



Paved Way Pty Ltd
6/1-3 Mona Lane
Darling Point
Sydney 2027

November 13, 2013

To Whom It May Concern:

We've recently been advised to some adverse reactions to the proposed event we have a Development Application in for, for April 2014. This is a letter to those neighbours and businesses in the area that will directly or in-directly be affected by it and to give you a little background into ourselves, our company and the vision we have for the event.

We've been told that words like "Rave" have been mentioned when referring to our event. To be honest, this couldn't be further from the truth. Typically raves are one off events, usually illegal and many have complete disregard for the area they are in. They are dominated by techno music and more often than not, aim to attract many participants from in and around the geographical location in which it will take place i.e Cessnock/Hunter Valley/Newcastle area in this case.

We are based in Sydney's eastern suburbs and run large events in Sydney every couple of months, as well as, a regular event every Sunday on a smaller scale. Our target market for any and all of these are men and women aged between 20 & 40. This is also who we will be targeting for our event in Mount View. By no means will it be localised in regards to attendees. In saying that, we fully intend localise our event when interacting with local businesses and services.

This is a cultural and community based event. It will be a sleep out, with those opting to camp to go by a lock-in rule. For paying attendees, once you're in, you're in. So if you decide to leave, you will not be allowed back into the event. The artists and performers will have special privilege to leave to do things like the wine tours, or obviously if they are leaving permanently.

For those who do not wish to camp, we will (hopefully) be offering alternatives by utilising the 9 guesthouses we've identified in the DA as possible options. These will obviously be for those with a little more money who like the finer things in life. They will be the only attendees at the festival who will have a "Pass Out" wristband. With this, we will also be offering wine tours of the local vineyards for these guests if they feel like they want to spend the first half of their day enjoying some of the regions delicious wines and food before they come back to enjoy the event.

For attendees staying off site, we will have a shuttle bus running to take them back to their choice of accommodation once an hour. We were recommended when in meeting with council to use Rover Coaches, which we will be doing.

www.rovercoaches.com.au

There will be security guards roaming on grounds, as well as, all the way out to the corner of Mitchells Rd & Mount View Rd 24 hours a day. Traffic control will also be in place to make sure no one goes anywhere but the event.

Our capacity for 2014 will be capped at 1500. The traffic control plan that we've had independently developed by Vigilant Safe Services, who supply the same service for large events like 'Splendour In The Grass' in Byron Bay where there are 30,000 attendees, informs us that

1500 people for the size of the area and roads leading into it will run virtually uninhibited and will be managed with minimal to zero impact on the surrounding area.

In the DA it says for up to 3000 moving forward. This number and what future events will cater for, is completely based around how well the area handles the inaugural event and by getting the opinion of the local community. If we, or the local community believe that this number is unsustainable, then we will re-assess and work toward any number that we can come to an agreement on. We DO NOT want to act in any other manner than one in which suits those who have homes, businesses or properties in the direct vicinity of our event.

Our event will have a range of activities and experiences that are not available at most events. We will actively engage the local community so that they too, benefit from such an event. The services and activities we will offer will run with the help of local businesses, which will inject money back into the community. Not only will the event be about music, but about lifestyle.

The following will take place at the event, with services offered by the following businesses;

- Music – Electronic, Acoustic, Jazz
- Market stalls – local fruit and produce ,clothing, jewelry
- Massage - www.facebook.com/Massage.by.Ann.Baker
- Yoga – Fleur Optekamp
- Movies – projected onto large screen
- General Store – We will be seeking the services of the local IGA to sell everyday items that people may need. Batteries, tissues, tooth paste/brush, baby wipes etc

We will have artists flying in from the USA, UK, Germany, France, Romania, New Caledonia and from interstate. We will be offering all of these artists the opportunity to go on wine tours, with those who opt to stay in accommodation nearby (mentioned above) as a way to take in a little more of the Hunter Valley.

<http://www.winecountry.com.au/toursandtransport>

<http://huntervalleytours.com.au/>

A few of the artists like to play a bit of golf. We will also be lining up a round at one of the two courses nearby.

<http://www.huntervalleygolfcc.com.au> or Cypress Lakes

We will be making this as much about the Mount View & the greater Hunter Valley region, as we will about our event. Maintaining a working relationship with residents and businesses in the area is the only way to build rapport and ensure that the event is a success in the future, not only for us, but by all who are involved.

This will also be a fundraising event for the local Rural Fire Service. A portion of all tickets sales will be donated to the RFS. We have also spoken with the local SES about coordinating the car parks. There will be a fee that will be charged to park your car which will be donated to the Cessnock SES. A BBQ will also be run by either one of these two and will go directly back into their services.

A portion of ticket sales will also be donated to Charlie Teo's life saving charity 'Cure For Life'.

Please feel free to call or email me with any questions or concerns you may have and we can talk through them.

Regards,
Matt Weir - 0447 833 345
Paved Way – Partner/Director