

STRAWBERRY FIELDS FESTIVAL

KEY FACTS & FAQ

How many people are attending and where from?

Approximately 4,800 patrons, artists and staff attend the festival each year. While 70% travel from Melbourne, many also travel from regional Victoria, Sydney and overseas.

What is the festival operating times/duration?

Gates open 12:00pm Friday 21 November and arts programming commences at 4:00pm on Friday afternoon. The festival program is in operation from Friday until Sunday evening, with periodic intermissions / "quiet times". All patrons must leave the venue by Monday afternoon.

What experience/track record does Strawberry have in festivals?

We have been promoting large-scale concerts and festivals in Victoria and New South Wales since 2007. Since 2013 we also play a significant role in the planning and production of the Let Them Eat Cake New Year's Day festival at Werribee Park mansion - together with Strawberry Fields, festivals under our management attract over 10,000 patrons annually.

Why was this site selected?

After visiting many potential venues in the last 5 years, we have fallen in love with the beauty, accessibility and relative isolation of Caveat, and are excited to be working with landowners who have such a strong interest in developing the local community and facilities (e.g.

How loud will it be?

Our sound engineers will design the stage orientation of the event to leverage all natural buffers, minimizing any sound pollution beyond the bounds of the property. Volume levels are reduced after midnight every night, and "quiet time" (programming close) is in operation during the early hours of each morning.

What entertainment is provided?

Over 150 local and international artists perform a variety of music styles at Strawberry Fields - everything from live jazz, to soul, funk, hip hop, house and reggae. Artwork and installations are exhibited throughout the site and in the Tea Lounge Gallery, with workshops hosted on everything from yoga to laughing and environmental design.

How is the event managed in terms of noise, fire, security, emergencies, etc.?

In all key capacities - security, medical, fire, emergency services and electrical we deal exclusively with contracted professionals. If you are interested in details of our emergency management and harm minimization programs please contact us directly via the details below and we'd be delighted to provide you with more information.

How will this benefit the local community?

Firstly, we will be implementing an extensive community benefit plan, which includes a guaranteed donation to the CFA and local school. In addition to this, wherever possible we will source the many services we require locally (contractors, accommodation, equipment hire). More broadly, festivals of this size are guaranteed to drive traffic to local businesses akin to high season in tourist areas, with petrol stations, convenience stores, restaurants and pubs most noticeably affected.

How can I get involved?

We welcome many forms of participation - whether you are interested in holding a market stall, performing, holding a community raffle, or simply providing one of the many local services we require we would love to hear from you.

What does it cost for locals to attend?

Anyone able to show ID with a postcode from within the Murrindindi Shire is eligible for 50% discount on tickets to the event.

If you would like more information on the event, please contact Event Director's Billy Staughton (0431 469 971) or Tara Benney (0400 913 956) directly.