

# THE DROP – EMPIRE PARK RESIDENTS FAQ'S



## **Q. Why have you chosen Empire Park for The Drop, 2020**

A. Empire Park is a unique and well-equipped public space, which was identified as a potential location for The Drop, 2020 through consultation between The Promoter & Newcastle Council. The existing plan of management for green spaces under the Crown Land Act, provides the planning framework for commercial events to occur in this location.

More subjectively, The Drop Festival is partnered with the World Surf League & is presented in conjunction with Surfest @ Mereweather Beach. The proximity for patrons to walk between the Surfing competition & event Site on show day is a significant reason for selecting Empire Park.

The success of large outdoor gatherings, such as Carols by Candlelight at Empire Park influenced the decision to activate the space for The Drop.

## **Q. What is the Planning / Approval Process for this event?**

A. The Promoters of The Drop festival work through standardised event planning & approvals processes with Newcastle Council, and various stakeholders & government agencies.

This includes but is not limited to, NSW Police, ILGR, NSW Ambulance, NSW Dept. Health, RMS, Security / Medical / Traffic / Waste Management contractors.

An overview of the requirements & this process is available on the [NCC website](#).

## **Q. How does The Drop benefit the local community?**

A. Newcastle Council has made a commitment to growing the reputation of being an event city, which is detailed in their [Events Plan 2016 – 2019](#).

Similarly, The Drop is committed to bringing world class entertainment to regional locations and we pride ourselves on delivering safe & inclusive events for all ages. Further to this, The Drop provide creative outlets & opportunities for young people, by showcasing local visual artists & musical performers at the event.

The Drop also provides stimulus to the local economy, attracting day trippers & Overnight stay tourism to the region. We engage a range of local businesses, infrastructure suppliers & vendors to create & deliver our event space, as well as providing short term employment for many people, including bar service, security, event operations & other administrative roles.

Residents in the immediate surrounding areas are offered discounted tickets & we encourage them to attend & enjoy the event.

## **Q. Why are we only hearing about this now?**

A. Significant levels of planning & preliminary assessment are carried out by the promoter, in consultation with Newcastle council & Stakeholders to ensure the quality & validity of the proposal, prior to public notification being carried out.

Once preliminary approval is granted & official documentation is submitted for assessment, Public Lands Use Notification is required to be displayed for a minimum of 28 Days. This includes newspaper advertising, letterbox flyer drops to local residents & the erection of large format sign at Empire Park.

In addition to these statutory notification requirements, The Drop Promoters held a community engagement evening on Monday 18<sup>th</sup> November (During the notification period) to outline planning & provide responses to local questions. Further information about the Newcastle Event is available on [our website](#).

## **Q. Empire Park is a public space, how long will this event be at Empire Park?**

A. The Team behind The Drop will be onsite from Tuesday 3<sup>rd</sup> of March to Tuesday 10<sup>th</sup> March 2020.

Importantly though, the event site has been designed to maximise access to the park for local residents and is primarily restricted to the Cricket Oval, Pavilion and other open, grass spaces.

All pedestrian pathways will remain open during this period of site occupation, with no disruption to or access restrictions from using the Tennis Courts, Playground, Skate Park or Bowling Club.

The included, event footprint map, gives visual representation to the boundaries of the site.



**THE DROP, Newcastle 2020  
Event Site Footprint / Boundary**

**Q. What is the nature of the event ie: Size / Duration / Demographic / Music Style?**

A. The Drop is a 1 Day, Single Stage, All Ages Music Festival, happening on Saturday 7<sup>th</sup> March. We anticipate 7,000 - 8,000 patrons attending the event, with a maximum capacity of 10,000. The Event's operating hours are 13:00 to 22:30, with service of alcohol finishing at 21:30 and music curfew at 22:00.

The Audience Demographic for The Drop is generally 55% Female / 45% Male, with approximately 20% under the age of 18. You can refer to our [Youth Policy](#) for information about ticketing & access control for different ages.

**Q. Will public transport and parking will be a problem for the local community?**

A. A full transport plan will be implemented for the event, linking the site with key transport nodes and desire locations post event with event specific buses. In addition, provisions will be provided for taxis and private vehicle drop off areas. There is extensive off-street parking available adjacent to the park.

**Q. What Impact will there be to local traffic / will there be road closures?**

A. The event has worked with a Traffic Management Consultant, in consultation with Newcastle Council, RMS, NSW Police & Risk Management Consultants to create a Traffic Management Plan for the event.

In general, there will be no significant interruptions to local traffic during the site occupation, with the exception of large supplier vehicles coming to & from Site. However, to provide safe and controlled access to the event, there will be Road Closures on show day - Sat 7th March (07:00 to 23:59) as follows:

- Memorial Drive, between Parkway Ave & Kilgour Ave
- Bar Beach Avenue, between Memorial Drive & Darby Street
- Brooks Street, between Bar Beach Ave & Parkway Ave

Residents who live within this road closure precinct will receive dashboard accreditation for all required vehicles. Professional traffic managers will allow vehicles displaying appropriate accreditation through closures.

**Q. How do all these people get to & from the event?**

A. The Event will provide dedicated shuttle buses, which connect Empire Park with major transport hubs, including Broadmeadow Station.

To Facilitate this, a Temporary Shuttle bus Stop will be set up on the Western Side of Memorial Drive, within the Road Closure Precinct.

Additionally, a Taxi / Rideshare / Public Pickup area will be established on the Northern side of Kilgour Avenue. For more info, please refer to our [Getting There](#) Page.

**Q. How will local property & assets be protected from vandalism etc.**

A. In addition to those coming via shuttle or private vehicle, we do anticipate a large number of patrons walking between Empire Park & the CBD, particularly during Egress. In order to protect the local amenity, we will have teams of 2 security & waste management staff deployed to patrol each of the 6 pre-identified zones, as shown on the External Locality Map from 11:00am to 23:30 on show day.



A secondary map shows the proposed layout for redeployed Security & User Pays Police, during our peak egress period, from 21:30 to 23:00. These are static locations, designed to monitor the behaviour of patrons leaving the event & to offer assistance & information where required.



**Q. What happens if damage still does occur to my property?**

A. An Event Hotline number **0460 849 859** has been setup & will remain in operation throughout the duration of the site occupation & indeed the event operating hours. All calls are logged into a database & event management staff will attend to discuss issues, as required.

For minor damage, event management will endeavour work with residents to repair or replace affected property. If damage is more serious or of potential criminal nature, Police will be alerted & proper reporting & investigations will be carried out.

Should disputes arise, The Drop holds suitable Public Liability Insurance coverage.

**Q. Due to damage from the event and associated vehicles, will sporting groups be unable to use the sportsground for an extensive period?**

A. The Drop has extensive experience in managing event impacts on public parks and sportsgrounds and there are a range of measures that will be employed to minimise the impact on the sportsground and park surface.

It is expected that the ground would be returned for sporting use for the following weekend, unless there is a significant rain event during the event weekend.

**Q. What will be the noise impact to local residents?**

A. As a music-oriented event, The Drop will use a professional, outdoor PA (Public Address) system to entertain the audience.

Proposed noise times & information is as follows:

<b>Friday 6th March</b>	15:00 – 17:00 Main PA System Checks, Acoustic Tests, PA Tune & Time
Align	
<b>Saturday 7th March</b>	10:00 – 13:00 Main PA System Checks & Sound Checks at 95% of show level 13:00 – 22:00 Main PA systems at show level for live music

As part of our planning, noise emissions from this event must comply with council-determined levels at pre-identified residential boundaries. In order to meet these criteria, The Drop has engaged an acoustic consultant for noise mitigation planning & in-situ monitoring.

In this respect, The Drop has considered many factors including but not limited to:

- Stage orientation to direct noise out into the ocean.
- Use of Premium & highly controllable PA Systems
- Engagement of expert production managers & suppliers to design & control tailored systems
- Deployment Use of sound dampening baffles (Echo-Barrier) to minimise unwanted spill
- Curation of Varied Music Genre Lineup
- 10:00pm Entertainment Curfew

**Q. How will The Drop manage patron intoxication from alcohol?**

A. The Drop considers Responsible Service of Alcohol as being one of the Pillars of our Brand. As part of this duty of care to patrons, The Drop has adopted a policy for serving only “Mid-Strength” (One Std Drink per Serve) alcoholic beverages at the event.

In-Situ, our Licensee, Event Management & NSW Police Licensing teams take information & feedback from bar staff, security & dedicated RSA Marshals to monitor crowd intoxication levels & can make real time adjustments to service (ie: number of drinks per person), should it be required.

**Q. How will The Drop manage the risks of drug use?**

A. The Drop is promoted as a Drug Free Event. However, organisers of The Drop Festival acknowledge that understand that drug use is a health issue that exists in everyday society & requires appropriate planning & consideration. The Drop Festival works extensively with government agencies and private entities to provide a range of care spaces, harm reduction services and medical services onsite.

Further details about our [Harm Minimisation Strategy](#) are available online.

**Q. Empire Park is across the road from Bar Beach, isn't that risky for people swimming after attending the event?**

A. The Drop has notified Cooks Hill SLSC of the event & will share further information with this organisation in the lead up to the event.

After the volunteer lifeguard patrol has finished for the day, The Drop will station paid, professional lifeguards at key locations, to monitor water use.

Roaming security teams will also operate along the beachfront, encouraging patrons to stay out of the water & head home after they have left the event.

**Q. How does The Drop intend to keep the site and surrounding area clean?**

A. The Drop takes waste management & minimisation very seriously. We partner with fantastic organisations such as 3 for The Sea and WSL PURE to spread sustainability messages throughout our promotional campaigns & onsite activations.

The Drop has engaged a dedicated event cleaning & waste management team to maintain both the event space of Empire Park & also the surrounding area, throughout our site occupation. The Drop also employs a range of waste reduction strategies, including a zero single-use plastic policy, a requirement that all drinks are either served in recyclable cans or reusable cups & that food vendors only provide meals with biodegradable service wear.