

Written Thursday, 5<sup>th</sup> of February, 2015



**Official expression of management interest regarding the 2015, 2016, and 2017 Ballina 'Fair Go' Skateboarding Competition**

To the General Manager,

I am writing to you to formally thank the Ballina Shire Council for allowing *Ownlife* the management rights and financial support of the 2014 Ballina Fair Go Skateboarding Competition, as well as to officially lodge our expression of interest in managing the event for the next three (3) years: 2015, 2016, 2017.

We acknowledge the Ballina Shire Council for putting considerable faith in *Ownlife* to salvage the event in what was truly the 11<sup>th</sup> hour. As the owner/operator of what is a new company it was pleasing to have such a supportive base in the Council - namely Holly Archibald – providing direction and feedback to get the iconic event back on track while satisfying all the requirements that come with the privilege. The following is a snapshot of the 2014 Ballina Fair Go outcomes...

- Successful sponsorship and event marketing, with financial support from Cherry Street Bowls Club and product support from Modus Bearings, Cliché skateboards, Tensor trucks, Skull Candy headphones, Truck Stop skate shop, and adidas footwear,
- High degree of local engagement, including an impressive local turnout and significant staffing and volunteer support from local community,
- Adequate enforcement of the drug-and-alcohol-free event policy, contracting Zero Security Group to manage what has in the past been a problematic issue,
- Professional event presentation and catering, with crowd control expanding the entire park, as well as three food vendors under the one license,
- A total of 71 participants: Female: 4, Juniors (14 and under): 26, Opens (15 and over): 17, Sponsored: 9, Bowl Jam: 25 (10 not in another division),
- A total crowd count estimated at 275 – 300 people,
- Professional financial management and prompt payment of contractors and money winners,
- Excellent media coverage and event wrap-up, with high engagement on instagram, facebook, and youtube. The wrap up clip received close to 700 views. Below are the links...

[https://www.facebook.com/FAIRGOSKATECOMP?hc\\_location=timeline](https://www.facebook.com/FAIRGOSKATECOMP?hc_location=timeline)

<https://www.youtube.com/watch?v=CT0OLwV7EpE>

<http://www.echo.net.au/2014/10/ballina-gives-skaters-fair-go/>

<http://www.northernstar.com.au/news/skaters-enjoy-a-fair-go/2491919/>

<http://www.nbnnews.com.au/index.php/2014/12/20/skating-still-has-momentum-in-ballina/>

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Ultimately, we believe the communities were happy with the event and this reflects positively on the Ballina Shire Council. One of the highlights was 8-year-old Rome Collyer taking out the Junior division (an amazing feat) and his mother commenting on what a professionally run event the day was on social media. We were blessed with great weather and given how close the event was to Christmas, we are satisfied with the participant numbers in what was a hectic time of year for families.

We are very interested in running the event again for the next three years and starting the planning process as soon as possible; this will ensure maximum impact in terms of sponsorship and attendances. We believe Saturday 26<sup>th</sup> of September is the perfect time for the competition as it is in school holidays and doesn't conflict with other major events. If wet/extreme weather prevails, Sunday 27<sup>th</sup> September would be the contingency date. Assuming this competition date, we would start advertising in late July / early August.

Ideally, we would like to do regular workshops in the lead-up to the competition and have already started discussions with Ballina Youth's Steven Bowden regarding a program that leads into Fair Go as the pinnacle event. We have a huge asset in Dylan McNamara as a key partner in *Ownlife*, and as a well-respected skateboarding Teacher in the region.

The event aspects we could improve on from here on out are greater participant numbers, particularly in a female division that starts later in the day and a sponsored division that has more prize money. We will endeavor to attract a higher level of sponsorship and have a greater degree of local businesses involved in the day.

We would be seeking the standard operating amount of \$10,000 from Council to financially support the event each year. *Ownlife* is currently structured as a Sole Trader Commercial Enterprise. Council would contract myself - Richard Flude - under the registered business name *Ownlife*, who would then sub-contract to other staff. The ABN linked to *Ownlife* is 30 214 482 360, and is not registered for GST. *Ownlife* will be taking out Public Liability insurance for the event to the minimal amount of \$20,000,000 and Ballina Shire Council will be noted as an interested party.

*Ownlife's* commitment to the Fair Go skateboarding competition is proven and we believe our passion to continue the legacy of Australia's longest running skateboard competition is unsurpassed.

We look forward to discussing the event's future further with the Ballina Shire Council.

Yours truly,  
Richard Flude (on behalf of myself and the *Ownlife* team)



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