



Town of Cottesloe

ABN 19 824 630 520
109 BROOME STREET, COTTESLOE WA 6011
PHONE: 9285 5000 FAX: 9285 5001 EMAIL: council@cottesloe.wa.gov.au

Event Application Form

ORGANISERS DETAILS

Event Organisers Australian Mitochondrial Disease Foundation

Contact person: Hailey Mason Position Event Director (SORTED. Event agency)

Postal Address: Post Code:

Daytime Telephone Number: Mobile:

Email: Fax:

EVENT DETAILS:

Name of Event: The Bloody Long Walk, Perth

Day and Date of Event: Sunday 16 August Time From: 7am To: 6pm

(Start and finish times must include setting up and packing away time)

Type of Event: Charity walking challenge

Approximate numbers expected (please circle below):

Small: less than 100

Medium: 100 – 300

Large: 300 +

Estimated age composition of audience:

Table with 2 columns: Age Group and % of total audience. Rows include 0-12 years, 12-18 years, 18-25 years, 25-40 years, 55+ years, Tickets being pre sold (YES), and Tickets sold at gate (NO). Includes a confirmation statement at the bottom.

AREA FOR EVENT:

Please see attached map – Reference: 2013 – 19 – 01

CIVIC CENTRE GROUNDS

Main Lawn/Main Lawn Stage

Rotunda

Two Palms

Tank Stand

Sunken Lawn

Other _____

BEACHFRONT:

Main Cottesloe Beach

North Cottesloe Beach

Isolators Reef

Other _____

BRIEF DESCRIPTION OF EVENT

(Including entertainment and main attractions)

~~The Bloody Long Walk is a national event taking place in 5 states (NSW, VIC, WA, SA & QLD). It has never been hosted in WA previously. It is a 35KM walking challenge taking participants through the breath taking scenery of Perth. From South Perth, through Dalkeith, Mosman Park, Peppermint Grove and across to the ocean to make their way up to the finish line at Cottesloe. The event has been successful in other states since 2013 and looking to grow to a National event~~

Is this event for profit or not for profit (fundraising) – Please circle

PROFIT

NOT FOR PROFIT

Not for Profit/Fundraising:

Name of fundraising/not for profit organisation	Australian Mitochondrial Disease Foundation
% of profit/funds going to this organisation	100%
Contact name from organisation:	Sarah Madden
Contact number:	

EVENT DETAILS:

To ensure your event runs smoothly, please provide us with as many details as possible.

Catering:

The Town of Cottesloe has a preferred catering company – Beaumonde Catering. If you require catering, please contact Beaumonde Catering on 9377 2947 or info@beaumontecatering.com.au .

Management of Alcohol

Will guests be consuming alcohol? YES NO

Organisers holding an event at the Civic Centre Grounds or Cottesloe Beachfront must make a booking and are required to obtain a permit if alcohol is going to be consumed.

Large, catered and/or corporate functions may require additional licenses from the Department of Racing, Gaming and Liquor (RGL). Applicants must check with their caterers or telephone RGL on +61 8 9425 1888 prior to submitting this application to ascertain if an Occasional Liquor License is required.

An Alcohol Permit is required from Department of Racing, Gaming and Liquor (RGL)	YES	NO
If a Licence has been already issued – has this been attached to this application form	NO – Licence has not been issued yet YES – Licence is attached	
Quantity of beer to be served		
Quantity of wine to be served		
Quantity of champagne to be served		
Do bar staff have their 'Responsible Service of Alcohol' ticket?	YES	NO
Estimation of time bar will be open and closed	Open: _____ Closed: _____	

Rubbish Collection:

To maintain public health and safety, all rubbish must be removed or placed inside rubbish bins. Leaving the rubbish next to the rubbish bin is classed as littering. Littering, including the throwing of confetti, rice or rose petals is prohibited. Ice from eskies must be emptied onto mulched garden beds. Under no circumstances can ice be emptied on the lawn as it causes damage to the grass. You may incur a fine if rubbish or litter is left behind after the event.

The Town of Cottesloe requires all bin hire to be purchased through the Council.

The fees for bins (including drop off and pick up) is:

\$19.00 per bin for 240L general waste bin & \$19.00 per bin for 240L recycling bin.

Type of Bin	How many required
240L general waste bin	8
240L recycling bin	8

Date for pick up (not public holidays):

27 September 2015 (after 5pm)

Toilets:

According to the Guidelines on the Application of the Health (Public Buildings) Regulations, the following table gives an indication of the amount of toilets required for events.

Total Attendance	Male		Female	Hand Basins M + F
1-50	WC 1	U 1	WC 1	1
50-100	WC 1	U 1	WC 2	1
100-200	WC 1	U 2	WC 3	2
200-300	WC 2	U 3	WC 4	2
300-400	WC 2	U 4	WC 5	3
400-500	WC 2	U 5	WC 6	3
500-600	WC 2	U 6	WC 7	3
600-700	WC 3	U 6	WC 8	3
700-800	WC 3	U 7	WC 9	4
800-900	WC 3	U 8	WC 10	4
900-1000	WC 3	U 8	WC 11	4

Please indicate by highlighting or circling which part of the table this event fits. The Town of Cottesloe will be in contact throughout the event process to ensure adequate toilet facilities are available. If Portable toilets are required – Responsibility and cost is required to be covered by the event organisers.

Infrastructure

Do you propose to bring external furniture or free standing structures, decorations, banners or signage? YES NO

Tables – How many? 12 Chairs – How many? 60

Market umbrellas or sun shades: 10 (only permitted in certain areas)

Flower arrangements

Other – Please provide details: 8M Finish arch

Do you propose to erect a marquee? YES NO

Approximate size: 3x3 only if required by our medical team

Please contact the events officer at the Town of Cottesloe on 08 9285 5000 when marquee arrangements have been organised.

An Independent Structural Engineering approval for marquee/stage required must be forwarded to the Town of Cottesloe prior to the event.

Music instruments or electrical equipment

Do you propose to have any musical instruments or electrical equipment?

YES NO

Power source is available in The War Memorial Town Hall & the Lesser Hall. Power source for the grounds and beachfront must be obtained from an external generator. This is the responsibility of the event organisers and a certificate of electrical compliance will be required (Form D).

Will you require a generator? YES NO

Will a PA system be used (e.g. microphone?) YES NO

Expected stage of the event (time frame)?

10am - 5pm

Will there be live music (e.g. band, classical trio?) YES NO

Expected stage of the event (time frame)?

Will there be a DJ? YES NO

Expected stage of the event (time frame)?

Please note that the Town of Cottesloe has strict regulations with noise at both the beachfront and Civic centre grounds. A \$2,000 bond is required if the event will have a DJ or live music. After assessing your application the Town of Cottesloe reserves the right to have a sound monitoring company employed to monitor the sound throughout the event at the cost of the event organisers.

** Two months notice must be given to the Town of Cottesloe to obtain a non-complying noise/event permit.

Vehicles/Parking

Vehicles are not permitted inside the Civic Centre grounds unless the Town of Cottesloe has been informed prior to the event. Please note that if vehicles are parked in *no parking zones* they will liable for parking infringements. If parking permits are required for the beachfront, please liaise with the Events Officer to organise.

Please note that vehicles bigger than 3 tonne will not be allowed inside the Civic Centre grounds.

Will vehicles need to access inside the Civic Centre grounds? YES NO

How many vehicles? 3

Are permits needed for the beachfront? yes

How many? 1

Please supply the company name and contact number of trucks that will be entering

TBC. Catering company for sales of food plus infrastructure company for chairs and table event hire

the Civic Centre grounds:

Company _____ **Number:** _____

Company: _____ **Number:** _____

Company: _____ **Number:** _____

Please contact the Events Officer for fees that may be charged to lodge this application.

Declaration:

As the applicant, I have reviewed and completed the required information, and can confirm that the application is completed and correct.

Print Name: Hailey Mason _____

Signature of Applicant: _____

Date of submission: 19 February 2015 _____

**THE
BLOODY
LONG
WALK**
***A 35km Challenge
to Cure Mito***

Sunday 16 August 2015

EVENT PLAN

Presented to:

City of South Perth, Town of Cottesloe, City of Nedlands, City of Perth, Town of Mosmon Park, Shire of Peppermint Grove, City of Subiaco, Town of Victoria Park, Town of Claremont

By:

Australian Mitochondrial Disease Foundation

&

SORTED. Projects, Events & Sponsorship Pty Ltd

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THE BLOODY LONG WALK BACKGROUND

AMDF's "The Bloody Long Walk" inaugural Sydney event was held in October 2013. An event concept that presents an extreme endurance activity representing the physical challenge faced daily by sufferers of this relatively unknown Mitochondrial Disease (Mito) that affects the energy capabilities of the body.

Walking 35km, for most participants, takes the most part of a full day so it is no coincidence that the route selected featured some of Sydney's most spectacular scenery from Palm Beach to North Head.

The Bloody Long Walk Sydney 2013 attracted 350 participants with more than 95% finishing the entire 35km walk. More than \$95,000 was raised by AMDF to support the journey towards a cure for this debilitating and life threatening condition. AMDF & SORTED. worked closely with respective councils to ensure the safe passage of participants and avoid disruption to public use of any spaces, with no road or space closures required.

In 2014 AMDF The Bloody Long Walk was taken to Melbourne and Brisbane with a total participant reach of 2000+ and raising nearly \$500,000 for AMDF.

In 2015 we would like to increase the reach of the event to Perth and Adelaide and not only raise \$1,000,000 in funds and awareness for mito but encourage the local community to challenge themselves.

THE BLOODY LONG WALK PERTH

- A day of challenge for families & community
- A fundraiser for the relatively unknown Mitochondrial Disease (mito)
- An inspiration for communities and corporates to get active about team work

DETAILS

Event Name:	The Bloody Long Walk Perth
Event Organiser:	Australian Mitochondrial Disease Foundation (AMDF)
Proposed Event Date:	Sunday 16 August 2015
Event start time:	7am
Event estimated finish time:	6pm
Expected number of participants:	650

START AREA: Sir James Mitchell Park, City of South Perth

BUMP IN: 15 August 12pm – 5pm

BUMP OUT: 16 August 11am



ERECTION OF SIGNAGE IN ALL COUNCILS: 15 August 10am – 5pm

FINISH AREA: Cottesloe Beach, Town of Cottesloe

BUMP IN: 16 August 6.30am

BUMP OUT: 16 August 7pm



STAKEHOLDERS

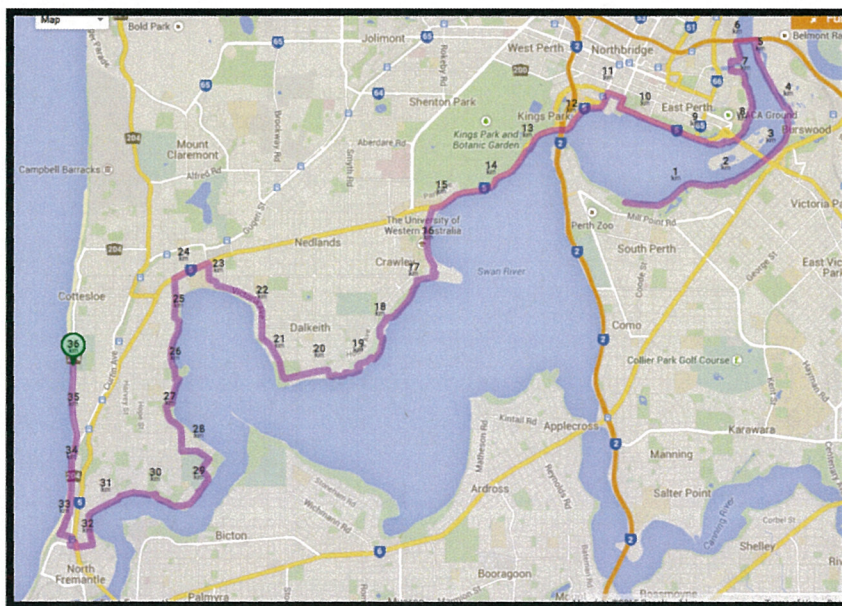
Key stakeholders for THE BLOODY LONG WALK PERTH are:

- Australian Mitochondrial Disease Foundation
- SORTED. Projects, Events & Sponsorship
- City of South Perth
- Town of Cottesloe
- City of Nedlands
- City of Perth
- Town of Mosman Park
- Shire of Peppermint Grove
- City of Subiaco
- Town of Victoria Park
- Town of Claremont

COURSE PLAN

Registration will be positioned within Victoria Park, Abbotsford. The registration site will have a starting arch, registration tents and a group meeting area.

The walk will exit Sir James Mitchell Park along the dedicated pedestrian footpath and continue up the Swan River towards Graham Farmer Freeway. On crossing the pedestrian bridge to the Freeway participants will exit the bridge adjacent to Jewell Lane from here they will make their way on dedicated footpaths and pedestrian crossings to North Fremantle. At North Fremantle they will cross the Sterling Highway and head up to complete the challenge at Cottesloe Beach.



There will be 6 checkpoints along the route providing water, fruit and accounting for each participant. These will ideally be placed within council areas that have access to water and toilets near by. AMDF will provide 1 table, shade, signage and 4 chairs at each checkpoint.

SITE SETUP AND MANAGEMENT

Australian Mitochondrial Disease Foundation (AMDF) has engaged an experienced Event Management agency who specialise in large, licensed events, hosting general public crowds at venues in busy high traffic public areas. We are aware of the level of detail in planning and execution required by governing authorities to assure that risk is absolutely minimised and all other activities within the precinct are not impeded, and the objectives of these authorities are considered.

INFRASTRUCTURE REQUIRED

START:

- 8M Arch (wind loading TBC engineer certificate will be presented prior to event)
- 6 x 3m Registration tent
- 3 x 3 Medical tent
- 2 x Small PA System at no louder than 75db
- CCB fencing (40m only – not restricting public from access)
- Various branding items such as Tear drop banners

FINISH:

- 8M Arch (wind loading TBC engineer certificate will be presented prior to event)
- 3 x 3 Medical tent
- 2 x Small PA System at no louder than 75db
- CCB fencing (40m only – not restricting public from access)
- Various branding items such as Tear drop banners
- Catering van / tents

ALONG ROUTE:

- Directional signage (erected with cable ties)
- Check point infrastructure at 6-7 locations TBC

REGISTRATION OPERATION

Registration will be facilitated using Everyday Hero. A website specific to fundraising and event needs. Registration will open from the 20 June.

There will be a maximum number of places for participants set at 1000. If this quota is not filled prior to event day we will not take registrations at the event site.

Although participants have signed up and paid online they will be required to sign in at the event site from 6.15am to receive their wristband and information guides. This will also assist us in tracking participant movements across the route.

SECURITY

The event is deemed a low risk event due to start times and nature of activity. Security will be sourced for the event start during bump in hours and over night. Volunteers will be placed at checkpoints and close to infrastructure owned by AMDF and suppliers.

AUDIO

A basic PA system will be set up at the Start and Finish of the event. This will include 2 x speakers, 1 wireless mic and a mixer.

EXPECTED NUMBERS

We would expect to host approximately 650 people throughout the day. We will be sourcing assistance from up to 50 volunteers and there will be 10 paid staff on site.

Throughout most councils you can expect on average about 170 people through the area every hour.

TICKETING

The event will be free to spectators.

Entry to THE BLOODY LONG WALK will be between \$80 - \$100 plus GST. There will also be a recommended fundraising amount that will be donated to the AMDF.

WASTE & ENVIRONMENTAL MANAGEMENT

AMDF will work with each council to ensure the site and surrounds (parklands, pathways, foreshore and waterways) are kept pristine during bump in and out.

During the event times, we will use our volunteers to also remind patrons that we are walking through national parks, reserves, beaches and places of cultural and historical significance and to keep hold of any rubbish or dispose of it in bins provided by council.

Clean Event, who specialise in event waste management, have been engaged to collect waste from all check points as well as the start and finish lines.

CATERING & BEVERAGE

Food and beverage will be available for purchase by participants at the start and finish. All food and beverage providers will be mobile food/beverage vans.

SEATING

There will be seating at the finish line for spectators and participants.

VIP AREA

There will be no VIP area.

TRAFFIC MANAGEMENT

The Event will have minimum impact and we do not foresee any road closures. We are hoping to work with the councils to ensure that safety is first priority for participants but look to avoid additional fees of full traffic management plans. However, if any council or the roads authority deems necessary to receive a traffic management plan we will engage an authorised supplier.

It is expected that bump in and out of the areas will be quite a basic set up and although will require the basic levels of high visibility vests and correct directional signage we do not see the need to close any roads. Delivery details including equipment, delivery vehicles and timing will all be provided to the relevant authorities for their review and determination.

Participants marshals will be allocated at crossing points to advise the participants of safety. As they will be volunteers they will not direct the traffic and we do not foresee any required road closures, though accept Councils may advise otherwise.

MARKETING & COMMUNICATIONS

As previously addressed, the purpose of The Bloody Long Walk, South Perth to Cottesloe Beach is to raise funds for Mito and in turn raise awareness of the disease. We hope to involve the Perth communities living on or nearby the proposed route as much as possible to assist us in the promotion and advertisement of the event.

In addition to the flyers distributed around the local area and greater Perth we will also be investing in a National Facebook and digital campaign which will run over the course of three months. **We are open to promoting councils via logo placement on our marketing collateral.**

The event activity is designed to be low impact to residents since it is a transient event through each area. We are happy to discuss resident communications requirements with each council.

With regards to the authorities we will contact all Police LAC to ensure they are fully aware of the event and have direct contact in case of any issues.

TARGET MARKET

The target market for The Bloody Long Walk is families and community across Perth. Predominately 25 – 55 female groups, although all ages and genders are welcome.

SPONSORS

There are currently no sponsors of the Perth event. As sponsors are contracted we will advise each council.

PROMOTIONS

Promotional activity has not been confirmed pending discussions with relevant authorities and stakeholders around other activities in the area and other considerations.

PARTICIPANT MANAGEMENT

We will have staff and volunteers at each checkpoint who are responsible for monitoring participants as they pass through each checkpoint. It is in the terms and conditions that each participant makes themselves known at these checkpoints so we can monitor each individual's progress throughout the course.

Checkpoints will also facilitate any necessary instructional communications to participants along the way.

Additionally, the event organisers will contact all participants via SMS throughout the walk should there be any change in course or hazards on the way that would mean cancelling the event or using alternative course. All participants have been asked to ensure that within the teams there are at least two mobile phones on two different networks.

All participants will be given the Event Managers number for emergencies and will be advised to contact Emergency services in the case of an Emergency and the Event Manager or Marshal on route for St Johns Ambulance attendance.

Participants will be sent off in waves of 50 to avoid any interference with general public use of the shared pathways. Our information pack and pre-start briefing will provide clear instruction for participants to walk mostly single file or no more than two abreast and to maintain awareness of other users and to allow their easy passage, in particular runners and cyclists.

COMPLAINT MANAGEMENT

AMDF will develop the event plan in conjunction with the appropriate authorities to ensure there is minimal risk of complaints from local residents. Three site managers will be allocated an area (phase) to manage and will deal directly with complaints.

AMDF can also provide a FAQ document for authorities and near by venues to answer any enquiries they may receive pre-event. This will include a direct phone number for the Event Manager.

EMERGENCY AND SAFETY MANAGEMENT PLAN

A full detailed Emergency and Safety Management Plan will be attached to this document at a later date.

The event is low risk and therefore we will not be engaging a Risk Management company to assist us with this.

INSURANCE

The activity will be covered by a \$20M Public Liability Insurance policy for the period. As required, other parties will be specifically noted as an interested party of the policy and a copy of the Certificate of Currency supplied to authorities prior to the activity.

KEY CONTACTS

SORTED. Project & Events, Managing Director:

Hailey Mason

Ph.

E:

AMDF Event Manager:

Sarah Madden

Ph:

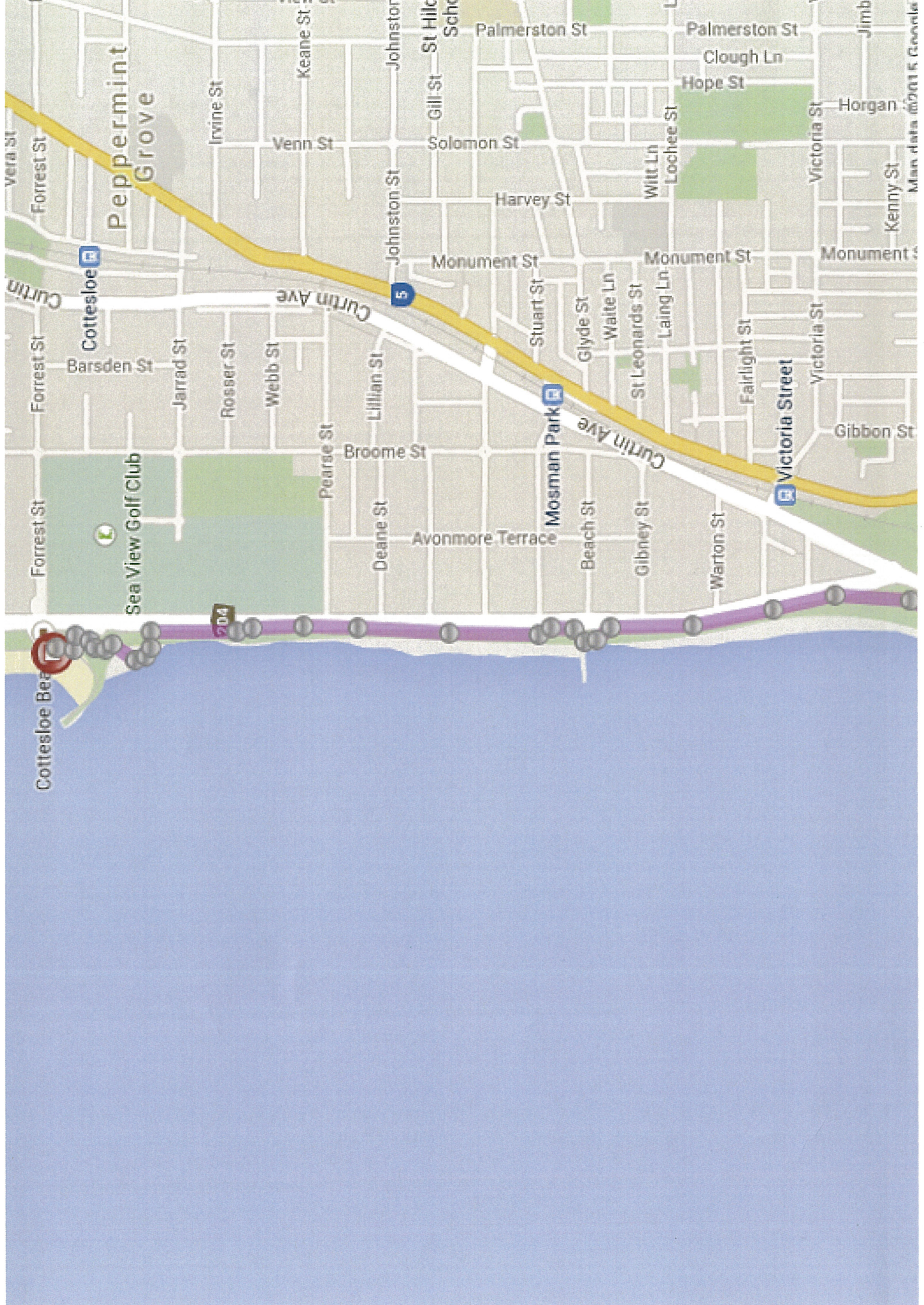
E: :

AMDF CEO:

Sean Murray

Ph:

E:





THE **BLOODY LONG** WALK

A Challenge to Cure Mito

amdf+
AUSTRALIAN MITOCHONDRIAL DISEASE FOUNDATION

THE BLOODY LONG WALK
The Impact of Mitochondria
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THE BLOODY LONG WALK
The Impact of Mitochondria
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The Impact of Mitochondria
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THE BLOODY LONG WALK
The Impact of Mitochondria
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