



In Brief

The Council of the Shire of Serpentine Jarrahdale approved the allocation of \$17,850 (excl. GST) to engage the Town Team Movement to establish a Byford Town Team, and a further \$23,000 (excl. GST) to support the activities of the Town Team once established. The Activate Byford Town Team has been meeting since mid-2021 and has been working on a number of initiatives since this time. A one-year review with the Town Teams facilitator has reinforced the group's view that the team has a strong and positive culture and has the potential to successfully activate areas within the Byford town centre, especially over the medium to longer term.

The group has encountered a number of challenges in delivering a full program of activities, the two most significant of these being the uncertainty surrounding COVID-19 and its associated impact on events and the lack of an identifiable town centre/public space within the town centre, capable of safely accommodating events like markets. Despite these challenges, the group has successfully delivered an "Open-Mic" activity and the "Byford Pictures" initiative is underway. The group believes it has been resilient and maintained positive momentum and would like to see the Shire's on-going support of the group, via the carry-over of unspent approved funding, and the ability to allocate funds towards proposals in locations outside of the designated town centre – being Briggs Park and Byford Secondary College.

Summary of the Town Teams ACTIVATE BYFORD group's progress to date

The Byford Pictures project was established with one banner installed on the wall opposite the Dome and a second and third installation now ordered. The criteria for resident's photographs to be considered has been launched on Face Book with a significant level of interest generated. With Council funding of \$3,780 still to be expended and \$2,552 from the Byford Progress Association we have the capacity to change the banners on a six weekly rotation for 21 months. (Budget attached) In the near future we would like to consult with Council staff for an approach to be made to the Public Transport Authority so that the final objective of this project can be achieved – a digital display board at the Byford Railway Station for Byford photos taken by local residents.

The Byford Open Mic project was an opportunity for young local musicians to gain performance skills through workshops and public performances. It commenced with a public workshop at the Dome and has since taken many hours liaison with Byford Secondary College staff to involve their students. A musical session at the Dome was twice been postponed because of COVID 19, but a final workshop was held prior to a public performance at the Dome on Friday, 29 July 2022.

The Group's current and future focus surrounds the following activities:

Byford Theatre

We consider the Byford Theatre project as one of the most significant art and culture opportunities presented to Council in recent times. Playwright and actress Fiona Blakely (CV attached) has completed the first draft of an historical Byford play and has secured permission for 6 performances in the Byford Secondary College theatre, a facility described by her as 'State of the Art'. There is nowhere else suitable in Byford for this performance and in fact there is no better theatre of its size in our region. This production will be ready towards the end of the year, potentially to coordinate with the celebration of International Arts Day (October 25th). This may present opportunities for State Government agency advertising support and residents with their first opportunity to enjoy a local professional theatre production in the Shire. We hope this will lead to the establishment of a local theatre group permanently within the Shire. We would be willing to dress in character and give out flyers on the two previous Saturdays in the town centre – adding activity and interest to the area. The cost of the flyers is \$600 which would take the required funding to \$5,810. The cost of the flyers is not included in the attached budget.

Byford Artisans Market

The Byford Artisans Market project is led by a member of our group who is an experienced market facilitator. Much thought and effort has gone into bringing this to fruition in George Street but there is nowhere suitable for enough stalls, there are traffic management and parking issues and restrictions would occur to local businesses. We are exploring other venues for a December market but it would need Council agreement to fund it outside the town centre (as a coordinated – but separate - initiative with the Byford Carols to be held at Briggs Park). We remain optimistic that the market can be established as a yearly event when a suitable space becomes available in the planned town centre.

Byford Murals

Our latest initiative is aimed to be delivered in partnership with the Shire at the location of the new Byford library. An artist would be engaged to design a path mural to be painted by residents from the street footpath to the library's front entrance. Banners along the path would be an added attraction. We hope this exciting community led art project can be achieved from the Shire's public art fund or the library public art budget.

In Summary

Since the Shire's launch of the Activate Byford initiative last year, we have built an enthusiastic, knowledgeable and experienced group, but the challenges associated with COVID-19 and the lack of an identifiable civic space within the town centre have been significant. Notwithstanding this, we believe if we are given a commitment by the Shire to carry over the funds already approved for this initiative, we will be able to maintain momentum and continue to deliver activities over the next 12-months.

The group will also be seeking supplementary funds from other sources to maximise what can be delivered for our community.

ACTIVATE BYFORD**Byford Pictures**

2 Panels, residents photos to be changed every 6 weeks

14 banners – 84 weeks \$6,332

Costs

Second installation plus two banners \$1220

12 banners \$5,112

\$6,332

Funds

SJ Shire Funds \$3,780

Byford Progress Assoc \$2,552

\$6,332

FACILITIES AVAILABLE & COSTS	<i>Byford Secondary College</i>	<i>Serpentine Jarrahdale Rec Centre</i>	<i>Unit 1, 821 Sth West Hwy Byford</i>
Hire cost for 3 hours	\$150	\$392 (this includes hire, staff and cleaning costs)	\$50
Lighting/ Provided &/or Hire Cost	Provided	Provided	\$4169 lighting/sound/stage
Sound Provided &/or Hire Costs	Provided	Provided	See above
Stage provided &/or Hire Cost	Provided	Provided	See above
Seating provided &/or Hire Cost	Provided	Provided	?
Max seating available	194	150? For half size	150
Availability in September/Oct	Available	Poss. Fri, Sat and Sunday Matinee	Available
<i>Green room changing area</i>	Provided	Provided	Provided
Function Room facilities	Provided	Provided	Provided
<i>Fixed Costs for 9 performances</i>	\$1350	\$3528	\$4619
<i>Lighting Technician</i>	\$1080 (\$40 per hr)		
<i>Actors & Directors fee (\$50per performance)</i>	\$1500		
<i>Costumes</i>	\$500		
<i>Make up technician</i>	\$450		
<i>Copy rights fee</i>	\$100		
Performing Insurance (includes injury to performers, crew and property damage)	\$230		
Total Fixed Costs	\$3860	\$3860	\$3860
Total Cost for 6 performances, Plus 3 Dress & Tech Rehearsals – 9 Sessions in total	\$5210	\$7388	\$8479

Notes	<p><u>Pro's</u></p> <ul style="list-style-type: none"> - Large theatre space with state-of-the-art facilities; lighting, sound and cyclorama. No need to hire any extra equipment. - Toilets and parking provided - Green Room and entertaining facilities - Flexibility with availability <p><u>Con's</u></p> <ul style="list-style-type: none"> - Not considered town centre location 	<p><u>Pro's</u></p> <ul style="list-style-type: none"> - Large theatre space with sound and lighting provided - Toilets and parking provided - Green Room and entertaining facilities <p><u>Con's</u></p> <ul style="list-style-type: none"> - Basic Lighting and sound set up; may need to hire extra equipment - Availability depends on bingo and other social events on the weekend. - Not considered town centre Location 	<p><u>Pro's</u></p> <ul style="list-style-type: none"> - Unique Space – a potential point of difference - Toilets provided - Green Room and entertaining facilities - Considered town centre location <p><u>Con's</u></p> <ul style="list-style-type: none"> - All sound, stage and lighting equipment must be hired - The room must be dressed as a theatre (i.e. windows blacked out, chairs brought in) - Limited parking