i>	David Day in conversation with Professor Keir Reeves, Federation University	10:00 - 11:00	<i>Essential Secrets of Book Collecting</i>	John Arnold
11:15 - 12:15	<i>Hello Beautiful</i>	Hannie Rayson in conversation with Amanda Smith, Radio National	11:15 - 12:15	<i>The Challenge of Biography</i>	David Day in conversation with Mark Rubbo, Readings
12:30 - 2:00	<i>Overcoming the Odds – The parable and the memoir</i>	Hwang Sun-mi and Michael Mori in conversation with Joseph A. Camilleri OAM, La Trobe University	12:30 - 2:00	<i>The Creative Life</i>	Helen Trinca and Merv Collins in conversation with Kate Larsen, Director Writer's Victoria
2:15 - 3:15	<i>A Life of Madeleine St John</i>	Helen Trinca in conversation with Dr Amanda McGraw-Pleban, Federation University	2:15 - 3:15	<i>The Play's the Thing</i>	Hannie Rayson in conversation with Dr Angela Campbell Federation University
3:30 - 4:30	<i>The Forgotten Heroes of Eureka</i>	Clare Wright in conversation with Jane Smith, Director of Museum of Australian Democracy Eureka	3:30 - 4:30	<i>The 2015 Stella Prize Winner</i>	The Wheeler Centre presents the 2015 Stella Prize winner
THE NATIONAL HOTEL			THE NATIONAL HOTEL		
TIME	EVENT	SPEAKERS	TIME	EVENT	SPEAKERS
2:30 - 3:30	<i>Capturing the music in words: Writing the biography of virtuoso James Morrison</i>	Merv Collins in conversation with David Shields, producer and presenter of jazz programs on Melbourne radio for the past 15 years	2:30 - 3:30	<i>Performance by Omar Musa</i>	Omar Musa - poet, rapper, novelist
CHILDREN'S AND YOUTH AREA			CHILDREN'S AND YOUTH AREA		
TIME	EVENT	SPEAKERS	TIME	EVENT	SPEAKERS
10:30 - 11:30	<i>Workshop and story reading</i>	Danny Snell	10:30 - 11:30	<i>Workshop and story reading</i>	Christopher Faille
12:00 - 1:00	<i>The Hen Who Dreamed She Could Fly</i>	Federation University Drama Students reading extracts	12:00 - 1:00	<i>The Hen Who Dreamed She Could Fly</i>	Federation University Drama Students reading extracts
1:30 - 2:30	<i>Workshop and story reading</i>	Christopher Faille	1:30 - 2:30	<i>Reading and performing</i>	Hwang Sun-Mi in conversation with Julianne Eveleigh / Ross Hall and the Federation University Students from the reading
3:00 - 4:00	<i>Book launch of Caravan Fran</i>	Cheyli Orsini – Caravan Fran	3:00 - 4:00	<i>Workshop and story reading</i>	Danny Snell

5.2 The Wheeler Centre

The Wheeler Centre were excellent to deal with and arranged to have the winner of the Stella Prize come as their guest to Clunes to be interviewed by one of our festival writers. The Prize is announced the week before the festival. The concept worked extremely well with Emily Bitto winning and being interviewed by Helen Trinca in a popular session.

5.3 The National Hotel

Two events were held in the National Hotel. “Capturing the music in words - Merv Collins” interviewed by David Shields and “Omar Musa Reads” chaired by Tim Nolan. Both were very successful and well-attended events. It is hoped to be able to build on this success and run events in the hotel next year.

5.4 The Warehouse

All sessions in the Warehouse were crowded and at maximum capacity.

There were issues with technology and the talks were restricted to the use of one microphone.

It is possible that talks have outgrown the venue and the facility is best suited to another use. In the past the Bluestone was found to be large enough but too far away and was not successful. Other options have been the Club Hotel function room which worked well but is not always available; the Bowling Club rooms which were too far away; and large marquees located at various sites in the main street. Other options could be: having multiple/several smaller speaking venues.

The smaller room downstairs at the Warehouse worked well as a media/green room.

The library as a volunteer space could be re-thought and possibly brought into the Booktown office.

5.5 Attendance

The following figures indicate attendance at events during the Festival

	Achieved Jan-June 15
Total paid attendance at ticketed events	24,750
Total unpaid attendance at ticketed events	15,600

Note: Overall attendance is estimated as each person attending three cultural attractions (talks, workshops, demonstrations, performances, displays, exhibits, etc.) during the day.

5.6 In the Spirit of George Rose

The In the Spirit of George Rose project began in 2012 and attracted significant funding from the Australia-Korea Foundation, Asia Link, the Korea Foundation and Festival Australia. It was curated by Catherine Croll of Cultural Partnerships Asia.

In kind support was donated by Photobienale Ballarat and Wesley College were very generous in giving up their Bluestone classroom space, making it available for the exhibition.

A radio documentary of the exhibition was broadcast on Radio National Books and Arts Daily on Monday 4 May 2015.

Three short films were made of the project by Catherine Gough-Brady.

The images of George Rose are available at <http://www.cv.vic.gov.au/stories/creative-life/in-the-spirit-of-george-rose/george-rose-images-of-korea/>

What a Foreigner Sees <http://www.cv.vic.gov.au/stories/creative-life/in-the-spirit-of-george-rose/what-a-foreigner-sees/>

And Three Photographers <http://www.cv.vic.gov.au/stories/creative-life/in-the-spirit-of-george-rose/three-photographers/>

Catherine Croll's Curator Report

Capturing the Spirit of George Rose was designed to capture and examine 'place' and provide the Clunes community with a way to reflect upon their own identity.

The project involved research and preparation of a comprehensive proposal and timetable for the Clunes Booktown Cultural Exchange in full consultation with members of the Creative Clunes executive.

We were fortunate to secure the services of renowned international photographers; William Yang (Australia) and Bohnchang Koo (South Korea) to participate in our bilateral cultural exchange program.

In March and April Mr Koo and Yang explored and photographed the Clunes district in rural Victoria and Paju region in Gyeonggi Korea, capturing the essence of these unique places, their culture and people.



L-R Koo Bohnchang & William Yang

The resulting exhibition: *In the Spirit of George Rose* incorporated video of the cultural exchange program produced for Culture Victoria, a selection of George Rose's original images taken of Korea

in 1904 and an interactive display of George Rose books and stereographs presented by the State Library of Victoria.

Capturing the Spirit of George Rose dovetailed into both connectors of history and place, linking Clunes to Korea *gently*, through photographic images from the past and present, through showing historical connections, through exploring possibilities and by building new relationships both between artists and communities.

5.3. Children's Booktown

The Children's Booktown Festival was incorporated into the main Festival and located between the Town Hall and the Warehouse with the hay bale maze erected on one of the soft flat surfaces.

The area was a great success and included Punch and Judy, Federation University activities, Regional Arts Victoria activities, a sword maker and workshops activities, a speaking and performing tent, face painting with Blossom the Clown, a chook sculpture by Tom Ripon and the Itty Bitty Book van and its activities.

The maze was well-supervised and, unlike other years, remained intact throughout the festival. The supervision however would be assisted by a sign with 'use of maze' rules.

There were issues regarding signage to the area which could be improved.

Regional Arts Victoria's contribution, while of an excellent standard, was least suitable for the zone.

Books Illustrated ran an exhibition of children's books associated with the ANZAC story at the RSL rooms close by.

While children were well-catered for there remains virtually nothing for youth and teenagers. Developing this program, in its own area, could be a natural growth for the festival. Cost associated with youth writers, bands, etc., could be offset by charging this group an entrance fee and redefining "children" as "primary school".

5.4 Federation University

Communications between Federation University and Creative Clunes went well. The overall experience was a positive one with the University significantly contributing to the festival. The highlights were:

- The use of a marquee at the corner of Fraser and Templeton St for Federation University exceeded expectations
- The inclusion of talks and events by staff and students in the main program worked well in providing interest and exposure
- The student's pop-up Shakespeare attracted a lot of favorable attention and comments from festival attendees
- The students reading from *The Hen Who Dreamt She Could Fly* moved the author, Hwang Sun-mi, to tears
- The Federation University tent at the children's area and their activities were extremely popular and favorably commented upon.

FEDERATION UNIVERSITY MARQUEE

SATURDAY TALK / WORKSHOP PROGRAM

TIME	EVENT
10:30 - 11:30 (TALK)	<i>Sixty years before Warrnie: booze, food and the 1935 Australian cricket tourists</i> with Megan Ponsford
12:00 - 1:00 (TALK)	<i>Civic Spaces in our Community</i> with Dr Anne Beggs-Surter
1:30 - 2:30 (TALK)	<i>Life on the Goldfields</i> with Dr Keir Reeves
3:00 - 4:00 (WORKSHOP)	<i>Playing Shakespeare</i> with 2nd year Acting students, and academic staff Julianne Eveleigh and Ross Hall

SUNDAY TALK / WORKSHOP PROGRAM

TIME	EVENT
10:30 - 11:30 (TALK)	<i>Do we ask too much of community festivals?</i> with Dr Michelle Duffy & Dr Judith Mair
12:00 - 1:00 (WORKSHOP)	<i>Playing Shakespeare</i> with 2nd year Acting students, and academic staff Julianne Eveleigh and Ross Hall
1:30 - 2:30 (WORKSHOP)	<i>Storytelling for beginners</i> with Dr Simon Cooper
3:00 - 4:00 (TALK)	<i>Close Encounters of the Prussian Kind: Australia's Mystery Airship Scares</i> with Dr David Waldron

**EXHIBITION:
ALTERED AND ARTIST BOOKS**

The Multidiscipline course is an integral component of the Fine Arts stream of the Visual Arts program at Federation University. This course has been designed to introduce first year students to the vagaries and cross-disciplinary approach of contemporary art practice. *Altered and Artist Books* is one of the projects that students undertake, led in 2015 by lecturer Debbie Hill and visiting guest artist Nicholas Jones. Works produced by students from Ballarat campus are exhibited in the Federation University Marquee venue in Fraser Street.



**EXHIBITION:
PUBLISH OR FADE AWAY...**

Federation University Australia presents a sample of staff publications at the Federation University marquee in Fraser St, including titles from academics presenting talks in the Federation University talk/workshop program at Clunes.

5.5 Other attractions

These included:

- Two sculptures by Tom Ripon, both of which sold privately during the festival
- Horse and cart rides
- Book Artists Nicholas Jones and Tai Snaith
- Victoria Bookbinder's Guild demonstrations
- Eric the Red performer
- Creswick Community Brass Band
- Daylesford Community Brass Band
- Wesley Musical Group
- Advance Australia Fair Grand Street Organ
- MADE Incendiary Library at the Warehouse.
- Blossom the Clown face painting
- The book evaluation happened on the stage of the Town Hall. There was a confusion over the times the Book Evaluation would occur with it happening on Saturday and not Sunday. That is simply a signage and communication issue.

6. Logistics

6.1 Safety and Security

Evening security again well-handled by the Agricultural Society, who also covered the outliers of the Town Hall and Wesley surrounds. No behaviour issues during the daytime.

An incident occurred on Friday night with the Wesley Bluestone door being found unlocked. Nothing was stolen and it was secured.

By far the biggest risk was the lack of coverage of all mobile phones in the afternoon of both days of the festival. Communications became extremely difficult. This was made more problematic by the occurrence of three fires in the nearby region. Mobile phone coverage needs to be improved and effective.

Using Monday morning as the major "bump out" was very successful, basically the street was clean and fully open by a little after midday. This was helped a lot by the changed position of the hay bale maze. Clearing the street Sunday evening was concluded at 5.30pm to minimise the chances of accidents. Wesley students were fantastic in collecting all the chairs and tables – made the collection of furniture much easier on Monday.

Safety vests were used in both the set up and pull down tasks on the Thursday, Friday, Sunday and Monday. These were borrowed from Landcare, maybe we should purchase them for future festivals.

Allocating "team leaders" to each task to work with other volunteers made the set up and pull down tasks far more efficient and safe.

Signage was much better this year, probably because it was erected early in the week.

Allocating “paid tasks” to community groups was very successful and helped generate more helpers and may make it easier to recruit workers for future events.

6.2 Street Layout

Richard Howell’s plans again worked well. It is a great asset to have scale drawings of all venues and the streets. A revised layout of Collins Place and the parterre garden area was required. The granitic sand space was used for the hay bale maze and the children’s precinct created around it. The new marquees worked well in conjunction with the Hepburn Shire marquees (new), and the pop ups.

6.3 Marquees

We need to seek a storeperson to record what we have, where it is, who uses and returns property and supervise the storage.

The use of 25l water containers as weights worked well but they are starting to breakup and will need some replacements.

Safe, dry and rodent free storage of our growing number of assets is an issue that must be solved sooner rather than later. It will be helped by the use of the railway station precinct.

6.4 Waste Management

Generally good. Sita collected the skips early Monday morning and the bins later in the week. The Agricultural Society emptied bins on Saturday night.

We need to arrange access to the council bins so that they can also be emptied Saturday and Monday.

6.5 Toilets

The Young Farmers group did a great job cleaning and restocking the toilets. The hired toilet block was not maintained to the level in the past and required attention and supplies by our staff. The toilets in Collins Place had fewer problems than some years.

6.6 Road Closures

No problems. Hepburn Shire carried out the negotiations with VicRoads, centralising paperwork.

This year we also trialled fencing around the perimeter of the festival to gain better control of entrance fees. We did not initially have a gateway in Bailey Street but the experiences of Saturday proved that it was a necessity and must be staffed in all future events as a third entry and exit point. Feedback from Index on Literature and the Town Hall supervisor helped make this decision which makes it much safer crowd control and eases the pressure at the Service Street / Fraser Street entrance.

The fencing arrangement at the Service Street / Fraser Street area needs to be reviewed to improve pedestrian safety.

Exits need to be reviewed.

6.7 People Flow

Most people entered the festival at the Service Street end of Fraser Street. This caused ticketing delays especially at train arrivals. This can be eased by allocating some transport from the station to Bailey Street and Templeton St entrances. Bailey St offers a safer “holding area” for people than at the Fraser St entrance.

6.8 Parking

All arrangements, including disabled and VIP parking worked well.

6.9 Mini Bus

If the horse drawn carts are also included, the service between the train station and the festival precinct were well-received and appreciated. We were also grateful for the use of the National Hotel courtesy bus.

Again, excellent comments regarding the courtesy and helpfulness of the drivers.

6.10 Train Service

The train was very well-supported by VLine and passenger numbers were high. Each day 60 people alighted from the first train from Ballarat and Melbourne. The following services were around 10-15 passengers per train. The last train returning to Ballarat and Melbourne each day was utilised by 60 people. Comments were positive.

6.11 Food Stalls

Food outlets numbered 14, arranged in two groups – one in Collins Place, one in Fraser Street near the Bakery and National Hotel. Ed Bradley volunteered to supervise all the set up on Friday and Saturday.

To ensure selecting a good balance of food stalls we should meet with local traders and community groups in late January.

6.12 Catering

We combined the Friday night booktraders and volunteers dinner with the Saturday night sponsors dinner. The Agricultural Society Ladies Auxiliary catered. We had incidental jazz music by Andrew Shields and Omar Musa performed.

While the night went well several issues arose:

- There was confusion over the starting time of 6, 6.30 or 7pm.
- In the past 30% of guests who had accepted had not shown so we took a punt on numbers. In this case probably 20% more than accepted turned up. The numbers were too many, the space crowded.
- The necessary de-brief on Saturday evening meant that the organising committee were late arriving.

- In principle having the two events together works but a larger space needs to be allocated.

6.13 Office

A lost and found area is needed. One which includes lost children.

The printed program was generally applauded. There were however two unfortunate omissions, The Book Bazaar and Index on Literature. It is always a rush to get the text and program together and possibly more time needs to be allocated to proofreading.

The map was excellent. Possibly an enlarged version could be made into signs with 'you are here' marked and placed at strategic locations.

We conducted a competition to gain our audience's email addresses. This was swamped by other activities at the entrance desks on day one. It was moved to the exit gates on day 2 and as a result over 1000 email addresses were collected for Mailchimp. The winner received signed copies of the author's books.

A display was installed to encourage visitors to make donations to the organisation. The display outlined the work Creative Clunes has done over the last 9 years.

Merchandising was developed and sold from the office.

6.14 Volunteers

There were 605 volunteer shifts for the year (July 2014 - June 2015), and during the Festival itself, 83 individuals volunteered as well as the management committee. In all a total of 21 EFT.

All volunteers were offered a free ticket to the Saturday night dinner. For the first year we did not have a separate volunteer room during the festival.

There needs to be a greater level of training of volunteers. This is in marquee erecting; survey conduct and ticket sales.

The volunteer sign in and out didn't need to be at a separate location to the main office.

6.15 Use of the Warehouse and Council facilities

The use of the Warehouse remains problematic with expectations and agreed strategies not being met.

- The facility was staffed by volunteers on Friday. There was no technology back up which caused problems when we were installing films on the videos.
- The limited times of opening (10 am to 4pm) caused several problems including noncompliance with the agreed security measures State Library of Victoria required.
- Technology was an issue. The talks area was restricted to one microphone and there was no technical support as promised.
- A breakdown in communication resulted with us not knowing the council was installing scaffolding in the Town Hall and repairing a footpath in a high traffic area on Friday of the Festival. Both issues caused some problems for logistics.

Overall some thought about the best use of the Warehouse facilities during the festival needs to be addressed.

6.16 Rogue Stalls

While rogue stalls (unregistered) occurs outside of the festival perimeter, one set up inside. We have a compliance officer for rogue food stalls but need a similar system for other junk stalls. These stalls are not covered by our insurance and are an obstacle in street layout and people flow.

9. Media and Marketing Campaign

Key achievements of the 2015 Clunes Booktown Festival Marketing Campaign included coverage four times in the *The Age* newspaper, a page three story in *The Weekly Times*, a feature on Channel 9's *Postcards* TV show, coverage on Korean TV news, and interviews in *Beat Magazine*, on SBS Radio, on 774 ABC Melbourne and on RRR Radio Melbourne. We spent \$20,000 on advertising, with a return of more than \$57,000 in value and our online advertisements performed above average for click through rates. We established an additional social media presence, strengthened our existing social media profiles, and invested in new photography. We also developed bold new branding for the Festival.

9.1 The campaign

Established in February, the Marketing Campaign for the Clunes Booktown Festival 2015 was a combination of paid advertising across TV, radio and print; targeted public relations to local and Arts media; regular activity on social media; regular email newsletters; and new branding design and application.

The campaign aim was to engage the festival's existing audience whilst also reaching a new, younger demographic who were based in Melbourne and who were interested in culture/music/books. We targeted this new demographic using non-mainstream forms of Arts media, such as *Beat Magazine* and RRR Radio.

9.2 Media spend

We worked with Millmaine - a Melbourne media buying company that specialises in the Arts - to secure better rate deals. Emily met with Millmaine in February 2015 to explain the campaign aims. Emily worked with Susannah Goddard at Millmaine to design a media spend that reached target demographics across TV, print and online in major national publications and networks. Emily managed the radio, local and niche media spends herself. We allocated Millmaine \$15,000 for their media spend. The total cost of this media campaign was \$15,521.80, whilst the total value of the campaign was \$51,548.99.

The overall budget for the 2015 media spend was \$20,000 and we spent \$20,187 (ex GST). The value of the entire media spend was more than \$57,000. This represents almost \$3 of value for every \$1 we spent.

Key spends and values:

- *The Age* print advertising campaign across three Spectrum lift-outs: \$8,810. Value: \$17,870.
- *The Australian Weekend Magazine* full page ad \$3,000. Value: \$26,055.
- *The Age* and *Guardian* digital media spend in books/arts sections: \$1,000. Value: \$3,452.50.
- Two weeks regional Victoria WIN TV campaign: \$2,731. Value: \$4,170.77
- Three weeks 3BA & Power FM radio campaigns: \$1,936. Value: \$2,756
- Gold FM spend: \$800. Value: \$2,210
- *Beat Magazine* half page ad: \$500. Value: \$810.

The Guardian online advertising campaign delivered 37,416 impressions with a 0.22% click through rate (CTR), whilst *The Age* delivered 78,889 impressions with a 0.34% CTR. The benchmark for a decent campaign is a 0.05% CTR, so both of these campaigns performed exceptionally well.

9.3 Public relations

Challenges that we were aware of from the start of our marketing campaign was the centenary ANZAC day celebrations being a week before Clunes Booktown Festival and the media coverage this would be allocated. Other challenges that arose during the week or two leading up to Clunes Booktown Festival included the Australian drug smugglers on Bali's death row and the Nepalese earthquakes. These were major news stories and demanded significant media attention. Whilst the period of major news stories in the lead up to Booktown may have made coverage in 'early general news' (EGN) sections more difficult than normal, we still attracted strong coverage in the Arts sections.

We achieved significant coverage for Clunes Booktown Festival in the three month lead up to Clunes Booktown Festival and also in the week of. The Festival was covered four times in *The Age* (twice in 'Spectrum', once in 'Business' and once in the 'Arts' section) between late January and May 2015. We secured nine stories in *The Courier* between February and May 2015. In the week of the event - in addition to stories in *The Age* and *The Courier*:

- We secured an interview with artist/author Omar Musa in *Beat Magazine* and a page 3 story in *The Weekly Times*, with a photographer from the newspaper spending the morning in Clunes.

- We secured seven interviews on ABC Ballarat and South West Victoria, an interview on ABC's 774 Radio Melbourne, festival coverage on SBS radio and an interview on RRR's 'Multi-storied' program. We also secured four interviews on Gold FM Bendigo in the month leading up to the Festival, along with live crosses on the Festival Saturday and live reads on Power FM and an interview on 3BA FM.
- For TV coverage, we secured two stories on WIN TV and three stories on Korea TV News 'YTN', which covered the George Rose project.
- We were supported by Ballarat Regional Tourism who secured us coverage in *The Age's* Spectrum section as well as a more than three minute feature of Clunes on Channel 9's Postcards show. BRT also managed the media clippings for us so we could direct the money we would have spent on this towards advertising.
- We also invested time securing event listings on websites and blogs, with Booktown being mentioned in excess of 30 times on tourism, events and other recreation-based websites.

9.4 Radio advertising

We created a script to run across Gold FM Bendigo, Power FM Ballarat and 3BA Radio Ballarat (appendix 1) and working with General Manager of Radio Ballarat John Fitzgibbon to create a targeted advertising campaign that included bonus interviews, live reads and live event crosses.

9.5 TV advertising

We adapted the 2014 television ad to include the 2015 branding and key information and author names for 2015, with the same script at the radio ad. Whilst the ad is not particularly modern, it portrays the information needed. Hence, we did not feel a reproduction of the TV ad was justified for this year. We did however request a quote from Ballarat production company Mass Motion for filming at the 2015 festival, with the idea of using this footage for our 2016 TV ad. While we didn't go ahead with this, we may look to modernise our TV ad in the near future by working with a specialist video production company rather than the in-house team at WIN TV.

9.6 Branding and collateral

We used the logo developed in 2013/2014. We created a brief and asked two agencies and three freelance designers to respond. From the briefs, we chose freelance designer Belinda Buckingham who illustrated the Clunes streetscape in bright colours. Her pitch met our campaign aim of attracting a younger, metropolitan demographic, whilst showcasing the charming streetscape of Clunes. These illustrations were carried across all of our branding for 2015 (appendix 2)

We organised a sponsorship deal again in 2015 for printing with McPherson's Printing Group. McPherson's printed 7,000 32-page colour A5 souvenir guides; 35,000 bookmarks and 2,500 A3 posters. A working bee of volunteers coordinated the direct mail out of materials to bookshops, libraries, schools, universities and visitor information centres. We also printed 10,000 32mm round festival badges through Dandy Designs which were given to all adults (and children by request) entering the Festival. These badges provided weekend access to the Festival area.

The budget to cover the program, poster, bookmark and badge artwork was \$5,000 (ex GST). The Creative Clunes Committee paid \$1,000 for a Nicholas Jones image to use as the key branding element across all collateral during 2015.

9.7 Social media

At the end of the 2014 Clunes Booktown Festival, the Festival's Facebook page had 1,100 likes. By the end of the 2015 Festival, the page had 1,800 likes. This is a growth of 60% and was achieved without any Facebook advertising spend. We posted approximately three times a week, featuring Festival authors, activities and photos from previous years.

We established a Festival Instagram page, and attracted 157 followers by the end of the Festival along with about 200 photos hashtagged with #clunesbooktown or #clunesbooktownfestival on Instagram.

We had 500 Twitter followers at the end of the Festival and we attracted interaction from key journalists, political representatives and corporate bodies such as Michael Cathcart, The Stella Prize, Catherine King MP, the State Library of Victoria and V/Line.

9.8 Photography

Going into the 2015 Festival, we didn't own many colourful, up-to-date photographs of previous Festivals. We organised an agreement with Ballarat photographer Aldona Kmiec to use her photos from 2014 for marketing during 2015 with her credit. We engaged Mojo Photography to photograph the Festival for two hours on both the Saturday and Sunday. This resulted in more than 400 photos for us to use copyright-free - all enhanced and in high resolution for our use to promote future Festivals. This cost \$500+GST.

10. Financial Report

For the Booktown 2015 Festival a number of changes were introduced that resulted in changes to the financial reporting.

10.1 Ticket Sales

A new ticket pricing model was introduced for Booktown 2015. Residents in the postcode 3370 and children under 16 were given free entry and all others charged at \$10 per head. Fencing the entrances at both ends of Fraser Street meant that the majority of adults attending the festival paid the entry fees. This resulted in a significant increase in income.

10.2 Merchandising

A range of merchandising was purchased for the Festival. Sales were below expectation and this was most probably due to the display being located in the Booktown office and not easily visible to visitors. The merchandise is not dated and will be available for sale at the 2016 Festival.

10.3 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.

10.4 Volunteer tasks

\$5,000 was distributed to community organisations nominated by Festival Volunteers. This has been shared across 12 community groups with the Men's Shed and Clunes Landcare and Waterways Group being the main recipients.

11. Recommendations and Future Actions

- Mobile phone coverage is a serious issue regarding health and safety and logistical communications. The inability of the system to operate on both days of the festival is the single biggest risk faced by the festival.
- Better training of volunteers for all tasks including marquee erection, survey collecting, entrance and ticketing.
- Storage and stock-keeping of physical assets needs to be prioritized.
- A third entrance /exit point at Bailey and Service Streets needs to be set up
- Entrances need better dressing up to reduce the fenced-in look.
- An express-lane for pre-paid or returned visitors might be useful.
- The festival could expand its program to cater for teenagers and youth creating a youth area similar but separate from the Children's Booktown area.
- More focus on events for 20-35 year olds. One suggestion of a book-related speed-dating event. Perhaps a Saturday night event in Fraser St (e.g. White Night)
- Improve signage of Book Bazaar. Make this an exit point.
- Improve signage of the children's and speaking areas
- More thought needs to be given to the Volunteers, Booktraders and Sponsors Dinner particularly regarding time, numbers etc.
- Develop a system to move on rogue stalls set up inside the festival precinct
- Thought needs to be given for the best use of The Warehouse facilities.
- The writer's talks need a larger venue.
- Book launches could be added to the program.

12. Clunes Booktown Festival Organisers for 2015

12.1. Clunes Booktown Festival Organising Committee

Administrative Assistant: Lily Mason

Intern: Christine Ebbs

Media Consultant: Emily Osmond

Photography: Aldona Kmiec; Neil Newitt

Graphic Design: Belinda Buckingham

Volunteer Management Committee: David Shields, Christine Lethlean, Phill Burnie, Richard Howell, Vera Springall, Michael Mowat.

12.2. Creative Clunes Board

Chair Richard Gilbert

Deputy Chair Graeme Johnstone

Artistic Director Tess Brady

Treasurer Chris O'Donnell

Appendix 1 – Financial Report

Income and Expenses (All ex GST)

Income

Type	\$ Income	\$Expenses
Sponsorship – Corporate and local traders	\$14,782	
Grants – Government	\$46,500	
Badge Sales (entry)	\$45,246	
Merchandise Sales	\$1,191	
Booktrader site fees	\$19,398	
Food Stalls site fees	\$3,982	
In kind support	\$43,000	
Total	\$174,099	

Expenses

Advertising		\$21,892
Paypal fees – on line ticket sales		\$638
Catering – inc volunteers/booktraders dinner		\$3,546
Program design & layout		\$5,283
Entertainers costs		\$6,894
Equipment Hire & Purchase inc repair and purchase of new marquees		\$11,206
Merchandise		\$3,073
Badges		\$2,895
Postage		\$2,524
Security / First Aid / Cleaning		\$2,310
Venue hire for booktraders		\$3,139
Writers accommodation		\$2,745
Writers Fees		\$7,780
Writers meals		\$635
Writers transport – local and international		\$2,802
In kind support		\$43,000
Volunteer tasks		\$5,000
Total		\$125,362

Income	\$174,099
Less Expenses	<u>\$125,362</u>
Profit	\$48,737

Appendix 2 – Booktown Festival Media

Appendix 2.1 - Radio advertisement script

“The Clunes Booktown Festival returns during the first weekend in May. Explore the largest collection of rare, out-of-print and collectable books in Australia, while hearing from some of the nation's best authors. For the kids, there's the famous hay bale maze, Punch and Judy shows, sword-making workshops and more. The Clunes Booktown Festival, May 2 and 3. Tickets ten dollars and under sixteens free. On sale now at www.clunesbooktown.com.au.”

Appendix 2.2 - New branding for 2015



Appendix 2.3 Media Citations

2015 Clunes Booktown Festival Media Coverage - PRINT

Date	Publication	Title	Page
31/1/15	<i>The Age – Spectrum</i>	Bookmarks	21
20/2/15	<i>The Courier, Ballarat</i>	Funding promise for Clunes Festival	7
5/3/15	<i>Hepburn Advocate</i>	Strengthening bonds through photography	Unknown
5/3/15	<i>The Courier, Ballarat</i>	Strengthening bonds through photography	8
27/3/15	<i>The Courier, Ballarat</i>	Clunes set for its book bonanza	15
18/4/15	<i>The Age – Spectrum</i>	Bookmarks	21
21/4/15	<i>The Maryborough Advertiser</i>	Special train bound for Clunes Booktown	Cover feature and 3
23/4/15	<i>The Courier, Ballarat</i>	Bookworms set to converge on Clunes	11
28/4/15	<i>The Courier, Ballarat</i>	Clunes Booktown Festival a multicultural affair	16
28/4/15	<i>The Age – Business</i>	The town where bookshops never die	Unknown
29/4/15	<i>The Weekly Times</i>	Clunes set for next chapter	3
29/4/15	<i>Beat Magazine</i>	Omar Musa	20
30/4/15	<i>The Courier, Ballarat</i>	Stella Prize author at Clunes Booktown	9
1/5/15	<i>The Maryborough Advertiser</i>	Clunes' book weekend	7
2/5/15	<i>The Courier, Ballarat - Ballarat Extra Liftout</i>	Books: Clunes Booktown Festival	29
2/5/15	<i>The Age – Arts</i>	Spirit of Korea's first photographer at home in Clunes	40
4/5/15	<i>The Courier, Ballarat</i>	Booktown festival draws the crowds	9
4/5/15	<i>The Courier, Ballarat</i>	Author gives festival good rap	9

2015 Clunes Booktown Festival Media Coverage - TV

Date	Channel	Show	Episode
26/4/15	Channel 9	Postcards	Episode 10: 3 min 12 secs duration on Clunes
28/4/15	WIN News Western Vic	n/a	Final news story (7.25pm)
4/5/15	WIN News Western Vic	n/a	Event wrap up with interviews with organisers
23/5/15	YTN Korean News	Footage of festival and interview with Tess Brady	http://www.ytn.co.kr/_ln/0103_201505232158101057
23/5/15	YTN Korean News	Footage of festival and interview with Tess Brady	http://www.ytn.co.kr/_sp/0930_201505191031171014
23/5/15	YTN Korean News	Footage of festival and interview with Tess Brady	http://www.ytn.co.kr/_ln/0103_201505230001001301

2015 Clunes Booktown Festival Media Coverage - RADIO

20/2/15	ABC Ballarat and Western Vic	Organiser interview: Tess Brady, funding Interview with Prue Bentley for breakfast show	
4/3/15	ABC Ballarat and Western Vic	Curator interview: Catherine Croll, In the Spirit of George Rose project	Interview with Margaret Burin for multimedia/features
8/4/15	Gold Central Victoria FM	Author interview: Hannie Rayson	Interview with Bruce Lees for breakfast show
15/4/15	Gold Central Victoria FM	Chair interview: Helen Trinca	Interview with Bruce Lees for breakfast show
21/4/15	ABC Ballarat and Western Vic	Author interview: Omar Musa	Interview with Prue Bentley for breakfast show
24/4/15	3BA Ballarat	Organiser interview: Tess Brady	Interview with news journalist Gabe Watson
24/4/15	Gold Central Victoria FM	Organiser interview: Tess Brady	Interview with news journalist Gabe Watson
29/4/15	3BA Ballarat	Author interview: Clare Wright	Interview for breakfast show
29/4/15	RRR	Organiser interview: Tess Brady	Interview with Elizabeth McCarthy and Louise Irving from 'Multi-storied'
29/4/15	774	Organiser interview: Tess Brady	Interview
30/4/15	Voice FM Ballarat	Organiser interview: Graeme Johnstone	Interview with Allan Steinman
30/4/15	Voice FM Ballarat	M.A.D.E's Incendiary Library Competition Pop's up at Clunes Booktown Festival	Interview
30/4/15	ABC Ballarat and Western Vic	Organiser interview: Richard Gilbert	Interview with news journalist Dana
1/5/15	ABC Ballarat and Western Vic	Bookstore owners interviews	Interview with Margaret Burin for multimedia/features
2/5/15	ABC Ballarat and Western Vic	Organiser interview: Graeme Johnstone	Interview with news journalist Kirsten Veness
2/5/15	ABC Radio National	Artists interview: Koo Bohnchang and William Yang	Interview with Michael Cathcart for Books and Arts Daily
2/5/15	Gold Central Victoria FM	Live crosses – multiple during morning show	Allie Mac on location
3/5/15	ABC Ballarat and Western Vic	Author interview: Michael Mori	Interview with news journalist
9/5/15	SBS radio	Festival coverage and interviews with In the Spirit of George Rose project group with journalist Leah Na.	http://www.sbs.com.au/yourlanguage/korean/en/content/2015-clunesbooktown-festivalshows-deep-links-korea

31/1/15	<i>Sydney Morning Herald</i>	Bookmarks	http://www.smh.com.au/entertainment/books/bookmarks-whats-going-on-in-the-bookworld-20150127-12yw0h.html
4/3/15	ABC Ballarat online	A cultural exchange to honour 19th century photographer's Korea images	http://www.abc.net.au/local/photos/2015/03/04/4191194.htm
5/3/15	<i>Hepburn Advocate</i> Strengthening bonds through photography	http://www.hepburnadvocate.com.au/story/2925038/strengthening-bonds-through-photography/	
2/4/15	Department of Foreign Affairs and Trade	Clunes and Paju bond through photography	http://dfat.gov.au/people-to-people/foundations-councils-institutes/australia-korea-foundation/news/Pages/clunes-and-paju-bond-through-photography.aspx
18/4/15	<i>The Age – Spectrum</i>	Bookmarks	http://www.theage.com.au/entertainment/books/bookmarks-news-and-views-from-the-bookworld-20150414-1mkubi.html
22/4/15	<i>Maryborough Advertiser</i>	Train Abound for Clunes	http://www.maryboroughadvertiser.com.au/2015/04/train-bound-for-booktown/
26/4/15	Youtube Channel: Bookss101	Clunes BookTown Festival 2015	https://www.youtube.com/watch?v=IBNI3_TuS0c
27/4/15	<i>Sydney Morning Herald – Business</i>	The town where bookshops never die	http://www.smh.com.au/business/small-business/entrepreneur/the-town-where-bookshops-never-die-20150427-12vkda.html
28/4/15	<i>The Age – Business</i>	The town where bookshops never die	http://www.theage.com.au/small-business/growing/the-town-where-bookshops-never-die-20150427-12vkda.html
29/4/15	<i>The Courier, Ballarat</i>	Emily Bitto to discuss her book at Clunes Booktown	http://www.thecourier.com.au/story/3045920/stella-prize-author-at-clunes-booktown/
29/4/15	<i>Hepburn Advocate</i>	Emily Bitto to discuss her book at Clunes Booktown	http://www.hepburnadvocate.com.au/story/3046976/stella-prize-author-at-clunes-booktown/
30/4/15	Readings	Come visit us at Clunes Booktown Festival	http://www.readings.com.au/news/come-visit-us-at-clunes-booktown-festival

30/4/15	Voice FM Ballarat	M.A.D.E's Incendiary Library Competition Pop's up at Clunes Booktown Festival	http://www.voicefm.com.au/ma-d-es-incendiary-librarycompetition-pops-up-atclunes-booktownfestival/13246/
1/5/15	ABC Ballarat and Western Vic	Joan's Booktown: A new chapter after 'retirement' for Clunes book collector	http://www.abc.net.au/local/photos/2015/05/01/4227418.htm
1/5/15	<i>The Weekly Times</i>	Clunes Booktown Festival to kick off this weekend	http://www.weeklytimesnow.com.au/country-living/clunes-booktownfestival-to-kick-off-thisweekend/storyfnkeragy-1227326921419
1/5/15	<i>Sydney Morning Herald</i>	First man to photograph Korea is honoured with new exhibition in Clunes	http://www.smh.com.au/entertainment/art-anddesign/first-man-to-photograph-korea-is-honoured-with-newexhibition-inclunes-20150501-1mxqoo.html
1/5/15	<i>The Age – Arts</i>	First man to photograph Korea is honoured with new exhibition in Clunes	http://www.theage.com.au/entertainment/art-anddesign/first-man-to-photograph-korea-is-honoured-with-newexhibition-inclunes-20150501-1mxqoo.html
3/5/15	<i>The Courier, Ballarat</i>	Sun shines for annual literary event	http://www.thecourier.com.au/story/3053363/clunesbooktown-draws-thecrowds/
9/5/15	SBS 2015	Clunes Booktown Festival shows deep links with Korea	http://www.sbs.com.au/yourlanguage/korean/en/content/2015-clunesbooktown-festivalshows-deep-links-korea
10/5/15	Youtube Channel: Bookss101	Clunes Booktown In A Nutshell Vlog BOOKSS101	https://www.youtube.com/watch?v=_ErwiLO1sgw
Post event - exact date unknown	Culture Victoria	Video of In the Spirit of George Rose exhibition at the festival	http://www.cv.vic.gov.au/stories/creative-life/inthe-spirit-of-george-rose/what-a-foreigner-sees/

2015 Clunes Booktown Festival Media Coverage – EVENT LISTINGS

Secrets magazine	Event listing	http://secretsmagazine.com.au/event/clunes-booktownfestival-3/
Around You	Event listing	http://www.aroundyou.com.au/whats-on/events/clunesbooktown-festival
Only Melbourne	Event listing	http://www.onlymelbourne.com.au/clunes-booktownfestival#.VTOTOROUc8Y
Vic Gov	Events Calendar	http://www.vic.gov.au/event/2015/05/clunesbooktown-festival.html
InVictoria	Clunes Booktown	http://clunes.invictoria.com.au/events/63/600-Clunes-Booktown
Pieces of Victoria	Event listing	http://www.piecesofvictoria.com/2015/04/revel-in-the-written-word-at-clunesbooktown-festival/
Text Publishing	Event listing	https://www.textpublishing.com.au/events/text-atthe-2015-clunesbooktown-festival
Gold Central Victoria FM	Event listing	http://www.goldcentralvictoria.com.au/your-community/calendar/event/49-clunes-booktown-festival
The Chronicle	Event listing	http://www.thechronicle.com.au/things-to-do/clunesbooktown-festival/25918/
Live Guide	Event listing	http://www.liveguide.com.au/Events/1064290/Artists/Clunes_Booktown_Festival_2015
Events Network	Event listing	http://www.eventsnetwork.com.au/events/festivals/28369-clunes-booktownfestivalclunes-02-05-2015
Literary Festivals	Event listing	http://www.literaryfestivals.com.au/clunes_booktown_festival.html
Ballina Shire Advocate	Event listing	http://www.ballinaadvocate.com.au/things-to-do/clunes-booktownfestival/25918/
The Daily Examiner	Event listing	http://www.dailyexaminer.com.au/things-to-do/clunesbooktown-festival/25918/
Yahoo Total Travel	Event listing	https://au.totaltravel.yahoo.com/listing/1114654/australia/vic/goldfieldsofvic/ballarath/clunes/2-9128329-bd6204/
Royal Auto	Event listing	http://www.racv.com.au/wps/wcm/connect/royalauto/home/travel/australia/victoria/general+victoria/2015-victorianfestival-calendar
National Trust Heritage Festival	Event listing	http://www.nationaltrustfestival.org.au/vic/goldfields/clunes-booktown/
Events Network	Event listing	http://www.eventsnetwork.com.au/events/festivals/28369-clunes-booktownfestivalclunes-02-05-2015
Literary Festivals	Event listing	http://www.literaryfestivals.com.au/clunes_booktown_festival.html
Ballina Shire Advocate	Event listing	http://www.ballinaadvocate.com.au/things-to-do/clunes-booktownfestival/25918/
Books and Publishing	Event listing	http://www.booksellerandpublisher.com.au/item/32792

Australian Poetry	Event listing	http://www.australianpoetry.org/event/clunes-booktownfestival-2015/
Mamma Knows West	Event listing	http://www.mammaknowswest.com.au/market-sfestivals-communityevents-content/clunesbooktown-festival-clunes
Stella Prize	Event listing	http://thestellaprize.com.au/2015/04/3515-the-2015-stella-prize-winner-atclunes-booktownfestival/
Visit Ballarat – Ballarat Regional Tourism website	Homepage featured upcoming event	http://visitballarat.com.au/
Email newsletters for Ballarat Regional Tourism	Featured upcoming event.	Newsletter goes to 7,000 people
Visit Victoria newsletter	Daylesford and Macedon Ranges Autumn 2015 Edition	http://edm.visitvictoria.com/newsletters/daylesford/2015/april/
Douglas Gellatly Australian author	Event listing	http://www.douglasgellatly.com/Clunes-Booktown-Festival-May-2-3