



Welcome to “Houndwave”, Adelaide’s Doggy Day Out and mini music festival, which will be brought to the City of Adelaide by the Adelaide West End Association (with the support of Splash Adelaide). The event will support dog-related charities/NFP’s. The RSPCA SA and Animal Welfare League are confirmed charity partners. We believe this innovative project brings a creative element to responsible dog ownership.

#### Why do we want to run this event?

As more residents move into the City of Adelaide, so do more pets and we want to run an event that is a bit of fun, family friendly and celebrates life in the city. We have consulted with a section of our members and this event concept has been well received. We will also be collaborating with [Unison](#) and WEVA (West End Village Association) to broaden the reach to residents in the city. We feel that the event aligns with ACC Strategies of livable and creative cities. A broad range of residents in the community will be able to participate in this ‘neighbourhood’ event – dog owners and dog lovers alike.

Light Square is an under utilised City space in the centre of the westend and feedback from our community always requests more events be held.

#### Proposed Project Date: 1 April 2016 Saturday 11 am - 4 pm

The proposed time of 1 April 2016 is at the end of Mad March and will bring a celebration to the west end and highlight Light Square as a key green centre for our precinct. The date also coincides with Neighbour Day week, which will give us additional reach through the national marketing of Neighbour day.

#### The Event

Initially this will be a free event and we will be collecting donations for charity. We will be charging vendors to participate, will engage professionals for demonstrations, grooming and competitions. It does have the potential to be a ticketed event for longer-term sustainability. If interest warrants, we could have a larger event that would require fencing. The initial plan is to use the central part of Light Square.

The event will include live music from dog friendly, local musicians. We will be working with Little Acorn music to use and promote SA Music and this will contribute to the [Adelaide City of Music](#) / UNESCO City of Music brand.

We will have market stalls, information, food and drink, some dog and owner competitions, education, demos, + activities for children. There will be some seating/furniture (with support from Splash Adelaide) and we will encourage persons to bring along picnic style seating.

Food and Beverage at the event will, in the first instance, be offered to our members to supply as we have many that have external catering options. Additional vendors can apply as part of the markets.

We will include children’s activities based on budget, such as face painting, roving characters and perhaps the imagination playground from Adelaide City Council if it is available. Competitions will be kept light and may include best-dressed dog and human, look a likes, wiggliest tail (work in progress).

All dogs will be required to be on a leash at all times and we will encourage the use of doggy bags + supply them.

Event information can be delivered by ACC’s list of registered dog owners and Adelaide Vet’s have indicated a willingness to provide information to clients (Adelaide Vets have 4 locations, 3 being inner metro).



adelaide west end association

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We will be providing “doggy bags” with educational material to promote the wellbeing of dogs. (aiming for 300 )  
These may be sold to raise funds for our charity partners.

We also believe that this event has the potential to grow and become a regular event in the City of Adelaide. It is unique to Adelaide (Unley has a biannual Dogapalooza).

**Our target audience** revolves around those who live, work or play in the west end, families and dog owners in the city and inner metro suburbs surrounding Adelaide. We will be working around a Neighbourhood theme and partnering with Unison, West Frankiin Apartments and The West End Village Association – all representatives of residents in the city.

#### Event Objectives:

- Deliver a open access, free community event to celebrate life in the west end and encourages residents to participate and get to know each other.
- Provide an activity that is positive and unites the local community and utilizes the only green space in the west end.
- Promote responsible pet ownership with education and support at the event.
- Encourage more dog friendly spaces and activities in and around the CBD
- Capitalise on the city’s recognized status as a UNESCO City of Music.
- Promote local artists, performers and music.
- Encourage residents and business to connect and work together
- Partnerships with existing west end business to build a sense of community
- Deliver a green event through recycling and recyclable products.
- Increase participation of the community by encouraging city workers and residents to attend the event.
- Deliver messages around responsible pet ownership
- Introduce new by laws from Adelaide City Council and prepare the pet owning community for changes pending in dog and cat management
- Raise funds for and increase awareness of those less fortunate by supporting charities that care for pets.
- Local business decide to be a bit more dog friendly
- Water pitstops available for dogs throughout the City.

#### Event Sponsorship/Participation

**Event Sponsor** – Splash Adelaide and TBC

**Event Partners** \$1000.00 + In Kind

Inclusions in branding and marketing (posters if in time) , gift bags/brochures (still doing a cost analysis)

Signage and presence at event (to be discussed) eg tear drop banners

Website advertising on [www.houndwave.com.au](http://www.houndwave.com.au) (in development) and [www.adelaidewestend.com.au](http://www.adelaidewestend.com.au)

On Site presence – powered site upto 3 x 6 meters (Note marquees are not supplied)

Offers/information in AWEA E News

Access to event images, logo’s and content.

**Charity Partners as per event partners but \$0.00. These are confirmed as RSPCA SA and AWL SA**

**Event Supporters** \$500.00 + In Kind

Will include event suppliers where considerable discounts for services are provided.

On Site presence 1 x 3 x3 marquee site (marquees are not provided) NO POWER

Inclusions in branding and marketing, gift bags/brochures (still doing a cost analysis)

Signage and presence at event (to be discussed) eg tear drop banners

Acknowledgement on [www.houndwave.com.au](http://www.houndwave.com.au)

**Event Friends – Product donations for Houndwave Doggy Bags**

A mention on our website and social media

**Event Vendors to complete the form**

**online at <https://adelaidewestend.wufoo.com/forms/q13h31re1c12jur/>**

Alcohol Vendor Fee - \$500 (Taken)

Food Vendor \$250 –

Coffee - \$110 (Taken)

Market Stall (BY) - \$88.00



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## Marketing and PR

Will be largely digital with some printed posters and we rely on the kindness of local media to share the event. Facebook, Twitter and Instagram accounts have been set up and graphic design is in progress. Duografik are creating an event logo and website as a sponsorship. We believe the event has the potential to be developed for use in other regions. Other advertising will be based on budget.

Facebook and Instagram are @houndwave and Twitter is @houndwaveADL

Current website information is at <http://adelaidewestend.com.au/portfolio/houndwave-dogs-day-light-square/>

The website address is [www.houndwave.com](http://www.houndwave.com)



## Partnerships/Collaborations

- Adelaide City Council and the Dog and Cat Management Boards have been consulted and the timing coincides with ACC introduction of mandatory micro chipping. We will also work with ACC and RSPCA SA to ensure all standards for safety and animal management/ care are in practice. New legislation around dog (and cat) ownership also come into effect in 2017 so this is an opportunity to promote the positive changes as well as deliver messages around responsible ownership. Many of the inner metro suburbs will also be attracted to the event.
- We have sourced sponsorship from a number of suppliers, Adelaide Vet's, Glashaus Creative Agency, Duografik for design and development of website. West Franklin apartments will be providing furniture, and branded dog jackets and doggy bags. They will also be launching a small animal policy for the apartments. Unison are also supporting the event with infrastructure and volunteers.
- We have a number of small business operators and market stall holders confirmed. Event partners will align with our messages around responsible dog ownership and community building, particularly for those living and visiting the City of Adelaide.

### Current Confirmed Partners /Sponsors/Supportors

- Glashaus (Creative Agency)
- Duografik
- RSPCA SA and Animal Welfare League SA (Charity Partners)
- Helen Page Photography
- Oh Crap (bio degradable/ flushable doggy bags)
- Adelaide Vet's
- West Franklin Apartments
- Unison (formerly Urban Communities)
- Bendigo Bank
- Splash Adelaide
- Chihuahua Bar
- Naya Restaurant
- Bread and Bone
- Book Nook n Bean (Mobile Coffee)
- Little Acorn Music
- WEVA (West End Village Association)

## Event Management:

The event is managed by the Adelaide West End Association Coordinator Helen Page.

PL Insurance from the Adelaide West End Association policies.

AWEA Members, Executive Committee, Adelaide City Council, Dog and Cat Management board and both the RSPCA and Animal Welfare league have been consulted throughout the development of the concept.

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