

5 December 2012

RECORDS
SCANNED

1.0 DEC. 2012

The General Manager
Mr. Paul Hickey
Ballina Shire Council
Cherry Street
BALLINA 2478

Doc No.....
Batch No.....

Dear Mr. Hickey

**Re Ballina Coastal Country Music Festival
Possible Outside Trading in River Street during 2013 Festival**

I refer to discussions with you, Mayor David Wright, Councillor Robyn Hordern and Caroline Klose on Tuesday 20 November 2012. On behalf of the organising committee I ask that Council give consideration to the possibility of waiving Council's requirements relating to use of public footpath space by traders in River Street over the above long weekend.

The matter of Public Liability arose at our meeting. I have since spoken with Greg Croker from Australian Insurance Solutions in Moon Street Ballina who handles Festival insurances. Having explained our aim and the concerns of Council regarding possible public liability claims which may prejudice Council, he suggested the following:

Traders would need to request their Public Liability insurer to include Ballina Shire Council on such policy as an 'Interested Party' for the period of that long weekend. Traders would be required to make available to Ballina Coastal Country Music Festival, a copy of their policy no later than one month prior. If necessary, such copies would also be made available to Council. (I have offered to provide traders with a form letter for their Insurer to simplify the process.)

Greg has offered to discuss the above issue with you and/or Council officers if so required.

I have since canvassed 30 traders within the main shopping block of River Street. A number already have Ballina Shire Council noted on their PL policies – those already trading outside and those tenants of Wigmore Arcade.

Several traders said that the additional wages required for staff to supervise goods placed outside their premises would prevent them from participating but would consider it if they could overcome that somehow. The vast majority of traders who

www.ballinacoastalcountrymusicfestival.com
info@ballinacoastalcountrymusicfestival.com

have the type of goods appropriate for outside display said that they would participate.

Ballina Coastal Country Music Festival will be running a concentrated advertising/promotion campaign leading up to the October 2013 long weekend. We would be able to make reference to the fact that River Street traders will be offering 'Festival Specials' outside their premises.

The organising Committee sees this proposal as a win-win situation for the traders, the Festival and Council.

The following questions specifically would need clarification,

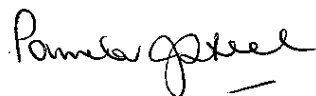
- Does Council see traders in the eastern and western blocks as possibly being included in this proposal? Recent upgrade of the eastern block does lend itself to a proposal such as this but appreciate that there may be other factors involved.
- The traders who are already so trading asked if they would be able to increase the space already allocated to them during this time?

This proposal forms only a very small part of our overall organisation for the Festival but we believe that it would lend itself to increasing the enthusiasm and vibe, not only for Festival attendees but for the general public, either resident or visitor and, of course, our traders.

I urge Council to give consideration to this proposal. Please contact me if you need further discussion or clarification on this proposal.

I look forward to Council's response in due course.

Sincerely



Pamela Steel
Secretary (0427 867 780)

Cc Councillor Hordern

PS Apologies for inferior letterhead – new design/graphics printed very soon.