

Event Plan

A Little Bit Country & BBQ

Sat November 19th 2022

Marie Bashir Park

Narrandera



Narrandera
Shire Council

Event Name: A Little Bit Country & BBQ

Date: 19th November 2022

Time: 11am to 8pm

Location: Marie Bashir Park, Narrandera

Purpose: A free community event bringing together a diverse range of ages to celebrate Country Music and explore different BBQ style foods after a difficult couple of years. Focusing on reconnecting the community through music and food.

Funding: This event will be funded by the NSW Government, Reconnecting Regional NSW – Community Events Program with support from a number of commercial sponsors.

Executive Summary:

A Little Bit Country & BBQ is a free to attend family friendly event highlighting local country rock talent supported by a headliner act Southbound XO. Local talent will include two country bands plus an open microphone session mid-afternoon in Marie Bashir Park from 11am to 8pm on Saturday 19th November.

The day will consist of various BBQ themed cooking demonstrations including a BBQ Competition Butcher and Michael Lyons with an indigenous BBQ style. BBQ theme will not only include cooking demonstrations but a selection of food vendors ie local community BBQs and American Style BBQ plus other international flavours.

Our target market for this event is initially residents in the younger age brackets of late 20's to 40's, this group has had little opportunity to get together since COVID. We see our older residents also attending to cheer on a friend or relative in the open mic sessions or to listen to the local bands All groups we anticipate will partake of the food offerings.

We see the event enhancing social cohesion for a mixture of ages in a fun family friendly event, with children enjoying the event location with an onsite well-equipped playground, skatepark and some fun activities.

There will be a flow on effect for our visitor economy with attendees having the opportunity to visit the event multiple times whilst patronising the rest of town.

Target Audience:

The target audience will be 20 – 40 years old's who live within the shire or surrounding shires. However, the event will be marketed in several different media channels so anyone with an interest in country music or BBQ foods is a potential attendee.

An estimated attendance for the event is 1100 consisting of a range of ages, however the aim will be to grow the event over time.

Marketing Summary:

Marketing will commence a couple of months out with a "save the date" campaign – social media and media releases. Closer to the event – posters, banners, media releases and more social media campaigns will be launched.

Site Considerations:

Marie Bashir Park is used for cricket matches, their draw is available around September, so confirmation of the booking for the park will be after that date. Alternate location is Narrandera Sportsground.

Parking for Marie Bashir Park – surrounding the park there are parking spaces for 360 cars plus side streets without impeding on any commercial parking. The Park will only have food vendors and stall traffic within the park area with no movement whilst the event is going. It is not anticipated that a Traffic Management Plan will be needed but one will be submitted if requested. Consideration is being given to booking the Narrandera Lions Train to help ease congestion with locals being encouraged to utilise this service.

A Statement of Environmental Effects has been created as part of this plan. More detail for items in the plan is listed below;

- The area of the park to be used is bordering Twynam St. The stage and sound system will be in a suitable location adjacent to the corner of Adams Street & Twynam Street and a large generator will be positioned at the rear of the stage.
- Sound Sub-contractor will ensure that noise levels at the event will comply with EPA standards for residential areas.
- It is anticipated that temporary fencing or barrier mesh will enclose the area to the rear of the stage for safety reasons.
- An extra 6 toilets will be hired and placed in a suitable location near the grandstand as this will be close to where the audience would be.
- Food vans & marquees will be put up just prior to the event and removed straight after the event.
- All stalls or food vans will be no closer than 3m from the pedestrian path not adjacent to play or exercise areas.
- Extra 12 x 240 litre bins will be hired plus a 3-metre skip to cater for waste made by the event – a sub-contractor will be engaged to look after bins and refresh the toilets during the event.

Waste Management:

A waste management plan has been prepared to address site waste management this includes measures listed above.