

13.1 Rescission Motion - Fair Go Skateboarding Event.DOC



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Organisation Name: Ownlife

Event Name: Fair Go 2014: The 15th Annual Ballina Fair Go Skateboarding Competition

Event Date: Saturday December 20th, 2014

Contact Person: Richard Flude

Position: Owner/Operator

Address: 318 Spring Road, Dingley Village, 3172, Melbourne, Victoria

Phone: 0423 639 546 (mobile)

Email: Richard@ownlife.com.au

1. Provide a brief description of your event.

Australia's longest standing skateboarding competition is set for its 15th year on December 20th. With divisions for Female, Juniors, Opens, and Sponsored, its going to be a hot event! The Cherry St Bowl Jam will also be going down in the afternoon to keep the heritage alive with \$500 up from grabs. Sponsored riders will be battling it out with \$1000 on offer for the top 3 places. It's going to be a big old skateboarding Christmas party brought to you by Ownlife, a collective of passionate skateboarders who have run the event in past years.

Free! Skateboards and safety equipment provided. Participants can register on the day. A parental or guardian signature will be required for minors. Starts at 9am, see poster for full details of division cutoff times. A huge thanks goes to the Ballina Shire Council for making this event a possibility. Gratitude goes out to Cliché, Tensor, Skull Candy, Modus, Truck Stop, and Cherry Street Sports for sponsoring the event.

(Taken from Press Release)

2. How many people attended your event?

- 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,

3. How did the event benefit the local community?

The Ballina Skateboarding scene is an established scene that is very passionate about the Fair Go Skateboarding competition legacy. By running the 15th annual



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Fair Go competition after it nearly was cancelled due to no other managerial interest to run the event, we kept the Ballina Skateboarding community happy.

The event itself provided free participation opportunities for skateboarders who visited from as far as the Sunshine Coast and Port Macquarie, allowing participants a chance to test their skills against the regional field, with a change to win prizes. 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.

On top of the participants, local businesses such as Truck Stop Skate and the Cherry St Bowls Club were sponsors of the event who received much promotion through the event. Ballina Shire Council continues to be perceived as a Council that cares about its skateboarding heritage and community by virtue of financially backing the event.

4. Please outline your key performance indicators and how well you achieved them?

KPI 1 – The event was well-attended and enjoyed?

Given the short planning time we had for the event, we believe the event was well attended. We received really positive feedback from riders and parents on what a well-run event it was.

KPI 2 – Media coverage was adequate?

Excellent media coverage and event wrap-up, with high engagement on instagram, facebook, and youtube. The wrap up clip received close to 700 views. Links provided in 6.

KPI 3 – Incident-free event?

We had one incident relating to someone attempting to disobey the no-alcohol rule; the Security Guards dealt it with swiftly and the culprit was arrested.

KPI 4 – Run to budget?

Yes.

5. Give details of any other information not covered above, including any unexpected outcomes.



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We need to have the Female division later in the day to encourage more regional female skaters to attend the event.

6. Provide details of all media coverage and/or promotion material produced.

https://www.facebook.com/FAIRGOSKATECOMP?hc_location=timeline

<https://www.youtube.com/watch?v=CT00LwV7EpE>

<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/>

Attached is the Press Release and Flyer.

7. Financial Report

See attached Budget

8. In-kind Support

See attached budget

9. What plans do you have to further develop and grow your event?

We believe Saturday 26th 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 27th 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.

10. Please give details of possible new revenue streams for your event in the future.

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Potential cash sponsorship from other local businesses beyond Cherry St Bowls Club.

11. Did you apply to any other external agencies for funding for your event?

No, the planning period was too short for 2014.

Declaration

Richard Flude

Owner / Operator

A handwritten signature in black ink that reads 'Richard Flude'.

Friday, 13th of March

Press Release from Ownlife • Enquiries call Richard Flude 0423639546



For immediate release: **Monday, 1st December 2014.**

BALLINA'S 'FAIR GO' SKATEBOARDING COMPETITION.

Saturday, 20th December, 2014.

(Ballina Skatepark, Kingsford Smith Drive, Ballina)

Australia's longest standing skateboarding competition is set for its 15th year on December 20th. With divisions for Female, Juniors, Opens, and Sponsored, its going to be a hot event! The Cherry St Bowl Jam will also be going down in the afternoon to keep the heritage alive with \$500 up from grabs. Sponsored riders will be battling it out with \$1000 on offer for the top 3 places. It's going to be a big old skateboarding Christmas party brought to you by Ownlife, a collective of passionate skateboarders who have run the event in past years.

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In case of wet/extreme weather, back up date is the next day.

Facebook: [facebook/ownlifebeinit](https://www.facebook.com/ownlifebeinit) • Instagram: [ownlifeflow](https://www.instagram.com/ownlifeflow) #ownlife
#skateboardingneedsafairgo

SKATEBOARDING COMPETITION  OWNLIFE PRESENTS



SATURDAY 20TH DECEMBER

**\$3000 IN CASH, PRIZES, AND GIVEAWAYS
1ST PRIZE SPONSORED \$500**

**CHRISTMAS SESSION AT BALLINA SKATEPARK
KINGSFORD SMITH DRIVE, BALLINA**

**BACK UP DATE SUNDAY 21ST
IN CASE OF WET/EXTREME WEATHER**

**DIVISIONS: FEMALE / JUNIORS (14 AND UNDER) / OPENS / SPONSORED / THE CHERRY STREET BOWL JAM
REGISTRATION AND PRACTICE FROM 9AM**

**REGISTRATION CUTOFF TIMES FEMALE (9.30AM) / JUNIORS (10AM) / OPENS (11.30)
SPONSORED (1PM) REMEMBER QLD IS 1 HOUR BEHIND NSW TIME**

FACEBOOK.COM/OWNLIFEBEHIT INSTAGRAM @OWNLIFENOW #SKATEBOARDINGNEEDSAFIRGO

