

From: [REDACTED]
To: [IPCN Enquiries Mailbox](#)
Subject: North Byron Parklands Cultural Events Site Project SSD 8129 and MP 09 0028 - SUPPORT
Date: Friday, 11 January 2019 4:13:50 PM
Attachments: [image001.png](#)

To IPC Commissioners re North Byron Parklands Cultural Events Site Project SSD 8129 and MP 09 0028

Dear Commissioners,

I write in **support** of the Department of Planning & Environment's recommendations in relation to the application for permanency of the North Byron Parklands Cultural Events Site. My support comes from both my role as General Manager of Splendour in the Grass and Falls Festival, and as an individual.

In my capacity as the General Manager of Splendour in the Grass and Falls Festival I would like to talk to the various components and layers of organisation that goes into producing these events.

A great deal of planning goes into delivering a safe and fun event for people to enjoy, and this encompasses the local community, being that a large number of residents from the Byron and Tweed Shires attend the events held at North Byron Parklands. We spend a great deal of time working with North Byron Parklands and the Parklands Community Advocate to minimise any negative impact on the surrounding community, its resources, infrastructure and to maintain the amenity of such. Parklands, Splendour and Falls Festivals engage a Community Liaison Manager pre, during and post event to liaise with local residents and provide their feedback directly to these organisations to make any necessary improvements. Additionally, through the community representatives and other stakeholders on the Parklands Regulatory Working Group, both Parklands and the events are provided with feedback from the community and address any concerns raised. As a key stakeholder in all of these discussions, I can assure you that we listen and take all necessary steps to consult and implement any improvements.

As mentioned previously, there are many parts involved in producing events of this scale. With each area of planning, we work systematically through a process of consultation, assessment and review with key stakeholders including internal management, external agencies and professional consultants. We formulate management plans to ensure compliance and develop systems, processes and contingencies as required to support successful implementation. Our core objective is to provide positive outcomes for the event, and the communities in which the events take place.

Splendour and Falls Festival are recognised industry leaders in event management both nationally and internationally. External agencies and stakeholders have continually praised the organisational structure of the events, and specifically when it comes to emergency management procedures. There is extensive consultation with key stakeholders, including regular desktop exercises with emergency services agencies, that allows us to ensure best practice and a cohesive approach to safety and overall event operations.

Splendour in the Grass was recently awarded GOLD in the NSW Tourism Awards in the Major Events & Festival category and has been a finalist in the NSW Office of Environment & Heritage

Green Globe Awards for the past 2 years running for environmental and sustainability initiatives. This is along with many other awards that both Splendour and Falls Festival have received or been nominated for over the years in social, environmental and economic categories. The financial and social benefits of having these events at Parklands is massive as shown in the numerous Economic Impact Reports.

The people who work on these events are truly passionate about the work that they do and are continually striving to provide the best possible outcomes for patrons who attend the events, staff working on the events and the communities who by virtue host these events. I am extremely proud to work alongside such a passionate, hard-working, dedicated and professional group of people and the continuing success of the events is evidence of this passion and professionalism. This is an attribute that emanates throughout the organisation.

Speaking as an individual, I have grown up with music and having the ability to attend concerts and festivals regularly. From a social and cultural perspective, the music & arts brings a great deal of happiness and joy to people. I decided to work in this industry as I wanted to be a part of the process that brings enjoyment and enrichment into people's lives through music and coming together in a space where people can appreciate music and culture as part of a community. North Byron Parklands provides this space and opportunity and supports a thriving culture.

North Byron Parklands not only offers a home for Splendour in the Grass, Falls Festival, local community and other unique events, but very importantly offers a home where people can come together as a group and celebrate culture in many forms.

I wholeheartedly support the Department's recommendation of permanency for the North Byron Parklands Cultural Events site and it is my sincerest hope that the IPC recognises the value and importance that North Byron Parklands offers to the Australian cultural landscape.

Sincerely,
Elise Huntley



ELISE HUNTLEY
GM Splendour in the Grass
GM Falls Festival

