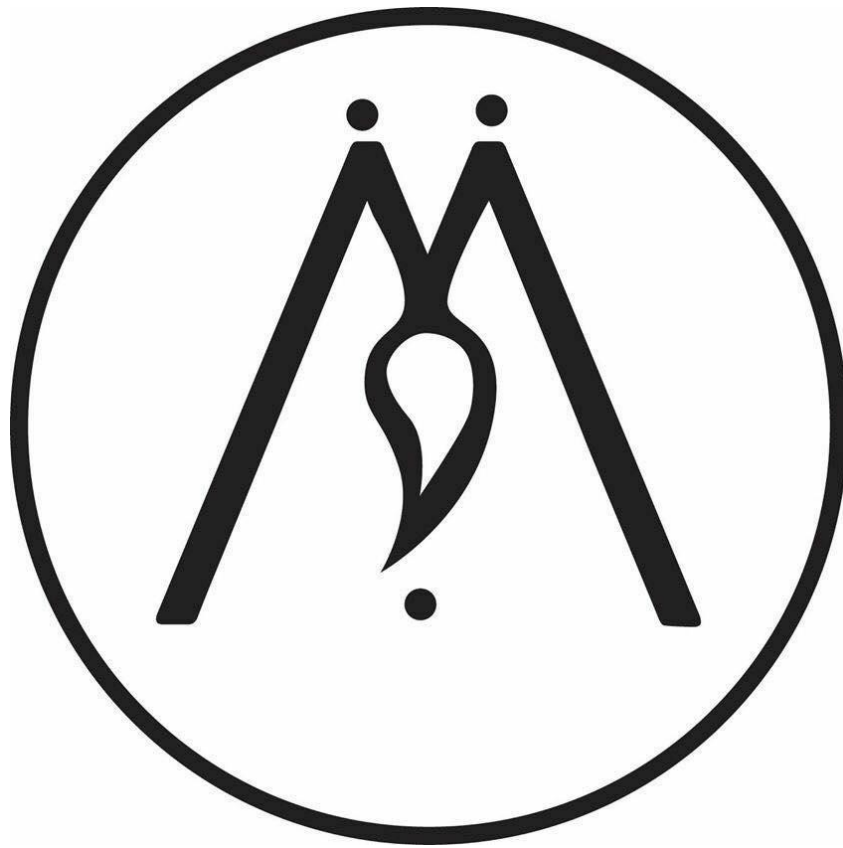


MELBURN  
·DECOMPRESSION·



*AfterBurn Report 2015*

## Executive Summary

This year we moved to a licensed premises for 2 reasons, increased capacity (700 to 1150), and longer running time (closed at 8:30am instead of 4am). The result of this move allowed us to run the event as a fundraiser for the entire community.

The goal of this year's event was to pump as much money as possible into the local theme camps and artists, and to firmly establish Decompression as the largest Burner event in Melbourne.

Financially this year's Decompression was a success. We made a total of \$8633 even after we gave out over \$10,000 in grant money

This was also the year we set up a legal entity to oversee the running of the event. The Melburners group has a democratically elected committee and is a not for profit structure. This report is focused on the Decompression event, and not Melburners Inc. Ass.

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## 1. Legal and Organisational structure

After last year event we realised that we were making a lot of money and that there was a need to run Decompression as a fully transparent, democratic event for the community that was above reproach. To do that we set up an Incorporated Association, which has a not for profit requirements and also requires an elected committee.

The legal entity was established in July and we immediately had an AGM and an election to give the committee a mandate to run the event. The elected committee oversaw the running of the event. We gave the following committee members lead roles for Decompression:

Shane Kilcullen (President) → Event Lead

Ali Shams Ahmedi (Vice-President) → Main Room Lead

Jason Pond (Secretary) → Arts and Garden Area

Lisa Dyer-Randall (Treasurer) → Finance

Nick Westcott → Tickets & Door

Nikki Santos → Blights Room Lead

As well as the committee members we also had the following lead roles

Janeene Payne → Greeters

Carly Trustcott → Crew wrangling & Bump-in

Niki Wheatley → Bump-out

The legal structure requires us to report our financials at the end of the financial year, this report is mainly focused on the Decompression event. We are also required to have another AGM with elections for the committee members who will oversee the running of the 2016.

## 2. Venue

### *Venue overview*

The venue were great to work with. They are used to running events so we had the benefit of having experienced professionals helping make this years decom amazing. The advantages of using this licensed venue were:

- Increased capacity
- Longer running times
- House security
- House cleaners
- No need to hire sound equipment
- Responsive professional management

This year we had to pay a venue hire fee of \$1500, but that fee will be waived for next year if we go back as we have now built up a relationship with the venue.

The venue was well suited to our needs, there are 4 main areas split over 3 levels and we could pretty much do whatever we wanted in those rooms. Room breakdown:

### 1. Main Room

The downstairs room showcased an array of DJ's who represented 9 of the major Melbourne Theme camps. The festivities of the evening included 9 hours of phat beats and live performance, as well as an impressive live visuals display by the renowned Telekenetic Chair Repair Theme Camp. The main room hosted a full capacity of 600 revellers for most of the night and ran smoothly without incident.

### 2. Mezzanine

The mezzanine was the art hub of the venue, with no djs playing in this area. It was a chilled space for relaxing and immersing in the numerous artworks. Some of the major art projects in this room included Glowly Hole, White Forest, Magic Carpet, massage tables, as well as many other smaller pieces.

### 3. Blights Room

The Blights Room was used predominantly as a live performance space featuring dancers, bands and DJ's accompanied by various live elements. Decor was provided by two theme camps, Kamp Kraken and Mint Country Club.

The biggest issue we had on the night was not having access to the room at the time specified by the venue. This was due to another event being held in the room immediately prior. We also had issues getting started as the sound tech on staff at the venue then had to set up the stage and run sound check having not had prior access.

Those issues aside, the space was very well received and provided a nice mix of interactive art and performance with a solid line-up of musical talent.

#### 4. Garden

The outdoor smoking room was enjoyed without any major problems. Decor was fairly simple, with the room already having an ambiance suitable for Pelican Villa theme camp, who ran the sound and music for the room. The room also had the Bacon Emporium, Glam & Cheese and Hotel Unipig providing food for burners throughout the night. The garden room was the last room to close at the end of the night, with music stopping around 9am.

### 3 Running the event

#### 1) Crew Wrangling / Volunteers

An event for over 1000 people with a bucket load of décor and burner accessories takes a small army of volunteers to make it happen. Thankfully we had that.

Burning Seed Lead wrangler Carly Trustcott stepped in late on to help us get our crew in shape. We had 4 areas where we openly accepted volunteers for. These are:

##### Bump in

Lead for this one was Carly, it went pretty well. On top of theme camps bringing their own crew we had general volunteers able to step in push things along. At no point were we ever really short on volunteers during Bump-in.

##### Bump-out

Lead for this one was Niki Wheatley. This also went great. We closed down the venue in stages so just pulled any available reveller into the bump out crew and it all went pretty well.

##### Greeters

Lead was Janeene Payne. Janeene killed with a Eucalyptus entry and a "Truth or Dare" game, it was great way to get everyone into the mood for the night ahead.

##### Door

Lead for door was Nick Westcott. We had enough volunteers for the door and everything ran well. We just didn't have the capability of getting hundreds of people in a relatively short amount of time (see improvements for next year).

#### 2) Promotion

This year our promotion was done mainly through facebook and we would like to move away from that. We are also against promoting our event as it makes us feel like we are selling out and not something that we want to be a part of. But for this year we spent a bit on facebook advertising, hopefully next year we won't need to.

The total amount of people on the night was approx. 1150, there is scope for another couple of hundred in that venue but it would start to get pretty cramped if we hit 1300.

Other than facebook we are looking into other means of letting people know that the event is happening, one of these methods will be a new website.

#### 3) Event Management

Prior to the event we had one main contact with the venue, Shane, which worked well and meant they didn't get pissed off with the burner hoards until we showed up en masse for venue visits.

During the event we had a manager for each of the 4 main areas, event co-ordinator, door lead, greets lead, bump in lead and bump out lead. This worked very well and should be repeated again.

## 4 Financials

### *a. Income*

Our main source of income is through ticket sales, detailed as:

400 Tier 1 Tickets (\$15 each) - \$6,000

560 Tier 2 Tickets (\$20 each) - \$11,200

180 Door Tickets (\$25 each) - \$4,500

And we had a substantial amount of donations with our tickets:

Donations - \$1635.10

Giving us a total income of \$23,335.10.

We offered members of Melburners a \$10 discount on their Decompression ticket if they paid the \$10 membership fee at the AGM. 10 people availed of this offer bringing our total income for the event through ticket sales to **\$23,235.10**

### *b. Expenditure*

Our main expense this year was in theme camp grants. The focus of this year's event was to run Decompression as a community wide fundraiser with the goal of helping local theme camps and artists make Burning Seed and Melburn Decompression a collective endeavour for everyone involved. We offered theme camp or art grants on the following criteria

1. Contribution to Decompression.
2. Contributions to Burning Seed.
3. Contribution to the Burner community.

With those criteria in mind we asked every local theme camp and artist to submit an application for funding from Melburners and we allocated funding in the following way:

**General Theme Camp Grants**, within these grants the theme camps who got the most money also contributed massively to Decompression i.e. Kamp Kraken brought the Slippery Tentacle and transformed the Blights room.

BBB	750
Brink	300



CPL	1000
Detox	500
Kraken	2000
MCC	500
MEM	1000
Moarsauce	500
Pelican	750
Pirainia	500
Shed Pub	100
Soul-a-flare	300
Spoonology	300
<b>Total</b>	<b>\$8500</b>

**Art Grants**, these are Burning Seed specific and didn't make it to Decompression.

TCR UV wall	500
Arba Luma	500
Flame Effects	500
Ellen Duffy	150
<b>Total</b>	<b>\$1650</b>

**Decom Specific Grants**

Brink Gas masks	377
Cowbell	11
Emporium	127
Main Room Lights	750
Swing Dog/Café	200

UNT/Urban Redesigns	
Toilet project	252.37
<b>Total</b>	<b>\$1717.37</b>

On top of all this grant money we gave out we had the other running costs for the event such as venue hire, credit card fees on ticket sales etc.:

Venue Hire	1500
Facebook	70.81
Flyers	127
Greeters	200
Credit card fees	726.23
10 Principals/stories printing	150.69
Stamps	39.6
<b>Total</b>	<b>\$2814.33</b>

**Total Expenses = \$14,681.70**

Summary of Financials

Income	\$23,335.10
Expenditure	\$14,681.70
Charity donations	\$1,000
<b>Closing profit</b>	<b>\$7,653.40</b>

Giving us a total profit for the night of \$8,653.40

## 5 Charities supported

We have decided to give \$1000 of the profits made to charity. \$500 of that is going to two of our very own Melburners Without Borders and Red Earth City Rangers: Rick Chong and Shaan Reza Ali.

Rick is the founder of CASD Australia, a charity which is currently helping the people of Nepal get back on their feet after a disastrous earthquake in 2015.

Shaan is deeply involved in alleviating the suffering of the refugees of the Syrian conflict on the borders of Europe.

We could not think of two better people to receive our support, these two make us all proud.

We are also giving \$500 directly to Burners Without Borders. We're proud to support the work BWB are doing around the world and are sure the money will go to great use.

## 6 Improvements and plans for next year

If we go back to the same venue there are a few things we can work on. The main problems and solutions were:

- The Door, or getting people through it. Having the ability to check only one ticket at a time really held up the queue and we had people waiting over an hour to get in at the peak of the night. This is something that we are most definitely aware of and will look into a new ticketing company that can better suit our needs.
- Access to the venue. The venue runs a restaurant in the main room which meant we had to work around their sitting times, this was not a major issue as we had a good crew that were able to work around it for the main room. However, for the top level or rooms were booked from 7 to 11pm by another event. This was a pain in the ass for Bump-in and if we go back we need to have exclusive access to the entire venue.
- Crew wrangling, or how we do it. I think it's time we got a proper website and figured out how to get volunteers to apply through that.
- Promotion, or website again, we need a proper online presence.
- Running times. The venue has a 24 license but we had to shut down at 9am mainly because most of the staff had been working over 12 hour shifts, if we want to extend the length of this event we will need to get management to have a shift change at some point.

Other than the annual Decompression we are also looking at facilitating an all age's event as this one was over 18's only. Hopefully this will happen before Easter 2016.

## 7 Conclusion

We have now run 2 consecutive annual Decompression events at a profit (~\$6,000 in 2014 and ~\$7,600 in 2015). Financially, the Melburners group is very healthy and this is a sign of a growing burner scene in Melbourne.

The cash raised will be used for next year's Decom and to support the local burner community throughout the year. How we do this is yet to be decided but we're open to supporting any local burner in any suitable endeavour.

We currently recommend using the same venue in 2016 as 2015 as there is scope for growth and allows us to run an event which caters for the broadest spectrum of the community possible in Melbourne.