

Dear Franklineers

During the 2013 Australian Wooden Boat Festival (AWBF) the Franklin Village (FV) precinct showcased various community groups and businesses of Franklin, gathered together in a prominent waterfront area adjacent to Watermans' Dock. The 2015 AWBF committee would like to have a FV again in the same waterfront area. Manager Paul Cullen has asked me to be the conduit between FV participants and him, for all logistical information, requests, problems, ideas and solutions, with regard to the FV precinct.

You have been sent this email due to being a Franklin entity with a possible or actual interest in having a presence at the 2015 AWBF, in the FV.

I stress, I will only be liaising with Franklin community groups, business houses and food & beverage providers, who successfully apply to be a participant of the 2015 AWBF *and* who want to locate in the FV precinct. Any groups or businesses who do want to have a presence at the 2015 AWBF but do not want to be part of the FV should communicate with the AWBF themselves.

I strongly urge all of you to go to the 2015 AWBF website – australianwoodenboatfestival.com.au - for specifics about stallholders, click onto 'Get Involved' then click on either 'Maritime Marketplace' or 'F&B stalls'. All participants will have to make the appropriate application according to AWBF processes relevant to your organisation, business or activity. *This is where you should direct questions about prices, rules and eligibility.*

I see this as a brilliant opportunity to build on what Focus On Franklin has been doing to promote Franklin as a destination, by exposing our community and other groups and businesses to hundreds of thousands of people likely to be attracted to the Franklin 'brand'. It's a PR free-kick for the town. There are any number of other towns in Tasmania who could legitimately lay claim to having a village at the AWBF – no doubt past AWBF activities by the School of Wooden Boatbuilding, now the Wooden Boat Centre, as well as by the Living Boat Trust, have been drivers of the FV concept at the AWBF. The 2015 AWBF is again offering, though not free, a significant exclusive exposure of Franklin groups and businesses.

There is no requirement for your presence to be of maritime theme – this will be *Franklin* Village, and Franklin is not just about things maritime ... though this is what is being leveraged off.

The 2013 Franklin Village had the Living Boat Trust (LBT), Franklin Marine, the Franklin Working Waterfront Association (FWWA) the Wooden Boat Centre (WBC) and maybe one or two others – set up in marquees on either side of Brooke Street on the corner with Franklin Wharf – across from Peppermint Bay Cruises. Franklin groups were offered already planned marquee sites for hire, some shared, some solo. This time, as long as the requests get in early, I suspect there will be flexibility of site size and locations from the start, if site management know what is wanted early enough. I believe site costs vary with both area and use – find out how on application.

I expect the LBT's nine day 'Tawe Nunnagah' raid, from Recherche Bay to Hobart Town, will again conclude at the festival. Now is an excellent opportunity for the LBT to claim enough berth's in Watermans Dock for the TN fleet and ancillary LBT vessels, and maybe to have their marquee backing onto Watermans Dock.

Applications to register boats for the 2015 AWBF have just opened. Applications for NGOs and businesses to be open in July and August, but I strongly advise all interested entities to make initial contact with the AWBF sooner rather than later, as described above. When you do, please indicate your interest about participating in the FV concept, including details of any planned activities.

I expect most of what the FV group will need to discuss will be achievable by email, though I think at least an initial meeting of the participants will help kick off planning; e.g. some kind of sign, banner or similar to announce the Village might be appropriate; identify shared resource and/or transport opportunities.

So, if you think having a presence in the Franklin Village is for you/your group/business, 1) go to the 2015 AWBF site, have a read and make contact with the AWBF about what you want to do on-site, and 2) please get back to me so I can confirm and disseminate a FV contact list.

Regards

David Pittaway