

Dear Sir | Madam,

I am writing to express my support for the permanent approval of North Byron Parklands as a Cultural Events Site. My name is Elise Huntley and I am the General Manager of Splendour in the Grass and Falls Festival.

The social and economic benefits that both festivals bring to the area, are absolutely vital to the livelihood of the Byron Shire and Northern Rivers region.

For Splendour in the Grass 2016 and Falls Festival Byron 2016 / 2017 the total direct expenditure by festival organisers and patrons was \$55.1m. Byron Shire accounted for 29.4% (\$16.6m); - Total economic output for the two events is measured at \$126.4m. Byron Shire accounted for \$34.6m; There were 52,800 room nights in commercial accommodation in Northern NSW (excluding Parkland's camping grounds) Across Splendour 2016 and Falls Byron 2016 / 2017 there was a total employment creation of 246 equivalent full time (EFT) jobs in the Byron Shire (representing 2.25% of the Byron Shire workforce); Across the same timeframe, the total direct salaries and wages generated by the two events was \$15.4m (including \$6.6m in the Northern Rivers region). The loss of these two events in the area would have an enormous negative economic impact both to the local community and wider region. I would be devastated to see this loss if the events were unable to be held at North Byron Parklands.

For year's Splendour in the Grass and Falls Festival have placed strong emphasis on environmental responsibility, endeavouring to lead the way in sustainable business practices and education programs. Recently, huge strides were made to reduce reliance on bottled water and single use plastic, thus eliminating a huge amount of potential waste. As well as stringent internal processes for Environmental Best Practice, these events have a wide range of front-of-house environmental programs so festival patrons can revel in the good times whilst tipping their hat to our local and global environment.

Last year Splendour's environmental programs were front and centre; from lavishly dressed enviro under-grad students helping explain how best to recycle, to the committed Green Teamers putting recycling in its place and avoiding landfill. We continue to enhance our environmental programs from year to year, and these include [Eco Cops](#), [Waste Warriors](#), [Green Team](#), our [tree planting program](#), waste, composting and recycling programs and [Camp Little Foot\(print\)](#). Splendour and Falls believe in personal accountability, so the message to patrons is as follows: Please leave no camping gear behind when the events are over (clothes, tents, gumboots, esky, gazebo's, mattresses).

As part of our social and community initiatives we have teamed up with a number of local charities and NFP organisations where patrons can donate unwanted camping items to those in need.

The events held at North Byron Parklands welcome constructive feedback from our community. Members of our community are able to contact Parklands during events or at other times to provide feedback regarding the performance of events. The Community

Hotline is staffed during event hours, and outside of these hours, has a recorded message function and call back option available.

The Community Hotline number is advertised in full page ads in papers north and south of the venue along with Parklands and the event's websites. It is also advertised via letterbox drops to 3,500 homes and businesses surrounding the venue. All calls to the Community Hotline are recorded, logged and issued with a unique identifying number. During Splendour 2017, a total of seven (7) calls were received to the Community Hotline in relation to noise; two (2) on Friday, five (5) on Saturday and no calls on Sunday. This is the lowest number of noise related calls to the hotline for any event held at Parklands to date. Six (6) of these calls requested monitoring, which confirmed compliance with the approved noise criteria for all residents in question. There were zero complaints to the Community Hotline regarding traffic congestion, delays or other traffic related matters.

Parklands, Splendour in the Grass and Falls Byron have created a Community Grants Program which, since Parklands opened in 2013, has distributed approximately \$254,000 amongst local charities and community groups. Some of the previous recipients of the Community Grants Program include Shara Community Gardens, Byron Community Centre, Byron Safe Summer Campaign, Brunswick Valley Landcare, Brunswick Valley Rescue, Mullumbimby High School, Ocean Shores Soccer Club, Tidy Towns Ocean Shores, WIRES, Crabbes Creek Primary School, The Pocket Primary School, Brunswick Heads Primary School, Cabarita Youth Service and Bay FM Community Radio Station. Both Splendour and Falls Byron will continue to contribute \$1 from every event ticket sold into each event's Community Grants Fund, ensuring that local charities and community organisations can benefit from these events.

I trust you appreciate the immense social and economic value that the events held at North Byron Parklands brings to the local community and wider region, and afford Parklands and the events the opportunity to continue this great work into the future by approving North Byron Parklands as a permanent Cultural Events Site.

Sincerely,

Elise Huntley

General Manager – Splendour in the Grass, Falls Music & Arts Festival