

BACKGROUND

In Feb 2013 the City of Greater Geraldton Council resolved to provide a \$100k budget for the renewal of Christmas Decorations in the 2013/14 budget and that \$20k per annum be provided annually thereafter for replacement and renewal. The City engaged an external consultant to facilitate a workshop on August 19 facilitated by Hugh Adamson (CoDesign Studio) and invited a group of stakeholders comprising of street traders, arts organisations and City staff to discuss and develop ideas for creating a vibrant outline for the project. This report outlines the recommendations of the consultation as well as provides further suggestions and budget.

RECOMMENDED REFERENCE GROUP

The project has an impact on the community and as such an external Reference group is recommended to be formed for ongoing consultations in regard to overall planning and communications. The original Council agenda item requires that consultation will take place with the Arts & Cultural Development Council, Yamaji Arts and the Chamber of Commerce and these three groups plus additional local street trader and community representatives will be invited to form an advisory group together with suitable City staff representatives. The group will be consulted by email or meetings as required to ensure that the City provides positive engagement and consultation in delivering outcomes that provide stakeholder and community interests.

The consultation will include reviewing the CoDesign Studio consultation and the Project Plan and the following personnel have been identified to represent community stakeholders and the City.

ACDC Representative
Yamaji Arts Representative
Chamber of Commerce Representative
Pollinators Representative
WA Museum Representative
3 x Marine Tce street traders Representatives
Mid West Multicultural Association Representative
Manager Arts, Culture and Events
Manager Community Development and Empowerment
Community Development Officer
Events staff

PROJECT TEAM

The project responsibility will lie jointly with the Managers of Arts, Culture and Events and Community Development and Empowerment, and the Community Development Officer has been appointed as the project coordinator. The Project Coordinator will report and seek guidance from both Managers as appropriate and elevate all matters of concern. The

Events & Booking Officer will coordinate market event nights. The Managers will assign additional human resources as and when deemed necessary.

CONSULTATION REVIEW

The Project has several elements which were surfaced in the August consultation with CoDesign Studio and will be developed as elements of the functional budget and to formulate a scheduled project timeline. The following outlines the discussions and ideas presented in the workshop and is formatted as a summary of the consultation.

1. THEME & DESIGN

The consultation agreed that the theme will encompass the festive season and should have elements that extend beyond Christmas and include a regional context. It was agreed that European elements such as snow and reindeer do not really fit an Australian Christmas and efforts will be made to also localise the context and our regional landscape. The Gero Feel imagery previously used by the City will be used as a catalyst to design along with familiar Christmas imagery. For example the traditional colour palette of red and green with silver and gold to be expanded to include local landscape summer colours suggesting Sky blue and Yellow Ochre as the additional design colours as this will provide opportunities for localised landscape and context. Some branding and graphics will be designed to impact a localised vision and this likely to include the Marine Tce banners and decals for street furniture and windows. The decals (vinyl transfers) may also be suitable for other decorative features. This element will provide the localised visual impact throughout the street. The branding elements may also suit projected images. It is recommended to scope a design brief for a local graphic designer and to be discussed with the advisory group.

2. MARINE TCE. FOCAL POINTS

There are existing features which the consultation examined as areas to provide visual interest, the high impact area will be along Marine Tce from Forrest St roundabout to Fitzgerald St roundabout and if possible additional impact areas may extend into laneways and entry points into the high impact area. The following features have been identified as Focal points:

- a. Marine Tce Pole banners. 25 banner placements between Durlacher and Cathedral intersections.
- b. Roundabouts at Durlacher and Cathedral (high impact) and roundabouts at Fitzgerald and Forrest (lead in impact)
- c. Clock tower area in Marine Tce.
- d. Continuity of street décor elements from Forrest to Fitzgerald utilising light poles and street furniture, planter islands.
- e. Night cinematic image and laser light projections positions to be determined between Durlacher and Fitzgerald.
- f. 22 Norfolk pines in Marine Tce. from Forrest to Fitzgerald. Lights for 5 trees are already available.
- g. Feature Norfolk pine corner of Fitzgerald and Marine Tce near the basketball court

3. FILM PROJECTIONS AND LASER LIGHTS

Film projections and laser lights were identified as very suitable mediums for projecting upon buildings throughout Marine Tce. The content of images projected can be changed as well as the locations throughout the festive season. This could offer the opportunity for minor events in their own right and involve various participants to show projections, it is also recommended that the projections are aligned with the market events which are planned for Thursday evenings in December. It is envisaged to provide opportunities for both youth and adults.

The image content needs to be suitable and could perhaps be put to the community as simple as making a film about Christmas or summer holidays. The concept requires a good promotional process and it is recommended to offer prizes as an incentive to support strong participation and the quality of submitted works. A competitive context will support the process so that only works deemed suitable are shown and the Advisory group and / or sponsor can select the final works for prizes. A sponsorship for the projection projects is recommended to provide prizes for films which in turn will assist and encourage participation and the quality of contributions.

Alternatively or in addition suitable persons could be contracted to produce film images or stills as slideshows with specific criteria as projected images are also an effective way to recognise sponsors and supporters and promote other festive events and activities.

The outdoor projector equipment will be portable and an asset suitable for other events beyond this project.

4. COMMUNITY INPUT

Local artists and community groups will have opportunities to make decorations such as outdoor hanging decorations for a big Christmas tree and also for the hanging from light poles. The Clock tower area and Roundabouts have also been identified as primary areas for local participant input. The projection projects will also provide creative contributions.

NOTES

The consultation recommended that roundabouts be given a high focus however enquiries with traffic management and the associated safety risks to vehicles mean that any additional structures need to have a maximum height of 60cm and any additional lighting are to have negligible impact to drivers and advice should be sought through appropriate City staff and possibly Main Roads, hence it is suggested that roundabouts only have minor static displays.

EVENTS

Inclusive to the Festive Season budget an amount of \$6k is allocated to support 2 events with market stalls on the Thursday nights of Dec 5 in the west end with a hub in the Swansea house precinct and a second on Dec 19 in the central area of the clock tower / post office lane precinct. Each event will include film projections and local entertainment.

The market stall users may be charged a modest amount to cover lighting, insurance, electrical power if required. Any additional costs typically promotional costs need to be modest and will be absorbed by the events budget.

In addition a third event is proposed with a Youth focus located on the foreshore at the basketball court area. This is the regular location for Thursday night youth activities with the Youth n Motion program. A separate Youth budget will contribute \$2k towards this evening for the wind up of Youth services for the year and will include youth film and stills being projected.

1. West End Market night: Thursday 5 December 5pm - 8pm
2. Youth event night: Thursday 12 December 5pm – 8pm
3. Central Market night: Thursday 19 December 5pm - 8pm

EXISTING DECORATIONS

The City has examined its current Christmas decorations and deemed that the condition of the banners are beyond any serviceable use and that the static displays which although still functional are faded and worn and due for replacement. It is recommended that these items be recycled with a community arts context to make a unique static Christmas display with a supporting recycle message or utilised as materials to make new crafted street decorations.

PROPOSED PROJECTS AND BUDGETS

PROJECTIONS

It is proposed to purchase a robust outdoor data projector which will be utilised on each event night with projected images. The images will be sought by a competition open to all local residents, and a sponsor will be sought to provide prizes.

Images will be collected by the City and downloaded to laptops and looped for each event, due to the value of the equipment this will be used and monitored by City staff for each event.

Suggested themes for discussion

- Festive season in Geraldton
- Geraldton take fresh look
- Local achievements in 2013
- Youth local achievements in 2013

Images can be short films up to 5min or stills

Prizes in each category for open and youth (4 prizes)

Prize Sponsor will be recognised on screen regularly and be involved in the judging together with a City staff and an advisory group member.

The projector is likely to cost in the range of \$10k and further enquiries are being sought for suitable equipment. The project will also require suitable marketing and promotion.

A suitable contractor will also be engaged to produce graphics for Christmas messages, event promotions.

Still shots from the competition can be printed and displayed in suitable shop windows and or library.

Additional small data projector can be utilised at the events to show images as well particularly if we a great response.

Quotes from Perth Audio Visual

PANASONIC PT-DX100EK 10000 ANSI XGA \$ 10,464.00

or

PANASONIC PT-DW830EW 8500 ANSI WIDE SCREEN \$ 9,310.00

Total Budget \$15k



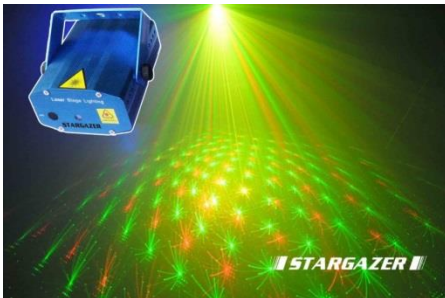
LASER LIGHTS

Laser lights are proposed to be fitted to light poles with timers to flood the Clock tower pedestrian area throughout December and an additional portable one utilised on the event nights. The laser light units are compact and light and need to be fitted appropriately high to avoid being tampered with.

Green and red lights will provide subtle lighting on buildings and sidewalks and placed strategically not to impact vehicle traffic at the clock tower and Swansea house.

Laser light units are approx. \$200 ea It is recommended to purchase 4 together with timers and cords and install

Total budget \$2k



This brand new laser light will add that extra special effect to your disco lighting! Extremely bright red and green laser shooting out more than 500 beams in a multi-point effect. Covering a wide angle of over 40-degrees, this small and lightweight laser light is an essential addition to your lighting effects!

Main Features

- 50mW green, 160mW red lasers
- 3 Operation Modes; On, Strobe, and Sound Activated
- Low power consumption
- Easy to operate
- Awesome multi-point light effect
- Sound activation and auto modes
- Mounting bracket supplied

FESTIVE SEASON PROJECT PLAN 2013



MARINE TCE TREE LIGHTS

There are 22 Norfolk pines in the median strip in Marine Tce. of which there are 11 between Forest St and Durlacher St and a further 11 between Cathedral St and Fitzgerald St

Lights for 5 trees were previously purchased by Westend traders and a further 17 would be required to fit all lights to all trees.

The budget figure to install power \$6k and to fit lights and timers to the trees including dismantle is \$6k from Elite electrical and the quote for the purchase of lights \$10k

Quote Superlight (Sydney)

Mfr. Part No. Product UOM Qty. Unit Price Ext. Price

SL7100-21 LED Clilight 150mm Spacing WARM WHITE mtr 850 \$ 8.20 \$ 6,970.00

SL1185-10 [CLG150-12] IP67 Contant Voltage LED Driver 100W 12VDC ea 17 \$ 124.00 \$ 2,108.00

LED Clilight WARM WHITE:17x 50mtr Reels LED lengths to be switched on SEPARATELY.

Total: \$ 9,985.80

Total Budget \$22k



FESTIVE SEASON PROJECT PLAN 2013

MARINE TCE STREET BANNERS & STREET BRANDING

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Some branding and graphics will be designed to impact a localised vision and this will include the Marine Tce banners and decals for street furniture and windows. The decals (vinyl transfers) may also be suitable for other decorative features such as planters and street poles.

This element will provide the localised visual impact throughout the street. The branding elements may also suit projected images.



Quotes

Graphic designs \$3k

25 street banners will cost \$10k printed and installed.

Vinyl transfers \$2k

Total Budget \$15

MARINE TCE STREET BANNER DESIGN



FESTIVE SEASON PROJECT PLAN 2013



THE BIG TREE PROJECT

The proposed location for a feature decorated tree is to use the Norfolk pine on the corner of Fitzgerald and Marine Tce near the basketball court.

The tree would have installed lights and can be decorated with commercial and /or locally crafted decorations. The installation and dismantling cost is significant. The project can be linked to a Christmas appeal project with a suitable receptacle for non- perishables and it is recommended to link with the Geraldton branch of Foodbank WA to allow the community to donate food to be distributed locally by Foodbank.

Quote

Lights & electric connections \$3k
Community groups decorations \$2k
Commercial decorations \$2k
Installation and dismantle \$8k

Total Budget \$15k



THE CLOCK TOWER PRECINCT LIGHTS & DECORATIONS

The Clock tower area was identified as a central focus location for lighting, the cost of pole mounted feature lighting can range considerably and the following images indicate the cost per pole feature for varying items. With the cost factor in mind it is envisaged that 6 poles near the clock tower would provide a focus point, the style and choice to be defined. Each pole will require installation, brackets and electrical fittings including timers and further \$500 per pole is required. The actual Clock tower and sails can be tinsel decorated.

The envisaged budget is based on \$8k purchasing and \$3k for installation for the medium cost range lighting for up to 6 poles. A higher cost decoration may mean less poles or lower cost more poles.

Total Budget \$11k



fig 1 - \$1.4k (190cm x 120cm) fig 2 - \$800 (180cm x 80cm)

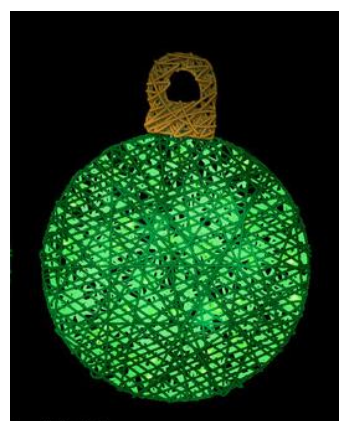


Fig 3 \$500 (90cm x 70cm)

MARINE TCE STREET DECORATIONS

It is proposed to produce community crafted decorations and commercial decorations for street poles, roundabouts, planter surrounds and small trees throughout the street. These decorations are a smaller scale and no lighting features are included. The project coordinator will work directly with community groups and supervise installation. Items would include robust decorations including tinsel and fixed securely to deter theft. Local designs can be hand painted or applied to vinyl transfers offering the opportunity for regional and localised context to become part of the decor.

Community decorations \$3k

Commercial decorations \$2k

Installation \$1k

Total Budget \$6k



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MARINE TCE RECYCLED DECORATION ART PROJECT

The existing Christmas decorations are deemed to be beyond their serviceable life; it is suggested that a recycled art project be offered as a commission to community organisations to work in liaison with the Project Coordinator to produce a Christmas themed artwork with a recycling / sustainability message and a suitable location. The artwork is to comprise of predominantly recycled materials.

The materials will comprise both the existing decorations and any other materials and a budget of \$3k as a commissioning allowance to cover any additional costs.

Total Budget \$3k



FESTIVE SEASON PROJECT PLAN 2013



EVENT PROJECTS

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The market stall users may be charged a modest amount to cover lighting, insurance, electrical power if required. Any additional costs typically promotional costs need to be modest and will be absorbed by the events budget.

In addition a third event is proposed that will be a Youth event located on the foreshore at the basketball court area. This is the regular location for Thursday night youth activities with the Youth n Motion program. A separate Youth budget will contribute \$2k towards this evening for the wind up of Youth services for the year and will include youth film and stills being projected.

The City will typically support on site infrastructure costs including power, lighting, electrician, entertainment, promotions.

West End Market night: Thursday 5 December 5pm - 8pm

This event will be supported by the city in conjunction with Pollinators, west end street traders and market stall holders. City budget support \$2k

Youth event night: Thursday 12 December 5pm – 8pm

This event will be hosted and organised by the City within the City Youth budget.

Central Market night: Thursday 19 December 5pm - 8pm

This event will be supported by the city in conjunction with central street traders and market stall holders. City budget support \$2k

Total Budget \$4k



Budget Summary

Projections and lasers	17
22 Pine trees with lights	22
25 Marine Tce Banners and branding	15
The Big Tree Project	15
Clock tower area	11
Street decorations	6
Recycled Art Project	3
Events	4
Co Design Studio Consultation	4
Contingency inc Storage refit requirements	3
Total	100

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